

Cairngorms National Park



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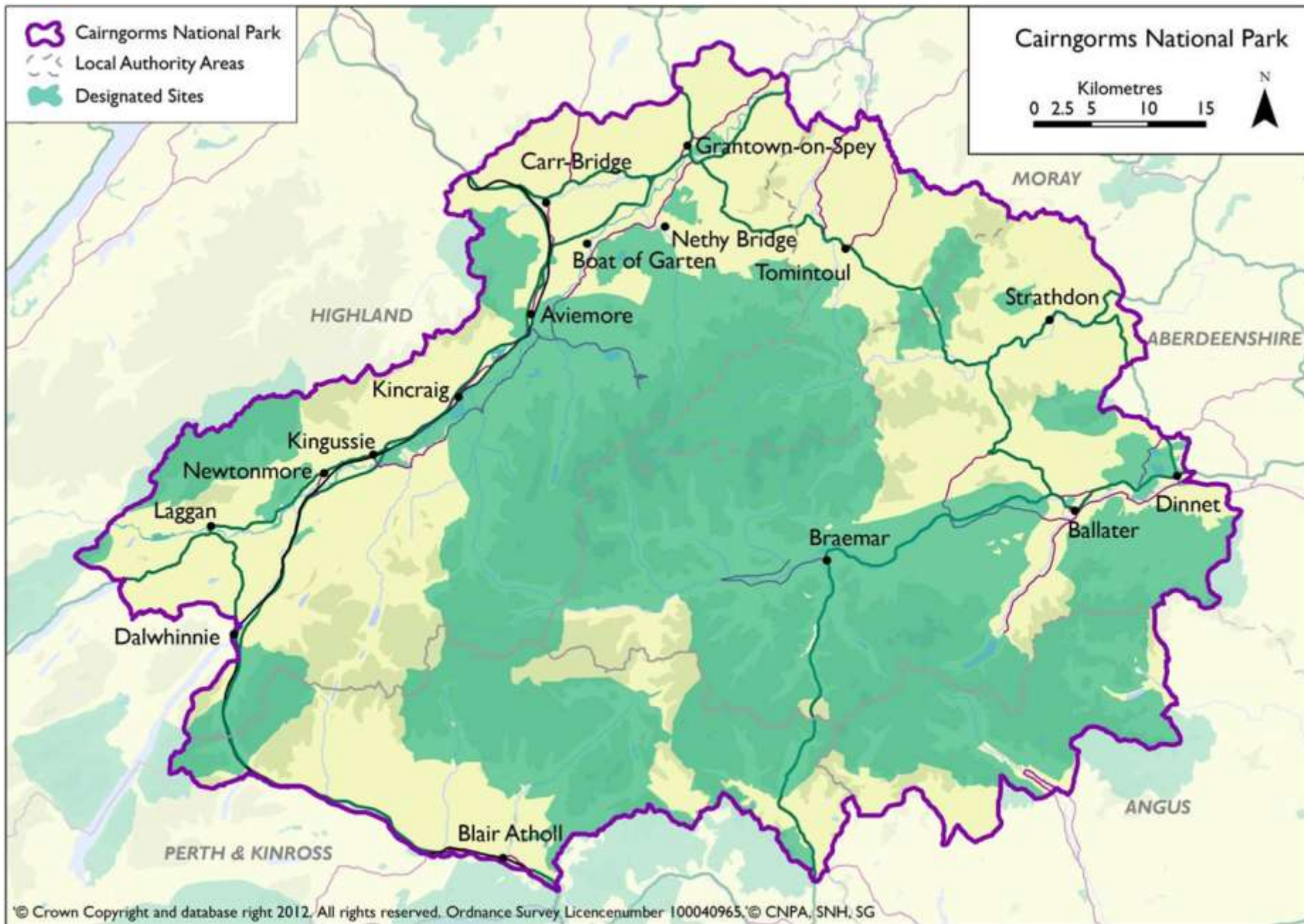
Local Authority Areas



