



# **Tourism Action Plan 2024 - 2026**

## **Supporting the Glasgow 2030 Tourism Strategy**



## Strategic focus

The Tourism Action Plan 2024-26 has been developed to support the delivery of the [Glasgow 2030 Tourism Strategy](#). The Strategy is structured around five strategic priorities, each aligned with Scotland Outlook 2030. The five priorities are:

1. Increase the value of tourism to Glasgow's economy
2. Enhance the experiences that we offer
3. Create value for Glasgow's people through the tourism sector
4. Support vibrant places across the city and surrounding region
5. Deliver tourism in a sustainable and inclusive way

### Strategic priorities: contributing to the delivery of the Glasgow City Economic Strategy 2022-2030

Tourism is an extremely diverse sector, with the capacity to benefit not just the lives of those who visit the city, but above all those who live in it; by providing jobs, attracting national and international investment, and supporting a thriving cultural, retail and hospitality sector. However, tourism does not take place in isolation, and it is important that the way tourism is developed and promoted helps to support Glasgow's broader social and economic goals.

The Glasgow City Economic Strategy 2022-2030 identifies **three Grand Challenges**; enhancing productivity, addressing the climate emergency and inclusive growth.

The five strategic priorities outlined in the Glasgow 2030 Tourism Strategy are designed to address these three challenges because delivering tourism sustainably means making tourism in the city more **economically, environmentally, and socially** sustainable.

The Glasgow City Economic Strategy 2022-2030 goes on to identify **nine themes** to tackle the three challenges:

- Developing a Green Economy
- Growing our Economy
- Inward Investment and Internationalisation
- Innovation
- City Investment and Financing
- Employment and Skills
- A Fairer Glasgow
- Infrastructure and Place
- Supporting Key City Assets

## Glasgow City Centre Strategy 2024 – 2030

The Glasgow Tourism Action Plan 2024-26 supports the delivery of the Glasgow City Centre Strategy 2024 – 2030 under the pillars Creative and Cultural and City Centre Living. It also supports under the Priority Actions: the Avenues Programme and George Square Redevelopment, Evening and Night-Time Economy and Greening the Districts.

## Glasgow Climate Plan

The Glasgow Tourism Action Plan 2024-26 supports the delivery of the Glasgow Climate Plan under all five of its themes;

1. Communication and Community Empowerment
2. Just and Inclusive Place
3. Well Connected and Thriving City
4. Health and Wellbeing
5. Green Recovery

## Glasgow Tourism Action Plan 2024-26

This document has tabled the five strategic priorities of the Glasgow 2030 Tourism Strategy and identifies which Scotland Outlook 2030 priorities, Glasgow Climate Action Plan themes, Glasgow City Economic Strategy 2022-2030 (GCES) themes and UN Sustainable Development Goals, that each address. Under each of the five priorities a brief rationale is provided to explain why they are a priority for Glasgow, followed by a series of action points that describe how this priority will be addressed, by whom and when.

The second column of the action plan tables highlight the lead organisation for the action/s in **bold**. The supporting partners, where there are any, are listed underneath. For ease, we have used abbreviations to represent many participant partners:

- GL - [Glasgow Life](#)
- GL AMCV - [Arts, Music & Cultural Venues](#)
- VS - [VisitScotland](#)
- SEC - [Scottish Events Campus](#)
- GCC - [Glasgow City Council](#)
- SE - [Scottish Enterprise](#)
- GLA - [Glasgow's Leading Attractions](#)
- SDS - [Skills Development Scotland](#)
- CoC - [Glasgow Chamber of Commerce](#)
- VB - [VisitBritain](#)
- GCR - (Glasgow City Region) Tourism Local Authority Partners

