



EdWinterFest comprises of
Edinburgh's Christmas
celebrations and
Edinburgh's Hogmanay Festival

Created and designed by
collaborators Unique Assembly
and delivered on behalf of
Event Owners
The City of Edinburgh Council.

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UNIQUE assembly



2024 Edinburgh's Christmas Tree Maze – photographer Iona Robson

Charity Partners

As part of our EdWinterFest mission to be anchored in the community, EWF joined forces with local and national charity partners with plenty of opportunities to donate and participate throughout the Edinburgh's Christmas festive celebrations and Hogmanay New Year festival.

This year directly raising funds for One City Trust, fighting inequality and inclusions within the City of Edinburgh and Simon Community Scotland reaching homelessness on the Streets.

EC once again supported Social Bite's Festival of Kindness campaign and When You Wish Upon a Star children's charity through event support as well as fundraising opportunities.

EH were also proud to work with our Concert in the Garden's Headliner's Texas in supporting Children's Hospices Across Scotland (CHAS) with a donation included in every ticket purchased for the event.

Fundraising Opportunities

Each of the main charities receive an even share of fundraising raised across both Edinburgh's Christmas & Hogmanay, while CHAS receive funds from Concert in the Gardens donations.

- ❖ 50p from each Street Party ticket
- ❖ Donations from torch and ticket sales for Torchlight Procession
- ❖ £1 from each CITG ticket
- ❖ Charity volunteers at Torchlight Procession torch distribution
- ❖ Online donations made through both edinburgh-christmas.com & edinburghshogmanay.com
- ❖ Donation points across Edinburgh's Christmas sites/bars

Customers who booked for Hogmanay cancelled events were given the opportunity to refund their full purchase (minus booking fees) or to continue to support the charities by not refunding donations.

Overall more than £15,000 was donated by visitors to both Edinburgh's Christmas and Hogmanay Festival.





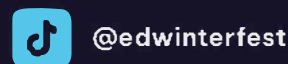
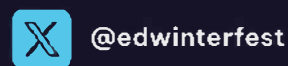
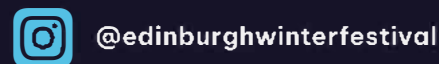
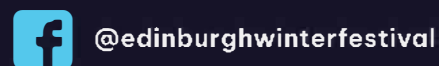
<https://edwinterfest.com/edinburgh-christmas>

#EDINBURGHSCHRISTMAS



<https://edwinterfest.com/hogmanay>

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#EDWINTERFEST
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EDINBURGH'S
CHRISTMAS

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2024 Edinburgh's Christmas Light Night – photographer Andy Catlin



Core Programme - Princes Street Gardens

15 NOV - 04 JAN

EAST PRINCES STREET GARDENS & MOUND PRECINCT

Traditional Christmas Market

- Festive F&B stalls with warming zones
- Seasonal Retailers offering traditional goods

Destination Funfair Rides

- LNER Big Wheel
- Around the World Starflyer Ride
- Helter Skelter Slide & Bar

Festive lighting trail and garden illuminations and animation

- Interactive lighting installations
- Photo moments

16 NOV - 04 JAN

WEST PRINCES STREET GARDENS

Festive Family Funfair

- Winter garden with family fun fair rides and games
- Warming Zone with selected market stalls and F&B

Festive lighting trail with garden illuminations

- Ross Fountain Illumination
- Winter Windows Schools Art Project

17 NOV - 08 DEC

ROSS BANDSTAND (4 weekends)

Programme of community-focused, family-friendly entertainment

- Light Night Opening Concert & Silent Light Lantern Parade
- Community Events
- Charity Partner Events



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Core Programme – New Town

22 NOV - 04 JAN

GEORGE ST – Charlotte Sq to Castle St

Redesigned layout for 2024

- *UNIQLO Winter Ice Rink*
- *Spacious Boot-room*
- *Sheltered viewing area*
- *warming zone with café bar*

22 NOV - 04 JAN

GEORGE ST – Castle St to Frederick St

Redesigned layout for 2024

- *Polar Ice Bar*
- *Coorie Inn Warming Zone*
- *Coorie Inn Festive Workshops, Demonstrations & Live Performances*
- *Christmas Carousel*

