



## VisitABDN News

36 Tweets



Following

### VisitABDN News

@tourismabdn Follows you

Aberdeen and Aberdeenshire's tourism agency. Tweeting about the latest North-east tourism news.

[#tourismABDN](#)

Welcome to the latest news update on activity going on in and around VisitAberdeenshire. This month we look back at our campaigns that are driving visitors to the region, reflect on what visitors said about their experience over the summer, and flag a few dates for the diary.

So lots going on, and you can keep yourself informed by **following our new corporate Twitter channel** that shares industry news, celebrates successes across the sector and provides updates on our activity. You'll see us live tweeting from events and updating you on fascinating insights relevant to the industry.

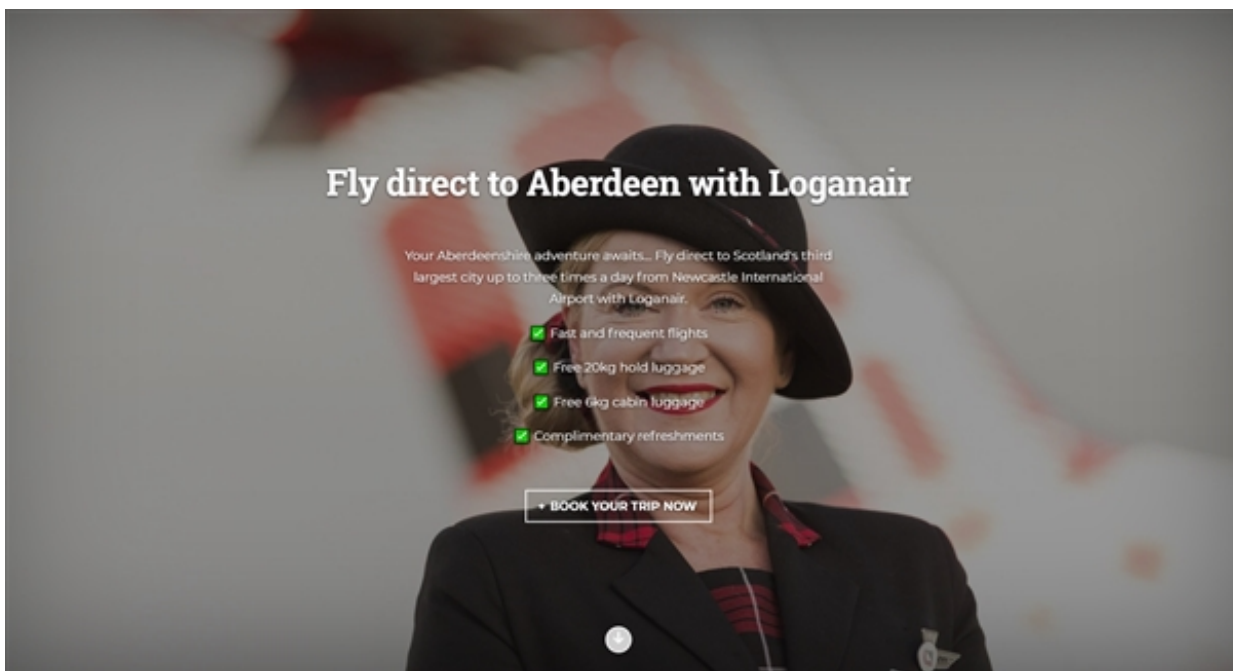
Make sure you're following [@TourismABDN](#) today, and tag [#tourismabdn](#) if you have news that you would like us to share.

