

19 April 2022

Request under The Freedom Of Information (Scotland) Act 2002

Thank you for your Freedom of Information request dated 28 March 2022, in which you requested the following information. I have considered your request and can respond as follows, with information laid out below each question:

- 1) How many actual enquiries did you receive, in what timeframe? ie, what was the actual "number of VisitScotland.com users visiting Gaelic related content" in 2018, and what was the actual figure of visits to Gaelic related content during the 2020 lockdown that represents a 72% increase?**

Please refer to the table below which outlines the figures you have requested:

Year	2018	2020
Number of visitScotland.com users* who visited Gaelic related content	7,750	21,862
Number of visits** to Gaelic related content	18,173	28,394

* User is a unique website user

** Visits is how many times a page has been visited – this could include the same user visiting a page more than once

- 2) How many total enquiries (aka visits) of all types did you receive in the same timeframe? ie if there were "x" number Gaelic related visits in 2018 and 2020, how many visits were there in total, ie of all types in these two years?**

Please refer to the table below which outlines the figures you have requested:

Year	2018	2020
Total number of visitScotland.com users*	13,230,773	12,385,582
Total number of pageviews**	47,718,984	41,163,796

- 3) Were these specific enquiries (visits) about Gaelic or part of a survey?**

These figures cover visits to Gaelic related content on our website and were not part of a survey. Gaelic content represented 0.06% of the overall visitScotland.com content in 2018 and 0.11% of the overall visitScotland.com content in 2020.

- 4) In the same period how much did VisitScotland spend on promoting Gaelic? ie how much did VisitScotland spend on promoting awareness of Gaelic in 2018 and 2020, ie advertising including paid social media**

In 2018 and 2020 respectively, we did not spend on paid advertising campaigns nor paid social media which were specifically with the objective 'promoting awareness of Gaelic'.

Although they do not strictly fall within the scope of your request, we have outlined elements of VisitScotland activity below which have some relevance to your enquiry:

Activity which VisitScotland undertakes to promote Gaelic is covered in our Gaelic Language Plan which is publicly available: [VisitScotland.org | Gaelic Language Plan](https://www.visitScotland.org/gaelic-language-plan)

As covered in the above plan, we pay for translation services of some content into Gaelic. This spend was released in response to a previous FOI Request, which can be found here:

- [VisitScotland.org | FOI Request Gaelic Translation](#)
- [VisitScotland.org | FOI Request Gaelic Translation supporting information](#)

As a part of Year of Young People in 2018, VisitScotland ran a £35,000 Trad Music campaign promoting Scotland's music scene to a millennial audience. £24,895 of the budget allocation was spent on advertising which utilised Gaelic music in the advert on Spotify and Avid. The remainder of the spend drove traffic to a VisitScotland landing page which encouraged attendance at Trad Music destinations throughout Scotland and micro influencers attended events to highlight the experience that could be had. This content was not published in Gaelic.

The remit of this campaign was not specifically about 'promoting awareness of Gaelic', as the focus was traditional music tying in with younger audiences in Year of Young People, however the track used for the campaign was in Gaelic, therefore we felt it had some relevance to your request.

5) How much of this money was provided by the Scottish Government?

VisitScotland is a Non-Departmental Public Body (NDPB) sponsored by the Scottish Government.

Money received as grant in aid from Scottish Government is used to cover capital and revenue expenditure. Our resource budget is supplemented by the generation of retail and commercial income, local authority funding, and other income.

We hope this information is helpful to you. If, however, you are not satisfied with our response or the manner in which we have dealt with your application, you may in the first instance contact our Chief Executive, Malcolm Roughead, whose contact details are set out below:

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

If you wish to request a review of your application under either the Freedom of Information (Scotland) Act 2002 or the Environmental Information (Scotland) Regulations 2004, your request should be submitted to us in writing, or another permanent format (for example e-mail or voice recording), and be received by us within 40 days of the date of this letter. Any request for a review should also set out, in as much detail as possible, the reasons why you are not satisfied with our response or the manner in which we have dealt with your application.

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

The Scottish Information Commissioner may be contacted at:

Scottish Information Commissioner
Kinburn Castle
Doubledykes Road
St Andrews, Fife
KY16 9DS
Telephone: 01334 464610
Fax: 01334 464611
E-mail: enquiries@itspublicknowledge.info

You also have the right to appeal to the Court of Session in Scotland on a point of law concerning our response.

Yours sincerely,

Government & Parliamentary Affairs Executive