

23 October 2017

Dear XXXXXXXXX,

Request under The Freedom Of Information (Scotland) Act 2002

Thank you for your Freedom of Information request dated 25 September 2017, in which you requested the following:

- 1) *Can you possibly provide a list of planned closures within your VIC network for the next year?*
- 2) *How many VIC will be closing and which ones?*

We have considered your request, and can respond as follows:

1 & 2) In recent years VisitScotland have found that visitors are changing how they access information and we have to respond if we want Scotland to compete on the world stage. We need to do this by investing in the channels with greatest demand and where we can deliver measurable economic benefit. This is why we have been investing more money developing our digital guides, apps and online accommodation booking service.

This policy was developed in response to what the majority of customers want and to changing trends in tourism - visitors are telling us they need targeted, immediate information, 24 hours a day. Visitors now use a range of channels to access information about Scotland and are moving away from traditional channels such as print and Information Centres

With a 58% drop in footfall to VisitScotland Information Centres across Scotland in the past decade and two out of three visitors now accessing information online, a radical approach is being introduced to ensure customer demands are met. You can find out more about VisitScotland's Information Strategy on our corporate website, www.visitscotland.org/what_we_do/visitor_information/icentres.aspx

Phase One – Seasonal iCentres will cease to operate at the end of October 2017. All others by the end of March 2018.

iCentre
Fort Augustus
Lochinver
Strontian
Castlebay
Lochmaddy
Castle Douglas
Dunfermline
Kelso
Banff
Fraserburgh

Huntly
Stonehaven
Arbroath
Stromness
Aberfeldy
Sumburgh
Dunoon
Ayr
Lanark
Tyndrum

Phase Two – Seasonal iCentres will cease to operate at the end of October 2018. All others by the end of March 2019.

iCentre
Durness
Thurso
Drumnadrochit
Stranraer
Edinburgh Airport
Hawick
Braemar
Dunkeld
Blairgowrie
Inveraray
Campbeltown
Tarbert (Loch Fyne)
Falkirk
Glasgow Airport
Callander

We hope this information is helpful to you. If, however, you are not satisfied with our response or the manner in which we have dealt with your application, you may in the first instance contact our Chief Executive, Malcolm Roughead, whose contact details are set out below:

Mr Malcolm Roughead
 Chief Executive
 VisitScotland
 Ocean Point One
 94 Ocean Drive
 Edinburgh, EH6 6JH
 Telephone: 0131 472 2201
 Fax: 0131 472 2223
 E-mail: malcolm.roughead@visitscotland.com

If you wish to request a review of your application under either the Freedom of Information (Scotland) Act 2002 or the Environmental Information (Scotland) Regulations 2004, your request should be submitted to us in writing, or another permanent format (for example e-mail or voice recording), and be received by us within 40 days of the date of this letter. Any request for a review should also set out, in as much detail as possible, the reasons why you are not satisfied with our response or the manner in which we have dealt with your application.

If you are still not satisfied with our handling of your application after we have responded to your request for a review, you have a right to apply to the Scottish Information Commissioner for a decision on whether we have dealt with your request in accordance with the Act.

The Scottish Information Commissioner may be contacted at:

Scottish Information Commissioner
Kinburn Castle
Doubledykes Road
St Andrews, Fife
KY16 9DS
Telephone: 01334 464610
Fax: 01334 464611
E-mail: enquiries@itspublicknowledge.info
Website: www.itspublicknowledge.info/Appeal

You also have the right to appeal to the Court of Session in Scotland on a point of law concerning either our response.

Yours sincerely,

A handwritten signature in black ink, appearing to read 'Douglas Keith', with a long horizontal line extending to the right.

Douglas Keith
Government and Parliamentary Affairs Executive
VisitScotland