

Workshop 4A – Creating a Destination Focus

6 November 2020

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– Creating a Destination Focus

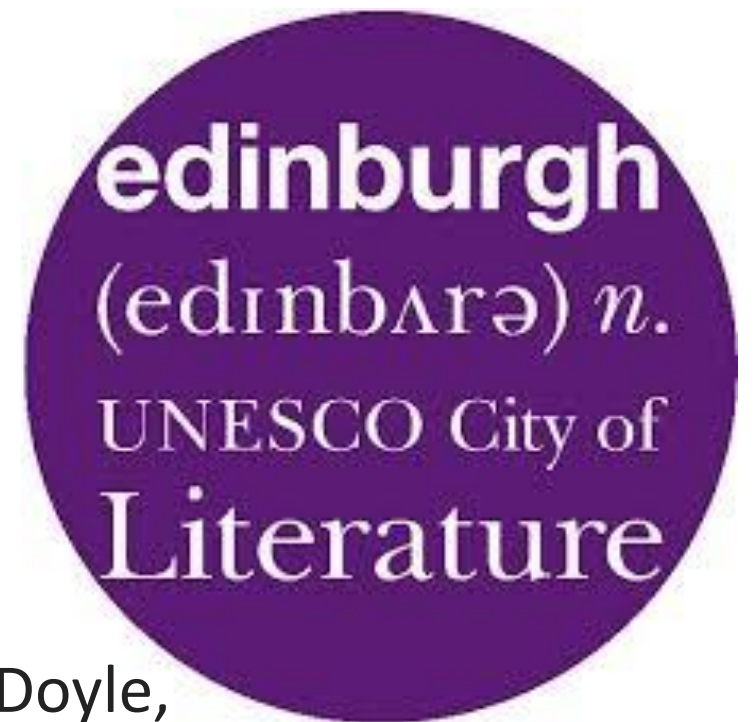
- Welcome
- Spot-Lit programme overview & update
- Creating a destination focus & why this matters for your literary tourism product
- Wrap up & assignment for next workshop

Creating a Destination Focus – Developing Literary Places

- Why does this matter?
- What to consider?
- What can your product do to enhance your destination and help attract visitors?
- How does your offering fit with the other tourism products in your destination?
- Can you collaborate with other tourism operators in your area?



- First UNESCO City of Literature
- The **Cities of Literature** are a global network of 39 **cities** who specialise in **Literature**.
The **UNESCO** designation '**City of Literature**' recognises excellence and places an obligation on **cities** to nurture and support their artform and collaborate internationally.
- Birthplace and/or home to writers including Arthur Conan Doyle, Walter Scott, JK Rowling and its Poet Laureate, the Edinburgh Makar.
- Home to Edinburgh Book Festival, the world's largest literary festival
- The city is home to many unique institutions fostering literacy, including National Library of Scotland, Scottish Poetry Library, Scottish Storytelling Centre, Scottish Book Trust, Writers' Museum & Makars' Court
- Rich and vibrant bookshop culture, with readings, workshops, literary cabaret and more



