

Welcome

to the ultimate business network

Christmas Village Research

Aberdeen Inspired

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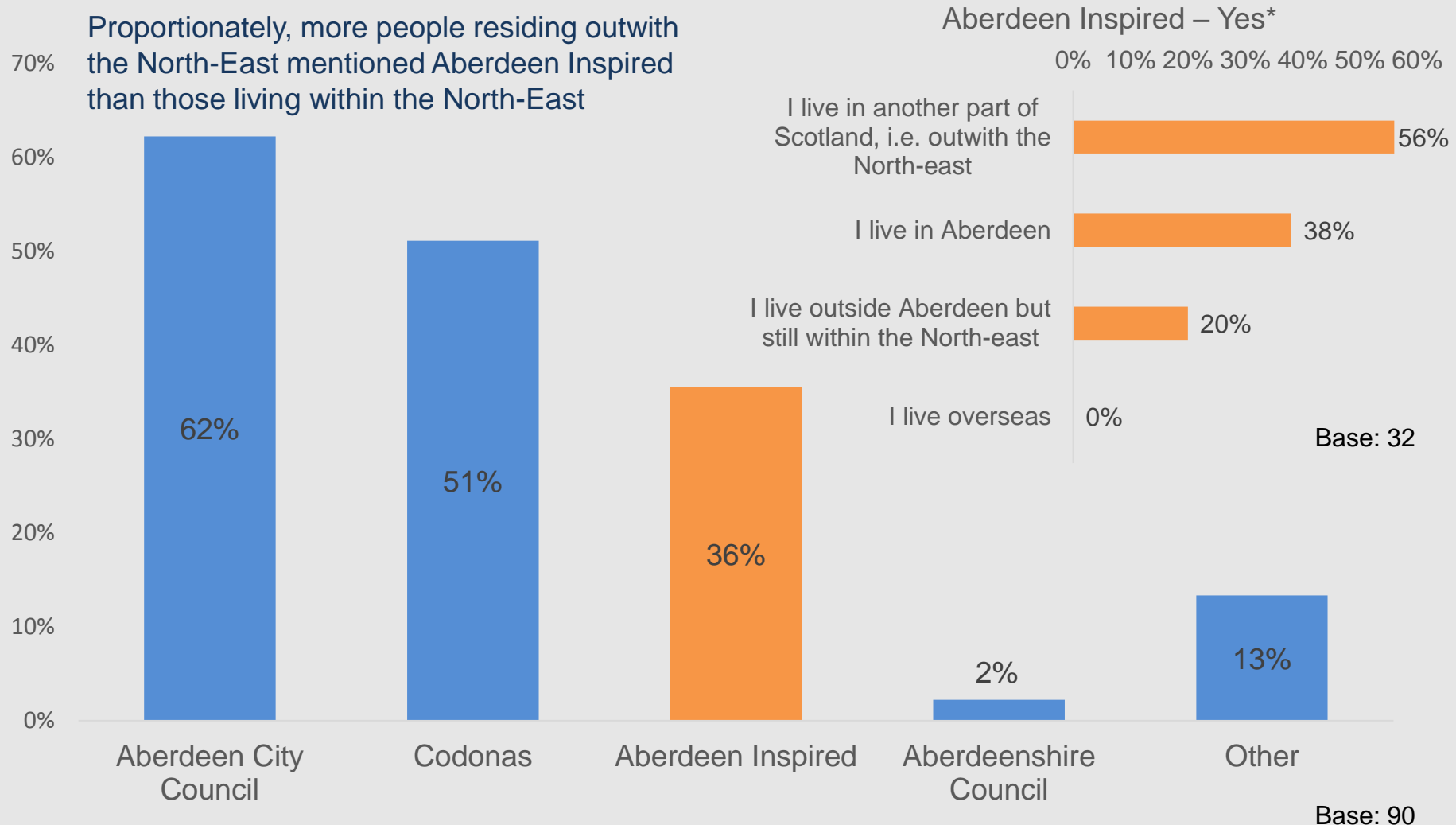


- **Fieldwork Dates:** 21/12/2015 – 30/12/2015
- **Research method:** face-to-face interviews
- **Participants:** Christmas Village visitors
- **Number of interviewers:** 3
- **Number of completed surveys:** 90

