

IMPLEMENTATION AND MONITORING

TIMETABLE

This Gaelic Language Plan will formally remain in force for a period of five years from the date it was approved by Bòrd na Gàidhlig. By no later than the end of this period, we will review the Plan, make such amendments as necessary and submit it to the Bòrd for approval.

In the section, *Plan Commitments*, we have set out the individual target dates for when we expect to implement specific commitments.

PUBLICISING THE PLAN

EXTERNAL

The Scottish Parliamentary Corporate Body Gaelic Language Plan will be published bilingually on the Scottish Parliament website. A communications plan will be developed which will use a variety of techniques and approaches to raise awareness of the plan. This will include internal communications (such as promotion to MSPs and their staff) and external communications, including digital engagement and promotion. This is likely to include the use of:

- our website and our corporate and Gaelic social media accounts
- our eBulletin
- promotion to Gaelic organisations and other interested bodies
- providing printed copies of the Plan on request.

INFORMING OTHER ORGANISATIONS OF THE PLAN

As well as the work outlined above, our comms plan will ensure we inform officeholders and relevant contractors of the existence of our Gaelic Language Plan via contract managers.

INTERNAL

Our comms plan will cover internal comms as well and will publicise the publication and ongoing implementation of our Plan internally among MSPs and staff members at all levels through:

- Our intranet and Corporate Bulletin
- Gaelic Awareness training for staff and contractors
- Activities within the campus that are available and promoted internally

RESOURCING THE PLAN

The activities within the Plan will be funded from existing SPCB budgets.

MONITORING THE PLAN

Our plan is monitored for public reporting purposes quarterly to our Leadership Team, and annually to Bòrd na Gàidhlig.



A' freagairt ri	A' Chomataidh Poileasaidh is Ghoireasan
Ceann-latha na Coinneimh	07/11/2023
Àite:	Air-loidhne
Nì a' Chlàir-ghnothaich	4.3

Tìotal a' Phàipeir	PGR066 Eagrain 04 Plana Gàidhlig Visit Alba	
Moladh do Bhuill	Ri Aontachadh	
Neach-labhairt:	Christie NicIleathain, Manaidsear Planaidh	
Cùrsa Riaghlachais airson na h-Aithris	Ceann-latha an Aonta	Seòrsachadh co-dhùnadh
Stiùiriche Leasachaidh	25/10/2023	Ri Aontachadh
Pàipear-taice air a cheangal ris	PT1 – PGR066 E04 Visit Alba	
1.0	Adhbhar	
1.1	A' sireadh aonta air plana reachdail fo Achd na Gàidhlig (Alba) 2005	
2.0	Cùl-fhiosrachadh	
2.1	PGR066 - Geàrr iomradh air adhartas le E03	
2.2	Tha VisitAlba air adhartas a dhèanamh le bhith a' cruthachadh agus a' foillseachadh 'Gaelic Toolkit' a chaidh a chuir air bhog san Ògmhios 2021. Chaidh a dhealbhadh airson gnìomhachas na turasachd a chuideachadh gus togail air an ùidh a th' aig luchd-turais sa Ghàidhlig.	
2.3	Thathar air adhartas a dhèanamh le bhith a' togail shoidhnichean dà-chànanach ùra nuair a tha a' bhuidheann ag ùrachadh nan ionadan (iCentres) aca. Mar eisimpleir, an iCentre anns an Aghaidh Mhòr. Tha e cudromach gum bi iad a' leantainn orra a' togail shoidhnichean dà-chànanach ùra nuair tha iad ag ùrachadh nan ionadan aca san àm ri teachd gus fàs a thoirt air faicsinneachd na Gàidhlig.	
2.4	Tha VisitAlba air adhartas a dhèanamh le bhith a' stiùireadh na buidhne son <i>Gaelic Tourism Strategy</i> a chur an gnìomh. Tha e cudromach gu bheil a' buidheann a' leantainn orra le seo gus am bi a' Ghàidhlig air a brosnachadh agus air a cleachdadh an luib turasachd thar na dùthcha le iomadh buidheann.	
2.5	Thathar air adhartas a dhèanamh le bhith eadar-theangachadh a' Phlana Chorpóra is nan Aithisgean Bliadhnail aca agus Gealltanas Turasachd Chiallach na h-Alba air an làraich-lìn chorpóra aca. Tha e cudromach gum bi a' bhuidheann a' leantainn orra le bhith a' cruthachadh susbaint Ghàidhlig air an làrach-lìn chorpóra aca gus am bithear a' nochdadh spèis cho-ionann dhan Gàidhlig agus dhan Beurla.	
2.6	Tha cothroman ann do VisitAlba barrachd adhartas a dhèanamh le bhith a' cruthachadh agus a' sgaoileadh susbaint sa Ghàidhlig air na cunntasan mheadhanan sòisealta aca air fad.	
2.7	Tha cothroman ann do VisitAlba barrachd adhartais a dhèanamh le bhith a' libhrigeadh prògram leantainneach de thrèanadh mothachaidh Gàidhlig agus	

