

# **Caledonian Sleeper Campaign evaluation February 2024**

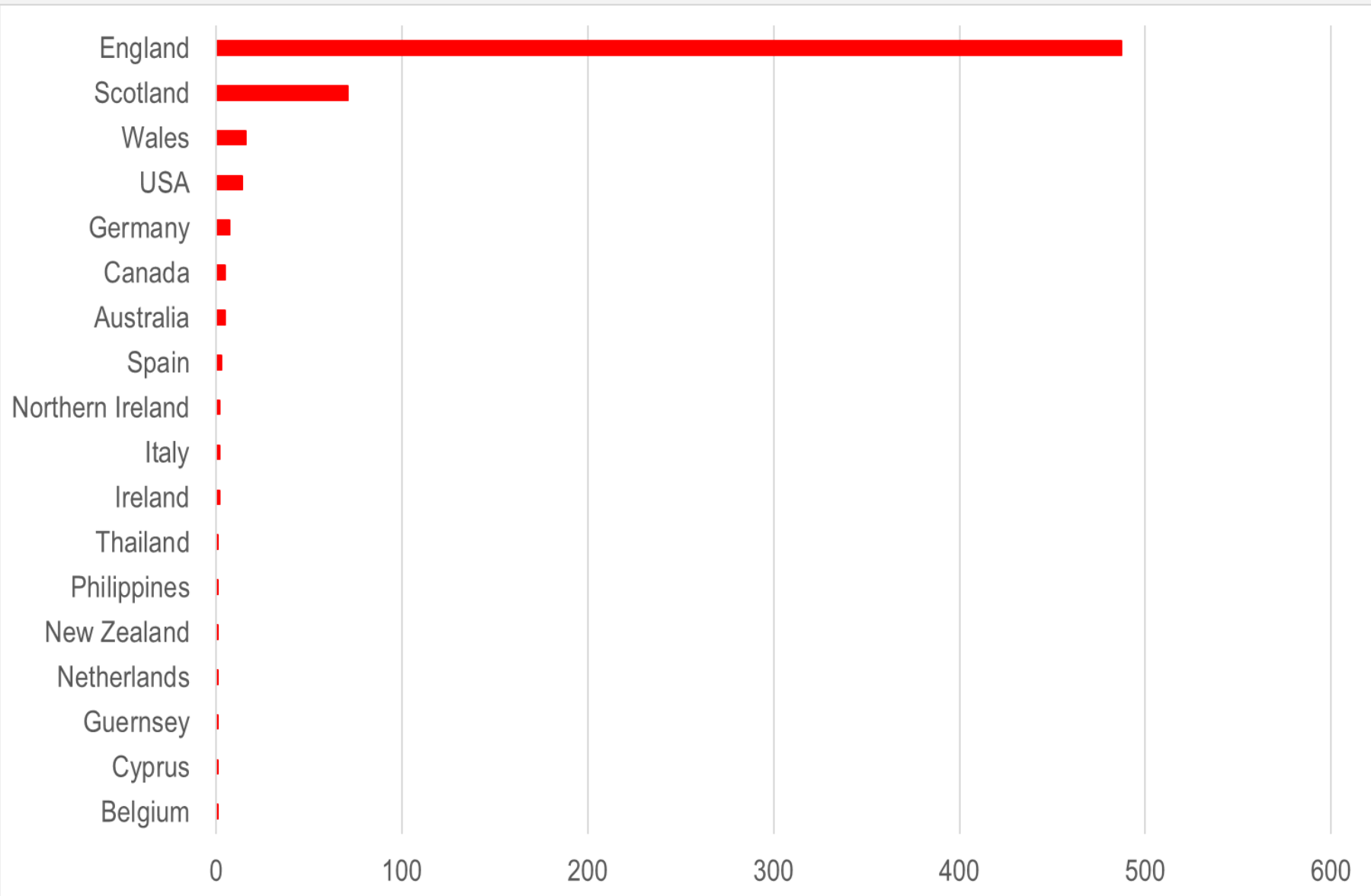


[industry.visitabdn.com](http://industry.visitabdn.com)

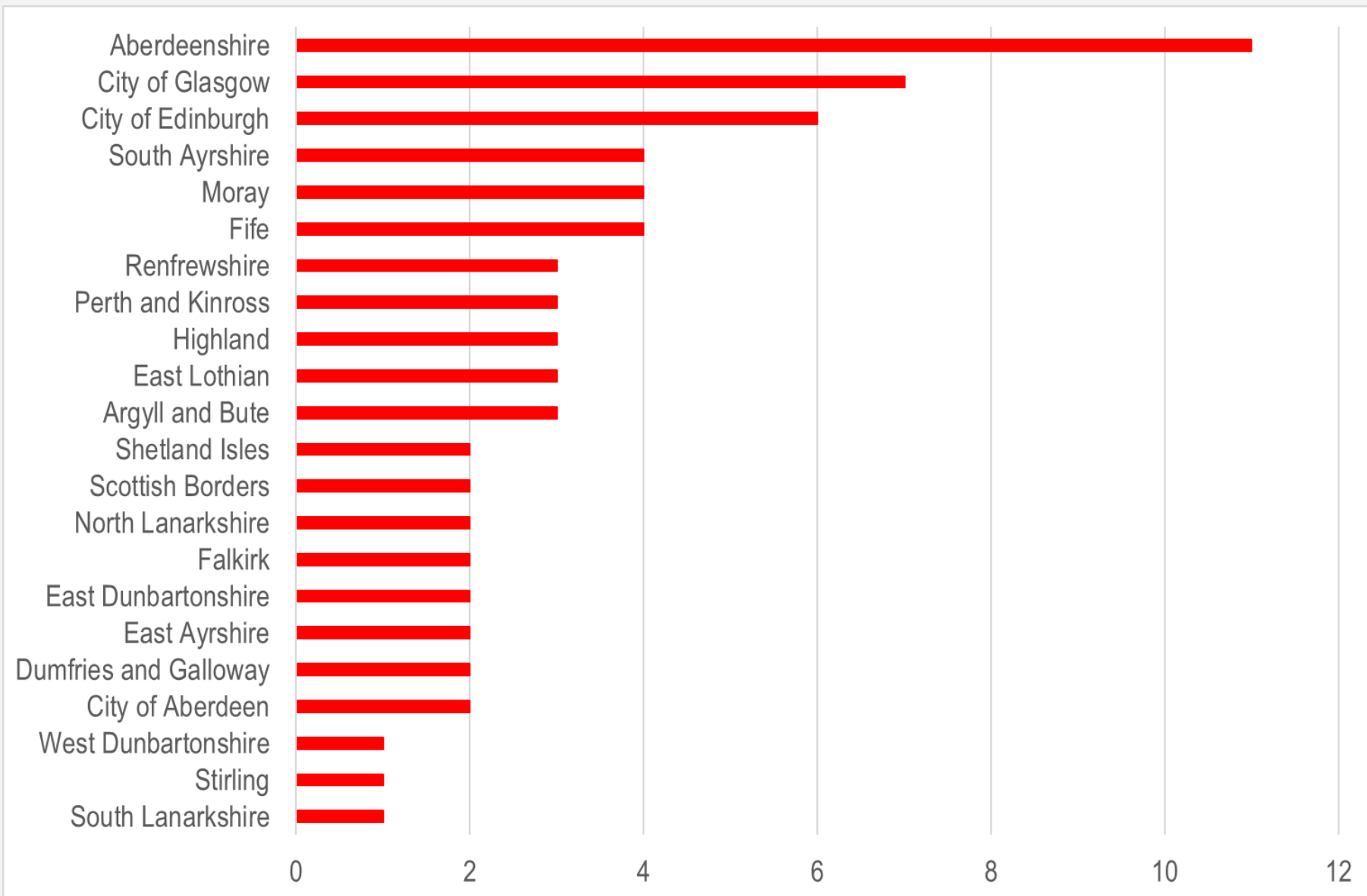
# Survey Background

- The survey was distributed to 19,855 potential respondents
- Responses received from 625
- Representing a response rate of 3.1%
- Charts show number of respondents unless stated

