



Phrase Book



Aberdeenshire
Scotland

Introduction

Now more than ever, our destination message is so much stronger when we speak with one voice.

VisitAberdeenshire has curated a selection of words and phrases that describe Aberdeen and Aberdeenshire, highlighting common themes that you may choose to adopt throughout your own marketing communications. When promoting your business to visitors, promoting the destination too can help turn interest into bookings.

We hope this inspires your marketing and further develops what you offer your visitors.



How to use

This document is separated into themed sections to not only help you easily navigate but to also provide you with a range of key words to help re-invigorate your marketing communications.

It works a bit like a recipe book, allowing you to add suitable words and phrases to your promotional activity. You can use the buzzwords and phrases relevant to each section to incorporate with your website text, social media posts and overall business narrative. No doubt you will have your own specific words and phrases too.



How does VisitAberdeenshire describe Aberdeen and Aberdeenshire?

If we were to succinctly describe the north-east of Scotland, how would we do that? The word cloud below features some of the key phrases we use.

Home to 263 castles	Dramatic coastlines	Majestic landscapes	Cultural hotspot	Reimagined Aberdeen Art Gallery
Wild outdoors	Epic cycling climbs	Tranquil walks	Enchanting castles and gardens	Culinary flair
Ancient whisky distilleries	Contemporary gin blends	Home of craft beer revolution	Scotland at its most majestic	Royal holiday destination
Vibrant Doric lexicon	Fascinating storytellers	Proud agricultural, maritime heritage	Gateway to the Cairngorms National Park	Epic drives on the NE250



Adventure awaits

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

Challenging mountain bike trails	4 of the 5 highest mountains in the UK	Legendary climbs	Panoramic views	Bag Munros in Aberdeenshire*
Spectacular terrain	Secluded valleys	Breathtaking ridges	Conquer exhilarating cycling climbs	Hit the slopes at Glenshee & the Lecht
165 miles of outstanding coastline	Surf North Sea waves in the city centre, Fraserburgh or Sandend	Feel the rush by paddle boarding	Tour sea caves	

*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
Jacobean mansions	Fascinating forts	Inspired famous storytellers*	Balmoral is Aberdeenshire’s most famed castle	Summer residence of the Royal Family since the 19th century
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. Select these phrases to help portray the distinctive tastes.

World-famous Aberdeen Angus beef

Traditional shortbread dispatched globally

Quality arable land

Rich pastures

Fresh sea-food caught daily

The best salmon and trout in the world

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

Home of the craft beer revolution

Five Michelin Guide restaurants

Locally sourced ingredients

Incredible food and drink larder

Hand crafted menus by award winning chefs

Unrivalled foodie experiences



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 unrivaled layouts spanning across Aberdeen and Aberdeenshire. Do these terms inspire you?

<p>Great dunes stretch along Aberdeenshire's 165 miles of coast</p>	<p>Home to 55 majestic courses</p>	<p>Aberdeenshire has two of the top 10 oldest courses in the world.</p>	<p>Parkland, links and heathland courses</p>	<p>Some of the world's most challenging links courses*</p>
<p>Breathtaking views</p>	<p>UK's highest golf course is at Braemar</p>	<p>Tee off like royalty in the grounds of Balmoral Castle</p>	<p>Endless summer days</p>	<p>Designed by famed golf architects*</p>

*such as Old Tom Morris, James Braid and Dr Martin Hawtree



Cultural connections

Ancient sites and symbols, mysterious standing stones, towering granite walls and legendary castles mark Aberdeen and Aberdeenshire as a treasure trove of Scottish history.

