

**VISIT**  
ISLE OF MAN 

**RESIDENTS SURVEY:**

**KEY FINDINGS**

SUMMER 2021

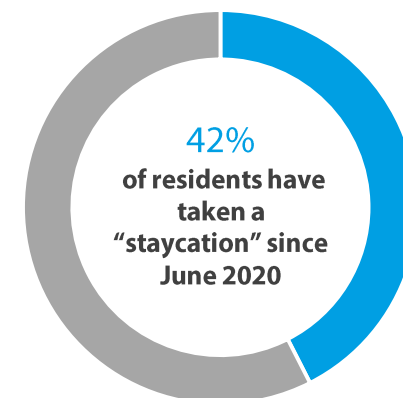


## EXPERIENCE OF A STAYCATION

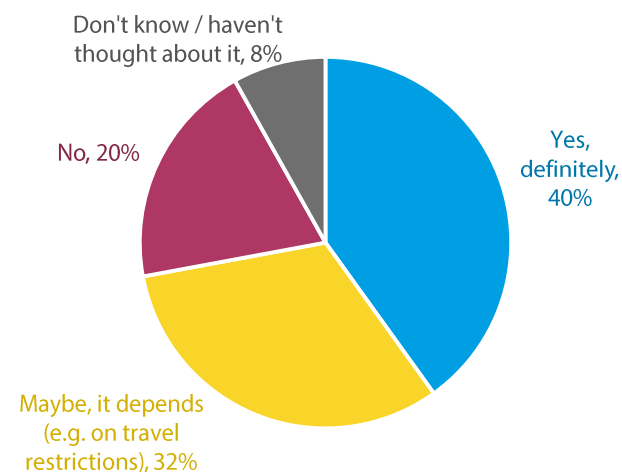
- 42% of residents said they had taken one or more staycations since June 2020. This includes 13% who had been on two, 7% who had been on three, and 5% who had taken four or more. There were also a further 2% who had a staycation booked, but had not yet taken it.
- 26% of residents had taken a staycation between June and September 2020. Also, 14% of residents who had taken a staycation between October and December 2020, 9% who had taken one in the first three months of 2021 and 20% who had had taken one since April 2020.
- 60% of people who had taken a staycation said it had been as a couple. A further 33% had been with immediate family and 27% had been with friends.
- Those who were most likely to have taken a staycation or have one booked were: aged 18-64; live in a household with dependent children; willing to spend proportionately more on a staycation; and/or have characteristics/preferences that are align to the “Experience Seeker” visitor segment.
- The main reasons why respondents had booked a staycation was that they needed a break/rest and/or a change of scenery (31%) In addition, 25% said it was instead of an off-island holiday, and 19% said it was for a celebration or romantic break.

## INTEREST IN TAKING A STAYCATION IN THE FUTURE

- 40% of residents said they would definitely consider a taking staycation in the Isle of Man in the future, and a further 32% said maybe, but it would depend on travel restrictions to other destinations.
- Those who were most likely to consider a staycation in the future were: aged under 40 and to some extent 40-64 years; in a household with working age adults (i.e. not pension age adults only); willing to spend proportionately more on a staycation; have preferences that are aligned to the “Experience Seeker” visitor segment. In addition, females were more likely than males to say they would consider a staycation.



## In the future, would you consider taking a 'staycation' in paid accommodation in the Isle of Man?





## STAYCATIONS IN SERVICED ACCOMMODATION

- Around half of the people who had taken a staycation had been to serviced accommodation (mostly hotels, but also B&B, guesthouses and pubs), with some seasonal variation that shows hotel staycations were more popular during the winter months. For example, 60% of staycations taken between October and December 2021 were in serviced accommodation.
- Almost two-thirds of these staycations were taken as a couple. Among other types of guest, it was notable that winter staycations were more likely to include friends, while summer staycations were more likely to include immediate family (i.e. dependent children).
- Around a third of staycations were motivated by the need for a break/rest, with no notable differences by season.
- 84% rated the quality of the accommodation as good or excellent; and 75% rated the value of money of the accommodation as good or excellent.



