



annual report **2009-10**

# ECB Board of Directors 2009-10



Name	Position	Representing
Alan Johnston ( <i>Chair</i> )		Edinburgh Ambassador Programme
Cllr Tom Buchanan ( <i>Vice Chair</i> )	Convenor Economic Development Department, The City of Edinburgh Council	The City of Edinburgh Council
Graham Birse	Deputy Chief Executive, Edinburgh Chamber of Commerce	Edinburgh Tourism Action Group
Ian D'Annunzio-Green	Executive Director, Heritage Portfolio	ECB Membership: Conference Services
Gordon Dewar (appointed 21 Aug 09)	Managing Director	BAA Edinburgh Airport
Neil Ellis (resigned 21 Aug 09)	General Manager, Mercure Point Hotel and Conference Centre	Edinburgh Hotels Association
Carolyn Gemmell (resigned 21 Aug 09)	Director of Hospitality and Events, National Museums of Scotland	Unique Venues of Edinburgh
Richard Kington (appointed 21 Aug 09)	Director - Accommodation Services, University of Edinburgh	ECB Membership: Academic Venues
Colin Paton (appointed 21 Aug 09)	Chairman and Chief Executive, Portland Hotels Ltd	Edinburgh Hotels Association
Kenneth Wardrop	Head of Destination Edinburgh Marketing Alliance	The City of Edinburgh Council
Susan Watson	Team Leader Industries	Scottish Enterprise (East)

*Cities like Edinburgh, far from being mere structures of brick and stone, are living symbols of mankind's fundamental need of faith in co-operative action.*

General Dwight Eisenhower



**Edinburgh Convention Bureau**  
Inspiring Conferences 

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**Photo credits**

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Edinburgh Convention Bureau  
Simon Williams Photography

Design + Production: [www.davidthom.co.uk](http://www.davidthom.co.uk)



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# Chairman's Foreword

It gives me great pleasure to introduce this report which clearly demonstrates the success that Edinburgh Convention Bureau Ltd has achieved over the past year despite very challenging economic conditions.

We have exceeded both our economic benefit and income generation targets and have achieved these key objectives through the work of a small, efficient and very focused team.

The rapid and unpredicted arrival of the world recession has been challenging for most sectors of industry but it has also presented opportunities for others – including those involved in business tourism. It is pleasing to report that ECB Ltd has responded positively to such opportunities. Capitalising on Edinburgh's excellent reputation in areas such as life sciences, medicine and technology as well as its reputation as an affordable but sufficiently different destination, ECB has convinced many UK and European association conference organisers during 2009-10 of the advantages in hosting their event in Scotland's capital rather than incurring substantial expenses by travelling to more distant locations.

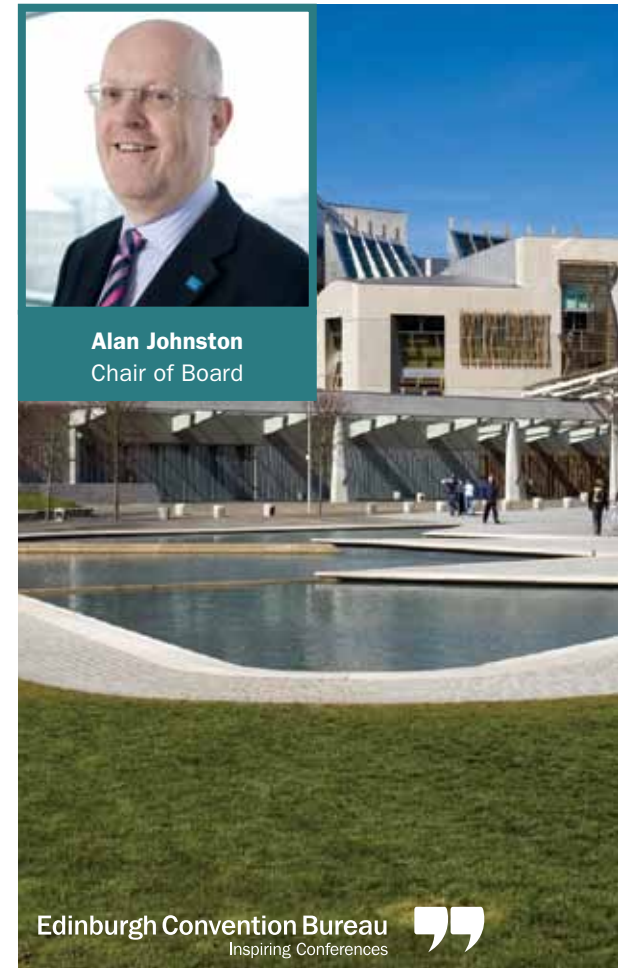
In order to be able to take advantage of changing market potential ECB must continue to identify such opportunities and anticipate new developments. Innovation and a flexible approach to the way in which we do business lie at the core of our ability, not only to respond to the altered economic landscape, but also to remain one step ahead in this highly competitive marketplace.

