



Learning more about our visitors to enable exceptional visitor experiences and a National Park richer in nature

Background research

The first step in this work to learn more about our visitors involved establishing what we already know. By reviewing and analysing existing visitor related data and insights we could identify key findings and data gaps, paying particular attention to gaps related to the Covid -19 pandemic.

This document includes all the research and data that we have reviewed and analysed so far, but it's not exhaustive. We recognise that there may be more information available, for example visitor related data and insights from other countries.

Please do get in touch at capercaillie@cairngorms.co.uk if you have information to add to this list, or any comments or questions. We would be pleased to hear from you.

General research - Scotland

- Visit Scotland Visitor Survey report 2015-16
- Visit Scotland domestic market segmentation docs
- NatureScot Scottish Household Survey 2019 - Headline findings relating to the natural environment
- NatureScot SPANS - 2013-14 – special interest report series - Engagement with the natural environment
- NatureScot SPANS full report 2019-20 - outdoor recreation, health, and environmental attitudes

General research - Cairngorms

- CNPA visitor survey 2019/20
- CNPBAS Final STEAM Report 2009-2019 29-Jun-20 CC (4)

Site specific research

- Nature Scot RSM166 - Rothiemurchus and Glenmore Recreation Survey 1998-99 final report (A1560094) AS Mather 2000
- Glenmore Visitor Experience Analysis 2015-16 Phil Whitfield
- Glenmore Forest Park Visitor Survey report 2011 FLS

Site specific data and plans

- Rothiemurchus Incident Reports
- Rothiemurchus Forest Recreation Services Plan 2014
- Old Logging Way people counter data
- Abernethy people counter data 2008-2018
- Abernethy wildfires patrol record sheets 2020
- Glenmore FLS North Region car counter visit numbers

Dog walking

- NatureScot SPANS - 2013-14 - special interest report series - Dogs
- Katrina M. Brown (2015) The Role of Landscape in Regulating (Ir)responsible Conduct: Moral Geographies of the 'Proper Control' of Dogs, Landscape Research
- CNPA.Paper.1789.People and Dogs in the Outdoors. Stephen Jenkinson 2011

Conservation and people – relevant research

- Alistair Bath Public_views_about_Capercaillie_in_the_Carrbridge_area 2019
- JHI, Lessons from Boat – 2017 Managing woodland for both recreation and capercaillie
- Public acceptance of mitigation measures for capercaillie conservation in Glenmore and Rothiemurchus, Scotland. Internship report Lisette Klein 2018 FLS
- PhD Feedback Document_Delphi Study Round 2

Covid impact

- NatureScot Covid-19 - Recreation survey - Reporting - WAVE 2 - Powerpoint presentation - FINAL - pdf version - 28_9_20 (4) 56 Degree Insight

Business perspective

- Glenmore Resident & Business Review minutes Oct 2020
- CBP Responsible Access Workshop notes
- CBP Green recovery fund Campervans steering group meeting notes 28 Oct 2020

Environment and conservation - related reports / plans

- Capercaillie Framework CNPA

Case studies from other / related sites

- FLS Audience Research for Argyll Forest Park 2014 - Final Report by L J Research
- An Camas Mor_Revised Report on predicted levels and patterns of visits V3
- Tomintoul & Glenlivet Marketing Plan 2020