

VISIT ISLE OF MAN / DESTINATION DAY

BE INFORMED

Progress update from the Visit Isle of Man team.



OUR PRIORITIES FOR 2023

1

NUTURE OUR CURRENT VISITORS

It is imperative we don't lose sight of the importance our current visitors play in maintaining a successful visitor economy.

2

GROW THE CURRENT AND DEVELOPING MARKETS

Make noise by raising awareness through targeted marketing and through our growing Travel Trade.

3

EXTEND THE VISITOR SEASON

Innovative ways to develop a year-round visitor economy.



TARGETS FOR 2023

2023 Targets:

300,000
visitors

3,697
visitor economy
jobs

£161.4M
visitor spend

£538
average spend
per visitor

Year to Date:

As at September
30th 2023

264,600
visitors

3,943
visitor economy
jobs

£151.8M
visitor spend

£573
average spend
per visitor

Projection for the year:

304,600
visitors

3,600
visitor economy
jobs

£168.3M
visitor spend

£553
average spend
per visitor

EVENTS DEVELOPMENT

2023 EVENTS DEVELOPMENT TARGETS	YEAR END PROJECTION
Increase the number of event specific visitors (excluding TT & MGP) to the Island by 1,000 to 12,000	11,365
Increase the number of events supported by the Tourism Event Development Scheme (TEDS) by 3 to 40	40

Our star, out-of-season, performers this year include The Festival of Choirs which brought over 500 visitors to the Island in mid-October. In mid-September, the Festival of Motoring attracted 600 visitors who showed off their classic and modern vehicles in an event themed as “American Extravaganza”. The prestigious Isle of Man International Chess Tournament took place at the Villa Marina 23 October to 5 November 2023 and attracted chess grand masters from all over the world for this 11 day, out-of-season event.

BUSINESS DEVELOPMENT

CRUISE SHIPS

NUMBER OF CRUISE SHIPS

2023

50

Maiden calls

12

2023 PRODUCT DEVELOPMENT TARGETS

YEAR END PROJECTION

Increase the number of cruise passengers and crew visiting the Island to 16,950

17,421

Increase cruise passenger spend by 100% to £1.5M

£1.47M

2023 HIGHLIGHTS:

- 34% increase in visitor numbers from cruise ships compared to 2022.
- We generated a remarkable £1.47M from visitor spending and welcomed 12 new cruise ships to the Island.
- 9 cruises were cancelled with an estimated number of 8,300 passengers

BUSINESS DEVELOPMENT

ISLAND ACCOMMODATION

SERVICED ACCOMMODATION AVG. ROOM OCCUPANCY

2023 Year End Projection	60.8%
2022	54.4%

2023 HIGHLIGHTS:

- The room occupancy rate for the month of September 2023 increased by 4%, reaching 82% compared to the figures from 2022.
- In the month of September 2023, guests showed a preference for accommodations with ratings 4 and 5 stars.

SELF-CATERING ACCOMMODATION AVG. UNIT OCCUPANCY

2023 Year End Projection	46.1%
2022	52.8%

2023 HIGHLIGHTS:

- In the month of September 2023, unit occupancy for accommodations with over 5 bed-spaces saw a significant rise, increasing from 63% in 2022 to 70% in 2023, accompanied by a weekly rate hike from £968.98 in 2022 to £1,179.14 in 2023.

BUSINESS DEVELOPMENT



Our UK-based Business Development Partner, Caroline Hadfield, who joined us in April 2023 has made significant strides in elevating the Isle of Man's presence particularly within the UK and Irish markets.



Premier Holidays campaign.

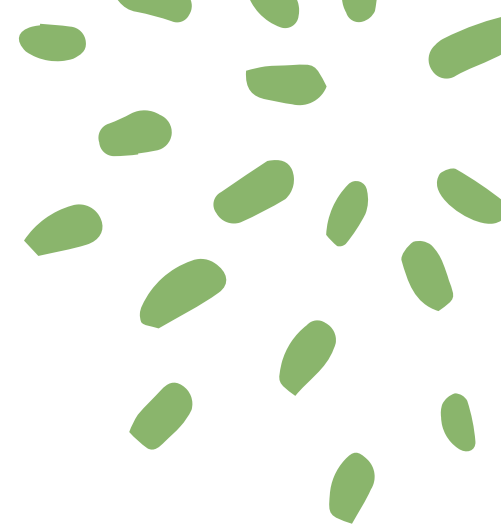


We have successfully forged a trade partnership with Travel Solutions, one of Northern Ireland's prominent tour operators.



