

# Welcome to Fife

## Tourism Showcase



welcometofife.com  
industry.welcometofife.com



- Select 'Glide\_Signup' on your device
- Select 24hr Visitor Access

**fife**  
**business**  
**week2025**





# Welcome to Fife

## Tourism Showcase Partners



ST  
ANDREWS  
LINKS  
THE HOME OF GOLF



Glencarse Promotions

**fife**  
business  
week **2025**





# Welcome to Fife

## Fife Tourism Strategy 2023-2030

### Progress Update

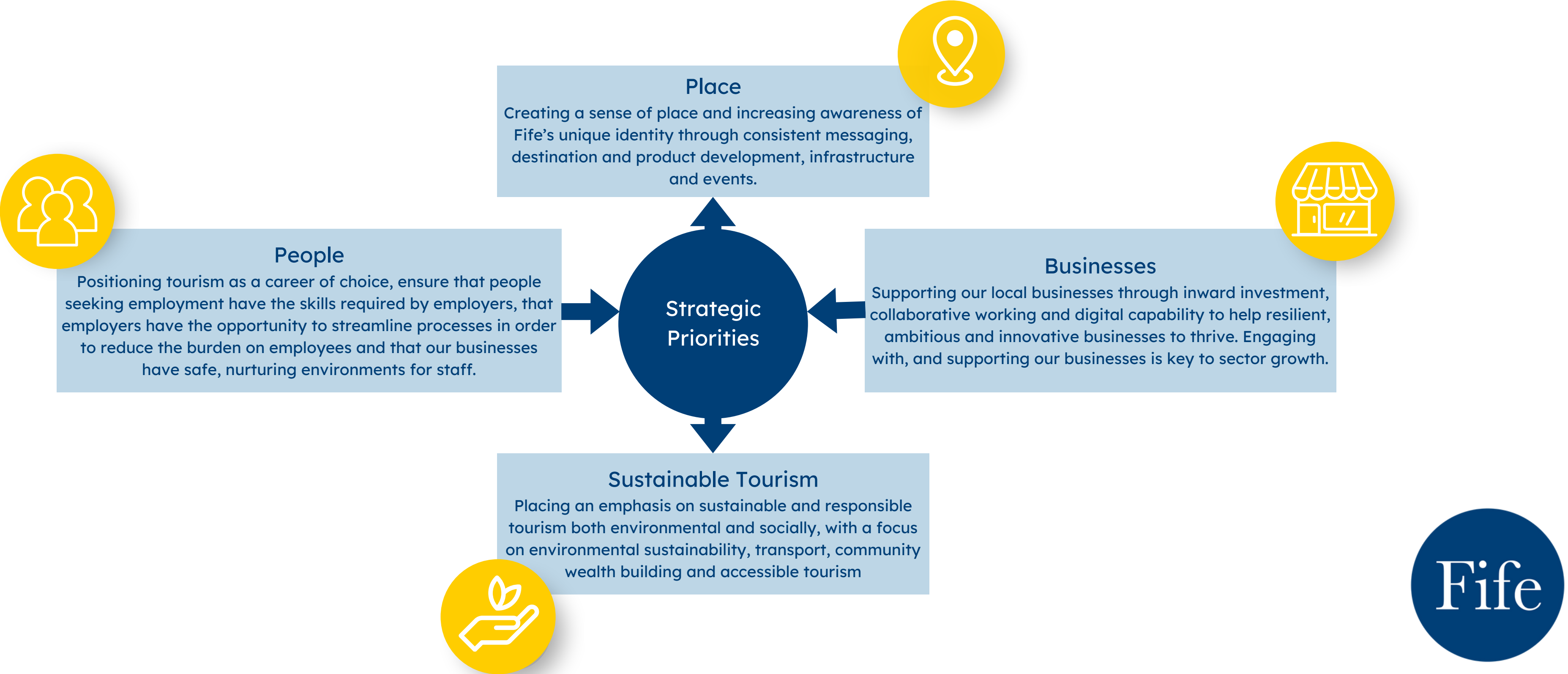
Hilary Roberts  
Lead Officer for Tourism  
Fife Council



Fife

# Fife Tourism Strategy 2023 - 2030

The Fife Tourism Strategy was refreshed in 2023, taking into account emerging consumer trends and insights into the potential visitor market for Fife. The strategy aims to ensure there is a quality tourism offering throughout the year, creating greater awareness of Fife as a visitor destination, linking with local and national sustainability ambitions, and encouraging increased digital capability in the sector.



# Role of Tourism Team



## Strategy

- Driving delivery of local / regional tourism strategy
- Implementation of government policy at a local level
- Feasibility studies
- Supporting regional working and projects



## Place

- Driving delivery of local / regional tourism strategy
- Marketing / promotion - domestic / international
- Destination PR / media engagement
- Visitor management
- Visitor information provision
- Infrastructure development support
- Local area tourism action plans
- Events support and funding



## People

- Promoting tourism and hospitality careers
- Training provision e.g World Host



## Businesses

- Business support and collaboration
- Running industry events and conferences
- Signposting support and funding opportunities
- Carrying out research
- Providing key data and information
- Tourism trade engagement and events



## Sustainability

- Managing the impacts of tourism
- Supporting the net zero / sustainability / innovation / digital agenda
- Educating visitors on sustainable / responsible tourism





# Year to Date Headlines



1



2



3



4



5

## Golf in Fife

New promotional video and reels, hosted by Iona Stephen, have been developed as part of a golf campaign to showcase the wonderful golf courses in Fife.

## Industry Events

- Attended VisitScotland Connect, 88 meetings with buyers from across the world.
- Showcased at Scottish Golf Tourism Week
- Outdoor Activity Week. 41 events promoted

## Responsible Tourism

- Sustainable tourism strategy \ action plan
- Green Tourism Webinars \ Green Tourism Grant
- Accessible Tourism webinars via VisitScotland and Accessable

## Fife Events

- 9 Strategic events supported through fund
- Over 500 events taking place across Fife
- Events Strategy
- Strategic Events Fund
- Events Development Report

## Visitor Levy

- Early engagement phase now launched
- Businesses encouraged to come along to sessions and complete consultation
- Your view matters



