Glasgow Tourism and Visitor Plan to 2023

Highlights of delivery against the Action Plan by city partners Glasgow Life, Scottish Enterprise and VisitScotland

July - October 2022

Glasgow Life

Scottish Enterprise

Visit Scotland | Alba™

Shared responsibility is key to success for Glasgow's new Tourism era

We're now just over a month away from 2023, the target year we set back in January 2017 for the ambitions in the Glasgow Tourism and Visitor Plan. Six years on, the landscape has changed in ways we couldn't have imagined, and I'm sure we all welcome the development of a new strategy that recognises the seismic shifts in global tourism and plots a fresh course to Glasgow's future success.

Therefore, our most significant news in this quarterly update is that work has begun on a new Glasgow tourism strategy and action plan to 2030. The results of which will be shaped by tourism partners, stakeholders and industry to be presented to you later in 2023.

With that process under way, now feels like the right time for me to pass the baton to a new chair for the Glasgow Tourism Partnership, and I am thrilled that SEC Chief Executive Peter Duthie will be taking it on. Glasgow could not have hoped for better leadership for these next crucial steps.

Right now, we are once again facing a challenging winter, with the cost of doing business rocketing and visitors tightening their belts. However, if these past six years have proved anything, it is that our industry and this great city are very resilient.

Glasgow Life has just launched a new winter marketing campaign to drive overnight stays which will run right through to Celtic Connections in January. The team are also scoping partnership activity with Expedia in the UK and US for early 2023, aligned with wider domestic and international marketing plans and building on the VisitScotland partnership activity that is currently live with Expedia.

Around that time, we will also see the build-up begin in earnest for the 2023 UCI Cycling World Championships. Hosting the biggest cycling event in history will see Glasgow back to what it does best: the expert hosting of major international events, delivered with the world's warmest welcome.

There are many reasons to look forward to the Cycling Worlds. The cycling-focused marketing that launches in the spring will be just the start of a transformation in how we position the power of the bike to visitors and our communities. The event is a catalyst for change. It will provide a tailwind for our push for a more responsible tourism industry, which will be central to the new Glasgow tourism strategy to 2030.

We don't have to wait for the publication of the new strategy to play our part. All of us can make practical steps right now to make our businesses more sustainable, and to share information for visitors with access needs.

It is shared responsibility, collective action on these fundamentals that will transform the city, and increase Glasgow's capacity to win new major events, with visitors who stay longer.

It has been an honour to chair the Glasgow Tourism Partnership over these past years. However, Glasgow's successes, past and future, belong to you in the industry. That future is in good hands.

Peter Lederer

Outgoing Chair, Glasgow Tourism Partnership

> Glasgow will soon be celebrating 40 years since the milestones of 1983 that kickstarted the city's evolution as a tourism destination: the opening of The Burrell Collection, the launch of the Miles Better campaign and the birth of the tourist board and convention bureau. Since then, our industry really has let Glasgow flourish.

We are still dealing with the wake of the pandemic, and a range of macroeconomic challenges. But if the past four decades prove anything, it's that this is a city with the talent, drive and ambition to overcome any challenge and keep building on its achievements.

In a few months' time, we will have a brand new tourism strategy for the city, that will give us the roadmap for the successes ahead in the rest of the decade. I feel privileged to begin this new era as chair of the Glasgow Tourism Partnership.

The Partnership has benefited hugely from the guidance of one of Scotland's most accomplished industry leaders, Peter Lederer. On behalf of all of us in Team Glasgow, I want to give him our very warmest thanks.

Peter Duthie

Incoming chair, Glasgow Tourism Partnership

Sharing our cultural city

Building on Events

Supporting seamless journeys

Developing innovative and competitive products and services

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Sharing our cultural city

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Attracting visitors with the buzz of Glasgow's music scene

The second phase of the city's music tourism campaign, Glasgow Music Nonstop, targeted consumer audiences across Scotland showcasing music-themed experiences alongside the programme of summer music events and festivals in the city.

