

Scotland's Meetings and Incentive Travel Magazine

STIRLING

 Visit
Scotland | Alba™



WELCOME

In this edition of our meetings and incentive travel magazine, we shine a spotlight on Stirling and the wider region, showcasing its appeal as a host destination for meetings and incentives.

Discover a place where wellbeing, sustainability, and standout event experiences go hand in hand.

Our industry experts will inspire you with the local landscape and the opportunities for hosting your events in Stirling. We also invite you to explore venues that generate positive community impact. From exceptional culinary and cultural offerings to adventure and nature-based immersion, we open the doors to key venues and hotels in the area.

Looking for more inspiration? Our team is here to help you plan your next programme in Scotland. Get in touch with us at business.events@visitscotland.com

Neil Brownlee,
Head of Business Events, VisitScotland





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A snapshot of Stirling

Location

Set in the lush heartland of Scotland, Stirling is impressive to look at and the city is a focal point for history and culture. This is the perfect stage for purpose-driven meetings, events and incentive trips. Just 40 minutes from Glasgow and Edinburgh airports, the city offers fast and easy access for delegates. Modern conference facilities sit alongside world-class heritage, including magnificent Stirling Castle and the National Wallace Monument. These are exciting and atmospheric spaces that will surely inspire and impress.

Surrounding area

Beyond the city, Loch Lomond and The Trossachs National Park delivers a spectacular setting for incentives and team-building. Delegates can experience eco-cruises on the loch, forest bathing in ancient woodlands, or high-energy adventures that spark connection and creativity.

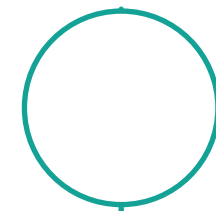
Accommodation and transport

A wide range of accommodation is on offer in the area, from contemporary hotels to grand country estates. Strong transport links place Stirling at the intersection between national and international markets, customers and talent. Pair this with Scotland's meaningful commitment to sustainability and you have an unforgettable location for your next event.

HOW YOUR EVENT COULD LOOK

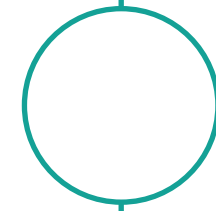
A sample itinerary

Day one



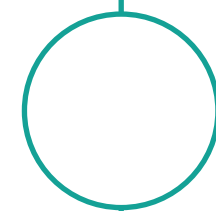
Arrival and welcome

Delegates gather at **Apex Dunblane Hydro**, a venue that combines elegance with functionality. Morning coffee is served in the light-filled lounge, setting the tone for a productive day.



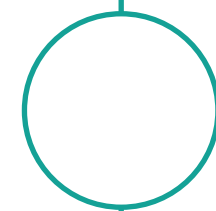
Morning presentations

The main conference session begins in the hotel's spacious ballroom. Natural light and countryside views create an inspiring atmosphere for presentations and discussion.



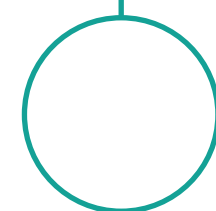
Breakout sessions

Smaller meeting rooms host focused workshops and strategy sessions. Each space offers privacy and comfort, ideal for collaboration and creative thinking.



Networking lunch

Enjoy a seasonal menu featuring locally sourced Scottish produce. Delegates connect over fresh, sustainable dishes before returning to the afternoon programme.

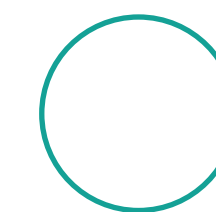


Gala dinner

As evening falls, the **Great Hall at Stirling Castle** becomes the stage for an unforgettable gala. Scotland's largest medieval banqueting hall seats up to 300 guests for dinner or 400 for receptions. Vaulted ceilings, a minstrel's gallery, and centuries of history create a dramatic backdrop. Enhance the experience with themed entertainment – jesters, falconry, or historical re-enactments – bringing the past to life.

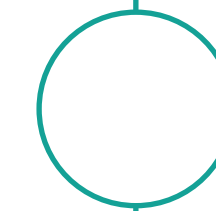


Day two



A day of activities

Head to **Loch Lomond and The Trossachs** and start with a guided hike through ancient woodland or an adrenaline-fuelled 4x4 adventure. For a creative twist, try a canoe treasure hunt on the loch. These activities energise teams and build lasting connections.



Over night stay

Conclude at **Cameron House**, a Luxury retreat offering luxury, sustainability, and serene lochside views – the perfect finish to your event!

