

**Annex 2 - Cairngorms Tourism Action Plan: Proposed Changes**

The Cairngorms Tourism Action Plan was approved in 2017. With the significant changes to the context for tourism, caused by the Covid-19 emergency it is proposed that the Plan is revised as set out below. This should be read alongside the Cairngorms Green Recovery Plan (approved by CNPA Board in June 2020) and the other relevant Actions in the Cairngorms National Park Partnership Plan 2017-2022.

|   | <b>Original Actions</b>   | <b>Suggested changes</b>   | <b>Comment</b>   |
|---|---|--|--|
| 1 | Secure and build on the progress made by the Cairngorms Tourism Partnership (CTP) to ensure effective delivery the Tourism Action Plan  | None   | Unchanged. Collaborative work around the Park as a sustainable tourism destination has increased significantly during the Covid -19 emergency  |
| 2 | Ensure the Action Plan is industry-led and has meaningful buy-in from businesses, communities and the public  | Ensure the Action Plan is industry-led and has meaningful buy-in from businesses, communities and the public <b>sector, developing visitor management plans (including increased investment in infrastructure) and CNPA Ranger Service for key areas in National Park.</b> | #CairngormsTogether campaign has been successful in promoting cohesion between important stakeholders and will be developed and linked to a positive collective approach to <b>managing for visitors</b><br><br>Addition of visitors management plans with increased to improve visitor infrastructure and CNPA Ranger Service |
| 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. | Combine with 4 below   |  |
| 4 | Deliver business support and staff training programmes to enable continued development of our tourism businesses with a particular focus on digital capability                        | Deliver business support and staff training programmes, <b>skills and workforce development to take into account employees coming back from furlough or changing careers, and engage with higher education partners, to retain</b>   | Supporting the need to retain as many businesses as possible and provide training staff and the potential for many new staff being needed in the area.   |

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|   | <b>Original Actions</b>  | <b>Suggested changes</b>  | <b>Comment</b>  |
|---|--|---|---|
|   |  | <b>businesses and encourage the return of visitors to the Park</b>  |   |
| 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   | <b>Review the collation and distribution of data around visitors and tourism, using new technology where possible, to ensure it is meaningful in addressing the new challenges arising from Covid-19 and integrate with national work streams on visitor management.</b>  | The work on Total Quality Destination Approach which was to be led by VisitScotland has not progressed and should be shelved.<br><br>VS suggest placing greater emphasis on Cairngorms National Park as Scotland's leading sustainable destination and holders of the European Sustainable Tourism Charter. Also, VS highlight the potential to integrate with national work on Tourism and Visitor management (including Tourism Declares and through Visitor Management Planning group) and use digital technology. |
| 6 | Developing and enhancing key strategic assets and working to turn these assets into outstanding visitor experiences with a focus on: <ul style="list-style-type: none"> <li>• Speyside Way</li> <li>• Deeside Way</li> <li>• Snow Roads Scenic Route</li> <li>• Badenoch Great Place</li> <li>• Tomintoul &amp; Glenlivet (incl. Dark Skies)</li> <li>• Low level Walking &amp; Cycling</li> </ul> | Developing and enhancing key strategic assets and working to turn these assets into outstanding visitor experiences with a focus on: <ul style="list-style-type: none"> <li>• Speyside Way</li> <li>• Deeside Way</li> <li>• Snow Roads Scenic Route</li> <li>• <b>Badenoch: The Storylands</b></li> <li>• Tomintoul &amp; Glenlivet (incl. <b>Dark Skies Park</b>)</li> <li>• Low level Walking &amp; Cycling</li> <li>• <b>Cateran Country (SE of National Park)</b></li> </ul> | Increased emphasis given to developing tourism in the quieter areas of the Park.<br><br>Cateran Country added and Badenoch and Dark skies destinations clarified.   |
| 7 | Develop an approach to enable businesses, visitors, and communities to   |   | Unchanged. CNPA Volunteering projects and the Cairngorms Trust Visitor Giving   |

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|    | <b>Original Actions</b>  | <b>Suggested changes</b>   | <b>Comment</b>   |
|----|--|--|--|
|    | engage in the management and maintenance of the natural assets and visitor infrastructure through interpretation, volunteering opportunities and donations.  |  | Scheme are currently 'on hold' due to Government restrictions but will develop as soon as possible as part of Covid recovery work.   |
| 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.  | Combine with 9   |  |
| 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.  | <b>Work with businesses and communities to support and deliver consistent and positive local, regional, and national level marketing, communication and information, targeted at promoting safe and sustainable visitor experiences.</b>   | Significantly increased emphasis on consistent messaging and communications across the National Park.<br><br>2020 demonstrated a clear need for partners, communities and land managers to clearly, consistently and concisely promote safe responsible access to Cairngorms for the benefit of all. |
| 10 | Identify key target international growth markets for the Cairngorms National Park and; <ul style="list-style-type: none"> <li>• Develop marketing activity to target these markets; and,</li> <li>• Work with businesses and partners to ensure the visitor experience delivers for these groups.</li> </ul> | Identify key <b>post Covid-19</b> markets for Cairngorms National Park and; <ul style="list-style-type: none"> <li>• Develop marketing activity to target these markets; and,</li> <li>• Work with businesses, partners and communities to ensure the visitor experience delivers for these groups.</li> </ul> | In the short term the emphasis is more likely to be on domestic UK markets. International marketing will require to be consistent with post-Covid restrictions.  |