

# SEASONALITY WORKSHOP



VISIT  
ISLE OF MAN 



# INTRODUCTION



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HEATHER**

CEO, Visit Isle of Man



**CAROLINE  
HADFIELD**

Business  
Development  
Manager



**MICHAEL  
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Events Manager





The priority we are trying to resolve:

# SEASONALITY

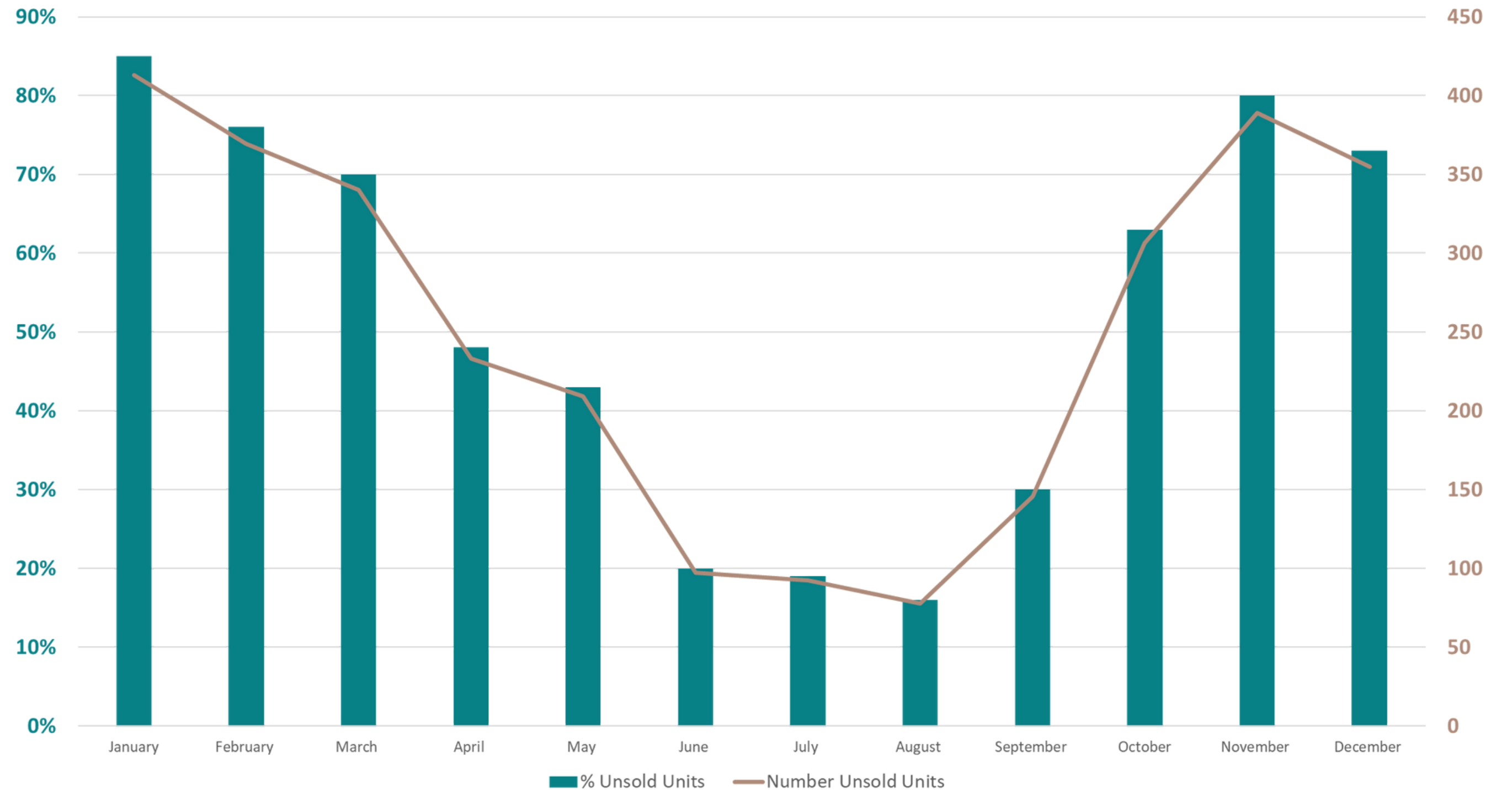




# UNSOLD SELF-CATERING UNITS



Unsold self-catering units at any given time by month

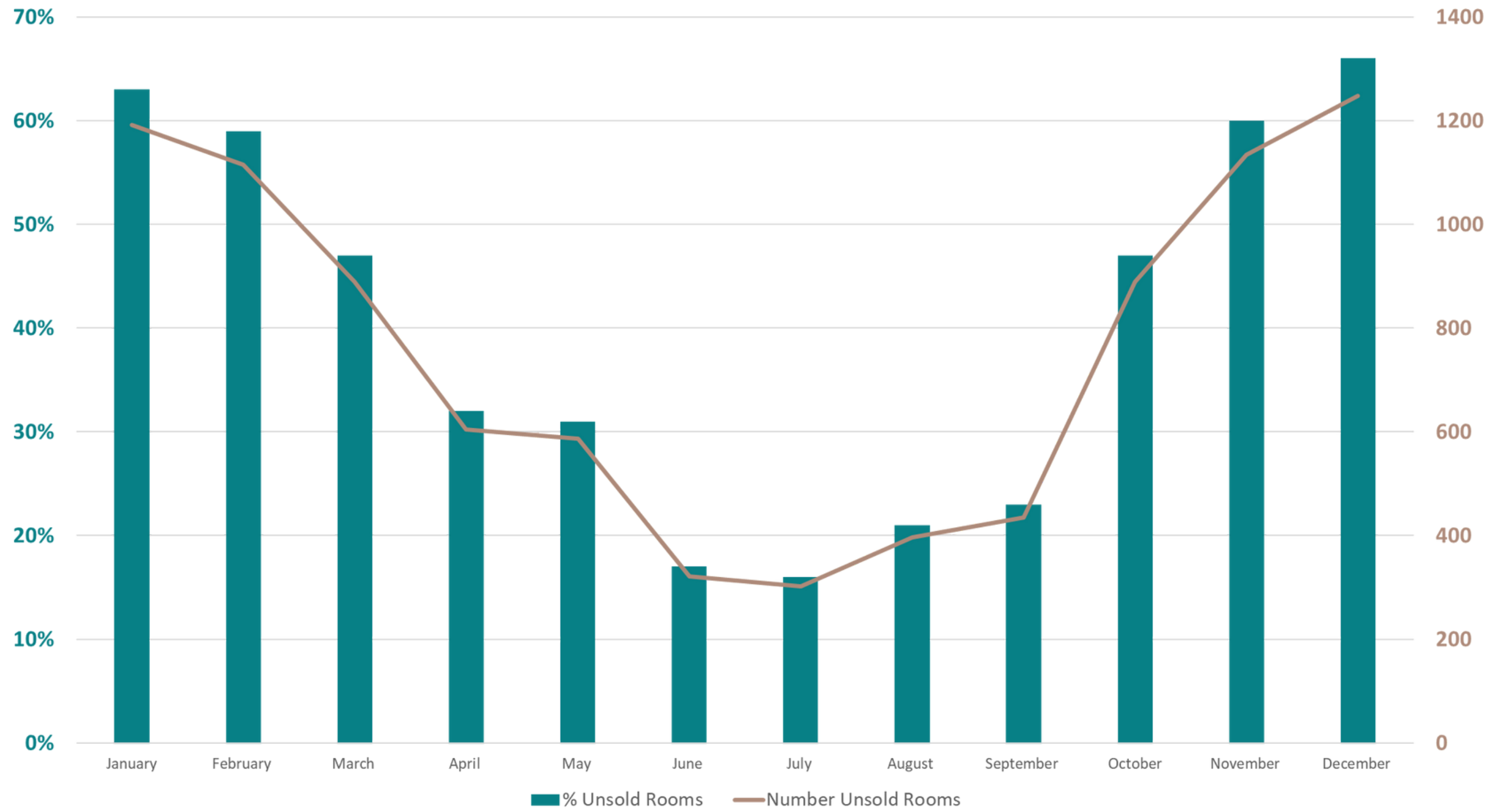




