



2024 VISITOR HIGHLIGHTS



329,613

TOTAL VISITORS

VISITOR NUMBERS - 307,934

CRUISE VISITORS - 21,679



TOTAL EXPENDITURE - £212.04M

TOTAL VISITOR
EXPENDITURE - £210.1M

AVERAGE SPEND PER
VISITOR - £663

TOTAL CRUISE
EXPENDITURE - £1.88M

AVERAGE SPEND PER
CRUISE VISITOR - £75

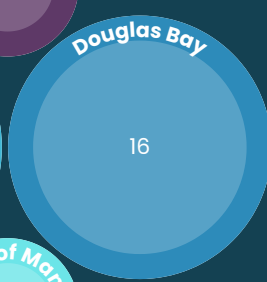
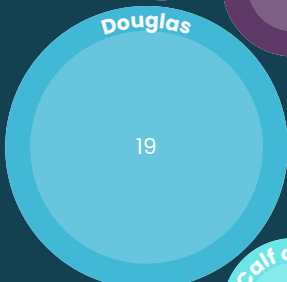


AV. LENGTH OF STAY - 5.04 NIGHTS

VISITOR SATISFACTION

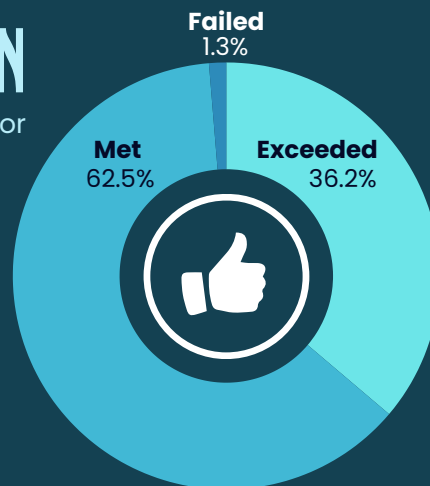
Whether the Island exceeded, met or failed their expectations

NO. OF CRUISE CALLS - 43



Douglas Bay & Peel Bay indicates passengers needed to tender in to the harbour.

Calf of Man calls are scenic stops.





Isle of Man Passenger Survey

Annual 2024

February 2025



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N.B. Unless otherwise stated, 2023 data is not a direct comparison to 2024 due to 2023 only being based on April – December and 2024 being a full 12 months.

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1 KEY FINDINGS

The key results from 2024 are:

- Of the 631,843 passengers departing the Island, 51.3% were residents and 48.7% were visitors to the Island.
- 39.9% of visitors to the Island had travelled for a holiday, 38.4% were visiting friends or family and 21.6% were on a business trip.
- 47.2% of residents leaving the Island were travelling for a holiday and 37.3% were visiting friends or family. 12.2% were travelling for business, 2.2% were leaving for a hospital appointment and 1.2% were leaving the Island.
- The average expenditure per visitor was £663 and the total expenditure by those visitors is estimated to be £210.16 million.
- The average length of stay of all visitors was 5.04 nights and results in 1,622,667 bednights.
- 64.4% of visitors were staying in paid accommodation and 4.5% were on a package trip.
- 45.7% of visitors were staying in serviced accommodation, 35.8% were staying with friends or relatives, 9.7% in self-catering accommodation, 6.1% were camping and 1.2% were in homestay accommodation.
- 87.5% of all visitors were from the British Islands and the Republic of Ireland and 12.5% were from overseas.
- 98.7% of all visitors felt that their trip to the Isle of Man had met or exceeded their expectations.
- 32.5% in the 46 – 60 years age group. This was followed by 28.0% of all visitors were in the over 60 years old age group and 21.4% of those who were 31 – 45 years old. 8.2% of all visitors were under the age of 16 years.

N.B. Unless otherwise stated, 2023 data is not a direct comparison to 2024 due to 2023 only being based on April – December and 2024 being a full 12 months.

- 61.0% of all visitors participated in an outdoor activity whilst on their visit and 43.4% had visited family and/or friends. 25.0% had visited a Manx National Heritage site, 22.7% of visitors had been on the Heritage Railways, 23.9% attended a motorsport event and 7.6% were attending a personal event.
- 4.8% of all visitors were registered disabled or had some form of sensory, physical or mental accessibility needs.

2 INTRODUCTION

2.1 Background

This report provides data from the Isle of Man Passenger Survey 2024 covering the period 1st January to 31st December 2024. The purpose is to provide insight into the nature and economic impact of visitors to the Island. Previously conducted by the Department of Economic Affairs, the survey is now managed by the Tourism South East Research Department.

2.2 Methodology

Face-to-face interviews were conducted in the departure lounge and vehicle loading areas at the Sea Terminal and at Ronaldsway Airport outside the departure gate. Interviews were conducted across a selection of weekday, Saturday and Sundays over the year. Results have been weighted on a monthly basis by known passengers departing the Island, with the apportioned number of residents interviewed removed from the figure to calculate overall results.

Only passengers recorded on scheduled departures were used in the analysis for this report, it does not include unscheduled departures such as charter flights, cruise ship passengers or pleasure craft.

Unless otherwise stated, the results refer to visitors to the Island.

A copy of the questionnaire is attached in Appendix 1.

2.4 Sample size

In total, 12,046 passenger groups were interviewed during 2024, which consisted of 51.3% groups of Isle of Man residents and 48.7% visitor groups to the Island. There was a 1.6% refusal rate overall.

Table (i): Response rate (count) – year on year

	2023 Air	2024 Air	2023 Sea	2024 Sea	2023 Total	2024 Total
Interviews	2,906	5,015	6,218	7,031	9,124	12,046
Refusals	123	73	160	124	283	197
Total approached	3,029	5,088	6,378	7,155	9,407	12,243

Table (ii): Response rate (count) – by quarter 2024

	Q1 Air	Q1 Sea	Q2 Air	Q2 Sea	Q3 Air	Q3 Sea	Q4 Air	Q4 Sea
Interviews	1,276	1,392	1,226	2,298	1,395	2,279	1,118	1,062
Refusals	9	17	0	33	52	65	12	9
Total approached	1,285	1,409	1,226	2,331	1,447	2,344	1,130	1,071

In total, surveys were conducted with 5,015 passenger groups being interviewed at Ronaldsway Airport and 7,031 passenger groups interviewed at either the Sea Terminal Vehicle Loading Area or in the Sea Terminal Departure Lounge.

N.B. Unless otherwise stated, 2023 data is not a direct comparison to 2024 due to 2023 only being based on April – December and 2024 being a full 12 months.

2.5 Acknowledgements

We are grateful for the cooperation and assistance of:

Airports Division – Department of Infrastructure

Harbours Division – Department of Infrastructure

Isle of Man Steam Packet Company

Isle of Man Government – Cabinet Office

3 SURVEY RESULTS

Table 1a: Mode of travel - Residents

	2023	2024	Q1	Q2	Q3	Q4	2023	2024
	Residents %	Residents %					Residents Count *	Residents Count
Air	58.6	56.4	74.0	56.6	46.2	48.8	248,879	181,746
Sea	41.4	43.6	26.0	43.4	53.8	51.2	162,410	142,163
Total	100	100	100	100	100	100	411,289	323,909
Of which, sea travelling by:								
Foot	21.3	19.5	25.1	24.4	20.1	8.2	38,170	24,890
With vehicle/motorbike	78.5	80.4	74.9	75.6	79.9	91.7	124,032	117,196
Coach	0.1	0.1	0.1	0.0	0.0	0.1	208	77

Table 1b: Mode of travel - Visitors

	2023	2024	Q1	Q2	Q3	Q4	2023	2024
	Visitors %	Visitors %					Visitors Count *	Visitors Count
Air	46.4	48.2	45.1	33.8	37.0	76.9	154,152	138,120
Sea	53.6	51.8	54.9	66.2	63.0	23.1	161,660	169,814
Total	100	100	100	100	100	100	315,812	307,934
Of which, sea travelling by:								
Foot	25.1	17.1	8.7	21.2	24.4	13.9	40,768	35,206
With vehicle/motorbike	74.8	82.9	91.3	78.7	75.6	86.1	120,683	134,507
Coach	0.1	0.0	0.0	0.1	0.0	0.0	149	100

* Data for Q1 2023 are based on estimates using the averages of results from 2015 to 2018 as detailed in Section 2.4, 2023 Annual Report.

N.B. Unless otherwise stated, 2023 data is not a direct comparison to 2024 due to 2023 only being based on April – December and 2024 being a full 12 months.

