



VISIT ABERDEENSHIRE'S **FIND YOUR PERFECT ESCAPE** 2023 SUMMER CAMPAIGN EVALUATION

We are committed to evaluating our campaigns on an ongoing basis, to help us find out whether they achieved what they set out to do. The evaluation findings then become invaluable insights for future campaign planning.

This campaign aimed to reach people living in Scotland and North-east England with a highly targeted campaign promoting Aberdeen and Aberdeenshire's summer offering.

WHY DID WE CARRY OUT THE SURVEY?

As well as these main objectives, our campaign focused on:

- Increasing the **likelihood** of people living in Scotland and Northern England to book a break in our region
- Strengthening the positive **sentiment** and engagement on social media

Carrying out a post campaign survey allows us to explore these specific areas to find out what the campaign made people **think, feel** and **do**, both immediately on seeing the campaign but also in the longer-term.



72%

of our respondents were female

70%

of our respondents aged between 55 and 74

55%

resided in England

**2 ADULT/
NO KIDS**

vast majority of our respondents represented a 2-adult, no children household

WHO DID WE SPEAK TO?

Just over **7 in 10 (72%)** of our respondents were female, very similar to what we normally see in our consumer evaluation surveys.

We tend to have a mature audience responding to our consumer surveys. In the case of the “Find your perfect escape” summer campaign survey, the majority of respondents fell between 55 and 74 age range (**70%**), with a further **13%** aged 75+.

We had a fairly even split in terms of where our visitors were from, with **55%** of respondents from England, **40%** from Scotland and **5%** selecting “Other”.

The vast majority of our respondents represented a 2-adult, no children household. There was a number of respondents who are one-adult, no children households.

WHAT DID THEY TELL US?

WAS OUR CAMPAIGN MEMORABLE?

The vast majority of respondents (**89%**) said they either definitely or think they recall seeing it. They were then shown imagery to double-check they were recalling this specific campaign. **87%** stated this is what they recalled seeing. This high level of recall is a key finding in itself, showing the campaign resonated with our audience, and is promising in terms of potential actions respondents went on to take having been exposed to the campaign.

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Facebook topped the list of where respondents recall seeing the campaign content.



In second place was **VisitAberdeenshire's eNewsletter**



And in third was **visitabdn.com - VisitAberdeenshire's website.**

HOW DID OUR CAMPAIGN MAKE PEOPLE THINK AND FEEL?

We gave the respondents a set of statements to explore what the campaign had made them think and feel with regards to the destination. They all received agreement levels of at least **50%** (a positive outcome in itself), but the **top 2** (based on Strongly agree/agree) were:

There is a wide range of things to see and do in Aberdeen and/or Aberdeenshire
(**89%** in agreement)

I can enjoy memorable experiences in Aberdeen and/or Aberdeenshire
(**88%** in agreement)

Closely followed by:

Aberdeen and/or Aberdeenshire has a rich history and diverse culture
(**87%** in agreement)

Aberdeen and/or Aberdeenshire has a range of quality experiences to enjoy
(**87%** in agreement)

WHAT DID PEOPLE GO ON TO DO HAVING SEEN THE “FIND YOUR PERFECT ESCAPE” CAMPAIGN?

As well as what the campaign made respondents think and feel, we also, crucially, want to know what it made them do, ie. What action did they go on to take? First we look at what they might have done very soon after seeing the campaign.

The top four actions were:



1) Enter the campaign prize draw



2) Talk to friends and family about a visit to Aberdeen and/or Aberdeenshire in the future



3) Sign up to VisitAberdeenshire's eNewsletter



4) Explore other pages within VisitAberdeenshire's website

It is very positive to see **“Talking to friends and family”** in at number 2, as it frequently is in our survey responses, emphasising that the campaign sparked conversations and achieved advocacy.

It is also reassuring to see respondents embark on their journey or engage further with the organisation and the destination, evidenced through eNewsletter sign up and exploring visitabdn.com more deeply.

We are always interested to find out if the campaign had inspired people to take a future holiday or short break in the region, so it was positive to find out that some respondents had already visited, or had booked elements of their trip as a result of the campaign.

In terms of how the campaign had influenced their break, the top selected statement was:

“I explored more of the region than I would have done otherwise.”

Clustered closely in 2nd, 3rd and 4th place were:

“I visited/will visit Aberdeen and/or Aberdeenshire instead of another destination.”

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

“I visited/will visit Aberdeen and/or Aberdeenshire at a different time of the year than I normally would.”

These statements all represent positive action in terms of spreading tourism, both seasonally and geographically.