22 NOV – 24 DEC

CASTLE ST – George St to Princes St

Addition for 2024

- *Festival of Kindness Tree and Donations Point*
- *Supporting existing Castle Street Market Operators*

23 NOV - 01 JAN

ST ANDREW SQ - SANTA'S WINTER GARDEN

Enhanced attractions for 2024

- *Santa Stories in the Piccolo*
- *Santa Letter Writing Station and Post Box*
- *Santa Village*
- *Family Christmas Tree Maze*
- *Covered Buggy Park*



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Events Programme – Assembly Hall

ASSEMBLY HALL COURTYARD – OUTDOOR PROGRAMME

New for 2024

18 Nov	Norwegian Tree Official Light-up
01 Dec	Nativity Carol Concert & Blessing

ASSEMBLY HALL – INDOOR PROGRAMME

New for 2024

05 Dec – 04 Jan	Swamplesque – Burlesque Parody
6-7 Dec	Jason Byrne - No Show
15 Dec	Val McDermid & Nicola Sturgeon – In the Company of Books
21-22 Dec	The Bubble Show

THE MOUND – CITY INSTALLATIONS

Edinburgh's Christmas once again supported the installation of the city's Norwegian Christmas Tree and Nativity Scene, located on the Gardens area on The Mound. Support was provided both operational and through promotion, working with City Churches Together, the Norwegian Honorary Consulate General, CEC and lighting contractors Field and Lawn.

In addition, city illuminations provide a spectacular backdrop across the city skyline, helping to transform Edinburgh into a magical festive city of light.

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Visit the spectacular Ice Rink, sheltered bars, Festival of Kindness Tree, and Vintage Carousel.

Points of Interest:

- 1 Ice Rink Entrance & Boot Room
- 2 Bar and Lounge
- 3 Box Office
- 4 Local Motive Market
- 5 Festival of Kindness Trees
- 6 Coorie Inn
- 7 Polar Ice Bar
- 8 Vintage Carousel

Toilets

Visitors with access requirements should make themselves known to a member of Front of House or Security who will assist with their entry to Edinburgh's Christmas sites.

GEORGE ST ICE RINK

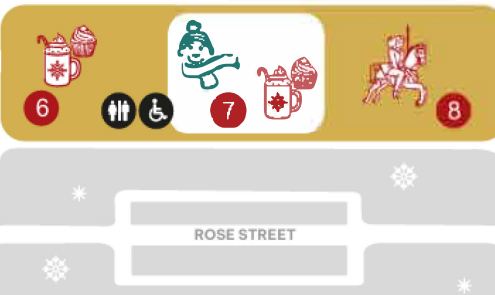
George Street, between Castle Street & Charlotte Square

and Presenting Partner
ESSENTIAL EDINBURGH



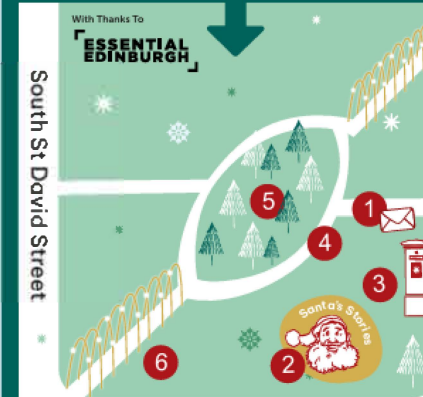
COORIE INN AND POLAR ICE BAR

George Street, between Castle Street & Frederick Street



ST ANDREW SQUARE

SANTA'S WINTER GARDEN



Visit Santa's Winter Garden and get lost in the Tree Maze. Make sure to post your letters to Santa and pop in for a visit him.

Points of Interest:

- 1 Santa Letter Writing Station
- 2 Santa Stories
- 3 Santa's Post-Box
- 4 Churros and Pick & Mix
- 5 Christmas Tree Maze
- 6 Festive Light Path

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PRINCES STREET

WEST PRINCES STREET GARDENS FESTIVE FAMILY FUNFAIR

A magical festive haven, filled with family-friendly rides and attractions.

