



Mapping our visitors at Loch Lomond and Trossachs National Park



Who are our visitors?

The futures group are in the process of helping to think through how we reduce car use across the park. Our attention is on visitors and how we encourage modal transport shift from car to other forms of transport.

A first part of this support from the futures group is to consider who our visitors are.

When thinking about designing services or influencing others to provide services, it's important we think about visitor needs and goals. When we know this, we are able to consciously design services that meet visitor needs whilst influencing these designs with our principle on increasing sustainable transport options and encouraging behaviours that are reflective of our net zero ambitions.

As a small task we wanted to collect your ideas and knowledge on who our users. This might be based on you, your friends or family, observations you've made or data you have reviewed.

This first collection of visitor profiles doesn't mean we've got this entirely right. There will be people we don't know about, who we might not have met, who aren't accessing the park that we will need to conduct further research on, but as a starter for ten, grouping our visitors and their common goals allows us to develop potential solutions that are based around needs.

If you have an idea about visitor groups we'd like to encourage add them in, and you can leave some of the questions blank if you don't know more about them.



What do we need from you?

We'd like you to do a bit of homework on who our visitors are.

We want you to tell us;

A visitor group name

This is a generic title that describes a group, for example;

Fishing visitors who like to party
Escape the city with car
Overseas students

Use your imagination to give the name a group. You can be specific about where they might go to, for example, 'The Callander highstreet shoppers' or more about their demographic as in, 'Retiree day visitors'

Tell us a bit about them?

Tell us a bit about their background story, who they are, rough age, where they are from, their likes/dislikes

What are their goals?

What are they coming to the park to do. Is it to relax? Climb a munro? Get an ice-cream? Escape the city? What do you think is their ultimate goal?

What are their key journeys?

What is a typical journey for them, from where to where?

Is it Glasgow to Ben Lomond? Stirling to Callander?

What are/is their key destination?

This might be a similar question to above, but is there one place they keep returning to?

When are they likely to visit?

What's their schedule like? What day and time might their journeys occur?

Why do they want to do this?

What is the reason they want to do this? For example keep fit, gain social media followers, spend time with friends?

What would like you to know about this visitor group?

Do we need more research on them?

Do we understand their motivations and goals?

What would you want to know more about?



Where do I put this information?

We have a handy web address for you to go to and give us your ideas on the URL below.

This will lead you to a form that is there for you to answer these questions.

If you have more than one group, just revisit the URL again and do it again.

The URL is <https://rxxg6b041pl.typeform>.

When do I have to do this by?

Consider it homework. For us to make sense of the input before our next session, having submissions in by 21st April would be helpful.

Starter for ten

We started a brainstorm of visitor groups which might help you think through this, so feel free to use these as ideas and develop them out

The munro walker

The family with couple kids

Walk by water and have some chips

The Callander Visitor

The Party Fishing group

The Serious fishers

The family fishers

Escape the city with car

Escape the city without car

The mountain Bikers

The canoe users

The loch swimmers

Retired/older couple

Posh weekend away couple

Overseas students

Campers (this could be broken down into more refined user groups)

Live on the edge of the park