

21 February 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 18 January 2024 at 1.40pm, requesting information about:

The total amount of money spent on advertising by Visit Scotland (in £), and broken down by:

- *recipient*
- *form (radio/TV/social media etc)*
 - *and further broken down by company*
- *location of recipient*
 - *i.e. how much advertising money spent in Scotland; in rest of UK; and outside UK*
 - *and please further break down spend outside UK by country/territory*

I request this data for each year over the last 10 years.

VisitScotland's response

Under section 13 of the Act, VisitScotland is not obliged to comply with an information request where it would exceed the cost limit, which is currently set at £600.

We have calculated that your request would exceed this cost limit. We are therefore unable to comply with certain aspects of your request for information. We have estimated that the following aspects of your query would result in a cost that far exceeds £600 to ascertain if we hold, ingather, and provide the information:

- Money spent on advertising broken down by form;
- Data for each year over the last 10 years.

We have however been able to provide you with the total amount of money spent on advertising in pounds sterling since 2018 by VisitScotland broken down by location of recipient which is as follows:-

Total spend in each year 2018 – 2023:-

Year	TOTAL ANNUAL SPEND
2018-19	£2,573,218
2019-20	£2,026,027
2020-21	£4,949,491
2021-22	£12,593,423
2022-23	£2,752,132

Spend broken down by location of recipient:-

Year	UK & Rol	USA/Canada	France	Germany
2018-19	£470,000	£919,000	£292,000	£432,000
2019-20	£434,100	£623,927	£478,000	£415,000
2020-21	£3,897,944	£371,933	£30,000	£52,482
2021-22	£5,137,157	£2,400,000	£785,168	£786,533
2022-23	£1,370,273	£935,859	£15,000	£105,900

Year	China	Australia	Spain	Netherlands
2018-19	£281,000	£179,218		
2019-20		£60,000		£15,000
2020-21	£12,284	£25,769		£20,000
2021-22	£660,000	£89,286	£19,299	£20,000
2022-23	£150,000**	£43,500	£12,600	£84,000

Year	Nordic countries	Italy	EU*
2018-19			
2019-20			
2020-21			£539,079
2021-22	£35,000	£20,980	£2,640,000
2022-23			£35,000

Notes:-

*Please note that our campaigns and our spend in some cases will be combined for more than one country, which is why there is a category for EU, and then separate categories for some of the constituent nations.

**Please note that we use Carat (a trading division of Dentsu UK Limited), a media and marketing agency based in Edinburgh, for most of our advertising spend. The exception in this table is £150,000 which was paid via Shanghai Ctrip.

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

Fax: 0131 472 2223

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.