

Cairngorms National Park Brand



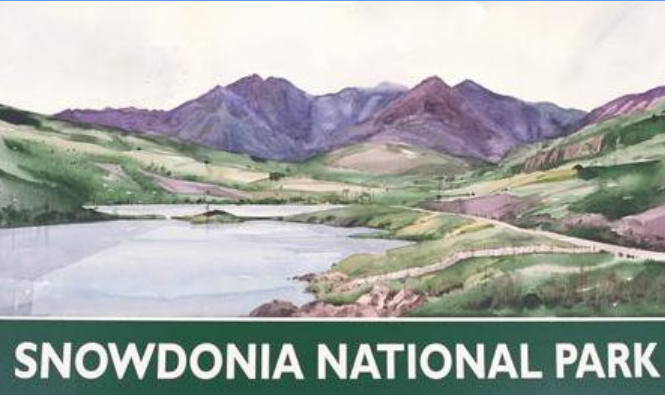
Pete Crane
Programme Manager
Sustainable Tourism & Visitor Experience



SERENGETI



Australian National Parks





Cairngorms

NATIONAL PARK



Cairngorms

NATIONAL PARK



30,000 vehicles per day (LA & TS vehicle counts)





c 280,000 visitors per year to
branded VIC's (vs)



28% visitors say they have been to a Ranger Base (CNPA) – all branded

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.



Over 300,000 visitors per year to branded attractions (Moffat Centre)



Branded National Park information in 9 community notice boards



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

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

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ING EVENTS
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MARATHON & 10K

[TRIES NOW OPEN](#)

MILE FUN RUN

Cairngorm Hotel

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& SEO Aviemore Business Solutions site map

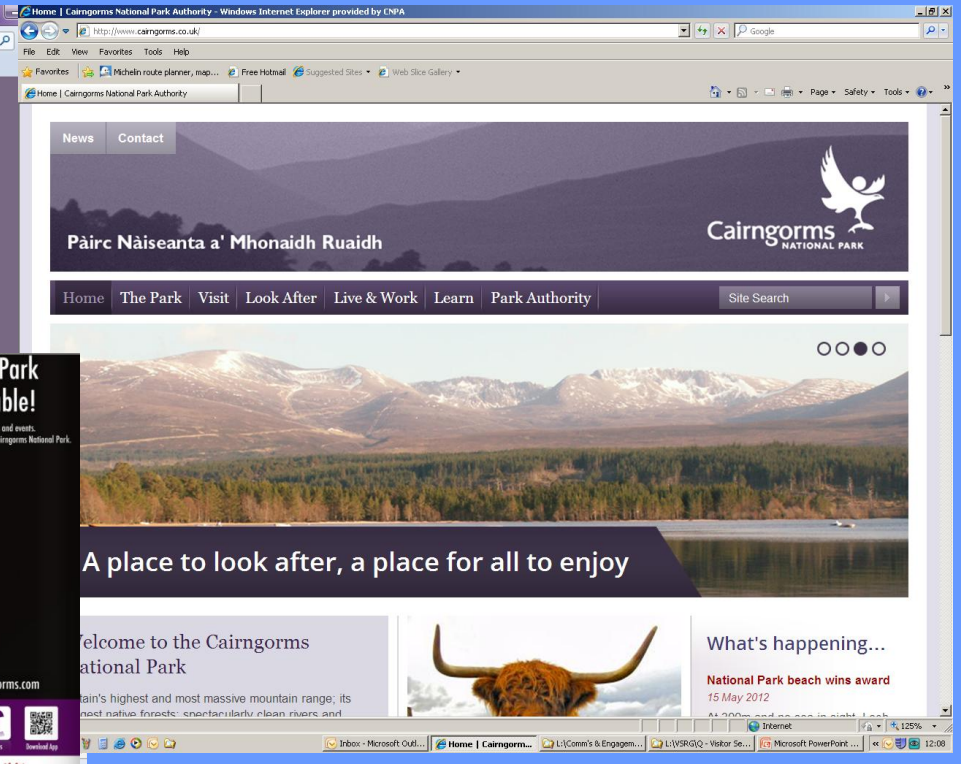
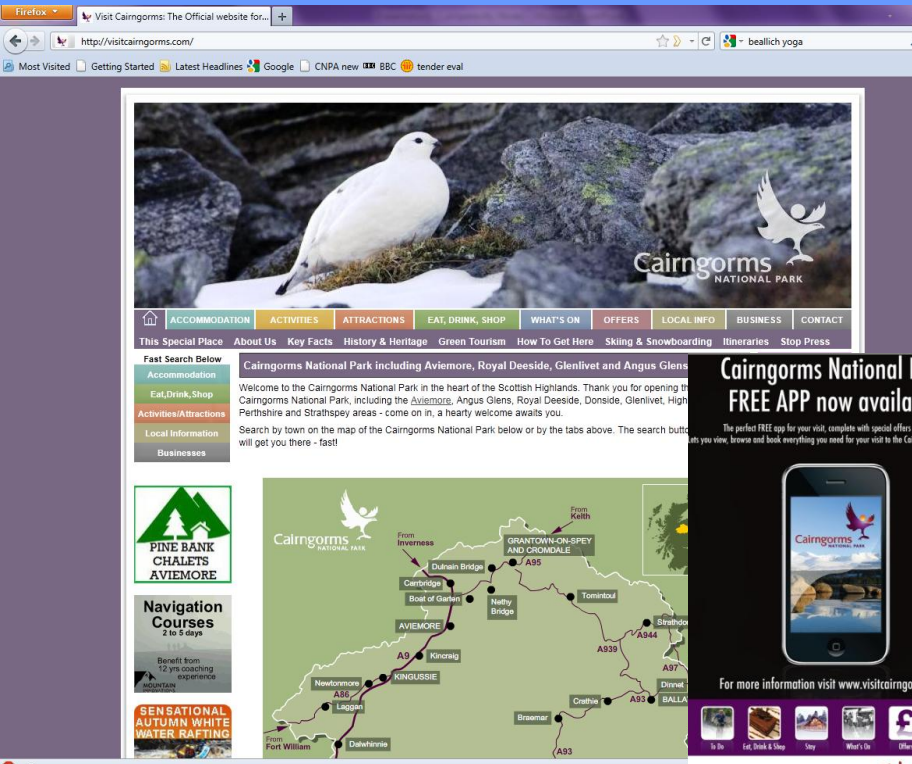
Contact Details:

The Cairngorm Hotel
Grampian Road
Aviemore
Inverness-shire, Scotland
PH22 1PE

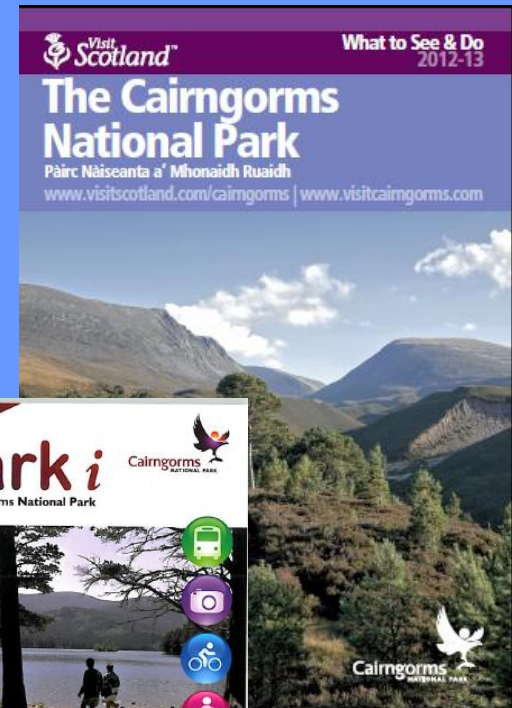
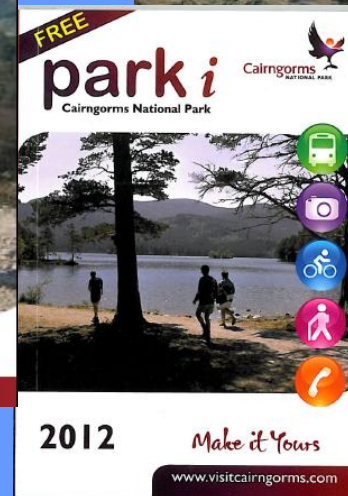
tel: 01479 810 233
email: reception@cairngorm.com

