

# Cairngorms Business Partnership

Promotion Development Advocacy



## Cairngorms Business Partnership Business Update 2010/11

**Welcome** to the Business Update from the Cairngorms Business Partnership (CBP) for the year 2010/11. Read on to find out more about the work we have been doing on your behalf and the benefits we have been delivering for you, our members, since our launch in April 2010.

### Cairngorms Business Partnership - One Year On Stronger Together

The CBP launched back in April 2010 as a membership organisation for businesses across the Cairngorms National Park. It brought together a number of existing business membership organisations to form a stronger single organisation providing greater value and benefits for our member businesses.

### Our Members

CBP now has over 280 members representing a wide range of businesses from accommodation to retail, activities to attractions, professional trades to manufacturing, cafes to charities across the entire Cairngorms National Park.

### Our Objectives

The CBP is here to deliver for its members:

- **Promotion...**of the area through PR and marketing
- **Development...**of local businesses and the destination
- **Advocacy...**for our members, representing your interests as a strong business voice for the area

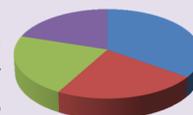
### CBP - Breaking New Ground

The CBP is now recognised as one of the leading private sector organisation in Scotland. It is the first time that a Destination Management Organisation, local business organisations and the local Chamber of Commerce have come together as we have done. Our objective is to build a strong organisation that is here to stay and here to bring direct business benefits to you.

## Development

### Business Barometer

The CBP Business Barometer provides quarterly business trends and customer information. The survey remains the most up to date source of information for local businesses. Thanks to all those who have completed the surveys.



### Training and Networking

The Business Conference in January attracted a record number of delegates who heard a mix of speakers and participated in workshops on social media, customer feedback and more. Our sector groups also met regularly in 2010 and we will be hosting a series of workshops throughout 2011, details to follow soon.

### Adventure Travel World Summit October 2010

The CBP played a central role in the delivery one of the most important conferences the area has ever hosted. We organised product taster days, local offers, customer feedback and events out in the Park. The event led to National Geographic rating the area as one of the top 20 places in the world to visit.



### Events and Festivals

In 2010 Carole Butler joined the CBP team as Events and Festivals Co-ordinator. Our area hosts a great range of events from local cultural and community events to large internationally renowned events. Our aim is to present the CNP as an area with an *all year round world class calendar of events and festivals*. Look out for the new events calendar on [visitcairngorms.com](http://visitcairngorms.com) in the spring.

## Advocacy

### Business Voice

The CBP represented your interests in meetings with Scottish Government Ministers, CNPA, Scot Enterprise, HIE, VisitScotland and local authorities. We are a fully affiliated member of the Scottish Chambers of Commerce, offering a strong single voice for local businesses on matters including:

- Planning
- Transport
- Skills and employment
- Fuel costs
- Tourism
- Local economy
- Red tape



## Promotion

### Press Coverage

This year CBP generated over £500k worth of PR for the area. We organise tailored press trips and match them with the right member businesses. You can view all the PR coverage in your monthly eNewsletter. Coverage has ranged from the Times and Guardian to Scottish Field and Beautiful Britain.



### Marketing Review

The CBP highlighted the real need for a better co-ordinated approach to 'marketing the Park'. Over the past year we have been developing a new look and approach to how the area is promoted. We are now at the stage of finalising the 2011-2013 marketing plan.

The Marketing Plan is being developed to promote the rich choice of activities, places to visit, stay, eat and drink that is available across the Park. The final campaign will also promote the different areas of the park, each with their own unique character. Our approach can be described as 'One dish with five flavours'. The campaign will be a mixture of traditional marketing activities along with digital-based and PR campaigns.

**Make it Yours:** It was highlighted early on in the review that the Park needs an effective 'strap line'. The line *Make it Yours* has been developed and will be appearing in future adverts and on the website.



### VisitCairngorms.com - 11,000 click throughs to members each month and growing

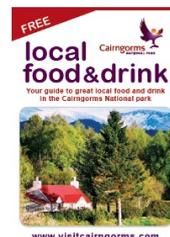
Visitcairngorms.com is a shop window to the Park designed to drive commission free traffic to the websites of our members. Over 175,000 people have visited the site since April 2010. Of these over 110,000 clicked through to the website of one of our member businesses. The stats are available in your monthly eNewsletter and at [www.visitcairngorms.com/statistics](http://www.visitcairngorms.com/statistics).

We are currently reviewing the website to make it work even better with a new look, improved functions and a members section.

### Publications

The CBP own Park-i and What's On, the area's top tourism publications. What's On will go Park-wide in April and Park-i continues to be the best local directory for visitors and locals alike. Both are now distributed Park-wide and represent great value for money for advertisers.

The CBP also published a new Local Food and Drink Guide in January. The free guide showcases local places to eat that demonstrate a passion and support for locally sourced produce.



### iPhone App - world first!

The CBP have launched the first information based iPhone App for a National Park anywhere in the world! The free app has been downloaded by over 2,600 people since October 2010. The CBP see this as the first step towards marketing local businesses to visitors on the move.

### Social Media

The CBP uses a variety of social media channels to engage and inspire our visitors. We have added 1,800 Facebook Fans this year, bringing our total to 4,840. We have 1,330 Twitter followers, write a regular blog and link to flickr, YouTube and TripAdvisor. We are currently looking at ways to make the best use of new social media channels such as FourSquare and the possibility of advertising on these sites.



### Advertising

The CBP placed adverts for the area in specialist magazines, newspapers and brochures. We secured exclusive advertising deals for member businesses and offered discounted advertising rates in the What's On and Park-i publications. Members also purchased web adverts on visitcairngorms.com.

### The Year Ahead:

- Networking/development workshops
- Park-wide What's On
- Refresh of visitcairngorms.com
- Information hub on visitcairngorms.com
- Sector group business meetings
- 'Mobile' marketing initiatives
- Annual Business Conference
- A louder voice for local businesses
- A new marketing and PR campaign

### And finally.....

The CBP arguably punches well above its weight. The massive amount of work that is undertaken is a result of many people working for the good of the area. The staff and volunteer directors have gone that 'extra mile' in getting the CBP off the ground. We have an ambitious Business Plan for 2011-2013 based on bringing economic benefits to local businesses and maximising the increasing awareness and appreciation of the spectacular place we live and work. Thank you to; staff, directors, stakeholders, supporters and of course, our members.

Alan Rankin, Chief Executive, CBP