



Background as to why we have created this new APP and how it was created

TO CREATE A DIGITAL PRODUCT

- Through MBTAG P1 Funding - Budget allocated to create a new digital product for the destination to overcome challenges
- Multiple workshops and consultations to understand these challenges and the opportunities
- Could have been Augmented / VR but would only benefit small amount of businesses
- We wanted to create something that would be a great tool region/s wide
- Research undertaken into creating a tourism app
- Brief created and put out to tender in July 2018
- Appointment made to Learn to Love Digital late August 2018
- We have come so far... with some sheer hard work and determination

THE NEW APP FOR OUR DESTINATION

- Roadshow to meet all tourism contacts and groups in the destination including lots of you in this room
- Getting businesses and groups behind this great new tool
- Sourcing of content, images, and hand holding with businesses – backend access for businesses
- Creating routes and collections
- Audio recording sessions with story tellers, song writers and so much more telling a compelling story of the destination and immersing people in the destination
- Have worked with Edinburgh College Students – Thank you – getting the next generation involved
- History and Heritage workshops held in both destinations

- Meetings, Development and Creation!
- To create an app that overcame the challenges
- To create an app that told a compelling story
To create a tool for the industry, for people that live here, work here, and to make people want to come....
- Something that could be used on and offline
- Through MBTAG funding we were able to create something that was free for the industry to use
- Free to download from the APP store too!!

