

**YOUR
BUSINESS
IN YOUR
PARK**



Make it Yours Sign-Up Form

What is Make It Yours?

Make it Yours is a park-wide campaign aimed to help businesses, events and communities build visitor loyalty. It aims to help build customer awareness of the area as a quality destination offering very special experiences.

Why is Make It Yours needed?

Competitive destinations are getting their act together on how they collaborate, communicate with visitors and drive up customer service quality. If we do nothing, we go backwards. Standing still is not an option.

What will Make It Yours deliver for your business?

You will have access to the Cairngorms Make it Yours brand, marketing materials, business trend details and informal business get-togethers. It can also help to motivate more knowledgeable staff. You will be seen by customers as being part of a world renowned National Park.

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.

First step is to complete the Make it Yours Sign-up form on the following page and send it to the Cairngorms Business Partnership.

- Your name will be added to the Make it Yours database and will receive mailings and updates.
- You will be able to apply to use of the Park Brand in your business if not already a Brand holder.

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 the Cairngorms Business Partnership at office@visitcairngorms.com or 01479 810200.

people

landscape

wildlife

passion

www.visitcairngorms.com/makeityours



Make it Yours Sign-Up Form

I would like to be part of the **Make it Yours** movement.

Name	
Business	
Address	
Telephone	
Email	
Website	

Signed

Date.....

For more information please contact the Cairngorms Business Partnership:
Inverdrue House, By Aviemore, Cairngorms National Park, PH2 7ES
E: office@visitcairngorms.com or T: 01479 810200.

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