CAIRNGORM MOUNTAIN
CREATING A SHARED VISION
Clarity | Vision | Strategy | Direction

CONTEXT IN AVIEMORE AND GLENMORE CORRIDOR

The Aviemore and Glenmore Corridor is a destination and focus of accommodation and leisure activity in the Straths, that together with Rothiemurchus, through which it passes, attracts 40% of all visitors to the National Park. It sits at the heart of some of Scotland’s most important nature conservation sites and an expanding forest network, and accesses the country’s most extensive montane plateau, all in the context of a destination central to the local economy. It is the starting point for many visitors as they head into the surrounding landscape, and the terminus of the road at Cairngorm Mountain’s Base Station is a critical point of arrival and orientation.

VISITORS & TOURISM

Tourism is extremely important to the local economy, as shown in the table. For this analysis, the local area has been defined as the Aviemore and Glenmore Corridor. This is where most of the workforce is likely to be based and the majority of local impacts from the resort’s activities will accrue.

There are an estimated 650 tourism accommodation providers in the Badenoch and Strathspey area, with 250 serviced accommodation providers (hotels, guest houses and B&Bs) providing 1,000 bed spaces and 400 non-serviced accommodation providers (self-catering, touring and camping facilities) providing 5,000 beds.

CAIRNGORM MOUNTAIN

Cairngorm Estate, is located in a series of corries on the north side of the Grampian Massif. It sits at the heart of some of Scotland’s most important nature conservation sites and an expanding forest network, and accesses the country’s most extensive montane plateau, all in the context of a destination central to the local economy. It is the starting point for many visitors as they head into the surrounding landscape, and the terminus of the road at Cairngorm Mountain’s Base Station is a critical point of arrival and orientation.

<table>
<thead>
<tr>
<th>Visitor &amp; Tourism</th>
<th>Total Employees</th>
<th>Tourism as a %</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Time</td>
<td>353</td>
<td>36.2</td>
</tr>
<tr>
<td>Part Time</td>
<td>203</td>
<td>21.0</td>
</tr>
<tr>
<td>Total</td>
<td>556</td>
<td>57.2</td>
</tr>
</tbody>
</table>

There are also tourist services including: a range of restaurants, including Ptarmigan Restaurant, and a range of visitor services including the Mountain Garden, the Funicular and the Base Station.

<table>
<thead>
<tr>
<th>Lift System</th>
<th>Total Employees</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lifts</td>
<td>50</td>
</tr>
<tr>
<td>Tows</td>
<td>200</td>
</tr>
</tbody>
</table>

The Funicular

The Mountain Garden

The Base Station

SUPPLIERS

- National Trust for Scotland
- Scottish Wildlife Trust
- F.L.S (Glenmore Forest Park)
- National Trust for Scotland

CITIZENSHIP

- National Trust for Scotland
- Scottish Wildlife Trust
- F.L.S (Glenmore Forest Park)
- National Trust for Scotland

INFORMATION

- National Trust for Scotland
- Scottish Wildlife Trust
- F.L.S (Glenmore Forest Park)
- National Trust for Scotland

F. & H. P. (Far Eastern National Forest Railway)