

Glasgow – Destination Elevator Pitch

Please find some inspirational copy about Glasgow below, relevant for the tourist and visitor market. Note that this should be used as guidance only and should not be duplicated to avoid a negative effect on your SEO. Feel free to select sentences, paragraphs or the entire copy to suit your purposes.

550 words

Glasgow is a city of culture, bursting with experiences and a personality that wears its heart on its sleeve. From grand architecture to green spaces, colourful street art to contemporary cuisine, Glasgow is a city stamped with warmth, creativity, and lots to discover.

Glasgow combines the best of both worlds – the culture of the city and the scenery of Scotland, with coastlines and castles on the city's doorstep. With this unique proposition for visitors, it is no wonder that Glasgow was named one of the **'best UK city breaks' by Conde Nast Traveller** three years in a row (2021, 2022, 2023).

Glasgow has an epic history and architectural heritage. Spanning medieval to modern and everything in-between, Glasgow effortlessly combines old and new. **Glasgow City Chambers, Glasgow Cathedral** and the **University of Glasgow** are just a few of the historic buildings that attract Hollywood filmmakers looking for dramatic settings.

As a compact city, with many guided tours and trails, it is easy to take in the elegant city centre, as well as each of the charming neighbourhoods - many of which top the coolest neighbourhoods in the world lists.

The ever-changing cityscape acts as a canvas to tell Glasgow's story – one of highs, lows and reinvention, with a compelling central character in the Glaswegian people. Whether chatting to taxi drivers or tour guides, Glaswegians have a natural ability to tell their story with wit and warmth. People really do make Glasgow! And don't just take our word for it, as Glasgow frequently claims the title of **'world's friendliest city'** (Time Out, 2022).

No one has left their mark on the city's design quite like the **Art Nouveau genius, Charles Rennie Mackintosh**. As one of the most creative figures of the 20th century, you can explore a legacy of Mackintosh's work woven throughout his home city.

Culture enthusiasts are spoilt for choice, with **free-to-visit museums and galleries**, an **edgy contemporary art scene** and **legendary music scene**. Two must-visit attractions are the **Burrell Collection** (winner of the biggest museum prize in the world, Art Fund Museum of the Year 2023) and **Kelvingrove Art Gallery and Museum**.

Both these attractions, and many more, are found within beautiful parkland settings. The stunning scenery of Scotland seeps into the city in the form of country parks and scenic viewpoints, showing just why Glasgow is known as the **Dear Green Place** in Gaelic.

Like people and place, Glasgow's music and art scenes are bold and energetic. As the **UK's first UNESCO City of Music**, Glasgow's music scene spans everything from bagpipes to beats with a range of venues including **Barrowlands Ballroom** (Number 1 music venue in the UK, Time Out 2023).

In a city where creatives converge, Glasgow is known for its collaborative and open-to-all approach to the arts. In fact, culture spills out of venue walls in the form of giant murals and festivals, bringing positive energy to the streets.

Glasgow is the ultimate destination for an **urban Scottish experience**. Enjoy a dram of whisky, take a spin at a ceilidh or selfies with Highland cows – all in the city. Glasgow is the perfect base for a **city break plus much more**, with the likes of the bonnie banks of Loch Lomond and the historic Stirling Castle just two of the unmissable day trips less than an hour away!