

# IRISH VISITOR INSIGHTS

VISIT ISLE OF MAN: 2021

In association with:

Rare:[consulting](#) **VIVID**



# Irish Visitor Insights

In September 2020 Visit Isle of Man commissioned a third party research agency to perform a piece of visitor research to determine the impact COVID-19 has had on the travel market in the UK and Ireland.

The Agency's main objectives were to:

- Identify the level of willingness to travel following the outbreak of COVID-19
- Measure the level of awareness of the Isle of Man as a holiday destination
- Understand the typical traveller's 'customer journey' - from the initial research and planning stages, through to booking a holiday or short break
- Identify what travellers perceive as 'barriers' to choosing the Isle of Man as a holiday destination
- Identify potential accommodation and product development opportunities

302 of nationally representative Irish respondents aged 18+ took part in the survey. Respondents were screened based on a willingness to:

- go on holiday only within the British Isles in 2021
- go on holiday both inside and outside the British Isles in 2021

**This document provides an overview of these findings.**

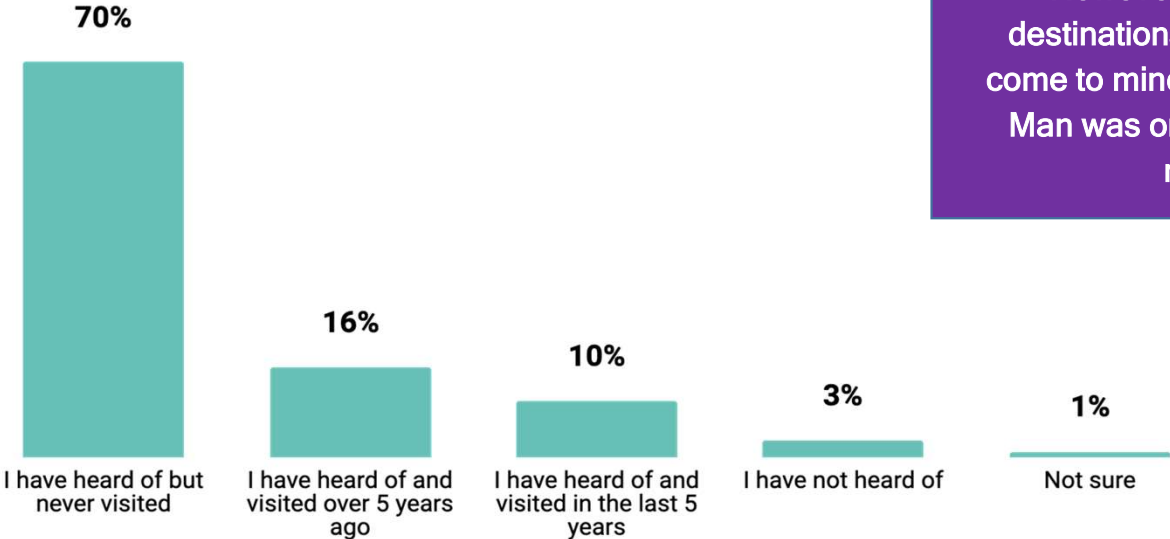
## Main takeaways - Ireland

- **Awareness** is stronger than expected with **70% of respondents** citing they were aware of the Isle of Man as a holiday destination. This was also highlighted in particular in standing against other Islands – the Isle of Man had a 51% awareness count, with the Channel Islands at 38%.
- Consideration of the Isle of Man as a future short break holiday destination was higher amongst the **younger audiences**, with **54% of 31-45 year olds** and **54% of 18-30 year olds** citing they would like to visit.
