

7 December 2020

Request under The Freedom Of Information (Scotland) Act 2002

Thank you for your Freedom of Information request dated 12 November 2020, in which you requested the following:

- 1. How much money was spent on promoting Aberdeen from July 2020 to November 2020?*
- 2. How much money was spent on TV advertising to promote Aberdeen from July 2020 to November 2020?*
- 3. How much money was spent on promoting Aberdeen from July 2019 - November 2019?*
- 4. How much money was spent on TV advertising to promote Aberdeen between July 2019 - November?*

As the national tourism organisation, VisitScotland promotes the country as a whole in our campaigns. Whilst Aberdeen will have featured in promotional material in the timeframes you have asked about, it is not possible to arrive at a complete and accurate figure for spend. Furthermore a lot of our activity is delivered through our own social channels and PR, so not everything runs through paid media.

VisitScotland also works closely with local industry partners and destination groups to help ensure good coverage of regions, cities and islands in our activity and we support their promotional activities, helping to ensure maximum reach to targeted audiences.

I hope this explanation is helpful to you. If, however, you are not satisfied with the response or the manner in which your application has been managed, you may in the first instance contact our Chief Executive, Malcolm Roughead, whose contact details are set out below:

Mr Malcolm Roughead
Chief Executive
VisitScotland
Ocean Point One
94 Ocean Drive
Edinburgh, EH6 6JH
Telephone: 0131 472 2201
Fax: 0131 472 2223
E-mail: malcolm.roughead@visitscotland.com

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), and 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 the response or the manner in which your application had been handled.

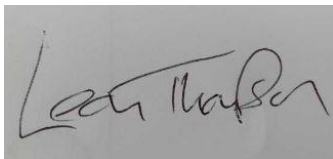
If you are still not satisfied with our handling of your application after we have responded to your request for a review, you have a right to apply to the Scottish Information Commissioner for a decision on whether we have dealt with your request in accordance with the Act.

The Scottish Information Commissioner may be contacted at:

Scottish Information Commissioner
Kinburn Castle
Doubledykes Road
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Fax: 01334 464611
E-mail: 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.

Yours sincerely,

A rectangular box containing a handwritten signature in black ink. The signature appears to read "Leon Thompson".

Leon Thompson
Government and Parliamentary Affairs Manager
VisitScotland

7 December 2020

Request under The Freedom Of Information (Scotland) Act 2002

Thank you for your Freedom of Information request dated 12 November 2020, in which you requested the following:

- 1. How much money was spent on promoting Aberdeenshire from July 2020 to November 2020?*
- 2. How much money was spent on TV advertising to promote Aberdeenshire from July 2020 to November 2020?*
- 3. How much money was spent on promoting Aberdeenshire from July 2019 - November 2019?*
- 4. How much money was spent on TV advertising to promote Aberdeenshire between July 2019 - November?*

As the national tourism organisation, VisitScotland promotes the country as a whole in our campaigns. Whilst Aberdeenshire will have featured in promotional material and activity in the timeframes you have asked about, it is not possible to arrive at a complete and accurate figure for spend. Furthermore a lot of our activity is delivered through our own social channels and PR, so not everything runs through paid media.

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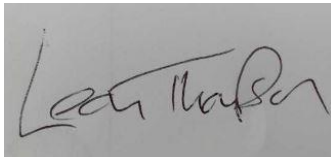
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Leon Thompson
Government and Parliamentary Affairs Manager
VisitScotland

7 December 2020

Request under The Freedom Of Information (Scotland) Act 2002

Thank you for your Freedom of Information request dated 12 November 2020, in which you requested the following:

- 1. How much money was spent on promoting the Highlands from July 2020 to November 2020?*
- 2. How much money was spent on TV advertising to promote the Highlands from July 2020 to November 2020?*
- 3. How much money was spent on promoting the Highlands from July 2019 - November 2019?*
- 4. How much money was spent on TV advertising to promote the Highlands between July 2019 - November?*

As the national tourism organisation, VisitScotland promotes the country as a whole in our campaigns. Whilst the Highlands will have featured in promotional material in the timeframes you have asked about, it is not possible to arrive at a complete and accurate figure for spend. Furthermore a lot of our activity is delivered through our own social channels and PR, so not everything runs through paid media.

VisitScotland also works closely with local industry partners and destination groups to help ensure good coverage of regions, cities and islands in our activity and we support their promotional activities, helping to ensure maximum reach to targeted audiences.

