

Adventure awaits you: campaign evaluation July 2023

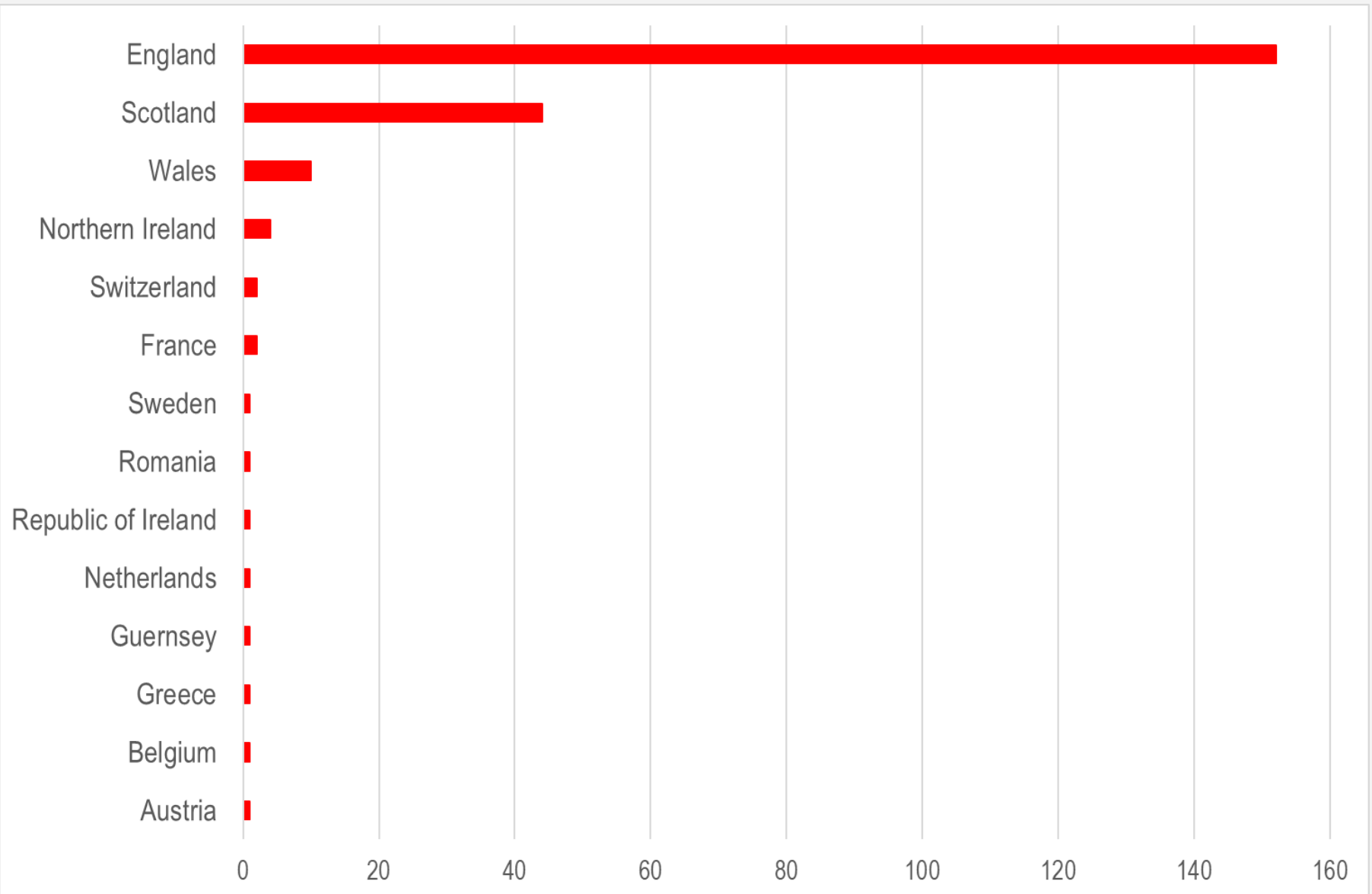


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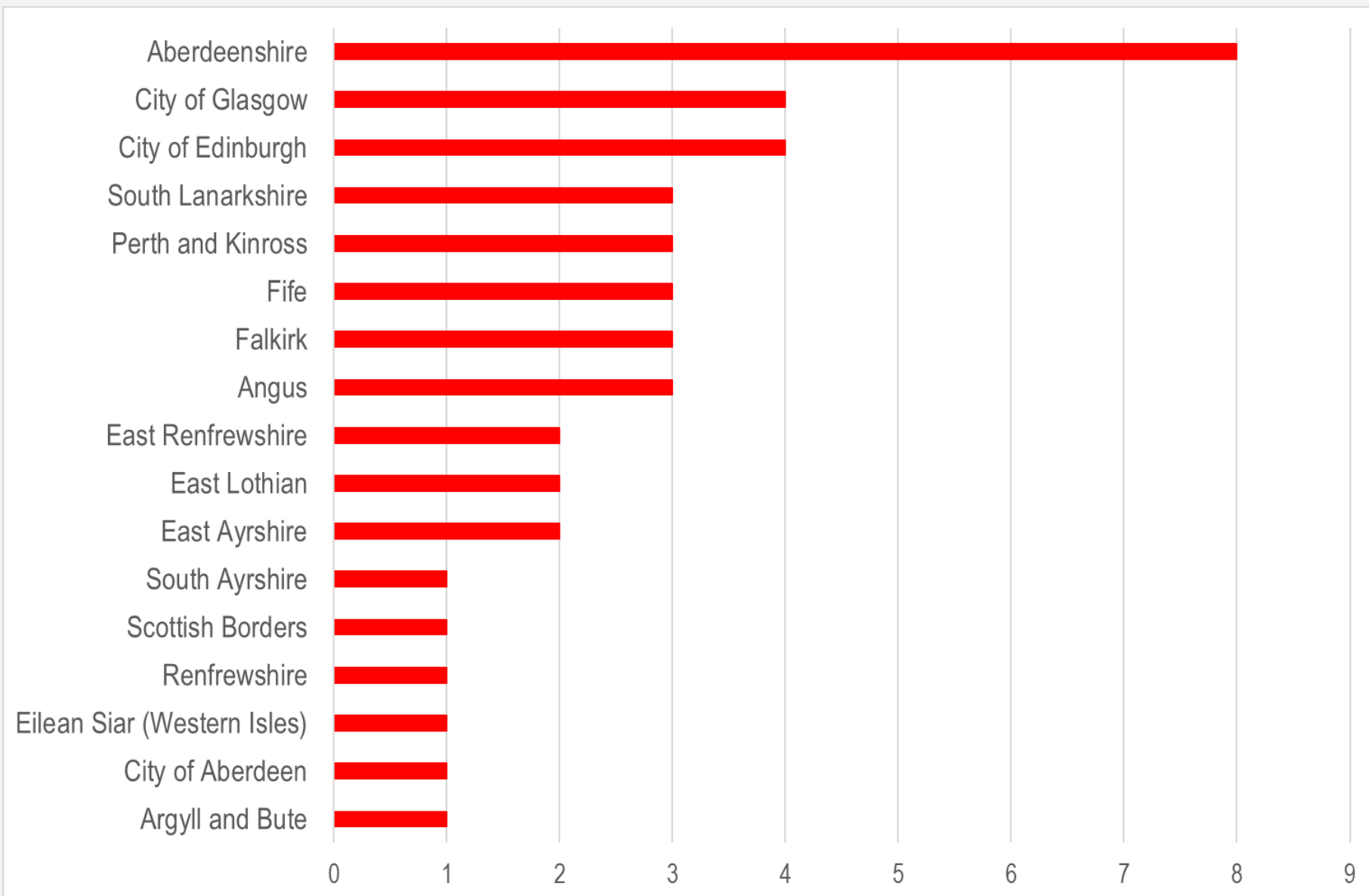
Survey Background

- The survey was distributed to 12,902 potential respondents
- Responses received from 222
- Leading to a response rate of 1.7%
- Charts show number of respondents unless stated