## STAYCATIONS IN SELF-CATERING ACCOMMODATION

- Almost a third of staycations were taken in self-catering accommodation, with demand reasonably constant throughout the seasons.
- 40% of summer staycations in self-catering accommodation were with immediate family, and 35% were as a couple. This profile changes in the winter, with 55% of winter staycations taken as a couple.
- 35% of summer staycations were taken instead of an off-island holiday, and a further 26% were motivated by the need for a break/rest. While in the winter, needing a break/rest or change of scenery was relatively more important.
- 92% rated the quality of the accommodation as good or excellent; and 77% rated the value of money of the accommodation as good or excellent.



## CAMPING / GLAMPING STAYCATIONS

- Camping staycations, which includes glamping, caravans and campsites, were more popular in the summer season, though it is interesting to note that around 10% of all staycations taken in winter months were glamping.
- 40% of summer camping staycations were with immediate family, and 35% were as a couple. This profile changes in the winter, with 54% of winter staycations taken as a couple.
- 32% of summer staycations were motivated by the need for a break/rest, 27% were instead of an off-island holiday and 24% were to spend time with family/friends. While in the winter, when more breaks were taken as a couple, a celebration/romantic break was more important.
- 86% rated the quality of the accommodation as good or excellent; and 66% rated the value of money of the accommodation as good or excellent.

## EXPERIENCED IN THE PAST YEAR

93% of residents had taken part in one or more of the activities and attractions asked about.

- Visiting glens, plantations and/or beaches was the most popular, and had been experienced by 81% of residents. Walking was also a popular activity, including the Raad ny Foillan coastal path.
- 50% of residents had visited museums or heritage sites in the past year, with 41% reporting they had travelled on the heritage railways.
- Theatre and music, and wildlife / nature activities were also relatively popular.

## FINDING OUT ABOUT THINGS TO SEE AND DO

When asked about how they find out about / research things to see and do:

- Social media was the most frequently cited source.
- Recommendations from family, friends and/or colleagues, and having been to the place(s) before were also important.
- Online sources, including general internet searches, the Visit Isle of Man website, and websites of activities and attractions, were also widely used.

## RECOMMENDATIONS AND AREAS FOR IMPROVEMENT

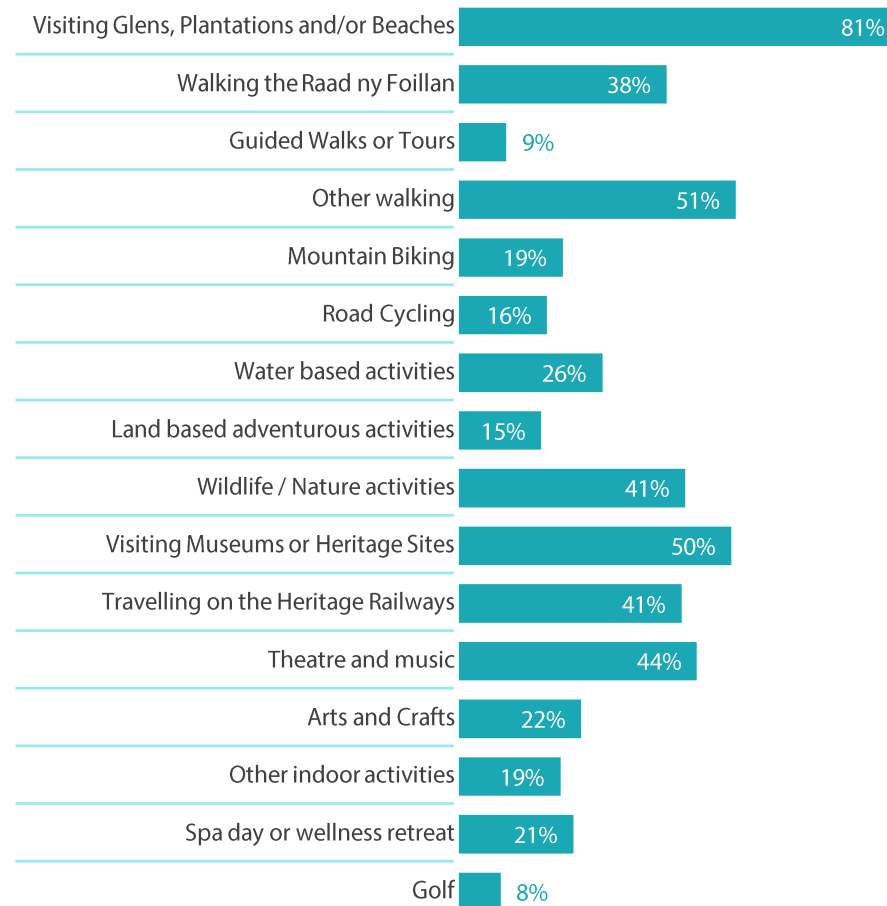
Most people said they would recommend the experiences to other people.