# Strategic Priority 1

## Increase the value of tourism to Glasgow's economy

Strategic alignment	<ul style="list-style-type: none"><li>• Scotland Outlook 2030 - Our Diverse Businesses</li><li>• Glasgow Climate Plan - 2. Just and Inclusive Place</li><li>• GCES - Growing our Economy; Inward Investment and Internationalisation; Innovation</li></ul> <div data-bbox="887 619 1453 778" style="display: flex; justify-content: space-around; align-items: center;"><div style="text-align: center;"><p>4 QUALITY EDUCATION</p></div><div style="text-align: center;"><p>8 DECENT WORK AND ECONOMIC GROWTH</p></div><div style="text-align: center;"><p>11 SUSTAINABLE CITIES AND COMMUNITIES</p></div></div>
Rationale	<p>We must focus resources on nurturing those markets which will bring the most economic and social value to the city. This means targeting those markets with a higher spend per visitor and encouraging these visitors to stay in the city for as long as possible. It also means attracting visitors who appreciate the full range of what Glasgow has to offer.</p>
We will do this by	<ol style="list-style-type: none"><li>A. Carrying out research and facilitating partnerships that help us to understand those visitor markets which bring most value to the city.</li><li>B. Ensuring that Glasgow is better positioned through promotion in these markets.</li><li>C. Ensuring that Glasgow is as easily reachable as possible from these markets.</li><li>D. Share insights on market intelligence, product innovation and other key areas to help businesses take informed decisions and promote the city.</li></ol>

## Strategic Priority 1: Actions

	Lead Org/Team	Action	KPI/Target	Timescales
1.1.	<b>GL - Tourism &amp; Conventions</b>	Monitor and report on the annual performance of Glasgow's visitor economy.	<ul style="list-style-type: none"> <li>Target: £1.61bn of economic value from visitor spend for 2024. Baseline: £1.58bn 2022.</li> <li>Target: 2.71m Overnight Visitors for 2024. Baseline: 2.65m visitors 2022.</li> <li>Target: 29,489 jobs supported locally by the tourism for 2024. Baseline: 28,000 full time jobs 2022 (Source: STEAM model).</li> </ul>	May 2025
1.2.	<b>GL Tourism &amp; Conventions</b> SEC City Universities VS Business Events	Working with city partners, continue to secure economic benefit from delegate spend by leading the promotion and marketing of the city for business events.	<ul style="list-style-type: none"> <li>Target: £120m for 2024-25. Baseline: £120m in economic benefit from delegate spend 2022 (Source: GL - Conventions).</li> <li>VS support through core marketing in the global meetings market, within prevailing budgetary conditions.</li> </ul>	March 2025
1.3.	<b>GCC - City Centre Team</b> GL - AMCV	Activate the cultural led regeneration of the city centre to enhance vibrancy of the area and provide reasons to visit.	<ul style="list-style-type: none"> <li>Delivery of the City Centre Strategy 24-30 under the Creative and Cultural Pillar.</li> <li>Production and activation of Glasgow's Cultural Strategy (GL).</li> <li>Activation of National Lottery Heritage Funded (NLHF) Thriving Places initiative on Sauchiehall Street.</li> <li>Development and delivery of Merchant City Festival (GL).</li> </ul>	2024-30 April 2024 to 2033 September 2024
1.4.	<b>Glasgow Airport</b> GL VS	Secure new targeted routes and route extensions. Continue to work with partners on ongoing destination promotion.	<ul style="list-style-type: none"> <li>Secure 5 new European city routes.</li> <li>Secure 1 x North American route.</li> </ul>	March 2026

## Strategic Priority 1: Actions




	Lead Org/Team	Action	KPI/Target	Timescales
1.5.	<b>GL - Events</b> Glasgow Event Board Partners inc. VS - EventScotland	Set out the strategic direction for Glasgow to support the city's existing cultural events portfolio, in bidding for new distinctive international events and ensuring wider benefit for Glasgow's residents and businesses.	<ul style="list-style-type: none"> <li>• Production of Glasgow Events Strategy 2035.</li> </ul>	May 2024
1.6.	<b>GL - Destination Marketing, VS</b>	Develop two-year market strategy to articulate UK and international market positioning and priorities.	<ul style="list-style-type: none"> <li>• Publication of two-year market strategy.</li> </ul>	April 2024
1.7.	<b>GL - Destination Marketing</b> VS & Industry Partners, VB, DMO's	Working with key strategic partners including VS and VB, deliver destination marketing activity in key global markets, through in-kind and paid for partnerships.	<ul style="list-style-type: none"> <li>• Delivery of Always-on Activity: to profile Glasgow in international activity using a collaborative approach to city positioning.</li> <li>• Investigate opportunities to deliver at least 1 funded international partnership campaign p.a. with VS, VB and other cities.</li> <li>• Delivery of international marketing strategy to raise awareness and increase conversion to support campaign activity with relevant partners, including Online Travel Agents.</li> </ul>	March 2025
1.8.	<b>GL - Destination Marketing</b> VS & Industry Partners	Raise profile and target UK market to encourage and increase overnight stays.	<ul style="list-style-type: none"> <li>• Investigate opportunities to deliver up to 3 domestic joint-funded partnership campaigns targeting key markets as identified by market prioritisation.</li> </ul>	March 2025
1.9.	<b>GL - Destination Marketing</b> VS	Develop an advocacy strategy to maximise influencer activity.	<ul style="list-style-type: none"> <li>• Promote through monthly B2C and quarterly B2B newsletters.</li> <li>• Develop a data capture/direct mail strategy for B2C and B2B markets.</li> </ul>	June 2024

