

Drumossie - Gateway

Tourism & Leisure Development

economic appraisal

MKA Economics has prepared an economic appraisal of the proposal. Their indicative findings (subject to final details) are summarised as follows:

Policy

"The proposals would expand the city appeal for tourism, expand quality accommodation, lengthen visits and increase expenditure; and in particular fill a market gap as regards accommodation..."

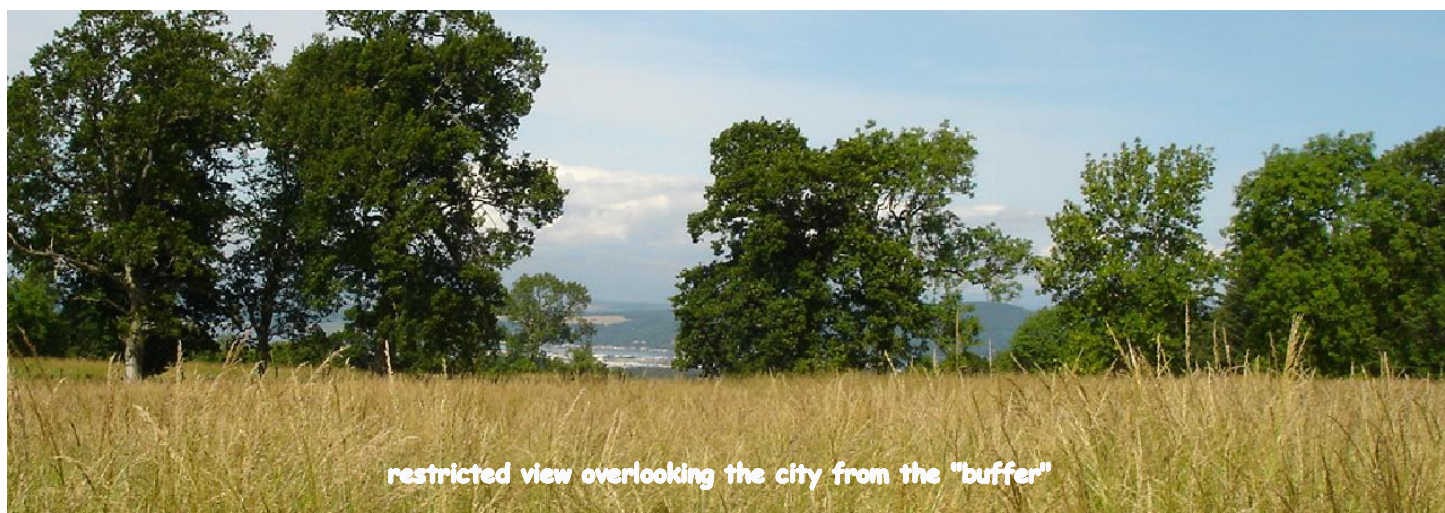
Market

"...there is an opportunity for more non-serviced/self catering provision in the visitor accommodation supply...market opportunity exists to develop a self catering development aiming for a four star accreditation..."

Economy

The proposed development is estimated to create upwards of 50 additional job opportunities across the economy. The economic value of onsite and offsite jobs generated will inject between £966k and £1.34m into the economy on an annual basis; and a further £5.4m will derive in the construction phase

"The proposal offers a high quality of accommodation and will strengthen the city's accommodation prospectus ...Higher quality self catering is known to attract higher value and longer stay visitors, which will generate greater levels of expenditure..."



restricted view overlooking the city from the "buffer"

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