

# MARKETING AND PARTNERSHIPS WORKSHOP



VISIT  
ISLE OF MAN 

# INTRODUCTION



**DAVID CURTIS  
BRIGNELL MBE**

Visit Agency Board  
Member



**NICOLA  
WILKINSON**

Director of Business  
Development



**NATASHA  
JOHNSON**

Marketing Executive

The priority we are trying to resolve:

# MARKETING AND PARTNERSHIPS



# INDUSTRY NEWS AND UPDATES



VISIT ISLE OF MAN

Visit Trade Travel Trade

Discover the Isle of Man Resources Cruise Meetings and Events Supplier Directory News

View of the Isle of Man from The Calf

Contact the team

**Visit Isle of Man's First UK Based Role to Drive the Island's Travel Trade Partnerships**

Visit Isle of Man has created its first UK based role to drive the Isle of Man's partnerships with national Travel Trade.

**ttg**

TRAVEL TRADE GAZETTE  
NOVEMBER 2023 | ttgmedia.com  
Travel Trade Publication of the Year 2023

FOR SMARTER, BETTER, FAIRER TRAVEL

NEWS  
Agents fear new race to the bottom post-Covid

SAINT LUCIA  
Join a carnival band for the ultimate party

BUSINESS ADVICE  
Balancing a busy travel career with family life

WHEELS IN MOTION  
How the Isle of Man is on a mission to tempt a generation of visitors, with its heritage attractions, natural beauty and flourishing food scene

**wtm**

LONDON  
6-8 November 2023

You are here: Travel Trade

**Welcome to Visit Isle of Man's Travel Trade hub**

Help your clients escape the everyday and discover the extraordinary Isle of Man.

Welcome to the Travel Trade website to support our Travel Trade industry representatives.

If you need product planning information and itinerary information to develop and refresh your Isle of Man tour programmes, direct contact details for local suppliers or practical information for travelling to and around the Island you will find it here.

**Supplier Directory**

Many of our Isle of Man partners are building strong working relationships with the UK and international travel trade. Here you'll find a comprehensive directory to allow you to connect with and contact key suppliers and make transport and tour arrangements.

It also lists a host of attractions, special interest tours and places to eat out to inspire you and help plan your tours by area. Where listed it also includes those businesses that offer special group or commission rates to the travel trade.

**A resource for Travel Trade**

DISCOVER THE ISLE OF MAN

GROUP AND TRAVEL TRADE GUIDE

Contact the team

Type

- Accommodation
- Activity
- Attraction
- Eating Out
- Transport
- Facilities
- On-site parking
- Accept coach parties
- Disabled Accessibility
- Place
- Castletown
- Douglas and the East
- Peel and the West
- Port Erin and the South
- Ramsey and the North

**MANX MAGIC**

With its historic scenery and heritage railways, there will be something to suit every visitor's tastes.

**PERFECT GETAWAYS**

Perfect Getaways travel adviser Sandella Clarke was the 'Travel Agent category' winner at this year's 'Travel Industry Awards' by TTG. We asked her to share some of her island home's secrets.

"It's so lucky to live on the Isle of Man. You're never more than 10 minutes from breathtaking scenery and beautiful beaches. One of my favourite spots is Marine Drive, near Douglas, where you can see the sea from the cliffs. I also love walking the coast path from the Calf to Port Erin, with a beach halfway at the Calf. You'll be lucky not to see seals here. That's the best place to see them, or to head 'Calf up the coast' - always best enjoyed along with a glass of Calf and Pie!"

"On the other side of the island, The Shed has great coffee and cakes to head north to Ballagh Beg's scenic views of the sea and mountains. Back to Douglas, take a boat to the Quay Theatre or make a night of it there with a show. Friends who will point you in the direction of more hidden gems, and for music, pop the Perfect Getaways. We're always happy to help!"

**ISLE OF MAN**

**SHARED** Visit Isle of Man website [islemann.com](#) has a 'Travel Trade' hub packed with resources, an online agent training programme is currently in development.

**SETUP** Our culture is built on being laid back and your commitment to offering great value to the Agents. Please let us know if you need any support, including ferry crossings. Add a Get Experience a Day from the Calf.

**BOOK IT** Premier Holidays offers four night B&B at The Empress Hotel in Douglas from £495 per person including ferry crossings. Add a Get Experience a Day from the Calf.

