



As the Events & Conferences Sector representative, I have a very straightforward role on the Visit Agency Board and one simple objective, which is to increase to number and scope of events which will attract visitors to the Island.

As an event organiser myself, I believe I have an empathy with other organisers in respect of what motivates them to do what they do and an understanding of the challenges they face. Although some are professionals who make a living through promoting, many are simply unpaid volunteers who just wish to 'put something back' into their Sport or Art form activity they have been involved in.

In trying to encourage organisers to promote events that will attract visitors, we have been identifying new and existing Island events and looking further afield for events elsewhere that may also be successful if promoted in the Isle of Man. Without wishing to go too Donald Rumsfeldt on everyone, we started with the events we already knew about, then looked further for events that existed but were not particularly well known and now are looking for the new events that were previously unknown to us.

WELCOME FROM RICHARD



fletcher@manx.net

To progress this, I work closely with the DfE Visit team to engage with and support event organisers. Practical support comes either via the Tourism Events Development Scheme (TEDS) for financial security or with Marketing assistance to help promote the event to the target audience. The Board recently approved the expansion of the Events team and accordingly we have ambitious targets built into the 2020 Tourism Marketing Plan in respect of Visitor numbers to events for next year

This year saw several new events take place which received support from the TEDS guarantee and brought additional bed-night visitors to the Island. These included the Netball International, a round of the North West Regional BMX championships, the Manx International Cycling Stage Race and we still have the Xtreme Triathlon to look forward to in September.

Looking ahead to 2020, I would ask that any organisers of existing or new events who have not already been approached by the Visit team or me, to please get in touch as we would love to help grow your events and bring more people to the Island.

In parallel to the event promotions, the Board has also agreed to focus on three niche outdoor activity markets which we believe the Island is well equipped to compete in. These are Golf, Walking and Cycling. Whilst specific events will play an integral and supporting part of the plans for developing these three product areas, the features the Island already has - i.e. Golf courses, walking paths and quiet lanes are what will be promoted, alongside the generic messages around beautiful scenery, historical attractions and delicious artisan food and drink.

With Brexit and the current weakness of the Pound, if we look back at the Isle of Man's position in the Tourism market, I don't think there has been a better time during my adult life than now, for us to energetically pursue success in the staycation sector.

2020 – bring it on.

Contact the team

Manx Culinary Apprentice Scheme Launched

The New 'Manx Culinary Apprentice Scheme' has been launched. Together with local Hospitality owners, the Visit Isle of Man Executive Agency and University College Isle of Man (UCM) have launched a new 'Manx Culinary Apprentice Scheme', with an aim to nurture and grow new culinary talent to service the Islands prospering hospitality sector. Primarily based around workplace employment, the new Apprentice Scheme, which will be accepting students from this September, is a 12 month programme built around 1 day a week at UCM and 4 days in the working kitchen of the employer, providing an emphasis on Apprentices gaining valuable hands-on experience and sound knowledge from industry mentors. The scheme is open to all residents on Island over the age of 16 years, with no specific entry requirements. Upon completion, successful Apprentices will be awarded a NVQ Level 2 'City and Guilds' Diploma in Professional Cookery and will have qualified to work full time within the local Hospitality and Catering industry.

Read More



The Department has prepared a [Brexit Checklist](#) on how to prepare your business for a potential "no deal". The checklist covers cross border trade, taxation, currency risk, product regulations, IIP rights, legal issues and employment and staffing considerations.

Please do not hesitate to contact our Department for assistance with any business-related Brexit concerns by emailing brexit@gov.im

The Enterprise support team are also offering a 50% grant of up to £5000 as part of the Business Improvement Scheme for Isle of Man Businesses looking to complete a Brexit consultancy project.

[Read More](#)

Fair Trading and Fraud Advice

We have been made aware of a possible scammer doing the rounds to multiple accommodation providers so here is a reminder to look at the link to the fraud advice page on the Trade Site. If you require any further information please contact the Office of Fair Trading.