Summary

- 60% of respondents were visiting for the first time when interviewed
- 76% rated the Christmas Village as either 'good' or 'excellent'
- 36% knew Aberdeen Inspired were involved with the Christmas Village
- 15% thought the Aberdeen Christmas Village was 'better' or 'much better' than other Christmas markets across Scotland
- The two most frequently cited words used to describe the Christmas Village were 'Festive' and 'Fun' quoted by 42% and 34% respectively
- Net additional economic impact for the region: £1.95m
- Spend per head: £5.61

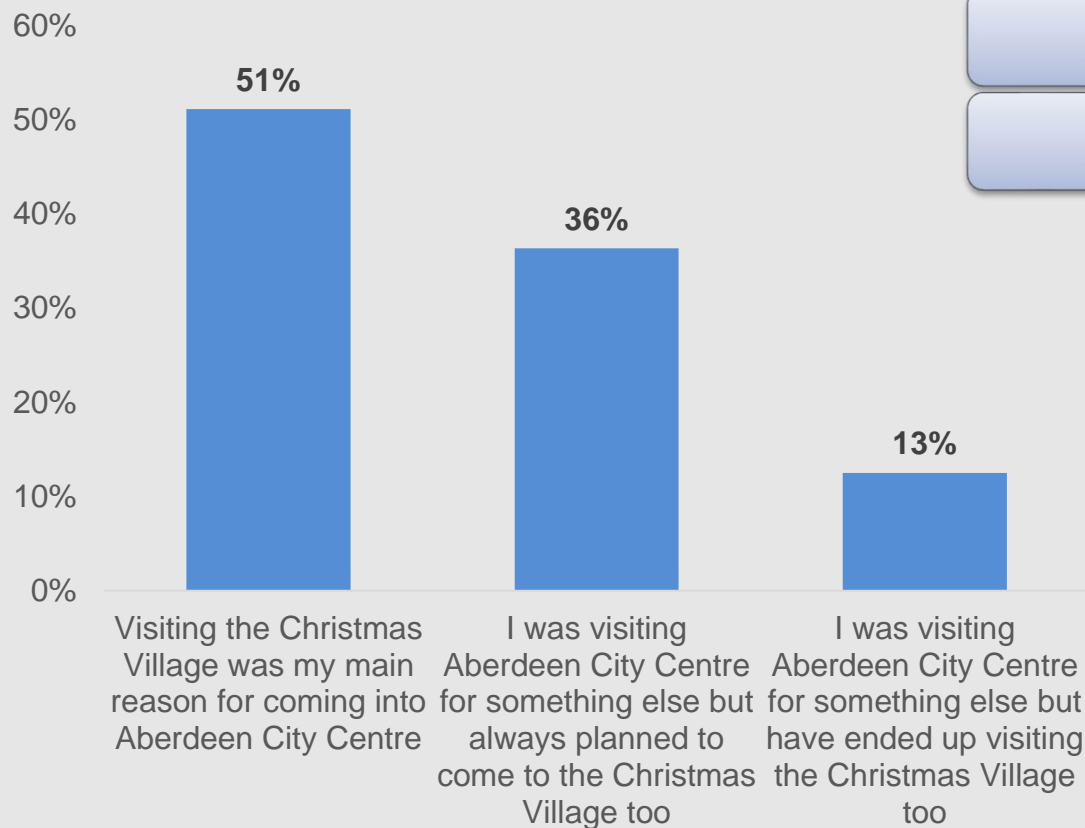
Awareness of Aberdeen Inspired's involvement in the Christmas Village?



*There was no significant difference between age groups with 39% of those aged 18-34 naming Aberdeen Inspired as the organiser compared to 36% of those aged over 35.

Christmas Village Visit

Which of the following statements best describes your reason to be here today?



