

Caledonian Sleeper Campaign Evaluation April 2025

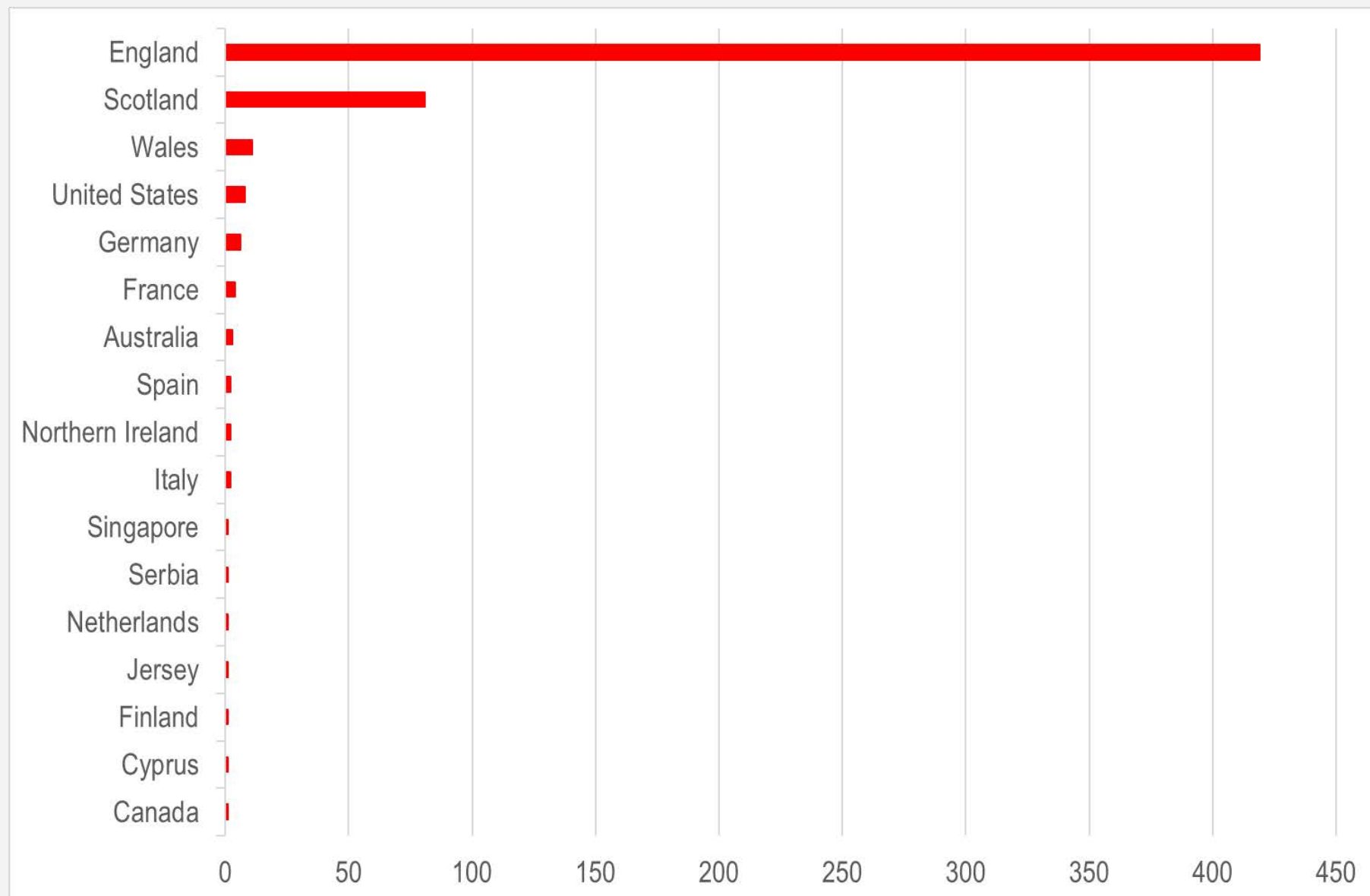


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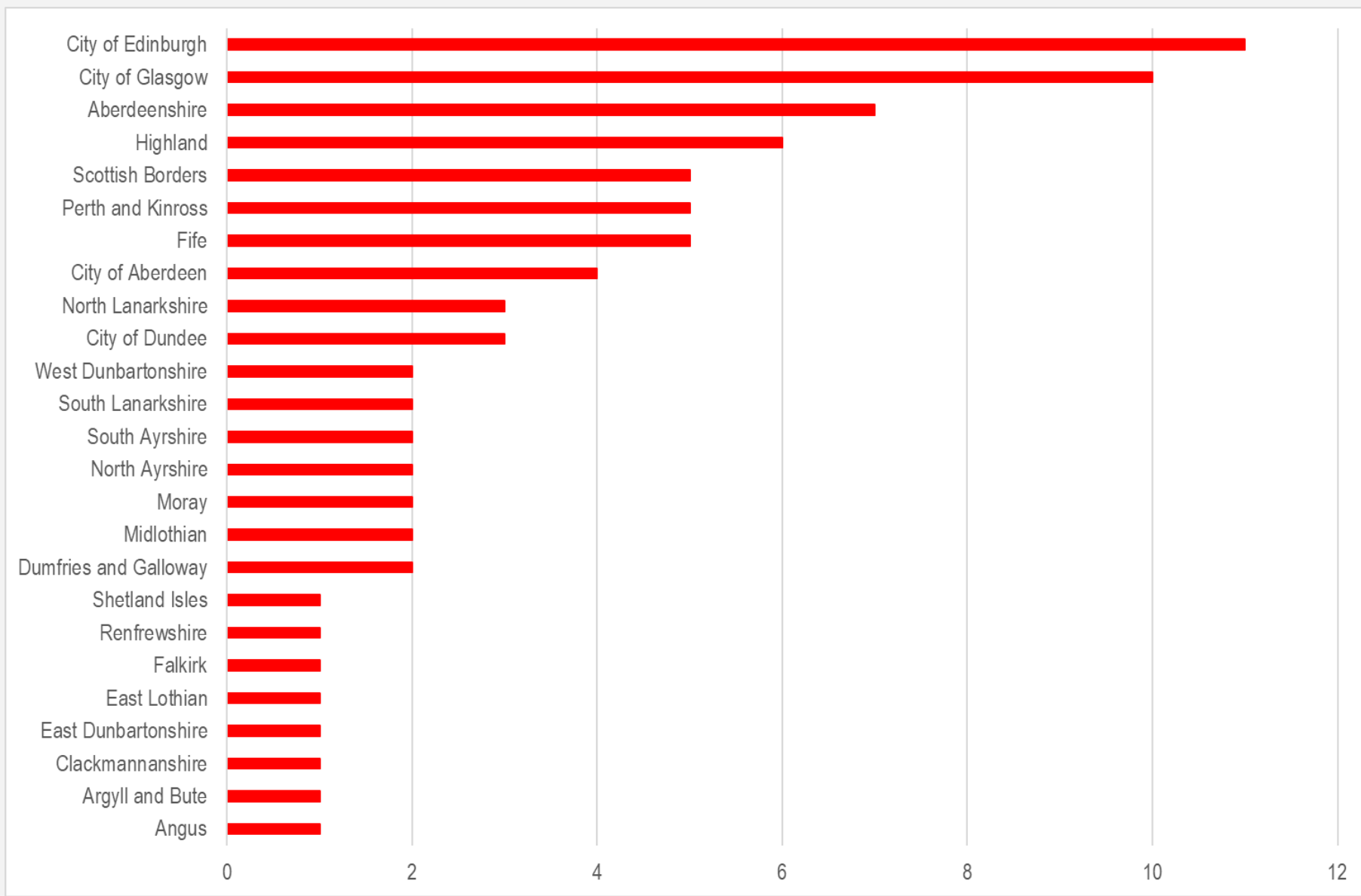
Survey Background

- The survey was distributed to 26,214 (19,855 last year) potential respondents
- Responses received from 545 (625)
- Representing a response rate of 2.1% (3.1%)
- Charts show number of respondents unless stated

