We promote Scotland with Scotland, working with local industry to grow the visitor economy.

Delivering for Greater Glasgow & The Clyde Valley
Introduction

We work closely with local authorities, destination organisations and other public and private sector bodies to support the delivery of tourism strategies essential to economic success across Greater Glasgow & The Clyde Valley.

Local partners have seized the opportunities of our Spirit of Scotland marketing campaign and the Year of History, Heritage and Archaeology 2017, capitalising on our outstanding heritage product.

We are building on this in the Year of Young People 2018, supporting events co-designed by young people. These range from Evolve18 in Greenock, Write Here Write Now in Paisley, and the Glasgow International Festival of Contemporary Visual Art which is putting young people’s ideas at the heart of its 2018 programme.

With the inaugural European Championships taking place in Glasgow in 2018, the city continues to build on its impressive events portfolio. Six sporting championships will take place across the city and wider region, attracting additional visitors and broadcast to a billion viewers.

Building on our experience from the Commonwealth Games in 2014, we are working closely with city, regional and national partners to welcome as many visitors as possible and ensure the Championships deliver the greatest possible benefit for Glasgow and Scotland.

Our activity continues to support Glasgow’s Tourism and Visitor Plan to 2023, which aims to increase overnight leisure tourism visits from two million to three million by 2023 and position the city as a ‘gateway to Scotland’.

In March 2018, we opened the doors on a new Glasgow iCentre on Buchanan Street which plays a gateway role to ensure that not just Glasgow, but the wider region receives a major boost. The new iCentre offers information and inspiration to visitors through a £220,000 investment.

Jim Clarkson
Regional Leadership Director
VisitScotland
Key stats for Greater Glasgow & The Clyde Valley

Figures in brackets are for the City of Glasgow.

108% increase in referrals to businesses from visitscotland.com in 2016/17 compared to 2015/16

More than 90 million potential consumers reached worldwide by our consumer PR activity between April and October 2017

£208,552 awarded by our Conference Bid Fund to Glasgow in 2016/17

£1.7 million (£1.4 million) in events in 2016/17

105 businesses in our VisitScotland Information Partner (VIP) programme actively promoting things to see and do locally

300 (118) businesses participate in one of our Quality Assurance schemes – of those 158 (60) have achieved four or five stars representing a commitment to quality in the region

‘Follow the Vikings – Visit to Glasgow’ film had a potential reach of over 968,000 across our consumer social media channels

We invested more than £1.7 million (£1.4 million) in events in 2016/17.
The £1 billion Glasgow City Region City Deal is strengthening partnerships within Greater Glasgow & The Clyde Valley, funding major infrastructure projects and driving business innovation and growth across the area. We support the City Deal through a range of activities including our involvement with the Tourism & Marketing Portfolio Group and the Accessible Glasgow Tourism Project.

We’re closely involved in the implementation of the Glasgow Tourism and Visitor Plan to 2023, and have a similar strategic role working with local authorities and industry groups across the surrounding area.

We sit on the Lanarkshire Area Tourism Partnership, playing a key role in delivering the area strategy through the Lanarkshire Tourism Strategy 2012-2020 Steering Group.

In Renfrewshire we are supporting the new Renfrewshire Tourism Strategy, inputting into the action plan under development.

We sit on the Tourism Inverclyde steering group, working with public and private sector partners to deliver the action plan for Inverclyde.

We are members of the East Dunbartonshire Economic Partnership and contribute to the Economic Development Strategy. The strategy includes town centre experiences, events and festivals, outdoor pursuits, the Forth & Clyde Canal corridor and countryside access for Glasgow. We also support Milngavie BID on their plans for improvements to the start of the West Highland Way.

We sit on the Local Action Groups for the Greater Renfrewshire & Inverclyde and Kelvin Valley & Falkirk LEADER, with exciting tourism projects being developed through this funding.

Across all of these areas we promote the continuous improvement of the total quality of the visitor experience, ensuring that a sustainable approach is taken to developing the industry.
The Glasgow Tourism and Visitor Plan sets out a clear direction for building the city’s global profile as a successful tourism destination, with the aim of increasing overnight leisure tourism visits from two million to three million by 2023.

