

A&B Spring 2025 campaign evaluation

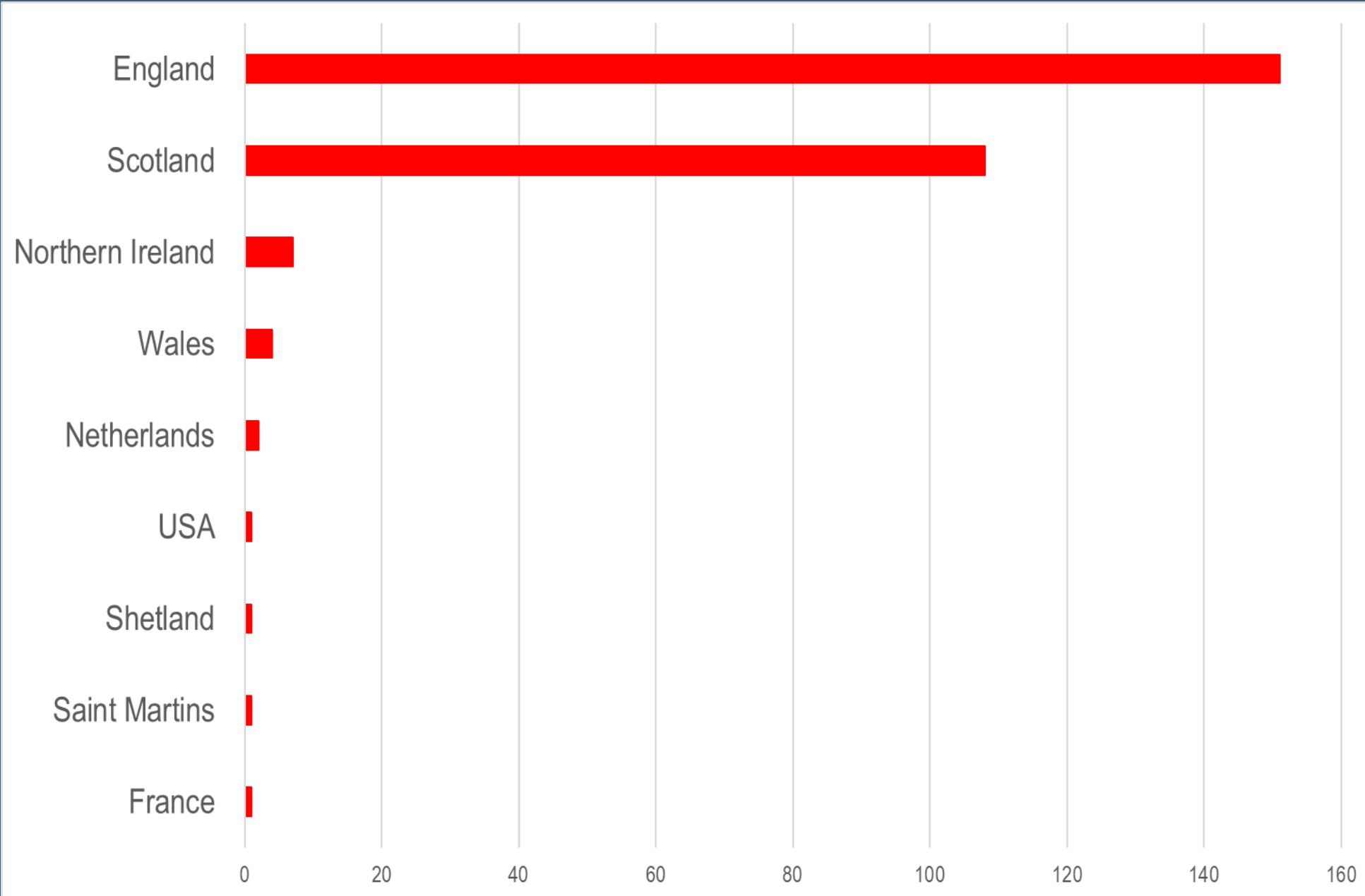
June 2025



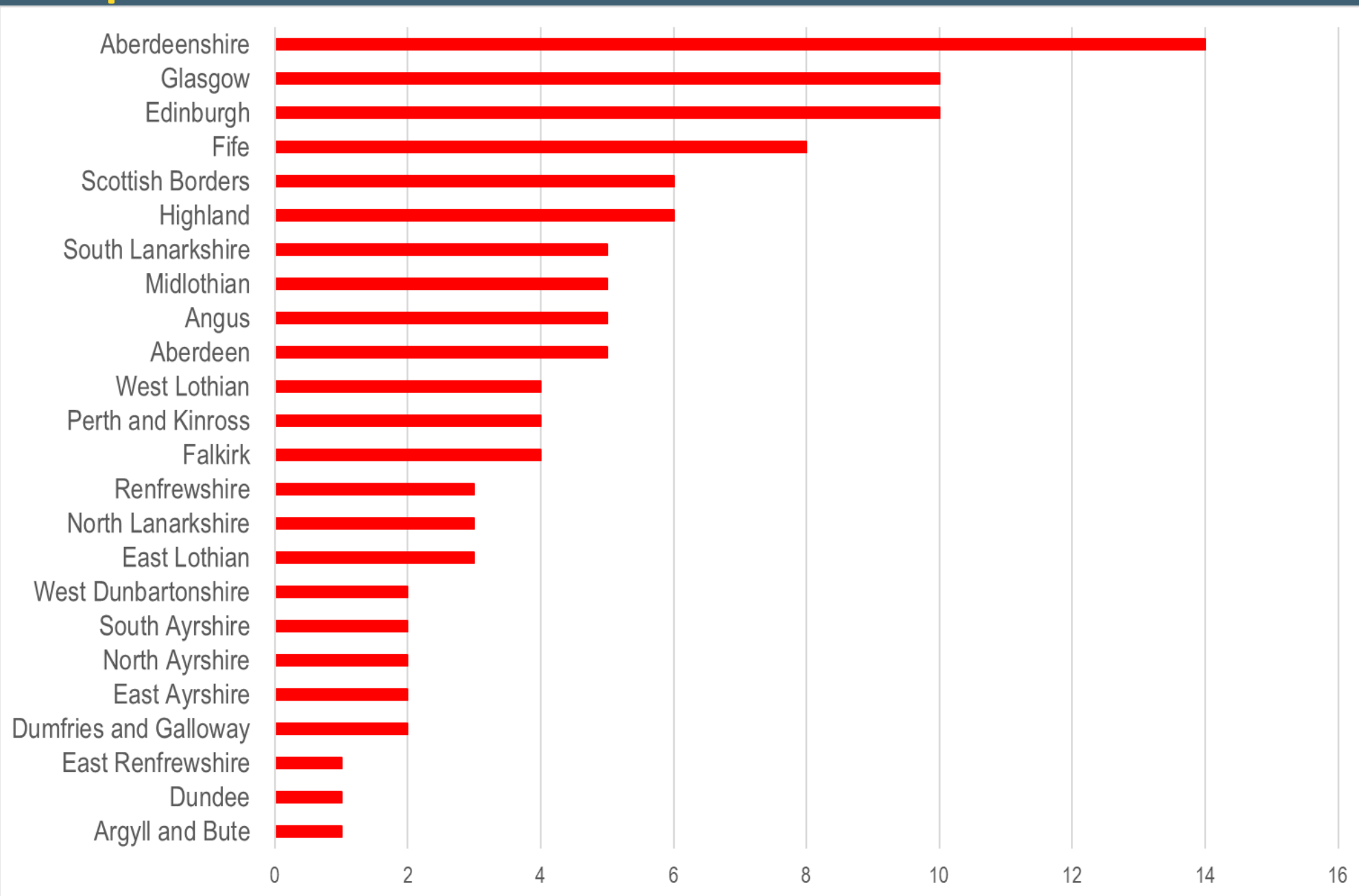
Survey Background

- The survey was distributed to 13,471 potential respondents
- Responses received from 276, representing a response rate of 2.0%
- Charts show the number of respondents unless stated

Country of residence



Respondents from Scotland



Respondents from England

Yorkshire and the Humber

North West

North East

South East

South West

London

West Midlands

East Midlands

East of England

0

5

10

15

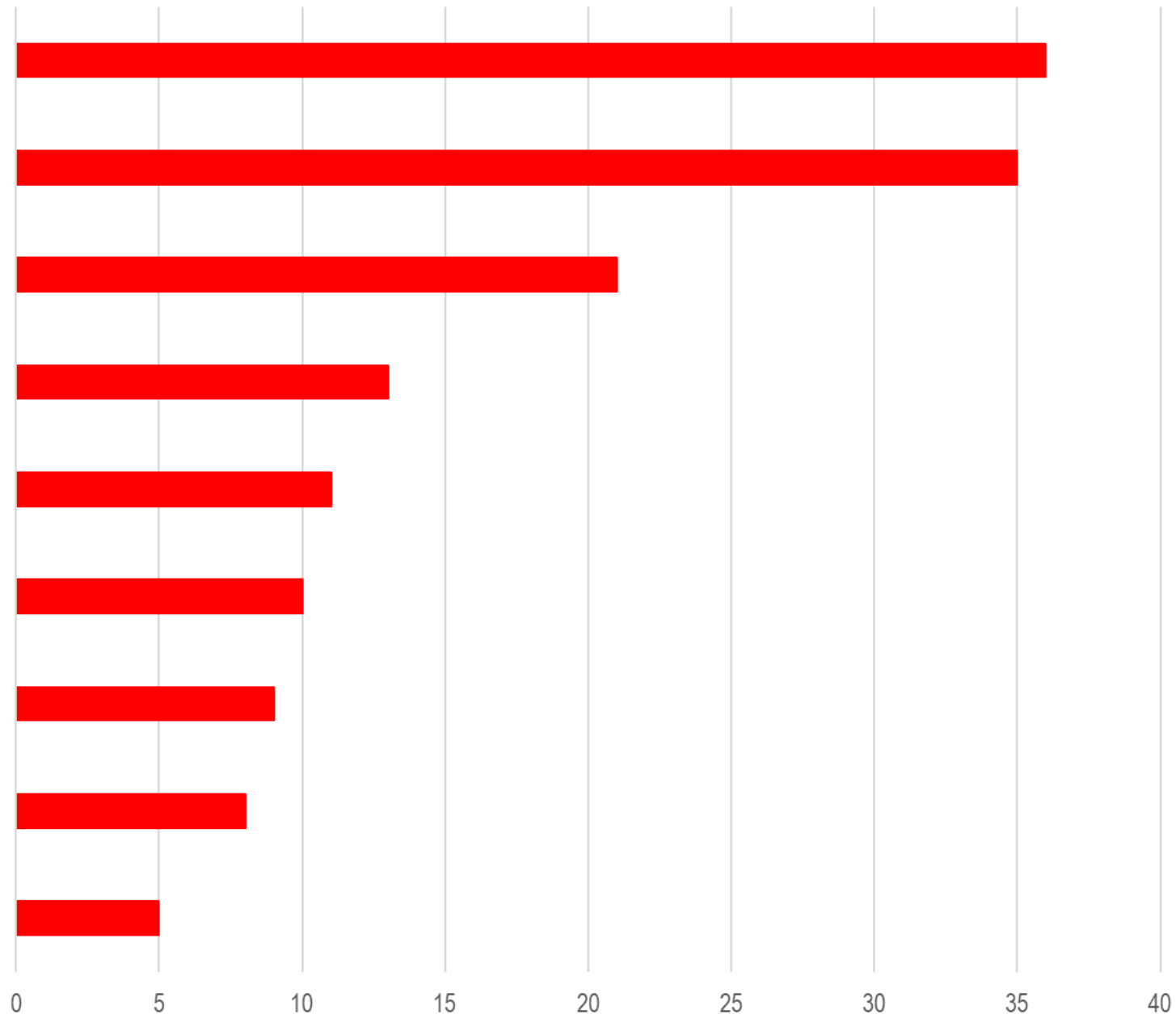
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25

