



Visit Glasgow Sustainability Action Plan 2025 - 2027

Progress Report - April 2025 to March 2026

**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	2025/2026 Update
<p>1.1. Work with city partners and industry to maintain a top 20 position on the Global Destination Sustainability Index.</p>	<p>Coordinate annual submission to GDS for 2025 and 2026. (Baseline 2025: ranked 12th out of 100 destinations).</p>	<p>Tourism</p>	<p>In 2025 Glasgow was ranked 5th place globally and 1st in the UK (out of 21 destinations). This reflects the hard work and dedication of multiple partners and organisations across the city. The GDS Index assesses destinations on their sustainability efforts across four key areas: Destination Management, Supplier (Industry), Social Progress and Environmental Performance. For the Supplier category – Glasgow ranked No.3.</p>
<p>1.2. Retain Green Tourism GOLD status for Glasgow Convention Bureau.</p>	<p>Green Tourism GOLD.</p>	<p>Tourism & Conventions</p>	<p>Retained</p>
<p>1.3. 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>Tourism</p>	<p>Retained Declaration on Climate Action in Tourism. Tourism Declares a Climate Emergency has concluded.</p>

Actions	Measure	Lead	2025/2026 Update
<p>1.4. Retain our organisational commitment to providing a fair wage and working conditions for our employees and promote to industry.</p>	<p>Glasgow Life accredited Living Wage employer.</p>	<p>Glasgow Life</p>	<p>Retained</p>
<p>1.5. 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>Conventions</p>	<p>Glasgow Convention Bureau concluded being a signatory of the Net Zero Carbon Events Initiative Pledge and has focused its energies elsewhere.</p>
<p>1.6. Ensure all teams members participate in Equality and Diversity 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>All</p>	<p>Colleagues have completed 74 courses.</p>

2. Resident engagement

Actions	Measure	Lead	2025/2026 Update
<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>Tourism</p>	<p>Almost 1,300 responses were received from Glasgow City Council's public consultation (Feb-May '25) which was distributed to stakeholders, organisations and the public on the Council's Consultation Hub.</p> <p>Resident Sentiment Survey (Sep-Nov '25) received over 500 responses:</p> <ul style="list-style-type: none"> • 94% agreed 'tourism improves the local economy'. • 91% 'like seeing visitors in the city'. <p>2025 Annual Household Survey included tourism related questions with over 1,000 responses:</p> <ul style="list-style-type: none"> • 94% agreed that 'tourism improves the local economy'. • 90% 'like seeing visitors in the city'. <p>The digital resident survey, asked:</p> <ol style="list-style-type: none"> 1. 'What aspects of Glasgow are often overlooked by visitors?' 2. 'What should Glasgow be proudly showcasing in visitor marketing?' 3. 'In Glasgow's Tourism Action Plan 2026-28, we should take the opportunity to...' <p>Feedback indicated that residents wanted to see a greater focus on the city's architecture, cultural heritage and parks and green spaces.</p> <p>15 attraction partners participated in the Glasgow 850 Resident's Campaign and the campaign has been continued into 2026.</p> <p>Community engagement piloted during the Ramadan 2026 project informed the city's first civic recognition of Ramadan and related events. Further work on a Business & Residents Engagement model is ongoing.</p>

3.Measurement and evidencing

Actions	Measure	Lead	2025/2026 Update
<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>Tourism, Conventions, Events</p>	<p>Social and environmental measures continue to be monitored and reported to the Glasgow Tourism Advisory Forum including; positive social impact for events and conferences, resident sentiment towards the city’s tourism sector and the city’s GDS Index ranking.</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>Tourism</p>	<p>The most recent STEAM tourism economic impact report for Glasgow relates to 2024. The top-level findings from this report have been shared widely via partners and media, and feature on visitglasgow.org.uk. The detailed report has been presented and shared with our industry groups and stakeholders. The STEAM model was used to set targets for our Glasgow 2030 Tourism Strategy (p. 21).</p>

Supporting our tourism sector



4. Sustainable and inclusive

Glasgow Climate Action Plan
Priority 1-3 & 5

Glasgow 2030 Tourism Strategy
Priority 5

Actions	Measure	Lead	2025/2026 update
<p>4.1. Support businesses (with a focus on hotels) to adopt more sustainable and circular practices.</p>	<p>Third-party sustainability certification:</p> <ul style="list-style-type: none"> • 70% of city hotel rooms (Baseline: 62% March 2025). • 60% of Destination Glasgow leisure & business members (Baseline: 47% March 2025). • 100% of the top 10 visitor attractions (Baseline: 100% March 2025). • 100% of convention centres (Baseline: 100% March 2025). • 60% of event agencies (Baseline: 50% March 2025). <p>100% of event agencies that Destination Glasgow works with to have a formal, written sustainability policy (Baseline: 92% March 2025).</p>	<p>Tourism</p>	<p>Third-party sustainable certifications:</p> <ul style="list-style-type: none"> • 68% of hotels (6% increase). • 100% of top 10 visitor attractions retained certifications. • 100% of convention centres have retained accreditation. • 64% of event agencies (14% increase). • 93% of event agencies have a formal written sustainability policy.