WELLBEING AND RESPONSIBILITY

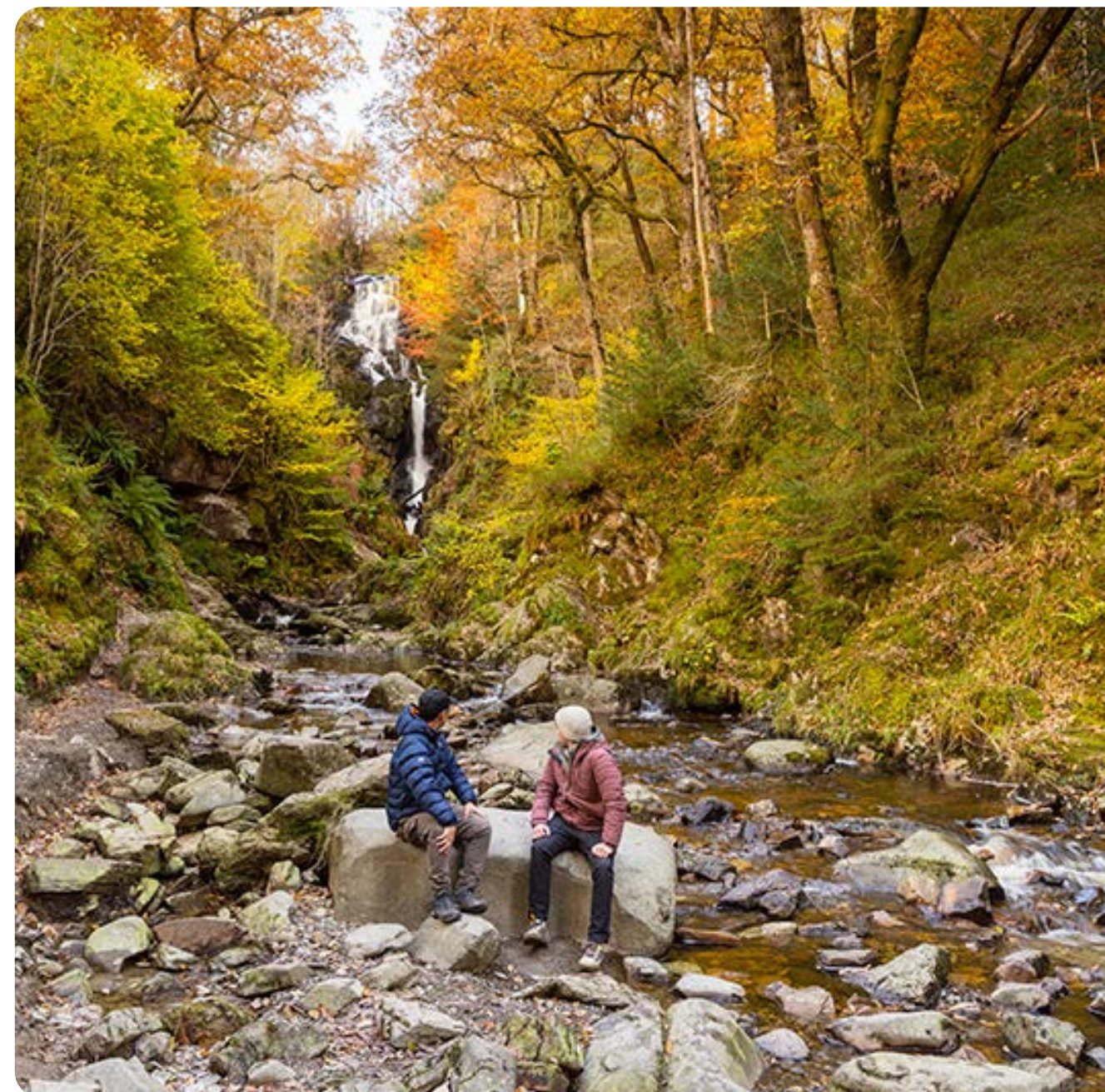
Scotland is one of the best places in the world to step outdoors for a change of pace. This is especially true in Stirling, Loch Lomond and The Trossachs, where event organisers can take advantage of the thrilling landscapes and nature in the area. Indoors or outdoors, delegates will feel refreshed and inspired here with some great Scottish experiences on offer.

Venues like Stirling Court Hotel or Hotel Colessio offer bright, spacious rooms and natural light to create an energising setting for meetings. Add a morning yoga or breathwork session to focus the mind, followed by a networking lunch full of seasonal Scottish produce.

In Queen Elizabeth Forest Park, forest bathing offers quiet moments beneath towering pine trees, while a wild swim in Loch Venachar brings restorative clarity. At Cromlix, a luxury country house hotel, wellness takes centre stage with spa treatments and tranquil garden walks – perfect for winding down after a busy day.

Sustainability is all part of the experience at a Scottish business event. Cameron House is a good example, as it champions energy-efficient systems and zero-waste dining, while Stirling Venues at the University leads with green operations and community engagement. Incentive activities can include tree planting initiatives in The Trossachs or a visit to Deanston Distillery, where traditional distilling accepts the challenge of modern environmental responsibility.