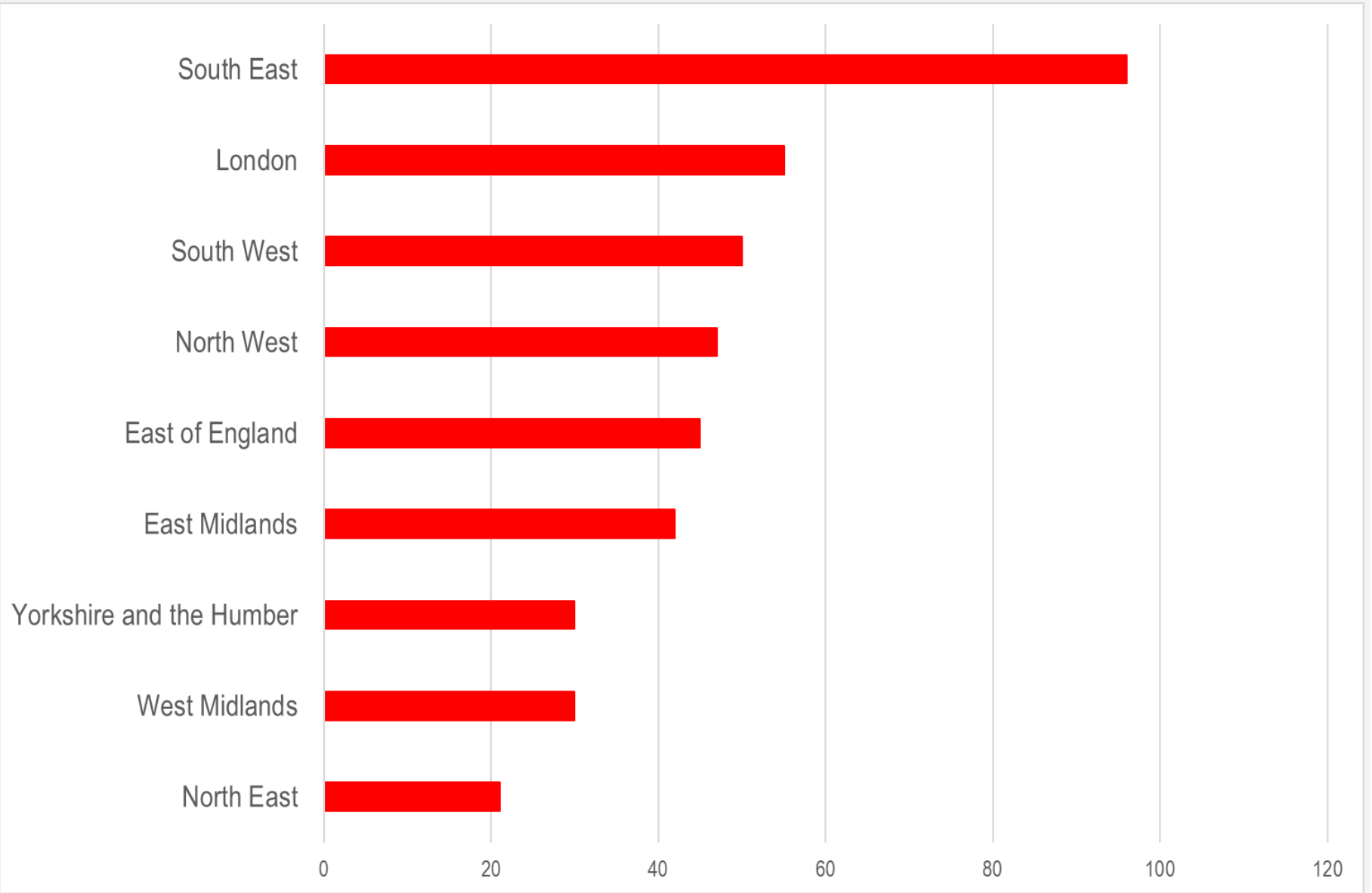
Respondent profile: country



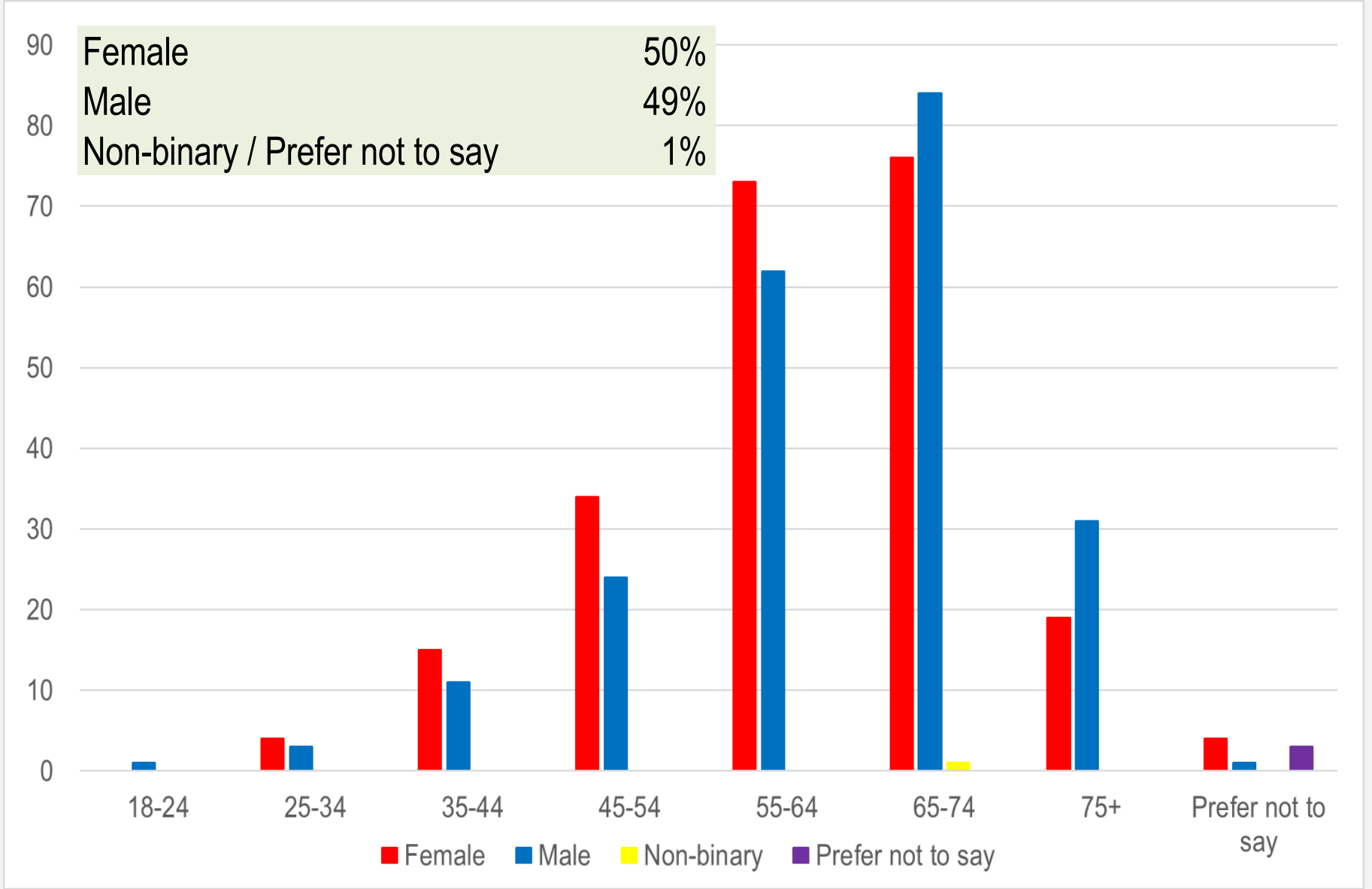
Respondent profile: location in Scotland



Respondent profile: location in England



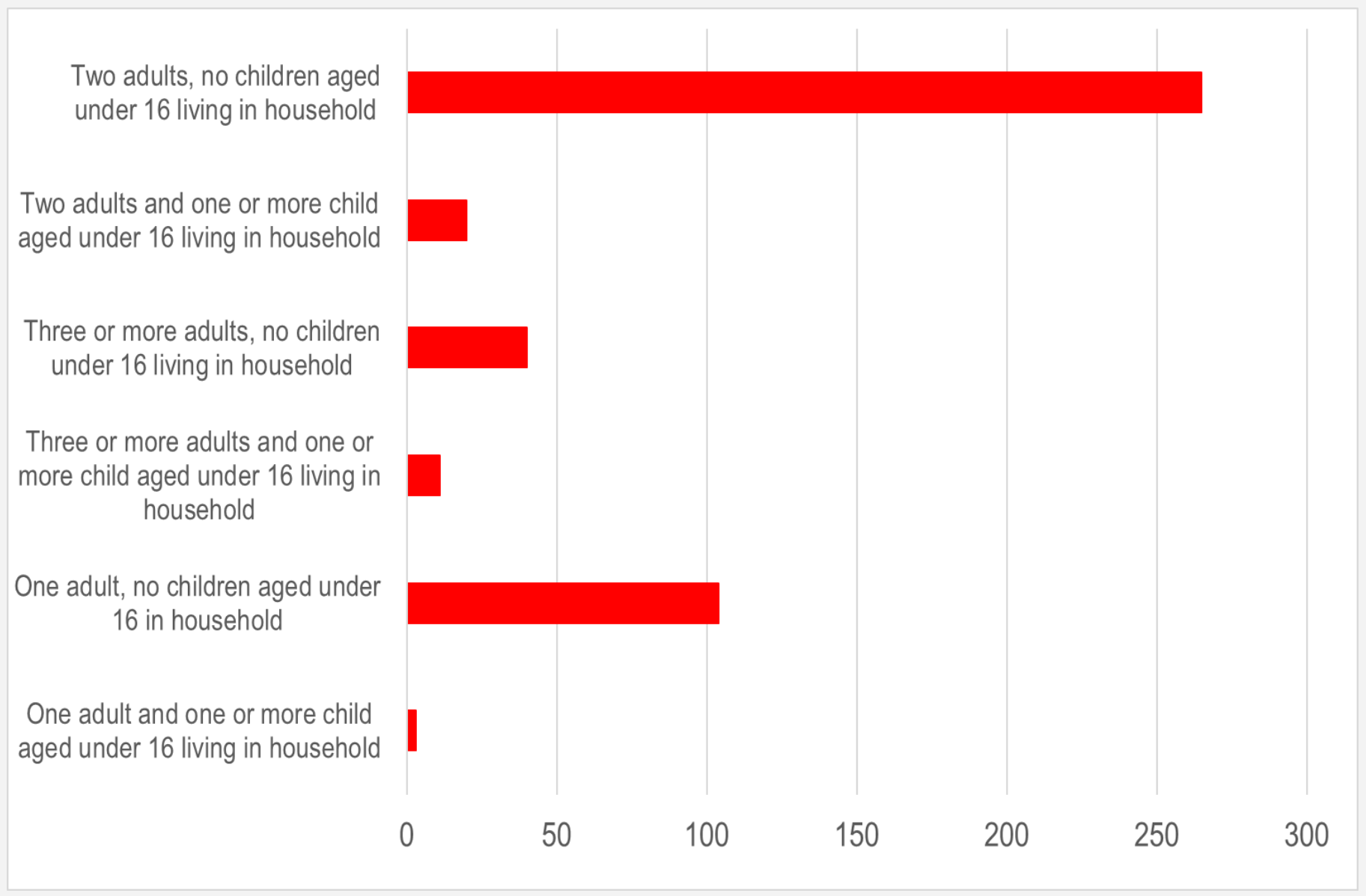
Respondent profile: demographics



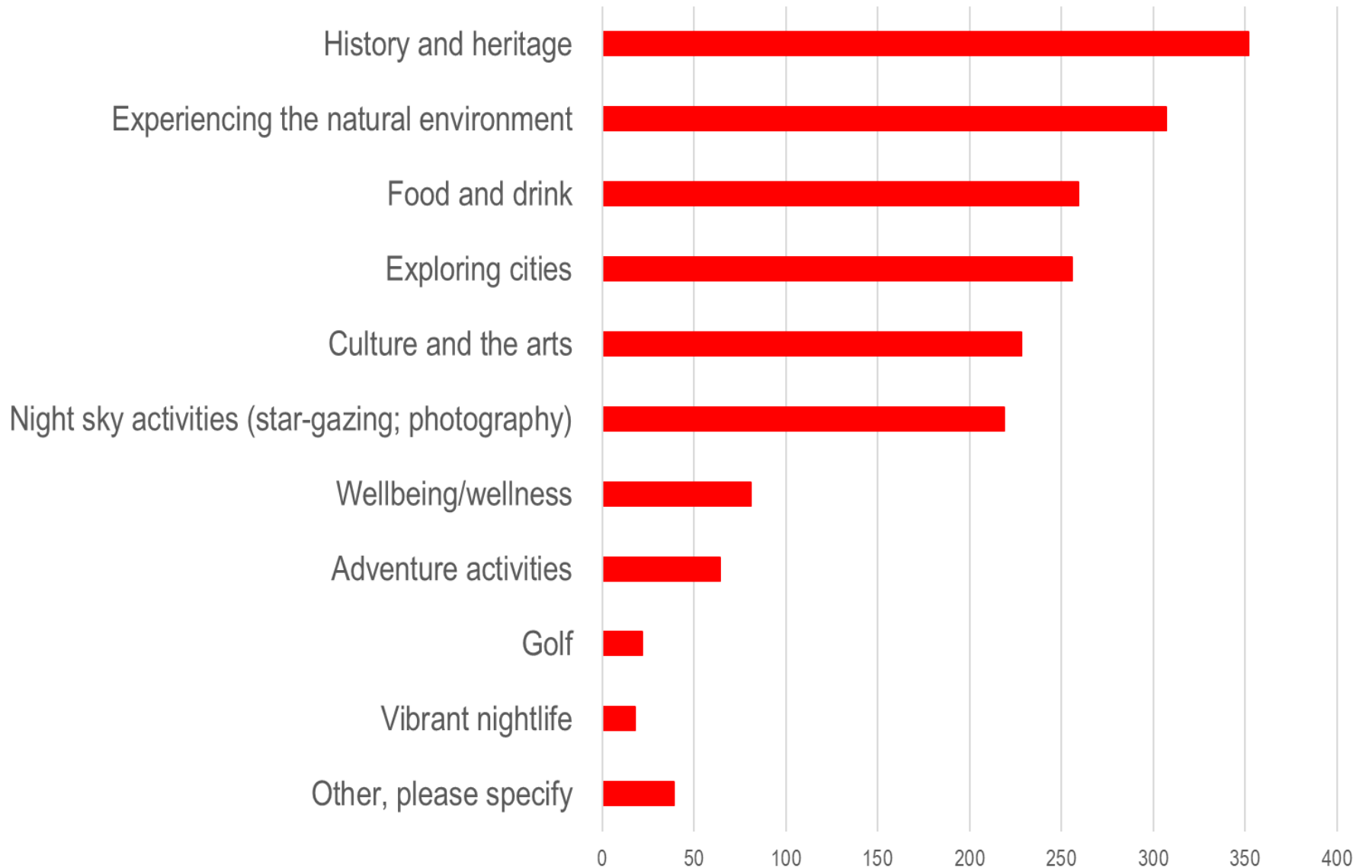
Respondent profile: household composition



