

Cairngorms National Park Visitor Survey 2009/2010 Summary



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Please contact the Cairngorms National Park Authority, telephone: 01479 873535 for a large print version of this summary. It can also be made available in other formats on request.

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Introduction

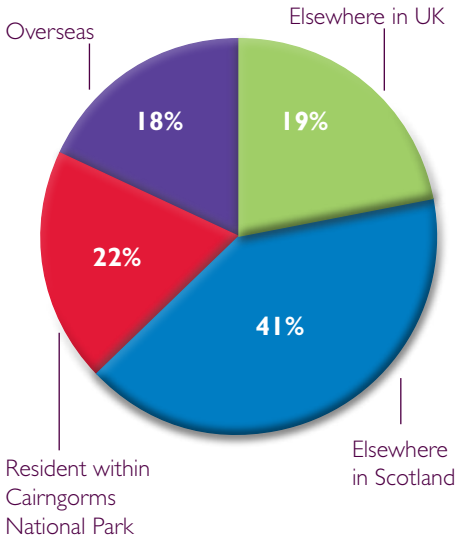
In 2009/10, the Cairngorms National Park Authority (CNPA) undertook an in-depth survey of visitors to the Cairngorms National Park. Over 12 months, 2500 people – both visitors and residents – were interviewed throughout the Park. This summary highlights some of the survey results, and makes comparisons with the 2003/04 visitor survey where there have been notable changes in the results. Although robust methodology was used for the survey, it represents only a snapshot of visitor data. In using the information, it is worth taking in to account some specific factors that may have affected the results:

- The coldest winter in 30 years saw a better than average season for snowsports, but also extreme weather and poor road conditions for several months. This affected the location and timing of some interviews, as well as affecting visitor behaviour.
- A volcanic ash cloud in April 2010, seriously affected international travel at the end of the survey period;
- There was a worldwide economic recession throughout the survey period.

In addition, although many of the questions were identical to the 2003/04 baseline survey, there were some minor changes that could affect comparability. The survey was commissioned by the Cairngorms National Park Authority and carried out by CELLO mruk research.

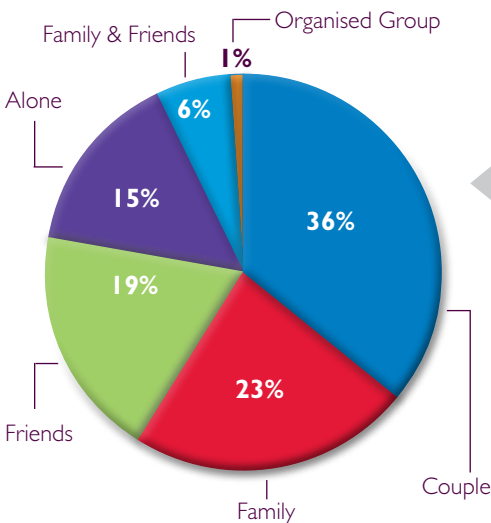
The full report is available at www.cairngorms.co.uk. The next survey is due to take place in 2015/16 and we welcome comments and suggestions for this. Please email us at enquiries@cairngorms.co.uk

Origin of visitors



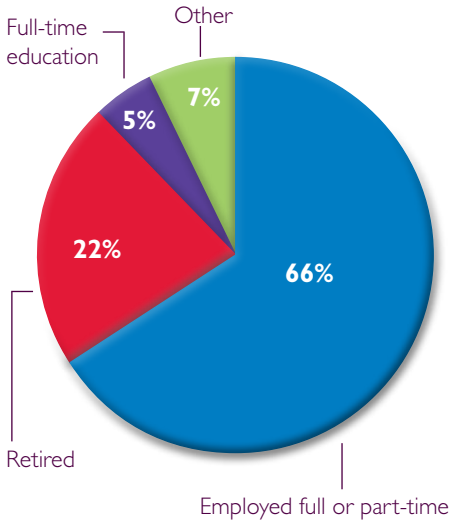
The figures show an increase in the number of visitors from overseas and from within the Cairngorms National Park, and a drop in the number from elsewhere in the UK.

Party composition

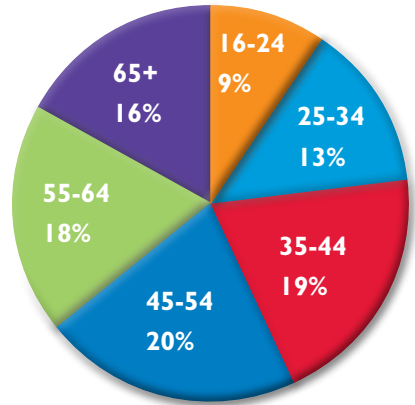


The figures show a slight decrease in the number of visitors travelling in an organised group or as a family. There is a slight increase in those travelling with friends or with family and friends. Approximately 8% had a dog with them.

