



NorthernNights

Campaign Highlights



In partnership with Caledonian Sleeper, VisitAberdeenshire delivered a winter campaign, Northern Nights, focused on the region's cultural venues, festivals, events and stargazing offer.

Winter is still a relatively new focus for VisitAberdeenshire and typically a quieter period for tourism. This campaign aimed to drive awareness of the North-east of Scotland as a compelling winter destination, increase visitation during the shoulder season and highlight the region as easy to reach and offering great value for money, alongside its rich and varied experiences.

The campaign also sought to understand not just performance, but how activity influenced people's perceptions, emotions and actions. This campaign was delivered alongside a dedicated promotion for Aberdeen City which has been evaluated separately.

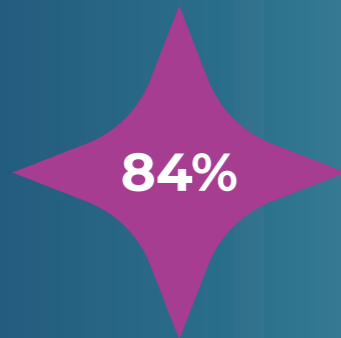
Here are some highlights from the evaluation survey.

HEADLINES

The campaign delivered both in terms of visitor spend and overall satisfaction.



survey respondents



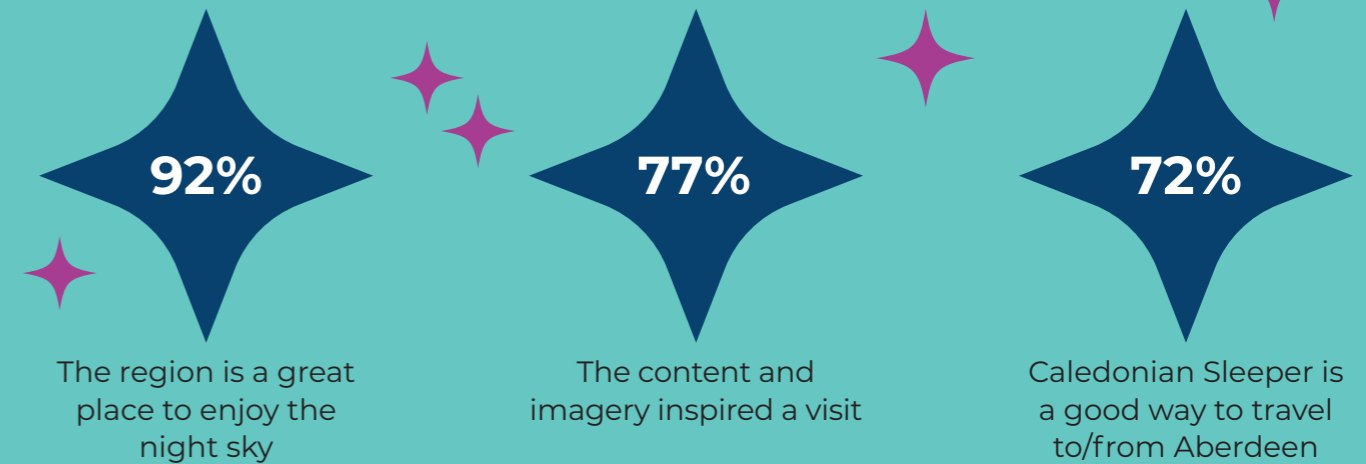
of survey respondents rated their visit to the region as an 8, 9 or 10 out of 10



estimated visitor spend attributable to the campaign

HOW DID THE CAMPAIGN SHAPE PERCEPTIONS?

Respondents were asked how the campaign influenced their views of the region. The strongest areas of agreement were:



WHAT ACTIONS DID PEOPLE TAKE?

Shortly after seeing the campaign, the most common actions were:



1) Enter the campaign prize draw



2) Visit Caledonian Sleeper's website



3) Sign up to VisitAberdeenshire's Newsletter



4) Talk to friends and family about a visit to Aberdeen and Aberdeenshire



5) Explore other pages within the VisitAberdeenshire website

HOW IS THE REGION PERCEIVED?

This is about trying to understand perceptions rather than experiences. What are the associations people have with the region? Knowing this can help us, and businesses, unlock how to communicate with them. All the words/phrases have value in terms of understanding what works but also where the challenges are.

The top three words/phrases selected as **BEST** describing the region were:

Rich in culture and heritage
Beautiful
Uncrowded

The top three words/phrases selected as **LEAST** describing the region were:

Easy to get to
Upmarket
Romantic

WHICH INTERESTS/PASSIONS WOULD ATTRACT YOU TO VISIT THE REGION?



Respondents told us that the top interests/passions that would attract them to visit the region are:

- ◆ History and heritage
- ◆ Experiencing the natural environment
- ◆ Food and drink
- ◆ Night sky activities (star-gazing; photography)
- ◆ Exploring cities

WHAT DID VISITORS HAVE TO SAY ABOUT THEIR STAY?

“Great variety of venues for music and dining out.”

“Interesting area, easily accessible. Great walks, museums, beach area. So much to do.”

“Just love Aberdeenshire towns and villages. Pennan is my favourite place, northern lights visible from there too.”

“I lived in Aberdeen for 29 years as a young person. Aberdeen and Deeside are my spiritual homes and always will be. More of this type of campaign would attract many more people to come to this part of Scotland because of its richness of culture, history and scenery.”

If you would like to discuss any of the other Insights and Evaluation work we do at VisitAberdeenshire, please contact Deirdre O’Donnell, insights@visitabdn.com.