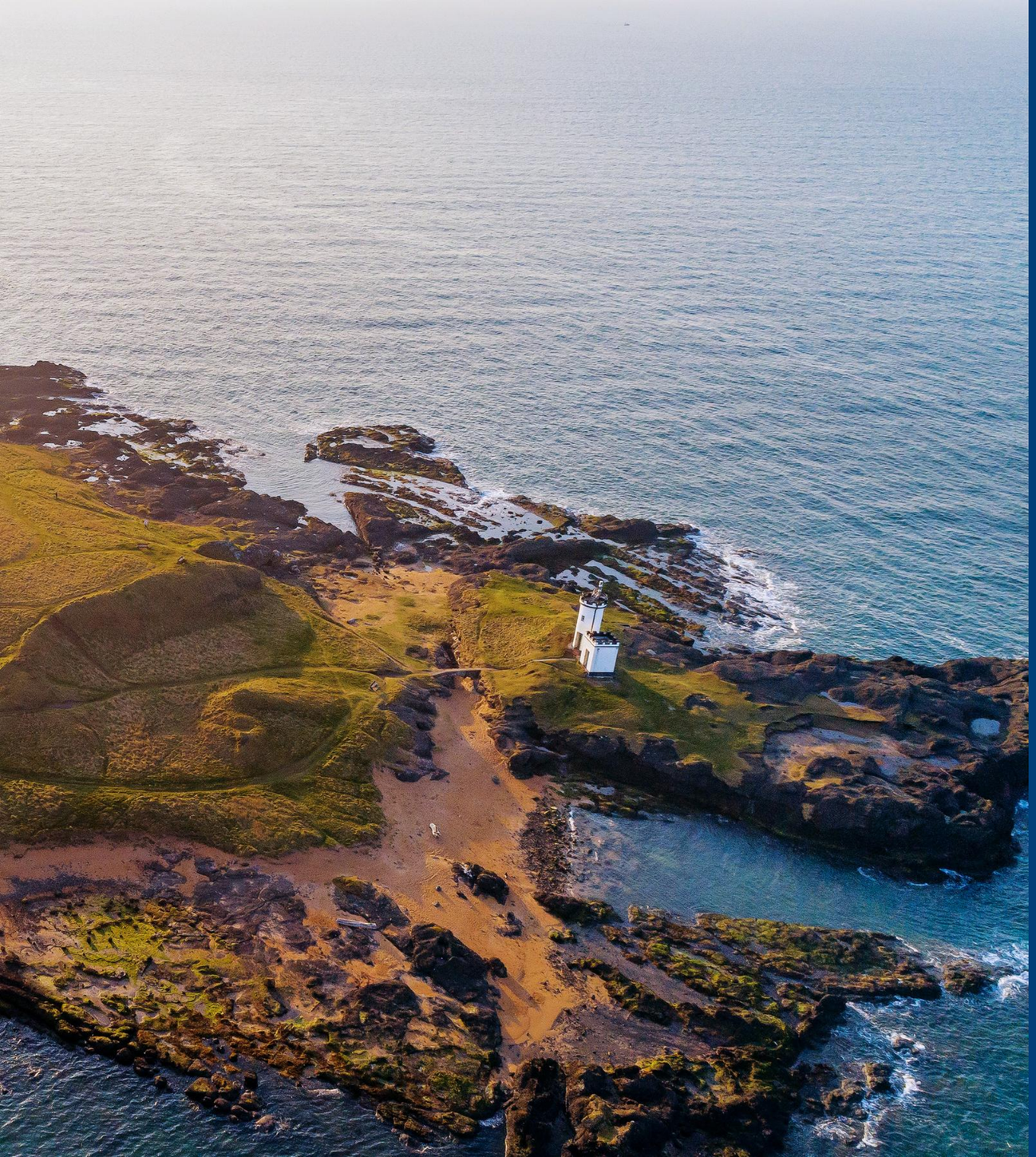


Welcome to Fife

Tourism Showcase

welcometofife.com
industry.welcometofife.com

Wednesday 4 November 2026
At Dean Park Hotel, Kirkcaldy

fife business week 2026

Fife



Welcome to Fife

Tourism Showcase

Judy Rae

fife business week 2026

Fife

SCOTLAND'S DIVERSE TOURISM ECONOMY

£367 MILLION

COUNTRY SPORTS TOURISM

Generates 910,000 visitor nights, while supporting 4,400 FT equivalent jobs

£1 BILLION

SELF-CATERING

Annual contribution to Scotland's economy

£5.5 BILLION

EVENTS

Generated by events in Scotland during 2024



£1.36 BILLION

GOLF TOURISM

The total economic benefit of hosting The Open in Scotland between 2005 and 2024

£633 MILLION

MARINE TOURISM

Supporting 31,110 jobs and making up 44% of marine economy employment in 2022

£581 MILLION

LIVE MUSIC

Attracted over 1.5 million tourists into local areas in 2022. The economic contribution of Murrayfield's Oasis concerts is estimated at £137 million

£130 MILLION

CRUISE TOURISM

Contributed to Scotland's economy in 2024, bringing 1.1 million passengers to Scottish ports

£85 MILLION

WHISKY TOURISM

Spent in total at sites across Scotland's five whisky regions in 2022

£170 MILLION

AGRITOURISM

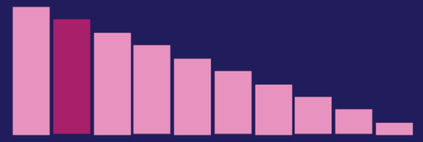
The value of Scottish agritourism and farm retail in 2021

CURRENT ECONOMIC CONTRIBUTION OF SCOTTISH TOURISM & HOSPITALITY



£11.4 BILLION
Total tourism visitor spend in 2024

£9 BILLION
Contributed by Scottish hospitality industry annually



2nd LARGEST GROWTH SECTOR
Accounting for 32% of total growth sector employment



1 in 11 JOBS & BUSINESSES
Tourism-related industries are now the single biggest source of employment in Scotland – recently surpassing business and financial services

£4 BILLION
Total international visitor spend in 2024

4.4 MILLION
International yearly visitors

10.6 MILLION
Overnight domestic trips in 2024

76.8 MILLION
Total day visits to Scotland by GB residents in 2024



2nd
Most visited city in the UK
EDINBURGH

GLASGOW
ABERDEEN
INVERNESS
In the **UK Top 20** for overnight visits by inbound visitors

Scotland continues to outperform the rest of the UK for inbound visits and spend per person

T&HILG

- Network of individuals from across the public, private and the third sector.
- Members have knowledge and experience of destinations, sectors and businesses spanning Scotland, the UK and across the globe.
- Provides strategic leadership to help grow the visitor economy and champions the national tourism strategy, Scotland Outlook 2030.

