



31 October 2016

Dear industry partner,

Working together to promote Aberdeen & Aberdeenshire as a tourism destination

VisitAberdeenshire is the Destination Management Organisation (DMO) for Aberdeen and Aberdeenshire. Formed in April 2016, succeeding the amalgamation of four regional bodies, the new organisation was set up to cohesively develop and promote the rich tourism product we have in our distinctive region. With such a varied product on offer, it was essential that we create a clear 'narrative' for the region. This would tell our story, set the scene and inspire potential visitors to come to our region.

Throughout extensive research and industry consultation carried out by Blue Sail, they found most prominent was the 'true' essence of our area; the scale of the place; our rich Doric culture; the history; and notably the latitude and location of the region. Blue Sail have presented their findings through 10 narratives; an over-arching destination narrative, 3 key geographical narratives, and 6 thematic narratives.

These narratives are not a list of everything we have on offer (that's the job of our website). Nor are they verbatim what we'll take to our target markets (that's the job of our marketing campaigns and channels). What these narratives will do is form the basis of our marketing campaigns and stimulate ideas for content to be used throughout our marketing channels, with the aim to inspire potential visitors to consider our region and encourage them to find out more about what's on offer here. It's at this research point that we can then inform them on what we have on offer (through our website and various other tools) leading to them booking their trip.

Ultimately our job is to drive visitors to our region and business through your doors. VisitAberdeenshire can't do this alone – if we are going to have a successful tourism destination we all need you to work together and help share consistent messages. A toolkit has been designed to help us do this; it has been created not only for VisitAberdeenshire but also for you to use. Please use these guidelines and stories to help shape your marketing campaigns and channels. Over the next year, we will be collating a bank of striking imagery and persuasive film, these will also be made available for your use as and when they're ready.

In January 2017 we will use these narratives, photos and videos to form the basis of our first carefully targeted marketing campaign which will see us present Aberdeen & Aberdeenshire in a way that has never been done before. We will also have a fully redeveloped website showcasing the destination which will help inspire and inform potential visitors.

The VisitAberdeenshire team are very excited about working with you to secure the region's position as one of the top tourism destinations in the UK and in the world. We realise though, this won't happen overnight – we're in this for the long game.

Kind regards,

Nikki Morris-Laing
Marketing Director
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