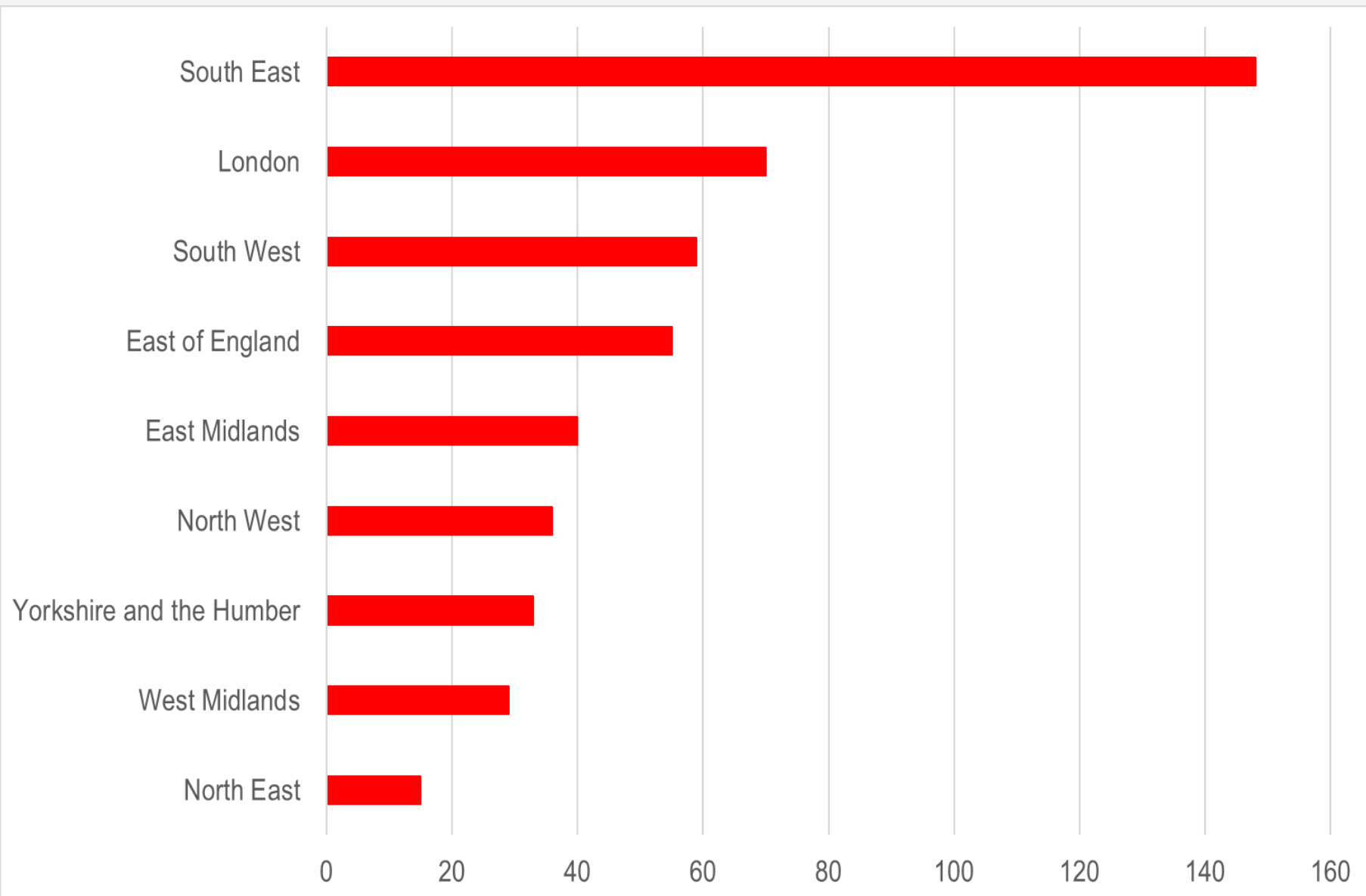
# Respondent profile: country



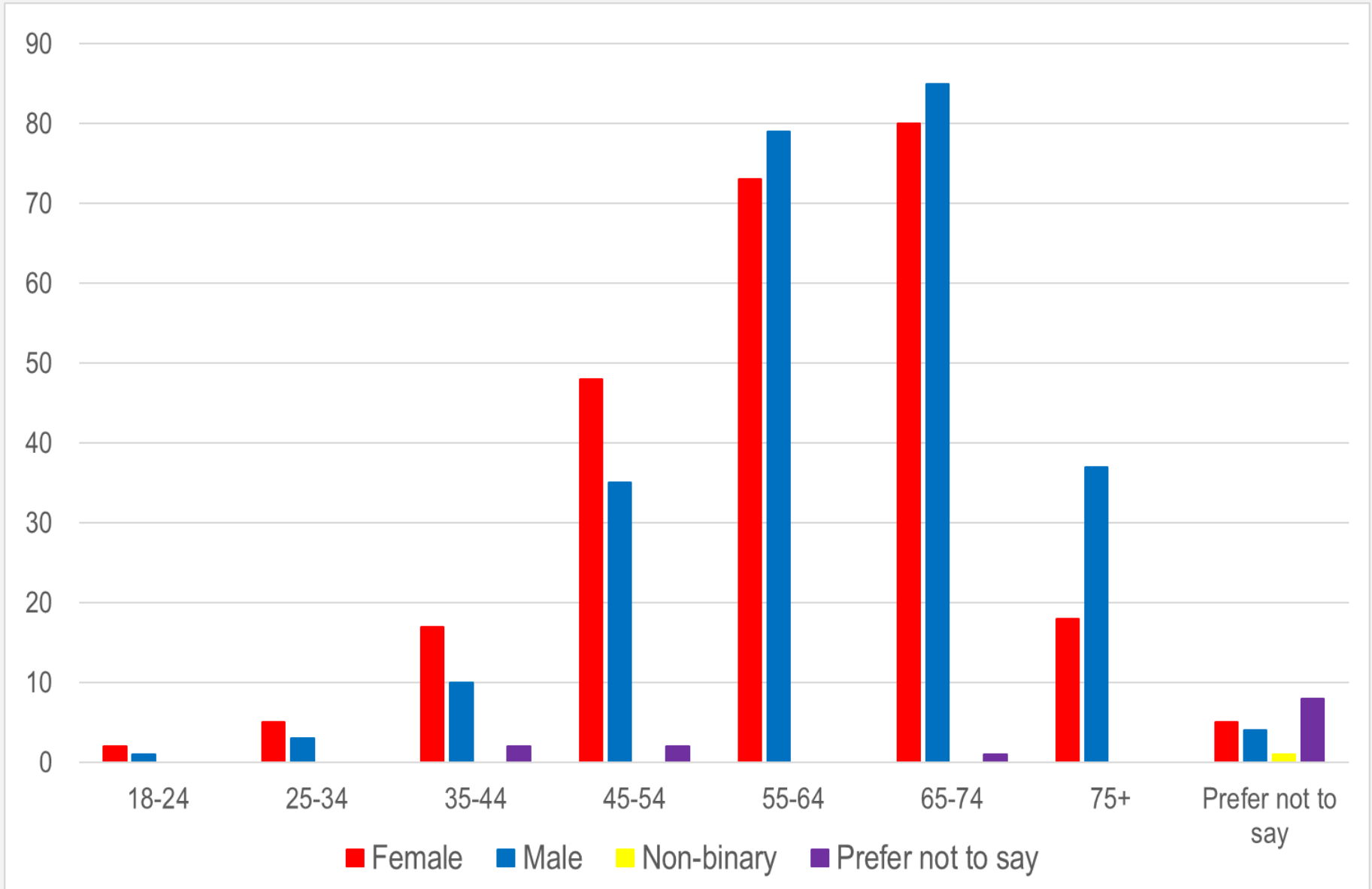
# Respondent profile: location in Scotland



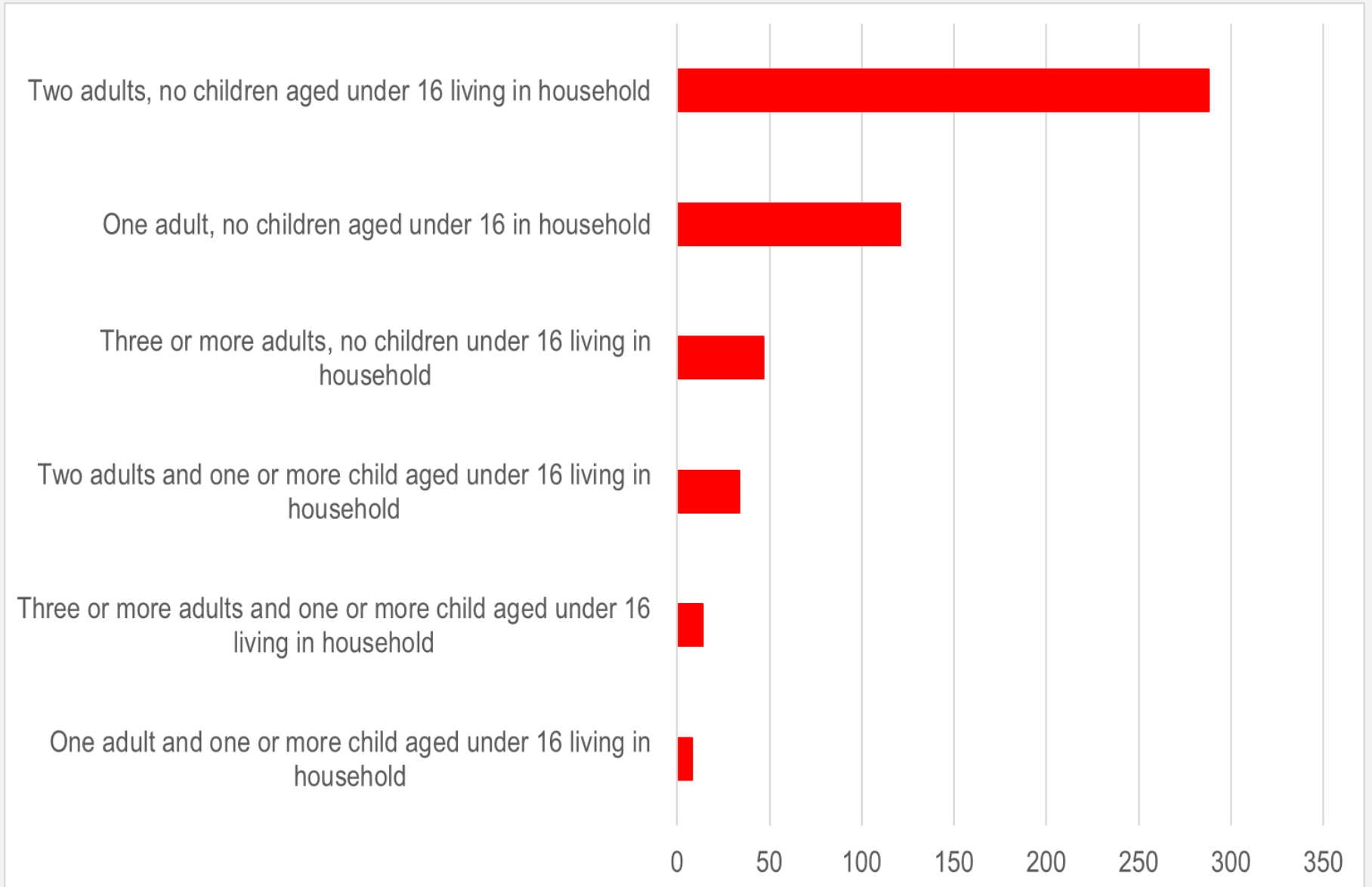
# Respondent profile: location in England