Scottish Government
Riaghaltas na h-Alba

COSLA

Scottish Enterprise

Visit Scotland | Alba™

Skills Development Scotland

SCOTTISH TOURISM ALLIANCE
Your voice in tourism matters

SOUTH of SCOTLAND ENTERPRISE

HIE
Highlands and Islands Enterprise
Iomairt na Gàidhealtachd 's nan Eilean

unite
theUNION

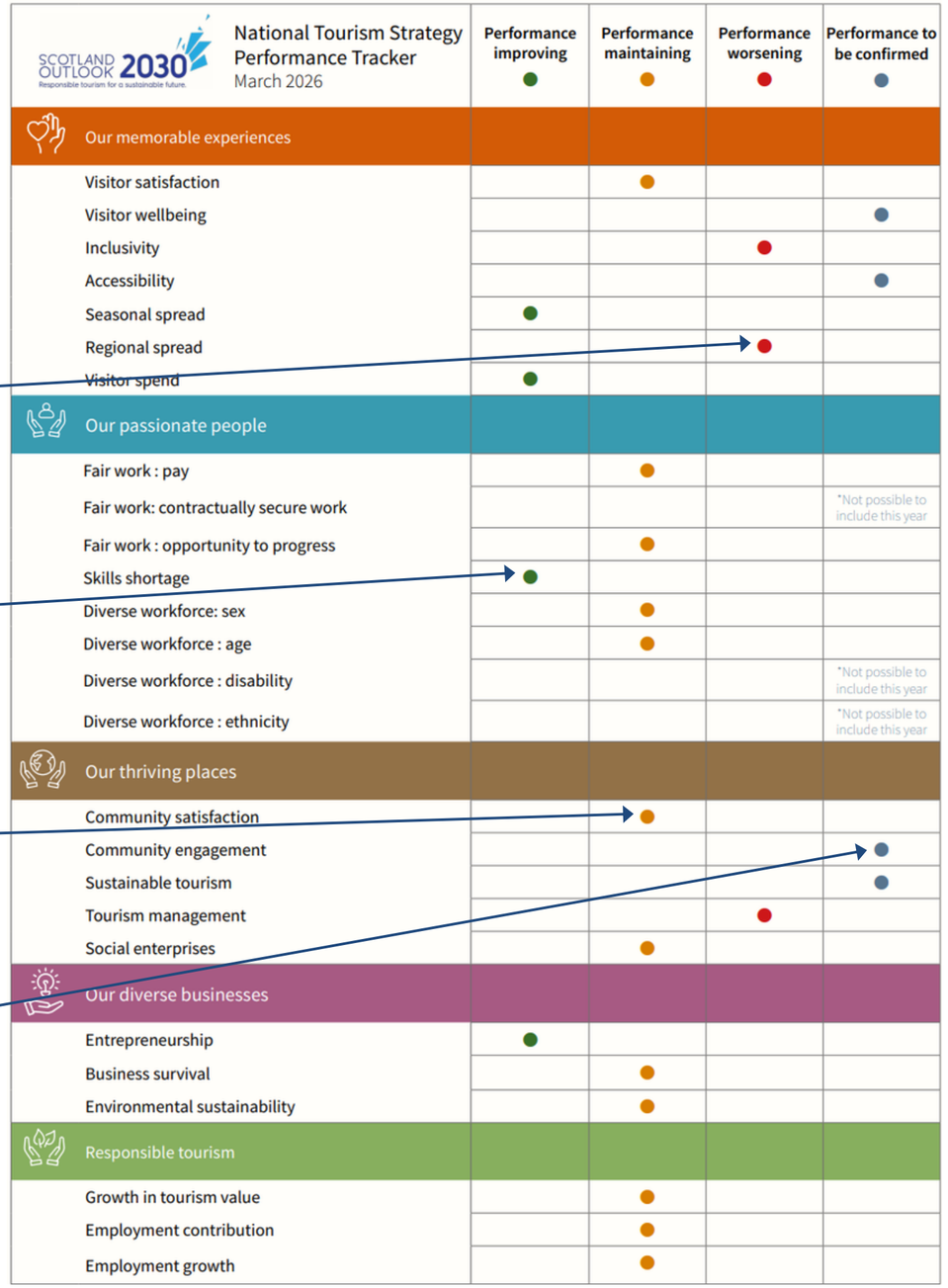
Scotland Outlook 2030 Tracker: Visuals

Red: Performance worsening

Green: Performance improving

Amber: Performance maintaining

Grey: Performance to be confirmed



SCOTLAND OUTLOOK 2030 — National Tourism Strategy Performance Tracker, March 2026	Performance improving	Performance maintaining	Performance worsening	Performance to be confirmed
Our memorable experiences				
Visitor satisfaction		●		
Visitor wellbeing				●
Inclusivity			●	
Accessibility				●
Seasonal spread	●			
Regional spread			●	
Visitor spend	●			
Our passionate people				
Fair work : pay		●		
Fair work: contractually secure work				*Not possible to include this year
Fair work : opportunity to progress		●		
Skills shortage	●			
Diverse workforce: sex		●		
Diverse workforce : age		●		
Diverse workforce : disability				*Not possible to include this year
Diverse workforce : ethnicity				*Not possible to include this year
Our thriving places				
Community satisfaction		●		
Community engagement				●
Sustainable tourism				●
Tourism management			●	
Social enterprises		●		
Our diverse businesses				
Entrepreneurship	●			
Business survival		●		
Environmental sustainability		●		
Responsible tourism				
Growth in tourism value		●		
Employment contribution		●		
Employment growth		●		



Welcome to Fife

Tourism Update

Hilary Roberts
Lead Officer - Tourism
hilary.roberts@fife.gov.uk

welcometofife.com
industry.welcometofife.com

fife business week 2026

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.



Fife

Visitor Figures

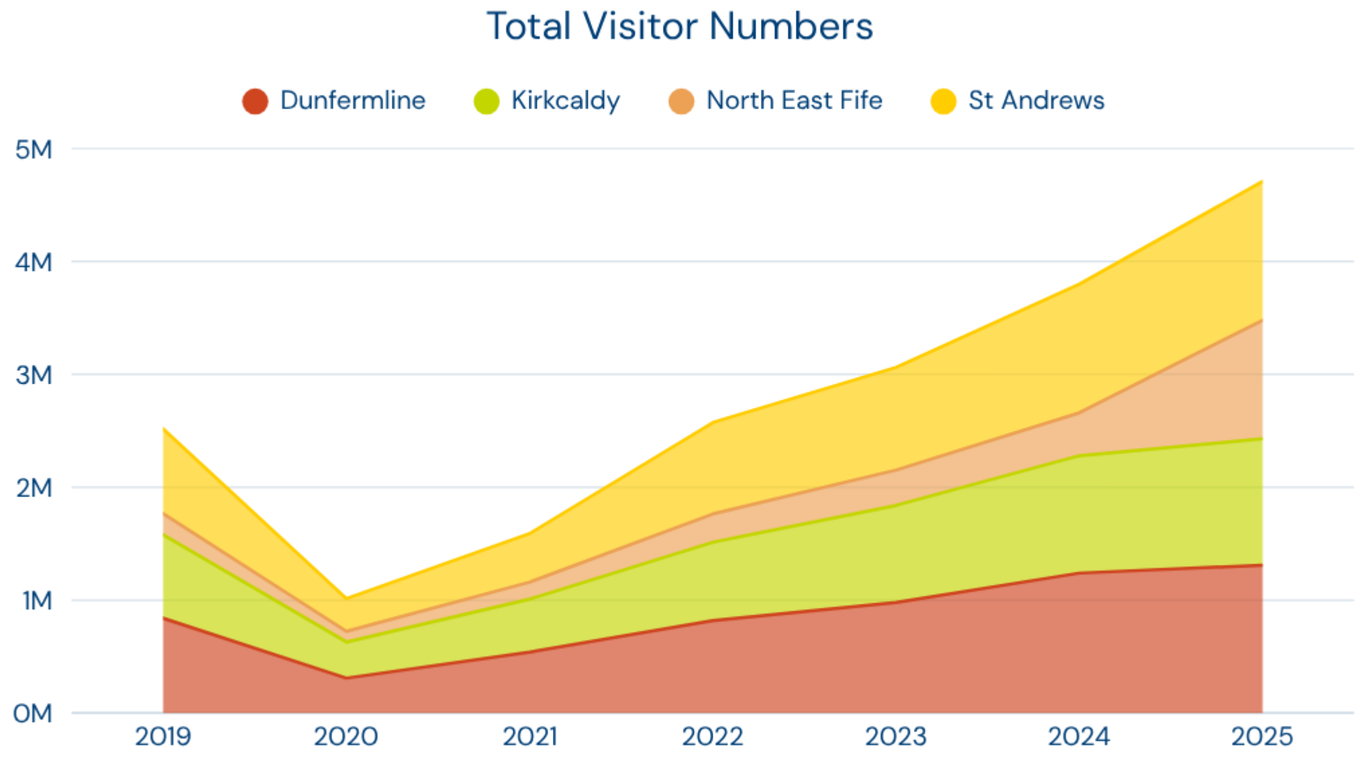
2025

Visitor Numbers - 4.8m (up 8.6%)

Visitor Days - 9.2m (up 6.9%)

Economic Impact - £956m (up 17.1m)

Direct Employment - 9,475 (up 9.2%)



Fife

The Kingdom. Where It All Begins



Destination Marketing Campaign 2025/26

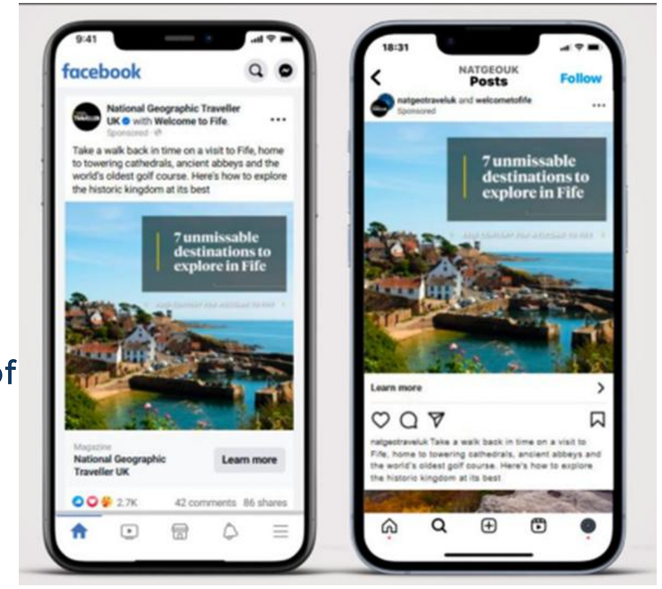
The third year of our campaign ran from October 2025 to February 2026 targeting consumers in Scotland and North England, included a refresh of our destination film, a targeted paid social media and digital advertising campaign, content partnerships with BBC Good Food and Olive magazine, as well as digital partnerships with online travel agents including Expedia, Hotels.com, Vrbo and Tripadvisor. 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 where they were further inspired to start planning their break.

