



# THE LURE OF SCOTTISH GAELIC

Gaelic content performance and user engagement analysis | January 2018- June 2019

Insight Department, VisitScotland

Image: Seilebost, Luskentyre Sands, Isle Of Harris, Outer Hebrides  
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**FEBRUARY 2020**



Image: Sign in Gaelic at a local B&B in Plockton, Highland  
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## RESEARCH BACKGROUND

- This report aims to provide insight on Gaelic related content performance of [www.visitscotland.com](http://www.visitscotland.com) and its users engagement.
- The scope of this analysis comprises all Gaelic-related pages from [www.visitscotland.com](http://www.visitscotland.com); these pages normally have “/Gaelic/” as parameters in the URLs.
- Key performance metrics were benchmarked against overall site performance of [www.visitscotland.com](http://www.visitscotland.com); year on year data comparison is also provided.
- Evaluation period: January 2018 to June 2019.
- Data was collected from web analytics platforms (Google Analytics) and SEO tools.

# CONTENT



**GAELIC CONTENT PERFORMANCE**

**PROFILE OF USERS**

**GAELIC CONTENT SEARCHED ON VISITSCOTLAND.COM**

**GAELIC CONTENT SEARCHED ON GOOGLE**

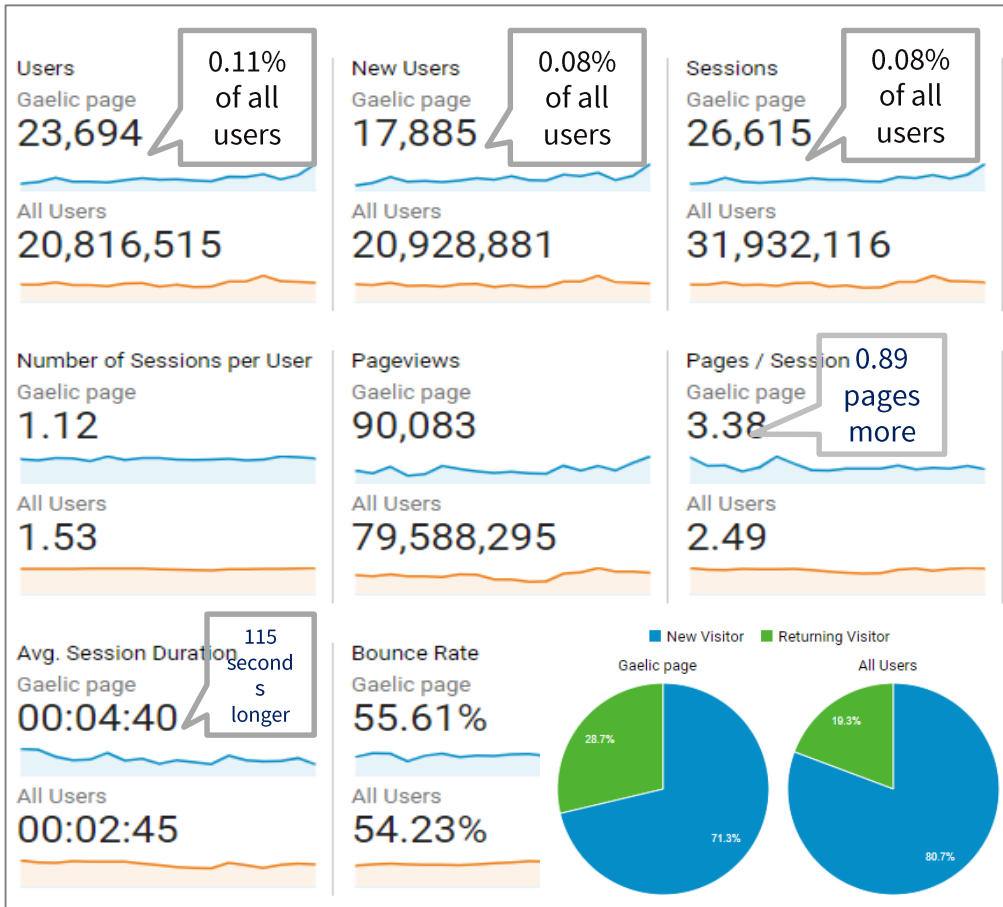


Image: Stornoway local community  
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## KEY TAKEAWAYS

