Caledonian Sleeper Campaign evaluation February 2024



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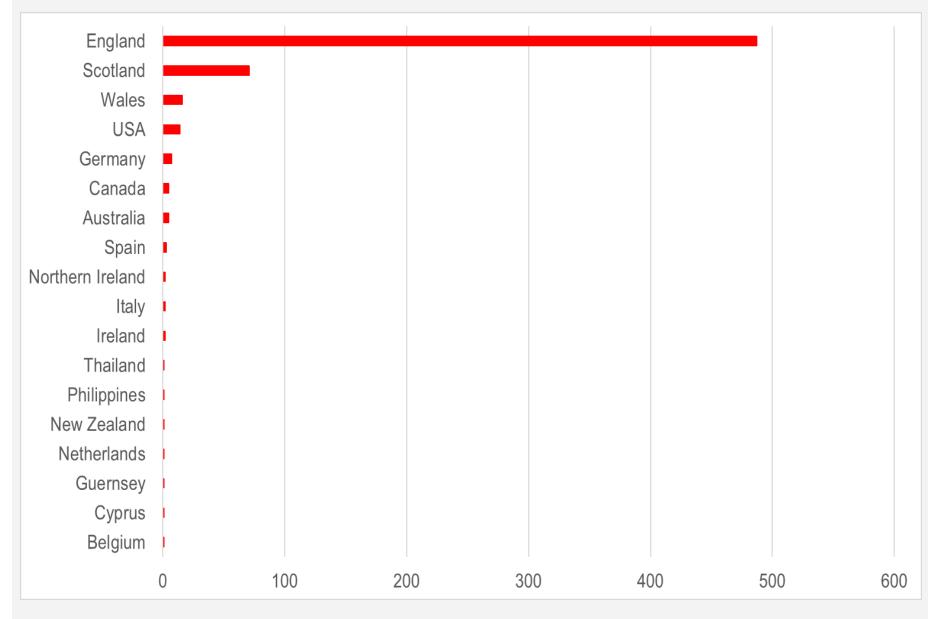
Survey Background



- 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

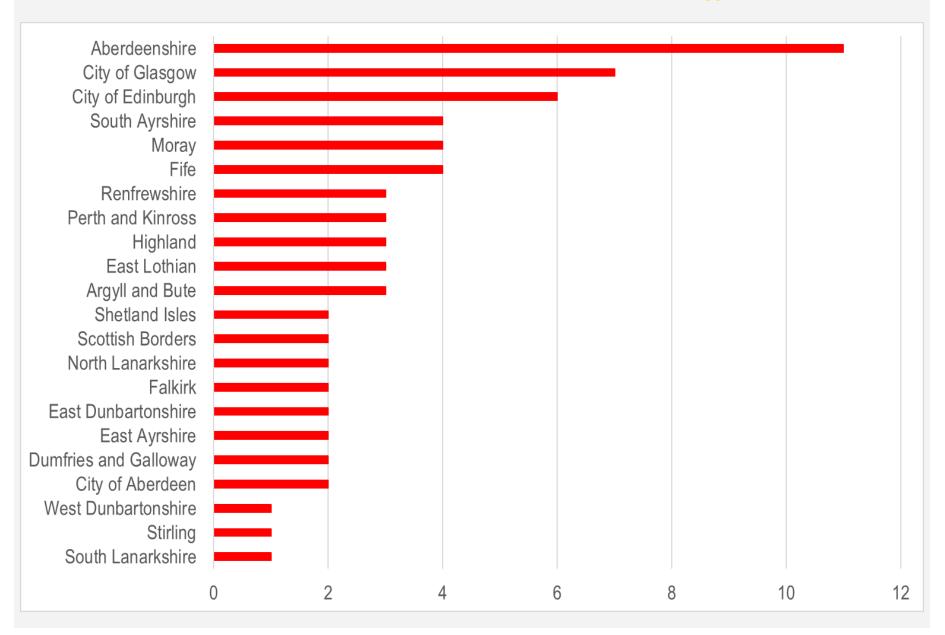
Respondent profile: country





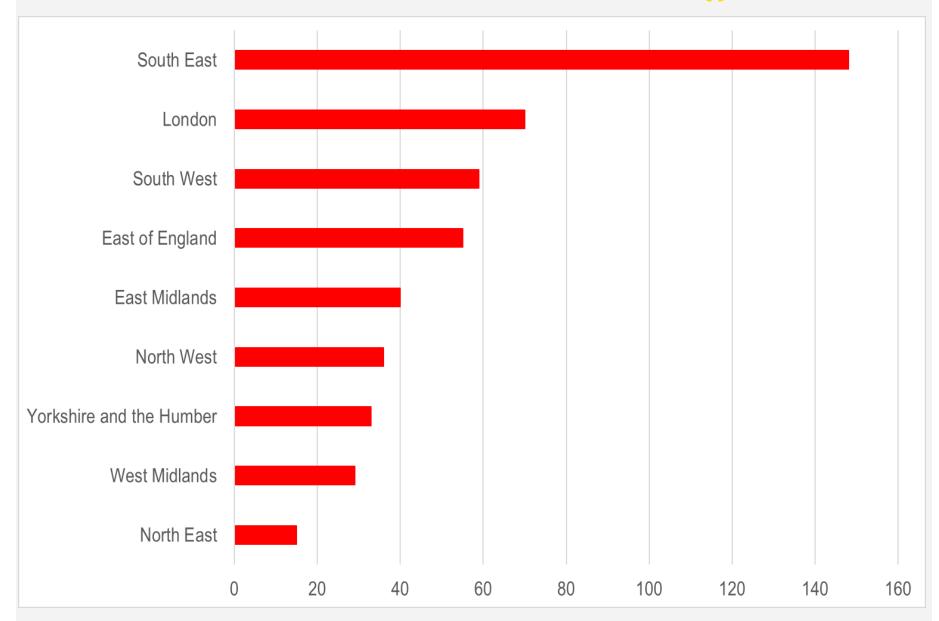
Respondent profile: location in Scotland