Points of Interest:

- 1 Winter Windows
- 2 Food and Drink
- 3 Fun Fair Rides
- 4 Ross Fountain
- 5 Funhouse and Funfair Rides
- 6 Ross Bandstand

Info Desk

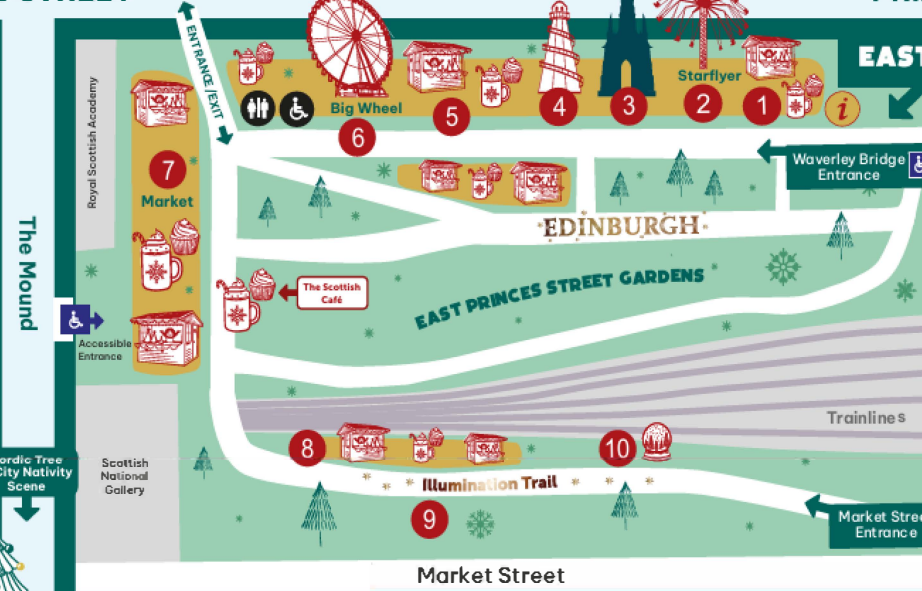
Toilets

Accessible Entrance

Visitors with access requirements should make themselves known to a member of Front of House or Security who will assist with their entry to Edinburgh's Christmas sites.



PRINCES STREET



PRINCES STREET

EAST PRINCES STREET GARDENS

Traditional Christmas Market, delicious food & drink alongside funfair rides including The Big Wheel, Starflyer and Helter Skelter.

Points of Interest:

- 1 Bar & Swing Grill
- 2 Around the World Starflyer
- 3 Scott Monument
- 4 Helter Skelter Bar
- 5 Festive Feasting and Markets
- 6 LNER Big Wheel
- 7 Traditional Christmas Market
- 8 Bar & Christmas Market
- 9 Illumination Trail
- 10 Photo Snowglobe

Info Desk Toilets

Accessible Entrance

Visitors with access requirements should make themselves known to a member of Front of House or Security who will assist with their entry to Edinburgh's Christmas sites.



With thanks to
Vestland County Council

'This Nativity Scene' designed by
Thomas Hildenbrand

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Edinburgh's Schools & Community Initiative

