

# OUR STORIES YOUR CITY



## Impact Report Phase 1; May-Nov 2022



**Mercat Tours**



**EVAN'S**  
GUIDE



**grassmarket**  
community project



**grassmarket**  
community project

This project was borne in three chapters;

- **2012;** Mercat Tours and Grassmarket Community partnership established.
- **2017;** Mercat Tours team refreshed and refined our 'WHY', the reason that bonds all that work with Mercat - *'to make meaningful connections through storytelling'*
- **2020;** the profound experience of exclusion forced on all by the COVID 19 pandemic gave a far deeper understanding of 'exclusion' - from life, choices, opportunities and connections.

This led to the innovative idea of Mercat Storytellers reconnecting vulnerable communities with their city on tours to beat exclusion whilst supporting local Living Wage jobs, paid by visitors donations.

With the hard work of our exceptional project team made possible through Scottish Government funding, our project launched in April 22.

Emerging from the pandemic into war in Europe and a cost of living crisis made it very difficult to form any targets or expectations.

6 months on, the results show the compelling story the project tells has, and continues to inspire visitors to donate to reconnect the disconnected.

Thank you.

Kat Brogan, MD Mercat Tours, Nov 22

## Reconnecting the Disconnected

***Stories can help people heal,  
can rebuild confidence and pride,  
restoring a sense of 'home'***

Stories are powerful. They make connections between people, places and the past. With this project, we are helping reconnect people isolated and cut off from their city and culture.

Through an innovative new digital function, visitors will buy their own 5 star tour and donate money to enable the most isolated in Edinburgh to enjoy the same experience. They will then be invited to explore their city's attractions on an equal level - building their confidence and self-respect through the human craft of storytelling.

We believe that - through our work and visitors' buy-in - we can break down barriers, reduce harm, and improve social wellbeing through ethical, responsible tourism.

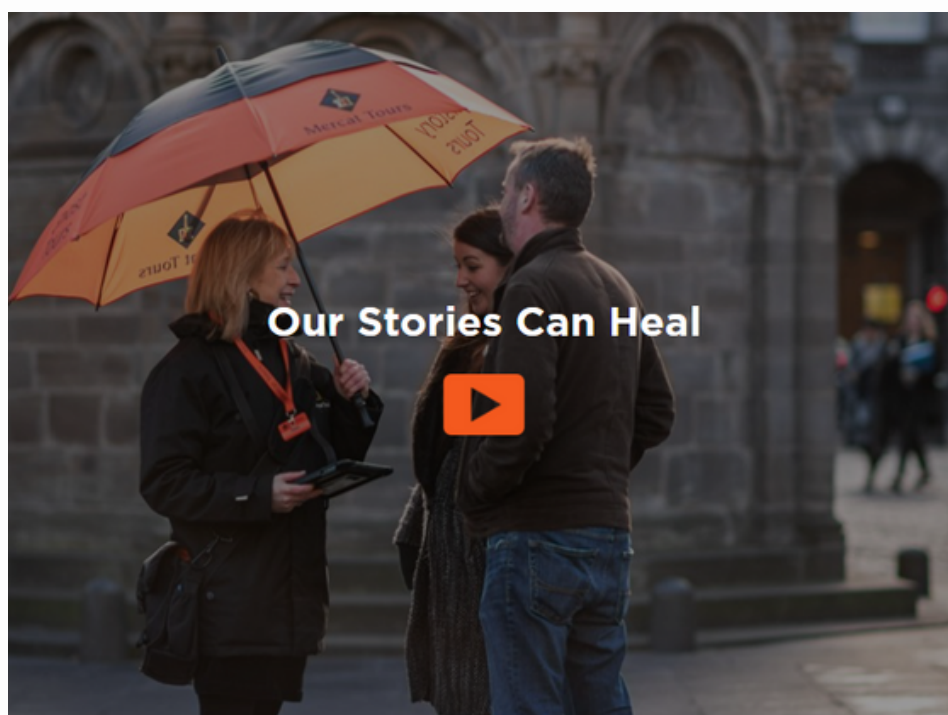
This project creates a deep lasting bond between visitors, Edinburgh and GCP members through sharing and owning stories of Edinburgh. It supports Living Wage jobs in 5 star attractions recovering from the pandemic. It is proves the power of storytelling, culture and tourism.

