

# Rabbie's is fit for a Queen

✘ Rabbie's is today celebrating being named as winners of the UK's highest accolade for business success.

The small group tour company received the Queen's Award for International Trade in recognition of outstanding overseas sales growth over the last three years.

Set up by Robin Worsnop in 1993, following a loan from his brother to buy his first mini-coach, Rabbie's now employs over 100 staff in peak season and has a fleet of 52 mini-coaches. Thanks to continual investment in their unique experiences passenger numbers on scheduled tours have increased by 36% since 2011. 90% of their clients are from overseas and the company sell their tours through a multi-lingual website, as well as tour operators and local agents overseas.

✘ The Edinburgh-based tour company is one of a number of tourism firms from Edinburgh & The Lothians which will be exhibiting at this year's VisitScotland expo – the country's biggest travel trade event. This takes place tomorrow and on Thursday at Aberdeen's AECC. Over 200 tourism businesses from across the country will be showcasing the very best the country has to offer, including food and drink, accommodation, entertainment, culture, scenery and attractions.

The VisitScotland expo will be attended by almost 380 hosted international buyers and over 200 hand-picked UK based buyers, including tour operators, wholesalers, travel agents and travel media. Tourism companies from all over Scotland are expected to capitalise on interest from tour operators and travel agents from new and emerging markets – such as Russia and India – and in excess of £24 million worth of business is expected to be conducted over the two days.

VisitScotland Regional Director Manuela Calchini said: "We are

delighted to hear that Rabbie's has won this prestigious business award in recognition of its outstanding success. The company is a superb representative of Scotland's tourism industry and contributes hugely to it. Rabbie's has not only continually demonstrated its commitment to growing its tour business and encouraging more overseas visitors to explore Scotland but also to delivering an excellent product and superb standards in customer service, ensuring visitors always enjoy a fantastic, memorable experience and are encouraged to come back. My congratulations go to all the team at Rabbie's on winning this very well-deserved major award."