[Read More](#)

Mannin Media Literature Ordering

If you wish to collect your literature order from Mannin rather than having it delivered, please update the delivery address to "Mannin Media Collection". Your order will then be left at the Mannin Media Offices for you to collect.

Simply Marketing Blog

Alison Teare from Simply Marketing has written a helpful blog on how to attract your ideal customer online. Have you ever stopped to think about who you really want using your products or services? Not everyone makes the ideal customer but there are ways you can attract a more desirable client...



[Read More](#)

Last Minute and Special Offers

A polite reminder to update your Special Offers and Last Minute Availability section on the Visit Isle of Man website for any Autumn Availability that you may have. For guidance on how to add an offer, see section 4.8, page 28 of the [Extranet User Guide](#).

[Login](#)

Industry News

- The Isle of Man welcomed an additional eight cruise ships this month with a further seven scheduled for September and October.
- There are a number of events happening around the Island in September. For further details please visit the Visit Isle of Man Events page [Click here](#)

UNESCO Biosphere

Would your business like to Partner UNESCO Biosphere Isle of Man?

Among the Isle of Man's many special attributes is that it is the only 'entire nation' UNESCO Biosphere in the world. Biospheres are recognised by UNESCO (part of the UN) for two key features: people and a special environment.

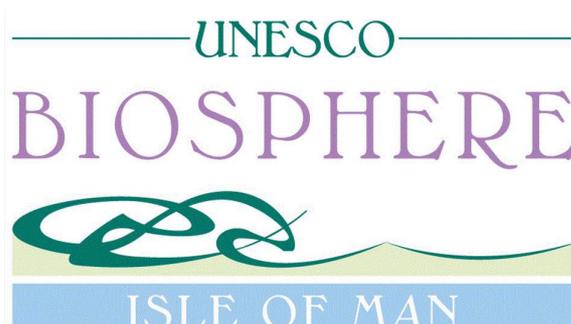
Biosphere connect people with nature, celebrate our sense of place and work towards a more sustainable future. Partners commit to the six-point Pledge, although you don't have to be fulfilling all aspects of the Pledge – or be perfect! It's about pulling together and demonstrating you are doing your bit for a better Island and planet. Read more about the pledge on the link below.

If you become a Partner, you can use the UNESCO Biosphere Isle of Man logo in your marketing to tell visitors you are a business that cares.

Visit www.biosphere.im, email biosphere@gov.im or ring 01624 686080.

[Read More](#)

Upcoming Events



Monday 9th September 2019
6:30pm- 7:30pm



Wednesday 25th September 2019
2pm-5pm
Promenade Suite, Villa Marina, Douglas

DEFA, Thie Slieau Whallian, Foxdale Road, St John's

This free informal session gives you the chance to tell your visitors about our Biosphere.

The Isle of Man is the only entire nation Biosphere Reserve in the world, reflecting the fact we are a special place for people and nature.

[Book now](#)

In this training session you will learn how you can use YouTube to consistently attract new customers, what content works and great examples from other tourism businesses. Youtube could be the social media tool you are looking for to market your tourism business.

[Book now](#)



Wednesday 6th November 2019
6pm- 9pm

iMuseum, Kingswood Grove, Douglas

In this training session you will learn how to create the right content for your audience, how to get ideas for your content and which type of content will work best for you.

[Book now](#)



Wednesday 27th November 2019
2pm-5pm

Promenade Suite, Villa Marina, Douglas

In this session you will be joined by **Anthony Walker, Data Protection Officer for Department for Enterprise** – Together, we will to show you how to be more confident to use email. During this session we will learn how to build strong relationships and increase repeat bookings.

[Book now](#)

20 of the world's best waterfalls
The Guardian



[Read More](#)

Isle of Man: Beautiful castles, wild coasts & epic adventure - breaks beyond the TT races.
The Express



[Read More](#)

