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# FIFE TOURISM CLIMATE ACTION PLAN

2025-2030



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# FOREWORD

This plan sets out climate actions for the Tourism sector in Fife 2030/31. It is produced by Fife Council to influence, support and, where relevant, lead the sector to respond to the Climate Emergency and opportunities arising. It aims to promote responsible tourism practices across all elements of the sector in terms of Fife's Tourism Strategy 2023-2030 so that it can benefit from consumer demand for sustainable tourism.

Only by working together can the sector tackle both its impact on the climate, and the changing climate's impact on the sector. Partnerships with other public sector organisations, local businesses and our communities in Fife is crucial, and Fife Council commits to working with the sector to meet our shared ambitions.

Fife Council's "Climate Fife 2024" recognised that much has changed since Fife Council declared a Climate Emergency in 2019. There has been significant progress in Fife, and this Tourism Climate Action Plan reflects the adaptive approach that the Council has adopted to the changing climate, outlining the action the sector is committed to taking over the next five years.

This plan for the tourism sector asks it to embrace the opportunities climate action can bring, and help take Fife into a future that is climate friendly, climate ready, and climate just.

Tom Etridge  
Chair, Welcome to Fife Industry Leadership Group

## EXECUTIVE SUMMARY

The Fife Tourism Climate Action Plan 2025-2031 sets out a clear pathway for the sector to cut emissions, strengthen resilience, and lead in sustainable tourism. Guided by the Glasgow Declaration, Scotland's net zero ambitions, and the UN Sustainable Development Goals, it aligns with the Fife Tourism Strategy priorities of Place, People, and Business, delivering practical actions across the pathways of Measure, Decarbonise, Regenerate, Collaborate, and Finance to ensure Fife is a climate-ready and responsible destination.





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# INTRODUCTION

[The Plan For Fife 2017-2027](#), and its [Recovery & Renewal Priorities 2024-27](#) are led by the Fife Partnership Board which is the community planning partnership for Fife. It provides strategic leadership, overseeing partnership activity to support the delivery of its agreed vision and outcomes as set out in the Plan for Fife. These priorities include Growing the Local Economy (the [Fife Economic Strategy 2023 - 2030](#)) and Addressing the Impact of Climate Change ([Climate Fife 2024 Strategy & Action Plan](#)).

The Fife Economic Strategy 2023-2030 sets out the approach the Fife Partnership will take over the next seven years to grow a stronger, greener and fairer economy for Fife, ensuring that more wealth is generated, circulated and retained in Fife and its communities for the benefit of all. This includes the priority to recover and grow the tourism and hospitality sector in Fife and to lower levels of carbon emissions, in line with national targets (75% of 1990 baseline by 2030). This includes supporting and delivering investment in sustainable tourism infrastructure and events, and to support Fife's Local Tourism Associations.

In 2019, Fife Council declared a Climate Emergency, committing to the target of net-zero by 2045. The Fife's Climate Strategy 2024 set out 3 Big Moves – Energy, Resilience and Community. The 2024 action programme includes buildings, low carbon energy, renewable generation, zero waste, transport & travel, nature & land, and supporting & protecting our communities.



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All of these have relevance to the tourism sector in Fife and are considered in this Tourism Climate Action Plan.

To reduce the overall negative impact of tourism and actively embrace sustainable tourism policies, Welcome to Fife (previously Fife Tourism Partnership) presented the case, on behalf of the tourism sector in Fife, to become a signatory of the Glasgow Declaration on Climate Action in Tourism. This was approved by the council, by Fife Council's [Cabinet Committee on 7th September 2023](#) (agenda item no. 10 pages 251-255).

[Fife's Local Transport Strategy 2023-2033](#) provides more detail on the transition of transport and travel. The Fife Partnership agreed that Fife must not grow its traffic and instead reduce how much we travel; switch to walking, wheeling, cycling and public transport; and transition to zero emissions vehicles. This plan sets out how the tourism sector will support these objectives.

In 2023, Welcome to Fife, on behalf of the sector, published the [Fife Tourism Strategy](#), supporting Outlook 2030, the national commitment to the future of Scottish Tourism. This set out a vision that by 2030, the Kingdom of Fife will be a world-class visitor destination known for being a leader in sustainable tourism, and renowned for the warm welcome visitors receive. The strategy aims to ensure that sustainability is at the forefront of everything the sector does, contributing positively to Fife's climate change ambitions, and ensuring that the Fife tourism industry is inclusive and accessible.

An increased emphasis on sustainability and responsible tourism is one of the most notable shifts in global tourism priorities since the 1990's. Local Authorities, industry bodies and stakeholders have their own climate change targets to meet which in turn makes businesses think about their sustainability goals. This is not wholly environmental sustainability, but social and economic as well. Visitors have higher needs and expectations which must be met in order for the Fife destination to remain competitive.

The Tourism Strategy aims to ensure that Fife retains that competitive edge by:

- Environmental sustainability – delivering the Fife Sustainable Tourism Action Plan and promote responsible tourism practices.
- Transport – facilitating the use of active travel options for visitors in Fife, and make this option as easy to access as possible.
- Community Wealth Building – Working with communities and localities to develop their own tourism offering, and to develop community run facilities.
- Accessibility – Positioning Fife as an inclusive and accessible destination.

