

# DUNDEE



ONE CITY, MANY DISCOVERIES

## Dundee Tourism Action Group

Thursday 8<sup>th</sup> August 2019

West Park

Attendees

Stuart Clark, DAVAA	Mike Metcalfe, Hilton D/Tree
Deirdre Robertson, DHT	Marc Winsland, Xplore Dundee
Gaynor Sullivan, Dundee City Council	
Tina Ogilvie, Visit Scotland	Calum Crichton, Holiday Inn Express
Bruce Sheridan, Forbes of Kingennie	Libby Reynolds, Redwood Leisure
Vivien Collie, University of Abertay Dundee	Susie Schofield, University of Dundee/St Pauls Cathedral
Nicki Mearns, Business Gateway	Diane Milne, DCC
Karen Donaldson, D &A College	Tara Wainwright, V&A Dundee
Angie Gatford, Henry's Tours	Billy Rough, HMS Unicorn
Christine Milne, West Park	Louise Murphy, DD Tours
Richie Wallace, DC Thomson	A Devillers University of Dundee/St Pauls Cathedral
Maureen Hood, Leisure & Culture Dundee	Hotel Indigo/Staybridge

1	<p><b>Welcome</b></p> <p>Gaynor welcomed everyone to the meeting and thanked Christine Milne at West Park for hosting</p>
2	<p><b>Dundee Tourism Strategy 2016 - 2020</b></p> <p>Gaynor gave an update on the Dundee Tourism Strategy/Mid Term Review Action Plan to date and highlighted it is due to come to an end in the next 8 months.</p>

	<p>The 3 key stats been collected and the ppt will show how these have increased year on year and on track to achieving the targets set:</p> <p>Tourism Value Overnight Stays Day Visitors</p> <p>The Mid Term Action plan focussed on 4 themes:</p> <p>Welcome Discoverable Destination Overnight Stays Food &amp; Drink</p>
3	<p><b>Cult-CReate</b></p> <p>Diane Milne, Dundee City Council provided an update on the project to date and how the Dundee Tourism Strategy is the policy document that we are focussing on for this project and timely as we need to look at Dundee Tourism Strategy 2020 – 2030 and the project could fund some of this for Dundee Tourism Action Group.</p> <p>The project is an Intereg project and lasts until end 2020. 4 workshops to develop an action plan around Cultural Creative Industries and Cultural Creative Tourism.</p> <p>They also have learning journeys and next one is in Cyprus on 6-8 Nov.</p> <p>See attached ppt.</p>
4	<p><b>V&amp;A Dundee One Year On!</b></p> <p>Tara Wainwright, Marketing &amp; Audiences Manager provided some key insight into the statistics, visitor profiles and segments as well as what the next 3 blockbuster exhibitions will be.</p> <p>Hello, Robot November – February Mary Quant April – September Nightfever Oct 2020 – Feb 2021</p> <p>671,484 visitors from opening until 30 June. 92,566 tix sold for Ocean Liners (double target).</p> <p>See ppt attached.</p>

5 **Round Table Update**

**DAVAA**

DAVAA are looking to take the association to a co-operative model to allow more access to funding.

Stuart Clark and Bruce Sheridan (Forbes of Kingennie) are working on developing a food & drink network with a launch event on 9<sup>th</sup> September at V&A Dundee

**Redwood Leisure**

July & August full and events in the city are key to this. Expedia now allows you to add images so great opportunity to add in V&A images from their toolkit or the image library on [www.d-tag.co.uk](http://www.d-tag.co.uk)

**Visit Scotland**

Tina highlighted the low response from Dundee to the Tourism Industry Barometer. Also the number of businesses who have not accepted their Google Knowledge Graph. Contact your Industry Relationship Manager if you want more information [dennis.mcfarlane@visitscotland.com](mailto:dennis.mcfarlane@visitscotland.com)

Solheim cup, 9<sup>th</sup> September will attract 100,000 largest ladies golf event in world so engage if interested – toolkits on [VS.org](http://VS.org) and [www.d-tag.co.uk](http://www.d-tag.co.uk)

**Hotel Indigo/Staybridge**

1<sup>st</sup> birthday and occupancy has been steady . Nominated for Business Awards so votes welcome. New GM Dominic McVey

**Holiday Inn Express**

Rates in the city still low but good rates with Tom Jones concert. August looking good and top floor refurbishment is complete

**Dundee & Angus College**

Sector Based Work Programme (19-30 year olds) has been well received and work placements within the hospitality sector; still involved in UNEET International Project and Mike Metcalfe from DAVAA chairs this; college actively involved in providing the welcome desk at all cruise calls; Gardyne Theatre available for hire 389 seats.

