

ETAG

Edinburgh
Tourism
Action
Group

Business Opportunities

Edinburgh UNESCO City of Literature



Another exciting chapter
in Edinburgh's life
as a literary capital

edinburgh
(edinbarə) n.
UNESCO City of
Literature



“It’s impossible to live in Edinburgh without sensing its literary heritage everywhere”

JK ROWLING

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Visitors can sit in the very cafés where Harry Potter was written (Nicolson’s Café, now the Spoon Café Bistro, and The Elephant House) or see JK Rowling’s handprints at the City Chambers

Introduction from Robin Worsnop, Chair, Edinburgh Tourism Action Group (ETAG)

Very few cities can boast a UNESCO designation. Edinburgh has two, recognising its world-class architectural heritage, and its reputation as a city built on books. We know that Edinburgh’s biggest tourism asset is the city itself, and there are no better guides than the authors who have been inspired by its streets and buildings. This literary heritage is exemplified through the city’s wealth of publishers and print houses and the history of writers who originated here or have been drawn to the city; Robert Burns, James Hogg, JM Barrie, as well as more modern writers such as Ian Rankin and JK Rowling.

For many visitors, their first impressions of the city will have been formed by reading about Inspector Rebus or 44 Scotland Street, each showing a very different vision of Edinburgh. Their creators’ inspirational writing reveals a city of many different layers and can be used to encourage visitors to get off the well-worn tourist routes to explore the many nooks and crannies of the city.

This guide offers you ideas and tips on how to introduce new literary-based tourism opportunities. The guide will help you discover how to gain competitive advantage by using Edinburgh’s City of Literature status, and how you can work with City of Literature to grow your business and enhance the quality of your visitor experience.

Introduction from Ali Bowden, Director, City of Literature Trust

Getting to know the City of Literature can be a pretty daunting task. There are just so many books, storytellers, poets, authors, statues, libraries, museums, tours, bookshops and festivals (the world’s largest and tiny wee ones) throughout the year and events every week to suit all tastes, ages and pockets.

How do you make all this relate to your business, tell visitors about it and get some more customers through the door?

It’s all ok, just give us a bell.

We’re a charity, a tiny outfit of two (two even) plus a team of gallus helping hands. We’re enthusiasts and story-lovers, fuelled by passion, hot chocolate, the odd dram and a bit of money. We’re fleet of foot, birlin’ with ideas (our own and a host of partners) and always ready to listen. We live and breathe our literary city and have access to all sorts of folk and things that can make your life easier.

But above all, we’re doers. We’ve pulled off some great projects and our dreams bubble with all the possibilities Edinburgh presents. We’ve been called ‘sonsie ninjas’ but can’t remember what time of night that was or by whom. But we’ll wear that, for it’s one of the best jobs in the world celebrating the life, stories and history of one of the greatest cities in the world.



LITERARY GEMS

We’ve unearthed some intriguing curiosities, fascinating stories and unusual facts about Edinburgh’s literary heritage which will be of interest to your visitors. You’ll find these Literary Gems throughout the guide.

1. Introduction

The thriving cultural hub that is Edinburgh has always captured the imagination of residents and visitors alike. Buildings abound with stories of links to famous novels or of the vibrant literary scene.

This guide is for all tourism businesses located in and around Edinburgh to help you think about how you can create new business opportunities, make a real impact and grow your business around Edinburgh's literary connections.

Edinburgh is the world's top literary city. Some of the world's most famous and well-loved authors have either lived or been inspired here. The evidence is all around you. From railway station and football team names taken from novels to the world's largest monument to an author, Edinburgh's literary heritage courses like a life force through every street and close.

Scotland's Capital has acted as a muse to poets, storytellers and authors for centuries, from Robert Burns to Ian Rankin. It has provided the inspiring and creative environment to help bring characters like Sherlock Holmes, Dr Jekyll and Mr Hyde, Inspector Rebus and Harry Potter into the world.

Edinburgh was the birthplace of Scottish printing in 1508, is a centre of publishing, hosts the world's biggest book festival and in 2004 was designated the world's first UNESCO City of Literature.

The city is also home to The Writers' Museum, The National Library of Scotland, the Scottish Poetry Library, a Storytelling Centre and the Scottish Book Trust, a national agency supporting readers and writers. Tributes, statues and plaques commemorate literary heroes throughout the city.

However, Edinburgh is very much a living literary city. Visitors can feel the magic over coffee or lunch where Harry Potter came to life or savour a pint where Scotland's greatest poets used to meet. There are plenty of guided tours on offer, from Rebus and Trainspotting tours to the award-winning Literary Pub Tour, where the drinks and words really do flow.

IDEAS TO TRY

- Think of how you can work with City of Literature Trust to develop packages, create offers and joint marketing activities to grow your business.
- Find inspiration and ideas to help you attract visitors and improve their experience of literary Edinburgh at www.cityofliterature.com

“This city whispers: come, look at me, listen to the beating of my heart. I am the place you have seen in dreams, I am a stage for you to play upon. I am Edinburgh.”

ALEXANDER MCCALL SMITH



LITERARY GEM No.1

Edinburgh's Literature Quarter The 'Literature Quarter' is right in the heart of the Old Town and encompasses the Scottish Poetry Library, Scottish Storytelling Centre, Scottish Book Trust, Canongate Books, The Writers' Museum, Makars' Court and the National Library of Scotland.



Ian Rankin,
UK's best-selling
crime writer.