The VisitAberdeenshire team



## Marketing Magic Award Win

We are delighted that our marketing team won the 'Marketing Magic' award at the prestigious 2019 Northern Star Business Awards. Our Spring campaign targeted audiences in England, Germany and more locally in Scotland through a new partnership with Scotrail. The campaign successfully generated over 13,000,000 impressions and 92,000 link clicks, and importantly increased visitor numbers and visitor spend in Aberdeen and Aberdeenshire, with Scotrail reporting an uplift of 14 % in passengers travelling from Glasgow to Aberdeen



## Partnership Marketing

Working with partners like Scotrail helps us extend the reach of our campaigns to many more potential visitors. Following our early summer campaign with Loganair linked to their London Southend route, we joined forces once again to promote the region – this time targeting visitors from North-east England to coincide with Loganair's new route from Newcastle to Aberdeen. We used an integrated marketing mix with emphasis on social media and influencer activity.

Visit the campaign website here [www.newcastletoaberdeem.com/loganair](http://www.newcastletoaberdeem.com/loganair)

Look out for our forthcoming winter campaign in Scotland that will have a particularly sweet partnership (literally), and a big announcement of something quite different for Spring 2020.



## Aberdeenshire Visitor Survey: Our Summer 2019 Results

The latest Aberdeenshire Visitor Survey results are now in, and we can share insights into what our visitors think of our destination and their experiences during their time with us.

Earlier this year, during the summer school holidays, we carried out wave 7 of our visitor survey. Based at 9 key locations across our region, we spoke to **over 400** visitors who were very happy to share their experiences and views with us.

### ***Where had our visitors travelled from?***

Aberdeenshire	Rest of Scotland	Rest of UK	Overseas
35%	22%	14%	28%

### ***How long were they here for?***

Day trip from home	1-3 days	4-7 days	8-14 days	+15 days
40%	21%	21%	10%	5%

### ***What did they tell us?***

- 95% of visitors agreed/strongly agreed that they have a positive opinion about

Aberdeenshire.

- 44% of respondents rated their trip *overall* as excellent (52% rated it as good).
- 64% of respondents are extremely likely/very likely to return to the region.
- 87% of respondents would recommend the region to friends and family.

Looking at specific aspects of their trip, how many of our respondents rated these aspects as excellent or good, and which particular elements came out “on top”?

- Accommodation: 90%
- Attractions: 87%
- Quality of restaurants/eating out facilities: 80%
- Activities: 86%
- Information on the region: 82%
- Events: 74%

Whilst, the overall ratings are very positive, it is worthwhile having a look at the results by “Excellent”, “Good”, “Average”, etc (see our Insights Dashboard for this level of detail). By doing this you will see that the greatest % of responses falls within the “Good” category for each aspect of trip, illustrating clear opportunities for improvement.

Remember to visit our [Insights Dashboard](#), where we share all our tourism insights for the region. If you would like to discuss these results in more detail or find out more about insights in general, please email: [insights@visitabdn.com](mailto:insights@visitabdn.com)

The summer visitor survey was carried out on our behalf by Aberdeen and Grampian Chamber of Commerce.

# VOLUNTEER



**Welcome to Aberdeenshire Volunteers**

We are looking for a pool of Welcome to Aberdeenshire Volunteers to provide a warm North-east welcome for visitors to our wonderful region.

Are you are interested in meeting new people, learning new skills and showing your passion for the region? If so, download the volunteer role introduction, volunteer role description and application form below.

- [Volunteer information sheet](#)
- [Volunteer role description](#)
- [Volunteer application form](#)

We plan to meet with our potential Welcome to Aberdeenshire Volunteers in small groups to discuss the role further. Group discussion sessions will take place at the VisitAberdeenshire Offices on the following dates and times;

- Thursday 24 October - 10am to 12noon
- Tuesday 29 October - 10am to 12noon
- Thursday 31 October - 2pm to 4pm
- Monday 4 November - 11am to 1pm

To apply or for further information please email a copy of your completed application form to [volunteer@visitabdn.com](mailto:volunteer@visitabdn.com)



## **Tourism Industry Barometer - Q3 Review Goes Live!**

The Tourism Barometer goes live on 7 October, focusing on a review of July to September.

We were delighted with the Q2 responses. Thank you for taking the time to complete the survey in what would we know would have been a busy time operationally. We secured a strong base sample for the region as a whole and also achieved a regional report for Kincardine and Mearns, giving businesses there baseline information to use when comparing themselves against other regions and the Scottish national figures also.

