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 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


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

30,000 PEOPLE WORK IN TOURISM-RELATED JOBS

Source: Annual business inquiry employee analysis, ONS 2012

EMPLOYEE JOBS BY INDUSTRY

SERVICES 340,100

transport & communications 20,500

finance, IT, other business activities 113,900

distribution, hotels & restaurants 83,700

public admin, education & health 129,300

CONSTRUCTION 17,700

MANUFACTURING 22,000

other services 22,700

30,000* ESTIMATED POPULATION OF GLASGOW CITY BY AGE GROUP AND GENDER

Source: General Register Office for Scotland, 2012

75+
60-74
45-59
30-44
16-29
0-15

“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

GLASGOW AT WORK

Section two | Your Insight to Tourism & Events in Glasgow | Section two
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.

For more information, visit:
www.tourism-intelligence.co.uk
research.peoplemakeglasgow.com
www.visitiscotland.org
**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
DO VISITORS COME DIRECTLY?

47% ONLY DESTINATION OF THIS TRIP
32% ONE OF A NUMBER OF DESTINATIONS ON THIS TRIP
13% MAIN DESTINATION ON THIS TRIP, BUT HAVE VISITED OTHER PLACES EN ROUTE
8% VISITING EN ROUTE TO OR FROM MAIN DESTINATION

WHAT ATTRACTIONS VISITORS TO THE CITY?

MUSEUMS 44%
ART GALLERIES 28%
PUBS / BARS 13%

FRIENDS/RELATIVES IN CITY 35%
SHOPPING 20%
SPECIFIC EVENT HELD IN THE CITY 11%

HISTORIC CITY 34%
RESTAURANTS 17%
PERSONAL RECOMMENDATION 10%

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

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

Source: Glasgow Visitor Survey, LJ Research, 2012

WITH HALF UPLOADING PHOTOS TO SOCIAL NETWORKS.
AND 1 IN 3 UPDATING THEIR FACEBOOK STATUS REGARDING THEIR TRIP.

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

Source: TNS, 2011
GLASGOW'S APPEAL IS SO GREAT 2 OUT OF 3 VISITORS ARE COMING BACK FOR MORE!

A TOP 10 EUROPEAN DESTINATION
TRAVELLER’S CHOICE ON THE RISE, 2012

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.

THE TOTAL INCOME GENERATED FOR GLASGOW’S ECONOMY BY TOURISM IS £562 MILLION

Source: TNS, 2011

EXPENDITURE OF GLASGOW’S LEISURE VISITOR PER PERSON PER DAY
Source: Glasgow Visitor Survey, LJ Research, 2012

<table>
<thead>
<tr>
<th></th>
<th>UK VISITORS</th>
<th>OVERSEAS VISITORS</th>
<th>DAY VISITORS</th>
</tr>
</thead>
<tbody>
<tr>
<td>ACCOMMODATION</td>
<td>£28.63</td>
<td>£34.14</td>
<td>–</td>
</tr>
<tr>
<td>FOOD AND DRINK</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>£19.50</td>
<td>£18.54</td>
<td>£9.83</td>
</tr>
<tr>
<td>SHOPPING</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>£13.51</td>
<td>£15.27</td>
<td>£8.38</td>
</tr>
<tr>
<td>ENTERTAINMENT</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>£5.43</td>
<td>£6.11</td>
<td>£2.63</td>
</tr>
<tr>
<td>TRANSPORT</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>£4.41</td>
<td>£4.60</td>
<td>£3.26</td>
</tr>
</tbody>
</table>

Source: Glasgow Visitor Survey, LJ Research, 2012

The total income generated for Glasgow’s economy by tourism is £562 million.

Section three: Your Insight to Tourism & Events in Glasgow
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.