LITERARY GEM No.2

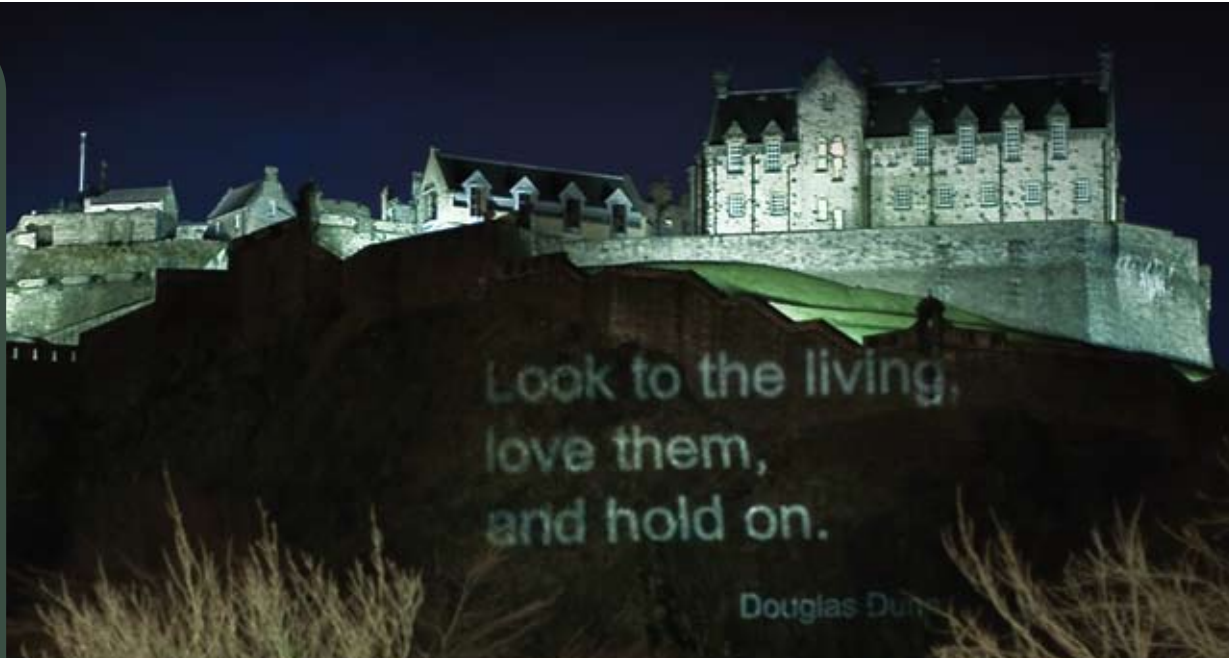
National Geographic places Edinburgh as the number one literature city in the world.

National Geographic Traveler published a list of the top 10 literary cities in the world to visit. Unsurprisingly given its literary heritage Edinburgh was awarded the number one place in the world to experience literature at its best.

<http://www.travel.nationalgeographic.com/travel/top-10/literary-cities/>

IDEAS TO TRY

- Tell your visitors about Edinburgh as a City of Literature and the literary things on your doorstep – you can make links to www.cityofliterature.com and other aspects listed in the working with the City of Literature resources section.
- Encourage more visitors to come by letting them take a free virtual tour of Edinburgh's amazing literary and built heritage - Stories in Stone: <http://www.visitscotland.com/guide/scotland-factfile/arts-culture/literature/edinburgh-stories/>



2. What is a UNESCO City of Literature?

Edinburgh – a Literary Capital of the World

Edinburgh was the world's first UNESCO City of Literature, awarded in 2004 in recognition of its literary heritage, vibrant contemporary scene and aspirations for its future. Edinburgh truly is a pioneer in the UNESCO Creative Cities network.

Cities like Melbourne, Iowa, Dublin and Reykjavik are now following our lead and have joined us to form a new global network of Cities of Literature. Many more are applying to join.

So what makes a literary city? Well, Edinburgh was chosen as the first UNESCO City of Literature because of our:

- Quality, quantity and diversity of publishing and editorial initiatives
- Quality and quantity of educational programmes
- Urban environment in which literature plays an integral part
- Experience hosting literary events and festivals, promoting foreign and domestic texts
- Libraries, bookstores and cultural centres
- Active effort to translate literary works from diverse languages
- Use of new media to promote and strengthen the literary market

The City of Literature Trust

Edinburgh's UNESCO City of Literature Trust seeks to build on the honour conferred in 2004 by UNESCO, designating the city its first City of Literature. The vision is that Edinburgh will be recognised worldwide as a place of literature.

The City of Literature Trust is an independent organisation that works through partnerships. It provides a focus and co-ordination for literary activity, and reaches out to a wide audience to deliver clear benefits for the city and for Scotland.

The City of Literature Trust works closely with partner organisations to:

- Promote book culture in Edinburgh
- Encourage involvement in Scotland's literature
- Develop literary partnerships around the world
- Ensure that access to Edinburgh's literature is available to all
- Maximise tourism opportunities to be gained from being a UNESCO City of Literature

Make Edinburgh's UNESCO City of Literature work for your tourism business

Many visitors to Edinburgh experience the city even before they arrive. They will have heard or know about some of Edinburgh's authors, actors and attractions through books, television and film adaptations. As soon as visitors arrive, Edinburgh's literary links are all around them, embedded in the city's tourism appeal. Whether you are a small or large tourism business, there is an opportunity for you to offer visitors an experience that draws on our literary heritage and activity.

Bring Edinburgh's stories to life for your guests!

Working with the City of Literature Trust

As an independent charity, The City of Literature Trust works to promote literary Edinburgh, champion Scotland's literature and develop international literary partnerships. They facilitate, animate and enable organisations to work together to promote literature and reading.

Specifically they develop and co-ordinate Edinburgh's **literary tourism** product, and in doing so, aim to promote Edinburgh as a global city of literature. To support and promote literary tourism, City of Literature hosts a regular programme of meetings and briefings to key tourism contacts in the city. These explore literary tourism opportunities and discuss how to support the development of collaborative promotions to increase visitor numbers.

Contacts: Ali Bowden, Director: ali@cityofliterature.com

Peggy Hughes, Communications Executive: peggy@cityofliterature.com - Tel: 0131 220 2970

How they can help your business

What is available to you? The City of Literature Trust have lots of free resources available now that you can tap into and promote to your guests.

