Be part of...

Dunfermline & West Fife
Local Tourist Association

Register at [www.tourismnetfife.com](http://www.tourismnetfife.com)

If you would like further help with the registration process or if you need any additional information please contact:

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Welcome to Fife.

I am Chair of the Dunfermline & West Fife Local Tourist Association and our group works together to help bring more visitors to Fife for the benefit of all the businesses in the area.

As General Manager of the 4 star BEST WESTERN PLUS Keavil House Hotel, a country house hotel with extensive conference and banqueting facilities, I am very keen to engage different businesses in tourism. The LTA is a key driver with this objective as we meet on a regular basis and exploit opportunities in and around the area in order to encourage more visitors.

The biggest benefit you could hope to achieve if you become involved, is networking with like minded people to encourage more visitors, not just benefiting your own business but promoting and developing West Fife as a quality visitor destination - for the benefit of visitors, inhabitants, businesses and the local environment.

Our aim is to work together to increase the number of visitors and tourism spend in West Fife and to encourage the delivery of good quality visitor experiences. Members are able to benefit from a wide knowledge base, learn from each other in practical ways and participate in collaborative, promotional and training activities.

Aims

1. To connect with the ‘visitor’ businesses of Dunfermline and West Fife
2. To promote your business as part of Dunfermline and West Fife
3. To create a programme to promote Dunfermline and West Fife
4. To agree a marketing and communications plan (including visitor information)
5. To have your say on tourism issues
6. To establish effective linkages with the Fife Tourism Partnership and VisitScotland

Benefits

The benefits of becoming involved in the LTA are numerous. You can network with people and organisations in this area in a relaxed and informal manner, talk about challenges that exist and take note of best practice. Sales opportunities for increased business are evident in that the LTA has a few ongoing initiatives that will stimulate visitors to the area so exposure of your own business is also key. At the very least, if you become involved in the LTA you have a platform to meet other businesses to help you grow and realise your objectives.

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