

A person wearing a yellow hard hat and an orange t-shirt is seen from the back, holding a smartphone to take a photo of a large, ornate stone fountain. The fountain has multiple tiers and is spraying water upwards. In the background, there is a large, multi-story brick building with several windows. The scene is brightly lit, suggesting a sunny day.

**PEOPLE
MAKE
GLASGOW**

FIRST TO KNOW

YOUR INSIGHT TO
TOURISM & EVENTS IN GLASGOW

PEOPLE MAKE GLASGOW

peoplemakeglasgow.com

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ECONOMIC OVERVIEW

Glasgow is Scotland's largest city and is the economic powerhouse of the country. It has a diverse visitor economy, with year round demand from corporates, short break tourists and convention delegates.

Glasgow's award winning reputation as a tourism, convention and events centre is well founded:

- Glasgow is one of the world's top 10 sporting cities
- Glasgow is the UK's best shopping destination outside London
- Scottish Exhibition and Conference Centre (SECC) voted UK's Best Conference Centre

Source: Meeting & Incentive Travel (2012 magazine awards)

To build upon this impressive business base, the Glasgow Tourism Strategy and Action Plan to 2016 will focus on developing the tourism and events offering to ensure a fresh, distinctive, innovative product that is appealing to targeted short break markets.

www.glasgowtourismstrategy.com

EXECUTIVE SUMMARY

In partnership with industry, this Toolkit is brought to you by **Scottish Enterprise & Glasgow City Marketing Bureau** and sets out the main drivers that support Glasgow's continued development as a leading international leisure and business tourism destination.

The strategic priorities over the coming years are reflected within this Toolkit. With positive industry leadership and engagement, our businesses will be supported to utilise market insights to deliver a high quality welcome and experience for all visitors.

Using this guide our dynamic 21st century businesses can flourish and become more profitable through leveraging our world-class accommodation, infrastructure, attractions and service quality.

Partners supporting tourism:



GLASGOW CITY
MARKETING BUREAU



GLASGOW AT WORK

With a can-do attitude and a commitment to being the most welcoming city in the UK – it's our people that make the difference in Glasgow.

Led by the industry, the city is investing in truly world-class customer service to ensure a high quality environment and service for our visitors.

IN 2011, GLASGOW BENEFITED FROM **2.2 MILLION VISITS** TO THE CITY, **GENERATING £562 MILLION** FOR THE ECONOMY.

Source: *Tourism in Western Scotland, VisitScotland, 2011*

BETWEEN 2006 AND 2011, **GLASGOW** WAS THE MOST POPULAR UK CITY AFTER LONDON FOR HOSTING INTERNATIONAL ASSOCIATION MEETINGS (ICCA).

413,500

PEOPLE WORK IN GLASGOW CITY

Source: *Annual business inquiry employee analysis, Office of National Statistics, (ONS) 2012*



30,000*

(OR 7.3%) WORK IN TOURISM RELATED JOBS

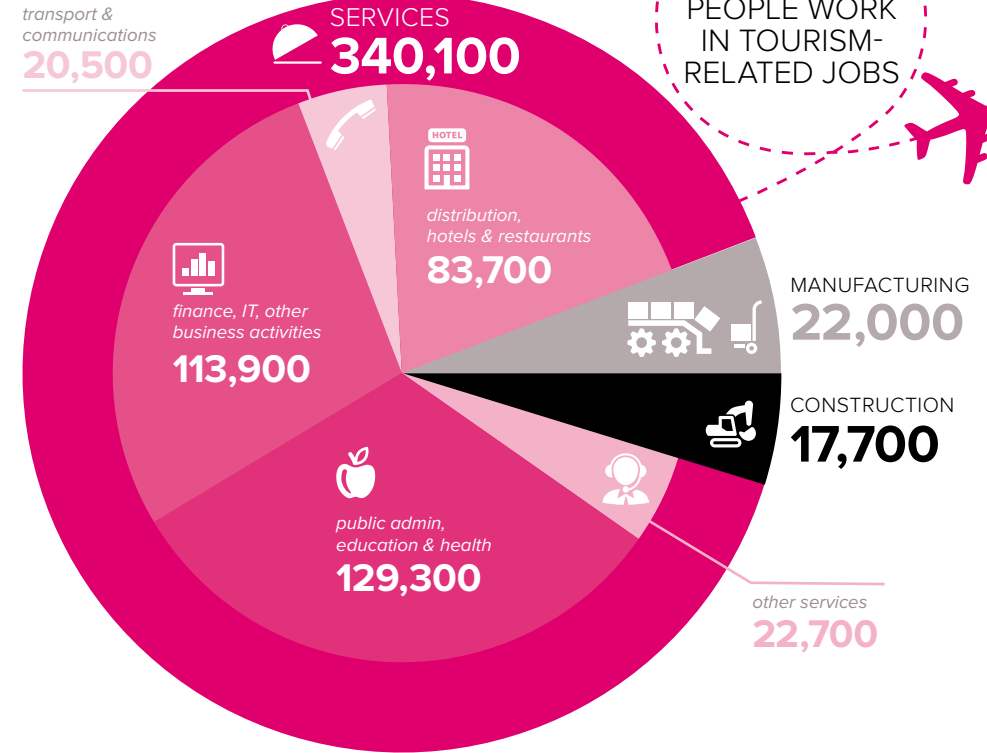
*Estimated

“THERE'S NEVER BEEN A MORE EXCITING TIME TO BE IN GLASGOW. WE'RE THE PRINCIPAL POWERHOUSE OF THE SCOTTISH ECONOMY AND ALL OF THIS IS UNDERPINNED BY BEING HOME TO A YOUNG, DYNAMIC, GROWING, WELL-EDUCATED AND SKILLED WORKFORCE.”

