

A World Class Destination - Aberdeenshire in North-east Scotland

5 April 2018



Scotland has captured the imagination of visitors from around the world, eager to explore the rich culture and heritage the country has to offer. It's a trend most recently recognised by travel publication Rough Guides, announcing their readers voted Scotland as the most welcoming destination in the world, and their favourite destination of 2017.

But with many of Scotland's better-known tourism hotspots reaching capacity, the search is on to find an alternative location which can offer easy access, affordable accommodation and above all, that captivating authentic Scottish experience. Nestled in the North-east corner of Scotland, above its more famous counterpart Edinburgh, Aberdeen is quickly establishing itself as a visitor destination that can rival even the most established international locations.

For decades Aberdeen was best known as a European energy hub, but things are changing. Its compact infrastructure allows visitors to easily explore the region, from castles, coastline and mountains to the third largest city in the country. It is Aberdeen's compact and easily negotiated landscape which sets



it apart from other Scottish destinations. You no longer have to choose between visiting one attraction or the other; instead you can now do it all, experiencing quintessential authentic Scotland from one easy to explore place.

The British Royal family has been visiting Aberdeenshire for over 100 years as their summer holiday destination of choice. Located within the Cairngorm National Park, the largest national park in the UK, the Royal Deeside area of Aberdeenshire presents visitors with a stunning backdrop of panoramic mountain views which reflect on the mirror-like lochs that lie beneath them. Rugged beautiful landscapes are home to majestic stags that roam the hills and moors, while golden eagles soar high above the tree tops.

Just over 40 miles East of Balmoral lies one of the greatest coastlines in the world. A 165-mile-long strip which includes golden sandy beaches, hidden caves and rugged cliffs. Described by National Geographic as 'one of the world's outstanding coastlines' thanks to its areas of natural beauty, featuring puffins, seals and dolphins, set against an unblemished backdrop of big skies and deep blue seas. Small traditional fishing villages punctuate the coastline, built between the sea and cliffs. Often regarded as the best preserved traditional fishing village in Europe, Crovie is perched between the base of a cliff and the sea, where there are no shops or roads in the village which consists of a single row of houses.

Perched on a cliff edge, overlooking the North Sea, the dramatic ruins of Dunnottar Castle offer unrivalled panoramic coastal views. Its spectacular setting undoubtedly helped it to be named Scotland's top castle by travel website Culture Trip. Visitors are led along a meandering path, and up a narrow castle corridor before revealing the breath-taking viewpoint. As spectacular as Dunnottar Castle is, it's just one of 263 which have roots in Aberdeenshire, the home to the longest castle trail of anywhere in Europe.

Each castle has its own unique story to tell, many of which have inspired some of the greatest stories ever told in films, books and legends. Among these stories include the 1297 dramatic battle which unfolded at Dunnottar Castle which saw Scottish legend William Wallace capture the prized fort from the possession of the English garrisons. The escapades of Wallace went on to provide the inspiration



of the Academy Award winning film Braveheart, and today a statue of William Wallace stands in Aberdeen serving as a reminder of the region's ties with the Scottish knight.

Yvonne Cook, head of tourism development of VisitAberdeenshire says, "Aberdeenshire offers a truly authentic Scottish experience which can take many different forms, from a local tour guide speaking the regional language Doric, to one of a kind experiences like visiting Balmoral Castle. We recognise that today's tourists require the highest standards in accommodation, and we offer a variety of places to stay from five-star luxury hotels to self-catering apartments and glamping. The region is benefiting from significant investment, with a new harbour extension which will allow large cruise ships to dock alongside the quayside. A new 12,500 seater exhibition and conference centre which will attract top entertainment and business events, and route developments ongoing both on the ground and in the air. This is a very exciting time for us all in Aberdeen and Aberdeenshire."

Find out more about what Aberdeen and Aberdeenshire has to offer at stand number D4.

VisitAberdeenshire is the lead tourism agency for Aberdeen and Aberdeenshire. It promotes fantastic visitor experiences in North-east Scotland to targeted audiences in the UK and overseas. VisitAberdeenshire also works to develop the visitor economy through initiatives that help tourism businesses to understand and meet demand from an ever-changing market to strengthen the region's position as a world-class tourism destination. It supports bids for major business events and works with partners across the region to deliver a great delegate welcome. VisitAberdeenshire is funded by Aberdeen City Council, Aberdeenshire Council, Scottish Enterprise and Opportunity North East.

For more information please contact:

Stevie Brown

Visit Aberdeenshire PR Manager

01224 900483

Stevie.brown@visitabdn.com

www.visitabdn.com