**FUNICULAR CLOSURE**

**Market Research**

**Businesses Surveyed: 40 in total**

 **1. Accommodation Providers:**

 **2. Food and Beverage Providers:**

 **3. Sports Shops:**

 **4. Retailers:**

 **5. Service Businesses**

**Question: Has the closure of the Cairn Gorm Funicular affected your business either negatively or not at all?**

 **Negatively Not at All**

**In Spring 10 [25%] 30 [75%]**

 **Summer 8 [20%] 32 [80%]**

**In Autumn 14 [35%] 26 [65%]**

**In Winter 23 [57.5%] 17 [42.5%]**

**There was general agreement that Aviemore and Strathspey is a buoyant tourist area in Spring and Summer and that the operation of the Funicular [or any alternative form of uplift] in these seasons is unimportant, for the majority of businesses. There is more concern about the lack of non-surface uplift that can be used by all passenger types in the Autumn and more particularly in the Winter.**