



VISITABERDEENSHIRE'S “ADVENTURE AWAITS YOU” 2023 CAMPAIGN EVALUATION

We are committed to evaluating our campaigns on an ongoing basis, to help us find out whether they achieved what they set out to do. The evaluation findings then become invaluable insights for future campaign planning.

This campaign aimed to reach people living in Scotland and North-east England with a highly targeted campaign promoting Aberdeen and Aberdeenshire's adventure tourism offering.

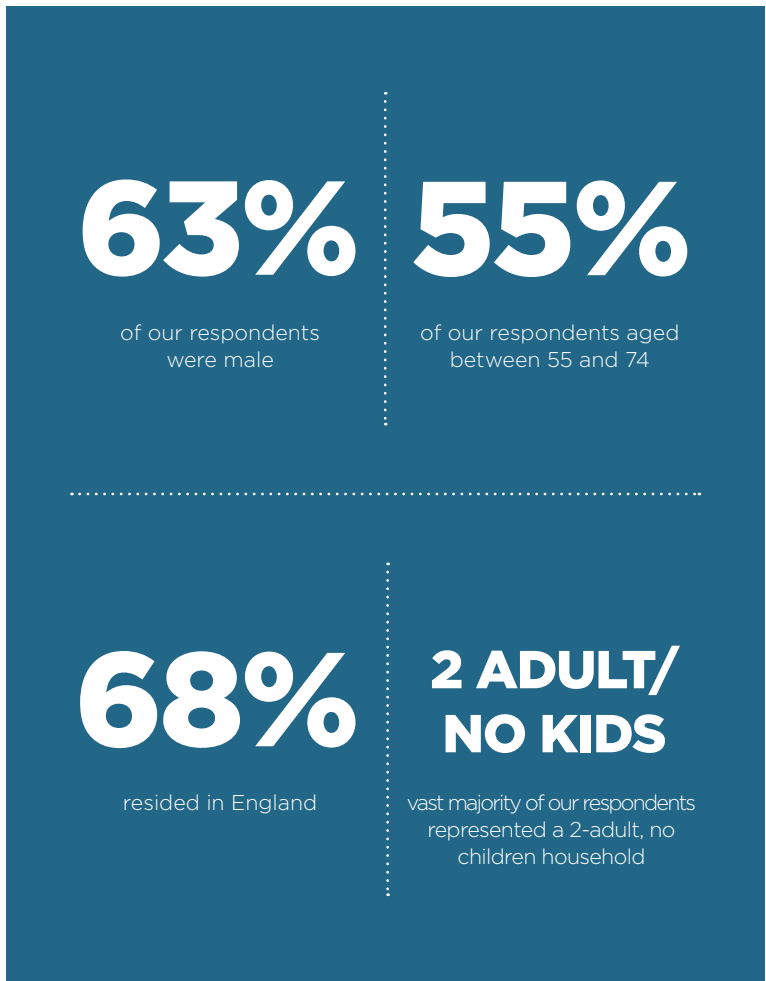
WHY DID WE CARRY OUT THE SURVEY?

As well as these main objectives, our campaign focused on:

- Increasing the **likelihood** of people living in Scotland and Northern England to book an adventure break in our region
- Strengthening the positive **sentiment** and engagement on social media
- Further strengthening the **perception** of Aberdeen and Aberdeenshire as an adventure destination

Carrying out a post campaign survey allows us to explore these specific areas to find out what the campaign made people **think, feel** and **do**, both immediately on seeing the campaign but also in the longer-term.





WHO DID WE SPEAK TO?

Almost **two-thirds (63%)** of our respondents were male, quite dissimilar to what we normally see in our consumer evaluation surveys where majority tends to be female.

We tend to have a mature audience responding to our consumer surveys. In the case of the adventure campaign survey, the majority of respondents fell between 55 and 74 age range (**55%**), with a further 5% aged 75+. It was positive to see some strong representation within the 45-54 age category this time round.

The bulk of our respondents resided in England (**68%**), with **20%** in Scotland and **12%** selecting "Other".

The vast majority of our respondents represented a 2-adult, no children household. There was a number of respondents who are one-adult, no children households. A more detailed slide deck is available, which gives a full breakdown of where our respondents were based.

WHAT DID THEY TELL US?

WAS OUR CAMPAIGN MEMORABLE?

Two-thirds of our respondents said they either definitely or think they recall seeing it. They were then shown imagery to double-check they were recalling this specific campaign. **82%** stated this is what they recalled seeing. This high level of recall shows the **campaign resonated with our audience.**

2/3

of our respondents said they either definitely or think they recall seeing it.