This is an area where menus are locally sourced, transport options are low-emission, and each detail reflects Scotland's commitment to responsible events. Focusing on wellbeing and sustainability can genuinely connect people and create lasting impact beyond your event.



LOCAL PERSPECTIVE ON BUSINESS EVENTS

Setting the scene

Stirling's history and landscape actively influence how meetings and events are designed and experienced.



Representing one of Scotland's most iconic landmarks, **Lindsay Hammond, Marketing Officer, from The National Wallace Monument** shares her insights into Stirling as a business events host and the Monument's unique value for the sector.

'From my position at the National Wallace Monument, I see Stirling as a growing meetings and events host. Stirling's distinctiveness starts with its central location and strong transport links, making it accessible from across Scotland. Yet what often surprises organisers is the breadth of what lies not only in, but beyond the city centre: a wide range of venues, accommodation, food and drink providers, and easy access to the surrounding countryside and the Loch Lomond and The Trossachs National Park.

History, heritage and landscape here actively influence how meetings and events are designed and experienced. Many bespoke events draw on Stirling's rich Scottish heritage, cultural attractions and dramatic setting of hills, lochs, forests and munros. This might take the form of a Burns-themed evening, or outdoor team-building activities that use the natural environment to shift delegates out of a traditional conference and event mindset. Seasonal variation further encourages creativity, opening opportunities for events focused on wellbeing, education, rest and relaxation, or adventure, often extending into evenings or weekends.

The National Wallace Monument functions very differently from conventional event spaces. It is a unique, historic structure that hosts everything from intimate tours to welcome receptions. Events here offer exclusive access and the opportunity to immerse guests in history while enjoying panoramic views over the city. Capacity is limited to around 40 guests, with accessibility being a key consideration due to the 246 steps up a spiral staircase. The Monument is ideal for entertainment-led, small-group or incentive-style experiences.

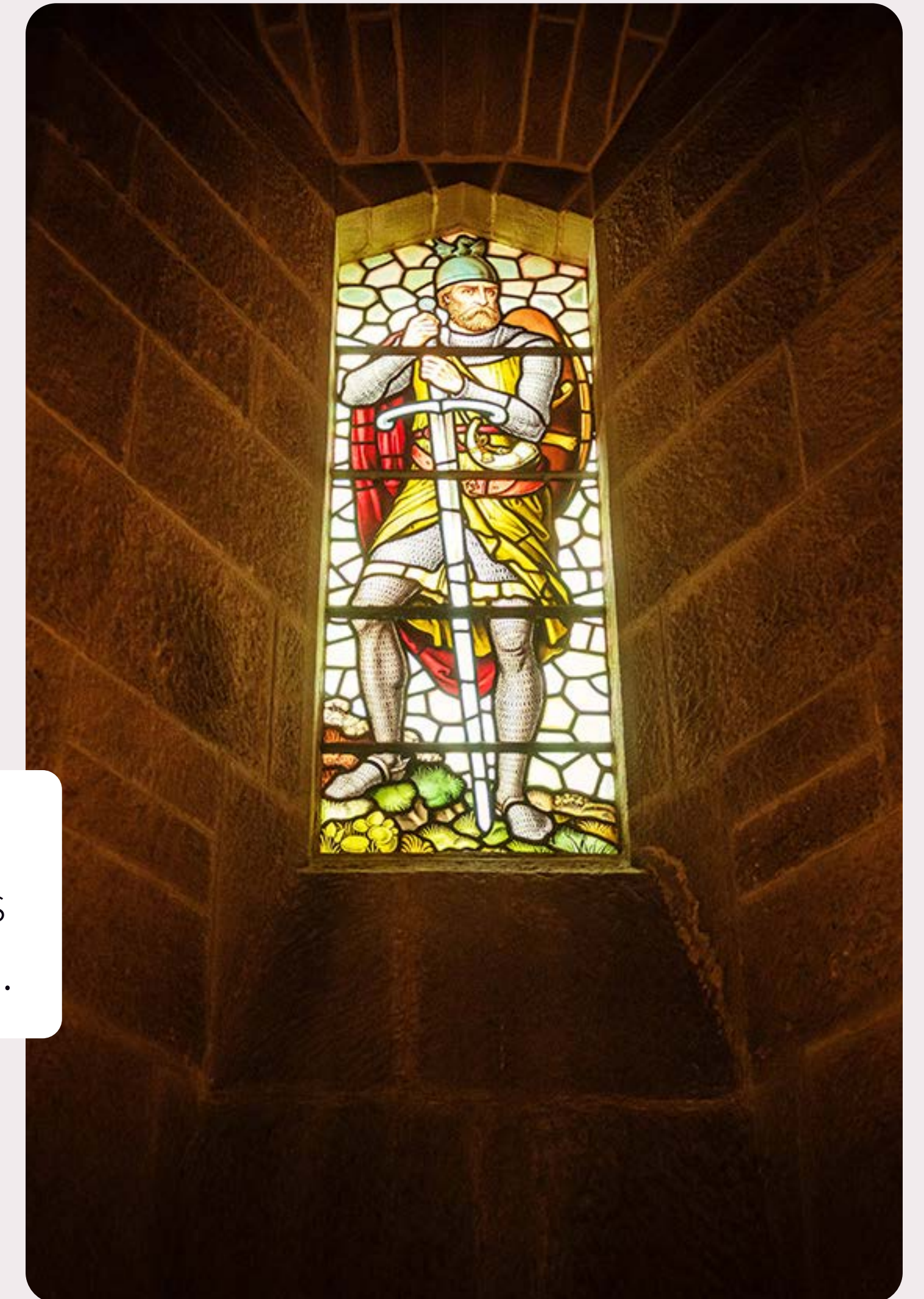
The groups that connect most strongly with the Monument tend to be those seeking private tours, team building or activity-led programmes as part of a wider event. Delegate feedback is consistently very positive, with particular appreciation for the unique setting, the knowledgeable and welcoming staff, and the opportunity to visit exclusively outside normal opening hours. The team at The National Wallace Monument work with organisers to help build a bespoke, social event and are able to host activities such as whisky tasting, storytelling performances, tartan weaving and themed food and drink.

