

Dundee is leading the transformation of a city through design intelligence.



Dundee & Angus Convention Bureau
Floor 6, Dundee House, 50 North Lindsay Street, Dundee, DD1 1LS
Tel: +44 (0)1382 434318 E-mail: enquiries@conventiondundeeandangus.co.uk
Website: www.conventiondundeeandangus.co.uk

Dundee & Angus Convention Bureau | Growing Business Tourism in Dundee and Angus

Dundee & Angus Convention Bureau | Growing Business Tourism in Dundee and Angus



Dundee and Angus offers a cultural heritage unique in that it enhances the experience of the visitor and delegate to value the knowledge and inspiration this area has to offer.

Growing Business Tourism in Dundee and Angus

Contents

What does Business Tourism mean for Dundee and Angus?	3
Why is Business Tourism important?	5
Dundee and Angus - generating growth in Business Tourism	7
Market trends in Business Tourism	9
Dundee & Angus Convention Bureau Ambassador Programme	11
Dundee and Angus as a Business Tourism destination	13
Delegate opinions of Dundee and Angus	15
Dundee & Angus Convention Bureau - selling to the world	17
Future goals for Business Tourism in Dundee and Angus	19
The vision for Dundee & Angus Convention Bureau	21
A team approach	23
The future is bright	25
Appendices	26
Dundee & Angus Convention Bureau Action Plan	27
Acknowledgements	28

Front cover image: City of Dundee

Back cover image: Scottish Dance Theatre performing at the Dundee Repertory Theatre

What is Business Tourism?

Business tourism is defined as:

'The provision of facilities and services to the millions of delegates who annually attend business tourism, congresses, exhibitions, business events, incentive travel and corporate hospitality.' IMEX Definition



RCN International Research Conference dinner hosted at Guthrie Castle, Angus

What does Business Tourism mean for Dundee and Angus?

Business tourism generates almost £12 million of direct delegate expenditure*³ in Dundee and Angus, representing 12% of the total visitor expenditure in the area. More than 225,000 delegates visit the area for events like meetings, conferences and exhibitions and they are responsible for almost 42,000 bed nights in the area. With an overall impact of 1353 full time equivalent jobs supported by the £60m impact of delegate spend throughout the economy.

It's the job of the Dundee & Angus Convention Bureau to attract even more of these high spending visitors and to support our partners to draw even more of their professional associations to consider Dundee and Angus for their next conference.

The Bureau works to attract major conferences and meetings to the area, but it's not a job the Bureau can do alone and their ambassadors – many of whom are academics working at the Universities or at The James Hutton Institute – are instrumental in drawing their sectoral conferences here. These institutions have a global reputation for their professionals who work, create and innovate across a wide range of sectors.

At the moment in Dundee there are:

- Researchers shedding light on the genetics behind Parkinson's and how one gene affects the cells in the brain
- Scientists and engineers safeguarding the future of the UK's water, energy and food
- Experts examining the latest online security threats, the problems of wearable tech and weaknesses in point of sale systems
- Forensic scientists identifying how to recover fingerprints from the feathers and eggs of birds of prey to help to identify the perpetrators of wildlife crime
- Experts overseeing the investigation of battlefield graves as part of the Waterloo Uncovered landmark archaeological project
- Bowel cancer experts leading research into a new 'risk score' which could lead to more effective identification of those at risk of the disease

The opportunity to hear from and meet global experts like these on their 'home turf' is a huge attractor for business tourism events. By targeting the UK and international association and academic conference and meetings markets, Dundee & Angus Convention Bureau has almost doubled the number of bed nights and is close to tripling the total expenditure attributable to business tourism.

***Total direct delegate expenditure in 2014 was £11,841,720³**

All visitors are valuable to our economy, but it's a fact that business visitors spend 1.5 times more on a trip than their leisure counterparts.

It's also a fact that business tourism is far less seasonal than leisure tourism. Much business tourism activity takes place at a time of the year when leisure tourism is traditionally at its lowest volume.

This is excellent news for hotels as these visitors sustain hotel occupancy and revenue per available room (revpar) during typically quieter times of the year.

Dundee, with its two Universities, benefits from its student economy. It's not just the city's students who contribute to the economy; the professionals working at these renowned centres play a huge part in attracting business tourism. As a well-established research centre, Dundee is home to one of the largest research communities in Europe: over 3000 life scientists from more than 52 countries are currently working in the area.

