DANISH DELIGHT

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Explore Scotland’s beautiful capital with the Edinburgh Pass

LEADING THE WAY
The BioQuarter medical centre is buzzing with innovation and talent

THREE OF THE BEST
Enjoy an exclusive taste of The Balvenie’s triple cask celebration whiskies at Edinburgh Airport

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Welcome to the latest issue of Capital magazine. The last few months have seen a number of exciting changes at Edinburgh Airport. From new domestic and international routes, the launch of our Passenger Commitments, to a completely new brand, these changes will motivate us to ensure Edinburgh Airport continues to provide the best for you, our passengers.

Last year was undoubtedly challenging, but we have entered 2013 with a renewed focus on ensuring our passengers have the best possible experience when travelling with us.

The new year brought a new look to Edinburgh Airport. We now have a fresh and exciting new brand and logo, something which blends our iconic air traffic control tower with the history of our beautiful capital city.

Passengers will already see the difference and I’m sure you will agree that our new look suits us. We have created a new identity, developed a new vision and turned our focus towards a bright future.

In this issue of Capital, we’ll explain more about our new Route Development Fund, which we’ve created to help attract new and exciting routes and airlines. We’ll give you the lowdown on our Passenger Commitments, letting you know exactly what you should expect from us, and our new Wi-Fi service, which is now up and running.

As well as being available throughout the terminal, Capital is also available on our website – edinburghairport.com – and on Lothian Buses’ excellent 100 service to the city centre.

I hope you enjoy this spring issue of Capital and will join us in looking to the future, which will no doubt be exciting.

Together, we can make Edinburgh Airport better and, as always, we’d like to hear from you about what you’d like to see in the magazine, how you’d like to receive it and what you think of this issue.

Edinburgh Airport is where Scotland meets the world!

Happy reading.

Gordon Robertson
Director of Communications

www.edinburghairport.com/feedback

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EXCITING TIMES AHEAD

COMETO COPENHAGEN!
Fly direct from Edinburgh to Denmark’s colourful capital, where you’ll find a wealth of attractions, culture and history
As the clock strikes midnight on 31 December 2013 and fireworks cascade over Edinburgh Castle, Scotland will herald the beginning of a very special year. 2014 is the year that Scotland welcomes the world. Launched and closed by the breathtaking Hogmanay celebrations at either side of the year, our small but perfectly formed country will embrace 12 months of events, anniversaries and activities from global sporting events such as the Ryder Cup at Gleneagles (26-28 September 2014) and the Commonwealth Games in Glasgow (23 July-3 August 2014) to cultural, culinary, natural and historic celebrations linked to Homecoming 2014.

It will be an awe-inspiring year with an unprecedented focus on all Scotland has to offer. Although many may be familiar with what to expect from the Ryder Cup and the Commonwealth Games, perhaps not as many will be well versed in understanding what Homecoming is and why it truly is something to be part of in 2014, whether you are from Scotland or not.

Homecoming, put simply, is a celebration of Scotland, an opportunity for those in the country to celebrate their ‘home’; for those with links to Scotland to explore their heritage; and for those outside to discover all Scotland has to offer, from the wild rugged landscapes of the Highlands to the historic urban beauty of cities such as Edinburgh, Aberdeen and Glasgow.

Events within this exceptional 12 months fall under five themes: food and drink, active, creative, natural and ancestry. From...
mass participation to small community activity, no stone will be left unturned in showcasing a plethora of Scottish culture and customs.

About 100 events were unveiled at the launch in March 2013, with hundreds more expected to be revealed before the start of this inspirational year, including many new events and established favourites with a Homecoming touch.

Brand new events include the John Muir Festival across central Scotland to herald the opening of the John Muir coast-to-coast route, the Forth Bridges Festival to mark the 50th anniversary of the iconic Forth Road Bridge, a spectacular Ryder Cup Opening Concert, the Findhorn Bay Arts Festival in Moray, the World Sheepdog Trials in Tain and the European Festival of Brass based in Perthshire.

Many existing events, including Hogmanay, Edinburgh Festivals, the Spirit of Speyside Whisky Festival, the Edinburgh Mela Festival, the Royal National MOD, the Turriff Show, the East Neuk Festival, the Orkney Nature Festival and Tweedlove Bike Festival will add new and exciting Homecoming additions to their planned programmes for 2014.

With about 50 million people around the world claiming Scottish heritage, diaspora and clan-related events form a key part of Homecoming. These include some 30 events, including commemorations to mark the 700th anniversary of the Battle of Bannockburn, the Aboyne Highland Games, the Inverness Highland Meeting 2014, the 10th Clan Munro International Gathering, the Dunfermline Bruce Festival and Piping Live!

Mike Cantlay, chairman of VisitScotland, said: “2014 will be an extraordinary year for Scotland, showcasing the country as a modern, dynamic nation with a global reach; a creative nation with a rich heritage, and an innovative nation with style and prowess.

With the Commonwealth Games in Glasgow and the Ryder Cup at Gleneagles, the eyes of the world will be firmly on Scotland and next year’s Homecoming will position us as a vibrant, interesting country with a rich history and culture.

This exceptional events programme will celebrate everything that is great about Scotland and the influential Sierra Club. His life and work has a deep resonance with many of the issues facing the environment in the 21st century. He is a Scot who had a global impact.

HOGMANAY CELEBRATIONS (DECEMBER)
As the official home of Hogmanay, Homecoming 2014 will support Scotland’s New Year’s Eve events throughout the country, launching the year that Scotland will welcome the world in a totally unique, inspirational and unforgettable way.

JOHN MUIR FESTIVAL (APRIL)
This festival across Scotland will celebrate the life of John Muir, who is seen as the father of the modern conservation movement, and as founder of America’s National Parks and the influential Sierra Club. His life and work has a deep resonance with many of the issues facing the environment in the 21st century. He is a Scot who had a global impact.

WHISKY MONTH (MAY)
Starting with the popular Spirit of Speyside Whisky Festival, taking in Edinburgh’s Whisky Stramash and the international celebrations around World Whisky Day and ending in the blissful surroundings of Feis Ile – The Islay Festival – Whisky Month will embrace hundreds of events that spread across the entire country, celebrating the world-beating quality of Scotland’s food and drink output.

BATTLE OF BANNOCKBURN (JUNE)
The Battle of Bannockburn event will be an inclusive, engaging event, representing the best that contemporary Scotland has to offer through an exploration of the past from the standpoint of a distinctively 21st-century perspective. Over three days, thousands of people will come to the site of the Battle of Bannockburn and experience an event like no other – a unique take on this turning point in Scotland’s history. From a battle re-enactment to some of the country’s best-known artists exploring what it really meant and what it still means.

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No visit to Scotland is complete without a visit to a working scotch malt whisky distillery. Steeped in history, Glenkinchie Distillery is the home of 'The Edinburgh Malt' and has been producing the 'Water of Life' since 1837. There are many highlights at the distillery, including a 20ft model of a distillery and two of the largest copper pot stills in Scotland. This year, the team is especially excited to open the fantastic new viewing gallery in one of the traditional warehouses on the site. Good things come to those who wait and here visitors can see the casks sleeping while the Glenkinchie Single Malt matures for 12 years before it is bottled to be enjoyed by the masses. Come and visit us and experience it all.

**EDINBURGH FESTIVALS (AUGUST)**
Homecoming is working with some of Edinburgh’s major festivals to support a programme of exciting and inspirational events, commissions and activity. The content is under wraps for the time being, but it promises to be something very special. The world’s greatest arts festival will welcome the world in its own inimitable style.