Table 2a: Destination of ferry (%) - Residents

	2023 Residents	2024 Residents	Q1	Q2	Q3	Q4
Belfast	1.6	3.6	2.4	2.2	4.7	5.0
Dublin	0.2	0.1	0.2	0.3	0.0	0.0
Heysham	62.3	61.2	83.8	45.3	47.5	68.3
Liverpool	35.6	35.1	13.5	52.3	47.8	26.7
Other	0.3	0.0	0.0	0.0	0.0	0.0

Table 2b: Destination of ferry (%) - Visitors

	2023 Visitors	2024 Visitors	Q1	Q2	Q3	Q4
Belfast	3.5	2.1	0.4	3.5	3.9	0.5
Dublin	0.6	0.2	0.0	0.2	0.2	0.3
Heysham	57.7	66.2	86.3	44.8	47.2	86.3
Liverpool	37.9	31.4	13.4	51.0	48.4	12.9
Other	0.3	0.2	0.0	0.5	0.3	0.0

N.B. Unless otherwise stated, 2023 data is not a direct comparison to 2024 due to 2023 only being based on April – December and 2024 being a full 12 months.

Table 3a: Destination of flight (%) - Residents

	2023 Residents	2024 Residents	Q1	Q2	Q3	Q4
Belfast City	4.4	0.8	2.3	0.0	0.0	0.8
Belfast International	1.6	2.2	0.0	4.0	3.8	1.1
Birmingham	7.1	12.2	6.5	12.0	16.9	13.5
Bristol	0.7	3.2	0.8	5.8	6.3	0.0
Dublin	2.1	12.6	1.4	15.7	22.7	10.7
Edinburgh	2.1	0.9	2.6	0.0	0.4	0.4
Gatwick	16.0	18.8	25.2	14.5	10.5	24.8
Jersey	0.5	1.6	0.0	3.7	1.5	1.0
Liverpool	21.8	10.6	23.9	6.5	3.3	8.6
London City	0.4	0.0	0.1	0.0	0.0	0.0
Luton	0.0	0.3	0.1	0.9	0.0	0.0
Manchester	19.6	18.3	7.6	29.6	24.5	11.3
Other	23.6	23.1	29.5	7.5	27.7	27.7

N.B. Unless otherwise stated, 2023 data is not a direct comparison to 2024 due to 2023 only being based on April – December and 2024 being a full 12 months.

Table 3b: Destination of flight (%) - Visitors

	2023 Visitors	2024 Visitors	Q1	Q2	Q3	Q4
Belfast City	5.9	1.4	3.8	0.2	0.0	1.4
Belfast International	1.8	3.5	0.0	4.9	5.9	3.2
Birmingham	10.4	14.2	13.0	9.6	14.3	19.8
Bristol	0.8	3.7	1.7	8.8	4.4	0.0
Dublin	7.5	13.4	1.7	13.9	25.4	12.6
Edinburgh	3.1	1.6	5.2	0.4	0.3	0.3
Gatwick	17.4	17.5	22.5	12.2	10.6	24.5
Jersey	0.3	0.4	0.0	0.5	0.3	0.6
Liverpool	18.2	10.2	23.6	7.9	3.6	5.5
London City	1.4	0.3	0.0	0.7	0.0	0.3
Luton	0.0	0.7	0.0	2.7	0.0	0.0
Manchester	14.3	15.4	4.8	26.1	18.3	12.3
Other	18.9	18.1	23.7	12.1	17.0	19.4

Table 4a: Whether satisfied with the number of flights servicing the Isle of Man (%) - Residents

	2023 Residents	2024 Residents	Q1	Q2	Q3	Q4
Yes	32.3	36.1	30.7	41.0	47.1	25.5
No	55.0	55.0	59.1	45.5	46.7	68.8
Unsure	12.7	8.9	10.2	13.5	6.2	5.7

N.B. Unless otherwise stated, 2023 data is not a direct comparison to 2024 due to 2023 only being based on April – December and 2024 being a full 12 months.

Table 4b: Whether satisfied with the number of flights servicing the Isle of Man (%) - Visitors

	2023 Visitors	2024 Visitors	Q1	Q2	Q3	Q4
Yes	33.7	32.2	27.6	36.4	36.3	28.6
No	25.6	22.2	23.0	20.2	20.7	24.8
Unsure	40.7	45.6	49.4	43.4	43.0	46.6

Table 5a: Level of satisfaction with the affordability of flights servicing the Isle of Man (%) - Residents

	2023 Residents	2024 Residents	Q1	Q2	Q3	Q4
Mean score:	2.59	2.86	2.73	2.80	3.00	2.90
Very satisfied	1.3	4.3	3.8	3.7	6.4	3.3
Satisfied	67.1	79.6	67.3	77.8	86.6	86.8
Dissatisfied	21.5	14.0	27.0	13.0	7.0	9.1
Very dissatisfied	10.1	2.1	1.9	5.6	0.0	0.8

Table 5b: Level of satisfaction with the affordability of flights servicing the Isle of Man (%) - Visitors

	2023 Visitors	2024 Visitors	Q1	Q2	Q3	Q4
Mean score:	3.03	2.89	2.76	2.90	3.00	2.90
Very satisfied	16.3	4.6	5.8	7.7	2.8	1.9
Satisfied	74.4	82.5	69.0	81.5	93.0	86.3
Dissatisfied	5.4	11.1	20.7	7.7	4.2	11.8
Very dissatisfied	3.9	1.9	4.6	3.1	0.0	0.0

N.B. Unless otherwise stated, 2023 data is not a direct comparison to 2024 due to 2023 only being based on April – December and 2024 being a full 12 months.

Table 6a: Reason for leaving the Island - Residents (%)

	2023	2024	Q1	Q2	Q3	Q4
Holiday	61.0	47.2	34.5	46.6	56.2	51.4
Visiting friends and/or family	28.5	37.3	45.0	39.5	28.0	36.5
Leaving Isle of Man	2.1	1.2	1.8	1.1	1.2	0.6
Business	6.8	12.2	15.3	10.9	12.6	10.1
Hospital visit	1.6	2.2	3.4	1.9	2.0	1.5

Table 6b: Reason for visiting the Island - Visitors (%)

	2023	2024	Q1	Q2	Q3	Q4
Holiday	57.7	39.9	19.6	64.1	55.4	20.4
Visiting friends and/or family	27.8	38.4	46.8	26.0	31.9	48.7
Leaving Isle of Man	0.0	0.0	0.0	0.0	0.0	0.0
Business	14.5	21.6	33.7	9.1	12.7	30.9
Hospital visit	0.0	0.0	0.0	0.0	0.0	0.0

Those travelling for business were asked to rate their level of satisfaction, on a score of 1 to 4, with doing business on the Island.

Table 7a: Level of satisfaction with doing business on the Isle of Man (%) - Residents

	2023 Residents	2024 Residents	Q1	Q2	Q3	Q4
Mean score	3.09	3.44	3.27	3.49	3.60	3.40
Very satisfied	22.7	50.9	38.0	54.5	64.1	47.1
Satisfied	66.2	43.7	52.9	40.5	31.2	50.3
Dissatisfied	8.1	4.6	7.7	4.5	4.7	1.3
Very dissatisfied	3.0	0.7	1.5	0.0	0.0	1.3

N.B. Unless otherwise stated, 2023 data is not a direct comparison to 2024 due to 2023 only being based on April – December and 2024 being a full 12 months.

Table 7b: Level of satisfaction with doing business on the Isle of Man (%) - Visitors

	2023 Visitors	2024 Visitors	Q1	Q2	Q3	Q4
Mean score	3.54	3.65	3.59	3.70	3.70	3.60
Very satisfied	55.9	64.6	61.1	66.2	68.0	63.1
Satisfied	42.2	34.4	37.7	32.8	31.5	35.4
Dissatisfied	1.9	0.9	0.4	1.0	0.5	1.5
Very dissatisfied	0.0	0.2	0.8	0.0	0.0	0.0

Table 8: Whether mainly stay in paid accommodation or with friends/relatives (%)

	2023 Total	2024 Total	Q1	Q2	Q3	Q4
Paid accommodation	69.4	64.4	61.1	74.8	70.1	51.5
With friends/relatives	30.6	35.6	38.9	25.2	29.9	48.5

Table 9: Type of accommodation whilst on Isle of Man

	2023 %	2024 %	Q1	Q2	Q3	Q4
Hotel/Guesthouse	38.8	40.1	46.5	33.1	41.4	39.4
B&B*	6.1	5.6	3.9	6.1	7.7	4.5
Self-catering	11.0	9.7	6.8	14.4	12.0	5.4
Hostel*	0.2	0.2	0.2	0.1	0.2	0.1
Camping (inc. paddock, motorhome, caravan)	10.1	6.1	1.0	16.2	6.5	0.5
Homestay	2.0	1.2	0.0	3.7	1.1	0.0
Second home*	1.0	1.6	2.6	1.0	1.3	1.3
Stayed with friend or relative	30.8	35.8	39.1	25.3	29.8	48.8
Total	100	100	100	100	100	100

* Included in other categories in previous surveys

Table 10: Number of nights whilst on Isle of Man

N.B. Unless otherwise stated, 2023 data is not a direct comparison to 2024 due to 2023 only being based on April – December and 2024 being a full 12 months.

