

Volume and Value of Tourism in the North-east 2024: *Focus on Aberdeen City*

What is “STEAM”?

Scottish Tourism Economic
Activity Model

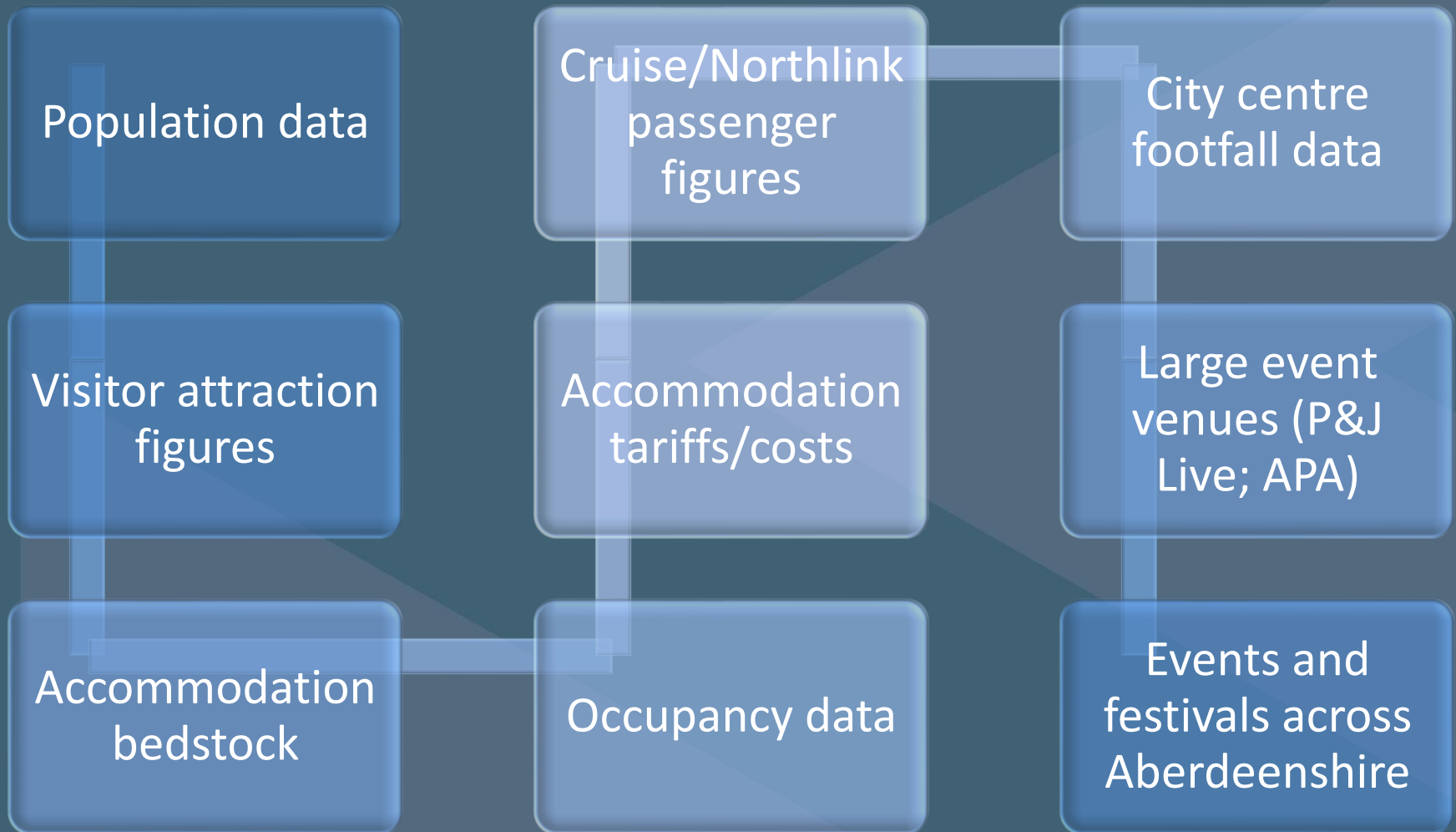
Quantitative: volume and
value data

Measures tourism from
bottom up

Blend of data provided by
GTS and by client (local
picture and data sources)

Directly informs several
Destination Strategy KPIs

2024 source examples



Recap on regional headlines: *Aberdeen and Aberdeenshire*

The 2024 regional headlines



The value of tourism to the region's economy has risen to £1.27bn

The industry was directly responsible for sustaining over 11,400 jobs

The region attracted over 3.6 million staying visitors

Over 2.5 million day visitors spent time in the region

£232m was spent on accommodation

£193m was spent on food and drink in the region

STEAM 2024: up/down on previous year?

