

VOLUME & VALUE GROWTH FORECAST/TARGET (2020)



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



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



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

DUNDEE CITY – 2019 PERFORMANCE



1.22M

TOURISM VISITS

+16.9%



3.0

AVERAGE STAY
(NIGHTS)

-0.03%



3,293

JOBS SUPPORTED

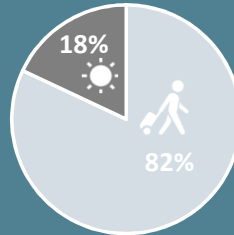
+8.6%



£214M

ECONOMIC IMPACT

+14.3%



£175.23M

ECONOMIC IMPACT
(STAYING VISITORS)



£38.78M

ECONOMIC IMPACT
(DAY VISITORS)

	2014	2015	2016	2017	2018	2019	2020
Economic Impact	£151m	£149.72m	£155m	£172.14m	£191m	£214m	£185m
Overnight Stays	408,260	405,010	426,260	467,900	492,000	560,000	520,000
Day Visits	388,960	394,100	399,890	412,500	558,000	667,000	600,000
No. of Tourism Visits	797,220	799,110	836,150	880,460	1,050,000	1,222,000	1,120,000

Source: Scottish Tourism Economic Activity Monitor (STEAM), 2014-2018 & 2020 Target