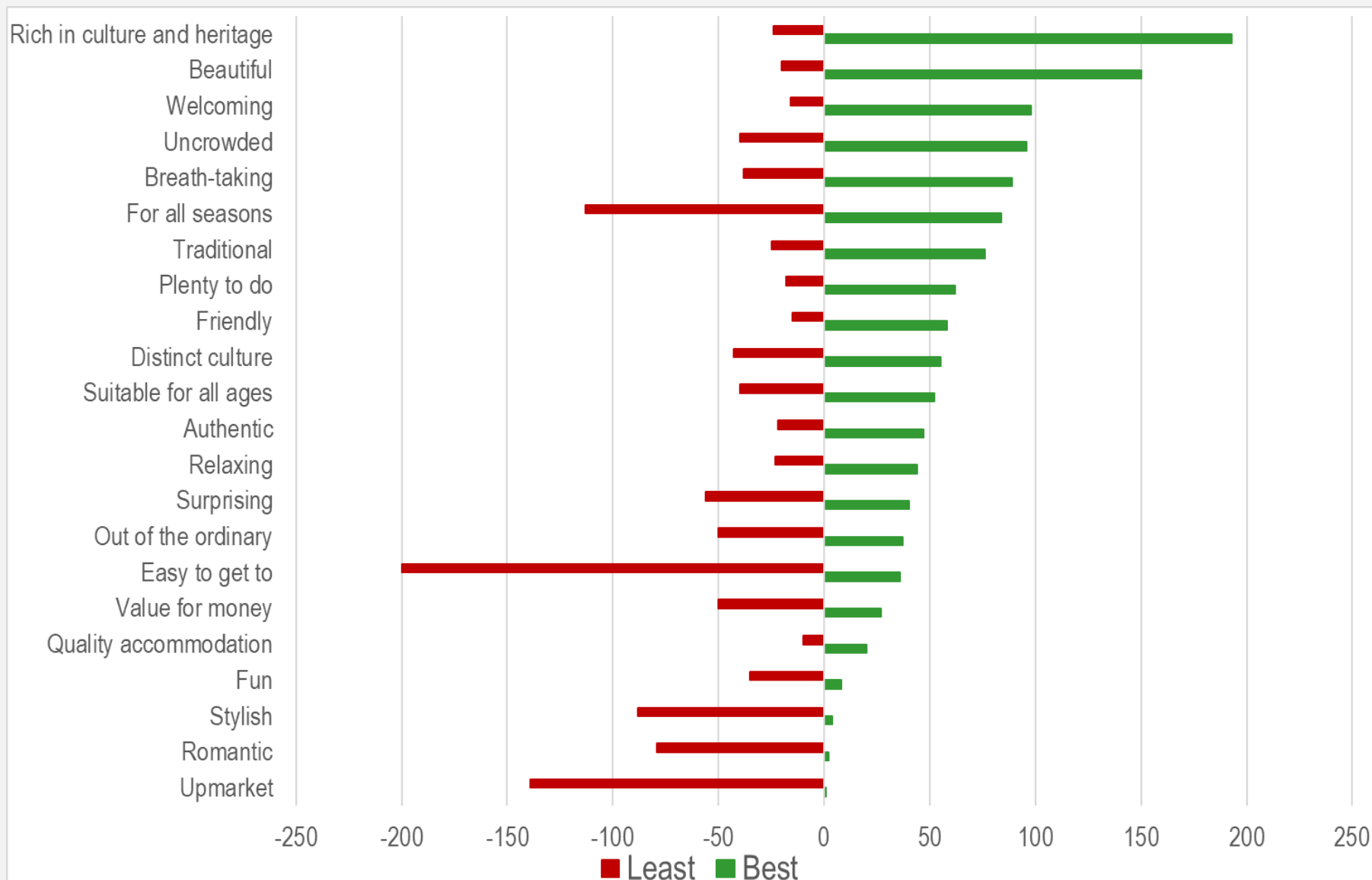
VisitAberdeenshire



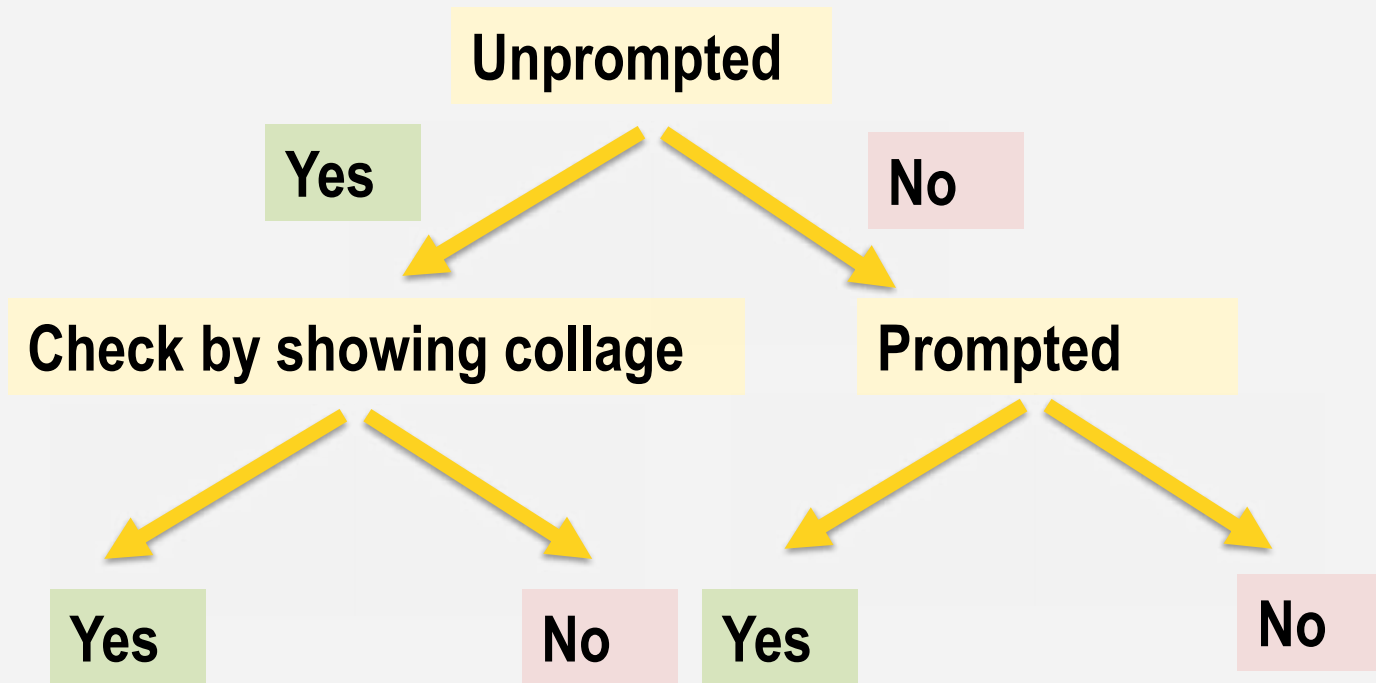
Respondent profile: interests/passions



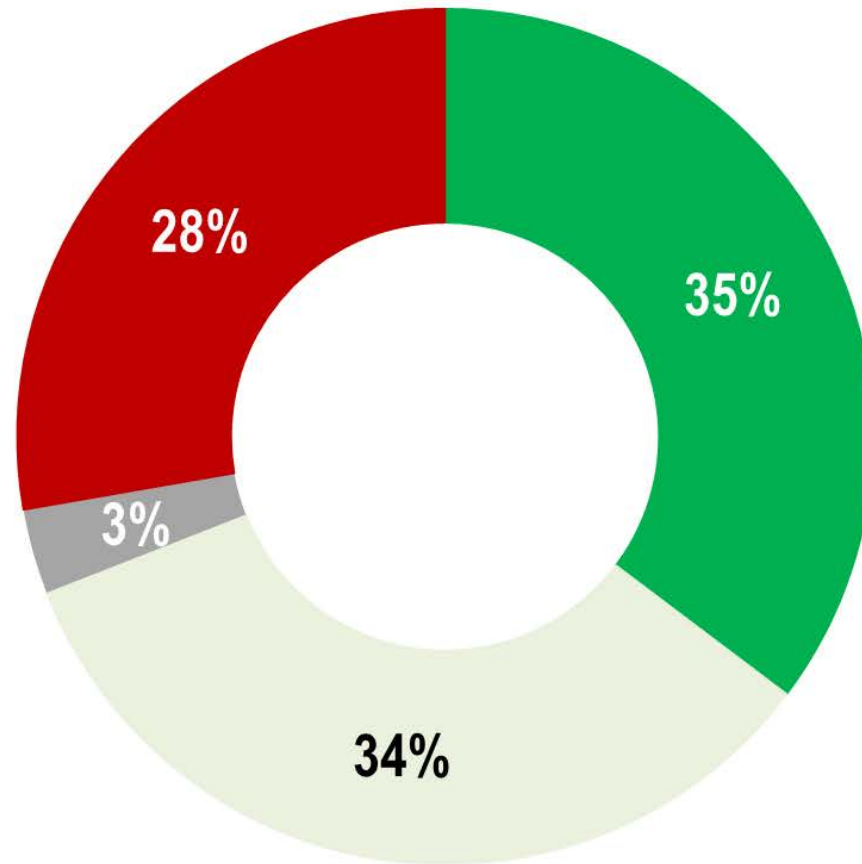
Words that best and least describe region



Campaign recall

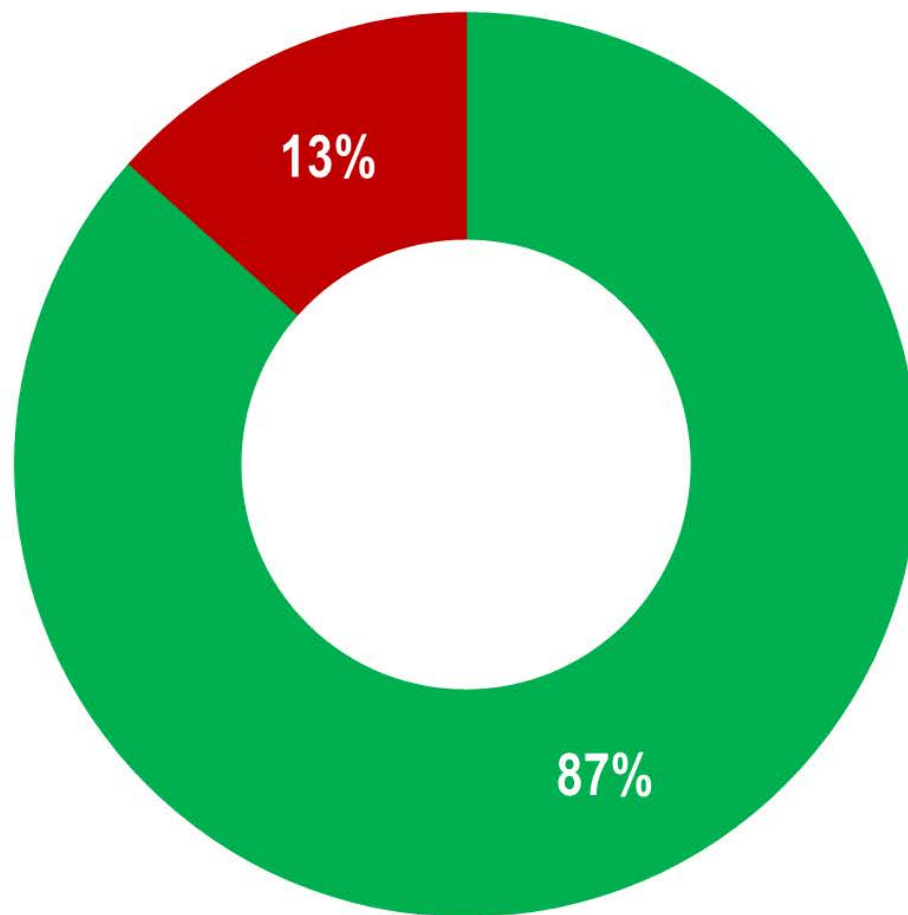


Campaign recall: unprompted

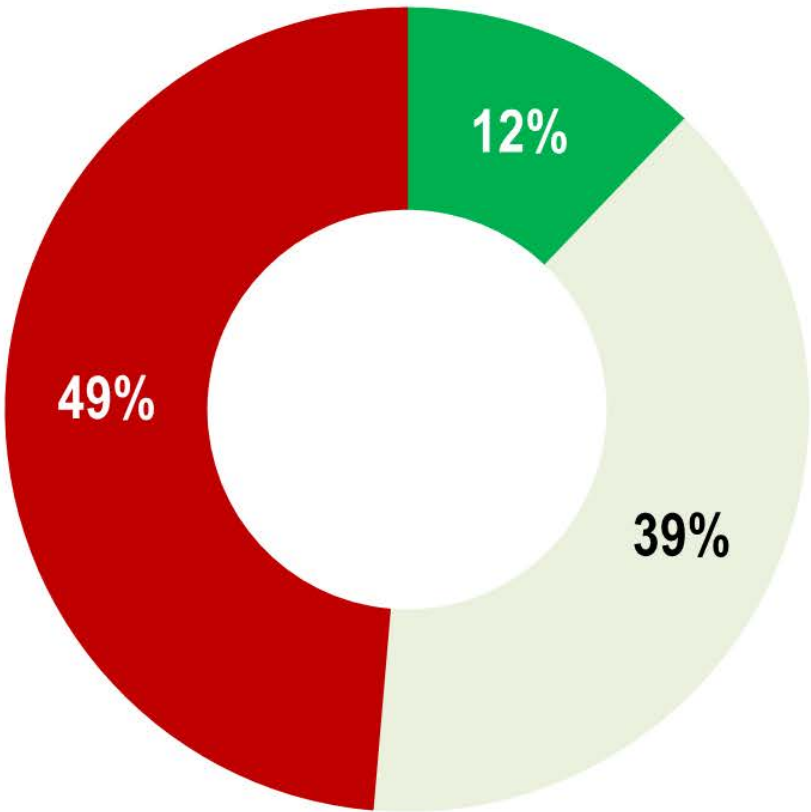


■ Yes, I definitely remember seeing it ■ Yes, I think I remember seeing it
■ Unsure ■ No, I do not recall having seen it

