

VISIT ISLE OF MAN

TOURISM INDUSTRY DAY

25th February 2020



VISIT
ISLE OF MAN 

TODAY'S AGENDA

RANALD CALDWELL - NON-EXEC CHAIR

 Visit Agency Chair Address

ANGELA BYRNE - HEAD OF VISIT

 Visit 2023 Strategy & Beyond

LAURA DALTON - MARKETING MANAGER

 Marketing Overview & Plan

Q&A WITH VISIT AGENCY BOARD MEMBERS

GUEST SPEAKER: LINDA MOIR



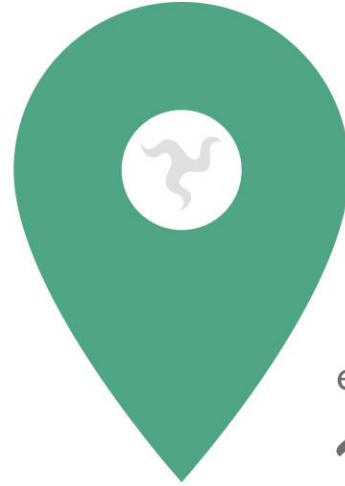
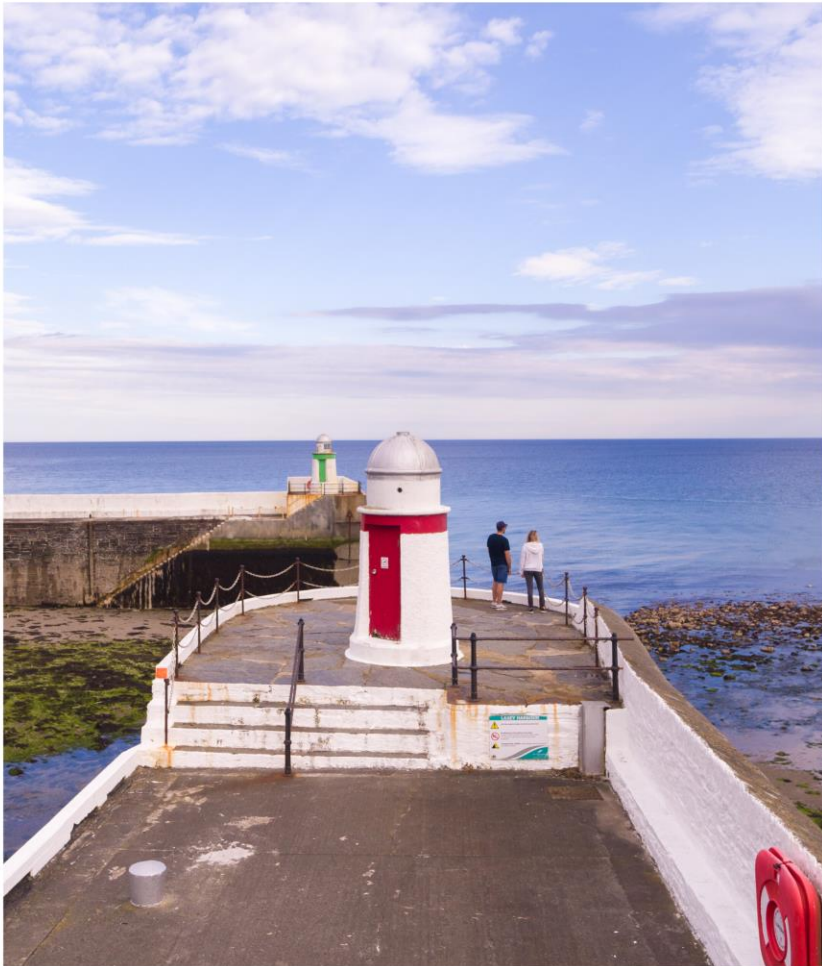
"WE ARE AN ISLAND IN A
SEA OF OPPORTUNITY"



We are creating a platform & winning mentality to deliver sustainable visitor growth



VISIT ISLE OF MAN WILL...



establish what is needed to...




deliver 340,000
visitors by
2023

deliver 500,000
visitors by
2030

KEY HIGHLIGHTS FROM 2019

- 🦋 Growth in visitor numbers
- 🦋 Visitor First Review
- 🦋 Investment in the future of Tourism
 - > Increased awareness & profile
 - > Infrastructure investment
- 🦋 Agency performance review by PWC



"The IOM have successfully brought together politicians, civil servants and members of the private sector better than any organisation of its type before." 

- PricewaterhouseCoopers

Industry endorsement that we are heading in the right direction...

... more focus is required on strategy with better engagement with the industry



A SPECIAL THANK YOU TO...

