



Sustainable Tourism & Conventions Action Plan

- Progress report for 2022/23

Glasgowlife

**GLASGOW
CONVENTION
BUREAU**

This plan is a first phase Sustainability Plan for Tourism & Conventions in Glasgow. It sets out key short to medium-term actions which focus on driving and supporting change across the sector.

As the strategic lead for tourism and conventions, Glasgow Life's role is to support our city to adopt a cohesive and balanced approach to managing our destination's visitor economy. We aim to develop the tourism and conventions sector to benefit our citizens, our economy and environment. The actions in the sustainability plan align with our commitment to Tourism Declares a Climate Emergency and the Glasgow Declaration to take Climate Action.

The actions within this plan feed into and directly

- support the [Glasgow Tourism & Visitor Plan 2023](#)
- support [Glasgow's Climate Plan](#)
- support the national tourism strategy [Scotland Outlook 2030](#)
- align to [UN Sustainable Development Goals](#).

Rationale

Pre-covid the world's tourism economy had many weaknesses including an over-reliance on seasonality, excessive focus on volume and value, increasing overconsumption and all whilst contributing carbon emissions which equated to around 10% of the global output.

As our industry works hard to renew itself, it is important that we support the sector to adopt more sustainable practices.

Strengthening their capacity to be resilient, responding to the demands of customers and showing that tourism can have a positive impact and help to meet net zero ambitions are all key fundamentals.

We are no longer in the position to do nothing; we know we must act.

We aim to do this by working through three strategic areas:

Building a Sustainable Tourism Sector

Supporting industry to be more sustainable through training, accreditation and signposting to resources.

Developing Our Sustainable City Offer

Working with internal teams and external stakeholders to strengthen our sustainable credentials and adapt our processes to champion green change.

Showcasing Our Sustainable City Destination

Translating the green conversation to actions which are meaningful, free or low cost. Avoiding use of jargon, celebrating, and promoting successes in the industry.

Glasgow Life has responsibility for key elements of destination management and will continue to work closely with stakeholders, industry, and services as we strengthen our sustainable and responsible visitor economy.

The table overleaf sets out the priority actions for Tourism and Conventions and how they contribute to the successful delivery of other city sustainability plans.

Building a Sustainable Tourism Sector

1. Glasgow's Food Revolution

support hospitality businesses to minimise food waste and offer increased menu options which are local and seasonal.



Glasgow Climate
Action Plan
Priority 1 & 2

GTVP 2023
Destination Marketing
& Customer Experience

Tourism & Convention Actions	Measure	DDL	Lead	Progress for 2022/23
<p>1.1. Work to support the promotion of restaurants and venues that offer local, organic, seasonal menus</p> <p>1.2. Work with and promote restaurants accredited with a Taste Our Best award scheme</p> <p>1.3. Utilise our Food Ambassador role to raise the profile of minimising food waste</p>	<p>The number of Taste Our Best accredited restaurants. (Baseline April 2022: 12 accredited venues, aim to increase to 20 by March 2023) - March 2023 recorded 9 businesses.</p> <p>Aim to reduce food waste by 10% by 2023 with Taste Our Best accredited restaurants and unusual venue partners.</p>	March 2023	Experience Glasgow	<p>1.1. The wide mix of local and organic food offers that are available across the city are promoted through our consumer digital website.</p> <p>1.2. The VS Taste our Best scheme has been amended so that Quality Assurance members are no longer automatically enrolled. This has resulted in a reduction in the number of Glasgow businesses participating in the scheme.</p> <p>1.3. The city works closely with our regional food tourism ambassador to explore the priority needs of city food and drink businesses. Support around profile raising, event development and city vibrance are some of the many areas where we continue to work with and support food and drink partners.</p>

Tourism & Convention Actions	Measure	DDL	Lead	Progress for 2022/23
<p>1.4. Support net zero activity on food and drink</p>				<p>1.4. The sustainability section on Glasgow’s B2B tourism website now includes more information on food waste management for businesses, toolkits plus advice to wider resources. Close collaboration with Green Tourism and Green Key to promote the funding available in 22/23 for businesses to join these schemes has been a priority. Green Tourism has presented and networked at 2 industry events to give city businesses the opportunity to connect in and find out more about the process and time sensitive funding. There are also other positive initiatives taking place in the city to promote locally sourced produce such as SlowFood and to tackle food waste e.g., Grounds for Recycling</p>