Campaign recall: confirming unprompted

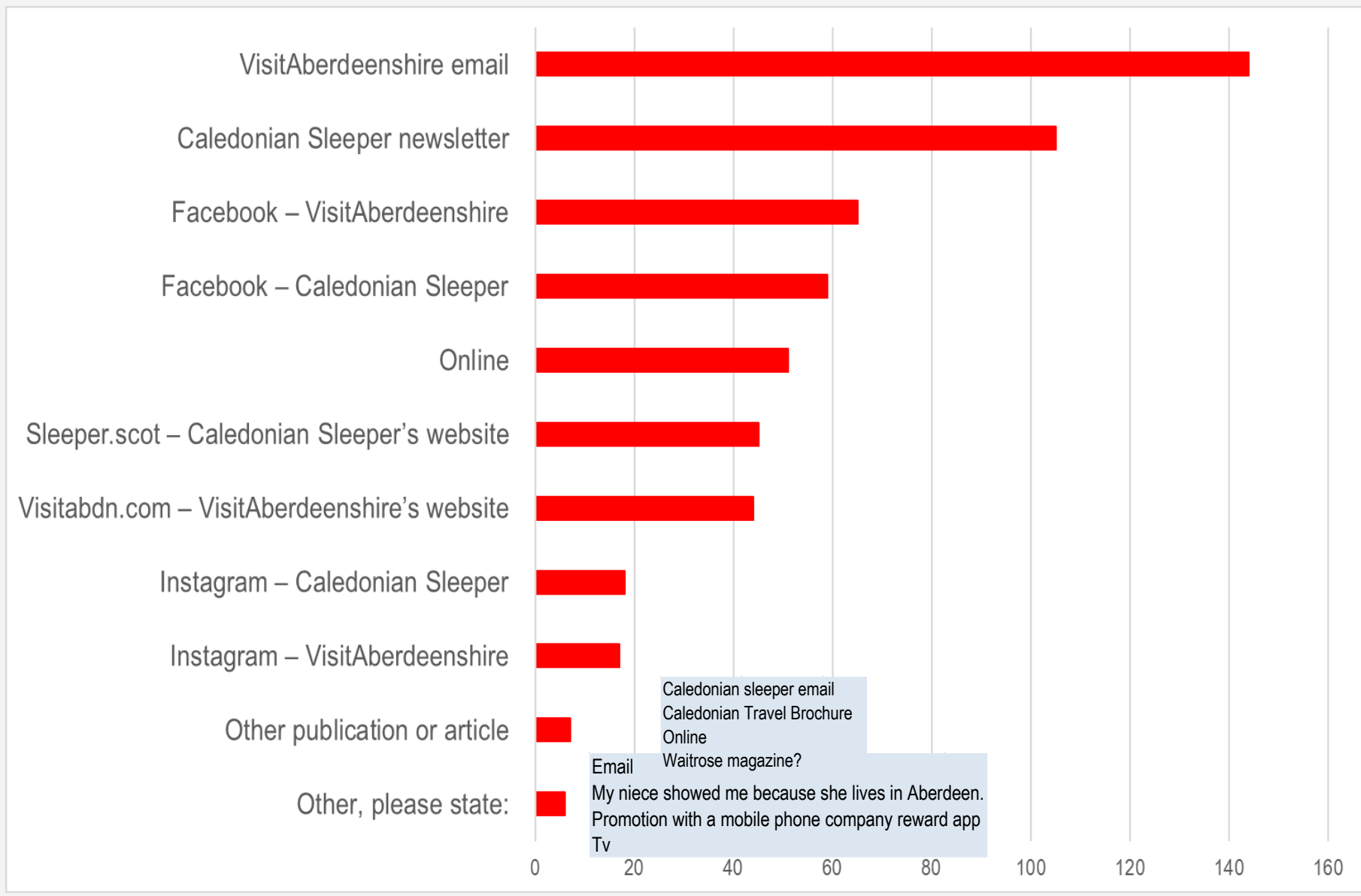


■ Yes ■ No

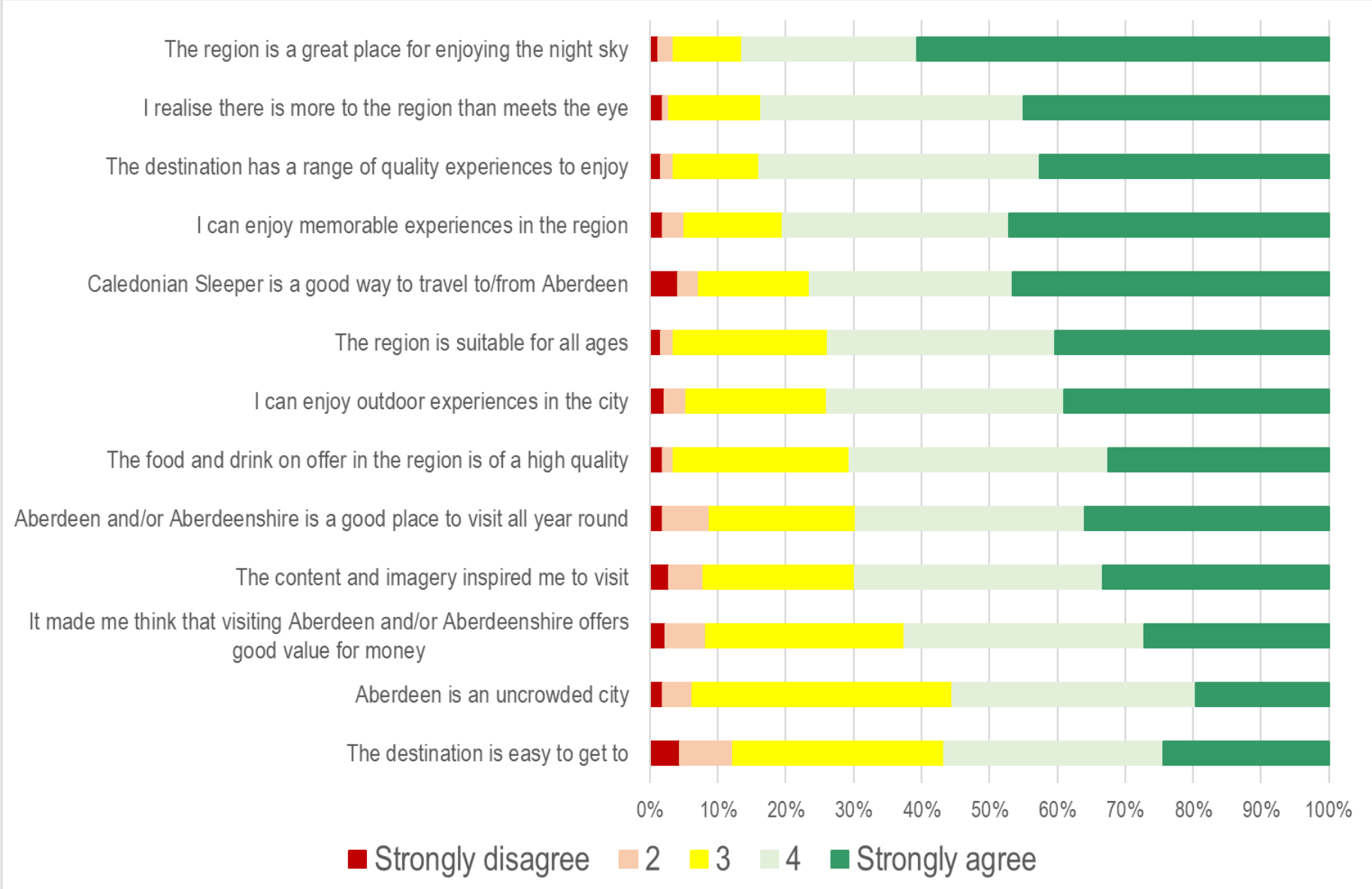


- Yes, I definitely remember seeing this before today
- Yes, I think I remember seeing this before today
- No, I still do not recall having seen this

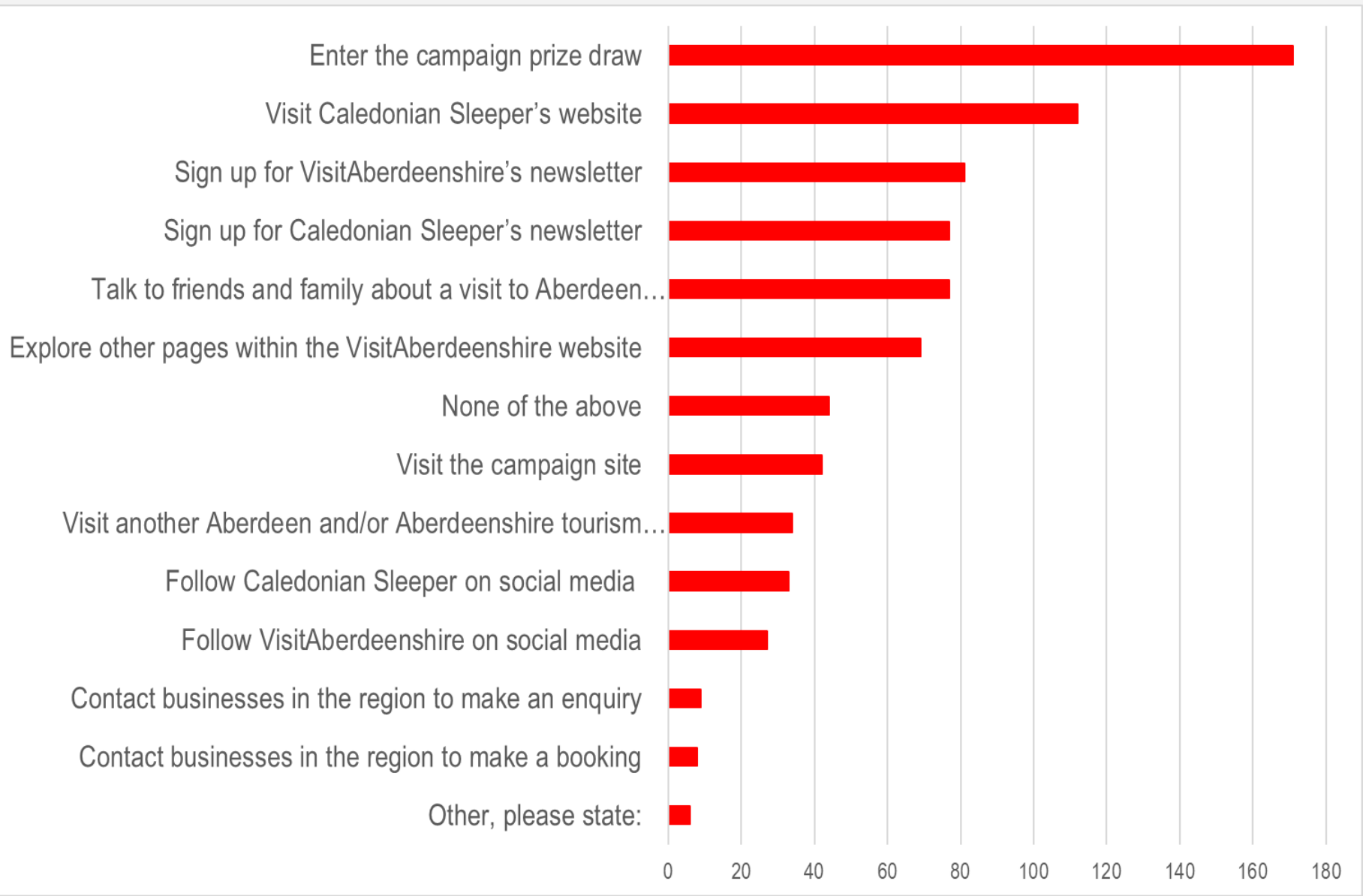
Campaign recall: where seen?



