



Visit Glasgow Sustainability Action Plan 2025 - 2027

**VISIT
GLASGOW**

This is a third phase Sustainability Plan for Destination Glasgow's Tourism, Conventions and Destination Marketing teams and incorporates Glasgow Life's Events team. It sets out key short to medium-term actions which focus on driving and supporting change within our organisation and across the sector.

As strategic destination leads for the city, it is Destination Glasgow and Glasgow Life's role to strive for best practice and support the sector to adopt sustainable and welcoming practices. Strengthening their capacity to be resilient, to respond to customer expectations, and demonstrate that tourism can have a positive impact whilst helping to meet the city's net zero ambitions.

This sustainability plan aligns with our commitment to the Global Destination Sustainability Index and the Glasgow Declaration on Climate Action in Tourism.

The actions feed into and directly support:

- [Strategic Priority 5](#) of the Glasgow 2030 Tourism Strategy
- [Glasgow Events Strategy 2035](#)
- [Glasgow's Climate Plan](#)
- The national tourism strategy [Scotland Outlook 2030](#)
- [UN Sustainable Development Goals](#).

In line with previous iterations of this action plan, an annual report will be produced and shared online at visitglasgow.org.uk

Focus will be applied through three strategic areas:

Championing Destination Glasgow's progress

Working across the team to strengthen our sustainable credentials, adapt our processes and to champion environmental and inclusive change.

Supporting our tourism sector

Supporting industry to apply more sustainable and inclusive practices through training, accreditation and signposting to resources.

Showcasing our city destination

Avoiding use of jargon, celebrating, and promoting successes in the industry. Making it easier for visitors to make greener choices.

The following table sets out the priority actions, how they will be measured, which service will lead and the timescales to be delivered: (T) Tourism, (C) Conventions, (E) Events and (DM) Destination Marketing and (GL) Glasgow Life.



Aileen Crawford

Head of Tourism and Conventions
Destination Glasgow

Championing Destination Glasgow's progress



1. Maintaining destination credentials



Glasgow Climate Action Plan
Priority 1-3 & 5

Glasgow 2030 Tourism Strategy
Priority 5

Actions	Measure	Lead	Timescale
1.1. Work with city partners and industry to maintain a top 20 position on the Global Destination Sustainability Index.	Coordinate annual submission to GDS for 2025 and 2026. (Baseline 2025: ranked 12th out of 100 destinations).	T	Oct 2025 and 2026
1.2. Retain Green Tourism GOLD status for Glasgow Convention Bureau.	Green Tourism GOLD.	T & C	Mar 2027
1.3. Maintain our commitment to the Glasgow Declaration on Climate Action in Tourism.	Glasgow Declaration on Climate Action in Tourism Tourism Declares a Climate Emergency.	T	Ongoing
1.4. Retain our organisational commitment to providing a fair wage and working conditions for our employees and promote to industry.	Glasgow Life accredited Living Wage employer.	GL	Mar 2027
1.5. Ensure all teams members participate in Equality and Diversity training.	Team members to complete 5 x EDI GOLD courses per annum and look for other opportunities to take part in more in-depth training.	T & C	Mar 2026/27

Actions	Measure	Lead	Timescale
<p>1.6. Ensure all teams members participate in Equality, Diversity and Inclusion training.</p>	<p>Team members to complete 5 x EDI GOLD courses per annum and look for other opportunities to take part in more in-depth training.</p>	<p>T & C</p>	<p>Mar 2026/27</p>

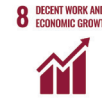
2. Resident engagement

Actions	Measure	Lead	Timescale
<p>2.1. Ensure resident engagement is incorporated in any destination large scale project or strategy development, facilitate ongoing feedback with residents and engage with them bi-annually to measure sentiment.</p>	<p>Delivery of citizen engagement e.g. 2025 public consultation on visitor levy.</p> <p>Circulation of resident sentiment survey /inclusion of questions in annual household survey. Target: Aiming for 90%+ positive resident sentiment towards the tourism sector.</p> <p>Engage residents in refresh of Glasgow Tourism Action Plan for 2026-28.</p> <p>Delivery and reporting of Glasgow 850 Resident's Campaign.</p> <p>Ensure early community and business engagement during the feasibility and planning stages of events - to ensure buy in from all client groups throughout the process.</p>	<p>T</p>	<p>Mar 2027</p> <p>Jun 2026</p> <p>Oct '25-Jan '26</p> <p>Jan 2026</p>

