

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:

*“Could you please supply me with the number of face to face visitors that the Oban VisitScotland office had per month from January 2021 until May 2024. It would be useful if you have the information of how many had pre booked their visits to Oban through yourself.”*

### VisitScotland’s response

#### 1. Number of face to face visitors at Oban iCentre January 2021 – May 2024

Year	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
2021	0	0	0	193	2,881	5,948	6,767	8,984	7,667	4,363	847	412
2022	420	933	1,810	4,802	9,506	11,413	13,804	15,386	9,179	3,672	1,310	670
2023	562	1,127	1,768	4,611	7,992	8,379	10,401	12,286	7,287	4,148	1,112	451
2024	521	685	1,827	3,402								

Please note that footfall has been collected at each location via the means of either electronic or manual visitor count system. Since November 2023, only manual trackers have been used to collate footfall. The footfall data does not distinguish between the types of visitors, and we do not manually record visitor demographics, nature of visit, origin of visitors or any other supplementary information.

We do not hold information on visitor numbers for May 2024 in terms of Section 17 of the Act.

#### 2. Visitors who have prebooked their visits to Oban through VisitScotland

Please note that this information is not held in terms of Section 17 of the Act. We do not record this information.

### 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.