



CAIRD HALL

DUNDEE

Culture and Creative Business Opportunities Guide

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“V&A Dundee will put the city on the map attracting visitors nationally and internationally to Dundee and the surrounding area. This guide identifies how we can all work together to show our visitors the fantastic cultural and creative experiences they can enjoy here.”

Philip Long, V&A Director

“The opening of the V&A Dundee presents exciting opportunities for Dundee and the surrounding region. Our members are busy making plans to create offers and promotions specifically around V&A Dundee.”

**Richard Ellison,
Chair, Dundee and Angus Visitor
Accommodation Association**

Introduction

Tourism is key to the economic development of Dundee

Culture is the beating heart of Dundee and has an important role to play in developing the city's appeal to visitors. The city has embraced a culture-led approach to regeneration and is undergoing a rapid and dramatic transformation.

Culture and creative design are already prominent, and will be even more so in the future, in influencing visitors' perceptions of Dundee and the quality of their visitor experience here. This can be attributed to a number of factors: the presence of an outstanding art college and Universities; a vibrant creative and games sector and creative hubs; a strong events and festivals programme; a range of cultural assets, public art and a variety of independent design-focused retail units; and not least Dundee's famed comic books, such as *The Beano* and *The Dandy*.

The investment in Dundee's Waterfront supports the city's ambitions for growth and will be a catalyst for attracting more visitors with the promise of compelling cultural experiences. The V&A Museum of Design Dundee and the boost to the creative and cultural offer of the city mean that Dundee is perfectly placed to capitalise on the global cultural tourism trend.

This Business Opportunities Guide has been created to ensure that you, as a Dundee tourism business, get the facts behind this cultural tourism opportunity and find ways to capitalise on the city's cultural and creative offer, as well as contribute, to Dundee's further success. The guide will give you ideas about how to develop, deliver and promote new and memorable visitor experiences that exploit the city's wide range of cultural attractions and activities.

We also hope that the guide will encourage you to work together to create joined-up experiences to attract more visitors, increase visitor spend and encourage them to return again and again.

HOW CAN THIS GUIDE HELP YOUR BUSINESS?

This guide offers practical advice and tips to capitalise on Dundee's creative and cultural assets and attracting more visitors to the city and to your business.

Dundee's Tourism Landscape

SPEND [£]

£149m SPEND IN DUNDEE	£129m STAYING VISITORS SPEND
£20.5m DAY VISITORS SPEND	£81.62 AV. VISITOR SPEND PER DAY
£52.04 AV. DAY VISITOR SPEND PER DAY	£130.16 AV. STAYING VISITOR SPEND PER DAY
1,245 BEDS WITHIN 5 MILES OF CITY	2.6 days VISITORS' AVERAGE STAY

VISITORS [😊]

799,110 VISITS IN 2015
405,010 STAYING VISITORS
394,100 DAY VISITS
770,000 VISITORS TO THE TOP 9 ATTRACTIONS

82% [👤] OF SCOTLAND'S POPULATION IS 1HR 20M FROM DUNDEE

GLASGOW

EDINBURGH

DUNDEE



KNOW YOUR MARKETS

For latest information on what international visitors are looking for, check out the VisitBritain website: www.visitbritain.org or VisitScotland www.visitscotland.org

For details on the latest VisitScotland marketing opportunities, contact your tourism advisor or visit http://www.visitscotland.org/business_support/promote_your_business.aspx

DID YOU KNOW? ⁱ

39% of Scots are already aware that V&A Dundee is being built

40% of Scots are very likely/likely to visit

(Source: Scotinform V&A Dundee Omnibus Survey, 2016)

Visitors to DUNDEE

Dundee attracts a mix of different types of visitor: local visitors on day trips; leisure visitors from across the UK or from overseas on a short stay or holiday; and a growing volume of business visitors. Visitors are motivated by the appeal of a day trip, the attraction of the city, and the cultural and heritage sites. They might be visiting friends and relatives, on a short break, tracing their roots, taking part in an activity or attending an event.

All kinds of people will be drawn to the city by V&A Dundee and other attractions. The table below shows Dundee's best prospects – those most likely to be persuaded to visit, stay longer and spend more.

Other specialist markets for Dundee, each with varying degrees of culture and creative interests are:

- **Cruise passengers:** Less likely to be culturally motivated, more general interests but a 'captive market' to be encouraged to visit V&A Dundee and explore the city
- **Conference and event organisers:** Decision-makers, bringing business events and high-value visitors to the city, will be influenced by Dundee's growing reputation

VISITSCOTLAND MARKET SEGMENTATION

VisitScotland has identified consumer segments which will grow tourism for Scotland and give businesses the opportunity to focus and better target best-prospect customers. It sets out who these customers are and what they really want from a holiday. The VisitScotland priority segments for Dundee have been identified as:

DAY VISITS

- Scottish residents who will take a day trip to Dundee – target audience of 500,000+
- Day visitors, coming from their holiday base elsewhere in Scotland, staying at least half a day in Dundee and ideally into the evening, so spending more around the city

STAYING VISITS

- Those who will stay overnight either on a city break to Dundee or as part of a touring trip to Scotland
- Those visiting friends and relatives in Dundee and Angus, holidaying, taking short breaks or attracted by V&A Dundee
- Connected to Dundee, maybe through university or from the area, motivated to visit because of new things happening

CULTURE & DESIGN ENTHUSIASTS

- Those for whom culture and design is the main attraction
- Professionals working in cultural or creative jobs attracted by what's happening in Dundee
- UK or international cultural groups on a specialist tour. Group organisers always looking for new places to offer

