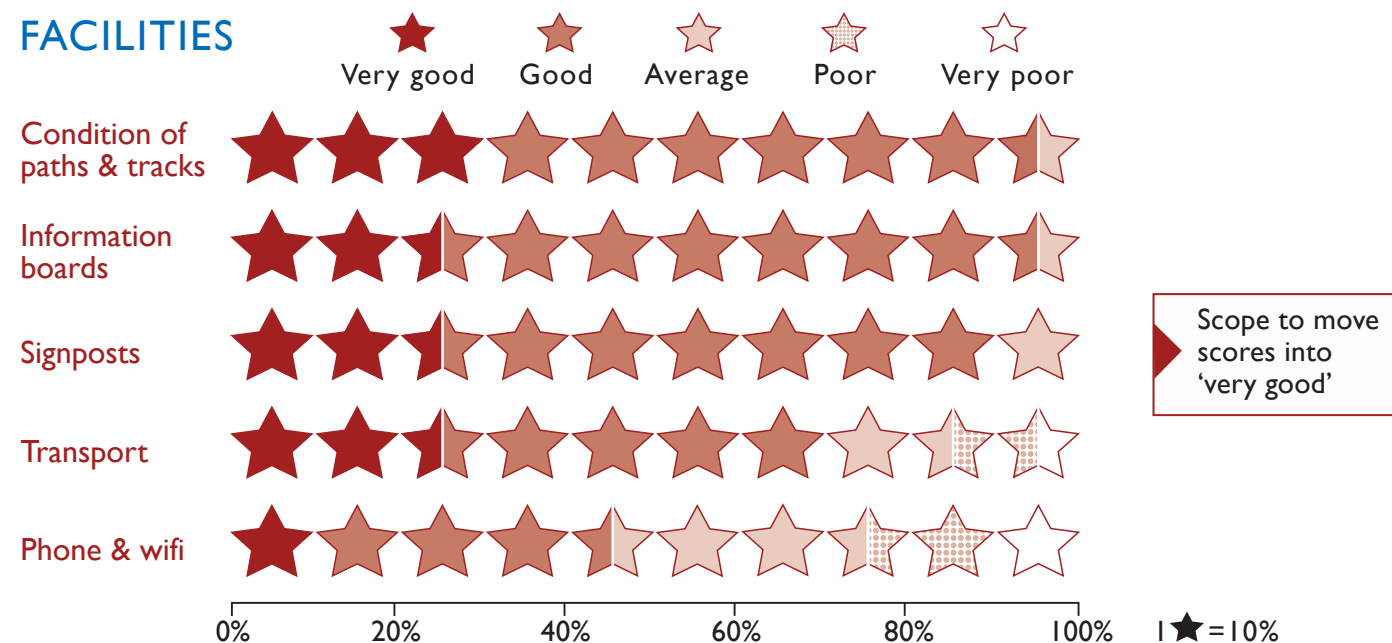


Ratings

FACILITIES



WHAT COULD BE IMPROVED?

51%
Nothing

9%
Weather and snow

3%
Signage

3%
Longer opening times

2%
Quality & choice of catering & retail

2%
Roads

2%
Cheaper attractions

2%
Better wifi & phone signal

2%
Cheaper restaurants & shops

ABOUT THE RESEARCH

2553 face-to-face interviews

30 interviewing locations

Interviews spread throughout the year from May 2014 to April 2015, and on various days of the week.

Repeat of previous surveys in 2003/4 and 2009/10.

For more information about the survey please visit www.cairngorms.co.uk

Cairngorms Visitor Survey

2014/15 Facts & Figures



EXPECTATION

90%
Positive

Prior to visit

VISITOR SCORE

8.8
OUT OF 10

- Increase from 8.3 out of 10 in 2009/10 survey
- Scores were uniformly high from all visitors, at all interview locations