60% were visiting for the first time when interviewed

27% had been 1-2 times already

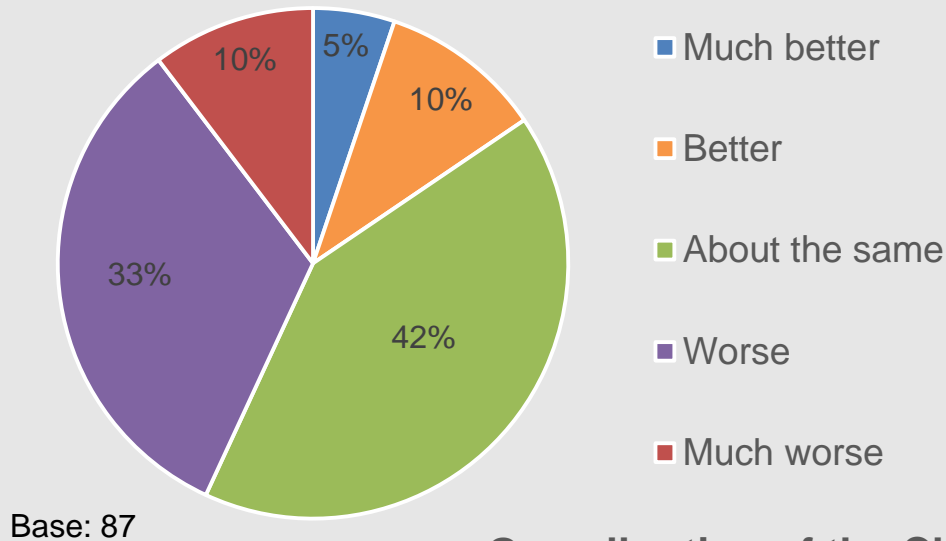
13% had visited 3 or more times

64% of respondents who live outwith Aberdeen but within the North-east travelled into Aberdeen with the main purpose being to visit the Christmas Village

Base: 88

Perceptions of the Christmas Village

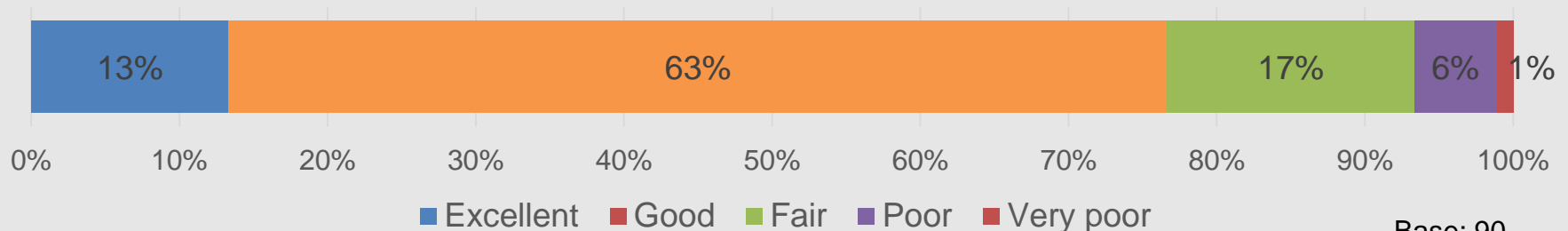