The city's academic and research bodies continue to attract top-class researchers from across the globe, researching subjects as diverse as medicine, life sciences, dentistry, law, microelectronics, fine art and design and space exploration. New industries including digital gaming, biotechnology, high tech manufacturing, software and customer services continue to make their mark. And it shouldn't be forgotten that the problem of feeding the planet's population of 7 billion people through research into sustainable farming methods and the genomics of plants is a daily challenge for those at The James Hutton Institute.

Worldwide, the largest sectors are:

- Medical meetings
- Technology meetings
- Scientific meetings
- Industry meetings
- Education meetings

In research⁷ undertaken recently by Dundee & Angus Convention Bureau the main focus of a third of all the conference and meetings held in the city were research and development led events. Seminars are also of key importance along with the annual professional meetings of associations. It also showed that trade shows and team building along with public sector events are taking place regularly. This information helps the city identify which developments are required to future-proof our destination for business tourism events and to ensure operators are providing the correct offering for these visitors.

51% of the events were international – important because international delegates spend more than domestic delegates and also because it places Dundee and Angus on an international stage, helping to attract inward investment.

20% of all the events taking place in the city at the moment have delegate numbers of 700 to 1000. (500-600 delegates is currently the largest academic/association meeting which can be held on one site in the city). However, when asked if there were facilities to cater for up to 1000 delegates in one venue, would the respondent's event have made use of this, 57% answered yes.

Almost a third of these events required more than five break-out rooms. A quarter of conferences which had an exhibition element had more than 100 exhibitors requiring exhibition space at the same time as the conference was ongoing.

87% demand superfast broadband, 66% want wireless network facilitation of conference apps, 70% expect high performance superior sound systems and over 20% require social media functionality such as a Twitter wall.

This information assists us to plan the future of business tourism in our area by helping developers to provide relevant venues with the correct facilities for the 21st century delegate.

Why is Business Tourism important?

Business tourism is a key driver of growth and collaboration for Scotland – and there's a distinct bridge between tourism and inward investment. We're committed to advocating for and promoting the need for investment and development in facilities, infrastructure and services in Dundee and Angus.

The Dundee & Angus Convention Bureau research outlined on page 4 shows how the correct information can inform development decisions.

Business tourism remains one of the fastest growing sectors of the tourism industry. Worldwide, there were over 4.6 million delegates attending around 12,000 international meetings in 2013¹.

In Great Britain, business tourism is estimated to contribute £20.6 billion to the economy per year and represents 25% of all inbound travel². In Scotland meetings generated over £1.9 billion of delegate expenditure, which includes attendees and accompanying persons³.

This is why conferences and meetings which have an international appeal are so important for Dundee and Angus – and why the international reputation of the professionals and academics at our Universities and institutes plays such a key role in attracting these events.

Much business tourism activity has a natural affinity with cities – providing delegates with good access from the UK and beyond; excellent and flexible venues and a range of dining opportunities and add on activities. It's not just about filling hotel rooms and conference centres. It's about supporting Scotland's international business and investment priorities by introducing the nation to key influencers, stakeholders, entrepreneurs and investors from around the world - and these people experiencing Scotland, first-hand at a successful event in Dundee and Angus.

Major development continues at Dundee's Waterfront and is transforming the city into a world leading waterfront destination for visitors and businesses through the enhancement of its physical, economic and cultural assets.

This project has investment in excess of £1 billion, covers an 8km stretch of land and is a strategic, forward looking 30-year project which will continue to deliver benefits for business tourism and expose Dundee and Angus to international acclaim. Construction work has begun on the site of this iconic £80 million development which is due to open in summer 2018. The building, designed by Kengo Kuma is described as a 'world class design museum' and a 'spectacular vision ... that heralds a bright future for Dundee as the UK's first UNESCO City of Design.'

It is anticipated that the V&A Dundee will showcase Scotland's renowned design heritage, the talent of our nation and stimulate innovation to drive our economy forward.

Recent developments at the Grade A listed Caird Hall have complemented the existing meeting rooms and exhibition space by providing a more flexible proposition allowing for the hosting of larger national and international meetings to this well-known venue.

The attraction of major conferences and exhibitions helps to reinforce Scotland's credentials in our growth sectors such as life sciences and energy, and markets Scotland as a destination for inward investment. Business tourism visitors are potentially key influencers in terms of inward investment and trade decisions, and business tourism is therefore the ultimate 'Shop Window' for Scotland, its cities and for Dundee and Angus.



