

Gaelic Tourism Action Plan

The action plan is a working document. It details the essential activities that need to be done to fulfil our strategic priorities and agreed outcomes.

Strategic Priority 1

Drive industry understanding of opportunities and benefits associated with Gaelic and seek out opportunities to support the inclusion of Gaelic in relevant destination and sector plans.

Prìomhachas Ro-innleachdail 1

Ag obair gus dèanamh cinnteach gu bheil tuigse aig a' ghnìomhachas air na cothroman is buannachdan a gheibhear a thaobh na Gàidhlig agus a' sireadh chothroman gus ceanglaichean a neartachadh eadar a' Ghàidhlig is turasachd ann am planaichean cheann-uidhe, coimhearsnachd is roinne mar as iomchaidh.

Action	Activities	Outcomes	Lead & Participating Partners	Timeline
Gnìomh	Obair	Builean	Prìomh Luchd-compàirt is Luchd-compàirt Eile	Clàr-ama
Devise and implement a programme of activity to raise awareness of Gaelic and the economic opportunities across Scotland.	Improve coordination and communication across the public agencies with a Gaelic Language Plan.	Identify opportunities for partnership working, adding value to Gaelic tourism activity and avoiding duplication.	All	Y1 – Y5
Prògram obrach a dhealbhadh is a chur an sàs gus aire dhaoine air feadh Alba a tharraing chun na Gàidhlig agus gu na cothroman eaconamach a gheibhear na lùib.	A' toirt piseach air co-òrdanachadh is conaltradh am measg bhuidhnean poblach aig a bheil planaichean Gàidhlig.	A' comharrachadh chothroman co-obrachaidh, a' cur ri luach na h-obrach a nithear a thaobh turasachd na Gàidhlig agus a' seachnadh dùblachadh ann an obair nam buidhnean.	A h-uile duine	B1 – B5

Action	Activities	Outcomes	Lead & Participating Partners	Timeline
Gnìomh	Obair	Builean	Prìomh Luchd-compàirt is Luchd-compàirt Eile	Clàr-ama
	Encourage increased engagement with Gaelic through public grant funding programmes.	More visibility of Gaelic within funding programmes.	All	Y1 – Y5
	A' brosnachadh barrachd dhaoine gus Gàidhlig is cultar a' chànain a chleachdadh tro phrògraman maoinachaidh poblach le tabhartasan.	Bidh Gàidhlig nas follaisiche an lùib phrògraman maoinachaidh.	A h-uile duine	B1 – B5
	Raise the profile of Gaelic resources with the tourism sector, identifying key audiences to target e.g. sector groups, trade bodies, membership organisations, Capital Gaelic.	Increase use of signposted Gaelic resources.	VisitScotland, Scottish Tourism Alliance, Highlands and Islands Enterprise	Y1 – Y5
	A' dèanamh cinnteach gum bi na goireasan Gàidhlig nas follaisiche do roinn na turasachd, a' comharrachadh prìomh luchd-amais, leithid bhuidhnean roinne, buidhnean malairt, buidhnean le ballrachd, Capital Gaelic.	A' cleachdadh barrachd ghoireasan Gàidhlig air an deach sanasachd a dhèanamh.	VisitScotland, Caidreachas Turasachd na h-Alba, Iomairt na Gàidhealtachd is nan Eilean	B1 – B5
	Raise awareness of Gaelic opportunities and potential benefits in the tourism, creative industries and food and drink sectors with relevant businesses, Destination Organisations and Community Organisations.	Increase Gaelic-related engagement with Business, Community and Destinations.	All	Y1 – Y5
	A' dèanamh sanasachd air cothroman Gàidhlig agus na buannachdan a dh'fhaodadh a bhith ann do ghnòthachasan, Buidhnean Cheann-uidhe agus Buidhnean Coimhearsnachd ann an roinn na turasachd, sna gnìomhachasan cruthachail agus roinn a' bhìdh is nan deochan.	Barrachd co-chonaltraidh ga dhèanamh a thaobh na Gàidhlig ri Gnothachasan, Coimhearsnachdan agus Buidhnean Cheann-uidhe.	A h-uile duine	B1 – B5