*Councillor Gordon Matheson,
Leader of Glasgow City Council and
Chair of Glasgow City Marketing Bureau*

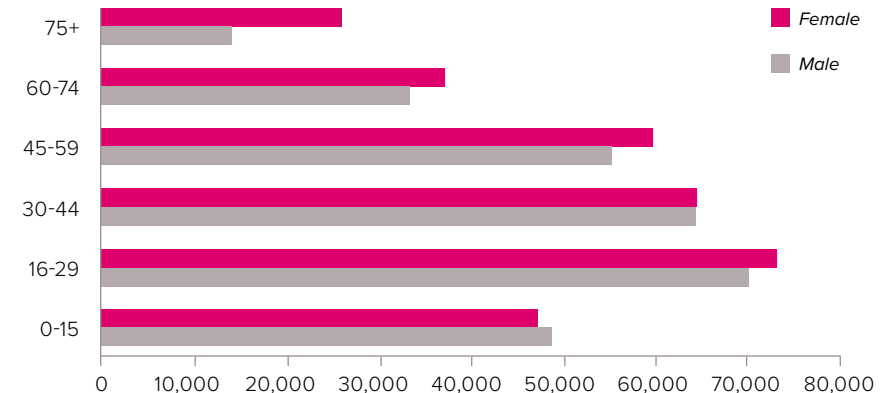
EMPLOYEE JOBS BY INDUSTRY

Source: *Annual business inquiry employee analysis, ONS 2012*



ESTIMATED POPULATION OF GLASGOW CITY BY AGE GROUP AND GENDER

Source: *General Register Office for Scotland, 2012*



GLASGOW'S KEY VISITORS

Glasgow was named the number one UK destination "on the rise" by users of the world's largest travel site, TripAdvisor, 2012 and also claimed the third spot in TripAdvisor's Top Ten UK destinations at the Travelers' Choice Destinations Awards, 2013.

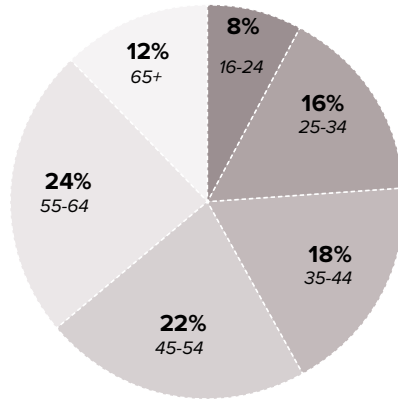


The profile of visitors to Glasgow is younger than that for Scotland as a whole, with 45% aged under 35, compared to the national average of 32%.

20% of Glasgow's visitors were as a result of recommendations from friends and relatives.

GLASGOW'S VISITORS BY AGE

Source: Glasgow Visitor Survey, LJ Research, 2012

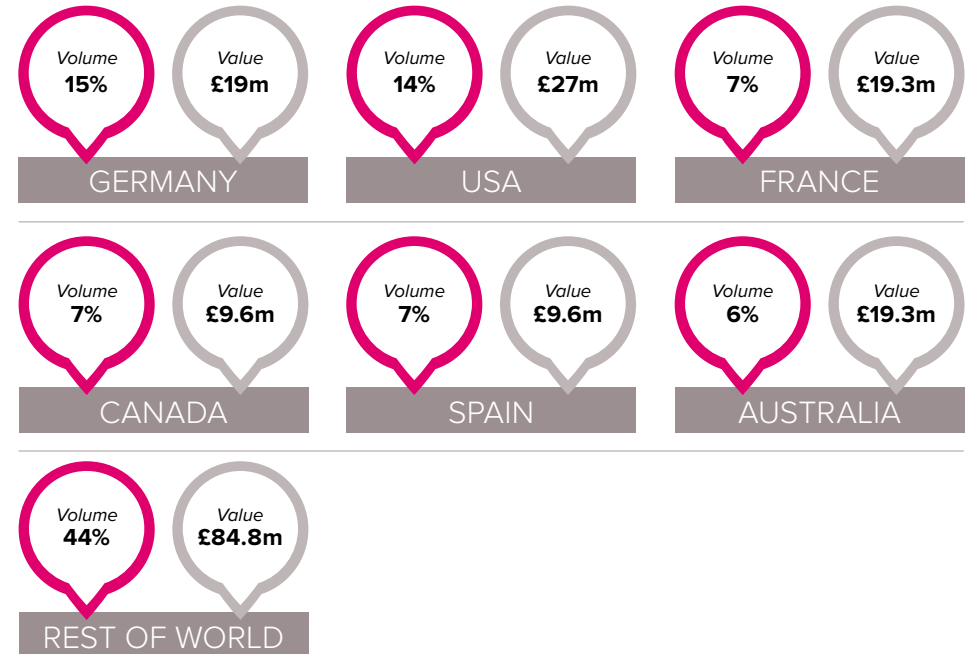


GLASGOW'S VISITORS BY ORIGIN

Source: Tourism in Western Scotland, VisitScotland, 2011



THE MAJORITY OF INTERNATIONAL VISITORS TO GLASGOW ARE FROM GERMANY, USA, FRANCE, CANADA, SPAIN AND AUSTRALIA.



For more information, visit:
www.tourism-intelligence.co.uk
research.peoplemakeglasgow.com
www.visitScotland.org

KNOW THE KEY AUDIENCES

Source: Glasgow City Marketing Bureau (GCMB), 2013

FASHIONISTAS / STYLE CONSCIOUS SHOPPERS

PROFILE

- Typically aged under 35
- Young professionals, well educated people
- Enjoy inner city vibrance

CHARACTERISTICS

- Like to keep up with the latest fashions
- Enjoy shopping for clothes
- Often eat out in good restaurants

HOLIDAY MOTIVATIONS

- Explore local culture
- Enjoy going out
- The internet is an important source of information



WORK HARD PLAY HARD

PROFILE

- Typically aged under 45
- Cosmopolitan tastes
- Professional jobs

CHARACTERISTICS

- In the evening, they often go out to a bar/café/pub/club
- Spend more of their income on services and less on products
- Like discovering new things

HOLIDAY MOTIVATIONS

- Very well travelled
- Experience seekers who try new destinations
- Like clubbing/dancing and discovering local cuisine



CULTURED CONNOISSEURS

PROFILE

- Typically aged over 35
- The UK's Executive and Managerial Classes
- Usually married and living in family homes