Designated Sites

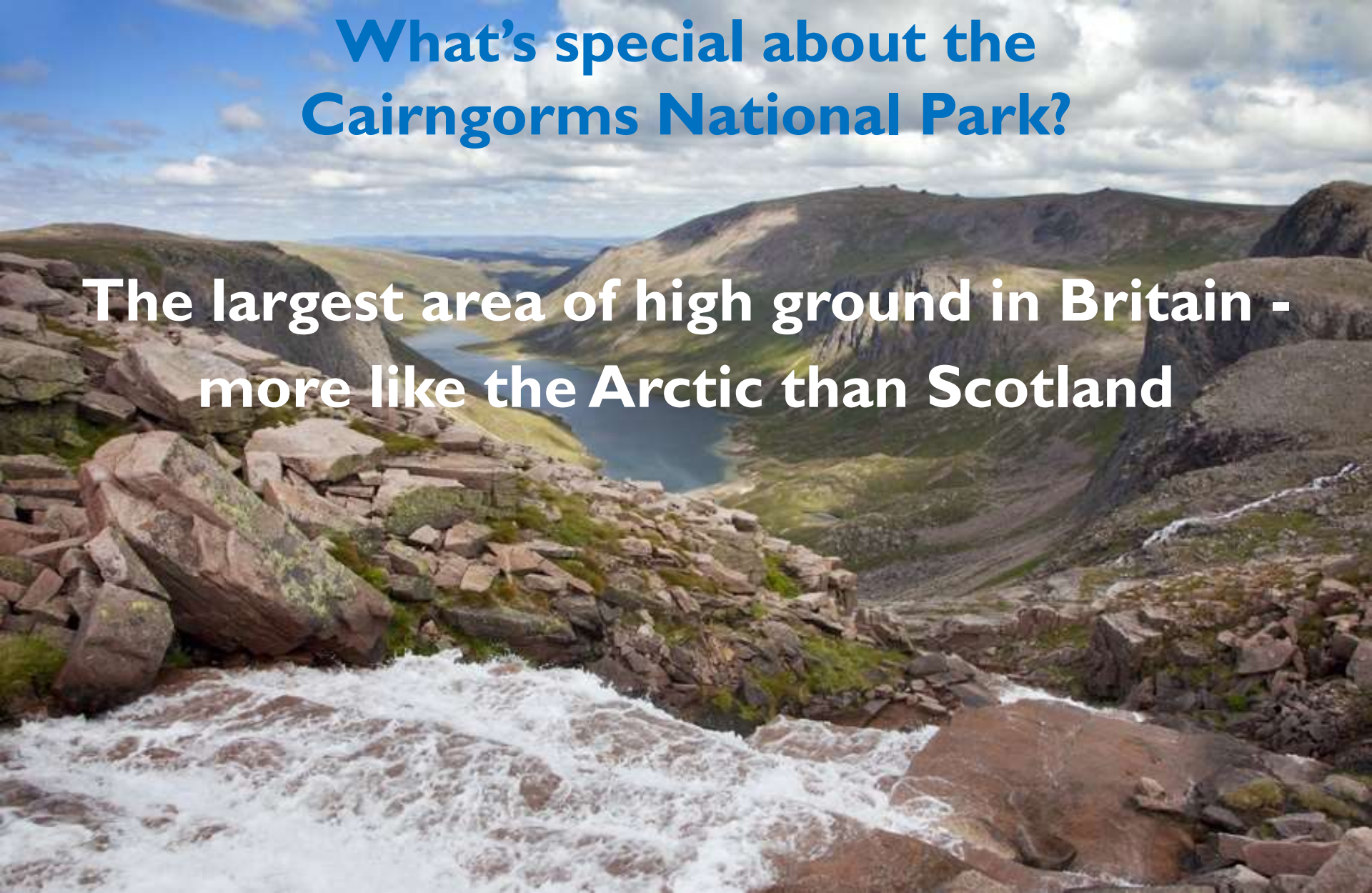
Cairngorms National Park

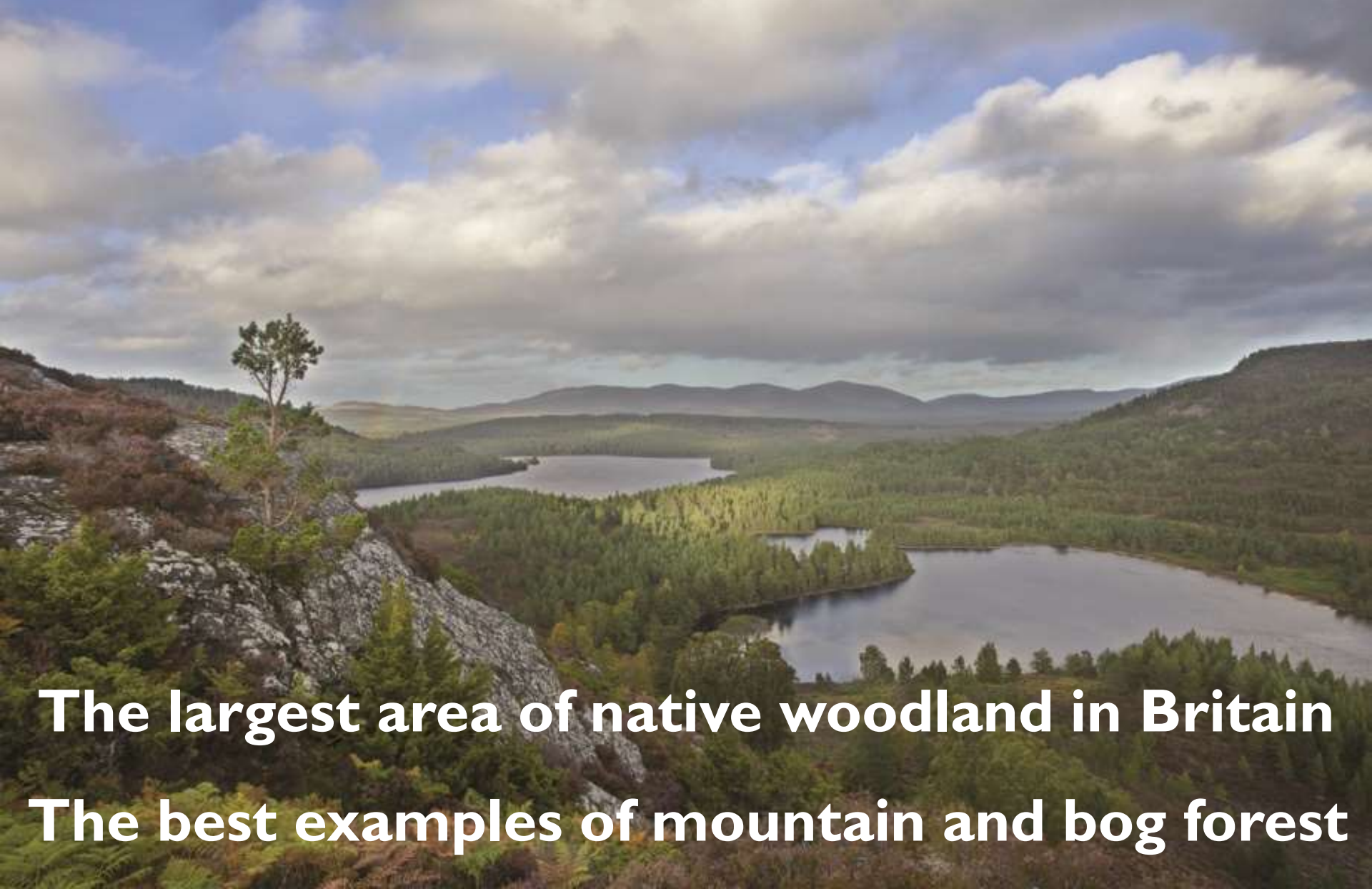
Kilometres
0 2.5 5 10 15



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





MANAGEMENT PLANS

**Cairngorms National Park
Partnership Plan 2017-2022**



**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
VisitAberdeenshire
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

