

2023 — 2028

Plana Gàidhlig
VisitScotland



VisitScotland
Gaelic Language Plan



Chaidh am plana seo ullachadh fo earrainn 5(1) de dh'Achd na Gàidhlig (Alba) 2005 agus chuir Bòrd na Gàidhlig aonta ris air 7 Samhain 2023.

This plan has been prepared accordance with section 5(1) (a) of the Gaelic Language Act (Scotland) 2005 and was approved by Bòrd na Gàidhlig on 7th November 2023.



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Facal-toisich



Tha sinne aig VisitScotland a' tuigsinn mar a tha àite sònraichte aig a' Ghàidhlig ann an dualchas, ìomhaigh agus cultar na h-Alba. Tha i a' cur tuilleadh brìgh ris an t-seòrsa turais a tha tòrr de ar luchd-tadhail ag iarraidh, turas far am faigh iad blasad ceart dhen dùthaich.

Tha sinn ag amas air ath-nuadhachadh a thoirt air gnìomhachas na turasachd is nan tachartasan às dèidh a' ghalair mhòr-sgaoilte agus nì sinn sin le bhith a' cur cuideam air turasachd chunntachail an lùib gach rud a nì sinn.

Tha a bhith a' cur dìon air ar dualchas is cultar mar phàirt bunaitheach de thurasachd chunntachail, agus mar sin tha sinn a' cur cuideam sònraichte air an amas sin mar bhuidhinn thurasachd nàiseanta.

Tha seo a' co-fhreagairt air ar ro-innleachd turasachd nàiseanta, Scotland Outlook 2030, a tha a' dèanamh follaiseach dè na buannachdan cultarach a gheibh coimhearsnachdan bho thurasachd.

Tha e cuideachd a' togail air an Ro-innleachd Nàiseanta airson Cruth-atharrachadh a thoirt air an Eaconamaidh dha bheil e na amas gum bi sgìrean is coimhearsnachdan na h-Alba nas tarbhaiche agus tha amas innte cuideachd àrdachadh a thoirt air an àireimh de luchd-labhairt na Gàidhlig.

Tha ar Plana Gàidhlig a' dearbhadh mar a tha sinn air cur romhainn dèanamh cinnteach gum mair a' Ghàidhlig air stèidh làidir is sheasmhach ann an Alba agus sinn air innse mar a dh'obraicheas sinn còmhla ri luchd-compàirt agus gnìomhachas turasachd na h-Alba gus dìon a chur air a' chànan agus cultar nan Gàidheal.

Tha e a' sealltainn mar a choileanas sinn ar dleastanas gus cuideachadh le bhith a' coileanadh cinn-uidhe Bhòrd na Gàidhlig, Plana Nàiseanta na Gàidhlig agus mar a choileanas sinn ar dleastanasan fo Achd na Gàidhlig (Alba) 2005.

Tron phlana seo, airson nam bliadhnaichean 2023-2028, tha sinn ag amas air leudachadh a thoirt air cleachdadh agus ionnsachadh na Gàidhlig taobh a-staigh VisitScotland, agus air an cànan a chur air adhart barrachd tro cho-chonaltradh is co-obrachadh le luchd-tadhail, gnothachasan turasachd agus luchd-ùidhe air feadh Alba agus air feadh an t-saoghail.

Fhad 's a thathar ag ath-nuadhachadh is a' togail gnìomhachas na turasachd as ùr, tha e riatanach gun tèid dòighean a lorg gus Alba a chur air adhart mar àite sònraichte is air leth airson làithean-saora. Tha sinn a' coimhead air adhart ri bhith a' cuideachadh le bhith a' cur dìon air agus a' toirt piseach air cor na Gàidhlig.

Malcolm C Roughead, OBE
Àrd-oifigear
Iuchar 2023

Foreword



At VisitScotland, we recognise the distinct role that the Gaelic language plays in Scotland's heritage, identity and culture. It provides an extra layer to the authentic experience that so many of our visitors desire.

As we look towards the recovery of the tourism and events industry following the pandemic, we are doing so with responsible tourism placed at the forefront of all our activity.

The protection of our cultural heritage is a pillar of responsible tourism, and therefore a crucial focus for the work we are doing, as the national tourism organisation.

This mirrors the vision of the national tourism strategy, Scotland Outlook 2030, which highlights the cultural benefits tourism brings to communities.

It also complements the National Strategy for Economic Transformation which aims to make Scotland's regions and communities more productive and includes an ambition to grow the number of Gaelic speakers.

Our Gaelic Language Plan confirms our commitment to ensure Gaelic has a strong and sustainable future in Scotland by outlining how we will work with partners and the Scottish tourism industry to protect and preserve the language and its associated culture.

It sets out to fulfil our duty to help deliver the objectives of Bòrd na Gàidhlig, the National Gaelic Language Plan and to meet the duties laid out in the Gaelic Language (Scotland) Act 2005.

Through this plan, which will cover the years 2023-2028, we aim to increase the use and learning of Gaelic within VisitScotland, to promote it further through our engagement with visitors, tourism businesses and our stakeholders across Scotland and throughout the world.

As tourism recovers and rebuilds responsibly, finding ways to position Scotland as a unique and stand-out holiday choice is vital. We look forward to playing our part in supporting the preservation and growth of the Gaelic language.

Malcolm C Roughead, OBE
Chief Executive
July 2023

Geàrr-chunntas

Fhad 's a thathar ag ath-nuadhachadh gnìomhachas na turasachd ann an Alba, tha fios aig VisitScotland gu bheil e cudromach gun tèid dualchas is cultar na h-Alba a dhìon is a ghleidheadh agus gum bi gach neach air an gabhail a-steach ann an turasachd.

Tha VisitScotland a' cur taic ris na geallaidhean ann an Ro-innleachd Nàiseanta na h-Alba gus Cruth-atharrachadh a Thoir air an Eaconamaidh airson dùthaich nas cothromaiche, nas beairtiche agus nas uaine. Aig cridhe na ro-innleachd sin tha lèirsinn airson eaconamaidh a nì feum do mhath dhaoine, le gnothachasan is sgìrean tarbhach agus comann-sòisealta le barrachd co-ionannachd.

Tha an ro-innleachd turasachd nàiseanta Scotland Outlook 2030 – sa bheil e na amas gum bi Alba am measg phrìomh dhùthchannan an t-saoghail airson turasachd san 21mh linn – ag aithneachadh mar as urrainn do thurasachd cuideachadh le bhith a' cur ri beairteas sòisealta, cultarach agus eaconamach na dùthcha.

'S ann a' togail air na ro-innleachdan sin a tha sinn agus sinn a' foillseachadh ar Plana Gàidhlig, sa bheil sinn a' toirt seachad gealladh soilleir gus dìon a chur air agus taic a thoirt dhan chànan airson nan ginealach ri thighinn.

Seo an ceathramh eagra de Phlana Gàidhlig VisitScotland a chaidh ullachadh fo chumhachan Achd na Gàidhlig (Alba) 2005. Tha e a' cur an cèill mar a chleachdas sinn Gàidhlig nar n-obair, mar a chruthaicheas sinn cothroman gus Gàidhlig a chleachdadh nuair a tha sinn a' conaltradh ris a' phoball agus prìomh luchd-compàirt, agus mar a chuireas sinn Gàidhlig air adhart agus mar a bheir sinn piseach air cor a' chànan.

Thathar ga fhoillseachadh aig àm caochlaideach is dùbhlach, nuair a tha gnìomhachas na turasachd a' gabhail nan ciad cheuman ath-nuadhachaidh às dèidh buaidh a' ghalair mhòr-sgaoilte a rinn sgrios gu fada is farsaing.

Ge-tà, tha e nas soilleire na bha e riamh gum feumar ath-nuadhachadh seasmhach a chur an sàs, le turasachd chunntachail mar bhunait dha sin, agus mar sin tha ar plana a' sealltainn nan gnìomhan a nì sinn gus taic a chur ris a' Ghàidhlig a tha na pàirt glè chudromach de ar dualchas is cultar.

Tha fios aig VisitScotland gu bheil a' Ghàidhlig air stèidh gu math cugallach agus 's e a tha a dhìth iomairt chom-pàirteach a thèid a chur air adhart leis an riaghaltas, na roinnean poblach is prìobhaideach, buidhnean coimhearsnachd agus luchd-labhairt a' chànan, ma thathar a' dol a thoirt ath-bheothachadh air a' Ghàidhlig mar chànan beò is brìghmhor. Feumaidh na gnìomhan a leanas a bhith mar phàirt de sin:

- A' toirt fàs air cleachdadh na Gàidhlig;
- A' toirt fàs air ionnsachadh na Gàidhlig;
- A' cur deagh ìomhaigh air adhart airson na Gàidhlig;

Chaidh Plana Gàidhlig VisitScotland ullachadh a rèir nan cumhachan reachdail san Achd 2005, agus chaidh ealla a ghabhail ri Plana Nàiseanta na Gàidhlig 2023-2028 agus ris an Stiùireadh air Deasachadh Phlanaichean Gàidhlig.

Tha am plana a' sealltainn mar a tha sinn air cur romhainn an aon spèis a shealltainn dhan Ghàidhlig 's a tha sinn a' sealltainn dhan Bheurla a thaobh sheirbheisean is goireasan dà-chànanach.

Tha am plana a' sealltainn mar a bheir sinn cothrom air seirbheisean VisitScotland gu dà-chànanach agus mar a nì sin sanasachd orra, le sanasachd ga dèanamh gu h-àraidh gus aire dhaoine a tharraing gu seirbheisean nach deach a chleachdadh uiread 's a bhathar an dùil. Tha na geallaidhean ann am Plana Gàidhlig VisitScotland a' co-fhreagairt agus a' togail air na h-amasan corporra is àrd-ìre a chaidh aontachadh le Bòrd na Gàidhlig gus gnìomhan susbainteach a choileanadh.

Nì sinn cinnteach cuideachd gu bheil fios aig luchd-obrach VisitScotland air a' phlana seo agus air na dleastanasan aca gus cuideachadh le bhith ga choileanadh.

Summary

As tourism recovers and rebuilds, VisitScotland understands the importance of protecting and preserving Scotland's cultural heritage and ensuring tourism remains inclusive to all.

VisitScotland supports the commitments made within Scotland's National Strategy for Economic Transformation to a fairer, wealthier and greener country. At the heart of the strategy is the vision of a wellbeing economy, with productive businesses and regions and a more equal society.

The national tourism strategy Scotland Outlook 2030, with its own vision for Scotland to be a world leader in 21st century tourism, recognises the role that tourism plays in growing social, cultural and economic wealth.

It is against that backdrop that our Gaelic Language Plan is published, making a clear commitment to protecting and supporting the language for future generations.

This is the fourth edition of VisitScotland's Gaelic Language Plan to be prepared within the framework of the Gaelic Language (Scotland) Act 2005. It sets out how we will use Gaelic within our operations, how we will enable the use of Gaelic when communicating with the public and key partners, and how we will promote and develop Gaelic.

It is published at a time of change and challenge, with the tourism industry in the early stages of recovery from a pandemic which has caused widespread devastation.

However, it is clearer than ever that the recovery must be a sustainable one, with responsible tourism at its core, and therefore our plan focuses on the actions we will take to support Gaelic as a key part of our cultural heritage.

VisitScotland recognises that the position of Gaelic is extremely fragile and a concerted effort on the part of government, the public and private sectors, community organisations and individual speakers is required, if Gaelic is to be revitalised as a living language in Scotland. This must include:

- Increasing the use of Gaelic;
- Increasing the learning of Gaelic; and
- Promoting a positive image of Gaelic;

VisitScotland's Gaelic Language Plan has been prepared in accordance with statutory criteria set out in the 2005 Act, and with consideration of the National Gaelic Language Plan, 2023 - 2028 and the guidance on the Development of Gaelic Language Plans.

The plan outlines our commitment to demonstrate equal respect for Gaelic and English with regard to bilingual services and resources.

The plan details how we will actively offer and promote VisitScotland's services bilingually, with promotion tailored to focus attention on services where uptake is lower than anticipated. The commitments outlined in VisitScotland's Gaelic Language Plan fully align with and build upon the corporate and high-level aims agreed with Bòrd na Gàidhlig to deliver tangible actions.

We will also ensure staff employed by VisitScotland are made aware of this plan and of the role they play in helping to deliver its actions.



Structair a' Phlana Ghàidhlig

'S iad prìomh phàirtean
a' Phlana Ghàidhlig:

CAIBIDEIL 1 – RO-RÀDH

Tha a' chaibideil a' toirt seachad fiosrachadh farsaing is co-theacsa a thaobh mar a thèid Planaichean Gàidhlig ullachadh fon Achd 2005 agus airson prìomh raointean obrach VisitScotland.

CAIBIDEIL 2 – PRÌOMH GHEALLAIDHEAN 2023 - 2028

Tha a' chaibideil seo a' cur an cèill plana gnìomh airson na Gàidhlig a tha sinn air cur romhainn a choileanadh rè ùine a' phlana seo.

CAIBIDEIL 3 – A' CUR PLANA NÀISEANTA NA GÀIDHLIG AN GNÌOMH

Thathar a' sealltainn sa chaibideil seo mar a bheir VisitScotland taic do mar a thèid Plana Nàiseanta na Gàidhlig a chur an gnìomh.

CAIBIDEIL 4 – COILEANADH IS SGRÙDADH

Chithear sa chaibideil seo fios air mar a thèid ar Plana Gàidhlig a choileanadh, agus air mar a thèid sgrùdadh a dhèanamh air coileanadh is builean a' phlana.