## Strategic Priority 1: Actions

	Lead Org/Team	Action	KPI/Target	Timescales
1.10.	<b>GL - Destination Marketing</b> Glasgow Airport ScotRail Peel Ports	Review on-arrival information to improve Glasgow presence and visitor experience at key travel entry points.	<ul style="list-style-type: none"> <li>Installation of new City Branding and imagery at high footfall city entry points - Airport, Rail and Cruise.</li> </ul>	December 2024
1.11.	<b>GL - Destination Marketing</b> VS VB	Through better use of direct marketing, increased partnership activity and audience engagement - increase event audiences from the UK and overseas core markets.	<ul style="list-style-type: none"> <li>Level of core market participation in, and number of bookings directly related to, city promotional activity.</li> </ul>	March 2026
1.12.	<b>All Partners, coordinated by GL Tourism</b> (Industry, GL, GCC, VS, SE, SEC, CofC, Invest Glasgow, Expedia, Glasgow Data Hub)	Share data between all partners (e.g., visitor profiling and sentiment, STEAM, survey results and trends, footfall, campaign results) to inform and support destination development and promotion.	<ul style="list-style-type: none"> <li>Enhanced sharing of reports and data which partners are involved in and have access to.</li> <li>Data sharing established between Glasgow Open Data Hub and Scottish Tourism Observatory.</li> </ul>	March 2025
1.13.	<b>GL - Destination Marketing and Tourism</b>	Develop an enhanced online platform to provide support to the leisure tourism industry, prospective conference / event organisers, travel trade intermediaries and city businesses.	<ul style="list-style-type: none"> <li>Delivery of a new B2B website for tourism, conferences, events and travel trade: <a href="http://visitglasgow.org">visitglasgow.org</a></li> </ul>	April 2024
1.14.	<b>GL - Tourism VS</b>	Support collaboration across the sector and keep the tourism industry up to date with the latest insights, news and opportunities.	<ul style="list-style-type: none"> <li>Delivery of 4 x industry networking events p.a. (GL Tourism).</li> <li>Delivery of monthly industry e-updates (GL - Tourism &amp; VS).</li> <li>Promotion to industry of new and updated content at <a href="http://visitscotland.org">visitscotland.org</a>.</li> </ul>	March 2025

## Strategic Priority 2

### Enhance the experiences that we offer

<p>Strategic alignment</p>	<ul style="list-style-type: none"> <li>• Scotland Outlook 2030 - Our Memorable Experiences</li> <li>• Glasgow Climate Plan - 2. Just and Inclusive Place 3. Well Connected and Thriving City 4. Health and Wellbeing and 5. Green Recovery.</li> <li>• GCES - Growing our Economy; Inward Investment and Internationalisation; Innovation; A Fairer Glasgow;</li> <li>• Infrastructure and Place; Supporting Key City Assets</li> </ul> <div style="display: flex; justify-content: center; gap: 20px;">    </div>
<p>Rationale</p>	<p>To stand out from our competitors it is important that we give visitors and residents compelling reasons to come into Glasgow – and to keep returning to the city. We must therefore continue to invest in our tourism assets and ensure that they are well positioned – both directly to consumers and through travel trade.</p>
<p>We will do this by</p>	<ol style="list-style-type: none"> <li>A. Increasing the number of high-quality bookable experiences.</li> <li>B. Ensuring that these experiences are well positioned in our key markets (direct to consumer and travel trade).</li> <li>C. Encouraging greater exploration around the city.</li> <li>D. Developing an events calendar that appeals to visitors and local people throughout the year.</li> <li>E. Exploring opportunities to develop new visitor experiences that increase the city’s appeal.</li> </ol>



