



EventScotland™
ANNUAL REVIEW 2010/2011

Scotland: The Perfect Stage for Events

Our 2020

Vision for Scotland

Scotland established as the perfect stage for events.

"world-leading events"

EventScotland, the national events agency and a directorate within VisitScotland, works to strengthen and promote Scotland's events industry. EventScotland does this by attracting, developing and sustaining a portfolio of world-leading events.

EventScotland is working with the events industry to deliver against Scotland: The Perfect Stage, the national events strategy which sets out the objectives for events through to 2020.

Our mission to deliver this vision

To develop a portfolio of events that delivers impact and international profile for Scotland.



Results at a glance 10/11

VALUE
OF GRANTS AWARDED

£3,797,951

ESTIMATED
**ECONOMIC
IMPACT**

£57,449,000

RETURN ON
INVESTMENT

TARGET: 8.1
ACHIEVED: 15.1

NUMBER OF EVENTS
SUPPORTED

105

% OF LOCAL AUTHORITIES
SUPPORTED

TARGET: 50%
ACHIEVED: 75%

Chairman's Report
Dr Mike Cantlay



“Events are key drivers for tourism, with event tourism one of the fastest growing industries in the world”

The tourism industry benefits from the country's impressive event portfolio secured and supported each year by EventScotland and Scotland is capitalising on this trend through the country's enviable reputation as a world-leading events destination.

This is evident in this year's Review and this is set to accelerate as the events and tourism industries approach a once in a lifetime opportunity to race ahead in the next few years. I call these The Winning Years - three fantastic years that have at their heart a series of major events and celebrations that will put the spotlight firmly on Scotland as never before.

The remaining Years of Focus - Year of Creative Scotland in 2012 and Year of Natural Scotland in 2013 - will see the events and tourism industries unite once more to deliver an impressive series of celebrations that will inspire and entice people to visit Scotland. These years will take us through to 2014 when Scotland will welcome the world as we deliver Homecoming Scotland, The Commonwealth Games and The 2014 Ryder Cup.

Never before have we had such an opportunity to demonstrate our abilities to deliver a series of back to back major events, and I know that together we will rise to this challenge and exceed the high expectations that are already in place.

The team at EventScotland and VisitScotland will continue to work with partners across the country and further afield, to unite the tourism and event industries in a single purpose to keep Scotland out in front as a leading events destination.

Chief Operating Officer's Report
Paul Bush OBE



“Scotland's credentials as a leading destination continue to go from strength to strength”

In this year's Review you can see very clearly the broad range and the quality of the events that EventScotland and our partners have been securing, investing in and delivering throughout the reporting period of 2010 and 2011. You will also get a sense of the pace that EventScotland is now moving at, in terms of the events in the portfolio, the reach of the events around the country and the rate at which the impact of our work has expended.

We've taken on new projects like the Winter Festivals, the first time Scotland's unique celebrations from St Andrew's Day to Hogmanay, through to Burns Night have been co-ordinated and promoted. Another new initiative, Games for Scotland saw EventScotland work with every local authority in Scotland to organise events to mark the flag handover from India to Scotland at the 2010 Delhi Games. At the Commonwealth Games EventScotland delivered Scotland House, a central venue used to promote Scotland as the next host of the Games.

“At the Commonwealth Games EventScotland delivered Scotland House, a central venue used to promote Scotland as the next host of the Games”

Our country's credentials as the place to see major music events were enhanced with the highly successful delivery of MTV Crashes...Glasgow which saw global superstar Diddy perform a one off show, Diddy - Dirty Money, at the Old Fruitmarket in the city. The show was broadcast around the world through the MTV network reaching 161 territories and more than 640 million households, reinforcing Scotland's credentials as a vibrant and dynamic place to visit. These credentials were underscored with the announcement that The MOBO Awards were to return to Scotland in a three year deal for 2011, 2013 and 2015.

In this year Edinburgh staged three world championship level events in duathlon, archery and climbing, all of which showcased the stunning cityscape and modern facilities of the capital.

Meanwhile the city's festivals clearly demonstrated their full value in an impact report supported by EventScotland. The independent study found that the festivals in Edinburgh delivered an impressive £261 million of additional tourism revenue to Scotland in 2010, and delivering a string of other benefits including the profile they give Edinburgh around the world whilst promoting a confident, positive national identity. Revealingly, this economic result is almost double the results from 2004, the last time such a comprehensive assessment was undertaken. EventScotland will continue to work with Festival Edinburgh, the body representing all of the festivals, to ensure they continue to develop, grow and stay ahead of the competition.

Golf continued to deliver, exemplified by The Open Championship in 2010 which was played on the Old Course at St Andrews. An independent study commissioned by The R&A and EventScotland found that £100 million of economic and media profile had been generated for Scotland.

The fact that this was up by 25 per cent on the 2005 figure - the last time The Open was played at St Andrews - is further evidence of the increased value of major events to Scotland's economy and international profile.

These two reports alone clearly demonstrate the vital and increased role that major events are playing to Scotland's economic life and international reputation - a fact recognised at home and around the world.

EventScotland's International Events Conference in December 2010 at Perth Concert Hall provided an opportunity to reflect on just how well Scotland is regarded around the world by our partners and competitors alike. Presentations from leading figures in the major events industry including the International Olympic Committee and leading Switzerland-based consultants Event Knowledge Services clearly highlighted the increased reputation Scotland has around the world as an important and respected player in the events industry.

This sense of Scotland now setting the pace has been amplified by approaches from international organisations taking a keen interest in our work, with a view to replicating our approach to investing in and securing events.

Wales, Northern Ireland, South Africa and Malaysia have all asked for an insight into how Scotland supports and delivers major events, with the first two now having established their versions of EventScotland.

“Individually these events will return **massive results** for the country, but by staging all three in a single year Scotland and our events industry will be in the spotlight as never before”

From this Review you will see that Scotland is in a strong position to capitalise on the tremendous opportunities presented in the next few years. The Years of Focus, which have seen EventScotland and VisitScotland work successfully with industry partners on the promotion of quality, Scottish food and drink at events and the Year of Active Scotland, promoting increased participation at events, will move on to Year of Creative Scotland in 2012 with the focus on Natural Scotland in 2013.

These are stepping stones to 2014 when Scotland will host an unprecedented series of major events - The Commonwealth Games, The 2014 Ryder Cup and Scotland's Homecoming celebrations.

