



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.

260 words

Glasgow is a city of culture, bursting with experiences and a warm personality. From grand architecture to green spaces, colourful street art to contemporary cuisine, there is much 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** (2021, 2022, 2023).

Glasgow has an epic history and architectural heritage, spanning medieval to modern. **Glasgow Cathedral** and the **University of Glasgow** are just two of the historic buildings that attract Hollywood filmmakers looking for dramatic settings. As a compact city, it is easy to take in each of the city's charming neighbourhoods.

Known for a warm welcome, Glasgow frequently claims the title of **'world's friendliest city' (Time Out Magazine, 2022)**. Whether chatting to tour guides or taxi drivers, enjoy the refreshingly down-to-earth Glaswegian character.

Like people and place, Glasgow's cultural scene is bold and energetic. The city is home to free-to-visit museums and galleries, including **The Burrell Collection (Art Fund Museum of the Year, 2023)**, an edgy contemporary art scene and a legendary music scene (**UK's first ever UNESCO City of Music**).

For the **ultimate urban Scottish experience**, enjoy a dram of whisky, take a spin at a ceilidh or selfies with Highland cows, all in the city. Meanwhile, the likes of the bonnie banks of Loch Lomond and historic Stirling Castle are just two of the unmissable daytrips less than an hour away.