Campaign result:

16 million impressions and **8 million video views** of the campaign hero film

24 pieces of press coverage (consumer and corporate) with a total **reach of 17.7 million**

931 additional trips to Glasgow thanks to partnership activity with Avanti West Coast

Over **17k clicks** to partner websites from peoplemakeglasgow.com

Glasgow Life developed **music-themed content** including, suggested itineraries for a music themed break in Scotland's UNESCO City of Music, blogs from Finlay MacDonald Artistic Director for Piping Live! and Subculture's resident DJ James Harrigan at SubClub and a series of reels for Instagram and Facebook.

Partnerships with Ticketmaster, The List and Bauer Radio allowed us to reach engaged music and arts audiences across target geographies. The radio campaign also included an online competition to allow for additional partner promotion.

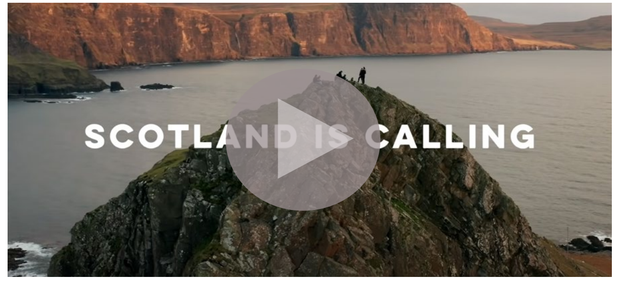
Glasgow Life hosted six **press and influencer trips** to generate awareness and encourage overnight visitors to come and enjoy the incredible music scene in Glasgow. Titles hosted included Manchester Confidential and influencers 'A Little Bit of Claire' and 'The Aye Life'.

The **'Glasgow Music Nonstop' busking tour** visited Aberdeen, Dundee and Edinburgh, showcasing some up-and-coming musicians from across the country and promoting the city's summer music events. This activity profiled 30 local businesses and generated 18 pieces of coverage including a selection of Scottish regional press titles.

- STYLEetc. - How to spend a musical weekend in Glasgow
- Confidentials - Is Glasgow a more exciting music city than Manchester?
- The Aye Life - Exploring Glasgow's Music Scene: a City Break in Glasgow

The next phase of the **Scotland is Calling** campaign kicked off this September for UK visitors and extended to US visitors in October.

The campaign's main video, shown through a mixture of paid social and digital channels, aims to attract visitors with everything Scotland has to offer so it is no surprise that Glasgow music venues and the crowds they attract make an appearance.



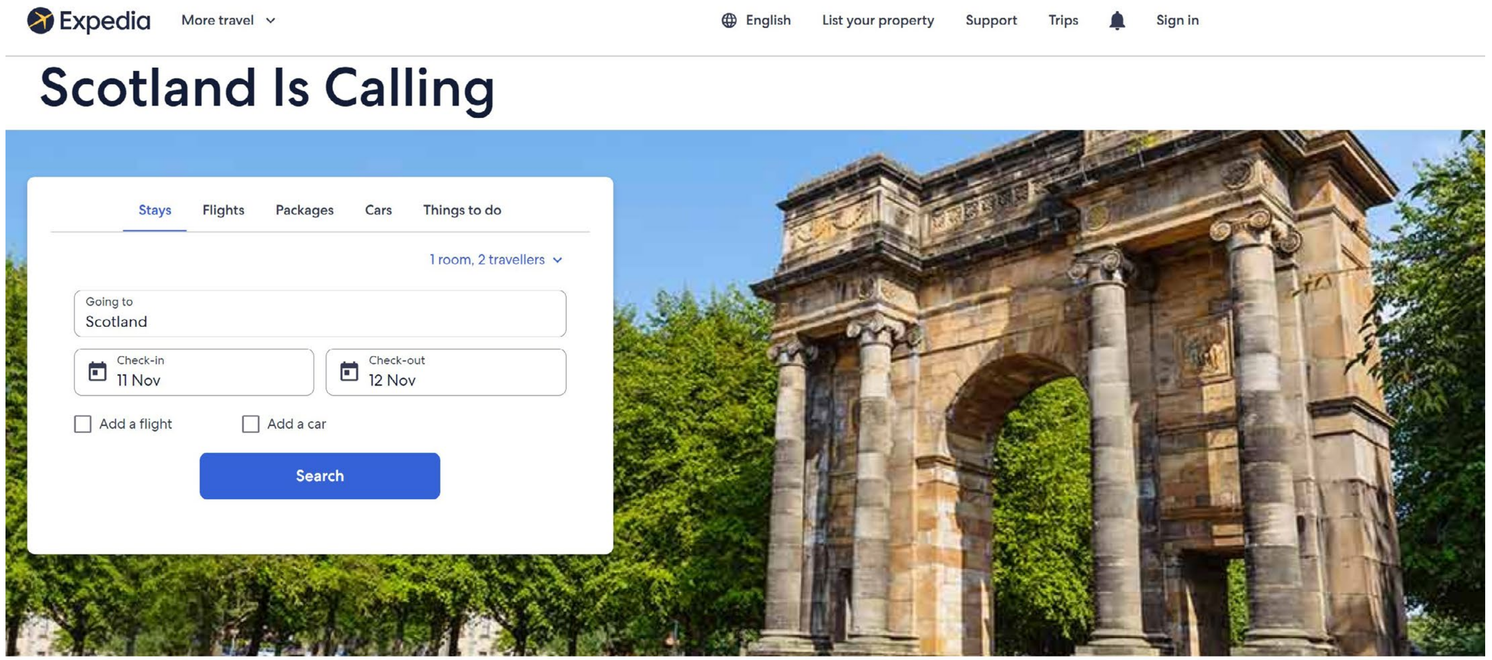
The campaign has, since its launch in September 2021, achieved some great results including 522k searches for Scotland, 100 million campaign video views and 4.1 million visits to VisitScotland.com

