

Business Survey

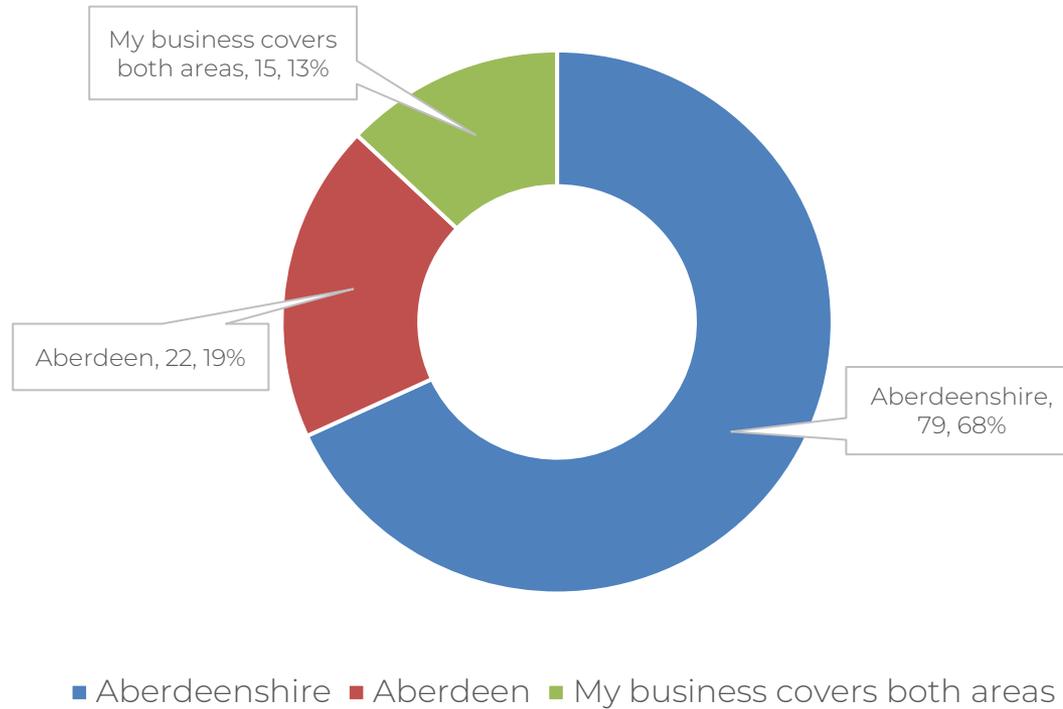
Feb 2026



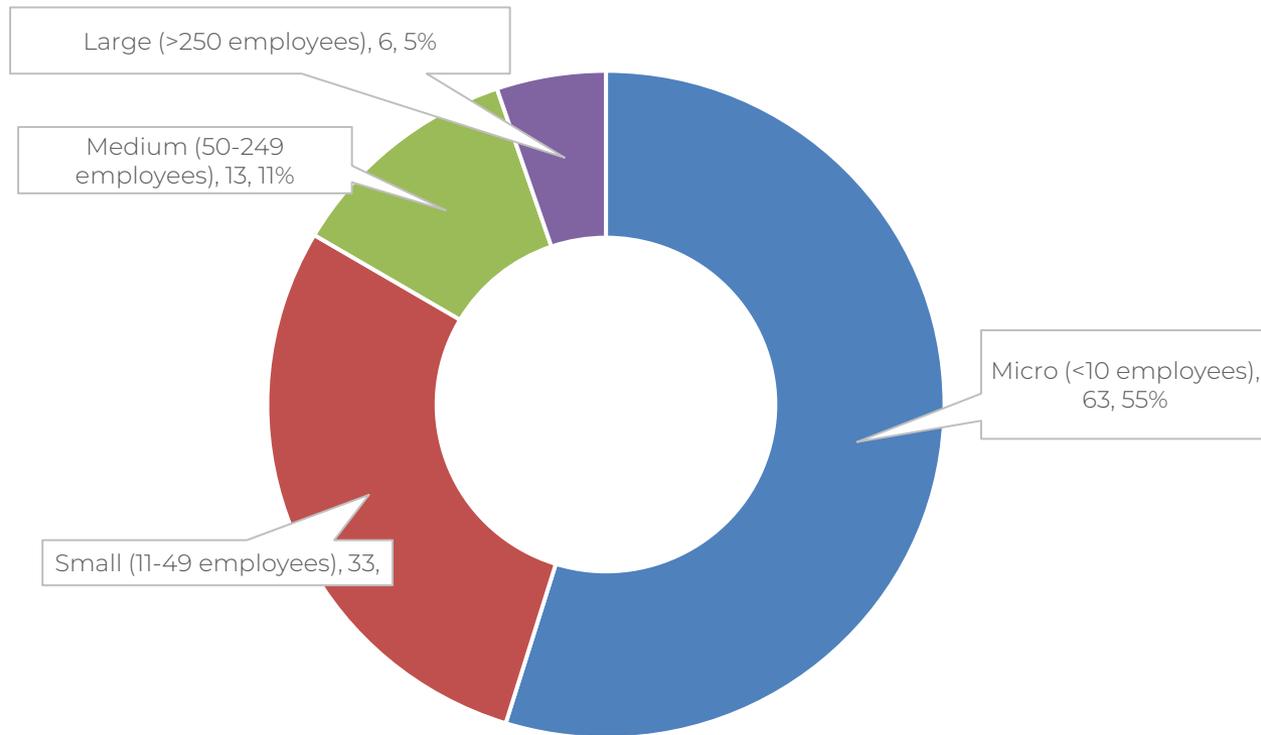
About the survey

- **Purpose:** to gather insight from local tourism businesses to help inform plans and actions during the year ahead
- Live: 9th – 16th February
- Distributed via VisitAberdeenshire industry newsletter, LinkedIn channel and to local Associations/Forums
- Sample = 117

