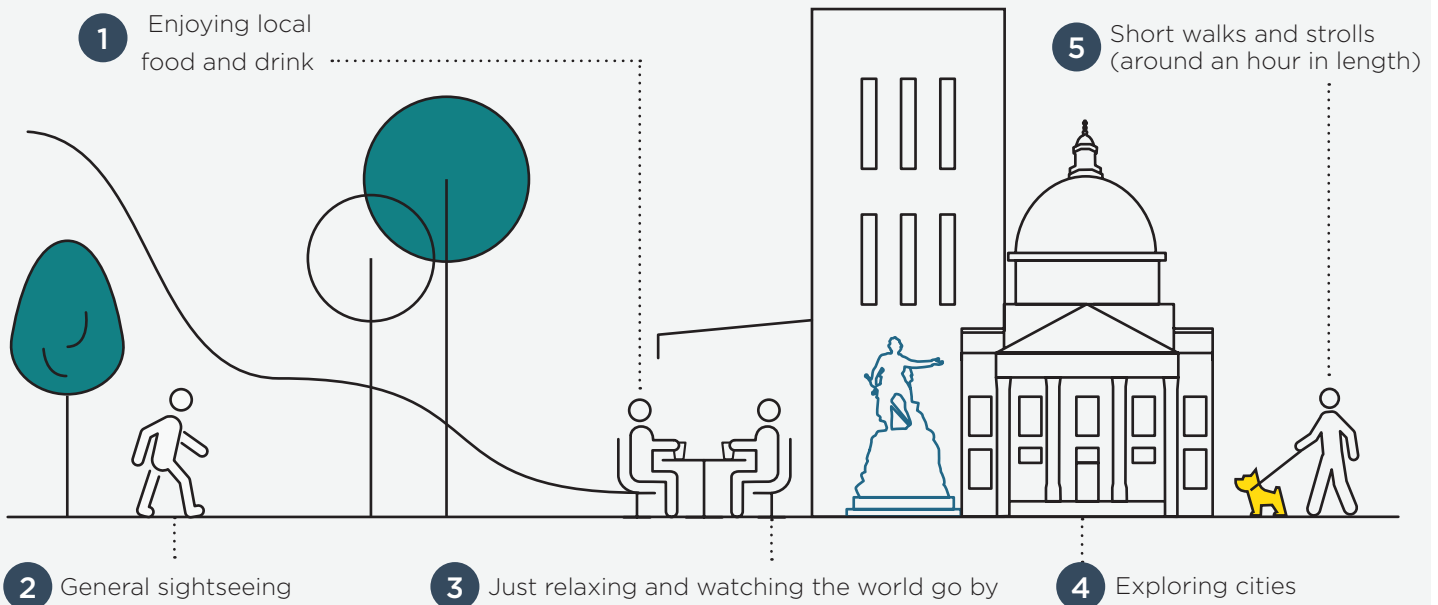


2024 CONSUMER RESEARCH - HIGHLIGHTS

Key results from the annual research carried out by VisitAberdeenshire, exploring the motivations, preferences and perceptions of 1,600 residents from across the UK.

TOP 5 ACTIVITIES ENJOYED WHILST ON HOLIDAY/SHORT BREAK



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** most influential sources emerged as:

63%

Talking with friends/family

59%

Websites

56%

Past personal experience

HOW CAN WE USE THE INSIGHTS?



Consider the “top 5 activities listing” and do a check-in on your website and socials. Are you sharing content on the activities you can offer or signposting to other businesses where visitors could enjoy these experiences?



Review the sources of influence and check your own business’s representation. Are visitors encouraged to share their experiences with their friends and family, on your own social channels and on review websites?

Take a deeper dive into our factsheet and slide deck for more insights and actions.