Comparison of Aberdeen Christmas Village to other Christmas markets across Scotland



83%* thought that the Christmas Village had a positive impact on their perception of Aberdeen

*83% either strongly agreed or tended to agree with this statement

Overall rating of the Christmas Village



Christmas Village in 3 words



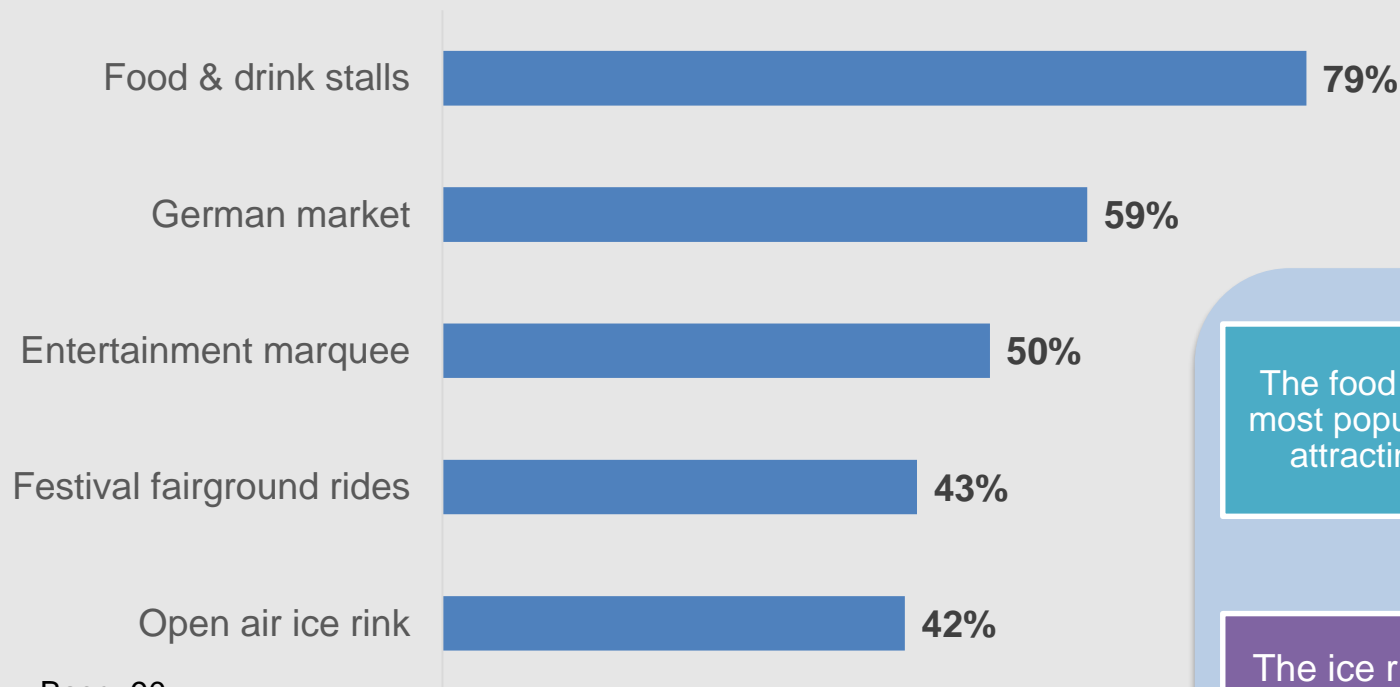
Word	Frequency	%
Festive	37	42%
Fun	30	34%
Exciting	10	11%
Christmassy	10	11%
Good atmosphere	7	8%
Small	7	8%