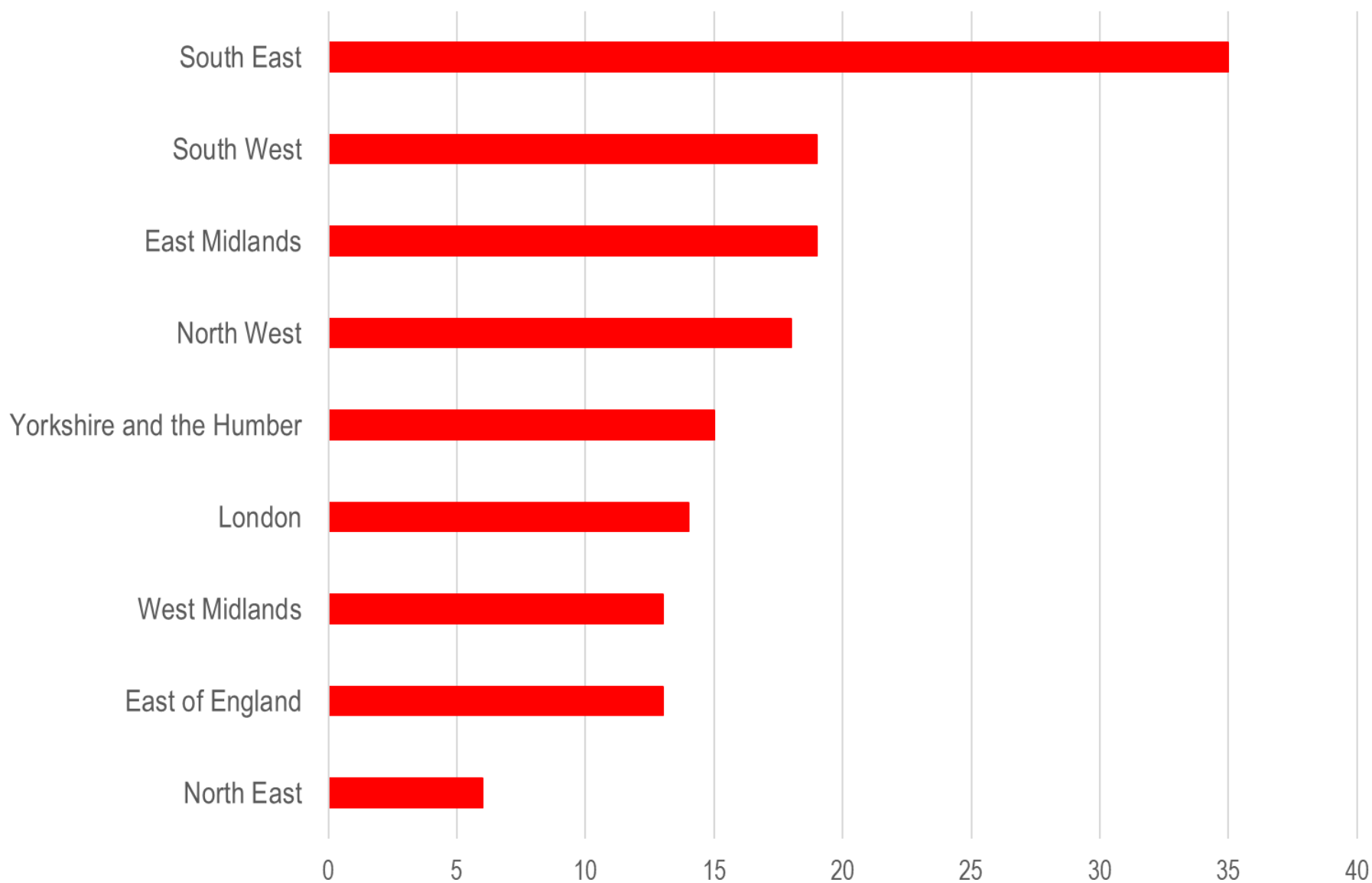
Respondent profile: country



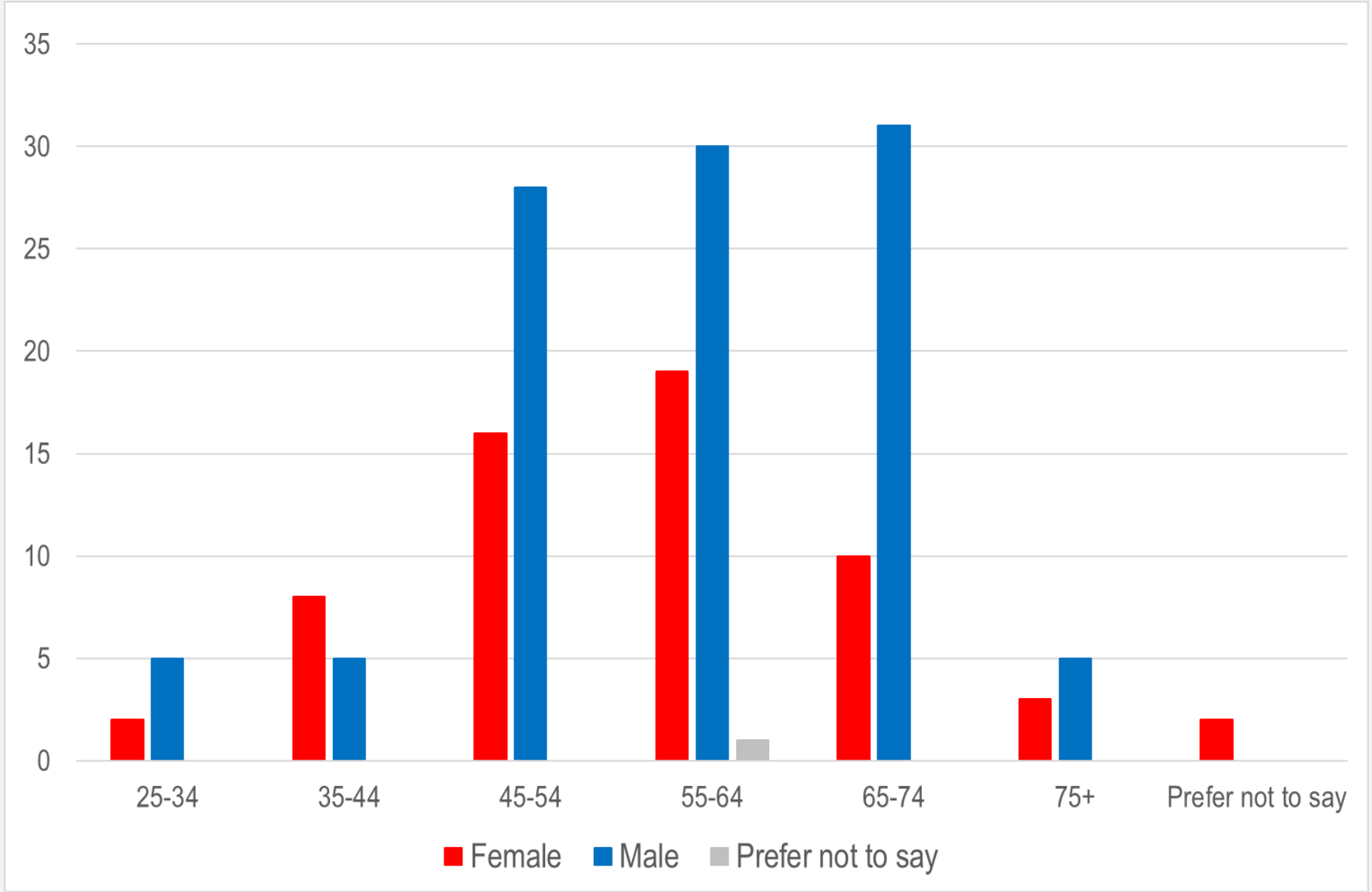
Respondent profile: location in Scotland

