



Use the brand on your information so visitors recognise it. It's the city place brand . It is there to help them remember our city and what we are about. We use it for all our place and visitor information

Pre-arrival information sources

Encourage longer stays at every opportunity



- Link to The Lists what's on

https://www.list.co.uk/&utm_source=www.dundee.com&utm_medium=widget&utm_campaign=

- Widget available for use on websites.

• <https://widgets.list.co.uk/>

- Things to do /Itineraries links

<https://www.dundee.com/resources/48-hours-dundee>

<https://www.dundee.com/resources/99-things-see-do-dundee>

<https://www.dundee.com/activity/dundee-specialist-tours>

- Scotland's Tay Country videos. French/German

• <https://www.bing.com/videos/search?q=scotland%27s+tay+country+you+tube&view=detail&mid=07727280DD1C79BCBEA507727280DD1C79BCBEA5&FORM=VIRE>

• <https://www.bing.com/videos/search?q=scotland%27s+tay+country+you+tube&view=detail&mid=07727280DD1C79BCBEA507727280DD1C79BCBEA5&FORM=VIRE>

www.dundee.com



- LINK to our website (it's a great resource for any visitors)
- Advise us if you notice anything goes out of date. We will try to keep dynamic but we need your help too. It's a lot of info!
- Check out the city guides – feel free to link to these or use them on your site..
- Use info on your own websites. We are not precious, we just want the messages out..

HOME / VISIT / ACTIVITIES

Activities



Running












Running in Dundee is a popular pursuit. You can run up hill, along the coast, out into the countryside or remain in an urban



Golf

Dundee and its surrounds are a golfer's paradise.

The city offers 2 good quality

-  Business
-  Shop
-  Christmas
-  Activities
-  Cruise
-  Attractions
-  Days Out
-  Entertainment
-  Stay
-  Music
-  Eat & Drink

[VIEW ALL](#)

Discover

Dundee Named Best Place To Live In Scotland

Scotland's sunniest city has made it to the top spot beating nine other Scottish locations listed in the Sunday Times 2019 Best Place to Live Guide.

VIEW

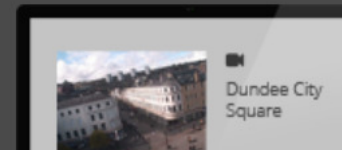
by Dundee City

48 Hours in Dundee

Download your guide and enjoy 48 Hours in Dundee

View our live webcam

See what's going on now in Dundee City Square.



What's On

THE LIST

What's On

Alberta Whittle: How Flexible Can We Make the Mouth

Alberta Whittle embarks on her first major solo exhibition, concerned with healing, writing, breath and orality.

Dundee Contemporary Arts — Sun 20 Oct

Access to images

Flickr images

Good quality imagery

12 key images. If everyone uses.
Builds a sense of place

<https://www.flickr.com/photos/dundeetourismimages/>

DUNDEE
ONE CITY, MANY DISCOVERIES



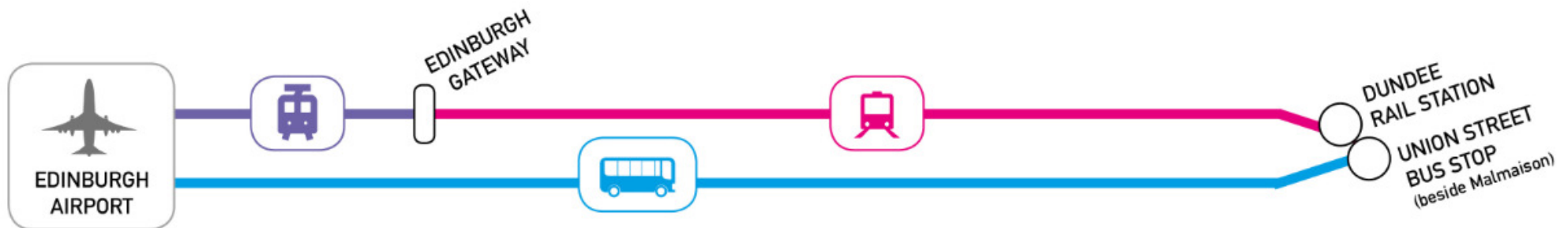
Lets be consistent about how we talk about Dundee


