Stirling Summer Festival connects with Ancient Stirling

Friday 15 February, 2019

Sruighlea, Stirling's Summer Festival is now extending its walking tour activities to include a city centre tour on the Friday evening.

This annual festival, which is hosted at Stirling Sports Village on **Saturday 17th August** and has been delivered by FVSE over the last 5 years is looking to encourage visitor dwell time in Stirling. Based on its very successful heritage tours held at the festival during the day last year, the organisers are now exploring opportunities as to how they can add **quality experiences** and **value to visitors** that have bought tickets.

"We are really dipping our toe in here" explains FVSE Director Matt McGrandles. "Sruighlea offers tourims visitors a fantastic opportunity to enjoy Stirling Highland Games. a **Food & Drink Festival** and our **Creative Arts Festival** so with 32% of last year's visitors coming from overseas we have a number of ideas planned for the future as to how we can start to encourage tourists to book more than 1 night in our fantastic city. This year's Friday evening tour will probably be for visitors that are already planning to come so we are just looking to add to their experience however we are already discussing our destination marketing plans with partners for future years."

As such Sruighlea 2019 is looking to offer visitors that have pre bought their Festival tickets online a **FREE walking tour** on Friday evening this year with talks surrounding **Ancient Stirling**. The FVSE team have already enjoyed the tour and have given it a big thumbs up but are not giving any more away than, "it's a tour that seems to pass in minutes because the talk is so engaging. You don't really want it to stop. Grave robbing, muskets and Bonnie Prince Charlie – it was fascinating!"

The 60 minute walking tour will be hosted by FVSE's tour leader Murray Cook at 19:00 on Friday 16th August and will start from a city centre location. Further details and updates can be found on the Sruighlea web site – www.sruighlea.scot – or by calling the FVSE office 01786 273556.

Media:







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