3. Measurement and evidencing

Actions	Measure	Lead	Timescale
<p>3.1. Continue to embed and report using new social / environmental measures e.g. city cycle lanes, social impacts of conferences and events as per the Glasgow 2030 Tourism Strategy and Action Plan.</p>	<p>Quarterly reporting to Glasgow Tourism Advisory Forum.</p>	<p>T, C & E</p>	<p>Mar 2026</p>
<p>3.2. Continue to share and learn from visitor economy data e.g., STEAM with partner destinations and agencies to enable greater benchmarking and to minimise seasonality.</p>	<p>Publish of annual STEAM Report.</p>	<p>T & E</p>	<p>Oct 2025 & 2026</p>

Supporting our tourism sector



4. Sustainable and inclusive

Glasgow Climate Action Plan
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Priority 5

Actions	Measure	Lead	Timescale
<p>4.1. Support businesses (with a focus on hotels) to adopt more sustainable and circular practices.</p>	<p>70% of city hotel rooms to have an active 3rd party sustainability certification (Baseline: 62% March 2025).</p> <p>60% of Glasgow Life leisure & business members to an active 3rd party sustainability certification (Baseline: 47% March 2025).</p> <p>100% of the top 10 attractions located in the destination to retain an active 3rd-party sustainability certification (Baseline: 100% March 2025).</p> <p>100% of the destination’s dedicated convention centres to retain an active 3rd-party sustainability certification for their operations (Baseline: 100% March 2025).</p> <p>100% of event agencies that GL works with to have a formal, written sustainability policy (Baseline: 93% March 2025).</p> <p>60% of event agencies located in the destination have an active third-party sustainability certification (Baseline: 50% March 2025).</p>	T	Mar 2027

Actions	Measure	Lead	Timescale
<p>4.2. Continue to signpost our members and industry to support and training linked to greener practices and sustainable food e.g., Glasgow Chamber of Commerce, VisitScotland inclusive training and new Business Hub, Zero Waste Scotland, inclusive toolkits to make your own guides.</p>	<p>Via VG LinkedIn page, industry updates.</p> <p>Number of accessibility venue audits conducted (Minimum 10 per annum).</p> <p>Number of refreshed online accessibility guides for Glasgow venues (220).</p>	T	Mar 2026
<p>4.3. Maintain contract with AccessAble to ensure key city and public service venues have up to date online accessibility information.</p>	<p>100% of GL Museums and Cultural venues (Baseline: 88% of Museums, 75% Cultural venues March 2025).</p> <p>60% of leisure & business members to have online accessibility guides (Baseline: 30% March 2025).</p>	T	Mar 2026
<p>4.4. In partnership with VisitScotland and AccessAble, raise awareness on the importance and economic value of the accessibility market to industry through an engagement activity.</p>	<p>Number of workshops/webinars delivered and supporting guidance/toolkits.</p> <p>Number of attendees and participants.</p>	T	Mar 2026
<p>4.5. Delivery comms activity to support audiences with access needs.</p>	<p>Delivery of digital comms incl. promotion of VS Inclusive Tourism Toolkit and training.</p>	DM	Mar 2026
<p>4.6. Capture feedback on what city conferences are doing relating to Equality, Diversity and Inclusion. In the post-conference survey, ask conference organisers what steps they have taken to make the conference more inclusive.</p>	<p>Survey data will be available on EDI measures for conferences taking place in Glasgow.</p>	C	Mar 2026