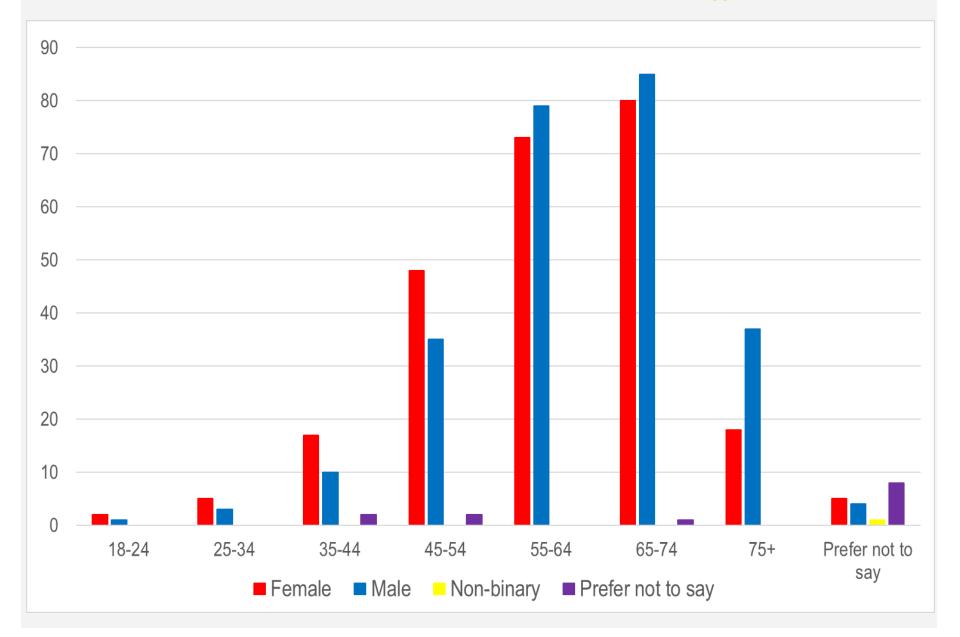
Respondent profile: location in England VisitAberdeenshire



