

# Glasgow 2030 Tourism Strategy

**Tourism and Events Governance** 

## GLASGOW'S TOURISM PARTNERS

The delivery of the Glasgow 2030 Tourism Strategy is coordinated by Glasgow Life, in partnership with Industry, VisitScotland and Glasgow City Council. Each organisation brings expertise and support to the tourism and events sector.

### **Glasgow Life (GL)**

- Tourism lead for the city
- Destination Marketing
- Events
- Glasgow Convention Bureau
- Manage many of the city's cultural assets
- Manage a variety of music venues

## VisitScotland (VS) Glasgow Cit

- Scotland's National Tourism
  Agency
- National and international marketing
- Visitor information and advice
- Industry engagement, advice and support
- Data and insights

### Glasgow City Council (GCC)

- City strategy and policy
- Infrastructure and the public realm
- Licencing and planning
- Economic development

## GLASGOW TOURISM ADVISORY FORUM (GTAF)

The Glasgow Tourism Advisory Forum is the strategic body for the tourism sector, with representation from key organisations and groups across the business community.

The purpose of the Forum is to monitor and report on progress against the actions set out in the Glasgow 2030 Tourism Strategy.

The Forum is operationally supported by Tourism colleagues at <u>Glasgow Life</u>, and feeds in to <u>Glasgow Economic Leadership</u> (GEL).

### Focus for 2024 to 2026:

- Have strategic oversight for the Glasgow 2030 Tourism Strategy
- Monitor and report on the progress of the Glasgow Tourism Action Plan 2024-26

### **MEMBERS:**



Susan Deighan Chief Executive Glasgow Life

Glasgowlife

### Industry

- Accommodation providers
- Attractions, venues, shopping
- Events, Food and Drink
- Deliver visitor experiences
  and customer service



Pamela Thomson Chief Operating Officer DF Concerts & Events





Kevin Rush Director of Regional Economic Growth Glasgow City Council





Matt Hazelwood Chief Commercial Officer Glasgow Airport



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### Peter Duthie - Chair

Chief Executive Scottish Event Campus



Scottish Event Campus



### Lynne Cooper

Regional Director VisitScotland

Scotland Alba



### Dr Stuart Patrick Chief Executive Glasgow Chamber of Commerce





**Dr Jaeyeon Choe** Lecturer Glasgow Caledonian University





Scott MacLean Managing Director Green Tourism



**Aileen Crawford** Head of Tourism and Conventions **Glasgow Life** 

Glasgowlife



Janice Fisher General Manager Novotel & Ibis City Centre Hotel





Lee Scott Audience Development Manager The Hunterian

University of Glasgow



The Glasgow Tourism and Events Network is operationally focused, representing the voice of tourism and events in Glasgow.

The group provides a platform for industry sector leads to collaborate, learn and celebrate best practice.

The GTEN connects with the Glasgow Tourism Advisory Forum (GTAF) and is operationally supported by Tourism colleagues at Glasgow Life.

### Focus for 2024 to 2026:

- Share data and insights to inform activity.
- Support collaboration and early information sharing across the sector.

Valeriia Verkhovska Student **Glasgow** Caledonian University





### **MEMBERS:**

### **Greater Glasgow Hotels Association Co-Chairs**



Janice Fisher. Chair of GTEN General Manager Novotel and Ibis City Centre Hotel





Hina Rubbani **General Manager** Radisson Blu Glasgow



### **Glasgow's Leading Attractions Chair**



Lee Scott, Vice-Chair of GTEN Audience Development Manager The Hunterian

VisitScotland



Lynne Cooper **Regional Director** VisitScotland

Scotland | Alba



### Jamie Stevens

**Regional Director of** Operations The Village Hotel





## **Chris McGuinness**

General Manager Marriott Glasgow

GGHA

### **Glasgow City Sightseeing**







### **Scottish Event Campus**



### **Debbie McWilliams**

Director of Live Entertainment Scottish Event Campus



### **Glasgow Airport**



**Marc Findlay** Head of Marketing Glasgow Airport





## **City of Glasgow College**

College



### **Gordon McIntyre** Associate Dean for Hospitality & Tourism at City of Glasgow



### **Glasgow Life**

Aileen Crawford Head of Tourism & Conventions Glasgow Life

Glasgowlife

### **City Centre Retail Association**



**Kyron Keogh** Managing Director ROX

### FirstBus



**Carolyn Harper** Head of Marketing First Bus

First 7 Bus





**Chris Greenwood** Senior Research Fellow Glasgow Caledonian University – Moffat Centre

MOFFATCENTRE



**Colin Rodger** Head of Events DF Concerts & Events







### lan Elder

Project Manager City Centre Regeneration Glasgow City Council

### **Glasgow City Council**



**Dominic Dowling** Economic Development Manager Glasgow City Council

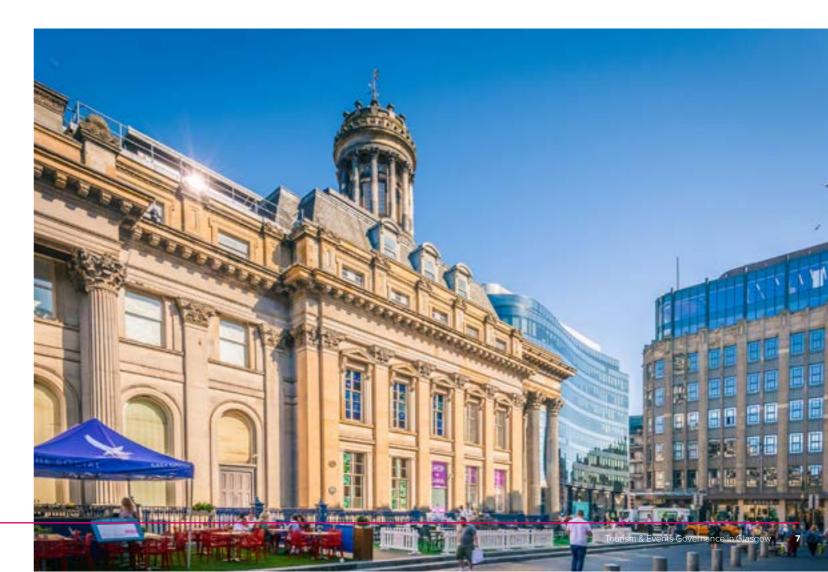


### Expedia



Katie Rennie Market Manager Expedia





**Glasgow Caledonian University** 

Mistura Olowookere Student Glasgow Caledonian University







**Tracey Martin Destination & Events** Marketing Lead Glasgow Life

Glasgowlife





Glasgowlife



#### Jonathan Dawson

Senior Events & Operations Lead Glasgow Life

Glasgowlife