We promote Scotland with Scotland, working with local industry to grow the visitor economy.
As the new Regional Director for Fife and the east of Scotland, it’s been an exciting year to join VisitScotland with the launch of our new global campaign Scotland Is Now in April 2018 and as we celebrate the Year of Young People, a year that encourages the young people of Scotland to shine and inspires us to help them achieve their full potential.

Last year Fife fully embraced the Year of History, Heritage and Archaeology 2017 and welcomed new investments such as the new Dunfermline Carnegie Library and Galleries and Lindores Abbey Distillery. The Year shone a spotlight on the Forth Bridge, a World Heritage Site, and welcomed a truly iconic new bridge – the Queensferry Crossing.

Tourism is leading economic transformation across Scotland and Fife. It really is more than a holiday experience – it is integral to sustaining communities across the country by generating income, creating jobs and stimulating social change.

Myself and the team here at VisitScotland look forward to working with our partners across Fife, building on our successes and maximising the opportunities the future brings.

Caroline Warburton
Regional Leadership Director
VisitScotland
Key stats for Fife

**8% INCREASE**

Increase in referrals to businesses from visitscotland.com from 2016 to 2017

**MORE THAN 5 MILLION**

Potential consumers reached as a result of our 2017 regional digital activity

**MORE THAN 75 MILLION**

Potential consumers reached worldwide by our consumer PR activity between April and October 2017

**OVER £46,000**

Invested in local events in 2017

**13 MILLION**

People across social media

**£3,000**

Funding from the Conference Bid Fund in 2017

Fife-led posts across all our social media channels reached more than 5.9 million through Facebook, 3 million on Instagram and over 2.2 million impressions via Twitter in 2017
STRATEGIC ACTIVITY
Partnership and collaboration is at the heart of how we work with the local industry in Fife to develop and deliver innovative initiatives and encourage investment to grow the visitor economy.

In Fife, we work closely with industry, public sector partners and the Fife Tourism Partnership and its sub groups to support the regional strategy, which aligns with Tourism Scotland 2020.

We promote Fife across the globe as a place to visit and invest in through direct business support, internationalisation and global marketing across all our platforms reaching millions of consumers.

The way our visitors access information has changed significantly and as a result we have adapted our approach to information provision working with local partners. We want every person across the community to be an advocate and ambassador for Scotland and Fife – informing and inspiring visitors with local highlights, hidden gems and must-see attractions in Fife.

Our information provision strategy aims to do just that, with an increase in the number of channels providing information about Fife. This includes our industry partners through the VisitScotland Information Partner (VIP) programme, our regional iCentre in St Andrews, outreach and our digital channels.

Our involvement as partners in Digital Tourism Scotland provides business advice and support to help maximise the opportunities presented via our visitors digital journey. While, our partnership with TripAdvisor, a European first, targets millions of visitors searching for and booking Scotland.
INDUSTRY SUPPORT
We sell Scotland with Scotland, which ultimately means working together and supporting businesses to maximise opportunities and collectively market Scotland to the world.

We work with businesses across Fife to deliver a quality experience that meets and exceeds visitor expectations and is crucial in making Scotland a must-visit, must-return destination.

Developed in partnership with the tourism industry and informed by visitor research, our Quality Assurance (QA) scheme is world-leading. But it’s not just about the stars on the door, by participating in QA, businesses receive tailored advice from a highly experienced Quality & Tourism Advisor.

QA businesses can also engage with the VisitScotland Information Partner (VIP) programme – this commits businesses to provide local and regional information to enhance our visitors’ experiences.

Other opportunities include a range of Welcome Schemes including Taste Our Best.

Across Fife we have almost 300 businesses committed to our QA scheme, 78 VIPs and over 60 Taste Our Best accredited businesses.

One of our most powerful assets is our people and our Industry Relationship Manager James Sinclair is the main business contact for Fife providing tailored support and advice. We also provide regional information for businesses through our monthly online newsletter the Tourism Insider, via social media and industry events.

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

Marketing
Fife

SCOTLAND IS NOW
VisitScotland, Scottish Government, Scottish Development International and Universities Scotland collectively launched a major new campaign in April this year - Scotland is Now. This campaign is designed to put the country firmly at the top of everyone’s list of places to live, work, study, invest and visit.

We have created brand and people films to promote that Now is the time to visit Scotland.

You can access our business toolkit at scotlandisnow.com which includes images, videos, and more. Add #ScotlandIsNow to join the online conversation.

ROAD TRIP WITH E4
Last year we teamed up with E4 to target millennials through an interactive campaign.

A group were filmed taking a road trip across Scotland over six days while being filmed participating in different activities – chosen by E4 viewers via Twitter vote. Fife featured as one of the locations, with the group visiting Pittenweem with East Neuk Fife Craft, Kingsbarn Distillery and land yachting with Blown Away.

The campaign generated more than 500 votes across social media, over 5,000 prize draw entries, 4,000 video views and reached almost 13 million people via social media.
DELIVERING FOR FIFE

FIFE ON SCREEN - *Outlander*

*Outlander* is a huge draw for visitors to Fife and to make sure that we make the most of this hugely popular show, Fife features throughout our *Outlander* marketing activity.

Fife features as part of our Sony and Starz endorsed *Outlander* map, within Outlander related press trips and our 12-day *Outlander* itinerary available on visitscotland.com.

We also work closely with local groups to host industry events and distribute information for businesses to make the most of the *Outlander* effect.

WORKING TOGETHER #FifeFive

We worked with Fife Council to develop ‘Fife Five’, a campaign to promote inspiring things to see and do in Fife, themed around different topics... and all in lists of five.

This included the creation of Fife Five promotional films highlighting the region’s landscape and scenery, food and golf, history, arts and culture directing visitors to welcometofife.com/experiences for more information about what to see and do in Fife.

All the films are available on YouTube for businesses to use and share within their marketing.

REGIONAL CAMPAIGN #SCOTSPIRIT

Striking images of Fife and a wealth of exciting things to see and do in Fife flooded thousands of households in spring 2017 as part of the direct mail pack.

Fife Council and the Fife Tourism Partnership worked with us to deliver this activity, which formed part of our #ScotSpirit campaign and encouraged visitors to our website to win a break.