

Annex 2: Report on Delivery Cairngorms Tourism Action Plan

This report covers delivery to end of calendar year 2017 plus CNPA officer assessment of progress using Green/Amber/Red – All plans for 2018/19 are indicative and subject to confirmation by partners at CTP February meeting and organisational budgets.

| Theme 1 - Leadership | | Lead | Delivery | Planned Activity 2018/19 | Status |
|-----------------------------|--|-------------|--|---|---------------|
| Action 1 | Secure and build on the progress made by the Cairngorms Tourism Partnership (CTP) to ensure effective delivery and accountability of the Tourism Action Plan | CTP Chair | <ul style="list-style-type: none"> • 2 meetings of CTP • Successful re-accreditation of Park with European Charter • Annual reporting arrangements in place to CNPA Board | <ul style="list-style-type: none"> • Identification of new CTP Chair • CTP meetings | |
| Action 2 | Ensure the Action Plan is industry-led and has meaningful buy-in from businesses, communities and the public sector | CTP Members | <ul style="list-style-type: none"> • CBP Tourism Group has been established to help feed into CTP • Good coverage of work and positive atmosphere at the CBP conference, Nov 2017 | <ul style="list-style-type: none"> • Business engagement review | |

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| Theme 2 - Skills | | Lead | Delivery | Planned Activity 2018/19 | Status |
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| Action 3 | Secure partnerships with further and higher education organisations to develop education initiatives which support the growth of tourism and the hospitality sector as a career path. | CTP | <ul style="list-style-type: none"> • Community planning sub-groups set up before end 2017. • Aberdeenshire Council in process of adopting new Skills Strategy. | <ul style="list-style-type: none"> • Re-engagement with Skills Development Scotland around Economic Strategy | |
| Action 4 | Deliver business support and staff training programmes to enable continued development of our tourism businesses with a particular focus on digital capability | Cairngorms Business Partnership | <ul style="list-style-type: none"> • Funding and delivery plan in place • 7 Digital Training courses with 75 participants delivered • 14 Business support Events with 311 participants delivered • CBP Emerging Leader Programme with HIE support • CNPA involved in Entrepreneurial Scotland programme | <ul style="list-style-type: none"> • CBP awaiting news from HIE before scheduling further digital programmes. • MIY programme for outdoor activity Providers - TBC | |

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| Theme 3 – Enhance our Assets | | Lead | Delivery | Planned Activity 2018/19 | Status |
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| Action 5 | Pilot a 'Total Quality Destination Approach' to visitor infrastructure and enhancing the visitor experience and identify opportunities for investment and development of key assets into outstanding visitor experiences | VisitScotland | <ul style="list-style-type: none"> No progress to date. VS have kept CTP informed about stalled plans due to changed arrangements with contractors and academic institutions. Edinburgh Uni. and other data gatherers now involved. | <ul style="list-style-type: none"> Develop project plan and delivery arrangements | |
| Action 6 | Developing and enhancing key strategic assets and working to turn these assets into outstanding visitor experiences with a focus on: | Cairngorms Business Partnership & CNPA | | | |
| | <ul style="list-style-type: none"> Roads: Snow Roads Scenic Route | | <u>Snow Roads</u> <ul style="list-style-type: none"> Project officer in place Market Research complete Lot of media coverage Marketing Research results used to create content for workshops with businesses | <u>Snow Roads</u> Brand identity project, collation of local stories and digital tool kit. Brown tourist sign installation along route. | |
| | <ul style="list-style-type: none"> A9 | | | <u>A9</u> HIE working to establish a strategic approach | |
| | <ul style="list-style-type: none"> Paths: Speyside Way | | Being progressed by CNPA. Planning application for Speyside Way extension | | |