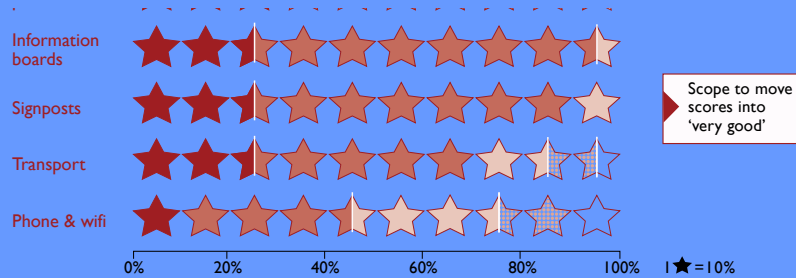
STEAM

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%
Signage

3%
Cheaper attractions

3%
Longer opening times

2%
Quality & choice of catering & retail

2%
Roads

2%
Better wifi & phone signal

2%
Cheaper restaurants & shops

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

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

93% of those aware before visit

National Park status influenced decision to visit

27%
Scotland

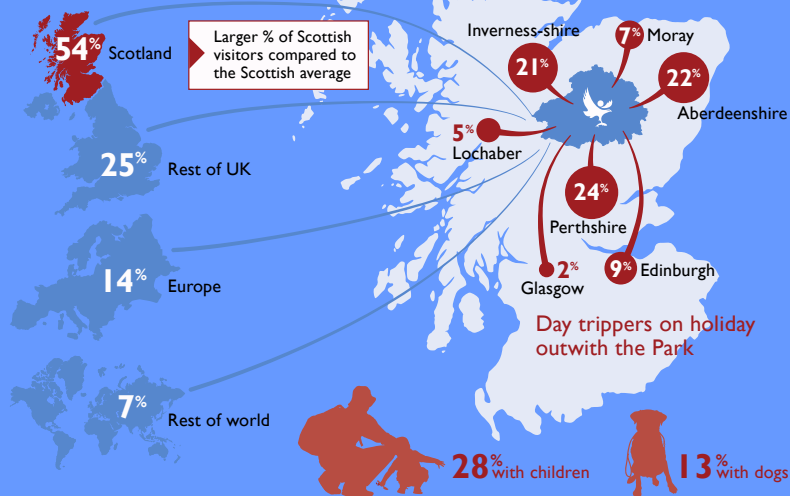
39%
Rest of UK

63%
Overseas

47% can describe Cairngorms National Park brand

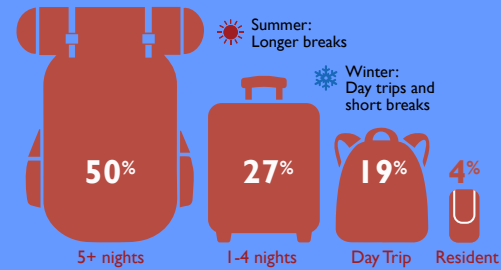
Who

ORIGIN OF VISITORS



How

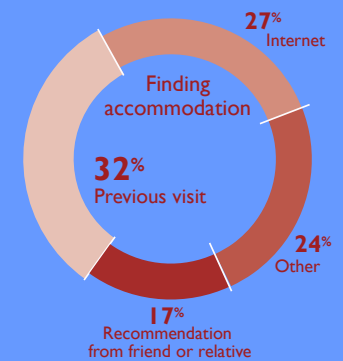