	trèanadh Gàidhlig airson an luchd-obrach air fad. Bha duilgheadasan aca a thaobh seo ri linn Covid-19.			
3.0	Prìomh Aithris/Fiosrachadh			
3.1	Chaidh measadh a dhèanamh air an dreachd phlana seo le Bòrd na Gàidhlig. Thug am an Sgioba Stiùiridh sùil mhionaideach air a' phlana agus mhol iad atharrachaidhean.			
3.2	Ghabh Visit Alba ris a' mhòr chuid den na molaidhean aig an Sgioba Stiùiridh.			
3.3	Thug oifigearan a' Bhùird taic seachad far an robh soilleireachadh a bharrachd a dhith air cuid de na molaidhean agus chaidh rèiteachadh a dhèanamh orra.			
3.4	Thathas a' moladh gun tèid aontachadh ris a' phlana seo.			
4.0	Moladh			
4.1	Aire a thoirt don fhiosrachadh ann am PT1.			
4.2	Aonta a chur ris an dreachd phlana ann am PT1.			
5.0	Prìomh Bhuidhean Ro-innleachdach			
5.1	Buidhean air Ionmhas Chan eil buaidh ann.			
5.2	Buidhean air Luchd-obrach Chan eil buaidh ann.			
5.3	Buidhean air Trèanadh Chan eil buaidh ann.			
5.4	Ceanglaichean ri Amasan Ro-innleachadh agus Corporra Tha dlùth cheangal ann eadar am plana reachdail seo agus a bhith a' cur air adhart cleachdadh, ionnsachadh agus ìomhaigh na Gàidhlig gu nàiseanta. Bidh am plana seo a' cur air adhart na trì amasan anns a' Phlana Chorporra aig Bòrd na Gàidhlig.			
5.5	Ceanglaichean ris an Fhrèam-obrach Coileanaidh Nàiseanta			
	AR N-ADHBHAR	AR LUACHAN		
	Fòcas air a bhith a' cruthachadh dùthaich nas soirbheachaile le cothroman do dh'Alba air fad soirbheachadh tro bhith a' cur ri sunnd, agus ri fàs eaconamach seasmhach agus in-ghabhalach	'S e comann-sòisealta a th' annainn a tha a' dèiligeadh ri ar sluagh le caoimhneas, urram agus co-fhaireachdainn, a' toirt spèis do riaghladh an lagha, agus a tha ag obair ann an dòigh a tha fosgailte agus follaiseach		
	AR LUACHAN BUILEAN NÀISEANTA			
	Còraichean daonna	<input checked="" type="checkbox"/>	Clann	<input checked="" type="checkbox"/>
	Cultar	<input checked="" type="checkbox"/>	Coimhearsnachdan	<input checked="" type="checkbox"/>
	Àrainneachd	<input type="checkbox"/>	Bochdainn	<input checked="" type="checkbox"/>
	Slàinte	<input type="checkbox"/>	Eadar-nàiseanta	<input type="checkbox"/>
	Foghlam	<input checked="" type="checkbox"/>	Eaconamaidh	<input checked="" type="checkbox"/>
	Gnothachasan soirbheachail is ùr-ghnàthach	<input checked="" type="checkbox"/>		
5.6	Buidhean air Cliù Chan eil buaidh ann.			
5.7	Buidhean air Slàinte is Sàbhailteachd			

Seisean Fosgailte

Cuspair 4.3

	Chan eil buaidh ann.
5.8	Buaidhean Laghail Tha am pròiseas seo stèidhichte air na dleastanasan reachdail aig Bòrd na Gàidhlig gus Achd na Gàidhlig (Alba) 2005 a chur an gnìomh.
5.9	Buaidhean air Co-ionannas Chan eil buaidh dhìreach air co-ionannas tron phlana seo ach bidh oifigearan a' Bhùird a' cumail sùil air cùisean co-ionannachd mar phàirt den phròiseas dearcnachaidh ann an co-bhonn leis an ùghdarras seo.
5.10	Buaidhean air an Àrainneachd Cha bhi buaidh ann.

2023 — 2028

Plana Gàidhlig VisitScotland



VisitScotland Gaelic Language Plan

This plan has been prepared under Section 3 of the Gaelic Language (Scotland) Act 2005 and was approved by Bòrd na Gàidhlig on [approval date]

Clàr-innse

Contents

Gaelic translation

Foreword

Summary

Structure of the Gaelic Language Plan

Chapter 1 | Introduction

- Setting the context
- Overview of the functions of VisitScotland

Chapter 2 | Core Commitments 2023 - 2028

Chapter 3 | Implementation of The National Gaelic Language Plan

- Using Gaelic
- Learning Gaelic
- Promoting Gaelic
- General

Chapter 4 | Implementation and Monitoring

Contact Details

Appendix 1 | VisitScotland Gaelic Highlights - 2019 - 2022

Gaelic translation



Gaelic translation



Gaelic translation

Foreword



At VisitScotland, we recognise the distinct role that the Gaelic language plays in Scotland's heritage, identity and culture. It provides an extra layer to the authentic experience that so many of our visitors desire.

As we look towards the recovery of the tourism and events industry following the pandemic, we are doing so with responsible tourism placed at the forefront of all our activity.

The protection of our cultural heritage is a pillar of responsible tourism, and therefore a crucial focus for the work we are doing, as the national tourism organisation.

This mirrors the vision of the national tourism strategy, Scotland Outlook 2030, which highlights the cultural benefits tourism brings to communities.

It also complements the National Strategy for Economic Transformation which aims to make Scotland's regions and communities more productive and includes an ambition to grow the number of Gaelic speakers.

Our Gaelic Language Plan confirms our commitment to ensure Gaelic has a strong and sustainable future in Scotland by outlining how we will work with partners and the Scottish tourism industry to protect and preserve the language and its associated culture.

It sets out to fulfil our duty to help deliver the objectives of Bòrd na Gàidhlig, the National Gaelic Language Plan and to meet the duties laid out in the Gaelic Language (Scotland) Act 2005.

Through this plan, which will cover the years 2023-2028, we aim to increase the use and learning of Gaelic within VisitScotland, to promote it further through our engagement with visitors, tourism businesses and our stakeholders across Scotland and throughout the world.

As tourism recovers and rebuilds responsibly, finding ways to position Scotland as a unique and stand-out holiday choice is vital. We look forward to playing our part in supporting the preservation and growth of the Gaelic language.

Malcolm C Roughead, OBE
Chief Executive
July 2023

Gaelic translation

Gaelic translation

Summary

As tourism recovers and rebuilds, VisitScotland understands the importance of protecting and preserving Scotland's cultural heritage and ensuring tourism remains inclusive to all.

VisitScotland supports the commitments made within Scotland's National Strategy for Economic Transformation to a fairer, wealthier and greener country. At the heart of the strategy is the vision of a wellbeing economy, with productive businesses and regions and a more equal society.

The national tourism strategy Scotland Outlook 2030, with its own vision for Scotland to be a world leader in 21st century tourism, recognises the role that tourism plays in growing social, cultural and economic wealth.

It is against that backdrop that our Gaelic Language Plan is published, making a clear commitment to protecting and supporting the language for future generations.

This is the fourth edition of VisitScotland's Gaelic Language Plan to be prepared within the framework of the Gaelic Language (Scotland) Act 2005. It sets out how we will use Gaelic within our operations, how we will enable the use of Gaelic when communicating with the public and key partners, and how we will promote and develop Gaelic.

It is published at a time of change and challenge, with the tourism industry in the early stages of recovery from a pandemic which has caused widespread devastation.

However, it is clearer than ever that the recovery must be a sustainable one, with responsible tourism at its core, and therefore our plan focuses on the actions we will take to support Gaelic as a key part of our cultural heritage.