**SHARE** Premier Holidays offers four night B&B at The Empress Hotel in Douglas from £495 per person including ferry crossings. Add a Get Experience a Day from the Calf.

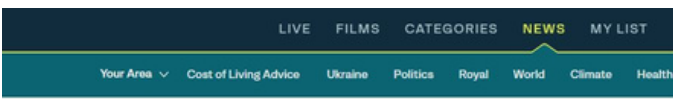
**FAIRER** Being things available by offering better prices to Agents and 'cheaper' bookings are available. This can be done by offering better prices to Agents and 'cheaper' bookings are available. This can be done by offering better prices to Agents and 'cheaper' bookings are available.

**GROWTH TARGETS** Both sectors are looking to build on the island's scenic views, coast and heritage attractions to drive growth in the future. The island's tourism industry is looking to build on the island's scenic views, coast and heritage attractions to drive growth in the future. The island's tourism industry is looking to build on the island's scenic views, coast and heritage attractions to drive growth in the future.

**JAMES LITSTON**

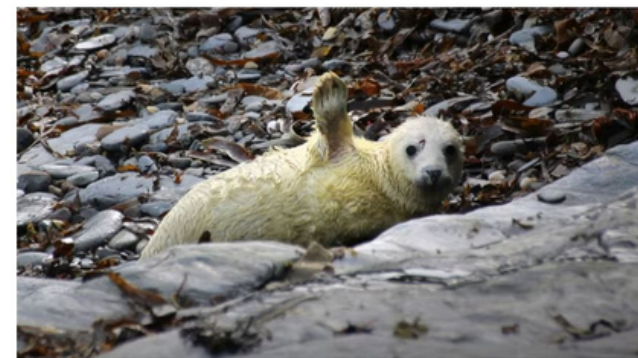
Visit Isle of Man, James can't wait to get back to the island to help with you.

# CONSUMER NEWS AND UPDATES



## '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



The Manx Wildlife Trust is looking for two volunteers to live on a remote island off the south coast of the Isle of Man to count seals for the annual survey this autumn. Credit: Manx Wildlife Trust

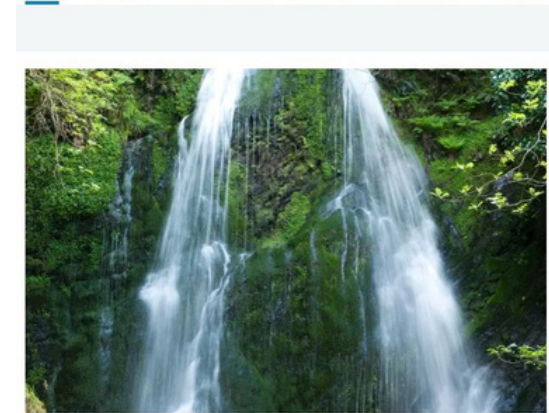
## The old-fashioned island where you 'never have to lock your car'

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



380+ pieces of coverage & over 5.2bn reach



Travel > News Travel

## TWICE AS NICE The stunning 'Big Girl' double waterfall in British Isles that fans call tropical



BBC RADIO

BBC Travel Broadcasts with Andy Mossack

Where in the World is Andy Mossack?

Travel guides as The Travel Guru on The Late Show for BBC radio. Finding out mysterious clues as to where I am and listeners are invited to reveal my location I get to talk a little about where I am and why I'm here

## The joys of the Isle of Man: This little British secret of an island offers morale-lifting views, wild swimming... and there's even been an outbreak of fashionable cuisine

- Mark Jones travels to the Irish Sea isle in search of a 'good dose of wellness'
- The Isle of Man tourism people have just unveiled a 'Mindful Map' of the island
- READ MORE: Photos that show why Australia is the beach capital of the WORLD

## MANX GIVING | A picture-perfect getaway or a heart-stopping TT race...the Isle of Man is an untouched gem

There is so much more to this island than two-wheeled fun and funny money



11 OCT 2023

### Pt 3: What is Peter Hickman's greatest fear?

In the final part of this stomp on the Isle of Man, Peter Hickman shares what goes into being a successful sportsman in the modern day mountain of debt to follow his dream of being a professional motorcyclist.

PLAY 23 min

10 OCT 2023

### Pt 2: Peter Hickman on the mental preparation

In part 2, Peter Hickman and Dr Alex George discuss what preparation goes into the physical work that goes into it. Peter shares the words that witness their crash just the day before, the significance of the crash.

