

# Welcome

to the ultimate business network

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**Christmas Village Research 2016**

Aberdeen Inspired

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- **Fieldwork Dates:** 09/12/2016 – 21/12/2016
- **Research method:** face-to-face interviews
- **Participants:** Christmas Village visitors
- **Number of interviewers:** 5
- **Number of completed surveys:** 254
- Comparison with 2015 data provided where appropriate\*

\*90 responses were gathered in 2015

- 54% of respondents were visiting for the first time when interviewed
- 67% rated the Christmas Village as either 'good' or 'excellent'
- 41% thought the Aberdeen Christmas Village was 'better' or 'much better' than last year (47% reported it was about the same)
- 80% strongly or tended to agree that the Christmas Village had a positive impact on their perception of Aberdeen (17% neither agreed nor disagreed)
- Net additional economic impact for the region: £1.7m
- Gross spend per head during visit: £40.87

## 2015 vs. 2016

	2015	2016
Spend per head during visit	£18.58	£40.87
Spend per head on-site	£5.61	£10.74
Gross impact*	£9.59m	£21.1m
Net additional impact*	£1.95m	£1.7m
Overall rating (% rating it excellent/good)	76%	67%
Recommend to friends and family (% completely likely to)	23%	38%
Desire to see it repeated next year (% strongly agreeing)	57%	74%

*\*Please note that some caution should be taken when directly comparing the two years due to the smaller sample in 2015 and use of independent interviewers in 2016*