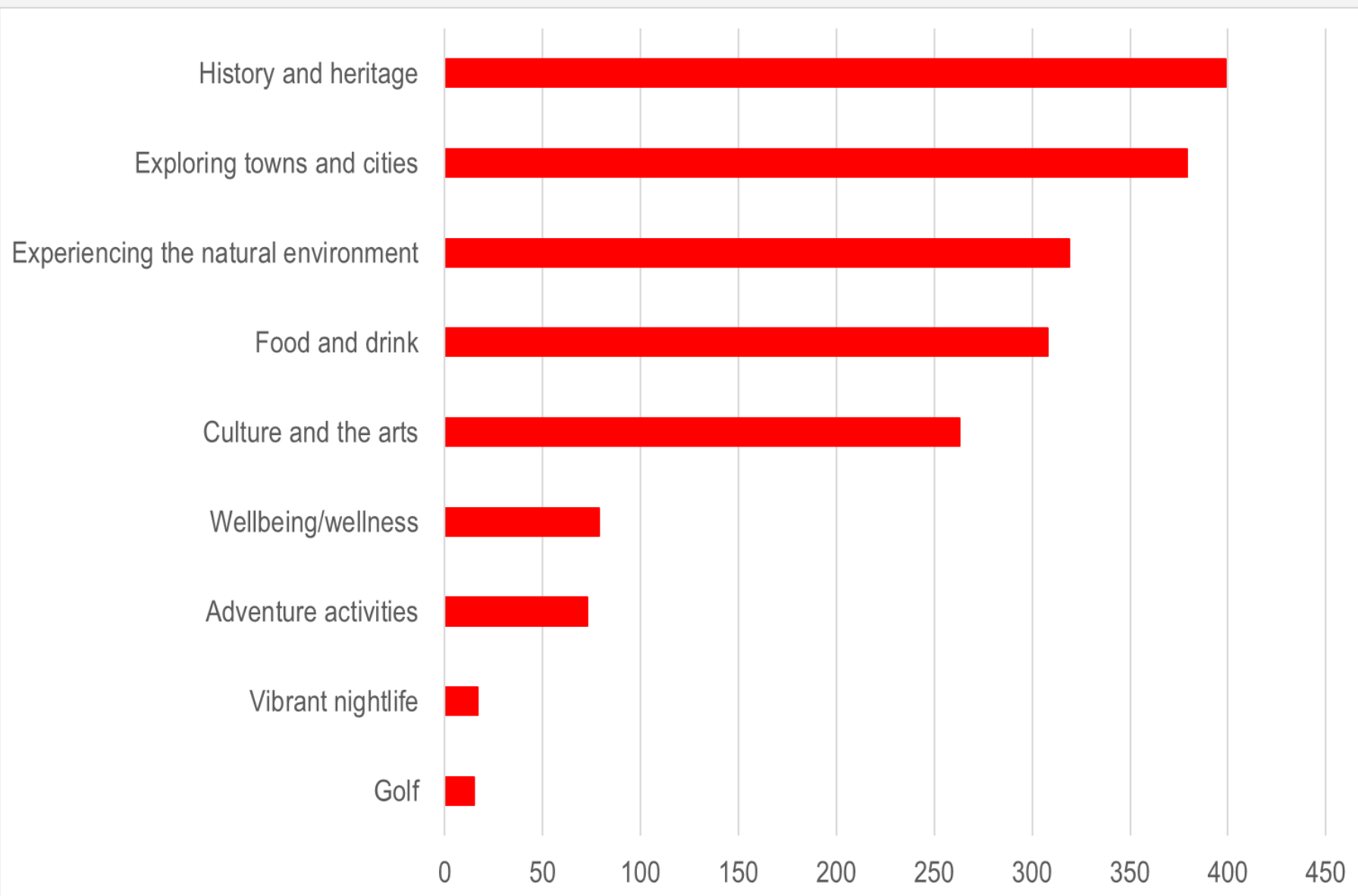
# Respondent profile: demographics



# Respondent profile: household composition VisitAberdeenshire

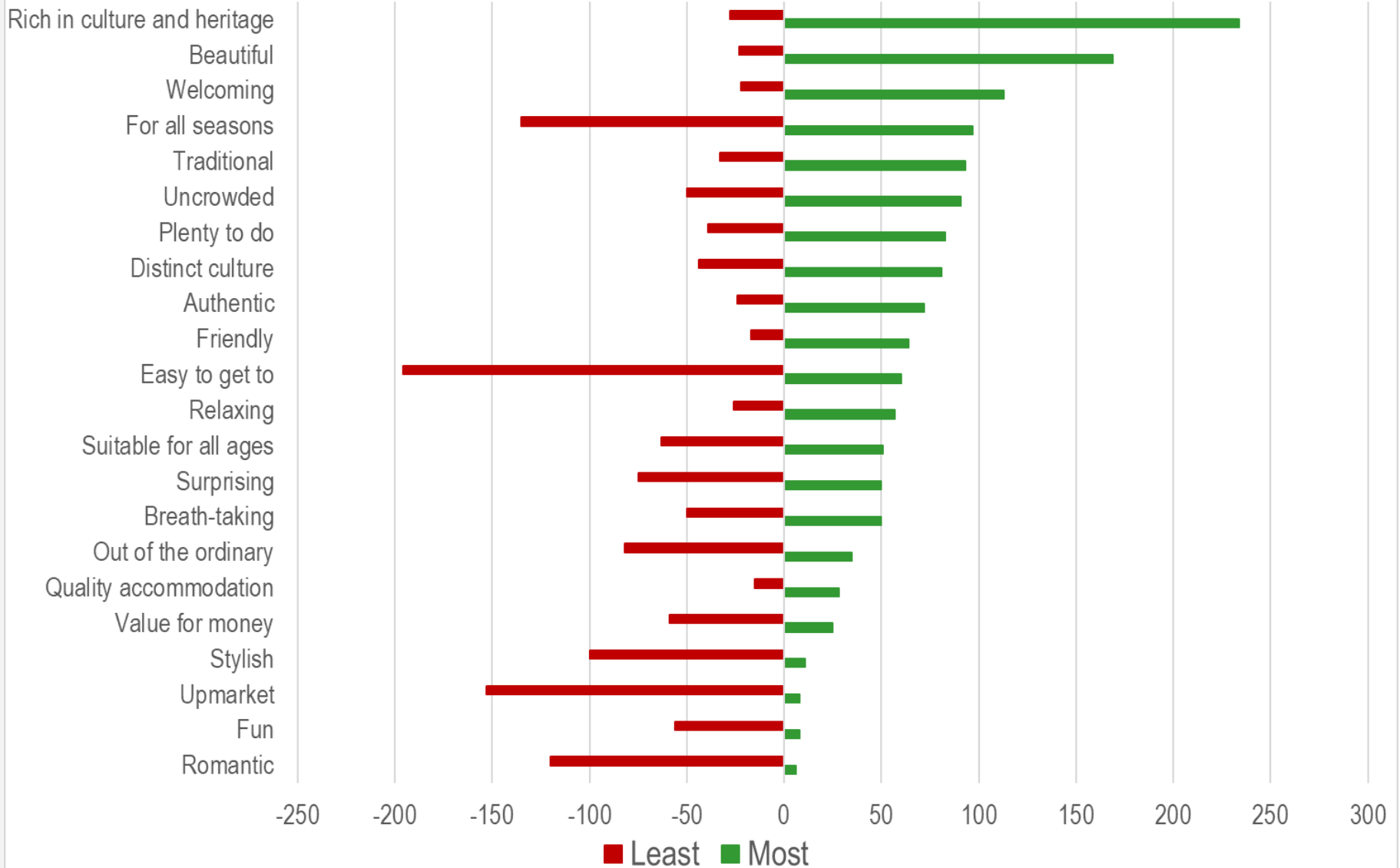


# Interests/passions that could attract a visit

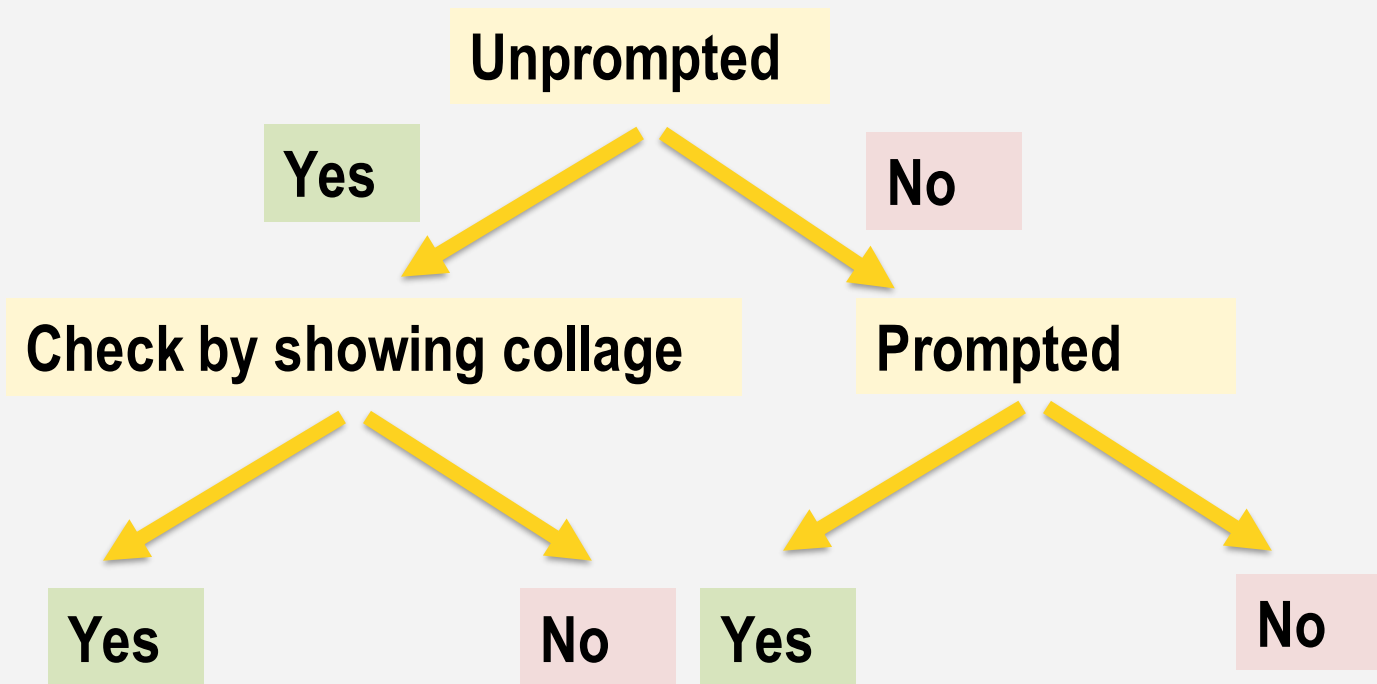




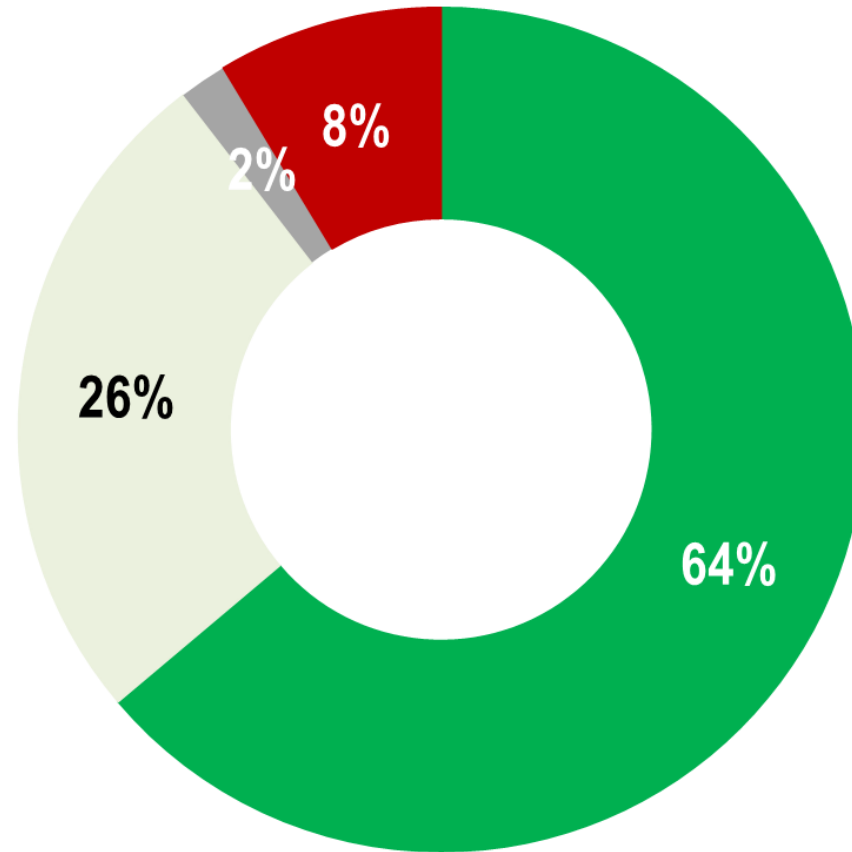
# Words that best and least describe region