Where is your business based

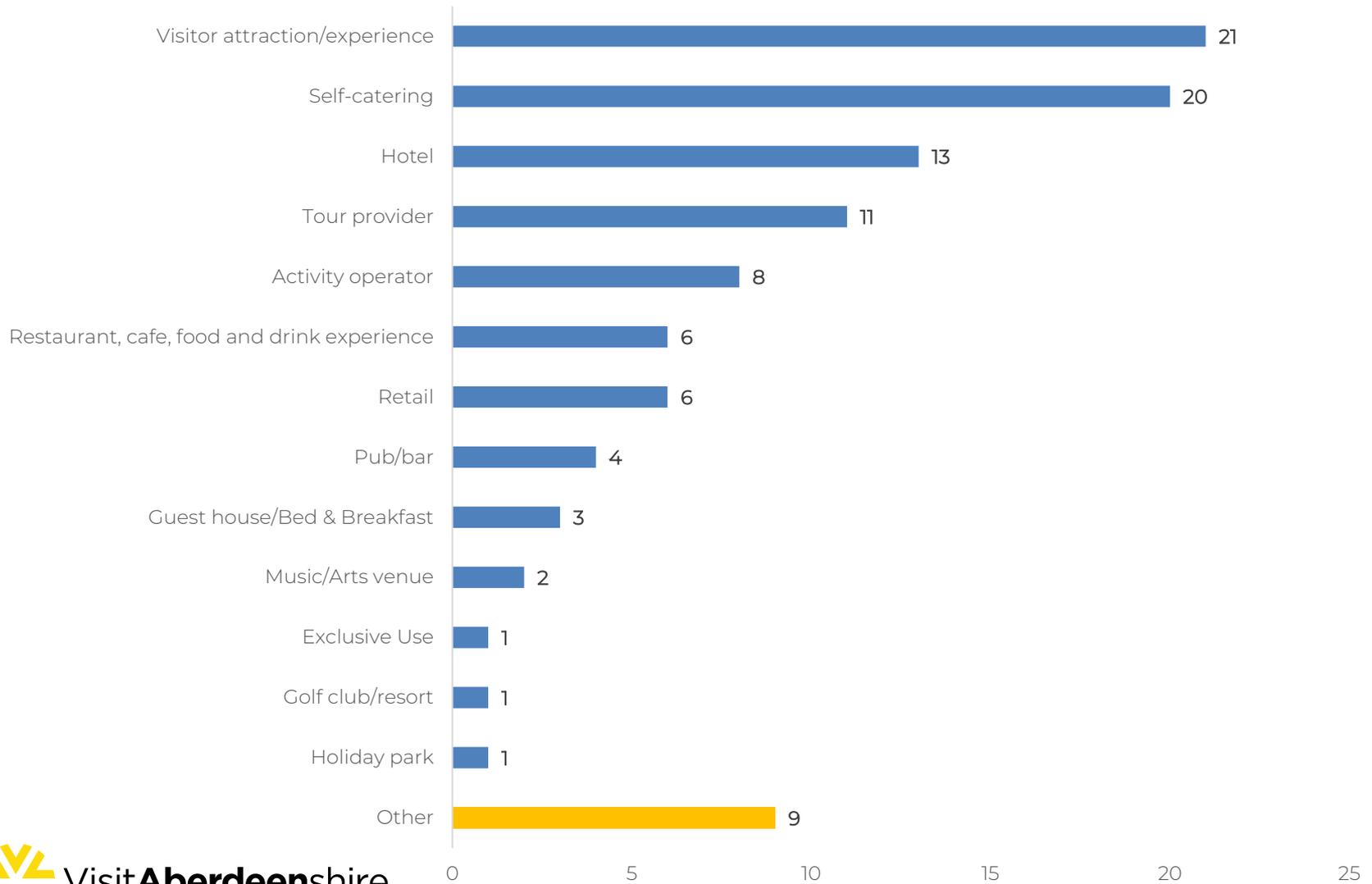


What size is your business



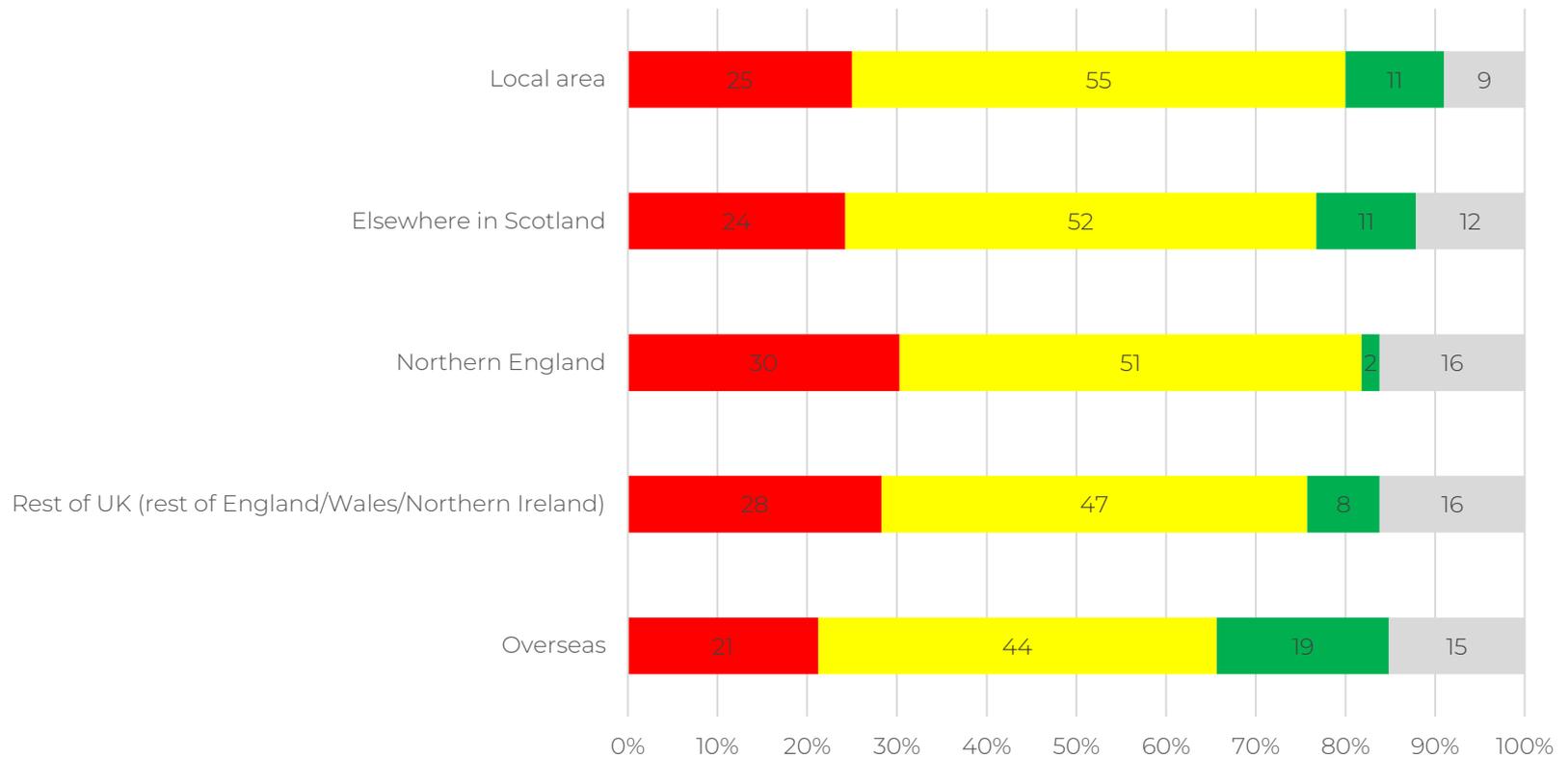
- Micro (<10 employees)
- Small (11-49 employees)
- Medium (50-249 employees)
- Large (>250 employees)