In the current challenging economic climate it is imperative that ECB demonstrates a professional approach to all its business activities and adapts to the ever changing circumstances. Aware of restraints on public sector finances we have, over the past year, put structures and systems in place to support a more commercially focused business culture. We have successfully managed the transition in a way which effects positive participation from all staff and enables them both to contribute to and share in the company's success. This move towards a more commercial culture has been recognised and appreciated by our clients and members alike.

Amongst our key stakeholders too there has been a clear concentration on achieving efficiencies and a greater willingness to collaborate to achieve shared ambitions. I would like to make particular mention of the financial and advisory support we continue to receive from the City of Edinburgh Council, VisitScotland and Scottish Enterprise who have worked with us to ensure we adopt a unified approach to delivering our targets.

While ECB continues to perform well we recognise the benefits which could be achieved by working in even closer collaboration with partners in the city to capitalise on the synergies, skills and strengths which exist. Business tourism and its essential funding should surely benefit from such an approach. We are open to and are currently in discussions with colleagues to explore how future promotional success for the city might be achieved and look forward to the outcome of these discussions in the year ahead.

I would like to take this opportunity to convey my thanks to Sue Stuart and her team who have worked tirelessly to deliver against challenging targets. There is a highly professional team working at ECB who are constantly listening to the market and responding quickly and effectively to maximise all opportunities. Finally I would like to recognise the contribution and counsel of my colleagues on the Board and to welcome the EICC and VisitScotland who continue their positive relationship with ECB as observers on the Board.



**Alan Johnston**  
Chair of Board

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# Chief Executive's Report



Against the backdrop of the worst economic recession the world has seen for over half a century Edinburgh Convention Bureau Ltd performed strongly through 2009-10 and I am delighted to report that we exceeded all of our objectives.

Our focus during the year was firmly fixed on achieving £73.9m of economic benefit from conferences confirmed or influenced through our efforts, to further raise the profile of Edinburgh as a leading conference destination and by doing so to maximise the commercial opportunities for our members. Working closely with our main funding partner, the City of Edinburgh Council, we were able to ensure a co-ordinated and resolute approach to the marketing of the city as a conference destination.

The economic benefit accrued for the city through the year was £74.2m, ahead of our budgeted target of £73.9m. Of this total we achieved a 3% growth in association conference business, producing an economic benefit of £66.7m, an increase in excess of £0.5m from the previous year. These figures illustrate the resilience of this market sector as compared to that of corporate meetings, particularly the local corporate meetings sector, which suffered a substantial decline during 2008-09 as a result of the impact of the banking crisis on the city.

Further development of our award winning Edinburgh Ambassador Programme, in association with the city's universities and research institutes, allowed us to secure many notable conferences for 2009-10 and beyond. These conferences attract renowned experts in their fields who push the boundaries of science, medicine and new technology and continue to raise Edinburgh's international profile as a centre of excellence in many fields of commerce, science and the arts.

Our recent success has had much to do with a more target driven approach to achieving our business aims and objectives.

To support this approach we introduced a company performance bonus and carried out an organisational restructuring to reflect our proactive sales and commercial focus and to ensure maximum efficiency of our operation.

Targets for membership income were exceeded, with a pleasing membership renewal rate of 85%. In response to requests that we more effectively demonstrate a return on investment for our members we launched a members' portal to our CRM system in February 2010. This allows members to assess the number of leads and confirmations attributable to their ECB membership and provides them with a means to update key information relating to their website and contact details.

One of the world's most beautiful cities, and a UNESCO World Heritage site, Edinburgh is an ideal conference destination. Apart from the richness of both its natural and built heritage, Edinburgh enjoys a well established reputation in the fields of literature, law, commerce and finance and increasingly in the high profile fields of medicine, life sciences and biotechnology.