Artist impression of V&A Dundee

Speaker at the SOL2012 Conference

'Attracting the best research on computer vision in the world... our group, the University and the region benefited from the visibility created.'

Professor Emanuele Trucco, FRSA, BMVC Conference and Ambassador



IMPACT8 Civic Reception hosted at The McManus: Dundee's Art Gallery & Museum

Dundee and Angus – Generating Growth in Business Tourism

Lucrative business tourism is important for Dundee and Angus – and not just for conference venues and hoteliers.

The 225,000 delegates who visited in 2014 did not just use a conference hall and a hotel bed³. They took taxis, they looked at audio visual equipment hired from local companies, they went golfing, they ate in local restaurants, they were piped into their event by a local musician, they visited an attraction, they bought their children a gift...

The whole economy benefits from providing a memorable experience for delegates.

Dundee & Angus Convention Bureau works with conference organisers to create social programmes and extension plans to encourage business tourists to see more when they are here, stay longer... and come back bringing their friends and families with them.

Although much business tourism revolves around cities, this is where our glorious countryside helps us to 'seal the deal' as a perfect conference and meeting destination. Breathtaking scenery, glorious built heritage, spectacular golfing, outdoor activities from gorge walking to river rapids and top quality food and drink all provide an appealing and hospitable offering.

Few could fail to be impressed by the grandeur of a gala dinner at Glamis Castle – but especially our international visitors.

We aim to continue to work in partnership with local businesses and organisations to improve our delegates journey; understanding the requirements and exceeding the expectations of delegates.

Our 'Your Passport to Dundee and Angus' initiative is one example of this encouraging delegates to explore more and stay longer.

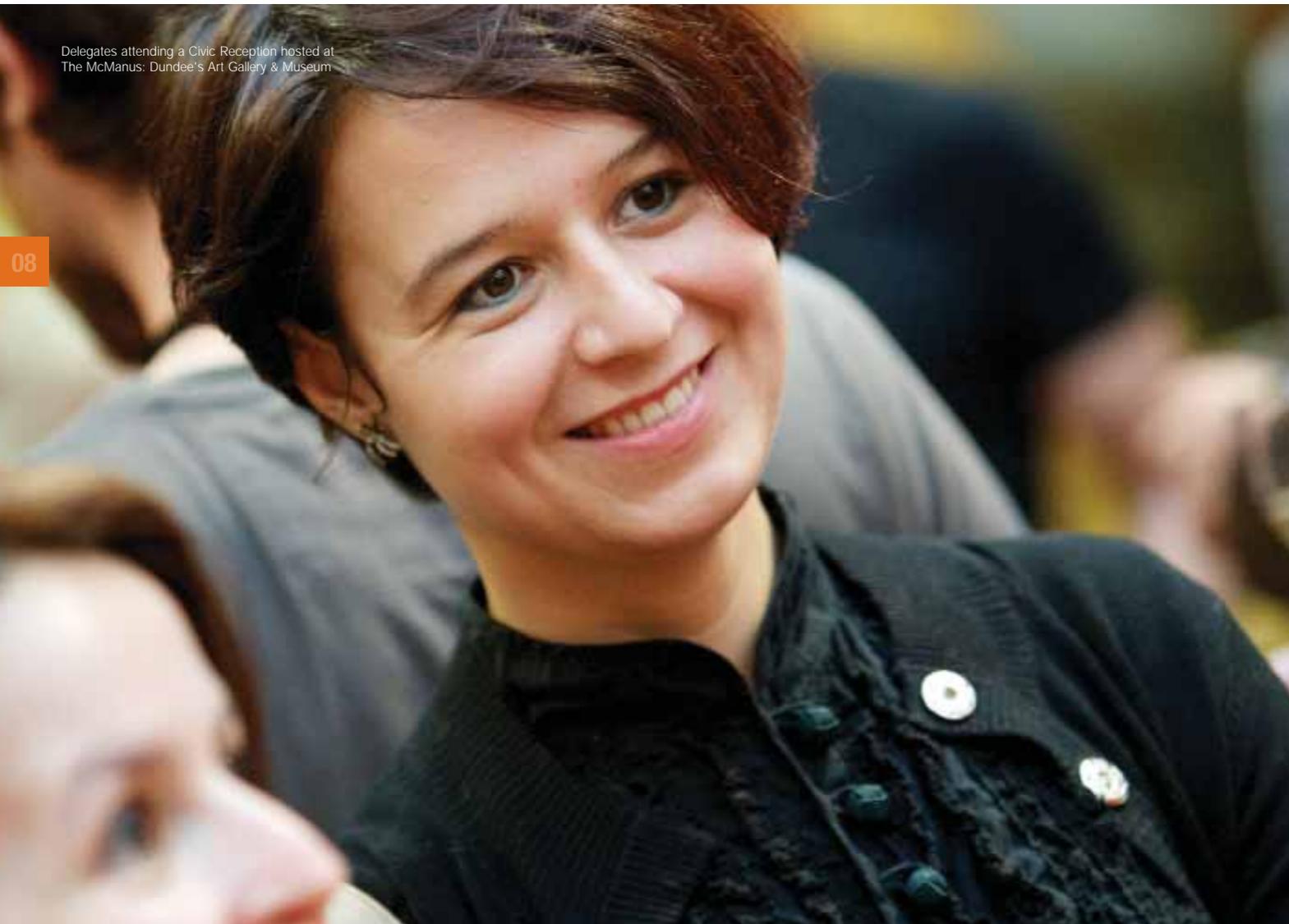
Interestingly, our recorded international delegates in 1998 for the whole year could all fit on one 32 seater bus... We like to think it's our partnership approach to working and showing the broader canvas of the Angus area which has resulted in this growing to almost 20,000 international delegates in 2014³. We'd need 600 buses for them all now – another fantastic boost for local businesses!



