



Glasgow Life, Love Loch  
Lomond and Scotrail  
Growth Fund Case Study

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Pack More In

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## Project Overview

The campaign was a partnership approach between Glasgow Life (formerly Glasgow City Marketing Bureau), Love Loch Lomond (LLL) and ScotRail. Glasgow Life (GL) has a number of roles including promoting the city in terms of tourism, events and conferences. Love Loch Lomond is an industry-led destination organisation that operates in the Loch Lomond, Strathendrick, West Dunbartonshire and Clyde Sea Lochs areas. ScotRail is a provider of rail services throughout Scotland.

In total the campaign was worth £68,000 – 50% funded by a £34,000 Growth Fund grant with the remainder match funded by GL, LLL and ScotRail. The campaign focused on the target markets of Edinburgh and Aberdeen and packaged together Glasgow and Loch Lomond to create a City-Plus proposition. This promoted the opportunity to enjoy both an urban and rural environment within one break, connected by a regular rail service with a maximum travel time of 50 minutes. It involved a 12-month multi-channel marketing campaign to raise awareness of the two areas, their proximity to each other and the easy access by rail (including special tickets such as Kids Go Free, Groupsave and Club 50).

The key economic aims for the campaign were to increase the number of visitors (overnight visitors in particular) and expenditure within the two destinations. In order to help address the issue of seasonality, the focus was on the shoulder seasons of Spring and Autumn. Whilst environmental impacts were not an explicit aim of the campaign, there was a spin-off environmental benefit in that it promoted the use of train travel between the destinations.



## Activity Impact & Learning

A key strength of the campaign was that the proposition was fundamentally strong. It worked well in terms of PR activity as it gave a ‘different angle’ on the promotion and press coverage of the two destinations. The digital reach, in particular, exceeded expectations with opportunities to see/hear of 20 million (target: 6 million). Additional reach was leveraged via press, bloggers and partner channels in addition to the paid for media. Radio worked well for the campaign providing data capture and reach (indeed it worked so well that they did another burst of radio activity outwith the Growth Fund project).

They achieved full page features in four press titles (target: 2) and attendance at the TravMedia event generated 40 new media contacts (target: 10). The campaign generated 2,792 new email newsletter subscribers for the partners (target: 1,000). There were also competitions that provided 2,793 contactable entries (target: 200). Blogger activity led to an increase in LLL Instagram followers over the duration of the blogger posting.

The group were able to recalibrate their digital activity as they went along depending on how it was performing.

For example, they noticed that adverts within family and news websites had the most engagement so they re-focused activity towards these.

An area that was below target was visits to the landing page at 8,682 (target: 17,000). The feeling was that this target was probably overestimated, as people searching online go through different routes so don’t necessarily end up in the place that you want them to go. The number of clicks through to the bespoke ScotRail URL was also lower than the target. However, consumers may have used the landing page as an inspirational tool and gone on elsewhere via separate browsers or at a later date, or purchased tickets in-station (as there was no incentive for booking online).

They also lacked some combined assets, notably photography. Both destinations had their own images but didn’t have images of the same people in the two destinations. They didn’t have the budget for this and whilst they did find a way around this - a member of GL and their family volunteered to have some pictures taken – this was not ideal and next time they would include a budget for this.

## Wider Benefits

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The business community engaged with the campaign by hosting media trips (through media rates or complementary accommodation and meals), providing offers for the landing page (38 businesses) and prizes for the competitions.

The key proxy measure for economic impact was the year on year growth in journeys on the Glasgow/Balloch route (off peak to avoid growth due to commuters). The target was a 2% increase with the actual increase being 4%. This increase in passenger numbers has brought additional visitors and increased expenditure to both destinations.

Whilst GL had worked with LLL on some ad-hoc promotional activity in the past, the Growth Fund allowed investment on an integrated and sustained 12-month multi-channel campaign. Innovation came through being able to package the offer as a two destination visit, which was both a strong concept and provided a new angle on visits to both areas.

The level of additionality from the Growth Fund support is high. Whilst they would still have undertaken some ad-hoc activity they would not have been able to

implement the detailed and integrated campaign that resulted from the Growth Fund investment. It was this integrated campaign that allowed them to achieve a growth in passenger numbers that was double the initial target.



## Growth Fund Experience

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In the original application form the monitoring process proposed was quite rigorous. It was beyond what they would normally do internally. They had a clear set of KPIs, targets and ways of measuring these and this formed the framework for monitoring. Tracking of KPIs was useful, both in demonstrating the impacts and allowing then to tweak aspects as the campaign progressed.

The financial claims were very time consuming and they had to provide several pieces of paperwork to substantiate the claims. They were keen for a more streamlined approach to be adopted so that less time is required for this. The group are pleased to learn that a new streamlined approach has now been implemented for financial claims.

The project has also strengthened the relationship between GL, LLL and ScotRail. It has led to improved communication, an increase in the sharing of assets and has encouraged the habit of cross selling. GL (and previously GCMB) has always had a good relationship with VisitScotland but the campaign did provide a strong proposition for the project partners and VisitScotland to use to promote the two destinations. Also the project utilised some VisitScotland promotional channels.



PACK MORE IN

## Future/Looking Forward

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'Pack More In' is part of a wider City-Plus concept and has provided them with a more focused means of talking about the proposition in a way that consumers can understand. People still refer to it even though the campaign has finished and it is seen as a good practice example. There is a target to position Glasgow as a 'Gateway to Scotland' and this project provides an ideal case study for cross boundary working with other areas, DMOs and industry.

It has provided them with a product and strong focus that they can take to the international market. They are doing it to a limited extent through their existing channels but could develop this into a more concerted campaign if funds become available.

GL and LLL have continued to promote the two destination approach. As part of the project they had attended the TravMedia event in London. GL and LLL went again this year and asked for adjacent stalls so that they could cross sell. They have also hosted more journalists in two centre visits, undertaken another burst of radio activity and held another competition since completion of the project.





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