

Our Purpose	To drive demand and increase visitor spend in Aberdeen and Aberdeenshire and to support businesses to develop and meet that demand			
Our Vision	To be the leading destination organisation in Scotland, increasingly recognised for growing the visitor economy through bold and dynamic initiatives			
2025/26 Priorities	Market development. To increase awareness, visits, and associated spend			
	Region-wide and year-round promotion including targeting of higher value visits			
	Foster innovation and growth among local businesses			
	Insight-driven development initiatives to benefit businesses and the visitor experience			
	Business transition and corporate performance			
	Continued operational excellence and future stability			
	Sector leadership			
	An authentic and informed voice for the visitor economy			
Our Values	Collaborative	Ambitious	Responsible	Empathetic
	We work in partnership, internally and externally to meet our company vision	We are creative, forward thinkers and passionate about what we do	We take an environmentally responsible, and insights driven approach	We listen and respond to the needs of others

Market development. Increase awareness, visits, and associated spend

Region-wide and year-round promotion including targeting of higher value visits

KPIs

Create a dynamic digital presence

- Develop and deliver the new visitabdn.com by autumn 2025 – flagship of a new digital marketing strategy.
- Leverage opportunities and address challenges presented by AI
- Deliver effective own-channel communications at low to no cost to maximise value of database and social media following.

SEO performance
Site speed
Subscribers
Attributable spend

Build - and benefit from - our destination brand value

- Deliver creative, seasonal, consumer-facing campaigns aimed at priority audiences that attract grant funds and commercial partnerships, including Northern Nights.
- Pilot project to deliver destination campaigns for third parties whereby VA earns a management fee from provision of expertise and brand alignment.
- Commission new content as required and promote greater use of VA assets by third parties.

RoI (visitor spend)
Net Promoter Score

Aberdeen Convention Bureau

- Co-ordinate bids for targeted business events with a forward look towards 2026 and beyond.
- Deliver in-destination site visits for potential and confirmed clients, provide destination support for confirmed events and Support clients with the delivery of legacy/impact programmes
- Co-ordinate and expand the Aberdeen Ambassador Network and deliver awards event.

Conference bids submitted
Value of confirmed conferences in year

A targeted approach to travel trade distributors

- Maximise promotional sales platforms, collateral and networks including familiarisation visits to generate new business, including incentive business and golf.
- CruiseAberdeenshire. Targeted engagement with shore excursion companies and support PoA business development activity.

Buyers engaged with at trade events

Operators committed to including NE product

Welcome to Aberdeenshire Cruise passenger initiative

- Implement and oversee the programme for the 2025 season
- Maintain goodwill from cohort of volunteers and key stakeholders
- Secure the financial sustainability of the programme for 2026 onwards

Volunteers recruited

Volunteer hours delivered

Commercial income

Foster innovation and growth among businesses

Insight-driven development initiatives to benefit businesses and the visitor experience

KPIs

Deliver priority growth programmes

- Deliver an eighth Tourism Business Game Changer initiative.
- Curate a game changer alumni leadership programme
- Curate and deliver a food and drink development initiative in preparation for Provenance Festival 2026
- Secure grant funding to support all of the above

Grant funding secured for programmes

Quality rating for programmes

Support the development of new products and experiences

- Curate and deliver a series of workshops, webinars and one to one advice aligned to the Destination Strategy and marketing priorities:
 - ✓ Sustainability,
 - ✓ Inclusive tourism
 - ✓ Digital marketing
 - ✓ Travel Trade ready (incl. cruise)
 - ✓ Customer & Market insights
 - ✓ Dark Sky Tourism
 - ✓ Adventure tourism

Business advice sessions

Quality rating for VA activations

New trade bookable products

Build and maintain effective communications with the local business community

- Host a series of networking meetings across Aberdeenshire and Aberdeen
- Deliver a new industry facing website and review analytics to track effectiveness.
- Maintain a robust and compliant CRM system
- Issue a relevant and timely monthly newsletter

Attendees at VA activations

Business transition and corporate performance

Continued operational excellence and future stability.

KPIs

Develop commercial opportunities to generate new revenues

- Embed new revenue strategies across the business.
- Capture value in-kind support
- Scenario plan and prioritise for future years.

Sales target
Commercial
partnership value
In-kind value secured

Maintain financial and operational compliance

- Preparation of daily, weekly, monthly, quarterly and annual financial operations including statutory accounts, sales and purchase ledger, payroll and benefits administration.
- Preparation of reports and evidence for auditors undertaking annual accounts audit.
- Management of office facilities and fixed assets. Company Secretary support to Board and sub-committees.
- Identification and communication of relevant legislation, regulatory risks and insurance provision

Financial metrics

An energised and motivated team that lives the company values

- Management and implementation of the VisitAberdeenshire people function.
- Deliver timely and targeted development opportunities to enhance business efficiency, personal growth and retention.

Employee
engagement score

Support the future tourism workforce

- Support DYW with educational project opportunities
- Continue to support the Foundation Apprenticeship scheme through work placements.
- Collaborate with RGU to provide an undergraduate work placement

Educational projects
supported

Sector leadership

An authentic and informed voice for the visitor economy

KPIs

Strategic leadership

- Continued stewardship of the region's destination strategy and action plan maintaining industry input from an advisory group and the Tourism Forum
- Ensure clear line of sight between the destination strategy and the Regional Economic Strategy.
- Maintain effective communication with regional stakeholders so that the value of the sector to the local economy, and the role that VisitAberdeenshire plays within the ecosystem is widely understood

Up to date action plan reporting

Continued support for VisitAberdeenshire's work

Evaluation

- Commission, analyse and communicate core destination data statistics, including:
 - ✓ STEAM annual volume and value data
 - ✓ Annual consumer survey
- Measure the directly attributable impact of VisitAberdeenshire's work through project evaluation
- Undertake a priority audience profile exercise to better understand best prospect visitor types, with insight for local business

On time completion

Completed as relevant to projects

Engage with national bodies and forums

- Maintain a strong voice for North-east tourism including a continued lobbying for greater focus on the east/North-east from national bodies, including but not limited to:
 - ✓ support for events
 - ✓ media profile
 - ✓ profile in overseas markets