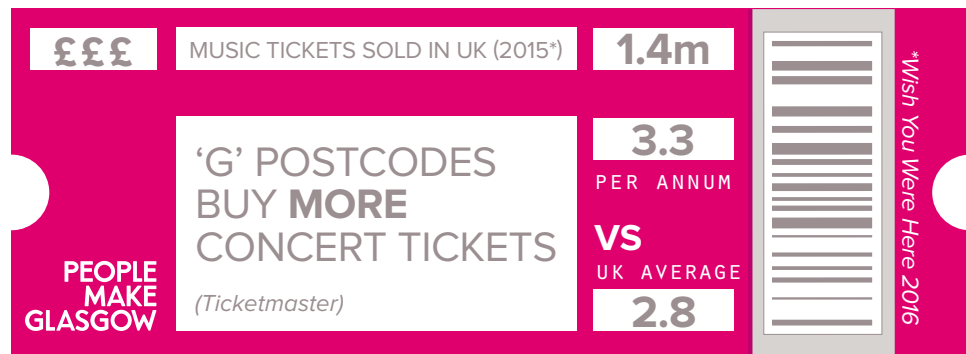


START HERE

WHAT MAKES GLASGOW DIFFERENT?



GLASGOW DELIVERS, YEAR-ROUND.

MUSIC IS THE BEATING HEART OF VISITOR APPEAL AND SUPPORTS THE CITY'S VISITOR ECONOMY: TOURISM, RETAIL, FOOD & DRINK

PEOPLE MAKE GLASGOW

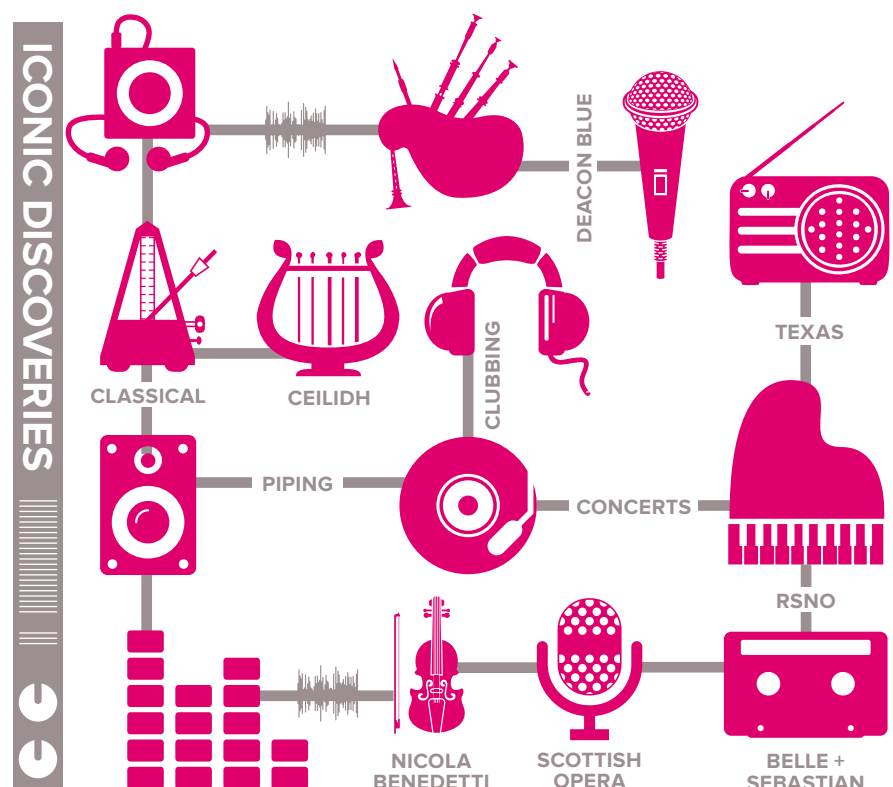


ICONIC MOMENTS



- CELTIC CONNECTIONS
- RIVERSIDE FESTIVAL
- WORLD PIPE BAND CHAMPIONSHIPS
- SUMMER SESSIONS
- GLASGOW JAZZ FESTIVAL

VISITORS LOVE PERSONAL AUTHENTIC EXPERIENCES

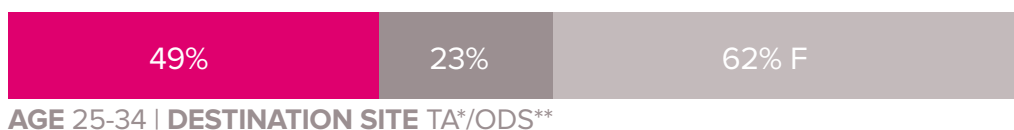


MUSIC MAKES GLASGOW UNIQUE: HELP THAT FACT HELP YOUR BUSINESS GROW

HOW IS THIS RELEVANT
TO YOU?

