

BBC
RADIO



BIG WEEKEND

Dundee 2020

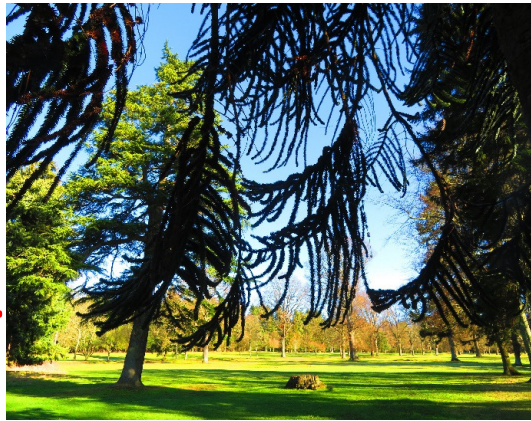
DUNDEE
ONE CITY, MANY DISCOVERIES

It's Official!

BBC Radio 1's Big Weekend is coming to Dundee
22nd, 23rd & 24th May 2020



The Venue – Camperdown Country Park



Start and finish times of event

- Friday 17:00-23:00
- Saturday 12:00-22:30
- Sunday 12:00-22:30



Facts & Figures

- 70,000 approx in attendance across the 3 days
- 4 stages - 3 music and 1 spoken word/podcast
- 60 + top international acts

Estimated Economic Impact in Numbers

- £10m + in media coverage
- £5m + economic impact



Key Messages for the City

- Dundee has been chosen for the second time to host BBC Radio 1's Big Weekend
- The 2020 event is 3 times the size in scale and opportunity from 2006
- It is an exceptional opportunity to showcase the city and its cultural and visitor offer
- Dundee has a great music heritage, check out our [blog](#) for more information



FAQ (frequently asked questions)

How do I get a ticket?

Details of how to purchase tickets will be announced by the BBC at a later date. As with previous festivals, tickets will be allocated through a ballot system. The ballot will be weighted in favour of local people.

How do I get to Camperdown?

Full travel plans for the event are still being developed. There is unlikely to be general public parking at the site. A park and ride facility from elsewhere in Dundee is expected to be organised and ticket holders will be encouraged to use this.

How easy is it to get to Dundee?

You can fly direct to Dundee from London City or Belfast. Alternatively, choose the international airports of Aberdeen, Edinburgh and Glasgow.

Road or rail offer good transport options for domestic travellers. And once you're here, there's plenty of scope for getting around the city and region. For more information, click [here](#).

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You Will Be Asked - Prepare your Staff!

FAQ (frequently asked questions)

What else is there to do while I'm there?

Dundee has been named the UK's top Staycation city, and identified as a culture must-visit by influential publications around the world. It is home to V&A Dundee and a UNESCO City of Design.

There are lots of fantastic bars, restaurants and music venues around the city. Download our [48 hour guide](#) and the [99 things to see & do](#) to plan your own weekend!

We will update this slide as we learn more.....updates will be found on www.d-tag.co.uk



Key Messages for Businesses

- Use the hashtags #BigWeekend #DundeelsNow and follow @BBCR1
- Tens of thousands visiting. Key demographic is younger audience, aged 18-29
- Underlines our Britain's coolest little city status
- Capitalise and encourage a longer/repeat stay? – Lots to see and do over the weekend itself and throughout the year
- Create a bespoke web page on your site – we can help you with content
- Send out a mailshot to your lists. Again we can help.



Ride the Wave of Interest in Dundee

- We will be talked about on air for the next 4 months leading up to the actual event.
- Link your social media to this
- Use the hashtags #BigWeekend #DundeelsNow
- Talk up our music credentials

<https://www.dundee.com/news/dundeels-musical-heritage>

- Why we are a great place to stay

<https://www.dundee.com/news/dundee-uk-city-staycation-year>

- Our food and drink offer

<https://www.dundee.com/sites/default/files/DundeeEatsOct19.pdf>

<https://www.dundee.com/resources/foodie-highlights>

- Culture and Arts

<https://www.dundee.com/sites/default/files/99-Things-to-See-and-Do-in-Dundee-Guide-2019-1.pdf>

<https://www.dundee.com/resources/48-hours-dundee>



Further info

<https://www.dundee.com/news/bbc-radio-1s-big-weekend-comes-dundee>

www.bbc.co.uk/bigweekend

- For any general event queries please contact BigWeekendEnquiries@bbc.co.uk
- For any queries from food traders / market traders want to be at the event please contact info@djcatering.co.uk