Associations/Sp

200 businesses and events have successfully applied to use the brand



260,000 unique visits to visitcairngorms.com & cairngorms.co.uk in 2011 (Google Analytics)





Over 450,000 branded leaflets per year
for visitors (CBP, CNPA, VS, SNH)

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

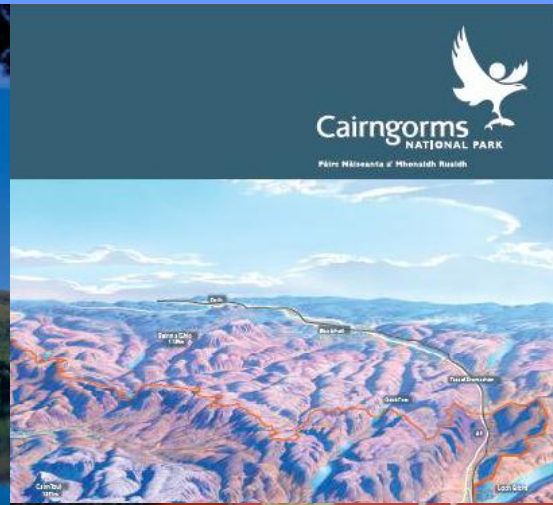
12 Branded Community Path Leaflets

THE CAIRNGORMS

A pictorial souvenir



A photographic tour of the National Park



Used by others
to promote
publications

Tread Lightly in the Park



Make it Yours

www.visitcairngorms.com

DEER STALKING INFORMATION



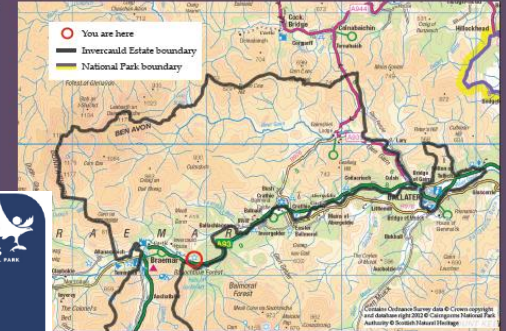
Welcome to Invercauld Estate



Deer stalking takes place on this Estate to keep deer numbers in balance with the upland environment and for economic benefits.

Stalking will be taking place on this Estate from 1st August and 20th October. This is to ensure that the deer population is managed sustainably.

When stalking is taking place, you should avoid using paths; this is to ensure that the deer are not disturbed.



Deer are central to the culture, natural environment and economy of the Cairngorms National Park.

Without any natural predators red deer have to be controlled through stalking and culls. Land owners throughout the National Park work together to keep herds healthy and protect the mountain and forest environment.

By following the signs and help look after your National Park.

Make it Yours



KEEP YOUR DOG UNDER PROPER CONTROL:

Your dog is as easily attracted to the real thing. That's why it is up to you to keep your dog close to you and on paths and tracks during the bird breeding season in these woodlands and forests. Your dog doesn't know any better. Make sure you do.



SAFE AREA KEEP CLEAR



TAKE CARE CAPERCAILLIE

Capercaillie are breeding in this area between April 1st and August 15th. Please keep your dog on the lead between the signs.

Thank You

Jeremy Roberts
Reserve Manager
01479 821892

Know The Code Before You Go
www.outdooraccess-scotland.com

Promoting responsible access across CNP

So what?

Influence of Cairngorms National Park



So what?

- 82% (69%) of visitors know they are in a National Park (CNPA)
- 51% (25%) said that being a National Park was important to their visit (CNPA)
- 46% could describe the brand without a visual prompt (CNPA)
- 88% (74%) think that the National Park is well managed and cared for (CNPA)
- 84% would definitely recommend the Cairngorms National Park as a destination (VS)

- CNP/CNPA confusion
- Uptake and use
- Commercial use and merchandising
- Greater connections between the Brand and quality, sustainable, authentic and distinctively Cairngorms experiences
- Increase 'emotional connections' that demonstrate the value to partners of linking their work to the Cairngorms National Park.

Type of Applicant	No. of Successful Applications to Use Brand Identity
Businesses (Includes Food/Craft Producers)	167
Events	32
Community / Tourism Associations & Groups etc	29
Partners and Partnership Type Projects	20
Schools	9
Sports Clubs	7
Ranger Services	10
Total	274