

19 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 21 May 2024, requesting the following information:

1. *The number of visitors who used a physical iCentre since 2016, broken down by year*
2. *What assessment was conducted regarding the impact on communities of the closure of iCentres*
3. *How much has been spent on developing and creating the ‘digital-first strategy’*
4. *How many members of staff will the iCentre closures affect*
5. *How much funding has been allocated to re-training iCentre staff as they are deployed into other aspects of Visit Scotland.*

### VisitScotland's response

Please see our response using the numbering above:-

1. The annual footfall numbers from March 2019 onwards is available online at the following link: <https://www.visitscotland.org/about-us/what-we-do/visitor-information>

The annual footfall numbers for 2016, 2017, and 2018 are as per the attached PDF document.

2. VisitScotland carried out a screening assessment in terms of its duty to have regard to island communities when carrying out its functions under the Islands (Scotland) Act 2018. The Island Communities Screening Assessment relating to closure of iCentres has been published and is available on our website at: <https://www.visitscotland.org/about-us/our-policies/impact-assessments>
3. There has been no specific allocated spend on developing and creating the “digital first strategy” and this information is not held in terms of Section 17 of the Act.
4. As at 16 April, there are 167 iCentre VisitScotland staff in total who will be affected by iCentre closures.
5. This information is not held in terms of Section 17 of the Act. By way of explanation, while there will be budget allocated to upskilling and retraining, at present the associated costs are not yet clear. The first of VisitScotland iCentre closures will not take place until September 2024.

### 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.