

Stirling Highland Games Smashes Online Ticket Sales targets

Monday 12 August, 2024

Stirling is gearing up to host thousands of visitors from around the world for the much-anticipated Highland Games this Saturday. This annual event, deeply rooted in Scottish tradition, is expected to be a spectacular showcase of highland games competitions, culture, and community. With its origins dating back to 1818, the Highland Games have become a globally recognised celebration, drawing participants and spectators from across the globe.

This year's Stirling Highland Games, set against the breathtaking backdrop of the Wallace Monument and the Ochil Hills, promises to be one of the most memorable yet. Visitors can expect a full day of thrilling competitions, including traditional events like the caber toss, 90m sprint and highland dancing. These events are not just about physical strength but also require a great deal of skill and precision, with athletes competing fiercely for top honours.

Stirling's highland games will be overseen by former international rugby player Kevin McKenzie, who accepted the honorary role of Games Chieftain this year. He joins other famous sons and daughters of Stirling as Chieftain, who have achieved great success in their chosen fields such as Ally Hogg [International rugby player]; Simone Lahbib [Film/TV actress] and Kathryn White [International cricket player].

The event will also host 50 Scottish traders, offering locals a rich variety of experiences. Visitors can indulge in delicious offerings from food trucks featuring traditional Scottish fare, as well as craft beers and spirits. The Traders Village will also feature market traders showcasing handmade goods, artisanal crafts, and unique souvenirs. This bustling marketplace will provide a vibrant addition to the Games, allowing attendees to enjoy the best of Scotland's culinary and craft heritage while soaking in the lively atmosphere of one of the country's most celebrated cultural events.

It has attracted significant international attention, with over 3000 tickets sold online, beating the previous year's sales at that point. This marks a notable increase in international interest, with visitors expected from countries such as the United States, Canada, Australia, and even parts of Asia, highlighting the global appeal of Scotland's heritage.

Local businesses will benefit greatly from the influx of tourists, as the organisers encourage more of its visitors to take some time to explore Stirling for the weekend. Pubs, restaurants, and shops throughout Stirling are expected to be bustling with activity, contributing to the festive vibe that will envelop the city.

The Stirling Highland Games are more than just a day of entertainment for the local community; they are a celebration of Scottish heritage and a chance for residents to come together and support the not-for-profit. Organisers are hopeful for a strong turnout from the local community, whose support is crucial to the event's success. The participation of Stirling residents not only boosts attendance but also helps create a welcoming atmosphere for the many international visitors.

For locals, the Games provide an opportunity to engage with others attending the international gathering, whether by participating in the events, cheering on the athletes, or simply enjoying the vibrant atmosphere. The strong ticket sales from overseas visitors are a testament to the global fascination with Scottish culture and traditions, and they underscore the importance of the Highland Games as a key event on Scotland's cultural calendar.

As Saturday 17th approaches, excitement is building for the Stirling Highland Games committee to see if they can replicate the success of last year's event. The combination of world-class athletic contests, cultural showcases, and a picturesque setting promises to make this year's Highland Games an unforgettable experience. Whether you're a Stirling resident or a visitor from afar, the Stirling Highland Games offer a unique chance to experience the very best of Scotland's heritage and community spirit.

Find out more by visiting www.stirlinghighlandgames.com or walk to Stirling Sports Village on Saturday 17th August and buy your tickets at the gates.

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