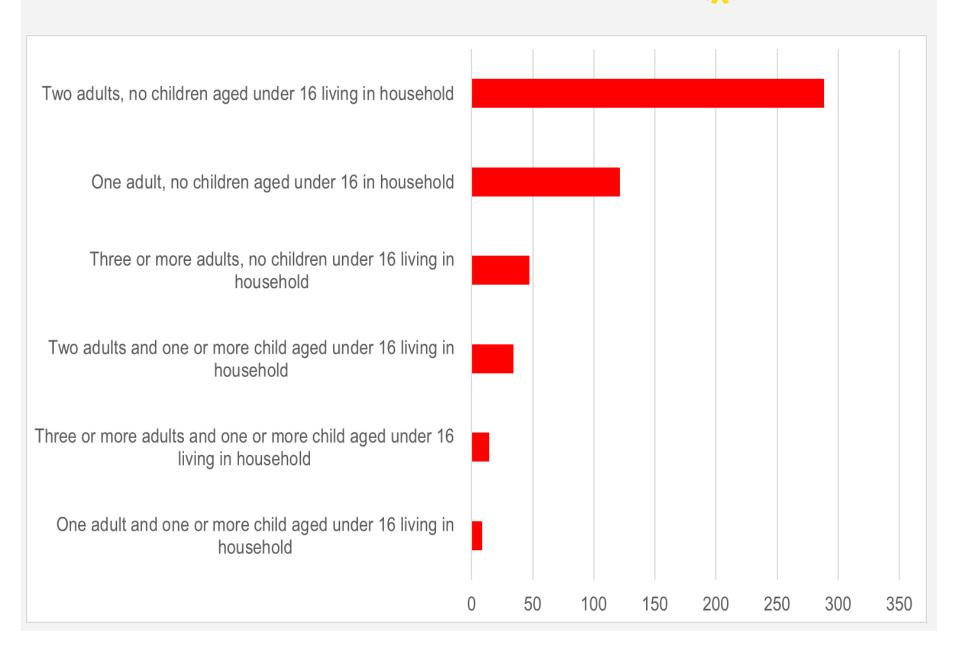


Respondent profile: demographics VisitAberdeenshire



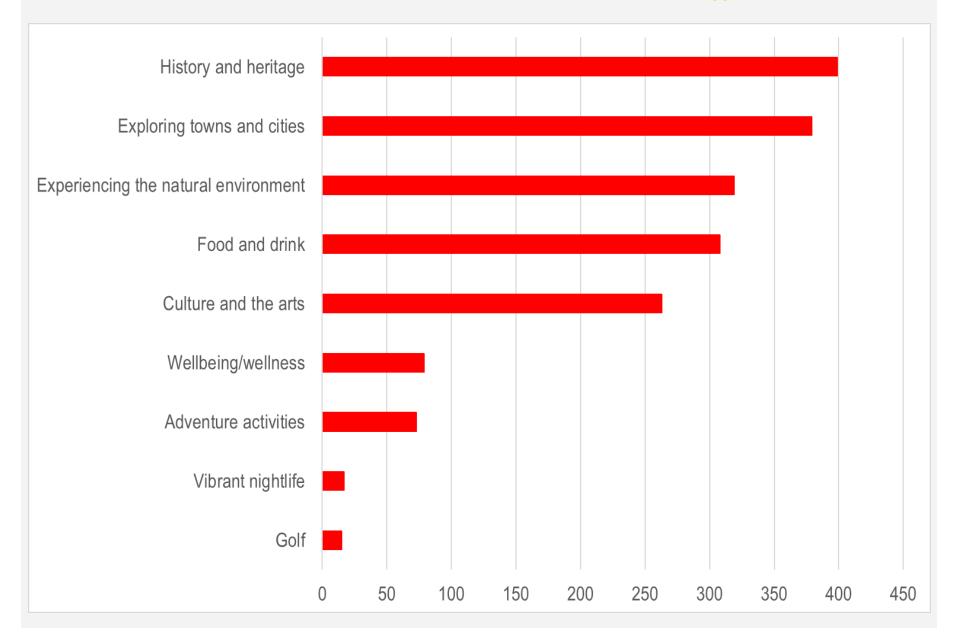


Respondent profile: household composition VisitAberdeenshire



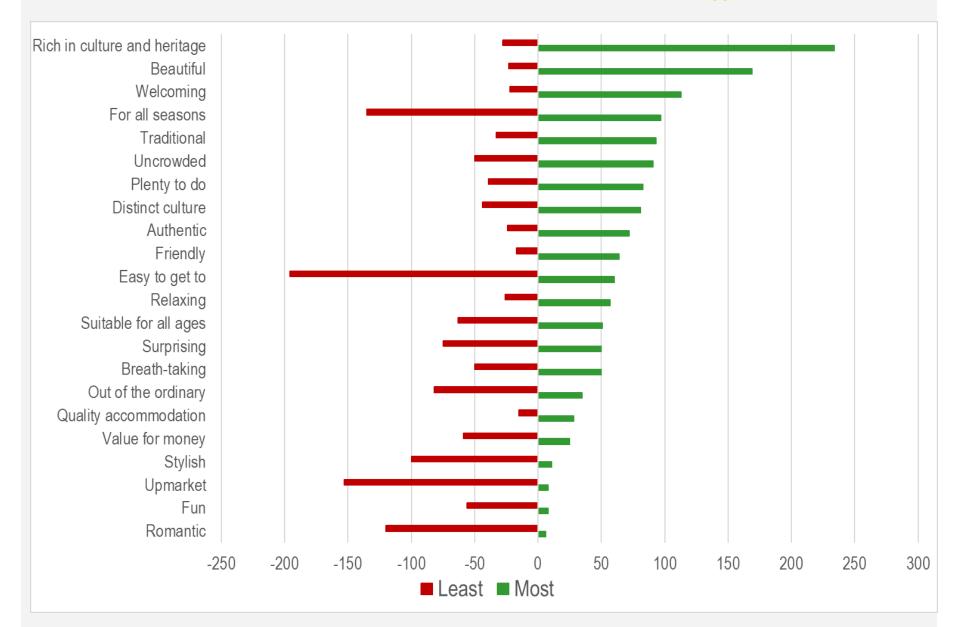
Interests/passions that could attract a visit

