



17 April 2023

## SUMMARY

- Stage 1 of the project to enhance Exmouth's visitor experience, delivered by the Shire of Exmouth and Exmouth Chamber of Commerce and Industry, is now complete.
- With the app now downloadable on iOS and Android devices, community members and visitors alike are encouraged to download it and provide feedback.

## EXPLORE EXMOUTH APP GIVES EXPLORERS A NEW WAY TO VISIT NINGALOO

Coinciding with the Total Solar Eclipse, stage one of the project, delivered by the Shire of Exmouth and Exmouth Chamber of Commerce and Industry, is now complete. Stages two and three to further enhance the app will be completed later this year.

With the app now downloadable on iOS and Android devices, community members and visitors alike are encouraged to download it and provide feedback.

Stage one encompasses event-related information for the upcoming Total Solar Eclipse Event on Exmouth and pertinent details for eclipse-goers, interactive wayfinding maps, events and activities, and business and restaurant listings. Subsequent stages will include self-guided walking and driving trails and so much more.

Exmouth's top attractions and most-loved places, including history and how to access the areas, will be heavily featured. Even long-time locals may discover hidden gems on the app. The project aligns perfectly with the Shire's commitment to sustainability and a greener future, with the app set to reduce paper and printing, as well as litter drastically. The app also works offline, making it a great resource for those travelling off the grid. Leading software development company Specialist Apps Pty Ltd. developed the app, co-funded by the Shire and the Exmouth Chamber of Commerce and Industry alongside the Department of Jobs, Tourism, Science and Innovation.

Along with the app, four digital kiosks have also been secured, which will be placed at locations in Exmouth with high visitor traffic. Three kiosks are already in place: one at the airport, one at the Ningaloo Centre, and a third prominently placed in the town centre.

The Explore Exmouth app is now available to download on your device. Please submit your feedback to [communications@exmouth.wa.gov.au](mailto:communications@exmouth.wa.gov.au) to help the app reach its full potential.

The fourth, the first of its kind, will be powered by solar and a wind turbine. The touchscreen kiosks embrace interactive technology to give people direct access to the Explore Exmouth app.

# Shire of Exmouth **MEDIA RELEASE**



## COMMENTS ATTRIBUTED TO THE SHIRE – SHIRE PRESIDENT DARLENE ALLSTON

"We are extremely excited to see the Explore Exmouth app get off the ground in time for the Total Solar Eclipse. We're hoping with the help and feedback from our community and those visiting the region, we can make the app an all-encompassing and immersive experience when it comes to experiencing Exmouth. So please download the app and provide us with your constructive feedback to ensure we can help deliver the utmost in visitor engagement."

"The Explore Exmouth app is an amazing opportunity to connect visitors with local businesses, and we can't wait to see the impact it makes firsthand."

## COMMENTS ATTRIBUTED TO THE EXMOUTH CHAMBER OF COMMERCE AND INDUSTRY – PRESIDENT DVID GILLESPIE

"It's great to see that our local business community will be able to utilise the app for promotion and advertising opportunities for and after the Total Solar Eclipse. We've been working closely with the Shire to ensure the app delivers the best outcomes for our business community."

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