



THE EXTRAORDINARY STORY





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BACKGROUND

THE EXTRAORDINARY STORY OF THE FIRST ENTIRE NATION IN THE WORLD TO BE RECOGNISED AS A UNESCO BIOSPHERE RESERVE

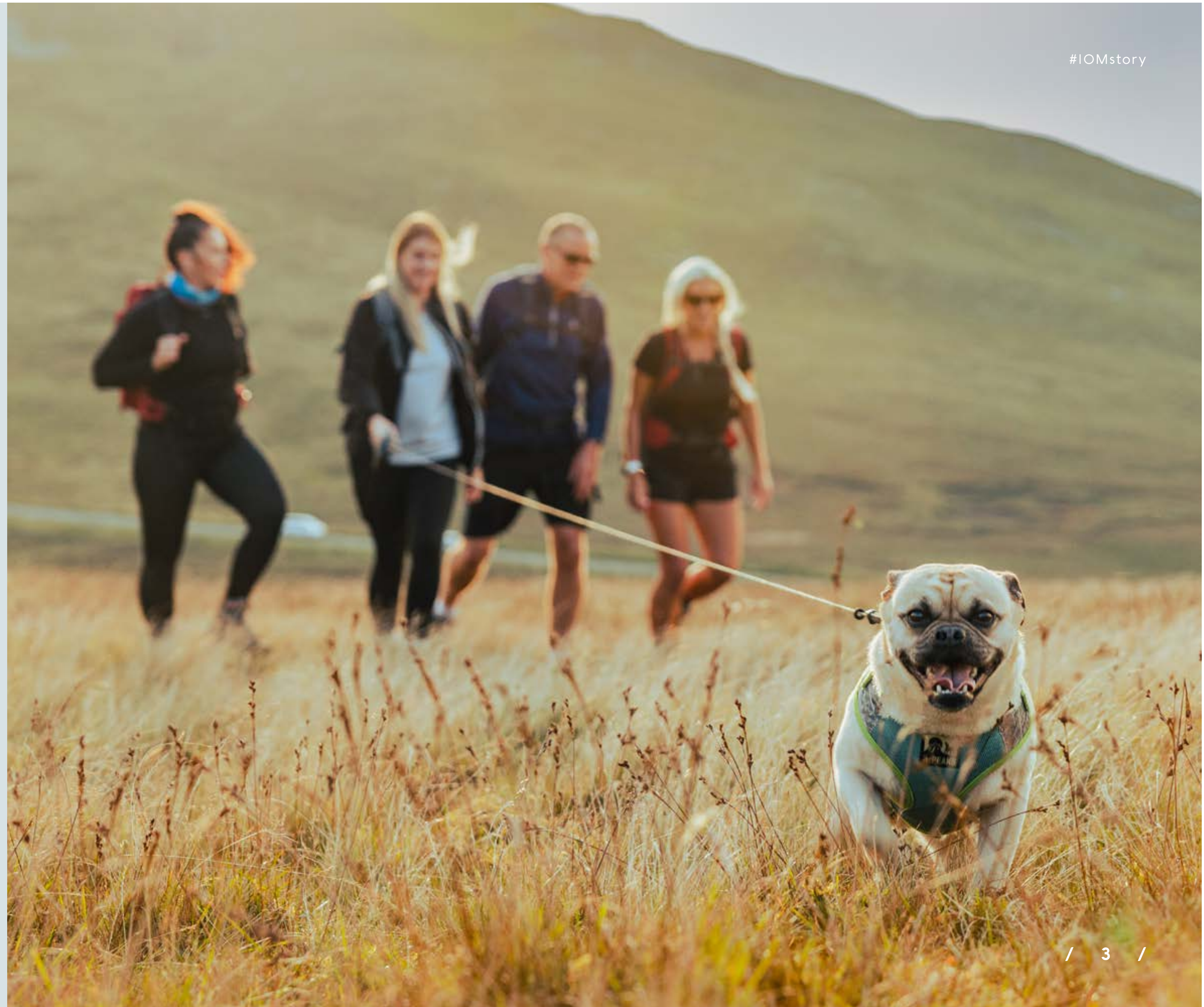
This accolade is a proud testament to the richness and scope of the Island's awe-inspiring nature, its ancient and compelling history, and the vibrancy of its culture.

A Biosphere is where visitors can really witness sustainable development in action. They're special places with inter-connected ecosystems supporting a diverse array of native flora and fauna, and communities which work on conservation while also living off their natural environment.

The campaign - The Extraordinary Story - will celebrate and promote all that is special about the Isle of Man and its unique UNESCO Biosphere status, helping to provide a real 'sense of place'. It will inspire and help visitors to access its rich heritage and culture, past and present, to witness how it has preserved time-honored ways of life, whilst connecting them with the Island's beautiful surroundings that make up its awe-inspiring, natural, adventure playground.

The campaign messaging will strongly convey the notion that you can escape the everyday and feel a world away, close to home which communicates the ease and accessibility of getting to the Island. It will also emphasise the copious, wide-open spaces there are to instill confidence in visitors to consider the Isle of Man as a safe destination.

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



INSIGHTS

*When it comes to holiday travel, 30-40% will plan trips a month or more in advance, while the majority will make plans less than a month ahead of time.

**63% of people agree it's important that their trip is beneficial to the local community at their destination.

**61% would appreciate an app or website that provides recommendations on destinations where an increase in tourism would have a positive impact on the local community.

***67% want the money they spend while travelling to go back to the local community, and 68% want to have authentic experiences that are representative of the local culture.

**62% will say yes to any travel opportunity their budget allows, while money is no object for 39%. 'Wildcard' or 'surprise' options where destinations are kept hidden until you get to the airport or aren't part of their usual remit are set to rise in popularity as a result.

***Consideration of the Isle of Man dipped from 42% to 29%- the lowest level of consideration among all the areas tracked. This could be linked to uncertainty about how border and quarantine rules may differ.

***The top barriers to visiting are concerns about the perceived costs of travel (41%) and accommodation (34%). However travel fears related to COVID-19 are also an issue for 23%, while 28% are concerned about borders being open.

***In the North-West, 35% would consider visiting the Isle of Man (this is higher than the IOW at 22% and the Channel Islands at 17%) however, both the Lake District & Wales had higher attraction.

***Looking at holiday activities, predominately 18-25s/26-30s are looking for wildlife experiences, 31-35s for a break from the routine, 36-40s want to experience walking/beauty/landscapes, 41-45s want to enjoy local food and drink as well as relaxation and wellness, with older age groups wanting to experience a variety of everything.



*Think With Google: Holiday travel will look different this year. Here's how marketers can be ready – October 2021.

**Booking.com: Survey – October 2021

***Rare Research: Survey 2021

AIMS

1. To encourage bookings to the Isle of Man throughout 2022/23
2. To promote how visitors can experience and appreciate the Island's UNESCO Biosphere status

Marketing activity will focus on increasing consideration and bookings of holidays to the Isle of Man throughout 2022. By presenting the Island as 'a welcome escape, close to home', activity will focus on celebrating and promoting all that is special about the Isle of Man and its 'sense of place', helping visitors to access our heritage and culture, past and present, and connect them with our surroundings- our natural, adventure playground.



THE EXTRAORDINARY STORY

Stories are what give a sense of place and belonging. They are what makes a destination unique and special. As humans, our lives are made up of stories. We learn and connect best through story telling, it's the stories we hear and see that carry the art of immersion and resonate with every generation.

This campaign turns the page into a new chapter of The Extraordinary Story. We want to celebrate the extraordinary story of how a small Island nestled in the Irish Sea became the first entire nation in the world to receive UNESCO Biosphere status. A status only given to places which reveal something unique and globally significant about the way we perceive our story as both a species and a planet- this is truly one extraordinary story to tell.

WHAT IS... THE EXTRAORDINARY STORY?

This new chapter of The Extraordinary Story is born to showcase the many ways of how and why the Isle of Man came to be the first entire nation in the world to be recognised as a UNESCO Biosphere Reserve.

