



Delivering for Aberdeen & Aberdeenshire

We promote Scotland with Scotland, working with local industry to grow the visitor economy.

 Visit Scotland | Alba™

Introduction

We act as a catalyst for Aberdeen & Aberdeenshire’s economic growth: working with partners to help make the region a destination of first choice for a high quality, value for money and memorable customer experience.

Aberdeen & Aberdeenshire continues to evolve as a destination, with many infrastructure projects advancing towards completion and several ‘firsts’ for the region this last year, with the inaugural Great Aberdeen Run and the Tour Series hosting an Aberdeen round.

Together with the DMO VisitAberdeenshire, we have some significant assets to promote over the coming years, with a cruise-ready harbour expansion and the new AECC due to open in 2019.

We worked with VisitAberdeenshire, National Trust Scotland and Historic Environment Scotland to revamp our Castle Trail promotion with a digital e-book; we also saw the launch of two new touring routes in the region. The Snow Roads and the North East 250 have every potential to become successful touring routes, attracting a lucrative overnight market to the region.

I look forward to working with industry and stakeholders in Aberdeen & Aberdeenshire to maximise the region’s potential to benefit from partnership opportunities over the coming year.

Jo Robinson
Regional Director
VisitScotland



Key stats for Aberdeen & Aberdeenshire



£22,160
GROWTH FUND
INVESTMENT



**MORE THAN
1 MILLION**

POTENTIAL VISITORS REACHED
WORLDWIDE THROUGH
ENGAGING AND CREATIVE
CONSUMER PR ACTIVITY
FEATURING THE AREA IN 2015/16

£128,250

INVESTED BY OUR EVENTS
DIRECTORATE TO SUPPORT
EVENTS DURING 2016/17



VISITSCOTLAND.COM HAS
FACILITATED A 175% INCREASE
IN BUSINESS REFERRALS FOR
ABERDEEN & ABERDEENSHIRE.
GOING FROM £33,859 TO £93,213
BETWEEN 2016 AND 2017

£38,250

OF ECONOMIC SUPPORT
FOR THE REGION
DURING 2016/17 VIA OUR
CONFERENCE BID FUND



66 MILLION VIEWS
OF #SCOTSPIRIT FILMS
AND DOCUMENTARIES
INCLUDING MESSAGING
ON THE AREA



**MORE THAN
378,000**

VIEWERS SAW MESSAGING
ON ABERDEENSHIRE AS
PART OF OUR INNOVATIVE TV
CAMPAIGN WITH E4 IN
AUTUMN 2017.

Developing tourism across Aberdeen & Aberdeenshire

STRATEGIC ACTIVITY

Aberdeen & Aberdeenshire is a region which has everything our visitors seek in abundance; luxury accommodation, fantastic natural resources, a rich heritage and authentic Scottish experiences. We promote the region's assets through trade exhibitions, marketing and campaigns.

We support the industry's national strategy – Tourism Scotland 2020 and businesses in Aberdeen & Aberdeenshire to grow the visitor economy, aligning with the Scottish Government's four pillars of investment, internationalisation, innovation and inclusive growth.

Our support for the region's community planning partnerships is one of the ways we work with public sector partners to develop quality and customer experiences, to drive economic growth in communities across the region.

Investing in the digital capacity of Scotland's tourism, our partnership with Digital Tourism Scotland will ensure that as visitors continue to explore new online platforms and opportunities when planning their journey to the region, businesses are equipped to meet demand with highly developed digital knowledge, capabilities and infrastructures.

Our Industry Relationship Managers also provide a direct line of support for businesses, offering one-to-one surgeries on topics such as online book-ability and online reputation management.

We support businesses to harness new opportunities and improve the visitor experience, helping to make Aberdeen & Aberdeenshire a must-visit, must-return destination.

