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# **Local Consumer Survey November/December 2020**

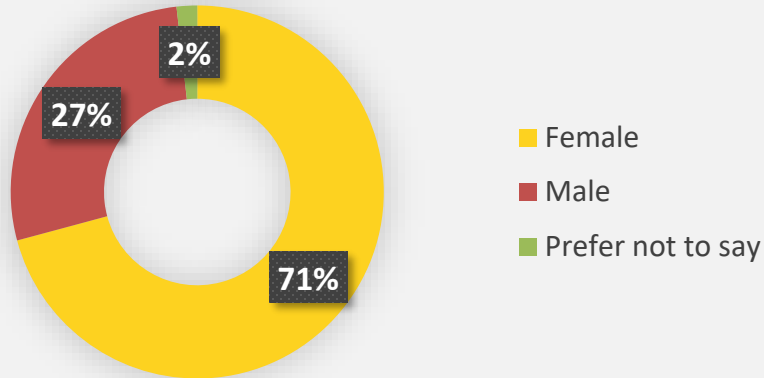


# Background

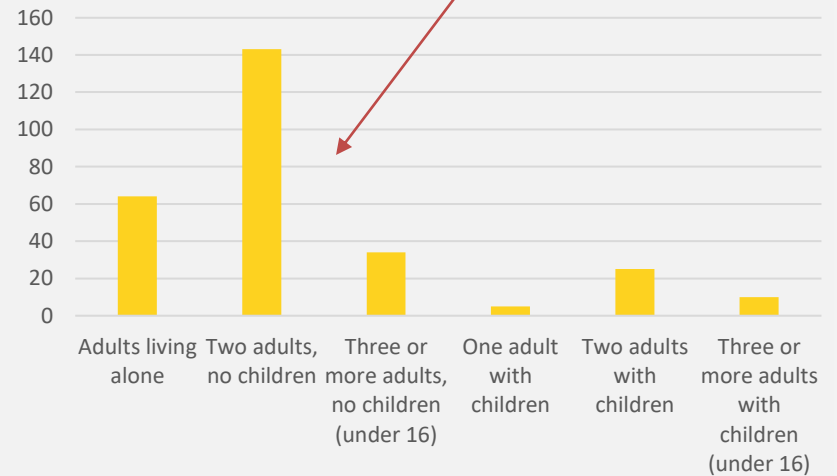
- Since March 2020, holiday and travel intentions have changed dramatically, partly through restrictions and partly through choice
- VisitAberdeenshire was keen to explore how this might have affected our local consumers, both in terms of perception of and experiences within the region
- This survey focused on:
  - how locals have experienced the region as a “tourist”;
  - information channels used; and
  - top things to do in the region
- The survey was distributed via consumer e-newsletter to 4207 local consumers
- Research period was 20<sup>th</sup> November to 6<sup>th</sup> December 2020
- Sample = 342 (8% response rate)

# Our Respondents

## Gender

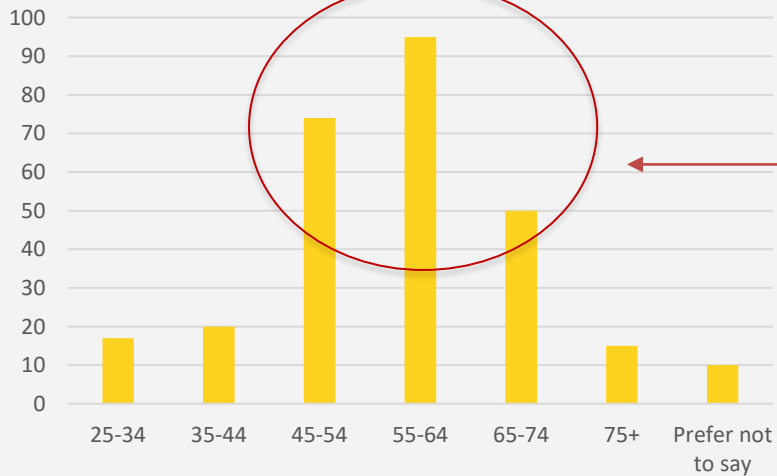


## Household Composition



86% of respondents represented adult only households

## Age



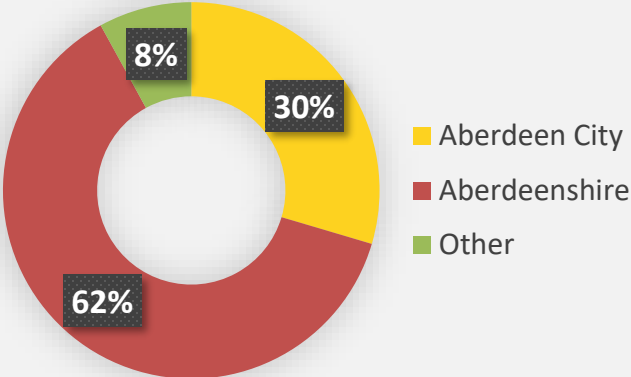
78% of respondents were aged 45-74

*The respondents' demographic profile strongly mirrors that of our general consumer surveys*