**FORTH BRIDGES FESTIVAL (SEPTEMBER)**
A celebration in honour of the unique and distinct, lasting impression of the Forth Bridges. Events will include a flotilla of boats along the River Forth, a torchlit procession across the Forth Road Bridge, air display, fireworks and the unique opportunity to climb to the top of the Forth Road Bridge’s main towers. The Festival will also bring spectacular events to the areas surrounding the iconic Forth Bridges to celebrate the 30th birthday of the Road Bridge.

**HIGHLAND HOMECOMING (SEPTEMBER-OCTOBER)**
Highland Homecoming is a month-long celebration of contemporary Highland culture. Beginning with the Inverness Highland Meeting and culminating with Mòd Nàiseanta Rìoghail – The Royal National Mod, it will see a huge amount of activity take place in the Highland capital, from the traditional to the cutting edge.

**RYDER CUP OPENING CONCERT (SEPTEMBER)**
A once-in-a-lifetime concert that will celebrate the best in Scotland’s music, film, fashion and culture on a global stage, is a fitting opening to one of the world’s biggest sporting events, the Ryder Cup at Gleneagles. It will feature stars from both sides of the pond.

For more information on Homecoming 2014, visit www.homecomingscotland.com
In The Heart of The City

The first aircraft with a British Airways tail, an Avro RJ100, took off from the Docklands airport on 30 March 2003 operating to Paris and Frankfurt. Now 10 years on, the airline is the biggest operator at London City, flying to 23 destinations in the UK, Europe and USA on one of the youngest aircraft fleets in the business. British Airways has a fleet of 14 new Embraer 170 and 190 aircraft, a leased Saab 2000, plus two long-haul Airbus A318 aircraft, based at London City Airport, and the airline carries more than 1.2 million passengers every year.

British Airways is celebrating 10 years of direct flights from Edinburgh to London City Airport with a year-long party for customers, colleagues and charity, that coincides with the airline’s 10th anniversary of using the Docklands airport. BA’s first flight from Edinburgh to London’s newest airport took off on 26 October 2003, and since then, the service frequency has increased to up to eight return services a day, helping BA to operate the most extensive schedule of any carrier between Scotland and London’s three principal airports – Heathrow, Gatwick, and London City.

In the year ahead, customers and colleagues will all benefit, with low fares, new routes and the chance to win a whole aircraft for a short break or a holiday for 10 guests in Ibiza.

The money raised will go to Flying Start, BA’s global charity partnership with Comic Relief. More details will be revealed later about the competitions, including a special fundraising celebrity charter flight for Flying Start in the summer. This follows the hugely successful One Direction flight from London City last year.

Luke Hayhoe, commercial manager for BA CityFlyer, said: “Our routes between London City and Edinburgh continue to prove popular with business and leisure travellers alike.

“The airport’s location, at the heart of London’s financial district, obviously makes it ideal for commuters between the Docklands and Edinburgh with its strong financial services sector.

“However, leisure passengers have become increasingly aware of just how convenient London City Airport is for those wanting to take in the sights or a West End show in the city’s Theatreland district. Our schedule between London City and Edinburgh means that we now have three services departing Edinburgh before eight in the morning. And our late evening flight from London City gives business customers the opportunity to extend their working day should they need to do so.”

In 2012, BA carried 1.4 million passengers to and from Edinburgh Airport. The airline directly employs more than 1,300 people in Scotland – 110 are flight crew and cabin crew in its City Flyer base in Edinburgh – and supports another 4,000 jobs in Scotland.

A recent report by Oxford Economics concluded that British Airways spends about £140 million a year on products and services from companies located in Scotland. British Airways passengers consume nine million litres of Highland Spring water – enough to fill nearly four Olympic-sized swimming pools – and three million packets of Walkers shortbread and biscuits in the airline’s executive lounges and aircraft.

Willie Walsh, chief executive of International Air Group (IAG), which owns British Airways and the Spanish airline Iberia, last year told the Scottish business community: “We are totally committed to flying to and from Scotland, to serve the business and tourism community, because it makes sense for us to do so.

“We will continue to fly to Scotland for as long as you want us to, and you support us.”
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Heading into the warmest and brightest months across all of Europe presents a prime opportunity to explore the continent at its most attractive. As Scotland’s leading leisure airline, Jet2.com brings the sunnier climes of Mediterranean resorts and cultural capitals within easy reach, thanks to direct flights from Edinburgh Airport.

It’s certainly true that the summer adds an extra layer of lustre to Dubrovnik. The medieval Old Town of this coastal Croatian city positively glows throughout the season, as its pearly white walls edge an azure Adriatic waterfront with a bejewelled sparkle. Passing through the narrow arch of Pile Gate is like stepping back in time, to an evocative age of cobbled streets and squares. Rustic wine bars and fragrant seafood restaurants then add another air of authenticity.

Offering yet more cultural escapades, it’s a perfect time to visit Prague too. Despite its rightful reputation for dusky Gothic artistry, the Czech capital is actually interspersed with great swathes of greenery. The fact that the grassy knolls of Petrin Hill also offer scintillating views of the sepia-toned Vltava River and spire-filled Prague Castle makes the prospect of a picnic here all the more appealing.

Such rest and recreation is always on the agenda at the beach-focused destinations that both Jet2.com and the UK’s third-largest tour operator Jet2holidays offer.

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Turkish Airlines flights from Edinburgh to Istanbul have really taken off since the four flights per week service was launched in May 2011. Passenger numbers have increased by more than 100 per cent in less than a year and, as demand continues to grow, Turkish Airlines has announced that it will run a daily service from 20 May this year. Istanbul Ataturk Airport is a great gateway from which to explore this ancient and fascinating city – or to transfer to flights to Turkey’s beautiful holiday destinations such as Bodrum, Marmaris and Antalya. It is also the heart of Turkish Airlines’ international operations – and a hub for more than 200 destinations in the Middle East, Africa and Far East, including Hong Kong, Singapore, Shanghai, Cape Town, Dubai, Mumbai, Karachi, Tokyo, Tel Aviv and Athens.

Ahmed Serhat Sari, General Manager for Turkish Airlines in Scotland, is based at Edinburgh Airport and is delighted with how the Scottish service has grown. He said: “We are very happy with the success of our Edinburgh to Istanbul service and are pleased that many Scots are not only travelling to Turkey, but also finding the convenience of using Istanbul Ataturk airport. About half of the passengers from Scotland go further afield with Turkish Airlines and enjoy the convenience and efficiency of flight connections at Istanbul Ataturk airport. “We are also attracting a lot of business travellers who, no doubt, enjoy the executive VIP business lounge facilities at Istanbul while awaiting their connections.”

This high level of service has been extended to Turkish Airlines’ aircraft on the route. After Lisbon and Dublin, Edinburgh is the third-longest European connection from Istanbul, so the airline has upgraded its fleet on the Scottish route to Boeing 737-900s, which give a more comfortable flight over longer distances. Passengers will also enjoy more leg room, state-of-the-art in-flight entertainment and, of course, the exceptional service that Turkish Airlines is renowned for.

These longer and wider-berth aircraft accommodate 16 business-class passengers and 135 economy seats, boosting capacity on the route by 20 per cent. Ahmed Serhat Sari added: “I said last year that we wanted to build the Edinburgh to Istanbul route to a daily service and this will become a reality on 20 May, thanks to our hard-working and dedicated staff. I’m very happy to keep my promise!”

The Edinburgh-Istanbul route has proved so popular that, from 20 May this year, Turkish Airlines will run flights every day.