- There's a big opportunity for us to capture new markets in 2021-22 as people are considering **holidaying at home** as a result of the pandemic, before they start heading further afield, with **36% of respondents** stating they will choose to holiday both inside and outside the British Isles in 2021, increasing to **41%** in 2022. The Isle of Man can capitalise on the desire for 'countryside and rural holiday' destinations for these markets.
- When looking to book a holiday or short break, top sources used to gather information, evaluate information and book include:
  - **TV commercials**
  - **Online/digital sources** (online advertising and Online Travel Agents and booking websites)
  - **Reviews** (online and peers)
- **'Countryside' and 'Traditional Seaside'** are the most sought after holiday and short break locations.
- Destinations with a low COVID-19 risk and offering 'book with confidence' messaging are the most important factors when considering a holiday or short break in 2021. **83% stated a low risk to COVID-19 was the greatest priority when choosing a holiday destination.**
- **38%** of those who are thinking about a British Isles holiday or short break will **plan 1 to 3 months in advance.**
- People taking longer holidays, prefer self-catering.
- Couples prefer B&Bs, families prefer camping.

# Most people are aware of the Isle of Man as a holiday destination

## Which of the following short break and holiday destinations in the British Isles, if any, are you aware of? - Isle of Man

UK adults 18+ who plan to go on holiday in the British isles in 2021

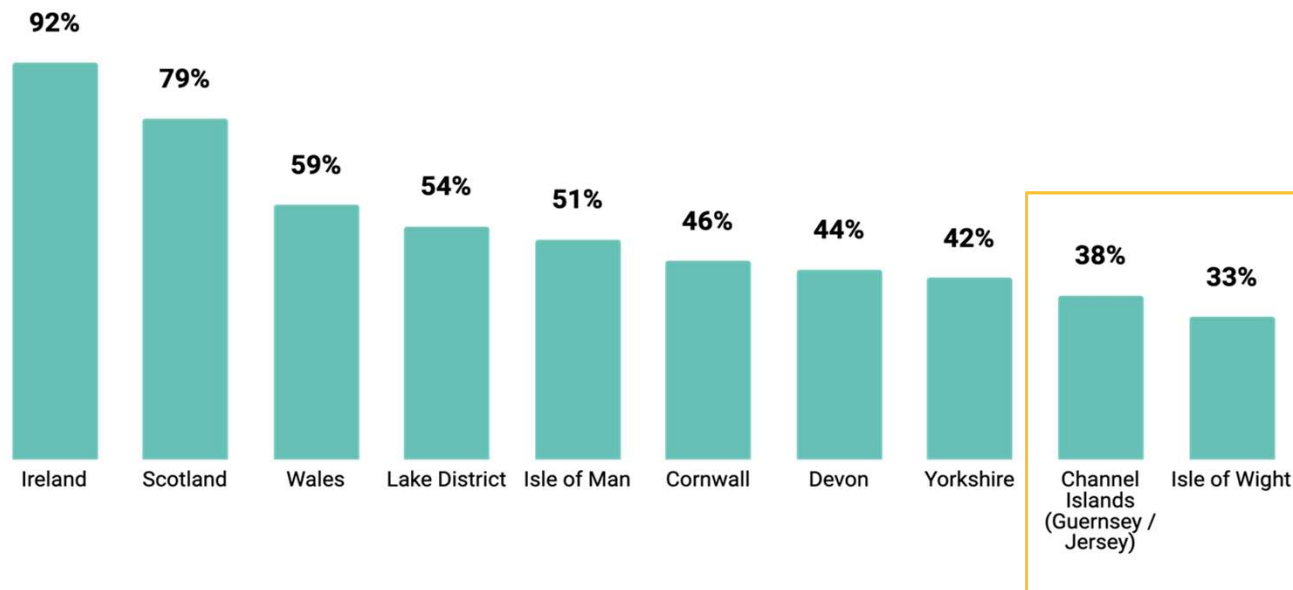


However...when asked which destinations within the British Isles come to mind for a holiday, the Isle of Man was only mentioned by 8% of respondents.

## Islands are the least considered holiday destinations

Which of the following short break and holiday destinations on the British Isles, would you consider visiting in the future?