Of those who had visited, **87%** gave a satisfaction rate of 8, 9 or 10 (on a scale where 1 was Extremely dissatisfied and 10 was Extremely satisfied).



OUR RESPONDENTS TOOK THE TIME TO SHARE THEIR THOUGHTS WITH US

“It’s an amazing city and easy to walk around, beautiful buildings and open spaces especially Union Terrace Gardens.”

“Hadn’t been east in nearly 30 years. Found a fab cottage in Finzean and despite the weather will definitely be back. Yes it was cold and wet which was unfortunate but it hasn’t put us off, Fab days out with loads to see and do. Great farm shop/café on the door step and loads of small independent shops and cafes in Aboyne and Ballater. Great days out to Fraserburgh and Peterhead as well as Stonehaven. Will be recommending and returning soon.”

“We stayed in Aberdeen itself although visited the shire. Although we have been to Aberdeenshire many times over the years we had no idea how much there was to Aberdeen itself.”

“I’ve been to Aberdeenshire many times to see my son who lives in Kemnay. This campaign made me realise how many other attractions are in the area than previously known, and also educated my son about things on his doorstep that he wasn’t aware of. I found the things outlined by the campaign very useful and interesting.”

“It’s a really beautiful city, unexpectedly different than most others I have visited on a city break. It was special because my ancestors lived and worked there so the history of it was very important to me. St Nicholas, Bon Accord church, Ship Row & Gallowgate all had great significance and although much of the city has been modernised, there is a great deal of excellent architecture (Marischal College) and quaint areas of historical interest.”

INTERESTS AND PASSIONS

Our respondents told us that the top interests/passions that have attracted/would attract them to visit the region are:



WHAT WOULD ENCOURAGE FUTURE VISITS?



We saw a strong pattern emerging with the responses to this question and, as with all our previous consumer surveys, the top things that would help get people here are:

- 1) A good deal, special offer, promotion on **accommodation**
- 2) A good deal, special offer, promotion on **travel** (air fares, train tickets, etc)
- 3) Knowing more about things to do and places to see

WHY ARE PEOPLE NOT CONSIDERING THE DESTINATION FOR VISITS THIS COMING YEAR?

When we asked about their intentions to visit the region, a very small number of respondents stated they had no plans to visit in the next year. When we probed on this, the top response selected was:

Too far/long distance and time to travel

Again, highlighting the continued importance of messaging that relates to connectivity and dispelling mis(perceptions) around actual travel time and how to get here.

FOR ALL SEASONS RICH IN CULTURE & HERITAGE BEAUTIFUL

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” and “For all seasons”

Closely followed by **Friendly, Plenty to do** and **Breath-taking**. It is very positive to see **“Plenty to do”** climbing the rankings as past research has shown people aren’t sure there’s enough to do and see if they travel here.

The top three words/phrases selected as **LEAST** describing the region were **Easy to get to** (consider in light of the fact the majority of our respondents (55%) were from England), **Upmarket** and **Stylish**. Again, these mirror the findings from previous surveys.

HOW ARE WE USING THESE RESULTS?

Within VisitAberdeenshire, we will use these findings to help further inform our future campaigns, both in terms of our messaging and the visual content we select to make sure it aligns to what really engages consumers and visitors. From an individual business viewpoint, do review the findings and consider how well your own images and narrative align to these findings.

Some specific findings we will be picking up on:

- **Revisiting our content to make sure it ticks those interests/passions drivers:**
 - History and heritage
 - Exploring towns and cities
 - Food and drink
 - Experiencing the natural environment
- **Encouraging businesses to highlight and promote any deals and offers**
- **Turning the volume up on those “best describes” engaging words/phrases:**
 - Rich in culture and heritage
 - Beautiful
 - For all seasons
- **Reviewing our content, and messaging, to make sure it works hard to correct any mis(perceptions) we see emerging from those “least describes” words:**
 - Easy to get to
 - Upmarket
 - Stylish

ABOUT THE SURVEY

The survey was distributed to **13,264** potential respondents (all those who had entered the prize draw). Responses were received from **224** individuals, leading to a survey response rate of **1.7%** (typically surveys of this type achieve a **3-5%** response rate so this was lower than anticipated). The survey was live in November 2023.

INSIGHTS & EVALUATION AT VISITABERDEENSHIRE

To discuss these findings in more detail, or any aspects of Insights in relation to your business, do contact us on **insights@visitabdn.com**

You will find other insights on Adventure Tourism within **<https://industry.visitabdn.com>**