

11 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 13 May 2024, requesting the following information:

“I would like to know the following information about how many people used the Lerwick tourist centre.

- *How many people visited the tourist centre in each calendar month beginning on January 1st 2019, ending on April 30th 2024.*
- *What were the busiest 10 days during that period? Provide exact dates and how many people were in on those days.*
- *On average, what are the busiest times during a day the centre has been open? Provide how many people were in during three hour increments. If not possible provide the same details for morning and afternoon.*
- *What were the most popular topics (for example, Up-Helly-Aa or guided tours) requested by visitors?”*

VisitScotland’s response

1. How many people visited the tourist centre in each calendar month beginning on January 1 2019 ending on April 30th 2024?

Please see attached a PDF document containing footfall figures for Lerwick iCentre.

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.

2. What were the 10 busiest days during that period? Provide exact dates and how many people were in on those days.

We do not hold this information broken down by day for the full duration of the time period you have requested, and therefore this information is not held in terms of Section 17 of the Act.

We do hold information in relation to the 10 busiest days in 2022 and 2023, which is as follows:-

| 2022 | |
|------------|----------|
| Date | Footfall |
| 05/08/2022 | 627 |

| | |
|------------|-----|
| 23/08/2022 | 558 |
| 16/08/2022 | 537 |
| 07/07/2022 | 507 |
| 18/08/2022 | 501 |
| 09/06/2022 | 500 |
| 26/06/2022 | 421 |
| 27/07/2022 | 409 |
| 26/05/2022 | 400 |
| 12/07/2022 | 398 |

| 2023 | |
|-------------|-----------------|
| Date | Footfall |
| 31/08/2023 | 955 |
| 29/08/2023 | 913 |
| 25/07/2023 | 837 |
| 06/08/2023 | 833 |
| 17/08/2023 | 805 |
| 01/09/2023 | 776 |
| 12/07/2023 | 775 |
| 23/09/2023 | 764 |
| 05/09/2023 | 763 |
| 03/09/2023 | 754 |

- 3. On average, what are the busiest times during a day the centre has been open? Provide how many people were in during three hour increments. If not possible provide the same details for morning and afternoon.**

This information is not held in terms of Section 17 of the Act. We do not record footfall figures by the hour or separated out by morning/afternoon.

- 4. What were the most popular topics (for example, Up-Helly-Aa or guided tours) requested by visitors?**

This information is not held in terms of Section 17 of the Act. We do not record this data.

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.

