

## **Fife Tourism Partnership Executive Board Meeting**

### **Minute of Meeting held at:**

**Roths Halls, Glenrothes 2pm – 4pm  
Thursday 13th February 2020**

#### **Attendance:**

Moira Henderson	Chair & Cupar & North LTA
Sandra Montador-Stewart	Fife Council
Heather Stuart	Fife Cultural Trust
Will Docker	Balgove
Ian Greig	Newhill Farm Cottages
Jeremy Harris	Fife Coast & Countryside Trust
Donald MacKenzie	Clan MacKenzie Routes
John Murray	Fife Council
Ann Camus	Fife Council
Mark MacLoed	Dunfermline Digital Tours
Joshua Ryan-Saha	University of Edinburgh

#### **Apologies:**

Roger Brown	Chair of LTA Chairs
Caroline Warburton	VisitScotland
Bryan McCabe-Bell	Fife College
Chris Foote	Chair of Events Group
Findlay Withers	Scottish Deer Centre
Cllr Ian Cameron	Heartlands of Fife LTA
Joa Bell	Kingswood Hotel
John Kirkaldy	Cairnsmill Caravan Park

### **1. MINUTES AND MATTERS ARISING**

#### **(a) Welcome**

Moira welcomed all and thanked Heather & OnFife for hosting.

#### **(b) Minutes of the Last meeting**

Amendment to be made to the "Welcome" item to show that Donald MacKenzie has joined the group, and not relevant to Linn leaving. Duplicate East Neuk update to be amended. Subject to the above, the minutes were agreed.

## 2. STRATEGY DISCUSSION

### (a) Data Driven Innovation Update – Joshua Ryan-Saha

Data - driven Innovation for Tourism & Festivals is a 15-year plan to achieve the vision that “The Edinburgh & South East Scotland City Region is the ‘smartest visitor destination’ in Europe”

Joshua explained that if we could create sustainable new data sources and unlock unused data sources we could start to construct a Smart Tourism data platform on which it is possible to develop tailored methods to understand how visitors flow through and across attractions in the Edinburgh & South-East Scotland City Region. This would enable attractions and those responsible for delivering services to tourists including local government, public transport and the hospitality industry, to make data-informed decisions.

Joshua is keen to look at a data project in Fife. The group felt that the Dunfermline area would provide a good pilot which could link in to a museums/galleries visitor flow project.

**Action: Joshua & Ann to arrange meeting regarding taking this forward**

Presentation available at:

[https://fifetourismpartnership.org/site/assets/files/6262/20200213\\_-\\_tourism\\_festivals\\_-\\_fife.pdf](https://fifetourismpartnership.org/site/assets/files/6262/20200213_-_tourism_festivals_-_fife.pdf)

### (b) Dunfermline Digital Tours – Mark MacLeod

Using the Scottish Enterprise Tourism Destination Development Fund, alongside the Footsteps of Kings augmented reality app, Dunfermline created digital tours for “residents and visitors to explore the ancient town of Dunfermline at your pace on your own smartphone or tablet.”

There are currently 6 tours which can be accessed at <https://dunfermline.tours/>. These are:

- International Tours – how much impact has this wee town in Fife made on the world?
- Right Royal Toun – stories and connections royalty have to the town, then and now
- Dunfermline’s Soundtrack – listen to Dunfermline’s rich musical heritage
- St Margaret’s Journey – listen to stories of St Margaret through the eyes of a local 25-year-old
- Family Fantasy Safari – take our family trail through town – searching for thistles, unicorns and lions along the way!
- Mysteries Tour – Journey through unconfirmed stories, unanswered questions and local, myths.

A daily Welcome Walk was also launched in Dunfermline in the summer of 2019. Six days a week a warm welcome from a Town Ambassador who greeted everyone.

The feedback was very positive, and it was continued this winter but with fewer walks. Trained Town Ambassadors have been volunteering their time to welcome people on the

walks and share some time to find out what brings people to Dunfermline. The Welcome Walk is free and can also offer suggestions on places to visit and eat.

### 3. PERFORMANCE

#### (a) **End of Year Review** – Ann Camus

- Welcometofife.com – significant increase in users
- Most popular content heavily reflects an outdoor theme
- Social Media channels always rising in numbers
- £79,311.31 invested in strategic events in 2019
- Fife Tourism Partnership website and social channels rising
- Footsteps of Kings project – 1400+ downloads
- Many workshops and conference well attended

Presentation available at:

[https://fifetourismpartnership.org/site/assets/files/6262/ftp\\_board\\_annual\\_review\\_2019.pdf](https://fifetourismpartnership.org/site/assets/files/6262/ftp_board_annual_review_2019.pdf)

#### (b) **Fife 191** – John Murray

Fife 191 is a new driving/cycling route which will take you round the Kingdom and let you experience the amazing variety of places, landscapes and attractions we have in this historic region of Scotland.

The site contains an interactive map and aerial views of the locations. The map also links to local businesses in the area and highlights important information such as access rights, parking and information for motorhomes.

The site is live at <https://fife191.com/> and promotional activity is planned with VisitScotland to promote the route.

### 4. UPDATES

#### (a) **Sector Update – Tour Guides** Donald MacKenzie

Large increase in the number of people visiting Fife. More and more are coming as part of an organised tour by both small independent tour operators, larger companies such as Timberbush, Rabbits, Hairy Coo etc and large coach parties from the likes of RIE, Rennies, Lochs and Glens.

Normally accepted tour of going to the Highlands is now having competition from coaches aimed specifically at exploring Central Scotland. There are also many Highland Tour

Companies bringing guests South and it's important for Fife to look to promote the area as a destination.

People come on holiday to Fife for many reasons and Donald could only speak about his own business here.

There are various groups/collections of groups. A families demands are different from a group of friends, which again are different from a couple which in turn is different from a solo traveller.

People still come to visit Fife for the history of places like Dunfermline Palace, Aberdour Castle for example. One of the niche markets come to visit Filming locations such as Outlander at Culross, Dysart, Falkland and Anstruther, the Outlaw King at Dunfermline. Golfing at St Andrews is a favourite but more and more I am finding that people want to visit to participate in an experience.

Requests have varied from established products such as the Fife Coastal Path and the Fife Pilgrim Way to more obscure things such as watching sheepdogs or seeing highland cattle.

People are seeking a personal experience involving real life with real people.

Donald believes that tour operators should work together in a closer relationship, perhaps through their own LTA or as a Fife wide sector. Unfortunately with the rise in popularity of series like Outlander anyone can do a tour but not all have appropriate insurance (for example Hire and Reward and Public Indemnity) and perhaps there should be a self governance in this or proof being supplied to get entries on digital marketing platforms within Fife to ensure that visitors are protected and given a positive and honest experience.

## **5. ANY OTHER BUSINESS**

Forth Bridges Area Tourism Strategy Manager Allan Watt will present at the next meeting

## **6. DATES OF NEXT MEETING:**

14<sup>TH</sup> MAY 2020 – QUEENSFERRY HOTEL, NORTH QUEENSFERRY

13<sup>TH</sup> AUGUST 2020 – TBC

12<sup>TH</sup> NOVEMBER 2020 - TBC