



Phrasebook:
bringing our region's
story to life



What's our story?

From rugged coastlines to vibrant city culture, glorious mountain ranges to charming towns and villages, the region tells a compelling story.

Our destination's message becomes stronger when we speak with one voice, to demonstrate the authentic experiences on offer for our visitors.

That's why VisitAberdeenshire has curated this phrasebook: a selection of words and phrases that describe Aberdeen and Aberdeenshire, highlighting common themes that you may choose to adopt throughout your own marketing.

A collaborative approach to promoting the destination can in turn, convert interest into bookings.

Let's bring the region's story to life.



Spectra cover photography © Ian Georgeson



Writing a new chapter for our region

This document is separated into themes. Think culture, castles and culinary excellence. Maritime history, thrilling adventure and epic road trips. But that's just the beginning.

It works a bit like a recipe book, allowing you cherry-pick words and phrases to your promotional activity. Try these in your website copy and social media posts to compliment your own business narrative. Here's how some copy might look, pulling some of the phrases together.

*Welcome to Aberdeen and Aberdeenshire, a destination where the **dramatic North Sea** coastline meets **majestic rolling landscapes**, historic castles, and vibrant city life. Nestled in the North-east of Scotland, the region offers an extraordinary blend of the **wild outdoors**, cultural heritage and authentic experiences that promises an unforgettable trip for every visitor.*



Our region, in a nutshell

If we were to succinctly describe the North-east of Scotland to visitors, how would we do that? The word grid below features some of the key phrases and adjectives we may use.

Home to 263 castles	Dramatic North Sea coastlines	Majestic rolling landscapes	Emerging cultural hotspot	Trailblazing museums and galleries	Value for money
Wild and wonderful outdoors	Challenging cycling climbs	Tranquil walks to soothe the soul	Enchanting castles and gardens	Culinary excellence as recognised by Condé Nast Traveller	Quality accommodation
Ancient whisky distilleries	Contemporary gin blends	Home of craft beer revolution	Scotland at its most majestic	Deep-rooted royal connections	Above and beyond – exceeding expectations
Lyrical Doric lexicon	Fascinating storytellers inspiring visitors	Proud agricultural heritage	Gateway to the Cairngorms National Park	Awash with maritime history	



Adventure awaits

Adventure tourism is growing in the Aberdeen and Aberdeenshire region. The below phrases relate to this burgeoning sector in the North-east.

Scottish Mountain Biking Destination of the Year 2022, 2023 and 2024	Gravel cycling paradise	Find flow on your mountain bike at Tarland Trails	Tick off all five of our amazing pump tracks	Explore stunning single track and enduro trails on Deeside and Donside	Paddle rivers, lochs and seaside across the region
	Four of the five highest mountains in the UK		Bag Munros in Aberdeenshire*	Spectacular terrain and secluded valleys	Fly fish in world famous salmon rivers
Breathtaking ridges	Surf North Sea waves on Aberdeen, Fraserburgh and Sandend beaches	Soak in panoramic views	165 miles of outstanding coastline	Conquer the Aberdeenshire Ascents - the most challenging hill climbs in the region	
Climb rugged sea cliffs		Hit the slopes at Glenshee and the Lecht			

*Braeriach (1,296m), Ben Macdui (1,309m) and famous Lochnagar (1,155) on the majestic Balmoral Estate.



Conquering our castles

Aberdeenshire’s Castle Trail is eclectic, inspiring and not to be missed. Try some of these phrases out for yourself when describing the region’s castles.

Home to 263 castles	More here per acre than anywhere else in the British Isles	Ancient clifftop ruins	Medieval fortresses	Scottish baronial castles	Home to Scotland’s Castle Trail
Jacobean mansions	Fascinating forts	Inspired famous storytellers*	Balmoral is Aberdeenshire’s most famed castle	Summer residence of the Royal Family since the 19th century	Iconic pink hued Craigievar Castle
Described by Queen Victoria as “my dear paradise in the Highlands”					

*Robert Louis Stevenson, Bram Stoker, Walt Disney and Franco Zeffirelli.



