

GLASGOW CITY MARKETING BUREAU

Glasgow City Marketing Bureau recognises the value of the casino to the economic development of the city. The Casino will leverage additional hotel development that fits the Tourism strategic Plan to 2016. Demand for accommodation from our key supply markets is increased and has outstripped supply for the past three years. The Casino development will bring hotel development that will allow Glasgow to continue to effectively compete in the national and international urban short break market. The city has again reached the top five in a survey listing the most visited cities in the UK, with a total of 684,000 trips made by overseas visitors to the city in 2005, an increase of 144,000 visits against the previous year. An overview of these markets is supplied below.

The casino development provides a further important reason to visit the city from our key international markets,- USA, Canada, Germany, Scandinavia, Ireland, Spain, Italy. GCMB works hand in hand with the two airport operators in winning new routes for the city. There are currently eight routes in bid at this point in time and the casino will help increase the reasons to visit the city. The sustainability of new and existing routes is vital to developing and increasing access to Glasgow, and the partnership approach in the city with businesses and public sector, will greatly assist the casino operators, in their market development.

Notes:

Glasgow City Marketing Bureau (GCMB) is the official marketing agency for metropolitan Glasgow, competitively positioning the city in its international and national markets with the city regions brand-Glasgow: Scotland with Style. The Glasgow: Scotland with style campaign was launched in March 2004 with a budget of £1.5 million. In 2005 £1.83 million was committed for strategic positioning of the brand through until the end of 2007 comprising £1.14 million from Glasgow City Council and £687,509 from the European Regional Development Fund. Key successes of the campaign include:- 230,000 additional tourists visiting the city. This has significantly increased demand for the destination resulting in the hotel occupancy increase from 70.7% in 04-05 to 72.7% in 05-06. The City is on target to achieve an occupancy of 75% this year. The result has been £26.8 million of additional tourist expenditure

Glasgow City Marketing Bureau works closely with Businesses in the region, and enjoys strong financial backing in excess £500,000. GCMB takes a lead role in the development of the Tourism Strategy for the region, working with the national and local agencies in both planning and delivery. GCMB supports the development of the Local Economic Strategy, and City Centre Plan. GCMB also works closely with the education sector in promoting the positive brand image of the city, and developing business opportunities.

With a team of 40, the GCMB runs the Convention Bureau, which delivered strong growth last year: Convention Bureau sales grew by 8% from £58.6 million in 2004-05 under GGCVTB to £63.1 million in 2005-06. The number of delegate days rose by 28.5% from 293,000 to 376,500. Gross sales through GCMB's Conference and Booking Service (CABS) surged by 71% from £1.4m to £2.4 million.

The Events Bureau is another activity of the company whose results demonstrate the value of creating strategic events for the city, based on supporting the key messages of the brand. The findings of a survey conducted by economic development consultants, SQW, have confirmed additional tourism business for Glasgow as a result, delivering attendances of 125,000 people - 5,300 of which were first time visitors to the city. It is estimated that that the eight events generated £6 million for the local economy last year.