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Dunfermline and West Fife Local Tourism Association Minutes

16th November 2023

DAFC

Attendees

Donald Mackenzie (DMK)	Bernie Hewitt	Hilary Roberts	Jack Pryde
Beverley Bryant	Karen Stewart	Linn Williamson	Billy George
Sunil Varu	Steven Campbell	Helen Corrieu	Frank Connelly
Megan MCCutcheon			

Apologies

Peter Wilson	Mark Macleod	Tracey McCafferty	Cat Francitti
Pamela Fernandes	James Sinclair	Stuart Gray	
Elaine Watt	Aude Boubaker-Calder	Jill from Kirklands	

Matters Arising:

Change to minutes of last meeting: Carnegie Birthplace do submit data to Moffat Report.

DMK reads extract of report from Zoe.

Action: DMK will organise circulation with these minutes.

Dunfermline Tourism Audit Report - Hilary Roberts

New Tourism Strategy 2023-2030 "authentic experiences" "live like a local"

Point: Welcome to Fife will be only brand name

New Campaign: 'The Kingdom. Where it all begins.'

Action- link to new Strategy on website to be sent by Hilary

Evaluation Report - a copy will be sent to go out with the minutes. (**Action**: circulate)

Dunfermline City will be marketed on its own stand at the Travel Trade Expo.

Community Engagement discussed as important to success of any campaign.

Dunfermline.com- A destination website which has funding (DMK)

Progress- have successfully purchased domain name which means site now running again.

Sub Group looking at this 24: Donald, Sunil, Mark, Gillian

Action: Sub Group to draw up a tender document to go live in Feb '24.

Action: Gillian will post on events happening. Please send her details of application. Contact her at Gillian.McCracken@fife.gov.uk

Dunfermline City Plan- Sunil Varu

Queen Margaret, Carnegie, Glen and its buildings -centre of city in 10 years.

'Smart Cities' - to be communicated better

Dunfermline now one of 8 cities in Scottish Cities Alliance ⇒ access to funding.

* A request for public consultation made.

Action: Glasgow Smart City video to be circulated (DMcK)

Travel Trade Report - Linn Williamson

Over 70 Dunfermline business have been contacted. 18 Business have signed up to the training opportunity, some have not replied after chasing a number of times.

Businesses signed up for next week's event led by Yvonne Wagoun, White Stag will receive a morning of training and then businesses who are ready to offer guest experiences will be offered a 121 with Yvonne to develop their product sheets. Which will then be taken to market at VisitScotland Connect in April 2024.

Cruise Forth update from Peter Wilson

While the 2023 cruise season concluded in mid October, the 'quiet season' is filled with business events, conferences, and preparation for another record breaking season in 2024. The first call at Rosyth is scheduled for 24th April, with 25 visits currently planned, however in 2023 we saw a number of additional ships diverted from other ports. Whether it be a transit call or passenger turnaround, there will be opportunities for hotels, taxis, coffee shops, gift shops and of course our attraction gems - the Abbey, Birthplace Museum, DCLG, Pittencrieff Park, and Abbot House.

CruiseForth is working to promote Dunfermline to cruise lines with calls on the other side of the Forth for shore excursions to the city.

Finally, the annual CruiseForth Summit will be held on 23rd January, with the Event for Businesses on 24th January.

For more info contact Peter Wilson on info@cruiseforth.com

Christmas Plans: Sunil Varu

Christmas light Switch On/ Lantern Walk/ Winter Festival events

City Clean up (26th November):

Request for Clean Up-volunteers. More of this in 2024.

Sector Updates

Welcome to Fife report from Linn Williamson see below

Forth Bridges- Karen → more trail signs visible from March

More photos available on Visit Scotland media toolkit

4th Sep '24 - 60th Anniversary- there will be an event.

Finance - £4k funding received from Welcome to Fife

AOB

Food + Drink Week 9th March- 16th March

Request for all businesses to get involved with behind the scenes opportunities / tastings etc.

- Events information to LW by 8th January **Action: all**

HES

Megan McCutcheon of HES introduced herself.

Inner Forth Route Helen Corrieu. Rebranding. New logo to go on signage.

(A report will be in minutes.)

Gaelic in Fife

19-24th February- Gaelic week in Dunfermline -run by Kirsty Strachan

-currently only one retailer selling 'Gaelic' goods in Dunfermline

Adopting a Phone Box.

Would the group consider this? What purpose would the group give it?

Planning

Discussion around planning difficulties/ delays which may affect inward investment in accommodation in the area.

DAFC

Blogger 'The Padded Seat' visited DAFC

TV Coverage of Sammy the Tammy a positive

Journalist Visit

Journalist, Janice Hopper, visiting Heritage Quarter, Garvock House etc November for 3000 word editorial for national magazine.

Discover Dunfermline Tours

Jack Pryde is looking for new Dunfermline guides to join Discover Dunfermline Tours.

