
CAIRNGORMS SUSTAINABLE TOURISM FORUM

Title: Sustainable Tourism Strategy Action Plan: Delivery and Monitoring

Prepared by: Pete Crane, Programme Manager

Purpose: To provide advice and support on the areas of delivery required 2012/13, and updates on any other relevant work.

Advice Sought: Partner input to the Action Plan.

STRATEGY IMPLEMENTATION

1. **STS Action Plan.** The Action Plan contains eight areas of delivery. A summary of the action table with progress to date is shown at Annex A. Our assessment is that progress is generally good. A few areas of outlined for specific discussion below.

AREAS OF NOTE

1d Encourage sector or thematic networks

CBP has developed a range of park wide marketing material promoting horse riding, hostels and golf courses and are keen to work with other sectors that wish to develop similar products.

2c Maintain a world class destination website as the central vehicle for marketing

CBP has undertaken a major upgrade visitcairngorms.com and maintained a mobile 'phone application.

3c Maintain a wider set of information points at key sites and in communities

The Blair Atholl Area Tourist Association and Blair Charitable Trust run visitor centre was opening in August.

Boat of Garten Community Company is due to commission work on the new unstaffed visitor information hub at Station Square in November.

4d Pursue support for conservation and management from enterprises and visitors

CBP has produced a review of existing schemes and this will for a major discussion at this meeting.

5e Provide and promote specific opportunities for cycling and mountain biking

First stakeholder workshop to shape future activity organised for 1st November 2012.

5g Consider opportunities for promoting water borne access

No activity planned

5h Establish a strategy on broadening the base for snow sport related activities

No activity planned

6g Integrate country sports into the broader tourism offer

No activity planned

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Annex I: STS Action Plan.