

“Success will hinge on
innovation & compelling
experiences for a value-
conscious public.”

~ Jon Patrick – Christie & Co

A surreal landscape featuring a yellow brick road that starts in the foreground and leads straight up a steep, rocky mountain peak. The sky is filled with large, white, fluffy clouds, and the surrounding terrain is covered in green and yellow grass. The overall scene is a metaphor for a path to success.

How Quality & Innovation Become Your Yellow Brick Road to Success

Costs Cause Change





Where Can We Fill Up?



Membership Day Trips and Local Sips

**Quality Matters.
Expectations Vary...**

A group of five hikers is ascending a snowy mountain peak. The hiker in the foreground is a woman wearing a pink jacket and sunglasses, using a red and blue trekking pole. Behind her are four other hikers, all wearing backpacks and using trekking poles. The mountain is covered in snow, and the background shows a vast, snow-covered mountain range under a clear blue sky.

“There’s snow at the top,
I don’t like snow”

~ TripAdvisor Reviewer



**Make It Easy, Flexible, Engaging,
With a Reason Why!**

Explore Freely,
Join a Community



Why? Pre-arrival Journeys as Special as the Destination



Places and Spaces Where People Want to Be





Corrieshalloch Gorge



**Exceeding Expectations
Is About People**

ASVA : Association of Scottish Visitor Attractions reposted this



The R&A World Golf Museum

94 followers

1w •

Last month, we were proud to receive a 5-star rating from [ASVA : Association of Scottish Visitor Attractions](#) as part of their new Quality Scheme 🌟 🇪🇺 ...more



Gather Round!

No matter what language your visitor speaks...

No matter what language your visitor speaks...

**Everyone
Speaks
Stars**



A story

40

years

in the

telling



A group of tourists, many wearing headphones, are gathered in front of a historic stone building. A man in a black coat and glasses is gesturing towards the building, likely a tour guide. The building features a large coat of arms on its facade. The scene is set in an urban environment with other buildings and a cloudy sky in the background.

Value Led Why with History & Drama



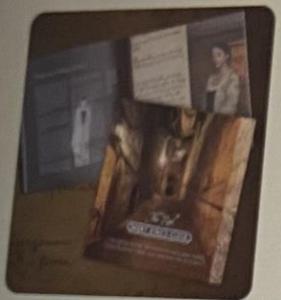


Multi-Sensory Innovation



**Team First,
Secondary Spend**

Choose options for on the day



Souvenir Guidebook

A perfect memento of your trip to the Close, filled with intriguing facts and photos of the site. Using augmented reality, you can scan QR code to bring Edinburgh's past residents back to life.

£6.95



Photo Bundle (3 Photos Download & 1 Magnet)

Pre-purchase your souvenir photo booklet, digital photos and magnet...

