



Welcome to Fife

Coach Friendly Business Toolkit



Coach
Friendly
Status



What Does Coach Friendly Status Mean for Your Business?

Dunfermline achieved Coach Friendly accreditation in May 2025, joining an exclusive group of destinations across the UK recognised for their positive attitude toward welcoming coach visitors. Dunfermline is the third city in Scotland to achieve the accreditation with Perth and Inverness also gaining the award.

This opens a unique opportunity for local businesses to attract high-spending group visitors and benefit from increased footfall.

- A single 50-seat coach can bring 30–40 paying customers in one visit.
- Tour groups tend to pre-book lunches, shopping stops, and experiences, often with higher per-head spend than individual tourists.
- Operators actively look for Coach Friendly destinations when planning routes and itineraries

Business & Area Benefits

- Increased group bookings – especially midweek and shoulder season.
- Increased footfall and visitor spend
- Higher visibility among UK and international tour planners.
- Improved customer flow as coaches stop nearby.
- Contribution to Dunfermline's green tourism efforts – coaches reduce car traffic and emissions.



What Does Coach Friendly Status Mean for Your Business?

Whether you're a café, retail shop, cultural attraction or service provider, here are ways to align with Dunfermline's coach-friendly offer:

1. Offer a Group-Friendly Experience

- Create a simple group booking process – phone, email, or web form.
- Provide set group menus or discounts for 10+ visitors.
- Ensure clear signage and easy access (consider mobility needs).

2. Welcome Drivers and Tour Escorts

- Offer a free drink, snack voucher, or designated rest space for coach drivers.
- Offer a free driver \ guide place with every 20 Guests (lunch \ accommodation)

3. Promote Your Offer

- Work with Welcome to Fife and Tay Country on travel trade development for your business to promote your offer
- Share updates and tag #CoachFriendlyDunfermline on social media.
- Ask to be included in local itinerary packs shared with operators via Welcome to Fife and Tay Country

4. Collaborate with Nearby Businesses

- Partner with others to create coach-friendly packages (e.g., museum tour + lunch + gift shop voucher).
- Coordinate opening times to accommodate typical coach visit windows (10am–3pm).





Tips for Success

Action	Impact
Add Coach Parties Welcome Sign	Immediate visibility to drivers \ tours
Provide toilet stop for groups	Makes you a practical itinerary choice
Promote group meals \ offers on your website	Encourages pre booking
Offer driver rest area or incentive	Builds loyalty with operators
Provide a LoveFife Visitor Information Point	Converts footfall into visits
Work with other local businesses	Converts footfall into visits encourages a longer stay

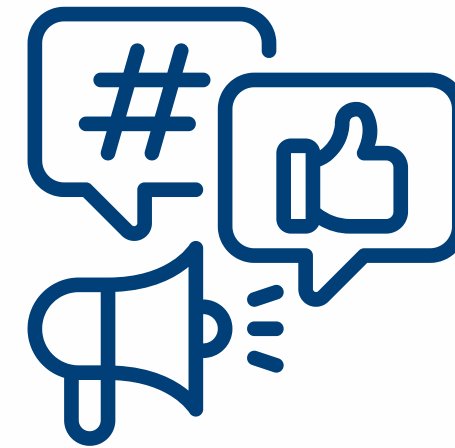
Coach Friendly Quick Wins



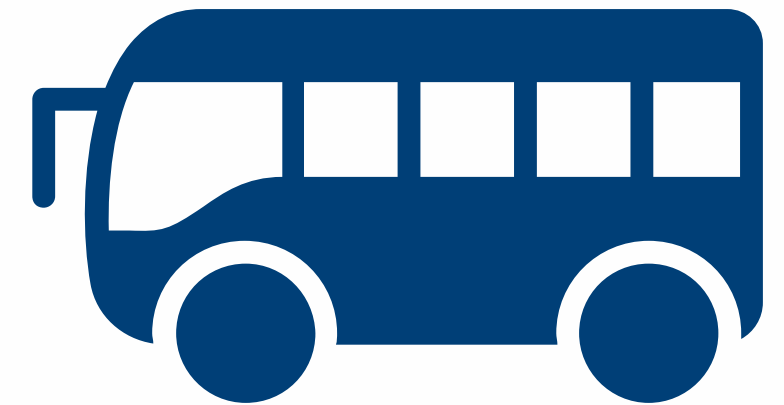
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