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Business toolkit

Fife



OUTDOOR

ACTIVITIES

Week

Fife

welcometofife.com



Welcome to Fife Outdoor Activities Week

28 September - 6 October

What's it all about?

Fife is the perfect place to enjoy the outdoors, and this September we will be celebrating and showcasing our amazing range of outdoor activity providers and businesses during our first **Fife Outdoor Activities Week**.



For 9 days from 28 September to 6 October, we are encouraging businesses, visitors and locals to celebrate all that's great about the outdoors in the Kingdom.

Did you know? wildlife adventure & activity tourism is globally one of the fastest growing segments of the industry (Wild Scotland)

Fife Outdoor Activities Week is a great opportunity for businesses to promote their activities and show the impressive variety of outdoor experiences we have in Fife from adrenaline filled adventure to a relaxing sauna.

How can you get involved?

Throughout the week businesses are encouraged to offer events such as come and try sessions, open days or special offers.

As a business you will organise your own events and offers including tickets sales and T&Cs. When you've planned your event, add your event or events as a **free listing** on:

www.welcometofife.com/submit-your-event

You will need to have a business listing on the website. If you already have one please check it is up to date. If you need to add a listing, go to:
www.welcometofife.com/register-your-business

Welcome to Fife will then promote events in the run up to, and during the week, through our **Fife Outdoor Activities Week** marketing campaign which includes social media, web, PR and consumer newsletters.



www.welcometofife.com

Our visitor destination website is regularly promoted through social media channels, advertising, events etc so it's a great place for tourism businesses to promote themselves.

It provides inspirational information on all areas of Fife for people before, during and after a visit, and it's a great portal to connect visitors (and locals) with tourism businesses in the kingdom. And of course...Listings are FREE.



www.welcometofife.com

Promoting your event

When you are promoting your event online or in house use the **Fife Outdoor Activities Week** logo:

- We can supply logo files which you can use in printed materials and online. You can download them **HERE**
- We can supply promotional postcards and a poster template
- Tag **@welcometofife** in your social media posts in the build up to the event and over the week
- Share **Fife Outdoor Activities Week** social media posts on your wall and to your stories prior to and during the event and use the hashtag **#FifeOutdoors**



Find out more!

Businesses who would like to get involved in **Fife Outdoor Activities Week** can find out more information by visiting:

www.welcometofife.com/industry

or drop us an e-mail at:

promoting.fife@fife.gov.uk



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‘Fife Outdoor Activities Week is a great opportunity for businesses to reach new and regular customers and offer something a little different. We want to help show the breadth of activities available in the Kingdom and get people out and about enjoying our great outdoors.’