SEGMENT	DESCRIPTION & RATIONALE
UK	
Food-loving Culturalists (1.6 million UK households, 12% of target UK households)	Highly motivated by cultural experiences; high-spending; take lots of holidays and breaks. "Food-loving culturalists will seek out a relaxing holiday experience where they can enjoy great food and drink and engage in cultural activities. They enjoy short breaks in the UK and will recommend quality experiences when their host has gone the extra mile."
Curious Travellers (1.9 million UK households, 14% of target UK households)	Enjoy history and culture; affluent; like to visit new places and enjoy the outdoors. "Curious travellers like to live life to the full and enjoy travelling as a hobby. They have an overwhelming desire to explore new destinations and discover new things. A holiday will often broaden their minds, educate and revitalise them"
INTERNATIONAL	
France: Culture Seekers	Repeat visitors to Scotland; culturally & intellectually aware; want authentic experiences; may be touring.
Italy and Spain: Cultural City Breakers	Repeat visitors to Scotland; very interested in culture, museums and galleries; may be staying elsewhere; want to see and do lots; open to inspiration and ideas.



Where do Dundee's visitors come from?

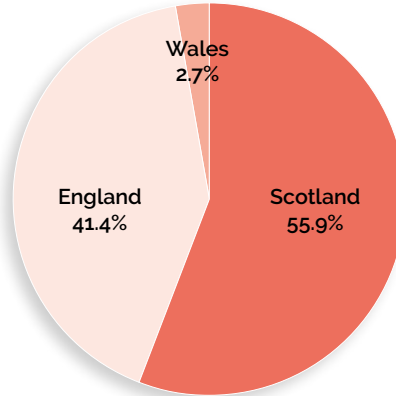
MAKE IT WORK FOR YOU

You'll know which of these segments are right for your business. It's important to prioritise – remember, segmentation is not about ruling out particular types of customers, but rather determining which customers you want the most.

You can find lots more in-depth information, packed with facts, figures and tips, for all VisitScotland customer segments and on Scottish tourism on the VisitScotland research pages.

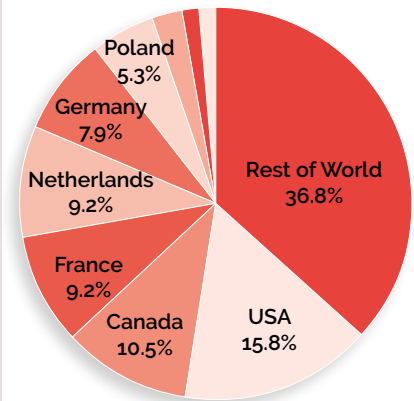
SOURCE: VISITSCOTLAND

GB MARKETS



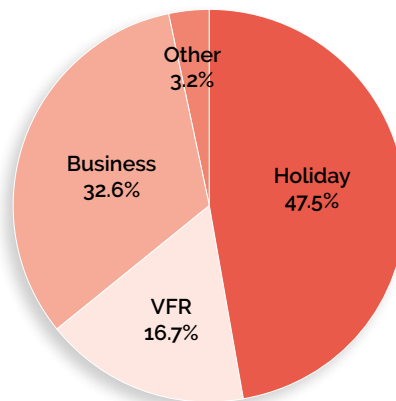
Scotland	55.9%
England	41.4%
Wales	2.7%

INTERNATIONAL MARKETS



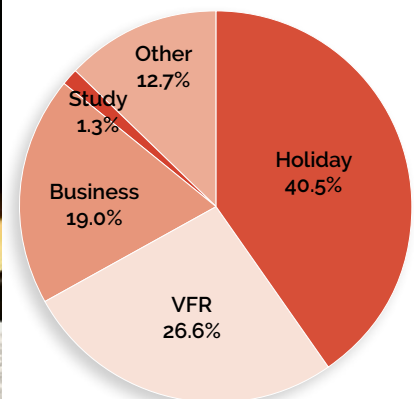
1	USA	15.8%
2	Canada	10.5%
3	France	9.2%
4	Netherlands	9.2%
5	Germany	7.9%
6	Poland	5.3%
7	Australia	2.6%
8	Irish Republic	1.3%
9	Norway	1.3%
10	Rest of World	36.8%