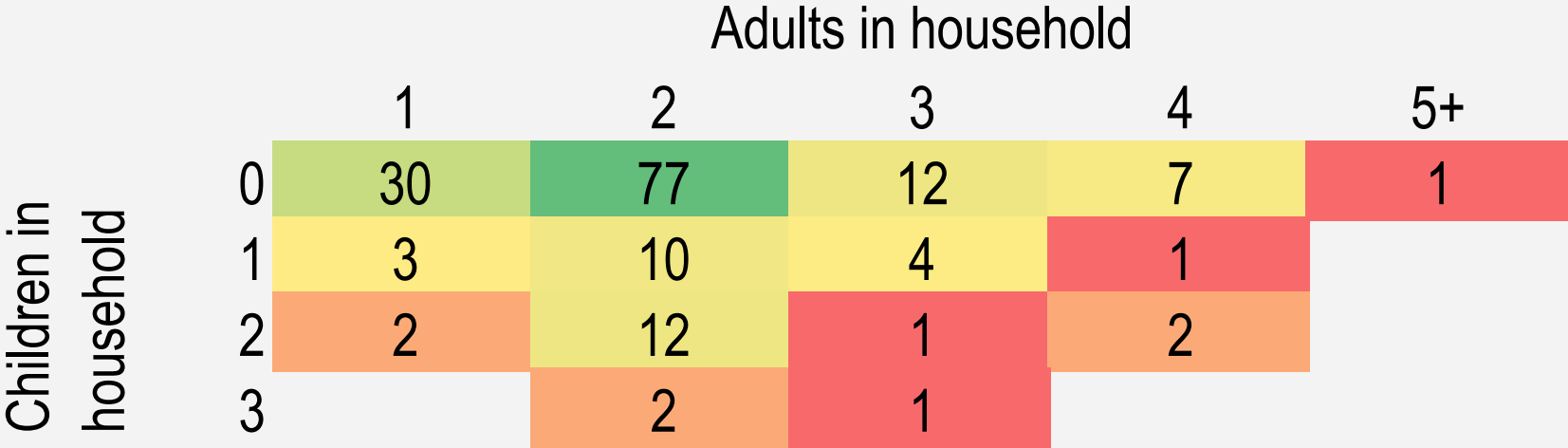


Respondent profile: location in England



Respondent profile: demographics

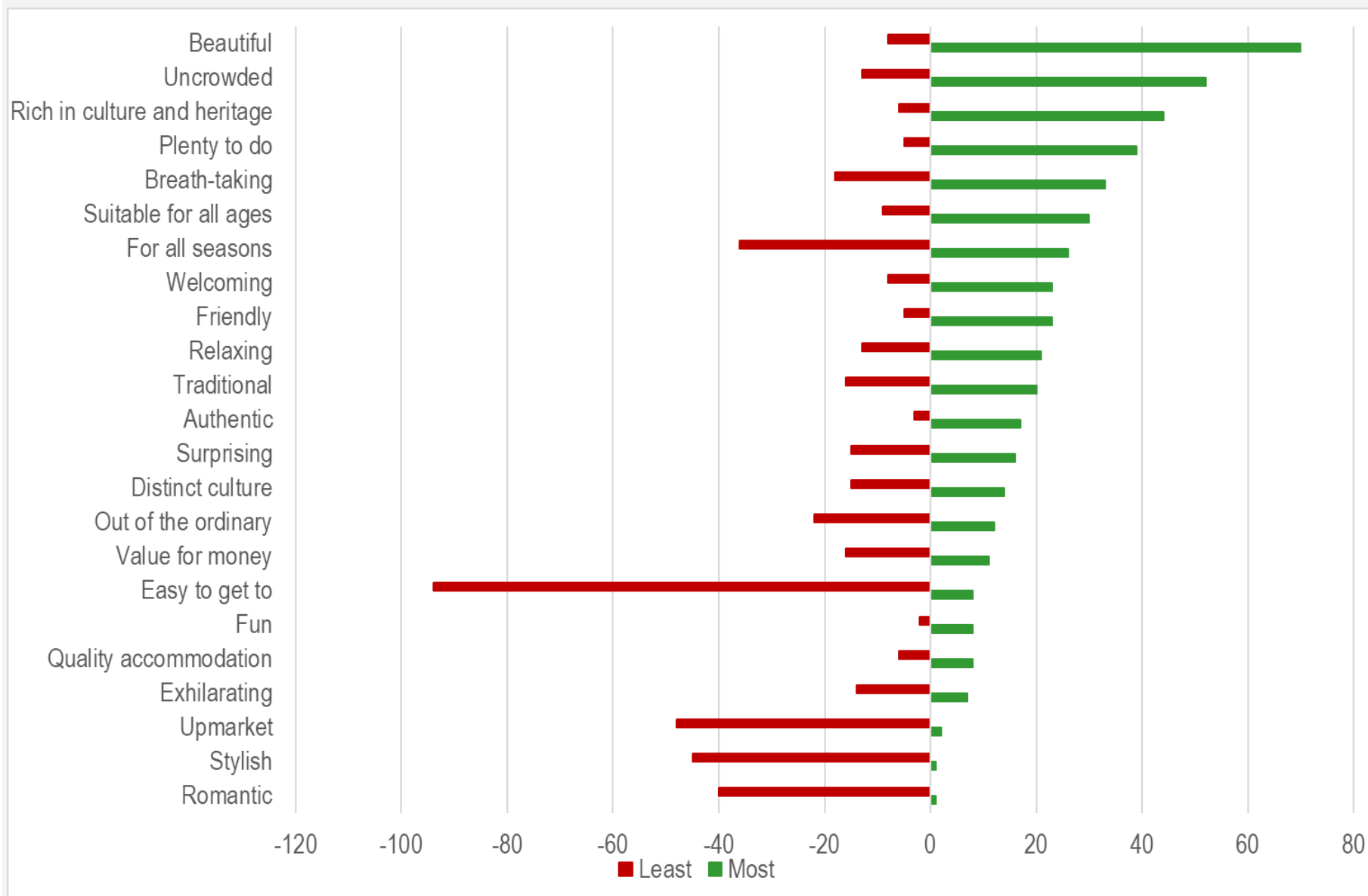




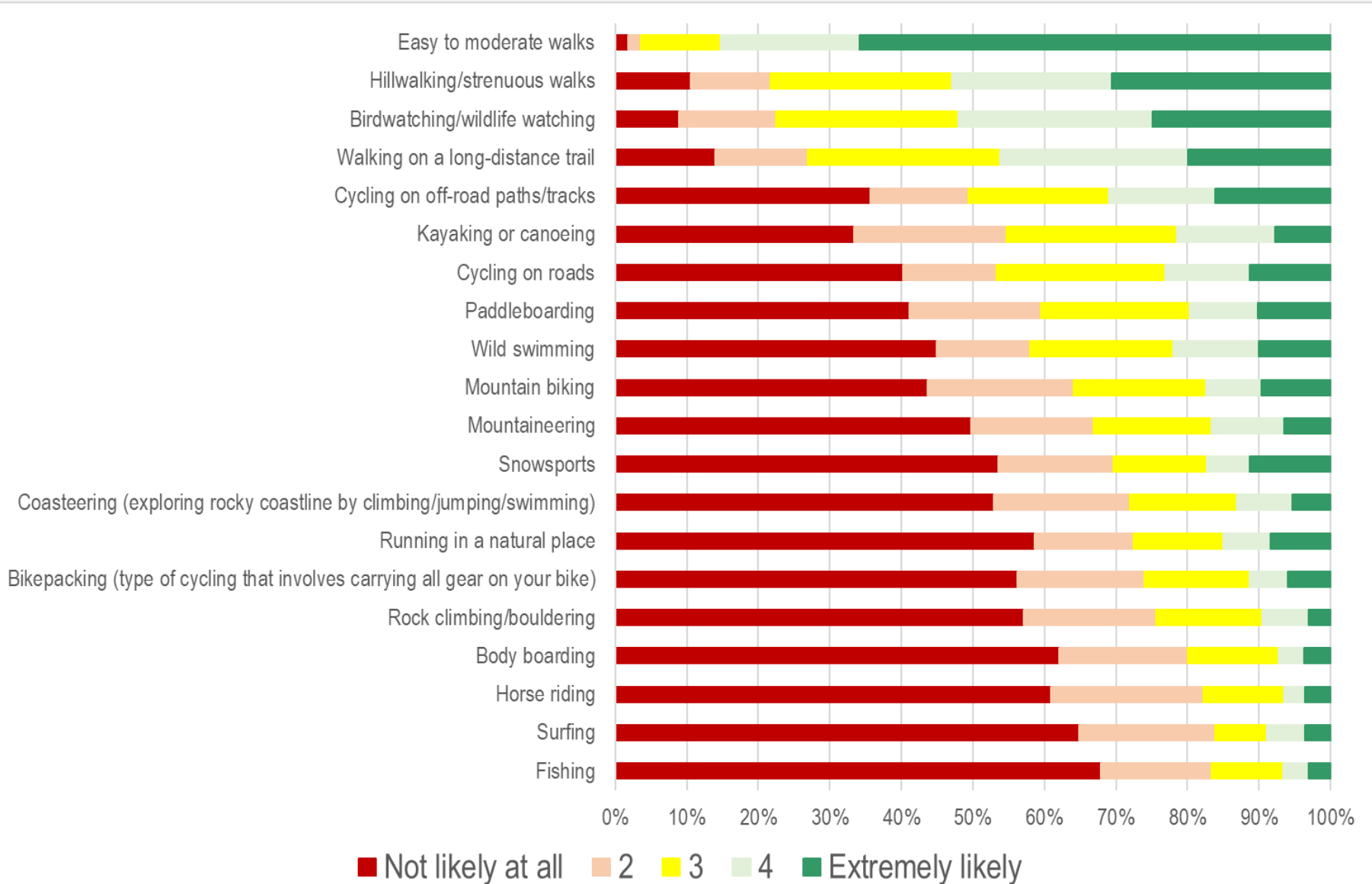
Respondent profile: interests/passions



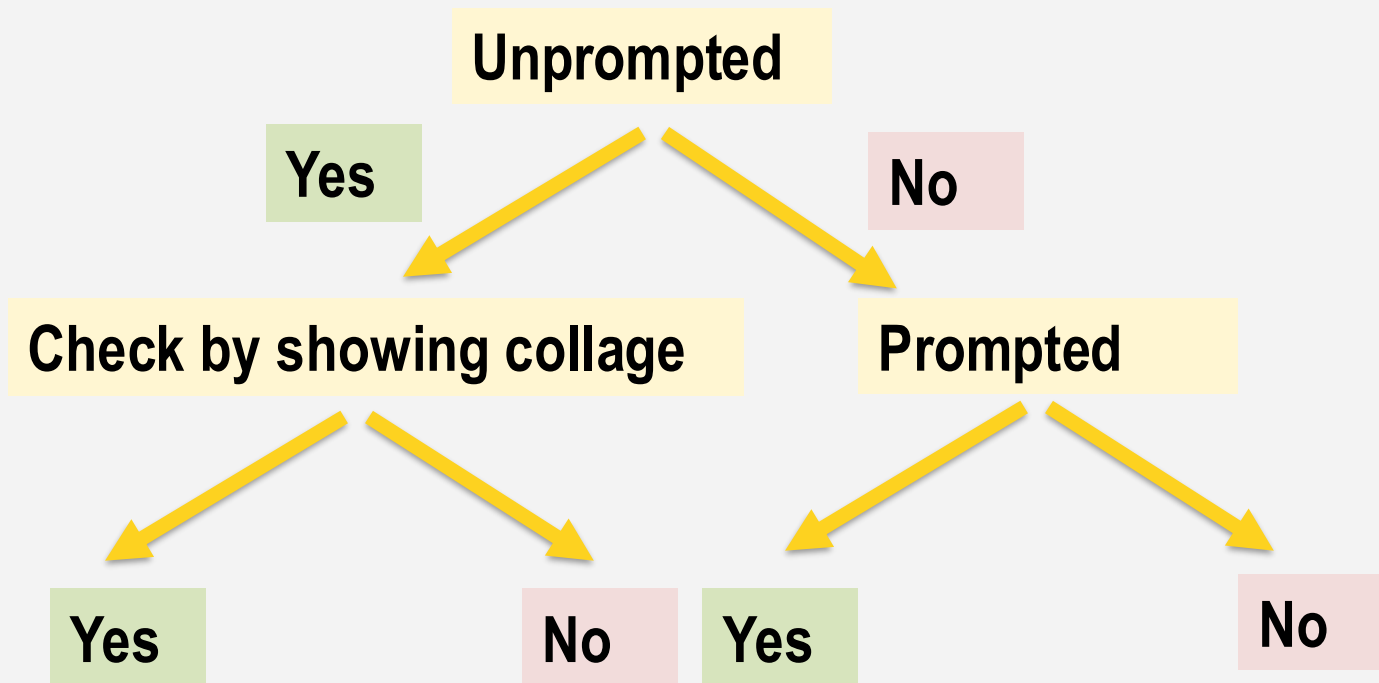
Words that best and least describe region



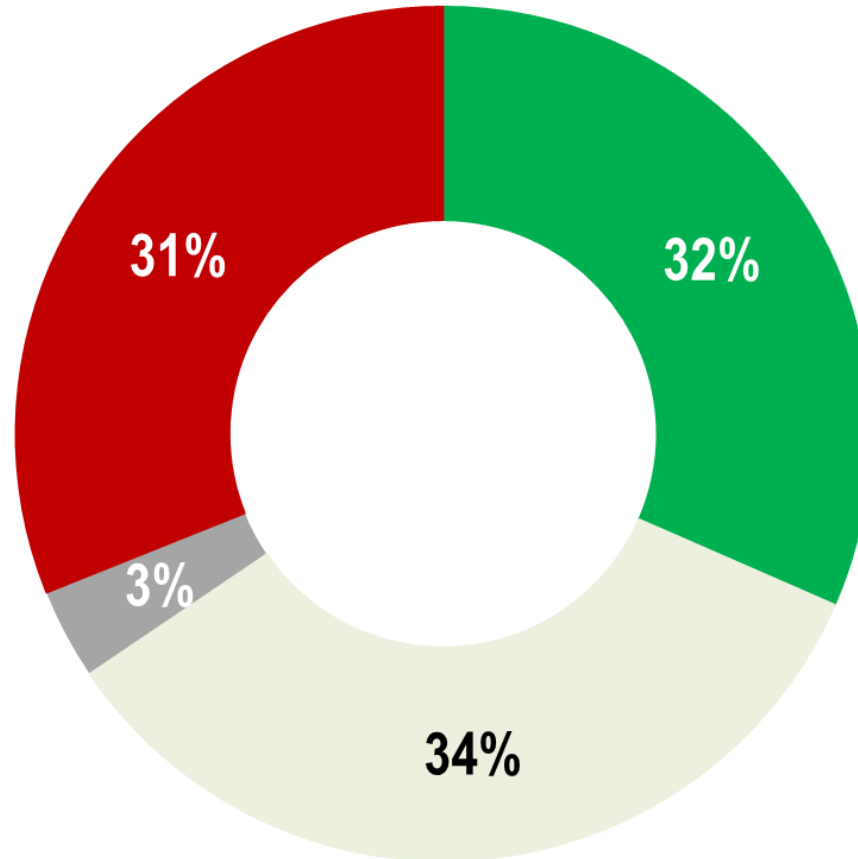
Likelihood of participating in holiday activities