Base: 89

Christmas Village attractions

Which of the following elements of the Christmas Village have you used and/or visited?

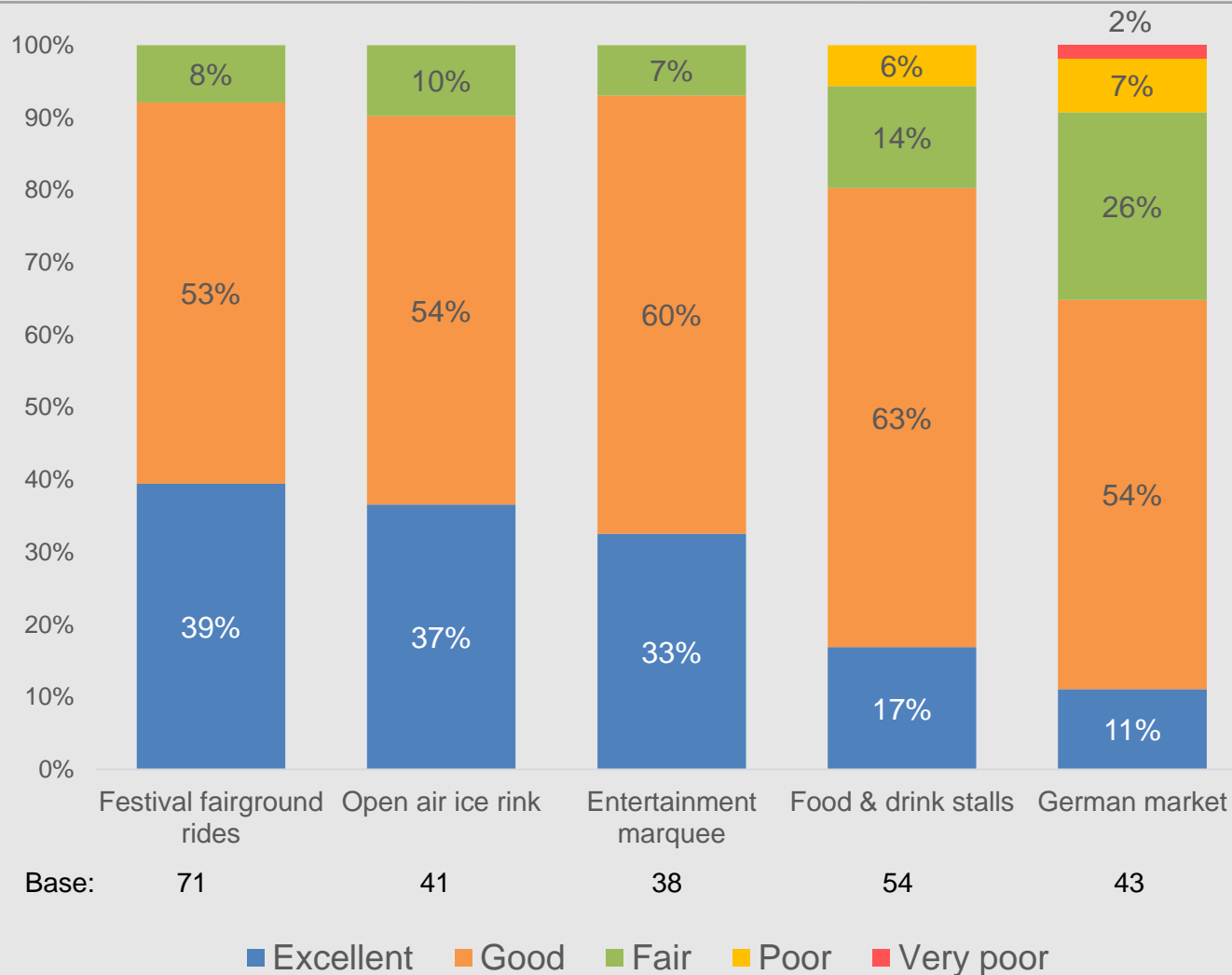
0% 10% 20% 30% 40% 50% 60% 70% 80% 90%



The food and drink stalls were the most popular element of the Village attracting 79% of respondents

The ice rink was least frequently visited attracting 42% of respondents

Rating of attractions

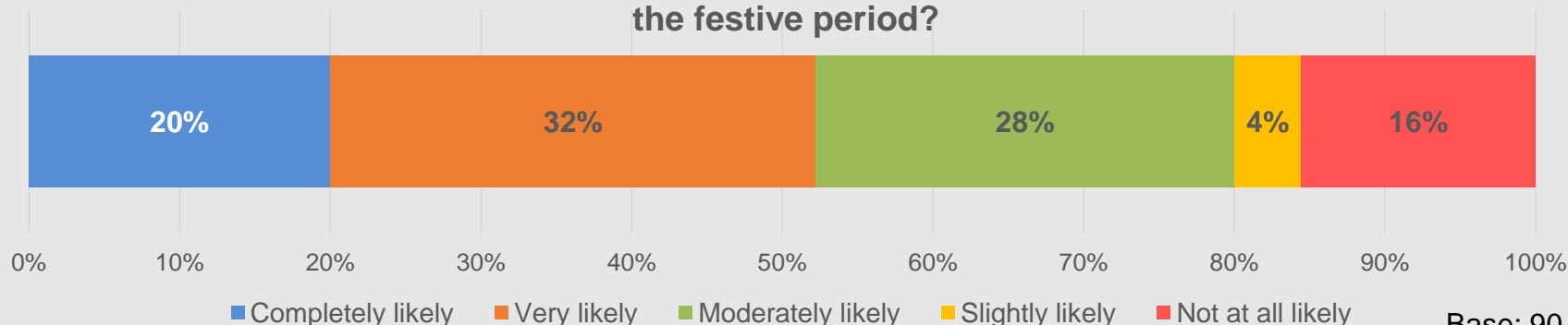


9 in 10 rated the Entertainment marquee, Fairground rides and Ice rink as either 'Excellent' or 'Good'