Calendars

- 'Old Dunfermline' Calendars available

-'Visit Dunfermline' Calendars available

Dates for Dairy:

23rd Jan Cruise Forth Summit

24th Jan Businesses Conference.

27th February '24 Fife Tourism Conference, Adam Smith -tickets on sale

Date of next meeting:

Thurs 25th January • 2pm Venue: East End Park (Including AGM)

Welcome to Fife Update for LTA Meetings
Linn Williamson – linn.williamson@fife.gov.uk

General Information

- Local area number of businesses listed in Database - 132
- New Fife Tourism Strategy will be launched in the next 2 weeks
- Moving forward LTA strategies will tie in with the overall tourism strategy for Fife. Further details to follow in due course
- Fife Tourism Partnership will now become Welcome to Fife for industry. Branding changes will take place in the next 2 weeks including website, socials, newsletters etc
- ***Dunfermline businesses have received an email invite to attend the Travel Trade work shop on the 22nd November. Travel Trade will allow your business to take advantage of small group travel, cruise ship visitors and larger groups. If you have not received the email and would like further information please do not hesitate to contact me.***

Welcome to Fife Marketing

- Working with Agency 83 (Zoe Irwin) to create marketing campaigns for Fife, this may include OTA's, PR and social media coverage. Marketing campaign will be called "The Kingdom. Where it all begins" we would like businesses to use the hashtag #KingdomofFife along with #LoveFife
- Working with Expedia and Tripadvisor on banner add campaigns full business toolkits to follow for businesses. This will explain how to take advantage of the content for your business. Please see expedia group links below
 - **Expedia:** <https://www.expedia.co.uk/lp/b/ms-b-dmo-exp-uk-fife>
 - **Hcom:** <https://uk.hotels.com/lp/hotel-deals/ms-b-dmo-hcom-uk-fife>
 - **Vrbo:** <https://www.vrbo.com/en-gb/travel/campaign/vrbo-mlp-uk-meso-fife>
- Coast magazine – Editorial piece and competition focusing on the East Neuk. Working with various businesses to provide the prizes for the competition in the area. Out in November
- National Geographic magazine – content to being briefed in for December issue
- Influencer content planned for 2024 details and opportunities for businesses to be confirmed
- Destination video has been created and will be available [CLICK HERE](#). We will also have short reels produced for use on socials. We would encourage you to think about how you could use the video in your business. Could you add to your hotel welcome screens, add to your website, send link with confirmation emails, use across social media. Please note the video has been created by using footage we already had available.
- Continue to create blog posts and will share with businesses who feature. Please feel free to use on socials and your website. They are good SEO content. If you are included in the post we will advise you but please feel free to share across your channels even if you are not included in that post. Always good for social media reach and SEO on websites

Other Opportunities

- Business on the coastal path and Pilgrim way are encouraged to sign up to Fife Coast and Countryside Trust [website](#)
- Business who work with golf travellers encouraged to sign up to [Fife Golf website](#)
- Continue to work with [Tay Country](#) on Travel Trade development. Training courses coming up for businesses at the start of their Travel Trade Journey. If interested please get in touch with Linn or Karen

Short Term Let Licence

- Short Term Let – Around 1900 applications have been received (as at 7th Oct). The STL team are working through the applications to validate them and ensure we have all the correct information. Any STL businesses is encouraged to follow the [Fife Air BB and STL Hosts group](#) as it is a good source of information

Upcoming Events to Note and be involved in – [Click HERE](#) to see business events

- Tourism Conference in planning stages for 27th February 2024 at the Adam Smith Theatre tickets will be released over the next few months with further details to follow
- Fife Food and Drink week will take place from the 9th March – 17th March 2024. All food and drink businesses will have the opportunity to be involved in the week. For further information please contact Linn
- Training events, webinars and meetings can be found on our website
- If you have any events in your business or community you would like to promote to visitors please feel free to add a [free listing on Welcome to Fife](#)

Things to do for your business

- Sign up to our B2B newsletter
- Add or update your FREE Welcome to Fife business listing. Remember you can add more than one listing for your business if you are various parts to your business e.g., hotel may have accommodation and restaurant.
 - [Add a new business listing to Welcome to Fife](#)
 - [How to update your current business listing](#)
- Do you have a VisitScotland listing does it need updating or can you add a free listing to their website
 - FREE business listing on <https://www.visitscotland.com/> giving a bit of potential exposure to our global audience.
 - Please upload details using the following link: [Promote Your Tourism Business on Visitscotland.com | VisitScotland.org](#)
 - If you are interested in hearing more about tourism locally and nationally, make sure to subscribe to our e-news: [News - Latest Updates for Scottish Tourism | VisitScotland.org](#)
 - Contact James Sinclair for further assistance from VisitScotland james.sinclair@visitscotland.com