Campaign recall

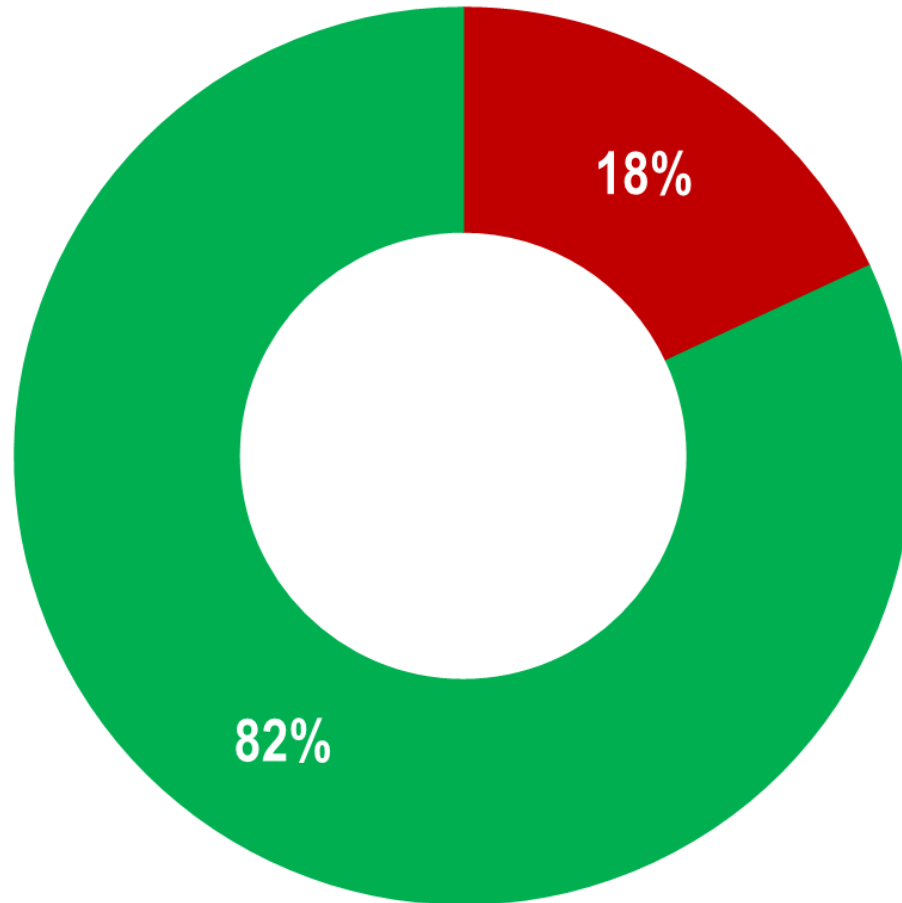


Campaign recall: unprompted

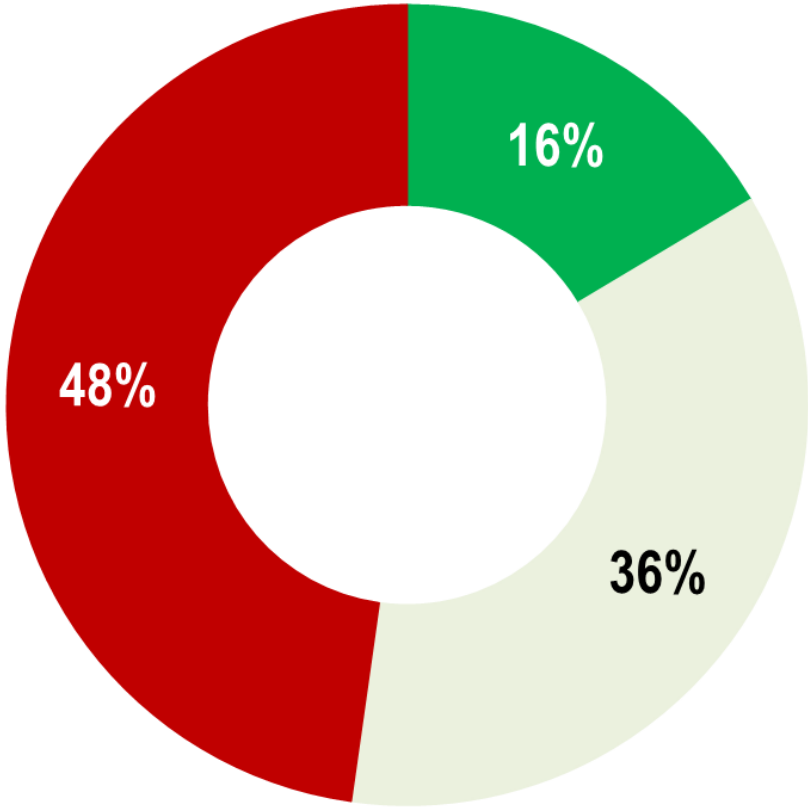


■ Yes, I definitely remember seeing it ■ Yes, I think I remember seeing it
■ Unsure ■ No, I do not recall having seen it

Campaign recall: confirming unprompted



■ No ■ Yes

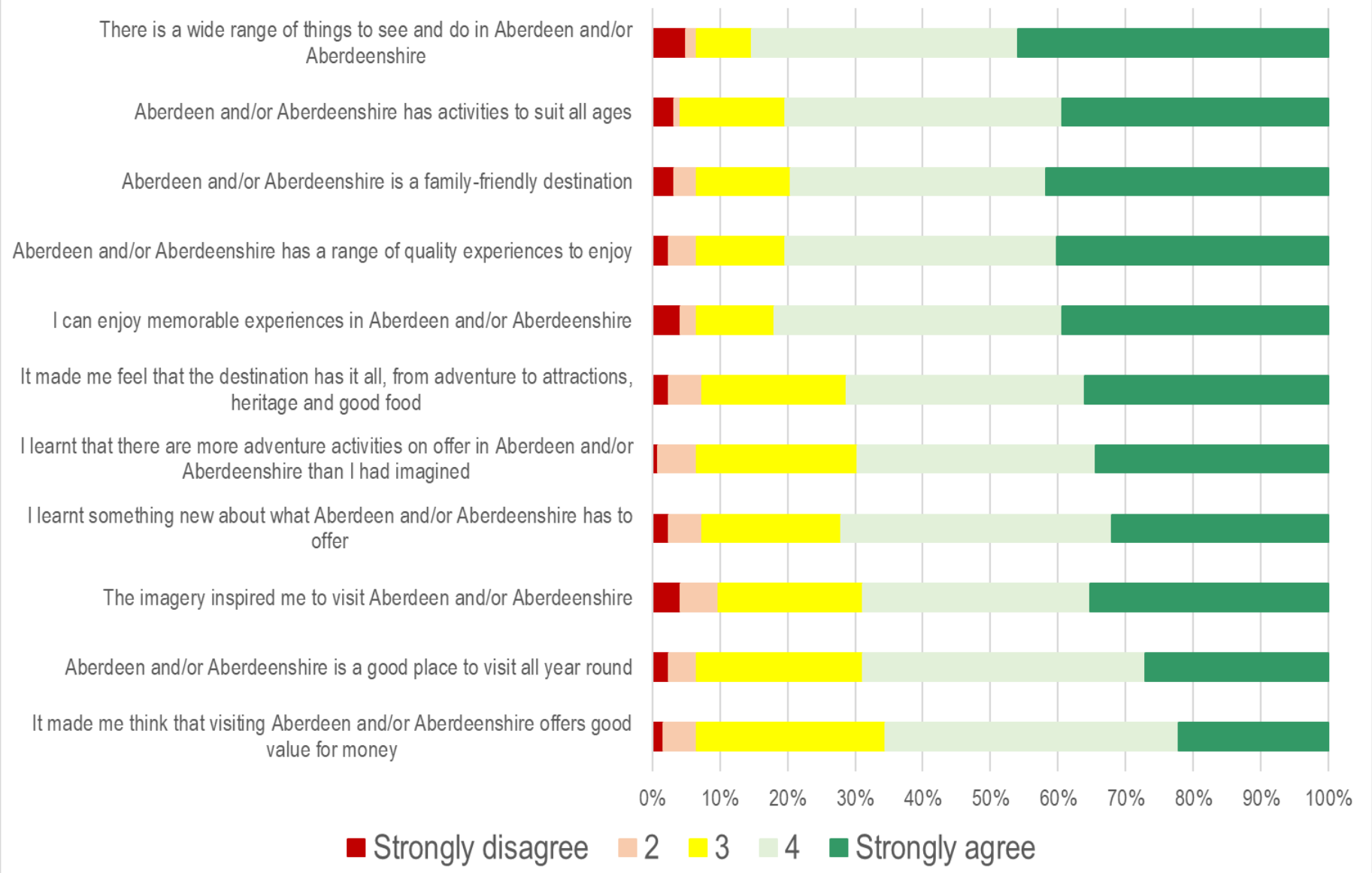


- Yes, I definitely remember seeing this before today
- Yes, I think I remember seeing this before today
- No, I still do not recall having seen this

