

Latest Insights



FOCUS ON: CONSUMER PREFERENCES AND MOTIVATIONS RESEARCH 2023

Headlines



- 1600 respondents drawn from across the UK
- They love to spend time sightseeing, exploring cities, trying out local food and drink, and fitting in some walks and strolls
- They believe Aberdeen and Aberdeenshire has a good fit with the types of activities they enjoy doing
- There is strong agreement that the region as a whole is rich in culture and heritage, and perceived to be traditional
- Friends and family are the go to for our respondents when it comes to planning trips and when looking for in-destination suggestions

THE SURVEY

As well as gathering respondent demographics (age, gender, etc), we took our respondents through the following themes.

- **Types of holidays** and activities respondents enjoy taking
- **Who/what visitors rely on** for inspiration and information once in destination
- **Knowledge, experience** and appeal of Aberdeen and Aberdeenshire
- **Sources of information** used when planning short breaks and holidays



WHAT DID WE FIND OUT?

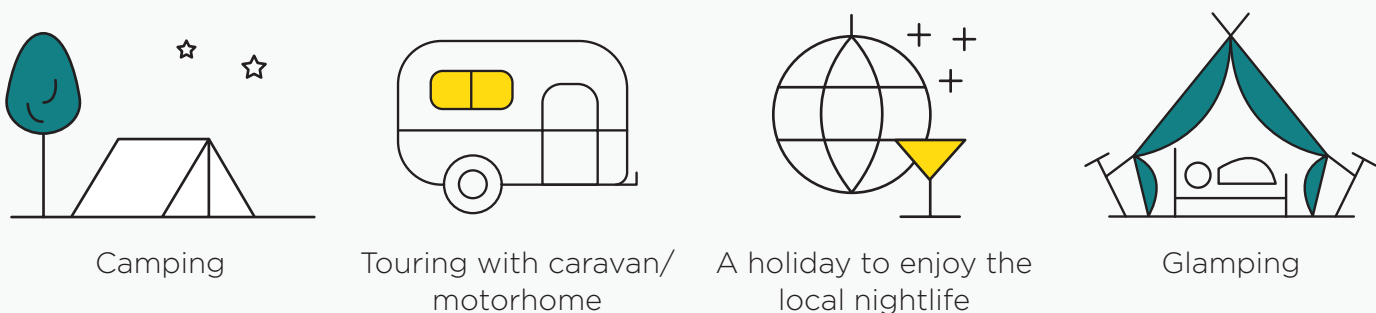
TYPES OF HOLIDAYS/SHORT BREAKS THEY ENJOY

We gave the respondents a list of 21 typical types of holidays and short breaks they would typically be attracted to.

The **relative** favourites **with this particular group** emerged as:



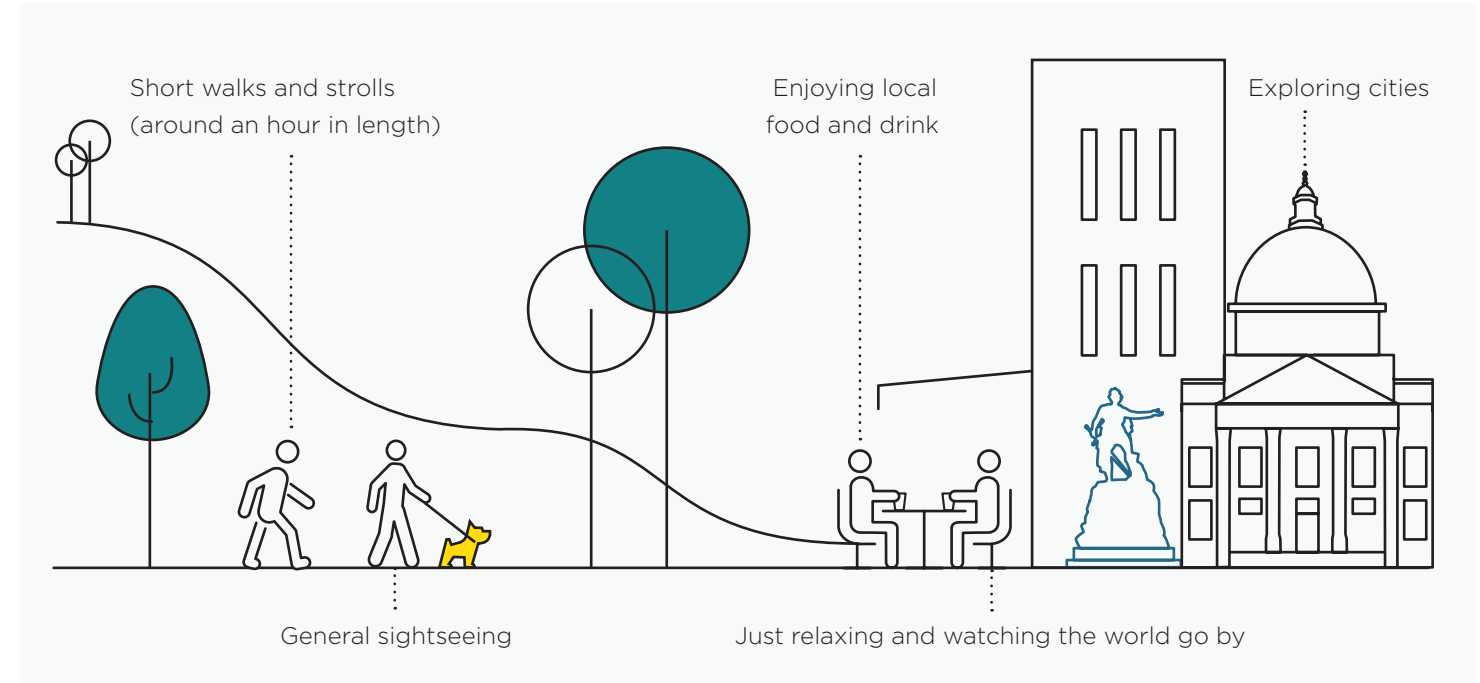
Relatively less popular types of holiday/short break **with this particular group** are:



Our slide deck details the placings for all 21 typical types of holidays.

WHAT ABOUT ACTIVITIES WHILST ON THEIR HOLIDAY/SHORT BREAK?

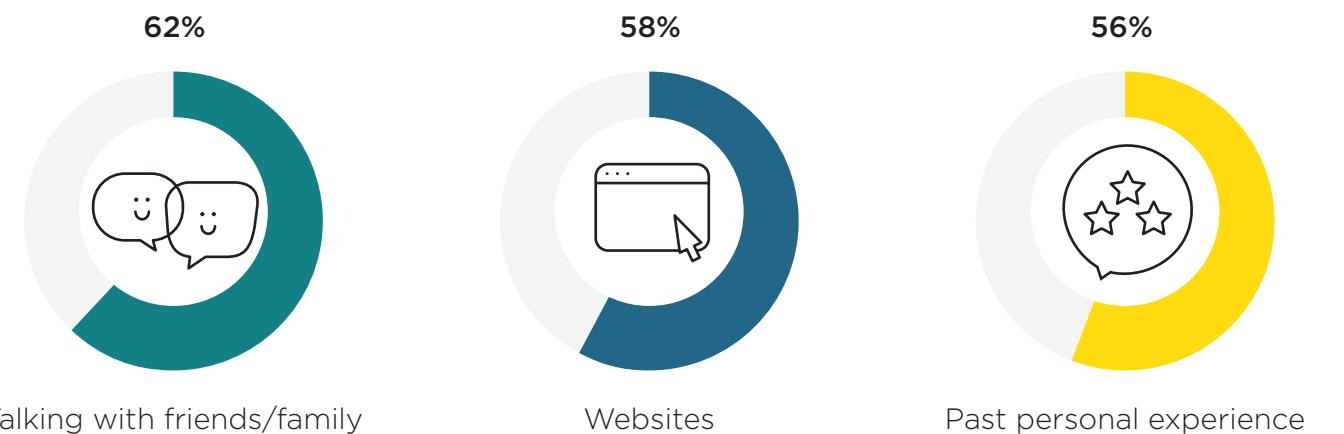
Our respondents said their top 5 things to do whilst on holiday are:



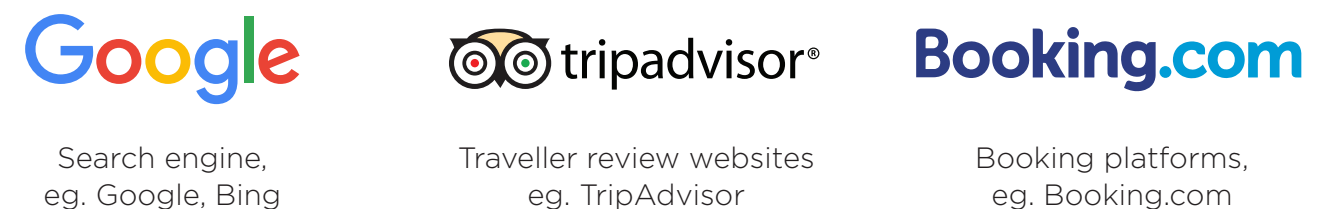
A follow-on question asked the degree to which they feel Aberdeen and Aberdeenshire offers these activities. Positively, **there was broad agreement that the region does offer the holiday activities they enjoy participating in.**

HOW DO VISITORS DECIDE WHERE TO TRAVEL TO?

Our respondents were given a range of information sources, and could select as many as applied. The top three information types selected are:



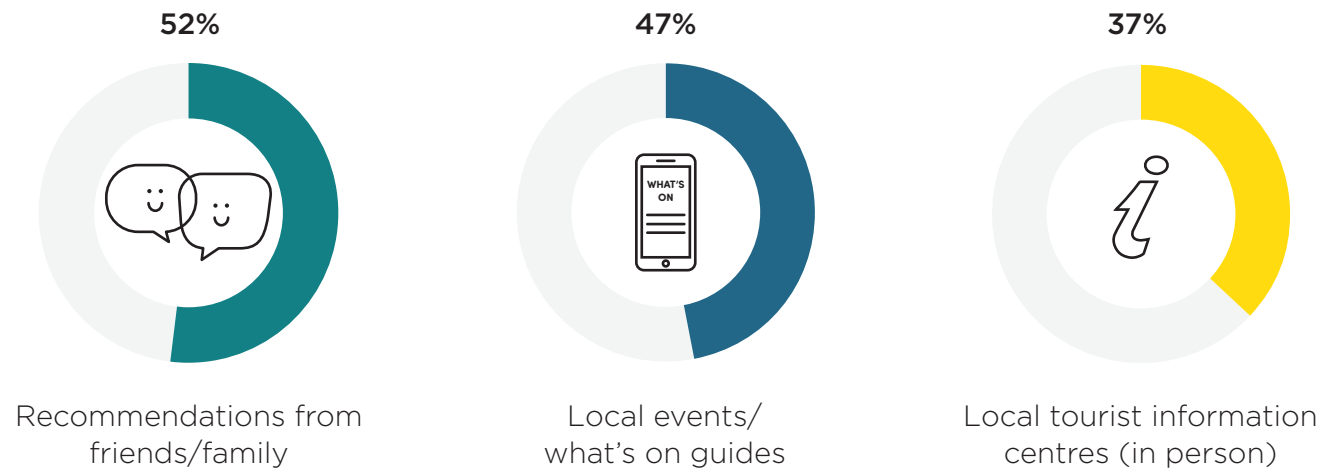
And when asked about websites specifically, the top 3 options selected are:



These results closely mirror what we find within VisitAberdeenshire's campaign evaluation work we undertake throughout the year.

WHAT ABOUT ONCE IN DESTINATION?

