

Royal Highland Show 2017 was a record breaker

Lothian Buses has reported an increase of almost 12% in customer journeys over the four days of the Royal Highland Show.

There were special services for those going out to Ingliston and customer advisers on the street helped out with customer queries and explain that all children under 15 travelled for free.

Those with Ridacard season tickets also travelled free and there were exclusive show discounts for those with a valid bus ticket.



Nigel Serafini, Commercial Director at Lothian, said: “We’re increasingly putting on special services and arrangements to help people enjoy the huge range of outstanding events in and around Edinburgh.

“This more sophisticated approach, which has seen our customer support team on hand to give travel advice to customers together with partnership promotions, is a priority for us in contributing to the leisure economy of the capital. Using public transport is great value and helps to avoid traffic congestion and parking issues for those in the city. We are delighted that a record number of people chose to travel with us this year.”

Alan Laidlaw Chief Executive of RHASS said: “The Royal Highland Show has been a huge success and we were delighted with the number of visitors who travelled to the show on public transport.

“Our partnership with Lothian Buses worked well to facilitate easy travel from the show by linking up with buses that took visitors direct to the show ground. Furthermore, the dedicated Royal Highland Show service gives the public confidence they will get to the Show with ease and this was borne out by the increase in visitors travelling to the show by bus. It is certainly something we will build on for next year.”