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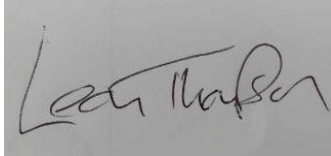
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Leon Thompson
Government and Parliamentary Affairs Manager
VisitScotland

7 December 2020

Request under The Freedom Of Information (Scotland) Act 2002

Thank you for your Freedom of Information request dated 12 November 2020, in which you requested the following:

- 1. How much money was spent on promoting Moray from July 2020 to November 2020?*
- 2. How much money was spent on TV advertising to promote Moray from July 2020 to November 2020?*
- 3. How much money was spent on promoting Moray from July 2019 - November 2019?*
- 4. How much money was spent on TV advertising to promote Moray between July 2019 - November?*

As the national tourism organisation, VisitScotland promotes the country as a whole in our campaigns. Whilst Moray will have featured in promotional material in the timeframes you have asked about, it is not possible to arrive at a complete and accurate figure for spend. Furthermore a lot of our activity is delivered through our own social channels and PR, so not everything runs through paid media.

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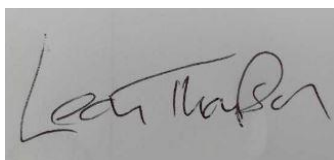
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Leon Thompson
Government and Parliamentary Affairs Manager
VisitScotland

7 December 2020

Request under The Freedom Of Information (Scotland) Act 2002

Thank you for your Freedom of Information request dated 12 November 2020, in which you requested the following:

- 1. How much money was spent on promoting Orkney from July 2020 to November 2020?*
- 2. How much money was spent on TV advertising to promote Orkney from July 2020 to November 2020?*
- 3. How much money was spent on promoting Orkney from July 2019 - November 2019?*
- 4. How much money was spent on TV advertising to promote Orkney between July 2019 - November?*

As the national tourism organisation, VisitScotland promotes the country as a whole in our campaigns. Whilst Orkney will have featured in promotional material in the timeframes you have asked about, it is not possible to arrive at a complete and accurate figure for spend. Furthermore a lot of our activity is delivered through our own social channels and PR, so not everything runs through paid media.

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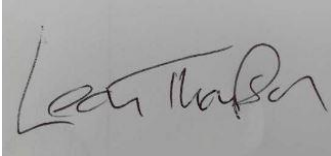
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Government and Parliamentary Affairs Manager
VisitScotland

7 December 2020

Request under The Freedom Of Information (Scotland) Act 2002

Thank you for your Freedom of Information request dated 12 November 2020, in which you requested the following:

- 1. How much money was spent on promoting Shetland from July 2020 to November 2020?*
- 2. How much money was spent on TV advertising to promote Shetland from July 2020 to November 2020?*
- 3. How much money was spent on promoting Shetland from July 2019 - November 2019?*
- 4. How much money was spent on TV advertising to promote Shetland between July 2019 - November?*

As the national tourism organisation, VisitScotland promotes the country as a whole in our campaigns. Whilst Shetland will have featured in promotional material and activity in the timeframes you have asked about, it is not possible to arrive at a complete and accurate figure for spend. Furthermore a lot of our activity is delivered through our own social channels and PR, so not everything runs through paid media.

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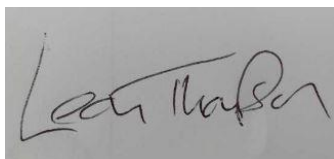
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7 December 2020

Request under The Freedom Of Information (Scotland) Act 2002

Thank you for your Freedom of Information request dated 12 November 2020, in which you requested the following:

- 1. How much money was spent on promoting the Western Isles from July 2020 to November 2020?*
- 2. How much money was spent on TV advertising to promote the Western Isles from July 2020 to November 2020?*
- 3. How much money was spent on promoting the Western Isles from July 2019 - November 2019?*
- 4. How much money was spent on TV advertising to promote the Western Isles between July 2019 - November?*

As the national tourism organisation, VisitScotland promotes the country as a whole in our campaigns. Whilst the Western Isles, or Outer Hebrides, will have featured in promotional material and activity in the timeframes you have asked about, it is not possible to arrive at a complete and accurate figure for spend. Furthermore a lot of our activity is delivered through our own social channels and PR, so not everything runs through paid media.

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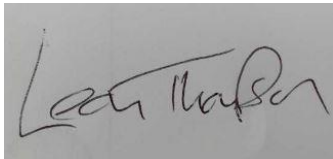
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