**CASE STUDY: City Destination – Edinburgh**

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| **Key facts and figures – a BRIEF introduction to Edinburgh as a tourist destination (e.g. visitor numbers)** |
| **Key Attractions (give a brief description, what type of visitor do they attract? Add a natural attraction!)*** Visit Edinburgh Castle(built)
* Visit Mary Kings Close (built)
* Visit Edinburgh Dungeons (purpose-built)
* Do a ghost tour and visit a whisky distillery (purpose-built)
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| **Range of Accommodation (be specific, make sure you cover a range of types and budgets – 5 in total)** |
| **Facilities (transport, event/conference centres)** |
| **Leisure Activities (add 2 more)*** Shopping on Princes Street
 | **Events (when, where and who would want to go?)*** Hogmanay & New Year
* Edinburgh International Festival
* The Edinburgh Fringe Festival
* The Edinburgh Military Tattoo
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| **Location Map** | **Things to do in the wider area (briefly describe each)*** Visit Loch Lomond
* Visit St Andrews
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Finally, based on the information you have found out, **why does Edinburgh appeal to tourists? And what range of visitor types does it attract?**