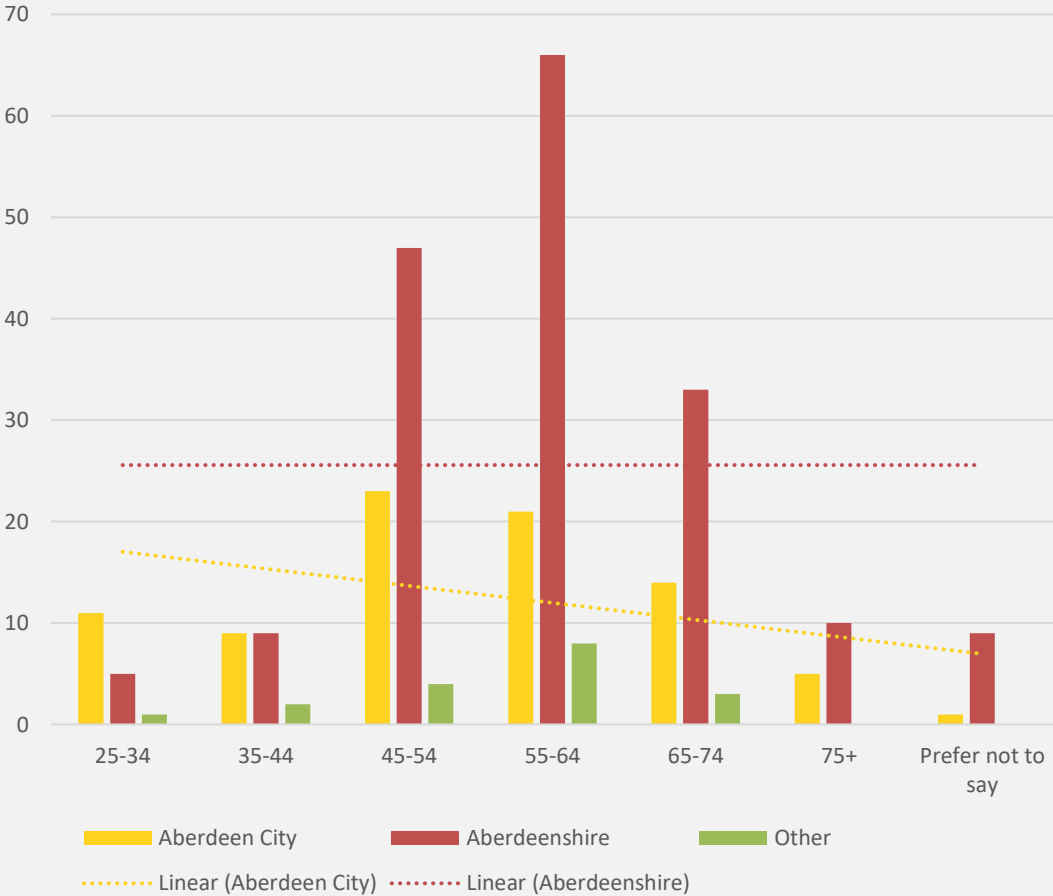
# Our Respondents



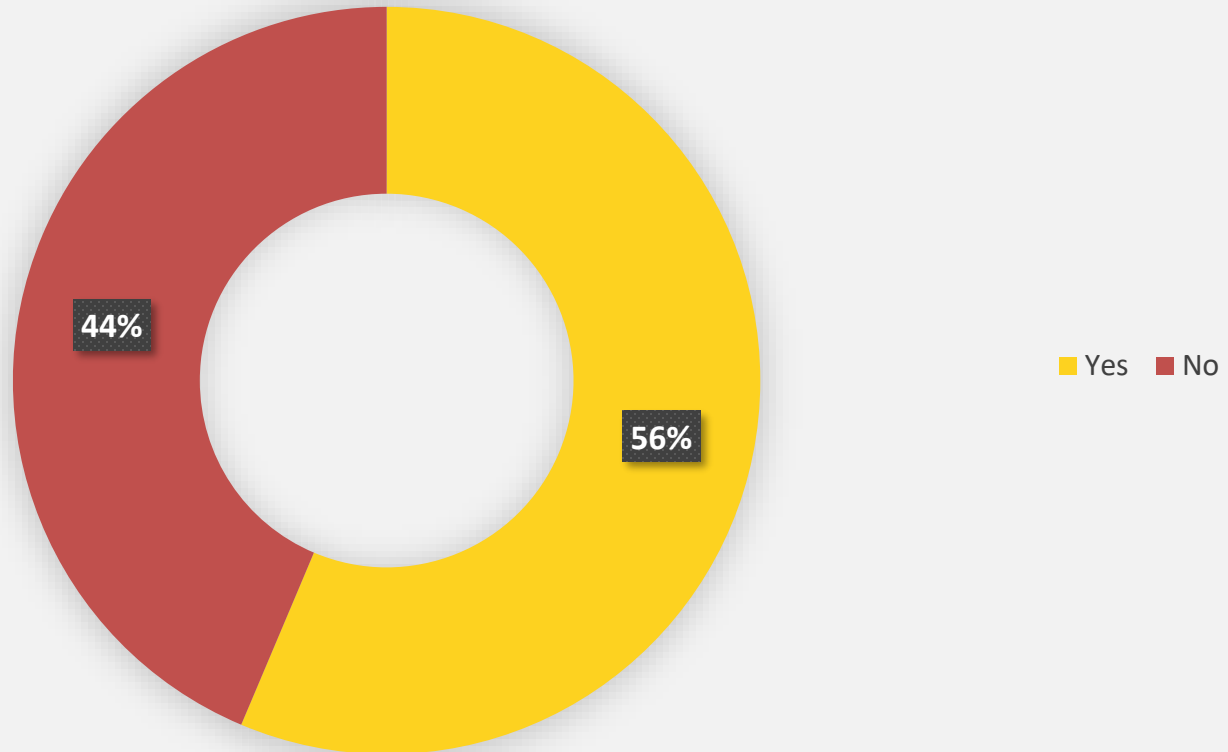
Where do you live?