Which sector does your business fall into



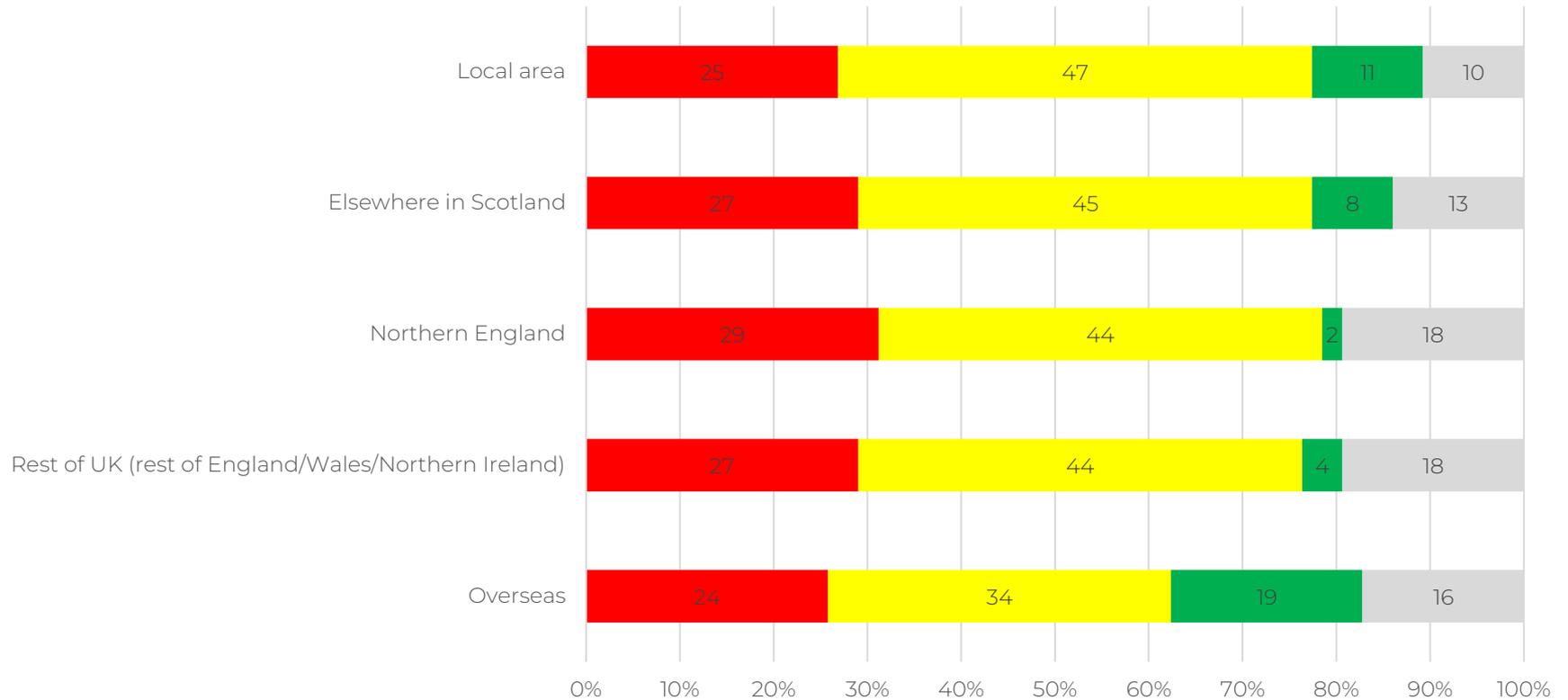
Enquiries for next 6 months (Mar-Aug 2026)

