

Cuspair Clàir-ghnothaich	5
Àir. Aithisge	G/2/26

Comhairle na Gàidhealtachd

Comataidh: Gàidhlig

Ceann-latha: 25 Gearran 2026

Tìotal Aithisge: Buannachdan Eaconamach, Cànanach is Cultarach Mòd Nàiseanta Rìoghail Loch Abar 2025

Aithisg le: Iar-Àrd-Oifigear – Daoine

1. Adhbhar/Geàrr-chunntas Gnìomhach

- 1.1 'S e adhbhar na h-aithisg seo foir-shealladh a thoirt do bhuill thaghte air na buannachdan eaconamach a bha an lùib Mòd Nàiseanta Rìoghail 2025 ann an Sgìre Loch Abar eadar 10–18 Dàmhair 2025.
- 1.2 Chaidh coimisean a thoirt do Mhgr James Adam, Stiùiriche Tourism Resources Company, às leth a' Chomuinn Ghàidhealaich, Aithisg Buaidh Eaconamach a' Mhòd Nàiseanta Rìoghail a sgrìobhadh. Chaidh an aithisg fhoillseachadh air 19 Faoilleach 2026. Bheir Mgr Adam seachad taisbeanadh mionaideach a bhios a' tarraing aire gu na prìomh phuingeann is thoraidhean san aithisg a chithear ann an **Eàrr-ràdh 1**.
- 1.3 Bidh Ceann-suidhe a' Chomuinn Ghàidhealaich, a' Bh-uas Magaidh Choineagan; Àrd-Oifigear Eadar-amail, a' Bh-uas Peigi NicIllinnein; agus Cathraiche Comataidh Eagrachaidh Ionadail Mòd Loch Abar, Mgr Iain Robasdan (dreuchd shaor-thoileach) an làthair.

2. Molaidhean

- 2.1 Thathar ag iarraidh air Buill:
 - i. beachdachadh is toirt fa-near dhan fhiosrachadh a tha san taisbeanadh agus san aithisg;
 - ii. toirt fa-near gum bi Mòd 2029 ga chumail ann an sgìre na Gàidhealtachd; agus
 - iii. aontachadh gun dèan oifigearan ceangal ri oifigearan a' Chomuinn Ghàidhealaich gus Aonta Libhrigeadh Seirbheis ùraichte ullachadh.

3. Builean

- 3.1 Goireas
Tha Comhairle na Gàidhealtachd a' cur phlanaichean air dòigh airson Mòd 2029 a thèid a chumail ann an sgìre na Gàidhealtachd.
- 3.2 Laghail
Chan eil builean laghail ann aig an àm seo.

3.3 Cunnart

Dh'fhaodadh cunnart a bhith an lùib ghoireasan air sgàth buaidh na h-atmhorachd air cosgaisean thachartasan. A dh'aindeoin seo, tha am Mòd fhathast na dhràibhear eaconamach is cànan làidir le eachdraidh mhath a thaobh a bhith a' tàladh tasgadh agus taic bho luchd-ùidh.

3.4 Slàinte is Sàbhailteachd (cunnartan a' tighinn am bàrr mar thoradh air atharrachaidhean do dh'uidheamachd, acfhainn, pròiseas no daoine) – Chan eil cunnartan a' tighinn am bàrr a thaobh nan nithean gu h-àrd.

3.5 Gàidhlig

Bha buaidh anabarrach math aig a' Mhòd air a' Ghàidhlig agus air cultar ann an sgìre Loch Abar seach gun tug e seachad spionnadh làidir dhan eaconamaidh, gun do bhrosnaich e cleachdadh na Gàidhlig, com-pàirteachadh òigridh, co-obrachadh cultarach, tar-chur cànan eadar ghinealaichean, pròiseactan ùra innleachdach, com-pàirteachadh coimhearsnachd agus thog e cuideachd ìomhaigh sgìre Loch Abar air feadh an t-saoghail tro na meadhanan, na gnìomhachasan cruthachail agus na meadhanan sòisealta.

3.5.1 Tha am Mòd cuideachd a' co-thaobhadh ris na prìomhachasan sa Phlana Ghàidhlig a rèir na leanas:

- Prìomhachas Ro-innleachdail 1.1 – Leudaich taic do luchd-cleachdaidh is luchd-ionnsachaidh na Gàidhlig uile, sna coimhearsnachdan aca, agus sna lìonraidhean anns a bheil iad.
- Prìomhachas Ro-innleachdail 2.1 – Toradh nam Meadhanan is nan Ealainean Gàidhlig – cruthaich cothroman airson cur an cèill, sgilean, ruigsinneachd, com-pàirteachadh agus cruthachalachd.
- Prìomhachas Ro-innleachdail 3.1 – Cleachd a' Ghàidhlig ann an gnìomhachasan is iomairtean sòisealta, agus mar stòras eaconamach ann an Alba.

4. Buaidhean

4.1 Ann an Comhairle na Gàidhealtachd, tha poileasaidhean, ro-innleachdan no atharrachaidhean seirbheis uile fo ùmhlachd sgrìonadh amalaichte airson buaidh air Co-ionannachdan, Bochdainn is Còraichean Daonna, Còraichean is Sunnd Chloinne, Atharrachadh Gnàth-shìde, Eileanan is Coimhearsnachdan Dùthchail air Tìr-mòr, agus Dìon Dàta. Far a bheil feumalachd air a h-aithneachadh, thèid measadh buaidh iomlan a ghabhail os làimh.

4.2 Tha a bhith a' beachdachadh air buaidhean na phàirt bhunaiteach dhen phròiseas cho-dhùnaidhean agus feumaidh seo fios a chur ris a' phròiseas cho-dhùnaidhean. Nuair a thathar a' tighinn gu co-dhùnadh sam bith, feumaidh Buill aire iomchaidh a thoirt do thoraidhean measaidh sam bith.

