

CAIRNGORMS TOURISM DEVELOPMENT GROUP

**Meeting held on Tuesday 9th December 2003 at 10.30am
At the Boat Hotel, Boat of Garten**

Present

Bruce Luffman (Chair)	Auld Cummerton, Strathdon
Neil Black	Visitscotland
Sally Dowden	Speyside Wildlife
Ruathy Donald	Cairngorms National Park Authority
Ian Dunlop	Aberdeen and Grampian Tourist Board
Roger Edwards	MBSE
John Grant	Rothiemurchus Estate
Paul Higson	ECAP Project Co-ordinator
Bob Kinnaird	Cairngorm Mountain
Andrew Kirk	The Cairn Hotel, Carrbridge
Caroline Mitchell	Aberlour Distillery
James MacFarlane	Muckrach House Hotel, Dulnain Bridge
Fiona McLaughlin	Scottish Executive Tourism Unit
Elma McMenemy	Royal Deeside and Mearns Tourism Forum
David Noble	Highlands of Scotland Tourist Board
Bob Severn	National Park Board member
Debbie Strang	Cairngorms National Park Authority
Bill Taylor	Scottish Natural Heritage
Bob Wilson	Aberdeen & Grampian Tourist Board
Andrew Bruce Wootton	Atholl Estates

Apologies

Patricia Eccles	Nethy House, Nethy Bridge
Jane Hope	Cairngorms National Park Authority
Gary Marsden	Balmoral Estate
Meg Mearns	Brandy Burn Hotel, Glen Clova
James Milne	Kinross House, Grantown
Christine Morrison	Rothiemurchus Estate
Douglas Ritchie	Perth and Kinross Tourist Board
Syd Smardon	Speyside Highland Leisure Park, Aviemore
Colin Smith	Angus and Dundee Tourist Board
Sean Sullivan	Aviemore Mountain Resort
Elizabeth Thompson	Dalwhinnie Distillery
Ken Thomson	Craigendarroch Hotel, Ballater
Tim Walker	SportsScotland Glenmore Lodge
Andy Wells	Glenlivet Estate, Tomintoul

In attendance

Yvonne Crook	View Marketing Consultants
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Welcome and Apologies

Action

1. Bruce Luffman welcomed everyone to the meeting and the apologies were noted

Minutes of the Meeting of 30th October

2. The minutes of the last meeting of the Working Group were considered and approved.

Matters Arising:

3. Cairngorms Visitor Guide: The progression of the forthcoming Cairngorms Visitor Guide was discussed. The Guide is an area guide to inform visitors on what is available to do, visit etc in the area once they are here. It is not a pre-arrival planning guide and is not an accommodation guide. Local businesses had been invited to advertise in the Guide, however some of those present at the meeting were unaware of this. It was agreed that this needed be addressed and relevant businesses given the opportunity to advertise. **Action**
4. The Guide will be able to be downloaded from the HOST website when it is ready and some consideration should also be given to making the Guide downloadable from the CNPA website.
5. Further discussion followed on the broader question of all print material for the Cairngorms. It was suggested that the needs to be a discussion on what the future literature requirements are likely to be, based on the principles of quality and sustainability and including an evaluation of what is done in 2004. **ALL**

Cairngorms Marketing Strategy

6. Yvonne Crook of View Marketing gave a presentation on the draft Marketing Strategy for the Cairngorms. She explained that the Strategy must be consumer facing and market led and highlighted what she felt some of the key market demands were, namely the development of a strong Brand for the area, the delivery of a sense of arrival and improved information on the significance of the area in natural and cultural terms. She went on to outline the proposed Action Plan to implement the Marketing Strategy.
7. Discussion followed on the general content of the draft and it was agreed in essence that although this was a worthwhile first draft, it required redrafting to create a tighter, shorter more focused document to deliver what is needed in the area. Working Group members were asked to comment on the draft document in more detail, via e-mail to Ruathy Donald, who would then liase with the consultant on redrafting. **ALL/RD**
8. It was agreed that a sub group of members/ organisations on the Working Group should be formed to consider and comment on the redraft of the Marketing Strategy. Ruathy Donald agreed to contact members to arrange this. **RD**

Progress on the European Charter for Sustainable Tourism

9. Debbie Strang, the CNPA Sustainable Tourism Officer gave a presentation on the Sustainable Tourism European Charter, following a visit to the Mourne Mountains in November. A copy of her presentation and the report from the visit to the area is attached Annex 1.
10. Discussion followed on the Charter and it was agreed that the CNPA should take this forward and report back on progress and developments to the next meeting of the Working Group. **RD**

Key Issues for Tourism in the Cairngorms

11. A draft paper on the key issues for tourism had been prepared by Ruathy Donald & Debbie Strang for comment and approval by the Working Group. Discussion on this followed and broadly speaking members were in agreement with the content of the paper, detailed comments were also received at the meeting. Working Group members were requested to submit any further comments on the paper by Monday 15th December, these would then be incorporated in the final paper which would be presented to the National Park Board at their January meeting.

Action

ALL/ RD

ABSC Update

12. It was reported that developments on this are continuing although there is nothing specific to update the Working Group on at this stage.

National Park Welcome Training

13. Ruathy Donald reported that the first two training courses on National Park Welcome had been held. Following feedback received where participants were looking for more information on the National Park in the course content, all further courses have been postponed in order to improve the training course and incorporate this information.

Sam Ham Interpretive Workshop Programme

14. Ruathy Donald reported that the programme for Sam Ham's visit was in the process of being finalised and invitations to three thematic workshops to be held in the area would be sent out in the near future. In addition, it was proposed to hold a workshop focusing on strategic interpretation, involving the Tourism Development Working Group, to be held on Wednesday 21st January and it was agreed that this would be a good opportunity for TDWG members to consider the role interpretation can play in addressing some of the key issues for National Parks.

Date of Next Meeting

15. The date of the next meeting was agreed as Tuesday 10th February at 10.30am at a venue to be confirmed.

Ruathy Donald