Individually these events will return massive results for the country, but by staging all three in a single year Scotland and our events industry will be in the spotlight as never before, with EventScotland and colleagues in VisitScotland playing a key role in the delivery and promotion of The 2014 Ryder Cup and Homecoming Scotland.

As well as the results we can expect from 2014, EventScotland is working to ensure that we use the platform they create to project Scotland as the perfect stage for events, helping us to secure more events to sit alongside those already secured for 2015. These include The World Artistic Gymnastic Championships and The World Orienteering Championships.

Finally, the story of fast-paced success told in this year's Review has been made possible through the power of the partnerships EventScotland is able to draw upon. I would like to take this opportunity to thank all of our partners for their continued commitment to major events in Scotland and also to thank the EventScotland team for their enthusiasm and dedication in keeping Scotland at the forefront of the global events industry.

SCOTTLAND'S

Scotland delivers an extensive portfolio of cultural and sporting events each year, delivered right across the country. The country's reputation as a leading exponent of major events is recognised by international partners and competitors who increasingly look to Scotland for inspiration and as the measure of success to benchmark against.



A spotlight on cultural events



Every year EventScotland supports events that celebrate and promote Scotland's cultural and creative vibrancy. These are events that make Scotland, and places in Scotland, famous around the world, attracting visitors and participants from home and abroad.

Musician and global superstar Diddy connects with Scotland at The Old Fruitmarket at MTV Crashes... Glasgow. This one-off show, Diddy - Dirty Money, was broadcast throughout the world.

Picture Credit: MTV/Getty Images - Gareth Cattermole

There were contemporary events covering art, film and music...



Glasgow International Festival of Contemporary Arts, 16th April - 3rd May 2010



The Edinburgh International Film Festival 16th June - 28th June 2010



MTV Crashes...Glasgow 29th September 2010



Glasgow Film Festival 17th February - 27th February 2011

And comedy...



Glasgow International Comedy Festival 17th March - 10th April 2011

Scotland's heritage was celebrated through a diverse range of events that included...



Spirit of Speyside Whisky Festival Across Moray, 29th April - 3rd May 2010



Burn's an' a' that! Festival Ayr, 27th May - 30th May 2010



Piping Live! Glasgow, 9th August - 15th August 2010



World Pipe Band Championships Glasgow, 14th August 2010



Scotland's Festival of History Lanark, 21st August - 22nd August 2010



The Royal National MOD Stornoway, 10th October - 18th October 2010



Celtic Connections Glasgow, 13th January - 30th January 2011

Music festivals continued to increase in popularity, forming an important part of the spring and summer programme...



The Shetland Folk Festival
29th April - 2nd May 2010



RockNess
Inverness
12th June - 14th June 2010



Hebridean Celtic Festival
Western Isles
14th July - 17th July 2010



The Wickerman Festival
Dumfries and Galloway
23rd July - 24th July 2010



Loopallu
Ullapool
17th September - 18th September 2010

With classical music celebrated at...



East Neuk Festival
Fife
30th June - 4th July 2010



The Lammermuir Festival
East Lothian
10th September - 19th September 2010

And jazz at...



The Northern Edge Jazz Festival
Aberdeen
8th September - 12th September 2010



The Callander Jazz and Blues Festival
1st October - 3rd October 2010

Whilst book and poetry festivals went from strength to strength with...



The Borders Book Festival
Melrose
17th June - 20th June 2010



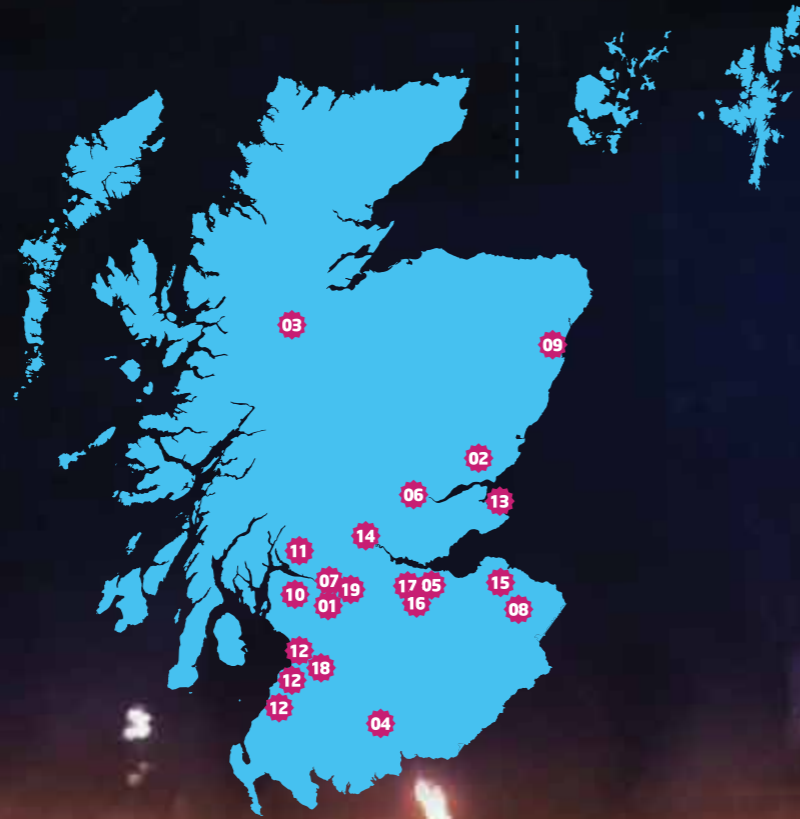
The Wigtown Book Festival
Dumfries and Galloway
24th September - 3rd October 2010



STAnza, Scotland's International Poetry
Festival, St Andrews
16th March - 20th March 2011

Winter Festivals

In winter Scotland shone with a unique programme of Winter Festivals that ran from St Andrew's Day on 30 November, through Hogmanay and on to Burns Night on 25 January...