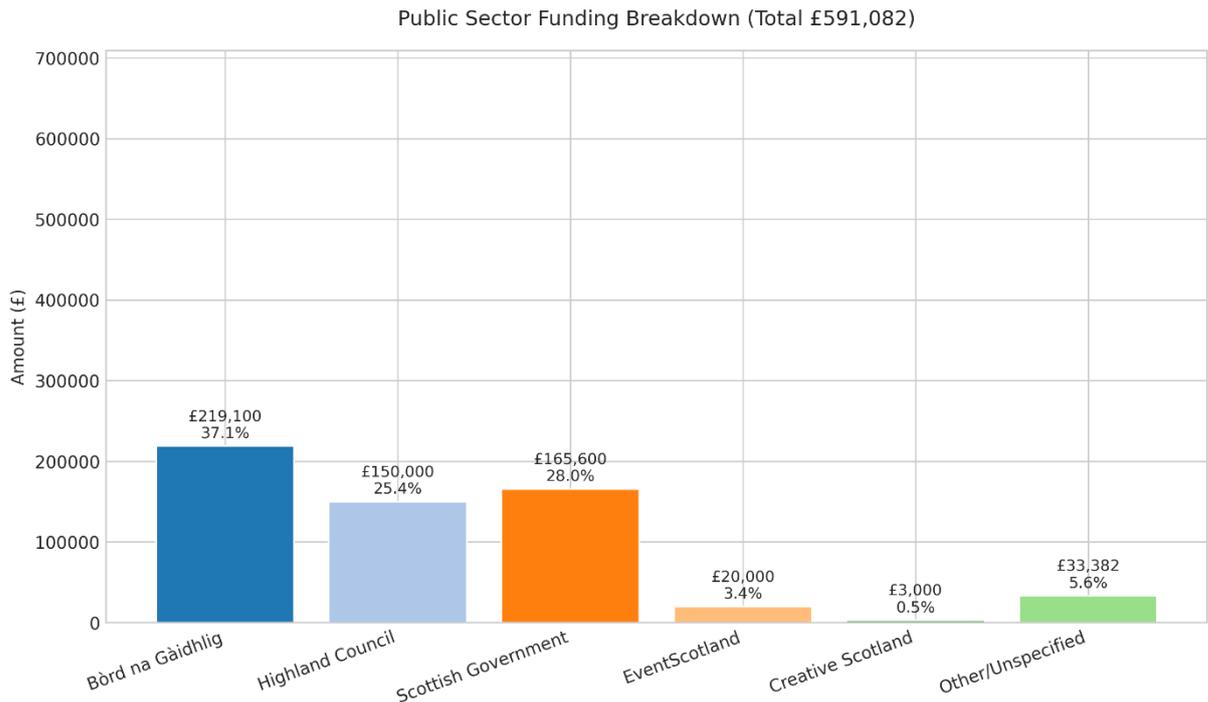
4.3 'S e aithisg sgrùdaidh agus ùrachaidh a tha seo agus mar sin chan eil feum air measadh buaidh.

5. Buannachdan Eaconamach

- 5.1 Thug Mòd Nàiseanta Rìoghail Loch Abar 2025 seachad buannachd eaconamach shusbainteach dhan sgìre, agus thathar a' tuairmse gun deach mu £3.9 millean a thogail ann am buannachd eaconamach. Thàinig seo tro chosg luchd-tadhail, barrachd cosnaidh, agus gnìomhachd leantainneach thar nan roinnean Gàidhlig, cultair, aoigheachd, reic, agus còmhhdalach.
- 5.2 Tharraing am Mòd agus Prògram Iomall a' Mhòid còrr is 9,400 neach, a' ciallachadh gun robh àrdachadh 4% ann bho 2024. Tha seo a' cumail suas cliù Loch Abar mar shàr àite airson a' Mhòid agus airson tachartasan cultarach eile. A rèir toraidhean an rannsachaidh, thathar a' tuairmse gun deach co-ionann ri 69 obraichean làn-ùine a chruthachadh ri linn an tachartais a bhith air aoigheachd san sgìre.

6. Maoinachadh

- 6.1 Fhuair Mòd Loch Abar taic bho Chomhairle na Gàidhealtachd, EventScotland (VisitScotland) Bòrd na Gàidhlig, Riaghaltas na h-Alba, Caledonian Mac a' Bhriuthainn, BBC ALBA, Alba Chruthachail agus Ùghdarras Theisteanasan na h-Alba.



Highland Council funding noted as £37,500 per year over 4 years (total £150,000).
Difference between listed sources (£557,700) and total (£591,082) shown as 'Other/Unspecified' (£33,382).

- 6.2 Thog Sgioba na Gàidhlig ceangal le Àrd-Oifigear a' Chomuinn Ghàidhealaich gus tagradh a chur a-steach dhan Mhaoin Ath-nuadhachaidh Coimhearsnachd airson Sgìre Loch Abar. Bha an t-iarrtas soirbheachail agus chaidh an £9,867.55 a chaidh fhaotainn a chleachdadh airson taic a chur ri cosgais fastaidh Teanta Mhòr a' Mhòid.
- 6.3 Chaidh iarrtas bhon Chomhairle Choimhearsnachd ionadail agus bho bhall taghte bho Sgìre Loch Abar a chur a-steach gu Sgioba na Gàidhlig. Dh'obraich an t-Oifigear Gàidhlig còmhla ri cathraiche na Comhairle Coimhearsnachd agus cathraiche na

Comataidh Ionadail gus tagradh maoinachaidh a chur a-steach gu Comataidh na Sgìre gus maoinachadh fhaighinn a chuireadh taic ri seirbheisean aiseig a bharrachd eadar Àird Ghobhar agus An Gearasdan.

- 6.4 Cha robh buaidh sam bith aig na tagraidhean maoinachaidh air a' mhaoineachadh a th' ann airson na Gàidhlig an-dràsta; bha buaidh mhath aig seo seach gun deach Gàidhlig agus cultar agus na toraidhean làithreach a thoirt am follais air feadh na sgìre.
- 6.5 Bha na h-iarrtasan a' gabhail ealla do Phlana na Gàidhlig agus do Phlana Sgìre Ionadail Loch Abar, agus do dh'ion-ghabhaltas sòisealta a thaobh dùbhlain a' buntainn ri dùthchalachd, siubhal is comas-ceangail airson dèanamh cinnteach à ceangal sòisealta is cultarach. Bha slatan-tomhais nan iarrtasan maoinachaidh ag aithneachadh a' Mhòid mar thachartas aig an robh buaidh air nithean eaconamach, cultarach is cànanach.