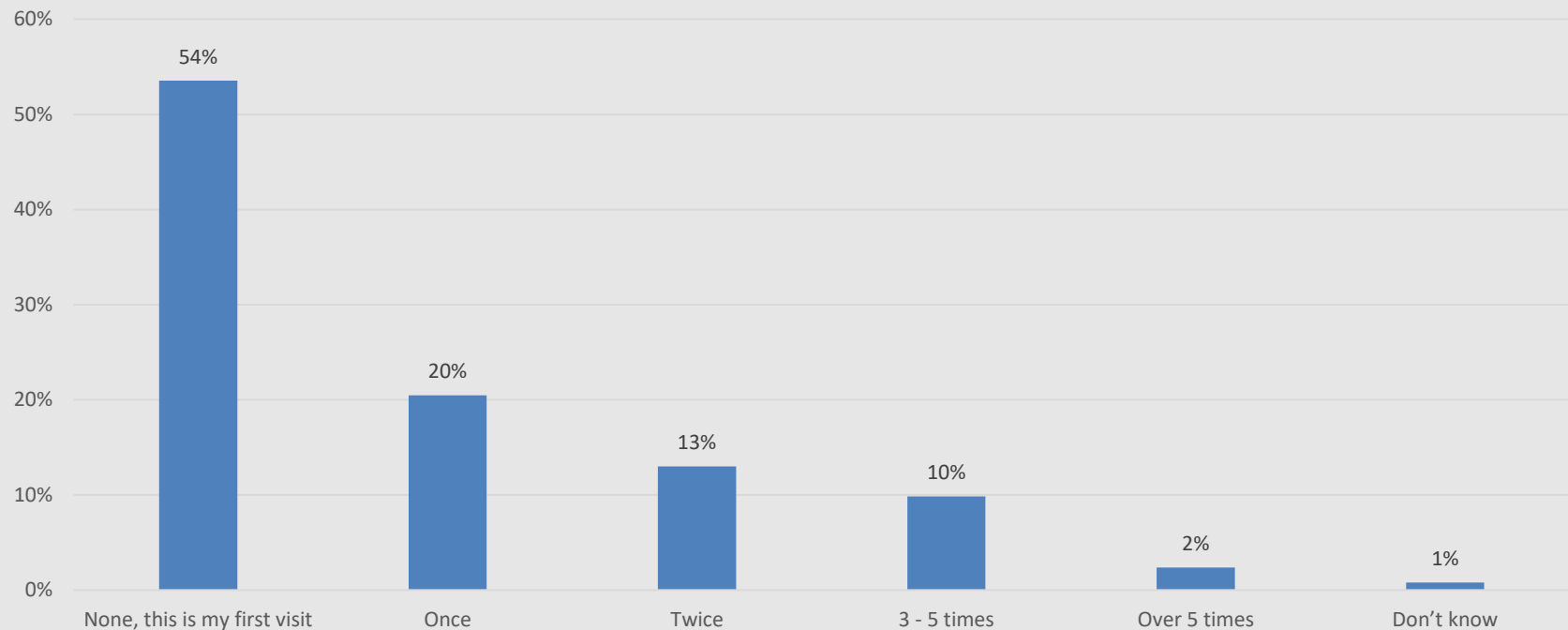
# Christmas Village Visit

**54% were visiting for the first time when interviewed**

**33% had been 1-2 times already**

**12% had visited 3 or more times**

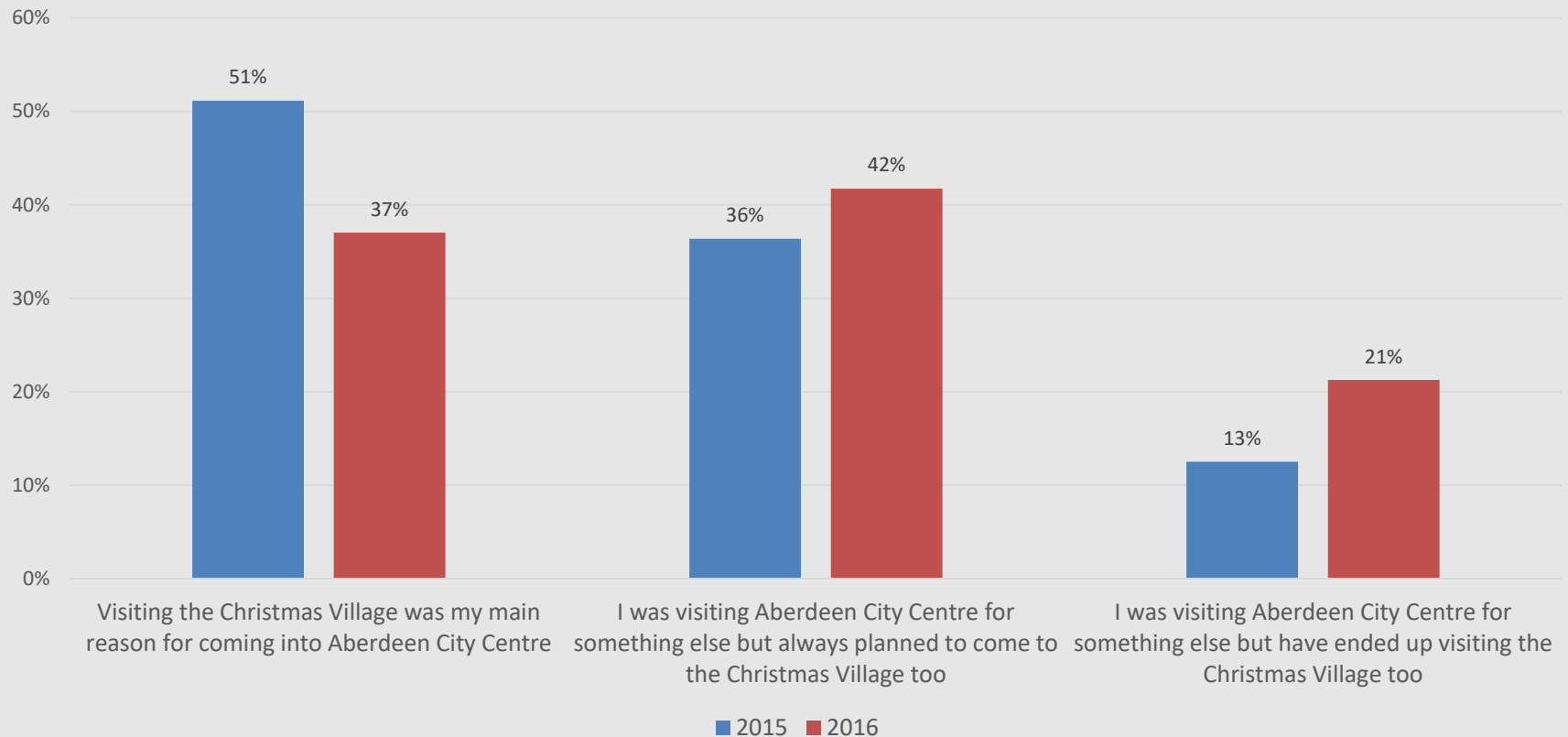
How many times, before today, have you visited the Christmas village this year?