Below are some ideas that we want you to take on and run with. Make it relevant to your businesses and your target audience and be as creative as you like.

At the back of the guide we've also included our colourway, font, lockup and a little about how we at Visit Isle of Man will be applying the extraordinary #IOMstory. You can use it anyway you want or you can use our guidelines if that helps you out.

AS A SIGN OFF TO A MOMENT IN TIME:

'Extraordinary is... an Island that lives by the rhythm of nature, in time with its endless wonder #IOMstory'

'Extraordinary is... enjoying the flavours of our bountiful land #IOMstory'

AS A CAPTION OR STATEMENT:

Angela's #IOMstory started on the shores of Laxey

AS A TESTIMONIAL:

My #IOMstory is...

AS A CALL TO ACTION:

Let your extraordinary story begin...



OUR TONE OF VOICE

Our messaging is written to stir the soul, to compel action and encourage positive emotions. Centred around the personification of extraordinary and in the third person, making an 'adjective' into a 'proper noun', which allows us to write anything we want with limitless opportunities to sell the assets of the Isle of Man.

GENERIC MESSAGING

EXTRAORDINARY IS...

...NESTLED IN THE IRISH SEA WHERE PEOPLE, NATURAL BEAUTY AND WILDLIFE INTERTWINE TO CREATE STORIES THAT LAST A LIFETIME.

...AN ISLAND THAT LIVES BY THE RHYTHM OF NATURE, IN TUNE WITH ITS ENDLESS WONDER.

...BACK TO THE TRADITIONAL, TO A SAFER AND SUSTAINABLE SANCTUARY.

...A CONSTANT REMINDER THAT WE ARE ALL WELCOME TO BECOME PART OF A GREATER NARRATIVE IN NATURE.

...A WORLD AWAY BUT CLOSE ENOUGH TO HOME.

...CAPTURING MOMENTS AND CULTIVATING MINDFULNESS.

...MAKING MEMORIES BUT LEAVING NO TRACE.



OUR AUDIENCES

Marketing activity will be segmented across our four target audiences: as identified in the ten-year Isle of Man Visitor Economy Strategy, 'Our Island, Our Future'.

For each audience group we have developed a detailed audience profile along with an image library and campaign narrative (shown over the coming pages) that is underpinned by relevant product offerings.

It is important for you to know what audience your tourism business caters for before creating marketing content as this will help to frame your images, written content, creation of special offers and the way you approach your messaging.



55+
**TRADITIONAL
TRAVELLERS**



45+
**CURIOUS
EXPLORERS**



25-45
FAMILY ADVENTURERS



25-45
**EXPERIENCE SEEKERS
(NON-FAMILIES)**

KEY MESSAGING TRADITIONAL TRAVELLERS

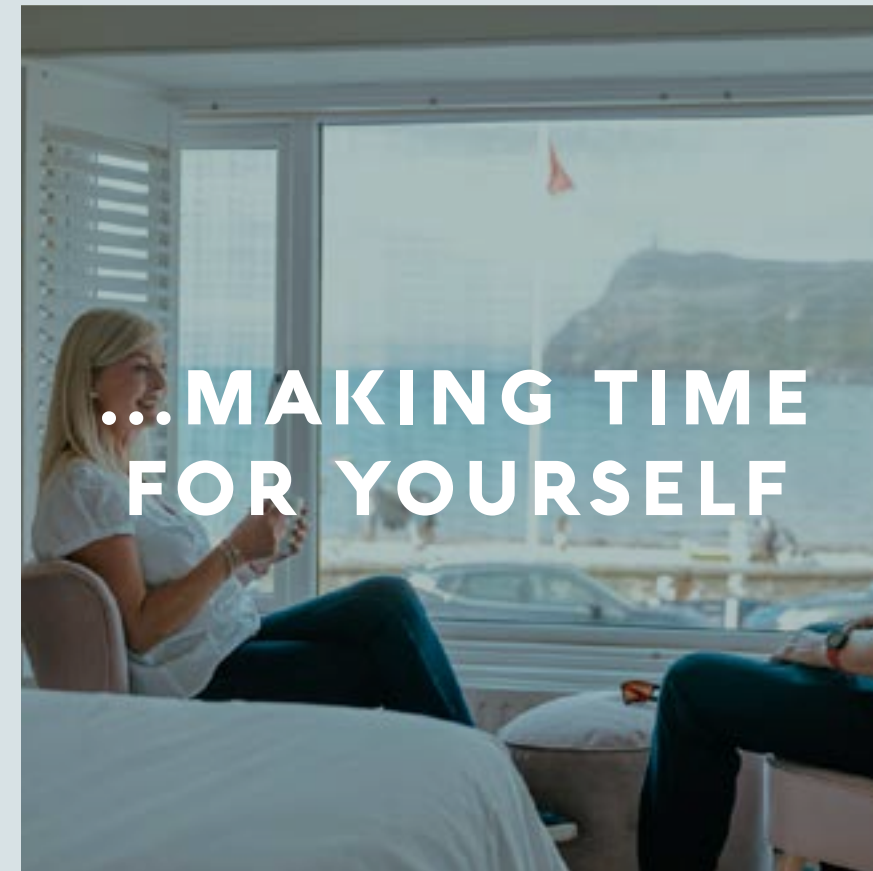
WHO ARE THEY?

Our current core market of returning and regular visitors: empty nesters 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.

WHAT ARE THEY LOOKING FOR?

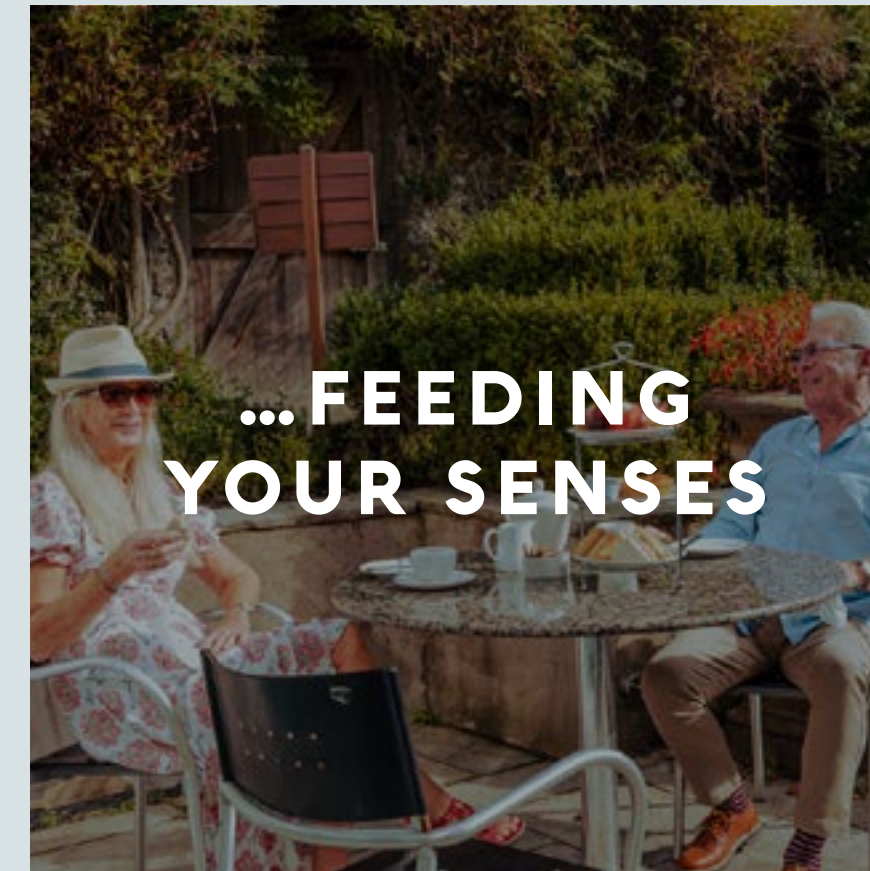
Heritage, culture, railways, museums, landmarks, castles and monuments. However, this target audience also includes those who just simply seek a short break away with their partners and/or friends to relax and generally just have 'a good time' with good food and company. They enjoy the accessible variety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

EXTRAORDINARY IS...



...MAKING TIME
FOR YOURSELF

EXTRAORDINARY IS...



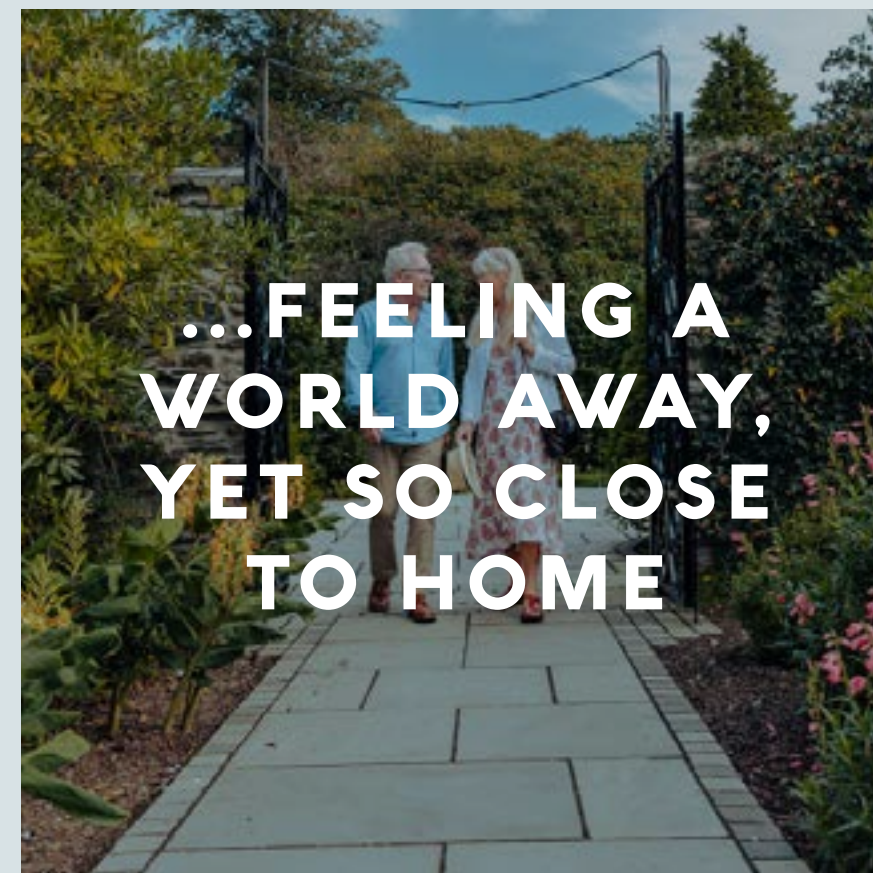
...FEEDING
YOUR SENSES

EXTRAORDINARY IS...



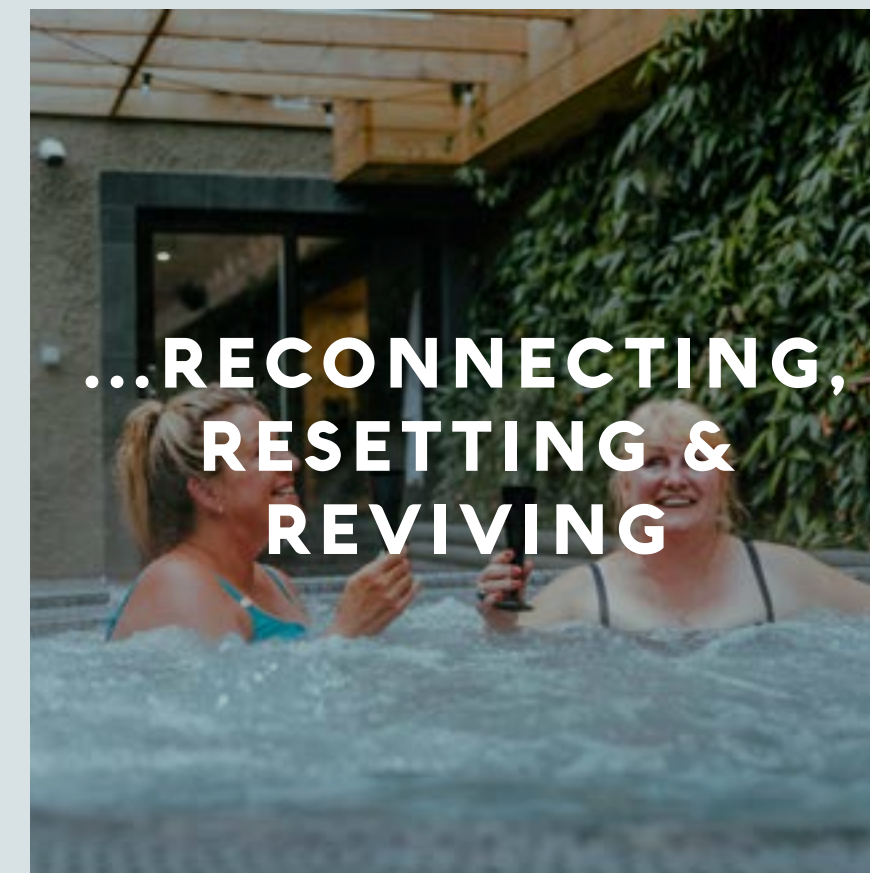
...HONOURING
THE PAST, LIVING
IN THE PRESENT
WHILE NEVER
FORGETTING THE
FUTURE

EXTRAORDINARY IS...



...FEELING A
WORLD AWAY,
YET SO CLOSE
TO HOME

EXTRAORDINARY IS...



...RECONNECTING,
RESETTING &
REVIVING

EXTRAORDINARY IS...



... TAKING THE
SCENIC ROUTE TO
A WHOLE NEW
LEVEL

KEY MESSAGING CURIOUS EXPLORERS

WHO ARE THEY?

Empty nesters 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 heritage and culture, the outdoors and nature.

WHAT ARE THEY LOOKING FOR?

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

EXTRAORDINARY IS...