7. Taic Ro-innleachdail agus aig Ìre Obrachail

- 7.1 Bidh ACG a' stiùireadh a' Mhòid gu ro-innleachdail, le taic obrachaidh bho Chomataidh Ionadail a' Mhòid a tha air a ruith le saor-thoilich. Stèidhich Sgioba na Gàidhlig Buidheann Ceangail a' Mhòid airson stiùireadh agus co-òrdanachadh a ghabhail os làimh thar seirbheisean buntainneach na Comhairle. Bha Buidheann Ceangail a' Mhòid a' gabhail a-steach buill thaghte, oifigearan bho sgiobaidhean seirbheis, a' gabhail a-steach Laghail (ceadachd), Rathaidean, Dealbhadh, Corporra (Conaltradh), Foghlam, Trafaig, Còmhdhail, High Life na Gàidhealtachd, Poileas Alba, Còmhdhail Alba, agus an Seòmar-malairt. Bha Cathraiche Comataidh Ionadail a' Mhòid sa chathair air Buidheann Ceangail a' Mhòid agus chaidh taic fhaotainn bho Sgioba na Gàidhlig.
- 7.2 Tha Sgioba na Gàidhlig a' coimhead às ùr air an Aonta Lìbhrigeadh Seirbheis a th' ann eadar Comhairle na Gàidhealtachd agus an Comunn Gàidhealach. Thathar a' leasachadh clàr-ama airson an ath-sgrùdaidh obrachail is ro-innleachdail, le amas gun tèid an t-Aonta Lìbhrigeadh Seirbheis aontachadh leis a' Chomhairle aig deireadh na Samhna 2026. Tha an clàr-ama a' fàgail ùine airson na leanas:
- a) Beachdan agus dùilean nam Ball
 - b) Lèirsinn airson Mòd 2029
 - c) A bhith a' gabhail ealla do dh'fheum, a rèir a' mhaoineachaidh a tha ga riarachadh mar phàirt de riatanasan riaghlachais, sgrùdaidh is an luaich as fheàrr.

Ainmeachadh: Iar-Àrd-Oifigear – Daoine

Ceann-latha: 28 Faoilleach 2026

Ùghdar: Morag Anna NicLeòid Mitchell, Oifigear Leasachaidh Gàidhlig

Pàipearan Cùl-fhiosrachaidh:

Eàrr-ràdhan: **Eàrr-ràdh 1** – Chaidh an aithisg iomlan a choimiseanadh leis a' Chomunn Ghàidhealach



TOURISM
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Tourism Resources Company
Management Consultancy & Research Services

Royal National Mòd 2025

Evaluation

November 2025

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1 INTRODUCTION

This report provides an evaluation of the Royal National Mòd 2025.

1.1 Background

The Royal National Mòd is organised by An Comunn Gàidhealach (The Highland Association) which was founded in Oban in 1891. Famous for celebrating Gaelic linguistic and cultural heritage, Scotland's premier Gaelic festival provides opportunities for people of all ages to perform across a range of competitive disciplines including Gaelic music and song, highland dancing, instrumental, drama, sport and literature. This year's Festival took place from the 10th to 18th October 2025 in Fort William.

1.2 Objectives

The objectives of the evaluation are to allow the Client to report back to funders, assess the economic impact of the Festival and to gather feedback to inform future delivery.

1.3 Funding

Total public sector funding was £591,082 comprising:

- Bòrd na Gàidhlig (£219,100);
- Highland Council (£150,000);
- Scottish Government (£165,600);
- EventScotland (£20,000); and
- Creative Scotland (£3,000).

1.4 Report Structure

The remainder of this report is structured as follows:

- Chapter 2: Survey Results;
- Chapter 3: Economic Impact Assessment; and
- Chapter 4: Conclusions.

2 SURVEY RESULTS

2.1 Introduction

This Chapter provides analysis of the visitor survey, which was conducted online after the event. A total of 463 surveys were completed, giving a standard error of +/-4.4% (robust for economic impact purposes).

2.2 Visitor Profile

A total of 73% of adult visitors were female, 27% male and 1% identify in another way. The table below outlines the age range of adult visitors with the most common age groups being 55-64 (26%) and 65-74 (22%).

Age Range of Adult Visitors	
Age Bands	%
16-25	4%
26-34	5%
35-44	14%
45-54	19%
55-64	26%
65-74	22%
75+	9%
Total	100%

2.3 Awareness of Event

How people found out about the Mòd 2025 is given in the table below.

How They Found Out About The Mòd 2024	
Sources	%
Have always known about the Mòd	63%
Have attended the Mòd previously	61%
Word of mouth	32%
An Comunn Website	25%
Social media	21%
Mòd competition online programme	16%
Mòd competition printed programme	12%
Mòd fringe online programme	11%
Radio/television	10%
Mòd fringe printed programme	8%
Newspaper/magazine	4%
Other website	2%
Other	2%
I was passing by	<1%

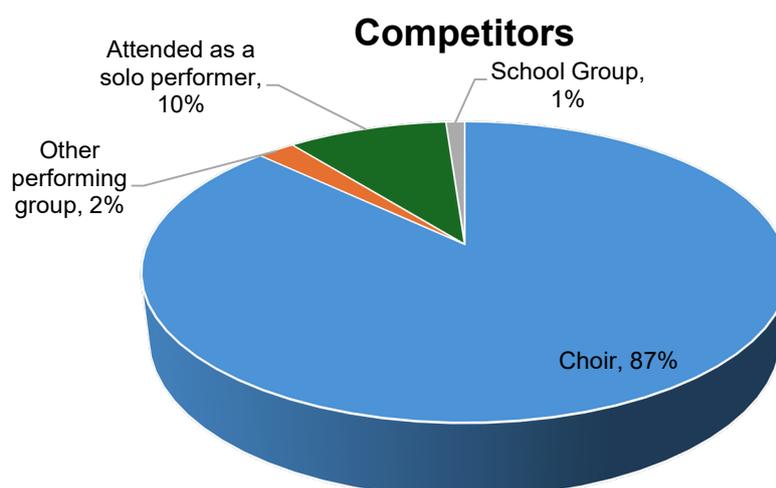
The most common ways of finding out were having always known about the Mòd (63%), attended previously (61%), word of mouth (32%), An Comunn website (25%) and social media (21%).

The most common ways to buy tickets were online (52%) and at venues during the event (42%). Those stating 'other' were where someone else had bought the tickets.