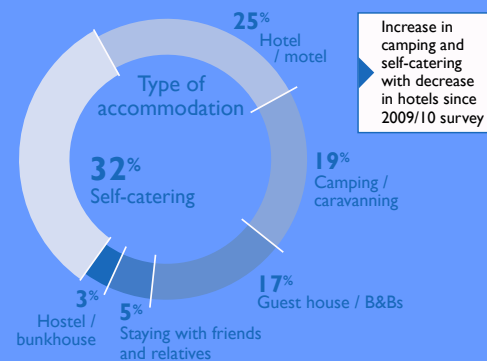
DURATION



REPEAT VISITORS



ACCOMMODATION



GETTING ABOUT



Why

MOTIVATION



ACTIVITIES



Why People Visit



Beautiful scenery/
landscapes

69%



Peace/ tranquility/
relaxation

38%

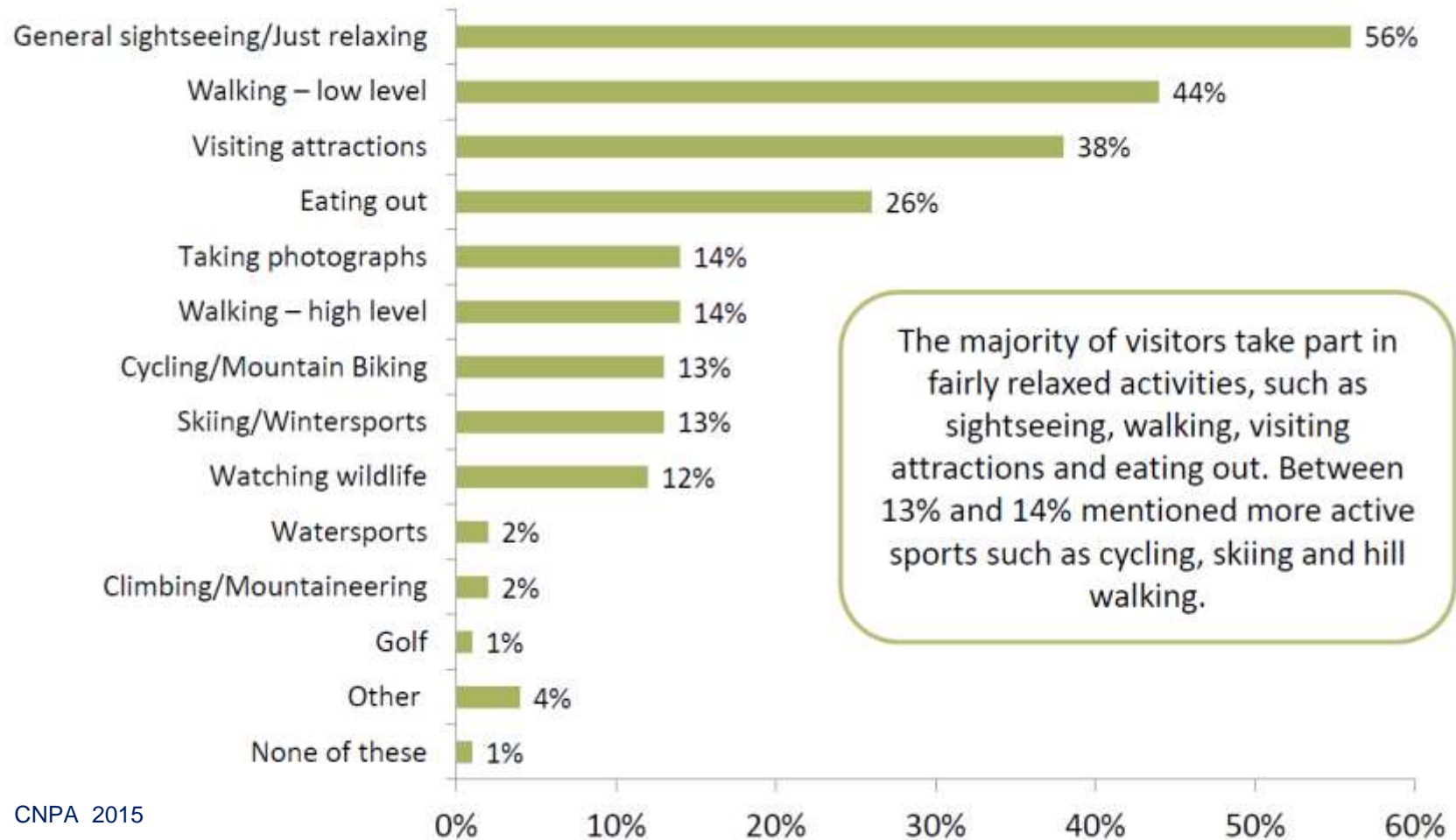


Thriving wildlife/
nature

34%

CNPA 2015

What Visitors Do





Cairngorms

NATIONAL PARK

Pàirc Nàiseanta a' Mhonaidh Ruaidh



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



SPEYSIDE TRUST
*Helping people with a disability
 enjoy an outdoor holiday*

Cairngorms NATIONAL PARK

HOME CONTACT US HOW TO ENTER EVENT INFO LINKS RESULTS

Cairngorm Hotel

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 & SEO Aviemore Business Solutions site map