Campaign highlights and results:

•Video views reached almost 1 million
•Social campaign delivered 2,682,001 impressions, 62,202 engagements and resulted in 66,496 visits to the landing page
•TripAdvisor recorded an increase of 43% in direct bookings to Fife as a result of viewing our ad content
•BBC Good Food & Olive magazine had an overall reach of 1,638,169







The Brief

- To produce a campaign that went beyond what was available to visitors in Fife in terms of what to see / where to visit.
- It's about how Fife makes you feel
- It's about experiences
- More people-centred
- Aspirational - I want to be like those people!

MORE ON THIS LATER!!

Fife

Travel Trade

Travel Trade Programme

- In partnership with Tay Country, we have created a dedicated Travel Trade brand and supported businesses to become travel trade ready.
- Work with businesses to create and refine visitor experiences, develop sales sheets, and ensure pricing, commission, and T&Cs meet both business and agent needs.
- Deliver a yearly FAM trip to showcase the region, giving travel agents first-hand experience of local products and itineraries.
- Collaborate with VisitScotland and Tay Country partners to provide networking opportunities and direct access to travel trade buyers.
- Support businesses to attend trade shows through the InvestFife Trade Development Fund.
- Attend key national and international trade shows, both directly and via Tay Country, to raise the profile of the region and attract visitors.







Our Travel Trade Wins

- Over 100 Business are now travel trade ready across Fife
- In 2022 we had 3 businesses attend VisitScotland Connect in 2026 we had 20
- Various businesses now work together to deliver activity across the region, for example Teasses Estate and Hickory golf experience, and Lindores Stay and Chef Al Simmer
- For a number of our farm experience business travel trade is a major part of their business now compared to traditional farming
- Economic impact and visitor numbers are increasing year on year

Events



Fife Events Strategy

- Developing a new Events Strategy aligned with the Fife Tourism Strategy and wider economic priorities
- Working with EventScotland to adopt a destination and regional approach, ensuring Fife is positioned competitively within the national events landscape
- Engaging with key stakeholders including event organisers, communities, businesses, and partners
- Embedding principles of accessibility, inclusivity, and sustainability across all supported events
- Supporting community-led events while attracting larger-scale regional and national events
- Enhancing Fife's profile through coordinated marketing and promotion of events
- Focusing on legacy, ensuring long-term benefits for communities, businesses, and visitors
- Working collaboratively across council services, departments, and partner organisations to deliver a joined-up, clear, and consistent events strategy across the whole organisation moving forward

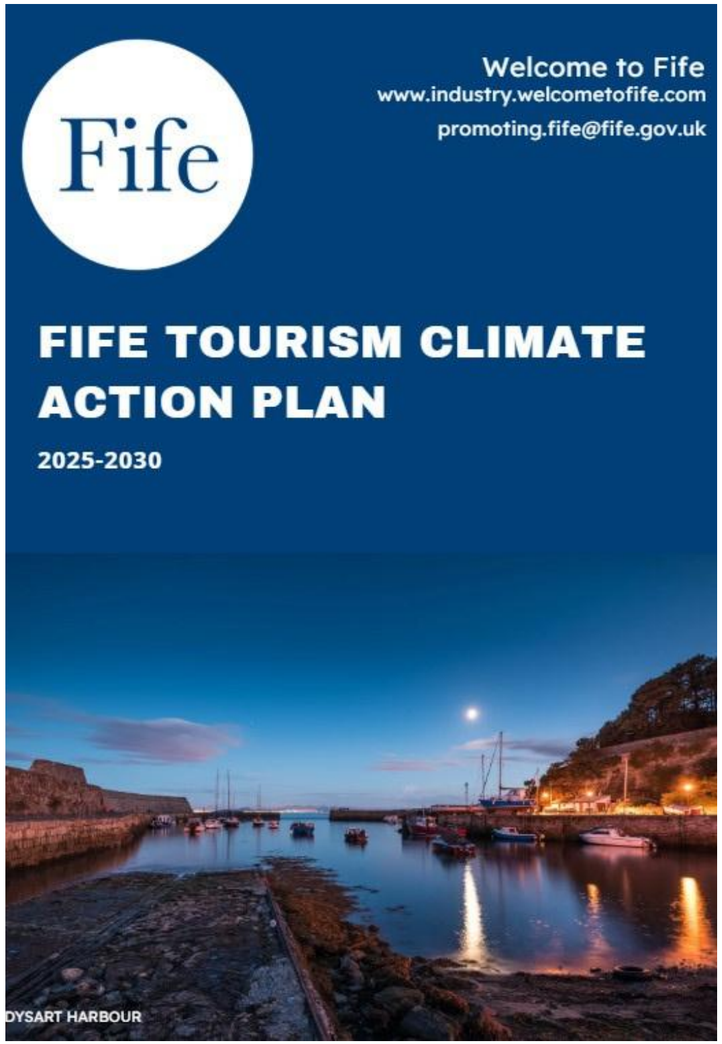
Business Events \ MICE (Meetings, Incentive, Conference, Exhibitions)

- Positioning Fife as a competitive business events destination by aligning with regional and national VisitScotland approaches
- Strengthening collaboration with venues, accommodation providers, and transport partners to deliver high-quality delegate experiences
- Leveraging MICE activity to support wider economic impact, including increased spend, longer stays, and supply chain benefits for local businesses
- Integrating MICE within the wider Events Strategy to ensure alignment with tourism growth, investment priorities, and destination marketing

Fife Strategic Events Funding

- Establishing clear criteria to prioritise and support high-impact events including MICE Events
- Strengthening links between events, tourism growth, and economic benefit
- Developing measures to monitor performance, impact, and return on investment
- Focusing on legacy by ensuring events deliver lasting benefits, including repeat visits, strengthened business networks, skills development, and longer-term destination profile growth

Sustainable Destination



- VisitScotland Sustainable Destinations Programme
- 1 of only 4 destinations taking part
- Focus on sustainability in events - workshop in October

GDS-Index Lite: What Do We Assess?

City Environmental Performance
- Climate and Emissions
- Circularity

City Social Performance
- SDGs Alignment
- Resident Engagement

Supplier Performance
- Hotels
- Venues

Destination Management Performance
- Destination Strategy
- Governance
- Capacity Building
- Diversity, Equity & Inclusion
- Marketing and Communications
- Climate Action
- Basic measurement

Co-created by destinations for destinations

31 qualitative and quantitative criteria

Informed by the GDS-Index, UN Sustainable Development Goals (UN SDGs) and the GSTC Destination Criteria.

GSTC
Global Sustainable Tourism Council

Visit Scotland | Alba™

GLOBAL DESTINATION SUSTAINABILITY MOVEMENT

Destination Assets



Fife Art Trail

HISTORY & HERITAGE
Fife's past is written into its buildings, monuments and public spaces. These artworks reflect centuries of belief, learning and community memory - from medieval abbeys and early settlements to thinkers, leaders and local legends whose influence still shapes the region.

INDUSTRIAL LEGACY
Coal, engineering and hard graft powered Fife through the industrial age. Public artworks in former mining towns recognise the pride and identity forged through labour, while celebrating how communities have evolved.

MARITIME & FISHING
With over 100 miles of coastline, the sea has shaped life in Fife for generations. These artworks honour fishing communities, harbour life and coastal traditions, capturing resilience and quiet humanity.

NATURE & LANDSCAPE
Fife's landscapes are artworks in their own right. These pieces respond to land, rock, sea and wildlife, drawing attention to geological history, natural beauty and our relationship with the environment.