Main Method for Buying Tickets	
Method	%
Online	52%
At venue(s) during the event	42%
At venue(s) in advance of event	6%
Other	1%
Total	100%

2.4 Competitors

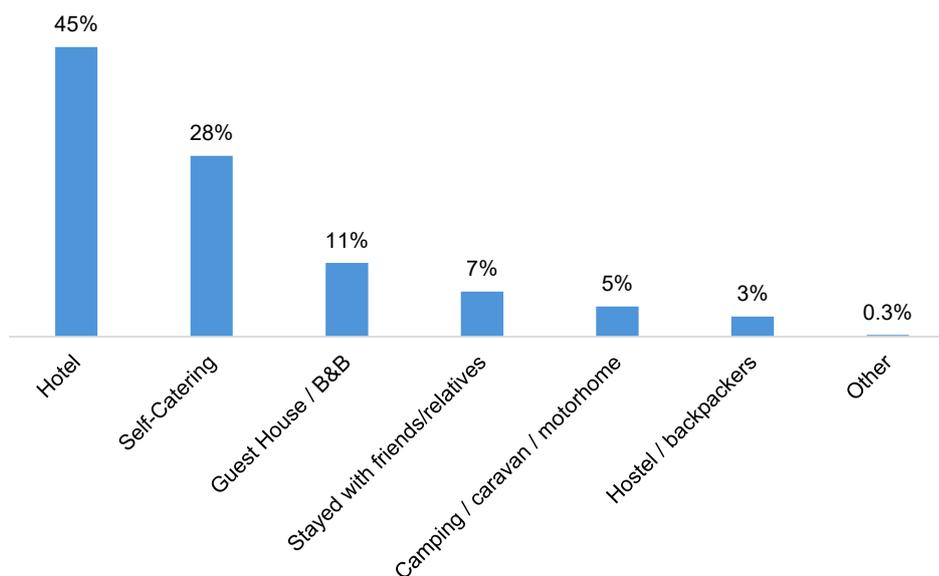
A total of 39% of respondents competed at the Mòd 2025. A total of 87% were part of a choir and 10% were a solo performer.



2.5 Accommodation

Of those who required an overnight stay, the most common types of accommodation were hotel (45%), self-catering (28%) and guest house/B&B (11%).

Type of Accommodation



2.6 Rating of Event

Ratings for different aspects of the event are given in the table below.

Rating of the Event					
	Very Good	Good	Average	Poor	Very Poor
Organisation	58%	31%	8%	3%	<1%
Competition venues	50%	40%	9%	2%	<1%
Information	43%	40%	14%	3%	<1%
Mòd Fringe events	57%	36%	5%	1%	-
Buzz / overall atmosphere	68%	25%	4%	2%	1%

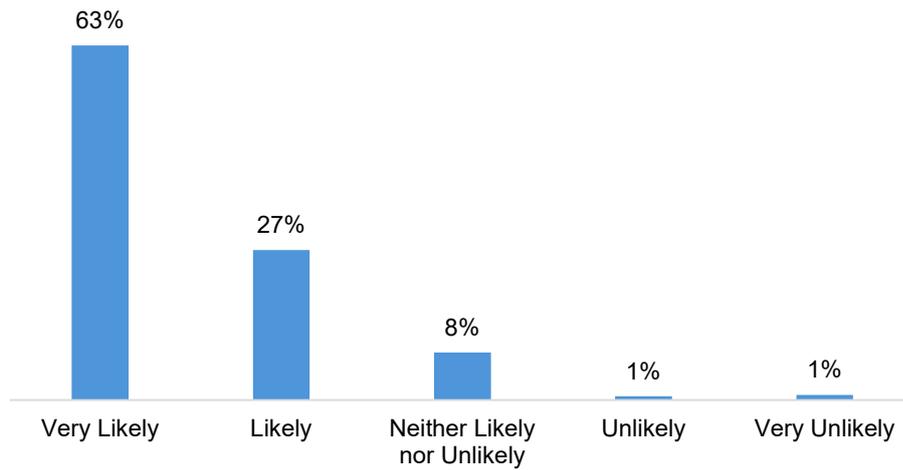
The event is highly thought of with ratings of very good/good for fringe events (94%), atmosphere (93%), competition (90%), organisation (89%), and information (83%).

The most commonly suggested improvements to the event in the future were:

- To do something about the overrun in some events (8%), the comment was most often around children’s events;
- More aspects in English (2%); and
- Late night opening of pubs (2%).

A total of 90% stated that they were very likely/likely to recommend the Mòd to friends/family.

