

TRADE ENGAGEMENT SURVEY

November 2020

A key action in the Visit Isle of Man Strategic Plan is a focus on developing partnerships and increasing engagement with on-Island trade. To help inform this process, the Agency launched a trade engagement survey in November 2020 to encourage industry to provide feedback on the Agency's current trade communications.

Total responses:

84

59% - accommodation providers
24% - attractions and activities
10% - eateries
5% - travel and tour operators
2% - events

COMMUNICATION



62% of respondents said they would like to hear from Visit **once a month**

With 25% saying **every couple of months**

Quality of Communication



3.46
out of 5



Trade E-Newsletter

69% of respondents said they read part (51%) or all (18%) of the trade newsletter

However...

20% said they were not signed up to it or weren't aware of it

11% receive it, but don't read it

The **top 3** preferred methods of communication are:



Direct e-mail communication

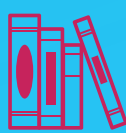


Face to face meetings



Industry Day

INFORMATION - WHAT'S IMPORTANT?



Resources available to help my business

88%



New initiatives or opportunities from Visit Isle of Man to support industry or my business

86%



Regular updates on **Financial Support** Schemes available

82%

of respondents rated this as high or extremely high

VISIT TRADE WEBSITE

<http://>



We asked if respondents use the Visit Isle of Man Trade website:



11%

Yes - all the time



52%

Yes - occasionally



11%

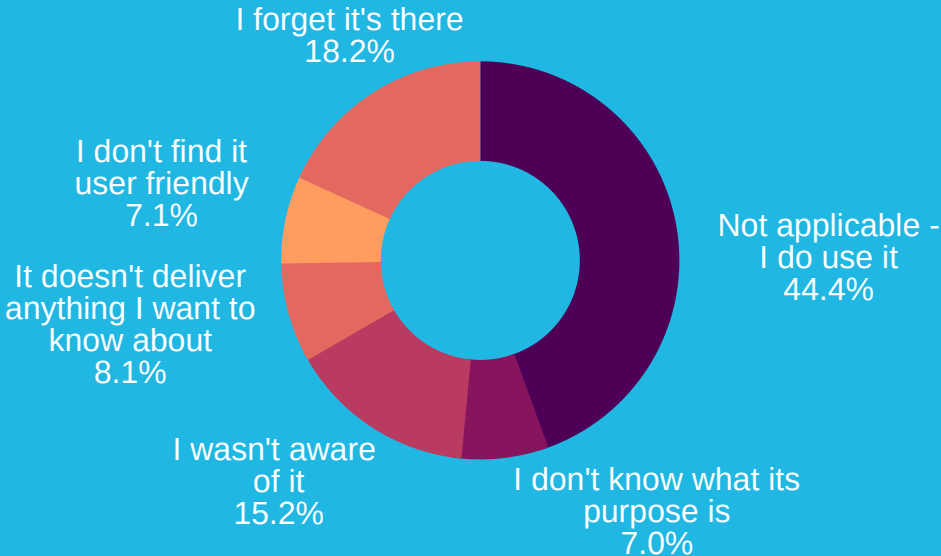
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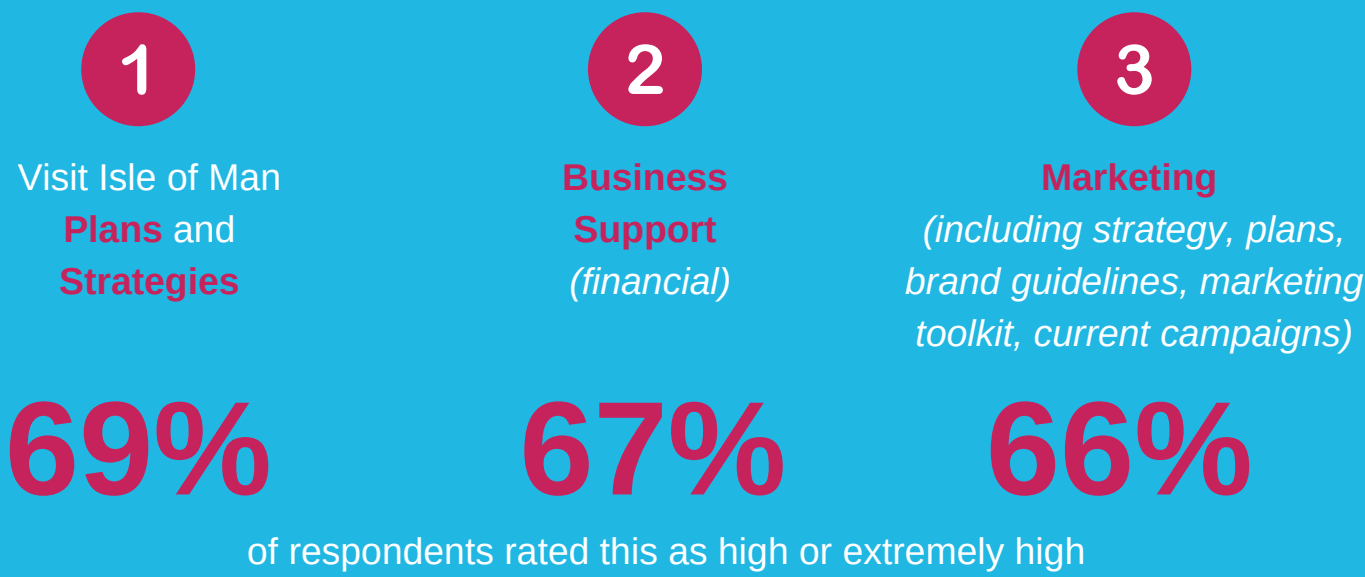
26%

