

# Welcome to Fife

The Kingdom where it all begins

invest fife

**The Kingdom of Fife is a prime destination for visitors, renowned for its picturesque fishing villages, award-winning beaches, and rich cultural heritage. With excellent transport links, including proximity to Edinburgh Airport, the East Coast Main Line and the Caledonian Sleeper service, which stops at Inverkeithing, Kirkcaldy, and Leuchars. Fife is centrally located for exploring Scotland. The new Levenmouth Rail Link further enhances connectivity, making it even easier for visitors and businesses to access the region.**

Fife's diverse tourism appeal, from golf to outdoor adventures, presents exciting investment opportunities in a growing market. The region offers a steady stream of visitors across several key segments, making it an ideal location for tourism related businesses. For adventure seekers, Fife features two major walking routes—the 117 mile Fife Coastal Path and the 64 Mile Pilgrim Way—showcasing the area's natural beauty and enhancing its appeal to a wide range of visitors. Fife, the Home of Golf, offers diverse attractions beyond St Andrews, with over 50 golf courses across the region.

Dunfermline, Scotland's newest city, is steeped in royal history with ancient landmarks such as Dunfermline Abbey and Palace. Its excellent connectivity to Edinburgh and Edinburgh Airport makes it perfect for short breaks, and with a growing demand for accommodation, it presents significant investment opportunities, particularly in the hotel sector.

Across North Fife, towns like Cupar offer charming ruralescapes with easy access to Dundee, making the region an attractive option for visitors attending large events in the city.

The region boasts a range of accommodation options, from quaint self-catering cottages and rural retreats to luxury hotels. New additions like Seaton House in St Andrews offers high-end experiences, while the Hilton DoubleTree at North Queensferry provides stunning views of the Forth bridges.

Host to The  
155th Open  
Championship  
2027

Destination  
of choice for  
outdoor  
activities  
*Nature Scot*

## Fife tourism Highlights



**£330M**

Total spend by international and domestic visitors in 2023



**£158.9M**

Total CVA from tourism related businesses



**60%**

Fife's hotel room occupancy rate



Home to a **UNESCO** world heritage site



**50**

Golf courses including the world leading Old Course in St Andrews



**6M**

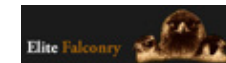
Visitor days and nights spent in Fife in 2023



**880**

Registered tourism related enterprises in Fife in 2023

## In good company



# Investment opportunities in Fife's growing tourism sector

## Culture and heritage

Fife's cultural and heritage tourism sector drives the local economy, attracting millions of visitors annually. Home to iconic landmarks like the UNESCO-listed Forth Bridge and historic towns such as St Andrews, Kirkcaldy, Cupar and Scotland's newest city, Dunfermline, the region offers a rich visitor experience, with ties to economist Adam Smith and industrialist Andrew Carnegie.

Fife is home to an array of museums and cultural venues managed by OnFife, which curates exhibitions, performances, and heritage activities across the region, celebrating Fife's rich history and vibrant arts scene. The region's ancient castles, museums, theatres, and cultural events attract visitors seeking authentic Scottish experiences.

## Screen tourism

Fife is thriving in screen tourism, with iconic locations like St. Andrews (featured in Chariots of Fire and The Crown) and West Sands beach, known for the famous slow-motion run. Outlander fans visit Culross and Falkland, while Dunfermline Abbey appears in The Outlaw King.

Other sites, including St Monans in The Railway Man and Culross in Captain America, are boosting tourism, creating exciting investment opportunities in themed tours and hospitality.

## Sports & outdoor activities

Fife's sports tourism sector is boosted by St Andrews and its renowned golf courses, attracting visitors from around the world. The region also offers outdoor activities like the Fife Coastal Path, watersports, and new seaside saunas that promote health and wellbeing through unique coastal experiences.

Home to The Fife Flyers, Dunfermline Athletic, and Raith Rovers, Fife has a vibrant sports scene. With growing interest in active travel, wellness tourism, and sports events, Fife offers exciting investment opportunities in sports tourism.