Actions	Measure	Lead	2025/2026 update
<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>	<p>Tourism</p>	<p>A dedicated information hub signposting to sustainability support, information, grants and networks across Glasgow and Scotland has been created on our B2B website.</p>
<p>4.3. Maintain contract with AccessAble to ensure key city and public service venues have up to date online accessibility information.</p>	<p>Online accessibility guides:</p> <ul style="list-style-type: none"> • 100% of GL Museums and Cultural venues (Baseline: 88% of Museums, 75% Cultural venues March 2025). • 60% of leisure & business members to have (Baseline: 30% March 2025). 	<p>Tourism</p>	<p>Over 200 venue accessibility guides were checked to ensure they remain accurate and current.</p> <p>In-person reassessments of selected venues by surveyors to capture recent changes and improvements were conducted.</p> <p>Venues receiving site visits have been enhanced with 360° imagery, improving the quality and usability of their digital access guides.</p> <p>Glasgow Life will continue its partnership with AccessAble for the 2026–27 period.</p> <p>Onsite hotels at SEC were supported to retain digital access guides for 2026, aligning with the delivery of the Commonwealth Games.</p>

Actions	Measure	Lead	2025/2026 update
<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>	<p>Tourism</p>	<p>An Inclusive Marketing Webinar was delivered in February 2026, attracting over 50 attendees.</p> <p>In partnership with VisitScotland, work is underway to develop a targeted programme for city hotels with a high number of accessible rooms. The programme will provide training and support, enhance sector knowledge and strengthen the accessible visitor experience across participating hotels.</p> <p>Inclusive communications and training opportunities have been regularly shared with industry stakeholders, supporting ongoing awareness and capability building.</p>
<p>4.5. Deliver communications activity to support audiences with access needs.</p>	<p>Delivery of digital comms incl. promotion of VisitScotland Inclusive Tourism Toolkit and training.</p>	<p>Destination Marketing & Tourism</p>	<p>An accessible itinerary for wheelchair users was added to visitglasgow.com and promoted on social media. A dedicated accessibility page directs users to organisations offering activities for various access needs.</p>

Actions	Measure	Lead	2025/2026 update
<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>	<p>Conventions</p>	<p>EDI question was added to the post conference survey (April 2025): <i>“Q7. Considering Equality, Diversity and Inclusion, can you give any examples of considerations or actions you've taken to ensure your meeting is accessible and welcoming to all?”</i></p> <ul style="list-style-type: none"> • 46 survey responses received. • 82.6% (38 respondents) answered positively and provided examples.
<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 to provide places for international students to participate.</p>	<p>Tourism</p>	<p>Glasgow Tourism Advisory Forum and the Glasgow Tourism and Events Network continued to provide placements for international students to participate throughout 2025/26.</p> <p>Students had the opportunity to challenge and feed into priority discussions and support collaboration between the student community and industry.</p>

Actions	Measure	Lead	2025/2026 update
<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 University via their placement scheme for undergrad and postgrad tourism and events students.</p>	<p>Destination marketing, Tourism, Events, Conventions</p>	<p>As in previous years, colleagues from across our teams have presented to students at city universities to update on city activity e.g. Glasgow Event Strategy and position the sector as a strong and desirable career option.</p> <p>The GL – Events team are developing an Industry Development & Engagement Plan with support of the Glasgow Events Sector Industry Group (GESIG), with young people as a key consideration.</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>Conventions</p>	<p>Feedback from organisers in 2025: showed 87% had prioritised green activity, providing examples of how their meeting was sustainable or green.</p> <p>Organisers were also asked; <i>“When selecting venues / hotels for your meeting, how essential was sustainability?”</i></p> <ul style="list-style-type: none"> • 84.8% indicated it was either essential or one of the top factors considered. • 46 survey responses for 2025. • 40 (87%) positive responses to Q5. • 39 (84.8%) positive responses to Q6.

Actions	Measure	Lead	2025/2026 update
<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>Conventions</p>	<p>We engage 100% of conference clients on sustainability and impact at both bid stage and post-confirmation, providing support to help ensure their events are as sustainable as possible.</p>
<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>Conventions</p>	<p>The post conference survey asks organisers “Q4. Looking at the impact and legacy of your meeting, are there any examples that you can cite of the wider impact of the event? If yes, please give details of your initiative.”</p> <ul style="list-style-type: none"> • 46 survey responses for 2025. • 43 (93.5%) positive responses and examples.