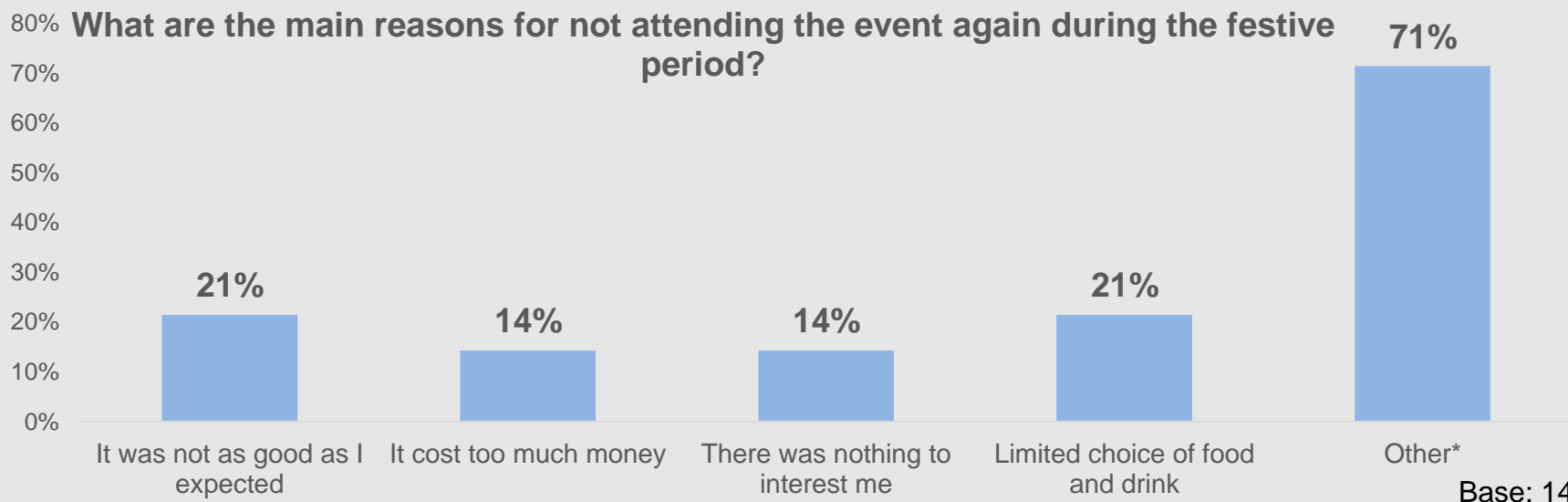
65% rated the German market as 'Excellent' or 'Good'

Return visits to the Christmas Village

Based on your experience at this event, how likely are you to attend again over the festive period?



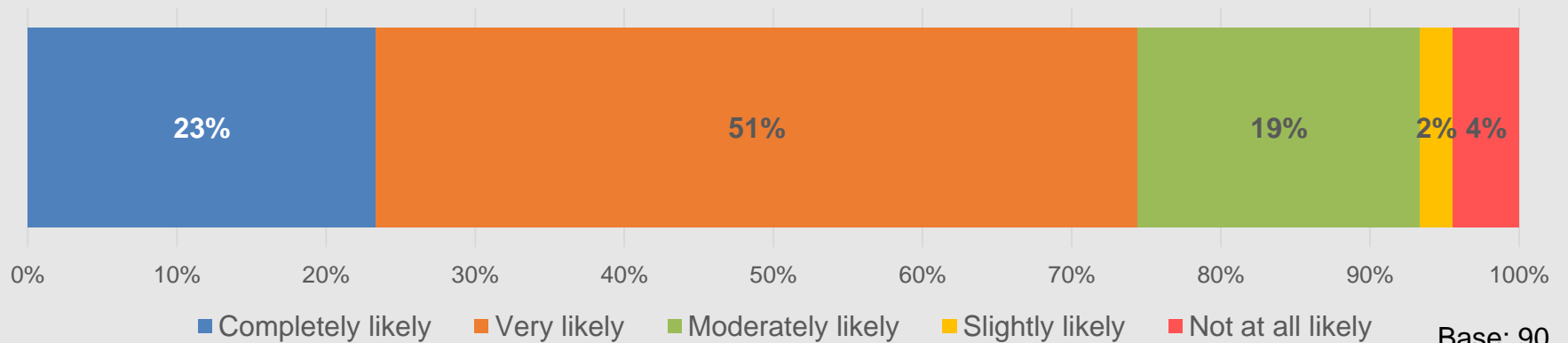
What are the main reasons for not attending the event again during the festive period?