# Campaign recall

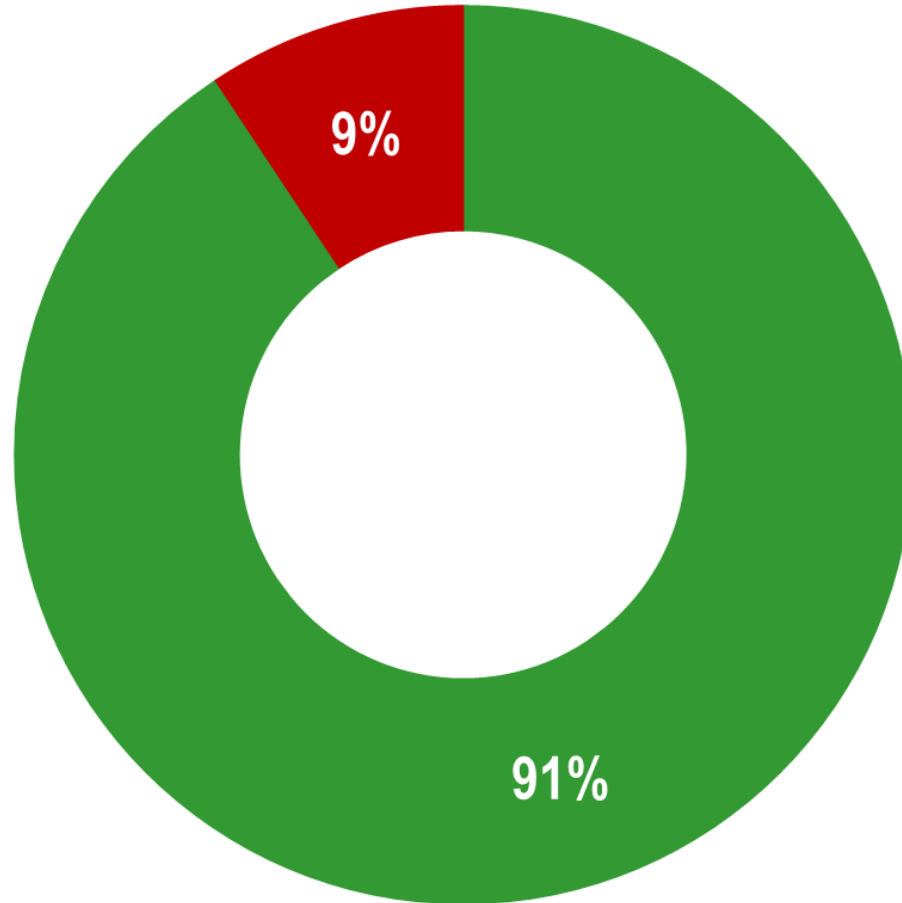


# Campaign recall: unprompted



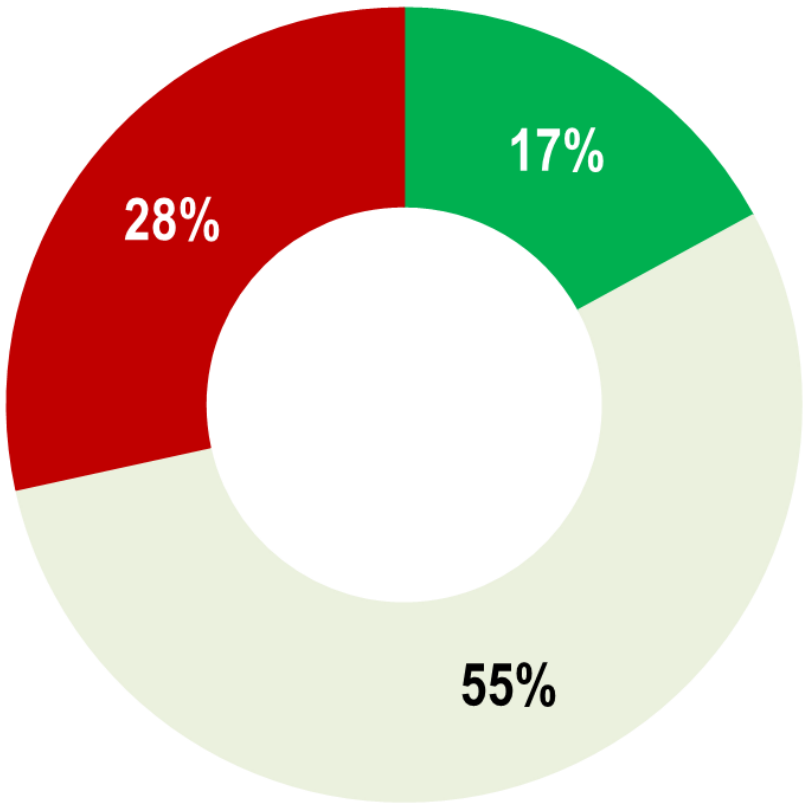
- Yes, I definitely remember seeing it
- Yes, I think I remember seeing it
- Unsure
- No, I do not recall having seen it

