DIGITALISATION AND DISTRIBUTION WORKSHOP

VISIT
ISLE OF MAN

INTRODUCTION

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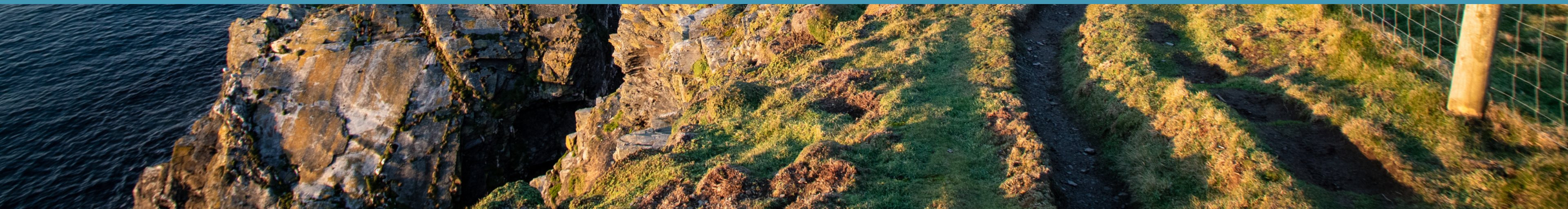**STUART CLAGUE**

New Product Executive

AGENDA

1 Website Adoption

2 Online Booking Analysis

3 Social Media Presence

4 Occupancy Survey Participation

5 Interactive Session

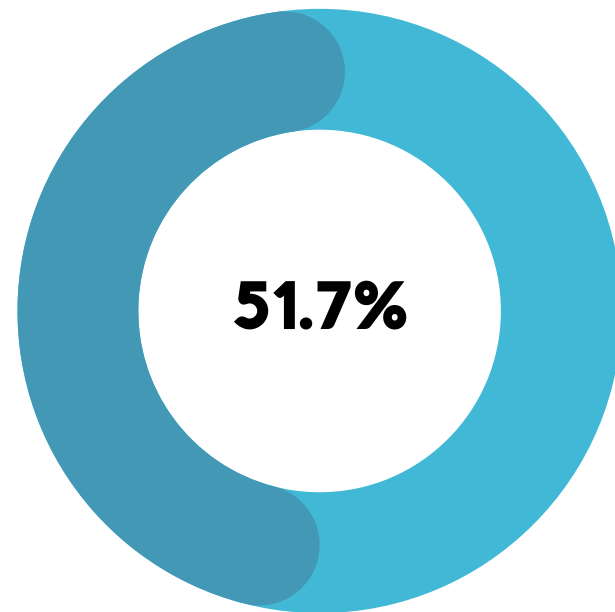**6** Emerging Technologies

7 Connect the Island Initiative

The priority we are trying to resolve:
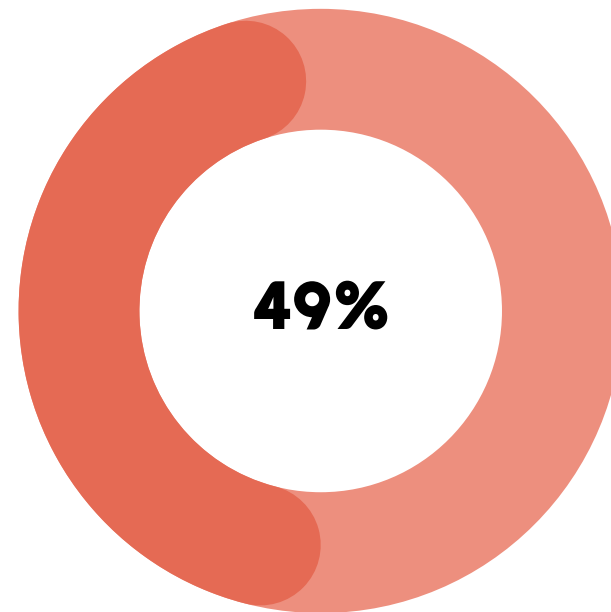
DIGITALISATION AND DISTRIBUTION