Actions	Measure	Lead	2025/2026 update
<p>4.12. 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>Events</p>	<p>Accessibility audits were completed with findings informing future planning.</p> <p>GL - Events engage with Euan's Guide to inform accessibility considerations across event planning and delivery. Euan's Guide supports venues in sharing detailed accessibility information, and while this engagement is ongoing, further thought is being given to how this model aligns with the temporary and outdoor nature of many of our events.</p>

5. Champion local food/producers

Actions	Measure	Lead	2025/2026 update
<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>Destination Marketing</p>	<p>Most restaurants promoted by Visit Glasgow offer local, organic and seasonal menus. In addition, a specific page promoting local dining and eateries is regularly promoted on our social channels and via consumer PR on press trips and with influencers.</p> <p>On all press trips, independent restaurants and cafes feature in itineraries to promote seasonal menus and local produce. As well as highlighting B Corp businesses like Dear Green and The Social Hub as a hotel.</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 DG members.</p>	<p>Tourism</p>	<p>Retained and features on member benefits.</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.</p> <p>Promotion of Glasgow 850's Taste our Place campaign.</p>	<p>Destination Marketing & Tourism</p>	<p>Promoted Sustainable food places on a dedicated webpage as well as throughout the website and on social channels.</p> <p>Supported Taste the Place throughout 2025 on the visitglasgow.com, socials, e-newsletter and through press trips and influencers.</p> <p>As a result of press releases and media visits, Taste the Place has been featured in a range of prominent outlets, including top Italian publication Il Sole 24 Ore, Manchester Confidential, and the US-based online travel magazine She Buys Travel.</p>

Actions	Measure	Lead	2025/2026 update
<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>Events</p>	<p>Local and seasonal produce is considered within catering tender evaluations, with sustainability criteria in place to assess supplier approaches. While no fixed percentage is currently mandated, related measures, including organic targets, are embedded. Work is ongoing to review and strengthen requirements, including the potential introduction of updated targets to further support local sourcing across event catering.</p>

6. Extending visitor stays

Actions	Measure	Lead	2025/2026 update
<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>Tourism & Destination Marketing</p>	<p>Joint Glasgow showcase event delivered in November in Edinburgh with Lomond Leisure Group.</p> <p>New Itineraries developed:</p> <ul style="list-style-type: none"> • Tour Partner Group; new Glasgow / Liverpool experience. • Aurora Reizen – Glasgow included with this new operator for Scotland. • Gate 1 Travel – New 7-night Stay & Explore Itinerary inc. Glasgow. <p>Plans secured for 2026:</p> <ul style="list-style-type: none"> • Colleagues will attend and sponsor a travel trade networking reception at Tartan Week in USA. • B2B campaign planned; United Airlines & Travel Weekly to promote Glasgow - Newark route launch. <p>3 travel trade webinars took place in March:</p> <ul style="list-style-type: none"> • Tour Partner Group /Liverpool • VisitBritain Canada / Travel Weekly • VisitBritain Canada /Association of Canadian Travel Agents

Actions	Measure	Lead	2025/2026 update
<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>Tourism</p>	<p>VisitScotland Connect 2025 - Colleagues hosted 41 meetings.</p> <p>In partnership with partners, we delivered:</p> <ul style="list-style-type: none"> • 3 x Travel Distribution Workshops: 2 x travel trade, 1 x China Ready. • 1 x learning session for UNESCO City of Music. • A familiarisation trip for German travel agents. • Sponsored and attended VS's German Business Development Mission. • Achieved 22% increase in high-quality, bookable experiences in Glasgow: from 129 to 157 listings on GetYourGuide and Viator.
<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>Destination Marketing</p>	<p>Worked with Visit Arran and Avanti on a dual campaign. Now looking at a partnership campaign with the Ayrshires. New campaign is promoting Glasgow as a base and the Gateway to Scotland.</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>Tourism</p>	<p>The most recent STEAM tourism economic impact report for Glasgow relates to 2024. The top-level findings from this report have been shared widely via partners and media, and through visitglasgow.org.uk. The detailed report has been presented and shared with our industry groups and stakeholders. The STEAM model has been used to set targets for our Glasgow 2030 Tourism Strategy (p. 21).</p>

7. Well connected

Actions	Measure	Lead	2025/2026 update
<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>Destination Marketing</p> <p>Conventions</p>	<p>Regular partnership working has taken place with Avanti, ScotRail and Caledonian Sleeper, and now Lumo. Campaigns with Avanti were delivered in 2025 and are planned for 2026. Planning is underway for a campaign with Caledonian Sleeper and Lumo in 2026/27.</p> <p>Regular meetings were held with key stakeholders to support product development, incorporating feedback from conference organisers.</p> <p>For large-scale conferences, bulk purchasing of travel passes was encouraged where feasible. In cases where this was not possible, individual delegate purchases were actively promoted and monitored.</p> <p>For example, at the Ocean Sciences Conference (Feb 2026), the Conference Rover train ticket was promoted to approximately 6,000 delegates, resulting in over 2,000 ticket purchases.</p> <p>Similarly, for the European Renal Association Congress (Jun 2026), we are working with FirstBus to develop a dedicated booking portal to encourage bus ticket purchases among the expected 10,000 delegates.</p>

