

Digital Content Plan



Current objectives:

- To keep the destination front of mind for future visitors
- To support businesses to generate income, promote new initiatives or keep profile high
- To engage the local market in available and safe city experiences and promote the “support local” message



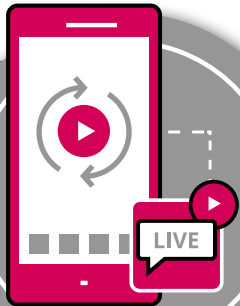
Content themes live or in development:

- Support local
- Inspire locals
- Inspire future visitors
- Know before you go



Market focus:

- Primary: local market
- Secondary: day visitor market (warming up)

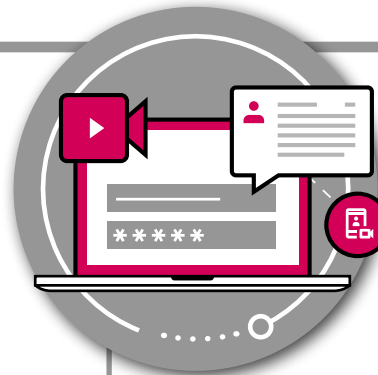


Live Content

Our live content currently includes the following lead features:

- [Experience Glasgow's amazing food scene from home](#)
- [Explore your local neighbourhood](#)
- [Experience Glasgow virtually](#)

We are updating and promoting this content on a regular basis



Planned Content

The following content is currently being scoped. Timings to be confirmed depending on reopening plans, government decision making and industry input.

- Top ten reasons to have Glasgow on your travel wish list
- City shopping guide
- “Support local” blog series
- How to be a tourist at home in Glasgow
- Know before you go: travel tips, advice on staying safe and what you can enjoy
- Glasgow: the Dear Green Place

Please note that this plan is subject to ongoing review and possible change



Get in touch:

If you would like to share ideas or contributions for these features, please get in touch with the Destination Marketing team via info@peoplemakeglasgow.com

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