

Aberdeen City Council

Report on VisitScotland Activity for the period 1 April 2010 to 31 March 2011

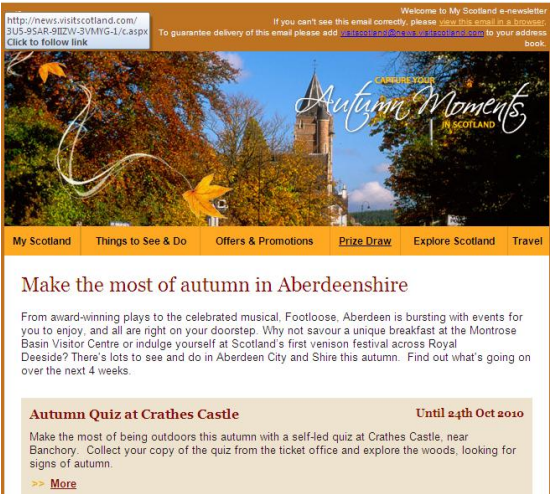
1. Information Provision

Type of Activity	Details	Cost	Update
On-arrival	As part of a national network of information provision, operate and promote Information Centres in Aberdeen City as follows: <ul style="list-style-type: none"><li data-bbox="488 655 797 683">• Aberdeen City Centre	£100,000	Total footfall for the period 1 April 2010 to 31 March 2011 is 85,678 against 49,021 for the same period 2009/10 a 57% increase. Accommodation bookings for the period 1 April to 31 March 2011 total 574 as compared with 781 for the same period in 2009/10, a decrease of 27%. <i>**A month by month breakdown of the above figures for each centre, with comparisons with last year, is attached to this document.</i>
	Total	£100,000	


2. Print


Type of Activity	Details	Cost	Update
Pre-arrival	<ul style="list-style-type: none"> Publish and distribute the regional Aberdeen City & Shire Where to Stay Guide 2011, with a print run of ca. 70,000 	£10,000	Brochure ready for distribution from December 2010.
On-arrival	<ul style="list-style-type: none"> Produce and distribute the Aberdeen City & Shire What to See and Do Guide 2011 focusing on what to see and do in the area all year round including details on local attractions, restaurants and events, with a print run of ca. 36,000 <div data-bbox="490 683 1115 1114" data-label="Image"> </div>		<p>Brochure ready for distribution from February 2011.</p> <p>Requests for both guides are generated via</p> <ul style="list-style-type: none"> VisitScotland.com Aberdeen-grampian.com Seasonal campaign websites and media activity - Surprise Yourself website/Surprise Yourself stand alone email & media activity; Surprise Yourself Direct Mail. <p>They are also available in local and national VisitScotland Information Centres.</p> <p><i>In 2010 - 40,834 Where to Stay 2010 guides and 33,967 What to See and Do 2010 guides have been distributed.</i></p>
	Total	£10,000	

3. Website



Type of Activity	Details	Cost	Update
Pre-arrival	<ul style="list-style-type: none"> ▪ Provide regular updates to content on http://www.aberdeen-grampian.com ▪ Ensure there is an up-to-date listing of events on http://www.aberdeen-grampian.com (regular updates to be provided by Aberdeenshire Council to enable this section to be populated) ▪ Search Engine Optimisation activity 	£5,000	<p>For the period 1 April 2010 to 31 March 2011 the number of unique visits to the regional website totalled 131,304 with 674,348 page views. This compares favourably with the previous year, which had 112,427 unique visits and 635,093 page views, and represents an almost 17% increase in website traffic.</p> <p>The site is currently themed to reflect the new VisitScotland Surprise Yourself campaign. Both the national and campaign websites contain direct links to the Aberdeen City and Shire website, giving additional exposure to the region through increased media activity.</p> <p>In addition, VS national/seasonal campaign websites give additional exposure to the region through media activity that drives visits to regional features on these websites.</p> <p><i>**A breakdown/graph of the Website Visitors is attached with this report.</i></p>
	Total	£5,000	


