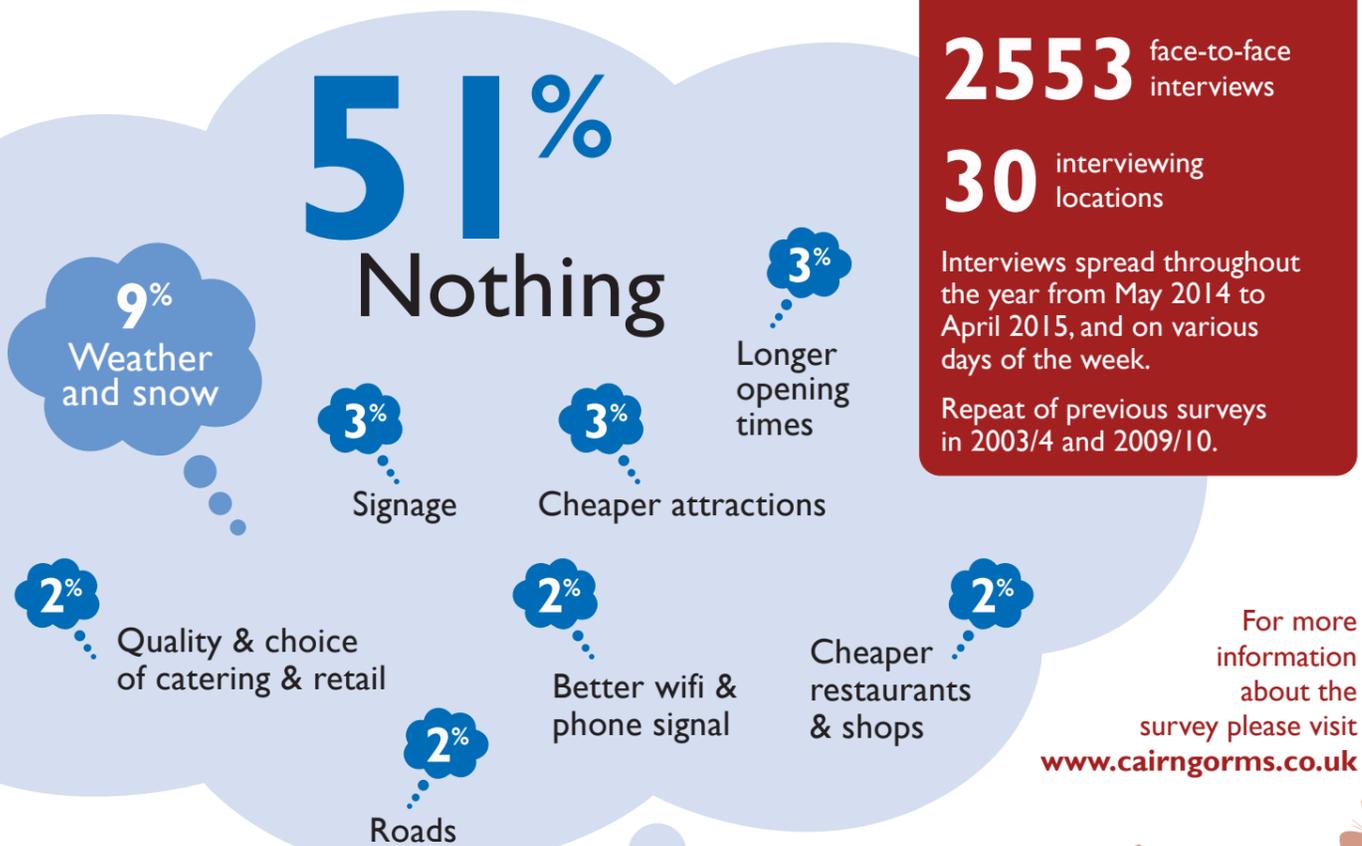


# Ratings

## FACILITIES



## WHAT COULD BE IMPROVED?



## ABOUT THE RESEARCH

**2553** face-to-face interviews

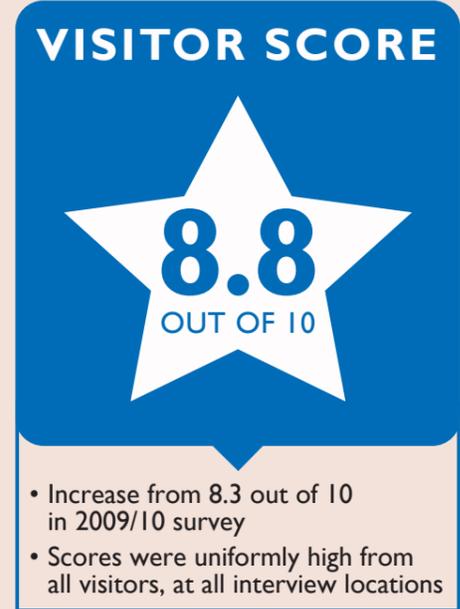
**30** interviewing locations

Interviews spread throughout the year from May 2014 to April 2015, and on various days of the week.

