

ADVERTISING OPPORTUNITIES



MESSAGE FROM CHRIS FOY CEO, VISITABERDEENSHIRE

VisitAberdeenshire is delighted to offer a range of new advertising opportunities for businesses to feature more prominently across our platforms and reach our engaged, and always growing, consumer audience.

Our focus is to help tourism businesses recover from the recent challenges and to support sustainable, long-term tourism growth by encouraging more visitors to stay longer, spend more, explore deeper and leave happier.

Our audience is mixed, from potential visitors to local residents and we know they regularly engage with the inspirational content on our website, social media channels, and our subscriber newsletters providing a great opportunity to promote your business.

MESSAGE FROM GEMMA LAING PARTNERSHIPS EXECUTIVE

This is your chance to put your business in the spotlight and reach our audience who are looking for ideas on where to stay, things to do, places to eat, drink, shop and see.

Our channels have a large local audience alongside an impressive reach of national and international followers.

We can tailor your advertising to suit your target market, advise on content that our audience are most likely to engage with and provide a full evaluation of how your advert performs. We have options to suit all budgets; get in touch and book your space today.

Contact
Gemma Laing - Partnerships Executive
01224 900 490
Gemma.laing@visitabdn.com



ABOUT VISITABERDEENSHIRE

VisitAberdeenshire is a not-for-profit organisation promoting fantastic visitor experiences in North-east Scotland to targeted audiences in the UK and overseas. It also works to develop the visitor economy through initiatives that help tourism businesses to understand and meet demand from an ever-changing market. Through this it strengthens the region's position as a world-class tourism destination.

Our purpose is to drive demand to visit Aberdeen and Aberdeenshire, and to support businesses to develop and meet that demand.

VISITABERDEENSHIRE'S ONLINE RESOURCES ACT AS A CONSTANT SOURCE OF INSPIRATION AND INFORMATION

110,609

followers across social media channels



687,335

users visiting its website

INSIGHTS

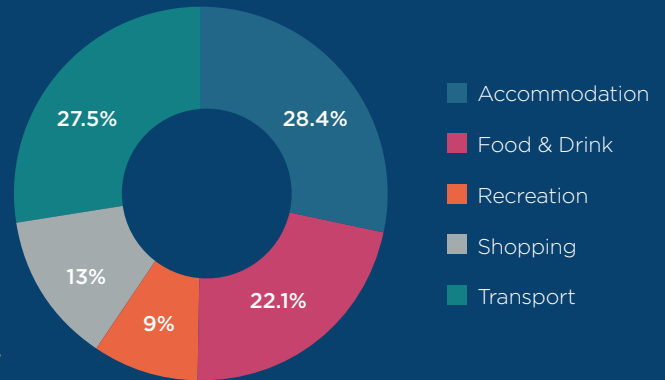
DIRECT EXPENDITURE ON TOURISM IN 2022: **£612M**

Estimated annual spend in the region:

Local Accommodation **£174M**

Food & Drink **£135M**

Shopping **£79M**



Source: Steam Tourism Economic Impacts 2022 Year In Review

AUDIENCE INTERESTS

Source: Leisure Consumer Research 2023



Sightseeing



Enjoying local food and drink



Walks



Historic properties



Shopping for local crafts, food & souvenirs

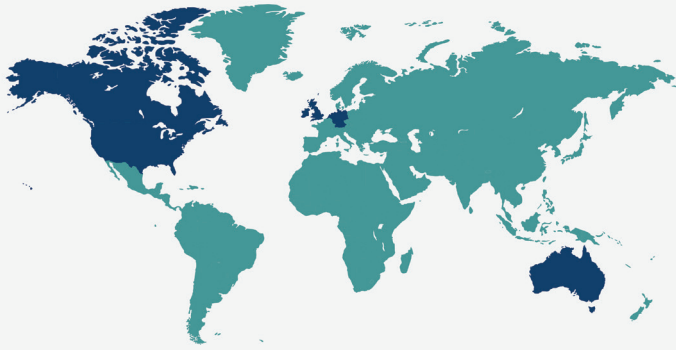
Top things our audience say would encourage them to visit in the next 12 months are: **A good deal, special offer or promotion on accommodation and travel, knowing more about things to do and places to see.**

Source: VA campaign evaluation activity 2023

OUR WEBSITE

The website provides an informative and user-friendly experience, whilst receiving an increasingly high volume of traffic from local, national, and international audiences.