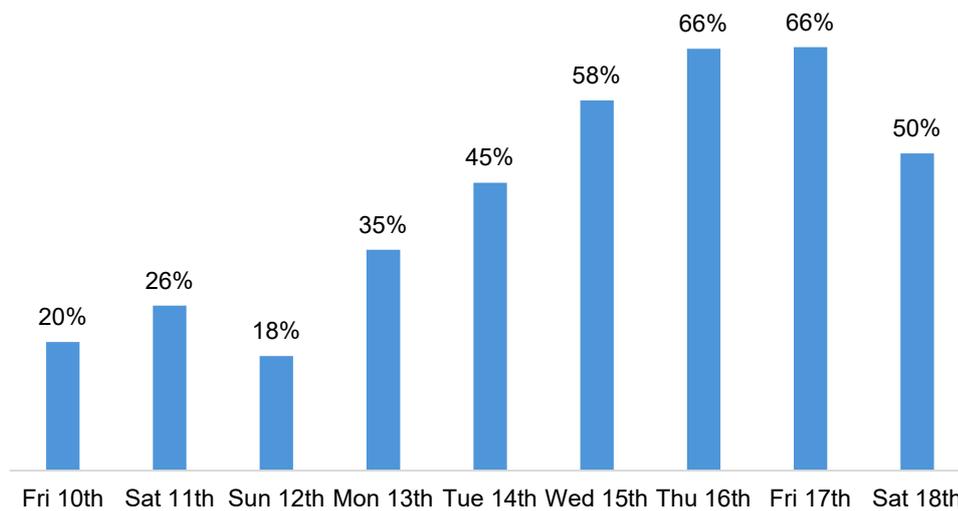
Recommend the Mòd to Freinds/Relatives



2.7 Visitor Attendance at the Event

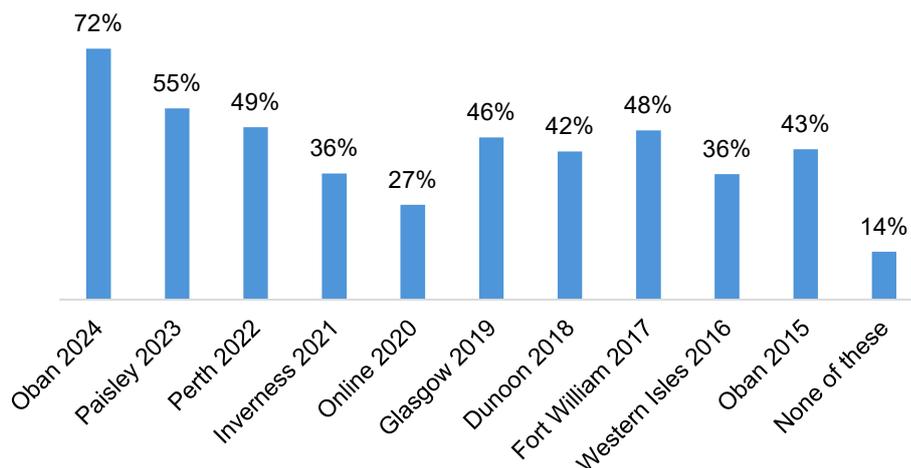
Larger proportions attended later in the week.

Days Attended



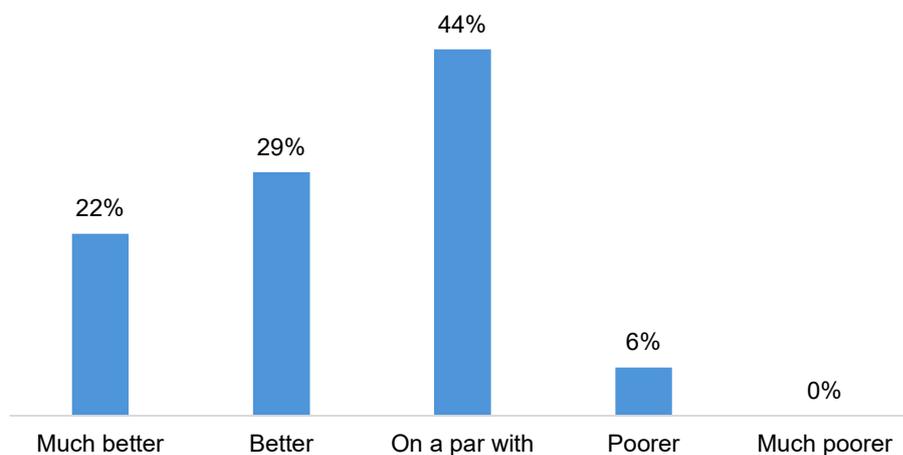
A total of 86% had attended at least one previous Mòd in the last 10 years.

Attendance at previous Mòds



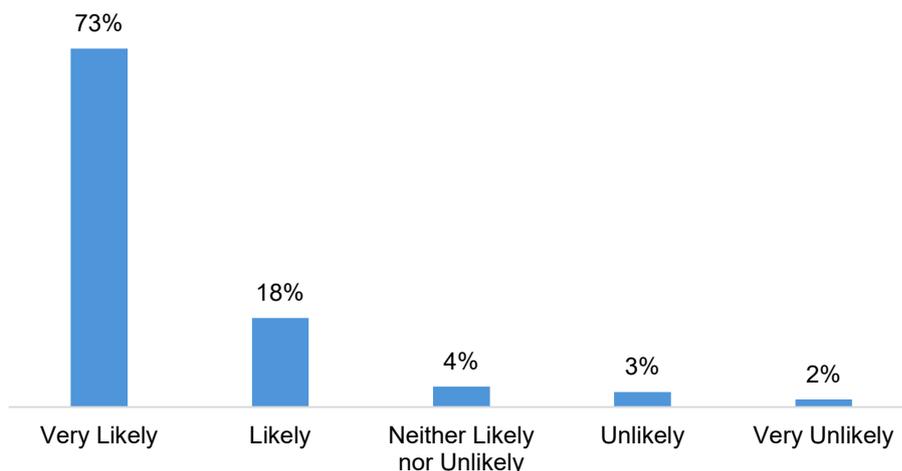
Of returning visitors, just over half (51%) considered this year’s event as much better/better, with 44% reporting it was of the same quality as in previous years.

Mòd 2025 compared to previous years



A total of 91% stated that they are very likely/likely to attend the Mòd 2026 in Glasgow.

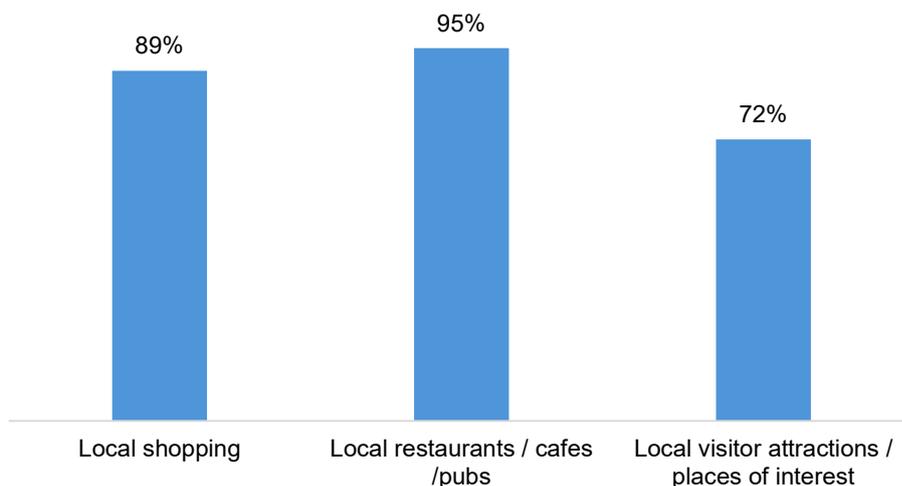
Attend next year's Mòd in Glasgow



2.8 Fort William Aspects Engaged With

A total of 95% visited local restaurants/cafes/pubs, 89% local shops and 72% local visitor attractions/places of interest.