## Events

Fife has a vibrant and diverse events sector, hosting everything from local community gatherings and traditional Highland Games to large-scale music festivals and cultural celebrations. Throughout the year, towns and villages across Fife come alive with events that showcase the region's rich heritage, arts, and lively spirit, attracting both residents and visitors.

## Food & drink

Fife has a rich heritage of producing top-quality food and drink, with 177 miles of coastline and over 50 farms, many adopting environmentally sustainable techniques. Supported by vibrant food festivals, farmers' markets, and regional tours, Fife has become a key destination for food lovers and is home to award-winning businesses using local seasonal produce such as The Boar's Head, Jack O'Briens, The Wee Restaurant, and The Peat Inn.

The growing demand for sustainable, locally sourced dining presents exciting investment opportunities in this expanding market.

## Accommodation

Fife's hotel and accommodation sector offers a wide range of options, from luxury hotels to boutique guesthouses and self-catering properties, catering to all types of travellers. However, there is a growing demand for additional hotel capacity, particularly in Dunfermline, Scotland's newest city.

Its rich history, cultural attractions, and excellent connectivity to Edinburgh and its airport make it an ideal location for both leisure and business visitors. With increasing demand for quality accommodation and strong growth in tourism, Dunfermline presents exciting investment opportunities in Fife's thriving hospitality sector.

## Sustainable tourism

Fife offers exciting opportunities for investors in the growing field of sustainable tourism. As a signatory of the Glasgow Declaration, and the commitment in the Fife Tourism Climate Action Plan, the region is committed to promoting responsible tourism, environmental stewardship, and active travel options, making it an attractive destination for eco-conscious travellers.

## Accessible tourism

Fife is committed to supporting accessible tourism offerings, ensuring that its destinations, attractions, and services are inclusive to visitors, regardless of physical or cognitive access needs.

Accessible tourism in Fife goes beyond meeting regulations—it's about creating welcoming environments where everyone feels comfortable enjoying enriching travel experiences.

## Fife Key Facts



**229,225**

Working age population (16–64) 62%



**Andrew Carnegie**

Leading industrialist and philanthropist, born in Dunfermline



**9,545 businesses**

supporting around 103,000 jobs



**£670 per week**

Average earnings of people living in Fife



**Adam Smith**

Economist and philosopher, born in Kirkcaldy



**117 miles**

of stunning, ever changing scenery along Fife Coastal Path



**34,425**

students at University of St Andrews and Fife College



**£13.9bn**

Total annual turnover of Fife businesses

# Fife

## The place to do business

**Looking to start, grow, or relocate a tourism business in Fife? InvestFife and Welcome to Fife provide dedicated support to help businesses succeed, from investment and funding to strategic growth and development.**

Welcome to Fife drives the region's tourism sector, working with businesses, industry leaders, and communities to promote Fife as a top destination and enhance visitor experiences. InvestFife complements this by offering tailored business support, including funding access, site selection, and connections to key resources, ensuring tourism businesses can establish, expand, and thrive in Fife.



**To find out how we can help you, contact:**

[www.investfife.co.uk](http://www.investfife.co.uk)

[fifemeansbusiness@fife.gov.uk](mailto:fifemeansbusiness@fife.gov.uk)



## Fife

Connected, skilled & welcoming!

### Connectivity to the rest of the world

Our transport links via road, rail and sea enable businesses of all types to use Fife as a base.

#### ROAD

Edinburgh	45 Minutes
Dundee	45 minutes
Stirling	55 Minutes
Perth	35 Minutes
Glasgow	1 hour

#### MOTORWAYS

South & west: M90, M8, M73, M74, M70  
M6, A1M & M1 North: M90

#### AIR

##### Airport connections from Edinburgh

20 direct UK destinations  
87 International including US & Middle East  
46 flights per day to London

#### RAIL

Main East Coast Rail link  
Fife Circle – Edinburgh  
Main West Coast Rail link  
Freight links

#### PORTS

Rosyth Deep Water Port  
Grangemouth Docks  
Kirkcaldy  
Methil  
Burntisland