This demonstrates that tourism and culture can and should be inclusive and responsible – a force for good.

- 1) Develop **new digital function to 'pay forward'** a walking tour and heritage attraction visit to benefit local vulnerable community
- 2) Offer unique value-add proposition to **attract sales** to benefit attractions in recovery
- 3) Promote **responsible, sustainable, inclusive tourism** to benefit all
- 4) Deliver **high quality 5 star experience** to benefit visitors, GCP members and reputation of destination
- 5) Grow **digital visibility of city** through audience development
- 6) Support **local Living Wage jobs and upskilling** to benefit retention and future recruitment
- 7) Align with VisitScotland & STA **'Tourism is a Force for Good'** and **'Year of Stories'** campaigns

# Values; Evidence


Quality	Responsible/Fair Work	Sustainability	Inclusivity
Walking tours promote wellbeing	Living Wage employers	Low carbon impact walking tours	GCP members receive 'pay forward' experience/donation
VisitScotland accredited 5star attractions	'Good to Go' accredited attractions	Green Tourism 'Gold' accredited attractions	Tourtalk audio devices to support hearing impaired
CV-19 compliant small group experience	Grows sales to secure jobs and further recovery	'Pay it forward' benefit to GCP members	Euan's Guide provide accessibility audit and advice for attractions
Award winning storytellers delivering experience	Drives footfall to invest in CPD/upskilling	Spread footfall beyond city 'hot spots' to avoid overcrowding	Accessible tour routes to support physical needs



# Headline Results



## GCP Members

	Value of Donations (£)	Number of Donations (#)	Retail Sales at MT (£)
	£2,172	346	£839



# Impact; People

**100% of GCP members agreed  
'the experience was inclusive and my needs were met'**



£420 GCP retail sales in new pop-up shop at Mercat Tours



First OSYC tour including Edinburgh Castle with Mercat Storyteller Margaret-Ann, 1st July 2022



First OSYC tour including Palace of Holyroodhouse with Mercat Storyteller Charles, 14th July 2022



Perry GCP Support Worker, (click for video), 1st July 2022

**'In 4 years of guiding thousands of visitors, this audience has to be the most important - it was a privilege**

**Margaret-Ann, Mercat Tours Storyteller**

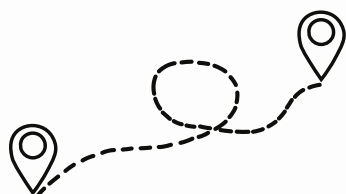
**"I cannot thank Mercat enough. It blew my mind."**

**Sean, GCP Member**

# Impact; Partners



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**£19,431  
income**

**771  
tickets**

**Living Wage jobs  
supported**

## Observations;

- **£6.04** average donation; *max £100, min £1.*
- **96%** of donations were in combo with tour ticket purchase. *Visitors and GCP share the same 5 star tour*
- **38%** of donations made in combo with history tour ticket purchase
- **33** donations in combo Edinburgh Castle tickets
- **100%** donations made direct via webpage
- **largest value donations** made as one-off amounts
- **£838 sales** of GCP retail, launched in Mercat Tours reception






## Actions;

- continue to process GCP & Storyteller tour feedback and action
- track GCP sales in Mercat reception and cross-donations via QR codes
- implement online subscription mechanism
- target Storytellers' to promote scheme and use QR codes to donate
- nurture '*couthie fowks*' comms to grow audience and donations
- use tours to evidence impact and generate buy-in and donations
- increase cross-partner activity across social channels where possible
- further analyse data; *does project inspire ticket purchase or the reverse?*



# Impact; Mar Comms

## Audience Development & Engagement

	Impressions/ Reach / Opens	Engagements / Likes	Reel Plays / Video Views
	12.3k	524	155
	14.9k	479	4.9k
	38.9k	970	2.9k
	2.3k	9	273 views - 5.4hrs watch time
	10.5k	6 newsletters, 18.9% avg open rate, 2.5% avg click rate	-
<b>Q1 Total</b>	<b>78.9k</b>	<b>1.9k</b>	<b>8.2k</b>

## PR

(breakdown on following page)

Pieces of Coverage	Estimated Views	Audience	Engagements	Avg domain Authority	OTS	Avg Listeners per wk
8	12.8k	4M	31	76	750K	322k



