



Love Loch Lomond Set To Highlight Travel Experiences and Augmented Reality Interactive Guide at Expo

Love Loch Lomond, the official destination organisation representing Loch Lomond, The Trossachs and Clyde Sea Lochs, is looking forward to showcasing a host of exciting services and travel experiences at this year's VisitScotland Expo at the SEC in April.

Our destination offers a diverse range of products suitable for Groups, FIT and MICE clients. With unique outdoor adventures and activities for all ages and abilities from [In Your Element](#) and [Amazing Days](#) to 5 Star small-group sightseeing tours from [Experience Scotland's Wild](#). With key operators [Cruise Loch Lomond](#), [Sweeney's Cruises](#) and [Loch Lomond Seaplanes](#) offering a variety of Loch Lomond products including walking, cycling, nature-watching and unique air trips, visitors are truly spoiled for choice.

From luxury country house hotel accommodation by award-winning [Knockderry House](#), stunning lodge, restaurant and spa facilities from [Cameron House](#) to new fantastic glamping pods from [Stonemollan Luxury Pods](#), visitors have an array of accommodation options. A fun [Faerie Trail](#) for families in and around Luss, sea creature events and experiences at the [Sea Life Aquarium](#) in Balloch, plus pier-side trips aboard the [Maid of the Loch](#), a beautiful paddle steamer also berthed at Balloch.

Tempting local food and drink offerings serving seasonal Scottish produce include [The Oak Tree Inn](#) at Balmaha, delicious fish from [Luss Smokehouse](#), the [Balcony Bar and Grill](#) at Loch Lomond Shores and a trip to [Glengoyne whisky distillery](#) is a must-visit attraction.

Recently opened lochside venue, [The Shore](#), also based at Loch Lomond Shores, Balloch, offers luxurious, ultra-modern facilities for Weddings, Private Events & Celebrations for up to 300 guests with breath-taking views.

We are delighted to showcase a new guide developed by Independent tourist information publisher, Downtown City Maps, based in Helensburgh, Argyll, Scotland. They are claiming a world first with the introduction of fully interactive **augmented reality** throughout the Spring 2019 edition of its ever popular seasonal **In & Around Loch Lomond Magazine Guide**. For the first time readers will be able to fully connect with the printed page through a series of **ZapCodes** found throughout the pages of the magazine. By downloading the FREE **ZAPPAR** augmented reality app onto their smart phones or tablets (via Apple Store or Google Play) readers will be able to access rich and stimulating content

ranging from videos to photo slide shows, maps, direct call or email connections as well as event information and website links. (Pick up your copy from our stand D47).

Frank Willoughby, owner of Downtown City Maps, was keen to stress the level of innovation at work here “Augmented reality has been around for some years now but until now publishers like me have been put off by the cost and agency input required to deliver it. Until we found ZAPPAR, it was really hard to see how AR could ever actually fully integrate with what we do and really captivate the reader’s attention and more importantly, enhance their experience, and motivate bookings or enquiries. Now using the ZAPPAR app we can really fire the reader’s imagination by bringing them video, rich imagery and content that enables them to experience in advance a whole new level of tourist information exactly where they want it – through their phones or tablets. And then book it at the press of a button. This is NOT the same as QR codes - It really is a game changer!” said Frank.

Karen Donnelly, Destination Manager, Love Loch Lomond said, *“It has been another bustling year in the Loch Lomond area with an array of fantastic tourism providers offering great services to make a visit to the area truly memorable. We are therefore delighted to be attending VisitScotland Expo to showcase the best experiences and places that are available just a short distance from Glasgow in one of the world’s most stunning destinations.”*

Visit Love Loch Lomond on Stand D47 at VisitScotland Expo on Wednesday 10 & Thursday 11 April.

E: manager@lovelochlomond.com **W:** www.lovelochlomond.com

Twitter: @lovelochlomond **Facebook:** www.facebook.com/LoveLochLomond

Love Loch Lomond, The Old Station Building, Balloch Road, Balloch G83 8SS