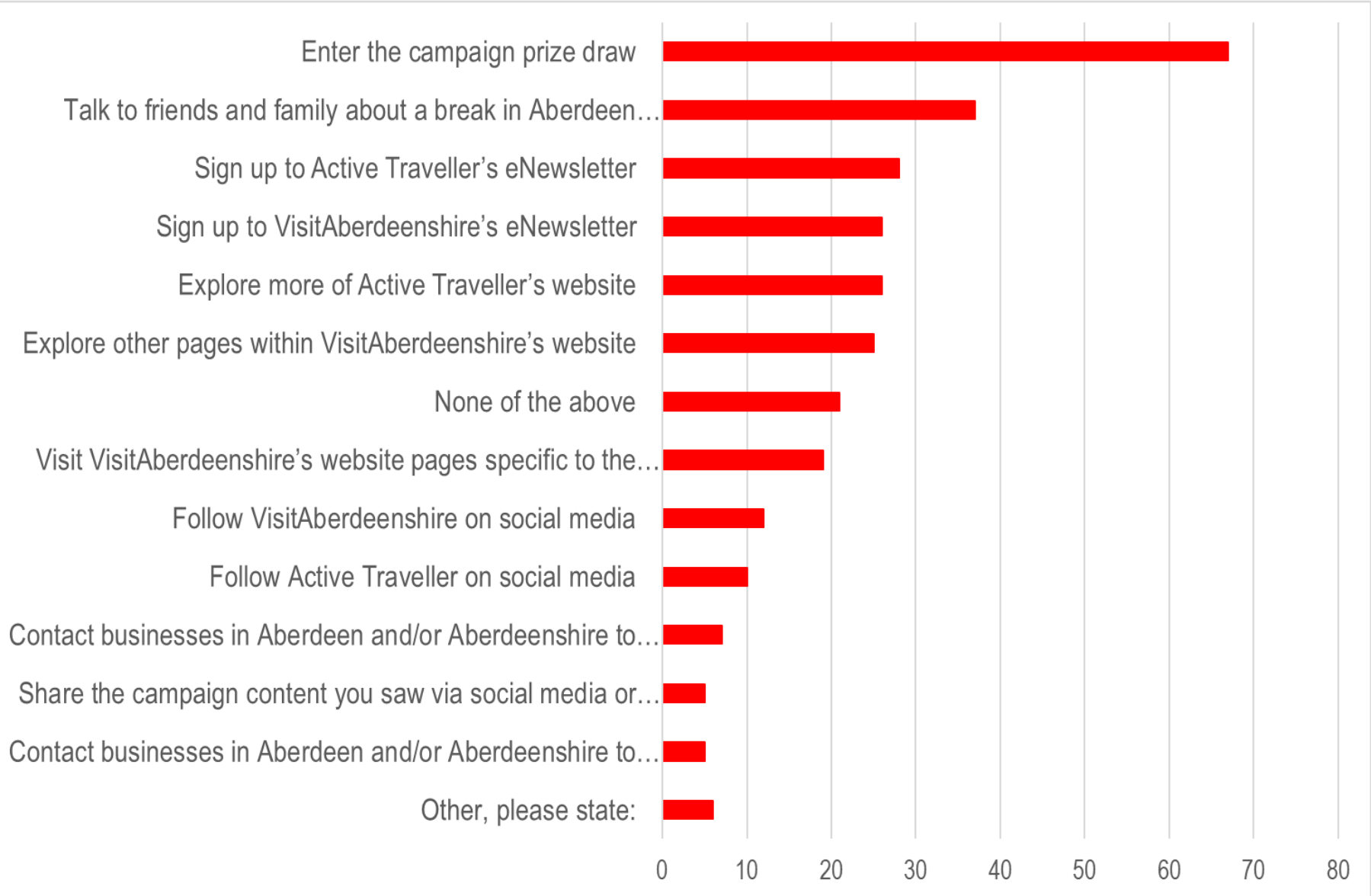
Campaign recall: where seen?



Campaign outtakes



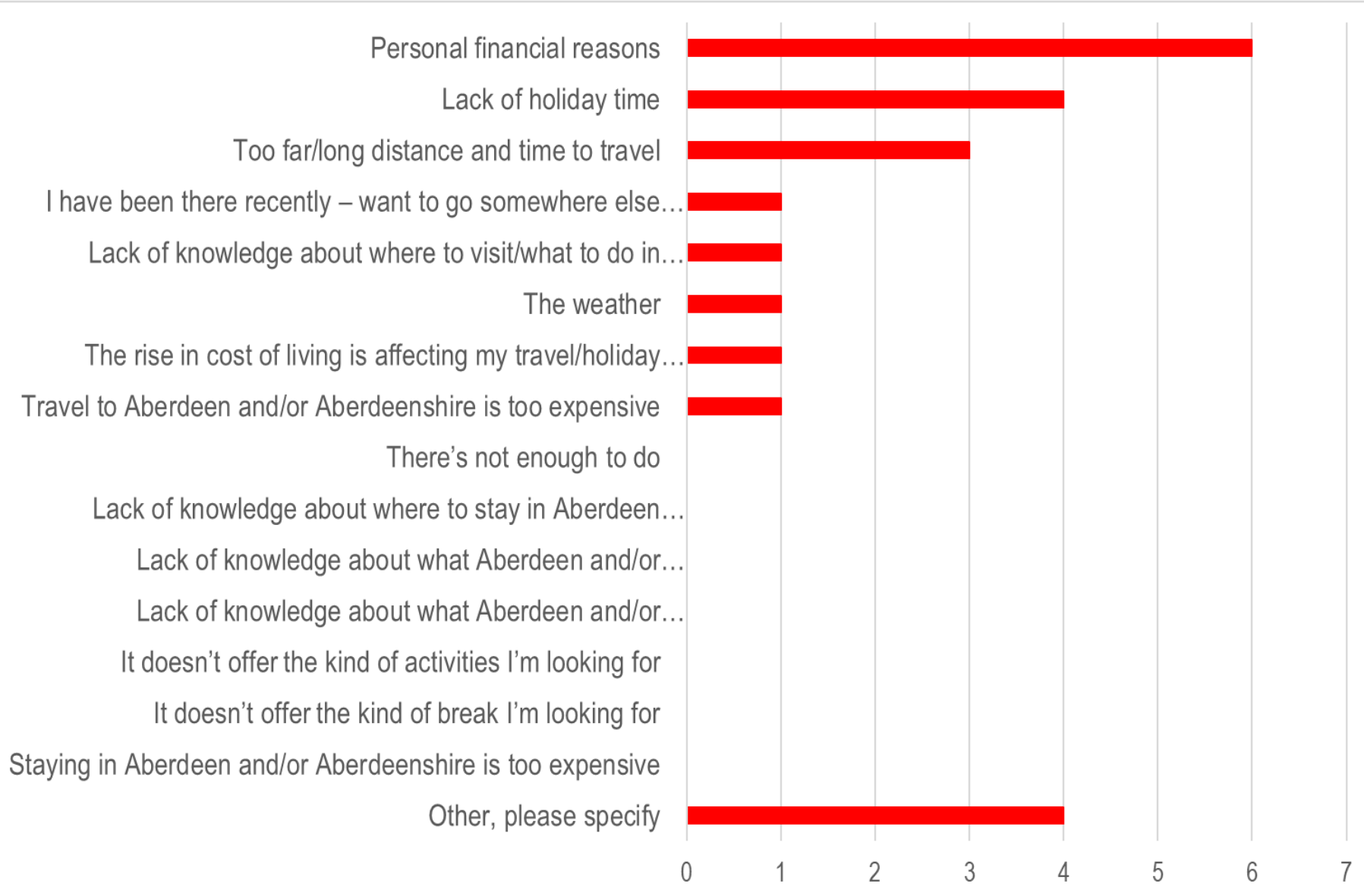
Campaign intermediate outcomes



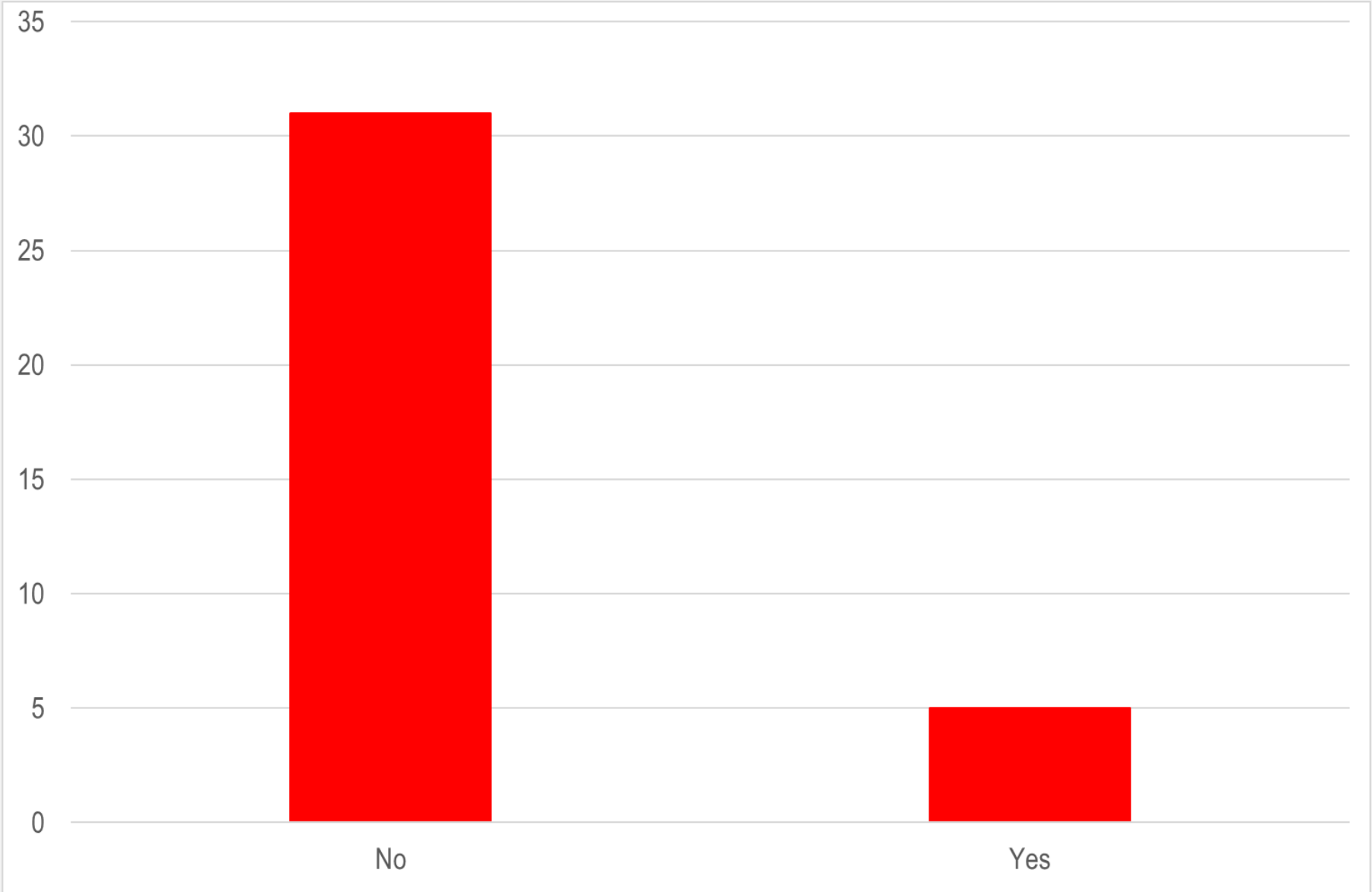
Travel situation

		Travel situation 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
Travel situation at time of seeing campaign	I had already financially committed/booked a holiday/short break to Aberdeen and/or Aberdeenshire	5	1	2	2	
	I had already planned a trip to Aberdeen and/or Aberdeenshire but had not booked any part of the holiday/short break	2		4	5	
	I was still deciding where to go, and Aberdeen and/or Aberdeenshire was just one option	10	1	3	29	2
	I had no plans to book a trip to Aberdeen and/or Aberdeenshire	2			27	11
	None of the above	4	1	1	3	2
Non-attributable as already financially committed or have no plans to visit		20%				
Non-attributable as still at considering a trip stage		52%				
Potentially attributable as have visited or booked a trip		19%				
Non-attributable as no clarity on travel situation at time of seeing campaign		9%				

