
COMMITTEE	Enterprise, Planning & Infrastructure
DATE	31 st May 2010
DIRECTOR	Gordon McIntosh
TITLE OF REPORT	VisitScotland Funding 2010/11
REPORT NUMBER:	EPI/10/102

1. PURPOSE OF REPORT

The report provides an overview of the services provided by VisitScotland during 2009/10 and outlines the proposed split of funding and services for 2010/11. The report also outlines proposals for relocation of the Visitor Information Centre to Marischal College and seeks ongoing support for the establishment of a destination promotion unit to further drive the promotion of the city for tourism, inward investment and as a place to live, work and study.

2. RECOMMENDATION(S)

1. That members note the activity undertaken during 2009/10
2. That members approve overall funding to Visit Scotland of £380,000, a reduction of 5%. This funding to be split as follows:

Aberdeen Convention Bureau	£213,750
VisitScotland Information Centre	£100,000
Publications	£10,000
Website	£5,000
Direct Marketing Activity	£51,250 *

*funds for direct marketing activity will only be paid where suitable projects are identified. Projects may be undertaken directly by the council.

3. That members instruct officers to progress with the relocation of the Visitor Information Centre to Marischal College
4. That members instruct officers to bring forward a report in 2010 on the establishment of a destination promotion unit for the city

3. FINANCIAL IMPLICATIONS

The council has reserved within its 2010/11 budget £166,250 for leisure tourism services and £213,750 for business tourism services. This represents a 5% decrease in funding. This report confirms the activities undertaken during the 09/10 budget period for which funding was provided. The report requests

ongoing funding totaling £380,000 to VisitScotland for leisure and business tourism services broken down as follows:

Aberdeen Convention Bureau	£213,750
VisitScotland Information Centre	£100,000
Publications	£10,000
Website	£5,000
Direct Marketing Activity	£51,250 *

*funds for direct marketing activity will only be paid where suitable projects are identified. Projects may be undertaken directly by the council.

4. SERVICE & COMMUNITY IMPACT

This report contributes to the delivery of three of the fourteen challenges outlined in the *aberdeen futures* as follows: -

Culture

“To ensure that Aberdeen is recognised as a culturally vibrant city” and to support activities which have a positive impact on the social, economic and cultural development of the city.”

Aberdeen’s Image

“To promote Aberdeen as a competitive, dynamic and vibrant place to work”

It also contributes to the council’s policy statement in the following areas

1. Recognise the contribution of Sport, Culture and Arts to promoting the area as a tourist destination.
2. Promote the City as tourist destination.
3. Ensure the sustainability of the successful economy of Aberdeen City and Shire

The report also contributes to the Single Outcome Agreement item 13
We take pride in a strong, fair and inclusive national identity.

5. OTHER IMPLICATIONS

People: Existing resources from within Enterprise, Planning & Infrastructure will manage the relationship with VisitScotland to ensure delivery of the planned activities.

Risk Management: Regular reports are received from VisitScotland and the Convention Bureau in relation to services they deliver allowing officers to monitor activity throughout the year

Economic: The tourism industry is of vital importance to the ongoing strength of the local economy in Aberdeen City and Shire. The industry provides a

significant number of jobs in the region and contributes substantially to the local economy.

6. REPORT

6.1 This report contains a number of appendices providing information on the services provided by Visit Scotland in 09/10 and the proposed activity for 10/11

- At appendix 1 an overview of leisure tourism services provided during 09/10
- At appendix 2 an outline of leisure tourism activity for 10/11
- At appendix 3 an overview of the business tourism services provided during 09/10
- At appendix 4 an outline of the business plan for the Convention Bureau for 10/11

6.2 Leisure Tourism Summary

The funding relationship with VisitScotland continues to evolve with further refinement of the Minute of Agreement (MoA) and its content. Improved clarity on core and project spend is allowing a more targeted and partnership approach to be taken, which engages both industry and consumers. Higher regional profile in national campaigns and bespoke international marketing and PR projects have provided positive results and a good platform for future activity.

In terms of information provision, following unsuccessful discussions with the leasing agents for Union Square about potential relocation of the VisitScotland Information Centre (VIC), discussions have begun about the potential of relocation of the VIC to Marischal College (the existing lease on the current location on Union Street expires in July 2012). It should be noted some fundamental changes in the service provision may result from this relocation, all of which will be explored before final decisions are taken. VisitScotland continue to cover the deficit of the VIC operation in Aberdeen.

