

NEWS RELEASE

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CUSTOMER SERVICE AT GLASGOW AIRPORT GETS OFF TO A FLYING START

Glasgow Airport is delivering a bespoke online training programme to frontline staff to ensure visitors to the city this summer receive a flying start to their visit.

Up to 100 frontline staff members, including airport ambassadors, retail and catering staff are completing the Glasgow Welcomes-Online module, which has been developed to allow tourism, hospitality and leisure staff across Glasgow to easily access customer service training in preparation for this year's major events, including the Glasgow 2014 Commonwealth Games, The Ryder Cup and Homecoming Scotland.

The online training has been specially tailored for 2014, 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 major events taking place this year, including venues and dates.

Glasgow Airport has invested in the training programme, developed by Glasgow Welcomes, the city's tourism service initiative, as part of its overall readiness programme for this year's major sporting and cultural events taking place in Glasgow and around Scotland. An extensive £17 million terminal upgrade is nearing completion.

Craig Martin, head of HR at Glasgow Airport said: "The airport is likely to be the first and last impression of Glasgow for many visitors, so it is essential that we deliver a fantastic welcome and provide a fond farewell.

"The people who are completing the programme are those who are in key locations within the airport and are most likely to be asked about the city, where to go and what to do. The Glasgow Welcomes programme is a fantastic source of information about Glasgow and all the great things to see and do, equipping our staff with the information they need to help visitors make the most of their stay in the city. In addition, the customer service element of the programme reinforces our own commitment to service, which is outlined in our customer charter."

Stella Callaghan, Project Manager, Glasgow Welcomes said:

“Glasgow is set to welcome thousands of visitors to the city this summer. It’s a huge opportunity to deliver a memorable experience across every part of their visit, from the moment they arrive at the airport and travel around the city to the time they spend eating, drinking and sight-seeing.

“We need to deliver a world class customer experience to ensure visitors go home with a great story to tell their friends and family, boosting Glasgow’s reputation as a top tourist destination.

“It’s fantastic that Glasgow Airport is investing in Glasgow Welcomes training to complement its existing customer service programme. It’s an indication of how important training is as Glasgow prepares for a big summer.

“Tourism and hospitality businesses across the city need to act now to ensure they can also benefit from the influx of visitors.”

The Glasgow Welcomes initiative is an official Legacy 2014 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, Glasgow City Marketing Bureau, Skills Development Scotland, Visit Scotland and the tourism sector. The initiative is managed by VisitScotland on behalf of industry and partners.

Notes to editors:

- Issued by Golley Slater on behalf of Glasgow Welcomes, the city’s tourism service initiative.
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- 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.
- To find out more about the Glasgow Welcomes programme go to www.glasgowwelcomes.com
- **About Glasgow Airport:** With 30 airlines serving more than 100 destinations worldwide, including Canada, the US, the Caribbean, Europe, North Africa and the Gulf, Glasgow Airport is Scotland's principal long-haul airport.

In addition to being Scotland's largest charter hub, Glasgow Airport serves more Scottish destinations than any other airport and is a key component of Scotland's transport infrastructure. The airport supports over 7,300 jobs across Scotland and makes the largest contribution of any airport to Scotland's economy, generating hundreds of millions of pounds. Glasgow Airport is undergoing an extensive £17 million investment programme, which will transform large areas of the terminal ahead of the Commonwealth Games. The works include the extension of the international arrivals area, the addition of new seating and the landscaping of a new public space at the front of the building.