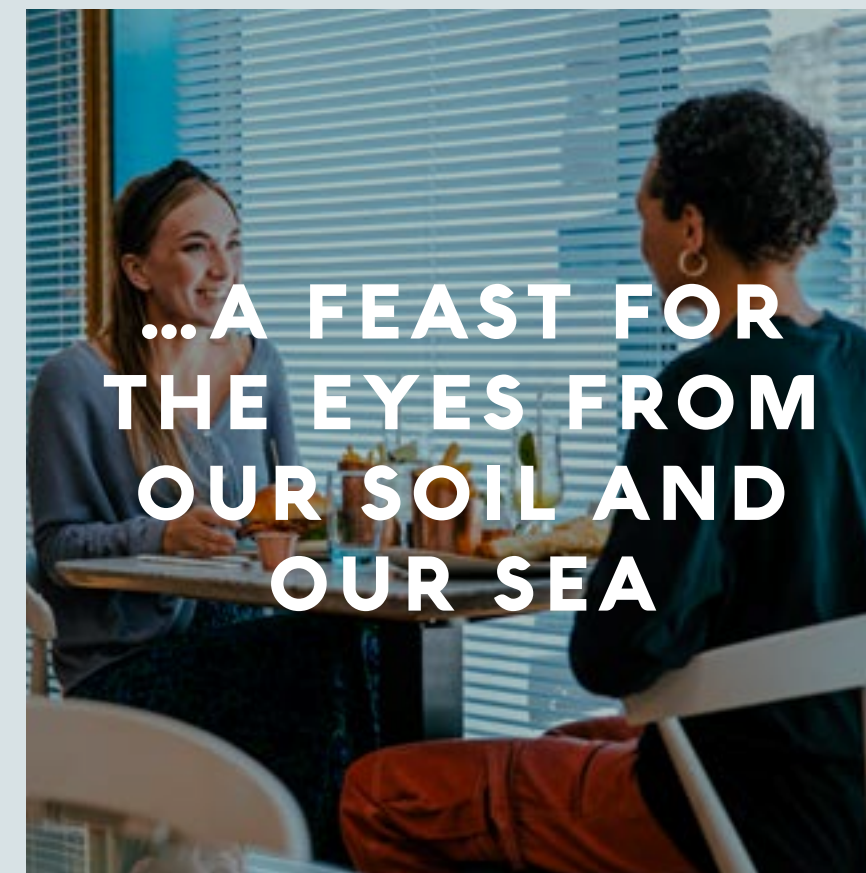
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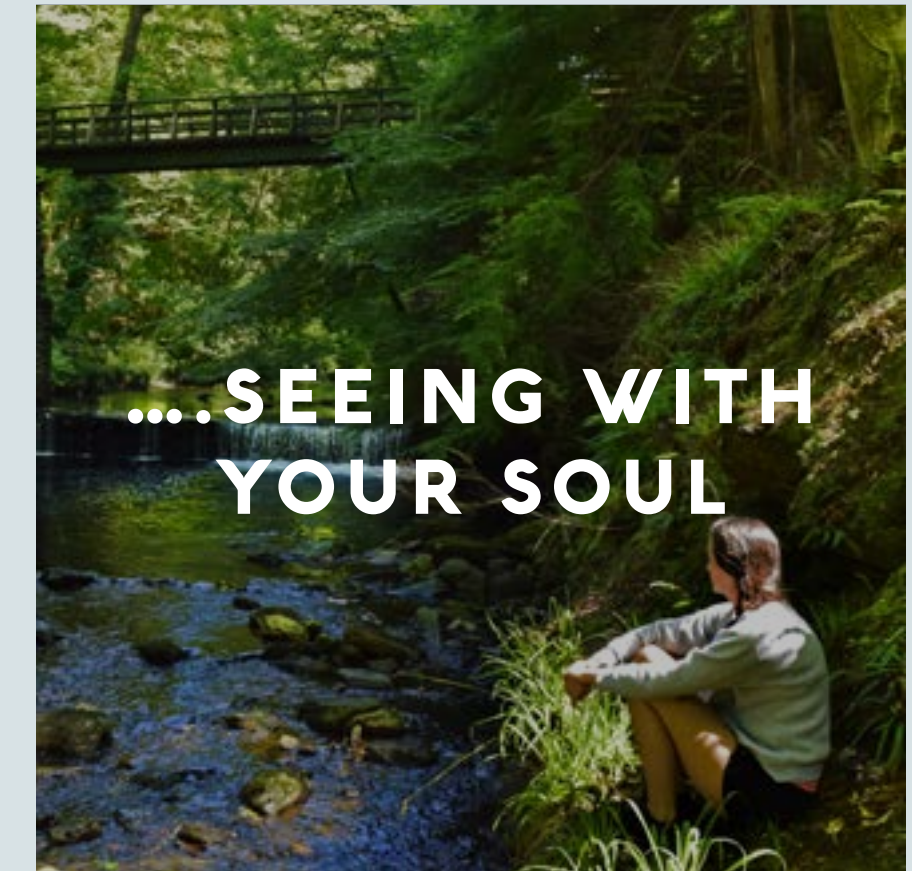
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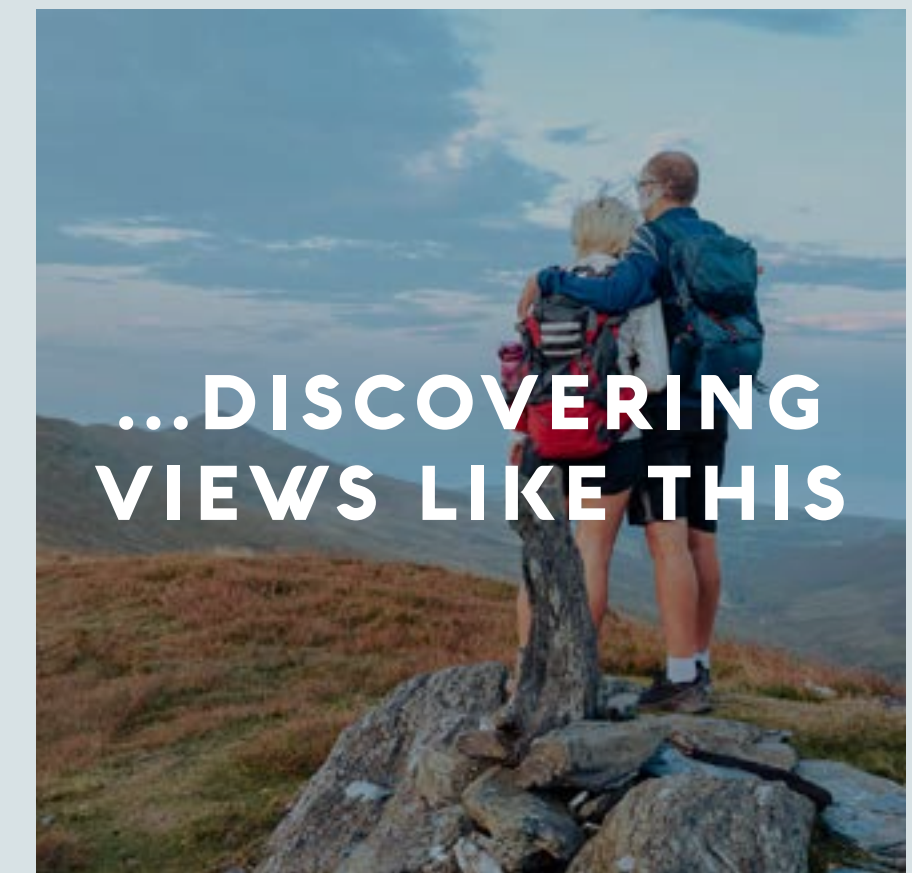
EXTRAORDINARY IS...



EXTRAORDINARY IS...



EXTRAORDINARY IS...



KEY MESSAGING FAMILY ADVENTURERS

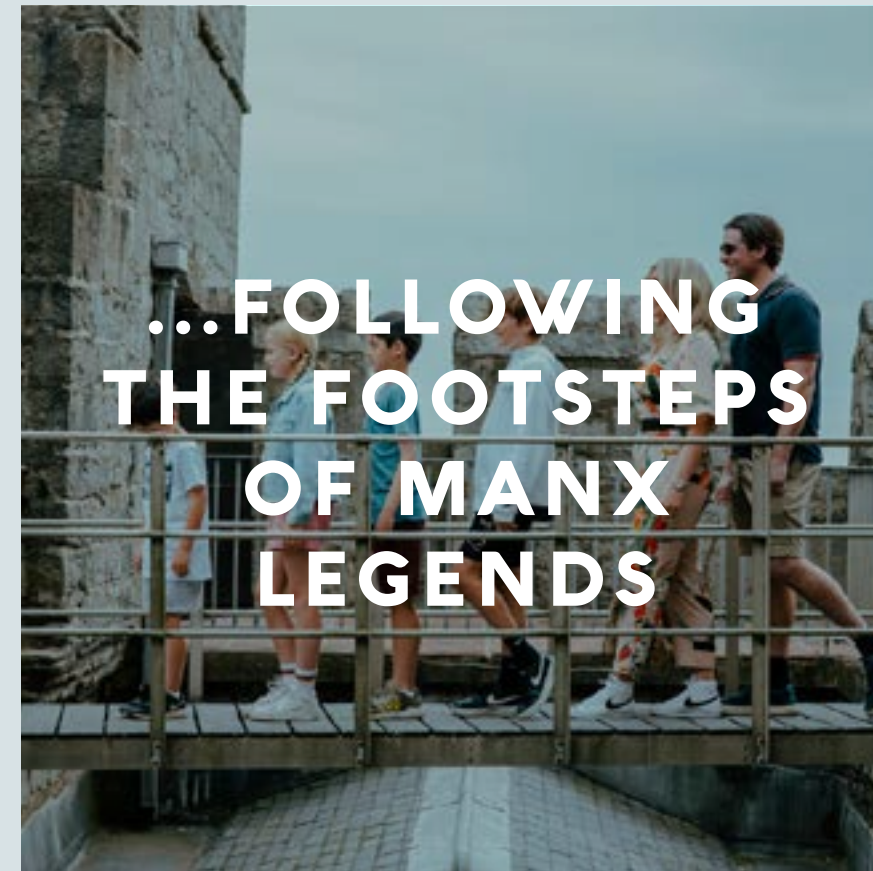
WHO ARE THEY?