Other core funding includes contributions to the Aberdeen City and Shire Where to Stay (formerly Accommodation Guide) and What to See and Do (formerly Visitor Guide) Guides, involving print volumes of 100,000 and 40,000 respectively. Research specifically on the Accommodation Guide for 2009 showed that:

- 95% of respondents found the guide to be very useful/very useful.
- To make their holiday choices, 40% used a combination of guides with internet usage whilst **47% still used print alone.**
- 54% retained their brochures for future reference.

The 'staycation' trend is a factor in this and as such underlines the important role print still plays in inspiring a visit to the region.

The focus for direct marketing activity has been on two seasonal campaigns, one in spring and one in autumn, both involving themed direct mail packs with rich regional content, competitions and calls to action to visit the regional website and request brochures. Both of these activities were also in partnership with Aberdeenshire Council and generated an independently assessed value of £580k in additional income for the region.

International activity focused on Norway due to the strong links with Stavanger and Bergen in particular and involved on and offline marketing and PR work. A PR campaign was also undertaken in Germany, chosen because Germans are the biggest inbound international visitor of any nationality to the region. To date five journalists have visited and a further six have been rescheduled following the volcanic ash problem in April. Media titles and levels of circulation are shown in Appendix 1

The City was the sole focus of a radio campaign as part of the national Winter White campaign, encouraging visitors to come to Aberdeen, leading with a retail message.

Whilst these activities were the ones directly funded, the city is also represented in range of other marketing including the European Touring campaign, golf campaigns and local marketing activity including a current radio campaign on Northsound encouraging locals as well as visitors to use their Information Centre to plan their Perfect Day out.

6.3 Business Tourism Summary

The Convention Bureau continues to promote the area as a conference destination. They have been successful in securing £9.5million of confirmed business, over 52 conferences for the region, 20 ambassador led bids and over £31,000 of income from the private sector. Full details are listed at appendix 3.

Whilst this represents a slight decrease on the previous year this was to be expected due to the current economic climate.

The Convention Bureau has a full business plan for 2010/11, a summary of which is included at appendix 4

The Convention Bureau Manager is due to retire in 2011 and presently there are staff shortages due to maternity leave and staff moving on to other roles. A plan is in place to manage the staffing situation to ensure the Bureau continues to deliver business to the city. This is of particular importance to the AECC and to the local hotel industry.

A full review of destination promotion services will be undertaken in the next 6 months. This is with the intention of presenting committee with proposals for a new unit to be created to effectively promote Aberdeen City as a destination for business tourism, inward investment, events and as a place to live, work and study.

7. REPORT AUTHOR DETAILS

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8. BACKGROUND PAPERS

None

Appendix 1

VisitScotland Leisure Tourism Activity Overview 2009/10

1. Publications

Where to Stay guides x 100,000 printed and distributed
What to See and Do Guides x 40,000 printed and distributed
Aberdeen City Guide is still in circulation

2. Website

The regional website www.aberdeen-grampian.com continues to be the main landing point for regional print and is linked to campaign activity. The site now visually reflects the seasonal campaigns and offers and is therefore more aligned to the consumer. Web statistics for the year 09/10 indicate that during the period 1 April 2009 to 31 March 2010 there were 112,619 visits, of which 96,176 were unique and a total of 635,757 page views. Further development of the website will take place during 2010/11. It should be noted that during the course of seasonal campaigns there are two layers of regional information, firstly at the campaign site and then a click through to the regional site. These campaign web visits are not included here.

3. Visitor Information Centre, Union Street

	2008/09	2009/10	% difference
Footfall	66,575	49,021	-26.3%
Retail income	£79,755	£	
Room bookings	823	781	-5.1%
Value of bookings	£84,774	£83,319	-1.7%

Reflected in these figures is the effect of the economic recession and particularly in the last quarter of the year, the impact of the severe winter weather, particularly on footfall.

