



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 VisitAberdeenshire, 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.

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. Comparisons have been made to show performance levels against a pre-COVID-19 baselines.

