



Sustainable Tourism & Conventions Action Plan 2023 - 2025

Glasgowlife

**GLASGOW
CONVENTION
BUREAU**

This plan is a second 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 Strategic Priority 5 of the Glasgow Tourism Plan 2030
- support [Glasgow's Climate Plan](#)
- support the national tourism strategy [Scotland Outlook 2030](#)
- align to [UN Sustainable Development Goals](#).

Rationale

We are committed to implementing a balanced approach with greater focus on shaping positive and environmental impacts alongside economic benefits.

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

Strengthening their capacity to be resilient, to respond to customer expectations, and show that tourism can have a positive impact whilst helping to meet net zero ambitions are all key fundamentals.

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 inclusive 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.



Aileen Crawford

Head of Tourism and Conventions
Glasgow Life

Building a Sustainable Tourism Sector

1. Accessible, Resilient & Welcoming



SCOTLAND
OUTLOOK 2030
Our Thriving Places &
Our Memorable Experiences

Glasgow Climate
Action Plan
Priority 1 & 2

GTVP 2023
Strategic Partnerships &
Customer Experience

Tourism & Conventions Actions	Measure	Timescales
<p>1.1. Support businesses to access available funding streams and sign up to green accreditation schemes</p>	<p>70% of city centre hotel rooms to be signed up to a green accreditation scheme by March 2023 check where we are now.</p> <p>60% of leisure & business members to have green credentials and online accessibility guides</p>	<p>March 2025</p>
<p>1.2. Implement new contract with AccessAble to ensure 200+ key city and public service venues have up to date online accessibility information guides</p>	<p>Number of accessibility venue audits conducted / renewed</p> <p>Number of new / upgraded online accessibility guides available for Glasgow venues</p> <p>60% of leisure & business members to have online accessibility guides</p>	<p>March 2024</p>
<p>1.3. Work with VisitScotland and AccessAble to raise awareness on the importance of accessibility, its business benefit and the training opportunities which are available.</p>	<p>Number of workshops and webinars delivered</p> <p>Number of attendees and participants</p>	<p>June 2024</p>
<p>1.4. Continue to signpost our members to support and funding linked to greener practices e.g., Glasgow Chamber of Commerce ‘Step up to Net Zero’ scheme, Scottish Enterprise, VisitScotland toolkits, WRAP, Zero Waste Scotland, free toolkits to make your own guides</p>	<p>Inclusion in member comms; e-updates, webinar content, member event speakers, blogs</p>	<p>March 2024</p>

Tourism & Conventions Actions	Measure	Timescales
<p>1.5. Roll out new accessible event planning guides and 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>Number of new guide downloads</p>	<p>March 2025</p>
<p>1.6. Adapt tourism governance structures to be more inclusive and representative</p>	<p>Published changes / forward plans to existing tourism partnership structures.</p>	<p>March 2025</p>
<p>1.7. Ensure marketing and imagery in our communication and campaigns is more representative of our city residents</p>	<p>Review marketing toolkit imagery and use in destination comms/ campaigns</p>	<p>June 2024</p>
<p>1.8. Ensure all teams members participate in Equality and Diversity training</p>	<p>Maintain register of completed staff training</p>	<p>March 2024</p>

2. Improve Environmental and Social Impact via our Suppliers / Supported Partners



Glasgow Climate
Action Plan
Priority 1 & 2

GTVP 2023
Strategic Partnerships &
Customer Experience

Tourism & Conventions Actions	Measure	Timescales
<p>2.1. Continue to encourage city/partner DMCs and PCOs to create their own sustainability policy, share it publicly, and have it signed by their executive.</p>		ongoing
<p>2.2. Monitor feedback from our conference organisers on their perception of Glasgow as a sustainable and healthy meeting destination.</p>	<p>Through post-event evaluation we aim that 50%+ of all our conferences supporting programmes will have sustainability themes included by the end of 2025</p>	December 2025
<p>2.3. Work with event organisers to encourage conference supporting programmes to have sustainability aspects.</p>		