£25

Quicker and Lasting Experience



1901 – The Sailors Polar Experience







ASVA

Association of Scottish
Visitor Attractions

Quality Scheme
Member

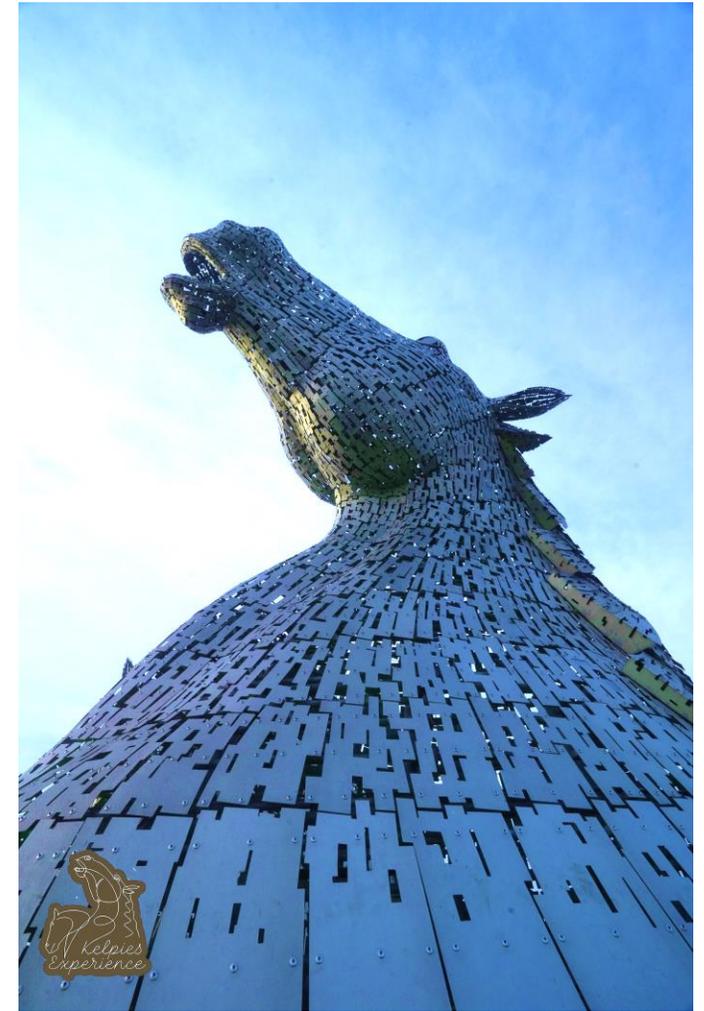
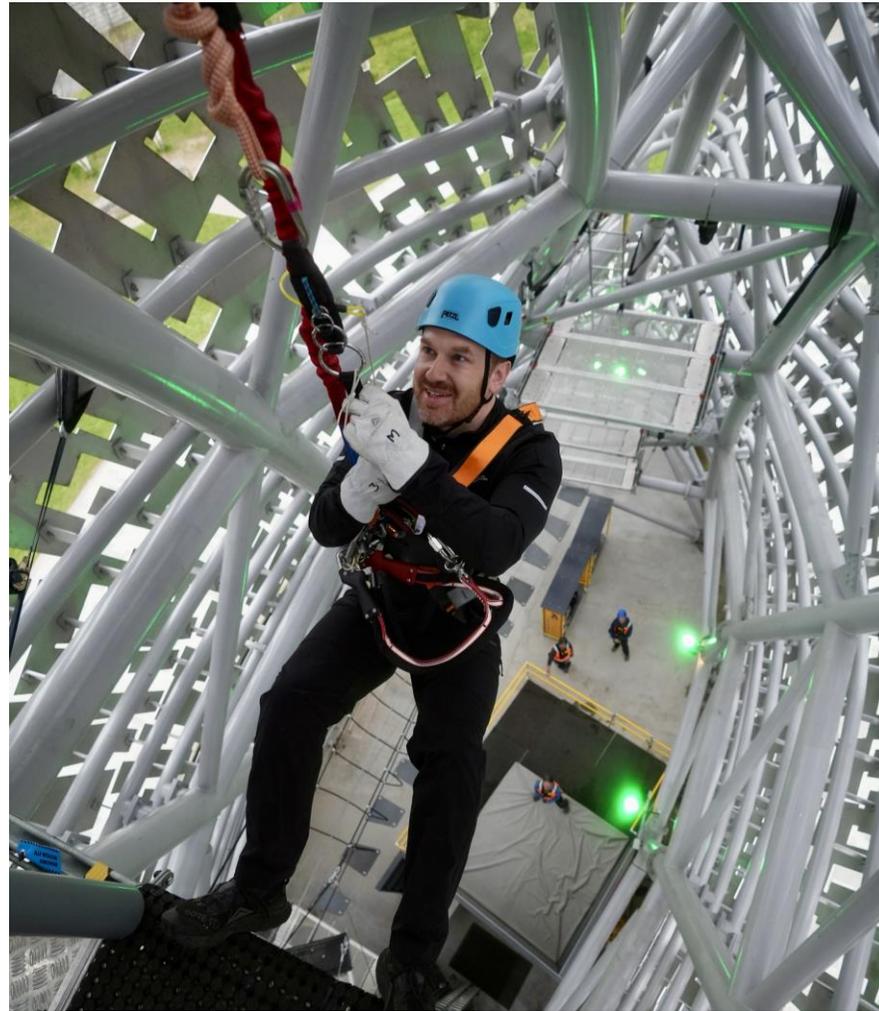
Do You Stand Out in a Crowd?