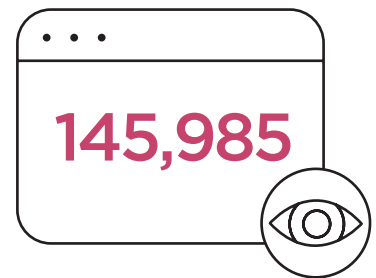
Web users to visitabdn.com by country, 2023



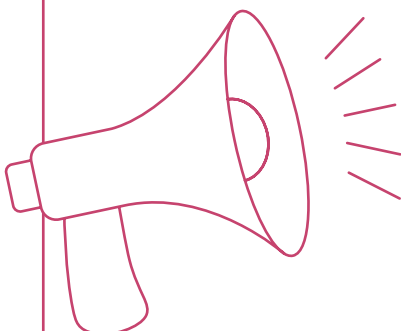
Country	Users
United Kingdom	597K
United States	30k
Germany	8.6K
Australia	6K
Canada	5.8K
Netherlands	3.8K
Ireland	3.8K

Source : GA4 1 January - 31st December 2023
users may be counted more than once

OUR WEBSITE HAD **145,985** AVERAGE PAGE VIEWS PER MONTH IN 2023



We continually invest in paid search whilst maintaining very high rankings through our own SEO, working closely with our developers to ensure our organic traffic consistently increases, and constantly reviewing and making improvements to the overall user experience.



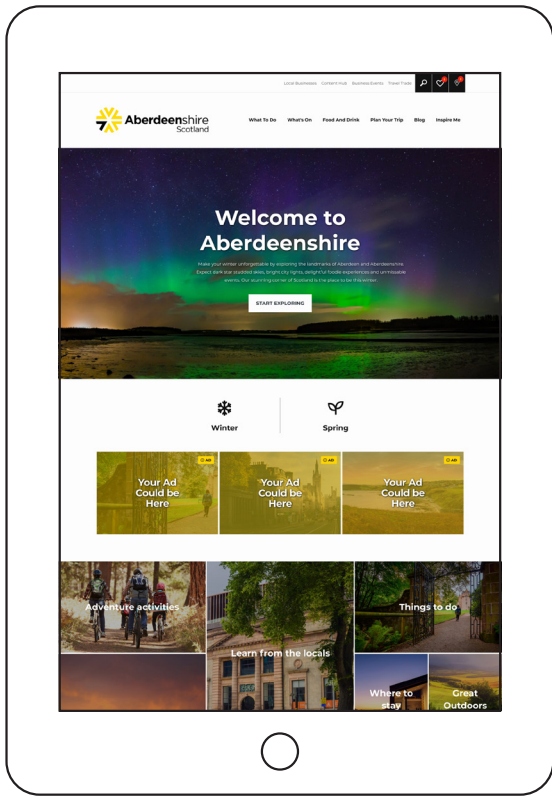
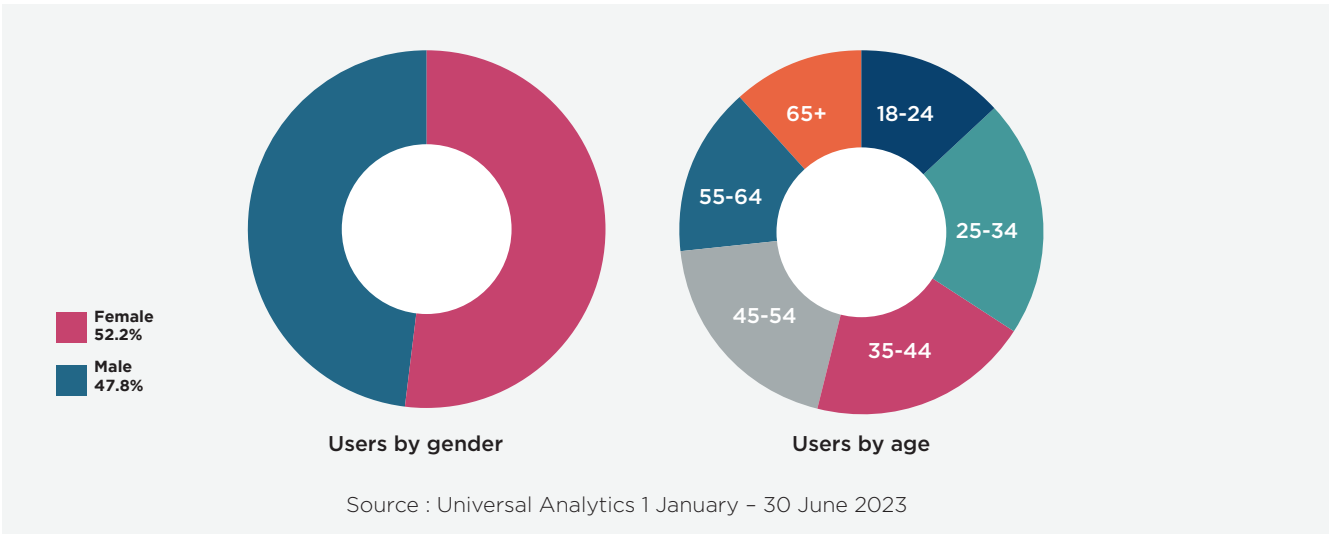
Did you know? Our website, visitabdn.com, is consistently featured in the top search listings for Aberdeen and Aberdeenshire