# The Kingdom. Where It All Begins

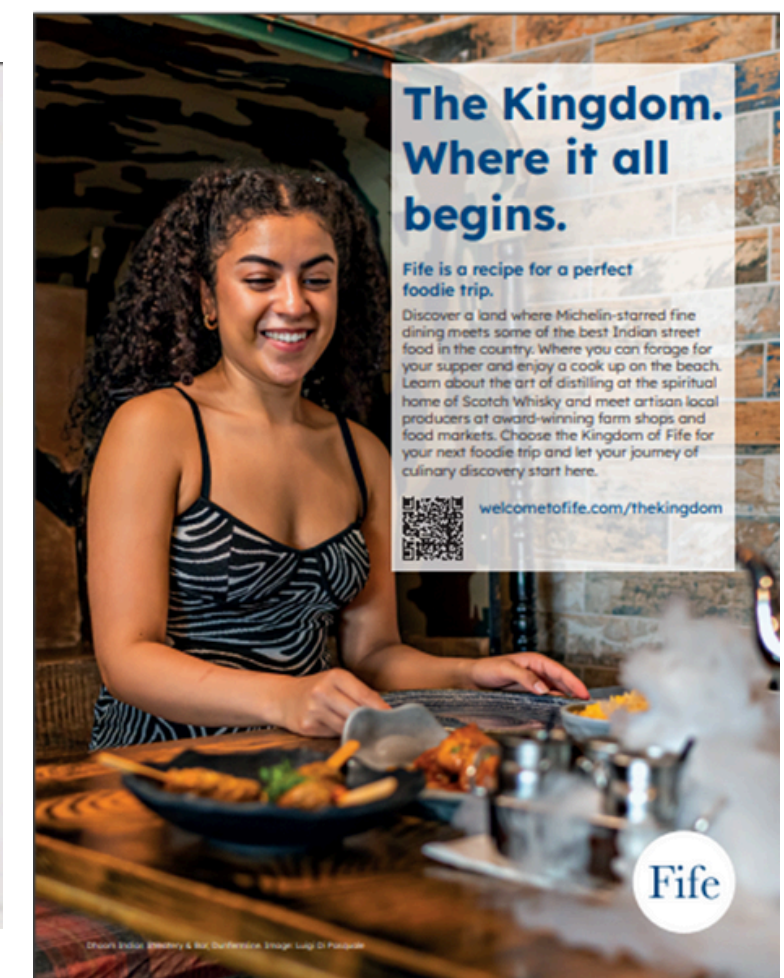
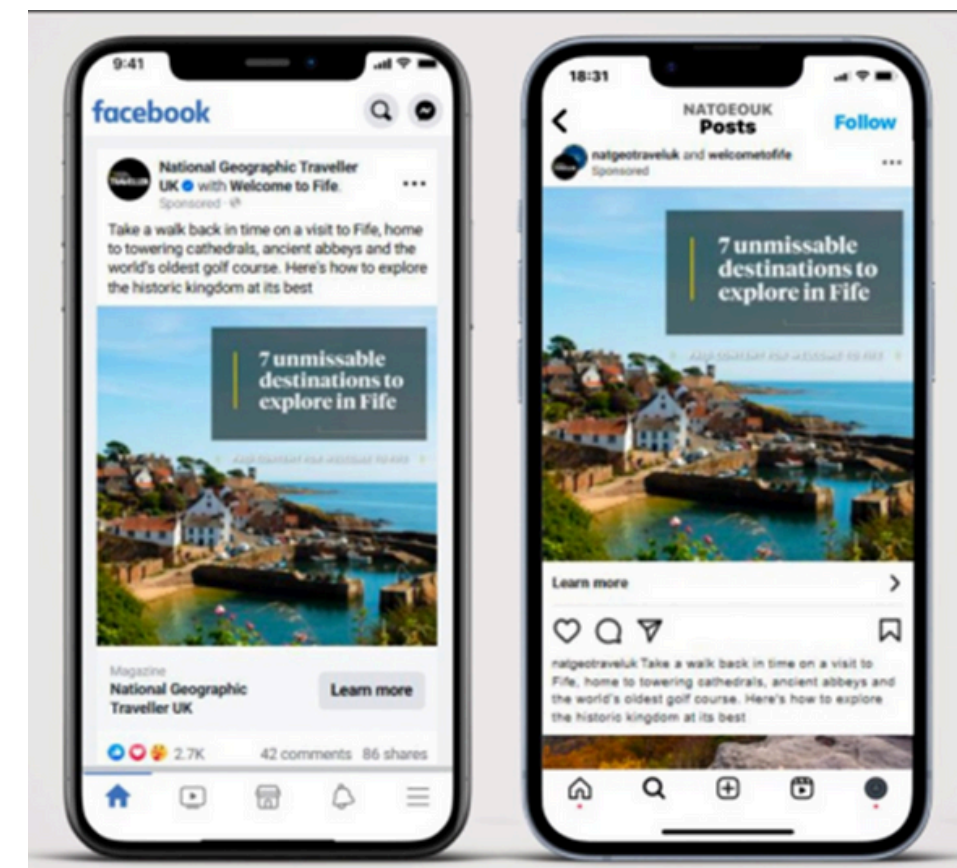
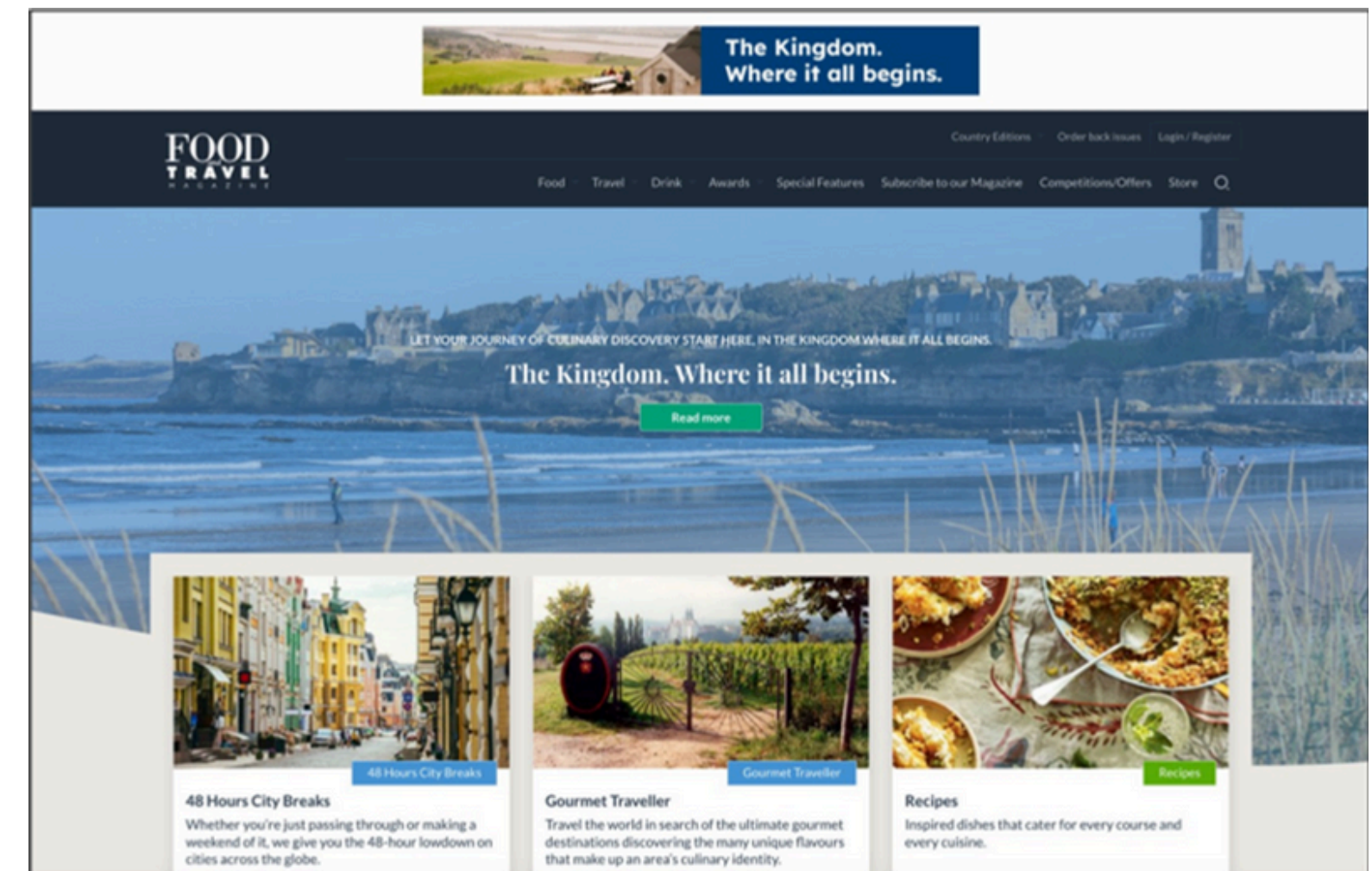
## Destination Marketing Campaign 2024/25

The campaign ran from October 2024 to February 2025 targeting consumers in Scotland and North England, included a refresh of our destination film, a targeted paid social media and digital advertising campaign, media partnerships with National Geographic Traveller and Food & Travel Magazine, digital partnerships with online travel agents including Expedia, Hotels.com, Vrbo and Tripadvisor as well as a programme of travel blogger visits and an exclusive brand partnership with Eden Mill. This built on the campaign messaging which was originally launched in 2023.

All campaign activity directed people to a bespoke landing page [www.welcometofife.com/thekingdom](http://www.welcometofife.com/thekingdom) where they were further inspired to start planning their break.

Campaign highlights and results:

- Promoted the Kingdom of Fife to an audience of over 8 million.
- Inspired over 40,000 potential visitors to visit [welcometofife.com](http://welcometofife.com) to find out more.
- Expedia recorded an increase of 24% in direct bookings to Fife as a result of viewing our ad content (an additional £313,830 in bookings)
- Created quality content that was viewed by 890,000 potential visitors.
- The campaign video achieved an impressive 94.2% completion rate on paid social ads.





# Business Development Activities



## LoveFife Visitor Information

- Thank You to all of our 14 points across Fife
- Continued development with locations
- Working with Direct Distribution
- Further locations in development for 2026

1



## Business Toolkits

W2F have over the summer had an increased focus on Coach parking.

- Dunfermline Coach Friendly Accreditation
- Working with Anstruther and Culross communities on coach friendly messaging
- Fife Business Fam Trip 2<sup>nd</sup> October

2



## Business Grants

- Digital Efficiency Grants 15 business supported
- Trade Show Grant 10 businesses supported
- Green Tourism Accreditation Grant

3



## Travel Trade

- Reached over 100 Fife businesses trained through Tay Country
- Supporting businesses to attend VisitScotland Connect 2026
- Fam Trip planned showcasing new Travel Trade ready businesses

4



# Projects and Updates



## ESES Regional Work | 01

- The Edinburgh South East of Scotland regional prosperity framework has 4 priorities: Data, Cruise, Cycling and Culture.
- W2F has appointed a consultant to carry out cultural heritage research for Kirkcaldy and Levenmouth area.
- Developing cycling destination short film
- Supporting businesses to get cruise-ready.

## Tay Cities Work | 02

- Tay Cities Tourism Development Framework priority themes - leadership, internationalisation, inclusion, sustainability, connectivity, skills & talent
- Scotland's Tay Country Travel Trade Programme \ development
- Tay Cities Digital Skills Project
- Tay Cities Regional Hospitality Skills Project

## 03 | Partnerships

- Cruise Forth
- Food From Fife
- Golf
- Tayscreen
- UNESCO
- Local Tourism Associations

## 04 | Destination Assets

- Dunfermline Discovery trails
- Levenmouth Discovery Trails
- Dunfermline Cycling Guide
- Dunfermline marketing campaign
- Art Trail
- Whisky/spirits
- Z cards





# Impacts

	2024	2023 comparison
Visitor Days	8.63m	+ 7.7%
Visitor Numbers	4.4m	+23.8%
Economic Impact	£816.7m	+12.3%
Employment (FTE)	8675	+4.4%

Source: STEAM

Tourism employment as % of all Fife employment - 7%  
Tourism businesses as % of all Fife businesses - 9.8%

# Who are our visitors? (2024 stats)

75% domestic  
25% international

Domestic visitors stayed for an average of 2.4 nights  
International visitors stayed for an average of 6.6 nights

34% stayed in serviced accommodation  
68% stayed in non serviced accommodation

Fife ranked 5<sup>th</sup> out of all Scottish regions in terms of total spend in 2024.