ISLAND ACCOMMODATION WEBSITE ANALYSIS

We conducted an analysis of 453 Island accommodations to identify those with operational websites and links to Visit Isle of Man's website.
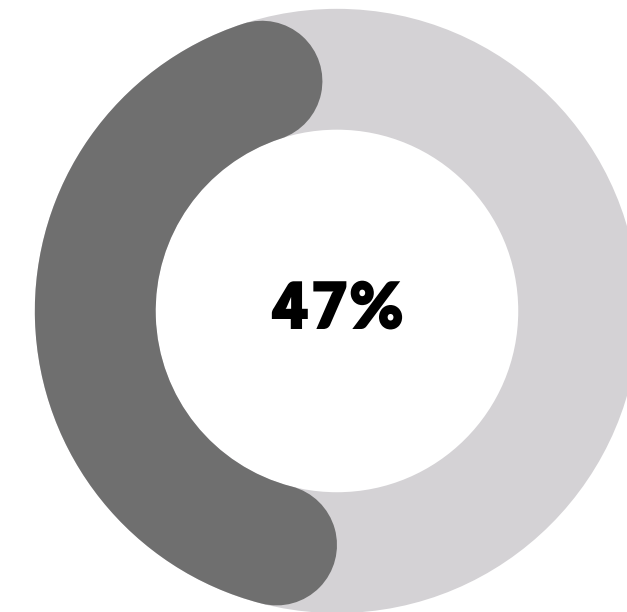
51.7%

49%

47%

OWN WEBSITES

51.7% of operators have their own websites, while the remaining 48% do not.

FUNCTIONING WEBSITES

Among the 234 operators with websites, 225 of them have functioning websites. This results in a total of 49% of operators having functioning websites.

FUNCTIONING WEBSITES CONNECTED TO OUR WEBSITE

Out of the 398 operators connected to our website, 185 have functioning websites. This means that 53% of the businesses listed on our site do not provide websites for visitor access.