Delegates and their companions are assured of a truly exceptional experience, thanks to the city's thriving arts and festivals programme, many fascinating cultural and visitor attractions and an excellent restaurant and retail offer, all underpinned by an increasing focus across the city on skills development and customer service.

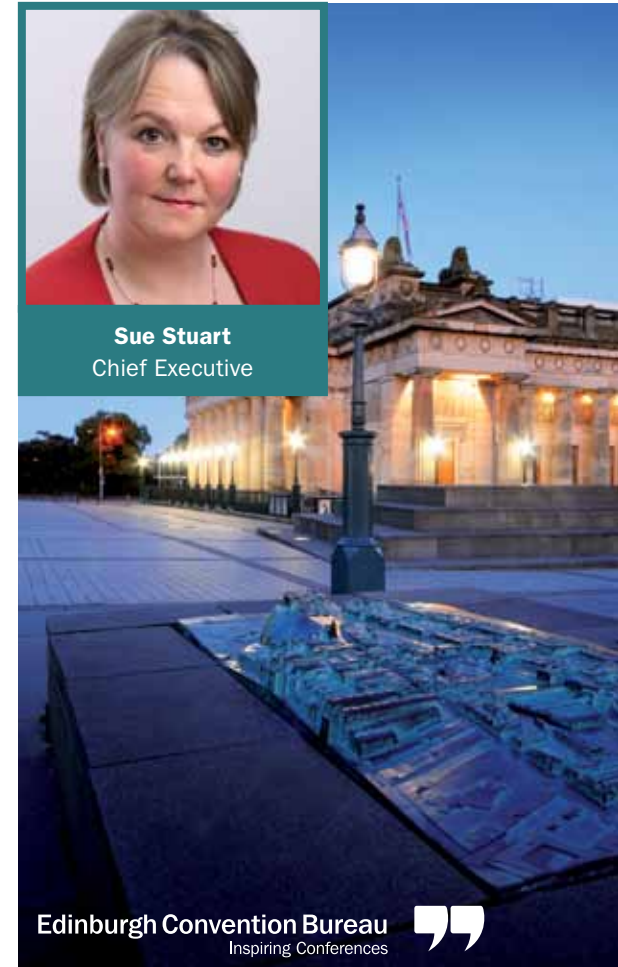
So, it would appear that the signs are good for continuing success in this dynamic sector of the tourism industry; however...

Given the lucrative nature of business tourism many other city destinations around the world are investing heavily in this industry and Edinburgh faces increasing and challenging competition from traditional and emerging destinations which have identified the conference sector as an important component in developing their economies.

# Chief Executive's Report



**Sue Stuart**  
Chief Executive



Continued investment in its conference infrastructure is essential if the city is to maintain its competitive position. This was a key finding of a conference infrastructure audit report completed in February 2010. The report identified the delivery of Edinburgh International Conference Centre's (EICC) Additional Function Space (AFS) project as a priority in terms of developing the city's conference infrastructure. But it also highlighted more long term development opportunities with the potential to attract additional business tourism to Edinburgh.

Agreement by the City of Edinburgh Council to provide full planning consent for the much needed enlargement of the EICC is greatly welcomed and we look forward to the new 2,000 sqm hall with tiered seating auditorium for 1,600 delegates opening in early 2013. We also hope that the audit report will assist the City of Edinburgh Council in the framing of future infrastructure considerations including the possible development of a multi use venue for the city.

In recognition of the need for Edinburgh to maximise the city's opportunities and play to its unique strengths we are enthusiastic about Destination Edinburgh Marketing Alliance (DEMA) a marketing alliance formed in early 2009 to develop Edinburgh's image and promotion in UK and international markets. Much progress has been made by DEMA in pulling together the city's diverse but inter-related economic sectors of talent, tourism and trade, however it is recognised that much requires to be done if the city is to build on achievements to date. During the latter part of 2009-10 exploratory discussions relating to the potential integration of ECB, DEMA and Edinburgh Film Focus services have been initiated. Adopting such an approach may allow the city to capitalise on the synergies, skills and strengths which exist between the three organisations. By avoiding duplication of effort and resources

and achieving economies of scale, both the public and private sectors could thereby invest more directly and effectively in marketing the destination. We look forward to the outcomes of these discussions in the year ahead.

