We promote Scotland with Scotland, working with local industry to grow the visitor economy.
As the new Regional Leadership Director for Dundee & Angus and the east of Scotland, it’s been an exciting time to join VisitScotland, with the launch of our new global campaign Scotland is Now in April 2018 and the Year of Young People 2018.

It is also an exciting time to be in Dundee and Angus, with so much happening in the region. From being voted one of ten top destinations to visit in Europe by Lonely Planet to the much-anticipated opening of the V&A Dundee, the city really is in the spotlight. Angus also had its moment in the spotlight when it played host to another successful Open Championship at Carnoustie in July 2018.

There's been much to celebrate in terms of new, exciting investment across Dundee & Angus. From the opening of Dundee Railway Station and Sleeperz and Indigo Hotels to the growing number of new high-quality food & drink producers in Angus, including Newton Farm Holidays who won two Regional Thistle Awards, there is much to celebrate in the region.

Tourism really is more than a holiday experience, it is integral to sustaining communities across the country by generating income, creating jobs and stimulating social change.

This year, Dundee & Angus announced the launch of Scotland’s Tay Country, which will see a new approach to joint marketing with the four local authorities - Dundee, Angus, Perth & Kinross and Fife - for the first time.

The team and I look forward to continuing to work closely with you to build on our collective successes to date and maximise opportunities across Dundee & Angus.

Caroline Warburton
Regional Leadership Director
VisitScotland
Key stats for Dundee & Angus

**ALMOST 400**
Web listings on VisitScotland.com with 50% of accommodation listings integrated with web booking engines in 2017/18.

**OUR GROWTH FUND SUPPORTED FIVE APPLICATIONS IN 2017/18 WHICH RECEIVED OVER £65,000**

**OUR EVENTSCOTLAND TEAM INVESTED £32,500 IN TWO EVENTS IN THE REGION IN 2017/18 - THE DUNDEE DESIGN FESTIVAL AND BONFEST.**

**DUNDEE & ANGUS FOCUSED POSTS ACROSS ALL OUR SOCIAL MEDIA CHANNELS REACHED ALMOST 3.2 MILLION PEOPLE THROUGH FACEBOOK, 4 MILLION ON INSTAGRAM AND CREATED OVER 858,000 IMPRESSIONS VIA TWITTER FROM APRIL 2017 TO MARCH 2018.**

**67 BUSINESSES WITHIN THE VISITSCOTLAND INFORMATION PARTNER (VIP) PROGRAMME AND 36 BUSINESSES ARE PART OF OUR TASTE OUR BEST SCHEME.**

**MORE THAN 81 MILLION POTENTIAL CONSUMERS REACHED WORLDWIDE BY OUR CONSUMER PR ACTIVITY BETWEEN APRIL 2017 AND MARCH 2018.**
Developing tourism across Dundee & Angus

STRATEGIC ACTIVITY
Partnership and collaboration are at the heart of how we work with the local industry in Dundee & Angus. Together we develop and deliver innovative initiatives and encourage investment to grow the visitor economy.

We work closely with industry, public sector partners, the Dundee Tourism Action Group and Angus Tourism Cooperative to support the regional strategic activities that align with the national tourism strategy, Tourism Scotland 2020.

We promote Dundee & Angus across the globe as a place to visit and invest in through direct business support, internationalisation and global marketing across all our platforms reaching millions of consumers.

The way our visitors access information has changed significantly and as a result we have adapted our approach to information provision working with local partners.

We want every person across the community to be an advocate for Scotland and Dundee & Angus – informing and inspiring visitors with local highlights, hidden gems and must-see attractions in the area.

Our information provision strategy aims to do just that, with an increase in the number of channels providing information about the region. This includes our industry partners within the VisitScotland Information Partner (VIP) programme, the Regional iCentre hub in Dundee City, outreach and our digital channels.

Our involvement as partners in Digital Tourism Scotland provides business advice and support to help maximise the opportunities presented via our visitors’ digital journeys, whilst our partnership with TripAdvisor, a European first, targets millions of visitors searching for and booking Scotland.

