Your Hotel Investment Opportunities in Glasgow
Glasgow, Scotland’s business capital, generates nearly £18 billion GVA and is home to the most important financial centre in the UK after London. Glasgow’s fully rounded economy generates travellers for commerce, leisure, conventions and events year round. This is not a seasonal city with an August peak; it’s a flourishing destination where hotels enjoy year round high occupancy.

Glasgow ranks in the top 20 of Europe’s best performing financial centres, and 50th worldwide in the Global Financial Centres Index 2013. World-class financial companies such as JP Morgan, Morgan Stanley, HSBC, Barclays Wealth and Santander run major operations here.

It’s also home to global brands, including Jacobs Engineering, Fraunhofer Gesellschaft, Iberdrola, GlaxoSmithKline, Dell and O₂. As a result, corporate business travellers represent 35% of hotel room occupancy in Glasgow.

WELCOME TO GLASGOW: SCOTLAND’S BUSINESS CAPITAL

GLASGOW: SCOTLAND’S CONVENTION CAPITAL

Glasgow’s reputation as a tourism, convention and events centre is well founded. A host of world-class hotels can be found in the city. These include Hilton, Marriott, Radisson Blu, Crowne Plaza, Hotel du Vin, citizenM and Malmaison.

Glasgow welcomes more conference delegates than the whole of Scotland’s other cities added together. In 2011 this amounted to 565,000 room nights – a 27% growth year on year. There are over 6,800 hotel rooms in the city centre, with an average occupancy rate of 74.9% (STR Global, 2011), outperforming Hamburg, Barcelona, Rome, Dublin Vienna, Prague and Copenhagen. Glasgow needs more hotels to service the increasing demand, and it needs them now. Conferences are confirmed in the city to 2021, and represent 20% of hotel rooms sold. Put another way, one in five guests in a hotel are high yield delegates.
GLASGOW: SCOTLAND’S SPORTS CAPITAL
Glasgow has sporting events confirmed to 2020. It’s recognised globally by SportBusiness Magazine – ranked 9th in the world league of ultimate sports cities, and first for Global Sports Marketing. With 1.5 billion people watching the 2014 Commonwealth Games, and a packed conference and event year, hotels will be much in demand. The Emirates Arena, a new £113 million development, is just one of the many purpose-built facilities that showcases the £2 billion of investment in Games related infrastructure in the city.

GLASGOW: SCOTLAND’S CULTURAL CAPITAL
Glasgow has more than 100 cultural organisations permanently based here. With the largest civic art collection in Europe, valued in excess of £1.3 billion, Glasgow lives up to its billing as a European Capital of Culture. Glasgow hosts 130 music events each week, and was recently declared UNESCO City of Music. The SSE Hydro will attract a further 700,000 visitors to the Scottish Exhibition + Conference Centre campus, resulting in two million visitors a year to the campus. With such a strong leisure offering, short breaks currently represent around 22% of all hotel rooms sold in 2012, and this is set to rise steeply.

GLASGOW: WELCOMES HOTELIERS
With an average annual city centre occupancy of 76.8%, representing a five year high, growth is set to continue. 2.3 million tourists to the city will increase, supported by business already on-the-books, and the expansion of the economy across key sectors. Glasgow can help you grow your business.
WHY GLASGOW

With a can-do attitude, a commitment to being the most business-friendly city in the UK, and 2.3 million visitors a year – it’s people that make Glasgow different.

READY FOR BUSINESS

Top businesses choose Glasgow for many reasons. They say it’s because of the quality and loyalty of the flexible and qualified workforce, the cosmopolitan feel of a large city, great access, world-class and cost-effective office space and one of the most sophisticated and competitive telecommunications environments in Europe.

- Highly qualified and flexible workforces – it’s what every employer needs. Glasgow’s one of Europe’s top ten cities for business friendliness and human resources.
- Excellent transport links – the city is served by three international airports with direct flights from over 135 destinations. Once you arrive, getting about is easy by road and rail.
- Office, leisure and retail space – to suit every type and size of business – and exciting new development opportunities too.
- An economic powerhouse – Glasgow generates nearly £18 billion gross value added every year to Scotland’s economy, representing 16.3% of wealth generation.

