

# HOW MALMAISON USED THE DUNDEE GIFT CARD TO DRIVE TOURISM & REWARD STAFF

**Organisation:** Malmaison, Dundee  
**Scotland Loves Local Gift Card:** Dundee Gift Card

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We chose to use the Dundee Gift Card because we're keen to support our city and its businesses. These are the businesses that in turn support us. Ordering the cards has been very easy and the feedback we've had from staff and customers has been really positive. Staff and customers alike enjoy the choice that's on offer with Dundee Gift Card, and the variety of things to do. They're not limited with this card, and it supports local too.

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**Ewa Rankin, Cluster Sales Manager at Malmaison**

## Why Malmaison Dundee chose the Dundee Gift Card

Malmaison Dundee have a range of rewards and incentives for staff, including a retention scheme, and an employee of the month initiative. They began using the Dundee Gift Card for their staff rewards as they are keen to support their city and its businesses. With around 250 businesses accepting the card, including big brands and independent businesses, they liked the diversity of the card and the range of sectors it could be spent at.

## Benefits

With a high proportion of their staff living in Dundee, it made sense for Malmaison to gift their staff a Gift Card where the benefit stays in Dundee, encouraging staff to perhaps try a new business. The card aligns with their values at Malmaison, which include being real, respectful, progressive and collaborative, allowing the brand to collaborate with their community across a range of different sectors.





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## How else did Malmaison use the Dundee Gift Card?

Malmaison Dundee also launched an Eat, Sleep, Love Local package which includes breakfast, room and a £50 Dundee Gift Card, which is available to buy on their website, as a way to promote Dundee and invest in their city. This connects Malmaison with the community as a way for them to respectfully promote local businesses. Guests can use the QR code on the back of the card and see a wide variety of local businesses to spend their card, raising awareness of places to experience locally, catering for different preferences. People can also pick up a Dundee Gift Card from the hotel's reception and load with value using Load This Card, handy for guests who want a card there and then.

## Feedback

As Scotland's fourth biggest city, Dundee has a strong tourism economy and using the Dundee Gift Card in tourism initiatives and as employee rewards has enabled the hotel to lead on initiatives which strengthen Dundee as a destination. Malmaison Dundee found [ordering the Dundee Gift Card](#) has been very easy, and the feedback they've had from staff and customers has been really positive. Staff and customers alike enjoy the choice that's on offer with Dundee Gift Card, and the variety of things to do. They're not limited with this card, and it supports local too.