

Appy Days at Historic Edinburgh Venue

The commercial team at one of Scotland's oldest institutions has launched its very own app in a bid to offer the most modern of business tourism experiences.

Surgeons' Quarter, which currently oversees more than 2,200 conferences and events per year at the Royal College of Surgeons of Edinburgh has created the app to assist many aspects of a visitors' experience.



Officially available for free download on iPhone and Android via the app store and google store, it follows a growing trend in the US to provide delegates and conference organisers with an easy to use online portal – while helping the 150 strong commercial team in its bid to become a paper-free business. The app will also be of use to Edinburgh residents, too, as it

will promote offers at Café 1505, as well as drinks and dining deals at the newly expanded Ten Hill Place Hotel, seeing Surgeons Quarter make a forward-thinking move away from the aging practise of email marketing.

Scott Mitchell, Commercial Director, believes that the new app has worked well alongside the Edinburgh venues' rebranding operation in attempts to merge all aspects of the business to create a destination brand.

He said: "The rebrand works in perfect harmony with the recent app development as the new features help to highlight the true scale and variety of venues available to the public.

"Hopefully, with all information in the one place, venues can be utilised to their full potential, with visitors perhaps discovering things that might not have been able to before."

The recent feature acts as a convenient one-stop containing everything the venues have to offer. Visitors can use the app to navigate various locations within as well as accessing all the relevant news, history and information.

Such innovations have manifested as a result of attempts to reduce paper waste and meet green credentials. Hotel guests can now access food menus online, choose places to visit as well as book Ten Hill Place Hotel at the best possible price.

Further benefits include a specific bolt-on portal to accommodate schedule uploads and updates for conference coordinators, in turn enhancing overall communications and organisation.

Simple yet attractive by design, the app layout is easy to navigate and all-round user friendly.

Complete with a Surgeons Quarter News link, the portal further includes updated deals and discounts as well as Hotel booking options.

Scott added: "This type of system is popular in the US as delegates have become used to using similar apps to direct conferences, with the feedback being very positive."

Surgeon's Quarter has worked hard to promote the value behind the new app alongside its refreshed identity, crediting

profits to the Royal College of Surgeons of Edinburgh in its bid to improve surgical standards around the world.