

# Our Visitors

# 2.1

million visitors

99%

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



48% from Scotland



25%

elsewhere in the UK



27%

from overseas



## 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!

89%

of visitors know they are in a National park

65%

of businesses said National Park status is good for business and attracts first time customers

71%

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

## 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

"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](http://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  
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

**61%**



2. Walking (low level)

**57%**



3. Visitor Attractions

**45%**



4. Photography, social media

**28%**



5. Walking (high level)

**18%**



6. Cycling

**13%**



7. Wintersports

**8%**



8. Wildlife activities

**5%**



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