Notwithstanding some difficult market conditions and competitive and funding challenges, the ECB is nevertheless confident of the further growth potential for business tourism in Edinburgh. In our continuing efforts to respond to the challenges and maximise the city's opportunities we are grateful for and look forward to the continued support and commitment from City of Edinburgh Council as well as project funding assistance from Scottish Enterprise, the Business Tourism Unit of VisitScotland and invaluable collaboration with our members in the private sector.

I am grateful to the ECB team for the energy, commitment and professionalism which they have displayed in growing Edinburgh's share of the business tourism market during 2009-10. I would like to welcome Lesley Williams who joined us this year to head up our association sales activity and develop the Edinburgh Ambassadors Programme. She brings a wealth of experience to this core part of our business. Edinburgh will undoubtedly face tough economic realities in the year ahead however I am confident that our talented team will serve Edinburgh's business tourism interests well and take forward our vision of sustaining and growing Edinburgh's position as a premier conference destination.

A handwritten signature in blue ink, which appears to be 'Sue Stuart'. The signature is written in a cursive style and is positioned above a horizontal line.

# Research and planning



In the current economic climate there has never been a greater imperative to plan for the future promotion of Edinburgh as a destination in which to live, visit, invest and study. Competition in the business tourism arena has never been greater and Edinburgh Convention Bureau Ltd is well aware of the need to clearly understand the market if Edinburgh is to maintain its enviable position on the world stage.

During the year ECB, together with partners City of Edinburgh Council and Scottish Enterprise, commissioned PMP, in association with IPW, to prepare a conference infrastructure audit report. ECB led on the management of the audit process and the report, which was completed in February 2010, highlighted the need for continued investment in Edinburgh's conference infrastructure if the city is to maintain its competitive position. In particular it identified the delivery of the Edinburgh International Conference Centre's (EICC) Additional Function Space (AFS) project as a priority. It also highlighted a number of longer term development opportunities with the potential to attract additional business tourism to Edinburgh including the potential for a multi-use venue capable of hosting conferences for 3,000 plus delegates.

The City of Edinburgh Council has since provided full planning consent for the much needed enlargement of the EICC and we look forward to the new space opening in early 2013. We also

hope that the audit report will assist the Council in the framing of future infrastructure considerations including the possible development of a multi-use venue for the city.

Other research projects ECB was actively involved with during the year included an Edinburgh Visitor Survey, commissioned together with various public sector partners to identify the profile and visitor experience of leisure and business tourists. We welcomed the opportunity to tailor this piece of work to obtain more detailed information on individual delegates.

ECB will be able to take advantage of research findings from a report commissioned by VisitBritain which revealed that when compared with other UK and European competitors, Edinburgh is the most favorably priced destination in which to hold an association conference. This supports existing evidence demonstrating Edinburgh as a value-for-money destination.

- For the tenth consecutive year, Edinburgh was voted the UK's favourite city in the Guardian, Observer and guardian.co.uk Travel Awards
- 28% of our Edinburgh Ambassadors are based at The University of Edinburgh
- Over 70% of our association conferences were in the fields of medicine, science, technology, IT and finance



50% of the conferences confirmed during this year are each worth in excess of £0.5 million, a clear indication of the importance of Edinburgh Convention Bureau Ltd's focus and concentration on attracting large, high yield association conferences which reflect Edinburgh's standing as a global centre of excellence in the fields of science and medicine.

As a result of our creative and award winning Edinburgh Ambassador Programme, ECB secured over 60 Ambassador driven conferences for the city during 2009-10. As a direct result of this Programme and through the influence of our Ambassadors we look forward to hosting events such as the International Congress on Hormonal Steroids and Hormones & Cancer, the International Zebrafish Conference, the International Society of Aerosols in Medicine and the International Conference on Neutron Scattering between years 2010 and 2015.

Our Conference Accommodation Booking Service continues to be successful, this year securing £1.4m worth of business for our accommodation members, a significant rise on last year's figure. This online system allows delegates to manage their own accommodation through their conference website and continues to be extremely popular with our clients, delegates and members alike.

