

# ABERDEEN { FESTIVALS }

## Aberdeen Festivals at Visit Scotland Expo 2017

For the third year in a row, Aberdeen Festivals, a group of Aberdeen's top festivals, is returning to the 2017 show to continue its work of positioning the North-east of Scotland as an exciting, vibrant and culturally stimulating place to visit.

With 10 of the region's top festivals sitting in the festival group, Aberdeen Festivals was set up just less than three years ago to collaboratively promote, profile and develop new audiences through the exciting work that the festivals present throughout the year in Aberdeen and the North-east of Scotland.

The group, working on a model similar to that of Festivals Edinburgh, is made up of; SPECTRA (Feb), Aberdeen Jazz Festival (Mar), Look Again Festival (Apr), May Festival (May), Aberdeen International Youth festival (July), TechFest (Sept), True North (Sept), North East Open Studios (Sept), DanceLive (Oct) and Sound (Oct-Nov).

One of the group's main objectives is to highlight Aberdeen and the North-east of Scotland as a cultural destination while developing new audiences through a variety of channels, including attending tourism and trade events.

Steve Harris, CEO of VisitAberdeenshire and Chair of Aberdeen Festivals said:

'It's an exciting prospect for Aberdeen and the North-east as promoting the area as a vibrant cultural destination is not something the region had focussed on before Aberdeen Festivals was established.

'The North-east of Scotland has a real strength in its distinctive festivals offering and the group has been very proactive in getting itself recognised by attending tourism events such as the VisitScotland Expo. The aim is to get the word out as far and wide as possible about what a colourful cultural scene Aberdeen and the North-east of Scotland have to offer.'

During its time in operation the group has carried out numerous joint marketing and promotional campaigns locally, nationally and internationally and has even secured private sponsorship from energy company, Nexen.

Aberdeen Festivals has also secured a VisitScotland Growth Fund Award to carry out a major national and international campaign aimed directly at attracting 'fun loving culturalists' to the region as tourists.

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Representing the Aberdeen Festivals group at VisitScotland Expo this year will be Jessie Gordon, Marketing & Communications Assistant at Aberdeen International Youth Festival and Ruth Mclevilly, Chair of North East Open Studios.

With a good number of appointments in the diary over the two days at Expo festival representatives will be promoting packages that include discounted festival tickets combined with festival weekend hotel deals and local restaurant deals. For more information on the festivals visit [www.aberdeenfestivals.com](http://www.aberdeenfestivals.com)