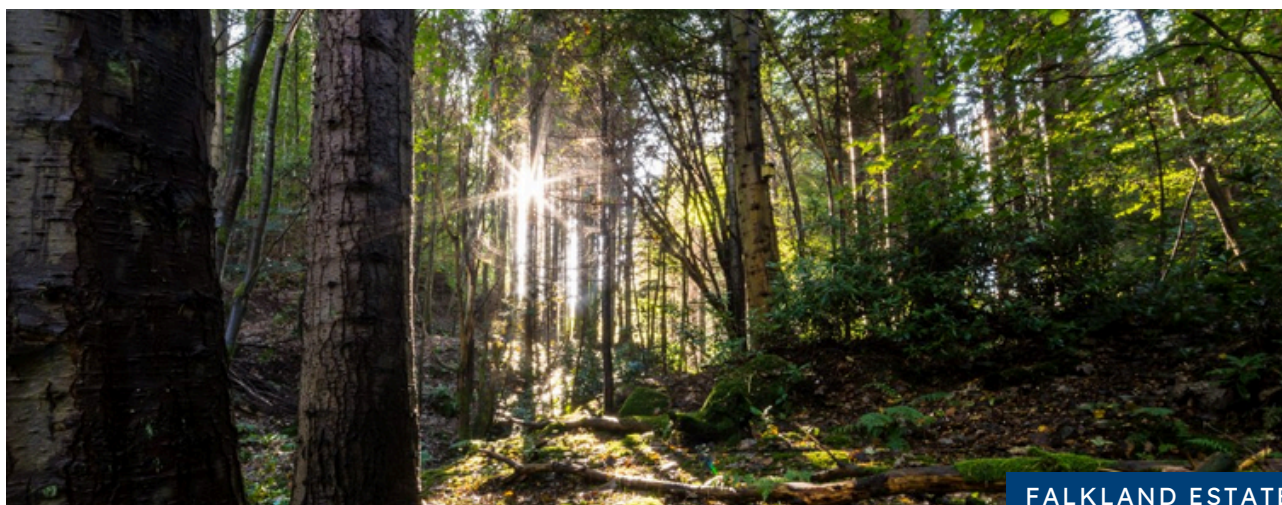


WELCOME TO FIFE REVIEW 2024



CONTENT

TOURISM OVERVIEW

PLACE

- MARKETING
- FILM
- HERITAGE
- ESES REGION
- EVENTS

PEOPLE

- DEVELOPMENT
- LTAs
- INCLUSION
- AWARDS

BUSINESS

- GROWTH
- TRAVEL TRADE

SUSTAINABILITY

- ENVIRONMENT
- OFF-SEASON

CHALLENGES

FUTURE PLANS

INTRODUCTION

This briefing outlines the progress of the Fife Tourism Strategy (2023–2030), and highlights key activities delivered by the Welcome to Fife team in 2024.

Structured around the strategic aims of Place, People, Businesses, and Sustainable Tourism, it demonstrates the team's added value and positive impact on Fife's tourism sector.

Fife Tourism Strategy - [Strategy - Welcome to Fife For Industry](#)

For any questions or queries, please contact Welcome to Fife team on Promoting.Fife@Fife.gov.uk



PLACE

MARKETING AND CAMPAIGNS

THE KINGDOM - WHERE IT ALL BEGINS

The Welcome to Fife team delivered impactful campaigns:

“The Kingdom – Where It All Begins”: Welcome to Fife’s most successful campaign to date which reached over eight million people. A partnership with Expedia generated £341,000 in bookings alone. The campaign was awarded silver in the Travel, Leisure and Tourism category at the Institute of Promotional Marketing Awards.

[How to spend a long weekend in Fife, Scotland’s ancient kingdom](#)

[Discover Fife - Coast Magazine](#)



ARTICLE IN DAILY RECORD

DUNFERMLINE CAMPAIGN

This campaign created substantial interest in the city as a vibrant cultural destination through social media activity, and a media partnership with Reach PLC.

[Discovering Dunfermline as Scotland's best kept secret](#)
[Discover why Scotland's newest city is fast becoming one of the best places in the UK for a city break - Daily Record](#)

LEVENMOUTH CAMPAIGN

Capitalising on the Levenmouth Rail Link opening, the “Make Memories by the Sea” campaign reached over one million people. Activities included influencer collaborations, social media activity and a Scotsman media partnership. A promotional presence at Edinburgh Waverley Station engaged over 100,000 potential visitors.