visitabdn.com features in the top search rankings for:

'Aberdeen / Aberdeenshire' 'What's on Aberdeen / Aberdeenshire' 'Things to do in Aberdeen / Aberdeenshire' 'Aberdeen / Aberdeenshire Events' 'Places to eat in Aberdeen / Aberdeenshire'

WEBSITE OPPORTUNITIES

Promote your business on our **website homepage** or **What's on** section.



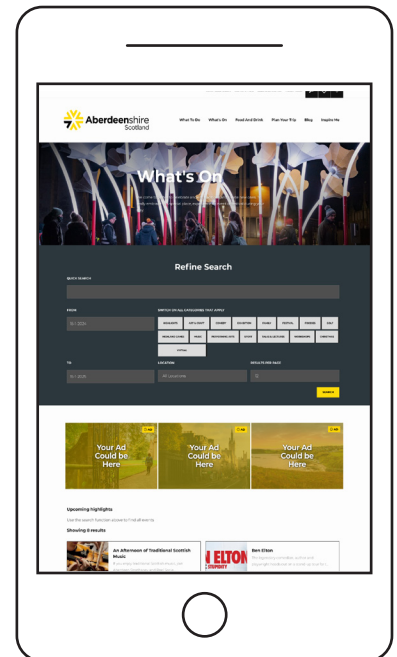
WHAT'S ON PAGE HOMEPAGE
£150 + VAT per 2-week block*

***Discounts available** for multiple adverts booked and prepaid in one order to appear over a 12 month period. Contact us for further details.

CONSUMER WEBSITE HOMEPAGE
£175 + VAT per 2-week block*

£175
+ VAT

£150
+ VAT



SOCIAL MEDIA

Our Facebook and Instagram are at the heart of our marketing and home to **56,727** and **37,105** followers respectively.*

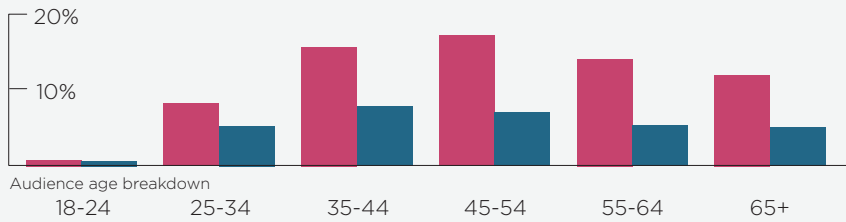
Advertise your business on our established social media channels and reach our engaged audience.

Facebook **56,727** followers

Local reach - Facebook Aberdeen city & shire **26%**



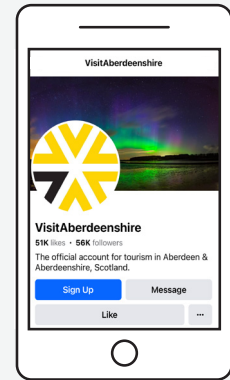
Female 68.5%
Male 31.5%



Top 5 countries by number of followers

UK 69.3% | **USA** 8.5% | **Germany** 4.1% | **Norway** 3% | **Netherlands** 1.6%