Glasgow promoted in autumn Expedia partnership

Glasgow hotels and attractions are being promoted to UK travellers as part of a **five-month VisitScotland campaign with Expedia** that will run into the New Year.

With a focus on driving bookings from audiences actively searching for travel, a mixture of digital adverts and dedicated Scotland landing pages on the Expedia website have featured Glasgow as part of a focus on Scottish cities.

This latest Expedia activity will extend to the US market from October, for the first of two phases that will promote Glasgow until March 2023.

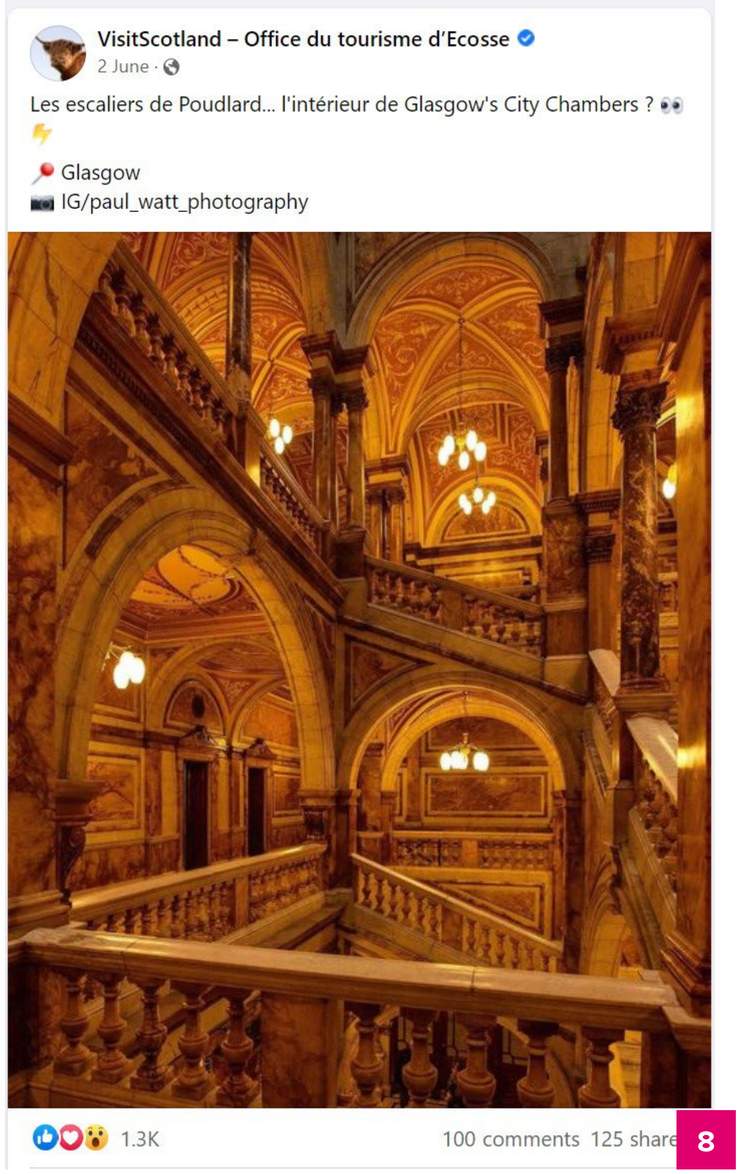


France and Germany asked: Glasgow or Hogwarts?

Using film and TV tourism as the hook and the global appeal of Harry Potter, comparing an image of The University of Glasgow to Hogwarts, Glasgow was featured on VisitScotland's organic social channels to appeal to fans in both France and Germany.

Images of the Sir George Gilbert Scott's landmark Victorian Gothic building have proved a huge hit on social media channels, with many making an instant connection with JK Rowling's fictional wizardry school.

Both French and German versions of language social channels have around 1.7 million followers each.



Targeting visitors from the South-West

Glasgow featured as part of Scotland is Calling activity promoting direct flights between the city and Exeter Airport.

Using the Year of Stories as the hook, a bespoke Scotland newsletter – headed with a hero image of Glasgow's cityscape as seen from Queen's Park – was sent to the airport's email database profiling Glasgow's museums, thriving music scene, the Burrell Collection and Pollok Country Park.

