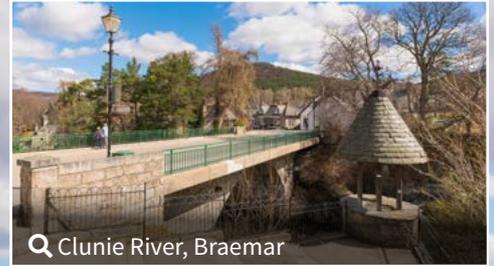


CAIRNGORMS NATIONAL PARK – TAKE THE SNOWROADS



Q Still Art Installation, Tomintoul



Q Clunie River, Braemar



Q The Watchers, Corgarff



Q Market Place, Wellmeadow, Blairgowrie

Discover the Heart of the Cairngorms National Park.

Live like locals in the communities of Blairgowrie, Braemar, Ballater, Tomintoul and Grantown and experience a range of natural and cultural attractions, all peppered with native flora and fauna and wildlife spotting. Look out for three scenic route installations enticing you to discover new perspectives.

As well as wild and untouched stretches, uncover hidden stories in the thriving towns and villages for an unforgettable experience.

EVENTS

MARCH

Braemar Mountain Festival
www.braemarmountainfestival.com

MAY

Spirit of Speyside Whisky Festival
www.spiritofspeyside.com

JUNE

The CATERAN YOMP
www.pkct.org/pages/events/category/events

JULY

Tomintoul Highland Games
www.tomintoulhighlandgames.co.uk

AUGUST

Ballater Victoria Week
www.ballatervictoriaweek.co.uk

SEPTEMBER

The Braemar Gathering
www.braemargathering.org

DECEMBER/ JANUARY

Hogmanay in Grantown
www.facebook.com/GrantownonSpeyHogmanay

Each area is unique and offers plentiful places to shop, eat, drink and stay. Whether you are looking for bed, breakfast and banter, hostelling and hot tubbing or a luxury hotel with a roaring fire, the SnowRoads offers the best in Scottish hospitality.

Take us with you! There's so much to see and do, on and around the SnowRoads, there really is something for everyone. SnowRoads wants to help you discover and rediscover the Cairngorms National Park by bringing immersive content and the best activities, attractions and events in this beautiful destination right to your mobile device with the free SnowRoads smartphone application.

SnowRoads champions the hidden gems, the discoveries just around the corner, a road less travelled. With a commitment to the latest inspiring digital technologies, we want to enhance your visitor experience and user journey encouraging you to explore this wild and untouched area as well as the rest of Scotland. The SnowRoads app is free to download for Apple and Android.

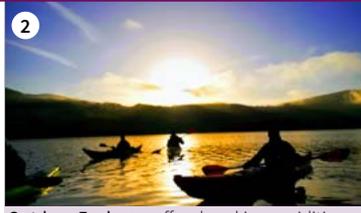
Travel the scenic way. You can traverse the SnowRoads North or South with the opportunity to link to the rest of the Cairngorms National Park such as historic Badenoch and Strathspey and Carrbridge and many other areas and attractions including the Malt Whisky Trail and other scenic routes including the North East 250 or Inverness and the North Coast 500.

DAY 1 - BLAIRGOWRIE TO BRAEMAR



1

The Cateran Trail – a fully waymarked, 64-mile (103 km) route starting in Blairgowrie and taking adventurers through Perthshire and the Angus Glens. Divided into five stages, it covers a varied terrain of farmland, forests and moors and can be comfortably walked in five days. It follows ancient tracks used by the Caterans – fearsome cattle thieves in the area up to the 17th century.
T: 01738 477400
E: info@pkct.org
www.pkct.org/cateran-trail



2

Outdoor Explore – offers kayaking expeditions in the Blairgowrie area and the chance to kayak on rivers and through caves to take in castles and majestic cliffs all the way surrounded by stunning scenery and natural wildlife. Experience magnificent hidden gems, inaccessible on foot, with this activity which is suitable for anyone with a sense of adventure including children over 12 years.
T: 07904 324102
E: info@outdoorexpl.org.uk
www.outdoorexpl.org.uk



3

The Persie Distillery – a small, family-owned gin distillery just north of Blairgowrie. Stop by to see a craft distillery in action, enjoy a nosing and tasting gin flight of aromatic gins or buy your gin-loving friends a gift from a range of merchandise. You can hear all about the backstory of Persie Gin, the botanicals, the process and the brand and take a tour to see a bespoke copper pot still.
T: 01250 886798
E: snifter@persiedistillery.com
www.persiedistillery.com



4

Llama Trekking at Ecocamp Glenshee – lead these majestic animals on a trek through the stunning hill scenery around Glenshee, also known as the 'Glen of the Fairies' due to its magical atmosphere. Spend time feeding and getting to know the llamas before stopping for hot chocolate and organic cakes. The guided walks are suitable for young and older guests and buggy-friendly walks are possible.
T: 01250 882284
E: info@ecocampglenshee.co.uk
www.ecocampglenshee.co.uk

