

Aberdeen and Aberdeenshire STEAM Tourism Economic Impacts 2023 Year in Review Summary



The Visitor Economy of Aberdeen and Aberdeenshire

This is a summary of the annual tourism economic impact research undertaken for VisitAberdeenshire, 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
Pandemic

Some STEAM outputs for 2023 remain below the level of usual economic outputs for the constituent areas, 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.