- Website users who viewed Gaelic content had a higher level of engagement compared to average site users – they viewed more pages per session, stayed longer on the site and had a higher propensity to return to the site.
- There was a significant increase on the key metrics of Gaelic content performance since 2018 - the number of users, new users, sessions and pageviews were continually growing.
- Four in 5 users who viewed Gaelic content were from outside the UK: USA and Germany had the largest proportions, followed by Spain and France. These users tend to be younger than average site users.
- On [www.visitscotland.com](http://www.visitscotland.com), the most frequently searched Gaelic related theme was ‘Gaelic’ in general, followed by relevant language and tourism information.
- On Google UK and USA sites, the most popular Gaelic related search themes were introductory information about this language, its translation service and learning.

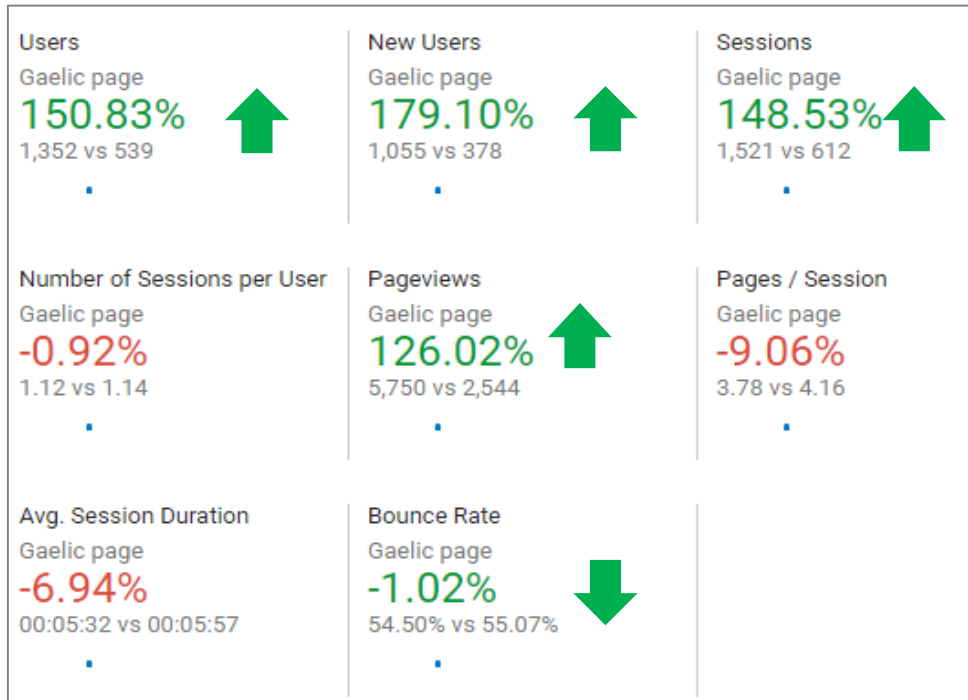
# GAELIC CONTENT PERFORMANCE



- The number of users, new users, session and pageviews of Gaelic content were very low compared to the overall site, which is expected since there were a small amount of pages dedicated to this subject.
- However, users who viewed Gaelic content had a higher level of engagement compared to average site users. These users:
  - viewed more pages per session (0.89 pages more).
  - stayed longer on the website than average site users (almost two minutes longer)
  - Had a higher propensity to return to the website (nearly 30% were returning visitors, which was 10 percentage points higher than average site users.)