	2024	% change on 2023
Staying visitors	3.68m	+16.9%
Day visitors	2.59m	+2.8%
Direct Expenditure	£853.8m	+2.0%
Economic Impact	£1.27bn	+2.0%
Direct Full Time Equivalents (FTEs)	11,413	+1.5%
Total Employment (FTEs)	16,000	+1.6%

City and Shire: 2024 against 2023

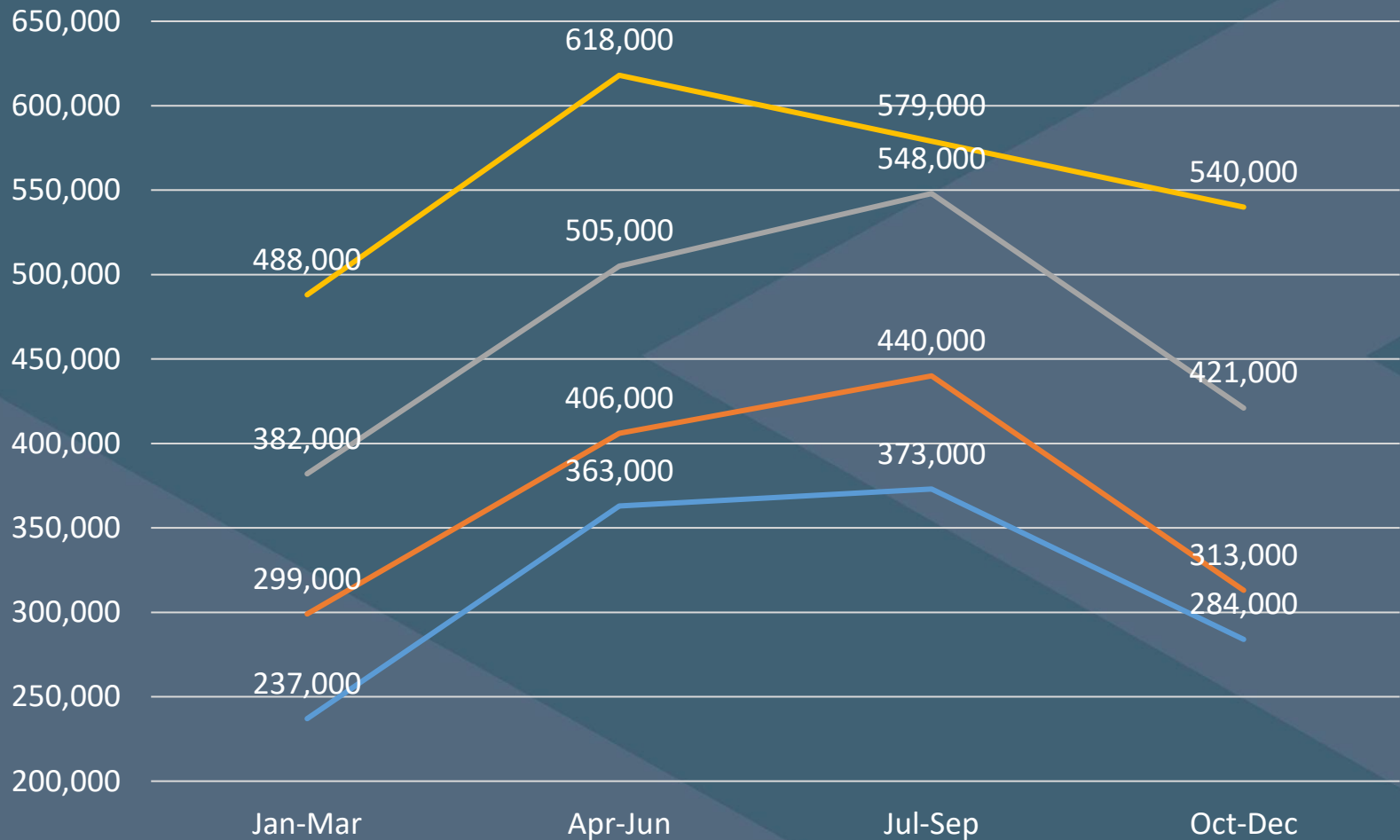
	CITY	% share	SHIRE	% share
Staying visitors	2.225m (+19.9%)	61%	1.452m (+12.7%)	39%
Day visitors	1.504m (+0.9%)	58%	1.082m (+5.4%)	42%
Direct Expenditure	£502.18m (+2.2%)	59%	£351.63m (+1.6%)	41%
Economic Impact	£751.43m (+2.2%)	59%	£518.59m (+1.6%)	41%
Direct FTEs	5,718 (+1.0%)	50%	5,695 (+2.0%)	50%
Total Employment (FTEs)	8,465 (+1.4%)	53%	7,535 (+1.9%)	47%