Campaign outtakes



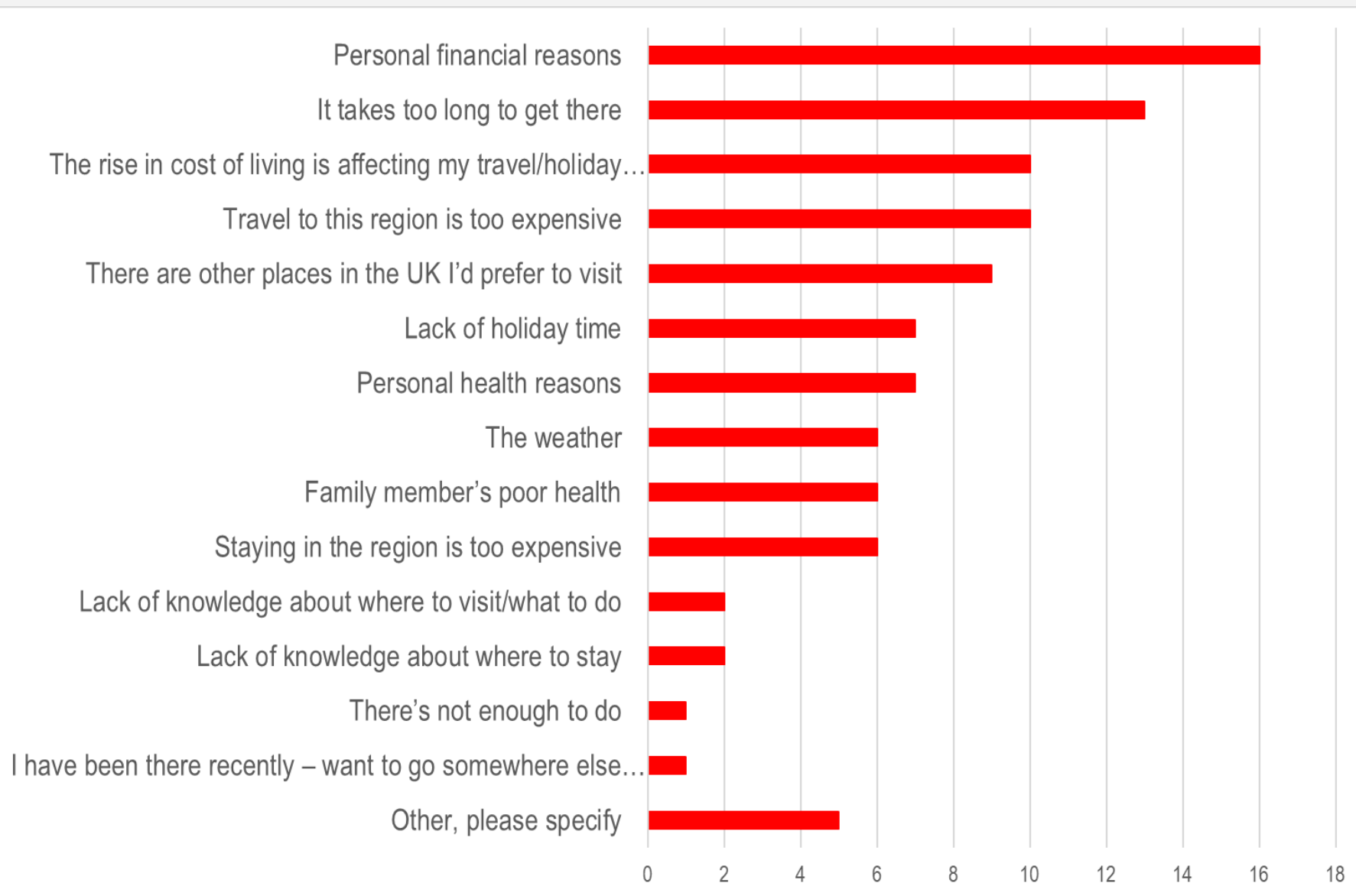
Campaign intermediate outcomes



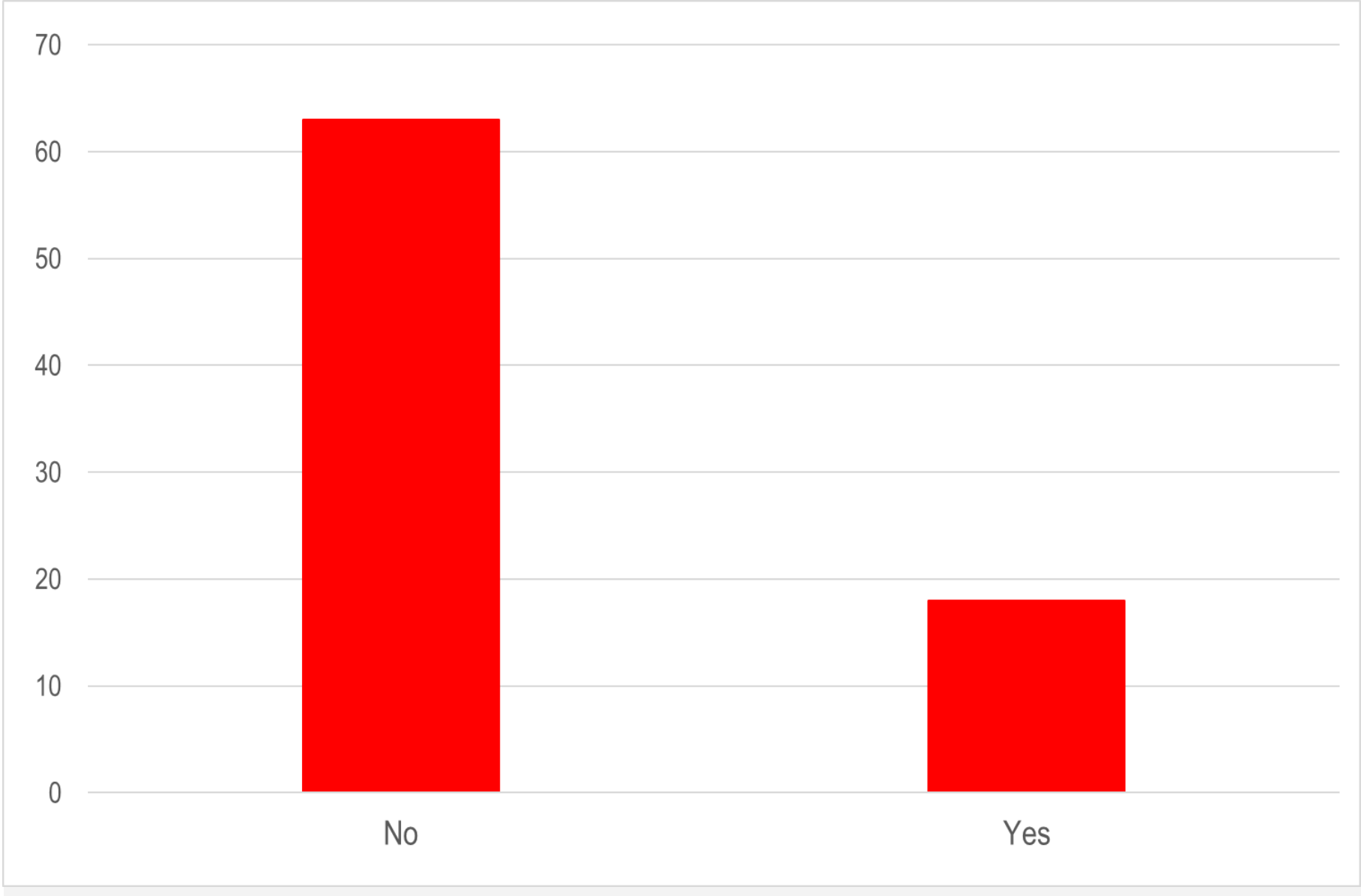
Travel situation

Travel situation at time of seeing campaign	Travel situation now				
	I have travelled to Aberdeen and/or Aberdeenshire	I am currently in Aberdeen and/or Aberdeenshire	I have booked an element of my holiday/short break to Aberdeen and/or Aberdeenshire	I am still considering a trip to Aberdeen and/or Aberdeenshire	I have no plans to book a trip to Aberdeen and/or Aberdeenshire
I had already financially committed/booked a holiday/short break to Aberdeen and/or Aberdeenshire	13		4	2	
I had already planned a trip to Aberdeen and/or Aberdeenshire but had not booked any part of the holiday/short break	12	3	10	24	
I was still deciding where to go, and Aberdeen and/or Aberdeenshire was just one option	18		3	81	7
I had no plans to book a trip to Aberdeen and/or Aberdeenshire	7		2	60	32
None of the above	8			15	13
Non-attributable as already financially committed or have no plans to visit	18%				
Non-attributable as still at considering a trip stage	53%				
Potentially attributable as have visited or booked a trip	18%				
Non-attributable as no clarity on travel situation at time of seeing campaign	11%				

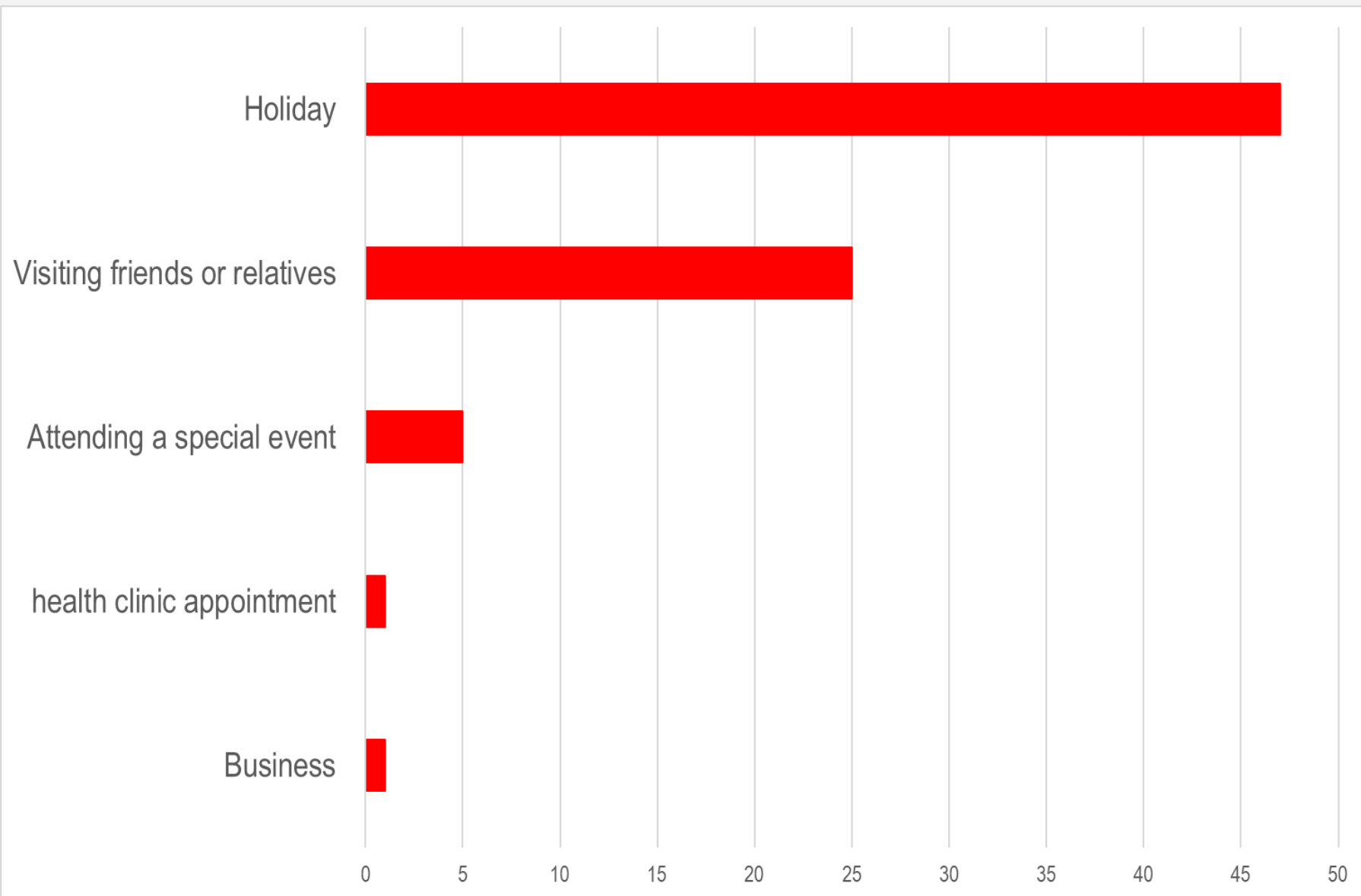
Why no plans to visit?



