

28 May 2024

Your request for information under the Freedom of Information (Scotland) Act 2002 (“the Act”)

Thank you for your request for information, which was received by VisitScotland on 24 April 2024, with clarification received on 29 April, requesting the following information:

Can I have the footfall figures for these iCentres ?

Aberdeen
Aberfoyle
Aviemore
Ballater
Balloch
Bowmore
Brodick
Craignure
Dumfries
Edinburgh
Fort William
Glasgow
Inverness
Jedburgh
Kirkwall
Lerwick
Oban
Perth
Pitlochry
Portree
Rothesay
St Andrews
Stirling
Stornoway
Ullapool

I'd like the figures showing footfall in each iCentre, each month between (and including) April 2023 to March 2024.

If that's not possible, can I have those figures for the 12 months from January 2023 to December 2023 ?

VisitScotland's response

Please see the information you have requested as an appendix to this letter.

Please note that the footfall data provided by this count system is unable to make any distinction

between the types of visitors to our iCentres, and we do not manually record visitor demographics, nature of visit, origin of visitors or any other supplementary information. For context, this means that the footfall count will also include people accessing the location for purposes that are not directly related to seeking visitor information and/or making a purchase. This includes staff members who come and go from the premises.

Your right to request a review

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) to:

Mr Malcolm Roughead
Chief Executive
VisitScotland
Waverley Court
4 East Market Street
Edinburgh
EH8 8BG

Telephone: 0131 472 2201
E-mail: malcolm.roughead@visitscotland.com

The request for a review should 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 not satisfied with the result of the review, then you have the right to appeal to the Scottish Information Commissioner.

You can contact the Scottish Information Commissioner at:

Scottish Information Commissioner
Kinburn Castle
Doubledykes Road
St Andrews
Fife
KY16 9DS

Telephone: 01334 464610
Fax: 01334 464611
Email: 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.

Footfall figures for iCentres April 2023 - March 2024

	Apr-23	May-23	Jun-23	Jul-23	Aug-23	Sep-23	Oct-23	Nov-23	Dec-23	Jan-24	Feb-24	Mar-24	TOTAL FOR YEAR
GRAND TOTAL	105,414	159,935	180,801	221,664	241,170	173,834	91,266	42,060	31,210	26,889	36,132	56,713	1,367,088
Aberdeen	1,815	2,972	4,143	5,546	5,899	3,232	1,628	846	646	475	627	767	28,596
Aberfoyle	5,342	6,202	6,298	7,599	8,887	6,375	3,615	3,017	1,856	1,225	1,402	2,589	54,407
Aviemore	2,448	3,767	4,808	5,257	6,355	4,535	2,472	1,383	1,169	992	1,721	1,535	36,442
Ballater	7,316	8,111	8,172	9,060	10,826	8,165	5,870	3,544	2,216	1,744	3,516	4,029	72,569
Balloch	4,348	5,893	6,713	8,119	9,997	6,929	3,101	1,619	1,180	1,320	1,940	2,813	53,972
Bowmore	1,066	2,209	2,264	2,024	2,616	2,241	1,117	220	104	102	151	216	14,330
Brodick	1,671	2,610	2,852	2,941	3,796	2,376	1,302	495	210	214	295	697	19,459
Craignure	4,785	6,569	8,929	8,362	8,956	6,297	3,439	949	593	443	621	1,003	50,946
Dumfries	1,075	1,193	1,346	1,510	1,744	1,247	1,068	557	324	325	405	536	11,330
Edinburgh	17,314	19,620	19,627	24,619	23,272	21,149	16,436	7,464	6,821	6,630	9,025	14,048	186,025
Fort William	5,272	10,484	10,846	17,380	18,277	12,211	6,192	1,695	1,212	880	1,877	2,832	89,158
Glasgow	5,236	7,740	7,368	10,298	10,405	7,353	5,034	3,427	3,075	2,332	2,542	3,388	68,198
Inverness	6,242	10,414	10,836	12,548	14,382	9,994	5,006	1,927	1,199	1,268	1,292	2,178	77,286
Jedburgh	1,951	2,487	2,792	3,373	4,028	3,265	1,815	975	480	533	693	1,129	23,521
Kirkwall	6,668	16,926	20,209	27,018	26,448	16,903	3,483	1,024	668	553	631	2,131	122,662
Lerwick	2,548	5,724	7,546	10,265	11,202	8,271	1,837	866	1,198	1,505	1,047	1,635	53,644
Oban	4,611	7,992	8,379	10,401	12,286	7,287	4,148	1,112	451	521	685	1,827	59,700
Perth	1,603	2,059	2,434	2,821	3,482	2,380	1,324	1,369	1,028	823	1,023	1,258	21,604
Pitlochry	2,314	4,018	4,729	5,730	6,104	4,885	2,299	941	417	620	854	1,535	34,446
Portree	4,794	7,887	8,670	8,686	9,297	7,172	2,915	1,109	627	529	830	1,527	54,043
Rothesay	3,929	4,610	6,871	9,769	11,078	6,314	3,811	1,950	2,318	1,203	1,541	3,002	56,396
St Andrews	4,420	6,162	8,644	9,625	11,169	11,851	6,926	2,611	1,762	1,229	1,399	2,811	68,609
Stirling	5,002	6,454	7,088	9,831	11,849	7,238	4,220	1,933	1,155	936	1,241	2,061	59,008
Stornoway	1,151	3,120	2,721	3,554	3,359	2,284	820	590	273	231	401	514	19,018
Ullapool	2,493	4,712	6,516	5,328	5,456	3,880	1,388	437	228	256	373	652	31,719