

# Glasgow Life Spring Marketing Activity

# Spring Marketing 2023

## Domestic Activity

- **The Plan:** A flexible, highly-targeted campaign utilising a mix of media channels with the focus on digital platforms. A digital first approach with the majority of spend directed to digital and social media advertising; Content partnership with [Red](#), [Guardian](#) and Times offering a mix of print, online articles, [campaign short film](#), galleries and quiz. Travel Partnership with Caledonian Sleeper
- **Audience:** Target audience segments London and Southeast Aged 25-65+ A focus on pre-retirees and retirees, and those likely to have disposable income for travel.
- **Messaging:** An Amazing city plus so much more. Visitors can come to the city and easily access famous scenic attractions close by e.g., Loch Lomond, Trossachs etc .
- **Timing:** Mid Feb to Mid April

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The wonderful city-break destination is right on our doorstep



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How to spend a memorable 48 hours in Glasgow



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Looking for your next city break? Glasgow is a year-round destination you will be impressed by



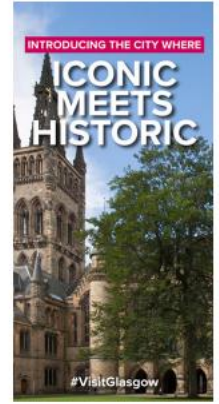
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Travel > Travel Guides

## How to spend a memorable 48 hours in Glasgow

This wonderful city-break destination is right on our doorstep

BY ALISON LYNCH 13 Feb 2023



We suggest looking a bit closer to home for your next city break.

Glasgow is a year-round destination full of world-class museums and galleries, award-winning architecture, fabulous shopping streets, a deliciously diverse food scene, and more parks and gardens per head than any other European city.

And because we know trying to pack as much as possible into a short break can feel like an extreme sport, we've planned the perfect 48-hour visit.

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### Discover Glasgow

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**Glorious Glasgow: from Burrell's treasures to a Mackintosh gem - in pictures**

Great artworks, architecture and award-winning tearooms await on a mini break to Scotland's biggest city.



Get the most from Glasgow: insider tips on breakfasts, bars and vintage buying



Mackintosh to Michelin stars: 13 reasons to take a short break in Glasgow



Scottish cheeseboards and a good night's sleep: six reasons to travel to Glasgow on the Caledonian Sleeper



How would you spend your short break in Glasgow? Take our quiz to find out ...

Topics

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## Overseas Activity

Working with Expedia to strategically align with the launch of the US conversion phase of VS Expedia campaign to allow us to access warmer audiences, drive higher value visits from key markets, increase Glasgow's international profile and to collaborate and support the hotel sector and wider industry partners

- **Activity:** Includes Travel spotlight landing pages by market (featuring air routes, hotels and activities/experiences as well as articles, itineraries and film), destination results page ad, homepage, display ads (varying formats/sizes) and custom social ads (Facebook and Instagram) plus PassportAds video ads (offsite)
- **Audience:** Expedia.com US- 34.7m monthly UV's' Expedia.com CA- 3.5m monthly UV's
- **Measurability:** Reporting will cover airline tickets sold (with breakdown of how many adults / child), hotel bed nights sold (by hotel), total number of passengers, the value of the bookings made and an overall return on ad spend
- **Timing:** End Jan to Mid April



## Introducing Glasgow

Scotland's largest city, Glasgow, is ready to welcome you with open arms. It's full of culture, brimming with character and wears its heart on its sleeve. It's the warmth of the people that have led Glasgow to be named the world's friendliest city by Time Out and Rough Guides.

From stunning architecture and world class museums to expansive green spaces and outdoor lochs, Glasgow has beauty built in. Experience whisky from the source, taste the finest local delicacies from the wide range of fantastic restaurants or take a tour and discover some of Glasgow's hidden gems and historical roots.