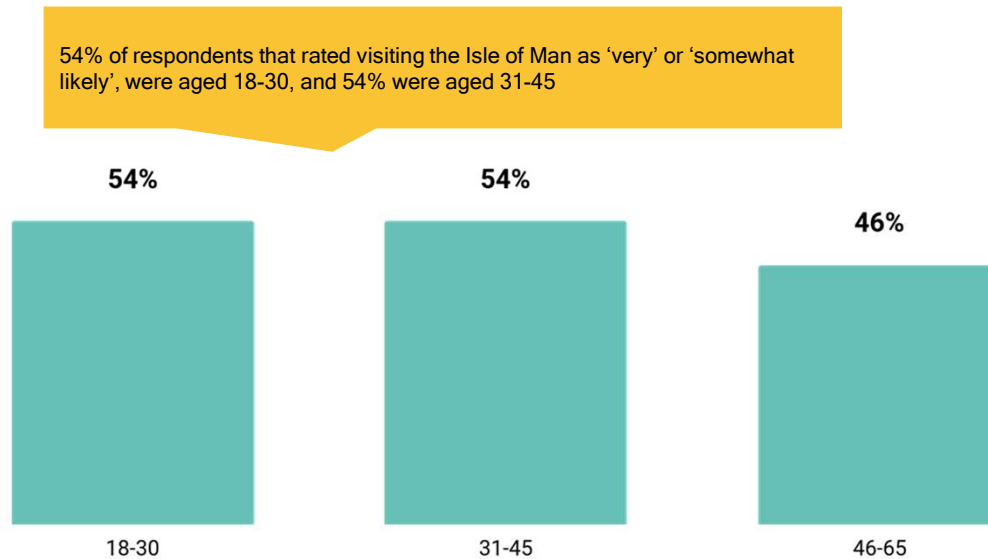
UK adults 18+ who plan to go on holiday in the British isles in 2021 - Top 2 boxes



## Younger generations are more keen on visiting the Isle of Man in the future

### Which of the following short break and holiday destinations on the British Isles, would you consider visiting in the future? - Isle of Man

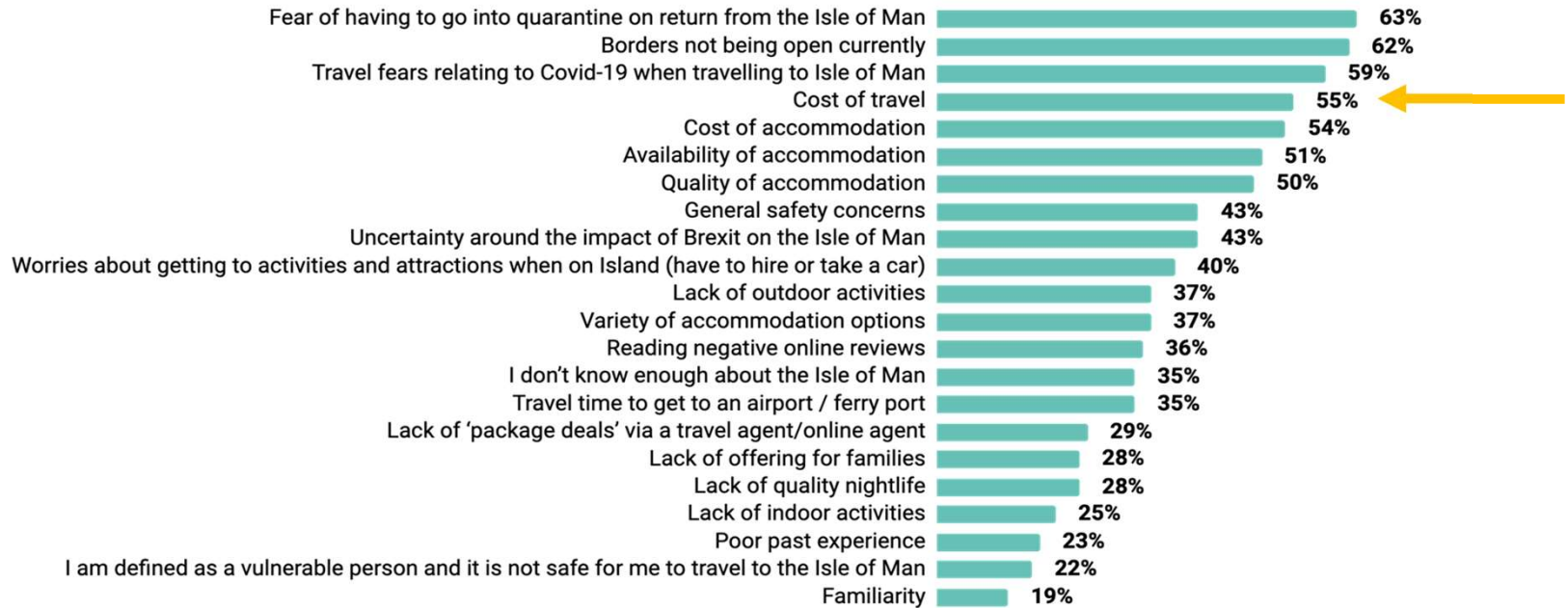
UK adults 18+ who plan to go on holiday in the British isles in 2021 - Top 2 boxes