This reflects national trends and a two-tiered response is being undertaken. Firstly, we are increasingly involved in out-reach activity where the VIC staff are present at events, or locations of high footfall to provide information and offers to visitors. In Aberdeen this included a presence with the VisitScotland bus (effectively a mobile information centre) at the International Street market tied in with the Capture an Autumn Moment campaign and in January at Union Square as part of the Winter White campaign.

Secondly there are media campaigns being undertaken to drive footfall to the VICs, encouraging people to view them as a resource you don't have to be a visitor to engage with.

Face to face information provision is still our most significant visitor reach with the ability to add value to the visitor stay, translating into incremental spend in the local area.

4. Regional campaign work

Spring 2009

As part of the national Spring Celebrate campaign in 2009, a dedicated Aberdeen City and Shire direct mail piece was sent to over 40,000 consumer contacts who are warm to or have an interest in visiting Scotland and this region in particular. Jointly funded by Aberdeen City Council and Aberdeenshire Council, the mailer covered four key themes – The Granite City, The Great Outdoors, Coast and Spring Wildlife.

23 businesses across the region bought into the direct mail pack, providing consumer offers and the Aberdeen City and Shire Hotels Association bought a feature offer. Consumers receiving the information were directed to the regional website www.aberdeen-grampian.com and the campaign website for more information and were invited to request accommodation and coastal guides for the region. Headline results showed:

- The regional campaign doubled the number of visits to the region than would otherwise have visited.
- The average trip spend in Aberdeen City and Shire was £391;
- 36% of visitors who recalled the Aberdeen City and Shire mailer and who had not definitely decided to visit Aberdeen City and Shire prior to being exposed to the campaign messages made the decision to visit.
- A typical stay in Aberdeen City and Shire was 4.5 nights (very similar to the national average – 4.6 nights).
- The Aberdeen City and Shire Celebrate direct mail activity generated £419,000 additional revenue for the regional economy.

Summer 2009

As part of the national Perfect Day campaign and with support from the Aberdeen City and Shire Regional Identity team, media activity in the shape of targeted e-mails to Guardian and Daily Mail readers was undertaken to encourage a visit to the area. In addition, on pack promotion with Scarlett's Honey throughout Tesco stores in Scotland was delivered offering consumers the chance to win a perfect break in Aberdeen. Additionality on this activity was £100,369 and as the activity was focused on acquisition rather than retention, data acquisition was another important outcome.

Autumn 2009

Direct Mail

- The Direct Mail Packs distributed to 52,018 households contained an introductory letter accompanied by offers, and a full colour fold out insert covering the themes of History and Heritage, Walking and Aberdeen City, in addition to content on Food and Drink
- The pack also contained a full colour print which was designed to be a keepsake, and encourage consumers to enter a competition to win a break in Deeside

Media

- Solus emails to a selected readership with interest in food and drink (The Times 100,000 impressions based in the North of England and 50,000 impressions for The Guardian based in the North of England and Scotland) drove consumers to the Aberdeen City and Shire competition page on visitscotland.com/autumn.
- Consumers were encouraged to enter a prize draw to win a luxury foodie break in Royal Deeside, to include luxury accommodation at 4* Glen Tanar Estate, a gourmet meal prepared by the estate housekeeper; a deluxe distillery tour at Royal Lochnagar and lunch at Deeside Activity Park who have their own herd of Aberdeen Angus beef. Over 4,600 entries were generated.

Direct Mail results

- The DM pack received a response rate of 5.2%
- The average number of trips taken to the Aberdeen region was 1.4 in the Autumn period
- The average trip spend in the Aberdeen region was £347, similar to spring.
- 20% of visitors who recalled the Aberdeen City and Shire Autumn mailer had not definitely decided to visit the region prior to being exposed to the campaign messages.

From this information the additional revenue created by the direct mail campaign was £161,674. (Note the duration of the campaign is shorter than spring and does not include those visits taken after the end of the campaign).

Winter 2009

Aberdeen City was the focus for a media campaign as part of the Winter White national campaign, with specific Aberdeen messages aired on radio stations across the north of England. The campaign content reflected the winter festival and the new retail offering in the city.

Spring/summer 2010

The creative for Perfect Day this year is based on the idea of a visitor's travel journal, covering three key themes highlighting the best of the region in spring and summer. The journal is accompanied by an introductory letter containing prize draw information and offers. This season we have over 20 accommodation and visitor attraction offers, showing great support from industry and really strengthening the consumer offering. The pack also encourages consumers to request the new 2010 Where to Stay Guide to find out more and ultimately book a trip here.