GLASGOW SMART CITY OF THE FUTURE

Glasgow has won £24 million of UK Government investment, beating competition from 29 other UK cities, to host the Future Cities Demonstrator. This will help Glasgow to become a more efficient and sustainable city, and make it work for everyone who lives or works here. It is a city on the rise and now is the time to invest ahead of the curve.
Glasgow’s economic partnership of industry, academia and public sector, gives the city a robust road map through to 2017. This ‘One Glasgow’ approach is creating opportunities for economic and jobs growth, with inward investment priorities focused on these key growth sectors:

- Life sciences
- Financial and business services
- Low carbon industries
- Engineering, manufacturing and design
- Higher and further education
- Tourism and events

BUILDING ON OUR STRENGTHS

Focusing on industries where we already have acknowledged expertise guarantees your success, and future economic growth. For example:

**The green economy**

- The city has seen major investment by world leaders such as Iberdrola, Mitsubishi and SSE.
- More ‘green’ jobs will be created from the development of Scotland’s International Technology Renewable Energy Zone.

**Tourism and events**

- The legacy of Glasgow 2014 will create opportunities for businesses, organisations and communities across Scotland.
- The city’s major events calendar is booked until 2020.
- Conferences to Glasgow continue to outperform any other city in the UK with 40% of delegates coming from overseas.
- Glasgow has been voted the number one convention bureau seven years in a row.
Glasgow was named the number one UK destination "on the rise" by users of the world’s largest travel site, TripAdvisor, November 2012 and also claimed the third spot in TripAdvisor’s Top Ten UK destinations at the Travellers’ Choice Destinations Awards, May 2013.

Glasgow is one of Europe’s most vibrant and cosmopolitan cities, where business, sport and international culture flourish. The city that inspired the art nouveau genius, Charles Rennie Mackintosh, is now a dynamic 21st century metropolis.

GLASGOW RATES HIGHLY IN COMPARISON TO OTHER UK CITIES FOR QUALITY OF LIFE.

Mercer Quality of Life Survey, 2012
GLASGOW’S SHORT BREAK LEISURE TOURISTS ARE ATTRACTED TO THE CITY FOR:

A shopping mecca — with more than half a million square metres of retail floor space, Glasgow is the UK’s largest and most successful shopping location outside of London and the retail footprint is growing by a further 25%.

World-class culture — home to the Royal Scottish National Orchestra, National Theatre of Scotland, BBC Scottish Symphony Orchestra, Scottish Opera and Scottish Ballet, and an internationally acclaimed reputation in contemporary art, design and music.

A centre of excellence for visual arts — six Turner Prize winners and seven nominees have lived, trained or worked in the city in recent years. Glasgow will host The Turner Prize Awards in 2015.

A UNESCO City of Music — there are around 130 music events every week in Glasgow, music generates an estimated £75 million for the city’s economy each year.

Europe’s finest civic art collections — at the Burrell Collection and Kelvingrove Art Gallery and Museum.

World-class education facilities — home to five higher education institutions and five colleges which attract over 130,000 students every year, and their families.

Just minutes from great natural beauty — the archipelago of the Clyde Coast and Islands, and the Highlands’ stunning scenery, is on our doorstep, just 45 minutes away.
The size of the opportunity

The city of Glasgow attracts 2.3 million visitors each year who generate £601 million for the local economy. Almost a quarter (21.5%) of visitors to Glasgow are from overseas with the largest proportions from Germany, the USA, Canada, France, Spain and Australia.
Why people visit... and return
In the UK, Glasgow is second only to London as a shopping destination. According to Retail Footprint 2010, the city attracts 90 million shoppers every year. Glasgow is globally significant too: Buchanan Street was named the world’s seventh most important retail destination (Cushman & Wakefield / Healey & Baker).

“CITIES WHICH AREN’T THE CAPITAL – BUT SHOULD BE”
— Rough Guides

“UNPRETENTIOUS, GREGARIOUS AND EVOLVING AT A DIZZYING PACE”
— Lonely Planet

“A BYWORD FOR STYLE AND CHIC”
— Lonely Planet

“EUROPE’S SECRET CAPITAL OF MUSIC”
— Time Magazine

Skilled Workforce
In fact, more people work in tourism in Glasgow than any other Scottish city. 35,000 people work in Glasgow’s tourism industry, representing 14.5% of the total tourism-related workforce in Scotland. In addition, 130,000 students are looking for work whilst they study in the city, over 7,000 of these are studying hospitality, leisure and tourism related courses.

Led by the industry, the city is investing to deliver truly world-class customer service, through the ‘Glasgow, Service with Style’ training partnership. This will ensure a highly qualified skills supply for the tourism industry.