CHARACTERISTICS

- Generally conservative style
- Like to shop at retail stores where service is key
- Seek value for money rather than the lowest price

HOLIDAY MOTIVATIONS

- Like to visit parks and gardens, museums and galleries
- Prefer to take holidays off the beaten track
- Knowledgeable audiences for theatres and concert halls



AFFLUENT EXPLORERS

PROFILE

- Mostly aged between 45-64
- Well-educated and established in management career
- Live in careers and kids neighbourhoods

CHARACTERISTICS

- Spending will be at national retail chains
- Interest in the functionality of digital products such as cameras or entertainment systems

HOLIDAY MOTIVATIONS

- Like to explore local cultures and nature
- Take longer breaks in UK and abroad
- Like to explore museums and monuments



GLASGOW'S MOST VISITED ATTRACTIONS 2012

Source: Moffat Centre, 2012

KELVINGROVE ART GALLERY & MUSEUM	1,037,594
RIVERSIDE MUSEUM	1,008,092
GALLERY OF MODERN ART	595,977
GLASGOW BOTANIC GARDENS	400,000
PEOPLE'S PALACE	289,977
CENTRE FOR CONTEMPORARY ARTS	236,649
GLASGOW CATHEDRAL	199,351
THE BURRELL COLLECTION	184,483
ST MUNGO MUSEUM	114,070
PROVAND'S LORDSHIP	70,202

GLASGOW SERVICE WITH STYLE

TOTAL NUMBER OF VISITS TO WWW.GLASGOWSERVICEWITHSTYLE.COM SINCE MAY 2010	11,000 UNIQUE VISITORS
TOTAL NUMBER OF INDIVIDUALS COMMITTED TO THE GLASGOW WELCOMES PROGRAMME	10,000+
TOTAL NUMBER OF PARTICIPANTS IN GLASGOW SERVICE WITH STYLE ACTIVITIES	5,400
TOTAL NUMBER OF PARTICIPANTS AT MANAGEMENT LEVEL	1,500
TOTAL NUMBER OF BUSINESSES ENGAGED	550
TOTAL NUMBER OF IN-COMPANY TRAINERS LICENSED TO DELIVER THE GLASGOW WELCOMES PROGRAMME TO STAFF	40

Glasgow Welcomes is available as a one day, two day and online course making it a cost effective way of investing in your staff and helping them deliver service excellence.

For more information about how your business can benefit go to www.glasgow servicewithstyle.com

Glasgow service with style



WHAT ATTRACTS VISITORS TO THE CITY?

Source: Glasgow Visitor Survey, LJ Research, 2012

GLASGOW'S RIVERSIDE MUSEUM WAS AWARDED 2013 EUROPEAN MUSEUM OF THE YEAR.

MUSEUMS
44%



FRIENDS/
RELATIVES
IN CITY
35%



HISTORIC
CITY
34%



ART
GALLERIES
28%



SHOPPING
20%



RESTAURANTS
17%



PUBS / BARS
13%



SPECIFIC
EVENT HELD
IN THE CITY

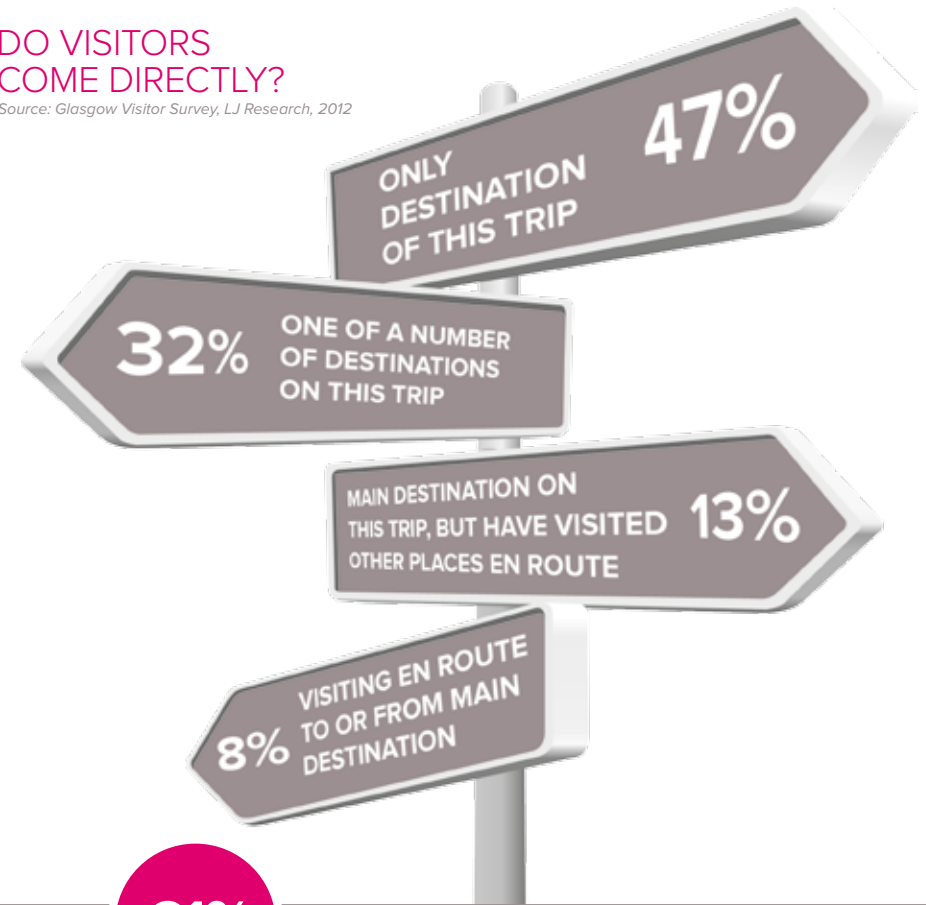


PERSONAL
RECOMMENDATION

10%

DO VISITORS COME DIRECTLY?

Source: Glasgow Visitor Survey, LJ Research, 2012



OVER HALF OF VISITORS TO GLASGOW CITY SHARED THEIR EXPERIENCES ONLINE AFTER THEY RETURNED HOME (61%).

