

Our Visitors

1.8 million visitors

98%



YOUR word of mouth is very important!
visitors come on recommendation from family and friends.

54% from Scotland



25%

elsewhere in the UK



21%

from overseas



Most are in family groups of all ages

Here to Help

There are a number of visitor information centres and ranger bases throughout the Park who can help you plan and make the most of your visit!

91%



of visitors know they are in a National park

79%



of businesses said National Park status is good for business

63%



of overseas visitors said being a National Park was an important reason to visit

47%



were able to describe the Park brand



What do our visitors want?

Visitors want quality, sustainable, authentic and distinctive experiences.

- SEE** breathtaking landscape and scenery
- DISCOVER** lots of new and interesting things
- ENJOY** a range of outdoor activities
- RELAX** and experience unspoilt nature
- BE FASCINATED** by history and culture

SOURCE: VISITSCOTLAND

“When our company rebranded as the Cairngorm Brewery it was the best decision we ever made... the Brand reinforces the natural qualities of our award winning beer!”

Sam Fairclough
Cairngorm Brewery

“When on holiday...we need lots of space and lots of outdoor activities”.

Visitor

Make it Yours

www.cairngorms.co.uk

Enjoyment

The **biggest** and **wildest** National Park in Britain
... **A LIFETIME** of discovery and adventure to experience

OUTSTANDING INTERNATIONAL ATTRACTIONS include:

EVENTS

Blair Atholl International Horse Trials
Braemar Gathering (Highland games and music)
International husky dog race

DISCOVERY

Balmoral Castle
Cairngorms Funicular - the highest railway in UK
Highland Folk Museum • Highland Wildlife Park
4 Long Distance Routes (60 miles in total)
National Cycle Routes (60 miles in total)

EXPERIENCE

55 Munros (mountains over 3,000ft)
3 ski centres • Cairngorm, the Lecht and Glenshee
12 golf courses • 9 horse riding centres
9 outdoor centres • 4 mountain bike centres
6 distilleries with visitor centres
art galleries and studios ... **and much more!**

“ I think Scotland’s nature is spectacular. It would be a long time before I felt the need to go abroad to see nature like this.”

Visitor

Top Activities

1. General sightseeing

56%



2. Walking (low level)

44%



3. Visitor Attractions

38%



4. Eating Out

26%



5. Photography

14%



6. Walking (high level)

14%



7. Skiing and other winter sports

13%



8. Cycling and mountain biking

13%



9. Watching Wildlife

12%