ISLAND ACCOMMODATION
ONLINE BOOKING PLATFORMS ANALYSIS

ONLINE BOOKING PRESENCE

On over 3 online booking platforms
14.6%

No online booking platform
25.6%

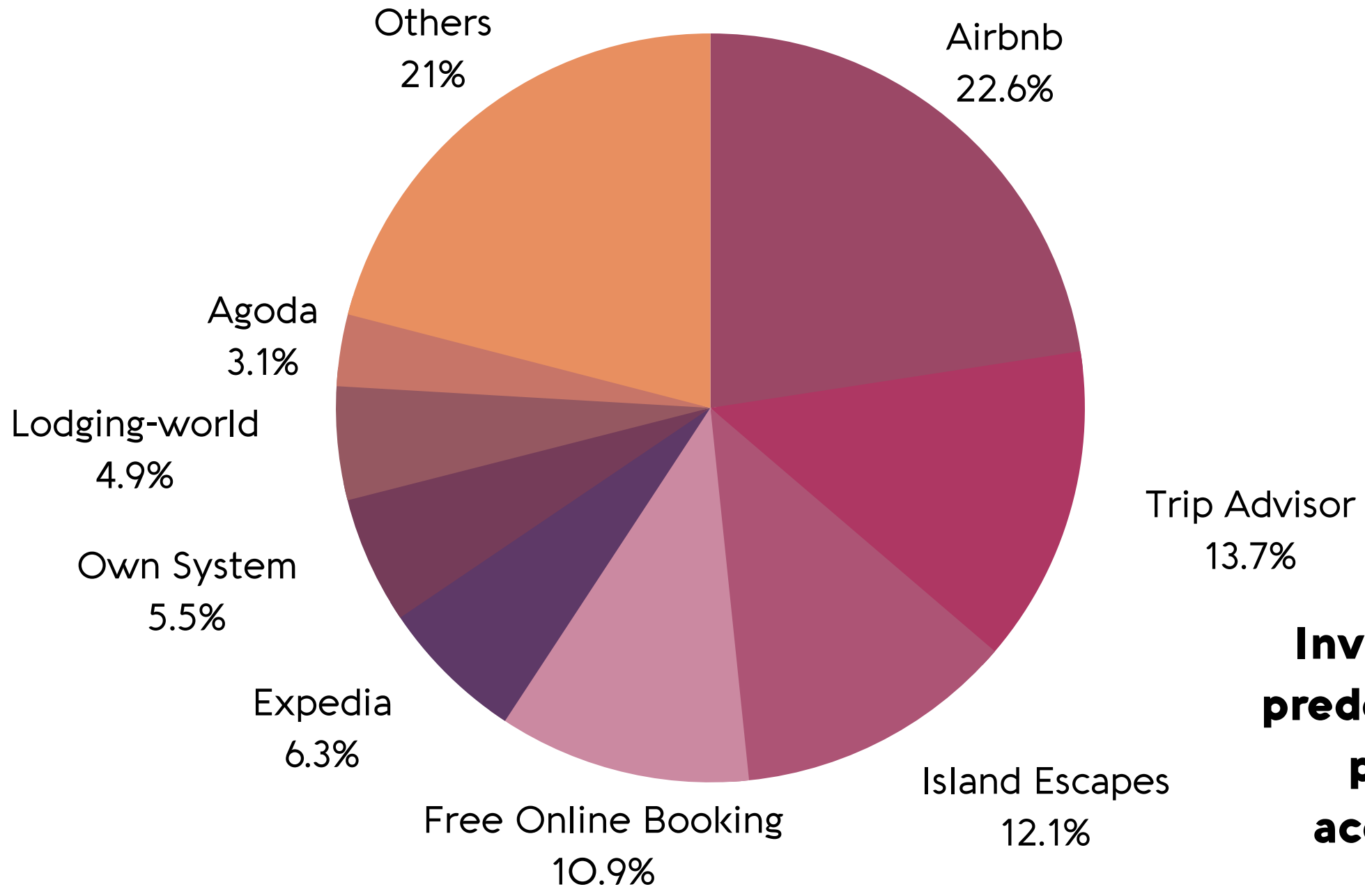On 3 online booking platforms
16.3%
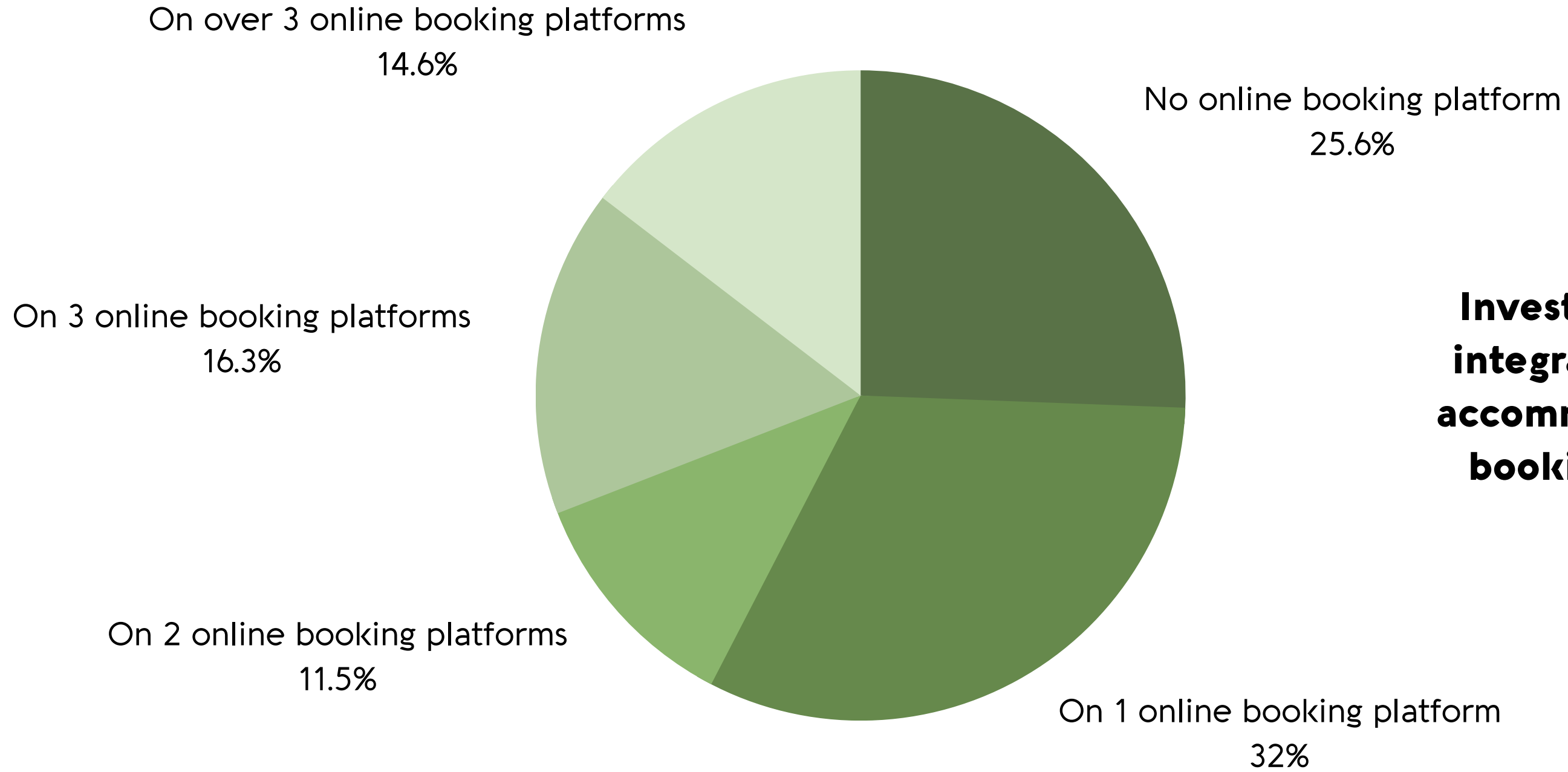
Investigation of the integration of Island accommodations with booking platforms.