**“Be remarkable, do something
worth talking about.”**

~ Seth Godin, Purple Cow



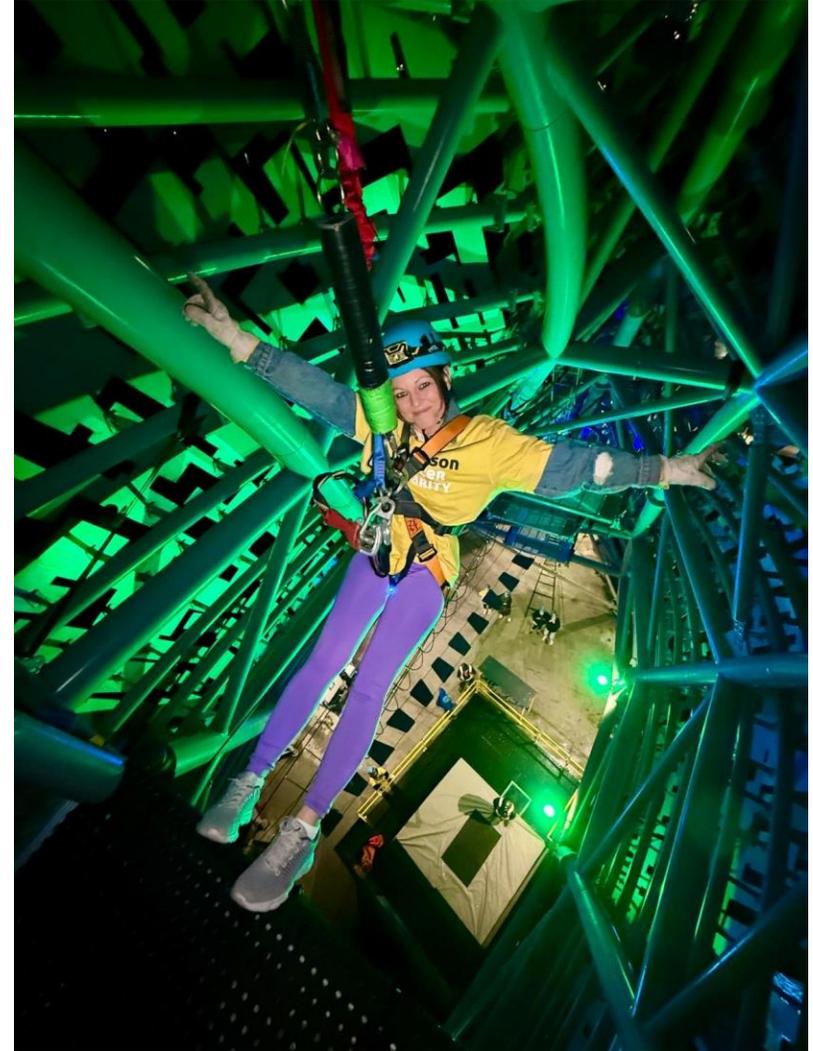
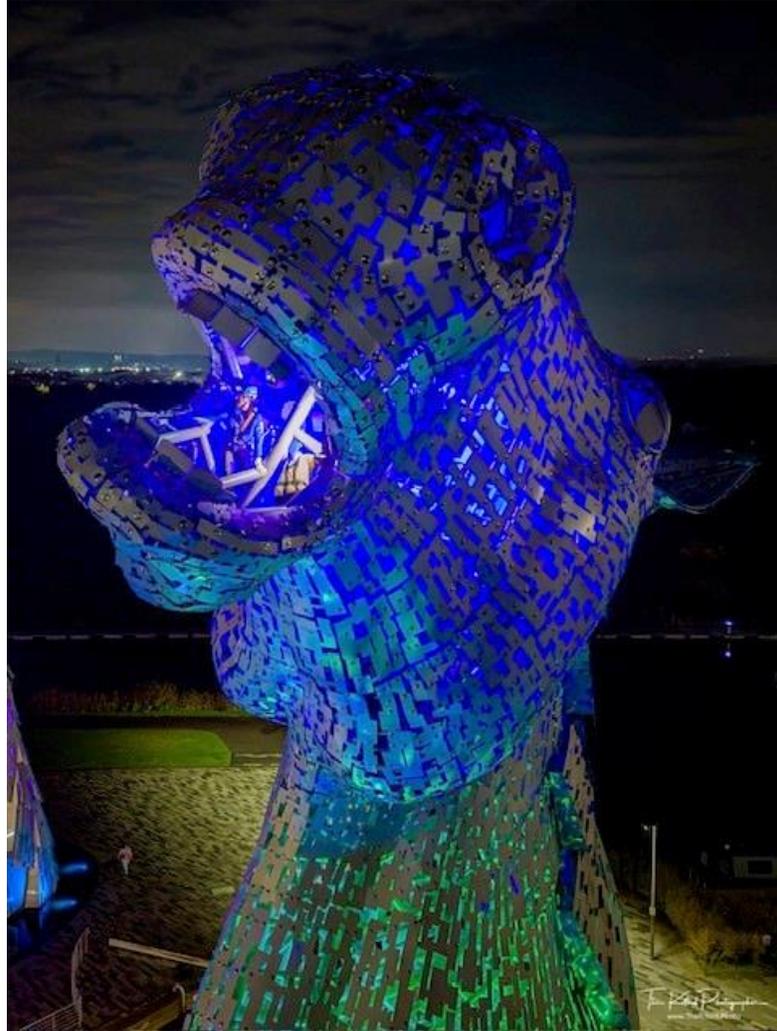
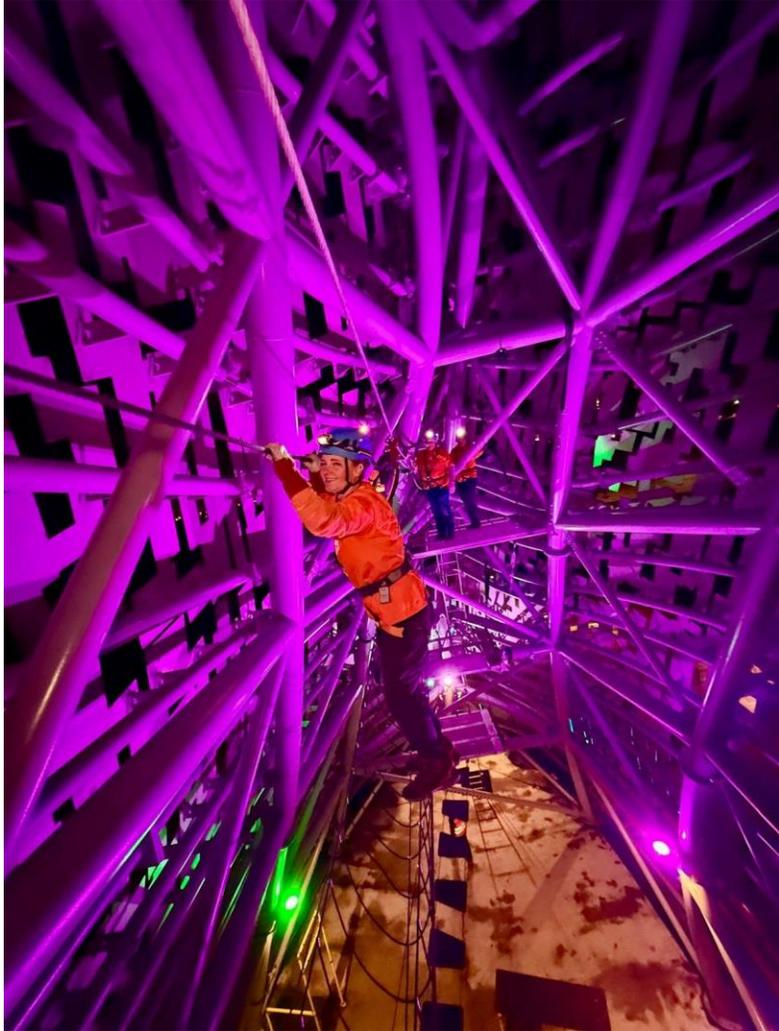
Purple Cow Moment - Could you pull the pin?





Remarkable Moments,
Worth Talking About





Quality, Innovation That Returns, While Doing Good

So to Succeed...



Provide an Easy & Value Conscious Offer



Be Quality - Everyone Speaks Stars

Provide an Easy & Value Conscious Offer



Be Innovative to Deliver More

Be Quality - Everyone Speaks Stars

Provide an Easy & Value Conscious Offer

A yellow brick road leads from the foreground towards a large, dark mountain peak in the distance. The sky is filled with white and grey clouds. The road is made of yellow bricks and is the central focus of the image.

Find Your Purple Cow?

Be Innovative to Deliver More

Be Quality - Everyone Speaks Stars

Provide an Easy & Value Conscious Offer

A yellow brick road starts in the foreground, winding through a grassy valley and up a steep, rocky mountain peak. The sky is blue with scattered white clouds. The road is made of yellow bricks and leads directly to the summit of the mountain.

Thank You!

Find Your Purple Cow?

Be Innovative to Deliver More

Be Quality - Everyone Speaks Stars

Provide an Easy & Value Conscious Offer



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