

Dundee Tourism Recovery Plan

Introduction

The recently formed Dundee Tourism Leadership Group was in the process of finalising a new Tourism Strategy for the city when the coronavirus crisis began. With substantial parts of that strategy now on hold it was agreed that a short-term recovery strategy would be required to ensure the city is ready to develop and strengthen its tourism offer as quickly as possible when restrictions begin to lift.

This recovery plan takes elements of the draft Tourism Strategy as a starting point and recontextualises them in the light of the changed circumstances we find ourselves in. We imagine that the plans it lays out will be relevant for between 18 months and two years, as immediate restrictions and longer-term impacts begin to lift.

This plan is designed to work in concert with Dundee's Cultural Recovery and Resilience Plan and with the city's economic recovery plan. It is informed by the Scottish Tourism Emergency Response Group (STERG) Action Plan and takes into account that plan's four phase model of Respond, Reset, Restart and Recovery.

The overarching aim of this plan is to return the city to a position where it is ready to adopt and implement the full tourism strategy.

Objectives

1. Make a persuasive case for tourism's key role in Dundee's economic recovery to partners, funders, stakeholders and businesses
2. Rebuild Dundee's visitor economy
 - a. Develop a city narrative that tells a clear, compelling and authentic story about Dundee that takes into account the changed target markets for tourism and new priorities for prospective visitors
 - b. Anticipate and respond to seasonal demand, capitalising on opportunities and where possible mitigating risks
 - c. Grow visitor numbers and spend
 - d. Prepare for expansion of tourism markets and adoption of full tourism strategy as longer-term impacts begin to subside
3. Provide information and guidance to Dundee's tourism sector on safety measures, new initiatives and funding streams
4. Work with agencies leading on the development and growth of the city's tourism workforce, offering support and amplification when the opportunity arises.
5. Ensure environmental sustainability remains a key focus of the city's tourism activity
 - a. Monitor and respond to changes to environmental policy in relation to tourism
 - b. Provide information and guidance to the city's tourism sector on environmental best practice
 - c. Ensure sustainability is a consideration in all campaigns and activity

These objectives will be developed and carried forward by the Dundee Tourism Leadership Group. As set out in the group's manifesto, it may task individuals, groups and partnerships with the delivery of specific objectives.