This Tourism Climate Action Plan is the first step towards the visitor sector in Fife setting out and reporting on the activities that it takes to support ambitions to be a leader in sustainable tourism.

The Fife Tourism Climate Actions have been developed to be easily understood and bought into and to be realistic and pragmatic. The Fife Tourism Strategy has four priorities: Place, People, Business, and Sustainability. As Sustainability is the overarching theme of this action plan, the actions are categorised by the other three priorities: Place, People, and Business.

This Plan also aligns with the Glasgow Declaration pathways of Measure, Decarbonise, Regenerate, Collaborate and Finance. The actions have then been separated into 2 stages: Stage One: 2025-2028 and Stage Two: 2028-2031. This ensures that future actions build on Stage One outputs. It also enables deeper collaboration by the sector in the development of the next version of the Climate Fife Strategy and Action Plan.

September 2025 | ES

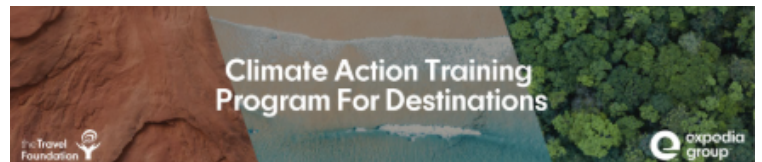
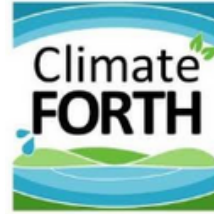


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## Acknowledgement

This Climate Action Plan was developed with assistance from the Expedia Group's Climate Action Training Programme for Destinations, developed by Expedia and the Travel Foundation.

Fife Council has collaborated with a large group of stakeholders in the local community, amongst others: Fife Responsible Tourism Group, Fife Council's Climate Change and Zero Waste team, Fife Coast and Countryside Trust, Inner Forth Futures and the Welcome to Fife Industry Leadership Group. It has been developed in close collaboration with VisitScotland.



## About Welcome to Fife

Welcome to Fife is the destination brand for Fife, managed by Fife Council working in partnership with the sector through its Local Tourism Associations and Partnerships. The Council's Tourism unit promotes and develops Fife as a destination to visitors.

# CLIMATE CHANGE

The entire world is currently living in a Climate Emergency, with the number of flash floods, heatwaves, and wildfires ever increasing, not only on a global scale, but also here in Scotland. In tourism, our destinations are the products we sell and promote to visitors, and any climate impact on our natural and build heritage will inevitably affect the sector. With air and road travel being an essential part of tourism, our sector is one of the largest contributors to carbon equivalent emissions (CO<sub>2</sub>e) globally<sup>[01]</sup>.

Changes to the climate is now resulting in changes in the seasons with summers as well as winters getting warmer and wetter in some areas of the planet, and hotter and drier in other areas.

During 2024/25, Fife Council was a partner in the Edinburgh & South East of Scotland (ESES) City Region which worked with Verture, a Scottish climate change charity, to assess the Climate Risks and Opportunities facing the City Region, including Fife. The objective was to increase understanding of how climate change will affect our region, the key risks and opportunities we face, and where more regional action and collaboration is needed.

Climate projections suggests that in the future the ESES region will face<sup>[02]</sup>:

- Increasing annual rainfall totals (with wetter winters, and drier summers).
  - Some businesses will be exposed to increased flooding risks.
- Rising temperatures across all seasons, with a significant reduction in frost, ice and snow, and heatwave conditions becoming more common.
  - This could negatively impact the Fife food production.
- Extreme weather impacts are likely to occur more frequently and be more severe.
  - Disruption to tourism assets, events, and transportation might affect visitor access and therefore business operations.
- Sea levels and coastal change will continue for centuries after global emissions are stabilised at net zero.
  - Businesses located along the coastline are especially in increased threat from sea level rise, erosion and extreme weather events. Loss of coastal heritage will damage community identity and wellbeing, as well as affect tourism-dependent livelihoods.

Without significant change and intervention, the future of our region, and the tourism sector, will look vastly different than what we have been used to in the past<sup>[03]</sup>.

[01] [UN tourism](#)

[02] [Climate Risk and Opportunity Assessment Executive Summary p. 4](#)

[03] [Coastal Climate Central map](#)



## Scotland's Net Zero targets

It is globally agreed that, in order to limit the negative impact of climate change, we must strive to keep the yearly temperature average below 1.5-2 degrees Celsius and aim for becoming Net Zero by no later than 2050. The Scottish Government has declared the intention and commitment, through [Net Zero Nation](#), a target to reach net zero emissions by 2045<sup>[04]</sup>.