Data period: Jan 2018- June 2019

# YEAR OVER YEAR COMPARISON – 2018 VS 2017



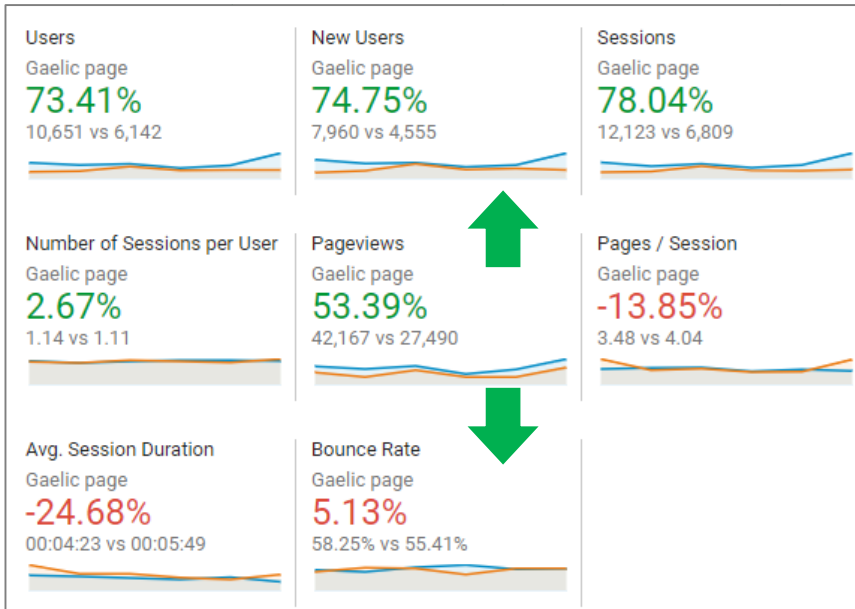
Data period: Jan to Dec 2018 vs. Jan – Dec 2017

- There was a **significant increase on the key metrics of Gaelic content performance in 2018 compared to 2017** - the number of users, new users and sessions were almost three times higher in 2018 than the previous year. The **pageviews increased 126% compared to 2017**.
- This may reflect a series of activities on Gaelic language and culture promotion in 2018, e.g. the launch of the *National Gaelic Language Plan 2018-2023*, the launch of *ScotlandisNow* campaign in April 2018, and the *2018 Year of Young People* activities (language education).

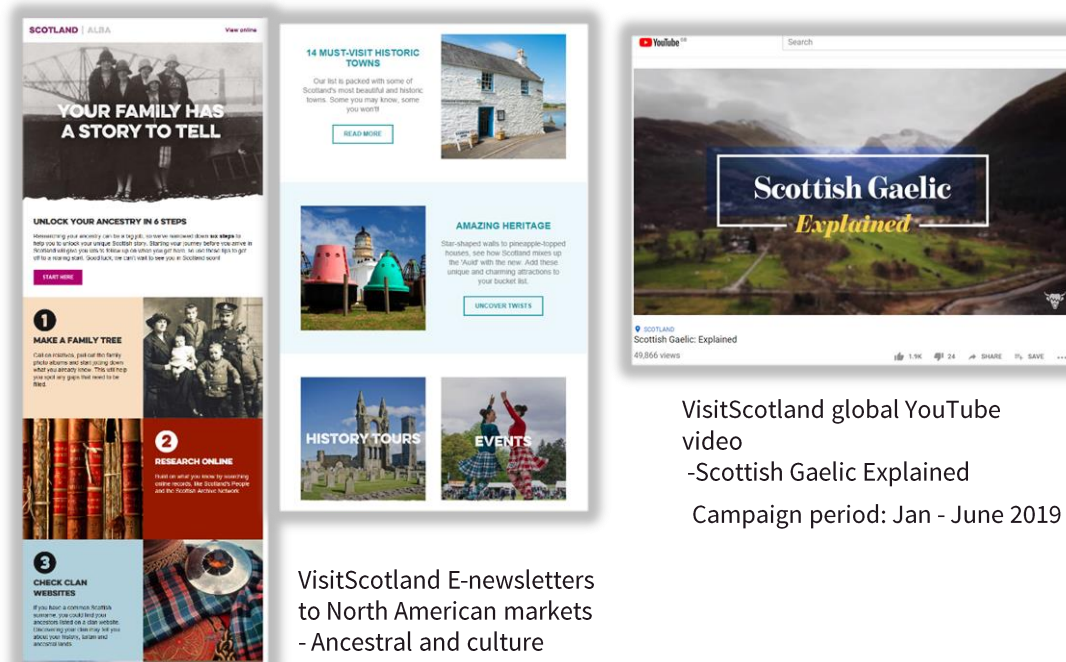
# HALF YEAR COMPARISON



- The **popularity of Gaelic content continued to grow** during the first half year of 2019 - the number of users, new users and sessions of Gaelic pages were over 70% higher compared to the same period in 2018; the bounce rate was 5 percentage points lower which indicates higher user engagement.
- The **main source of traffic was from VisitScotland consumer e-newsletters** (particularly from international recipients); **organic search** also played an important role. A wide range of VisitScotland culture and heritage marketing activities may have contributed to raise the awareness of Scottish Gaelic and therefore contributed to the site traffic volume.



