

YOUR SPACE
YOUR STORY

2021
CAMPAIGN
TOOLKIT





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BACKGROUND

Your Space, Your Story has been created as an extension to the Extraordinary Story marketing campaign. Building on the traction already gained (in particular the use of #IOMstory), through this interim campaign there will be a significant shift in focus to ensure we match the new travel and holiday preferences of our target audiences.

Using the new message of 'Your Space, Your Story', we want to celebrate the copious amounts of open spaces that the Island offers for visitors to enjoy unique experiences within, therefore creating their own stories.

The wide open natural spaces, stunning landscapes, bountiful activities and attractions, and diverse accommodation choices allows our visitors to create an experience unlike any other on the Isle of Man. This new message also supports the desire to promote the Islands unique UNESCO Biosphere status, which is centred on how our Islanders have learned to live in harmony with our natural environment.

As we re-enter a very competitive marketplace, let's work together to ensure the Isle of Man stands out and gets its share of the market by promoting its abundance of desirable, wide open spaces where visitors can enjoy so much accessible variety in a place that is so close to home, but a welcome escape.

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.



VISITOR INSIGHTS

The past 12 months have provided valuable time to reflect and commission a number of key pieces of research to help identify gaps in the market, and to better understand the changing behaviours of the visitor groups we consider our best prospects.

- Desire for domestic holidays close to home is strong.
- 84% of respondents stated a low COVID-19 risk as the most important consideration factor when booking a holiday, suggesting that this is not a 'value add' but a 'must have'.
- Booking with confidence, being in an uncrowded area and quality and range of accommodation options also scored highly in what's important when going on holiday in 2021.
- Outdoor holidays are most likely to attract more visitors/engagement than normal, followed by outdoor leisure or sports activities, and outdoor attractions.
- Traditional 'coastal/seaside town' holidays are increasingly preferred.
- Pandemic fatigue has created pent up demand in people seeking travel to rejuvenate and recharge.
- The desire to travel more responsibly and minimise our environmental impact has been gradually gathering pace for years, but lockdown- which saw wildlife and the environment flourish- acted as a catalyst for that change, with sustainability now a bigger factor in consumers' decision making.

Learn more about the findings from our Visitor Insights research [here](#) and keep up to date with third party research on how the travel and tourism sector is performing nationally [here](#).

AIM

1. To encourage bookings for the remainder of 2021.*
2. To encourage and promote sustainable tourism in line with the Isle of Man's UNESCO Biosphere status.

Marketing activity will focus on increasing consideration and bookings of holidays to the Isle of Man in the remainder of 2021. By presenting the Island as 'so close to home but a welcome escape', activity will centre on inspirational content around the accessible variety of experiences on offer for our target audiences- enhanced by plentiful wide open, natural spaces, and how accessible and quick the Island is to travel to.

*This interim campaign is planned to run up until the end of 2021 where it will then be taken over by a brand new, overarching campaign that will lead into 2022.

OUR AUDIENCES

Marketing activity will be segmented across our three target audiences: as identified in our Strategic Plan to 2023. For each audience group we have developed a detailed audience profile along with an image library, media strategy 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.



Empty nesters and older couples, they are conservative and traditional, sticking to what they know. They like local, British quality and enjoy holidays which allow them to take things at a leisurely pace.



They are open-minded and they like to use their free time to explore the world and new things, often off the beaten track. They have a broad array of interests and enjoy being challenged intellectually as well as being outdoors.



This group live life at full speed and are always on the go. They want to do well in their careers and work hard, so relaxation time is limited and is spent reconnecting with what matters. They love outdoor activities which give them a new perspective and seek out new, exciting experiences.

CAMPAIGN NARRATIVES

SPACE TO RECHARGE

Audience: Aimed at all target audiences (Traditional Travellers, Curious Explorers and Experience Seekers) seeking a break to simply recharge and rejuvenate

Activities and Attractions: Wellness, relaxation, nature, luxury, food and drink, indulgent experiences

"Find your own peace of mind on our Island, with the space to revive and feel alive, where you can do everything or nothing at all."

The Isle of Man is your space for your story."



