

How to get through the madness of the Edinburgh Festivals



VisitScotland have published a guide on how to get through the next few weeks with as few hiccups as possible.

The new guide tries to ensure that visitors to the Edinburgh Festivals this summer have all the information they need immediately on hand and are then able to enjoy their time here.

Sporty types, music lovers, fashionistas, history and comedy buffs are also advised on acts and performances to suit their preferred tastes within the tens of thousands of shows on offer during July and August.

The **Edinburgh Festivals Survival Guide**, produced by VisitScotland and supported by Edinburgh's Festivals, is the national tourism organisation's first ever handbook of its kind, detailing a selection of highlights from this summer's events, plus insider hints and tips to make the most of the world's festival city.

Tips include advice on looking out for Edinburgh's new trams when crossing roads, starting the day early to secure the best tickets and bringing a bag for all the flyers picked up around the city as they may come in handy in deciding what to do next.

The 60-page guide is available to download for free online from visitscotland.com and reveals what to expect in Edinburgh throughout the season, from unusual show venues such as **Sandy's Boxing Gym**, **Adam Pottery** and **Morningside Library**;

to hidden city gems like **Dunbar's Close Gardens** off the Royal Mile, **Waverley Station market** (every Friday) and the **Signet Library** pop-up champagne bar.

Valuable information on where to eat, what to bring, correct pronunciations and how to travel to the city are also included in the guide, as well as the history of the festivals, recommended LGBT bars and pubs, where to go if travelling further afield and the 10 most visited attractions.

VisitScotland Chief Executive Malcolm Roughead said: *"Attracting international and local visitors, famous faces and talented newcomers, Edinburgh is absolutely buzzing in July and August. Whether taking in a talk from a favourite author, enjoying live music in a library, watching comedy on Arthur's Seat or experiencing The Royal Edinburgh Military Tattoo – we've created this survival guide to help people make the most of their time in Edinburgh."*

"From information on history, to exploring the Festivals on a budget, to travelling further afield to experience more of what Scotland has to offer; this free online guide is a must have for all festival goers this summer."

"As Scotland welcomes the world this year for the XX Commonwealth Games, 970 Homecoming events and The Ryder Cup, I would highly recommend taking the time to explore the city and find out why the Edinburgh Festivals enjoy such incredible global recognition."

Ken Hay, Chair of Festivals Edinburgh said: *"We welcome this initiative by VisitScotland which will help visitors to the city navigate the richness and diversity of Edinburgh during the August festivals. Edinburgh's Festivals are distinctively Scottish and yet fiercely and famously international, attracting thousands of artists, performers and audiences from across the world each year. In a remarkable year for Scotland, this guide will assist the Festivals in capitalising*

on their enormous global value for the benefit of Scotland.”

The Edinburgh Festivals Impact Study, released in 2011, stated that the festivals over the course of the year generated £261 million of economic impact for Scotland, sustaining 5242 full time jobs in Edinburgh.

Visitors are also being encouraged to explore nearby regions including Perthshire, the Scottish Borders, Fife, Stirling and the Lothians in the ‘Exploring Further Afield’ section.

The Edinburgh Festivals Survival Guide, which includes an introduction by bestselling author and festival regular Alexander McCall Smith, is free to download from

www.visitscotland.com/edinburghfestivalsguide