Origin by Age

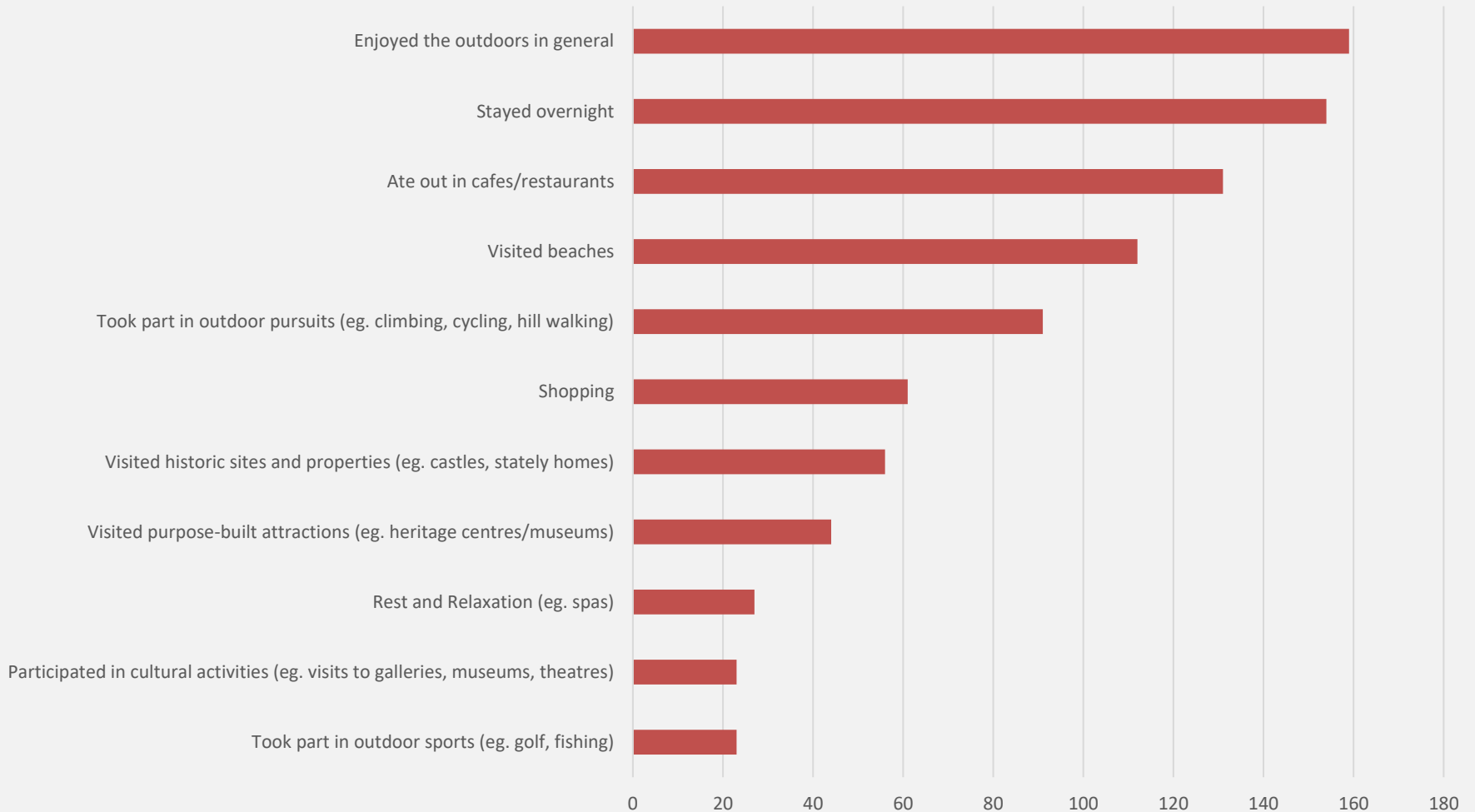


# Have you taken a staycation since July?



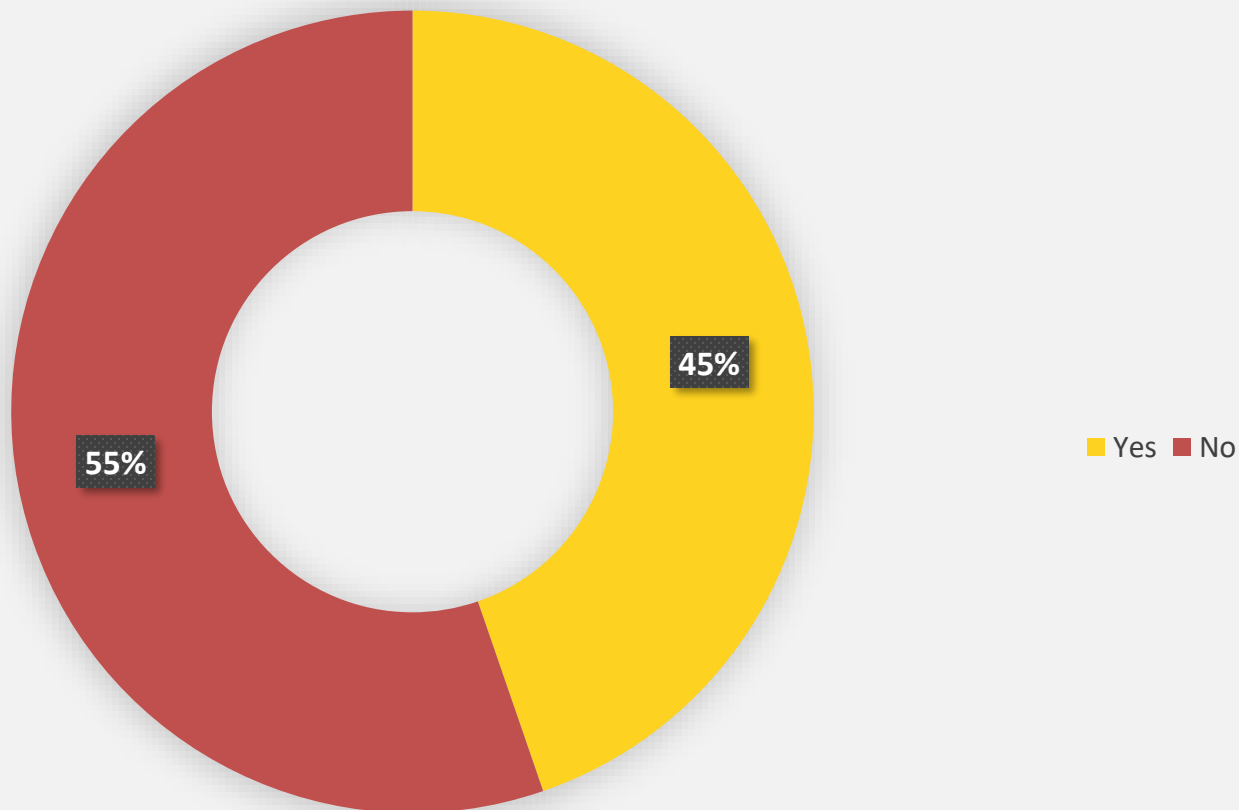
*Thinking back over the last few months, please tell us whether you have taken a staycation since July 2020? **N=330***

