

YOUR BUSINESS IN YOUR PARK



Upgrading your premises?

MAKE YOUR BUSINESS - IN THE PARK

When carrying out room upgrades, refurbishments or decorating why not consider replacing pictures with images of your local area or some National Park iconic images of the area. Framed images of local views, wildlife, forests, rivers, Highland Games, streets, or old black and white images from the past will help 'connect' your business as being a business in the Cairngorms National Park.

Surveys indicate the Cairngorms National Park is a key attractor for first time and repeat visits to the area. Why not firmly link your business as a business in the Cairngorms National Park?

Here are some ideas around what to theme your refurbishments:

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.

people

landscape

wildlife

passion

Building the Cairngorms Brand

It is in all of our interests to build the Cairngorms Brand into a strong, respected and loved brand. To help you bring together your marketing materials and the look and feel of your business take a look at the ***Make it Yours Bringing the Brand to Life*** document. It is full of inspiration about our area and ideas that may help you bring key elements of the personality that make up Cairngorms Brand into your business.

Sources of Copyright Free Images

There are a number of sources where you can gain access to copyright free images and framing services.

Have a look on www.visitcairngorms.com in the business listing section for local; Photographers, Framers, Artists. There are many sources of good quality authentic material that can bring the park into your business.

Copyright free images are also available on the Make it Yours hub at: www.visitcairngorms.com/makeityours

What's in an Address?

Your business is in the Cairngorms National Park so why not add Cairngorms National Park to your business address? It's a small step but just think about the reach that will make to customers friends and colleagues.

More Information

For more information go to www.visitcairngorms.com/makeityours or contact the Cairngorms Business Partnership at office@visitcairngorms.com or call 01479 810200