

16 July 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 18 July 2024:

Specifically, I request the following records in relation to this article/social media campaign with the influencer

HeleneInBetween: <https://heleneinbetween.com/2018/01/top-10-things-glasgow-scotland.html>

*I would also like to view **records on all other campaigns** run in partnership with this influencer HeleneInBetween and Visit Scotland.*

- 1. **Contracts and Agreements:** Copies of all contracts and agreements between the tourist board and the influencer for campaign/s including terms of payment and duration of the agreement.*
- 2. **Payment Records:** Detailed records of all payments made to this influencer for campaign/s including dates, amounts, and purposes of the payments.*
- 3. **Performance Metrics:** Reports or analyses evaluating the impact of the influencer's work - on tourism metrics, such as visitor numbers, engagement statistics, and return on investment.*
- 4. **Communication Records:** Copies of all communications, including emails and memos, between the tourist board Visit Scotland and this influencers/their employees/their representatives, concerning the partnerships and payment arrangements on this campaign.*
- 5. **Complete Communication History:** Where possible, the entire sequence of communications from the first to the last interaction with the influencer and the tourist board, including the influencer's proposal/s and media kit/s, to provide a comprehensive understanding of the negotiation and agreement process. Please note - I am aware due to the influencer voicing this many times openly that their business venture HeleneInBetween is run by herself, Helene Sula, and Michael Sula is her employee. I would expect to see interactions if there were any between the tourist board and her employee Michael Sula too.*

VisitScotland's response

Please see a response to your request, following your numbering above:

1. VisitScotland do not hold this information in terms of Section 17 of the Act. By way of explanation, no documented contract or agreement was entered into with HeleneInBetween by VisitScotland for the campaign you have

highlighted, nor have we entered into any other agreement with HeleneInBetween.

2. VisitScotland do not hold this information in terms of Section 17 of the Act. This influencer did not receive a fee for the article/social media campaign you have highlighted, nor have we made any other payments to HeleneInBetween. By way of explanation, VisitScotland covered travel costs and expenses for the group of bloggers who were part of this campaign but did not pay any fees.
3. The information we hold on this is a note of the impressions and reach of Instagram photo posted by HeleneInBetween which was provided to us by the influencer. We do not hold any other information such as reports or analyses in terms of Section 17 of the Act.
4. We have attached with our response all of the communications our employees have had with HeleneInBetween. Please note that we have redacted some personal information in terms of Section 38(1)(b) of the Act.
5. We hold no information other than the emails referred to at Point 4 above. We have no record of any communications with Michael Sula.

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.

Undernote

Attachments:-

1. Insights records x 4
2. Email trail with HelenInBetween

Cancel

Insights



Posted on 11/27/17, 8:21pm

6,417

88

29

Actions

136

Total Actions

Profile Visits

128

Follows

5

Website Clicks

3

Discovery

6%

of accounts that saw this post weren't following you

Reach

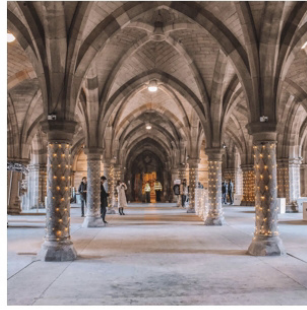
19,773

Impressions

23,740

Cancel

Insights



Posted on 11/30/17, 4:12pm

5,487

81

60

Actions

144

Total Actions

Profile Visits

129

Follows

14

Website Clicks

1

Discovery

11%

of accounts that saw this post weren't following you

Reach

26,745

Impressions


32,264

Cancel

Insights



Posted on 11/26/17, 6:58pm

 7,110

 137

 17

Actions

122

Total Actions

Profile Visits

112

Follows

7

Website Clicks

3

Discovery

5%

of accounts that saw this post weren't following you

Reach

20,822

Impressions

24,393

From Home

21,088

[Cancel](#)

Insights

Actions

136

Total Actions

Profile Visits	128
Follows	5
Website Clicks	3

Discovery

6%

of accounts that saw this post
weren't following you

Reach	19,773
Impressions	23,740
From Home	19,633
From Profile	3,470
From Explore	308
From Other	329

From: Helene Sula <REDACTED@heleneinbetween.com>

Sent: Wednesday, October 25, 2017 6:42 PM

To: REDACTED<REDACTED@visitscotland.com>

Subject: Re: Great to Meet you at STS!