## Strategic Priority 2: Actions

	Lead Org/Team	Action	KPI/Target	Timescales
<b>2.1.</b>	<b>GL – Tourism VS GLA Industry</b>	<p>Deliver programme to increase awareness, understanding and adoption of online booking services.</p> <p>Improve the distribution of experiences via travel intermediaries and support year-round and geographical spread of experiences.</p>	<ul style="list-style-type: none"> <li>• A 10% increase in the number of quality bookable experiences available in the city including Food &amp; Drink, Culture, Events (Source: Get your Guide/Viator).</li> </ul>	March 2026
<b>2.2.</b>	<b>GL - Tourism, Destination Marketing</b> GL Museums VS GLA	<p>Refresh strategic approach to travel trade development, identifying priority markets, unique products and highlighting new experiences throughout the city.</p> <p>Explore opportunities around Cruise Tourism for the city.</p>	<ul style="list-style-type: none"> <li>• Publication of refreshed travel trade strategy (GL- Tourism &amp; Destination Marketing).</li> <li>• New and retained partnerships with DMCs (GL- Tourism &amp; Destination Marketing).</li> <li>• Deliver travel trade ready sessions, training, and awareness (GL- Tourism/VS).</li> <li>• Promote Travel Trade experience products (via attractions, exhibitions and themed activity e.g., culture, food and drink (GL- Tourism &amp; Destination Marketing / GLA).</li> <li>• Target: Attend 3 x Travel Trade events p.a.</li> <li>• Target: Build contacts database to 1k+ (GL- Tourism &amp; Destination Marketing).</li> <li>• In connection with Cruise Forth, explore where Glasgow could tap into the cruise market (GL- Tourism &amp; Destination Marketing).</li> </ul>	<p>September 2024</p> <p>March 2025</p>
<b>2.3.</b>	<b>GL - Destination Marketing</b>	<p>Review the city destination brand and strategy to ensure the right fit for Glasgow.</p>	<ul style="list-style-type: none"> <li>• Completion of city destination branding review.</li> </ul>	April 2024

## Strategic Priority 2: Actions


	Lead Org/Team	Action	KPI/Target	Timescales
2.4.	<b>GCC - Neighbourhoods Regeneration and Sustainability</b>	Activate a range of urban realm projects to secure Glasgow's longevity as an attractive place to visit, work, live and travel around, using active and sustainable transport.	<ul style="list-style-type: none"> <li>• Delivery of City Centre Strategy 2024-30 under the following pillars/priority actions: <ul style="list-style-type: none"> <li>• City Centre Living: with improved public realm, green networks, increased customer base to support local business.</li> <li>• Completion of Avenues Programme and George Square Redevelopment.</li> <li>• Evening &amp; Night-Time Economy - Post pandemic SWOT analysis.</li> <li>• Greening the Districts - Landscape action plan/ pocket parks.</li> </ul> </li> </ul>	2024-30  George Square completion January 2028
2.5.	<b>GL – Museums</b> Historic Environment Scotland GCC	Identify ways to maximise existing visitor assets and the public realm across Glasgow Cathedral precinct to reach broader audiences, the wider city destination and to support local heritage.	<ul style="list-style-type: none"> <li>• Establish a forum to consider and begin to take forward the 2023 St Mungo's / Glasgow Cathedral precinct review, including Provand's Lordship.</li> </ul>	June 2024
2.6.	<b>GL- AMCV</b> GCC - Neighbourhoods, Regeneration and Sustainability	Support the renewal of Sauchiehall Street as a Culture and Heritage District using culture to realise heritage and economic outcomes through NLHF Thriving Places initiative.	<ul style="list-style-type: none"> <li>• Delivery of NLHF funded Sauchiehall Street: Culture and Heritage District in two phases: delivery phase and full project phase (GCC).</li> <li>• Delivery of Glasgow Culture's Strategy and action plan which will set out cultural responses to built and intangible heritage (GL).</li> </ul>	2024 – 2033  April 2024 - 25

