

DUNDEE



ONE CITY, MANY DISCOVERIES

Dundee Tourism Action Group

Thursday 24th January 2019

Attendees

Stuart Clark, DAVAA	Kim Adamson, Dundee Heritage Trust
Fiona Mackenzie, STGA	Billy Rough, Frigate Unicorn
Gaynor Sullivan, Dundee City Council	Elaine Omand, Dundee Running Tours
Jennifer Caswell, Dundee City Council	Calum Crichton, Holiday Inn Express
Tina Ogilvie, Visit Scotland	Libby Reynolds, Redwood Leisure
Bruce Sheridan, Forbes of Kingennie	Nicki Lothian, Dundee Photo Tours
Deirdre Robertson, Dundee Heritage Trust	David Groundwater, FSB
Meg Greenhorn, DCA	Derrick Lang, Dundee Airport
Bruce Donaldson, D&A College	Craig Robb, D&A College
Christine Milne, West Park	Anna Day, Urban Foresight
Maureen Hood, Leisure & Culture Dundee	Ashley Gleogh, Apex Hotels
Paul Jennings, Visit Dundee	Andrea Nichols, Green Tourism
Naomi Clarke, Dundee City Council	Angela Gatford, Henry's Tours

1	<p>Welcome</p> <p>Gaynor welcomed the attendees and thank Kim Adamson for hosting the event at Verdant Works</p>
2	<p>Climate Change – Naomi Clarke, Dundee City Council</p> <p>Naomi gave an update on the city wide public/private Climate Change group which has 62 actions around mitigation and adaptation.</p> <p>View Presentation here</p>

	https://www.d-tag.co.uk/sites/default/files/2019-05/Climate%20Change.pdf
3	<p>Andrea Nichols, Green Tourism</p> <p>One of the actions for as mentioned above is to increase membership of Green Tourism.</p> <p>There are currently only 5 members of Green Tourism in Dundee and 809 members in Scotland.</p> <p>There is a simple quiz that you can do to see where you measure before joining</p> <p>View presentation here https://www.d-tag.co.uk/sites/default/files/2019-05/Green%20Tourism%20Overview%20Apr%202019%20%5D.pdf</p>
4.	<p>Gaynor Sullivan, Dundee Tourism Strategy</p> <p>Strategy KPI's & 2018 stats</p> <p>Value up 8.1% to £187.1m (2020 target £185m exceeded)</p> <p>Overnight Visitors up 5.1% to 490,000 (2020 target 520,000)</p> <p>Day Visitors up 33.55% to 560,000 (2020 target 600,000)</p> <p>Action plan updated was highlighted and attached</p>
5.	<p>DAVAA Learning Journey</p> <p>Dundee & Angus Visitor Accommodation Association led a learning journey part funded by Scottish Enterprise to Belfast to encourage a more joined up approach from private & public sectors and a focus on creative sectors.</p> <p>Stuart Clark, Sec of DAVAA and Kim Adamson, Dundee Heritage Trust presented to the group on the trip.</p> <p>The group was supported by consultant Kenneth Wardrop who facilitated a pre and post event workshop and those findings are now to be taken forward by Visit Dundee with the support of Kenneth on 5th June.</p> <p>For more information contact Stuart Clark info@davaa.co.uk</p>
6.	Round Table Update

Xplore Dundee – going contactless from Monday 5th May; extending 360 until end summer and keen to get front of house staff along on 14th May or other dates if that's not suitable

Leisure & Culture Dundee – DISC starting PT offer; Caird Hall has meeting rooms for 14 – 60; McManus now have audio tours; L&C have produced a map and looking for feedback (Maureen handed it out and it's attached for comment)

Dundee Airport – actively involved in 2 Tay Cities projects; consultancy mid June (schedule will stay the same until end October) new tender package for next 2 years; helicopter flights starting this summer; private aircrafts p 40/45%

Unicorn – received funding from Heritage Lottery Fund; 200th anniversary soon and visitor numbers up eg Jan up 100%; lots of events planned

Apex Hotel – V&A package deal going well; looking at deal with FoxLake for corporate market

Urban Foresight/Ride On -400 ebikes and working up top 20 docking locations

DCA

Celebrating 20th birthday in March and seen a big increase in visitor no's since the opening of the V&A; taking part in Creative Concierge

Dundee & Angus College

Active in a number of projects including WorldHost and Cruise Welcome

Dundee Industrial Heritage

Working on 2 Tay Cities Deal projects which fit with eco tourism and climate/green agenda and looking to open up the Dome and with DC Thomson around Comic Museum; launched a Tay Cities pass with Black Watch Museum

West Park

300 beds summer only and offer 24 budget flats and had a good summer and been upgrading rooms

DAVAA

Joined Scottish Tourism Alliance; working with Fiona Mackenzie (STGA) around a fb page for last minute tours; looking to become more involved with HIT

Henry's Tours

Started to build up momentum, itison helped and great feedback on Trip Advisor and Viator

Dundee City Council – Jennifer Caswell

	Currently looking at City Centre Strategy and will come out for consultation and a BID.
6.	Date of Next Meeting – Thursday 8 th August – looking for venue to host