



# EUROPARC

F E D E R A T I O N

[www.europarc.org](http://www.europarc.org)

**European Charter for Sustainable Tourism and  
Best Practices for Sustainable Development**

Grant Moir  
CNPA, CEO

# Cairngorms National Park

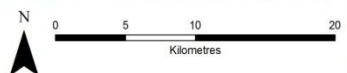
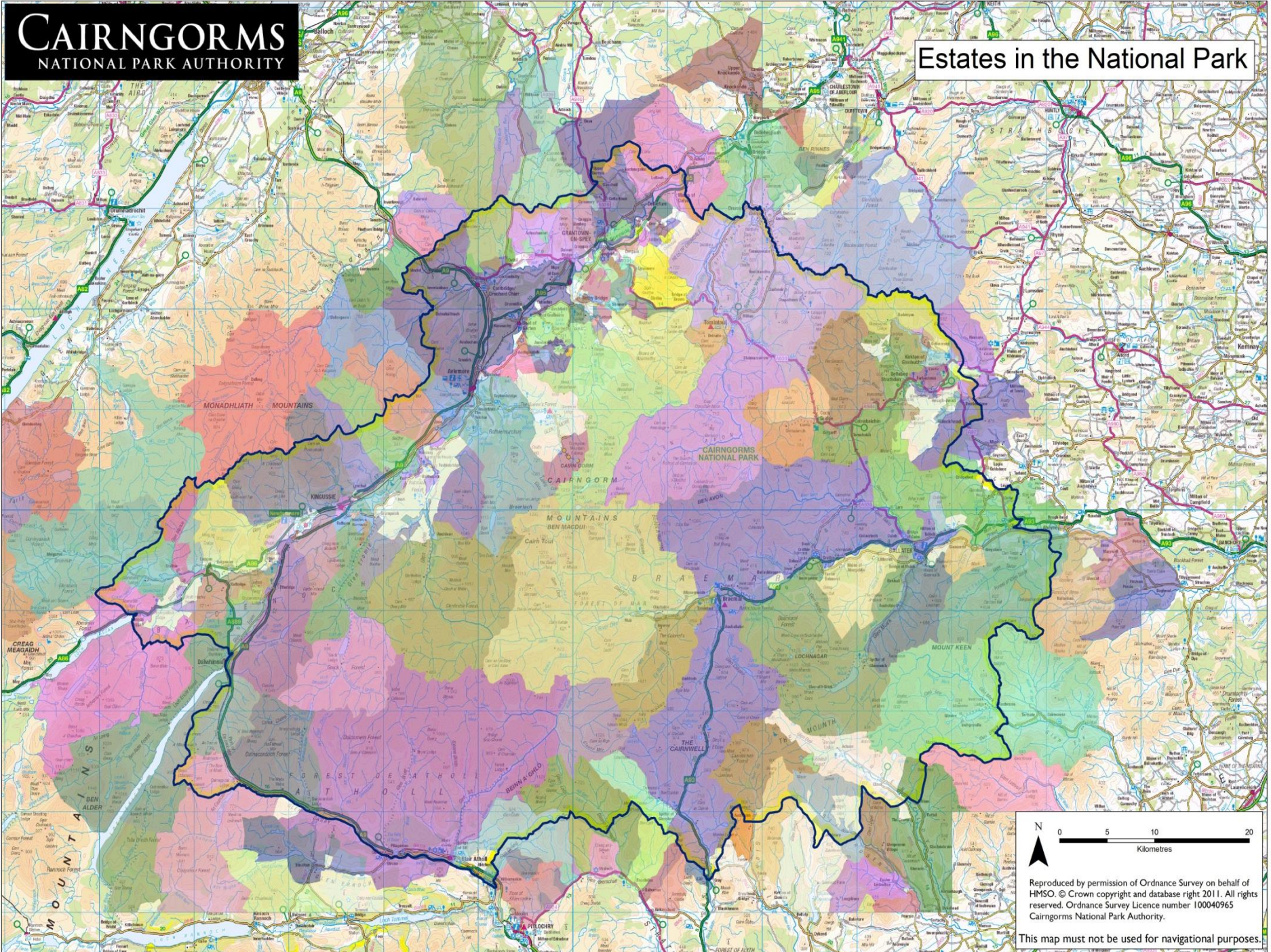




- Long distance footpath
- National cycle route
- National Park Boundary
- Trunk road
- A road
- B road
- Minor road
- Railway/station
- Steam railway
- Woodland
- 1244 Height in metres



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This map must not be used for navigational purposes.