Visit Isle of Man's eight week On Your Doorstep campaign is in full swing, with participation from over 70 tourism businesses. The aim of this campaign is to boost footfall during the off-peak seasons.

MARKET DEVELOPMENT



2023 MARKET DEVELOPMENT TARGETS	YEAR TO DATE RESULT As at September 30th 2023	YEAR END
Increase Travel Trade Partners across the UK and Ireland by 15 to 35	38	42
Increase Travel Trade Partners (groups) by 15 to 80	118	122
Increase Trade newsletter sign ups by 130 to 200	143	160
Grow total website users by 250,000 to 1.4M	1,009,941	1,010,000

MARKETING ACTIVITY

PR REACH
5.2BN

The old-fashioned island where you 'never have to lock your car'

With 'Scottish' glens, 'Cornish' beaches and 'Yorkshire' moors, the Isle of Man is like Britain in miniature. So why do so few of us visit?

By Sarah Baxter
10 August 2023 • 8:00am



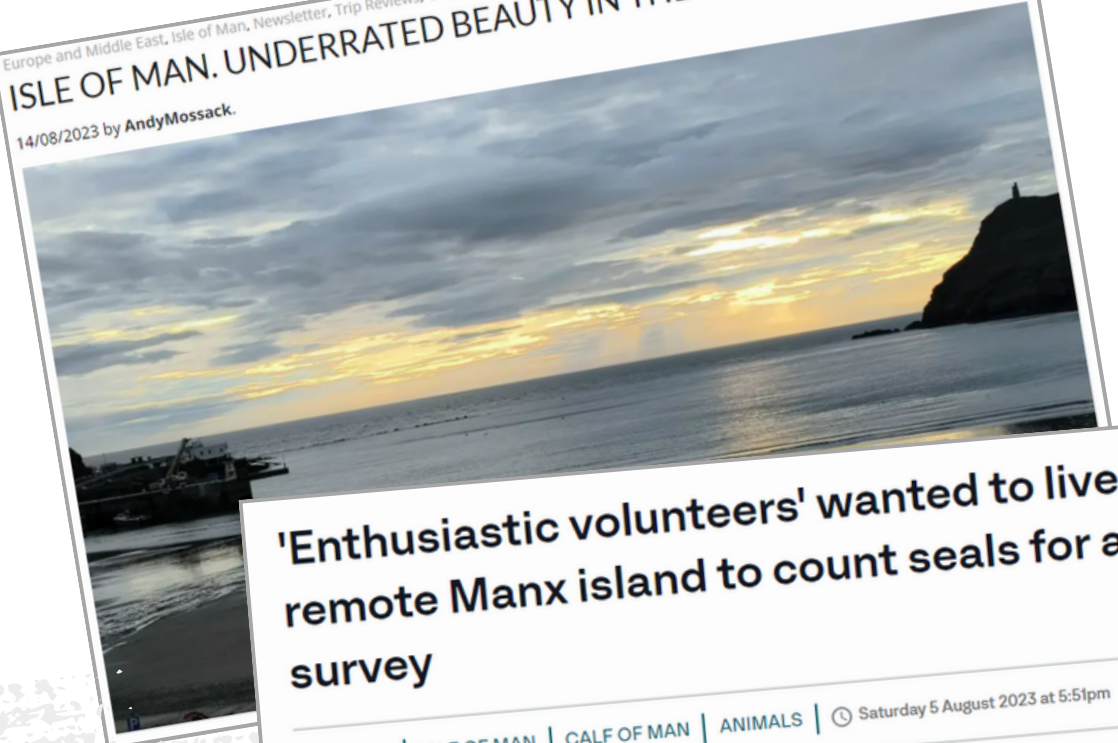
STUNNING CASTLETOWN GOLF LINKS. ISLE OF MAN

15/08/2023 by AndyMossack.



ISLE OF MAN. UNDERRATED BEAUTY IN THE IRISH SEA

14/08/2023 by AndyMossack.