On 2 online booking platforms
11.5%

On 1 online booking platform
32%

ISLAND ACCOMMODATION ONLINE BOOKING PLATFORMS ANALYSIS

ONLINE BOOKING PLATFORMS

Others
21%

Airbnb
22.6%

Trip Advisor
13.7%

Island Escapes
12.1%

Agoda
3.1%

Lodging-world
4.9%

Own System
5.5%

Expedia
6.3%

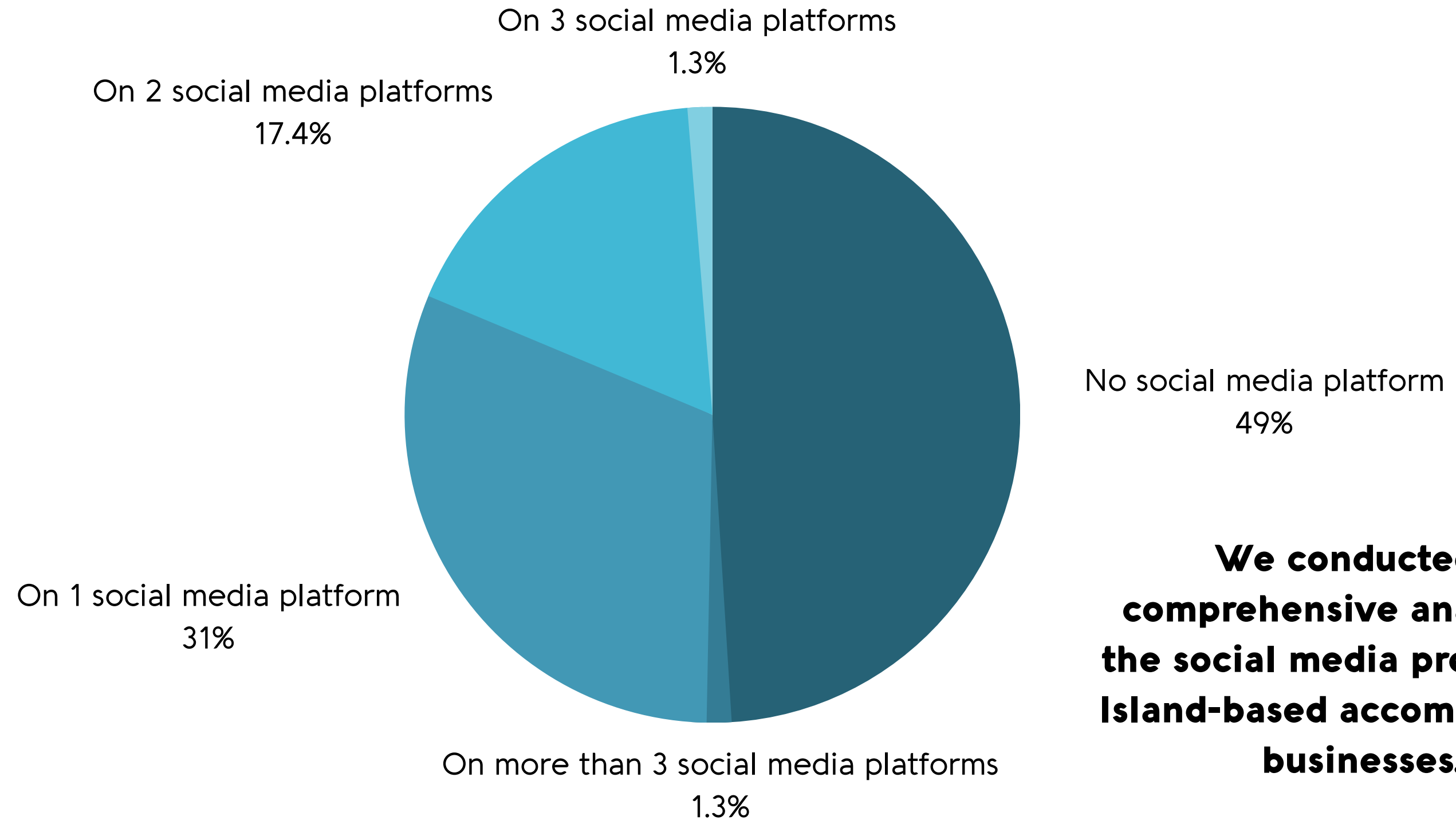Free Online Booking
10.9%

Investigation into the the predominant online booking platforms utilised by accommodations on the Island.