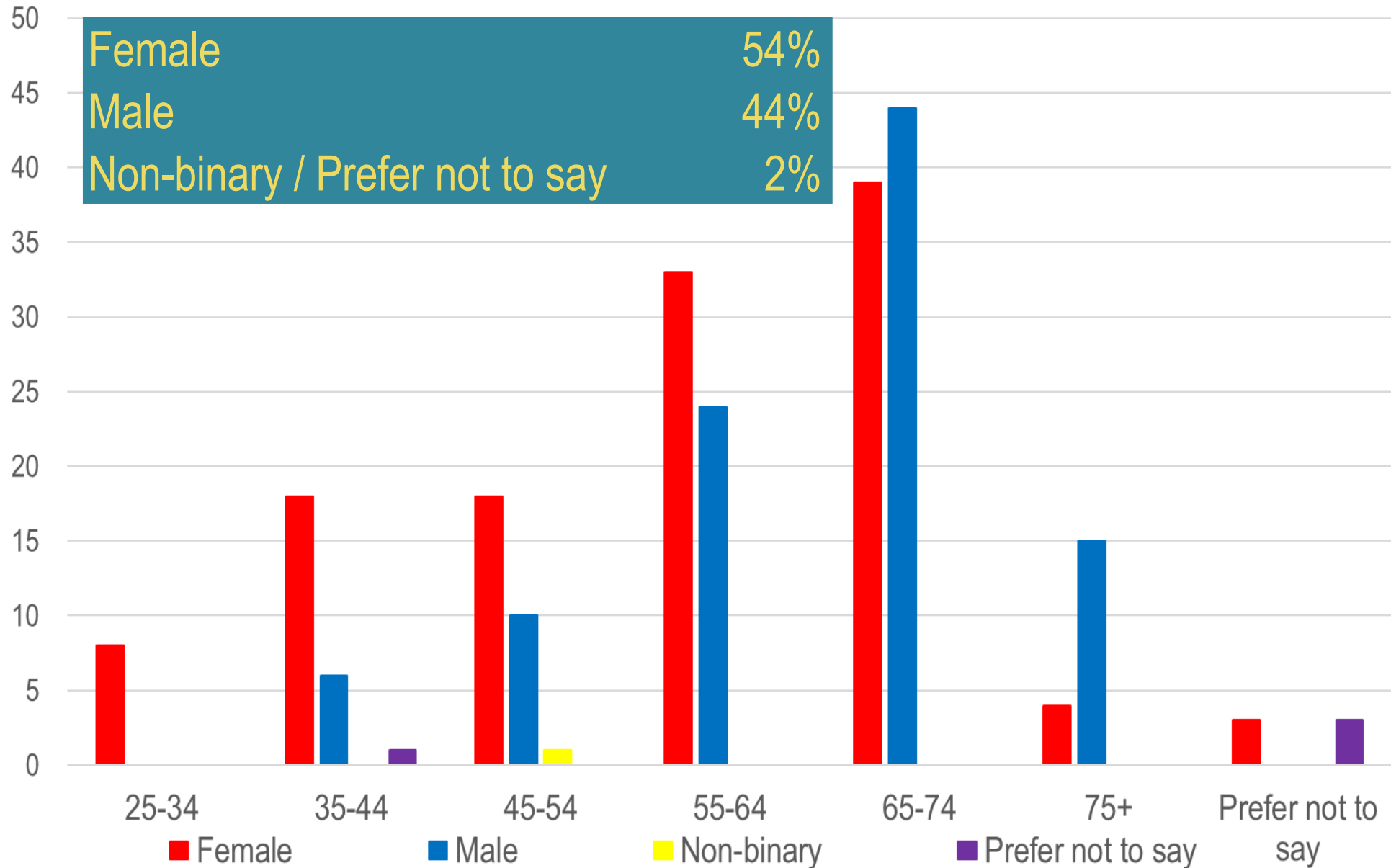
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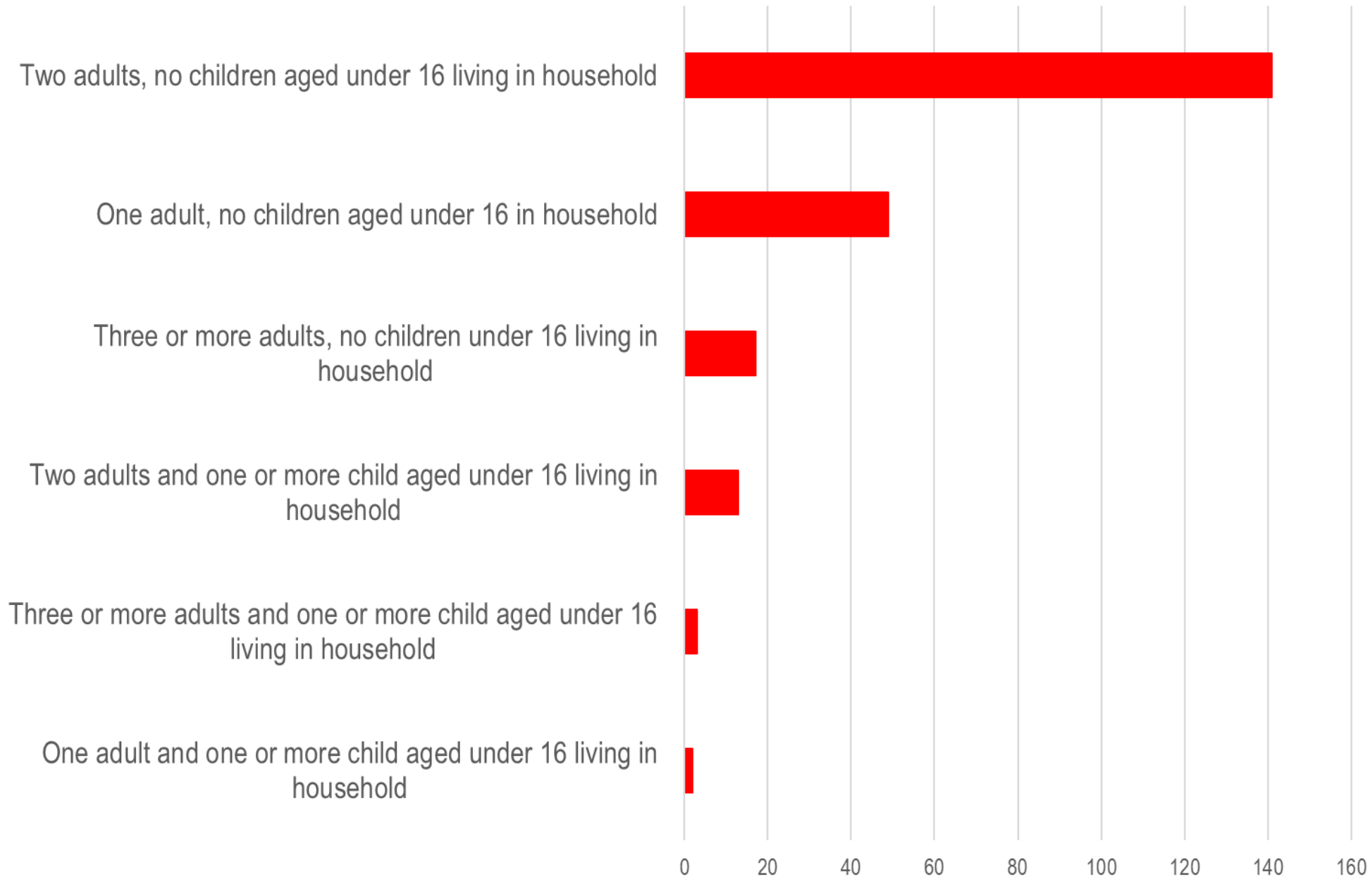
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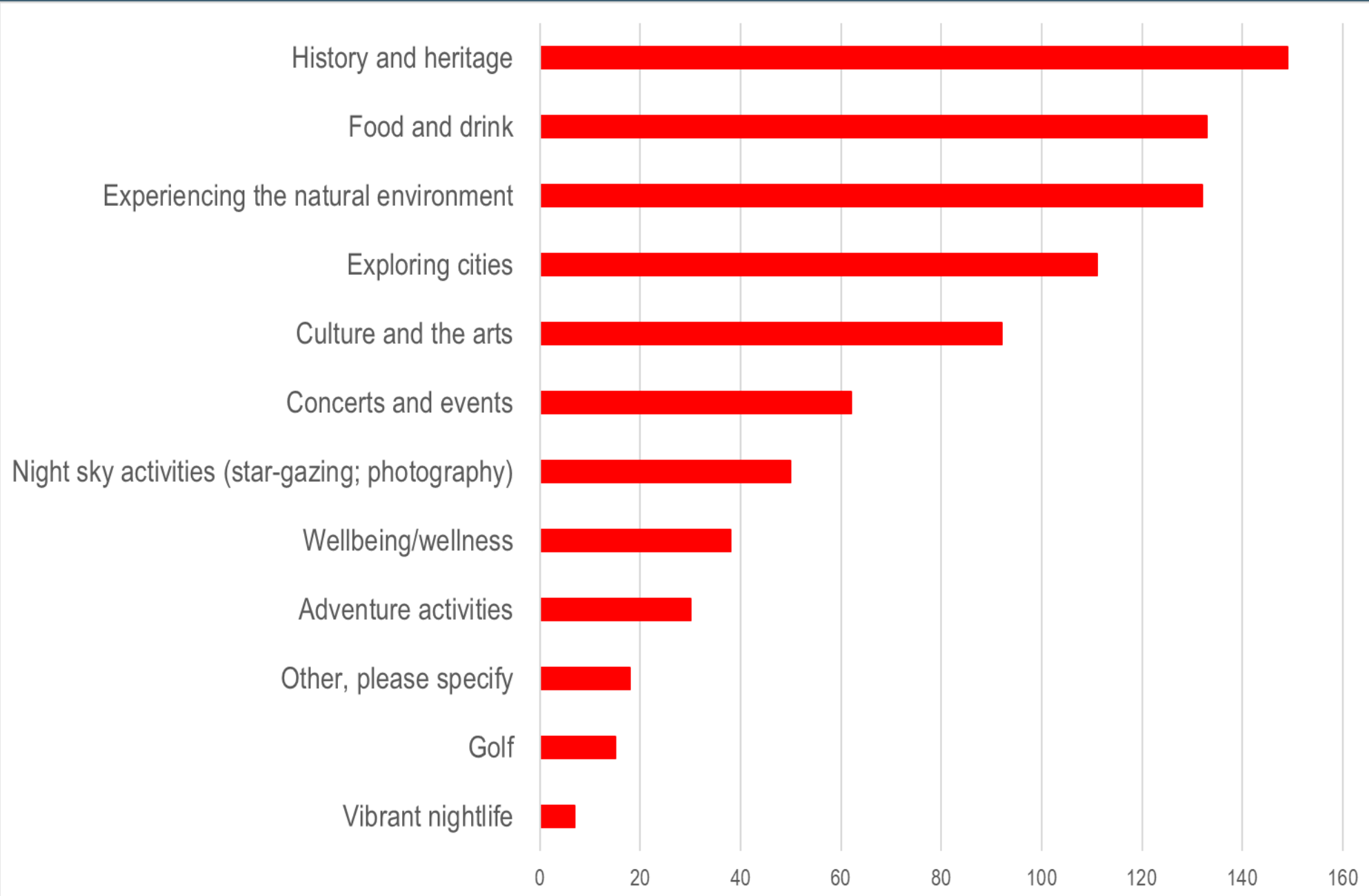
Demographics



Household composition



Interests that would encourage a visit



Interests that would encourage a visit (Other, please specify)

Accessible nature (eg nature places that have all terrain wheelchairs to hire)

Crafts

cycling events, cycling trails

Easier access

Easy to get around

Family friendly activities with toddlers

fishing/ motorhome sites

Football

Hiking

Marine wildlife

Mountain biking

Photography

Scenery

sorry but absolutely nothing.

Tall ships

Trails and walks

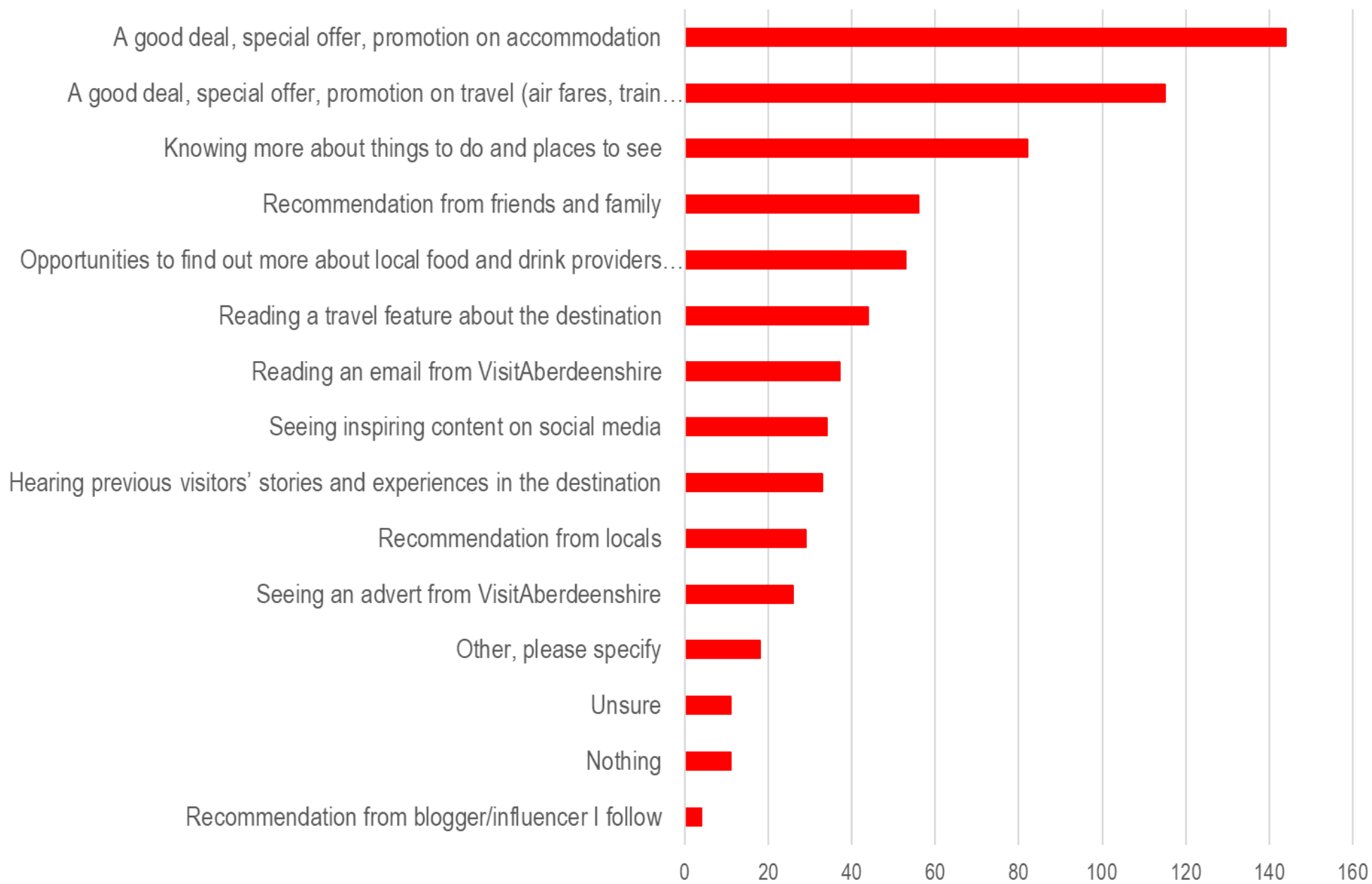
Visit friends

visiting friends/family

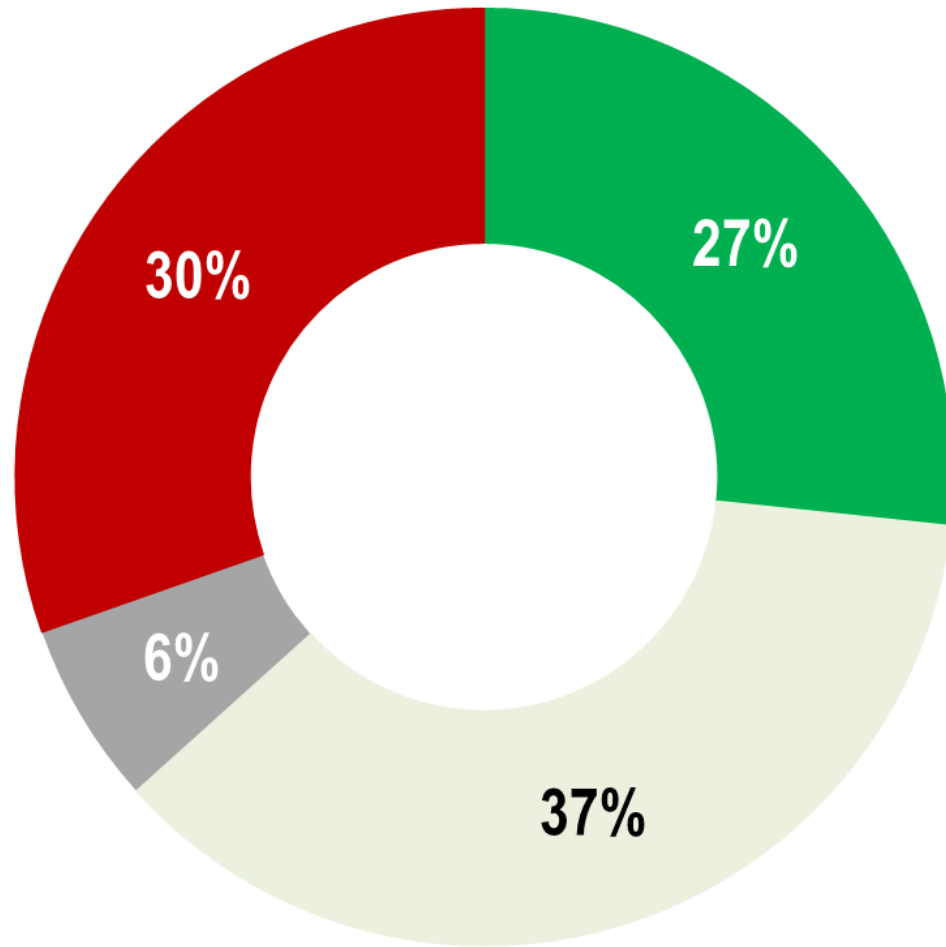
Words that best or least describe the region