PLAY 35 min

9 OCT 2023

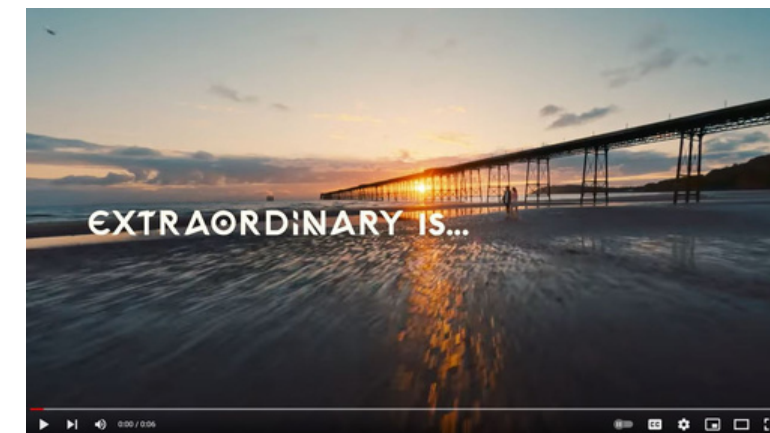
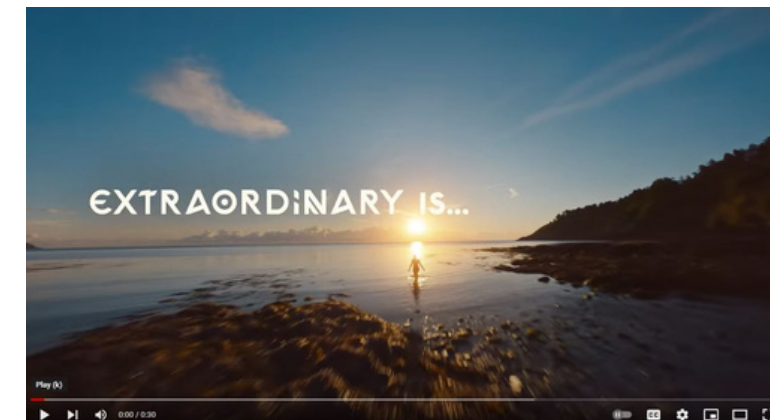
### Pt 1: Peter Hickman in the Isle of Man

The fastest road racer in the world, 13-time TT winner and professional Peter Hickman joins Dr Alex in the Isle of Man for this week's stomp. Peter explains the extraordinary speeds that go with it, Peter explains the physical work that goes into it.

PLAY 29 min

## 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



2024...

# WORKING TOGETHER

Association STRATEGY TOGETHER HELP PEOPLE COMMUNITY SKILLS COLLABORATIVE  
COMPANIES  
**PARTNERSHIP**  
Alliance PARTNER PROJECT SUCCESS Working Together  
Management TEAM COMPANIES IDEAS PROBLEM SOLVING Partnership

# OUR AUDIENCES

CORE



## TRADITIONAL TRAVELLERS

Emptynesters and retired couples that like to take things at a leisurely pace.

GROWTH



## CURIOUS EXPLORERS

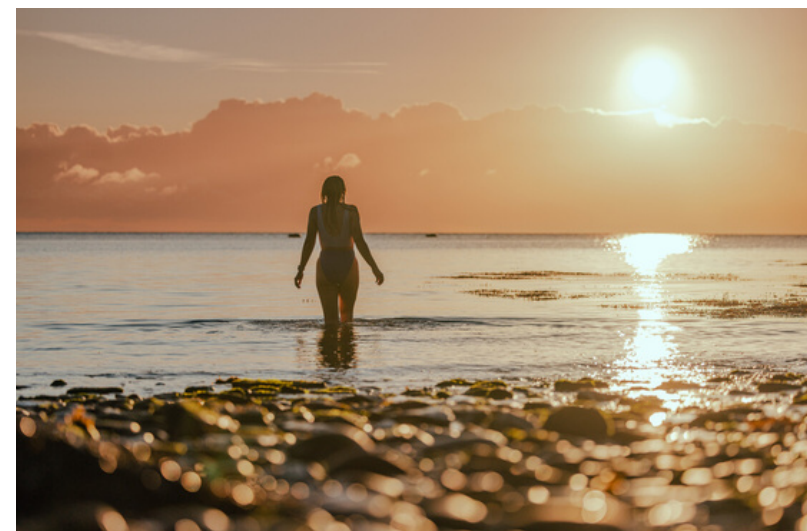
Emptynesters and older couples that like to take holidays off the beaten track.