# What did you do on your staycation?



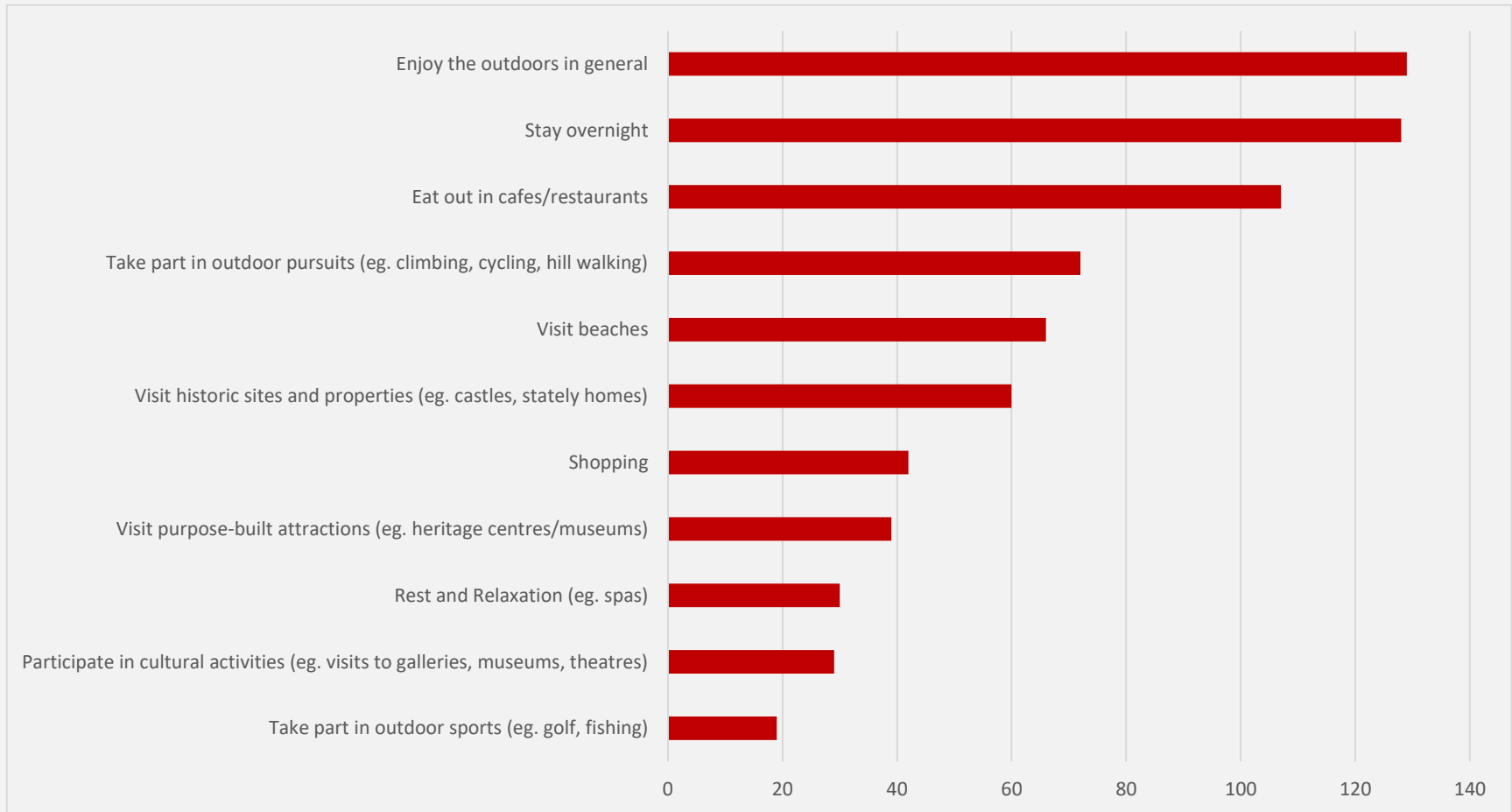
*And what activities did you take part in during your staycation/s? N=179*

# Are you planning a staycation in the near future?



*Looking ahead to the next 4 months (December 2020 to March 2021), are you planning a staycation? N=322*

# And what do you plan to do on your staycation?



*And can you tell us which activities you plan to take part in on your staycation? **N=143***



# Reasons for not planning staycation/s between December '20 and March '21



- Open-ended question - 180 responses
- As anticipated, main reasons given were COVID-19 related:
  - Fear of contracting;
  - Changing restrictions = uncertainty, affecting ability to plan;
  - Not travelling as complying with government guidelines;
  - Delaying travel until case numbers have dropped/received vaccine
- Time of year:
  - Traditionally don't travel between December and March;
  - Not inclined to undertake a staycation due to weather and shorter days
- Waiting until later in 2021:
  - Vaccine more widely distributed
  - Better weather
  - Safer/Less risk
  - Opportunity to go further afield hopefully
- Several respondents stated they were happy to stay home and take day trips at this time