01. A WALK THROUGH THE GLEN
GIFFNOCK

02. ANGUS ST ANDREW'S DAY FESTIVAL

03. CÈILIDHEAN NAOIMH ANNDRA /
ST ANDREW'S CÈILIDHS
ACROSS THE HIGHLANDS

04. DUMFRIES FLING 2010

05. EDINBURGH ST ANDREW'S
DAY CELEBRATIONS

06. PERTH'S ST ANDREW'S CELEBRATION
WEEKEND; PERTH ANDERMASS
MEDIÆVAL FAIR AND ST ANDREW'S
DAY BIG SING
PERTH

07. SHINDIG IN THE SQUARE 2010
GLASGOW

08. ST ANDREW'S BORDER TASTE
AWARDS & BANQUET
DUNS

09. ST ANDREW'S DAY CELEBRATIONS
ABERDEEN

10. ST ANDREW'S DAY CELEBRATIONS
RENFREWSHIRE

11. ST ANDREW'S DAY EVENT 2010
DUMBARTON

12. ST ANDREW'S DAY FESTIVAL
AYR, KIRKOSWALD, GIRVAN &
SURROUNDING AREAS

13. ST ANDREW'S FESTIVAL 2010
ST ANDREWS

14. ST ANDREW'S DAY CELEBRATIONS
STIRLING

15. THE SALTIRE
EAST LOTHIAN

16. EDINBURGH'S CHRISTMAS

17. EDINBURGH'S HOGMANAY

18. THE ROBERT BURNS
HUMANITARIAN AWARD
ALLOWAY

19. CELTIC CONNECTIONS
GLASGOW



The Winter Festival programme saw EventScotland invest an additional £486,141 of funding from the Scottish Government into 19 events across the country, including The St Andrews Festival pictured.

Creating an impact through sport

Every year Scotland delivers exciting sporting events that attract attention around the world and bring people to the country so they can experience the action close-up.

The Rat Race Urban Adventure in Edinburgh has proved a popular event over the years. The original event of its kind brought adventurers to the city to challenge themselves across the cityscape.

Scotland's position as a leading nation for adventure sports was highlighted by...



The O'Neill Cold Water Classic
Thurso, 13th April - 20th April 2010



The UCI Mountain Bike World Cup
Fort William, 5th June - 6th June 2010



The Rat Race Urban Adventure
Edinburgh, 17th July - 18th July 2010



The Tthree Wave Classic
9th October - 15th October 2010

Our expertise in delivering world championships was demonstrated with three back-to-back events in Edinburgh...



The 2010 ITU Duathlon World Championships
Edinburgh
3rd September - 5th September 2010



The IFSC Climbing World Youth Championships
Edinburgh
9th September - 12th September 2010



The FITA Archery World Cup
Edinburgh
18th September - 19th September 2010

As well as...



The Laser Radial World Championships
Largs
7th July - 25th July 2010

And...



The World Junior Curling Championships
Perth, 5th March - 13th March 2011

Other championship level events...



British Rowing Championships
North Lanarkshire, 16th July - 18th July 2010

And elite events with mass participation elements including the...



GE Strathclyde Park Triathlon
North Lanarkshire, 23rd May 2010

Whilst rugby continued to feature prominently...



The Melrose Sevens
10th April 2010



The Emirates Airline Edinburgh 7s
29th May - 30th May 2010



Engage RFL Magic Weekend
Edinburgh, 1st May - 2nd May 2010

As well as athletics...



Aviva International Match
Glasgow, 29th January 2011

And gymnastics...



Glasgow Grand Prix World Cup
18th November - 21st November 2010

Scotland's credentials and history in motorsport were highlighted this year with...



RACMSA Rally of Scotland
Stirling and Perthshire
15th October 2010 - 17th October 2010



FIM SPEA Trial World Championship
Fort William
25th June 2010 - 27th June 2010

We continued to promote Scotland as the Home of Golf through inspirational competitions as we build to hosting The 2014 Ryder Cup. These included...



The Scottish Hydro Challenge
MacDonald Spey Valley Golf Course
Aviemore, 10th June - 13th June 2010



The Open Championship The Old Course
St Andrews
15th July - 18th July 2010



The Senior Open Championship
Carnoustie
22nd July - 25th July 2010



The Aberdeen Ladies Scottish Open
Archerfield Links, East Lothian
18th August - 20th August 2010



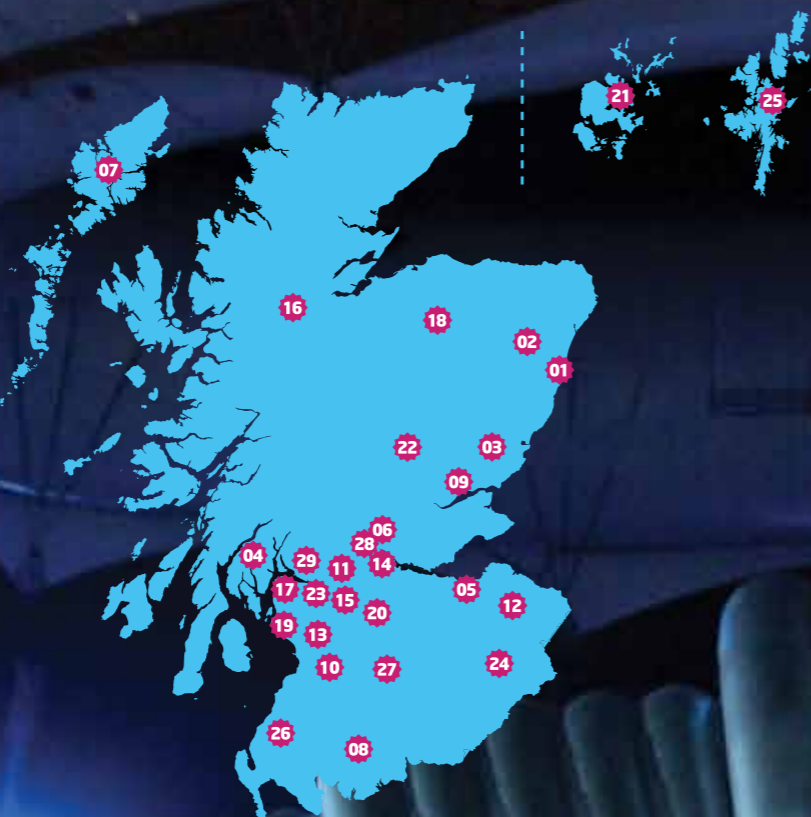
Johnnie Walker Championship PGA
Centenary Course
Gleneagles, 26th August - 29th August 2010

Games for Scotland

As well as securing and investing in sporting events that showcase Scotland's credentials ahead of the Commonwealth Games, EventScotland also supported a series of nationwide celebrations to excite people in Scotland about the Games as part of the Scottish Government's Games Legacy.

