

VISIT ISLE OF MAN CONTENT CALENDAR

The Visit Isle of Man content calendar outlines key content themes throughout the year that are aligned to the Isle of Man's product and proposition, and campaign theme, which is centred on the concept of open space. For each month (or couple of months), a focus has been highlighted and will be used to develop a thematic approach to Visit Isle of Man's content across its channels.

Boost your business profile through association with Visit Isle of Man by sharing what you have for our visitors to experience that are relevant to our themed months. Our team can then work with you to curate and share across our channels, helping to inspire visitors to discover our Island and your business.

JANUARY



RECHARGE

FEBRUARY



ROMANCE

MARCH



NATURE

APRIL



WALKING

MAY



HERITAGE

JUNE



DRIVING

JULY



ADVENTURE

AUGUST



CYCLING

SEPTEMBER



FOOD

OCTOBER



HOP TU NAA

NOVEMBER



DARK SKIES

DECEMBER



CHRISTMAS

JANUARY

RECHARGE

The start of a New Year can be the best time to take a breath, recharge and reconnect. January's content should focus around opportunities to help visitors to switch off and revitalise, nourishing their mind, body and soul. Experience Seekers will also be looking for their next new challenge/experience- do you have something planned? Then let us know!

FEBRUARY

ROMANCE

Heading into February, our wellness content will focus more around the theme of love. How can you help our visitors to fall in love with the Island? And how can you help them to experience romance all year-round, from relaxing in a boutique B&B to romantic walks against extraordinary backdrops.

MARCH

NATURE

In Spring the Isle of Man's natural beauty comes to the fore. As the first entire nation to be recognised as a UNESCO Biosphere reserve comes the promise of beautiful scenery and masses of marine life, birdlife and wildlife, all of which can be enjoyed across the Island's landscapes year-round. We want to share with our visitors creative ways for them to engage with the flora and fauna of the Island. This could include new foraging trips or boat trips which offer opportunities to watch the whales, dolphins and birdlife.

APRIL

WALKING

Moving into April, we also want to share ideas and inspiration to help visitors put their best foot forward as they reconnect with each other on one of the Island's best walks. Twisted trails, rolling hills and extensive coastline, our scenic highlights are truly unforgettable... So, whether it's a gentle stroll or a challenging hike, share with us your best routes, guides and tips to help our visitors discover the best of the Isle of Man on foot.

MAY

HERITAGE & CULTURE

With a story dating back 10,000 years, the Isle of Man has a rich heritage to rediscover. Over these two months, we want to share unique ways for visitors to enjoy finding out what makes our gem in the Irish Sea so unique. From exploring the Island's colourful past on one of our vintage railway networks, to admiring a depiction of our National Day made entirely from Lego. Got something new you think would be of interest? Let us know!

JUNE

DRIVING & MOTORSPORT

June is reknown as the month for when the famous Isle of Man TT Races take place - hosting thousands of visitors from around the world who visit each year to experience the world-class exhilarating road race. Although cancelled for 2021, we're looking for ways that visitors can get a taste of the action for themselves and rediscover more about the Island's impressive motorsport history.

JULY

ADVENTURE

An Island made for adventure, our emerald waters and lush plantations make the ideal natural playground for visitors of all ages. From gentle outdoor pursuits such as sunrise sea dips and sunset paddleboarding, to more extreme experiences for those seeking their next adrenaline rush - we want to hear about any unique experiences on land or sea that may catch our visitors' adventurous eyes.

AUGUST

CYCLING & MTB

With enough testing terrain to challenge even the most serious cyclists and plenty of quiet roads and off-road tracks for sightseers and families, the Island is the perfect destination for cycling. With extremely diverse scenery - wonderful coastal roads, scenic country lanes and sweeping glens, we're looking to promote ways that give cyclists' ideas about how best to explore the Island on two wheels.

SEPTEMBER

FOOD & DRINK

A melting pot of character and taste - food and drink is a vital ingredient in our Island's heritage, perfect for the foodie in everyone. We are touched by purity and provenance, and our handcrafted tastes are inspired by ethos and can be sipped in sublime surroundings. Tantalised by the taste of the landscape, we want to share with our visitors where they can taste a unique flavour of our Island. Whether you host gourmet cookery classes or foraging tours, or are planning a pop-up event offering good food and company - get in touch.

OCTOBER

HOP TU NAA

The Isle of Man is rich in history... and steeped in legend. Stories and places from the great beyond are abundant and, with Hop Tu Naa just around the corner, we couldn't think of a better time to encourage visitors to get out and explore them!

NOVEMBER

DARK SKIES

At each of our 26 accredited Dark Skies Discovery Sites, astronomical wonders can be seen by the naked eye. With minimal light pollution, the Island is a stargazer's dream. This month, we want to help our visitors experience the best of our extraordinary dark skies, so are looking for anything from expert tips and best locations to unique events to learn more.

DECEMBER

CHRISTMAS

With the air crisp and fresh, and colourful lights sparkling like jewels, the magic of Christmas is ignited Island-wide throughout December. But to stand out from other destinations, we are looking for any unique events, from Manx Artisan Markets to Santa's on Bikes, to contribute towards a one of a kind, magical Christmas atmosphere.