



Cairngorms Tourism Partnership

Held online on 5th November 2025

Present:

Jackie Brierton (Chair)	<i>Park Authority Board</i>
Craig Mills	<i>Cairngorms Business Partnership</i>
Janet Hunter	<i>GrowBiz</i>
Ross Coulter	<i>Landmark Park</i>
Chris Taylor	<i>VisitScotland</i>
Geva Blackett	<i>Park Authority Board</i>
Douglas Chisholm	<i>Highland Council</i>
Norma Lyall	<i>Angus Tourism</i>
Danielle McKinlay	<i>Aberdeenshire Council</i>
Steven Dott	<i>Highlands & Islands Enterprise</i>
Kelly Wiltshire	<i>Aberdeenshire Council</i>
Susan Considine	<i>Highland Council</i>
Gavin Miles, Heather Trench, Olly Davies, Eilidh Todd	<i>Park Authority</i>

Apologies:

Chris Foy	<i>VisitAberdeenshire</i>
Anna Miller	<i>Highlands & Islands Enterprise</i>
Jess Tomes	<i>RSPB</i>
Alice Fogg	<i>Voluntary Action Badenoch & Strathspey</i>

1. Welcome & Apologies

Discussed

- Chair welcomed everyone and all introduced themselves.
- Apologies were noted.

Action

2. Note of last meeting & matters arising

Discussed

- Heather ran through the action points from the last meeting which had been actioned where appropriate. One action will roll forward as it was for early 2026:

AP1) HT to convene small working group in 2026 to consider next wave of survey questions.

Action

HT



3. Sustainable Tourism Action Plan - Mid-term review

Discussed

Action

- HT led discussion on the actions within the action plan, gathering updates on delivery, but also considering where there may be appropriate to make changes to the actions where priorities had changed.
- A few minor changes to the actions were suggested and agreed, and these will be incorporated into an updated document, along with information about delivery over the last year.

AP2) All to email HT with any delivery updates for inclusion in the document by end December 2025.

HT

4. Marketing

Discussed

Action

- CM gave an update on the 2025-26 'Where Winter Comes to Life' campaign. This will build on the previous PR-driven campaign with a blend of PR and marketing, including an audio campaign on Spotify.
- The PR campaign will target family titles, but also expand to a more adventurous market, promoting a range of activities that aren't dependant on particular weather or snow conditions.
- VisitAberdeenshire were not in attendance but CM confirmed that they are liaising on their respective campaigns.

5. Visitor Levy

Discussed

Action

- Highland Council shared a recent update report that had gone to Council on 30th October. External consultants are working on a range of evidence reports including an Economic Impact Assessment, Consultation Analysis and Levy Revenue Forecast. These will inform another report for Council in December which will set out future recommendations.
- Aberdeenshire Council carried out an informal stage of early consultation in summer 2025 which will inform a full council report in early 2026.
- HT flagged that Perth & Kinross Council had also recently completed an early informal consultation.
- CT shared a link to updated guidance and a list of schemes that had been agreed, proposed or considered. [Visitor Levy Guidance for Local Authorities | VisitScotland.org](#)



6. End of Season update

Discussed

Action

- CS gave a short presentation that captured some of the key work that had taken place with a range of partners across the summer season to address issues including congestion, informal camping, motorhomes, fires and wildlife disturbance.
- Compared with previous years there were fewer issues recorded. Park Authority rangers had 5983 'engagements' with members of the public, of which only 30 were recorded as negative.
- There was a discussion on the upcoming fire byelaw legislation and it was noted that there was discussion about similar legislation in both Moray and Aberdeenshire, as well as at a national level. There was also discussion about business and landowner exemptions to the byelaws and the possibility of confusion. The Park Authority have contracted external consultants to help develop consistent and clear messaging.
- NL asked about ranger service provision In the Angus Glens and CS confirmed that a full-time Park Authority ranger will be employed to cover the area of the Angus Glens, reaching into Perthshire around Glenshee, from early 2026, supplemented by seasonal rangers.

7. Partner Updates

Discussed

Action

- HIE have a range of business funding available, but SD drew attention to the Digital Tourism Support Programme which will come to an end from 15th December.
- The Cairngorms Business Partnership conference will take place next Wednesday 12th November, with 130 delegates currently booked.
- RC issued an invitation to group members to visit Landmark to experience the TwiLIGHTS winter product.

8. AoB

Discussed

Action

- Nothing raised

9. Date of next meetings

Discussed

Action

- The plan for 2026 will be again to have three meetings, with online meetings in Spring and Autumn, and an in-person meeting and visit in June. It was suggested that we investigate the logistics of a visit to the South of the Park, and CS suggested involving the ranger



service in the day to give an insight into the work they carry out on the ground.

AP3) HT to confirm dates and arrangements for 2026 meetings.

HT