The themes chosen to appeal to our target markets are:

- The Granite City - highlighting the three main free visitor attractions; events and festivals in the city - including AIYF, Word, and reference to Aberdeen Country Fair/International Street Market/food and drink; and finally a 'shopping and showtime' feature highlighting retail and entertainment.
- Walk, Golf and Fish - to cover walks and wildlife (keeping activity in line with our sales promotion activity running under Perfect Day); fishing (given the prominence of spring Atlantic salmon, the Dee and the Don at this time of year) and golf - again to keep in line with the new print and media activity
- Celebrate Spring and Summer in Aberdeenshire - highlighting our 'coastal charm', including Scottish Traditional Boat Festival, Coast, and days out at RSPB reserves and Museum of Scottish Lighthouses. Additionally a feature highlighting food and drink festivals and finally a feature on Highland Games across Aberdeenshire.

5. Press and PR

There has been considerable coverage locally, nationally and internationally. In local terms, the Press and Journal and BBC radio Aberdeen are particularly supportive of tourism messages. A proactive PR push around the VisitScotland Growth Fund was picked up by the media, generated considerable industry interest and has recently produced our first successful applicant from this region.

- Other press and PR highlights include a hosted visit in April 2009 of eight golf magazine titles. The journalists stayed in the city and played around various city and shire courses producing excellent coverage.
- There was a swathe of coverage across Homecoming events including Tartan Day and the Gordon Highlanders International Beating Retreat. Another example was the Homecoming music sessions, including venues in Aberdeen.
- Internationally, the Drive it Home golf campaign in Homecoming year has been replicated in 2010 and features a range of local courses.
- Gary Forbes, head professional at Murcar Links was chosen as one of the faces fronting the 2010 European Touring campaign entitled 'Meet the Scots...'. We also feature in the 'I am a Scot' campaign for long haul markets including USA and Australia, again building on the success of Homecoming and the establishments of connections with diaspora organisations around the world.
- US based Virtuoso Life magazine (circulation to 300,000 households) featured the Marcliffe Hotel, Aberdeen's wonderful architecture and two castles in Aberdeenshire as part of its January edition.
- Gatwick airport magazine carried a four page spread on Aberdeen City and Shire, leading with the 'Granite City' and highlighting key elements of the Winter Festival.
- Every month, VisitScotland sends e-newsletters in nine languages to 700,000 Scotland aficionados world-wide who have opted in to receive information from us. As an example, a previous e-newsletter featured a travel deal with Flybe offering visitors the chance to explore areas of Scotland, specifically Aberdeen City and Shire with connections from Aberdeen airport.
- The September edition of Scottish Field featured a dedicated section on Autumn Breaks in Scotland, within this feature, Aberdeen City and Shire had a dedicated 4 page spread highlighting the region's history and

heritage; autumn events and activities; nature and wildlife and food and drink.

- Following on from the Perfect Day campaign, VisitScotland, Loganair/Flybe and Cardiff Airport jointly promoted Aberdeen as a destination for a short break departing from Cardiff Airport. This partnership created the opportunity to expose the endless reasons to visit Aberdeen, adding another reason to make the “Perfect Trip”. Additional partnership with Aberdeen Airport extended the poster campaign in Cardiff.
- Six Japanese journalists visited in October 2009, titles represented included Amex magazine, probably following success of coverage in Visa magazine earlier last year, a high end women’s lifestyle magazine aimed at the over 50s and Yamaha music and travel publication with circulations from 70,000 to 230,000 copies title dependant.
- The German PR activity has secured the following, with an equivalent PR value of £309,000:
 - Jolie, women’s glossy magazine, 4-5 page spread on Aberdeen City, circulation 263,000
 - Suddeutsche Zeitung, national newspaper, three features, circulation 461,409
 - Two regional newspapers, total circulation 256,000
 - Regional press for Frankfurt, Berlin and Cologne, regional features, total circulation 710,387
 - Holsteinischer Zeitungsverlag, a group of 15 regional titles, total circulation 540,000 daily readers
 - Westdeutsche Allgemeine Zeitung , major regional newspaper, circulation 922,186
 - Thüringer Allgemeine, regional newspaper, circulation 337,159

Another six titles are scheduled to visit in May, their trip having being rescheduled due to the volcanic ash issue.

