

## Cairngorms Visitor Research

We are listening.

Thank you to everyone that shared their views as part of this research and encouraged others to get involved. We are delighted that so many people took part, including people who live locally and visitors from further afield.

We are pleased to share this research with you and the visitor segmentation model that has been produced. We look forward now to using this research alongside others who manage for visitors to help refine and invest in the ways we make it easy and fun for all visitors to enjoy the area responsibly.

The research shows that almost all visitors, including people who live locally, are attracted by the landscape, scenery and beauty of the Cairngorms area. From any standpoint the area is outstanding in regional, national, and international natural heritage terms. 90% of visitors, including local residents, also feel part of nature when they're here. So, we know that we are responsible for looking after and sharing a very special place which deserves and requires special treatment and the highest level of care and attention from us all.

We manage scenic lochs and protected forests with extensive and popular paths networks. We provide facilities for and welcome large numbers of visitors each year and we are committed to delivering our responsibilities in accordance with the needs of our organisations, the Habitat Regulations, the Scottish Outdoor Access Code and other legislation.

This research will help us to deliver our responsibilities because it provides us all with a common language and a deeper understanding of visitors. With this we can now plan more holistically and strategically for what different interest groups want, in and around the protected forests that we're responsible for. We can also work towards our vision to develop and maintain thriving capercaillie areas and high quality, sustainable visitor experiences.

Achieving this vision will take time and this research is only the first step in the process. But we are extremely pleased to have reached this pivotal point together and we look forward to sharing further updates as we move now to scope and deliver actions informed by the research.

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*Uwe Stoneman (RSPB)*

*Johnnie Grant (Rothiemurchus)*

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