# 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











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



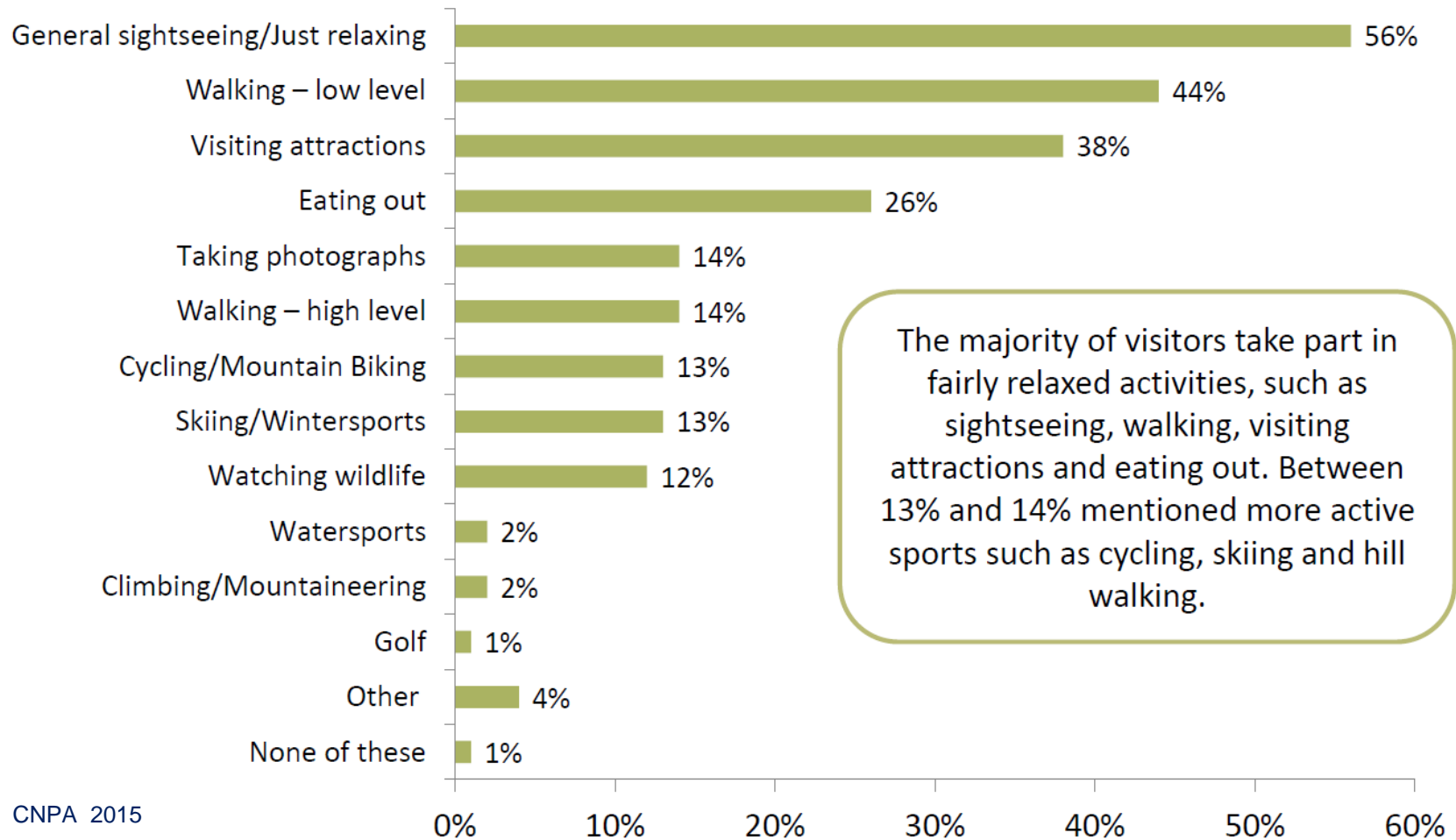
1.8 m  
visitors

£209 m

STEAM

43%  
employed in visitor economy

# What Visitors Do



# 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*



# Cairngorms

**NATIONAL PARK**

**Pàirc Nàiseanta a' Mhonaidh Ruaidh**



# Branding and Signage



**CAIRNGORM**  
BREWERY COMPANY

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

Vegetarian Society APPROVED

**Wildcat**  
Pure Scottish Style  
Alc 5.1% vol

Cairngorms NATIONAL PARK


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



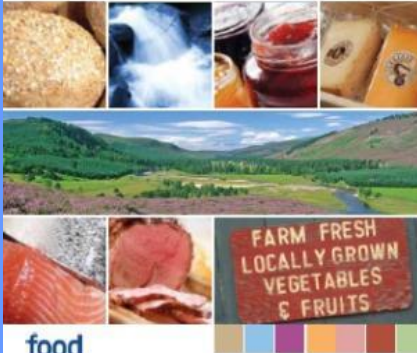
# Tourism Business Support

Cairngorms  
Business  
Partnership

Your Local  
Chamber of Commerce  
Working for You



CAIRNGORMS  
**PRODUCERS' DIRECTORY**  
for the catering industry



**FARM FRESH  
LOCALLY GROWN  
VEGETABLES  
& FRUITS**

food  
for life  
NATURE

Cairngorms National Park  
**FREE iPhone APP now available!**

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



For more information visit [www.visitcairngorms.com](http://www.visitcairngorms.com)


  
 Information Eating Address Shopping Users





Sign up for our newsletter!  
\*email address


Cairngorms NATIONAL PARK *Make it Yours*

Home Accommodation To Do Attractions Eat, Drink, Shop What's On Offers Local Info Local Businesses About Us Contact

Welcome to the Cairngorms National Park - Make it Yours!


Welcome to the Cairngorms National Park in the heart of the Scottish Highlands. The Cairngorms National

Fast Search  
Accommodation



