

PROMOTING GAELIC TO SCOTLAND'S VISITORS

SUMMARY

RESEARCH WITH A SAMPLE OF VISITSCOTLAND BUSINESSES
NOVEMBER 2019



St Ninian's Isle, Stuart Brunton

RESEARCH OBJECTIVES

- VisitScotland works with a number of organisations to support the Gaelic Tourism Strategy for Scotland 2018 – 2023
- As part of the strategy, a research need was identified to gain insight into business use of Gaelic and to identify where increased support or information would help businesses
- To explore this further, VisitScotland conducted a targeted online survey with a small sample of businesses who we understood were using the Gaelic language



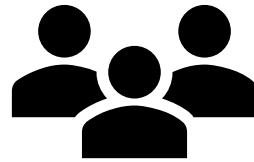
RESEARCH METHODOLOGY



Method

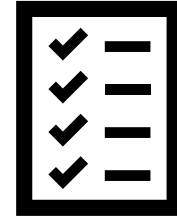
Online survey emailed from VisitScotland with Gaelic and English translation

Live over 2 week period in Nov/Dec 2019



Target Sample

Sent to businesses who have a listing on visitscotland.com and have ticked that the Gaelic language is spoken (Total: 335)



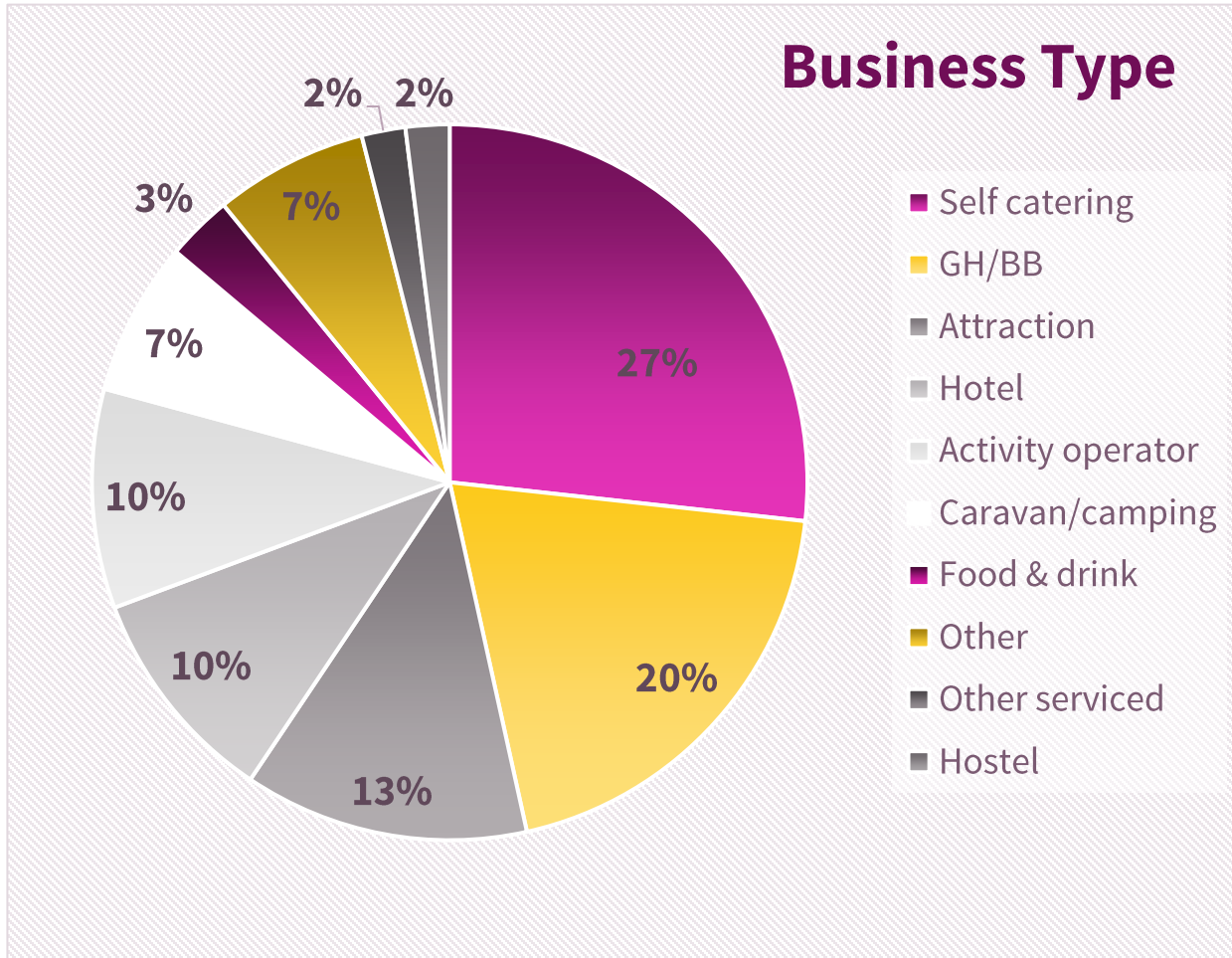
Response Rate

60 complete responses

18% response rate

SAMPLE PROFILE: WHO RESPONDED TO THE SURVEY

A significant proportion of the sample who responded are based in the Outer Hebrides & Highlands and are self catering or guest house/Bed & Breakfast businesses



