



## 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*

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## 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.

In 2023 an investment of £3.5m created a dramatic new addition to the tour experience taking visitors from the origins of Scotch, through production to the magic of maturation, seen like never before, from inside the cask itself.

An interactive exhibition, not a working distillery, The Scotch Whisky Experience represents the Scotch whisky distillers' companies, making it the ideal first stop for visitors keen to learn more about our national drink.

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, French, German, Spanish, Dutch, Portuguese, Italian, Polish, Swedish, Czech, Japanese, Russian, Mandarin, Cantonese, Korean, Hindi, Brazilian Portuguese, Gaelic – those underlined are also offered with subtitles. The final three languages, British Sign Language, and American Sign Language are available on individual digital devices. We also offer International Sign.

## 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.

-  2023 visitor numbers: 401,000
-  Visitor numbers since opening – 9 million
-  Investments in the attraction development – £19 million

## Green Tourism

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

We are one of only three venues in Edinburgh to be accredited with a Gold award in both Green Tourism and Green Meetings.

## ACCOLADES AND AWARDS OVER THE PAST DECADE

- VisitScotland – 5\* Visitor Attraction 2023
- Accredited Living Wage Employer, 2018–2024
- Taste our Best – Amber Restaurant 2023
- Green Tourism Gold Award 2024
- Green Meetings Gold Award 2024
- Edinburgh Chamber of Commerce, Business Awards – High Growth Business – winner 2024
- Edinburgh Chamber of Commerce, Business Awards – Service Excellence – finalist 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 2020–2023
- TripAdvisor – Certificate of Excellence Amber Restaurant & Scotch Whisky Experience 2013–2019
- Food Awards Scotland – Amber Restaurant – finalist 2022
- Susan Morrison – CEO of the year, Scottish Women's Awards, 2022
- Tiqets, Remarkable Venue Awards – Best Attraction UK & Ireland – winner 2021
- Edinburgh Chamber of Commerce Business Awards – Service Excellence finalist 2020
- 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



## PERSONNEL

The Scotch Whisky Experience employs 90 members of staff

## LEADERSHIP TEAM

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

Lenka Whyles, Senior Specialist Tours and Tastings Manager

Iona Dudley, Head of Finance

Liz Hodnet, Senior Events and Hospitality Manager

Ali Baxter, Head of Visitor Experience

Elizabeth McGrath, Bookings and Events Manager,  
(Chair, shadow leadership team)

Annika Schneider, PA to CEO

## NON-EXECUTIVE DIRECTORS

Malcolm Leask, International Beverage - Chairman

Ken McKinlay, William Grant & Sons Ltd

Jane Graham, Edrington

Richard Paterson, Whyte & Mackay Ltd

Sandy Hyslop, Chivas Brothers

Ian Smith, Diageo

## 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.

- Travel / transport partnerships - Edinburgh Airport, Lufthansa, Scotrail.
- China Ready - Edinburgh Tourism Action Group - founding partner
- Scotland Food & Drink - launch of annual "fortnight" & PR
- Training provider partnerships for The Scotch Whisky Association and many distillers companies.
- 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 - 2024
- IWSC - International Wine & Spirits Challenge, May 2021
- People's Awards (whisky), November 2021
- Worshipful Company of Distillers, 2018 - 2024
- Spirit of Speyside Whisky Festival, 2016 - 2022







## LEADERSHIP IN WHISKY TOURISM

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

### **Susan Morrison**

Napier University – Tourism, Hospitality, Festival & Events Industry Advisory Board

Living Wage Scotland – Hospitality & Tourism Steering Group

Castlehill Partnership – Founding Member

### **Julie Trevisan-Hunter**

Edinburgh Capital Group – Board Member

Business Champion Network, The Royal Mile – Representative

### **Pietro Cecchini**

Scotland's Heritage – Board Member

SITE Scotland (Society for Incentive Travel Excellence) – Board Member

## EXPERTISE AND LEARNING JOURNEYS

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

- Consejo Regulador del Tequila
- 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

## MEDIA AND PRESS

Keep up to date with our latest [news](#) and developments

Use our media bank of [images](#)