GLASGOW ACCOMMODATION

<table>
<thead>
<tr>
<th>HOTEL ROOMS IN THE CITY CENTRE</th>
<th>HOTEL BEDROOMS WITHIN 10 MILES OF CITY CENTRE</th>
<th>ROOMS INCLUDING STUDENT AND B&amp;B ACCOMMODATION</th>
<th>SERVICED APARTMENTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>1,600</td>
<td>9,105</td>
<td>14,442</td>
<td>225</td>
</tr>
</tbody>
</table>

ACCOMMODATION BY STAR RATING

<table>
<thead>
<tr>
<th></th>
<th>3 STAR</th>
<th>4 STAR</th>
<th>5 STAR</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hotels</td>
<td>61 (72%)</td>
<td>19 (23%)</td>
<td>4 (5%)</td>
</tr>
<tr>
<td>Bedrooms</td>
<td>5,316 (62%)</td>
<td>2,527 (30%)</td>
<td>718 (8%)</td>
</tr>
</tbody>
</table>

- 64% of visitors to Glasgow spend one or more nights in the city
- The average length of stay for overnight visitors is 3.3 nights
- 41% of visitors are on their first ever visit to Scotland
- The average age of an overnight visitor to Glasgow is younger than that for Scotland as a whole – 45% are under age 35, compared to 32% of all of Scotland

STR GLOBAL FIGURES: 2009–2013

<table>
<thead>
<tr>
<th>GLASGOW</th>
<th>2009</th>
<th>2010</th>
<th>2011</th>
<th>2012</th>
<th>2013</th>
</tr>
</thead>
<tbody>
<tr>
<td>Occupancy</td>
<td>74.5%</td>
<td>74.3%</td>
<td>74.9%</td>
<td>75.7%</td>
<td>78.5%</td>
</tr>
<tr>
<td>Average room rate</td>
<td>£63.00</td>
<td>£63.26</td>
<td>£60.26</td>
<td>£59.47</td>
<td>£61.26</td>
</tr>
<tr>
<td>Revenue per available room</td>
<td>£46.94</td>
<td>£47.01</td>
<td>£45.12</td>
<td>£45.05</td>
<td>£48.08</td>
</tr>
</tbody>
</table>

Scottish hotels continue to outperform many European rivals in terms of room occupancy: Glasgow, Aberdeen, Edinburgh, Inverness, and Dundee outperformed all key European destinations except Paris and London.
Glasgow was ranked ahead of Amsterdam, Oslo, Helsinki, Frankfurt and Birmingham. The city came third for its foreign direct investment strategy, fifth for business friendliness and seventh for human resources.

The second most important financial centre in the UK and ranked higher than cities such as Beijing, Madrid, Dublin and Brussels.

2nd Best Large European City of the future
-- Financial Times’ fDi Magazine Awards 2012/13

One of Europe’s 20 best performing financial centres, and ranked 50th worldwide
-- Global Financial Centres Index 2013

It’s the second most important financial centre in the UK and ranked higher than cities such as Beijing, Madrid, Dublin and Brussels.

Glasgow is one of the world’s top 10 sporting cities – according to the internationally recognised SportBusiness Ultimate Sports City 2012 Awards. The city was ranked ahead of Olympic cities such as Paris, Tokyo, Moscow and Amsterdam, and retained its position as the number one city in the world for sports marketing and branding.

One of the world’s top sporting cities

The UK’s best shopping destination outside London

Glasgow’s super-league shopping status was confirmed in 2008 when the city was named the best place to shop in the UK outside London’s West End for the fourth consecutive year. Experian, in their retail rankings, expects Glasgow to hold this position until at least 2018. Glasgow’s strong retail sector was reinforced by the Retail Footprint 2010 – compiled by independent industry research company CACI. After London’s West End, Glasgow is the first UK city for retail by comparison spend (tourists, workers and residents) CACI 2012.

The UK’s best shopping destination outside London

UK’s Best Convention Bureau – seven years in a row

Glasgow City Marketing Bureau (GCMB) was named the UK’s Best Convention Bureau in 2013 – the seventh consecutive year that it has received this accolade from the readers of Meetings & Incentive Travel magazine.

UK’s Best Convention Bureau

The Scottish Exhibition + Conference Centre (SECC) was named ‘Best UK Conference Centre’ in 2012 at the annual Meetings & Incentive Travel magazine awards.

UK’s Best Conference Centre

City of Style

World-famous and highly-respected, luxury fashion and lifestyle brand, Louis Vuitton, featured Glasgow as a must-visit destination in their coveted European Cities Guide in 2009 – and has done so again in 2013 – highlighting the city’s growing global profile as leading retail, cultural and style centre. Glasgow is the only Scottish city to have appeared twice in the guide.