- The Norwegian PR activity
 - 24,050 rich content information inserts into targeted Norwegian publications with a reach of 50,000
 - Titles includes Norsk Golf, Bonytt and Vagabond
 - Traffic was directed to a Norwegian webpage to enter a competition and access further information

- A dedicated Aberdeen City and Shire content newsletter was sent to 82,500 warm Norwegian contacts on VisitBritain's database
- PR activity also included a Norwegian visitor writing a blog following a visit to the City which appears on the VisitBritain website.

Whilst this is not an exhaustive list of PR coverage it is designed to provide an indication of the range of coverage that has been achieved. Note the activity in Germany and Norway had direct funding support through the MoA from Aberdeen City Council, everything else was generated through VisitScotland's continued activity.

6. Inclusion in Seasonal and National Campaigns

In 2009, the seasonal campaigns included Spring Celebrate, Perfect Day, Capture and Autumn Moment and Winter White. Each of these national campaigns include elements of cinema, TV, radio and national publication exposure. Consumers are directed to the campaign websites for further information and offers. Relevant content on Aberdeen City and Shire is provided for each campaign, ultimately linked back to the regional website.

Depending on themes and content the region may lead on elements of some campaigns e.g. in the autumn campaign, a prize for a gourmet break at Glen Tanar estate was the most popular on the entire site, attracting over 4,600 entries.

The benefit therefore of upweighting regional content to targeted warm consumers is that they may well have already been exposed to the national messages and this gives them the local flavour and content in a way we've never been able to achieve before as a region.

The European touring Campaign includes Aberdeen City as does the National golf guide and related promotion, the national walking guide, the adventure guide and many others.

7. Partnership Working

The joint approach taken to the regional marketing activity is indicative of adopting as joined up an approach as possible in presenting the city and region to potential leisure visitors. In order that a wider understanding of this activity is secured and the strategic importance of tourism as an industry in terms of economic recovery and growth, VisitScotland has local representation on the following:

Aberdeen Airport Business Development Forum; Aberdeen City and Shire Economic Forum; Aberdeen City Centre Association; Aberdeen City and Shire Hotels Association; Aberdeen and Grampian Chamber of Commerce Policy Council; Aberdeen City and Shire Regional Identity Team; SCDI North East Committee; Nestour.

Presentations to various local groups during the year included:

Banffshire Coast Tourism Partnership; Turriff Tourism Action Group; Huntly and District Tourism Action Group; Peterhead and District Tourism Group; Royal Northern and University Club; Homecoming events organisers; RGU second year International Tourism students; Royal Deeside and Cairngorms DMO; The Institute of Hospitality; Aberdeen and Grampian Chamber of Commerce networking lunch ; Aberdeen Business Women's Network; Aberdeen International Youth Festival; East Grampian Coastal Partnership.

Nestour

NESTOUR, as the ATP originally established for Aberdeen City, Aberdeenshire and Moray successfully developed a local strategy and action plan, although general consensus is that the complexity of the action plan, lack of direct funding and a large and disparate membership grouping made the actual delivery attributable to NESTOUR difficult to ascertain. As part of the review of the Government's Tourism Framework for Change, the Scottish Tourism Forum was tasked with investigating the activity and success of the Area Tourism Partnership network across Scotland and the level of connectivity with the national tourism growth agenda.

Following the outcomes of that review, a workshop was held in March 2010, facilitated by Dr Ian Heywood and funded by Scottish Enterprise, entitled Nestour - A new future. Pre-workshop activity include a review of other models (including ETAG) and a web survey, capturing the current opinion of Nestour. The workshop itself aimed to establish what the new Nestour would look like; what it would do; and how it would be structured. Post workshop elements including awareness raising; online networking tools and KPIs are currently being developed. Participants were unanimous that there was an important future role for the Area Tourism Partnership in the region. There is a renewed sense of purpose for the ATP and an ambition and vision for the future. This was summarised in the following four points:

- A group which is forward looking and one which will act as a for stimulating partners to raise their game and deliver an enhanced tourism experience.
- A group which is not afraid to challenge the status quo, learn from others and seek to encourage new thinking and remove barriers.
- A group which is respected as the voice of the tourism industry across Aberdeen City and Shire interfacing with local and national bodies and stakeholders.
- The group is the driving force behind the delivery of the tourism strand of the economic development strategy for the region, absolutely aligned with ACSEF.