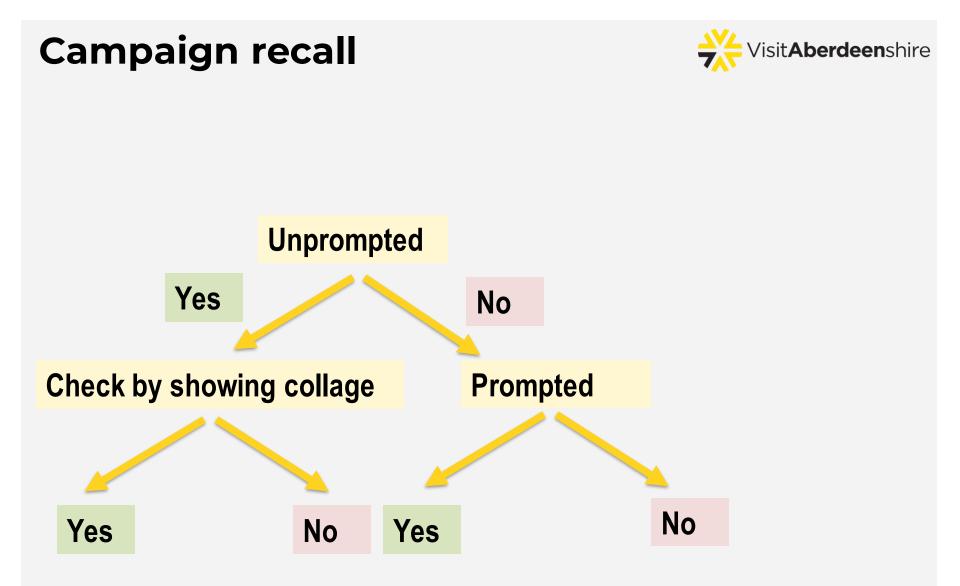




Words that best and least describe region \rightarrow



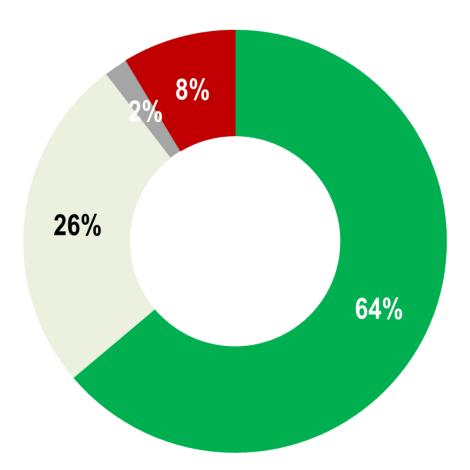




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Campaign recall: unprompted

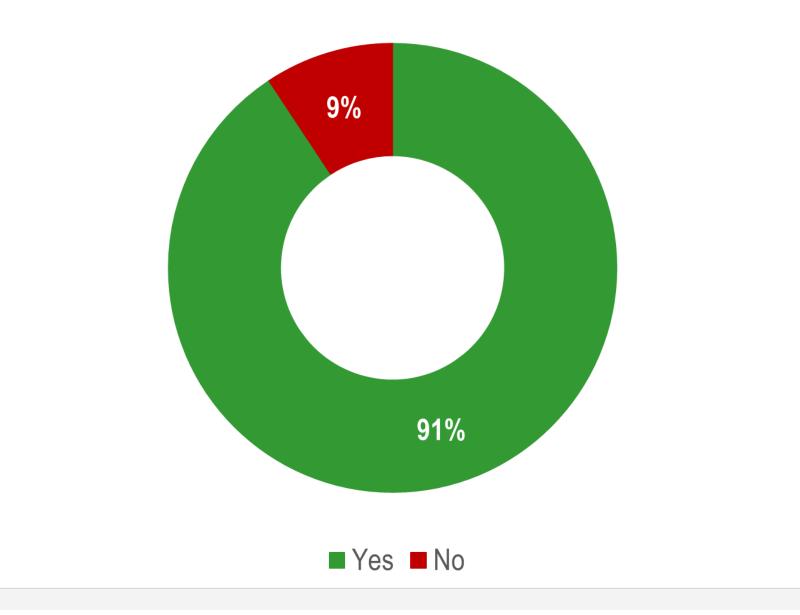




Yes, I definitely remember seeing it
 Yes, I think I remember seeing it
 Unsure
 No, I do not recall having seen it

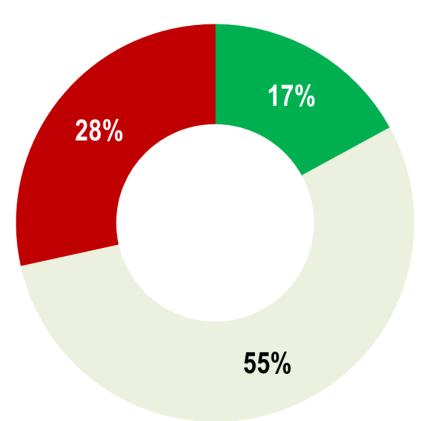
Campaign recall: confirming unprompted VisitAberdeenshire





Campaign recall: prompted

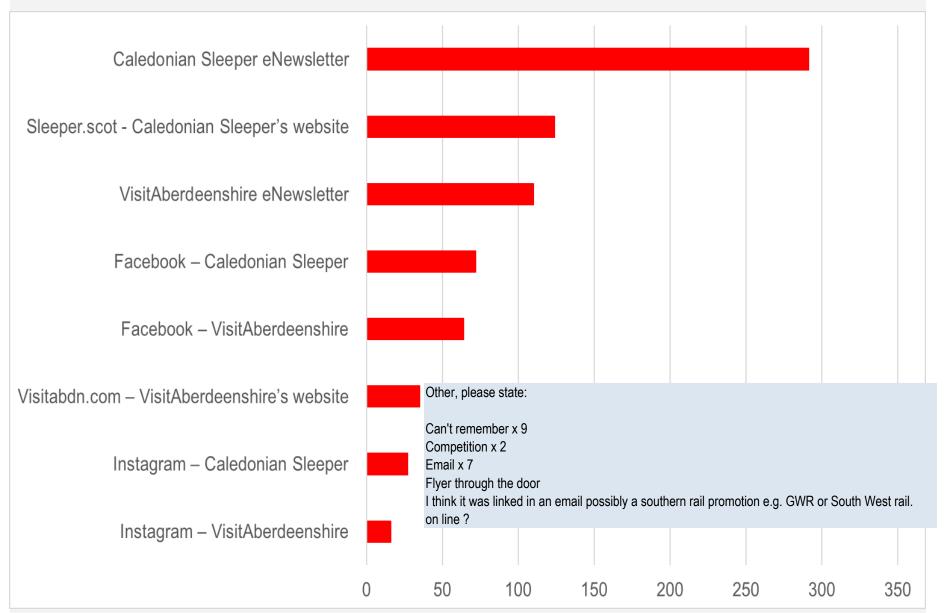




Yes, I definitely remember seeing this before today
Yes, I think I remember seeing this before today
No, I still do not recall having seen this

Campaign recall: where seen?