# Campaign recall: confirming unprompted



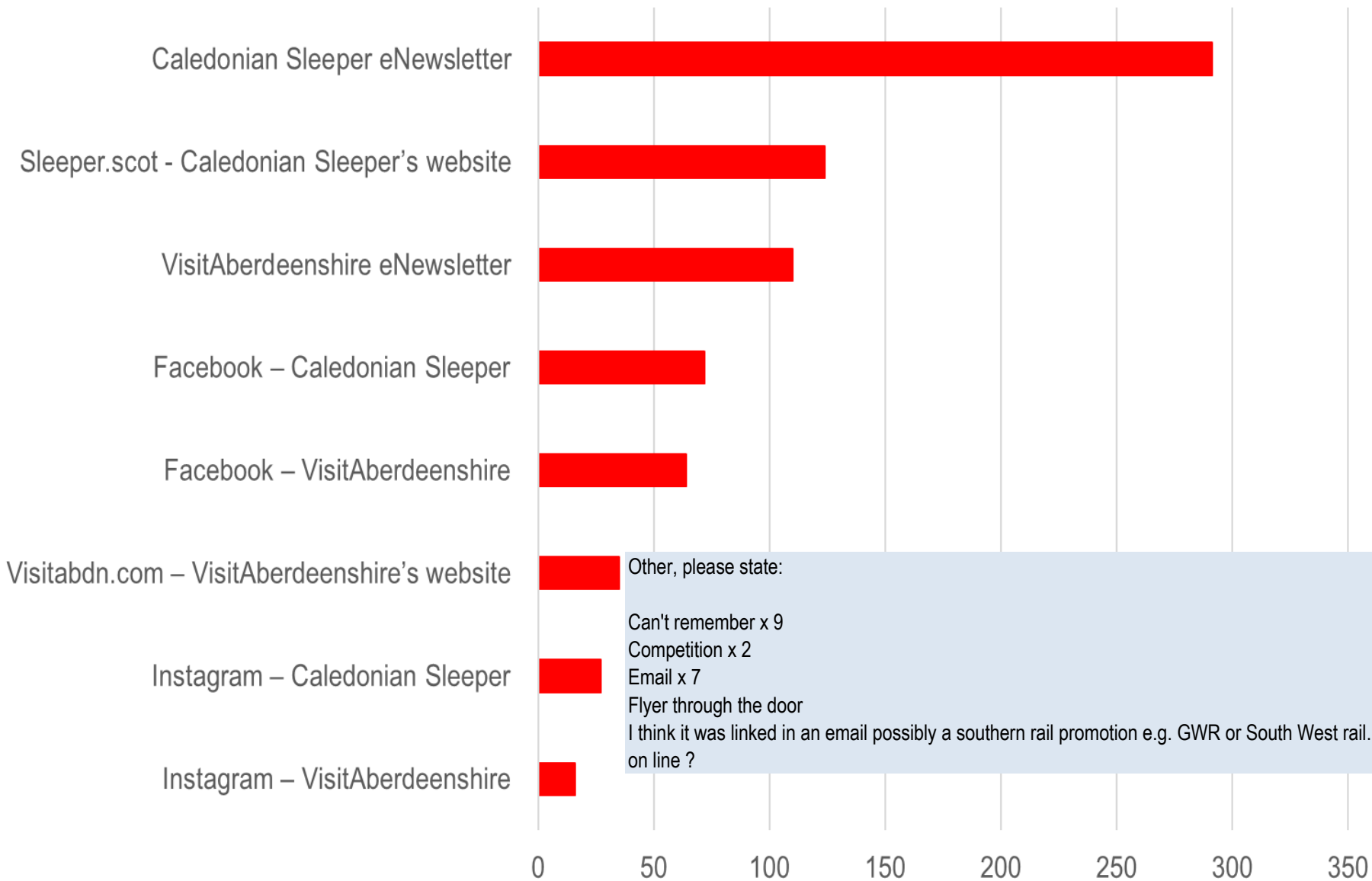
 Yes  No

# Campaign recall: prompted

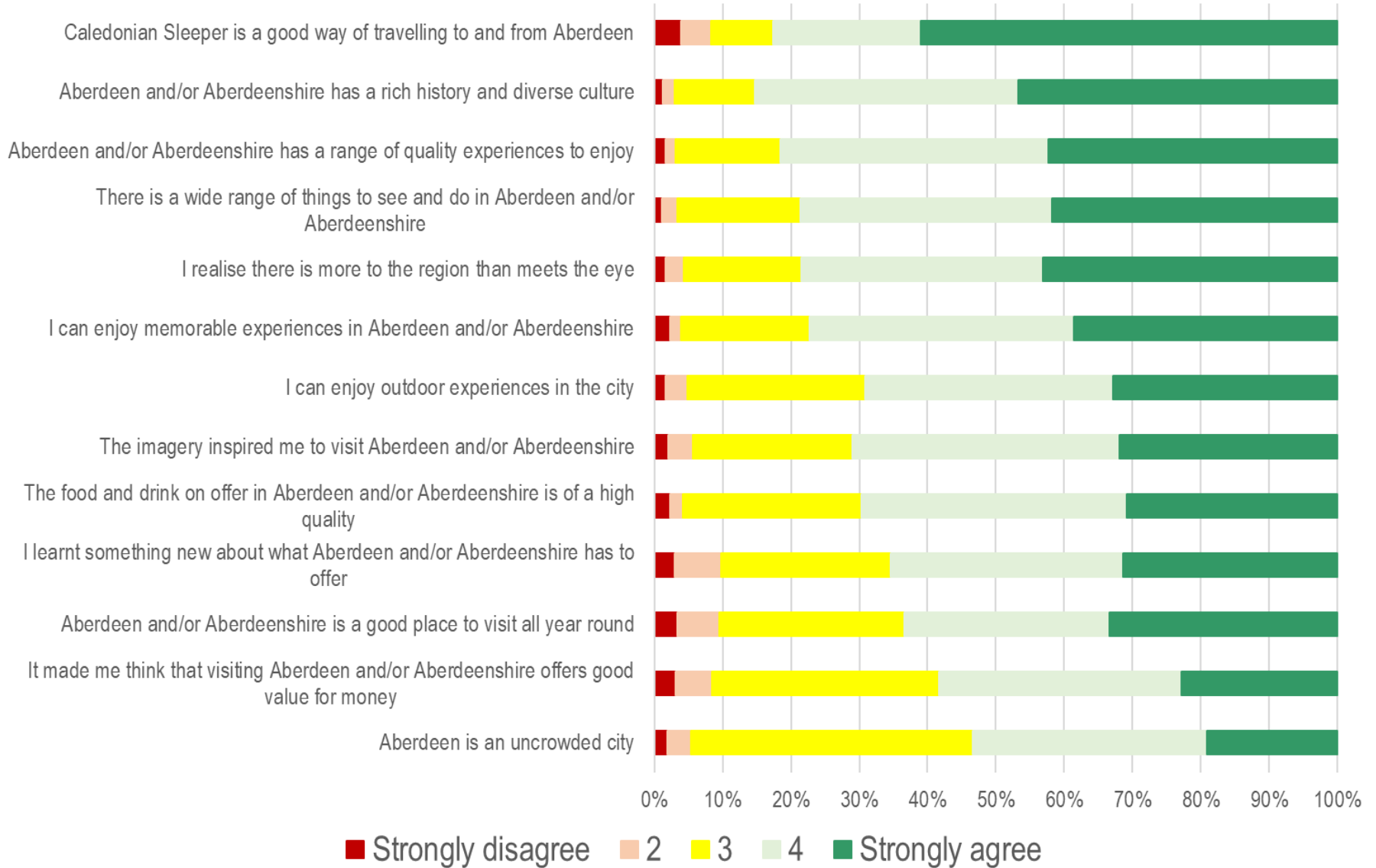


- Yes, I definitely remember seeing this before today
- Yes, I think I remember seeing this before today
- No, I still do not recall having seen this

