

Fife press release

Friday, 16 December 2011
For immediate release

Taking Fife to VisitScotland Expo 2012

Extended Photo Caption

The countdown to Christmas may be almost over but the countdown to next year's VisitScotland Expo is just beginning. Knockhill's McStig and Deep Sea World's Charlie the Clownfish are packing their bags ready for the trip across the Forth.

VisitScotland Expo 2012 takes place on Wednesday, 25 and Thursday, 26 April at the Royal Highland Centre, Ingliston, Edinburgh. It is Scotland's only flagship business to business event for the travel trade that is entirely Scottish.

The two day exhibition puts Fife firmly in the global travel spotlight and the Welcome to Fife stand will highlight the wealth of heritage and culture, food and drink, golf, and outdoor attractions which visitors to Fife can experience.

Two confirmed Welcome to Fife stand partners, Knockhill Racing Circuit and Deep Sea World, can expect a real benefit to business from exhibiting at VisitScotland Expo 2012. Last year's event attracted a total of 230 businesses from across the country and 625 international buyers.

Knockhill Racing Circuit is Scotland's only FIA motorsport venue providing exceptional year round events including the Official Scottish Motorshow, MCE British Superbikes and British Touring Car Championship. Deep Sea World has the UK's

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longest underwater viewing tunnel and is home to Anne, an angel shark, who recently gave birth to a record 19 pups - so 19 more reasons to visit Scotland's National Aquarium.

Stewart Gray, Events & Business Development Director at Knockhill, said: "Expo offers Fife an excellent opportunity to raise its profile and increase tourism business. As Scotland's premier motorsport venue, we aim to promote our range of experiences, corporate activity days and events that will appeal to individual tourists, groups, and corporate bodies alike. Expo will definitely yield business in 2012 and beyond".

Deep Sea World's Aisling Thornton said: "We're delighted to be working together with Promoting Fife to help raise awareness of the region and the amazing opportunities it has to offer the travel trade. As Scotland's national aquarium we're extremely proud of our roots and are very much looking forward to forging new links and promoting ourselves to a wider audience".

