

NEWS RELEASE

'Absolutely amazing' V&A Dundee visitor numbers hailed

9 October 2018

V&A Dundee's opening visitor figures illustrate "the huge and positive impact that Dundee's newest asset will have on the city," according to council leader John Alexander.

The flagship design museum has welcomed 100,000 people through the doors in its first three weeks of opening.

Councillor Alexander said: "I'm over the moon with the visitor figures.

"Of course, within this figure will be a large cross-section of the city as well as visitors to Dundee and I've spoken to so many Dundonians who are proud of what has been achieved so far.

"It is absolutely amazing."

The 100,000 figure represents one-fifth of the half a million visitors which had been predicted for the Kengo Kuma-designed museum's first year.

"V&A Dundee are well on their way to achieving the projected visitor numbers and we need to work with our businesses and communities to ensure that the benefits of this footfall are felt far and wide," continued Councillor Alexander.

"We've already heard from other attractions that numbers are up significantly and I'm hopeful that more jobs and investment will come as a result.

"We're committed to making Dundee a destination, working with our partners such as the DCA, the McManus, the Science Centre and RRS Discovery.

"The city and the region have so much to offer. There's not many places that can boast an international design museum, dolphins, historic castles, long sandy beaches, rolling hills and acclaimed golf courses.

"We need to make sure all of this delivers for the city."

Sheila Harkness from Monifieth was the 100,000th person to visit Scotland's first design museum and was joined by her daughter Sharron McAllister and grandchildren James (10) and Kirsty (8) from Dunfermline.

They arrived at the museum on Monday 8 October at 11.17 and were given a one-year V&A Dundee Family and Friends Membership, a Kengo Kuma print and Living Room for the City book and bag to celebrate the occasion.

Philip Long, Director of V&A Dundee, said: "I'm very proud and delighted that in just over three weeks 100,000 people have already visited the museum.

"The feedback we have received from visitors has been fantastic and means so much to all of the team here at V&A Dundee.

"It's been a joy to see people enjoying the galleries, exhibitions and learning activities as well as exploring the wonderful building designed by our architect Kengo Kuma and enjoying all it offers.

"We are very much looking forward to welcoming even more visitors to Scotland's first design museum."

V&A Dundee is free to enter and open daily from 10am to 5pm.