City of Style
Glasgow museums are free and attract millions of visitors. Glasgow’s Riverside Museum was awarded 2013 European Museum of the Year. This is the first time a Scottish museum has been awarded the prestigious accolade.

MOST POPULAR VISITOR ATTRACTIONS IN GLASGOW 2011

<table>
<thead>
<tr>
<th>ATTRACTION</th>
<th>VISITORS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Riverside Museum</td>
<td>1,067,000</td>
</tr>
<tr>
<td>Kelvingrove Art Gallery and Museum</td>
<td>982,000</td>
</tr>
<tr>
<td>Gallery of Modern Art</td>
<td>607,000</td>
</tr>
<tr>
<td>Glasgow Botanic Gardens</td>
<td>400,000</td>
</tr>
<tr>
<td>People’s Palace</td>
<td>233,000</td>
</tr>
<tr>
<td>Centre for Contemporary Arts</td>
<td>223,000</td>
</tr>
<tr>
<td>Glasgow Cathedral</td>
<td>199,000</td>
</tr>
<tr>
<td>Burrell Collection</td>
<td>199,000</td>
</tr>
<tr>
<td>St Mungo Museum</td>
<td>113,000</td>
</tr>
<tr>
<td>Pollok House</td>
<td>80,000</td>
</tr>
<tr>
<td>Provand’s Lordship</td>
<td>77,000</td>
</tr>
<tr>
<td>Hunterian Art Gallery</td>
<td>73,000</td>
</tr>
<tr>
<td>Tall Ship at Riverside</td>
<td>64,500</td>
</tr>
<tr>
<td>Scotland Street School Museum</td>
<td>62,500</td>
</tr>
<tr>
<td>SFA Football Museum</td>
<td>43,000</td>
</tr>
</tbody>
</table>

ESTIMATED ATTENDANCES AT MAJOR EVENTS IN GLASGOW 2011

<table>
<thead>
<tr>
<th>ANNUAL EVENTS</th>
<th>ATTENDANCES APPROX.</th>
</tr>
</thead>
<tbody>
<tr>
<td>West End Festival</td>
<td>165,000</td>
</tr>
<tr>
<td>Celtic Connections</td>
<td>100,000</td>
</tr>
<tr>
<td>Glasgow Loves Christmas</td>
<td>100,000</td>
</tr>
<tr>
<td>Merchant City Festival</td>
<td>95,000</td>
</tr>
<tr>
<td>Glasgow International Comedy Festival</td>
<td>75,000</td>
</tr>
<tr>
<td>Doors Open Day</td>
<td>75,000</td>
</tr>
<tr>
<td>Glasgow Show</td>
<td>70,000</td>
</tr>
<tr>
<td>Glasgow Fireworks</td>
<td>50,000</td>
</tr>
<tr>
<td>Aye Write</td>
<td>45,000</td>
</tr>
<tr>
<td>Piping Live!</td>
<td>38,700</td>
</tr>
<tr>
<td>Glasgow Film Festival</td>
<td>38,000</td>
</tr>
<tr>
<td>Glasgay</td>
<td>35,000</td>
</tr>
<tr>
<td>World Pipe Band Championships</td>
<td>35,000</td>
</tr>
<tr>
<td>Glasgow Jazz Festival</td>
<td>30,000</td>
</tr>
<tr>
<td>Glasgow Mela</td>
<td>25,000</td>
</tr>
<tr>
<td>Bank of Scotland Great Scottish Run</td>
<td>24,000</td>
</tr>
<tr>
<td>Race for Life</td>
<td>12,500</td>
</tr>
<tr>
<td>Bupa Great Women’s 10k</td>
<td>12,000</td>
</tr>
<tr>
<td>Scotcheer Nationals</td>
<td>10,000</td>
</tr>
</tbody>
</table>
Glasgow was crowned top place for UK concerts outside of London in the UK’s top 100 list, compiled by PRS for music. The city has eight venues in the top 100 list of places to watch gigs – more than any other UK city, except London.

Glasgow’s calendar of major events and conventions stretches to 2021, and is available online at the planner, visit: www.peoplemakeglasgow.com
Glasgow is the conference capital of Scotland, hosting more conferences, and welcoming more delegates, than Scotland’s six other cities combined. In the UK, Glasgow is second only to London in attracting international conference delegates. ICCA, The International Conference and Congress Association, ranks Glasgow in the top 40 – London is the only UK city to rank higher.

One in five bedrooms sold in Glasgow is to a conference delegate. This is set to increase with new venues coming on stream. Glasgow’s tourism business isn’t seasonal, with a year-round conference calendar we’re always open for business.