[Welcome to Levenmouth Marketing Campaign Toolkit - Welcome to Fife For Industry](#)

[Scottish staycations: Make memories by the sea in Levenmouth with its new direct trains from Edinburgh](#)



COVER OF SCOTSMAN TRAVEL

OVERVIEW OF TOURISM IN FIFE

The most recent figures for the volume and value of tourism in Fife are for January – December 2023. This shows:

- Economic Impact – £512 million
- Visitor Numbers – 3.2 million
- Visitor Days – 6.1 million

This is an 18% increase in visitor numbers, reflecting the continued recovery of the tourism sector. VisitScotland data shows that the high-value international market has recovered particularly well, but we should be aware that the domestic market is not performing as well, which is a cause for concern. Economic impact has increased by 13%, but in real terms this does not correlate to greater profitability for businesses due to increased costs.

VisitScotland released survey results this year that showed the average overnight visitor to Fife spends £555 on their visit. 65% of visitors to Fife are domestic visitors, 35% are international visitors. The average length of stay was just over 4 nights, and 81% were repeat visitors. 79% said they were likely to recommend Fife as a holiday/short break destination.

9.2% of Fife's businesses are in tourism-related enterprises (880 businesses), and 9.1% of people working in Fife companies are employed in tourism-related businesses.



WIN A LUXURY COASTAL BREAK TO THE KINGDOM OF FIFE

We have teamed up with Welcome to Fife to offer one Coast reader the chance to win an unforgettable break to Scotland's spectacular east coast

Fife is a region alive with new experiences, breathtaking scenery and intriguing history. Start your journey of discovery and make memories to last a lifetime in The Kingdom, where it all begins. Find out more at welcometofife.com/thekingdom

Stay for two nights at Clover Cottage in the East Neuk of Fife, a stunning countryside retreat with beautiful sea views. johanneswegingporties.com/property/clover-cottage/ A traditional farm cottage full of charm, it's been lovingly refurbished and even comes with its own herd of Highland cattle living in the adjoining field. Watch the cows whilst you enjoy breakfast and, if you're lucky, a passing pod of dolphins or even a minke whale. The Fife Coastal Path is only a short walk away where you can travel

ABOVE LEFT: The view from Clover Cottage, a stunning countryside retreat with spectacular coastal views near Crail.

ABOVE RIGHT: The famous Anstruther Fish Bar and Restaurant.

BELOW RIGHT: Start your break with an exhilarating land yachting experience with Blown Away on West Sands Beach, St Andrews. Combine the pace of sailing with the adrenaline buzz of motor racing and feel the thrill of speeding across the sands only a few inches from the ground. blownaway.co.uk/

After working up an appetite on the beach, you will head to the famous Anstruther Fish Bar and Restaurant and tuck into a delicious award-winning supper of your choice. Choose from a menu full of fresh locally sourced fish and seafood, including Pittenweem prawns, local oysters or smoked

west towards Crail or west towards Catterline and Anstruther.

Receive a welcome hamper on arrival from Anstruther Farm who grow and sell their own fresh beef, lamb, mutton and vegetables daily from their award-winning farm shop near Fife, along with a wide range of fresh local produce. The hamper will provide the perfect introduction to Fife's outstanding natural larder. anstrutherfarm.co.uk/

Kick start your break with an exhilarating land yachting experience with Blown Away on West Sands Beach, St Andrews. Combine the pace of sailing with the adrenaline buzz of motor racing and feel the thrill of speeding across the sands only a few inches from the ground. blownaway.co.uk/

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ABOVE CLOCKWISE FROM TOP LEFT: A two-night stay at Clover Cottage, a welcome hamper from Anstruther Farm Shop, a land yachting experience with Blown Away, supper at Anstruther Fish Bar and Restaurant, a walking experience at Wild Scottish Scaurs, and a 2AA Rosette dining experience at Craig Millar @ 10 West End Restaurant.

YOUR PRIZE FOR TWO ADULTS

- A two-night stay at Clover Cottage
- A welcome hamper from Anstruther Farm Shop
- A land yachting experience with Blown Away
- Supper at Anstruther Fish Bar and Restaurant
- A walking experience at Wild Scottish Scaurs
- A 2AA Rosette dining experience at Craig Millar @ 10 West End Restaurant

HOW TO ENTER

Please go to the competition page at coastmagazine.co.uk and answer this question by February 20, 2024.

Which Fife village in Scotland's east coast is the most complete example of a burgh from the 17th and 18th centuries?

A: Culross
B: Culross
C: Culross

What are you waiting for? Enter now for your chance to make memories to last a lifetime in The Kingdom of Fife, where it all begins.