Source: Meta Insights 01 January- 31 December 2023



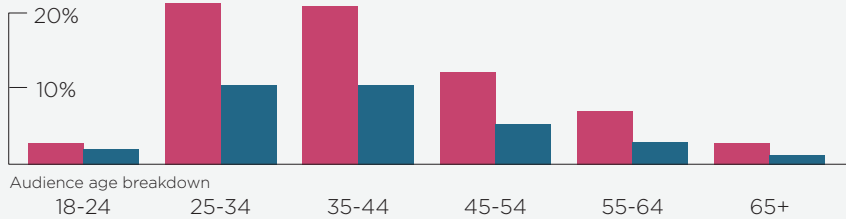
@visitabdn
#visitABDN
#beautifulABDN

Instagram **37,105** followers

Local reach - Instagram Aberdeen city & shire **24%**



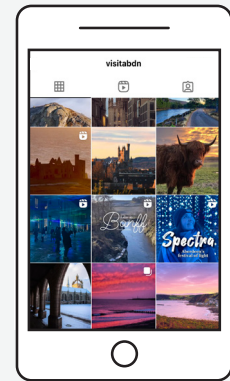
Female 67.3%
Male 32.7%



Top 5 countries by number of followers

UK 59.8% | **USA** 8.8% | **Germany** 1.9% | **Italy** 1.8% | **Australia** 1.5%

Source: Meta Insights 01 January- 31 December 2023



@visitabdn
#visitABDN
#beautifulABDN

*Audience figures correct at 5/2/24 Source: Meta Insights



SOCIAL MEDIA PACKAGE

One Facebook post and three Instagram stories

£150
+ VAT

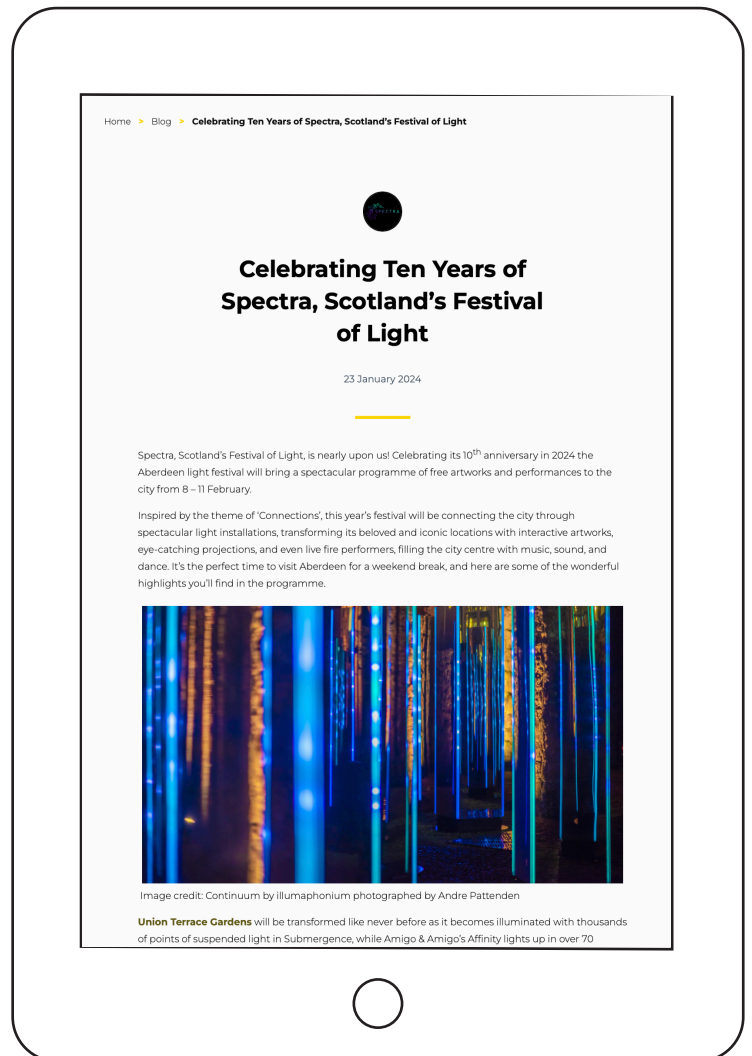
TELL YOUR STORY

The blog section of [visitabdn.com](https://www.visitabdn.com) is consistently one of the most popular areas of the website.

By booking an advertorial you can tell your story in your own words to an audience with an interest in the local businesses of North-east Scotland.

Blogs are typically 300 words in length and give you the opportunity to share more about an upcoming event, the history behind your business or plans for the future. We will proof the blog for you and can offer advice on what to include.

As well as publishing your article on **visitabdn.com**, we will promote your blog with a post on our Facebook page and a story on Instagram reaching a potential 93,832 followers.



BLOG / ADVERTORIAL PACKAGE

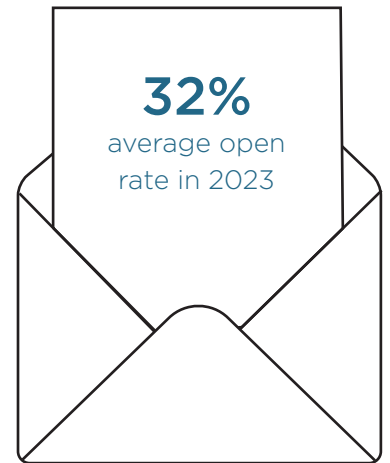
One blog, one facebook post and one Instagram story.