SPACE TO REDISCOVER

Audience: Aimed at Traditional Travellers and Curious Explorers with an interest in heritage and culture

Activities and Attractions: Heritage, culture, railways, museums, landmarks, castles, monuments, guided tours

“You’ll find the little stories and the big stories on our Island, with endless chapters to cure the most curious visitors.”

The Isle of Man is your space for your story.”



SPACE TO RECONNECT

Audience: Aimed at Curious Explorers looking to reconnect with nature off the beaten track

Activities and Attractions: Great outdoors, walking, wildlife/marine life, stargazing, beaches/glens/forests

“Sublime surroundings come as standard on our Island, where there’s space to reconnect with friends and nature, in an explorer’s paradise with endless possibilities.

The Isle of Man is your space for your story.”



SPACE FOR NEW ADVENTURES

Audience: Aimed at Experience Seekers looking for their next adventure

Activities and Attractions: Cycling (road/MTB), watersports, hiking, climbing, outdoor activities/sports/endurance events, and unique experiences

“Spread your wings to an Island that’s so close to home but a welcome escape, where new adventures awaits around every corner.

The Isle of Man is your space for your story.”



CAMPAIGN ASSETS

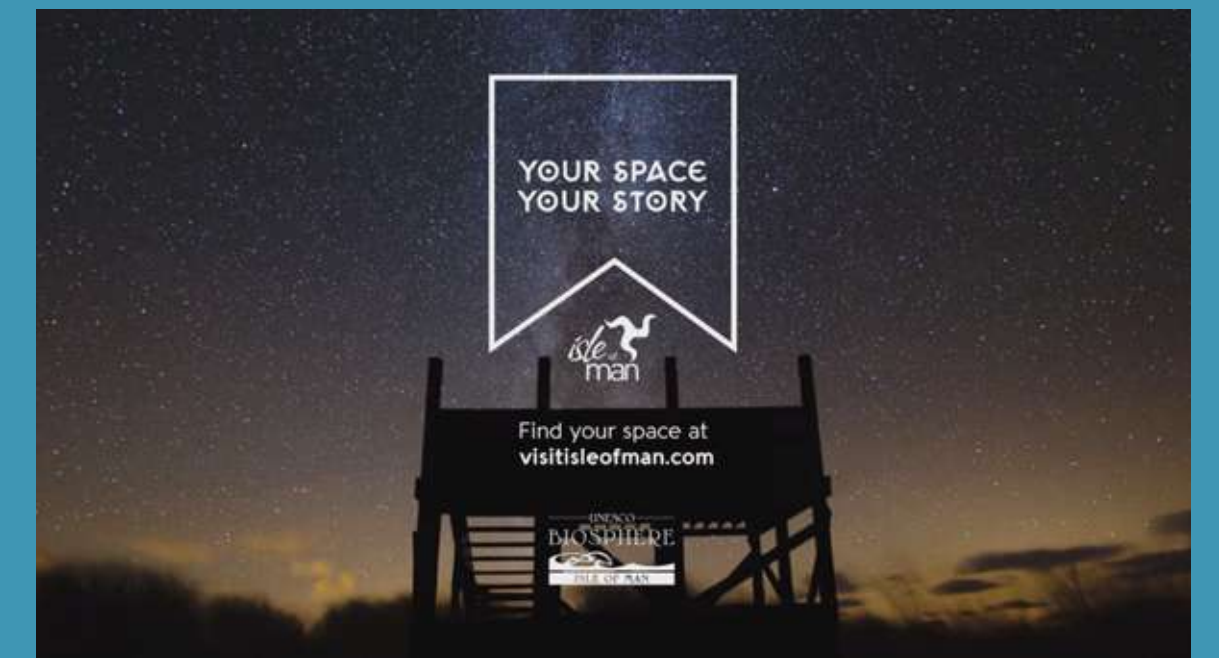
VIDEO

An overarching campaign 'hero' video promoted through digital and social media will show a snapshot of experiences on offer for all audience groups in the Isle of Man, highlighting the accessible variety and copious amounts of wide open space that surround these experiences. The purpose of this video is to will bring prospective visitors to the new **Your Space Your Story campaign landing page** where they'll discover further inspirational content and special (flexible) offers, further encouraging them to consider booking a last minute break to the Isle of Man in 2021.