Copy to describe Dundee

- **There's Never Been A Better Time to Visit Dundee**
-
- Dundee is one of the most vibrant cities in the UK for a short break. From culture to design, heritage to science to family fun and great food and drink, there's plenty to discover in 'Scotland's coolest little city'.
- Not only are we a UNESCO City of Design but we're home to Scotland's first design museum, [V&A Dundee](#), the only V&A museum in the UK outside of London. The extraordinary building, designed by leading architect Kengo Kuma houses the Scottish Design Galleries and offers fantastic views over the River Tay.
- You'll also want to make time to brush up on stories of our fascinating industrial past by paying a visit to McManus: Dundee's Museum and Art Gallery, Discovery Point and Verdant Works. A trip to Dundee Contemporary Arts (DCA) and Dundee Science Centre is also highly recommended.
- If you're the type to come to life at night then Dundee has plenty to entertain you with 'secret' speakeasy bars, traditional Scottish pubs, night clubs, theatre, live music and comedy. And our local food and drink scene flourishes because of our proximity to farm, field and coastline
- #SunnyDundee is Scotland's only south-facing city, helping us clock up more hours of sunshine than any other Scottish city, so you won't want to miss the opportunity to take a riverside walk or cycle, trip to the nearby seaside town of Broughty Ferry or hike up to the Law - our extinct volcanic plug which towers above the city.
- Dundee has so much to offer visitors and is at the heart of a very beautiful region known as Scotland's Tay Country. We look forward to welcoming you to Dundee and helping you discover more about our easy to explore, friendly Scottish city.


Info re how to get to Dundee – tell people it's so easy to get to ! <https://www.dundee.com/get-dundee>

Travelling Made Easy to Dundee from Edinburgh Airport



 **EDINBURGH GATEWAY** station can be accessed via tram link which operates every 7 minutes and takes 7 minutes. The Gateway Railway station provides direct rail connections to Dundee (journey time 1 hour and 20m). Combined tram/rail ticket can be purchased at www.scotrail.co.uk

 **SCOTRAIL**
Edinburgh Airport - Dundee Rail Station - Edinburgh Airport

 **XPLORE MORE** Edinburgh Airport Xpress, providing coach travel between Edinburgh Airport and Dundee. The Edinburgh Airport Xpress service will run non-stop between Dundee City Centre and Edinburgh airport, with departures every 90 minutes, around the clock. A full timetable, price list and how to book and board is available here. <https://nxbus.co.uk/dundee>

Hashtags 2020

- #sunnydundee
- #lovedundee
- #dundeeisnow
- #visitdundee
- #staycation
- #itshappening
- #discoverdundee
- #onlyindundee
- #bigweekend
- #quantdundee

Dundee: Receiving Worldwide Recognition

- **UK Staycation City of the Year**
- Best Place to Live in Scotland 2019 – **The Sunday Times**
- Dundee on the Cool List 2019 - **National Geographic Traveller**
- Dundee – A little pot of gold at the end of the A92 - **The Guardian**
- The coolest little city in the UK - **GQ Magazine**
- Hailed the ‘cultural comeback kid’ and named as one of the seven most ‘design-savvy’ cities in the world – **CNN**
- One of the top ten ‘hot destinations’ for world travellers in 2018 - **Wall Street Journal**
- Best in Europe - 2018 Top Ten Hotlist – **Lonely Planet**
- **Time Magazine** – the World’s greatest places list

CONDÉ NAST
Traveler

THE WALL STREET JOURNAL.



