

Edinburgh is star in VisitScotland's latest ad

Edinburgh takes centre stage in the interactive TV campaign on E4 next week in a unique partnership between Channel 4 and VisitScotland.

Our extinct volcano and UNESCO World Heritage Site will be prominent in a week-long series of 60 second promotional films. There will be a cast of six young travellers climbing Arthur's Seat and exploring the city's beautifully preserved Old Town.



Edinburgh Castle and skyline seen from Salisbury Crags (Courtesy VisitScotland)

Viewers will take part in and direct a series of promotional films across a week as the group sets out to experience a range of exciting activities across the whole of Scotland.

The group of travellers arrive in Scotland on Sunday 10th September and will spend the afternoon hiking to 251m above sea level where they will be rewarded with stunning views of Scotland's capital. They will also have the opportunity to discover the Capital's fascinating history as they wander through the labyrinth of cobbled streets, narrow alleyways and hidden courtyards of the Old Town.

Each subsequent film, broadcast at the same time every day from Monday to Friday, will illustrate the past 24 hours of the travellers' escapades before offering viewers the chance to vote via Twitter for the activity they will undertake the following day, using bespoke hashtags linked to #ScotE4.

The Twitter poll will remain live for half an hour after the ad has aired, votes will be counted and the production crew will transition to the next location, ready to film the following day's spot.

Manuela Calchini, Regional Director for VisitScotland, said: *"I am delighted that Edinburgh is featuring in this unique partnership that will show viewers that Scotland is the ultimate playground for the young and adventurous."*

"The majestic nature of Arthur's Seat and the rich heritage of the old town are excellent examples of the city's wonderful and varied offering. I am sure that E4 viewers will be enthralled by what they see and feel inspired to make a visit to Edinburgh to experience what Scotland's Capital has to offer for themselves."

Jane Hector-Jones, Group Partnerships Manager, 4Sales said: *"We are delighted to be working with VisitScotland to deliver this exciting and innovative first. E4's key demographic of 16-34 year olds aligns perfectly with VisitScotland's millennial target market for this unique campaign that will showcase the charms of beautiful Scotland whilst entertaining and engaging viewers."*

The exclusive campaign comes ahead of Scotland's Year of Young People 2018 and supports VisitScotland's desire to position Scotland as an inspirational destination for millennials. As one of the largest generations in history, millennials – those aged between 16-35 years old – represents a lucrative market for the global tourism industry.

With its breath-taking landscapes, thrilling outdoor experiences and rich and diverse culture, Scotland possesses many of the attributes that traditionally appeal to this younger market. VisitScotland is also working with TripAdvisor, the world's largest travel website, to capitalise on interest generating by the project by making it quick and

easy for viewers to book their own Scottish experience via the TripAdvisor website.

Off air, viewers will be able to find extra footage and a viewer competition by visiting www.E4.com/visitscotland.