A supplementary series of short videos highlighting unique experiences to be enjoyed by each audience group (as highlighted on page 6), using the campaign narratives, will also be developed and promoted digitally throughout spring/summer. These will be supported by regular, inspirational blogs and itinerary ideas relevant to each audience group.

BOOKMARK

With the use of the bookmark device we will highlight unique moments, activities and locations. The device helps create a focal point that makes the campaign truly ownable to the Isle of Man. We get to see different people's journeys around the Island and how their story unfolds through the different chapters that are highlighted by the device. Over the next few pages you will see how it will be used and how you can use it within your marketing too.



PRINT CREATIVES

To help demonstrate how our print advertising will look incorporating the Your Space Your Story campaign, we have mocked up two examples:

Print advert aimed at Experience Seekers incorporating the 'Space for New Adventures' campaign narrative:




Print advert aimed at Traditional Travellers incorporating the 'Space to recharge' campaign narrative:




SOCIAL MEDIA CREATIVES


To help demonstrate how our social media advertising will look incorporating the Your Space Your Story campaign, we have mocked up an example for each of our target audiences (Traditional Travellers, Curious Explorers, and Experience Seekers).

Social advert aimed at Curious Explorers incorporating the ‘**Space to reconnect**’ campaign narrative:



Visit Isle of Man



Sponsored · 




 Like Page


Sublime surroundings come as standard on our Island, where there's space to reconnect with friends and nature, in an explorer's paradise with endless possibilities.


The Isle of Man is your space for your story.


Plan your #IOMstory today: [visitisleofman.com/ysys](https://www.visitisleofman.com/ysys)






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SOCIAL MEDIA CREATIVES

Social advert aimed at Experience Seekers incorporating the ‘Space for new adventures’ campaign narrative:



Visit Isle of Man



Sponsored · 



 Like Page



Spread your wings to an Island that's so close to home but a welcome escape, where new adventures await around every corner.



The Isle of Man is your space for your story.

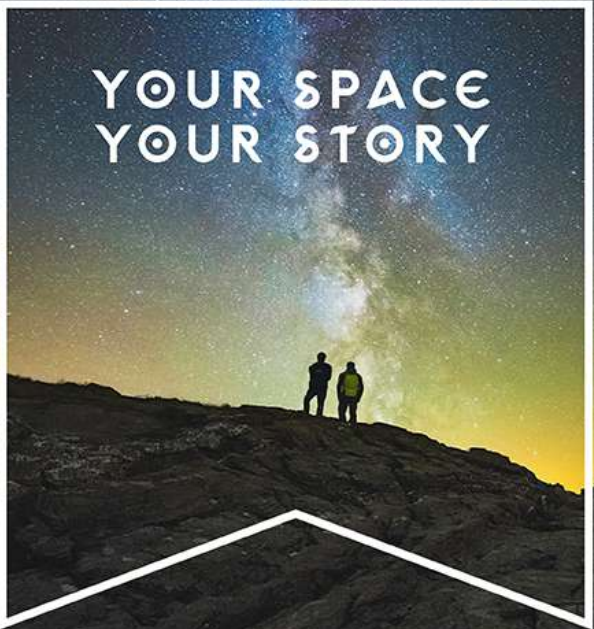

Plan your #IOMstory today: visitisleofman.com/ysys















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SOCIAL MEDIA CREATIVES

Social advert aimed at Traditional Travellers incorporating the ‘Space to rediscover’ campaign narrative:



Visit Isle of Man




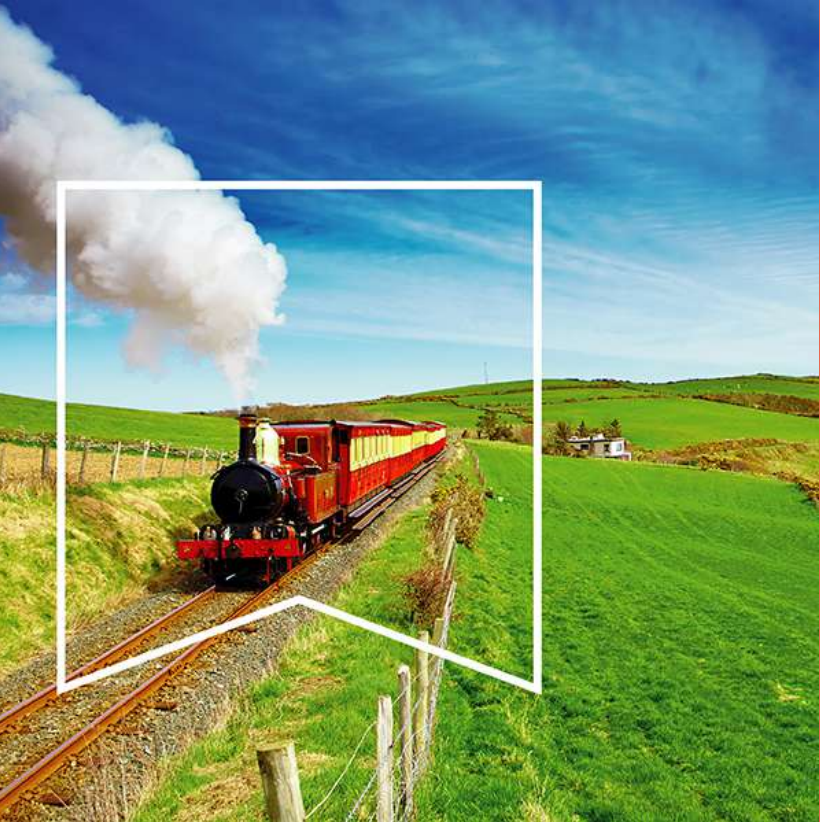

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You'll find the little stories and the big stories on our Island, with endless chapters to cure the most curious visitors.


The Isle of Man is your space for your story.


Plan your #IOMstory today: [visitisleofman.com/ysys](https://www.visitisleofman.com/ysys)



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HOW TO USE YOUR SPACE YOUR STORY

To help demonstrate how you can adopt Your Space Your Story for your business, we have created some captions you may wish to post on social media alongside a relevant image.







Adventurous Experiences
29 December 2020 · 🌐

👍 Like Page

Space with endless chapters for every story!

The Isle of Man is your space for your story.

Book your next adventure now at: visitisleofman.com/ysys



+6

👍 Like

💬 Comment

➦ Share

📶 Buffer

ALL YEAR ROUND ADVENTURE YOUR SPACE YOUR STORY

Visual – Kayaking, Paddleboarding, MTB, Cycling, Gorge Walking, Climbing & Open Water Swimming

PEACE OF MIND YOUR SPACE YOUR STORY

Visual – Beach Walks, Walking, Scenery, Accommodation

WANDER AND WONDER YOUR SPACE YOUR STORY

Visual – Coastal Walking, Trike Tours, Steam Train Journeys, Driving/Touring Car/Campervan

SPACE TO REVIVE AND FEEL ALIVE YOUR SPACE YOUR STORY

Visual – Waterfalls, Food and Drink, Yoga, Relaxing, Coastal/Beach Walks, Accommodation

SPACE TO DO EVERYTHING OR NOTHING AT ALL YOUR SPACE YOUR STORY

Visual – Kayaking, Paddleboarding, MTB, Food and Drink, Relaxing, Accommodation

SO CLOSE TO HOME BUT A WELCOME ESCAPE YOUR SPACE YOUR STORY

Visual – Coastal Walking, Trike Tours, Steam Train Journeys, Driving/Touring Car/Campervan, Accommodation

