



SCOTCH WHISKY THE EXPERIENCE

The Scotch Whisky Experience is a five-star visitor attraction located at the top of Edinburgh's Royal Mile, next to Edinburgh Castle. Fully guided, accessible tours educate and inspire visitors about Scotch whisky, covering all aspects of whisky making, the landscapes of the whisky producing regions, and Scotch whisky appreciation.

Visitors discover how single malt Scotch whisky is produced, a process unchanged through the centuries, followed with an immersive 180° presentation of Scotland's dramatic countryside, featuring the five whisky producing regions. The art of blending is revealed in the 1870s blender's sample room, and a final guided whisky tasting takes place within the spectacular vault containing one of the world's largest collections of Scotch whisky.

ESTABLISHED
1988

A Sensational Journey

KEY FACTS

The Scotch Whisky Experience was opened in 1988, when 19 individual Scotch whisky companies jointly invested £2m to create a showcase for the Scotch whisky industry to international visitors.

Since 2009 the experience has undergone a £8.5m upgrade across all departments, incorporating the priceless Diageo Clive Vidiz Whisky Collection, comprising 3,384 historic bottles of whisky, glowing within a marble and glass vault.

A £3m investment is underway in 2023 to create a dramatic new element to the tour experience.

An interactive exhibition, not a working distillery, The Scotch Whisky Experience represents the Scotch whisky distillers companies, making it the ideal first stop for budding whisky enthusiasts.

Different tour experiences are offered depending upon level of interest and expertise – ranging from the Silver Tour through to the luxury evening Platinum Tour.

The “Tasting Tales” and “Taste of Scotland” experiences offer a Scottish blend of whisky and cuisine showcasing Scotland’s wonderful larder matched with Scotch whiskies.

Amber Restaurant and Whisky Bar provides sumptuous and modern Scottish cuisine in a stylish relaxed environment.

The Scotch Whisky Experience has many events spaces, perfect for corporate events, private celebrations, weddings, and of course, whisky tastings.







Accessibility

The entire building is fully accessible.

The tour is available in 20 languages – Audio guides are available in English, Gaelic, French, German, Spanish, Dutch, Portuguese, Italian, Polish, Swedish, Czech, Japanese, Russian, Mandarin, Cantonese, Korean, Hindi, Brazilian Portuguese – those underlined are also offered with subtitles. The final two languages, British Sign Language and American Sign Language are available on individual digital devices.

1988 – 2023

Having operated for over three decades, the Scotch Whisky Experience continues to grow and develop, investing operating profits back into the visitor experience via an ongoing programme of refurbishments and improvements.

-  2022 visitor numbers: 337,000 touring
-  Visitor numbers since opening – 8.5 million
-  Number of drams served – 9.7 million
-  Investments in the attraction development – £15.5 million (+£3 million 2023)

Green Tourism

We are passionately committed to the Green Tourism scheme and becoming more sustainable to lessen our impact on the environment. We recognise that our operations have an impact on the local, regional and global environment. Through policies, education and partnerships we work to constantly measure and improve our ecological credentials and retain our Gold Green Tourism award.