PURPOSE OF VISIT GB

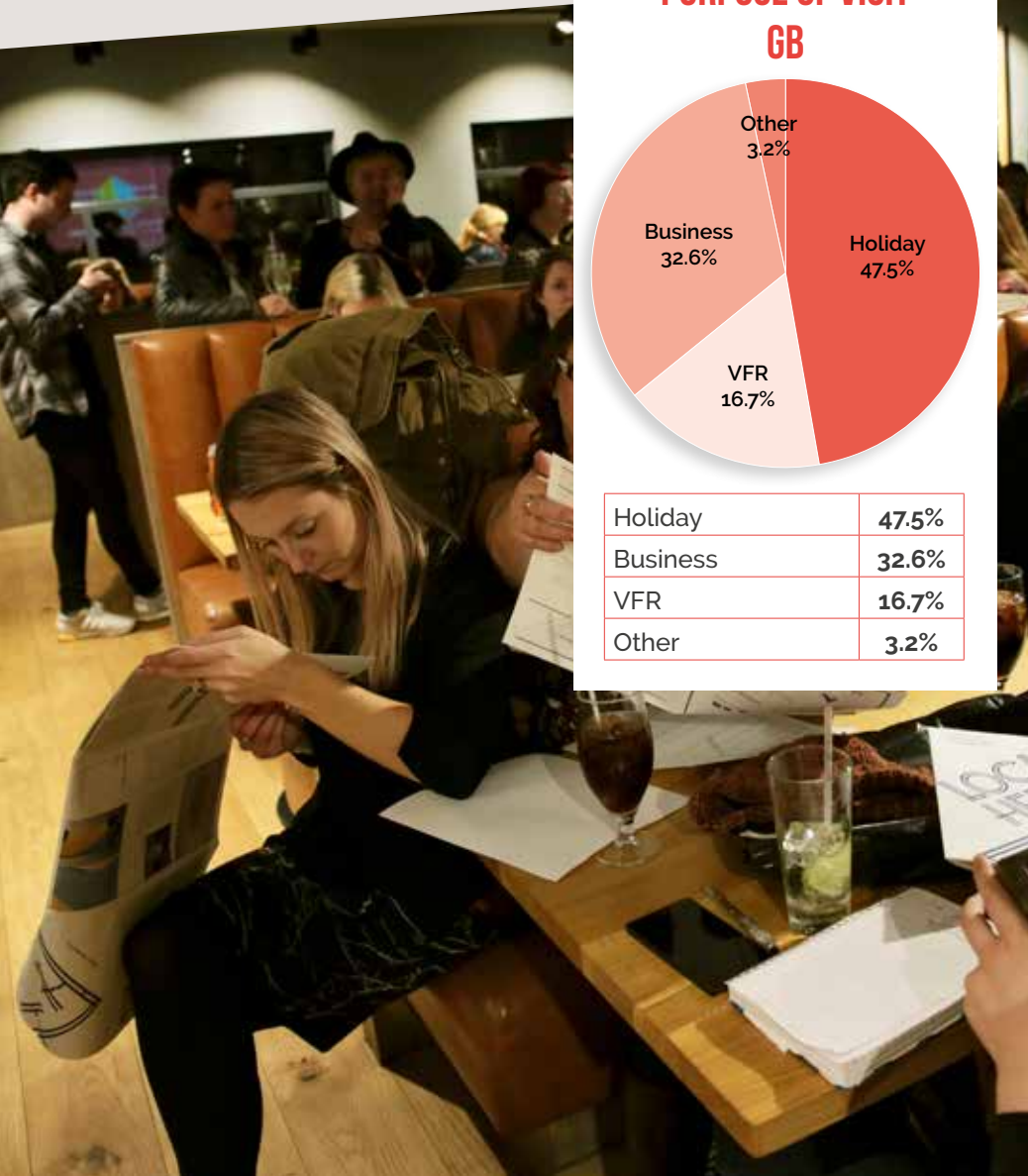


Holiday	47.5%
Business	32.6%
VFR	16.7%
Other	3.2%

PURPOSE OF VISIT INTERNATIONAL



Holiday	40.5%
VFR	26.6%
Business	19.0%
Study	1.3%
Other	12.7%



What is CULTURAL tourism?

Cultural tourism is a very broad term. It encompasses a wide spectrum of cultural and heritage experiences that generally involve events, festivals, artistic performances, cultural activities, museums, galleries, and so on. A business traveller who spends a couple of hours in an art gallery between meetings is as much a cultural tourist as someone who spends an entire week at a major festival.

Cultural tourism represents one of the largest and fastest-growing sectors of tourism globally. The World Tourism Organisation claims that cultural tourism accounts for 37% of world tourism and is projected to grow at 15% per year – three times the rate of growth of general tourism.

Cultural tourism includes historical, traditional and contemporary ('living') aspects of our culture and gives the visitor an insight into our unique cultural identity, way of thinking, and distinct sense of place. Cultural tourism can be categorised into three distinct key pillars, as follows:

- Built, natural and historical heritage (buildings, gardens, castles, stately homes)
- Cultural heritage (museums, galleries, traditional arts, culinary culture)
- Contemporary culture (music, film/TV, fashion, performing arts)

Cultural tourists are more likely to stay longer in a destination to take advantage of other activities during their visit, thus spending more in the local economy and the surrounding region. Cultural tourists will travel to seek out these experiences and include those:

- Seeking to understand a destination's culture and way of life
- Drawn to a location for a specific event, festival or cultural activity
- Seeking an authentic cultural experience
- Seeking to experience and be part of the creativity and vibrancy of their chosen destination (to be creative tourists). They are interested in traditional and contemporary art forms (e.g. theatre, visual arts, literature, music, traditional arts, film, dance)
- Who want their children to experience the culture of the chosen destination.

CREATIVE TOURISM

A new emerging segment to consider is creative tourism. Creative tourists learn a skill, or develop their creative potential, on holiday through active participation in courses and learning experiences that are part of the culture of the country or community being visited, while at the same time getting to know local people.

The trend towards creative tourism suggests that there is an opportunity for arts and cultural organisations to develop participative and interactive experiences for visitors. This is considered a new and more interactive generation of tourism. Creative tourists' profiles highlight the importance given to the creative and artistic activity in which they will engage while on holiday in their chosen destination.

DID YOU KNOW?



