

CAIRNGORMS NATIONAL PARK AUTHORITY FINANCE COMMITTEE

FOR DECISION

Title: Cairngorms Visitor Survey 2014/15

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Purpose of Paper

1. This paper presents a request to the Finance Committee to agree funding for a Park-wide Visitor Survey to run throughout the financial year 2014/15.

Recommendations

2. The Committee is recommended to:
 - a) Agree that the Visitor Survey should be carried out in 2014/15, in partnership with Loch Lomond & the Trossachs National Park Authority (LLTNPA) as far as is practical.
 - b) Agree CNPA funding of up to £50 000 towards the project.

Background

3. Previous park-wide visitor surveys have been carried out in 2003/04 and 2009/10. They have given CNPA, partners and the local tourism industry key information about visitor behaviour, motivation and expenditure. Both previous CNPA surveys have consisted of 2500 face-to-face interviews spread throughout the year and geographically throughout the Park.
4. The first survey (2003/04) was carried out using the same methodology for both Scottish National Parks. LLTNPA chose not to repeat their survey with the same methodology in 2009/10 as we did, but instead carried out a survey the following summer using rangers and volunteers to ask a subset of 10 questions that was then followed up by an email questionnaire for more detailed information. There is an appetite from LLTNPA to work more closely with CNPA on a survey in 2014/15 but they plan to use the same, or similar, methodology as their last survey.
5. Although there is a logic to continuing with our previous methodology to ensure consistency with our past surveys, there is also an argument for investigating other options to see if there is a more cost-effective way of gathering the information. As part of the tender for this piece of work we plan to ask interested companies to quote for 2 options: 1) a survey conducted to the previous methodology and; 2) a survey with methodology similar to that used by LLTNPA in their last survey. We would then carry

out a cost-benefit analysis for both options before agreeing a methodology and awarding the contract.

6. If practical, we would like to issue a joint tender with LLTNPA for both surveys. If both surveys are carried out by the same company, this would allow for greater ease of comparison.
7. We did not manage to attract partner funding for the last survey, but will again be approaching a range of key partners to ask for a small financial contribution to this work.
8. An Expenditure Justification for this project is set out in annex I.

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