

NEWS RELEASE

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Glasgow tourism businesses to be recognised for improving city's visitor experience

Businesses delivering customer service excellence across Glasgow's tourism and hospitality sectors are to be recognised through a new scheme.

The Glasgow Welcomes Business Recognition Programme will reward city businesses, large and small, which consistently go the extra mile to improve Glasgow's visitor experience.

The initiative was launched at the latest Glasgow Welcomes Champions' networking event, attended by more than 80 of Glasgow's tourism leaders, which took place at the city's Crowne Plaza hotel yesterday (Thursday, October 4th).

The programme is open to Glasgow businesses of any size and includes accommodation providers, venues, visitor attractions, bars and restaurants, retailers and transport operators.

Businesses can submit more than one project or initiative for recognition through the scheme, but it must have been implemented in the past 12 months and demonstrate tangible success. Businesses must also meet certain eligibility criteria, including having participated in Glasgow Welcomes leadership or service excellence training and events.

Customer service excellence is a priority within Glasgow's Tourism and Visitor Plan to 2023 – the blueprint for continuing to build the city's global profile as a successful and must-visit tourist destination.

Growing overnight tourism visits from two to three million and positioning Glasgow as a cultural powerhouse and the 'gateway to Scotland' is at the heart of the plan, which aims to deliver an economic boost of £771m and create 6,600 new jobs in the city over the next five years while stimulating tourist numbers and spend more widely across the country.

Glasgow Welcomes is an industry-led initiative supported by principal funders Scottish Enterprise, with additional support from Skills Development Scotland, VisitScotland and Glasgow Life. The Initiative works in partnership to raise standards of service across every touch point of the city's visitor experience. With a focus on leadership, skills and service excellence, it is an integral element of the Glasgow Tourism and Visitor Plan.

Held quarterly, the Glasgow Welcomes Champions' events provide a valuable development opportunity for Glasgow's tourism industry leaders; encouraging engagement and collaboration between businesses, building relationships, and sharing ideas and best practice across every aspect of the sector in support of the plan.

Delegates attending yesterday's session had the opportunity to hear from guest speakers Peter McKenna and Celia Hague.

Peter is co-owner and chef patron of much-lauded The Gannet in Finnieston, which was included in travel bible Conde Nast Traveller's Gold List 2018 as one of the 10 best restaurants in the world.

Meanwhile, Celia is general manager of Scotland's newest – and largest – hotel, Motel One; a stunning 374 bedroom, £22 million development which towers above Glasgow's skyline having opened on Oswald Street next to the city's Central Station last month.

Craig Martin, Chair of Glasgow Welcomes and Head of HR at Glasgow Airport, said: "Our Champions' events are attracting record numbers of delegates, which reflects Glasgow Welcomes' intrinsic role in the delivery and success of the city's tourism plan; showcasing Glasgow as a vibrant, welcoming and culturally rich city with an unrivalled visitor experience and world-class customer service.

"We were delighted to hear from Peter and Celia, which kick-started a lively and informative audience Q&A, and to launch our new recognition programme; providing a platform for businesses across the city's visitor economy to shout about new initiatives and hopefully inspire others to develop their own projects and people, and further enhance the Glasgow visitor journey."

Celia Hague, General Manager of Motel One, said: "We are delighted to be part of Glasgow Welcomes. Happy staff and happy guests is at the heart of what we do at Motel One and I think this sits really well with Glasgow Welcomes' vision."

Peter McKenna, Chef Patron of The Gannet, said: "We are a small business – there are many larger ones in Glasgow – so it was nice to be invited to a Glasgow Welcomes Champions event and to be able to share what we do; to talk about our product and our commitment to customer service. I hope to come back to be part of another event as I have been very inspired."

For more information about the Glasgow Welcomes Business Recognition Programme, click [here](#). For more information about Glasgow's Tourism and Visitor Plan to 2023, click [here](#).

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