SPORT & LEISURE
From world-famous golf to local fairs and seaside promenades, leisure plays a big role in Fife life. These pieces reflect moments of joy and shared experience - the lighter side of culture that brings people together

CULTURAL & COMMUNITY SPACES
Art in Fife turns up in everyday places - parks, promenades, streets and harbours. These community-led pieces celebrate local creativity and shared stories, from playful sculptures to murals made with residents and school kids. Together they show how art lifts spaces, brings people together, and reflects the character of local communities.



HISTORY & HERITAGE

Fife Witches Trail Bronze Plaques
Artist: Differentia Designs
• Culross | Torryburn | Low Valleyfield
Bronze plaques mark sites linked to historic witchcraft accusations, with text and symbolic relief imagery connecting visitors to Fife's dark past.

Dunfermline Heritage Quarter
• Dunfermline City Centre
Here you will find Scotland's national animal, The Unicorn and close by, a lovely sculpture of two famous characters from The Bard, Rabbie Burns.

Memorial Tree & Commemorative Bench
Artist: Rory Thomas • Cardenden
An iron tree and bench honour mining families, with engraved leaves providing a space to pause.

Adam Smith Mural | Artist: Kerry Wilson
• High Street (East), Kirkcaldy
Depicts Adam Smith as a boy looking to the River Forth, linking the town's trading history to his later work, The Wealth of Nations.

Sir Sandford Fleming Memorial Sundial
Artist: Macmillan Hunter Sundials
• Waterfront (East), Kirkcaldy
An interactive sundial honours the engineer who proposed global time zones, letting visitors cast their own shadows.

Cupar War Memorial Angel
Artist: Henry Snell Gamley
• Haugh Park, Cupar
A stone angel commemorates those lost in WWI, offering a quiet place for reflection.

Provost of Ceres Statue
Artist: John Howie • Village Green, Ceres
A quirky, cheeky statue of the last village provost adds character to the green.

University of St Andrews
Sculpture Collection • St Andrews
Scattered across campus, highlights include the Bishop Henry Wardlaw statue (university's founder), the Statue of St Andrew, and various busts and modern pieces.



Welcome to Fife 191

Take a trip on this wonderful route (around 191 miles in total) which will take you round the Kingdom of Fife. Along the way you'll find picture-postcard fishing villages, magnificent castles and landmarks, stunning countryside, Instagrammable locations, world-famous golf courses, a spectacular coastline, delicious food, great places to stay, friendly locals and much, much more.

Start your journey

Explore Our Trail Collections

Choose a collection to discover the trails in that area



8 Trails
Levenmouth Trails
Explore and Learn Around our Coastal Playground

Welcome to Levenmouth, home of rich heritage, amazing art and beautiful scenery. We have created a n...

Explore →



3 Trails
Heart of Fife Trails
Explore the Heart of Fife Trails through Burntisland, Kirkcaldy and Markinch.

Welcome to the Heart of Fife Trails, weaving through Burntisland, Kirkcaldy and Markinch. These dive...

Explore →



3 Trails
Dunfermline Trails
Ancient capital, timeless walks

Welcome to the City of Dunfermline, once Scotland's ancient capital and now Scotland's newest city. ...

Explore →





ROUTE 2

Aberdour Loop

This bike ride offers a perfect blend of coastal beauty and historical landmarks.

Starting at Pittencrieff Park, cycle through Dalgety Bay, to enjoy stunning views of the Firth of Forth and Edinburgh. Follow the coastal route to Aberdour, passing the serene Aberdour Black Sands beach and the impressive Aberdour Castle and Gardens. Continue to the Silver Sands, before enjoying panoramic views over the Forth and its iconic bridges. Pedal on through the picturesque Fordell village and Crossgates, before returning to Pittencrieff Park.

This ride combines coastal charm, rich history, and beautiful vistas, making it an unforgettable journey.

DEPARTURE AND FINISH
Pittencrieff Park, Dunfermline

TERRAIN
Tarmac

BIKE TYPE
Road/Hybrid

DISTANCE
32km/20 miles

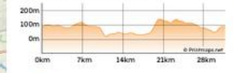
DURATION
1 Hour 40 Mins



Aberdour. Image: Welcome to Fife



ELEVATION PROFILE
Elevation Gain 326m



GPX
Download the Route

ITINERARY
Pittencrieff Park
Dalgety Bay
Coastal route to Aberdour
Views across Firth to Edinburgh
Aberdour Black Sands
Aberdour Castle and Gardens
Aberdour Silver Sands
Panoramic views over Forth and Bridges
en route to Fordell village
Crossgates
Pittencrieff Park

CruiseForth

- CruiseForth brings together the cruise industry and local businesses and makes sure that cruise passengers in the Forth area have a great experience.
- Fife businesses benefit from cruise calls at Rosyth and Dundee as well as excursions and tours from calls at South Queensferry/Newhaven and Leith
- In 2026 there were 36 calls at Rosyth (16 of these switched from Leith or Newhaven due to operational matters)
- The Dunfermline shuttle buses operated for 14 ships at Rosyth
- Volunteers at all locations to give visitor information either dockside or on ship

- 2027 will be a record year at Rosyth with 35 cruise ship visits starting on 20th January!
- And a record year at Dundee (where many visitors venture into Fife) with 17 calls between May and September

- Shore Excursion companies continue to look for new opportunities to promote and add to itineraries
- CruiseForth annual business event in early Feb 2027
- Make sure you are travel trade ready
- CruiseForth WhatsApp groups in key locations e.g Dunfermline and St Andrews and annual briefings about the season ahead
- CruiseForth website and app

Cruise Forth

The Fife 5

All tourism, hospitality and retail businesses in Fife are being asked to sign up to the Fife 5 by making a commitment to using, serving or selling at least 5 items of local produce.



Tabletop display

- Why - support local suppliers, be part of a wider promotional campaign, reach new customers, enhance the visitor experience, strengthen local supply chains, reduce food miles and support sustainability

- How - make your pledge on the Welcome to Fife for Industry webpage. Your business will be promoted as part of the campaign, you will get access to the brand toolkit and promotional materials, and will have access to additional workshops to help you maximise the benefits of using local produce.

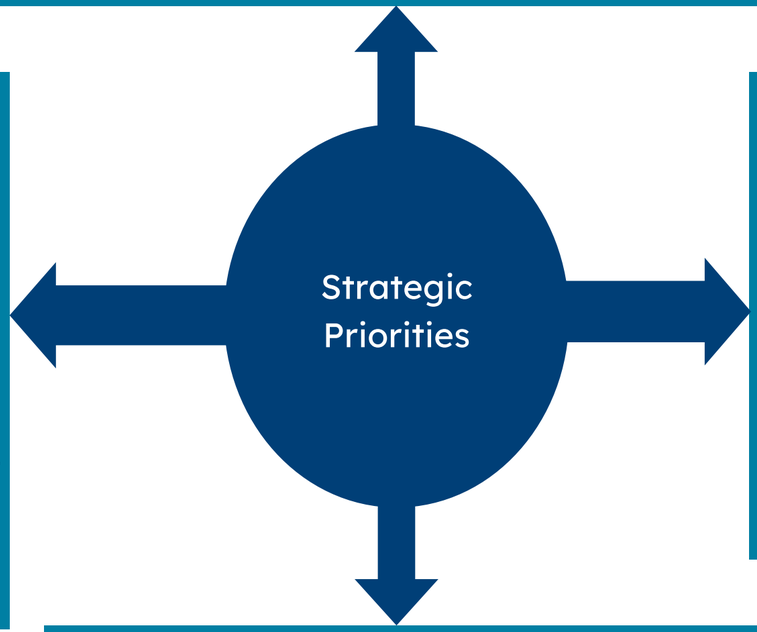
The Future

Place

- Tourism action plans for distinct destinations 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.
- Ensure that destinations have adequate visitor information.
- Continued 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.

Sustainable Tourism

- Deliver the actions within the tourism climate action plan.
- Empower communities to embrace tourism and develop their own product offering - SCOTO Press Pause
- 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.
- Minimise the impact of tourism on communities through the provision of adequate infrastructure and transport systems.
- Focus on ‘quality over quantity’ with authentic experiences and measurement more dependent on economic impact than visitor numbers.



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 - work with Invest Fife team to ensure that communities have what they need to become successful visitor destinations, e.g hotel provision.

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 - HospitaliTAY
- Business Training Platform

Fife

How to get involved

- Have a free listing on the Welcome to Fife website and keep it updated
- List any events free on the Welcome to Fife website
- Follow us on social media - both consumer and business, tag us, and use #LoveFife
- Sign up for our business newsletter
- Use the toolkit to get involved with the ‘Feel Full of Fife’ campaign
- Sign up for the Fife 5
- Contact us about anything you have heard about this morning, or indeed anything else tourism-related! We are always up for coffee and a chat.