# Campaign recall: where seen?



# Campaign outtakes

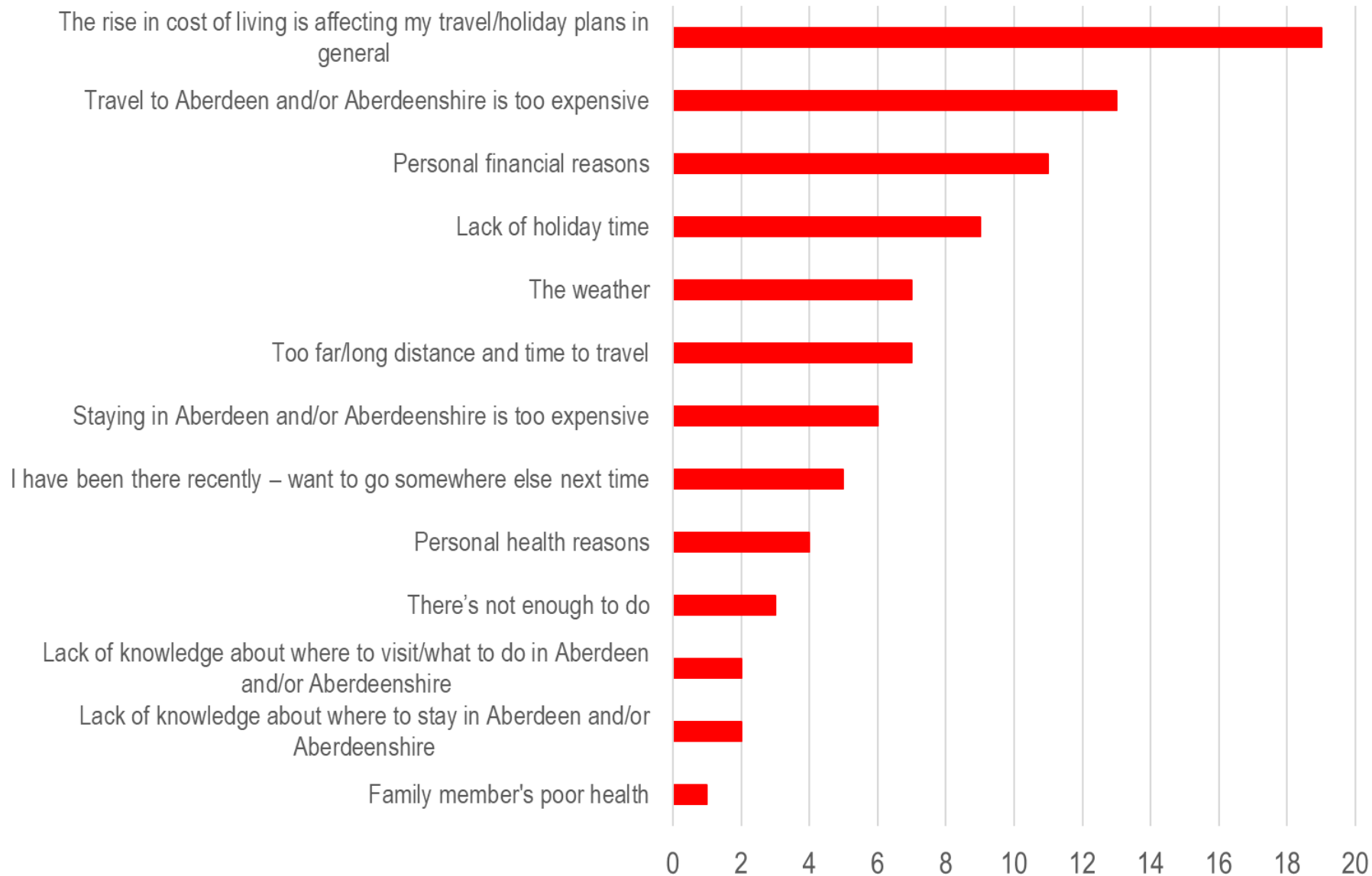


# Campaign intermediate outcomes

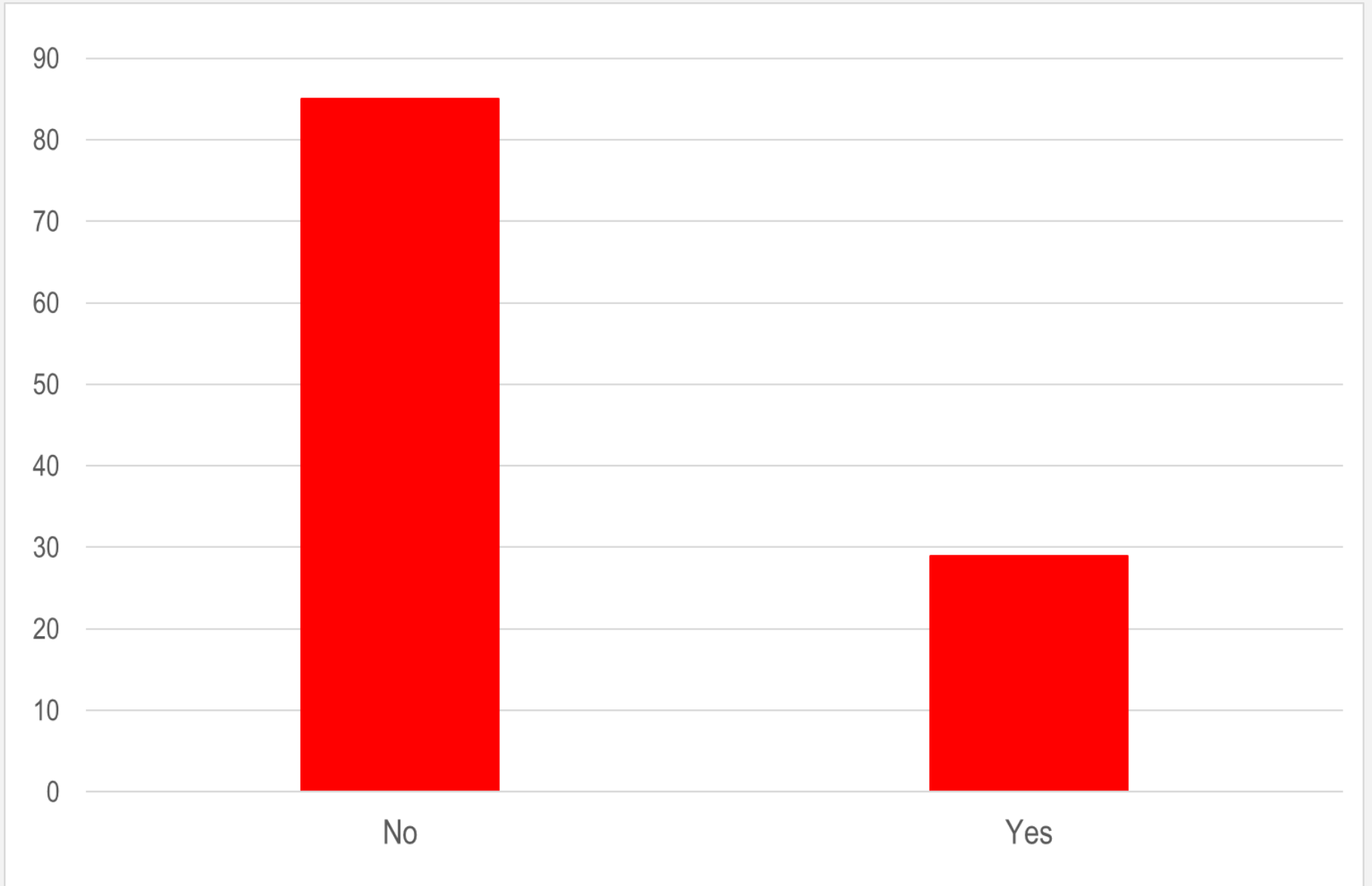




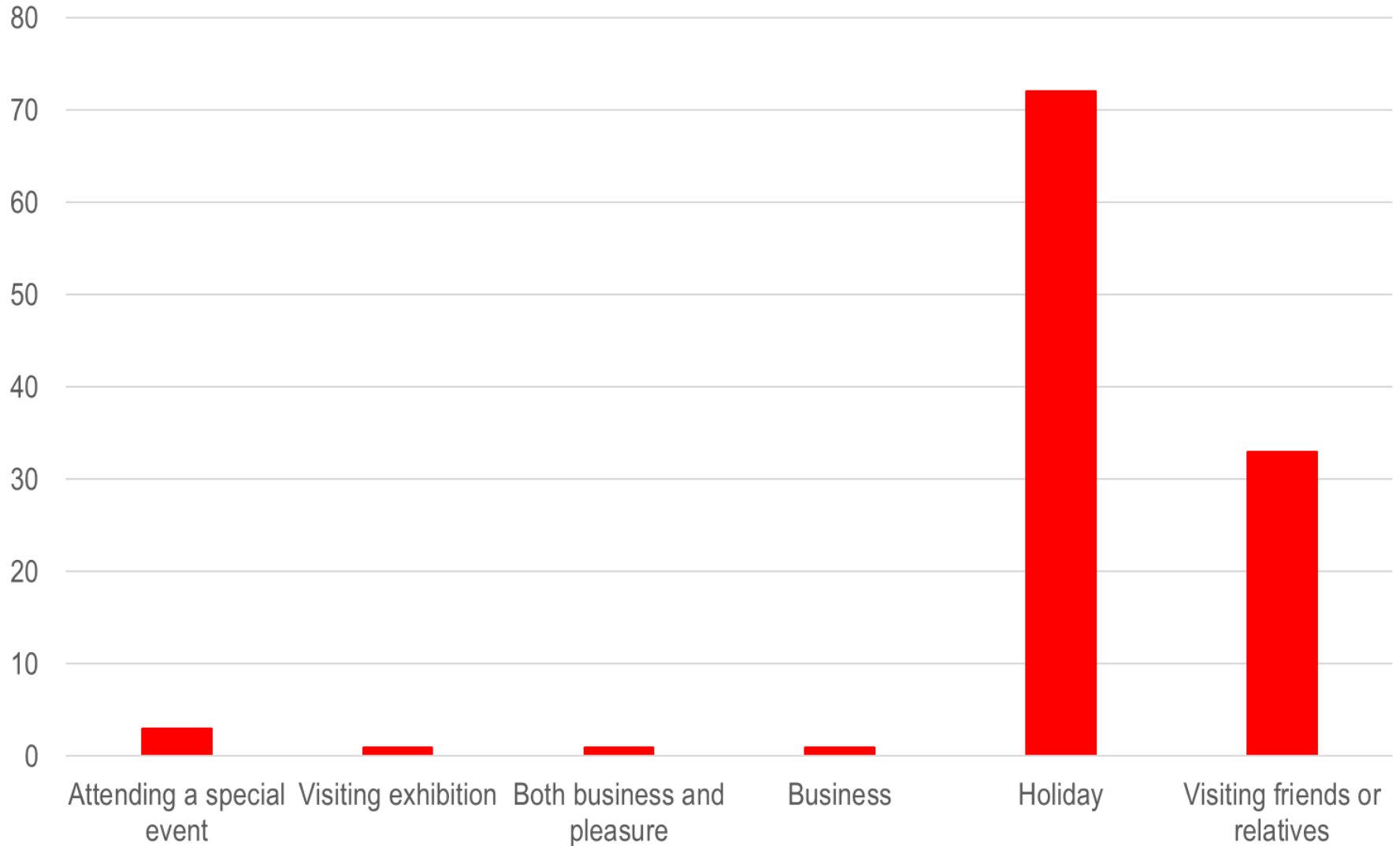
# Why no plans to visit?



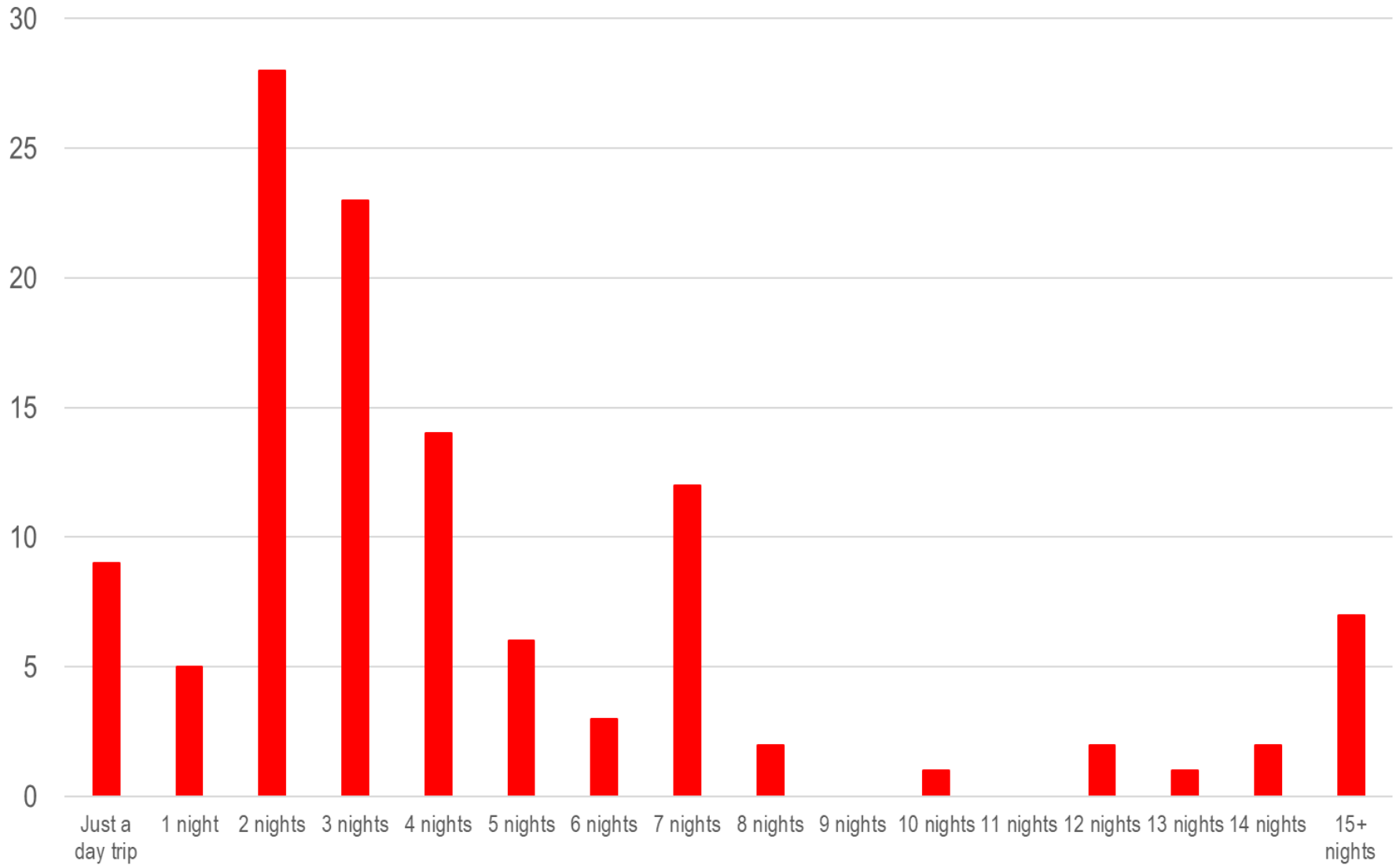
# First visit?



