

Edinburgh Zoo is popular!

As Scotland's second-most popular paid tourist attraction, [Edinburgh Zoo](#) offers another reason to visit in addition to the 1,000 animals on show, with the opening of a major new exhibition.

The only official Scottish venue for EXPO NOW – Expo 2010 Shanghai Photograph Exhibition Tour, the touring exhibition provides an insight into the massive international 2010 Shanghai World Expo – a showcase for international culture and a major attraction for Chinese and international visitors. Covering five square kilometers, Expo has received over 31 million visitors since it opened in at the end of April (averaging daily visitors of over 350,000 a day) with displays from over 240 countries. Edinburgh is the third stop for the exhibition showcasing this, which so far has only toured to two other venues in the UK (London and Manchester) and will end its brief tour in Liverpool.

Speaking at a special reception held on the eve of the exhibition opening to the public in the Zoo's Budongo Trail hosted by Chen Xiaodong, Minister of the People's Republic of China in Edinburgh and attended by Ms. Tan Xiutian, Consulate-General of the People's Republic of China in Edinburgh, David Windmill, Chief Executive of the Royal Zoological Society of Scotland, the charity that owns Edinburgh Zoo, said:- "We are honoured to have been chosen to host such a prestigious exhibition. Scotland has a long history of cooperation and collaboration with China and here at Edinburgh Zoo we are keen to work closely with our Chinese colleagues on animal conservation and research including a proposal that could see giant pandas at Edinburgh Zoo in the future. The 2010 Shanghai World Expo is an unbelievable event and this exhibition really shows the enormity of what has been achieved."

Mike Cantlay, Chair of VisitScotland, said: "Edinburgh is now

firmly established as a world class tourism destination, and if we have learned anything from the economic downturn, it is that tourism has been a vital buffer for the capital and indeed for Scotland, helping to protect its economy.

“As Scotland’s second most visited attraction, Edinburgh Zoo is to be commended for leading the way in developing international links with China. Having recently returned from Shanghai on a fact-finding mission with VisitScotland, we’re also actively tapping into opportunities in what is one of the world’s largest and strongest economies. Increased investment in Edinburgh Zoo will bring additional visitors to Edinburgh and Scotland, as well as helping strengthen the city’s economy at a time when public sector investment is in short supply.”

The exhibition includes a display of stunning images, photos and videos of the Expo venues along with celebrations being held by the participating organizations. The exhibition is being organized in Scotland by the Consulate General of China in Edinburgh in partnership with ARUP Scotland. The exhibition is on show in Budongo Trail from 30 July until 16 August and is free entry with normal zoo admission.