

# **Isle of Man Travel Trade Familiarisation Visit Request Form**

A FAM trip offered by Visit Isle of Man presents an exclusive chance for eligible 'buyers,' including travel agents, tour operators, journalists and more, to familiarise themselves with the destination and the range of travel-related offerings available. For suppliers, it serves as an incredible platform to showcase their products and boost bookings.

Assistance may be available to those individuals/organisations that have not previously visited the Isle of Man as part of a familiarisation visit and are directly involved in the development of the programme.

In order to assess eligibility please complete the following information

## **Personal Contact Details**

- Applicant Name
- Company Name
- Position held within Company
- Contact Address
- Contact email address
- Contact telephone number

## **Purpose of Familiarisation Visit**

- Is the Isle of Man currently featured within your itinerary?
- Purpose of proposed visit – when are you looking to include the IOM on a trip?
- Area of expertise or interests (ie culture, heritage, walking, cycling, adventure)
- Primary geographical area serviced
- How many trips per annum do you think you would promote for the IOM?
- Estimate of expected number of visitors per annum
- Primary geographical area serviced
- Estimate of expected length of stay
- Standard group size (if applicable)
- Client base and level of budget

## **Section C – Familiarisation Visit Requirements**

- Length of proposed visit
- Preferred type and standard of accommodation
- Preferred method of travel
- Hire car required
- Number of people attending proposed familiarisation visit

## Section C— Measuring the success of the Familiarisation visit

- Participants are required to submit a report, complete questionnaire, sign-up to newsletter, and undergo 'Become an IOM Expert' training.

### Guidance Notes

- Individual/Organisation must not have previously visited the Isle of Man as part of a familiarisation visit
- Maximum of 2 adults per familiarisation visit
- Maximum of 3 nights' accommodation on a bed and breakfast basis at an agreed property
- Familiarisation visit to take place between January, February, March, April, or October & November, December.
- An outline schedule of visit agreed in principle with Isle of Man Tourism in advance

Detailed report to be submitted to Isle of Man Tourism no more than 4 weeks after the visit has taken place

- Individual must be directly involved with the organisation of proposed Isle of Man Tour
- Clear objectives and expected outcomes to be set in advance of visit

### Who is eligible?

- Individual Group Travel Organisers planning first tour to the Isle of Man
- Group Travel Wholesalers – refreshing itinerary or expand product offering or planning first tour to the Isle of Man
- Tour Operators – developing tours to the Isle of Man or expanding their product offering
- Travel Agents – wishing to improve knowledge of the Isle of Man Product Offering
- Coach Operators - – refreshing itinerary or expand product offering or planning first tour to the Isle of Man