

## THE AGENDA FOR 2022/23

- A reassessment of the current tourism strategy led by VisitAberdeenshire, setting out priorities, targets for a sustainable tourism sector in the North-east through to 2025.
- Maximising the value of HM Queen's Platinum Jubilee year and capitalising on Scotland's Year of Stories.
- National and local focussed promotions to help expand the season for local businesses including greater coverage in UK travel media.
- Continued promotion of the regions' adventure tourism offer, maximising the value from the Tour of Britain's return.
- Refreshed promotion of the regions' world-class golf tourism experiences, building on the new golf tourism strategy for Scotland.
- Hosting UKInbound Convention in September 2022, attracting leading international tourism buyers to our region.
- Enhanced promotion of Aberdeen as a conference and events destination to drive revenues into the city, its venues and hotel stock.
- Continuation of the business recovery programme that provides Aberdeen and Aberdeenshire business with a competitive advantage in market.
- An online training programme to help front line tourism staff increase their knowledge of the destination, with a positive impact on dwell time and spend.

## HOW VISITABERDEENSHIRE ADDS VALUE TO OUR ECONOMY

With a sole focus on tourism in Aberdeen and Aberdeenshire, staffed by a team with detailed knowledge of UK and international tourism, and a track record of success, VisitAberdeenshire is uniquely placed to deliver programmes that drive revenue into North-east businesses.

VA's credible voice leads to more visitors spending more money in the region's businesses. VA consistently delivers highly effective promotional campaigns that can deliver a direct return of investment of 8:1.

VA maintains a long-term focus through strong links into the tourism supply chain to get local products to market. The work of the convention bureau is pivotal to secure a rolling pipeline of high yield business events into P&J Live and the wider economy.

VA delivers a pioneering recovery programme designed to support local companies including market development and transforming data into meaningful and actionable insights. Participating businesses are collectively making the city region a more attractive, competitive destination.



# TOURISM SUPPORTS JOBS ACROSS ABERDEEN AND ABERDEENSHIRE

**The tourism and hospitality businesses that support our fantastic visitor economy have been devastated by the pandemic. A sustainable recovery will be a mighty challenge, but success will mean more employment, enhanced skills, and business growth.**

Destinations from across the UK and Europe compete for the visitor pound, euro and dollar in an increasingly competitive environment.

The North-east is in a potentially strong position. Not only do we have great reasons to visit including good access, and quality experiences, but we also benefit from commitments to tourism from the public and private sectors. Funding from Opportunity North East, Aberdeenshire Council and Aberdeen City Council supports the work of VisitAberdeenshire. The North-east further benefits from the work of VisitScotland and Scottish Enterprise



**PRE-PANDEMIC**, DIRECT TOURISM EXPENDITURE IN **THE NORTH-EAST** CONTRIBUTED OVER **£730 MILLION** TO THE LOCAL ECONOMY EVERY YEAR, SUPPORTING ALMOST **18,500 JOBS** ACROSS NEARLY **1,400** DIVERSE BUSINESSES

Significant momentum was gained before the pandemic to grow our tourism sector. This is at risk without strong destination management and marketing to support businesses and drive demand.

*“VA continues to demonstrate a deep understanding of the challenging situation among the hotel community. The work delivered across VA’s activities has been of significant benefit to our members, helping to restore confidence as well as much needed revenues”*

Frank Whitaker, Chair ASCHA