Action	Activities	Outcomes	Lead & Participating Partners	Timeline
Gnìomh	Obair	Builean	Prìomh Luchd-compàirt is Luchd-compàirt Eile	Clàr-ama
	Celebrate success, generating and showcasing Gaelic case studies across agency channels.	Bank of case studies developed and shared.	All	Y1 – Y5
	A' dèanamh gàirdeachas ri soirbheachas, a' cruthachadh is a' dèanamh taisbeanadh air eisimpleirean de thurasachd na Gàidhlig thar mheadhanan conaltraidh bhuidhnean.	Cruinneachadh de dh'eisimpleirean air a chruthachadh is air a cho-roinn.	A h-uile duine	B1 – B5
	Promote and support projects involving the use and promotion of Gaelic culture and language.	More projects featuring Gaelic supported and promoted.	Creative Scotland, Highlands & Islands Enterprise, Comhairle na Eilean Siar	Y1 – Y5
	A' cur air adhart agus a' toirt taic do phròiseactan far a bheil a' Ghàidhlig agus a cultar gan cur air adhart agus gan cleachdadh.	Bithear a' cur air adhart agus a' toirt taic do bharrachd phròiseactan le Gàidhlig.	Alba Chruthachail, Iomairt na Gàidhealtachd is nan Eilean, Comhairle na Eilean Siar	B1 – B5
	Raise the profile of the Gaelic Tourism Strategy with Regional Economic Partnerships, making partners aware of the opportunities and encouraging inclusion of Gaelic within regional economic and tourism plans.	Wider inclusion of Gaelic within relevant regional plans.	Lead: VisitScotland, Highlands & Islands Enterprise, NatureScot, Skills Development Scotland, Local Authorities, Park Authorities	Y1 – Y5
	A' dèanamh sanasachd air Ro-innleachd Turasachd na Gàidhlig am measg Chom-pàirteachasan Eaconamach Roinneil, ag innse do luchd-compàirt mu chothroman agus a' brosnachadh dhaoine gu bhith a' dèanamh Gàidhlig na pàirt de na planaichean eaconamach is turasachd roinneil aca.	Bidh Gàidhlig mar phàirt nas motha de phlanaichean roinneil buntainneach.	Prìomh: VisitScotland, Iomairt na Gàidhealtachd is nan Eilean, NàdarAlba, Leasachadh Sgìlean na h-Alba, ÙI, Ùghdarrasan Pàirce	B1 – B5

Action	Activities	Outcomes	Lead & Participating Partners	Timeline
Gnìomh	Obair	Builean	Prìomh Luchd-compàirt is Luchd-compàirt Eile	Clàr-ama
	Raise the profile of the Gaelic Tourism Strategy with Convention of the Highlands and Islands (CoHI), making partners aware of the opportunities and ongoing activity.	Strategy presented and recognised by members of CoHI.	Lead: Bòrd na Gàidhlig, VisitScotland, Highlands and Islands Enterprise, Comhairle na Eilean Siar, NatureScot	Y1 – Y5
	A' dèanamh sanasachd air Ro-innleachd Turasachd na Gàidhlig am measg buill Co-chruinneachadh na Gàidhealtachd is nan Eilean (CGE), ag innse do luchd-compàirt mu na cothroman is mun obair a tha a' dol air adhart.	An ro-innleachd air a cur fo chomhair buill CGE agus tha iad air aithne a thoirt dhi.	Prìomh: Bòrd na Gàidhlig, VisitScotland, Iomairt na Gàidhealtachd is nan Eilean, Comhairle na Eilean Siar, NàdarAlba	B1 – B5

Strategic Priority 2

Support the creation of memorable Gaelic experiences through improved access to Gaelic resources, skills and training for the tourism industry.

Prìomhachas Ro-innleachdail 2

A' cuideachadh le bhith a' cruthachadh thursan is cothroman sònraichte far a bheil Gàidhlig mar phàirt dhiubh tro bhith a' stèidheachadh barrachd cothroman ann an gnìomhachas na turasachd air goireasan agus ionnsachadh sgilean Gàidhlig agus air trèanadh Gàidhlig.