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.

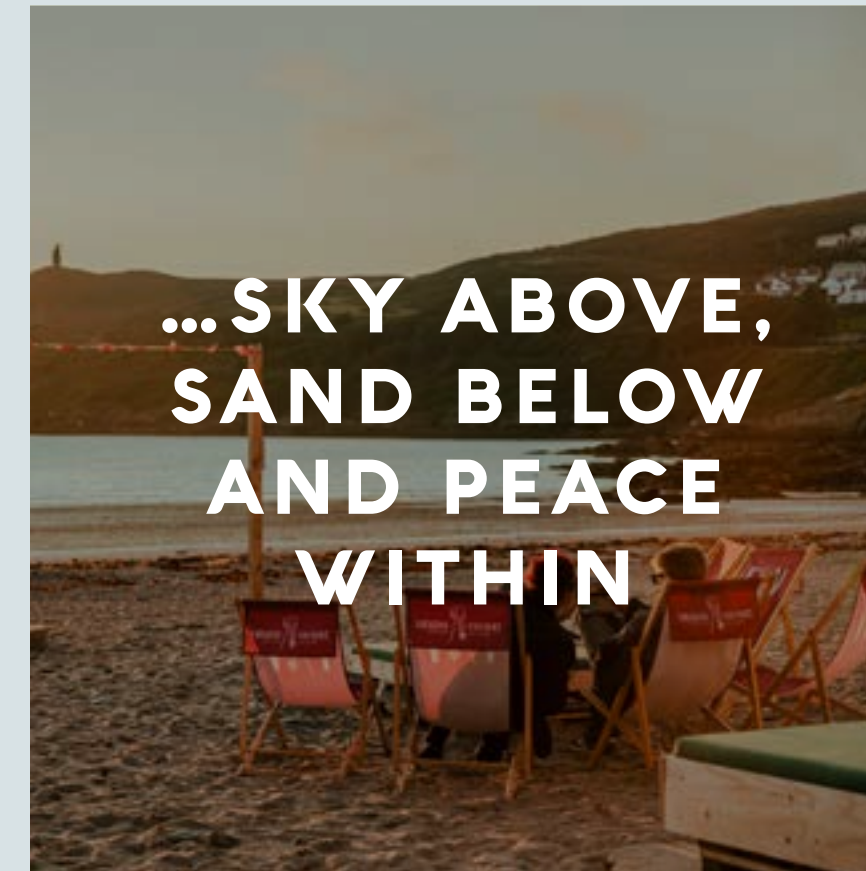
WHAT ARE THEY LOOKING FOR?

Family activities (segways, paddleboarding, gorge walking, quad bikes, pony-trekking, electric scooters, adventure centre) and adventures (beaches, glens, forests, cycle routes etc).

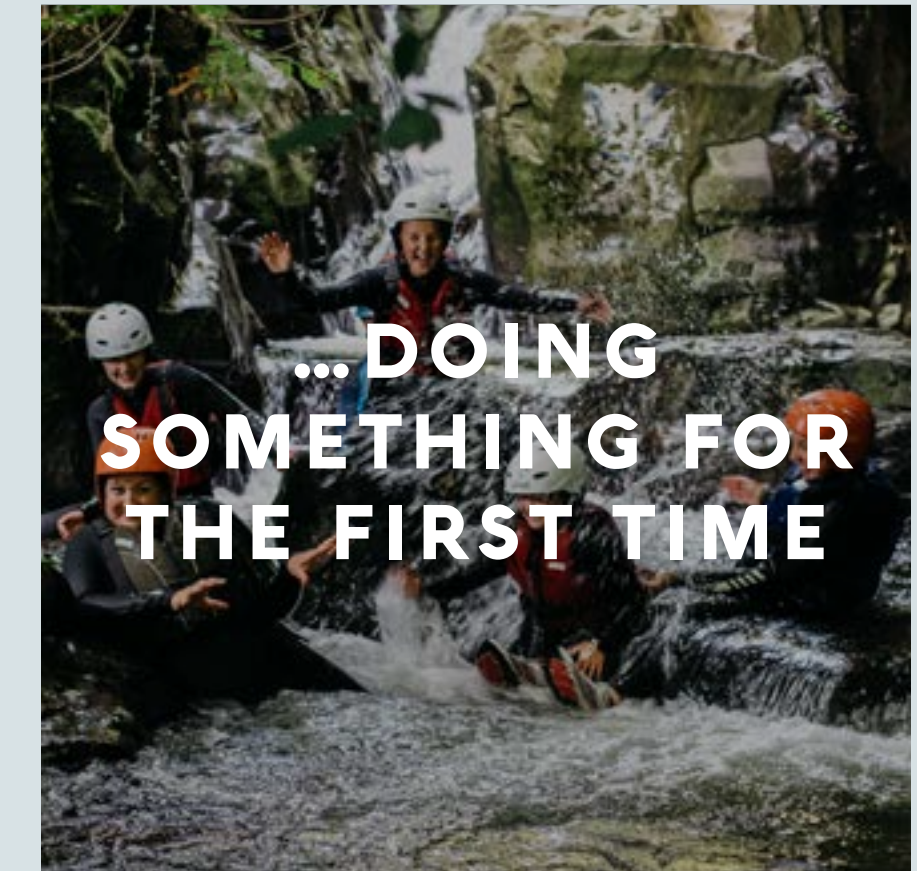
EXTRAORDINARY IS...



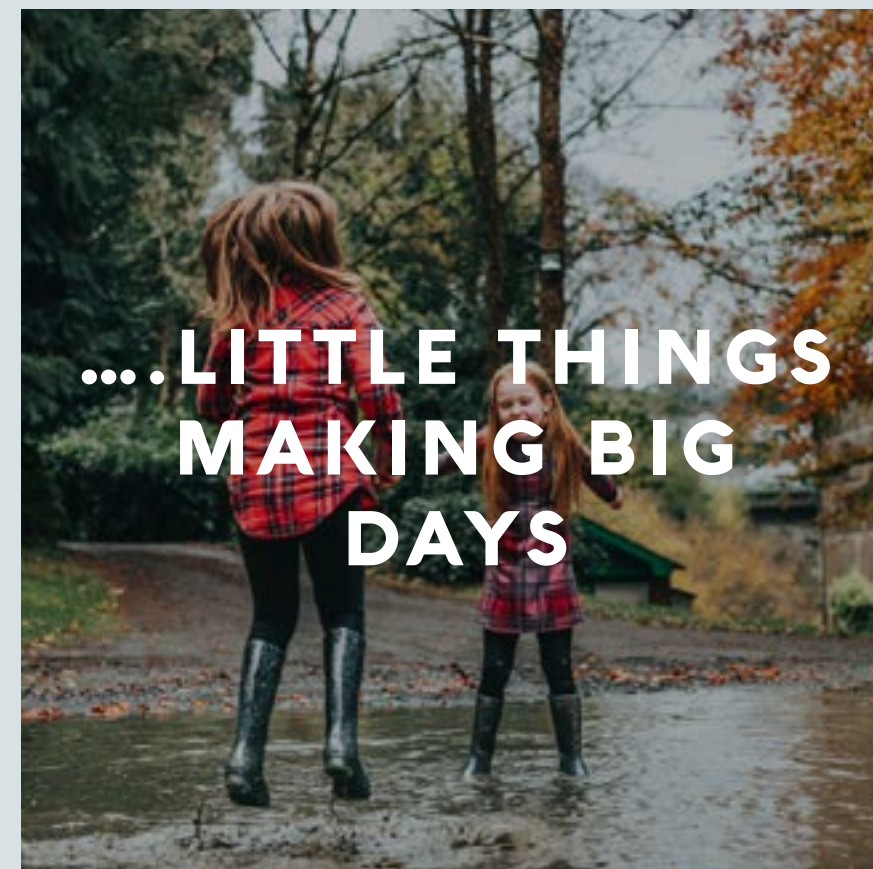
EXTRAORDINARY IS...