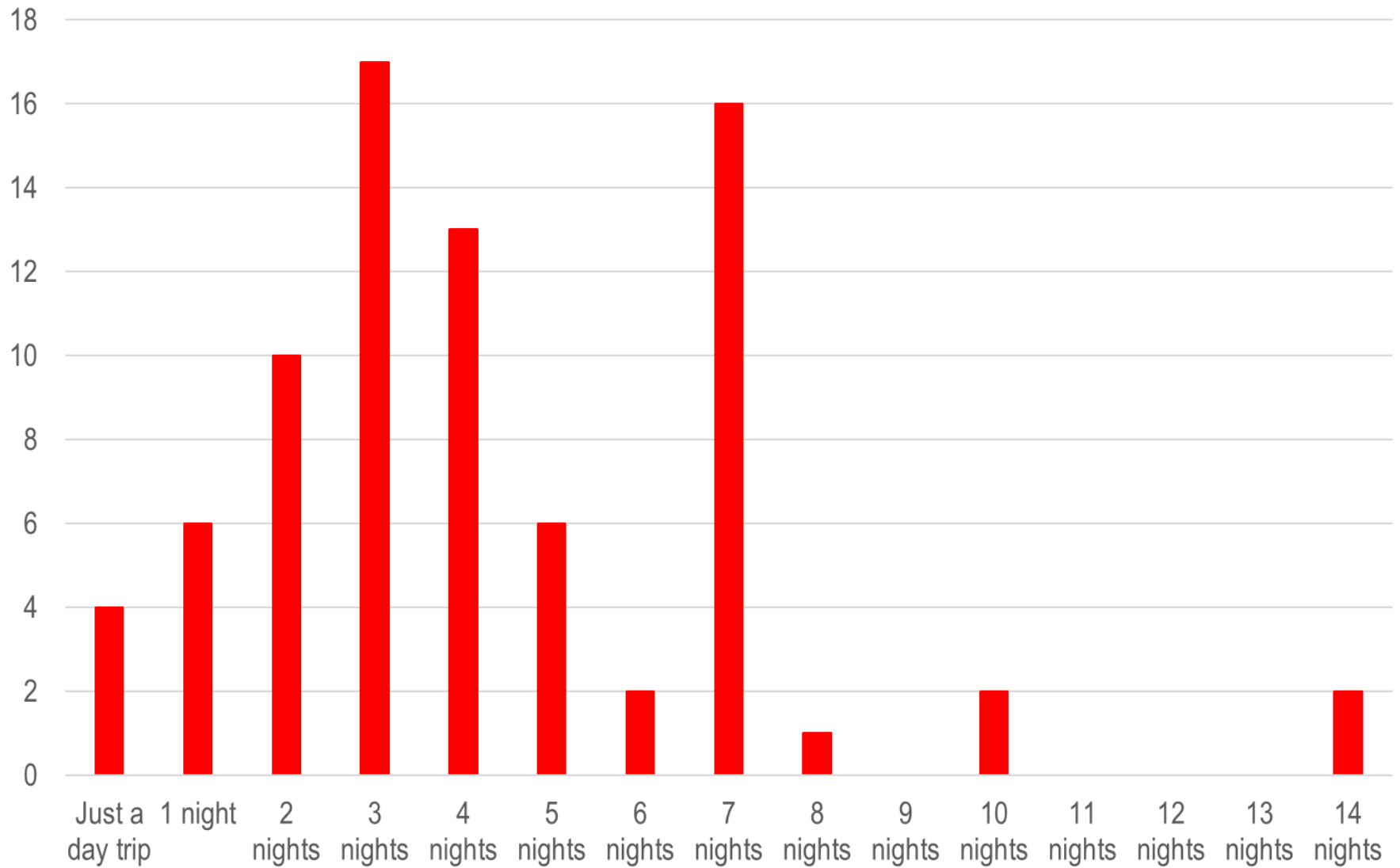
First visit?



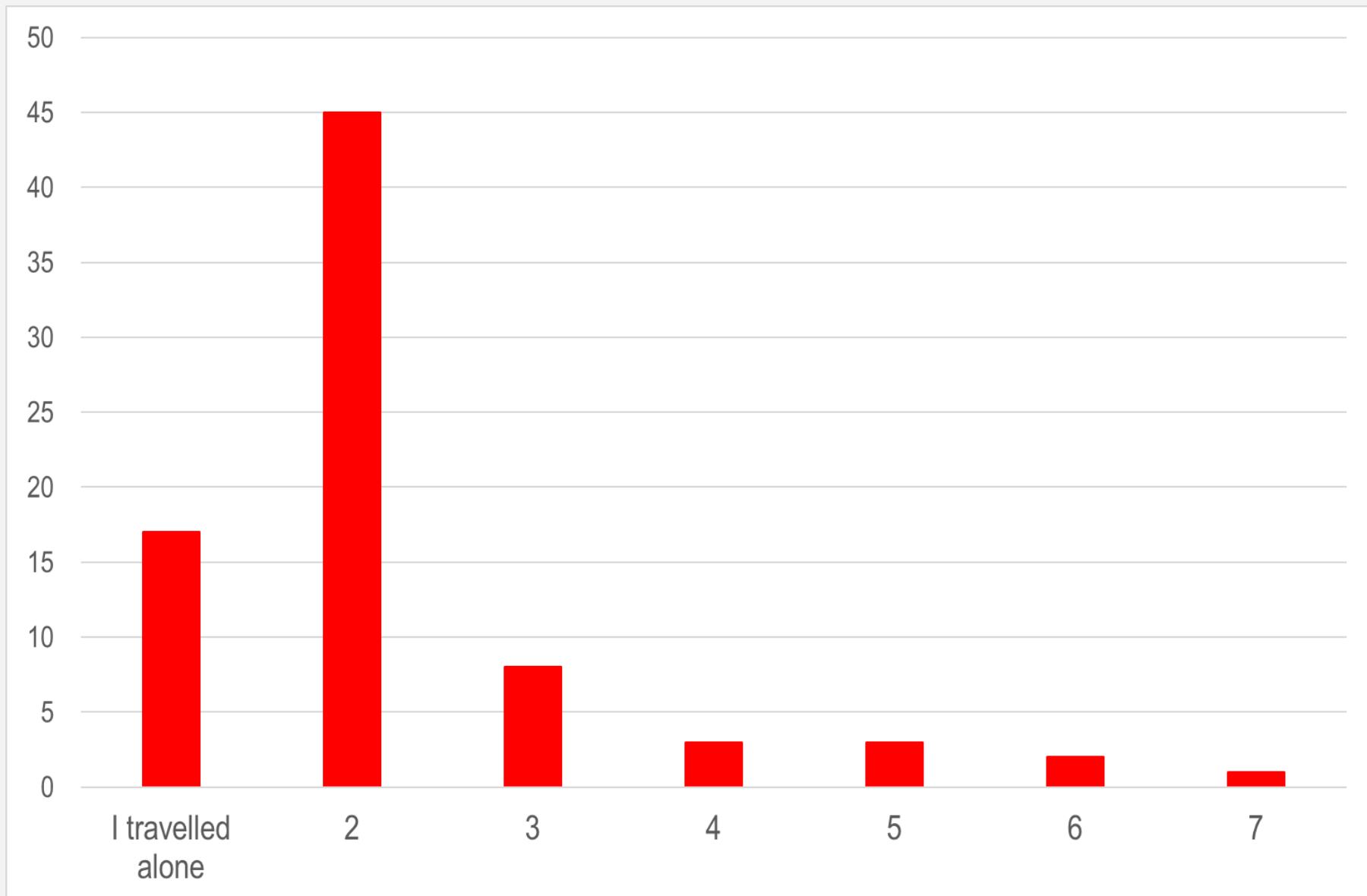
Purpose of trip



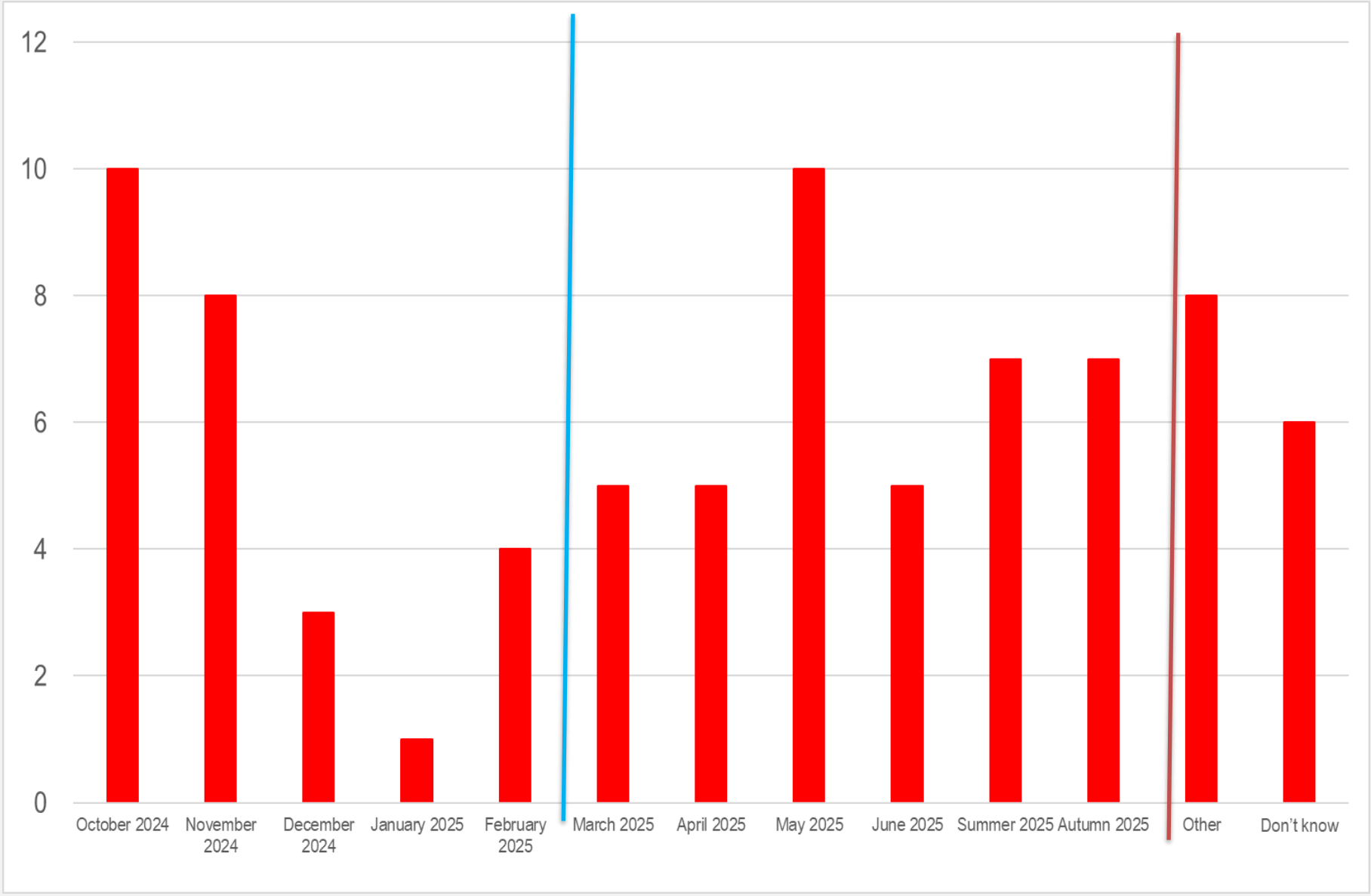
Duration of visit?