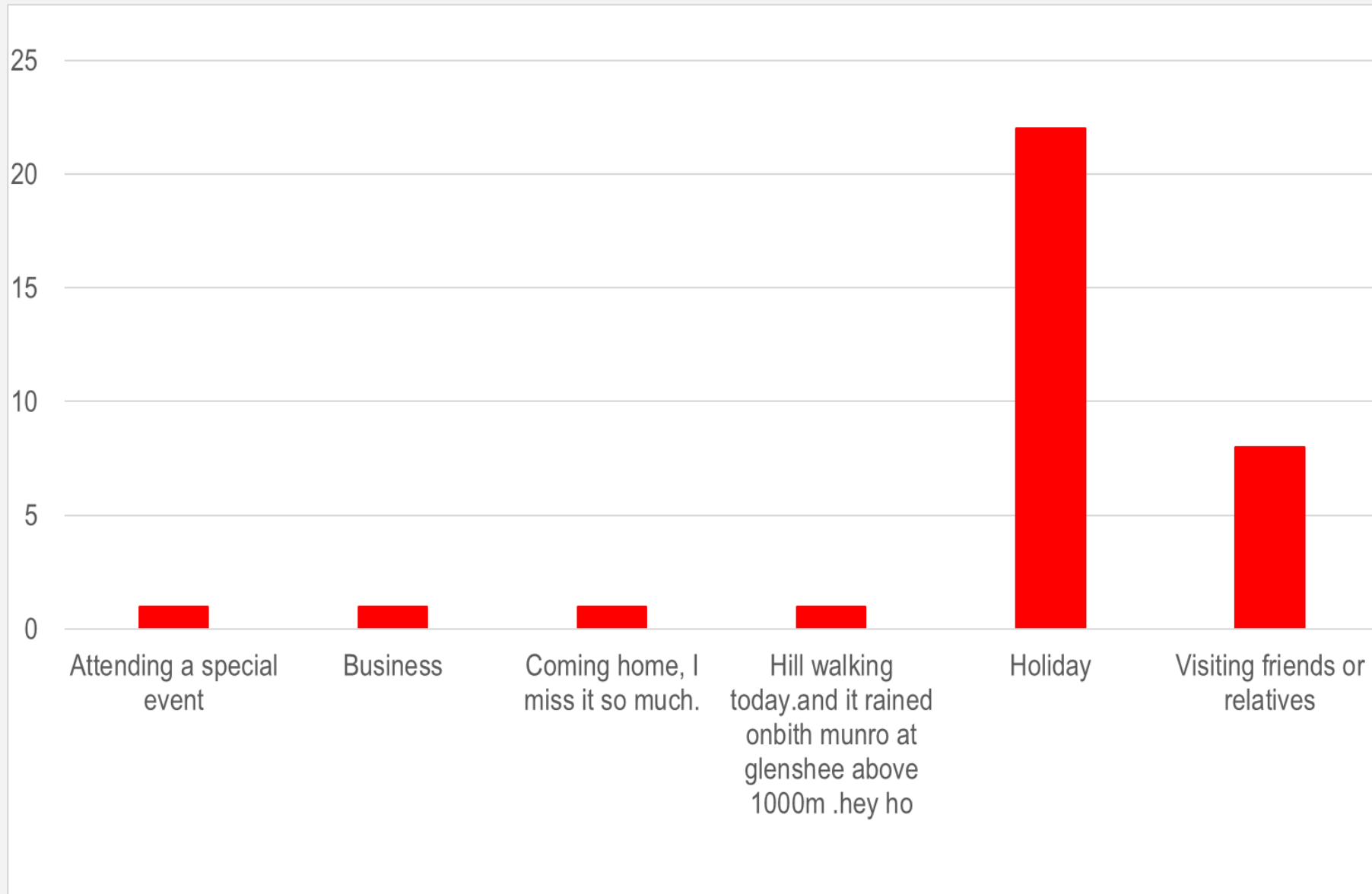
Why no plans to visit?



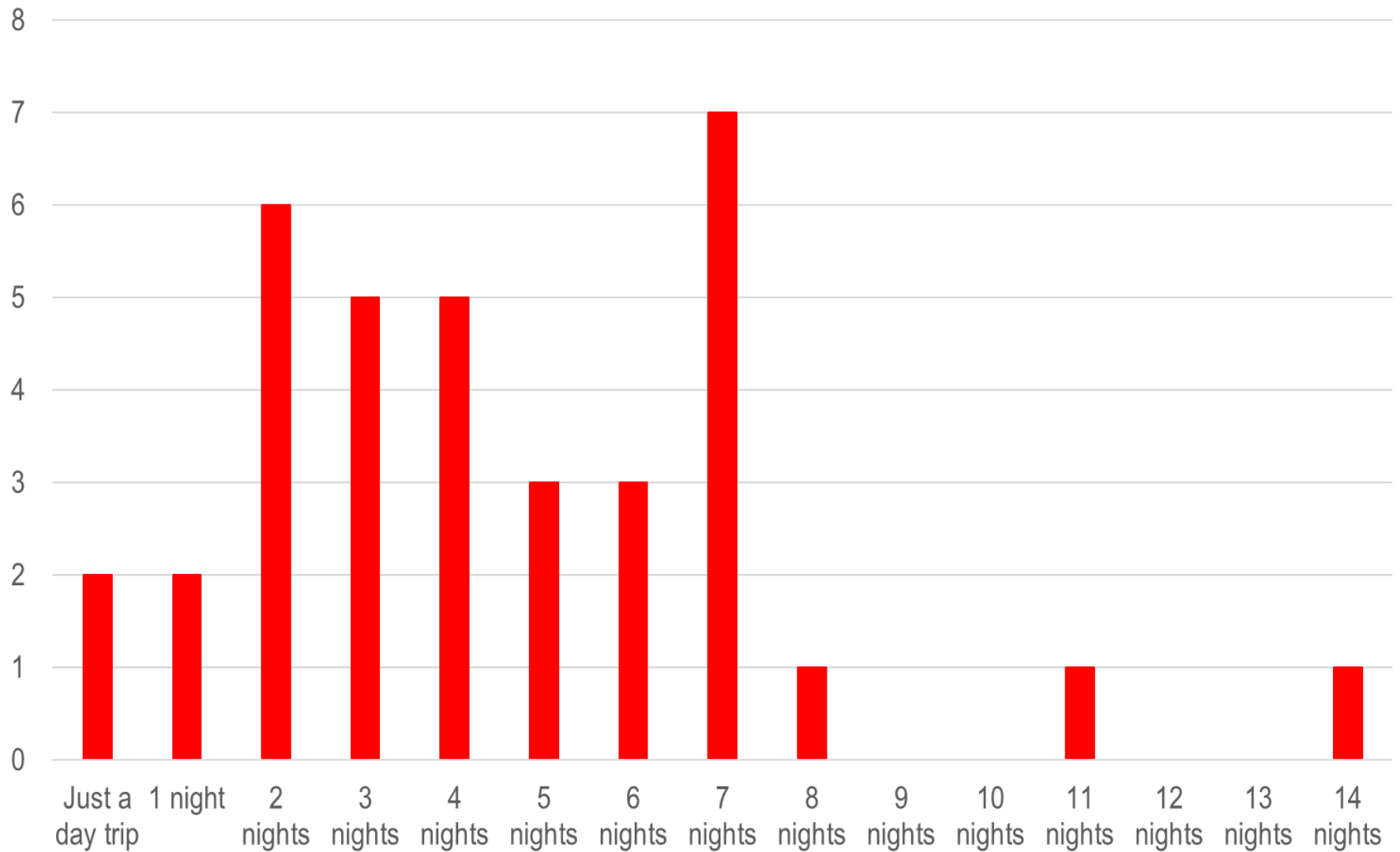
First visit?



