

06 February 2026

Your request for information under the Freedom of Information (Scotland) Act 2002 (“the Act”)

Thank you for your email which was received by VisitScotland on 12th January 2026 at 9.30pm requesting :-

1- How much money did Visit Scotland spend on marketing in 2025 (including billboards, digital advertising, social media, etc) ? How much in 2024, 2023, 2022, and 2021? Please include the cost of third-party contracts.

2- How many people interacted with Visit Scotland’s digital advertising in 2025? How about in 2024, 2023, 2022, and 2021?

3- How many people interacted with Visit Scotland’s social media in 2025? How about in 2024, 2023, 2022, and 2021?

4- How much revenue has Visit Scotland generated from its marketing campaigns in 2025? How much in 2024, 2023, 2022, and 2021?

With regard to point 1, we asked on the 15th January if you could clarify what you expect to be covered by the term “marketing”. You confirmed on the 15th January that you are most interested in physical manifestations – i.e. billboards, digital adverts and social media adverts and we have responded to point 1 taking this into consideration.

With regard to point 4, we asked for clarification on 14th January about whether you were looking for the amount of revenue generated for VisitScotland specifically or the Scottish economy in general. You confirmed on 15th January that information relating to both would be helpful and we have responded to point 4 taking this into consideration.

VisitScotland’s response

We confirm that VisitScotland holds some of the information which you have requested.

Explanatory Notes

- Any information provided for 2025/26 is incomplete as we are currently in that financial year.
- For questions 2 and 3, whilst we are unable to report on the number of people who have interacted with digital advertising and social media, we can report on the reach. This is defined as the total number of times a piece of advertising was displayed or seen.

1. Media Spend

Year	2021-22	2022-23	2023-24	2024-25	2025-26
£M	£ 4.2	£ 11.3*	£ 3.8	£ 3.2	£ 2.1

2. Reach – digital advertising (inc. paid social)

2021-22	2022-23	2023-24	2024-25	2025-26
Not held**	211,390,424	195,555,333	106,008,010	222,986,440

3. Reach – social media

2021-22	2022-23	2023-24	2024-25	2025-26
Not held**	167,600,000	161,300,000	135,400,000	121,400,000

4. Revenue Generated

VisitScotland does not spend money on marketing to generate revenue directly for itself. VisitScotland spends money in order to generate revenue for the Scottish economy. Therefore the figures below are reflective of that.

Year	2021-22	2022-23	2023-24	2024-25	2025-26
£M***	£ 17.0	£ 73.3	£ 56.7	£ 73.5	Not available**

*Please note 2022-23 included £6.9m ringfenced funding post COVID (STERG International Recovery, Days Out, Visit Management & Aviation)

**Some of the information you have asked for is not held, or not yet available. VisitScotland's annual accounts for the financial year 2025/26 will not be published until late December 2026 or January 2027 after the end of the financial year and conclusion of the external audit, and then approval by the Scottish Parliament. We therefore do not hold this part of the information you have requested. Section 17 of the Act states that where public authorities receive requests for information that they do not hold, they must issue a notice advising that they do not hold the requested information. This letter provides you with that notice.

***Note: International Consumer Marketing NEI (Net Economic Impact) was suspended in 2021/22 due to Covid-19 related global travel restrictions

Please note that an anonymised version of this response will be made publicly available on VisitScotland's website.

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:

Ms Vicki Miller
Chief Executive
VisitScotland

Waverley Court
4 East Market Street
Edinburgh
EH8 8BG

Telephone: 0131 473 3603

E-mail: vicki.miller@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

A link to the Commissioner's website which provides further information can be found here: [Homepage | Scottish Information Commissioner](#)

You also have the right to appeal to the Court of Session in Scotland on a point of law concerning our response.