Fife



Keep Scotland Beautiful

Katie Murray
Development Manager

fife business week 2026

Fife



Sustainable destinations

4 November 2026

Keep Scotland Beautiful

Your charity inspiring action for our environment

1. Keep Scotland Beautiful

2.Co-benefits of sustainability

3.Supporting action

4.Sustainable destinations

5.Opportunities for support

6.Emerging priorities



This is us

Every campaign, programme, activity, survey and piece of research we do is part of our strategic approach to making a positive difference to the environment in your community.

Our vision
A clean, green, sustainable Scotland.

Our mission
To inspire changes in behaviour to improve our environment, the quality of people's lives, their wellbeing and the places that they care for.

Our objectives:
- Combat climate change
- Tackle litter and waste
- Restore nature and biodiversity
- Improve places
- Develop our people and organisation



Our objectives

Combat climate change



Issue:

⚠️ **Climate change is impacting us all. Now.**

Ask

🎯 **Join us to combat climate change through education, training and building community capacity.**

Environmental change starts when people understand the challenges and learn about the benefits of taking action for our people, our planet and our pockets.

Tackle litter and waste



Issue:

⚠️ **Litter is damaging our country.**

Ask

🎯 **Join us to make Scotland litter-free and reduce waste.**

We spearhead national efforts to tackle litter in communities across the country. But, with nine in ten people stating Scotland has a litter problem, we know that more must be done to address litter through prevention, behaviour change and enforcement.

Restore nature & biodiversity



Issue:

⚠️ **Nature is under intense pressure.**

Ask

🎯 **Join us to make Scotland nature-rich.**

We help communities, businesses and schools to restore nature and increase biodiversity through our programmes and activities. We bring together national and local stakeholders and empower people to transform spaces in their neighbourhoods into thriving habitats supporting nature recovery, wellbeing and inclusive access.

Improve places



Issue:

⚠️ **The environmental quality of communities is declining.**

Ask

🎯 **Join us to improve local places and heritage.**

We acknowledge the widening and deepening inequalities around good quality environments and are committed to programmes and activities to address this at a national and community level, ensuring the benefits to improved mental health, and the value of good quality spaces to people, business and nature is key.

Develop our people and organisation



Issue:

⚠️ **Our impact depends on organisational capacity.**

Ask

🎯 **Support us to build a resilient organisation.**

To ensure we have the capacity to lead change and respond quickly to opportunities and emerging environmental issues we are committed to developing our people and ensuring we are a sustainable organisation.

Co-benefits of sustainability

- Protects our natural environment
- Supports the local economy and business
- Improves visitor experience and community relationships
- Builds long term resilience
- Reduces costs



Supporting action

- Certifications and audits – a framework and setting the standard.
- Communities – engaging with communities who make our places better, both for residents, businesses and tourists.
- Training – climate action, nature and biodiversity and the circular economy.





Examples - our partners

- Food
- Consumption
- Energy
- Water use
- Biodiversity

Examples - parks and beaches



Pittencrief Park



Silver Sands

Opportunities for support

- The beginning
    - Developing understanding of key issues
- The middle
    - Developing a policy and action plan
    - Certifications and practical support
- Continued development



Emerging priorities

Sustainability continues to become increasingly connected to business costs, regulatory compliance, destination management and long-term competitiveness.

- Scotland's Climate Change Plan 2026-2040
- Circular Economy (Scotland) Act 2024
- Empower Consumers for the Green Transition Directive (EU 2024/825)

Emerging priorities (2)

- Measuring and setting a baseline – heating, electricity and transport emissions
- Waste and food – tracking food waste, packaging and recycling
- Nature and biodiversity – local environmental opportunities and community benefits

SME's – simple baseline of energy, waste, water, procurement and travel.





Talk!

Support and collaboration is key

We support the Sustainable Development Goals.

Keep Scotland Beautiful inspires environmental action.

Support us to combat climate change, tackle litter and waste, restore nature and biodiversity and improve places.

Donate Partner Sponsor

Keep Scotland Beautiful

T: 01786 471333 E: info@keepscotlandbeautiful.org

www.keepscotlandbeautiful.org

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Rhodri Price

Director Championships

fife business week 2026

Fife

Fife Tourism Showcase

Wednesday 4th November 2026

- who we are

The R&A is the leading body within the world of golf, dedicated to Opening Golf to the World.
The R&A governs the sport worldwide, outside of the United States and Mexico, on behalf of over 61 million golfers engaged in the sport in 145 countries.
We are responsible for the Rules of Golf, staging The Open (alongside many other championships and international matches) and developing the sport across the globe.

Rhodri Price - Director, Championships
Oversees delivery of The Open supported by a wider team.

THE OPEN

The Open is golf’s original championship. Played since 1860 on iconic links golf courses, it is the sport’s most international Major Championship with qualifying events on every continent. The Claret Jug is presented to the winner of The Open each year.



The 155th Open, St Andrews

11th to 18th July 2027

THE OPEN'S PRACTICE DAYS



Sunday
The Opening

Enhancements:

- **Live Sport** screened in the Spectator Village
- Live entertainment (sessions)
- Clubs in hands activities



Monday
The Dream

Enhancements:

- **Last-Chance Qualifier**
- **'The Draw' marquee session**
- Live entertainment (sessions)
- Clubs in hands activities



Tuesday
The Inspiration

Enhancements:

- **Return of the Claret Jug**
- **Heroes Classic**
- Live entertainment (sessions)
- Clubs in hands activities



Wednesday
The Eve

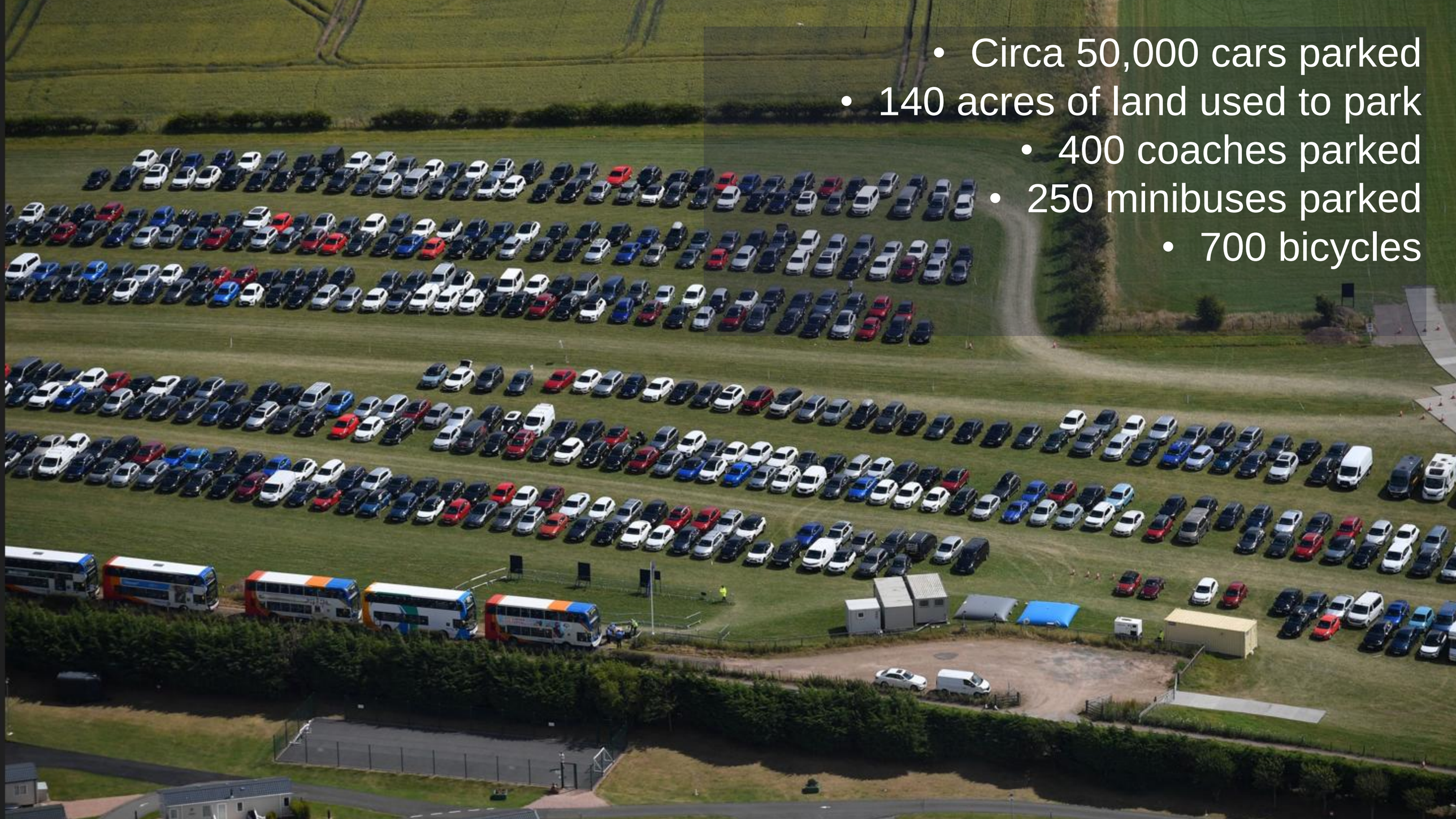
Enhancements:

- **'The Open Preview Show'** marquee session
- Live entertainment (sessions)
- Clubs in hands activities

Building A Modern Open



- 1.3m ticket requests
- >300,000 spectators
- >15,000 kids go free
- >8,000 Youth (16-24) tickets


• Circa 50,000 cars parked
• 140 acres of land used to park
• 400 coaches parked
• 250 minibuses parked
• 700 bicycles



- 40,000 sqm of tentage
- 12km of security fencing
- 70km of power cabling
- 40km of fibre
- Over 800 toilets on-site
- Over 600 TV screens on-site

The 150th Open, St Andrews

10th to 17th July 2022

The 150th in numbers

- **235,750 spectator admissions, 290,000 attendance.**
- **The largest Open Championship in history (at the time).**
- **67% of attendees were from the UK. 20% of the 33% international audience travelled from the US.**
- **5,400 hours of television coverage broadcast to hundreds of millions of viewers globally.**
- **Cameron Smith emerged triumphant by one shot to claim the Claret Jug ahead of the best golfers in the world, Rory McIlroy 2 strokes behind.**

Economic Impact of the 150th Open

1. The 150th Open generated over **£300 million in economic benefit** for Scotland according to an independent study commissioned by The R&A, VisitScotland and Fife Council
2. Championship delivered economic impact - new money entering the economy – of **£106m to Scotland** according to the study conducted by Sheffield Hallam University's Sport Industry Research Centre.
3. Independent research led by YouGov Sport also shows that **£201m** of destination marketing benefit was delivered for Scotland.
4. The total economic benefit delivered remains is the highest in the history of the Championship.



The Links brings visitors all year round

1. Visitors and their families who come to play on the seven (eight now) courses in St Andrews are **worth £317 million annually** in total economic impact to Scotland
2. This supports **4,300 full-time jobs** in the country, underlining that St Andrews Links is one of Scotland's major tourism assets.
3. The report found that St Andrews Links welcomes an average of **2,000 playing visitors every week**. Around 72% of those visitors came from overseas, with the USA (40%) the biggest market.

1. Source: SALT, Economic Impact Report 2025



- Broadcast in every country in the world
- Viewed by over 600 million households
- 34,000 golf shots recorded


The global TV coverage captures more than just golf shots…



- **600,000** single-use plastic bottles avoided since 2019.
- Championship electricity generated from renewable sources, helping reduce the energy carbon footprint by in excess of 90%.
- Low carbon transport is encouraged and free bike parking available.
- Electric vehicles used to shuttle players throughout championship.

Working in Partnership



ST ANDREWS LINKS
THE HOME OF GOLF

Fife COUNCIL

S

Visit Scotland | Alba™

Scottish Government
Riaghaltas na h-Alba
gov.scot

What staff said:

“There was something special about Birkdale. You could feel The Open coming to local area meant as much to those that live and work there as it did to us [The R&A].”

“I for one fell in love with the scenery and the welcome. I brought my own family for a trip in the June before The Open so that they could get to know the area.”

“The support for Ryan Fox, the champion, from all the fans, given that local hero, Tommy Fleetwood, was competing for the title.”



This is the one, where it all began



Welcome to Fife

Tourism Showcase

Q&A

- Welcome to Fife - Hilary Roberts
- Keep Scotland Beautiful - Katie Murray
- The Open 27 - R&A - Rhodri Price

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Showcase tables in the room

Fife Tourism Businesses

- Cruise Forth
- Andrew Carnegie Birthplace
- Osteria
- Lindores Abbey Distillery
- OnFife
- Cluny Activities
- Eden Mill
- R&A World Golf Museum
- Fife Sport and Leisure Trust
- Andrew Gorden Glancarse Promotions
- Dean Park Hotel
- Carnegie Confernece Centre (Fife College)

Fife Tourism Business Support

- Invest Fife
- Business Gateway Fife
- Fife DYW
- HospitaliTay
- DigiTay
- Climate Action Fife
- Welcome To Fife

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Welcome to Fife

Tourism Showcase

15 Minute Comfort Break

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welcometofife.com

FEEL FULL OF FIFE

Julie Auld - Think ALT




FEEL
FULL
OF
FIFE
SCAN TO DISCOVER
THE KINGDOM
Fife
welcometofife.com

What does it means to *Feel Full of Fife*?

IT'S ABOUT HOW FIFE MAKES YOU *FEEL*

This is a campaign about the joy of experience and immersion, a call-to-action for people to get themselves to Fife and experience it for themselves.

STANDING OUT AGAINST A LANDSCAPE OF SAMENESS

Let's be honest, tourism campaigns could lose their logo and nobody could really tell the difference.

They're general, not local. Drone shots, sweeping vistas. Things we've all seen. So much so, they blend into one.

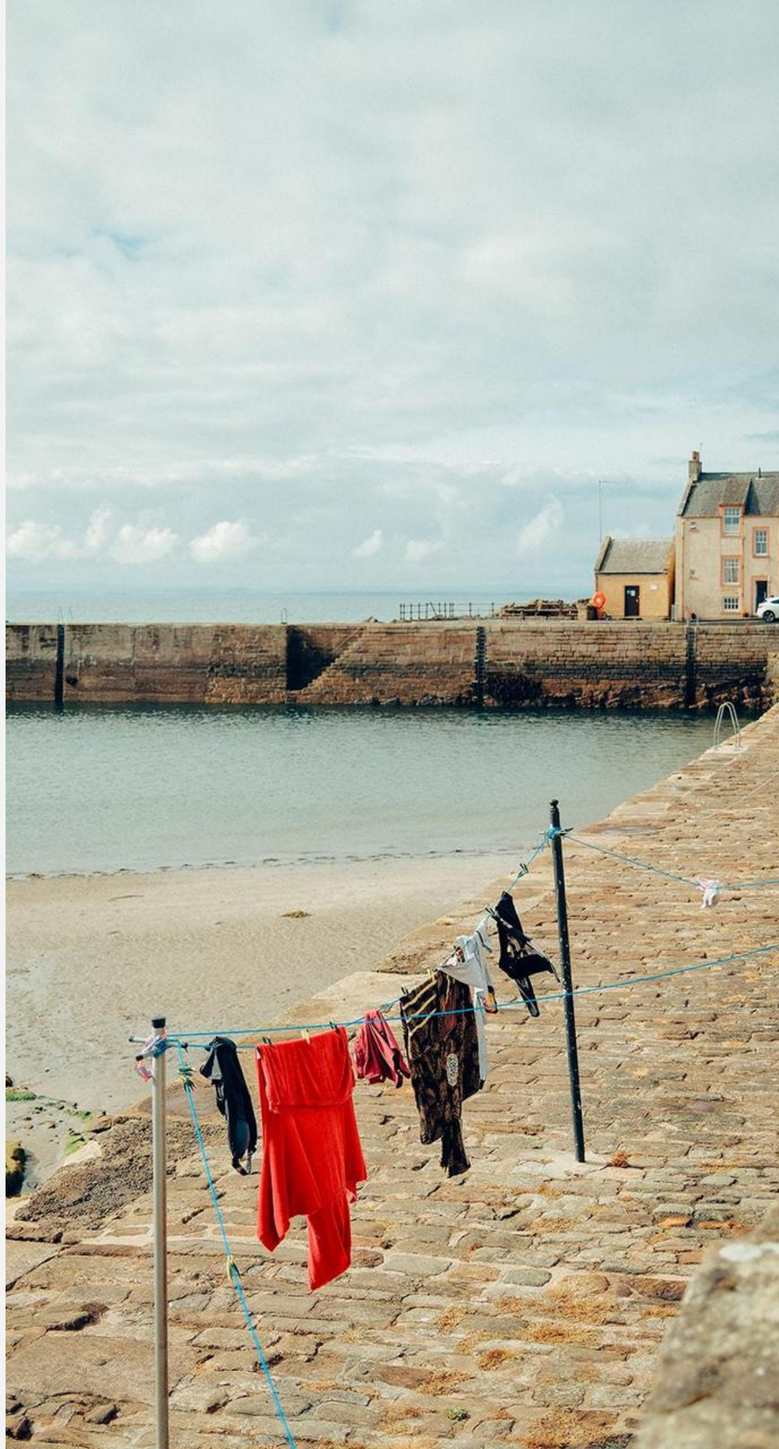
But this isn't just about seeing, it's about *feeling.* And that's why we've put people at the heart of it.