	2024 Total bednights	2023 Ave. number nights	2024 Ave. number nights	Q1	Q2	Q3	Q4
Hotel/Guesthouse	454,904	3.88	3.55	2.82	4.00	3.95	3.42
B&B*	94,724	4.75	5.38	6.84	4.62	4.76	5.31
Self-catering	210,106	6.53	5.99	6.27	6.18	6.32	5.17
Hostel*	1,622	2.27	2.67	2.67	2.63	2.86	2.50
Camping (inc. paddock, motorhome, caravan)	162,504	6.17	5.58	5.00	6.26	6.82	4.24
Homestay	39,227	7.53	3.32	0.00	7.43	5.85	0.00
Second home*	46,256	10.45	9.62	10.24	5.13	16.52	6.57
Stayed with friend or relative	613,326	6.50	6.05	6.58	5.89	6.58	5.13
Total	1,622,667	5.40	5.04	4.87	5.34	5.46	4.47

Table 11: On a package trip (%)

	2023	2024	Q1	Q2	Q3	Q4
Yes	6.3	4.5	3.6	6.7	4.6	3.0
No	93.7	95.5	96.4	93.3	95.4	97.0

Table 12: Whether visit met expectations (%)

	2023	2024	Q1	Q2	Q3	Q4
Exceeded expectations	51.5	36.2	37.2	43.8	32.4	31.2
Met expectations	47.4	62.5	61.4	54.3	66.1	68.2
Failed to meet expectations	1.1	1.3	1.5	1.9	1.5	0.5

Table 13: What did whilst on Island (%)

N.B. Unless otherwise stated, 2023 data is not a direct comparison to 2024 due to 2023 only being based on April – December and 2024 being a full 12 months.

	2023	2024	Q1	Q2	Q3	Q4
Motorsport - TT/MGP	28.9	17.6	0.0	38.0	11.9	0.0
Motorsport - Other	8.6	6.3	0.0	9.6	6.5	0.3
Cycling holiday	1.1	2.9	0.0	1.1	0.6	0.2
Sporting event (inc. walking, cycling, running, etc)	3.9	2.6	2.7	3.6	1.9	2.2
Golf holiday	0.9	0.4	0.4	0.6	0.6	0.1
Outdoor activity (inc. walking, rambling, glens, parks, landscapes)	57.3	61.0	43.9	68.3	59.9	57.6
Heritage Railways	25.9	22.7	4.0	25.9	31.8	10.1
MNH sites	26.7	25.0	6.1	29.4	29.4	17.2
Theatre/Concert	1.5	1.4	1.2	1.0	2.2	1.1
Personal event (wedding, etc)	2.7	7.6	6.2	5.6	5.9	14.4
Visit family/friends	37.1	43.4	53.2	36.3	40.2	56.8
Other	28.6	36.2	40.2	23.7	44.1	42.6

* Question changed in Q2 2024 to be MAIN activity and OTHER activities (data combined for 2024)

N.B. Please note that the 2023 results are based on three quarters of a year data which may result in inflated motorsport visitation percentages as Q1 2023 data and overall visitor numbers were no included. The 2024 data is based on a full year providing a more complete comparison.

N.B. Unless otherwise stated, 2023 data is not a direct comparison to 2024 due to 2023 only being based on April – December and 2024 being a full 12 months.

Table 14: Mode of transport on Island (%)

	2023	2024	Q1	Q2	Q3	Q4
On foot/walking	77.9	88.3	80.8	89.7	92.1	90.6
Bicycle	2.0	1.7	0.7	2.5	1.7	1.7
Motorbike/Scooter/Moped OWN *	6.2	2.8	0.7	8.7	0.4	1.2
Motorbike/Scooter/Moped RENTED *	-	0.3^	-	0.5	0.4	0.0
Car/Van OWN *	58.4	33.9	60.2	47.1	6.3	21.8
Car/Van RENTED *	-	3.1^	-	3.1	0.1	6.0
Motorhome/Campervan OWN *	2.3	2.4	0.9	2.6	5.6	0.4
Motorhome/Campervan RENTED *	-	0.1^	-	0.1	0.1	0.0
Public bus	27.8	19.4	10.8	24.6	24.1	18.0
Coach	0.7	0.9	0.1	0.4	0.9	2.1
Train	24.0	17.1	3.0	26.0	31.6	7.8
Boat	1.1	0.4	0.0	0.3	1.3	0.1
Taxi	22.4	19.2	15.8	17.2	11.6	32.1
Provided by friends or family **	-	30.4^	-	17.0	25.3	48.9

* Not asked split by owned or rented prior to Q2 2024.

** Not asked prior to Q2 2024.

^ Average based on Q2 to Q4 only.

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Table 15: Level of agreement with statement: 'The Isle of Man is a destination which takes care of its natural environment' (%)

	2023	2024	Q1	Q2	Q3	Q4
Mean score	4.48	4.40	4.51	4.45	4.30	4.34
Strongly agree	54.0	46.8	58.2	51.4	37.9	39.6
Agree	40.5	47.4	36.0	42.6	55.7	55.2
Neither/Nor	4.9	5.1	5.1	5.3	5.1	5.0
Disagree	0.5	0.7	0.6	0.7	1.2	0.2
Strongly disagree	0.1	0.1	0.1	0.1	0.1	0.0

Table 16: Level of agreement with statement: 'I was encouraged to behave in an environmentally responsible way' (%)

	2023	2024	Q1	Q2	Q3	Q4
Mean score	4.25	4.05	4.16	4.14	3.94	3.97
Strongly agree	40.2	31.6	41.8	36.4	22.7	25.5
Agree	46.9	44.8	36.0	43.0	51.4	48.7
Neither/Nor	10.9	21.3	19.5	18.8	23.4	23.4
Disagree	1.7	1.9	2.2	1.5	2.3	1.7
Strongly disagree	0.3	0.3	0.6	0.3	0.1	0.0

N.B. Unless otherwise stated, 2023 data is not a direct comparison to 2024 due to 2023 only being based on April – December and 2024 being a full 12 months.

In total, 93% of visitors provided a valid home postcode or country of residence. Tables 21 to 24 may not add up to 100% due to rounding differences.

Table 17: Country of residence – British Islands and Ireland (%)

	2023	2024	Q1	Q2	Q3	Q4
England	68.9	71.6	76.1	69.4	66.1	74.8
Northern Ireland	4.9	2.6	1.9	0.4	6.0	1.9
Wales	3.9	3.9	2.9	5.5	3.8	3.2
Republic of Ireland	2.3	2.7	0.4	2.9	3.7	3.6
Scotland	5.9	5.1	6.8	3.8	5.3	4.4
Channel Islands	1.2	2.0	1.3	3.6	1.5	1.7
Total	87.1	87.5	89.2	84.9	86.3	89.6

Table 18: Region of residence – England (%)

	2023	2024	Q1	Q2	Q3	Q4
East of England	3.6	3.3	3.0	4.0	3.6	2.8
East Midlands	5.8	7.4	6.4	7.4	5.8	10.2
London	1.5	1.9	2.7	1.2	1.1	2.5
North East	2.9	3.6	3.7	4.0	3.7	3.0
North West	27.7	29.6	33.0	27.1	28.4	29.8
South East	7.3	6.6	8.1	5.5	4.0	8.7
South West	3.7	3.7	3.5	4.3	4.8	2.1
West Midlands	8.1	7.5	8.1	7.5	7.1	7.4
Yorkshire and the Humber	8.3	8.0	7.5	8.5	7.4	8.5
Total	68.9	71.6	76.1	69.4	66.1	74.8

N.B. Unless otherwise stated, 2023 data is not a direct comparison to 2024 due to 2023 only being based on April – December and 2024 being a full 12 months.

