

## **NEWS RELEASE**

**9 APRIL 2014**

### **GLASGOW BUSINESSES COMMIT TO DELIVERING BEST EVER GAMES EXPERIENCE**

Only one month after its launch, almost 2,500 workers from Glasgow's tourism and hospitality sector have signed up to a unique online programme designed to ensure the city delivers an outstanding visitor experience during the Glasgow 2014 Commonwealth Games.

The Glasgow Welcomes-Online customer service programme, which costs just £5 per person and takes two hours to complete, was launched by the city's tourism service initiative, Glasgow Welcomes (previously Glasgow Service with Style) at the end of February.

Thousands of workers from city hotels, bars, restaurants, transport providers and visitor attractions, including the Glasgow Thistle Hotel, Willow Tea Rooms, House for an Art Lover and Cordia have committed to completing the programme, demonstrating that the city's businesses are getting ready to welcome the biggest sporting and cultural event ever hosted in Glasgow.

The Glasgow Welcomes-Online programme has been developed to enable the city's businesses to easily access customer service training in the run up to the Games. It has been specially tailored for the Games, with practical advice on how to deliver excellent customer service standards; information about Glasgow's top attractions so that frontline service staff can offer up-to-date advice on what there is to see and do in the city, and facts and figures on Games events, venues and dates.

Stella Callaghan, Project Manager, Glasgow Welcomes said:

"We've had a fantastic response following the launch of our new programme from businesses of all sizes, including large hotels, key visitor attractions in the city and small, independent pubs and restaurants.

"The city's businesses told us they were keen to invest in developing their customer service and that being able to access courses online was important to them. We also know that time and cost are key considerations for many businesses.

"The Glasgow Welcomes-Online module addresses these key concerns, offering businesses a cost effective and flexible way of developing their staff. Businesses have responded positively, with thousands of workers already signed up and we're receiving enquiries every day. It's very encouraging to see businesses embracing the opportunity to improve their workforce and customer service delivery, which will contribute to the city-wide effort to deliver the best ever Commonwealth Games experience.

“There’s just over 100 days to go to the Games and now is the time for businesses to start thinking about how they can make the most of the opportunity.”

The Glasgow Welcomes initiative is an Official Legacy Project and is aiming to create a lasting legacy of excellent customer service standards across all touch points of the visitor experience in Glasgow.

Key funders of the initiative and online programme are Scottish Enterprise, with additional funding and support from Glasgow City Council, Skills Development Scotland, Visit Scotland, Glasgow City Marketing Bureau and the tourism sector. The initiative is managed by VisitScotland on behalf of industry and partners.

To take part in the programme or find out about other customer service events and development opportunities go to [www.glasgowwelcomes.com](http://www.glasgowwelcomes.com)

**Notes to editors:**

- Issued by Golley Slater on behalf of Glasgow Welcomes, the city’s tourism service initiative.

Contact Contact Stella Callaghan 0141 566 4031 / [stella.callaghan@visitscotland.com](mailto:stella.callaghan@visitscotland.com)

- Glasgow Welcomes, the city’s tourism service initiative (previously Glasgow Service with Style) is a unique city-wide initiative designed to support the delivery of a world class visitor experience across the entire customer journey through training and development opportunities for tourism and hospitality businesses. It aims to further the development and regeneration of the city through the expansion of the tourism sector by raising service standards at every touch point of the visitor experience and improving bottom line benefits to businesses.
- The initiative is supported by the industry-led Glasgow Tourism & Events Leadership Group (which includes Glasgow City Council, Glasgow City Marketing Bureau, Glasgow Chamber of Commerce, Scottish Enterprise and VisitScotland), and is managed by VisitScotland on behalf of industry and partners. Principal funders are Scottish Enterprise, with additional funding provided by Skills Development Scotland and the Glasgow city partners.
- Glasgow Welcomes is a key element of the Glasgow Tourism Action Plan to 2016. The Initiative is an official Legacy Project for the Glasgow 2014 Commonwealth Games.