

Edinburgh Bus Tours wins Scottish Thistle Award



Edinburgh Bus Tours Wins Big at Regional Thistle Awards

A partnership which has successfully promoted Edinburgh as a world heritage site was honoured last week at a regional awards ceremony.

Edinburgh Bus Tours was awarded the Partnership in Tourism award at the Central South East Scottish Thistle Awards for its work with Edinburgh World Heritage.

To help promote Edinburgh as a world heritage site, the two organisations initially partnered up for World Heritage Day in 2011 when they came up with a series of activities centred on the city's UNESCO status.

Following the success of the collaboration, the two then worked together to create the Official World Heritage Tour in 2012, a hop-on, hop-off open top bus tour which allows both locals and visitors to explore UNESCO world heritage sites of Edinburgh's Old and New Towns.

Tim Armour, General Manager at Edinburgh Bus Tours said: "Winning the regional Scottish Thistle Award for our partnership with Edinburgh World Heritage is a testament to the great work that we have produced together."

“Our first bus tour in a partnership was a great success and has led us to develop the tour for 2013. We have created a more thematic experience with the Official Edinburgh World Heritage Tour: City of Contrasts.”

David Hicks, Communications Manager for Edinburgh World Heritage said: “Congratulations to Edinburgh Bus Tours for their success at the Regional Thistle Awards. The partnership has proved to be a great success, offering visitors a brand new perspective on the city’s heritage and encouraging them to explore more of Edinburgh’s World Heritage Site.”

The Partnership will now go through to the national finals of the Scottish Thistle Awards due to be held in November.