

6 Study Findings

The following section reviews the key study findings and identifies a number of recommendations which are then summarised in Section 7.

6.1 Key Challenges – Infrastructure and Provision

The CNPA and key stakeholders managing tourism in the Cairngorms National Park recognise the need to address the balance between the needs of visitors, the environment and local communities and to conserve and promote the special qualities of the Park as the basis of tourism. There is however a gap between the aspirations to develop, promote and maintain the National Park as a sustainable tourism destination and current tourist travel patterns and transport provision within the Park.

The car dominates visitor travel to, from and around the National Park and provision of alternatives to the car present many challenges, not least with the Highland Council's budget. Subsidising services in remote areas is expensive and Council resources are stretched thinly. Some routes are well served (Grantown-Aviemore), whilst others have no service, a limited one, or rely on express coach services.

The comparatively small and dispersed population of the Badenoch and Strathspey area creates the significant challenge of providing financially sustainable public transport services due to the absence of economies of scale, than areas with larger and less dispersed populations. The geography of the Badenoch and Strathspey transport corridor also presents a challenge in providing public transport to many attractions. The seasonal nature of many attractions in the National Park also makes it difficult for them to support financially sustainable public transport services. Lack of connectivity between public transport services can limit the attractiveness of public transport compared to car use and inconvenience public transport users due to prolonged waits between connecting services.

Active travel such as walking and cycling are ideal modes of transport for shorter journeys or as part of a longer journey mixed with other modes of transport. Many of the activities and attractions that draw visitors to the Cairngorms National Park involve walking and cycling but these modes of transport are often not viewed as ways to travel to and around the National Park. The lack of facilities that allow easy interchange and cycle provision on most public transport services also limit the utility of cycling as a mode of transport that can be used to access parts of the National Park and makes access to a car necessary for some journeys.

Most tourist attractions within the National Park are designed primarily around access by car. At the same time many do provide or have ready access to active travel infrastructure such as segregated pedestrian and cycle routes and dedicated cycle parking in some form. While few sites are well served by public transport, around half are located within comfortable walking distance of a bus stop and a large number are accessible by public transport in combination with walking and/or cycling, although the frequency of public transport services can present a significant barrier.

Detailed recommendations for improvements to transport infrastructure and provision within the Badenoch and Strathspey area are beyond the scope of this report. However if the CNPA and key stakeholders are going to achieve their aim of seeing the National Park become a sustainable tourism destination they should identify a related key objective, such as:

Improve the provision and integration of active travel modes and public transport within the Badenoch and Strathspey Corridor to enable these modes to compete more effectively with travel by car in terms of coverage, frequency, travel time and convenience.

To achieve this objective the CNPA and key stakeholders need to:

- Explore ways to improve connectivity between bus and train services, including:
- Improve connectivity between some bus and train services ensuring schedules are timed to minimise waits between connecting services and that early and late services have onward travel options;
- Improve connectivity by identifying opportunities for integrated ticketing between bus and train services operating within the National Park;
- Engage in further detailed discussions with the operators of key tourist attractions and transport operators with regards the feasibility of running a pilot scheme offering combined public transport tickets and attraction entry fees.
- Explore ways to improve interchange between active travel modes and public transport, including:
- Improve facilities such as cycle parking at public transport interchanges (e.g. bus and train stations) and/or surfaced all-weather paths connecting bus stops in proximity to, but not directly serving, popular tourist destinations;
- Improve the carrying provision for bicycles on bus and train services operating within Badenoch and Strathspey in terms of capacity and ease of booking.
- Explore ways of improving public transport provision to, from and between key tourist destinations, including:
- Identify a number of potential revisions or extensions to existing public transport services that would allow key tourist destinations to be served more effectively;
- Work with councils and operators to see where new services to support visitors could also have positive effects for residents;
- Identify a number of potential new public transport routes that could serve key tourist destinations seasonally or throughout the year, should funding be available in the future.

There may be an opportunity the CNPA, ACDMO, key stakeholders and tourist attractions to work collectively to identify clusters of tourist attractions (such as the Glenmore Area) that can be supported through the provision of additional, or more frequent, public transport services and improved walking and cycling facilities. The aim would be to create an unique selling point for those attractions, enabling visitors to be travel to and from the National Park

by coach or rail and around key tourist attractions by bus, bike and/or on foot. This would offer visitors the opportunity to enjoy the natural environment of the National Park while helping to protect it.

6.2 Key Challenges – Information and Awareness

Information has a key role to play in encouraging visitors to the Cairngorms National Park to travel to, from and within the Park more sustainably more often. A significant proportion of visitors to the Cairngorms National Park are not aware of and do not use any public transport information sources.

If visitors are to be encouraged to travel more sustainably, the alternatives to travel by car need to be highlighted and actively marketed. There are a variety of sources of information available but there is no overall strategy for promoting the National Park as a sustainable tourism destination and for encouraging visitors to access the park sustainably.

One option may be to provide a web-based resource, possibly utilising the VisitCairngorms: www.visitcairngorms.com site, to provide an online 'one-stop-shop' to allow potential visitors to plan journeys to the Cairngorms National Park, providing information on how to travel both to and around the Park sustainably and providing links to journey planning websites and the websites of transport operators. Such a site might act as an online version of the Cairngorms Explorer booklet.

General destination marketing carried out by VisitScotland, accommodation providers and visitor attractions could then refer visitors to this 'one-stop-shop' for travel information rather than provide and maintain detailed travel information on their own sites.