Hi REDACTED

Sorry for my late reply! I am in Romania and the internet is difficult haha. I think the later option at 12:05 from REDACTED. I've attached my passport as well.

Helene

Helene In Between

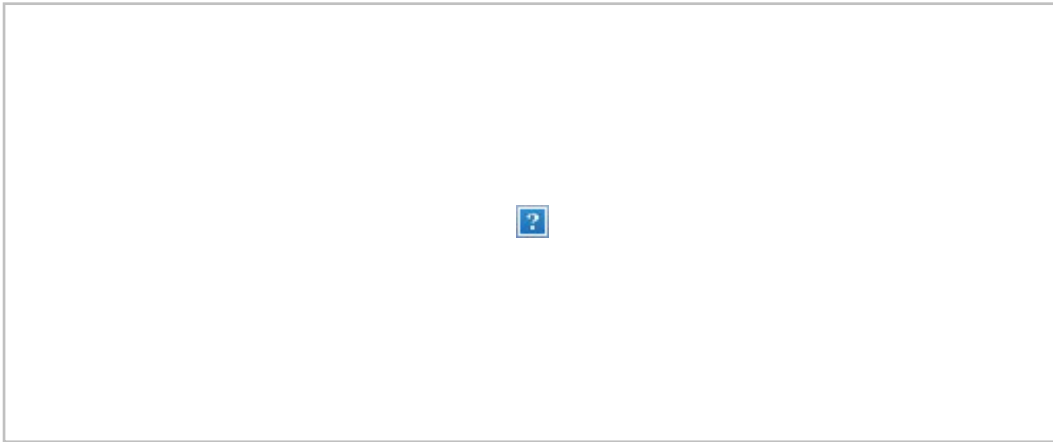
[Blog](#) [Twitter](#) [Facebook](#) [Instagram](#)

On Wed, Oct 25, 2017 at 2:27 PM, REDACTED <REDACTED@visitscotland.com> wrote:

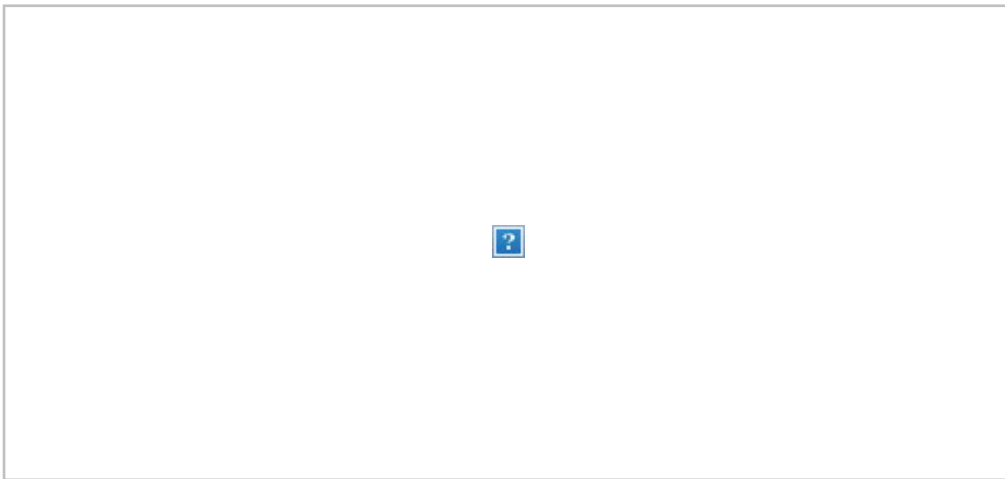
Hi Helene,

Thanks for the quick reply. I've had a wee look at flights and just want to check back with you.