Conference delegates spend significantly more than short break tourists and are high yield individuals. 40% of delegates are from out-with the UK, and contribute to RevPAR growth.

Business tourism secured by Glasgow City Marketing Bureau (GCMB) since its inception in 2005 has been worth £1 billion to the city’s economy. More than 2,200 domestic and international conferences have been brought to the city in partnership with the Scottish Exhibition + Conference Centre (SECC) over the past eight years. This equates to more than 800,000 conference delegates spending 3.3 million nights in the city’s hotels during that time.

GCMB’s Convention Bureau record their most successful sales year yet, securing new conference business to the city worth more than £153 million in the last financial year (April 2012 – March 2013). This equates to almost £3 million of new business per week – representing a 27.5% year-on-year growth.

The Bureau, the SECC and a range of city partners worked together to confirm 450 new international and UK conventions through to 2021.

Among the major conferences booked by GCMB in 2012, include:

- The European Association of International Education, 2015
- The Congress of the International Society of Haematology, 2016
- The International Congress of the World Federation of Haemophilia, 2018
- The World Biomaterials Congress, 2020

Together, these five conferences will bring more than 16,000 delegates from across the world to Glasgow and provide a near £30 million boost to the local economy. (Source: GCMB)
The opening of the SSE Hydro on the Scottish Exhibition + Conference Centre (SECC) campus in Glasgow will boost the city’s major event and conference credentials even further. With a total capacity of 12,500, SSE Hydro will play host to around 140 events every year (from national and international music mega stars to global entertainment and sporting events) and have the potential to inject £131 million ($210 million) annually into Glasgow’s economy.

It is expected to be in the top five busiest indoor arenas in the world, alongside such iconic venues as Madison Square Garden in New York and London’s O2 arena. The Scottish Exhibition + Conference Centre attracts 1.3 million people per year. This will increase to 2 million per year following the opening of the SSE Hydro.

The additional 2 million visitors to Glasgow need to be accommodated and with occupancy levels at an all-time high, there is an exceptional investment opportunity to build a hotel on-campus.
Glasgow is Scotland’s largest city and makes a contribution of 16.3% to Scotland’s GVA. It’s the economic powerhouse of the country. It has a diverse economy, with year round hotel demand from corporates, short break tourists and convention delegates.

Many corporate global organisations recognise Glasgow’s workforce strengths. These include Barclays Wealth, Santander, JP Morgan, National Australia Group, SSE, Iberdrola, BioOutsource, and Coherent.

This impressive business base, strong collaboration with academia and highly qualified and flexible workforce is key to generating the future economic growth of the city.
Led by the city’s economic partnership of industry, academia and the public sector, Glasgow focuses on five key sectors for economic growth:

**Life sciences**
Glasgow sits in the centre of the ‘Glasgow Bio-Corridor’ and offers a rich and varied life science proposition. Global organisations based here include GlaxoSmithKline and Life Technologies. It’s also home to contract research organisations such as BioOutsource and Scottish Biomedical, and medical technology companies including Vascutek and Ferring Controlled Therapeutics.

**Financial and business services**
Glasgow ranks in the top 20 of Europe’s best performing financial centres and 50th worldwide in the prestigious Global Financial Centres Index. Glasgow’s International Financial Services District is home to an impressive ‘who’s who’ of blue chip companies and major global organisations who underline the city’s status as a world-class business destination.

**Low carbon industries**
Glasgow’s vision is to become the most sustainable city in Europe. The city was named Scotland’s International Technology and Renewable Energy Zone – ITREZ. The ITREZ programme includes the development of a new Technology and Innovation Centre (TIC), due for completion in 2014. The Centre will revolutionise the way researchers in academia and industry collaborate and innovate together. 850 researchers, engineers and project managers will work side-by-side in a state-of-the-art building. Together, they will find solutions to challenges in sectors central to economic regeneration in Scotland and further afield.

**Engineering, design and manufacturing**
The University of Strathclyde is one of UK’s largest engineering schools, producing nearly 50% of Scotland’s engineering graduates in electronics, mechanics and software.

The strength of the University’s reputation is demonstrated by Fraunhofer Gesellschaft selecting Glasgow as the location for its UK headquarters and the Fraunhofer Centre for Applied Photonics. These developments will see Glasgow play a leading role in the design and manufacture of high value lasers.

**Higher and further education**
At 130,000, Glasgow has the highest student population in Scotland, attracting students from over 135 countries. It has the second largest number of higher education students in the UK, compared with other major university cities, with the student experience in Glasgow ranked highest in Scotland.