Resources:

The City of Literature website (**www.cityofliterature.com**): This invaluable, free resource provides all the latest literary-themed information and activities for Edinburgh. These include:

- **What's on in the City of Literature:** a free online listing of all literary events in the city each day. Use it to let guests and journalists know what's going on if they're interested in books.
- **Edinburgh Quotes, Authors:** great for websites and journalists or as inspiration for artwork on walls.
- **Edinburgh Quotes, Books:** lines from books which talk about Edinburgh.
- **Explore Leaflet:** a free walking trail of the literary gems on the Royal Mile, with information about Edinburgh as a City of Literature.
- **Themed Itineraries:** a range of ideas on how to spend a day in literary Edinburgh.
- **Film:** two free 4 minute films giving a flavour of literary Edinburgh, with author interviews, perfect content for your website.
- **Podcasts:** a series of podcasts, written by an Edinburgh author and performed by actors, exploring the built and literary heritage of 10 locations along the Royal Mile.

Social Media: The City of Literature Trust has a great following on Twitter: add it to your website. **@EdinCityofLit**

Free Virtual Trails

A series of free online trails that reveal the hidden stories of literary Edinburgh – combining photos, quotes and nuggets of information. Arranged by author, books, location, theme and character, there's something for everyone. New trails will be launched each spring and autumn to tie in with promotions. Create a link to them from your website, tell visitors and visit yourself to uncover the literary gems on your doorstep.

New trails launching in the coming months include:

- Edinburgh Bookshops
- Enlightenment Edinburgh
- Robert Louis Stevenson
- Robert Burns
- Explore the City of Literature

To find out more or link to these on your web site visit: www.cityofliterature.com/tourism



LITERARY GEM No.3

The Scots word Makar stresses the role of the poet or author as a skilled and versatile worker in the craft of writing. Edinburgh has adopted its own version of the Poet Laureate: Ron Butlin is the Edinburgh Makar. He accepts poetry commissions, gives speeches at public events, writes occasional poems, attends receptions, and gives talks and readings.

IDEAS TO TRY

- Give your visitors a copy of the Explore the City of Literature leaflet to start them on their literary journey. Contact City of Literature for free copies.

IDEAS TO TRY

- **Sign Up**
To keep track of what's going on in the City of Literature sign up for the free weekly What's On email bulletin. Just email edinburgh@cityofliterature.com with 'join What's On bulletin' to sign up.

“This city is so distinguished in literature and the arts, coming back to Edinburgh is to me like coming home”

CHARLES DICKENS



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>



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

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

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 places associated with a given author. Edinburgh has a number of literary societies with members coming to Edinburgh for events throughout the year. **Get in touch with them to see how you can work together or develop a promotional offer for their members.** The second type, and the vast majority, is the literary tourist for whom it's an aspect to their holiday which they discover once they arrive.

Edinburgh has always attracted large numbers of visitors because of its literary history. Recent years have also seen an increase in the number of younger visitors interested in contemporary authors. The city's designation as the world's first City of Literature has also helped the rise in literary tourism. One of the great things about Edinburgh is that it's very walkable: you can literally walk in the footsteps of famous authors past and present. Edinburgh Visitor Surveys show that 94% of leisure visitors enjoy walking around Edinburgh. They can combine their interest in Edinburgh's history and heritage with tracking down Rebus's Oxford Bar or the café where JK Rowling wrote Harry Potter.

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.

DID YOU KNOW?

“The attraction of bookshops has always been that they offer more than their utilitarian function: the joy of browsing lovingly stacked shelves, unexpected reading tips and chance encounters make for a tactile and intellectual experience in its own right...”
Financial Times, 28 May 2011

Bookshop tourism describes a niche market. Bookshop tourists are defined as people who, when they travel, tour local bookshops to seek out guide books and other titles related to where they are visiting or to source books written by local authors. **There are about 50 bookshops in Edinburgh, with many located around West Port, just off the Grassmarket. Ask to be added to their mailing or email lists to help promote their author events and specialist evenings to your visitors.**

Things to know about your City of Literature

Edinburgh's Literary Monuments and Places of Interest

Let your guests know about some of Edinburgh's top literary attractions and promote these on your website.

- **The Writers' Museum and Makers' Court:** Housed off the Royal Mile in Lady Stair's Close, The Writers' Museum celebrates the lives of Robert Burns, Sir Walter Scott and Robert Louis Stevenson, and hosts permanent exhibitions to these three great Scottish literary figures, all of whom have strong Edinburgh connections. www.edinburghmuseums.org.uk
- **Scottish Storytelling Centre:** The world's first purpose-built centre for storytelling, halfway along the Royal Mile. The centre is open to the public and includes a café, theatre, Storytelling Court, library and a free child-friendly exhibition. www.scottishstorytellingcentre.co.uk
- **The Scottish Poetry Library:** Just off the Royal Mile down Crichton's Close, this award-winning building is home to a huge selection of books and periodicals, a busy events schedule, changing exhibitions and now also the Edwin Morgan archive. www.scottishpoetrylibrary.co.uk
- **West Port:** Dubbed "Edinburgh's Soho", the West Port, packed with bookshops, is a lively and eclectic stretch just off the historic Grassmarket (which itself features taverns that have opened their doors to William Wordsworth, Robert Burns and Walter Scott).
- **The National Library of Scotland:** Scotland's copyright library has a treasure trove of papers, pamphlets, maps and artefacts documenting Scotland's rich history and culture. The visitor centre allows members of the public to browse the catalogue and see key items of NLS collections on display. www.nls.uk
- **Edinburgh Central Library:** Edinburgh's main public library, just off the Royal Mile. There is an amazing collection of books in the Scottish and Edinburgh collections, as well as exhibitions, the golden-domed reading room, free wi-fi and a year-round programme of free author events called Edinburgh Reads. www.edinburgh.gov.uk/libraries
- **John Murray Archive:** A hi-tech interactive exhibition that brings alive the treasure trove of papers and personal correspondence of the Scottish John Murray publishing house which published the likes of Lord Byron, Jane Austen, Charles Darwin and David Livingstone. <http://digital.nls.uk/jma>
- **The War Poets' Collection:** Edinburgh Napier University houses a special collection allowing visitors to gain an insight into the personal and social experiences of war through the words, memories, voices and objects that officers, medical staff and relatives left behind. www2.napier.ac.uk/warpoets/
- **Scott Monument:** Visitors are rewarded with a stunning view of the city as they climb the 287 steps to the top of the world's largest monument to an author, Sir Walter Scott.
- **Burns Monument:** Re-opened in 2009 following extensive restoration work, this Georgian neo-classical, circular monument honours Robert Burns, Scotland's National Bard. The Burns monument is on Regent Road and looks out to Arthur's Seat.