We continue to run very successful 'Destination Edinburgh' events and this year, as part of our corporate resilience plan,

we held a 'Destination Edinburgh' workshop for key conference and incentive organisers in London. One key win as a result of this workshop was the London Bullion Market Association which had planned to take its annual precious metals conference to South America but decided instead to reduce flight costs and environmental impact by keeping the event in the UK. The three day event, involving 300 of the world's leading bullion dealers, took place in November 2009 at Edinburgh's Balmoral Hotel.

The [www.meetingedinburgh.com](http://www.meetingedinburgh.com) system, one of the first of its kind in the UK, is designed to manage the servicing of local meeting space to business clients considering or planning small to medium size events in the city. It allows conference organisers the opportunity to easily identify suitable venues and conference services. With full scale search optimisation work carried out this year we have seen an increase in the visibility of the site content through various search engines such as Google, Yahoo and Bing which has resulted in increased direct bookings for ECB members.



- In 2009-10 the city hosted 257 meetings attended by 58,277 delegates which were directly won or influenced by the ECB
- The economic impact for the city was £74.2 m, ahead of the £73.9 m target
- Our March 2010 'Destination Edinburgh' event secured enquiries worth over £200,000 in economic benefit for our members
- The Conference Accommodation Booking Service handled the accommodation needs of 42 meetings with attendee numbers ranging in size from 30 to 1,200 delegates, and participants travelling from as far afield as Afghanistan and Azerbaijan

## Income generation and sales



# Communications and networking



Effective communication is central to the way ECB does business. We rely on clear and consistent messaging to promote the city of Edinburgh and we have in place a wide range of communication methods to ensure our voice is heard across a range of target audiences.

For our clients the main source of information continues to be our annual brochure, Blueprint, with the online version [www.meetingedinburgh.com](http://www.meetingedinburgh.com) providing an effective tool for those looking to hold smaller events.

We regularly update and clean our contact database, all of whom receive our quarterly e-newsletter 'Corporate Matters' which provides information on developments in the city, special offers and features designed to convey the diversity, richness and quality of Edinburgh as a conference destination.

For members we distribute a quarterly electronic newsletter, 'Conference Matters', which highlights trends and developments in business tourism and includes invitations to industry events. Our regular networking events for members continue to be very popular as they provide an excellent opportunity for members to exchange views and share information. These events are designed to be interactive and we actively encourage engagement.

Each year we hold regular Ambassador events which are designed to raise awareness of our members' venues and services as well as providing our Ambassadors with enjoyable and valuable networking opportunities. In addition our Ambassadors receive a biannual newsletter. In November 2009 we launched a new look to the newsletter. The newsletter's refreshing new design and logo brings the Edinburgh Ambassador Programme in line with ECB's corporate branding and has allowed us to develop increased space for updates on city and conference news as well as the introduction of new features.

Edinburgh continues to use the Edinburgh Inspiring Capital brand and we are proud to promote this through all of our marketing activity through the use of the logo and colour palette. We also benefit from their stunning library of photographic images which profile the diverse range of cultural, social and historical aspects of this dynamic World Heritage city.

- Our corporate database is made up of 4,000 targeted permission based contacts including: conference organisers, associations, corporates, agents and government organisations
- 'New Developments' was the most popular feature (2009) in our e-newsletter to corporate clients
- 12% of our newsletter readers register online through our [www.meetingedinburgh.com](http://www.meetingedinburgh.com) website
- We developed an active social media presence on Twitter – with followers increasing 10% month on month



The Edinburgh Convention Bureau continues to exploit the power of information and communication technologies to provide a competitive edge. We continue to develop our online resources, offering more extensive, targeted and relevant access to members, clients and individual delegates.

We have in place a tailored CRM system which delivers an effective and integrated application linking our research, sales, marketing, membership, communications, bookings and evaluation. This has been an extremely useful resource but this year, in response to membership demand, we have extended this system to include a members' exclusive portal which allows 'real time' access to conferences referred by ECB. This access allows members to readily assess the number of leads and confirmations attributable to their ECB membership. ECB members are also able to access and update key information relating to their [www.meetingedinburgh.com](http://www.meetingedinburgh.com) website entry and other contact details. We have worked in partnership with Scottish Enterprise to fund this development.

Having successfully piloted our online business extenders website 'Experience Edinburgh, Discover Scotland' we have continued to develop and promote this resource which offers business tourists the opportunity to plan their free time in Edinburgh or extend their stay in Scotland. The development

of this facility has enabled us not only to attract a significant number of new suppliers to the site but it has also increased the attractiveness of the Edinburgh proposition to conference delegates.