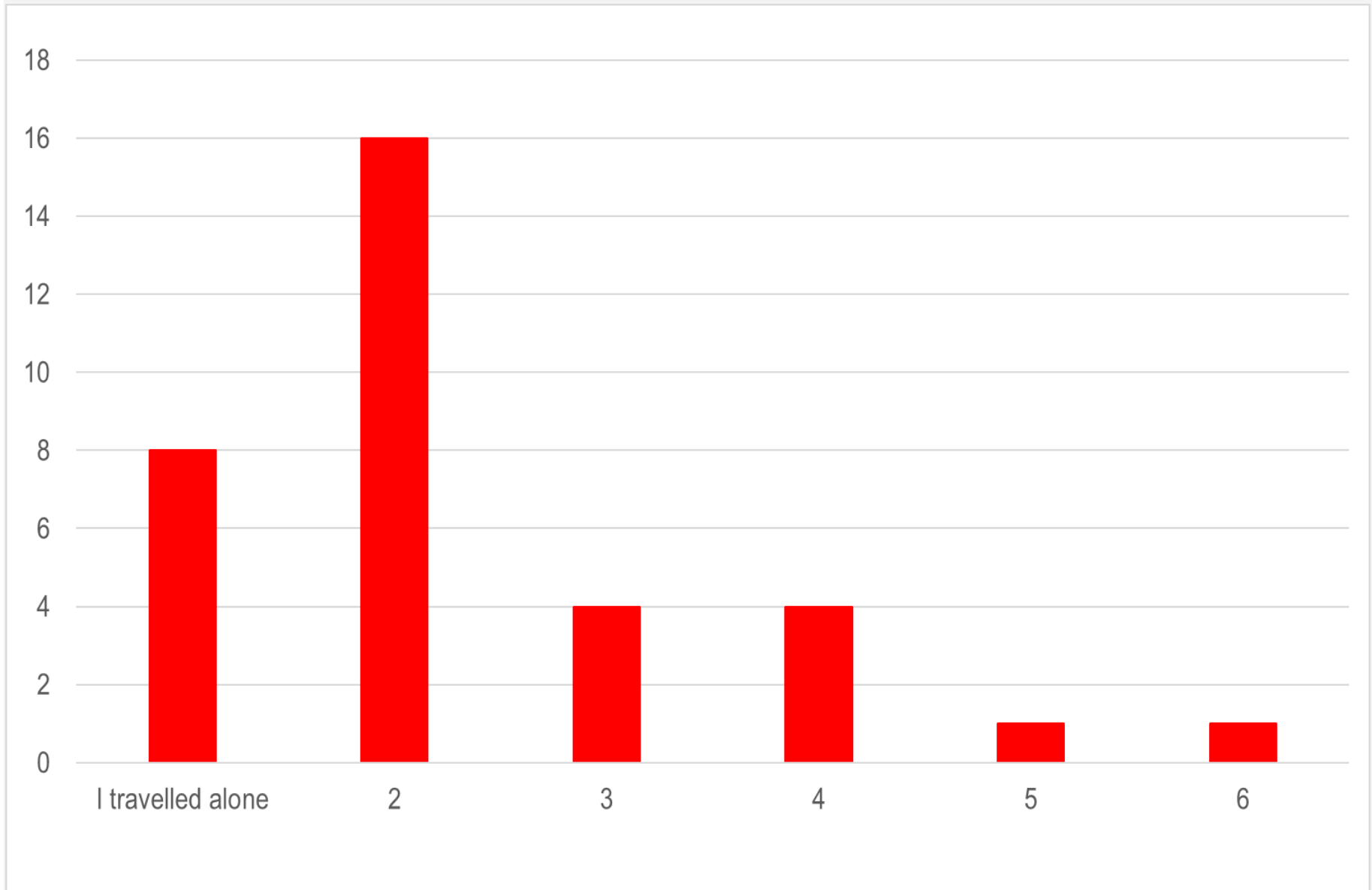
Purpose of trip



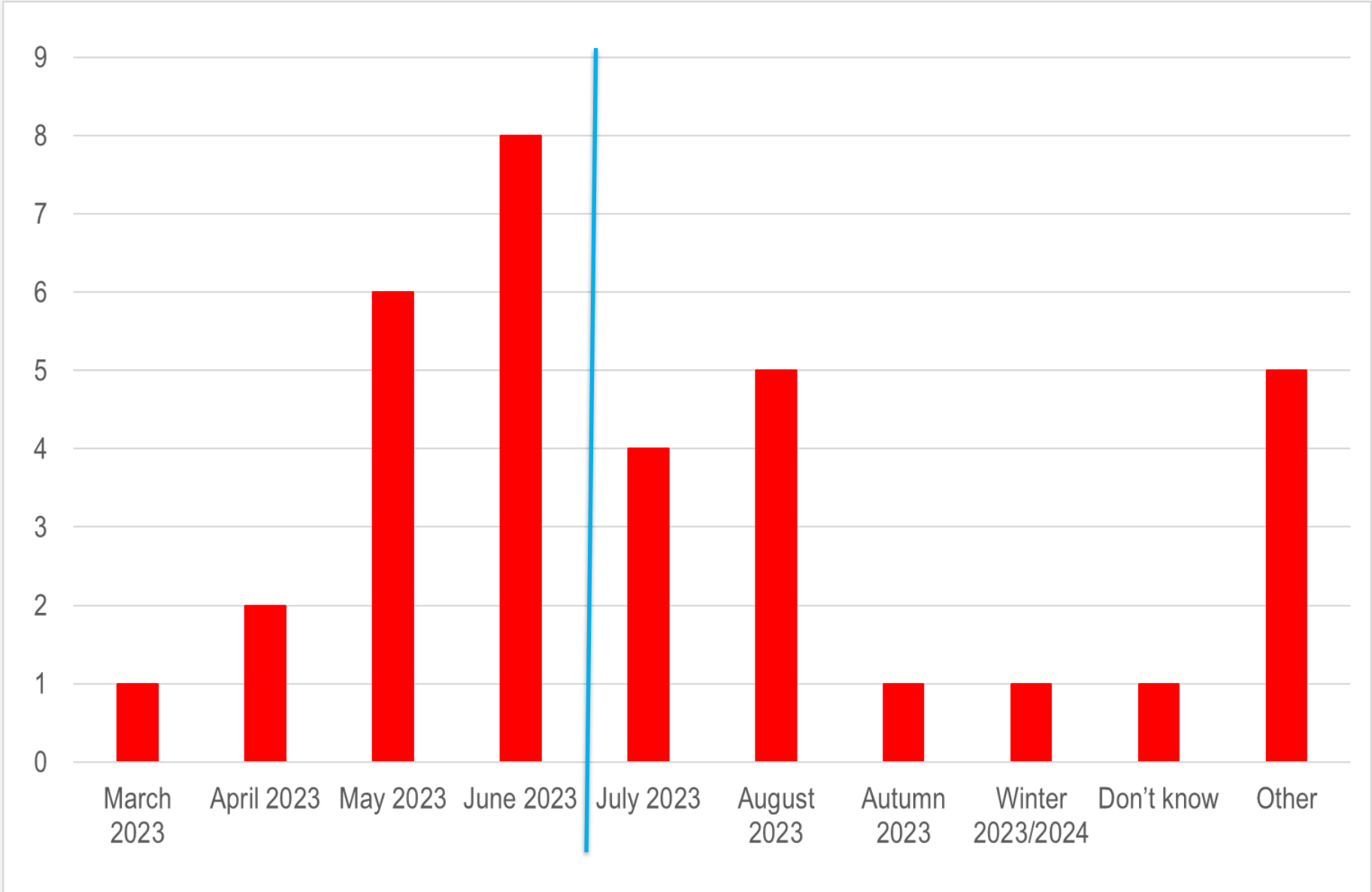
Duration of visit?



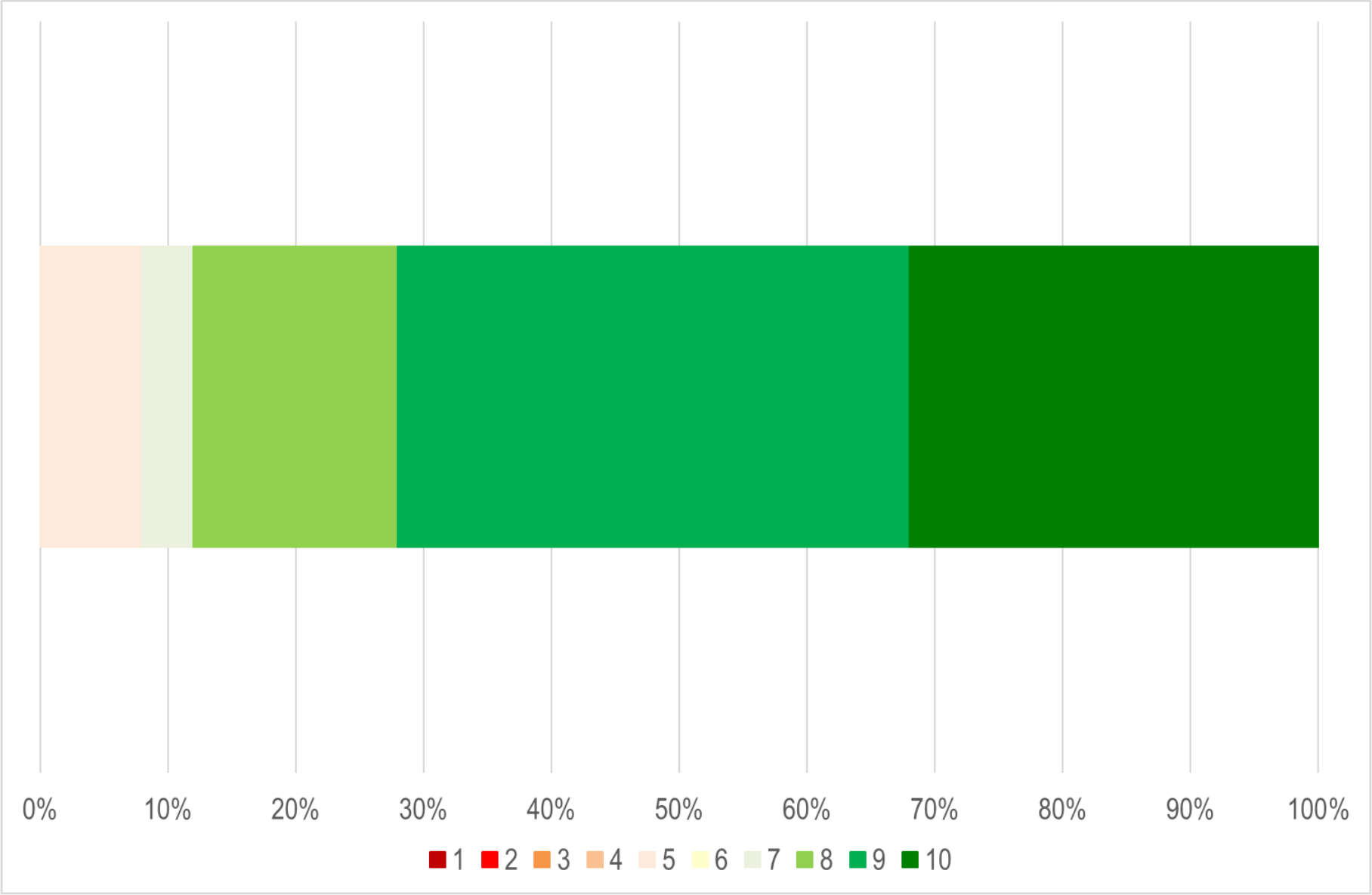
How many did / will visit?



