

6 April 2021

Request under The Freedom Of Information (Scotland) Act 2002

Thank you for your Freedom of Information request dated 10 March 2021. I have provided the answers below, beside your original questions.

Q1. Contact Centre/Call Centre Contracts (Contracts and Costs associating to all/any systems used to manage Inbound Contact to Visit Scotland from Citizens. (i.e Call/Telephony Management Systems, Email Management Services/software, Help Desk Agents and Hotlines etc.)

Q2. Inbound Network Services Contracts (by "Inbound Network Services", we are referring to Inbound Call, Telephony and Email Management Services, and any other inbound channels used by citizens to make contact with Visit Scotland).

A1 & A2. VisitScotland does not have a Contact Centre or Call Centre Contract. In terms of telephony and email systems to communicate with “citizens” i.e. consumers, we have the following:

- landline phones in our icentres (visitor information centres). VisitScotland’s landline phone contract is with Virgin Media and we cannot separate costs for the icentre phone system only.
- emails from consumers are received through Outlook, part of a wider Microsoft package and we cannot separate costs only for Outlook useage to communicate with consumers.

Q3. Website Traffic Spend/Analysis (even if hosted by an Agency)

Q3(a) Number of Visits per month (Average)

A3(a)

| | VisitScotland.com | VisitScotland.org |
|--|--------------------------|--------------------------|
| No. Of Visits Per Month (Avg. Per month) | 1,032,131 * | 55,787 * |

* 2020 figures

Q3(b) Who is the supplier/agency/internal stakeholder responsible for hosting/maintaining and managing the website(s)?

A3(b) VisitScotland.com is hosted and maintained by VisitScotland’s own Web Operations Team. Content, Search, Analytics, and Development are managed in-house.

The website is hosted on infrastructure owned by VisitScotland. The infrastructure is located within a datacentre owned by VisitScotland, and rackspace in a co-location facility owned by Pulsant.

VisitScotland.org is hosted on a Bloomreach BRXM Content Management System, hosted and maintained by Bloomreach.

Q3(c) Does your organisation’s website(s) have an on-site search bar?

A3(c) There are two searches on VisitScotland.com, our product search (accommodation, activities, events and tours) as well as our global site search. There is a global site search feature on VisitScotland.org.

- **What Content Management System is your site-search connected to (if so)?**
- Our main content management system for VisitScotland.com is Alterian Morello. For VisitScotland.com development platform, and VisitScotland.org, it is Bloomreach Experience Manager.
- **What is the Search Bar Utilisation? (If known, % of Website visitors)**
- Search Bar Utilisation is as follows:

| | VisitScotland.com | VisitScotland.org |
|---|-------------------|-------------------|
| Search Bar? | Yes | Yes |
| Total Searches | 108,003 * | 1,995 ** |
| Search Bar Utilisation (Avg. Per month) | 9,000 | 997 |
| Search Bar Utilisation (% of visitors) | 0.62 | 1.27 |

*2020 figures

**2021 figures (tracking since 21/01/21)

- **Who is the Supplier/Owner of the on-site search on your website?**
- Product search is an application created by our own developers that draws on data stored in our Destination Management System. The global site search is provided by a supplier, Cludo. VisitScotland.org also has a global search, using the native search of the content management system. Each site has an internally appointed product 'owner'.

Q4(a) Incumbent Supplier: For each of the contract(s) can you please provide me with the supplier of the Contract?

| Supplier Classification | Supplier |
|------------------------------|-----------------------------|
| Help Desk Agents | Atlassian |
| Hotlines etc. | N/A |
| Site hosting and maintenance | In-house/Pulsant/Bloomreach |
| Site management | In-house/Pulsant/Bloomreach |
| Site on-search | In-house/SimpleView/Cludo |
| Analytics | Google Analytics |

Q4(b) The annual average (over 3 years) spend for each supplier?

- **Google Analytics 360 suite** - annual spend is £48,800 for the license and £39,900 for the support
- **Cludo** -annual spend is £8,500
- **Bloomreach** spend is £180,000
- **Alterian Morello** - out of support, no annual spend
- **Pulsant** - rackspace contract is £38,000 per annum, of which around 25% relates to the website infrastructure.
- **Atlassian** -annual spend £18,000

We publish information on contracts (£25,000 expenditure and £50,000 contract values), available at the following links:

- <https://www.visitscotland.org/about-us/annual-corporate-reports/annual-report>
- <https://www.visitscotland.org/about-us/our-policies/procurement>

Q4(c) Who is the senior officer (outside of procurement) responsible for these contract areas (including website)?

A4(c) Supported by the VisitScotland Board, VisitScotland's Directors engage our procurement department for contract awards using a standardised evidenced-based procurement process, assessed by a nominated panel, so there is no one person responsible.

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

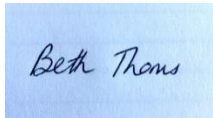
Telephone: 01334 464610

Fax: 01334 464611

E-mail: enquiries@itspublicknowledge.info

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

Yours sincerely,

A blue rectangular box containing a handwritten signature in black ink that reads "Beth Thoms".

Beth Thoms
Government and Parliamentary Affairs Executive
VisitScotland