



CAIRNGORMS
CAPERCAILLIE
PROJECT

Helping visitors to enjoy and look after the Deeside Forest and its vulnerable capercaillie population

A meeting for businesses and organisations involved with managing for visitors in Royal Deeside.

Meeting date: TBC

Meeting time: TBC

Meeting venue: TBC

The purpose of the meeting will be to:

- Ensure all attending are up to speed with the draft action plan to help capercaillie in Royal Deeside and the elements of the plan aimed at helping visitors to enjoy and look after the Deeside Forest and its vulnerable capercaillie population.
- Discuss how to use, and encourage others to use, the new pre-arrival content for visitors that promotes behaviours that will benefit natural heritage, including capercaillie, in Royal Deeside. The content is being developed by the Cairngorms Business Partnership in partnership with the Cairngorms Capercaillie Project.
- Review the thoughts and ideas received below from Deeside residents and people who work and visit the area, who attended an open workshop in May to discuss and refine the draft action plan to help capercaillie in Royal Deeside.
 1. Can we engage the adventure tourism market; Visit Scotland; Wild Scotland; Hilton Grand Craigendarroch and Visit Ballater?
 2. Ensure messages are shared with people visiting from Aberdeen.
 3. How do we get the right message to the right visitors in the right language?
 4. How do we enable all accommodation providers to promote key messages?
 5. Can we promote key messages through TV shows, e.g. Landward?
 6. Is there scope for local awareness raising around capercaillie, e.g. giant capercaillies and or capercaillie trails in main villages? Some Ballater businesses have already adopted 'Hapi Capis' (small wooden capercaillies) as part of a Hapi Capi trail.
 7. Use the term 'Deeside Forest' to give a more coherent identity.

Background information:

- <https://cairngormscapercaillie.scot/communities/deeside>
- [Deeside Community Action Plan](#)