



WHAT MAKES CAIRNGORMS NATIONAL PARK SO SPECIAL FOR VISITORS?

The People

The people who live here and local communities define the character and special qualities of the National Park. The Park is only ten years old, but people have shaped this land over thousands of years – farming; planting trees; building houses; settling in towns and villages and enjoying their local environment.

The Landscape

At the heart of the Park are the mountains – a vast expanse of rounded, granite peaks that form the largest area of ground over 900 metres in the UK. Around the mountains are the forests, glens and straths – magnificent landscapes where most people live and most visitors stay. Some of these lands are amongst the most special and protected landscapes in Europe.

The Wildlife

One in four of the UK's endangered species live in the Cairngorms National Park in a variety of unique habitats. These include iconic birds of prey to the smallest of creatures, rare plants, mosses and ancient woodlands.

The Passion

Cairngorms National Park is a place with wildness and space at its heart: a place to find yourself; to get in touch with something deeper. It inspires passion in both the people who live here and those who visit. A passion that brings people back again and again.

“You’ll be overwhelmed by a sensation of space and distance, an emotion that wills you to fly”
– Cameron McNeish, writer, mountaineer and local resident.

YOU ARE IN A NATIONAL PARK

Cairngorms is one of a select international network of National Parks that are recognised and enjoyed worldwide as special places with special qualities.

We have a head start on other destinations; National Geographic Traveller Magazine 2011 voted Cairngorms as one of top 20 places in the world to visit.

Being in a National Park it is the responsibility of us all to recognise the special nature of the place and help safeguard it for the future.

Visitors appreciate they are in a special place with special qualities. Local people, local businesses and local communities make it special.

Many local businesses were here long before the Park and so reflect the special qualities of the area. Their local knowledge and enthusiasm help to make it mean something special to visitors.

Over 80% of our visitors are aware they are in a National Park and three-quarters say they would like to know and understand the Park better.

Sharing the stories of the National Park with our visitors – the stories of the people, the landscape, the culture and the traditions – adds to visitor understanding, increased enthusiasm and repeat visits.

Cover photograph : Glen Tilt, Atholl Estates

Cairngorms
Business
Partnership

For more information, please contact
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YOUR BUSINESS IN YOUR PARK


Cairngorms
NATIONAL PARK
Make it Yours



people

landscape

wildlife

passion

www.visitcairngorms.com/makeityours

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Make it Yours

WHAT IS MAKE IT YOURS?

Make it Yours is a park-wide campaign to help businesses inform and enthuse visitors about the Park so they come back again and again, recommend it to friends and relatives, and so grow business across the Park.

Make it Yours encourages and helps businesses to work together to attract more visitors and increase spend and build awareness of the area as a quality must-visit-destination of first choice.

Make it Yours seeks to help businesses and community groups gain access to; information, marketing materials, staff development events, networking and being part of a movement driving up standards of customer experience.

The key aims are to help boost business and build a consistently warm, friendly and advised welcome that makes visitors feel special, so that they know they are in a very special place.



WHY IS MAKE IT YOURS NEEDED?

Competitive destinations are getting their act together on how they communicate with their visitors, collaborate and drive up customer service quality.

Visitors travel throughout the Park and expect common high standards of information and service.

If we do nothing, we go backwards.
Standing still is not an option.

WHAT WILL MAKE IT YOURS DELIVER FOR YOUR BUSINESS?

- Enthusiastic and informed visitors who stay longer and spend more money.
- Loyal repeat customers who deeply care for the area and come back more regularly.
- More first time visitors who come to the Park because others recommend it as a great place to visit.
- More cost effective marketing through word of mouth, recommendations and repeat visits.
- Added value through links to regional and national marketing campaigns.
- Motivated and more knowledgeable staff who provide great customer service.



MAKE IT YOURS IN ACTION

Atholl Country Life Museum

John Cameron has farmed near Blair Atholl all his life and he set up the Atholl Country Life Museum to preserve and tell the stories of the people who have lived among the hills of the Cairngorms. The Museum is now part of an integrated visitor complex in Blair Atholl that includes a new information centre housing the Atholl Estates Ranger Service. John says,

"Blair Atholl is a small community that works together to ensure our visitors have a great time here. However, we appreciate that we are the gateway to the National Park for many people and that visitors staying here will travel to other parts of the Park. Therefore we actively try to provide them with information and suggestions about things to see and do throughout the Park. That helps us in Blair Atholl; it helps businesses elsewhere in the National Park; and, most importantly, it helps our visitors."

www.athollcountrylifemuseum.org

people

landscape

wildlife

passion

www.visitcairngorms.com/makeityours

HOW TO GET INVOLVED

Any business, organisation, community group or individual based or with an interest in the National Park can be part of Make it Yours.



In joining Make it Yours, you give a commitment to –

- Offer visitors and clients a warm, friendly welcome that makes them feel special.
- Promote your business in a way that associates it with the National Park and act in a manner that supports the aims of the National Park.
- Provide accurate and inspiring information about your local area and the National Park.
- Meet the requirements of the Cairngorms Charter.

In return, Make it Yours will give you –

- Easy access to marketing support materials.
- Up to date information and market intelligence on business trends.
- Informal get-togethers to meet like minded businesses throughout the Park.
- Access to use the Cairngorms National Park Make it Yours brand.

There is no cost to being part of Make it Yours. All you need is a commitment to our visitors and a passion and respect for the Cairngorms.

For more information and how to get involved please contact Cairngorms Business Partnership at office@visitcairngorms.com or 01479 810200.