

Codona's / Christmas Village



Aberdeen &
Grampian
Chamber of
Commerce

Project type:
Event Evaluation

Research question:
What is the impact of the Christmas Village (the experience and the spend) amongst residents, visitors & businesses?



Project background and aims

The Aberdeen Christmas Village event has, in previous years, brought a vibrancy to the city, offering visitors a range of attractions (including ice rink, fairground rides, food, drink, local market, and live music). It has brought the festive season to life for visitors and local businesses. The event plays a key role in the City's continued recovery. Codona's, Aberdeen Inspired & Aberdeen City Council were eager to evaluate the success of the 2022 event with a focus on visitor and business experience.

Research approach and methodology

In order to collect the required data, we utilised our locally based fieldwork team to conduct face-to-face interviews at the Village. The high quality data collected by our fieldwork team was supplemented by responses to an online survey distributed at the Village as well as a 'vendor survey' completed by the Village stallholders and 'city businesses survey' completed by local city businesses not involved directly with the Christmas Village, after the event. All of this data was then analysed to understand visitors, vendors and city businesses perceptions of the event and the economic impact of it.

Research impact

As a result of this research project, Codona's, Aberdeen Inspired & Aberdeen City Council have a detailed understanding of the Christmas Village impact on the region, visitors, and businesses. The partners received feedback on what attendees thought about their experience. The findings highlighted successes and identified some areas for improvement for future events. The results drove actions that will help Codona's/Aberdeen Inspired to review the investment in staging the event and to design/make the case for subsequent events. It also will help them to continually enhance their offering and respond to visitors, vendors and city businesses advice and suggestions for improvements.