Contact Details:
 The Cairngorm Hotel
 Grampian Road
 Aviemore
 Inverness-shire, Scotland
 PH22 1PE
 tel: 01479 810 233
 email: reception@cairngorm.com

Associations/Sponsorships:

Cairngorms NATIONAL PARK

Thunder in the Glens

STRATHPEY RAILWAY

AB




CAIRNGORM
 WILDCAT

Wildcat — A smooth, deep amber coloured ale with a complex malt, fruit and hop flavour. Strong and distinctive like the powerful sleek Scottish Wildcat it is named after!

NO ADDED PRESERVATIVES
 Contains Barley and Wheat

CAIRNGORMS NATIONAL PARK

Cairngorm Brewery Ltd
 Dallfaber, Aviemore, Inverness-shire,
 Scotland PH22 1ST
 Tel: +44(0) 1479 812222
 www.cairngormbrewery.com

Wildcat
 Pure Scottish Style
 Alc 5.1% vol

200 businesses and
 events have
 successfully applied
 to use the logo



**Tread Lightly
in the Park**



Make it Yours

www.visitcairngorms.com



Cairngorms Paths

Boat of Garten Trails


Discover the Osprey Village



Cairngorms Paths

Nethy Bridge

Explore Abernethy



Cairngorms Paths

Kingussie Paths

Explore Badenoch



Cairngorms Paths

Ballater Paths

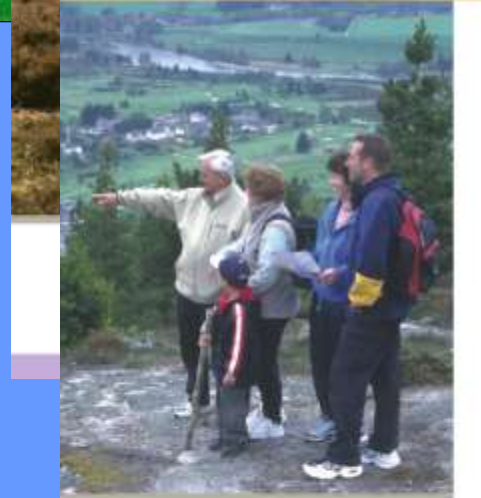
Explore Deeside



Cairngorms Paths

Strathdon Trails

Where rivers meet...