# Impact; Awards

 **Tiqets**  
**Remarkable**  
**Venue Awards**

— WINNER —  
**Most Innovative Venue**

United Kingdom 2022

 **Tiqets**  
**Remarkable**  
**Venue Awards**

WINNER – UK & Ireland 2022  
**MOST INNOVATIVE VENUE**



**UKINBOUND**  
2022 AWARDS FOR EXCELLENCE  
INDIVIDUAL ATTRACTION OF THE YEAR

Title	URL	Description	Published
The Herald - Monday Interview		Monday interview - business page	06/06/2022
STV News		This was broadcast on STV News, Edinburgh which there are no public broadcasting figures for. STV News at 6 has 725,000 viewers.	30/04/2022
Radio Forth - Forth One			29/04/2022
Mercat Tours Launches Social Impact Project 'Our Stories, Your City' - video Dailymotion	<a href="https://www.dailymotion.com/video/x8adhpd">https://www.dailymotion.com/video/x8adhpd</a>	<p>Mercat Tours Launches Social Impact Project Which Supports Vulnerable People in Edinburgh Through Storytelling 'Our Stories, Your City' which is a new, unique collaboration of visitor attractions in the capital which will offer Edinburgh visitors a five-star walking tour, whilst supporting some of the city's most vulnerable people.</p> <p>Visitors on selected Mercat Tours will be able to make a donation when booking their own tour and this will pay for those more vulnerable in Edinburgh to enjoy the same tour helping them reconnect with their stories and their city. This project makes connections, removes barriers and invites visitors to gift five-star cultural experiences to Edinburgh's vulnerable community, all through the human craft of storytelling.</p>	27/04/2022
ASVA E-ZINE	<a href="https://www.attractionsmanagement.com/ASVA/index.cfm">https://www.attractionsmanagement.com/ASVA/index.cfm</a>		
STA Weekly News Update - 29 April	<a href="https://mailchi.mp/stalliance/staupdate29-apr-6071606?e=a85142732f">https://mailchi.mp/stalliance/staupdate29-apr-6071606?e=a85142732f</a>		
Edinburgh tourists donate history tours to city residents	<a href="https://news.stv.tv/east-central/edinburgh-visitors-donate-city-history-tours-to-local-people">https://news.stv.tv/east-central/edinburgh-visitors-donate-city-history-tours-to-local-people</a>	New project aims to ensure local people at risk of being excluded are given the chance to explore their city.	03/05/2022
Edinburgh tour firm helping community by telling stories	<a href="https://www.heraldscotland.com/business_hq/20187172.edinburgh-tour-firm-helping-community-telling-stories/">https://www.heraldscotland.com/business_hq/20187172.edinburgh-tour-firm-helping-community-telling-stories/</a>	By Scott Wright	06/06/2022





# Impact; Platforms

## Scottish Tourism Industry Conference 2022, EICC Edinburgh Nov 22; 500 delegates

**ST Alliance** @st\_alliance

Kat Brogan explains that while @MercatToursLtd had worked with the @GCP\_Edinburgh for 10+ years, the pandemic highlighted what it was like to be excluded. In line with @MercatToursLtd 'why' to tell inspirational stories, the 'Our stories, your city' initiative began.

**ST Alliance** @st\_alliance · Nov 9  
Delighted to welcome Scott McArdle, Kat Brogan & @JonnyKinross for the final panel discussion on day one of #STIC22!



**ST Alliance** @st\_alliance

Jonny Kinross explains the impact on the initiative - it has given some of the most marginalised of society a helping hand to connect with attractions, that they may have felt anxious and excluded from before.



**KAT BROGAN**  
Managing Director, Mercat Tours

**SCOTLAND'S  
TOURISM  
INDUSTRY  
CONFERENCE  
2022**



- [Social media assets \(click\)](#)
- [Stakeholder Toolkit \(click\)](#)
- [Project video \(click\)](#)
- [Project press images \(click\)](#)

**Edinburgh Castle** is one of the most exciting historic sites in Western Europe. It is alive with exciting tales of its time as a military fortress, royal residence and prison of war. When you climb Castle Hill, you will walk in the footsteps of soldiers, kings and queens – and even the odd pirate or two. <https://www.edinburghcastle.scot/>

**National Museum of Scotland** is the UK's most popular attraction outside of London. It works with other museums and communities across Scotland which allows it to share the National Collections widely.





















