Table 19: Country of residence – Europe (%)

	2023	2024	Q1	Q2	Q3	Q4
Austria	0.1	0.1	0.0	0.0	0.1	0.2
Belgium	0.3	0.4	0.4	0.5	0.6	0.2
Bulgaria	0.0	0.0	0.1	0.0	0.0	0.0
Croatia	0.0	0.0	0.1	0.0	0.0	0.0
Cyprus	0.1	0.0	0.1	0.0	0.0	0.0
Czech Republic	0.1	0.1	0.0	0.1	0.0	0.2
Denmark	0.1	0.1	0.0	0.2	0.0	0.0
Finland	0.0	0.2	0.0	0.0	0.6	0.0
France	1.5	0.9	0.8	1.0	1.4	0.2
Germany	1.3	1.5	1.4	1.4	1.5	1.7
Gibraltar	0.0	0.2	0.1	0.0	0.1	0.6
Hungary	0.1	0.1	0.0	0.1	0.1	0.0
Italy	0.3	0.5	0.4	0.3	0.4	0.8
Latvia	0.1	0.2	0.3	0.2	0.1	0.0
Lithuania	0.1	0.0	0.0	0.0	0.0	0.0
Malta	0.5	0.3	0.5	0.1	0.2	0.4
Netherlands	0.5	0.4	0.3	0.7	0.5	0.2
Norway	0.1	0.1	0.3	0.1	0.1	0.0
Poland	0.1	0.3	0.4	0.3	0.1	0.4
Portugal	0.3	0.2	0.1	0.2	0.1	0.2
Romania	0.0	0.1	0.0	0.0	0.1	0.2
Slovakia	0.0	0.0	0.0	0.0	0.1	0.0
Spain	0.4	0.5	0.1	0.6	1.0	0.4
Sweden	0.2	0.3	0.1	0.6	0.1	0.2
Switzerland	0.4	0.4	0.5	0.5	0.7	0.0
Total	6.5	6.8	5.9	7.4	7.2	6.6

N.B. Unless otherwise stated, 2023 data is not a direct comparison to 2024 due to 2023 only being based on April – December and 2024 being a full 12 months.

Table 20: Country of residence – Rest of the world (%)

	2023	2024	Q1	Q2	Q3	Q4
Angola	0.0	0.0	0.0	0.0	0.1	0.0
Argentina	0.0	0.4	0.0	1.4	0.0	0.0
Australia	1.4	0.7	0.5	0.1	1.5	0.6
Brazil	0.1	0.1	0.0	0.1	0.1	0.0
Canada	0.5	0.5	0.4	0.8	0.6	0.0
Caribbean	0.0	0.2	0.4	0.0	0.0	0.2
China	0.1	0.1	0.0	0.0	0.1	0.2
Falkland Islands	0.0	0.0	0.0	0.0	0.1	0.0
Georgia	0.1	0.0	0.0	0.0	0.0	0.0
Hong Kong	0.1	0.1	0.1	0.2	0.1	0.0
India	0.2	0.2	0.4	0.1	0.2	0.0
Japan	0.1	0.1	0.0	0.2	0.0	0.0
Malaysia	0.0	0.0	0.0	0.1	0.0	0.0
Mexico	0.1	0.0	0.0	0.0	0.1	0.0
New Zealand	0.6	0.2	0.0	0.7	0.2	0.0
Peru	0.1	0.0	0.0	0.1	0.0	0.0
Philippines	0.2	0.1	0.0	0.1	0.1	0.0
Qatar	0.0	0.1	0.0	0.0	0.0	0.2
Singapore	0.0	0.0	0.0	0.0	0.1	0.0
South Africa	0.7	0.6	1.3	0.1	0.3	0.8
South Korea	0.1	0.0	0.0	0.0	0.0	0.0
Taiwan	0.0	0.0	0.0	0.0	0.1	0.0
Thailand	0.0	0.0	0.0	0.0	0.1	0.0
Ukraine	0.1	0.0	0.0	0.0	0.1	0.0
U.A.E.	0.2	0.2	0.3	0.2	0.3	0.0
U.S.A.	2.9	1.9	1.5	3.7	2.5	0.0
Total	7.6	5.7	4.9	7.7	6.5	3.8

N.B. Unless otherwise stated, 2023 data is not a direct comparison to 2024 due to 2023 only being based on April – December and 2024 being a full 12 months.

Table 21a: Age profile – Proportion by age group

	2023 %	2024 %	Q1	Q2	Q3	Q4
Under 16 years	8.0	8.2	8.4	9.0	11.6	3.6
16 – 30 years	13.1	10.1	12.4	10.8	11.6	5.6
31 – 45 years	19.5	21.4	23.2	20.3	18.4	23.5
46 – 60 years	32.6	32.5	32.1	30.0	29.6	38.2
Over 60 years	27.0	28.0	23.9	30.0	28.7	29.2
Total	100	100	100	100	100	100

Table 21b: Age profile – Number per age group

		2024	Q1	Q2	Q3	Q4
Under 16 years	22,571	26,819	2,313	9,798	12,441	2,267
16 – 30 years	36,993	31,257	3,425	11,788	12,470	3,574
31 – 45 years	55,160	63,306	6,379	22,180	19,744	15,003
46 – 60 years	92,244	97,784	8,857	32,867	31,730	24,330
Over 60 years	76,362	88,772	6,577	32,821	30,790	18,584
Total	283,329	307,934	27,551	109,453	107,172	63,758

N.B. Unless otherwise stated, 2023 data is not a direct comparison to 2024 due to 2023 only being based on April – December and 2024 being a full 12 months.

Table 21c: Age profile – Average group size

	2023	2024	Q1	Q2	Q3	Q4
Under 16 years	1.60	1.82	1.63	2.18	1.74	1.73
16 – 30 years	1.60	1.42	1.40	1.49	1.47	1.33
31 – 45 years	1.39	1.39	1.36	1.48	1.36	1.36
46 – 60 years	1.62	1.41	1.34	1.47	1.41	1.41
Over 60 years	1.64	1.63	1.47	1.63	1.62	1.78
Total	1.98	1.94	1.88	2.12	2.15	1.59

Table 22: Registered disabled or have any sensory, physical or mental accessibility needs (%)

	2023	2024	Q1	Q2	Q3	Q4
Yes	4.3	4.8	4.8	5.9	5.5	2.8
No	94.2	94.6	95.0	93.8	93.9	95.7
Prefer not to say	1.5	0.6	0.2	0.3	0.5	1.5

N.B. Unless otherwise stated, 2023 data is not a direct comparison to 2024 due to 2023 only being based on April – December and 2024 being a full 12 months.

Table 23: Main onward destination visitors after arrival at airport/ferry port (%)

	2023	2024	Q1	Q2	Q3	Q4
England – North East	6.5	3.2	4.7	3.0	3.3	1.9
England – North West	26.5	25.5	28.7	28.9	26.5	17.8
England – Yorkshire and the Humber	6.2	5.9	5.5	7.4	7.3	3.2
England – The Midlands	10.6	12.2	10.6	11.3	12.4	14.3
England – East Anglia	1.	1.7	1.2	1.8	2.0	1.7
England – South East	9.6	10.1	9.5	7.8	8.0	15.0
England – South West	4.5	5.5	3.7	5.8	5.6	6.8
Scotland	5.3	3.3	4.3	3.3	3.9	1.8
Northern Ireland	3.5	3.2	2.0	2.6	4.2	3.8
Southern Ireland	2.6	4.3	0.8	3.8	5.4	7.0
Wales	3.1	2.9	2.3	3.4	3.1	2.6
Channel Islands	0.7	2.1	1.1	1.6	1.8	3.9
Overseas	19.3	20.4	25.5	19.3	16.5	20.2

N.B. Unless otherwise stated, 2023 data is not a direct comparison to 2024 due to 2023 only being based on April – December and 2024 being a full 12 months.

Average expenditure has been calculated with regard to only those groups which incurred that type of expenditure or confirmed that they had spent nothing on certain aspects (e.g. those staying with friends and/or relatives that incur no cost). Therefore, the base for each aspect of expenditure may have a different base due to the varying number who did not recall what they had spent.