Cairngorms NATIONAL PARK

Cairngorms Paths

Tomintoul Trails

Explore the highest village in the Highlands




Cairngorms NATIONAL PARK

Cairngorms Paths

Atholl Trails

Explore Highland Perthshire



Cairngorms NATIONAL PARK

Cairngorms Paths

Glen Esk Trails

Discover the Angus Glens



Cairngorms NATIONAL PARK







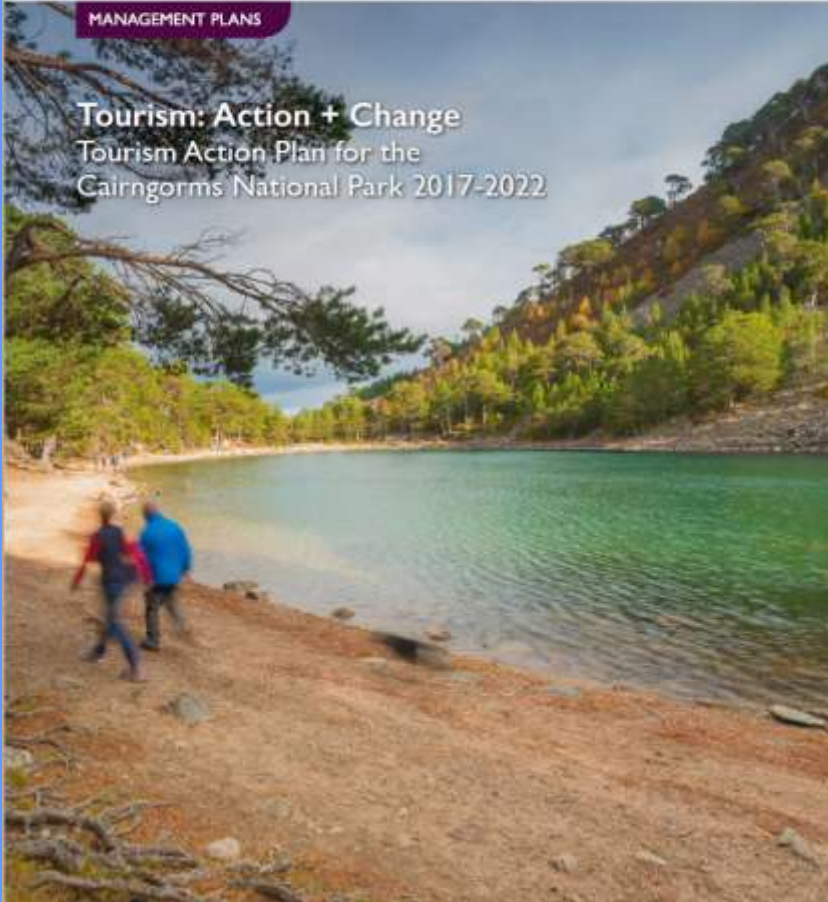






MANAGEMENT PLANS

Tourism: Action + Change
Tourism Action Plan for the
Cairngorms National Park 2017-2022



MANAGEMENT PLANS

CAIRNGORMS NATURE
Action Plan 2019-2024







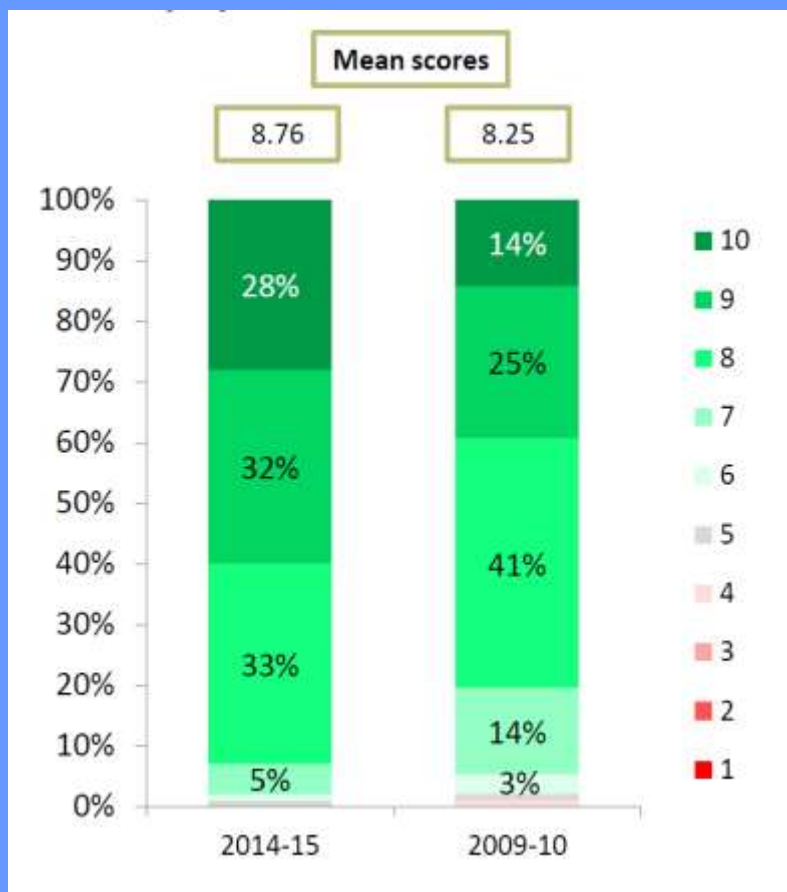








High Expectations and High Satisfaction



Perceptions of the National Park	2014-15	2009-10
	TOTAL AGREE/AGREE STRONGLY	
The Park seems well managed and cared for	97%	88%
Information about the National Park is easy to find / access	85%	84%

98% would recommend to a friend

CNPA 2015



96% Yes



QUESTIONS?