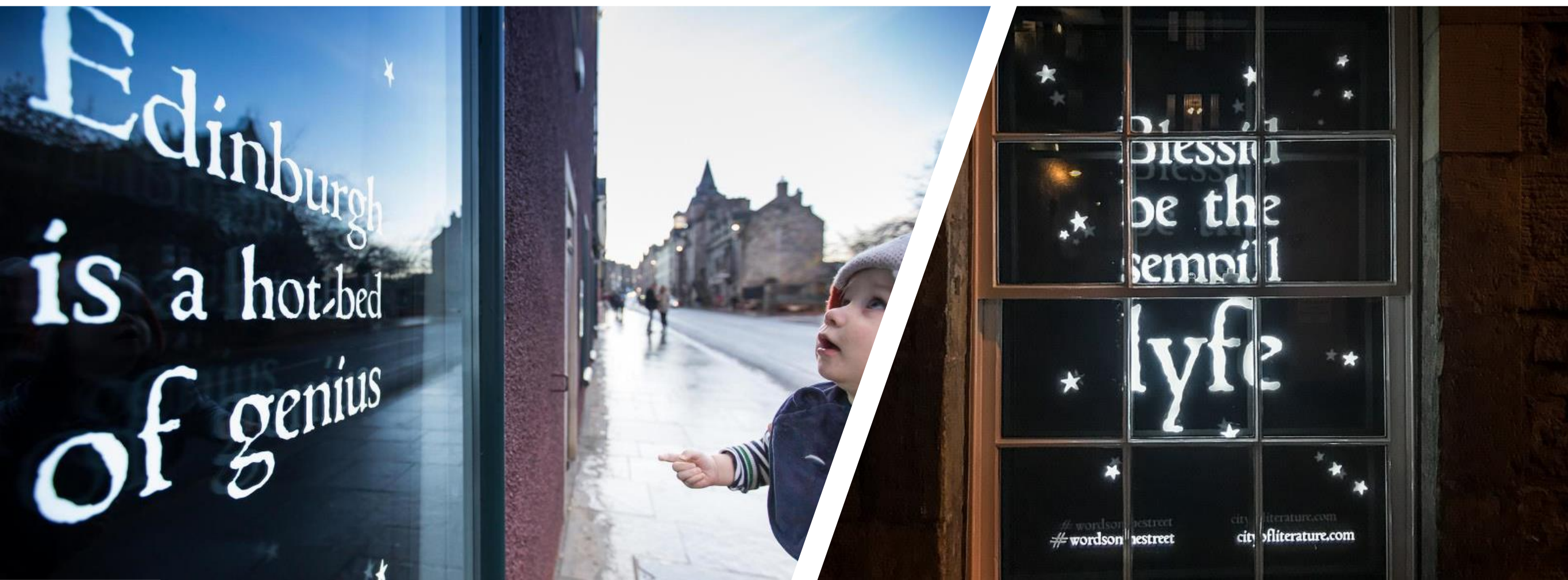
Canongate Stars & Stories

The Challenges

- How to use literary tourism to draw visitors to Edinburgh?
- How to present literary heritage to Edinburgh's existing tourists?
- How to create additional out of hours activities for visitors?

The Opportunity

- Bring broad stakeholder group on board to deliver the initiative
- Draw literary tourists out of season, use immersive experiences to direct tourists through the city
- Use technology, media and innovative techniques to engage with target audience and accidental literary tourists



ETAG

Edinburgh
Tourism
Action
Group

Business Opportunities

Edinburgh UNESCO City of Literature





LITERARY GEM No.4

You and your visitors can get a free Robert Burns App for your iPhone, with more than 550 poems and love songs, complete with a useful glossary of terms to help interpret the Scots words. Go to:
<http://bit.ly/yWh6GZ>



IDEAS TO TRY

- Put the free City of Literature film on your website to attract literary visitors to your city.
- Poems on Pillows: place a poem on the pillows in guestrooms to link with a festival or event. The Scottish Poetry Library has an online search for a poem facility on their web site. www.scottishpoetrylibrary.co.uk

3. What is Literary Tourism and how can you benefit?

Literary Tourism?

Literary tourists are specifically interested in how places have influenced writing and at the same time how writing has imagined or created a setting. Literary tourists really only need a novel and an inquisitive mind. However, the wide choice of literary guides, maps and tours available can help these visitors discover even more of Edinburgh's living literary heritage.

There are two types of literary tourists. The first is the **literary pilgrim** who makes a special trip to view

Are you making the most of your literary city?

While your café may not have witnessed the creation of a world-famous wizard and your pub isn't a fictional detective's favourite haunt, you can still find ways to grow your business from Edinburgh's literary heritage.

Get in touch with **City of Literature** for lots of ideas. One of their main aims is to develop and coordinate literary tourism to promote Edinburgh as a global city of literature.