Achieving those extra million visits per year will bring an economic boost of £771 million and contribute 6,600 more jobs in the city.

It will support growth in the wider area’s economy by aligning with the Glasgow City Region City Deal, and will contribute to Scotland’s target for 2020 of an additional £1 billion in visitor expenditure.

The Plan aims to realise the ambition by positioning the city’s cultural tourism offer in key UK and international markets. It focuses on six core themes: heritage, contemporary art, music, Charles Rennie Mackintosh, events and the city’s capability as a world-class sporting destination. The strategy also aims to stimulate visits and spend through positioning of the city as ‘gateway to Scotland’.

Throughout 2018, in only its second year since launch, the Plan can be seen in action through the Mackintosh 150 celebrations, the Glasgow International visual art biennial, an expanded TRNSMT music festival and the first ever European Championships.

We’re closely involved with each of the Plan’s workstreams, and our Chief Executive Malcolm Roughead OBE is part of the Plan’s Leadership Group, alongside senior representation from other key public and private sector stakeholders.

This group oversees the implementation of the Plan and helps steer the city’s tourism sector to improve its global competitiveness, while addressing challenges and opportunities.
In our work to deliver the Glasgow Tourism and Visitor Plan to 2023, we are further developing three key projects.

**ACCESSIBLE GLASGOW**

The Accessible Glasgow Tourism Project is a new approach being developed to make a visit to Glasgow inclusive to all.

It brings together public and private sector partners to prepare the city region for events in 2018 and beyond, including the European Championships and three world-level medical conferences.

With four task groups covering physical infrastructure, transport, customer services and communications, activity will focus on these areas to improve the product and information for visitors with accessibility needs.

This supports the Plan by increasing visitors and spend in the city and achieving recognition as an accessible destination of choice for business and leisure visits.

To achieve this, the industry plays a vital role. We are encouraging industry to use free accessible tourism tools on visitscotland.org, including a tool to create an accessibility guide and an online accessible tourism training programme.

**SOCIAL TOURISM**

In 2017 we increased the scale of our work on social tourism through ScotSpirit Breaks, a nationwide project we coordinated with the Family Holiday Association.

Over 420 vulnerable and disadvantaged families across Scotland received a vital break thanks to the outstanding generosity of 88 partners across Scotland’s tourism industry, who donated accommodation, transport, meals and visitor attraction access.

**GLASGOW WELCOMES**

Glasgow Welcomes is the city’s tourism service initiative which inspires the city’s people to deliver outstanding, vibrant and memorable visitor experiences.

The industry-led initiative is a key element of the Plan by developing leadership, skills and service excellence. It has had over 11,200 participants to date.

The current programme of activity is preparing participants for key events taking place in the city in 2018. This year also sees the launch of Young Glasgow Welcomes, preparing young people for careers in tourism and hospitality.
Industry support

We sell Scotland with Scotland, working together and supporting the tourism industry to showcase our country to the world.

In Greater Glasgow & The Clyde Valley over 1,100 businesses are currently engaged with our opportunities, with many more benefitting indirectly.

Our Industry Relationship Managers, Anne Massey anne.massey@visitscotland.com and Ceilidh Egan ceilidh.egan@visitscotland.com offer business surgeries providing tailored digital support to local tourism businesses. In 2017 they conducted 111 business surgeries locally.

The quality of the visitor journey is increasingly dependent on digital information. Alongside our partners, we launched a new Digital Tourism Scotland website in 2017, a useful resource for businesses looking to use digital marketing and technology to grow their business. Find out more at digitaltourismscotland.com.

We support industry events across the region. In 2017 we facilitated and presented at accessibility and digital workshops in Lanarkshire. Our Chief Executive, Malcolm Roughead OBE, presented at an Inverclyde tourism event about Inverclyde’s tourism potential, generating employment opportunities and growing the local economy.

Events supported in Glasgow included Glasgow Welcomes Champions Events, and events for Accessible Glasgow, Greener Glasgow, Autism Friendly Glasgow and Social Enterprise Network Glasgow.