EventScotland worked with all of Scotland's local authorities and supported **29 celebratory events** timed to coincide with the flag handover ceremony in Delhi during the 2010 Commonwealth Games.

A GAMES LEGACY FOR SCOTLAND



01. ABERDEEN CITY COUNCIL
DANCE ACROSS ABERDEEN -
GET THE NORTH EAST DANCING
14/10/2010
02. ABERDEENSHIRE COUNCIL
ABERDEENSHIRE SPORTING
LEGACY CELEBRATION
14/10/2010
03. ANGUS COUNCIL
DANCING ACROSS THE NATIONS
14/10/2010
04. ARGYLL AND BUTE COUNCIL
ARGYLL & BUTE 14.10
14/10/2010
05. CITY OF EDINBURGH COUNCIL
EDINBURGH COMMONWEALTH
GAMES HANDOVER EVENT
14/10/2010
06. CLACKMANNANSHIRE COUNCIL
COMMONWEALTH GAMES
CELEBRATIONS 2010
14/10/2010
07. COMHAIRLE NAN EILEAN SIAR
SPORTS COACHING CONFERENCE
01/10/2010 - 02/10/2010
08. DUMFRIES AND GALLOWAY COUNCIL
THE COMMONWEALTH JAZZ GROUP
01/10/2010 - 03/10/2010
09. DUNDEE CITY COUNCIL
ARE YA DANCIN
29/09/2010 - 09/10/2010
10. EAST AYRSHIRE
BOLLYWOOD CEILIDH DANCE
06/10/2010
11. EAST DUNBARTONSHIRE COUNCIL
OCTOBER HOLIDAY ACTIVITY
PROGRAMME
01/10/2010 - 15/10/2010
12. EAST LOTHIAN & MIDLOTHIAN
THE LOTHIAN GAMES
13/10/2010 - 14/10/2010
13. EAST RENFREWSHIRE COUNCIL
FESTIVAL OF DANCE
01/10/2010 - 15/10/2010
14. FALKIRK COUNCIL
INDIAN DANCE & SCOTTISH
DANCE RESIDENCIES
11/10/2010 - 15/10/2010
15. GLASGOW CITY COUNCIL
REAL TO REEL
14/10/2010
16. HIGHLAND COUNCIL
DELHI DANCE WEEK
11/10/2010 - 14/10/2010
17. INVERCLYDE COUNCIL
COMMONWEALTH GAMES
FESTIVAL OF SPORT
04/10/2010 - 14/10/2010
18. MORAY COUNCIL
MORAY 2014
29/09/2010 - 14/10/2010
19. NORTH AYRSHIRE COUNCIL
NORTH AYRSHIRE
COMMUNITY GAMES
07/10/2010 - 09/10/2010
20. NORTH & SOUTH LANARKSHIRE
GET INVOLVED IN THE GAMES
14/10/2010
21. ORKNEY ISLANDS COUNCIL
COMMONWEALTH GAMES
CELEBRATION CONCERT
14/10/2010
22. PERTH AND KINROSS COUNCIL
PERTH AND KINROSS GET INVOLVED
YOUTH GAMES CAMPS
11/10/2010 - 15/10/2010
23. RENFREWSHIRE COUNCIL
GAMES FOR SCOTLAND
09/10/2010 - 14/10/2010
24. SCOTTISH BORDERS COUNCIL
BOLLY BORDERS
14/10/2010
25. SHETLAND ISLANDS COUNCIL
SHETLAND GAMES CELEBRATION
05/10/2010 - 06/10/2010
26. SOUTH AYRSHIRE COUNCIL
COMMONWEALTH MAGIC
04/10/2010 - 14/10/2010
27. SOUTH LANARKSHIRE COUNCIL
GAME ON - GET INVOLVED!
05/10/2010
28. STIRLING COUNCIL
STIRLING'S COMMONWEALTH
GAMES HANDOVER CELEBRATIONS
14/10/2010
29. WEST DUNBARTONSHIRE COUNCIL
GOLD MEDAL STANDARD
14/10/2010



Scotland's celebrations in full swing at the Delhi Commonwealth Games hand-over ceremony.

Picture Credit: Press Association

Scotland's Years of Focus

In order to maintain the momentum created by Homecoming Scotland 2009, The Scottish Government committed to a series of Years of Focus running from 2010 to 2013. These are ensuring co-ordinated national activity to spotlight some of Scotland's great assets as we journey towards 2014 and a second year of Homecoming. EventScotland has led the event related activity, investing more than £155,000 in 29 events for the 2010 focus of Food and Drink and £86,500 in events linked with the 2011 focus of Active Scotland. 2012 will see the focus on the Year of Creative Scotland and 2013 the Year of Natural Scotland.

Homecoming
Legacy

Events like the UCI Mountain Bike World Cup at Fort William attract thousands of visitors to the area each year. As well as a draw in its own right, active events like this entice many more visitors to come to Scotland to try it for themselves. Events like the World Cup were a key part of the Year of Active Scotland.

Picture Credit: Gary Williamson

Supporting the events industry



The O'Neill Coldwater Classic - the most northerly surfing championship in the world.

International Events Conference

250 representatives from the events industry attended the third EventScotland conference at Perth Concert Hall in December 2010. Delegates heard from leading figures in the events industry from across the world, providing international case studies on event delivery and offering extremely positive views on Scotland's position as one of the world's leading event destinations.

Event Team Scotland

Delivered by EventScotland and Volunteer Development Scotland, Event Team Scotland is an online database providing event organisers with an innovative resource to help encourage and secure volunteers for their events.

www.eventteamsotland.org

ScotCal

This event planning tool has been developed by EventScotland to ensure that up to date information on all types of events is held centrally. Partners across public and private organisations are adding details of their events, building ScotCal into a powerful database of events which are being used by national agencies, including EventScotland and VisitScotland, to populate event listings, websites and brochures.

SportAccord

EventScotland promoted Scotland as a leading destination for the world's best sporting events at SportAccord 2011. SportAccord is the annual gathering of influential leaders from more than 100 international sporting federations and international event owners.