Aberdeen city visitor flow

Staying visitors

Quarterly spread of tourism in Aberdeen city

2019, 2022-2024



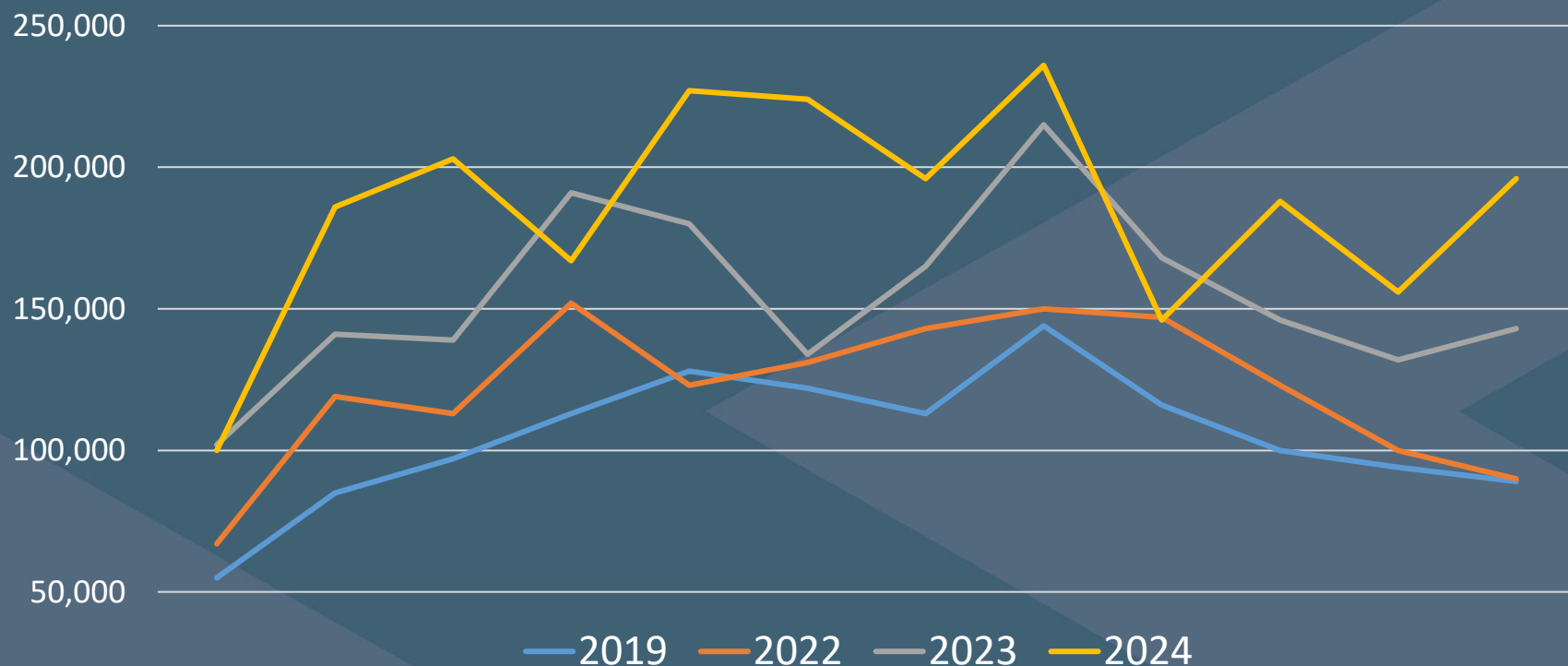
VisitAberdeenshire

— 2019 — 2022 — 2023 — 2024