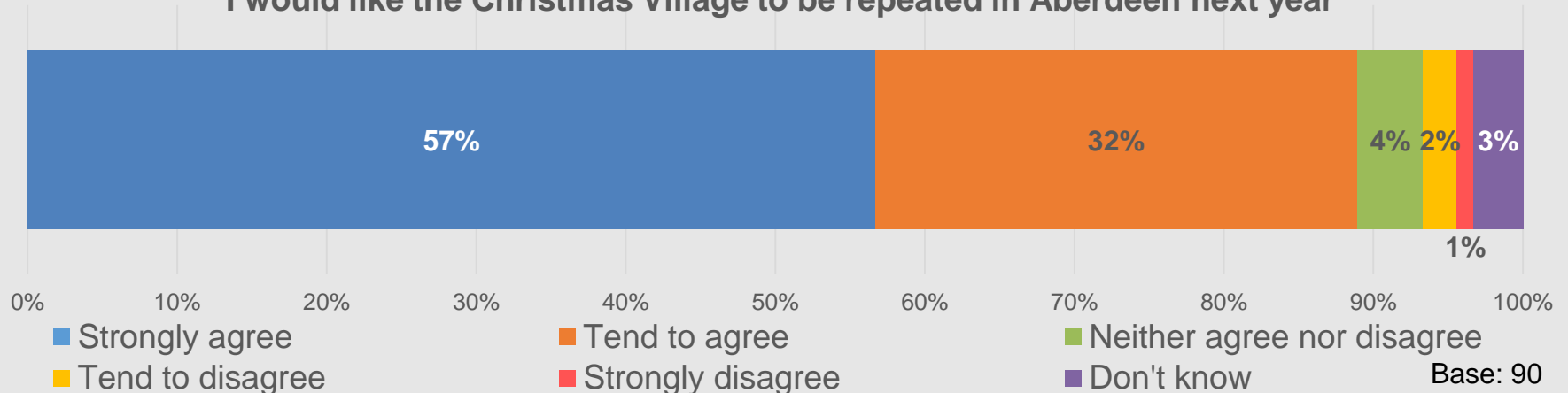
* "Other" reasons included: Not being local and unlikely to be back into Aberdeen again, one-off visit, "more stuff needed"

Advocacy for the Christmas Village

How likely or unlikely are you to recommend friends and family to visit the Christmas Village in the future?



I would like the Christmas Village to be repeated in Aberdeen next year



Spend per head

Method

1. Surveyed visitors on
 - a. Spend using various categories
 - b. Reason for visit
 - c. Resident location
 - d. Whether this was their first visit or how many times they had visited
2. Used reported footfall data i.e. number of visitors
 - a. Applied a discounting value based on 1d to assess 'unique visits'

	Xmas village	Local travel, i.e. to get to Aberdeen City Centre	Food, drink, shopping, etc. outside the event	Other shopping	Anything else (e.g. parking etc.)	Total
Spend per head (rounded)	5.61	1.54	5.62	5.68	0.14	18.58

Economic Impact

	Xmas village	Local travel, i.e. to get to Aberdeen City Centre	Food, drink, shopping, etc. outside the event	Other shopping	Anything else (e.g. parking etc.)	Total
Gross Total Economic impact	2,895,545	794,810	2,897,409	2,929,693	71,023	9,588,480
Net economic impact after removing 'deadweight' ¹	1,623,063	445,521	1,624,108	1,642,204	39,811	5,374,708
Net additional to region ²	1,950,499	1,950,499	1,950,499	1,950,499	1,950,499	1,950,499

