



# Dundee Tourism Narrative Toolkit

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# Dundee Tourism Narrative Toolkit

As part of the work of the Dundee Tourism Leadership Group, a new city narrative has been developed with the aim of conveying the city's strengths as a destination to our target audiences and markets. While both the narrative and target audiences have been revised in light of Covid-19, the aim at all times is to communicate only those messages that feel authentic to us as a city.

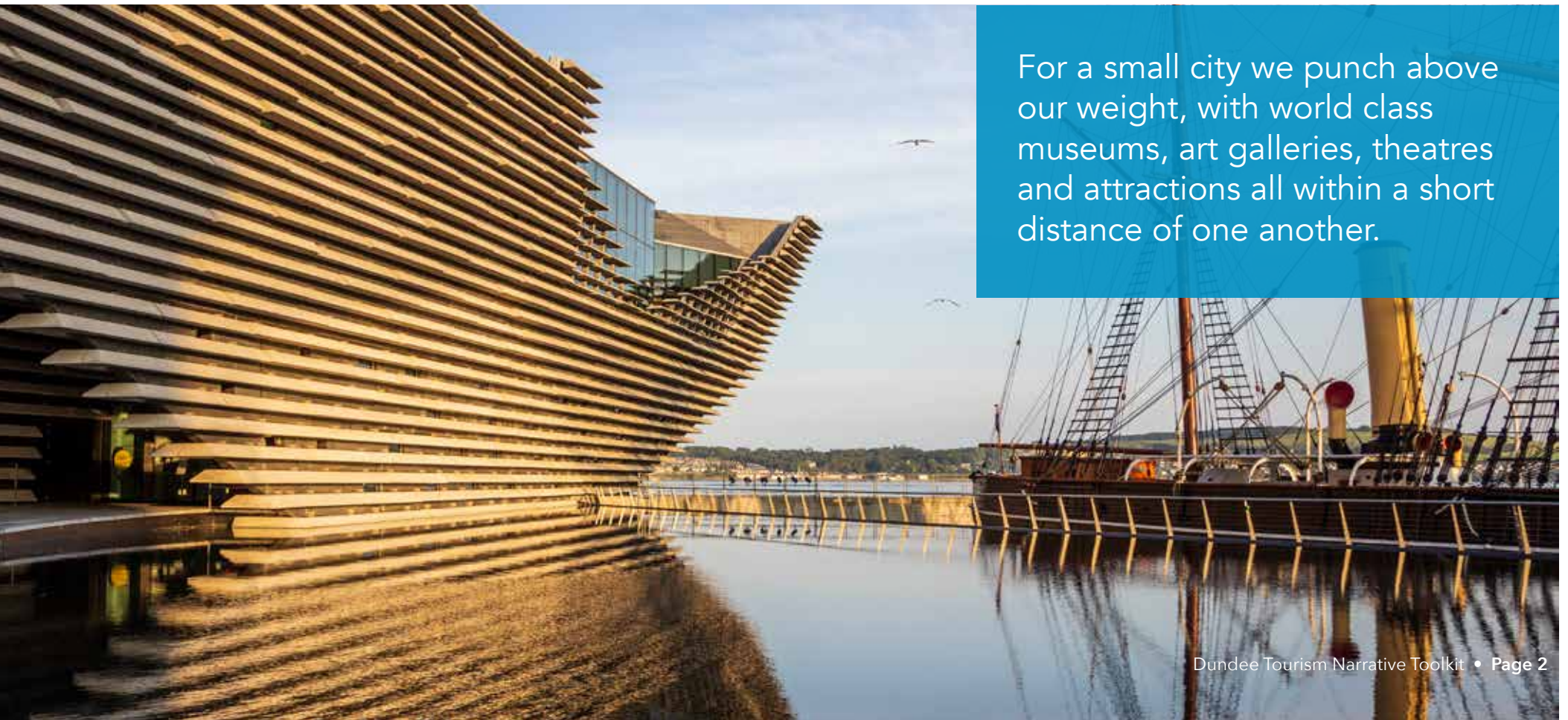
This toolkit lays out some suggested ways the narrative can be used to promote your business and the city across a range of applications.



communicate only those  
messages that feel  
authentic to us as a city.



# Small town feel, big city experience.



For a small city we punch above our weight, with world class museums, art galleries, theatres and attractions all within a short distance of one another.