<table>
<thead>
<tr>
<th>City</th>
<th>Occupancy</th>
</tr>
</thead>
<tbody>
<tr>
<td>LONDON</td>
<td>80.73%</td>
</tr>
<tr>
<td>PARIS</td>
<td>78.88%</td>
</tr>
<tr>
<td>GLASGOW</td>
<td><strong>75.79%</strong></td>
</tr>
<tr>
<td>AMSTERDAM</td>
<td>75.04%</td>
</tr>
<tr>
<td>HAMBURG</td>
<td>74.58%</td>
</tr>
<tr>
<td>DUBLIN</td>
<td>74.41%</td>
</tr>
<tr>
<td>BARCELONA</td>
<td>71.59%</td>
</tr>
<tr>
<td>VIENNA</td>
<td>71.94%</td>
</tr>
<tr>
<td>PRAGUE</td>
<td>68.58%</td>
</tr>
<tr>
<td>COPENHAGEN</td>
<td>66.84%</td>
</tr>
<tr>
<td>ROME</td>
<td>65.93%</td>
</tr>
</tbody>
</table>

**REvPAR**

<table>
<thead>
<tr>
<th>City</th>
<th>REvPAR</th>
</tr>
</thead>
<tbody>
<tr>
<td>PARIS</td>
<td>£163.19</td>
</tr>
<tr>
<td>LONDON</td>
<td>£113.17</td>
</tr>
<tr>
<td>AMSTERDAM</td>
<td>£82.26</td>
</tr>
<tr>
<td>ROME</td>
<td>£79.29</td>
</tr>
<tr>
<td>BARCELONA</td>
<td>£68.96</td>
</tr>
<tr>
<td>HAMBURG</td>
<td>£62.96</td>
</tr>
<tr>
<td>COPENHAGEN</td>
<td>£55.66</td>
</tr>
<tr>
<td>VIENNA</td>
<td>£57.67</td>
</tr>
<tr>
<td>DUBLIN</td>
<td>£52.34</td>
</tr>
<tr>
<td>GLASGOW</td>
<td><strong>£45.07</strong></td>
</tr>
</tbody>
</table>

*Revenue per available room

**NIGHTS STAYED IN GLASGOW**

<table>
<thead>
<tr>
<th>Nights Stayed</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 NIGHT</td>
<td>16%</td>
</tr>
<tr>
<td>2 NIGHTS</td>
<td>36%</td>
</tr>
<tr>
<td>3 NIGHTS</td>
<td>24%</td>
</tr>
<tr>
<td>4 NIGHTS</td>
<td>9%</td>
</tr>
<tr>
<td>5 NIGHTS</td>
<td>4%</td>
</tr>
<tr>
<td>6 NIGHTS</td>
<td>2%</td>
</tr>
<tr>
<td>7 NIGHTS</td>
<td>2%</td>
</tr>
<tr>
<td>8 OR MORE NIGHTS</td>
<td>7%</td>
</tr>
</tbody>
</table>

**HOTEL ACCOMMODATION BY STAR RATING**

<table>
<thead>
<tr>
<th>Star Rating</th>
<th>Hotels</th>
<th>Bedrooms</th>
</tr>
</thead>
<tbody>
<tr>
<td>3 STAR</td>
<td>61 (72%)</td>
<td>5,316 (62%)</td>
</tr>
<tr>
<td>4 STAR</td>
<td>19 (23%)</td>
<td>2,527 (30%)</td>
</tr>
<tr>
<td>5 STAR</td>
<td>4 (5%)</td>
<td>718 (8%)</td>
</tr>
</tbody>
</table>

Source: Glasgow Visitor Survey, LJ Research, 2012

Source: Glasgow City Marketing Bureau (GCMB), 2013

Source: STR Global, 2012

© Neale Smith
### 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 CITY MARKETING BUREAU HAS SECURED £1 BILLION IN CONFERENCE SALES 2005-2013

Source: Glasgow City Marketing Bureau (GCMB), 2013

“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 FIGURES FOR 01 APRIL 2005 – 31 MARCH 2013

Source: Glasgow City Marketing Bureau (GCMB), 2013

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>NUMBER OF CONFERENCES</td>
<td>2,200</td>
</tr>
<tr>
<td>TOTAL DELEGATE NUMBERS</td>
<td>786,000</td>
</tr>
<tr>
<td>TOTAL NUMBER OF ROOM NIGHTS</td>
<td>2,800,000</td>
</tr>
<tr>
<td>TOTAL ECONOMIC VALUE</td>
<td>£540,000,000</td>
</tr>
</tbody>
</table>