## Strategic Priority 2: Actions

	Lead Org/Team	Action	KPI/Target	Timescales
<b>2.7.</b>	<b>GL - Events Team</b> GL - Destination Marketing VS (ES) SEC Hampden Park	Continue to build on Glasgow's track record as an international events host city.	<ul style="list-style-type: none"> <li>• Support existing event pipeline e.g., Comedy &amp; Film Festivals, to grow and evolve the events through workshops with city partners.</li> <li>• Retain or increase event attendee numbers / number of tickets sold.</li> <li>• Develop a city advocacy plan for GL events and subvented events.</li> <li>• Secure one new international event.</li> <li>• Encourage extended stays (GL).</li> <li>• Activate event planning and city engagement for Euro 2028.</li> </ul>	December 2024
<b>2.8.</b>	<b>GCC - Glasgow 850 team</b> GL, VS	Celebrate Glasgow 850 locally, nationally and internationally	<ul style="list-style-type: none"> <li>• Promote and deliver a year-long programme of events in 2025.</li> </ul>	December 2024

## Strategic Priority 3

### Create value for Glasgow's people from the visitor economy

<p>Strategic alignment</p>	<ul style="list-style-type: none"> <li>Scotland Outlook 2030 - Our Passionate People</li> <li>Glasgow Climate Plan - 1. Communication and Community Empowerment, 2. Just and Inclusive Place</li> <li>GCES - Growing our Economy; Employment and Skills; A Fairer Glasgow</li> </ul> 
<p>Rationale</p>	<p>First and foremost, tourism should create value for Glasgow's people by creating economic opportunities through fair work and improving skills. It should also create opportunities for Glaswegians to meet, socialise and participate in the city's cultural life.</p>
<p>We will do this by</p>	<ol style="list-style-type: none"> <li>Highlighting diverse opportunities for local people to develop their career in the visitor economy</li> <li>Creating pathways into employment and increasing skills through volunteering (for example at major events)</li> <li>Ensuring that residents of Glasgow city region can get the most from the city by promoting days out, events, and celebrating the city's diverse communities</li> </ol>



## Strategic Priority 3: Actions

	Lead Org/Team	Action	KPI/Target	Timescales
<b>3.1.</b>	<b>SDS</b> CofC GL - Tourism VS	Support the hospitality industry to be a more attractive career path for young people.	<ul style="list-style-type: none"> <li>• Delivery of Business Support Services for Glasgow based businesses including tourism/ hospitality (SDS).</li> <li>• Delivery of tourism related apprenticeships for persons in the Glasgow area (SDS).</li> <li>• Number of young people who engage with a tourism/ hospitality sector employer through work experience, volunteering, work inspiration or work preparation activities via Developing the Young Workforce (CofC).</li> <li>• Delivery of outreach activity to Glasgow's academic institutions to educate/inspire students and support placement opportunities with industry (GL).</li> <li>• Deliver promotional activity which showcases tourism as a positive sector, including inclusion research and case studies, through industry comms and corporate press work (VS and GL).</li> </ul>	March 2025
<b>3.2.</b>	<b>GL - Volunteering</b>	Continue to deliver volunteering opportunities within the tourism sector (events, culture and sports) which are inclusive and provide training and learning opportunities.	<ul style="list-style-type: none"> <li>• Target: The % of GL volunteers that rate their experience as very good/ excellent increases or sustains the current level of 93% (Source: GL Annual Volunteer Survey).</li> </ul>	March 2026
<b>3.3.</b>	<b>GL - Tourism</b> GL Destination Marketing Industry / GLA	Connect with local citizens to contribute to their quality of life and support access and engagement with the city's cultural and tourism offer.	<ul style="list-style-type: none"> <li>• Conduct an online citizen survey regarding tourism sector or utilise a planned city survey to gauge citizen sentiment towards tourism. Target: Aiming for over 74% positive resident sentiment towards the tourism sector.</li> <li>• Development of a resident reward's promotional opportunity.</li> </ul>	March 2025  November 2024

### Strategic Priority 3: Actions

	Lead Org/Team	Action	KPI/Target	Timescales
<b>3.4.</b>	<b>GL – Events</b>	Celebrate the city’s diverse communities and widen the diversity of participation in GL supported city events and festivals.	<ul style="list-style-type: none"> <li>• Delivery of new EDI/social impact approach to event planning and develop a framework that subvented events and incoming event producers to the city can use to embed positive social impacts into their events.</li> </ul>	August 2024
<b>3.5.</b>	<b>Scottish Enterprise</b>	Encourage visitor economy businesses to embrace Fair Work legislation and embed fairer working practices within their organisation.	<ul style="list-style-type: none"> <li>• Delivery of engagement / promotion with businesses.</li> </ul>	31 March 2025

