

5 June 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 20 April 2024, requesting the following information:

- “ 1. The monies received from the Scottish Government for Visit Scotland and income from sales in shops for the last year held on record.  
2. The overheads paid for premises rentals and connected Services (broken down into Tourist Info “walk in” centres and “other Administration offices” (not physically accessible by the public)  
3. The number of personnel employed in Visit Scotland walk in centres last year and the number employed as a whole.  
4. The total number of walk in centres  
5. The names and positions of those who decide Visit Scotland policies.  
6. The footfall numbers into the Tourist Information Centres over the last 2 years and how they are compiled  
7. The income generated through shop sales in Tourist Information Centres for the last year”

We sought clarification from you on 7 and 8 May in relation to what you meant by, “connected services,” and for which time frame you were seeking the information in part 2 of your request. You confirmed the following on the same dates:-

*“I am just trying to ascertain the split between the overheads. There will be the public “walk in information” centres and presumably other “non public offices”. By connected services I am referring to any other office used for example for management of the tourist centres or web sites or any other “head office” or office not accessible by the public,” and “It’s for the last year on record.”*

### VisitScotland’s response

In response to your request, we have responded using the numbering above.

1. Money received from the Scottish Government for VisitScotland in the last financial year:-

<b>Funding</b>	<b>VisitScotland £000s</b>	<b>Cycling World Championships WC £000s</b>	<b>VisitScotland Group £000s</b>
Resource	43,832	23,618	71,508
Capital	5,300	1,000	6,300
<b>Total</b>	<b>49,132</b>	<b>24,618</b>	<b>77,808</b>

Income received (in GBP £) from sales in Visitor Information Centres (VIC) for financial year 23/24:

<b>Location</b>	<b>Income (£)</b>
Aberdeen VIC	63,873
Aberfoyle VIC	134,050
Aviemore VIC	51,854
Ballater VIC	108,564

Balloch VIC	96,147
Bowmore VIC	28,048
Brodick VIC	39,230
Craignure VIC	119,744
Dumfries VIC	21,877
Dundee VIC	886
Edinburgh VIC	267,411
Fort William VIC	134,859
Glasgow VIC	201,186
Inverness VIC	92,525
Jedburgh VIC	53,519
Kirkwall VIC	157,187
Lerwick VIC	248,870
Oban VIC	39,972
Perth VIC	38,350
Pitlochry VIC	30,570
Portree VIC	98,038
Rothesay VIC	155,421
St Andrews VIC	192,512
Stirling VIC	70,753
Stornoway VIC	42,882
Ullapool VIC	47,500
<b>Total</b>	<b>2,535,830</b>

2. Premises rent for iCentres and offices:-

<b>Location</b>	<b>Rent Paid 23/24 (£)</b>
Aberdeen VIC	38,000
Aberdeen Office	59,580
Aberfoyle VIC	1
Aviemore VIC	32,800
Ayr Office	10,667
Ballater VIC	14,975
Balloch VIC	5,828
Dunoon Office (Queens Hall)	1,250
Edinburgh VIC	106,000
Edinburgh Training Suite	45,880
Edinburgh Waverley Court	93,000
Fort William VIC	30,000

Glasgow VIC	160,000
Glasgow Office	49,050
Inverness VIC	45,000
Inverness Office	41,972
Kirkwall Office & VIC	28,500
Lerwick Office & VIC	20,316
London Scotland House	47,000
Oban VIC	23,440
Perth VIC	26,000
Perth Office	15,000
Pitlochry VIC	20,000
Portree VIC	35,000
Selkirk Office	19,000
St Andrews VIC	57,800
Stirling Office	25,000
Stirling VIC	1
Stornoway VIC	11,996
Ullapool VIC	12,000
<b>Total</b>	<b>1,075,056</b>

**3. The number of personnel employed in VisitScotland iCentres last year, and the number employed as a whole:-**

Figures as at 16 April 2024

**Total VisitScotland personnel: 539**

**iCentre specific figures**

101 permanent staff

66 fixed term contract staff

30 management staff (28 permanent, 2 on fixed term contracts)

58 seasonal visitor services advisors

**4. The total number of walk in centres:-**

There are currently 25 iCentres in operation across Scotland.