It also highlighted Glasgow's role as a gateway to other destinations including the Ayrshire coast and Clyde islands.

Take your pic! – choose from the latest city photography

Brand new, high-quality photography (see selection below) of live music taking place in venues across the city is now available for businesses to download and use free of charge from Glasgow Life's Digital Media Library.

Images area available for you to use on your websites, social media and other marketing activity royalty-free on our Digital Media Library.

Glasgow puts on a show for international travel trade delegates

DISCOVER SCOTLAND 2022

LIVE SHOWCASE

For the first time since before the height of the pandemic, Glasgow businesses and partners have been able to demonstrate the strength of the city's cultural offering in person, to travel trade from the UK and key North American, Asia and European markets – as well as Glasgow's own unique warm welcome.

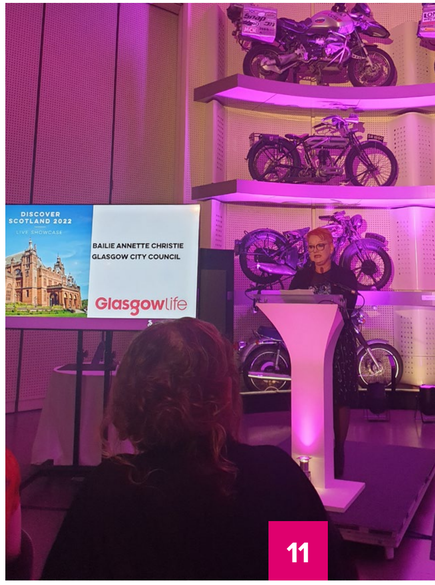
VisitScotland chose Glasgow to be part of **Discover Scotland 2022: Live Showcases**, entitled 'Western Wonders'. 30 buyers representing nine international markets got to immerse themselves in familiarisation visits to some of Glasgow's cultural highlights.

Working in partnership with Glasgow Life to design and support the delivery of the itinerary, the events helped showcase Kelvingrove Museum & Art Gallery, The Burrell Collection and Clydeside Distillery, before a networking dinner at Riverside Museum where delegates were welcomed by Bailie Christie, Convener for Culture, Sport & International Relations, Glasgow City Council.