2. Sustainable and Accessible Businesses



Tourism & Convention Actions	Measure	DDL	Lead	Progress for 2022/23
<p>2.1. Support businesses to access VisitScotland funding for green accreditation</p> <p>2.2. Engage with industry partners to identify the key issues for them to enable sustainability prioritisation that our sector can really own.</p> <p>2.3. Help with the rollout and promotion of any funding, signposting our members and arranging info toolkits/sessions</p> <p>2.4. Work with VisitScotland to offer training materials and inspiration on sustainable and responsible tourism</p>	<p>70% of city centre hotel rooms to be signed up to a green accreditation scheme by March 2023</p> <p>- 33% of city centre hotels are already signed up to, or are about to be approved, with a 3rd party green accreditation scheme. This equates to 42% of our city centre Hotel bedrooms.</p> <p>60% of leisure & business members to have green credentials and online accessibility guides</p> <p>- 41% of our members have 3rd party green credentials</p>	<p>March 2023</p>	<p>GL VS SE GCC / AccessAble</p>	<p>2.1. & 2.2. Funding opportunities have been promoted to businesses to join these schemes through all digital and industry communication channels. Glasgow Life (GL) has worked in partnership with Green Tourism via our industry events and regular comms. Green Tourism now offers Glasgow Life Business & Leisure members a 10% discount.</p> <p>2.3. & 2.4. Throughout the year funding for businesses has been promoted through all of our digital and industry communication channels. At industry events, sustainability and accessibility have continued to be a central strand. GL worked with VisitScotland and White Stag Tourism to deliver travel trade sessions which covered the importance of sustainability and accessibility in February and March 2023.</p> <p>GL continues to promote useful training resources, advice and guidance on the B2B website. At industry events we have arranged for local venues to share their exciting energy usage case studies.</p>

Tourism & Convention Actions	Measure	DDL	Lead	Progress for 2022/23
<p>2.5. Develop updated customer service offer - which incorporates information and signposting on sustainability and accessibility</p> <p>2.6. Develop itineraries with sustainable / accessible businesses</p> <p>2.7. Work with VisitScotland/ AccessAble to encourage tourism businesses to participate in accessibility audits and training</p> <p>2.8. Continue to be a leading conference destination for the medical and life sciences field, by supporting delegates living with certain medical conditions to attend their own UK, European or international conferences in our city</p>	<p>Additional eco-trips added on consumer website</p> <p>GDS Index ranking - Glasgow has retained a top 10 position of 6th place despite increased global competition.</p>			<p>2.5. The production of the updated Glasgow Welcomes online tool has been delayed but work continues in the background and it is hoped that a local information and customer service support toolkit can be delivered by summer 2023.</p> <p>2.6. An online review was conducted to examine the quality of online accessible information amongst city businesses. We have contacted businesses where there is the opportunity to strengthen their online presence by sharing resources and guidance on how to improve. We have developed new itineraries with businesses who have a robust accessibility presence.</p> <p>2.7. GL has taken on a new contract with AccessAble for 23/24 to support Glasgow businesses to provide enhanced online accessible information. Please see the improved Glasgow landing page on AccessAble for conference organisers. As part of this new contract, GL will work closely with AccessAble and VisitScotland to raise awareness, celebrate businesses who create or improve their accessibility guides and encourage other venues to get involved.</p> <p>2.8. In 2022-23 Glasgow hosted 73 life sciences and medical conferences, worth £43m and welcoming 28,000 delegates.</p>

Tourism & Convention Actions	Measure	DDL	Lead	Progress for 2022/23
<p>2.9. Promote Glasgow’s growing list of social enterprise businesses via our delegate schemes</p> <p>2.10. We will monitor on average salary rates in the hospitality sector against GCC’s theme of inclusive growth.</p>				<p>2.9. A a direct link to the Glasgow Social Enterprise Network has been added into the Meeting Planners’ Toolkit under Sustainability on the city’s Convention Bureau website.</p> <p>2.10. Average salary rates in the sector for Scotland in 2022 reported a 16.2% increase on mean gross weekly pay (increased to £302.3 (source: ONS, 2022)). However, it should be noted that the positive increase may not reflect higher wages (it could be that staff had the opportunity to work additional hours again post-Covid) or other factors.</p>