VisitScotland recognises that the position of Gaelic is extremely fragile and a concerted effort on the part of government, the public and private sectors, community organisations and individual speakers is required, if Gaelic is to be revitalised as a living language in Scotland. This must include:

- Increasing the use of Gaelic;
- Increasing the learning of Gaelic;
- Promote a positive image of Gaelic;

VisitScotland's Gaelic Language Plan has been prepared in accordance with statutory criteria set out in the 2005 Act, and with consideration of the National Gaelic Language Plan, 2023 - 2028 and the guidance on the Development of Gaelic Language Plans.

The plan outlines our commitment to demonstrate equal respect for Gaelic and English with regard to bilingual services and resources.

The plan details how we will actively offer and promote VisitScotland's services bilingually, with promotion tailored to focus attention on services where uptake is lower than anticipated. The commitments outlined in the VisitScotland's Gaelic Language Plan fully align with and build upon the corporate and high-level aims agreed with Bòrd na Gàidhlig to deliver tangible actions.

We will also ensure staff employed by VisitScotland are made aware of this plan and of the role they play in helping to deliver its actions.



Gaelic translation

Structure of the Gaelic Language Plan

Gaelic translation

The key components of our Gaelic Language Plan are:

CHAPTER 1 - INTRODUCTION

This chapter provides the background and context relating to the preparation of Gaelic Language Plans under the 2005 Act and the structure of VisitScotland's main areas of operation.

CHAPTER 2 - CORE COMMITMENTS 2023 - 2028

This chapter sets out an action plan of Gaelic language provision to which we are committed to providing in the lifetime of the plan.

CHAPTER 3 - IMPLEMENTATION OF THE NATIONAL GAELIC LANGUAGE PLAN

This chapter sets out how VisitScotland will support the implementation of The National Gaelic Language Plan.

CHAPTER 4 - IMPLEMENTATION AND MONITORING

This chapter sets out how the implementation of our Gaelic Language Plan will be taken forward, and how implementation and outcomes will be monitored.



Gaelic translation

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Chapter 1 Introduction

Setting the Context for Developing Gaelic Language Plans

THE GAELIC LANGUAGE (SCOTLAND) ACT 2005 AND THE ISSUING OF A NOTICE:

The Gaelic Language (Scotland) Act 2005 was passed by the Scottish Parliament with a view to securing the status of Gaelic as an official language of Scotland commanding equal respect to the English language.

One of the key features of the 2005 Act is the provision enabling Bòrd na Gàidhlig to require public bodies to prepare Gaelic Language Plans. This provision was designed to ensure that the public sector in Scotland plays its part in creating a sustainable future for Gaelic by raising its status and profile and creating practical opportunities for its use.

This document is VisitScotland's Gaelic Language Plan prepared within the framework of the Gaelic Language (Scotland) Act 2005. It sets out how we will use Gaelic in the operation of our functions, how we will enable the use of Gaelic when communicating with the public and key partners, and how we will promote and develop Gaelic.

GAELIC PLAN COMMUNICATION WITH STAKEHOLDERS:

VisitScotland understands the importance of engaging with interested parties to ensure our Gaelic Language Plan meets the expectations, and incorporates the requirements, of those who support the preservation of the language in Scotland. As part of the consultation process, VisitScotland shared the draft language plan with key Gaelic stakeholders. The key stakeholders were made up of a group of 50 individuals representing organisations that have a significant interest in Gaelic Tourism. The individuals were selected based on their involvement with the Gaelic Tourism Strategy, which is currently being updated. We received no further additions or requested amends to the Gaelic Language Plan.

To continue engagement on the Gaelic Language Plan, we have added Lyn Donnelly, Senior Responsible Tourism Managers contact details to the <https://www.visitscotland.org/about-us/what-we-do/our-plans/gaelic-language-plan> Gaelic Language Plan - Our Plans | VisitScotland.org section on our corporate website, VisitScotland.org. We welcome feedback on our language plan and commit to building feedback into future planning.

APPROVAL OF VISITSCOTLAND'S GAELIC LANGUAGE PLAN:

VisitScotland's Gaelic Language Plan was approved by Bòrd na Gàidhlig on (date to be confirmed).

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Overview of the functions of VisitScotland

VisitScotland's Purpose and Objectives

As the National Tourism Organisation for Scotland, VisitScotland plays a vital role in the sustainable development and responsible growth of Scotland's tourism and events industry.

In line with Scotland's National Strategy for Economic Transformation and Scotland Outlook 2030, VisitScotland is committed to protecting Scotland's cultural heritage for future generations. We are supporting the industry to achieve the ambitions of these national strategies and create a nation that considers its economic, social and environmental operations.

As a lead delivery agency for the visitor economy, the purpose of VisitScotland is to deliver a strategic and coordinated approach to supporting the rebuilding of the visitor economy in a responsible way, to ensure that tourism thrives. Our vision is for Scotland to be a leader in 21st century tourism with a thriving, responsible visitor economy.

Through strategic leadership and industry partnerships, we will encourage a responsible approach to re-building and growing the value of tourism. Through this work, we will highlight the benefits of tourism and events across Scotland in delivering the very best for our visitors, our businesses, our people, our communities and our environment.

Our Vision

Tourism is a force for good. It creates jobs, sustains communities, enhances our well-being and contributes significantly to the economy.

Therefore, our vision is to enrich the visitor experience in Scotland for all the people we welcome. We want to make our country a better place to live and visit.

Core Purpose

VisitScotland's core purpose is to deliver sustainable and inclusive economic growth throughout Scotland. In so doing, VisitScotland plays a key role in delivering against the shared industry ambition as set out in Scotland Outlook 2030, to make

Scotland the world leader in 21st century tourism.

Gaelic translation



Our Strategies

To deliver our core purpose and vision to enable Scotland to be a leader in 21st century tourism with a thriving, responsible visitor economy, we will focus our activities across three strategic pillars.