A DAILY TASTE OF TURKISH DELIGHT

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With flights to Brussels, Copenhagen, Zurich and Manchester, the carrier’s strategy is to choose destinations in line with both business and leisure customer demand, and it is rightly proud of having retained the title of the UK’s most punctual airline during a time of great change for the business.

“We have evolved into a flexible, streamlined, nimble and forward-thinking regional airline with the ability to act quickly to launch new routes and explore new business opportunities in the sector,” said chief executive Cathal O’Connell.

This commitment has seen the airline announce a raft of new international routes in recent weeks, including services to Antwerp, Munich, Milan, Frankfurt and Hanover from a number of UK airports. It also recently announced plans to introduce flights between Bremen and Toulouse.

“Beyond continually looking to diversify our network in line with where our customers tell us they want to fly, we are looking to build on our reputation for excellence across all elements of our service going forward,” added Mr O’Connell.

“Ensuring a quality travel experience for our customers – no matter where they are flying to or from in the UK or Europe – is an integral part of our business philosophy and we want to see a return to the core values which people associate with a quality flying experience.

“We have a duty to provide customers on all our flights with a quality service and we want to ensure our customers receive a positive experience with expectations not simply being met, but exceeded.”

This includes offering complimentary food and drink on board, free 20kg hold baggage allowance and 30-minute check-in on all flights. bmi regional will continue to focus on expanding its network on key European routes, with new Scottish routes expected to be announced later this year.

For further information, visit www.bmiregional.com

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BioQuarter is Europe’s fastest-growing academic medical centre – bringing together scientists from the University of Edinburgh and NHS Lothian with commercial research companies to work together to accelerate the development of new drugs, diagnostic tools and medical devices to treat diseases.

It’s a huge enterprise and has made Edinburgh a leading European destination for translational medical research – fast-tracking drug development from “lab bench to bedside.”

By 2016, BioQuarter expects to be home to more than 2,000 researchers, working in areas such as stem cell therapy for regenerative medicine at the Scottish Centre for Regenerative Medicine, and on new therapies for multiple sclerosis and related conditions at the Anne Rowling Regenerative Neurology Clinic – created with a £10m donation from Harry Potter author JK Rowling.

BioQuarter seeks to encourage collaboration between academia, the NHS and industry, and to foster a culture of innovation, as James Wood, head of marketing and communication, explained: “In addition to finding therapies for diseases, we’re also about creating new companies from the novel medical research work at BioQuarter.

“In the past two years, we’ve spun out seven new businesses, including i2eye Diagnostics Ltd, creators of the world’s first visual field analyser for children and vulnerable patient groups.

“And there are many more companies ready to spin out in the future in areas such as oncology, drug toxicity testing and organ preservation solutions.

A key part of BioQuarter’s strategy to translate research into patient benefit is its business incubator centre, called Nine, on the BioQuarter campus, which has recently opened its doors to three new companies, bringing the total number of companies operating out of the centre to 11.

The importance of BioQuarter’s work was highlighted recently by industry expert Dr Martin Mackay, a former president of research and development at Pfizer and AstraZeneca.

He said that collaborative research environments such as BioQuarter were vital in helping Scotland to help attract, retain and develop the great talent in its life sciences community.

“This view was endorsed by Scotland’s First Minister Alex Salmond during a recent visit to the BioQuarter, who described it as a “significant boost for a sector that is growing jobs and economic opportunities in Scotland” and cited it as further proof of “Scotland’s growing reputation for excellence in life sciences”.

From the introduction of chloroform in surgery in the 19th century to the development of the world’s first commercially available multi-articulated prosthetic hand this century, Scotland has been at the forefront of medical science – and this quest for innovation continues today thanks to the work of Edinburgh BioQuarter.
BALVENIE (Triple Cask)

Celebrate Malt Master David Stewart’s 50 years at The Balvenie Distillery by raising a glass of one of his three airport exclusive single malts

The whisky industry’s longest-serving Malt Master, David Stewart, is celebrating 50 years of service at The Balvenie Distillery with three exciting expressions of his craft that are exclusive to international travellers.

Frequent flyers to and from Edinburgh can now top up their single malt Scotch whisky collections with The Balvenie Triple Cask – a new range of three expressions from the Speyside distillery.

The new range, which comprises 12-year-old, 16-year-old and 25-year-old variants, has been created exclusively for the travel retail market, providing air travellers with the opportunity to discover still more from this collection of handcrafted single malt whiskies.

David Stewart created these whiskies by combining the Balvenie that has matured in the three most traditional types of cask – first-fill bourbon, refill bourbon and sherry – in a large wooden vessel known as a marrying tun. The new expressions are made to precise recipes, refined over time, to ensure that each captures the distillery’s distinctive rich, smooth and honeyed style.

The three age expressions in the range all offer something unique:

• The Triple Cask 12-year-old is elegantly sweet and spicy, with a mellow taste of dried fruits, vanilla and cinnamon
• The Triple Cask 16-year-old delivers a rich vanilla sweetness alongside hints of toffee and gentle oak
• The Triple Cask 25-year-old is deep, rich and complex, with silky oak and spice and an exceptionally long and warming finish.

Reflecting on the release of The Balvenie Triple Cask range, David Stewart said: “The Balvenie is known for its rich, luxuriously smooth and honeyed character, so I had those flavours very much in mind when creating these whiskies.

“I nosed several hundred casks for each expression in the range, making sure we captured and brought together those special Balvenie traits that our drinkers know and enjoy.”

Ian Taylor, Global Marketing Manager Global Travel Retail William Grant & Sons, added: “This is the first time that a range of The Balvenie has been created exclusively for the travel retail market and these beautifully presented new releases are sure to catch the eye of malt whisky enthusiasts on their travels.

“It is tremendously exciting that David Stewart has produced this range in his 50th year at the distillery – he is constantly finding new ways to apply his unrivalled expertise and shows no sign of resting on his laurels.”

Three of the Best

The Balvenie Triple Cask range has an ABV of 40% and will be available at Edinburgh and other airports worldwide from April 2013.

© 2013 William Grant & Sons Ltd. The Balvenie® Handcrafted to be enjoyed responsibly.
ON THE RADAR...

EYES ON THE PRIZE
Edinburgh Airport has been named the best in Britain for passenger satisfaction – and one of the three best airports in Europe – at the Airport Service Quality (ASQ) Awards for 2012. No other British airport appears in the European shortlist, which includes Moscow Sheremetyevo, Malta, Keflavik and Zurich, and this is the second year in a row that Edinburgh Airport has featured in the top three.

RECYCLING TAKES OFF
Edinburgh Airport has exceeded the Scottish Government’s zero waste targets after recycling 82 per cent of its waste last year. In 2012, the airport sent an average of 12.3 tonnes of food waste per month to a recycling plant which helps to generate electricity. This is the same amount produced per month by more than 900 average household and has increased from 27 tonnes in 2011, with the national target being to recycle 75 per cent of all of Scotland’s waste by 2025. In addition to this, Edinburgh Airport has also been placed highest out of any UK airport in the second Carbon Redaction Commitment (CRC) Energy Efficiency League Table.

STAYING CONNECTED
Edinburgh Airport is now offering its passengers free Wi-Fi in partnership with one of its latest airlines, Virgin Atlantic Little Red. The new service will let passengers access the internet anywhere in the terminal, offering users two free hours of internet access per day and per device, whether on a mobile phone, laptop or tablet.