Base: 254

# Christmas Village Visit

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



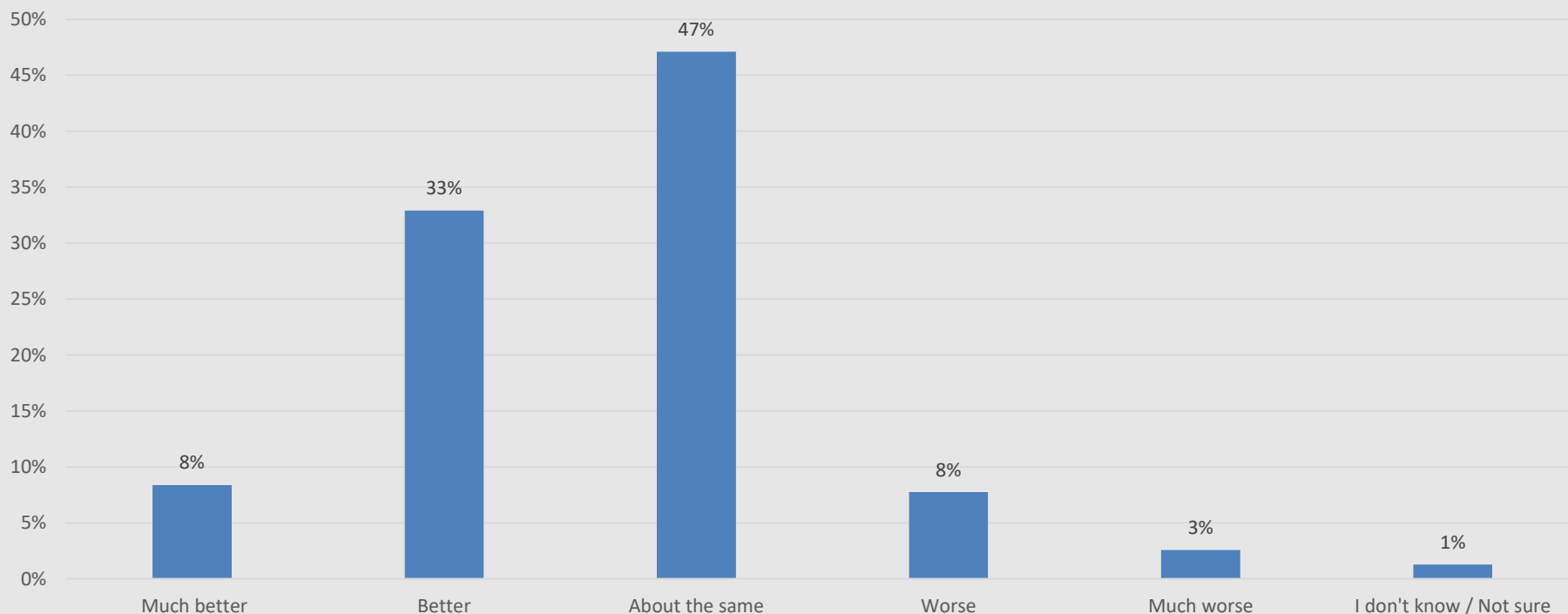
Base: 254

# Perceptions of the Christmas Village

**61% of those interviewed had visited the Christmas Village last year**

**41% of those who visited in 2015 stated that the Christmas Village was better or much better in 2016**

How does the Christmas Village compare to last year?

