

# REDISCOVER ABERDEENSHIRE.



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%**

aged between 55 and 74



3 in 4 were female

**10+  
YEARS**

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 life. 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.

## What did they tell us?

A full slide deck of results is available, but here are some of the highlights:

We asked respondents which of their **interests** or **passions** would get them out and about exploring the region?



The top 2 responses were **The Outdoors & Food and Drink.**

The campaign caught their eye

**66%**

remembered it without any visual prompts

**73%**

recalled it once shown campaign marketing examples



Facebook tops the list of where respondents recall seeing the campaign content.

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

**BEAUTIFUL**  
**FOR ALL SEASONS**  
**TRADITIONAL**

Also Welcoming, Friendly & Relaxing

The top 2 actions people went on to take

Talk to local friends and family about possible day trips/excursions within the region.

Explore other pages within VA's website

**53%**

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

**TOP 3 activities**



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.

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



### 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**.