SIGN UP
Sign up for the new Edinburgh Airport newsletters to receive exclusive offers and competitions. You’ll also be able to keep up to date with what’s happening at Scotland’s busiest airport. You can sign up by simply going to edinburghairport.com/help/stay-up-to-date

LISTENING TO YOU
Continuing its commitment to providing great customer service, Edinburgh Airport has recently launched its Passenger Commitments, setting a new standard of service for Scotland’s busiest airport and making sure passengers have the best possible time when travelling. More than 50 on-site partners have signed up, showing just how passionate Edinburgh Airport is to providing a world-class experience. For more information, see edinburghairport.com/commitments

PARK AND FLY
If you want a hassle-free getaway, why don’t you pre-book Edinburgh Airport’s Valet Parking service Airporter? Simply drop your keys off at the Airporter parking area at the terminal and walk in. Our chauffeur will then park your car for you, and your car will be waiting in the Airporter terminal and walk in. Our chauffeur will then park your car for you, and your car will be waiting in the Airporter parking area when you return. Visit edinburghairport.com for more details.

COMING SOON
From May this year, passengers will be able to book their flights, accommodation, car parking and car hire and get all of their foreign currency at edinburghairport.com – a new one-stop shop for all your travel needs.

A BRIGHT AND WELL CONNECTED FUTURE

Edinburgh Airport is driving ahead with its plan to define itself as a successful player in the global aviation industry, having recently announced its creation of a new £15m Route Development Fund.

The announcement was made during a speech by Chief Executive Gordon Dewar to the Scottish Council for Development and Industry (SCDI) Influencers’ Dinner in January. The fund will be used to attract new airlines, drive competition and develop new routes, reinforcing Edinburgh Airport as the place where Scotland meets the world.

Since taking ownership of Edinburgh Airport in June 2012, Global Infrastructure Partners and the new management team have prioritised the development of Edinburgh’s route network.

A key figure in the renewed effort to promote Edinburgh Airport to the world’s airlines is Jonathan Rayne, newly appointed Head of Airline Business Development. Having come to Edinburgh from London Southend Airport, Jonathan will lead the drive for new and improved routes and destinations.

He said: “Our aim is to grow Edinburgh Airport as a business by providing a choice of destinations and airlines for our passengers. We want to make sure these are tailored specifically for the needs of our customers. To that end, identifying the most appropriate airline for a given route is essential.”

With new agreements having already been reached with easyJet and Ryanair, a new Turkish Airlines route to Istanbul currently flourishing, and Brussels Airlines, Air Canada and Virgin Atlantic also announcing new routes, Edinburgh Airport will offer Scottish passengers choice from an unprecedented 130 routes this summer.

The airport will be working closely with city partners, such as the City of Edinburgh Council, Edinburgh Chamber of Commerce and others, to explore how they can work together to promote Edinburgh to the world’s airlines.

Gordon Dewar said: “Creating new routes in and out of Edinburgh Airport is one of our core activities. We came to Edinburgh last summer focused on building Scotland’s connections with the world. The deals with easyJet and Ryanair alone will see almost 16 million passengers pass through Edinburgh Airport over the next five years.

“As Scotland’s busiest airport, Edinburgh is naturally hungry for more success and is committed to working hard for its passengers and providing them with the best.”

The new summer flight guide is now available. For more information, visit edinburghairport.com/flight-information/route-map
Paint the skies Little Red

Now flying Edinburgh to London.

Book at virginatlantic.com
Nearly 30 years after launching Virgin Atlantic to bring a new challenger to long-haul flying from the UK, Sir Richard Branson has now brought the fight to home turf—with the launch of the ‘Little Red’ domestic service.

Bringing a splash of red to the sky, Virgin Atlantic Little Red will see six daily round trip flights between London Heathrow and Edinburgh. Passengers will enjoy a taste of the customer service for which the company is world-renowned, with free 23kg luggage check-ins, pre-assigned seats, complimentary snacks and drinks and even hot breakfasts on early morning flights.

A series of exclusive brand partnerships have been lined up for passengers, including specially created Tyrrells crisps—‘Plane crisps’ made from miniature potatoes, a variety of exclusive miniature spirits from Bacardi Martini and Scotland’s ‘other national drink’, Irn-Bru.

Virgin Atlantic is also exploring further exciting on-board product offerings, from Krispy Kreme doughnuts to The Collective Dairy yoghurts topped with Rude Health granola.

Sir Richard Branson, Virgin Atlantic founder and president, said: “Virgin Atlantic has been on an incredible journey since we started with a single plane 29 years ago. Little Red represents the next step on that journey as we provide domestic flights that deliver Virgin Atlantic’s rock and roll spirit as well as real value for money.

“Connecting passengers onto our long haul flights means we are truly making the world a smaller place.”

There will also be early flights to serve business fliers reaching morning meetings in each city.

Virgin Atlantic currently flies 5.5 million passengers a year to 36 destinations worldwide, including locations across North America, the Caribbean, Africa, the Far East and Australia. Some of the recent additions to its flying network include Cancun, Vancouver and Mumbai.

For details on Virgin Atlantic Little Red flights, visit www.virgin-atlantic.com
Edinburgh’s most glamorous shopping street, Multrees Walk, now boasts even more international luxury fashion brands to excite the city’s discerning shoppers, thanks to the arrival of leading American luxury lifestyle brand Michael Kors, global fashion giant Hugo Boss and the world’s leading crystal jeweller Swarovski.

If you are into fashion, then make Multrees Walk your first shopping destination. Not only is it located next to Harvey Nichols – the internationally renowned ‘style icon’ fashion store – but it is also home to some of the most famous clothes and accessory brands in the world. This exclusive enclave of shops and boutiques is located a few minutes’ walk from the city centre and has been attracting the most demanding fashionistas for the past 10 years – and it’s this reputation that continues to bring more international brands to showcase their lines in this unique street in Edinburgh.

In addition to offering classic brands, Multrees Walk also promotes new and exciting fashion stars such as Reiss, G-Star, Replay and Anne Fontaine. Mums-to-be and their little ones’ fashion needs are also catered for by the French-inspired baby, children’s and maternity retailer JoJo Maman Bébé.

Another recent addition to Multrees Walk is Castle Galleries, which will also provide inspiration with its stunning collection of original fine art, limited edition prints, sculpture and art-inspired accessories.

With all this fashion, there is also plenty of opportunity to accessorise, with stylish footwear from Kurt Geiger, Daniel Footwear and Sole; flattering lingerie from Bravissimo and Pepperberry; gorgeous jewellery from Links of London and Pandora; and exclusive ranges of pens and stationery from the Pen Shop.

While Sassoon Studio is on hand to provide some pampering, the award-winning Vincaffe – run by the renowned Italian delicatessen group Valvona & Crolla – provides a relaxing venue for coffee or to meet up with friends for lunch. And what could be more stylish to finish off your retail therapy than enjoying a cocktail at Harvey Nichols’ fourth-floor restaurant, bar or brasserie overlooking Edinburgh’s dramatic skyline?

If you want to define luxury shopping in Edinburgh, just take a stroll down Multrees Walk: you’ll find a shopping experience that is second to none.

Dedicated followers of fashion can’t afford to miss a visit to Multrees Walk, where they’ll be tempted by top designers such as Hugo Boss, Michael Kors and Calvin Klein.
Fear is a funny thing – so if you like your laughs served up with a frisson of fright, then head for the new-look Edinburgh Dungeon.

The Edinburgh Dungeon brings the capital’s murkiest history back to life, with an exciting mixture of live actors, special effects and two hair-raising rides.

Marketing executive Natalie Rowan said: “The tour of the Dungeon is a lot of fun and, yes, we occasionally make our visitors jump – but they laugh about it afterwards. Despite the imagery and information we’ve used in the past being quite grisly and scary, we’ve always been funny as well. That’s why we’re refreshing the experience to make it clear that we’re a scary/fun place and not a terrifying place to visit.”