We may be going places, but we haven't lost our sense of fun: we're the home of the Beano after all. We're known for our quirky sense of humour and making visitors feel instantly at home.

Dundee is looking to the future: we're the UK's first UNESCO City of Design, a renowned centre for games design and a leader in sustainable travel. You'll find that spirit of innovation throughout the city.





We're known for our warm welcome and our sense of fun, which makes us perfect for a family break. You'll find a huge range of activities for younger travellers, from workshops and guided tours to spotting Desperate Dan and enjoying some delicious ice cream by the beach.



Nestled in the heart of Scotland's Tay Country, Dundee is a perfect base for exploring Angus, Fife and Perthshire, from the grand sweep of Tentsmuir forest and beach to the isolated splendour of the Angus Glens.



In Dundee we go our own way, with a wealth of independent businesses: from unique bars, coffee shops and restaurants to artist studios and start-ups.

Thanks to our spectacular south-facing position on the banks of the beautiful river Tay, we're Scotland's sunniest city. Our size makes us easily walkable – perfect for enjoying our stunning river views, exploring our art and heritage trails and visiting our many green spaces for a stroll or a picnic.



## Supporting messages

You may already know about the incredible awards, accolades and press coverage Dundee has received over the last few years. These can be very powerful in supporting the key messages of our narrative.

Here's a selection you might want to reference:

**A thriving hub of culture and design excellence**  
Lonely Planet

**The coolest little city in the UK** - GQ magazine

**The World's 100 greatest places of 2019** - The Times Magazine

**One of the world's top six off-beat design hubs.**  
Suitcase Travel Magazine

**An up-and-coming cultural hub** - Bloomberg pursuits





**One of the top ten 'hot destinations' for world travellers in 2018** - Wall Street Journal

**There's never been a better time to visit the Scottish coastal city** - National Geographic

**The only Scottish city featured as 10 best UK city breaks for 2019** - Condé Nast Traveller

**Hailed the 'cultural comeback kid' and named as one of the seven most 'design-savvy' cities in the world** - CNN

**Dundee is a Top 10 destination - Best in Europe 2018**  
Lonely Planet

**Dundee makes the cool list 2019**  
National Geographic Traveller

**The UK city staycation of the year** - i newspaper

**Dundee - A little pot of gold at the end of the A92**  
The Guardian



# How to use the narrative

It's unlikely you'd want to use all of these key messages and supporting information at once – some of them may not be relevant at all to you and your business. But there should be at least one or two that fit with what you do and can help to put your business in the context of Dundee's wider appeal. Or, you might find that different messages work for different strands or projects that you're working on.

You'll find some examples of how you might use the narrative on a range of channels – feel free to copy and use these, or to create your own to suit your needs.

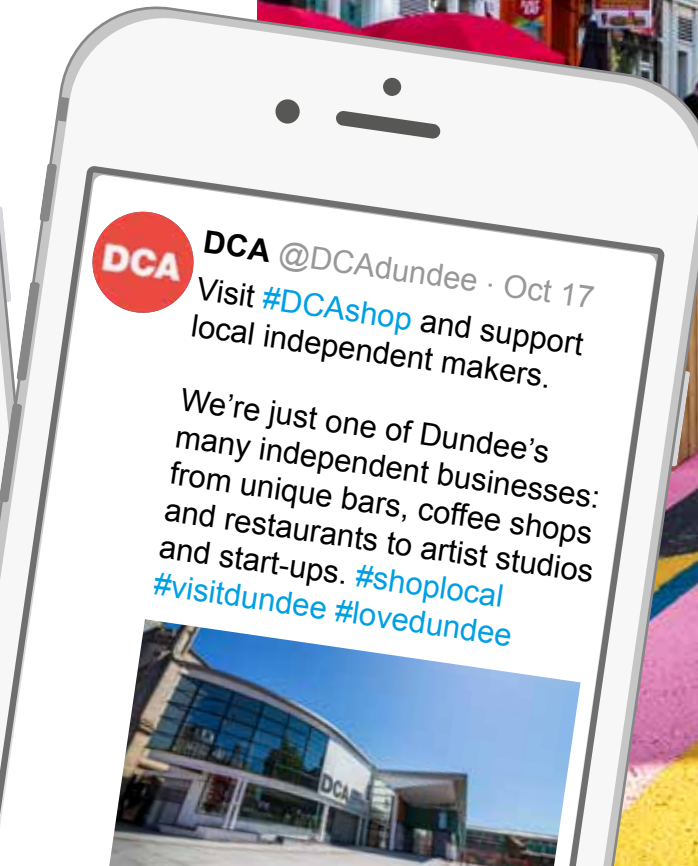




## Social media

Use the narrative to strengthen and expand your marketing messages.

