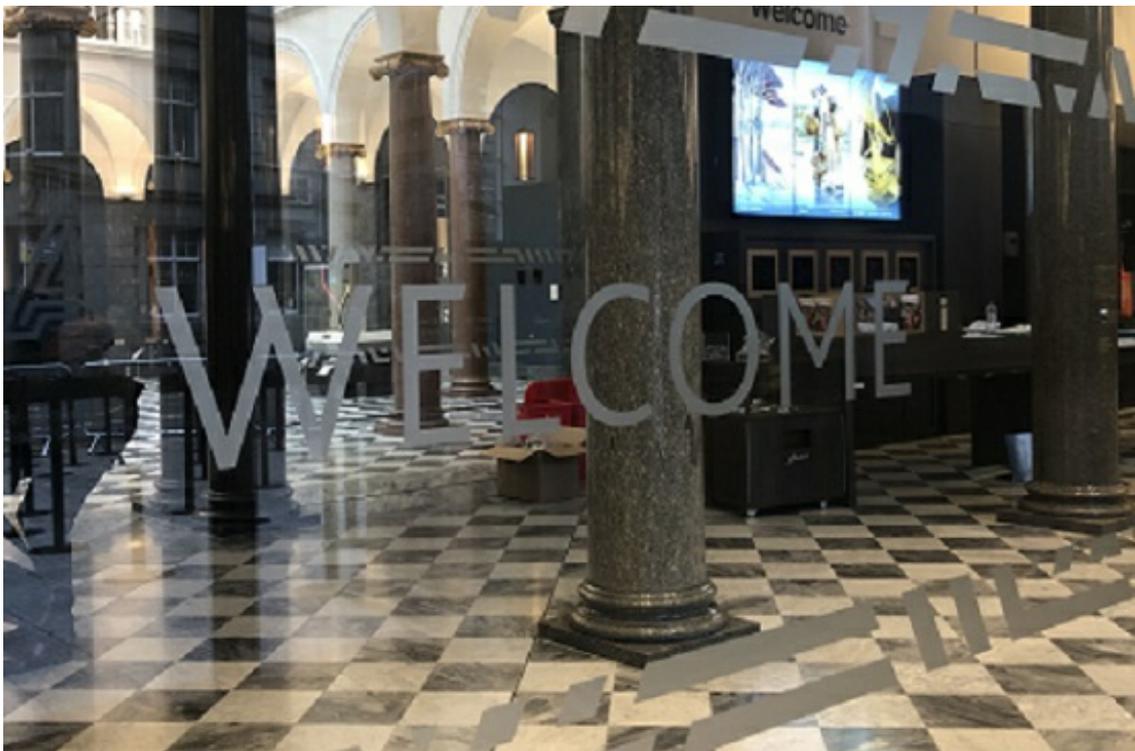


Welcome to our November update. This month we were delighted to provide PR and media support for the reopening of Aberdeen Art Gallery and to start our Cultural Renaissance project. We also look back to our autumn campaign and highlight some upcoming events and workshops led by ourselves, Opportunity North East and the Scottish Tourism Alliance.

Remember to take part in the confidential Tourism Industry Barometer if you haven't already as it gives us invaluable insights into how our region is performing.

The VisitAberdeenshire Team



## **Aberdeen Art Gallery**

Following a £34.6 million refurbishment, Aberdeen Art Gallery reopened its doors on 2 November. Re-imagined, re-born, ready to be re-discovered, the redevelopment has not only transformed the Art Gallery, Cowdray Hall and Remembrance Hall, but also created a world class cultural attraction in the heart of Aberdeen full of immersive experiences that today's visitors aspire to enjoy.

With the city's credentials as a short break destination stronger than ever, we are supporting the reopening with a digital marketing social media programme and by hosting press and influencer visits. Along with Aberdeen City Council, we partnered with VisitScotland to produce a 'Tour Guide Tales' video to help launch VisitScotland's Only in Scotland campaign (see story below).