Structure of the Gaelic Language Plan

The key components of our
Gaelic Language Plan are:

CHAPTER 1 - INTRODUCTION

This chapter provides the background and context relating to the preparation of Gaelic Language Plans under the 2005 Act and the structure of VisitScotland's main areas of operation.

CHAPTER 2 - CORE COMMITMENTS 2023 - 2028

This chapter sets out an action plan of Gaelic language provision to which we are committed to providing in the lifetime of the plan.

CHAPTER 3 – IMPLEMENTATION OF THE NATIONAL GAELIC LANGUAGE PLAN

This chapter sets out how VisitScotland will support the implementation of The National Gaelic Language Plan.

CHAPTER 4 – IMPLEMENTATION AND MONITORING

This chapter sets out how the implementation of our Gaelic Language Plan will be taken forward, and how implementation and outcomes will be monitored.



Caibideil 1

Ro-ràdh

Fiosrachadh Farsaing air mar a Thèid Plana Gàidhlig Ullachadh

ACHD NA GÀIDHLIG (ALBA) 2005 AGUS A' TOIRT BRATH-PLANA SEACHAD:

Chuir Pàrlamaid na h-Alba aonta ri Achd na Gàidhlig (Alba) 2005 le sùil ri inbhe na Gàidhlig a dhaingneachadh mar chànan oifigeil ann an Alba a tha a' faighinn spèis a tha co-ionann ris an spèis a th' ann dhan Bheurla.

B' e aon de phrìomh chumhachan na h-Achd 2005 cumha tron urrainn do Bhòrd na Gàidhlig iarraidh air buidhnean poblach Plana Gàidhlig ullachadh. Chaidh a' chumha seo a stèidheachadh gus dèanamh cinnteach gum bi roinn phoblach na h-Alba a' cuideachadh le bhith a' gleidheadh na Gàidhlig air stèidh sheasmhach tro bhith a' cur ri ìomhaigh is inbhe a' chànain agus tro bhith a' cruthachadh chothroman practaigeach gus a cleachdadh.

Chaidh an sgrìobhainn seo, Plana Gàidhlig VisitScotland, ullachadh fo chumhachan Achd na Gàidhlig (Alba) 2005. Tha e a' cur an cèill mar a chleachdas sinn Gàidhlig nar n-obair, mar a chruthaicheas sinn cothroman gus Gàidhlig a chleachdadh nuair a tha sinn a' conaltradh ris a' phoball agus prìomh luchd-compàirt, agus mar a chuireas sinn Gàidhlig air adhart agus mar a bheir sinn piseach air cor a' chànain.

CONALTRADH RI LUCHD-ÙIDHE MUN PHLANA GHÀIDHLIG:

Tha fios aig VisitScotland air cho cudromach 's a tha e co-chonaltradh a dhèanamh ri luchd-ùidhe gus dèanamh cinnteach gum bi ar Plana Gàidhlig mar a bha dùil aca, agus gum bi e a' gabhail ealla ri miannan is iarrtasan nan daoine a tha a' cur taic ris an iomairt gus an cànan a ghleidheadh ann an Alba. Mar phàirt dhen cho-chonaltradh, sgaoil VisitScotland dreachd dhen Phlana Ghàidhlig am measg prìomh luchd-ùidhe a' chànain. B' e buidheann de 50 neach a bh' anns a' phrìomh luchd-ùidhe a bha a' riochdachadh bhuidhnean le ùidh no com-pàirt ann an Turasachd na Gàidhlig. Chaidh na daoine seo a thaghadh air sàillibh gu bheil iad an sàs ann an Ro-innleachd Turasachd na Gàidhlig, a tha ga h-ùrachadh an-dràsta. Cha d' fhuair sinn an còrr mholaidhean gus rudan a chur ris a' Phlana Ghàidhlig no gus am plana atharrachadh.

Gus am bi cothrom ann fhathast co-chonaltradh a dhèanamh mun Phlana Ghàidhlig, tha sinn air fiosrachadh conaltraidh airson Lyn Donnelly, Àrd-mhanaidsear airson Turasachd Chunntachail, a chur san earrainn a leanas dhen làrach-lìn chorporra againn, VisitScotland.org: <https://www.visitscotland.org/about-us/what-we-do/our-plans/gaelic-language-plan> Gaelic Language Plan - Our Plans | VisitScotland.org Tha sinn a' cur fàilte air beachdan mun phlana againn agus gabhaidh sinn ealla riutha sna planaichean againn airson an ama ri teachd.

A' CUR AONTA RI PLANA GÀIDHLIG VISITSCOTLAND:

Chuir Bòrd na Gàidhlig aonta ri Plana Gàidhlig VisitScotland air 7 Samhain 2023.

Chapter 1

Introduction

Setting the Context for Developing Gaelic Language Plans

THE GAELIC LANGUAGE (SCOTLAND) ACT 2005 AND THE ISSUING OF A NOTICE:

The Gaelic Language (Scotland) Act 2005 was passed by the Scottish Parliament with a view to securing the status of Gaelic as an official language of Scotland commanding equal respect to the English language.

One of the key features of the 2005 Act is the provision enabling Bòrd na Gàidhlig to require public bodies to prepare Gaelic Language Plans. This provision was designed to ensure that the public sector in Scotland plays its part in creating a sustainable future for Gaelic by raising its status and profile and creating practical opportunities for its use.

This document is VisitScotland's Gaelic Language Plan prepared within the framework of the Gaelic Language (Scotland) Act 2005. It sets out how we will use Gaelic in the operation of our functions, how we will enable the use of Gaelic when communicating with the public and key partners, and how we will promote and develop Gaelic.

GAELIC PLAN COMMUNICATION WITH STAKEHOLDERS:

VisitScotland understands the importance of engaging with interested parties to ensure our Gaelic Language Plan meets the expectations, and incorporates the requirements, of those who support the preservation of the language in Scotland. As part of the consultation process, VisitScotland shared the draft language plan with key Gaelic stakeholders. The key stakeholders were made up of a group of 50 individuals representing organisations that have a significant interest in Gaelic Tourism. The individuals were selected based on their involvement with the Gaelic Tourism Strategy, which is currently being updated. We received no further additions or requested amends to the Gaelic Language Plan.

To continue engagement on the Gaelic Language Plan, we have added Lyn Donnelly, Senior Responsible Tourism Manager's contact details to the <https://www.visitscotland.org/about-us/what-we-do/our-plans/gaelic-language-plan> Gaelic Language Plan - Our Plans | VisitScotland.org section on our corporate website, VisitScotland.org. We welcome feedback on our language plan and commit to building feedback into future planning.

APPROVAL OF VISITSCOTLAND'S GAELIC LANGUAGE PLAN:

VisitScotland's Gaelic Language Plan was approved by Bòrd na Gàidhlig on 7 November 2023.

Sealladh Farsaing air obair VisitScotland

Adhbhar is Cinn-uidhe VisitScotland

Mar Bhuidhinn Nàiseanta na Turasachd airson Alba, bidh VisitScotland a’ dèanamh obair glè chudromach gus cuideachadh le bhith a’ toirt leasachadh seasmhach air gnìomhachas turasachd is thachartasan na h-Alba agus le bhith ga leudachadh ann an dòigh chunntachail.

Tha VisitScotland air cur romhainn dìon a chur air dualchas is cultar na h-Alba airson nan ginealach ri teachd, agus an ceann-uidhe sin a’ togail air amasan Ro-innleachd Nàiseanta na h-Alba gus Cruth-atharrachadh a Thoirt air an Eaconamaidh agus Scotland Outlook 2030. Tha sinn a’ cur taic ris a’ ghnìomhachas gus amasan nan ro-innleachdan nàiseanta sin a choileanadh agus gus dùthaich a stèidheachadh sam bithear a’ beachdachadh air na nì sinn a thaobh na h-eaconamaidh, chùisean sòisealta agus na h-àrainneachd.

Mar phrìomh bhuidhinn choileanaidh airson eaconamaidh na turasachd, ’s e as adhbhar do VisitScotland dòighean-obrach ro-innleachdail is co-òrdanaichte a chur an sàs a bheir taic dhan obair gus eaconamaidh na turasachd ath-nuadhachadh ann an dòigh chunntachail, gus am bi turasachd a’ dol bho neart gu neart. Tha e na amas dhuinn gum bi Alba am measg phrìomh dhùthchannan an t-saoghail airson turasachd san 21mh linn le eaconamaidh na turasachd a tha soirbheachail is cunntachail.

Tro cheannas ro-innleachdail is com-pàirteachasan sa ghnìomhachas, bidh sinn a’ brosnachadh dhòighean-obrach cunntachail gus turasachd ath-nuadhachadh agus gus leudachadh air an roinn. San obair sin, nì sinn follaiseach dè na buannachdan a thig bho thurasachd is tachartasan air feadh Alba, buannachdan a bhios a chum maith luchd-tadhail, ar gnothachasan, ar daoine, ar coimhearsnachdan agus ar n-àrainneachd.

Ar Lèirsinn

Nì turasachd feum. Bidh e a’ cruthachadh obraichean, a’ cumail choimhearsnachdan beò, a’ cur ri math dhaoine agus a’ cur luach nach beag ris an eaconamaidh.

Mar sin, tha e mar amas dhuinn gum bi turas nas brìoghmhoire buileach aig gach neach a thadhlas air Alba. Tha sinn airson gum ar dùthaich nas fheàrr mar àite airson turas agus airson a bhith a’ fuireach ann.

Ar Prìomh Cheann-uidhe

’S e prìomh cheann-uidhe VisitScotland, fàs seasmhach is in-ghabhalach a thoirt air an eaconamaidh air feadh na h-Alba. Le bhith a’ coileanadh sin, bidh VisitScotland a’ dèanamh obair chudromach mar thaic dhan amas choitcheann airson a’ ghnìomhachais a chithear ann an Scotland Outlook 2030, ’s e sin gum bi Alba am measg phrìomh dhùthchannan an t-saoghail airson turasachd san 21mh linn.

Overview of the functions of VisitScotland

VisitScotland’s Purpose and Objectives

As the National Tourism Organisation for Scotland, VisitScotland plays a vital role in the sustainable development and responsible growth of Scotland’s tourism and events industry.

In line with Scotland’s National Strategy for Economic Transformation and Scotland Outlook 2030, VisitScotland is committed to protecting Scotland’s cultural heritage for future generations. We are supporting the industry to achieve the ambitions of these national strategies and create a nation that considers its economic, social and environmental operations.

As a lead delivery agency for the visitor economy, the purpose of VisitScotland is to deliver a strategic and coordinated approach to supporting the rebuilding of the visitor economy in a responsible way, to ensure that tourism thrives. Our vision is for Scotland to be a leader in 21st century tourism with a thriving, responsible visitor economy.

Through strategic leadership and industry partnerships, we will encourage a responsible approach to rebuilding and growing the value of tourism. Through this work, we will highlight the benefits of tourism and events across Scotland in delivering the very best for our visitors, our businesses, our people, our communities and our environment.

Our Vision

Tourism is a force for good. It creates jobs, sustains communities, enhances our well-being and contributes significantly to the economy.

Therefore, our vision is to enrich the visitor experience in Scotland for all the people we welcome. We want to make our country a better place to live and visit.

Core Purpose

VisitScotland’s core purpose is to deliver sustainable and inclusive economic growth throughout Scotland. In so doing, VisitScotland plays a key role in delivering against the shared industry ambition as set out in Scotland Outlook 2030, to make Scotland the world leader in 21st century tourism.

Ar n-Amasan Ro-innleachdail

Gus ar prìomh cheann-uidhe is ar lèirsinn a thoirt gu buil – gum bi Alba am measg phrìomh dhùthchannan an t-saoghail airson turasachd san 21mh linn le eaconamaidh turasachd a tha soirbheachail is cunntachail – obraichidh sinn thar trì raointean ro-innleachdail.

1. Brosnaichidh sinn daoine gus dàimh mhaireannach a thogail le Alba

Bidh cliù aig Alba airson gnìomhachas turasachd cunntachail

Na nì sinn:

- Bidh tuigse mhath againn air prìomh mhargaidhean is prìomh bhuidhnean de luchd-siubhail, air luchd-tadhail a thig a dh'Alba, agus air daoine air an ruig ar teachdaireachdan is goireasan co-chonaltraidh, agus cuidichidh sin sinn gus gnìomhan buntainneach, buadh-mhor agus èifeachdach a dhèanamh.
- Thèid dàimh mhaireannach a thogail leis an luchd-tadhail a th' againn an-dràsta agus le luchd-tadhail ùr a dh'fhaodadh tighinn thugainn, agus mar thoradh air sin, bidh sinn a' tàladh luchd-tasgaidh, oileanaich agus luchd-imrich; agus bithear a' toirt stiùireadh do mar a chuireas iad luach ris an dùthaich fad am beatha.
- A' togail ìomhaigh chruinneil a thàirneas aire nan daoine air a bheil sinn ag amas agus a thàlas iad an seo nas trice agus cuiridh sinn ri ar cliù air feadh an t-saoghail, cliù a mhaireas thar ùine fhada.
- Bidh turasachd chunntachail agus atharrachadh na gnàth-shìde an teis-meadhan ar n-iomairtean margaidheachd – gus dèanamh cinnteach gum bi coimhearsnachdan is luchd-tadhail a' togail cheanglaichean làidir is co-chòrdach còmhla.
- A' dèanamh feum de na meadhanan conaltraidh le bhith a' pàigheadh airson susbaint, a' cleachdadh nam meadhanan againn fhìn agus tro dhaoine eile a sgaoileas an t-susbaint againn agus obraichidh sinn còmhla ri luchd-compàirt gus am bi eaconamaidh na turasachd a' cur barrachd luach ri eaconamaidh na h-Alba san fharsaingeachd.
- Bidh sinn ag obair còmhla ri buidhnean sgìreil is luchd-compàirt ann an roinn na turasachd gus sanasachd a dhèanamh air an uiread de chothroman is goireasan turasachd a th' ann agus mar thoradh air sin bidh taghadh nas fharsainge de sgìrean a' faighinn bhuannachdan bho luchd-turais agus thig sìneadh air seusan na turasachd.
- Thèid fiosrachadh is comhairle a thoirt seachad gus cuideachadh le bhith a' cumail luchd-turais sàbhailte agus bithear a' brosnachadh luchd-tadhail gus barrachd airgid agus ùine a chosg ann an Alba.
- Bithear a' cur air dòigh tachartasan spòrs, cultarach is gnothachais sònraichte a mhaireas fada air chuimhne, agus a nì taisbeanadh air ar daoine tàlantach agus a chuireas ri ar cliù eadar-nàiseanta mar shàr dhùthaich airson tachartasan a chumail.