SPACE TO CONNECT WITH FRIENDS / LOVED ONES

Visual – Food and Drink, Accommodation, Activities and Attractions

SPACE TO SPREAD YOUR WINGS YOUR SPACE YOUR STORY

Visual – Trike Tours, Coastal Walks, Coasterring

SPACE TO MEET NEW FRIENDS

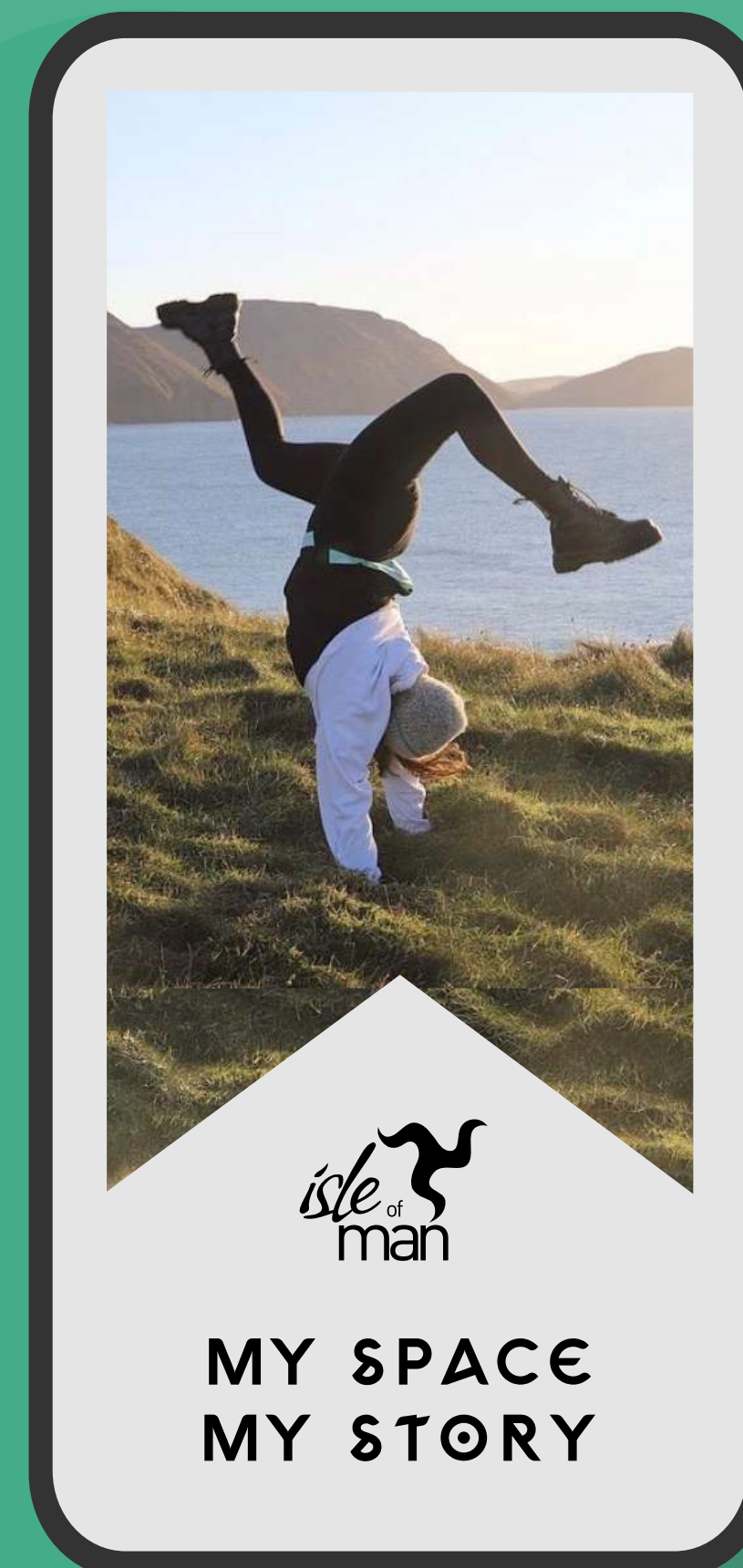
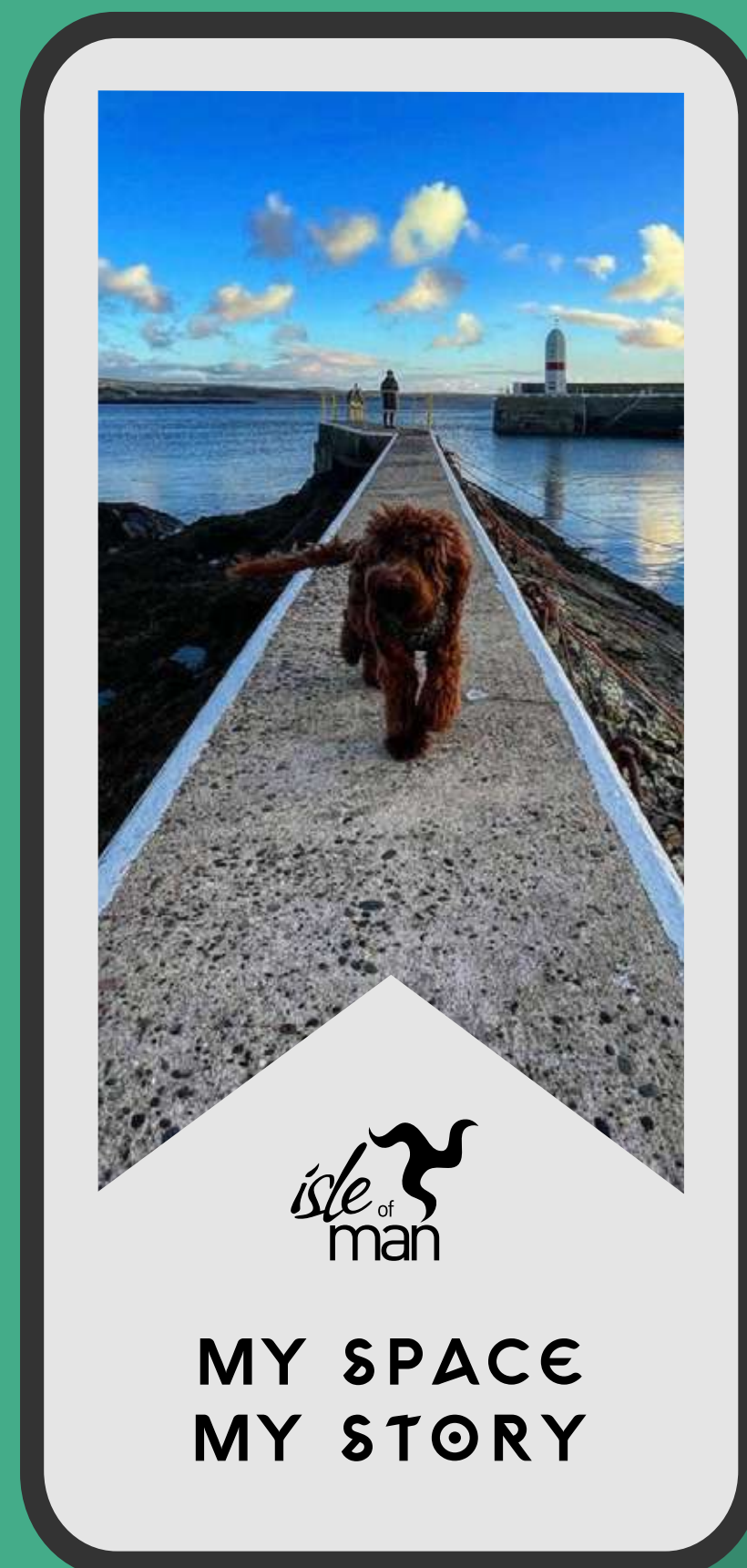
Visual – Marine Life and Wildlife, Diving, Boat Tours

