

PUBLIC SERVICES REFORM (SCOTLAND) ACT 2010
VISITSCOTLAND Return for year ending 31st March 2015

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>	8,452
<i>PROMOTIONAL, CONFERENCE & EVENT ACTIVITIES</i>	13,974
<i>MEDIA ADVERTISING</i>	12,174
<i>DIRECT MARKETING - includes Network Tourist Information Centre Costs</i>	5,705
<i>OTHER MARKETING COSTS - includes branding, design, publications, printing and distribution</i>	1,318
<i>RESEARCH & EVALUATION</i>	1,051
TOTAL SPEND	42,674
The above expenditure embraces all activities across VisitScotland	
	£'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	279
	£'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	40
	£'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	27
	£'000
PAYMENTS WITH A VALUE IN EXCESS OF £25,000 - INCL VAT	See VS website for monthly reports 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	31,038
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

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Statement of Efficiency, Effectiveness and Economy

Savings have continued to be made in line with the Scottish Government's commitment to Efficient Government. In the current year these efficiency savings continue to be predominantly generated from three main areas: organisational change - the streamlining of functions; asset management - the continuing realignment of the management of IT servers and communication lines; and benefits gained from shared procurement contracts.

During the year new savings have been made totalling **£2,079,000** within the following areas:

- ♦ Procurement **£760,000**
- ♦ Asset management **£129,000**
- ♦ Organisational change (including benefits derived from voluntary redundancy, and non-replacement of senior staff), and shared services **£1,190,000**

The cumulative savings from 2008 to date under the efficiency programme now exceed **£13,400,000**, a sum total of **£7,200,000** ahead of the original Government target.

Promotion of Sustainable Growth

In line with the Scottish Government's plans, VisitScotland aspires to make Scotland Europe's most sustainable destination and aims to be recognised as a leader in sustainable tourism development, and our Sustainability Policy and Objectives have been reviewed and updated for 2015.

VisitScotland will contribute to a more sustainable future for Scotland through taking direct action on issues under our control and playing an influencing role to help drive sustainability within the tourism sector in Scotland, and our Sustainable Tourism Policy provides a clear rationale and plan for delivering our aspirations for sustainable tourism. The vision and objectives will be delivered through:

- our internal operations- activities over which we have direct control (e.g. energy use, purchasing) engagement with visitors- through our marketing campaigns and visitor information centres
- engagement with businesses- through quality assurance and business advice
- engagement with strategic partners- those with appropriate expertise and influence to help achieve the objectives.

In economic, or value added terms, VisitScotland's marketing generates an annual total economic contribution of £436 million, and major achievements within the year, in respect of estimated additional visitor spend, were as follows:

- International Marketing – Pan European Touring Campaigns generated £60 million.
- International Marketing – Emerging Markets & Long Haul Campaigns generated £37 million.
- The UK & Ireland Themed Campaigns generated £199 million.
- The Business Tourism Unit – via the Bid Fund Programme has accumulated £162 million of estimated future spend
- The National and International Events programme, together with Public Partner Funding– has generated £79 million.
- Golf events [incl. Ryder Cup] and 'Homecoming Scotland' have generated £248 million.

£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.