

Latest Insights



FOCUS ON

2024 Consumer Research – motivations, preferences, perceptions.

HEADLINES

The **most popular holidays/short breaks** centre on cities, landscapes, food and drink, beaches and culture and heritage.

Top ways to spend time on holiday are enjoying local food and drink, sightseeing, just relaxing, exploring cities and going for short walks.

Respondents 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 deciding where to go and when looking for in-destination suggestions.



1,600 respondents drawn from across the UK

THE SURVEY

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

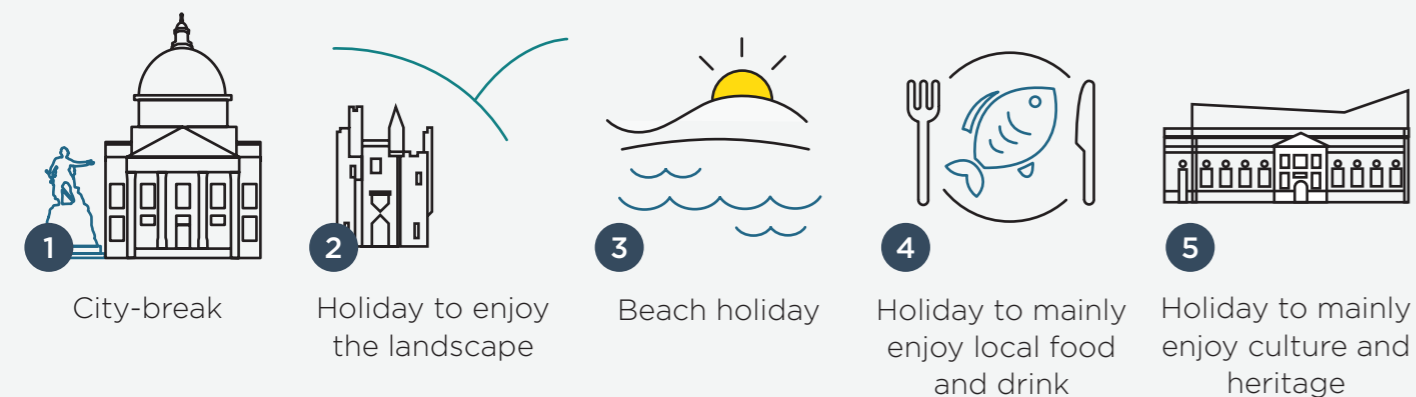
- **Types of holidays** and activities respondents enjoy taking.
- **Who/what visitors rely on** for inspiration and information once in destination.
- **Knowledge, experience** and **appeal** of Aberdeen and Aberdeenshire.
- **Sources of information** used when planning short breaks and holidays.



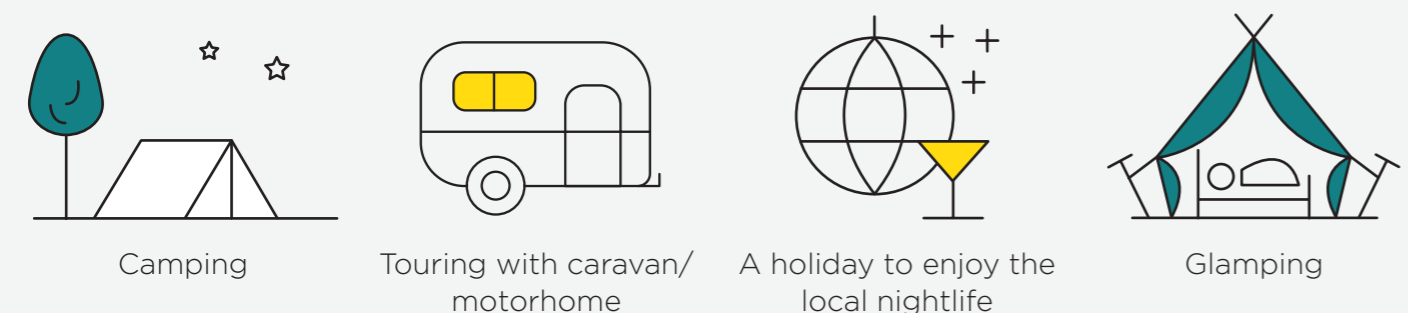
IDEAL HOLIDAYS/SHORT BREAKS

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:



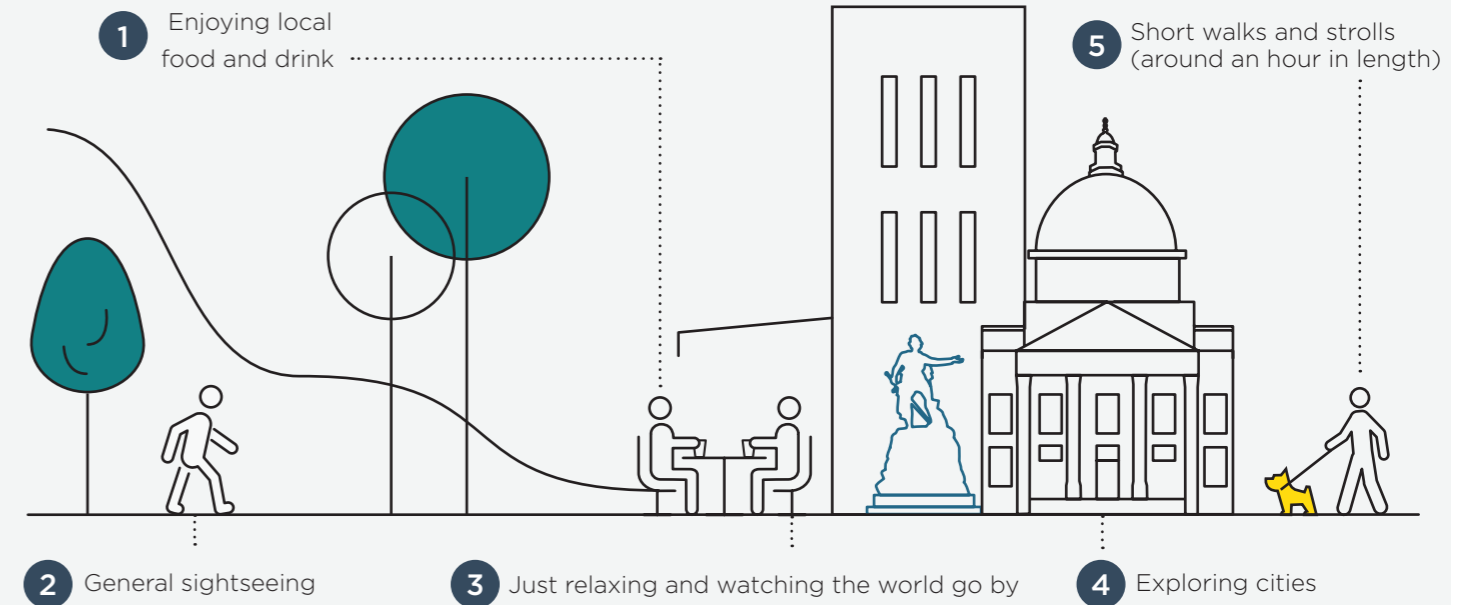
Relatively less popular types of holiday/short break **with this particular group** are:



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

WHAT ABOUT ACTIVITIES WHILST ON THEIR HOLIDAY/SHORT BREAK?

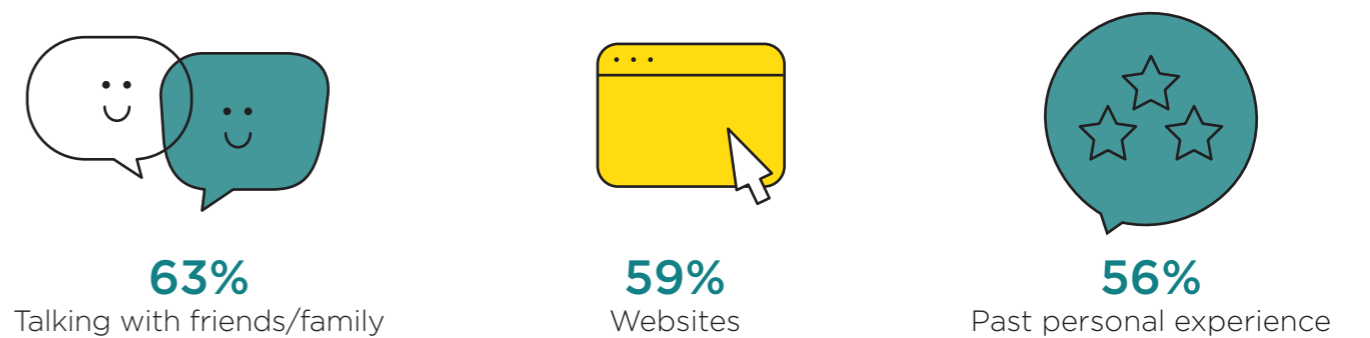
Our respondents said their top 5 things to do whilst on holiday are:



We asked about these activities in the context of Aberdeen and Aberdeenshire and, positively, there is broad agreement that the region does offer the activities visitors 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** most influential sources emerged as:



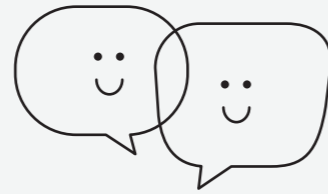
This year we explored social media influence in more detail, and when asked which were the **main platforms** used when deciding where to go, the **top four** emerged as:



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

WHAT ABOUT ONCE IN DESTINATION?

We quizzed our respondents about the **main sources** of information once **in destination**. The **top two** are:



56%
Recommendations from friends/family



49%
Local events/what's on guides

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:

I love to taste and experience local food and drink

I am happy to go back to places I have visited in the past

When I travel, I like to be comfortable but don't seek out luxury

Those that attracted **lower agreement levels** from this respondent group are:

When I travel, I always seek out environmentally-friendly options

I like to stick to my planned activities and experiences once on holiday/short break

I prefer holidays full of action and excitement

ACCOMMODATION

This year we re-introduced a question around accommodation used during holidays/short-breaks over the past 3 years. The **5** that **topped** the chart are:



78%
Hotel



47%
Self-catering



44%
Airbnb or similar

B&B

41%
Bed & Breakfast/
Guest House



40%
Family/Friends

In top position is serviced accommodation, namely hotels, however we do see a spread of other, serviced and non-serviced, accommodation types represented in the top 5. Whilst staying with friends and family means less spend on accommodation, this scenario could see visitors staying longer and spending the "saved" money on food and drink, and in-region experiences.

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

	Aberdeen	Aberdeenshire
	Traditional Rich in culture and heritage Distinct culture	Traditional Beautiful Uncrowded
	Romantic Upmarket Breath-taking	For all seasons Easy to get to Upmarket

HOW CAN WE USE THESE INSIGHTS?

Potential actions include:

Review the “types of holidays/short breaks” results to ensure the top 5 are represented within your own content and imagery.

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?

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. Are visitors encouraged to **share their experiences** with their **friends and family**, on your **social channels** and on review websites?

Taking a look at the main sources visitors use once **in destination**, can you increase your visibility within these?

ABOUT THE STUDY

1,600 respondents
Live period: **October 2024**
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 to 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