

Aberdeenshire (excluding city) STEAM Tourism Economic Impacts 2023 Year in Review Summary

The Visitor Economy of Aberdeenshire (excluding city)

This is a summary of the annual tourism economic impact research undertaken for Aberdeenshire (excluding city) area by Visit**Aberdeen**shire, for the 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.

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. Comparisons have been made to show performance levels against a pre-COVID-19 baselines. 2.3 million 1.3 million visits were made by visitors staying within the **area** as part of a holiday or short break, generating **4.4 million Tourism Visits nights** in local accommodation 1.0 million tourism visits made On average, visitors **staying in** 5.5 million by **Day Visitors** in 2023 Aberdeenshire spend 3.4 nights **Visitor Days and** in the area and spend a total of 2023 **Nights** generated by £98 million Visitors in 2023 In total, **staying** on local accommodation **Day Visits to Aberdeenshire** visitors generate 7,391 full a total economic £78 million impact of £408m time A total of **£486.5 million** was generated directly million for local and indirectly within the local economy through businesses and jobs locally visitor and tourism business expenditure Trends **Economic Impact +32.5% Visitor Numbers +27.3% Total Visitor Days and Nights +34.0%** 2019-2023