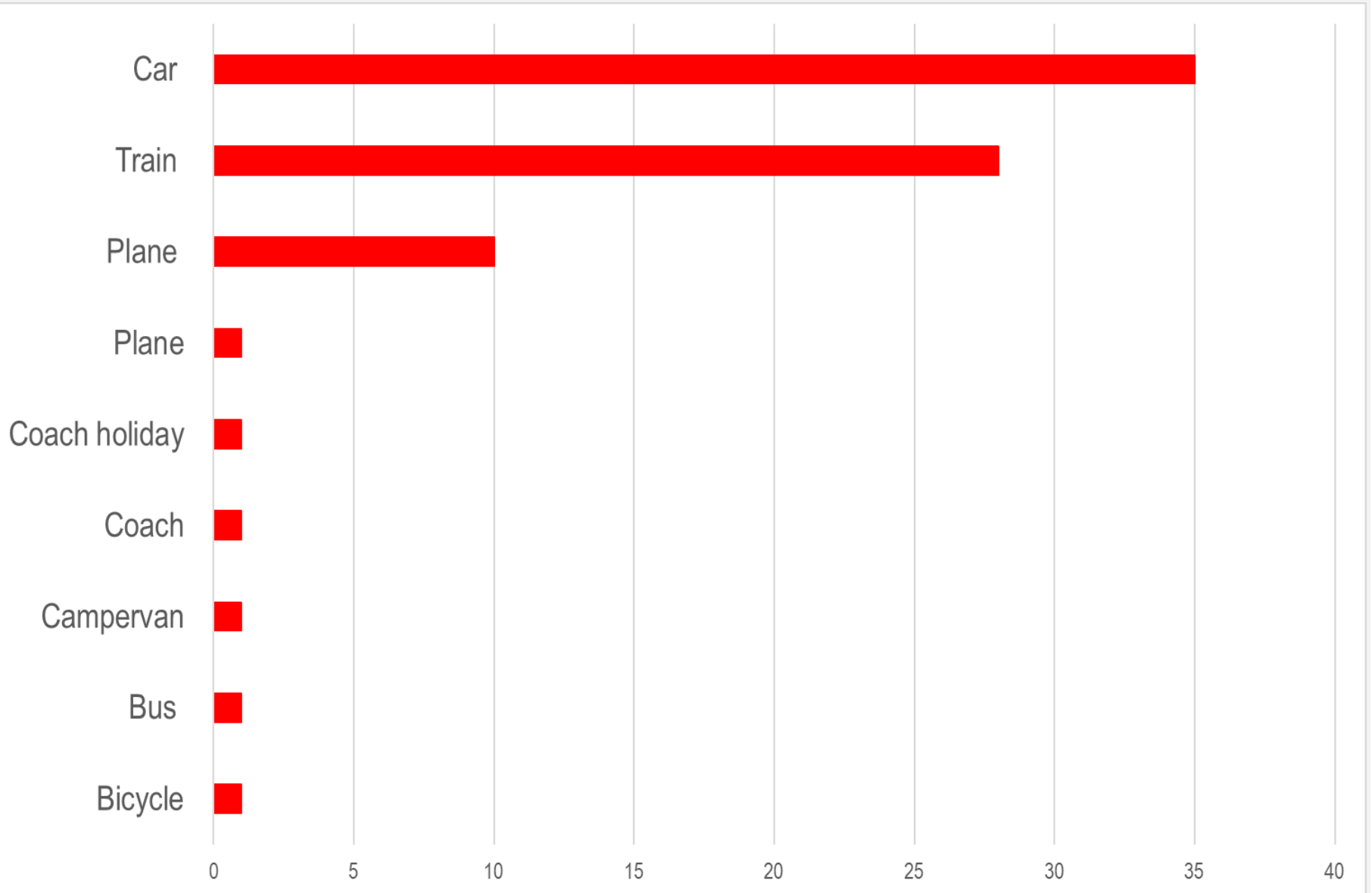
How many did / will visit?



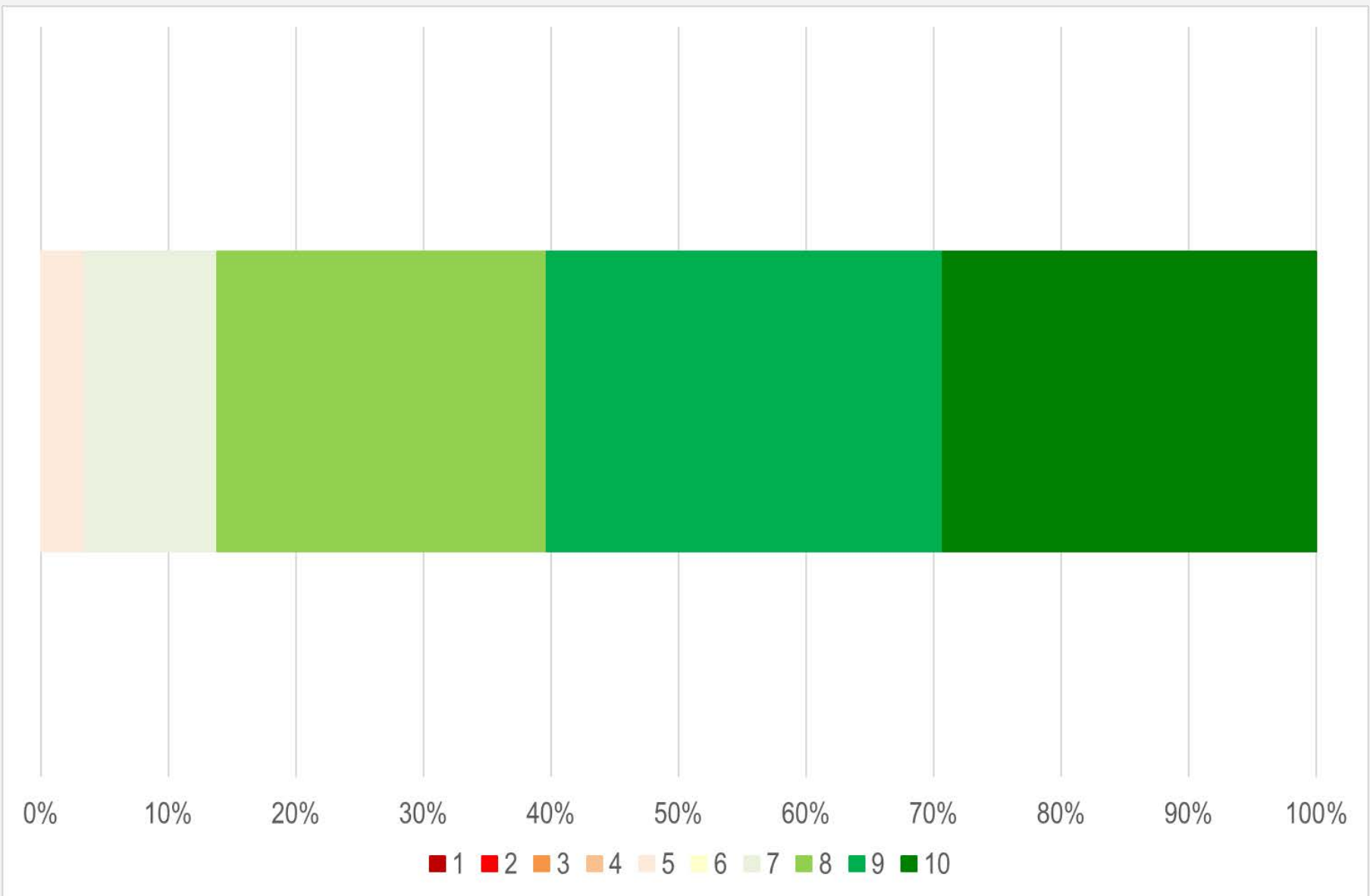
When did / will visit take place?