The return to an in-person element enabled visitors to enjoy hospitality at Mackintosh at The Willow and the voco Grand Central Hotel, the latter included live music from Reel Time Scotland and a Burns recital from VisitArran Chief Exec Sheila Gilmore.

From the moment delegates arrived they were made to feel at home with bespoke welcome signage at Glasgow Airport, Central Station and the voco Grand Central Hotel, where Glasgow Life hosted a drink's reception. Local companies Bare Bones Chocolate and The Paisley Drinks Company provided welcome gifts for delegates and local taxi drivers were on hand to offer an authentic visitor experience.

The trip also demonstrated Glasgow's position as a 'Gateway to Scotland' with familiarisation trips to Ayrshire and Arran and Argyll & Bute also part of the 'western wonders' Live Showcase.



Waking up to Glasgow with Caledonian Sleeper

Travelling from London overnight and waking up in Glasgow refreshed and ready to explore was the message of a successful summer campaign from Caledonian Sleeper and VisitScotland.

The campaign used a mix of creative video content as well as partnering with influencer @postcardsbyhannah who travelled on the sleeper train before taking her followers with her on a packed-two day visit in Glasgow, including Mackintosh at the Willow, Spiritualist cocktail bar and the City Chambers.

The campaign achieved great results including 1.6 million impressions across social media and 10.13% of traffic to the Caledonian website coming directly from the campaign.

Watch the campaign video featuring a pair of ‘heilan coo’ slippers at city attractions!

UKinbound

As a member of UKinbound Glasgow Life's tourism team attended this year's annual convention in Aberdeen representing the city to UK and international buyers based in the UK.

The two-day programme was packed with networking opportunities and industry sessions including an update from VisitBritain's CEO Patricia Yates, panel debate, and 1-2-1 meetings with key operators.

The event provided a great opportunity to reconnect with operators; support the development of new, and the extension of existing, Glasgow itineraries as well as going insights into their customers habits.

UKINBOUND
THE VOICE OF INBOUND TOURISM

Glasgow Life launches new Love Glasgow this Winter campaign

Love Glasgow this Winter will promote the city's attractions, events and things to do throughout the winter months including the busy Christmas period. The campaign aims to build an emotional connection with the city, about the cosiness and warmth of wintertime – celebrating the connections with people and places. Watch the short video which has been produced for use across the city's visitor social and digital channels.

The campaign will focus on audiences across Scotland including Aberdeen, Dundee, Ayrshire, Stirling and Edinburgh encouraging overnight stays and day trips from these key audiences. Targeted marketing activity will be developed to include a content partnership with Reach PLC offering a mix of print and native online articles (titles include Daily Record, Sunday Mail, Scottish Daily Express and online titles including Edinburgh Live and Aberdeen Live). Organic communications will be shared via the city's visitor website and paid influencer activity is planned.

The campaign is now live with activity running in November, December and January. Read the slides for more details and find out how you can support the campaign and **get involved**, including:

- **Help increases the reach of the campaign content** - Like and share the video across your social channels.
- **Be included in campaign content** - share your stories, images and visitor experiences for possible inclusion in campaign content and features including:
    - 21 things to do this winter
    - Top events and festivals
    - Christmas gift guide
    - Cosy pubs
    - Activities for groups
    - Winter wonders
    - Top New Year's Eve Events
    - Scottish Experiences
    - Top events and entertainment
    - Festive weekend in Glasgow

LOVE GLASGOW THIS WINTER

Building on Events

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Celebrating one year to go until the world's largest cycling event lands in Glasgow

UCI Cycling World Championships 2023:

13 separate world championships combined into one mega-event for the first time

2,600 elite able-bodied and para-athletes from 120+ countries

8,000+ participants, including mass participation events

Will be one of the world's **top 10** most watched sporting events

Glasgow Life's Director of Culture, Tourism and Events, Billy Garrett, recently gave an update to industry at Glasgow Life Members Event, you can access the slides on the Glasgow Tourism and Visitor Plan website.

August marked one year to go until the event hits town next year and was celebrated with a programme of awareness-raising activity for residents and visitors alike.

