

## Annex I: Delivery of Cairngorms Tourism Action Plan to February 2021

This report covers a summary of delivery activity by all the partners to the start of 2021 plus an assessment of current status agreed by CTP using Green/Amber/Red.

Theme 1 - Leadership		Lead	Overview of activity to date	Planned Activity 2021/22	Status
<b>Action 1</b>	Secure and build on the progress made by the Cairngorms Tourism Partnership (CTP) to ensure effective delivery the Tourism Action Plan	CTP Chair	<ul style="list-style-type: none"> <li>• 2/3 meetings of CTP / year</li> <li>• Mid-term review of TAP</li> <li>• Annual reporting to CNPA Board</li> <li>• Regular meetings of CTERG and Visitor Management Group since March 2021</li> </ul>	<ul style="list-style-type: none"> <li>• 3 meetings CTP / year</li> <li>• CTERG and VMG meetings</li> <li>• Meetings with community members and elected representatives</li> <li>• Communication with Europarc</li> </ul>	
<b>Action 2</b>	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"> <li>• CBP Tourism Group</li> <li>• CBP Annual Conferences</li> <li>• Destination Strategies developed around the Park</li> <li>• Destination Support Fund for CBP</li> <li>• Extensive support and advice provided by destination organisations (CBP, Visit Moray Speyside and Visit Aberdeenshire, P and K Tourism Group, etc)</li> </ul>	<ul style="list-style-type: none"> <li>• HIE Destination Development Funding of CBP, Visit Moray Speyside</li> <li>• SE support to VisitAberdeenshire, for adventure tourism and other sector development</li> <li>• Significant new emphasis on Visitor Management – see Annex 3</li> <li>• Close working with Economic Steering Group</li> </ul>	

Theme 2 - Skills		Lead	Overview of delivery to date	Planned Activity 2021/22	Status
<b>Action 3</b>	Secure partnerships with further and higher education organisations to develop education initiatives which	CTP	<ul style="list-style-type: none"> <li>• Community planning sub-groups set up</li> <li>• New Skills Strategies adopted</li> </ul>	<ul style="list-style-type: none"> <li>• HIE and Aberdeenshire Adventure Tourism Projects</li> <li>• CBP Destination Development</li> </ul>	

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	support the growth of tourism and the hospitality sector as a career path.		<ul style="list-style-type: none"> <li>• CBP Conference: Inspiring Young People to Build a Future in the National Park</li> <li>• SDS funding of Growbiz for skills development workshops</li> </ul>	<ul style="list-style-type: none"> <li>• project</li> <li>• Growbiz mentoring project and women's development network</li> <li>• CNPA and CBP Kickstart placement schemes across the Park</li> </ul>	
<b>Action 4</b>	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"> <li>• Extensive Covid-19 support to business deployed</li> <li>• Digital Training courses delivered</li> <li>• Business Support Events delivered</li> <li>• CBP Emerging Leader Programme delivered with HIE support</li> <li>• MIY programme for outdoor activity providers piloted</li> <li>• VA's Tourism Development / Recovery Programme</li> <li>• Smart Village project in 3 communities</li> </ul>	<ul style="list-style-type: none"> <li>• CBP and Growbiz events programme and mentoring network</li> <li>• HIE Adventure Tourism Project</li> <li>• Business Gateway support and advice via the Digital Boost programme</li> <li>• Digital Tourism Scotland programme available via VisitScotland</li> <li>• Development of Smart Village project</li> <li>• Roll-out of R100 project</li> </ul>	

<b>Theme 3 – Enhance our Assets</b>		<b>Lead</b>	<b>Overview of delivery to date</b>	<b>Planned Activity 2021/22</b>	<b>Status</b>
<b>Action 5</b>	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"> <li>• Quality Destination Approach piloted (elsewhere in Scotland)</li> <li>• National roll-out was suspended due to COVID 19</li> <li>• Rural Tourism</li> </ul>	<ul style="list-style-type: none"> <li>• Significant new emphasis on Visitor Management – see Annex 3</li> <li>• Cairngorms Green Recovery Fund</li> <li>• Highland Council Tourism Infrastructure Plan and investment</li> <li>• Aberdeenshire Council RTIF</li> </ul>	