Source: TNS, 2011

WITH **HALF** UPLOADING PHOTOS TO SOCIAL NETWORKS.

Source: TNS, 2011

flickr Instagram *Pinterest*



AND **1 IN 3** UPDATING THEIR FACEBOOK STATUS REGARDING THEIR TRIP.

Source: TNS, 2011

1 IN 8 (12%) LEFT REVIEWS ON A WEBSITE SUCH AS TRIPADVISOR.

Source: TNS, 2011

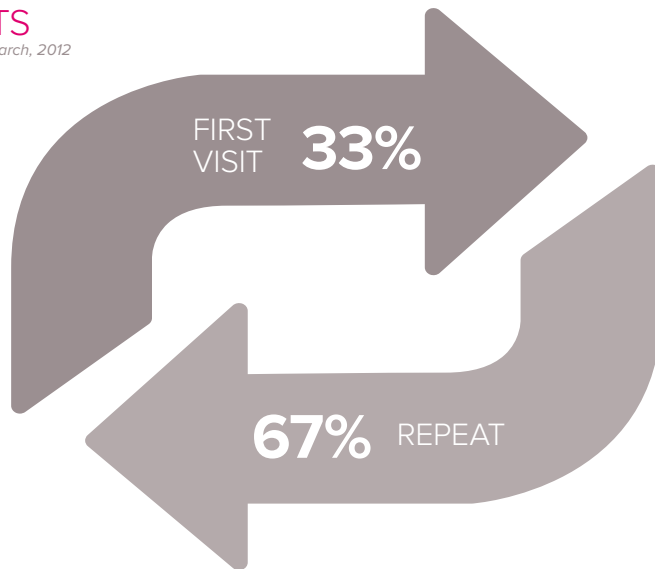


tripadvisor®

PATTERN OF VISITS

Source: Glasgow Visitor Survey, LJ Research, 2012

GLASGOW'S APPEAL IS SO GREAT 2 OUT OF 3 VISITORS ARE COMING BACK FOR MORE!



THE TOTAL INCOME GENERATED FOR GLASGOW'S ECONOMY BY TOURISM IS **£562 MILLION**.⁸

Source: TNS, 2011

A TOP 10 EUROPEAN DESTINATION

TRAVELLER'S CHOICE ON THE RISE, 2012

Source: TripAdvisor, 2013

1	KIEV, UKRAINE
2	MOSCOW, RUSSIA
3	TURIN, ITALY
4	ST PETERSBURG, RUSSIA
5	NAPLES, ITALY
6	GLASGOW, UK
7	MANCHESTER, UK
8	BELFAST, UK
9	VALENCIA, SPAIN
10	LIVERPOOL, UK

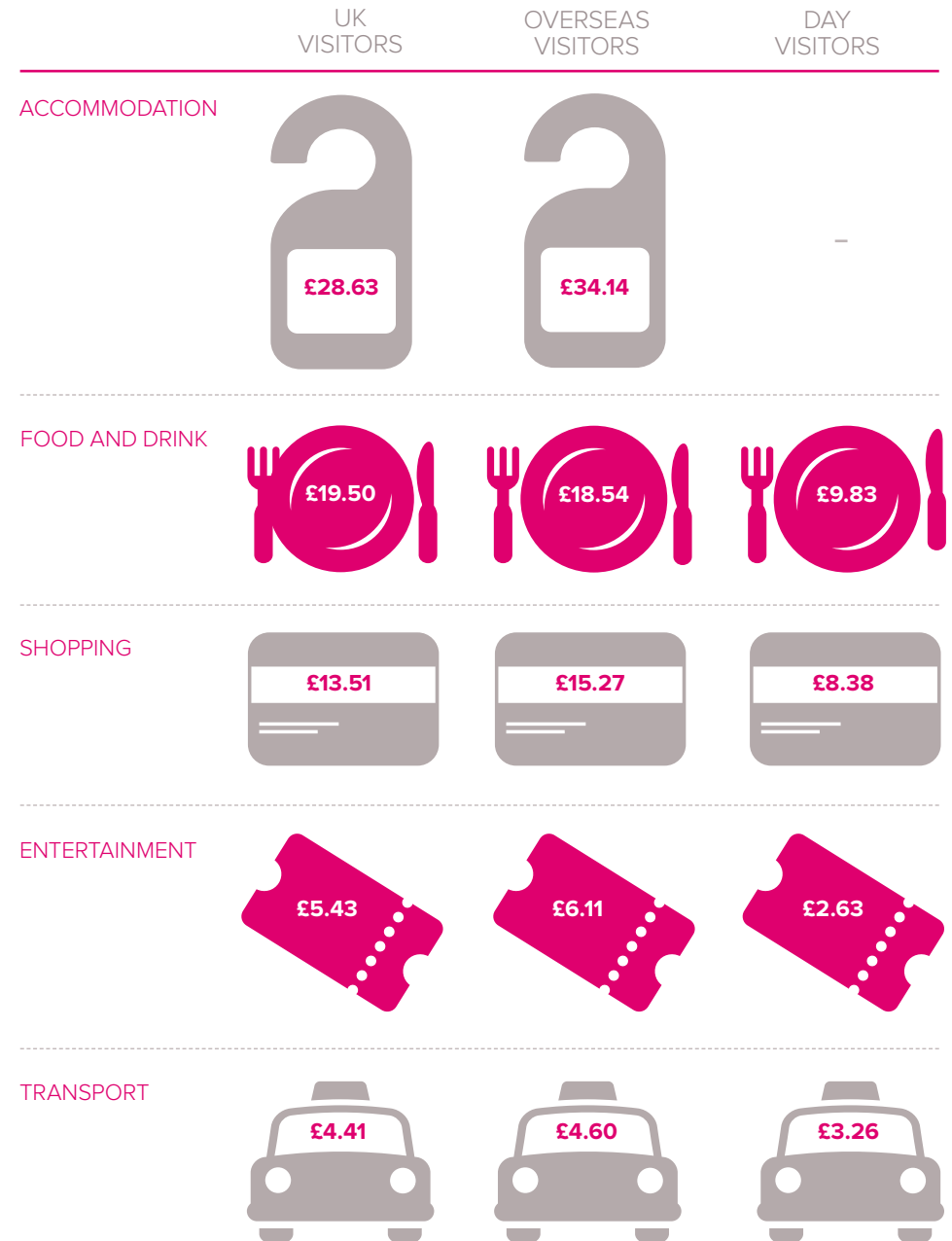
GLASGOW HAS RANKED SIXTH PLACE IN THE **TOP TEN EUROPEAN DESTINATIONS ON THE RISE** LIST AND TAKES THE TOP SPOT OF THE UK CITIES REPRESENTED, AHEAD OF MANCHESTER, BELFAST AND LIVERPOOL.