# Selection of comments from “No staycation planned” responses

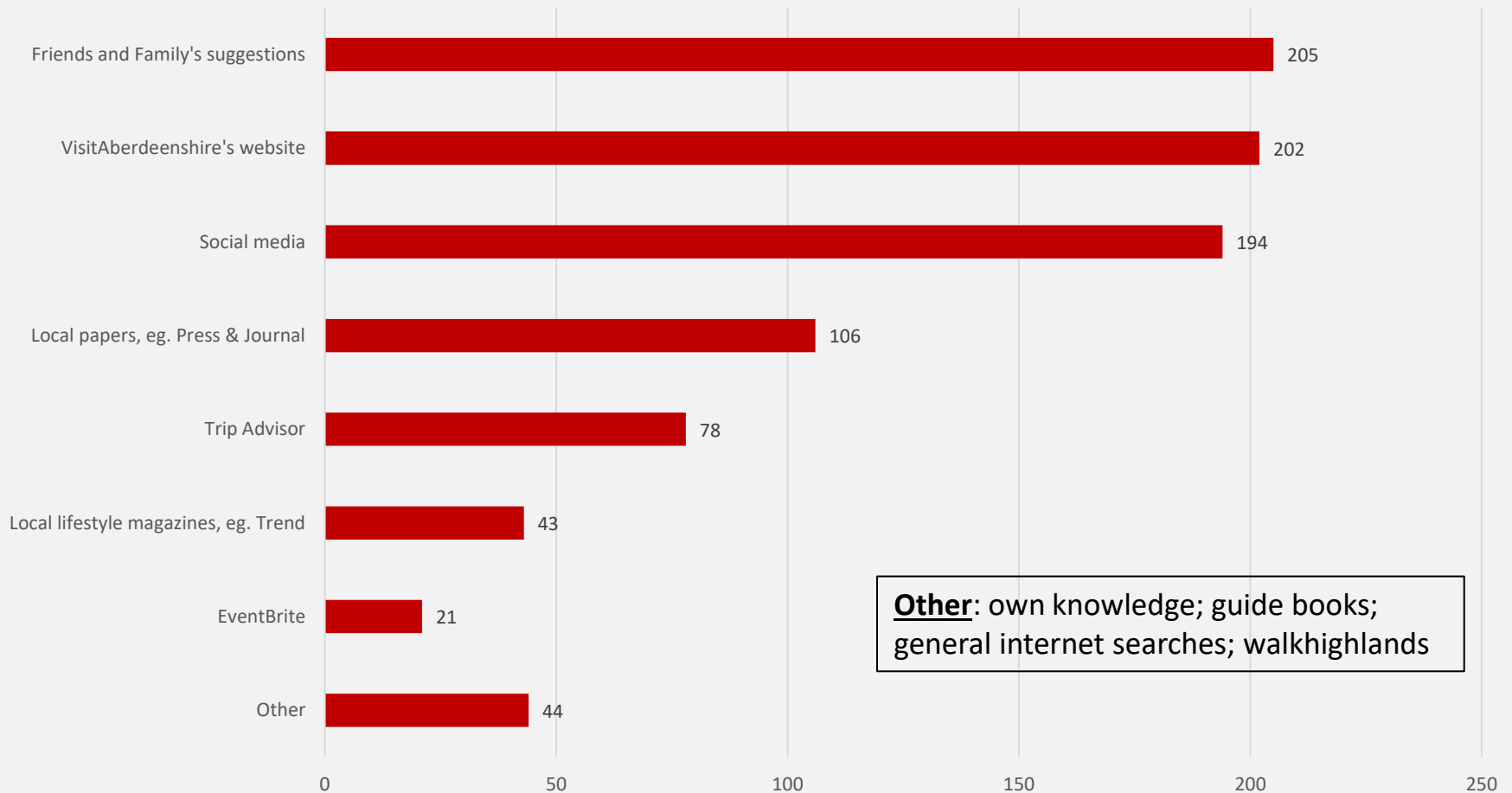


“Because we live in a beautiful part of the country and can cycle into the hills and forests and do day trips - without the need to holiday away”

