The following slides collate the insights relating to interest in the Gaelic Language only.

To see the full results and to put this extract into context please click on this link:

Scotland Visitor Survey
Methodology: Overview

• **VisitScotland regulary undertake Scotland-wide visitor surveys.**

• **Survey content is updated each time it is undertaken to reflect changes in the consumer and market environment.** The survey can explore different ares of the visitor experience.

• The 2015 & 2016 Scotland Visitor Survey is a **2 year research programme** covering 19 regions of Scotland.

• The 2 year programme is required to gain robust sample sizes for reporting at a regional level.

• The Scotland Visitor Survey is a **summer only survey**, and due to the scale of the project, it is not carried out for the full year. As such results reflect the views of the main holiday season visitors who were in Scotland during May-September.
Finding out more about Gaelic was primarily of interest to international and first time visitors.

Scores of 6 and above: 34%

Top 2 box
- Long haul (21%)
- European (17%)
- 1st time (17%)
Further information

The Scotland Visitor Survey 2015 & 2016 was conducted for VisitScotland by Jump Research.

This is an extract on interest in the Gaelic language only. To read the full results visit:

The Visitor Journey - Research & Insights

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