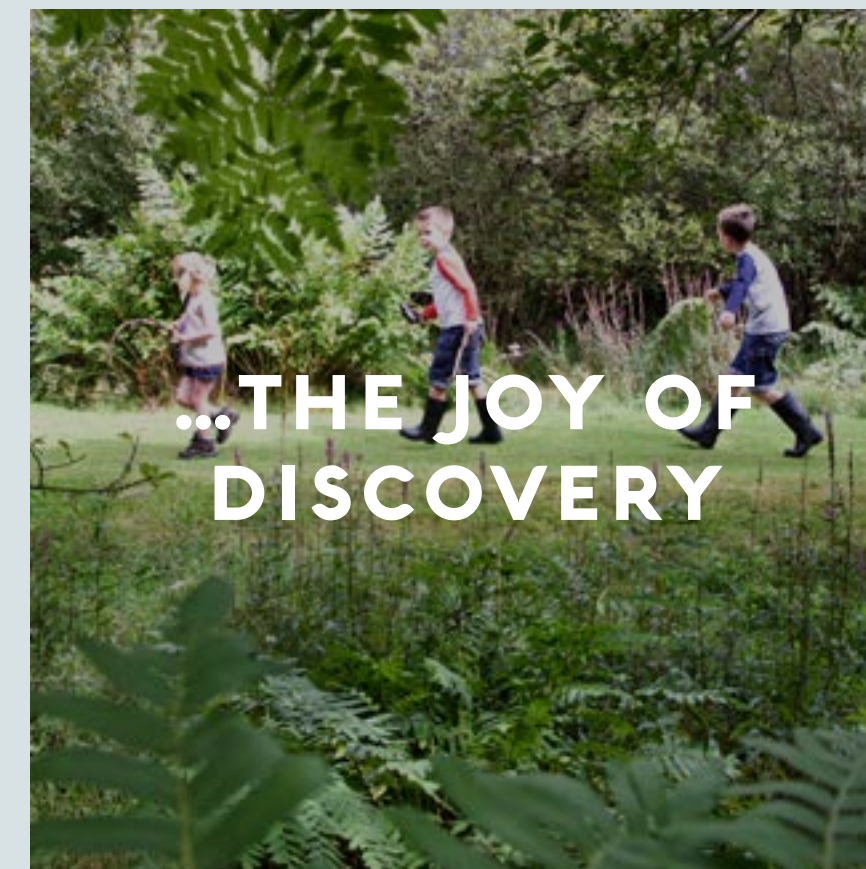
EXTRAORDINARY IS...



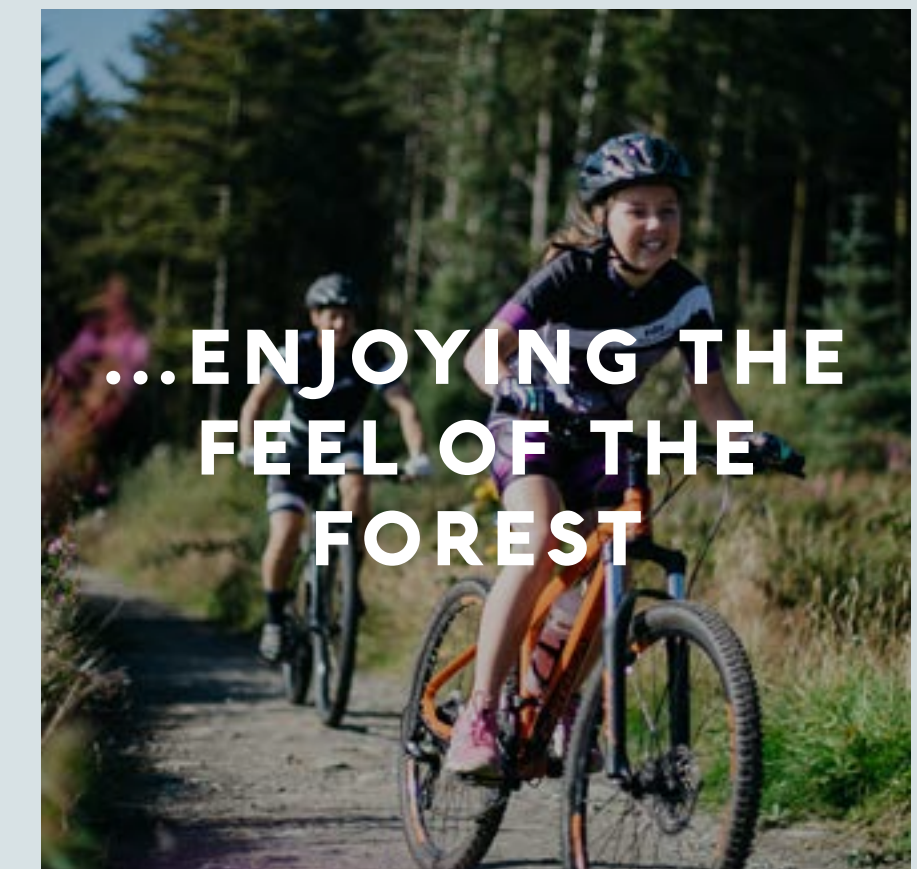
EXTRAORDINARY IS...



EXTRAORDINARY IS...



EXTRAORDINARY IS...



KEY MESSAGING EXPERIENCE SEEKERS (NO FAMILIES)

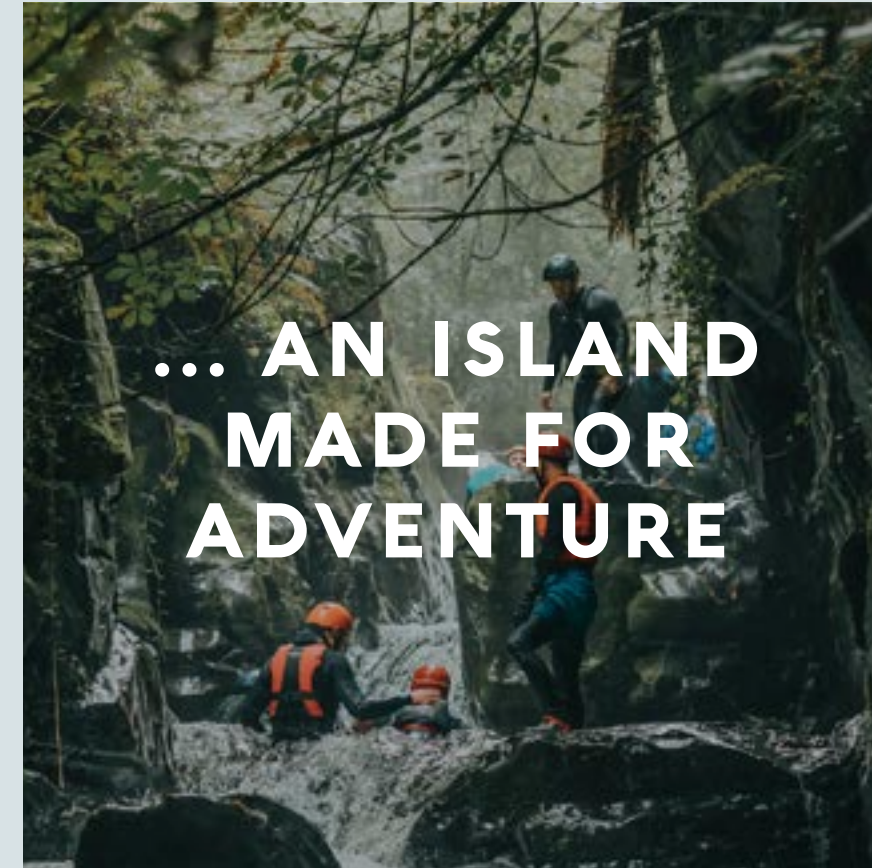
WHO ARE THEY?