LONELY PLANET'S BEST IN TRAVEL 2009 RANKS GLASGOW AS ONE OF **THE WORLD'S TOP TEN** CITIES TO VISIT.

EXPENDITURE OF GLASGOW'S LEISURE VISITOR

PER PERSON PER DAY

Source: Glasgow Visitor Survey, LJ Research, 2012



NIGHTS STAYED

Glasgow's short-break leisure tourists are attracted to the city for many reasons. It is vital to understand what these visitors are looking for, and the opportunities they bring for your business.

- World-class culture and an internationally acclaimed reputation in contemporary art, design and music.
- Europe's finest civic art collections – at the Burrell Collection and Kelvingrove Art Gallery and Museum.
- Art Nouveau magic of Charles Rennie Mackintosh.
- A centre of excellence for visual arts.
- A UNESCO City of Music.
- World-class education facilities – home to five higher education institutions and five colleges attracting 130,000 students and their families to the city.
- The UK's largest and most successful shopping destination outside of London's west end.

ALMOST HALF OF ALL VISITORS TO THE CITY **STAY FOR MORE THAN 2 NIGHTS** (48%) AND GLASGOW COMPARES STRONGLY TO OTHER EUROPEAN CITIES APPEARING IN THE **TOP 10 FOR AVERAGE HOTEL OCCUPANCY RATES.**

OCCUPANCY

Source: STR Global, 2012

LONDON	80.73%
PARIS	78.88%
GLASGOW	75.79%
AMSTERDAM	75.04%
HAMBURG	74.58%
DUBLIN	74.41%
BARCELONA	71.59%
VIENNA	71.94%
PRAGUE	68.58%
COPENHAGEN	66.84%
ROME	65.93%

RevPAR*

PARIS	£163.19
LONDON	£113.17
AMSTERDAM	£82.26
ROME	£79.29
BARCELONA	£68.96
HAMBURG	£62.96
COPENHAGEN	£55.66
VIENNA	£57.67
DUBLIN	£52.34
GLASGOW	£45.07

*Revenue per available room



© Neale Smith

NIGHTS STAYED IN GLASGOW

Source: Glasgow Visitor Survey, LJ Research, 2012



HOTEL ACCOMMODATION BY STAR RATING

Source: Glasgow City Marketing Bureau (GCMB), 2013

	3 STAR	4 STAR	5 STAR
Hotels	61 (72%)	19 (23%)	4 (5%)
Bedrooms	5,316 (62%)	2,527 (30%)	718 (8%)

SCOTLAND'S BUSINESS CAPITAL

Glasgow welcomes more conference delegates than the whole of Scotland's other cities added together. Conferences are confirmed in the city to 2021, and represent 20% of hotel rooms sold. Put another way, one in five guests in a hotel are high yield delegates.

conventions.peoplemakeglasgow.com

"GLASGOW IS UNIQUE IN THE CO-OPERATION AND SUPPORT OFFERED TO HOTEL OPERATORS, WITH AN AWARD WINNING CONVENTION BUREAU WINNING MAJOR EVENTS AND CONFERENCE BUSINESS FOR THE CITY."

*Denis McCann,
Greater Glasgow Hotels Association*

GLASGOW CITY MARKETING BUREAU HAS SECURED



£1 BILLION

IN CONFERENCE SALES 2005-2013

Source: Glasgow City Marketing Bureau (GCMB), 2013

GLASGOW CITY MARKETING BUREAU HAS SECURED **22 MAJOR DOMESTIC AND INTERNATIONAL CONFERENCES** THROUGH TO 2020, WITH MATCH-FUNDING SUPPORT FROM VISITSCOTLAND. COLLECTIVELY, THESE WILL PROVIDE A **£64 MILLION BOOST** TO THE CITY'S ECONOMY.

Source: Glasgow City Marketing Bureau (GCMB), 2013

GLASGOW CITY FIGURES FOR 01 APRIL 2005 – 31 MARCH 2013

Source: Glasgow City Marketing Bureau (GCMB), 2013

NUMBER OF CONFERENCES	2,200
TOTAL DELEGATE NUMBERS	786,000
TOTAL NUMBER OF ROOM NIGHTS	2,800,000
TOTAL ECONOMIC VALUE	£540,000,000

CONFERENCE KEY FACTS

Source: VisitScotland Business Tourism Unit

	DAY	MULTI-DAY
A SUMMARY OF THE AVERAGE EXPENDITURE PER DELEGATE PER CONFERENCE DAY		
CORPORATE	£134	£514
UK ASSOCIATION	£190	£516
INTERNATIONAL ASSOCIATION	£407	
OTHER	£341	



PINNACLE AWARDS

EXCELLENCE IN DESTINATION SERVICES, 3 YEARS RUNNING (SUCCESSFUL MEETINGS)



GLASGOW MEETINGS 2012-13

Source: Glasgow City Marketing Bureau (GCMB), 2013

MEETINGS CONFIRMED

440

NUMBER OF DELEGATES

156,300

NUMBER OF ROOM NIGHTS

479,100

ECONOMIC BENEFIT

£152,692,800



NUMBER OF BUSINESSES IN MEMBERSHIP OF GCMB⁶

250

Source: Glasgow City Marketing Bureau (GCMB), 2013



GCMB HAS BEEN **BEST UK CONVENTION BUREAU** 7 YEARS RUNNING (M&I AWARDS)



ONE IN FIVE BEDROOMS SOLD IN GLASGOW IS TO A CONFERENCE DELEGATE.