49% of visitors to Britain plan to go to a live music concert or event

£4B Music, visual and performing arts contribute £4 billion a year to the national economy

51% of UK adults visit a museum or gallery each year
Source: Arts Council

“Cultural tourism is not a quick fix, or business decision or really even a strategy. It's about passionate interest and connection to culture. This is what drives our business and it's why we do what we do. Most of our clientele are cultural tourists. Our whole brand is based upon this cultural exchange”

Ryan Bukstein, Chief Cultural Engineer, Ace Hotel, Shoreditch



What does Dundee's cultural offer mean for you?

Cultural tourism is happening every day in Dundee, all around us. Whether a visitor is enjoying a visit to Verdant Works, a trip to an exhibition at The McManus, or attending a concert in the Caird Hall, they will be absorbing something of Dundee's cultural heritage.

The importance of your business to cultural tourism in Dundee

A positive cultural experience can have a significant impact on visitors to Dundee, encouraging repeat visits and generating new ones through word of mouth, social media endorsements, etc. Many cultural visitors plan their trips well in advance so they can attend a pre-organised exhibition, event or festival.

Making it work for you

As a business you must consider the needs of cultural tourists when:

- Developing your marketing strategy
- Developing the products and experiences you offer

What businesses offer to staying and day visitors is hugely important to the development and sustainability of tourism in Dundee. Tourism businesses need to consider and understand how to collaborate, create memorable experiences and work with the wide range and variety of Dundee's cultural offer, including:

- Understanding who your visitors are and what would appeal to them
- How you can work with venues to create great experiences for visitors
- How you can use venues and events to market your own business

Why should your business get involved?

If visitors feel really welcome and involved in an event and are part of an authentic experience, they go home with fantastic memories of Dundee which they'll share with their friends and relatives. It's not only large events that have a big impact – smaller events and cultural experiences can often have a greater and longer-term impact on an area, especially with the opening of the V&A Dundee.

Something to consider: Tourists don't want to be tourists anymore; they want to become locals

- What do cultural tourists want? In a word: authenticity. Increasingly, today's cultural tourists are looking for more than just the tickbox attractions. They're after genuine experiences that are memorable and 'brag-able'.
- Airbnb hosts not only give visitors somewhere to sleep, but also tips on where to eat, what to do and the best places to visit that are more off the beaten track. Tourists want to feel more like locals than holidaymakers in a city.

Dundee's cultural audiences: Who are they and what do they look for?

Culture Republic provides audience information and digital insights for arts and cultural venues across Scotland. Here are a few of their interesting facts about two of Dundee's cultural venues.

- **829 performances & 164,789 tickets sold**
- **£1.5m generated for the local economy**
- **83% of attendances generated from outside the city**
- **94% of adults in Dundee City engaged in culture in the last 12 months**
- **92% of adults in Scotland engaged in culture in the last 12 months**

DID YOU KNOW?

Widgets are an easy way for you to put event listings from The List onto your website or blog – <https://widgets.list.co.uk/>



Dundee Culture & Creative Offer

With many cultural venues in Dundee, tourism and culture have a strong partnership – though of course many visitors might not consider themselves 'cultural tourists' despite the activities they engage in when visiting the city.

Cultural experiences are integral to the quality of visitors' impressions of Dundee: they can provide unique and memorable experiences that delight visitors and help the city stand out against competitors. The cultural offer is central to what will make Dundee attractive and vibrant for tourists.

A strength for Dundee is its year-round cultural offering, provided by the city's theatres and other performing arts venues and by the museums and galleries. Many venues, be they exhibition or concert halls, deliver a strong and compelling cultural experience most days of the week and all year-round for residents and visitors alike.

Cultural tourism is a fantastic resource for tourism businesses. Now, with the opening of V&A Dundee, it's the perfect time for tourism businesses to get involved with cultural events and venues – giving you the chance to make the most of the city's tourists while giving visitors an authentic taste of Dundee.

In short, there is always something on in Dundee's various venues – it's up to businesses to keep their finger on the pulse and make sure the visitors know what the city has to offer.

DUNDEE'S CULTURAL OFFER & VENUES	
FESTIVAL	MONTH
Dundee Women's Festival	March
Dundee Design Festival	May
Ignite Festival	May
Dundee Beer Festival	June
Almost Blue	July
Blue Skies – Dundee's Festival of Kiting	August
Dundee Flower and Food Festival	September
Dundee Literary Festival	October
Oktoberfest	October
Discovery Film Festival	Oct/Nov
Dundee Science Festival	Oct/Nov
Dundee Jazz Festival	November
Dundee Mountain Film Festival	November
NEoN Digital Arts Festival	November
ATTRACTIONS & GALLERIES	
Botanic Gardens, Frigate Unicorn, Mills Observatory, Broughty Ferry Castle, Dundee Contemporary Arts, Dundee Heritage Trust – Verdant Works & RRS Discovery, V&A Museum of Design Dundee, The McManus: Dundee's Art Gallery and Museum, Generator, Cooper Art Gallery, Dundee Museum of Transport, Central Library, Dundee Science Centre	
VENUES	
Little Theatre, Gardyne Theatre, Whitehall Theatre, Dundee Rep, Caird Hall, Steps Theatre	

MUSIC: Dundee has a vibrant local music scene. Many venues host gigs and acts from across the musical spectrum, from the small but well-formed Beat Generator Live to the 400-capacity Buskers venues and, for larger touring bands, the Caird Hall.

