

# Cairngorm Mountain

## Natural Retreats Cairngorm Mountain

Natural Retreats operate Cairngorm Mountain on a lease from Highlands and Islands Enterprise which owns the land. Natural Retreats is currently developing a masterplan which will help deliver the ambitions of the Cairngorm and Glenmore Strategy, based on the following vision and business objectives:

### Vision

- Create a year round, world class mountain destination
- A family focused resort that resonates with the alpine community
- Establish a centre of excellence with a pioneering culture
- Forge stronger links with the village of Aviemore, wider Badenoch and Strathspey and the Cairngorms National Park

### Business Objectives

- Improve visitor experience – both mountain user and mountain visitor
- Improve non winter and weather resistant offerings
- Improve quality and diversity of component parts and guest offering
- Increase visitor numbers, demographic spread and dwell time
- Introduce world class meeting, conference and event space

Natural Retreats are taking forward more detailed consultation on their proposed development plans separately, based on this strategic direction.