Glasgow’s education sector generates a pipeline of well-qualified and highly skilled people with key industry-relevant innovation and knowledge.

The education sector plays a significant role in the city’s economy. It contributes £1.25 billion* to Scotland’s output and accounts for 31% of total direct, indirect and induced economic activity generated by Scottish higher education institutions. (*Investment figure covering the period from 2011 to 2013.)
Glasgow offers a great deal to hotel investors. Guaranteeing fast tracking of major planning applications for key development, and the city is an assisted area for Business Premises Renovation Allowances (BPRA). This enables investors make use of 100% capital allowances for ‘qualifying renovation expenditure’ on derelict commercial properties.
Glasgow’s continued focus on major infrastructure developments will boost the city’s national and international standing even further. The city is currently experiencing a period of record investment of around £6 billion. These new investments and developments include:

**New South Glasgow Hospital** – due to be fully completed in 2015, the £1 billion publicly funded hospital will have the largest critical care complex in the UK and one of the biggest emergency departments in Scotland.

**Glasgow Airport** – a £200 million 10 year investment during which time passenger numbers will triple. Recent developments include a £10 million international pier extension, and the first phase of a £31 million ‘skyhub’ terminal extension.

**The SSE Hydro** – Scotland’s new national arena at the Scottish Exhibition + Conference Centre. With a seating capacity of 12,500, this impressive new venue plays host to around 140 events each year.

**Buchanan Quarter** – funded by Scotland’s first and only Tax Incremental Financing scheme, this development includes plans to upgrade prime city centre locations including George Square, Buchanan Street and Queen Street rail station.

**Speculative Office Developments** – Glasgow is at the forefront of speculative office development with 3 new office projects totalling nearly £200 million and creating over 450,000 sq ft of office space in the city centre.

**City of Glasgow College campus** – the new £200 million campus will include four state-of-the art buildings on existing college land in the city centre and on the banks of the River Clyde. Work will be completed in 2016.

**Scotland’s International Technology and Renewable Energy Zone** – two new developments under construction in the city centre – the University of Strathclyde’s £89 million Technology and Innovation Centre, and Scottish Enterprise’s inovo Building. The Technology and Innovation Centre has already attracted major partners including SSE, the Weir Group, ScottishPower and other major cross-sector industrial partners.

**Collegelands** – is a vibrant new quarter in the east of the city centre. Phase 1 of the development is now complete – 90,000 sq ft of office space, 1,200 space multi-storey car park and 600 bed student residences. The masterplan for the area includes scope for hotel development.

**Glasgow 2014 Commonwealth Games** – provides a fantastic opportunity for the city to generate economic, environmental and social improvements. Major developments such as the £113 million Emirates Arena and Sir Chris Hoy Velodrome, a major new sports venue providing the city with the means to attract international sporting events.
**GLASGOW: INTERNATIONAL CONNECTIONS**

Glasgow’s air, rail and road infrastructure ensures excellent access – and once you arrive you can move quickly and efficiently throughout the metropolitan area.

### AIRPORTS

<table>
<thead>
<tr>
<th>AIRPORT</th>
<th>TIME FROM CITY CENTRE</th>
<th>METHOD OF TRAVEL TO CITY CENTRE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Glasgow International</td>
<td>15 mins</td>
<td>• Shuttle bus from the airport direct to the City Centre every 10 mins, with stops at major hotels.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Direct bus service from the airport to the SECC every 30 minutes.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Taxis are always available</td>
</tr>
<tr>
<td>Glasgow Prestwick International</td>
<td>40 mins</td>
<td>• Direct trains every 30 mins to city centre.</td>
</tr>
<tr>
<td>Edinburgh International</td>
<td>1 hr</td>
<td>• Frequent bus / train links to Glasgow City Centre every 15 minutes.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• A shuttle bus departs from Buchanan Street Bus station to and from Edinburgh International Airport every 30 minutes.</td>
</tr>
</tbody>
</table>

### ESTIMATED FLYING TIME TO GLASGOW

<table>
<thead>
<tr>
<th>FLIGHT</th>
<th>JOURNEY TIME</th>
</tr>
</thead>
<tbody>
<tr>
<td>Glasgow – London</td>
<td>1 hr</td>
</tr>
<tr>
<td>Glasgow – Paris</td>
<td>1 hr, 30 mins</td>
</tr>
<tr>
<td>Glasgow – Berlin</td>
<td>1 hr, 30 mins</td>
</tr>
<tr>
<td>Glasgow – Amsterdam</td>
<td>1 hr, 15 mins</td>
</tr>
<tr>
<td>Glasgow – Frankfurt</td>
<td>1 hr, 50 mins</td>
</tr>
<tr>
<td>Glasgow – Dubai</td>
<td>7 hrs</td>
</tr>
<tr>
<td>Glasgow – New York</td>
<td>6 hrs</td>
</tr>
</tbody>
</table>

With most European destinations within 2 hours of Glasgow, this offers a short journey time and low cost travel.

