

VisitAberdeenshire Impact Report 2024/25

Driving a **£1.27 billion** visitor economy

Business Support



Tourism Business Game Changer



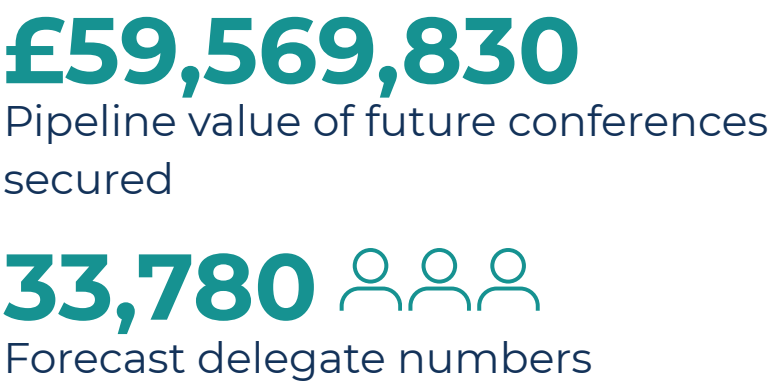
Provenance Festival



Welcome Volunteers



Convention Bureau



Trade Buyers



Marketing and Communications



Commercial Revenue



In-kind Support



VisitAberdeenshire is the recognised destination organisation and lead body for tourism serving Aberdeen and Aberdeenshire. Its core purpose is to drive demand to visit the region, and support businesses to develop and to meet that demand, reflected in a remit that embraces both destination marketing and destination development. VisitAberdeenshire is funded by Opportunity North East, Aberdeenshire Council and Aberdeen City Council.



VisitAberdeenshire