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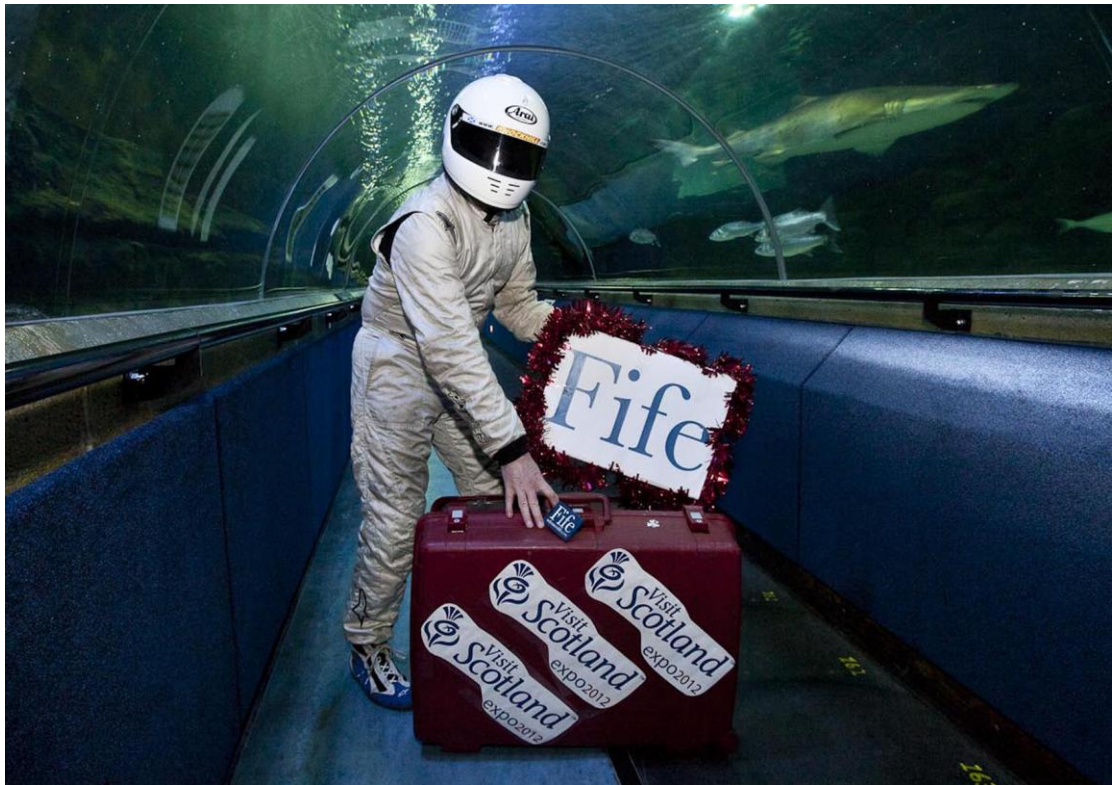
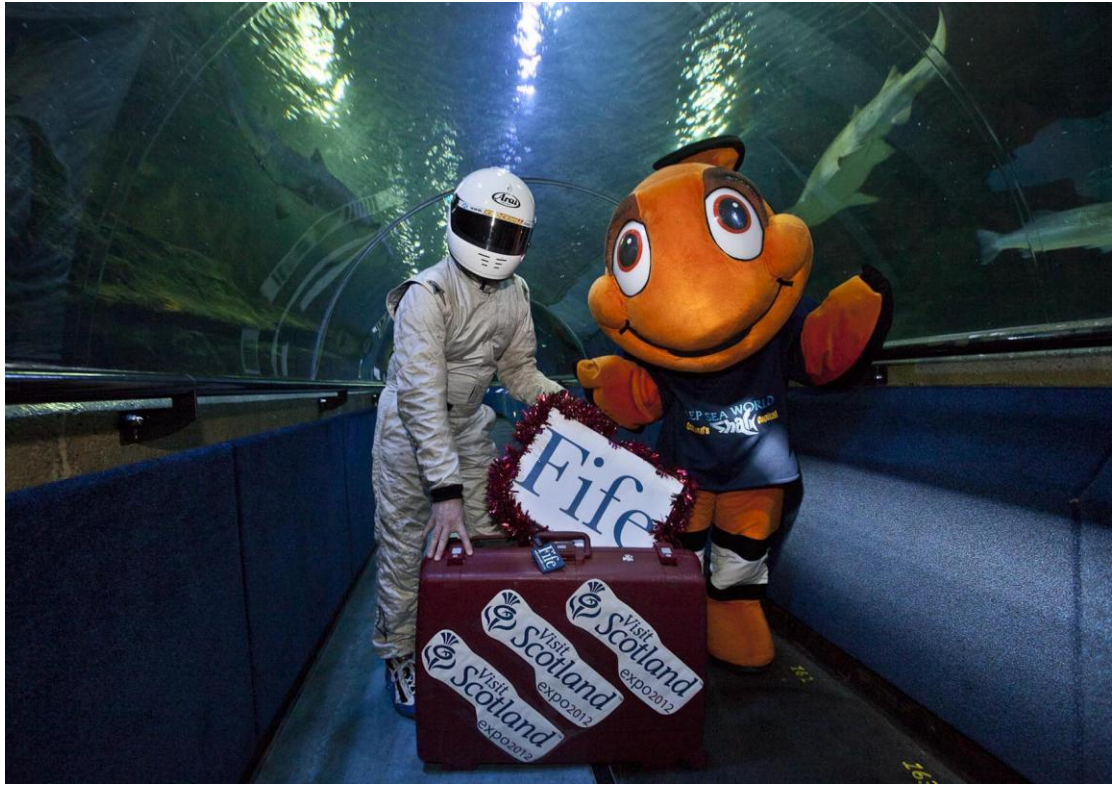
Picture Caption:

- 2 x images of Knockhill's McStig and Deep Sea World's Charlie the Clownfish packing their bag ready to head across the Forth to VisitScotland Expo 2012. Photograph taken at Deep Sea World, North Queensferry, Fife

Notes to Editors:

- Promoting Fife is a place marketing initiative managed by Fife Council and this news release is issued on behalf of the Fife Economy Partnership.
- Promoting Fife aims to raise and increase awareness, locally, nationally and globally of Fife's credentials as a great place to live, work, visit and invest.
- The Promoting Fife team sits within Fife Council's Enterprise, Planning & Protective Services. The Service leads the Fife Council agenda for economic regeneration.
- For further information on VisitScotland Expo 2012 please visit <http://www.visitscotlandexpo.com/>

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