*Female, 45-54, Aberdeenshire*

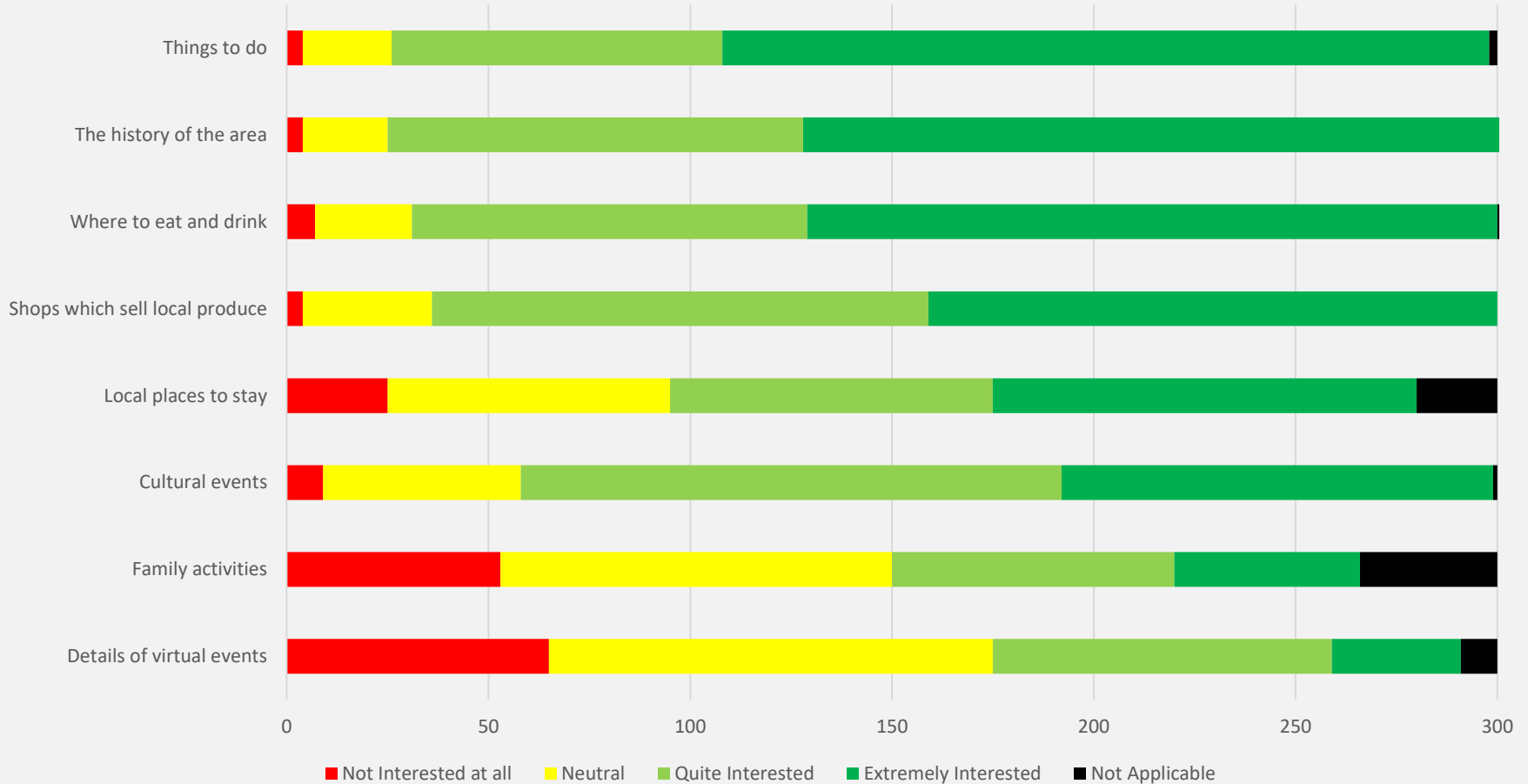
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# Where do you look to find information on things to see and do in the region?



*Focusing more locally on Aberdeen City and Aberdeenshire, please tell us what sources you use to find information on what to see and do in the region? **N=311***

# What do you want to find out more about when out and about in region?



VisitAberdeenshire strives to provide fresh and inspirational content on the region. Help us continue to do this by telling us what you want to find out more about when out and about in the region. **N=301**

# What would you like to find out more about when out and about in the region?



- Open ended question – 277 varied responses
- Clear themes relating to:
- **All things local:** walks, events, history, folklore, shopping
- **Tell us about our local towns and villages:**
  - what's on, where to eat/shop; linking them into walks/activities
  - Sense they are looking for it all to be joined up in an itinerary form or 24 hours in \_\_\_\_\_ approach
- **Farmers markets and craft fairs/markets:** strong theme linked to desire to source and shop for local produce
- **Logistical info:**
  - Despite being “local”, seeking logistical information on:
    - walks/cycle routes, e.g. parking; getting to starting points, etc.
    - Public transport in the region