4. UK & Ireland Marketing

Type of Activity	Details	Cost	Update
Pre-arrival	<ul style="list-style-type: none"> <li data-bbox="443 325 1122 507">▪ Autumn regional Direct Mail Pack in collaboration with Aberdeen City Council to raise awareness of the range and wealth of things to see and do during an autumn break in Aberdeen City and Shire. The Direct Mail Pack targeted 44,000 contacts and includes regional evaluation <li data-bbox="443 571 1122 724">▪ Autumn Regional Media & Sales Promotion in collaboration with Aberdeen City Council within the National Autumn Moments campaign to inspire and inform to generate bookings and to boost seasonal occupancy in the region in autumn. 	<p data-bbox="1144 325 1234 352">£8,500</p> <p data-bbox="1144 571 1234 598">£7,500</p>	<p data-bbox="1294 325 2121 507">Mailers were posted out in August 2010 to W3 and W4 segments (mature devotees and affluent active devotees). Main themes included food and drink; City indulgence and attractions; entertainment and eating out; Royal Deeside; Scotland's Castle Trail. The Competition prize was a 2 night stay for 2 people with champagne on arrival at Meldrum House Hotel.</p> <p data-bbox="1294 571 2121 753">Sales Promotion:- Online banner and eDM 75,000 OTS with Merrell (outdoor retailer) went live 1 October 2010 on www.merrell.com/uk A partnership prize draw was offered comprising of, a 2 night stay at Norwood Hall Hotel, a guided walk on Muir of Dinnet National Nature Reserve, a pair of Merrell walking boots, a PDG helicopter tour of the region and £400 towards travel and spending money.</p> <p data-bbox="1294 788 2121 1123">Media:- Partnership with The Guardian microsite which was live for 2 months www.guardian.co.uk/aberdeen This consisted of a regional homepage, competition to win a luxury break to the region, photo gallery and external links back to the regional website, plus brochure request as part of the entry mechanism. The Guardian guaranteed a minimum of 5,000 competition entrants - generated by continuously promoting the microsite via online banners throughout the Guardian website and also through press adverts. The prize draw was offered in partnership with Mal Maison Aberdeen for a 2 night stay, spa treatment and whisky/wine tasting.</p> <p data-bbox="1294 1158 2121 1214"><i>Evaluation of the Autumn Moments campaign generated additional income of £414,691 to Aberdeen City and Shire.</i></p>

<p>Pre-arrival</p>	<ul style="list-style-type: none"> 2011 Spring/Summer (Surprise Yourself) Regional Direct Mail in collaboration with Aberdeen City Council.  <ul style="list-style-type: none"> 2011 Spring/Summer (Surprise Yourself) Regional Media and Sales Promotion 	<p>£10,000</p> <p>£5,250</p>	<p>48, 000 Mailers sent out 4 April 2011 to W3 and W4 segments (mature devotees and affluent active devotees). Main themes were Aberdeen City, Festivals, Castles, wildlife and fishing. Competition prize offered 2 nights for 2 people B&B at the 4-star Country House of Meldrum House Hotel.</p> <p>Evaluation of the 2010 Spring/Summer (Perfect Day) - £727,424 additional revenue for the region</p> <p>Sales and Media planning stage is complete, activity to take place May - mid August 2011.</p>
	<p>Total</p>	<p>£31,250</p>	