General destination marketing of the Cairngorms National Park as a tourist destination should:

- Identify the National Park as a sustainable tourism destination and promote the links between the environment and getting here;
- Identify sustainable travel options such as walking, cycling and public transport as *the* way to travel around the National Park;
- Direct visitors to more detailed travel information to aid journey planning.

Marketing the National Park as a sustainable tourism destination is a way of generating new business, as well as a way of re-focusing current tourism businesses to become more sustainable.

There is an opportunity for the CNPA, ACDMO, key stakeholders and tourist attractions to work collectively to attract visitors drawn not only by the existing attractions the National Park has to offer but by the *sustainability* of holidays in the National Park where it is possible to



use sustainable transport for the whole duration of their stay. This approach could be adopted in conjunction with improvements to walking, cycling and public transport provision to a particular cluster of tourist attractions within the National Park and expanded to cover the whole of the park if this approach proves to be successful.

Many tourists may be attracted by the possibility of being able to travel to the Park by coach or rail and around the park by bus or bike. The ability to enjoy the natural environment of the National Park while helping to conserve it is a marketable commodity that can enhance economic activity from tourism as well as the sustainability of that tourism.

Individual tourist attractions and accommodation providers should be encouraged to provide travel information such as:

- Providing copies of the Cairngorms Explorer booklet to guests.
- Providing links to the websites of public transport operators and transport information providers.
- Incorporating the Transport Direct page landing service on to their own websites (See: www.transportdirect.info/web2/Tools/BusinessLinks.aspx for further details).

Individual tourist attractions within the National Park should also be assisted in developing their own detailed 'access maps', identifying local bus stops, core paths, cycle parking, approximate walking times and contact details for further information on walking, cycling and public transport



7 Recommendations

This section summarises the recommendations identified in Section 6 above.

Table 6 – Study Recommendations.

Recommendation	Comments
<p>Explore ways to improve connectivity between bus and train services</p>	<ul style="list-style-type: none"> • Improve connectivity between some bus and train services ensuring schedules are timed to minimise waits between connecting services, and that early and late services have onward connections; • Improve connectivity by identifying opportunities for integrated ticketing involving bus and train services operating within the National Park; • Engage in further detailed discussions with the operators of key tourist attractions and transport operators with regards the feasibility of running a pilot scheme offering combined public transport tickets and attraction entry fees.
<p>Explore ways to improve interchange between active travel modes and public transport</p>	<ul style="list-style-type: none"> • Improve facilities such as cycle parking at public transport interchanges (e.g. bus stops and train stations) and / or surfaced all-weather paths connecting bus stops in proximity to, but not directly serving, popular tourist destinations; • Improve the carriage provision for bicycles on bus and train services operating to and within Badenoch and Strathspey in terms of capacity and ease of booking.
<p>Explore ways of improving public transport provision to and from key tourist destinations</p>	<ul style="list-style-type: none"> • Identify a number of potential new public transport routes that could serve key tourist destinations seasonally or throughout the year, should funding be available in the future; • Identify a number of potential revisions or extensions to existing public transport services that would allow key tourist destinations to be served more effectively, whilst potentially providing a higher level of service to residents.
<p>Provide a central source of up-to-date transport information for the National Park</p>	<ul style="list-style-type: none"> • Provide a web-based resource, possibly utilising www.visitcairngorms.com to provide an online 'one-stop-shop' to allow potential visitors to plan journeys to the Cairngorms National Park, providing information on how to travel both to and around the Park sustainably and providing links to journey planning websites and the websites of transport operators. Such a site might act as an online version of the Cairngorms Explorer booklet.
<p>Improve the sustainable message provided by general destination marketing of the Cairngorms National Park</p>	<ul style="list-style-type: none"> • Identify the National Park as a sustainable tourism destination; • Identify sustainable travel options such as walking, cycling and public transport as <i>the</i> way to travel around the National Park; • Direct visitors to more detailed travel information to aid journey planning.

Recommendation	Comments
Encourage individual tourist attractions and accommodation providers to supply visitors with travel information	<ul style="list-style-type: none">• Providing copies of the Cairngorms Explorer booklet to guests;• Providing links to the websites of public transport providers and transport information providers;• Incorporating the Transport Direct page landing service onto their own websites;• Develop 'access maps' - published leaflets providing maps identifying local bus stops, core paths, cycle parking, approximate walking times and contact details for further information on walking, cycling and public transport.



Appendices



Appendix 1 –Useful Transport Links

General tourist information:

- VisitBritain: www.visitbritain.co.uk
- VisitScotland: www.visitscotland.com
- VisitAviemore: www.visitaviemore.com
- VisitCairngorms: www.visitcairngorms.com

Transport information providers:

- Traveline Scotland: www.travelinescotland.com
- Transport Direct: www.transportdirect.info
- National Rail Enquiries: www.nationalrail.co.uk
- Ifyoucareshare.com: www.ifyoucareshare.com

Transport operators:

- Stagecoach: www.stagecoachbus.com/highlands
- First ScotRail: www.firstgroup.com/scotrail
- First ScotRail Caledonian Sleeper: www.firstgroup.com/scotrail/caledoniansleeper/index.html
- NXC: www.nationalexpresseastcoast.com
- Rapsons: www.rapsons.co.uk
- Scottish CityLink: www.citylink.co.uk/timetables.html
- National Express: www.nationalexpress.com/coach/index.cfm
- Park's of Hamilton: www.parksofhamilton.co.uk/cgi-bin/index.pl