Glamis Castle, Angus

'The James Hutton Institute is a world leading research Institute with a lot of opportunities to host and coordinate international and national conferences. The openings that come from hosting conferences are hugely important and allow us to showcase our innovative advances in land, crop, waters, environmental and socio-economic science.'

Professor Iain Gordon, Chief Executive Officer of The James Hutton Institute



Delegates attending a Civic Reception hosted at The McManus, Dundee's Art Gallery & Museum

Market trends in Business Tourism

Business tourism is constantly changing and evolving. The nature, value and extent are affected by the economic landscape and also by rapidly changing technology.

One of the most important changes is in the digital space where delegates all carry their own technical devices – in some cases multiple devices – and expect to be 'connected' at all times. If 500 delegates attend a conference in 2015, then organisers have to expect that their wifi connection may have to cope with up to 1250 individual devices seeking a signal. Delegates and organisers all cite a 'need for speed' with superfast broadband heading the list of most required technical elements.

It is predicted that by 2018, 35% of all online travel booking will be via mobile, so accommodation providers need to be providing this functionality to deliver what this lucrative market needs. Online check in is a growing trend for frequent business travellers who want to pick up their key following checking in with their own tablet or phone device for a 'fuss free' experience.

Ease of access to a venue remains a key issue for those organising a conference or event and they want greater interface between modes of transport.

Today's delegate is also 'greener' than in the past. They are more aware of the negative impact tourism may have on the environment and are more responsible about sustainable travel.

Dundee & Angus Conventions Bureau is committed to working closely with our partners to review and improve our organiser journey – understanding the requirements and exceeding the expectations of those exploring the possibility of hosting a meeting in our area.

As an established business tourism destination striving to attract an increasing share of the UK and international meetings market we must remain competitive; investing in new technology, and new facilities such as hotels and top quality meetings venues, whilst ensuring that the standards of customer service and the quality of welcome on offer are second to none.



City of Dundee

Dundee & Angus Convention Bureau Ambassador Programme

The Bureau works closely with key individuals and experts within different industry sectors, providing free impartial support and advice to assist in bidding for, securing and hosting conferences in the area. These key professionals are best placed to influence the choice of destination for their sectoral meetings and conferences.

The diverse range of academic institutes in Dundee and Angus provides the perfect environment for hosting academic and association conferences. This provides delegates with an insight into the excellent work being carried out, whilst raising the profile of the host organisation and destination on a global stage.

These experts help us to deliver another of our key objectives, namely to continue to take a proactive role in working with our Ambassadors to identify and bid for the opportunity to host future national and international meetings.

Since the launch of the programme in November 2001, together we have been successful in securing 187 conferences worth over £34million to Dundee and Angus. The importance of our Ambassador Programme cannot be underestimated.

Dundee & Angus Convention Bureau also works closely with the VisitScotland Business Events team and other national partners to ensure that the destination strategy fits with and supports the Scottish national business tourism strategy and vision. Our partners include Scottish Enterprise, Scottish Development International, city convention bureaux in Edinburgh, Glasgow and Aberdeen and the meetings industry across Scotland.