Fort William Aspects Engaged With



2.9 Rating of Fort William

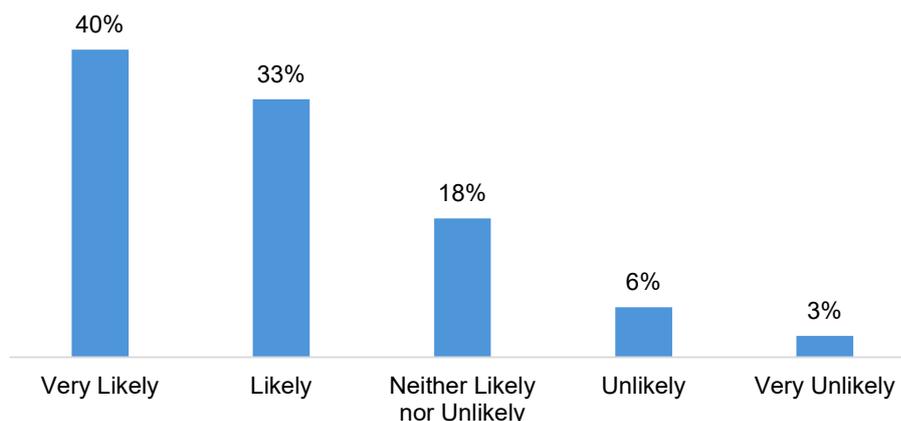
Ratings for different aspects of Fort William are given in the table, over.

Rating of Fort William					
	Very Good	Good	Average	Poor	Very Poor
Fort William as host destination	61%	30%	7%	2%	-
Local shopping	23%	44%	26%	6%	1%
Local restaurants/cafes/pubs	36%	46%	15%	3%	<1%
Accommodation	40%	38%	18%	2%	1%
Local visitor attractions/ places of interest	42%	43%	13%	1%	<1%

Fort William is highly thought of with 91% rating it very good/good as a host destination. Different aspects are also highly rated as very good/good including local visitor attractions/places of interest (85%), local restaurants/cafes/pubs (82%), and accommodation (78%). The rating of local shopping is a little more mixed (67%).

A total of 73% said they were very likely/likely to return to Fort William for a future leisure visit.

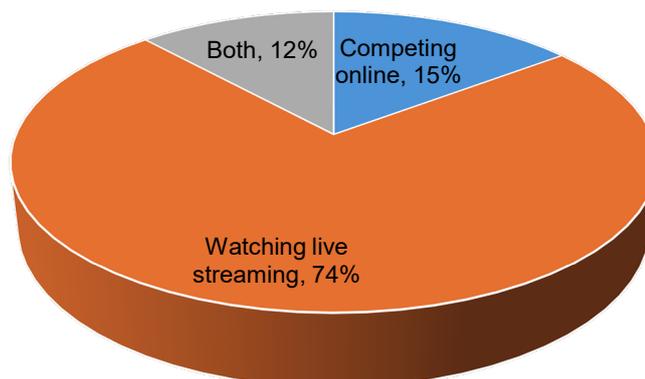
Return to Fort William for a Future Leisure Visit



2.10 Online Participation

For those engaging online, 15% competed online, 74% watched live streaming and 12% did both.

Online Participation



A total of 61% would have taken part in the Mòd anyway, even if it hadn't been available online.

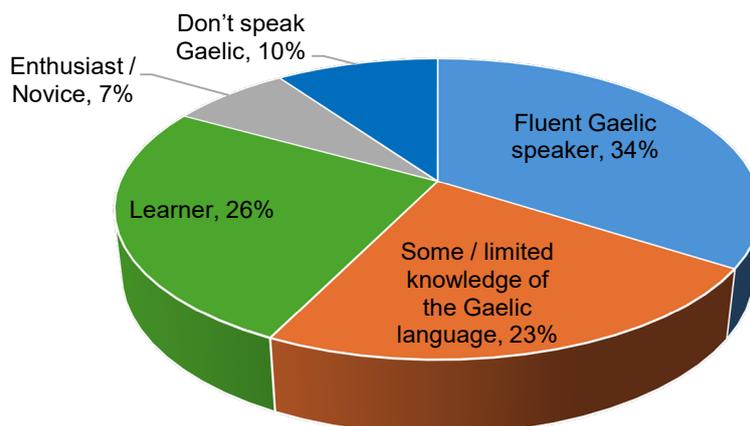
Engaging Online	
	%
Made me want to go to the Mòd in 2026	83%
Allowed me to participate even though I could not travel to Fort William	25%
Allowed our local group / choir to take part even though we could not travel to Fort William	4%

Engaging online made 83% want to go to the Mòd in 2026. For a quarter it allowed them to participate and for 4% their local choir to participate.

2.11 Gaelic Skills and Social Impacts

All respondents were asked about their Gaelic language skills. A total of 34% of respondents considered themselves to be a fluent Gaelic speaker, with 23% stating that they had some/limited knowledge.

Gaelic Language Skills



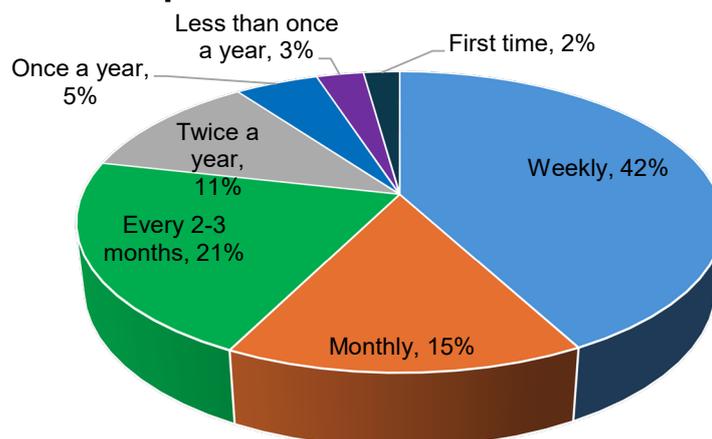
A further 26% described themselves as a learner and 7% as an enthusiast/novice. Only 10% said that they did not speak any Gaelic.

Mòd Impacts on Gaelic					
	Strongly agree	Agree	Neither Agree/ Disagree	Disagree	Strongly disagree
Encouraged me to improve my Gaelic language skills	33%	39%	23%	3%	2%
Increased my awareness of Gaelic arts	27%	37%	32%	3%	1%
Increased my understanding of Gaelic arts	25%	36%	35%	3%	2%
Encouraged me to use Gaelic more often	36%	35%	23%	5%	2%
Enhanced my Gaelic skills	26%	35%	31%	6%	3%
Led me to believe more strongly that Gaelic is important in Scotland	53%	30%	15%	1%	1%

The Mòd has led 83% to believe more strongly in the importance of Gaelic. It has encouraged 71% to improve their Gaelic language skills and 70% to use Gaelic more often. For 64% it has increased their awareness and 60% their understanding of Gaelic arts. For 60% it has enhanced their Gaelic skills.

