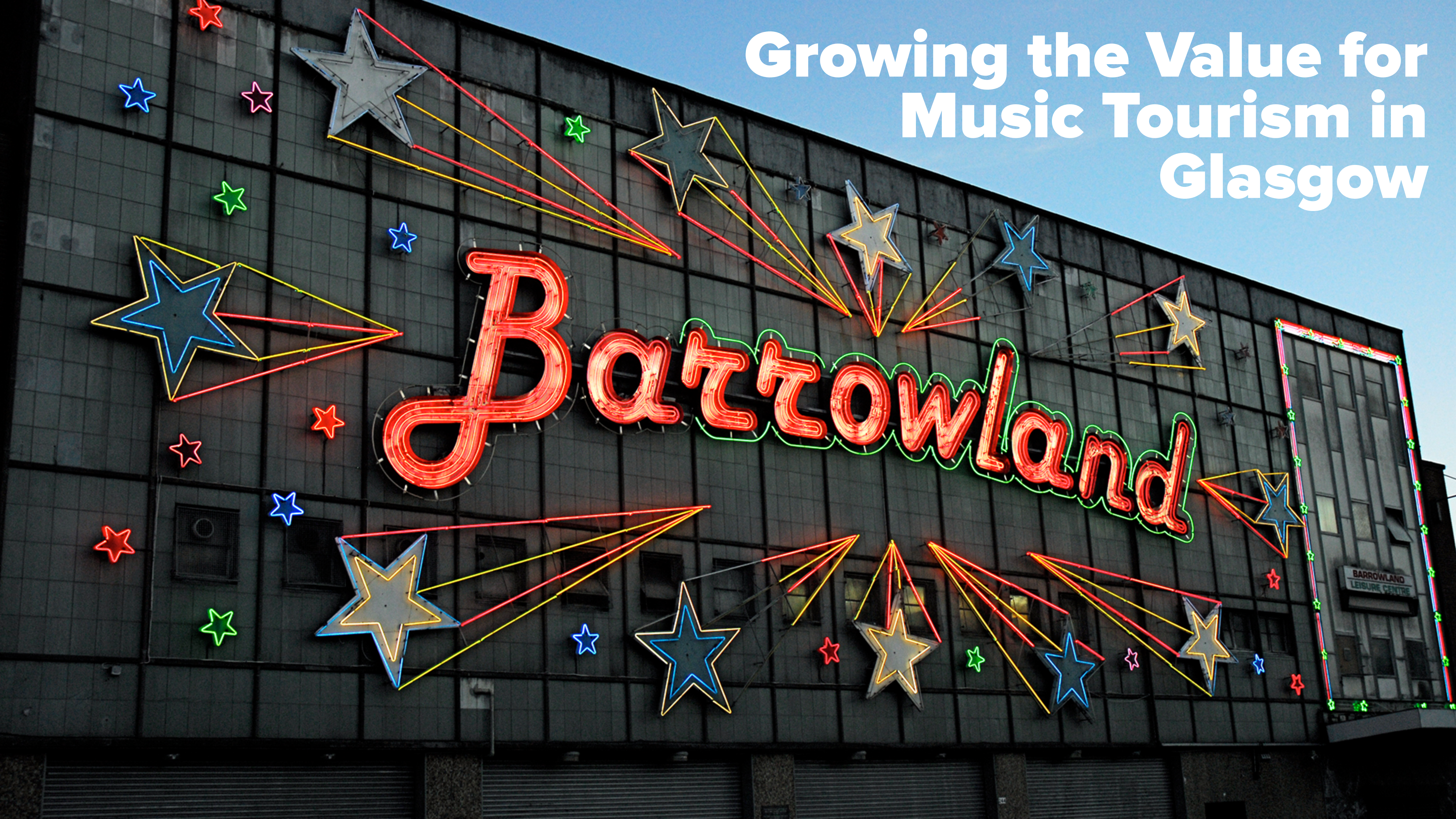


Growing the Value for Music Tourism in Glasgow



“Glasgow is the European capital of music!”
— *Swedish delegate to the Music Tourism Convention, Liverpool 2017*



RESEARCH REPORT AND PROMOTIONAL PLAN

- ★ Benchmark the current economic situation
- ★ Review of existing research
- ★ Survey attitudes to Glasgow
- ★ Conducted new economic research
- ★ Capacity of city to absorb growth
- ★ Find out how other cities attract tourists
- ★ Evaluate options for Glasgow
- ★ Make strategic recommendations



WISH YOU WERE HERE

MUSIC TOURISM'S CONTRIBUTION
TO THE UK ECONOMY
OCTOBER 2013



Excellent report by **UK MUSIC**

But only considers venues
with greater than

1500
capacity



METHODOLOGY

WISH YOU WERE HERE
2016

THE CONTRIBUTION OF LIVE MUSIC
TO THE UK ECONOMY



Estimates **Gross Attendance**

Estimates % who are deemed “**tourists**”

Separates estimate for **Domestic** and **Foreign** tourists

Estimates **Box Office returns** for that segment

Estimates **ancillary spend** for each tourist

- ★ Travel
- ★ Accommodation
- ★ Discretionary spend

Multiplies **average value** by **number of attendees** to give
gross additional monetary value to Box Office Receipts