THE
COOL LIST
2019



DUNDEE
ONE CITY, MANY DISCOVERIES

Bloomberg
TELEVISION


THE SUNDAY TIMES

TIME

theguardian

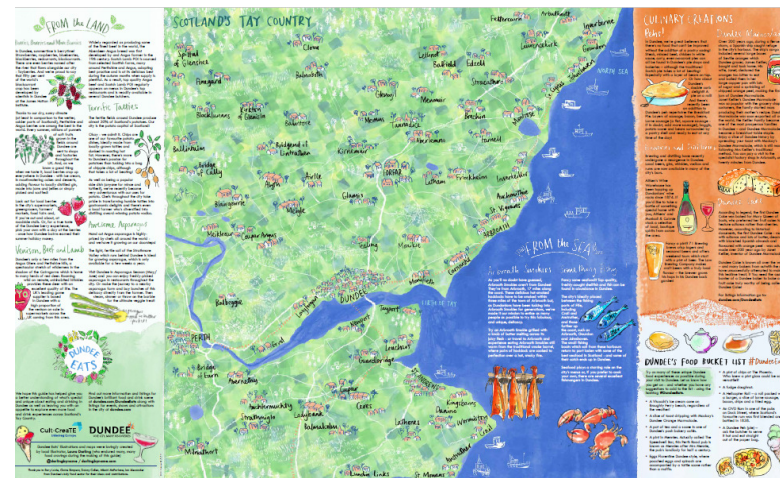
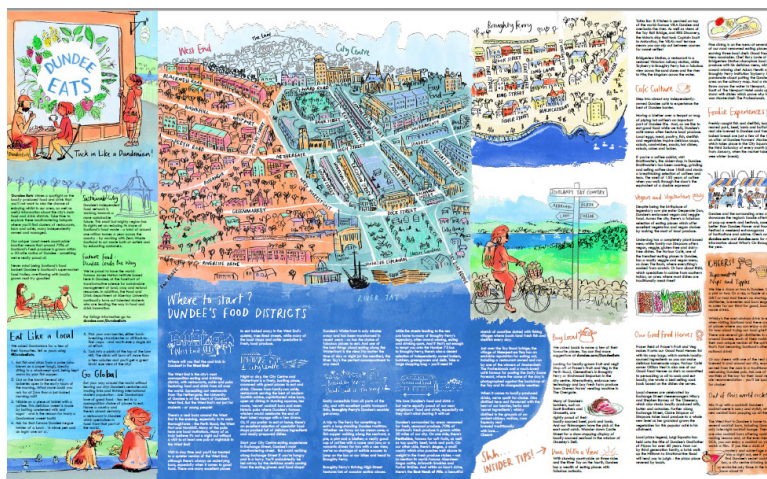
Repeat our Fast Facts

- Scotland's sunniest city
- Highest student to population ratio in UK at 1:5
- Home to the V&A Dundee, the only design museum in the UK outwith London
- Home of the much loved comics of Beano and Dandy - we even have our own Bash Street (DC Thomson publishers)
- Award winning attractions – Discovery Point, Verdant Works , Dundee science centre, V&A Dundee
- The only UNESCO city of Design in the UK

Other reasons to comeFood and drink narrative

Dundee's unique "coast meets countryside" location means that around 70% of Scotland's fresh produce is grown within a 30-mile radius – something we are really proud of

To find out more about Dundee's food scene and the veritable larder of produce from this area download brand new Dundee Eats and check out the <https://www.dundee.com/resources/dundeeeats>



Other Useful Resources

Bookable Products which is increasing with Dundee information

<https://www.viator.com/en-GB/Dundee/d33093-ttd>

City Guides

<https://www.dundee.com/downloads>



Scotland's Tay Country

Bigger message....more reasons to stay and things to do.....longer stay

<https://www.d-tag.co.uk/industry/marketing-content/video-gallery>