Staying visitors

Monthly spread of tourism in Aberdeen city

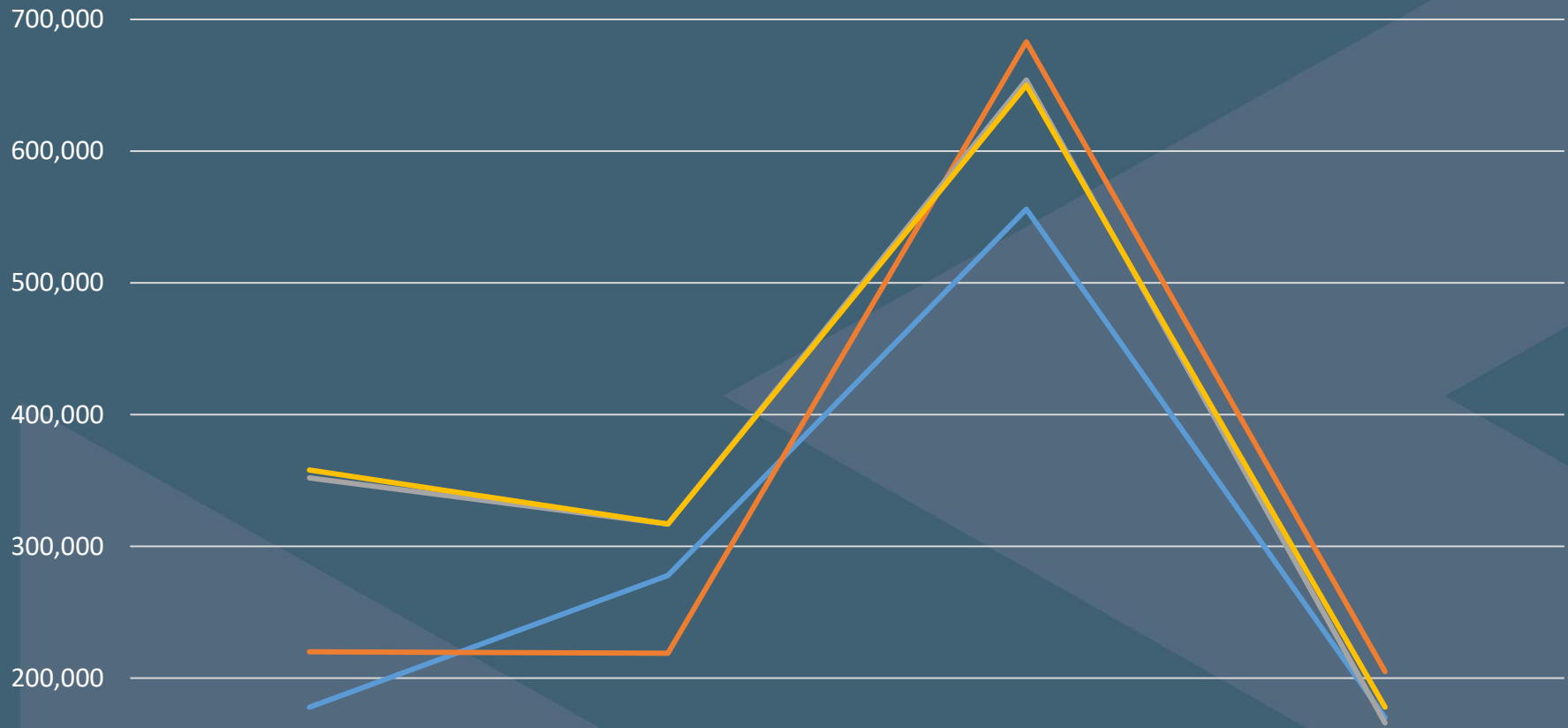
2019, 2022-2024



Day visitors

Quarterly spread of tourism in Aberdeen city

2019, 2022-2024

