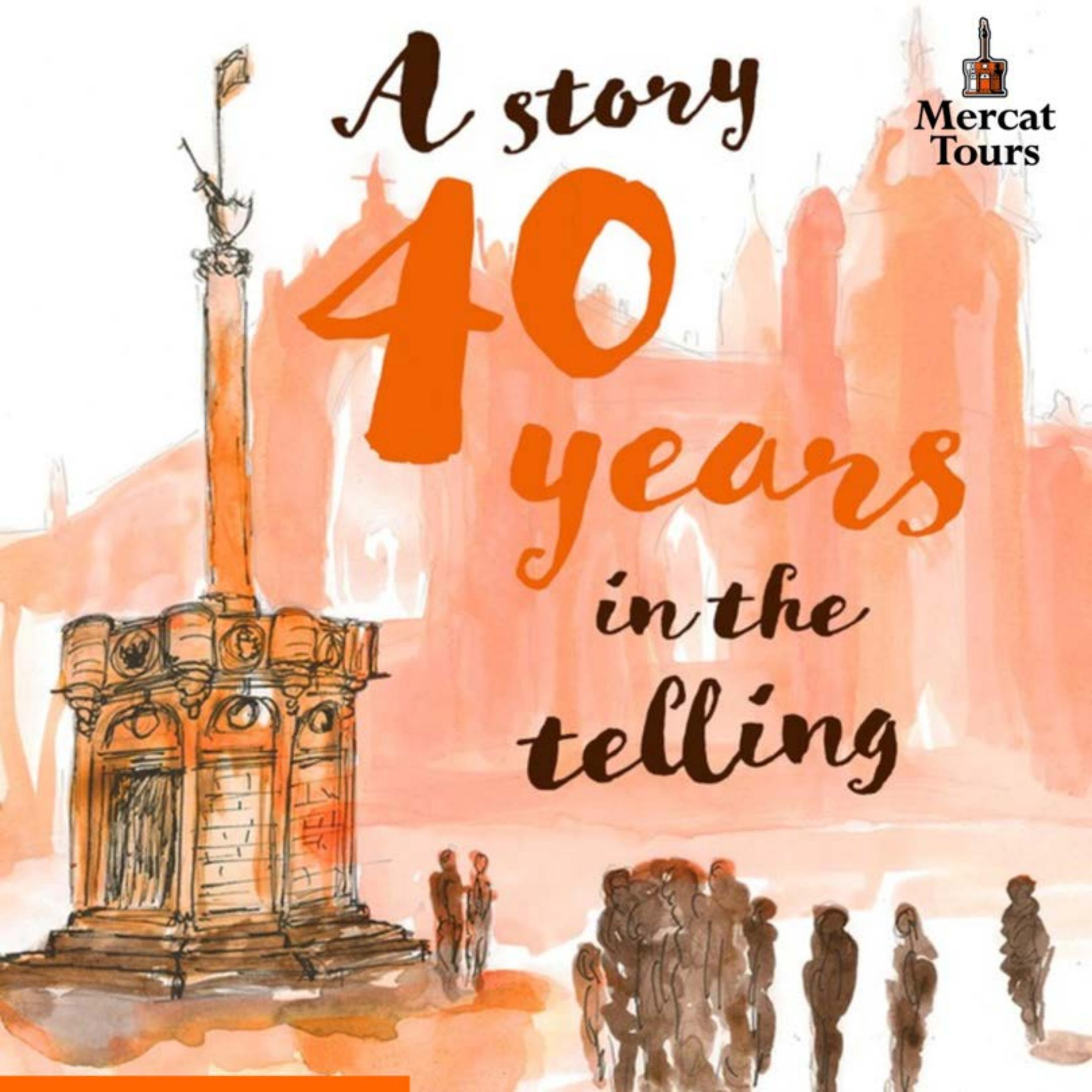




Mercat  
Tours

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!)  
40<sup>th</sup> 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 Team  
gave visitors a  
warm welcome...**