- 🦋 To you - the Visit industry for your input & patience
- 🦋 Cabinet Office, Treasury, DOI, DEFA
- 🦋 Chamber of Commerce Visitor Economy Committee
- 🦋 MNH & Heritage Railways & Cruise Ship Consultants
- 🦋 Visit Agency Board
- 🦋 DfE Visit & Marketing Team



2023 AND BEYOND



Voting Board
Members



Angela
Byrne
Head



Ranald
Caldwell
Chair



Rob
Callister
MHK



MaryBeth
Coll
Catering &
Entertainment



Brett
Martin
Chamber of
Commerce



Ged
Power
Attraction



Carl
Underwood
Attraction



Hilary
Peterson
Self-catering
Accommodation



Mark
Wilson
Serviced
Accommodation



John
Watt
Tour/Travel
Operator



Richard
Fletcher
Events

Non-Voting Board
Members



Mark Lewin
CEO

Laura Dalton
Marketing Partner



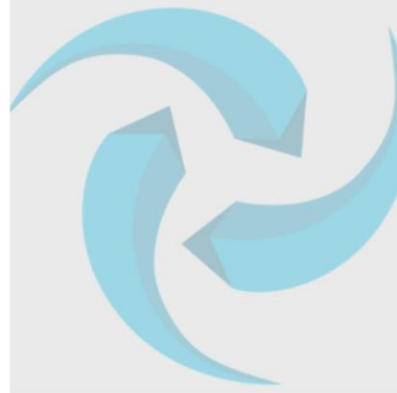
Angela Byrne
Head



Mike Doherty
Events Manager



Trish Joyce
Events Executive



Leanne Faragher
Events Officer



Julie Colquitt
New Product Manager



Jade Foster
New Product Executive



Yvette Hollows
New Product Executive



Laura Myrie
New Product Officer



Nicola Wilkinson
Business Development
Manager



Hannah Wylde
Business Development
Executive



Katy Ashwell
Business Development
Officer



Laura Dalton
Marketing Manager



Rebecca Sayle
Marketing Executive



Natasha Johnson
Marketing Officer

PROGRESS SINCE LAUNCH IN SUMMER 2018

POLICY INPUT



- Updated 3yr Visit Isle of Man Strategy 2020 - 2023
- Group Travel Strategy - development of future focus to increase visitor numbers
- Non-serviced Accommodation Policy
- Employee Relocation Incentive delivered for Senior Management within the Visitor Economy to aid with skills shortage
- Serviced Accommodation Study
- Consulted on updating 1975 Tourism Act
- New 'Visitor First' approach developed to increase & measure customer service quality
- Reviewed Passenger Survey process & method of data collection to improve data set
- Supporting DOI Harbours Strategy incl. deep water berth

PRODUCT DEVELOPMENT



- New events plan rolled out to increase the no. of events & visitors within this sector
- Golf Tourism - Development Plan in place
- Cruise Proposition & Secondary Spend Campaign - looking to increase the economic value of the Cruise Business & visitors
- Chef Apprenticeship Program rolled out to fast track careers into hospitality
- Event Team expansion
- Walking Product Development Plan - including Millennium Way and Raad ny Foillan enhancements
- Impact of AirBnB - how do we address unregistered properties

PROMOTION



- Marketing Plan developed to support additional MIF support - focusing on key markets, transport hubs & niche products
- One Stop Guide production
- Destination Consumer Event - London
- Annual Industry Day for feedback & engagement
- Fairy House Project for enhanced PR
- Developed new enhanced Marketing Strategy for increased promotion of the Isle of Man
- Seasonal Campaigns to increase visitor season & highlight variation of activities & attractions throughout the year

completed

ongoing

 early stage

STRATEGIC OVERVIEW TO 2023

VISION

To establish and promote the Isle of Man as a quality, year round, visitor destination for our target audiences

MISSION

To ensure the provision of first class visitor offering through enhanced partnerships, innovative products and dynamic marketing strategies which boost the Island's proposition and image, while building on our UNESCO Biosphere status and drive for sustainable tourism.



340,000

visitors to the IOM



3,500

jobs in the visitor economy



£159m

annual visitor spend



VISIT
ISLE OF MAN 

STRATEGIC ACTIONS TO 2023



🌀 Exceptional Visitor Experience

Fostering a culture that focuses on providing a service which exceeds visitors expectations to create lasting memorable experiences

🌀 Partnerships

Strengthening relationships with local industry, other Government departments and expanding our network of travel trade partners to accelerate the growth of the visitor economy

🌀 Product & Event Innovation

Championing new investment and product development to meet the needs of our current and developing markets

🌀 Promotion & Marketing

Promoting all year round tourism to the Isle of Man through innovative and omni-channel marketing campaigns, highlighting our distinctive visitor proposition

🌀 Policy Development

Removing barriers to growth to encourage and actively seek inward investment

🌀 Enhanced Research & Measurement

Creating and maintaining a programme of research and market intelligence to direct strategy