### CONFERENCE KEY FACTS

Source: VisitScotland Business Tourism Unit

<table>
<thead>
<tr>
<th></th>
<th>DAY</th>
<th>MULTI-DAY</th>
</tr>
</thead>
<tbody>
<tr>
<td>CORPORATE</td>
<td>£134</td>
<td>£514</td>
</tr>
<tr>
<td>UK ASSOCIATION</td>
<td>£190</td>
<td>£516</td>
</tr>
<tr>
<td>INTERNATIONAL ASSOCIATION</td>
<td>£407</td>
<td></td>
</tr>
<tr>
<td>OTHER</td>
<td>£341</td>
<td></td>
</tr>
</tbody>
</table>

### Pinnacle Awards

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

Source: Glasgow City Marketing Bureau (GCMB), 2013

### Section five

Your Insight to Tourism & Events in Glasgow
MEETINGS CONFIRMED
440

NUMBER OF DELEGATES
156,300

NUMBER OF ROOM NIGHTS
479,100

ECONOMIC BENEFIT
£152,692,800

GCMB HAS BEEN BEST UK CONVENTION BUREAU 7 YEARS RUNNING (M&IT 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

NUMBER OF BUSINESS IN MEMBERSHIP OF GCMB®
250
Source: Glasgow City Marketing Bureau (GCMB), 2013

NEW INTERNATIONAL & UK CONVENTIONS CONFIRMED THROUGH TO 2021.
450
Source: Glasgow City Marketing Bureau (GCMB), 2013

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

61%
UK

16%
International

23%
Corporate / other

15% OF THESE CONFERENCES BOOKED VIA INFLUENCE OF A LOCAL ACADEMIC.
Source: Glasgow City Marketing Bureau (GCMB), 2013

40% OF DELEGATES TO GLASGOW ARE FROM OVERSEAS.
Source: Glasgow City Marketing Bureau (GCMB), 2013

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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.
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.

“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

In 2012, some 8,225,763 passengers passed through Glasgow Airport and Prestwick Airport. 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.

DIRECT FLIGHTS FROM GLASGOW
Source: Heathrow Airport Holdings Ltd

FLIGHTS PER WEEK TO GLASGOW AIRPORT FROM LONDON
Source: Glasgow Airport Ltd

<table>
<thead>
<tr>
<th>Destination</th>
<th>Flights per Week</th>
</tr>
</thead>
<tbody>
<tr>
<td>London City</td>
<td>30</td>
</tr>
<tr>
<td>London Gatwick</td>
<td>50</td>
</tr>
<tr>
<td>London Heathrow</td>
<td>60</td>
</tr>
<tr>
<td>Luton</td>
<td>22</td>
</tr>
<tr>
<td>Stansted</td>
<td>30</td>
</tr>
</tbody>
</table>

Source: Civil Aviation Authority, 2012

Source: Heathrow Airport Holdings Ltd

Source: Glasgow Airport 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

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

PASSenger Numbers at Glasgow Airports
Source: Civil Aviation Authority, 2012

RAIL: Entries and Exits at Glasgow Stations
Source: Office of Rail Regulation, 2012

ARRIVAL IN THE CITY
Source: Glasgow Visitor Survey, LJ Research, 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.
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.glasgowsleadingattractions.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

- Shopping 64%
- City Bus Tour 38%
- Going Out to Pubs / Bars or Restaurants 59%
- Going to Concerts 7%
- Visiting Exhibitions 27%
- Visiting Museums 66%
- Visiting Attractions 28%
- An Excursion Out of the City 8%
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

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

“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.

Source: Glasgow City Marketing Bureau (GCMB), 2013
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.

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

Disclaimer: All information correct at time of going to press. Scottish Enterprise and Glasgow City Marketing Bureau accepts no responsibility for any error or misrepresentation contained in the publication and excludes all liability for loss or damage caused by any reliance placed on the information contained in the map.