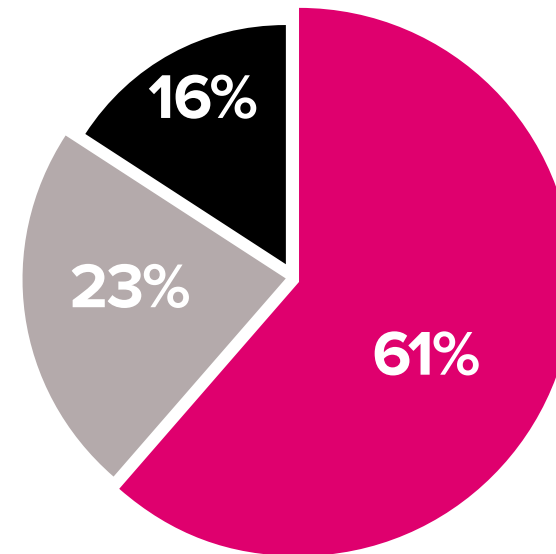
Source: Glasgow City Marketing Bureau (GCMB), 2013

40% OF DELEGATES TO GLASGOW ARE FROM OVERSEAS.

Source: Glasgow City Marketing Bureau (GCMB), 2013

NATIONAL & INTERNATIONAL ASSOCIATION CONFERENCES CONFIRMED TO THE CITY

Source: Glasgow City Marketing Bureau (GCMB), 2013



■ UK
■ International
■ Corporate / other

450



NEW INTERNATIONAL & UK CONVENTIONS CONFIRMED THROUGH TO 2021.

Source: Glasgow City Marketing Bureau (GCMB), 2013

15%

OF THESE CONFERENCES BOOKED VIA INFLUENCE OF A LOCAL ACADEMIC.

Source: Glasgow City Marketing Bureau (GCMB), 2013



CONNECTED GLASGOW

Glasgow Airport is home to some of the world's leading airlines, including Continental, US Airways, BA, Emirates and Virgin Atlantic. It will be the gateway to the 2014 Commonwealth Games and will continue to increase passenger numbers and secure new routes.

Glasgow has excellent rail and road links and, once you arrive, you can move quickly and efficiently by bus, taxi or the subway system.

DIRECT FLIGHTS FROM GLASGOW

Source: Heathrow Airport Holdings Ltd



“ROUTES SUCH AS EMIRATES’ DOUBLE DAILY SERVICE TO DUBAI PLAY AN IMPORTANT ROLE IN ATTRACTING INWARD INVESTMENT AND SUPPORTING SCOTLAND’S TOURISM INDUSTRY.”

Amanda McMillan,
Chairperson of Glasgow Tourism
& Events Leadership Group

FLIGHTS PER WEEK TO GLASGOW AIRPORT FROM LONDON

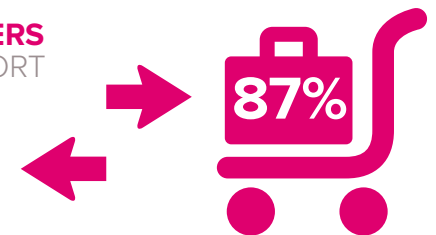
Source: Glasgow Airport Ltd

LONDON CITY	30
LONDON GATWICK	50
LONDON HEATHROW	60
LUTON	22
STANSTED	30

IN 2012, SOME **8,225,763 PASSENGERS** PASSED THROUGH GLASGOW AIRPORT AND PRESTWICK AIRPORT.

Source: Civil Aviation Authority, 2012

THE VAST MAJORITY OF THEM WENT VIA **GLASGOW AIRPORT**.



GLASGOW AIRPORT HAS ANNOUNCED DETAILS OF A MULTI-MILLION POUND INVESTMENT PROGRAMME WHICH WILL SEE IT UNDERGO A MAJOR MAKEOVER IN PREPARATION FOR THE **2014 COMMONWEALTH GAMES**.



GLASGOW AIRPORT DIRECTLY EMPLOYS **420 STAFF** AND 4,500 INDIRECTLY.
 Source: Heathrow Airport Holdings Ltd

IT **SUPPORTS 7,300 JOBS** ACROSS SCOTLAND IN TOTAL.
 Source: Heathrow Airport Holdings Ltd

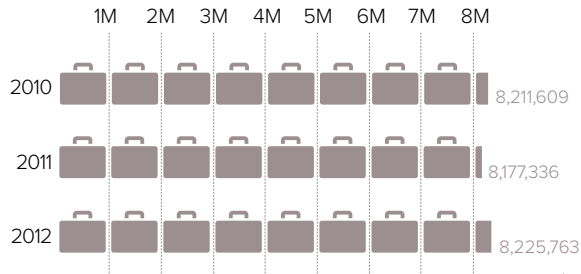
GLASGOW AIRPORT MAKES THE LARGEST CONTRIBUTION OF ANY AIRPORT TO SCOTLAND'S ECONOMY, GENERATING **£200 MILLION** IN 2009.
 Source: Heathrow Airport Holdings Ltd

GLASGOW AIRPORT IS **SCOTLAND'S LARGEST CHARTER HUB**.
 Source: Heathrow Airport Holdings Ltd

IT IS ALSO **SCOTLAND'S PRINCIPAL LONG HAUL AIRPORT** SERVING US, CANADA, CARIBBEAN, NORTH AFRICA AND GULF.
 Source: Heathrow Airport Holdings Ltd