## Strategic Priority 4

### Support thriving places across the city and surrounding region

<p>Strategic alignment</p>	<ul style="list-style-type: none"> <li>• Scotland Outlook 2030 Our Thriving Places</li> <li>• Glasgow Climate Plan - 1. Communication and Community Empowerment,</li> <li>• GCES Growing our Economy; Inward Investment and Internationalisation; Innovation; A Fairer Glasgow; Infrastructure and Place; Supporting Key City Assets</li> </ul> <div style="display: flex; justify-content: center; gap: 20px;"> <div data-bbox="884 676 1048 839"> <p>8 DECENT WORK AND ECONOMIC GROWTH</p> </div> <div data-bbox="1088 676 1254 833"> <p>9 INDUSTRY, INNOVATION AND INFRASTRUCTURE</p> </div> <div data-bbox="1294 676 1456 833"> <p>11 SUSTAINABLE CITIES AND COMMUNITIES</p> </div> </div>
<p>Rationale</p>	<p>Glasgow is a varied city, with many attractions that lie in the city centre and beyond. Glasgow also represents an appealing and practical base from which visitors to Scotland can explore the surrounding region - just as locals do. Demand from tourism can help to support communities in Glasgow and the wider city region. For the city to remain internationally appealing as a major events and leisure destination, its infrastructure (e.g. event venues, transport) will also require sustained investment that can help to deliver wider benefits to the city and its people.</p>
<p>We will do this by</p>	<ol style="list-style-type: none"> <li>A. Creating new reasons for residents and visitors to visit the city centre more frequently</li> <li>B. Working with local businesses and communities to increase the appeal of specific neighbourhoods for visitors</li> <li>C. Strengthen Glasgow's position as the ideal base for exploring the west of Scotland (or: surrounding region)</li> <li>D. Supporting the case for investment in key assets such as the Scottish Events Campus, Glasgow Airport and City Centre.</li> </ol>

## Strategic Priority 4: Actions

	Lead Org/Team	Action	KPI/Target	Timescales
4.1.	<b>SEC</b>	Support the business case for the expansion of the SEC conference and exhibition facilities to drive additional economic benefit and ensure Glasgow retains its position as a leading destination for international conferences, supporting our knowledge economy, business community, and economic priority sectors.	<ul style="list-style-type: none"> <li>• Delivery of new expanded facilities (funding dependent).</li> </ul>	March 2026
4.2.	<b>VS, GL - Destination Marketing and Tourism</b> Glasgow City Region Tourism Partnership Industry	Investigate opportunities for VisitScotland to support new campaigns created with city region partners. Work with local neighbourhood groups, including existing BIDs to support them in developing and promoting their product to residents and visitors.	<ul style="list-style-type: none"> <li>• Delivery of seasonal campaigns promoting local neighbourhoods and the city region.</li> </ul>	September 2025
4.3.	<b>GL – Tourism, Museums, AMCV</b> City Sightseeing VS Industry	Develop the unique offer and raise awareness of the cultural sector in the east end.	<ul style="list-style-type: none"> <li>• Secure sufficient funding to allow People’s Palace refurbishment to begin and have a plan to secure all the funding.</li> <li>• Contribute to the development of Glasgow UNESCO City of Music policy in advocating for the value of music tourism and Glasgow’s iconic music venues in the east of the city.</li> <li>• Support Celtic Connections in the programming of venues in the east of the city.</li> <li>• Delivery of new City Sightseeing route connecting major city attractions with the east and south side of the city.</li> </ul>	April 2025




## Strategic Priority 4: Actions

	Lead Org/Team	Action	KPI/Target	Timescales
<b>4.4.</b>	<b>CofC</b>	Engage with city centre businesses to understand business demand for a Business Improvement District feasibility study	<ul style="list-style-type: none"> <li>Assess business demand for city centre BID feasibility.</li> </ul>	December 2024
<b>4.5.</b>	<b>VS</b> GL – Tourism, Destination Marketing Glasgow City Region Tourism Partnership	Develop the product and marketing of Glasgow City Region experiences to increase the appeal and encourage longer stays across the area.	Creation of products for promotion e.g., <ul style="list-style-type: none"> <li>Cycle routes (legacy of 2023 UCI Cycling Worlds).</li> <li>Clyde / maritime heritage.</li> <li>Food &amp; drink.</li> <li>Three UNESCO designations.</li> <li>Gaelic language, culture and heritage.</li> </ul>	March 2026 & ongoing

