



**Dundee & Angus Convention Bureau  
2019 Destination Survey Interim Report  
January – June 2019**



In return for the support provided through the bureau to any element of a conference hosted in the region of Dundee, Angus, Fife and Perthshire, we ask organisers to work with us to send out a joint online post event survey to gain feedback about both the conference and our destination from the delegate's perspective. This feedback is invaluable and helps us as a destination focus on the areas we need to develop, but also inspires new ideas and developments for both the destination and future conferences.

This report is based on responses from 382 UK and international delegates attending business events supported by Dundee & Angus Convention Bureau between 1 January 2019 and 15 June 2019. The survey included questions on all aspects of the conference event experience in the region.

The survey response shows, the region was very positively reviewed in relation to its current delivery of events and its existing position as both a conference destination for future events as well as a city with opportunities for leisure. Up to 90% of respondents considered it desirable on both these fronts. One organiser commented that Dundee and its surrounding area of Scotland was an "exceptional visitor experience".

A key aspect assessed was the forms of transport used for the respondents' journey into Dundee. Travel by rail has an average of 60% positively commenting on the services. One respondent said of their direct rail link from London King's Cross, "very pleasantly surprised and how easy the journey was. Would definitely go by train again."

From the 9 June 2019, Explore More announced their new Airport Transfer Service between Edinburgh Airport and Dundee City Centre has been well received from organisers and delegates. One respondent stating 'The Xplore bus from Edinburgh Airport to Dundee makes Dundee look closer. A convenient mode for travelling to Dundee' and another respondent who had just been informed about the service prior to their travelling dates found the service to be "very good".

Respondents were also very satisfied with the accommodation options in Dundee, with all responses citing it to have been above-average and 43% describing it as 'excellent'. High scores in cleanliness, reception and customer service were noted.



Facilities and services at the main conference event venue as well as the social itinerary included in the conference programme were undoubtedly on the agenda when it came to feedback.

Venue facilities and services were allocated positive responses - mostly 'very good'. When asked for conference venue feedback. One respondent stating “The Welcome to Dundee by the Provost and Reception on board the Discovery. This must be our new standard for Conferences to aim for”.

The survey response shows the importance of Wi-Fi access to conference and event delegates.

73% of the respondents will be collaborating with people they met at a conference, further encouraging knowledge exchange and thereby contributing to the city's intellectual capital and enabling social and economic progress.

32% of respondents extended their stay either before or after the conference and 85% of the respondents would return to the region for a future visit. One respondent commented that “it is a fantastic destination full of friendly helpful people – I highly recommend Dundee and Scotland”.

The conferences supported to date by Dundee & Angus Convention Bureau during this period generated approximately £645,000 for the local economy.

**The full 2019 destination report will be available in January 2020.**