An eye-catching cycling demonstration at George Square highlighted the unique bikes of the various disciplines that will be part of the event, and a countdown clock was unveiled in Glasgow Central Station to raise awareness among travellers.

In September, the **volunteer recruitment drive** was launched at Glasgow's Kelvin Way, with tennis coach Judy Murray, STV weather presenter Sean Batty and medal-winning track cyclist Jack Carlin getting on their bikes as they were announced as the Official Volunteer Champions.

Find out more on the event website: https://www.cyclingworldchamps.com/

Glasgow welcomes the Coach Tourism Association

In July, Glasgow welcomed the Coach Tourism Association (CTA) to the city for their annual Summer Networking event, the first time the CTA has come to Scotland for one of their events.

Hosted by VisitScotland and the CTA, with support from Glasgow Life and Glasgow City Council, the event delegates were treated to an action-packed itinerary with visits to the Riverside Museum, Clydeside Distillery, the Burrell Collection and Pollok House.

The event was a fantastic opportunity to show CTA members exactly why Glasgow is renowned as an extremely accessible, warm and welcoming destination.

As well as showcasing the city, the event also allowed tourism partners to promote Scottish coach-friendly product to a range of UK coach tour operators and wholesalers.

The CTA is the only UK-wide membership organisation for coach tour operators and Scottish suppliers who cater for coach tour visitors.

City businesses in line for prestigious awards

Six Glasgow operators have been shortlisted for Scottish Thistle Awards at this year's West Regional Final.

Glasgow Science Centre, **Red Sky Bar** at the Radisson Red Hotel and **Mharsanta** are among the hopefuls at the ceremony on 10 November at Òran Mór in Glasgow.

Celtic Connections and **TRNSMT** will compete in the events category.

A new category celebrates businesses and events that champion responsible tourism, and every entry requires to provide evidence on how their business addresses four key areas of a low carbon economy, inclusivity, thriving communities and Scotland's natural and cultural heritage.

For a full list of shortlisted finalists, please visit: www.scottishthistleawards.co.uk

National Conference Bid Fund

VisitScotland has continued to assist the Glasgow Convention Bureau and city partners in securing conferences for Glasgow through support and conference funding via the now closed National Conference Bid Fund and from the Scottish Government. Sales platforms have also been provided for business events including IMEX Frankfurt and America.

As well as event funding support, VisitScotland also works with event partners to provide suggested itineraries on event websites and welcome packs to encourage delegates to extend their stay in Glasgow and beyond. Research conducted through the National Conference Bid Fund supported conferences show 40% of delegates extend their stay in Scotland for an average of 3.3 days.

Glasgow Convention Bureau

Conferences held in Glasgow since 1 April 2022:

- 200 conferences
- attracting 74,000 delegates
- worth £98m to the local economy

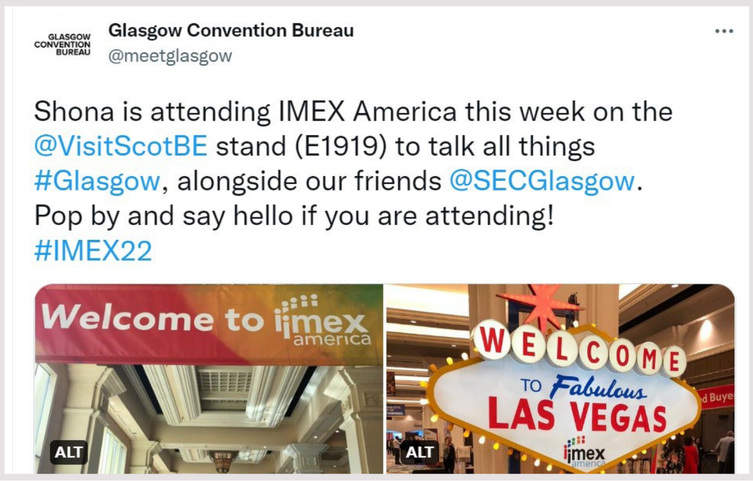
Conferences won for future years by Team Glasgow working with the Convention Bureau since 1 April 2022:

- 150 conferences
- attracting 50,000 delegates
- worth £65m to the local economy

Site visits hosted since 1 April 2022:

- 40 conference site visits
- welcoming 120+ clients

The Convention Bureau attended the **IMEX America** trade show in partnership with VisitScotland Business Events to target US based meeting planners.



