

# **Cairngorms National Park**

## **An Outstanding Place**

### **100 Countries have National Parks**

**The** Cairngorms is the largest in the UK. 4528km<sup>2</sup> is a vast 6% of Scotland

### **The Cairngorms has four of the five highest mountains in the UK**

- Ben Macdui
- Braeriach
- Cairn Toul
- Cairn Gorm

### **There are three mighty rivers in the Park**

- Dee
- Don
- Spey

47% of the Cairngorms National Park is considered wild land

The high plateau is more like the arctic than Scotland

- **The Cairngorms National Park has the largest area of native woodland in Britain** Caledonian pine, juniper, birch, rowan, aspen, alder and willow
- **49% of Cairngorms is of International Importance for Nature** (protected by European Law).
- **25% of Britain's rare and endangered species live in the Park**, such as capercaillie, twin flower, pine marten, osprey, Scottish wildcat, golden eagle, red squirrel, snow bunting, lapwing, crested tit, dotterel, black grouse ... and many more.

### **The Park is owned by lots of people**

- 75% private
- 15% charities
- 10% public bodies

### **18,000 people live and work here**

Tourism 43%	Education, Health and public sector 17%
Food and farming 12%	Construction 6%
Forestry 3%	Creative 2%
Manufacturing 2%	Whiskey 1%
Other 14%	

### **Our Visitors**

- The Cairngorms National Park has 1.5 million visitors every year
- 62% from Scotland
- 20% elsewhere in the UK
- 18% from overseas
- Most are in family groups of all ages
- 23% visitors come on recommendation from family and friends

## Our visitors want ...

Quality, sustainable, authentic and distinctive experiences

- 52% of visitors said being a National Park was an important reason to **visit**
- 54% of businesses **think** National Park status is good for business
- 84% of visitors **know** they are in a National Park
- 46% were able to **describe** the Park brand

## Outstanding attractions, events and experiences, include:

- Balmoral Castle
  - Cairngorms Funicular (highest) railway in UK
  - Highland Folk Museum
  - Blair Castle International Horse Trials
  - Braemar Gathering
  - Siberian Husky Club of Great Britain Aviemore Sled Dog Rally
  - 55 Munros (mountains over 3,000ft) – 20% of Scotland's total
  - 4 Long Distance Routes (60miles in total)
  - National Cycle Routes (60miles in total)
  - 12 golf courses
  - 9 horse riding centres
  - 9 outdoor centres
  - 6 distilleries
  - 3 mountain bike centres
  - Art galleries and studios
- ... and many more

## Top 10 Activities

(Source: VisitScotland)

- |                                |                                       |
|--------------------------------|---------------------------------------|
| 1. General sightseeing 76%     | 6. Watching wildlife 18%              |
| 2. Visitor attractions 30%     | 7. Skiing and other winter sports 17% |
| 3. Walking (low level) 29%     | 8. Walking (high level) 12%           |
| 4. Photography 26%             | 9. Other 7%                           |
| 5. Eating traditional food 19% | 10. Cycling and mountain biking 5%    |

## 7 National Nature Reserves

- Muir of Dinnet
- Abernethy
- Glenmore
- Craigellachie
- Insh marshes
- Corrie Fee (Angus Glens)
- Invershie and Inshriach

## Home of the New Town

Newtonmore 1750

Grantown-on-Spey 1765

Tomintoul 1775

Guarded and fought over for Centuries

Killiecrankie 1689

Cromdale 1690

## An Inspiring Place/Passionate People

- Olympians – skiing, cycling, snowboarding, curling and rowing
- Artists such as Edwin Landseer, Frank Bruce, Richard Long and Hamish Fulton
- Writers such as Robert Louis Stevenson, Byron and Nan Shepherd
- Environmentalists such as Seton Gordon and Adam Watson