Action	Activities	Outcomes	Lead & Participating Partners	Timeline
Gnìomh	Obair	Builean	Prìomh Luchd-compàirt is Luchd-compàirt Eile	Clàr-ama
Provide industry with refreshed Gaelic tools, inspiring them to create Gaelic products and experiences.	Refresh Gaelic tourism business support offering including an update of the Gaelic tourism industry toolkit.	Refreshed tools and resources developed and available.	Lead: VisitScotland , Bòrd na Gàidhlig, Highlands & Islands Enterprise	Y1 – Y2
A' toirt goireasan Gàidhlig ùra is sgilean Gàidhlig dhan ghnìomhachas, a chuidicheas iad gus bathar, tursan is cothroman Gàidhlig a chruthachadh.	A' dèanamh ùrachadh air an taic a th' ann a thaobh turasachd na Gàidhlig do ghnothachasan le ùrachadh air na goireasan turasachd Gàidhlig.	Bidh goireasan ùra air an dealbh agus rim faotainn.	Prìomh: VisitScotland , Bòrd na Gàidhlig, Iomairt na Gàidhealtachd is nan Eilean	B1 – B2

Action	Activities	Outcomes	Lead & Participating Partners	Timeline
Gnìomh	Obair	Builean	Prìomh Luchd-compàirt is Luchd-compàirt Eile	Clàr-ama
	Develop and deliver a communication programme to promote Gaelic resources.	Increase use of signposted Gaelic resources building on user data from previous strategy.	VisitScotland, Highlands & Islands Enterprise, Scottish Tourism Alliance	Y1 – Y2
	Thèid prògram conaltraidh a dhealbh is a chur an sàs gus sanasachd a dhèanamh air goireasan Gàidhlig.	Bidh goireasan Gàidhlig, air an tèid sanasachd a dhèanamh, air an cleachdadh barrachd agus sinn a' dèanamh feum de dhàta bhon ro-innleachd mu dheireadh.	VisitScotland, Iomairt na Gàidhealtachd is nan Eilean, Caidreachas Turasachd na h-Alba	B1 – B2
	Develop communications guidance on Gaelic to give people confidence on how to talk about it. Potentially developed for different audiences.	Sharing Gaelic with your Visitors advice included in the toolkit.	VisitScotland, Bòrd na Gàidhlig	Y1 – Y2
	A' dealbh stiùireadh conaltraidh airson Gàidhlig gus am bi misneachd aig daoine a thaobh mar a bhruidhnas iad ma deidhinn. 'S dòcha air a dhealbh gus freagairt air diofar luchd-amais.	Bidh comhairle, Gàidhlig do Luchd-tadhail, mar phàirt de na goireasan Gàidhlig.	VisitScotland, Bòrd na Gàidhlig	B1 – B2
	Review partner industry/community event programmes and identify how to embed Gaelic in a proportionate way.	Increased visibility of Gaelic at industry/community events.	All	Y1 – Y5
	A' sgrùdadh phrògraman thachartasan aig luchd-compàirt sa ghnìomhachas/ann an coimhearsnachdan gus faicinn mar a ghabhas Gàidhlig a dhèanamh mar phàirt dhiubh ann an dòigh fhreagarrach.	Bidh Gàidhlig nas follaisiche aig tachartasan sa ghnìomhachas/ann an coimhearsnachdan.	A h-uile duine	B1 – B5