£350
+ VAT

NEWSLETTER OPPORTUNITIES

Our tailored e-newsletter connects our brand to tens of thousands of potential visitors each year and remains an important part of how we communicate about events, campaigns, and more.

We have circa 100,000 subscribers who know and love the region and our database can be segmented to ensure the audience is relevant to your chosen content.



DEDICATED NEWSLETTER

Put your message in front of thousands of engaged and enthusiastic readers. The content of your dedicated newsletter is completely up to you - whether you want to promote a new product, event, special offer, or even a competition, we'll help deliver your message to the right audience.

To ensure your newsletter reaches the relevant people, we can filter our subscriber database to target a specific audience based on location, age, interests, and more.

Your dedicated newsletter is fully customisable with images, graphics and button links and we will work with your designers on the final copy.

Our subscribers can be broken down into having one or more of the following interests:

Castles | Whisky | Golf | Food and drink | Festivals and events | Outdoor Adventure | Nature and wildlife | City | Coast | Countryside | Culture and heritage | Seasons - Spring, Summer, Autumn, Winter

£600
+ VAT



NEWSLETTER ADVERT

We'll include your banner advert in one of our regular consumer newsletters where it will have prominence. You choose the advert content and call to action, we'll do the rest.

£250
+ VAT

BUSINESS TO BUSINESS ADVERTISING OPPORTUNITIES



We host regular events including our popular local area network meetings where we invite tourism businesses to join us and hear more about the work we do, how to make the most of working with VisitAberdeenshire and our plans for the future. These events provide an opportunity to network with other local businesses and to share ideas.

We are offering an event sponsorship package which includes:

EVENT SPONSORSHIP

Branding on the Eventbrite sign up and VisitAberdeenshire website.
Branding with your logo and weblink shared on all pre-event communication.
The opportunity to present at the event and network with attendees.
Your logo and branding displayed at the event on the day.
Branding, messaging and weblink shared on follow up communication post event.

SPONSORSHIP OPPORTUNITIES from £300 + VAT per event.

£300
+ VAT

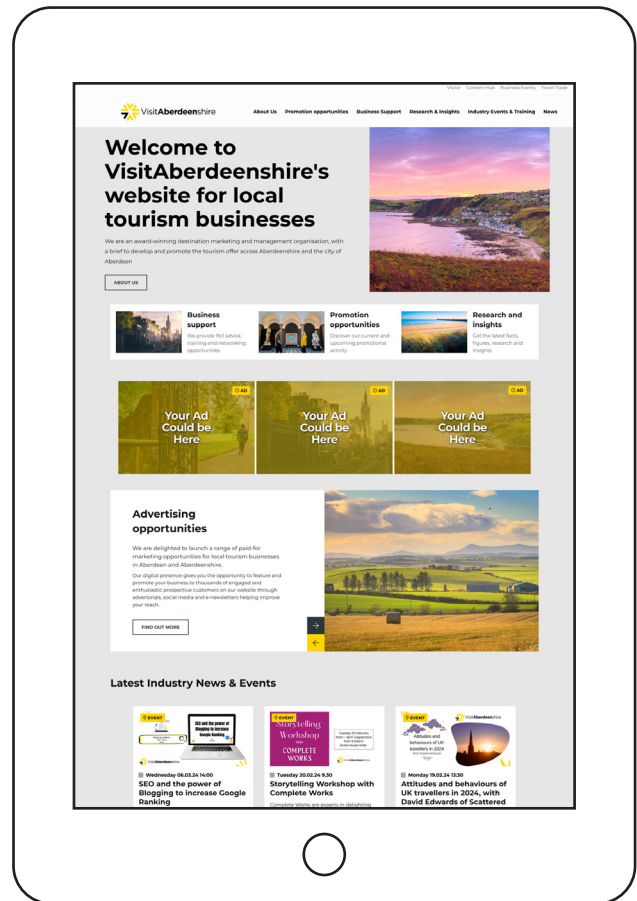
INDUSTRY WEBSITE ADVERTS

Our industry website, www.industry.visitabdn.com, is a valuable resource for local businesses to access information, research and insights.

We work closely with business owners to help develop their products, skills and services to support and strengthen the tourism offering in Aberdeen and Aberdeenshire.

