

Cairngorms
Business
Partnership

Your Local
Chamber of Commerce
Working for You

Cairngorms Business Partnership



Annual Conference 4th November 2015
#CBP15



Make it Yours

Promotion Marketing

Website header: Cairngorms NATIONAL PARK Make it Yours. Navigation: Home, Accommodation, to do, Attractions, Let Drink Shop, What's On, offers, Local info, Local Businesses, About us, Log in. Social media icons for Facebook, Twitter, YouTube, LinkedIn, Instagram, and Pinterest. A search bar is visible.

Main content: A large image of a reindeer with the text "Welcome to the Cairngorms National Park in the heart of the Cairngorms National Park in the UK and is one of the largest national parks in the world."

What's On
SEPTEMBER | FREE

Cairngorms NATIONAL PARK Make it Yours

Local Story: Retail Therapy Matters
Special Offers!
Events: Over 100

visitcairngorms.com

Brilliant moment in the Cairngorms
Are closer than you think.

The Herald

Cairngorms NATIONAL PARK Make it Yours

Cairngorms Business Partnership

Your Local Chamber of Commerce Working for You

Aviemore and the Cairngorms

Cairngorms NATIONAL PARK Make it Yours Company

Timeline | About | Photos | #visitcairngorms | More

Sign Up | Liked | Message

FREE
park i 2015/16

Cairngorms NATIONAL PARK Make it Yours

park i Cairngorms National Park 2015/16

Icons: Bus, Bicycle, Bed, Fork and Knife, Tree

www.visitcairngorms.com

Cairngorms NATIONAL PARK Make it Yours

TWEETS 9,412 | FOLLOWING 1,489 | FOLLOWERS 8,556 | FAVORITES 3,179

Your essential pocket guide to The Cairngorms National Park

www.visitcairngorms.com

Cairngorms NATIONAL PARK

Make it Yours

GOOGLE AD IMPRESSIONS
316,324

GOOGLE AD CLICKS
15,248

FACEBOOK ADS REACHED
448,529

FACEBOOK ADS CLICKED
27,230

PR Value generated
by Press Trips and
Press Releases:

£1,000,000+

2015 Marketing £75k Marketing Campaign



PR



PPC Ads



Facebook

**£35k matched by VisitScotland's
Growth Fund to fund a sector and area
led marketing campaign.**



Supporting **Business**



Skills Kingussie High



Digital Boat Hall



Representing **Engagement**

The Cairngorms Economy

Facts and Figures



Your Local Chamber of Commerce Working for You

The Park has a unique rural economy with a particularly strong tourism sector

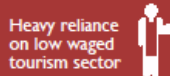


Challenges



Infrastructure limitations

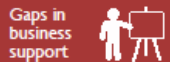
Roads, rail, local public transport, housing, business premises, broadband and mobile



Heavy reliance on low waged tourism sector



Increased logistics costs



Gaps in business support



Lack of Higher and Further Education facilities



House Prices



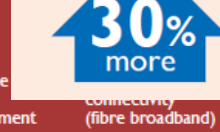
Yearly Earnings



Opportunities



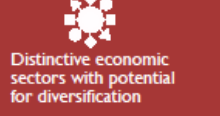
An attractive place to live, work and visit



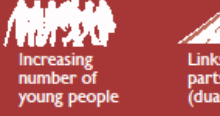
A unique natural environment



connectivity (fibre broadband) research opportunities



Distinctive economic sectors with potential for diversification



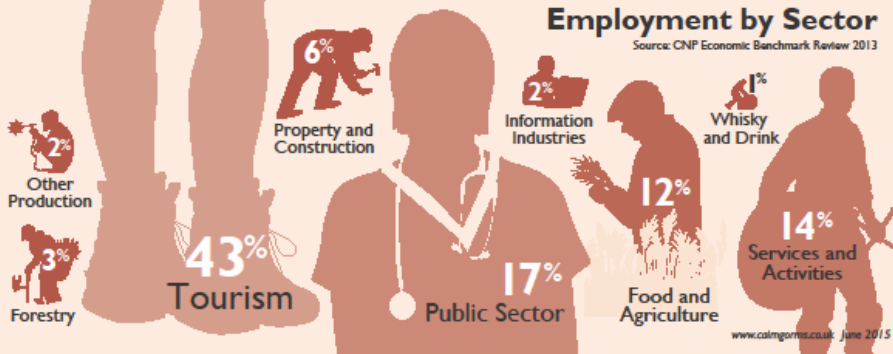
Increasing number of young people



Links to other parts of Scotland (dualling of A9)

Employment by Sector

Source: CNP Economic Benchmark Review 2013



www.cairngorms.co.uk June 2015



Make it Yours

Economic Strategy – Key Themes



<p><u>Theme One</u></p> <p>Building On The Strengths Of The Park</p>	<p><u>Theme Two</u></p> <p>Supporting and Attracting Business</p>
<p><u>Theme Three</u></p> <p>Strengthening Education As An Economic Asset</p>	<p><u>Theme Four</u></p> <p>Attracting Investment</p>
<p><u>Theme Five</u></p> <p>Infrastructure</p>	<p><u>Theme Six</u></p> <p>Planning For The Future</p>



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