## The cost of travel is the main barrier to booking a trip to the Isle of Man (outside of COVID-19 related issues)

When thinking about 2021 holidays and short breaks, what would prevent you from booking a trip to the Isle of Man?

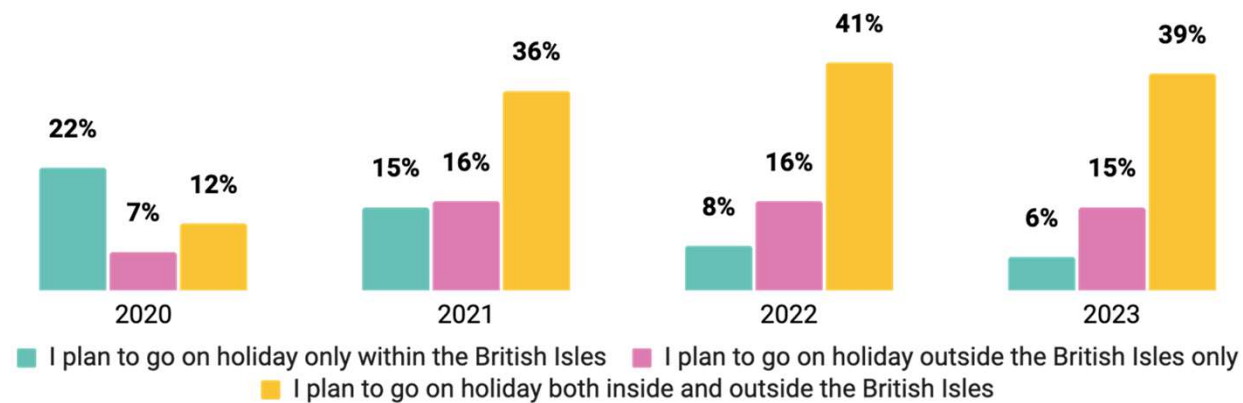
UK adults 18+ who plan to go on holiday in the British isles in 2021



## Intention to travel only inside the British Isles will decrease

**When thinking about holidays and short breaks you want to take in the future, which of the following statements best applies?**