There is a direct flight from REDACTED with Ryanair, but it is very, very early in the morning:



The other option would be KLM via Amsterdam – this is possible both from REDACTED or REDACTED (times and prices are basically identical for those). This is the REDACTED example:



Let me know what you think. Also, can you please send me a scan/photo of your passport for booking?

Thank you,
REDACTED

REDACTED

Assistant PR Manager - Northern Europe

VisitScotland

Ocean Point One

[94 Ocean Drive](#)

[Edinburgh EH6 6JH](#)

Directline: [REDACTED](#)

Switchboard: REDACTED(ask for consumer PR)

Fax: [REDACTED](#)

Email: REDACTED@visitscotland.com

www.visitscotland.com

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to <http://bit.ly/VSCConsumerPR>. To sign up to our dedicated newsletter for media, please email travelpr@visitscotland.com.



From: Helene in Between [mailto:REDACTED@heleneinbetween.com]

Sent: 25 October 2017 11:33

To: REDACTED <REDACTED@visitscotland.com>

Subject: Re: Great to Meet you at STS!

Hi REDACTED,

Great! I can fly out of whichever is cheaper: REDACTED or REDACTED. Thank you!

Helene

Helene In Between

[Blog](#) [Twitter](#) [Facebook](#)

On Oct 25, 2017, at 13:22, REDACTED <REDACTED@visitscotland.com> wrote: Hi

Helene,

We would be happy to have you 😊! Which airport would you be flying from? I am keen to book all the flights this week.

Thanks,
REDACTED

REDACTED

Assistant PR Manager - Northern Europe

VisitScotland
Ocean Point One
[94 Ocean Drive](#)
[Edinburgh EH6 6JH](#)
Directline: [REDACTED](#)
Switchboard: REDACTED(ask for consumer PR)
Fax: [+44\(0\)131 472 2009](#)
Email: REDACTED@visitscotland.com
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<image001.jpg>

<image002.jpg><image003.jpg>

From: Helene in Between [<mailto:REDACTED@heleneinbetween.com>]
Sent: 24 October 2017 17:03
To: REDACTED<REDACTED@visitscotland.com>
Subject: Re: Great to Meet you at STS!

Hi REDACTED,
Yes I would love to come to Glasgow!

Helene

Helene In Between
[Blog](#) [Twitter](#) [Facebook](#)

On Oct 23, 2017, at 13:37, REDACTED
<REDACTED@visitscotland.com> wrote:

Hi Helene,

Good to hear from you. Are you interested in joining our trip to Glasgow?

Very best,
REDACTED

REDACTED

Assistant PR Manager - Northern Europe

VisitScotland

Ocean Point One

[94 Ocean Drive](#)

[Edinburgh EH6 6JH](#)

Directline: [REDACTED](#)

Switchboard: REDACTEDask for consumer PR)

Fax: [REDACTED](#)

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<image004.jpg>

<image005.jpg><image006.jpg>

From: Helene in Between [<mailto:REDACTED@heleneinbetween.com>]

Sent: 23 October 2017 11:24

To: REDACTEDREDACTED@visitscotland.com>

Subject: Re: Great to Meet you at STS!

Hi REDACTED!

Just wanted to follow up on this trip and see if you needed anything else from me. I look forward to hearing from you!

Helene

Helene In Between

[Blog](#) [Twitter](#) [Facebook](#)

On Oct 13, 2017, at 14:41, REDACTED

<REDACTED@visitscotland.com> wrote:

Hi Helene,

It's great to hear from you. Was so nice to meet you at STS and get to chat with you in between the talks 😊.

I have passed on your contact to REDACTED (REDACTED@visitscotland.com) who looks after the US for us – he is actually travelling over there at the moment. But I'm sure he will be in touch when he gets back. Feel free to contact him directly as well though.

In the meantime – there is actually one project I am working on that I would like to invite you to. It is strictly speaking a European campaign – but you're based in Germany and I think it would be brilliant if you could make it. All details below, let me know if you're free and fancy joining us for an amazing weekend in Scotland's coolest city.