What might encourage a visit to the region

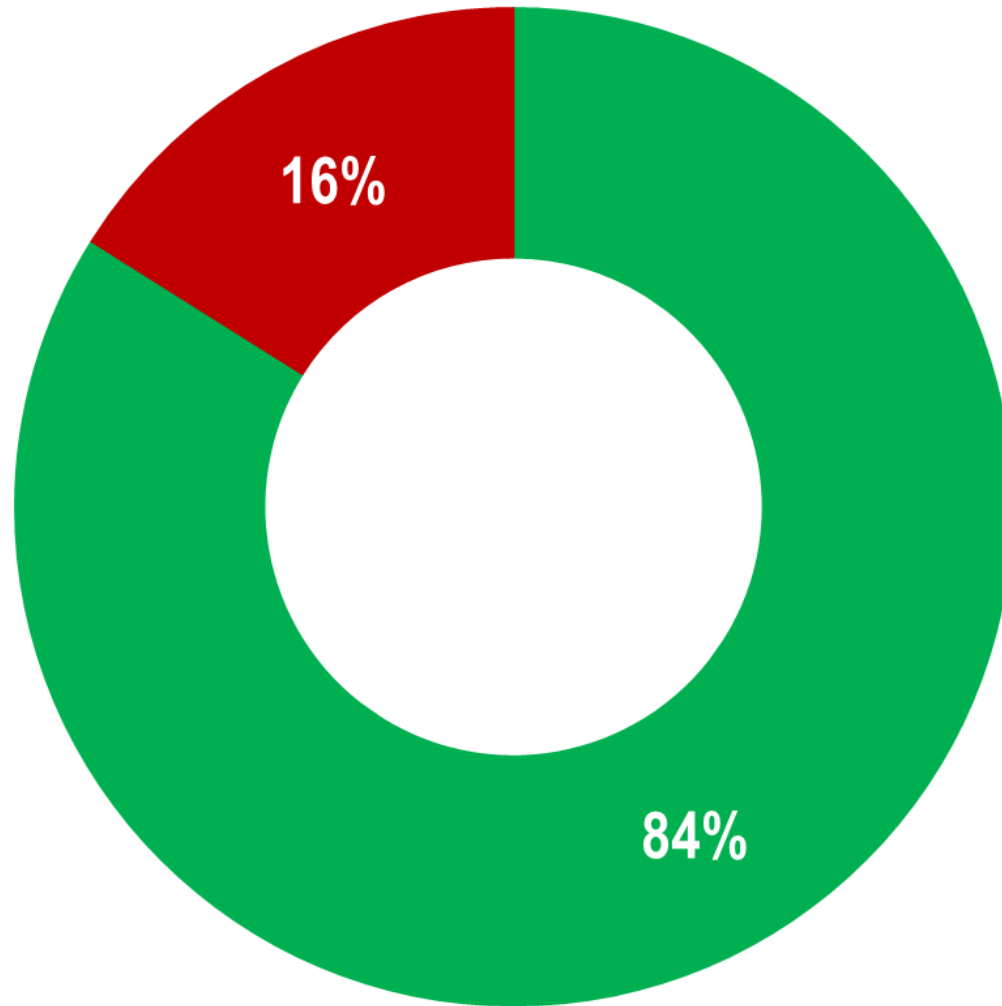


Unprompted campaign recall



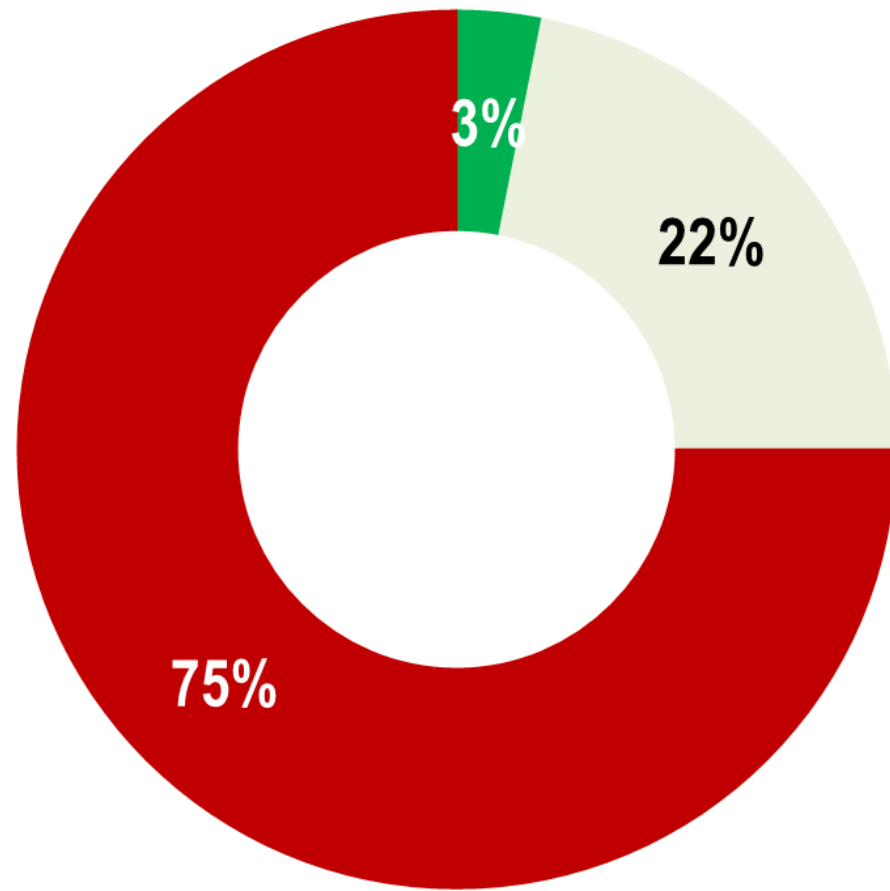
■ Yes, I definitely remember seeing it ■ Yes, I think I remember seeing it
■ Unsure ■ No, I do not recall having seen it