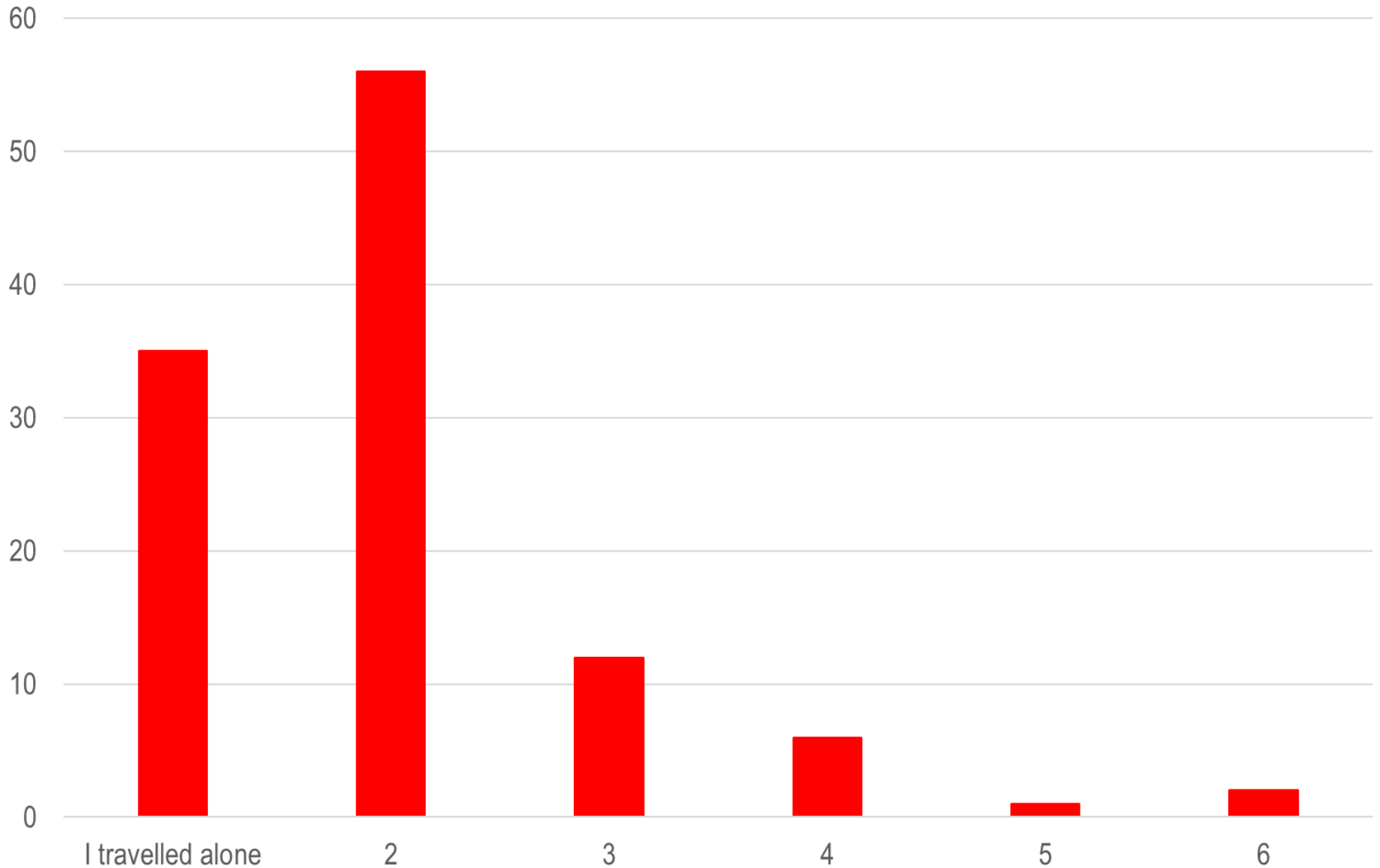
# Purpose of trip



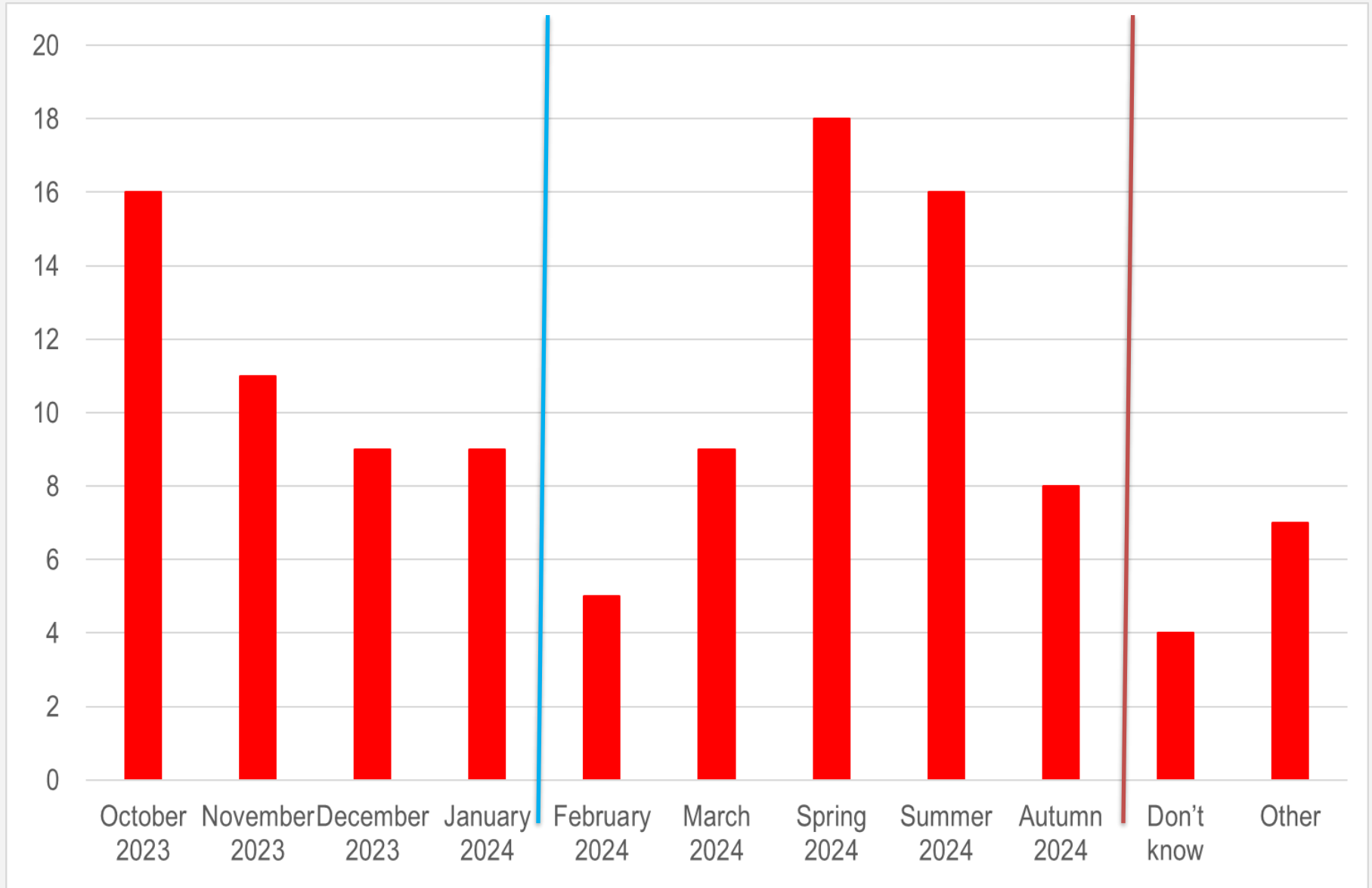
# Duration of visit?



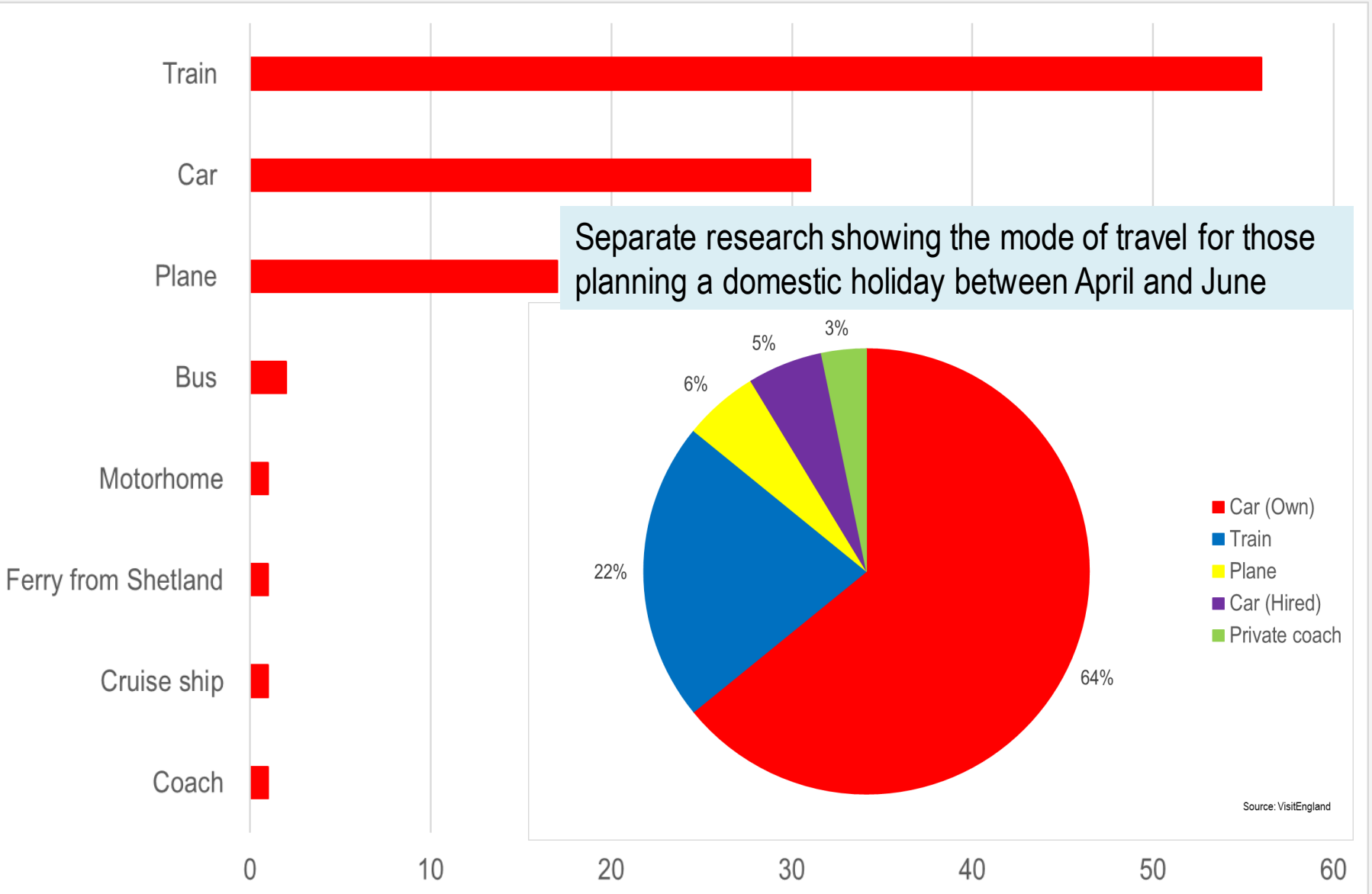
# How many did / will visit?