Repeat of previous surveys in 2003/4 and 2009/10.

For more information about the survey please visit [www.cairngorms.co.uk](http://www.cairngorms.co.uk)

# Cairngorms Visitor Survey 2014/15 Facts & Figures

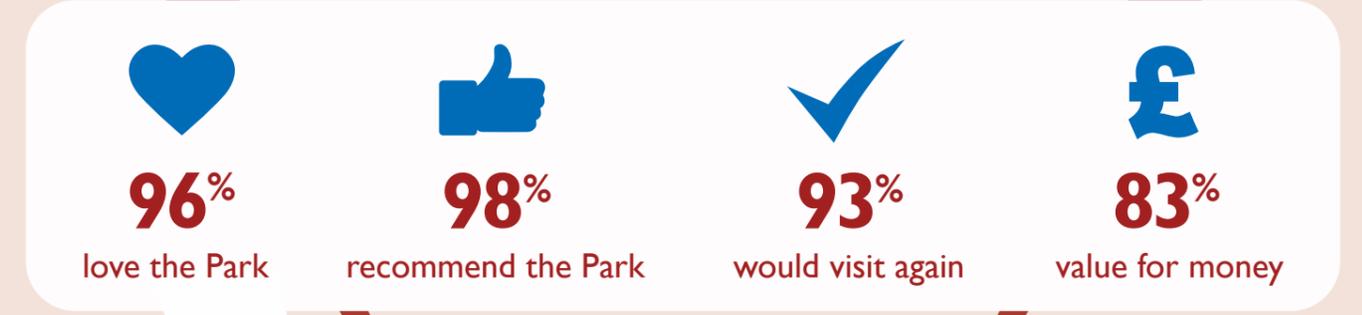


## EXPECTATION

**90%** Positive  
Prior to visit

## EXPERIENCE

**93%** Positive  
Once in the Park



**91%** aware they are in a National Park  
**93%** of those aware before visit

National Park status influenced decision to visit

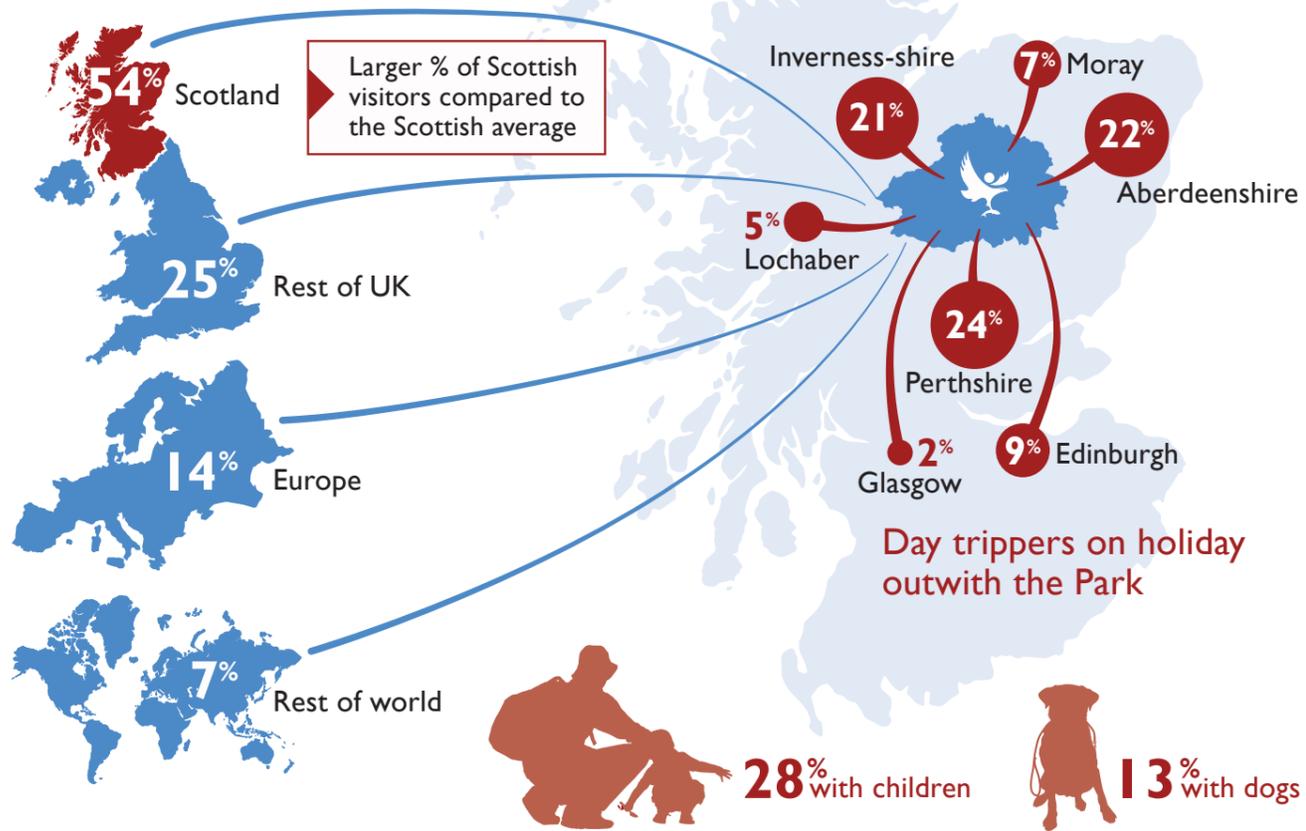
- 27% Scotland
- 39% Rest of UK
- 63% Overseas