### Direct flights from North America and the Far East

From North America, visitors can travel direct to Glasgow from the following destinations including; New York, Philadelphia, Orlando, Toronto, Calgary, and Vancouver.

From the Far East, visitors can connect to Glasgow with ease using the twice daily Emirates flight direct from Dubai to Glasgow.
Air

Glasgow Airport is located just eight miles (13 kilometres) west of Glasgow City Centre and services direct flights from many UK and European cities, including Amsterdam, Barcelona, Berlin, Paris, London, Copenhagen, Dublin, Belfast, Geneva, Nice and Reykjavik as well as Dubai with its twice daily connections onwards to Asia and Australasia; and other major cities in the US and Canada.

Glasgow, which serves around 90 charter and scheduled UK and international destinations, is home to some of the world’s leading airlines, including Continental, US Airways, BA, Emirates and Virgin Atlantic.

Glasgow Airport was named “Scottish Airport of the Year” at the 2012 Scottish Transport Awards due to the efforts made by the airport in increasing passenger numbers and securing new routes. The award comes shortly after Glasgow became the first airport to launch a customer charter.

<table>
<thead>
<tr>
<th>FROM UK CITIES</th>
<th>DISTANCE BY ROAD</th>
<th>TRAIN</th>
<th>CAR</th>
</tr>
</thead>
<tbody>
<tr>
<td>Birmingham</td>
<td>289.5 miles (465.9 km)</td>
<td>3:56</td>
<td>4:53</td>
</tr>
<tr>
<td>Bristol</td>
<td>371.8 miles (598.4 km)</td>
<td>5:39</td>
<td>6:12</td>
</tr>
<tr>
<td>Edinburgh</td>
<td>46.9 miles (75.5km)</td>
<td>0.47</td>
<td>0.59</td>
</tr>
<tr>
<td>Leeds</td>
<td>212.7 miles (342.3 km)</td>
<td>3:53</td>
<td>3:59</td>
</tr>
<tr>
<td>London</td>
<td>404.6 miles (6511 km)</td>
<td>4:21</td>
<td>7:23</td>
</tr>
<tr>
<td>Manchester</td>
<td>215.9 miles (347.5 km)</td>
<td>3:12</td>
<td>3:56</td>
</tr>
</tbody>
</table>

e-Connectivity

Glasgow has won a £24 million future cities competition to showcase how UK cities can grow their local economy and improve the lives of their citizens by making the most of new technologies and by integrating and connecting city systems. The project will allow Glasgow to develop a one-stop shop City Dashboard which will help monitor city systems from traffic lights and CCTV to air quality monitoring and street lighting faults and services like hospital waiting times and journey planning. Glasgow secured the major funding in an open competition against 30 other UK cities.

Glasgow’s digital connectivity can meet and exceed the most demanding technology requirements of today’s progressive companies. Through the implementation of the Digital Glasgow Project, a collaboration across industry and the public sector, the city has aspirations to reach 90% coverage by 2018, ideally with speeds of 80–100mbps and thus exceeded the Scottish Government target of availability of next generation broadband by 2020.
Located just five minutes by train from the centre of Glasgow and in an area benefiting from massive investment associated with the 2014 Commonwealth Games, Clyde Gateway offers a range of potential investment opportunities for the hotel sector. Clyde Gateway is home to the world-class sporting facilities of the newly opened Emirates Arena and Sir Chris Hoy Velodrome and complemented by the 2014 Athletes Village.

The area’s accessibility by both road and rail is already proving a major draw to investors with 3 railway stations and 3 junctions of the newly extended M74 as well as the new Clyde Gateway access road serving the area. A host of new office and industrial developments have opened recently to take advantage of this accessibility, others are currently on site and development opportunities are available across the new National Business District.
The five-star, £26 million Blythswood Square Hotel, which opened in November 2009, aims to be Scotland’s greenest hotel. The 100-bedroom hotel, which also includes seven suites, was developed by the Town House Company and is situated in one of Glasgow’s most famous historical landmarks, previously home to the Real Scottish Automobile Club (RSAC). The hotel is also home to a 10,000 sq ft Urban Day Spa – the first of its kind in Glasgow’s city centre.

