

Brigadier H D Allfrey MBE
Chief Executive & Producer



THE ROYAL EDINBURGH MILITARY TATTOO

Patron: HRH The Princess Royal

32 Market Street,
Edinburgh EH1 1QB

Tel: +44 (0)131 225 4783

Fax: +44 (0)131 225 8627

administration@edintattoo.co.uk

www.edintattoo.co.uk

DO/HDA

Ms Dina Kinsman
Commander
Australian Federal Police Pipes and Drums
c/o GPO Box 1172
Canberra City
Australian Capital Territory 2601
AUSTRALIA

21 November 2014

THE ROYAL EDINBURGH MILITARY TATTOO

I am writing to thank you for *all* that you have done to support and assure the success of this year's Royal Edinburgh Military Tattoo.

The Show has been judged to be a substantial success and has secured critical acclaim. We are scrupulous in measuring attitudes to the Show and customer service, but we will need to wait until the autumn to see how it has all been rated. In the meantime though, we are graded by Trip Advisor as the No1 Visitor Attraction (of 207 in Edinburgh)! The pleasure of immediate feedback in the digital sphere!

Once again, the BBC recorded the Show and we secured an average UK viewing figure of around 5 million, a 21% share of the television viewing audience when broadcast on 25 August. I am told that this stands to translate into a global TV audience across the year of 100 - 300 million. Not quite X-Factor but something of which we can be very proud. We were also filmed by a number of international TV crews and hosted approximately 200 journalists and photographers during July and August. By all accounts, the Tattoo on the Esplanade of Edinburgh Castle is a first class platform to showcase our Armed Forces, our Culture and Heritage and those of our friends and allies.

We managed to sell over 220,000 tickets across 25 performances during August. We entertained over 3,500 VIPs and guests in the Royal Gallery and were able to secure excellent exposure for our sponsors (including Defence) and their interlocutors. The advertising value equivalent of coverage in the print and broadcast media is expected to top £1 million.

I am delighted with the outcome and while there are always lessons to be learned, I judge that together we delivered a Show that for most people "exceeded expectations". For me - and many others I think - it was profoundly moving to witness the positive response from our Audience and the strong relationships developed amongst members of the Cast and the Production Staff: new friends and mutual respect were very much the order of the day. Bravo!

Perhaps most importantly though, you and yours can draw huge credit from your contribution along with lasting satisfaction for a job done beautifully.

Thank you again for everything. Come back soon!

You can see from the date on this letter that I have been unforgivably slow in writing personally to thank you and the Pipes and Drums for an extraordinary showing at this year's Tattoo. No excuses beyond the sheer volume of letters that I want to write each autumn! I am sorry!

As ever, it was a huge pleasure to have you and the team in Edinburgh. You are a joy to work with and add so much value, both on and off the Esplanade. Thank you for all this.

I am just back from a stunning trip, which took in Sydney, Brisbane, Canberra and Melbourne. We have huge adventures planned for Feb 16 and are now putting our case before the Board!

David, thank you and the Ps & Ds for all that you have done.
All best wishes

PS. Next year The Royal Edinburgh Military Tattoo is set to celebrate 'East meets West' over the period 7 - 29 August.

David