Continuous review of our service delivery standards and processes allowed us to achieve renewal of the BestCities Global Alliance Quality Management System certification. BestCities is a strategic alliance of leading convention bureaux committed to excellence and this independent audit offers us the assurance that we are delivering a quality service across a set of key standards and provides evidence that we deliver an excellent service to our various customers and stakeholders.

The quality of our service delivery is important to us and in recognition of this we have embarked on the process of an ISO 9001 accreditation, the internationally recognised standard for an organisation's international quality management system. We aim to achieve this by late summer 2010.



- The interactive Request for Proposal (RFP) website [www.meetingedinburgh.com](http://www.meetingedinburgh.com) recorded 1,395 RFP's during 2009-10
- A 15% increase in [www.meetingedinburgh.com](http://www.meetingedinburgh.com) enquiries was recorded in 2009-10
- The eight members of BestCities Global Alliance: Cape Town, Copenhagen, Dubai, Edinburgh, Melbourne, San Juan, Singapore and Vancouver are spread over five continents
- Edinburgh signed up to the 10:10 Climate Change Campaign, pledging to reduce its carbon emissions by 10% across all sectors by end of 2010

## Business processes and systems



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# Financial accounts



## Income and Expenditure Account

For the year ended 31 March 2010

	2010	2009
Operating income	754,356	753,631
Operating expenses	(720,015)	(763,473)
<b>Operating surplus/(deficit)</b>	<b>34,341</b>	<b>(9,842)</b>
Interest receivable and similar income	382	17,804
<b>Surplus on ordinary activities before taxation</b>	<b>34,723</b>	<b>7,962</b>
Taxation	(107)	(2,689)
<b>Surplus for the financial year</b>	<b>34,616</b>	<b>5,273</b>
Actuarial (loss) on pension scheme	(145,000)	(67,000)
<b>Total recognised (losses) in the year</b>	<b>£(110,384)</b>	<b>£(61,727)</b>

## Balance Sheet

As at 31 March 2010

	2010	2009
<b>Tangible fixed assets</b>	<b>40,736</b>	<b>36,099</b>
<b>Current assets</b>		
Debtors	61,467	71,748
Cash at bank and in hand	381,136	377,007
	442,603	448,755
<b>Creditors: Amounts falling due within one year</b>	<b>(126,314)</b>	<b>(144,546)</b>
<b>Net current assets</b>	<b>316,289</b>	<b>304,209</b>
<b>Creditors: Amount falling due after more than one year</b>	<b>(3,198)</b>	<b>(2,097)</b>
<b>Pension (liability)/asset</b>	<b>(115,000)</b>	<b>11,000</b>
<b>Net assets</b>	<b>£238,827</b>	<b>£349,211</b>
<b>Reserves – income and expenditure account</b>	<b>£238,827</b>	<b>£349,211</b>

The summarised accounts are extracted from the full audited accounts which were approved by the Directors on 11 August 2010. The report of the independent auditors on the accounts was unqualified. The summarised accounts may not contain sufficient information to allow for a fuller understanding of the financial affairs of the company. A copy of the full annual accounts can be obtained from:

**Sue Stuart**, Company Secretary  
Edinburgh Convention Bureau Limited, 29 Drumsheugh Gardens, Edinburgh EH3 7RN

## Independent Auditors' Statement to the Members of Edinburgh Convention Bureau Limited

We have examined the summarised accounts which comprise the income and expenditure account and the balance sheet.

### Respective Responsibilities of Directors and Auditors

The directors are responsible for preparing the summarised accounts in accordance with United Kingdom law.

Our responsibility is to report to you our opinion on the consistency of the summarised accounts with the full annual financial statements and its compliance with the relevant requirements of section 427 of the Companies Act 2006 and the regulations made thereunder.

We also read the other information contained in the Annual Report and consider the implications for our report if we become aware of any apparent misstatements or material inconsistencies with the summarised accounts.

### Basis of Opinion

We conducted our work in accordance with Bulletin 2008/3 "The Auditors' Statement on the Summary Financial Statement" issued by the Auditing Practices Board. Our report on the company's full annual financial statements describes the basis of our audit opinion on those financial statements.

