

## **VisitLanarkshire reveals itinerary-based strategy**

VisitLanarkshire, the area's official tourism body, is helping visitors discover the area with a range of recently-launched itineraries.

Covering four main categories; Play Days, Family Days, Escape Days and Together Days, the itineraries take the hassle out of planning by providing a step-by-step guide on things to do see and do in Lanarkshire.

Each itinerary includes carefully selected attractions, activities, and travel information. Visitors can read feedback, download maps and view videos so they are fully informed and know what to expect on their next visit to Lanarkshire.

The newly unveiled itineraries are live on the VisitLanarkshire website, which has recently undergone a full rebrand. So far, the tourism body has developed 12 days out, focusing on everything from history, to hiking, wildlife and relaxation. Whether it's a day of exploring the great outdoors, or an afternoon of luxury at a top hotel, there are activities for everyone to enjoy.

One of the more active itineraries, takes visitors to some of the area's most exciting locations. Starting the day at Bedlam Paintball centre in Cumbernauld, visitors can challenge their friends to an action-packed game, before taking a short drive to Broadwood BMX Track. After showing off their best bunny-hops and tailwhips, visitors can head to Tryst Sports Centre for an afternoon of swimming or football.

Mark Calpin, chair of the Lanarkshire Tourism Partnership, said: "Lanarkshire has some fantastic attractions, including two UNESCO World Heritage sites, internationally- renowned sporting venues and some of Scotland's most iconic walking routes. These itineraries have been designed specifically to help visitors better explore these locations. We have used our unrivalled knowledge of the area to pick the best activities within a short distance from each other, ensuring that all those heading out in Lanarkshire have an unforgettable time."

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