Other transport organisations:

- HITRANS: www.hitrans.org.uk
- Transport Scotland: www.transportscotland.gov.uk
- Transform Scotland: www.transformscotland.org.uk
- Sustrans: www.sustrans.org.uk
- Paths to Health: www.pathsforall.org.uk/pathstohealth
- Traffic Scotland: www.trafficscotland.org



- The Invernet Project: www.invernet.info
- PlusBus: www.plusbus.info
- The Highland Rail Partnership: www.highlandrail.org/about.htm
- Road Safety Scotland: www.road-safety.org.uk
- European Mobility Week: www.mobilityweek-europe.org



Appendix 2 – Site Survey Summary

The following section provides a summary of key visitor attractions located along the Badenoch and Strathspey Corridor.

Survey Summary													
Site Name	Annual visitor numbers	Site entrances	Shared site	Segregated pedestrian route	Segregated cycle route	Cycle parking	Accessible by public transport	Distance to closest bus stop	On site facilities	Local facilities within walking distance	Travel information provided to visitors	Travel plan or other transport policy	
CairnGorm Mountain Ltd	210,000	1	x	✓	x	✓	✓	<100 metres	✓	x	✓	x	
Glenmore Forest Park	300,000	5	x	✓	✓	✓	✓	<100 metres	✓	x	✓	x	
Loch Morlich Watersports	Not Available	4	x	✓	✓	x	✓	<100 metres	✓	✓	✓	✓	
Cairngorm Reindeer Centre	20,000	1	✓	✓	✓	x	✓	<1 Km	✓	✓	✓	✓	
The Cairngorm Sleddog Centre	1,000	2	✓	x	x	x	✓	1-3 Km	✓	x	✓	x	
Glenmore Lodge	6,000	4	✓	✓	✓	✓	✓	1-3 Km	✓	x	✓	✓	
The Funhouse, Hilton Coylumbridge	50,000	1	✓	x	x	✓	✓	<1 Km	✓	✓	✓	x	
Rothiemurchus Centre	250,000	3	✓	✓	✓	✓	✓	Not Available	✓	✓	✓	x	
Loch an Eilein	250,000	3	✓	✓	✓	✓	✓	Not Available	✓	✓	✓	x	
Cairngorm Brewery,	1,000	1	x	x	x	x	✓	<1 Km	✓	✓	✓	x	

Survey Summary												
Site Name	Annual visitor numbers	Site entrances	Shared site	Segregated pedestrian route	Segregated cycle route	Cycle parking	Accessible by public transport	Distance to closest bus stop	On site facilities	Local facilities within walking distance	Travel information provided to visitors	Travel plan or other transport policy
Aviemore												
Craigellachie National Nature Reserve	10,000	1	✓	✓	x	x	✓	<1 km	x	✓	✓	x
Inshriach Nursery	Not Available	1	x	x	x	x	x	4km	✓	x	x	x
Loch an Eileen Pottery	Not Available	1	x	x	x	x	x	4km	✓	x	x	x
Strathspey Railway, Aviemore Station	100,000	2	✓	x	x	x	✓	<100 metres	✓	✓	✓	x
Strathspey Railway, Boat of Garten	100,000	2	x	✓	x	x	✓	<100 metres	✓	✓	✓	x
Strathspey Railway, Broomhill Station	100,000	1	x	x	x	x	✓	1-3 Km	✓	✓	✓	x
Alvie and Dalraddy Estates	300	4	x	x	x	x	✓	1-3 km	✓	x	✓	x
Loch Insh Watersports	100,000	1	x	✓	✓	✓	✓	1-3 km	✓	✓	✓	✓
Working Sheepdogs Leault Farm	Not Available	1	x	x	x	x	x	3-5 km	x	x	✓	x

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Site Name	Annual visitor numbers	Site entrances	Shared site	Segregated pedestrian route	Segregated cycle route	Cycle parking	Accessible by public transport	Distance to closest bus stop	On site facilities	Local facilities within walking distance	Travel information provided to visitors	Travel plan or other transport policy	
Glenfeshie Hostel	Not Available	1	✓	x	x	x	✓	7km	✓	✓	✓	x	
Frank Bruce Sculpture Trail	8,000	3	x	x	x	x	x	3-5 km	x	✓	✓	x	
The Highland Wildlife Park	65,000	2	x	x	x	x	✓	<100 metres	✓	x	✓	x	
Ruthven Barracks	Not Available	1	x	✓	✓	x	x	1-3 km	x	✓	x	x	
Grantown Museum	6,000	1	x	x	x	x	✓	<100 metres	✓	✓	✓	x	
Revack Estate	25,000	1	x	✓	x	x	✓	1-3 km	✓	x	✓	x	
Dalnain Bridge Roaches Moutonnees	Not Available	1	x	✓	x	x	✓	<1km	x	✓	x	x	
Explore Abernethy	2,200	5	✓	✓	✓	✓	✓	<100 metres	✓	✓	✓	x	
Nethybridge Pottery	Not Available	1	x	x	x	x	✓	<1km	x	✓	✓	x	
Auchgourish Gardens	Not Available	1	x	x	x	x	x	6km	x	x	✓	x	
Castle Roy	Not available	1	x	x	x	x	✓	3-5 km	x	✓	x	x	
Speyside Heather Visitor and Garden Centre	Not Available	Not Available	✓	✓	✓	x	x	1-3 km	✓	x	✓	x	

