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## Edinburgh's King of the Castles

### Edinburgh Castle beats Houses of Parliament as UK's top landmark

Forget the classic family photo outside the Houses of Parliament, a poll released today shows that Brits are more interested in visiting Edinburgh Castle than the home of the oldest parliamentary democracy in the world.

Edinburgh Castle, which guards the capital of Scotland, was voted the UK's favourite landmark taking almost one in five votes (18%) and beating London's iconic Houses of Parliament which scored 10%.

Spiritual Brits voted Stonehenge into second place with 17% of the votes showing that Brits are heading much further afield than London to snap the sights. The survey was commissioned by photo printer manufacturer, Lexmark who make it easier than ever before to print out and treasure photos of the UK's top landmarks thanks to their new P450 photo printer.

### Classic UK holiday destinations shine out

The much-loved British holiday icon, Blackpool Tower, beat off stiff competition to take third place with 13% of the votes closely followed by the White Cliffs of Dover with 12%.

### Top Ten Favourite Landmarks

1. Edinburgh Castle
2. Stonehenge
3. Blackpool Tower
4. White Cliffs of Dover
5. Houses of Parliament
6. Eden Project
7. Millennium Stadium
8. Angel of the North
9. Roman Baths
10. Brighton Pier

### Snappy Hot Spots

When asked which London landmark Brits loved to photograph the most, surprisingly the classic icons like Big Ben beat shiny new landmarks like the London Eye. Big Ben struck first place with a massive

41% of votes and Buckingham Palace earned itself a royal second place with 37% of Brits having snapped it. The one-hundred-year-old Tower Bridge came a close third being photographed by 32% of Brits, notching up another point for the old classics.

The spectacular London Eye did catch the imagination of over a quarter of snap-happy Brits making it the fourth most photographed landmark, and one in five Brits (20%) admitted to being dazzled by the bright lights of Piccadilly Circus, bringing it into fifth place.

The poll was commissioned to celebrate Lexmark's latest photo printer, the Lexmark P450, perfect for printing out travel snaps instantly and using the built-in CD burner to save photos.

Paul Murphy, travel writer, photographer and contributor to the AA Illustrated Guide to Britain, and many more guidebooks, commented on the poll:

"It's great to see such variety in the landmarks that we are choosing to visit. Although the capital's attractions will always be popular, it's so encouraging to see that people will go further afield to see the amazing architecture and heritage this country has to offer."

### **Paul's Top Photography Tips**

- Look twice – be patient and before snapping your landmark, take a walk around it and look for new and interesting angles or where the light is falling in at its best
- Think about what you are trying to capture – is it the atmosphere/mood, the scale/size of the landmark, the beauty, or simply the fact that 'I was here'
- Size it up - give the photograph a sense of scale - stick a friend in the shot too!
- Snap away! - don't be afraid of taking lots of shots - you can then print out the perfect one when you get home
- Less is more - you don't have to get it all in, interesting or unusual details and partial shots are often more powerful than the whole

**- ends -**

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