5. International Marketing


Type of Activity	Details	Cost	Update
Pre-arrival	<p>Online campaign to raise the profile and build understanding of Aberdeen City & Shire's competitive strengths on the Norwegian market: City+, culture, heritage, castles and whisky. 100% media campaign which will drive consumers to an information-rich micro-site (splash page) featuring Aberdeen information to encourage short breaks to Aberdeen City & Shire</p>  <p>Vinn en uforglemmelig miniferie til Aberdeen City og Shire i høst!</p> <p>Med direkte fly fra Stavanger og Bergen er Aberdeen rett rundt hjørnet!</p> <p>Velkommen til Aberdeen City og Shire, et område med unik, historisk arv og nyereendelige kontraster. Her finner all du forventer i en storby, men også roen av Skottlands flotteste skott, destillerer og golfbaner.</p> <p>Her kan du drømme deg bort i et avnerledes land med fantastisk natur og historie, gjestfrie mennesker og unik livskvalitet. Utan å glemme de fantastiske shoppingmulighetene med mengder gode tilbud.</p> <p>Klikk her for å bli med på konkurransen</p> <p>ABERDEEN CITY AND SHIRE VisitScotland widerøe</p> <p>RABATTEKKE RESTAURANTPRISER! ABERDEEN</p>  <p>Vinn en reise til Aberdeen City og Shire</p> <p>VisitScotland gir deg nå muligheten til å vinne en perfekt miniferie for 2 til Aberdeen City og Shire! Utforsk den berømte Castle Trail og ta del i storbyens muligheter på en og samme tur! Du kan vinne en reise billetter fra Norge til Skottland med Widerøe, 3 netter på Jury's Inn som ligger midt i byens sentrum samt billett til Avis.</p> <p>Klikk her for å bli med på konkurransen her</p>	£10,000	<p>Ongoing activity from 14 October until 1 December 2010. Building on the previous campaign, the splash page has been amended to introduce an accommodation search and bookability feature (price results to be in Norwegian Kroners); content was refreshed with new inspirational and educational destination copy and images; characters from the Meet the Scots campaign lend authenticity and a human aspect.</p> <p>Bespoke competition with 4 partners - Wideroe Airlines, Jury's Inn, National Trust for Scotland and Avis Car Hire.</p> <p>Campaign advertorials went live on Thursday 14 October 2010 - daily advertorials in online edition of Aftenbladet.no and BT.no (Stavanger and Bergen main newspapers) until 15 November. Traffic to the advertorials will be generated through plugs on the homepage of the newspaper. The campaign site was also live on www.visitscotland.com/no/aberdeen</p> <p>The Aberdeen City and Shire competition was also included in the VisitBritain Norwegian December newsletter which went to a database of 71,234 contacts.</p> <p>Four weeks online display banner network campaign to geo-targeted IP addresses in Stavanger and Bergen.</p> <p><i>Summary of headline results:</i></p> <ul style="list-style-type: none"> - Over 6,500 visits to the campaign page - 1,233 referrals to Aberdeen City and Shire accommodation businesses - Wideroe reported and uplift of 10% on their two routes to Aberdeen on the same period previous year

<p>Pre-arrival</p>	<ul style="list-style-type: none"> Targeted programme of media pitching to Germany and securing/facilitation of press visits. Focus on broadcast, online and print media both regional and national. Reinforcement of key product messages: Aberdeenshire is the home of The Castle Trail, Golf & Outdoor activities, wildlife watching, walking and escapism; City messaging - architecture and heritage, coastal city walks, winter gardens, art galleries, theatre, museums as well as music and night life. 	<p>£10,000</p>	<p>This activity is in progress and building on the hugely successful 2009/10 campaign (results below). So far the Consumer PR team have hosted 7 press trips since April 2010.</p> <p>One of which was at the end of September when we hosted Martin Müller who writes for several well-known German publications i.e. Abenteuer und Reisen, DB Mobil, WAZ and even some Swiss and Austrian publications. He also compiles the German version of the Marco Polo travel guide www.marcopolo.de that will be translated and published in several other European countries afterwards. He was at the Adventure Travel World Show last winter to produce freelance articles and then travelled to Aberdeenshire to update his travel guide and also produce coverage on Wildlife in Aberdeenshire and a documentary about Aberdeen City.</p> <p><i>Phase 1 results of German Campaign are:- £1.2million achieved in PR Value</i> <i>This equates to an ROI of 75:1 based on the initial investment from the local authorities. The media coverage has reached a total of 14.3 million people</i> <i>Phase 2 (to date) results are :- Over 1,000 Aberdeen City and Shire mentions in more than 200 German media titles between May and November 2010 reaching over 25 million consumers in Germany. This represents a PR value achieved of over £5m</i></p> <p>Full evaluation of this campaign is due September 2011</p> <p>Coverage recently generated, included an 11 page fashion feature in Cosmopolitan (left) with Aberdeenshire as the backdrop featuring both Crathes Castle and Dunnottar Castle.</p> <p>They also produced two “behind the scenes” documentaries online http://www.cosmopolitan.de/schottland http://www.cosmopolitan.de/mode/trends/a-26747/im-stil-von-emma-peel.html</p>
	<p>Total</p>	<p>£20,000</p>	