WINNER'S PRIZE AND CONDITIONS: Prize is non-refundable and no cash alternative is available. The draw is held on a computer and will be held on the 20th of February 2024. Only one entry per household is allowed and all entries will be accepted. The first correct entry drawn after the closing date of February 20, 2024, will win. Our winner will be notified within 20 days. If our winner fails to respond after three attempts at contact, a new winner will be drawn. The prize is not transferable. If any prize or product is lost or damaged during the course of delivery to the recipient, Fife will provide reasonable assistance or working to replace the product. However, it will not be held responsible for other replacements for lost or damaged goods and, in that event, no financial compensation would be payable to Fife. Fife will not be held responsible for any personal information to provide the products and services you have requested from us. We will only contact you with news and special offers on the products and services you have requested. We will never share your information with any third party without your consent. You can view our full privacy policy on www.welcometofife.com. **WELCOME TO FIFE TOURISM AND CONDITIONS:** Prize is for two adults. Prize to be redeemed by Friday May 31, 2024. Accommodation is for two adults and is a self-catering base. Lunch at Anstruther Fish Bar and Restaurant includes a set menu consisting of two courses with first drink and bread and butter

10 COAST | coastmagazine.co.uk

COAST PROMOTION

YOUR PRIZE FOR TWO ADULTS

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10 COAST | coastmagazine.co.uk

Innovative projects including the Pilgrim Passport, influencer visits, and Fife Art Trail encouraged visitor exploration, increasing footfall to diverse locations.

ENHANCING DESTINATIONS

THE CITY OF DUNFERMLINE

The City of Dunfermline Tourism Action Plan enhanced the city's profile as a short-break destination. A dedicated marketing campaign exceeded targets, businesses worked together to create a compelling offering for travel trade operators, and work is ongoing to create a cultural 'roadmap' for the City.