A taste of Aberdeenshire

Aberdeen and Aberdeenshire’s food and drink larder has made its mark in the global food scene. Condé Nast Traveller highlighted the ‘surprising food movement’ in Aberdeen, and luxury US publication The Robb Report described the region as ‘Scotland’s emerging culinary capital.’ We couldn’t agree more.

Select these phrases to help you convey the unique tastes of the region.

World-famous Aberdeen Angus beef	Traditional shortbread dispatched globally	High quality provenance	Rich pastures	Fresh seafood caught daily	Foraging haven
Home of the humble buttery/rowie	Great estates with a wealth of venison and game	Clean clear springs and moorland peat help create the perfect dram	Golden whisky drams batched in ancient distilleries	Experimental gin brands	Unrivalled foodie experiences
Cradle of the craft beer revolution	Five Michelin Guide restaurants	Locally sourced ingredients	Incredible food and drink larder	Hand crafted menus by award winning chefs	



Teeing off

Scotland is known globally as the home of golf and in our North-east corner, a golfer’s paradise awaits with 55 courses with unrivalled layouts spanning across Aberdeen and Aberdeenshire.

Endless summer days	Home to 55 majestic courses	Aberdeenshire has two of the top 10 oldest courses in the world*	Parkland, links and heathland courses	Some of the world’s most challenging links courses	Great dunes stretch along Aberdeenshire’s 165 miles of coast
Breathtaking views	UK’s highest golf course is at Braemar	Tee off like royalty in the grounds of Balmoral Castle	Designed by famed golf architects†	“The Greatest 36 Holes in golf”‡	

* Royal Aberdeen and Fraserburgh
† Such as Old Tom Morris, James Braid and Dr Martin Hawtree
‡ Trump International Scotland



Culture and attractions

Vibrant street art, lively festivals, ancient sites and symbols, mysterious standing stones and villages with a fascinating past mark Aberdeen and Aberdeenshire as a treasure trove of Scottish culture.

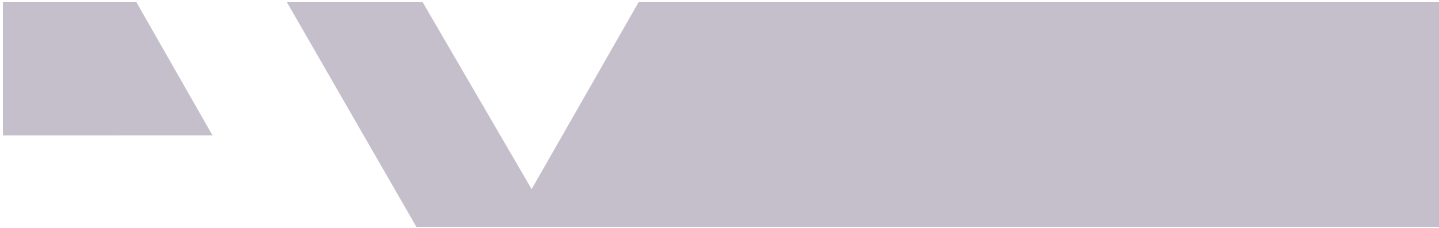
From former prisons, scientific discoveries and regiment history, the region’s museums are waiting to be discovered	Aberdeen named as one of FT.com’s top global picks for street art	Charming, cobbled streets of Old Aberdeen	Aberdeen is a city with two old towns – Old Aberdeen and Footdee	Footdee – known locally as Fittie	Scotland’s Festival of Light
Celebration of North-east innovators and famous sons and daughters	Cultural hotspot with world-class performance venues for music, comedy and dance		Captivating theatre productions direct from the West End	World-class exhibitions and incredible collections	Highland Games season celebrates community and heritage
	Award-winning street art festival	Recumbent Stone Circles unique to Aberdeenshire			



Royal heritage

Queen Victoria fell deeply in love with what would become known as Royal Deeside. She wrote: “All seemed to breathe freedom and peace...” Which phrases would describe this royal haven?