The Dungeon’s ‘residents’ are also undergoing a makeover, with new movie industry make up that looks very realistic.

Natalie said: “We have a great product and now it looks better than ever. Without giving too much away, Dr Knox’s Anatomy Theatre – part of our Burke and Hare experience – is getting some new inhabitants this year that will tickle our customers. And I mean really tickle them where they least expect it!”

The capital’s scariest place is also a bundle of laughs!

FUN AND FRIGHTS AT THE EDINBURGH DUNGEON

The ultimate thrill-filled journey through Scotland’s murky past.
There’s a real summer of surprises ahead in Edinburgh — and many of them are to be found at Hamilton & Inches, the Jeweller and Silversmith at 87 George Street, in the heart of the capital.

Lovers of elegant timepieces, of the rather larger variety, are in for a real treat in May. Hamilton & Inches are hosting a long-case clock exhibition at their showroom in George Street, Edinburgh, where they will offer for sale some of the most accurate timepieces — known as regulators — that are currently available.

It’s the first time such a collection — some historic and others new — will have been seen together and, said company managing director Stephen Paterson, it’s the first such exhibition Hamilton & Inches have hosted in his 34 years with the firm.

“It’s a selling exhibition in association with a new regular manufacturer, Jonathan Flower, and is the first opportunity for our customers to see his work. He is bringing three new regulators — all British made using traditional techniques. The clocks that will be on display — from 6-11 May — are selling from £9,500 to £50,000 and they are all exquisite.”

He added: “We hold a Royal Warrant to HM The Queen as Silversmiths and Clock Specialists, and although many people have seen our silverware, this is a great opportunity to display the clock side of the business.”

Hamilton & Inches is one of the few remaining jeweller retailers with silversmithing facilities quite literally above the shop.

Later in May, Hamilton & Inches will launch their sparkling new collection of jewellery in diamond and coloured gems. Stephen said: “We are very excited about the new collection, which is all made to our own designs and ranges in price from £1,650 to £12,000. The diamond collection is called Signature, and comprises diamond set pieces primarily in 18ct white gold, with some set in rose gold. Flora is the coloured gem stones collection, in a floral design set in 18ct white or yellow gold.”

Stephen added: “In 2012, we celebrated 60 years at 87 George Street. The building used to be a town house, and at the back was a walled garden — hence the reference to Flora.”

Later in the summer, Hamilton & Inches will open its brand-new Rolex room, dedicated to the iconic wristwatch brand that has become highly popular for both men and women. When complete, it will be one of the largest — and best equipped — Rolex rooms anywhere in the UK.

Stephen said: “Not only will the new room extend our Rolex offering substantially, but we will also have a fully-trained Rolex technician working in-house, who will be able to advise and deliver the individual requirements of our customers.”

For golf lovers, there’s the chance in early July to see The Open Championship Claret Jug in the window of Hamilton & Inches ahead of the competition, which this year is held at Muirfield.

The firm is the official jeweller at The Open Championship, and will have a presence at the course’s tented village to sell its premium wares to some of the thousands of golfers from all over the world who flock to The Open every year.

The firm, as a Royal Warrant Holder, has been invited to attend HM The Queen’s Coronation Festival being held at Buckingham Palace in July, and will, in association with celebrated glass engraver Philip Lawson Johnston, display a stunning pair of vases, in the shape of large storm lanterns, which will incorporate hand chased and engraved depictions of Britain’s four national floral emblems and a wildflower meadow.

The lantern vases will make their way back to Edinburgh, where they will be put on display — and be for sale — at Hamilton & Inches in August, as part of the celebration of craftsmanship that accompanies Edinburgh’s world-famous festivals.

For more information on these, and other events taking place this year at Hamilton & Inches in Edinburgh, visit www.hamiltonandinches.com

From elegant timepieces to sparkling jewels, Hamilton & Inches’ stylish Edinburgh showroom offers a touch of luxury for the discerning shopper
LUXURY GOODS
Cashmere

Treat yourself to a beautiful cashmere gift from Johnstons of Elgin, the home of quality

HAND-CRAFTED SCOTTISH LUXURY

Cashmere, the finest fibre in existence, has been prized throughout the centuries for its warmth and softness. As popular with climbers scaling Everest as it is with those simply following the latest fashion trends, cashmere is a true luxury product – and one that will be irrevocably associated with the Johnstons of Elgin name.

The process begins in the farthest reaches of Mongolia, where the raw material is combed by hand from the downy undercoat of the rare Cashmere goat. From there, the fibre is shipped to the Johnstons of Elgin mill, on the banks of the River Lossie.

Here, on the same site that the company has occupied since 1797, the cashmere is dyed, teased, carded, spun and hand-finished by the latest generation of Elgin craftsmen.

And, though the enterprise now covers 20 acres, employs 790 people and utilises some of the most advanced textile equipment in the world, the basic production process – and the superior quality of the end product – has changed very little since the company's founding.

Visitors are welcome to find out more about the production process on one of their popular free mill tours.

Free mill tours are available daily in Elgin and Hawick
Monday-Thursday: all day
Friday: mornings only

Visit the shop in Elgin
Take time to browse their ladieswear, menswear and childrenswear collections at their spectacular five-star visitor destination. From fashionistas to foodies, Johnstons of Elgin cater for everyone in their stunning Food Hall.

They pride themselves as one of the world's finest cashmere producers. The same values are shared when it comes to selecting the finest foods – from local produce to global specialities, only the best is good enough.

Enjoy Scottish home baking, freshly ground coffee, speciality teas or a light meal in the bright and airy coffee shop. Be tempted by fine homemade soups, fresh salads and award-winning salmon.

The Coffee Shop is open seven days, serving morning coffee, lunch and afternoon tea. Johnstons source local produce, and are now adding the finest ingredients from the Food Hall to the menu.

St Andrews
While touring the Kingdom of Fife, visit Johnstons of Elgin on Pilmour Links in St Andrews for a unique chance to purchase your own piece of Johnstons cashmere, lambswool or tweed. The staff are all experts in their trade, offering an outstanding service and advice on colour and style. You can be assured of a warm welcome.

Hawick
Visit the five-star visitor destination in Hawick on the banks of the River Teviot, where Eastfield Mill has been a centre of textile manufacturing for more than 140 years.

The visitor centre tells the unique and proud story of Johnstons of Elgin, with the chance to touch and feel the different fibres used in production, as well as showcasing the iconic machines used over the mill's history.

Take a tour round the factory and see first hand the talent and special skills used in the manufacture of our luxury knitted cashmere and woolen products.

Before enjoying the shop, which showcases a large selection of products, relax in the wonderful café – and afterwards enjoy the beautiful natural attractions of the Scottish Borders, from the rolling hills and moorland in the west to the rocky Berwickshire coastline in the east.

www.johnstonscashmere.com
You’d never believe that the former Royal Yacht Britannia celebrates her 60th ‘birthday’ this year. The floating palace that was a home away from home for HM The Queen and the Royal family when they were growing up is now one of the UK’s favourite visitor attractions.

When she was launched by The Queen on 16 April 1953, at John Brown’s Shipyard on the Clyde, Britannia was the 83rd royal yacht to be built since the restoration of King Charles II in 1660. She remained in royal service for more than 40 years, sailing over one million miles around the world. Nowadays, Britannia is permanently berthed at Ocean Terminal in Leith, near Edinburgh, where she has been an award-winning five-star attraction since leaving royal service in 1997.