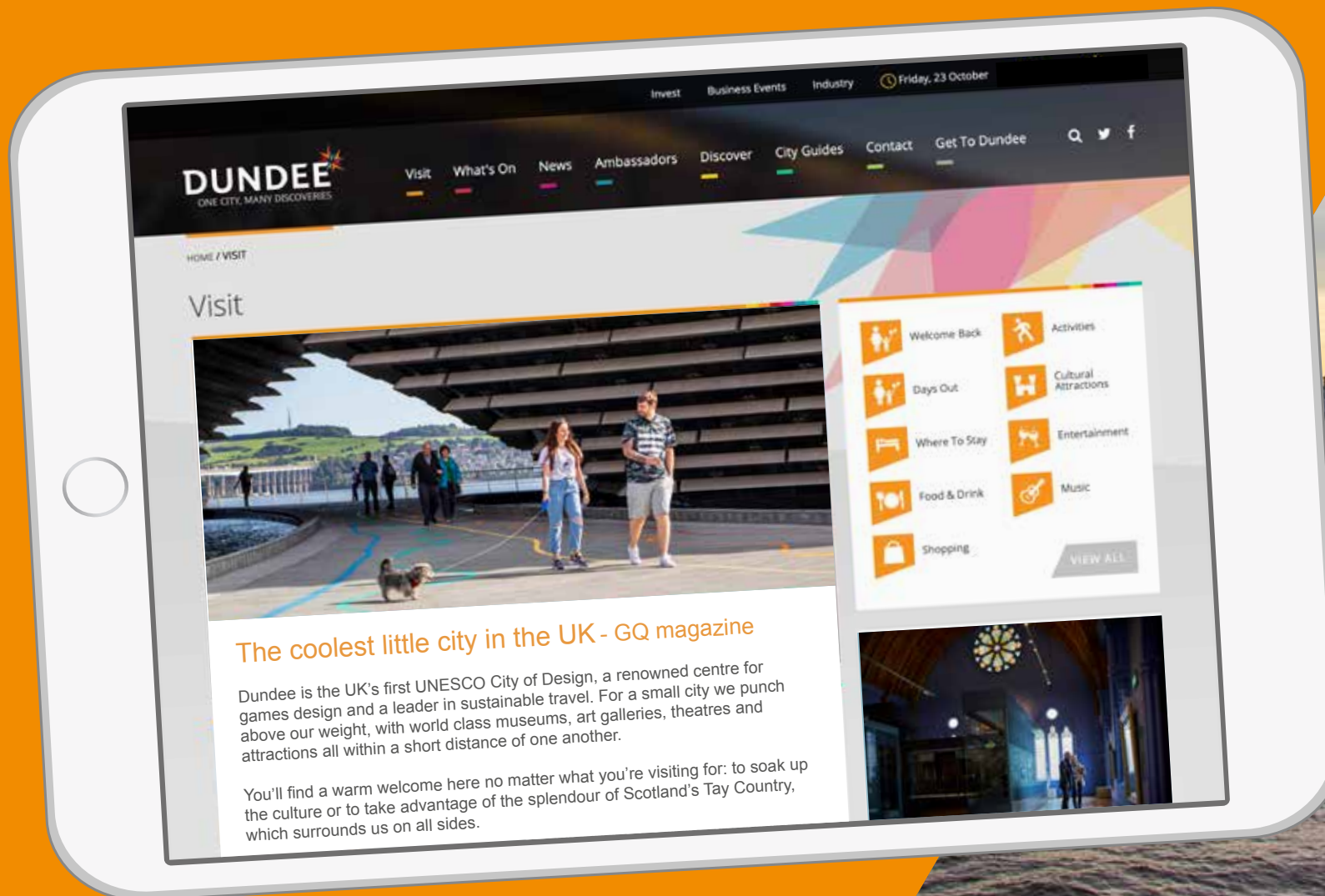
Here are a couple of examples using different strands of the narrative have been used (note the text has been adapted to work alongside the business's message, which is fine):