EXPERIENCE

93%
Positive

Once in the Park



96%

love the Park



98%

recommend the Park



93%

would visit again



83%

value for money

91% aware they are in a National Park

93% of those aware before visit

National Park status influenced decision to visit

27%
Scotland

39%
Rest of UK

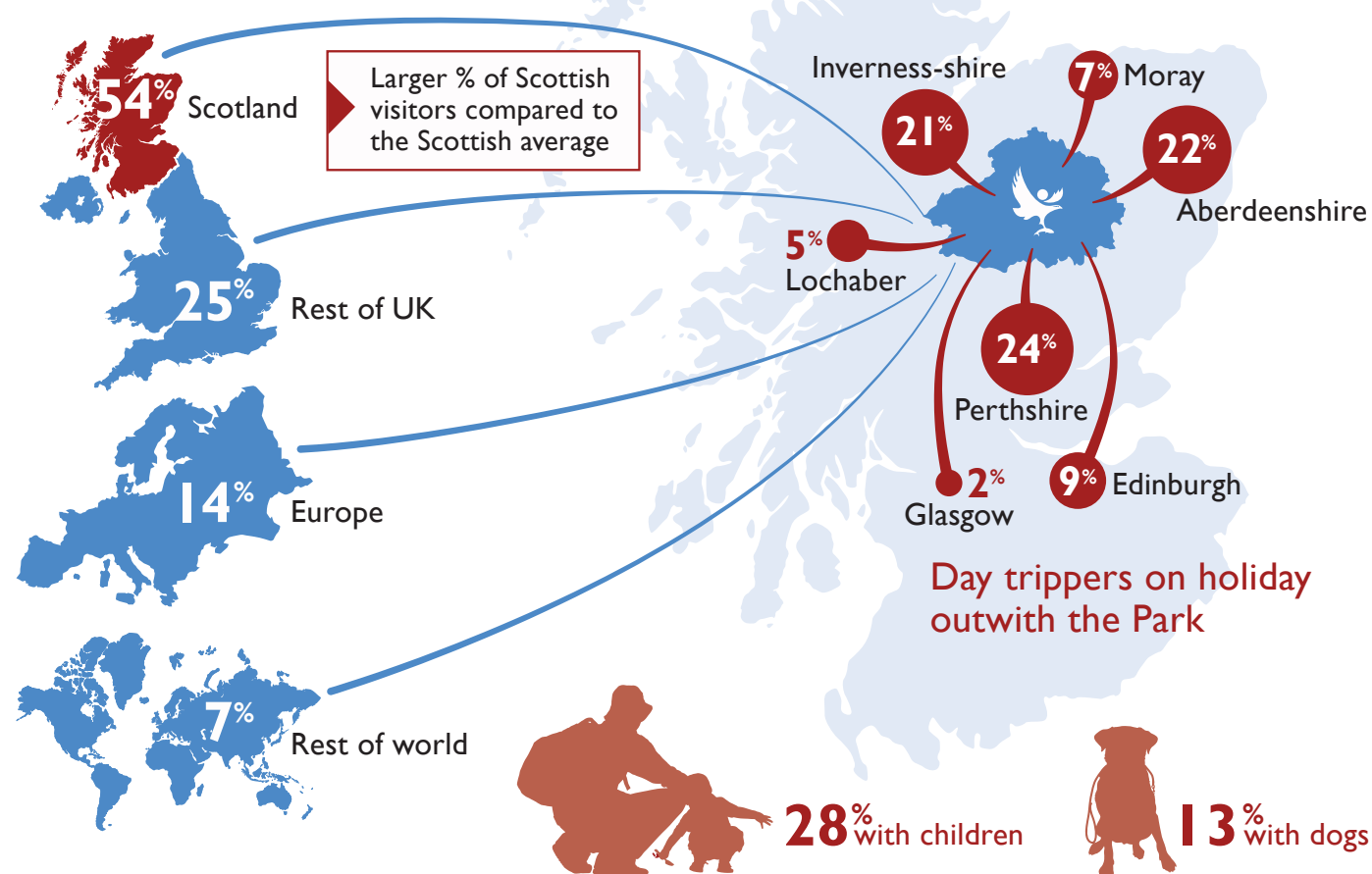
63%
Overseas

47%