Base n= 60



HEADLINES : USE OF GAELIC BY THE SAMPLE



Gaelic Speakers

Yes 92%

(n: 55)

No 8%

(n: 5)



Speak Gaelic as part
of your Business

Yes 58%

(n: 35)

No 40%

(n: 24)

Unsure 2%

(n:1)



Use Gaelic to Market
or Promote

Yes 37%

(n: 22)

No 61%

(n: 36)

Unsure 2%

(n:1)



Inform visitors/guests
about Gaelic culture

Yes 83%

(n: 50)

No 13%

(n: 8)

Unsure 3%

(n:2)

DETAIL: USE OF GAELIC BY THE SAMPLE (OPEN ENDED COMMENTS)

Respondents were asked (if they stated Yes) to provide details via open ended comments. The full list of comments have been analysed.



Gaelic Speakers

A significant proportion indicate 1 or 2 Gaelic speakers in their business (which may reflect the type of business/small size of business).
A few examples of higher number eg 14 fluent speakers in 1 business, 18 in another (10 fluent, 8 learners)
A number of mentions that Gaelic is spoken in the home. A number of formal qualifications mentioned.



Speak Gaelic as part of your Business

A number of businesses are speaking to suppliers & business contacts in Gaelic. A few indicate they proactively provide greetings to guests in Gaelic; a few indicate that they will speak Gaelic with guests if asked.
A number of businesses indicate extensive use of Gaelic as part of their business, closely linked to their type of business eg museum or library.



Use Gaelic to Market or Promote

Some examples given regarding leaflets, interpretation boards, websites and signage.
Two examples given of using Gaelic within social media posts (Facebook or Instagram)

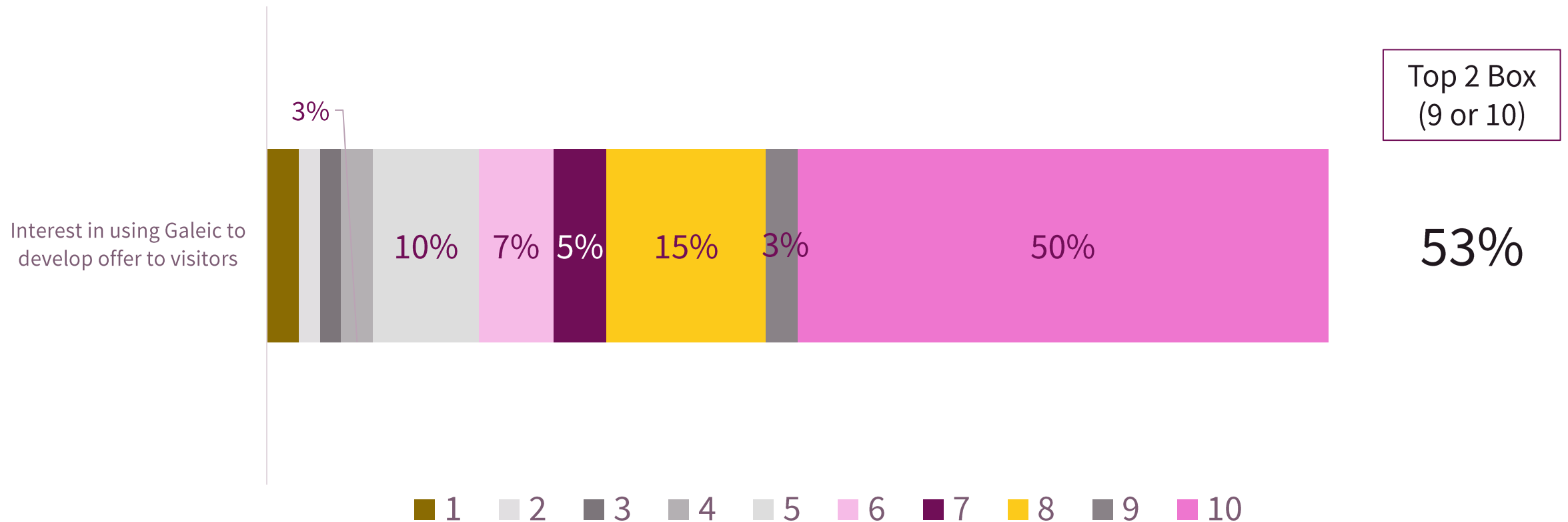


Inform visitors/guests about Gaelic culture

The highest volume of comments supplied within this question.
Many examples of discussions with guests around use of Gaelic and history as well as signposting to events and traditional music.