Survey Summary													
Site Name	Annual visitor numbers	Site entrances	Shared site	Segregated pedestrian route	Segregated cycle route	Cycle parking	Accessible by public transport	Distance to closest bus stop	On site facilities	Local facilities within walking distance	Travel information provided to visitors	Travel plan or other transport policy	
Landmark Forest Adventure Park	125,000	3	x	✓	✓	✓	✓	<100 metres	✓	✓	x	x	
Carr Bridge Studios	Not Available	1	x	x	x	x	✓	<100 metres	✓	✓	x	x	
Loch Garten RSPB Osprey Centre	Not Available	2	x	✓	✓	Not Available	✓	1-3 km	✓	x	✓	✓	
Cromdale and the Speyside Way	Not Available	6+	✓	✓	x	x	✓	1km	✓	✓	x	x	
Kingussie Camanachd (Shinty) Club	Not Available	1	x	x	x	x	✓	<1km	✓	✓	✓	x	
RSPB Insh Marshes Nature Reserve	15,000	1	x	x	x	x	✓	1.5km	✓	✓	✓	✓	
The Highland Folk Museum	35,000+	3	x	x	x	✓	✓	<1 km	✓	✓	✓	x	
Clan Macpherson Museum	4,000	2	x	x	x	✓	✓	<100 metres	✓	✓	✓	x	
Newtonmore Craft Centre and Gallery	Not Available	1	✓	✓	x	x	✓	<1km	✓	✓	✓	x	
The Wildcat Trail	Not available	14	x	✓	x	x	✓	<1 km	✓	✓	✓	x	

Survey Summary

Site Name	Annual visitor numbers	Site entrances	Shared site	Segregated pedestrian route	Segregated cycle route	Cycle parking	Accessible by public transport	Distance to closest bus stop	On site facilities	Local facilities within walking distance	Travel information provided to visitors	Travel plan or other transport policy
Newtonmore Camanachd (Shinty) Club	13,000	1	x	✓	x	x	✓	<1km	✓	✓	✓	x
The Falls of Truim	Not Available	1	x	x	x	x	x	10km	x	x	x	x
Strathmashie Forest	100,000	5	✓	✓	✓	x	x	5-10 km	✓	x	✓	x
Laggan Wolftrax	30,000	2	✓	x	✓	✓	x	5-10 km	✓	x	✓	x
Dun da Lamh, Spey Dam and Kinloch Laggan	Not Available	1	✓	x	x	x	x	13km	x	x	✓	x
Dalwhinnie Distillery	30,000	2	x	x	x	x	✓	<100 metres	✓	✓	✓	x
Pass of Drumochter-Dalwhinnie A9 lay-by	Not Available	1	x	x	x	x	✓	1km	x	x	x	x
Gaick Pass and Glen Tromie	Not Available	1	✓	x	x	x	✓	1km	x	x	x	x
Tomintoul	Not Available	2+	✓	✓	x	x	✓	<1km	✓	✓	✓	x
Bridge of Brown Tearoom	2,000	1	x	x	x	x	✓	5-10 km	✓	x	x	x

Appendix 3 – Key Tourist Attractions with 1 Mile and 3 Mile Radii

This appendix provides maps of key trip attractors with 1 mile and 3 mile radii to illustrate (respectively) approximate comfortable walking and cycling distances.