## Business KPIs 2024/25

Businesses Engaged - 460  
Businesses supported through training/events - 222

# The Future

Fife



## Place

- Tourism action plans for each committee area that reflect the differing landscape and needs of each area.
- Continued targeted domestic marketing campaigns to raise awareness of Fife as a visitor destination, and encourage repeat visits.
- Sense of place - ensure that all visitor touch points talk about Fife in the same way.
- Increased engagement with travel trade (domestic, international and cruise market) to include Fife in itineraries.
- Launch an ambitious events strategy to bring larger events into Fife.
- Visitor Levy Consultation.



## People

- Work with schools, FE, HE to ensure a strong pipeline of talent joining the sector. Build robust relationships between education and industry. Upskilling of industry to meet new digital needs.
- Regional Skills Programmes
- Business Training Platform



## Businesses

- The power of technology - enable businesses and communities to be 'digital first' to be able to compete internationally and work as efficiently as possible.
- Work collaboratively to develop new products in line with target markets e.g travel trade itineraries, unique experiences for the luxury market
- Work collectively to promote Fife as a location for the MICE market (business tourism)
- Inward investment - ensure that communities have what they need to become successful visitor destinations, e.g hotel provision.



## Sustainable Tourism

- Deliver the actions within the sustainable tourism plan.
- Empower communities to embrace tourism and develop their own product offering.
- Tourism as a force for good - work with partners to establish projects that allows tourism to 'give back' to local communities.
- Work with partners to ensure the secure future of tourism assets such as the Fife Coastal Path and Pilgrim Way.
- Focus on accessibility and inclusivity
- Focus on 'quality over quantity' with authentic experiences and measurement more dependent on economic impact than visitor numbers.





# Welcome to Fife

Contact Us:



[promoting.fife@fife.gov.uk](mailto:promoting.fife@fife.gov.uk)



[welcometofife.com](http://welcometofife.com)  
[industry.welcometofife.com](http://industry.welcometofife.com)

Fife





# Inside the Tourism Industry

David Keen

VisitScotland

Destination Development Executive



**Fife Tourism Showcase**

**David Keen – Destination  
Development Assistant Manager**

**VisitScotland**





Global Tourism is back  
International arrivals reached 99% of 2019 levels in  
2024.



**AND**

## **SCOTLAND IS AHEAD OF THE CURVE**

International arrivals to Scotland in Jan-Jun 2024 are 46% up  
on 2019 levels.



**BUT**

## **FROM STAYCATION TO STAY-CAUTIOUS**

Post-pandemic surge in domestic travel in 2021 and 2022 has  
not been maintained in 2023 and 2024.

# Fife

## Key statistics

From 2022 to 2024, there was an annual average of 620,000 overnight tourism visits to Fife with an associated expenditure of £254 million.

The average overnight visitor spend per trip amounted to £412 while the number of nights spent in accommodation from both domestic and international visitors amounted to 2.44 million nights.

Domestic visitors to Fife amounted for the majority of visitors – the highest percentage of these come from within Scotland.

International visitors far outspend domestic visitors, despite the vast difference in number of visitors.



Domestic visits	Domestic nights	Domestic spend
471,000	1,310,000	£93 million
International visits	International nights	International spend
145,000	1,135,000	£161million

# What consumers want

## Global visitor drivers



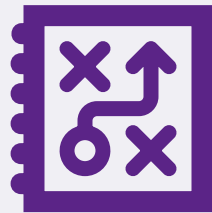
### Value

High inflation and rising costs are impacting travel decisions, with visitors seeking out value for money. **High-income visitors are most resilient**



### Authenticity

More visitors are moving beyond the well-beaten tourist trails, seeking out **experiences that are genuinely rooted in place and tradition**



### Convenience

Consumers increasingly expect travel to be seamless, through online bookings and digital tools such as AI and AR



### Discovery

Off the beaten path tourism also drives visitors to seek out the unexpected - hidden gem locations and **hyper local traditions, foods and customs - and feel that their experience is unique**



### Wellness


Travel is seen as a chance to escape and refresh, both physically and mentally. Outdoor pursuits, relaxation opportunities and the emotional **stimulation of connection to a place** are all key. The wellness economy predicted to reach \$9 trillion by 2028



### Responsibility

**Consumers are increasingly conscious of their impact on communities and the environment,** and seek for their tourism to do no harm, or actively give back

# International Visitor – planning & booking



Visitors use a **wide variety of sources** for **planning and booking**

**68% of long haul visitors** use an intermediary at the holiday research and planning stage

**63% of international visitors** use a type of intermediary to research, plan and book a holiday

Travel intermediary channels play a **significant role** at both the **holiday planning & booking stage** for international visitors.

**European visitors** book on avg. **3-6 months**, while most **long haul visitors** book **+6 months** in advance

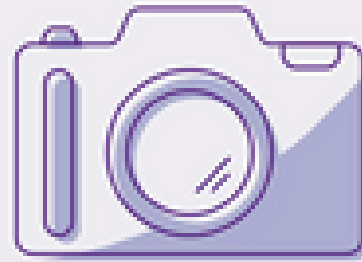
# Consumer trends for Scotland

## Key trends for/from 2025



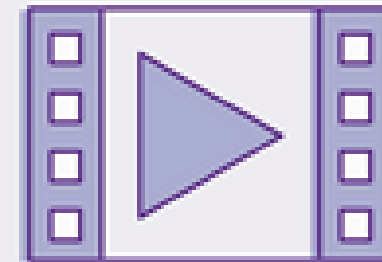
### Gig tripping

Planning trips around events such as concerts and festivals.



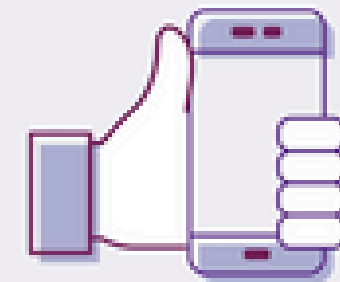
### Hobbidays

Visitors choosing destinations based on places that promote and facilitate their favourite hobbies.



### Set-jetting

Visitors choosing to visit the "set" of their favourite Scotland-based film or TV show.



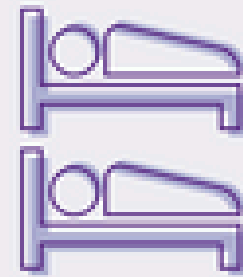
### Instant inspo

Combining the use of social media platforms for pursuing passions and planning / booking trips.



### Celebreaktions

The opportunity for an existing celebration or milestone to be transformed into a holiday.



### Snoorie

Combining snooze and coorie, "snoorie" describes tourism promoting rest for visitors.



### Biohacking wellness

Incorporation of "biohacking" technology in tourism to appeal to certain wellness-seeking visitors.



### Outdoor therapy

Using Scotland's unique outdoors to promote wellness, such as outdoor saunas and forest bathing.



# Our new visitor proposition: “In Scotland, wellbeing comes naturally”

Following on from the launch of our autumn/winter marketing activity, we wanted to share more on our new visitor proposition – a fresh approach which builds on our previous strategy of ‘good for the soul’.

Visitors today are looking for more than just a destination – they want meaningful, sustainable experiences that enrich their lives.

## **What Does This Mean?**

**Wellbeing is at our core:** From the calm of our lochs to the exhilaration of our wild places, Scotland offers spiritual, mental, and physical renewal.

**Authentic experiences:** Our people, places, and traditions create powerful, personal moments for every visitor.

**A framework for storytelling:** This proposition helps us shape and share authentic stories that build deeper connections with our audiences.



# VisitScotland Q3-Q4 Marketing Activity

## Regional upweight opportunities

### Insights\*

- Strong aspirations amongst UK public to take a UK domestic trip, but intention doesn't always convert to an actual trip.
- Scotland is the joint third most preferred UK destination behind London and South-West England.
- The majority of October to March trips are likely to be short breaks.
- Top motivators for travel – family time, time with partner, getaway, rest.
- Nature and heritage dominate planned activities.
- Families largest proportion of Scotland intenders. Retirees smaller in number but twice as likely to convert to book.

### Q3-Q4 Paid Activity Options

- Expedia upweights (UK & US partner opportunities)
- Tripadvisor upweights (UK, FR and DE opportunities)
- Skyscanner upweights (DE, FR, USA opportunities)
- Metro upweights – (UK opportunities only)
- News UK Upweights – (UK opportunities only)
- LinkedIn (all markets as outlined in deck)
- Scotland on Screen - set-jetting





# VisitScotland Business Support

Business Support Hub <https://support.visitscotland.org/>

	Essential tools to help you launch successfully including pricing strategies and legislation advice		Deliver quality experiences with customer insights and trends, accessibility and service excellence
	Boost visibility through engaging content, social media and marketing partnerships		Develop new products, secure funding and expand with expert advice
	Sustainably grow your tourism or events business with actionable green strategies		Find tailored advice and case studies for accommodation, active and outdoor, events and festivals, food and drink and visitor attraction sectors.

# VisitScotland Business Support

Newsletter <https://support.visitscotland.org/newsletter>

Sign up for the Business Support monthly newsletter to get the latest advice and tips straight to your inbox. Each edition will include some of the following topics:

- Up-to-date insights
- Case studies
- Best practise guides
- Information on our regional workshops
- Invitation to webinars
- Opportunities for trade show attendance





# VisitScotland Website (visitscotland.com)

## Website development and changes: The context

We're evolving our consumer website, visitscotland.com, to better reflect how people plan their trips, and to make it easier for visitors to connect with our tourism and events businesses.

