

9 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 11 September 2024:

“Under the Freedom of Information (Scotland) Act 2002, I am requesting the following information:

- 1) The total number of full-time equivalent (FTE) press and/or communications and/or media officers employed over the last five financial years (broken down by year).*
- 2) The total cost (including salaries, benefits, and other associated costs) of employing these press and/or communications and/or media officers over the last five financial years (broken down by year).”*

VisitScotland’s response

We note that you have asked for information regarding “press and/or communications and/or media officers” in your request. As these job titles do not align directly with the job titles used at VisitScotland, we have interpreted your request to include the following job titles in this disclosure: Corporate Press Officer, PR & Media Manager, Press Manager, Regional Press Officer and Senior Corporate Press & Social Media Manager.

Please see below the information in the format requested:

2020-21	Number (FTE)	8.17
	Cost	£347,618
2021-22	Number (FTE)	8.37
	Cost	£356,919
2022-23	Number (FTE)	7.54
	Cost	£365,795
2023-24	Number (FTE)	7.54
	Cost	£381,765
2024-25	Number (FTE)	7.74
	Cost	£413,972

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.