Campaign outtakes



70%

Strongly agree

2 3 4

80%

90%

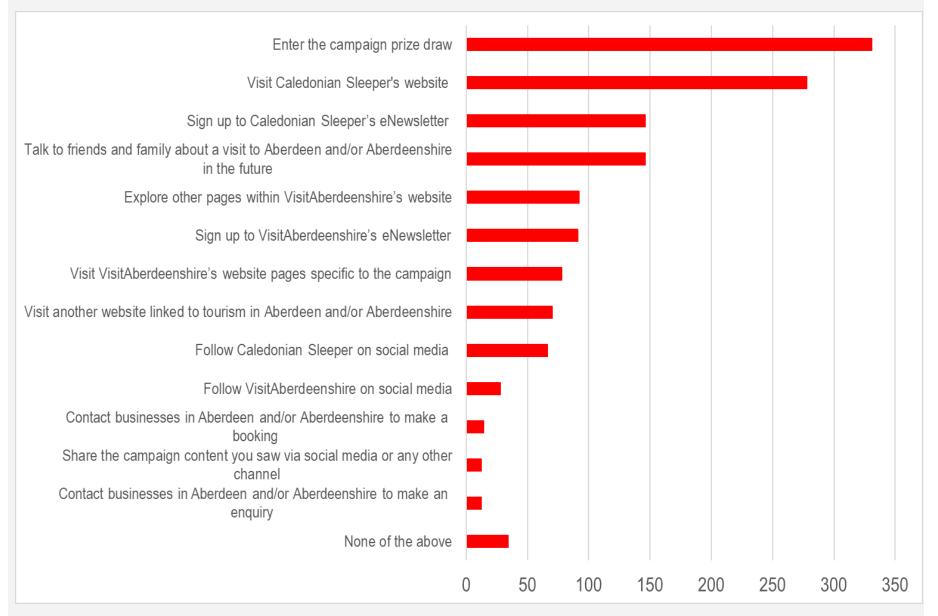
100%

Caledonian Sleeper is a good way of travelling to and from Aberdeen Aberdeen and/or Aberdeenshire has a rich history and diverse culture Aberdeen and/or Aberdeenshire has a range of guality experiences to enjoy There is a wide range of things to see and do in Aberdeen and/or Aberdeenshire I realise there is more to the region than meets the eye I can enjoy memorable experiences in Aberdeen and/or Aberdeenshire I can enjoy outdoor experiences in the city The imagery inspired me to visit Aberdeen and/or Aberdeenshire The food and drink on offer in Aberdeen and/or Aberdeenshire is of a high quality I learnt something new about what Aberdeen and/or Aberdeenshire has to offer Aberdeen and/or Aberdeenshire is a good place to visit all year round It made me think that visiting Aberdeen and/or Aberdeenshire offers good value for money Aberdeen is an uncrowded city 0% 10% 20% 30% 40% 50% 60%

Strongly disagree

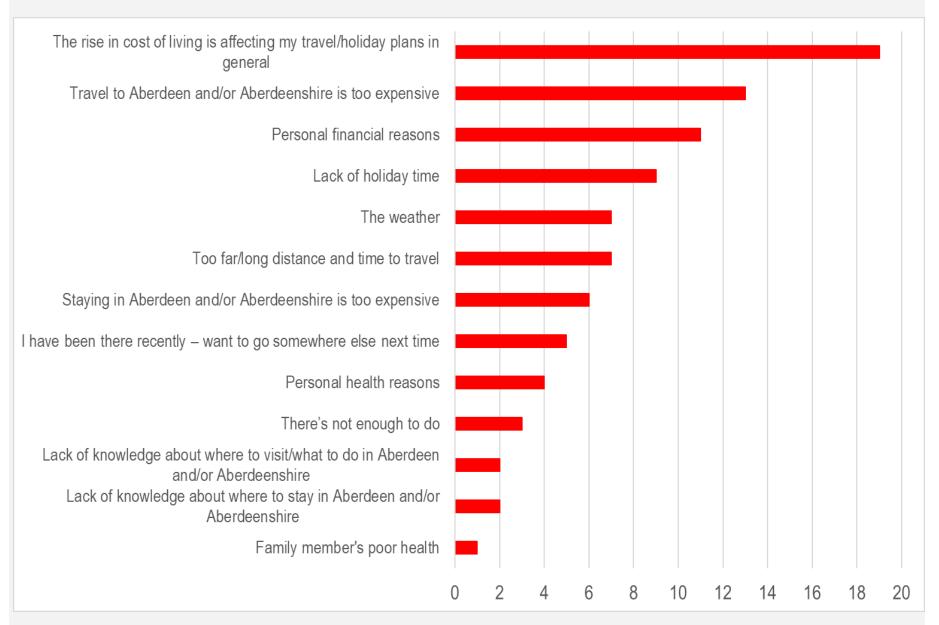
Campaign intermediate outcomes





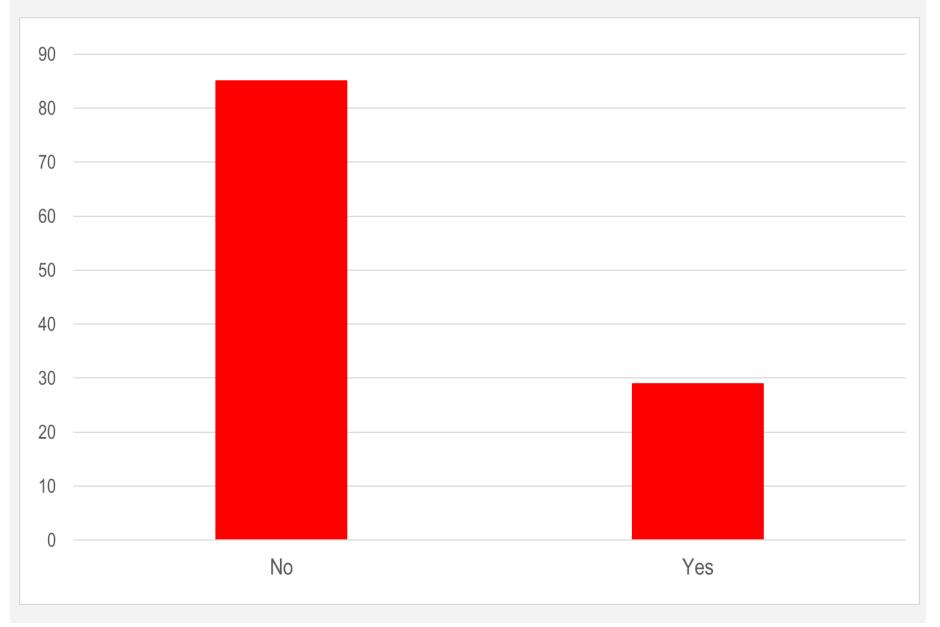
Why no plans to visit?





