

EXTRAORDINARY IS...



FALLING IN LOVE

WITH AUTUMN

AUTUMN CAMPAIGN TOOLKIT
September - November 2022

#IOMstory

CAMPAIGN AIM

We aim to showcase the Isle of Man as a quality visitor destination where visitors can 'fall in love with autumn' in our UNESCO Biosphere Reserve, and where special moments can be shared with friends and family. We will embrace the epic landscapes that can be discovered by two feet or two wheels, the unique artisan offering, the rich culture and heritage which is ready to be explored, the cosy retreats for the perfect getaway, and the dark skies which provide bountiful opportunities to see nature in all its glory.

The campaign messaging will strongly convey that you can escape the everyday this autumn, and feel a world away, yet close to home. The ease and accessibility of getting to the island will be strongly communicated - 'just a short flight or hassle-free sail away'. It will also show that autumn is a time for excitement; excitement for new experiences, new adventures and new memories. There will be emphasis on the breadth and abundance of outdoor activities and experiences that can be enjoyed throughout this season, showing that the island can be enjoyed all times of the year.

We have developed this toolkit specifically for you to amplify your business within the autumn campaign. It will provide you with practical information on how you can get involved through your own channels.

So as we rejoice in the last weeks of summer, we invite you to warmly embrace the season that changes the colour of the Isle of Man; that brings our glens to life with golden light and bronzed leaves, and turns our landscapes to blankets of purple heather.

Extraordinary is...falling in love with autumn.



ASSETS

- Walking & Hiking
 - Guided & Self-Guided
 - The Best of the Raad ny Foillan
 - Railway Rambles
 - Upland Walking Routes
- Adventurous Experiences
- Mountain Biking
- Nature & Wildlife
- History & Heritage
 - Manx National Heritage Sites
 - Heritage Railways
- Arts & Culture
- Indoor Activities
 - Museums
 - Galleries
- Dark Skies
- Accommodation
 - Cosy Retreats
 - Boutique Stays
 - Glamping
- Artisan Food & Drink
- Hop tu Naa
- Events



PRIMARY MARKETS

TRADITIONAL TRAVELLERS



Our current core market of returning and regular visitors: emptynesters and retired couples that like to take things at a leisurely pace, want to take closer-to-home breaks, and come for our heritage and culture.

CURIOUS EXPLORERS



Emptynester and older couples that like to take holidays off the beaten track and discover new places. They have a wide range of interests and enjoy the outdoors and nature.

EXPERIENCE SEEKERS



Pre-family couples and families that love to socialise and try new things. They are very experience-led, want to escape to the country, and look for a balance between relaxation and active leisure time.

SECONDARY MARKETS & EVENTS

FAMILY ADVENTURERS



Families and extended families that want to spend quality time together on holiday. They are looking for play-focused attractions and activities for younger children and active, family-friendly outdoor pursuits for older children.

HOP TU NAA



Packaging and promoting our cultural festival for family adventurers. Leveraging off the island's unique cultural identity and rich history to appeal to those looking for adventurous and 'learning' breaks.

CONTENT & KEY MESSAGES

This autumn feel a world away so close to home on an island with vibrant landscapes, rich history and a natural playground of unrivalled beauty.

Extraordinary is...discovering views like this

Renowned for its majestic landscapes, the island's rugged cliffs, rolling hills, picturesque glens, hidden coves and panoramic views will have you falling in love with autumn.

WALKING • MOUNTAIN BIKING • CYCLING • GLENS • NATURE & WILDLIFE • OUTDOOR ADVENTURE

Extraordinary is...an island made for adventure

The Isle of Man provides the perfect backdrop for an exhilarating autumn adventure.

OUTDOOR ADVENTURE • WALKING • MOUNTAIN BIKING • GLAMPING • WELLBEING

Extraordinary is...feeding your senses

Fall in love with the taste of autumn on an island that's immensely proud of its food and drink provenance.

FOOD & DRINK • COSY PUBS • FINE DINING • DISTILLERIES • ARTISAN CAFES • LOCAL PRODUCE

Extraordinary is...an island rich in history

This autumn dive into fascinating history and rich heritage on the Isle of Man.

HISTORY & HERITAGE • HERITAGE RAILWAYS • ARTS & CULTURE

Extraordinary is...uncovering a world of magic and fairytales

Uncover a world of tangled tress, twisty trails and hidden tales of giants and fairies.