Action	Activities	Outcomes	Lead & Participating Partners	Timeline
Gnìomh	Obair	Builean	Prìomh Luchd-compàirt is Luchd-compàirt Eile	Clàr-ama
	Coordinated cross sector/agency effort between the Gaelic Tourism Strategy and the National Gaelic Plan.	Better alignment between the strategies to ensure opportunities are maximised for Gaelic.	Bòrd na Gàidhlig,	Y1 – Y5
	Obair cho-òrdanaichte eadar roinnean/buidhnean a bhios a' gabhail ealla ri Ro-innleachd Turasachd na Gàidhlig agus Plana Nàiseanta na Gàidhlig.	Bidh obair nas co-òrdanaichte ann mu choinneimh nan ro-innleachdan gus dèanamh cinnteach gun gabhar nas urrainnear de chothroman airson na Gàidhlig.	Bòrd na Gàidhlig	B1 – B5
	Incorporate Gaelic messaging into programme of industry activity related to creating memorable and bookable experiences.	Gaelic messaging incorporated into industry activity and new experiences created by industry.	VisitScotland	Y1 – Y5
	Bidh teachdaireachdan mun Ghàidhlig mar phàirt den obair a nì an gnìomhachas gus tursan is cothroman drùidhteach is sònraichte a chruthachadh as urrainn do dhaoine a ghleidheadh.	Bidh teachdaireachdan mun Ghàidhlig mar phàirt de dh'obair a' ghnìomhachais agus de thursan is cothroman ùra a chruthaicheas an gnìomhachas.	VisitScotland	B1 – B5
	Provide, through the Business Gateway Service, business advice and financial support for projects which promote Gaelic cultural regeneration and development.	A number of projects promoting Gaelic culture supported through Business Gateway services.	Comhairle na Eilean Siar, Local Authorities	Y1 – Y5
	A' toirt seachad comhairle is taic ionmhasail, tron t-seirbheis Business Gateway, do phròiseactan a bhios a' cur taic ri ath-nuadhachadh is adhartachadh cultar na Gàidhlig.	Gheibh grunn phròiseactan a tha a' cur cultar na Gàidhlig air adhart taic tron t-seirbheis Business Gateway.	Comhairle na Eilean Siar, Ùl	B1 – B5

Action	Activities	Outcomes	Lead & Participating Partners	Timeline
Gnìomh	Obair	Builean	Prìomh Luchd-compàirt is Luchd-compàirt Eile	Clàr-ama
	Develop a Gaelic module for inclusion within Apprenticeship frameworks in Hospitality, Tourism, Culture & Heritage.	Embedding of Gaelic within relevant programmes.	Lead: Skills Development Scotland , Developing the Young Workforce, Apprenticeship in Hospitality Scotland, Bòrd na Gàidhlig, Universities, Scottish Qualification Authority, Schools	Y1 – Y2
	A' cruthachadh modal Gàidhlig airson Phreantasachdan ann an Aoigheachd, Turasachd, Cultar is Dualchas.	Bidh Gàidhlig mar phàirt de phrògraman freagarrach.	Prìomh: Leasachadh Sgìlean na h-Alba , Developing the Young Workforce, Apprenticeship in Hospitality Scotland, Bòrd na Gàidhlig,, Oilthighean, SQA, Sgoiltean	B1 – B2
	Explore opportunity for development of Gaelic training for tour guides.	Build relationships with Scottish Tourist Guides Association and identify opportunities and requirements for tour guides.	VisitScotland, Scottish Tourist Guides Association, Skills Development Scotland	Y1 – Y2
	A' coimhead air na cothroman gus trèanadh Gàidhlig a thoirt do threòraichean-turais.	A' togail cheanglaichean le Scottish Tourist Guides Association agus a' comharrachadh chothroman airson agus nam feumalachdan a th' aig treòraichean-turais.	VisitScotland, Scottish Tourist Guides Association, Leasachadh Sgìlean na h-Alba	B1 – B2

Strategic Priority 3

Increase visitor awareness of Gaelic and maximise opportunities to promote the language, culture and heritage.

Prìomhachas Ro-innleachdail 3

Barrachd sanasachd air a' Ghàidhlig am measg luchd-tadhail agus a' dèanamh làn-fheum de na cothroman gus an cànan, an cultar agus an dualchas a chur air adhart.

