

**Glasgow City Council****Economy, Housing, Transport & Regeneration Committee****Report by Susan Deighan, Chief Executive, Glasgow Life****Contact: aileen.crawford@glasgowconventionbureau.com****REFRESH OF THE GLASGOW TOURISM 2030 STRATEGY****Purpose of Report:**

To update the committee on the process, findings and recommendations from the recent consultation process to refresh the city's Tourism strategy to 2030.

Recommendations:

The committee are asked to note

- (1) the recommendations, following a thorough consultation and review process, led by the Glasgow Tourism Partnership to endorse the refresh of the Glasgow Tourism Plan to 2030; and
- (2) that to date the strategy has been endorsed by the Glasgow Life Board and GEL and following the EHTR Committee meeting the strategy will progress to the City Administration Committee, with an official launch of the refreshed Glasgow Tourism 2030 strategy with industry and stakeholders in October 2023.

Ward No(s):

Citywide: ✓

Local member(s) advised: Yes No Xconsulted: Yes No X

1. Introduction

1.1 Glasgow Life is responsible for the review, development and implementation of the city's new Tourism strategy to 2030, in partnership with stakeholders: VisitScotland, GCC, Scottish Enterprise, and industry.

As the lead for Tourism, Events and Conventions for the city, Glasgow Life has worked with the delivery partners; Scottish Enterprise, VisitScotland, Glasgow Airport 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.

1.2 The strategy is intended to provide a strategic framework that will 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 is intended as a strategy for the city, from which a wide range of stakeholders will be able to take their lead.

1.3 As the National Tourism Strategy Scotland Outlook 2030 states, 'tourism is no longer just about tourists; it's about people. Success means more than numbers; it's about enrichment and prosperity for residents and our visitors.' This is the success that we wish to see in Glasgow too; where a thriving tourism sector "brings a wealth of economic, social and cultural benefits to our communities." By working together and taking into account the needs of both residents and visitors in the way we deliver this strategy, public and private organisations from across the city can contribute towards delivering on Scotland's ambition to be the 'world leader in 21st century tourism.'

2. Background

2.1 The current Glasgow Tourism & Visitor Plan was launched in 2017 to run until 2023, with a mid-term review that took place in 2020.

The four key priorities highlighted in the [Tourism and Visitor Plan \(Mid-Term Review, 2020\)](#) were:

- (1) Sharing our cultural city
- (2) Developing competitive and innovative products and services
- (3) Supporting seamless journeys (improving wayfinding, accessibility) and;
- (4) Building on events to encourage event visitors to stay longer

2.2 Toposophy are the team who delivered the current Glasgow Tourism Plan's mid-term review in 2020, they worked with VisitScotland on the national tourism strategy Outlook 2030 and have delivered city tourism plans for Aberdeen and Edinburgh. They were appointed in Autumn of 2022 and were contracted to May 2023 to deliver the refreshed strategy.

2.3 The review and consultation process has been thorough and wide reaching. Glasgow has led the way including citizen engagement for the first time in Scotland; asking the people of Glasgow their thoughts on tourism, events and the city's visitor economy.

2.4 The oversight of the strategy has been led by the Glasgow Tourism Partnership whose members include the CEO of the SEC as Chair, CEO of VisitScotland, the COO of Glasgow Airport, the CEO of Glasgow Life, the senior policy officer from Scottish Enterprise, the Chair of the Greater Glasgow Hoteliers Association, the Chair of Glasgow's leading Attractions and the Head of International, Invest and Innovation at GCC.

2.5 The new plan will have an enhanced focus on responsible tourism and its key role in the city's economic recovery, as well as on accessibility and the city's ability to welcome event attendees, visitors and delegates with access requirements.

2.6 The consultation included 6 in-person workshops with over 120 attendees, an online session with 20 local students, numerous 1:1 interviews with senior council leaders and tourism leaders, and it also included feedback from over 520 residents via Glasgow Life's first online citizen's survey. The Citizen's survey results were very positive with over 70% of residents saying Glasgow was a great place to visit, over 90% saying they like to see visitors enjoy our city and over 90% of citizens say that tourism boosts the local economy.

2.7 Defining Glasgow's tourism assets can help the city's visitor economy stakeholders to articulate the city's product offer to visitors more clearly - and ensure that this offer is targeted towards the right audiences in the right place.

Following stakeholder engagement held as part of this strategy development project, the following list of assets has been identified and arranged into three categories:

Lead Driver

- Locations or events that are emblematic or unique to Glasgow, and for which it has national or international acclaim (e.g. Home of Mackintosh, UNESCO City of Music)
- An event of UK or international significance (such as a major sporting event, or conference or major exhibition)
- An event or location that would motivate an international visitor to visit, such as an international conference.

Supporting Experience

- Adds variety and diversity to a visit to Glasgow
- Increases dwell-time, often in combination with a Lead Driver
- A motivator for a domestic visitor to visit

Supporting Public Amenities

- Public amenities provided primarily for residents, which should also deliver an enjoyable experience for visitors

3. The Strategy

3.1 The project outcomes aim to support the national tourism strategy, Scotland Outlook 2030, Glasgow's Economic Strategy and the Regional Economic Strategy. In doing so, the plan will embed the aims of the UN Sustainable Development Goals to ensure Glasgow is promoting the benefits of responsible tourism.