Targeting IEEE conference organisers at IEEE Convene in Boston

Glasgow hosts more IEEE conferences than any other UK city. This is due to the city's academic excellence in Electrical Engineering and to the Convention Bureau's targeted focus to attract conferences in this sector over the last decade.

IEEE Convene is an invitation-only event for IEEE conference decision makers and the Convention Bureau is honoured to have been invited to showcase Glasgow as a conference location.

Glasgow COP26 - a year on

Glasgow considers the lasting legacy of COP26 on the city's business tourism sector.

Read the full press release on the GCB website.

GLASGOW CONVENTION BUREAU

Cultural and sporting events this summer

We take a Team Glasgow approach to events, with Glasgow City Council and Glasgow Life working in partnership with EventScotland and other partners to attract, secure, deliver and promote events to manage a distinctive calendar of annual and one-off major events. These are some of the highlights of the July-October period made possible through our partnership.

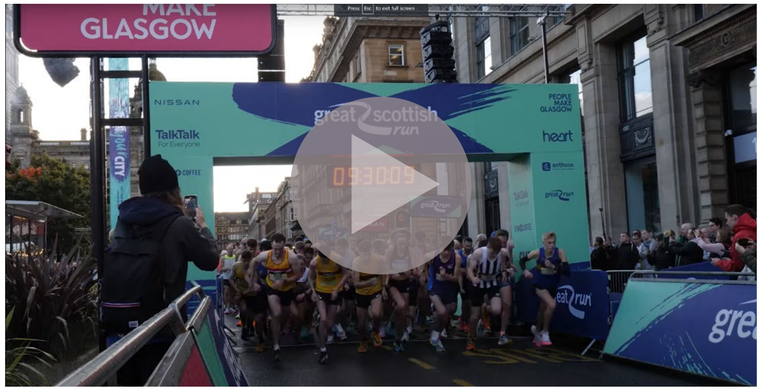
In July, Glasgow once again hosted the **Merchant City Festival** for a long weekend of entertainment including outdoor arts, circus, dance, craft stalls food and drink with events happening in and around the streets and venues of the Merchant City. Watch our highlights video on the event website www.merchantcityfestival.com/2022-highlights/ .

Piping Live! returned with a calendar of in-person and virtual events from 6 - 14 August for its 19th year. The world's biggest piping festival celebrated its return by offering a blended showcase of in-person gigs and online events, so both local and international audiences could enjoy the array of world-class performances. The festival annually attracts over 30,000 attendees to Glasgow.

Over 40,000 spectators descended on Glasgow Green across two days for the first **World Pipe Band Championships** since 2019. They watched 146 bands and thousands of pipers and drummers compete over the two days. The World Pipe Band Championships is back next year on 18th and 19th August 2023.

Between 13 and 18 September, a total of 113,268 people attended the **Group Stage of the Davis Cup by Rakuten Finals 2022** across the four cities of Bologna, Valencia, Hamburg and Glasgow. Andy Murray collected his 41st Davis Cup by Rakuten match win for Great Britain in front of a packed crowd at the Emirates Arena.

In October, the **Great Scottish Run** was an incredible weekend of running that included a 10k, half marathon and Junior & Mini event and saw an estimated 25,000 people take part.



The **38th All Scotland Championships in Irish Dancing Championships** took place in the magnificent Glasgow Royal Concert Hall from 6-9 October 2022.

Upcoming events

These are some of the highlights of the months ahead:

Billie Jean King Cup 2022 Finals

8 - 13 November 2022

Glasgow is currently hosting the Billie Jean King Cup 2022 Finals at the Emirates Arena.

Glasgow's Christmas lights switch-on

20 November 2022

Glasgow's Christmas lights switch-on will make a much-anticipated return in 2022 as the city kicks off its festive celebrations in traditional style. Glasgow Loves Christmas is bringing the free event back to George Square for the first time since 2019.