Working status



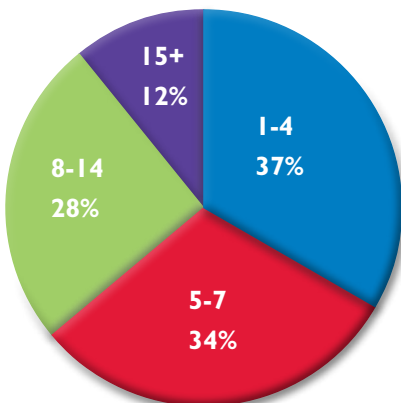
Age of respondents



The figures show a slight decrease in the number of 25-34 year olds visiting the Park.

Length of holiday

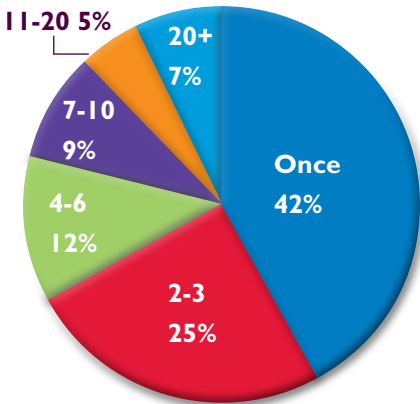
Nights away from home - not necessarily exclusively in the Cairngorms National Park



Compared with 2003/04, the data shows an increase in those taking a short break (one to four nights) and those staying away from home for over a fortnight. There is a decrease in those staying for eight to fourteen nights.

Frequency of visit

Number of visits in the last 5 years

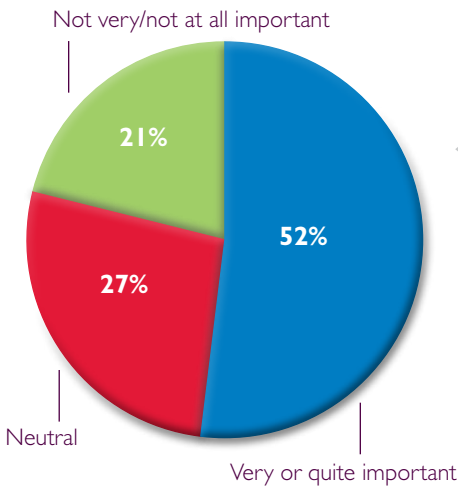


The figures show a substantial increase in the number of people visiting for the first time in five years (up from 14% to 42%). There is a corresponding decrease in those who have visited more frequently.

Awareness of National Park status

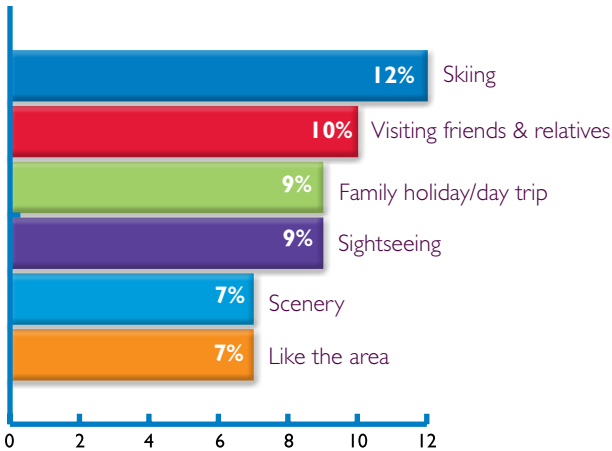
In 2003/04, only 69% of visitors were aware that they were in a National Park. By 2009/10 this figure had risen to 82%, of whom 91% said they knew this prior to arriving in the area.

Importance of National Park status in the decision to visit



The data clearly shows that visitors are now much more likely to be influenced by National Park status. In 2003/04, 61% of visitors said it was not very, or not at all, important in their decision to visit. That figure has now dropped to 21%.

Main reasons for visiting



Information sources prior to visit

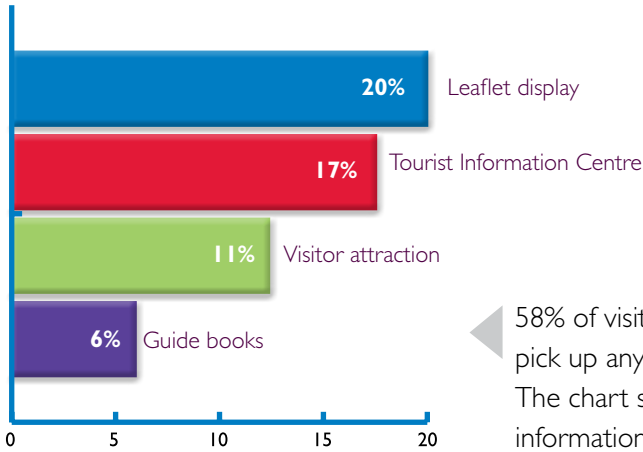
57% of visitors said that they referred to information from a previous visit. Of the other sources used, the following were the most popular:



