

Cairngorms Visitor Survey

2019/20 Facts & Figures



Cairngorms
NATIONAL PARK
Pàirc Nàiseanta a' Mhonaidh Ruaidh

VISITOR SCORE



up from
8.75

Scores were uniformly high from all visitors, at all interview locations



99%

recommend the Park



96%

loved the Park



95%

felt welcome



96%

lots to see and do

89%

aware they are in a National Park

National Park status influenced decision to visit

49%

Scotland

56%

Rest of UK

71%

Europe

60%

Rest of world



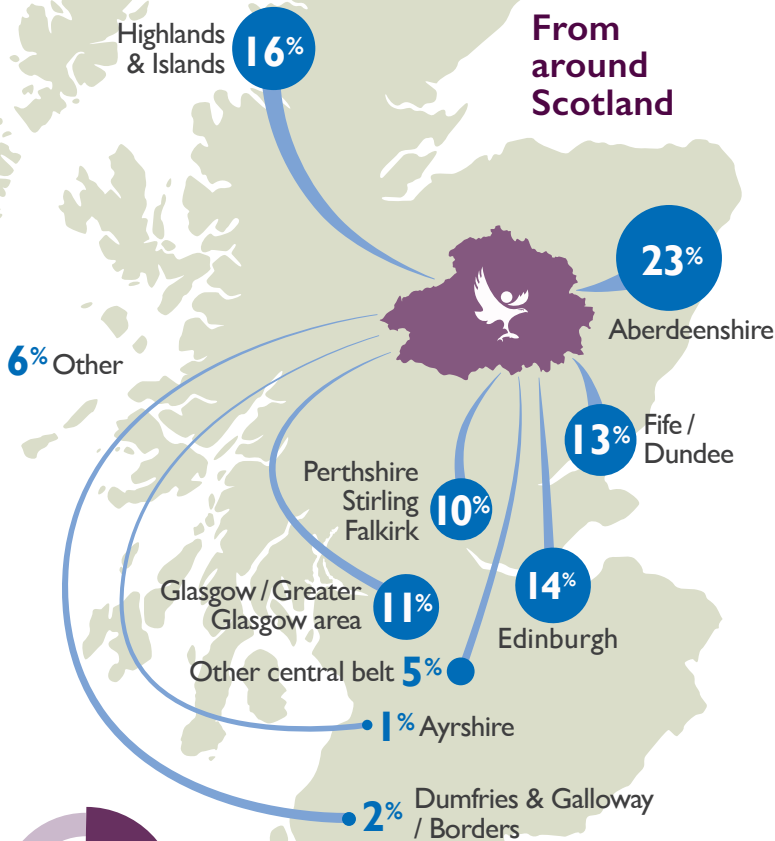
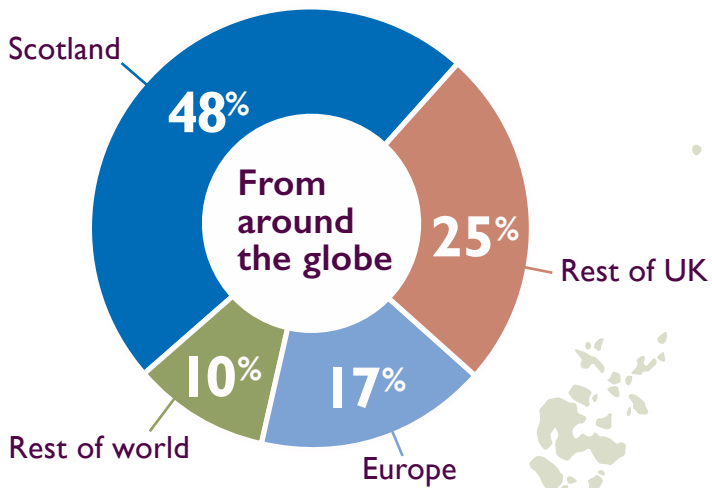
93%