Celtic Connections

19 January - 5 February 2023

Celtic Connections, the home of world-class music, one-off collaborations, and genre-defying spectacles, is set to celebrate its 30th anniversary this January.

Glasgow Film Festival

1 - 12 March 2023

Glasgow Film Festival recently announced their first titles for the 2023 festival.

Glasgow International Comedy Festival

15 March - 2 April 2023

Dates have just been announced for the 20th Glasgow International Comedy Festival, and tickets for some shows are already on sale.

Supporting seamless journeys

New webinar programme of digital support 24

Glasgow ranked in top five UK airports by global sustainability organisation 25

New webinar programme of digital support

Earlier this year, VisitScotland teamed up with DigitalBoost to support tourism businesses across the country to develop and build their digital marketing skills.

The free webinar programme, which covers topics including website user experience, Instagram, search engine optimisation and blogging, was created to allow businesses to learn and develop their skills in their own time.

The webinar series is available on the VisitScotland website: www.visitscotland.org/news/2022/digitalboost

Glasgow ranked in top five UK airports by global sustainability organisation

AGS Airports ongoing commitment to balance the social and economic benefits it delivers with its climate change responsibilities has once again been recognised by a global sustainability benchmarking organisation.

The Group's three airports in Glasgow, Southampton and Aberdeen were ranked second, third and fifth respectively in the UK panel of airports in the 2022 annual assessment by the Global Real Estate Sustainability Benchmark (GRESB) Infrastructure Asset Benchmark Report.

Read the full press release on the Glasgow Airport website.

Learning Journey to Arran and Mull

made in glasgow

Experience Glasgow Food & Drink, the city's Regional Food Group hosted a Learning Journey to Arran and Mull between 5-7 October.

Ten of Glasgow's best chefs, restaurateurs, producers and business owners attended from The Gannet, Unalome, Dear Green Coffee, Kitchenetta, Stack & Still, Café Strangebrew, Mackintosh at the Willow, The Oak Tree Inn, Sprigg and Mharsanta.

The aim of the visit was to promote sourcing Scottish produce and give them an opportunity to network with each other as well as the businesses in Arran and Mull. The trip was a huge success with some of the attendees already offering some of the produce from the businesses they met and providing excellent feedback on the trip.

Experience Glasgow Food & Drink is planning a Glasgow based Learning Journey for early next year. Further information to follow.

Ways to get involved

Our Glasgow Tourism & Visitor Plan Action Plan to 2023 has two guiding principles at its heart: sustainability and shared responsibility. Here are some small but important ways you can play your part and support the efforts to return the city to success.

Glasgow Life Tourism and Conventions Support

- Support your city and benefit by becoming a member of Glasgow Life Tourism and Conventions.
- Add the city's visitor website, People Make Glasgow, to your website.
- Share your news and updates with us for inclusion in industry and consumer communications/activity hello@peoplemakeglasgow.com.

Visit Scotland Support

- Join the VisitScotland Quality Assurance scheme: https://www.visitscotland.org/supporting-your-business/visitor-experience
- Sign up to the VisitScotland Tourism Insider e-newsletter, providing you with the latest industry updates: https://www.visitscotland.org/news/newsletter
- Connect with your VisitScotland Industry Relationship Manager Lynsey Eckford for 1-2-1 support: https://www.visitscotland.org/supporting-your-business/advice/industry-relationship-manager
- Read responsible tourism industry guidance and find out how you can help tourism develop in a more responsible way.

Glasgow Promotional Materials:

- Access our Destination Media library that has a range of assets for download to help promote Glasgow in your own social and marketing activity.
- Share the city's Winter campaign video on your social channels

Stay connected

- Join the regional industry tourism Facebook group for Glasgow City Region: https://www.facebook.com/groups/VSGlasgowCityRegionBusinessGroup
- Become a member of Glasgow's Regional Food and Drink Group it's free to sign up.

Get in touch @

We'd love to hear from you, so please do get in touch directly with the team below if you would like more information, want to exchange ideas or discuss any of the updates we have shared in this publication.

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