ISLAND ACCOMMODATION SOCIAL MEDIA PRESENCE ANALYSIS

SOCIAL MEDIA PRESENCE

On 3 social media platforms
1.3%

On 2 social media platforms
17.4%

No social media platform
49%

On 1 social media platform
31%

On more than 3 social media platforms
1.3%

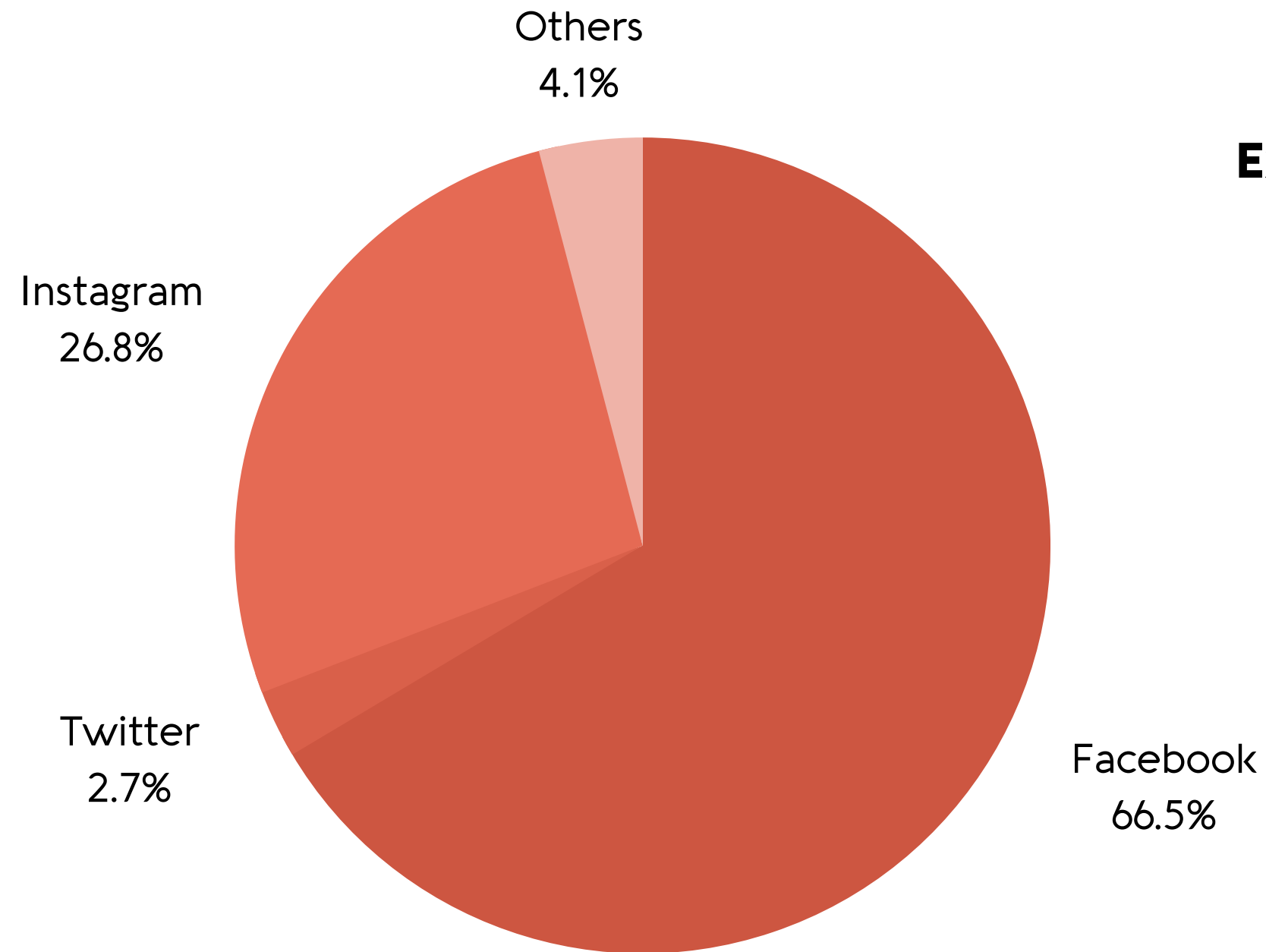**We conducted a comprehensive analysis of the social media presence of Island-based accommodation businesses.**
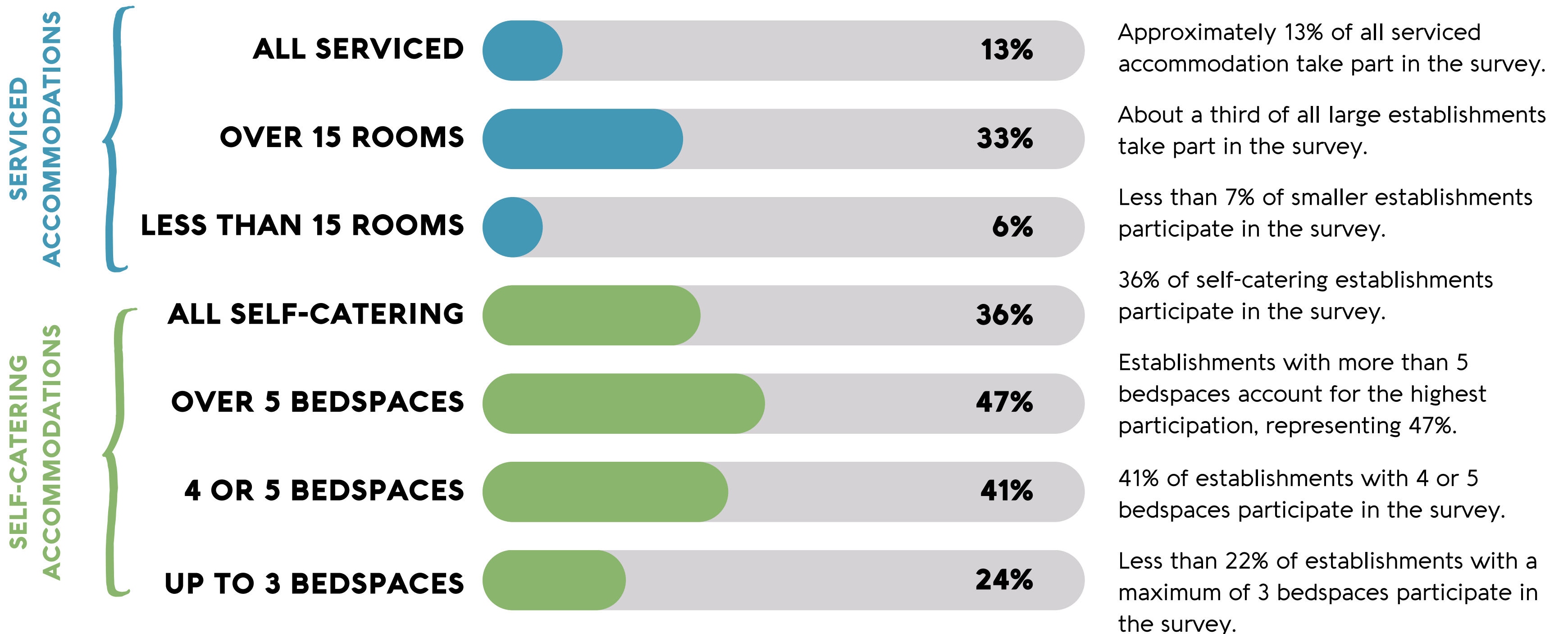
ISLAND ACCOMMODATION
SOCIAL MEDIA PRESENCE ANALYSIS