PRIORITY AREAS: OVERARCHING 3 AIMS

LOYALTY

NURTURE OUR
CURRENT
VISITORS

- 🌀 Increase secondary spend
- 🌀 Cross sell: on-island promotion of our offering
- 🌀 Partnerships: Travel Agents & Tour Operators
- 🌀 Improve customer experience
- 🌀 Increase productivity and service quality
- 🌀 Improve measurement across customer service and experience

AUDIENCE

GROW THE
CURRENT &
DEVELOPING
MARKETS

- 🌀 Target key sectors: events / groups / PVPA & VFR
- 🌀 Target niche groups: cycling, walking & golf
- 🌀 Geographic marketing around major air hubs
- 🌀 Interest led marketing: showcasing all the Island has to offer for all three target audiences
- 🌀 Product development: packages/walking proposition/golf development
- 🌀 Policy development: accommodation
- 🌀 Partnerships: on & off-Island travel trade / on-Island associations

GROWTH

EXTEND THE
VISITOR
SEASON

- 🌀 Existing event promotion
- 🌀 Product development: new events / packaged products - surround key
- 🌀 USPs (heritage / active / walking / wildlife)
- 🌀 Year round event calendar
- 🌀 Encourage car and motorsport clubs into the shoulder seasons



PRIORITY AREAS: SECTORS



SERVICED
ACCOMMODATION

SKILLS

- Working to address the skills shortage across the sector
- Cross-selling product to extend seasonal nature

NON-SERVICED
ACCOMMODATION

PRODUCT

- Cross-selling opportunities to develop experiential packages
- Diversification of offering to open new markets

EVENTS

PROMOTION

- Encourage more non-weather dependent events to extend visitor season
- Investigate the potential of creating or attracting signature events

ACTIVITY &
ATTRACTIONS

PRODUCT

- Creation of more indoor activities to assist with extending season
- Embracing technology solutions to aid cross-selling opportunities

CATERING &
ENTERTAINMENT

PRODUCT

- Working with Business Agency Domestic Economy and Towns & Villages Campaign
- 'Open All Hours' by assisting businesses to operate all year round

NEXT STEPS: TOWARDS



Work will be undertaken to produce a 10 year strategy for the Isle of Man in order to achieve 1/2 million visitors.

This piece of work will detail how the Isle of Man can realise its full potential in an increasingly competitive market. Rather than be behind our competitors we aim to reposition ourselves to be ahead of the game.

Visit Isle of Man Strategy 2020-2030



Infrastructure: Air/Sea,
Public Transport, Marina
Facilities inc. Cruise



Accommodation



Attraction &
Activities



Product & Event
Development



Marketing



MARKETING OVERVIEW



2019 IN NUMBERS



843,237
Unique Users



+38k



57k
Followers



+12k



12k
Followers



+5k



1,294
Followers



+1,294

GEOGRAPHIC MARKETING

1st September – 31st December

London	+60%
Dublin	+554%
Liverpool	+87%
Manchester	+119%
Birmingham	+99%
Bristol	+64%
Edinburgh	+104%
Belfast	+65%



2019 IN FOCUS - PRINT

TARGETED ADVERTISING FOR DESTINATION AND NICHE INTEREST GROUPS

WE ARE THE DISCOVERERS... WHO NAVIGATE OUR SEABOUND KINGDOM WHERE ISLAND WONDERS MEET THE WATER.



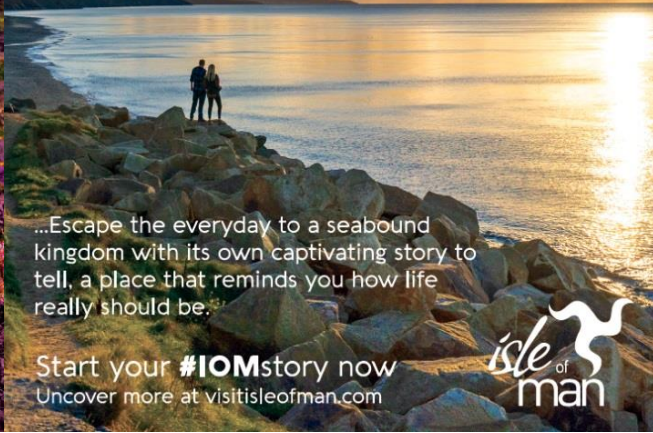
Uncover landscapes carved from pure imagination and the majesty of Mother Nature herself.

Welcome to a dog-friendly Island, where you and your canine companion can scale coastal paths and follow amazing walks through our glens and forests, full of tangled trees and twisty trails. Let your dog off the leash and head for one of our many open beaches or get off the beaten track and discover an adventure playground perfect for both you and your four-legged friend. Stay in sublime surroundings where you will both receive a warm welcome.