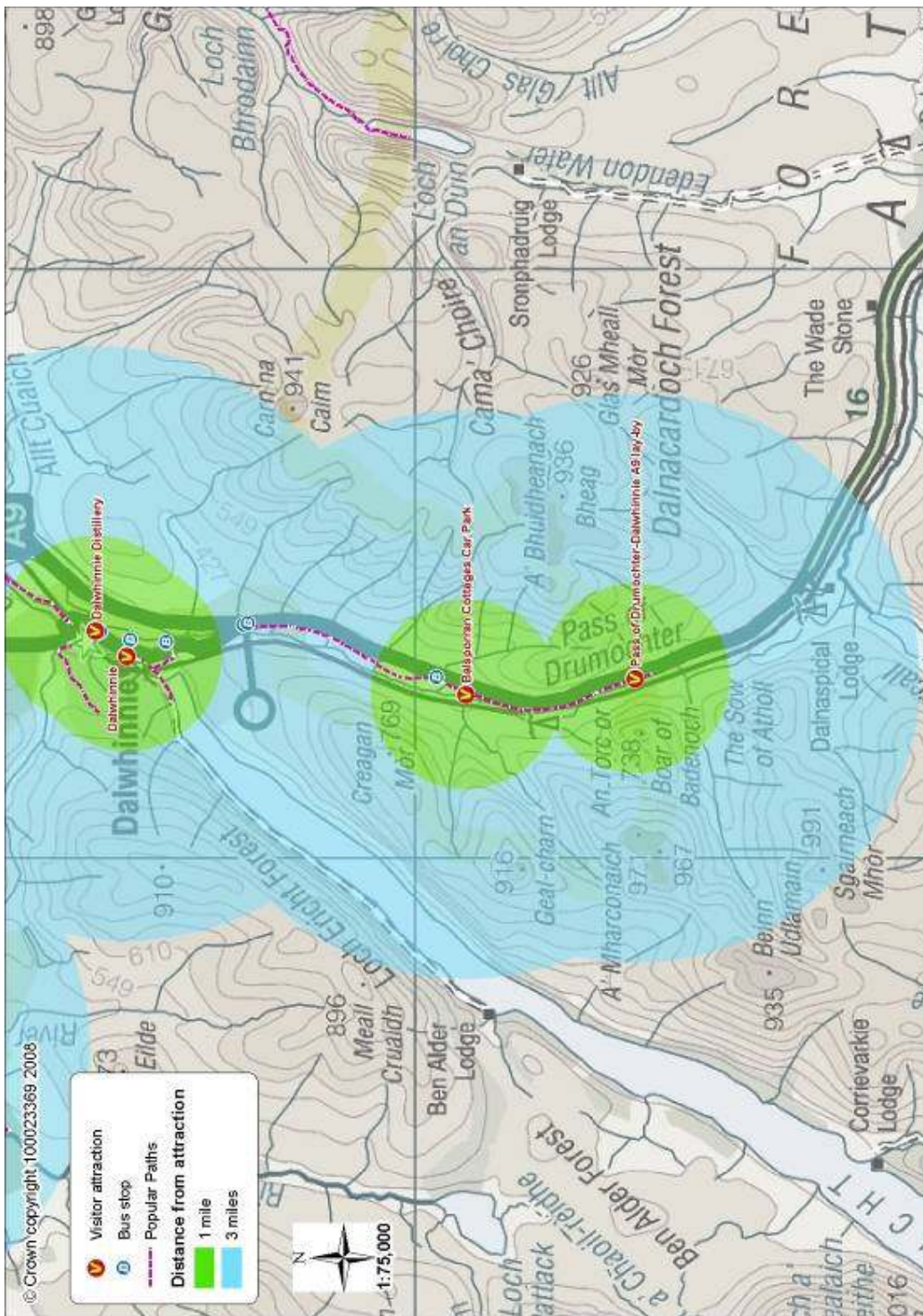


Figure 1 – Attractions in the Dalwhinnie area.