Our Strategies

To deliver our core purpose and vision to enable Scotland to be a leader in 21st century tourism with a thriving, responsible visitor economy, we will focus our activities across three strategic pillars.

1. We inspire life-long love affairs with Scotland

Building a responsible destination brand

What we do:

- Develop a rich understanding of key markets and traveller segments, of visitors to Scotland, and of those who engage through our multiple touchpoints to support the creation of relevant, compelling and effective activities.
- Build long-term relationships with current and potential visitors and, by extension, influence investors, students and migrants; actively managing their lifetime worth to the country.
- Build a global brand whose attributes will increase awareness and propensity with target audiences and grow our long-term, global reputation.
- Put responsible tourism and climate change at the heart of all our marketing activity - to ensure that communities and visitors can build strong and harmonious relationships.
- Harness our paid, earned and owned channels and work with partners to grow the contribution of the visitor economy to the overall Scottish economy.
- Work with regional organisations and sector partners to promote a breadth of visitor experiences stimulating regional and seasonal spread of visitor spend.
- Mobilise information and advice to support a safe visitor experience and encourage visitors to spend more time and money across Scotland.
- Deliver unique and memorable sporting, cultural and business events, which showcase our talents and enhance our global reputation as the perfect stage.

2. Cruthaichidh sinn seirbheisean, goireasan agus cothroman turasachd air leth còmhla, le gnìomhachas turasachd a tha cunntachail

A' cur ionmhas an sàs ann an coimhearsnachdan turasachd is thachartasan na h-Alba

Na nì sinn:

- A' cur taic ris a' ghnìomhachas gus amasan is cinn-uidhe "Outlook 2030" a choileanadh.
- Ag obair còmhla ri coimhearsnachdan gus turasachd ath-nuadhachadh ann an dòigh chunntachail is in-ghabhalach agus sinn a' dèanamh cinnteach gum bi am bun-structair agus an seòrsa fàilte a gheibhear freagarrach agus a' cuideachadh le cuid de na dùbhlain a th' ann, leithid cus iarrtais, a' cumail rian air luchd-tadhail agus an targaid aig Alba airson cothromachadh-carboin ro 2045.
- A' trusadh ionmhas coimeirsealta gus an urrainn do chompanaidhean le ceangal sònraichte ri cinn-uidhe, bathar no roinn na turasachd a bhith a' soirbheachadh gu h-eadar-nàiseanta.
- A' dèanamh sanasachd air mar as urrainn do thurasachd is tachartasan feum a dhèanamh dhan eaconamaidh agus dhan chomann-shòisealta.
- Air ceann na h-iomairt sa ghnìomhachas gus tursan sàr-mhath a chruthachadh, bho thoiseach gu deireadh an turais, a ghabhas measadh agus a bhios a' tàladh luchd-tadhail a tha cunntachail agus a chuireas airgead nach beag ris an eaconamaidh.
- Ag obair còmhla ri luchd-compàirt sa ghnìomhachas gus buannachdan eaconamach is sòisealta na turasachd agus nan tachartasan a sgaoileadh air feadh Alba cho math 's as urrainnear.
- A' toirt fiosrachadh seachad, far a bheil feum air, tro ar n-Ionadan-fiosrachaidh, luchd-compàirt iKnow agus goireasan didseatach.
- A' toirt ceannas is taic dhan ghnìomhachas ann am prìomh raointean ro-innleachdail: tuigse, turas an neach-tadhail, sgaoileadh, tachartasan, margaidheachd agus goireasan didseatach.
- A' cuideachadh a' ghnìomhachais gus cur ri sgilean dhaoine agus gus teicneòlas didseatach a chur an sàs.
- A' dèanamh rannsachadh is mion-sgrùdadh gus dealbh soilleir a chruthachadh de dh'ìrean-coileanaidh ann an turasachd agus de na tha an dàn dhan ghnìomhachas ann an Alba agus sinn a' faighinn tuigse air slatan-tomhais agus cùisean co-cheangailte ri turasachd chunntachail.

3. Cleachdaidh sinn tuigse, innealan is teicneòlas gus ùr-ghnàthachadh a chur air adhart

Bithear a' cur co-obrachadh air dòigh agus a' gabhail gu deònach ri atharraichean gus am bi eaconamaidh na turasachd nas cothromaiche, nas cunntachail agus nas in-ghabhalaiche.

Na nì sinn:

- Ag obair còmhla ri agus a' cur taic ri daoine innleachdach sa ghnìomhachas gus teicneòlas is beachdan ùra a chur gu feum sa mhargaidh a bheir piseach air beatha dhaoine.
- Nithear cinnteach gum bi gnìomhachas na turasachd agus nan tachartasan comasach air teicneòlas didseatach a chleachdadh.
- Bidh tuigse is lèirsinn againn a chuidicheas le co-dhùnaidhean ro-innleachdail.
- Nì sinn cinnteach gum bi na comasan, na goireasan agus na daoine tàlantach aig gach Buidheann Margaidheachd Cinn-uidhe (BMC), ùghdarras ionadail, neach-eagrachaidh tachartais agus buidheann le ceangal sònraichte ri roinn a bhios a dhìth orra gus margaidheachd a dhèanamh air na seirbheisean is bathar aca agus gus iad sin a reic.
- Ag obair còmhla ri prìomh luchd-compàirt sa ghnìomhachas agus luchd-compàirt bho chinn-uidhe gus bathar is seirbheisean le nas lugha carboin a stèidheachadh a bheir cruth-atharrachadh air ar seirbheisean turasachd, agus sin mar thaic do ar n-amasan cunntachail a thaobh a bhith a' cur cothromachadh-carboin an sàs ann an Alba ro 2045.
- Ag obair ann an dòigh nas dlùithe còmhla ri buidhnean sa ghnìomhachas leithid Buidheann Turasachd na h-Alba airson Dèiligeadh ris an t-Suidheachadh-èiginn agus Buidheann Chomhairleachaidh Gnìomhachas nan Tachartasan gus dòighean-obrach is fuasglaidhean ùra is ùr-ghnàthach a chruthachadh airson roinn na turasachd is nan tachartasan a chuidicheas le bhith a' dèiligeadh ri atharraichean nar roinnean eaconamach.
- A' stèidheachadh taghadh farsaing de ghoireasan dàta is tuigse mar thaic do dh'amasan is ro-innleachdan co-cheangailte ri turasachd chunntachail, agus le sin 's urrainn dhan ghnìomhachas agus dhan riaghaltas co-dhùnaidhean a dhèanamh a thaobh ro-innleachdan, phoileasaidhean is ionmhas stèidhichte air dàta.



2. Together, we build a responsible, quality product and visitor experience

Investing in Scotland's tourism and events communities

What we do:

- Support the industry to deliver the aspirations and objectives of "Outlook 2030".
- Engage with communities to rebuild tourism in a responsible and inclusive way ensuring that the infrastructure and welcome reflects and supports issues around over-demand, visitor management and Scotland's target of net zero by 2045.
- Draw together enterprise investment that will enable destination, product and sector specialists to invest in internationalisation.
- Raise the profile of tourism and events as a force for economic and social good.
- Lead industry efforts to create a quality, end to end, measurable customer experience that attracts visitors who are both responsible and high value.
- Work with industry partners to distribute the economic and social benefits of tourism and events across the whole of Scotland in line with capacity.
- Provide information, at the point of need, through our Information Centres, iKnow partners and digital assets.
- Provide leadership and support to the industry in key strategic areas: insight, customer experience, distribution, events, marketing and digital.
- Support industry upskilling and digital adoption.
- Research and analysis to build a robust picture of tourism performance and prospects in Scotland and thorough understanding of responsible tourism indicators and issues.

3. We use intelligence, tools and technology to drive innovation

Facilitating collaboration and embracing change in support of a fairer, more responsible and inclusive visitor economy.

What we do:

- Collaborate with and empower industry innovators to bring technology and new ideas to market that will enhance people's real-life experiences.
- Digital enable the tourism and events industry.
- Provide the intelligence and insight that enables strategic decision making.
- Provide tools, platforms and talent that empower every Destination Marketing Organisation (DMO), local authority, event organiser and sector specialist to market and sell their own product.
- Collaborate with destination and key industry partners to develop low carbon products that will dynamically evolve our offer, underpinning our responsible ambitions towards Scotland's target of net zero by 2045.
- Work closer with industry groups such as the Scottish Tourism Emergency Response Group (STERG) and Event Industry Advisory Group (EIAG) to develop new and innovative approaches and solutions for the tourism and events sector to adapt to the evolution of our sectors.
- Deliver a comprehensive data and insight resource to support the responsible tourism ambitions and strategies, empowering the industry and government to make data-driven decisions on strategy, policy and investment.

Prìomh Ghnìomhan-taice

Gus cumail oirnn ri gnìomhan a bheir taic dhan iomairt gus a' Ghàidhlig a chumail beò, thèid sinn an sàs ann an com-pàirteachasan is bheir sinn taic do theicneòlas is daoine tàlantach, tro na gnìomhan-taice a leanas.

- A' cosg ionmhas air teicneòlas a nì cinnteach gum bi turas nas fheàrr aig luchd-tadhail
- A' toirt taic is cothroman leasachaidh do dhaoine dealasach, sùbailte is aig a bheil eòlas spèisealta gus gabhail gu deònach ri atharraichean
- Ag obair còmhla ri luchd-compàirt ro-innleachdail gus beachdan is fuasglaidhean a cho-phàirteachadh

Ar Prionnsapalan

Tha VisitScotland a' cumail ri sia prionnsapalan a bhios mar stiùir dhuinn nar n-obair agus leis an amas againn gus leudachadh is leasachadh a thoirt air turasachd ann an Alba, 's iad na prionnsapalan sin:

- **AMASAN ÀRDA:** Tha sinn airson cothroman ùra is seasmhach a chruthachadh gus fàs a thoirt air eaconamaidh na turasachd. Tha e mar amas dhuinn 'lèine sgioba na h-Alba a chur oirnn' agus gach oidhirp as urrainn dhuinn a dhèanamh a chum maith na dùthcha mìorbhailich seo. Tha sinn a' lorg dhòighean ùra is lèirsinneach gus fàilte a chur air luchd-tadhail, agus gus co-chonaltradh a dhèanamh leotha agus gus togail-inntinn a thoirt dhaibh.
- **THA DAOINE CUDROMACH:** 'S iad ar daoine ar stòras as prìseile. Tha guth aig a h-uile duine againn agus tha e na chomas dhuinn uile diofar a dhèanamh.
- **CUNNTACHAIL:** Tha sinn air cur romhainn dòighean-obrach cunntachail a chur an sàs ann an turasachd agus cothromachadh-carboin a thoirt gu buil san roinn, agus sinn a' cur dìon air stòrasan nàdarra na h-Alba nar latha fhìn agus airson nan ginealach ri teachd.
- **CO-OBACHAIL:** Cuiridh sinn fàilte air beachdan dhaoine eile. Bidh sinn ag obair còmhla sa bhuidhinn agus còmhla ri ar luchd-compàirt, bidh sinn a' toirt cothrom do dhaoine le diofar dhòighean-smaoineachaidh gus coinneachadh agus mar thoradh air sin bidh ùr-ghnàthachadh, soilleireachd, earbsa agus spèis rim faicinn nar measg.
- **INNLEACHDACH:** Tha sinn a' coimhead air atharraichean mar chothrom. Tha adhartas aig cridhe ar n-obrach.
- **SEALLADH EADAR-NÀISEANTA:** Le bhith ag ionnsachadh bhon t-saoghal thig piseach oirnn fhìn, nì sinn cinnteach gum bi Alba a' dol bho neart gu neart.

Key Enablers

To continue driving our activity in support of the preservation of the Gaelic language we will embrace partnerships and invest in technology and talent, with the following key enablers.

