

9 July 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 3 July 2024:

You have decided to close iCentres after 'considering a wide range of research and insights'. (The wording on your website).

Please could you let me have a copy of all of the research and insights which informed your decision to close the iCentres. This must be in the public interest.

VisitScotland’s response

The following key research sources were utilised when making the decision to close our network of iCentres:

- Our insight data over a number of years as published in our annual reports: [Our Annual Performance Report | VisitScotland.org](#)
- VisitBritain: [MIDAS - Full Research Report - Dec 2022](#)
- Expedia: - [Expedia Group's Path to Purchase Study on Traveler Behaviors: Key Findings and Methodology](#)
- TripAdvisor: [EconomicPortraitofTraveler2023](#) (tripadvisor.com)

In addition to these resources, we drew upon the professional knowledge and experience of our staff.

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

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.