Not at all

We asked respondents that answered 'not at all' or 'used once' why that was:

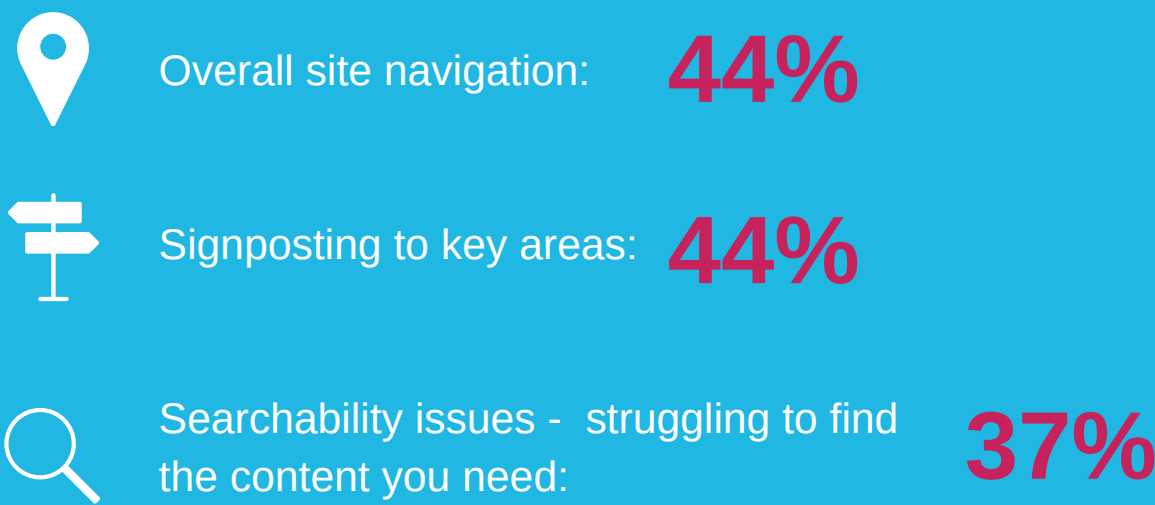


WHAT'S IMPORTANT FOR THE TRADE WEBSITE?



WHAT WEBSITE IMPROVEMENTS WOULD TRADE LIKE TO SEE?

Top three rated areas of development that were identified:



EVENTS & TRAINING

According to respondents the following industry events and training would be useful:



GENERAL SENTIMENT

We asked respondents how they felt about the general communication and level of support provided by Visit Isle of Man and how we could improve.

Sentiment from the comments submitted were broken down as follows >>