LEVEL OF INTEREST IN USING GAELIC CULTURE TO DEVELOP OFFER TO VISITORS

A significant proportion of respondents are very interested in using Gaelic culture to develop their visitor offer



Q. On a scale of 1-10 (where 1 = not at all interested and 10=very interested), can you tell us your level of interest in using Gaelic culture to develop the offer you have for visitors?

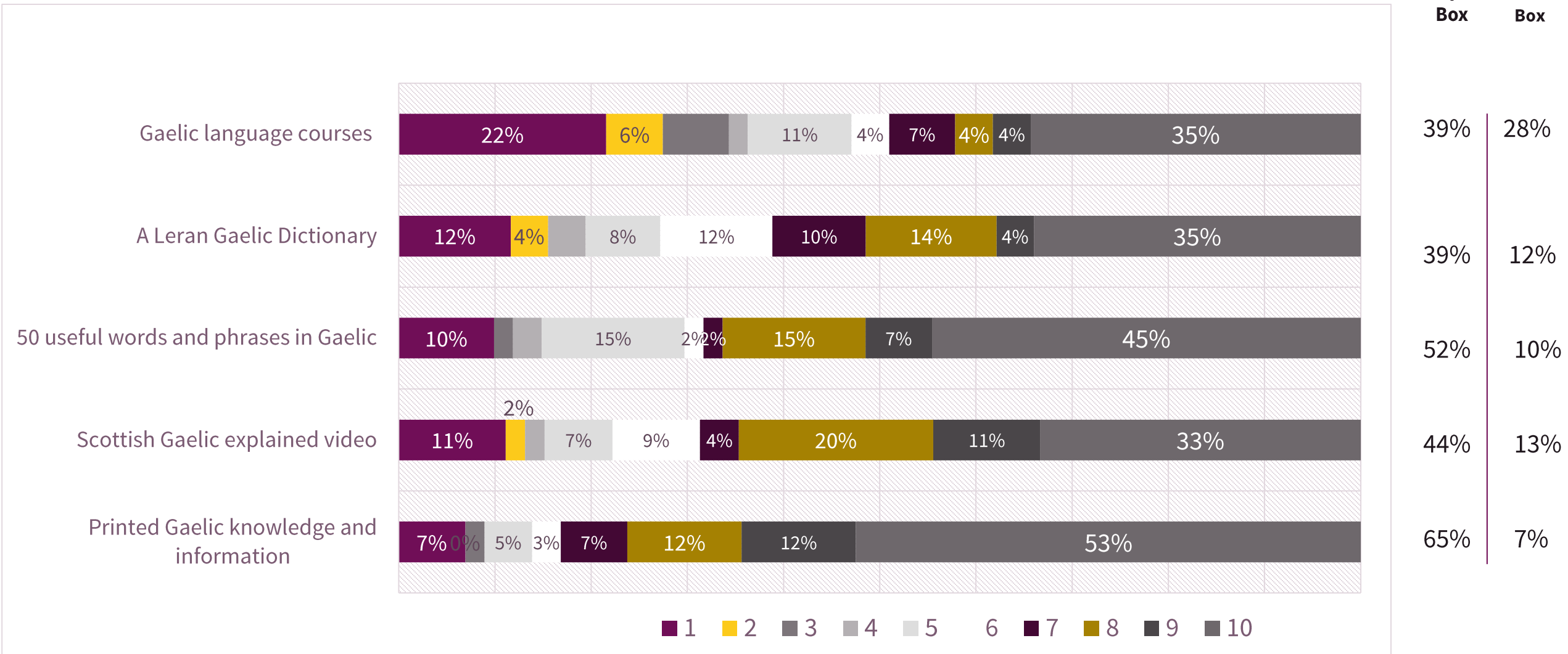
VIEWS FROM THE SAMPLE – THE RESOURCES WHICH MAY BE USEFUL

	Top 2 Box (rated 9 or 10)
Printed local Gaelic knowledge & info to pass onto your visitors	65%
Signposting to Gaelic events & festivals	57%
50 useful words & phrases in Gaelic to use within your business	52%
“Scottish Gaelic explained” video	44%
Gaelic language courses to attend for different levels of ability	39%
A Learn Gaelic Dictionary	39%
List of local experts you can connect with to further develop your Gaelic material	27%
Case studies of businesses who are benefitting from promoting Gaelic	23%
Downloadable toolkit or plain & simple fact sheets giving advice on how to get involved and use Gaelic within your business	23%
Workshop to learn how to use Gaelic language and culture as an asset for your business	17%