Scotland House in Delhi

Scotland House was a hugely valued asset for Scotland's Commonwealth Games team, supporters and official representatives, as well as industry leaders looking to do business with Scotland. Described as a master stroke, Scotland House delivered for Scotland in Delhi and EventScotland is working to emulate this success at the 2012 Olympics in London and of course in 2014 at the Commonwealth Games in Glasgow.

Edinburgh Festivals Research

EventScotland worked with partners in the Scottish Government, City of Edinburgh Council, Creative Scotland, Festivals Edinburgh and Scottish Enterprise to fund extensive research into the collective impact of the 12 Edinburgh festivals.

The final report was published in the spring of 2011, with a top line result showing that the festivals generated £261 million of additional tourism revenue for Scotland in 2010, with the festivals also profiling Edinburgh and Scotland on the international stage.

Supported Events

NAME	START DATE	PROGRAMME	LOCAL AUTHORITIES	TOTAL PAYMENTS
MELROSE SEVENS	10/04/2010	NATIONAL	SCOTTISH BORDERS COUNCIL	£15,300.00
O'NEILL COLDWATER CLASSIC	13/04/2010	INTERNATIONAL	HIGHLAND COUNCIL	£25,000.00
GLASGOW INTERNATIONAL FESTIVAL OF CONTEMPORARY VISUAL ART	16/04/2010	INTERNATIONAL	GLASGOW CITY COUNCIL	£100,000.00
SPIRIT OF SPEYSIDE WHISKY FESTIVAL	29/04/2010	INTERNATIONAL	MORAY COUNCIL	£30,000.00
SHETLAND FOLK FESTIVAL	29/04/2010	NATIONAL	SHETLAND ISLANDS COUNCIL	£10,000.00
RFL MAGIC WEEKEND	01/05/2010	INTERNATIONAL	CITY OF EDINBURGH COUNCIL	£100,000.00
GREAT EDINBURGH RUN	02/05/2010	INTERNATIONAL	CITY OF EDINBURGH COUNCIL	£72,500.00
THREE 10s SERIES	15/05/2010	NATIONAL	DUMFRIES & GALLOWAY COUNCIL; HIGHLAND COUNCIL; MORAY COUNCIL	£11,500.00
ETAPE CALEDONIA	16/05/2010	INTERNATIONAL	PERTH & KINROSS COUNCIL	£15,000.00
PERTH FESTIVAL OF THE ARTS	20/05/2010	NATIONAL	PERTH & KINROSS COUNCIL	£14,597.22
DUMFRIES & GALLOWAY ARTS FESTIVAL	21/05/2010	NATIONAL	DUMFRIES & GALLOWAY COUNCIL	£10,000.00
STRATHCLYDE PARK TRIATHLON	23/05/2010	INTERNATIONAL	NORTH LANARKSHIRE COUNCIL	£33,500.00
BURNS AN' A' THAT! FESTIVAL	27/05/2010	NATIONAL	SOUTH AYRSHIRE COUNCIL	£25,000.00
BREWIN DOLPHIN SCOTTISH SERIES	28/05/2010	NATIONAL	ARGYLL & BUTE COUNCIL	£20,300.00
3 HARBOURS SEAFOOD FESTIVAL	28/05/2010	NATIONAL	EAST LoTHIAN COUNCIL	£8,000.00
IRB SEVENS	29/05/2010	INTERNATIONAL	CITY OF EDINBURGH COUNCIL	£95,000.00
SPRING FLING	29/05/2010	NATIONAL	DUMFRIES & GALLOWAY COUNCIL	£8,000.00
UCI MOUNTAIN BIKE WORLD CUP	05/06/2010	INTERNATIONAL	HIGHLAND COUNCIL	£85,000.00
NAIRN BOOK & ARTS FESTIVAL	05/06/2010	NATIONAL	HIGHLAND COUNCIL	£12,205.00
SCOTTISH HYDRO CHALLENGE	10/06/2010	INTERNATIONAL	HIGHLAND COUNCIL	£150,000.00
ROCKNESS	12/06/2010	INTERNATIONAL	HIGHLAND COUNCIL	£20,000.00
EDINBURGH INTERNATIONAL FILM FESTIVAL	16/06/2010	INTERNATIONAL	CITY OF EDINBURGH COUNCIL	£70,000.00
BORDERS BOOK FESTIVAL	17/06/2010	NATIONAL	SCOTTISH BORDERS COUNCIL	£18,000.00
FIMSPEA TRIAL WORLD CHAMPIONSHIP	25/06/2010	INTERNATIONAL	HIGHLAND COUNCIL	£50,000.00