As a member of Business Tourism for Scotland, the Bureau is also supportive of the new Think Scotland, Think Conference campaign initiated and led by the Scottish tourism and conference industry; creating working relationships with Scotland's business world in a similar way to our Ambassador Programme, but with heads of business. Building upon this success supporting Scotland's international business and investment priorities by introducing our nation to key influencers, stakeholders, entrepreneurs and investors from around the world. All whilst they experience Scotland, at first hand.

We are fortunate
in Dundee
and Angus
to have such a rich
cultural offering



8th International Conference : Concrete in the
Low Carbon Era Civic Reception hosted at Discovery Point

'Dundee has some of the best Universities and Art Colleges in the country. Duncan of Jordanstone College of Art & Design, where I graduated, has an outstanding reputation and the facilities are second to none. If you are looking to meet lots of interesting people and study at a top class University or College, then Dundee is definitely the place to be.'

Hayley Scanlan, Print Textile Designer, HS Collections



HM Frigate Unicorn, Dundee

Dundee and Angus as a Business Tourism Destination

Discerning clients continue to seek value for money. To be a successful destination, Dundee and Angus must offer best value for money and quality of service and facilities which match the best to be found worldwide.

We have to bear in mind the differing requirements of the event organiser and the delegates.

There may be growing levels of conference and meeting business following the UK recession, but event organisers are faced with pressure to deliver more for less. It's important that we all work together to develop our organiser journey; helping them to deliver an added value event through product and package improvements.

Another challenge for the Bureau and all our partners is to identify continually the changing delegate needs. The business traveller tends to look for both efficiency at events and relaxation after the business of the day is complete. Business tourists are less cost sensitive than leisure visitors but they are influenced by their ability to use their time wisely between the business of the event and extending their experience sampling what the locality has to offer.

The Bureau takes a central role in identifying the gaps in the market and encouraging and supporting the development of new venues and facilities and the upgrading of the existing product. Building upon our successful meetings sector creates jobs and wealth for the destination.

The average attendance at meetings in Europe is currently around 380 delegates and Dundee can comfortably host this number of delegates. Average attendance for global

events is in excess of 600 and this proves more challenging for us, although recent developments at The Caird Hall have given more scope for delegate numbers in this sphere.

The Bureau are committed to exploring the scope of opportunity for a conference centre in Dundee to serve the needs of association and academic conferences attracting 1000+ delegates. At the same time we are encouraging the development of accommodation to meet the growing demand for conferences, meetings and events. Although the V&A Dundee and The Waterfront project will positively influence future event bids and inward investment, and will play an enormous role in supporting Business Tourism by hosting small meetings, receptions and dinners etc, it is important to remember that the V&A Dundee is not a conference centre. It is not equipped with the required capacity and functionality to host conferences of 500+ which is much needed in Dundee.

The challenge for us all is how we can compete in this global meetings market? The Bureau cannot effect these changes alone.

An integrated public and private sector approach is required for infrastructure projects which will enhance our competitive edge and keep Dundee and Angus as a major destination for meetings, conferences, exhibitions and events of all sizes. The Bureau remains supportive of collaborative working which will deliver this.



Carnoustie Golf Hotel & Spa, Angus

Dundee is the perfect place to organise a conference because the town and the University are very close

Delegate Opinions of Dundee and Angus

We continue to undertake extensive post-event delegate surveys* to find out what our visitors think of the area.

- 88% of our delegates would recommend Dundee and Angus as a meetings destination
- 76% would come back in future
- Over 30% extended their stay prior to or following their meeting

Delegate comments:

- 'Right up to the best international standards'
- 'Very nice city, smooth organisation of all elements of the conference'
- 'Dundee is a perfect place to organise a conference because the town and the University are very close'
- 'Going on board Discovery was fantastic'
- 'The conference was truly excellent as were the after conference events and dinner.'
- 'I very much liked being so close to the water in Dundee'
- 'Dundee and the area around are beautiful places and the conference was well organised.'



Discovery Point and RRS Discovery, Dundee

'Dundee is a major academic centre in Scotland with an outstanding international reputation in Medical and Life Sciences research. This, combined with the V&A development, provides an unparalleled opportunity for Dundee to build on the current success of the Dundee & Angus Convention Bureau and make Dundee a high profile international venue for conferences and conventions.

