



John Keggin
Island Escapes Ltd

www.islandescapes.im

Background



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Gaining experience working for an established company within an established market



About Island Escapes

“Provide marketing and management services to owners of self catering holiday accommodation on the Isle of Man”

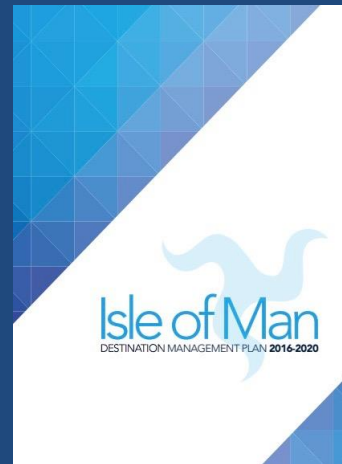
“Deliver a quality service to our guests, and be ambassadors for the Isle of Man”



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Where did I start?

- Identifying customers / market research
- Size of the market
- Competitors?



Where did I start

- Business plan
- Technology
- Identifying customers (homeowners)
- What does the guest customer journey look like?
- Microbusiness scheme
- Mentoring
- Developing the brand

Brand



Self Catering Holiday Accommodation on the Isle of Man

For a great choice of inspected and graded quality holiday cottages in beautiful coastal, countryside and village locations.



Book your perfect Island Escape
securely online today

Visit www.islandescapes.im

   @ISLANDESCAPESIM



A Guide for Homeowners Self Catering Accommodation on the Isle of Man



www.islandescapes.im

How things developed/achievements

Hi John.

Thanks for a lovely stay. We all had a fantastic time and the house is amazing.

We have stripped the beds and left them in the utility room hope that's okay.



How things developed/achievements

Holiday cottages in the Isle of Man

Let us with us About us Owners login Pay balance

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Browse our cottages Explore the island Blog Contact

Find your perfect escape

Area (any)

Number of nights

Start date

Guests (excluding under 2s)

Search

Book now for 2020!

Find the perfect cottage →

For a great choice of inspected and graded quality self catering holiday cottages in beautiful coastal, countryside and village locations around the Isle of Man.

Cottages for families Pet friendly cottages Cottages for large groups

Spacious well equipped holiday cottages on the Isle of Man, ideal for family groups.

Sea View Apartment
Port Erin Ref: IE009
From £490 per week

The Fuchsias
Peel Ref: IE004
From £650 per week

Bwaane Twoale
Kirk Michael Ref: IE003
From £515 per week

See all family cottages →

Search

Add listing Host Saved Trips Messages Help

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When Anytime

Guests 1 guest

21 listings

Go to map

Island Escapes
Port Erin, Isle of Man

Superhost Verified

Island Escapes is a holiday lettings agency based on the beautiful Isle of Man.

Share your page
Help potential guests find and book your listings.

33 Reviews
★★★★★ Avg. rating

Joanne
September 2019

A fabulous Manx cottage with an outstanding view. Ideal for a train enthusiast.

Thie-ma-Chree

Sally
August 2019

Beautiful location - very peaceful. Lovely farmhouse.

Balladuke Farmhouse

Jason
August 2019

£100 • Balladuke Farmhouse
★★★★★ 3 reviews

£89 • The Workshop Apartment

£84 • Bwaane Meanagh
★★★★★ 1 review

£107 • Golf View Apartment
★★★★★ 2 reviews

£36 • Bwaane Twoale
★★★★★ 2 reviews

£78 • Thie-ma-Chree
★★★★★ 3 reviews

2019

- More properties under management
- Change in focus to new property investors
- Over 1600 guests stayed with us
- Focused on customer experience
- Develop online strategy
- Customer base starting to develop
- Small team of housekeepers but still me on my own in the “office”

Marketing

- Google
- Social media
- Print advertising
- Partnerships
- Events



Drop in session

Tuesday | March. 19 | 10am to 1pm
The Engine House, Castletown, IM9 1TG

Do you own property on the Isle of Man?
Ever considered renting it out as a holiday let?
Don't want the hassle?
Pop in for a chat to find out more.

or email john@islandescapes.im

www.islandescapes.im



Great facilities, such as beach towels, very well-equipped kitchen, comfortable beds and fantastic shower. Really thoughtful touches such as milk and butter. A fantastic base from which to explore.
Helen

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For guests of Island Escapes when you present this voucher

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2020

- 50 + properties island-wide
- New office and guest drop in centre in Port Erin
- Expanding team
- Dedicated housekeeping function
- Continue to develop the customer experience
- Continue to explore new technology
- Relationship with UK partners

Questions?

Get in touch

www.islandescapes.im

Email: john@islandescapes.im

Social: Facebook, Instagram & Twitter:
[@islandescapesim](#)



MaryBeth Coll

Foraging Vintners Craft Winery



What we have learned in our very brief journey as a hospitality business.



