

# Forth Bridges Forum Public Meeting

## Tourism Update

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14th June 2022

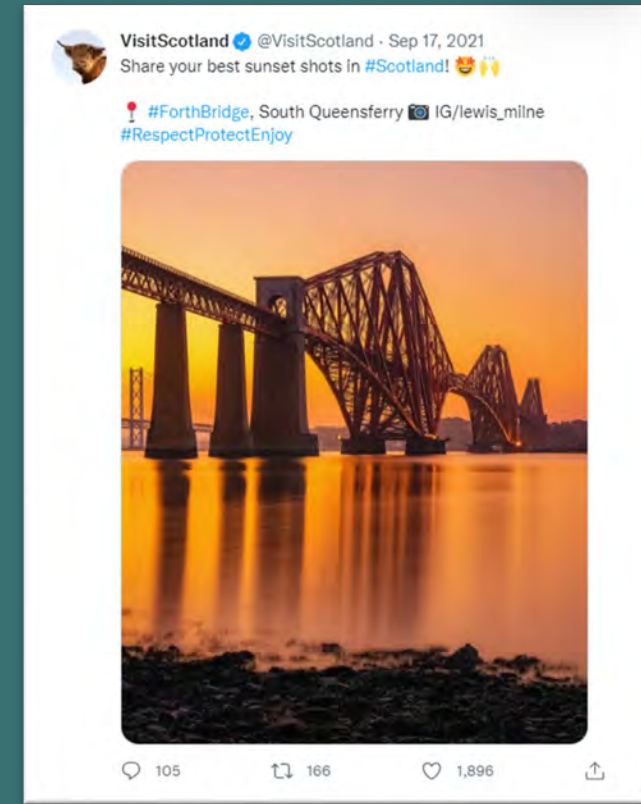


# Agenda

- Forum Tourism Group members tourism support
- Tourism Strategy
- Forth Bridges Area Tourism Group Activity