Welcome to our #IOMstory
Uncover more at visitisleofman.com/dogfriendly



WELCOME TO OUR ISLAND... IT'S TIME TO CREATE YOUR EXTRAORDINARY STORY



...Escape the everyday to a seabound kingdom with its own captivating story to tell, a place that reminds you how life really should be.

Start your #IOMstory now
Uncover more at visitisleofman.com



WE ARE... THE MOVERS WHO TRAVERSE TRACKS ON MECHANICAL WONDERS, ACCELERATE ON THE ASPHALT AND ESCAPE ON THE OPEN ROAD...



Moved by the mountain straights, driven onto valleys views, we tour the lines that hug the coast spurred on by the swell of the sea.

Welcome to our #IOMstory
Uncover more at visitisleofman.com



WE ARE THE DISCOVERERS... WHO NAVIGATE OUR SEABOUND KINGDOM WHERE ISLAND WONDERS MEET THE WATER.



With fast flowing streams, well-stocked reservoirs and an incredibly accessible coastline the Isle of Man provides a perfect place to fish. Located in the path of the Gulf Stream the Island enjoys mild temperatures and attracts an abundance of marine life associated with the warm water current. So, whether you're a keen angler or a novice wanting to winkle away a few hours, you'll find a range of locations for both freshwater and sea fishing.

Start your #IOMstory now
Uncover more at visitisleofman.com



WELCOME TO OUR ISLAND... IT'S TIME TO CREATE YOUR EXTRAORDINARY STORY

Start your #IOMstory now
Uncover more at visitisleofman.com

WE ARE THE ADVENTURERS WHO RUN THE TWISTY TRAILS FLANKED BY TANGLED TREES THAT LEAD US TO ADVENTURES ANEW...

...Carried by the brisk wind that drives us on to heady heights, beyond the breathtaking and down endless descents.

Escape the everyday to a seabound kingdom with its own captivating story to tell, a place that reminds you how life really should be. From calm country roads to mountainous coastal footpaths, the iconic mountain marathon to a 6 day running festival... there's something to challenge even the most of all abilities.

Start your #IOMstory now
Uncover more at visitisleofman.com



Countryside
FOOD, FARMING & RURAL LIFE

Daily Mail

DAILY EXPRESS

FREE METRO

The Guardian

coast

THE BRISTOL MAGAZINE

COUNTRYFILE MAGAZINE

Camping MAGAZINE

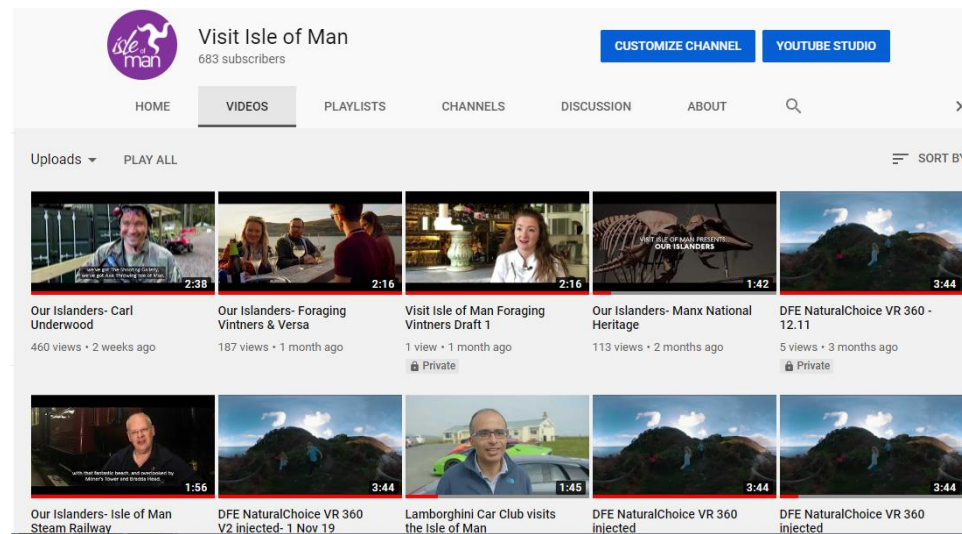
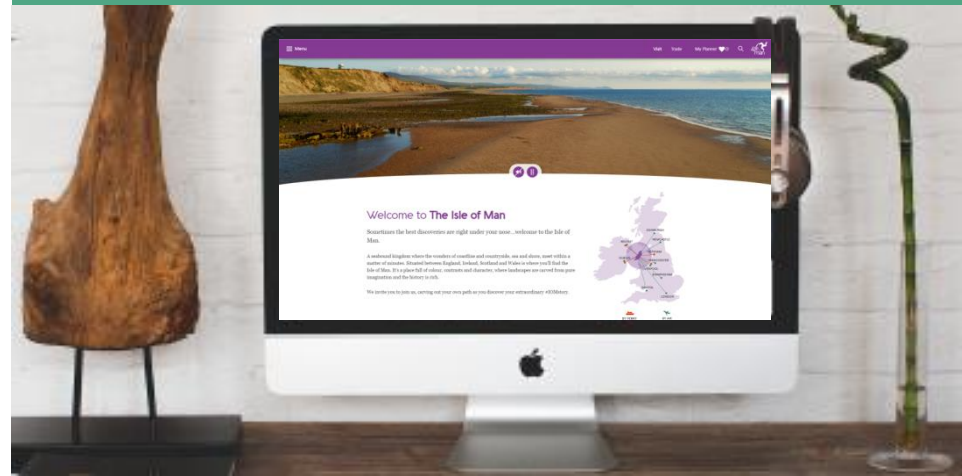
Belfast Telegraph

