

25 April 2024

Your Freedom of Information (Scotland) Act 2002 (“the Act”) Request

Thank you for your email which was received by VisitScotland on 27 March at 20:30 requesting information about:

- *A copy of this research [referenced in Lord Thurso’s statement regarding iCentre Closures], or provide a link to where it can be found online.*

VisitScotland’s Response

The following key research sources were utilised when making the decision to close our network of iCentres:

Our insight data over a number of years as published in our annual reports: [Our Annual Performance Report | VisitScotland.org](#)

VisitBritain: [MIDAS - Full Research Report - Dec 2022 \(2\).pdf](#)

Expedia: - [Expedia Group's Path to Purchase Study on Traveler Behaviors: Key Findings and Methodology](#)

TripAdvisor: [EconomicPortraitofTraveler2023.pdf \(tripadvisor.com\)](#)

In addition to these resources, we drew upon the professional knowledge and experience of our staff.

Your right to seek 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.