- Invest in technology that makes real life visitor experiences better
- Develop and support flexible, specialist and passionate people who embrace change
- Collaborate with strategic partners to share ideas and solutions

Our Values

VisitScotland prescribes to six values which shape our work and commitment to grow and develop Scottish tourism, these are:

- **AMBITIOUS:** We are here to stimulate new and sustainable growth in the visitor economy. We share a collective ambition to 'pull on the Scotland jersey' and do our very best for our wonderful country. We pursue new and imaginative ways to inspire, engage, and welcome visitors here.
- **PEOPLE ORIENTATED:** Our people are our most valuable asset. Each and every one of us has a voice and the power to make a real difference.
- **RESPONSIBLE:** We're committed to the development of responsible tourism practices and a net zero sector, by protecting Scotland's natural assets now and for future generations.
- **COLLABORATIVE:** We embrace the idea of others. Working together across the organisation and with our partners, allow diverse minds to meet driving innovation, transparency, trust and respect.
- **INNOVATIVE:** We regard change as opportunity. Progression is at our core.
- **OUTWARD-LOOKING:** By looking to the world to learn and better ourselves, we will take Scotland to new heights.

A' Ghàidhlig

Tha Gàidhlig air aon de ghrunn mhion-chànanan dùthchasach a thathar a' bruidhinn san RA. Thathar a' toirt aithne do Ghàidhlig na h-Alba ann an Cairt Eòrpach nan Cànan Roinneil no nam Mion-chànan. Tha inbhe oifigeil aig a' Ghàidhlig mar 'chànan nàiseanta' ann an Alba fo Achd na Gàidhlig (2005).

Mar phàirt den dleastanas aca gus sùil a chumail air cànanan, tha UNESCO air a' Ghàidhlig a chomharrachadh mar chànan a tha "gu deimhinne ann an cunnart" a chionn 's nach eil uiread dhaoine a' togail an cuid chloinne le Gàidhlig agus i mar an cànan màthaireil aca san dachaigh. Tha daoine a' bruidhinn na Gàidhlig ann an iomadh ceàrnaidh dhen t-saoghal, an dà chuid daoine a chaidh a thogail leis a' chànan agus àireamh nach beag de luchd-ionnsachaidh. Tha coimhearsnachd smiorail de dhaoine le Gàidhlig ann an Alba Nuadh ann an Canada.

Tha 430,000 neach ag ionnsachadh na Gàidhlig air an app airson a bhith ag ionnsachadh chànanan, Duolingo, agus tha 1.12 millean neach-ionnsachaidh air fheuchainn bho thòisich an cùrsa an-asgaidh air Latha an Naoimh Anndra ann an 2019. Tha fèill mhòr air a bhith air a' chùrsa ann an Alba, san RA, agus ann an dùthchannan eile agus tha an àireamh as motha de luchd-ionnsachaidh sna Stàitean Aonaichte (35 sa cheud) – far a bheil àireamh mhòr de dhaoine le ceangal ri Alba. Tha daoine bho iomadh dùthaich eile ann a tha ag ionnsachadh Gàidhlig air an app cuideachd, bho dhùthchannan leithid Chad, Equatorial Guinea, San Marino, Na h-Eileanan Faclanach, agus Tajikistan.*

*Fiosrachadh bho: <https://news.stv.tv/scotland/scottish-gaelic-language-course-on-learning-app-duolingo-reaches-1-12-million-learners>.

A' Ghàidhlig ann an Alba

Tha a' Ghàidhlig air a bhith ann an Alba o chionn iomadh linn agus b' i cànan dùthchasach na h-Alba nuair a thàinig an dùthaich gu bith, agus tha dualchas beairteach aig a' chànan a thaobh ceòl, beul-aithris agus cultar. Tha i fhathast ga bruidhinn air feadh na dùthcha agus a rèir Riaghaltas na h-Alba thuir còrr is 57,000 neach gum b' urrainn dhaibh Gàidhlig a bhruidhinn ann an 2021, agus thuir 23,000 neach gum b' urrainn dhaibh a tuigsinn.*

Tha sgìrean ann an Alba far a bheil barrachd dhen t-sluagh a' bruidhinn na Gàidhlig: Na h-Eileanan an Iar, le 52.3 sa cheud dhen t-sluagh, A' Ghàidhealtachd, le 5.4 sa cheud agus Earra-Ghàidheal is Bòd le 4 sa cheud. Tha an dàta air dearbhadh nach eil an àireamh de luchd-labhairt na Gàidhlig a' crìonadh cho luath 's a bha i an coimeas ri deicheadan eile, agus tha lasachadh nach beag air tighinn air an ìre-chrìonaidh sin.

Tha an dàta cuideachd a' sealltainn gu bheil àrdachadh de 10 sa cheud air tighinn air an àireimh de luchd-labhairt na Gàidhlig fo aois 15, agus bha àrdachadh de 15 sa cheud airson daoine aois 16 gu 29.

Tha a' Ghàidhlig mar phàirt de dh'iomadach ainm-àite ann an Alba leithid Loch Nis, Cùil Lodair, Gleann Fhionnainn, Glaschu agus Dùn Dè.

*Fiosrachadh bho: <https://www.scotlandscensus.gov.uk/census-results/at-a-glance/languages/> (Aug 2021)

The Gaelic Language

Gaelic is one of a number of indigenous minority languages which are actively spoken by people in the UK. Scottish Gaelic is recognised in the European Charter for Regional or Minority Languages. Gaelic has official status as a 'national language' of Scotland under the Gaelic Language Act (2005).

As part of its role in monitoring languages, UNESCO has identified Gaelic in the "definitely endangered" category based on the reduction of learning Gaelic in the home as a mother tongue. Gaelic is used by speakers in many parts of the world, including those brought up speaking the language and by a significant numbers of learners. Nova Scotia, Canada, is home to a vibrant community of Gaelic speakers.

Language learning app, Duolingo has 430,000 active learners studying Scottish Gaelic and there have been 1.12million learners since the launch of the free course on St Andrew's Day 2019. The course has been a success in Scotland, the UK, and internationally with the largest number of learners found in the USA (35 per cent) - where there is a large Scottish diaspora. The app also has Gaelic learners from as diverse locations as Chad, Equatorial Guinea, San Marino, the Falkland Islands, and Tajikistan.*

*Source: <https://news.stv.tv/scotland/scottish-gaelic-language-course-on-learning-app-duolingo-reaches-1-12-million-learners>.

Gaelic use in Scotland

The Gaelic language dates back centuries and is the founding language of Scotland, associated with a rich heritage of music, folklore and culture. It has continued to be spoken throughout the country and in 2021 the Scottish Government reported that more than 57,000 people said they could speak Gaelic, and 23,000 said they could understand it. *

There are areas of Scotland where Gaelic is more widely spoken including, Na h-Eileanan an Iar (the Outer Hebrides), with 52.3 per cent of the population, the Highlands, with 5.4 per cent and Argyll and Bute with 4 per cent. The data shows that the rate of decline in Gaelic speakers has slowed significantly in comparison to previous decades.

The data also shows an increase of 10 per cent in the number of Gaelic speakers below the age of 15, and a 15 per cent increase in the 16 to 29 age group.

Gaelic forms the basis for many place-names across Scotland such as Loch Ness (Loch Nis), Culloden (Cùil Lodair), Glenfinnan (Gleann Fhionnainn), Glasgow (Glaschu) and Dundee (Dùn Dè).

*Source: <https://www.scotlandscensus.gov.uk/census-results/at-a-glance/languages/> (Aug 2021)

Gàidhlig san Eaconamaidh

Tha a' Ghàidhlig a' cur eadar £80 millean is £150 millean ri eaconamaidh na h-Alba gach bliadhna agus thuir 70 sa cheud de ghnòthachasan a bhios a' cleachdadh Gàidhlig gu bheil an cànan a' cuideachadh le bhith a' cruthachadh ìomhaigh shònraichte dhaibh am measg chompanaidhean eile.

Ann an 2021, dh'fhoillsich VisitScotland na ciad Ghoireasan Gàidhlig againn gus gnìomhachas na turasachd a chuideachadh le bhith a' togail air mar a tha ùidh aig luchd-tadhail sa chànan.

Tha na goireasan a' sealltainn dhòighean san gabh Gàidhlig agus a cultar a chleachdadh gus turas nas brioghmhoire a thabhann do luchd-turais, leithid faodar abairt no dhà ionnsachadh do luchd-obrach no gabhaidh ainmean-àite eadar-theangachadh gus sealltainn dè tha iad a' ciallachadh agus gur e ainmean Gàidhlig a th' annta.

*Fiosrachadh bho: <https://www.hie.co.uk/media/5379/ar-st%C3%B2ras-g%C3%A0idhlig-executive-summary.pdf>

A' Ghàidhlig agus Turasachd

Tha a' Ghàidhlig mar phàirt de bheatha làitheil cuid a choimhearsnachdan ann an Alba agus bha o chionn iomadh linn. Tha an cànan a' cur barrachd brìgh ris an turas a bhios aig neach-tadhail ann an Alba agus iad a' faighinn blasad de chultar is dualchas sònraichte na Gàidhlig. Eadar 2018 is 2021 thàinig àrdachadh de 72 sa cheud san àireimh de luchd-cleachdaidh VisitScotland.com a thadhail air subsaint co-cheangailte ri Gàidhlig agus bha an àireamh a bu mhotha dhiubh sin sa chiad ghlasadh-sluaigh airson COVID-19 ann an 2020.

B' ann bho thaobh a-muigh na RA a bha a' mhòr-chuid de dhaoine a choimhead air an t-susbaint Ghàidhlig; b' ann às na Stàitean Aonaichte agus às a' Ghearmailt a bha an àireamh a bu mhotha dhiubh, agus an uair sin b' iad An Spàinn is An Fhraing far an robh àireamhan àrda ann.

A rèir Ceisteachan VisitScotland do Luchd-tadhail ann an 2016, agus gun sanasachd air a bhith ann air a' chànan, bha 34% de luchd-freagairt dhen bheachd gun robh a' Ghàidhlig, mar chànan nàiseanta ann an Alba, air cur ris an turas aca agus bha iad airson tuilleadh ionnsachadh mu deidhinn.

Chaidh sealltainn air bhidio le Fios mun Ghàidhlig a chruthaich VisitScotland ann an 2019 còrr is 600,000 turas, agus tha sin a' dearbhadh mar a tha ùidh sa chànan a' dol am meud.

www.visitscotland.com

Gaelic in the Economy

Gaelic is worth between £80million to £150 million annually to Scotland's economy and 70 per cent of businesses using Gaelic say it helps them stand out from the competition. *

In 2021, VisitScotland launched its first Gaelic toolkit to help the tourism industry to capitalise on visitors' interest in the language.

The asset highlights ways to use Gaelic and its culture to create a more immersive visitor experience, such as teaching staff some basic phrases and translating place names to reveal their Gaelic origins and meanings.

*Source: <https://www.hie.co.uk/media/5379/ar-st%C3%B2ras-g%C3%A0idhlig-executive-summary.pdf>

Gaelic and Tourism

Gaelic is part of daily life in some Scottish communities and has been for generations. The language provides an extra layer of authenticity to the Scottish visitor experience thanks to its unique culture and heritage. From 2018 to 2021 there was a 72 per cent increase in the number of VisitScotland.com users visiting Gaelic related content with a peak in pageviews during the first 2020 COVID-19 lockdown.

The majority of people who viewed Gaelic content were from outside the UK; USA and Germany had the highest number followed by Spain and France.

The VisitScotland Visitor Survey in 2016 found that, with no prior promotion, 34% of respondents felt that Gaelic, as a national language of Scotland, enhanced their visit and they would like to find out more about it.

A Scottish Gaelic Explained video created by VisitScotland in summer 2019 has since reached more than 600,000 views, showing an increasing interest in the language.

www.visitscotland.com

Ro-innleachd Turasachd na Gàidhlig

B' e pàirt cudromach dhen Phlana Ghàidhlig aig VisitScotland airson 2015 – 2018, a' chiad Ro-innleachd Turasachd na Gàidhlig a dhealbh airson Alba. Chaidh sin fhoillseachadh san Dàmhair 2018 agus tha grunn ghniomhan is amasan practaigeach ann. B' e VisitScotland a stiùir ullachadh na ro-innleachd ann an co-bhuinn ri riochdairean bhon roinn phrìobhaidich agus luchd-compàirt sa ghniomhachas leithid Riaghaltas na h-Alba, Iomairt na Gàidhealtachd is nan Eilean agus Àrainneachd Eachdraidheil Alba.

Chaidh an iomairt Adhartas nas Luaithe a stèidheachadh le Riaghaltas na h-Alba ann an 2018, leis an amas na h-ùghdarrasan poblach ann an Alba, a tha a' dèanamh obair chudromach mar thaic do Phlana Nàiseanta na Gàidhlig, a thoirt còmhla. Mar thoradh air sin, chaidh grunn raointean-obrach a stèidheachadh, agus tha VisitScotland, le taic bho luchd-compàirt, a' toirt stiùir dhan raon-obrach Turasachd, Cultar agus Dualchas. Tha e mar cheann-uidhe dhan raon-obrach sin Ro-innleachd Turasachd na Gàidhlig a chur an gnìomh, le cuideam ga chur air cothroman gus a' Ghàidhlig a riochdachadh san raon agus gus cur ri follaiseachd is ìomhaigh a' chànan agus ri cothroman gus a' Ghàidhlig a thaisbeanadh an lùib nan ealain, turasachd agus dualchas.

Tha Ro-innleachd Turasachd na Gàidhlig a' togail air na th' anns an ro-innleachd thruasachd nàiseanta, Outlook 2030, agus na th' ann am Plana Nàiseanta na Gàidhlig. Tha e mar amas farsaing aig an ro-innleachd taic a thoirt do mar a thèid fàs a thoirt air eaconamaidh turasachd na h-Alba tro bhith a' toirt cothrom do bharrachd luchd-tadhail gus eòlas a chur air agus a dhol an sàs ann an Gàidhlig agus a cultar sònraichte.