1. We inspire life-long love affairs with Scotland

Building a responsible destination brand

What we do:

- Develop a rich understanding of key markets and traveller segments, of visitors to Scotland, and of those who engage through our multiple touchpoints to support the creation of relevant, compelling and effective activities.
- Build long-term relationships with current and potential visitors and, by extension, influence investors, students and migrants; actively managing their lifetime worth to the country.
- Build a global brand whose attributes will increase awareness and propensity with target audiences and grow our long-term, global reputation.
- Put responsible tourism and climate change at the heart of all our marketing activity - to ensure that communities and visitors can build strong and harmonious relationships.
- Harness our paid, earned and owned channels and work with partners to grow the contribution of the visitor economy to the overall Scottish economy.
- Work with regional organisations and sector partners to promote a breadth of visitor experiences stimulating regional and seasonal spread of visitor spend.
- Mobilise information and advice to support a safe visitor experience and encourage visitors to spend more time and money across Scotland.
- Deliver unique and memorable sporting, cultural and business events, which showcase our talents and enhance our global reputation as the perfect stage.

2. Together, we build a responsible, quality product and visitor experience

Investing in Scotland's tourism and events communities

What we do:

- Support the industry to deliver the aspirations and objectives of "Outlook 2030".
- Engage with communities to rebuild tourism in a responsible and inclusive way ensuring that the infrastructure and welcome reflects and supports issues around over-demand, visitor management and Scotland's target of net zero by 2045.
- Draw together enterprise investment that will enable destination, product and sector specialists to invest in internationalisation.
- Raise the profile of tourism and events as a force for economic and social good.
- Lead industry efforts to create a quality, end to end, measurable customer experience that attracts visitors who are both responsible and high value.
- Work with industry partners to distribute the economic and social benefits of tourism and events across the whole of Scotland in line with capacity.
- Provide information, at the point of need, through our Information Centres, iKnow partners and digital assets.
- Provide leadership and support to the industry in key strategic areas: insight, customer experience, distribution, events, marketing and digital.
- Support industry upskilling and digital adoption.
- Research and analysis to build a robust picture of tourism performance and prospects in Scotland and thorough understanding of responsible tourism indicators and issues.

Gaelic translation



Cuspair 4.3 PT1

3. We use intelligence, tools and technology to drive innovation

Facilitating collaboration and embracing change in support of a fairer, more responsible and inclusive visitor economy.

What we do:

- Collaborate and empower industry innovators to bring technology and new ideas to market that will enhance people's real-life experiences.
- Digital enable the tourism and events industry.
- Provide the intelligence and insight that enables strategic decision making.
- Provide tools, platforms and talent that empower every Destination Marketing Organisation (DMO), local authority, event organiser and sector specialist to market and sell their own product.
- Collaborate with destination and key industry partners to develop low carbon products that will dynamically evolve our offer, underpinning our responsible ambitions towards Scotland's target of net zero by 2045.
- Work closer with industry groups such as the Scottish Tourism Emergency Response Group (STERG) and Event Industry Advisory Group (EIAG) to develop new and innovative approaches and solutions for the tourism and events sector to adapt to the evolution of our sectors.
- Deliver a comprehensive data and insight resource to support the responsible tourism ambitions and strategies, empowering the industry and government to make data-driven decisions on strategy, policy and investment.

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Key Enablers

To continue driving our activity in support of the preservation of the Gaelic language we will embrace partnerships and invest in technology and talent, with the following key enablers.

- Invest in technology that makes real life visitor experiences better
- Develop and support flexible, specialist and passionate people who embrace change
- Collaborate with strategic partners to share ideas and solutions

Our Values

VisitScotland prescribes to six values which shape our work and commitment to grow and develop Scottish tourism, these are:

- **AMBITIOUS:** We are here to stimulate new and sustainable growth in the visitor economy. We share a collective ambition to ‘pull on the Scotland jersey’ and do our very best for our wonderful country. We pursue new and imaginative ways to inspire, engage, and welcome visitors here.
- **PEOPLE ORIENTATED:** Our people are our most valuable asset. Each and every one of us has a voice and the power to make a real difference.
- **RESPONSIBLE:** We’re committed to the development of responsible tourism practices and a net zero sector, by protecting Scotland’s natural assets now and for future generations.
- **COLLABORATIVE:** We embrace the idea of others. Working together across the organisation and with our partners, allow diverse minds to meet driving innovation, transparency, trust and respect.
- **INNOVATIVE:** We regard change as opportunity. Progression is at our core
- **OUTWARD-LOOKING:** By looking to the world to learn and better ourselves, we will take Scotland to new heights.

Gaelic translation

The Gaelic Language

Gaelic is one of a number of indigenous minority languages which are actively spoken by people in the UK. Scottish Gaelic is recognised in the European Charter for Regional or Minority Languages. Gaelic has official status as a ‘national language’ of Scotland under the Gaelic Language Act (2005).

As part of its role in monitoring languages, UNESCO has identified Gaelic in the “definitely endangered” category based on the reduction of learning Gaelic in the home as a mother tongue. Gaelic is used by speakers in many parts of the world, including those brought up speaking the language and by a significant numbers of learners. Nova Scotia, Canada, is home to a vibrant community of Gaelic speakers.

Language learning app, Duolingo has 430,000 active learners studying Scottish Gaelic and there have been 1.12million learners since the launch of the free course on St Andrew’s Day 2019. The course has been a success in Scotland, the UK, and internationally with the largest number of learners found in the USA (35 per cent) - where there is a large Scottish diaspora. The app also has Gaelic learners from as diverse locations as Chad, Equatorial Guinea, San Marino, the Falkland Islands, and Tajikistan.*

*Source: <https://news.stv.tv/scotland/scottish-gaelic-language-course-on-learning-app-duolingo-reaches-1-12-million-learners#:~:text=The%20Scottish%20Gaelic%20course%20on,further%20developments%20of%20the%20course.>

Gaelic use in Scotland

The Gaelic language dates back centuries and is the founding language of Scotland, associated with a rich heritage of music, folklore and culture. It has continued to be spoken throughout the country and in 2021 the Scottish Government reported that more than 57,000 people said they could speak Gaelic, and 23,000 said they could understand it. *

There are areas of Scotland where Gaelic is more widely spoken including, Na h- Eilean Siar (the Outer Hebrides), with 52.3 per cent of the population, the Highlands, with 5.4 per cent and Argyll and Bute with 4 per cent. The data shows that the rate of decline in Gaelic speakers has slowed significantly in comparison to previous decades.

The data also shows an increase of 10 per cent in the number of Gaelic speakers below the age of 15, and a 15 per cent increase in the 16 to 29 age group.

Gaelic forms the basis for many place-names across Scotland such as Loch Ness (Loch Nis), Culloden (Cùil Lodair), Glenfinnan (Gleann Fhionnainn), Glasgow (Glaschu) and Dundee (Dùn Dè).