SPACE TO RELISH ARTISANAL DELIGHTS

Visual – Food and Drink

SOCIAL STICKERS

As part of the campaign, we have had some Instagram Stickers (a digital sticker that can be added to images/videos within the Instagram app) for you and our visitors to use to share your 'story'. These will soon be made available when searching 'Isle of Man' in Instagram Stickers.



GET INVOLVED

1. GET VISITOR READY

It is vital that all our trade partners help to build levels of confidence in our destination offering as we are confident that our proposition will appeal to a range of both old and new visitors who are looking to make the most of our stunning landscapes, wide open spaces and bountiful outdoor activities.

The Safe, Clean, Legal, COVID-19 accreditation is designed to instill confidence in our visitors by giving them the reassurance that a business is safe and compliant based on a number of strict factors, rather than personal opinion. By self-registering for the free accreditation it shows that your business is committed to ensuring the safest holiday possible. Complete the self-assessment [here](#).

2. BOOKING WITH CONFIDENCE AND FLEXIBLE OFFERS

Whilst our marketing activity aims to increase consideration of the Island as a holiday destination, it is your compelling offers and experiences that are going to encourage them to consider booking a last minute break to the Isle of Man. As highlighted through our Visitor Insights research, **flexible booking offers** are key to providing reassurance to visitors that if needed, they can book now and change later.

An example of a good offer highlighting flexibility could look like:

7 nights for the price of 6 (Flexible Rates)

What's included: Enjoy 7 nights in the Isle of Man staying at the 4* XXXXX.

Prices: From £325 per person based on our flexible rate and two adults sharing, subject to availability. If, at time of departure, your holiday is affected due to COVID-19, you can move the departure date of your holiday or get a full refund up to 48 hours prior to departure.

When: Valid for stays between 01 September - 31 December 2021.

3. PARTNERSHIPS

Are there any local businesses you could explore working with to create **new experiences** in celebration of one of our campaign narratives to inspire visitors? How could you work together to target one or more of our target audience groups and expand your reach?

For example, could you partner with other businesses to host an adventure packed dusk till dawn experience for our Experience Seekers? Or could you work together to create a guided walking tour stopping off at places to sample the local cuisine along the way?

Some great examples of partnerships between local tourism businesses have included:

- Tours Isle of Man and The Regency Hotel
- Foraging Vintners and Holy Smokes! BBQ / Playa del Vintners
- Baie Mooar Guesthouse and Fynoderee
- Howard Parkin (Astronomer) and Niarbyl Cafe / The Sound

THE FYNODEREE DISTILLERY



Food at the Fyn Bar!

GET INVOLVED



Friday 11th to Saturday 12th
June 2021

**Murder in
Wonderland
Staycation
&
coach tours**

INCLUDES DINNER, BED & BREAKFAST
AT REGENCY HOTEL & L'EXPERIENCE

£145 PER PERSON

SOLE OCCUPANCY SUPPLEMENT £35



4. BECOME A UNESCO BIOSPHERE IOM PARTNER

Through this campaign we aim to encourage and promote sustainable tourism in line with the Isle of Man's UNESCO Biosphere status which symbolises international recognition of the special qualities of the Island's natural environment. To do this, we will be celebrating and promoting Biosphere Partners who are creatively developing and promoting unique ways for our visitors to enjoy all that is special about the Isle of Man (our people, culture and natural environment).

Go-Mann Adventures

Offering guided tours, Andrew encourages use of the Manx countryside for enjoyment with no negative environmental impact, working on the 'leave no trace' principle. It ensures its tours encompass education about the Island's culture and heritage, and unique UNESCO Biosphere status.

Isle of Man Arts Council

Supporting projects that showcase and educate people about the Island's beautiful landscape and environment through mediums such as music, photography and outdoor art.

The Cook Shack

Promoting the story of Manx food and drink, local produce and the beauty of the Island, amongst many other things, the business works with local farmers to feature their products to new audiences who they also educate about the local areas when visiting on courses.

Seaside Cottages

Amongst recycling from guests and encouraging energy saving, the owners curate weekly website blogs encouraging visitors and residents to make the most of what the local community and the Isle of Man have to offer.



5. SHARE HIDDEN GEMS

Visitors are always looking for authentic experiences and hidden gems. Can you share any insight (in person with guests or on your social channels/blogs) on perhaps the best walking routes, wellness activities or foodie experiences, in-keeping with one of our four campaign narratives? It's always a good idea to ensure you and your staff are up to date on your knowledge of our product offerings linked to the campaign to ensure our visitors enjoy the best experience during their stay.

6. VISIT ISLE OF MAN CONTENT CALENDAR

The Visit Isle of Man Content Calendar outlines key content themes aligned with our key product offerings (eg heritage and culture, walking etc). Each month an editorial focus has been highlighted and will present thematic approach to Visit Isle of Man's content across its channels.

We encourage you to use the Content Calendar to share with us any relevant product offerings, events and ideas relevant to our themes for us to share with and inspire visitors across our channels.

Similarly, we're always on the lookout for stunning visual content to share with our social followers year-round to inspire them on where they can visit in the Isle of Man. We're interested in images that showcase the variety of open space on offer and that are high in quality with a location mentioned - our followers want something that motivates them to explore for themselves, therefore the place must be accessible to visit.