It achieves this through loans, touring exhibitions, learning, outreach and digital programmes as well as offering advice, acquisition funding and training programmes to other museums. <https://www.nms.ac.uk/national-museum-of-scotland/>

**The Palace of Holyroodhouse**, is the official residence of the Monarchy in Scotland. Founded as a monastery in 1128 at the end of the Royal Mile in Edinburgh, the Palace of Holyroodhouse has a close association with the History of Scotland. Today, the Palace is a close focus for national celebrations and events in Scotland, most notably The Queen's 'Holyrood Week', which usually runs from the end of June to the beginning of July every year. <https://www.royal.uk/royal-residences-palace-holyroodhouse>

**Gladstone's Land** has been a commercial and social hub for more than 500 years. It has witnessed momentous social and political change as well as war, fire and disease. It hosts a new immersive visitor experience that takes you through three centuries of Gladstone's Land history. <https://www.nts.org.uk/visit/places/gladstones-land>

















**The Georgian House** was built in the Georgian era, which produced some of Scotland's most distinctive architecture. In the late 1700s, this grand townhouse was at the heart of Edinburgh's New Town development. The house was designed by acclaimed architect Robert Adam and was a true statement of luxury in an era of enlightenment, for those who could afford it. It cost the first owner John Lamont (18th Chief of the Clan Lamont) £1,800 in 1796. The house has been magnificently restored to show a typical Edinburgh New Town house of the late 18th and early 19th century. The fine collections of period furniture, porcelain, silver and glass reflect the Lamonts' lifestyle, including lavish entertainment for guests, as well as the social and economic context of the time. <https://www.nts.org.uk/visit/places/georgian-house>