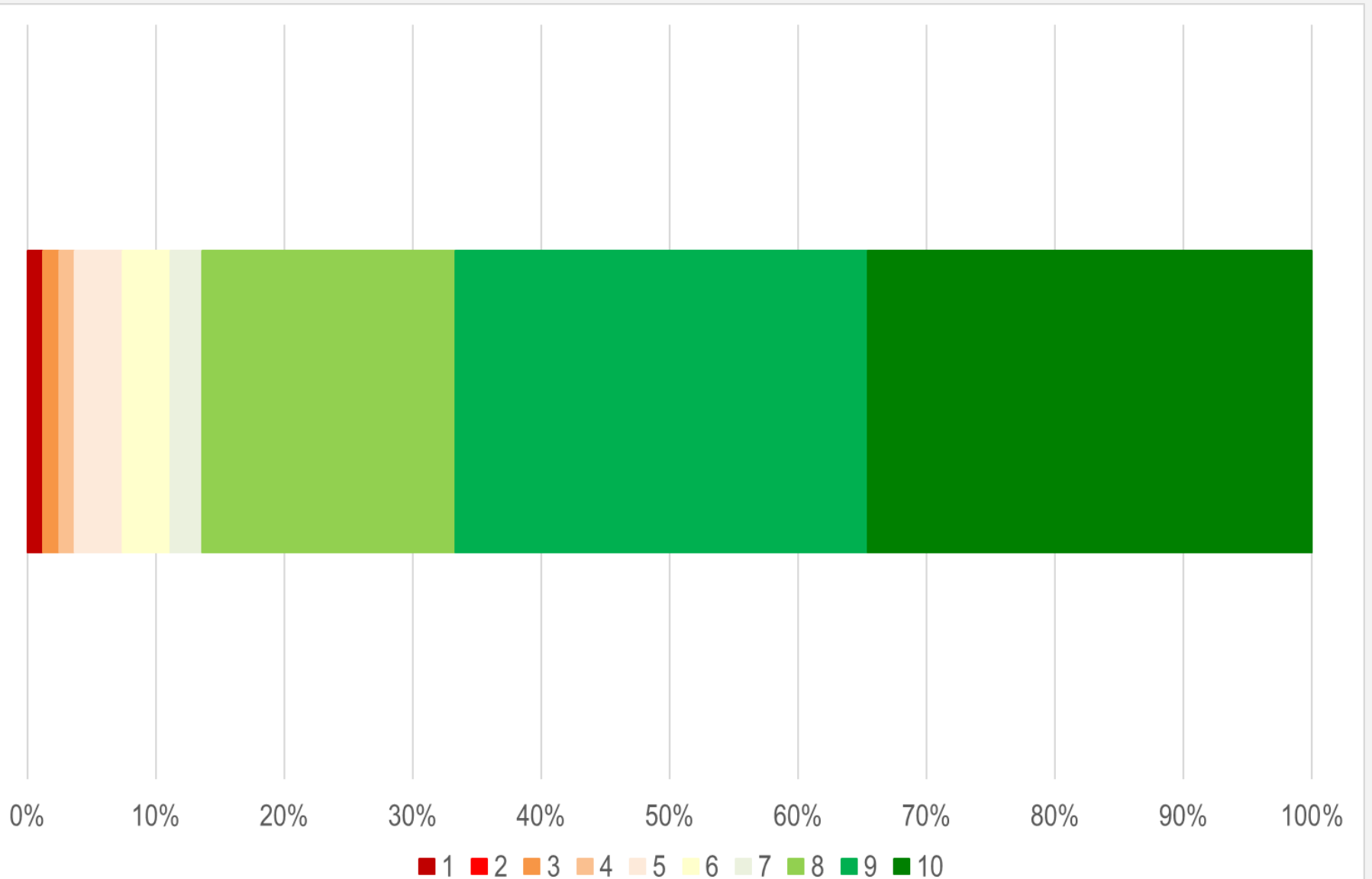
# When did / will visit take place?



# Mode of travel

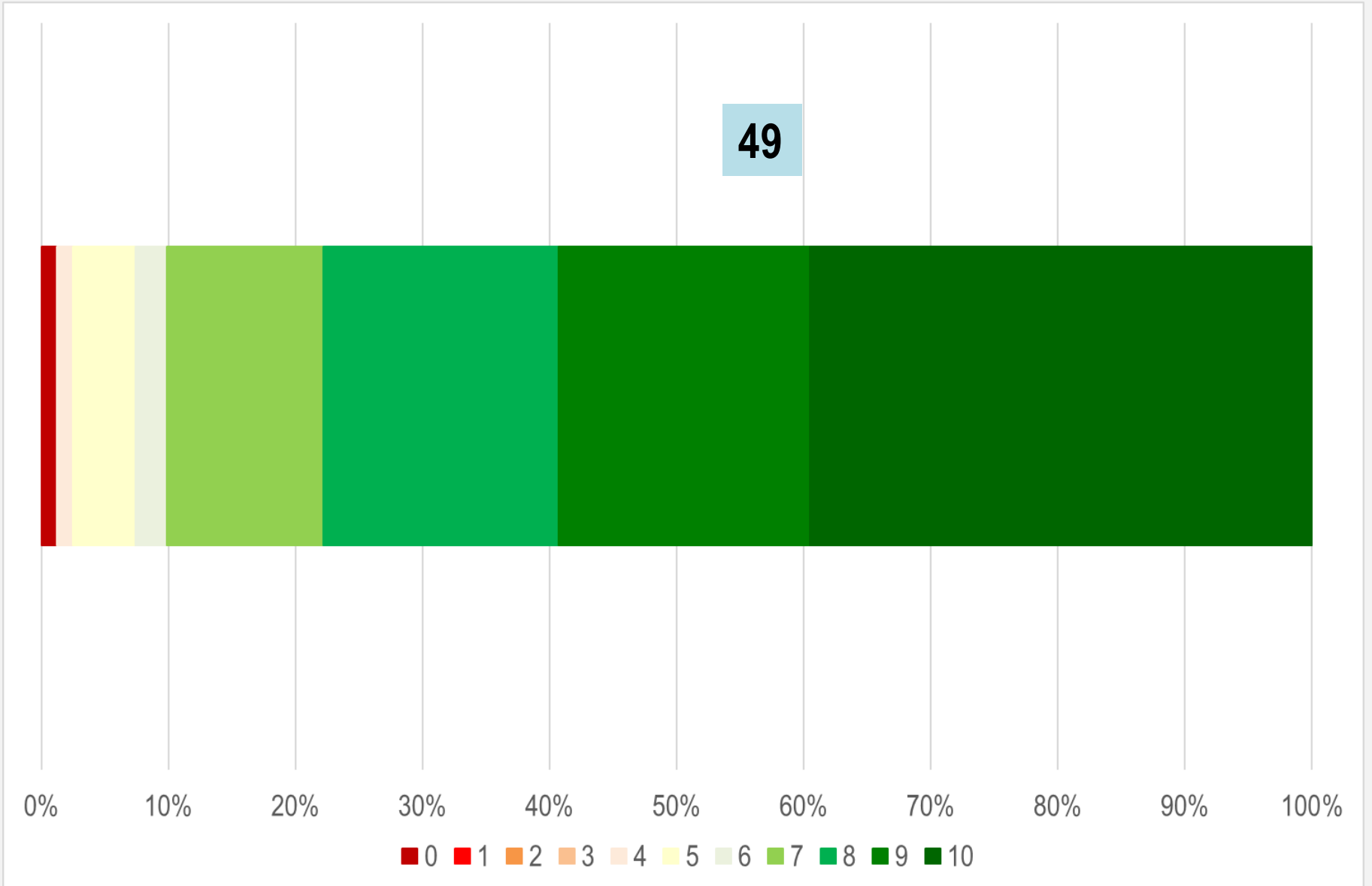


# Satisfaction with visit





# Net Promoter Score



# What would encourage visit in next year?



A good deal, special offer, promotion on travel (air fares, train tickets, etc)

A good deal, special offer, promotion on accommodation

Knowing more about things to do and places to see

Opportunities to find out more about local food and drink providers and sample their products

Recommendation from friends and family

Reading an eNewsletter from VisitAberdeenshire

Reading an article in a publication

Recommendation from locals

Seeing an advert from VisitAberdeenshire

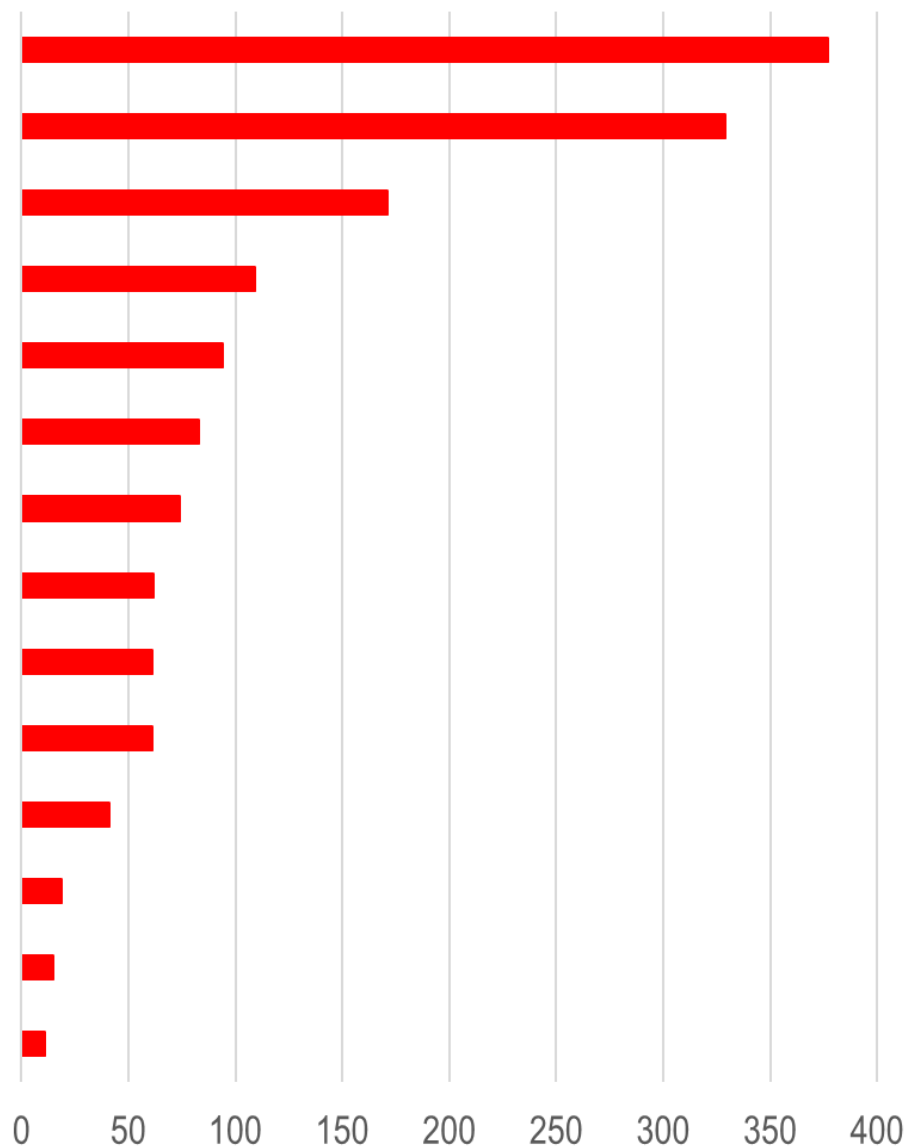
Hearing previous visitors' stories and experiences in Aberdeen and/or Aberdeenshire

Seeing inspiring content on social media

Nothing

Unsure

Recommendation from blogger/influencer I follow



# Influence of campaign



# About the analysis



- These slides have been created on behalf of VisitAberdeenshire by Scattered Clouds who undertook the survey analysis in January 2024