

DUNDEE CITY COUNCIL PROGRESS REPORT - NICOSIA

Cult-CreaTE
Interreg Europe

 European Union
European Regional
Development Fund



DUNDEE
ONE CITY, MANY DISCOVERIES

LOCAL ACTIONS IDENTIFIED

-  Baseline audit of CCIs currently engaged with Tourism project
-  Making the cultural product of the city more visible to tourist/visitors
-  Lack of quality, locally designed, crafted, produced goods for visitors to buy
-  Limited use of local produce in cafes and restaurants
-  The need for more effective use of digital tools to engage and inform tourists
-  Effective engagement with CCIs to meet the needs of future businesses
-  Baseline audit of CCIs currently engaged with Tourism project

CREATIVE CONCIERGE



Partnership project with V&ADundee and Dundee Tourism Action Group

Launched in October 2018 at the opening of new Museum (300 attended)

Creating a database of frontliners - and uses social media to promote events (closed FB pages,

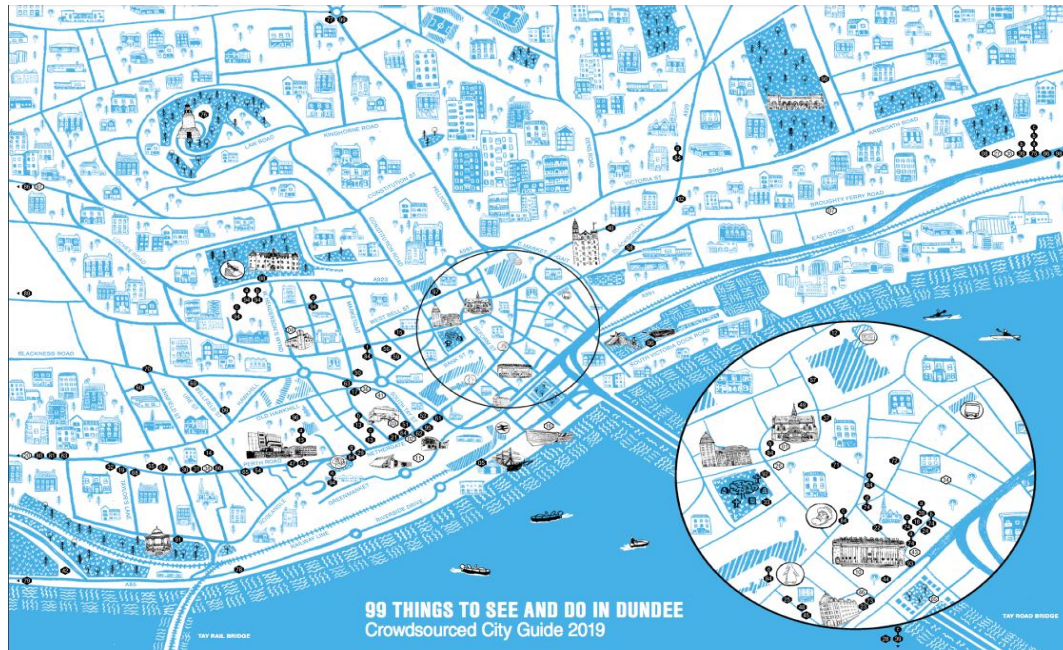
Free events so they can speak more knowledgeable to visitors and tourists

CREATIVE **CONCIERGE**

TOURISM - EXCLUSIVE EVENTS - VISITORS - WELCOME - CULTURE

99 THINGS TO SEE AND DO IN DUNDEE

Creative Dundee supports creative talent to base, grow and sustain their practice in and around Dundee, by connecting and amplifying the city's creativity.



DUNDEE EATS

Where to start? DUNDEE'S FOOD DISTRICTS

Sustainability

Future food - Dundee leads the way

End Like a Local

Go Global

Buy Local

Our Good Food Heroes

Out of this world rocket

Shh... INDIVER TIPS! →

Shh... With a View

Co curated by the independent food sector

Open call opportunity to designer /illustrator to work with us on it

Not a listings but promoting our food and drink story

Website has listing contacts and map points www.dundee.com/dundeeseats

DUNDEE PHOTO TOURS

- Take photos and have fun
- Develop your photography skills with any camera
- Increase your creative confidence as a photographer
- See our city as a photographer and take home the best shots
- Discover hidden works of art in the most unlikely of places
- Be part of a small group ensuing hands on instruction for all
- Connect with the Dundee Photo Tours social media networks to be part of our community



DD TOURS (WALKING TOURS)



Discover Dundee - Waterfront Tour

Explore the central waterfront of Dundee -
available as a private group tour



Dark Dundee - Murder

Murder on the streets of Dundee - all
throughout October.