# UNSOLD SERVICED ROOMS



Unsold serviced rooms at any given time by month

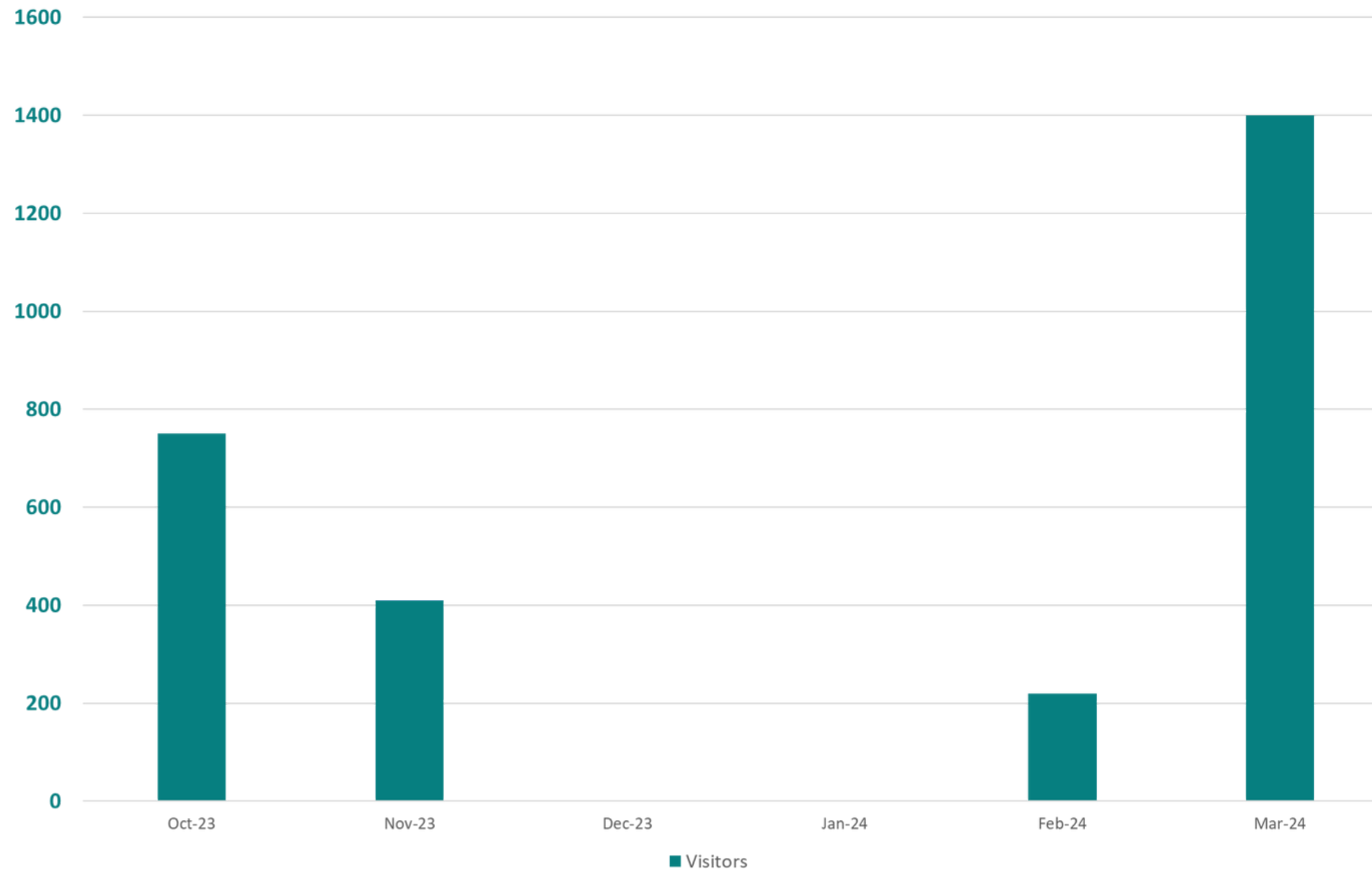




# OUT-OF-SEASON EVENTS



Number of visitors as a result of out-of-season events



## EVENTS:

### October 2023:

- Isle of Man Festival of Choirs