'Enthusiastic volunteers' wanted to live on remote Manx island to count seals for annual survey

GRANADA | ISLE OF MAN | CALF OF MAN | ANIMALS | Saturday 5 August 2023 at 5:51pm



Pictured: Rare baby Silvery Gibbon born at Isle of Man wildlife park

The birth of the endangered ape brings hope for the species

By Gemma Brown
28 September 2023 • 12:45pm

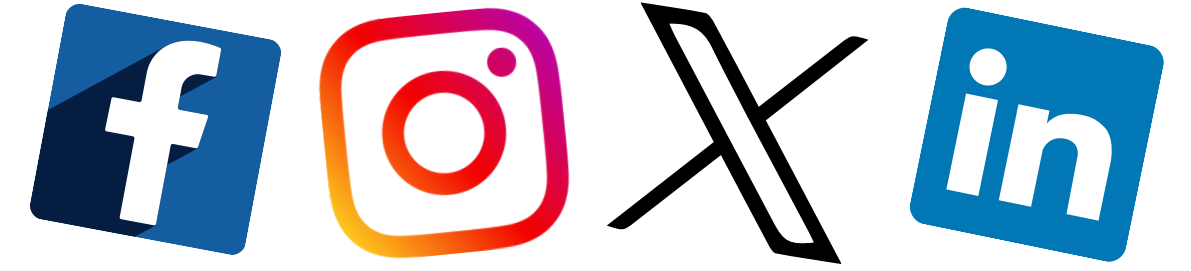


Former Love Island star Dr Alex George visits Isle of Man to talk mental health

GRANADA | ISLE OF MAN | ISLE OF MAN TT | Monday 9 October 2023 at 1:30pm



MARKETING ACTIVITY



SOCIAL MEDIA

We have seen a consistent increase in the number of social media followers from all platforms. From June 2023, we have increased our total social media followers by 5,227.

TOTAL SOCIAL MEDIA FOLLOWERS

FACEBOOK FOLLOWERS: 73,796

INSTAGRAM FOLLOWERS: 22,423

TWITTER FOLLOWERS: 14,350

LINKEDIN FOLLOWERS: 3,347

ORGANIC SOCIAL ACTIVITY

Publishing organic content on our social media platforms.

PAID SOCIAL ACTIVITY

Traffic, Page Likes, Lead Generation and Brand Awareness ads via Facebook, Instagram and Twitter.

SOCIAL MEDIA COMPETITORS



Where Visit Isle of Man currently stands against competitors:

	FACEBOOK FOLLOWERS	% -/+	INSTAGRAM FOLLOWERS	% -/+	TWITTER FOLLOWERS	% -/+
Visit Isle of Man	74,000		22,400		14,300	
Visit Jersey	87,000	-15%	29,100	-23%	16,800	-15%
Visit Guernsey	35,000	111%	19,100	17%	10,700	34%
Visit Isle of Wight	77,000	-4%	38,000	-41%	18,400	-22%
Visit Devon	39,000	90%	41,400	-46%	54,700	-74%

MARKETING ACTIVITY

DIGITAL ADS

We are running Google Ads, Programmatic Ads, Microsoft Ads and Content Seeding Ads.