UK adults 18+ who plan to go on holiday in the British isles in 2020-21-22-23

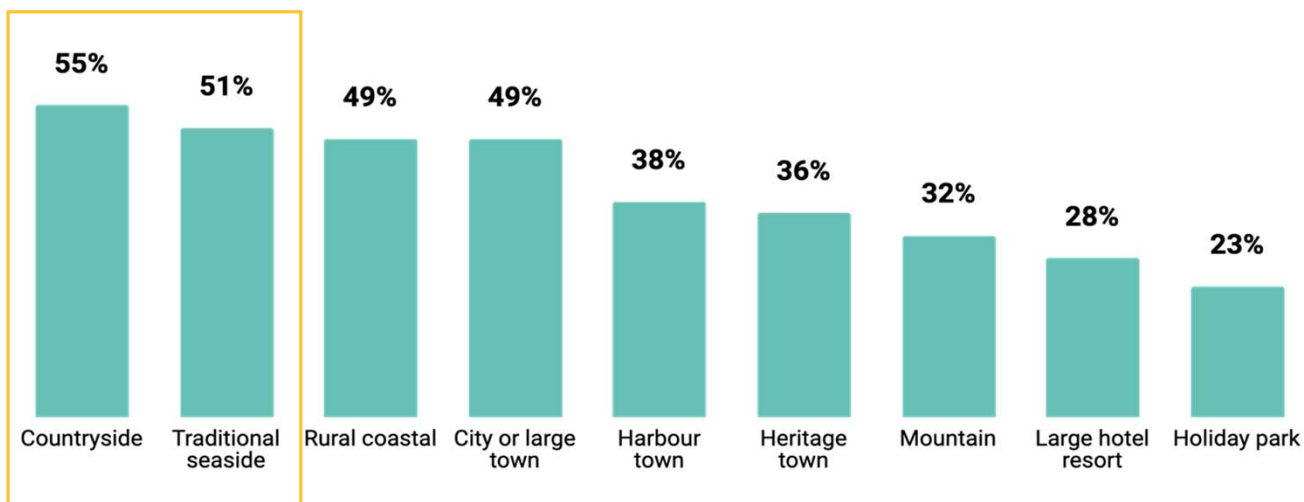




## Over half of people favour the countryside - this is an opportunity for the Isle of Man

### When thinking about holidays and short breaks you want to take in 2021 in the British Isles, which of the following destinations do you favour?

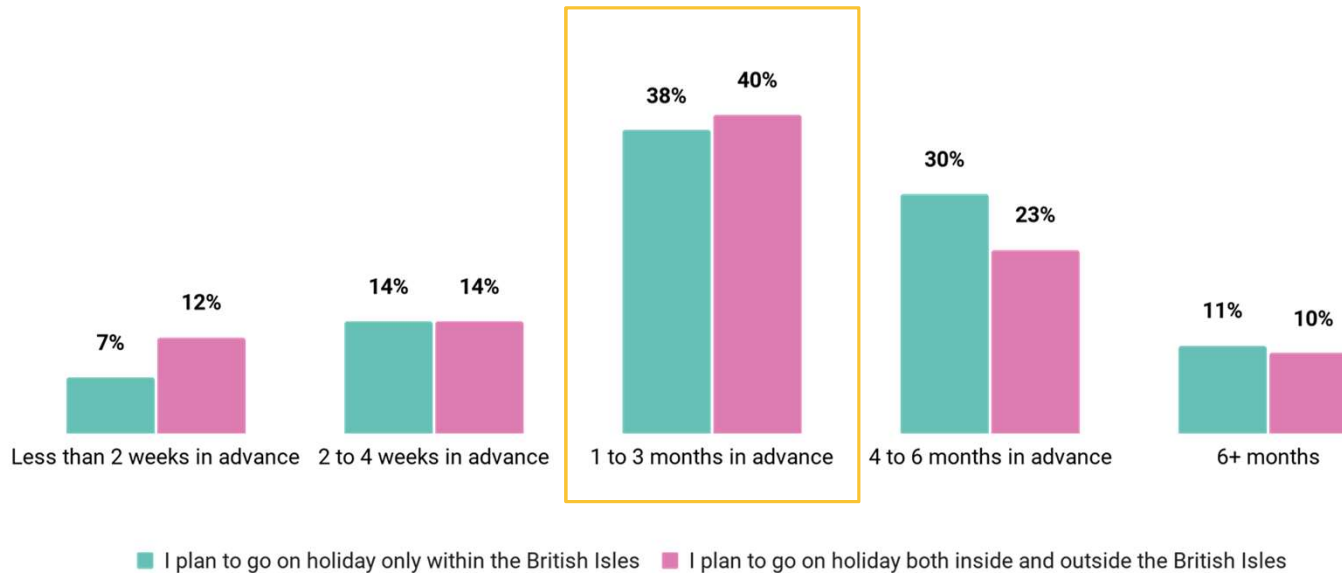
UK adults 18+ who plan to go on holiday in the British isles in 2021