LITERARY GEM No.5

Literary Guidebooks

Have the following literary guidebooks on Edinburgh available for your guests:

The Literary Traveller in Edinburgh (Allan Foster); **Reading Round Edinburgh** (Lindsey Fraser and Kathryn Ross); **The Edinburgh Literary Companion** (Andrew Lownie).

Buy them online at www.booksforScotland.com or add the link to your website for guests keen to learn more.

IDEAS TO TRY

- Are you in a literary hotspot? Did a famous author live on your doorstep? Which books are right up your street? Explore your City of Literature through the stories it has inspired with an interactive map developed by Edinburgh City Libraries, which gives information on books based in Edinburgh <http://yourlibrary.edinburgh.gov.uk/fictionmap>
- Use the City of Literature trails or map to give your visitors a different way to see and explore Edinburgh.
- Create a tailored walk from your business to Edinburgh's literary monuments and places of interest.





LITERARY GEM No.6

Scottish Parliament: Visitors can read quotations from Scottish authors etched into the walls of the building.



“One of the most vibrant and interesting places in the world”

ALEXANDER MCCALL SMITH

DID YOU KNOW?

Dubbed “Edinburgh’s Soho”, the West Port is a lively and eclectic stretch just off the Grassmarket with a variety of second-hand bookshops. The area hosts the annual West Port Book Festival with events taking place in the shops, churches, galleries and bars. It’s a great place for visitors to explore another side to Edinburgh.

IDEAS TO TRY

- Get in touch with literary festivals and events to see how you can work with them and promote them on your website. Do you already work with City of Literature? If you do, then consider how you might benefit from a closer working relationship. If you have yet to contact them, discover how the City of Literature could help you access new markets.
- Join the City of Literature free weekly ‘What’s On’ e-bulletin for the latest news about literary events. Could you put on your own event and promote it through the City of Literature Trust?
- Put a link on your website to Clicket: Edinburgh’s central arts and ticketing portal, a great place to find out what’s on in the city.

Edinburgh Literary Events Calendar

Literary events and festivals take place all year round at venues across Edinburgh: from storytelling and poetry events to exhibitions, book festivals, book launches and author readings. Including the Edinburgh International Book Festival, there are on average 90 literary events held each week in Edinburgh. Scotland has the most literary festivals per capita anywhere, with around 40 each year enjoying a combined audience of 400,000. No other nation turns out in such numbers to listen to writers, ask questions, discuss, and buy their books.

January

- Burns Suppers
- Burnsfest
- National Storytelling Week

February

- City of Literature Campaign
- National Libraries Day

March

- Edinburgh Book Fair
- World Book Day

April

- World Book Night

May

- Book Bug Day
- Literature Night

June

- Borders Book Festival
- National Reading Group Day
- Summer Reading Challenge

August

- Edinburgh International Book Festival
- Emerging Writers Programme
- Edinburgh Book Fringe
- Small Press & Zine Fair
- Inky Fingers Mini Fest

September

- Portobello Book Festival
- By Leaves We Live - Artist Book Fair

October

- Craigmillar Book Festival
- Scottish International Storytelling Festival
- Independent & Radical Book Fair
- I Tell-A-Story Day
- National Poetry Day
- West Port Book Festival
- Children’s Book Week

November

- Lennoxlove Book Festival
- Robert Louis Stevenson Day
- Day of the Imprisoned Writer
- Linlithgow Book Festival
- National Book Week

Literary Festivals in and around Edinburgh

Edinburgh's literature festivals play their own prominent part in the events calendar. They all have a database of supporters, venues, staff and volunteers, means of selling tickets and good local links with press and media. Make the most of these festivals and events. Could you work with them? Are you letting your visitors know about them?

Edinburgh International Book Festival (August): The Edinburgh International Book Festival is the largest and most successful event of its kind in the world. When Edinburgh becomes a 'Festival City' each August, the festival throws a spotlight on national and international literature with two-and-a-half weeks of literary events.

Contact: Amanda Barry: t: 0131 718 5636: Amanda@edbookfest.co.uk

Portobello Book Festival (September): This Edinburgh seaside lit-fest has previously included author appearances and talks on topics such as how to get children reading, and paths into e-publishing. Janice Galloway, Ed Hollis and Doug Johnstone have been among the authors appearing.

Contact: portobellobookfestival@gmail.com

West Port Book Festival (October): West Port Book Festival is a four-day programme of free book-related events concentrated on the cluster of second-hand and antiquarian book stores in Edinburgh's West Port, near the Grassmarket.

Contact: Peggy Hughes: peggy@westportbookfestival.org

Edinburgh Independent & Radical Book Fair (October): The Edinburgh Independent & Radical Book Fair run by the independent bookshop Word Power Books providing five days of free cultural and literary events.

Contact: 0131 662 9112; e: books@word-power.co.uk

Scottish International Storytelling Festival (October): The Scottish International Storytelling Festival is Scotland's annual celebration of traditional and contemporary storytelling. The festival brings together artists and audiences from around Scotland and beyond for storytelling performances, thought-provoking talks, workshops, discussions, and fun, family activities.

Contact: Donald Smith: t: 0131 556 9579: e: donald@scottishstorytellingcentre.com

Lennoxlove Book Festival (November): Lennoxlove Book Festival in the heart of East Lothian centres on a beautiful country house. The Dukes of Hamilton throw open Lennoxlove's doors to the public for author sessions in the Great Hall and Chapel, as well as in marquees on the lawns next to the house.

Contact: Paula Ogilvie: 07929 435575: info@lennoxlovebookfestival.com

Linlithgow Book Festival (November): Linlithgow Book Festival was founded in 2006. It aims to give readers and writers an opportunity to meet and exchange ideas in a relaxed setting in one of Scotland's most distinctive and historic towns.