Promote your service directly to our business audience with an advert on the industry website for a 4 week block.

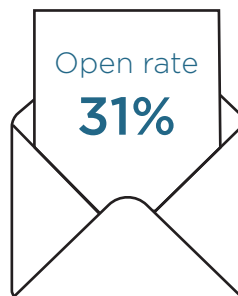
£250
+ VAT



INDUSTRY NEWSLETTER

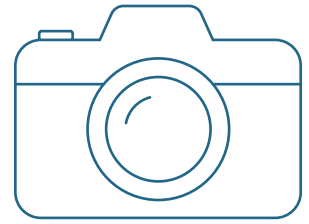
Our industry newsletter is sent to business subscribers at the beginning of each month with a roundup of news from the region, current trends, new legislation and other relevant tourism content.

Advertise your business on our industry newsletter with a solus advert



£250
+ VAT

CONTENT HUB

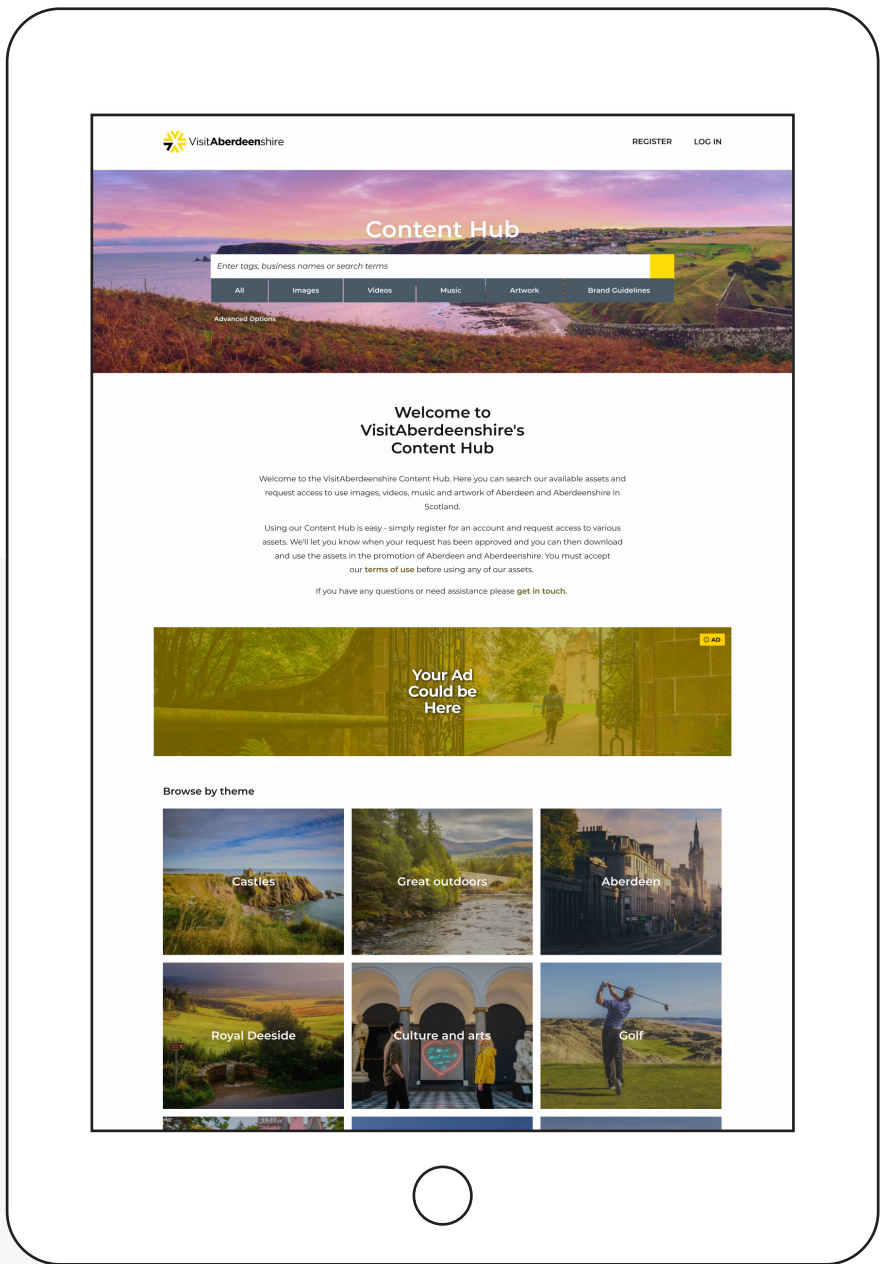


Put the focus on your business

Our library of images, videos and music is popular with those searching for fantastic assets that represent the region, to use in a variety of projects. Advertising in this section of the website [visitabdn.com/contenthub](https://www.visitabdn.com/contenthub) could capture the attention of an audience looking to create engaging content.