Source used

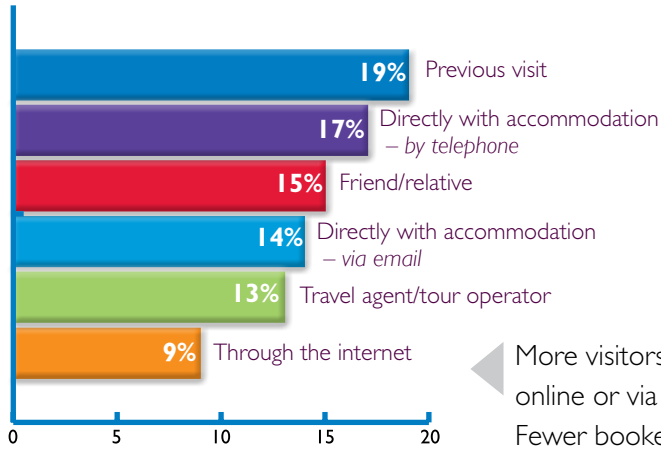
There was a drop in the number of people who said that they had used the internet to research their visit – from 11% to 4%. The number of people seeking advice from friends and relatives rose.

Visitor information during the visit



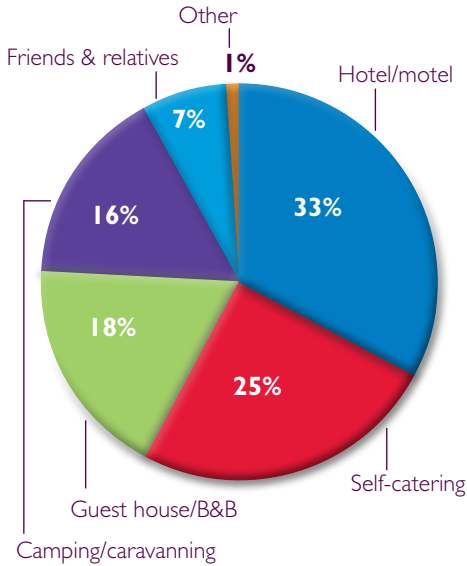
58% of visitors said that they did not pick up any information during their visit. The chart shows the main sources of visitor information used by the remaining 42%.

Accommodation booking method



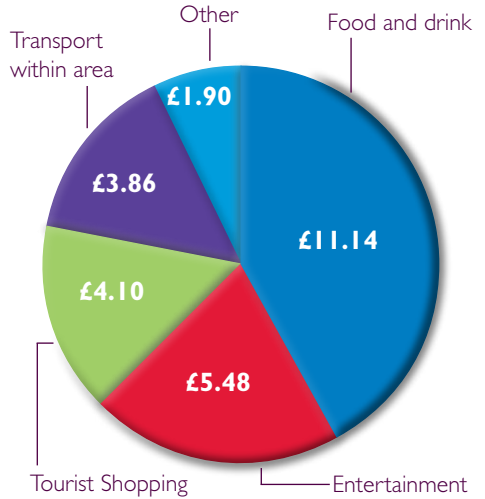
More visitors booked accommodation online or via email than in 2003/04. Fewer booked by telephone.

Accommodation used



When compared with the 2003/04 data, the figures show a decrease in those staying in hotels and with friends or relatives. There was an increase in the use of guest house/B&Bs and camping/caravanning.

Average spend



Average accommodation spend, per head, per visit, is £262.63. Average spend, per head, per day (excluding accommodation), is £26.48 – broken down as above.

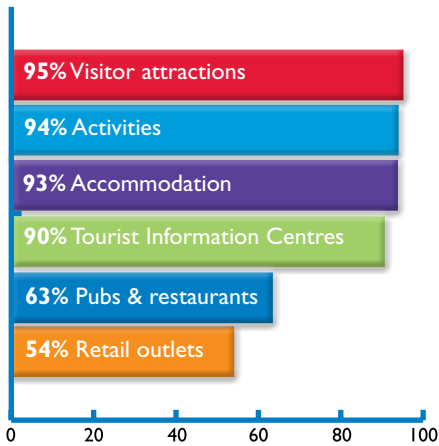
In 2003/04, the figure was £39.56. All areas of daily expenditure show a drop from the baseline survey.

Cairngorms National Park brand recognition

46% of visitors were able to describe the Cairngorms National Park brand without visual or verbal prompting.



