

Edinburgh Bus Tours launch a new app



Edinburgh Bus Tours has unveiled its new mobile-compatible website that provides customers with everything they need to know about the bus tours and how to make the most of their sightseeing.

The new website, designed by Edinburgh consultancy Whitespace, coincides with a brand refresh for the five star rated visitor attraction. The new branding is designed to build on the growing popularity of the tours amongst Edinburgh's visitors.

The website contains a detailed information page for each of Edinburgh Bus Tour's six tours. Users can view a route map where attractions are highlighted alongside tour transfer points. Tour leaflets are also available for download and customers are able to purchase their tickets online.

An Edinburgh Bus Tour app, available for both IOS and Android devices, allows visitors to make the most of their time in Edinburgh through a host of features including live bus times, a journey planner and route maps. The app has been developed in-house digital designer John McEvoy.

Edinburgh Bus Tours is the third most popular paid for attraction in Scotland after Edinburgh Castle and Edinburgh Zoo. Last year over 500,000 visitors hopped on the tour buses,

with more expected to take advantage of the six available tours this year.

Tim Armour, General Manager at Edinburgh Bus Tours, said: "With an increasing number of visitors to Edinburgh finding their way around the city using their mobile phones, it is crucial that we are able to make our tours as accessible as possible. The new website does just that, offering clear, concise and interesting information in a mobile-friendly format. With festival season just kicking off, I'm sure we'll see a considerable increase in web traffic, which we hope will be converted into ticket sales."

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