SOCIAL MEDIA PLATFORMS

Others
4.1%

Instagram
26.8%

Twitter
2.7%

Facebook
66.5%

Exploration of the primary social media platforms employed by accommodations on the Island.

OCCUPANCY SURVEY PARTICIPATION

Every month, a third-party organisation conducts an occupancy survey and generates a report from the collected data. Unfortunately, the level of participation from establishments in this survey is notably low, significantly impacting the accuracy and effectiveness of their analysis.

SERVICED ACCOMMODATIONS

ALL SERVICED	**13%**

Approximately 13% of all serviced accommodation take part in the survey.

OVER 15 ROOMS	**33%**

About a third of all large establishments take part in the survey.

LESS THAN 15 ROOMS	**6%**

Less than 7% of smaller establishments participate in the survey.

SELF-CATERING ACCOMMODATIONS

ALL SELF-CATERING	**36%**

36% of self-catering establishments participate in the survey.

OVER 5 BEDSPACES	**47%**

Establishments with more than 5 bedspaces account for the highest participation, representing 47%.

4 OR 5 BEDSPACES	**41%**

41% of establishments with 4 or 5 bedspaces participate in the survey.

UP TO 3 BEDSPACES	**24%**

Less than 22% of establishments with a maximum of 3 bedspaces participate in the survey.

INTERACTIVE SESSION

How do you attract guests from outside the Island?

Who here sees the benefits of using multiple booking platforms?

Which social media platforms do you think your potential guests are using?

What barriers hinder your participation in the accommodation surveys?

Who here collects and analyses data for decision-making?

How do you stay informed about industry trends and technologies?

EMERGING TECHNOLOGIES IN THE ACCOMMODATION SECTOR

CHANNEL MANAGER
Centralises and automates distribution of rates and inventory to online booking sites.

PRICING SOFTWARE
Uses market data and algorithms to optimise dynamic pricing and revenue.

DIGITAL GUIDEBOOK
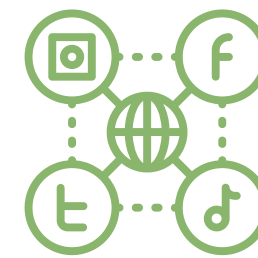Provides multimedia locale information and mobile amenities for guests.

HOUSEKEEPING
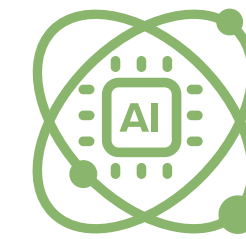Schedules cleaning tasks, tracks inventory, and assigns rooms to staff to optimise operations.