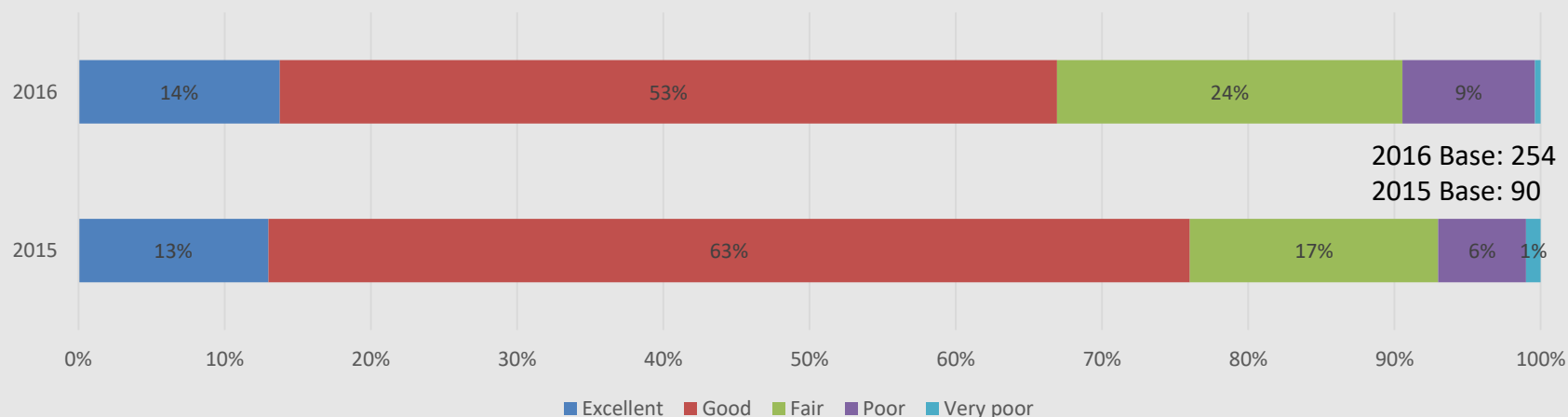


Base: 155

# Perceptions of the Christmas Village

**67% of visitors rated the Christmas Village excellent or good overall, compared to 76% in 2015**

## Overall rating of the Christmas Village

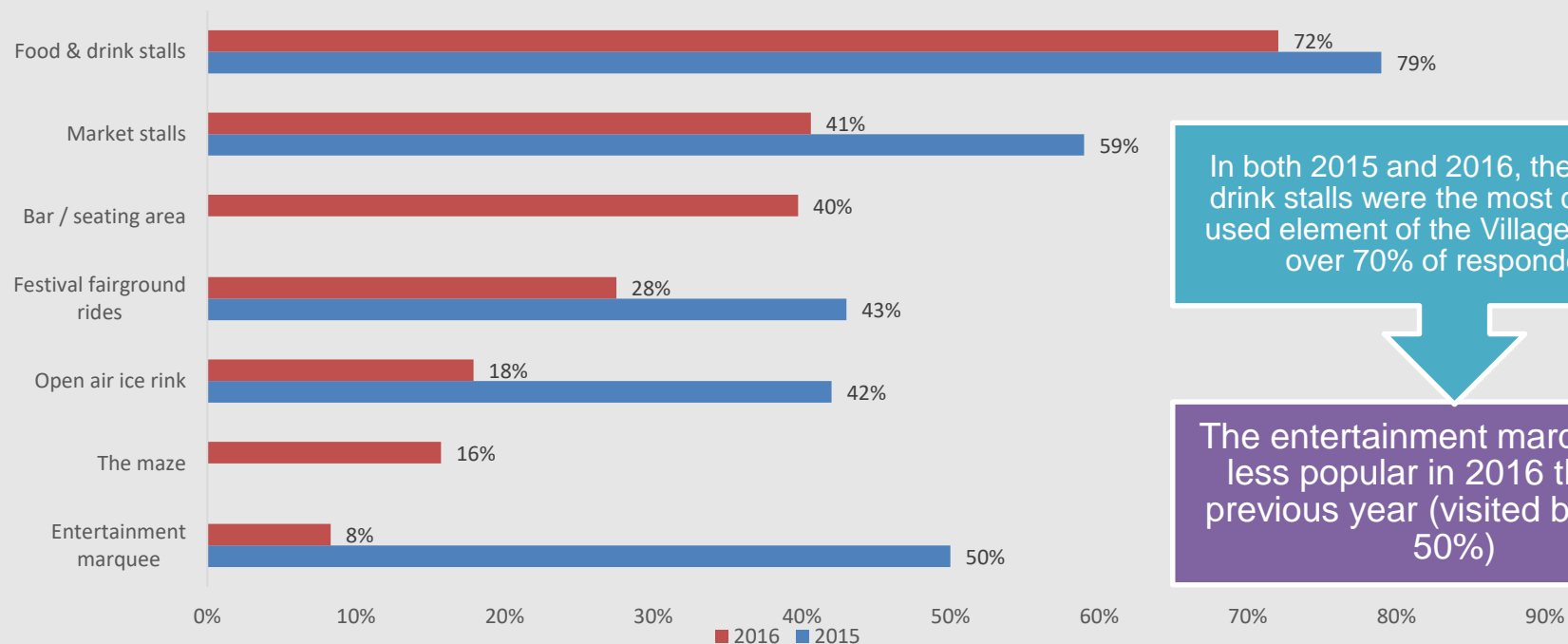


**51% strongly agreed that the Christmas Village had a positive impact on their perception of Aberdeen, compared to 45% in 2015**



# Christmas Village attractions

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



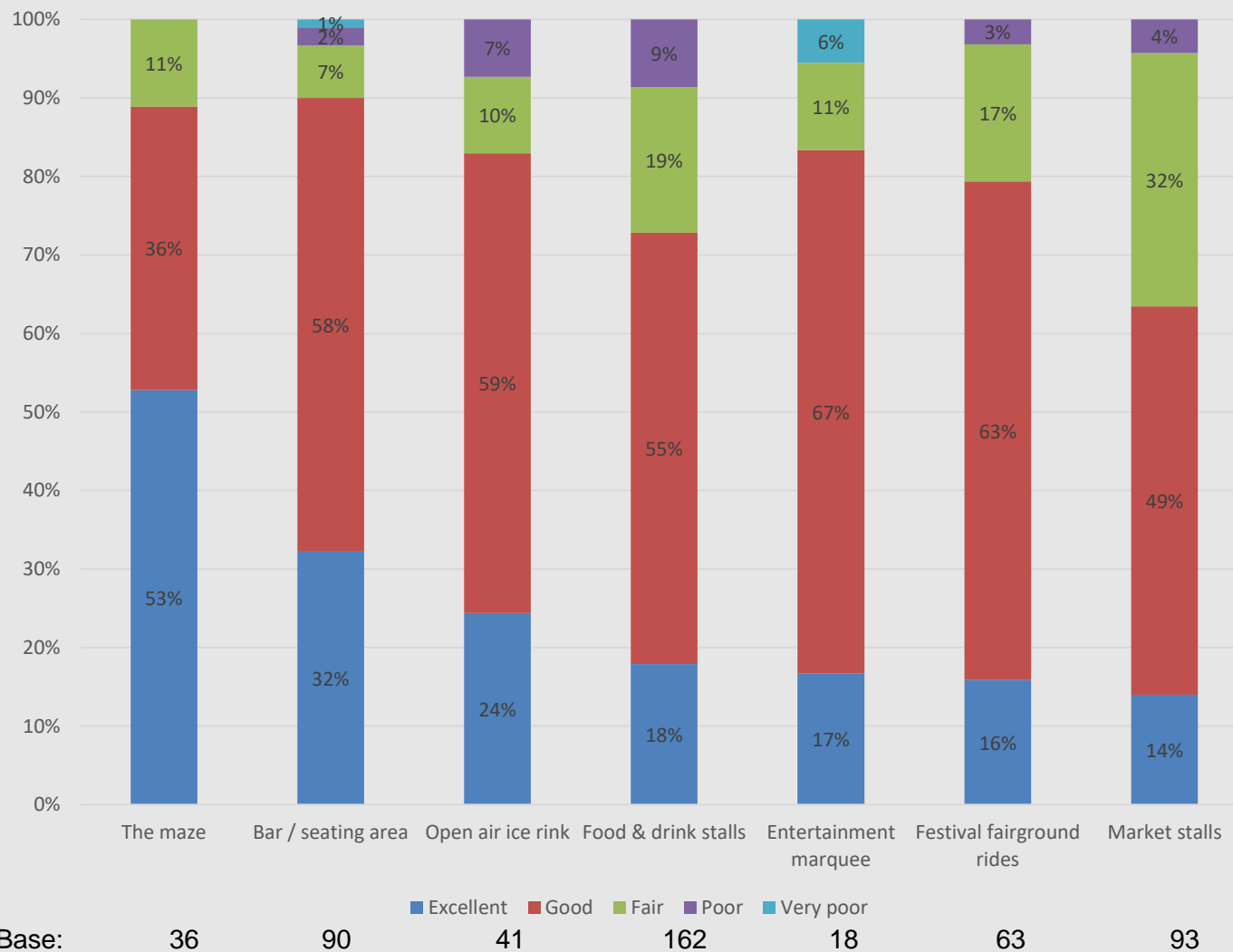
In both 2015 and 2016, the food and drink stalls were the most commonly used element of the Village attracting over 70% of respondents

The entertainment marquee was less popular in 2016 than the previous year (visited by 8% vs. 50%)