- Those which people were the least likely to recommend were road cycling, and water-based, land-based adventurous and indoor activities.

Less than half of the people said they thought their experiences needed to be improved.

- Walking the Raad ny Foillan and “other” walking were the most frequently selected as needing improvement. Comments indicated that footpaths and signage need to be better maintained.

## Which of the following activities have you taken part in during the last year?



## NET PROMOTER SCORE (NPS)

The Isle of Man’s NPS was 15.

- 41% rated the island as 9 or 10 out of 10; 33% rated it 7 or 8; and 26% rated it as 6 or below.
- Those who were most likely to be loyal to the Isle of Man, and actively promote the island were: aged 65+, meet the criteria for the traditional travel visitor segment and would be willing to spend proportionately more on staycation accommodation.

## RANGE OF ACCOMMODATION AVAILABLE

- 9% of all residents rated the range of accommodation available as excellent and a further 36% said good. Only 13% rated the range of accommodation as poor or very poor.
- 39% said they thought the Isle of Man was missing a holiday centre with on-site activities such as Centre Parcs. 35% wanted more hotels with spa facilities. Luxury boutique hotels and a country house hotel outside of Douglas were also frequent examples by those who selected other. There were also 26% who wanted holiday lodges and 17% who wanted more luxury glamping.

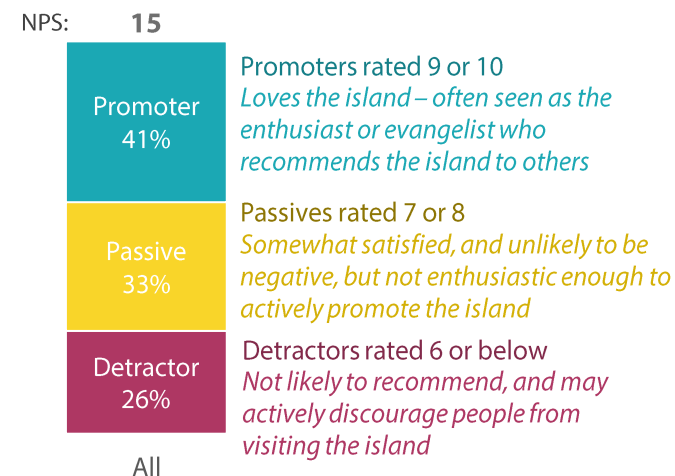
## ACTIVITIES AND ATTRACTIONS

- 9% rated the range of activities as excellent and a further 35% said good.
- 9% rated the ease of booking in advance as excellent and a further 42% said good.
- 7% strongly agreed and 37% agreed that the “activities and attractions in the Isle of Man offer good value for money”.

## RESTAURANT AND CAFES

- 19% rated the range of eating establishments as excellent and a further 43% rated it as good.
- 20% rated the quality of food as excellent and a further 46% rated it as good.
- 13% rated the quality of ambience/service as excellent and a further 42% rated it as good.

**Based on your experiences, how likely are you to recommend a visit to the Isle of Man to friends or family living off-island? Please rate on a scale from 0 to 10, where 0 is not at all likely and 10 is extremely likely.”**





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