PRESTWICK PROMENADE CENTENARY CELEBRATIONS	26/06/2010	NATIONAL	SOUTH AYRSHIRE COUNCIL	£5,000.00
SCOTTISH TRADITIONAL BOAT FESTIVAL	26/06/2010	DEVELOPMENT	HIGHLAND COUNCIL	£13,800.00
EAST NEUK FESTIVAL	30/06/2010	DEVELOPMENT	FIFE COUNCIL	£12,000.00
LASER RADIAL WORLD CHAMPIONSHIPS	07/07/2010	INTERNATIONAL	NORTH AYRSHIRE COUNCIL	£32,450.00
THE NORTH ATLANTIC FIDDLE CONVENTION	14/07/2010	NATIONAL	ABERDEEN CITY COUNCIL; ABERDEENSHIRE COUNCIL	£10,000.00
HEBRIDEAN CELTIC FESTIVAL	14/07/2010	NATIONAL	COMHAIRLE NAN EILEAN SIAR	£20,930.00
THE OPEN CHAMPIONSHIP 2010	15/07/2010	INTERNATIONAL	FIFE COUNCIL	£79,605.16
COWAL INTERNATIONAL YOUTH SOCCER FESTIVAL	15/07/2010	NATIONAL	ARGYLL & BUTE COUNCIL	£4,000.00
BRITISH ROWING CHAMPIONSHIPS	16/07/2010	INTERNATIONAL	NORTH LANARKSHIRE COUNCIL	£12,000.00
THE RAT RACE URBAN ADVENTURE	17/07/2010	INTERNATIONAL	CITY OF EDINBURGH COUNCIL	£30,000.00
SENIOR OPEN CHAMPIONSHIP	22/07/2010	INTERNATIONAL	ANGUS COUNCIL	£200,000.00
THE BIG TENT	22/07/2010	DEVELOPMENT	FIFE COUNCIL	£25,000.00
WICKERMAN FESTIVAL	23/07/2010	INTERNATIONAL	DUMFRIES & GALLOWAY COUNCIL	£20,000.00
SOUTHERN FRIED	30/07/2010	NATIONAL	PERTH & KINROSS COUNCIL	£10,000.00
THE DURTY TRIATHLON - BRITISH OFF-ROAD CROSS TRIATHLON CHAMPIONSHIPS	31/07/2010	NATIONAL	SCOTTISH BORDERS COUNCIL	£4,000.00
TRAQUAIR FAIR	31/07/2010	NATIONAL	SCOTTISH BORDERS COUNCIL	£4,000.00
SCOTLAND'S HOUSING EXPO	01/08/2010	INTERNATIONAL	HIGHLAND COUNCIL	£25,000.00
EDINBURGH FESTIVAL FRINGE IT PROJECT	02/08/2010	INTERNATIONAL	CITY OF EDINBURGH COUNCIL	£50,000.00
AYR FLOWER SHOW	06/08/2010	NATIONAL	SOUTH AYRSHIRE COUNCIL	£9,000.00
PIPEFEST	07/08/2010	INTERNATIONAL	CITY OF EDINBURGH COUNCIL	£20,000.00
PIPING LIVE!	09/08/2010	INTERNATIONAL	GLASGOW CITY COUNCIL	£60,000.00
WORLD DEAF GOLF CHAMPIONSHIPS 2010	09/08/2010	NATIONAL	FIFE COUNCIL	£7,000.00
FRINGE BY THE SEA	10/08/2010	NATIONAL	EAST LoTHIAN COUNCIL	£10,000.00
MARYMASS FESTIVAL	12/08/2010	NATIONAL	NORTH AYRSHIRE COUNCIL	£16,000.00
WORLD PIPE BAND CHAMPIONSHIP	14/08/2010	INTERNATIONAL	GLASGOW CITY COUNCIL	£50,000.00
CP FOOTBALL EUROPEAN CHAMPIONSHIPS	16/08/2010	INTERNATIONAL	GLASGOW CITY COUNCIL	£22,813.00

ABERDEEN LADIES SCOTTISH OPEN	18/08/2010	INTERNATIONAL	EAST LOTHIAN COUNCIL	£170,000.00
SCOTTISH SENIORS OPEN	20/08/2010	INTERNATIONAL	FIFE COUNCIL	£150,000.00
BRUCE FESTIVAL	20/08/2010	NATIONAL	FIFE COUNCIL	£25,000.00
SCOTLAND'S FESTIVAL OF HISTORY	21/08/2010	NATIONAL	SOUTH LANARKSHIRE COUNCIL	£7,000.00
BLAIR CASTLE INTERNATIONAL HORSE TRIALS	26/08/2010	INTERNATIONAL	PERTH & KINROSS COUNCIL	£20,000.00
JOHNNIE WALKER CHAMPIONSHIP AT GLENEAGLES	26/08/2010	INTERNATIONAL	PERTH & KINROSS COUNCIL	£30,000.00
COWAL HIGHLAND GATHERING	26/08/2010	NATIONAL	ARGYLL & BUTE COUNCIL	£10,000.00
MTV CRASHES...GLASGOW	01/09/2010	INTERNATIONAL	GLASGOW CITY COUNCIL	£250,000.00
DOORS OPEN DAYS	01/09/2010	NATIONAL	MULTI-AREA	£23,720.00
EDINBURGH 2010 ITU DUATHLON WORLD CHAMPIONSHIPS	03/09/2010	INTERNATIONAL	CITY OF EDINBURGH COUNCIL	£80,000.00
EDEN FESTIVAL	03/09/2010	NATIONAL	DUMFRIES & GALLOWAY COUNCIL	£5,800.00
BLAS FESTIVAL	03/09/2010	NATIONAL	HIGHLAND COUNCIL	£15,000.00
KILMARNOCK EDITION FESTIVAL	04/09/2010	NATIONAL	EAST AYRSHIRE COUNCIL	£15,000.00
NORTHERN EDGE JAZZ FESTIVAL	08/09/2010	NATIONAL	ABERDEEN CITY COUNCIL	£9,500.00
IFSC CLIMBING WORLD YOUTH CHAMPIONSHIP	09/09/2010	INTERNATIONAL	CITY OF EDINBURGH COUNCIL	£22,500.00
PARK WORLD TOUR	10/09/2010	NATIONAL	PERTH & KINROSS COUNCIL	£11,231.00
LAMMERMUIR FESTIVAL	10/09/2010	NATIONAL	EAST LOTHIAN COUNCIL	£10,000.00
EATBUTE	10/09/2010	NATIONAL	ARGYLL & BUTE COUNCIL	£7,000.00
LOOPALLU	17/09/2010	NATIONAL	HIGHLAND COUNCIL	£6,000.00
ARCHERY WORLD CUP FINAL	18/09/2010	INTERNATIONAL	CITY OF EDINBURGH COUNCIL	£110,000.00
WORLD SNOOKER OPEN	18/09/2010	INTERNATIONAL	GLASGOW CITY COUNCIL	£20,000.00
COAST TO COAST	18/09/2010	NATIONAL	HIGHLAND COUNCIL	£20,000.00
WIGTOWN BOOK FESTIVAL	24/09/2010	DEVELOPMENT	DUMFRIES & GALLOWAY COUNCIL	£25,000.00
THE CHASE	25/09/2010	NATIONAL	STIRLING COUNCIL	£10,000.00
FRASERBURGH SURF FESTIVAL	25/09/2010	NATIONAL	ABERDEENSHIRE COUNCIL	£9,300.00
JUNIOR RYDER CUP	27/09/2010	INTERNATIONAL	PERTH & KINROSS COUNCIL	£50,000.00
SCOTTISH THISTLE AWARDS	01/10/2010	NATIONAL	CITY OF EDINBURGH COUNCIL	£7,000.00
CALLANDER JAZZ & BLUES FESTIVAL	01/10/2010	NATIONAL	STIRLING COUNCIL	£6,200.00