Data period: Jan-June 2018, vs Jan - June 2019



VisitScotland global YouTube video  
-Scottish Gaelic Explained  
Campaign period: Jan - June 2019

VisitScotland E-newsletters to North American markets  
- Ancestral and culture

# THE MOST VIEWED GAELIC PAGES



- The top 10 most viewed Gaelic pages were those containing general information on Gaelic; users were interested in the introductory content such as Gaelic origin, areas spoken, heritage and other relevant unique Scottish subjects (e.g. Outlander, tartan).

Top 10 most viewed pages in 2018

Page ?	Pageviews ? ↓
<b>Gaelic page</b>	<b>56,428</b> % of Total: 0.12% (47,954,532)
1. <a href="http://www.visitscotland.com/about/uniquely-scottish/gaelic/">www.visitscotland.com/about/uniquely-scottish/gaelic/</a>	<b>7,737</b> (13.71%)
2. <a href="http://www.visitscotland.com/de-de/about/uniquely-scottish/gaelic/">www.visitscotland.com/de-de/about/uniquely-scottish/gaelic/</a>	<b>2,755</b> (4.88%)
3. <a href="http://www.visitscotland.com/es-es/about/uniquely-scottish/gaelic/">www.visitscotland.com/es-es/about/uniquely-scottish/gaelic/</a>	<b>2,066</b> (3.66%)
4. <a href="http://www.visitscotland.com/fr-fr/about/uniquely-scottish/gaelic/">www.visitscotland.com/fr-fr/about/uniquely-scottish/gaelic/</a>	<b>1,681</b> (2.98%)
5. <a href="http://www.visitscotland.com/about/uniquely-scottish/">www.visitscotland.com/about/uniquely-scottish/</a>	<b>1,377</b> (2.44%)
6. <a href="http://www.visitscotland.com/it-it/about/uniquely-scottish/gaelic/">www.visitscotland.com/it-it/about/uniquely-scottish/gaelic/</a>	<b>1,114</b> (1.97%)
7. <a href="http://www.visitscotland.com/">www.visitscotland.com/</a>	<b>1,053</b> (1.87%)
8. <a href="http://www.visitscotland.com/about/uniquely-scottish/kilts-tartan/">www.visitscotland.com/about/uniquely-scottish/kilts-tartan/</a>	<b>830</b> (1.47%)
9. <a href="http://www.visitscotland.com/see-do/attractions/tv-film/outlander/">www.visitscotland.com/see-do/attractions/tv-film/outlander/</a>	<b>770</b> (1.36%)
10. <a href="http://www.visitscotland.com/site-search-results">www.visitscotland.com/site-search-results</a>	<b>689</b> (1.22%)

Top 10 most viewed pages in 2019 first six months

Page ?	Pageviews ? ↓
<b>Gaelic page</b>	<b>49,032</b> % of Total: 0.16% (31,389,639)
1. <a href="http://www.visitscotland.com/about/uniquely-scottish/gaelic/">www.visitscotland.com/about/uniquely-scottish/gaelic/</a>	<b>5,377</b> (10.97%)
2. <a href="http://www.visitscotland.com/de-de/about/uniquely-scottish/gaelic/">www.visitscotland.com/de-de/about/uniquely-scottish/gaelic/</a>	<b>2,788</b> (5.69%)
3. <a href="http://www.visitscotland.com/es-es/about/uniquely-scottish/gaelic/">www.visitscotland.com/es-es/about/uniquely-scottish/gaelic/</a>	<b>1,568</b> (3.20%)
4. <a href="http://www.visitscotland.com/fr-fr/about/uniquely-scottish/gaelic/">www.visitscotland.com/fr-fr/about/uniquely-scottish/gaelic/</a>	<b>1,242</b> (2.53%)
5. <a href="http://www.visitscotland.com/about/uniquely-scottish/">www.visitscotland.com/about/uniquely-scottish/</a>	<b>1,140</b> (2.33%)
6. <a href="http://www.visitscotland.com/">www.visitscotland.com/</a>	<b>776</b> (1.58%)
7. <a href="http://www.visitscotland.com/see-do/attractions/tv-film/outlander/">www.visitscotland.com/see-do/attractions/tv-film/outlander/</a>	<b>735</b> (1.50%)
8. <a href="http://www.visitscotland.com/about/uniquely-scottish/bagpipes-traditional-music-ceilidhs/">www.visitscotland.com/about/uniquely-scottish/bagpipes-traditional-music-ceilidhs/</a>	<b>639</b> (1.30%)
9. <a href="http://www.visitscotland.com/site-search-results">www.visitscotland.com/site-search-results</a>	<b>636</b> (1.30%)
10. <a href="http://www.visitscotland.com/about/uniquely-scottish/kilts-tartan/">www.visitscotland.com/about/uniquely-scottish/kilts-tartan/</a>	<b>594</b> (1.21%)