FOLKLORE • HISTORY & HERITAGE • ARTS & CULTURE • DARK SKIES

KEY MESSAGING - TRADITIONAL TRAVELLERS

WHAT ARE THEY LOOKING FOR?

Heritage, culture, railways, museums, landmarks, castles and monuments. This target audience also includes those who just simply seek a short break away with their partners and/or friends to relax and generally just have a 'good time' with good food and company. They enjoy the accessible variety the Isle of Man has to offer and that it is an island - giving the sense of escapism, yet still being close to home.

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KEY MESSAGING - CURIOUS EXPLORERS

WHAT ARE THEY LOOKING FOR?

Great outdoors, walking & hiking, nature, wildlife, marine life, stargazing, beaches, glens, forests, food & drink, heritage & culture, and wellness experiences.

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KEY MESSAGING - EXPERIENCE SEEKERS

WHAT ARE THEY LOOKING FOR?

New experiences closer to home. These can include cycling and mountain biking, watersports, hiking, electric scooters, climbing. They're also big on wellness and 'me time' so are big on new faves such as sea and glen dipping, and locally sourced, sustainable food and drink experiences.

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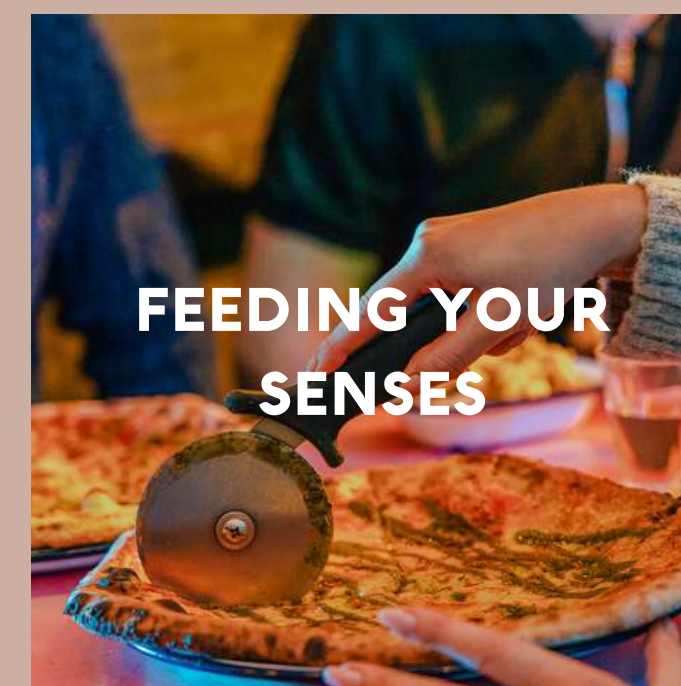
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KEY MESSAGING - FAMILY ADVENTURERS

WHAT ARE THEY LOOKING FOR?

Family activities; quad bikes, watersports, electric scooters, pony-trekking, and adventures; glens, forests, beaches, cycling and mountain biking routes. Woodland walks with magical creatures, wallabies and wizards, fairies and folklore.

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**CREATING
CHERISHED
MEMORIES**

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**ENJOYING AUTUMN
WITH THE FAMILY**

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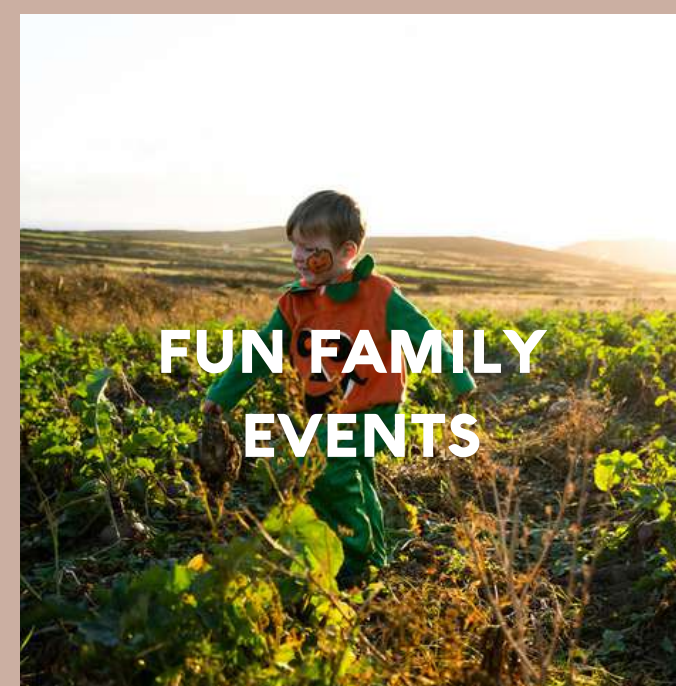
**FAMILY FRIENDLY
OUTDOOR PURSUITS**