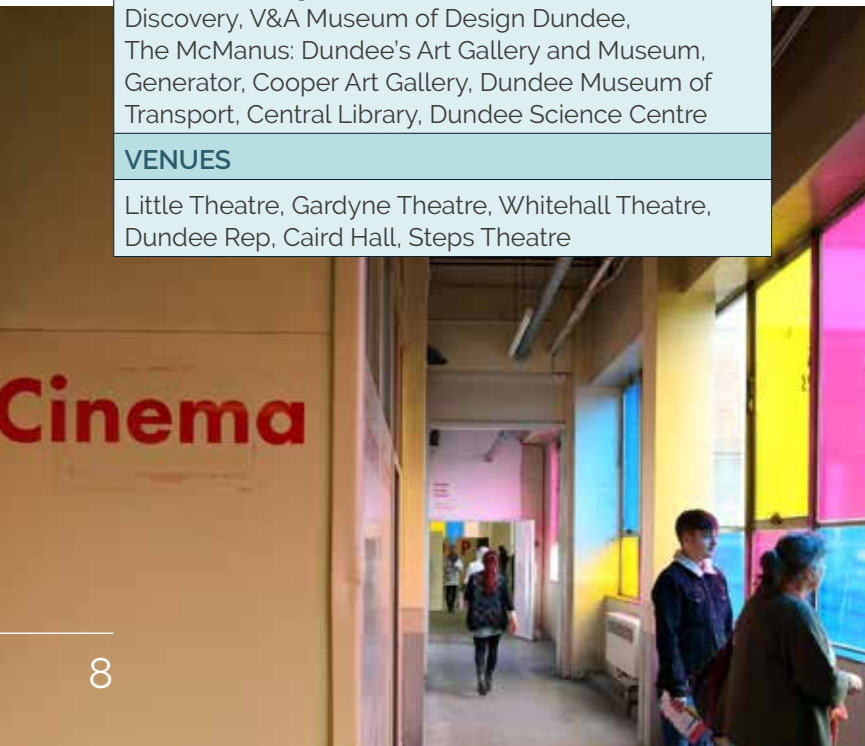
In the spring and early summer season, Dundee enjoys a strong programme of classical, choral and instrumental music from Dundee Symphony Orchestra, RSNO, Dundee Chamber Music and many more. The folk, jazz, dance and punk scenes in Dundee may not be to everyone's taste but with such variety on our doorstep, your visitors are sure to find an event which is music to their ears.

IDEAS TO TRY

Tell your visitors about Dundee as a City of Design and all the cultural and creative things they can do on your doorstep

Put a link to: Dundee City of Design (<http://www.dundeecityofdesign.com/>) on your web site

Promote the City of Design events on your web site and tell your guests about them



FOOD & DRINK: Dundee's food and drink scene is transforming at a dynamic pace. Contemporary restaurants and enterprising bistros sit alongside craft beer bars and good food shops. Indy cafés and stylish diners are matched by go-ahead greengrocers and brilliant bakers. Good quality, imagination and a youthful energy can be found elsewhere too, whether in steakhouses keen to show off their charcoal grills or coffee houses picking up on the latest speciality roaster. The repeating message is that an exciting era for food and drink has arrived in Dundee, and it's the locals who are taking inspiration from it and embracing it.



Dundee: UNESCO City of Design

Dundee is the UK's first designated UNESCO City of Design, joining a prestigious worldwide network.

So what makes Dundee a UNESCO City of Design?

Dundee was awarded the designation because of its outstanding design heritage – jute, comics and digital, among others – but primarily because it has embedded design at the heart of its present and future ambitions. Dundee has an exceptional design community with a strong shared vision, two world-class universities, both with design at their core, and the new V&A Museum of Design, Dundee.

At present, the members of the UNESCO Creative Cities Network are:

Beijing, China | Berlin, Germany | Bilbao, Spain | Buenos Aires, Argentina | Curitiba, Brazil | **Dundee, Scotland** | Graz, Austria | Helsinki, Finland | Kobe, Japan | Montréal, Canada | Nagoya, Japan | Saint-Étienne, France | Seoul, South Korea | Shenzhen, China | Shanghai, China | Turin, Italy | Bandung, Indonesia | Puebla, Mexico | Budapest, Hungary | Kaunas, Lithuania | Detroit, USA | Singapore.



United Nations
Educational, Scientific and
Cultural Organization

DUNDEE
City of Design

Designated
UNESCO Creative City
in 2014

DID YOU KNOW?

What's on in Dundee (<https://www.dundee.gov.uk/events>) is a comprehensive diary of over 1,500 listings updated daily with information on local events and things to do in and around Dundee. For more information get in touch with events@dundee.gov.uk and keep up-to-date with what's on in Dundee.



DID YOU KNOW?



The trendsetting magazine GQ christened Dundee "the coolest little city in Britain"

The Sunday Times rated Dundee as **one of the 20 hippest places to live** in the UK

Whether living, working, studying or visiting Dundee, www.dundee.com has lots of local and unique information about the city which will be of genuine interest to visitors, residents or students. Promote a link to www.dundee.com on your web site as a great place for visitors to find out things to see and do when in Dundee.

Get market ready for V&A Dundee

Opening in 2018, V&A Museum of Design Dundee will be the only V&A museum, anywhere in the world, outside London.

- The V&A Dundee will be the first ever dedicated design museum in Scotland: an international centre for design, a place of inspiration, discovery and learning
- The purpose-built museum will present the largely untold story of Scotland's outstanding design achievements, bringing together in one place the world-renowned V&A collections, with loans from other collections in Scotland and beyond
- The collections will be accompanied by international touring exhibitions from the V&A, making Dundee the only location in the UK outside London to receive these globally significant exhibitions
- The profile of V&A Dundee, will act as a major tourism boost for Dundee and Scotland.