**local food & drink**

Your guide to great local food and drink in the Cairngorms National Park



[www.visitcairngorms.com](http://www.visitcairngorms.com)

**What's On**  
September  
**FREE**





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

*Make it Yours*

[www.visitcairngorms.com](http://www.visitcairngorms.com)


# Visitor Infrastructure



# Village Based Information



# Business Use of Logo



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BREWERY COMPANY

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Pure Scottish Style  
Alc 5.1% vol

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Scotland PH22 1ST  
Tel: +44(0) 1479 812222  
[www.cairngormbrewery.com](http://www.cairngormbrewery.com)

200 businesses and events have successfully applied to use the logo



Cairngorms Paths

## Boat of Garten Trails

Discover the Osprey Village



Cairngorms Paths

## Strathdon Trails

Where rivers meet...



Cairngorms Paths

## Nethy Bridge



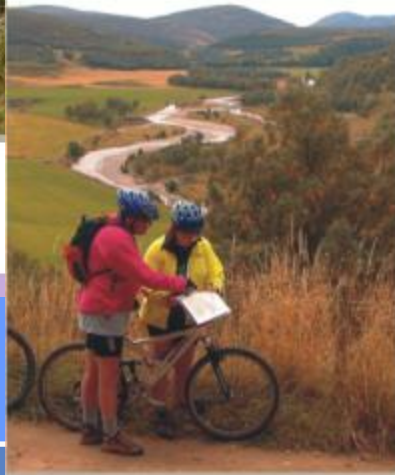
Explore Abernethy



Cairngorms Paths

## Tomintoul Trails

Explore the highest village in the Highlands



## Paths Around

Cairngorms Paths

## Kingussie Paths



Explore Badenoch



Cairngorms Paths

## Atholl Trails

Explore Highland Perthshire



SHORT WALKS & CYCLE ROUTES AROUND BALLATER

Cairngorms Paths

## Ballater Paths



Explore Deeside



## Cairngorms Paths Glen Esk Trails

Discover the Angus Glens



# Engaging Young People



John Muir Award  
Record Book

Cairngorms NATIONAL PARK

The John Muir Award challenges you to

- Discover a wild place
- Explore it
- Do something to Conserve it
- Share your experiences

Record your experiences in words, pictures, poetry, sketches, songs...

