

## **Cairngorms Visitor Guide 2006**

The following paper outlines the issues concerning the development of the 2006 edition of the Cairngorms Visitor Guide (CVG).

### **BACKGROUND**

#### **2004 Guide**

1. The CVG was first produced in 2004 to provide comprehensive visitor information and reinforce the Cairngorms as a destination.. Prior to this, the 3 ATBs produced their own area guides.

#### **Objectives**

2. The initial objectives of the project were:
  - To inform visitors of places to visit, things to do and activities to undertake
  - To persuade visitors to increase their length of stay and spend in the area
  - To enhance visitors' enjoyment of their stay
  - To encourage retention and dispersal of visitors
  - To encourage repeat business

#### **Analysis**

3. Analysis of the success of the 2004 guide took two routes. Student research by the University of Portsmouth assessed the response of visitors to the guide, and a questionnaire survey was sent to businesses within the park. Generally the guide was well-received, but several areas of weakness were highlighted.

#### **2005 Guide**

4. The 2005 guide was produced in the same format as the 2004 guide, with several amendments based on the analysis of the 2004 guide. It was not possible to make large-scale changes to the CVG in 2005, but it was agreed that a further review would take place before development of the 2006 guide.
5. Production of the CVG has been managed by a working group including representatives of each of the ATBs and the CNPA, with HOST leading on the project. Distribution is managed by the ATBs, but the majority of distribution is within the park.

### **VISITOR GUIDE 2006**

#### **Objectives**

6. It may be appropriate at this stage to review the original objectives of the CVG, which were based on influencing existing visitors to the park. As such, the CVG is currently more of an orientation guide than marketing tool.

#### **Orientation**

7. As an orientation guide, feedback highlights weaknesses with the existing format, notably that the existing map is not detailed enough, and map references are unclear.

**Marketing**

8. As the distribution of the CVG has been largely within the park, it is not a particularly strong marketing tool, although there is some evidence that visitors take it home as a souvenir and are likely to pass it on to friends and family. If the CVG was to be developed as a marketing tool and widely distributed outwith the park, there would be an argument for including accomodation listings, although feedback from businesses shows that only 40% would be in favour of this.

**Logistics**

9. Production of the CVG so far has been ATB led, but in light of the tourism network review, there is a need to confirm arrangements for 2006 as soon as possible, especially if large-scale changes are planned.