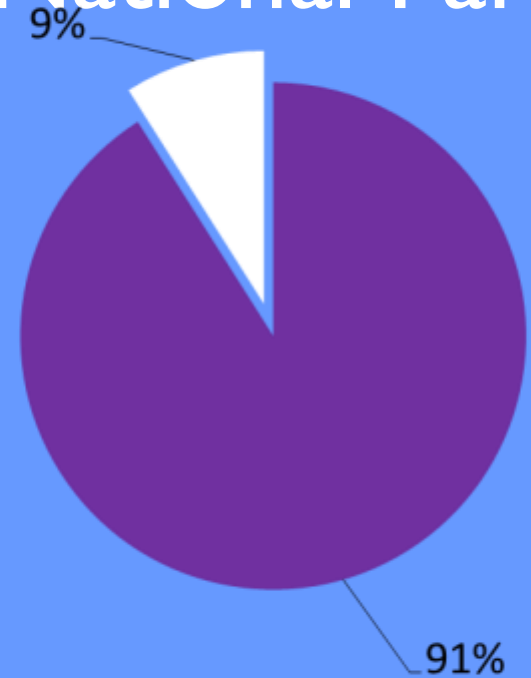
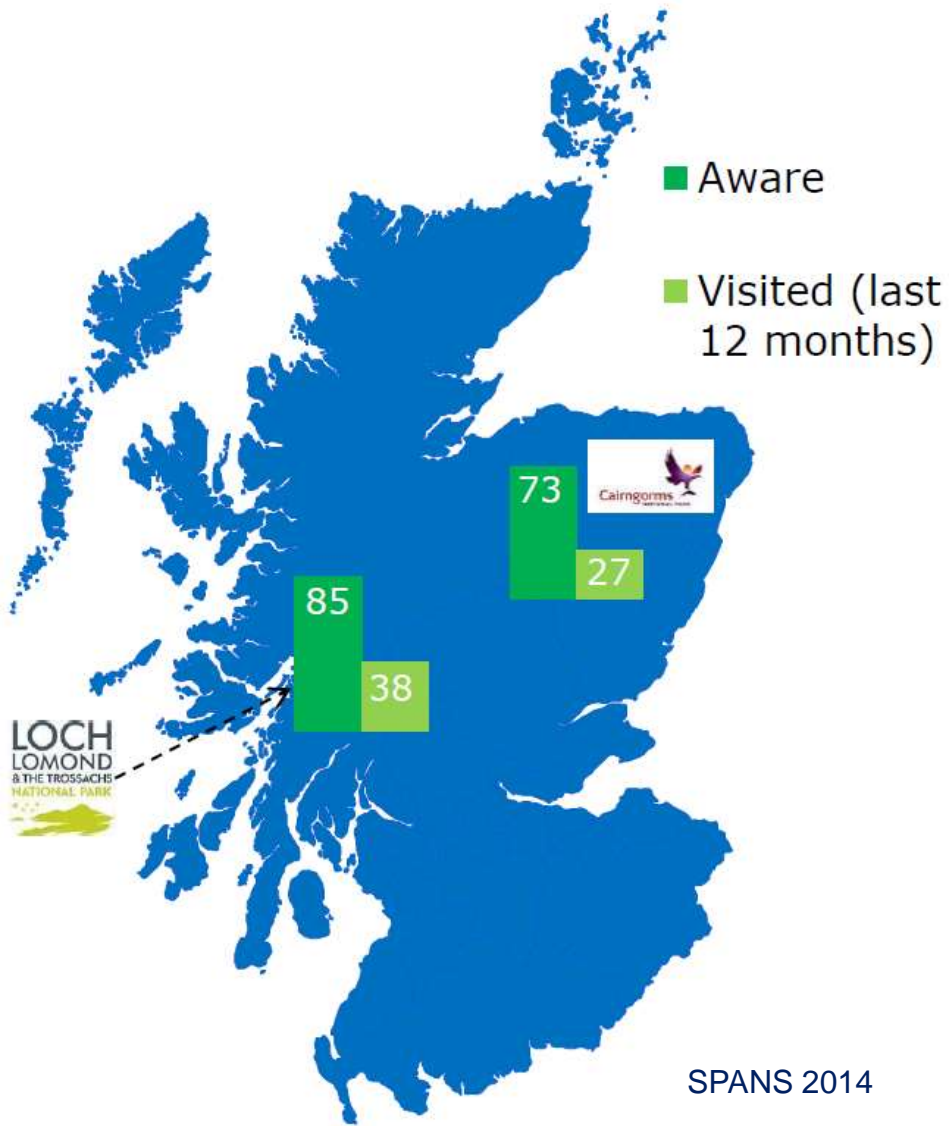


- 30,000+ John Muir Awards
- 300+ Junior Rangers



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Scottish Government National park boundary © Scottish Natural Heritage.