3. Improve environmental and social impact of tourism and conventions via our suppliers / supported partners



Glasgow Climate Action Plan
Priority 1 & 2

GTVP 2023
Strategic Partnerships & Customer Experience

Tourism & Convention Actions	Measure	DDL	Lead	Progress for 2022/23
<p>3.1. Encourage our member DMCs and PCOs to create their own sustainability policy, share it publicly, and have it signed by their executive.</p> <p>3.2. Monitor feedback from our conference organisers on their perception of Glasgow as a sustainable and healthy meeting destination.</p> <p>3.3. At least 50% of all conference supporting programmes will have sustainability aspects included by the end of 2025.</p> <p>3.4. Support the development of a new Events strategy for Glasgow</p>	<p>80-90% of DMCs and PCOs to implement sustainability policy</p> <p>GDS Index ranking - The city has retained a top 10 GDS ranking despite a 30% increase in destinations on the index</p>	<p>March 2023</p>	<p>GL</p>	<p>3.1. GL (which includes the Convention Bureau) has now made it compulsory for all our member PCOs and DMCs to have 3rd party green accreditation (or be working towards this) and have their own sustainability policy which they share publicly. A discounted membership for Social Enterprises has also been introduced which is highlighted on the membership application section.</p> <p>3.2. The Convention Bureau includes 4 questions in their post-conference survey which they share with event organisers. Feedback from this survey is reviewed and helps to inform the content into our Go Greener guide to assist future conferences in the city.</p> <p>3.3. This is a new reporting strand for the Convention Bureau. 40% of meeting planners incorporated sustainable practices after working with the Convention Bureau team.</p> <p>3.4. The Glasgow Events Strategy Review and Refresh is underway with a project team to be established with colleagues from GL, Glasgow City Council and EventScotland, with extensive industry consultation planned across the sector for summer 2023.</p>

Developing Our Sustainable City Offer

4. Maintaining our city's sustainable credentials



Glasgow Climate Action Plan
Priority 3

GTVP 2023
Strategic Partnerships & Destination Marketing

Tourism & Convention Actions	Measure	DDL	Lead	Progress for 2022/23
4.1. Retain EarthCheck Bronze status	Earthcheck Bronze status accreditation	March 2023	GL GCC	4.1. The city has retained Earthcheck bronze status and is currently updating for 2023.
4.2. Maintain a top 5 position on the Global Destination Sustainability Index of global tourism and events cities	Top 5 position on the GDS Index			4.2. Glasgow has retained a top 10 position and is now ranked <u>6th place globally</u> , despite increased competition.
4.3. Retain Glasgow's Sustainable Food Places accreditation	Pledge to Net Zero Carbon Events Initiative			4.3. This accreditation has been <u>retained</u> and a significant body of collaborative work continues to take place.
4.4. Glasgow Convention Bureau (GCB) will continue to be a supporter of the Net Zero Carbon Events Initiative and signatory of the Pledge	Retain Glasgow's Sustainable Food Places accreditation			4.4. The GCB continue be committed to this initiative.
4.5. Continue to be signed up to Glasgow Declaration on Climate Action in Tourism and Tourism Declares a Climate Emergency	Glasgow Declaration on Climate Action in Tourism			4.5. Glasgow continues to be signed up and committed to the Glasgow Declaration on <u>Climate Action</u> and Tourism Declares a Climate <u>Emergency</u> . The city's progress will be publicly reported against this sustainability plan each year.
	Tourism Declares a Climate Emergency			

5. Responsible Tourism: Extending visitor stays



Glasgow Climate
Action Plan
Priority 3

GTVP 2023
Leadership &
Customer Experience

Tourism & Convention Actions	Measure	DDL	Lead	Progress for 2022/23
<p>5.1. Work with lead event partners / ticketing agents to develop online packages and increase online bookable event info</p> <p>5.2. Measure impact of Travel Trade</p>	<p>Average length of stay for domestic / international leisure visitors and delegates and travel trade.</p> <p>No. of online bookable offers on People Make Glasgow (PMG) site</p>	<p>March 2023</p>	<p>GL</p>	<p>5.1. GL has worked with Expedia on two international campaigns which have incorporated numerous local bookable experiences and businesses. Projects have also been delivered with a travel trade specialist to develop new bookable experiences with Glasgow’s Museums for 2024. TicketsGlasgow is in the process of being redeveloped and will reflect enhanced destination content and GL will continue to work with local businesses to support them to become online bookable.</p> <p>5.2. Economic impact data was available from five key businesses who work with travel trade. They reported very positive growth with £461k of income in 2022 compared with £370K for 2019. GL has recently started working with Global Tourism Solutions who use an economic impact model (STEAM) to estimate the impact of a destination’s visitor economy. The report will provide valuable data on our day and overnight visitors and will help inform and guide on where the gaps in the city. A first report will be ready in summer 2023 for 21/22.</p>

