



COMMUNITY PLATFORM THAT EMPOWERS YOU



A BLACK GROUSE LECKING, CAIRNGORMS NATIONAL PARK

WHAT NEXT?



DESTINATION PARTNERSHIP

CONTENT CREATION

CONTENT DISTRIBUTION

WEBSITE LINKS

JOINT MARKETING



Brilliant moments in the Cairngorms National Park
Are closer than you think

Cairngorms NATIONAL PARK
Make it Yours

Walking Jack's Road, Loch Cullator

Over 1700 square miles...
To climb up mountains, ski down slopes, walk in the forests, explore on a bike or simply relax.

Sponsored by
Visit Scotland

Avenue and the Cairngorms
VisitDumfries

www.visitcairngorms.com

BUSINESS PARTNERSHIP

OPTIMISE YOUR LISTING

DISPLAY AVAILABILITY

BE PART OF OUR SCOTLAND
COMMUNITY



WE'RE A
SOCIAL BUNCH
JOIN THE CHAT

SCOTLAND | ALBA

SCOTLAND | ALBA



OCT - NOV

**INDUSTRY
ENGAGEMENT
IN VS PLANS**

**PLAN FOR THE
YEAR AHEAD**

OCT - JAN

**STRATEGY
AND
CAMPAIGN
DEVELOPMENT**

**LOCAL &
PARTNER
PREPARATION**

JANUARY

**LAUNCH OF
CONSUMER
WEBSITE AND
INDUSTRY
PLAYBOOK**

FEBRUARY

**BRAND
LAUNCH -
GERMANY &
FRANCE**

END FEB

**BRAND
LAUNCH - NYC**

MARCH

**BRAND
LAUNCH - UK**





THANK YOU



THE SPIRIT OF TOGETHERNESS

SCOTLAND | ALBA