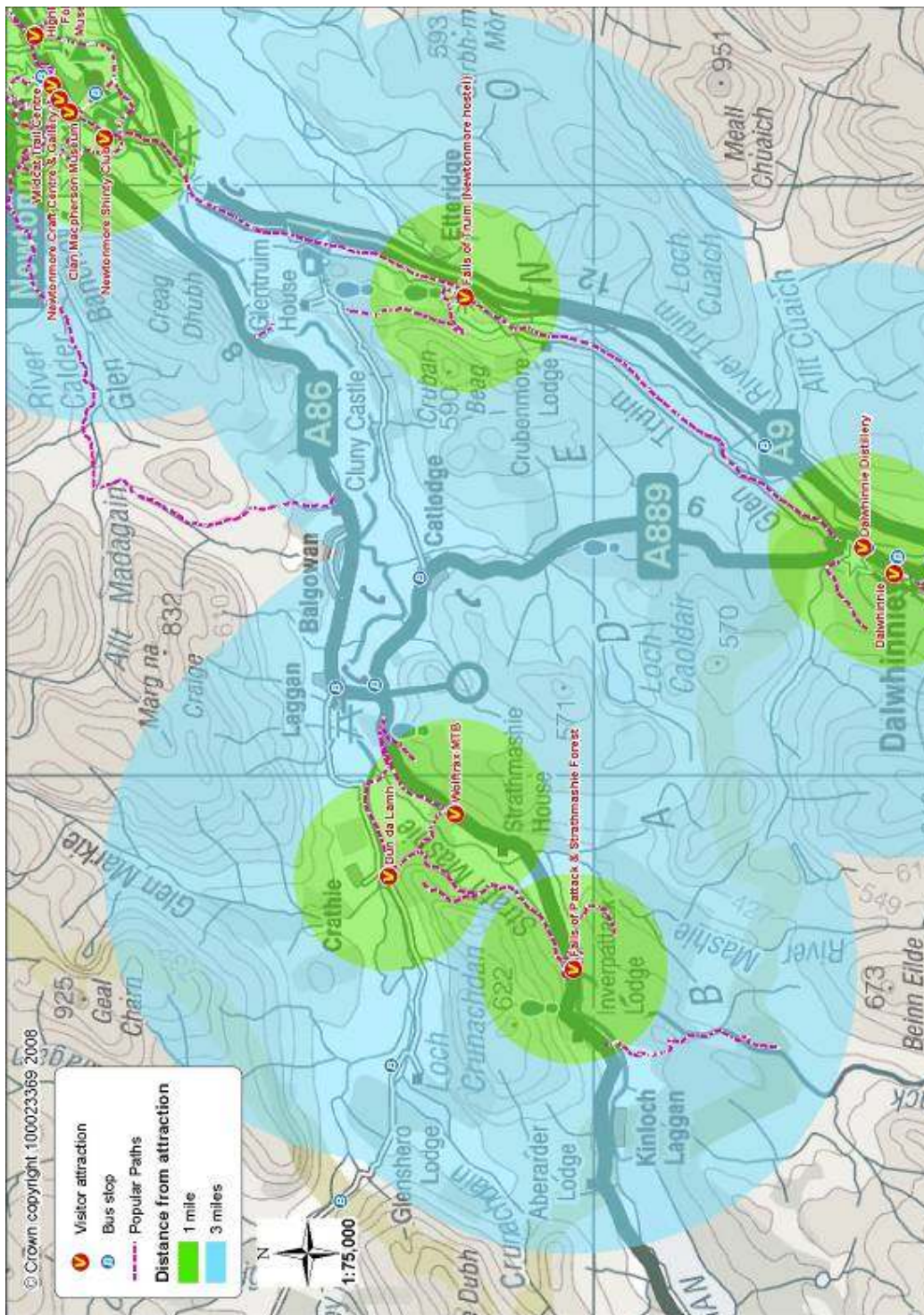


Figure 2 – Attractions between Dalwhinnie and Newtonmore

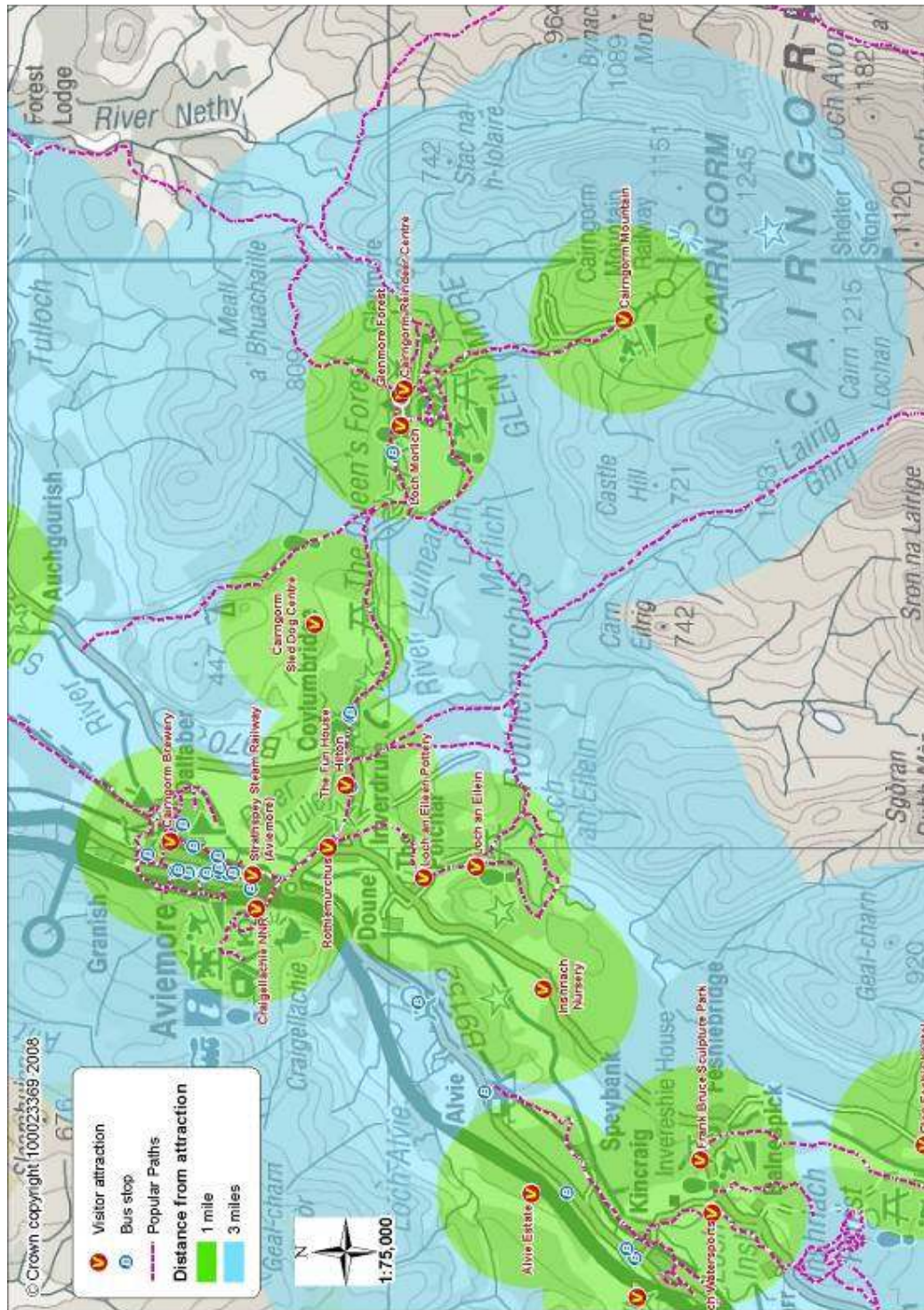


Figure 4 – Attractions in the Aviemore and Glenmore area.