■ Fewer than normal ■ About the same as normal ■ More than normal ■ Our business doesn't take advance enquiries

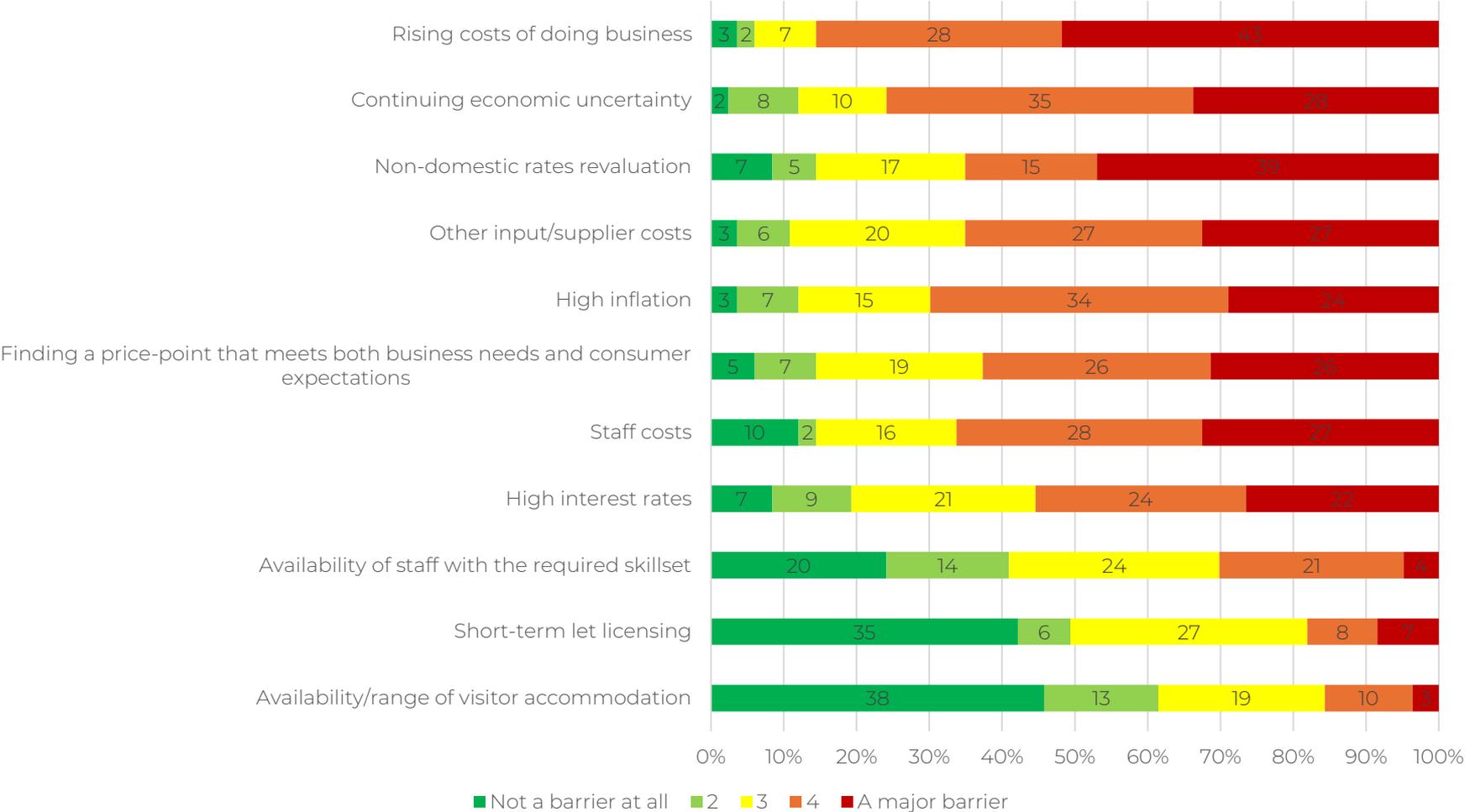


Bookings for next 6 months (Mar-Aug 2026)

■ Fewer than normal ■ About the same as normal ■ More than normal ■ Our business doesn't take advance bookings



Supply Side Barriers- Summer Season 2026



Demand Side Barriers- Summer Season 2026