Contact: 01506 670268: admin@linlithgowbookfestival.org



LITERARY GEM No.7

Edinburgh Bookshops Virtual Trail: Virtual trails are a great resource for visitors to the city and a great way for bookshops to raise their profile. An attractive virtual trail, free on the City of Literature website, provides information and images of Edinburgh's 46 bookshops

LITERARY GEM No.8

The Edinburgh International Book Festival website attracts 165,000 unique visits from over 170 countries. The festival itself welcomes 192,000 visitors, 51% of whom are from outside Edinburgh. Keeping your visitors informed of the wide range of events and festivals in your area, including any events and festivals in the city centre, will help them better plan their visit to Edinburgh.

DID YOU KNOW?

World Book Day: World Book Day is held every year. How can you use World Book Day as a marketing opportunity? What about giving your guests a complimentary book token? For more details go to www.worldbookday.com

World Book Night: www.worldbooknight.org World Book Night is an annual event celebrated in the UK, Ireland and the USA. Work with your local bookshop to create an event.

IDEAS TO TRY

- Offer a selection of books or films about Edinburgh for your guests to borrow.
- Load a Kindle or e-reader with books about Edinburgh and Edinburgh guides for your guests to browse.
- **Smart Phone Apps**
Recommend apps on your website for visitors to download before they arrive. The City of Literature Trust launches its own free Edinburgh Bookshops app in Spring 2012 and the website has a list of links to apps by famous Edinburgh authors.

DID YOU KNOW?

Arthur Conan Doyle was born on 22 May 1859 at Picardy Place. Doyle based Sherlock Holmes on Doctor Joseph Bell, a surgeon and teacher with whom he had studied while attending Edinburgh University. Create your own Sherlock Holmes murder mystery event or work with other tourism businesses in your area to put together exclusive offers.



Edinburgh Authors

Edinburgh is renowned throughout the world for its writers, playwrights, storytellers and poets. Help bring the stories to life for your customers. People are fascinated by where authors lived and the places that inspired them. Your local knowledge will prove invaluable to visitors looking to find the connections. Here are just a few from Edinburgh's past and present.

EDINBURGH AUTHORS PAST

- **Sir Arthur Conan Doyle**
Edinburgh-born creator of Sherlock Holmes
- **Robert Louis Stevenson**
a novelist, poet, essayist who wrote fondly of Edinburgh
- **Sir Walter Scott**
a novelist, poet and critic born in Edinburgh
- **Kenneth Grahame**
Edinburgh-born author of 'The Wind in the Willows'
- **James Boswell**
author and biographer of Samuel Johnson
- **Muriel Spark**
author of 'The Prime of Miss Jean Brodie'
- **Norman MacCaig**
Edinburgh-born, widely known as the grand old man of Scottish poetry
- **Margaret Oliphant**
novelist, biographer and historian, Edinburgh's first full-time woman of letters
- **Nigel Tranter**
Scottish historian and author, lived in Edinburgh
- **Robert Ferguson**
poet, born in Cap and Feather Close, off Edinburgh's Royal Mile

EDINBURGH AUTHORS PRESENT

- **J. K. Rowling**
surely needs no introduction. Her story has been told countless times
- **Irvine Welsh**
Leith-born novelist and author of 'Trainspotting'
- **Alexander McCall Smith**
author of 'The No. 1 Ladies' Detective Agency' series of books
- **Ian Rankin**
author of the Inspector Rebus series of crime novels
- **Tessa Ransford**
poet and founder of the Scottish Poetry Library
- **Candia McWilliam**
novelist, born in Edinburgh
- **Maggie O'Farrell**
novelist, living in Edinburgh
- **Kate Atkinson**
born in Yorkshire and now lives in Edinburgh
- **Iain Banks**
novelist and sci-fi writer
- **Paul Johnston**
award winning crime writer and poet

Books Set in Edinburgh

Edinburgh has provided a novel setting for books old and new here are just a few:

- **'The Heart of Mid-Lothian' (1818), Sir Walter Scott:** probably the best known of Scott's Waverley novels, whose title refers to the city's old Tolbooth Prison.
- **'Kidnapped' (1886), Robert Louis Stevenson:** set in 18th-century Scotland, Stevenson's novel brings its historical drama thrillingly to life.
- **'The Prime of Miss Jean Brodie' (1961), Muriel Spark:** this wry and witty tale of an Edinburgh teacher's prime and fall is an unmissable read.
- **'A Good Hanging' (1992) Ian Rankin:** in the last 24 years, Rankin's Inspector Rebus novels have left no dark Edinburgh alleyways or secrets unexplored.
- **'Trainspotting' (1993), Irvine Welsh:** Welsh's cult novel shows Edinburgh life as lived by its underclass.
- **'44 Scotland Street' (2005), Alexander McCall Smith:** the first in the series about the residents of a New Town address was first published in *The Scotsman* newspaper.
- **'One Good Turn' (2006), Kate Atkinson:** a jolly murder mystery set during the Edinburgh Festival, featuring former private investigator Jackson Brodie.
- **'One Day', (2009) David Nichols:** each chapter covers the lives of two individuals on 15 July, St. Swithin's Day, for twenty years. Now a major film with many scenes of Edinburgh.
- **'The Existential Detective' (2010), Alice Thompson:** the Edinburgh seaside resort of Portobello is the setting for this tale of love, incest and memory.

Take a literary walk in Edinburgh

Countless writers have lived and worked in **Edinburgh** over the centuries. Get to all the important literary sites on a city centre walk, or pick up a copy of the 'Explore the City of Literature on foot' leaflet so you can recommend locations to visitors.