*Source: <https://www.scotlandscensus.gov.uk/census-results/at-a-glance/languages/> (Aug 2021)

Gaelic translation

Gaelic in the Economy

Gaelic is worth between £80million to £150 million annually to Scotland's economy and 70 per cent of businesses using Gaelic say it helps them stand out from the competition. *

In 2021, VisitScotland launched its first Gaelic toolkit to help the tourism industry to capitalise on visitors' interest in the language. The asset highlights ways to use Gaelic and its culture to create a more immersive visitor experience, such as teaching staff some basic phrases and translating place names to reveal their Gaelic origins and meanings.

*Source: <https://www.hie.co.uk/media/5379/ar-st%C3%B2ras-g%C3%A0idhlig-executive-summary.pdf>

Gaelic and Tourism

Gaelic is part of daily life in some Scottish communities and has been for generations. The language provides an extra layer of authenticity to the Scottish visitor experience thanks to its unique culture and heritage. From 2018 to 2021 there was a 72 per cent increase in the number of VisitScotland.com users visiting Gaelic related content with a peak in pageviews during the first 2020 COVID-19 lockdown.

The majority of people who viewed Gaelic content were from outside the UK; USA and Germany had the highest number followed by Spain and France.

The VisitScotland Visitor Survey in 2016 found that, with no prior promotion, 34% of respondents felt that Gaelic, as a national language of Scotland, enhanced their visit and they would like to find out more about it.

A Scottish Gaelic Explained video created by VisitScotland in summer 2019 has since reached more than 600,000 views, showing an increasing interest in the language.

www.visitscotland.com

Gaelic translation

Gaelic translation

Gaelic Tourism Strategy

A key strand of the previous VisitScotland Gaelic Language Plan (2015 – 2018), was the development of a first ever Gaelic Tourism Strategy for Scotland. This was published in October 2018 and includes a series of practical actions and activities. Its creation was led by VisitScotland alongside representatives from the private sector and industry partners including the Scottish Government, Highlands & Islands Enterprise and Historic Environment Scotland.

In 2018, The Scottish Government Gaelic Faster Rate of Progress initiative was set up in, with the aim to bring public authorities together, from across Scotland, who play a key role in supporting the delivery of the Gaelic National Plan. As a result of this, several work streams were created with VisitScotland, supported by partners, taking the lead on the Tourism, Culture and Heritage work-stream. The objective of the work stream is to implement the Gaelic Tourism Strategy, with a focus on identifying opportunities to represent Gaelic and strengthening Gaelic visibility, profile and expression within the arts, tourism, and heritage.

The Gaelic Tourism Strategy draws on the content of both the national tourism strategy Outlook 2030 and the National Gaelic Language Plan. The overall mission of the strategy is to support the growth of the Scottish tourism economy through engaging more visitors in discovering and experiencing the unique Gaelic language and its associated culture.

It plans to do this by focussing on the following strategic priorities:

1. Increase industry awareness of the opportunity.
2. Improve access for the tourism industry to resources, skills and training.
3. Clarify and promote the Gaelic offer to visitors.
4. Improve communication and knowledge sharing across the industry.
5. Develop evidence and research.

The aims of the strategy will be realised through the implementations of an action plan, which will be delivered, in partnership and overseen by a Gaelic Tourism Strategy Implementation Group. An updated version of the strategy will be published in 2023.

Gaelic translation

Gaelic within VisitScotland

At VisitScotland we recognise that the Gaelic language is an integral part of Scotland's heritage, identity and culture. We want to encourage staff to engage with Gaelic and to develop Gaelic language skills through dedicated learning and development activity run by VisitScotland.

VisitScotland's Gaelic Awareness training programme includes learning opportunities such as;

- Gaelic in Modern Scotland (Open University OpenLearn course)
- Learn Gaelic (Online resource offered in partnership by Bòrd na Gàidhlig, MG ALBA, BBC ALBA, Bòrd na Ceiltis and Sàbhal Mòr Ostaig).

As of 2023, there are six VisitScotland staff members who have identified themselves as possessing Gaelic language skills, ranging from beginner, intermediate to advanced levels. This information was collated via our yearly staff audit on Oracle. Staff members were also encouraged to share their Gaelic language skills through VisitScotland's internal communication channels during Seachdain na Gàidhlig.

When recruiting staff at VisitScotland, speaking Gaelic is listed as a desirable skill and when relevant, job descriptions are translated into Gaelic. All VisitScotland Gaelic services and resources will demonstrate equal respect for Gaelic and English and all staff employed by VisitScotland are made aware of this plan and the role they play in helping to deliver its actions. This is achieved through regular communications via a range of channels, including a feature in our all-staff email updates and regular articles via the staff intranet "The Hub".



Gaelic translation

Gaelic translation

Chapter 2

Core Commitments 2023 - 2028

This chapter sets out the Gaelic language provision which we are committed to providing in the fourth edition of our Gaelic Language Plan 2023 – 2028.

Each commitment is listed by the Directorate responsible for its delivery and is presented in the form of an action plan that identifies the year of delivery and the lead team responsible for its implementation.



PLANA GNÌOMH 2023 - 2028

ÀIR	GNÌOMH	2023	2024	2025	2026	2027	PRÌOMH SGIOBA
1.	Gaelic translation	✓	✓	✓	✓	✓	
2.	Gaelic translation	✓	✓	✓	✓	✓	
3.	Gaelic translation	✓	✓	✓	✓	✓	
4.	Gaelic translation	✓	✓	✓	✓	✓	
5.	Gaelic translation	✓	✓	✓	✓	✓	
6.	Gaelic translation	✓	✓	✓	✓	✓	
7.	Gaelic translation						
8.	Gaelic translation						
9.	Gaelic translation						