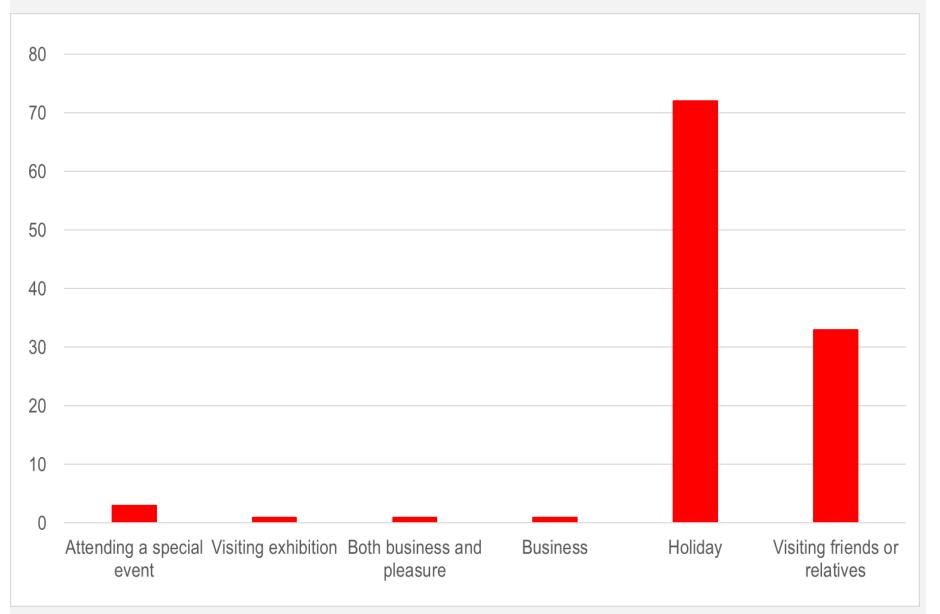
First visit?





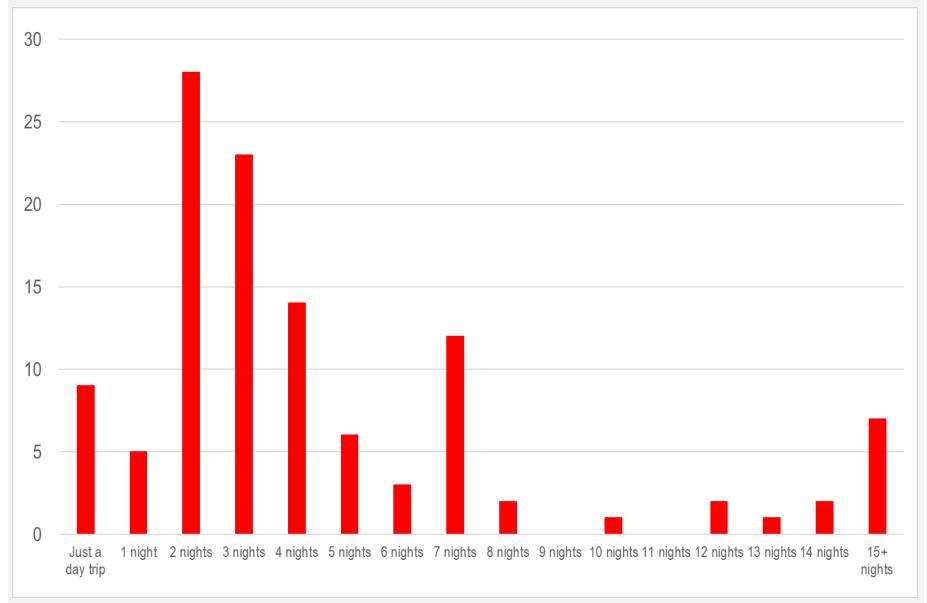
Purpose of trip





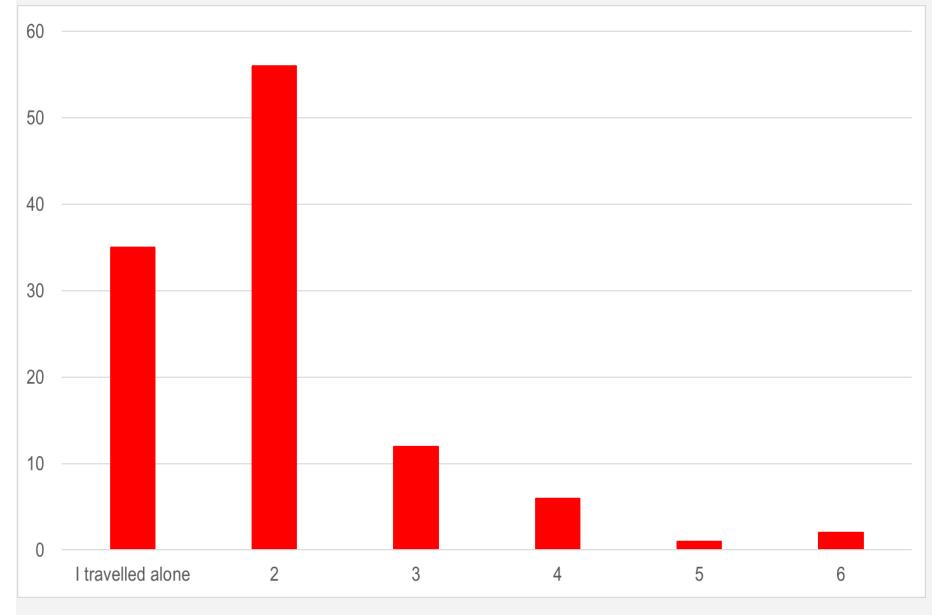
Duration of visit?