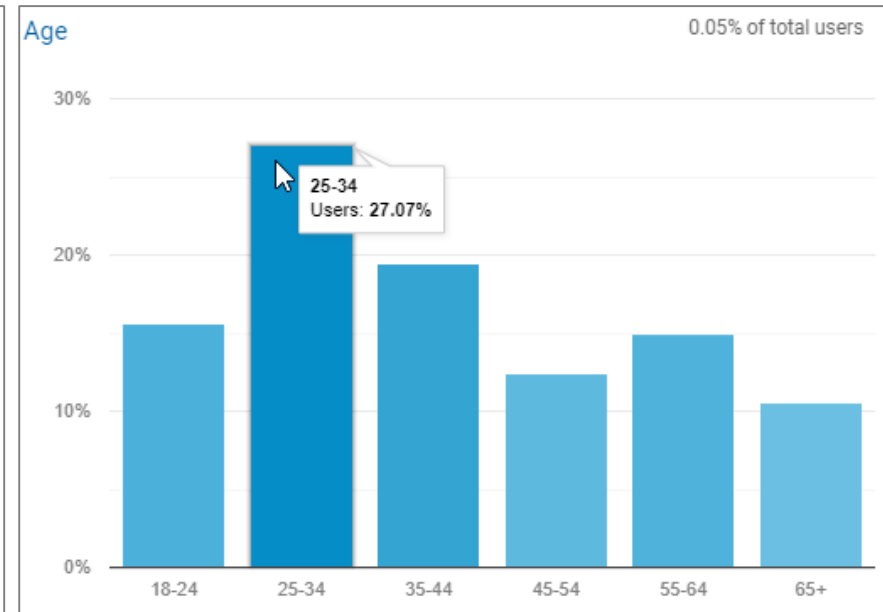


# WHO WERE THE GAELIC PAGE USERS?



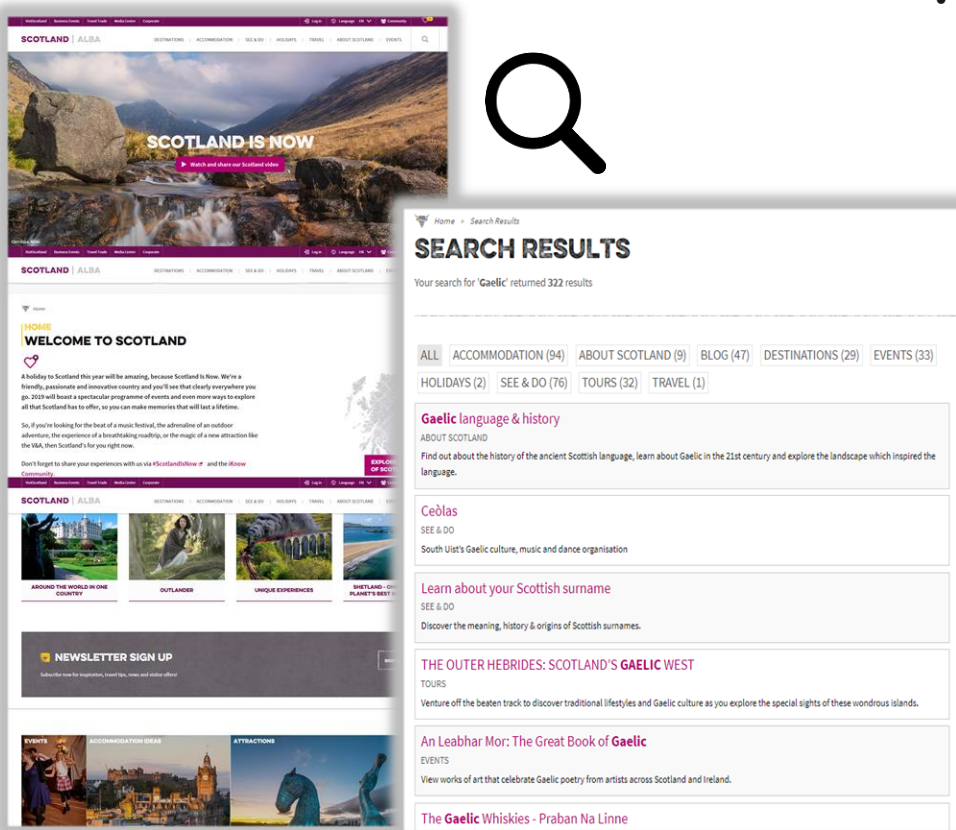
- Four in 5 users who viewed Gaelic content were from outside the UK: USA and Germany had the largest proportions -14.3% and 13.8% respectively, followed by Spain (10.6%) and France (9.1%).
- Gaelic content users were younger compared to average site users in the same period – 43% of users were under 35 years old (compared to 34%); only 37% were above 55 years old (compared to 47%).