## Glasgow Declaration on Climate Action in Tourism

[The Glasgow Declaration on Climate Action in Tourism](#), also known as the Glasgow Declaration, commits the signatories to reducing the environmental impact created by the tourism industry. The declaration was drafted by global tourism stakeholders including private sector actors, international organisations, NGOs, and academia, and officially launched at COP26 in 2021. It represents a shared voice on the increased urgency to accelerate climate action in tourism, and to secure strong commitments to support the global net zero goals. The global aim is to halve emissions over the next decade, and to reach Net Zero emissions as soon as possible before 2050. Over 850 organisations have become signatories of the Glasgow Declaration. Welcome to Fife signed the declaration in February 2024.

The Glasgow Declaration has 5 separate pathways<sup>[05]</sup> to combat the impact Tourism has on our planet:

- **Measure**: Measure and disclose travel and tourism-related impact.
- **Decarbonise**: Set and deliver targets aligned with climate science to accelerate tourism's decarbonisation. This includes transport, infrastructure, accommodation, activities, food & drink, and waste management.
- **Regenerate**: Restore and protect ecosystems, supporting nature's ability to draw down carbon, as well as safeguarding biodiversity, food security, and water supply. As much of tourism is based in regions most immediately vulnerable to the impacts of climate change, ensure the sector can support affected and at-risk communities in resilience building, adaptation, and disaster response. Help visitors and host communities experience better balance with nature.

<sup>[04]</sup> [NetZero Nation](#)

<sup>[05]</sup> [GlasgowDeclaration\\_EN\\_0.pdf](#)

- **Collaborate**: Share evidence of risks and solutions with all stakeholders and guests and work together to ensure plans are as effective and co-ordinated as possible. Strengthen governance and capacity for action at all levels, including national and sub-national authorities, civil society, large companies and SMEs, vulnerable groups, local communities, and visitors.
- **Finance**: Ensure organisational resources and capacity are sufficient to meet objectives set out in climate plans, including the financing of training, research, and implementation of effective fiscal and policy tools where appropriate to accelerate transition.

## UN Sustainable Development Goals (UN SDGs)

In 2015, the United Nations developed a blueprint for peace and prosperity for all the United Nations Member States. The 2030 Agenda for Sustainable Development is also known as the United Nations Sustainable Development Goals (UN SDGs). The collection of 17 goals were created as a call for action to end poverty, improve health and education, reduce inequality, and spur on economic growth – all while tackling climate change and working to preserve our oceans and forests globally.<sup>[06]</sup>

**The National Performance Framework** (NPF) is Scotland’s wellbeing framework and sets the vision for the kind of Scotland we all want to live in. It aligns with the UN SDGs. The aim is to create a framework that better drives public sector reform, improves collaboration between national and local governments and empowers communities. All public bodies in Scotland including Fife Council have the duty (Community Empowerment (Scotland) Act 2015) ‘to have regard’ to them.

In 2023, under India’s G20 Presidency, the Goa Roadmap for Tourism as a Vehicle for Achieving the Sustainable Development Goals<sup>[07]</sup> was developed. The roadmap is built around five priority areas:

1. Green Tourism
2. Digitalisation
3. Skills
4. Tourism MSMEs
5. Destination Management



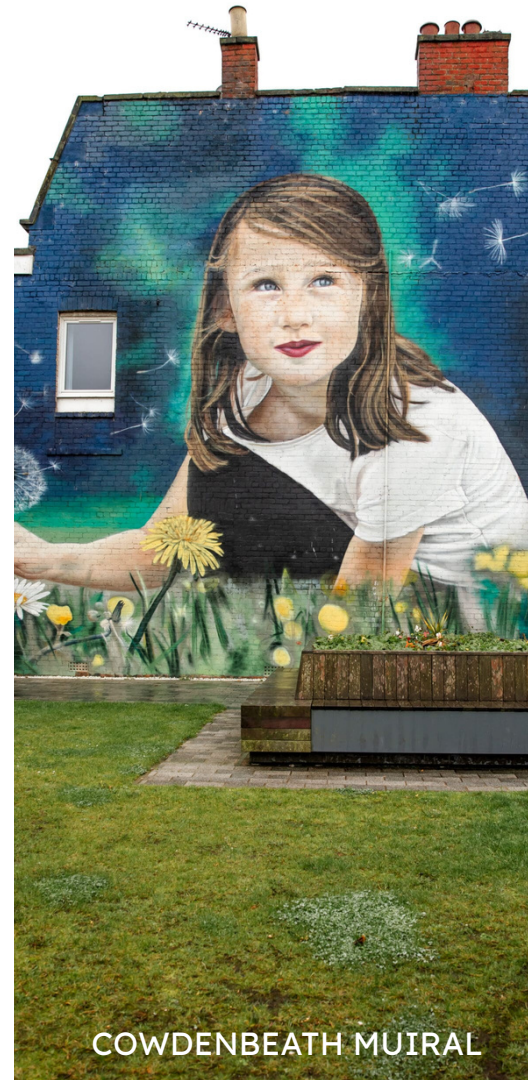
<sup>[06]</sup> [UN Sustainable Development Goals](#)

<sup>[07]</sup> [G20 Tourism and SDG Dashboard](#)

The SDGs directly relevant to this action plan are:

- By 2030, devise and implement policies to promote sustainable tourism that creates jobs and promotes local culture and products (SDG 8.9)
- Develop and implement tools to monitor sustainable development impacts for sustainable tourism that creates jobs and promotes local culture and products (SDG 12.B)
- Take urgent action to combat climate change and its impacts (SDG 13)
- Ensure healthy lives and promote well-being for all at all ages (SDG 3)
- Build resilient infrastructure, promote inclusive and sustainable industrialisation and foster innovation (SDG 9)

It is the aspiration of Welcome to Fife to ensure that the overall impact of the actions set out in this action plan, are aligned with the relevant UN SDGs. A Theory of Change model for the development of the actions is referenced in the Actions Chapter, page 12.