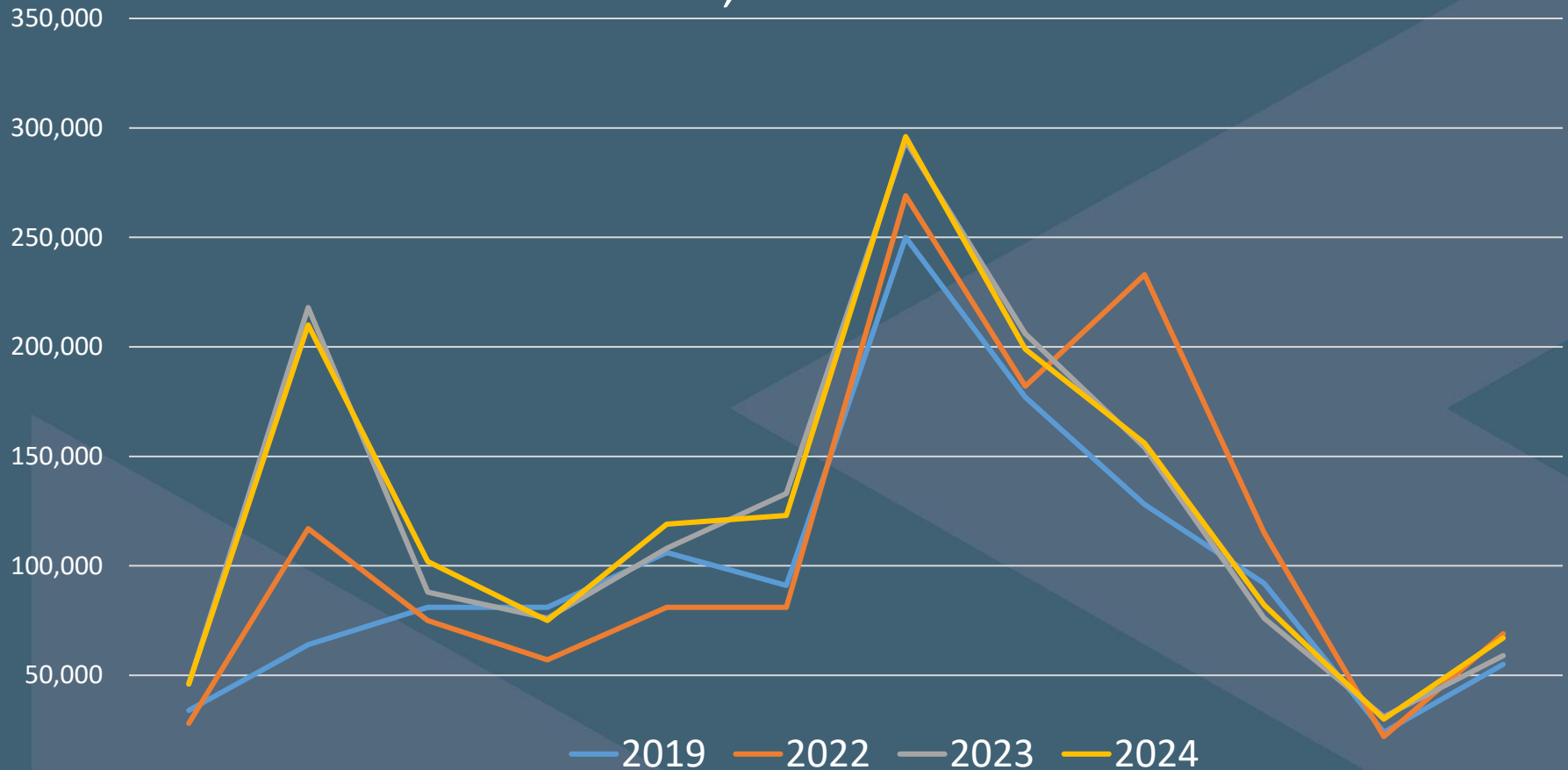


	Jan-Mar	Apr-Jun	Jul-Sep	Oct-Dec
2019	178,000	278,000	556,000	170,000
2022	220,000	219,000	683,000	205,000
2023	352,000	317,000	654,000	166,000
2024	358,000	317,000	650,000	178,000