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| Balmoral Castle, summer holiday home of The Royal Family | “My dear paradise in the Highlands,” Queen Victoria | Served generations of the Royal Family | Experience the Highland Games all year-round at the prestigious Braemar Highland Games Centre | The once royal station of Ballater transformed into a vibrant visitor experience |
| Explore the Victorian Heritage Trail | Walk the Deeside Way | Annual Braemar Gathering, one of Scotland’s most famed highland games | Netflix filmed in Aberdeenshire using Slains Castle to double as Castle of Mey in season one of The Crown | |



Epic drives

With so much to see and do across Aberdeen and Aberdeenshire, touring is essential to make your way through the must-see list. Take a look at the below terms.

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| Road trips with coastal views | Expanding EV network | Conquer the legendary castle trail | Inspiring route from Sandend to St Cyrus | Explore fishing villages and harbours |
| Hit the road on the NE250 | Take in the incredible Aberdeenshire Coastal route | | Uncover the Secret Malts of Aberdeenshire trail | |





Natural environment

The wild beauty of the region is diverse and breathtaking. Here’s some evocative terms and phrases to describe our landscapes and how they make us feel.

Connected to nature

Space to breathe and explore

Rejuvenating for body and mind

Creates a sense of belonging and responsibility

Respectful to our environments

Peaceful, unspoilt surroundings

Invigorates the senses

Landscapes teeming with nature

Dramatic skies and shifting hues across the landscapes



Easy to access

Aberdeen and Aberdeenshire’s connectivity allows visitors to arrive by rail, road air and sea, and explore deeper across the region.

One stop from the world

Daily flights from major European hubs

Extensive air access from across the UK

A spectacular drive via the mountains or the coast

Ferries from Orkney and Shetland

Accessible by train by day and by night



Dark skies of Aberdeenshire

The bright city lights and dark skies of Aberdeenshire provide an incredible backdrop for exploring the region. Here’s some terms to describe the night skies over the darker months.

Our dry climate	Night-time city buzz	Top stargazing credentials	Immersive sights and sounds of winter	Low light pollution	Stellar experiences
Sensory outdoor adventures	Dark beauty of the region	Best period in a decade to spot Aurora Borealis	Northern Lights hotspot	Dark Sky Park within the region	Northern latitude
Some of the clearest skies in the UK		Stunning natural environment			

photography © Brian Doyle



Maritime magic

The region’s maritime history is rich, diverse and deep-rooted in the spirit of the seas. From shipbuilding to the energy transition, Aberdeen and Aberdeenshire’s association with the high seas is highlighted below.

Aberdeen: a city of the sea	Incredible seafaring past	Extraordinary story of maritime heritage	Home of Portsoy’s Scottish Traditional Boat Festival
200th anniversary of the Aberdeen Line	Home to Port of Aberdeen, oldest existing business in Britain	Aberdeen Maritime Museum tells the stories of the sea	New and emerging cruise destination
Spot dolphins and seabirds off the coast	Nostalgia of the 1991 and 1997 Tall Ships Races	Tall Ships Races returns/ returned to the region in 2025	



Additional resources

VisitAberdeenshire has further resources on our website for you to use to support your marketing.



Support for businesses

Visit industry.visitabdn.com for guidance on responsible tourism, establishing your own dark skies experience and top tips for working with the travel trade. Get in touch with the team if we can help you further.



Content hub

We know a picture tells a thousand words. Browse our content hub and submit your requests to use our commissioned media throughout your marketing, royalty free. Take your pick of awe-inspiring imagery or engaging videos. Our content hub is constantly evolving, with more content added as it becomes available. Take a look <https://contenthub.visitabdn.com/>



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