2019 IN FOCUS - DIGITAL

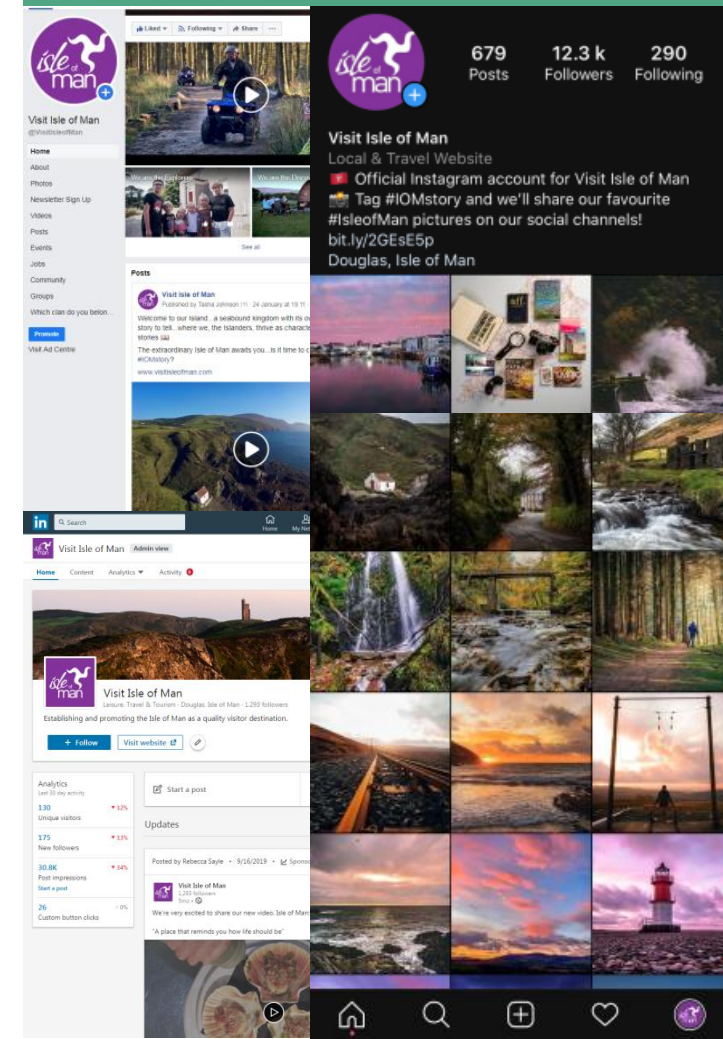
DIGITAL ADVERTISING



ONLINE PRESENCE



SOCIAL MEDIA



2019 IN FOCUS - PARTNERSHIPS

ONLINE BOOKING AGENTS

The image displays three digital interfaces related to travel booking. At the top is a screenshot of the TripAdvisor website for 'Visit Isle of Man', showing a 4.5-star rating and '55 reviews'. Below it is the Expedia website for 'The Isle of Man - The Extraordinary Story', featuring a search bar and a 'Learn More' button. On the right, a portion of the Isle of Man website is visible, with the heading 'Welcome to our Island. Create your Extraordinary Story' and several images of the island's landscape.

TRIP ADVISOR

EXPEDIA

AIRPORTS

This block contains two photographs of airport advertising. The top photo shows an indoor airport terminal with a large digital display advertising 'ISLE OF MAN THE EXTRAORDINARY STORY'. People are seen walking past the display. The bottom photo shows an outdoor airport billboard with the same advertisement, set against a clear sky. The billboard is tall and stands on a grassy area near the airport.

LONDON CITY

LIVERPOOL

AIRLINES

This block features two airline advertisements. The top one is for EasyJet, with the headline 'WHERE WILL YOUR NEXT ADVENTURE TAKE YOU...' and a map of the UK highlighting the Isle of Man. The bottom one is for Flybe, with the headline 'START YOUR EXTRAORDINARY STORY' and a scenic view of the island's coastline at sunset. Both ads include the Isle of Man logo and website information.