OUR GOAL:

TO SPOTLIGHT FIFE'S PLETHORA OF THINGS TO SEE AND DO – RIGHT ON YOUR DOORSTEP

At the end of the day, the goal is clear. We want people from around Scotland, and the North of England to visit Fife.

NOT ONLY AS SOMETHING TO SEE, BUT SOMETHING TO BE IMMERSED IN, A SENSORIAL EXPERIENCE THAT HAS TO BE VISITED TO BE BELIEVED.



Target Audiences

We’ve gone beyond the usual age/location demographics and built our audiences around how people want to feel on their holiday

Engaged Sightseers - They want to immerse themselves in the history and heritage of a location, rich stories and educational experiences mean the most to them.

Food Loving Culturists - They want the very best local produce and will flock to local events for unique experiences.

Nature Explorers - Driven by beautiful landscapes and coastlines, this group aren’t afraid to get a little muddy if it means crafting their perfect adventure.





FEEL FULL OF FIFE







Where can you see the campaign?

Feel Full of Fife is running across multiple channels this year with lots of opportunities to share and get involved!

STV - Our TV ad is currently live on STV until the 22nd of November

Welcome to Fife Meta Accounts - We’re running paid social ads in bursts across the next year.

Social Creators - We’re working with a select group of creators to highlight the best of Fife

Press - Look out for press coverage of ‘Feel Full of Fife’ in December!

How can local businesses get involved

Here’s a few easy things you can do to bring *Feel Full of Fife* to life.

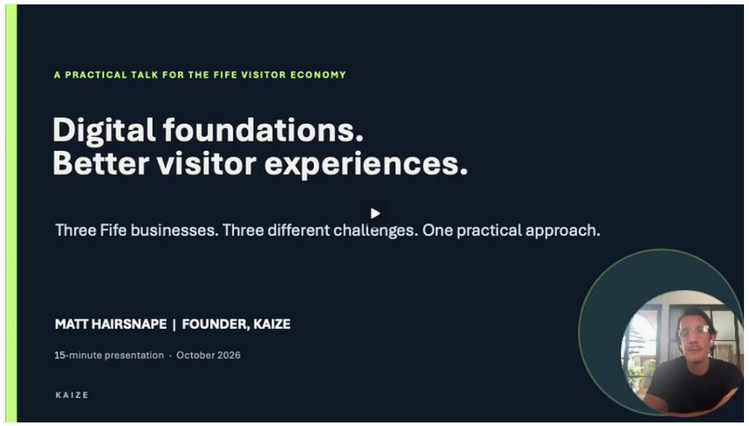
- Download our campaign toolkit
- Connect your story to the bigger picture of the people, places, flavours and experiences that make Fife special.
- Share our ad across social media
- Get involved in future content, there’s much more to come!



Matt Hairsnape

Kaize Digital

Presentation Link



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CodeBase

DigiTay
Tay Cities Region Deal

Kelly Gardner

Head of Ideation & Delivery Lead, CodeBase

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Fife



Practical digital tools, expert mentoring, and tech grants for **Tay Cities tourism**.

Small Digital Changes.

Real Business Impact.

Kelly Gardner — Head of Ideation & Delivery Lead, CodeBase

PROGRAMME FUNDING & PARTNERSHIP

DigiTay Connected is funded through DigiTay and is supported through the Tay Cities Region Deal, a partnership of regional partners and the Scottish Government and UK Governments. Delivered by CodeBase in partnership with Fife Council and the University of Edinburgh's Traveltech Innovation Hub.



Emerging Digital Trends in the Visitor Economy

01

Smart Back-Office & Rotas

Automating staff scheduling, rotas, and inventory tracking to save 5–10 admin hours per week.

02

Direct Bookings & Payments

Modernising online ticketing and booking widgets to eliminate friction and reduce third-party commissions.

03

Visitor Storytelling & Content

Using QR guides, audio tours, and immersive digital content to deepen visitor engagement on-site.

04

Sustainability & Efficiency

Adopting carbon calculators and smart energy management to cut operational overheads.

Solving Real Problems vs. "Digital Transformation"

THE CORE QUESTION FOR YOUR BUSINESS:

"What is one thing in your business where you repeatedly think: 'there must be an easier way to do this?'"

- You don't need to replace everything you do.
- You don't need to know the tech solution upfront.
- Expert mentoring helps you identify the bottleneck & select the right tool.

EXAMPLES OF SMALL CHANGES & REAL IMPACT:

- **Hours spent answering booking questions?**
  ↳ Add online booking & automated confirmations -> Saves 30-60 mins/day (~10 hrs/month)

- **Last-minute cancellations & phone calls?**
  ↳ Automated SMS/email reminders & online booking -> 5 fewer phone calls/day & fewer no-shows

- **Managing staff rotas via scattered texts?**
  ↳ Shared digital scheduling app -> Zero rota errors & clear staff responsibilities

Introducing DigiTay Connected

A REGIONAL DIGITAL ADOPTION INITIATIVE

Funded through DigiTay & Tay Cities Region Deal | Delivered by CodeBase, Fife Council & Traveltech Innovation Hub

100 Regional SMEs

Supporting 100 travel, tourism, and hospitality SMEs across 3 annual cohorts (~30–35 SMEs per year).

Year 1 Sector Focus

Primary focus on Visitor Experience & Attractions (tours, activity operators, museums, historic sites, galleries).

Off-Peak Delivery

Delivered between October and March to fit around peak trading seasons and operator availability.

Four Core Pillars of Business Support

1:1 Expert Mentoring

1.5–2 hours of tailored 1:1 business advice with traveltech specialists to audit needs and select the right tool.

£1k–£2k Micro-Grants

Direct grant funding to cover software licenses, setup fees, or technical consultancy costs.

Trusted Tech Catalogue

Access to a pre-vetted directory of trusted software platforms and local technical consultants.

Regional Peer Meetups

3 in-person regional meetups across Tayside to connect, share peer experiences, and see live tech demos.

How the £1,000–£2,000 Technology Trial Grant Works

SIMPLE 3-STEP REIMBURSEMENT PROCESS (ZERO HASSLE)

1. IDENTIFY & SELECT: Pick your tool or consultant during your 1:1 mentor session.
2. TRIAL & INVOICE: Purchase your software license or hire your specialist (submit proof of invoice).
3. DIRECT REIMBURSEMENT: Grant funds (£1,000–£2,000) are paid directly into your account upon proof of spend.

Online Booking & Ticketing

Integrating live reservation widgets, ticketing engines, or availability calendars on your website.

Back-Office Automation

Implementing digital staff scheduling, rota apps, automated invoicing, and inventory tracking.

Visitor Engagement Tech

Deploying QR storytelling guides, audio tours, digital signage, or immersive AR content.

System Optimisation

Funding technical consultancy fees to connect and integrate your existing, disconnected software tools.