DATE	MESSAGE	RET...	QUO...	LIKES	REPL...	IMPR...	ENG...
 @MercatTours Ltd Apr 24, 09:00	 Welcome to @GCP_Edinburgh, one of the projects in #Edinburgh we're thrilled to support! 🌱 GCP hosts social and educational activities aimed at reconnecting people with themselves, others and society. Keep an eye out: we have an exciting project with...	1	0	4	0	221	13
 @MercatTours Ltd Apr 26, 15:01	 We're lucky to partner with organisations like @GCP_Edinburgh! They empower vulnerable people and help them develop skills & build positive relationships. Keep an eye out for an exciting project we have coming up with the Grassmarket Community...	2	0	9	0	406	22
 @MercatTours Ltd Apr 27, 08:01	 What's this? A secret message telling you exciting things are happening tomorrow?? 🌱 Keep an eye on this space because we have a VERY exciting project launching tomorrow! And if you really just can't wait, here's a hint: its acronym is <b>OSYC</b> . Can you guess what it...	2	0	8	0	352	17
 @MercatTours Ltd Apr 28, 15:45	 We have BIG NEWS; Introducing Our Stories, Your City! 🌱 A new initiative supporting @GCP_Edinburgh in partnership with some of #Edinburgh's top attractions. <b>OSYC</b> removes barriers & enables the most vulnerable to reconnect with their city! Learn more <a href="http://youtu.be/sb1Cifav9ks">http://youtu.be/sb1Cifav9ks</a>	7	3	17	1	3,986	86
 @MercatTours Ltd May 04, 08:01	 You can tell we're excited about #OurStoriesYourCity! It's a partnership with @GCP_Edinburgh that brings GCP members on walking tours in Edinburgh, free of charge. 🌱 Learn more, or even donate to keep the project running, on our website <a href="http://ht...">ht...</a>	4	0	7	0	377	22
 @MercatTours Ltd May 05, 12:02	 Ok we're a little excited!! We've raised our first £100 of donations for Our Stories, Your City! 🌱 Soon, @GCP_Edinburgh members will get a FREE 3-hour tour and attraction visit! Thank you to all who've donated so far. 🌱 Learn more & donate here <a href="https://bit.ly/39...">https://bit.ly/39...</a>	1	0	5	0	274	15
 @MercatTours Ltd Jun 11, 14:01	 It's official! In just the first month of our Our Stories, Your City project, we've raised enough for FIVE @GCP_Edinburgh tours!! This is absolutely incredible and we couldn't do it without you. 🌱 #YS2022 #VisitScotland Learn more and donate here! <a href="https://bit.ly/...">https://bit.ly/...</a>	1	1	10	0	366	31
 @MercatTours Ltd Jul 24, 08:01	 In the last month, visitors have helped us raise over £400 for @GCP_Edinburgh from the pop-up shop! Don't forget to check it out when you visit—there are all kinds of souvenirs to be found, from keychains to tartan journals. 🌱 #VisitScotland <a href="https://twitter.com/M...">https://twitter.com/M...</a>	3	0	6	0	353	13
 @MercatTours Ltd Jun 26, 11:05	 Before 🌱 After The @GCP_Edinburgh pop-up shop is finally here! You'll find handmade gifts (perfect for souvenirs) of all kinds & each purchase supports the Grassmarket Community Project! Pop by after a tour and take a bit of #Edinburgh back with you. 🌱...	3	0	1	0	593	41
 @MercatTours Ltd Jun 28, 11:05	 We're always stunned by the continued support for the Our Stories, Your City project! This project takes @GCP_Edinburgh members on tours and attraction visits, free of charge. 🌱 It's a way to reconnect people with their city. Learn more and donate here. <a href="https://bit.ly/3tSB2aL">https://bit.ly/3tSB2aL</a> <a href="https://twitter.com/MercatToursLtd/st...">https://twitter.com/MercatToursLtd/st...</a>	3	0	5	0	289	12
 @MercatTours Ltd Jun 29, 15:01	 Did you hear? We now have a @GCP_Edinburgh pop-up shop that's fully stocked with lots of lovely products made by their volunteers! All profits go to Grassmarket Community Project, and you can find it all in our reception on Blair Street. #YS2022 <a href="https://twitter.com/MercatToursLtd/status/1542161463749627905/photo/1">https://twitter.com/MercatToursLtd/status/1542161463749627905/photo/1</a>	0	0	2	0	165	5
 @MercatTours Ltd Jun 30, 16:05	 Thanks to everyone who's donated to Our Stories, Your City! 🌱 @GCP_Edinburgh enjoyed their first <b>OSYC</b> Secrets of #Edinburgh's Royal Mile tour with us today, exploring the #history of the Royal Mile & visiting @edinburghcastle! Watch to see what they said...	3	0	7	0	408	44
 @MercatTours Ltd Jul 09, 11:00	 Don't forget to grab a souvenir guidebook after your tour! They're written by an expert storyteller and feature phenomenal artwork and historical illustrations. You can buy a copy online & pick it up at the end of your tour! #Edinburgh Learn more here. <a href="https://bit.ly/3MMZBMQ">https://bit.ly/3MMZBMQ</a> <a href="https://twitter.com/MercatToursLtd/status/154572...">https://twitter.com/MercatToursLtd/status/154572...</a>	0	1	1	0	297	16
 @MercatTours Ltd Jul 11, 14:03	 Don't forget to pick up a souvenir (or three 🌱) from the @GCP_Edinburgh pop-up shop after your tour! All proceeds go directly to GCP and everything is handmade by volunteers. Grab a keyring, tartan scarf or a lanyard to remember your tour by! 🌱 #StoriesOfScotland <a href="https://twitter.com/MercatToursLtd/status/15464...">https://twitter.com/MercatToursLtd/status/15464...</a>	0	0	2	1	131	10