TOTAL WEBSITE USERS
FROM ALL PAID ACTIVITY

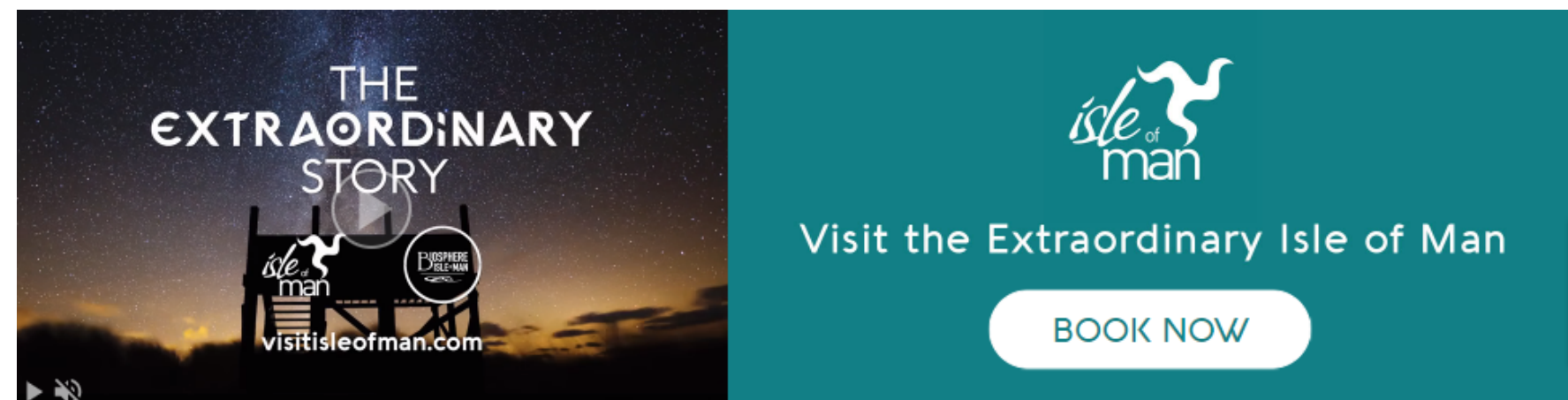
173,690

TOTAL REACH FROM
ALL PAID ACTIVITY

21M

SUSTAINABLE PROGRAMMATIC BANNERS:

We have recently introduced these banners that use adaptive streaming. The creative is only loaded when it is consumed therefore reducing data waste and improve carbon footprint.

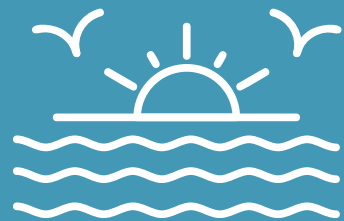


During September we saved the following in carbon emissions:
140 KM driven in a car & 2,242 fully charged smartphones.

CONSUMER RESEARCH INSIGHTS



Awareness of Isle of Man is low – over a third have heard the name but know nothing about the destination.



People are seeking a picturesque setting for their UK trip which is why imagery is important for destination marketing.



General, universal activities revolve around touring a beautiful setting, eating, gentle activities and visiting heritage attractions.



The main issues people have is that there is a perception of not much to see or do on the Island or it is a hassle to get there.



While the Isle of Man can offer beautiful scenery, there are many destinations that are perceived to offer it better.



Peace and quiet is an important consideration.

CONSUMER RESEARCH INSIGHTS

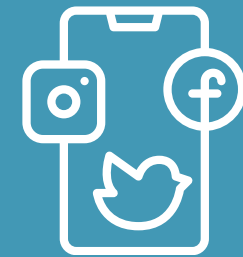


Offering something unique and highlighting the ease of getting there and best accommodation offerings would help raise interest and consideration.



Travel cost and hassle are the biggest barriers.

This needs to go along with highlighting the range of things to see and do to raise awareness in general.