Exhibitors at the Scotland Tay Country stand at Expo 2018, which included Dundee & Angus.
DELIVERING FOR DUNDEE & ANGUS

INDUSTRY SUPPORT
We sell Scotland with Scotland, which ultimately means working together and supporting businesses to maximise opportunities and collectively market Scotland to the world.

We work with businesses across Dundee & Angus to deliver a quality experience that meets and exceeds visitor expectations and is crucial in making Scotland a must-visit, must-return destination.

Developed in partnership with the tourism industry and informed by visitor research, our Quality Assurance (QA) Scheme is world-leading. By participating in QA, businesses receive tailored advice from a highly experienced Quality & Tourism Advisor.

QA businesses, of which there are more than 160 across Dundee & Angus, can also be part of the VIP programme, our Welcome Schemes and Taste Our Best.

Our industry events engage with businesses and stakeholders across the region. Each year we deliver an annual tourism conference in partnership with both local authorities and the Chamber of Commerce. This year over 100 businesses attended and were encouraged to celebrate the success of the region and look to future opportunities with a showcase of industry speakers.

One of our most powerful assets is our people, and our Industry Relationship Manager Dennis McFarlane is the main business contact for Dundee & Angus providing tailored support and advice. We also provide regional information for businesses through a quarterly communication, via social media and at industry events.

Get in touch with Dennis at dennis.mcfarlane@visitscotland.com.

Keynote speakers from the Dundee & Angus Tourism Conference 2018, from right to left - Annie Long, Maggie’s Centre Dundee, Alison Henderson Dundee & Angus Chamber of Commerce and Fiona Hyslop MSP.
Marketing
Dundee & Angus

SCOTLAND IS NOW
VisitScotland, Scottish Government, Scottish Enterprise and Universities Scotland collectively launched a major new campaign in April 2018 - Scotland is Now as part of our new Brand Scotland approach.

This campaign is designed to put the country firmly at the top of everyone’s list of places to live, work, study, invest and visit.

We’ve created brand and people films to promote that ‘Now’ is the time to visit Scotland. This included a Dundee dedicated film in celebration of the opening of the V&A Dundee. Dundee is Now has received more than half a million views.

Get involved by accessing our business toolkit at scotlandisnow.com which includes images, videos, and much more. And use #ScotlandIsNow to join in the online conversation.

48 HOURS IN ANGUS
48 hours in Angus is a series of short videos promoting the inspiring things to see and do in Angus. The videos titled ‘48 Hours of...’ Wonder, Adventure and History respectively were developed with Angus Council for businesses to use and share across their channels to help showcase the region.

We’ve been shared them across our social media channels and they’re accessible from the VisitAngus YouTube channel for sharing.

GROWTH FUND
Our Growth Fund supports collaborative tourism marketing projects, and in 2017/18 we supported two applications, totalling £65,000 of support, for Dundee & Angus.

Euan’s Guide, a popular review website which aims to “remove the fear of the unknown” for disabled visitors to Scotland was awarded £25,000 in June 2017. Growth Fund supported the creation of downloadable e-guides for Dundee and Fife.

The East of Scotland Tourism Partnership - comprising Dundee, Angus, Fife and Perth & Kinross Council - was awarded £40,000 to support a new campaign for the area - Scotland’s Tay Country in February 2018.
Scotland’s Tay Country campaign is the first destination marketing campaign for the region and aims to raise the area’s profile outside Scotland, creating bespoke itineraries to suit visitors’ tastes, using digital channels and video to provide more information about attractions and activities, before and after people visit.

OUTREACH
Our distinctive herd of Coo Vans have been making special appearances across the region as part of our strategy to provide inspiration to visitors in new and innovative ways.

Visitors to Dundee & Angus have had the opportunity to receive a warm welcome from a Coo Van (and our dedicated team of Coo-visors of course!) at various sites throughout the summer months. These have included; Dundee Science Centre, Verdant Works, RRS Discovery, Barry Mill, Murton Farm and Glamis Castle.

They’ve also been spotted at events including a Dog’s Day Out, and Scottish Transport Extravaganza at Glamis Castle and the Dundee Flower & Food Festival reaching over 25,000 visitors in 2017.

Outreach is part of our Information Provision Strategy to deliver the right information, to the right people at the right time.
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