

New bus tour company launching in Edinburgh today

From today you will see some new buses on the streets. Bright Bus Tours are indeed very bright and you will be able to take a tour on these around our city's visitor attractions.

Look out for the Bright street teams who will be handing out Scottish survival kits on the Royal Mile, Waverley Bridge and along the routes the buses take.



PHOTO Lenny Warren

There will be a frequent service every ten minutes from Waverley Bridge heading for Edinburgh Castle, Dynamic Earth, the Scottish Parliament, the National Museum of Scotland and

Greyfriars Bobby.

24-hour tickets for the hop on – hop off service are on offer at just £10 for Adults, £6 for children (5-15 years old) and just £9 for concessions, while family tickets are available at just £29. Under fives go free.

The 14 refurbished open top double deckers will be coming into Edinburgh from the First depot in Livingston and the company has set up a new operations office on Princes Street too.

The year-round service is available in 9 languages.



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Andrew Jarvis, Managing Director for Bright Bus Tours, said:

“It is an unbelievably exciting time for everyone at First as we launch this new venture. It has been a huge challenge for everyone involved, but our proposition is one that will stand out from the crowd and have an immediate impact in the market. This is something we see as part of a larger plan moving forward for the business and further investment is likely as the product develops.

“We have identified a gap in the market, to meet the demand of the ever-increasing tourism numbers to the capital and we look forward to bringing something different to the market. The city of Edinburgh has been so welcoming with new jobs created and many new partnerships struck. All of the staff are in place and training is now complete, so we look forward to getting underway now on July 1st.”

Robin Worsnop, Chair of the Edinburgh Tourism Action Group said “We look forward to welcoming this new visitor offer to the city of Edinburgh. This represents a significant investment by First and will increase the choice available. ETAG welcomes the diversity this new offering will bring and its contribution to sustaining Edinburgh as a competitive global city destination.”

For more information, check out our website: www.BrightBusTours.com



PHOTO Lenny Warren