

# Purpose, Vision, Values and Behaviours



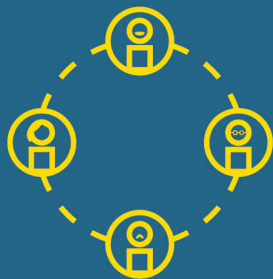
## Purpose Statement

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

## Vision Statement

Our vision is to be the leading destination organisation in Scotland increasingly recognised for growing the visitor economy through bold and dynamic initiatives.

## Values and Behaviours (CARE)



**Collaborative** - We work in partnership, internally and externally to work towards our company vision.

- Cross team working.
- Working with industry.
- Value and listen to counsel from key stakeholders and Board of Directors.



**Ambitious** - We are creative, forward-thinkers and passionate about what we do.

- Be curious and question the status quo.
- Feel empowered to bring ideas to the table.
- Pursue bold and dynamic ways to inspire and engage with colleagues and industry.



**Responsible** - We take an environmentally responsible and insights driven approach, operate inclusively and are respectful of others.

- Understand insights and customer's needs in all decision making.
- Strive to source and buy local to support wider sustainability and net zero ambitions of the region.
- Celebrate and support colleagues to create a one team approach.



**Empathetic** - We listen and respond to the needs of others.

- Be friendly, approachable and open to listening to colleagues and industry partners.
- Demonstrate flexibility to our colleagues and stakeholders.
- Approach challenges with a positive perspective.