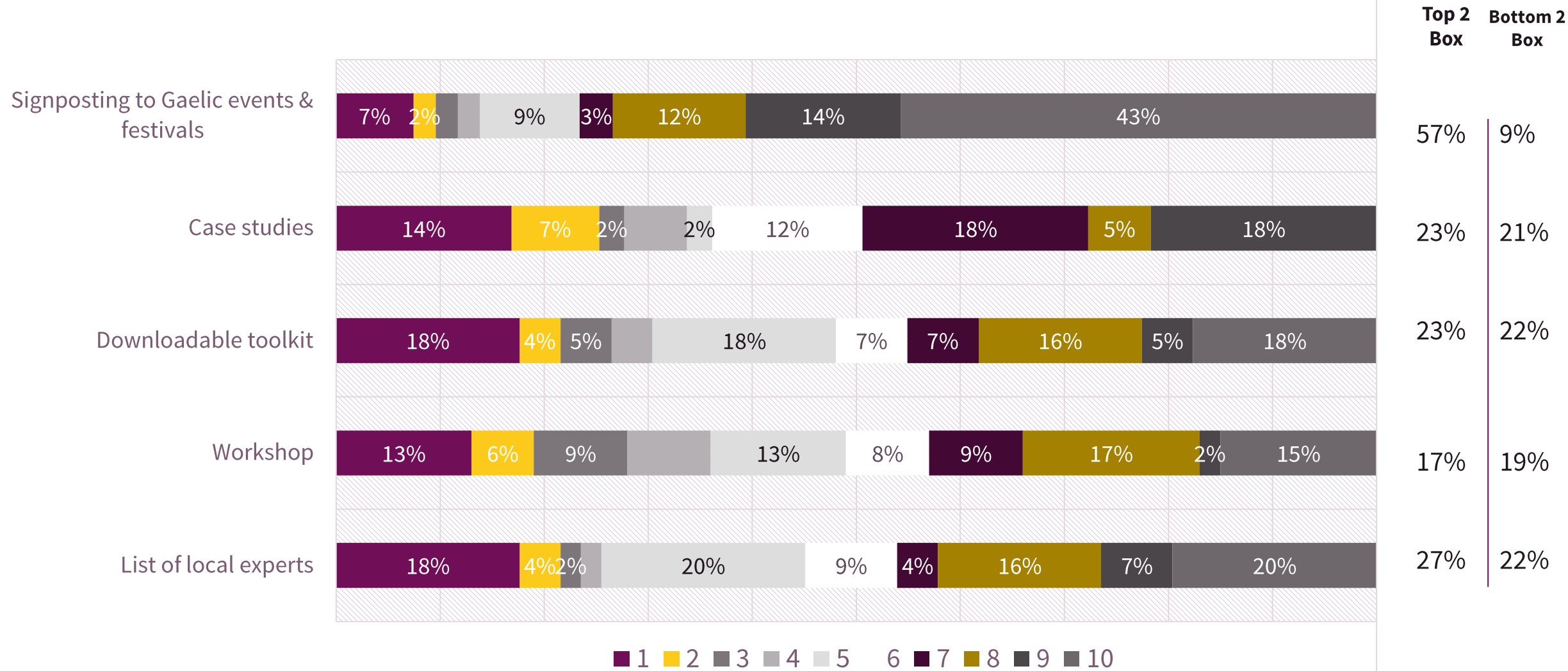
Q. Please tell us if any of the following resources would be useful to your business? (On a scale of 1-10 where 1 is not useful and 10 is very useful)

DETAIL: THE RESOURCES WHICH MAY BE USEFUL (1)

'Gaelic language courses to attend for different levels of ability' received the most polarised views; responses are likely to have been influenced by respondents perceived fluency in the language



DETAIL: THE RESOURCES WHICH MAY BE USEFUL (2)



APPENDICES

The online survey asked respondents to share details via open ended comments with regards to:

- 1. Gaelic speakers** - the number of Gaelic speakers & fluency in the language
- 2. Speaking Gaelic as part of their business** – speaking to customers, suppliers or business contacts in Gaelic
- 3. Use of Gaelic language to market/promote** – use of Gaelic on website, proportional leaflets or business name
- 4. Inform visitors/guests about Gaelic culture** – can include traditional music, arts & crafts, Gaelic festivals, visitor centres

Dunnet Bay



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 River Garry by Killiecrankie. Kenny Lam