

Visitscotland - the importance of languages





Balmedie beach, aberdeenshire

| agenda

- **Tourism**
- **Visitors**
- **Attractions**
- **VisitScotland**
- **Learning**



Nationally

£11 billion

270,000 jobs

Aberdeen C & S

£351m (2014)

16,400 (2014)

VisitScotland - £1 Invested = £20 Generated



Where are our
visitors from?



Aberdeen & aberdeenshire

Scotland 608,000 Trips



England 360,000 Trips



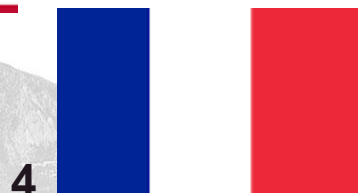
UK £202 million (Total Value)



Overseas 270,000 Trips

£149 million (Total Value)







Over-tourism... Iceland

- "Iceland is in the midst of a tourist boom that has seen visitors increase by **264%** between 2010 and 2015. Last year, nearly **1.3 million foreign tourists** visited the country, and tourism has become the tiny country's top industry."
- More than **325,000** Americans have visited Iceland in 2016, Iceland's present population is **332,000**.



Where do they visit?



Attractions with Free Admission	Visits 2015	% 2015 / 2014
National Museum of Scotland	1,567,310	-4.4%
Scottish National Gallery	1,377,710	6.4%
Kelvingrove Art Gallery & Museum	1,261,552	12.4%
Loch Lomond Shores	1,252,107	6.8%
Riverside Museum	1,131,814	7.8%
St Giles' Cathedral*	1,108,331	7.7%
Royal Botanic Garden Edinburgh	836,755	9.2%
Gretna Green Famous Blacksmith's Shop	775,868	-0.9%
Falkirk Wheel	605,432	17.7%
National War Museum	601,074	1.3%
Gallery of Modern Art	589,051	-5.3%
Glasgow Botanic Gardens*	420,000	-4.5%
Dundee Contemporary Arts*	389,598	3.9%

Attractions with Paid Admission	Visits 2015	% 2015 / 2014
Edinburgh Castle	1,568,508	5.9%
Edinburgh Zoo	633,364	-5.6%
Edinburgh Bus Tours	552,006	4.4%
Stirling Castle	458,932	4.1%
Glasgow Science Centre	352,303	-0.2%
Urquhart Castle	348,691	5.5%
Royal Yacht Britannia	314,646	4.7%
Scotch Whisky Heritage Centre	302,946	-1.6%
Scottish Seabird Centre Museum	262,966	-3.9%
Scottish National Gallery of Modern Art Two	236,294	34.7%
Robert Burns Birthplace Museum	235,668	-22.1%
Culzean Castle and Country Park	228,174	10.2%

Top attractions - scotland

| Why learn?

A word cloud centered around the phrase "Why learn a language". The central text is in large, bold, red font. Surrounding it are various other words in different colors and orientations, including: "tolerance" (orange), "friends" (dark blue), "empathy" (orange), "enjoyment" (dark blue), "influence" (red), "awareness" (pink), "empowerment" (dark blue), "pleasure" (yellow, vertical), "insight" (yellow), "understanding" (dark blue), "pride" (green, vertical), "adaptability" (green), "advantages" (pink), "scope" (grey), "employability" (dark blue, vertical), "opportunities" (red, vertical), "perspective" (yellow, vertical), "confidence" (dark blue, vertical), "memories" (dark blue, vertical), and "freedom" (green, vertical).

VisitScotland Icentres

Visitor numbers

- Aberdeenshire – 189,922
- Scotland – 3.5 million

Most Requested Languages

- Spanish
- French
- German
- Italian
- Chinese
- Russian



| 759 employees at VisitScotland...



75 languages spoken





SCOTLAND. A SPIRIT OF ITS OWN.

WATCH THE FILM



HELP & ADVICE

The screenshot shows a user profile for 'ANNA131'. At the top, there's a navigation bar with 'SCOTLAND | ALBA', 'CATEGORIES', 'RECENT DISCUSSIONS', and 'ACTIVITY'. Below is a large banner image of a coastline with a 'iKNOW' logo. The profile section includes a 'SEND MESSAGE' button, a circular profile picture of a woman, and a list of statistics: 12 Promote, 2 Disagree, 94 Agree, 1 Like, 102 LOL, 0 Spam, and 0 Abuse. There are sections for 'ACTIVITY' with a 'SHARE' button, 'DISCUSSIONS' (23), 'COMMENTS' (122), and 'BADGES' (a grid of 15 thumbs-up icons). Two badge notifications are shown: 'ANNA131 earned the 100 Comments badge.' and 'ANNA131 earned the 5 Answers badge.'



