



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)

- 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

Industry

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

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 [Glasgow Life](#), and feeds in to [Glasgow Economic Leadership](#) (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



Peter Duthie - Chair
Chief Executive
Scottish Event Campus



Pamela Thomson
Chief Operating Officer
DF Concerts & Events



Lynne Cooper
Regional Director
VisitScotland



Kevin Rush
Director of Regional Economic
Growth
Glasgow City Council



Dr Stuart Patrick
Chief Executive
Glasgow Chamber of
Commerce



Matt Hazelwood
Chief Commercial Officer
Glasgow Airport



Dr Jaeyeon Choe
Lecturer
Glasgow Caledonian
University





Scott MacLean
Managing Director
Green Tourism



Aileen Crawford
Head of Tourism and
Conventions
Glasgow Life



Janice Fisher
General Manager
Novotel & Ibis City Centre
Hotel



Lee Scott
Audience Development
Manager
The Hunterian



Valeriia Verkhovska
Student
Glasgow Caledonian
University



GLASGOW TOURISM & EVENTS NETWORK (GTEN)

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.

MEMBERS:

Greater Glasgow Hotels Association Co-Chairs



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



Jamie Stevens
Regional Director of
Operations
The Village Hotel



Hina Rubbani
General Manager
Radisson Blu Glasgow



Chris McGuinness
General Manager
Marriott Glasgow



Glasgow's Leading Attractions Chair



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

Glasgow City Sightseeing



Sharon Morrison
Communications Director
City Sightseeing Glasgow



VisitScotland



Lynne Cooper
Regional Director
VisitScotland



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



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



Glasgow Life



Aileen Crawford
Head of Tourism &
Conventions
Glasgow Life



Anna Young
Senior Tourism Manager
Glasgow Life



City Centre Retail Association



Kyron Keogh
Managing Director
ROX

FirstBus



Carolyn Harper
Head of Marketing
First Bus



Tracey Martin
Destination & Events
Marketing Lead
Glasgow Life



Jonathan Dawson
Senior Events & Operations
Lead
Glasgow Life



GCU Moffat Centre



Chris Greenwood
Senior Research Fellow
Glasgow Caledonian
University – Moffat Centre



DF Concerts & Events



Colin Rodger
Head of Events
DF Concerts & Events



Glasgow City Council



Ian Elder
Project Manager City Centre
Regeneration
Glasgow City Council



Glasgow City Council



Dominic Dowling
Economic Development
Manager
Glasgow City Council



Glasgow Caledonian University



Mistura Olowookere
Student
Glasgow Caledonian
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Expedia



Katie Rennie
Market Manager
Expedia