LOCKERBIE JAZZ FESTIVAL	01/10/2010	NATIONAL	DUMFRIES & GALLOWAY COUNCIL	£4,000.00
DANCELIVE	01/10/2010	NATIONAL	ABERDEEN CITY COUNCIL; ABERDEENSHIRE COUNCIL	£4,700.00
BAXTERS LOCH NESS MARATHON & FESTIVAL OF RUNNING	02/10/2010	INTERNATIONAL	HIGHLAND COUNCIL	£30,000.00
TIREE WAVE CLASSIC	09/10/2010	INTERNATIONAL	ARGYLL & BUTE COUNCIL	£25,000.00
ROYAL NATIONAL MOD	10/10/2010	INTERNATIONAL	HIGHLAND COUNCIL	£36,000.00
RACMSA RALLY OF SCOTLAND	15/10/2010	INTERNATIONAL	PERTH & KINROSS COUNCIL; STIRLING COUNCIL;	£250,000.00
VOICES IN PAISLEY	22/10/2010	NATIONAL	RENFREWSHIRE COUNCIL	£4,000.00
TAY DESCENT	23/10/2010	NATIONAL	PERTH & KINROSS COUNCIL	£6,500.00
SCOTTISH, EUROPEAN VINTAGE & FIVE NATIONS PLOUGHING CHAMPIONSHIPS	23/10/2010	NATIONAL	SCOTTISH BORDERS COUNCIL	£5,000.00
PERTHSHIRE AMBER FESTIVAL	29/10/2010	NATIONAL	PERTH & KINROSS COUNCIL	£14,000.00
NEON - DIGITAL ARTS FESTIVAL	11/11/2010	NATIONAL	DUNDEE CITY COUNCIL	£10,000.00
GLASGOW GYMNASTICS GRAND PRIX WORLD CUP	18/11/2010	INTERNATIONAL	GLASGOW CITY COUNCIL	£45,000.00
LENNOXLOVE BOOK FESTIVAL	19/11/2010	NATIONAL	EAST LOTHIAN COUNCIL	£10,000.00
CHRISTMAS LIGHT NIGHT	19/11/2010	NATIONAL	DUNDEE CITY COUNCIL	£15,000.00
LIGHTNIGHT PERTH	26/11/2010	NATIONAL	PERTH & KINROSS COUNCIL	£14,500.00
ST ANDREWS FESTIVAL	27/11/2010	NATIONAL	FIFE COUNCIL	£5,000.00
EDINBURGH'S HOGMANAY	30/12/2010	INTERNATIONAL	CITY OF EDINBURGH COUNCIL	£169,500.00
GREAT EDINBURGH INTERNATIONAL CROSS COUNTRY	08/01/2011	INTERNATIONAL	CITY OF EDINBURGH COUNCIL	£100,000.00
CELTIC CONNECTIONS	13/01/2011	INTERNATIONAL	GLASGOW CITY COUNCIL	£30,000.00
THE ROBERT BURNS HUMANITARIAN AWARD	22/01/2011	INTERNATIONAL	SOUTH AYRSHIRE COUNCIL	£10,000.00
AVIVA INTERNATIONAL MATCH	29/01/2011	INTERNATIONAL	GLASGOW CITY COUNCIL	£25,000.00
SNOWDROPS BY STARLIGHT	10/02/2011	NATIONAL	FIFE COUNCIL	£10,000.00
GLASGOW FILM FESTIVAL	17/02/2011	INTERNATIONAL	GLASGOW CITY COUNCIL	£25,000.00
WORLD JUNIOR CURLING CHAMPIONSHIPS	05/03/2011	INTERNATIONAL	PERTH & KINROSS COUNCIL	£25,000.00
INVERNESS HALF MARATHON	13/03/2011	NATIONAL	HIGHLAND COUNCIL	£4,000.00
STANZA	16/03/2011	NATIONAL	FIFE COUNCIL	£14,000.00
GLASGOW INTERNATIONAL COMEDY FESTIVAL	17/03/2011	INTERNATIONAL	GLASGOW CITY COUNCIL	£30,000.00

£3,797,951

IT IS IMPORTANT TO NOTE THAT THE EVENTS LISTED WERE STAGED IN 2010 AND 2011, BUT THE TOTAL INVESTMENT MADE BY EVENTSCOTLAND WAS, IN MOST OF THESE CASES, SPREAD OVER A LONGER PERIOD.