THE PRIME OF MISS JEAN BRODIE- MURIEL SPARK

Revisit the classic setting of the wonderful book which has become beloved by many, the Grassmarket plays to an iconic moment when Miss Brodie leads her girls into the Grassmarket and observes the dramatic stature of the castle.

TRAINSPOTTING -IRVINE WELSH

Trainspotting made waves across the literary world when it was published in 1993 though set all across Edinburgh and even further afield, Leith Walk is the most iconic location of Irvine Welshes story as well as walking tour you can take in Leith which reveals Irvin Welshes true inspiration throug where he lived and where he spent his time.

KNOTS AND CROSSES – IAN RANKIN

You can visit Marchmont. This is not only the home of John Rebus but home to author Ian Rankin himself, where he lived during his final year at Edinburgh's University.

ONE DAY – DAVID NICHOLLS

Follow Dexter and Emma's footsteps: climb Arthurs Seat early in the morning and view Edinburgh from above and from afar. Locations also to see include Stockbridge and the University's Old College. Take a wonder down Rankellor Street, where Emma home was during her university years, and enjoy the gorgeous coffee shops and boutiques of Newington.

[One day](#)[Two day](#)[Weekend Breaks](#)[T2 Trainspotting](#)

T2 Trainspotting

Edinburgh's most picturesque and colourful streets - and scene of a night-time get-away in T2.

THE GRASSMARKET



The Grassmarket nestles in the heart of the lower levels of Edinburgh's Old Town. One of the most vibrant areas of the city, it's a paradise of vintage shops, Scottish designers and artisans. The Grassmarket is bursting with some of the best independent shopping Edinburgh has to offer, in an area with a dramatic and unparalleled view of the castle.

Renton runs through the Grassmarket in T2 and the the four star [Apex Hotel Grassmarket](#), would provide perfect accommodation for your stay with winter prices starting from £60 per night.

[Explore more of Edinburgh's Grassmarket >](#)

A PINT IN THE PORT SUNSHINE



[Image credit: [Arran Bee](#)]

Of all the city's areas, Leith has undergone the biggest transformation since the dark drug-fuelled nineties portrayal in the original Trainspotting. The colourful buildings lining The Shore's cobbled streets

Edinburgh provided the same roof sequence to the Trainspotting cast. Following an open call for public casting for people to come along in their best eighties gear, many a young local were eagerly hoping they made the final cut!

Day Two

RENTON RUNNING



Blow away the cobwebs by joining [EMF Running Tours](#), one of Edinburgh's running clubs now offering a new T2 themed jog round the city, runners will get to experience some of the film locations up close. Start on Princes Street, recreating Renton's famous dash from T1 before heading up past Calton Hill, down by the Scottish Parliament and through Holyrood Park before tackling the historic Arthur's Seat.

Fancy a bit of post-run relaxation? [The Macdonald Holyrood Hotel](#) is right at the heart of Holyrood Park with spectacular views of Arthur's Seat and a spa, all just a few minutes' walk from the city centre with prices starting from £130 per night, including breakfast.

[Read about top running routes in Edinburgh >](#)

RETAIL AND REHAB



The *original*
Literary Pub Tour
~ since 1996 ~



The Edinburgh Literary Pub Tour

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TOUR TICKETS

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HERE**

Photos and Video



Accommodation

Looking for a fabulous place to stay in Edinburgh? We know just the place.

Walter Scott Suite



Welcome to the Evening Tour



Have you met Clart & McBrain?

Performed in and out of Edinburgh's famous - and infamous - taverns and 'howfs', the tour takes the form of an impassioned debate between two fictional characters, Clart - the literary bohemian - and McBrain - the clean-hankied intellectual. In a lively duel of wits, they question the importance which the unique pub atmosphere offered creative and intellectual thought, while battling between perspectives and stories from "Auld Reekie".

Bohemian or Academic?

