Destination Aberdeen & Aberdeenshire Our Tourism Strategy 2018 - 2023

TOPOSOPHY
DESTINATION MARKETING AGENCY





OUR MISSION:

To develop the visitor economy to provide a sustainable contribution to the prosperity of North East Scotland

INTRODUCTION





Peter Jordan

- strategy
- research
- industry education



DESTINATION MARKETING AGENCY

WE REVEAL THE BEST OF WHAT EVERY PLACE HAS TO OFFER

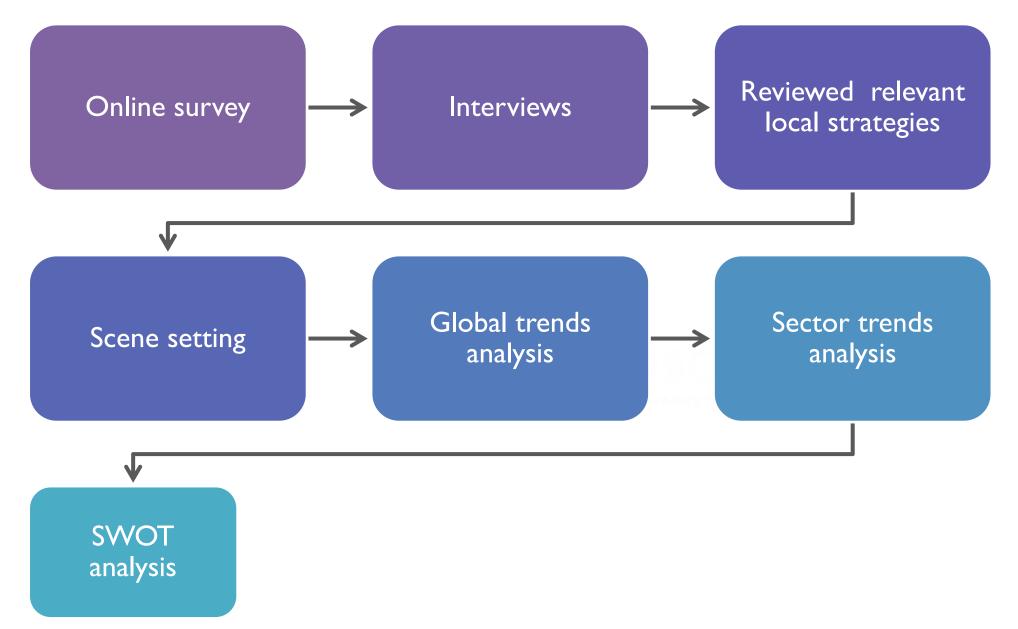
STRATEGY AND RESEARCH
MARKETING AND BRANDING
CONTENT STRATEGY AND CREATION
INDUSTRY EVENTS