8. Events

Phillip Riddle, VisitScotland Chief Executive hosted an informal networking event for local businesses at the Aberdeen VIC.

Worthy of note is that VisitExpo returns to Aberdeen in April 2011. This year's event in Glasgow attracted a record number of buyers and included, amongst others, a familiarisation visit to the region by a number of Indian tour operators.

Appendix 2

Planned Leisure Tourism Activity for 10/11

Visitor Information Centre (VIC)

The centre in Aberdeen has been identified as a Category 1 VIC. This means it is an all year round, high profile and high volume facility. Its role is to promote Scotland and its regions, cities and towns. Visitors to the centre are identified as being both from the UK and overseas.

The centre has seen a reduction in visitors and spend in the last year which is being attributed somewhat to the downturn in the economy. The staffing of the centre has been revised and training has been undertaken to improve the services on offer.

Discussions will commence with a view to relocating the centre to Marishal College.

Publications

Aberdeen City and Shire Where to Stay Guide

This is the main guide used to attract visitors to the area and to provide local accommodation providers with a platform to target both prospects and visitors. It has a print run of 100,000 and will be distributed by direct mail in response to requests generated through the VisitScotland website, support marketing campaigns and exhibitions. It will also be bulk distributed to local and national Visitor Information Centres and at events/exhibitions

Aberdeen City and Shire What to See and Do Guide

This complements the accommodation guide and offers visitors information on things to see and do in the area. It has a print run of 40,000 and is distributed alongside the accommodation guide and via the Visitor Information Centres.

Website

The website www.aberdeen-grampian.com has been completely refreshed and offers an attractive window to area. It will be further developed in 10/11 with regular updates to the content and ongoing maintenance. The website links directly to the VisitScotland site to allow the booking of accommodation by visitors. Traffic to the site will be generated from the publications, the VisitScotland website, the national direct mail campaign, regional activity and local print.

Direct Marketing Opportunities

A variety of options are available to the local authority for consideration including:

UK& Ireland

- National direct marketing campaign
- Seasonal campaigns

This includes the following activities:

Keep Discovering Direct Mail

This is a relationship marketing programme of dedicated regional mailings to approx 30,000 warm contacts. Local businesses can participate with special offers and these are carried out in spring and autumn. It is proposed that Aberdeen participate in a Spring and Autumn Campaign for 2010

Seasonal Marketing Campaigns

This campaign nurtures relationships with consumers to convert them from occasional to regular visitors to Scotland. These are national campaigns which local areas can buy into and be included as an insert with information on the local area. These happen four times a year and reach around 30,000 customers. They are supported by TV campaigns, press and radio activity. Participation costs £10,000. City and Shire participated in the Perfect Day and Winter White campaigns receiving national exposure. It is proposed the Aberdeen participate in at least 1 campaign to be confirmed.

International

- Online direct mail
- Direct mail
- Online campaigns

VisitScotland's international advertising activity is focused on USA, Canada, Germany, France, Spain, Italy, Sweden and the Netherlands. These countries offer good prospects nationally. The marketing campaigns aim to build understanding of Scotland as a destination and encourage people to visit. The online direct mail is sent to those customers who have expressed an interest in receiving information. Up to 200,000 can be targeted from the global database of 600,000. They are written in the language of the person they are sent to. They offer a bespoke opportunity to promote the area to overseas visitors. The cost of this is approx £20,000. It is proposed that we continue with activity in Norway and Germany to build on the work already completed.

Press & PR Activity

- Regional features
- Events
- PR & Familiarisation trips

VisitScotland receive regular requests to provide information to magazines and brochures about Scotland and what there is to see and do. Opportunities will be made available for Aberdeen to feature in these activities and receive press visits and familiarisation trips. If the city wished to promote a specific feature, VisitScotland could provide support to deliver this through PR activity.

In partnership with Aberdeenshire Council the options will be considered and decisions made on the best fit for the budget available. Most marketing activity will be done jointly to ensure best value.

