

How do we deliver this?

IDENTIFIED WORK PROGRAMMES

Establishing the profile	Marketing actions to increase awareness and ensure that the investment in Dundee delivers visitors to the city and the region.
Investing in our tourism offer	Actions to strengthen and encourage visitors to stay longer, spend more, explore further and make repeat visits.
Managing the place for visitors	Actions to ensure visitors have an excellent customer experience and customer journey.
Supporting business	Actions to ensure Dundee becomes a leading destination, supports innovation and ensures businesses are equipped for growth opportunities.
Working Together	Ensuring structures which deliver the strategy are in place which strengthen the business sector and encourage collaboration.

Delivery will be the responsibility of both industry and public sector agencies working individually and in partnership.

Contact

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DUNDEE
ONE CITY, MANY DISCOVERIES

Design by Communications DCC KL/3/16

Tourism Strategy

2016 - 2020



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Vision Statement

Our vision is to make Dundee one of the best small cities in the UK for cultural short breaks. In 2018, the V&A Museum of Design Dundee will open its first museum outside of London in Dundee. It will be the cultural showpiece of the award winning £1 billion Dundee Waterfront. Dundee's status as the first UNESCO City of Design in the UK recognises the cultural credentials and the aspirations to become the European Capital of Culture in 2023.

Target Markets

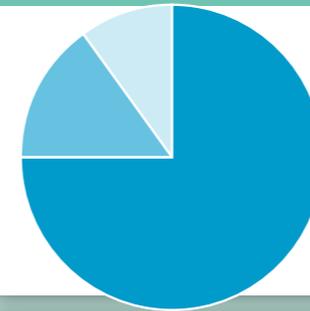
Priority

- Food Loving Culturalists
- Curious Travellers

Other

- Business Tourism
- Cruise Passengers
- Golf
- Travel Trade
- Staying Friends & Relatives

Geography



- **HOME TURF** (75%) - offers the greatest growth potential
- **NEAR NEIGHBOURS** (15%) - with focus on Northern Europe likely to have more potential for Dundee given their cultural motivations.
- **DISTANT COUSINS & EMERGING MARKETS** (10%)

Volume & Value Growth Forecast

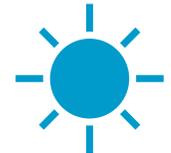
2020 MIDRANGE FORECAST



Total visitor value
£185m (+22% from 2014)



Total staying visitor numbers
520,000 (+27% from 2014)

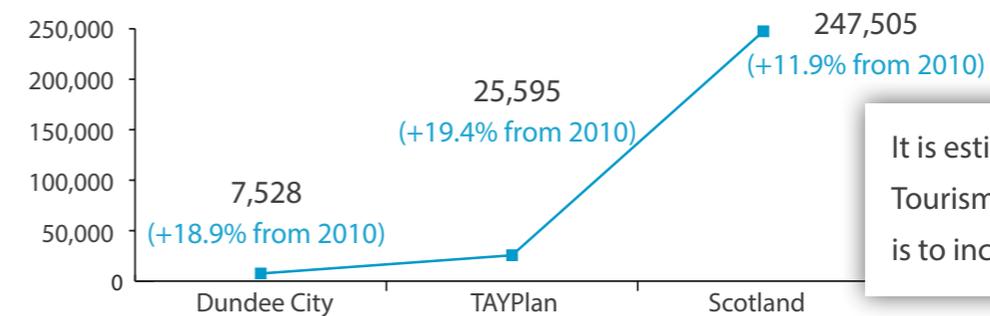


Total day visitor numbers
600,000 (+54% from 2014)

Source: STEAM – Global Tourism Solutions/Blue Sail analysis based on forecasts from Tourism Economics

Jobs Growth Forecast

NUMBER IN DIRECT EMPLOYMENT (2020)



It is estimated that the growth in Tourism & Hospitality in Dundee City is to increase by nearly 19% in 2020.

Source: Direct Hospitality Employment in Scotland's LAs 2010 – 2020