THE STRATEGY: OUR APPROACH

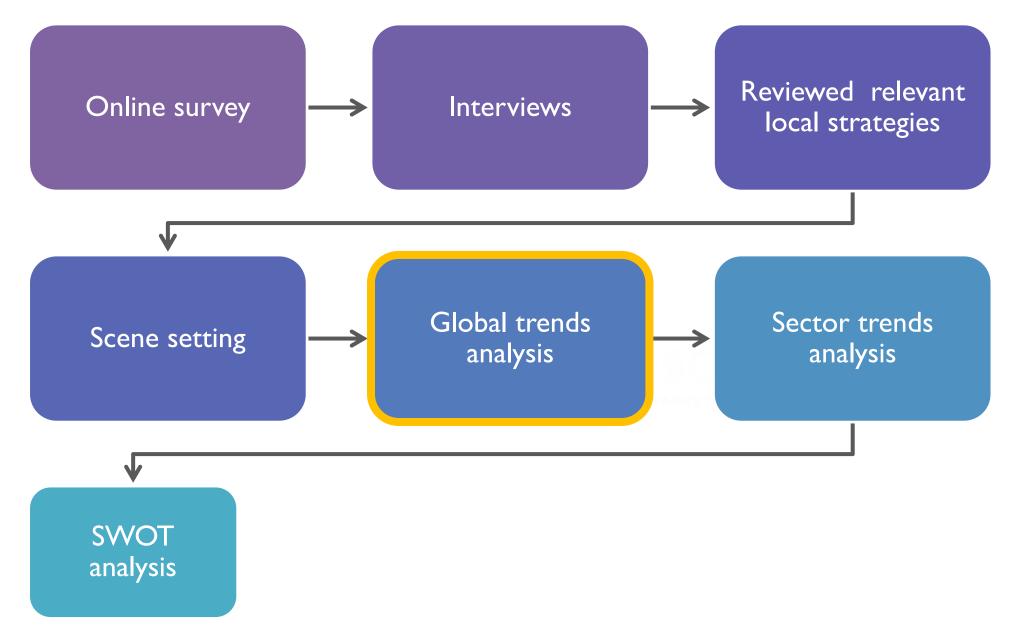
OUR APPROACH





OUR APPROACH







MEGATRENDS INFLUENCING CONSUMER BEHAVIOUR

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Demographic change

Technology

Environmental shifts and pressures

Changing values

Shifting economic power

Brexit



TRENDS INFLUENCING TOURISM DEMAND INABERDEENSHIRE

TRENDS INFLUENCING TOURISM DEMAND



Shorter breaks, more often

More international visitors

Diverse visitor profiles

Seeking disconnection from a chaotic world

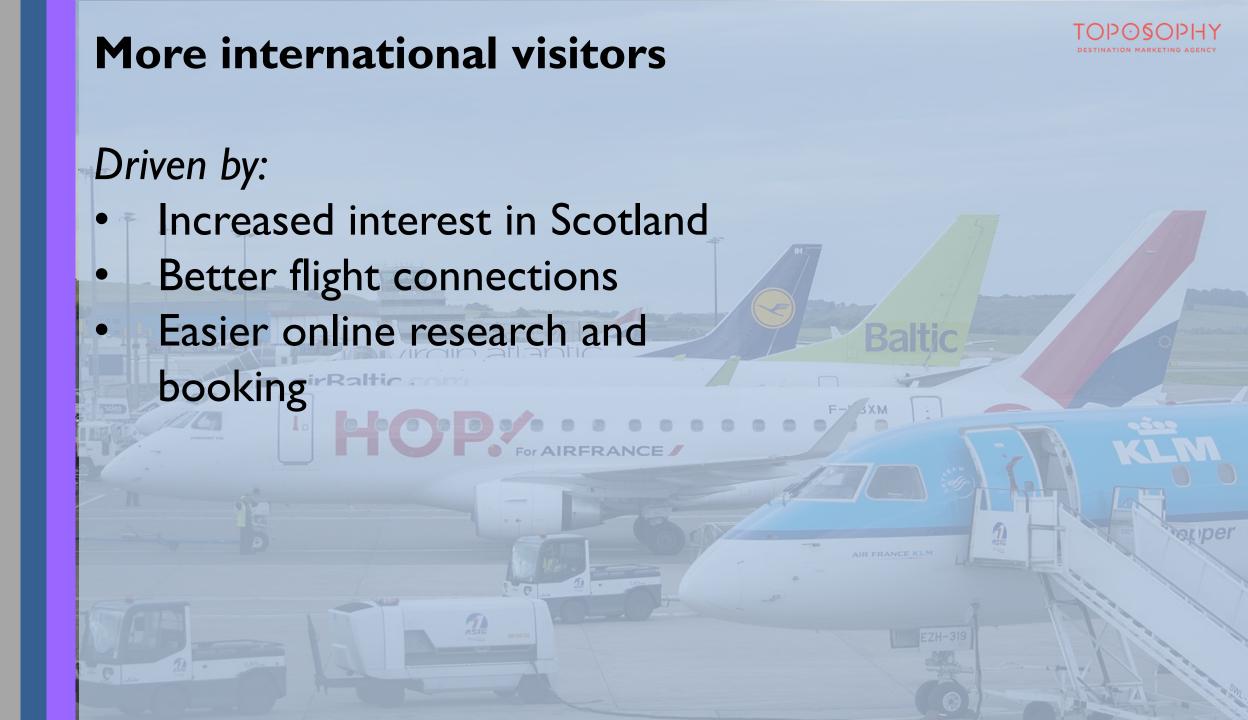
Active holidays in nature's playgrounds

Freedom on the road: fluid itinerary travel

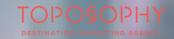
Discovering honest authenticity

Tech everywhere: keeping up with digital tech change

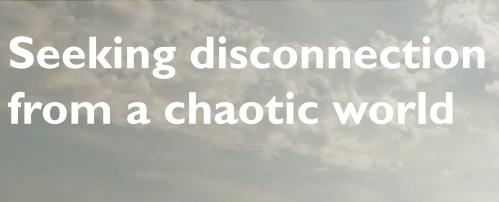




Diverse visitor profiles



- Changing family patterns
- Multi-generation travel
- Greater ethnic diversity
- Visitors mixing business and leisure in the same trip



- Busy, stressful lives
- Greater awareness of physical & mental health
- Holidays for recovery and self-improvement



- Increased interest in physical health
- Increased walking, cycling and 'soft adventure'
- Popularity of amateur sports events, marathons









- Seeking comfort and safety in an uncertain world
- Interest in Britain's past and heritage (e.g. The Crown)
- Localism
- Visitor's desire to know unique aspects of Scottish culture and meet local people

Tech everywhere

This means:

- Sink-or-swim situation Rise and rise of:
- Platforms
- Mobile
- Collaborative economy
- Just-in-time decision-making
- The 'digital detox'



TRENDS - TAKEAWAYS



 Good news: Strong alignment with what Aberdeenshire has to offer

- New trends can always emerge, so it's important to monitor them and respond
- It's imperative for us all to act on them



THE OPPORTUNITIES



- Headline opp the capacity to grow
- Strong alignment experiences with consumer trends
- Major new assets (especially in 2019 and 2020)
- Existing assets that we can readily turn into experiences
- All of these require action on our part

BUSINESS EVENTS will be an opportunity if we...