# On your website

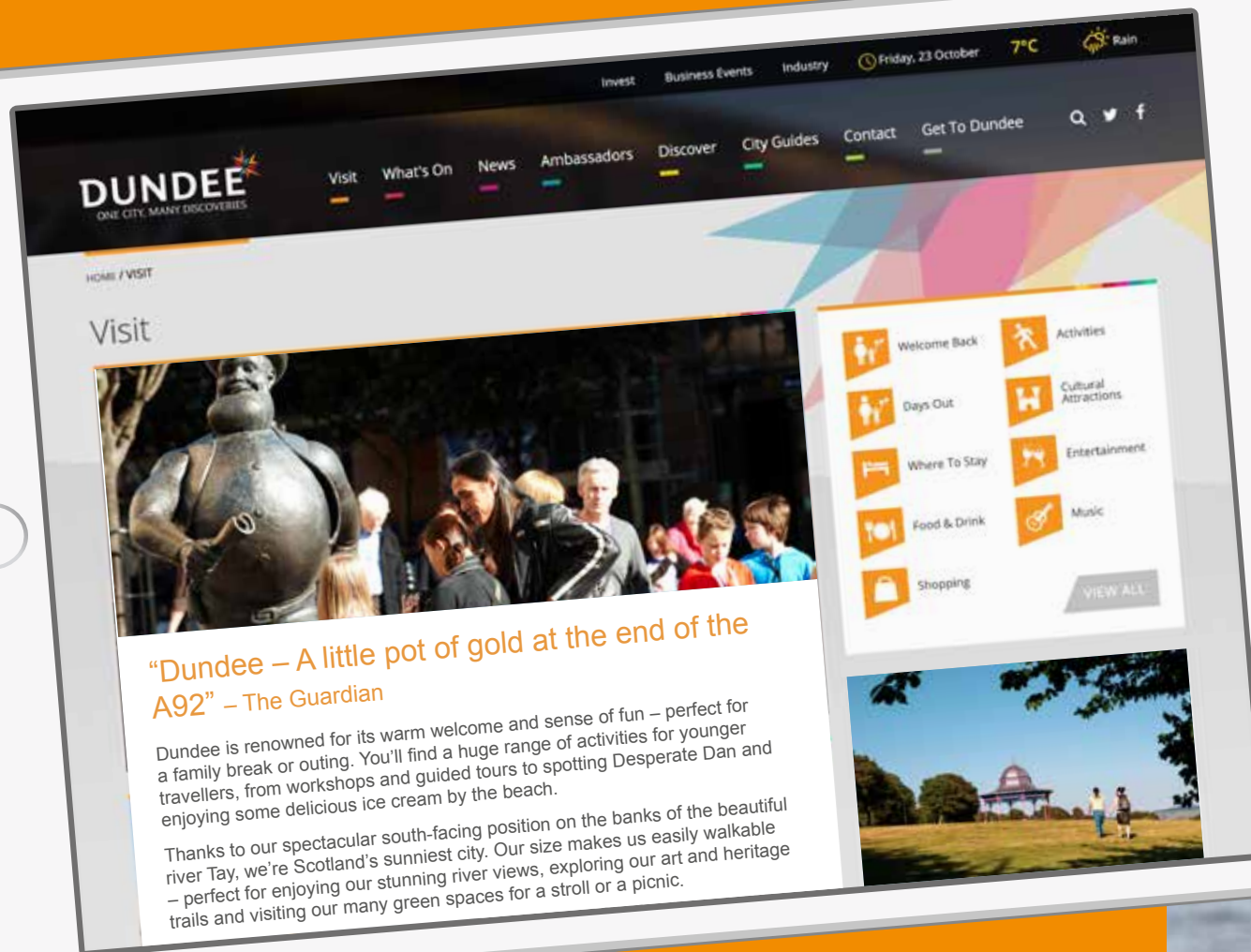
If you don't already have one, you could consider adding a 'visit' or 'about Dundee' page to your website. This could include relevant information about how to get to your business, ticket or pricing info etc – plus some information about the city taken from the narrative, for instance:





You don't have to include every message from the narrative - it makes sense to pick and choose from the things that are most relevant to your audience.

Here's a completely different example that's more focused on families and the outdoors:



## Press releases

You could add any of these messages to a Notes to Editors section, giving more context on the city for the journalists who receive it.