## Strategic Priority 5

### Deliver tourism in the most sustainable and inclusive way

<p>Strategic alignment</p>	<ul style="list-style-type: none"> <li>• Scotland Outlook 2030 cuts across all priorities</li> <li>• Glasgow Climate Plan - 1. Communication and Community Empowerment 2. Just and Inclusive Place 3. Well Connected and Thriving City, 4. Health and Wellbeing and 5. Green Recovery</li> <li>• GCES Developing a Green Economy; Innovation; City Investment and Financing; A Fairer Glasgow; Infrastructure and Place</li> </ul> 
<p>Rationale</p>	<p>To meet Glasgow’s <b>climate action ambitions</b>, as well as other national and local policy objectives, it is imperative that we deliver tourism in the most sustainable and inclusive way. Ensuring that public and private sector partners are mobilised to implement them is key.</p>
<p>We will do this by</p>	<ol style="list-style-type: none"> <li>A. Building a sustainable tourism sector</li> <li>B. Developing a sustainable tourism offer</li> <li>C. Showcasing Glasgow as a sustainable destination</li> <li>D. Improving the accessibility of Glasgow’s hospitality venues, attractions and other visitor infrastructure</li> <li>E. Ensuring that visitors with additional accessibility needs are able to plan and book their visit with ease</li> </ol>

## Strategic Priority 5: Actions

	Lead Org/Team	Action	KPI/Target	Timescales
<b>5.1.</b>	<b>GL - Tourism &amp; Conventions</b> <b>VS</b> <b>GL – Museums &amp; AMCV</b> <b>GLA</b>	Increase engagement, business support and action with industry to address climate change and encourage positive sustainable practices.	<ul style="list-style-type: none"> <li>• Increase 3rd party green accreditation across city businesses:</li> <li>• Targets:                             <ul style="list-style-type: none"> <li>• 70% of city centre hotel rooms.</li> <li>• 100% of GL Museums and Cultural venues.</li> <li>• 50% of GLA member venues.</li> </ul> </li> <li>• No. of businesses participating in VS business support.</li> <li>• Deliver and report on the GL Sustainable Tourism &amp; Conventions Action Plan 2023-25 which includes further commitments and actions.</li> </ul>	October 2024
<b>5.2.</b>	<b>GL - Tourism &amp; Conventions</b> GCC Industry VS	Ensure Glasgow’s ongoing progress as a leading sustainable destination and maintain the city’s commitments to global sustainable destination initiatives.	<p>Glasgow retains:</p> <ul style="list-style-type: none"> <li>• Top 10 position on the Global Destination Sustainability Index for 2024.</li> <li>• Glasgow Declaration on Climate Action in Tourism.</li> <li>• Tourism Declares a Climate Emergency.</li> </ul>	October 2024
<b>5.3.</b>	<b>GL - Tourism</b> GL Museums, AMCV (working with AccessAble) VS GLA GL Leisure & Business Members Industry	Increase the number of tourism businesses providing readily available online accessibility information for visitors and residents.	<ul style="list-style-type: none"> <li>• 200+ city and public service venues to have up to date online accessibility information guides on AccessAble.</li> <li>• Targets:                             <ul style="list-style-type: none"> <li>• 60% of GL leisure &amp; business members.</li> <li>• 100% of GL Museums and Cultural venues.</li> </ul> </li> </ul>	March 2026