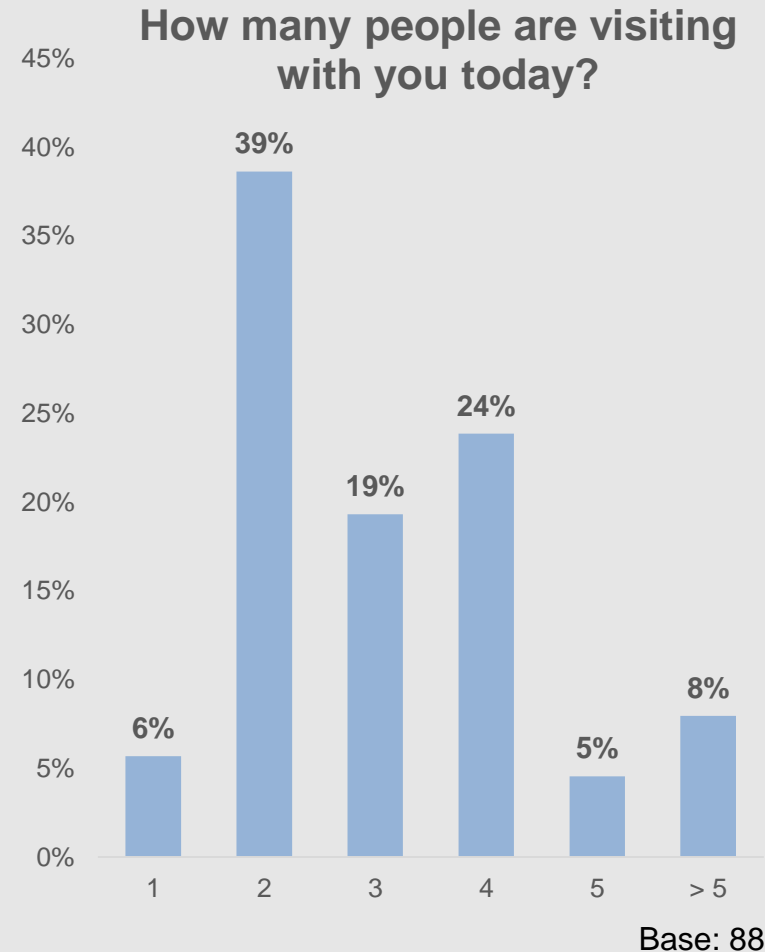
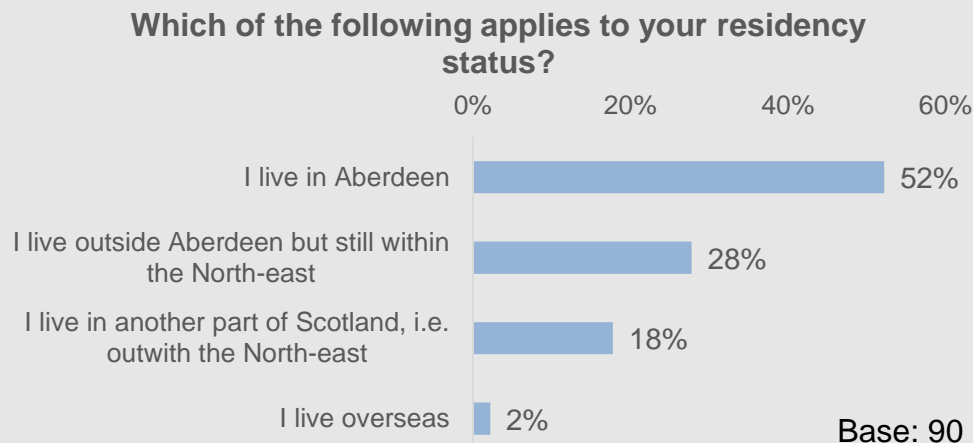
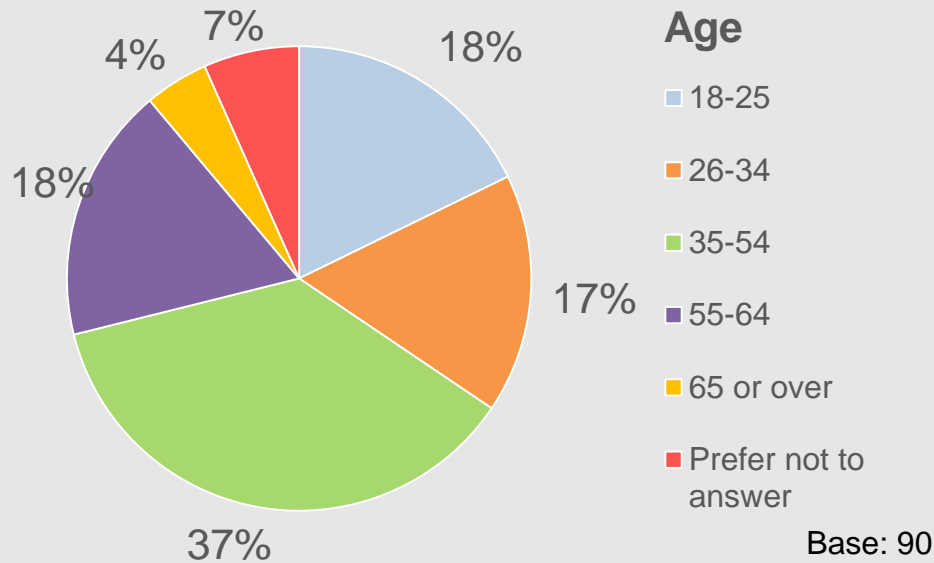
1. Deadweight is a measure / reduction to allow for spending which would have happened anyway without the Christmas Village being there

2. Net after leakage – This is an assessment of what from the £5.375m came from out of the region i.e. £1.95m was from people not from Aberdeen or Aberdeenshire.

Notes:

- The analysis is reliant on footfall data provided
- The analysis takes no account of the impact of the delivery of the event (i.e. the economic impact of delivering infrastructure etc. to the local economy)
- The analysis does not assess leakage of the above spend i.e. for companies who are not based in the region. E.g. a business could earn money but its suppliers are outside the North-east and its base including employees may be outside the North-east

Visitor Demographics



Thank You

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