



Tourism St Andrews Agenda

Wednesday 15th February 2023, 4pm

The Old Course Hotel

Welcome and Introduction

Intro from Linn Williamson of the [Fife Tourism Partnership](#) to re-introduce FTP and its purpose and the type of support it can provide. Presentation available on request.

The discussion included:

- [Welcome to Fife](#) – Businesses asked to update or add their business listing to the new look website if they haven't done so in the last 12 months. Any issues updating content please contact linn.williamson@fife.gov.uk
- Blogs posts have been popular over the last few months with businesses reporting bookings as a result of the blog posts. These are a good way of supporting smaller businesses and if you would like to feature or have any suggestions for blog posts please get in touch.
- Welcome to Fife also offer the opportunity to do Instagram takeovers and businesses can request to do this
- Tik Tok was also launch for Welcome to Fife in July had with good success and this is an area that will be concentrated on with influencers over the next few months.
- [Free training opportunities](#) available through Fife Tourism Partnership including 2 free places to World Host training. Other training coming up includes sustainability, google and marketing
- Businesses encouraged to use the [Welcome to Fife QR code](#) around their business. This will allow visitors to see what else there is to see and do in the area. QR Toolkit is available online and should you require any postcards, tent cards, posters, banners etc please do not hesitate to get in touch. A few comments suggested a window sticker similar to the St Andrews Guide ones would be good.
- Businesses are reminded to sign up to the Fife Tourism Partnership newsletter to receive the most up to date information and opportunities

BID St Andrews – [Scotties by the Sea](#) – September – November 2023

Jane Kennedy - BID St Andrews then presented the Scotties by the Sea concept. She illustrated the purpose of the scheme is to drive footfall to the locations in which the models are positioned, including 16 in St Andrews.

It was illustrated that businesses could get involved in the scheme, even if not in a direct sponsorship capacity with social media engagement etc. Presentation available on request.

Jordan Mitchell – Chair Tourism St Andrews

Jordan from Short Stay St Andrews then conducted a workshop using Mentimeter.com and their interactive presentation software. The results of this are shown below plus any commentary of further discussion.

1. As a Collective what would you like to see Tourism St Andrews Deliver?

Top 5 Answers:

1. Marketing
2. Networking
3. Promotion
4. Collaboration
5. Events

2. When asked “How well do you think Tourism businesses are connected in St Andrews at present?”

Well Connected - 2 (6%)

Not well connected - 11 (34%)

Some connection but could be better - 19 (60%)

There was general consensus that more could be done on this front. TA will collect some thoughts from the various stakeholders at a later date to assess the range of thoughts that will lead to increased collaboration.

3. To assess who is coming to St Andrews we asked “Within your business, who would you say the primary type of customer is?”

Golf-related - 8 (33%)

Families - 10 (43%)

Business trips - 1 (4%)

University-related - 4 (16%)

Weddings - 1 (4%)

When asked “If it became reality, would you be willing to offer a discounted entry, fare, nightly rate, menu etc to be part of the program?”

Yes - 11 (44%)

No - 1 (4%)

Possibly - 13 (52%)

So there is a level of interest here for this type of scheme for it to merit further investigation and discussions at the grass roots businesses to gain more specific feedback and the level of feedback they'd be willing to offer to make it work. The software provider suggests that a 40% discount on entry or a main offering is required, but with potential to upsell whilst onsite.

What business can offer to Tourism St Andrews

Jordan then went a little more general and focussed on what each business could offer to Tourism St Andrews. When asked “In general, how do you think you or your business can contribute to Tourism St Andrews?”

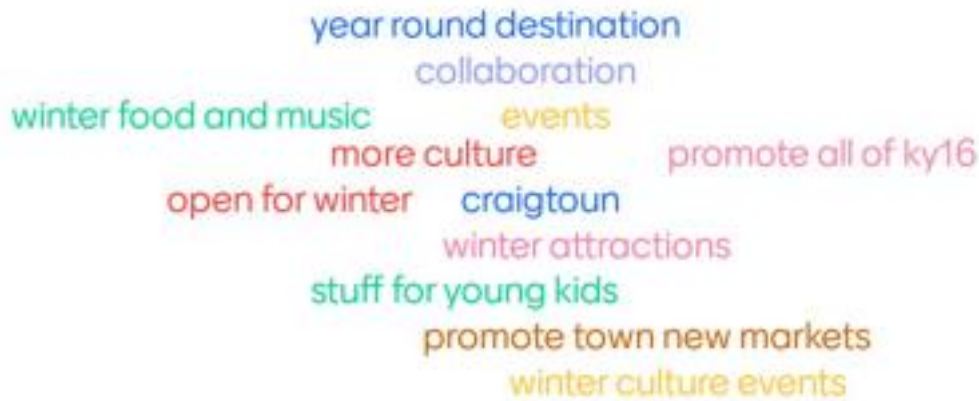


The Top answers were:

1. Social media presence
2. Word of mouth
3. Discount pass
4. Quality accommodation
5. Good/great service

Tourism St Andrews focus going forward

Jordan then asked “What do you think the focus of Tourism St Andrews should be for the year ahead?”



Top answers were:

1. Year round destination
2. Winter food and music
3. Open for winter
4. Promote town to new markets
5. Winter culture events

This led on to a fairly robust discussion about the fact that St Andrews locks down for the winter.

Some discussion points that arose:

- Some commented that busy tourism businesses often need a bit of downtime to recover over the winter after a busy season
- Lots of businesses in St Andrews really do struggle through the winter - transport, holiday lets, hotels
- Winter promotions and events should be created to liven the town over the winter - mention of New Year parties, winter markets, winter events such as light shows, outdoors crazy golf, outdoor drive up cinema
- Could big acts be attracted to St Andrews - music and culture?
- Byre Theatre highlighted that they have a full winter program.

[St Andrews Cocktail Week 24th March -2nd April 2023](#)

Alice from the St Andrews Cocktail Week then finally presented. She explained what the event was and it's intended aim of increasing footfall to restaurants and bars within a set time frame. Jordan asked if her marketing business could work with TSA on other initiatives like the ones mentioned.

Future meeting date to be confirmed but is likely to be in April.