+++

<image007.jpg>

<image008.jpg> <image009.jpg>

Blogger Weekend in [Glasgow](#) with 30 bloggers from Europe and UK – 25th to 27th November

We will cover all travel expenses, including flights and meals. This is the rough itinerary – it should be a lot of fun:

Saturday 25th November:

- **Arrival in Glasgow**
- **Afternoon – special sightseeing tour of Glasgow (including a cheeky G&T)**
- **Private Tour of Tennents Brewery**
- **Exclusive [Celtic Connections](#) launch - 3 bands performing at Celtic**

Connections in 2018 will come to perform that evening just for you

- **Overnight at the Abode Hotel**

Sunday 26th November:

- **You will be split in groups to do the following tours: MacKintosh Tour (150th anniversary), Murals Tour, Music Tour and Generic tour of the city themed around Year of Young People 2018. You will have a chance to sign up for your favourite in advance (more details to follow)**
- **For lunch, each group will go to a different restaurant**
- **Afternoon: you will be able to either enjoy some free time in Glasgow (we will provide a list of must see attractions in Glasgow and most Instagrammable places in Glasgow) or can sign up for a tour of the brand new Clydeside distillery.**
- **After dinner, learn to party like a true Scot at the St Andrews [Ceilidh](#) on St Andrews square in Glasgow**
- **Overnight at the Abode Hotel**

Monday 27th November:

- **Flight back home**

+++

Let me know what you think. I look forward to hearing from you.

Very best and have a fab weekend,
REDACTED

REDACTED

Assistant PR Manager - Northern Europe

VisitScotland

Ocean Point One

[94 Ocean Drive](#)

[Edinburgh EH6 6JH](#)

Directline: [REDACTED](#)

Switchboard: [REDACTED](#) (ask for consumer PR)

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<image004.jpg>

<image005.jpg><image006.jpg>

From: Helene Sula

[\[mailto:REDACTED@heleneinbetween.com\]](mailto:REDACTED@heleneinbetween.com)

Sent: 13 October 2017 10:47

To: REDACTED<REDACTED@visitscotland.com>

Subject: Great to Meet you at STS!

Hey there REDACTED,

This is Helene Sula
(heleneinbetween.com) and we met at

the recent Social Travel Summit in Kitzbuehel. I really enjoyed meeting you and getting to learn more about travel and the industry. I really enjoyed talking to you about Scotland and hope to travel there some day soon! I am working on scheduling my 2018 travel and wanted to chat further with you about working together in some capacity. My audience is mostly US based so I know you mentioned putting me in contact with your US department.

Thanks for being a great companion at the conference and hope you're doing well!

Helene

Helene In Between

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teachdaireachd-sa sa bhad. Na dèan lethbhreac den fhiosrachadh, na foillsich e ann an dòigh sam bith, na dèan gnìomh ri a linn.

Dh'fhaodadh beachdan pearsanta a bhith gan cur an cèill sam post-d seo nach eil a' riochdachadh beachdan VisitScotland. Tha siostam post-dealain VisitScotland (an teachdaireachd sam post-dealain seo agus ceangalachain sam bith) ga mheasadh agus ga chlàradh gu tuaireamach airson adhbharan tèarainteachd agus tràanadh.

Tha VisitScotland a' comhairleachadh gu bheil sibh a' fosgladh puist-d agus cheangalachain aig ur cunnart fhèin.

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Tha VisitScotland a' comhairleachadh gu bheil sibh a' fosgladh puist-d agus ceangalachain aig ur cunnart fhèin.

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Tha VisitScotland a' comhairleachadh gu bheil sibh a' fosgladh puist-d agus ceangalachain aig ur cunnart fhèin.

From: Helene Sula <REDACTED@heleneinbetween.com>
Sent: Tuesday, November 7, 2017 5:47 PM
To: REDACTED <REDACTED@visitscotland.com>
Subject: Re: Blogger weekend in Glasgow -Tours & More

Hi REDACTED!

Thanks for the update. REDACTED. I would love to go on the tour of the distillery. Mobile number: REDACTED
As for preferences on tours mine are:
General Glasgow Sightseeing Tour
and
Music Tour
Thanks again!