### Opinion

In our opinion the summarised accounts are consistent with the directors' report and the audited financial statements of Edinburgh Convention Bureau Limited for the year ended 31 March 2010 and complies with the applicable requirements of section 427 of the Companies Act 2006, and the regulations made thereunder.

### Michael Crerar (Senior Statutory Auditor)

11 August 2010

For and on behalf of Geoghegans, Statutory Auditor  
6 St Colme Street, Edinburgh EH3 6AD

## Auditors' statement



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# ECB Members

## 09-10



### Conference Centres/ Academic Venues

City Chambers Business Centre  
Edinburgh Corn Exchange  
Edinburgh Conference Centre –  
Heriot-Watt University  
Edinburgh First  
Edinburgh International Conference  
Centre  
Edinburgh Science Triangle  
Murrayfield Experience  
Edinburgh Napier University  
Royal Highland Centre

### Venues with a difference

Assembly Rooms  
Cabaret Voltaire  
The Caves  
Dovecot Studios  
Dynamic Earth  
Edinburgh Castle  
Edinburgh First  
Edinburgh International Climbing  
Arena – Ratho  
Greywalls  
Hard Rock Café  
Hopetoun House  
The Hub, Edinburgh's Festival  
Centre  
Lennoxlove House  
Mansfield Traquair  
The Merchants' Hall  
Musselburgh Racecourse  
National Galleries of Scotland  
National Museums Scotland  
Palace of Holyroodhouse  
Royal Botanic Garden Edinburgh  
Royal College of Physicians of  
Edinburgh  
The Royal Yacht Britannia  
The Scotch Malt Whisky Society -  
28 Queen Street/Vaults  
The Scotch Whisky Experience  
The Signet Library  
Surgeons' Hall Complex  
Usher Hall  
Winton House

### Venues with accommodation

Apex City Hotel  
Apex International Hotel  
Apex European Hotel  
Apex Waterloo Place Hotel  
The Balmoral  
Barceló Edinburgh Carlton Hotel  
The Bonham  
Caledonian Hilton Hotel  
Dalhousie Castle  
Ducks at Kilspondie House  
Edinburgh Capital Hotel  
The George Hotel  
The Glasshouse  
Hilton Edinburgh Grosvenor  
Hotel du Vin  
Hotel Missoni  
The King James Thistle  
Mercure Edinburgh Point Hotel  
Norton House Hotel  
Novotel Edinburgh Centre  
Novotel Edinburgh Park  
Prestonfield  
Radisson Blu Hotel  
The Rutland Hotel  
The Roxburghe Hotel  
The Royal Scots Club  
The Royal Terrace Hotel  
Sheraton Grand Hotel & Spa,  
Edinburgh

### Associate members

Chester Residence  
Destination Edinburgh Apartments  
Edinburgh City Hotel  
Fountain Court Apartments EQ2  
Fountain Court Apartments - Grove  
Fountain Court Apartments - Grove  
Executive  
Fountain Court Apartments – Harris  
Fraser Suites  
Herald House Hotel  
Hot-el Apartments  
Hudson Hotel  
Ibis Edinburgh  
Jurys Inn Edinburgh

Macdonald Holyrood Hotel  
Murrayfield Hotel  
Premier Inn (Haymarket)  
Premier Inn (Lauriston)  
Ramada Mount Royal Hotel  
St Giles Apartments  
Ten Hill Place Hotel

### Conference Services

All Points North  
Blue Lizard Media  
Charlton Chauffeur Drive  
Colours  
Colpitts  
Congrex UK Ltd  
Corps Security  
Creative Travel Connections  
Edinburgh Executive Travel  
Edinburgh Tour Guides  
The Entertainment Company  
The Famous Scottish Show  
Fitzcharles Coaches Ltd  
Heritage Portfolio  
Highland Experience Tours  
Hiscox  
IML Ltd  
In Conference  
Intelligent Events  
Integrated Language Services  
Jewels of Scotland  
Kuoni Destination Management Ltd  
Kyles on Scotland Ltd  
Little's Chauffeur Drive  
Mavis Hall Park Ltd  
Maximillion  
MCI Glasgow  
Meeting Makers Ltd  
Music Scotland International  
Northern Networking Events Ltd  
Ocean Wheels  
Osprey Chauffeur Drive  
Prestige Corporate  
Prestige Scotland  
Rabbie's Trail Burners  
Reel Time Events  
The Royal Scotsman  
Saville Audio Visual

