Aberdeenshire (minus Aberdeen City)





The Visitor Economy of Aberdeenshire (minus Aberdeen City)

This is a summary of the annual tourism economic impact research undertaken for Visit**Aberdeen**shire for the calendar years 2013-2024. 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.

2.5 million

tourism visits to

Aberdeenshire in 2024

1.45 million visits were made by visitors **staying within the area** as part of a holiday or short break, generating **4.5 million nights** in local accommodation

2024

5.6 million
Visitor Days and
Nights generated by
Visitors in 2024

On average, visitors staying in the area spend 3.1 nights in the area and spend a total of £98.5 million

on local accommodation

A total of **£519 million** was generated directly and indirectly within the local economy through visitor and tourism business expenditure

1.1 million tourism visits made by **Day Visitors**

Day Visits
generated

£87 million
for the local
economy in
2024

In total, staying
visitors generate
a total economic
impact of
£432 million for
local businesses and
communities

Visitor
activity and
spend
supports
more than
7,535 full
time
equivalent
jobs locally

Trends 2023-2024

Economic Impact +1.6%

Visitor Numbers +9.5%

Total Visitor Days and Nights +2.2%