WHO: **74%** COME FROM UK

FASHIONISTAS



CULTURED EXPLORERS



WORK HARD PLAY HARD



CULTURE LOVING FOODIES



*Tripadvisor **Official Destination Site ***Price Comparison



MUSIC TOURISM 2015

SCOTLAND VISITORS 928,000
GLASGOW VISITORS 450,000

£105M
SPEND - GLASGOW

1,100
EXTRA JOBS

SPEND - SCOTLAND
£183M



I'M LOGGING ON TODAY:
GLASGOWCITYOFMUSIC.COM

ACTIONABLE INSIGHTS

UK FASHIONISTAS



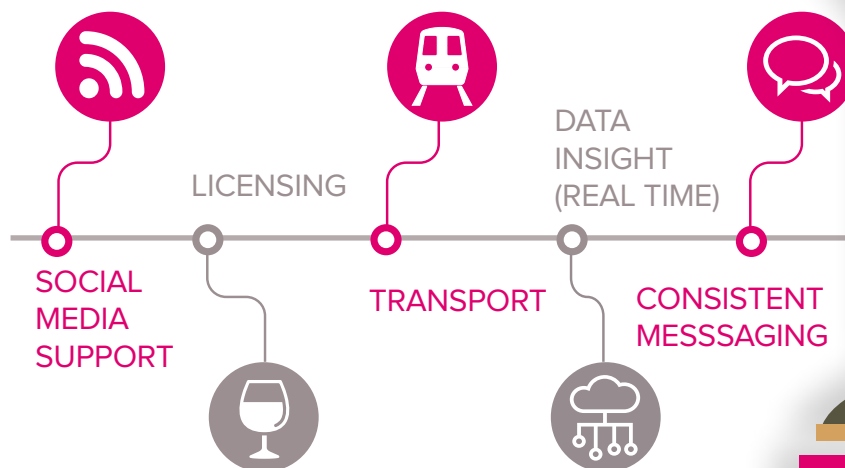
- 68% VISIT CITIES TO PARTICIPATE
- 64% WANT EVERYTHING BOOKED IN ADVANCE

ACCESSIBLE EVENTS



- IN UK 11.6M PEOPLE HAVE A DISABILITY
- 70% OF DISABILITIES ARE HIDDEN
- ESTIMATED ANNUAL SPEND = £200BN – A LOYAL AUDIENCE
- ABLE2UK 2015 IN GLASGOW – FIRST FULLY ACCESSIBLE MUSIC 'FESTIVAL'

INNOVATE | PARTNER | GROW



STRATEGY STRANDS

INTERNATIONAL AUDIENCE

38%

OF TOTAL SPEND FROM 26% OF ALL VISITORS



TOP 5:

GERMANY, FRANCE, US, CANADA, AUSTRALIA

CELTIC CONNECTIONS 30% OF TICKETS SOLD TO INTERNATIONAL VISITORS



CHANNELS AND SUPPORT TO HELP YOU GROW



CHANNELS
SUPPORT TO SUIT YOU
INDUSTRY PARTNERING

GLASGOW LIFE, CREATIVE SCOTLAND, SOCIAL MEDIA, DIGITAL HUB, BLOGGERS, VENUES, WORKSHOPS, CONTENT HUB
BUSINESS GATEWAY, SMIA, WEBINARS, VIDEOS, RELATIONSHIP MANAGERS/MENTORS
PRE-EVENT MEALS WITH LOCAL RESTAURANTS, POST-EVENT CLUBS, (TAXIS/TRANSPORT), OVERNIGHT ACCOMMODATION (HOTELS/B&BS), RECORD LABELS & PROMOTERS