

Glasgow Tourism Industry Weekly Update

3 July 2020

Dear Member and industry colleague

Welcome to our weekly update. As well as providing a round-up of the latest news, announcements, and guidance, we are keen to share industry news, updates and examples of best practice. If you would like to share ideas or contributions, please do get in touch.

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Get Tourism Ready – Preparing for re-opening

Resources and Guidance

As businesses begin to plan to reopen there is much to consider but there are a lot of resources and guidance available to help you.

The Scottish Government has published guidance for the whole sector which can be accessed [here](#).

View the [VisitScotland Get Tourism Ready](#) page where you will find:

- [Get Ready Tourism Checklist](#) of the main things you should consider
- [Guidance for your sector](#). Guidance has been produced across sector groups to provide you with best practice advice for your business in order to be ready to welcome visitors safely once again.
- Information on the [Good to Go industry standard](#) and consumer mark. VisitScotland, together with UK national tourist boards, have launched a UK-wide industry standard

and consumer mark designed to give confidence to visitors that businesses are adhering to official government and sectoral guidance. **Good to Go** is a free, self-assessment scheme that can be completed online. Once complete, you'll receive certification and access to the 'We're Good to Go' mark for display in your premises and online. VisitScotland will also be using this on business listing on their consumer site.

Glasgow business reopening register

As we scope our destination marketing activity, understanding which businesses are open and ready to receive customers will be crucial. To do this, we are maintaining a register of tourism and hospitality business and their reopening plans. We'd be very grateful, therefore, if you could [complete this simple survey](#).

Recovery webinars for Glasgow

Glasgow Life and VisitScotland's series of webinars are tailored for businesses across Glasgow and the surrounding area, helping to support reopening and recovery as lockdown restrictions are eased.

The next two webinars in this series focus on the first visitor markets to return: Day visitors and visiting friends and relatives (Monday 6 July, 3pm) and Scots, UK and Irish markets (Friday 10 July, 11am). Read more and register on [Glasgow Tourism and Visitor Plan website](#) (GTVP). All the sessions will be recorded and available to view via GTVP. We'll let you know when they are online!

[Click here for a comprehensive list of upcoming virtual events and training.](#)

Toolkit: Technology solutions for visitor attractions & experiences

As part of a project initiated by DLP, a group of experienced tourism professionals have spent the last month looking at how different technologies can help visitor attractions and experiences in Scotland adapt and diversify in a post-COVID-19 world.

The result of this research is an interactive toolkit, designed to give attractions and experiences inspiration and ideas, as well as recommendations and solutions. [Read more here and view the demo video.](#)

Reopening Toolkit

With anxiety levels at an all-time high, industry has developed a [reopening toolkit](#) to help frontline workers in the hospitality industry navigate the new normal and reopen. It is aimed to help anyone within the trade and provides frontline workers with guidance on general behaviours and responsibilities; keeping a safe distance; infection control; customer care; physical distancing and wellbeing.

Skills Development Scotland introduces employee wellbeing resource

A collection of resources to help employers support their staff through this period of uncertainty and change has been developed by Skills Development Scotland. The new wellbeing section, as part of its [Our Skillforce](#) programme, brings together advice and resources on supporting your employees' mental and physical wellbeing, and helps you to consider ways to be flexible to support those with parental or caring responsibilities. To find out more, visit the [Employer Area for Wellbeing Support](#).

Redundancy Resources

Here is a [practical list of resources](#) to help employers support your staff during the COVID-19 period. Whether they have been furloughed, working from home or having to adapt their

working practices, this collection of resources has been created as a result of SDS working with the Scottish Apprenticeship Advisory Board and other stakeholder groups.

Mobile Ordering

New online ordering app launched to help restart the hospitality industry by Edinburgh start-up, Pour. The new platform allows businesses to replicate their food and drinks menu and take contact-free orders through their own branded hub in the app. Find out more at [Experience Glasgow](#).

New streamlined process for outdoor spaces and occasional licence

A number of changes have been made to the way Council Services are being delivered during this time. These changes include a new streamlined process for both an application for a temporary permit and for an Occasional Liquor licence in respect of an external area. You can find [information here](#) about these services and a helpful [FAQ section](#) too.

Marketing and PR

VisitScotland launches #HameTownTourist marketing campaign and new Sketching Scotland series featuring Glasgow

With a provisional date for the opening of tourism of Wednesday 15 July in place, VisitScotland launched #HameTownTourist. It's an integrated marketing, social, influencer and media campaign to inspire consumers across Scotland to rediscover their local areas and support our tourism industry. [Read more](#) or get involved in the campaign by sharing the first place you'd like to visit once lockdown restrictions are further eased on social media using #HameTownTourist – and ask your followers to do the same.

[Sketching Scotland](#) is part of VisitScotland's online activity to help visitors dream now and travel later. A series of 20 short videos teaching virtual visitors how to sketch landmarks and locations is now available online, including the iconic Riverside Museum. Each tutorial is accompanied by facts about each destination and it's hoped the creative campaign will inspire those who have sketched at home to visit the landmarks once travelling is possible.

Glasgow destination marketing plan

You can also find the [current destination marketing plan](#) for Glasgow outlining the content being promoted now as well as a number of digital features in development to reflect the gradual re-opening. 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.

Conferences and events

Virtual conference site visits

Glasgow Convention Bureau is creating a Virtual Site Visit to give conference clients a personalised, yet virtual experience of Glasgow when it is not possible for them to visit the city. This new virtual site visit tool will help clients understand the benefits of choosing Glasgow as their next conference location.

Included within the virtual site visit will be videos of venues that the client has requested to see, and each 'visit' will be personalised to the client's needs. To facilitate this, we are looking for videos of conference venues in Glasgow. Videos that show the interior, exterior, meeting room and social programme areas of your venue should be sent via WeTransfer to lynn-ann.thomson@glasgowconventionbureau.com.

News in brief:

- [GREAT coverage of Scotland and Glasgow in Canadian magazine](#)
- Diageo launches \$100 million recovery fund “Raising the Bar”. [Read more and register your interest.](#)
- [TRNSMT Takeover on BBC Scotland](#) - celebrating the best from the music festival
- [Merchant City Festival programme is going online](#)
- [Emirates to resume flights from Glasgow Airport to Dubai in July](#)

Join the conversation & useful links

Keep-up-to-date with Glasgow's tourism news by following [@GlasgowTourism](#) on Twitter and using the hashtags **#GlasgowTourism**.

You'll also find the [latest industry news](#) on our website and via our [LinkedIn Group](#) and VisitScotland's [Glasgow City Region Business Group](#) on Facebook.

[VisitScotland.org](#) provides all the latest information and advice to support tourism businesses and organisers of events through this challenging time as well as travel news, consumer intent and market insights from around the globe.

[The Scottish Tourism Alliance](#) – the representative body of the Scottish tourism industry. Read their regular update.

[Glasgow Tourism and Visitor Plan](#) is Glasgow's tourism industry website.

[Experience Glasgow](#) - Supporting hospitality and leisure businesses in Glasgow.

If you would prefer not to receive updates, please let me know and we will be happy to remove your contact details.

Kind Regards
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