### Nature & Adventure

With over 90 parks and gardens, it is no wonder that Glasgow is known as the Dear Green Place. What's more, Glasgow is the gateway to Scotland, meaning you can explore the lochs, mountains and wildlife on offer with ease.

[Learn more](#)

### Daytrips from Glasgow

Glasgow is the gateway to Scotland, with plenty of unmissable day trips to stunning rural scenic spots and seaside villages. Less than an hour away from the city you will find Loch Lomond and the Trossachs. On foot you can admire sprawling green landscapes or for something a bit different, get a bird's eye view on a seaplane.

[Learn more](#)

### Food & Drink

Glasgow boasts a creative and award winning food scene that caters for all tastes and budgets. Experience local Scottish cuisine in one of the city's authentic restaurants while being entertained by some of the best local musicians. The city has also been named one of the best places in Europe to be vegan.

[Learn more](#)

### Culture & Heritage

Glasgow has a rich cultural heritage, ranging from art and architecture, to music, theatre and literature. The city is packed with world class museums and galleries, many of which are free to visit. It's also home to the oldest cathedral in mainland Scotland, housing a necropolis full of sculptures and fascinating stories.

[Learn more](#)

### Charles Rennie Mackintosh

Visit Glasgow to experience the work of Charles Rennie Mackintosh (1868-1928), the pioneering Glasgowian architect, designer and artist. Glasgow is the only city in the world where you can view a concentration of his renowned work.

[Learn more](#)

### Music

As the UK's first UNESCO City of Music, it's no surprise that Glasgow has many amazing events and music venues across the city. From gigs in bars to major events such as Celtic Connections and World Pipe Band Championships, Glasgow is a hotpot for live music and is a must on your visit.

[Learn more](#)

## Select offers in Glasgow

Exclusive deals   Other hotels   Activities

**Novotel Glasgow Centre**  
Glasgow  
4.1/5 (1,003 reviews)

Wed, 22 Mar - Fri, 24 Mar

**£142**

**Number 10 Hotel**  
Glasgow  
4.3/5 (417 reviews)

Member Price available

Wed, 22 Mar - Fri, 24 Mar

**£175**

**YOTEL Glasgow**  
Glasgow  
4.2/5 (883 reviews)

Member Price available

Wed, 22 Mar - Fri, 24 Mar

**£173**

## Introducing Glasgow

Watch later   Share

Watch on YouTube

## People Make Glasgow

#VisitGlasgow

Follow People Make Glasgow

✓ We recommend booking a package with no cancellation fees in case plans change.   ✓ Please check government advisories before booking and travelling.

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## Overseas Activity - Dual Destination Campaign

Working in partnership with London & Partners, Caledonian Sleeper and Expedia this activity is part of VisitBritain's Gateway Innovation Fund. It will position London & Scotland as a dual destination trip for US visitors and highlight the ease of travel between them.

- **Activity:** **PassportAds** targeting those interested in London and Scotland and potentially retargeting the Gateway landing page (those customers who have visited the page). **Onsite placements** (those who are searching or have previously searched for London/ Scotland on Expedia.com).
- **Audience:** The campaign is expected to drive over 25 million impressions aiming to drive awareness of both London and Scotland to the US audience and drive conversion across Expedia.com
- **Measurability:** Reporting will cover airline tickets sold (with breakdown of how many adults / child), hotel bed nights sold (by hotel), total number of passengers, the value of the bookings made and an overall return on ad spend
- **Timing:** Mid Feb to Mid April

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## Overseas Activity – Content Partnership

- **Germany**
- **Activity:** Includes a Glasgow e-learning module on FVW's academy learning programme for trade, 4 digital online advertorial and 4 newsletter ads.
- **Audience:** German travel trade audience, including tour operators and travel agents
- **Measurability:** Click through rate, number of tour operators completed module
- **Timing:** Feb/March 2023
- **France – Tour Mag** – to be completed by 31<sup>st</sup> March