DAY 2 - BRAEMAR TO BALLATER



1

Glenshee ski Centre – the biggest ski resort in Scotland boasting the largest lift system in the UK and over 38 runs across three valleys with a wild and rugged backdrop. Suitable for skiers and snowboarders of all abilities. It offers year-round activities with mountain biking in the summer and the chance to take in the views from the chairlift and re-fuel in the café all year round.
T: 01339 741320
E: info@ski-glenshee.co.uk
www.ski-glenshee.co.uk



2

The Braemar Highland Games Centre – housed in the stunning Duke of Rothesay Highland Games Pavilion explores the living tradition of highland games focusing on the world-famous Braemar Gathering. Visit the fascinating exhibition and a gallery space with photographs and trophies as well as an elegant café and quality gift shop.
T: 013397 49220
E: info@highlandgamescentre.org
www.highlandgamescentre.org



3

Braemar Castle – Scotland's only community-run castle where knowledgeable local guides offer tours of 12 fully furnished rooms with language cards to support international guests. This 17th Century Castle has an exciting story having been built as a highland hunting lodge, burned in the first Jacobite uprising and home to the rebellion leader after the final defeat of the Jacobites.
T: 01339 741219
E: info@braemarcastle.co.uk
www.braemarcastle.co.uk



4

Royal Lochnagar Distillery – neighbours Balmoral Castle, is one of the jewels in the Royal Deeside crown and the perfect place to discover how Scottish whisky is made. See traditional mashtuns and gleaming copper stills in this distillery which retains much of its original charm. The tour ends with a dram of the award-winning Royal Lochnagar 12 Year Old Single Highland Malt.
T: 01339 742700
E: royal.lochnagar.distillery@diageo.com
www.malts.com

DAY 3 - BALLATER TO TOMINTOUL



1

Balmoral Castle – explore the stunning Scottish holiday home to the royal family including fabulous formal gardens spanning three acres, a café offering a range of locally sourced and home cooked produce and a gift shop selling Scottish souvenirs and exclusive gifts. An audio tour will guide you through exhibitions and share the stories and history of this beautiful estate. Open April to July.
T: 01339 742534
E: info@balmoralcastle.com
www.balmoralcastle.com



2

The Old Royal Station – the newly refurbished station houses Ballater's Tourist Information Centre, a well-stocked shop and a museum and exhibition celebrating the station's links with royalty. Much of the royalty of nineteenth century Europe passed through this railway station at some point, including the Czar of Russia. The Carriage café, tearoom and bistro offers delicious, fresh and locally sourced food.
T: 01339 755050
E: enquiries@thecarriageballater.co.uk
www.thecarriageballater.co.uk



3

The Muir of Dinnet National Nature Reserve – well signposted walks through beautiful Deeside woodland and around waterlily clothed Loch Kinord. It's a great place for spotting wildlife, birds, insects and native flora and fauna. The walks guide you to impressive geological features such as the Burn O' Vat and historical stones and buildings. A visitor centre tells the story of how the reserve evolved.
T: 01339 881 667
E: nnr@nature.scot
www.nature.scot



4

Corgarriff Castle – this stunning isolated tower house sits at the head of remote Strathdon. In the summer, you can take a tour to see the reconstructed barrack rooms and hear about the history of this fortress used to suppress Jacobite activity. The Watchers scenic route installation provides a fantastic view and another stunning photo opportunity of this distinctive castle.
T: 01975 651460
E: ticketing@hes.scot
www.historicenvironment.scot

DAY 4 - TOMINTOUL TO GRANTOWN



1

Glenlivet Mountain Bike Trails – a purpose built mountain bike centre at the heart of the Glenlivet Estate. It offers a fantastic fun packed and flowing single track trail with stunning scenery and views as you cycle. Suitable for novice, intermediate and experienced riders, there is also access to a café and facilities as well as trail guides, bike hire and bike wash.
T: 01479 870070
E: info@glenlivetestate.co.uk
www.glenlivetestate.co.uk



2

Whisky Castle & Highland Market – a purveyor of fine Scottish whiskies & giftware, located at the gateway of Scotland's Malt Whisky Trail. Learn from the whisky experts, choose from over 600 whiskies, many single cask, independently bottled and from small batches, find out which one suits your palette.
T: 01807 580 213
E: sales@whiskycastle.com
www.whiskycastle.com



3

Craggan Outdoors – recognised as one of the best outdoor centres in Scotland offering a range of activities for small groups and corporate groups of more than 100 people. Activities include archery, bushcraft, clay pigeon shooting, fishing, footgolf, gorge walking, high ropes, kayaking, mini Highland Games, quad and mountain biking, canoe trips, rock climbing, white water rafting and more.
T: 01479 873283
E: info@cragganoutdoors.co.uk
www.cragganoutdoors.co.uk



4

Dark Sky Discovery Sites – The Glenlivet and Tomintoul area is one of the best places in the Cairngorms National Park to discover the wonders of the night sky. Three sites make up the most northerly International Dark Sky Park in the world. With parking and interpretation, they are easily accessible for all and events take place throughout the year to help visitors enjoy nights brimming with stars.
T: 01807 580 760
E: discovery@tgdt.org.uk
www.cairngormsdarkskypark.org

Please note some attractions have seasonal opening hours. Please check opening times with the attraction.

For more ideas and contacts go to www.visitscotlandtraveltrade.com or email traveltrade@visitscotland.com