Similar new museums in other destinations have grown the market and the visitor experience.

Museum	Pre-Opening Projected Visitors	First Year of Opening Visitors	City Population
Guggenheim, Bilbao	400,000	1.3 million	346,000
Louvre, Lens	500,000	900,000	36,000
Titanic, Belfast	209,000	807,000	286,000
Riverside Museum, Glasgow	625,000	1.13 million	606,000

SOURCE: DUNDEE TOURISM BENCHMARKING STUDY

- V&A Dundee will target up to 350,000 visits each year
- It will have Scotland's largest museum-standard temporary exhibition spaces
- It is free to enter, including free access to the permanent galleries, with temporary exhibitions charging
- The Scottish Design Galleries will feature over 250 design objects
- V&A Dundee is an 8,000m² building, with 1,650m² of gallery space



DID YOU KNOW?



V&A Dundee is the first building in the UK designed by Kengo Kuma, the internationally renowned architect who is also designing the Tokyo 2020 Olympic stadium. His vision for the museum is to be a new 'living room for the city', welcoming everyone to visit, enjoy and socialise - reconnecting the city with its historic River Tay waterfront.

IDEAS TO TRY



Make sure you follow the V&A Dundee and other venues' social media activities and their 'What's On' guides. Most importantly, 'like' 'share' and interact with their social media activity so that your own visitors and followers can see what's on in the city.

Promote Dundee's cultural tourism offer on your website - theatre, concerts, museums and more are an important part of Dundee's creative offering and will be of interest to your visitors.

"There are lots of opportunities in Dundee. The city's really changed over the past ten years and there are plenty of prospects for people coming here now. Dundee is on the edge of a transformation. Major transformations tend to start off with a single, strong icon - take the Sydney Opera House, for example. V&A Dundee could do that for Dundee."

Chris Van der Kuyl

Opportunities for BUSINESS

To build on the success of Dundee's events and the cultural offer, tourism businesses, event organisers and cultural providers need to understand better how each other works and interacts with visitors and customers.

Working together is vital to the success of tourism in Dundee. Here are some ideas to help you increase your business:

STRONGER LINKS

Look for like-minded businesses and develop collaborative marketing activity to promote Dundee's cultural and creative offer. Link up with galleries, restaurants and artisan jewellery and craft retailers to offer more. You could give visitors a reason to visit at quieter times of year or work together to improve their overall customer experience, linking accommodation, restaurants and attractions to generate repeat visitors and referrals.

GET SOCIAL

Social media is now one of the most important marketing tools for tourism businesses.

It's also something visitors are using more and more: before, during and after their stay. Sites such as TripAdvisor are usually a first port of call for visitors looking for reviews of potential destinations, attractions and facilities. So, get listed – preferably positively – and respond quickly and courteously to any feedback (good or bad).

Build a cultural and creative community on iKnow

VisitScotland's iKnow is a global community that allows Scots, and those who love Scotland, to bring the country to life: a forum where people can tell their own stories, share advice and ask questions. It means that people worldwide can connect with locals here who know the best insider information about Scotland. iKnow is an opportunity to build a community for Dundee's cultural and creative visitors, show them what the city has to offer and answer any questions they may have.

How you can get involved: Think about Dundee and what knowledge you might be able to share with cultural and creative visitors. Where's the best music? Who are the new artisan fashion retailers and jewellers in town? Do you have a cultural itinerary for 24 hours in Dundee? What insider tips do you have that might help others plan their trip to Dundee?

DATES FOR YOUR DIARY

From dedicated food festivals to arts and cultural events, there is so much happening throughout the year to attract visitors to Dundee. Events and festivals are a fantastic way to showcase local cultural strengths and encourage visitors to stay longer and spend more. They can also be a great way of extending the season, by attracting visitors to come at traditionally quieter times of year.

Remember, it's not just the 'big' occasions like Christmas that offer opportunities to put an event or offer together to tempt visitors. Think creatively and use events like Burns' Night or St Andrew's Day to showcase the best of Scotland. Offer a literary tie-in to one of the year-round events run by Literary Dundee: a party hosted by one of the authors perhaps? There are endless possibilities so fire up your imagination and get creative!

MAKE IT WORK FOR YOU

- Promote events and festivals – through email, on your website, via social media and blogs – as an additional incentive or perk for existing visitors.
- If visitors feel really welcome and part of an authentic event in your area, you'll send them home with fantastic memories which they'll share with their friends and relatives, spreading the word about Dundee.

ScotRail

ScotRail have a number of great value tickets which offer fantastic savings and can be used alongside your business to promote Dundee to visitors.

Kids Go free or the 2 for 1 entry is perfect for family holidays, impromptu day trips or fun weekends away.

MAKE IT WORK FOR YOU

- Promote the ScotRail Kids Go Free offer on your web site for your customers
- Are you a Visitor Attraction that would like to participate in Kids Go Free? Contact ScotRail: www.scotrail.co.uk, 0344 811 0141

Be INSPIRED

Building your business is dependent on many factors – who the visitor is, what motivates them and what you need to do to give them a memorable experience that will generate positive word-of-mouth and repeat visits for you. Working together can lead to amazing things. Below are some success stories that came about when businesses and organisations came together to create something special. These inspiring examples don't just show what's possible: they show just how well it can work.

