

23 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](#).

In this issue:

Marketing:

- #Glasgowisopen campaign.
- Zero Waste Scotland launches campaign to protect Scotland's natural assets.
- The role of food tourism in Scotland's tourism recovery, post Covid-19 - webinar 4/8.
- Glasgow business reopening register.
- Good to Go accreditation.

Business & Funding Support:

- Glasgow recovery webinars.
- New e-learning programme for frontline staff in Scotland.
- Test and protect: Guidance on collection of customer and visitor contact details.
- Sector guidance updates.
- 'Eat Out to Help Out' scheme is now open for registration.
- City of Glasgow College supports regrowth of hospitality.

Conferences and Events:

- SEC reports boost to events calendar in sign of revival.
- Edinburgh's Hogmanay street party set for axe as tickets taken off-sale and refunds offered.
- Great Scottish Run axed until next year due to pandemic.

Connectivity:

- Glasgow Airport will have 74 destinations by September 2020.
- EasyJet to re-establish further routes from Glasgow Airport in August.

Industry updates:

- Glasgow City Council launches art trail to showcase famous works.
- 11 new bars, cafes and restaurants coming to Glasgow soon.
- 14 building projects that could change the face of Glasgow.
- Historic Govan Stones site and church to be given 'new future' as extension plans are approved.
- Discover Glasgow's new Urban Playground.
- Members and public dig deep to donate over £1.6 million to help National Trust for Scotland.
- Reopening of Scottish Visitor Attractions - research findings.
- Tickets now on sale for some of the top visitor attractions in Scotland.

Marketing

#Glasgowisopen campaign

Remember to join in Glasgow's consumer marketing campaign **#Glasgowisopen** launched on Wednesday 15 July, to coincide with the official reopening of Scotland's tourism industry. [Read more and download digital assets here.](#)



How you can get involved with the campaign.

- Follow People Make Glasgow social channels and use the campaign hashtag #Glasgowisopen when sharing the new film and other content across your own social media and digital channels.
- Let us know your reopening plans – complete our short [Business Reopening Register](#).
- Share your re-opening images with us on Twitter @GlasgowTourism using #Glasgowisopen.
- Download city images for your own promotions and social media posts from our [multi-media library](#) (password: Destination2020).
- Update your [VisitScotland.com web-listing](#) with your '[We're Good to Go](#)' accreditation.

Zero Waste Scotland launches campaign to protect Scotland's natural assets

Zero Waste Scotland has launched a new campaign – '*Scotland is Stunning, Let's Keep it that Way*' - highlighting the country's natural beauty and wildlife and urging visitors not to spoil it by littering when they're enjoying the delights of our coast, countryside and campsites. The campaign will run for five weeks, over the summer holiday period, and will include local and national press activity, social media content and a dedicated web page.

How you can get involved:

- [Download the campaign toolkit](#), featuring posters, social media copy and assets for using on your channels.
- Follow the campaign on social media at #BinYourLitter
- Share social media posts on Facebook and Twitter
- Share campaign details with your tourism partners and community groups

If you have any questions regarding the campaign, [please get in touch](#).

The role of food tourism in Scotland's tourism recovery, post Covid-19 - webinar 4/8

Destinations around the world have, been developing food tourism strategies and plans to attract visitors from near and far. Food tourism has become mainstream in the visitor economy, with people travelling for unique, memorable food and drink experiences. Scotland launched its first national food tourism action plan in 2018, a partnership between Scotland Food & Drink and The Scottish Tourism Alliance.

This webinar will explore how food tourism can contribute to Scotland's tourism recovery, post Covid-19, and what this means for businesses while being mindful of how to balance the needs of the local economy with those of local communities. For full details and to book your place, please visit [here](#)

Glasgow business reopening register

We are continuing to maintain a register of tourism and hospitality business and their reopening plans to help inform our ongoing marketing activity. We'd be grateful, therefore, if you could [complete the short survey](#).

Good to Go accreditation

If you haven't done so already, please apply now to confirm that your business has taken the necessary measures and is operating in line with the [Government guidelines](#) and [Public Health guidance](#) clearly set out in your [Covid-19 Risk Assessment](#).

Upon successful completion of the application, you will be sent a secure link to download your certificate, mark and a toolkit with practical steps for telling your customers that your business is **Good to Go**.

This is your signal to customers, visitors and your local community that you have worked hard to follow Government and industry Covid-19 guidelines and have a process in place to maintain cleanliness and aid social distancing. [Apply here](#).



Business and Funding Support

Glasgow recovery webinars

In June and July, VisitScotland and Glasgow Life hosted a series of webinars tailored for businesses across Glasgow and the surrounding area. The programme aimed to help support reopening and recovery from the current coronavirus pandemic as lockdown restrictions are eased. [The full series of webinars is now available for you to watch back here](#).

New e-learning programme for frontline staff in Scotland

Experience Glasgow and World Host have teamed up to offer a new e-learning programme for frontline staff in Scotland. Empower your staff to keep customers and colleagues safe beyond Covid-19 & drive positive behaviours in a rapidly changing customer-facing environment. [Read more](#).

Test and protect: Guidance on collection of customer and visitor contact details

Guidance has been published that requires the collection of customer contact details from a much wider section of the economy besides hospitality, including tourism.

This is to support customer and visitor data gathering for businesses and other establishments to assist contact tracing as part of NHS Scotland's Test and Protect system. You can download the updated guidance [here](#).

Sector guidance updates

The Scottish Government has now published its guidance for retail, tourism and hospitality customers. You can find the guidance [here](#).

