

21 May 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 23 April 2024, requesting the following information:

The number of face to face visitors accessing the Rothesay iCentre on the Isle of Bute:

- 1. By month - i.e January - December*
- 2. For the following years 2021, 2022, 2023, 2024 to date, and*
- 3. If known, could you also indicate of these numbers, how many were independent travellers and how many were on organised trips.*

VisitScotland’s response

In response to item 1, please see a table of visitor numbers to the Rothesay iCentre for 2021 – 2024 (to April 2024) broken down by month:-

Year	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
2024 (to April 2024)	1,203	1,541	3,002	3,785								
2023	1,300	1,515	999	3,929	4,610	6,871	9,769	11,078	6,314	3,811	1,950	2,318
2022	198	417	779	2,063	2,438	4,502	8,058	5,969	5,027	3,524	1,735	1,561
2021	0	0	0	93	1,097	1,947	2,742	3,063	2,252	1,339	384	338

In response to item 2, please see total visitors per year:-

2024 (total to April 2024): 9,531

2023: 54,464

2022: 36,271

2021: 13,255

Please note that visitor numbers in the years 2021 and 2022 were impacted by Covid-19 and associated government restrictions.

In response to item 3, this information is not held in terms of Section 17 of the Act.

The footfall data provided by this count system is unable to make any distinction between the types of visitors and we do not manually record visitor demographics, nature of visit, origin of visitors or any other supplementary information. For context, this means that the footfall count will also include people accessing the location for purposes that are not directly related to seeking visitor information and/or making a purchase. This includes staff members who come and go from the premises.

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.