Customer service rating

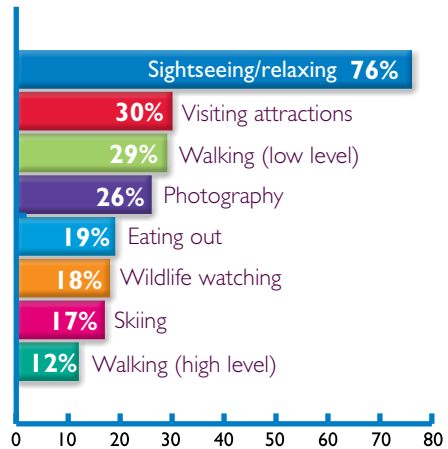


% respondents who rated customer service as 'good' or 'very good'








The percentage of visitors rating customer service as 'high' or 'very high' increased slightly for visitor attractions, Tourist Information Centres and accommodation. It decreased significantly for pubs and restaurant – from 83% - 63%. No comparative figures are available from the activity and retail sectors.

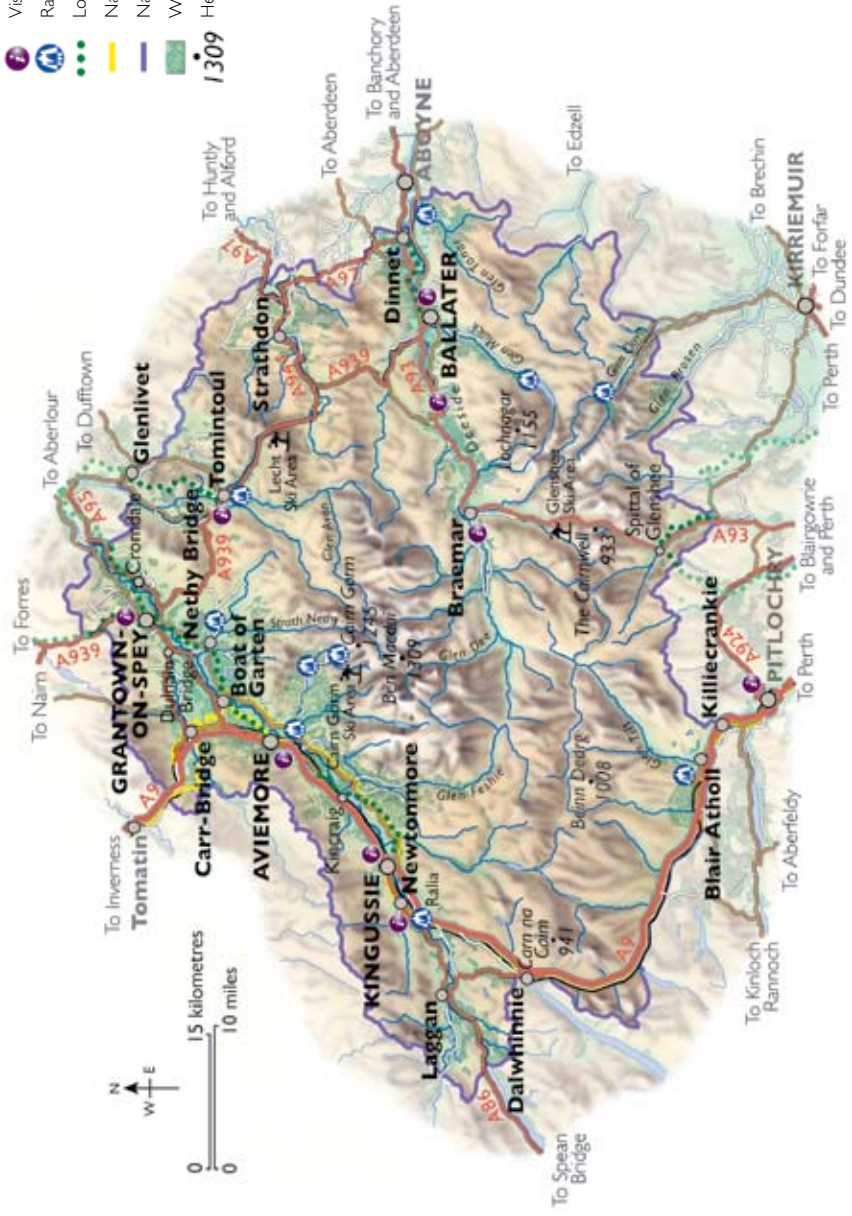
Activities undertaken



Visitor satisfaction

- When asked to rate their visit on a scale of 1-10, the mean score was 8.25. This was down slightly from 8.46 in 2003/04.
- When asked what they liked most about the Park, the top answer was **'scenery'** (34%)
- When asked what could improve their visit, most visitors said **'nothing'** (36%) or **'don't know'** (35%). Otherwise, the most popular answers were **'better weather/snow'** and **'improve quality and choice of shops/cafes and restaurants'** (4% each).

-  VisitScotland Information Centre
-  Ranger-base
-  Long distance footpath
-  National cycle route
-  National Park Boundary
-  Woodland
- 1309** Height in metres



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