**5. The names and positions of those who decide VisitScotland policies:-**

Please note that this information is exempt in terms of Section 25 of the Act, as it is otherwise accessible. Our annual report contains the details of our Board and Leadership Group members and can be accessed here:- [Our Annual Performance Report | VisitScotland.org](#)

Please also see the "About Us" section on our Corporate website covering these roles and how we are structured: [Our Team | VisitScotland.org](#)

**6. The footfall numbers into the information centres over the last two years and how they are compiled:-**

Please see attached a document showing the footfall figures for 2023 and 2024.

Footfall is collected at each iCentre location via an electronic visitor count system which records footfall in to the premises. The footfall data provided by this count system is unable to make any distinction between the types of visitors 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.

**7. The income generated through shop sales in tourist information centres:-**

As per the figures given in response to question 1.

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](mailto: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](mailto: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.

	Jan-23	Feb-23	Mar-23	Apr-23	May-23	Jun-23	Jul-23	Aug-23	Sep-23	Oct-23	Nov-23	Dec-23	
<b>GRAND TOTAL</b>	<b>31473</b>	<b>42981</b>	<b>52485</b>	<b>107966</b>	<b>162518</b>	<b>183764</b>	<b>225492</b>	<b>244965</b>	<b>174743</b>	<b>91266</b>	<b>42060</b>	<b>31210</b>	<b>1390923</b>
Aberdeen	904	1147	1266	1815	2972	4143	5546	5899	3232	1628	846	646	<b>30044</b>
Aberfoyle	1563	2304	2616	5342	6202	6298	7599	8887	6375	3615	3017	1856	<b>55674</b>
Aviemore	1352	2502	1955	2448	3767	4808	5257	6355	4535	2472	1383	1169	<b>38003</b>
Ballater	2057	3339	3960	7316	8111	8172	9060	10826	8165	5870	3544	2216	<b>72636</b>
Balloch	974	1717	2081	4348	5893	6713	8119	9997	6929	3101	1619	1180	<b>52671</b>
Bowmore	151	136	253	1066	2209	2264	2024	2616	2241	1117	220	104	<b>14401</b>
Brodick	448	711	1071	1671	2610	2852	2941	3796	2376	1302	495	210	<b>20483</b>
Craignure	1048	1284	2204	4785	6569	8929	8362	8956	6297	3439	949	593	<b>53415</b>
Dumfries	404	615	505	1075	1193	1346	1510	1744	1247	1068	557	324	<b>11588</b>
Dundee	1176	1596	1461	2552	2583	2963	3828	3795	909	0	0	0	<b>20863</b>
Edinburgh	7104	9650	10674	17314	19620	19627	24619	23272	21149	16436	7464	6821	<b>183750</b>
Fort William	973	1514	2616	5272	10484	10846	17380	18277	12211	6192	1695	1212	<b>88672</b>
Glasgow	1900	2381	3065	5236	7740	7368	10298	10405	7353	5034	3427	3075	<b>67282</b>
Inverness	1384	1991	2765	6242	10414	10836	12548	14382	9994	5006	1927	1199	<b>78688</b>
Jedburgh	380	578	708	1951	2487	2792	3373	4028	3265	1815	975	480	<b>22832</b>
Kirkwall	546	708	1703	6668	16926	20209	27018	26448	16903	3483	1024	668	<b>122304</b>
Lerwick	1730	994	810	2548	5724	7546	10265	11202	8271	1837	866	1198	<b>52991</b>
Oban	562	1127	1768	4611	7992	8379	10401	12286	7287	4148	1112	451	<b>60124</b>
Perth	840	981	1305	1603	2059	2434	2821	3482	2380	1324	1369	1028	<b>21626</b>
Pitlochry	634	1028	1205	2314	4018	4729	5730	6104	4885	2299	941	417	<b>34304</b>
Portree	773	1086	1977	4794	7887	8670	8686	9297	7172	2915	1109	627	<b>54993</b>
Rothsay	1300	1515	999	3929	4610	6871	9769	11078	6314	3811	1950	2318	<b>54464</b>
St Andrews	1021	1325	2571	4420	6162	8644	9625	11169	11851	6926	2611	1762	<b>68087</b>
Stirling	1634	2038	1696	5002	6454	7088	9831	11849	7238	4220	1933	1155	<b>60138</b>
Stornoway	313	331	536	1151	3120	2721	3554	3359	2284	820	590	273	<b>19052</b>
Ullapool	302	383	715	2493	4712	6516	5328	5456	3880	1388	437	228	<b>31838</b>