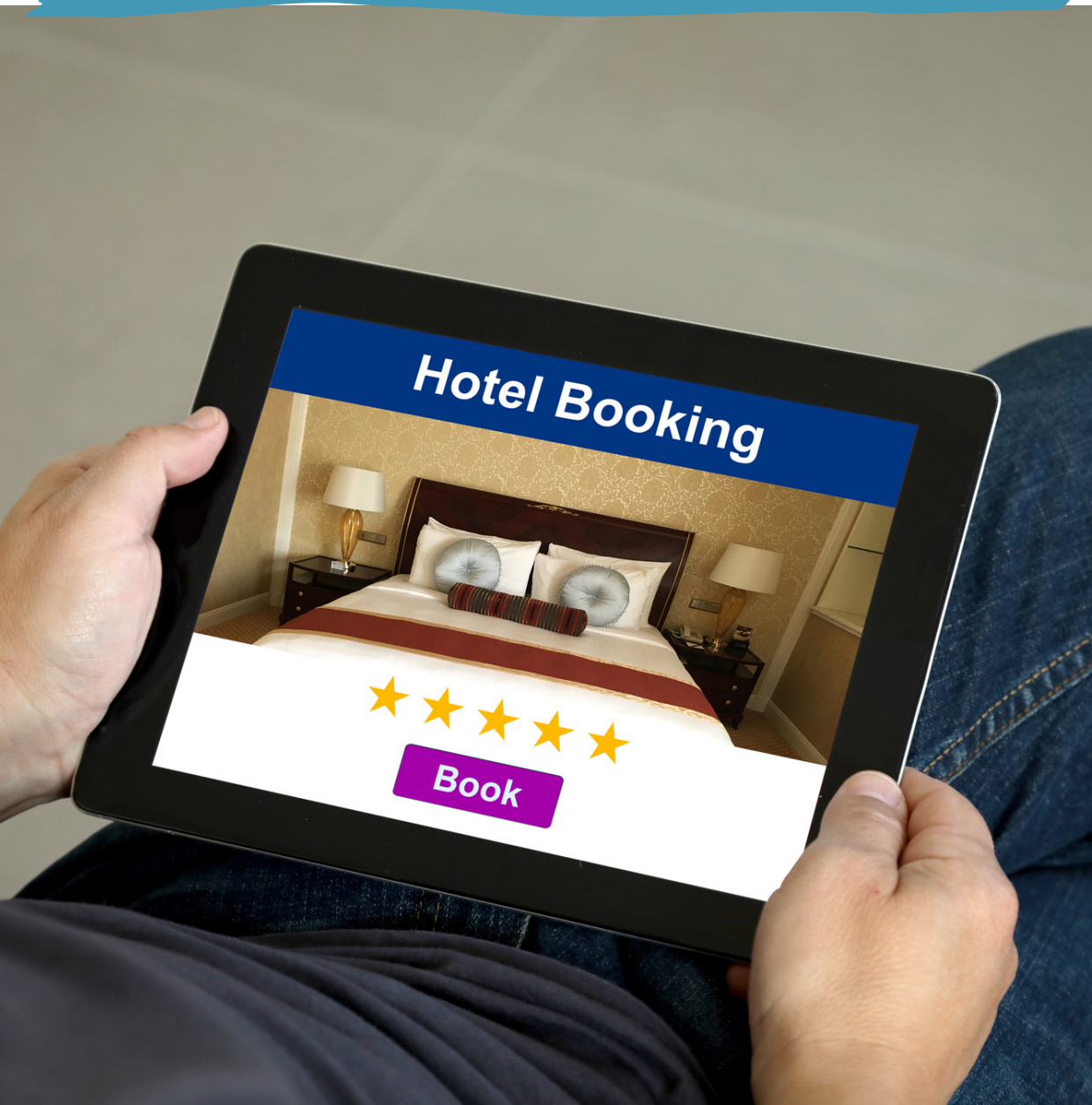


Online sources are widely used and trusted for sources of holiday information. Social media should be used if you are targeting a younger market.