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# FIFE CLIMATE ACTIONS

When developing a Climate Action Plan, it is important to remember that the challenges facing us when dealing with climate change do not align to the fiscal year, nor does it neatly match up with a 5 or 7-year strategy. It is therefore essential to keep action plans agile and adaptable.

In developing these Fife Tourism Climate Actions, assessing the current position, and the role the tourism sector can play in improving the destination's climate resilience, the following questions were used:

- Where are we now?
- What can we do in the short / medium term?
- What needs to be tackled in the future?

## Where are we now? Baseline Data

The STEAM (Scarborough Tourism Economic Activity Monitor) Report, an annual report, helps us understand the trends and movements, as well as economic impact of tourism in Fife. Figure 1 below shows the 2023 Fife headline figure with relevant indicators, creating a baseline for the sector.

FIGURE 1



In 2024, Fife saw 4.4 million tourism visits (8.6 million Visitor Days and Nights), with visitors on average staying 2.7 nights, spending a total of £278 million on local accommodation. A total of £816 million was generated directly, and indirectly with the local economy, through visitor and tourism business expenditure.

The above-mentioned numbers show an increase of 71% in indexed Economic Impact, 23.8% in total visitor numbers, and a 7.7% increase in total Visitor Days and Nights, compared to the 2023 data set.

In 2023, 65% of visitors to Fife were domestic i.e. 19% from Scotland and 45% from the rest of the UK. 35% were international visitors, 11% from Europe, 22% long haul (12% north America and 7% Australasia, 2% Rest of the World)<sup>[08]</sup>. Although almost two-thirds of visitors, domestic visitors only generated 18% of the spend. The average spend was £268 per visit and £75 per night for domestic visitors. However, the average spend for international visitors was £1,250 per visit and £165 per night for international visitors to generate 82% of visitor spend.

Market research indicates Fife has four main but diverse visitor profiles: Sightseeing foodies, Luxury market retirees, Families, and Solo traveller natural advocates, which reflects a wide range of travel motivations and behaviours. While these audiences bring significant value to the local economy, their travel choices are often shaped by factors beyond the destination's direct influence, such as international flight availability, personal mobility needs, and family logistics. This creates a limited ability for Welcome to Fife to fully influence how visitors arrive and move around, reinforcing the importance of focusing on promoting sustainable options within the destination and encouraging responsible choices once visitors are here.

VisitScotland research shows that the top 3 reasons for visiting Fife, and Scotland, are scenery and landscape (72%), history and culture (49%) and outdoor activities available (33%). With a 117 miles of coastline, visitors commend many of the beaches across Fife. All of the visitor attractions and natural heritage sites in Fife are at risk from changes to our climate and preserving them is integral to the tourism sector's future.

## 2025 Visitor Trends

Based on research carried out by VisitScotland, the mega trends for 2025 are expected to be 'Passion Travel' and 'Wellness Tourism'.

The Passion Travel trend indicates that visitors increasingly want experiences, creating meaningful moments, and Wellness Tourism shows that visitors wish to slow down, and focus on all aspects of health and wellbeing. A new generation of travellers are increasingly eager to access responsible and meaningful experiences and events. Tourism and Hospitality businesses will need to continue to adapt and embrace these trends to fulfil this desire.



In 2024, VisitScotland published research into the Responsible Tourism requirements from overnight visitors<sup>[09]</sup>. The survey found that 33% of visitors to Scotland were encouraged to behave in a responsible way when here and 26% were very satisfied with the environmental practices they saw. A further 65% were satisfied to some extent and 15% unsure. No dataset is available for Fife specifically.

The top 3 reasons visitors choose to come to Fife are all in line with these trends and offer the tourism sector in Fife the opportunity to build-in climate aware actions to promote and positively impact the destination.

## Theory of Change Model

A Theory of Change (ToC) model is a structured approach explaining why this action plan has been developed and how it will be implemented.