 @MercatTours Ltd Jul 18, 08:01	 #OurStoriesYourCity has already become a success! 🌱 Stories make connections between people, places and the past. With this project, we are helping reconnect people with the city and culture they have been cut off from. Learn more & donate here <a href="https://bit.ly/3AD68af">https://bit.ly/3AD68af</a> <a href="https://twitter.com/MercatToursLtd/status/154894...">https://twitter.com/MercatToursLtd/status/154894...</a>	0	0	0	0	98	4
 @MercatTours Ltd Jul 26, 14:04	 Our second tour of #OurCityYourStories has taken place! Thanks to donations from you, we are able to take @GCP_Edinburgh members on 5-star tours of #Edinburgh. 🌱 If you want to learn more about the project & donate, visit our website <a href="https://bit.ly/3PEp10X">https://bit.ly/3PEp10X</a> <a href="https://twitter.com/MercatToursLtd/status/155193139329...">https://twitter.com/MercatToursLtd/status/155193139329...</a>	0	0	1	0	84	5
 @MercatTours Ltd Jul 30, 10:01	 You can help support our friends at @GCP_Edinburgh by grabbing a souvenir after your tour! The GCP pop-up shop can be found in our reception and features all kinds of hand-made goods from keychains to tartan accessories. 🌱 #SupportLocal #VisitScotland <a href="https://twitter.com/MercatToursLtd/status/155331981774621...">https://twitter.com/MercatToursLtd/status/155331981774621...</a>	3	0	1	0	354	5
 @MercatTours Ltd Aug 18, 10:01	 We're so thankful to our partners like @RCT for helping us reconnect people with Edinburgh. Our most recent Our Stories, Your City tour took @GCP_Edinburgh members to Holyrood Palace. Learn more about <b>OSYC</b> & our partners. <a href="https://bit.ly/3pnA2Zu">https://bit.ly/3pnA2Zu</a> ...	2	0	5	0	250	19
 @MercatTours Ltd Aug 21, 08:01	 In just 3 months we've raised over £1000 for #OurStoriesYourCity! Our storytellers have already run 2 tours for @GCP_Edinburgh members & more are on the way after the festival! Read more about the project & all our wonderful partners here <a href="https://bit.ly/3dyozna">https://bit.ly/3dyozna</a> <a href="https://twitter.com/MercatToursLtd/status/156126211151...">https://twitter.com/MercatToursLtd/status/156126211151...</a>	0	0	2	0	89	3
 @MercatTours Ltd Aug 24, 10:02	 Don't forget, you can take a little piece of #Edinburgh home with you after your tour from the @GCP_Edinburgh pop-up shop! You can find everything from scarves to pins to ornaments, the proceeds of which go towards supporting Grassmarket Community...	2	0	6	0	160	17
 @MercatTours Ltd Sep 03, 14:02	 We've raised over £1,000 for #OurStoriesYourCity! With support from you & our partners, 165 @GCP_Edinburgh members will benefit from free 5-star tours of #Edinburgh. And the tours will begin soon! Tap here to learn about our partners & donate <a href="https://bit.ly/3R...">https://bit.ly/3R...</a>	3	0	9	0	357	23
 @MercatTours Ltd Sep 07, 16:57	 We're finalists for 3 awards 🌱 @LivingWageScot Local Champion Award + @UKInbound Individual Attraction & Sustainable Tourism Provider of The Year. Making connections with you, our community & environment matters to us. #OurStoriesYourCity is just one...	0	0	5	1	250	18
 @MercatTours Ltd Sep 11, 08:01	 In just a few months, we've raised enough to send 225 @GCP_Edinburgh members on a 5-star tour of #Edinburgh! Massive thanks go to you, for your donations, & to our partners in this project! 🌱 #YS2022 Tap here to read about our partners & to donate! <a href="https://bit.ly/3D2hXli">https://bit.ly/3D2hXli</a> <a href="https://twitter.com/MercatToursLtd/st...">https://twitter.com/MercatToursLtd/st...</a>	0	0	3	0	262	11
 @MercatTours Ltd Sep 11, 14:02	 Want to get a jump on holiday shopping? Stop by the @GCP_Edinburgh pop-up shop in our reception for all your #handmade tartan needs, from ornaments to bow ties to throw pillows! The money benefits GCP & the #Edinburgh community. 🌱 <a href="https://twitter.com/MercatToursLtd/status/1568963282102263812/photo/1">https://twitter.com/MercatToursLtd/status/1568963282102263812/photo/1</a>	1	0	5	0	383	12
 @MercatTours Ltd Sep 16, 08:02	 #FBF to the launch of Our Stories, Your City! In the months since, you've helped us raise enough to give hundreds of @GCP_Edinburgh members free, 5-star tours of #Edinburgh! We can't wait for the next one! Learn more about our partners & donate here. <a href="https://bit.ly/3QN7LXj">https://bit.ly/3QN7LXj</a> <a href="https://twitter.com/MercatToursLtd/status...">https://twitter.com/MercatToursLtd/status...</a>	1	0	1	0	158	3
 @MercatTours Ltd Sep 24, 08:01	 We're thrilled to have hosted the 4th #OurStoriesYourCity tour with @GCP_Edinburgh members last week! The project helps reconnect people with #Edinburgh & its history. #VisitScotland To learn more about OSYC & donate, visit us here. <a href="https://bit.ly/3f5ZxwA">https://bit.ly/3f5ZxwA</a> <a href="https://twitter.com/MercatToursLtd/status/157358340427635...">https://twitter.com/MercatToursLtd/status/157358340427635...</a>	1	0	3	1	142	9