CONTENT HUB ADVERT
£250 + VAT per 12 week block

£250
+ VAT



CRUISE

Are you looking to reach cruise passengers?

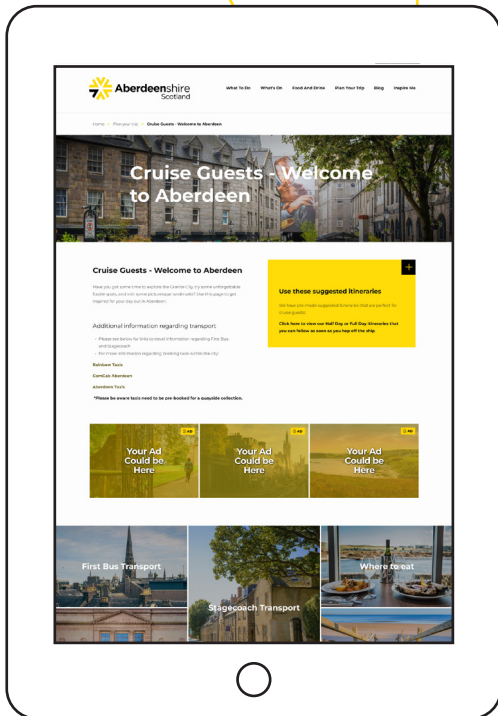
As Aberdeen prepares to welcome over 50 cruise ship calls between April and September 2024, our team of Welcome to Aberdeenshire volunteers will greet each arrival and distribute our bespoke cruise map to encourage visitors to explore the city and Shire.

We are offering the opportunity to advertise on the cruise section of our website to reach passengers who may research the destination using **visitabdn.com/cruise**

CRUISE VISITOR HOMEPAGE ADVERT

£250 + VAT per 4 week block

£250
+ VAT



The cruise visitor season runs from April to September, opportunities will be available during this 6 month period.

WORK WITH US & BESPOKE OPPORTUNITIES

We're always open to hearing your ideas on ways we can work together.

Our marketing campaigns drive traffic to our inspirational website and focus on culture, heritage and events, food and drink, touring and the great outdoors.

Campaign activity can include media and influencer visits, themed blogs, digital ads, social media ads, itineraries, bespoke video edits, e-newsletters and prize draws. We also develop and deliver campaigns in partnership with third party organisations. Recent examples include Loganair, Mackie's, LNER and Caledonian Sleeper.

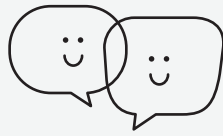


TOP 4 ACTIONS OF THOSE WHO SAW OUR CAMPAIGN

(Source: Summer campaign evaluation 2023)



1) Enter the campaign prize draw



2) Talk to friends and family about a visit to Aberdeen and/or Aberdeenshire in the future



3) Sign up to VisitAberdeenshire's eNewsletter



4) Explore other pages within VisitAberdeenshire's website

If you would like to know more about any of our opportunities or how you can get involved in our seasonal campaigns and corporate sponsorship contact gemma.laing@visitabdn.com

Terms & Conditions

Full terms and conditions relating to Advertising Opportunities with VisitAberdeenshire Trading Limited can be found at www.visitabdn.com

DON'T JUST TAKE OUR WORD FOR IT...

“VisitAberdeenshire and Mackie’s of Scotland share a joint enthusiasm for the region we call home and were delighted with the response to our two exciting, feelgood campaigns in 2019. Together we came up with content designed to promote Aberdeenshire’s brilliant offering – from castles to chocolate! We achieved great results, increasing awareness of the Aberdeenshire region and Mackie’s of Scotland brand along with a positive emotional response and desire to act – to visit Aberdeenshire or try our products. We hugely enjoyed working together to successfully promote Aberdeen and Aberdeenshire’s food sector.”

Karin Hayhow,
Marketing Director, Mackie’s of Scotland

“Very positive and helpful input from everyone I dealt with. VisitAberdeenshire staff made it really easy for us to promote our event to a wider audience.”