Country	Users	% Users
1.  United Kingdom	5,152	21.68%
2.  United States	3,413	14.36%
3.  Germany	3,282	13.81%
4.  Spain	2,527	10.63%
5.  France	2,166	9.12%
6.  Italy	1,510	6.35%
7.  Canada	985	4.15%
8.  Netherlands	656	2.76%
9.  Australia	558	2.35%
10.  Austria	459	1.93%



Data period: Jan 2018- June 2019

# MOST SEARCHED GAELIC THEMES ON [WWW.VISITSCOTLAND.COM](http://WWW.VISITSCOTLAND.COM)



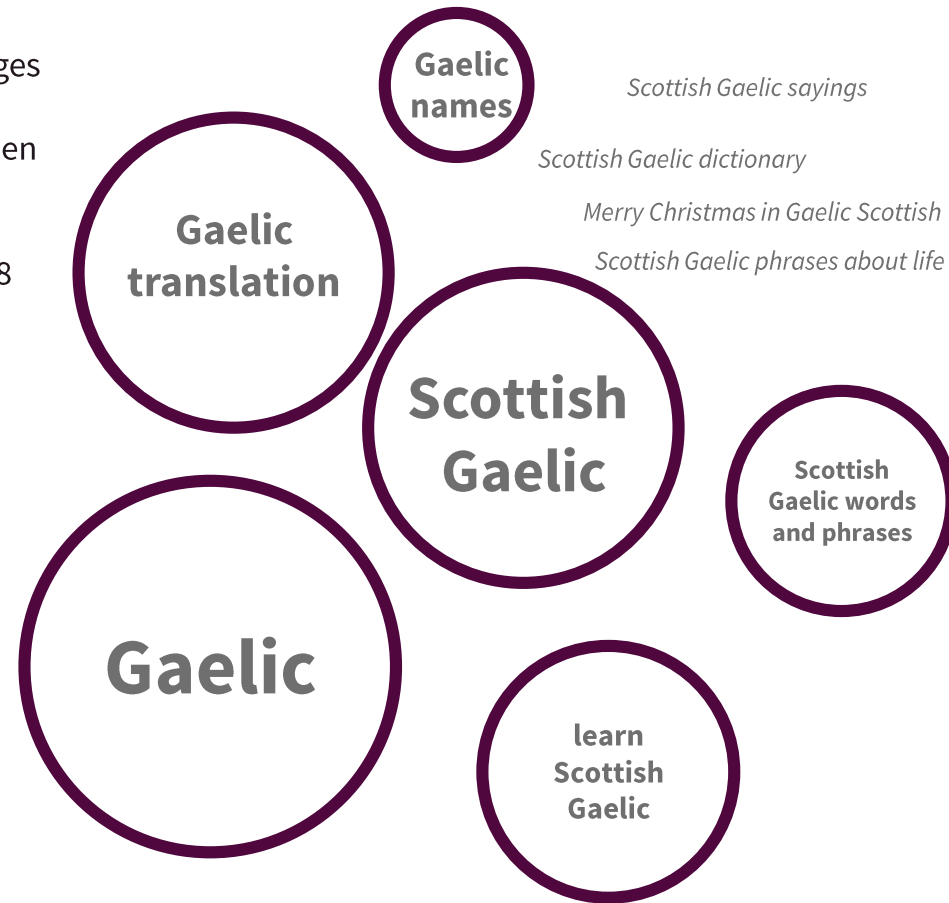
- On [www.visitscotland.com](http://www.visitscotland.com), the most frequently searched Gaelic related key words was 'Gaelic' in general, followed by relevant language and tourism information.

