

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 18 September 2025 at 11.53, requesting the below information:

1. The **total annual spend** on collaborations with social media influencers/content creators for the past three financial years (or calendar years, if more convenient).
2. A **breakdown of this spend by county or regional designation** (e.g., Highland, Fife, East Lothian, etc.) for each of those years.
3. For **East Lothian**, a further breakdown of spend by town or locality (e.g., North Berwick, Dunbar, Haddington, etc.), if this level of detail is held.
4. The **number of collaborations** per region and per East Lothian town, along with the **platforms used** (e.g., Instagram, TikTok, YouTube), if available.
5. Any **internal guidance or criteria** used by VisitScotland to determine which content creators to work with and how regional allocations are decided.

VisitScotland’s response

VisitScotland does not hold the level of detail requested for question 3 and parts of question 4 – we have regional detail but not all location or town/village level detail. We have provided the information we do hold. 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.

In response to your request, the numbers below correspond with your own numbers. We have interpreted the past three financial years as 22/23, 23/24 and 24/25.

1. Please find the total annual spend on collaborations with social media influencers/content creators for the past three years.

22/23	23/24	24/25
£159,272.83 (£4027)*	£129,695.31 (£5195.58)*	£58,886

2. Please find a breakdown of the spend per region per year

Region	22/23	23/24	24/25
Aberdeenshire	4570	3,600	12,240
Argyll & Isles	18,300	5,850	0
Ayrshire & Arran	0	8,900	0
Dumfries & Galloway	3,750	0	0
Dundee	500	2,000	0
East Lothian*	6,102 (£4027)	7,097.78 (£5195.58)	0
Edinburgh	2,925	28,468.02	13,042

Edinburgh & Lothians	9,100	0	0
Fife	0	0	4,800
Glasgow	11,450	32,429	1,037
Highlands	8,150	19,700.61	0
Loch Lomond & Trossachs	0	3,050	11,070
Moray Speyside	2,622	0	0
Multi region**	57,203.83	5,099.90	2,531
Orkney	14,200	1,400	0
Outer Hebrides	0	2,100	0
Perthshire	19,850	0	10,166
Scottish Borders	0	10,000	0
Shetland	550	0	4,000

*Please note that the total annual spend includes the spend on 4 projects which were facilitated by VisitScotland and funded by East Lothian Council. The East Lothian Council funding and other statistics in this response for these projects is shown in brackets.

**For clarity, "multi region" is where more than one region is featured in a project and we cannot breakdown the cost into specific regions.

3. VisitScotland does not hold this information.

4. Please find a breakdown of the platforms used by region

Region	Number of collaborations	Instagram	Tiktok	YouTube	Blog	Facebook
Aberdeenshire	4	3	1	1	0	0
Argyll & Isles	5	4	3	1	0	0
Ayrshire & Arran	1	1	0	1	0	0
Dumfries & Galloway	2	0	1	0	0	0
Dundee	2	2	0	0	1	0
East Lothian	7 (4)	7 (4)	4 (4)	1	1 (1)	0
Edinburgh	8	6	2	2	1	0
Edinburgh & Lothians	1	1	0	1	0	0
Fife	1	1	0	0	0	0
Glasgow	10	8	3	2	1	1
Highlands	9	7	7	1	0	0
Loch Lomond & Trossachs	3	1	3	0	0	0
Moray Speyside	2	1	2	0	0	0
Multi region	29	26	12	1	0	2
Orkney	2	2	1	1	0	0
Outer Hebrides	1	0	1	0	0	0
Perthshire	6	4	3	1	0	1
Scottish Borders	1	1	0	0	0	0
Shetland	2	2	1	0	0	0
Total	94 (4)	77 (4)	44 (4)	13	4 (1)	4

We do not hold more specific information for all collaborations in East Lothian, however we can provide you with more specific information on the four projects VisitScotland delivered in partnership with East Lothian Council:-

22/23	Collaboration 1	Collaboration 2
Platforms used	Tik Tok and Instagram	Tik Tok and Instagram
Locations	<ul style="list-style-type: none"> • The Watchman Hotel • Gullane Beach • Foxlake Adventures • National Museum of Flight • Pressmennan Woods • Dunbar • Bostock Bakery • Chesters Hillfort • The Waterside Bistro. 	<ul style="list-style-type: none"> • The Mart • Preston Mill • John Muir Country Park • Tantallon Castle • Tynninghame Smithy

23/24	Collaboration 1	Collaboration 2
Platforms used	Tik Tok and Instagram	Tik Tok, Instagram, Blog
Locations	<ul style="list-style-type: none"> • Dunmuir Hotel • Parkers Café • John Muir Country Park • Smeaton Dogwood and Smeaton Estate • Tynninghame Smithy • Traprain Law • Brig and Barrel • Tantallon Castle • The Ship Inn • Unleashed Dog Adventure Park 	<ul style="list-style-type: none"> • Whitekirk Hill • Yellowcraig Beach • Archerfield Walled Garden • Spa on the Hill at Whitekirk Hill • The Creel Restaurant • Gosford House • Newhailes House.

5. Internal guidance or criteria used by VisitScotland to determine which content creators to work with and how regional allocations are decided is as follows: -

VisitScotland uses a structured approach to assessing and selecting content creators. This begins with a benchmarking table that compares influencers against key criteria, including:

- Audience location and relevance to target markets
- Engagement rate
- Average likes, comments, and views
- Comment quality and authenticity of interactions
- Overall brand fit with VisitScotland's values and positioning

Creators who pass this analytics stage then undergo a background check to assess risk and suitability. This review considers their wider digital footprint, any potential red flags, and general professionalism.

Further evaluation focuses on:

- Quality and consistency of content
- Presence on platforms relevant to our audiences
- Proven ability to fulfil briefs and deliver strong storytelling
- Track record of transparently disclosing paid partnerships

Regional allocations are determined based on the strategic priorities of campaigns, ensuring representation across Scotland and alignment with destination marketing needs.

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.