6. Well-connected and thriving city



Tourism & Convention Actions	Measure	DDL	Lead	Progress for 2022/23
<p>6.1. Work with travel partners (FirstBus, ScotRail, Avanti, Eurostar) to make bus / rail travel a more attractive offer via enhanced information and ease of booking for leisure and business visitors.</p> <p>6.2. Improve digital presence of Glasgow as a sustainable destination on rail partner platforms.</p> <p>6.3. Support activities and assets of active travel partners e.g. OVO Bikes, city cycle routes, cycle repair location points across the city.</p>	<p>Improved sustainable travel digital content on PMG site and travel partner sites.</p> <p>No. of conference delegates which use travel pass e.g. 50% of international delegates</p>	<p>March 2023</p>	<p>GL GCC</p>	<p>6.1. We have partnered with lead rail partners on a range of promotional activity to encourage visitor travel by train. Part of our Glasgow Music Nonstop campaign GL partnered with Avanti West Coast to promote Glasgow as a music city to Scotland and the North of England. An additional 1,862 journeys were recorded on Avanti services to Glasgow during the campaign period.</p> <p>For GL's winter 23/24 campaign we partnered with ScotRail to produce a campaign across Radio, and digital channels. Radio activity ran from January across Scotland delivering almost 14m impressions. We partnered with Caledonian Sleeper as part of Spring domestic promotion providing inspiration for travelling to Glasgow on the Caledonian Sleeper.</p> <p>6.2. Improved Glasgow content has been added to Caledonian sleeper, and GL is working closely with ScotRail to do the same.</p> <p>6.3. Improved content on the Getting Around section of the destination website has been added to promote the OVO bike hire and to link to Sustrans cycle routes. New greener travel content has been added on the Cycling section to include the UCI Championships and to link to the city's mapped cycle routes.</p>

7. Community Empowerment



Tourism & Convention Actions	Measure	DDL	Lead	Progress for 2022/23
<p>7.1. Tourism Strategy Refresh for 2023 – Place citizen engagement as a key part of the process</p> <p>7.2. Develop a stronger ambassadorial base for conferences</p>	<p>No. of citizens / young people engaged during strategy refresh</p> <p>- GL directly engaged with over 640 individuals through our surveys plus a mix of in-person and online workshops and sessions. Updates on progress have been shared via our monthly industry updates and to our membership.</p>	<p>March 2023</p>	<p>GL</p>	<p>7.1. As part of the process to refresh our existing tourism strategy to 2030, GL developed and widely shared an online citizen’s survey. The survey asked for feedback regarding the city’s tourism offer; what citizens liked, what was important to them and what they would like to see more of. Over 500 responses were received and this feedback has been collated and will help to inform the action planning for this new strategy. Engagement with young people via our universities was delivered by hosting a focus group with tourism and events students at Glasgow Caledonian University, through the survey and through presentations and discussions with businesses students at the University of Glasgow.</p> <p>7.2. Over the past year the Convention Bureau has worked to strengthen their ambassadorial base for conferences and a large event with over 120 ambassadors was hosted at the end of March 2023.</p>

8. Inclusive and Accessible



Glasgow Climate
Action Plan
Priority 2

GTVP 2023
Destination Marketing

Tourism & Convention Actions	Measure	DDL	Lead	Progress for 2022/23
<p>8.1. Promote 3rd party providers who pay the real Living Wage and operate in truly sustainable ways.</p>	<p>Add living wage icon to members featured on the GCB website</p>	<p>March 2023</p>	<p>GL</p>	<p>8.1. We have promoted our 3rd party living wage providers across our promotional activity on our destination website such as Mono and Glasgow Women's Library and on our member profiles e.g., Stark Events, Hello Scotland and Little's on our Convention Bureau website.</p>

9. Measurement & Evidencing



Glasgow Climate
Action Plan
Priority 5

GTVP 2023
Leadership &
Strategic Partnerships

Tourism & Convention Actions	Measure	DDL	Lead	Progress for 2022/23
<p>9.1. Explore new social / environmental measures e.g. city cycle lanes, new green spaces/nature reserves, increased pavement space which enhance the tourism offer</p> <p>9.2. Measure and monitor these and incorporate them into our regular reporting to industry</p> <p>9.3. Support the Tourism Observatory to enable greater benchmarking across all Scottish destinations</p>	<p>Change in distance of city cycle lanes</p> <p>Measures developed as part of Tourism Observatory</p>	<p>March 2023</p>	<p>GL GCC VS</p>	<p>9.1. The city's Active Travel team are currently working closely with Sustrans to review the current cycle path definitions as part of the Walking and Cycling Index. The Index is conducted every two years and examines all of the cycle routes across the city. The updated cycle lane distances will be published in Feb/Mar 2024.</p> <p>9.2. As part of our tourism strategy 2030 development GL is looking into new measures including; Resident sentiment on tourism, the city position within Global Destination Sustainability Index and increasing the average length of visitor stays. An infographic which reflects trends for the sector has also been developed. This will be incorporated into our quarterly industry updates from summer 2023 onwards.</p> <p>9.3. GL continues to work closely with VisitScotland and other destination partners to share data and feedback to support knowledge and benchmarking. As part of GL's new work with Global Tourism Solutions and their economic impact model (STEAM), this will enable direct benchmarking with other UK destinations who also use the model.</p>