We want to guide visitors from early inspiration to making their travel plans for Scotland.

Recent research shows that national tourism websites like ours are most valuable at the inspiration and research stages of the customer journey, not at the point of booking. As a result we are adjusting our focus to immersive storytelling and providing trusted information that will help visitors visualise a trip to Scotland and guide them to making the next steps towards booking.

We are also placing greater emphasis on ensuring that we reach audiences on the platforms they actively use for travel inspiration and decision-making such as Online Travel Agents, airlines and travel distribution platforms.

VisitScotland.com will continue to play an important role in this approach. It will:

- focus on the emotional and experiential side of travel to capture the imagination and attention of visitors;
- not just inspire, but also help visitors take concrete steps towards planning their trip, making the dream of visiting Scotland achievable;
- continue to provide visitors with accurate, up-to-date, and helpful information.

# VisitScotland Website (visitscotland.com)

## Website development and changes: What you can expect

Reaching users earlier in their journey, helps to turn interest into action, supporting Scotland's visitor economy and showcasing the breadth of experiences on offer across the country.

The role of visitscotland.com is no longer about booking, it's about driving interest. From the start of next year, the product and services search function (business listings) will be removed from the website, and we will no longer use the DMS.

visitscotland.com will evolve and reset over the next twelve months with:

- A new experience-led site search
- A new main map, powered by Google Maps Platform, where you can find specific products and experiences - replacing our existing business listings
- Streamlined immersive, engaging content with a refreshed design, focused on turning interest into visits
- More first-person Itineraries direct from our visitors' own experiences
- A new travel map showing key entry points to Scotland and transport options
- Ability to save your favourite content
- Greater personalisation of our content for our key markets
- Integration of travel deals into our site

Visitors will still be able to browse tourism businesses and events on the map feature of the website, where we'll connect them directly to the business' website or other travel intermediaries to make a booking. Most business information (public facing) will be obtained from external sources, including Google and Data Thistle.



# VisitScotland Website (visitscotland.com)

## Website development and changes: Webinars and support


Sign up to our 15 minute webinars on key topics for you and your business:

- **The Power of Google** – claim and enhance your listing Thursday 13th November – 2pm

Further information, advice and support is available on VisitScotland's Business Support Hub – specific information can be found on the page: "how to create business listings."

**Catch up on previous webinars**

Watch recordings of our previous bitesize webinars - each presentation is around 10-20 minutes.



**BITESIZE WEBINARS FOR BUSINESS**

How to work with travel distribution partners

▶ Play video | 12:22

**How to work with travel distribution partners**

Discover how to pitch to a travel distribution partner and learn about tailoring your messages to different audiences for maximum effect.

**Sign up for upcoming webinars and watch previous recordings**  
<https://support.visitscotland.org/training-events/webinars>



### Sign up for any webinar

You'll be asked to set up an account the first time you sign up for one of our webinars.

If you want to sign up for any other future webinars, you can log back in with the same details and easily select which webinars you want to register for.

[Register for a VisitScotland bitesize webinar](#)



## Scotland's spooky surge 🧛

Recent research found that visits to and interest in ghost-themed attractions, including historic graveyards, battlefields, and famously haunted castles, have risen significantly.

There has also been a substantial increase online for activities on topics including 'ghosts' and 'haunted'.



## Outlander Effect 'remains strong' a decade on

One in five visitors are inspired by film, TV and books when choosing a trip to Scotland, rising to 36% of European visitors and 37% of long-haul visitors.

Outlander filming locations and a 12-day Outlander Itinerary are the most popular Outlander pages on [visitscotland.com](https://visitscotland.com), with more than 55,000 pages view over 12 months.



## New marketing push launched

A new multi-million-pound marketing push designed to inspire UK and international visitors to travel across all seasons and regions has been launched. Partnering with some of the biggest names in travel and media, we intend to connect with potential visitors at every stage of their journey, from sparking inspiration to driving bookings.



## VisitScotland Asset Library

The VisitScotland Asset Library brings a host of new features designed to make it easier than ever to find and use the right content:

- Organised asset storage
- Smarter, faster search
- Centralised brand management
- Accessibility



## National Events Programme funding

The National Events Programme is one of EventScotland's core funding programmes. The fund supports the strategic development of live public-facing sporting and cultural events in line with the aims of the National Events Strategy, Scotland the Perfect Stage. The fund is targeted at events that take place outwith the local authority areas of Edinburgh and Glasgow. Event organisers can apply for between £5,000 and £25,000 to support the delivery of innovative new projects and strategic development activity. The National Events Funding Programme operates in rounds.

- **Round 55 (deadline 2) for events taking place between September and December 2026** – 14 January 2026

## Scotland's National Events Conference

Scotland's flagship industry conference returns on Monday 9 March 2026 in Glasgow, bringing together the country's leading event producers, suppliers, policy makers, and funders from events sector to connect, learn and exchange insights. It's held for all those working to create, deliver, and support Scotland's cultural and sporting events.

The conference seeks to highlight the sector's importance and the valuable contribution that it makes. It also provides a forum for discussion around the opportunities and challenges that the sector faces.

- **Scotland's National Events Conference** – Technology and Innovation Centre (Glasgow), 9 March 2026

## VisitScotland Connect 2026

VisitScotland Connect provides a targeted platform for trade-ready Scottish businesses to meet and do business with tour operators and travel experts representing markets in North America, Europe, Asia-Pacific and the UK domestic market. Either side of the event at the SEC, a series of familiarisation trips will showcase businesses and destinations around many of Scotland's regions to buyers.

With half of all overseas visitors booking their trips through tour operators or travel advisors, VisitScotland Connect helps Scottish suppliers promote their experiences and services to a global audience.

- **VisitScotland Connect 2026** – Scottish Events Centre (Glasgow), 15 – 16 April 2026

# Fife Tourism Showcase

## Climate Accelerator Programme

A programme of support to help Scottish tourism businesses kick-start their journey toward net zero.

**Who is it for?**

Businesses at the beginning of their net zero journey

**How will it support my business?**

Experts will breakdown the jargon and help you develop a plan

**How is the programme delivered?**

Via workshops that can be delivered in person and online

**When does the programme start?**

Various start dates between Nov 2025 and Mar 2026



**Register your interest** in the programme by following the QR code, creating a log in and answering a few business questions





# ST ANDREWS LINKS

THE HOME OF GOLF

## Economic Impact

Laurie Watson

Director of Engagement  
St Andrews Links Trust



# ST ANDREWS LINKS ECONOMIC IMPACT ASSESSMENT



A scenic view of the St Andrews Links golf course at sunset. The sun is low on the horizon, casting a warm, golden glow over the scene. In the background, a row of historic buildings, including the R&A Hotel, is visible. Several people are walking on the grassy links in the foreground, their silhouettes highlighted by the low sun.

# ST ANDREWS LINKS

Celebrating the Economic Impact of St Andrews Links





# THE HOME OF GOLF

# A global destination

# 286K

Rounds of golf played each year,  
more than half by visitors

# 65

Countries visited the Home of Golf

# £10.8

Surplus generated

# M

# 2024

# Our Economic Impact

We commissioned an independent economic impact assessment from the Sport Industry Research Centre at Sheffield Hallam University to quantify the additional economic activity levered by visitors who play the various SALT golf courses.

They've done similar work for major events like the Six Nations, the Edinburgh Festival Fringe, and the Open Championship. But this was the first time anyone had studied the year-round impact of golf in St Andrews, not just a tournament or one-off event, but the daily rhythm of people coming here to play, stay, spend, and share the experience.







# Economic impact Assessment

**Between 10<sup>th</sup> May and 31<sup>st</sup> October 2024, a total of 2,404 online and in-person surveys were completed with golfers who had played a SALT golf course.**

**In total we found 88,235 unique visitors who came to play golf in St Andrews and who were accompanied by 12,763 non-golfing family members or friends.**

**More than 100,000 visitors made St Andrews Links their destination in 2024 - 91% came from outside Scotland, with 78% visiting specifically for golf.**

The total economic impact of visitors who travel to St Andrews to play golf is equivalent to Scotland hosting three Open Championships every year.

£317m

Total annual economic impact to  
Scotland

£123.1M

Total annual economic impact to  
St Andrews

£3.43

For every £1 spent at the Links,  
another £3.43 is spent at other  
businesses in St Andrews



# 1,686

Full time jobs supported in  
St Andrews

# 4,345

Full time jobs supported across  
Scotland

# +88

Net Promoter Score (NPS) – ‘world  
class’ levels of service

# 84%

of visitors say they are likely or very  
likely to return



What happens Next?



A wide-angle photograph of a golf course at sunset. The sun is a bright, glowing orb in the center of the frame, partially obscured by a row of buildings in the background. The sky is filled with soft, orange and yellow clouds. In the foreground, the grass is dark and silhouetted. Several people are walking across the grass, their figures also in silhouette. The overall mood is peaceful and scenic.