Table 24: Average expenditure per visitor (£)

	2023	2024	Q1	Q2	Q3	Q4
Non-package trip expenditure						
Travel to/from Island	168	190	183	201	182	192
Accommodation	168	164	102	223	198	134
Whilst on Island	257	290	240	320	300	300
<i>Total non-package</i>	<i>593</i>	<i>644</i>	<i>525</i>	<i>744</i>	<i>680</i>	<i>626</i>
<i>Weighted non-package</i>	<i>555</i>	<i>615</i>	<i>505</i>	<i>697</i>	<i>649</i>	<i>607</i>
Package trip expenditure						
Package	734	816	674	1,068	649	873
Whilst on Island	263	246	238	302	259	184
<i>Total package</i>	<i>997</i>	<i>1,062</i>	<i>912</i>	<i>1,370</i>	<i>909</i>	<i>1,057</i>
<i>Weighted package</i>	<i>64</i>	<i>49</i>	<i>33</i>	<i>88</i>	<i>42</i>	<i>32</i>
Total	618	663	538	785	691	639

N.B. Unless otherwise stated, 2023 data is not a direct comparison to 2024 due to 2023 only being based on April – December and 2024 being a full 12 months.

Table 25: Average expenditure per visitor (£)

	2023	2024	All Holiday	Air Holiday	Sea Holiday	All VFR	Air VFR	Sea VFR	All Business	Air Business	Sea Business
Non-package trip expenditure											
Travel to/from Island	168	190	185	201	169	171	189	153	269	275	264
Accommodation	168	164	256	289	223	68	72	63	328	368	289
Whilst on Island	257	290	319	395	243	255	322	189	304	408	199
<i>Total non-package</i>	<i>593</i>	<i>644</i>	<i>760</i>	<i>885</i>	<i>635</i>	<i>494</i>	<i>583</i>	<i>405</i>	<i>901</i>	<i>1,051</i>	<i>752</i>
<i>Weighted non-package</i>	<i>555</i>	<i>615</i>	<i>700</i>	<i>774</i>	<i>590</i>	<i>490</i>	<i>575</i>	<i>402</i>	<i>879</i>	<i>1,001</i>	<i>743</i>
Package trip expenditure											
Package	734	816	323	143	503	487	738	237	826	1,139	215
Whilst on Island	263	246	280	336	225	323	452	194	295	371	218
<i>Total package</i>	<i>997</i>	<i>1,062</i>	<i>603</i>	<i>479</i>	<i>728</i>	<i>810</i>	<i>1,190</i>	<i>431</i>	<i>1,121</i>	<i>1,510</i>	<i>733</i>
<i>Weighted package</i>	<i>64</i>	<i>49</i>	<i>48</i>	<i>60</i>	<i>51</i>	<i>7</i>	<i>17</i>	<i>3</i>	<i>27</i>	<i>72</i>	<i>9</i>
Total	618	663	748	834	641	497	592	405	906	1,073	752

N.B. Unless otherwise stated, 2023 data is not a direct comparison to 2024 due to 2023 only being based on April – December and 2024 being a full 12 months.

Table 26: Total expenditure (£ millions)

	2023	2024	Q1	Q2	Q3	Q4
Non-package trip expenditure						
Travel to/from Island	44.4	55.78	4.77	20.31	18.1	12.6
Accommodation	44.6	53.44	2.72	22.12	19.7	8.9
Whilst on Island	67.8	83.75	6.21	30.44	28.5	18.6
<i>Total non-package</i>	<i>156.8</i>	<i>192.97</i>	<i>13.7</i>	<i>72.87</i>	<i>66.3</i>	<i>40.1</i>
Package trip expenditure						
Package	13.1	13.31	0.75	7.46	2.6	2.5
Whilst on Island	4.7	3.88	0.25	2.13	1.1	0.4
<i>Total package</i>	<i>17.8</i>	<i>17.19</i>	<i>1.00</i>	<i>9.59</i>	<i>3.7</i>	<i>2.9</i>
Total	174.5	210.16	14.7	82.46	70.0	43.0

N.B. Unless otherwise stated, 2023 data is not a direct comparison to 2024 due to 2023 only being based on April – December and 2024 being a full 12 months.

APPENDIX 1: Copy of questionnaire



Isle of Man Passenger Survey 2024

Location:

- ☐ Ronaldsway Airport
- ☐ Sea Terminal Vehicle Loading Area
- ☐ Sea Terminal Departure Lounge

Do you live on the Isle of Man?

- ☐ Yes
- ☐ No

What is your destination from the Isle of Man?

- ☐ Belfast City
- ☐ Belfast International
- ☐ Birmingham
- ☐ Bristol
- ☐ Dublin
- ☐ Edinburgh
- ☐ Gatwick
- ☐ Jersey
- ☐ Liverpool
- ☐ London City
- ☐ Luton
- ☐ Manchester
- ☐ Other

What is your destination from the Isle of Man?

- ☐ Belfast
- ☐ Dublin
- ☐ Heysham
- ☐ Liverpool
- ☐ Other

How are you travelling?

- ☐ Foot passenger
- ☐ Vehicle/Motorbike
- ☐ Coach

What is/was the reason for travelling? (select all that apply)

- ☐ Holiday
- ☐ Visiting friends and/or family
- ☐ Leaving Isle of Man
- ☐ Business
- ☐ Hospital visit

Why are you leaving the Isle of Man?

- ☐ New job off Island
- ☐ No work available on the Island
- ☐ Move closer to family/friends
- ☐ Cost of living
- ☐ Other

How many nights stay did this trip include?

Did you mainly stay in paid accommodation (including Homestay) or with friends/relatives?

- ☐ In paid accommodation
- ☐ With friends/relatives

What type of accommodation did you stay in?

- ☐ Hotel/Guesthouse
- ☐ B&B
- ☐ Self catering
- ☐ Hostel
- ☐ Camping (inc. paddock, motorhome, caravan)
- ☐ Homestay (TT/MGP only)
- ☐ Second home
- ☐ Stayed with friend or relative

Are you on a package trip?

- ☐ Yes
☐ No

How much did your package cost?

What was the cost of your accommodation?

What was the cost of your travel to and from the Island (*between IOM and UK/Eire only*)

How much have you spent in total whilst on the Island (*excluding accommodation*)

And, how much of this was spent on:

Food - Dining in restaurants, cafes and pubs	<input type="text"/>
Food - Food from shops	<input type="text"/>
Alcohol - In restaurants or pubs	<input type="text"/>
Alcohol - Private consumption	<input type="text"/>
Tobacco - All tobacco and vape products	<input type="text"/>
Clothing - Adults clothing and footwear	<input type="text"/>
Clothing - Children's clothing and footwear	<input type="text"/>
Transportation - Petrol/Diesel	<input type="text"/>
Transportation - Car hire	<input type="text"/>
Transportation - Taxis	<input type="text"/>
Transportation - Bus/Coach single fares	<input type="text"/>
Transportation - Weekly pass/Multipass	<input type="text"/>
Train fares	<input type="text"/>
Entertainment and recreation - Manx National Heritage card	<input type="text"/>

Entertainment and recreation - Admissions to heritage attractions	<input type="text"/>
Entertainment and recreation - Admissions to sporting events	<input type="text"/>
Entertainment and recreation - Admissions to cinema, theatre or casino	<input type="text"/>
Entertainment and recreation - Equipment hire for sport or outdoor recreation	<input type="text"/>
Entertainment and recreation - Leisure or recreation class fees	<input type="text"/>
Entertainment and recreation - Souvenirs (non-clothing)	<input type="text"/>

How many people does this cover?

What was the **MAIN** activity that you participated in during your visit to the Island?
(please select one answer only)

- ☐ Motorsport - TT/MGP
- ☐ Motorsport - Other
- ☐ Cycling holiday
- ☐ Sporting event (inc. walking, cycling, running, etc)
- ☐ Golf holiday
- ☐ Outdoor activity (inc. walking, rambling, glens, parks, landscapes)
- ☐ Heritage Railways
- ☐ MNH sites
- ☐ Theatre/Concert
- ☐ Personal event (wedding, etc)
- ☐ Visit family/friends
- ☐ Other

What were the **OTHER** activities that you participated in during your visit to the Island? (please select as many answers as applicable)

- ☐ Motorsport - TT/MGP
- ☐ Motorsport - Other
- ☐ Cycling holiday
- ☐ Sporting event (inc. walking, cycling, running, etc)
- ☐ Golf holiday
- ☐ Outdoor activity (inc. walking, rambling, glens, parks, landscapes)
- ☐ Heritage Railways
- ☐ MNH sites
- ☐ Theatre/Concert
- ☐ Personal event (wedding, etc)
- ☐ Visit family/friends
- ☐ Other

Please specify what other activity that you have participated in:

What types of transport have you used to travel around the Island?