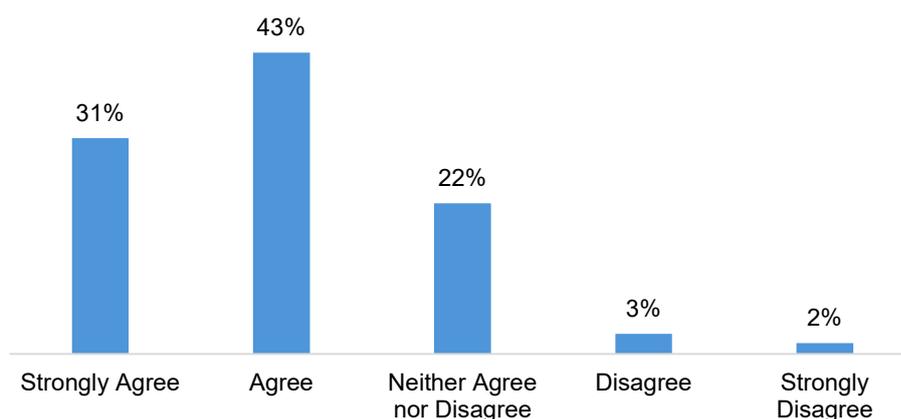
How often respondents participate in Gaelic cultural events/activities is given in the figure, over.

Participation in Gaelic Events/Activities



Just under four-fifths (79%) participate at least once every three months. The Mòd has inspired just under three-quarters (74%) of respondents to attend Gaelic events/activities more frequently.

Inspired me to attend Gaelic events / activities more frequently



The Mòd is beneficial to the mental health of 73%, encourages 80% to engage socially and for 83% is a great way to meet friends.

Health and Social Impacts					
	Strongly agree	Agree	Neither Agree/ Disagree	Disagree	Strongly disagree
Been beneficial to my mental health	36%	37%	23%	2%	1%
Encouraged me to engage socially	40%	40%	18%	1%	1%
Been a great way to meet friends	52%	31%	14%	2%	1%

2.12 Other Comments

Respondents were asked if there were any other comments they would like to make about the event. The most common were:

- Fantastic/excellent/great event (17%);
- Well organised (12%);
- Marque/tent was great (8%);
- A number of events ran over/were late (8%); and
- Great buzz/atmosphere (6%).

3 ECONOMIC IMPACT ASSESSMENT

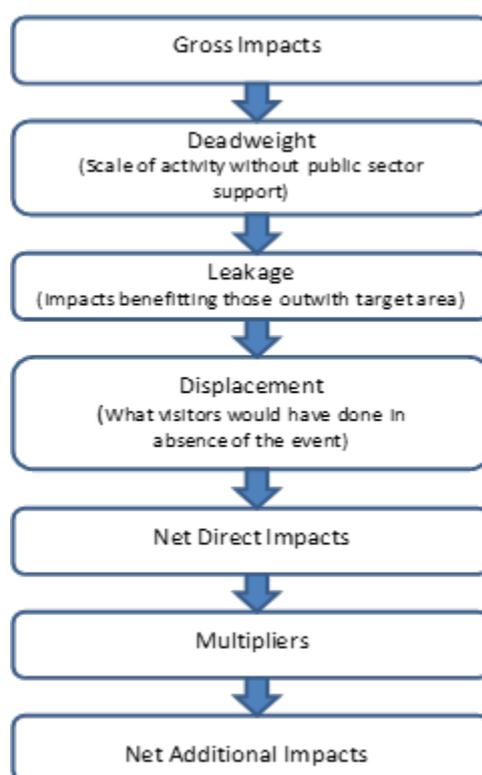
3.1 Introduction

This Chapter provides an assessment of the economic impact of The Mòd.

3.2 Economic Impact Assessment Method

The approach to the economic impact assessment is given in the figure below.

Economic Impact Assessment Method



3.3 Visitors

3.3.1 Visitor Numbers

The event organisers have provided us with the total number of competitors at the event which was 2,917. From the survey we can then calculate a ratio of competitors to spectators. This was 2.22, which equates to 6,487 spectators. This gives a total of 9,404 visitors.

Number of Visitors		
	Number	%
Day	1,766	19%
Overnight	7,638	81%
Total	9,404	100%

The pattern of spectator behaviour varies by day and overnight visitor, and by origin, therefore these have been analysed separately in order to derive the economic impact.

Visitors by Type and Origin		
	Day	Overnight
Highland	15.4%	19.5%
Elsewhere in Scotland	3.4%	54.6%
Elsewhere in UK	-	3.7%
Overseas	-	3.4%
Total	18.8%	81.2%

The most common origin for visitors was from Elsewhere in Scotland (58%). The most common local authority areas were Highland (35%), Argyll & Bute (9%), Comhairle nan Eilean Siar (9%), Glasgow (7%) and Edinburgh (5%).

3.4 **Expenditure**

The average daily expenditure for visitors is shown in the table below.

Average Daily Expenditure		
	Day	Overnight
Highland	£18.60	£106.17
Elsewhere in Scotland	£26.00	£115.32
Elsewhere in UK	-	£117.46
Overseas	-	£116.73

The average length of stay for overnight visitors is given in the table below.

Average Length of Stay	
	Highland
Highland	3.9
Elsewhere in Scotland	3.6
Elsewhere in UK	3.8
Overseas	3.4

Gross expenditure is calculated as follows:

$$Ge = ndv.edv + nov.eov.al$$

Where	Ge	gross expenditure
	ndv	number of day visitors
	edv	average daily expenditure of day visitors
	nov	number of overnight visitors
	eov	average daily expenditure of overnight visitors
	al	average length of stay

Applying the formula gives gross expenditure of £3,263,914.

3.5 **Gross to Net**

Calculating the net impact of the event, which is the true measure of the economic benefit to the local area, requires taking account of:

- Deadweight;
- Leakage;
- Displacement; and
- Multiplier effects.

Deadweight

The event required public sector funding for it to take place so the level of deadweight is zero.

