



Welcome to Fife



Business Toolkit



Fife Outdoor Activity Week

Saturday 6th - Sunday 14th September 2025

Fife Outdoor Activity Week is a celebration of the region's incredible natural assets and diverse outdoor experiences. From walking and cycling to watersports, golf, adventure parks, and nature tours, this themed week will showcase what Fife offers to locals and visitors alike.

Goal: To increase visitor engagement and drive footfall to businesses offering or connected to outdoor activities in Fife.

Why Get Involved

- Increased Visibility: Be featured in our marketing campaign across Welcome to Fife channels.
- Collaborative Exposure: Cross-promotion with other local businesses.
- Visitor Engagement: Attract new audiences looking for outdoor adventures.
- Support Local: Encourage locals to explore what's on their doorstep.

Who Can Take Part

- Any business that aligns with or supports outdoor activity, including:
 - Outdoor activity providers (cycling, kayaking, hiking, horse riding, etc.)
 - Cafés, pubs, restaurants on trails or near activity hotspots
 - Attractions with outdoor elements (parks, gardens, farms)
 - Tour guides



Ways to get Involved?

Create a Special Offer or Experience

- Discounts or on activity sessions
- Guided walks, or cycles,
- Taster sessions or drop-in classes
- Family activity bundles or competitions
- Limited-time outdoor-themed menu or picnic hampers

Host an Event

- Launch an outdoor-themed product or service
- Organise a nature trail, outdoor quiz, or mini-festival
- Run a workshop (e.g. outdoor photography, foraging, bushcraft)

Collaborate with Other Businesses

- Partner with an activity provider for a joint promotion
- Cross-promote nearby businesses (e.g. “walk here, eat there” trail)
- Offer discounts to customers with tickets or bookings from participating venues



How does it work?

- As a business you will organise your own events and offers including tickets sales and T&Cs.
- When you've planned your event or promotion, add as a FREE listing on: www.welcometofife.com/submit-your-event
- You will need to have a FREE 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 Outdoor Activities Week marketing campaign which includes social media, web, PR and consumer newsletters. No cost to the business.
- Add your event early to be included in the national campaign. Deadline for marketing campaign 31st July 2025.





Tips for Success

- Be authentic and tie in with your brand
- Add your listing to Welcome to Fife as soon as possible
- Promote early and remind often
- Use visuals — show the activity or experience
- Partner for reach — collaborate with others
- Make it easy for customers to book or join in
- Use it as an opportunity to trial something new
- Invite industry partners to come along to experience your activity

Promoting Your Event

Welcome to Fife



Tell us about your business and event / promotion and do so early so we can promote it.



Add an event listing on Welcometofife.com



Join our social media campaign. Share and promote your event / promotion @welcometofife



Use our marketing materials available on our [google drive](#) to promote in your business



Contact Us:



Promoting.fife@fife.gov.uk



welcometofife.com
industry.welcometofife.com