Make sure you use the hashtag #IOMstory and tag @visitisleofman to make it easier for us to see it.



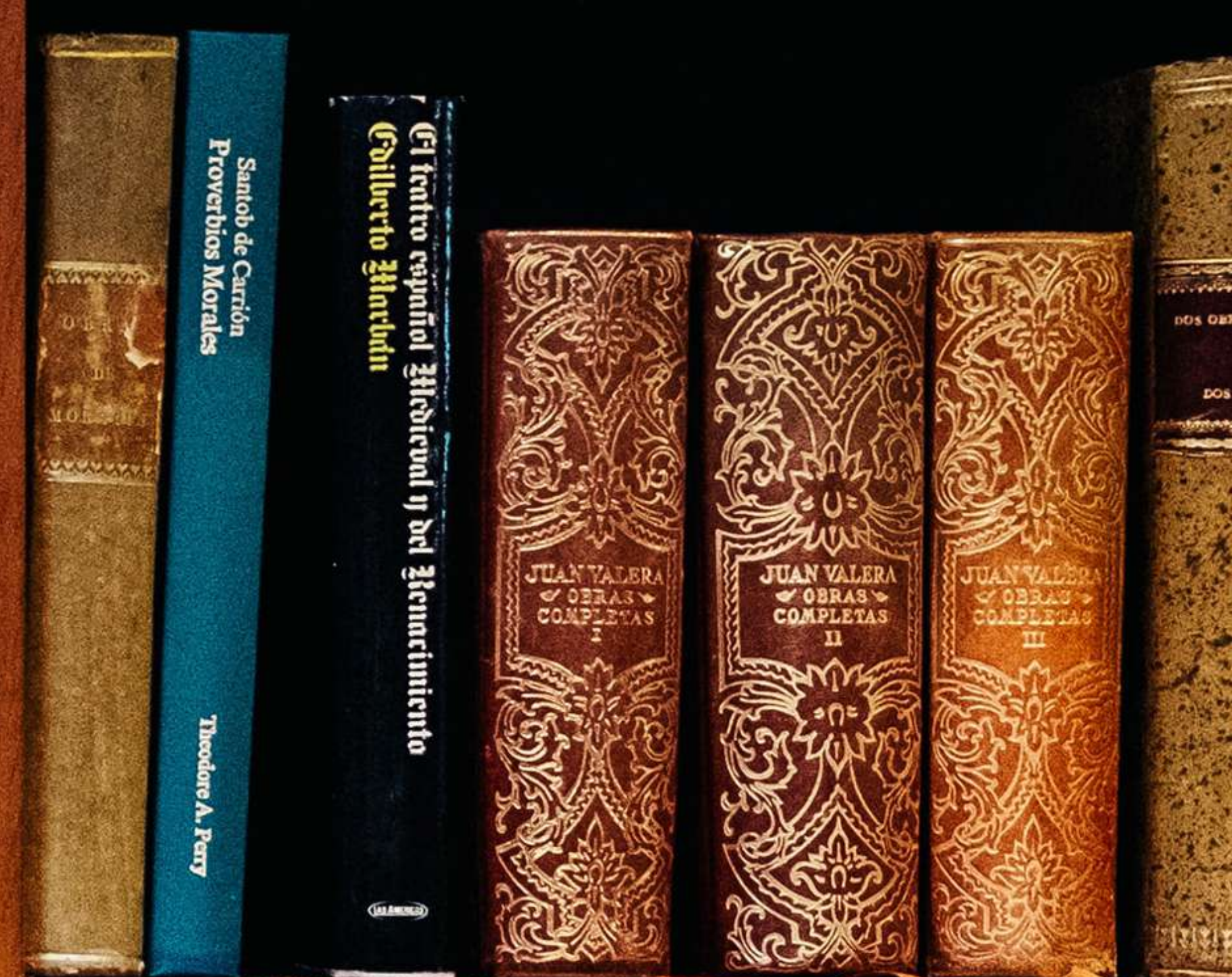
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FOR THE MANY
ADVENTURES
THAT CAN BE HAD

YOUR SPACE.
YOUR STORY

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UNESCO
BIOSPHERE
ISLE OF MAN