Action	Activities	Outcomes	Lead & Participating Partners	Timeline
Gnìomh	Obair	Builean	Prìomh Luchd-compàirt is Luchd-compàirt Eile	Clàr-ama
Ensure Gaelic is an integral part of Scotland's tourism offer and is embedded across core marketing activity.	Define Scotland's Gaelic tourism offering, agreeing the criteria of a Gaelic experience.	Clarity of offer and messaging.	All	Y1
A' dèanamh cinnteach gu bheil a' Ghàidhlig na pàirt bunaiteach de roinn turasachd na h-Alba agus gu bheil i mar phàirt dhen phrìomh obair mhargaidheachd a nithear.	A' mìneachadh dè th' ann an turasachd na Gàidhlig, ag aontachadh nan slatan-tomhais airson cothrom no turas Gàidhlig.	Soilleireachd ann a thaobh turasachd na Gàidhlig agus teachdaireachdan ma deidhinn.	A h-uile duine	B1
	Refresh Gaelic consumer messaging, developing engaging content and making it easier for visitors to find Gaelic experiences and events in Scotland.	Revised Gaelic content, ensuring authenticity.	VisitScotland, Creative Scotland, Bòrd na Gàidhlig,	Y1 – Y5
	Nithear ùrachadh air teachdaireachdan do luchd-ceannaich, a' cruthachadh susbaint tharraingeach agus ga dhèanamh nas fhasa do luchd-tadhail cothroman is tachartasan Gàidhlig a lorg ann an Alba.	Susbaint Ghàidhlig ùr, le fìor bhlasad dhen chànan is cultar.	VisitScotland, Alba Chruthachail, Bòrd na Gàidhlig,	B1 – B5

Action	Activities	Outcomes	Lead & Participating Partners	Timeline
Gnìomh	Obair	Builean	Prìomh Luchd-compàirt is Luchd-compàirt Eile	Clàr-ama
	Identify and work with selected tour operator(s) to create and promote a number of Gaelic experiences.	Promote experiences to international and UK tour operators, destination management companies and travel advisors.	VisitScotland	Y1 – Y5
	A' lorg agus ag obair còmhla ri companaidhean-turais gus grunn cothroman is tursan Gàidhlig a chruthachadh is a shanasachd.	A' dèanamh sanasachd air cothroman is tursan do chompanaidhean-turais eadar-nàiseanta agus san RA, buidhnean stiùiridh cheann-uidhe agus luchd-comhairleachaidh siubhail.	VisitScotland	B1 – B5
	Incorporate Gaelic messaging and experiences in tourism showcase events eg Scotland Week, trade shows etc - use key themes for Gaelic as hooks to engage visitors, particularly genealogy, place names, music, nature.	Gaelic content visible across a number of tourism showcase events.	VisitScotland	Y1 – Y5
	Bidh teachdaireachdan mun Ghàidhlig agus cothroman is tursan Gàidhlig mar phàirt de thachartasan-taisbeanadh turasachd me, Seachdain na h-Alba, fèilltean-malairt – a' cleachdadh phrìomh chuspairean co-cheangailte ris a' Ghàidhlig gus ùidh luchd-tadhail a thogail, gu h-àraidh sinnsireachd, ainmean-àite, ceòl, nàdar.	Bidh susbaint Ghàidhlig follaiseach an lùib ghrunn thachartasan-taisbeanadh turasachd.	VisitScotland	B1 – B5
	Identify Gaelic ambassadors to explore options of raising awareness of Gaelic and engaging new audiences.	Increased visibility for Gaelic.	Bòrd na Gàidhlig, Creative Scotland	Y1 – Y5
	A' lorg thosgairean Gàidhlig gus coimhead air cothroman airson aire dhaoine a tharraing chun na Gàidhlig agus ùidh a thogail am measg luchd-ceannaich ùra.	Bidh a' Ghàidhlig nas follaisiche is bidh daoine nas mothachaile oirre.	Bòrd na Gàidhlig, Alba Chruthachail	B1 – B5

Action	Activities	Outcomes	Lead & Participating Partners	Timeline
Gnìomh	Obair	Builean	Prìomh Luchd-compàirt is Luchd-compàirt Eile	Clàr-ama
	Promote Scotland's Gaelic heritage, language and vibrant culture in consumer facing marketing activity across all relevant channels.	Increased visibility of Gaelic content.	VisitScotland	Y1 – Y5
	A' cur air adhart na Gàidhlig, agus dualchas is cultar brìoghmhor, Gàidhlig na h-Alba an lùib margaidheachd thar gach meadhan freagarrach.	Bidh susbaint Ghàidhlig nas follaisiche.	VisitScotland	B1 – B5

Strategic Priority 4

Establish connections between tourism and other sectors, identifying opportunities for collaboration.

Prìomhachas Ro-innleachdail 4

A' stèidheachadh cheanglaichean eadar turasachd is roinnean eile, agus a' comharrachadh chothroman co-obrachaidh.