EASYJET

FLYBE

2019 IN FOCUS - PR

Q1 COVERAGE

Our highlights



Q2 COVERAGE

Our highlights

ISLAND FLING Book Isle of Man holiday for beautiful beaches, castles and historic railways that stand the test of time

By Sarah Williams

COMMENT NOW

HAVE you ever been to the Isle of Man?

Hardly anyone I know had been. To me – and I imagine lots of others – the sea of blue represents images of motorbikes going really fast and cars without tails.



The Isle of Man is a gem.

That was the second of my knowledge as my sister Fiona and I passed the Irish Sea to Bristol what else it had to offer. We hired a car from ASD near the airport – a good idea in the off-season months if you need to check out all the roads and towns. But if you'd rather sit back, relax and watch the island go by then get a Go Explore card.

The transport system is excellent and you can use the card on the buses and all the different services.

Our even Phil flies his Private Jet by Astorlane as he explores the Dutch city's excellent and most vibrant sights.

There's also a Go Explore Heritage card that gives free access to all the World Heritage sites. It's a great value for money. There and I spent at the 400th Anniversary of the Gunpowder Plot. Douglas – the island's capital. It was not and apart as the gunpowder is underlying extensive road works at the moment.

Q3 COVERAGE

Our highlights



DAILY EXPRESS

Isle of Man: Beautiful castles, wild the TT races



London Evening Standard

10 of the most spectacular road trip routes in the UK
Tourist Trophy Route, Isle of Man



You'll drive through and Ramsey Haty

Time needed: 3 d

Saving pretty bits the world famous

If you don't fancy your own time. Ex along the way. For restaurant. Craig e

There are a smosh well so. If you can, has to offer.

Visit: www.standard.co.uk

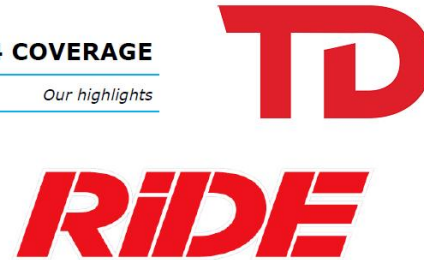
2019 REVIEW

travelbulletin



Q4 COVERAGE

Our highlights



2019 REVIEW

The Extraordinary Story: Isle of Man rolls out second phase of campaign



Manchester Evening News

The best places to see puffins, dolphins, sharks, whales and other amazing sea life in the UK



2020: STRATEGIC MARKETING



RESEARCH & VISION

Strategic Plan to 2023



OUR VISITORS

Visitor segments graded
by interests



OUR VISITORS

TRADITIONAL TRAVELLERS



Empty nesters and older, 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**.

CURIOUS EXPLORERS



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**.

EXPERIENCE SEEKERS



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

2020 STRATEGIC MARKETING



RESEARCH & VISION

Strategic Plan to 2023



OUR VISITORS

Visitor segments graded
by interests



TARGET MARKETS

To nurture, grow and
develop

TARGET MARKETS

CURRENT MARKETS

Leisure & Short Break
Visiting Friends & Relatives
Groups
Cruise

DEVELOPING MARKETS

UNESCO Biosphere
Marine & Nature
Active & Adventure
Walking
Cycling
Golf
Specialist Groups
Sports

