

VisitAberdeenshire is committed to evaluating campaigns on an ongoing basis. This approach helps us find out whether campaigns achieved their overall objectives plus gives us invaluable insight for campaign planning.

Why did we carry out the survey?

Our Rediscover campaign is all about encouraging those who live in the region to get out and about and explore where we live and our surroundings, ultimately rediscovering what we have to offer for residents and visitors alike. Residents may not always fit into the traditional definition of a tourist but they explore, spend and often have friends and family who visit – so it's always useful to understand more about their behaviour and spending patterns.

Who did we speak to?

54%



10+ YEARS

aged between 55 and 74

3 in 4 were female

most lived in the area for

3 in 4 of our respondents to this survey were female, closely mirroring what we see in our more general visitor surveys. Another similar finding related to age, with over 50% (54%) of the sample aged between 55 and 74. Our sample was very knowledgeable of their local area and surroundings, with majority have either lived here 10+ years or all their live. Whilst some respondents do have family, the majority of those who responded live in a household with 2 adults and no children.

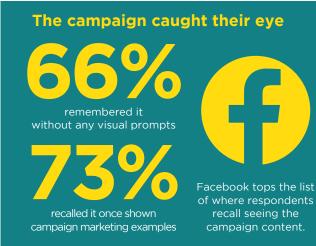
How can we use these results?

Within VisitAberdeenshire, we will use these findings to help inform our future local campaigns, both in terms of our messaging but also visual content that relates to the interests/passions and top activities our locals like to undertake.

From an individual business viewpoint, review the findings and consider how well your own images and narrative align to these findings. Engaging with our local audience will not only encourage them to visit and experience our products, but also prompt them to invite their friends and relatives to take part too.







Which words did respondents select most frequently to **best describe** our region?

BEAUTIFUL FOR ALL SEASONS TRADITIONAL

Also Welcoming, Friendly & Relaxing



53% said the campaign prompted them to invite friends and family to visit the region.

The top 2 responses to how the campaign made them think and feel



imagery & content would attract them to visit if they didn't live here



post campaign were Eat out in café/restaurant, Visit a local attraction and Explore the

region's coastline. It is also worth

highlighting that **Shop locally** with independent retailers came in a

very close 4th.

TOP 3 activities

About the survey

The survey was distributed to **3,263** potential respondents. Responses were received from **236** individuals, leading to a survey response rate of **7%**. The survey was live from the 10th to 20th September 2021.

Insights & Evaluation at VisitAberdeenshire

To discuss these findings in more detail, or any aspects of Insights in relation to your business do contact us on **insights@visitabdn.com.**

