



Explore Stirling Mobile App

****Launching in May 2018****

Visitors to Stirling will be able to explore the area at the touch of a button with the launch of a new app.

The new Explore Stirling mobile app brings a personalised tour guide straight to your phone with over 23 different walking, cycling and driving routes to show off the best of Stirlingshire and discover a whole host of hidden gems.

The initiative has been driven by Stirling Council and developed by Whereverly. Aiming to help visitors and residents navigate around the area, the routes not only cover Stirling City Centre, but cycling and driving routes take you on scenic tours through the Trossachs to Aberfoyle and Callander, around Loch Katrine and many more.

The app will enhance the tourism offer around the Stirling area by connecting visitors to place, via music, stories and narrated guides.

The new app works entirely offline and routes can be downloaded straight to your phone to be used from any location. Users have the ability to call down information categories such as: Food & Drink, Parking, Scenic views, History and Heritage, Arts & Culture, Attractions, Family Attractions, Parks & Gardens, Shopping, Scottish Crafts and Gifts and more.

New routes will be developed and released throughout the year to coincide and support events, festivals and dates of historical significance.

The heart and soul of the app emerged through partnerships with various organisations and people. Traditional Arts & Culture Scotland helped connect us to the brilliant storytellers Jess Smith and Paraig MacNeil.

Greentrax Recordings have supported the app, allowing access to their amazing back catalogue and to share their music. Big Noise Orchestra allowed us to record and share their music and also feature on the soundtrack.

Visit Scotland have also been involved, making the connection with local tourism groups and giving market insight.

A team of subject matter experts contributed to the content within the app, carefully crafting walking, cycling and driving routes for visitors and residents to enjoy. List of SME's:

- Murray Cook (Stirling Council – Archaeologist)
- Guy Harewood (Stirling Council – Biodiversity Officer)
- Claire Bird (Stirling Council – Countryside Ranger)
- Suzanne Burgess (Buglife)
- David Mitchell (Historic Environment Scotland)
- Moses Jenkins (Historic Environment Scotland)
- David Sibbald (Robert Burns expert)

All audio production was produced and managed by students and lecturers from Forth Valley College.

The Explore Stirling App will be available on both Apple and Android devices in May 2018.

Contact

For further information please contact:

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www.yourstirling.com

Social Media Platforms

Facebook: [@StirlingAWS](https://www.facebook.com/StirlingAWS)

Instagram: [@Stirlingalive](https://www.instagram.com/Stirlingalive)

Twitter: [@StirlingAWS](https://twitter.com/StirlingAWS)