

CAIRNGORMS NATIONAL PARK AUTHORITY FINANCE COMMITTEE

FOR DECISION

Title: Visitor Survey 2009/10

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Purpose

To seek the committee's approval for funding of a year-long, Park-wide visitor survey in 2009/10.

Recommendations

The Committee is asked to approve funding of up to £48k towards the delivery of the 2009/10 visitor survey.

Executive Summary

- 1) A baseline visitor survey was carried out around the time of National Park designation in 2003/04 to give an insight into visitor demographics, motivations and behaviour. At that time the intention was that the survey would be repeated at regular intervals to identify visitor trends and allow monitoring against Park Plan outcomes. The first repeat survey is planned to run during 09/10, and full details are included on the attached Expenditure Justification Form.
- 2) The survey would be conducted from April or May 2009 until March or April 2010, with an interim report submitted in October 2009, and a full report available by June 2010. This information would then inform the development of the 2012-2017 draft National Park Plan, as well as the redevelopment of the Cairngorms Sustainable Tourism Strategy in 2010. This would allow submission to Europarc in re-application for the *European Charter for Sustainable Tourism in Protected Areas* in early 2011 as scheduled.
- 3) The initial survey was carried out at the same time as a survey for Loch Lomond & the Trossachs National Park, using the same methodology. Initially LLTNPA had planned to run their repeat survey in 09/10 as well. Unfortunately they now no longer have the resources to do so. Whilst ideally both surveys would run in tandem, to delay the Cairngorms survey by a year in the hope of running both surveys in 2010/11 would have serious implications for the planned strategy work as detailed

above. Therefore the recommendation is to go ahead as planned with the Cairngorms Survey in 2009/10, and this has been budgeted in the 09/10 operational plan.

Heather Trench
February 2009