

11th September 2025

Your request for information under the Freedom of Information (Scotland) Act 2002 (“the Act”)

Thank you for your email which was received by VisitScotland on 14th August 2025 at 8.04pm requesting :-

1. Details of any software/platforms currently used to manage your organisation’s social media accounts.
2. The annual cost of these tools.
3. The contract expiry date(s) for these tools.
4. Details of any software/platforms used for social listening or media monitoring.
5. The annual cost of these tools.
6. The contract expiry date(s) for these tools.
7. The name and role of the person responsible for overseeing these contracts.

VisitScotland’s response

1. Brandwatch
2. £78,000 – this software is not just for social media management.
3. March 2028

Please find information for questions 4 to 6 below. The information is provided in table form for clarity.

	Social listening	Media Monitoring			
4	Brandwatch	Onclusive	ADAY	Argus Data Insights	Grebstadt Hicks Communications
5	£42085.10	Up to £7.5k	Up to £5k	Up to £5k	£24,170 (not just for media monitoring and do not hold information on split).
6	April 2026	End of November 2025	End of September 2025	End of September 2025	End of September 2025

7. An exemption under Section 38(1)(b) of the Act applies to the information requested because it is personal data of staff and third-party staff below chief executive and director level.

These individuals have a greater expectation of privacy and would not expect their personal data to be processed in this manner. Disclosing their personal data would therefore contravene the data protection principles in Article 5(1) of the UK General Data Protection Regulation and accordingly this information is considered by us to be exempt under Section 38 (1) (b) of the Act. This exemption is absolute and is not subject to the public interest test.

The VisitScotland Director whose remit includes procurement is Ken Neilson, Director of Corporate Services.

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.