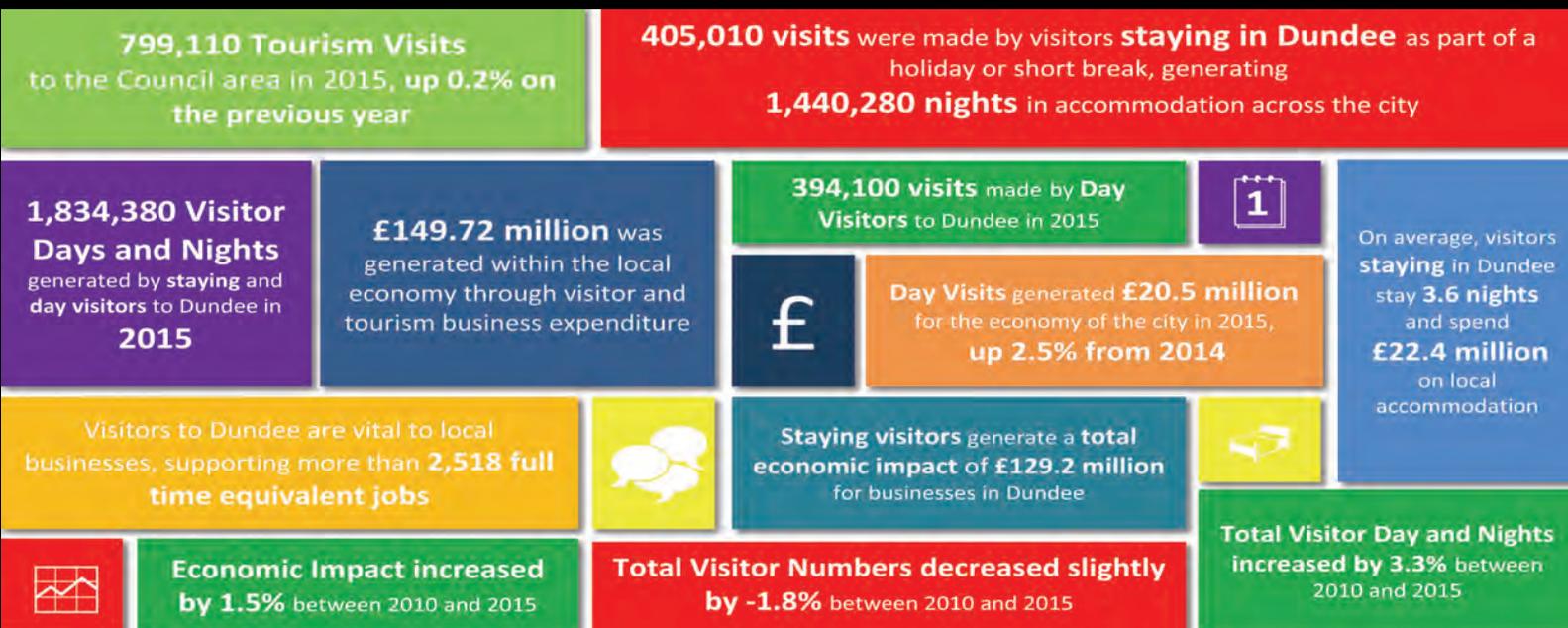


Tourism



Dundee named
'coolest city in UK'

GQMagazine
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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's ongoing regeneration continues with an award-winning, £1billion transformation of the Dundee Waterfront, the 3rd 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 Museum of Design Dundee, the only design museum in the UK outside London, opening summer 2018. Dundee's status as the UK's first UNESCO City of Design recognises the city's cultural credentials and aspirations to become the European Capital of Culture 2023.

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
- Cruise 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 1353 full time equivalent jobs.

Skills

The city is working towards becoming a WorldHost 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 & Events courses.

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