



## 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.

Take a look at our culture statement and values [here](#).

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 spring 2025, we completed a £750k restoration project, protecting and renewing the fabric of our B-listed building.

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 “Taste of Scotland Tour”.

Our 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 and this year, 2026, celebrates its 25th anniversary.

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 wheelchair accessible.

The tour is available in the following 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, Vietnamese – those [underlined](#) are also offered with subtitles. British Sign Language, American Sign Language and International Sign are available on individual digital devices. Our Access Guide can be found [here](#).

## 1988 – 2025

Having operated for nearly four 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.

-  2025 visitor numbers: 358,000
-  Visitor numbers since opening – 9.7 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 the only visitor attraction in Scotland to hold a Gold award in both Green Tourism and Green Meetings.

# ACCOLADES AND AWARDS OVER THE PAST DECADE

- Whisky Magazine Hall of Fame – Susan Morrison, CEO – 2025
- ASVA Rising Star 2025 – Finalist
- Accredited Living Wage Employer, 2018-2025
- Green Tourism Gold Award 2025
- Green Meetings Gold Award 2025
- World Drinks Awards – Icons of Whisky 2025 – Visitor Attraction of the Year – Winner
- VisitScotland – National Scottish Thistle Awards – Best Visitor Attraction – Winner 2024
- Scottish Whisky Awards – Tourism Destination of the Year – Winner 2024
- VisitScotland – Central and East Scottish Thistle Awards: Rising Star Awards – Winner 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

## PERSONNEL

The Scotch Whisky Experience employs 91 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, EA to CEO

## NON-EXECUTIVE DIRECTORS

Malcolm Leask - Chairman

Ken McKinlay, William Grant & Sons Ltd

Richard Paterson, Whyte & Mackay Ltd

Sandy Hyslop, Chivas Brothers

Ian Smith, Diageo

Tom Castledine, Edrington

Kirsteen Beeston, Suntory Global Spirits

Jonathan Wilson, John Dewar & Sons

## KEEPERS OF THE QUAICH

Many of our senior team have been recognised for their contribution 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
- Training provider partnerships for The Scotch Whisky Association and many distillers companies.
- Forever Edinburgh / VisitScotland / VisitBritain – press visits, VIP entertainment
- Deaf Action / Deaf Festival Sponsorship

## 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.

- Paragraph Publishing - World Whisky Awards, 2004 - 2005
- ISC – International Spirits Challenge, 2010 - 2024
- Spirit of Speyside Whisky Festival, 2016 - 2022
- Worshipful Company of Distillers, 2018 - 2024
- IWSC – International Wine & Spirits Challenge, May 2021
- People's Awards (whisky), November 2021
- World Whisky Awards, 2024





## 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

Castlehill Partnership – Founding Member

### **Julie Trevisan-Hunter**

Edinburgh Capital Group – Board Member

Business Champion Network, The Royal Mile – Representative

## EXPERTISE AND LEARNING JOURNEYS

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

- Fáilte Ireland
- 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
- World Spirits Alliance

## MEDIA AND PRESS

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

Use our media bank of [images](#)