- Leverage targeted business events to grow visitor spend and business in Aberdeen city and shire
- Meet the needs of organisers and delegates before, during and after their event
- Attract and host business events as 'Team Aberdeen'









CULTURE, HERITAGE AND EVENTS will be a growth opportunity if we:

- Ensure that visitors can discover our culture and heritage more easily, combined with other activities
- Associate Aberdeenshire's wide variety of events more clearly with the destination brand to grow audiences



FOOD AND DRINK will be a growth opportunity if we....

 Develop a range of experiences connected with food and drink to help visitors enjoy it as an integral part of their visit

from Aberdeenshire's strong food production sector and globally-recognised brands





THE WAY FORWARD:

BUILDING THE STRATEGY





To develop the visitor economy to provide a sustainable contribution to the prosperity of North East Scotland



NEXT:

THE GUIDING PRINCIPLES

Every strategy has them in some shape or form

They're essential for the rest of the strategy to work



SUSTAINABLE GROWTH:

for the environment, society and economy

Protect the natural and built environment while ensuring the wellbeing of local people

This should set us apart as a competitive strength



2. INDUSTRY LEADERSHIP

Businesses should take the initiative in working together. They should take a greater role in developing the destination and owning the success that it brings



3. GOOD GOVERNANCE

Government agencies should take a joined-up approach to planning, and work to support the continual growth of the visitor economy



4. EMPLOYMENT

The tourism sector should provide increased opportunities for employment, creating jobs that are fair, inclusive and offer good prospects for career advancement, especially for young people



5. COLLABORATION

All tourism stakeholders should work together within Aberdeenshire, and beyond where relevant, in pursuit of the objectives set out in this strategy

THE STRATEGY: MISSION AND PRINCIPLES





GUIDED BY KEY PRINCIPLES

Sustainable growth | Industry leadership | Good governance Quality employment | Collaboration



OUR MISSION

To develop the visitor economy to provide a sustainable contribution to the prosperity of North East Scotland

THE STRATEGY: OVERVIEW



FOCUS ON OUR COMPETITIVE STRENGTHS & OPPORTUNITIES

Business Events | Cruise | Golf | Culture, Heritage & Events | Food & Drink | Touring & Great Outdoors







DEVELOP A GREAT VISITOR EXPERIENCE

Improved use of distribution channels | Optimise accommodation capacity & new Infrastructure development | Access | digital Connectivity | Skills development | Uphold the natural & built environment

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We're preparing the ground by:

- Helping businesses to meet the needs of trade buyers
- Building skills (e.g. digital skills, customer service)
- Optimising use of accommodation and new infrastructure
- Improving transport links & digital connectivity
- Taking care of the natural and built environment





INSPIRE & ATTRACT VISITORS WITH OUR STORY

Target our best prospect audiences on 'Home Turf', and among 'Near Neighbours' & 'Distant Cousins' Use of insights | Brand development |



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Use of insights | Brand development |

Market development first:

- Market research
- Build relations with the travel trade
- Develop the brand

Then based on this, we refine the way we market to:

Home Turf, our Near Neighbours & Distant Cousins



THE AMBITION



BY 2023, GROW VISITOR SPEND TO £1 BILLION PER YEAR

(£500m overnight visitors, £500m day visitors)



MEASURING PERFORMANCE





Quantitative
Qualitative
Capabilities



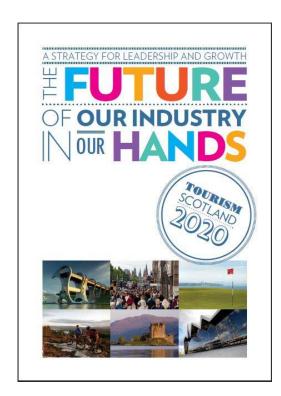
THE STRATEGY AND YOU



This is a framework for all tourism activities in Aberdeen and Aberdeenshire

It sets a common goal, and gives everyone a sense of direction.





"The future of our industry in our hands"



NEXT STEPS





You'll receive a copy of the strategy with headline objectives and action plan



Send us your comments by 10 April





You'll be invited to events in the spring/summer where you can help shape the action plans



Join us and have your say



THANK YOU

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