EVENTS

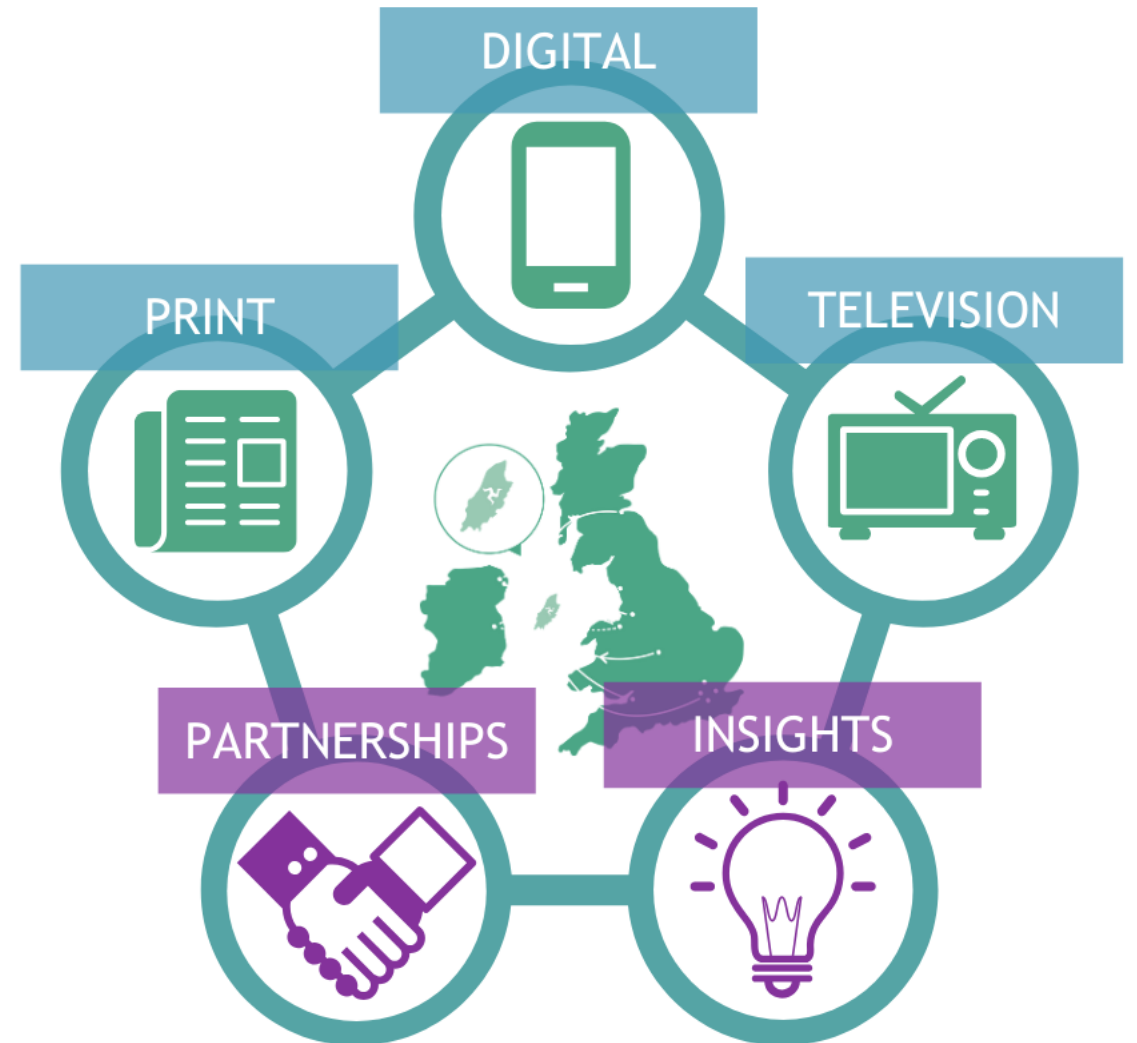
Motorsport
Heritage & Culture
Adventure & Endurance
Sports

2020: OMNI-CHANNEL MARKETING

BUILD ON 2019 CAMPAIGNS

Particular focus on:

- 🦋 New partnerships
- 🦋 Customer Insights & Focus Groups



'ALWAYS ON' MARKETING



SHORT FORM PR INITIATIVES: DIGITAL DETOX

Phoneboxes 2020

Q1 COVERAGE

Our highlights



This island is issuing visitors with a digital detox lockbox

11 Jan 2020, 10:28am 123 reads shared



The phone box. Swap your smartphone for some good old-fashioned fun. Photo: Supplied NZ Herald



This small island in the Irish sea is offering visitors the chance to connect with the long forgotten past, an age before the cell phone tower.

The Isle of Man tourism board is offering visitors the chance to trade in their smartphones for the day in exchange for something they are calling an analogue 'phone box'.

Inside the box is packed all sorts of analogue substitutes for iPhone apps, including a topographical map of the island, a film camera and a Google search worth of guidebooks. There's even a pack of playing cards, in case you have to resort to an analogue game of Solitaire.

It's hoped that these digital detox survival kits might help phone addicts switch off and better explore the island. They will be supplied to specific rural retreats, including Knockake Beg Farm and the Glen Helen glamping site.



Isle of Man visitors can now opt to 'lock away' their smartphones and receive a range of digital detox 'analogue items' in return, including postcards, a map and film camera

Visitors are being urged to give up their phones for the duration of their trip. In return, they'll also get a guidebook, binoculars, a travel journal and a notepad



Research carried out by Visit Isle of Man showed that 83 per cent of Britons think that the country could benefit from a digital detox. Pictured is Peel Castle on the island

Could you survive a holiday where you swap your smartphone for an old-fashioned map, film camera and notepad?

That's what visitors to the island of Man can opt to do as part of a new digital detox initiative.

The Visit Isle of Man scheme will see holidaymakers urged to lock their phones away for the duration of their trip to the island in return for a 'Phonebox' full of 'analogue items'.

These also include an set of Man guidebook, bird and plant identification books, a selection of binoculars and magnifying glasses, a travel journal, a notepad and a pack of playing cards.