**47%** can describe Cairngorms National Park brand



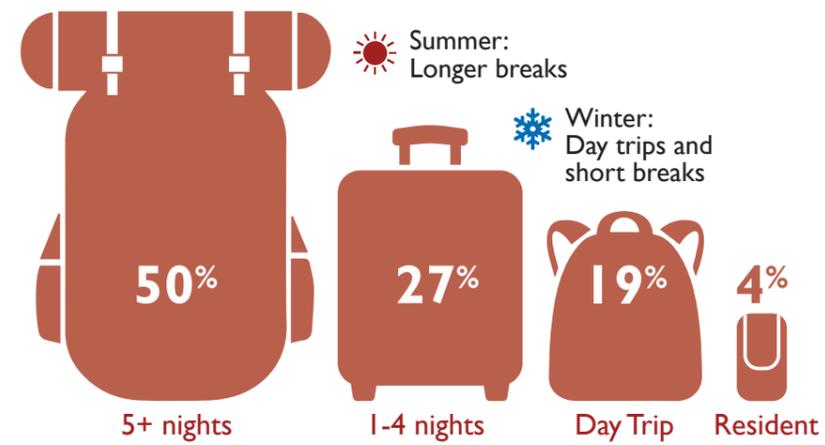
# Who

## ORIGIN OF VISITORS



# How

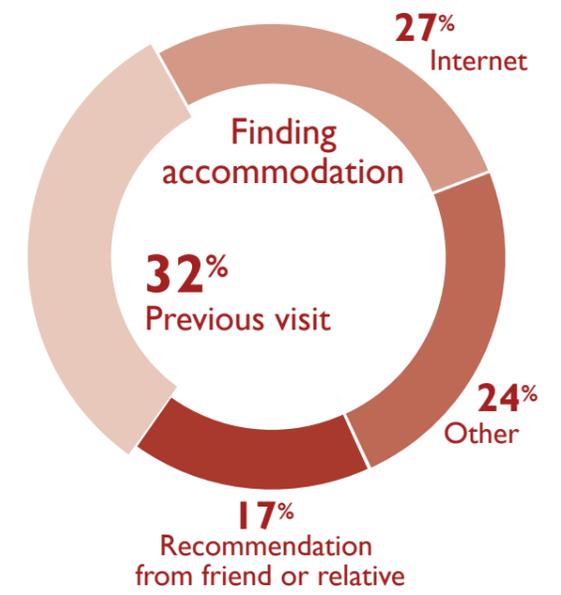
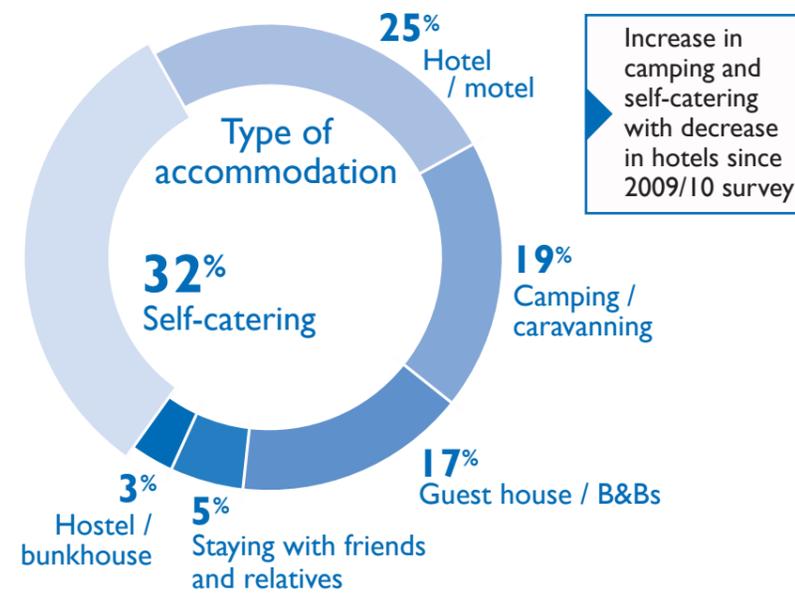
## DURATION



## REPEAT VISITORS



## ACCOMMODATION



# Why

## MOTIVATION



## ACTIVITIES



## GETTING ABOUT