Professor Roland Wolf OBE, FRSE, FMedSci, FRSA, Director, Medical Research Institute, University of Dundee

Dundee & Angus Convention Bureau – Selling Dundee to the World

There are significant opportunities for Dundee and Angus to host more, higher value meetings – almost 60% of those we surveyed said that if there was facilities for events with 1,000 delegates, they would use them? – however, our immediate aspirations are based on making the most of our existing venues and resources.

We promote the destination in the UK and international meetings market, working in close partnership with partner venues and hotels across the area including:

- A range of high quality meetings venues offering capacity from 50 to in excess of 2,000 delegates. (Although our largest venue the Caird Hall, can accommodate just over 2,000 delegates, the opportunity to attract and host large meetings is significantly reduced due to the lack of multiple breakout rooms and sufficient exhibition space required by the conference/meeting market).

- Accommodation providers from budget hotels to major 4-star hotels, providing a total of 1,106 rooms within a five mile radius of the city centre. The development of accommodation is required to meet the demand of hosting multiple conferences at any one time, increasing the impact of business tourism to the destination.

- Social programme providers – a wealth of attractions and facilities are available in the area and provide the perfect venue for social dinners, receptions and tours to enhance the delegate experience and give them a flavour of the area and Scottish culture.

- University-based experts who will encourage others within their field, associations and academic networks to choose Dundee as the venue for a future conference.

- Professional Conference Organisers (PCOs).



Conference registration at Dalhousie Building, Dundee



RCN International Research Conference, Opening Ceremony hosted at Caird Hall, Dundee

'Dundee & Angus Convention Bureau has been an oasis of efficiency and excellence. The Bureau has been supportive throughout the difficult but enjoyable journey in organising a world congress. The team provide a mix of professional efficiency and friendly advice which I believe are unique attributes that help make such an ambitious event a resounding success.'

Dr Alex Baldacchino MD, MPhil, PhD, FRCPSych, isamDUNDEE2015 Congress President and Clinical Senior Lecturer in Addiction Psychiatry, Division of Neuroscience, University of Dundee and Consultant Addiction Psychiatrist with NHS Fife



Dr Alex Baldacchino, isamDUNDEE2015 Congress President

Future Goals for Business Tourism in Dundee and Angus

Dundee and Angus can look forward to future growth in business tourism with confidence. The development of new business sectors presents opportunities for attracting additional conference business.

For example the awarding of the title UNESCO City of Design to Dundee is leading to a focus on design-led conferences, which will undoubtedly increase when the V&A Dundee opens and complements our existing strong arts offering.

The development of the renewable energy sector in Dundee also makes us well placed to host conferences and events focusing on this still relatively new market.

Dundee & Angus Convention Bureau's strong links within the city universities and research establishments is key to bringing national or international association or academic conferences to the city, which attracts further inward investment and raises the profile of the destination on a global stage.

Major developments taking place at the city's waterfront, along with the creation of new hotels, meetings venues and the establishment of the V&A Dundee confirms the city's recognition of the importance of business tourism to the area. This has the potential to generate further benefits and ensure a bright future for Dundee and Angus.



Caird Hall, Dundee

'Throughout the years some incredible achievements, discoveries and ideas have come out of the city; just consider what's happened with life sciences now. It's incredibly exciting that life sciences and biotech industries are so strong – it's really key for the growth of the city.' *Brian Cox, Actor*

The Vision for Dundee & Angus Convention Bureau

Dundee & Angus Convention Bureau's vision is:

- To reinforce the position of Dundee and Angus as a leading conference destination within the UK
- To position Dundee as an established destination within the national and international academic and association sector

Dundee & Angus Convention Bureau aims to:

- increase the value of the business tourism market in Dundee and Angus by at least 20% over the next five years, in the academic and association sectors, by comparison to the 2014 baseline

If Dundee & Angus Convention Bureau achieves this target by 2020, delegate expenditure is set to reach £14.5 million, at present day prices, with a total economic impact of £72 million.



SOL2010 Conference hosted at Apex City Quay Hotel & Spa, Dundee



Scotland's Jute Museum © Verdant Works, Dundee

Planning a conference is an extremely complex task, but thanks to the support received from the Dundee & Angus Convention Bureau, who were able to advise about accommodation, venues and conference services, the conference was a great success with over 85% saying that they would consider returning to the Dundee area.'

Comments from Professor Peter Gregory, Chair, ISRR 2012 Conference



The McManus: Dundee's Art Gallery & Museum, Dundee

A Team Approach

Dundee & Angus Convention Bureau works closely with Dundee City Council and Angus Council, which are committed to the development of business tourism in Dundee and Angus.