- ☐ On foot/Walking
- ☐ Bicycle
- ☐ Motorbike/Scooter/Moped (own)
- ☐ Motorbike/Scooter/Moped (rented)
- ☐ Car/Van (own)
- ☐ Car/van (rented)
- ☐ Motorhome/Campervan (own)
- ☐ Motorhome/Campervan (rented)
- ☐ Public bus
- ☐ Coach
- ☐ Train
- ☐ Boat
- ☐ Taxi
- ☐ Transport provided by family/friend

Are you satisfied that there are a sufficient number of flights servicing the Isle of Man?

- ☐ Yes
☐ No
☐ I don't know

Are you satisfied that the flights servicing the Isle of Man are affordable?

- | Very satisfied | Satisfied | Dissatisfied | Very dissatisfied |
|-----------------------|-----------------------|-----------------------|-----------------------|
| <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

Overall, how satisfied are you with doing business on the Isle of Man?

- | Very satisfied | Satisfied | Dissatisfied | Very dissatisfied |
|-----------------------|-----------------------|-----------------------|-----------------------|
| <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

How much do you agree with the following statements?

- | | Strongly agree | Agree | Neither/Nor | Disagree | Strongly disagree |
|---|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| The Isle of Man is a destination which takes care of its natural environment: | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| I was encouraged to behave in an environmentally responsible way | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

Was there anything in particular that you noticed?

What improvements could be made?

Did your visit to the Isle of Man meet your expectations?

- ☐ Exceeded expectations
☐ Met expectations
☐ Failed to meet expectations

Was there anything in particular that exceeded your expectations?

Was there something specific that prompted this feeling?

How many people in your travelling group are in the following age ranges?

0 - 15 years	<input type="text"/>
16 - 30 years	<input type="text"/>
31 - 45 years	<input type="text"/>
46 - 60 years	<input type="text"/>
Over 60 years	<input type="text"/>

Are you registered disabled or have any sensory, physical or mental accessibility needs?

- ☐ Yes
- ☐ No
- ☐ Prefer not to say

What is your main destination?

- ☐ England - North East
- ☐ England - North West
- ☐ England - Yorkshire/Humberside
- ☐ England - The Midlands
- ☐ England - East Anglia
- ☐ England - South East
- ☐ England - South West
- ☐ Scotland
- ☐ Northern Ireland
- ☐ Southern Ireland
- ☐ Wales
- ☐ Channel Islands
- ☐ Overseas

Could you please tell me your home postcode? *(if overseas, write name of the country)*

Do you have any additional comments about your visit to the Isle of Man?

Do you have any additional comments about your journey today?

N.B. Unless otherwise stated, 2023 data is not a direct comparison to 2024 due to 2023 only being based on April – December and 2024 being a full 12 months.



VISIT
ISLE OF MAN



CRUISE **REPORT**

2024

KEY FINDINGS

- In 2024, the Isle of Man welcomed 43 cruise calls.
- The total amount of passengers welcomed on the Island in 2024 was 21,679.
- The total expenditure of these passengers is estimated to be £1,625,925 with an additional Port Fee spend of £255,454.50 bringing the total spend for cruise passengers to £1,881,379.50.
- Douglas was the most called at harbour, with 19 ships able to dock, and 16 anchoring in Douglas Bay with passengers tendering into the harbour.
- 20 ships cancelled their call to the Island for a number of reasons, including weather and changes in schedule.

BACKGROUND

- This report provides data from Visit Isle of Man covering the period 1st January to 31st December, specifically the time of Cruise Ships calls to the Island. The purpose is to provide insight into the economic impact of Cruise calls to the Island.
- The average spend per cruise passenger is provided by Cruise Britain taking an average of a network of cruise ports, destinations and service providers estimating an average spend on the Island of £75 per passenger.



ANNUAL

TOTAL CALLS

2023 Total	2024 Total	Q1	Q2	Q3	Q4
52	43	0	26	17	0

TOTAL PASSENGERS

2023 Total	2024 Total	Q1	Q2	Q3	Q4
17,421	21,679	0	12,284	9,395	0

TOTAL SPEND (£)

Type of Spend	2023 Total	2024 Total	Q1	Q2	Q3	Q4
Passenger Spend	1,219,470.00	1,625,925.00	0	921,300.00	704,625.00	0
Port Fees	249,278.88	255,454.50	0	151,243.26	104,211.24	0
Total	1,468,748.88	1,881,379.50	0	1,072,543.26	808,836.24	0

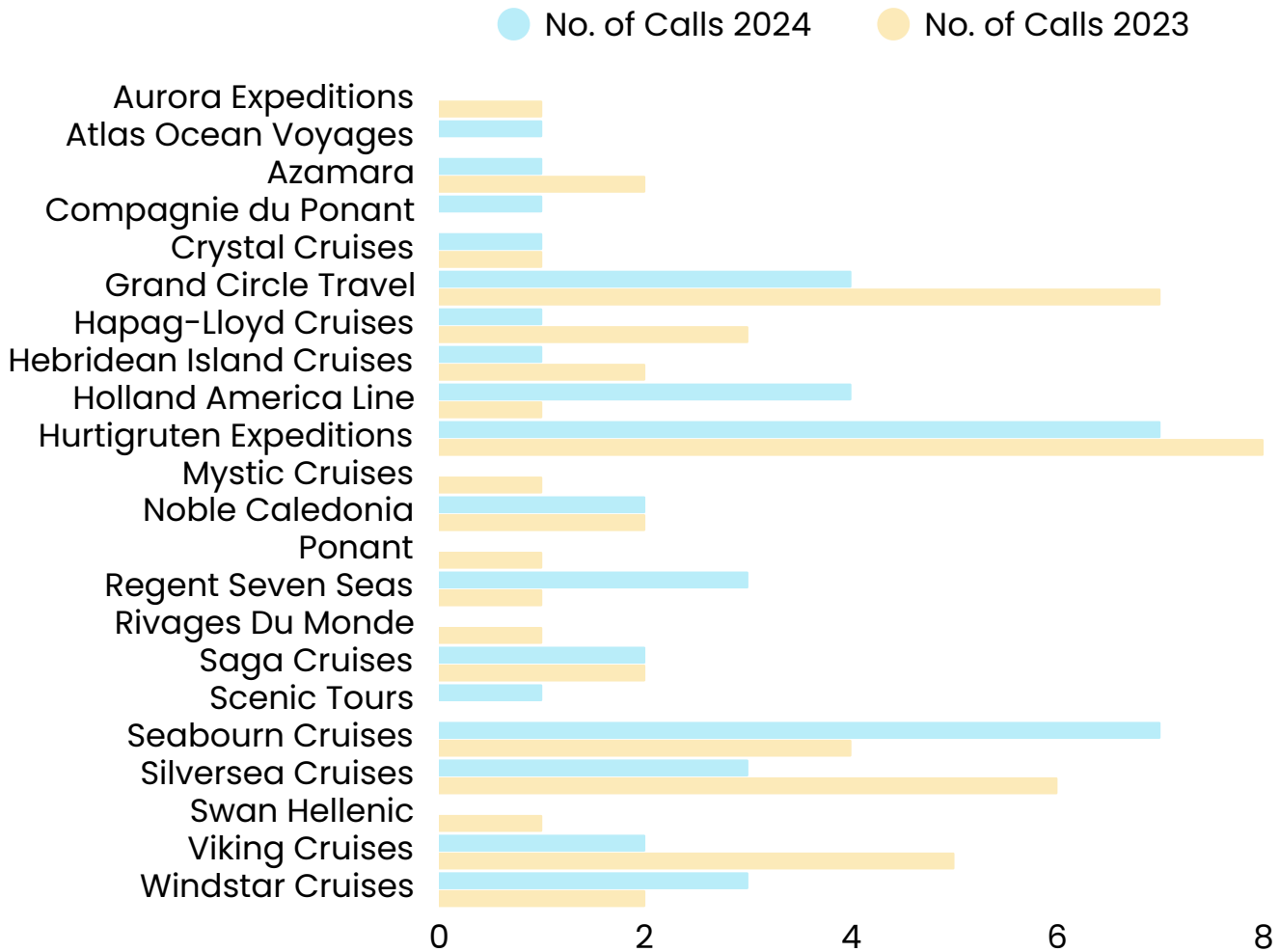
Based on £70 per visitor in 2023, increasing to £75 per visitor as reported by Cruise Britain. This change reflects both a growing demand for enhanced experiences and inflationary pressures.