Appendix 3

Aberdeen Convention Bureau Summary of Activity 2009-2010

Topline KPI'S

Actual Outcomes

£12million confirmed business	£9.5 million achieved
50 UK/Int Conferences confirmed	52 achieved
15 Ambassador-led bids secured	20 achieved
£55k Private Sector Income secured	£31k + £1,500 in-kind support
Aberdeen City Council Return on Investment	42:1

Activity Undertaken

Exhibitions

- Attendance at major Business Tourism Trade Exhibitions IMEX/Frankfurt, EIBTM/Barcelona, and in addition with Energy Cities Alliance at GIBTM/Abu Dhabi

Outcome - Awareness created, Aberdeen profile raised as a business tourism destination and new contacts made.

Sales Promotions

- Sales Promotions - Participated in mission to Washington with European Cities Marketing undertaking sales calls and networking event promoting to International Association buyers.
- Participated in 2 Energy Cities Breakfasts during IMEX and EIBTM
- Joint sales promotion with AECC to Stavanger and Bergen
- 6 Buyers workshops/networking events attended (UK/Europe & USA)

Outcome - Greater awareness of Aberdeen as a conference city created and around 150 new contacts gained

- 9 Site visits and 2 familiarisation visits organised for buyers to visit area
-

Outcome - 7 Conferences confirmed and 1 pending awaiting outcome

Conference Support Services

Pre-Marketing

- Bureau promoted Aberdeen City & Shire at 3 Conferences that are booked to come to Aberdeen in 2010 i.e. Federation of Small Businesses/British Association of Teachers of Dance/ British Association of Early Childhood Education to encourage increased attendance and extended stays

Outcome - Feedback from organisers and delegates extremely positive

- Room allocations secured and accommodation booking services provided for confirmed conferences
- Marketing Opportunities Packages reviewed and offered to local venues

Outcome - 23 partners signed up, £31k Private Sector income secured plus £1,500 in-kind support

Ambassador Programme

- 4 Newsletters produced and circulated to ambassadors
- One to one meetings/presentations with potential ambassadors undertaken
- Ambassador Awards Dinner organised and took place at Townhouse

Outcome - 20 Ambassador-led bids confirmed, 350 ambassadors on database

PR Campaign

Promotion of Aberdeen City and Shire as a business tourism destination in UK & International trade publications and local media

Outcome - Tricker PR/Big Partnership generated £34,156.00 advertising equivalence and £119,138.00 PR equivalence

Bureau Re-Branding Project

- Brand visuals and Business Tourism key statements established incorporating elements of the Aberdeen City and Shire Brand theme and based around Aberdeen being a Global Energy Hub and a thriving destination.e.g. Topline statement “Aberdeen City and Shire - Conferences and Events with Energy”
- Promotional slim line conference brochure produced (hard copy)
- Promotional panels incorporating the Brand produced
- New user friendly website with destination information for conference organisers, meeting planners, delegates, press, local trade partners and ambassadors now operational
- Downloadable conference e-brochure in final stages of production

Outcome - Aberdeen Convention Bureau re-branding now in line with Aberdeen City and Shire Regional Brand providing a strengthened “ destination approach” to attract new business.

Appendix 4

Aberdeen Convention Bureau Summary of proposed activity 2010-11

Topline KPI's

£12million Confirmed business
50 Conferences confirmed
16 Ambassador-led bids secured
£50k Private Sector Income

Proposed Activity

- Attendance at 2 major Business Tourism Exhibitions
- Various Sales Promotions targeting UK and International Associations
- Participation in industry networking events and workshops
- To generate and organise Site Inspections and Familiarisation Visits for key buyers to come to the area
- Key role in Energy Cities Alliance and participation in joint marketing activity
- Launch and promotion of the new brand "Aberdeen City and Shire - Conference and Events with Energy"
- PR Campaign to raise awareness and profile of Aberdeen City and Shire as a business tourism destination
- On-going development of the Ambassador Programme to full potential- through research, one to one meetings, presentations and working with local private sector to increase support for programme
- Provision of Conference Support Services-accommodation booking service, pre-marketing and assisting conferences organisers in the planning and delivery of their events
- Work with venues and industry partners providing Marketing Opportunities and joint promotions to help attract and increase business