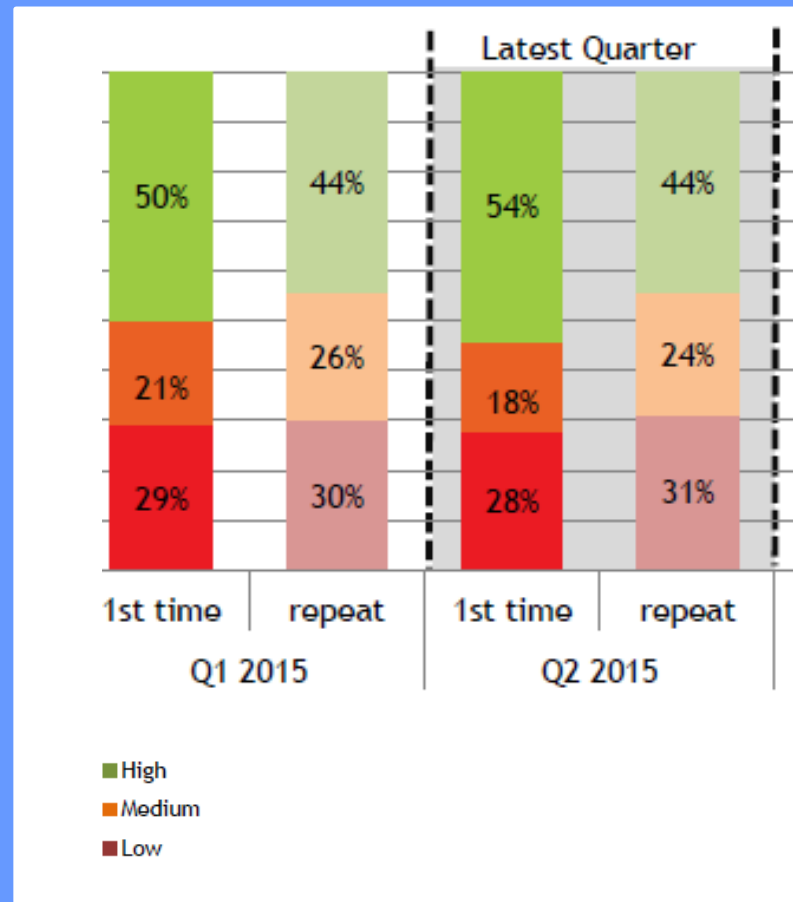
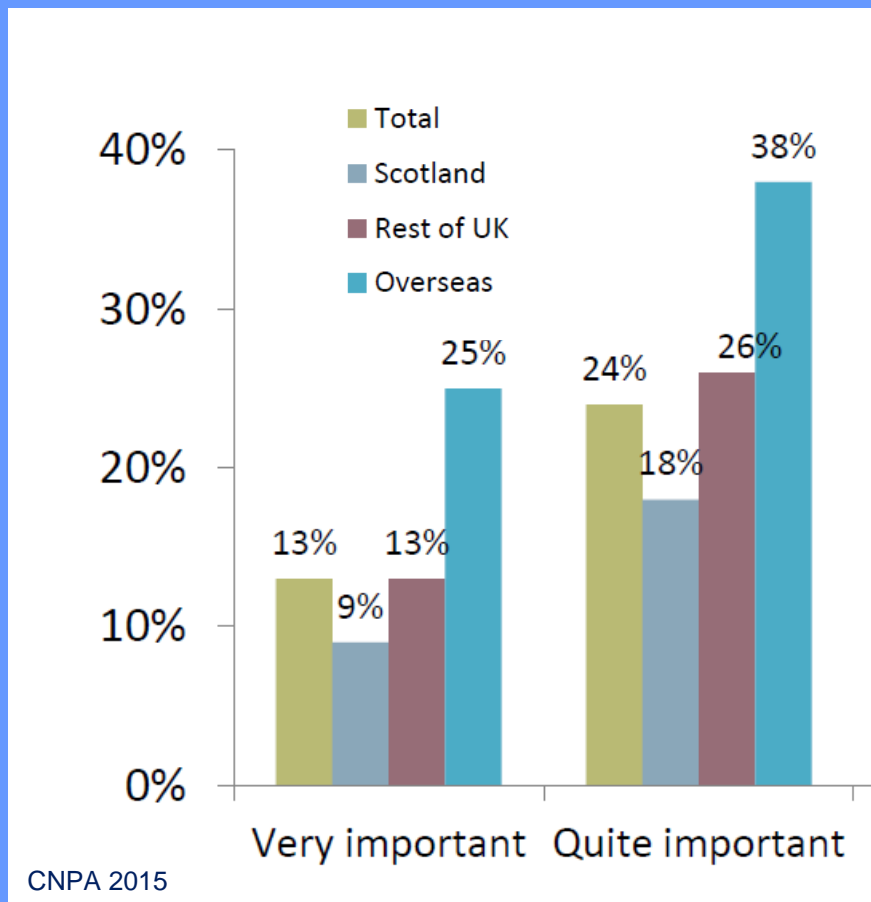
Awareness of National Park



CNPA 2015



Importance of being a National Park



Cairngorms National Park
Abernethy National Nature Reserve (NNR)
Education Pack



Cairngorms National Park
Muir of Dinnet National Nature Reserve (NNR)
Education Pack



HOME

CELEBRITY

FUN

NEWS

CARS

TRAVEL

BEAUTIFUL NATIONAL PARKS AROUND THE WORLD



SHOW THUMBNAILS

Stuart Gray/Getty Images

Play Slideshow

< 50 of 51 >

A lone hiker stands at the top of cliffs (Devil's Point) overlooking a valley in the Cairngorms National Park, Scotland.



AdChoices

Advertisement



40 amazing photos taken by drones



Get high



Yadnya Kasada Festival In Indonesia



Skateboarding in



So What?

Cairngorms Business Partnership

Your Local
Chamber of Commerce
Working for You



Cairngorms National Park
FREE iPhone APP now available!

The perfect FREE application for your visit to the Cairngorms while on the move. Take your view and browse all the information you need for staying in the Cairngorms National Park.

For more information visit www.visitcairngorms.com

Icons for: Information, Eating, Drinking, Shopping, and more.

Available on the App Store

What's On
September
FREE

Cairngorms NATIONAL PARK

Your free guide to What's On in the Cairngorms National Park

Make it Yours

www.visitcairngorms.com

Find offers on our website

Over 100 activities and attractions for you and your family to enjoy

For information, accommodation, events, places to eat and special offers.

Visit Scotland

Make it Yours

www.visitcairngorms.com

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*