**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) | |
| **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 |
| **Location Map** | **Things to do in the wider area (briefly describe each)**   * Visit Loch Lomond * Visit St Andrews |

Finally, based on the information you have found out, **why does Edinburgh appeal to tourists? And what range of visitor types does it attract?**