# THANK YOU

ST  
ANDREWS  
LINKS

THE HOME OF GOLF

# Welcome to Fife

## Tourism Showcase

15 Minute Comfort Break



- Select 'Glide\_Signup' on your device
- Select 24hr Visitor Access

**fife**  
**business**  
**week2025**







# The Business Case for Social Media

Hannah Strachan  
Creative Director  
Simplicity Marketing



# The Business Case for Social Media

Hannah Strachan

Creative Director, Simplicity









# Social media = Scotland's new travel agent

**79%** Of the population use social media

**77%** of Scot's will plan  
a holiday and over

**1/3** will stay in  
Scotland



# The Power of Social Media in Tourism

85%

of travellers will use social media for trip inspiration



# Why Social Media Matters

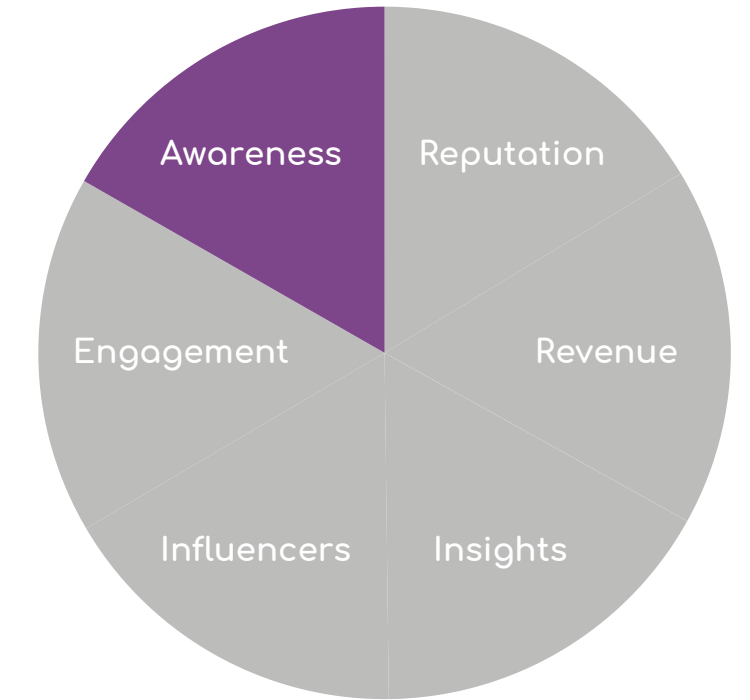
## The Business Case



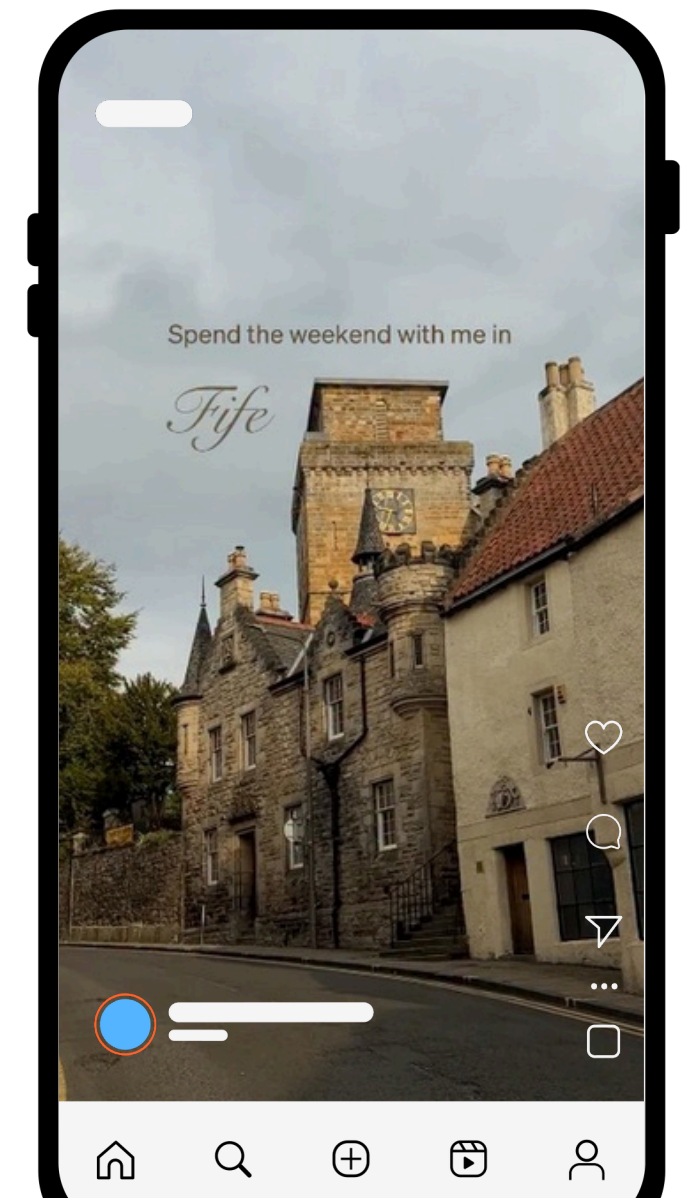
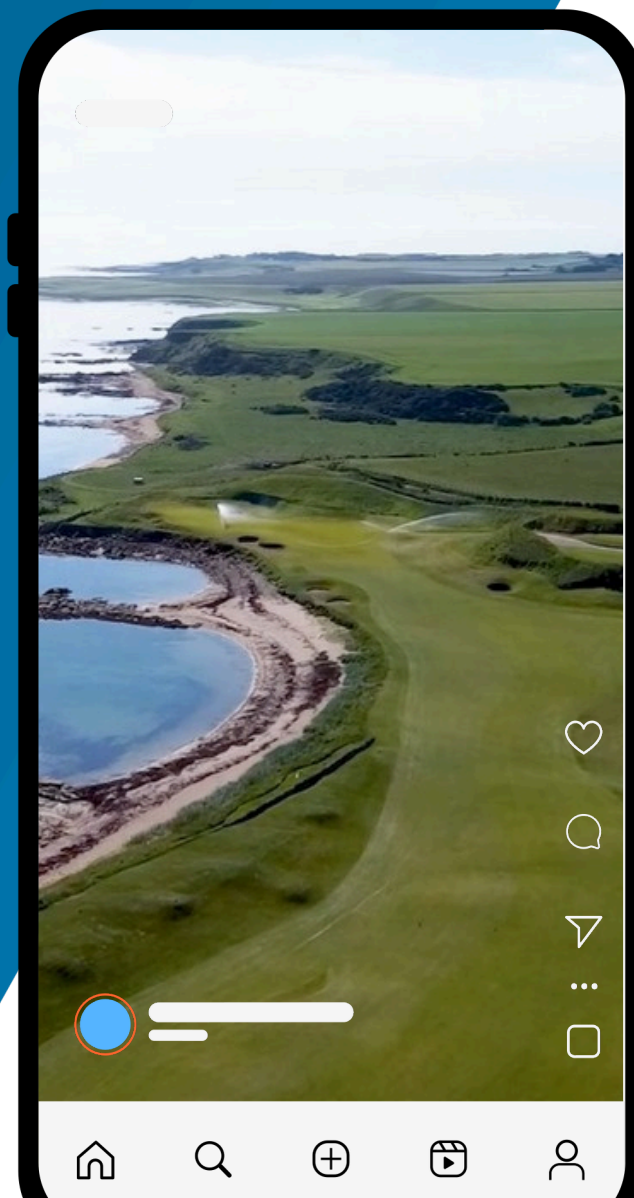