KEY PLANS FOR 2024

OUR PRIORITIES

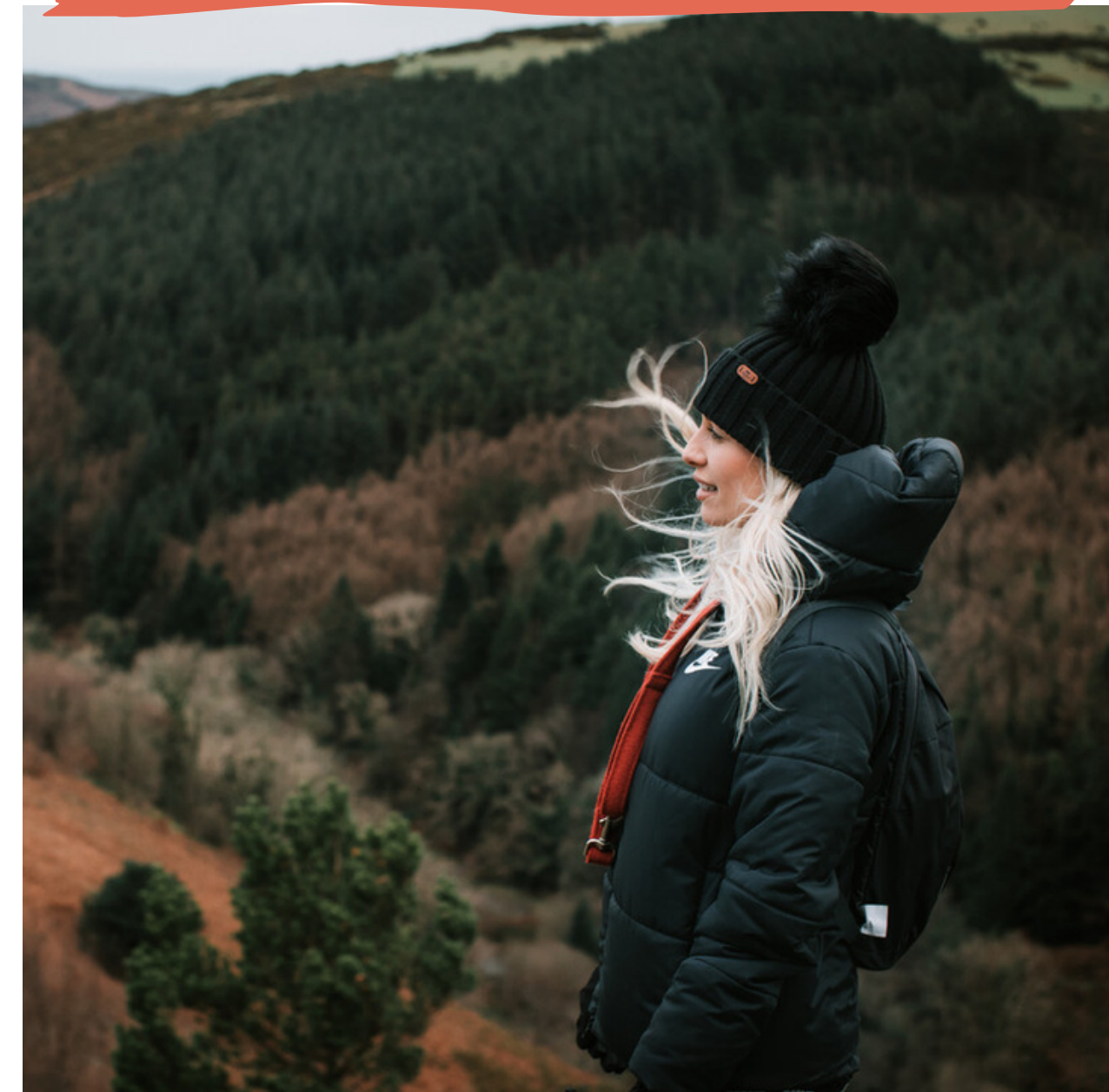
Digitalisation



Marketing



Seasonality



CONSCIOUS CONSUMER

- 2/3 travellers want to leave the place they visit better than they found it.
- Regenerative approach to travel and searching for vacations with maximum positive impact.
- Two thirds (65%) would feel better about staying in a particular accommodation if they knew it had a sustainable certification or label.
- Rising living costs and climate anxiety has led to greater demand for more budget and planet-friendly options.

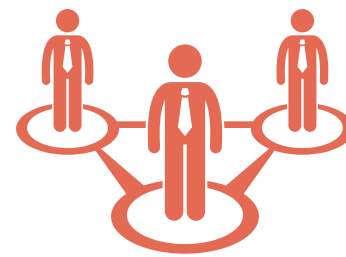


KEY PLANS FOR 2024



The British Guild of Travel Writers (BGTW) is a community of over 250 accredited writers, photographers, authors, podcasters, bloggers and broadcasters.

We are hosting their prestigious annual conference in February 2024 which will bring 80-120 travel writers to the Isle of Man.



**26 NUMBER OF NEW
BUSINESSES
CURRENTLY IN THE
PIPELINE**



**2 NEW HOTEL
DEVELOPMENTS**



MOUNTAIN BIKE TRAIL

We have received approval for the Mountain Bike Trail project, a significant development that promises to be an exciting attraction for both visitors and residents. This project will not only enrich the Island's recreational opportunities but will also offer the potential for new businesses to thrive.

PANEL MEMBERS



**JOHN
KEGGIN**

Managing Director,
Island Escapes



**BRIAN
THOMSON**

Managing Director,
Steam Packet Company



**DEBORAH
HEATHER**

CEO,
Visit Isle of Man



THANK YOU!

VISIT
ISLE OF MAN 