AUTHENTIC EXPERIENCES - DARK DUNDEE

For Halloween 2016, Dark Dundee collaborated with Verdant Works for 4 evenings of gruesome tales of the city's time as the jute capital of the world. Verdant Works was a courtyard-type mill, and now restored as the only Jute museum in the country. The setting was perfect, once the night had set in they turned off the lights and together with Verdant Works staff and some volunteers, visitors were taken through the mill and told stories of brutal deaths and terrifying ghosts, with a few jump scares along the way! With the whole team bounding with enthusiasm and ready to give the visitors a little extra scare with their stories, 12 tours over 4 nights flew past in the blink of an eye. The majority of the visitors were local, and of over 300 people, most had never been in Verdant Works or on a Dark Dundee tour. And those that had, got a different perspective on the jute industry, and the people who worked in it.

The benefits were:

- Working with a partner in the history sector, bringing together parts of the event we couldn't have done separately
- Reaching a new audience, for both Verdant Works and Dark Dundee
- Showing another side to both of our events
- Dark Dundee were able to use the amazing location of an authentic mill
- Verdant Works attracted a new audience of people who although local, had never been to the museum, and were all given vouchers to return and see the exhibits.

INSTAGRAM USERS SHOW OFF THE 'COOLEST LITTLE CITY IN BRITAIN' TO THE WORLD



60 photographers and bloggers from across Scotland known for posting high-quality photographs of Scotland on Instagram gathered in Dundee for an Instameet in early in 2016. They photographed many of Dundee's visitor attractions, art galleries and views.

The Instameet toured Verdant Works, strolled through the city to McManus Galleries where they saw the new sculpture of Oor Wullie and his famous bucket, visited the DCA art galleries, Discovery Point and RRS Discovery for a talk from V&A Museum of Design Dundee and some of the more adventurous of the group embarked on a climb to the turrets of St Pauls Cathedral for incredible birdseye views over the city. The day wrapped up with cocktails and canapes at the Malmaison.

Instagram is now the second biggest social media platform after Facebook. In just 24 hours, over 500 eye-catching and artistic images of Dundee were posted, reaching an estimated audience of over one million people. Similar Instameets have taken place in Edinburgh, Glasgow and the Borders and more **#dundeeinstameets** are planned.

IDEAS TO TRY



- Organise your own Instameet: get some ideas from Edinburgh's The Rock House, who have hosted their own Instameet. <http://www.dickins.co.uk/home-sweet-home/an-edinburgh-instameet-to-remember-rock-house/>
- Follow <https://www.instagram.com/dundeecity> on Instagram: there are over 290,000 #dundee posts



CULTURAL HOTSPOT - FOOD MEETS ART AT GALLERY 48

Gallery 48, is in the heart of Dundee's Cultural Quarter, a contemporary exhibition space promoting organic, artistic development, showcasing established and emerging talent and inspiring imaginative discussion. They regularly host workshops and events welcoming local and international creators, designers and makers, from a variety of backgrounds to present their work in a warm, inviting and conversation-promoting environment; art is the centre piece amidst culinary indulgence, a cool mix of tapas, wines and gins.

This collaborative process keeps Gallery 48 ahead of the curve; sourcing, showcasing and selling innovation, artistry and creative intellect opens up new authentic and memorable experiences for the gallery-goer and visitor.

DID YOU KNOW? TECHNOLOGY IS CHANGING EVERYTHING ABOUT THE WAY CULTURAL TOURISM WORKS

Apps such as YPlan, Instagram and even dating app Tinder are transforming the ways in which people go out and experience cities. Not so long ago in London, if you wanted to go out you had to flick through a copy of Time Out and hopefully settle on something cultural. Fast forward 10 years and this is all but extinct as Time Out now has a wildly successful app.

Dundee has its own app – it's a FREE City Guide to help visitors make the most of the city's arts, culture, best places to stay, eat and go out. The app includes comprehensive listings of what's on in Dundee.

Add a link on your website so your guests can download it from iTunes before they arrive.

<https://itunes.apple.com/gb/app/dundee-app/id799437052?mt=8>

INSPIRATION FROM FURTHER AFIELD

A major exhibition in a top museum, an enthralling concert or that fun little art gallery: the full scope of arts and culture is an intrinsic part of a city's allure. Tourism businesses throughout the world offer visitor packages to get the most out of a visit to their city. Here are just a few examples:

THE CAESAR HOTEL, LONDON: STAY & ART PACKAGE

For visitors looking for a London break, The Caesar has developed time and money-saving packages for when their guests visit the city's most fascinating museums. The Stay & Art package offers guests free private transport from the hotel to cultural highlights like the British Museum, the Natural History Museum, the Science Museum and the Victoria and Albert Museum.

LITERARY EXPERIENCE AT HOTEL WESTPORT, IRELAND

The Westport's Literary Experience Weekends offer guests a celebration of the rich and diverse literary tradition of Mayo. Whether avid readers or budding authors, guests have the opportunity to share stories, make new friends and explore the landscape that has inspired so many writers. The Literary Weekend includes Q&As with featured writers, guided tours to local literary venues and dinners with accompanying readings.

IDEAS TO TRY



- How can you give your visitors a behind-the-scenes or hands-on experience they won't forget?
- If you are an accommodation provider, can you work together with other tourism businesses to offer a package deal and encourage visitors to spend more by offering more? Or if you run a tourism business and want to work with your local theatre, then get in touch to find out how you could offer a joined-up experience for visitors.



NEXT STEPS - Making the Most of the Opportunity

What are you going to do?