'Eat Out to Help Out' scheme is now open for registration



The UK Government 'Eat Out to Help Out' scheme is now open for registration, please register your bar or restaurant to offer a discount to diners and encourage them to eat at your premises. [Read more.](#)

You can [download promotional materials](#) to help you promote the scheme and let your customers know that you're taking part.

To support the initiative, the UK Government has launched a [restaurant finding service](#), whereby the public can search by postcode for a list of participating restaurants.

City of Glasgow College supports regrowth of hospitality



Just two weeks before the country went into lockdown, City of Glasgow College held a [Hospitality and Culinary Summit](#) attended by industry professionals and specialists from across the country. Its focus was on forging stronger partnerships with industry and working to change perceptions of the sector and the mind set of influencers.

Now that the hospitality, tourism and culinary sector has started to reopen, the College is looking to continue its role in supporting the industry and is keen to hear from industry on how they can continue to collaborate, support and work in partnership with them. [Read more.](#)

Conferences and events

SEC reports boost to events calendar in sign of revival

The SEC is reporting a renewed confidence in the conference sector after securing a number of bookings through to 2026.

New and re-booked events amount to 189,944 participant days for the city and will contribute £144 million to the city's economy, a further £24 million to Scotland and £196 million to the UK. [Read more.](#)



Edinburgh's Hogmanay street party set for axe as tickets taken off-sale and refunds offered

The company behind Edinburgh's world-famous Hogmanay celebrations has taken tickets for its 75,000-capacity street party off sale – admitting that the centrepiece event "cannot take place in its current form" amid the Covid-19 crisis. [Read more.](#)

Great Scottish Run axed until next year due to pandemic

Thousands normally take part in the event, which was scheduled to go ahead in Glasgow on October 4. Runners who had a place in the 10k or half marathon will be given the option

to roll it over to the next version of the event, provisionally planned for October 3, 2021. [Read more.](#)

Connectivity

Glasgow Airport will operate to 74 destinations by September 2020

With the aviation industry starting the fightback from the crisis, the city's airport already has 31 operational destinations, with another 43 gradually being introduced by 9 September. The full list, with start dates, can be seen [here](#).



EasyJet to re-establish further routes from Glasgow Airport in August



EasyJet has announced it will be reintroducing some of its flight routes from Glasgow Airport next month.

A limited number of flights were brought back last month, however the airline is planning to re-establish a series of services from August 1 including; Amsterdam, Jersey, Bordeaux, Turkey, Barcelona, Italy, France, Spain, Turkey, Greece, Montenegro, Croatia, the Balearics and the Canary Islands. [Read more.](#)

Industry updates

Glasgow City Council launches art trail to showcase famous works



Glasgow's City Centre Contemporary Art Trail is part of the council's City Centre Strategy and aims to give residents and visitors an opportunity to enjoy some of the contemporary art that can be seen from the streets of the city centre. The Trail will showcase the many diverse and significant pieces of art on display across the city centre and underlines the notable cultural role that Glasgow has played, and continues to play, in Scotland, the UK and Europe. [Read more.](#)

11 new bars, cafes and restaurants coming to Glasgow soon

Even after the last few months of misery, Glasgow has some new bars, restaurants coming in the weeks and months ahead. [Read more.](#)

14 building projects that could change the face of Glasgow

From rooftop bars to new shopping districts, brand new skyscrapers to the renovation of beloved old buildings - here's what could change in Glasgow very soon. [Read more.](#)

Discover Glasgow's new Urban Playground

Ready to play? Glasgow's Urban Playground is a new collaboration by three of the city's exciting outdoor lifestyle businesses to offer a different adventure experience for Glasgow. [Find out more.](#)

Historic Govan Stones site and church to be given 'new future' as extension plans are approved

Permission has been granted to build an extension onto Govan Old Church as part of a project to give the historic site a new future. The extension will allow the church to function as a venue for events including weddings and concerts. The extension will be the second part of a five-phase plan to save the historic site which will also see the creation of a museum and tourist attraction. [Read more.](#)



Members and public dig deep to donate over £1.6 million to help National Trust for Scotland

The Save Our Scotland fundraising drive was launched last month after the charity forecast it would lose £28 million in income this year as its heritage sites shut due to lockdown. The fundraising campaign has secured international support and Trust members have donated £800,000 in addition to their subscriptions. [Read more.](#)



Reopening of Scottish Visitor Attractions - research findings



Coronavirus has had a significant impact on the Scottish Tourism industry with the vast majority of Visitor Attractions closing in Mid-March 2020. Prior to the reopening date of 15th July, the Moffat Centre and ASVA asked all Scottish attractions to complete a brief survey to provide data on anticipated reopening. You can [download the findings here.](#)

The [Association of Leading Visitor Attractions](#) has published Wave 4 of its Recovery Tracker, offering an insight into how the public are feeling about returning to visitor attractions. You can download the tracker [here.](#)

Tickets now on sale for some of the top visitor attractions in Scotland

Online booking is now open for three of Scotland's most iconic castles as Historic Environment Scotland (HES) prepares to open the gates to Edinburgh Castle, Stirling Castle and Urquhart Castle. The historic sites will reopen on Saturday 1 August and will be the first Historic Scotland ticketed sites to reopen. A further 23 ticketed attractions will then reopen on a rolling basis during August through to mid-September. [Read more.](#)

Little's launches Little's Luxury Experiences in conjunction with Luxury Scotland

For over 25 years, Little's have been associated with Luxury Scotland; showcasing the very best hotels and experiences that Scotland has to offer. In conjunction with the Luxury Scotland members, their expert tour designers have put together some incredible luxury tourism experiences that ensure that this Summer, travellers from the UK can enjoy the very best of Scottish hospitality, food & drink, history and scenery. [Read more.](#)