2016 Base: 229

2015 Base: 90

# Rating of attractions

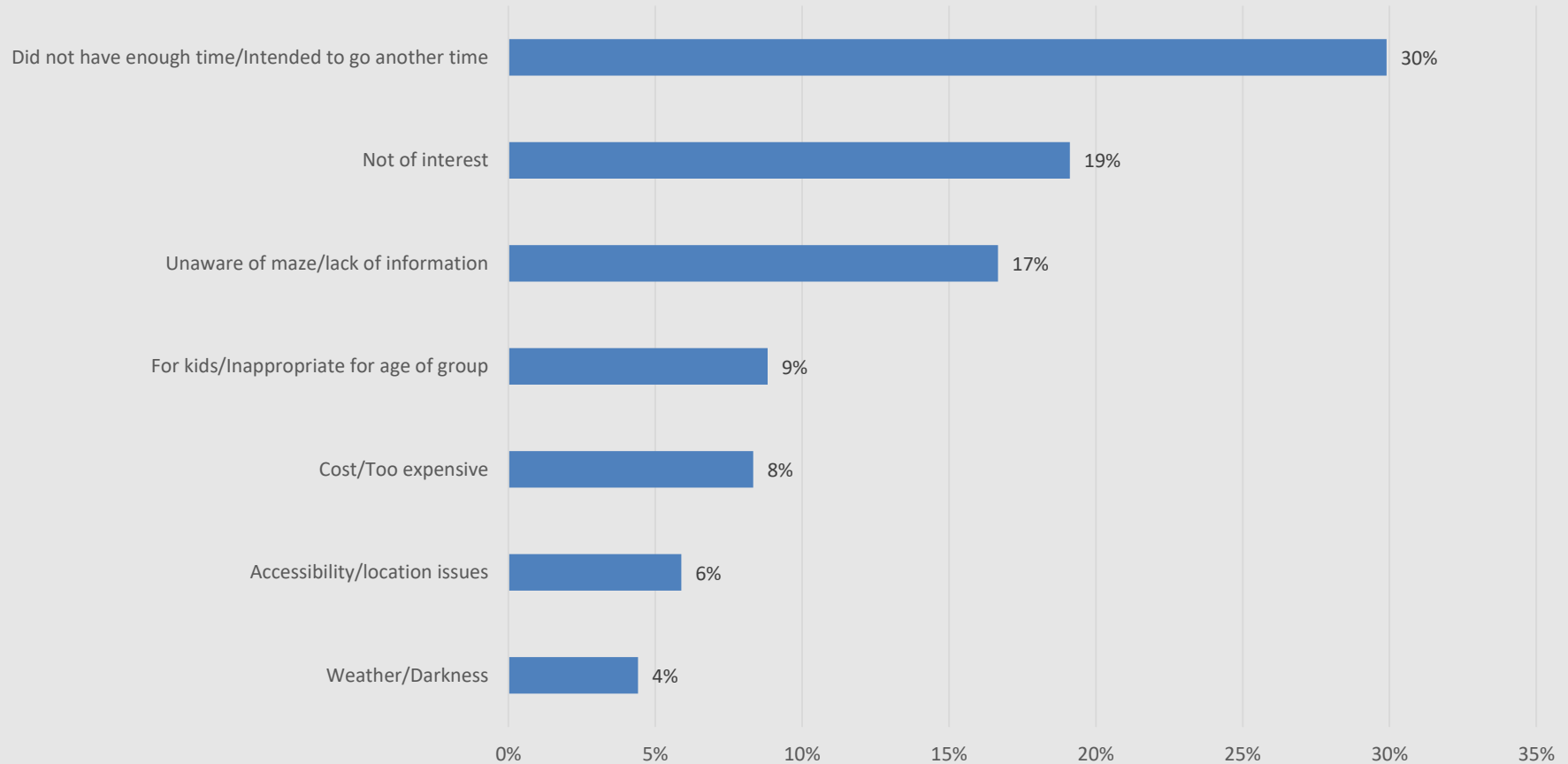


9 in 10 rated the maze and bar/seating area as either 'Excellent' or 'Good'

63% rated the market stalls as 'Excellent' or 'Good'