Showcasing Our Sustainable City Destination

10. Comms / Enhancing wider sustainable choices to our city visitors



SCOTLAND OUTLOOK 2030
Our Thriving Places & Our Memorable Experiences

Glasgow Climate Action Plan
Priority 1, 3, 4 & 5

GTVP 2023
Strategic Partnerships & Destination Marketing

Tourism & Convention Actions	Measure	DDL	Lead	Progress for 2022/23
<p>10.1. Develop our online active travel options with a transport hierarchy, giving visitors more choice e.g. electric vehicle options</p> <p>10.2. Work with public transport operators to support visitor itineraries e.g. First Bus SEC map</p> <p>10.3. Promote the locations of the city's Scottish Water Refill Taps to delegates, residents and visitors. By adding online and in delegate welcome packs</p> <p>10.4. Increase coverage of sustainability on PMG website – to raise awareness, celebrate best practice, make it easier for businesses to get involved / be inspired.</p>	<p>15 x social media posts / blog / PR releases</p> <p>10 x member showcase features on social media to highlight member green credentials</p> <p>GCB – 2 x bespoke sustainable stories</p> <p>User numbers to PMG Eco breaks section.</p> <p>The number of web users to the Eco Break Section of our consumer website are very positive with over 3.5k unique page views and a dwell time average of over 2.5 minutes.</p>	<p>March 2023</p>	<p>GL</p>	<p>10.1. New content has been added to enhance our online active travel on the Getting Around section of our destination website and the Cycling section to include the UCI Championships and to link to the city's mapped cycle routes.</p> <p>10.2. In winter 2022 GL worked with FirstBus and City Centre partners on a winter promotional campaign to encourage visitors coming into the city centre. New content has been added to the meeting planners toolkit on our Convention Bureau site to help delegates make more sustainable travel choices. This includes; information about bus travel near the Scottish Event Campus, the route map for TransPennine and details on Group booking discounts with TransPennine.</p> <p>10.3. This has been added into delegates welcome packs for 2023.</p> <p>10.4. Regular coverage has been added to the tourism B2B website on the sustainability and accessibility and news sections.</p>

Tourism & Convention Actions	Measure	DDL	Lead	Progress for 2022/23
<p>10.5. Promoting Glasgow’s vegan / vegetarian / wild game / sustainable seafood offer</p> <p>10.6. Promote Glasgow’s Sustainable Food Places accreditation and include social enterprise and local food Pantries in delegate food options</p> <p>10.7. Continue to develop the GCB on-line toolkit which identifies leading sustainable businesses across the city so organisers can easily choose greener services</p> <p>10.8. Continue to promote green spaces, outdoor activities and volunteering in community parks and gardens to our conference delegates</p> <p>10.9. Continue to promote and develop the Hybrid Glasgow offer for conference organisers</p>				<p>10.5. Visitor content is available on our consumer website to promote the wide range of sustainable, local and vegetarian/vegan food offers in the city.</p> <p>10.6. The Glasgow Social Enterprise Network and Glasgow’s Sustainable Food Places is promoted to delegates through the Meeting Planners Toolkit on our Convention Bureau website. The Convention Bureau team volunteered for a half day with the Glasgow North East Food Bank so that the team could experience and support the valuable work that they do and recommend them to our delegates as part of prospective social impact programmes.</p> <p>10.7. The Meeting Planners Toolkit on the Convention Bureau website has been updated throughout the year to help organisers plan more sustainable events and to connect with local social enterprises, charities and food outlets which utilise sustainable food practices.</p> <p>10.8. Sustainable Days Out from Glasgow and Active Activities, and the Glasgow Social Enterprise Network are all promoted to our delegates via the Meeting Planners Toolkit on our Convention Bureau site.</p> <p>10.9. The demand for hybrid conferences has now decreased, with a preference for in-person events. The Convention Bureau continue to offer a hybrid meetings service however to support overall conference requirements.</p>



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