Nì i sin le bhith a' cur cuideam air na prìomhachasan ro-innleachdail seo:

1. A' dèanamh cinnteach gu bheil an gnìomhachas nas mothachail air na cothroman.
2. A' toirt cothroman nas fheàrr do ghniomhachas na turasachd air goireasan, sgilean agus trèanadh.
3. Ga dhèanamh nas soilleire dè th' ann an turasachd na Gàidhlig agus ga sanasachd do luchd-tadhail.
4. A' toirt piseach air conaltradh is mar a thathar a' co-roinn eòlas air feadh a' ghniomhachais.
5. A' cruinneachadh fianais is a' dèanamh rannsachadh.

Thèid amasan na ro-innleachd seo a choileanadh tro phlana gnìomh, a thèid a choileanadh ann an com-pàirt ri daoine eile agus fo stiùir Buidheann Choileanaidh Ro-innleachd Turasachd na Gàidhlig. Thèid tionndadh ùr dhen ro-innleachd fhoillseachadh ann an 2024.

Gaelic Tourism Strategy

A key strand of the previous VisitScotland Gaelic Language Plan (2015 – 2018), was the development of a first ever Gaelic Tourism Strategy for Scotland. This was published in October 2018 and includes a series of practical actions and activities. Its creation was led by VisitScotland alongside representatives from the private sector and industry partners including the Scottish Government, Highlands & Islands Enterprise and Historic Environment Scotland.

In 2018, The Scottish Government Gaelic Faster Rate of Progress initiative was set up in, with the aim to bring public authorities together, from across Scotland, who play a key role in supporting the delivery of the Gaelic National Plan. As a result of this, several work streams were created with VisitScotland, supported by partners, taking the lead on the Tourism, Culture and Heritage work-stream. The objective of the work stream is to implement the Gaelic Tourism Strategy, with a focus on identifying opportunities to represent Gaelic and strengthening Gaelic visibility, profile and expression within the arts, tourism, and heritage.

The Gaelic Tourism Strategy draws on the content of both the national tourism strategy Outlook 2030 and the National Gaelic Language Plan. The overall mission of the strategy is to support the growth of the Scottish tourism economy through engaging more visitors in discovering and experiencing the unique Gaelic language and its associated culture.

It plans to do this by focussing on the following strategic priorities:

1. Increase industry awareness of the opportunity.
2. Improve access for the tourism industry to resources, skills and training.
3. Clarify and promote the Gaelic offer to visitors.
4. Improve communication and knowledge sharing across the industry.
5. Develop evidence and research.

The aims of the strategy will be realised through the implementations of an action plan, which will be delivered, in partnership and overseen by a Gaelic Tourism Strategy Implementation Group. An updated version of the strategy will be published in 2024.

Gàidhlig taobh a-staigh VisitScotland

Tha fios againn aig VisitScotland gu bheil a' Ghàidhlig mar phàirt bunaiteach de dhualchas, bun-aithne nàiseanta is cultar na h-Alba. Tha sinn airson luchd-obrach a bhrosnachadh gu bhith a' cur eòlas air a' Ghàidhlig agus gu bhith a' togail sgilean Gàidhlig tro chothroman ionnsachaidh is leasachaidh a tha VisitScotland a' tabhann.

Tha prògram trèanaidh aig VisitScotland, Ag Ionnsachadh mun Ghàidhlig, le cothroman ionnsachaidh leithid:

- A' Ghàidhlig ann an Alba an Latha An-diugh (Cùrsa OpenLearn aig an Oilthigh Fhosgailte)
- LearnGaelic (Goireas air-loidhne a thathar a' tabhann tro chom-pàirteachas eadar Bòrd na Gàidhlig, MG ALBA, BBC ALBA, Bòrd na Ceiltis agus Sabhal Mòr Ostaig).

Ann an 2023, thuir sianar luchd-obrach aig VisitScotland gu bheil sgilean Gàidhlig aca, agus iad aig ìre luchd-tòiseachaidh, eadar-mheadhanach agus adhartach. Chaidh am fiosrachadh seo a chruinneachadh tro ar sgrùdadh luchd-obrach bliadhnail air Oracle. Cuideachd, bhathar a' brosnachadh luchd-obrach gu bhith a' co-phàirteachadh nan sgilean Gàidhlig aca tro mheadhanan conaltraidh taobh a-staigh VisitScotland rè Seachdain na Gàidhlig.

Nuair a thathar a' trusadh luchd-obrach aig VisitScotland, tha Gàidhlig air a h-ainmeachadh mar sgil a tha na buannachd agus nuair a tha e freagarrach, thèid tuairisgeulan-obrach a chur gu Gàidhlig. Bidh gach seirbheis is goireas Gàidhlig aig VisitScotland a' nochdadh an aon spèis dhan Ghàidhlig 's a tha ga nochdadh dhan Bheurla agus bithear ag innse do gach neach-obrach aig VisitScotland mun phlana seo agus mu na dleastanasan aca ann a bhith a' coileanadh ghnìomhan a' phlana. Nithear sin tro mheadhanan conaltraidh àbhaisteach, leithid fiosrachadh sna brathan puist-d le fios as ùr dhan luchd-obrach air fad agus tro artaigilean cunbhalach ann an eadra-lìon an luchd-obrach, "The Hub".

Gaelic within VisitScotland

At VisitScotland we recognise that the Gaelic language is an integral part of Scotland's heritage, identity and culture. We want to encourage staff to engage with Gaelic and to develop Gaelic language skills through dedicated learning and development activity run by VisitScotland.

VisitScotland's Gaelic Awareness training programme includes learning opportunities such as:

- Gaelic in Modern Scotland (Open University OpenLearn course)
- Learn Gaelic (Online resource offered in partnership by Bòrd na Gàidhlig, MG ALBA, BBC ALBA, Bòrd na Ceiltis and Sabhal Mòr Ostaig).

As of 2023, there are six VisitScotland staff members who have identified themselves as possessing Gaelic language skills, ranging from beginner, intermediate to advanced levels. This information was collated via our yearly staff audit on Oracle. Staff members were also encouraged to share their Gaelic language skills through VisitScotland's internal communication channels during Seachdain na Gàidhlig.

When recruiting staff at VisitScotland, speaking Gaelic is listed as a desirable skill and when relevant, job descriptions are translated into Gaelic. All VisitScotland Gaelic services and resources will demonstrate equal respect for Gaelic and English and all staff employed by VisitScotland are made aware of this plan and the role they play in helping to deliver its actions. This is achieved through regular communications via a range of channels, including a feature in our all-staff email updates and regular articles via the staff intranet "The Hub".



Caibideil 2

Prìomh Gheallaidhean 2023 – 2028

Tha a' chaibideil seo a' cur an cèill na tha sinn air cur romhainn a choileanadh a thaobh na Gàidhlig sa cheathramh eagra de ar Plana Gàidhlig 2023 – 2028.

Tha gach gealladh air ainmeachadh fo sgèith na Roinn-stiùiridh aig a bheil uallach airson a choileanadh agus thathar a' cleachdadh cruth plana gnìomh gus na geallaidhean a shealltainn le fios air na bliadhnaichean san tèid an coileanadh agus cò ris a tha e an urra gach gealladh a choileanadh.

Chapter 2

Core Commitments 2023 - 2028

This chapter sets out the Gaelic language provision which we are committed to providing in the fourth edition of our Gaelic Language Plan 2023 – 2028.

Each commitment is listed by the Directorate responsible for its delivery and is presented in the form of an action plan that identifies the year of delivery and the lead team responsible for its implementation.



ÀIR	GNÌOMH	2023	2024	2025	2026	2027	PRÌOMH SGIOWA
	OIFIS AN ÀRD-OIFIGEIR						
1.	Bheir sinn prògram, Ag Ionnsachadh mun Ghàidhlig, seachad airson buill ùra a' Bhùird.	✓	✓	✓	✓	✓	Àrd-oifigear / Oifis a' Chathraiche
2.	Nì sinn conaltradh gu cunbhalach ris a' bhall dhen Bhòrd aig VisitScotland a tha ainmichte mar, "Tosgair na Gàidhlig", gus dèanamh cinnteach gun tèid ar plana air fad a choileanadh.	✓	✓	✓	✓	✓	Àrd-oifigear / Oifis a' Chathraiche
3.	Cuiridh sinn Gàidhlig air a' Gheàrr-chunntas sa Phlana Chorporra agus san Aithisg Bhliadhnaile againn a thèid fhoillseachadh air ar làrach-lìn corporra, www.visitscotland.org .	✓	✓	✓	✓	✓	Seirbheisean Corporra
4.	Tha sinn air cur romhainn dèanamh cinnteach gun dèanar feum de Ainmean-Àite na h-Alba nuair a chleachdas sinn ainmean-àite nar susbaint.	✓	✓	✓	✓	✓	
5.	Cumaidh sinn oirnn a' cur na Gàidhlig air adhart nar brathan-naidheachd is stuthan sanasachd corporra agus sinn a' togail dàimh ris na meadhanan Gàidhlig. Nì sinn cinnteach gun tèid tionndadh Gàidhlig ullachadh airson gach brath-naidheachd nuair a thèid iarraidh oirnn sin a dhèanamh. Cuideachd, nuair a tha sgeulachd a-mach air coimhearsnachd far a bheil 20% no barrachd dhen t-sluagh a' bruidhinn na Gàidhlig, no mu dheidhinn cùis le ceangal ris a' Ghàidhlig, thèid na brathan sin eadar-theangachadh.	✓	✓	✓	✓	✓	Conaltradh Corporra
6.	Cuiridh sinn barrachd susbaint Ghàidhlig air ar làrach-lìn corporra, www.visitscotland.org , gus spèis cho-ionann a nochdadh dhan Ghàidhlig is dhan Bheurla.	✓	✓	✓	✓	✓	Conaltradh Corporra
7.	Tha sinn a' cur romhainn suaicheantas is iomhaigh corporra dhà-chànanaich a chleachdadh ma thèid brandd ùr a chruthachadh, agus nochdar spèis cho-ionann dhan Ghàidhlig agus dhan Bheurla an lùib ùrachadh sam bith a bhios ann, leis an amas a' Ghàidhlig a dhèanamh nas follaisiche.	✓	✓	✓	✓	✓	Margaidheachd (Sgioba Susbaint)
8.	Gus cuideachadh le adhartas san ùine air thoiseach, cruinnichidh VisitScotland fiosrachadh air turasachd na Gàidhlig mar phàirt de na dleastanasan againn a thaobh rannsachadh is eòlas.	✓	✓	✓	✓	✓	Conaltradh / Leasachadh Thachartasan / Tachartasan Gnothachais
9.	Tha sinn air cur romhainn gun cùm sinn ris an dreachd as ùire de Ghnàthachas Litreachaidh na Gàidhlig.	✓	✓	✓	✓	✓	

ACTION PLAN 2023 - 2028

NO	ACTION	2023	2024	2025	2026	2027	LEAD TEAM
	CHIEF EXECUTIVE'S OFFICE						
1.	We will deliver a Gaelic Awareness programme for new Board members.	✓	✓	✓	✓	✓	Chief Executive / Chairman's Office
2.	We will maintain close links with the nominated VisitScotland Board member, "Gaelic Ambassador", to ensure this iteration of our plan is fully delivered.	✓	✓	✓	✓	✓	Chief Executive / Chairman's Office
3.	We will translate an executive summary of our Corporate Plan and Annual reports published on our corporate web site, www.visitscotland.org .	✓	✓	✓	✓	✓	Corporate Services
4.	We are committed to ensuring that Ainmean-Àite na h-Alba are used when including any place names in resources.	✓	✓	✓	✓	✓	
5.	We will continue to enhance the promotion of Gaelic in our corporate press and PR activity through our proactive media relations with Gaelic language media outlets. We will ensure that Gaelic translations are provided on request in all press releases. In addition, stories that focus on communities where Gaelic is spoken by 20% + of the population or that have a particular emphasis on Gaelic related activity will automatically be translated.	✓	✓	✓	✓	✓	Corporate Communications
6.	We will increase the Gaelic language content on our corporate web site, www.visitscotland.org demonstrating equal respect for Gaelic and English.	✓	✓	✓	✓	✓	Corporate Communications
7.	We will commit to the use of a bilingual logo and corporate identity as part of any future rebranding, demonstrating equal respect for Gaelic and English on a new or renewal basis, with the aim of strengthening the visibility of Gaelic.	✓	✓	✓	✓	✓	Marketing (Content Team)
8.	To inform future progress, VisitScotland will gather information on Gaelic tourism as part of its research and insights function.	✓	✓	✓	✓	✓	Communications / Events Development / Business Events
9.	We are committed to adhering to the latest published Gaelic Orthographic Conventions.	✓	✓	✓	✓	✓	

