VisitAberdeenshire Impact Report 2024/25

Driving a £1.27 billion visitor economy

Business Support



92% Businesses citing positive impact arising from

VisitAberdeenshire activity

367 Attendees at workshops and webinars

Convention Bureau

£59,569,830
Pipeline value of future conferences

secured

33,780 ^ ^ ^ Forecast delegate numbers

27 Number of confirmed services



96,550
Bed nights

conferences receiving support

Tourism Business Game Changer



Businesses received a Pioneer Award grant

> (Funded by the UK Shared Prosperity fund via Aberdeenshire

Provenance Festival



Welcome Volunteers

Events throughout Aberdeen and Aberdeenshire

Operators committed to including the North-East in an itinerary

Marketing and Communications

£5 Million



Visitor spend due to own channel activity

1.5 Million

Page views on visitabdn.com at year end



Average attributable ROI from campaigns



Published articles arising from PR work

132k

E-News subscribers at year end

Trade Buyers

207

Buyers engaged with at trade events

Commercial Revenue

£35,700

Advertising sales and sponsorship

In-kind Support £46,600

Estimated value of In-kind support received

Volunteering hours recorded by 30 volunteers

Cruise Ships greeted between April and September

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.