You can follow in the footsteps of royalty to discover the heart and soul of this most special of royal residences, which is as pristine today as she was all those years ago. Entrance to the yacht is via the Ocean Terminal shopping centre, and more than 275,000 people visit the ship every year.

Lynda Dalgleish, head of marketing and visitor experience at Britannia, said: “We give every visitor – royal or not – the same warm welcome and highest standards of customer service that have always been a trademark of life aboard Britannia, as if The Queen herself was in the room. “And if our guides discover a visitor is celebrating a special occasion, such as a birthday or anniversary, they’ll have a congratulations card waiting for them before they leave.”

Britannia’s own 60th anniversary saw a special celebration in April when visitors wore fashions from the 1950s, and live music and dancing from the ‘American Songbook’ entertained people throughout the ship. Vintage Rolls Royce and Bentleys were on display and a giant Britannia replica cake took pride of place. Cake and tots of rum for everyone brought back some happy memories for ex-nawmen and women.

Visit all year round with our Annual Pass
When you buy our normal day ticket for Britannia®, you are entitled to a free Annual Pass (to come back and visit all year round). You’ll also benefit from 15% discount in our Tea Room and our fantastic Gift Shop. Please ask for details when you arrive. (*£12.00 Adult / £10.50 Senior)

Made on Board
You can relax in our Royal Deck Tea Room with its stunning waterfront views, as our friendly waiters serve you specially-tailored dishes, drinks, delicious home-made scones, soups and sandwiches, all made on board in the Royal Galley.}

The Event of a Lifetime
An evening event on Britannia is an unforgettable experience. Call our Events Team on 0131 555 8800 or email events@tryb.co.uk for more information.
**MORE THAN A TOURIST DESTINATION**

It may be great to visit, but Edinburgh is an even better place to live. And stunning properties are now even more affordable for buyers.

**Edinburgh** as a destination is one that offers the tourist much to see and do, with fascinating historical points at every turn, cultural events throughout the year and fabulous shopping nestled among iconic landmarks. But, Edinburgh as a home offers much more.

The breadth and scale of Edinburgh architecture and design is something to be marvelled. From the closes of the Old Town to the elegant Georgian terraces of the New Town, from the friendly and inviting suburbs to vibrant student living in the trendy outskirts of the City Centre or the waterfront living of Leith, Edinburgh offers the ideal location to create a home for all tastes and budgets.

Demand for property in Scotland's capital remains strong, particularly in the luxury market and among those looking for a family-friendly space with room to grow. But while properties may be in demand, a family-friendly space with room to grow.

The strength of the Edinburgh property market has seen a growing demand for rental property in Scotland's capital. Returns from stocks and bonds remain relatively low, while low interest rates and cheaper property prices makes moving into the buy-to-let market a seemingly attractive investment.

On top of this, demand remains high for rental property in Edinburgh, in part due to the large student population and there is the trend for first time buyers to continue to stay in rented accommodation while they raise the deposit needed to get on the property ladder.

Malcolm Cannon, chief executive of ESPC which has recently launched a complete lettings service, said: “Capital appreciation through annual house price inflation is unlikely to provide good returns in the short-term despite lower property prices. Therefore, it is imperative that the property itself generates strong rental income.

“To achieve this, careful selection of rental property is required, allowing for substantial rental yields. Across Edinburgh as a whole, the gross rental yield on a one-bedroom flat was 5.4 per cent last year according to figures. “Investment in bricks and mortar, when carefully considered and well researched, can be rewarding, especially if a property is secured below market value. This is where the property market continues with many sellers setting realistic asking prices when their property is brought to the market.

With an abundance of property styles and prices ranging from more than £2 million to less than £40,000 available to browse on espc.com, there really is something in Edinburgh to meet any requirement.

**THE EDINBURGH WAY**

One way which the Edinburgh property market is different from others is through the love of "open viewings". This is where the seller makes their home open to viewers between certain times once or twice a week. The owner will show you round the property and you can speak to someone who has first-hand experience of the home and the neighbourhood.

Last year 68% of houses with four or more bedrooms which sold in Edinburgh were secured for less than their Home Report valuation.

**Last year**

- 68% of houses with four or more bedrooms which sold in Edinburgh were secured for less than their Home Report valuation.
- In 2012, houses with four or more bedrooms in the capital sold for an average of £426,518, according to ESPC. That’s almost 12 per cent less than the average of £482,343 that was recorded in 2008.
- Malcolm Cannon, chief executive of property experts ESPC, said: “Although the market for larger family homes is currently more robust than the lower end of the market, buyers are still enjoying success when it comes to negotiating on price. Last year, 68 per cent of houses with four or more bedrooms which sold in Edinburgh were secured for less than their Home Report valuation. Buyers of houses with four or more bedrooms in Edinburgh paid an average of 4 per cent less than the Home Report valuation to secure a home in 2012.
- If you’re looking for a flat in the heart of the City, three bedroom flats in Edinburgh City Centre sold for an average of £331,455 last year – that’s just more than £20,000 less than the average of £353,947 paid in 2008.”

Negotiating on price is certainly paying off on smaller properties too, with one-bedroom flats in key first time buyer areas of the city such as Leith Walk and Easter Road being secured for under £90,000 between December 2012 and February 2013.

Across East Central Scotland as a whole, buyers paid on average 6.3 per cent below the Home Report valuation to secure a home in the three months to February 2013. It’s clear that the buyers’ market continues with many sellers setting realistic asking prices when their property is brought to the market.

With an abundance of property styles and prices ranging from more than £2 million to less than £40,000 available to browse on espc.com, there really is something in Edinburgh to meet any requirement.
This rarely available double upper flat is situated in the highly desirable area of Bruntsfield, just to the south of the city centre. While in need of some modernisation and redecoration, it has strong potential to become a five-bedroom rental property, subject to the relevant HMO legislation.

For more details on these or others like them, visit www.espc.com

With its large student population and strong business sectors, there is good demand for rental property in Edinburgh. If the idea of investing in bricks and mortar is appealing, there is a huge range of potential investment homes to discover.
Picturesque countryside and stunning views are available within a stone's throw of Edinburgh. If the idea of a country retreat to escape the bustle of city life sounds like heaven, then perhaps a home on the outskirts of the city is for you.

**RURAL RETREATS**

A quite magnificent executive detached villa which occupies a quiet, yet exclusive, position on the outskirts of Balerno. The property offers flexible and generously proportioned family accommodation of considerable character, with leafy outlooks all within approximately one acre of private garden grounds.

For more details on these homes or others like them, visit www.espc.com

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Edinburgh as a shopping destination is easily accessed from this fantastic selection of traditional Edinburgh homes, which provide the perfect location to rest weary toes after a hard day on the cobbles.

**SHOPPING CENTRAL**

An impressive fourth floor apartment is situated in an ideal central location just minutes’ walk from Princes Street in the heart of the Old Town. Forming part of the luxurious Royal Mile Mansions, this magnificent property has all the history and splendour of Edinburgh within touching distance and easy access for those all-important shops.

For more details on these homes or others like them visit www.espc.com

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Golfers are spoiled for choice on Scotland’s Golf Coast with some of the world’s best courses

**TIME FOR TEE**

Throughout the world, there are many wonderful highways made famous by their proximity to major golf destinations. Among the most obvious is the legendary 17-mile Drive on California’s Monterey Peninsula, where you’ll encounter the famous Links at Spanish Bay, Spyglass Hill and Pebble Beach Golf Links or the 60-mile long Grand Strand, encompassing the Myrtle Beach area on South Carolina’s coastline.