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**A PLACE OF
FAIRYTALE
CREATURES**

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**FUN FAMILY
EVENTS**

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**A NATURAL
PLAYGROUND FOR
KIDS**

HOW TO GET INVOLVED

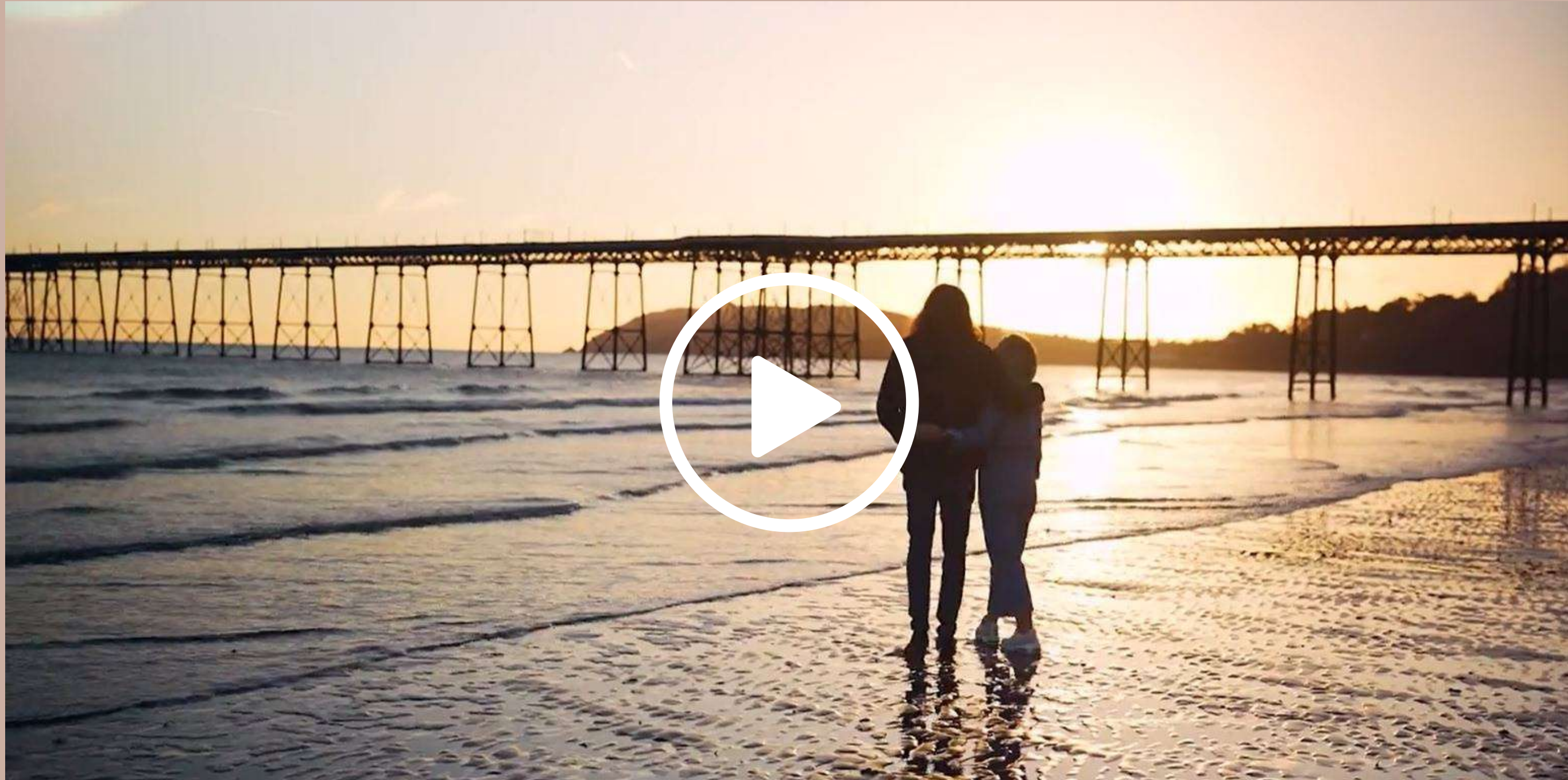
We need your support to amplify our autumn campaign, whether that's sharing the key messaging and content or using our marketing assets, i.e. our stunning autumnal imagery or our promotional video. The more we work together, the more we can show to visitors the extraordinary story of the Isle of Man, of an island that turns into a kaleidoscope of colours in autumn, a place to create cherished memories with family, friends and loved ones, a place that's a welcome escape so close to home.

