



The Visitor Economy of Aberdeen and Aberdeenshire

This is a summary of the annual tourism economic impact research undertaken for Visit Aberdeenshire, comprising of the combined geographic regions of Aberdeen and Aberdeenshire, 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 and operated by Global Tourism Solutions (UK) Ltd.

COVID-19 Some STEAM outputs for 2023 remain below the level of usual economic outputs for the constituent areas, due to the residual effects of the **Pandemic** COVID-19 pandemic on business and consumer activity. Some comparisons have been made with estimated pre-covid figures for context. 5.66 million **3.2 million visits** were made by visitors **staying within the area** as part of a holiday or short break, generating **8.4 million Tourism Visits nights** in local accommodation 2.5 million tourism visits made On average, visitors **staying in** 10.9 million by Day Visitors in 2023 the region spend 3.0 nights in the **Visitor Days and** area and spend a total of 2023 **Nights** generated by £223 million Visitors in 2023 In total, **staying** on local accommodation **Day Visits to** the area visitors generate 15,740 a total economic £195 million impact of full time A total of **£1.19 billion** was generated directly and £992 million equivalent indirectly within the local economy through visitor for local businesses jobs locally and tourism business expenditure and communities Trends **Economic Impact +14.8% Visitor Numbers +26.0% Total Visitor Days and Nights 20.2%** 2022-2023