MAILING SOFTWARE
Manages guest communications like confirmations, promotions, and surveys.

SOCIAL MEDIA
Market and engage with potential and existing guests online.
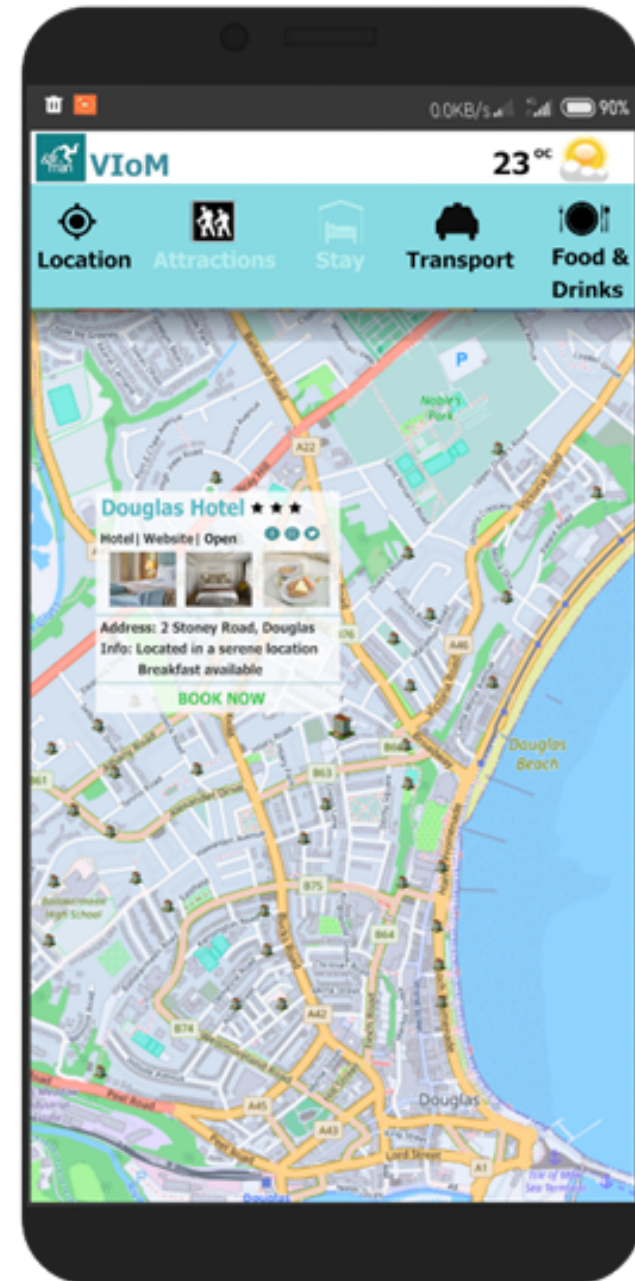
ARTIFICIAL INTELLIGENCE
Enhance guest experiences through chatbots, automated guest requests, and data-driven personalisation.

CONNECT THE ISLAND INITIATIVE

The objective of this initiative is to establish an IoT network to connect the entire Island, enabling the development of a comprehensive app.
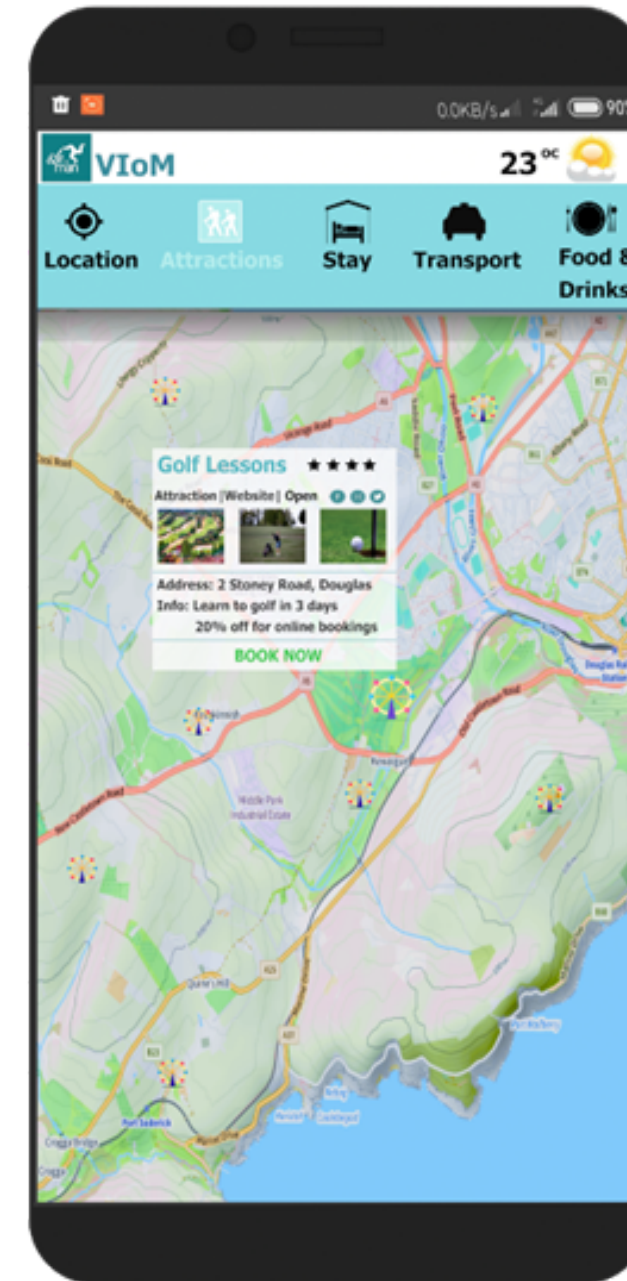