“Gaelic”  
“Gaelic language”  
“Gaelic language plan”  
“Gaelic place names”  
“Learn Gaelic”  
“Gaelic course”  
“Gaelic west tour”

Data period: Jan 2018 - Dec 2018  
Source: [www.visitscotland.com](http://www.visitscotland.com)

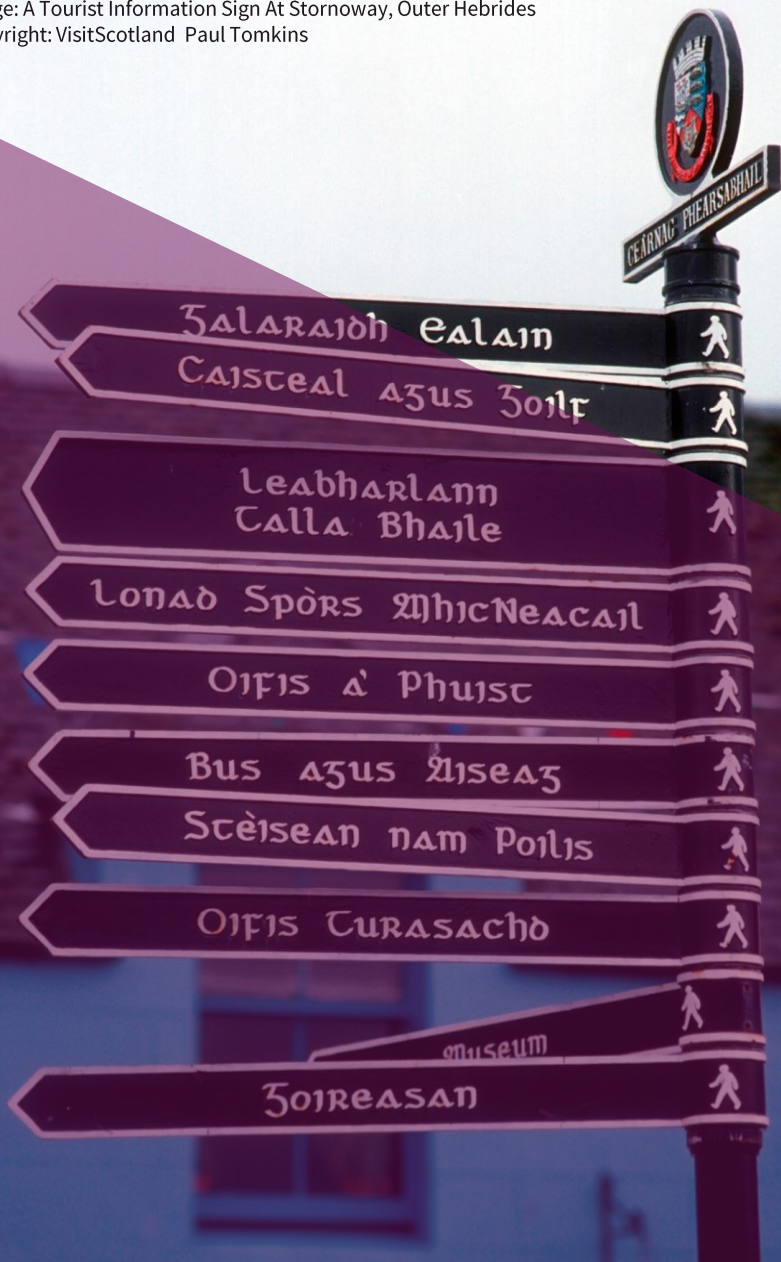
# MOST SEARCHED GAELIC THEMES ON GOOGLE (UK&USA)

- Since Google organic search contributed the most traffic for Gaelic pages on [www.visitscotland.com](http://www.visitscotland.com) in our evaluation period, a list of popular themes were identified from the key words people used on Google when searching Gaelic related information.
- UK and USA were the two biggest tourism markets for Scotland in 2018 (by volume and spending)\*. Gaelic related search from these markets were more about introductory information about this language, its translation service and learning; special phrases and personalised content such as names, books were also of interest.



\*ONS: International Passenger Survey 2018

Image: A Tourist Information Sign At Stornoway, Outer Hebrides  
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