# Brand Awareness & Visibility

Social media brings  
Fife's story to life

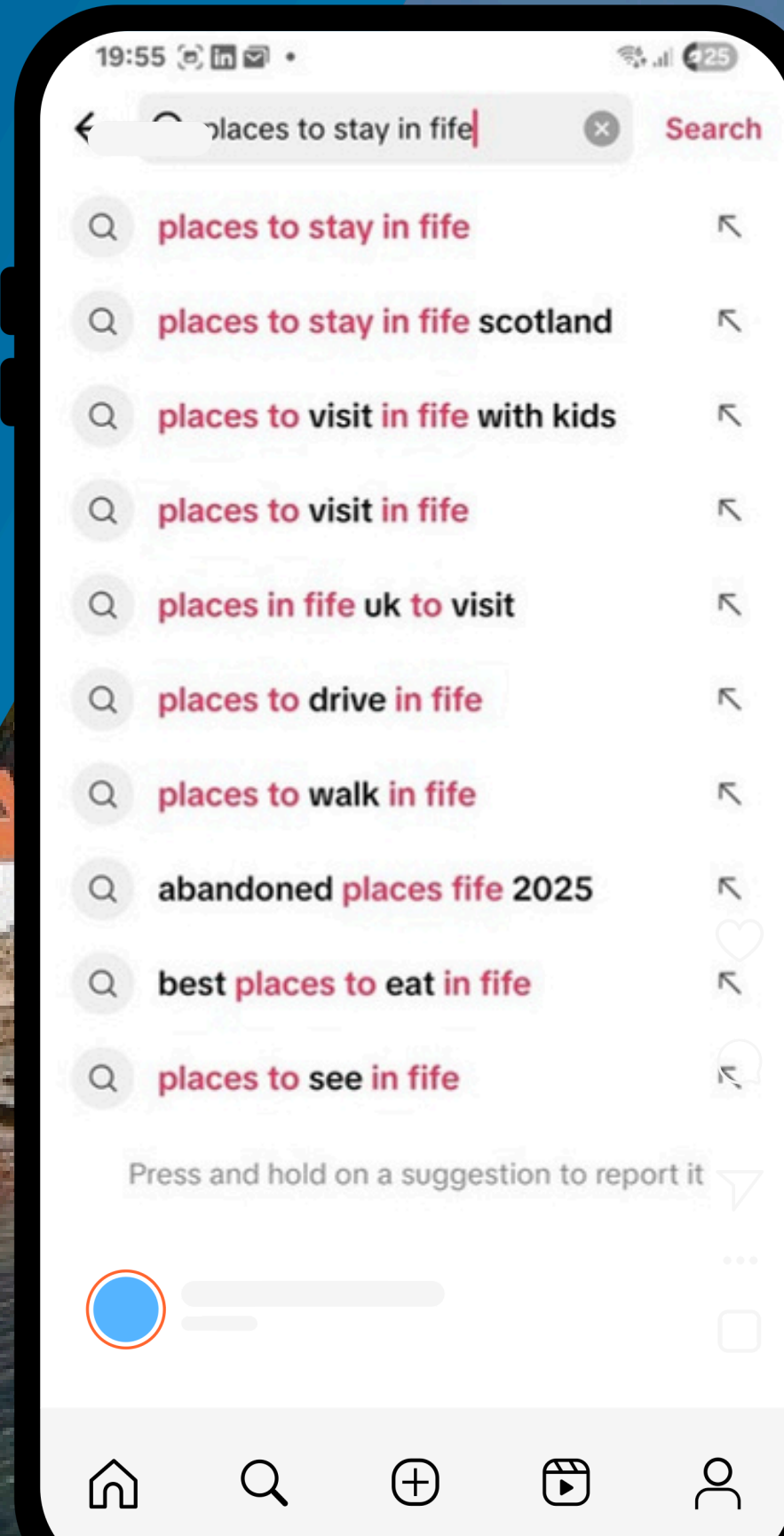
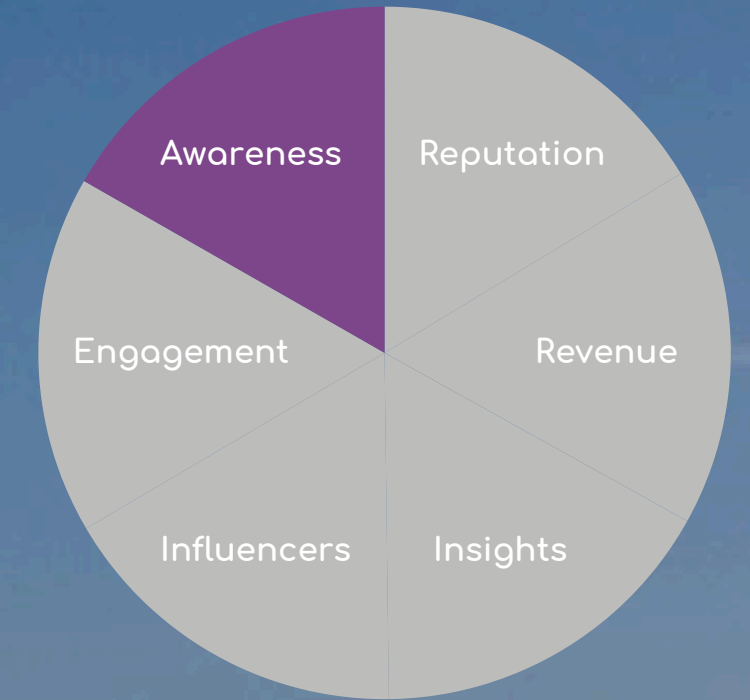


 simplicity



# The Power of Social Media Search

Optimise profiles and captions for search





# The Power of Trends

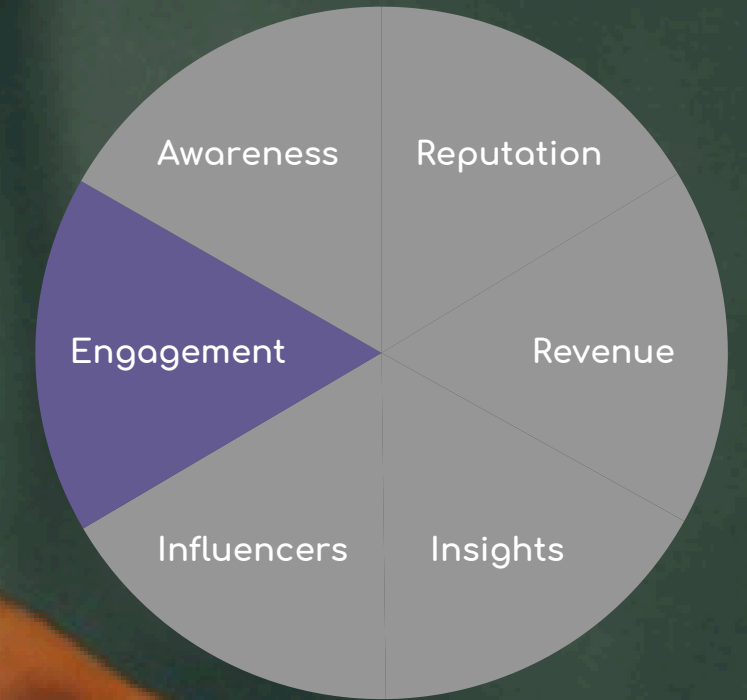
Trends = free visibility  
when used wisely





# Customer Engagement & Experience

Turn browsers into bookers

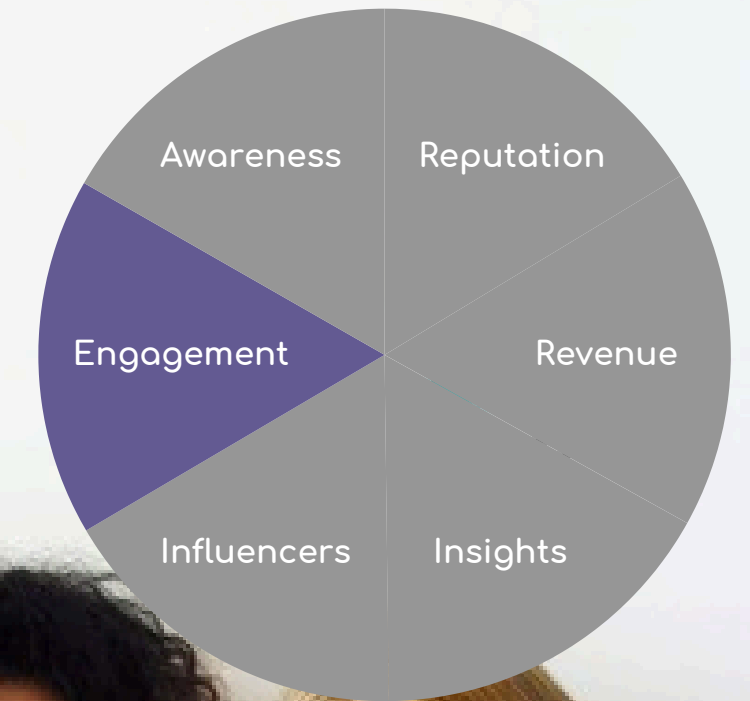


Thanks for getting in touch. I'd be happy to answer your questions.

