

# VisitScotland app hits the Top 5 on iTunes

✘ An innovative iPhone app launched by VisitScotland at the end of last year is sitting above the likes of Tripadvisor and British Airways in iTunes' top free travel apps chart, boasting more than 15,000 downloads so far.

Produced in association with Historic Scotland and the National Trust for Scotland, the VisitScotland Days Out app capitalises on the Scottish staycation trend.

Launched in November and available to download free from the iTunes store, the app features an 'Inspire Me' button which allows the user to select their location, give the phone a shake and, fruit-machine style, it will spit out ideas for things to see and do in the vicinity.

Extensive information on days out from partners Historic Scotland and the National Trust for Scotland, VisitScotland Information Centres, ASVA attractions, a selection of Quality Assured visitor attractions and restaurants are all pre-loaded on to the app, along with various seasonal offers from tourism businesses nationwide. And, in the year of Active Scotland, activity providers such as surf schools, golf courses and places to hire bikes also feature.

Malcolm Roughead, Chief Executive of VisitScotland, said: "We're absolutely thrilled with the success of Days Out – VisitScotland's very first app. It has proved an innovative and useful tool for both visitors and locals and we hope that Days Out will prove an even bigger hit when it is 'refreshed' later this year, offering users twice as much to see and do."

Stephen Duncan, Historic Scotland's Head of Commercial and Visitor Operations, said: "Historic Scotland is very keen to promote the use of social media in order to reach new

audiences. The Days Out app has been a great success and is an engaging and innovative way to let people know about the wonderful visitor attractions they have in their vicinity.”

Ian Gardner, Marketing Manager of the National Trust for Scotland, said: “It’s great news that this app has proved so popular. We’re sure it’s encouraging lots of people to get out and explore Scotland and all the places that the Trust cares for all over the country.”