



Forever Edinburgh

Content plan 2024/25

Spring

CONTENT OBJECTIVE:

Highlight Edinburgh's rich artistic and cultural offerings, showcasing festivals, galleries, theatres and cultural events. Encourage visitors to immerse themselves in the city's vibrant food and drink scene and explore how Edinburgh has been an inspiration to writers and authors for centuries.

APRIL 2024

ART AND CULTURE

MAY 2024

FOOD AND DRINK

MARCH 2025

FAME AND FORTUNE
(film, literature, arts)

Summer

CONTENT OBJECTIVE:

Encourage visitors to engage in eco-friendly outdoor activities while fostering an appreciation for Edinburgh's natural beauty and environmental initiatives. Highlight the range of family-friendly and wellbeing and immersive experiences that are available in the city.

JUNE 2024

SUSTAINABILITY, ENVIRONMENT
AND OUTDOORS

JULY 2024

FAMILY-FRIENDLY

AUGUST 2024

WELLBEING

Autumn

CONTENT OBJECTIVE:

Explore Edinburgh's fascinating history and heritage, featuring guided tours, historical landmarks, and cultural events. Delve into the city's darker side with ghost tours and spooky attractions while also highlighting its lively music and entertainment scene.

SEPTEMBER 2024

HISTORY AND HERITAGE

OCTOBER 2024

DARK EDINBURGH

NOVEMBER 2024

MUSIC AND
ENTERTAINMENT

Winter

CONTENT OBJECTIVE:

Celebrate Edinburgh's festive spirit, showcasing seasonal delights such as Christmas markets, holiday events, and traditional festivities. Highlight new attractions and developments in the city while inviting visitors to indulge in luxury experiences that make Edinburgh a premier winter destination.

DECEMBER 2024

FESTIVE

JANUARY 2025

NEW IN
EDINBURGH

FEBRUARY 2025

LUXURY