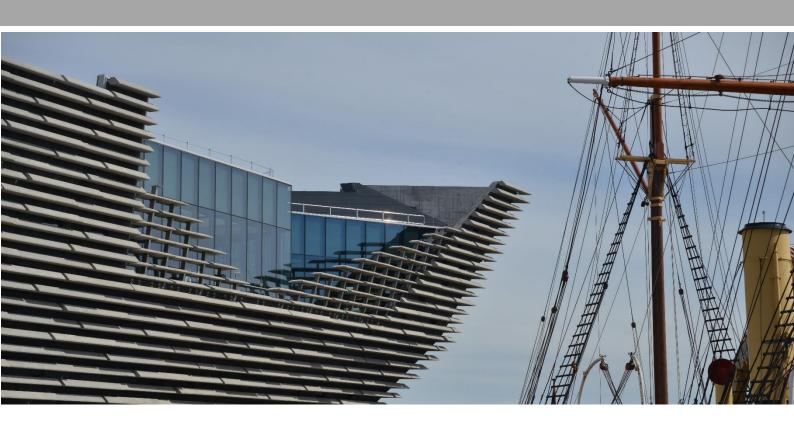


Tourism



"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, due to open 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 work 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

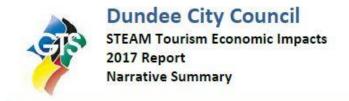
www.dundeewaterfront.com

www.angusanddundee.co.uk

www.conventiondundeeandangus.co.uk

www.dundeeandangus.ac.uk

<u>scotland.worldhost.co.uk/regions/dundee-broughty-ferry</u>





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.

880,460 Tourism Visits
to the Council area in 2017, up 6.6% on
the previous year

467,940 visits were made by visitors staying in Dundee as part of a holiday or short break, generating

1,553,810 nights in accommodation across the city

1,966,330 Visitor
Days and Nights
generated by staying and

day visitors to Dundee in

2017

£172.14 million was generated within the local economy through visitor and tourism business expenditure

412,520 visits made by Day Visitors to Dundee in 2017



£

Day Visits generated £22.36m for the economy of the city in 2017, up 5.6% from 2016 On average, visitors staying in Dundee stay 3.3 nights and spend £26.62 million on local accommodation

Visitors to Dundee are vital to local businesses, supporting more than **2,794 full** time equivalent jobs



Staying visitors generate a total economic impact of £150 million for businesses in Dundee



Total Visitor Day and Nights increased by 10.7% between 2010 and 2017

Economic Impact increased by 12.3% between 2010 and 2017

Total Visitor Numbers increased by 8.2%

between 2010 and 2017