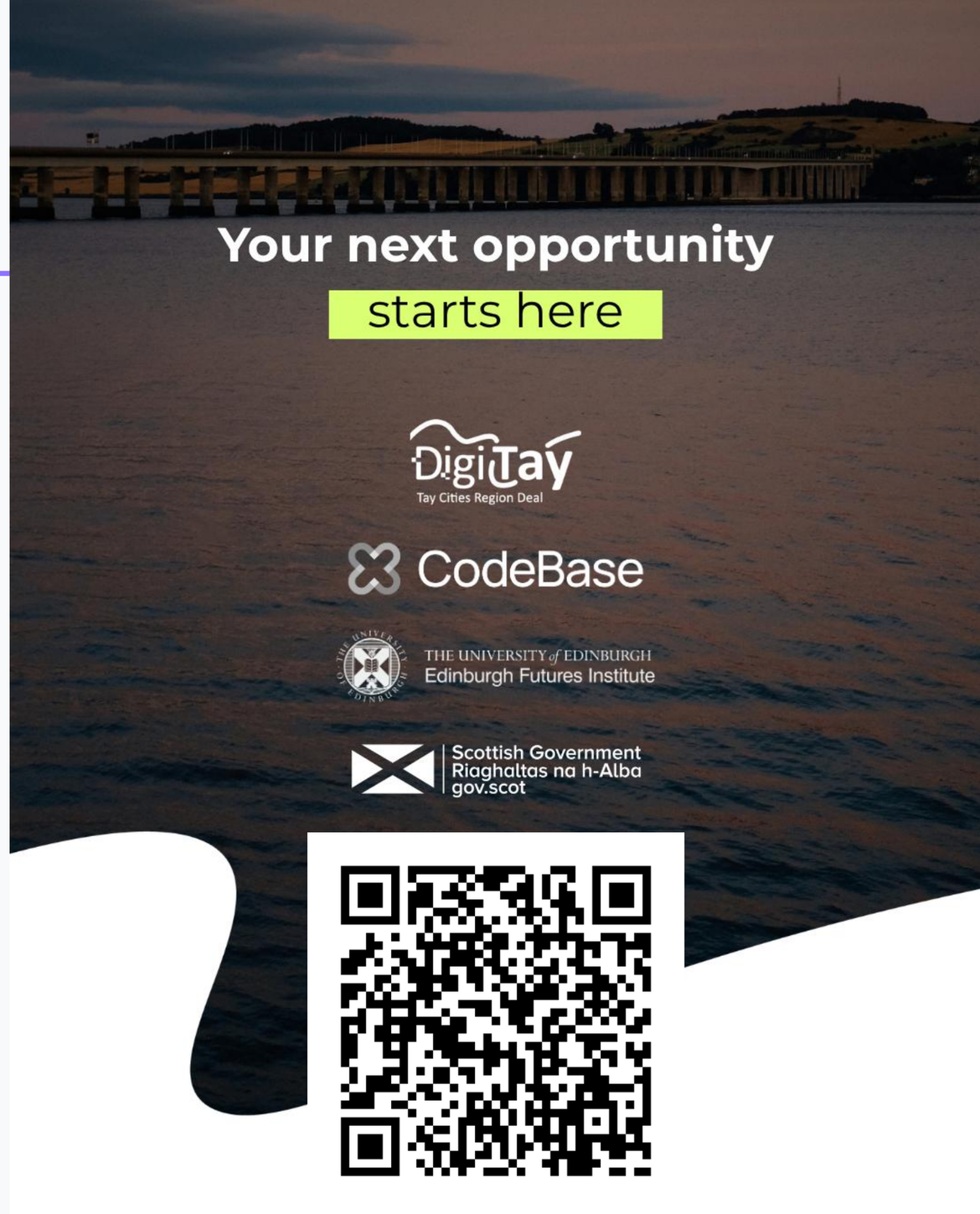
How North Fife Businesses Can Apply

SIMPLE ELIGIBILITY CHECKLIST

✓ Operating in North East Fife, Dundee, Angus, or Perthshire
✓ Travel, tourism, or hospitality SME (under 250 employees)
✓ Registered and actively trading for at least 12 months
✓ Seeking to improve digital operations or visitor experience

APPLICATIONS ARE OPEN NOW

Apply online today:
thisiscodebase.com/digitay-connected





CLUNY Activities

'Extraordinary Experiences'

Callum Spence

General Manager

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FIFE TOURISM SEMINAR

Cluny Activities

Digital Efficiency Fund project

Callum Spence | General Manager



TODAY’S JOURNEY

From challenge to change

01 **The business** — A multi-activity destination with a wide range of customers and bookings.

02 **The challenge** — Legacy systems, disconnected information and avoidable admin.

03 **The project** — Moving files to SharePoint and trialling a new CRM platform.

04 **The impact** — Early time savings, clearer communication and better customer contact.

05 **The learning** — What we would recommend to other tourism businesses.

THE BUSINESS

A multi-activity destination

Cluny Activities

Operating for around 30 years in the Heartlands of Fife, between Kirkcaldy and Glenrothes.

CLAY TARGET SHOOTING
A core outdoor activity

ARCHERY & RIFLE SHOOTING
Group and individual experiences

GOLF & TRACKMAN
A busy Fife golf range

SEGWAY DRIVING
Outdoor experiences

MINI-GOLF
Accessible family activity

PADEL TENNIS
New!







Many products • different audiences • varied booking journeys

WHY TAKE ACTION?

Recognising the opportunity



The Digital Efficiency Fund gave us a reason to stop, review and plan.

Rather than simply replacing one piece of software, we looked at how information moved around the business — and where outdated systems were costing the team time.

A chance to step back

Review the way we work, not just the technology we use.

The grant application helped turn an identified need into a defined project.

WHAT NEEDED TO CHANGE

The challenge behind the scenes

25-year-old CRM / database

Slow, outdated and with limited compatibility.

Ageing legacy server

A growing reliance on infrastructure that needed to be retired.

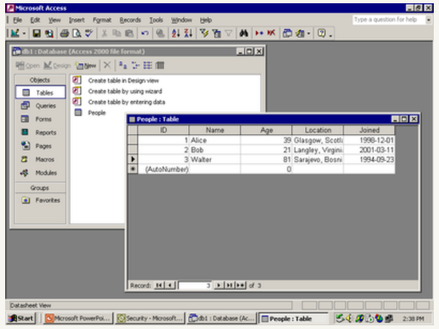
Unstructured file storage

Years of documents and data had become difficult to manage and share.

Time away from customers

Staff effort was being absorbed by searching, administration and manual processes.





WHAT WE DELIVERED

The project: modernise the foundations



01 RETIRE	Decommission the old legacy server while retaining years of important files and business data.
02 ORGANISE	Transfer documents to SharePoint — cloud-based storage with easier sharing and the ability to protect sensitive files.
03 SELECT	Research HubSpot, Salesforce and Microsoft Dynamics, assessing what would and would not suit our operation.
04 TRIAL	Choose GoHighLevel as an all-in-one CRM option to trial, with sales and marketing tools and compatibility with Microsoft.

The approach was practical: understand the need first, then choose tools to support it.

RESEARCH BEFORE COMMITMENT

Choosing a CRM that fits the business

We compared established platforms before deciding what to trial.

HubSpot	Considered
Salesforce	Considered
Microsoft Dynamics	Considered
GoHighLevel	Selected to trial

Why GoHighLevel stood out

- An all-in-one option to trial
- Extensive sales and marketing features
- Relevant to a tourism business with multiple products
- Compatibility with Microsoft to support communication

Important: this was a considered choice to trial — not a claim that one CRM is right for every business.

THE DIFFERENCE SO FAR

Early benefits: what has improved?

Up to 8

hours

Estimated time saved per week

A valuable early gain

Clearer communication	Better-connected conversations between staff and visitors.
Quicker responses	Less friction in finding information and responding to enquiries.
More visitor interaction	Greater social media reach, more reviews and more website searches.
More time for service	The biggest benefit is giving staff more time to focus on the customer.

HOW THE FUNDING HELPED

Turning intention into action

The funding helped us move from knowing there were problems to tackling them in a planned way.

It supported a joined-up project: retiring old infrastructure, organising business information and putting a modern CRM option in place to trial.

ADDRESS	INVEST	IMPROVE
Long-standing digital issues	**Time and resource in a planned project**	**The systems supporting staff and visitors**

The grant was the catalyst — the value comes from embedding the changes into everyday working practices.

WHAT WE LEARNED

Advice for other tourism businesses

APPLY

Don’t just think about it — take the first step.

STAY OPEN

Be critical and keep looking for ways to improve.

RESEARCH

Understand the options before choosing a solution.

BE BOLD

Don’t be scared to change established ways of working.

BE REALISTIC

Set a scope that is achievable for your team.

ASK FOR HELP

Use the support and expertise available to you.

FINAL THOUGHT

Make the work easier, so the welcome can stay personal.

1. Digital efficiency starts with understanding how the business works.
2. Funding can turn good intentions into a planned project.
3. The real return is better use of staff time and a stronger customer experience.
4. Keep learning, keep measuring and keep technology in service of people.

Questions?

Thank you • Cluny Activities • Fife



Welcome to Fife

Tourism Showcase

Q&A

- Welcome to Fife - Hilary Roberts
- Think ALT - Julie Auld
- Codebase - Kelly Gardner
- Cluny Activities - Callum Spence

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Final Thoughts & Close

Provide your feedback

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Glencarse Promotions

Andrew Gordon
Business Owner

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