# Twitter

	<b>@MercatTours Ltd</b> Sep 26, 14:04		Every purchase from the pop-up shop in our reception goes towards supporting @GCP_Edinburgh! There are hand-made #tartan souvenirs of all kinds to peruse. #Edinburgh Check it out next time you visit! 📍 <a href="https://bit.ly/3qSGYi8">https://bit.ly/3qSGYi8</a> <a href="https://twitter.com/MercatToursLtd/status/1574399459525595138/photo/1">https://twitter.com/MercatToursLtd/status/1574399459525595138/photo/1</a>	2	0	5	0	217	10
	<b>@MercatTours Ltd</b> Sep 27, 11:05		We've won Most Innovative Venue in the UK in the @Tiqets 2022 Remarkable Venue Awards. 🏆 We're always looking for innovations that benefit our visitors, team, & community - like Our Stories, Your City! We could now be the global winner. Vote here 🗳️ <a href="http://bit.ly/3E4ZkUy">http://bit.ly/3E4ZkUy</a> <a href="https://twitter.com/MercatToursLtd/status/1574716...">https://twitter.com/MercatToursLtd/status/1574716...</a>	1	1	3	0	433	10
	<b>@MercatTours Ltd</b> Oct 02, 08:01		#OurStoriesYourCity helps reconnect people with #Edinburgh's past and present, through free 5-star tours for the members of @GCP_Edinburgh. Your donations make it possible. To donate & learn about our partners, visit our website. 📍 <a href="https://bit.ly/3Snx2ZV">https://bit.ly/3Snx2ZV</a> <a href="https://twitter.com/MercatToursLtd/status/157648243168263372...">https://twitter.com/MercatToursLtd/status/157648243168263372...</a>	1	0	2	0	163	4
	<b>@MercatTours Ltd</b> Oct 03, 12:09		Last week we won, not one, but two awards for the Our Stories, Your City project! 🏆📍 Learn more about why we won the Award for Excellence Best Individual Attraction from @UKInbound and Most Innovative Venue from @Tiqets in the article below. 📍 <a href="http://bit.ly/3ya1kYb">http://bit.ly/3ya1kYb</a>	1	0	1	0	217	5
	<b>@MercatTours Ltd</b> Oct 16, 10:01		The latest #OurStoriesYourCity tour visited @NtIMuseumsScot! We're lucky to have wonderful such partners in this project! You can also support @GCP_Edinburgh at the GCP pop-up shop in our reception! Learn more about the project & our partners here. 📍 <a href="http://bit.ly/3V8tuf">http://bit.ly/3V8tuf</a> <a href="https://twitter.com/MercatToursLtd/status/158...">https://twitter.com/MercatToursLtd/status/158...</a>	1	0	2	0	137	5
	<b>@MercatTours Ltd</b> Oct 27, 10:01		Can you guess how many #OurStoriesYourCity tours we've funded thanks to your donations? 15 and counting! #Edinburgh Learn more about the project, make donations and learn about our amazing partners here! 📍 <a href="http://bit.ly/3VAvxJV">http://bit.ly/3VAvxJV</a> <a href="https://twitter.com/MercatToursLtd/status/1584122767506432002/photo/1">https://twitter.com/MercatToursLtd/status/1584122767506432002/photo/1</a>	0	0	0	0	101	6
	<b>@MercatTours Ltd</b> Oct 23, 14:04		Want to get a head start on holiday shopping? Get your loved one a #tartan souvenir from the @GCP_Edinburgh pop-up shop! There are gifts for any occasion & every purchase supports GCP. Learn more about our partnership & the #OSYC project here! 📍 <a href="http://bit.ly/3MPLUyf">http://bit.ly/3MPLUyf</a> <a href="https://twitter.com/MercatToursLtd/status/157984122767506432002/photo/1">https://twitter.com/MercatToursLtd/status/157984122767506432002/photo/1</a>	0	0	1	0	101	3
	<b>@MercatTours Ltd</b> Oct 30, 16:01		Do you know about #OurStoriesYourCity? It's a collaboration between us & partners to support @GCP_Edinburgh, reconnecting people from vulnerable communities with #Edinburgh. Learn more about the project, our partners & donate here. 📍 <a href="https://bit.ly/3W8bMd1">https://bit.ly/3W8bMd1</a> <a href="https://twitter.com/MercatToursLtd/status/159...">https://twitter.com/MercatToursLtd/status/159...</a>	0	0	0	0	96	5