*Cultural references also play a role in the Monument's evolving identity. Its influence on the laboratory design in Guillermo del Toro's *Frankenstein* has attracted new audiences, particularly film tourists. It has enhanced the Monument's visibility and offers scope for film or literature-themed events. This may be relevant for those looking to host a seasonal themed event. For instance, around Halloween.*

Across Stirling and the wider region, collaboration is essential. Close working relationships between venues, accommodation providers, destination partners and local suppliers help deliver authentic and personalised experiences. Organisers are supported throughout the planning process, with personal input and local recommendations when needs cannot be met in one place. Encouraging the use of local suppliers and artists supports the community and creates memorable events.

Looking ahead, Stirling will continue to grow as a business events host. Its central location, combined with the demand for in-person events as well as unique, cultural, wellbeing and adventure-focused experiences, positions the region well. Heritage venues like the National Wallace Monument will continue to offer distinctive settings for events that value story, place and experience over scale.'

Encouraging the use of local suppliers and artists supports the community and creates memorable, local community based events.





BUSINESS EVENTS WITH PURPOSE

Making an impact



Tolbooth and The Albert Halls, two of Scotland's leading cultural venues in Stirling, place community impact at the heart of their business events offering. We spoke with **Tara McLouglin, Artistic Director and Venues Manager at Stirling Council**, about how business

events can create meaningful, lasting benefits for the local community.

Working closely with local businesses, education providers and creative partners, these iconic civic venues support event organisers in delivering responsible business events that contribute to the local economy, skills development and cultural life of the city.

Tara explains: *"We're always thrilled to host business events - as they bring people together around shared ideas and ambitions. When they're hosted in venues like ours, with strong local and cultural connections, they can inspire new ways of thinking, create meaningful cultural exchange and leave a positive impact that extends far beyond the event itself."*

This commitment is reflected in how events are delivered in practice at the venues. Organisers are encouraged to work with trusted local suppliers for food, drink and event support, helping to keep spend

within the region while ensuring high-quality delivery. The venues' strong cultural and community connections also create opportunities to collaborate with local musicians, performers and community arts organisations, adding a distinctive, Stirling-specific dimension to conferences and incentive programmes.

"Event organisers can also feel confident that sustainability underpins our offering. Our approach supports events that align with wider sustainability and responsible tourism objectives, without adding complexity for organisers."

By choosing these venues you are helping to support their community engagement programmes, such as The Sunshine Singers (a singing group for those living with dementia and their carers delivered in partnership with Stirling Cares) or Pump Up The Jam (an accessible youth music programme supporting young people into music).

Tara concludes: *"With some of our core aims to support local culture, commerce and community, civic venues like the The Albert Halls and Tolbooth have a unique role to play in responsible business events. By working with local suppliers, creatives and educators, business events at venues like ours support local livelihoods while offering delegates something genuinely distinctive and rooted in place."*



A spotlight on Ardoch Loch Lomond

This is a profit-with-purpose venue and accommodation overlooking the breathtaking Loch Lomond in the heart of the Trossachs National Park. Owned and operated by Children's Hospices Across Scotland (CHAS), the exclusive-use venue was gifted in full by Peter Armitage, who ran the estate as a social enterprise for nearly 15 years. All profits support CHAS's vital work providing palliative, respite and end-of-life care to babies, children and young people across Scotland with life-shortening conditions. From spectacular exclusive-use events to woodland wellness retreats and bespoke corporate away days, every event at Ardoch Loch Lomond creates lasting impact, helping CHAS bring moments of joy and comfort to the families it supports.