Day visitors

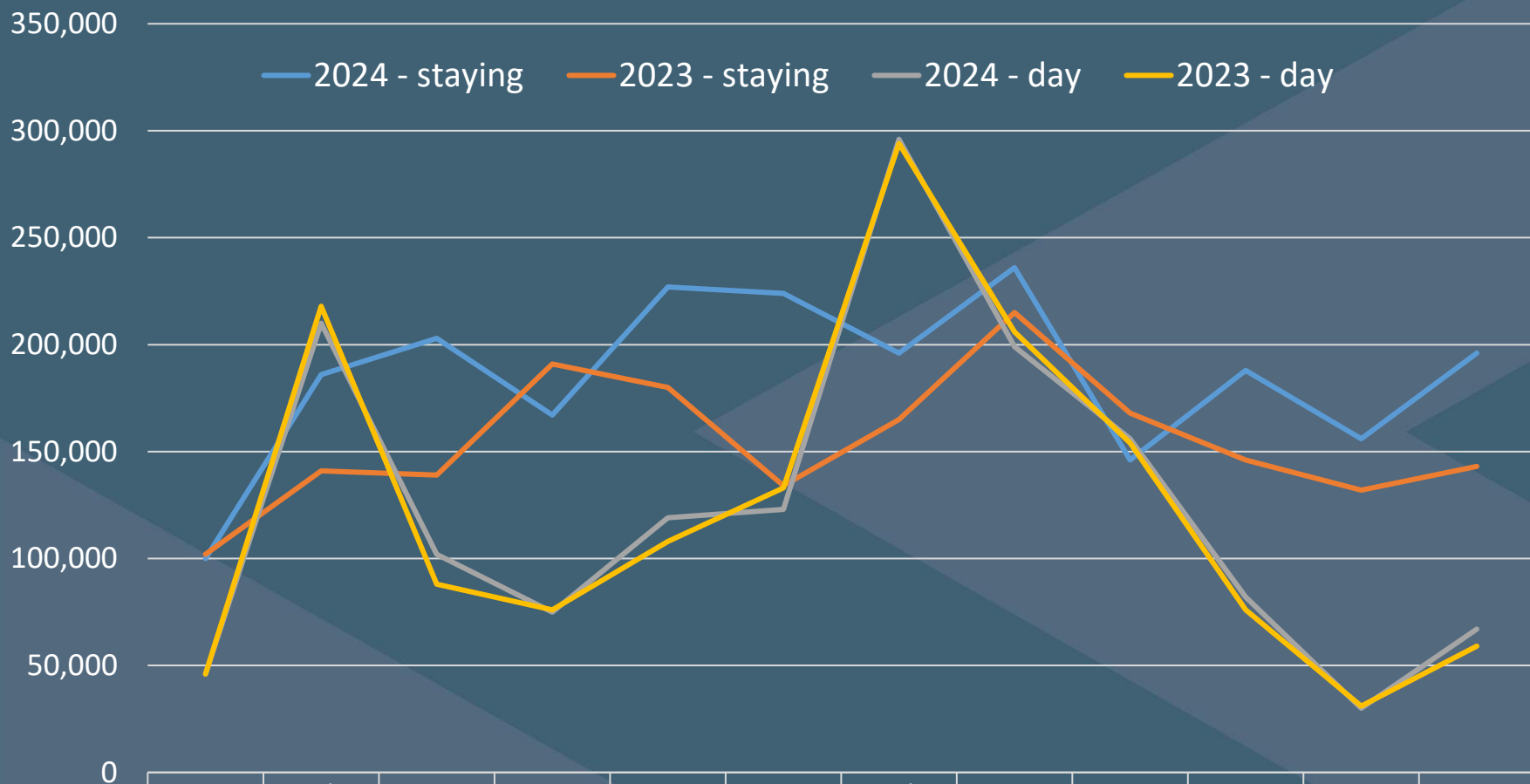
Monthly spread of tourism in Aberdeen city

2019, 2022-2024



	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
2019	34,000	64,000	81,000	81,000	106,000	91,000	250,000	177,000	128,000	92,000	24,000	55,000
2022	28,000	117,000	75,000	57,000	81,000	81,000	269,000	182,000	233,000	115,000	22,000	69,000
2023	46,000	218,000	88,000	76,000	108,000	133,000	294,000	206,000	154,000	76,000	31,000	59,000
2024	46,000	210,000	102,000	75,000	119,000	123,000	296,000	199,000	156,000	82,000	30,000	67,000

Day and staying visitors combined: Aberdeen city 2023-2024



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