Helene

Helene In Between
[Blog](#) [Twitter](#) [Facebook](#) [Instagram](#)

On Tue, Nov 7, 2017 at 6:35 PM, REDACTED <REDACTED@visitscotland.com> wrote:

Hi there,

I hope you're well. I have a few questions for you with regard to our blogger weekend in Glasgow.

The first one is about **the tours that are scheduled for Sunday morning**. We only have limited capacity on all of these tours. Therefore, it would be great if you could tell me what your **two**

preferences are. We will try and make one or the other happen for you 😊. All tours start at 11am and last for 1h30min to 2 hours.

Here is an overview of the tours:

- General Glasgow Sightseeing Tour (with link to Scotland's Year of Young People 2018)
- [Mackintosh-Tour](#) (the famous architect has left his mark on the city and 2018 will be his 150th anniversary)
- [Music Tour](#) – Glasgow is UNESCO City of Music!
- [Murals Tour](#)

For **Sunday afternoon**, we are planning a tour of the brand new [Clydeside distillery](#) – would you like to join us?

And there's two more things I need to know:

- Mobile number in case we need to get in touch
- Any dietary requirements?

Would be great if you could let me know **by the end of the week**.

Very best,

REDACTED

REDACTED

Assistant PR Manager - Northern Europe

VisitScotland

Ocean Point One

[94 Ocean Drive](#)

[Edinburgh EH6 6JH](#)

Directline: [+REDACTED](#)

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Tha VisitScotland a' comhairleachadh gu bheil sibh a' fosgladh puist-d agus cheangalachain aig ur cunnart fhèin.

From: Helene Sula <REDACTED@heleneinbetween.com>
Sent: Wednesday, November 22, 2017 9:42 AM
To: REDACTED<REDACTED@visitscotland.com>
Subject: Re: Your Glasgow Itinerary

Hi REDACTED,
Just took a look at the itinerary and it looks great! Thank you so much for your attention to detail! I appreciate it. Look forward to seeing you soon.

Helene

Helene In Between
[Blog](#) [Twitter](#) [Facebook](#) [Instagram](#)

On Tue, Nov 21, 2017 at 3:25 PM, REDACTED <REDACTED@visitscotland.com> wrote:

Hi Helene,

Hope all is well. I hope you are as excited for Glasgow as we are 😊

I have attached the final itinerary for you. Please have a look and let me know if you have any questions.

I will send another email this afternoon with general suggestions for Glasgow and will introduce you to some of the other bloggers as well.

Can't wait to see you on Saturday!

Very best,

REDACTED

REDACTED

Assistant PR Manager - Northern Europe

VisitScotland

Ocean Point One

94 Ocean Drive

Edinburgh EH6 6JH

Directline: [+REDACTED](tel:+REDACTED)

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From World Heritage Sites to ancient monuments, cultural traditions to our myths, stories and legends, the 2017 Year of History, Heritage and Archaeology, running from 1 January to 31 December shines a spotlight on Scotland's greatest assets, icons and hidden gems. 2017 is the year to delve into the past – come and make history with us! [#HHA2017](#) [#facethepast](#)

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Tha VisitScotland a' comhairleachadh gu bheil sibh a' fosgladh puist-d agus cheangalachain aig ur cunnart fhèin.

From: Helene Sula <REDACTED@heleneinbetween.com>
Sent: Monday, December 4, 2017 9:02 AM
To: REDACTED<REDACTED@visitscotland.com>; REDACTED <REDACTED@visitscotland.com>
Subject: Re: Thank you very much!

Hi REDACTED and REDACTED!

I just wanted to extend my thanks for the great weekend in Glasgow. It was such a fun trip and really so wonderful and well organized. I think my favorite was the traditional dancing. You guys are so great and I appreciate you taking your time to spend it with me and the other bloggers. I look forward to seeing more of Scotland in the future. Happy holidays!

- Helene

Helene

Helene In Between

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On Tue, Nov 28, 2017 at 12:02 PM, REDACTED <REDACTED@visitscotland.com> wrote:

Hi guys,

I just wanted to say a massive thank you to you all for joining us this weekend in Glasgow! I hope you had a good time with us and enjoyed exploring the beautiful town of Glasgow.

