Aberdeen & Aberdeenshire





The Visitor Economy of Aberdeen & Aberdeenshire

This is a summary of the annual tourism economic impact research undertaken for Visit**Aberdeen**shire for the calendar years 2019-2024 for Aberdeen and Aberdeenshire. Outputs in this report have been generated using the Scottish Tourism Economic Activity Model (STEAM), owned and operated by Global Tourism Solutions (UK) Ltd.

COVID-19 / STL Registration

Estimated tourism figures throughout Scotland appear to have returned to or surpassed pre-Covid estimates for the first time. In some cases, compulsory Short Term Let registration has caused changes in accommodation provision numbers, which can in turn affect STEAM estimates.

6.3 million

tourism visits to Aberdeen & Aberdeenshire in 2024

3.7 million visits were made by visitors **staying within the area** as part of a holiday or short break, generating **8.4 million nights** in local accommodation

2024

11 million
Visitor Days and
Nights generated by
Visitors in 2024

On average, visitors staying in the area spend 2.3 nights in the area and spend a total of £232 million

on local accommodation

A total of **£1.3 billion** was generated directly and indirectly within the local economy through visitor and tourism business expenditure

2.6 million tourism visits made by Day Visitors

Day Visits to
Aberdeen &
Aberdeenshire
generated
£211 million
for the local
economy in
2024

In total, staying
visitors generate
a total economic
impact of
£1.1 billion for
local businesses and
communities

Visitor
activity and
spend
supports
more than
15,999 full
time
equivalent
jobs locally

Trends 2023-2024

Economic Impact +2.0%

Visitor Numbers +10.6%

Total Visitor Days and Nights +0.7%