ACTION PLAN 2023 - 2028

INTERNAL ONLY - TO
BE DELETED BEFORE
PUBLICATION

NO	ACTION	2023	2024	2025	2026	2027	LEAD TEAM	EXISTING / UPDATED / NEW
	CHIEF EXECUTIVE'S OFFICE							
1.	We will deliver a Gaelic Awareness programme for new Board members	✓	✓	✓	✓	✓	Chief Executive / Chairman's Office	Existing
2.	We will maintain close links with the nominated VisitScotland Board member, "Gaelic Ambassador", to ensure this iteration of our plan is fully delivered	✓	✓	✓	✓	✓	Chief Executive / Chairman's Office	Existing
3.	We will translate an executive summary of our Corporate Plan and Annual reports published on our corporate web site, www.visitscotland.org .	✓	✓	✓	✓	✓	Corporate Services	Updated
4.	We are committed to ensuring that Ainmean Aite na h-Alba are used when including any place names in resources	✓	✓	✓	✓	✓		
5.	We will continue to enhance the promotion of Gaelic in our corporate press and PR activity through our proactive media relations with Gaelic language media outlets. We will ensure that Gaelic translations are provided on request in all press releases. In addition, stories that focus on communities where Gaelic is spoken by 20% + of the population or that have a particular emphasis on Gaelic related activity will automatically be translated.	✓	✓	✓	✓	✓	Corporate Communications	Updated
6.	We will increase the Gaelic language content on our corporate web site, www.visitscotland.org demonstrating equal respect for Gaelic and English.	✓	✓	✓	✓	✓	Corporate Communications	Existing
7.	We will commit to the use of a bilingual logo and corporate identity as part of any future rebranding, demonstrating equal respect for Gaelic and English on a new or renewal basis, with the aim of strengthening the visibility of Gaelic	✓	✓	✓	✓	✓	Marketing (Content Team)	Existing
8.	To inform future progress, VisitScotland will gather information on Gaelic tourism as part of its research and insights function.	✓	✓	✓	✓	✓	Communications / Events Development / Business Events	New
9.	We are committed to adhering to the latest published Gaelic Orthographic Conventions.	✓	✓	✓	✓	✓		

ÀIR	GNÌOMH	2023	2024	2025	2026	2027	PRÌOMH SGIOBA
10.	Gaelic translation	✓	✓	✓	✓	✓	
11.	Gaelic translation	✓	✓	✓	✓	✓	
12.	Gaelic translation	✓	✓	✓	✓	✓	
13.	Gaelic translation	✓	✓	✓	✓	✓	
14.	Gaelic translation	✓	✓	✓	✓	✓	

NO	ACTION	2023	2024	2025	2026	2027	LEAD TEAM	EXISTING / UPDATED / NEW
INTERNAL ONLY - TO BE DELETED BEFORE PUBLICATION								
HUMAN RESOURCES / PEOPLE								
10.	We will carry out an audit of our staff to update our records in relation to knowledge of the Gaelic language and standard of ability and collect information on Gaelic language skills training for staff. This will be captured in our Oracle HR and Finance system. To support Corporate Communications and delivery of learning and development interventions, VisitScotland employees will be encouraged to record Gaelic language skill and level in the Oracle HR system. Numbers of staff with the language skill and level will be reported on through the language plan. We will increase our communications in Gaelic as is relevant and appropriate.	✓	✓	✓	✓	✓	HR / Insights	Updated
11.	We will deliver an ongoing programme of learning and education for all staff with a focus on Gaelic Culture, awareness and Gaelic language. We will aim for 50 employees to undertake the Gaelic training course per year.	✓	✓	✓	✓	✓	HR / Information & Engagement	Updated
12.	All employees will be encouraged to take part in learning and education and informed about the VisitScotland Gaelic Language Plan as part of their induction.	✓	✓	✓	✓	✓	HR	Updated
13.	Gaelic language skills will be included as desirable in at least 85% of job descriptions which support the implementation of the plan and in communities with higher concentrations of Gaelic speakers. We will translate job descriptions where relevant.	✓	✓	✓	✓	✓	HR	Updated
14.	We will build relationships with partners to increase staff capacity to deliver our Gaelic language plan commitments, including, developing pipelines to support recruitment and work force planning and linking with educational providers to support learning training.	✓	✓	✓	✓	✓	HR	Updated

ÀIR	GNÌOMH	2023	2024	2025	2026	2027	PRÌOMH SGIOBA
15.	Gaelic translation	✓	✓	✓	✓	✓	
16.	Gaelic translation	✓	✓	✓	✓	✓	
17.	Gaelic translation	✓	✓	✓	✓	✓	
18.	Gaelic translation	✓	✓	✓	✓	✓	
19.	Gaelic translation	✓	✓	✓	✓	✓	
20.	Gaelic translation	✓	✓	✓	✓	✓	

NO	ACTION	2023	2024	2025	2026	2027	LEAD TEAM	INTERNAL ONLY - TO BE DELETED BEFORE PUBLICATION EXISTING / UPDATED / NEW
INDUSTRY AND DESTINATION DEVELOPMENT								
15.	Via our business engagement activity, we will seek to enhance Gaelic awareness among businesses and promote the use of the Gaelic Toolkit, including using case studies to inspire opportunities and signpost to further resources.	✓	✓	✓	✓	✓	Industry and Destination Development / Engagement	Updated
16.	We will continue to coordinate and encourage delivery of the action plan, linked to the Gaelic Tourism Strategy 2022-28, amongst the various bodies and agencies identified with the plan.	✓	✓	✓	✓	✓	Industry and Destination Development	Existing
17.	We will explore options to host meetings in Gaelic, such as the Gaelic Tourism Strategy Steering Group Meeting.	✓	✓	✓	✓	✓	Industry and Destination Development / Information	Existing
18.	We will support and encourage Gaelic suppliers and Gaelic related products as part of the ShopLocal initiative.	✓	✓	✓	✓	✓	Industry and Destination Development	New
19.	Engaging with businesses and stakeholders, we will encourage them to include Gaelic language in their product offering or in their provision of recommendations to visitors, including through the promotion of local Gaelic music and song events and in the performances they host and showcase in their premises.	✓	✓	✓	✓	✓	Industry and Destination Development / Industry Communications	Updated
20.	We will embed the protection and promotion of Gaelic throughout our Responsible Tourism Strategy.	✓	✓	✓	✓	✓	Industry and Destination Development	New

ÀIR	GNÌOMH	2023	2024	2025	2026	2027	PRÌOMH SGIOBA
21.	Gaelic translation	✓	✓	✓	✓	✓	
22.	Gaelic translation	✓	✓	✓	✓	✓	
23.	Gaelic translation	✓	✓	✓	✓	✓	