If you have any question or need anything (pictures...) please get in touch with us ☺

Kind regards,

REDACTED

REDACTED

Consumer PR Manager Europe

VisitScotland

Ocean Point One

[94 Ocean Drive](#)

[Edinburgh EH6 6JH](#)

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From: Helene Sula <REDACTED@heleneinbetween.com>
Sent: Wednesday, December 6, 2017 9:34 AM
To: REDACTED <REDACTED@visitscotland.com>
Subject: Re: Hello from Scotland

Hey REDACTED!

I am happy to share! I took a total of 35 Instagram stories related to my strip in Glasgow (varying from pictures to videos). I've attached a screen shot of typical impressions on my stories. About 11,000 - 12,000 were reached per story. I also took 4 dedicated Instagram photos (so far, more to come!) from Glasgow and will send you screen shots of the impressions and reach.

Helene

Helene In Between

[Blog](#) [Twitter](#) [Facebook](#) [Instagram](#)

On Tue, Dec 5, 2017 at 11:29 AM, REDACTED <REDACTED@visitscotland.com> wrote:

Hello everyone,

I hope you're all well and have recovered from our Glasgow weekend and all the Ceildidh dancing ☺.
Thank you all again for coming, we had so much fun with you guys!

Of course, we have been following all your posts on Social Media and are super happy with all the great photos you took.

I was wondering if you would be able to share any stats with us? This would be a huge help! I would be especially keen on any information on number and reach of your Insta Stories – I know you posted lots of cool stuff in those at the time, but unfortunately we have no way of retrieving the details from our end.

I look forward to hearing from you.

Best wishes from Scotland,

REDACTED

REDACTED

Assistant PR Manager - Northern Europe

VisitScotland

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Tha VisitScotland a' comhairleachadh gu bheil sibh a' fosgladh puist-d agus ceangalachain aig ur cunnart fhèin.

From: Helene Sula <REDACTED@heleneinbetween.com>

Sent: Wednesday, January 10, 2018 5:07 PM

To: REDACTED <REDACTED@visitscotland.com>

Subject: Re: Happy New Year & Blog Articles

Hey REDACTED!

I did publish a post and I had some great feedback! Here's the article:

<https://heleneinbetween.com/2018/01/top-10-things-glasgow-scotland.html>

Helene

Helene In Between

[Blog](#) [Twitter](#) [Facebook](#) [Instagram](#)

On Wed, Jan 10, 2018 at 5:50 PM, REDACTED <REDACTED@visitscotland.com> wrote:

Hello lovely ladies,

I wish you a very happy New Year and hope you all had a fantastic Christmas and start to 2018.

We have already seen some great Glasgow articles on your blogs (thank you!) and look forward to reading more soon ☺.

If you do publish an article related to our Glasgow weekend it would be amazing if you could send me the link – I do check your blogs regularly, but want to make sure I see it right away. If you haven't published an article yet can you please give me an idea of when you are planning to publish?

Thank you all ever so much.

Very best,

REDACTED

REDACTED

Assistant PR Manager - Northern Europe

VisitScotland

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From: REDACTED
Sent: 05 December 2017 10:30
To: REDACTED; 'Helene Sula' <REDACTED@heleneinbetween.com>; 'REDACTED'
Subject: Hello from Scotland

Hello everyone,

I hope you're all well and have recovered from our Glasgow weekend and all the Ceilidh dancing 😊. Thank you all again for coming, we had so much fun with you guys!

Of course, we have been following all your posts on Social Media and are super happy with all the great photos you took.

I was wondering if you would be able to share any stats with us? This would be a huge help! I would be especially keen on any information on number and reach of your Insta Stories – I know you posted lots of cool stuff in those at the time, but unfortunately we have no way of retrieving the details from our end.

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The Year of Young People 2018 is a year-long programme of events and activities that will give young people in Scotland the opportunity to show the world what they are made of. www.yoyp2018.scot [#YOYP2018](https://twitter.com/YOYP2018) visitscotland.com/yoyp2018

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