

visitfalkirk

and the surrounding area

NEW FREE GUIDES JOIN KELPIES TO WOO VISITORS TO FALKIRK DISTRICT

A NEW visitor map and a new guide highlighting events and festivals across Falkirk district are being launched at a major travel event this week.

The free publications – under a new brand “VisitFalkirk” - have been produced by Falkirk Council to showcase the wealth of attractions in the local area.

Staff will be handing out copies at the VisitScotland expo in Aberdeen on Wednesday and Thursday. The new publications will also be available through local outlets and via www.falkirk.gov.uk/visitfalkirk

The move is part of an ongoing push to attract more people to the local area. Falkirk already boasts one of Scotland’s premier visitor attractions, the Falkirk Wheel, which pulls in around 450,000 visitors each year.

The expo – Scotland’s only flagship business-to-business event for the travel trade – will also see a visit by scale models of the Kelpies, the centrepiece of the new Helix park being developed between Falkirk and Grangemouth.

There will also be representatives of the Falkirk Wheel, town centre management, Kinneil and Callendar House museums, the Bo’ness Hippodrome, and the Bo’ness and Kinneil Railway.

Cllr Adrian Mahoney, the convener of leisure, tourism and community at the Council, said: “We’re pleased to have a strong representation at this year’s expo – showcasing the wide variety of fantastic attractions and events we have to offer in the Falkirk Council area.

“An estimated 850 buyers from across 30 countries are expected to attend the event.

“It will be a great opportunity for our staff and partners to talk to people like coach operators, travel agents and independent tour operators and to press home the message that the Falkirk area is a great place to visit at the very heart of Scotland.”

Cllr Mahoney said 50,000 copies of the free map and a further 5,000 copies of the events guide had been produced.

“The map showcases things to do from Blackness to Bonnybridge, and gives useful contact numbers and postcodes, always handy for visitors using satellite navigation devices.

“We hope having all our key attractions in one free brochure will encourage people to visit the area, and stay longer.”

He added: “The smaller events guide highlights some of the main things happening in the area over the next year. We also produce a comprehensive guide of community and council events online at www.falkirk.gov.uk/events”

NOTES TO EDITORS:

The Visit Falkirk team will be exhibiting at stands G23 and G25 at VisitScotland expo, Aberdeen, from April 13 and 14, 2011.

There will be representatives of:

- The Falkirk Wheel
- Callendar House
- Falkirk & District Town Centres
- Bo’ness & Kinneil Railway
- The Bo’ness Hippodrome
- Kinneil Museum
- The Helix (opening 2013)

What’s new?

The Falkirk Wheel is developing a new mini canal feature due to open in Spring 2011. Children and the not so young will be equally fascinated by the model working locks and water features. This is yet another addition to an attraction which already attracts around 450,000 people each year.

<http://www.thefalkirkwheel.co.uk/>

Bo’ness and Kinneil Railway runs steam trains and special events on over 130 days a year. New for 2011, the Scottish Railway Exhibition will be open 7 days a week from 2 April to 2 October. So, for the first time there will be something fantastic to see at Bo’ness Station throughout the season. The Scottish Railway Exhibition has the largest collection of locomotives, carriages, wagons and railway memorabilia in Scotland.

<http://www.srps.org.uk/>

Falkirk Town Centre is always a great shopping and leisure destination but it

has recently upgraded memorials and interpretation of two famous Scottish battles at the Old Parish Church Graveyard, right on the High Street. At the Battle of Falkirk in 1298 the Scots were led by William Wallace and the second Battle of Falkirk in 1746 Bonnie Prince Charlie won a victory for the Jacobites.

<http://www.falkirkbid.com/>

The Helix is creating a superb international visitor attraction set to open in 2013 and, for the first time, Expo visitors will get a preview of one of its key features. Scale models of the Kelpies, two huge equine head sculptures, are being transported to Aberdeen and will be on show near the Falkirk stand.

<http://www.thehelix.co.uk/>

Hotel accommodation is continuing to be developed and upgraded in the Falkirk area. For instance, the last year has seen:

- Glenbervie House Hotel awarded 5 stars from VisitScotland
- A new spa and major upgrading at Macdonald Inchyra Grange Hotel
- A new Premier Inn opening, the fourth in the Falkirk area

<http://www.glenberviehousehotel.com/>

<http://www.macdonaldhotels.co.uk/inchyragrange/index.htm>

<http://www.premierinn.com/en/checkHotel/FALBEE/falkirk-central>

Press Enquiries:

David Grindlay
Falkirk Council Press Office
Tel: 01324 506029

Kate Forster
Smarts PR
Tel: 0131 561 0427

Falkirk Council 11/04/11