The Difficulty lies, not in the new ideas, but in escaping of the old ones. -

Keynes

Forget the Manx Crab, Be a Manx Lobster



Growth is part of the journey but it may not come at a comfortable pace

Be prepared to be tested by locals

Look for ways to grow with other businesses

Find as many revenue streams as possible – stay versatile

**In the wise words of Vanilla Ice...
Stop, Collaborate and Listen**



Other local businesses

Talk and listening to locals

Other larger businesses

Local Council

Ask the Visitor of their Experience

Government Departments

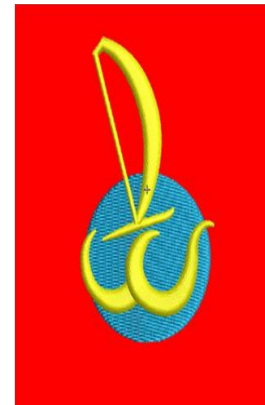
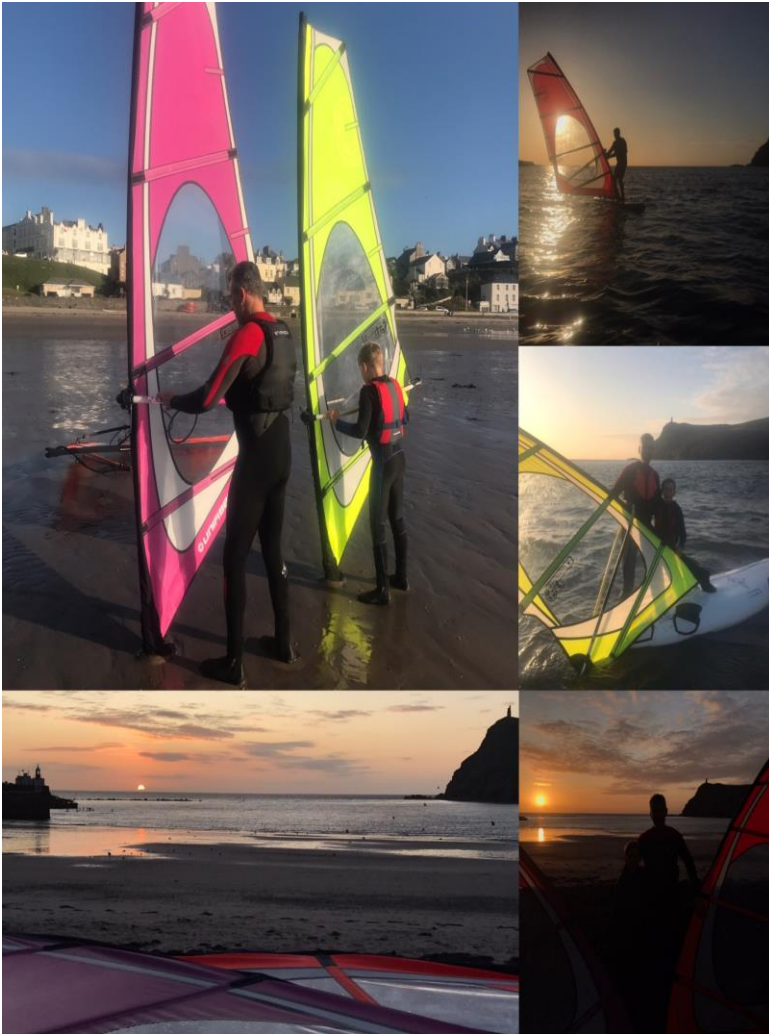
Local Organisations

Cross promote and cross promote

Customers and passerbys

Dave's Waves Limited

The Island's Mobile Windsurf Instructor



Mobile: 07624 495824

Email: daveswaves@manx.net

www.daveswavesiom.com

Facebook & Instagram: daveswavesiom



Topics

- Starting up Dave's Waves Limited
- Barriers overcome
- What has worked well

Starting up Dave's Waves Limited

- How and Why - Windsurf Hobby since 1985



- Qualified as an Instructor to Volunteer for IOM Sea Cadets



- Why not offer windsurf lessons to IOM Residents & Tourists

= Dave's Waves Limited



Barriers Overcome

- Marketing – Social Media
- Local laws/licences
- Weather
- Seasonal for beginners
- Maintaining Professional Hours and Development
- Get to grips with Powerpoint

What has worked well?

- Attending social media courses – Alison Teare
- Getting a website set up and embracing social media
- Being a unique offering
- Word of mouth
- Putting the high quality training and experience into practice to deliver safe & fun experiences
- SMILES ON FACES!!!!



THANK YOU

Any Questions?

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