- International Chess Tournament

### November 2023:

- Inter-Island Netball Challenge
- IPA Professional Pool Tournament

### February 2024:

- Aierborough Junior Rugby Festival
- British Guild of Travel Writers

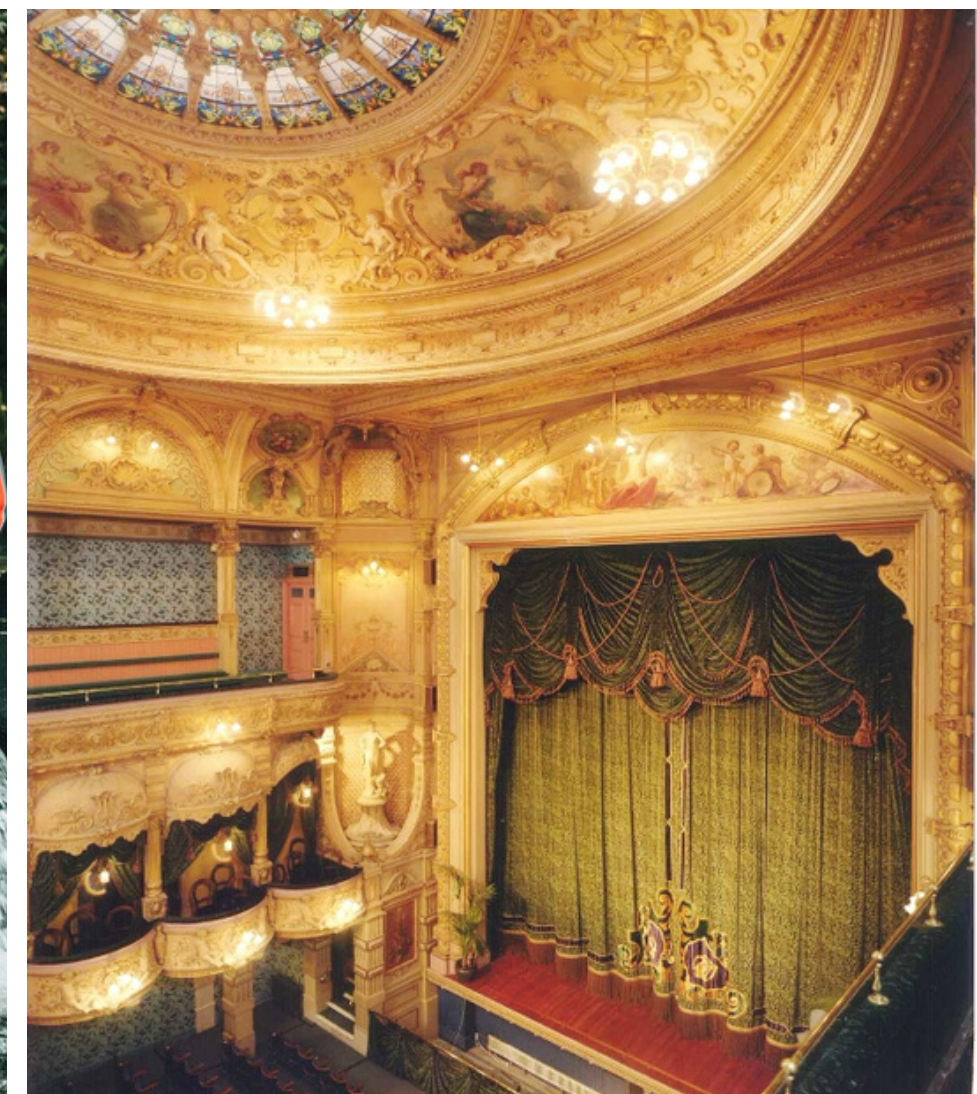
### March 2024:

- Isle of Man International Darts Festival



# MITIGATING SEASONALITY

- Requires research to understand the timing and extent of these peaks and troughs.
- Requires a destination to create additional, credible reasons to visit out-of-season.
- Requires the provision of attractive, non-weather dependent things to do in autumn, winter and spring.
- Requires appropriate capacity in the Island's tourism value chain including travel, accommodation, activities, attractions and events.
- Requires direct bookability by independent travellers or via the travel trade including travel agents, tour operators and intermediaries.





# TRAVEL TRADE



## MARKETS

Predominantly considered the groups market, mostly travelling in summer.

However, travel trade is also smaller groups, individual travellers (FIT) and MICE industry (year round requirements.)

## BUILDING LONG TERM PARTNERSHIPS

Changing perceptions and building new relationships.

## DISTRIBUTION & VISIBILITY

Understanding the varied distribution channels and being visible to each of their audiences. (Operators, Travel Agents, OTAs, Wholesalers, DMCs, TMCs, Media etc.)

## TRAVEL TRADE READY

Creating products with relevant rates and offers, as well as easy to book processes.

## TRAVEL TRADE TRAINING

Increasing product awareness with consistent presentations, training programmes, FAM trips, 'news stories' and product development.

## TRAVEL EVENTS

Continual networking at key events, trade shows, exhibitions and Association memberships (WTM, BTTS, BIM, UKinbound, ANTOR, CTA etc.)



# WHAT WE HAVE TRIED /CURRENTLY TRYING

premierholidays

BBC COUNTRYFILE



RIVER GROUP CONTENT LIMITED



easyJet



# 2024 FOCUS



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# 2024 PLANS

amadeus

Wanderlust TRAVEL MAGAZINE



**Business and Association  
Meetings and Conferences**

**Events and Festivals**

**Indoor Arts and  
Cultural Events**



**Romantic Winter  
Breaks**

# **WORKSHOP ACTIVITY**

**Indoor Sports  
Events**

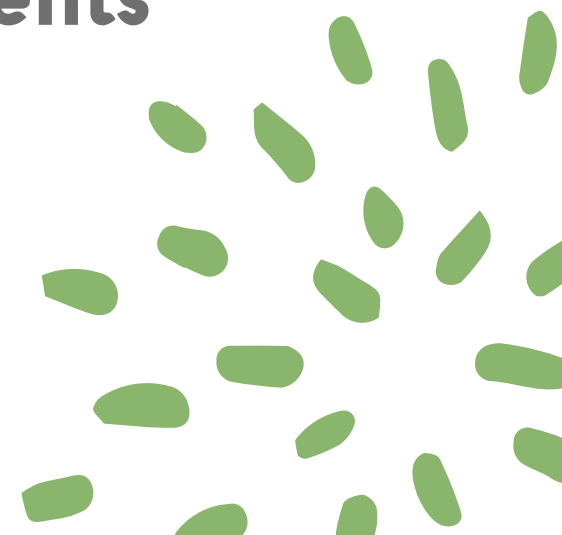
**Ideas session on out-of-season products**

**School Holiday  
Youth and Junior  
Events**

**Seasonal  
Celebrations –  
Hop-tu-Naa,  
Christmas,  
Valentines Day**

**Outdoor  
Non-weather  
Dependent  
Sport**

**Heritage and  
Transport  
Events**







# SWOT DISCUSSION







THANK YOU!

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ISLE OF MAN 