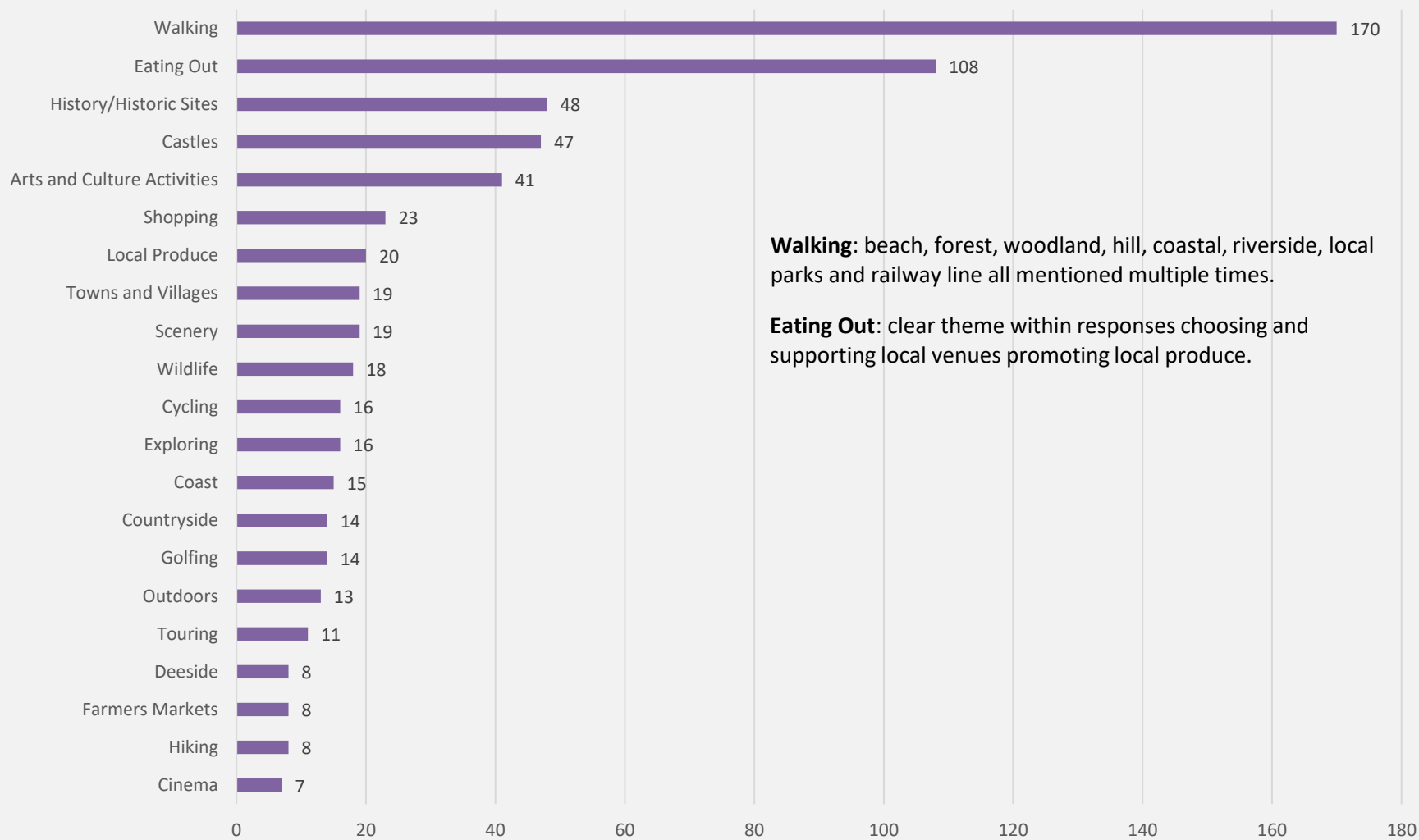
*“More detail on localised walks and cycle routes.*

*I see a lot on social media from people who are unaware of what is available on their doorstep for walks. Perhaps each village should have a more detailed section compiled by a local person with in-depth knowledge of the area. This could then cover history, geography, architecture, natural history, sport and leisure”*

*Female, 65-54, Aberdeenshire*

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# Top 3 Things to Do



**Walking:** beach, forest, woodland, hill, coastal, riverside, local parks and railway line all mentioned multiple times.

**Eating Out:** clear theme within responses choosing and supporting local venues promoting local produce.

What are your top three things to do in Aberdeen and Aberdeenshire? **N=284**

# Selection of comments from “My Top 3 things to do” responses



*“Walking at sunrise or sunset – there are loads of little walks within the city that make you think you are miles out in the countryside. These are being better rediscovered/utilised thanks to COVID-19. Countesswells Woods, Foggieton, Tyrebagger, Brimmond, Elrick.....*

*Fish & Chips by the seaside – preferably from The Bay, Stonehaven.*

*Tootle round the city taking in the NuArt installations, spot of lunch at a local pub or café, followed by an afternoon in the Art Gallery.”*

*Female, 45-54, Aberdeen City*

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*“Visit at least one of the beaches (Fraserburgh is hugely underrated, but there are loads of others), and look for seabirds – gannets are our favourite.*

*Shop local – staff may seem dour at first to visitors but are always friendly and well-informed if you show an interest.*

*And eat local – so much fresh deliciousness! Award-winning butchers, imaginative restaurants, delectable fish, and definitely the best ice-cream anywhere – but is it Mackie’s, Biccocchi’s or Portsoy? Jury’s out on that one”*



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**Interested in discussing further?**

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