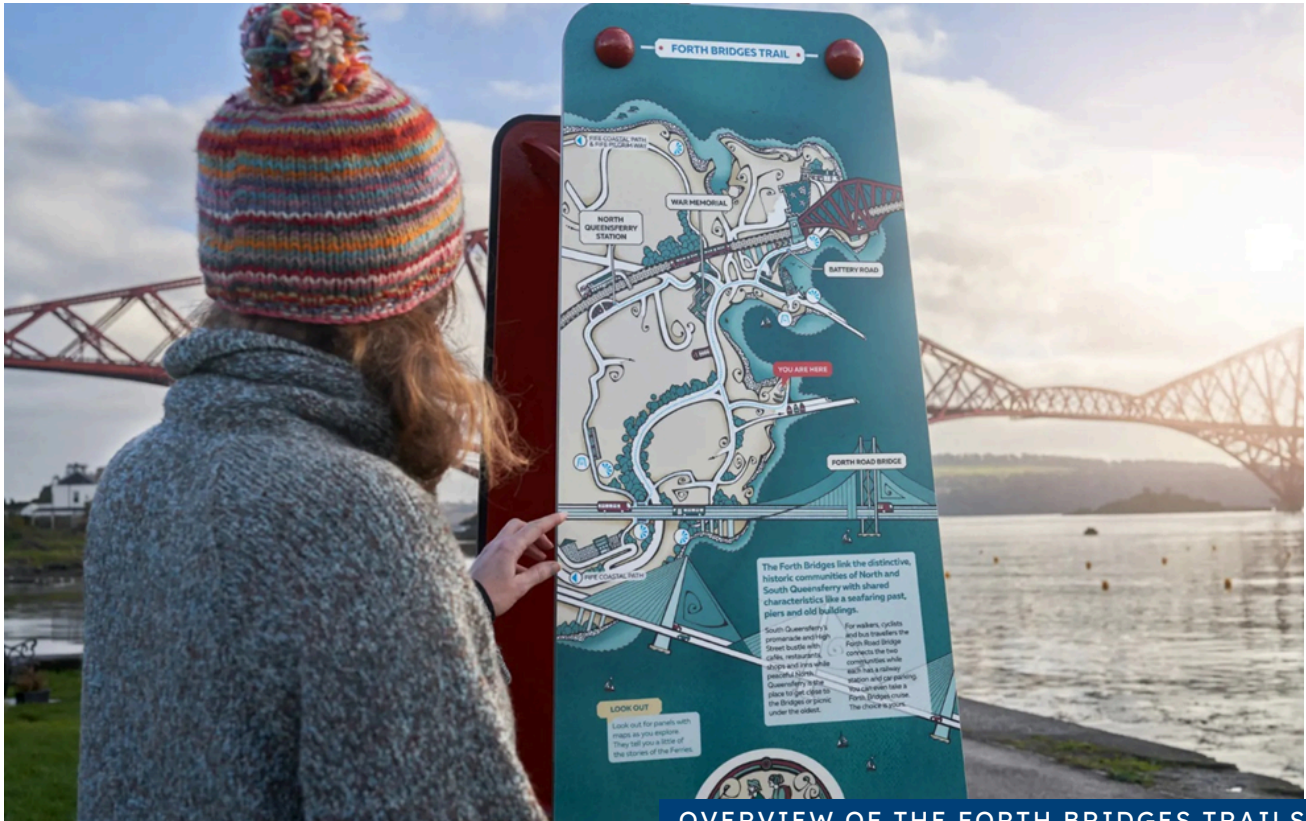
CRUISE TOURISM

The Cruise Forth initiative welcomed over 150 cruise calls, supported by 50 volunteers. Highlights included:

- Courtesy bus services to the City of Dunfermline.
- Dedicated events to prepare businesses for cruise passengers.

FILM AND SCREEN TOURISM

Fife's popularity as a filming location yielded an estimated £4.6 million economic impact, with productions like Outlander and Karen Pirie showcasing the region.



OVERVIEW OF THE FORTH BRIDGES TRAILS

INFRASTRUCTURE AND HERITAGE INITIATIVES

Key projects included:

- Development of a design proposal for infrastructure improvements at Aberdour Silver Sands.
- Enhancing visitor messaging at bus stations.
- Addressing parking issues in Culross and Anstruther.
- An extension to the Forth Bridges Trail, improving the visitor experience.

[Forth Bridges Trail](#)

EDINBURGH & SOUTH EAST SCOTLAND REGIONAL PROSPERITY FRAMEWORK

4 key projects are being delivered to boost the regional visitor economy

- Data – Ensuring that the knowledge base about our visitors and potential markets is as good as it can be.
- Cycling – Promoting the region as a world class destination for cyclists.
- Culture – Widening the benefits of the Edinburgh Festivals by developing regional tours and encouraging new regional productions.
- Cruise – Developing a regional plan for the management of the cruise market.

[Regional Prosperity Framework – The Edinburgh and South East Scotland City Region Deal](#)

EVENTS

In 2024, £42,500 has been invested in 9 Strategic Events.

The AIG Women's Open was held in August in St Andrews, attracting 52,000 visitors.

PEOPLE

SKILLS DEVELOPMENT AND WORKFORCE ENGAGEMENT

The team actively supported workforce upskilling and industry networking:

- Grants: £8,000 awarded to upskill staff, enhancing business efficiency.
- Events: The Fife Tourism conference attracted an audience of 180. Four webinars addressed team motivation, talent retention, and digital presence.

[Fife Tourism Conference 2024 - Developing New Markets - Welcome to Fife For Industry](#)

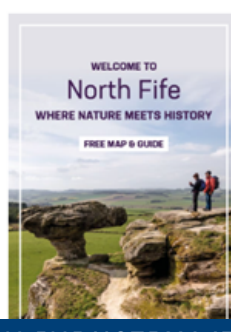
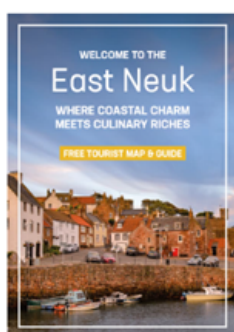
- Business Week: 70 businesses showcased services at events across Fife.

LOCAL TOURISM ASSOCIATIONS (LTAs)

Grants supported LTAs in delivering community-focused activities:

- 4 LTAs developed Z-card visitor information packs.
- Expanded digital tools like the Levenmouth Discovery Trails website.

[Levenmouth Discovery Trails](#) | [Levenmouth Discovery Trails](#) -



RESOURCES ON [INDUSTRY.WELCOMETOIFE.COM](https://industry.welcometofife.com)

ACCESSIBILITY AND INCLUSION

Efforts to improve accessibility included:

- Launching an Accessibility Toolkit.

[Accessibility Guide & Toolkit - Welcome to Fife For Industry](#)

- Influencer collaborations (e.g., Autism Adventures).