Action	Activities	Outcomes	Lead & Participating Partners	Timeline
Gnìomh	Obair	Builean	Prìomh Luchd-compàirt is Luchd-compàirt Eile	Clàr-ama
Build a network of pan sector stakeholders interested in Gaelic allowing for discussion, knowledge sharing and partnership working.	Identify opportunities to establish connections between developing markets such as the Cruise and Outdoor Sectors and Gaelic Tourism.	Establish partners and recognised opportunities to raise awareness of Gaelic within these sectors.	Highlands & Islands Enterprise, VisitScotland, Scottish Tourism Alliance	Y1 – Y5
A' stèidheachadh lìonra de luchd-ùidhe bho air feadh na roinne aig a bheil ùidh sa Ghàidhlig gus cothrom a thoirt dhaibh bruidhinn ri chèile, eòlas a cho-phàirteachadh agus obrachadh còmhla.	A' comharrachadh chothroman gus ceanglaichean a thogail eadar margaidhean a tha gan leasachadh leithid Bhàtaichean-turais Mòra is Roinn a' Bhlàir a-Muigh agus Turasachd na Gàidhlig.	Bidh luchd-compàirt ag obair còmhla agus cothroman aithnichte ann gus aire dhaoine a tharraing chun na Gàidhlig sna roinnean sin.	Iomairt na Gàidhealachd is nan Eilean, VisitScotland, Caidreachas Turasachd na h-Alba	B1 – B5
	Strengthen partnership across the Faster Rate of Progress workstreams, identifying opportunities to collaborate.	Information sharing and alignment with other Faster Rate of Progress workstreams. Sharing our vision and encouraging ownership of the Gaelic tourism strategy across the workstreams.	Bòrd na Gàidhlig, Scottish Government, VisitScotland, Creative Scotland, Historic Environment Scotland, Highlands & Islands Enterprise	Y1 – Y5
	A' neartachadh chom-pàirteachasan thar raointean-obrach airson Adhartas nas Luaithe, a' comharrachadh chothroman co-obrachaidh.	A' co-phàirteachadh fiosrachadh agus ag obair còmhla ri raointean-obrach eile aig an iomairt, Adhartas nas Luaithe. A' sgaoileadh fios air ar lèirsinn agus a' brosnachadh dhaoine ann an raointean-obrach eile gus taic a chur ri ro-innleachd turasachd na Gàidhlig.	Bòrd na Gàidhlig, Riaghaltas na h-Alba, VisitScotland, Alba Chruthachail, Àrainneachd Eachdraidheil Alba, Iomairt na Gàidhealachd is nan Eilean	B1 – B5

Action	Activities	Outcomes	Lead & Participating Partners	Timeline
Gnìomh	Obair	Builean	Prìomh Luchd-compàirt is Luchd-compàirt Eile	Clàr-ama
	Strengthen national and regional partnerships (eg via Regional Tourism Partnerships) with key tourism stakeholders such as transport providers and related sectors such as food and drink and creative industries.	Using examples, such as Calmac, highlight the opportunities related to Gaelic and the benefits for the sector.	VisitScotland	Y1 – Y5
	A' neartachadh chom-pàirteachasan nàiseanta agus roinneil (me, tro Chom-pàirteachasan Turasachd Roinneil) le prìomh luchd-ùidhe na turasachd leithid luchd-solair còmhhdail agus roinnean co-cheangailte leithid biadh is deochan agus na gnìomhachasan cruthachail.	A' cleachdadh eisimpleirean, leithid Calmac, gus sanasachd a dhèanamh air na cothroman a th' ann a thaobh na Gàidhlig agus na buannachdan dhan roinn.	VisitScotland	B1 – B5
	Focus on developing a cohesive and interlinked strategic approach between arts and heritage, and the public and private sector, to provide support to creative and cultural projects led by the community.	Understanding of opportunities and gaps in support for community-led creative and cultural projects. Development of collaborative approach which is responsive to community needs.	Lead: Creative Scotland, Historic Environment Scotland, Comhairle na Eilean Siar	Y1 – Y5
	Ag amas air dòighean-obrach ro-innleachdail aonaichte is eadar-cheangailte a stèidheachadh eadar roinnean nan ealain is an dualchais, agus na roinnean poblach is prìobhaideach, gus taic a chur ri pròiseactan cruthachail is cultarach a tha fo stiùir na coimhearsnachd.	Bidh tuigse againn air na cothroman is beàrnan a th' ann a thaobh phròiseactan cruthachail is cultarach fo stiùir na coimhearsnachd. A' stèidheachadh dhòighean-obrach co-obrachail gus frith-ealadh air feumalachdan choimhearsnachdan.	Prìomh: Alba Chruthachail, Àrainneachd Eachdraidheil Alba, Comhairle na Eilean Siar	B1 – B5