Actions	Measure	Lead	Timescale
<p>4.7. Ensure existing tourism governance structures provide opportunities to diversify their membership.</p>	<p>Glasgow Tourism Advisory Forum and Glasgow Tourism and Events Network to continue provide place for international students to participate.</p>	<p>T, C, DM, E</p>	<p>Mar 2026</p>
<p>4.8. Support the tourism and hospitality industry to be a more attractive career path for young people.</p>	<p>Facilitate further placement opportunities for students within Glasgow Life teams.</p> <p>Work with further education institutions to champion the tourism and events sector as a viable career option.</p> <p>Work with Glasgow Caledonian via their placement scheme for undergrad and postgrad tourism and events students.</p>	<p>T, C, DM, E</p>	<p>Mar 2026</p>
<p>4.9. Monitor feedback from our conference organisers on their perception of Glasgow as a sustainable and healthy meeting destination.</p>	<p>90%+ of all our conferences supporting programmes will have sustainability themes included by the end of 2025 e.g. provision of fun runs.</p> <p>Add survey question about provision of health activities.</p>	<p>C</p>	<p>Mar 2026</p>
<p>4.10. Work with conference organisers to encourage conference supporting programmes to have sustainability aspects. e.g. walking tours, fun runs, fitness sessions, step challenges.</p>	<p>Continued development of the Meeting Planners Toolkit with a variety of resources to support conference organisers – including the Active Glasgow section.</p>	<p>C</p>	

Actions	Measure	Lead	Timescale
<p>4.11. Work with conference organisers to ensure the conference has a wider reach than their own attendees, by offering content and opportunities to engage with the people of Glasgow, for example public health activities, positive impact activity and career inspiration for local children.</p>	<p>Target for the Positive Impact team within the Convention Bureau for 6 projects in 2025, working with conference organisers, local venues, charities and stakeholders.</p>	<p>C</p>	<p>Dec 2025</p>
<p>4.12. Add a question to the post-conference survey for conference organisers to capture how many conferences are including health and wellbeing programmes.</p>	<p>Survey data will be available on the number of conferences incorporating and health and wellbeing programme.</p>	<p>C</p>	
<p>4.13. Carry out accessibility audits on all Glasgow Life core city events with a focus on event space and customer journey.</p>	<p>Glasgow Disability Alliance to carry out assessments when events are live.</p> <p>Engage with Euan’s Guide to create and publish reports on our events.</p>	<p>E</p>	<p>Dec 2025</p>

5. Champion local food/producers

Actions	Measure	Lead	Timescale
<p>5.1. Promote restaurants and venues that offer local, organic and seasonal menus.</p>	<p>Create a sustainable food article and promote via social media.</p>	<p>DM</p>	<p>Mar 2026</p>
<p>5.2. Incentivise, provide guidance and signposting to businesses for sustainable food practices and available schemes.</p>	<p>Retain Green Tourism discounted rate for GL members.</p>	<p>T</p>	<p>Mar 2026</p>
<p>5.3. Work with Sustainable Food Places and Slow Food Glasgow to raise awareness of Glasgow’s Sustainable Food Directory and support them to become more visitor facing.</p>	<p>Presence of sustainable food via comms and digital. Promotion of Glasgow 850’s Taste our Place campaign.</p>	<p>DM & T</p>	<p>Dec 2025</p>
<p>5.4. Review of all core events catering and trader options with a focus on those who use local Scottish produce.</p>	<p>Introduce the requirement for all food traders to use a minimum of 10% local produce through our tender process, with higher scores afforded to those traders who increase the percentage of local.</p>	<p>E</p>	<p>Dec 2025</p>