The main educational initiative of the John Muir Trust

Name \_\_\_\_\_

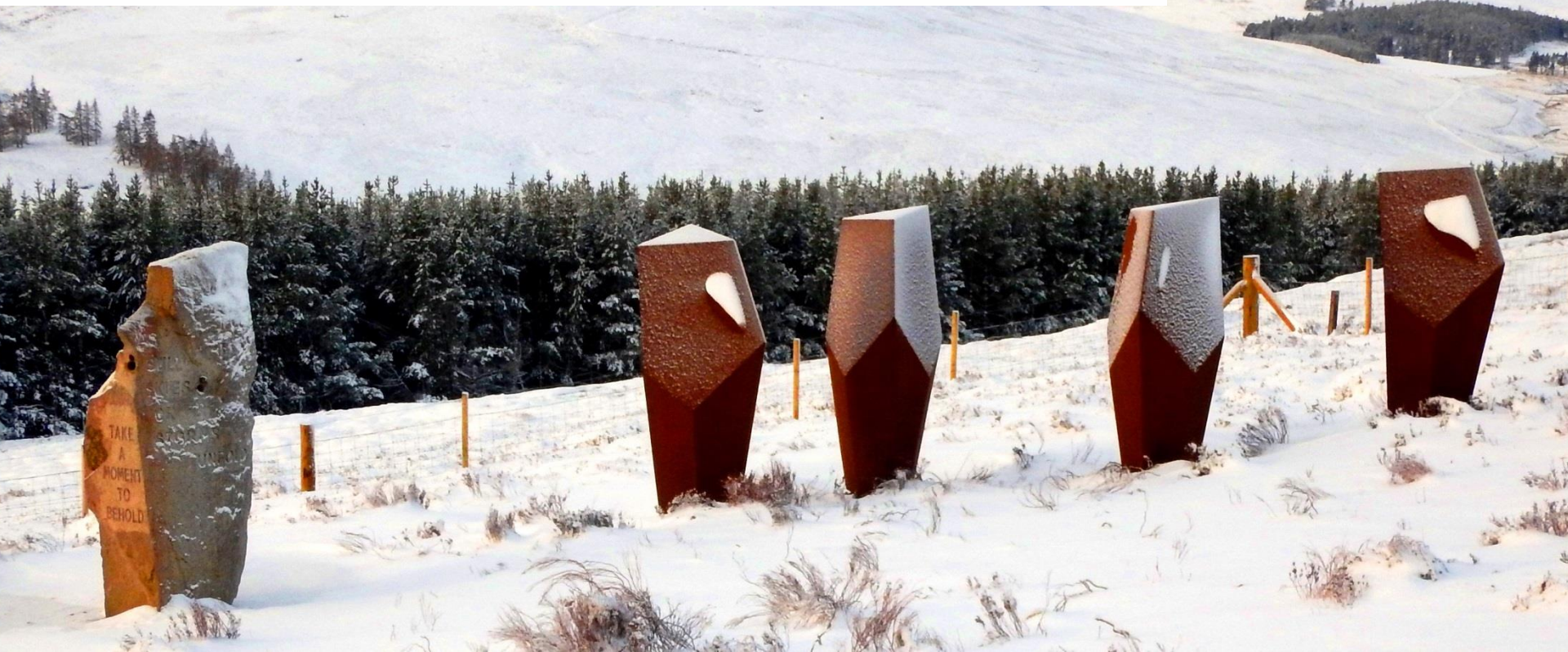