82%

stated this is what they recalled seeing.



Facebook topped the list of where respondents recall seeing the campaign content.



In second place was **VisitAberdeenshire's eNewsletter**



And in third was **Active Traveller's website**

Active Traveller was a content partner in this campaign

HOW DID OUR CAMPAIGN MAKE PEOPLE THINK AND FEEL?

We gave the respondents a set of statements to explore what the campaign had made them think and feel with regards to the destination.

They all received agreement levels of at least **60%** (a very positive outcome in itself), but the top 2 (based on Strongly agree/agree) were:

There is a wide range of things to see and do in Aberdeen and/or Aberdeenshire

(**85%** in agreement)

Aberdeen and/or Aberdeenshire has activities to suit all ages

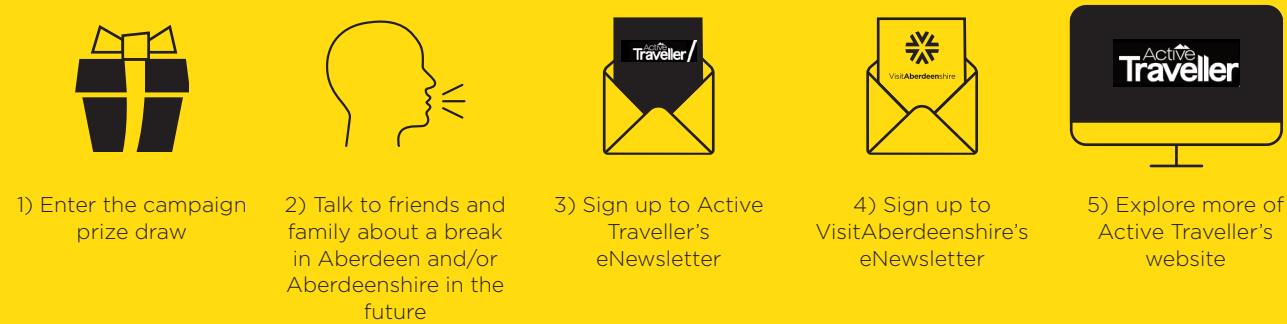
(**80%** in agreement)



WHAT DID PEOPLE GO ON TO DO HAVING SEEN THE ADVENTURE CAMPAIGN?

As well as what the campaign made respondents think and feel, we also, crucially, want to know what it made them do, i.e. What action did they go on to take? First we look at what they might have done very soon after seeing the campaign.

The top five actions were:



It is very positive to see **"Talking to friends and family"** in at number 2, emphasising that the campaign **sparked conversations** and **achieved advocacy**.

We are always interested to find out if the campaign had inspired people to take a future holiday or short break in the region, so it was positive to find out that some respondents had already visited, or had booked elements of their trip as a result of the campaign.

In terms of how the campaign had influenced their break, the top selected statement was:

"I spent more time than I originally planned to."

Tying in second place were:

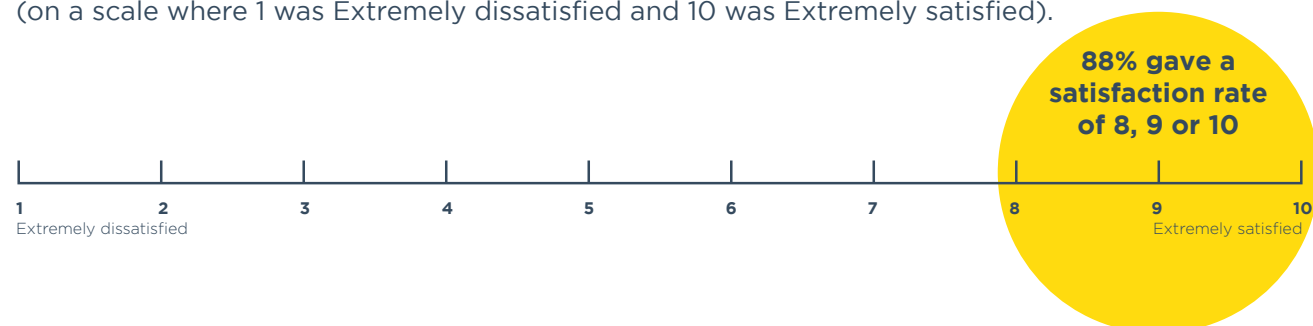
"I visited/will visit Aberdeen and/or Aberdeenshire instead of another destination"

"I explored more of the region than I would have done otherwise"

"I visited/will visit Aberdeen and/or Aberdeenshire at a different time of the year than I normally would."

The ranking of these statements illustrates continued progress towards seasonal and geographical priorities for the region.