TABLE 1<sup>[10]</sup>

| Resources                  | Activities                                                                            | Short term outputs                                                                                                                                                                                                    | Mid term outcomes                                                                                                                                                                                                                                                                 | Long Term impacts                                                                                                                                                                                                                                                                                                                  |
|----------------------------|---------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Budget and Human Resources | Activities within 3 priority programmes:<br><br>BUSINESSES<br><br>PEOPLE<br><br>PLACE | Deliver Stage 1 actions of the Climate Action Plan, 2025-2028.<br><br>Develop Measurement framework<br><br>Support the expansion of local business collaboration<br><br>Build-on activities that stimulate the sector | Deliver Stage 2 of the Climate action plan, 2028-2031:<br><br>Expanded Actions e.g.,<br>Action findings from the Measurement Framework<br><br>Active travel / low carbon infrastructure investment at visitors<br><br>Deliver on partner projects to promote circularity/net zero | Fife is an inclusive, resilient, and future-proofed destination.<br><br>BUSINESS:<br>Thriving businesses more resilient through future-proofed sector development<br><br>PEOPLE:<br>Well-educated visitors and sector staff enhance local tourism products.<br><br>PLACE:<br>A strong and resilient visitor economy / destination. |
| Project work               |                                                                                       | Intended results                                                                                                                                                                                                      |                                                                                                                                                                                                                                                                                   |                                                                                                                                                                                                                                                                                                                                    |

[09] [Scotland Visitor Survey 2023 Responsible Tourism](#)  
[10] [Tourism-Strategy-2023-2030.pdf](#)

# Action Plan Stage 1 - April 2025 to March 2028

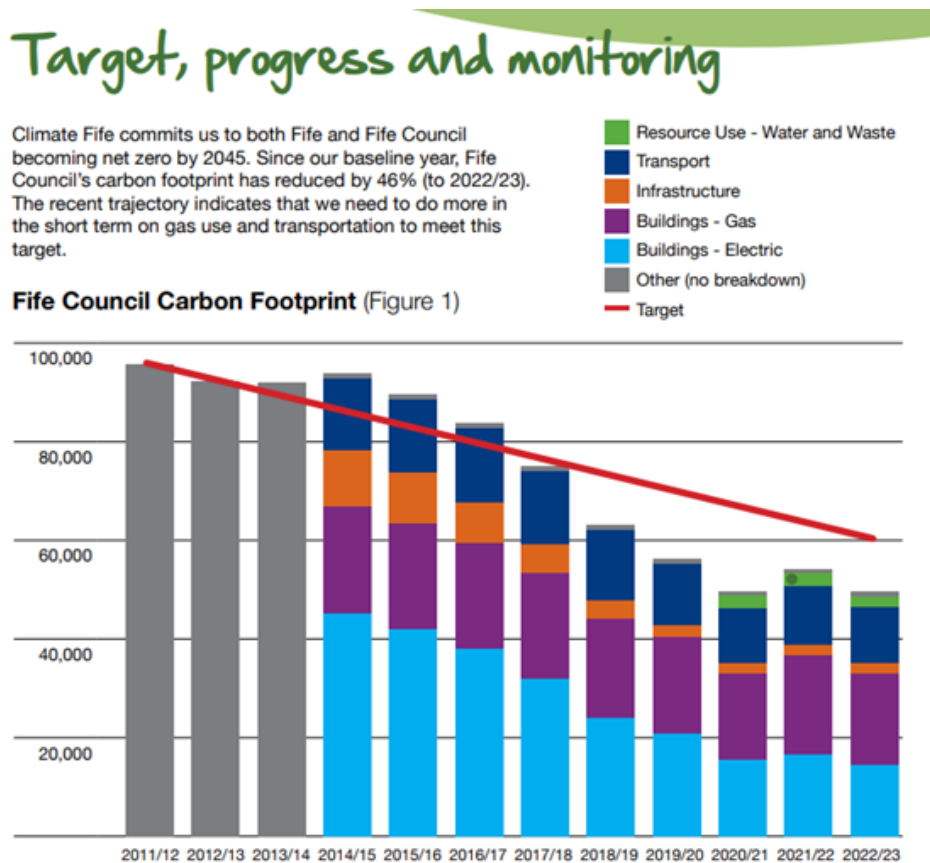
Each action aligns to one of the Glasgow Declaration pathways of Measure, Decarbonise, Regenerate, Collaborate, and Finance. Underscoring the priorities of; Place, People and Businesses as set out in the Fife Tourism Strategy, whilst aligning with the Big Moves (Energy, Resilience and Community) set forth in the Climate 2024 Fife Strategy & Action Plan, along with relevant UN SDGs.

## PATHWAY 1: MEASURE

One ambition set out in the Glasgow Declaration, is for signatories to have halved their base-year carbon emissions by no later than 2030.

There is no baseline for Welcome to Fife and the tourism sector, however, as shown in the graph (Figure 2), Fife Council is well on the way to achieving this goal. With the reported figures indicating that Fife Council has already reduced carbon emissions by 46 % in 2022/23. As part of Fife Council, Welcome to Fife’s carbon emissions are included in the council’s overall measurement and reduction efforts. With the four Fife visitor profiles making their travel decisions based on their individual and varied travel needs, these factors offer Welcome to Fife limited ability to influence the behaviours, but we can support through the promotion of sustainable and responsible behaviours in the destination.