[Best Things to See and Do in Scotland's Newest City - Dunfermline \(including Accessibility\)](#) - [Autism Adventures Abroad](#)



KINGSBARN'S DISTILLERY

AWARDS

- Two members of the Tourism team were included on the 2024 “Top 100 Women in Tourism”-list.
- The Short-Term Lets working group won the 2024 “Excellence in Communication”-Award at the Scottish Housing Awards.



BUSINESSES

SUPPORTING BUSINESS GROWTH

Through grants and initiatives, the team facilitated:

- £328,000 in Business Efficiency Grants for environmental and digital improvements.
- £8,000 in Workforce Upskilling Grants to upskill existing staff, thus increasing business efficiency.
- Over 400 business engagements to give support and encouraging joint working.

TRAVEL TRADE

- A continuation of a development programme for businesses to work more effectively with travel operators, including a Dunfermline specific cohort. [Dunfermline and West Fife Travel Trade Guide](#)
- Successful travel trade events, such as the Dunfermline FAM trip, and joint rural/food FAM trip, leading to closer relationships with travel operators.
- Attendance at VisitScotland Connect and Media Getaway, fostering valuable partnerships.
- Activity delivered under the Tay Country regional Tay Cities brand included business support and representation at 9 trade shows and presentations across the country. [Home - Scotland's Tay Country](#)



SUSTAINABLE TOURISM

ENVIRONMENTAL STEWARDSHIP

Following the signing of the Glasgow Declaration on Climate Action in Tourism, the team developed a climate action plan aligned with Council goals. Team members completed Carbon Literacy Training, embedding sustainability into tourism practices. [The Glasgow Declaration on Climate Action in Tourism](#)

PROMOTING OFF-SEASON TOURISM

The first Fife Food and Drink Week and Outdoors Activity Week bolstered visitor numbers during quieter months. Businesses reported increased sales and engagement, with 94% planning to participate again.

CHALLENGES

BUSINESS RESILIENCE

Tourism businesses are under a lot of pressure and there have been closures over the past year. Lack of financial reserves due to Covid, along with rising costs (including energy, food etc), the introduction of short term let licencing, rising National Insurance contributions, and now the possibility of having to administer a visitor levy when Scotland is already an expensive country to visit is putting businesses under increasing strain.

HOTEL PROVISION

There is a focus at the moment on growing the visitor economy and developing the events offering in key locations across Fife including Dunfermline and Levenmouth. However, a lack of hotel accommodation in these areas is a barrier to growth. This is especially true for the travel trade market which looks for quality, mid-range hotels suitable for the international market. Similarly, there is limited provision for large scale events and conferences, beyond utilising outdoor spaces.



HOTEL DU VIN, ST ANDREWS



VISITOR INFORMATION

The last remaining iCentre in Fife, located in St Andrews, is closing at the end of January 2025, in line with VisitScotland's decision to close all iCentres. The Welcome to Fife team are working in partnership to offer [#LoveFife information points](#) at key locations across Fife, the first being at the St Andrews University Shop. These information points will be hosted by existing staff who will be given training in the most commonly asked questions and knowledge of the local area.

FUTURE PLANS

KEY PLANS FOR 2025

- Launch of #LoveFife information points
- Continued delivery of the Dunfermline tourism action plan including seeking Coach Friendly accreditation for the City.
- Development of tourism action plans for other committee areas and encouragement of community-led tourism.
- An increased focus on Travel Trade with further business training opportunities, engagement with travel operators, and attendance at key shows such as VisitScotland Connect.
- A focus on the MICE market (meetings, incentives, conferences and events), and joint working with partners such as OnFife to develop Fife's potential in this market.
- Development of a new events strategy with the aim of attracting more major events to the area.
- Initiate the delivery of the first phase of actions in the tourism climate action plan.
- A new golf section on the Welcome to Fife website, including an overview of courses, suggested itineraries, and a section on the history and heritage of the 'home of golf'.
- Seek capital funding for the Aberdour Silver Sands project, and potentially for a new walking route along the length of the River Leven.

CONCLUSION

2024 marked a year of significant achievements in Fife's tourism landscape. The Welcome to Fife team's efforts in marketing, community engagement, and sustainable initiatives have reinforced Fife's reputation as a premier destination. Moving forward, the focus will remain on strengthening partnerships, raising awareness of Fife as a visitor destination both to consumer and travel trade markets, and a focus on encouraging more events to the area, including conferences. In line with the Fife Tourism Strategy, the aim will be to continue to grow the value of tourism in a sustainable way, ensuring that businesses have the support they need to grow and thrive, that communities are supported to welcome visitors and that there is adequate infrastructure to meet visitor expectations.

Fife
welcometofife.com