## Strategic Priority 5: Actions

	Lead Org/Team	Action	KPI/Target	Timescales
<b>5.4.</b>	<b>GL Tourism, VS AccessAble Industry</b>	Work in partnership to raise awareness of the importance and economic value of the accessibility market to industry through a dedicated industry engagement programme. Delivery of consumer-focused activity to target audience with access needs.	<ul style="list-style-type: none"> <li>• Delivery of workshops/webinars with sector groups.</li> <li>• Delivery of digital comms incl. promotion of VS Inclusive Tourism Toolkit.</li> </ul>	September 2024
<b>5.5.</b>	<b>CofC</b>	Provide support and training to enable tourism & hospitality businesses to enhance their sustainable practices.	<ul style="list-style-type: none"> <li>• Delivery of Step Up for Net Zero project which can support tourism &amp; hospitality businesses.</li> </ul>	June 2024
<b>5.6.</b>	<b>GL- Tourism and Destination Marketing, VS, Industry</b>	In line with the travel trade strategy (action 2.2), work with industry and DMCs to develop city itineraries which reflect sustainable themes (e.g., active travel, fully accessible and city-wide).	<ul style="list-style-type: none"> <li>• Increased number of itineraries include sustainable / responsibly delivered experiences.</li> </ul>	March 2025



## Strategic Priority 5: Actions

	Lead Org/Team	Action	KPI/Target	Timescales
<b>5.7.</b>	<b>GL – Conventions &amp; Events</b> Social Impacts Working Group for World Athletics Indoor Championships 24 (includes VS - EventScotland)	Embed sustainability, social and community benefit as part of event and conference programming.	<ul style="list-style-type: none"> <li>• Support of 80 x social organisations through Conventions Legacy and Impact Team (GL - Conventions).</li> <li>• Monitor feedback from conference organisers on their perception of Glasgow as a sustainable and healthy meeting destination. Use feedback to inform future conference planning (GL - Conventions).</li> <li>• Target:                             <ul style="list-style-type: none"> <li>• 50%+ of all city conferences will support programmes with sustainability themes (GL - Conventions).</li> </ul> </li> <li>• Development of new policy and guidelines for all events in line with Glasgow and Scottish Event Strategy priorities (GL - Events).</li> <li>• Delivery of positive social impacts work as part of World Athletics Indoor Championships 24 (GL - Events).</li> </ul>	March 2025
<b>5.8.</b>	<b>GL – Destination Marketing and Tourism</b> VS	Increase coverage of the city’s sustainable and accessible assets and experiences.	<ul style="list-style-type: none"> <li>• Digital and comms activity on city destination &amp; B2B websites.</li> <li>• Delivery of itineraries and visitor experiences.</li> </ul>	March 2025

## Strategic Priority 5: Actions

	Lead Org/Team	Action	KPI/Target	Timescales
5.9.	<b>GL - Events GCC - Neighbourhoods, Regeneration and Sustainability SEC</b>	Publish a Net Zero Roadmap which details the pathway to achieving the ambitious target of being net zero by 2030, in line with the wider City of Glasgow.	<ul style="list-style-type: none"> <li>• Production of a Sustainability Guideline Template for all events produced or financially supported by (GL -Events).</li> <li>• Implementation of Biodiversity Protection for Events Action Plan 2023-26 for all outdoor events taking place in city parks (GCC).</li> <li>• Deliver the SEC’s ambitious energy strategy which is central to decarbonising the venue and its net zero ambitions (SEC).</li> </ul>	<p>August 2024</p> <p>May 2026</p> <p>2024-2030</p>
5.10.	<b>Glasgow Airport</b>	Maintain Glasgow Airport’s carbon neutrality status as it works towards achieving net zero carbon for its direct emissions by the mid-2030s.	<ul style="list-style-type: none"> <li>• Retain carbon neutral certification for Glasgow Airport.</li> <li>• Production and public reporting of Glasgow Airport’s annual carbon footprint inc. direct and indirect emissions.</li> <li>• Retain Gold Standard Carbon Offset for Verified Emission Reductions.</li> </ul>	<p>September 2024</p> <p>September 2025</p>
5.11.	<b>GL - AMCV VS GCC</b>	Support the delivery of the National Gaelic Tourism Strategy 2024 – 2029 through culture and arts.	<ul style="list-style-type: none"> <li>• Collaboration of arts and tourism communities on development and delivery of an industry-facing programme of activity, which promotes opportunities and economic benefits of mainstreaming Gaelic language, culture and heritage.</li> <li>• Improved access to Gaelic resources, which support the creation of memorable Gaelic experiences.</li> <li>• Delivery of Gaelic Arts programme through the Gaelic Arts Strategy (2024-28) and GL key festivals including Celtic Connections, Merchant City Festival, Aye Write and Mela.</li> </ul>	<p>March 2026</p>

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