ÀIR GNÌOMH

	2023	2024	2025	2026	2027	PRÌOMH SGIÒBA
SGIÒBACHD / DAOINE						
Nì sinn sgrùdadh air ar luchd-obrach gus fiosrachadh as ùr a thrusadh a thaobh an cuid eòlais air a' Ghàidhlig agus sgilean Gàidhlig agus thèid fiosrachadh a chruinneachadh mu thrèanadh ann an sgilean Gàidhlig am measg luchd-obrach. Thèid seo a chruinneachadh tro ar siostam Oracle airson Sgiobachd is Ionmhas. Gus ar cuideachadh le Conaltradh Corporra agus le bhith a' toirt taic do dhaoine a thaobh chothroman ionnsachaidh is leasachaidh, thathar a' brosnachadh luchd-obrach VisitScotland gu bhith a' clàradh nan sgilean Gàidhlig aca agus ìre nan sgilean sin san t-siostam sgiobachd Oracle. Thèid aithris a dhèanamh air an àireimh de luchd-obrach le sgilean Gàidhlig agus ìre nan sgilean aca tron phlana seo.	✓	✓	✓	✓	✓	Sgiobachd / Eòlas
10. Nì sinn barrachd conaltraidh sa Ghàidhlig mar as iomchaidh.						
Bheir sinn seachad prògram ionnsachaidh is foghlaim gu cunbhalach dhan luchd-obrach air fad far am bi sinn a' cur cuideam air Cultar na Gàidhlig, fios farsaing mun chànan agus a' Ghàidhlig fhèin.	✓	✓	✓	✓	✓	Sgiobachd / Fiosrachadh is Co-chonaltradh
11. Tha e amas dhuinn gum bi 50 neach-obrach a' dèanamh cùrsa trèanaidh Gàidhlig gach bliadhna.						
Bithear a' toirt brosnachadh do gach neach-obrach gus na cothroman ionnsachaidh is foghlaim a ghabhail agus thèid innse dhaibh mu Phlana Gàidhlig VisitScotland mar phàirt dhen trèanadh-inntrigidh aca.	✓	✓	✓	✓	✓	Sgiobachd
12. Bithear ag ràdh gu bheil sgilean Gàidhlig nam buannachd ann an co-dhiù 85% de thuaisgeulan-obrach airson dreuchdan a chuidicheas le coileanadh a' phlana agus ann an coimhearsnachdan le àireamh nas àirde de luchd-labhairt na Gàidhlig.	✓	✓	✓	✓	✓	Sgiobachd
13. Cuiridh sinn Gàidhlig air tuaisgeulan-obrach mar as iomchaidh.						
Togaidh sinn dàimh ri luchd-compàirt airson cur ri comasan ar luchd-obrach gus geallaidhean a' Phlana Ghàidhlig againn a choileanadh, mar eisimpleir, thèid slighean dreuchdail a stèidheachadh gus cuideachadh le trusadh agus nithear planadh airson luchd-obrach agus obraichidh sinn còmhla ri luchd-solair foghlaim gus cuideachadh le trèanadh is ionnsachadh.	✓	✓	✓	✓	✓	Sgiobachd
14.						

NO ACTION

	2023	2024	2025	2026	2027	LEAD TEAM
HUMAN RESOURCES / PEOPLE						
We will carry out an audit of our staff to update our records in relation to knowledge of the Gaelic language and standard of ability and collect information on Gaelic language skills training for staff. This will be captured in our Oracle HR and Finance system. To support Corporate Communications and delivery of learning and development interventions, VisitScotland employees will be encouraged to record Gaelic language skill and level in the Oracle HR system. Numbers of staff with the language skill and level will be reported on through the language plan.	✓	✓	✓	✓	✓	HR / Insights
10. We will increase our communications in Gaelic as is relevant and appropriate.						
We will deliver an ongoing programme of learning and education for all staff with a focus on Gaelic Culture, awareness and Gaelic language.	✓	✓	✓	✓	✓	HR / Information & Engagement
11. We will aim for 50 employees to undertake the Gaelic training course per year.						
All employees will be encouraged to take part in learning and education and informed about the VisitScotland Gaelic Language Plan as part of their induction.	✓	✓	✓	✓	✓	HR
12.						
Gaelic language skills will be included as desirable in at least 85% of job descriptions which support the implementation of the plan and in communities with higher concentrations of Gaelic speakers.	✓	✓	✓	✓	✓	HR
13. We will translate job descriptions where relevant.						
We will build relationships with partners to increase staff capacity to deliver our Gaelic language plan commitments, including, developing pipelines to support recruitment and work force planning and linking with educational providers to support learning training.	✓	✓	✓	✓	✓	HR
14.						

ÀIR GNÌOMH

AN GNÌOMHACHAS IS LEASACHADH CHEANN-UIDHE		2023	2024	2025	2026	2027	PRÌOMH SGIOBA
15.	Tro ar co-chonaltradh le gnothachasan, bidh sinn a' tarraing aire barrachd ghnathachasan chun na Gàidhlig agus brosnachidh sinn iad gus na Goireasan Gàidhlig againn a chleachdadh, mar phàirt de sin nì sinn sanasachd air eisimpleirean matha a sheallas do dhaoine dè na cothroman a th' ann agus dè na goireasan eile a th' ann.	✓	✓	✓	✓	✓	An Gnìomhachas is Leasachadh Cheann-uidhe / Co-chonaltradh
16.	Cumaidh sinn oirnn a' co-òrdanachadh agus a' brosnachadh dhaoine gus am plana gnìomh a choileanadh, airson Ro-innleachd Turasachd na Gàidhlig 2022-28, am measg nam buidhnean a tha ainmichte sa phlana.	✓	✓	✓	✓	✓	An Gnìomhachas is Leasachadh Cheann-uidhe
17.	Coimheadaidh sinn air na cothroman a th' ann gus coinneamhan a chumail sa Ghàidhlig, leithid choinneamhan de Bhuidheann Stiùiridh Ro-innleachd Turasachd na Gàidhlig.	✓	✓	✓	✓	✓	An Gnìomhachas is Leasachadh Cheann-uidhe / Fiosrachadh
18.	Bheir sinn taic is brosnachadh do luchd-solair Gàidhlig agus daoine aig a bheil bathar le ceangal ris a' Ghàidhlig mar phàirt dhen iomairt Ceannaich gu h-Ionadail.	✓	✓	✓	✓	✓	An Gnìomhachas is Leasachadh Cheann-uidhe
19.	Nì sinn co-chonaltradh ri gnothachasan is luchd-ùidhe, agus brosnachidh sinn iad gus Gàidhlig a chleachdadh an lùib a' bhathair no nan seirbheisean aca no gus cuimhneachadh air a' Ghàidhlig nuair a tha iad a' moladh rudan do luchd-tadhail, mar eisimpleir, dh'fhaodadh daoine ceòl is òrain Ghàidhlig ionadail a dhèanamh mar phàirt de na cuirmean is tachartasan a bhios aca agus dh'fhaodadh iad sanasachd a dhèanamh air sin.	✓	✓	✓	✓	✓	An Gnìomhachas is Leasachadh Cheann-uidhe / Conaltradh ris a' Ghnìomhachas
20.	Bidh an t-amas a bhith a' cur dìon air a' Ghàidhlig agus ga cur air adhart fichte air feadh ar Ro-innleachd airson Turasachd Chunntachail.	✓	✓	✓	✓	✓	An Gnìomhachas is Leasachadh Cheann-uidhe

NO ACTION

INDUSTRY AND DESTINATION DEVELOPMENT		2023	2024	2025	2026	2027	LEAD TEAM
15.	Via our business engagement activity, we will seek to enhance Gaelic awareness among businesses and promote the use of the Gaelic Toolkit, including using case studies to inspire opportunities and signpost to further resources.	✓	✓	✓	✓	✓	Industry and Destination Development / Engagement
16.	We will continue to coordinate and encourage delivery of the action plan, linked to the Gaelic Tourism Strategy 2022-28, amongst the various bodies and agencies identified with the plan.	✓	✓	✓	✓	✓	Industry and Destination Development
17.	We will explore options to host meetings in Gaelic, such as the Gaelic Tourism Strategy Steering Group Meeting.	✓	✓	✓	✓	✓	Industry and Destination Development / Information
18.	We will support and encourage Gaelic suppliers and Gaelic related products as part of the ShopLocal initiative.	✓	✓	✓	✓	✓	Industry and Destination Development
19.	Engaging with businesses and stakeholders, we will encourage them to include Gaelic language in their product offering or in their provision of recommendations to visitors, including through the promotion of local Gaelic music and song events and in the performances they host and showcase in their premises.	✓	✓	✓	✓	✓	Industry and Destination Development / Industry Communications
20.	We will embed the protection and promotion of Gaelic throughout our Responsible Tourism Strategy.	✓	✓	✓	✓	✓	Industry and Destination Development

ÀIR GNÌOMH

TACHARTASAN		2023	2024	2025	2026	2027	PRÌOMH SGIOBA
21.	Tha e na amas dhuinn taic a thoirt dhan Mhòd Nàiseanta Rìoghail agus sinn a' cuideachadh le sanasachd is margaidheachd airson an tachartais chudromaich seo, gus am bi fios aig barrachd dhaoine air agus gus an tig barrachd dhaoine chun a' Mhòid.	✓	✓	✓	✓	✓	Tachartasan
22.	Obraichidh sinn còmhla ri Bòrd na Gàidhlig gus gach cothrom a ghabhail a thaobh na Gàidhlig an lùib Bhliadhnaichean Sònraichte.	✓	✓	✓	✓	✓	Tachartasan
23.	Brosnaichidh sinn tachartasan a gheibh taic bho Phrògram nan Tachartasan Nàiseanta gus Gàidhlig a chleachdadh agus a chur air adhart nuair as urrainn dhaibh agus nuair a tha sin freagarrach.	✓	✓	✓	✓	✓	Tachartasan

NO ACTION

EVENTS		2023	2024	2025	2026	20	LEAD TEAM
21.	We aim to provide support to the Royal National Mòd to assist with the PR and Marketing of this important event, broadening its reach and attendance.	✓	✓	✓	✓	✓	Events
22.	We will work in partnership with Bòrd na Gàidhlig to maximise the opportunity of any future Themed Years.	✓	✓	✓	✓	✓	Events
23.	We will encourage events supported by the National Events Programme to use and promote Gaelic where possible and appropriate.	✓	✓	✓	✓	✓	Events

ÀIR GNÌOMH

MARGAIDHEACHD		2023	2024	2025	2026	2027	PRÌOMH SGIOBA
24.	Obraichidh sinn gu dlùth còmhla ri luchd-obrach ann am buidhnean com-pàirt agus buidhnean Gàidhlig gus barrachd sanasachd a dhèanamh air a' Ghàidhlig agus air dualchas is cultar brioghmhor Gàidhlig na h-Alba san obair mhargaidheachd uile againn a tha ag amas air luchd-ceannaich, gu h-àraidh tro na leanas: - Thèid barrachd susbaint fhoillseachadh air ar làrach-lìn www.visitscotland.com agus sna meadhanan sòisealta againn ann an Gàidhlig agus mun Ghàidhlig mar chànan oifigeil ann an Alba (leithid barrachd sanasachd air tachartasan, ceòl traidiseanta, Am Mòd Nàiseanta Rìoghail agus nì sinn bhidio ùr le Fiosrachadh mun Ghàidhlig agus thèid leudachadh air ar cruinneachadh de dh'ìomhaighean).	✓	✓	✓	✓	✓	Margaidheachd

NO ACTION

MARKETING		2023	2024	2025	2026	2027	LEAD TEAM
24.	Working closely with colleagues in partner agencies and Gaelic language organisations, we will enhance the promotion of Scotland's Gaelic heritage, language and vibrant culture in all our consumer facing marketing activity notably: - Increased published content on our www.visitscotland.com web site and via social media through the medium of Gaelic and about Gaelic as an official language of Scotland (specifics will include increased promotion of events, traditional music, Royal National Mòd a new Guide to Gaelic video and expansion of our image library).	✓	✓	✓	✓	✓	Marketing

ÀIR GNÌOMH

		2023	2024	2025	2026	2027	PRÌOMH SGIOWA
	MARGAIDHEACHD						
25.	Nì sinn cinnteach gu bheil Gàidhlig mar phàirt dhen mhargaidheachd againn a tha ag amas air luchd-ceannaich agus de dh'iomairtean sna meadhanan airson a phàigheas sinn thar dhiofar mhargaidhean nuair as urrainn dhuinn.	✓	✓	✓	✓	✓	Margaidheachd
26.	Nì sinn sanasachd air a' Ghàidhlig is a cultar ann an tursan airson luchd-naidheachd, a' gabhail a-steach iomairtean airson Bhliadhnaichean Sònraichte agus cuirear naidheachdan co-cheangailte ris a' Ghàidhlig agus a cultar ri brathan-naidheachd / stuthan-margaidheachd a gheibh luchd-naidheachd air na tursan sin.	✓	✓	✓	✓	✓	Margaidheachd
27.	Bidh sinn a' cur na Gàidhlig air adhart sna meadhanan sòisealta agus sinn a' dèanamh cinnteach gun tèid abairtean is faclan Gàidhlig a chleachdadh ann am meadhanan sòisealta VS, a' cur na susbaint Gàidhlig as fheàrr air adhart an lùib sgeulachdan Instagram VS, a' toirt taic dhan Ghàidhlig tro bhith ag ath-sgaoileadh Tweets agus tro chonaltradh cunbhalach sna meadhanan sòisealta, a' cleachdadh ceòl Gàidhlig ann am meadhanan sòisealta VS, agus ag obair còmhla ri luchd-buaidh le Gàidhlig gus susbaint TikTok a chruthachadh.	✓	✓	✓	✓	✓	Margaidheachd
28.	Cleachdaidh sinn susbaint le fiosrachadh air a' Ghàidhlig an cois stuthan margaidheachd a tha a' togail dàimh ri luchd-ceannaich – gu h-àraidh san t-sreath airson fàilte a chur air luchd-cleachdaidh ùra agus luchd-tadhail bhon EU / dùthchannan a tha fada air falbh agus sinn a' sealltainn dhaibh mar a tha a' Ghàidhlig mar phàirt sònraichte de chultar na h-Alba.	✓	✓	✓	✓	✓	Margaidheachd
29.	Cumaidh sinn oirnn ag ùrachadh agus a' gleidheadh na susbaint Gàidhlig a th' air visitscotland.com agus sinn a' leasachadh nan duilleagan Gàidhlig a rèir toraidhean nan deuchainnean luchd-cleachdaidh a nithear ann an UserZoom is Decibel agus nì sinn sanasachd air tachartasan is fèisean leithid Blas, Ceòlas agus Am Mòd Nàiseanta Rìoghail.	✓	✓	✓	✓	✓	Margaidheachd
30.	Nì sinn sanasachd air agus bheir sinn taic dhan Ghàidhlig agus dualchas is cultar na Gàidhlig tro ar n-obair le luchd-compàirt, ar tachartasan is taisbeanaidhean airson roinn an t-siubhail.	✓	✓	✓	✓	✓	Margaidheachd
31.	Mar phàirt den ùrachadh a nithear air Ionadan-fiosrachaidh, thèid Gàidhlig a chleachdadh air soidhnichean fàilte agus air feadh nan Ionadan-fiosrachaidh, mar eisimpleir, mar phàirt dhen t-susbaint a chithear air sgrìonaichean didseatach.	✓	✓	✓	✓	✓	Margaidheachd