But can anywhere compete with the depth, variety and quality of golf courses available along ‘Scotland’s Golf Coast Road’? Travelling east, the Golf Coast Road begins at the world’s oldest continually played course at Musselburgh Links and continues along the coastal route through the pristine villages and towns of Longniddry, Aberlady, Gullane, Dirleton and North Berwick, before ending in Dunbar.

The road, which runs for about 30 miles, contains some of the world’s finest golfing links. Here, you’ll find an amazing 17 courses, almost linking with each other along the Firth of Forth. Many familiar names, such as Gullane and North Berwick Golf Club, often host major international championships, including the Open Championship at Muirfield.

Stunning vistas along the coastline enhance the spectacular courses. The 360-degree panoramic view from the seventh tee on Gullane’s No.1 course is often described as “the best view in golf”. The beautiful coastal surroundings are also a feature when playing at Longniddry, Kilspindie, Craigielaw, Luffness New, North Berwick, Whitekirk and the Glen, whose elevated location offers wonderful views of the Bass Rock.

The road’s historic courses have been complemented by recent additions. Craigielaw, which opened in 2001, has already hosted many prestigious events and, along with North Berwick, hosted Final Qualifying for the 2007 Senior British Open Championship at Muirfield.

Located between Gullane and Dirleton, within Archerfield Estate, are East Lothian’s newest gems. The private clubs at Archerfield Links and The Renaissance Club at Archerfield offer world-class havens for members and their guests.

But golf in East Lothian is not confined to the Golf Coast Road. The county possesses some fabulous courses close to the recently upgraded A1. Here you come across one of James Braid’s best designs at Musselburgh Golf Club and the beautiful parkland courses at Haddington, Gifford and Castle Park.

East Lothian is a dream location for visiting golfers, with no need to waste valuable time driving from course to course, packing and unpacking, checking in and out of hotels... evidence indeed that the best drives in golf do not always need to be long and straight!

For more information visit www.golfeastlothian.com
Andrew Coltart is one of Scotland’s best-known professional golfers. He represented Scotland in five Dunhill Cups, and played against Tiger Woods in the Ryder Cup in 1999. He now runs TPEGS (www.tpegs.com), a company based at Archerfield, next door to Muirfield. From there, he and Gary Nicol, a respected European Tour coach, offer unique golf experiences, including helicopter tours of Scotland’s great courses and residential playing holidays at Archerfield.

Here, he provides an exclusive perspective of the challenges that face the world’s best golfers competing for the Claret Jug in July 2013 at Muirfield.
Your first shot will be a tough one, normally into the prevailing wind. You need to aim up the left side of the fairway, but a cavernous bunker to the left can swallow a wayward ball. A well-positioned drive will open up the green, exposing a generous putting surface.

This is a great, short par four that doesn’t give birdies too generously. In the right conditions, it can be driven by the big hitters, but out of bounds runs down the left side, coming within five yards of the green. A new bunker encroaching more into the front of the green makes this a less obvious choice. The safe play is a long iron from the tee to the left-hand side of the fairway, opening up the green. Keep the ball below or left of the pin to leave an aggressive birdie putt.

At 290 yards, bunkers (should) prevent the driver being used from the tee. Instead, it’s a lay up off the tee down the left to open up the green, then a short iron to a long green which makes it tough to judge the distance required on approach.

This is a par three, which has, strangely, been lengthened recently. From the back tees, you will find this hole very difficult. Your tee shot isn’t bravely taken on

Sand is the danger here. In the prevailing wind, players will be looking to hit the green in two shots and make a four. A good view of the tee will allow the world’s best players to avoid a nest of bunkers hugging the right side of the fairway. Playing slightly across them, danger also lurks in sand down the left. The entrance to the green is narrowed by bunkers to the left and right. In good conditions in 1992, there were 21 eagles and 234 birdies. In past years, it gave up just one eagle and 84 birdies.

This is probably the most demanding hole on the course. Bunkers down the left used to threaten rollers, but modern players should clear them safely. Almost always played in a cross wind from right or left, the tee shot is over the crest of the fairway, into a deep hollow. Then, the hole sweeps down and away to the left to a climbing green set against the backdrop of Archerfield Wood. Another long, green extends to the left and flat ground means depth perception and clubbing are tricky here. The bunker on the right has been moved more to the front of the green, making the entrance quite narrow.

This is a great par three. Played uphill into the prevailing wind, a ball given too much time in the air can find itself down to the sand on either side of the green. These are deep and difficult bunkers and it is often an achievement just to find the putting surface from them.

Pain and grief are the order of this hole if the tee shot isn’t bravely taken on and placed perfectly on the left-hand side of the fairway. That is easier said than done, of course. Place the tee shot correctly and this becomes a relatively easy par four, but the critical factor is knowing exactly where to put it. The carry over the cluster of bunkers on the dog leg corner is 284 yards. Most players opt for a three-wood or long iron for position in the left half of the fairway to set up a shot over the cross bunkers to a green that drops away at the back and left.

Short by modern par five standards, the ninth hole plays straight into the prevailing wind. The tee shot must find the fairway between a deep bunker to the left and thick rough on the right. The lay up must avoid the bunkers on the right and anyone going for the green in two must pay close attention to the ‘out of bounds’ wall tight on the left hand side. More unyielding bunkers have been moved towards the front of the green, forcing many players to play safe.

The 10th green has been moved slightly left and a new tee means the drive here is played slightly away from the row of bunkers up the right. The approach is difficult to judge, as a ridge 100 yards short of the green partially obscures the approach. The front right bunker has been brought forward, perilously close to the front right trap. This is a wonderful start to the back nine holes.

Faced with a completely blind tee shot over the crest of a hill, you are never sure where the bunkers lie. The only certainty is that they are there, on either side of the fairway. The last time the Open Championship was played here, my playing partner couldn’t make the carry of 172 yards up the hill because of the abhorrent weather conditions we played in at that time. The second shot requires great control into a small, sharply contoured, heart-shaped green, which is almost completely surrounded by deep bunkers. Going long here spells bad news!

The yardage suggests nothing too tricky here, but such an assumption would be a big mistake. The bunker layout to the right of the green has been altered, a more precise tee shot and approach will be required to unhook a birdie here. The long, thin green sits back to front and is heavily bunkered on both sides. An approach into the middle of this green is always sensible. Anybody attacking the back left pin could suffer horrible consequences, as there is a huge drop-off only feet away. Beware a right front right pin.

Extra 32 yards have been added to this already difficult, uphill par three. The green itself is 46 yards deep, but only 15 paces wide. Bunkers sit to the left and right. Ernie Els played the shot of the year last time, nearly holing from one of these craters in the Earth’s surface.

Played from a new, elevated tee into a stiff breeze from the prevailing south-west direction, this can prove a demanding par four. The fairway narrows at 280 yards, just past three imposing bunkers on the left. It can then be as much as a long iron second shot, best kept away from the sentinel bunker on the right, which has been made more prominent.

You can hit a driver here, but the smarter play is probably a long iron short of the bunker on the left, around the 260 yard mark. The green is like a camel’s back, and just as easy to put on; that means two putts will be good going, and you make life easier by putting your ball on the same side of the green as the flag.

The middle of the green is always a great play here. More unyielding bunkers surround this green, especially on the right and the green falls away on the left.

In normal conditions, this will be easily reachable in two shots. Players will be tempted by a stream of bunkers (from 199-285 yards) up the left-hand side in order to reach in two. However, if played too safe, the ball will find the thick rough down the right-hand side. From there, the enormous bunkers 100 yards short of the putting green will cause consternation, and maybe take a shot or two from the careless player.

