

24 October 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 September 2024:

“I would like to use the FOI Act to obtain information on when Visit Scotland began paying Search Engines such as Microsoft, Google or others and how much Visit Scotland have been paying them each year.”

VisitScotland’s response

VisitScotland do not currently use any paid search engines such as those given in the example. VisitScotland has not used this type of marketing (paid search engines) since 2019, over five years ago.

VisitScotland did previously use paid search engines, commencing this activity before 2015. Unfortunately VisitScotland does not hold any further information in relation to how much was spent on paid search engines while this spend was part of our marketing activity. This is due to changes in data storage and the platforms we use to record financial data since this activity was undertaken, and we no longer have access to detailed records of our marketing spend. Accordingly this information is not held by VisitScotland in terms of Section 17 of the Act.

We hope that the extra contextual information we have provided is helpful to you.

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

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