6. Business Tourism

Type of Activity	Details	Cost	Update
	<ul style="list-style-type: none"> Manage Aberdeen Convention Bureau 	£213,750	Reports submitted monthly directly to Council
	Total	£213,750	

7. Project Activity

Type of Activity	Details	Cost	Update
Pre-Arrival	<ul style="list-style-type: none"> Media activity campaign to support City Winter Festival Programme and Aberdeen City and Shire Hotel Association “special rates” which targeted W3s W4s in Central Scotland and North of England. 		<ul style="list-style-type: none"> 2 Aberdeen City solus emails sent w/c Dec 13th One solus email to reach W4s on the Scotsman database tailored to the Winter Festival message One solus email to reach W4s based in Scotland to the Independent The overall estimated impressions would be in excess of 100,000. <p><i>Both emails offered visitors the chance to win a luxury break in Aberdeen City. The competition entries totalled 3,338.</i></p>
	Total	£5,000	

8. Other Activity

<p>Growth Fund</p>	<p>VisitScotland's Growth Fund has awarded a total of £51,000 to tourism groups within Aberdeen City and Shire in 2010.</p> <p>The North East Scotland Golf Alliance was awarded £12,000 in 2010. This group aims to primarily position and promote the North East of Scotland as a high quality golf tourism destination though increased golfer spend and length of time in the area. The project will focus on the promotion and development of two golf trails - Aberdeen Links and The Royal Deeside. The focus of the project is to attract inbound visitors from all over the United Kingdom, as well as from European destinations served by Aberdeen (and Inverness) airports along with all other transport links. The group will focus on selling itineraries for the two new golf trails, when tee-off times are available, and promoting the area throughout the golf season of April-October. Wintertime in the area is also promoted through activities listed on the Aberdeen-Grampian website.</p> <p>The Royal Deeside DMO were awarded £39,000 from VisitScotland's Growth Fund to deliver a series of consumer campaigns, PR activity and brand advertising to target specific markets to visit and stay longer in Deeside. The project will reach new market segments, with Germany as a key priority, as well as promoting the area as a centre for a range of outdoor activities and with a focus on food and drink.</p>
<p>EventScotland</p>	<p>Event Scotland have supported to date:</p> <ul style="list-style-type: none"> • The Scottish Traditional Boat Festival (26- 27June 2010), Portsoy • The North Atlantic Fiddle Convention (14- 18July 2010), Aberdeen. • Northern Edge Jazz Festival (8- 12September 2010), Aberdeen • Fraserburgh Surf Festival (25 - 26September 2010), Aberdeenshire • DanceLive (1 October - 9 November 2010), Aberdeen • St Andrew's Day Celebrations (26 November - 30 November 2010) Aberdeen
<p>UK & Ireland</p>	<p>My Scotland - 'My Scotland' is a campaign-within-a-campaign that promotes Scotland to the Scots. Recent activity included a full-page travel feature within the Daily Record on 24 July with a feature on the Castle Trail, on 28 August with a feature on Royal Deeside and on 2 October with a feature on Aberdeen City</p> <div style="display: flex; justify-content: space-around; align-items: center;">    </div>

Press and PR

Additional PR activity received covering Aberdeen City and Shire highlights:

Coverage in VisitScotland's International eNewsletters included:

VisitScotland's Clans & Castles Touring themed eNewsletter, distributed to our international e-database (totalling 755,308 people) at the beginning of May. In this, we promoted clan gatherings and Highland Games, which highlighted the Braemar Highland Games.