TRIP PLANNING

The screenshot shows a 'TRIP PLANNER' interface. At the top, there's a navigation bar with 'SCOTLAND | ALBA' and various menu items. Below is a large banner image of a beach. The 'TRIP PLANNER' section has a title and a paragraph of placeholder text. Below that is a map of Scotland with several red location markers. To the right of the map is a 'TRIP LIST NAME' sidebar with a 'SAVE' button and a list of trip entries, each showing a title, distance, and journey time.

FROM SCENES LIKE THESE,
 OLD SCOTIA'S **GRANDEUR** SPRINGS.
 -ROBERT BURNS-

VISITSCOTLAND.COM

🔍 The Fairy Pools, Isle of Skye

WHEREVER I WANDER,
 WHEREVER I ROVE, THE HILLS OF THE
HIGHLANDS
 FOR EVER I LOVE.
 -ROBERT BURNS-

VISITSCOTLAND.COM

🔍 Glencoe, The Highlands

THIS YEAR'S
 'MUST-HAVE'...

VISITSCOTLAND.COM

🔍 The National by Andy Murray

...IS AN
 ADVENTURE
 IN SCOTLAND.

VISITSCOTLAND.COM

🔍 Comrie Loch & Lochs

WIN A
 MAGICAL
 BREAK IN
 SCOTLAND

ENTER NOW

VISITSCOTLAND.COM

OUR LAND
 IS A FEAST
 FOR THE EYES.

VISITSCOTLAND.COM

🔍 Old Man of Storr, Isle of Skye

OUR WATERS
 ARE A FEAST
 FOR THE TASTE BUDS.

VISITSCOTLAND.COM

🔍 The Scottish Seaside, St. Andrews

WIN A MAGICAL
 BREAK IN
 SCOTLAND

ENTER NOW

VISITSCOTLAND.COM

EXPAND TO WATCH VIDEO

UNCOVER THE TRUE SPIRIT
 OF THE ROYAL EDINBURGH
 MILITARY TATTOO.

VISITSCOTLAND.COM

🔍 The Royal Edinburgh Military Tattoo

SWAP THE NORTHERN LINE FOR THE
 NORTHERN LIGHTS.

VISITSCOTLAND.COM

🔍 Obichry, Isle of Skye

SOME TRAIN JOURNEYS
 ARE JUST MORE
 MAGICAL
 THAN OTHERS.

VISITSCOTLAND.COM

🔍 Glenfinnan Viaduct, The Highlands

SOME RIPPLES LAST A
 LIFETIME.

VISITSCOTLAND.COM

🔍 Loch Lomond, The Highlands

Frame 1



Frame 2



Frame 3



Frame 1



Frame 2



Frame 3



Event scotland



GLENEAGLES SCOTLAND 2014



| Royal yacht britannia

- **Audio-guides in 27 languages**
- **Four different English versions**
- **British Sign Language**
- **Written copies of the tour script**
- **English Braille**



Scottish tourist guide association

- **282 Guides**
- **20 Languages**
- **Most demanded languages:**
 - **French**
 - **German**
 - **Spanish**
 - **Chinese**
 - **Portuguese**



MISSION

To develop, provide and promote meaningful youth employment opportunities that benefit individuals, the organisation and the Scottish economy

Graduate Scheme (6) – Paid placements for 1 year

Modern Apprenticeships (6) – Paid placements for 1 year (16-19)

Career Ready Mentorships (6) - 2 Year placement. It includes 4 week paid work experience placement (4th year students)

Work experience (various) – 1 Week work experience tied into the National Curriculum for Excellence. (4th year students.)

Internships (various) – 16 Week placement during University study. Unpaid, vary from 3 weeks full time to 16 weeks part time.



Kolik jazyků znáš, tolikrát jsi člověkem.

***The more languages you know, the more
you are human.***

(Tomáš Garrigue Masaryk)