Partner Organisations

3 HARBOURS ARTS FESTIVAL	CLACKMANNANSHIRE COUNCIL	FESTIVALS EDINBURGH	MIDLOTHIAN COUNCIL	RYDER CUP EUROPE LLP	STIRLING COUNCIL
ABERDEEN ART GALLERY	CLYDE CRUISING CLUB	FIFE COUNCIL	MOMEDIA LTD	RYPECO PROMOTIONS LTD	SUPER LEAGUE EUROPE LTD
ABERDEEN CITY COUNCIL	COMHAIRLE NAN EILEAN SIAR	FORESTRY COMMISSION SCOTLAND	MORAY COUNCIL	SAIL INVERCLYDE LTD	THE CAMANACHD ASSOCIATION
ABERDEEN PERFORMING ARTS	COWAL HIGHLAND GATHERING	FRINGE BY THE SEA LIMITED	MOUNT STUART TRUST	SCOTTISH 6 DAY EVENT	THE DURTY TRIATHLON
ABERDEENSHIRE COUNCIL	DADA EVENTS LTD	GARDENING SCOTLAND	MTV NETWORKS EUROPE	SCOTTISH BORDERS COUNCIL	THE GLENEAGLES HOTEL
AN COMUNN GAIDHEALACH	DAVE REED	GLASGOW CITY COUNCIL	NAIRN BOOK & ARTS FESTIVAL LTD	SCOTTISH BORDERS FOOD NETWORK	THE LAMP OF LOTHIAN TRUST
ANGUS COUNCIL	DETAIL (EVENTS) LTD	GLASGOW CITY MARKETING BUREAU	NO FUSS EVENTS	SCOTTISH BORDERS TRIATHLETES	THE SCOTTISH CHAMPIONSHIP PLOUGHING ASSOCIATION
ARGYLL & BUTE COUNCIL	DIALOGUE MARKETING	GLASGOW CONCERT HALLS	NORTH AYRSHIRE COUNCIL	SCOTTISH CANOE ASSOCIATION	THE SCOTTISH CIVIC TRUST
ASSEMBLY DIRECT LTD	DUMFRIES AND GALLOWAY ARTS (DG ARTS)	GLASGOW FILM THEATRE	NORTH LANARKSHIRE COUNCIL	SCOTTISH CIVIC TRUST	THE TOUR OF BRITAIN
AYR FLOWER SHOW	DUMFRIES AND GALLOWAY ARTS FESTIVAL	GLASGOW INTERNATIONAL FESTIVAL OF CONTEMPORARY VISUAL ART	NORTH LANARKSHIRE LEISURE LTD	SCOTTISH COMEDY AGENCY LTD	THE WICKERMAN FESTIVAL
AYRSHIRE HORTICULTURAL SOCIETY	DUMFRIES AND GALLOWAY COUNCIL	GLASGOW INTERNATIONAL PIPING FESTIVAL LTD	NOVA INTERNATIONAL LTD	SCOTTISH DISABILITY SPORT	TRAQUAIR FAIR LIMITED
BAXTERS LOCH NESS MARATHON & FESTIVAL OF RUNNING	DUNDEE CITY COUNCIL	GLASGOW LIFE	O'NEILL EUROPE	SCOTTISH FARMERS MARKETS PARTNERSHIP	TRIBE OF GALLOWAY LTD
BBC HAYMARKET EXHIBITIONS LTD	DUNFERMLINE DELIVERS	HEBRIDEAN CELTIC FESTIVAL TRUST	ORKNEY INTERNATIONAL SCIENCE FESTIVAL	SCOTTISH GOVERNMENT	TURRIFF DISTRICT AGRICULTURAL ASSOCIATION
BEYOND PROMOTION	DUNOON & COWAL BUSINESS ASSOCIATION	HIGHLAND COUNCIL	ORKNEY ISLANDS COUNCIL	SCOTTISH ORIENTEERING ASSOCIATION	UCI - INTERNATIONAL CYCLING UNION
BLAIR CASTLE ESTATE	EAST AYRSHIRE COUNCIL	HORSECROSS ARTS LTD	PAISLEY FESTIVAL COMPANY LTD	SCOTTISH RUGBY UNION PLC	UK ATHLETICS LTD
BORDERS BOOK FESTIVAL	EAST DUNBARTONSHIRE COUNCIL	IMG UK LTD	PARAGRAPH PUBLISHING LTD	SCOTTISH TRADITIONAL BOAT FESTIVAL	UK SPORT
BRITISH GYMNASTICS	EAST LOTHIAN COUNCIL	INTERACTIVE TAYSIDE	PERTH & KINROSS COUNCIL	SHETLAND FOLK FESTIVAL SOCIETY	UK SURF PROMOTIONS LTD
BRITISH MOUNTAINEERING COUNCIL	EAST NEUK FESTIVAL	INTERNATIONAL LASER CLASS ASSOCIATION	PERTH FESTIVAL OF THE ARTS LIMITED	SHETLAND ISLANDS COUNCIL	ULLAPOOL BOOK FESTIVAL
BRITISH ROWING LTD	EAST RENFREWSHIRE COUNCIL	INTERNATIONAL MOTOR SPORTS	PERTH ICE RINKS (1988) LTD	SHETLAND TALL SHIPS	UNIQUE EVENTS LTD
BRITISH TRIATHLON FEDERATION	EDINBURGH & DISTRICT MOTOR CLUB LTD	INTERNATIONAL TRIATHLON UNION	PGA EUROPEAN TOUR	SIGMA COMMUNICATIONS AND MARKETING LTD	UNIVERSITY OF ABERDEEN
BURNS FESTIVAL LTD	EDINBURGH ART FESTIVAL	INVERCLYDE COUNCIL	R&A CHAMPIONSHIPS LTD	SOUTH AYRSHIRE COUNCIL	WALLACE HILL EVENTS
BUSINESSCLUB SCOTLAND	EDINBURGH INTERNATIONAL FILM FESTIVAL LTD	KA LEISURE	RARE MANAGEMENT LTD	SOUTH LANARKSHIRE COUNCIL	WEST DUNBARTONSHIRE COUNCIL
BUTTERSTONE MANAGEMENT & EVENTS	EDINBURGH LEISURE	L & M EVENTS	RAT RACE (EVENTS) LTD	SOUTH LANARKSHIRE LEISURE LTD	WIGTOWN FESTIVAL COMPANY
CALEDONIAN CONCEPTS LTD	ELPHINSTONE INSTITUTE	LADIES EUROPEAN TOUR	RENFREWSHIRE COUNCIL	SPIRIT OF SPEYSIDE WHISKY FESTIVAL LTD	WORLD CURLING FEDERATION
CALLANDER JAZZ & BLUES FESTIVAL LTD	FALKIRK COUNCIL	LANARK MEDIEVAL SOCIETY	ROCKNESS LTD	SPORTACCORD	WORLD SNOOKER LTD
CAMBO ESTATE	FALKLAND HERITAGE TRUST	LENNOXLOVE BOOK FESTIVAL	ROYAL CALEDONIAN CURLING CLUB	SPORTSCOTLAND	WSM SPONSORSHIP LTD
CARRBRIDGE AHEAD	FÈISEAN NAN GAIDHEAL	MAGNERS GLASGOW INTERNATIONAL COMEDY FESTIVAL	ROYAL HIGHLAND & AGRICULTURAL SOCIETY OF SCOTLAND	SPRING FLING	
CAWDOR CASTLE LTD	FESTIVAL FRINGE SOCIETY LTD	MELROSE RUGBY FOOTBALL CLUB	ROYAL SCOTTISH PIPE BAND ASSOCIATION	ST ANDREWS FESTIVAL LTD	
CITY OF EDINBURGH COUNCIL	FESTIVALS AND EVENTS INTERNATIONAL		ROYAL YACHTING ASSOCIATION	STANZA: SCOTLAND'S POETRY FESTIVAL	
CITYMOVES DANCE AGENCY					

THIS IS AN INDICATIVE LIST DEMONSTRATING THE RANGE OF ORGANISATIONS EVENTSCOTLAND WORKED WITH IN THIS YEAR.

EventScotland

5th Floor, Ocean Point One

94 Ocean Drive

Edinburgh EH6 6JH

Email: information@EventScotland.org

Tel: +44 (0) 131 472 2313

Photography

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