



North Fife Tourism Association Minutes

Wednesday 22nd November 2023

The Scottish Deer Centre, 11.30am

Attendees

Moira Henderson	Andrew Thomson	Ian Greig	Ian Coupland
Chloe Milne	Janet Hughes	Shena Porteous	Liana Steven
David & Caroline Jones-Lofting	Clare Wade	Gillian McCracken	Diane Smith
Sarah Rice			

Apologies

Cllr Kennedy	Bill Pagan	Jenny Copland	MJ
Cameron Laird	Simon Johnson	Simon Baldwin	Etsuko I Ruffle
Richard Tough	Linn Williamson		

Minutes

1. Welcome and introductions

2. Presentation from SCOTO – Diane Smith

- Diane gave a very informative presentation on SCOTO – Scotland’s Community Tourism Network [SCOTO | Scottish Community Tourism](#) explaining what it is all about and showing some great examples in action.
- Presentation
- Di Smith Contact Details: info@scoto.co.uk

2. Minutes from previous meeting agreed

3. Z Cards

- These are available for businesses to use, please contact Moira if you would like a supply.

4. Short Term Let Licence

- The team at Fife Council are progressing with applications. Currently around 1900. STL businesses are encouraged to follow the [Fife Air BB and STL Hosts group](#) on Facebook.

5. Fife Tourism Partnership Update

- Linn circulated an update in advance of the meeting please see below for full update
- Specific highlights Fife Food and Drink week 9th March -17th March all businesses encouraged to get involved in the event \ support. [Business toolkit now available](#)
- “The Kingdom Where it All Begins” marketing campaign is now live with [toolkit available for businesses to get involved](#). Businesses encouraged to share content and really get behind the campaign.

6. Finance

- Grant from Fife Council of £4k received and is being used for website development.
- There was a discussion about what funds should be spent on, for example destination photography or IT workshops. Ian and Linn will put together a questionnaire to gather views from members on the sort of IT support they would like/need.

7. Round table updates

- Sarah – SDCWP is very busy, Santa’s Grotto and Reindeerinch Grotto both sold out! SDCWP has purchase Muddy Boots name and assets including the play equipment and animals.
- Andrew – Backhouse Rossie is now closed for the winter. Weddings fully booked for 2024.
- Ian Greig – Noticing a change in bookings with less domestic tourism and people looking for cheaper/value accommodation.
- Ian Coupland – Visitor numbers steady this year, the exhibit about Cupar’s Secret Listening Station was popular. A lot of web enquiries coming in about ancestry which also brings visitors to Cupar. The theme for next year will have a food and drink theme.
- Shena – lots of bookings for next year.
- Chloe – Fisher & Donaldson are busy, ramping up for Christmas.

- **Any Other Business**

- **Jan Date TBC this will be the AGM meeting**

Action Points

Description of Action Point	Anticipated Date of Completion	Task Owner
Questionnaire to establish online training required	Next meeting	LW \ IG
Website development		AJ \ LW



welcometofife.com

Welcome to Fife Update for LTA Meetings

Linn Williamson – linn.williamson@fife.gov.uk

General Information

- Local area number of businesses listed in Database - 121
- 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

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 be 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 application 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 or Gillian or visit [Fifetourismpartnership.org](#)
- 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