6. Extending visitor stays

Actions	Measure	Lead	Timescale
<p>6.1. Continue to work with Industry, Destination Management Companies and City Event partners to add Glasgow to their itineraries and develop bookable experiences.</p>	<p>Average length of leisure and event visitor stay (STEAM).</p>	<p>T & DM</p>	<p>Mar 2026</p>
<p>6.2. Support industry to develop online bookable products to extend stays.</p>	<p>No. of quality bookable offers on visitglasgow.com site and featured on key OTA's e.g., Expedia, Virgin Experience Days).</p> <p>(Baseline: no of bookable products for Glasgow on OTA's e.g., Expedia, Virgin Experience Days).</p>	<p>T</p>	
<p>6.3. Work with surrounding regions to extend stays and strengthen Glasgow as a base for visitors in Scotland.</p>	<p>Joint projects and campaigns with City Region.</p>	<p>DM</p>	
<p>6.4. Continue to produce an annual economic impact report (STEAM) which allows us to monitor visitor flows across the year and manage busy periods.</p>	<p>Production of annual report.</p>	<p>T</p>	<p>Oct 2026 and 2027</p>

7. Well connected

Actions	Measure	Lead	Timescale
<p>7.1. Continue close working with travel partners (FirstBus, ScotRail, Avanti) to make bus / rail travel a more attractive offer via enhanced information for leisure and business visitors.</p>	<p>Enhanced sustainable travel content on visitglasgow.com and visitglasgow.org.uk.</p> <p>Conferences sent information on travel passes for public transport.</p>	<p>DM</p> <p>C</p>	<p>Mar 2026</p>
<p>7.2. Promote public transport and cycle/walk as suggested travel options for all tourism activity, events and conferences. With new public transport travel options.</p>	<p>Keep 'Getting Around' pages up to date with sustainable travel options.</p> <p>Keep 'Accessibility' pages up to date with sustainable travel options.</p> <p>Meeting Planners' Toolkit shared with organisers.</p> <p>Continue to explore integrated travel options for core events as well as large one-off events.</p> <p>Establish city wide project group with a focus on improving transport options for attendees for large events. Once framework established then explore options for integration into medium to small events.</p>	<p>DM</p> <p>T</p> <p>C</p> <p>E</p> <p>E</p>	<p>Mar 2026</p>
<p>7.3. Continue to work with travel/industry partners to support the resilience of the city's live music sector.</p>	<p>Support through the city's existing forums – City Centre and Glasgow Tourism Advisory Forum.</p>	<p>T</p>	<p>Mar 2026</p>

Showcasing our city destination



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Priority 1-3 & 5

Glasgow 2030 Tourism Strategy
Priority 5

8. Celebrating our success and supporting visitors to make sustainable choices

Action	Measures	Lead	Timescale
8.1. Develop our online active travel options with a transport hierarchy, giving visitors more choice e.g. electric vehicle options.	2 x bespoke sustainable stories.	T, C and DM	Mar 2026
8.2. Work with public transport operators to support visitor itineraries e.g. First Bus SEC map (Conventions). Provide welcome signage at public transport hubs for delegates arriving.	10 x social media posts / blog / PR releases, inc. member showcase to highlight member green credentials.	C	
8.3. Increase spotlighting of experiences and itineraries using 3rd party green businesses, social enterprises delivering positive social impacts on our consumer website visitglasgow.com, comms and marketing to raise awareness, celebrate best practice and to make it easier for customers to make green choices.	Creation of a digital sustainability hub, with a prominent visibility on visitglasgow.com, which includes Glasgow's plant based, locally and sustainably sourced food and drink offer.	DM	
8.4. Communicate green transport options for attendees coming to large events.	Sustainable articles developed for the hub e.g. sustainable food and drink. Engage in influencer activity around this area.		
8.5. Ensure marketing and imagery in our communication and campaigns is representative of our city's demographic.	Ongoing improvements to the Meeting Planners' Toolkit.	DM	
8.6. Continue to develop the Convention Bureau meeting planners toolkit with details on leading sustainable businesses and experiences e.g., Sustainable Food Network.	CSR options added to the 'Services' section of the 'find a business' on visitglasgow.org.uk search.	C	

Action	Measures	Lead	Timescale
8.7. Continue to promote green spaces, outdoor activities and volunteering in community parks and gardens to our conference delegates.		C	Mar 2025



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