Unprompted campaign recall – double-checking



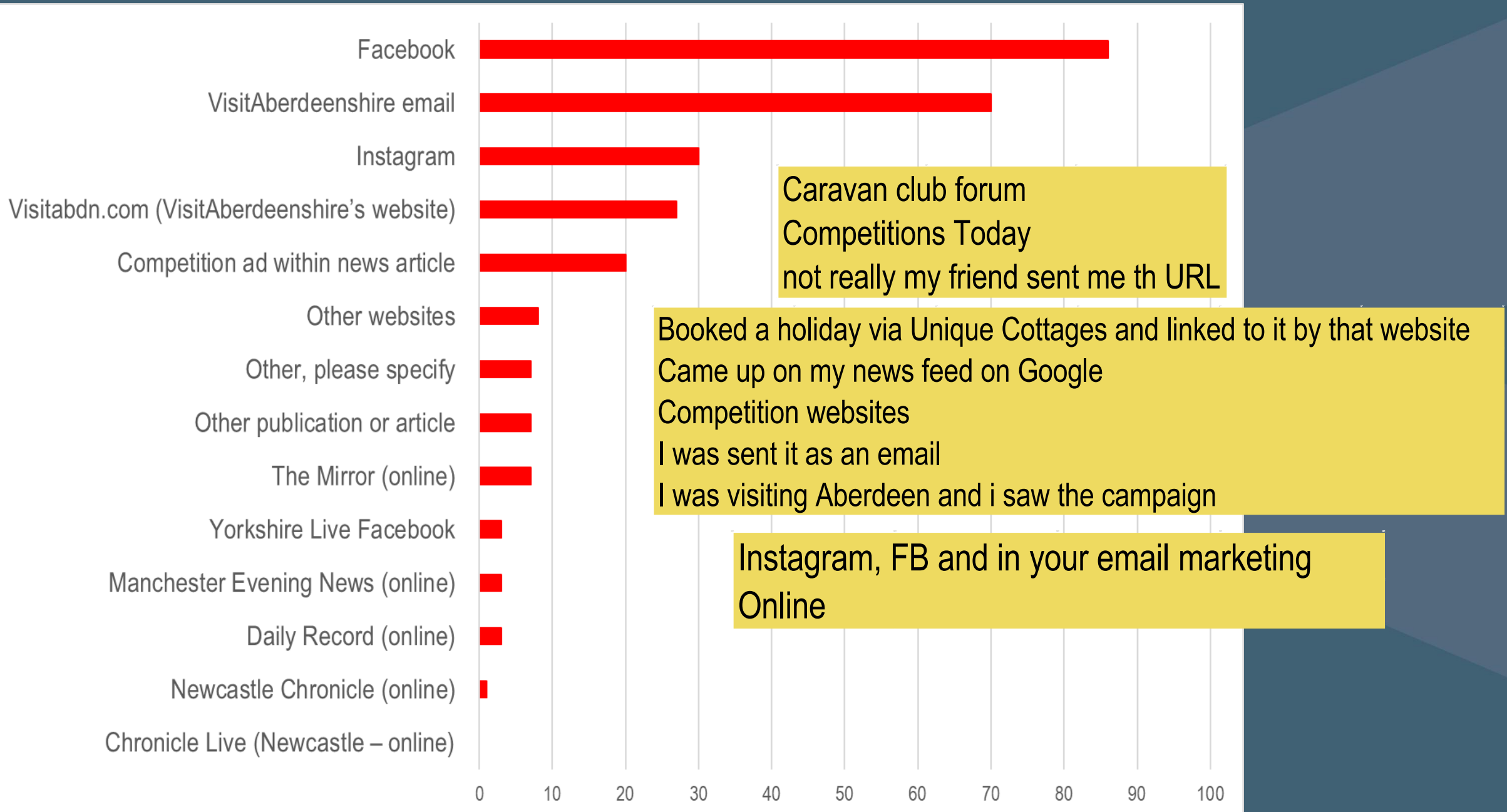
■ Yes ■ No

Campaign recall once prompted

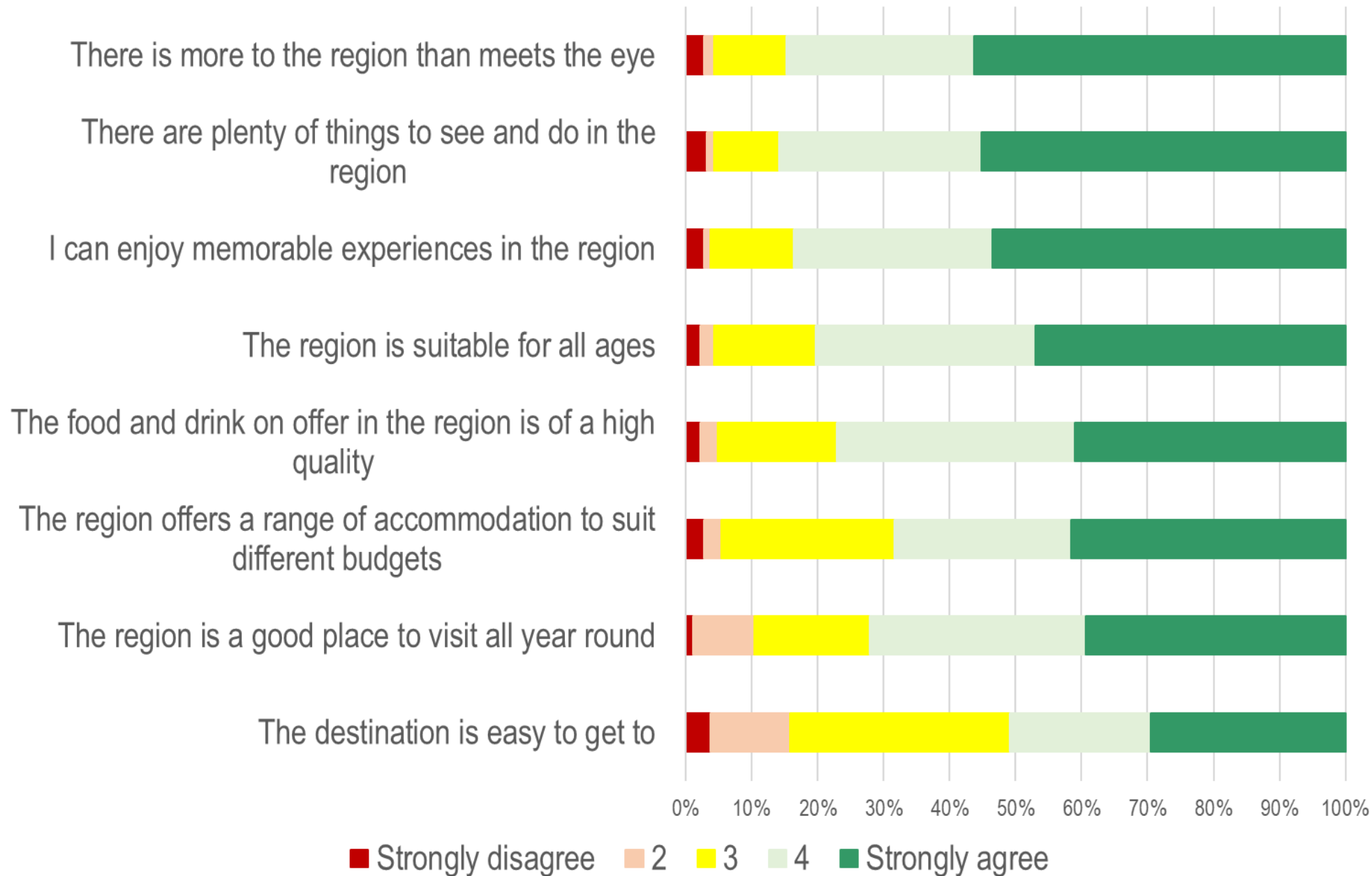


- Yes, I definitely remember seeing this before today
- Yes, I think I remember seeing this before today
- No, I still do not recall having seen this

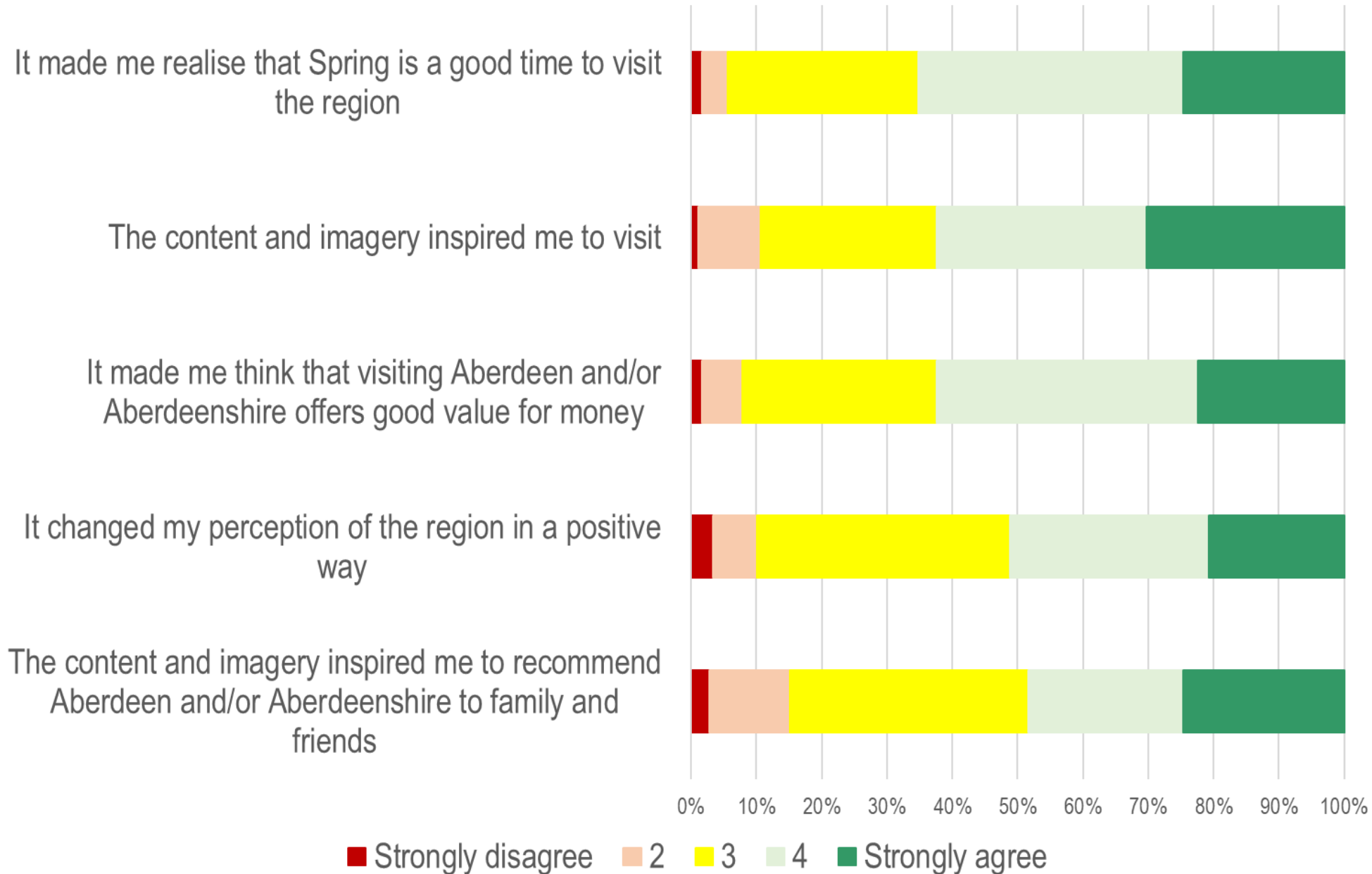
Where campaign is recalled having been seen



General perceptions of the destination



Campaign perceptions



Actions taken after seeing campaign



Travel situation

Travel situation now

I have travelled to Aberdeen and/or Aberdeenshire

I am currently in Aberdeen and/or Aberdeenshire

I have booked an element of my holiday/short break to Aberdeen and/or Aberdeenshire

I am still considering a trip to Aberdeen and/or Aberdeenshire

I have no plans to book a trip to Aberdeen and/or Aberdeenshire

9	1	3	3	2
18	1	2	10	
15	1		43	4
7		1	21	18
2	4		3	3

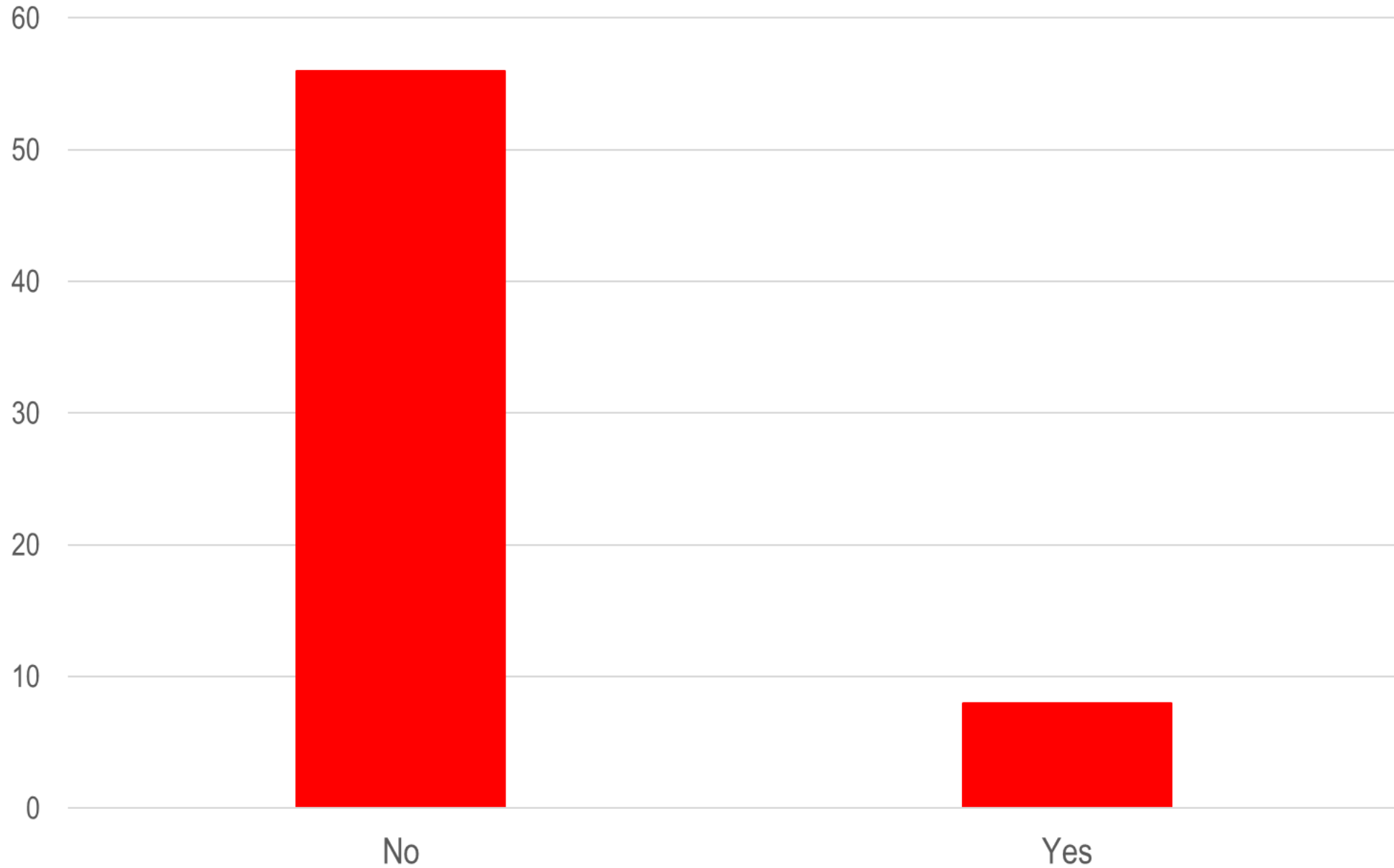
Travel situation at time of seeing campaign	I had already financially committed/booked a holiday/short break to Aberdeen and/or Aberdeenshire
	I had already planned a trip to Aberdeen and/or Aberdeenshire but had not booked any part of the holiday/short break
	I was still deciding where to go, and Aberdeen and/or Aberdeenshire was just one option
	I had no plans to book a trip to Aberdeen and/or Aberdeenshire
	None of the above