- **Edinburgh's Christmas supported a number of local charities through a range of fundraising initiatives**
- Once again, a series of free community events at the Ross Bandstand ran over four weekends. Events included a St Andrews Day outdoor family ceilidh, Opening Light Night Concert, Silent Disco and Festive Team Dance, Edinburgh Sings Choirs Concert,
- Edinburgh's Christmas also worked with When You Wish upon a Star Children's Charity helping them deliver their annual Santa Fun Run and Walk, celebrations their 20th Anniversary with increased registration for the third year running.
- Thanks to the Church of Scotland and the University of Edinburgh, the annual Nativity Carol Concert & Blessing organised in collaboration with Edinburgh Churches Together supporting The Salvation Army Christmas Appeal found a new home up in Assembly Hall Courtyard, as did the annual Norwegian Tree Light Switch-on.
- Edinburgh Diwali 2024 festival of light celebrations were held prior to the Christmas celebration in 2024 and were supported by Edinburgh's Christmas providing operational and promotional support. This support enabled Edinburgh Diwali to deliver another successful event with enhanced production within budget. Once again welcoming record numbers. Edinburgh Diwali have already confirmed that they would like to continue this partnership.
- Unique Assembly worked with Poppy Scotland and British Legion Scotland to light up areas red as a mark of respect as well as providing operational support on the ground. They have confirmed their desire to work more closely going forward.
- Over **160** local community groups and charities we're engaged with through the Edinburgh's Christmas Communities Initiative, with more than **8,000** free community tickets and ride tokens distributed through the community initiative for Edinburgh's Christmas attractions (last year over 7,500 tickets were allocated to 90 local community groups and charities).
- The popular Winter Windows Schools Competition saw **24**-winning artworks displayed across West Princes Street Gardens
- **NEW FOR 2024** - Silent Light Projection Show saw light and projection shows across four wards - two Edinburgh schools, one community centre and Sick Kids Hospital.



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Facts & Stats

	2024	2023	2022
No. of Operational Days	50	51	39
OVERALL FOOTFALL	2.8M+	3M+	2.4M+
EH local tickets	101,500	100,000	82,000
Market Traders attended	91	94	90
Local Scottish	74%	61%	58.4%
People took a spin of the Big Wheel	190,000	210,000	140,000
People heard Santa's Stories	11,000 +	11,000+	9,000+
Skaters took to the Ice	59,000	72,000	66,000
Family Funfair Rides	14	15	15
Winter Windows School Art Exhibited	24	24	12
Ross Community Events	7 (+ Edinburgh Diwali)	8 (1 cancel due to weather)	6

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Comms - PR Stats.

Total Edinburgh Christmas coverage:

- Broadcast coverage reach: 84,614,963
- Online coverage reach: 1,894,535,667
- Number of broadcast coverage: 193 (184 UK, 9 international)
- Number of online articles: 587 (458 UK, 129 international)

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2024 Edinburgh's Christmas Santa – photographer Iona Robson




EDINBURGH'S CHRISTMAS



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EDINBURGH'S
CHRISTMAS

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2024 Edinburgh's Christmas Light Night – photographer Andy Catlin



EDINBURGH'S HOGMANAY



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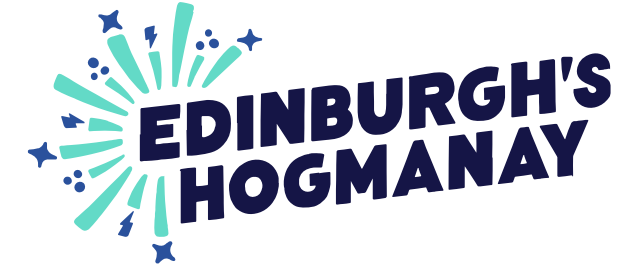


2024/25 Programme

SUN 29 DEC	TORCHLIGHT PROCESSION <i>The Meadows, processing through the Old Town to Castle Terrace</i>
MON 30 DEC	NIGHT AFORE DISCO PARTY - West Princes Street Gardens NIGHT AFORE CONCERT - Assembly Rooms
SUN 31 DEC	BAIRNS REVELS - Assembly Rooms, George Street CANDLELIT CONCERT @ ST GILES' - St Giles' Cathedral HOGMANAY STREET PARTY - Princes Street CONCERT IN THE GARDENS - West Princes Street Gardens NEW YEAR REVELS - Assembly Rooms 'Festival Club', George Street MIDNIGHT MOMENT - Fireworks and illuminations from Edinburgh Castle
MON 1 JAN	SPROGMANAY - National Museum of Scotland / Assembly Roxy SPROGMANAY FAMILY CEILIDHS - Assembly Roxy & Portobello Town Hall FIRST FOOTIN' TRAIL - Various venues across the city VITAMIN C CLUB – Portobello Town Hall HOGMANAY CLUB – Leith Arches



2024-25 Hot Dub Time Machine – photographer Cameron Brisbane



Core Outdoor Programme

Unfortunately, the cancellation of all planned outdoor events due to extreme weather conditions both experienced and forecasted during the build periods and event dates, meant the loss of the festival outdoor programme and the inability to entertain a large part of our audience. (sales for the main programme were on target to once again sell-out).