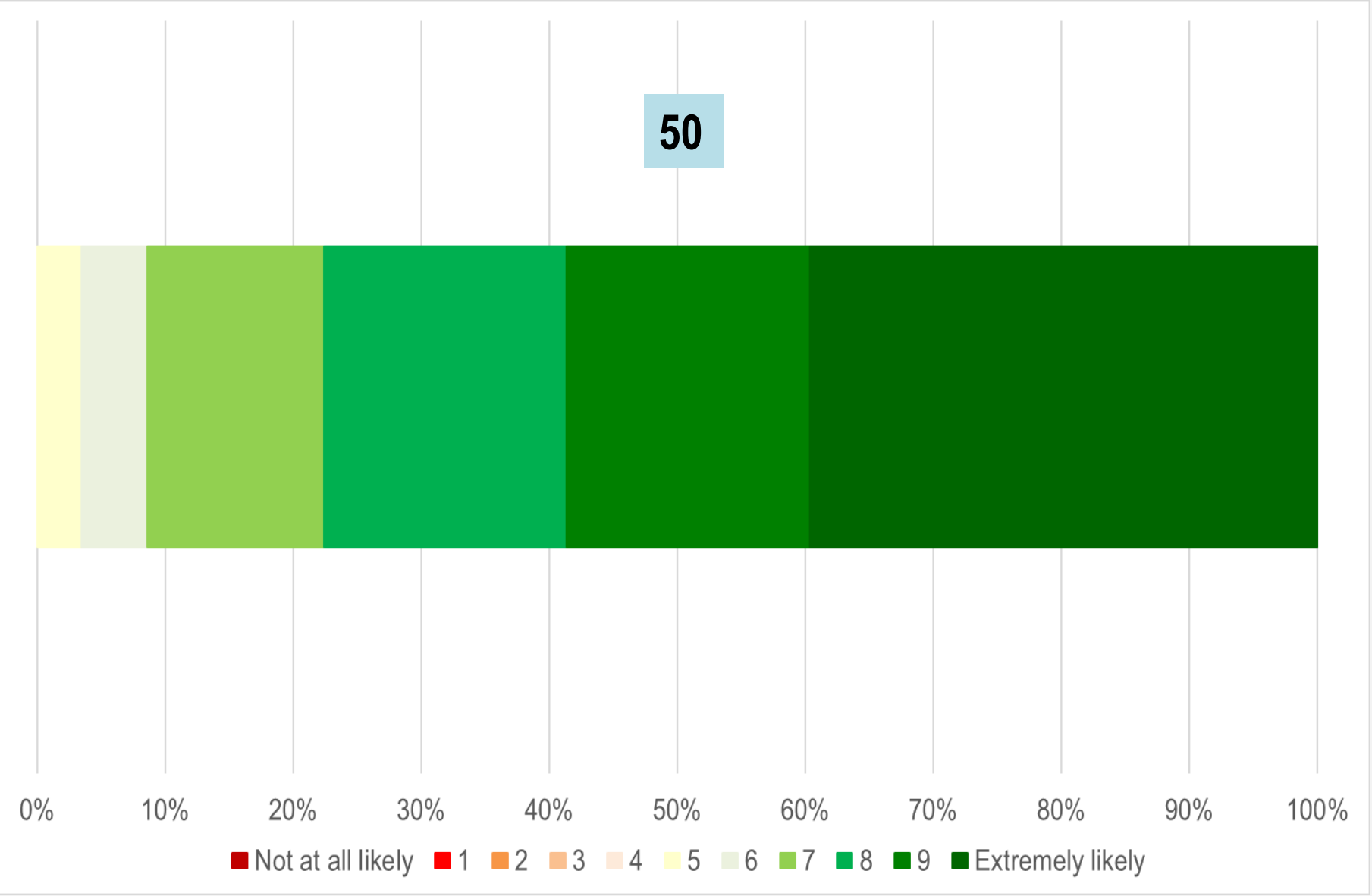
Mode of travel



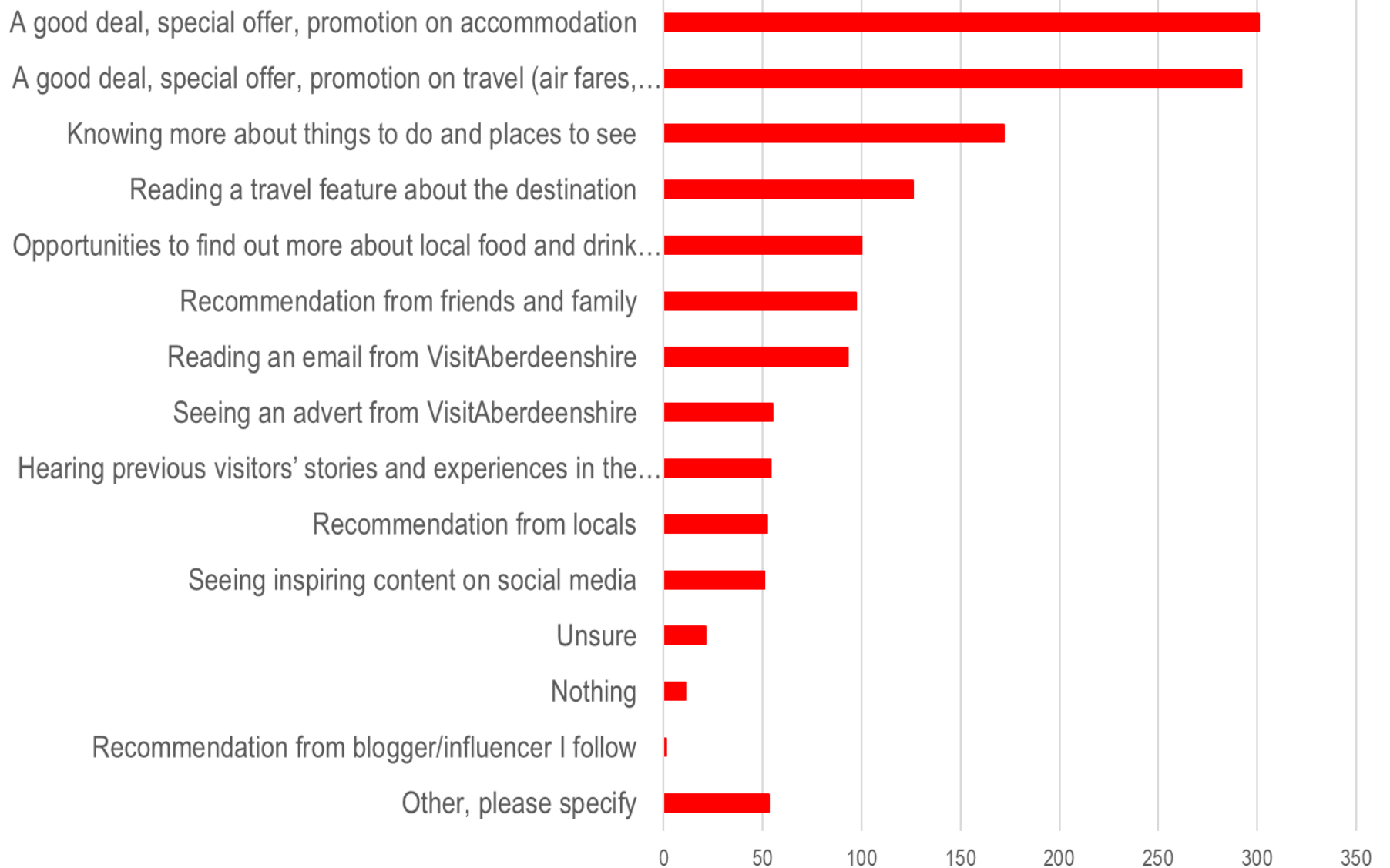
Satisfaction with visit



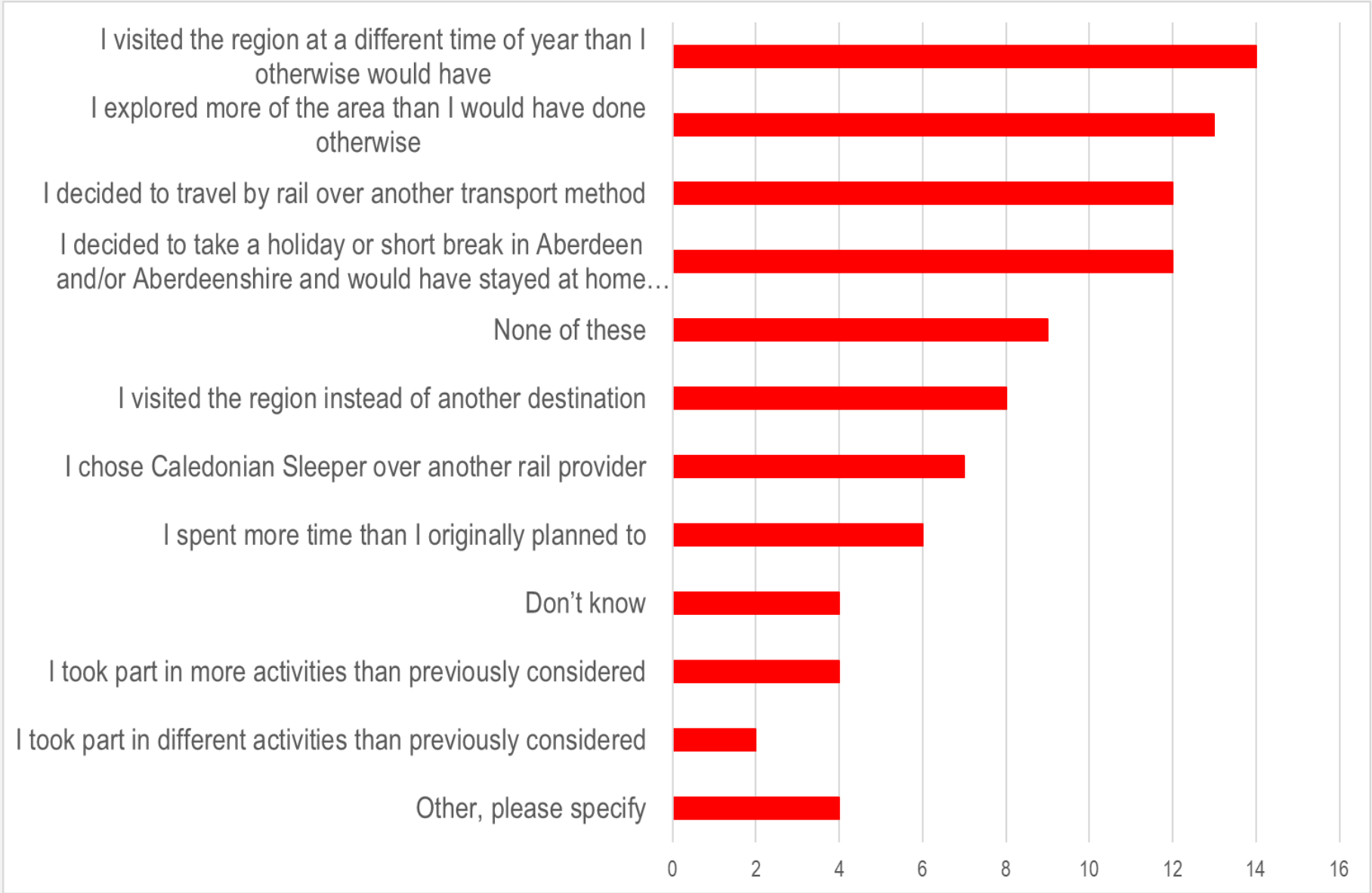
Net Promoter Score



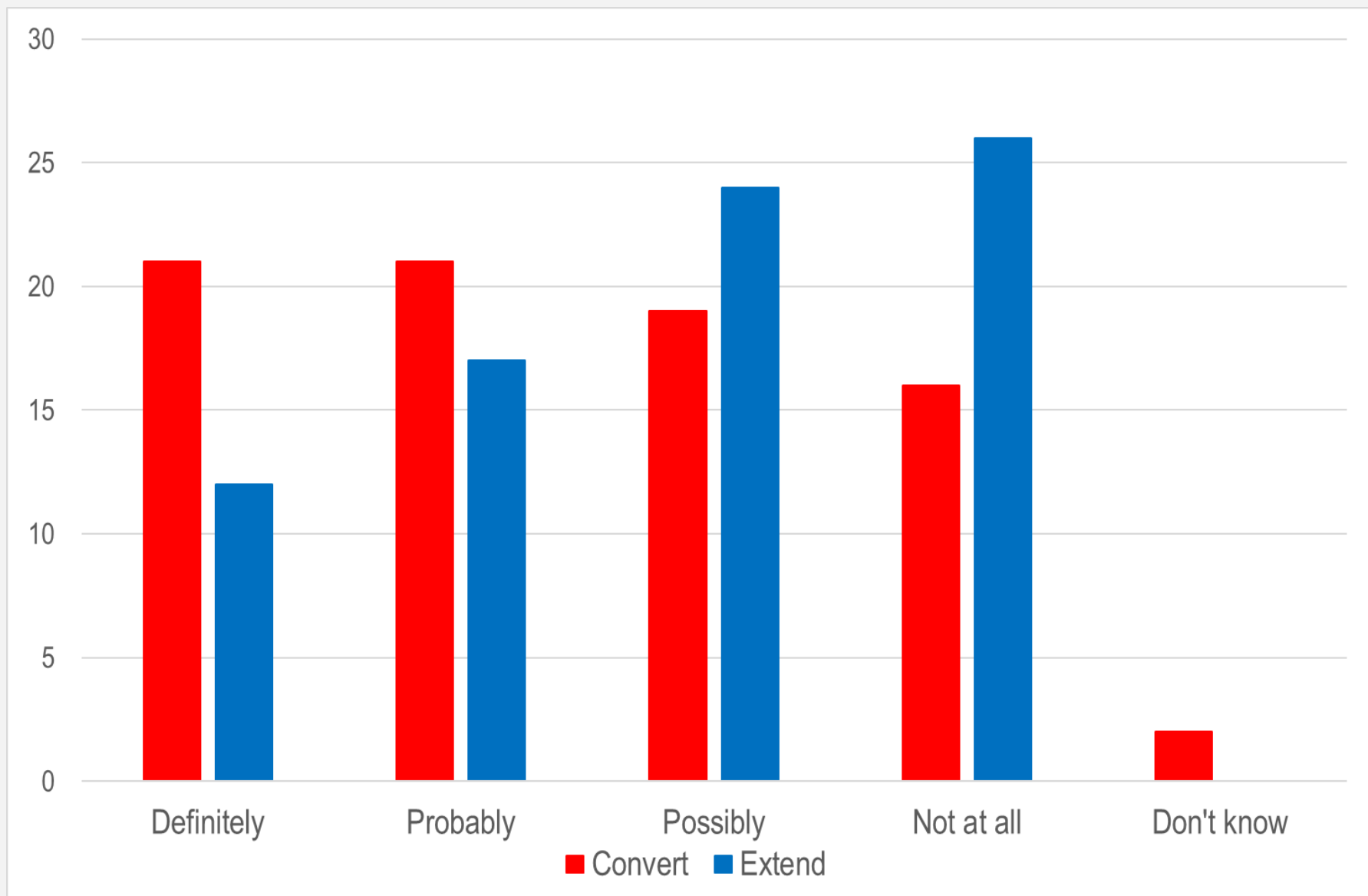
What would encourage visit in next year?



Influence of campaign



Convert possible trip to certainty?



- We have an above average population to which we are weighting the results meaning that there is a higher chance of data records that include someone visiting who recalls and has been influenced by the campaign
- Estimated visitor nights in the region attributable to the campaign – 6,313 (8,384)
- Estimated visitor spend in the region attributable to the campaign - £563,038 (£499,935)

Factsheet metrics

Who we spoke to:

1. % of female/male respondents	Female	50%
	Male	49%
	Non-binary / Prefer not to say	1%
2. % of those aged between 55 and 74		66%
	% of those aged 75 or older	11%
3. % of respondents from England and from Scotland	England	77%
	Scotland	15%
	Wales / NI	2%
	Non-UK	6%

How the emails made them think and feel

4. % agreement for top three statements:	
The region is a great place for enjoying the night sky	86%
The destination has a range of quality experiences to enjoy	84%
I realise there is more to the region than meets the eye	84%

Visit Satisfaction

5. % who gave a satisfaction rating of 8, 9 or 10	86%
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About the analysis



- These slides have been created on behalf of VisitAberdeenshire by Scattered Clouds who undertook the survey analysis in March 2025