

The changing face of information provision

WHAT CUSTOMERS WANT

*Figures from the Scotland Visitor Survey



Trip planning is now **69%** online



60% of international visitors use online sources to decide what to do when here



46% of visitors want info from locals and **33%** want it from their accommodation providers



90% of people research their holidays online and **80%** book their holidays online (Travel Weekly)

OUR INFORMATION CENTRE NETWORK



£50k
from local authorities
down **99%** from **£5million** in 2005



3 MILLION
ICENTRE VISITORS
down **58%** from **7million** in 2005



26 key sites delivering to **70%** of visitors and **75%** of bookings

SCOTLAND ONLINE



The iKnow Community
5,500 registered users



20
MILLION
user sessions on
visitscotland.com



2.7
MILLION
referrals to
industry

representing
a potential
£560
MILLION



9.2 MILLION
engaged with VisitScotland's
social channels

TAKING INFORMATION TO THE VISITOR



Our outreach activity reached
1 MILLION
VISITORS



Our Coo Vans were on
the road **200 DAYS**
at events and festivals



There are **1,500** VisitScotland
Information Partners in Scotland
- from castles to restaurants