Aberdeenshire in UK & Ireland e-zines

Consumer 'e-zines', with content tailored to the interests of each customer group, are one of the tools used in each of the seasonal marketing campaigns to drive traffic to the campaign site. As part of the 2010 Perfect Day campaign, over 3,000 targeted customer groups received an e-zine containing a highlight feature on the coastal town of Stonehaven and Dunnottar Castle in Aberdeenshire.



Press Trip - highlights

EXPO 2010

2 German and 1 Swiss/Austrian fam trip took place after Expo with a total of 35 tour operators, visiting diverse regions including Edinburgh, Perthshire, Angus & Dundee, **Aberdeenshire**, AILLST and the Highlands.

EXPO 2010

There were 29 operators in total for the Nordic markets at Expo 2010, with 2 group fam trips. The Norwegian contingent visited Perthshire and **Aberdeen City and Shire**, whilst the Danes concentrated on Glasgow.

Press trip: Auto Verte Magazine

Monthly lifestyle motoring magazine, circ 57,000

VisitScotland is working with Vacances Transat to promote their Autotour "Fantômes, Châteaux et Lochs". Auto Verte magazine contains a detailed touring and travel section each month and the journalist will write a 7 page article on Scotland. Auto Verte will travel between East

Lothian, **Aberdeenshire**, Loch Ness area, Fort William and Stirling, as per the touring itinerary from Vacances Transat. To be published in July.

Press trip: Le Figaro

Leading national daily newspaper, circ 331,022

VisitScotland is working with VisitBritain on a pan-Britain golf trip for Le Figaro. Together we have pitched golf in St Andrews, **Aberdeenshire** and Arran, for a press trip that is scheduled for the end of June.

UIT Magazine (circ 350,000) visited Aberdeen for the 50th Aberdeen Highland Games. The journalist also toured Aberdeenshire. Feature published in August 2010

Norsk Golf attended group press trip to Aberdeenshire 15 - 17 June



9. Non Commercial Activity

Type of Activity	Update
Strategic Relations	<p>Within the period 1 April to 31 March 2011, the previous Regional Director, Ken Massie, worked hard to keep tourism high on the local agenda and to spread the message that 'Tourism is Everyone's Business'. Effective from the end of July, Shona Anderson - newly appointed Regional Director for Aberdeen City and Shire, has continued this partnership work to ensure tourism is kept high on the local agenda. Activity has included:</p> <ul style="list-style-type: none"> • Regular meetings and discussions with Royal Deeside and Cairngorms DMO • Attendance at Turriff and District AGM; Huntly Development Trust meeting; Enterprise, Planning and Infrastructure Committee ACC • Presentations at the Chamber tourism chapter meeting. • Presentations to ACSEF board. • Presentations to other groups, including potential Common Purpose Ambassadors • Attendance at meetings of ACSEF Management Team, Aberdeen City Centre Association, Aberdeen City and Shire Hotels Association, Aberdeen and Grampian Chamber of Commerce Council, Inverurie Business Association, Aberdeen Airport Business Development Forum and NESTRANS meetings amongst others • Attendance and participation on LAG (LEADER) • Various interviews with local media including; The Deeside Piper, Radio Scotland NE, Radio Scotland main. • Chamber lunch with Dr Mike Cantlay - who presented at this event. • Attendance at the Scottish Food and Drink Excellence Awards • Judge for Northern Star Business Awards • Attendance at BP's Big Screen reception • Attendance at Aberdeen Champions Awards where VisitScotland sponsors the Tourism award • Submitted paper on proposals for the revitalisation of NESTOUR • Co-ordinated a facilitated NESTOUR workshop in partnership with Scottish Enterprise. • Attendance at SCDI Committee Meeting and seminars. • MSP meetings • Aberdeen City and Shire Councillor Meetings • Attendance at Grampian Food Forum Innovation Awards • Host top table at Convention Bureau Ambassadors Dinner • Banffshire Coast Tourism Partnership Workshop