

Edinburgh's Christmas say 48,000 tickets snapped up in 24 hours



Following the announcement that you could reserve a ticket for the newest attraction at this year's Edinburgh's Christmas, revellers have not been hanging about!

Over 48,000 tickets were snapped up for the Virgin Money Street of Lights within the first 24 hours of being made available on Wednesday 21 October meaning that over 2,000 tickets were being claimed every hour.

With requests coming from not only Edinburgh and the rest of Scotland for the free tickets, but from as far afield as Hong Kong, Australia, Ireland, Norway, Denmark, Germany, the Netherlands, Portugal and the USA, the organisers were keen to stress that those interested in attending need to make sure they book their tickets via virginmoneystreetoflight.com.

Charlie Wood, director of Underbelly, said: "We have had the most sensational opening 24hrs with over 48,000 free tickets allocated, and the website continues to be inundated with no sign of this slowing down. So, I advise everyone to book NOW to avoid disappointment. It's just incredible to hear that we have had requests from people from all over the world, but it simply reinforces the message that Edinburgh is the place to be this Christmas."

Cllr Richard Lewis, Festival and Events Champion, said: "Street of Light is a fantastic addition to this year's Edinburgh's Christmas and is fast becoming one of the must-see attractions of the festive period."

Andrew Nicholson, Head of Sponsorship Marketing at Virgin Money, said: "To have over 48,000 people grab their tickets on the first day they're available is truly amazing. The Virgin Money Street of Light will enchant the whole family and as we can see from this early response, it will be a must-see event this Christmas."

Andrew Elmer who is chairman of the Royal Mile Business Association, said: "The Royal Mile Business Association are proud to support the Virgin Money Street Of Lights and we are delighted to see the incredible global response to the first 24 hours of ticket bookings. □This demonstrates the special appeal of such a spectacular and unique light show in such an iconic street in a City that is truly dazzling over Christmas!"

Virgin Money Street of Light is made possible with the support of Virgin Money and is also part of Edinburgh's St Andrew's Day celebrations with support from Scotland's Winter Festivals. The Virgin Money Street of Light is supported by the Royal Mile Business Association and local businesses.