3.2 Through the delivery of this strategy, tourism will support Glasgow as:

A Sustainable City
An Inclusive and Accessible City
A Leading Events City
A Connected City
An Innovative City
A Thriving City

3.3 The ambition of this strategy is *“Together we will grow the value of tourism in Glasgow by delivering for our visitors, our businesses, our communities and the environment.”*

3.4 The vision for the strategy is that by 2030, tourism in Glasgow will make a strong contribution to making the city an attractive place for people to live, invest, study, and visit. The value of tourism to the city's economy will increase, as Glasgow attracts visitors who stay longer to enjoy the assets that make Glasgow unique. Above all, Glasgow will set an example for cities across the UK and internationally for the way that delivers tourism experiences in a way that minimises carbon emissions while maximising benefits to communities and the local economy.

3.5 The Tourism strategy to 2030 will focus on these five strategic priorities, each with a 2-year action plan:

1. Increase the value of tourism to Glasgow's economy
2. Enhance the experiences that we offer
3. Create value for Glasgow's people through the tourism sector
4. Support vibrant places across the city and surrounding region

5. Deliver tourism in a sustainable and inclusive way

4. Next Steps and Action Planning

The strategy will progress to the City Administration Committee on 28 September, with an official launch of the refreshed Glasgow Tourism 2030 strategy with industry and stakeholders in October 2023.

The strategy will be accompanied by a focused 2-year Action Plan, from January 2024 to December 2026 to ensure there is a focus on short to mid-term delivery. The actions will be co-curated by all stakeholders, industry and partners. The actions will include a refreshed target for the value and volume of Tourism to the city by December 2026, as well as projecting targets for Tourism in Glasgow to December 2030.

Glasgow Life is able to update the policy committee on process and actions towards targets on an annual basis, or as appropriate.

5. Glasgow Tourism 2030 Action Plan Outline

1. Increase the value of tourism to Glasgow's economy

Nurturing markets which will bring the most economic and social value to the city..

2. Enhance the experiences that we offer

To stand out among our competitors, it is important that we give visitors and residents compelling reasons to come into Glasgow – and to keep returning to the city.

3. Create value for Glasgow's people through Tourism

Tourism should create value for Glasgow's people, for example by creating economic opportunities through fair work and improving skills. It should also create opportunities for Glaswegians to meet, socialise and for participation in the city's cultural life.

4. Support vibrant places across the city and surrounding region

Glasgow is a varied city, with many attractions that lie in the city centre and beyond. Glasgow also represents an appealing and practical base from which visitors to Scotland can explore the surrounding region - just as locals do. Demand from tourism can help to support communities in Glasgow and the wider city region.

5. Deliver tourism in the most sustainable and inclusive way

To meet Glasgow's climate action ambitions, as well as other national and local policy objectives, it is imperative that we deliver tourism in the most sustainable and inclusive way.

6 Policy and Resource Implications

Resource Implications:

<i>Financial:</i>	There are no new financial implications arising from the report
<i>Legal:</i>	None
<i>Personnel:</i>	None
<i>Procurement:</i>	None

Council Strategic Plan: The plan supports the grand challenges and Missions:
Grand Challenge 1: Reduce poverty and inequality in our communities.
Mission 4: Support Glasgow to be a city that is active and culturally vibrant.

Grand Challenge 2: Increase opportunity and prosperity for all our citizens
Mission 1: Support Glasgow residents into sustainable and fair work
Mission 2: Support the growth of an innovative, resilient and net zero carbon economy.
(Tourism is featured here)

Grand Challenge 3: Fight the Climate Emergency in a Just Transition to Net Zero.
Mission 1: Sustainable transport & travel with the city region

Equality and Socio-Economic Impacts:

Does the proposal support the Council's Equality Outcomes 2021-25? Please specify.

n/a

What are the potential equality impacts as a result of this report?

no significant impact

Please highlight if the policy/proposal will help address socio-economic disadvantage.

In relation to the 33,000 jobs in the Tourism and Hospitality sector

Climate Impacts:

Does the proposal support any Climate Plan actions? Please specify:

The proposal supports the overall implementation of the city's Climate Plan, including its vision for a fairer, greener and healthier city.

What are the potential climate impacts as a result of this proposal?

The proposal seeks to address the climate and ecological emergency by encouraging event providers, conference organisers and visitors to consider their impact and take action towards making positive contributions to the overall city's action to address global climate change.

Will the proposal contribute to Glasgow's net zero carbon target?

Yes - the proposal will contribute through requiring conference organisers, event producers and visitors to understand and reduce their emissions.

Privacy and Data Protection Impacts:

Are there any potential data protection impacts as a result of this report
No

If Yes, please confirm that a Data Protection Impact Assessment (DPIA) has been carried out

7 Recommendations

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