

## **Cairngorms National Park Authority**

**Board Meeting 15<sup>th</sup> June 2007**

**Panmure Arms Hotel, Edzell**

### **CNPA Role in Tourism Discussion Session – Programme**

**11.30 – Alistair Gronbach, Head of Brand Marketing, VisitScotland**

#### **VS approach to marketing**

Outline segmentation model and product portfolio. Explain the mix of channels used to target, web, consumer & trade, press & PR, familiarisation trips (Fam trips), DM, etc.

**11.50 – Jim Hamill, Strathclyde University**

#### **The on-line customer experience**

How easy is it to find out about, organise, plan and book a trip to CNP? How well is the Park Plan being delivered on line?

**12.10 – Chris Taylor**

#### **CNPA role in marketing**

Working with VS / VS.com / DMOs  
Role of the Brand in working with businesses -

NOTE - EJF going to finance committee at 14.30 on support for DMOs

**12.20 – Questions**

**12.30 - Lunch**

#### **Discussion points**

- Do the Board endorse the general approach of marketing the Park through and with others?
- Are the Board content with key audience being aligned to VS segmentation model and to people on low incomes / youth and all abilities

#### **Afternoon**

Decision paper on Park Brand to full Board – Fiona Milligan

EJF on Destination Management Organisations to finance committee. – Chris Taylor