



Mercat
Tours

A story 40 years in the telling



We measure what matters:
happy, thriving
people, community and planet.

**Mercat's success belongs to
our team, as always.**

Here's a tribute to our amazing
(and record-breaking!)
40th year.

K Brogan, MD, 2026

**MERCAT'S
REVIEW OF 2025**



Mercat
Tours

28

Master Storytellers gave...

41,100

stories a damn good telling!

OUR STORIES

45



**Mercat
Tours**

**Mercat Team
gave visitors a
warm welcome...**

- Mercat reception
- Online
- Trade shows
- Social platforms
- Vaults Museum

**The
Mercat
Cross!**

OUR CONNECTIONS



**Mercat
Tours**

93%

5 star TripAdvisor reviews
+3% YOY

TripAdvisor reviews
+71% YOY!!

1133

96%

Visitors recommend Mercat

OUR VISITORS

8th year of the Day In Edinburgh programme...





Hand-crafted 40th birthday illustration...



40th birthday competition...



**immersive multi-sensory enhancements:
scents and sounds...**



This is the coldest room in the vaults.

1

2

3

4

5

6

7

STOP

inclusive experience: Vaults Revealed film...



10 complimentary 'thank you' tours for 140+ locals...

#mercattours



new local, independent retail...



**visitor experience enrichment:
remembrance candle ...**



premier screening of Restless Natives



film launch: 'Ode to Mercat'...from the Mile...

A story
40 *years*
in the
telling





**Mercat
Tours**

#asvaconf24

@ASVAtweets

ASVA Annual
Conference
2024

98%




**Believe their manager/
someone at work cares
about them as a person**
+2% YOY

88%

**The values & aims of Mercat
makes them feel their job is
important**
+ 13% YOY

OUR TEAM





Mercat Tours


*History is a damn good story.
It needs is a damn good telling.*

Des Brogan
Founder of Mercat Tours

WINNER:
TWO Scottish Excellence Awards:
Team Engagement and Retention,
Team Wellbeing


AWARDS

Wellbeing in Hospitality Award
Sponsored by Inspira Catering
Thursday 27th March 2023


AWARDS

Employee Engagement and Retention Award
Sponsored by Current.com
Mercat Tours
Thursday 27th March 2023



**71% -
29%**

Gender-balanced
team,
weighted to female

7

Types of
sexual orientation
represented

25%

Team members
are supported with
health condition or
learning difficulty

34%

Mercat are
age-diverse
(under 24, over 50)

OUR TEAM

7

Ethnicities

73%

Retention rate

-6%

**Gender Pay gap
(favouring
female)**

100%

**Flexible working
location & hours
from day 1**

75%

**Female
leaders**



Co-chaired and hosted
Living Hours, Living Wage and
Fair Work campaigns



Scottish **IMPACT** Awards 2025

Partnered with The Herald Analytics



WINNER:
Inaugural Scottish Impact Awards:
Diversity and Inclusion Leadership



Mercat
Tours



790

Local S2 students hosted in
'Day In Edinburgh' project
since 2018



28

City partners since
launch in 2016



2

Mentees and work
placement via
Career Scotland programme

OUR COMMUNITY

DYW

Developing the
Young Workforce

PROUD TO BE A PLEDGE PARTNER



**Developing the Young Workforce
Pledge Partner &
DYW Board member**



Co-chaired and hosted 3 BCorp events promoting ethical business practise



Mercat
Tours



£10.6k

Total donations to
'Our Stories, Your City'
from Mercat visitors since launch
+4% YOY



106

'Our Stories, Your City'
tours and storytelling
experiences funded



1590


GCP Members,
local school students and
New Scots via The Welcoming

OUR COMMUNITY



The Welcoming Association

534 followers

4mo • 

As part of [Mercat Tours | Certified B Corp](#) inspiring Our Stories, Your City project, members of The Welcoming Association took part in their third guided tour – this time uncovering the rich history of Edinburgh's Royal Mile and Edinburgh Castle.

From hidden closes to sweeping views from the Castle, participants had the chance to explore key parts of the city's heritage, brought vividly to life by guide Mally's engaging storytelling (a special thanks to Mally!)

These tours offer more than just a cultural experience – they create a sense of connection, belonging and local knowledge that is invaluable for New Scots settling in Edinburgh.

A heartfelt thank you to the Mercat Tours team for partnering with us to make these powerful experiences possible.

[#OurStoriesYourCity](#) [#TheWelcomingEdinburgh](#) [#NewScots](#)
[#togetherwithrefugees](#)

Launch of Our Stories, Your City: Phase 3
Connecting New Scots with their new home through
storytelling in partnership with The Welcoming

**Our Stories, Your City Tours:
x 5 local SIMD 1-3 schools,
x 4 The Welcoming New Scots,
x 8 Grassmarket Community Project**



Partnership with Illuminate: Drama project with Roslin Primary School





Mercat
Tours

100% energy from renewable sources

-20%

Gas
YOY

Electricity
YOY

-4%

-14%

Water
YOY

OUR PLANET



**Mercat
Tours**

**0.016
kw/hr**

Energy use per visitor
-18% YOY, lowest since 2019

**725
kg**

Total CO2 diverted
-19% YOY

**1694
kg**

Waste recycled
-5% YOY

OUR PLANET



mercattou

THE MERCAT

**HERE'S TO AN
INCREDIBLE YEAR
WITH INCREDIBLE PEOPLE**



**THANKS FOR JOINING
THE STORY,
HERE'S TO 2026!**