1. Start on the High Street at **St Giles' Cathedral**, where there's a plaque commemorating the life of **Robert Louis Stevenson** (author of *Treasure Island*). He was born, raised and attended university in Edinburgh before living out his final years in Samoa. The huge west window of the Cathedral is inspired by the works of **Robert Burns**, Scotland's National Bard.
2. Continue down the Royal Mile to **St Mary's Street** where a plaque commemorates the visit in 1773 of **Dr Samuel Johnson**, the author of the first, authoritative dictionary of the English language.
3. Make your way up to the Tron Kirk and along South Bridge to the beautiful Old College buildings of the **University of Edinburgh**. Among the many noteworthy people educated here are famous writers such as **David Hume** (historian and philosopher), **Sir Arthur Conan Doyle** (creator of Sherlock Holmes), and **J. M. Barrie** (author of *Peter Pan*). More recent graduates include **Ian Rankin** (the modern crime novelist) and **Alexander McCall Smith** (author of *The No.1 Ladies' Detective Agency* and *44 Scotland Street* series).
4. Take a walk up **Chambers Street** and you'll find a plaque commemorating the birthplace in 1771 of **Sir Walter Scott**. Famous for writing books such as *Waverley*, *Rob Roy* and *Ivanhoe*, Scott is perhaps the most celebrated Scottish writer in Edinburgh. Scott never wandered far from here. He spent much of his childhood at 25 George Square (also marked with a plaque) and then went to the University of Edinburgh.
5. You can follow more of Scott's story around the city. Make for **George IV Bridge** and the **National Library of Scotland** with its original copies of important pieces of Scottish literature.
6. At the Royal Mile end of George IV Bridge are **Lawnmarket** and **The Mound** where, down a narrow close, you'll discover **The Writers' Museum** and Makars' Court. The museum is inside the charming Lady Stair's House, which houses collections relating to the lives and works of Burns, Scott and Stevenson.
7. Head over **Princes Street** to **Castle Street**. At number 39 is a plaque and a seated statue of Sir Walter Scott above the door. (While you're there, take a look at number 30 where you'll also see a plaque commemorating the birthplace of **Kenneth Grahame**, author of *The Wind in the Willows*.)
8. Back on Princes Street again and the garden side is dominated by a huge **monument to Sir Walter Scott**. Sir Walter Scott sits under a 200-foot high canopy with Maida, his dog, at his feet, surrounded by 64 characters from his many books.
9. Carry on down Princes Street and along **Waterloo Place** until it becomes **Regent Road**. On the right is the **Robert Burns memorial**.
10. After all that walking, it's time for some refreshment. Stop off in **Young Street** at the Oxford Bar, Rebus's favourite pub.



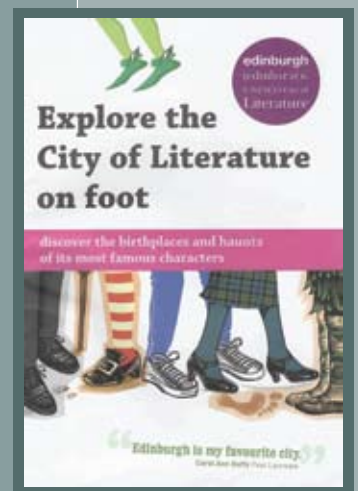
DID YOU KNOW?

Spoon Cafe Bistro, 6a Nicolson Street:

Used to be known as Nicolson's Cafe famous for being one of the places where J.K. Rowling wrote much of the first book in the Harry Potter series.

The Elephant House, 21 George IV Bridge:

Made famous as the place of inspiration to writers such as J.K. Rowling, who sat writing much of her early novels in the back room overlooking Edinburgh Castle. Ian Rankin and Alexander McCall-Smith, have also been seen there.



DID YOU KNOW?

The Stevenson House, one of Edinburgh's most unusual hospitality venues, is the former Edinburgh home of Robert Louis Stevenson. Visitors have the opportunity to stay in the Stevenson House on a bed and breakfast basis or use it as a venue for hosting lunches, dinners, receptions and conferences. www.stevenson-house.co.uk



LITERARY GEM No.9

A Traveller’s Guide to Literary Scotland: This guide details 60 places to visit in Scotland associated with writers and their works: writers’ homes, birthplaces, graves, theatres, writers’ museums and locations vividly described in novels and poems. Stocked by Waterstones in all their Scottish branches, it is also available to download from the VisitScotland website or in hard copy from Visitor Information Centres. Download the guide at <http://www.visitscotland.com/repository/pdfs/literary-scotland>

IDEAS TO TRY

- Keep a stock of the literary tour brochures for your guests.
- Could you work in partnership with some of these tour companies to offer a literary-themed lunch or dinner as part of the tour? If you’re a bookshop, could you add value to the tours?
- City of Literature website has a series of free virtual trails for tourists. These include quotes, photos, audio and video links – there is also the facility to create a print version so your guests can walk the trail themselves.

4. Case Studies

Every tourism business has the opportunity to benefit from Edinburgh’s City of Literature designation by making visitors more aware of Edinburgh’s literary heritage. Dates of key literary events do not move much from year to year, which fits with the need for tourism businesses planning ahead. Partnering with tour operators, hotels and B&Bs is a great way of working together to promote Edinburgh as a literary city. Here are a few examples of how Edinburgh’s tourism businesses are collaborating.

Step into a Guided Tour

Edinburgh has some of the best, liveliest and most informative tours your visitors are ever likely to come across. Literary tours, which celebrate Edinburgh and Scotland’s famous literary figures, run all year round. From plays to poetry, historical novels to thrillers and personal diaries to diatribes, a tour provides visitors with the historical background, strange tales and quirky quips that lie behind famous works of literature.

Suggest these tours to your guests to experience Edinburgh’s literary heritage first hand.

- **Edinburgh Book Lovers’ Tour**
www.edinburghforgroups.com
- **Literary Pub Crawl**
www.edinburghforgroups.com
- **Rebus Tours**
www.rebustours.com
- **The Edinburgh Literary Pub Tour**
www.edinburghliterarypubtour.co.uk
- **Mercat Tours – Writers by the Mile**
www.mercattours.com

Mercat Tours and Hotel du Vin

A Meeting, A Murder, A Meal and A Movie

Mercat Tours and Hotel du Vin collaborated to market the hotel’s Burke and Hare private dining room, using the story of the notorious murder case. Making full use of Mercat’s knowledge, expertise and performers, an event was developed depicting the fictional trial of Dr Knox, the surgeon accused of accepting the murdered corpses from Burke and Hare. The launch of ‘The Trial of Dr Knox’ in 2010 was timed to coincide with both Halloween and the cinema release of the film, ‘Burke and Hare’ to maximise profile and publicity for the event through customer databases, social media networks and PR contacts. Taking the colourful literary characters of the city and bringing them to life in one of its exclusive venues is a rare gift that Edinburgh offers businesses. Since ‘**The Trial of Dr Knox**’ was launched, Mercat Tours and Hotel du Vin have developed, promoted and run a sell-out **Burns Evening**. With a sound knowledge and trust in the relationship and operating model, they continue to work closely to the advantage of both.