**Sparkling
Granite City**

**Aberdeen is
a city with
two Old
Towns**

**Old
Aberdeen***

**Footdee -
known locally
as Fittie****

**Aberdeen
is a city of
the sea**

**Reimagined
Aberdeen
Art Gallery**

**Cultural
hotspot,
world-class
performance
venues**

**Strong
marine and
maritime
heritage**

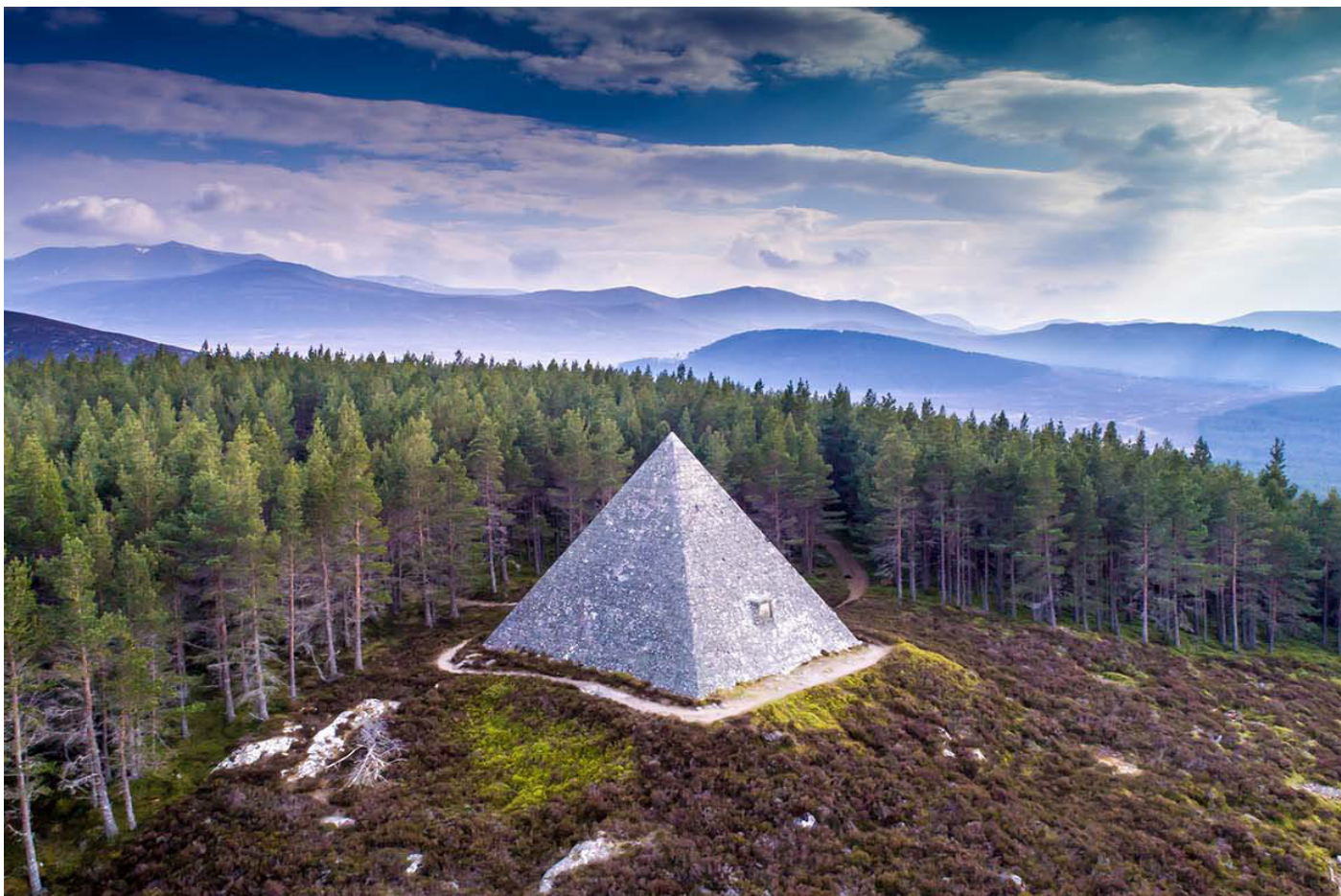
**Majestic
Royal
Deeside**

**Almost 150
stone circles**

**Recumbent
Stone
Circles
unique to
Aberdeen-
shire**

*cobble streets, beautiful gardens, St Machar Cathedral - towering spires

**quirky fishing quarter at the sea's edge



Royal heritage

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

- Balmoral Castle, summer holiday home of The Royal Family
- Ballater is known as a Royal Warrant Town
- Served generations of the Royal Family
- Experience the Highland Games all year-round at the prestigious Braemar Highland Games Centre
- Explore the Victorian Heritage Trail
- take a ride on the Royal Deeside Railway
- The once royal station of Ballater transformed into a vibrant visitor experience
- Netflix hit filmed in Aberdeenshire using Slains Castle to double as Castle of Mey in season one
- Annual Braemar Gathering, one of Scotland’s most famed highland games



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.

**Road trips
with coastal
views**

**Walking
tours taking
in iconic
city centre
sites**

**Cycle route
fit for a
Queen**

**Inspiring
trails**

**Famed
castles -
follow the
Castle Trail**

**Glorious
seascape
touring our
local Coastal
Trail**

**Uncover the
Secret Malts
of Aberdeenshire trail**

Additional resources

There are more resources on our website for you to utilise throughout your marketing. Below are details of tools for you to access and use as you please.



Itineraries and maps

Build your Aberdeen and Aberdeenshire itinerary by plotting your favourite spots on your own map at www.visitabdn.com/my-map/

Create your own maps to share with visitors of things to visit nearby and help them see the best of the region. Use this tool to create bespoke itineraries built with your recommendations of places dine, visit and explore to make sure your guests get the most out of their stay.



Content hub

We know a picture tells a thousand words. That's why we've commissioned inspiring new imagery that highlights the very best of Aberdeen and Aberdeenshire.

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/>



Need inspiration?

Explore our curated library of itineraries to suggest touring options for your visitors. From castle bagging tours to delicious foodie trips and ultimate golfing days to dramatic coastal sights, your guests will definitely be kept busy. See our ideas at www.visitabdn.com/plan-your-trip/suggested-itineraries/



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