

VISIT GLASGOW

The 'Dear Green Place'

More than 30 years after being awarded the accolade of European City of Culture in 1990, Glasgow continues to blaze an internationally acclaimed trail in contemporary art, design and music while safeguarding its rich architectural heritage, world-class civic art collection, Charles Rennie Mackintosh's Art Nouveau legacy and position as home to all (but one) of Scotland's performing arts companies.

Scotland's largest city is home to more than 20 world-class museums and art galleries including the iconic Kelvingrove Art Gallery and Museum, the Zaha Hadid designed Riverside and the extraordinary Burrell Collection, which will re-open in March 2022 after a major £68.25 million refurbishment.

It is also a UNESCO City of Music and its vibrant night-time economy, coupled with Glasgow's eclectic and sustainable food and drink scene, make it an unmissable year-round destination, a view echoed by Condé Nast Traveller who put Glasgow in the top spot of the '12 best UK city breaks to take in 2021'

Glasgow is one of the world's top five cities for hosting sporting events, the world's leading Festival and Events Destination and Scotland's cultural and sporting centre. It is home to the UK's largest annual cultural offer and largest sporting infrastructure outside of London.

People Make Glasgow is the city's brand and exemplifies the warmth, humour and kindness of its citizens as borne about by readers of the Rough Guides who voted Glasgow the world's friendliest city in 2021.

The Gaelic translation of Glasgow is *Glaschu*, which means 'dear green place' and the city more than lives up to this name with more than 90 parks and gardens making it one of Europe's greenest cities.

Thanks to its connectivity by air, rail, road, bus, bike and on foot, Glasgow is a Gateway to Scotland and provides easy access to some of the country's most stunning landscapes in the wider Glasgow City Region and beyond.

Glasgow aspires to become one of Europe's leading sustainable tourism destinations and the city has set a target of being carbon neutral by 2030. It will continue to promote and encourage responsible tourism by following the guiding principles on sustainability and accessibility set out in the Glasgow Tourism and Visitor Plan to 2023 which was launched in 2017 by Glasgow Life in partnership with VisitScotland and Scottish Enterprise.

By 2019 Glasgow had already achieved tourism income levels of £774 million and surpassed the 2023 target of £771 million, a remarkable four years ahead of schedule.

This equated to more than 2.46 million overnight domestic and international visitors representing an 8% increase in trips and a 17% increase in spend year-on-year.

In terms of volume, UK visitors to Glasgow accounted for 69% of the overall figure with international visitors representing 31%, while overall spend stood at 51% for domestic visitors and 49% for overseas respectively. (*Source: International Passenger Survey 2017 to 2019.)

Using the UN Sustainable Development Goals as inspiration, the **People Make Glasgow Greener** strategy sets out plans and vision to see the city move from 'steam, to green'. Read more here about the [Glasgow DMO Sustainable Policy and Action Plan](#)

Susan Deighan, director of City Marketing and External Relations at Glasgow Life, said: "Glasgow, like every city and destination around the world, has been impacted by the Covid19 pandemic and much work is being undertaken across all its industry sectors, including tourism and hospitality, to mitigate against long-term economic effects.

"Throughout history Glasgow's ability to adapt and shape shift has ensured its continued economic success.

"When the city takes centre stage in front of a global audience during its hosting of COP26, it will not only represent a defining moment for Glasgow but will also serve as a catalyst to re-assert its position as a vibrant, world class tourism destination with sustainability at its heart."

Janice Fisher, co-chair of the Greater Glasgow Hotels Association, commented: "It is well documented that the tourism and hospitality sectors have been among the industries hit hardest by the economic impact of the global pandemic.

"Despite the challenges still ahead, we are beginning to see the green shoots of recovery with new hotel, bar and restaurant openings in the city as well having the collective ambition for Glasgow to be a lead player in sustainable and responsible tourism. Hospitality is blessed with highly skilled and flexible talents helping us to heal more quickly and ensure Glasgow remains a destination of choice to live, study and work in.

"The city's resilience, can-do approach and Team Glasgow spirit mean we are well equipped to capitalise on taking centre stage when we host COP26 and showcase our amazing city of Glasgow to the world."

ENDS

Issued by COP26 Team, Glasgow City Council.

Read more at:

- [The Glasgow Tourism and Visitor Plan mid-term review](#)
- [Glasgow - Green Getaway](#)



PROUDLY HOSTED IN GLASGOW