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For immediate release

Explore Broome's rejuvenated precincts with new Shire app

A new interactive tool will help residents and visitors to Explore Broome's major precincts, learn about the town's history and discover our major attractions.

After collaborating with major local stakeholders for over a year, the Shire of Broome has released the Explore Broome app this month.

The app features interactive self-guided walking trails for the Town Beach and Chinatown precincts, while also linking to existing apps and sources of information.

These include the Jetty to Jetty trail app, Dinosaur Tracks app and Love Broome business directory.

The Town Beach walking trail is designed around heritage and the environment of the area, which has recently been the subject of a \$24 million redevelopment.

Chinatown has two trails; one showcasing the highlights and amenities of the precinct, and the other an arts and heritage trail.

Shire of Broome president Harold Tracey said the Explore Broome app would be an asset to the community and visitors to the Kimberley town.

"The Explore Broome app features audio material, videos, before-and-after sliders, website links and lots of interactive features to engage with anyone interested in our major precincts," he said.

"After major investment at both Town Beach and Chinatown over recent years, which has seen public art installations and a recognition of Broome's history, the new app will be a guide showcasing our town's precincts.

"The Chinatown trail will also help local retailers as it encourages visitors to 'linger longer' in our commercial hub.

"The app will continue to be updated by Shire officers, with plenty of other features that we hope to implement moving forward."

The Explore Broome app is currently live and can be downloaded from the Apple App Store or Google Play.

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MEDIA CONTACT:

Gareth McKnight, Marketing and Communications Coordinator – 08 9191 3483 / 0408 599 134