# Volunteer Rangers





# SnowRoads.





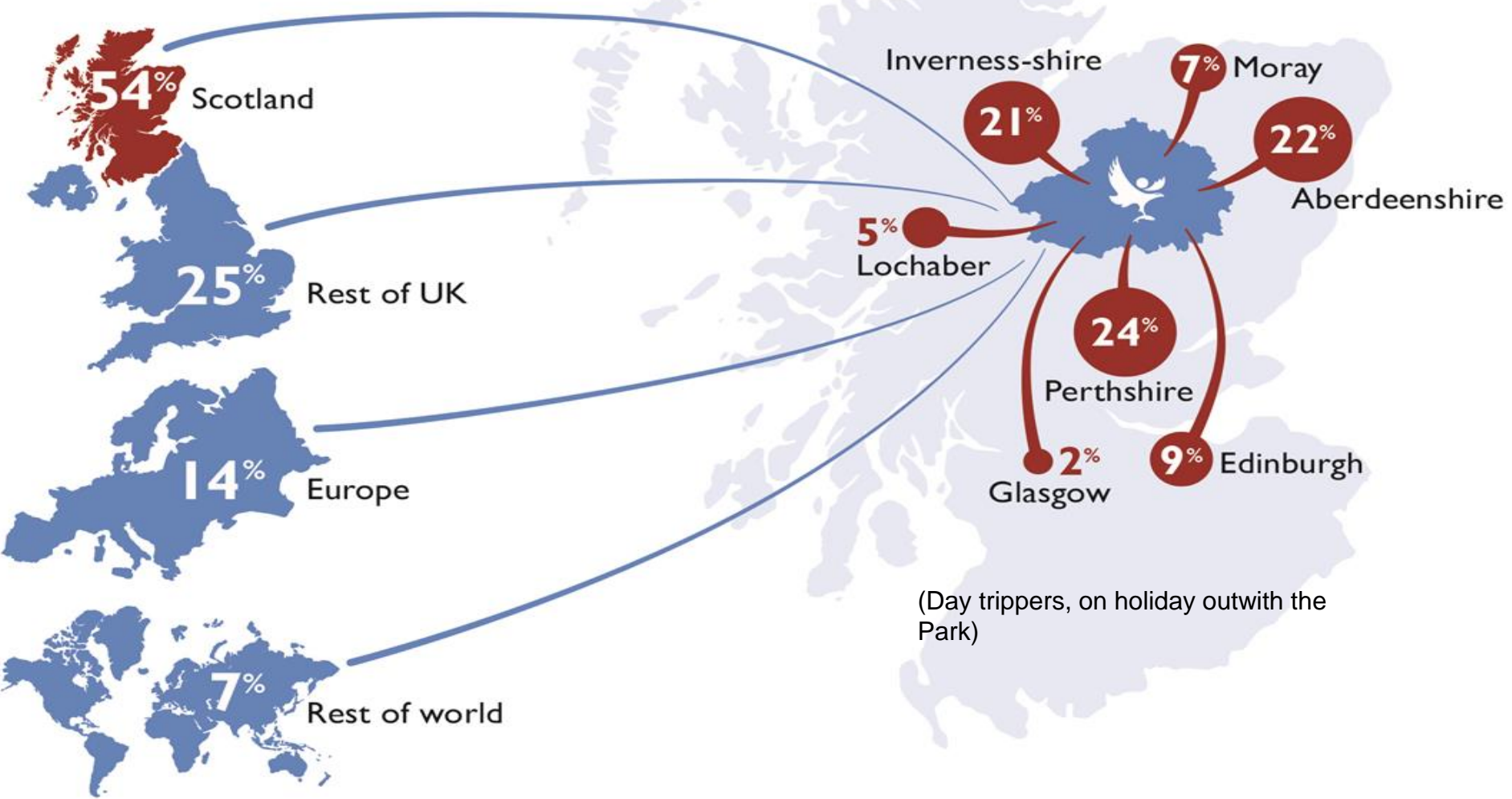






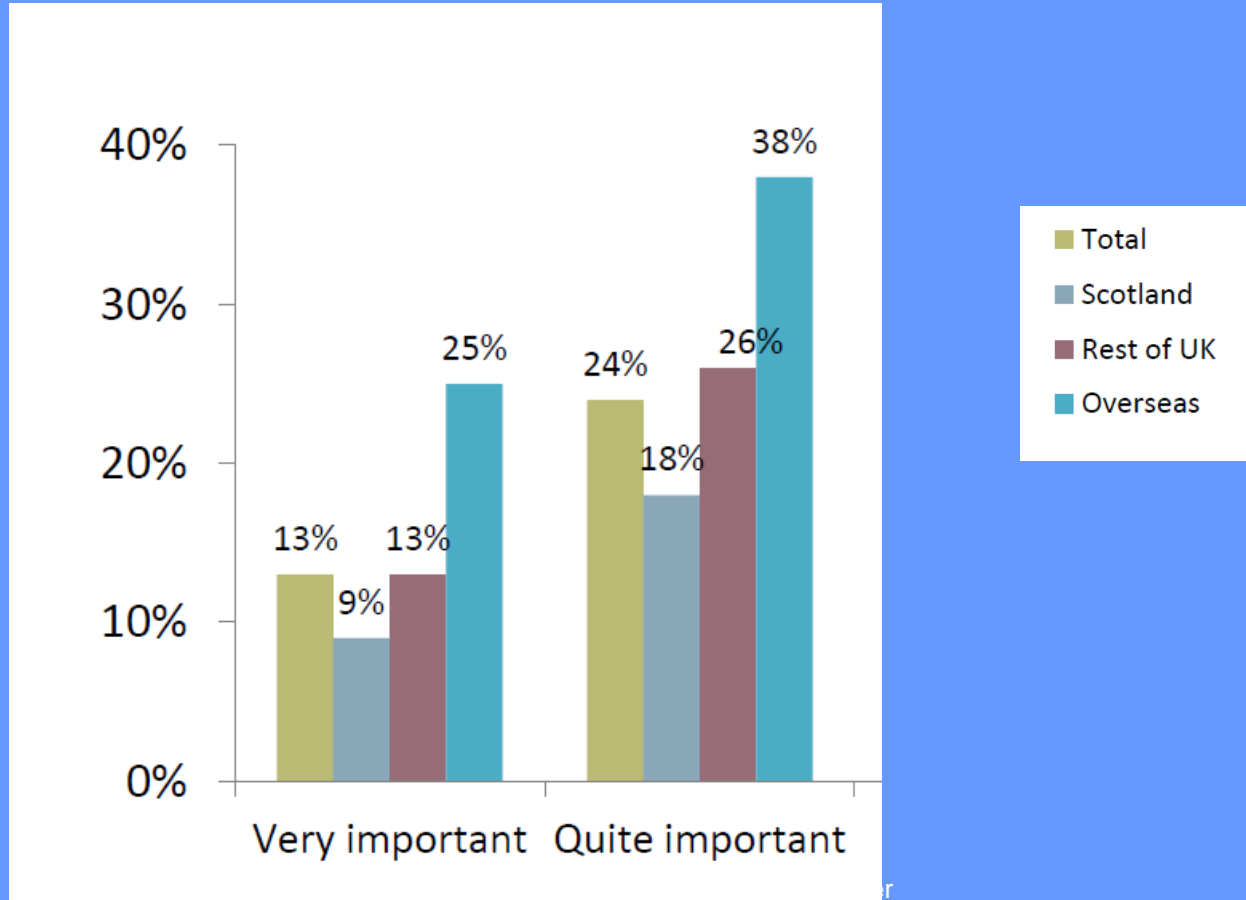
# So What?

# Where Do Our Visitors Come From?



(Day trippers, on holiday outwith the Park)