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			<p>Infrastructure Fund project at Muir of Dinnet and Glenmore complete</p> <ul style="list-style-type: none"> <li>13 Green Recovery Fund projects approved</li> </ul>	<p>project for Glenshee toilets</p>	
<b>Action 6</b>	<p>Developing and enhancing key strategic assets and working to turn these assets into outstanding visitor experiences with a focus on:</p>	<p>Cairngorms Business Partnership &amp; CNPA</p>		<ul style="list-style-type: none"> <li>Heritage Horizons project application</li> <li>Significant new emphasis on Visitor Management – see Annex 3</li> </ul>	
	<ul style="list-style-type: none"> <li>Roads: SnowRoads Scenic Route</li> </ul>	<p>CBP</p>	<p><u>SnowRoads</u></p> <ul style="list-style-type: none"> <li>Brand, Website and Mobile App launched</li> <li>Aberdeen City and Shire Tourism Award for innovation awarded</li> <li>Funding secured from VisitScotland Growth Fund</li> </ul>	<ul style="list-style-type: none"> <li>Ongoing management as a core asset - CBP</li> </ul>	
	<ul style="list-style-type: none"> <li>A9</li> </ul>	<p>CNPA</p> <p>TS</p>	<p>Badenoch Great Place Project</p> <ul style="list-style-type: none"> <li>Interpretation &amp; Marketing Strategy and Brand agreed</li> <li>Website launched and trails developed</li> <li>Shinty Trail</li> </ul> <p>Transport Scotland:</p> <ul style="list-style-type: none"> <li>Aviemore and Carr-Bridge proposal developed</li> </ul>	<ul style="list-style-type: none"> <li>App launch</li> <li>Trails launch</li> <li>Celebration event</li> <li>Legacy Plan rolled out</li> <li>Integration with Spirit of Highlands Project</li> <li>Preparation for Year of Stories themed year in 2022</li> <li>Delivery of path along with A9 construction after 2024</li> </ul>	

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	<ul style="list-style-type: none"> <li>• Paths: Speyside Way</li> </ul>	CNPA and CBP	<ul style="list-style-type: none"> <li>• CNPA extension completed Dec 2019</li> <li>• Upgrade of the existing section between Aviemore and Boat of Garten, 2019</li> </ul>	<ul style="list-style-type: none"> <li>• Official opening of Speyside Way extension Spring 2021</li> <li>• SW Interpretation Strategy implemented</li> <li>• improve path condition, signage and information on existing route</li> <li>• Joint promotion of SW by DMOs</li> </ul>	
	<ul style="list-style-type: none"> <li>• Deeside Way/NCNI95</li> </ul>	AC	<ul style="list-style-type: none"> <li>• Planning application approved for a path link - Braemar to Invercauld Bridge</li> <li>• NESTRANS funded resurfacing/upgrade works between Camus and Ballater</li> </ul>	<ul style="list-style-type: none"> <li>• Online promotion via Sustrans</li> <li>• Further upgrade work at Dinnet</li> <li>• Re-opening of Cambus O May bridge</li> <li>• Secure funding for Braemar to Invercauld path</li> <li>• VA investigating potential for North East Highland Way</li> </ul>	
	<ul style="list-style-type: none"> <li>• Cairngorm &amp; Glenmore</li> </ul>	CNPA	<ul style="list-style-type: none"> <li>• Strategy agreed</li> <li>• CairnGorm Mountain LEADER TIK project started</li> <li>• Glenmore RTIF project</li> <li>• HIE uplift review complete</li> </ul>	<ul style="list-style-type: none"> <li>• Funicular repair and site development</li> <li>• HIE Masterplan for Cairngorm Estate</li> <li>• FLS to update visitor strategy</li> <li>• CAGOUL Project</li> <li>• TIK project completion</li> </ul>	
	<ul style="list-style-type: none"> <li>• Tomintoul &amp; Glenlivet</li> </ul>	TGDT	<ul style="list-style-type: none"> <li>• £3.6million Landscape Partnership Project complete including:</li> <li>• Discovery Centre refurbished</li> <li>• Speyside Way Spur restored</li> <li>• Dark Sky Park launched</li> </ul>	<ul style="list-style-type: none"> <li>• T&amp;G and Dark Skies Park marketing rolled out</li> <li>• Legacy Plan implemented</li> </ul>	