**Hans Rissmann**  
*Managing Director*

Tell us about your hotel and what it’s been like trading in Glasgow?  
“Glasgow is an exciting city to be part of, with a proactive and ambitious energy, and a very collaborative approach.”

Why should a hotel operator consider coming to Glasgow on your experience?  
“Glasgow is an exciting city to be part of. Doing business is easy and the city gets things done.”

What helps set your business apart from other hotels in Glasgow?  
“What sets Glasgow apart is the way the city works in partnerships and there is truly a collaborative approach.”

Are you optimistic about the future for the hotel industry in Glasgow?  
“Yes, even during difficult trading times, we’re experiencing year on year growth in occupancy.”

www.townhousecompany.com
Hotel Indigo, a £11.5 million boutique hotel on Glasgow's Waterloo Street, opened in April 2011. Located in the heart of Glasgow's International Financial Services District (IFSD), the 96-room hotel has been converted from an old Victorian block.

Denis McCann
Manager

Tell us about your hotel and what it's been like trading in Glasgow?
“Hotel Indigo is a boutique Hotel that opened in April 2011, in the depth of a recession, growth was slow however with ongoing city support we are now in a strong position in our competitive set.”

Why should a hotel operator consider coming to Glasgow on your experience?
“Glasgow is unique in the co-operation and support offered to hotel operators, with an award winning convention bureau, winning major events and conference business for the city.”

What helps set your business apart from other hotels in Glasgow?
“Hotel Indigo is a design led product appealing to the discerning traveller, service – led and No.1 on Trip Advisor. We are a young, growing brand with considerable European growth.”

Are you optimistic about the future for the hotel industry in Glasgow?
“Very optimistic, 2013 was anticipated as being a soft year, but we are exceeding occupancy targets.”
The five-star Radisson Blu Hotel offers accommodation and conference facilities of the highest standard. The city centre hotel located within the city’s International Financial Services District (IFSD) comprises 250 bedrooms and suites, Collage Restaurant, two bars and a first floor solely dedicated to meetings and events.

David Allan
General Manager

Tell us about your hotel and what it’s been like trading in Glasgow?
“Can be very challenging but also very rewarding.”

Why should a hotel operator consider coming to Glasgow on your experience?
“I can’t think of a reason why a hotel operator wouldn’t, there is always a demand for quality hotels in such a vibrant city. There is city-wide support from the convention bureau and hoteliers associations and strong value in commercial property.”

What helps set your business apart from other hotels in Glasgow?
“Our welcome and personality... our Glaswegian sense of professional informality.”

Are you optimistic about the future for the hotel industry in Glasgow?
“Yes, continued growth and level of competition means expectations of a bright future.”

www.radissonblu.co.uk/hotel-glasgow
If you are looking to invest in Glasgow you will find a city that has taken a very proactive and innovative approach to support the development industry in its bid to build on the exciting projects underway in the city. Measures include:

- fast tracking major planning applications for key developments.
- full range of business support programmes – from grant/loan assistance to wage subsidies for graduates, apprentices and new jobs.
- Glasgow is an assisted area for Business Premises Renovation Allowances (BPRA) which enables investors to make use of 100% capital allowances for "qualifying renovation expenditure" on derelict commercial properties.

### BPRA for Hotels

Business Premises Renovation Allowance (BPRA) provides 100% tax relief on the conversion or refurbishment of empty business premises in designated areas. It can reduce costs where premises are converted into hotels or empty hotels are refurbished.

Please consult the following website for a full overview of the BPRA scheme:

[www.hmrc.gov.uk/manuals/camanual/ca45000.htm](http://www.hmrc.gov.uk/manuals/camanual/ca45000.htm)
Advice, information, incentives and on-going support for companies seeking to expand or invest in Glasgow is available from a number of organisations.

**Invest Glasgow**, Glasgow City Council’s Inward Investment Team provides one point of contact to all businesses, property investors and developers seeking to invest in Glasgow.

[www.investglasgow.com](http://www.investglasgow.com)

**Scottish Development International (SDI)** has a dedicated tourism team who work closely with developers, investors and hotel operators to secure a successful investment.

[www.sdi.co.uk](http://www.sdi.co.uk)

**Glasgow City Marketing Bureau (GCMB)** is the official destination marketing organisation (DMO) for the city of Glasgow. With business on the books until 2021, GCMB can provide high value information on future demand.

[www.peoplemakeglasgow.com](http://www.peoplemakeglasgow.com)