Leakage

Expenditure that takes place outside the geographic area at which the economic impact is being assessed is leakage. The level of leakage has been considered throughout the calculation process, based on where the expenditure of visitors and the event organisers has taken place.

Displacement

Displacement is a measure of the extent to which the event has simply moved expenditure from one part of the economy to another (i.e. removal of casual visitors). The following information has been used from the survey to calculate the displacement levels:

- Visitor origin;
- Importance of the event in the decision to visit the area; and
- Counterfactual i.e. what visitors would have done in the absence of the event.

Displacement (%)	
Day	
Highland	84
Elsewhere in Scotland	7
Overnight	
Highland	80
Elsewhere in Scotland	3
Elsewhere in UK	13
Overseas	50

Taking account of leakage and displacement gives net direct additional expenditure of £2,400,322.

3.6 Before/After The Mòd

Some visitors stayed in the Highland area before and/or after the Mòd. Following the processes above gives net direct additional expenditure of £233,057.

3.7 Guests, Officials, Volunteers, Media and Traders

There is also expenditure from guests, officials, volunteers, media and traders¹ visiting the local area. Following the same processes as set out above gives net additional expenditure of £61,087.

3.8 Organiser's Expenditure

The event organiser's expenditure has been assessed on the basis of:

- The total income generated by the event and where it came from;
- Where the money was spent geographically; and
- The net effect of that expenditure on the economy.

¹ Temporary onsite traders.

The income for the event sourced from Highland was £183,296, whilst the expenditure in Highland was £245,808. The net organiser's spend in Highland was £62,512.

3.9 Total Net Additional Direct Expenditure

The total net direct additional expenditure is £2,756,978.

Net Additional Direct Expenditure	
Visitors	£2,400,322
Stay Before/After	£233,057
Guests, Officials, Volunteers, Media & Traders	£61,087
Event Organisers	£62,512
Total	£2,756,978

3.10 Output, GVA and Employment

The following factors were used to translate this expenditure into output, GVA and employment.

Conversion Factors	
	Factors
Output	1.42
GVA:Output	0.53
Employment	£57,000

This gives net additional impacts as set out in the table below.

Net Additional Impacts	
	Impacts
Output	£3,914,909
Gross Value Added	£2,067,579
FTEs	69

3.11 Return on Investment

The return on investment for the funders is given in the table below.

Return on Investment	
Bòrd na Gàidhlig	£1:£18
Scottish Government	£1:£24
Highland Council	£1:£26
EventScotland	£1:£196
Creative Scotland	£1:£1,305

4 CONCLUSIONS

4.1 Introduction

This Chapter provides the conclusions for the study.

4.2 Visitor Profile

A total of 73% of visitors were female, 27% male and 1% identify in another way. The most common age groups for adult visitors were 55-64 (26%) and 65-74 (22%). The most common local authority areas were Highland (35%), Argyll & Bute (9%), Comhairle nan Eilean Siar (9%), Glasgow (7%) and Edinburgh (5%).

The most common ways in which visitors found out about the event were always having known about the Mòd (63%), attended previously (61%), word of mouth (32%), An Comunn website (25%) and social media (21%). The most common ways to buy tickets were online (52%) and at venues during the event (42%).

The most common forms of accommodation were hotel (45%), self-catering (28%) and guest house/B&B (11%).

4.3 Views on the Event

The event is highly thought of with ratings of very good/good for fringe events (94%), atmosphere (93%), competition (90%), organisation (89%), and information (83%).

The most commonly suggested improvements were to do something about the overrun in some events (8%), the comment was most often around children's events, more aspects in English (2%), and late night opening of pubs (2%).

A total of 86% had attended at least one Mòd in the last 10 years. Of returning visitors, just over half (51%) considered this year's event as much better/better, with 44% reporting it was of the same quality as in previous years. A total of 91% stated that they are very likely/likely to attend The Mòd 2026 in Glasgow.

4.4 Views on Fort William

A total of 95% visited local restaurants/cafes/pubs, 89% local shops and 72% local visitor attractions/places of interest. Fort William is highly thought of with 91% rating it very good/good as a host destination.

Different aspects are also highly rated as very good/good including local visitor attractions/places of interest (85%), local restaurants/cafes/pubs (82%), and accommodation (78%). The rating of local shopping is a little more mixed (67%). A total of 73% said they are very likely/likely to return to Fort William for a future leisure visit.

4.5 Online Participation

A total of 74% watched live streaming and 15% competed online, with the remaining 12% doing both. A total of 61% would have taken part in the Mòd anyway, even if it hadn't been available online.

Engaging online made 83% want to go to the Mòd in 2026. For a quarter it allowed them to participate and for 4% their local choir to participate.

4.6 Gaelic Skills and Social Impacts

A total of 34% of respondents considered themselves to be a fluent Gaelic speaker, with 23% stating that they had some/limited knowledge. A further 26% described themselves as a learner and 7% as an enthusiast/novice. Only 10% said that they did not speak any Gaelic.

The Mòd has led 83% to believe more strongly in the importance of Gaelic. It has encouraged 71% to improve their Gaelic language skills and 70% to use Gaelic more often. For 64% it has increased their awareness and 60% their understanding of Gaelic arts. For 60% it has enhanced their Gaelic skills.

Just under four-fifths (79%) participate at least once every three months in Gaelic cultural events/activities. The Mòd has inspired 74% to attend Gaelic events/activities more frequently.

The Mòd is beneficial to the mental health of 73%, encourages 80% to engage socially and for 83% is a great way to meet friends.

4.7 Other Comments

Respondents were asked if there were any other comments they would like to make about the event. The most common were fantastic/excellent/great event (17%), well organised (12%), marque/tent was great (8%), a number of events ran over/were late (8%), and great buzz/atmosphere (6%).

4.8 Economic Impacts

Total visitor attendees was 9,404. A total of 65% of visitors were from outside Highland and 81% stayed overnight. The economic impacts are summarised in the table below.

Net Additional Impacts	
	Highland
Net Direct Expenditure	£2,756,978
Output	£3,914,909
GVA	£2,067,579
Employment (FTEs)	69

The ROIs are given in the table below.

Return on Investment	
Bòrd na Gàidhlig	£1:£18
Scottish Government	£1:£24
Highland Council	£1:£26
EventScotland	£1:£196
Creative Scotland	£1:£1,305