That said city centre hostelrys remained open and reported a busy evening with restaurants, pubs and clubs across the city centre welcoming visitors up to and over the Bells into 2025. Unfortunately, those with children were unable to attend these establishments due to Scottish licensing laws.

The Torchlight Procession was cancelled by CEC Gold Commander on advice from the multi-agency Silver Group working with Bronze Teams on the ground; all agencies were in agreement.

The decision was made late afternoon of the event day, due to worsening weather experienced on site and along the route, with infrastructure and debris blown over, and wax and sparks flaring from torches. At key points on the route torches unable to stay lit/be relit and therefore was deemed unsafe to go ahead.

All remaining outdoor events were cancelled by CEC Gold Commander on the afternoon of 30 December with unanimous backing of all agencies, on the advice from the Silver Group following operational updates from UAL.

Due to welfare concerns for working personnel and contractors and that of public safety over the construction process of necessary infrastructure within the timescale, as well as concerns that the structural integrity of temporary structures already built could not be guaranteed under such conditions (given the forecasted and real-time weather conditions over 30th and 31st December, notably the wind speeds), UAL were unable to build and/or secure the arenas safely.

Although forecasted wind speeds meant it was safe to fire the fireworks, the decision was made not to go ahead with the Midnight Moment due to concerns by public agencies about public safety and crowds gathering without appropriate levels of safety measures in place.

It should be noted that weather conditions were as forecasted and were unsafe throughout the build period - from 9pm on 31st (as forecasted) conditions were unpleasant but not unsafe - adverse weather returned overnight into the late morning of New Year's Day.



2023-24 Concert in the Gardens



Indoor Events

Despite the cancellation of all planned outdoor events due to extreme weather conditions both experienced and forecasted during the build periods and event dates, Edinburgh’s Hogmanay indoor programme played to packed audiences with many ticketed events sold out and free to enter events full, welcoming an estimated audience of 26,000 + over four days.

Please note on Hogmanay night Bairns Revels welcomed all ages, while NY Revels were 16+ due to licensing constraints.

Indoor Ticketed Shows to a total audience of 6,000

Night Afore Concert – Idlewild	Assembly Rooms [SOLD OUT]
Swamplesque	Assembly Hall
Hogmanay Candlelit Concert	St Giles’ Cathedral [SOLD OUT]
Bairns New Year Revels Family Ceilidh	Assembly Rooms [SOLD OUT]
Hogmanay New Year Revels Maximum Ceilidh	Assembly Rooms [FEW REMAINING]
Hot Dub Time Machine (rearranged)	Assembly Hall [SOLD OUT]
Vitamin C Club	Portobello Town Hall
Hogmanay Club	Leith Arches

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2024-25 New Year Revels – photographer Andy Catlin



First Footin' Culture Trail

Various city-centre venues and beyond...

First Footin' returned on New Year's Day with a packed programme of FREE live music and performance taking place in city centre attractions, pubs and venues throughout the Old & New Town areas, and introducing new outlying venues at Portobello Town Hall and Leith Arches, welcoming even more to the New Year's Day celebrations!

Presenting a feast of live music featuring artists from across Scotland and beyond, we embraced Hogmanay traditions of friendship, love, resolution and some delicious food and drink along the way.

As part of a participatory music event, *Come Away In*, renowned folk artist Karine Polwart welcomed 200 participants to join a community choir for uplifting performances on New Year's Day at St Giles.

New Year's Day welcomed visitors across the city centre with a known audience of 15,000 across the First Footin' venues [15,000 in 2024].

First Footin' is supported by:
Scottish Government's Expo Fund
Essential Edinburgh
Cold Town House
Bellfield Brewery
Leith Arches

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2025 First Footin – photographer Cameron Brisbane



New Year's Day Sprogmanay

National Museum of Scotland, Assembly Roxy, Portobello Town Hall

Free daytime programme for families and children in collaboration with the National Museum of Scotland on Chamber Street including arts and crafts, live music from the Unicorn Dance Party, a family magic show and a visit from European Street Theatre company Close Act's giant I-Puppets.

