



United Nations
Educational, Scientific and
Cultural Organization

Creative Cities Network

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Edinburgh

UNESCO City of Literature



Not only is Edinburgh the home of many world-famous contemporary authors, but it also boasts many historic literary legends such as Sir Arthur Conan Doyle, the creator of Sherlock Holmes, Sir Walter Scott, the author of *Ivanhoe* and *Rob Roy* and Robert Louis Stevenson, who wrote *Jekyll and Hyde* and *Treasure Island*.

According to preliminary estimates, Edinburgh, UNESCO City of Literature is expected to generate approximately £2.2m a year for the city and £2.1m to the rest of Scotland, in terms of income from hosting major new festivals, events and conferences in the city, higher levels of tourism and relevant book sales.

Fast Facts

- The current direct economic benefit derived from the Scottish publishing industry is estimated at £245 million supporting 2,000 employees (statistical survey, 2001-2002, covering 60 Scottish publishers).
- Important literary organizations at a blink: Scottish Arts Council, Edinburgh International Book Festival, Scottish Publishers Association, National Library of Scotland, Scottish Book Trust, Scottish Poetry Library, Scottish Storytelling Centre, City of Edinburgh Council Libraries, Scottish Enterprise, Scottish Enterprise Edinburgh, Lothians, Glasgow City Council Libraries.

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UNESCO City of
Literature

A gateway for literature

- Edinburgh is host to 50 publishing houses,



including Canongate Books, Mainstream and Birlinn with its Polygon imprint.

- The International Book Festival – works with a range of partners from both the public and commercial sectors to enhance the profile and effectiveness of Literature in the city.
- The city enjoys a rich heritage of world-renowned great writers, running from Scott and Stevenson (and including a host of locales and settings such as Waverly which are associated with them) through to a very active and exciting contemporary scene, including writers like Ian Rankin and Irving Walsh.
- In the recent past, there has been a developing focus for literary activity around the Royal Mile, including developing literary quarter that is home to the Writers' Museum, Makar's Court, the Scottish Poetry Library, the Scottish Centre for the Children's Book and the Scottish Storytelling Centre, with the Central Library, the National Library for Scotland and Canongate publishers. John Campbell – a Scotsman and the first person to publish a regular newspaper in America, the Boston Newsletter.

Economic Impact

Figures from VisitScotland's Tourism in Edinburgh fact sheets 2002 estimate that there were 692,300 business or conference trips to Edinburgh in 2002, generating expenditure of £161 million. The City of Literature designation is expected to increase the business/conference market by 0.5%. This would generate around 2,800 additional visitors to the city per annum and expenditure of just over £800,000.

Platform for publishing

- Writers' Residencies in hospitals, retirement homes, schools around the city.
- Edinburgh International Book Festival hosts "UNESCO Cities of Literature Inaugural Seminar" – brought together delegates from Krakow, Alexandria, Amsterdam and Vancouver to plan

projects and exchanges as a means to develop the “Cities of Literature” network.

- Edinburgh hosts the first Man Booker International Prize in June 2005. Partnership with Orange, the Scottish Book Trust, the Scottish Arts Council, Arts & Business Scotland and the LIST Glasgow and Edinburgh Events Guide to publish 100 Best Scottish Books of all time, allowing public to vote. Also published *The Literary Traveler* and *The Edinburgh Literary Companion*.