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



**The  
Mercat  
Cross!**

**OUR CONNECTIONS**

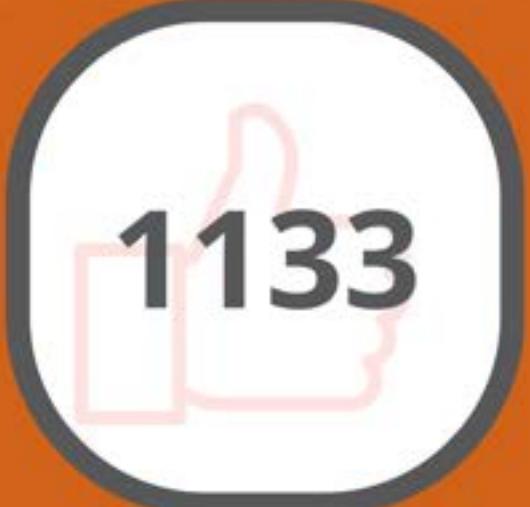


Mercat  
Tours



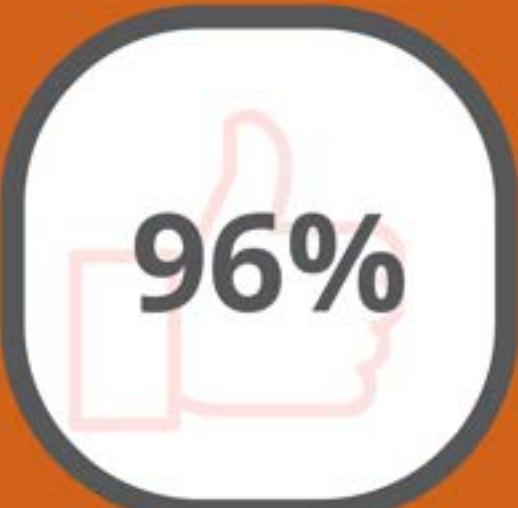
93%

5 star TripAdvisor reviews  
+3% YOY



1133

TripAdvisor reviews  
+71% YOY!!



96%

Visitors recommend Mercat

# OUR VISITORS

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





Hand-crafted 40th birthday illustration...



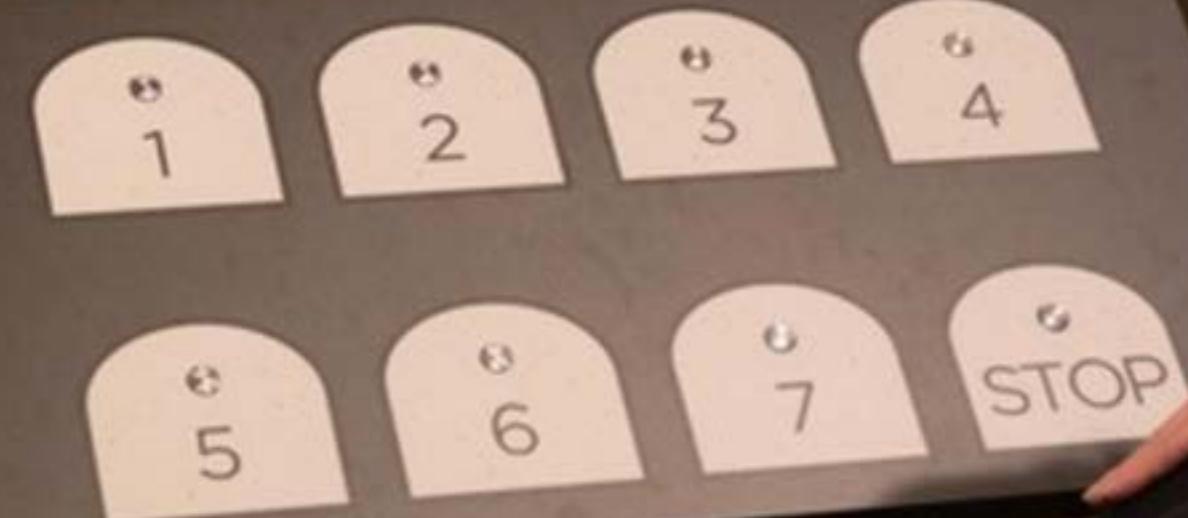
40th birthday competition...



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



This is the coldest room in the vaults.



inclusive experience: Vaults Revealed film...



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

#mercrediours



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**



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

**-4%**

Electricity  
YOY

**-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



HERE'S TO AN  
INCREDIBLE YEAR  
WITH INCREDIBLE PEOPLE



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