

By 2020
Fife will be a sustainable,
leading tourist destination, with a year round economy,
where businesses are growing and visitors return year after year

To increase tourism by working with tourism businesses and communities to attract more visitors to Fife, to increase spend and to exceed visitor expectations

To grow tourism in Fife from £313m to £387 by 2020 by increasing skills within the sector, increasing the number of tourism jobs by 600 and to improve the visitor experience through an improved visitor infrastructure

GROWTH MARKETS

HOME TURF
Scot, Eng, NI, Wales,

NEAR NEIGHBOURS
Scand, DE, FR, ES, IRE, NL, IT

EMERGING MARKETS
BRIC Countries

DISTANT COUSINS
USA, Aust, Canada

CURRENT INHIBITORS & THREATS

Seasonality Quality of information provision decreased employment levels Business competitiveness

STRATEGIC CONTEXT & OPPORTUNITIES

<p>POLICY CONTEXT</p> <ul style="list-style-type: none"> • Tourism Scotland 2020 • Fife Economic Strategy • Fife Cultural Strategy • Fife Events Strategy • Fife Council Plan 	<p>EVIDENCE BASE</p> <ul style="list-style-type: none"> • Volume and value research • Visitor Attractions monitor • Visitor segmentation • Fife How's business survey • Fife visitor survey • Hotel demand study 	<p>INVESTMENTS</p> <ul style="list-style-type: none"> • Kirkcaldy Museum • Forth Rail Visitor Experience • Forth Rail Bridge World heritage bid • Dunfermline museum • V&A Dundee as an attractor for Fife
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TURNING OUR ASSETS INTO EXPERIENCES

<p>CULTURE & HERITAGE</p> <ul style="list-style-type: none"> • Fife Food Network • Fife Golf Partnership • Fife's strategic events • The footsteps of the kings • Fife Sea Food Trail 	<p>ATTRACTIONS & ACTIVITIES</p> <ul style="list-style-type: none"> • Increase in top 100 • Develop Outdoor Fife • Launch Fife Pilgrim Way • Increase no. of cruises 	<p>DESTINATION DEVELOPMENT</p> <ul style="list-style-type: none"> • No. 1 tourist destination • City region collaborations • City of Dunfermline • St Andrews the home of golf • Coastal tourism 	<p>EVENTS & FESTIVALS</p> <ul style="list-style-type: none"> • International scale • Cultural Festivals • Strategic events
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IMPROVING THE CUSTOMER JOURNEY – PUTTING THE CUSTOMER AT THE HEART

<p>CONNECTIVITY</p> <ul style="list-style-type: none"> • On and off line info • Transport hubs • Accessibility • Broadband 	<p>CUSTOMER CARE</p> <ul style="list-style-type: none"> • World host designation • Training and skills • Tourism Academy 	<p>ACCOMMODATION</p> <ul style="list-style-type: none"> • Joined-up promotion • Training and skills • Research 	<p>DIGITAL TOURIST</p> <ul style="list-style-type: none"> • Digital kiosks • Portal website • app development • Social media activity • Fife bloggers
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BUILDING OUR CAPABILITIES – TOURISM IS EVERYONE'S BUSINESS

<p>SUSTAINABILITY</p> <ul style="list-style-type: none"> • Collaboration • Buy local • Retaining spend in Fife • Strategic planning 	<p>QUALITY</p> <ul style="list-style-type: none"> • World Host • Workshops and training • Research • Monitoring 	<p>MARKETING</p> <ul style="list-style-type: none"> • Product niches • Forth Rail Bridge WH bid • Coastal tourism development • V&A Dundee collaboration 	<p>LABOUR & SKILLS</p> <ul style="list-style-type: none"> • Understanding markets • Accommodation support • Social media • Marketing
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LEADERSHIP & COLLABORATION

Fife Council	Fife Tourism Partnership	Fife's Trusts	LTA's & Groups	National Agencies
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Adapted from OHT2020