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Food and Drink in South

Queensferry



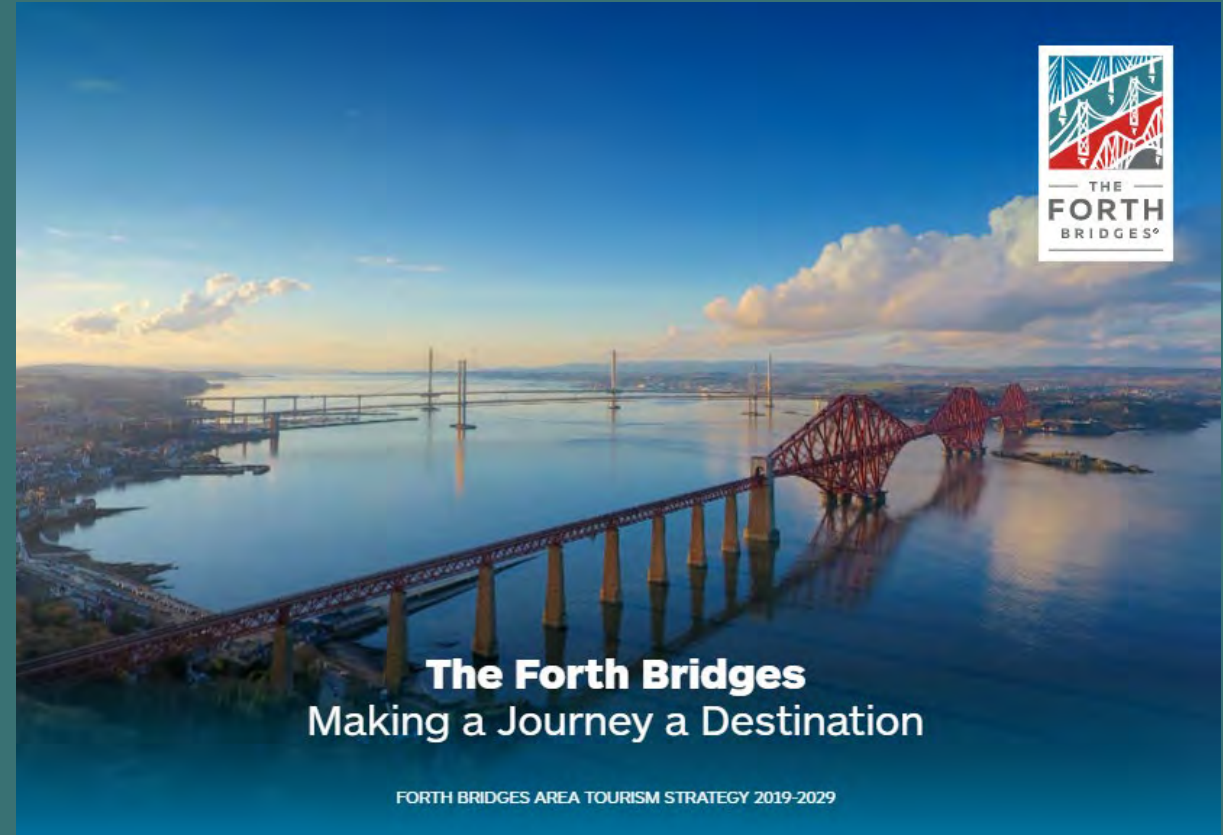
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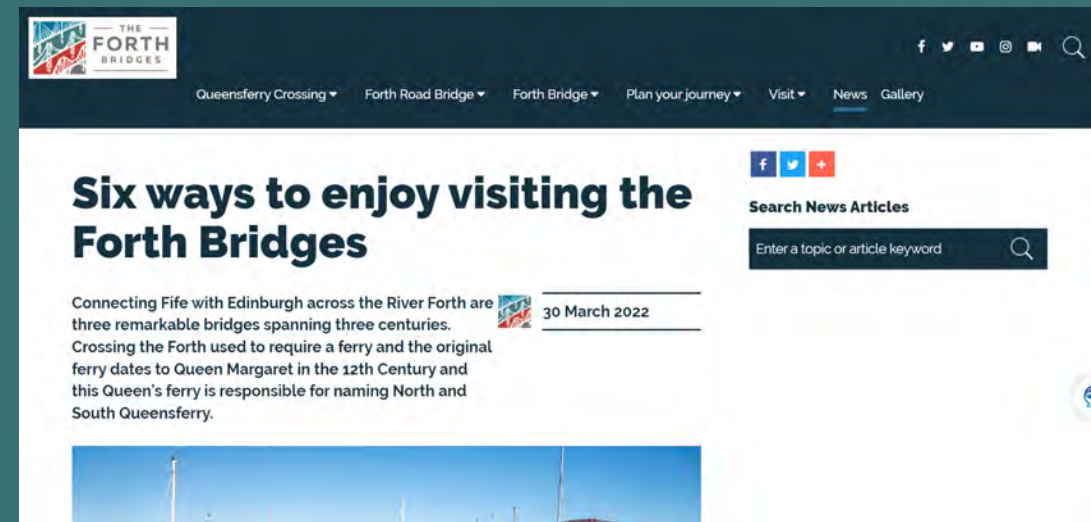
# Tourism Strategy

- Tourism Strategy launched 2019
- Key objective: *To promote the location of the bridges spanning the Firth of Forth as a unique tourist destination*
- Current main activities
  - Refresh The Forth Bridges **website**
  - Tourism **social media**
  - Phase **One tourism signage**
  - Introduce **The Forth Bridges Trail**