Investing in the future of business tourism, Dundee & Angus Convention Bureau's Ambassador Programme brings together experts and academics within the universities and research sectors to prepare bids to attract national and international association and academic conferences. The hotels, meetings venues and facilities operators are key ingredients to the success of conferences and events held in the area, ensuring these run smoothly and generate positive feedback from organisers and delegates.

The launch of a National Bid Fund by VisitScotland Business Events continues to give Dundee and Angus greater competitive advantage, when bidding for major international conferences. The National Bid Fund helped Dundee and Angus secure the isamDUNDEE2015 Congress (International Society for Addiction Medicine) to be held in Dundee from 5 – 8 Oct 2015 attracting over 500 delegates. Worth over £800K.

ICPA 2014 (International Congress on Photodynamic Applications) which was held in Dundee from 25 – 28 May 2014 attracting over 250 delegates. Worth over £400K



Delegates enjoying a break in the City Square, Dundee

'Dundee is a friendly and welcoming city. It is situated in a wonderful location, on the banks of the River Tay and surrounded by beautiful countryside. The city is experiencing - and embracing - a significant amount of cultural change and development, cementing its future as an exciting and vibrant place to live, work, study and visit. It is fast becoming a must-see destination for those stay-cationing in the UK as well as those travelling internationally.'

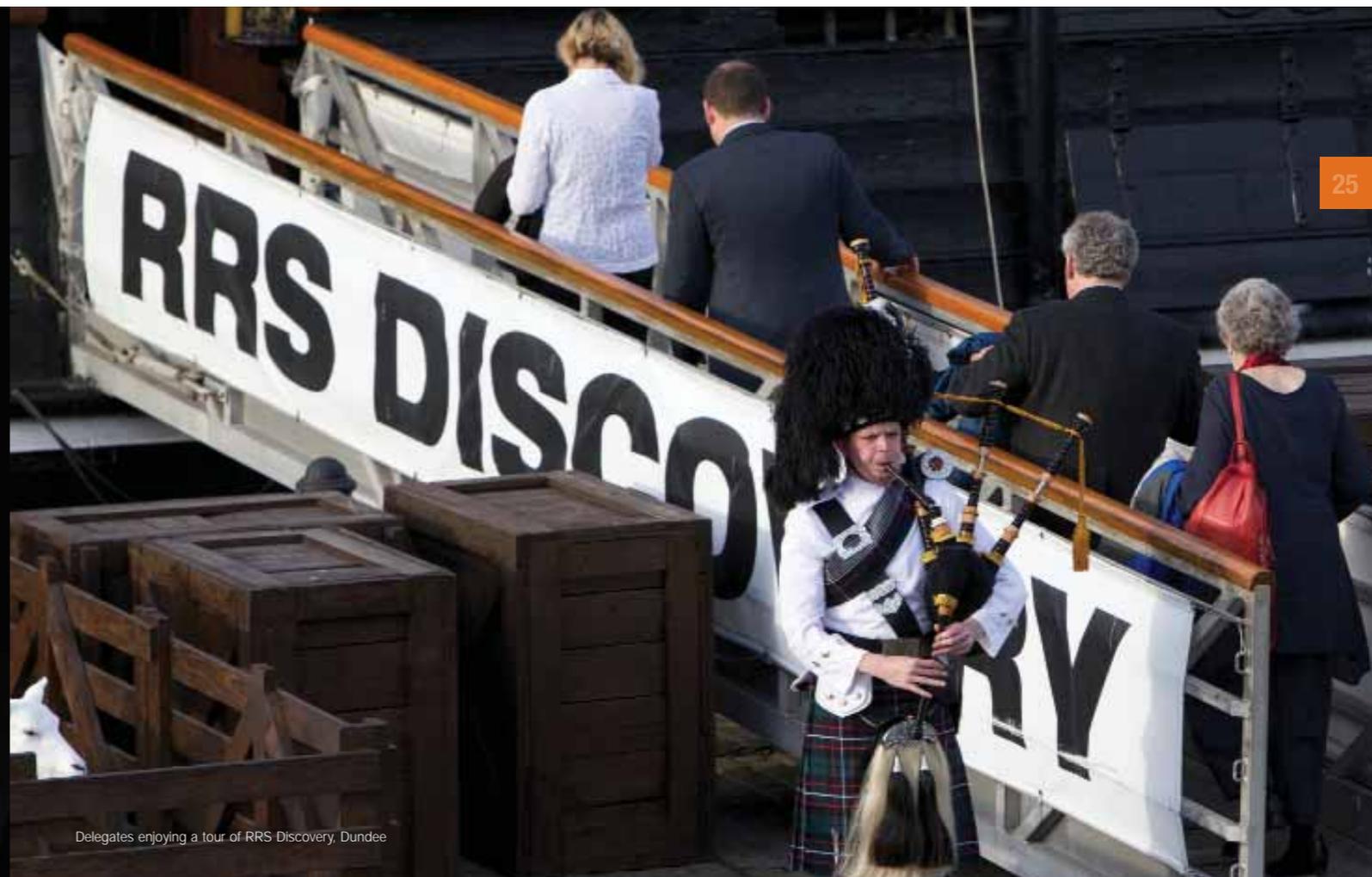
Philip Long, Director, V&A Museum of Design Dundee