Actions	Measure	Lead	2025/2026 update
<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>Destination Marketing</p> <p>Tourism</p> <p>Conventions</p> <p>Events</p> <p>Events</p>	<p>Pages continue to be refreshed with new content e.g. new Voi cycle network. A joint campaign with VisitScotland and Sustrans was delivered to promote active travel in the city and surrounding areas.</p> <p>The Meeting Planners’ Toolkit is shared with all conference organisers as standard alongside additional support and guidance to promote walking and public transport travel choices.</p> <p>Encouraged organisers to include health and wellbeing activities as fringe / social events.</p> <p>Expanded the Active Glasgow section of the Meeting Planners’ Toolkit.</p> <p>Options are being explored with new Glasgow Transport & Events Group, which has been set up to identify opportunities to streamline and enhance travel and visitor experiences around city events.</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>Tourism</p>	<p>Visit Glasgow colleagues participate in and coordinate the Glasgow Tourism Advisory Forum and the Glasgow Tourism and Events Network which include representatives from the live music sectors (DF Concerts and SEC). This highlights the strategic importance of the sector. Live music / events and the night-time economy has been given greater focus in the updated Glasgow Tourism Action Plan 2026-28.</p>

Showcasing our city destination



Glasgow Climate Action Plan
Priority 1-3 & 5

Glasgow 2030 Tourism Strategy
Priority 5

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

Action	Measures	Lead	2025/2026 update
<p>8.1. Develop our online active travel options with a transport hierarchy, giving visitors more choice e.g. electric vehicle options.</p>	<p>2 x bespoke sustainable stories.</p> <p>10 x social media posts / blog / PR releases, inc. member showcase to highlighting credentials.</p>	<p>Tourism, Conventions, Destination Marketing</p>	<p>The refreshed visitglasgow.com “Getting Around” section now prioritises low-carbon travel, positioning cycling routes and sustainable transport guidance at the forefront of the user journey to actively influence visitor behaviour.</p>
<p>8.2. Work with public transport operators to support delegate itineraries including Meeting Planners Toolkit. Provide welcome signage at public transport hubs for delegates arriving.</p>		<p>Conventions</p>	<p>Travel solutions continue to be provided to conference organisers through collaboration with multiple transport partners. For example, for the European Association for International Education conference (Sept 2026), a bespoke booking portal has been developed in partnership with Avanti West Coast for 8,000 delegates, alongside the development of a travel smart card currently in progress.</p>
<p>8.3. Increase visibility of experiences and itineraries featuring sustainably accredited businesses and social enterprises on visitglasgow.com, supported by communications and marketing activity to raise awareness, showcase best practice, and make it easier for customers to choose sustainable options.</p>	<p>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.</p> <p>Sustainable articles developed for the hub e.g. sustainable food and drink. Engage in influencer activity around this area.</p>	<p>Destination Marketing</p>	<ul style="list-style-type: none"> • New sustainable food and drink pages have been created and promoted to visiting influencers. • Local eateries are featured across visitglasgow.com, alongside sustainable things to do and places to eat • Communications have highlighted Glasgow’s 5th place GDS Index ranking, green spaces, and restaurants in the Slow Food Glasgow directory.

Action	Measures	Lead	2025/2026 update
<p>8.4. Communicate green transport options for event attendees.</p>		Destination Marketing	<p>Ongoing engagement with visiting media and influencers promotes public transport as the preferred travel mode, supporting lower-carbon travel behaviours.</p> <p>Partnerships with Lumo, TransPennine Express and Avanti West Coast have extended reach and impact, promoting rail as a practical, lower-carbon alternative between London and Glasgow and supporting a shift away from higher-emission travel.</p>
<p>8.5. Ensure marketing and campaign imagery authentically reflects the diversity of Glasgow’s communities.</p>		Destination Marketing	
<p>8.6. Develop the Meeting Planners Toolkit with details on leading sustainable businesses and experiences.</p>	<p>CSR options added to the ‘Services’ section of the ‘find a business’ on visitglasgow.org.uk search.</p>	Conventions	
<p>8.7. Continue to promote green spaces, outdoor activities and volunteering in community parks and gardens to our conference delegates.</p>		Conventions	



Anna Young

Senior Tourism and Sustainability Manager

Destination Glasgow - Tourism

anna.young@glasgowlife.org.uk