FIGURE 2<sup>[11]</sup>



[11] [Fife.gov.uk/ data/ page 7\\*](https://www.fife.gov.uk/data/page-7)

\*updated 2024 figures can be found here: [Agenda and Papers - Cabinet Committee of 7 November 2024 page 260, point 2.2.1](#)

## Measure Action

Create a Measurement Framework for this Tourism Climate Action Plan: By Dec 2027, complete a gap analysis of what data is available to Welcome to Fife, how is it currently being used, and what data would be useful for any enhanced reporting.

| ASSOCIATED FRAMEWORKS               | REFERENCES       |
|-------------------------------------|------------------|
| Fife Tourism Strategy Priorities    | All 3            |
| Climate Fife Big Moves              | All 3            |
| UN Sustainability Development Goals | 8, 9, 12, and 13 |

## PATHWAY 2: DECARBONISE

Through marketing campaigns and promotional initiatives, Welcome to Fife supported several projects which have decarbonisation impacts. These included; the opening of the Levenmouth Rail Link in Summer 2024, collaboration with the Local Tourism Associations to develop and promote the Levenmouth and Dunfermline Discovery Trails walking routes, and working with Roads & Transportation Service to make visitor information messaging available at Bus Stations.

## Decarbonise Action

Low Carbon and active travel infrastructure: In collaboration with internal and external partners, Welcome to Fife will promote and bring attention to existing and potential future low carbon infrastructure and active travel initiatives on social media platforms, aimed at improving the health and wellbeing of our visitors and local residents.

| ASSOCIATED FRAMEWORKS               | REFERENCES      |
|-------------------------------------|-----------------|
| Fife Tourism Strategy Priorities    | All 3           |
| Climate Fife Big Moves              | All 3           |
| UN Sustainability Development Goals | 3, 8, 9, and 13 |

# PATHWAY 3: REGENERATE

Regeneration of the Fife destination involves the restoration and protection of our communities, food systems and local businesses. In 2024, Welcome to Fife projects included the inaugural Fife Food and Drink week to promote local food and producers, with 30 local businesses engaged with more than 50 events in March, and 40 businesses took part in the first Fife Outdoor Activity Week in September, promoting local offerings in the shoulder seasons.

## Regenerate Actions

- 1.Promote local businesses and circularity: By continuing to work with external partners and supporting the expansion of collaboration between local producers and suppliers, Welcome to Fife will, by 2027, provide a further spotlight to local initiatives and projects through campaigns and social media promotion.

| ASSOCIATED FRAMEWORKS               | REFERENCES               |
|-------------------------------------|--------------------------|
| Fife Tourism Strategy Priorities    | Place and Businesses     |
| Climate Fife Big Moves              | Resilience and Community |
| UN Sustainability Development Goals | 3, 8, 9, and 13          |

- 2.Seasonal Spread of visitors: By 2026, Welcome to Fife will establish an internal database detailing which tourism and event businesses are open, and when. This will support the delivery of targeted and paid-for marketing campaigns showcasing the full catalogue of the offering in Fife in the shoulder seasons. Particular attention will be paid to events, festivals, activities and accommodations.

| ASSOCIATED FRAMEWORKS               | REFERENCES               |
|-------------------------------------|--------------------------|
| Fife Tourism Strategy Priorities    | All 3                    |
| Climate Fife Big Moves              | Resilience and Community |
| UN Sustainability Development Goals | 3, 8, and 13             |

## PATHWAY 4: COLLABORATE

In 2024, Welcome to Fife worked with Fife Coast and Countryside Trust (FCCT) to develop the Fife Pilgrim Passport, to encourage more walking tourism. The Tay Cities regional partnership provides Welcome to Fife the opportunity to engage with businesses on Travel Trade, promoting Fife to Tour Operators with a view to include Fife in more travel itineraries based on coach travel.

### Collaborate Action

**Broadening Partner Collaboration:** By 2026, Welcome to Fife will focus on expanding the range of collaboration opportunities with relevant partners such as Zero Waste Scotland, Climate Action Fife/Greener Kirkcaldy, Fife Climate Hub, Keep Scotland Beautiful, VisitScotland, internal Fife Council Departments etc. Through participation in networking events and by developing collaborative partnerships, Welcome to Fife aims to foster additional opportunities for knowledge and skills sharing.

| ASSOCIATED FRAMEWORKS               | REFERENCES  |
|-------------------------------------|-------------|
| Fife Tourism Strategy Priorities    | People      |
| Climate Fife Big Moves              | Communities |
| UN Sustainability Development Goals | 3 and 9     |

## PATHWAY 5: FINANCE

In 2024/25, Welcome to Fife administered the UKSPF funded Business Efficiency Grant supporting tourism businesses to improve their environmental sustainability and introduce digital efficiencies. Grants were also made to businesses to help upskilling of staff to improve business efficiency. Fife Council was also awarded a Rural Tourism Infrastructure Fund design stage grant to progress plans in designing infrastructure improvements at Aberdour Silver Sands.

### Finance Actions

**Business grant and visitor infrastructure support:** By 2028, Welcome to Fife aims to identify further opportunities to improve visitor infrastructure (e.g. toilets and motor home facilities). Working with Business Gateway and InvestFife, Welcome to Fife aims to support tourism businesses by signposting to / distributing information on relevant funding opportunities.

| ASSOCIATED FRAMEWORKS               | REFERENCES               |
|-------------------------------------|--------------------------|
| Fife Tourism Strategy Priorities    | Place and Businesses     |
| Climate Fife Big Moves              | Resilience and Community |
| UN Sustainability Development Goals | 3, 8, 9, 12, and 13      |

## Next Steps

Details on the Governance, Reporting, Communication, and development of the Second Stage of this action plan are outlined below.