INDUSTRY SUPPORT

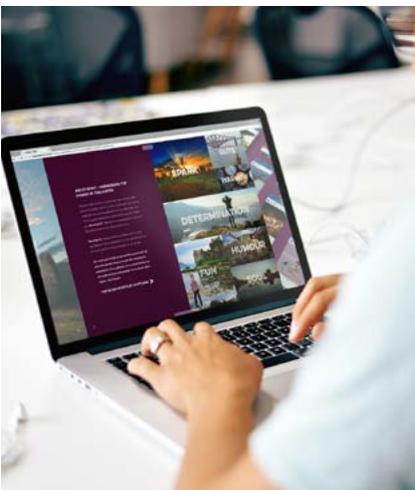
One of our top priorities is to work alongside and support local businesses throughout the tourism industry in the area to embrace the opportunities we have to offer your business.

Our Quality Assurance (QA) scheme is a useful promotional tool for highlighting the quality of your business to help attract customers. QA goes beyond the stars on your door, as businesses benefit from expert advice and support on a range of aspects of quality, including sustainability, accessibility and food and drink.

Businesses who sign up to the VisitScotland Information Partner programme commit to becoming a provider of key local and regional information and enhance the visitor's experience while in the area. Across Aberdeen & Aberdeenshire, there are more than 100 businesses (and growing) actively engaged.

Our Industry Relationship Manager, Dennis McFarlane, works closely with local businesses and can provide tailored advice and support. Dennis can be contacted on

dennis.mcfarlane@visitscotland.com or on 01224 269188.



Marketing Aberdeen & Aberdeenshire

CASTLE & COASTAL TRAIL

With more than 300 castles, stately homes and ruins - Aberdeenshire is considered 'Scotland's Castle Country.' In partnership with Historic Environment Scotland, National Trust Scotland and VisitAberdeenshire; we produced the Aberdeenshire Castle Trail.

Aberdeenshire's coast was rated as one of the most scenic in the world by National Geographic magazine and the 165-mile signposted Aberdeenshire Coastal Trail was promoted through a leaflet, online content, and a four-day suggested itinerary in partnership with VisitAberdeenshire.

With a significant German demographic visiting Scotland to experience our scenery and history, we delivered a consumer campaign promoting Aberdeenshire. The online campaign, featuring the castle and coastal trails, aimed to increase awareness, promote our product and inspire German visitors to discover the region.

SCOTLAND IS NOW

A new global campaign – Scotland is Now (spring 2018 launch) - represents a confident, consistent and bold approach to brand marketing.

Working in partnership with Scottish Government, Scottish Enterprise, Scottish Development International and Universities Scotland we will deliver a new brand for Scotland, positioning Scotland as a bold and positive country, rich in history and heritage but forging forward in a more progressive and pioneering way. This will cover four pillars of activity – Visit, Live & Work, Study and Invest.

At the heart of this campaign is the message that Scotland is a country with the warmest of welcomes, challenging new thinking, creating new opportunities for study and jobs, supporting new industry and driving technology that embraces humanity across the world.



DELIVERING FOR ABERDEEN & ABERDEENSHIRE

WHISKY GALORE!

The popularity of screen tourism shows no signs of slowing down, and Scotland is widely recognised as a destination which encourages engagement with film and TV productions, with 40% of visitors inspired to visit after seeing Scotland on film or television.

The Whisky Galore! production featured Aberdeenshire locations, including Portsoy and Pennan.

We created a digital map and industry toolkit highlighting film locations, allowing visitors to follow in the footsteps of the cast and enjoy the scenery on offer. Working closely with the production company, we co-ordinated promotional activity and screenings to further showcase the region.

LEGENDS

Growing from the successes of our first global campaign, *Spirit of Scotland*, 2017 saw the launch of 'Ideas Become Legend.'

Ideas Become Legend presents an opportunity to have a fully collaborative

engagement campaign for business events in Scotland. Working with Scottish Government, we are building business relationships with international buyers, industry ambassadors and academics to showcase Scotland's business events credentials.

The campaign launched in November 2017 and continues into 2019, covering 12 sectors; from culture to technology, and engineering to marine science. Scotland's creative, technological and innovative assets will be front and centre of the campaign. Aberdeen and Aberdeenshire were the first region to engage with the campaign's first theme: Technology.

Throughout, the region will be working with Aberdeen convention bureaux to deliver a wider range of content to gain the highest possible exposure. Businesses in Aberdeen & Aberdeenshire can join in on social channels using #ideasbecomelegend.





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