Adds **standard GVA factor** to arrive at total

Calculates **FTE Jobs** using standard metric

NEW ECONOMIC RESEARCH

The Approach to addressing the Less than 1.5K Sector

Defined number of venues less than 1500

Questioned a sample set of these venues to establish core metrics including average:

- ★ Ticket prices
- ★ Utilisation (number of events and average attendance)
- ★ Ancillary spend
- ★ Number of “tourist” attendees

This formed our base set of statistics to work with

KEY POINTS

£54,699,197

Gross Value of Music Industry at venues less than 1.5K

£11,385,672

Gross value of Music Tourists at venues less than 1.5k

GVA AND FTE JOBS FOR THIS SEGMENT

	GVA	FTE
Gross Figure	£24,346,264	823
Tourist Element	£5,098,411	173

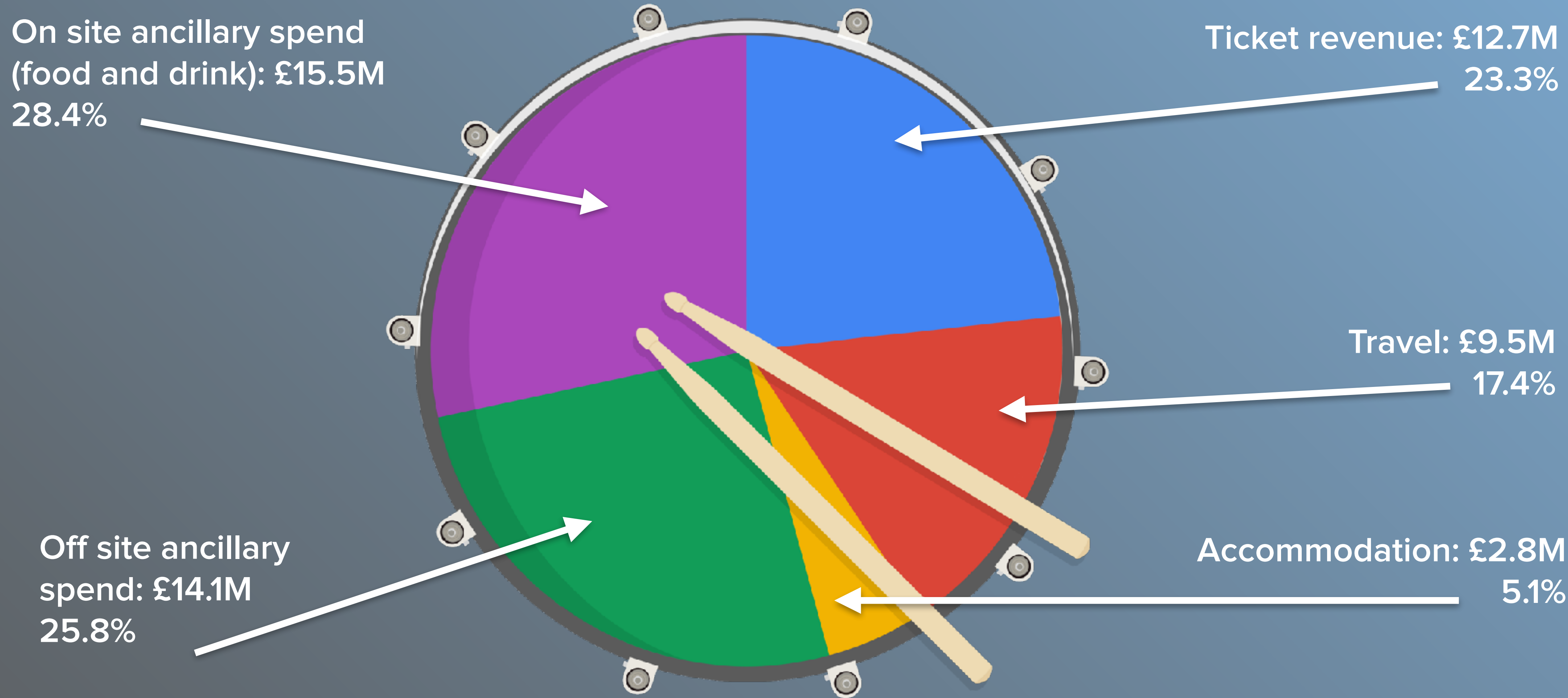
Average Utilisation <60%

Significant **capacity for growth** based on **existing resources** in this sector of the **music industry in Glasgow**

Tourist impact is **greater** than local users because of **additional spend**

It is also **possible to calculate** and target where **best ROI** could be delivered

TOTAL SPENDING IN GRASSROOTS VENUES: £54.7M



INTERVENTIONS

We found examples of interventions that made a positive difference in other cities

- ★ Mapping (Americana Music Triangle)
- ★ City Festivals (Iceland Airwaves, Lorient)
- ★ Visitor Attractions (The Beatles Story, Graceland)

RECOMMENDATIONS

- ★ Brand Optimisation (UNESCO World City of Music)
- ★ Advocacy
- ★ Twinning
- ★ Maps and Routes
- ★ Storytelling
- ★ Signposting
 - ➡ Points of Entry
 - ➡ Branded Areas
 - ➡ Discoverability: case of an online guide?