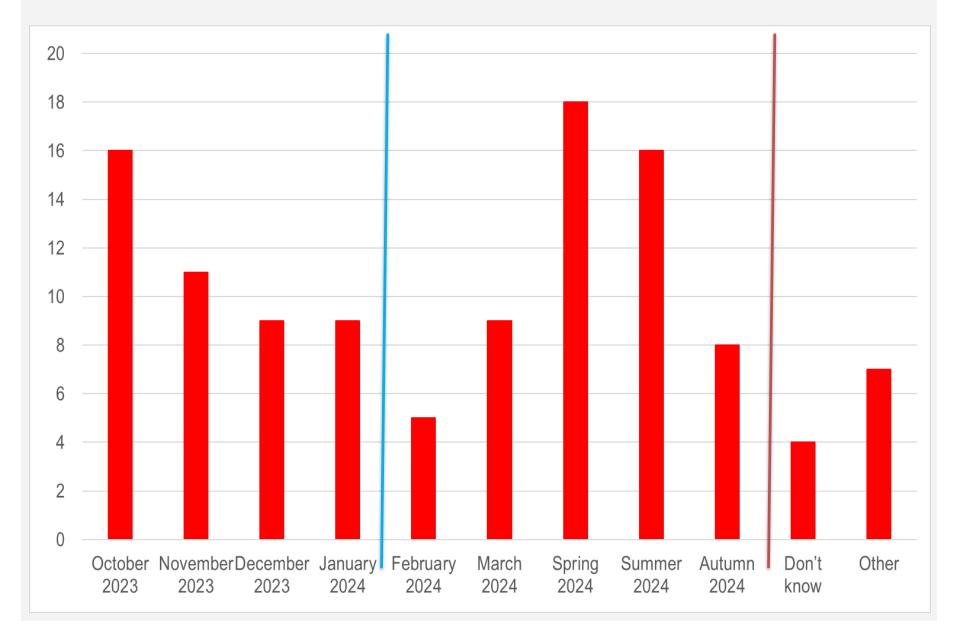
How many did / will visit?





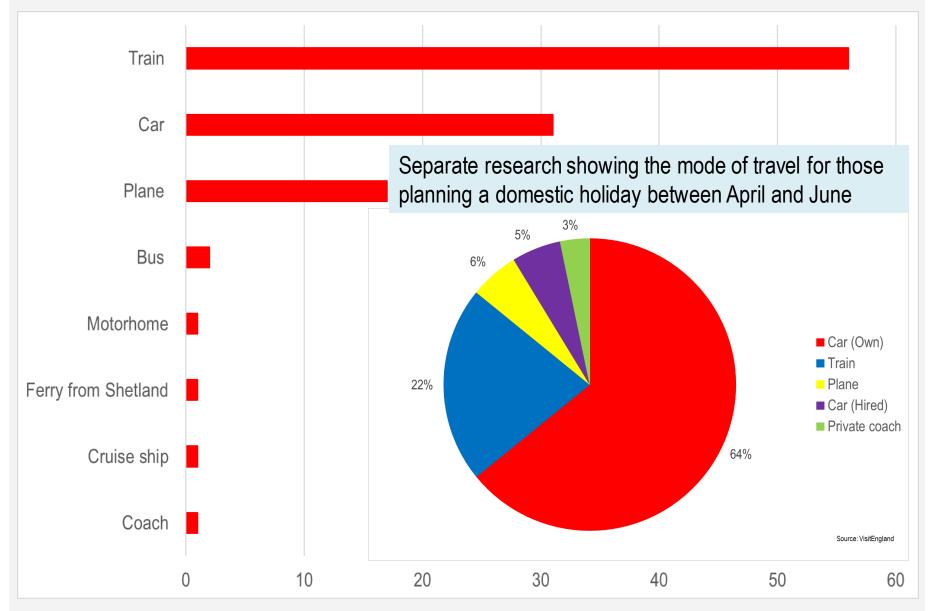
When did / will visit take place?