### Governance of this plan

Governance of the Fife Tourism Climate Action Plan will be led by the ACE (Addressing the Climate Emergency) Board and Fife Council’s Climate Change and Zero Waste Team, working in partnership with the tourism sector and local communities. This collaborative approach ensures accountability, transparent reporting, and alignment with wider climate commitments, while supporting the sector to play its full part in Fife’s transition to a climate-resilient and sustainable future.

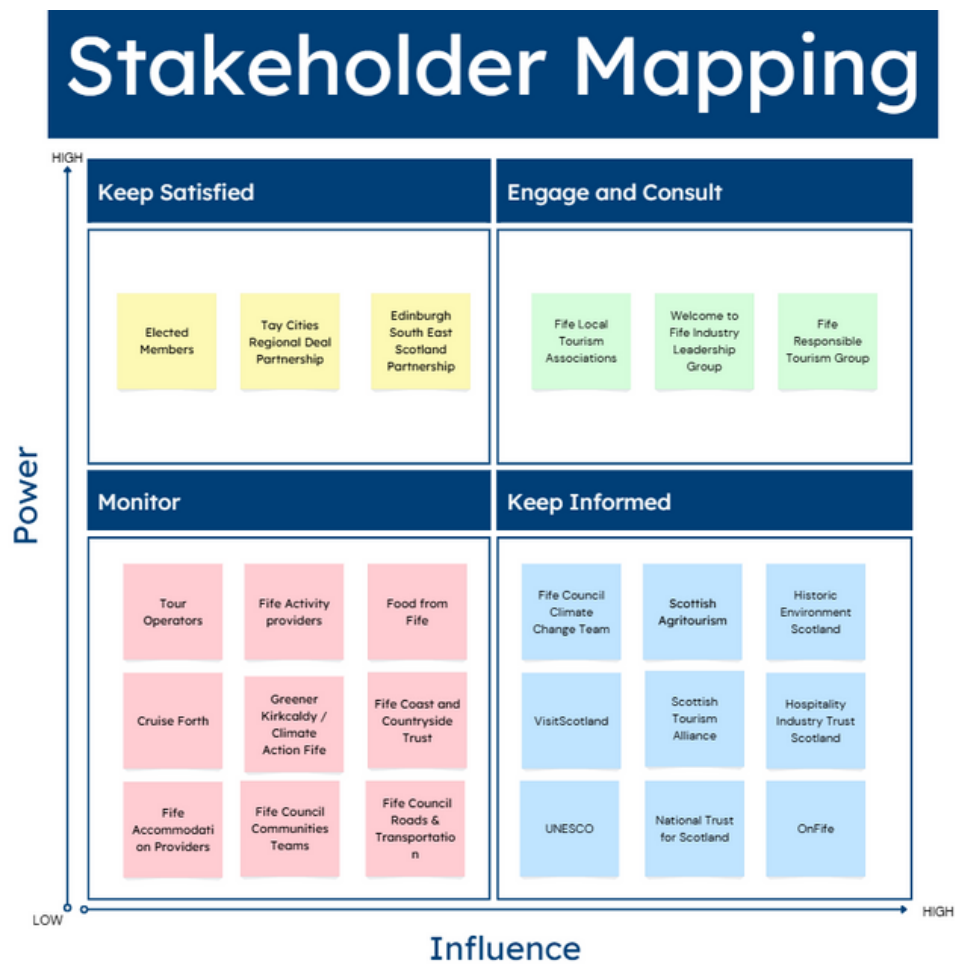
### Reporting

Progress on the Fife Tourism Climate Action Plan will be reported on an annual basis through the Fife Tourism Annual Report update, which is shared with the Fife Council Elected Members and Senior managers, as well as the Welcome to Fife Industry Leadership Group. In addition, updates on the implementation of the plan will be provided to the Glasgow Declaration and UN Tourism, ensuring alignment with international commitments, and to partners including Expedia and the Travel Foundation. This approach ensures transparency, accountability, and shared learning across local, national, and global stakeholders.

### Communication

Progress on the 6 actions outlined in this action plan stage 1 will be reported on annually, to the local as well as international stakeholders. Welcome to Fife has many stakeholders who will need to be considered and communicated with in a different way.

FIGURE 3



The stakeholders referenced in figure 2 above is by no means an exhaustive list, but a representation of some of the local and national level stakeholders. The stakeholders in the Engage & Consult and Keep Satisfied quadrants will be informed directly through the annual report or verbal briefings. The stakeholders represented in the Keep Informed and Monitor quadrants will be informed through information published on the Welcome to Fife webpage and on social media platforms.

## Action Plan Stage 2

The Fife Tourism Climate Action Plan stage 2, covering April 2028 – March 2031 will be a progression of the actions in stage one, continuing to underpin the 5 Glasgow Declaration pathways.