We look forward to welcoming you to Fife! 🇬🇧

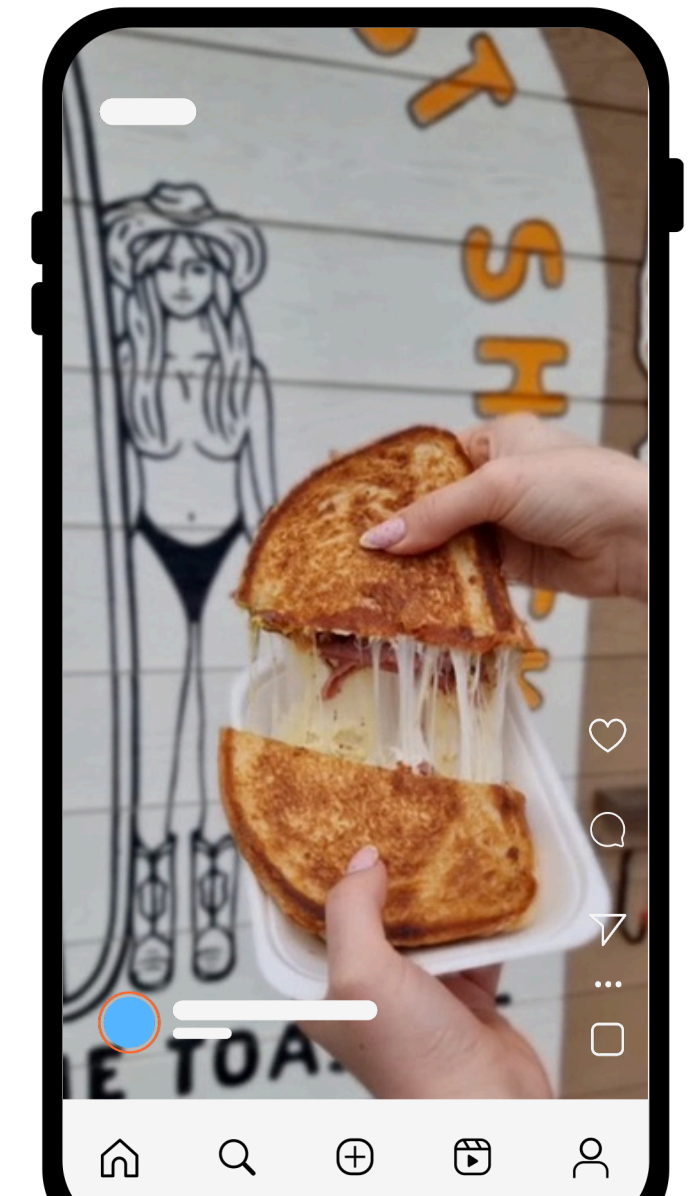
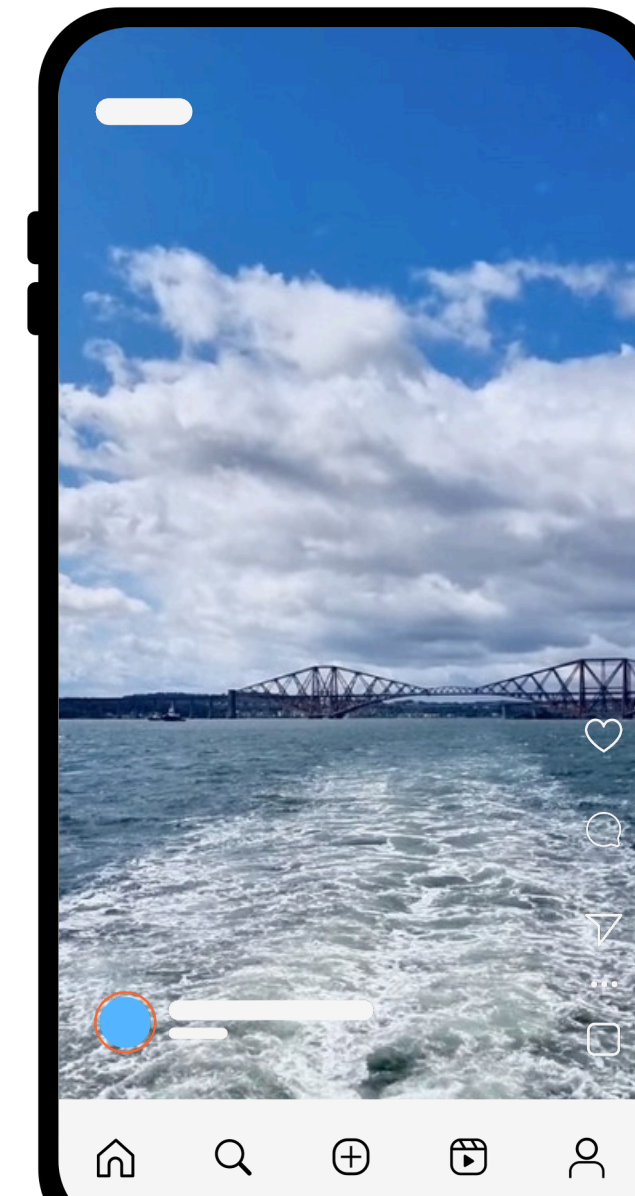
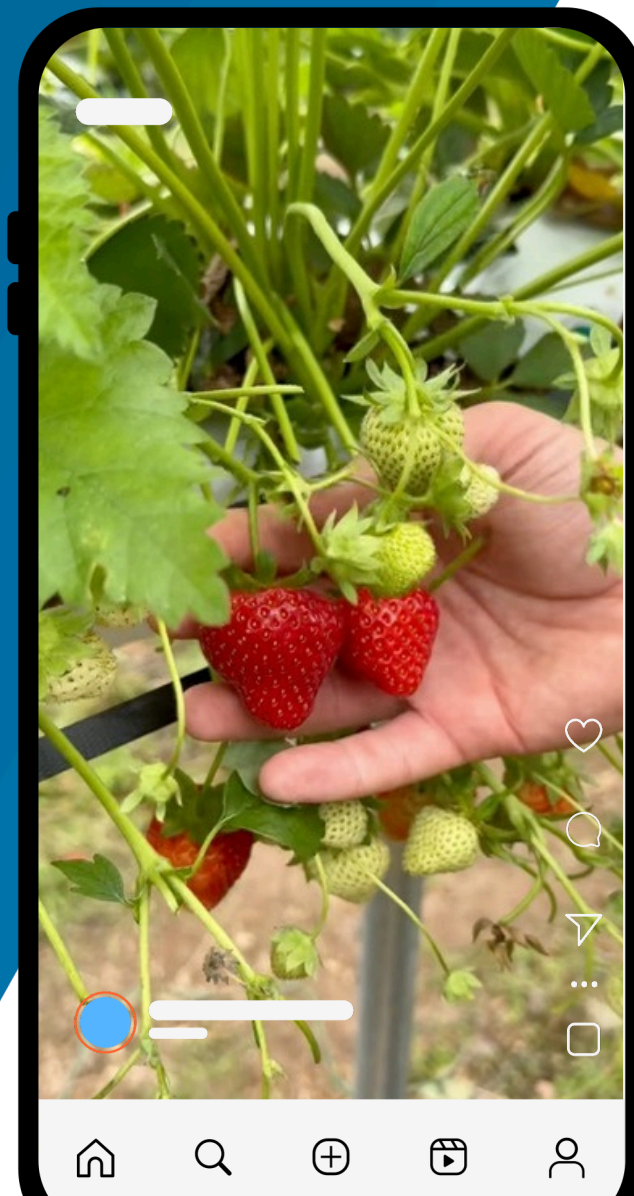
# The Power of Sharing

Social proof +  
authentic reach



# Influencers and User-Generated Content

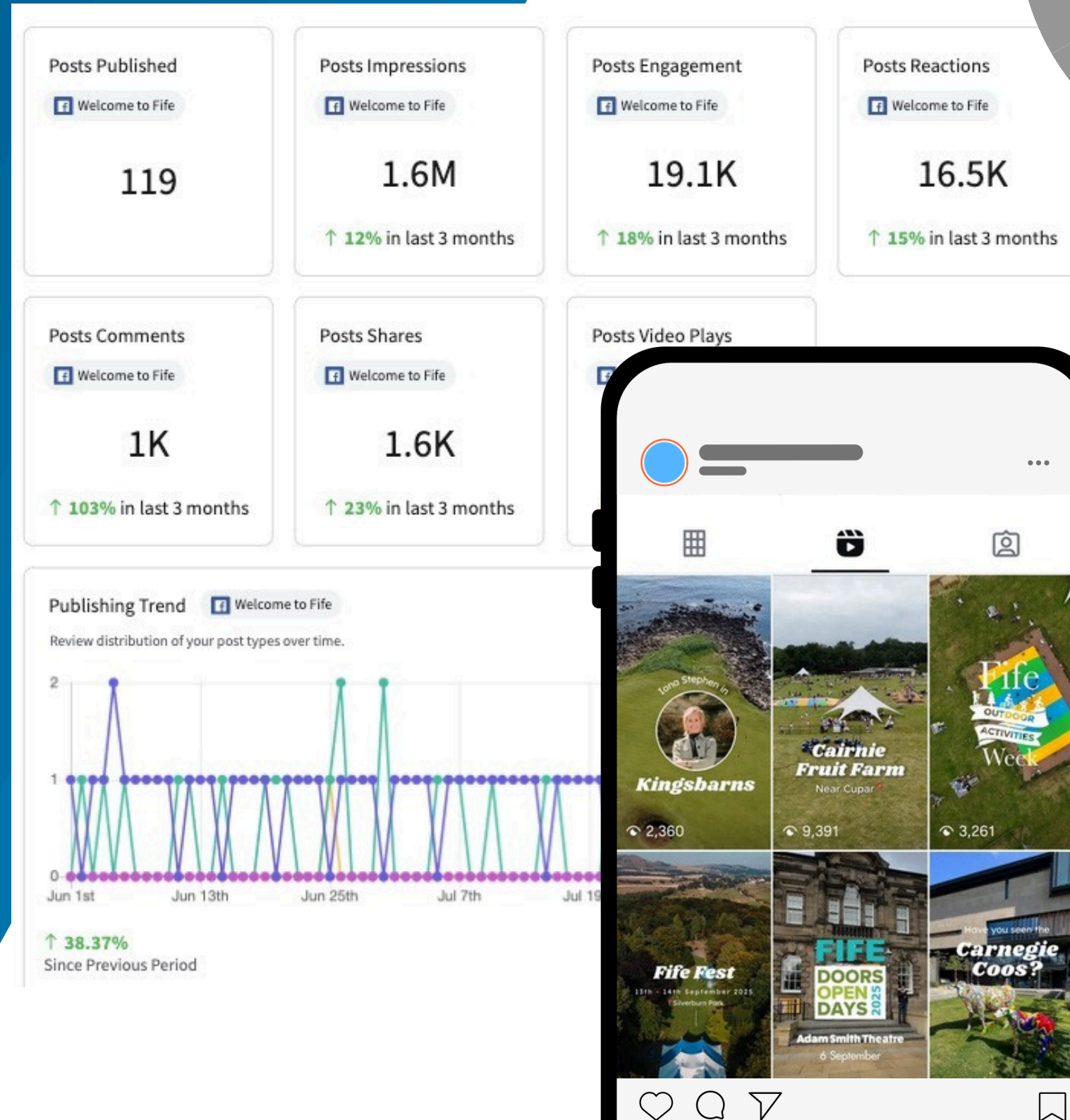
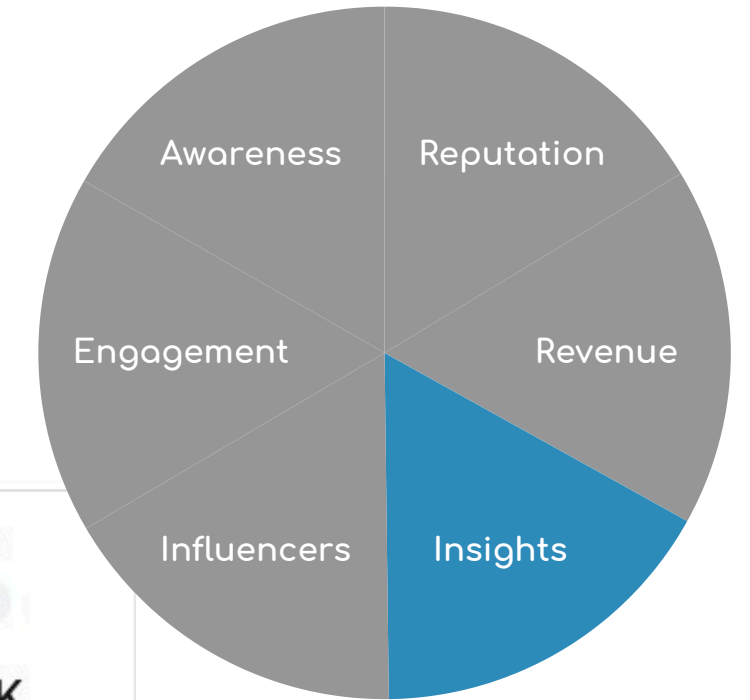
Authentic stories that can reach further than traditional advertising





