

**PRESS RELEASE - FOR IMMEDIATE RELEASE**

**FAO: LOCAL REPORTERS**

THURSDAY 12<sup>th</sup> JANUARY 2017

**JOBS BOOST FOR FIFE AS SCOTTISH TOURISM BOOMS**  
**KIRKCALDY MSP HAILS YEAR ON YEAR LOCAL INCREASE**

The number of people working in tourism in Fife increased by 10% in one year, the latest figures show – with Scotland as a whole seeing an increase of 11 per cent.

The statistics produced by Visit Scotland show that tourism supports 11,000 jobs in Fife, 8% of total jobs in the area.

Between 2014 and 2015, the number of people employed in the sector across Scotland grew to 217,000 – with the 11 per cent increase in Scotland above the 4 per cent rise in Great Britain as a whole.

The 217,000 members of the Scottish tourism industry represent 9 per cent of the country's total employment and is the highest tourism level since Business Register and Employment Survey (BRES) records began in 2009.

41% of staff in the tourism industry work in restaurants, 24% in hotels and other accommodation and 17% in bars and related businesses.

SNP MSP David Torrance MSP commented:

“Scotland's tourism industry is going from strength to strength, and this increase in jobs shows the vital role that tourism plays in Fife's local economy.

“2017 is Scotland's Year of History, Heritage and Archaeology, celebrating our exceptional historical attractions.

“Scotland is now ranked second in the Rough Guides list of the best countries in the world to visit this year, meaning tourism in Fife has a very bright future.”

Malcolm Roughead, Chief Executive of VisitScotland, said:

“Tourism is more than a holiday experience. It creates jobs and sustains communities in every corner of Scotland all year round and is at the heart of the Scottish economy.

“These fantastic new figures show that, from hotel owners to waiting staff, tourism really is the driving force for providing the jobs of today and tomorrow. They also demonstrate the industry's commitment to the 2020 strategy – which aims to generate economic growth through tourism.”

**ENDS**

## NOTES TO EDITOR:

Edinburgh and Glasgow are the two biggest tourism employers, with 34,600 (11 per cent of employment total) and 30,800 (8 per cent) respectively.

Proportionally Argyll and Bute is the region where tourism has the biggest impact on employment. The 6,500 tourism workers represent nearly a fifth (17 per cent) of total employment in the region.

	<b>Column 1:</b> Tourism Employment 2015	<b>Column 2:</b> % change in Tourism Employment 2014 to 2015	<b>Column 3:</b> Tourism Employment as a Proportion of Total Employment in LA 2015
Aberdeen City	11,300	10%	6%
Aberdeenshire	8,300	8%	8%
Angus	3,400	10%	10%
Argyll and Bute	6,500	10%	17%
Clackmannanshire	1,100	-8%	7%
Dumfries and Galloway	6,500	16%	11%
Dundee City	6,000	20%	8%
East Ayrshire	2,800	17%	7%
East Dunbartonshire	2,200	16%	8%
East Lothian	3,700	12%	13%
East Renfrewshire	1,800	6%	9%
Edinburgh, City of	34,600	12%	11%
Eilean Siar	1,100	22%	10%
Falkirk	4,300	8%	7%
Fife	11,000	10%	8%
Glasgow City	30,800	10%	8%
Highland	15,700	11%	14%
Inverclyde	2,100	17%	7%
Midlothian	1,900	12%	6%
Moray	3,200	19%	9%
North Ayrshire	3,900	5%	10%
North Lanarkshire	6,500	10%	5%
Orkney Islands	1,200	9%	12%
Perth and Kinross	8,700	6%	14%
Renfrewshire	5,800	14%	7%
Scottish Borders	4,000	11%	10%
Shetland Islands	1,400	8%	9%
South Ayrshire	6,000	9%	13%
South Lanarkshire	8,600	10%	7%
Stirling	5,800	12%	13%
West Dunbartonshire	3,100	41%	10%
West Lothian	3,900	0.0%	5%

## **CONTACT DETAILS**

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