Starting in 2027, with the completion of the Measurement Framework and report, the actions for stage 2 details of the next round of actions will be developed based on the progression and evidence from the individual actions, and consultation with the Industry via the Industry Leadership Group, and other relevant stakeholders.

# APPENDIX

## Appendix 1 - Stage 1 Actions

|                                                     | Objective                                   | Description                                                                                                                                                                                                                                     | Outputs                                              | Define | Do | Time      |
|-----------------------------------------------------|---------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------|--------|----|-----------|
| M<br>e<br>a<br>s<br>u<br>r<br>e                     | Measurement framework                       | A review of data currently available on a local and national level for the Tourism industry as presented in the Scarborough Tourism Economic Activity Monitor (STEAM) Report, and what data is not currently available, but could be useful.    | Complete assessment / gap analysis                   |        | ✓  | 2025-2027 |
| D<br>e<br>c<br>a<br>r<br>b<br>o<br>n<br>i<br>s<br>e | Low Carbon and Active Travel infrastructure | Promote the existing local low carbon and active travel offerings and initiatives, and where possible encourage and support new initiatives aimed at improving the health and wellbeing of our visitors and local residents.                    | #24 posts annually                                   | ✓      |    | 2025-2026 |
| R<br>e<br>g<br>e<br>n<br>e<br>r<br>a<br>t<br>e      | Local business and circularity              | Continue to support the expansion of collaboration between local producers and suppliers relevant to the tourism industry and local economy.                                                                                                    | 70 posts, articles, newsletters, and events per year |        | ✓  | 2025-2027 |
|                                                     | Seasonal Spread of visitors                 | Establish a database of which tourism businesses are open, and when, and delivering target marketing campaigns showcasing the full catalogue of Fife in the shoulder seasons, with a focus on events, festivals, activities and accommodations. | Database & 2,500,000 views                           | ✓      |    | 2025-2026 |

|                                                     |                                                                |                                                                                                                                                                                                                                                                                                                                         |                                                             |  |   |               |
|-----------------------------------------------------|----------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------|--|---|---------------|
| C<br>o<br>l<br>l<br>a<br>b<br>o<br>r<br>a<br>t<br>e | Partner<br>Collaboratio<br>n                                   | Broaden the range of<br>collaboration opportunities<br>with relevant partners like<br>e.g. Zero Waste Scotland,<br>Climate Action<br>Fife/Greener Kirkcaldy,<br>Fife Climate Hub, KSB,<br>VisitScotland, Internal Fife<br>Council Departments etc.                                                                                      | Having 6<br>partner<br>collaborated<br>projects /<br>events |  | ✓ | 2025-<br>2026 |
| F<br>i<br>n<br>a<br>n<br>c<br>e                     | Business<br>Grant and<br>Visitor<br>infrastructur<br>e Support | Working with Business<br>Gateway (BG), InvestFife<br>(IF) and other relevant<br>partners like Fife Coast and<br>Countryside Trust (FCCT)<br>on improving visitor<br>infrastructure (e.g. toilets<br>and motor home facilities)<br>and referring tourism<br>businesses eligible for<br>support / grant funding to<br>identified sources. | 3 capital<br>funding<br>projects                            |  | ✓ | 2025-<br>2027 |

## Appendix 2 - 2024/25 Welcome to Fife activities

- The Kingdom - Where it All Begins campaign
  - A Travel, Leisure and Tourism award win
- National Geographic Fife Feature
- Dunfermline City Tourism Action Plan
- Levenmouth Rail Link campaign
- Influencer Activities
- Newsquest Campaign
- Pilgrim Way Passport
- Fife Art Trail
- Development and launch of new golf section on website
- Introduction of LoveFife information points
- Bus Station Visitor Messaging
- Travel Trade FAM trips
- Events support through Strategic Events Fund
- Delivery of Fife Food & Drink Week, and Fife Outdoor Activities Week
- AIG Women's Open
- Fife Food and Drink Week
- Fife Outdoors Activity Week
- Fife Tourism Conference
- Fife Business Week Showcases
- Winter Webinars
- Business Efficiency Grant Scheme
- Workforce Upskilling Grant Scheme
- Rural Tourism Infrastructure Fund Design grant
- Tourism Team had over 400 engagements with businesses
- Funding of Local Tourism Association activities
  - Levenmouth putting green
  - Marketing campaign for Dunfermline
  - Development of Z-card visitor information for Heartlands, Levenmouth, East Neuk, North Fife
- Board member of CruiseForth
- Collaboration with Forth Bridges projects and events
- Inclusion in Edinburgh and South East Scotland Regional visitor economy projects (cruise, cycling, culture, and data)
- Inclusion in Tay Country regional working to develop travel trade offering
- Short-Term Let team won an Excellence in Communication award for its work on licencing

## Review Process

This action plan will be updated once Phase two actions are added by no later than 31.12.2027. The Action Plan Spreadsheet will be updated on an annual basis with progress, milestones and targets.

A complete Action Plan update is due 31.12.2030 alongside the Fife Tourism Strategy refresh.



ST ANDREWS CATHEDRAL

September 2025 | ES



PITTENWEEM STATUES