

# Our Island, Our Future

Annual Visitor Economy Programme 2024



## Introduction

Our second year into our ten-year Visitor Economy Strategy will be a pivotal year in terms of building the platform for developing the seven core programmes to achieve our visitor objectives.

2023 has seen very positive recovery post-pandemic - at year-end our visitor numbers were only 1% behind 2019 numbers, ahead, in terms of recovery, of the UK and our Island competitors in the region.

In 2024 we will need to be focused on being easy to do business with, in terms of bookability and improving our digital 'shop window'. Working towards extending the season, by driving business into the shoulder season months, whilst maximising the summer season. Key to this will be to continue raising the profile of the Island, after a successful 2023 where our PR campaigns reached 5.8bn consumers and Skyscanner identified the Island as the no.5 searched for 'hidden gem' worldwide.

The Visitor First Programme will focus on destination guardianship, for the benefit of the residents (our day visitors) as well as visitors. This will be renamed as Destination First, for which a Board will be recruited to support the main Visit Agency Board and to support the delivery of a continuous improvement plan.

The Visit brand identity is tied up with Sustainability, Biosphere and Community as fundamentals of the offer, and part of the DNA of the Island. Therefore our programmes will have a Responsible Tourism focus to them, including access and inclusivity, sustainability and community.

The success of our efforts is dependent on an engaged and supportive sector - we would like to thank the industry for their participation so far and we look forward to building on the successes of 2023 together in 2024.

**Deborah Heather**  
CEO, Visit Isle of Man



### KEY RESULTS

**330,000**  
VISITORS

**4,138**  
VISITOR  
ECONOMY  
JOBS

**£191.4M**  
VISITOR  
SPEND

**£580**  
AVERAGE  
VISITOR  
SPEND

# 2024 Delivery Model



# Key Focus Areas

	01	02	03	04	05	06	07
	<b>AIR &amp; SEA ACCESS IMPROVEMENT</b>	<b>QUALITY IMPROVEMENT</b>	<b>VISITOR ACCOMMODATION TRANSFORMATION</b>	<b>VISITOR PRODUCT DEVELOPMENT</b>	<b>EVENTS DEVELOPMENT</b>	<b>MARKET DEVELOPMENT</b>	<b>TALENT DEVELOPMENT</b>
<b>KEY RESULTS</b>	Increase the number of passengers travelling by air and sea by 10%	Increase the Passenger Survey score from Satisfied to Very Satisfied by 10%  Introduce a net promoter score mechanism	Introduce a new Registration / Accreditation Scheme ready for July Tynwald	Introduce a Marketing Partnership Programme by Autumn	Increase the number of TT visitors to 47,000  Increase the number of room nights to 50,000	Increase the level of reach through PR coverage to 6.5bn  Develop a new Accommodation Strategy	Create 150 extra visitor economy jobs
<b>RESPONSIBLE TOURISM</b>		Develop a Rural Accommodation Strategy	Introduce Sustainability Accreditation Scheme - drive access & inclusivity great 4s	Leaderbox IOM/Blue Tourism initiative x 10 businesses	Support delivery of Invitational Special Olympics	Develop Nature/Outdoors-focused campaigns	
<b>MARKETING</b>	Support the Airport team at Routes Europe	Qualitative and quantitative feedback data		Mountain biking/walking/ancestry tourism	Festivalisation of events	Develop a Food Tourism strategy	
<b>DIGITALISATION</b>		Develop distribution offer		Introduce Visitor Traffic Light Scheme -driving customers to attractions at quieter times	Introduce online applications	New website & improved reach/bookability	
<b>SEASONALITY</b>	Marketing campaign to support March/April & Oct/Nov bookings			Drive Travel Trade FIT business	Develop MICE market product/proposition	MICE market opportunity review	Develop a Higher Education Placements Scheme
<b>DESTINATION FIRST</b>	Development of welcome & presentation of offer	Improve Welcome Centre/Sea Terminal & Cruise delivery	South Barrule feasibility study/ DEFA collaboration		Develop a Volunteer Programme	Increase external (off-island) branding	Introduce Product/Welcome Programme