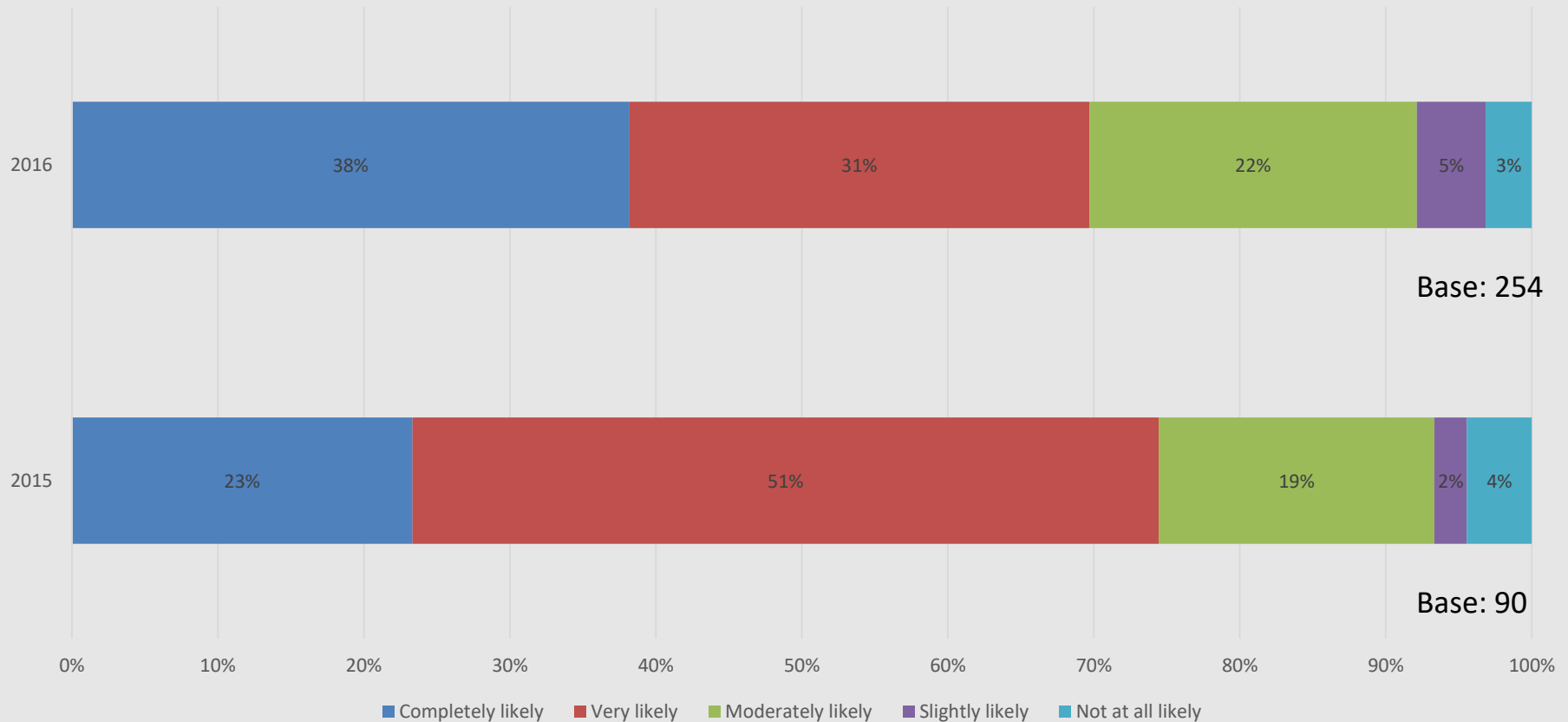
- Reasons for not visiting:
  - *“I am quite busy, maybe later on.”*
  - *“Not our cup of tea.”*
  - *“I did not know that it was there.”*
  - *“I think that I am too old to go without my children.”*
  - *“Seems expensive for what it is.”*
  - *“It is not accessible with a buggy.”*
  - *“Due to the weather - very rainy.”*

## Reasons for not visiting



# Advocacy for the Christmas Village

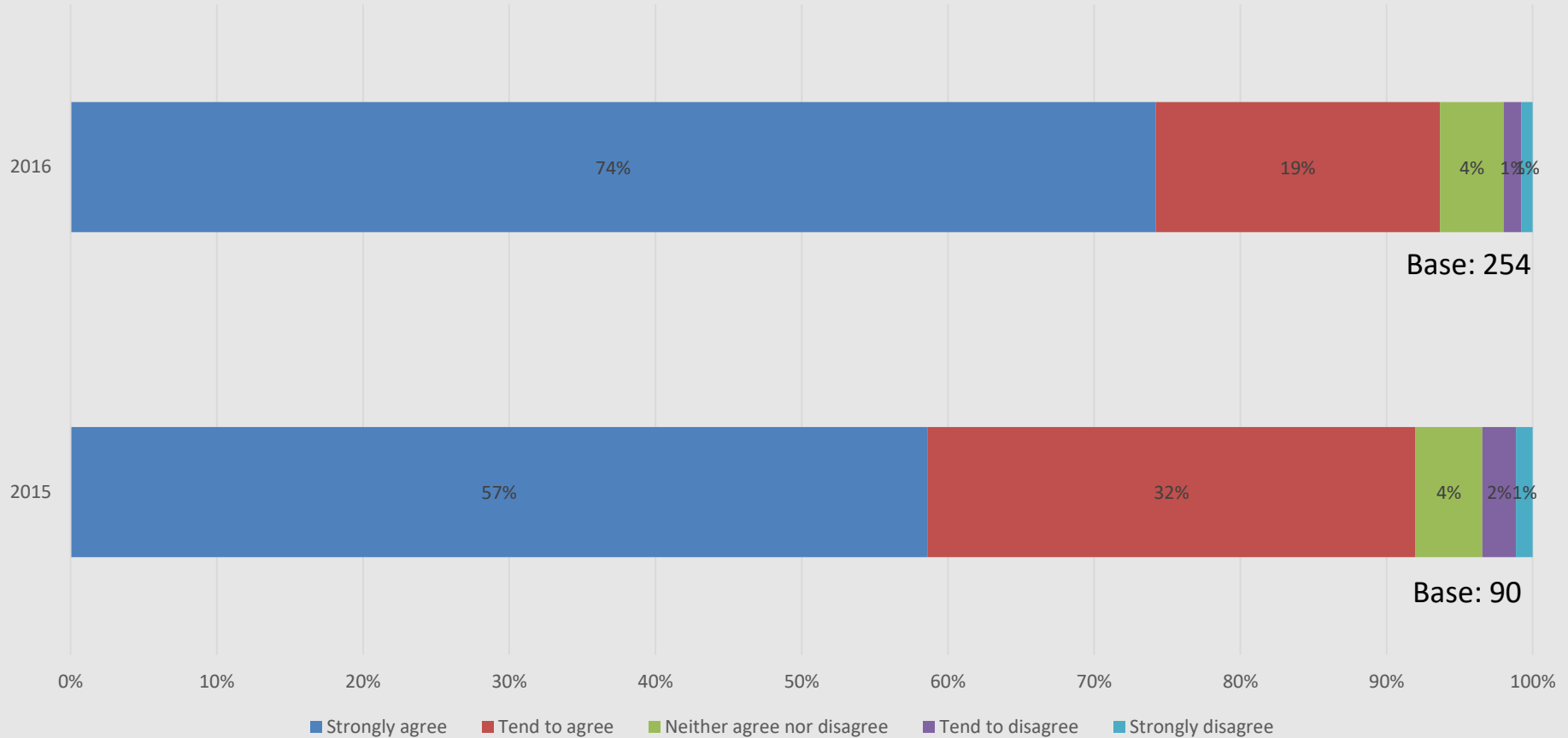
How likely or unlikely are you to recommend friends and family to visit the Christmas Village in the future?



