

ONE OF THE GREATEST PLACES ON EARTH

The only UK destination
in the World's top 50

The Cairngorms National Park is home to five out of six of Britain's highest mountains; the Queen's summer residence; and Billy Connolly's turreted mansion. It's also home to 25% of Britain's endangered wildlife; over 17,000 people; and it's a temporary haven for 1.5 million busy visitors each year who come to ski, walk, climb, cycle, dine, dance, drink, listen, hunt, fish, birdwatch, rest and tour around enjoying the spectacular scenery. The rest of the world watches and envies: in 2012, the US magazine National Geographic named it as one of the world's 50 Last Great Places, calling it "the destination of a lifetime".

With jaw-dropping beauty and profound ecological importance, it's no surprise that it was designated a National Park in 2003. Overnight we joined the likes of Yellowstone, Yosemite, Mount Kenya and other very special destinations across the planet. Over the past ten years a lot of

The facts

- Over half our visitors come here because it is a National Park; an increase of 25% from 2004.
- 90% of visitors 'agreed or strongly agreed' that there are plenty of things to see and do
- 88% of visitors 'agreed or strongly agreed' that the Park is well managed and cared for
- 84% of visitors would definitely recommend the Park as a destination

An important economy

Businesses have rightly been quick to see the opportunities that being a National Park creates, and merged the Chamber of Commerce and a Destination Management Organisation to form one body: The Cairngorms Business Partnership, a not for profit, private sector-led organisation. Their successful and high profile website, visitcairngorms.com, inspires people to visit and quickly links them with businesses who offer great places to stay and things to do. With a few notable exceptions



work has been carried out by many partners, including land managers and rangers, to protect, enhance and support every element that goes into making this place so special. A tiny expression of the quality of this work is our threshold signage... a Welcome carved into a huge boulder of local granite - the rock of the region.

Facilities for visitors have been much improved over the past ten years. The LEADER programme has funded a wide range of community projects, providing local employment and new tourism attractions. Information centres and ranger bases have been built, refurbished and upgraded by co-operative partnerships that include the public and private sectors and local communities. Interpretation and information at attractions and heritage sites have been improved. The path network is being continually upgraded, with new easy-to-read signs that make it easier for walkers to find ever more beautiful places to explore, along the glens and high above across munro summits.

"There's nothing else like the Cairngorms in Scotland. It's not the height of the Cairngorm summits that leaves such a lasting impression on me: it's the spaciousness and vast, open skies. It took me many years to simply grasp the sheer scale of the place."

Cameron McNeish,
writer and broadcaster

such as Glenlivet Distillery, most businesses are small. Sectors include:

- Tourism
- Public sector - admin, health and education
- Home ownership and construction
- Food and agriculture
- Whisky distilleries, breweries and other drinks
- Forestry
- Creative industries

All together, the Cairngorms National Park is a beautiful and thriving place to live, work and visit. The result is enhancing this precious place for the centuries to come.