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| | | | between Kincaig and Kingussie submitted with completion aimed for 2019. | | |
| | <ul style="list-style-type: none"> • Deeside way | | Preparations for Planning application | Revised planning application will be submitted early 2018 to progress the Deeside Way near Braemar. | |
| | <ul style="list-style-type: none"> • Areas: Cairngorm & Glenmore and | | Strategy agreed but delays in developing effective working groups. Leader application submitted for research on potential to improve public transport. | Agree with partners key areas of activity. FCS to update visitor strategy. | |
| | Tomintoul & Glenlivet | | Landscape Partnership Project – all staff now in place and local awareness of the Partnership and its role increasing. T and G Development Trust preparing new plan | Continue to deliver agreed project plan. | |
| | <ul style="list-style-type: none"> • Activities: Cycling and Low Level Walking. (CBP and CNPA) | | Active Aviemore – CNPA leading a partnership to redesign Aviemore to encourage greater active travel (walking and cycling). In partnership with communities 17 'easy to read' and web accessible leaflets produced covering the | Active Aviemore to produce an agreed and costed transport development plan. | |

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| | | | National Park. | | |
| Action 7 | Develop an approach to enable businesses, visitors, and communities to engage in the management and maintenance of the natural assets and visitor infrastructure through interpretation, volunteering opportunities and donations. | CNPA & CBP | 8 Volunteer Rangers completed training and volunteering with partners. A further 8 to be trained in early 2018. Lessons to be learnt from visitor giving pilot via Cairngorms Nature. CBP Business Barometer. | Development of Park-wide Visitor Giving scheme Expansion of volunteer rangers. | |

| Theme 4 – Engage and Inspire | | Lead | Delivery | Planned Activity 2018/19 | Status |
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| Action 8 | Develop and deliver a programme of training and tools for businesses and communities to engage them with the National Park as a brand and to enable them, in turn, to engage our visitors and get involved in effective and collaborative marketing activity. | CTP | Make it Yours programme continuing with visitor facing staff. | Further promotion of MIY presentation/training sessions. Develop and trial a half-day MIY session aimed at outdoor activity providers. | |
| Action 9 | Develop the Cairngorms National Park as an integral part of the 'iKnow Scotland' initiative both at a local, regional, and national level and deliver an effective network of visitor information points and targeted marketing activity based on the Cairngorms National Park Regional Marketing Strategy. | VS & CNPA | Marketing strategy in place. | CBP evaluation of Caledonian Sleeper initiative. Agreed focus of marketing activity is Snow Roads Scenic Route. Investigate the potential for MIY to be used as accreditation for 'iKnow' | |

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| | | | | Scotland initiative. | |
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| Theme 5 - International | | Lead | Delivery | Planned Activity 2018/19 | Status |
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| Action 10 | Identify key target international growth markets for the Cairngorms National Park and; <ul style="list-style-type: none"> • Develop marketing activity to target these markets; and, • Work with businesses and partners to ensure the visitor experience delivers for these groups. | VS & CNPA | CBP China ready workshops. VisitAberdeenshire work to develop Cruise tourism. | | |

Cairngorms Tourism Action Plan Monitoring

| Key Goals | Baseline (2015 Data) | 2016 Data | 2017 Data | 2018 data |
|---|--|--|------------------|------------------|
| Over the period 2017-2022 visitor spend and visit duration will grow in excess of the Scottish average | 2015 STEAM figures: Visitor spend: <ul style="list-style-type: none"> • £195m Average length of stay for staying visitors <ul style="list-style-type: none"> • 3.5 days | <ul style="list-style-type: none"> • £203m • 3.5 days | | |
| Increase the economic impact (indexed) of visitors to the eastern and southern Cairngorms from 21% to 25% of the visitor economy | 2015 STEAM figures: 'Rest of Park' has <ul style="list-style-type: none"> • 34% visitor numbers, • 23% visitor days and • 21.4% economic impact | <ul style="list-style-type: none"> • 36% visitor numbers • 25% visitor | | |

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| | | <ul style="list-style-type: none"> days • 21.6% economic impact | | |
| Off-peak months will see stronger growth in visitor numbers than peak holiday months, with 71% of visits outwith the core summer months of July & August | 2015 STEAM figures: Sept-June* <ul style="list-style-type: none"> • 69.98% visitor numbers • 71.26% visitor days | <ul style="list-style-type: none"> • 69.3% • 70.82% | | |
| Visitor satisfaction will further increase so CNP becomes a leading destination for visitor experience and customer satisfaction | Visitor Survey 2015/15 <ul style="list-style-type: none"> • Overall visitor satisfaction: 8.76/10 | <ul style="list-style-type: none"> • N/A – Available 2020 | | |

*Measurement to be revised following discussion at CTP meeting in Oct 17