

Outlander comes to Edinburgh



The hit US television series *Outlander* is being brought to life on the streets of Edinburgh.

Award-winning family business Mercat Tours – which also holds a five-star Quality Assurance rating from VisitScotland has launched the *Edinburgh Outlander Experience*, a walking tour that takes in locations featured in the bestselling books by Diana Gabaldon.

Mercat guides Lara Benne and Jason Martin dressed as literary heroes Claire Randall and Jamie Fraser, played by Caitriona Balfe and Sam Heughan in the television series, for the launch of the tour on the Royal Mile.

VisitScotland, the national tourism organisation, last week reported a huge surge in popularity in *Outlander* tours, among American visitors in particular, since the show premiered in the US in August 2014.

Edinburgh plays a big role in the hugely popular books, and on the new tour visitors will visit:

- The Canongate Kirk, where Colum MacKenzie meets Claire and Jamie
- The Palace of Holyroodhouse, where Claire and Jamie wait on Bonnie Prince Charlie
- Holyrood Abbey, where Black Jack pleads for Claire's help to nurse his brother
- The site of the Tolbooth Jail, where the Fraser men of Lallybroch are imprisoned for desertion
- The World's End Tavern, Dougal MacKenzie's favourite haunt

They will also hear stories of witchcraft, the Jacobites, the

Royal Stuarts, curses, clans and how the fictional story of Jamie and Claire intermingles with the true history.

Kat Brogan, Managing Director of Mercat Tours, said: *"Claire and Jamie have captured the imagination of people across the world and Scotland's stunning landscape is a breathtaking backdrop to their adventures. We're delighted to reveal the sites featured in the historical drama and share the true stories of turmoil and romance during the Jacobite rebellion."*

John Donnelly, Chief Executive of Marketing Edinburgh, said: *"With the immense international success of Outlander encouraging new visitors to Scotland, it's the perfect opportunity for businesses to develop exciting new packages that link the popular TV series with our amazing history, landscape and heritage. Edinburgh is the gateway to Scotland that the majority of tourists will visit on their Outlander pilgrimage. I'm sure the new Mercat Outlander Experience Tour will be the perfect start to their Scottish adventure."*

The *Edinburgh Outlander Experience* by Mercat Tours will be at 11:00am every Saturday from April to October. Lasting 2 hours, tickets are £14 adult, £12 concession. For more information, visit www.mercattours.com