[Find out more >>](#)

## Cultural Renaissance Project

We are delighted to announce that VisitScotland awarded a £35,750 Growth Fund grant towards a project that draws upon the region's cultural renaissance to attract more visitors.

In addition to enhanced marketing activity in spring 2020, the project includes commissions for new assets including photo, video and, for the first time, music.

We have launched a competition to find the 'sound of the north-east' with judging taking place over the coming weeks. The winner will be commissioned to create a piece of music that celebrates the destination which will then be used in our destination marketing from early 2020.

The marketing assets resulting from the project will all be made available to the wider tourism industry to positively promote the region. We will also deliver a partnership campaign with LNER in early 2020 to promote the wealth of cultural experiences available in Aberdeen and Aberdeenshire.

Supported by  
VisitScotland Growth Fund



## Workshop - Making the Most of Travel Trade Familiarisation Visits

Showing travel trade buyers around your hotel is a key part of the process to convert a lead into confirmed business. Providing the right welcome and relevant information to meet the needs and expectations of the buyer is vital. This workshop highlights best practice with advice and tips on maximising your time with buyers during a show around.

You will hear from guest speaker Karin Gidlund who has considerable industry experience, including product management for both Abbey UK & Ireland and CIE Tours. Now Travel Trade Manager for Rabbie's, Karin's wealth of knowledge and insights from a destination management company perspective will be invaluable for all members of your team involved in show arounds. Here are the details:

Date: 19 Nov

Time: 12:30 - 15:00 (lunch will be available from 12:30 - 13:15)

Venue: Carmelite Hotel

Spaces will be allocated on a first come, first served basis and we welcome multiple

registrations from the same business. Please note that this event has been specifically designed for accommodation providers.

[Click here to book >>](#)



## GolfAberdeenshire

The sixth annual GolfAberdeenshire media challenge took place in September involving this year Banchory, Ballater, Cruden Bay and Trump International Golf Links Scotland. The event attracted great coverage for the region in numerous major print and online golf and lifestyle publications.

In October we attended the annual International Golf Travel Market in Marrakech where we were able to showcase our product to 43 international tour operator buyers.

We also hosted two golf familiarisation trips in October for a well known Hamburg based German Golf Operator involving eight PGA professionals from various German cities looking to establish new itineraries for 2020. Eleven international golf tour operators also visited as part of the annual Scottish Golf Tourism Week in St Andrews.



## Autumn campaign reaches large audiences

Our autumn campaign promoted the region's culture, heritage and events, and the great outdoors to targeted audiences across the UK.

The campaign reached over 1million people on social media alone, generated over 9 million impressions, 90,000 YouTube video views and welcomed over 71,000 users to our campaign websites.

Looking ahead, the online winter campaign, targeting visitors from Scotland and Northern England, went live at the end of October, including a joint promotion with Mackie's of Scotland.

[Visit the winter campaign website >>](#)

## Events Calendar - Planner for Local Businesses

The calendar lists events that will bring 100 plus people into the region and is updated on a monthly basis for a full year ahead, and beyond where known. The calendar has two sections, one which lists public events and one which lists planned conferences.

Please note that this calendar is not visitor facing. It is very different to the main 'public' [events calendar](#) featured on our website which promotes events to visitors and local residents.

## Winter Deals and Offers

Did you know that you can submit special offers and promotions to our website? We know that people are more likely to book trips if they can secure a deal or offer and we can help you promote your offers on our website to encourage visitors to book their trip now. Your deal or offer can run for as little or as long as you like, and it can be for anything from a 'money off' promotion to an 'added value' offer.

If you have an offer, please submit it [here >>](#)

## Burns Night Events

If your event attracts 100 plus people into the region please click [here](#) to submit details. The deadline for the December edition is Thursday 21 November.

[Download the event calendar >>](#)

Research shows that people start searching for Burns inspiration in November. If you are organising a Burns event you can promote it free of charge on our online '[What's on Guide](#)'. Events submitted will also appear on both The List and the VisitScotland online event calendars.