We are very keen to sustain and build on these achievements with a strong Q3 response and one or two sub-regional reports where possible. Please help us do this by

## **October Events Calendar - Planner for Local Businesses**

The calendar lists events that will bring 100 plus people in to 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 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.

If your event attracts 100 plus people into the region please click [here](#) to submit details. The deadline for the next edition is Thursday 24 October.

[Download the Event Calendar »](#)



taking a few minutes to complete the survey. As well as seeing where you compare against others, the regional results will help us all to understand what's happening on-the-ground *right now*.

**The more businesses that take part the more valuable our findings are.** You can help us make the difference by:

- Completing the survey;
- Sharing the link with other tourism businesses;
- Selling the benefits of the Barometer at your networking and sector events.

Bob and Kelly McAlpine, Dalriada Lodges, Stonehaven, Aberdeenshire, state that:

*"The suite of information that is provided by VisitScotland and VisitAberdeenshire, including the Tourism Industry Barometer, is extremely useful and allows us to make well informed business decisions."*

If you have ideas on how we can spread the message, do email us on [insights@visitabdn.com](mailto:insights@visitabdn.com).

The Barometer survey is live until 18 November, and can be accessed [here](#).



## Halloween and Winter Events

As part of our Autumn and Winter campaigns we will be running some marketing activity featuring Halloween and Christmas/New Year events.

If you are organising an event you can promote it free of charge on our online [What's on Guide](#). We know that more people are likely to book tickets 8+ weeks in advance so it's important you submit your event as early as possible. Events submitted will also appear on both The List and VisitScotland online event calendars.



## Update Your Seasonal Operating Hours

Now officially in autumn, you may be making changes to your opening times.

To ensure our visitors are aware of your up to date operating hours, please check that your listing on the our website is accurate. If you need to advise us of any updates, just click the link below to email your changes.

Email a change to your listing [submissions@visitabdn.com](mailto:submissions@visitabdn.com)



## Winter Campaign Deals and Offers

In November we will launch and deliver our seasonal winter campaign targeting people across the UK. We know that people are more likely to book trips if they can secure a deal or offer, so as part of our winter campaign we will promote the various deals and offers on our website to encourage visitors to book their trip now.

Your deal or offer could be for a week, a month, or for as long as you like. And they don't have to be 'money off' - they can simply be 'added value'.

If you have a deal or offer please submit it to our website using the form below.

Submit your deal or offer now  
>> <https://industry.visitabdn.com/deals-and-offers-submission/>

## Across the Grain 2019

Across the Grain festival 2019 launched on 1 October. The programme includes around 100 events - link to the online programme is <http://bit.ly/ATGprog>

The Across The Grain printed programme has been distributed and can be found across Aberdeenshire in community centres, venues, libraries, garden centres and visitor attractions.



**BREXIT 31 OCTOBER**

**TOURISM BUSINESSES AND ORGANISATIONS**

**Find out what you need to do to get ready for Brexit**

## Preparing for a No Deal Brexit

The UK Government has issued a 10 point checklist to help tourism and hospitality businesses understand what you need to do



Search consultations

Consultation Hub Find Consultations 10% Risked, You Save, We Grow

**Consultation on The Principles of a Local Discretionary Transient Visitor Levy or Tourist Tax**

Overview

Closes 2 Dec 2019  
Opened 9 Sep 2019

## Transient Visitor Levy

The Scottish Government is currently consulting on the principles of a locally

to prepare for a no deal Brexit

For more details click [tourism no deal brexit checklist](#)

determined visitor levy and is holding a series of information sessions around the country in support of the consultation, with events in Aberdeen on 16 and 17 October.

Details can be found on Eventbrite  
<https://www.eventbrite.co.uk/o/scottish-government-14544204721>

The consultation is open until 2 December:  
<https://consult.gov.scot/local-government-and-communities/visitor-levy/>

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