Cairngorms National Park
What’s special about the Cairngorms National Park?

The largest area of high ground in Britain - more like the Arctic than Scotland
The largest area of native woodland in Britain
The best examples of mountain and bog forest
Some of the purest water in Europe
Home to 18,500 people
Cairngorms National Park Partnership Plan 2017-2022

Partners:
- Aberdeenshire Council
- Angus Council
- Association of Cairngorms Communities
- Backbone Cairngorms Business Partnership
- Cairngorms Community Broadband
- Cairngorms National Park Authority
- Cairngorms Trust
- Community Broadband Scotland
- Community Councils
- Community Development Trusts
- Confor
- Crown Estate Scotland
- Education Scotland
- Federation of Small Businesses
- Forest Enterprise Scotland
- Forestry Commission Scotland
- Game & Wildlife Conservation Trust
- Highlands and Islands Enterprise
- Historic Environment Scotland
- James Hutton Institute
- John Muir Trust
- Moray Council
- Moray Speyside Tourism
- National Farmers Union Scotland
- National Health Service for Scotland
- National Trust for Scotland
- Outdoor Access Trust for Scotland
- Perth & Kinross Council
- Ramblers Scotland
- Royal Society for the Protection of Birds
- Scottish Council for Development and Industry
- Scottish Enterprise
- Scottish Environment Link
- Scottish Environment Protection Agency
- Scottish Futures Trust
- Scottish Gamekeepers Association
- Scottish Government
- Scottish Land and Estates
- Scottish Natural Heritage
- Scottish Water
- Skills Development Scotland
- SportScotland
- Sustrans
- The Highland Council
- Transport Scotland
- University of Highlands and Islands
- Visit Aberdeenshire
- VisitScotland
National Park Outcomes

Our headline long-term outcomes for the National Park are:

**Conservation**
A special place for people and nature with natural and cultural heritage enhanced

**Visitor Experience**
People enjoying the Park through outstanding visitor and learning experiences

**Rural Development**
A sustainable economy supporting thriving businesses and communities
1.8 m visitors

£209 m

43% employed in visitor economy

25% of UK’s Rare & Endangered Species
Cairngorms National Park Visitor Survey Summary 2014/15

WHAT COULD BE IMPROVED?

51% Nothing

9% Weather and snow
3% Longer opening times
3% Cheaper attractions
2% Quality & choice of catering & retail
2% Signage
2% Cheaper restaurants & shops
2% Roads

EXPECTATION

90% Positive Prior to visit

VISITOR SCORE

8.8 OUT OF 10

• Increase from 8.3 out of 10 in 2009/10 survey
• Scores were uniformly high from all visitors, at all interview locations

EXPERIENCE

93% Positive Once in the Park

96% love the Park
98% recommend the Park
93% would visit again
83% value for money

91% aware they are in a National Park

National Park status influenced decision to visit

93% of those aware before visit

27% Scotland
39% Rest of UK
63% Overseas

47% can describe Cairngorms National Park brand

ABOUT THE RESEARCH

2553 face-to-face interviews
30 interviewing locations

Interviews spread throughout the year from May 2014 to April 2015, and on various days of the week.
Repeat of previous surveys in 2003/4 and 2009/10.

For more information about the survey please visit www.cairngorms.co.uk

www.cairngorms.co.uk
Why People Visit

Beautiful scenery/landscapes: 69%
Peace/tranquility/relaxation: 38%
Thriving wildlife/nature: 34%

CNPA 2015
What Visitors Do

- General sightseeing/Just relaxing: 56%
- Walking – low level: 44%
- Visiting attractions: 38%
- Eating out: 26%
- Taking photographs: 14%
- Walking – high level: 14%
- Cycling/Mountain Biking: 13%
- Skiing/Wintersports: 13%
- Watching wildlife: 12%
- Watersports: 2%
- Climbing/Mountaineering: 2%
- Golf: 1%
- Other: 4%
- None of these: 1%

The majority of visitors take part in fairly relaxed activities, such as sightseeing, walking, visiting attractions and eating out. Between 13% and 14% mentioned more active sports such as cycling, skiing and hill walking.
30,000 vehicles per day  (LA & TS vehicle counts)
180,000 visitors per year to two VIC’s and now 10 Local Information Centres
28% visitors say they have been to a Ranger Base – all with upgraded interpretation
Make it Yours
200 businesses and events have successfully applied to use the logo
Tourism: Action + Change
Tourism Action Plan for the Cairngorms National Park 2017-2022

Cairngorms Nature
Action Plan 2019-2024
SnowRoads. 90 miles of ________
High Expectations and High Satisfaction

Perceptions of the National Park

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<thead>
<tr>
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<th>2014-15</th>
<th>2009-10</th>
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<tbody>
<tr>
<td>TOTAL AGREE/AGREE STRONGLY</td>
<td></td>
<td></td>
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<tr>
<td>The Park seems well managed and cared for</td>
<td>97%</td>
<td>88%</td>
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<tr>
<td>Information about the National Park is easy to find / access</td>
<td>85%</td>
<td>84%</td>
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</tbody>
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98% would recommend to a friend
96% Yes
QUESTIONS?
• 30,000+ John Muir Awards
• 300+ Junior Rangers
Importance of being a National Park

CNPA 2015
A lone hiker stands at the top of cliffs (Devil’s Point) overlooking a valley in the Cairngorms National Park, Scotland.
So What?
INVERESHIE and INSHRIACH: a visit here can take you through Caledonian pinewoods right up to the mountain plateau, where you might spot mountain hares and Arctic specialists such as dotterels and ptarmigans.
What do Visitors Want?

• Quality
• ‘Green’
• Authentic and Distinctive

• Over half said that being a National Park was important reason for visiting

23% come on personal recommendation