In addition, free family new year ceilidhs took place in Assembly Roxy and Portobello Town Hall offering a truly Scottish experience for families on New Year's Day both in the city and beyond.

Our **Sprogramme** programme welcomed an estimated audience of 5,500 [5,000 in 2024] with the majority enjoying the main programme in NMS.

NMS estimated over 7,000 visitors on New Year's Day with around two thirds there for Sprogmanay specifically.

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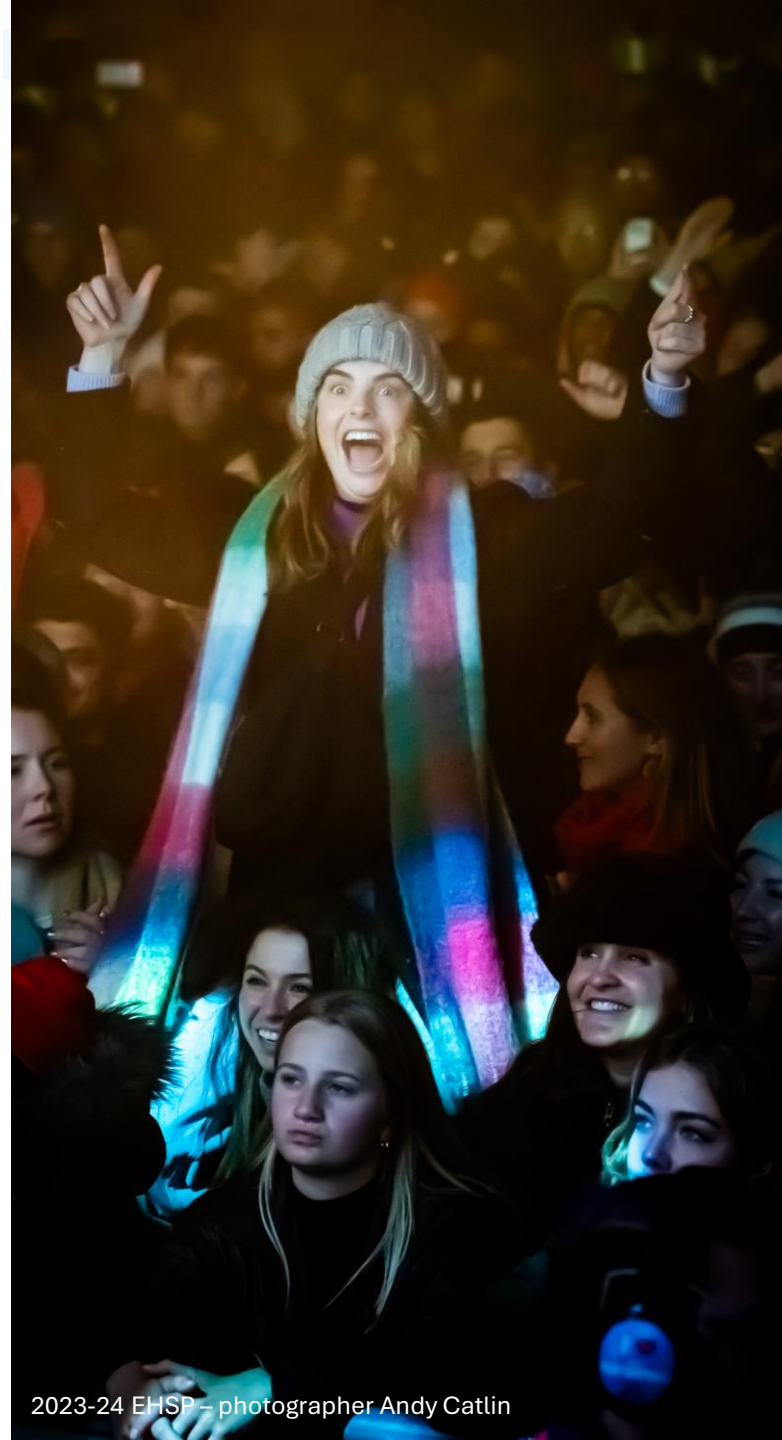