Ways you can get involved include:

- **upload offers** for autumn 2022 to www.visitisleofman.com (these will then be shared on social and in our newsletters)
- **use the campaign imagery, video and taglines** in your own marketing activity to heighten awareness of your own business
- **review the Mann Social 'Social Media Content Guides'**
 - consistently talk to your customers and understand how they use social media and what channels they use
 - create content buckets to help efficiently plan your social media content
 - mix up your social posts
 - carousel/multi image do well on Facebook, Twitter & Instagram
 - short videos do well on every platform
 - reels do well on Instagram
 - stunning single images do well on every platform
 - consider branching out to TikTok
 - **partner with other businesses** - are there any local businesses you could explore working with to create new experiences for autumn?
 - **share your news and activities** with Visit Isle of Man for consideration to promote in our marketing activities
 - **tag @visitisleofman** and use the **#IOMstory** for a chance to be featured on our social channels

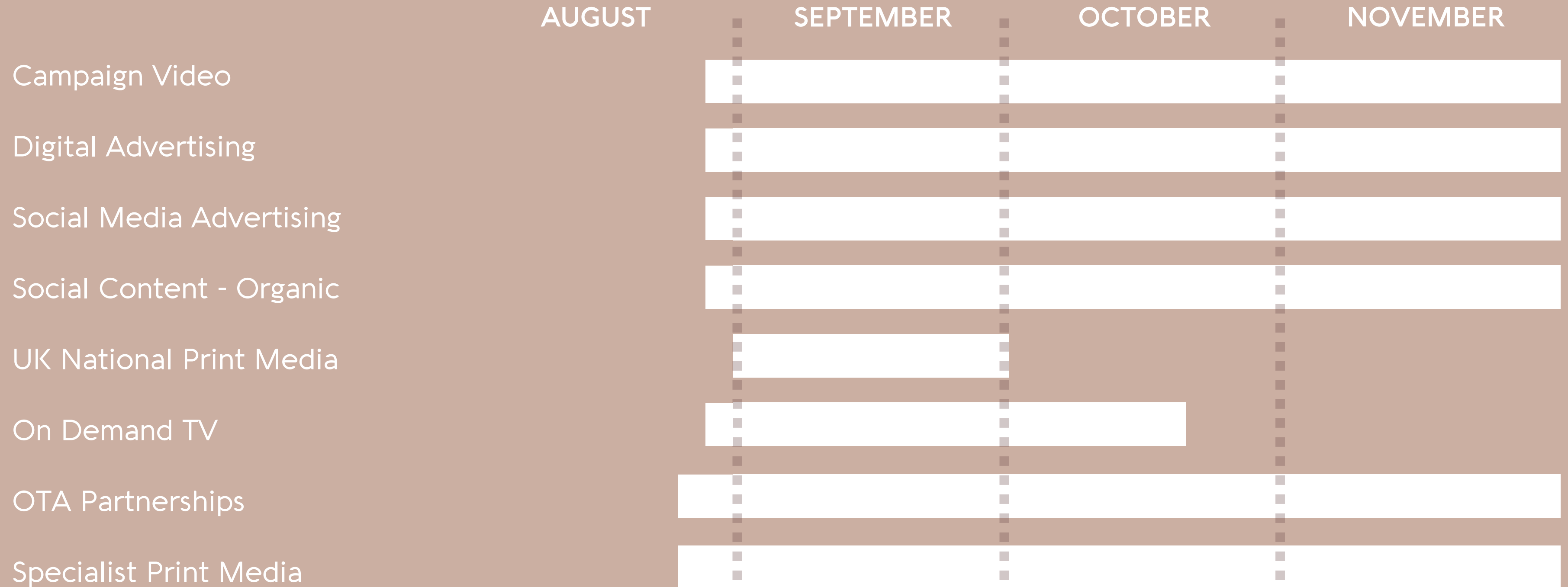


CAMPAIGN VIDEO



<https://www.youtube.com/watch?v=kosiofH-nzs>

CAMPAIGN MEDIA PLAN



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