The Future is Bright

Even with the existing infrastructure, there is scope to increase the value of business tourism by 20% over the next five years. This will lead to the creation or safeguarding of around 268 additional full time jobs in the local economy at current estimates and will help to secure investment in the hotel and tourism sector across the area. Business tourism is everyone's business and we invite you to join us in growing this sector and creating our destination's bright future.



Dundee Science Centre, Dundee



Delegates enjoying a tour of RRS Discovery, Dundee

Appendices

Data Sources

- 1 ICCA Annual Review 2013
- 2 The Economic Impact of the UK Meeting and Event Industry, MPI Foundation 2013
- 3 'Business Tourism Statistics for Dundee and Angus' – Dundee & Angus Convention Bureau 2014
- 4 Tourism Highlights 2014 (United Nations World Tourism Organisation)
- 5 Tourism Towards 2030 – Global Overview
- 6 'Business Tourism in Scotland – a Strategic Framework for Growth' – VisitScotland Business Events
- 7 Dundee & Angus Convention Bureau Research Project March 2015
- 8 2014 Delegate Survey Report – Dundee & Angus Convention Bureau



ISRR2012 registration at Dalhousie Building, Dundee

Dundee & Angus Convention Bureau Action Plan

ACTIVITY	LEAD	SUPPORTING	TIMESCALE	INDICATIVE OUTPUTS	FUNDING
Continue with development of the ambassador programme	DACB	Ambassadors/ Industry	Ongoing	Achieve an increase in number of ambassadors supporting the programme. Achieve an increase in the number of conferences secured.	Existing Budget
Investigate the potential for enhanced conference facilities in Dundee to capitalise on future opportunities	DACB /DCC	SG/SE/VSBE	1-2 years	Complete market research and feasibility study and implement/follow recommendations	TBC
Encourage the development of accommodation	DACB /DCC /AC	SG/SDI/SE	1-10 years	Achieve increased accommodation level to run multiple large conferences simultaneously and meet needs of growing tourism numbers	SE/Industry
Encourage and support the promotion and development of Skills and Service within the Business Tourism Sector	DACB	SDS/Industry /SE	Ongoing	Achieve increased industry attendance at Business Tourism Skills and Service training/events	SE/SDS/ Industry
Capitalize on the potential the V&A Dundee brings to grow business tourism and place the destination on the world stage	DACB/ V&A Dundee	SG/Industry	1-5 years	Achieve increase in number of business tourism events held in Dundee and Angus	Existing Budget

Key Reference

DACB - Dundee & Angus Convention Bureau
 DCC - Dundee City Council
 SG - DACB Steering Group

SE - Scottish Enterprise
 SDI - Scottish Development International
 SDS - Skills Development Scotland

Acknowledgements

Photography Acknowledgements:
Brian Hartley
Frame Focus Capture Photography
Kenneth Malcolm Photography
Scottish Dance Theatre
Scottish Viewpoint

This document has been printed on environmentally responsible paper in accordance with the rules of the Forest Stewardship Council.

Published by Dundee & Angus Convention Bureau
Designed and produced by Arc Visual Communications Ltd
www.arcvisual.com 01382 580671

Disclaimer

While every effort has been made to provide accurate information, Dundee & Angus Convention Bureau cannot accept responsibility for any errors or omissions that may occur. You are advised to check venue details prior to confirming any bookings.

Piper welcoming delegates at RCN International Research Conference opening ceremony



This accolade Dundee
UNESCO City of Design
further strengthens
the city's growing
reputation as a
hub of cultural and
creative excellence