According to the two main protagonists of The Edinburgh Literary Pub Tour, the pubs of the Old Town, reeking of good beer and lively banter, were once the favourites of Scotland's most famous writers. So if you thought that the great Robert Burns, Sir Walter Scott and the like spent their evenings in the posh drawing rooms of Edinburgh high society, think again! These towering literary figures seem to be happier mixing with the common people (and the prostitutes) who filled the dark closes and pubs of the Old town.

DATES & TIMES

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15-31 Aug 2020

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BSL and Captioned Events

Events List

Watch Again

FAQs 2020

Outriders Africa

How to Book

Find Events

August 2020

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03	04	05	06	07	08	09
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

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Programme Themes

Our programme themes lead audiences on a journey of discovery through fact, fiction, poetry, personal stories and world affairs.



Africa: A Balance of
Stories »



America: Truth, Lies,
Power and Division »



Drawing Stories »



Ground-breaking
Voices in Literature »



Hear Her Roar:
Fighting for
Feminism »



Ideas for Our Times:
The Scottish Mortgage
Investment Trust
Event Series »



Made in Scotland »



Making Climate
Change Personal »



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SISF 2020 – Charting new waters with CalMac Ferries



18 June 2020

In the Flow – SISF 2020 will explore Scotland's coasts and waters through music and storytelling



16 September 2020

SISF Reveals 2020 Programme with Tickets Now Live to Book



We are delighted to announce a new partnership with **Caledonian MacBrayne Hebridean and Clyde Ferries**. The three-year support of the festival starts with the **Year of Scotland's Coasts and Waters** and continues until the 2022 festival, which will take place in the Year of Scotland's Stories. Aligned with this year's festival theme, In the Flow, the partnership will see both funded and in-kind support across an eclectic mix of online events and small-scale face-to-face events, celebrating Scotland as 'a nation shaped by water'.



Caledonian MacBrayne
Hebridean & Clyde Ferries

Resources & Links

- <https://cityofliterature.com/unesco-cities-of-literature-during-lockdown/>
- Edinburgh Tourism Action Group - Business Opportunities Edinburgh UNESCO City of Literature - <https://www.etag.org.uk/wp-content/uploads/2014/04/FINAL-ETAG-City-of-Literature-Guide.pdf>
- Edinburgh City Literary Guide - <https://edinburgh.org/discover/edinburgh-city-guides/literature/>
- Edinburgh International Book Festival - <https://www.edbookfest.co.uk/the-festival/whats-on/themes>
- Scottish International Storytelling Festival - <https://www.sisf.org.uk>

Over to you!

How can you create a destination focus for your literary tourists?



EXERCISE 3

Attracting the Literary Tourist

In order to attract the literary tourist to your business, ask yourself the following questions.

The answers to these questions will give you an indication of the areas where you can further develop your business to attract specific market segments.

	Yes	No
Does your business collect information about its core customers?	<input type="checkbox"/>	<input type="checkbox"/>
Do you build your products / services based on what you know about your customers?	<input type="checkbox"/>	<input type="checkbox"/>
Do you consider tourists a core market segment?	<input type="checkbox"/>	<input type="checkbox"/>
Does your business distinguish between cultural tourists and literary tourists	<input type="checkbox"/>	<input type="checkbox"/>
Do you develop products and services specifically for tourists?	<input type="checkbox"/>	<input type="checkbox"/>
If yes – Do you actively market your destination to the literary tourist?	<input type="checkbox"/>	<input type="checkbox"/>
Are you aware of trends in literary tourism as they pertain to your local region and nationally?	<input type="checkbox"/>	<input type="checkbox"/>
Do you align your products and services in line with these trends?	<input type="checkbox"/>	<input type="checkbox"/>
Do you work with other cultural tourism / literary tourism businesses in your area?	<input type="checkbox"/>	<input type="checkbox"/>
Do you schedule your literary tourism offer to attract customers when they are in-destination?	<input type="checkbox"/>	<input type="checkbox"/>
Do you plan your market awareness sufficiently far in advance to attract your customers to your destination?	<input type="checkbox"/>	<input type="checkbox"/>



THANK YOU