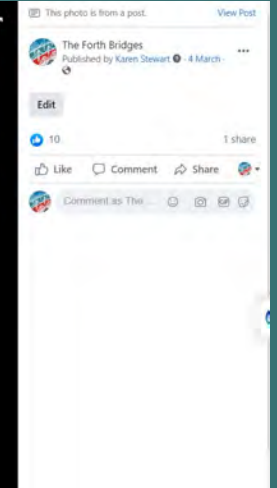
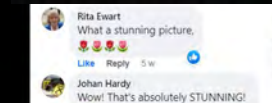
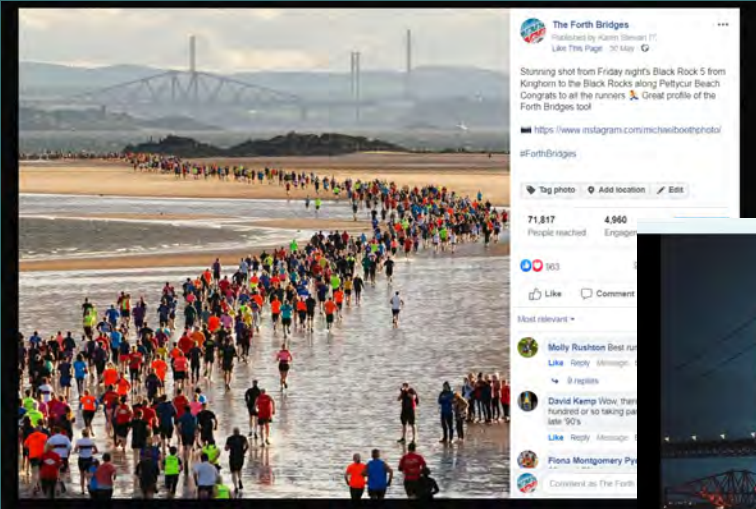
# 1 www.theforthbridges.org

- Plan to develop the website
  - Increase awareness of tourism opportunities in the Forth Bridges Area
  - Extend visitors beyond commuters and local users
  - Drive traffic to partner sites and local businesses
  - Host information about The Forth Bridges Trail
  - Expand audience via new and existing social media channels
- *Tender awarded – kick off meeting June*





# 2 Get Social: @TheForthBridges #ForthBridges



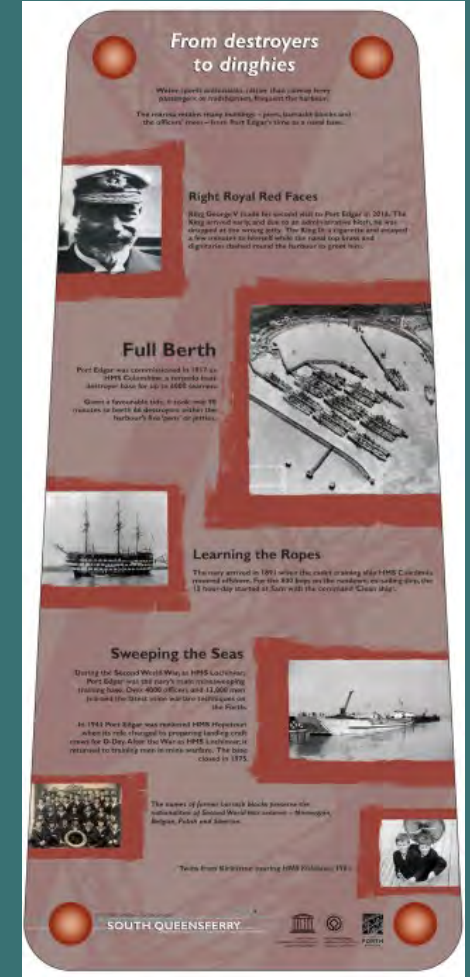
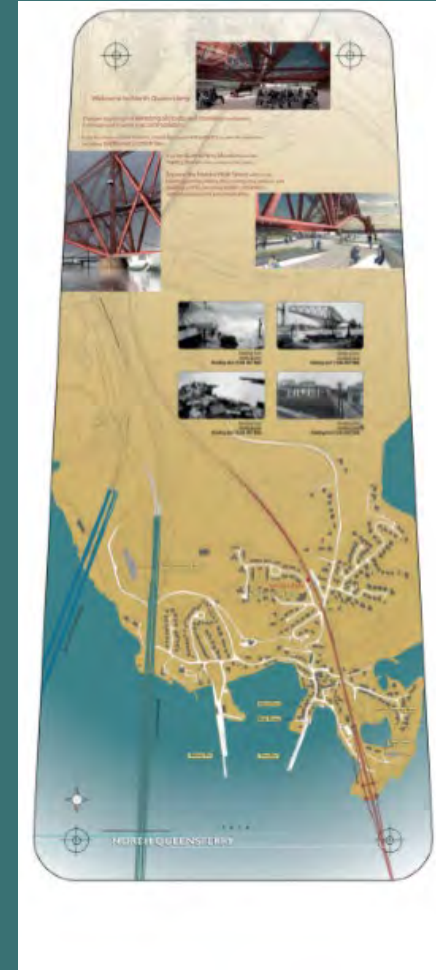