29% of those who were completely likely to recommend the Christmas Village to friends and family had rated it 'Excellent' overall

# Advocacy for the Christmas Village

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



**75% of those who strongly agreed that they would like the Christmas Village to be repeated next year had rated it 'Excellent' or 'Good' overall**

# Gross 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)	£10.74	£2.40	£7.26	£19.82	£0.65	£40.87

# 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
<b>Gross Total Economic impact</b>	5,541,331	1,236,619	3,746,543	10,227,953	337,391	21,089,837
<b>Net economic impact after removing 'deadweight'<sup>1</sup></b>	2,706,296	603,945	1,829,751	4,995,166	164,776	10,299,934
<b>Net additional to region<sup>2</sup></b>	244,428	277,759	347,494	797,582	18,675	1,685,938

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

2. Net additional – This is an assessment of what can be attributed to visitors from out of the region i.e. £1.7m was from people not from Aberdeen or Aberdeenshire.

## Notes:

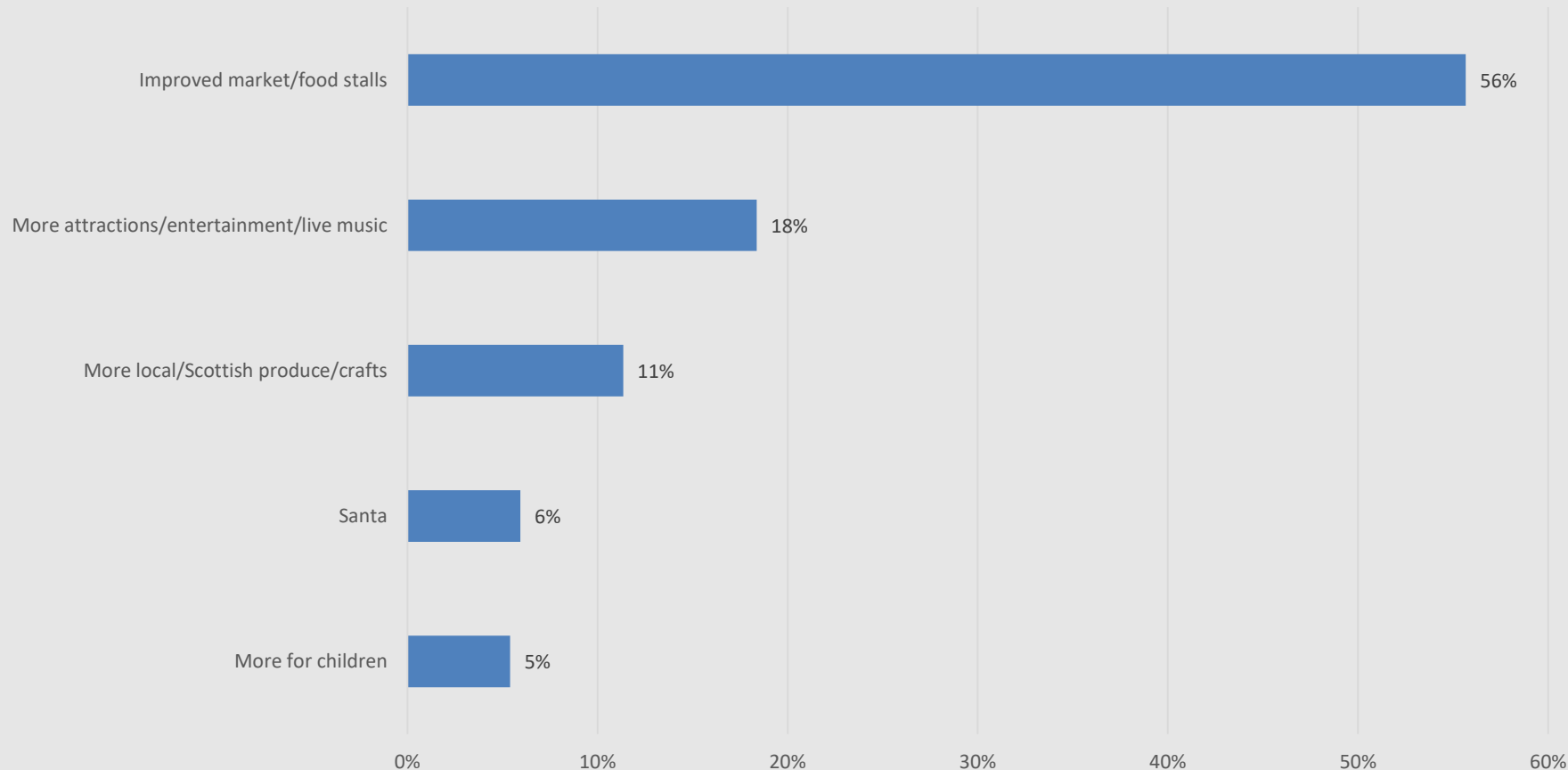
- The analysis is reliant on footfall data provided
- The analysis takes no account of the impact of the delivery of the event (i.e. the economic impact of delivering infrastructure etc. to the local economy)
- The analysis does not assess leakage of the above spend i.e. for companies who are not based 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



