

Glasgow Tourism 2030 Strategy noted – Recommendation to City Administration Committee.

6 There was submitted a report by the Executive Director of Neighbourhoods, Regeneration and Sustainability regarding the Glasgow Tourism 2030 Strategy, advising

- (1) that Glasgow Life was responsible for the review, development and implementation of the city's new Tourism strategy to 2030, in partnership with stakeholders, VisitScotland, Glasgow City Council, Scottish Enterprise and industry and the Chairs of Glasgow's leading attractions and the Greater Glasgow Hoteliers Association brought on board with the consultancy Toposophy to refresh the Tourism strategy to 2030;
- (2) that the strategy was intended to provide a strategic framework that would inform and shape the future of Glasgow's visitor economy through to 2030, developed through a process of extensive consultations with diverse city stakeholders, research on the market sector and resident sentiment, it was intended as a strategy for the city, from which a wide range of stakeholders would be able to take their lead;
- (3) that the review and consultation process had been thorough and wide reaching, as detailed in the report;
- (4) that the project outcomes of the strategy aimed to support the national tourism strategy, Scotland Outlook 2030, Glasgow's Economic Strategy and the Regional Economic Strategy and in doing so, the plan would embed the aims of the United Nations Sustainable Development Goals to ensure Glasgow was promoting the benefits of responsible tourism;
- (5) that the Tourism Strategy to 2030 would focus on 5 strategic priorities namely, increase the value of tourism to Glasgow's economy, enhance experiences that we offer, create value for Glasgow's people through the tourism sector, support vibrant places across the city and surrounding region and deliver tourism in a sustainable and inclusive way and each would have a 2-year action plan; and
- (6) of the next steps and action planning, as detailed in the report.

After consideration, the committee

- (a) noted the report; and
- (b) agreed to recommend to the City Administration Committee approval of the Glasgow Tourism 2030 Strategy that had been endorsed by the Glasgow Life Board and Glasgow Economic Leadership with an official launch of the refreshed Glasgow Tourism 2030 Strategy with industry and stakeholders in October 2023.