A spotlight on The Barracks Conference Centre

The Barracks Conference Centre is The Robertson Trust's purpose-driven event hub in the heart of Stirling. The Robertson Trust is an independent grant-making organisation working to prevent and reduce poverty and trauma across Scotland. Opened in 2019, The Barracks offers high-quality conference and meeting spaces with social impact at their core, designed to be inclusive and welcoming for charitable organisations such as Aberlour Scotland's Children's Charity, Children's Health Scotland, Dyslexia Scotland and Stirling Carers. By hosting your event here, you support a vibrant community of charities based on site. Set within a historic building full of character, the venue combines flexible spaces across two floors with modern facilities and state-of-the-art technology to deliver professional events with lasting impact.



FOOD, DRINK AND CULTURE



After hours at the Wallace Monument

Give VIPs private access to Stirling's iconic Wallace Monument. Arrange exclusive hire after the attraction closes, guided storytelling sessions, costumed performances and even a whisky tasting on the Crown at the summit. How about bespoke lighting in your brand colours. The monument team can build tailored evenings around product launches or client entertaining.

Warehouse tastings at Deanston Distillery

Host a connoisseur session inside Deanston's historic distillery on the River Teith. Pair a behind-the-scenes tour with a cask strength warehouse tasting, revealing the site's industrial story and sustainability ethos. Options range from standard tours to premium warehouse experiences for groups.

Tolbooth creative takeover

Set a team challenge in Stirling's award-winning Tolbooth arts hub just below the Castle. Use the recording studio, small galleries and flexible rooms for podcast drop-ins, songwriting sprints or visual arts workshops led by local creatives. Wrap things up with an intimate showcase in the Grade A listed venue.

Forage, falcon and feast at Cromlix

Build a slow, luxury afternoon for delegates at Cromlix, famously owned by Andy Murray. Think guided foraging with an expert, falconry encounters on the lawns, spa salts and tea blends wellness workshops, and a chef led tasting in the Glasshouse. Tennis masterclasses and lochside walks add optional outdoor fun for incentives.



Stirling Highland Hotel Observatory

Swap cocktail hour for a rooftop observatory tour above Stirling at this beautiful building, home to a working 1889 Newtonian telescope. In partnership with the local astronomical society, schedule stargazing demonstrations as a memorable nightcap to your conference day.

Meet the makers at Stirling Farmers' Market

Curate a guided tasting walk through the Stirling Farmers' Market on Port Street, which happens twice a month. Meet small producers, sample seasonality, and source local treats for your refreshment breaks. Find out more about sustainability in the area at the Trees for Life grove.

Battle of Bannockburn Visitor Centre

Turn leadership learning into theatre at The Battle of Bannockburn visitor centre. This cutting edge 3D experience puts teams inside the tactics of a medieval battle. Facilitators can link decision making under pressure to modern business goals before a delicious lunch.

Loch Lomond Adventures

Get ready for 4x4 offroad guided drives with kilted instructors along panoramic hill tracks; pony trekking above the loch for small groups; and made-to-measure team challenges such as canoe treasure hunts and Highland Games. Tie this in with hosting at Cameron House or other waterside venues.



THE NATURAL PLAYGROUND



High ropes and zipline at Go Wild

Elevate your delegates with a treetop adventure at Go Wild Loch Lomond. Over 27 obstacles and five exhilarating ziplines, groups build trust and courage in the canopy above Balloch. These courses blend technical challenges with quality time in the forest, ideal for bonding after meetings.

Guided ebike discovery

Keep up the good vibes on a gentle e-bike tour from Callander. Led by local guides, routes range from 3 to 5 hours along the shores of Loch Katrine, including refreshment and folklore stops. The perfect activity for opening conversation through shared exploration.

Multi-activity team challenge

Design a programme for your teambuilding day with Loch Lomond Leisure, featuring physical and mental challenges (e.g., memory games, giant Jenga, plank walks), interspersed with speedboat trips, Highland Games, or pub quizzes.

4x4 hilltop drives

Unleash the team spirit with a half or full-day bespoke driving adventure from 4x4 Adventures Scotland. Delegates take the wheel (or ride shotgun) through historic estate tracks in Land Rover Defenders, led by charismatic, kilted guides. Routes have panoramic views over Loch Lomond and Loch Long, punctuated by engaging off-road challenges and team-building moments.

