

1.5 Million Welcomes' to Edinburgh!



Two major powers in Edinburgh tourism have joined forces with a genuine 'Edinburgh Welcome' for visitors.

Landmark Press, the hidden name behind leaflet display racks on view the length and breadth of the Country, has signed a three year deal with Edinburgh Bus Tours, Scotland's second most popular paid for attraction, to spread the welcome word to the million plus visitors they will ferry around the City for the next three years.

Each year, Landmark Press produces 1.5 million copies of the 'Welcome to Edinburgh' Guide in 7 languages, including Chinese. Edinburgh Bus Tours has become the 'Official Transport Partner' of Landmark Press and they will now be stocking and promoting the Edinburgh Guide via their Travelshops. In addition the Guides will feature - in giant size - on the rear of two buses visible to all in the city for the next three years.

Donna Marshall, Commercial Manager for Landmark Press said:

'It's exciting to be working so closely with Edinburgh Bus Tours as we both share the same vision of being an integral part of the future success of Edinburgh. Our products dovetail nicely – the Edinburgh Guide lets visitors see what the City has to offer and Edinburgh Bus Tours gets them to where they want to go!'

Gaynor Marshall, Communications Director from Lothian said: *“We are delighted to partner with Landmark Press to highlight the Edinburgh Guide, which is full of helpful information promoting our city in seven different languages. The Guide is designed to help visitors make the most of their time in the Capital and sits well with our open top tours attraction. Edinburgh Bus Tours offers a unique view of our city and a five star customer experience, providing visitors with an opportunity to create amazing memories of their time in Edinburgh.”*

Donna Marshall added:

“For participants in the Edinburgh Guide, we are confident that this is - quite literally – one of the best tourist promotional ‘vehicles’ available bar none! We are always looking for new ways of distributing our Guides. Partnering with Edinburgh Bus Tours in this way demonstrates our commitment to finding innovative avenues of promotion to visitors to Scotland”.

ENDS

Additional Notes for Editors:

LANDMARK PRESS is Scotland’s leading supplier of visitor information. A division of Visitor Centres Limited, who also operates three Scottish Visitor Attractions; Landmark Park in Carrbridge; Camera Obscura Edinburgh and Inveraray Jail, Argyll. Landmark Press has been in business for 47 years.

VISITOR GUIDES:

Landmark Press products have an annual readership of over 18 million each year. We produce Bedroom Folders covering all of mainland Scotland and the Isle of Skye and 2.3 million Guides which are translated into French/German/Italian/Spanish/Dutch and Chinese:

- 143,000 Regional Bedroom Folders (17 editions A4)
- 1,500,000 Welcome to Edinburgh Guides (In 7 languages)
- 800,000 Welcome to Scotland Guides (In 7 languages)

LEAFLET DISTRIBUTION:

Landmark Press distributes over 7.5 million leaflets per annum, by means of 5000 exclusive and partner display racks

In 2018 Landmark Press was the second time winner of the largest Print distribution tender in the industry. Working with ‘Direct Distribution’ of Glasgow, Landmark Press won the VisitScotland and Partners merchandising and storage of materials contract for the next three years.

Landmark Press also provides Exclusive Display Racking in all Historic Scotland and NTS properties.

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Group Photo: Left to right: Donna Marshall (Commercial Manager Landmark Press), James (Edinburgh Bus Tours Guide), John (Edinburgh Bus Tours Driver), David (Edinburgh Bus Tours Driver) and Kerr (back row: Edinburgh Bus Tours Guide) Raffael Forlano (Sales Executive Landmark Press)