



VISITABERDEENSHIRE'S Northern Nights WINTER CAMPAIGN

In partnership with Caledonian Sleeper, VisitAberdeenshire ran a promotional winter visitor campaign called “Northern Nights” highlighting Aberdeen’s festivals and events and Aberdeenshire’s stargazing credentials. A winter campaign was designed to help address the challenge of seasonal spread at a typically quieter time of the year for visits

The team was keen to explore how the campaign impacted people, specifically what it made them think, feel and do.

Here are some highlights from the evaluation survey and at end of the factsheet, you'll find a link to a more detailed deck if you'd like to read more.

HEADLINES

545
survey
respondents

£563,000
the estimated spend in the region
attributable to the Northern Nights
campaign

86%
rated their visit to the
region as an 8, 9 or 10 out
of 10

WHAT DID PEOPLE GO ON TO DO HAVING SEEN THE VISITABERDEENSHIRE | CALEDONIAN SLEEPER CAMPAIGN?

In terms of what they might have done **very soon after seeing the campaign**, The top actions were:



1) Enter the
campaign
prize draw



2) Visit
Caledonian
Sleeper's website



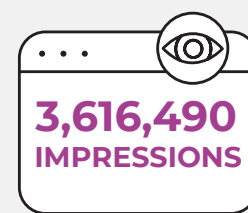
3) Sign up for
VisitAberdeenshire's
newsletter



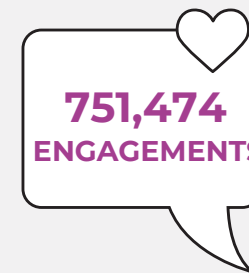
4) Sign up for
Caledonian
Sleeper's
newsletter



5) Talk to friends
and family about
a visit to
Aberdeen and
Aberdeenshire



3,616,490
IMPRESSIONS



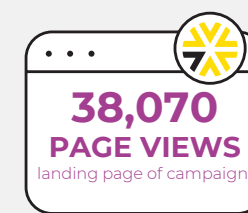
751,474
ENGAGEMENTS



57,711
LINK CLICKS



26,214
ENTRIES
for the competition



38,070
PAGE VIEWS
landing page of campaign

HOW DID THE CAMPAIGN MAKE PEOPLE THINK AND FEEL?

We gave respondents a set of statements to explore what the campaign had made them think and feel with regards to the destination. The top 3 were:

The region is a
great place for
enjoying the
night sky
(86% in agreement)

I realise there is more to
the region than meets
the eye
(84% in agreement)

The destination
has a range of
quality
experiences to
enjoy
(84% in agreement)

HOW IS OUR REGION PERCEIVED BY VISITORS?

This is about trying to understand perceptions rather than experiences. What are the associations people have with the region? Knowing this can help us, and businesses, unlock how to communicate with them. All the words/phrases have value in terms of understanding what works but also where the challenges are.

The top three words/phrases selected as **BEST** describing the region were: “**Rich in culture and heritage**”, “**Beautiful**” and “**Welcoming**”

The top three words/phrases selected as **LEAST** describing the region were: “**Easy to get to**”, “**Upmarket**” and “**For all seasons**”

WELCOMING
RICH IN
CULTURE &
HERITAGE
BEAUTIFUL

WHAT DID VISITORS HAVE TO SAY ABOUT THEIR STAY?

“The area is so beautiful with lots to see and do, plus very reasonably priced.”

“The stunning scenery is what makes it for us, and the Caledonian Sleeper is the most relaxing and exciting way to travel.”

“I have visited Aberdeen/Aberdeenshire on a few occasions, both for business and pleasure. The over-riding sensation for those visits has been the sense of peace experienced once you are in the area.”

INTERESTS AND PASSIONS

Our respondents told us that the top interests/passions that have attracted/ would attract them to visit the region are:

1



HISTORY AND
HERITAGE

2



EXPERIENCING THE
NATURAL
ENVIRONMENT

3



FOOD AND DRINK

4



EXPLORING TOWNS
AND CITIES

If you would like more detailed findings for this campaign, or any of the other work we do at VisitAberdeenshire, contact Deirdre O'Donnell, insights@visitabdn.com

To read the full slide deck of findings, [click here](#).