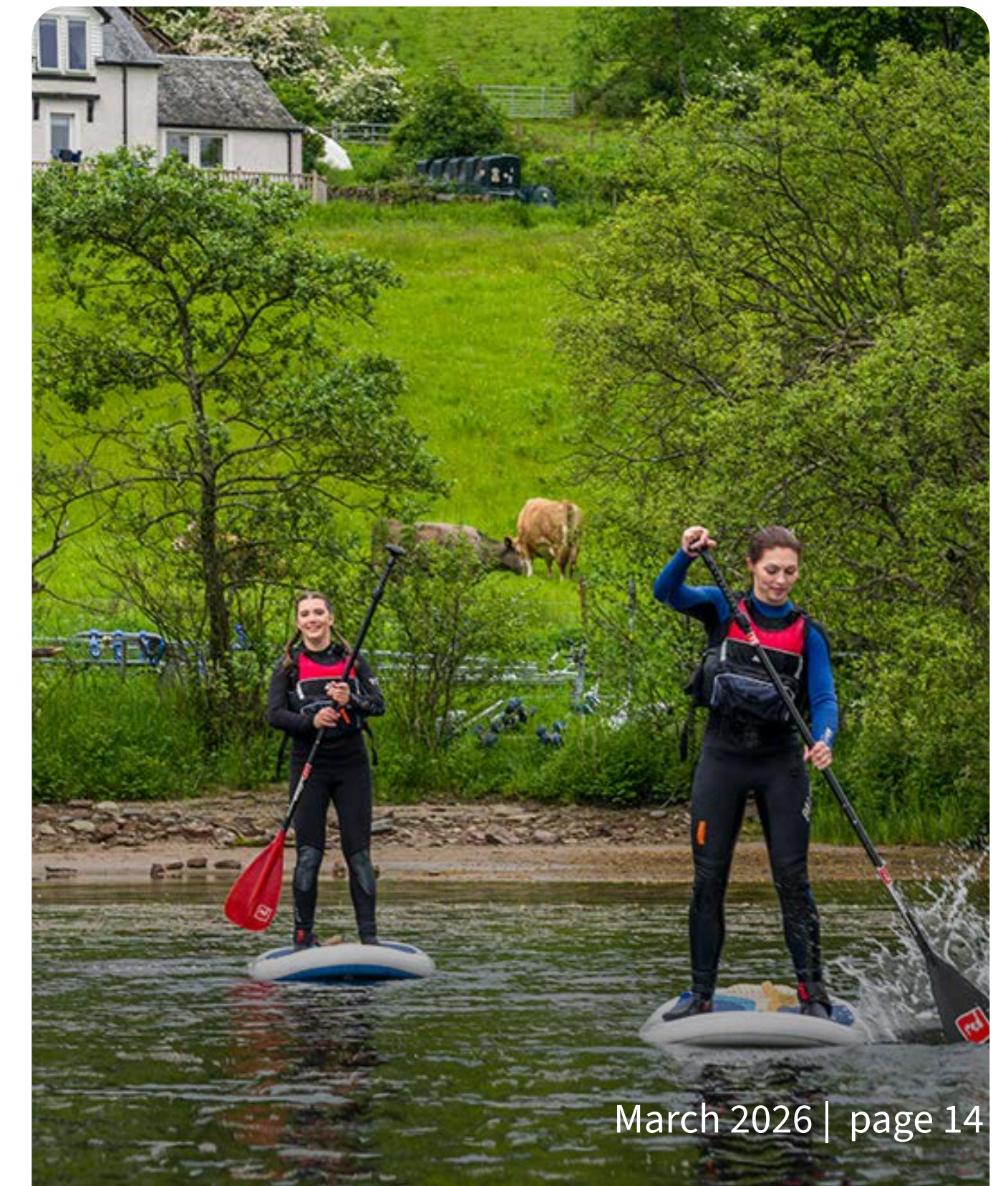


Wildlife boat safaris

Book the Cruise Loch Lomond fleet for an immersive loch safari. Combine private charters with storytelling, onboard wildlife spotting, island picnics, tree planting, whisky tastings, or an intimate Highland Games on a secluded shore.

Stand-up paddleboarding safari

From Luss beach, take to the water with a 2-hour guided SUP tour led by qualified coaches. Fleets of stand-up paddleboards bring teams close to the loch's wildlife and islands. This is a serene, interactive, and fully guided activity for all levels.



EXPLORING STIRLING

Travel and transport

Put simply, Stirling, Loch Lomond and The Trossachs is a highly accessible meetings and incentive programmes host. Stirling's location and transport infrastructure means delegates can arrive and move around the region with ease and efficiency.



Airports

Glasgow and Edinburgh International Airports are both approximately 40 minutes away, connecting the region to over 120 global markets. These airports handle a mix of short and long-haul flights, making international delegate attendance seamless.

Rail

Stirling railway station is among Scotland's busiest, serving around 3 million passengers annually. Regular departures run to Glasgow in about 45 minutes and Edinburgh in 30 minutes. From 2026, new services will link Stirling directly to London Euston via Lumo, complementing existing direct services to London King's Cross and the Caledonian Sleeper.

Road network

Strategically positioned at the junctions of the M9 and M80 motorways, Stirling is under 40 minutes' drive from both Glasgow and Edinburgh. Road connectivity also supports easy access to Grangemouth Port – just 15 minutes away – along with key logistics routes by motorway.