NEW



## CONFERENCE & BIS. MEETINGS

Organisations across UK and Ireland wishing to bring conferences to the Island.



## EXPERIENCE SEEKERS

Couples and friends that seek new experiences, adventures and current trends.



## TRAVEL TRADE

Niche and higher rate/value groups, developing these markets across Europe and USA.



## FAMILY ADVENTURERS

Families looking for play-focused attractions, and active pursuits for younger and older children.

# ACTIVITIES



VISIT  
ISLE OF MAN





# ACTIVITY ONE

## STORIES

## COOPERATIVE DATA

## DIGITAL

What's your story?

How would you use information given to you?

How digital are you?



### Island Escapes wins award

Monday 8th May 2023 10:15 am

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



### Joseph Pilates

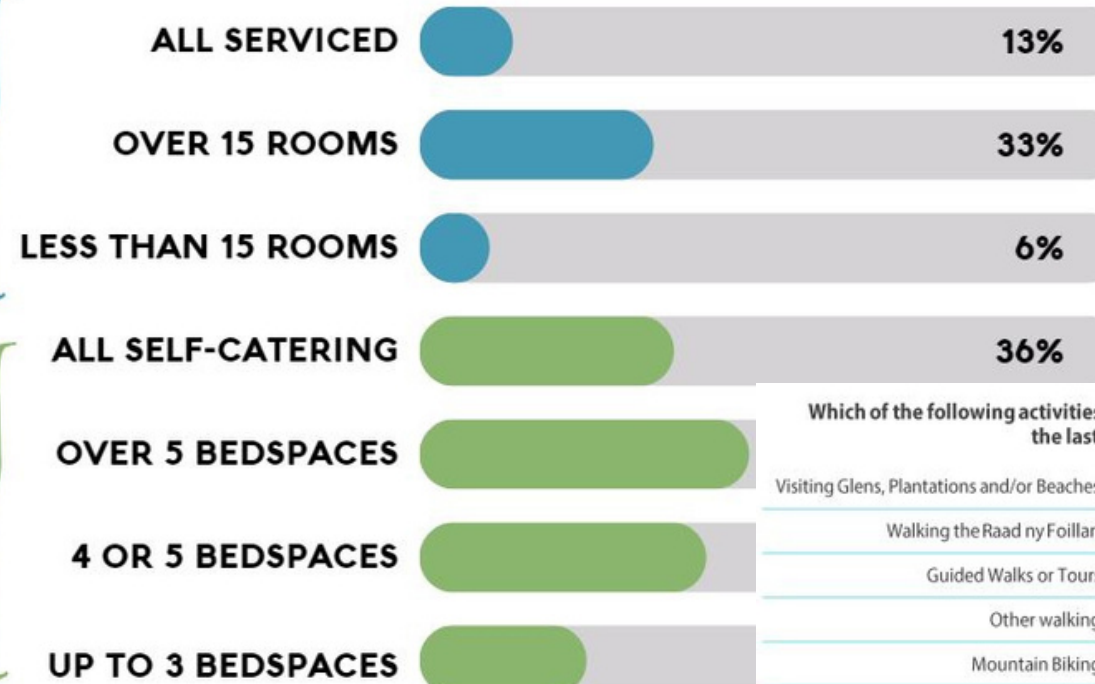
German

The Legacy of Pilates and his time at Knockaloe

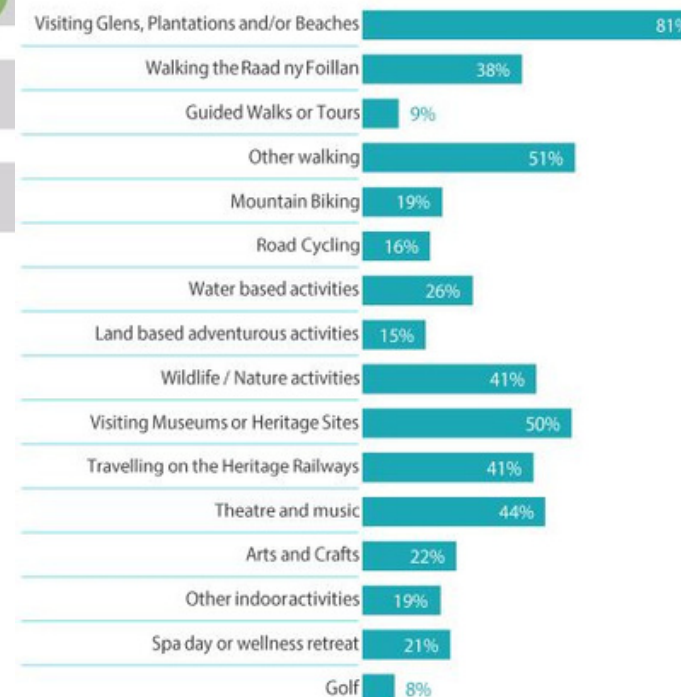
born on the Isle of Man | CREDIT: Stephen Corran/PicSbyCorran/PA Wire