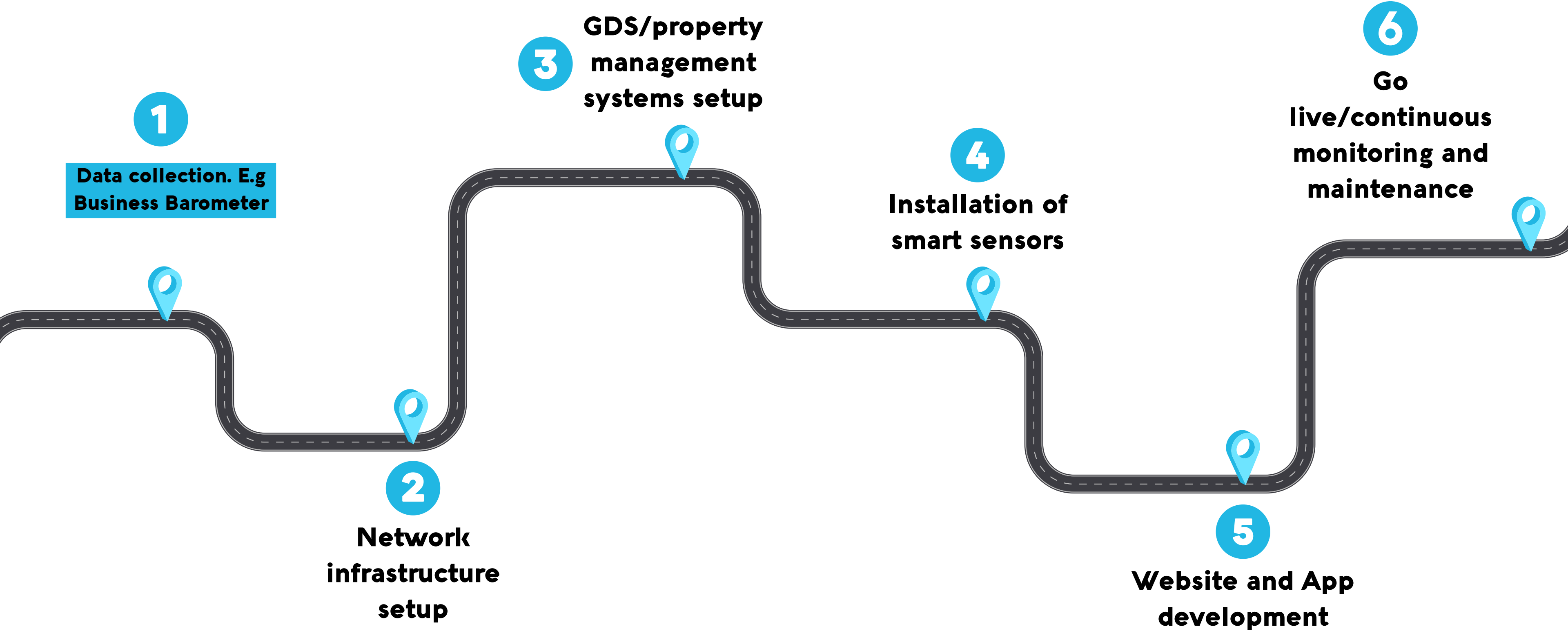**FERRY UPDATE**   **ACCOMMODATION**   **TRANSPORTATION**   **ATTRACTIONS**   **RESTAURANTS**

PROJECT ROAD MAP

1 Data collection. E.g Business Barometer

2 Network infrastructure setup

3 GDS/property management systems setup

4 Installation of smart sensors

5 Website and App development

6 Go live/continuous monitoring and maintenance

THANK YOU!

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