NO ACTION

		2023	2024	2025	2026	2027	LEAD TEAM
	MARKETING						
25.	We will ensure the inclusion of Gaelic in consumer marketing and paid media activity across markets where possible.	✓	✓	✓	✓	✓	Marketing
26.	We will highlight Gaelic language and culture in future press trips including Themed Year activities and the inclusion of news related to Gaelic language / culture in press releases / pitches distributed to journalists.	✓	✓	✓	✓	✓	Marketing
27.	We will promote Gaelic via social media by ensuring the use of Gaelic phrases and words across VS social channels, promoting top performing Gaelic content within VS Instagram story feeds, supporting Gaelic through retweets and ongoing social engagement, using Gaelic music in VS social content audio, and collaborating with Gaelic speaking influencers to create TikTok content.	✓	✓	✓	✓	✓	Marketing
28.	We will integrate Gaelic related explanatory content into VS consumer relationship marketing – particularly for welcome series to new subscribers and long haul / EU visitors as a unique aspect of Scotland.	✓	✓	✓	✓	✓	Marketing
29.	We will continue to actively update and maintain existing Gaelic content on visitscotland.com by optimising Gaelic pages in line with user testing in UserZoom and Decibel and promoting Gaelic events and festivals such as Blas, Ceòlas and The Royal National Mòd.	✓	✓	✓	✓	✓	Marketing
30.	We will promote and support Gaelic language, culture and heritage through our work with intermediaries, our travel trade events and exhibitions.	✓	✓	✓	✓	✓	Marketing
31.	As part of iCentre refurbishments, Gaelic will be included in the welcome signage and throughout the iCentre e.g. as part of rolling content on digital screens.	✓	✓	✓	✓	✓	Marketing

ÀIR GNÌOMH

	2023	2024	2025	2026	2027	PRÌOMH SGIOPA
AIR FEADH NA BUIDHNE						
32. Obraichidh sinn còmhla ri Caidreachas Turasachd na h-Alba agus Buidheann Stiùiridh Ro-innleachd na Turasachd gus dèanamh cinnteach gum bithear a' gabhail ealla ris a' Ghàidhlig ann a bhith a' cur na ro-innleachd turasachd nàiseanta, Outlook 2030, an gnìomh.	✓	✓	✓	✓	✓	Àrd-oifigear / Oifis a' Chathraiche / An Gnìomhachas is Leasachadh Cheann-uidhe
33. An lùib na h-obrach a nì sinn le sgoiltean is coimhearsnachdan, cuiridh sinn a' Ghàidhlig air adhart agus bidh sinn a' tarraing aire dhaoine chun a' chànain.	✓	✓	✓	✓	✓	Sgiobachd
34. Nuair a bhios e freagarrach, cuiridh sinn a' Ghàidhlig air adhart agus bidh sinn a' tarraing aire dhaoine chun a' chànain an lùib co-chonaltradh a nì sinn leis a' phoball, an dà chuid le daoine sa ghnìomhachas agus le luchd-ceannaich. Bidh co-chonaltradh sam bith leis a' phoball a' gabhail a-steach sgoiltean a tha a' toirt foghlam Gàidhlig seachad. Obraichidh VisitScotland air seo tro Springboard, a bhios a' co-òrdanachadh obair is iomairtean co-cheangailte ri dreuchdan airson gnìomhachas na turasachd is na h-aoigheachd.	✓	✓	✓	✓	✓	Margaidheachd / Tachartasan / An Gnìomhachas is Leasachadh Cheann-uidhe / Conaltradh Corporra agus Sgiobachd
35. Ann am plana gnìomh Ro-innleachd Turasachd na Gàidhlig, bidh sinn a' brosnachadh luchd-compàirt gus cothroman a thoirt seachad a thaobh sgilean is dreuchdan Gàidhlig ann an roinn na turasachd.	✓	✓	✓	✓	✓	An Gnìomhachas is Leasachadh Cheann-uidhe
36. Nì sinn sanasachd air a' phlana seo agus air ar geallaidhean airson na Gàidhlig taobh a-staigh agus taobh a-muigh na buidhne.	✓	✓	✓	✓	✓	Conaltradh Corporra / Sgioba na Gàidhlig
37. Cumaidh sinn oirnn ag obair còmhla ri tosgairean na Gàidhlig anns gach Roinn-stiùiridh a bhios a' riochdachadh na Roinne-stiùiridh aca air Sgioba Coileanaidh a' Phlana Gàidhlig, agus bidh an Stiùiriche airson a' Ghnìomhachais is Leasachadh Cheann-uidhe sa chathair air an sgioba sin.	✓	✓	✓	✓	✓	Sgioba na Gàidhlig

NO ACTION

	2023	2024	2025	2026	2027	LEAD TEAM
ORGANISATION WIDE						
32. Working with the Scottish Tourism Alliance and the Tourism Strategy Steering Group, we will engage and ensure a focus on Gaelic within the implementation of the national tourism strategy Outlook 2030.	✓	✓	✓	✓	✓	Chief Executive / Chairman's Office / Industry and Destination Development
33. Within the work that we do with schools and communities, we include promotion and awareness of the Gaelic language.	✓	✓	✓	✓	✓	HR
34. Any outreach activity, both industry and consumer facing, will, where appropriate, include promotion and awareness of the Gaelic language. Schools delivering Gaelic education will be included in any outreach activity. VisitScotland will work on this via Springboard, who co-ordinate careers related activity for the tourism and hospitality industry.	✓	✓	✓	✓	✓	Marketing / Events / Industry and Destination Development / Corporate Communications and HR
35. Within the Gaelic Tourism Strategy action plan we will encourage delivery by partners of the Gaelic skills and careers opportunities within the tourism sector.	✓	✓	✓	✓	✓	Industry and Destination Development
36. We will publicise this plan and our commitment to the Gaelic language within and out with the organisation.	✓	✓	✓	✓	✓	Corporate Communications / Gaelic Team
37. We will continue to work with Gaelic ambassadors in each Directorate who will represent the interests of their Directorate in a Gaelic Language Plan Implementation team, chaired by the Director of Industry and Destination Development.	✓	✓	✓	✓	✓	Gaelic Team

Caibideil 3

A' Cur Plana Nàiseanta na Gàidhlig an Gnìomh

Geallaidhean a thaobh Cinn-uidhe Plana Nàiseanta na Gàidhlig

Tha VisitScotland air cur romhainn cuideachadh le bhith a' dèanamh cinnteach gun tèid Plana Nàiseanta na Gàidhlig a choileanadh, agus san earrainn seo, seallaidh sinn mar a nì sinn sin. Tha fios aig VisitScotland gu bheil an dùil Plana Nàiseanta na Gàidhlig ùrachadh ann an 2024.

1. A' CLEACHDADH NA GÀIDHLIG - A' TOIRT FÀS AIR CLEACHDADH NA GÀIDHLIG

Mar phàirt dhen Ro-innleachd airson Turasachd Chunntachail aig VisitScotland, tha sinn air cur romhainn dìon a chur air a' Ghàidhlig mar phàirt de ar dualchas is cultar agus tha fios againn ma tha sinn a' dol a dhèanamh sin gum feum sinn taic a thoirt do luchd-labhairt is luchd-ionnsachaidh na Gàidhlig gus an cànan a chleachdadh barrachd.

Tro ghnìomhan a' phlana choileanaidh, agus Ro-innleachd Turasachd na Gàidhlig, obraichidh sinn còmhla ri Bòrd na Gàidhlig agus prìomh luchd-ùidhe gus iomairtean is prògraman a chur air adhart a bheir fàs air na th' ann de Ghàidhlig a tha daoine a' cleachdadh.

2. AG IONNSACHADH NA GÀIDHLIG - A' TOIRT FÀS AIR IONNSACHADH NA GÀIDHLIG

Tha fios aig VisitScotland ma tha a' Ghàidhlig a' dol a mhaireachdainn mar chànan brìghmhor air stèidh sheasmhach, gum feumar cothroman ionnsachaidh Gàidhlig a chruthachadh agus gum feumar taic a chur ri leithid a chothroman.

Tro ghnìomhan a' phlana seo, nì VisitScotland ùrachadh air ar cothroman trèanaidh is leasachaidh do luchd-obrach agus Buill a' Bhùird a thaobh sgilean Gàidhlig agus fiosrachadh mun Ghàidhlig.

3. A' CUR NA GÀIDHLIG AIR ADHART - A' CUR DEAGH ÌOMHAIGH AIR ADHART AIRSON NA GÀIDHLIG

Tha fios aig VisitScotland ma tha a' Ghàidhlig a' dol a mhaireachdainn mar chànan brìghmhor air stèidh sheasmhach, gum feumar deagh ìomhaigh airson na Gàidhlig a dhaingneachadh is a chur air adhart air feadh ar meadhanan conaltraidh.

Tro phrìomh gheallaidhean a' phlana seo, agus Ro-innleachd Turasachd na Gàidhlig, cuiridh VisitScotland ri tarraing is deagh ìomhaigh na Gàidhlig tro bhith ga cur air adhart air feadh gnìomhachas na turasachd is nan tachartasan agus am measg luchd-tadhail.

SAN FHARSAINGEACHD

Nì sinn cinnteach cuideachd gu bheil fios aig luchd-obrach VisitScotland air a' Phlana Ghàidhlig seo agus air na dleasan aca agus cuideachadh le bhith a' coileanadh nam prìomh gheallaidhean ann an caibideil 2.

Chapter 3

Implementation of the National Gaelic Language Plan

Commitment to the Objectives of the National Gaelic Language Plan

VisitScotland is committed to ensuring that the National Gaelic Language Plan is implemented, and in this section, we set out how to achieve this aim. VisitScotland is aware that the National Gaelic Language Plan is due to be refreshed in 2024.

1. USING GAELIC – INCREASING THE USE OF GAELIC

As part of VisitScotland's Responsible Tourism Strategy, we are committed to protecting the Gaelic Language as part of our cultural heritage and we recognise that to do this, we need to support Gaelic speakers and learners to increase their use of the Gaelic language.

Through the actions in the delivery plan, and the Gaelic Tourism Strategy, we will collaborate with Bòrd na Gàidhlig and key stakeholders to promote initiatives and programmes to increase the use of Gaelic.

2. LEARNING GAELIC – INCREASING THE LEARNING OF GAELIC

VisitScotland recognises that creating a sustainable future for Gaelic requires developing and supporting Gaelic language learning opportunities.

Through the actions in this plan, VisitScotland will refresh our Gaelic language skills and Gaelic awareness training and development opportunities for employees and Board Members.

3. PROMOTING GAELIC – PROMOTING A POSITIVE IMAGE OF GAELIC

VisitScotland recognises that creating a sustainable future for Gaelic requires a positive image of Gaelic to be strengthened and promoted across our communication channels.

Through the core commitments section in this plan, and the Gaelic Tourism Strategy, VisitScotland will strengthen the appeal of Gaelic through positive promotion to the tourism and events industry as well as our visitors.

GENERAL

We will ensure all VisitScotland employees are made aware of the Gaelic Language Plan and the role they play in delivering the core commitments outlined in chapter 2.

Caibideil 4 Coileanadh is Sgrùdadh

Clàr-ama

Bidh an t-eagran seo de Phlana Gàidhlig VisitScotland ri choileanadh bhon cheann-latha air an do chuir Bòrd na Gàidhlig aonta ris no gus an tèid plana ùr na àite.

A' Dèanamh Sanasachd air a' Phlana

Thèid Plana Gàidhlig VisitScotland fhoillseachadh gu dà-chànanach air làrach-lìn corporra VisitScotland, www.visitscotland.org. Cuideachd, nì sinn na leanas:

- Nì sinn sanasachd air a' phlana am measg ar luchd-obrach air fad tro mheadhanan conaltraidh taobh a-staigh na buidhne;
- Bheir sinn lethbhric eileagtronaigeach seachad do bhuidhnean Gàidhlig;
- Bheir sinn lethbhric eileagtronaigeach seachad do Bhuidheann Ro-innleachd Turasachd na Gàidhlig.