The survey went on to ask about main sources for information once in their **chosen destination**. Topping the table is:



VISITOR CHARACTERISTICS

We also wanted to get a feel for the types of personalities and characteristics to help paint a fuller picture of these respondents and what they like to do when on their holiday/short break. Having been presented with a set of statements to agree/disagree with, the most popular ones are:

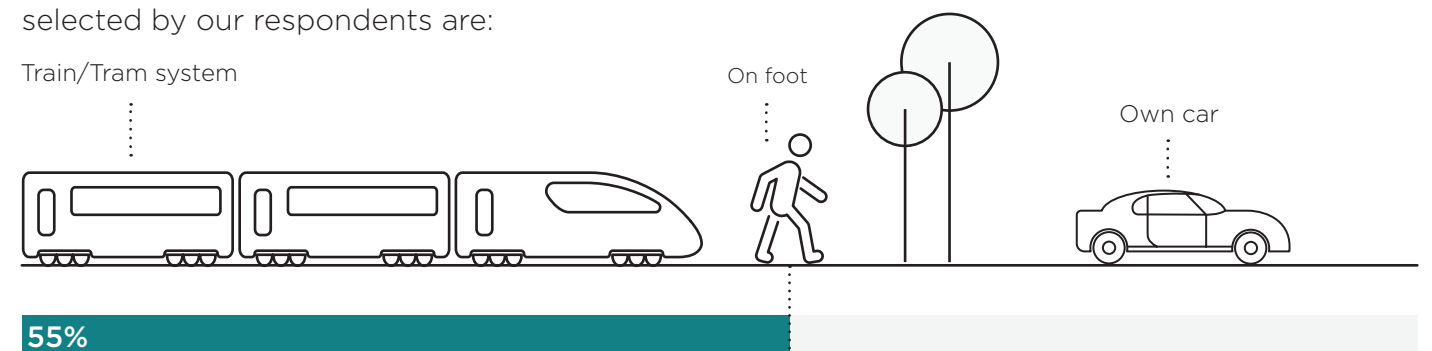


Those that attracted lower agreement levels are:



TRANSPORTATION

Once in destination, the most popular methods of transport selected by our respondents are:



say they are extremely likely to explore on foot, it was well ahead of other options, a positive finding for Aberdeen given the **walkable nature** of the city.



WHICH WORDS/PHRASES BEST DESCRIBE YOUR "IDEAL" HOLIDAY OR SHORT-BREAK DESTINATION?

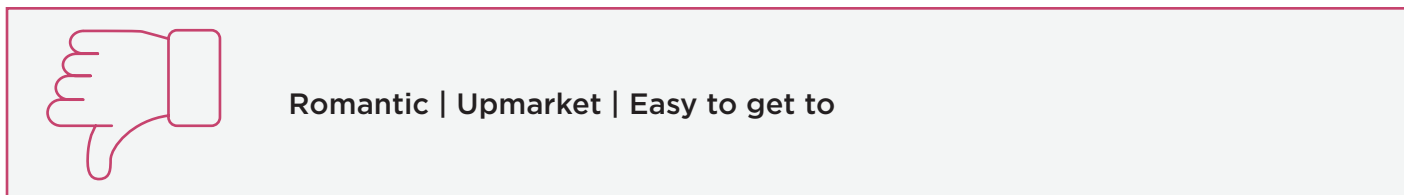
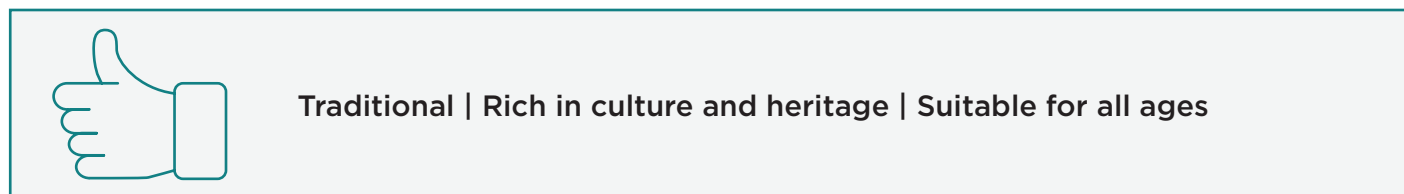
Before asking about Aberdeen and Aberdeenshire specifically, we asked this group of respondents to share the words that "best" describe their ideal break. **Their top 5:**



