

New sightseeing tours website launches in Lothian

Take the hassle out of booking excursions and attractions. There's a whole new one-stop take on solving all those holiday conundrums. A brand new Scottish-based sightseeing website offering a fresh take on booking tours and attraction tickets has launched. Now you can get everything lined up, signed sealed and delivered, before you leave home for holiday destinations near and far.

Just in-time for the summer season and as many people prepare for their annual holidays, <http://www.cityexplora.com> has launched on the web travel and tourism scene. The brand new website features sightseeing hop-on hop-off bus tours, day tours, popular attraction tickets plus combination tickets and theatre tickets from several key worldwide destinations including New York, London, Paris, Madrid, Dublin – and Edinburgh and Glasgow.

The people behind CityXplora are Ensign Bus of London, who pioneered the familiar red liveried City Sightseeing open top tour buses, seen in cities all over the world. They have decades of experience serving tourists both at home and abroad and have long recognised that open top, hop-on hop-off sightseeing bus tours are considered by many visitors as the best way to get around their vacation destination quickly and easily. They create an important link between the location's tourist attractions, hotels, railway stations, cruise terminals and shopping districts.

Peter Newman, chairman of Ensign Bus said: "Over the past few years – since selling City Sightseeing – we have recognised a gap in the market to bring together all the open top hop-on hop-off bus operations around the world, plus popular tourist attractions and day tours into just one website."

To run operations from their Livingston, Scotland headquarters, Ensign Bus have drafted in Iain Coupar, the former Lothian Buses (Edinburgh) marketing director. Until recently, Iain Coupar was the head of franchise operations at City Sightseeing Worldwide, following his long career as marketing and communications director with Lothian Buses.

Peter Newman added: "Having Iain heading up the project has allowed us to develop something more technologically advanced whilst understanding the operations and worldwide tourism business. What many of the tour and attraction operators want is a closer relationship between their selling agents to allow them to grow. Unfortunately we find that commonly overlooked but hopefully through their involvement with CityXplora we can bring some of that back."

Submitted by [Iain Coupar](#)