

**NEWS RELEASE**  
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### **GLASGOW WELCOMES TRAINING FOR DOORS OPEN DAY**

Visitors to this year's Doors Open Day events in Glasgow are set to enjoy a warm Glasgow welcome after staff and volunteers complete a unique online training module.

Glasgow Welcomes, the city's tourism service initiative, has joined forces with the Glasgow Building Preservation Trust to offer over 1,000 staff and volunteers the opportunity to complete Glasgow Welcomes-Online, a bespoke online customer service programme for tourism, hospitality and leisure staff.

The module, developed by Glasgow Welcomes and Flow Hospitality Training, was launched in February this year to enable the city's frontline service workers to easily access customer service training in preparation for this year's major events. The module is tailored to the city, 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.

Doors Open Day, which takes place in Glasgow from 15<sup>th</sup> to 21<sup>st</sup> September, is a free festival that celebrates Glasgow's buildings, streets, parks, architecture, history and people with a programme full of walks, tours, talks, events. More than 100 buildings are open for anyone to visit.

Ruth Morris, Events & Development Coordinator, Glasgow Building Preservation Trust said:

"This is the first time that we have been able to offer formal training to our army of over 1,000 volunteers, who make Doors Open Day possible. Many of the buildings and events do not usually operate as visitor attractions. Being able to provide training to help build confidence and service skills is a great benefit to all those involved and a positive step for the Built Heritage Festival. Already, hundreds have signed up to take the course and we look forward to everyone putting it to use during the event.

"The Glasgow Welcomes-Online programme is ideal because it's tailored to the city and packed full of practical advice on how to deliver a fantastic customer experience. Visitors can expect an exceptionally friendly welcome at all Doors Open Day buildings!"

Stella Callaghan, Project Manager, Glasgow Welcomes said:

"Doors Open Day is a great opportunity to showcase the fantastic buildings that Glasgow has to offer, and the people who are on the frontline to welcome visitors can make a huge difference to the visitor experience. Visitors will remember and share the positive moments that hospitality and tourism staff deliver.

"Great customer service is a significant part of Glasgow's reputation as a top visitor destination. We have to ensure that a visitor's entire journey, whether they're staying, eating, drinking, travelling or sight-seeing across the city, delivers a great experience. Our programme is designed to help staff deliver the kind of customer service that will encourage people to come back again and tell their friends."

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.

[ENDS]

Notes to editors:

- Issued by Golley Slater on behalf of Glasgow Welcomes, the city's tourism service initiative. Contact Stella Callaghan 0141 566 4031 / [stella.callaghan@visitscotland.com](mailto:stella.callaghan@visitscotland.com).
  
- Glasgow Building Preservation Trust: for images, interviews and more information, contact Rachel Holliman, Events & Development Coordinator, on 0141 554 4411 or [rachel@gbpt.org](mailto:rachel@gbpt.org)
  
- 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](http://www.glasgowwelcomes.com)
  
- Glasgow Doors Open Day is a free festival that takes place in September every year. In 2014 it is taking place between 15th – 21st September 2014. Doors Open Days first took place in Glasgow and Ayr in 1990 where it formed part of the European City of Culture celebrations. This fantastic FREE event is Glasgow's way of celebrating its buildings, its streets, its parks and its people - in short, itself! Held on the third weekend in September each year, there are tours, walks, talks, seminars and exhibitions in addition to more than 100 buildings being open to visitors to come and 'get to know' Glasgow. This Built Heritage Festival provides a chance for Glaswegians to become 'tourists' in their own city for a day. More information can be found at [www.glasgowdoorsopenday.com](http://www.glasgowdoorsopenday.com)
  
- General Facts & Figures
  - Glasgow is the one of the largest Doors Open Day in Scotland.
  - Over 69,000 recorded visits were made in 2013, with 16,447 unique visits.
  - In 2013 1,376 people worked 11,874 hours on the event, most of whom were volunteers.
  - In 2013 there was a direct economic impact of £266,413 for Glasgow.
  - 2014 will be the 25th annual Glasgow Doors Open Day.
  - Glasgow Doors Open Day 2014 will take place between 15th – 21st September 2014.
  - In 2014 a 'Wee Doors Open Day' was organised as part of the Commonwealth Games Festival 2014 programme and attracted new audiences.