

Glasgow's Story...



Glasgow reached for the stars. When Glasgow hosted the 2008 International Astronautical Congress, a broad-ranging partnership of public and private sector bodies came together to ensure the event was a major success for Scotland.

Glasgow used the International Astronautical Congress as an unmissable opportunity to put the city on the world-wide space map and to enthuse groups of people from schoolchildren through to students and businesses about space technology.

Glasgow City Marketing Bureau (GCMB), the arms-length marketing, conferences and events body set up by Glasgow City Council, co-ordinated preparations to support and promote the conference in Glasgow and beyond.

GCMB worked closely with Glasgow City Council's Education Department, the Lord Provost (City Mayor), Skills Development Scotland, the Mechanical Engineering Department at the University of Glasgow and the Departments of Aerospace and Mechanical Engineering at the University of Strathclyde, to ensure there was a strong educational benefit from the conference.



GCMB was the key contact in Glasgow for the International Astronautical Federation, the European Space Agency and the British Interplanetary Society.

To maximise the benefits across the city, GCMB also liaised with bodies such as the Scottish Exhibition + Conference Centre, Glasgow Science Centre, Greater Glasgow Hotels Association, Glasgow Restaurateurs Association, British Airports Authority, Clyde Space and Glasgow Taxis.



Attracting major conferences and helping them to be successful are key elements in Glasgow's Tourism Action Plan to 2016 and the City Council's Economic Framework Step Change for Glasgow Action Plan to 2013. Although GCMB spent £18,000 (20,600 Euros) supporting the conference, the Congress was worth **£3,640,000 (4,182,000 Euros) of economic benefit.**

Congress delegates generated **12,000 hotel bed nights** and **occupancy rates were 92%**, compared to 83% on the same period in the previous year. The average room rate was up from £66 (76 Euros) to £73 (84 Euros).



The conference was regarded as a major success on many fronts. Throughout the week of conference, there were a large number of public talks on topics such as building a space rocket and the physics of space flight and outreach events for schools, as well as free public exhibitions on themes such as climate day and space exploration.

The conference attracted a **record 3000 attendees** – a 50% increase on the previous conference – and **2,000 delegates** compared to 1200 in 2007. More than **500 UK and international students** attended, as did more than **100 journalists**, with coverage appearing in media across the world,

including Sky News, BBC, The Sunday Times and the Daily Mail.