ACCOLADES AND AWARDS OVER THE PAST DECADE

- Accredited Living Wage Employer – from 2018–2023
- Edinburgh Chamber of Commerce, Business Awards – Service Excellence – finalists 2023
- International Elite 100 – Private and Corporate event of the year – winner 2023
- VisitScotland – Scottish Thistle Awards – Food Tourism Award – finalist 2022
- TripAdvisor – Travellers’ Choice Award – Amber Restaurant & Scotch Whisky Experience 2022
- Food Awards Scotland – Amber Restaurant – finalist 2022
- Susan Morrison – CEO of the year, Scottish Women’s Awards, 2022
- VisitScotland – 5* Visitor Attraction 2022
- Green Tourism Business Scheme – Gold 2019 (awaiting accreditation)
- Taste our Best – Amber Restaurant 2022
- Best Attraction 2021 UK & Ireland – Tiqets, Remarkable Venue Awards – winner 2021
- Edinburgh Chamber of Commerce Business Awards – Service Excellence finalist 2020
- TripAdvisor – Certificate of Excellence Amber Restaurant & Scotch Whisky Experience 2013–2019
- ASVA Award – Best Marketing Campaign – winner 2018
- Euan’s Guide – Venue of the year – accessibility – regional winner for Scotland 2018
- The Business Awards – Best Private & Corporate Events – winner 2016
- Scottish Event Awards – Best Unique Venue – winner 2016
- Distillery Experience Awards – ‘Best Retail Experience’ – winner 2015
- Bookatable – Best Restaurant Award – winner 2016
- The Business Awards – best speciality attraction 2015
- Distillery Experience Awards – ‘Best Retail Experience’ – winner 2015
- Distillery Experience Awards – ‘Best Educational Experience’ – winner 2014
- British Travel Awards – ‘Best Leisure Attraction’ – Bronze Medal 2014
- Icons of Whisky – ‘Best Whisky Attraction’ – winner 2013



PERSONNEL

The Scotch Whisky Experience employs 90 members of staff

KEY PERSONNEL

Susan Morrison, Chief Executive

Julie Trevisan Hunter, Marketing Director

Angela Dineen, Operations Director

Jamie Marwick, Finance Director

Ross Morris, Head of Facilities & IT

Wendy Neave, Head of Events & Hospitality

Pietro Cecchini, Head of Business Development

Gillian Beaton, Senior Marketing Manager

Lucy Hawk-Walker, Head of Retail

Claire Crerand, Head of Visitor Experience

Lenka Whyles, Senior Visitor Experience & Tastings Manager

Malcolm Leask, Chairman

KEEPERS OF THE QUAICH

Many of our senior team have been recognised for their long service to the whisky industry by being inducted as 'Keepers of the Quaich'.

Masters of the Quaich

-  Susan Morrison
-  Julie Trevisan-Hunter
-  Alastair McIntosh (Founder)

Keepers of the Quaich

-  Angela Dineen
-  Lenka Whyles

PARTNERSHIPS

Our industry-wide expertise in Scotch whisky is frequently called upon, resulting in a number of partnerships, speaker events and collaborations.

- Route Development Fund – partnership with Edinburgh Airport
- China Ready – Edinburgh Tourism Action Group – founding partner
- Scotland Food & Drink – launch of annual “fortnight” & PR
- Seafood Scotland – VIP media event whisky tasting
- Forever Edinburgh / VisitScotland / VisitBritain – press visits, VIP entertainment

HOST VENUE – EDINBURGH’S SPIRITUAL WHISKY HOME

We are the ongoing host venue for many prestigious sector-wide whisky and spirits challenges as a “home from home” for much of the whisky sector.

- ISC – International Spirits Challenge – 2010 – 2023
- IWSC – International Wine & Spirits Challenge – May 2021
- People’s Awards (whisky) – November 2021
- Worshipful Company of Distillers – 2018 – 2022
- Spirit of Speyside Whisky Festival – 2016 – 2022



LEADERSHIP IN WHISKY TOURISM

Our senior leadership team lead has decades of experience in Scottish tourism and Scotch whisky and we are represented on a number of tourism bodies

Susan Morrison

Chair- Distillery Visitor Centers
Castlehill Partnership

Julie Trevisan-Hunter

Board – Edinburgh Capital Group
Founding Member ETAG / China Ready
Royal Mile – business network champion

Pietro Cecchini

Board – SITE Scotland (Society for Incentive Travel Excellence)
Board – Scotland's Heritage

EXPERTISE AND LEARNING JOURNEYS

We are often approached to share our knowledge and experience with tourism bodies from all over the world.

- Stockholm Archipelago project
- Pisco producers of Peru
- Tasting for VisitScotland's travel trade global event – VisitScotland Reconnect
- Training for North American Signature travel agents
- Belgian brewers' association learning journey
- Swedish tourism learning journey – accessibility
- Japanese distillers learning journey

