

Illuminating experiences and dark skies.

Tourism season extension matters and VisitAberdeenshire understands the need to drive visits in traditionally quieter periods.

From the city's vibrant festivals to Aberdeenshire's stargazing credentials – we want visitors to immerse themselves in the sights and sounds of winter.

Timing is everything, and statistically 2024/2025 are believed to be the best years in decades for spotting the Aurora Borealis, and our northern latitude, natural environment and clear night skies combine to make the North-east a prime destination for stellar experiences.

For winter 2024-2025, VisitAberdeenshire will be promoting these illuminating experiences and dark skies through our campaign, 'Northern Nights'

The campaign will run from mid-October through to the end of January, providing you with a platform to promote your business, or winter experience to our engaged audiences.

For more information or to book your package, please contact:

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	GOLD	SILVER	BRONZE
Home Page Advert	✓	✓	✓
Social Media Post	✓	✓	✓
Blog / Advertorial	✓	✓	X
Dedicated Newsletter	✓	X	X
Newsletter Advert	X	✓	X
Total package cost	£995	£775	£285
Package discount	£280	£150	£40

Examples only:

