

TRADE ENGAGEMENT SURVEY

JANUARY 2022

In late 2021 the Visit Agency launched a Trade Engagement Survey to hear from local tourism businesses in order to improve engagement and offer support post-Covid19. The survey sought to understand preferable content and methods of communication, understand what tourism support and training has benefited businesses and gauge interest in future initiatives.

Total responses

49

- Attraction & Activities- 29%
- Catering & Entertainment- 14%
- Events & Conferences- 10%
- Non-serviced Accommodation- 33%
- Serviced Accommodation- 14%
- Transport- 10%
- Travel & Tour Operators- 24%

COMMUNICATION



71% said they would like to hear from Visit **once a month**

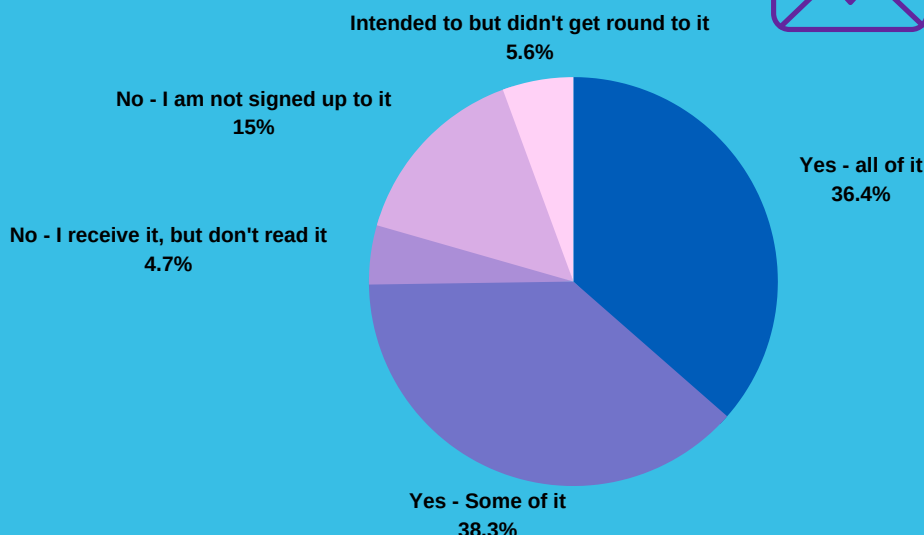
22% said they would prefer **every couple of months**

Quality of communication and level of support provided by the Visit Agency



39% rated as High or Extremely High
40% rated as Neutral

The majority of respondents read **part or all** of the Visit Agency Trade E-Newsletter:



The **top 3** preferred methods of communication are:

- 61%** Visit Trade E-newsletter
- 60%** Annual Industry Day
- 49%** Networking/ drop in sessions

But most people...

- 47%** 'Dislike' or 'strongly dislike' communication through social media

INFORMATION - WHAT'S IMPORTANT?



New initiatives or opportunities to support my business

88%



Financial support schemes

84%



Issues and trends affecting the industry

84%



Resources and tips to help my business

72%

of respondents rated these as high or extremely high to receive

VISIT TRADE WEBSITE

We asked Respondents if they use the Visit Isle of Man Website



6%

Yes- All the time



70%

Yes- occasionally



12%

Used once



12%

No- not at all

A **+13% increase** of occasional or regular Trade website users in comparison to the same survey in 2020

When asked for **any further improvements** to the site respondents said:

To promote when new content or updates are available on the site

To advertise the Trade site more widely

Use more engaging video content

CONTENT ENGAGEMENT

Content types that were preferred or more likely to be engaged with by tourism businesses are:

1

How-to guides

65%

2

Blog Posts or Articles

59%

3

Presentations (webinars, PowerPoint)

47%

4

Case Studies

45%

Industry Training

69%

Attended a tourism industry training session or webinar from March 2020

We asked respondents who didn't attend industry training sessions why:

19%

I intended to but didn't have time

16%

I was not aware of them/ have not seen them promoted

6%

I don't find them helpful/ relevant

We asked industry what events or training they would find useful:

63%

Travel and tourism local networking events

57%

Industry Days (hearing from sector experts, updates on the industry, market place trends)

55%

Digital and social media marketing training

51%

Developing your visitor experiences (creative and engaging visitor experiences)

39%

Understanding Biosphere and how your business can champion and benefit from this

Collaborating

When asked if respondents had collaborated with other tourism businesses 59% said YES



47% stated it was successful

40% added 'initiatives to bring like-minded businesses together' and 'general Networking events' would encourage collaborations

55% stated they would attend familiarisation visits (i.e. welcoming teams and individuals working in the tourism industry)

37% would host familiarisation visits for visitor-facing teams

OTHER POPULAR INITIATIVES THAT ARE OF INTEREST ARE:



47%

Green Tourism Scheme Accreditation (award acknowledging environmentally friendly practices)

33%

Becoming a UNESCO Isle of Man Partner (contribute to a more sustainable Isle of Man)

29%

Customer Service Accreditation