3. Glasgow's Food Offer



Glasgow Climate
Action Plan
Priority 1 & 2

GTVP 2023
Destination Marketing
& Customer Experience

Tourism & Conventions Actions	Measure	Timescales
<p>3.1. Support the promotion of restaurants and venues that offer local, organic and seasonal menus</p>	<p>Inclusion in consumer comms and campaigns</p>	<p>Ongoing</p>
<p>3.2. Utilise our Food Ambassador role to raise awareness of local issues and respond to the needs of our restaurants</p>		<p>Ongoing</p>
<p>3.3. Promote Food and Drink related support and training opportunities e.g., Hospitality Industry Trust, Food and Drink Scotland to businesses etc. Provide guidance and encourage sustainable food practices e.g., Grounds for Recycling</p>	<p>Inclusion in industry comms; e-updates, blogs and webinars</p>	<p>Ongoing</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 & Conventions Actions	Measure	Timescales
<p>4.1. Strive to maintain a top 10 position on the Global Destination Sustainability Index (the number of destinations on the index increased by 30% between 22-23).</p>	<p>Glasgow's position on GDS Index for 2023</p>	<p>Annually in October until 2025</p>
<p>4.2. Retain additional 3rd party green destination accreditation status e.g., EarthCheck</p>	<p>Retain Earthcheck Bronze status or equivalent accreditation</p>	<p>November 2023</p>
<p>4.3. Retain Glasgow's Sustainable Food Places accreditation</p>	<p>Retain Glasgow's Sustainable Food Places accreditation</p>	<p>ongoing</p>
<p>4.4. Glasgow Convention Bureau (GCB) will continue to be a supporter of the Net Zero Carbon Events Initiative and signatory of the Pledge</p>	<p>Pledge to Net Zero Carbon Events Initiative</p>	<p>ongoing</p>
<p>4.5. Maintain our commitment to the Glasgow Declaration on Climate Action in Tourism and Tourism Declares a Climate Emergency</p>	<p>Glasgow Declaration on Climate Action in Tourism Tourism Declares a Climate Emergency</p>	<p>ongoing</p>

5. Responsible Tourism: Extending Visitor Stays



Glasgow Climate
Action Plan
Priority 3

GTVP 2023
Leadership &
Customer Experience

Tourism & Conventions Actions	Measure	Timescales
<p>5.1. Work with industry, Destination Management Companies, Glasgow Life Destination Marketing team and partners to promote the city for longer stays, to add Glasgow to their itineraries and develop bookable experiences</p>	<p>Average length of stay for domestic / international leisure visitors and delegates and travel trade.</p>	<p>June 2025</p>
<p>5.2. Support industry / ticketing agents / Online Tour Operators to develop online bookable products</p>	<p>No. of online bookable offers on People Make Glasgow (PMG) site</p>	<p>June 2025</p>
<p>5.3. Work with surrounding regions to extend stays and strengthen Glasgow as a base for visitors in Scotland.</p>	<p>Baseline target (no of bookable products for Glasgow on OTA's e.g., Expedia, Virgin Experience Days)</p> <p>Economic impact of city travel trade business</p>	<p>June 2025</p> <p>March 2024</p>

6. Well-Connected and Thriving City



SCOTLAND
OUTLOOK 2030
Our Thriving Places &
Our Memorable Experiences

Glasgow Climate
Action Plan
Priority 3

GTVP 2023
Strategic Partnerships,
Destination Marketing,
Customer Experience &
Transport Connectivity

Tourism & Conventions Actions	Measure	Timescales
<p>6.1. Identify ongoing partnership opportunities to promote rail travel as part of destination marketing campaign activities. Target core markets for leisure and business visitors.</p>	<p>Enhanced sustainable travel content on consumer People Make Glasgow (PMG) site and B2B site.</p>	<p>March 2024</p>
<p>6.2. Promote public transport and cycle/walk as suggested travel options for all tourism activity, events and conferences.</p>	<p>No. of conference delegates which use travel pass</p>	
<p>6.3. Maximise the profile and impact of the UCI Cycling to support activities and assets of active travel partners e.g. OVO Bikes, city cycle routes, cycle repair location points across the city.</p>		<p>August 2023</p>

7. Resident Engagement



Glasgow Climate
Action Plan
Priority 1

GTVP 2023
Customer Experience

Tourism & Conventions Actions	Measure	Timescales
<p>7.1. Ensure citizen engagement is incorporated in any destination large scale project or strategy development</p>		<p>March 2025</p>
<p>7.2. Share online resident survey to gather views on the city’s visitor economy in order to inform 2025-26 action planning</p>		

8. Measurement & Evidencing



Glasgow Climate Action Plan
Priority 5

GTVP 2023
Leadership & Strategic Partnerships

Tourism & Convention Actions	Measure	Timescales
<p>8.1. Continue to embed and report using new social / environmental measures e.g. city cycle lane distances, social impacts of conferences, number of event volunteers</p>		<p>March 2024</p>
<p>8.2. 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>June 2024</p>

Showcasing Our Sustainable City Destination

9. Comms / Enhancing Wider Sustainable Choices to our 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	Timescales
9.1. Continue to develop itineraries and visitor experiences with sustainable / accessible businesses	Social media posts / blogs / PR releases	March 2024
9.2. Continue to work with public transport operators to support visitor itineraries	Member showcase features on social media to highlight member green credentials	
9.3. Increase coverage of positive social impacts, green choices, a welcoming and inclusive city on our destination & B2B websites – to raise awareness, celebrate best practice and to make it easier for businesses to get involved / be inspired.	User numbers to destination website	
9.4. Continue to promoting Glasgow’s plant based, locally and sustainably sourced food and drink offer		
9.5. Continue to develop the Convention Bureau meeting planners toolkit with details on leading sustainable businesses and experiences		
9.6. Continue to promote green spaces, outdoor activities and volunteering in community parks and gardens to our conference delegates		



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