

Leading tourism business awarded 'exceptional' five star rating

Edinburgh's award-winning storytellers Mercat Tours were awarded an exceptional 91% Quality Assurance 5* Tour award from VisitScotland for the 11th year running.



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The family business revealed the news as they celebrated their 33rd birthday with free tours of hidden Edinburgh exclusively for residents.

Scotland's national tourism organisation gave Mercat Tours its highest Quality Assurance (QA) accolade after they became one of only 10 attractions in country to achieve over 91% on the latest grading visit. The first class grading recognises that Mercat Tours delivers the highest levels of excellence – outstanding customer care, hospitality, and commitment to development and training.

Speaking on the news of the award as she welcomed locals on

their free 'See Your City, Hear Your Stories' tour of hidden Edinburgh, Mercat Tours Managing Director, Kat Brogan said: "We are absolutely delighted to receive VisitScotland's 5 star quality assurance award for the 11th year running. It recognises the incredible dedication, hard work and pride of everyone in our Mercat family to make sure we provide the best visitor experience and ensure Edinburgh's rich history gets a damn good telling.

"The city's incredible stories and continued support from our friends and neighbours in Edinburgh and Lothians have been the foundation to build, and grow our tours into the award winning five-star experiences they are. To thank them we ran free tours on our 33rd birthday, which were designed especially for them to rediscover their city, as well as see areas and hear stories that may surprise them. We were thrilled by the enthusiasm and interest for the experience and put on extra tours to cope with the demand. Like all our tours, every day, our birthday treat for locals continued this great storytelling tradition that Scotland is renowned for the world over."

Presenting the award, Malcolm Roughead, Chief Executive for VisitScotland, said: "Congratulations to Mercat Tours on achieving a five star grading in our Quality Assurance Scheme for the 11th year running. To consistently achieve our highest grading is an exceptional achievement and a testament to the hard work of the whole team.

"Businesses like Mercat tours play a key role in showcasing the rich assets, hidden gems and local stories of Scotland, and it's great to see them continue to do this as they reach their 33rd birthday."

Sandy Crombie from Dalry Edinburgh who was on Mercat's 'See your City Hear Your Stories' birthday tour said: "I must admit that being an Edinburgh resident you think you know it all, but then you find out that you have a lot to learn. The

tour really brought to life the history of the Old Town – our guide was a fantastic storyteller. I almost felt like I travelled in time with them. They really do deserve their five star rating.”



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