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			<ul style="list-style-type: none"> <li>and lighting modified</li> <li>Digital archive created</li> <li>New Tomintoul &amp; Glenlivet marketing resources</li> <li>New <a href="#">website</a> and <a href="#">Promotional videos</a> produced</li> </ul>		
	<ul style="list-style-type: none"> <li>Activities: Cycling and Low Level Walking.</li> </ul>	CBP and CNPA	<ul style="list-style-type: none"> <li>Active Aviemore project initiated</li> <li>17 path leaflets produced and online</li> <li>Aberdeenshire Adventure Tourism project underway</li> </ul>	<ul style="list-style-type: none"> <li>Active Aviemore development</li> <li>TIK project completed</li> </ul>	
<b>Action 7</b>	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	<ul style="list-style-type: none"> <li>Cairngorms Trust launched Voluntary Giving Scheme</li> <li>TIC project started</li> <li>38 Volunteer Rangers trained</li> <li>CBP Business Barometer</li> </ul>	<ul style="list-style-type: none"> <li>Volunteer Ranger Programme developed</li> <li>Seasonal Rangers deployed</li> <li>Development of Voluntary Giving Scheme</li> <li>TIC project complete</li> <li>CBP Destination Development Project</li> </ul>	

<b>Theme 4 – Engage and Inspire</b>		<b>Lead</b>	<b>Overview of delivery to date</b>	<b>Planned Activity 2021/22</b>	<b>Status</b>
<b>Action 8</b>	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	CTP	<ul style="list-style-type: none"> <li>Make it Yours programme developed for visitor facing staff.</li> <li>MIY programme for outdoor activity providers</li> </ul>	<ul style="list-style-type: none"> <li>#CairngormsTogether</li> <li>CBP Destination Development Project</li> <li>MIY video presentation</li> <li>Trial What3Words</li> </ul>	

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	and get involved in effective and collaborative marketing activity.		<p>piloted</p> <ul style="list-style-type: none"> <li>• #CairngormsTogether campaign</li> </ul>	<ul style="list-style-type: none"> <li>• Local Information Centre network development</li> </ul>	
<b>Action 9</b>	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	<ul style="list-style-type: none"> <li>• Marketing strategy in place.</li> <li>• Local Information Centres in place</li> <li>• CBP VisitScotland Growth Fund</li> <li>• Four of the new LIC's became VisitScotland iKnow Partners</li> </ul>	<ul style="list-style-type: none"> <li>• Local Information Centres network development</li> <li>• RSPB enhancement of Osprey Centre, Abernethy complete</li> </ul>	

<b>Theme 5 - International</b>		<b>Lead</b>	<b>Overview of delivery to date</b>	<b>Planned Activity 2021/22</b>	<b>Status</b>
<b>Action 10</b>	<p>Identify key target international growth markets for the Cairngorms National Park and;</p> <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>	VS & CNPA	<ul style="list-style-type: none"> <li>• CBP China Ready workshops</li> <li>• VisitAberdeenshire work to develop Cruise Tourism</li> <li>• Europarc Conference September 2018</li> <li>• CBP VisitScotland Growth Fund</li> <li>• CBP attended World Tourism Market VisitScotland delivered a virtual B2B event in Nov 2020, Scotland Reconnect,</li> </ul>	<ul style="list-style-type: none"> <li>• CBP Destination Development Project</li> <li>• Tour of Britain cycling race in East of Park in Sept</li> <li>• VisitAberdeenshire Adventure Tourism promotions</li> </ul>	