NO	ACTION						INTERNAL ONLY - TO BE DELETED BEFORE PUBLICATION	
		2023	2024	2025	2026	20	LEAD TEAM	EXISTING / UPDATED / NEW
	EVENTS							
21.	We aim to provide support to the Royal National Mòd to assist with the PR and Marketing of this important event, broadening its reach and attendance.	✓	✓	✓	✓	✓	Events	Existing
22.	We will work in partnership with Bòrd na Gàidhlig to maximise the opportunity of any future Themed Years.	✓	✓	✓	✓	✓	Events	Existing
23.	We will encourage events supported by the National Events Programme to use and promote Gaelic where possible and appropriate.	✓	✓	✓	✓	✓	Events	Updated

ÀIR	GNÌOMH	2023	2024	2025	2026	2027	PRÌOMH SGIOBA
24.	Gaelic translation	✓	✓	✓	✓	✓	
25.	Gaelic translation	✓	✓	✓	✓	✓	
26.	Gaelic translation	✓	✓	✓	✓	✓	
27.	Gaelic translation	✓	✓	✓	✓	✓	
28.	Gaelic translation	✓	✓	✓	✓	✓	
29.	Gaelic translation	✓	✓	✓	✓	✓	
30.	Gaelic translation	✓	✓	✓	✓	✓	
31.	Gaelic translation	✓	✓	✓	✓	✓	

NO	ACTION	2023	2024	2025	2026	2027	LEAD TEAM	INTERNAL ONLY – TO BE DELETED BEFORE PUBLICATION EXISTING / UPDATED / NEW
	MARKETING							
24.	Working closely with colleagues in partner agencies and Gaelic language organisations, we will enhance the promotion of Scotland's Gaelic heritage, language and vibrant culture in all our consumer facing marketing activity notably: - Increased published content on our www.visitscotland.com web site and via social media through the medium of Gaelic and about Gaelic as an official language of Scotland (specifics will include increased promotion of events, traditional music, Royal National Mòd a new Guide to Gaelic video and expansion of our image library).	✓	✓	✓	✓	✓	Marketing	Updated
25.	We will ensure the inclusion of Gaelic in consumer marketing and paid media activity across markets where possible.	✓	✓	✓	✓	✓	Marketing	New
26.	We will highlight Gaelic language and culture in future press trips including Themed Year activities and the inclusion of news related to Gaelic language / culture in press releases / pitches distributed to journalists.	✓	✓	✓	✓	✓	Marketing	New
27.	We will promote Gaelic via social media by ensuring the use of Gaelic phrases and words across VS social channels, promoting top performing Gaelic content within VS Instagram story feeds, supporting Gaelic through retweets and ongoing social engagement, using Gaelic music in VS social content audio, and collaborating with Gaelic speaking influencers to create TikTok content.	✓	✓	✓	✓	✓	Marketing	New
28.	We will integrate Gaelic related explanatory content into VS consumer relationship marketing – particularly for welcome series to new subscribers and long haul / EU visitors as a unique aspect of Scotland.	✓	✓	✓	✓	✓	Marketing	New
29.	We will continue to actively update and maintain existing Gaelic content on visitscotland.com by optimising Gaelic pages in line with user testing in UserZoom and Decibel and promoting Gaelic events and festivals such as Blas, Ceolas and The Royal National Mòd.	✓	✓	✓	✓	✓	Marketing	Existing
30.	We will promote and support Gaelic language, culture and heritage through our work with intermediaries, our travel trade events and exhibitions.	✓					Marketing	New
31.	As part of iCentre refurbishments, Gaelic will be included in the welcome signage and throughout the iCentre e.g. as part of rolling content on digital screens.						Marketing	New

ÀIR	GNÌOMH	2023	2024	2025	2026	2027	PRÌOMH SGIOBA
32.	Gaelic translation	✓	✓	✓	✓	✓	
33.	Gaelic translation	✓	✓	✓	✓	✓	
34.	Gaelic translation	✓	✓	✓	✓	✓	
35.	Gaelic translation	✓	✓	✓	✓	✓	
36.	Gaelic translation	✓	✓	✓	✓	✓	
37.	Gaelic translation	✓	✓	✓	✓	✓	

NO	ACTION	2023	2024	2025	2026	2027	LEAD TEAM	INTERNAL ONLY - TO BE DELETED BEFORE PUBLICATION EXISTING / UPDATED / NEW
ORGANISATION WIDE								
32.	Working with the Scottish Tourism Alliance and the Tourism Strategy Steering Group, we will engage and ensure a focus on Gaelic within the implementation of the national tourism strategy Outlook 2030.	✓	✓	✓	✓	✓	Chief Executive / Chairman's Office / Industry and Destination Development	Updated
33.	Within the work that we do with schools and communities, we include promotion and awareness of the Gaelic language.	✓	✓	✓	✓	✓	HR	Existing
34.	Any outreach activity, both industry and consumer facing, will, where appropriate, include promotion and awareness of the Gaelic language. Schools delivering Gaelic education will be included in any outreach activity. VisitScotland will work on this via Springboard, who co-ordinate careers related activity for the tourism and hospitality industry.	✓	✓	✓	✓	✓	Marketing, Events, Industry and Destination Development, Corporate Communications and HR	Existing
35.	Within the Gaelic Tourism Strategy action plan we will encourage delivery by partners of the Gaelic skills and careers opportunities within the tourism sector.	✓	✓	✓	✓	✓	Industry and Destination Development	Existing
36.	We will publicise this plan and our commitment to the Gaelic language within and out with the organisation.	✓	✓	✓	✓	✓	Corporate Communications / Gaelic Team	Updated
37.	We will continue to work with Gaelic ambassadors in each Directorate who will represent the interests of their Directorate in a Gaelic Language Plan Implementation team, chaired by the Director of Industry and Destination Development.	✓	✓	✓	✓	✓	Gaelic Team	Existing

Gaelic translation

Gaelic translation

Chapter 3

Implementation of The National Gaelic Language Plan

Commitment to the Objectives of The National Gaelic Language Plan

VisitScotland is committed to ensuring that The National Gaelic Language Plan is implemented, and in this section, we set out how to achieve this aim. VisitScotland is aware that the National Gaelic Language Plan is due to be refreshed in 2023.

1. USING GAELIC – INCREASING THE USE OF GAELIC

As part of VisitScotland's Responsible Tourism Strategy, we are committed to protecting the Gaelic Language as part of our cultural heritage and we recognise that to do this, we need to support Gaelic speakers and learners to increase their use of the Gaelic language.

Through the actions in the delivery plan, and the Gaelic Tourism Strategy, we will collaborate with Bòrd na Gàidhlig and key stakeholders to promote initiatives and programmes to increase the use of Gaelic.

