

VisitScotland Summary of Economic Impact 2010-11 & Proposed Visitor Information Provision

EP&I appendix

Below is a summary example of ROI on Aberdeen City Council funding through VisitScotland.

Leisure Marketing (in partnership with Aberdeenshire Council) :-

UK&I Marketing Campaigns - Spring/Summer/Autumn

- Investment **£ 31,250**
- ROI **£1,142,115** additional spend across region
- **15:1** (when combined with AC investment)
- **Employment impact - FTE 50.09**

International Marketing Campaign - Germany PR campaign

- Total Investment **£ 10,000** ROI **£6,200,000** (PR Value generated)

Business Tourism

- Investment **£225,000**
- ROI **£9,685,492 (43:1)**
- **Employment impact - FTE 172**

VisitScotland Information Centre (proposal for 2012/13)

“VisitScotland has identified the Aberdeen Visitor Information Centre as a Category 1 facility meaning it is a priority facility in a major Scottish city. As a result they have agreed to provide this facility at no cost to the local authority in the future. “

The above is in line with the present proposal from COSLA. It is expected that Aberdeen City Council will cease to fund the Aberdeen City Information Centre from April 2012.

Based on the ROI examples above (15:1), should the present VIC funding of £100,000 be moved to leisure Marketing opportunities with VisitScotland it would be expected to generate **additional visitor spend of £1,500,000.**