[Click here to submit your event >>](#)



## **Tourism Industry Barometer - Your Feedback Matters**

Have you already completed the Tourism Barometer reviewing Q3 (July to September)? If so, thank you. If not, don't worry it's not too late as it's still live until 18 November.

Can we ask you to take 10/15 minutes to tell us how Q3 went:

- Were your visitors up/down/just the same?
- Were your visitors from the same origin destinations as before or have you seen changes in this over recent months?
- How optimistic are you feeling about the business period running up to Christmas?

The Barometer is the main source of insights for what's happening in our region, right now. The more businesses that complete it the clearer the picture will be in relation to visitor numbers, barriers, optimism, etc.

Thank you in advance for taking part.

[Take part in the barometer here >>](#)

## **Scotland's Future Tourism Strategy Event at RGU**

The Scottish Tourism Alliance (STA) invites you to a special networking event for tourism businesses in Aberdeen and Aberdeenshire as part of their activity in engaging businesses, destinations, communities and the current and future workforce in the draft future tourism strategy. This is your opportunity to hear first-hand an overview of the shape of Scotland's future tourism strategy and feed your thoughts back as part of this stakeholder engagement exercise.

Hosted by Robert Gordon University, there will be a networking reception with drinks and canapes at which there will be an update on the activity and the role of the STA.

Date: Tuesday 19 November

Event 1: 16:00-17:30 - Scotland's draft future Tourism Strategy

Event 2: 17:30-19:00 - Networking reception with STA team

Venue: RGU - Sir Ian Wood Building, Room N117

You can join one or both concurrent events. To register please email [mhairi.smith@stalliance.co.uk](mailto:mhairi.smith@stalliance.co.uk) by 15 November indicating which part(s) of the event you will be attending.



## Taste of Place

Opportunity North East (ONE) is hosting an event that will explore the business growth potential that food tourism brings. The event will start with a networking lunch followed by talks from a range of speakers, including Fiona Richmond and Gary McDonald of Scotland Food & Drink and Alastair Dobson of Arran Dairies and Taste of Arran.

The event will take place on 27 November, 12:30-16:00 at the Marcliffe Hotel.

[Click here to register >>](#)



## Showcasing Scotland North East

Scotland Food & Drink, in partnership with ONE and with support from VisitAberdeenshire, is delivering an event to showcase local food and drink and bring suppliers and buyers together. The event will consist of an open exhibition in the morning, a networking lunch and a speed networking event in the afternoon. This event is suitable for tourism businesses which have a food and drink offering.

The showcase will take place on 4 February, 9:30-15:30 at Thainstone Mart.

[To register please click here >>](#)



## Only In Scotland Launch

VisitScotland has launched a new marketing campaign to shine a spotlight on the incredible experiences that can be found 'Only in Scotland'. The campaign celebrates everything that makes our nation unique, showcasing the incredible experiences that can only be found here



## Scottish Government Survey - Electric Vehicles in Tourism

The Energy Saving Trust, on behalf of the Scottish Government, invites you to take part in a research project measuring the opinions of tourism businesses towards electric vehicles.

and ensure visitors never forget us.

For more information, head to VisitScotland's [online portal](#), where you will find practical information on how to get involved, a [toolkit](#) to amplify your business within the campaign and a [media library](#) with images and videos you can share across your own channels.

The survey will take approximately 5 minutes to complete with the opportunity to enter a prize draw.

[Please click here to start the survey >>](#)

## Understanding Data in the Tourism Industry

Edinburgh Napier University, in conjunction with Scottish Enterprise, is running a free online short course exploring how data can be used to address business concerns. You will learn what data can reveal about customer behaviour and how this can help your business' success.

The course has been designed in consultation with tourism businesses and will introduce simple tools and technical support to help you introduce data practices in your own business that you can use to help your business succeed.

[Join the course here >>](#)



This email was sent to .  
Click [here](#) to unsubscribe. Click [here](#) to manage your mailing preferences