

28 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 30 September 2024:

*How much did Visit Scotland pay "influencers" Somewhere Wilder for their vlog ?*

<https://www.tiktok.com/@somerewilder/video/7134743556115287301>

### **VisitScotland’s response**

We consider that the information you have requested is exempt from disclosure under Section 33 of the Act, in that release of the information would, or would be likely to, substantially prejudice the commercial interests both of VisitScotland and of the influencer, Somewhere Wilder.

We consider that the rates paid to a particular influencer for a specific project would impact the ability of both parties to negotiate their rates on the market. Having considered the public interest test, while the public has an interest into the transparent spending of public money, it also has an interest in obtaining value for money. Maintaining a competitive market is also within the public interest. Accordingly, we have withheld this information.

### **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](mailto: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](mailto: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.