

Glasgow Life: Destination Marketing Framework



Scottish Government COVID-19 Local Protection Levels

LEVEL 0

- Hospitality open as usual
- Indoor restriction of 3 households
- Retail open
- Visitor attractions open
- Outdoor events permitted with limited numbers
- Indoor seated events permitted
- Essential travel only in or out of level 3 or 4 areas and UK

LEVEL 1

- Hospitality open to 10.30pm indoors
- Retail open
- Visitor attractions open
- Small seated indoor events permitted
- Limited outdoor events permitted
- Essential travel only in or out of level 3 or 4 areas and UK

LEVEL 2

- Limited hospitality to 8pm indoors
- Retail open
- Visitor attractions open
- No events
- Essential travel only in or out of level 3 or 4 areas and UK

LEVEL 3

- Limited hospitality to 6pm indoors
- Retail open
- Visitor attractions open
- No events
- Essential travel only in or out of level 3 or 4 areas and UK
- Essential use of public transport only

LEVEL 4

- Hospitality closed except for takeaways & deliveries
- Essential retail only
- Essential reasons to leave home only

More detail on Scottish Government Health Protection levels can be viewed here:

<https://www.gov.scot/publications/coronavirus-covid-19-protection-levels/pages/overview/>



Activity	Level 0	Level 1	Level 2	Level 3	Level 4
<p style="background-color: #444; color: white; padding: 5px; margin: 0;">Focus on virtual and online product, inspiration and <i>Dream Now Travel Later</i>.</p> <p style="background-color: #e91e63; color: white; padding: 5px; margin: 0;">Focus on practical considerations, planning and <i>Visit Now</i>.</p>					
<p>Content on People Make Glasgow digital channels</p> <ul style="list-style-type: none"> • Peoplemakeglasgow.com • Facebook • Twitter • Instagram • YouTube 	<p>Features and articles across all destination priority themes.</p> <p>Focus on local and domestic market as appropriate.</p> <p>Visit Now emphasis as appropriate to domestic level status.</p>	<p>Features and articles across all destination priority themes.</p> <p>Practical information for visiting and safety reassurances.</p> <p>Focus on local and domestic market as appropriate.</p>	<p>Features and articles across all destination priority themes.</p> <p>Practical information for visiting and safety reassurances.</p> <p>Focus on local and domestic market as appropriate.</p>	<p>Practical information for visiting and safety reassurances.</p> <p>Showcase of virtual experiences and online commercial offers. Promote in-person experiences across retail, hospitality and attractions to locals who can visit safely.</p> <p><i>Dream Now Travel Later</i> content ongoing.</p>	<p>Focus on inspirational content and top level positioning.</p> <p>Showcase of virtual experiences and online commercial offers.</p> <p><i>Dream Now Travel Later</i> emphasis.</p>
<p>Content partnerships</p>	<p>Maximise inclusion in and distribution through VisitBritain and VisitScotland channels.</p> <p>Collaborate with transport providers as appropriate.</p>	<p>Maximise inclusion in and distribution through VisitBritain and VisitScotland channels.</p> <p>Collaborate with transport providers as appropriate.</p>	<p>Maximise inclusion in and distribution through VisitBritain and VisitScotland channels.</p>	<p>Integrate destination profiling via online festivals and experiences e.g. Celtic Connections.</p> <p>Maximise inclusion in and distribution through VisitBritain and VisitScotland channels.</p>	<p>Maximise destination profiling via online festivals and experiences e.g. Celtic Connections.</p> <p>Maximise inclusion in and distribution through VisitBritain and VisitScotland channels.</p>
<p>Media relations</p>	<p>Journalist and blogger hosting: domestic and international markets as appropriate</p> <p>Pitch Visit Now story ideas and support tactical campaign activity</p> <p>Service media enquires.</p>	<p>Pitch Visit Now story ideas and support tactical campaign activity.</p> <p>Service media enquiries.</p>	<p>Pitch <i>Dream Now Travel Later</i> story ideas and media releases.</p> <p>Development of online resources including press releases and story inspiration.</p> <p>Service media enquiries.</p>	<p>Pitch <i>Dream Now Travel Later</i> story ideas and media releases.</p> <p>Development of online resources including press releases and story inspiration.</p> <p>Service media enquiries.</p>	<p>Outreach to maintain relationships. Development of online resources.</p> <p>Service media enquiries.</p> <p>Development of online resources including press releases and story inspiration.</p>
<p>Tactical consumer campaigns</p>	<p>Initiate across domestic and international markets as appropriate.</p> <p>Detailed recovery planning for International markets.</p>	<p>Initiate across domestic and international markets as appropriate.</p> <p>Top-line recovery planning for international markets.</p>	<p>Limited activation in targeted Scottish locations as appropriate.</p> <p>Detailed recovery planning for domestic market.</p>	<p>Top-line recovery planning.</p>	<p>Top-line recovery planning.</p>
<p>Travel trade activity</p>	<p>Representing the city at trade shows.</p> <p>Delivering destination and product knowledge sessions.</p> <p>Ongoing regular e-updates to operators about Glasgow.</p> <p>Launch of refreshed Glasgow Travel Trade Destination Guide.</p> <p>Host fam trips with key operators.</p>	<p>Representing the city at virtual trade shows.</p> <p>Delivering virtual destination and product knowledge sessions.</p> <p>Providing regular city and business e-updates to operators.</p> <p>Development of of Glasgow Travel Trade Destination Guide.</p> <p>Virtual Fam trips with travel trade partners and members.</p>	<p>Representing the city at virtual trade shows.</p> <p>Delivering virtual destination and product knowledge sessions.</p> <p>Providing regular city and business e-updates to operators.</p> <p>Development of of Glasgow Travel Trade Destination Guide.</p> <p>Virtual Fam trips with travel trade partners and members.</p>	<p>Representing the city at virtual trade shows.</p> <p>Delivering virtual destination and product knowledge sessions.</p> <p>Providing regular city and business e-updates to operators.</p> <p>Development of of Glasgow Travel Trade Destination Guide.</p> <p>Virtual Fam trips with travel trade partners and members.</p>	<p>Representing the city at virtual trade shows.</p> <p>Delivering virtual destination and product knowledge sessions.</p> <p>Providing regular city and business e-updates to operators.</p> <p>Development of of Glasgow Travel Trade Destination Guide.</p> <p>Virtual Fam trips with travel trade partners and members.</p>