

29 May 2026

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 30th April at 7.19am requesting the below information:

1. *How much revenue does tourism generate for Scotland annually?*
2. *What proportion of that tourism revenue is generated north of Perth, including the Highlands and wider northern Scotland?*
3. *How is VisitScotland funded, including Scottish Government support, membership income, commercial income, and any other sources?*
4. *What is the total annual cost of running VisitScotland?*
5. *Since the closure of the Tourist Information Centres, how many staff are currently employed by VisitScotland?*
6. *What is the total annual staff cost for VisitScotland, including senior staff, wages, pensions, and related employment costs?*
7. *What are VisitScotland’s other operating costs?*
8. *How much of VisitScotland’s annual budget is spent on marketing and promoting Scotland?*
9. *Is there a breakdown of marketing spend specifically allocated to the Highlands or areas north of Perth?*
10. *How much Scottish Government funding was provided to VisitScotland while the Tourist Information Centres were in operation?*
11. *How much Scottish Government funding has been provided to VisitScotland since the closure of the Tourist Information Centres?*

VisitScotland’s response

VisitScotland holds some of the information which you have requested. We have responded to your queries using the numbering above.

The most recent complete and audited financial year that we have is the 2024-25 financial year (April – March) and therefore our answers are based on that year.

1. The tourism sector generated £11.4 billion in total visitor spend in Scotland.
2. We do not hold information for tourism revenue which covers “tourism revenue generated North of Perth.” We do however publish research and insights for the regions of Scotland (including the Highlands) where the spend by international and domestic visitors in 2024 can be found: [Scotland's Regions | VisitScotland.org](#) *
3. The information you seek has previously been published by VisitScotland. You can find the information within our annual performance reports for each financial year which are available here: [Our Annual Performance Report | VisitScotland.org](#)

In particular, the information you seek for question 3 is detailed within the following pages:

20/21	21/22	22/23	23/24	24/25
pp68-71	pp49-52	pp54-57	pp59-62	pp44-46

4. As per the above, the information you seek for question 4 is detailed within the following pages of our annual performance reports:

20/21	21/22	22/23	23/24	24/25
p96 onwards	p77 onwards	p83 onwards	p89 onwards	p71 onwards

5. The total number of staff is 330 as of 28th May 2026.

6. As per the previous questions, the information you seek for question 6 is detailed within the following pages of our annual performance reports:

20/21	21/22	22/23	23/24	24/25
p87	p68	p73	p79	p_62

7. All operating costs can be found in the annual report at the page numbers as detailed in our response to question 4.
8. This information can be found in the annual reports at the page numbers given in response to question 3. You may also find the response on Marketing spend and customer interaction useful – a copy of this has been attached to the email you received.
9. VisitScotland does not hold a regional breakdown for marketing spend.*
10. Information regarding the funding received from the Scottish Government can be found in the information provided in response to question 3. Please note that the first full year without the information centres will be 2026/27.
11. We do not hold this information* – as stated in response to question 10, the first full year without the information centres will be 2026/27.

*Section 17 of the Act states that where public authorities received 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.

Please note that an anonymised version of this response will be made publicly available on VisitScotland's website.

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

A link to the Commissioner's website which provides further information can be found here: [Homepage | Scottish Information Commissioner](#)

You also have the right to appeal to the Court of Session in Scotland on a point of law concerning our response.