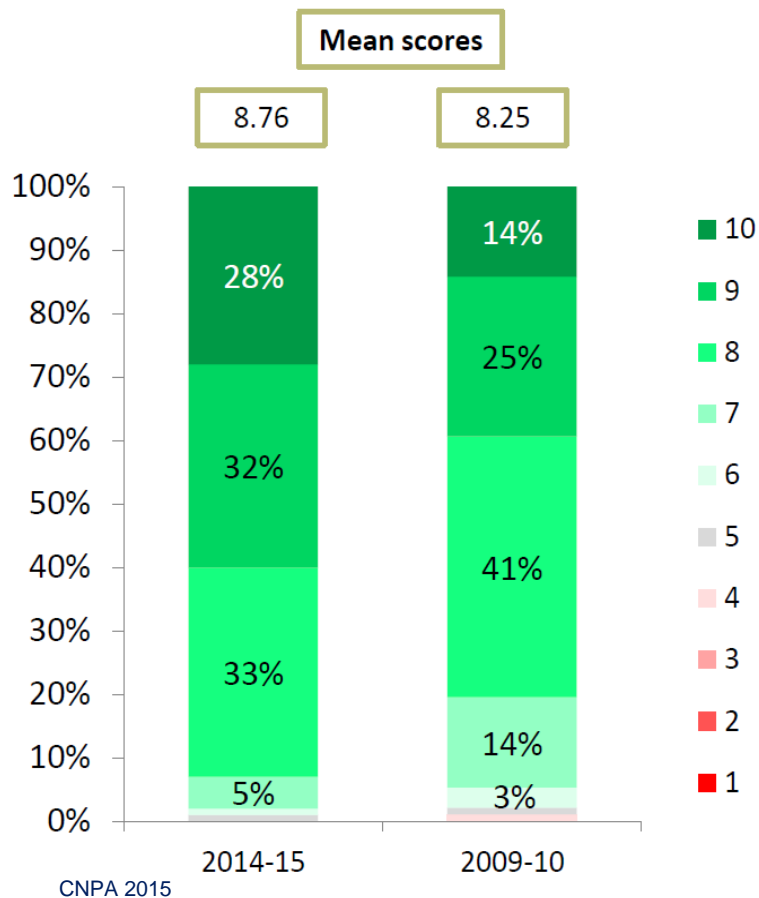
# Importance of being a National Park



CNPA 2015



# High Expectations and High Satisfaction



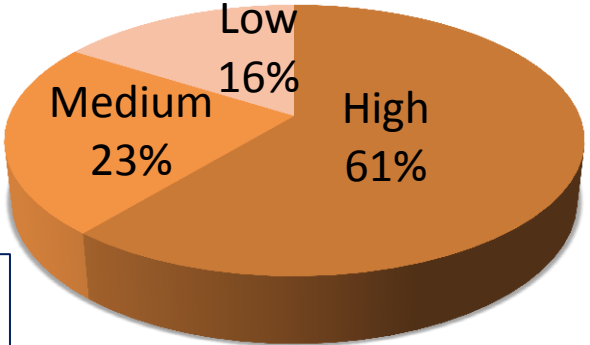
Perceptions of the National Park	2014-15	2009-10
	<b>TOTAL AGREE/AGREE STRONGLY</b>	
The Park seems well managed and cared for	97%	88%
Information about the National Park is easy to find / access	85%	84%

98% would recommend to a friend

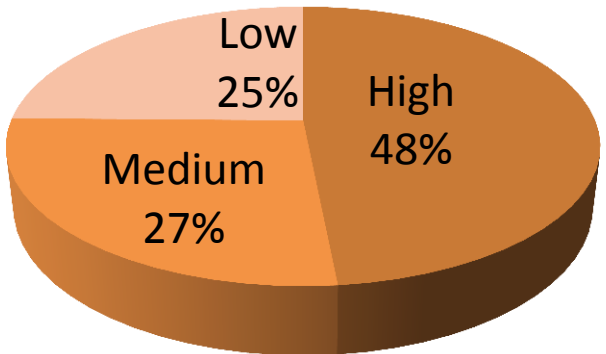
# Businesses recognise the value of the National Park in Attracting Visitors



### Influence of National Park in Attracting New Visitors



### Influence of National Park in Attracting Repeat Visitors



*Cairngorms Business Barometer Quarter 2 2018*

# Why is the Europarc Sustainable Tourism Charter Important?



**EUROPARC**  
Sustainable Tourism  
in Protected Areas

- Outside validation to what you are doing
- Best practice from other places
- 5 yearly 'health' check
- Branding opportunity
- Part of a network



# EUROPARC

F E D E R A T I O N

Supporting Parks  
Protecting Nature  
Promoting Sustainability  
Bringing People Together