SERVED ACCOMMODATIONS

SELF-CATERING ACCOMMODATIONS



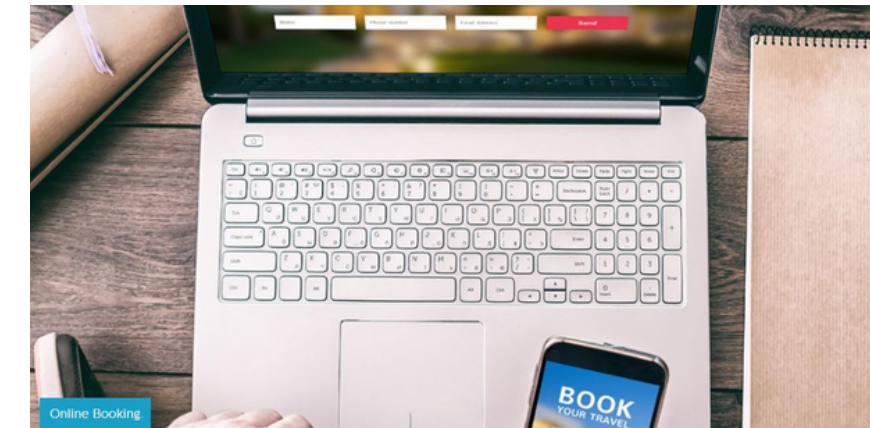
Which of the following activities have you taken part in during the last year?



### UK VISITOR INSIGHTS

VISIT ISLE OF MAN: 2021

In association with:  
Rare (consulting) vVid



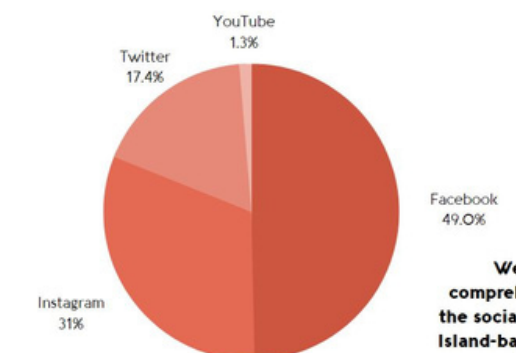
You are here: Supporting Your Business > Working Together > Online Booking

### Online Booking

Online booking platforms can seem a little daunting and/or expensive for some. However, once you've found and implemented one best suited to your business, the benefits can be invaluable as they not only help with time management but can also improve the customer experience. Our visitor insights research in 2020 showed that 52% of people use online booking websites for their trips and our Product Audit research highlighted that unless your product is bookable online the digital consumer moves on and the opportunity is lost.

### ISLAND ACCOMMODATION SOCIAL MEDIA PRESENCE ANALYSIS

SOCIAL MEDIA PLATFORMS



We conducted a comprehensive analysis of the social media presence of Island-based accommodation businesses.

# ACTIVITY ONE FEEDBACK

## TABLE 1

What's your story?

## TABLE 2

How would you use information given to you?

## TABLE 3

How digital are you?

# ACTIVITY TWO

**Please rank the following in importance to you  
(1 being most important, 3 being least  
important)...**



I need support to get more digitally focused e.g. with my website, booking system (or introducing a system), becoming more active on social media to attract customers



I would like to get regular feedback on similar (anonymous) businesses to see how mine is performing



I would like to contribute to the island's 'stories' and would consider hosting a journalist, travel writer, content creator or influencer



**THANK YOU**

You are part of our island's  
**EXTRAORDINARY STORY**

VISIT  
ISLE OF MAN 