

PUBLIC SERVICES REFORM (SCOTLAND) ACT 2010

VISITSCOTLAND Return for Financial Year ended 31 March 2014

The following statements are published in accordance with Section 31(1), 31(2) and 31(3) of the Act.

ACTIVITY		£'000
PUBLIC RELATIONS - MARKETING	THE PROMOTION OF TOURISM IN SCOTLAND	
	<i>SUPPORT GRANTS - includes support for cultural and sports events and growth fund projects</i>	9,755
	<i>PROMOTIONAL, CONFERENCE & EVENT ACTIVITIES</i>	7,634
	<i>MEDIA ADVERTISING</i>	12,606
	<i>DIRECT MARKETING - includes Network Tourist Information Centre Costs</i>	5,982
	<i>OTHER MARKETING COSTS - includes branding, design, publications, printing and distribution</i>	1,913
	<i>RESEARCH & EVALUATION</i>	1,131
TOTAL SPEND	The above expenditure includes all departments of VisitScotland	39,021
		£'000
OVERSEAS TRAVEL	Includes travel to as well as from the United Kingdom; and the cost of hotels, conference fees, the cost of travel and subsistence during the overseas visit and any other related expenditure	
TOTAL SPEND		306
		£'000
HOSPITALITY AND ENTERTAINMENT	Includes any gifts, meals, parties, receptions, tickets for or invitations to public, sporting, cultural or other events or other similar benefits accorded by VisitScotland to its own members or employees or third parties for whatever reason.	
TOTAL SPEND		32
		£'000
EXTERNAL CONSULTANCY	Includes management consultancy, IT consultancy, financial consultancy, construction or infrastructure related consultancy, research and evaluation and policy development (including feasibility studies).	
TOTAL SPEND		268
		£'000
PAYMENTS WITH A VALUE IN EXCESS OF £25,000 - INCL VAT	See separate schedule specifying the amount of the individual payments, payee, date of payment, and subject-matter of the payment. Excludes any payments made relating to remuneration or other payments made to an individual in respect of their service as a member or employee of VisitScotland.	
TOTAL SPEND		29,247
		£'000
MEMBERS OR EMPLOYEES WHO RECEIVED REMUNERATION IN EXCESS OF £150,000	Does not include receipt of pension, voluntary severance compromise agreements or redundancy payments.	
NO OF INDIVIDUALS		NONE

Statement of Efficiency, Effectiveness and Economy

VisitScotland is committed to delivering increased value through improvements in the economy, efficiency and effectiveness of its functions. As a result savings have continued to be made in line with the government's commitment to 'Efficient Government'. In the current year these efficiencies have predominantly been generated from three main areas: Organisational change -the streamlining of functions, and use of shared services - **£790,000**; Asset management - the continuing realignment of the management of IT servers and communication lines - **£183,000**; and Procurement - the sharing of government contracts - **£720,000**.
The cumulative savings from 2008 to date under the efficiency programme now exceed **£11.3** million, a sum total of **£7** million ahead of the original target.

Promotion of Sustainable Growth

VisitScotland's core purpose is to maximise the sustainable economic benefit of tourism to Scotland. Through our core functions - marketing Scotland to all parts of the world; providing information and inspiration to visitors and potential visitors; providing quality assurance to visitors and quality advice to industry; working with partners to help the industry meet and strive to exceed visitors' expectations; and developing a portfolio of events that deliver impact and international profile for Scotland - VisitScotland strives to promote and increase sustainable growth in all that it delivers.

In economic value added terms VisitScotland's marketing generates an annual total economic contribution of £436 million, and our Sustainable Tourism Strategy 2010-15 provides a clear rationale and plan for delivering our aspirations for sustainable tourism.

Major achievements within the year were as follows:

- > International Marketing - Pan European Touring Campaigns generated an estimated £ 65m of additional visitor spend.
- > International Marketing - Emerging Markets & Long Haul Campaigns -an estimated additional visitor spend of £23m.
- > The UK & Ireland Themed Campaigns - an estimated additional visitor spend of £160m.
- > The Business Tourism Unit -via the Bid Fund programme - has accumulated £107m of estimated future spend.
- > The National and International Events programme - has generated £85m of net additional spend, and Public Partner Funding, for Scotland.

£400m additional revenue generated by VisitScotland equates to the direct employment in tourism of almost **12,000** jobs, and a further 3,000 indirect jobs.