

Delivering Tourism Scotland 2020 - Cairngorms Tourism Action Plan (CTAP)	
Theme: Building our capabilities	
CTAP Priority	Update
<p>Establish a strong public and private sector tourism delivery partnership to ensure collaborative delivery, support, and growth in the sector</p>	<ul style="list-style-type: none"> • Cairngorms Tourism Partnership (CTP) was formed in 2014 and has met twice to date with a further meeting scheduled for November 2015. Key themes discussed include marketing and infrastructure including A9 Dualling. Next meeting will look at marketing strategy for CNP. • Cairngorms Business Partnership (CBP) has a new Executive Director in post with a key focus on delivery of the Cairngorms Economic Strategy (CES) including the tourism action plan. CBP play a key part in the CTP. • A tourism review is under way in Aberdeenshire to consider best structures for funding and management. Visit Royal Deeside (VRD) likely to merge with Visit Aberdeen and others to form single Tourism Partnership.
<p>Collaborative Destination branding, brand development and marketing linking tourism operators, groups, CNPA, and VisitScotland campaigns</p>	<ul style="list-style-type: none"> • CNPA has been working in collaboration with CBP and VisitScotland (VS) to develop autumn and spring campaigns to specifically promote the CNP as a key destination. We have also been working to influence wider VS campaigns to recognise the CNP as a part of Highland, Aberdeenshire, Angus, Perth and Kinross, etc and easily accessed from cities of Inverness, Aberdeen, etc. • VS are leading on development of a regional marketing strategy for the CNP identifying key audiences, core products, messaging etc. This will form the basis of future marketing activity for VS, CNP and CBP as well as other partners where appropriate. To be discussed with CTP. • As part of the Aberdeenshire review they are developing a marketing strategy for the area - CNPA, CBP, VRD, VS and others are contributing.
<p>Business support, networking, and skills development</p>	<ul style="list-style-type: none"> • CBP and VRD are running business networking events and training sessions. • A Business Support Group has been established through the Cairngorms Economic Strategy to review business support provision in the National Park. The Group is led by Highland Opportunity Ltd.

<p>Customer feedback and 'Make it Yours' programme</p>	<ul style="list-style-type: none"> • World Host training is being delivered in Moray and Aberdeenshire. • World Host as a mechanism for delivering the Make it Yours programmes has been investigated for the Badenoch & Strathspey area. For a variety of reasons (including complexity of the approach and lack of business buy-in) this approach will not be rolled out in CNP. • CNPA is working to roll-out the Make it Yours programme to businesses as part of a wider brand development project.
<p>Support businesses and visitors to improve environmental performance and reduce their impact</p>	<ul style="list-style-type: none"> • From January 2015 VisitScotland have been including sustainability actions as a minimum standard in their quality assurance schemes. This follows from an earlier pilot to assess what actions were being taken by businesses. Initial data from the pilot showed that businesses within the CNP were scoring slightly better than average. A range of VS Better Business Guides have also been developed to support business improvement.
<p>TS2020 Theme: Turning our assets into experiences:</p>	
<p>Develop and package experiences around existing assets, accommodation, food & drink, travel, activities & attractions</p> <ul style="list-style-type: none"> • Cycling • Long Distance Routes (Deeside Way and Speyside Way) • Cultural Tourism • Business Tourism • Wildlife & Adventure Tourism (inc. Outdoor activities) • Events & Festivals 	<ul style="list-style-type: none"> • CNPA are working with partners to scope a project to enable effective promotion of the cycling product in the CNP and buy-in from businesses. This will build on previous work undertaken as part of the cycling development project. • Visit Royal Deeside has developed a 'Geo Tour', based on geocaching, connected to the Deeside Way engaging a large number of local businesses and visitors. • A project is being scoped to look at opportunities around the Speyside Way to capitalise on the launch of the new extension - updated Harvey Map showing the extension to Kincaig is already on sale. • New mountain-bike hub opened at Laggan, August 2015. • New visitor centre opened in Nethy Bridge, July 2015 showcasing the natural and cultural heritage of the area that includes the adjacent National Nature Reserve • Video promoting cycling across the CNP being commission with funding from Sustrans. • Cairngorms Nature Festival is in its second year with an increase in participants and growing support from event organisers.

TS2020 Theme: Improving the Customer Journey:	
Provide high quality, inspiring visitor information online, in publications and at key sites	<ul style="list-style-type: none"> • CNP Welcome leaflet re-produced • Community path leaflets in place • New CNPA website has been launched with more inspiring imagery and much greater visitor focus • New Deeside Way website in place
Improve booking and promotion for public transport and provision of active travel opportunities	<ul style="list-style-type: none"> • Active Cairngorms Strategy in place • Network Rail, Transport Scotland and Scottish Futures Trust liaising on A9 Dualling project including opportunity for a 'Smart Corridor'
Improve the quality and range of visitor accommodation	<ul style="list-style-type: none"> • Plans for Fife Arms Hotel refurbishment in Braemar are due in soon • Discussions under way with Macdonald Aviemore Resort about development plans
Improve the promotion and availability of local produce	<ul style="list-style-type: none"> • Year of Food & Drink activity – reprint of 'Food & drink trail' with 'Year of Food & Drink' logo, advertising in 'What's On' with logos, Food & Drink focus CBP customer e-newsletters, VS promotion of events in CNP, CNP branding at events and support and advice to events in sourcing funding and local producers, support for Grantown Show and Food & fiddle Fortnight in Deeside.
Improve digital and mobile connectivity and support businesses to embrace new technologies and opportunities	<ul style="list-style-type: none"> • CBP are running a digital connectivity event in late September • Cairngorms Economic Strategy has a Digital Steering Group including representatives from key agencies and looking at CNP specific issues and opportunities • Transport Scotland are developing proposals for a 'Smart Corridor' as part of the A9 Dualling project
Area specific plans to ensure a collaborative approach to improving visitor experience in key areas	<ul style="list-style-type: none"> • Cairngorm & Glenmore Strategy out to public consultation in November • Tomintoul and Glenlivet Development Trust have secured a further three years of support and continue to focus on visitor facilities and events to promote the area. The Landscape Partnership Bid for the area is also a key opportunity for improving the Visitor Experience. • Scenic Routes Initiative is working to promote the road corridor over Glenshee, through the Lecht and Glenlivet.