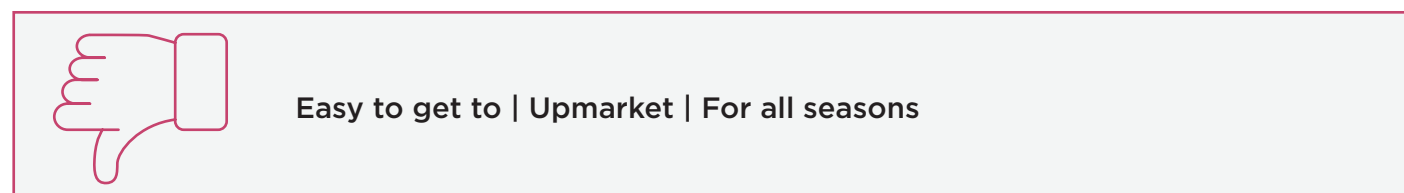
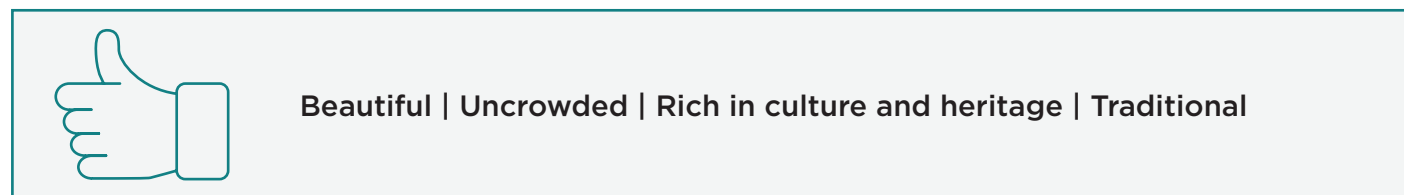
AND WHICH WORDS/PHRASES BEST DESCRIBE OUR REGION?

Within all our surveys we consistently ask our respondents to share which words/phrases they feel **best/least describe** our region, which helps us understand perceptions (and mis-perceptions). Within this annual survey, we have the opportunity to break it down to Aberdeen and rural Aberdeenshire.

Aberdeen



Aberdeenshire



EMERGING ACTIONS

Review the "types of holidays/short breaks" results, to ensure your own content and imagery reflects the top 5, including **city experiences, the landscape, local food and drink, and beach/coastal experiences**, as applicable.

Knowing the top 5 "**activities** whilst on holiday", does your own website or your social channels signpost to content on **general sight-seeing, where to source local food and drink, and short walks and strolls** nearby?

Keep those "**words/phrases**" front of mind, both the "best describes" and "least describes". Weave the positive ones into your own content, and review your content to see where/how it helps address the (mis)perceptions.

Review the "information sources" league table (in the fuller slide deck), and check your own business's representation in the top 5, including **websites**. Are visitors encouraged to **share their experiences on your social channels** and on **review websites**?

And are you represented in the sources visitors look at once **in destination**, including local events/what's on listings (if applicable).

ABOUT THE STUDY
 1,638 respondents
 Live period: **October 2023**
 Data gathered by **Taylor MacKenzie**
 Analysis undertaken by **Scattered Clouds**

More detailed results can be found on: <https://industry.visitabdn.com/home/research-and-insights/>

WHY DID WE CARRY OUT THIS WORK?

This factsheet summarises the key findings from our annual in-depth survey with a selection of the wider UK population. As well as sourcing and reporting volume and value data about our visitors (and potential visitors), it's vital we explore visitor intentions, behaviours and attitudes so help us further understand what motivates them and how they perceive the destination.

VisitAberdeenshire is committed to carrying out this research on an annual basis.

INSIGHTS & EVALUATION AT VISITABERDEENSHIRE

VisitAberdeenshire has an ongoing commitment to learning and understanding as much as we can about our current and future visitors. This deeper understanding helps inform our activity and that of businesses within the region.

If you would like to discuss this Factsheet, the fuller slide deck for this study, or any aspects of the work we do and how it can help support your business, please contact us on insights@visitabdn.com