

VISITABERDEENSHIRE'S

Above and beyond

Spring 2025 campaign

VisitAberdeenshire ran a promotional visitor campaign early 2025, highlighting Aberdeen and Aberdeenshire as a must-visit spring destination. Key messaging focused on spring beauty, landscapes, adventures outdoors, culture, heritage, and local flavours. Shoulder season campaigns help raise awareness of Aberdeen and Aberdeenshire as a year-round destination, and contribute to spreading tourism beyond the traditional peak summer months.

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 our evaluation and at the end of the factsheet you will find a link to a more detailed data deck.

HEADLINES

276

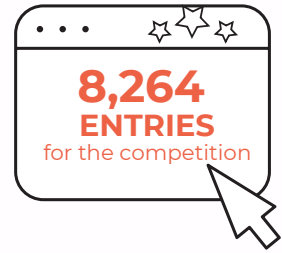
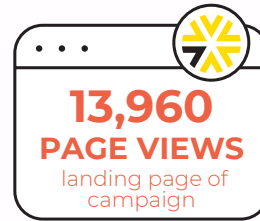
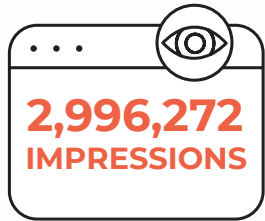
survey
respondents

£628,118

the estimated spend in the region
attributable to the Above and
beyond Spring campaign

87%

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



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:

There are plenty of things to see and do in the region

(86% in agreement)

There is more to the region than meets the eye

(85% in agreement)

I can enjoy memorable experiences in the region

(84% in agreement)

65% agreed the campaign made them realise Spring is a great time to visit.

WHAT DID PEOPLE GO ON TO DO HAVING SEEN THE VISITABERDEENSHIRE 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) Talk to friends and family about a visit to Aberdeen and Aberdeenshire



3) Explore other pages within the VisitAberdeenshire website



3) Sign up for VisitAberdeenshire's newsletter



5) Follow VisitAberdeenshire on social media

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; Friendly.**

The top three words/phrases selected as LEAST describing the region were: **Easy to get to; For all seasons; Upmarket.**

**RICH IN CULTURE
AND HERITAGE
BEAUTIFUL
FRIENDLY**



WHAT DID VISITORS HAVE TO SAY ABOUT THEIR STAY?

"Friendly, happy place with good places to eat and drink"

"Aberdeen always has beautiful floral displays making the city look really good, and often has events on worth visiting"

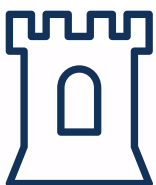
"I love it, and I keep finding more things to see and do, and more reasons to return!"

"Love the region, very special to me and short of moving there would love to visit more regularly!"

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 & heritage

2



Food & drink

3



Experiencing the natural environment

4



Exploring cities

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

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