Pre-family couples and friends 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.

WHAT ARE THEY LOOKING FOR?

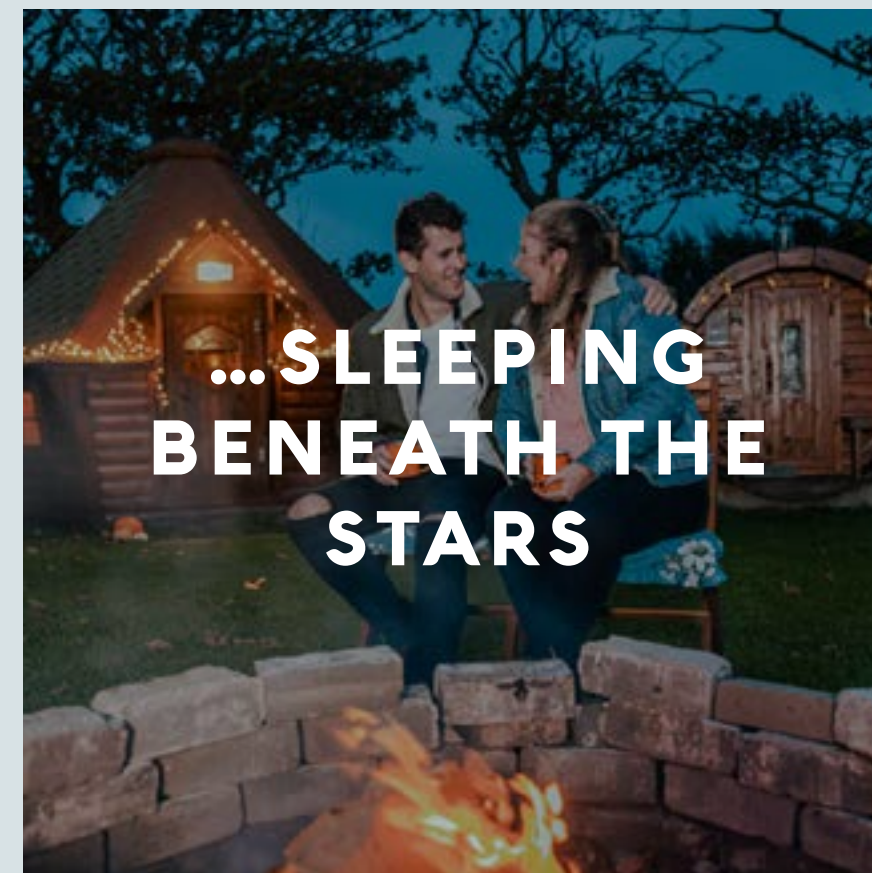
New experiences closer to home (as opposed to having to travel abroad). These can include road and MTB cycling, watersports, hiking, electric scooters and climbing. They're also big on wellness and 'me-time' so are big on new fazes such as sea and glen dipping, and locally sourced, sustainable food and drink experiences.

EXTRAORDINARY IS...



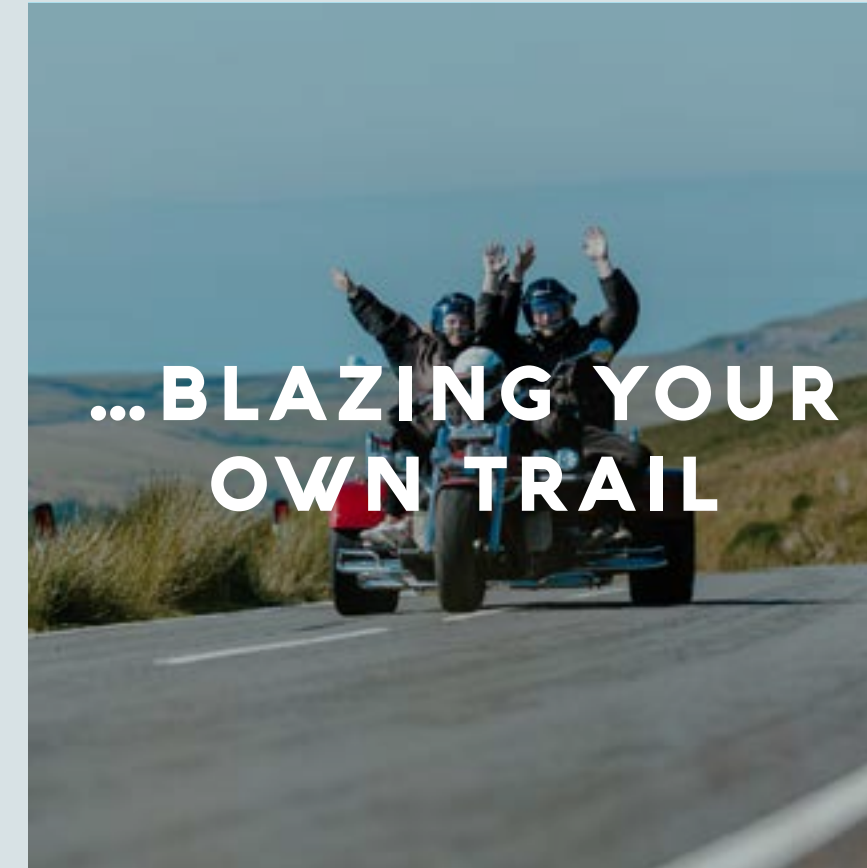
... AN ISLAND
MADE FOR
ADVENTURE

EXTRAORDINARY IS...



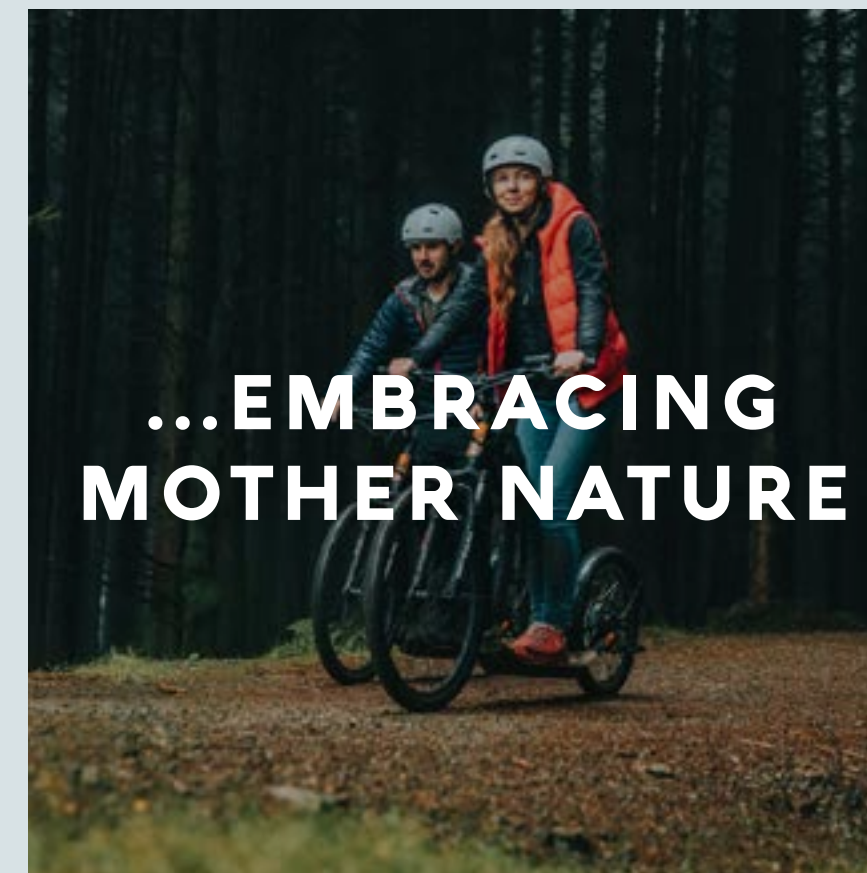
...SLEEPING
BENEATH THE
STARS

EXTRAORDINARY IS...