**West Park**

1<sup>st</sup> week September end of visitor accommodation and working towards xmas packages

**DD Tours**

Doing a partnership tour with 71 Brewing starting 18<sup>th</sup> Aug

Murder Tour in October

Witch Hunt Tour in November (350<sup>th</sup> anniversary of last witch burnt in Dundee)

Still have contract until end of 2019 for vaults tour and renewed contract for Old Steeple

**HMS Unicorn**

Marrs Training Ship Exhibition

Working on next series for 5 years when 200<sup>th</sup> anniversary in 2025

**Forbes of Kingennie**

Hosting a number of events with Scottish Golf around Solheim to push juniors and ladies gold and they have an open day on 11<sup>th</sup> Aug

**Doubletree by Hilton/Chair of DAVAA**

Accommodation is more competitive with more rooms. Business events key to strategy and also events at Slessor Gardens in July if possible. City aspiration is to look at a conference centre and talks are taking place around future activity of DTAG, Visit Dundee and funding.

**Xplore Dundee**

360 city circle will be withdrawn on 28<sup>th</sup> September

X90 Edinburgh Airport bus has had 11500 bookings so far and will run until Dec 2020

Meets with sustainability agenda and low emission zones; ticketing offers can be made and looking at joint tix with Lothian buses

Next stage will be to get insight into where people travelling to/from and the inbound connectivity to Dundee (we should all ensure we have this added to our 'how to get here')

Once again producing a xmas guide but this year in association with Dundee City Council City Promotion Team

**Henry's Vintage Bus**

Has received great feedback and increase in tours to Glamis and St Andrew as well as weddings. Angie is working with the other tour guides to cross promote

**Business Gateway**

Looking to work more closely with the sector to support tourism within the city

**University of Dundee/St Pauls Cathedral**

Keen to connect with DTAG members and raise profile of St Pauls Cathedral as a place of interest

**University of Abertay**

25<sup>th</sup> anniversary; 1<sup>st</sup> Sept international students arrive

Viv is also involved in Flower & Food Festival 6 – 8 Sept with a number of Tay Country chefs

**Leisure & Culture Dundee**

Taking part in Creative Concierge with 2 events

Among Polar Ice at Mcmanus starts 7<sup>th</sup> September

	<p>Carneigie Arch at Libraries Aug – October</p> <p>New audio tours available at McManus in various languages – discount vouchers were distributed to DTAG members to distribute and DAVAA already have a supply</p> <p><b>Dundee Heritage Trust</b></p> <p>Delighted that both Discovery &amp; Verdant are confirmed as 5 star visitor attractions with VS QA scheme and Hall of Fame Trip Advisor (achieved Centre of Excellence for 5 consecutive year)</p> <p>Seeing increase in weddings; currently doing a volunteer recruitment drive; taken café in house and will look to relocate café with views of the shop; number of development plans in pipeline including the dome 360 platform and climate change research, dependent on funding; Ice Ball is on 15<sup>th</sup> Nov and looking for auction prizes; they have found a Mary Quant skirt in their collection</p> <p><b>Dundee Tourism Action Group</b></p> <p>Creative Concierge now includes Dundee Rep and will be launched by end of the month – aimed at front of house staff and those particularly customer facing.</p> <p><b>Tay Cities</b></p> <p>Tay Cities Regional Tourism Strategy is now complete and a meeting of the 4 chairs from each of the 4 regions will meet on 11<sup>th</sup> Sept to launch it and look at the actions plan.</p>
6.	Date of Next Meeting – Thursday 5 <sup>th</sup> Dec, venue tbc