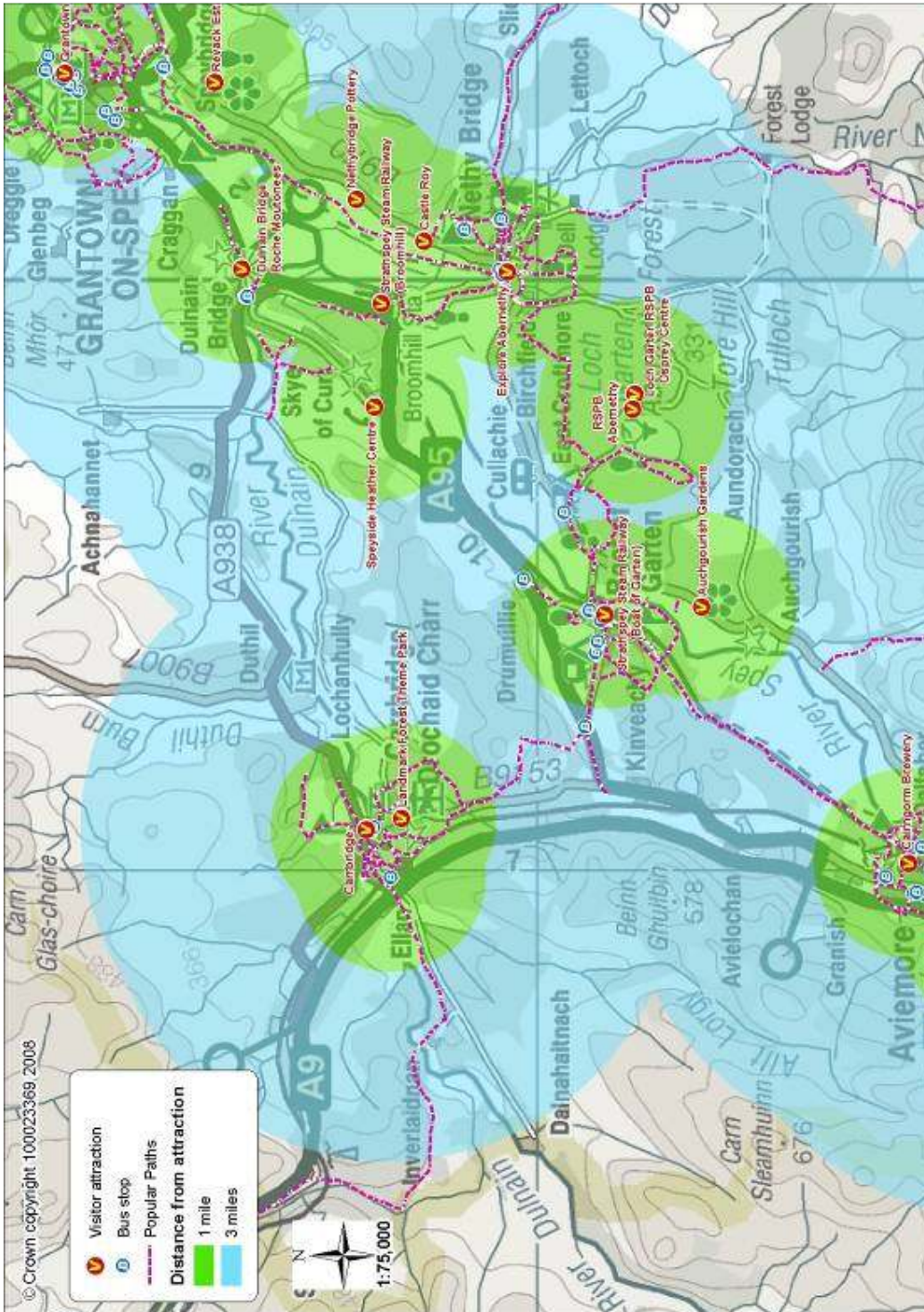


Figure 5 – Attractions in the Granttown-on-Spey, Nethy Bridge and Boat-of-Garten area.