We are working with industry to prepare the city and beyond for the European Championships 2018 and create an industry legacy. A Food Charter has been developed encouraging the sustainable sourcing of food provided at the event. We support this through promotion of our Taste Our Best scheme, which celebrates businesses providing locally sourced, quality food and drink.
Events are an integral part of Glasgow’s Tourism and Visitor Plan to 2023 as well as other local authority and destination strategies. The region boasts a growing programme of business, sporting and cultural events.

Business events reinforce the city’s economic strengths, and growing the calendar of events and conferences is seen as a priority in the Plan. We support this ambition, awarding a share of £208,552 to nine events in Glasgow through our Conference Bid Fund in 2016/17.

Glasgow continues to attract international sporting events to the city. Alongside Berlin, Glasgow plays host to the inaugural European Championships in 2018, which will attract an international audience and will be televised to a billion viewers. The city will also host high profile events including the European Athletics Indoor Championships and LEN European Short Course Swimming Championships in 2019, and is a host city for UEFA Euro 2020.

We invested over £1.7 million in Greater Glasgow & The Clyde Valley events in 2016/17. These ranged from the Davis Cup, Homeless World Cup and Piping Live! in Glasgow, to the Powerboat P1 Scottish Grand Prix of the Sea in Inverclyde, a round of the ITU Paratriathlon World Series at Strathclyde Country Park and European Curling Championships in Renfrewshire.

The Year of History, Heritage and Archaeology 2017 offered wide-ranging activity to drive our tourism and events sector. Three events in the region were awarded signature events funding, including ‘Scotland in Six’ and ‘Shining Lives’ held at New Lanark. ‘Weave’, Paisley’s International Festival of Weaving, also received funding. Across the region 25 further events received support through our partner programme including the Alexander ‘Greek’ Thomson Bicentenary, PS Waverley’s 70th Anniversary and the Mackintosh Festival.
GLOBAL CAMPAIGNS
Our global campaign – the Spirit of Scotland – has continued to showcase Scotland, encouraging the industry and visitors to share their #ScotSpirit to grow the visitor economy.

Building on this, now is the time for a collaborative approach, to accelerate international growth and build a strong Brand Scotland. Our new global campaign, Scotland is Now, represents a confident and consistent approach to brand marketing.

Working in partnership with the Scottish Government, Scottish Enterprise, Scottish Development International and Universities Scotland we will position Scotland as a bold and positive country, rich in history and heritage but forging forward in a more progressive way, across four pillars of activity – Visit, Live & Work, Study and Invest.

At the heart of this campaign is the message that Scotland is a country with the warmest of welcomes, which challenges new thinking, creates new opportunities for study and jobs, supports new industry and drives technology.
REGIONAL ACTIVITY
In September 2017 we launched an interactive TV campaign in partnership with Channel 4. Featured during ad breaks, a cast of six young travellers experienced activities across Scotland, with E4 viewers voting via Twitter on what the group did the following day.

Glasgow was the final stop on their itinerary. Experiencing the city’s art and music culture, the group went on the city mural trail and visited the iconic King Tut’s Wah Wah Hut. The campaign supported our desire to position Scotland as an inspirational destination for millennials. Activity was shared across our consumer social media channels.

A unique partnership between VisitScotland and Glasgow Life saw 30 bloggers visit Glasgow during November to experience the city’s heritage and culture.

The bloggers celebrated the launch of the Year of Young People 2018 and promoted the 25th anniversary of Celtic Connections and the 150th anniversary of Charles Rennie Mackintosh. Social media posts made by the travel writers had a potential reach of over one million people.
We inspire millions of potential visitors across Facebook, Twitter, Instagram and YouTube.

During 2017 Greater Glasgow & The Clyde Valley posts across our social media channels led to a total engagement of 800,000 and created organic reach (people shown posts through unpaid distribution) of over five million.

We launched ground-breaking travel app ScotlandVR, developed through collaboration between the Scottish academic, technology and tourism sectors.

The app enables users to virtually visit 26 attractions including Glasgow Cathedral, Kelvingrove Art Gallery and Museum, Riverside Museum and New Lanark. Between February and September, 43,000 users installed ScotlandVR.

The app won ‘App Design’ at the Scottish Design Awards and ‘Best Mobile Application’ at The Herald Scottish Digital Business Awards.