Fast facts

Tourism in Dundee & Angus 2014
- Total Visitor Spend: £105 million
- Total Trips: 485,000
- Employment: 710

Top markets for Dundee & Angus 2014

<table>
<thead>
<tr>
<th>GB</th>
<th>Trips (000)</th>
<th>Spend (£m)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Scotland</td>
<td>228</td>
<td>44</td>
</tr>
<tr>
<td>England</td>
<td>169</td>
<td>30</td>
</tr>
<tr>
<td>Wales</td>
<td>11</td>
<td>3</td>
</tr>
<tr>
<td>Total value</td>
<td>408,000</td>
<td>£76 million</td>
</tr>
</tbody>
</table>

Overseas
- Trips (000) | 77,000
- Spend (£m) | £29 million

Top five overseas markets for Dundee & Angus 2014 (by trips)
1. USA
2. Canada
3. Netherlands
4. France
5. Germany


Figures may not add up exactly due to rounding. Regional tourism data is produced from surveys and can have a relatively small sample size. This can increase error margins and therefore data should be treated with caution. If you need any more information please contact your local team. Further information on research is available on visitscotland.org.

VisitScotland provides inspiration and information to thousands of potential visitors to Dundee & Angus through our social media channels - Facebook and Twitter.

VisitScotland posts tweets and status updates with striking images of the region to encourage visitor engagement and interaction, marketing the region and promoting the very best of what Dundee & Angus has to offer.

Delivering for Dundee & Angus 2015
How we’re working to grow the visitor economy.

Front cover: Desperate Dan statue, Dundee’s City Square; Arbroath Smokies on the beach at Auchmithie, Angus; Arbroath Abbey, Angus and Tay Bridge © Dundee City Council.

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Tourism is at the heart of the region’s economic success. It’s more than a holiday experience – creating assurance scheme. The Year of Innovation, Architecture and Design 2016, gives the region a chance to making the most of this by getting involved in VisitScotland’s Taste Our Best Quality assurance scheme.

Some of the region’s famous foodie offerings including Dundee Cake and Arbroath Smokies. Food and drink businesses across the region are spoiled for choice when it comes to ingredients, with an abundance of local producers and suppliers, and many are making the most of this by getting involved in VisitScotland’s Taste Our Best Quality Assurance scheme.

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For Bridgeview Station Restaurant in Dundee, the award recognises and celebrates businesses offering first-class Scottish food and drink experiences through a stamp of quality that visitors respect.

For them, it’s important to be recognised as providing a quality Scottish dining experience. Our latest Quality Assurance scheme Taste Our Best recognises and celebrates businesses offering first-class Scottish food and drink experiences through a stamp of quality that visitors respect. For Bridgeview Station Restaurant in Dundee, the award also allows them to stand out from other local restaurants in a city undergoing transformation, with a thriving food sector. For them, it’s important to be recognised as providing a quality Scottish dining experience. Our Quality Assurance scheme, developed and improved over the past 25 years, is recognised as world leading and provides a trusted, independent source of quality information for visitors.

Taste our best
VisitScotland’s Taste Our Best Quality Assurance scheme is a shop window for Scotland and Dundee & Angus – stimulating investment and jobs as well as millions of visitors for the country.

£105 million generated through visitor spend for Dundee & Angus. Tourism supports over 7,100 jobs and is integral to the success of the visitor economy.

Over 103 million opportunities for consumers to see or hear about Dundee & Angus through our global PR activity in 2014/15.

Digital channels were at the forefront of our 2015 spring/summer activity in VisitScotland’s Brilliant Moments marketing campaign for Dundee.

Partnering with Dundee City Council, an increased focus on Facebook proved to be very successful in promoting the area. All activity offered the chance to enter a prize draw to win a break in the city. This generated over 5,000 entries and directed more than 12,600 visitors to the Dundee & Angus section of visitscotland.com. A further partnership with The Alliance Trust and Tiso promoted Angus as part of the Cateran Yomp with a prize draw for a two night stay in Angus. This activity reached almost 430,000 people.

Over £58,000 invested by VisitScotland to support events in Dundee & Angus between April 2014 - March 2015.

As part of the Year of Food and Drink Scotland 2015 fund, EventScotland – a team within VisitScotland’s Event’s Directorate awarded two events in the region with funding.

Montrose Music Festival received £5,000 and Dundee Science Festival received £6,000 to help enhance the mouth-watering local food and drink on offer.

Visitscotland.com provides exposure for every Dundee & Angus business to take their message across the world via a free web listing. The Dundee & Angus section of this global website performed extremely well between April 2014 - March 2015. Highlights included:

- Almost 47,000 visits to the main Dundee & Angus landing page, a 51% increase on the previous year, assisted by increased interest from Brazil, Germany and France.
- Over 122,000 searches for ‘Dundee & Angus’ on visitscotland.com, a 22% increase on the previous year.
- Over 87,000 searches for ‘accommodation’ in Dundee & Angus.

VisitScotland’s marketing provides a shop window for Scotland and Dundee & Angus – stimulating investment and jobs as well as millions of visitors for the country.

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£105 million

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£7.5 million

5.2 million worth of enquiries were sent to venues in Dundee in 2014/15 from VisitScotland’s Business Events team.

£7.5 million