

10 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 10 May 2024, requesting the following information:

“How many people visited each of your Information Centres in Scotland each year between 2019 and 2023 and how much was generated from sales in each of the centres during each of these years.”

VisitScotland’s response

Visitors to iCentres

Please see annual footfall figures recorded for each iCentre for 2019 – 2023.

iCentre	2019	2020	2021	2022	2023
Aberdeen	41,971	5,550	9,791	20,861	30,044
Aberfoyle	74,927	13,254	35,425	57,417	55,674
Aviemore	73,929	13,237	24,416	48,263	38,003
Ballater	101,237	15,941	30,690	61,035	72,636
Balloch	72,977	15,810	28,632	49,492	52,671
Bowmore	23,185	2,803	7,217	9,981	14,401
Brodick	26,547	2,677	10,647	20,404	20,483
Craignure	68,613	9,530	23,908	46,252	53,415
Dumfries	21,089	6,764	9,349	11,919	11,588
Edinburgh	268,635	33,468	42,193	148,570	183,750
Fort William	152,934	17,148	25,435	78,784	88,672
Glasgow	107,918	11,078	15,448	53,143	67,282
Inverness	115,326	14,393	26,906	72,162	78,688
Jedburgh	24,246	5,241	12,178	19,133	22,832
Kirkwall	139,967	7,704	21,434	73,182	122,304
Lerwick	56,555	7,322	17,886	39,321	52,991
Oban	150,821	15,816	38,062	72,905	60,124
Perth	29,744	6,619	10,210	18,524	21,626
Pitlochry	44,558	7,777	18,641	34,340	34,304
Portree	99,596	10,468	20,892	49,563	54,993
Rothesay	60,347	9,410	13,255	36,271	54,464
St Andrews	97,920	10,880	23,448	52,578	68,087
Stirling	87,053	16,100	23,847	42,664	60,138
Stornoway	30,033	2,510	11,571	18,939	19,052
Ullapool	34,388	3,496	9,811	27,982	31,838

Income received from sales 2019 – 2023:

Please see net income figures for each iCentre for financial year (FY) 2019-20 to financial year 2023 – 24.

VisitScotland's financial year runs from 1 April to 31 March.

iCentre	FY 2019-20 (£000)	FY 2020-21 (£000)	FY 2021-22 (£000)	FY 2022-23 (£000)	FY 2023-24 (£000)
Aberdeen VIC	(45)	(2)	(18)	(34)	(29)
Aberfoyle VIC	(64)	(4)	(34)	(65)	(70)
Aviemore VIC	(41)	(1)	(17)	(28)	(22)
Ballater VIC	(61)	(4)	(26)	(43)	(56)
Balloch VIC	(45)	(1)	(23)	(42)	(46)
Bowmore VIC	(17)	(1)	(8)	(11)	(13)
Brodick VIC	(24)	(0)	(10)	(15)	(20)
Craignure VIC	(62)	(76)	(45)	(64)	(75)
Dumfries VIC	(15)	(1)	(8)	(8)	(9)
Edinburgh VIC	(152)	(1)	(32)	(177)	(239)
Fort William VIC	(71)	(4)	(20)	(61)	(67)
Glasgow VIC	(103)	(2)	(25)	(75)	(102)
Inverness VIC	(67)	(2)	(15)	(44)	(54)
Jedburgh VIC	(31)	(1)	(11)	(24)	(24)
Kirkwall VIC	(81)	1	(15)	(53)	(77)
Lerwick VIC	(79)	(3)	(27)	(81)	(123)
Oban VIC	(35)	(0)	(8)	(21)	(20)
Perth VIC	(28)	(2)	(12)	(21)	(21)
Pitlochry VIC	(19)	(1)	(7)	(17)	(15)
Portree VIC	(76)	(3)	(27)	(55)	(48)
Rothesay VIC	(72)	(0)	(21)	(71)	(94)
St Andrews VIC	(94)	1	(32)	(89)	(96)
Stirling VIC	(51)	(0)	(13)	(33)	(40)
Stornoway VIC	(38)	(1)	(12)	(26)	(22)
Ullapool VIC	(21)	(1)	(6)	(25)	(23)

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.