Fraser Clyne,
Run Balmoral

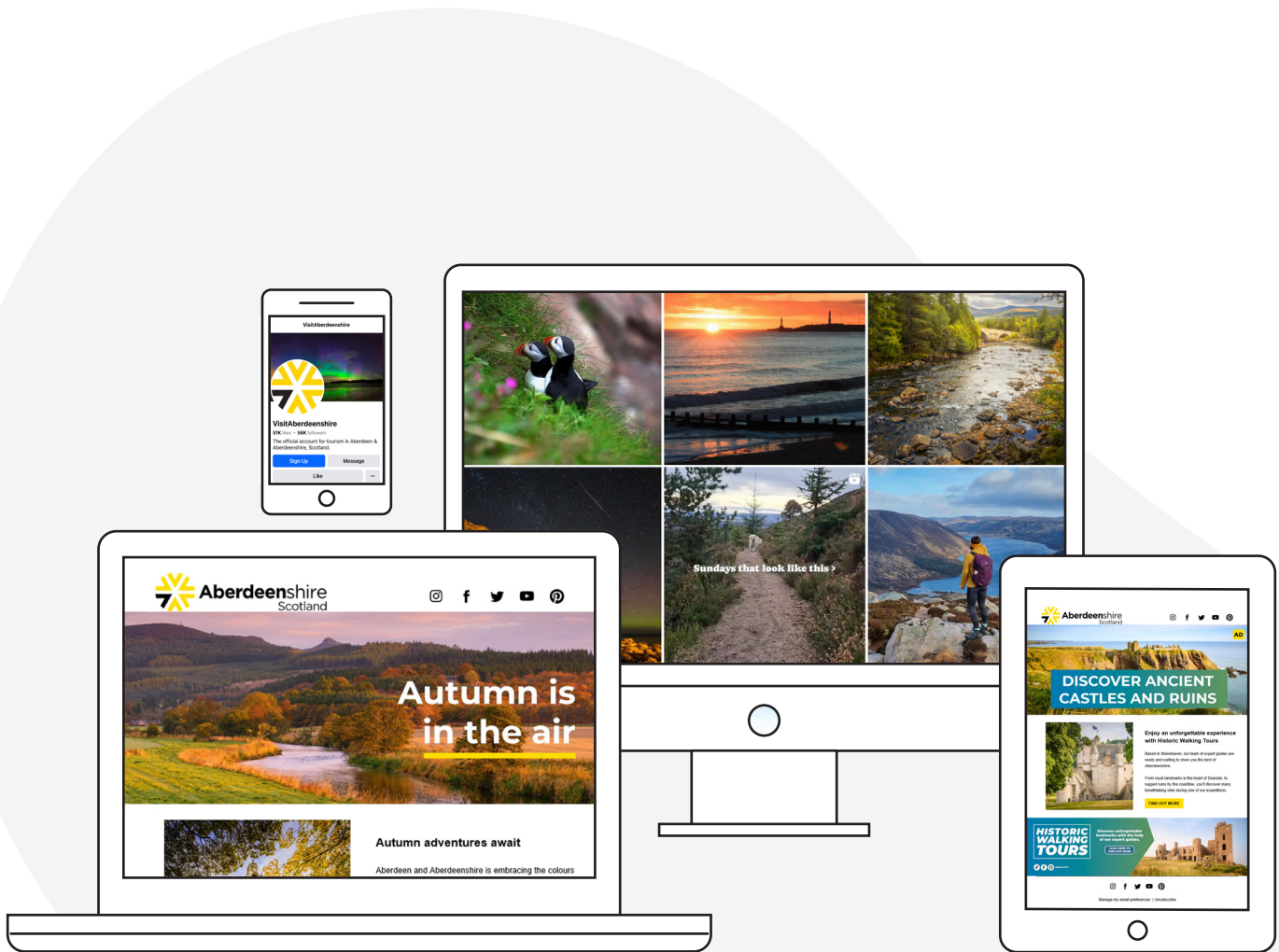
“Loganair and VisitAberdeenshire worked together on two successful marketing campaigns during 2019 to promote new services to Aberdeen. VisitAberdeenshire is a key partner for us in our promotional activity and we value the team’s expertise, knowledge and passion for the region.”

Kay Ryan,
Chief Commercial Officer, Loganair

“This is a great way to get messaging and promotions out to an extremely wide audience that clearly have an interest in the region and therefore what it has to offer. This is also an affordable way to promote your business.”

Peter Walker,
Managing Director at Maryculter House





visitabdn.com | X: @visitabdn | facebook: visitabdn |
instagram: visitabdn | LinkedIn: VisitAberdeenshire

VisitAberdeenshire Trading Limited
c/o P&J Live, East Burn Road, Aberdeen AB21 9FX