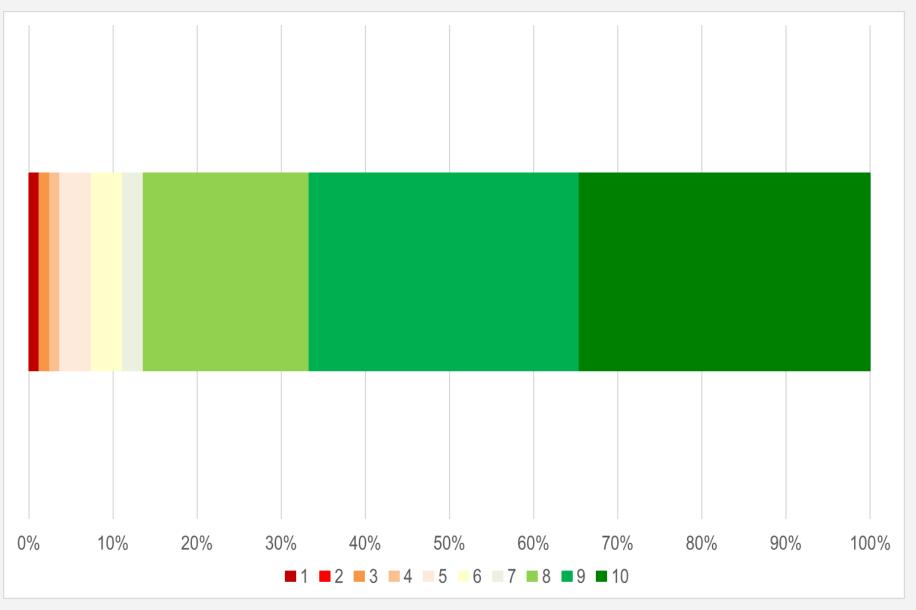
Mode of travel





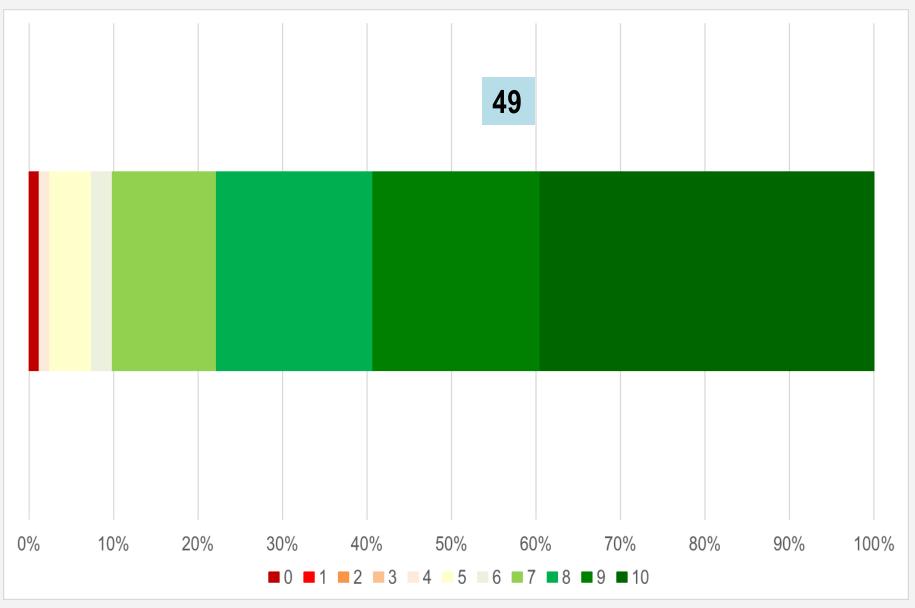
Satisfaction with visit





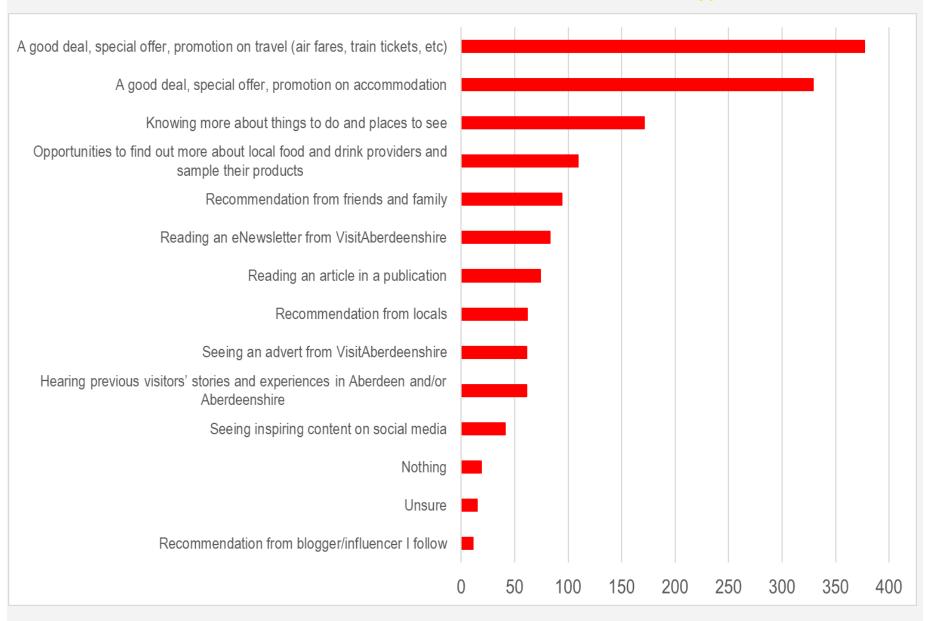
Net Promoter Score





What would encourage visit in next year? \Rightarrow





Influence of campaign



I decided to travel by rail over another transport method

I visited Aberdeen and/or Aberdeenshire at a different time of year than I normally would

I chose Caledonian Sleeper over another rail provider

I visited Aberdeen and/or Aberdeenshire instead of another destination

I explored more of the region than I would have done otherwise

I decided to take a holiday or short break in Aberdeen and/or Aberdeenshire and would have stayed at home...

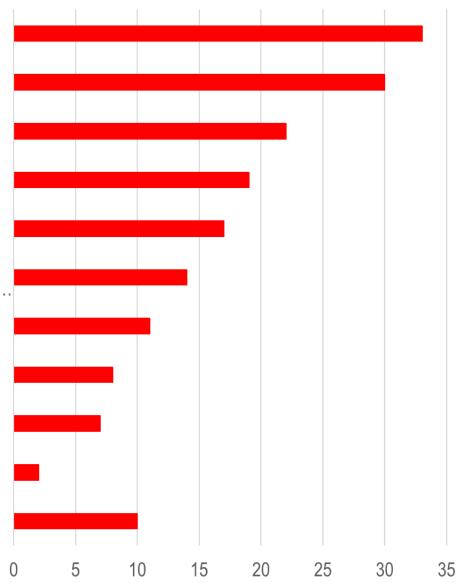
I spent more time than I originally planned to

I took part in more activities than previously considered

I took part in different activities than previously considered

Don't know

None of these



About the analysis



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