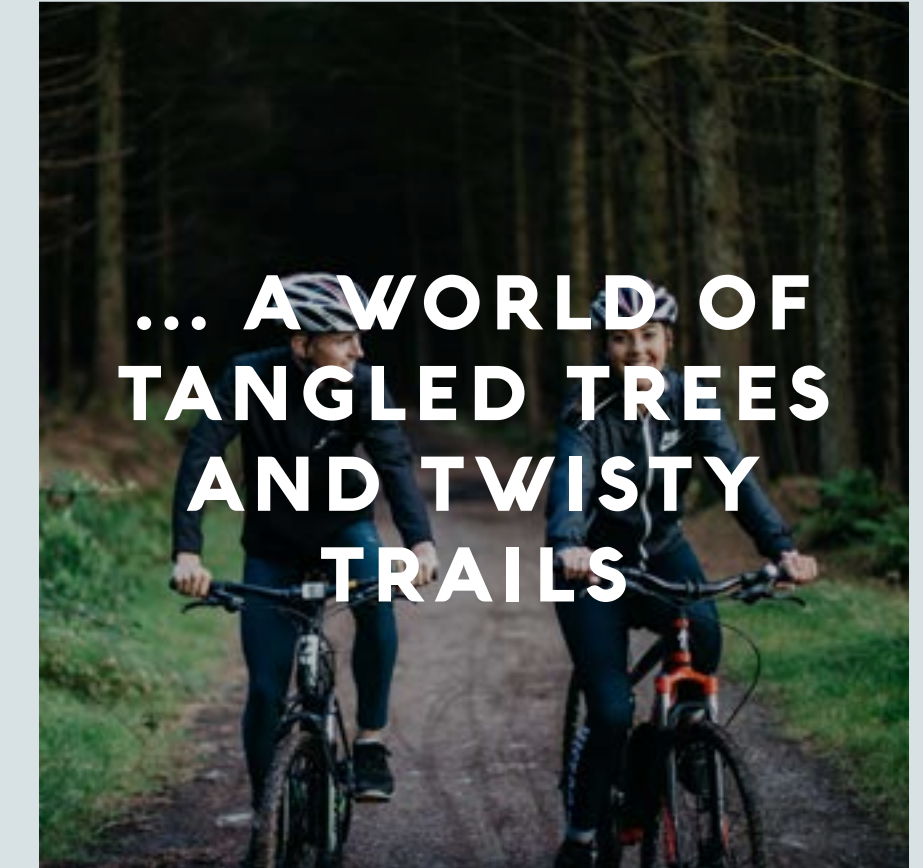
...BLAZING YOUR
OWN TRAIL

EXTRAORDINARY IS...



...EMBRACING
MOTHER NATURE

EXTRAORDINARY IS...



... A WORLD OF
TANGLED TREES
AND TWISTY
TRAILS

EXTRAORDINARY IS...



...A MELTING POT
OF CHARACTER
AND TASTE

HOW TO GET INVOLVED

We need your support to amplify The Extraordinary Story, whether it's sharing the campaign messaging, using a stunning campaign image or making sure your visitisleofman.com web listing reflects how your business is championing the campaign theme. Using the campaign messaging and images will allow you to get involved easily. Images and a few carefully selected words can transform your promotional effort. Other ways you can get involved include:

UPLOAD OFFERS FOR SUMMER/AUTUMN 2022

USE THE CAMPAIGN IMAGERY AND TAGLINES IN YOUR OWN MARKETING ACTIVITY TO HEIGHTEN AWARENESS OF YOUR OWN BUSINESS

SHARE HIDDEN GEMS - This is your opportunity to inspire visitors to discover the Isle of Man's unique UNESCO Biosphere status. Highlight something or somewhere that is special and unique, and/or include 'local tips' and 'did you know' interesting facts.

BECOME A UNESCO BIOSPHERE BUSINESS PARTNER -

We will be celebrating and promoting Travel and Tourism Biosphere Partners who are creatively developing and promoting unique ways for our visitors to enjoy all that is special about the Isle of Man.

PARTNER WITH OTHER BUSINESSES - Are there any local businesses you could explore working with to create new experiences that showcase our UNESCO Biosphere status and help to bring it to life? E.g A guided foraging walk followed by dinner?

SHARE YOUR NEWS AND ACTIVITIES WITH THE VISIT ISLE OF MAN TEAM FOR CONSIDERATION TO PROMOTE THROUGH OUR PR ACTIVITIES



COLOUR PALETTE

The suggested palette is formed from the fabric and rich culture of the Isle of Man within the master Extraordinary Story toolkit. Focussing on key colours from the palette allows us to have a more nature-based tone, in keeping with this year's Biosphere product lead.

LEADING COLOUR FOR 2022



DHOON DEPTHS

7713C
C83 M28 Y43 K12
R7 G128 B134
#067F85



**BASKING
BLUE**
7459C
C72 M9 Y9 K13
R65 G152 B181
#4298B5



**LOAGHTAN
BROWN**
4725C
C13 M42 Y43 K31
R174 G138 B121
#AE8A79



**AURORA
GREEN**
7723C
C69 M0 Y54 K7
R80 G166 B132
#50A684



**WATERS
EDGE**
318C
C48 M0 Y18 K0
R136 G219 B223
#88DBDF

TYPOGRAPHY

Throughout all our communication we use one common font to promote consistency and recognition of The Extraordinary Story campaign.

HEADLINE FONT

We lead with Aquawax as our headline font. It reflects our Island's relationship with water and the surrounding sea, along with our Biosphere's 10 marine nature reserves.

With its blade-like tail and fin-like strokes our headline font is at home on land as it is on water.

Extremely readable at small sizes, making it perfect for body text and webfont use.

Born for advertising and branding, perfect for body copy, optimized for maximum screen readability and it covers over 200 languages.

Use Aquawax Black or Bold within headlines to help with legibility and for maximum standout, other weights can be utilised when creating advertising within smaller media spaces. When setting headlines the heavier font weights can be used to emphasize key words or information.

IOM EXTRAORDINARY STORY

A modern sans serif typeface which features character forms derived from the Island's Viking and Celtic heritage. Use sparingly for single word posts, short titles and pull-out quotes.

USAGE

Aquawax Regular can be used in addition of Black or Bold to create hierarchy in headlines and titles.

Georgia is to be used as body copy or footnotes only. Georgia lends itself to body copy as it's highly legible at small sizes and is available as a standard system font on most devices.

All fonts are available to purchase from their respective font foundries in various formats (PC, MAC and WEB) with the exception of the Extraordinary Story font (this can be requested in a compatible format).

for headlines, sub headers, titles and pullout quotes:

**A B C D E F G H I J K
L M N O P Q R S T U
V W X Y Z**

Aquawax Black

for any single word posts or decorative design:

**A B C D E F G H I J K
L M N O P Q R S T U
V W X Y Z**

Extraordinary Story

for body copy:

**Aa Bb Cc Xx Yy Zz
0123456789**

Georgia Regular / Italic / Bold

An Isle of Man holiday is perfect for visitors who are seeking an authentic experience and an understanding of different environments and culture, rather than simply passing through a destination, showing that it is perfectly possible to create unforgettable memories while at the same time leaving only a positive mark on the place you've been to, and the people you've met.