## 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

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



Direct e-mail communication



Face to face meetings



Industry Day

### **Quality of Communication**





**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

### **INFORMATION - WHAT'S IMPORTANT?**



**Resources** available to help my business



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



Regular updates on **Financial Support** Schemes available

88%

86%



of respondents rated this as high or extremely high

VISIT TRADE WEBSITE



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



11%

Yes - all the time



**52%** 

Yes occasionally



11%

Used once





Not at all

I forget it's there 18.2% We asked respondents I don't find it that answered user friendly 7.1% Not applicable -'not at all' I do use it It doesn't deliver 44.4% anything I want to know about 8.1% or 'used once' why that was: I wasn't aware I don't know what its of it 15.2% purpose is **7.0%** 

# WHAT'S IMPORTANT FOR THE TRADE WEBSITE?



Visit Isle of Man Plans and Strategies 2 Business

Support (financial)



#### Marketing

(including strategy, plans, brand guidelines, marketing toolkit, current campaigns)

**69%** 

**67%** 

66%

of respondents rated this as high or extremely high

## WHAT WEBSITE IMPROVEMENTS WOULD TRADE LIKE TO SEE?

Top three rated areas of development that were identified:



Overall site navigation:





Signposting to key areas: 44%





Searchability issues - struggling to find the content you need:



### **EVENTS & TRAINING**

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







Industry days - hearing from sector experts, updates on the industry, marketplace trends

Digital and social media training Financial support information sessions

## **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 >>

