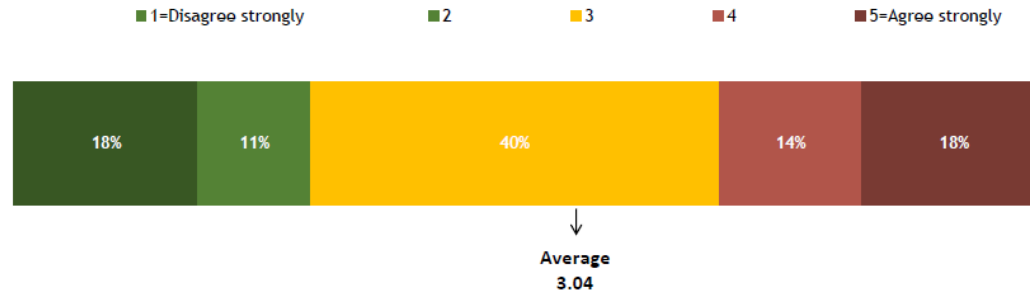


Annex 3: Summary of Business views - Business Barometer - Summer 2017

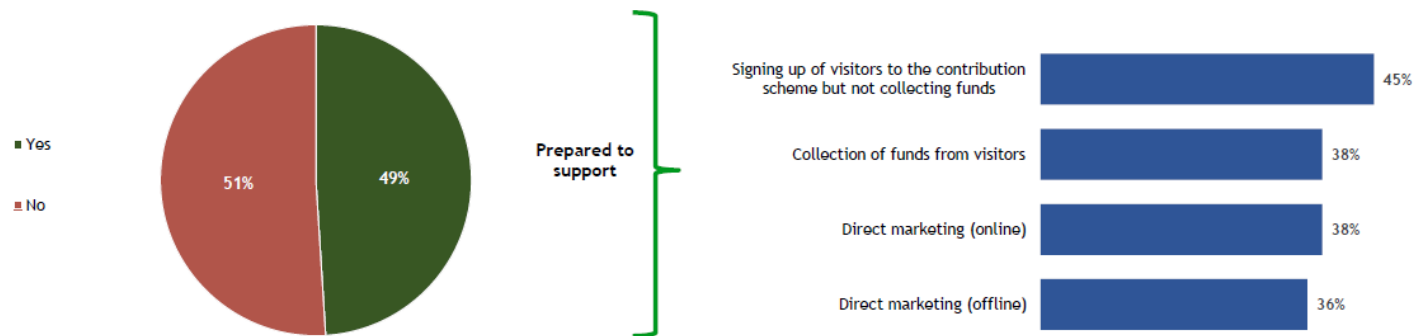
Quarterly Topical Questions: Path Maintenance in the National Park

To what extent do you agree with the following statement: "A voluntary visitor contribution scheme towards maintenance of paths within the National Park would be beneficial."



- ▶ There was moderate support overall for a voluntary visitor contribution scheme for path maintenance as businesses rated this 3.04 out 5 on average.
- ▶ There was greater support for the scheme among non-accommodation businesses and those situated in Badenoch and Strathspey, 3.17 and 3.12 respectively.

Would you be prepared to support a voluntary visitor contribution scheme through any of the following mechanisms?



- ▶ Business views were polarised regarding willingness to support a voluntary visitor contribution scheme.
- ▶ Those who were prepared to provide support (49%) would prefer to do so through signing up of visitors to the contribution scheme but not collecting funds (45%).
- ▶ Offline direct marketing was the preferred support mechanism for non-accommodation businesses (cited by 50%). This mechanism was much less favoured by accommodation providers (referenced by only 26% of accommodation businesses).