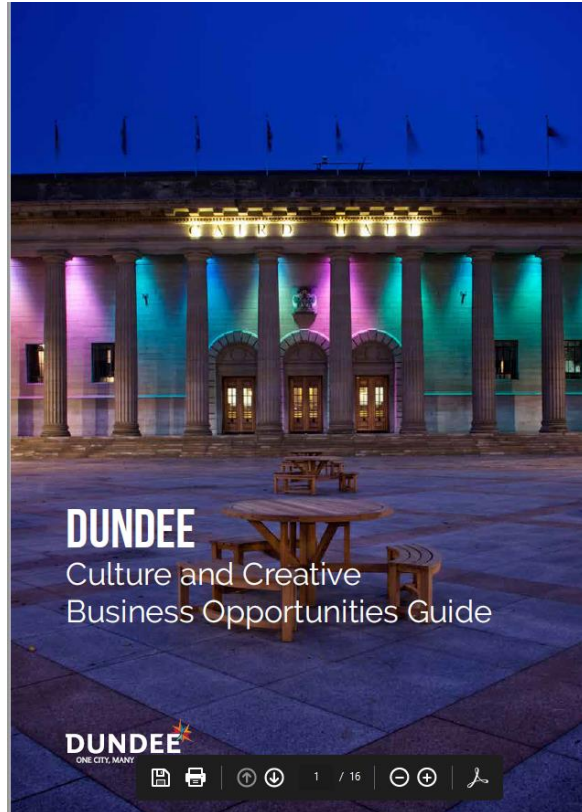
The Storytellers

OPEN/CLOSE DUNDEE

A series of street art trails of painted doors around Dundee. Created by local artists, brightening up the streets of Dundee. Created out of an idea around a lunch table, to bring great street art to Dundee in a way that brightens up the unexplored nooks and crannies of the city.



CCI AND CCT BUSINESS OPPORTUNITIES GUIDE



DUNDEE CULTURE AND CREATIVE BUSINESS OPPORTUNITIES GUIDE

NEXT STEPS - Making the Most of the Opportunity

What are you going to do?

Tourism businesses working together to create must-see, must-do offers will attract visitors and encourage them to spend more. Businesses working together have a key role to play in developing innovative products and memorable visitor experiences.

Know what's out there	Keep up to date: use listings to research the events, large and small, that are happening near you. Research the websites of local arts and cultural venues, museums and heritage sites to find out their upcoming programme.
Understand your visitors	Talk to your visitors about why they decided to visit. How did they travel here, and do they know about the VIA Dundee? Build a picture of your visitors and their preferences and research things for them to do. Organise staff familiarisation trips for events and cultural experiences in your area so they can promote them to visitors. Consider the needs and wants of different visitor types - do you currently have facilities and services that meet their needs, and do you promote them?
Build relationships	Visit local artists' studios and talk to them about their work and opportunities for on-site visits/workshops/talks for your customers. Get in touch with local event organisers to see what services you can offer and how they can promote your business.
Provide authentic and memorable experiences	Provide or point visitors to high quality, authentic experiences that will enhance memories of their visit. Hook in to national days as a way to promote the 'Scottishness' of your business - especially St Andrew's Day and Burns' Night for the off-season.

IDEAS TO TRY

Promote Dundee's cultural tourism on your website - theatre, concerts and museums are an important part of Dundee's creative offer and will be of interest to your guests

Let your visitors know that you want their opinions, and proactively display them prominently on your website and in the purchase cycle

Create a compelling story for your guests

Partner with a venue and organise a social media competition to promote your business and the venues

Be part of something Massive
Travel Massive connects thousands of travel insiders to meet, learn and collaborate at free events all around the world. It's a global community of travel industry insiders, leaders and innovators. Sign up to find out more from around the world - <https://travelmassive.com/>



To help explain cultural and creative tourism

What are the opportunities for their businesses

Case studies and ideas