Modhan-rianachd gus am Plana Gàidhlig a Choileanadh

'S e poileasaidh VisitScotland a th' anns a' phlana seo agus chuir ar Buidheann Cheannais agus buill a' Bhùird aonta ris.

LÀN UALLACH:

'S ann air an Àrd-oifigeir a tha an làn uallach gus dèanamh cinnteach gun coilean VisitScotland na geallaidhean sa Phlana seo.

LUCHD-OBACH FA LETH:

Innsidh VisitScotland do luchd-obach mu na th' anns a' phlana seo agus mun bhuidhean a bheir e air an obair làitheil aca tro eadra-lìon na buidhne is meadhanan conaltraidh eile. Cuideachd, thèid fios a thoirt seachad aig coinneamhan nan diofar roinnean agus thèid a sgaoileadh leis a' Bhuidhinn Cheannais am measg luchd-obrach tro mhodhan-sgaoilidh àbhaisteach.

SEIRBHEISEAN A THÈID A LÌBHRIGEADH LE DAOINE EILE:

Innsidh VisitScotland do ar luchd-compàirt, luchd-ceannaich agus luchd-solair mun Phlana tro ar cumhachan is cùmhnantan agus tro ar làrach-lìn corporra agus brosnachaidh iad sinn gu bhith ag obair a rèir na feallsanachd air cùl gnìomhan a' phlana.

MAOINEACHADH DHAN PHLANA

Cumaidh sinn oirn ag iarraidh air Sgioba Coileanadh Thar-roinneil a' Phlana Ghàidhlig stiùireadh a thoirt do mar a thèid gach gnìomh sa phlana seo a cho-òrdanachadh is a choileanadh.

A' SGRÙDADH COILEANADH A' PHLANA

Cuiridh VisitScotland aithisg-sgrùdaidh gu Bòrd na Gàidhlig gach bliadhna air a' cheann-latha air an do chuir am Bòrd aonta ris a' phlana.

Chapter 4 Implementation and Monitoring

Timetable

This edition of VisitScotland's Gaelic Language Plan will formally remain in force from the date it was approved by Bòrd na Gàidhlig or until a new plan has been put in place.

Publicising the Plan

VisitScotland's Gaelic Language Plan will be published bilingually on VisitScotland's corporate website, www.visitscotland.org. In addition, we shall:

- Promote the plan to all employees via our internal communication channels;
- Distribute copies electronically of the plan to Gaelic organisations;
- Distribute copies electronically of the plan to the Gaelic Tourism Strategy Group.

Administrative Arrangements for Implementing the Gaelic Language Plan

This plan is the policy of VisitScotland and has been endorsed both by our Leadership Group and Board members.

OVERALL RESPONSIBILITY:

The Chief Executive will be responsible ultimately for ensuring that VisitScotland delivers on the commitments set out in this Plan.

INDIVIDUAL STAFF MEMBERS:

VisitScotland will advise staff of the content of the plan and the implications of this to their daily activity through its intranet and other communications channels. In addition, communication will be delivered at departmental meetings and will be cascaded using the normal cascade procedures through the Leadership Group.

SERVICES DELIVERED BY THIRD PARTIES:

VisitScotland will inform its partners, customers and suppliers through its terms and conditions and through its corporate website of the Plan and then we will encourage them to operate in the spirit of the activities outlined.

RESOURCING THE PLAN

We will continue to use a cross Directorate Gaelic Language Plan Implementation Team to oversee the coordination and delivery of all the actions contained in this plan.

MONITORING THE IMPLEMENTATION OF THE PLAN

VisitScotland will send Bòrd na Gàidhlig a yearly monitoring report on the date on which the plan was approved by the Bòrd.

Fiosrachadh conaltraidh

'S i an t-oifigear le uallach gus stiùireadh a thoirt do mar a thèid Plana Gàidhlig VisitScotland ullachadh, a choileanadh, a sgrùdadh agus a chur an gnìomh bho latha gu latha:

Lyn Donnelly

ÀRD-MHANAIDSEAR AIRSON TURASACHD CHUNNTACHAIL

VisitScotland
Cùirt Waverley,
4 Sràid na Margaidh an Ear
Dùn Èideann
EH8 8BG

LYN.DONNELLY@VISITSCOTLAND.COM

Contact details

The officer with responsibility for overseeing the preparation, delivery, monitoring and day to day operation of VisitScotland's Gaelic Language Plan is:

Lyn Donnelly

RESPONSIBLE TOURISM MANAGER

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Eàrr-ràdh 1

VisitScotland agus a' Ghàidhlig - 2019 – 2022

San eàrr-ràdh seo chithear na prìomh ghniomhan a rinn VisitScotland rè ùine an treas Plana Gàidhlig againn (2019 – 2022).

A' TOGAIL BRATACH NA GÀIDHLIG TAOBH A-STAIGH NA BUIDHNE

- Thug sinn trèanadh do dhithis bhall ùr dhen Bhòrd le fiosrachadh mun Ghàidhlig.
- Rinn sinn sgrùdadh gus tomhas a dhèanamh air an àireimh de luchd-labhairt na Gàidhlig a tha air am fastadh aig VisitScotland.
- Tha sinn air Gàidhlig a chur air adhart air feadh ar meadhanan conaltraidh taobh a-staigh na buidhne, leithid ar HUB agus VSTV.
- Tha Gàidhlig a-nis ainmichte mar sgil a tha na buannachd anns gach tuairisgeul-obrach a thèid fhoillseachadh an lùib obair trusaidh.

AN GNÌOMHACHAS

- Tha sinn air obrachadh còmhla ri luchd-ùidhe gus a' chiad Ro-innleachd Turasachd na Gàidhlig a dhealbh is a chur an gnìomh.
- Tha sinn air Goireasan Gàidhlig a chruthachadh airson a' ghniomhachais, agus bho chaidh am foillseachadh, san Lùnastal 2021, chaidh sealltainn air an duilleig 606 tursan (275 neach-coimhid sònraichte).
- Chuir sinn Gàidhlig air suaicheantas an sgeama, Good to Go (Deiseil is Deònach sa Ghàidhlig), mar phàirt de na h-iomairtean gus ath-nuadhachadh a thoirt air a' ghniomhachas às dèidh COVID.
- Tha ar gealladh gus dìon a chur air a' Ghàidhlig mar phàirt de ar Ro-innleachd airson Turasachd Chunntachail.
- Mar phàirt dhen obair ùrachaidh air Ionad-fiosrachaidh Steòrnabhaigh, tha sinn air barrachd Gàidhlig a chur air na soidhnichean air taobh a-muigh agus taobh a-staigh an ionaid.
- Thug sinn taic dhan Mhòd Nàiseanta Rìoghail tro thaic-airgid, sanasachd agus margaidheachd.
- Dh'obraich sinn còmhla ri Bòrd na Gàidhlig gus gach cothrom as urrainnear a ghabhail gus Gàidhlig a chur air adhart an lùib nam Bliadhnaichean Sònraichte, mar eisimpleir, bha aithris Ghàidhlig mar phàirt dhen bhidio airson Bliadhna nan Sgeulachdan.
- Mar phàirt de mhaoin-leudachaidh, thug sinn taic do thurasachd sna h-Eileanan Siar – an iomairt, Cridhe nan Eilean, a bha a' cur cultar na Gàidhlig air adhart.

NA MEADHANAN, MARGAIDHEACHD IS SANASACHD

- Chuir sinn Gàidhlig air còrr is 30 brath-naidheachd.
- Ghabh sinn pàirt ann an Seachdain na Gàidhlig agus chruthaich sinn susbaint gus an cànan a chur air adhart air feadh ar meadhanan poblach is corporra.
- Bha iomradh air a' Ghàidhlig agus bhidio Gàidhlig bho na h-Eileanan Siar ann an artaigil airson a phàigh sinn a nochd air-loidhne san iris Wanderlust san RA. Chaidh an t-artaigil fhoillseachadh air 8 Dàmhair 2021 agus chaidh sealltainn air an duilleig 52,396 tursan bhon uair sin.
- Bha Gàidhlig agus dualchas na Gàidhlig mar phàirt de thachartasan sanasachd mòra, leithid Seachdain na h-Alba ann an New York – mar eisimpleir chluich Clann an Druma an sin.
- Thugadh taic do chultar na Gàidhlig le bhith a' dèanamh sanasachd air tachartasan aig Celtic Connections 2022 tro bhith ag ath-sgaoileadh Tweets agus tro sgeulachd Instagram shònraichte airson sin.
- Bha a' Ghàidhlig mar phàirt de shusbaint a rinneadh ann an com-pàirt ris an neach-bhuaidh dhìseatach, a' Hebridean Baker, airson Turasachd Chunntachail air TikTok (179 beachdan, 5,630 neach a chuir 'math' (like) ris, chaidh sealltainn air 195,000 turas).
- Gheibh a h-uile neach a chlàraicheas gus puist-d fhaighinn post-d le fàilte sa bheil ceòl is loidhnichean Gàidhlig. Cuideachd, tha meadhanan conaltraidh a dh'aona-ghnothach againn airson Poblachd na h-Èireann le iomradh air ar ceanglaichean Ceilteach agus Gàidhlig.
- Bha blog mu ainmean-àite Gàidhlig an cois post-d mu bhith ag aithris sgeulachdan airson Latha Cruinneil nan Sgeulachdan 2022 agus Seachdain na Gàidhlig – chaidh sin a chur gu daoine anns gach margaidh, a' ruighinn air 1.1m neach.
- Bha am blog le 10 nithean inntinneach mu Alba agus an bhidio 'Gàidhlig: Air a Mìneachadh' sa phost-d, ÙR: seallaidhean is fuaimean na h-Alba – a chaidh a sgaoileadh air feadh gach margaidh sa Ghearran 2021, chaidh e gu 1.1m neach.
- Alba Shònraichte – bha Gàidhlig mar phàirt de chairt-phuist an Earraich – a chaidh a chur gu daoine anns gach margaidh, chaidh i gu 1.1m neach.
- Chaidh Gàidhlig a chur air Gealladh na h-Alba airson Turasachd Chunntachail.
- Tha cultar na Gàidhlig mar phàirt dhen làrach-lìn aig VS airson roinn an t-siubhail (Clàr-siubhail Cunntachail airson nan Eilean Siar / Bliadhna nan Sgeulachdan 2022).

Appendix 1

VisitScotland Gaelic Highlights - 2019 – 2022

This appendix sets out VisitScotland's Gaelic highlights during the 3rd iteration of our Gaelic language plan (2019 – 2022).

INTERNAL GAELIC AWARENESS

- We have delivered Gaelic awareness training to two new Board members.
- We have conducted a review to identify the number of Gaelic speakers employed by VisitScotland.
- We have promoted Gaelic across our internal communication channels such as our HUB and VSTV.
- Gaelic language is now a desirable skill in all job descriptions that are published for recruitment.

INDUSTRY

- We have co-ordinated with stakeholders to devise and implement the first Gaelic Tourism Strategy for Scotland.
- We have developed a Gaelic Toolkit for industry and since it launched, in August 2021, it has received 606 page views (275 unique page views).
- We converted the Good to Go scheme logo into Gaelic as part of COVID recovery activity.
- We have integrated our commitment to protecting the Gaelic language into the Responsible Tourism Strategy.
- As part of our Stornoway iCentre refurbishment, we have increased the use of Gaelic signage both internally and externally.
- We have supported the Royal National Mòd through funding support, PR and marketing activity.
- We have worked with Bòrd na Gàidhlig to maximise the opportunities to promote Gaelic as part of Themed Years activity including a Gaelic voiceover for the Year of Stories promotional video.
- As part of growth fund, we have supported Outer Hebrides Tourism – Cridhe nan Eilean campaign promoting Gaelic culture.

MEDIA, MARKETING AND PR

- We have translated more than 30 press releases into Gaelic.
- We engaged with World Gaelic Week and created content to promote across our consumer and corporate channels.
- UK paid media activity with *Wanderlust* incorporated references to Gaelic and an Outer Hebrides Gaelic video in an article about [Scotland's Islands](#). The article went live on 8 October 2021 and had 52,396 page views.
- Inclusion of Gaelic traditions and activities in major PR events, including Scotland Week in New York – for example a performance by Clann An Drumma.
- Gaelic culture support through promotion of 2022 Celtic Connection events in social retweets and dedicated Instagram story.
- Inclusion of Gaelic in Responsible Tourism collaboration with digital influencer, the Hebridean Baker, on [TikTok](#) (179 comments, 5630 likes, 195K views).
- All new email subscribers receive first welcome email which features Gaelic music and captions in Gaelic. We also run a dedicated stream for the ROI which references Celtic cousins and Gaelic connections.
- Gaelic place names blog included in a Storytelling email for world Storytelling Day 2022 and Gaelic week – sent to all markets, reach 1.1m.
- 10 interesting facts about Scotland blog and the Scottish Gaelic: Explained video included in the NEW: Scotland's sights and sounds email – sent to all markets February 2021, reach 1.1m.
- Uniquely Scottish - Scottish Gaelic included in Spring postcard email – sent to all markets, reach 1.1m.
- Scotland's Responsible Tourism Promise translated into Gaelic.
- Inclusion of Gaelic culture on VS travel trade website (Outer Hebrides Responsible Itinerary / Year of Stories 2022).