It's usually helpful to use a slightly more formal tone, for instance:

### Notes to editors

The only Scottish city featured in Condé Nast Traveller's 10 best UK city breaks in 2019, Dundee is also the UK's first UNESCO City of Design and a renowned centre for games design. The city boasts world class museums, art galleries, theatres and attractions all within a short distance of one another, including the recently opened and hugely successful V&A Dundee.



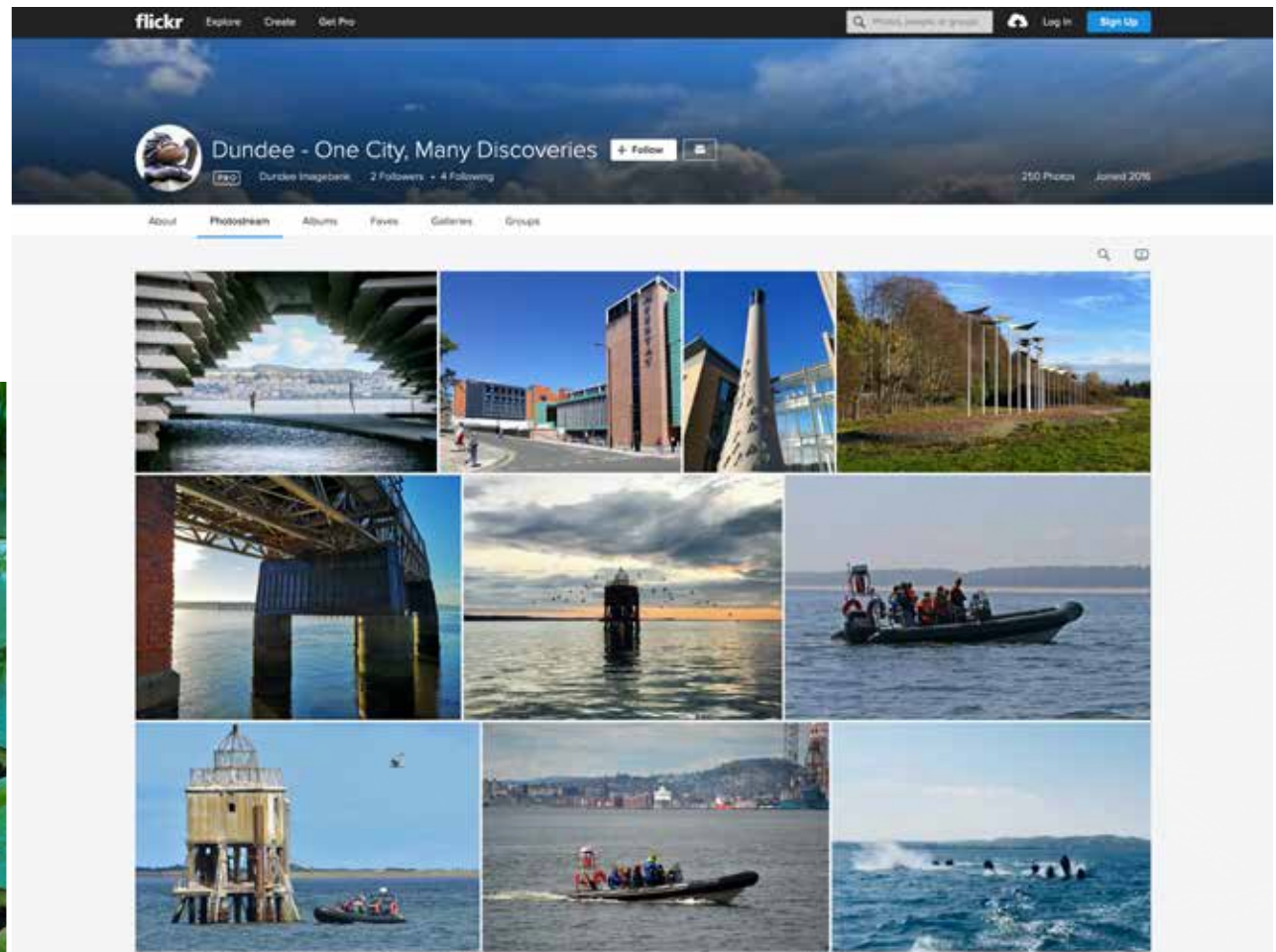


# Imagery

You can access high resolution images of the city that are approved for use and support these key messages here:

Flickr Dundee Imagebank

<https://www.flickr.com/people/139098681@N04/>



## Contact

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