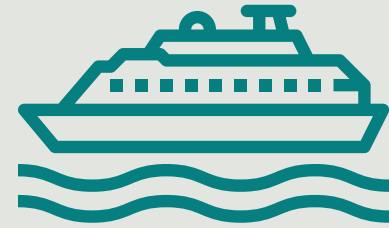


SIX MONTH INDUSTRY UPDATE



Year-to-date PR reach was
256 million readers



Sea departures up by 4.9%
to end of June



Q2 passenger survey

59.4% of all visitors
participated in an outdoor
activity whilst on their visit and
57.2% attended the TT.



Record amount of cruises
and passengers in 2023



41 Events booked via
TEDS Scheme

30.8% had visited family and/or
friends, 26.3% of visitors had
been on the Heritage Railways
and 24.2% had visited a Manx
National Heritage site.



Air departures up by 18%
to end of June



121 New Travel Trade
business partners



99.5% of all visitors felt that
their trip to the Isle of Man had
met or exceeded their
expectations.