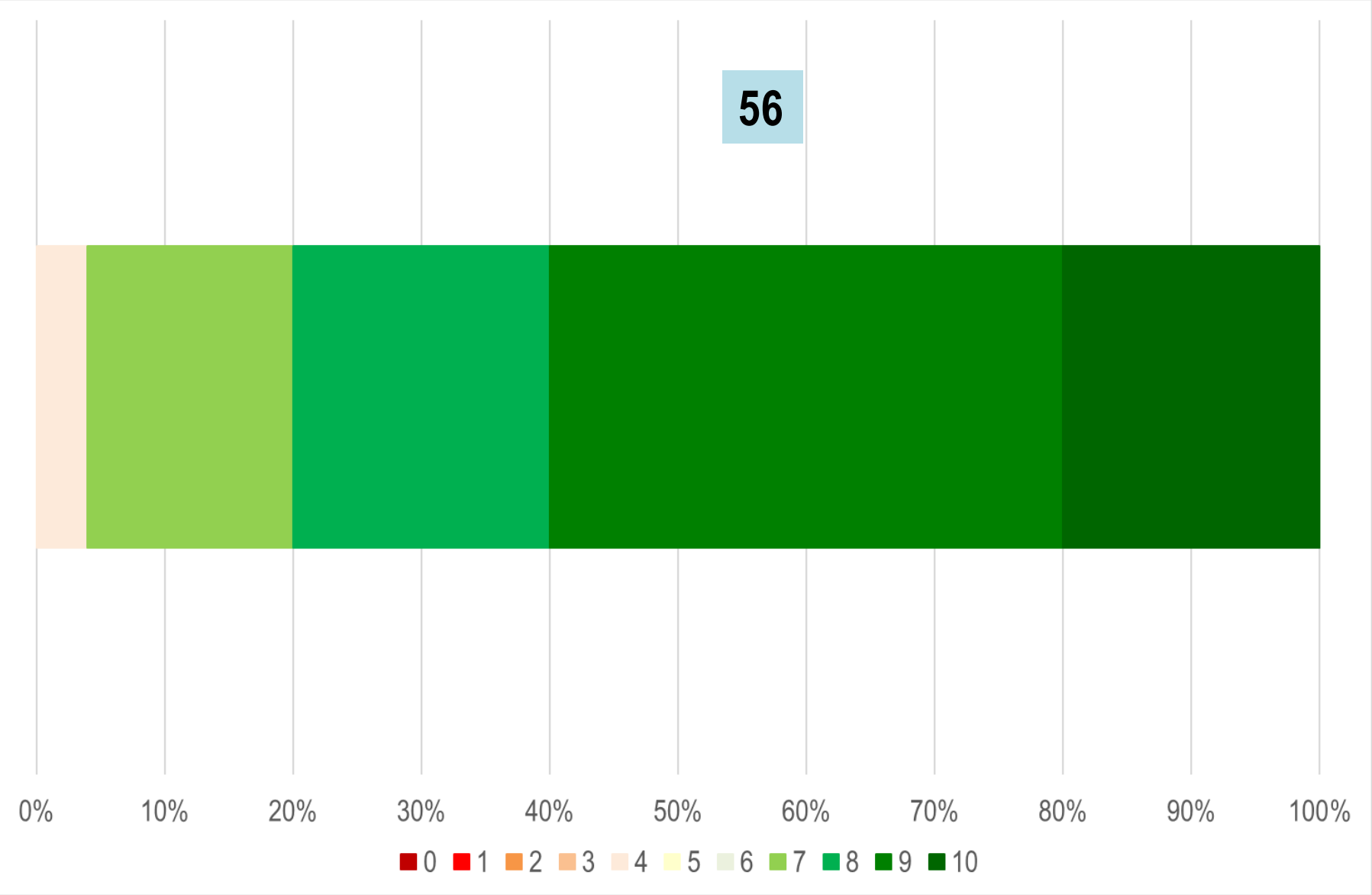
When did / will visit take place?



Satisfaction with visit



Net Promoter Score



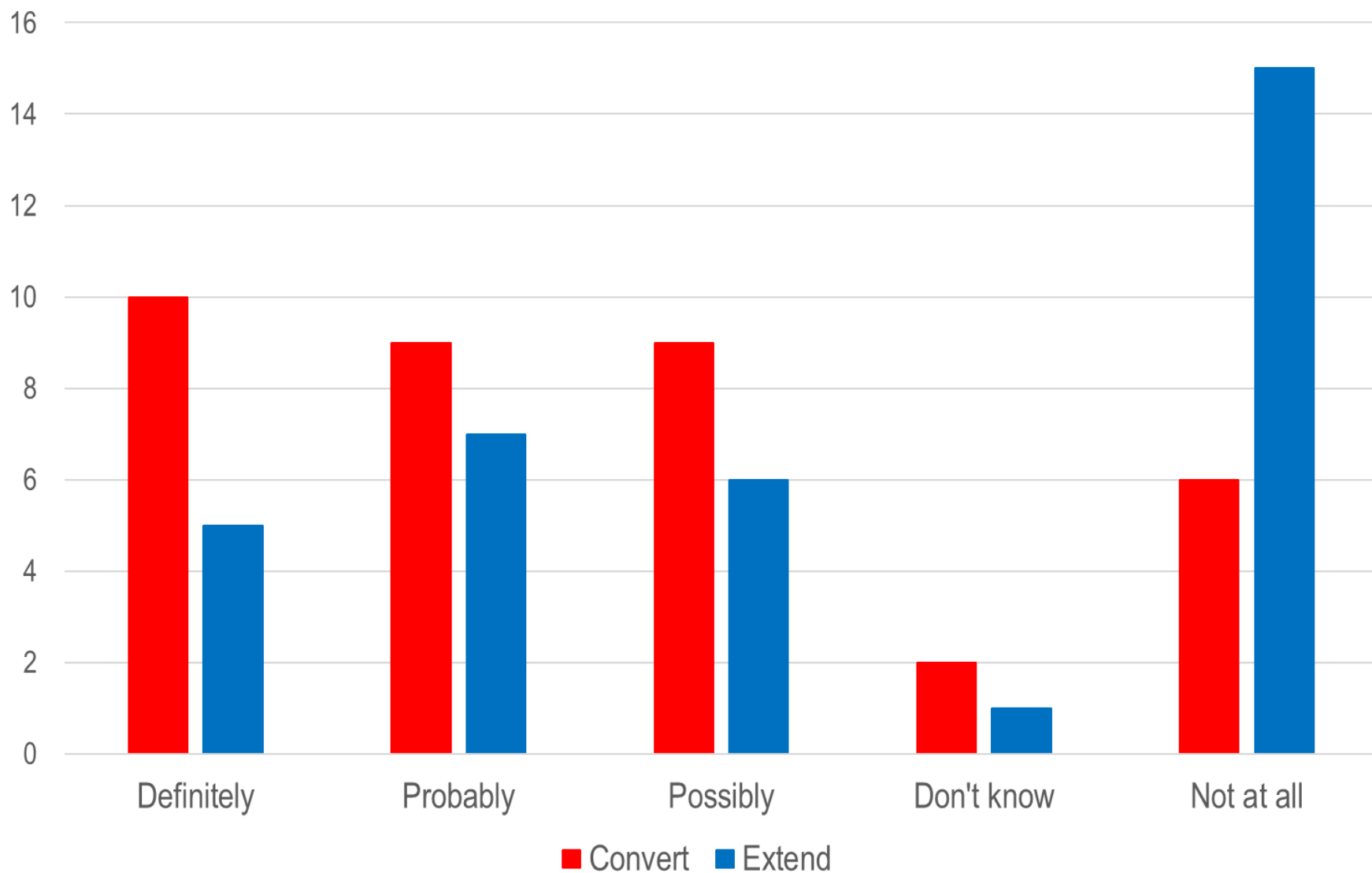
What would encourage visit in next year?



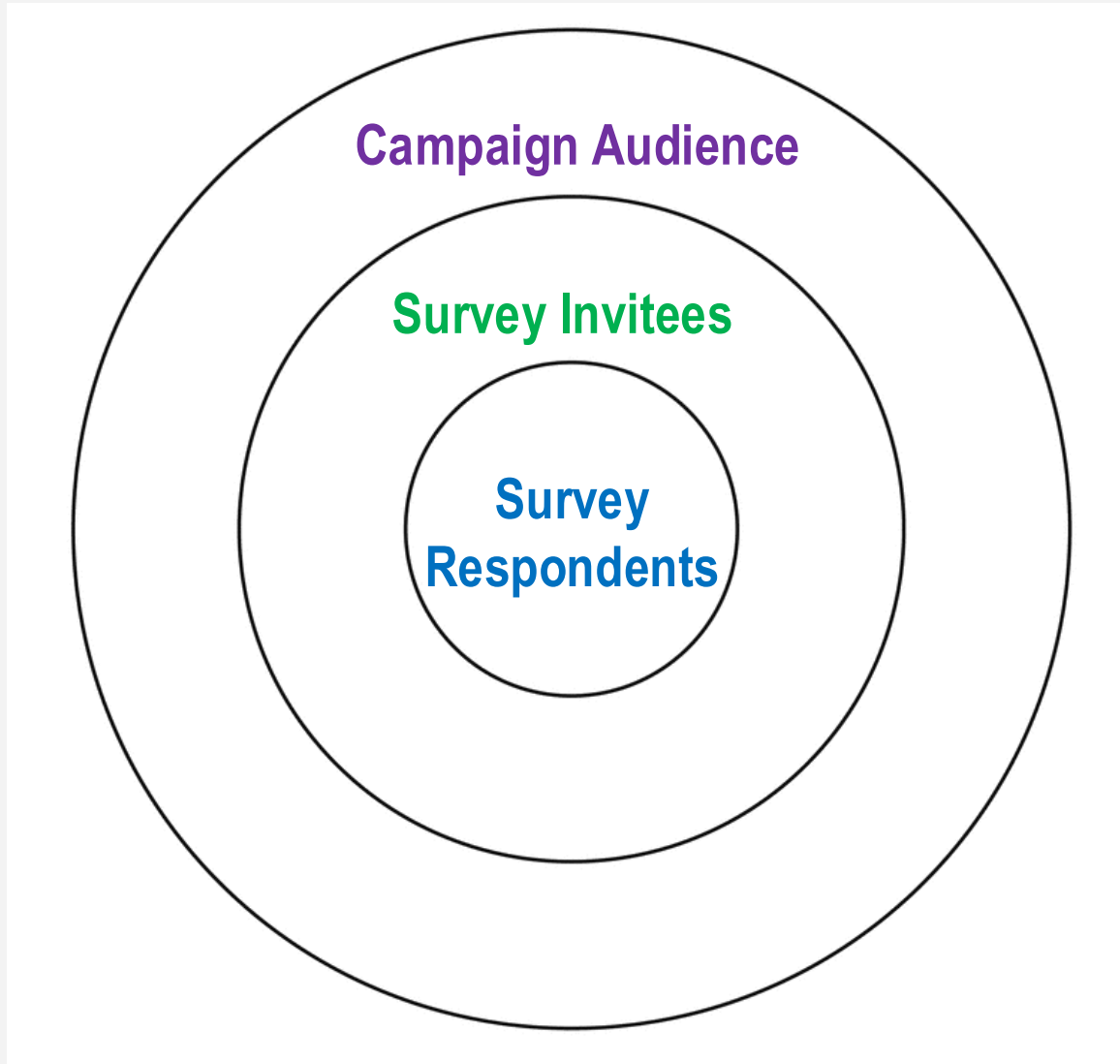
Influence of campaign



Convert possible trip to certainty?



ROI limitations



Visitor Spend

- Estimated visitor nights in the region attributable to the campaign – 5,254
- Estimated visitor spend in the region attributable to the campaign - £307,037

About the analysis



- These slides have been created on behalf of VisitAberdeenshire by Scattered Clouds who undertook the survey analysis in July 2023