The Scottish Storytelling Centre and The Waverley Bar - The Guid Crack Club

The Guid Crack Club meets on the last Friday evening of the month in the top room of The Waverley Bar in St Mary’s Street, just off the Royal Mile. Following a traditional storytelling format, the evening’s host welcomes everyone and provides the first story or song. Guest storytellers contribute and it’s open to everyone else present to join in or just enjoy the crack. For information on how your visitors can experience real Scottish storytelling, contact the Scottish Storytelling Centre.

Previously... Scotland's History Festival

Previously... Scotland's History Festival is Edinburgh's newest festival. They brought together a number of businesses and created literary based events which were promoted as part of the 2011 Scotland's History Festival.

The **Edinburgh Collection** and **Previously... Scotland's History Festival** worked together to deliver five events over the course of the Festival, all of which were a great success in bringing visitors to the hotels.

At Home with Hume: Philosopher David Hume was a colossus of the Scottish Enlightenment. 'At Home with Hume' was a dinner with a difference, using recipes from a 1755 cookbook to recreate a dinner of which Hume would have been proud. The evening was hosted by Professor Susan Manning, Director of The Institute for Advanced Studies in the Humanities, who brought David Hume and his ideas to life over dinner.

Sir Ernest Shackleton Supper: Explorer Sir Ernest Shackleton moved to 14 South Leamonth Gardens in Edinburgh in 1904 to take up his position with the Royal Scottish Geographical Society. His former home is today part of Channings Hotel. The **Edinburgh Collection** and **Previously... Scotland's History Festival** hosted a Shackleton-themed dinner with Antarctic explorer Stephen Venables as a speaker.

Such was the success of the events The **Edinburgh Collection** and **Previously... Scotland's History Festival** are planning future collaborations.

Contact: Susan Morrison / Ian Harrower: www.historyfest.co.uk

RLS Day

Launched in 2010, RLS Day celebrates the birthday of world-famous author and Edinburgh lad, Robert Louis Stevenson (RLS). From chalking his words onto pavements across the city, to school competitions, to evening events with famous guests. Organised by City of Literature Trust and Edinburgh Napier University, and following in the footsteps of the massive celebration in Dublin that is Blooms Day, RLS Day is set to grow each year.

Burnsfest

In association with Scotland's Winter Festivals, the Scottish Storytelling Centre put on a packed programme of Robert Burns related events. These included storytelling, music, songs and haggis for people who know everything, a little or not a lot about Scotland's favourite son. There was also a Burns Family Festival Day; a fun-packed day for all the family! Interactive stories, music, song and laughter, all inspired by Robert Burns, welcomed friends from Scotland and all over the world!

What others are doing

Wallander walks in Ystad

Ystad is a small town, situated in southern Sweden. It is the scene of Henning Mankell's detective novels and the location used for the BBC drama series. Ystad is now a "crime scene", and the local tourist board is maximising this to attract curious visitors. The "Wallander Studio" is now a tourist attraction, which includes Wallander's apartment, the police station and the forensic lab. Visitors see examples of film sets and shots, and a guidebook takes visitors through the town pointing out the whereabouts of Wallander's daily routes, the café, the beach and crime scenes on the town square and other locations. <http://www.wallander.ystad.se/en>

Favourite Sons

Robert Louis Stevenson isn't "from" Saint Jean-du-Gard, but he ended his famous *Travels With a Donkey* there in 1878. The town still honours him, with plaques, fountains and marketing tie-ins for cafés, hotels and shops. A Stevenson Trail has also been developed: www.gr70-stevenson.com/en/trail1.htm

IDEAS TO TRY

- Various Burns Suppers, ceilidhs and similar celebrations take place in Edinburgh to celebrate the birth date of Scotland's National Bard, Robert Burns. Create your own Burns Supper or work with a business to promote their Burns Supper.

DID YOU KNOW?

VisitScotland statistics show that 20% of visitors book their trip as a result of seeing Scotland in movies or on television. Edinburgh's literary heritage and historic locations ensure its regular starring appearance in films and programmes of stories set in and around the city. Promote these film and TV locations to your guests. To find out which film & TV productions have been filmed in Edinburgh, go to <http://www.edinfilm.com/> and promote your proximity to these film and TV locations.

DID YOU KNOW?

The City of Edinburgh's network of 28 libraries run free book events each month under the banner 'Edinburgh Reads' and the libraries have free wifi. Great for visitors to drop in an explore the city through books or online.

IDEAS TO TRY

- Visitors need lots of information on how to get around and what to do and see. City of Literature has a wide range of information, images and interesting facts that you can use on your website and other marketing material. Go to www.cityofliterature.com



DID YOU KNOW?

Surgeons' Hall Museum The History of Surgery Museum has letters, artworks, objects and film drawing together the many connections between Edinburgh, medicine and the work of Arthur Conan Doyle. The exhibition focuses especially on Conan Doyle's relationship to Joseph Bell, who later became President of the Royal College of Surgeons of Edinburgh. It was Bell's analytical mind and keen powers of observation which led Conan Doyle to write 'It is most certainly to you that I owe Sherlock Holmes'. Could you work in collaboration with other businesses to create a Sherlock Holmes offer, or signpost your visitors to include a visit to this museum?

DID YOU KNOW?

There are six other Business Opportunity Guides with information and facts on Edinburgh tourism. These have benefitted many tourism businesses in Edinburgh. All are available to download from www.etag.org.uk

5. Taking the next step

Work with the City of Literature Trust to grow your business

Edinburgh's literary tourism is an integral part of the city's tourism appeal. With so much on offer for the visitor, you need to consider how you can best use the UNESCO City of Literature status to grow your business.