PASSENGER NUMBERS AT GLASGOW AIRPORTS

Source: Civil Aviation Authority, 2012

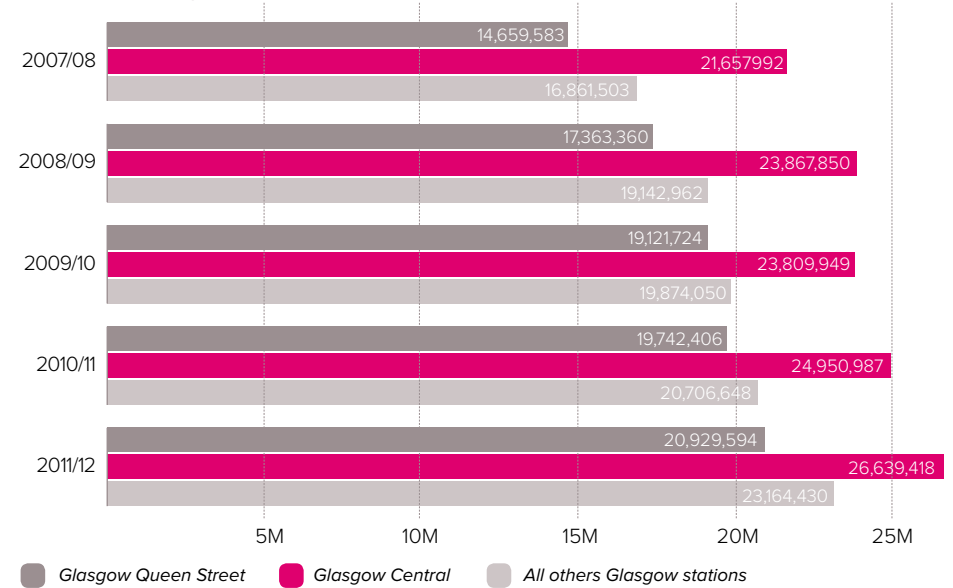


GLASGOW AIRPORT HAS AN AVERAGE OF **220 FLIGHT MOVEMENTS** PER DAY.
 Source: Civil Aviation Authority, 2012

Source: Civil Aviation Authority, 2012

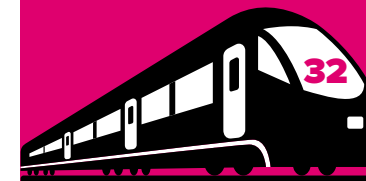
RAIL: ENTRIES AND EXITS AT GLASGOW STATIONS

Source: Office of Rail Regulation, 2012



GLASGOW CENTRAL IS **THE BUSIEST RAILWAY STATION IN SCOTLAND** AND SECOND BUSIEST IN THE UK, OUTSIDE OF LONDON.
 Source: Office of Rail Regulation, 2012

THERE ARE **32 DIRECT TRAIN LINKS A DAY** BETWEEN GLASGOW CENTRAL AND LONDON EUSTON.



ARRIVAL IN THE CITY

Source: Glasgow Visitor Survey, LJ Research, 2012



STRIKING THE RIGHT NOTE

- Glasgow hosts **130 music events each week** and was recently declared UNESCO City of Music.
- The **SSE Hydro** will attract a further **700,000 visitors** to the Scottish Exhibition & Conference Centre campus, resulting in **two million visitors a year** to the campus.
- Glasgow was **crowned top place for UK concerts** outside of London in the UK's Top 100 list, compiled by PRS for Music.
- The city has **eight venues in the Top 100 list** of Places to Watch Gigs – more than any other UK city, except London.
- Music generates an estimated **£75 million** for the city's economy each year.
Sources: GCMB and Unesco

USEFUL LINKS:

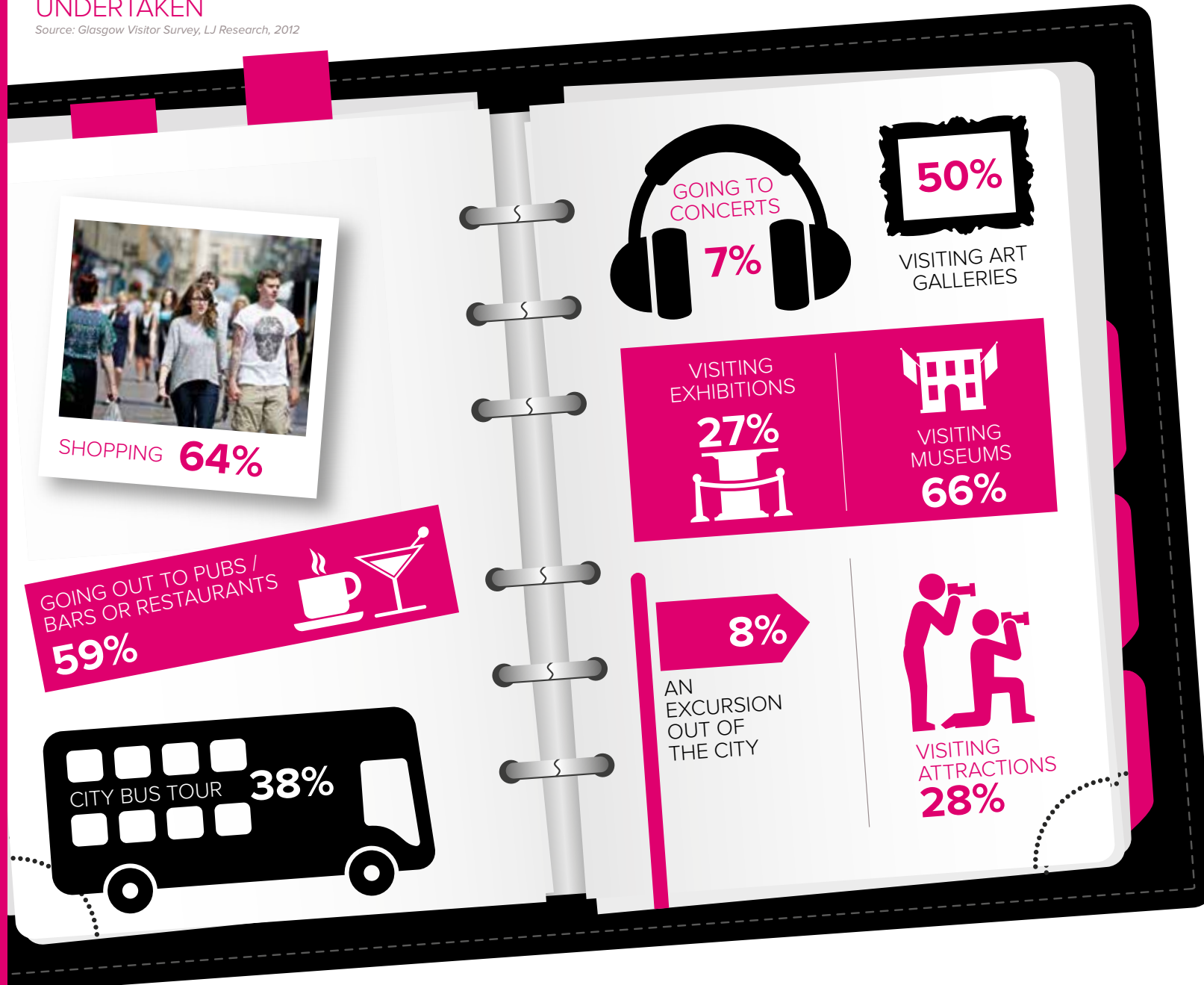
- www.glasgowdinearound.com
- www.glasgowretailassociation.com
- www.glasgowleadingattractions.com
- www.glasgowmackintosh.com
- www.merchantcityglasgow.com