Scottish Highland Entertainments  
Scottish Tourist Guides Association  
Simon Williams Photography  
Sound + Vision  
Spectra in Scotland  
Taste of Scotland  
TFI Meeting Point Conferences  
(Europe) Limited  
Travel Scot World  
True North Events  
Wilderness Scotland

### Restaurants

Black Bos  
Café Andaluz  
The Dome  
Le Sept  
The Tower Restaurant & Terrace  
The Witchery by the Castle

### Whisky tasting

Scotch Malt Whisky Society  
Scotch Whisky Connoisseur  
The Scotch Whisky Experience

The following members joined  
the ECB during the year:

Apartments Edinburgh  
Cityjet  
Cringletie House Hotel  
Edinburgh Zoo  
Freemasons Hall  
Ghillie Dhu  
Holiday Inn Express - City  
Centre  
Kenes UK  
Marvelous Production Company  
Minto Hotel  
Starkevents

## International

- the global value of business tourism is estimated to be in excess of £40 billion
- business tourism is the fastest growing sector in world tourism and represents 28% of inbound tourism into the UK
- the UK is the 5th most popular destination for international association meetings, after the USA, Germany, Spain and Italy
- in 2009, for the fifth year in a row, Vienna was the most popular city in International Congress and Convention Association (ICCA) rankings of destinations hosting international association meetings, followed by Barcelona, Paris and Berlin. The only new city in the top 20 was Madrid, at 13th place
- emerging business tourism destinations include Brazil, China and India

## National

- business visits and events are worth over £22 billion to Britain's economy in terms of its wider economic impact through associated delegate expenditure on travel, entertainment, shopping and pre/post conference activities
- Scotland hosts 29% of all international association conferences held in the UK
- business tourism is worth £827m annually to Scotland and accounts for 20% of total tourism spend
- spend per night by business visitors is 80% higher than that of leisure visitors
- key markets for Scotland are the UK, USA, Germany, France and Spain

## Edinburgh

- Edinburgh is currently 36th in the (2009) ICCA league table of world conference cities, second only to London in terms of UK cities hosting international association meetings
- Edinburgh voted 'Favourite UK City' for the tenth year running in the Guardian, Observer and guardian.co.uk Travel Awards
- Edinburgh was ranked first in a 'value for money' survey of ten world class conference destinations commissioned by VisitBritain (2009)
- the economic benefit of confirmed conferences, won or influenced by the ECB for the city during 2009-10 was £74.2m
- the value of bookings secured by our Conference and Accommodation Booking Service (CABS) in 2009-10 was £1.4m
- of the conferences and events secured by the ECB and taking place in the city during 2009-10, 87% were association meetings
- the medical, scientific, technology and increasingly government sectors account for the highest share of international association meetings – Edinburgh has a strong brand heritage in these areas
- 69% of conference delegates would not have come on a leisure break to Edinburgh had their conference not been held here, and 32% say that they will definitely visit Edinburgh on a leisure break in the next 2-3 years and 62% say they will probably visit
- within the UK Edinburgh faces growing competition from other city destinations – in particular London, Birmingham, Manchester, Liverpool and Leeds – which are investing substantially in the development of business tourism

## Fast facts



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# Meet the team



## Back Row (left to right)

<b>David McMurray</b>	Commercial Director (left September 2009)
<b>Grant Martin</b>	IT Systems Manager
<b>Gail Thorburn</b>	Office Manager
<b>Shona Black</b>	Events & Membership Executive

## Middle row (left to right)

<b>Julie Kershaw</b>	Conference Accommodation Executive
<b>Emily Young</b>	Sales & Marketing Executive
<b>Eileen Smith</b>	Conference Accommodation Executive
<b>Julie Barnsley</b>	Head of Conference Accommodation
<b>Elaine Miller</b>	Ambassador Programme Manager

## Front row (left to right)

<b>Hillary Bett</b>	Head of Convention & Membership Sales
<b>Sue Stuart</b>	Chief Executive

## Not pictured

<b>Suzanne Chaplin</b>	Membership Sales Executive (returned from maternity leave Oct 2009)
<b>Lynn Downie</b>	Conference Accommodation Executive (joined July 2009)
<b>Lesley Williams</b>	Head of Association Sales (joined March 2010)