Tourism businesses working together to create must-see, must-do offers will attract visitors and encourage them to spend more. Businesses working together have a key role to play in developing innovative products and memorable visitor experiences.

Know what's out there	<p>Keep up to date: use listings to research the events, large and small, that are happening near you;</p> <p>Research the websites of local arts and cultural venues, museums and heritage sites to find out their upcoming programme.</p>
Understand your visitors	<p>Talk to your visitors about why they decided to visit. How did they travel here, and do they know about the V&A Dundee? Build a picture of your visitors and their preferences and research things for them to do.</p> <p>Organise staff familiarisation trips for events and cultural experiences in your area so they can promote them to visitors.</p> <p>Consider the needs and wants of different visitor types – do you currently have facilities and services that meet their needs, and do you promote them?</p>
Build relationships	<p>Visit local artists' studios and talk to them about their work and opportunities for on-site visits/workshops/talks for your customers.</p> <p>Get in touch with local event organisers to see what services you can offer and how they can promote your business.</p>
Provide authentic and memorable experiences	<p>Provide or point visitors to high quality, authentic experiences that will enhance memories of their visit.</p> <p>Hook in to national days as a way to promote the 'Scottishness' of your business – especially St Andrew's Day and Burns' Night for the off-season.</p>

IDEAS TO TRY

Promote Dundee's cultural tourism on your website – theatre, concerts and museums are an important part of Dundee's creative offer and will be of interest to your guests

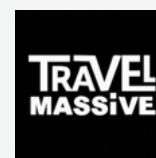
Let your visitors know that you want their opinions, and proactively display them prominently on your website and in the purchase cycle

Create a compelling story for your guests

Partner with a venue and organise a social media competition to promote your business and the venues

Be part of something Massive

Travel Massive connects thousands of travel insiders to meet, learn and collaborate at free events all around the world. It's a global community of travel industry insiders, leaders and innovators. Sign up to find out more from around the world - <https://travelmassive.com/>



Resources

To help you get started, here are the contact details for some useful Dundee and national organisations:

ORGANISATIONS	WEB ADDRESS	TEL NUMBER
Business Gateway	http://www.bgateway.com/local-offices/dundee	01382 848 275
Dundee City Council	http://www.dundee.city.gov.uk/	01382 434 000
Scottish Enterprise	https://www.scottish-enterprise.com/	0845 607 8787
VisitScotland	http://www.visitscotland.org/	01738 627 958
Creative Dundee	http://creativendee.com	07870 982003
Dundee and Angus Visitor Accommodation Association	https://en-gb.facebook.com/Dundee-and-Angus-Visitor-Accommodation-Association-DAVAA-202740866753616/	
Dundee and Angus Chamber of Commerce	http://www.dundeeandanguschamber.co.uk	01382 228 545
Dundee & Angus Convention Bureau	http://www.conventiondundeeandangus.co.uk/	01382 434 318
Leisure & Culture Dundee	http://www.leisureandculturedundee.com	01382 431 500

“Dundee is such a dynamic and exciting place to live and to work - this is a brilliant opportunity to let others know about this cultural and creative hub of a city. We want to give all our visitors outstanding experiences, we know they'll love Dundee as much as we do.”

Beth Bate, DCA

“Dundee's setting is probably more extraordinary than any other city in the UK. It is about as ideal – ludicrously ideal – as any setting could be.”

Stephen Fry, Actor, comedian and writer

PHOTO CREDITS:

Page 5: Creative Dundee. Photographer: Holly May;

Page 8: Dylan Drummond;

Page 9: Creative Dundee. Photographer: Siobhan Diamond;

Page 9: Dylan Drummond

Page 12: Creative Dundee. Photographer: Stephanie Fulke;

Page 13: Creative Dundee event, Justina Smile Photography

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USEFUL WEB SITES




Beat Generator:	www.beatgenerator.co.uk
Botanic Gardens:	www.dundee.ac.uk/botanic
Broughty Castle Museum:	http://www.leisureandculturedundee.com/broughty-castle-home
Buskers Music Bar:	https://www.facebook.com/buskers
Caird Hall:	http://www.leisureandculturedundee.com/culture/caird-hall
Cooper Art Gallery:	https://www.dundee.ac.uk/djcad/exhibitions/aboutus/cooper-gallery/
Dundee City Box Office:	www.dundeebox.co.uk
Dundee Contemporary Arts:	www.dca.org.uk/
Dundee Museum of Transport:	www.dmoft.co.uk
Dundee: One City, Many Discoveries:	www.dundee.com
Dundee Science Centre	www.dundeesciencecentre.org.uk
Frigate Unicorn:	www.frigateunicorn.org
Gardyne Theatre:	www.gardynetheatre.org.uk
Generator Projects:	www.generatorprojects.co.uk
Mills Observatory:	http://www.leisureandculturedundee.com/mills-home
RSS Discovery:	www.rssdiscovery.com
The Little Theatre:	www.dundeeds.co.uk
The McManus: Dundee's Art Gallery and Museum:	www.mcmanus.co.uk
V&A Museum of Design Dundee:	www.vandadundee.org
Verdant Works:	www.verdantworks.com
Whitehall Theatre:	www.whitehalltheatre.com
UNESCO City of Design:	www.dundee.cityofdesign.com
Dundee Rep Theatre:	www.dundeerep.co.uk
Dundee What's On:	www.dundee.city.gov.uk/events

Dundee Tourism Strategy

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 will open its first design 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.

Volume & Value Growth 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