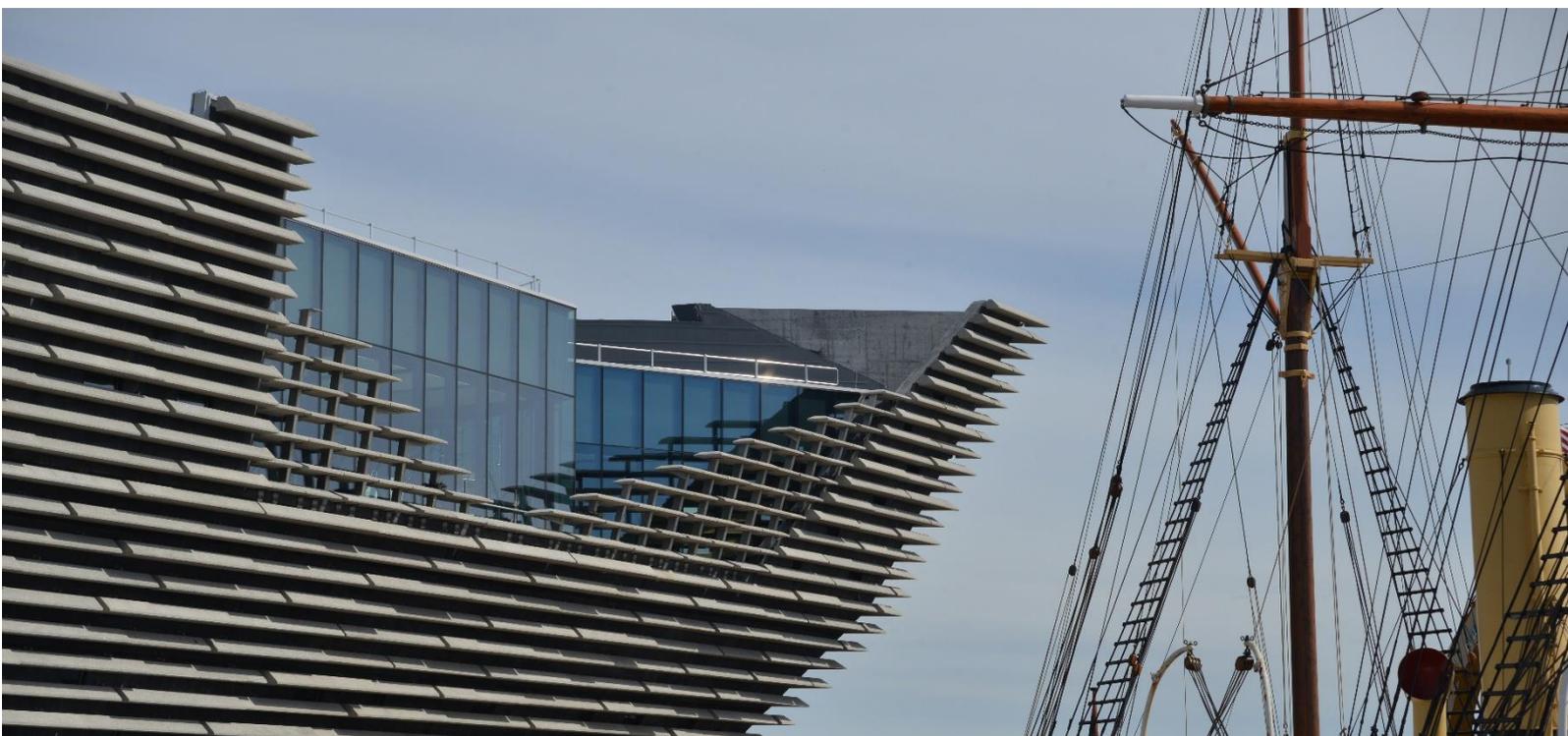


Tourism



“One of the top ten ‘hot destinations’ for world travellers in 2018”

Wall Street Journal

Tourism

Overview

Dundee is emerging as one of the most vibrant cities in the country, combining the best of contemporary culture, inspiring modern architecture and a rich historical heritage. A spectacular waterfront setting features a nature park and five star attractions, including RRS Discovery.

Dundee Waterfront

Dundee's ongoing regeneration continues with an award-winning, £1 billion transformation of the Dundee Waterfront, the third largest regeneration project in the UK which spans 240 hectares of land stretching 8km along the River Tay.

The Central Waterfront will be dominated by the award-winning V&A Dundee – the only design museum in the UK outside London, which opened in September 2018. Dundee's status as the UK's first UNESCO City of Design recognises the city's cultural credentials and aspirations for the future.

Leisure Tourism

The city's tourism strategy was launched in March 2015 with the ambition to grow the value of tourism overall to £185m by 2020 (+22% from 2014) and the vision for the city to become the best small city in the UK for a cultural short break.

The key target markets for the growth are:

- Food Loving Culturalists
- Curious Travellers
- Business Tourism
- Travel Trade
- Golf
- Staying with friends & relatives

Business Tourism

Business Tourism is worth over £63m to Dundee & Angus and it is estimated that conference delegates spend, on average, three times more than leisure visitors during their stay.

In 2016, Dundee welcomed more than 235,000 visitors for meetings, conferences and exhibitions. Business Tourism is responsible for almost 47,000 bed nights in the area and supports 1,353 full time equivalent jobs.

Skills

The city is working towards becoming a World Host Destination, with an aim to transform customer service standards in Dundee and build our reputation as a friendly and welcoming destination.

Dundee & Angus College provides a range of courses across Tourism, Hospitality and Events which are well aligned with the city's plans for the future.

For further information, visit:

www.dundee.com

www.dundeewaterfront.com

www.angusanddundee.co.uk

www.conventiondundeeandangus.co.uk

www.dundeeandangus.ac.uk

scotland.worldhost.co.uk/regions/dundee-broughty-ferry



Dundee City Council's Visitor Economy 2017

This is a summary of the tourism trends research undertaken for Dundee City Council by Global Tourism Solutions (UK) Ltd.

