To book call
01224 900 490

VisitAberdeenshire

2027 cruise advertising opportunities

Aberdeen welcomed **54,000** cruise visitors in **2026**, up 26% on 2025, across **71 cruise calls**. This continued growth creates valuable opportunities for businesses to reach thousands of visitors arriving in the region by sea.

Throughout the season, the Welcome to Aberdeenshire volunteers welcomed passengers ashore, providing information, maps and guidance to help visitors explore Aberdeen and Aberdeenshire.

Looking ahead to 2027, make your business stand out to thousands of incoming visitors through our tailored advertising packages. Maximise your visibility through quayside opportunities, our cruise visitor map, the volunteer information trailer and our high-traffic website.

To inspire visitors to explore the city and beyond, VisitAberdeenshire distributes thousands of printed maps through our Welcome to Aberdeenshire volunteers. Featuring both Aberdeen and Aberdeenshire, the map is also available digitally on **www.visitabdn.com**, providing additional exposure before, during and after each cruise call.







VisitAberdeenshire



	Admiral Package	Captain Package	Officer Package
Prominent advertising on the **quayside volunteer information trailer.**	✓	✗	✗
Advert included on the **2027 printed cruise visitor map** distributed to thousands of arriving passengers.	✓	✓	✓
Visibility on the 2027 **online cruise map**, at www.visitabdn.com	✓	✓	✓
Business flyers **displayed** in the volunteer information trailer at the quayside.	✓	✓	✓
Featured in **bespoke cruise visitor itineraries** distributed by the Welcome to Aberdeenshire volunteers.	✓	✓	✗
Opportunity to **introduce your business** to the Welcome to Aberdeenshire volunteer team.	✓	✗	✗
Opportunity to share **business information** shared with the Welcome to Aberdeenshire volunteer team via email.	✓	✓	✓
Four-week **banner advertisement** on www.visitabdn.com during the cruise season.	✓	✓	✗
Customised listing on the www.visitabdn.com **'**Deals & Offers' page.	✓	✓	✓
Cruise season 2027 **welcome sticker** and A3 cruise visitor map featuring a **"You are here"** marker highlighting your business location.	✓	✓	✓
Invitation to the 2027 **end of season volunteer recognition event.**	✓	✗	✗
Package price	**£799 +VAT**	**£435 +VAT**	**£299 +VAT**
Discount	£395	£100	£0
% saving on rate card	49%	23%	0%

Limited Admiral packages available.
Book early to secure maximum exposure for the 2027 cruise season.

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Volunteer information trailer advert

One advert on the wing panel and another inside the trailer frame for the 2027 cruise season.

Wing Advert

- Size: 420mm (W) x 594mm (H)
- No bleed or crops required
- Include a bounding line, or we will add one

Interior Advert

- Size: 210mm (W) x 297mm (H), with bleed and crops.

Submission Guidelines

- **File formats**: High-res PDFs or JPEGs (300 dpi)
- **Colour:** CMYK
- **File size:** If over 10MB, use a file transfer service instead of email.
- Files must be provided at exact sizes. **Word or Publisher files are not accepted**
- Adverts will be in full colour and should include your logo, opening hours, address, website, and an optional photo.

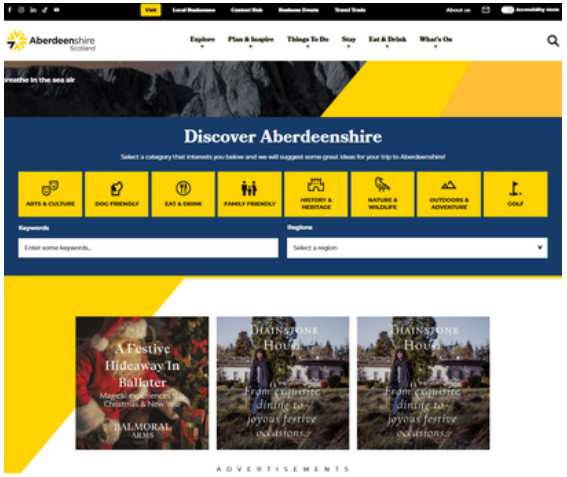


Website advertising

Your advert should measure **300 pixels (W) x 300 pixels (H).** It can match your cruise map advert or be tailored to target cruise visitors planning their trip before arriving in Aberdeen.

Submission Guidelines

- **File format:** JPEG or PNG
- **File size:** If over 10MB, use a file transfer service instead of email.
- Provide a **URL** (link to your website or landing page)
- Adverts will be in full colour and could include your logo, opening hours, address, website, and an optional photo.
- Placement: Adverts will appear on the VisitAberdeenshire consumer homepage for a four-week period during the cruise season.



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VisitAberdeenshire

Cruise map advert

- Your advert must be **103mm (W) x 48mm (H).** No bleed or crops required
- Include a **border line** around your advert; otherwise, we will add one
- Leave a **margin around your advert,** keeping text away from the edges
- Minimum text size: **7 point**
- Submit as a high-res PDF or JPEG (300 dpi)
- **Colour**: CMYK
- Adverts must be the exact size; we do not accept Word or Publisher files.
- File size: If over 10MB, use a file transfer service instead of email.
- Adverts will be in full colour and should include your logo, opening hours, address, website, and an optional photo.



Supplying your adverts

Adverts will appear in full colour and should include your logo, opening hours, address, and website details with a photo if you wish.

- Booking deadline: **22/01/2027**
- Copy deadline for completed artwork: **05/02/2027**
- Pre-payment deadline: **05/02/2027**

Artwork files should be submitted to:
Gemma Laing or Maisie Mann via email **opps@visitabdn.com**



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Business flyers

Businesses featured on the cruise map can supply up to **250 flyers (A5 or DL size, or A4 folded into three)** to be displayed in the volunteer information trailer during the 2027 cruise season.

Volunteer training session

Businesses are invited to present at the Welcome to Aberdeenshire Volunteers' season launch on **Friday 12 March 2027**. Presentations are 20 minutes, in length and will take place in person at a venue in Aberdeen.

Volunteer recognition event

A recognition event will be held in **early October 2027** to thank the volunteers for their contributions during the cruise season. This invitation-only event will include the volunteer group, CruiseAberdeenshire stakeholders, and local businesses.



Bespoke cruise itineraries

Businesses featured on the cruise map will feature in bespoke itineraries created by VisitAberdeenshire to be shared by our volunteers quayside with arriving cruise visitors.

Book Now

For more detail or to reserve your space, contact **Gemma Laing**, Advertising & Sponsorship Manager or **Maisie Mann**, Advertising & Sponsorship Executive.

E: **gemma.laing@visitabdn.com**
E: **maisie.mann@visitabdn.com**
T: **01224 900 490**

Please note, we cannot take requests for the exact position of your advert on the volunteer information trailer, visitabdn.com website, or the printed 2027 cruise map.