Low carbon transport

Delegates can make eco-conscious travel choices here. The Castleview Park and Ride is equipped with one of the UK's largest EV charge point hubs, powered by solar panels and integrated into the ChargePlace Scotland network. Stirling sits on the Electric A9 route, supporting EV travel throughout northern Scotland.



Sustainable public transport

Local bus services connect Stirling with Loch Lomond, The Trossachs, and the wider region, supported in part by the ambitious "Walk, Cycle, Live Stirling" initiative.

Moving around the area

Once in Stirling, groups can opt for high-capacity coach transfers or low-carbon shuttles between venues, including hotels, conference centres, and outdoor sites. Train travel also allows fast day trips to surrounding destinations for off-site excursions.



THE LIST

Hotel and venue spaces

Cameron House on Loch Lomond

Cameron House offers an exceptional setting for meetings and events, just 25 minutes from Glasgow Airport. Nestled on Loch Lomond within the stunning Loch Lomond and Trossachs National Park, it inspires creativity and focus. The resort features seven versatile function spaces for 12–600 guests, all with natural daylight and state-of-the-art technology. Beyond the boardroom, enjoy five restaurants, three bars, a world-class spa, and a range of team-building and leisure activities, including whisky tastings, water sports, 4x4 adventures, and private Loch cruises. Exclusive-use options create truly memorable, tailored corporate experiences in a breathtaking Scottish setting.

Cromlix

Cromlix is a luxurious Victorian mansion set in 34 acres of secluded grounds near Stirling. Featuring 15 bedrooms, a chapel, meeting rooms, and the acclaimed Chez Roux restaurant, it offers an exclusive, elegant setting for corporate events, meetings, and retreats, blending historic charm with modern luxury and impeccable service.

Hotel Colessio

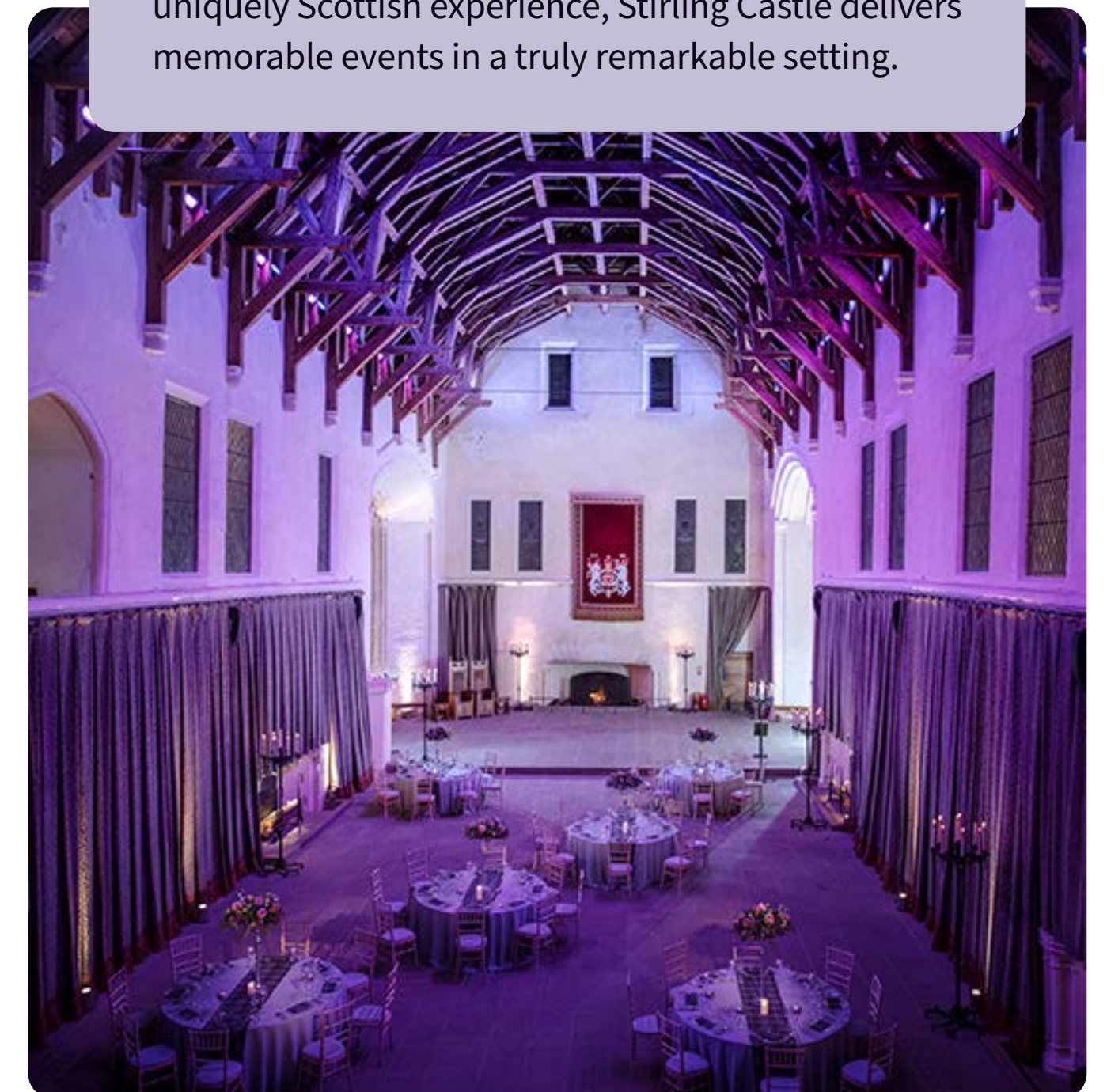
Hotel Colessio is a stylish boutique venue in the heart of Stirling, housed within a beautifully restored Victorian landmark. Offering elegant event spaces for up to 250 delegates, premium catering, and dedicated technical support, it's ideal for conferences, product launches, gala dinners, and bespoke corporate events.