It is hoped that by switching off from the digital world, Isle of Man holidaymakers will be able to spend time reconnecting with the natural environment as well as their loved ones.



The initiative is designed to ensure that holidaymakers on the Isle of Man will remain if they agree to give up their mobile phones for the duration of their visit

The study also showed that men's wallets have become the new focus with 82 per cent of people from the UK regularly checking their wallets while abroad and 84 per cent continuing to look through one of their wallets while on holiday.

As such, 88 per cent admitted they would reach a better state of relaxation if they did not have their wallets packed on them at all times.

Smartphones are also affecting the way people behave on holiday with 24 per cent of Britons saying that digital distraction is the main reason why they are unable to switch off on holiday.

A huge 73 per cent have reported that mood being negatively affected when their travelling companions spend too much time on their phones.

And when asked if they felt that they spent too much time on social media and some time out would be worthwhile, 72 per cent of data agreed.

Angela Byrne, head of Visit Isle of Man, said: "We want to encourage our visitors to disconnect, switch off and away from digital distractions in order to disconnect from work and social media and reconnect before an anniversary,



Isle of Man introduces smartphone bans to help with digital detox

You exchange your beloved smartphone for a range of "analogue" items, like a guidebook, a film camera, a map, bird books and a set of binoculars when you arrive.

The island has announced a new initiative for 2020, allowing visitors to lock their phones away for the duration of the trip. No peaks at Instagram, no "urgent" work emails – no excuses. Instead, you exchange your beloved smartphone for a range of "analogue" items, like a guidebook, a film camera, a map, bird books, a set of binoculars for scouring the sea for marine life, a travel journal and some playing cards.

With the rise of freelance and self-employed work as well as the digital 'always-on' culture, vacations have become work-cations. But in the Isle of Man, guests can be effectively forced off their phones and back into the world. The initiative comes in the wake of research carried out by the island, which found that 74 per cent of Brits surveyed found digital distractions prevented them from switching off on holiday, while more than half continue to work on holiday for fear of getting behind. The Phoneboxes (pun alert) will be on a first come, first served basis.



The Isle of Man wants you to lose the phone and go old school on your next visit

Visitors to the Isle of Man who are looking to switch off and get away from it all may want to try its digital detox experience. The initiative is called 'Phoneboxes' and it will see visitors lock their mobile phones away on arrival on the island for the duration of their trip in return for traditional, analogue alternatives.



Visitors will receive traditional analog alternatives © Visit Isle of Man

The idea is that it will enable them to switch off from the digital world, spend time reconnecting with the natural environment and further enjoy time with their loved ones. The boxes will be located at specific rural retreats on the island. Their contents will include an Isle of Man guidebook and map, a film camera, bird and plant identification books, binoculars and magnifying glasses. These will also be a travel journal, a digital detox guide, a notepad, postcards and stamps, itinerary inspiration ideas and a pack of playing cards.

EXPRESSDIGEST

Isle of Man visitors can now opt to 'lock away' their smartphones and receive a range of digital detox 'analogue items' in return, including postcards, a map and film camera

- Visitors are being urged to give up their phones for the duration of their trip
- In return, they'll also get a guidebook, binoculars, a travel journal and a notepad
- Research shows that 83% of Britons think that the country needs a digital detox

It is hoped that by switching off from the digital world, Isle of Man holidaymakers will be able to spend time reconnecting with the natural environment as well as their loved ones.

The Phoneboxes will be at specific rural island retreats - Knockake Beg Farm and Glen Helen Glamping.

Research carried out by Visit Isle of Man showed that 83 per cent of Britons think that the country could benefit from a digital detox.



Research carried out by Visit Isle of Man showed that 83 per cent of Britons think that the country could benefit from a digital detox. Pictured is Peel Castle on the island



Do we all need a digital detox?

AMBASSADORS & INFLUENCERS

Instagram profile for **explorewithlee**. The profile shows 2,550 posts, 34.4k followers, and 2,200 following. The bio identifies the user as Lee X Enjoi, a Journalist and Travel Writer for @budgetair.co.uk, @ospreyeurope Ambassador, and Social Media Manager. The location is London. Navigation buttons for Follow, Message, and Email are visible. A grid of content categories is shown at the bottom: Beer, Non Alcoho..., Press, Liquor, and FA.



Instagram profile for **baldhiker**. The profile shows 1,468 posts, 22.2k followers, and 7,332 following. The bio identifies the user as Paul Steele, a Public Figure, Founder and editor of BaldHiker, Hiker, Adventurer, writer, smiler, Travel, photography, tech. The website www.baldhiker.com is listed. Navigation buttons for Following, Message, and Contact are visible. A grid of content categories is shown at the bottom: me!, Baldy's Bud..., passers by, and BaldHiker.c...