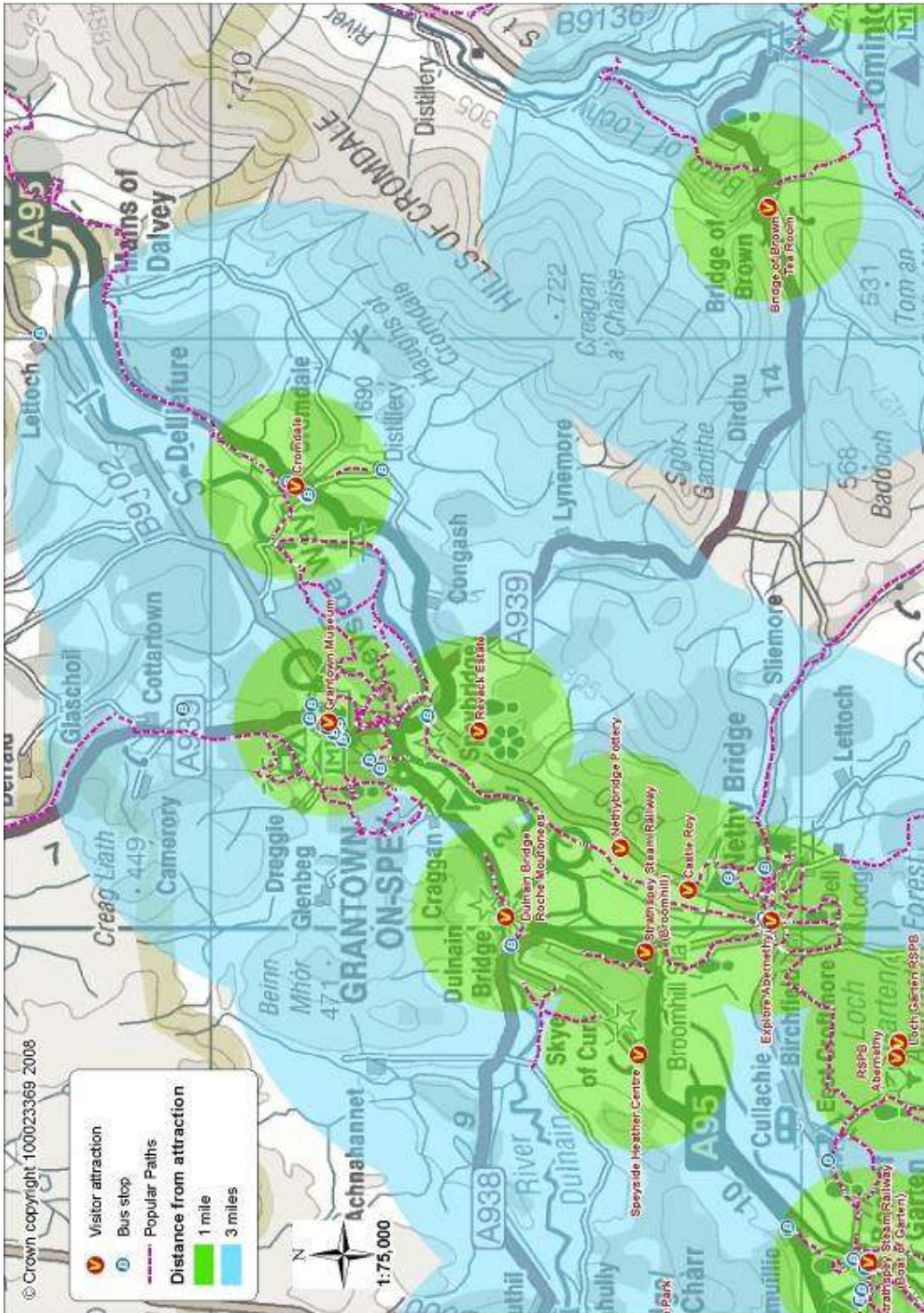


Figure 6 – Attractions in the Granttown-on-Spey Area.

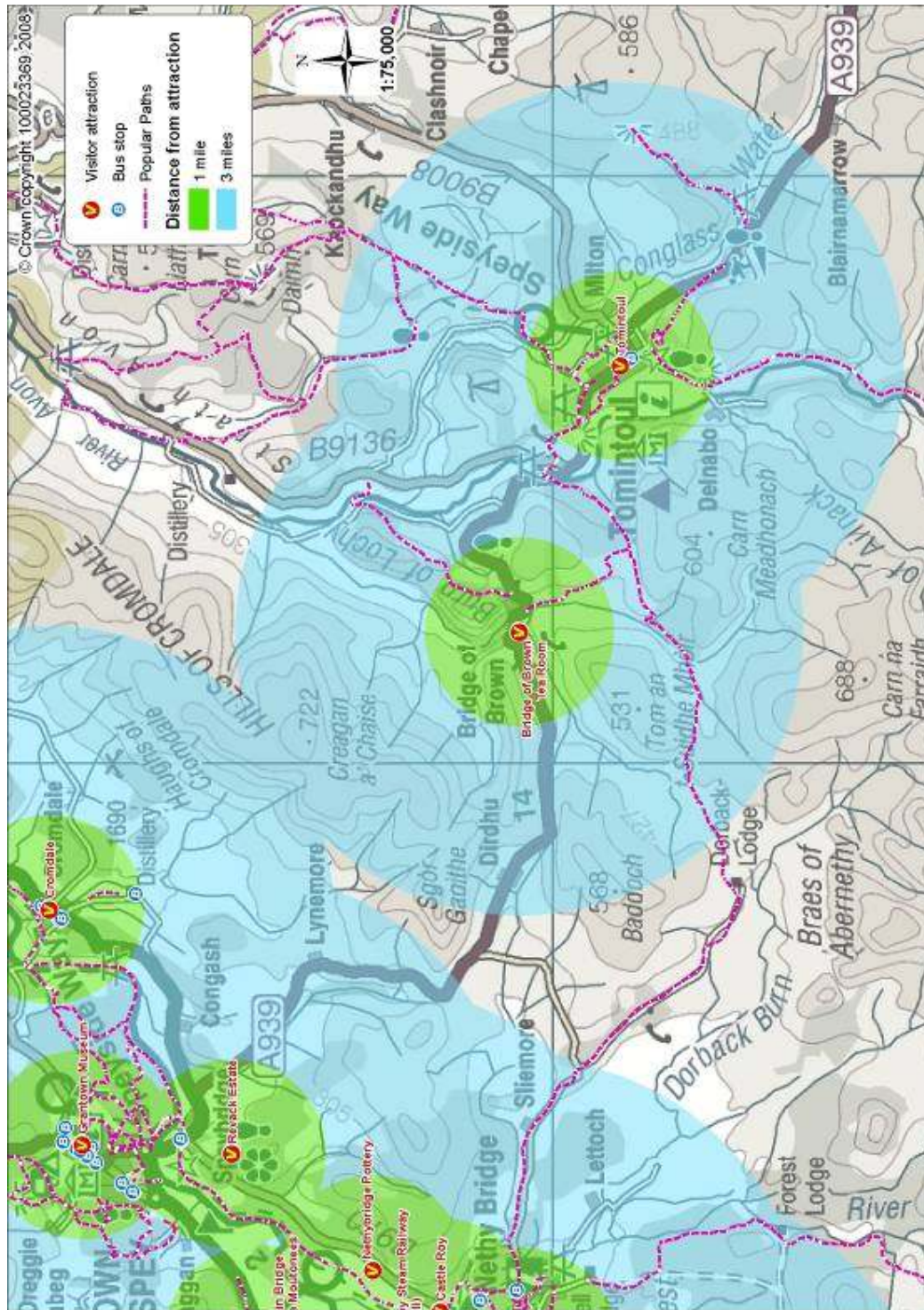


Figure 7 – Attractions in the Tomintoul area.