Strategic Priority 5

Develop research and insights.

Prìomhachas Ro-innleachdail 5

A' dèanamh rannsachadh agus a' cur ri ar tuigse air cùisean.

Action	Activities	Outcomes	Lead & Participating Partners	Timeline
Gnìomh	Obair	Builean	Prìomh Luchd-compàirt is Luchd-compàirt Eile	Clàr-ama
Identify and collect data and insights to allow informed decisions and action regarding Gaelic activity.	Pool and share data and other information being collated across partners eg Business Panel Surveys.	Survey data collated and shared.	All	Y1 – Y5
A' comharrachadh is a' cruinneachadh dàta a chuidicheas le bhith a' dèanamh cho-dhùnaidhean is ghnìomhan fiosraichte a thaobh na Gàidhlig.	A' cruinneachadh agus a' co-phàirteachadh dàta is fiosrachadh eile a thèid a chruinneachadh le luchd-compàirt, me, Suirbhidhean airson Phannalan Gnothachais.	Bidh an dàta air a chruinneachadh is air a cho-phàirteachadh.	A h-uile duine	B1 – B5
	Gather information on Gaelic tourism as part of VisitScotland research and insights function.	Intelligence around visitor demand collated to inform future progress.	VisitScotland	Y1 – Y5 –
	A' cruinneachadh fiosrachadh air turasachd na Gàidhlig mar phàirt de dh'obair rannsachaidh is tuigse VisitScotland.	Tuigse is eòlas againn air iarrtasan luchd-tadhail gus cuideachadh le adhartas san àm ri teachd.	VisitScotland	B1 – B5

Action	Activities	Outcomes	Lead & Participating Partners	Timeline
Gnìomh	Obair	Builean	Prìomh Luchd-compàirt is Luchd-compàirt Eile	Clàr-ama
	Look for opportunities to share intelligence re: national language with colleagues in Ireland and Wales.	Sharing and developing best practice.	VisitScotland	Y1 – Y5
	A' lorg chothroman gus eòlas a cho-phàirteachadh a thaobh chànanan nàiseanta le co-obraichean ann an Èirinn agus sa Chuimrighn.	A' co-phàirteachadh agus a' cruthachadh shàr mhodhan-obrach.	VisitScotland	B1 – B5
	Share Historic Environment Scotland Gaelic Interpretation Review when complete.	More informed understanding about how to present Gaelic to different audiences. Opportunities for partnership working based on review findings.	Historic Environment Scotland	2024
	A' co-phàirteachadh Sgrùdadh Mineachaidh HES airson Gàidhlig nuair a bhios e deiseil.	Tuigse nas fheàrr air mar a ghabhas Gàidhlig a chur fa chomhair diofar luchd-amais. Cothroman compàirteachais stèidhichte air toraidhean an sgrùdaidh.	Àrainneachd Eachdraidheil Alba	2024
	Monitor usage of Gaelic resources to gauge industry demand and inform future development.	Continued review of resources to ensure relevant and current and provide key support for the industry.	VisitScotland, Highlands & Islands Enterprise	Y1 – Y5
	A' cumail sùil air mar a thèid goireasan Gàidhlig a chleachdadh gus tomhas a dhèanamh air iarrtas air an son sa ghnìomhachas agus gus cuideachadh le leasachaidhean san àm ri teachd.	A' sìor ath-sgrùdadh ghoireasan gus dèanamh cinnteach gu bheil iad freagarrach airson an latha an-diugh agus a' toirt taic chudromach dhan ghnìomhachas.	VisitScotland, Iomairt na Gàidhealtachd is nan Eilean	B1 – B5