- What else, if anything, would you like to see at the Christmas Village in the future?
  - *“More stalls and a bigger selection of food stalls.”*
  - *“More live entertainment.”*
  - *“It would be good if there were more local stalls.”*
  - *“It would be good if there was a Santa.”*
  - *“More for children.”*

# Looking forward

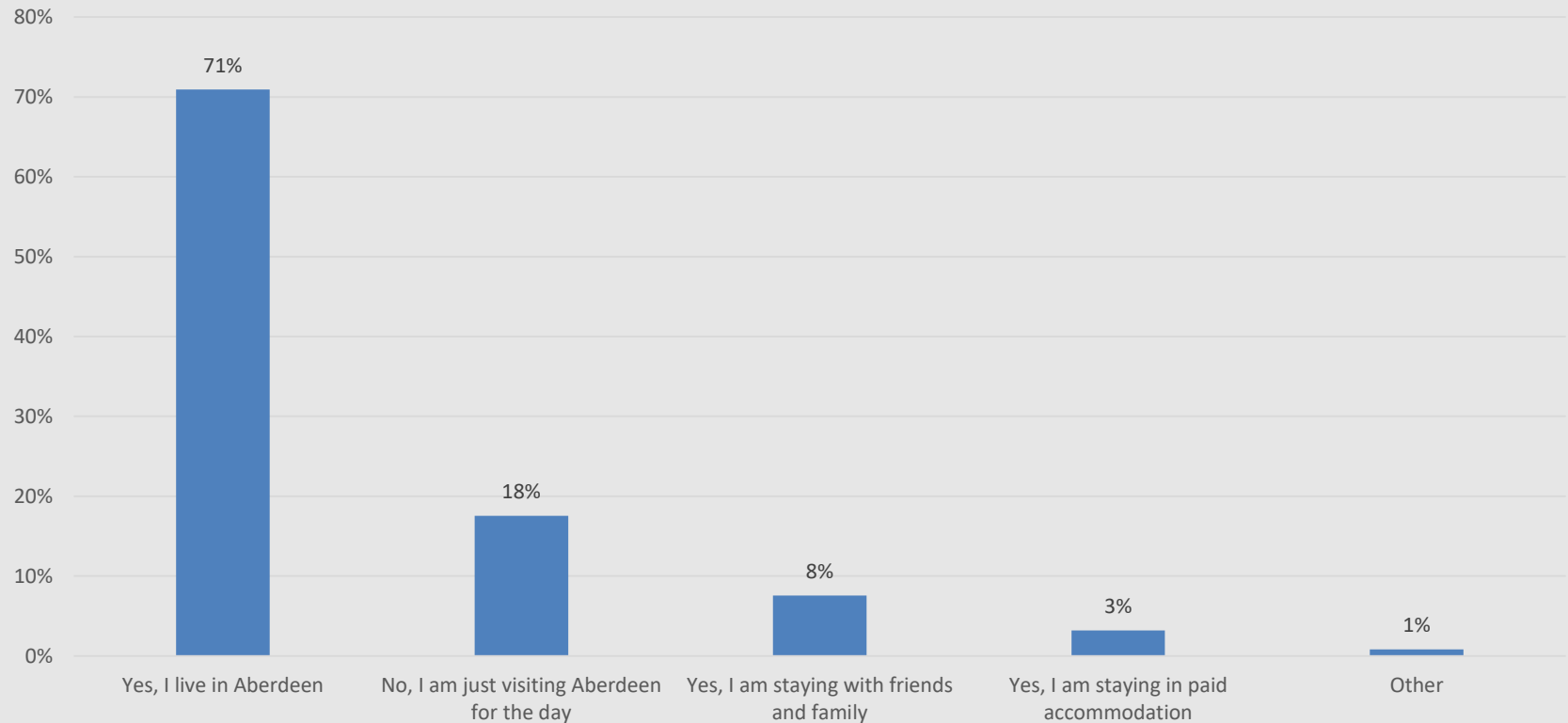
What else (if anything) would you like to see at this Christmas village in the future?



Base: 185 \*Open-ended responses were coded and those stated by at least 10 respondents have been included

# Visitor Demographics

Are you staying overnight in Aberdeen?



Base: 251

- Mixed views from business – some felt a positive impact but it was difficult to attribute solely to the Xmas Village.
  - E.g. McDonalds reported as much as 30% increase at certain periods – a *“Huge success, massive”*
  - Café Nero said it was not as positive as in 2015 (when they had a bumper year) but this could be due to other factors (such as the Music Hall being closed)
- All businesses we spoke to reported an increase in the number of families that were using their establishment.
- One business reported that it was a little disruptive having restricted delivery times (businesses specifically on Union Terrace). *“It was positive in terms of footfall but not in terms of operations”*
- Other feedback (not directly about the business themselves) was that the Xmas Market brought a *“Festive and Christmassy”* atmosphere to the city. A couple of businesses commented that they thought some of the attractions were a little expensive but this was based on their personal experience.

# Thank You

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