

Aberdeen City

STEAM Tourism Economic Impacts 2023 Year in Review Summary



The Visitor Economy of Aberdeen City area

This is a summary of the annual tourism economic impact research undertaken for the Aberdeen City area by VisitAberdeenshire, for the calendar years 2019, 2022 and 2023. Estimated outputs in this report have been generated using the Scottish Tourism Economic Activity Model (STEAM), owned by Global Tourism Solutions (UK) Ltd.

COVID-19
Pandemic

Some STEAM outputs for 2023 remain below the level of usual economic outputs for the area, due to the residual effects of the COVID-19 pandemic on business and consumer activity. Some comparisons have been made with estimated pre-covid figures for context.