# Facebook

Post	Post status			Distribution	Discovery <<		Engagement <<	
	Published	↓	Details		Impressions	People reached	Engagement	
	Published	04/27/2022 11:01 AM	Kimberley Angela Rah...	...	1,936	1,737	16	
	Published	04/28/2022 4:45 PM	Kimberley Angela Rah...	+5.2x Higher	8,828	7,869	138	
	Published	05/05/2022 3:03 PM	Kimberley Angela Rah...	...	993	987	16	
	Published	06/11/2022 11:01 AM	Kimberley Angela Rah...	...	1,556	1,556	37	
	Published	06/28/2022 11:01 AM	Kimberley Angela Rah...	...	861	850	5	
	Published	06/30/2022 5:05 PM	Kimberley Angela Rah...	+0.1x Average	739	687	20	
	Published	07/09/2022 11:01 AM	Lindsay Evans	...	697	683	14	
	Published	06/26/2022 9:00 AM	Kimberley Angela Rah...	...	3,653	3,329	47	
	Published	07/18/2022 11:02 AM	Lindsay Evans	...	1,090	1,039	25	
	Published	07/26/2022 11:01 AM	Lindsay Evans	...	3,156	2,942	83	
	Published	07/30/2022 11:01 AM	Lindsay Evans	...	1,119	1,110	21	
	Published	08/18/2022 11:01 AM	Lindsay Evans	...	1,689	1,623	20	
	Published	09/03/2022 11:01 AM	Kimberley Angela Rah...	...	48	24	27	
	Shared From Mercat Tours	09/05/2022 11:12 AM	Kimberley Angela Rah...	...	1,306	1,306	13	
	Published	09/07/2022 5:15 PM	Kimberley Angela Rah...	...	15	11	67	
	Published	09/11/2022 9:01 AM	Kimberley Angela Rah...	...	2,316	2,113	21	
	Published	09/24/2022 11:01 AM	Kimberley Angela Rah...	...	1,849	1,765	43	
	Published	09/27/2022 12:05 PM	Kimberley Angela Rah...	...	3,104	3,054	144	
	Published	09/30/2022 12:55 PM	Kimberley Angela Rah...	...	2,577	2,577	186	
	Shared From Mercat Tours	10/03/2022 10:01 AM	Kimberley Angela Rah...	...	467	441	13	
	Published	10/23/2022 11:01 AM	Kimberley Angela Rah...	...	400	391	3	
	Published	10/30/2022 11:01 AM	Kimberley Angela Rah...	...	467	453	11	



# IG Stories

Post	Post status	Date	Reach
 <p>How appropriate that a year ago today we posted a photo with @grassmarketcommunity, since tomorrow we have a very exciting project launching with them! 🎉</p> <p>📍 Edinburgh city walking tours</p>	o Archived	04/27/2022 12:07 PM	87
 <p>Exciting things being announced shortly! Stay tuned. 🤔</p> <p>📍 Edinburgh city walking tours</p>	o Archived	04/28/2022 2:23 PM	49
 <p>Here's a little teaser for the project, if you fancy taking a guess on what it'll be 🤔</p> <p>📍 Edinburgh city walking tours</p>	o Archived	04/27/2022 12:08 PM	76
 <p>And just in case you're curious: Stories are powerful. They make connections between people, places and the past. The partners in Our Stories, Your City do n...</p> <p>📍 Edinburgh city walking tours</p>	o Archived	05/03/2022 11:22 AM	73
 <p>We've surpassed our first £100 of donations for Our Stories, Your City!! With this project, we are helping reconnect people with the city and culture they have b...</p> <p>📍 Edinburgh city walking tours</p>	o Archived	05/03/2022 11:15 AM	81
 <p>~</p> <p>📍 Edinburgh city walking tours</p>	o Archived	06/29/2022 9:31 AM	118



YouTube

Watch time (hours)

5.4

3.4 more than usual

Impressions

2.3K

0:02 / 2:31

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**EDINBURGH A walking tour around the city / EDIMBURGO...**

273 views 6 months ago