TOTAL CANCELLATIONS

2023 Total	2024 Total	Q1	Q2	Q3	Q4
9	20	0	6	13	1

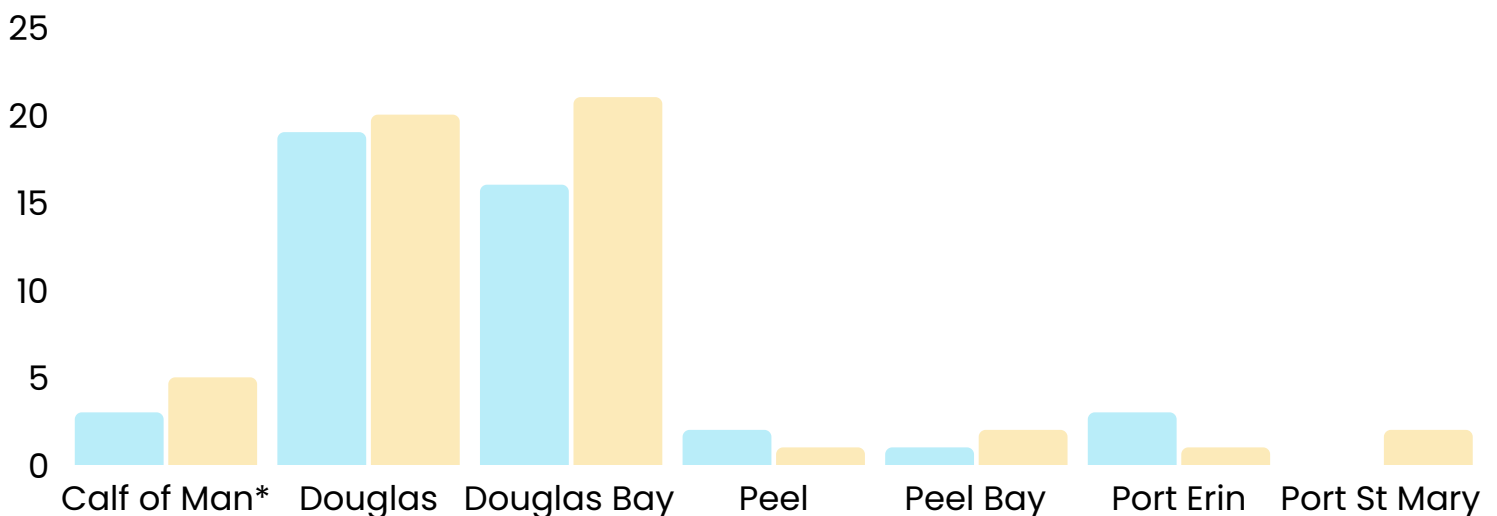
ANNUAL

CRUISE LINE CALLS



BERTH LOCATION

● 2024 ● 2023



*Calf of Man stops are scenic stops and passengers do not disembark. These passengers are not counted in the passenger total. In 2024 Seabourn Venture stopped at the Calf of Man twice after berthing in Douglas, this is counted as one visit but both locations are noted in the table above.

Douglas Bay & Peel Bay indicates passengers needed to tender in to the harbour.

QUARTER TWO

TOTAL CALLS

2023 Q2	2024 Q2
26	26

TOTAL PASSENGERS

2023 Q2	2024 Q2
4,794	12,284

TOTAL SPEND (£)

Type of Spend	2023 Q2	2024 Q2
Passenger Spend	335,580.00	921,300.00
Port Fees	121,569.87	151,243.26
Total	457,149.87	1,072,543.26