2025 Sprogmanay – photographer Roberto Ricciuti



Facts & Stats

	2024-25	2023-24	2022-23
No. of Festival Days	4	4	3
ESTIMATED AUDIENCE FIGURES	expected 102,000	100,000	65,000
Number of Official Events		14	9
Torchlight Procession	expected 22,500	22,500	-
Street Party – Sold Out	expected 45,000	40,000	30,000
Concert in the Gardens	expected 9,000	10,000	10,000
EH local tickets (inc. in SP audience)	sold out 5,000	5,000	5,000
New Year’s Day Estimated Audience	21,500	21,500	10,000
New Year’s Day Venues	18 (smaller venues)	18	15
New Year’s Day Artists	44 (298 performers)	38	30
Assembly Rooms Ticketed Audience	2,650	3,000	n/a
Assembly Rooms Indoor Shows	3	4	
Other Audiences various indoor events	3,250	3,000	5,000



2023-24 EHSP – photographer Andy Catlin



Comms - PR Stats.

Total Edinburgh Hogmanay coverage:

Pre-Cancellation Coverage

Total Articles: 4,000

Total Broadcast: 112

Online Reach: 13,430,606

Broadcast Reach: 3,614,002

Cancellation Coverage

Total Articles: 1162

Total Broadcast: 609

Online Reach: 105,500,000

NB: Picked up by New York Times, BBC News - hence increased reach

Broadcast Reach: 13,469,158

Post-Cancellation Coverage of Events

Total Articles: 155

Total Broadcast: 96

Online Reach: 4,590,000

Broadcast Reach: 102,012,285

N.B. Picked up by BBC Parliament repeatedly - hence increased reach

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2025 First Footin – photographer Ryan Johnston



EDINBURGH'S HOGMANAY



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The majority of sales take place onsite using “tap and go” facilities with no data held.

However, a breakdown using pre-booked, online sales is below. This is the same method as used in previous years.

Geo Split	2024	2023	2022
Edinburgh & Lothian	37%	38%	48%
Rest of Scotland	21%	23%	26%
Rest of UK	32%	31%	20%
International	10%	8%	6%
	100%	100%	100%

Incomplete Edinburgh’s Hogmanay Geographical split this year due to sales slowing down as soon as Torchlight Procession cancelled and ultimately stopped on the afternoon of 30 December.

Last minute sales are traditionally largely local audience.

Geo Split	2024*	2023	2022
Edinburgh & Lothian	33%	23%	26%
Rest of Scotland		12%	10%
Rest of UK	36%	35%	34%
International	31%	30%	30%
	100%	100%	100%
* Sales stopped 30/12 late afternoon			





Our annual post-events audience survey told us:

- Over 70% of visitors cited Edinburgh's Christmas as the primary reason for travelling to Edinburgh
 - Over 90% of respondents were satisfied to extremely satisfied with their experience
 - Over 95% agreeing that Edinburgh's Christmas is a valuable and iconic part of Edinburgh's winter identity, bringing a festive spirit to the city
 - 90% said they are more likely to return to Edinburgh during the festival season because of their experience.
 - Visitors stayed an average of 1.85 nights
 - The average spend was £537 across eating out, attractions, retail and in bars and pubs.
-
- Despite the cancellation of outdoor events, a survey of attendees at Edinburgh's Hogmanay saw 71% say they were satisfied to extremely satisfied with their festival experience
 - 93% agreed it is a valuable part of Edinburgh's winter identity
 - 89% said the event made them feel proud to be part of Scotland's celebrations
 - 90% would recommend Edinburgh's Hogmanay to friends or family.
 - Visitors stayed an average of 2.25 nights
 - The average spend was £958 on their stay
 - 87.5% of visitors spent money on eating out, 79.5% in bars and pubs, 56% on attractions or tours, and 56% on retail.



"Hot Dub Time Machine
saved the day for us!!
Amazing event."

We are yearly attenders to
Edinburgh for Market
Shopping & Pantomime
can't wait for 2025 visit

I absolutely loved our
whole 3 day stay. It was the
best trip of my life and I
would go back tomorrow if
given the chance!