Stirling Court Hotel

Set amidst 300 acres of beautiful parkland, the calm, tranquil surroundings of Stirling Court Hotel allow you to hear yourself think. Stirling Court Hotel is a place that is sure to inspire you and make you feel instantly rejuvenated and motivated.

Stirling Castle

Towering over the surrounding countryside, Stirling Castle is one of Scotland's most prestigious and iconic event venues. Ideally located between Edinburgh and Glasgow, it offers easy access for guests. The Great Hall, Scotland's largest medieval banqueting hall, seats up to 300 for a gala dinner, creating an unforgettable setting. For pre-dinner drinks, the Chapel Royal or Queen Anne Gardens provide elegant options. Guests enjoy exclusive evening use of the Castle, while the Great Hall Vaults can host daytime meetings for up to 50 delegates. Combining historic grandeur with a uniquely Scottish experience, Stirling Castle delivers memorable events in a truly remarkable setting.



Apex Dunblane Hydro Hotel

Apex Dunblane Hydro Hotel is a classic Scottish venue, combining grand historic architecture with modern comfort. Offering versatile event spaces from boardrooms to ballrooms, excellent leisure facilities, and easy access to Stirling, Edinburgh, and Glasgow, it provides an inspiring setting for conferences, meetings, and corporate events.

Ardoch Loch Lomond

Ardoch Estate is an exclusive-use venue on Loch Lomond, offering stunning views and 133 acres of private grounds. With versatile event spaces, 18 ensuite bedrooms, and adaptable interiors, it's ideal for corporate meetings, retreats, and special occasions, combining inspiration, privacy, and purpose to support the CHAS charity.



The Albert Halls

An intrinsic part of life in Stirling for generations The Albert Halls Stirling is a proud and dominant Victorian era venue in the heart of Stirling city centre. The doors of this wonderful building designed by William Simpson, were first opened in 1883 and guests were welcomed to a performance of Handel's Messiah.

The Barracks Conference Centre

The Barracks Conference Centre is Stirling's charity hub, offering modern, affordable meeting and event spaces in a central location. With state-of-the-art technology and flexible rooms for 8 to 170 delegates, it provides an inspiring setting for meetings, conferences, and events that bring people together with purpose.

The Stirling Highland Hotel

Set within a striking Victorian landmark in the heart of Stirling, the Stirling Highland Hotel offers an exceptional setting for business events. With versatile meeting spaces for up to 200 delegates, modern facilities and luxury accommodation, it's ideal for meetings, conferences, and corporate events.



The National Wallace Monument

Stirling's iconic landmark rises above the battlefield where William Wallace secured victory at Stirling Bridge, telling the story of Scotland's national hero. Host an unforgettable event at the National Wallace Monument, offering panoramic views and a dramatic, inspiring setting for receptions and intimate corporate gatherings.

Tolbooth

Tolbooth Stirling is a distinctive cultural hub in the heart of Stirling. Combining live music, arts, talks, and creative spaces with excellent local catering, it offers an inspiring, flexible setting for memorable business events and networking experiences.



University of Stirling Venues

University of Stirling Venues is a top choice for meetings and conferences in central Scotland. University of Stirling Venues' team delivers seamless events, from board meetings and product launches to large-scale conferences and exhibitions. Set within 330 acres of stunning campus grounds, the venue offers 11 lecture theatres, 70 breakout rooms, dedicated exhibition spaces, and flexible meeting rooms. Excellent transport links, private dining, banqueting, and drinks receptions ensure a complete experience. Residential and day delegate rates are available. All surplus income is reinvested into the University, supporting future students while providing exceptional, memorable events for delegates.



For more information about business events in Scotland, please contact us at business.events@visitscotland or visit [BusinessEvents.Scot](https://www.visitscotland.com/business-events)

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