

## **VISITSCOTLAND EXPO 2005**

1. In 2004, the CNPA attended VisitScotland Expo for the first time with a small stand within the AGTB Pavilion. Buyer contacts were gathered and distributed through the Cairngorms Chamber of Commerce.
2. In 2005, the CNPA took a larger space to exhibit with industry partners from within the park. General CNP information and refreshments were available for buyers in an open central area of the stand and 4 industry partners had space on the corners of the stand: ABSC Marketing, Landmark Press, CairnGorm Mountain and a group of businesses from Royal Deeside. The stand was adjacent to both the Aberdeen and Grampian Pavilion and the Highlands of Scotland stands.
3. A total of 41 buyer contacts were gathered by the CNPA on the central area of the stand; 16 UK, 12 European and 13 North American. Information was gathered on the type of business, group sizes, accommodation requirements, seasonality and interest in activities & attractions. Generally the contacts were felt to be good quality and the majority had either previously sent business to the area or were seriously considering a visit.
4. General CNP information has been sent to all contacts. The contact database will again be distributed through the Cairngorms Chamber of Commerce, along with advice on how best to follow them up. The specific details gathered from each contact should allow businesses to follow-up only those contacts that will be appropriate for their business.
5. In 2006, Expo will move from Aberdeen where it has been held for the last two years, to Glasgow. There are no plans for the CNPA to attend, but funding may be available to support private-sector collaborative attendance.