The 'sonsie ninjas' - that's Ali and Peggy with their team of gallus helping-hands are there to inspire you with ideas to attract and improve your visitors' experience. They will help you discover how to gain competitive advantage by using Edinburgh's City of Literature status, and how you can work with the City of Literature Trust to introduce new literary tourism opportunities.

Are you already working with the City of Literature Trust? If you are, then consider how you might benefit from a closer working relationship. If you have still to contact them, then take the next step: get in touch to find out how they can help.

Contacts:

Ali Bowden, Director:
ali@cityofliterature.com

Peggy Hughes, Communications Executive:
peggy@cityofliterature.com
Tel: 0131 220 2970
Web: www.cityofliterature.com

IDEAS TO TRY

Try some or all of these to help your business:

1. Contact City of Literature Trust to find out how they can help you and what resources are available for you.
2. Find out more about what Edinburgh has to offer as UNESCO City of Literature to enable you to recommend the hidden gems to your visitors.
3. Look for like-minded businesses and develop collaborative marketing activity to promote Edinburgh's City of Literature status. Partnering with tour operators, hotels and B&Bs may prove productive.
4. Promote films and books located in Edinburgh to attract a wider audience.
5. The dates of the literary events do not change much from year to year, which fits with the need for tourism businesses to plan ahead. Promote these events and dates to your visitors.
6. Literary festivals and events are an appealing and lively addition to Edinburgh's tourism product. Include the City of Literature status on your marketing and promotional material.
7. Create your own literary trail using your business as the starting point.

6. Links and other resources

Literary Organisations

City of Literature Trust	www.cityofliterature.com
Books From Scotland	www.booksfromscotland.com
Edinburgh International Book Festival	www.edbookfest.co.uk
Book Festivals Scotland	www.bookfestivalsscotland.com
The Writers' Museum	www.edinburghmuseums.org.uk
Creative Scotland	www.creativescotland.com
Scottish Book Trust	www.scottishbooktrust.com
Scottish Poetry Library	www.scottishpoetrylibrary.co.uk
Publishing Scotland	www.publishingscotland.org
Scottish Storytelling Centre	www.scottishstorytellingcentre.co.uk
Central Library	www.edinburgh.gov.uk/libraries
National Library of Scotland	www.nls.uk

Literary Tours

Edinburgh Book Lovers' Tour	www.edinburghforgroups.com
Literary Pub Crawl	www.edinburghforgroups.com
Rebus Tours	www.rebustours.com
The Edinburgh Literary Pub Tour	www.edinburghliterarypubtour.co.uk
Trainspotting Tours	www.leithwalks.co.uk
Writers By The Mile	www.mercattours.com

Tourism Organisations

Edinburgh Tourism Action Group	www.etag.org.uk
VisitScotland	www.visitscotland.org
Marketing Edinburgh	www.marketingedinburgh.org
Tourism Intelligence Scotland	www.tourism-intelligence.co.uk
Edinburgh World Heritage	www.ewht.org.uk
City of Edinburgh Council	www.edinburgh.gov.uk

Scottish Enterprise Tourism Innovation Fund and Scottish Enterprise Tourism Innovation Toolkit

Tourism Innovation Fund

The Tourism Innovation Fund (TIF) provides matched funding of up to £30,000 and professional one-to-one advice to help develop and commercialise the very best, innovative tourism ideas.

- TIF support is allocated via a competitive judging process. Successful projects will demonstrate industry-level tourism innovation combined with a real potential to achieve significant business growth as a result (for example, generating higher tourism spend; increasing overnight visitor numbers; getting visitors to stay longer; or extending the season beyond peak months).
- The intention is for winning projects to become exemplars for Scottish tourism innovation and where possible, be developed into case studies to help stimulate further innovation throughout the industry.
- The innovative idea could be based on a product, service or business process. Financial support from TIF can contribute to costs incurred in the development of an idea; for example, market research, producing samples, feasibility studies or preparing for market launch.



To find out more, or for information on how to apply, go to: <http://www.scottish-enterprise.com/your-sector/tourism/how-we-can-help/tourism-innovation.aspx> and select Tourism Innovation Fund (TIF)

Business Opportunities Edinburgh UNESCO City of Literature

Tourism Innovation Toolkit

The Tourism Innovation Toolkit is delivered as a tailored workshop, designed to help you develop new ideas and think more creatively. Workshops are planned to provide insights and inspire tourism businesses to generate innovative ideas and develop new ways of working to drive growth through innovation.

The Toolkit includes a wide variety of tools and activities to enhance your creative environment, foster collaboration and provide an action plan for your innovation journey. Each workshop will be tailored to the specific objectives of the business or group.

For information or how to book a workshop, go to <http://www.scottish-enterprise.com/your-sector/tourism/how-we-can-help/tourism-innovation.aspx> and select Tourism Innovation Toolkit

The VisitScotland Growth Fund

The Growth Fund is available to constituted marketing groups of three or more tourism businesses and can provide support with 50% of approved total marketing costs - a minimum award of £5,000 to a maximum of £65,000. Marketing activity should be new or a further development of current activity which will generate additional visitors to Scotland.

To find out more, or for information on how to apply, go to: http://www.visitscotland.org/business_support/business_resources/funding_opportunities/growth_fund.aspx

ETAG

ETAG organises a wide range of business events, from short Business Briefings giving an insight into new developments in the City, to full day workshops on hot topics like making the most of social media.

To keep up to date with the latest information, events, developments and business opportunities in the tourism sector visit www.etag.org.uk

This guide is based on the following research and the grateful contribution from Edinburgh's literary experts.

- Mintel, Literary Tourism - International, Travel and Tourism No.15
- Centre for Tourism & Cultural Change Developing the potential of Literary Tourism
- Produced with financial support from Scottish Enterprise and with the support and input from Edinburgh City of Literature Trust
- Photo credits: Edinburgh UNESCO City of Literature Trust – courtesy of photographer Chris Scott, Edinburgh World Heritage, Scottish Storytelling Centre, Marketing Edinburgh, Edinburgh International Book Festival and Previously

Copy written, designed and produced by Business Tourism Solutions, 2012