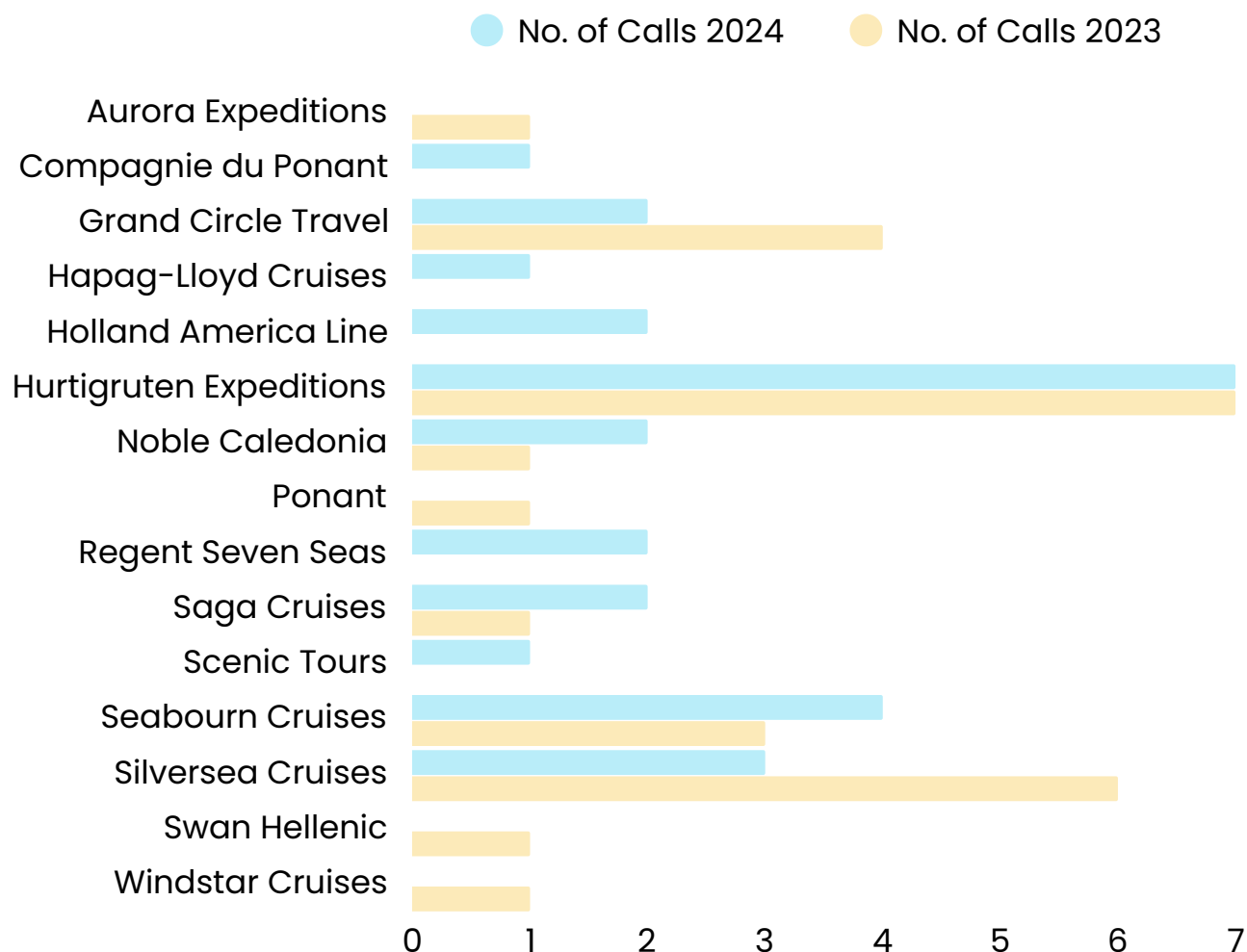
TOTAL CANCELLATIONS

2023 Q2	2024 Q2
2	6

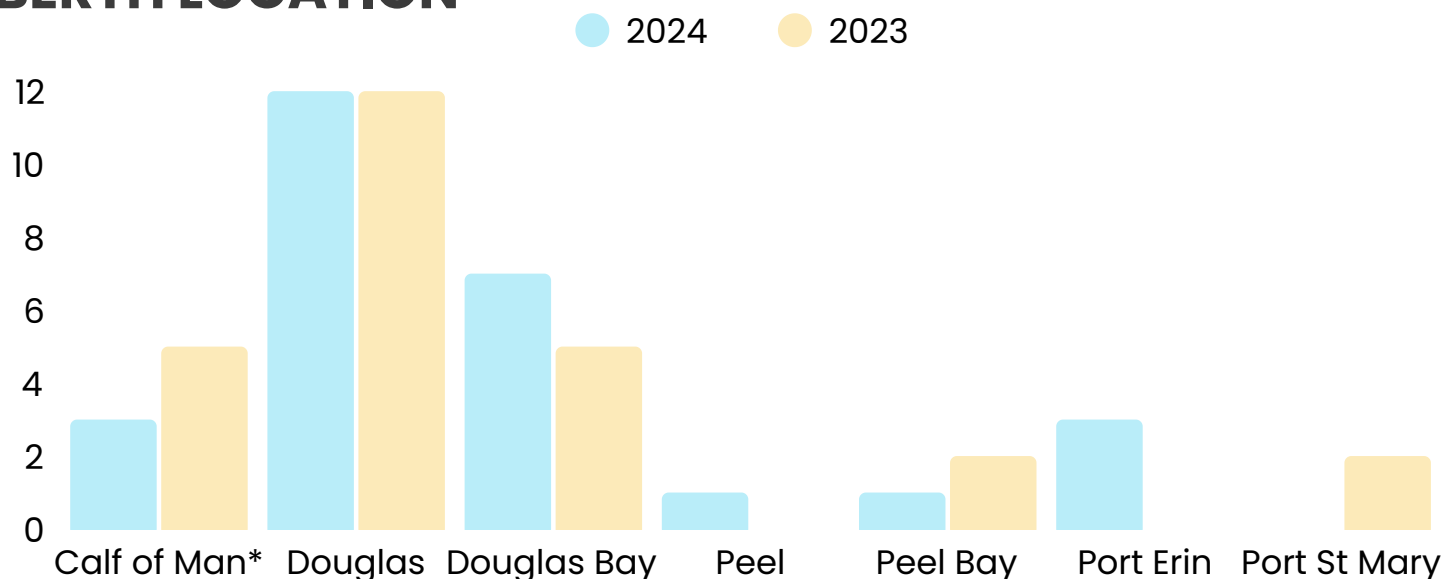


QUARTER TWO

CRUISE LINE CALLS



BERTH LOCATION



*Calf of Man stops are scenic stops and passengers do not disembark. These passengers are not counted in the passenger total. In 2024 Seabourn Venture stopped at the Calf of Man twice after berthing in Douglas, this is counted as one visit but both locations are noted in the table above.

Douglas Bay & Peel Bay indicates passengers needed to tender in to the harbour.

QUARTER THREE

TOTAL CALLS

2023 Q3	2024 Q3
23	17

TOTAL PASSENGERS

2023 Q3	2024 Q3
12,225	9,395

TOTAL SPEND (£)

Type of Spend	2023 Q3	2024 Q3
Passenger Spend	855,750.00	704,625.00
Port Fees	113,492.08	104,211.24
Total	969,242.08	808,836.24

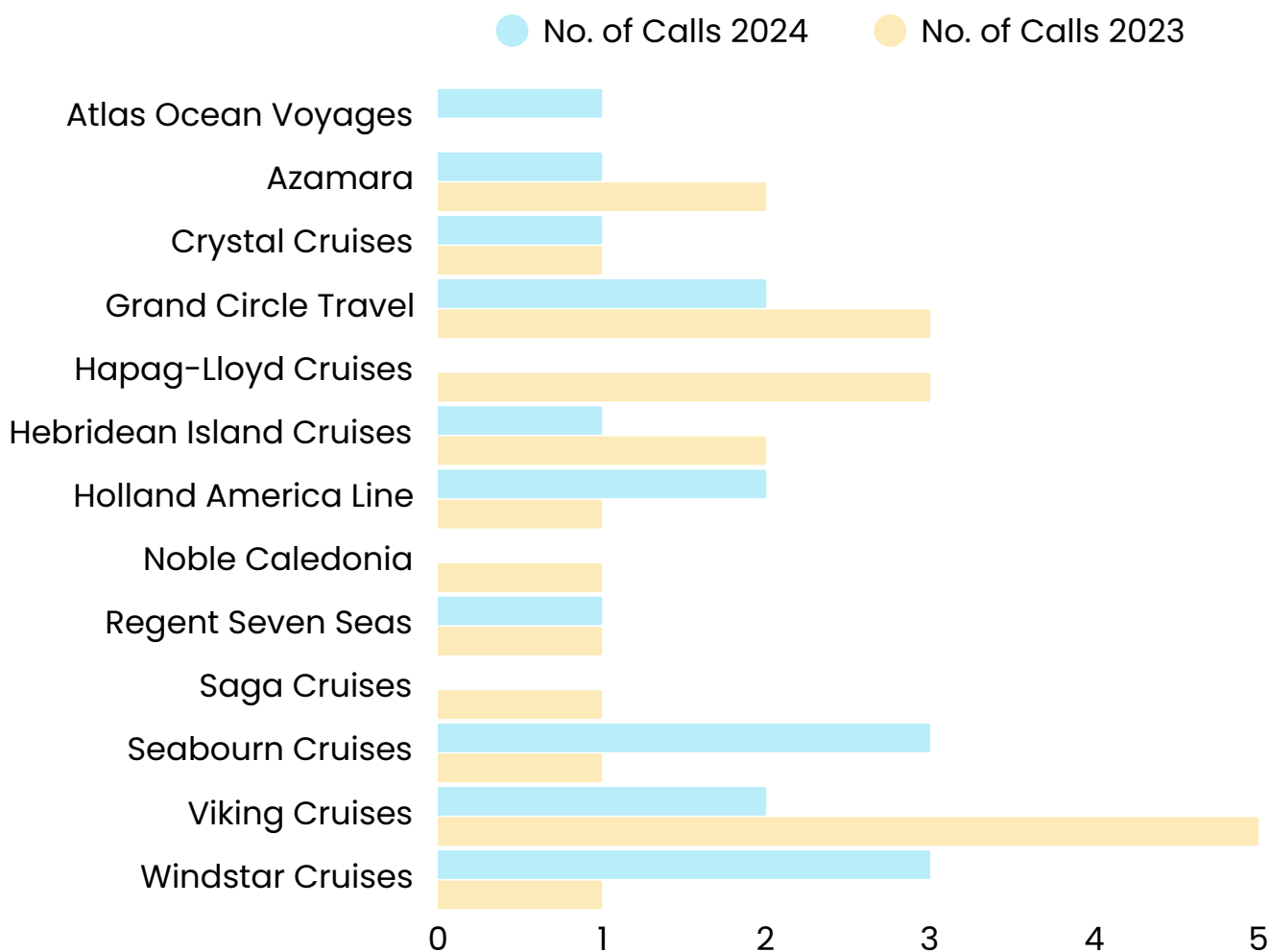
TOTAL CANCELLATIONS

2023 Q3	2024 Q3
6	13

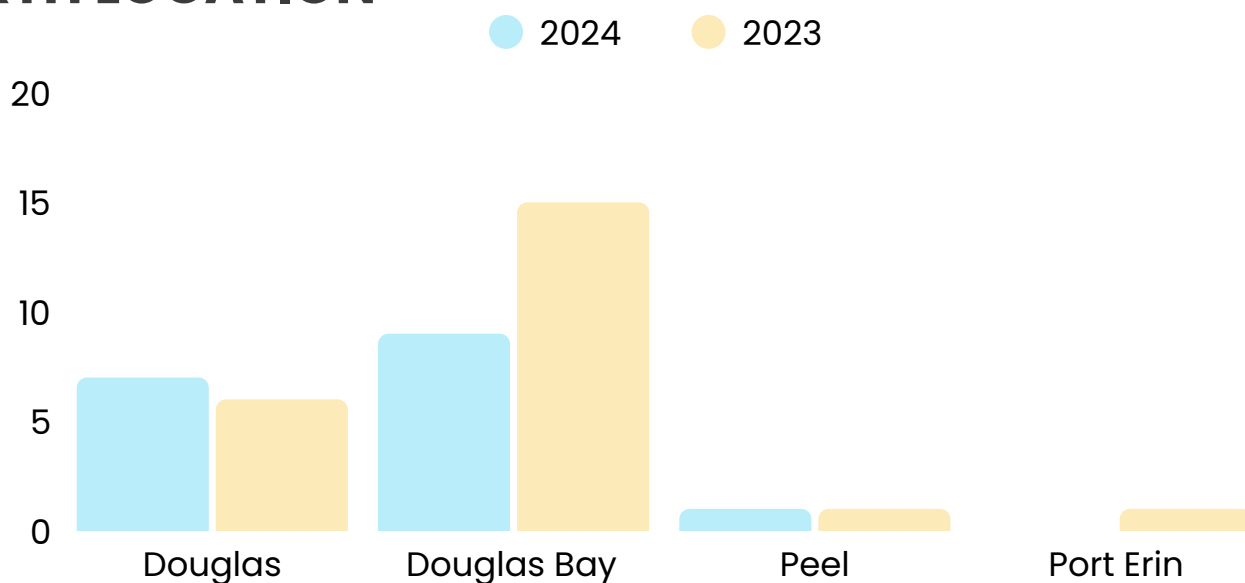


QUARTER THREE

CRUISE LINE CALLS



BERTH LOCATION



Douglas Bay indicates passengers needed to tender in to the harbour.



VISIT
ISLE OF MAN