Non-attributable as already financially committed or have no plans to visit	23%
Non-attributable as still at considering a trip stage	43%
Potentially attributable as have visited or booked a trip	26%
Non-attributable as no clarity on travel situation at time of seeing campaign	7%

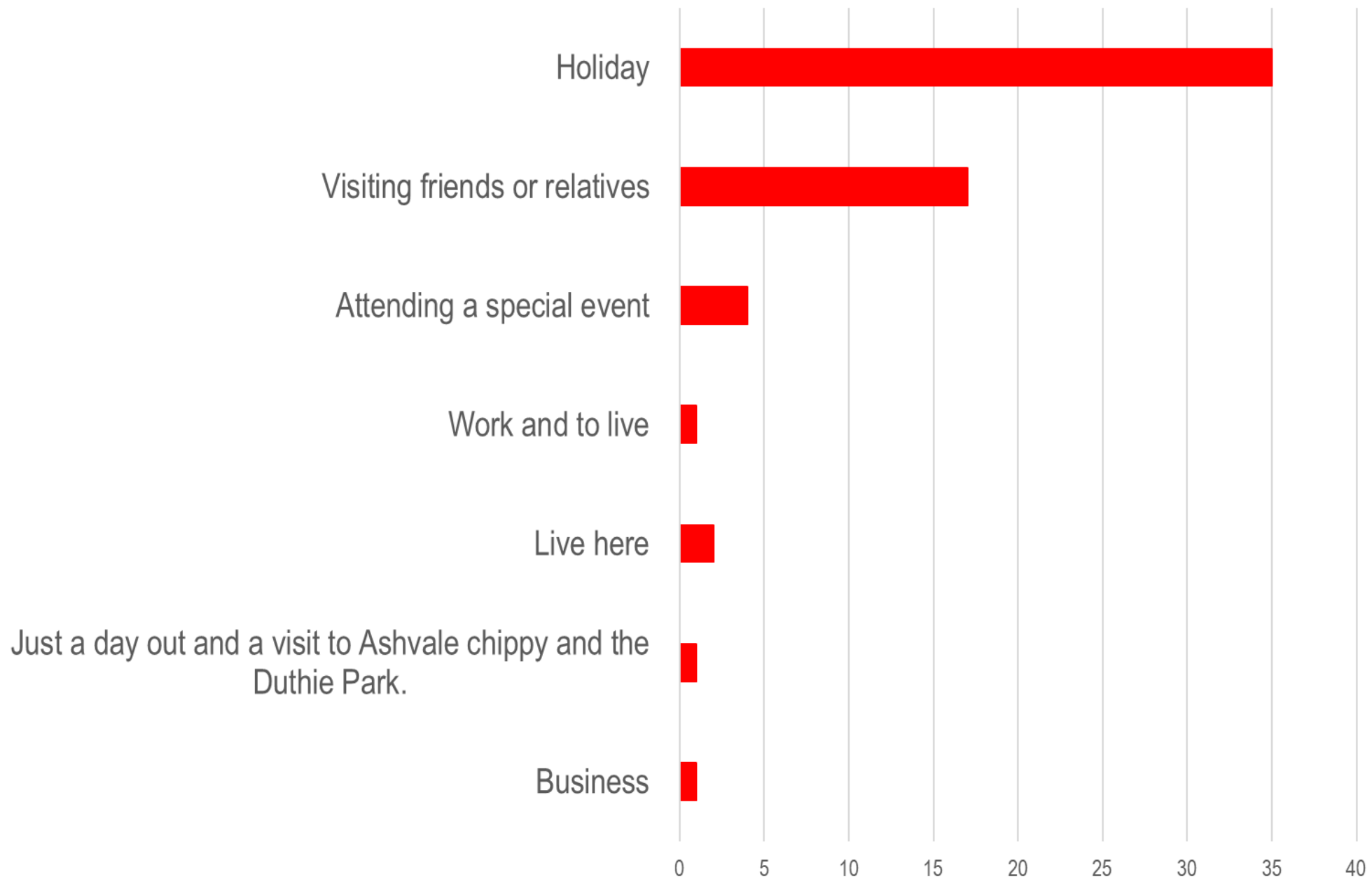
Reasons for having no plans to visit the region



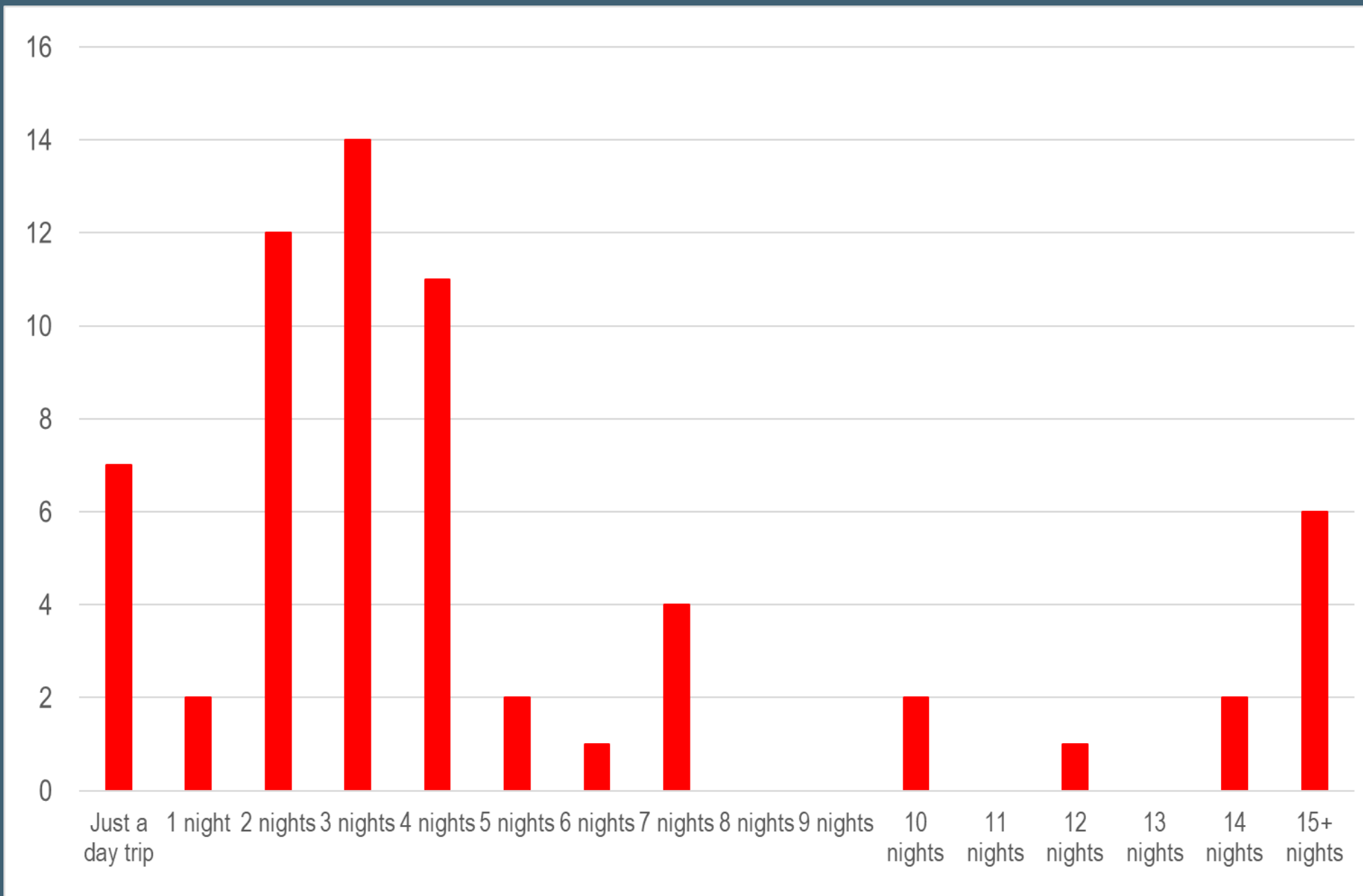
For those who have/will visit whether first time



