

# GLASGOW TOURISM AND VISITOR ECONOMY DIGITAL IS CHANGING THE RULES

PEOPLE  
MAKE  
GLASGOW

START HERE

## THE DIGITAL VISITOR JOURNEY

**DIGITAL CHANNELS** CAN TELL US IN REAL TIME WHO THEY ARE, WHERE THEY COME FROM AND WHERE THEY RECOMMEND THEIR FRIENDS TO GO



GLASGOW'S VISITORS WANT QUALITY INFORMATION – IN REAL TIME



## WHAT'S THE CHALLENGE?

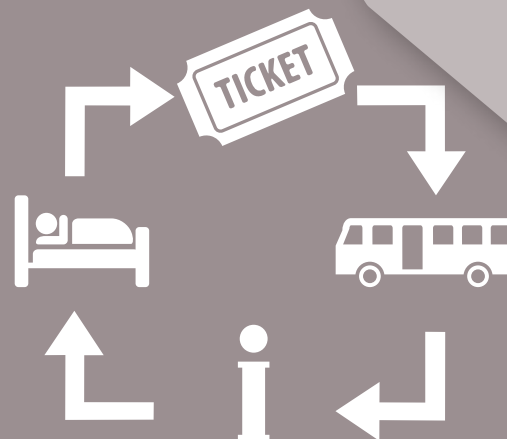
DIGITAL IS EVOLVING AT WARP SPEED – BUT JUST 3% OF SCOTTISH BUSINESSES ARE 'DIGITAL CHAMPIONS'



*(Digital Economy Business Survey 2014)*

## WHAT'S THE ASK?

WORK TOGETHER! PROMOTE GLASGOW AS A DESTINATION ONLINE – AND ALL BUSINESSES IN THE VISITOR ECONOMY CAN BENEFIT



## GLASGOW ON TRIPADVISOR:

TRAVELLERS' CHOICE DESTINATION WINNER



360,000+ REVIEWS



18,000+ TRAVELLER PHOTOGRAPHS



5,000+ FORUM POSTS

**COLLABORATE AND GROW**

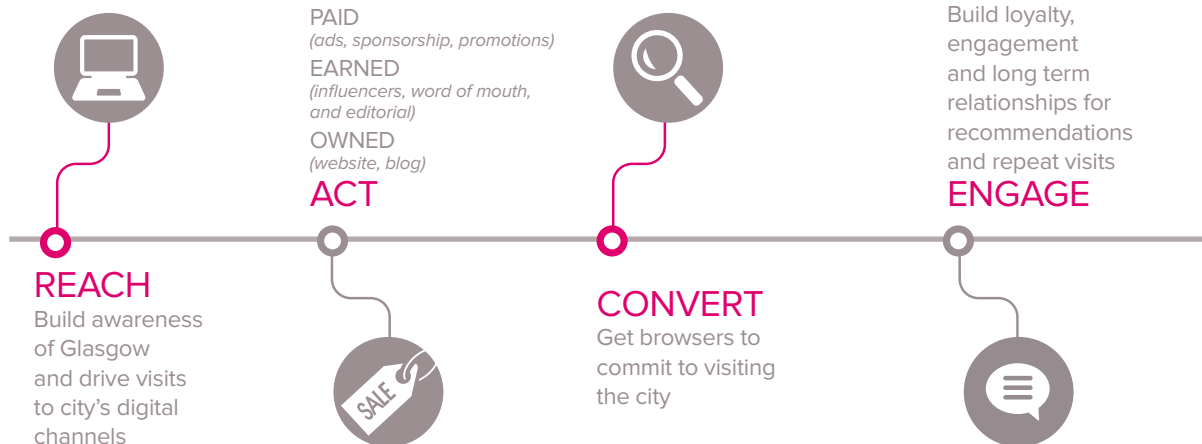
**SHARE DIGITAL ANALYTICS**

**INVEST IN DIGITAL SKILLS**

**DEVELOP DIGITAL MARKETING**

**GCMB DIGITAL LEADERSHIP**

## HOW? REACH | ACT | CONVERT | ENGAGE



DON'T ACT LIKE NOTHING IS HAPPENING – DIGITAL IS CHANGING THE RULES!



# GLASGOW'S DIGITAL VISITOR JOURNEY

NOW IS THE TIME TO TRANSFORM YOUR BUSINESS:  
GET DIGITAL

## ARE YOU PREPARED?



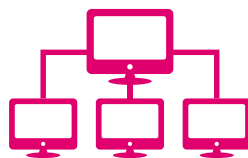
LISTEN  
TO YOUR  
CUSTOMERS



CREATE  
COMPELLING  
CONTENT



DEVELOP  
& MEASURE  
CAMPAIGNS



WORK TOGETHER TO DELIVER  
CONTENT THAT BUILDS THE  
PROFILE OF GLASGOW

## ANALYSIS

CITY PARTNERS ARE WORKING WITH  
INDUSTRY LEADERS ON ANALYSING DATA  
AND OTHER INSIGHTS SO THAT BUSINESSES  
WITHIN THE CITY CAN BENEFIT



## TOOLS TO HELP YOU – REVIEWPRO

**160**  
REVIEW-  
BASED  
SITES

**REAL TIME ANALYSIS**  
+ VISITOR EXPERIENCE  
+ TREND ANALYSIS

**300** GLASGOW  
BUSINESSES  
ALREADY USING

## GLASGOW TRENDS



RECOMMENDATIONS



VISITOR  
SENTIMENT

## YOU NEED TO:

- 1 TAKE ONLINE BOOKINGS
- 2 RESPOND TO REVIEWS
- 3 ADD TO CITY LISTINGS
- 4 TRACK AND ANALYSE  
YOUR ONLINE PERFORMANCE



WHAT'S  
MY ROLE?

PEOPLE  
MAKE  
GLASGOW

## INSPIRATION AND MOTIVATION: STEPS YOU CAN TAKE

DIFFERENTIATE GLASGOW  
FROM COMPETITOR CITIES

GET GLASGOW  
INTO AND UP  
CUSTOMERS'  
SHOPPING LIST

ASSIST  
WITH TRIP  
PLANNING

STAND OUT  
FROM THE  
CROWD

PROVIDE  
PRODUCT  
DETAIL

DRIVE  
CONVERSIONS

CREATE TALKING  
POINTS

PEOPLE  
MAKE  
GLASGOW

## SUPPORT AND HELP: GET ANSWERS FROM DIGITAL TOURISM SCOTLAND



- 2 DIGITAL CONFERENCES
- PARTNER BUSINESS BRIEFINGS
- DIGITAL STRATEGY WORKSHOPS
- DIGITAL AMBASSADORS
- COLLABORATIVE PROJECTS WITH DEDICATED RELATIONSHIP MANAGERS
- DIGITAL MENTORING

I'M LOGGING ON TODAY:  
GLASGOWCITYMARKETING.COM

COMMUNITY.VISITSCOTLAND.COM

- BE SEEN NOW
- BE HEARD NOW
- JOIN NOW