IN 2012, THE VAST MAJORITY OF GLASGOW'S VISITORS (93%) WENT TO AT LEAST ONE ATTRACTION.

Source: Glasgow Visitor Survey, LJ Research, 2012

VISITOR ACTIVITIES UNDERTAKEN

Source: Glasgow Visitor Survey, LJ Research, 2012



MAJOR EVENTS

Glasgow's growing major events portfolio continues to position the city internationally as an experienced host for world class events.

We are:

- **Maximising the opportunity** that 2014 will bring by promoting and showcasing Glasgow to an international audience.
- **Benefiting from a £318 million investment** in new and improved world class facilities that support the staging of major events, including SSE Hydro, Scotland's new home of live entertainment. With a capacity of 12,000 SSE Hydro will play host to around 140 events each year.
- **Experiencing an increase of tourists and visitors** to the city that generate additional economic impact for businesses.

www.glasgowmajorevents.com



LEGACY 2014

GLASGOW



BETWEEN AUGUST 2011 AND MARCH 2013, THE STRATEGIC MAJOR EVENTS FORUM HAS HELPED **SECURE SPORT AND CULTURAL EVENTS** WITH AN ESTIMATED ECONOMIC IMPACT OF AROUND

£56.7 MILLION

Source: Glasgow City Marketing Bureau (GCMB), 2013

“GLASGOW 2014 WILL BE THE BIGGEST SPORTING AND CULTURAL EVENT THE CITY HAS EVER SEEN. WITH A GLOBAL TV AUDIENCE OF MORE THAN 1.5 BILLION, THERE WILL NEVER BE A BETTER TIME TO POSITION GLASGOW AS A WORLD-CLASS VISITOR DESTINATION.”

Councillor Gordon Matheson,
Leader of Glasgow City Council
and Chair of GCMB

THESE INCLUDE:

WORLD ARTISTIC GYMNASTICS CHAMPIONSHIPS 2015

The largest gymnastics event in the world, with 500 competitors from 80 countries. The expected economic impact is greater than £5 million.



TURNER PRIZE 2015

This will be held at the city's Tramway gallery and is the first time this prestigious exhibition and award has been presented in Scotland.

WORLD PIPE BAND CHAMPIONSHIPS 2013-15

Attracted over 35,000 visitors and band members in 2012. Generates more than £10 million within the local economy per year.



WORLD IRISH DANCE CHAMPIONSHIPS 2016

The event attracts more than 4,000 competitors and generates approximately £14 million for Glasgow's economy.

VENUES

THROUGH THE PROVISION OF NEW PURPOSE-BUILT VENUES, GLASGOW NOW HAS A WIDER SCOPE IN WHICH TO ACTIVELY TARGET AND BID FOR LARGE SCALE EVENTS, FOR EXAMPLE:

EMIRATES ARENA

The Emirates Arena is custom built, with a capacity for up to 7,000 spectators.

It has a 200 metre, 6 lane athletics track, which is hydraulically operated to enable a range of events to be held; such as the 2014 Commonwealth Games Badminton, the World Cup Gymnastics 2012, World Youth Netball Championships 2013 and European Judo Open 2013.

SIR CHRIS HOY VELODROME

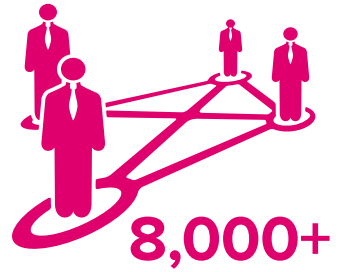
Boasting a 250m track, with seating available for more than 4,000 spectators, the Velodrome will host the track events in the 2014 Commonwealth Games.



WWW.GLASGOWMAJOREVENTS.COM

YOUR PORTAL TO FIND INFORMATION AND BUSINESS TOOLS TO MAXIMISE THE OPPORTUNITIES FROM MAJOR EVENTS.

At the end of September **2013**, there has been over **8,000** visits to the site including traffic from Canada, Russia, China and New Zealand.



BRAND & DIGITAL MEDIA

Glasgow City Marketing Bureau will use the international platform of Glasgow 2014 to develop the city's tourism industry and international profile.

In 2013-14, GCMB's digital channels will reach **5 million users** of www.peoplemakeglasgow.com and our associated websites and social networks.

A new version of the **Glasgow City Marketing Bureau smartphone app** was launched in November 2012 and, at the end of September 2013, had been downloaded **43,000+** times.

GCMB have **doubled the number of their social connections** compared to 2012/13 through growth of communities on Facebook and Twitter.

GCMB has launched **new social communities** to reach consumers on Instagram, Pinterest and Vine, plus new B2B audiences on LinkedIn and Twitter.



**SCAN HERE
FOR THE
ACTION PLAN**

Advice, information, incentives and on-going support for companies seeking to expand or invest in Glasgow is available from a number of organisations.

Scottish Enterprise
www.scotent.co.uk

Scottish Development International (SDI)
www.sdi.co.uk

Glasgow City Marketing Bureau
www.peoplemakeglasgow.com

VisitScotland
www.visitscotland.org

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