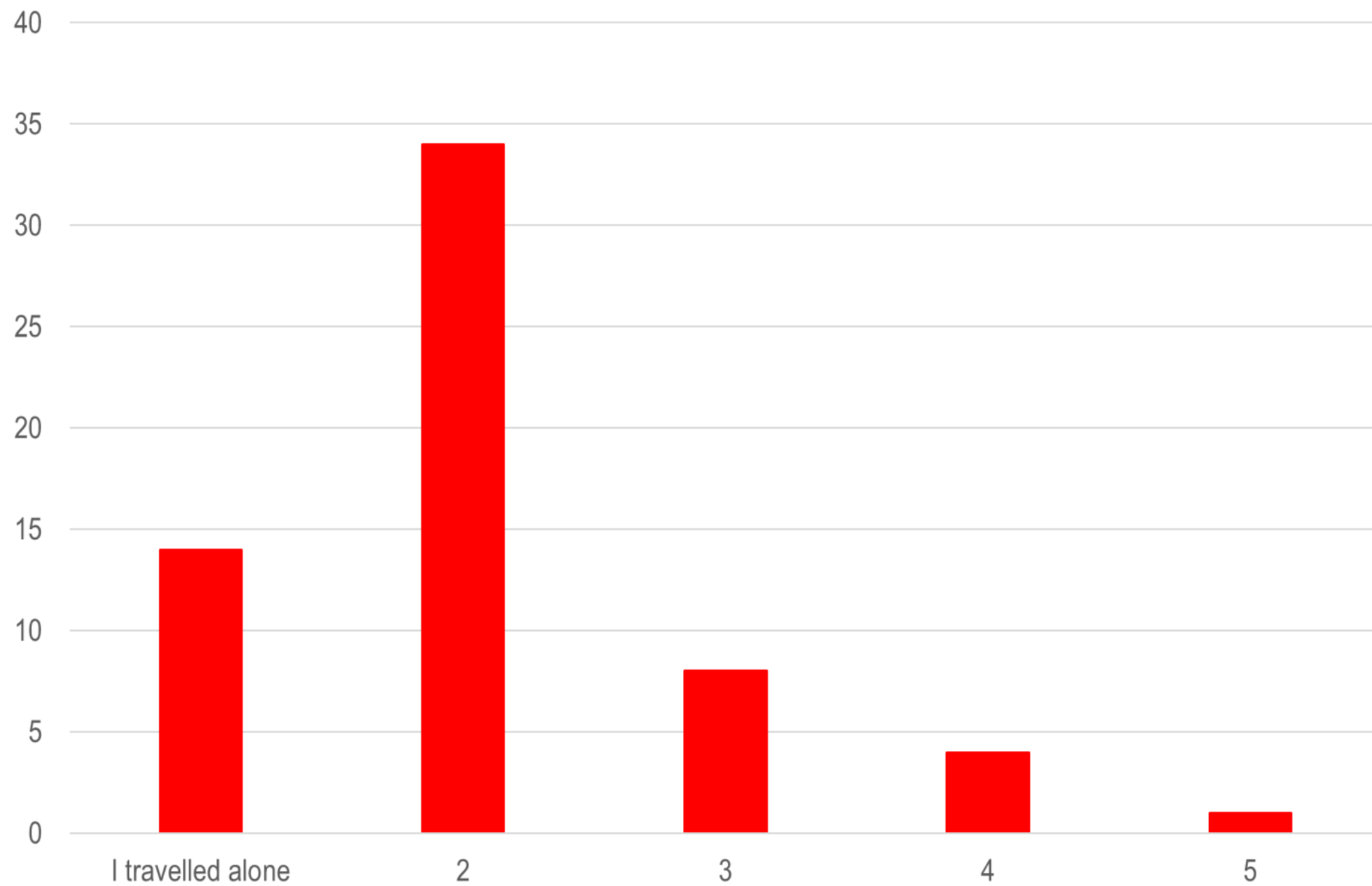
Trip purpose



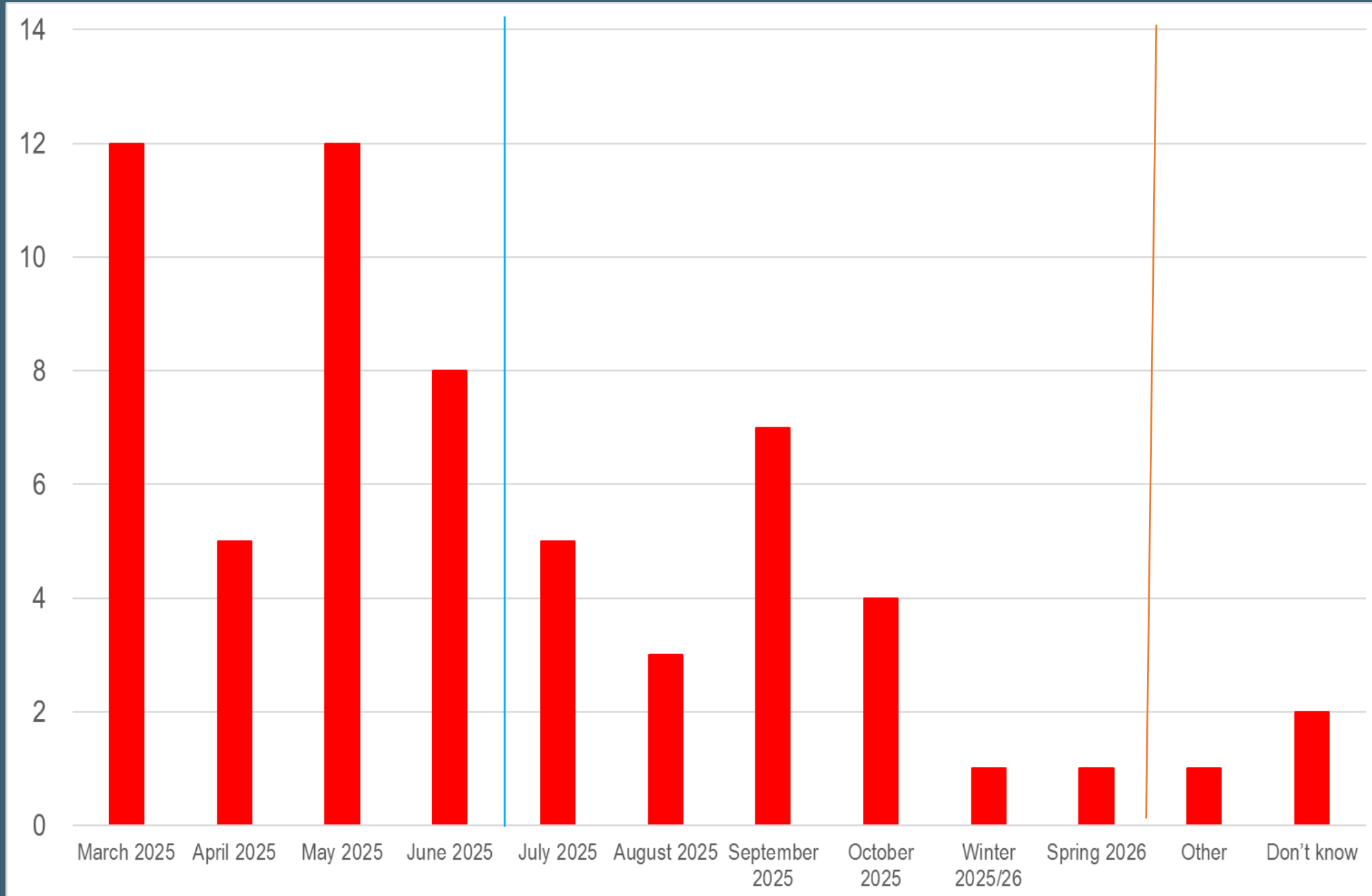
Trip duration



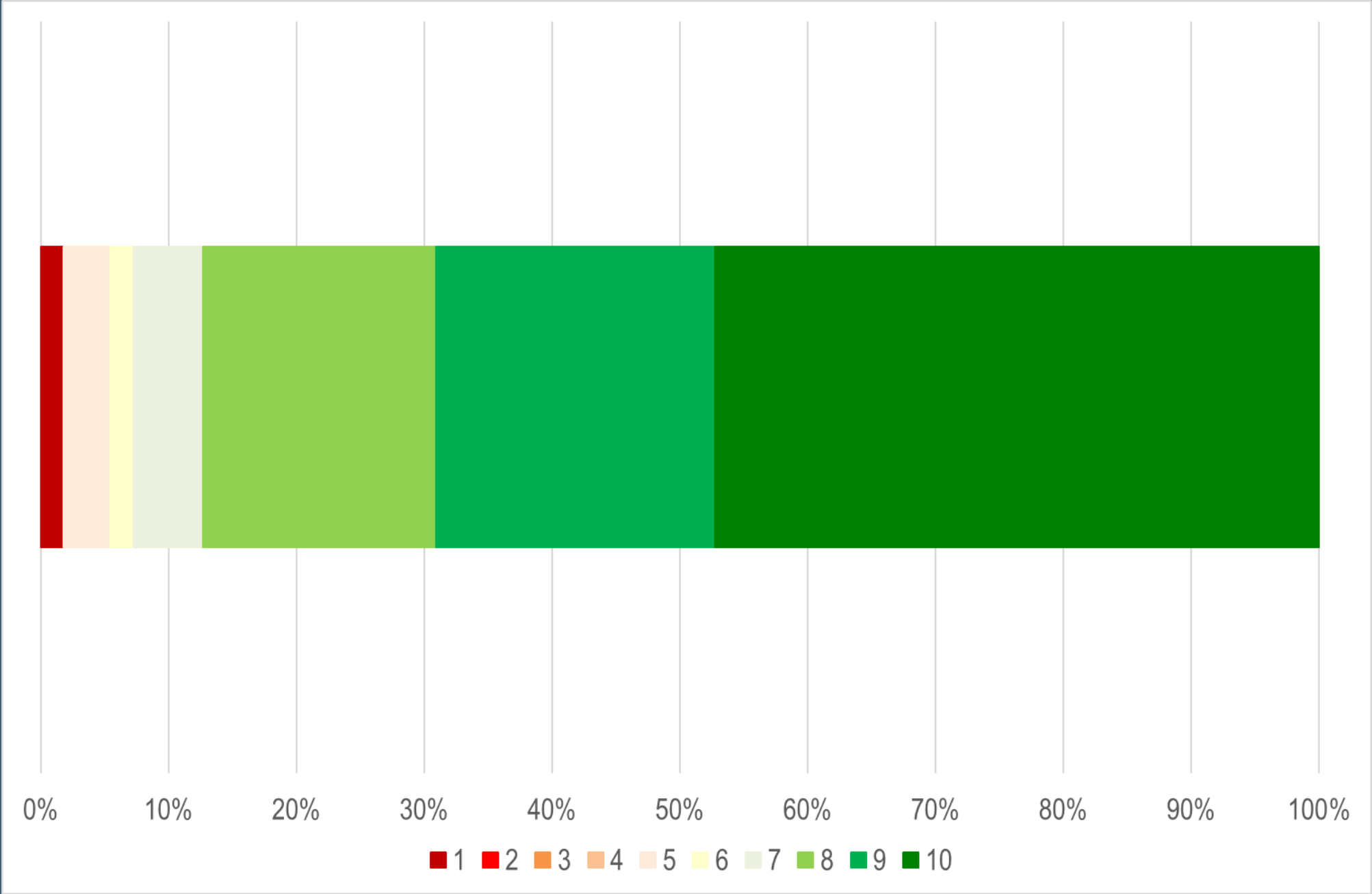
Group size



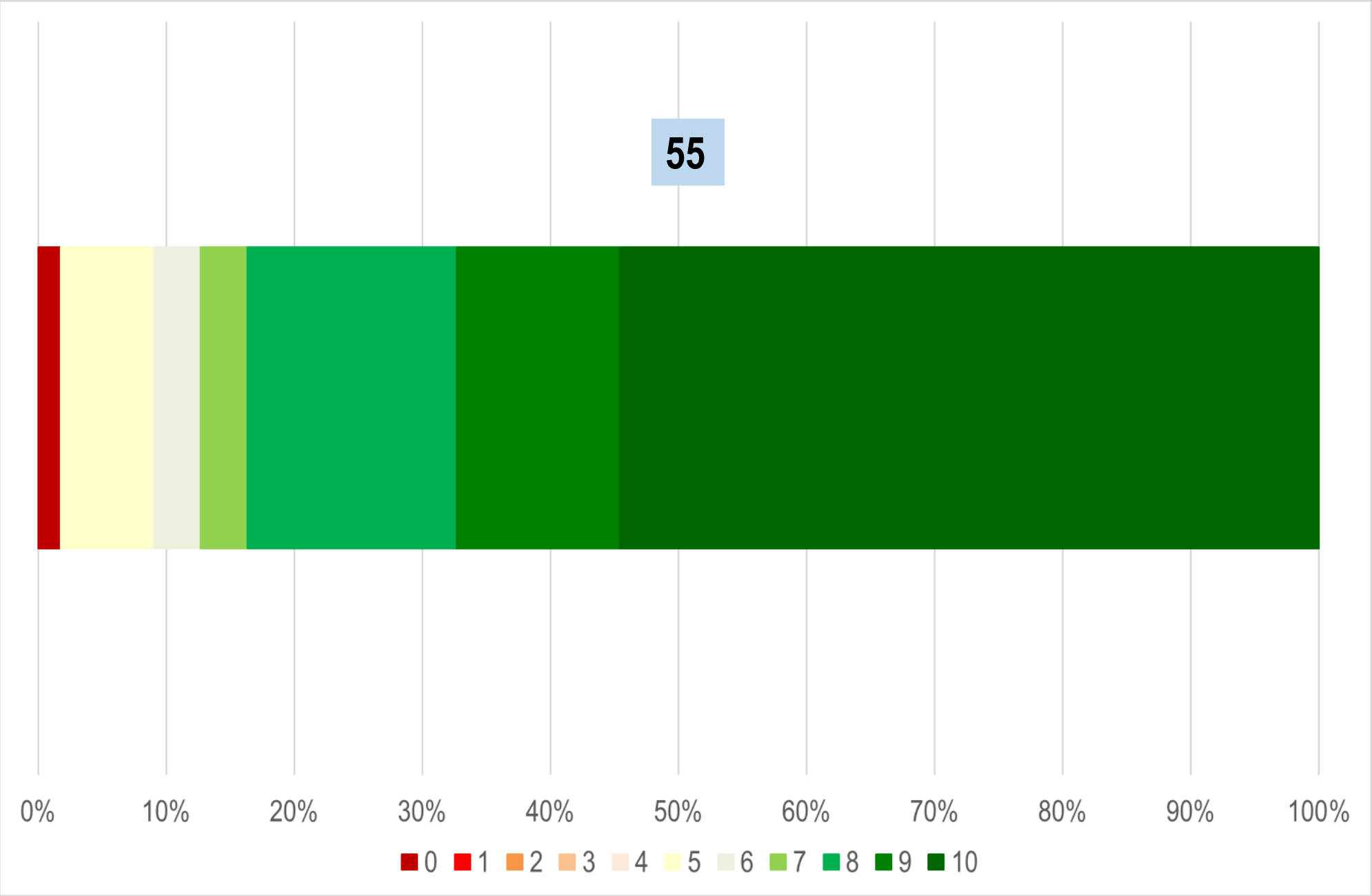
When trip took place/will take place



Satisfaction with visit



Net Promoter Score



Influence of campaign



Influence of campaign – other parts of region explored

Balmedie beach

Braemar, Ballater

Deeside Speyside Fyvie Turriff Portlethen Bucksburn Foggie Loan Inverurie Oldmeldrum and many more including Stonehaven

I visited some parks and the Botanical Gardens. I went to Banchory and Balmedie beach.

I went to Inverurie, a place I hadn't been to before and Huntly where I stopped for lunch on my way to Elgin

I went to the castles and I went to wee towns

I went to the parks the beach the churches. Union Square.

More outlying areas.

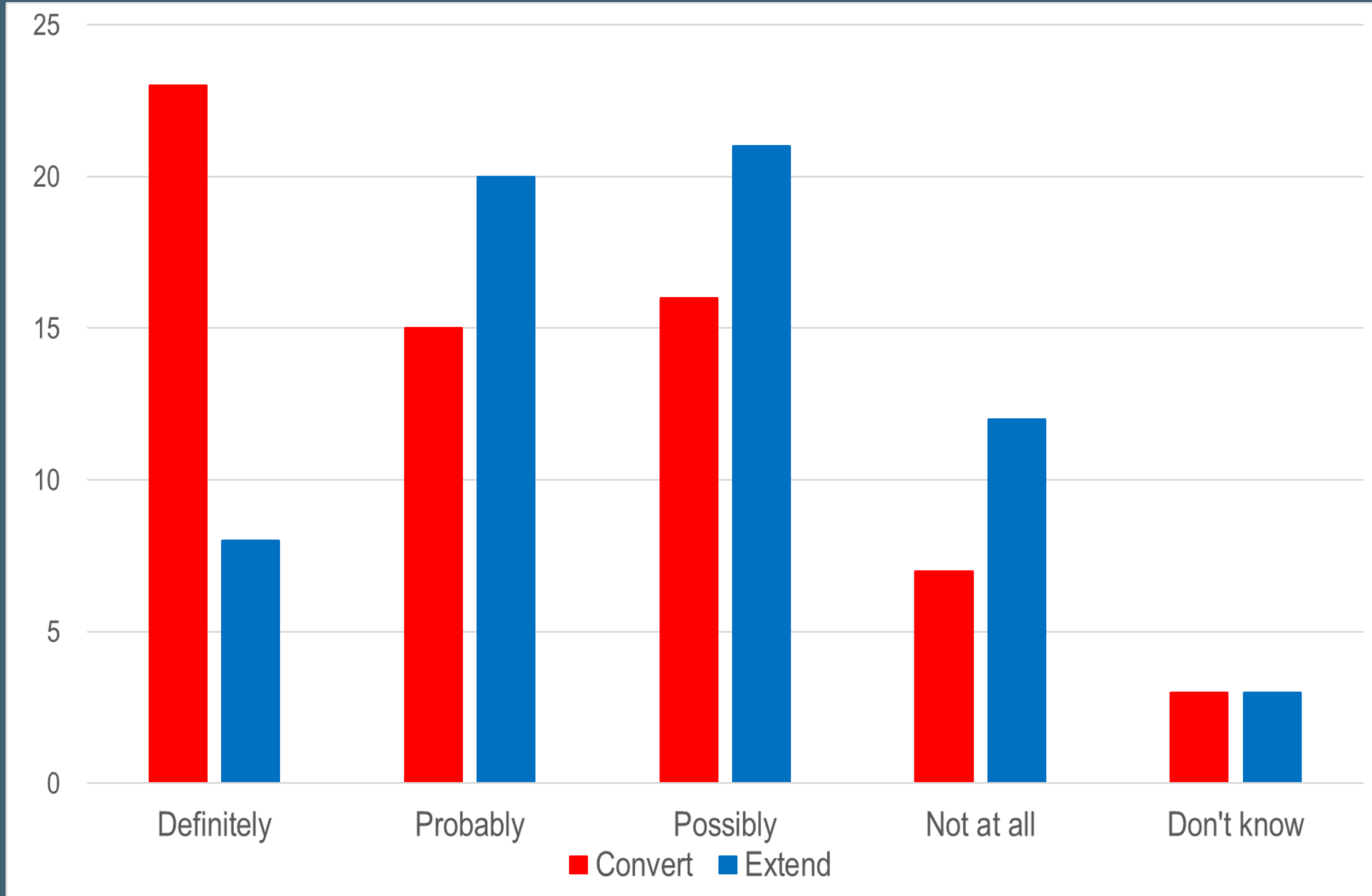
There's so many different things and places and choices to go to, planning on exploring one place led to visiting several other places, there's so much to see, and the food is EXCEPTIONALLY HIGH QUALITY and fresh, and the most friendliest place I've ever been too.

We got a cabbie to show us around the local area - not cheap but really worth it!

We traveled around sight seeing the various places of interest. We hired some bikes & did some cycling. It was great fun, especially when we had a picnic.

We went right up to Elgin / Lossiemouth and hadn't planned to

Did campaign convert a possible trip into a certainty?



Outcomes

- Estimated visitor nights in the region attributable to the campaign 6,516
- Estimated visitor expenditure in the region attributable to the campaign £628,118

Factsheet metrics

Who we spoke to:

1. % of female/male respondents	Female	54%
	Male	44%
	Non-binary / Prefer not to say	2%
2. % of those aged between 55 and 74		62%
	% of those aged 75 or older	8%
3. % of respondents from England and from Scotland	England	55%
	Scotland	39%
	Wales / NI	4%
	Non-UK	2%

How the emails made them think and feel

4. % agreement for top three statements (either destination or campaign):	
There are plenty of things to see and do in the region	86%
There is more to the region than meets the eye	85%
I can enjoy memorable experiences in the region	84%

Visit Satisfaction

5. % who gave a satisfaction rating of 8, 9 or 10	87%
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About the analysis

- The analysis was undertaken and slides prepared by Scattered Clouds on behalf of VisitAberdeenshire in June 2025