great opportunities to see wildlife

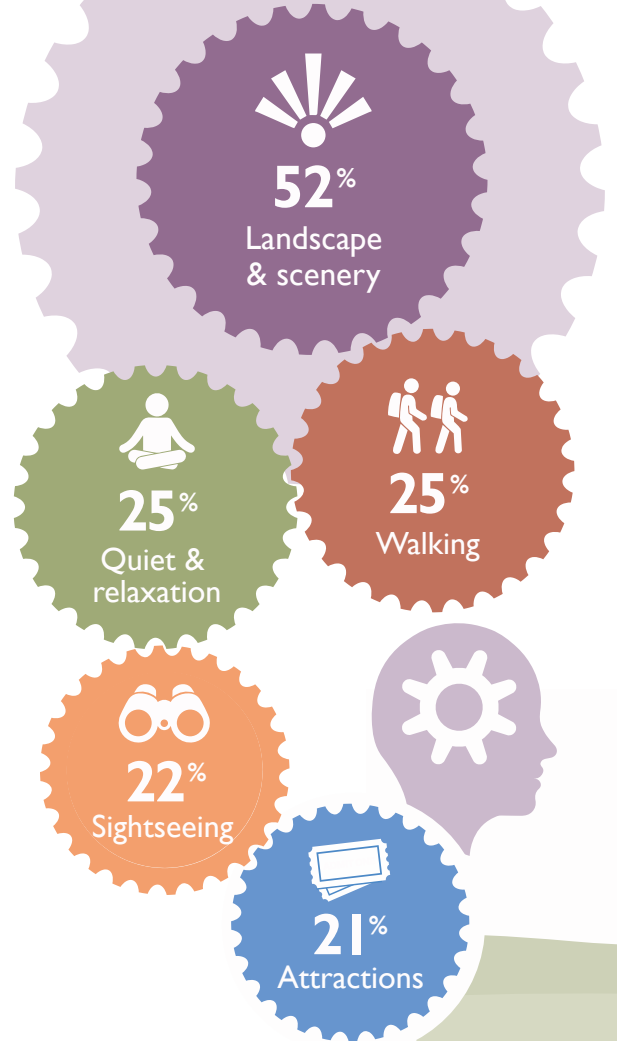


WHO & WHY

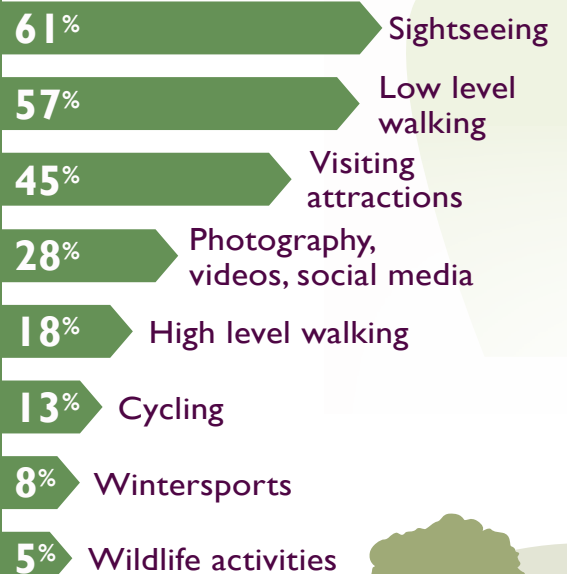
Origin of visitors



Motivation

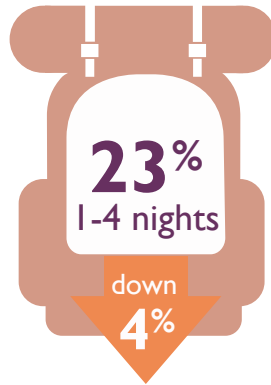
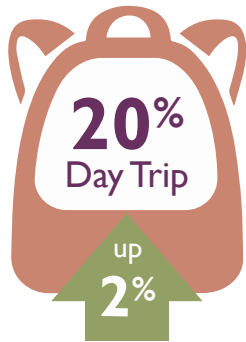


Activities



HOW

Duration



Accommodation

14%
Guest house
or B&Bs



24%
Camping or
caravanning



25%
Hotel
or motel



32%
Self-
catering



Getting about

2%
Coach tour



5%
Cycling



6%
Public transport



24%
Walking



91%
Car / motorhome



RATINGS


Facilities

Condition of paths & tracks	★ ★ ★ ★ ☆	4.30	▲ up from 4.23
Signposts & signage	★ ★ ★ ★ ☆	4.20	▲ up from 4.13
Provision of car parks	★ ★ ★ ★ ☆	4.19	▲ up from 4.18
Public toilets	★ ★ ★ ★ ☆	3.7	▼ down from 4.03
Mobile phone reception	★ ★ ★ ☆ ☆	3.23	▲ up from 3.09
Wifi access	★ ★ ★ ☆ ☆	3.18	▲ up from 3.06
Public transport	★ ★ ★ ☆ ☆	3.1	▼ down from 3.69

What could be improved?

9% 
more public loos

9% 
weather and snow

5% 
public transport

3%

5% 
signage

47% 
said nothing
could be improved

Roads
Parking
Restaurants
Quality of loos
Wifi / broadband
Longer opening times
Visitor information
Reopen funicular

About the research

Every 5 years, the Cairngorms National Park Authority commission a year-long visitor survey consisting of over 2,000 face-to-face interviews at over 30 sites around the Cairngorms National Park. This survey ran from May 2019 until March 2020 when fieldwork was brought to an early stop by the Covid-19 pandemic. Trend data compares with the same period in 2014/15.

The Covid-19 pandemic and lockdown are likely to have significantly changed visitor demographics and behaviour since the research was completed.

Full results and more information about the survey are available at www.cairngorms.co.uk