Of those who had visited, **88%** gave a satisfaction rate of 8, 9 or 10 (on a scale where 1 was Extremely dissatisfied and 10 was Extremely satisfied).



POPULAR ACTIVITIES WHILST ON A HOLIDAY OR SHORT BREAK

We used the campaign evaluation exercise as an opportunity to explore how likely respondents were to seek out and participate in a range of activities whilst on holiday. Walking was clearly the most popular activity with the top three activities being:



INTERESTS AND PASSIONS

Our respondents told us that the top interests/passions that have attracted/would attract them to visit the region are:



OUR RESPONDENTS TOOK THE TIME TO SHARE THEIR THOUGHTS WITH US

"It was a good advert and I saw it in a different light. It's now on my list for a destination."

"It would be helpful to have suggested itineraries for 3, 5, 7-day trips, with themes such as history, adventure, food and drink, outdoors. We often use suggested itineraries as a starting point in planning our own."

"Up the hills, ski at the resorts. Motorcycle to see the beauty of the vista. And dark skies no light pollution".

"Before seeing the competition, I'd not considered Aberdeen even though I'd visited a couple of times for work. Now we are looking at a holiday next summer, time in the fringe then off further north for some countryside."

"Would love to bring family, 6 adults and 3 children, to Aberdeenshire. Look forward to special deals and offers. Grandparents, we are too old to camp so need alternative ideas."

WHAT WOULD ENCOURAGE FUTURE VISITS?



Similar to all our previous consumer surveys, the top things that would help get people here are:

- 1) A good deal, special offer, promotion on **accommodation**
- 2) A good deal, special offer, promotion on **travel** (air fares, train tickets, etc)
- 3) Knowing more about things to do and places to see

This top 3 were closely followed by "A good deal, special offer, promotion on **adventure** activities"

WHY ARE PEOPLE NOT CONSIDERING THE DESTINATION FOR VISITS THIS COMING YEAR?

When we asked about their intentions to visit the region, some respondents stated they had no plans to visit in the next year. When we probed on this, the top two responses selected, perhaps unsurprisingly, were:

- 1) Personal financial reasons
- 2) Lack of holiday time

It is positive to note that these are not destination specific reasons, or negative about the region itself.

The third most popular response was **Too far/ long distance and time to travel**, highlighting the continued importance of messaging that relates to connectivity and dispelling mis(perceptions) around actual travel time and how to get here.

HOW IS OUR REGION PERCEIVED BY VISITORS?

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.

BEAUTIFUL, UNCROWDED AND RICH IN CULTURE AND HERITAGE

These were the top three words/phrases selected as BEST describing the region.

Closely followed by **Plenty to do**. It is very positive to see "Plenty to do" climbing the rankings as past research has shown people aren't sure there's enough to do and see if they travel here.

The top three words/phrases selected as LEAST describing the region were **Easy to get to** (consider in light of the bulk of our respondents being from England), **Upmarket** and **Stylish**.



HOW ARE WE USING THESE RESULTS?

Within VisitAberdeenshire, we will use these findings to help further inform our future campaigns, particularly those that target adventure and outdoor activity audiences, both in terms of our messaging and the visual content we select to make sure it aligns to what really engages consumers and visitors. From an individual business viewpoint, do review the findings and consider how well your own images and narrative align to these findings, particularly if you are a business within the adventure and outdoors sector.

Some specific findings we will be picking up on:

- **Given the importance of walking on holiday, we'll be ensuring we have a range of walking content covering all bases from easy through to hill and strenuous walks**
- **Double checking our content ticks the interests/passions boxes:**
 - Experiencing the natural environment
 - History and heritage
 - Exploring towns and cities
 - Food and drink
- **Exploring options to include more deals and offers**
- **Turning the volume up on those "best describes" engaging words/phrases:**
 - Beautiful
 - Uncrowded
 - Rich in culture and heritage
- **Reviewing our content, and messaging, to make sure it works hard to correct any mis(perceptions) we see emerging from those least describes words:**
 - Easy to get to
 - Upmarket
 - Stylish

ABOUT THE SURVEY

The survey was distributed to **12,902** potential respondents (all those who had entered the prize draw). Responses were received from **222** individuals, leading to a survey response rate of **1.7%** (typically surveys of this type achieve a **3-5%** response rate so this was lower than anticipated). The survey was live from late June into early July 2023.

INSIGHTS & EVALUATION AT VISITABERDEENSHIRE

To discuss these findings in more detail, or any aspects of Insights in relation to your business, do contact us on **insights@visitabdn.com**

You will find other insights on Adventure Tourism within **<https://industry.visitabdn.com>**