# Insights & Data

Understanding the visitor through analytics



# Revenue & Conversions

From likes to bookings

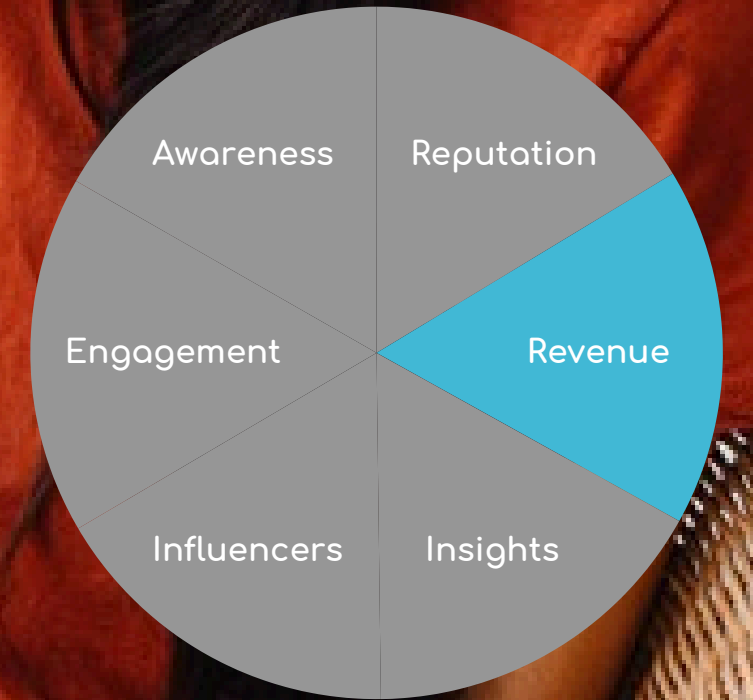
Browsing

Inspiration

Engagement

Booking

Return



# Reputation & Crisis Management

Reputation is earned  
one post at a time





# Challenges & Risks

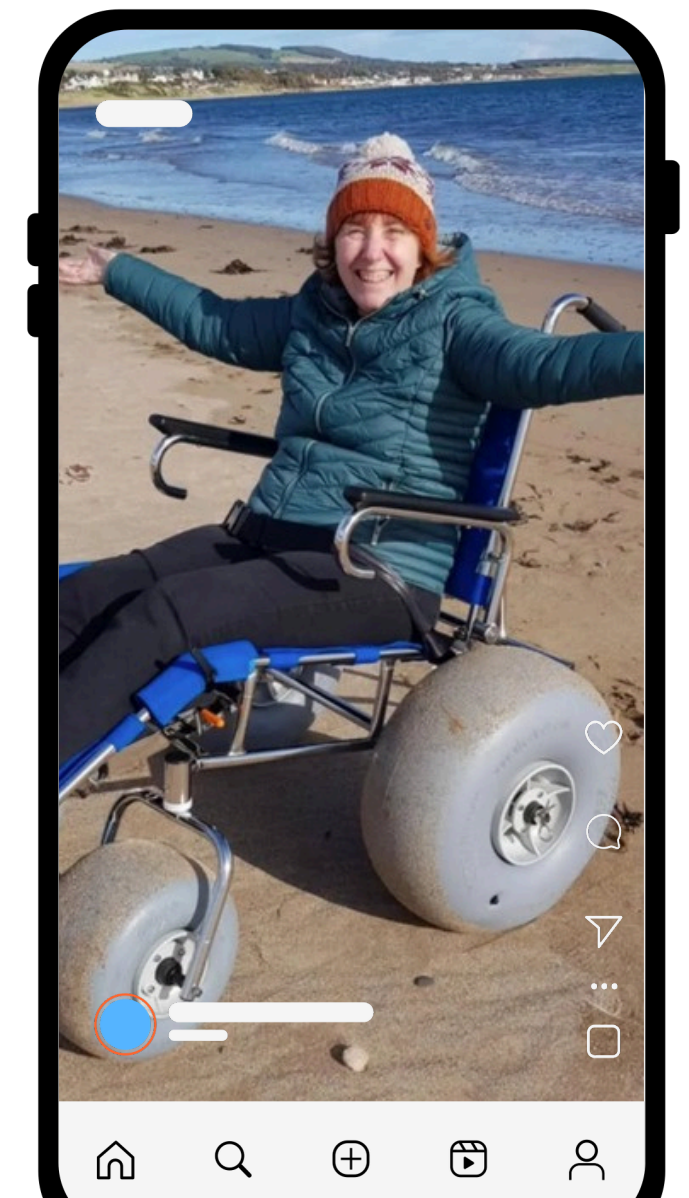
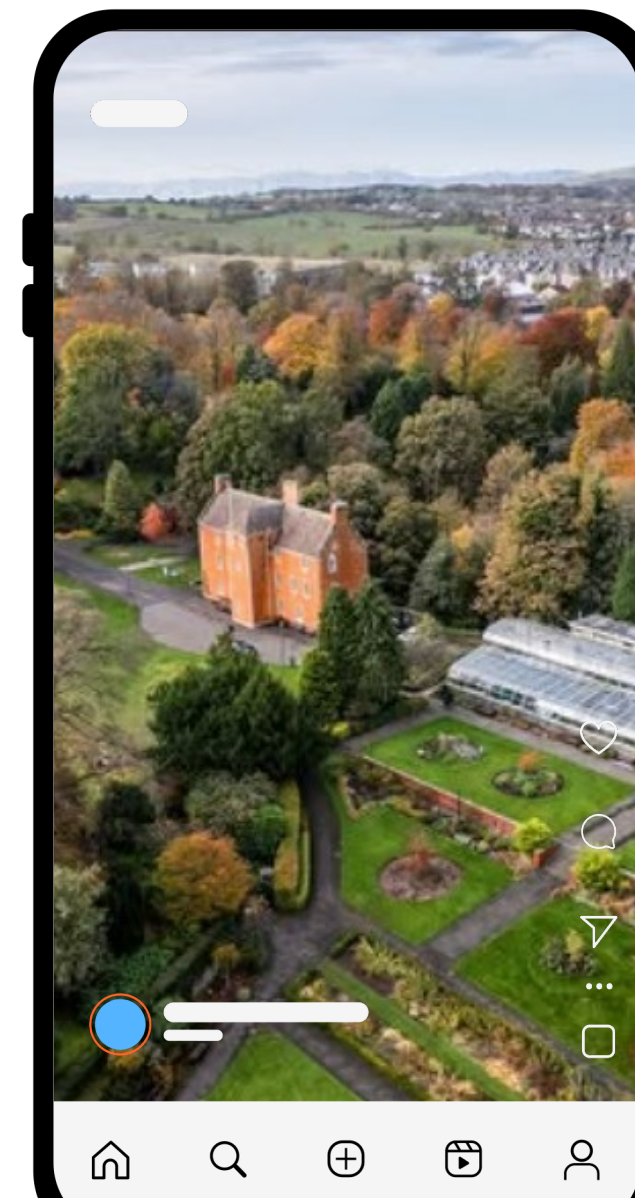
The other side  
of the story



# What works?

Quality wins over  
quantity every time

Does it offer real value? Is it  
visually strong & on brand?  
Would someone want to share  
it or save it?



# The Power of a Plan

Have a plan for content,  
assets and support





# Measuring ROI

It isn't just about likes.  
It's about proving the  
business case.



# The Future - What's Next?

EmergingDigitalTrends



# Social Media: A Strategic Business Asset







Social Media

Video & Photography

Design & Print

SEO & PPC

Web Development

[meetsimplicity.com](https://meetsimplicity.com)





# Scotsman Group

Graham Urquhart  
Director of Sales  
Scotsman Group

Fife



**Glencarse Promotions**

# Travel Trade and My Business

Andrew Gordon  
Business Owner







# Welcome to Fife

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[industry.welcometofife.com](http://industry.welcometofife.com)

Fife



# SCAN Here

TO COMPLETE YOUR EVALUATION



**fife**  
**business**  
**week2025**

YOUR FEEDBACK IS IMPORTANT TO US

