

# Diageo welcome more whisky tourists

**Diageo has reported that more than one million tourists visited their visitor experiences in Scotland, which sets a new record.**

There are twelve Diageo distilleries as well as the Johnnie Walker Princes Street Experience all of which combine to reward the company for its £185 million investment in its Scottish attractions.

Johnnie Walker on Princes Street alone welcomed 359,000 visitors in 2023.

Katie Harris, Managing Director of Diageo Scotland Brand Homes, said: "Scotch whisky is well-established as Scotland's leading export to the world and every bottle we sell around the world is an invitation to visit Scotland and experience its amazing culture, heritage and environment.

"The great thing about Scotch whisky tourism is that it creates opportunities all across Scotland, from our capital city to the communities of the highlands and islands where many of our distilleries are located.

"We are incredibly proud to have welcomed more than a million people through our doors for the first time in Scotland, but we believe this is just the start and there is a powerful opportunity for further growth, with all the positive benefits that will bring to Scotland."

Since launching, Johnnie Walker Princes Street has received

several national and international accolades as a leading tourism destination. Rated as a five-star attraction by VisitScotland, it also recently won the World's Leading Spirit Experience and Europe's Leading Spirit Tourism Experience at the World Travel Awards. The Edinburgh brand home was also named as the Icons of Whisky Visitor Attraction of the Year, and won the coveted global Themed Entertainment Association (THEA) Award for Outstanding Achievement.