I loved it! Will
hopefully be back
next year for my
third time in a row!

It was a great
experience. Our family
will definitely visit again!

Have a Christmas stay in
Edinburgh every
December

The resident discount was
a huge bonus for us.
My 3 year old nephew
loved west Princes Street
gardens

This was the best Christmas market I have
visited and I'm super excited to go again
this year. Everything was beautifully set-
up and in easy reach. I had the best time
and made magical memories. Can I also
say how fantastic the community is in
Edinburgh - we were made to feel so
welcome :)

The Christmas events in Edinburgh
is something truly magical which
brings back the excitement of
Christmas to Adults and Children
alike. Well done to all those
involved.

Everything was amazing!
My wife and I had a
fantastic time both nights
we attended.

EDINBURGH'S
CHRISTMAS

EDINBURGH'S
HOGMANAY

We just love 🥰

Good job 👍

Absolutely wonderful 🥰

Wider feedback for review and to help event design for 2025 and going forward includes disappointment around the Hogmanay outdoor events cancellation and dissatisfaction at the reduced scale of the Christmas Market and the long stretch from the gate to the top-level attractions without sufficient spread of attractions (only applicable when the one-way system is in place during peak periods).

Research into additional "weather-proofing" is currently ongoing although this comes at increased cost. UAL continue to work closely with CEC, annually reviewing all arena layouts and constantly looking at ways to mitigate potential damage to Princes Street Gardens and ensure citywide spread of festivities. Hosting a sustainable and enjoyable festive experience for audiences to Edinburgh's Winter Festivals.



Edinburgh’s Christmas celebrations & Edinburgh’s Hogmanay festival are created, designed and delivered by **Unique Assembly** on behalf of event owners and principal funding partner **The City of Edinburgh Council**.

Unique Assembly is a collaboration between local festival producers **Unique Events** and **Assembly Festival**.

UNIQUE ASSEMBLY SENIOR MANAGEMENT TEAM

Chairman & Artistic Director:
William Burdett-Coutts

Project Lead & Festival Director :
Penny Dougherty

Creative & Commercial Director:
Alan Thomson

Business Director :
Dani Rae

Director of Operations :
Nik Whybrew

The total economic impact of the Edinburgh’s Winter Festivals was calculated last year at **£198M**, combining the financial impact of both Edinburgh’s Christmas **£150M** and Edinburgh’s Hogmanay **£48M**). This represents a return **of £244 for every £1 invested by the City of Edinburgh Council** (£812,456 towards Hogmanay), whilst making a significant contribution to the year-round health and prosperity of the city.



Edinburgh's Christmas and Edinburgh's Hogmanay are brought to you by

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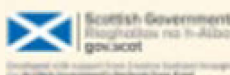
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PRINCIPAL FUNDING PARTNER

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EDINBURGH'S HOGMANAY MAJOR EVENT PARTNERS

EventScotland



MAJOR EVENT PARTNER

**ESSENTIAL
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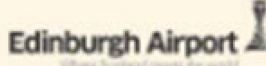


Hamilton
Ice Sculptors



CÎROC

OFFICIAL TRANSPORT PARTNERS

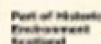
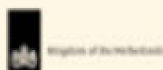
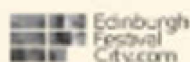


OFFICIAL MEDIA PARTNERS

OFFICIAL CHARITY PARTNERS

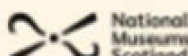


WITH THANKS TO



**ST GILES'
CATHEDRAL**

**ASSEMBLY
ROOMS**



SCOTLAND

ARCHES



dm audio

C⁶Works



nestival

**TITANIUM
FIREWORKS**

hillside

With thanks to: City of Edinburgh Council, EventScotland, Scottish Government, Police Scotland, Scottish Ambulance Service and Scottish Fire & Rescue for their continued support, all funders supporters, organisations and individuals in Edinburgh and beyond, who assist in bringing together Edinburgh's winter festivals, including all at Unique Assembly, Festivals Edinburgh, Edinburgh Airport and our colleagues across the Edinburgh Festivals.