can describe Cairngorms National Park brand

Who

ORIGIN OF VISITORS

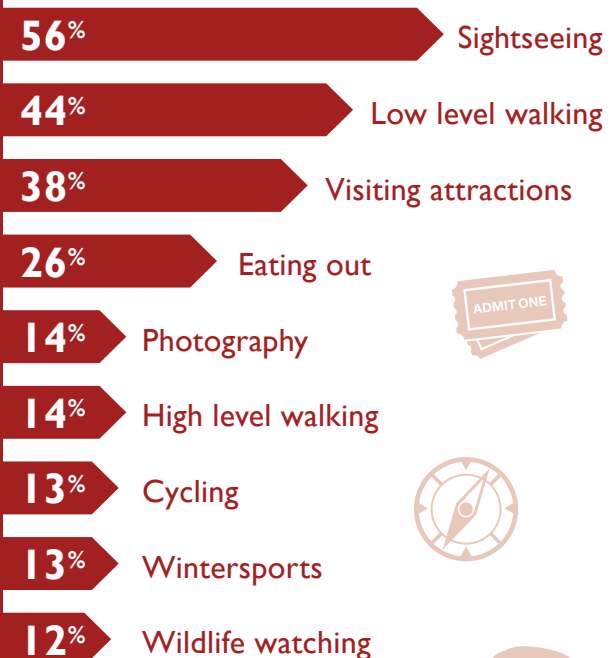


Why

MOTIVATION

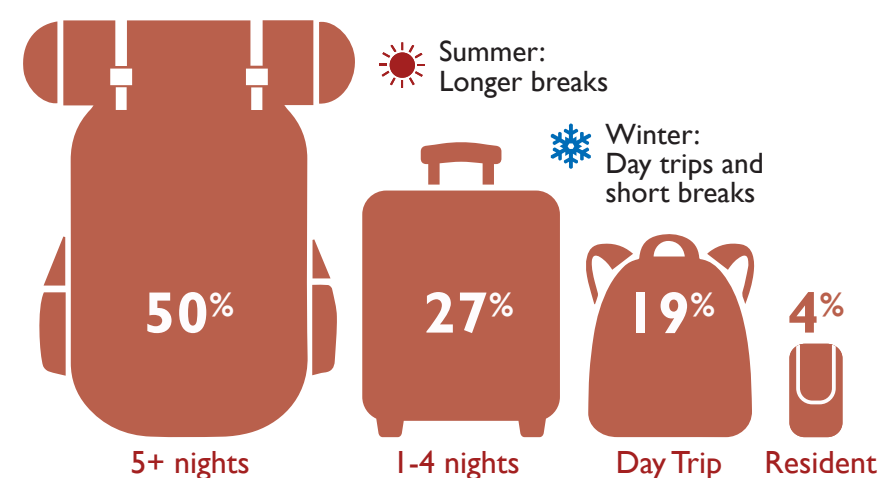


ACTIVITIES

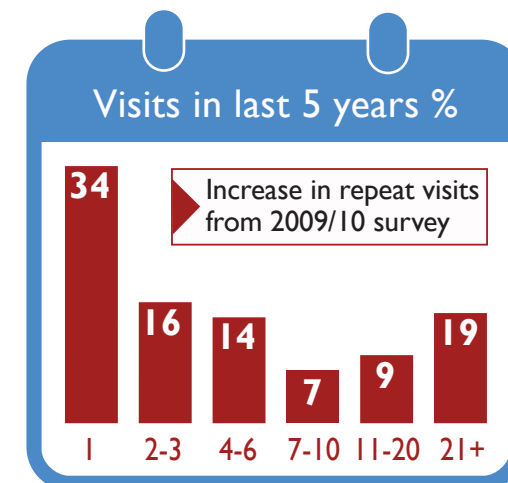


How

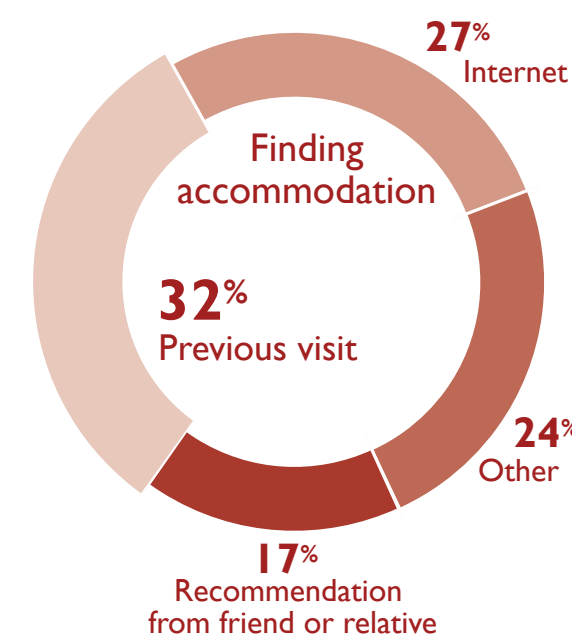
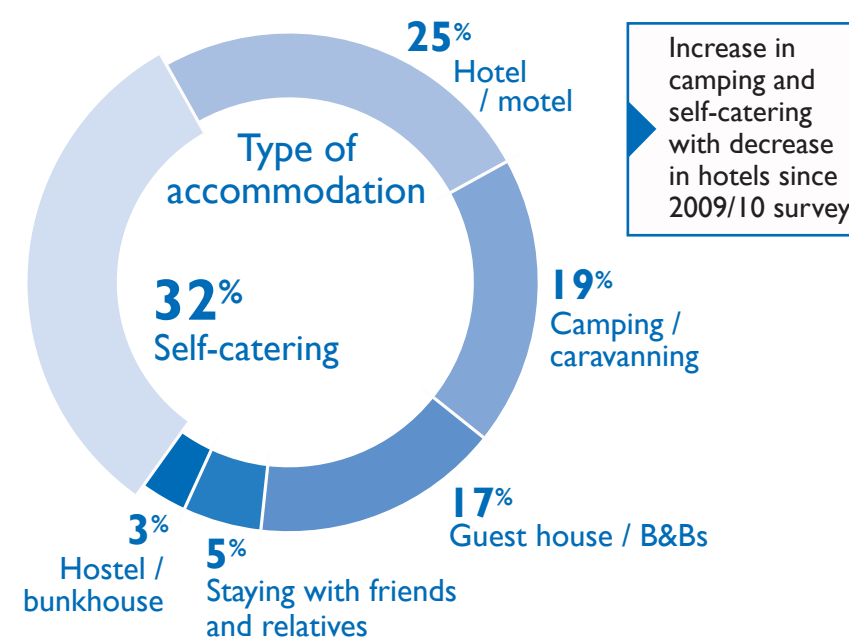
DURATION



REPEAT VISITORS



ACCOMMODATION



GETTING ABOUT

