Delivering for Fife

How we’re working to grow the visitor economy
Fife boasts world class golf in St Andrews and throughout and plays host to outstanding heritage such as Falkland Palace and Aberdour Castle. The new Dunfermline Carnegie Library and Galleries will also feature a museum creating a highlight within Dunfermline’s heritage quarter.

With lots to offer, Fife is bursting with charming villages, idyllic beaches and outdoor activities. Not forgetting the local food and drink and the many film locations within the popular TV series Outlander. This gives our region a strong proposition in 2017, the Year of History, Heritage and Archaeology.

The opening of the Queensferry Crossing will shine a spotlight on the Fife Coast and its close neighbour, the Forth Bridge, which has been inscribed as a World Heritage site.

The updated Tourism Development Framework also reveals that Fife stands to benefit from investment of over £197.5 million over the next three years.

Tourism is more than a holiday experience; it creates jobs and sustains communities all year round. The number of people working in tourism in Fife went up by 10% between 2014 - 2015, according to newly analysed employment data*.

It’s vital that we harness these opportunities and work together with our partners to deliver for Fife.

Manuela Calchini, Regional Partnerships Director, VisitScotland

* Tourism Employment in Scotland 2015.
Key stats for Fife

- **More than 384 million** opportunities for consumers to see or hear about Fife through our global PR activity in 2015/16

- **More than 65 million** views of our *Spirit of Scotland* short films which include St Andrews, Fife

- **More than £4.5 million** worth of enquiries sent to venues in Fife by VisitScotland’s Business Events team in 2015/16

- **More than 6 million** opportunities for people to see or hear about Fife through our regional marketing.

- **Over 27,000** referrals to businesses in Fife from visitscotland.com in 2015/16

- **£140 million** of economic benefits to Scotland from the 2015 Open Championship in St Andrews

- Fife hosted over 60 golf tour operators and 70 buyers spanning 33 different countries and four continents as part of the first ever Scottish Golf Tourism Week in October 2016

- **Over £284,000** invested by VisitScotland in 2015/16 to support local events including; Crail Food Festival, The Open Championship and StAnza 2016 to name a few
VisitScotland makes a difference by delivering economic success for Scotland on a global stage as a place to visit and invest in and by supporting a wide ranging programme of events, marketing and partnership projects.

STRATEGIC ACTIVITY
VisitScotland supports the Fife Tourism Strategy, which aligns with the national strategy: *Tourism Scotland 2020* with the vision to become a destination of first choice by 2020.

VisitScotland delivers economic success for Fife by positioning the region on a global stage as a place to visit and invest in, and supports a wide ranging programme of events, marketing and partnership projects.

Activity in Fife includes: the innovation and digitisation of tourism, through our direct business support and partnership with Digital Tourism Scotland; internationalisation through discounted trade missions, VisitScotland Expo and global marketing opportunities as part of our #ScotSpirit campaign.

Our activity also involves encouraging investment in the region, with a focus on inclusive growth, in collaboration with businesses and our partners.
INDUSTRY SUPPORT
VisitScotland sells Scotland with Scotland, which ultimately means working together and supporting the tourism industry to market our country to the world.

In Fife over 570 businesses are currently engaged with VisitScotland’s opportunities, with many more benefiting indirectly.

Quality is crucial to our future success and needs to be at the forefront of all that we do to ensure competitive advantage. Our Quality Assurance (QA) Scheme has been operating for over 30 years and is now one of the best in the world. Over 328* businesses in Fife are committed to the scheme.

Our support also includes a range of Welcome Schemes and promotional opportunities spanning online, marketing campaign, iCentre activity, Thistle Awards, travel trade business missions and more.

One of our most powerful assets is our people; our Industry Relationship Manager, James Sinclair provides tailored support and advice to businesses across Fife.

You can contact James by email at james.sinclair@visitscotland.com

* Information correct as of 31 December 2016.
There have been 400,000 uses of #ScotSpirit since February 2016 (averaging 840 uses a day).

DIGITAL PR
A kilted VisitScotland team travelled to four European capital cities in search of Andrews, but not just Andrews, men and women called Andre, Andrea, and Andreas to offer them a trip of a lifetime and experience the Spirit of Scotland in St Andrews for the St Andrew’s Day celebrations (30 November 2016).

VisitScotland’s tartan troops assembled a group of 21 Andrews who, while in the region, indulged in a range of Scottish activities from bagpipe lessons to land yachting on the stunning West Sands beach.

GlobaL CAMPAIGNS
We launched our first ever global campaign — the Spirit of Scotland — in February 2016, with one message and jaw-dropping visuals running through all activity.

Our campaign includes targeted TV, digital and print marketing and provides a base layer for all to build on, inviting everyone to get involved and share their #ScotSpirit in order to help generate more visits and grow the visitor economy.

Fife has featured across the campaign in the UK, US, Germany and France. The Seafood Restaurant in St Andrews also featured as part of the Spirit of Scotland adverts and films which have generated over 65 million views.
All this excitement was wrapped up into a short film, aimed at our key UK and European markets, showcasing the warmth, fun, humour and generosity of the *Spirit of Scotland*.

This reached almost 3.5 million people across our social media activity, generating more than 4,000 comments and more than 9,000 shares.

**REGIONAL CAMPAIGNS**

Fife Council and the Fife Tourism Partnership teamed up with VisitScotland to deliver regional 2016 activity with various touch points including digital and press promotion. Striking images of Fife flooded thousands of households, as part of the direct mail pack for spring and then again in autumn. Each piece of activity highlighted the wealth of exciting things to see and do in Fife at that time of the year, listing events and activities.

The campaign encouraged visitors to our website to win a break in Fife.

This activity resulted in the opportunity for over 6 million visitors to see our messaging, a further 11,000 web visits, over 5,000 competition entries and over 800 business referrals.

**SOCIAL MEDIA AND CONTENT**

VisitScotland provides inspiration and information to hundreds of thousands of potential customers across our online social media platforms; Facebook, Twitter, Instagram and YouTube.

The launch of our #ScotSpirit campaign has encouraged visitors and locals alike to upload inspirational images of Scotland and Fife which in turn are being shared far and wide.

Fife led posts across all VisitScotland social media channels generated more than 282,500 likes, shares, retweets and comments between April – September 2016.

Working alongside the Fife Tourism Partnership, a short film ‘Come to life in Fife’ was created in the Year of Innovation, Architecture and Design 2016 to shine the spotlight on the incredible range of things to see and do here. This provided a dynamic tool for the tourism industry to share online.
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