# 3 Forth Bridges Area Tourism Signage

- Forth Bridges Tourism Signage Strategy updated in February 2020
- Proposal to progress Phase One for interpretation signage in North Queensferry, Queensferry and Forth Road Bridge
- QR codes to link to website and details of walking route Forth Bridges Trail
- *Consultant and contractor appointed mid April 2022*



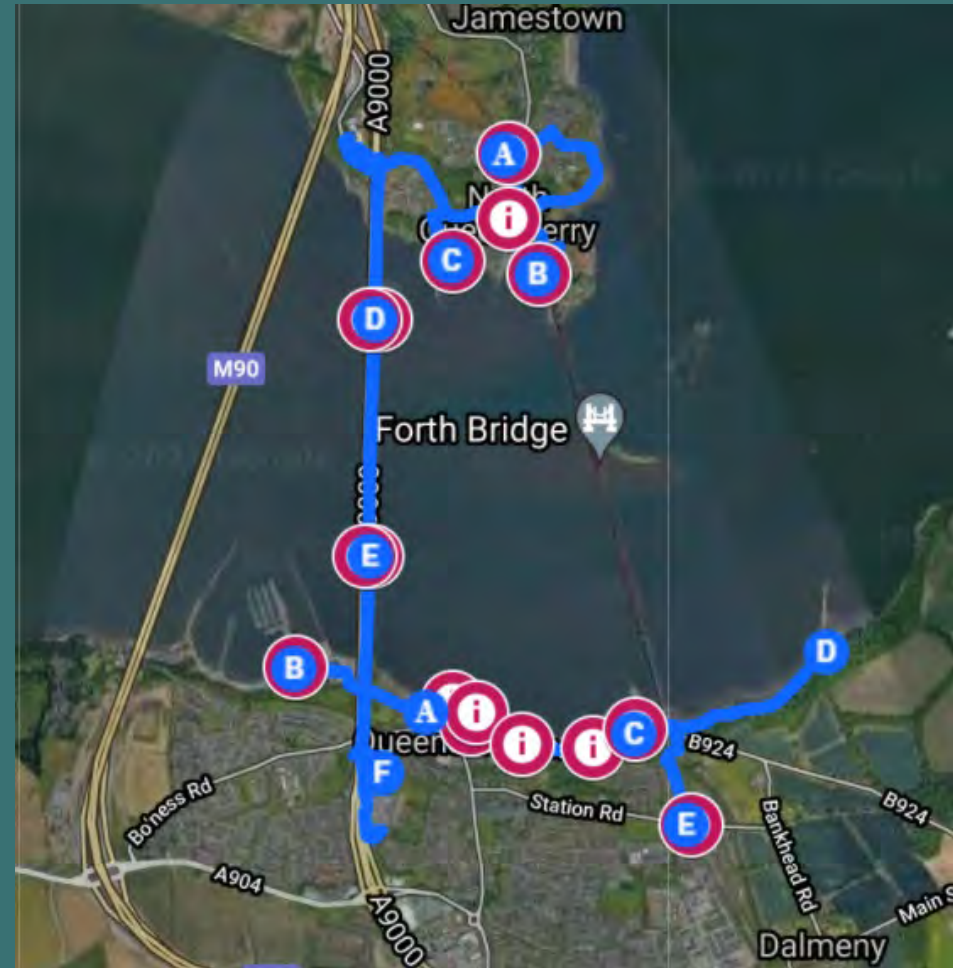
# 3 New and Refurbished – New Maps & Panels





# 4 The Forth Bridges Trail

- Cross the iconic UNESCO Forth Bridge by train
- Explore North and South Queensferry
- Take a boat trip to see all three bridges from below
- Walk or wheel over the Forth Road Bridge





Thank you!