

Scotch Whisky Experience Offers A New Sense of Scotland

Edinburgh's five-star whisky attraction, The Scotch Whisky Experience, is offering groups and independent visitors a new sense of Scotland with a revamped tour for the 2017 season available in 20 languages.

Utilising the latest in audio and visual technology, the new aspects of the tour will help to fully immerse visitors in Scotland's national drink.

The new experience takes visitors on a stunning 180° panorama bird's eye tour of Scotland's five whisky-making regions. The specially commissioned footage which was captured throughout 2017 brings Scotland to life and delivers it to visitors to the capital like never before. From the gently rolling Lowlands to the rugged Highlands, the country is brought to life, whilst showing how each region imbues the character of its single malts.

Visitors are then introduced to the art of blending in a recreated 19th century Blender's Sample Room. In the beautifully styled surroundings, guests are taken back to 1870 and the birth of blending in Edinburgh delving into both the history and alchemy; learning about the art of creating some of the most famous whiskies in the world.

The new room springs to life with the use of audio visual and unique "Holo-drams", which have to be seen to be believed.

The popular elements of the tour remain, including the fascinating barrel ride through the whisky distilling process, and the jewel in the attraction's crown – the World's Largest Collection of Scotch Whisky.

Alongside these changes, the attraction has also increased the accessibility of the tour, with the additional of five new languages – **Brazilian Portuguese**, **Cantonese** and **Korean** – to its audio guides, with **British Sign Language** and **American Sign Language** due to become available from Summer 2017.

Susan Morrison, director and general manager at The Scotch Whisky Experience, said: “Our rolling programme of development has seen us invest more than £8m in upgrading the visitor experience in recent years.

“Our latest changes to the tour use different sights and sounds to bring Scotch whisky to life, whilst also giving our visitors a sense of Scotland, the stunning locations in which different whiskies are made, and how this helps to make the drink so special.”

The Scotch Whisky Experience looks forward to working with an even wider range of travel trade partners to take the new languages and facilities to market for the increasingly global and diverse visitor profile at the Edinburgh attraction.

For more information, log-on to www.scotchwhiskyexperience.co.uk or call 0131 220 0441.

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The Scotch Whisky Experience can be found on [Twitter](#), [Facebook](#) & [Instagram](#).

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