A deep breath is required on this tee, as you are almost home. But don’t let memories of this famous last hole halt you into a false sense of security. The danger lies in two deep bunkers on the left, which draw errant tee shots like magnets. The cross wind provides enough of a test and you must remain focused and committed. The green sits teasingly in front of the wonderful, world-famous clubhouse and you can nearly hear the cheers of the enormous crowd. The Open champions, from Gary Player to Tom Watson and the one-and-only Jack Nicklaus. But you need to finish the job. Put your ball in the middle of the green – a four is good all day long.
There's so much to see and do in Denmark's stunning capital that one visit may not be enough to take in all its fantastic history, architecture and culture.

WONDERFUL COPENHAGEN

Denmark's capital, Copenhagen, according to its supporters and probably most of its residents, is Scandinavia's most fantastic city – and easily accessible by air from Edinburgh Airport.

Three different airlines – Norwegian, bmi Regional and easyJet – fly out of Scotland's capital, with bmi offering a twice-daily service on weekdays.

Wonderful, wonderful Copenhagen (so good they saluted it twice) is one of the oldest capital cities in mainland Europe, and claims that its monarchy is the oldest anywhere in the world.

The city has plenty of attractions and sights to keep its visitors entertained, and many of them are situated right in the centre, within walking distance.

With a heritage that goes back to the ninth century, Copenhagen is full of historic landmarks, significant buildings and interesting sights and museums.

In fact, there are so many things to see and do that you might need to extend your visit or make arrangements for another one as soon as you can.
**COPENHAGEN’S MUST-SEE VISITOR ATTRACTIONS INCLUDE:**

Tivoli Gardens is a must for all children – and those who like to revisit their childhood. Tivoli is located just a few minutes walk from City Hall, and with the Copenhagen Central Station as its nearest neighbour, it is very easy to get to.

In spring 2013, Tivoli will open a large new section of the garden, which will include three new rides.

Amalienborg Palace is considered one of the greatest works of Danish Rococo architecture. The Queen’s residence is made up of four identical buildings spread around the octagonal courtyard. Get a glimpse into the Royal apartments, and watch the daily changing of the Royal Guard.

The Little Mermaid, which you’ll find at Langelinje Pier, is one of Copenhagen’s most-visited tourist attractions. Originally made famous by Danish author Hans Christian Andersen, the statue was a gift in 1913 to the city by brewer Carl Jacobsen.

Strøget (Pedestrian Street), Copenhagen’s largest shopping area, is centred around Stroget in the heart of the city. Stroget is one of Europe’s longest pedestrian streets, with a wealth of shops, from budget-friendly chains to some of the world’s most expensive brands.

Nyhavn (old harbour district) is packed with partying people, restaurants and bars. During summer, Nyhavn is the perfect place to enjoy a spot of al fresco dining. Or, if you prefer, you can do like the locals and buy a beer from a nearby store and rest your feet at the quayside.

In February, the new and unique facilities for polar bears, North Atlantic birds and seals, The Arctic Ring, opened at Copenhagen Zoo.

The Copenhagen Zoo has more than 3000 animals from around the world and a total of 264 different species. The elephants live in a state-of-the-art elephant house, and the giraffes and hippos were also moved recently into new accommodation.

Ny Carlsberg Glyptotek is the art museum founded by the brewer Carl Jacobsen, and contains two main departments of ancient and modern art in fabulous architectural surroundings.

You can view collections of Egyptian, Greek, Etruscan and Roman art as well as Danish and French paintings and sculptures of the 19th and 20th century.

**DISH UP A REAL DANISH DELIGHT**

Danish food culture has been cultivated for many generations. It’s mainly rooted in the old country kitchen, with deep-seated recipes created first and foremost as a shield to protect the Danes against the cold weather conditions in Denmark. That’s why the Danes eat a lot of meat – especially pork but also beef – together with plenty of vegetables.

Poultry and fish products are the Danes’ second choice. The cold and often wet climate in Denmark requires a lot of food with high nutritional values and that contains vitamins, minerals and proteins to create the energy that Danes need for their energetic lifestyle.

**DANISH “Smørrebrød”**

Almost every Danish restaurant in Copenhagen serves the traditional open-faced sandwich called “smørrebrød”, with cold cuts – pieces of meat or fish and various pastes, as well as salad dressings and cheese on buttered rye bread and decorated with all types of toppings. These give the creation great visual appeal.

**POTATOES**

The Danes eat potatoes (kartofler) with everything and with every hot meal. Peeling potatoes is a national sport in Denmark, and it’s a time-consuming occupation, even though for centuries the Danes have spent many hours with many types of potatoes in their hands. Just ask a Dane about the wonders of peeling potatoes, and you’ll have started a fruitful conversation that could last for hours about the best ways to handle and peel a potato.

**At the port areas, you will find everything from yachts to harbour baths to top attractions, and year round the areas host various events.**
Travelling abroad can be a minefield for the unwary business passenger, with all sorts of local customs to tiptoe through. Follow our guide to avoiding...

FOREIGN FAUX PAS

When you travel abroad on business, “fitting in” in the host country is important. Learning the language is part of it, but there’s a lot more than that involved to make the right impression.

Some habits and customs vary enormously from what we’re used to in Britain. We all know some of the most obvious ones, such as not exposing the soles of your feet in Egypt (unlikely in a business context that you’ll commit that one!), but even in countries close to home, there are some faux pas that you might commit without meaning to.

LANGUAGE

If you’re having a stab at the local lingo, do take into account the form of ‘you’ that you use to address colleagues and ensure it is the formal version until you’re invited to lapse into the ‘familiar’. Some specific pointers:

- In Brazil, don’t say the word ‘okay’ as it’s considered extremely impolite (though an easy mistake to make).
- If you find yourself in Argentina making small talk, don’t open up by asking what a person’s occupation is – that’s considered very bad manners. It’s worth knowing that Chinese names are reversed. For example, Chan Yao Ming should be addressed as Mr Chan, not Mr Ming.
- Doing business in India requires tact and diplomacy of the highest order. Saying an outright ‘no’ to anything is regarded as impolite. Try phrases such as ‘I shall try’ – they’ll know it means no, so you’re not telling an untruth.

In Japan, be prepared to make apologies for just about everything you can think of. Apologising frequently is seen as polite conversation.

During conversation in Mexico, it’s normal to make physical contact, so don’t recoil in horror as your colleague puts his arm around you while chatting.

FOOD AND DINING OUT

If you happen to find yourself in China, don’t stand the chopsticks vertically into a rice bowl, as this is an indication you are feeding the dead.

In Egypt, take care when adding salt to your meal as this can be perceived as an insult or an implication the meal is lacking in flavour.

In Indonesia, no matter how thirsty you may be, when given a drink, wait until invited by your host to drink it. Also, leaving some of your meal on a plate is considered a sign that the meal was enjoyable.

And as we all know, in any Muslim country, always eat with the right hand – the left hand is regarded as unclean.

SAYING THANKS

Never give white flowers as a gift in Asia – they are associated with funerals.

In France, don’t bring a bottle of wine to a dinner as a gift as the host may have already chosen the wine suited to the meal, but would feel obliged to serve yours.

In India, being predominantly a Hindu country, giving anything leather as a present may cause offence.

In Japan, always present a gift (and indeed your business card) with both hands. Also be sure to accept anything with both hands.

In Singapore, be aware that a recipient might “graciously refuse three times” before accepting your offering – it’s not a game or that they’re ungrateful, it’s just the norm and good manners.

WRITE ON!

Katie Wood has been a full-time travel writer and broadcaster for 25 years. Author of 39 guidebooks, she has worked for virtually every national newspaper in the UK and is currently Travel Editor for The Sunday Post.
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