2. LEARNING GAELIC – INCREASING THE LEARNING OF GAELIC

VisitScotland recognises that creating a sustainable future for Gaelic requires developing and supporting Gaelic language learning opportunities.

Through the actions in this plan, VisitScotland will refresh our Gaelic language skills and Gaelic awareness training and development opportunities for employees and Board Members.

3. PROMOTING GAELIC – PROMOTING A POSITIVE IMAGE OF GAELIC

VisitScotland recognises that creating a sustainable future for Gaelic requires a positive image of Gaelic to be strengthened and promoted across our communication channels.

Through the core commitments section in this plan, and the Gaelic Tourism Strategy, VisitScotland will strengthen the appeal of Gaelic through positive promotion to the tourism and events industry as well as our visitors.

GENERAL

We will ensure all VisitScotland employees are made aware of the Gaelic Language Plan and the role they play in delivering the core commitments outlined in chapter 2.

Gaelic translation

Gaelic translation

Chapter 4

Implementation and Monitoring

Timetable

This edition of VisitScotland's Gaelic Language Plan will formally remain in force from the date it was approved by Bòrd na Gàidhlig or until a new plan has been put in place.

Publicising the Plan

VisitScotland's Gaelic Language Plan will be published bilingually on VisitScotland's corporate website, www.visitscotland.org. In addition, we shall

- Promote the plan to all employees via our internal communication channels;
- Distribute copies electronically of the plan to Gaelic organisations;
- Distribute copies electronically of the plan to the Gaelic Tourism Strategy Group;

Administrative Arrangements for Implementing the Gaelic Language Plan

This plan is the policy of VisitScotland and has been endorsed both by our Leadership Group and Board members.

OVERALL RESPONSIBILITY:

The Chief Executive will be responsible ultimately for ensuring that VisitScotland delivers on the commitments set out in this Plan.

INDIVIDUAL STAFF MEMBERS:

VisitScotland will advise staff of the content of the plan and the implications of this to their daily activity through its intranet and other communications channels. In addition, communication will be delivered at departmental meetings and will be cascaded using the normal cascade procedures through the Leadership Group.

SERVICES DELIVERED BY THIRD PARTIES:

VisitScotland will inform its partners, customers and suppliers through its terms and conditions and through its corporate website of the Plan and then we will encourage them to operate in the spirit of the activities outlined.

RESOURCING THE PLAN

We will continue to use a cross Directorate Gaelic Language Plan Implementation Team to oversee the coordination and delivery of all the actions contained in this plan.

MONITORING THE IMPLEMENTATION OF THE PLAN

VisitScotland will send Bòrd na Gàidhlig a yearly monitoring report on the date on which the plan was approved by the Bòrd.

Fios conaltraidh

'S e an t-oifigear le uallach a bhith a' stiùireadh deasachadh, libhrigeadh, sgrùdadh agus obrachadh làitheil Plana Gàidhlig VisitScotland:

Lyn Donnelly

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Contact details

The officer with responsibility for overseeing the preparation, delivery, monitoring and day to day operation of VisitScotland's Gaelic Language Plan is:

Lyn Donnelly
RESPONSIBLE TOURISM MANAGER

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94 Ocean Drive
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EH6 6JH

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Gaelic translation

Gaelic translation

Appendix 1

VisitScotland Gaelic Highlights - 2019 – 2022

This appendix sets out VisitScotland's Gaelic highlights during the 3rd iteration of our Gaelic language plan (2019 – 2022).

INTERNAL GAELIC AWARENESS

- We have delivered Gaelic awareness training to two new Board members
- We have conducted a review to identify the number of Gaelic speakers employed by VisitScotland
- We have promoted Gaelic across our internal communication channels such as our HUB and VSTV
- Gaelic language is now a desirable skill in all job descriptions that are published for recruitment.

INDUSTRY

- We have co-ordinated with stakeholders to devise and implement the first Gaelic Tourism Strategy for Scotland
- We have developed a Gaelic Toolkit for industry and since it launched, in August 2021, it has received 606 page views (275 unique page views)
- We converted the Good to Go scheme logo into Gaelic as part of COVID recovery activity
- We have integrated our commitment to protecting the Gaelic language into the Responsible Tourism Strategy
- As part of our Stornoway iCentre refurbishment, we have increased the use of Gaelic signage both internally and externally
- We have supported the Royal National Mòd through funding support, PR and marketing activity
- We have worked with Bòrd na Gàidhlig to maximise the opportunities to promote Gaelic as part of Themed Years activity including a Gaelic voiceover for the Year of Stories promotional video
- As part of growth fund, we have supported Outer Hebrides Tourism – Cridhe nan Eilean campaign promoting Gaelic culture.

MEDIA, MARKETING AND PR

- We have translated more than 30 press releases into Gaelic
- We engaged with World Gaelic Week and created content to promote across our consumer and corporate channels
- UK paid media activity with *Wanderlust* incorporated references to Gaelic and an Outer Hebrides Gaelic video in an article about [Scotland's Islands](#). The article went live on 8 October 2021 and had 52,396 page views
- Inclusion of Gaelic traditions and activities in major PR events, including Scotland Week in New York – for example a performance by Clan An Drumma
- Gaelic culture support through promotion of 2022 Celtic Connection events in social retweets and dedicated Instagram story
- Inclusion of Gaelic in Responsible Tourism collaboration with digital influencer, the Hebridean Baker, on [TikTok](#) (179 comments, 5630 likes, 195K views)
- All new email subscribers receive first welcome email which features Gaelic music and captions in Gaelic. We also run a dedicated stream for the ROI which references Celtic cousins and Gaelic connections
- [Gaelic place names blog](#) included in a Storytelling email for world Storytelling Day 2022 and Gaelic week – sent to all markets, reach 1.1m
- [10 interesting facts about Scotland blog](#) and the [Scottish Gaelic: Explained video](#) included in the NEW: Scotland's sights and sounds email – sent to all markets February 2021, reach 1.1m
- [Uniquely Scottish - Scottish Gaelic](#) included in Spring postcard email – sent to all markets, reach 1.1m
- [Scotland's Responsible Tourism Promise](#) translated into Gaelic
- Inclusion of Gaelic culture on VS travel trade website ([Outer Hebrides Responsible Itinerary / Year of Stories 2022](#)).