## Those who go on holiday inside the British Isles plan 1 to 3 months in advance

### When thinking about holidays and short breaks you want to take in 2021, how far in advance will you... - Review Options / Plan?

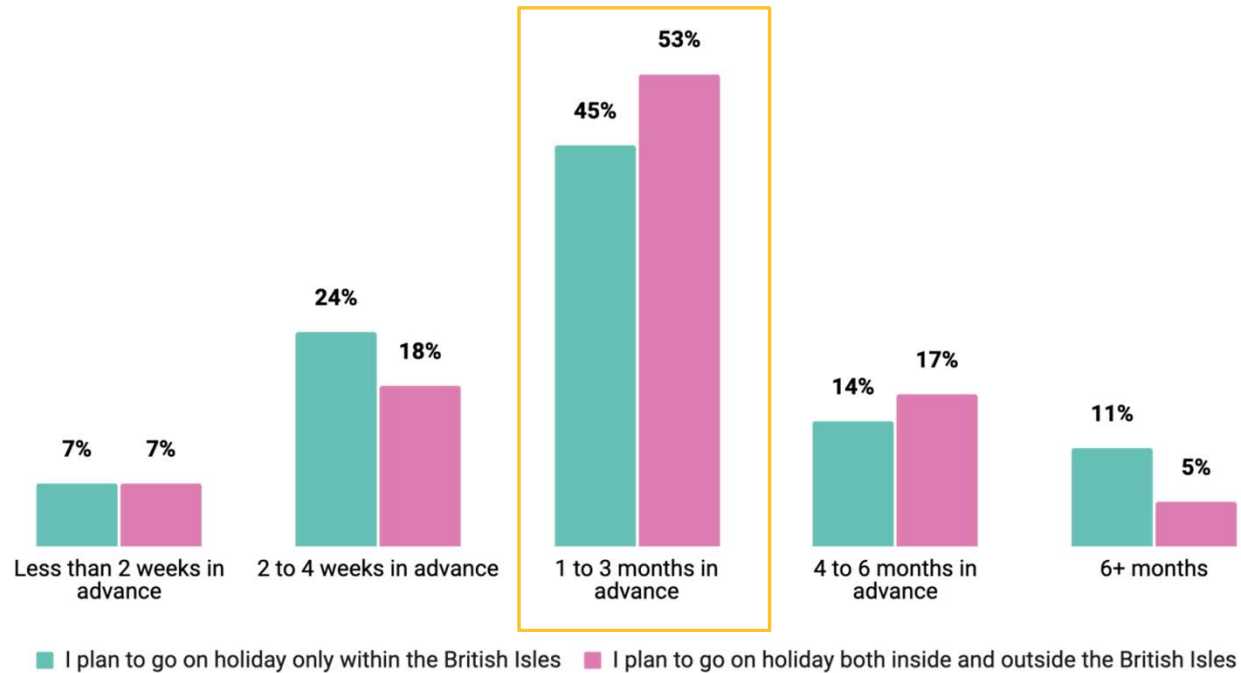
UK adults 18+ who plan to go on holiday in the British isles in 2021



## Those who go on holiday inside the British Isles book 1 to 3 months in advance

### When thinking about holidays and short breaks you want to take in 2021, how far in advance will you... - Book travel?

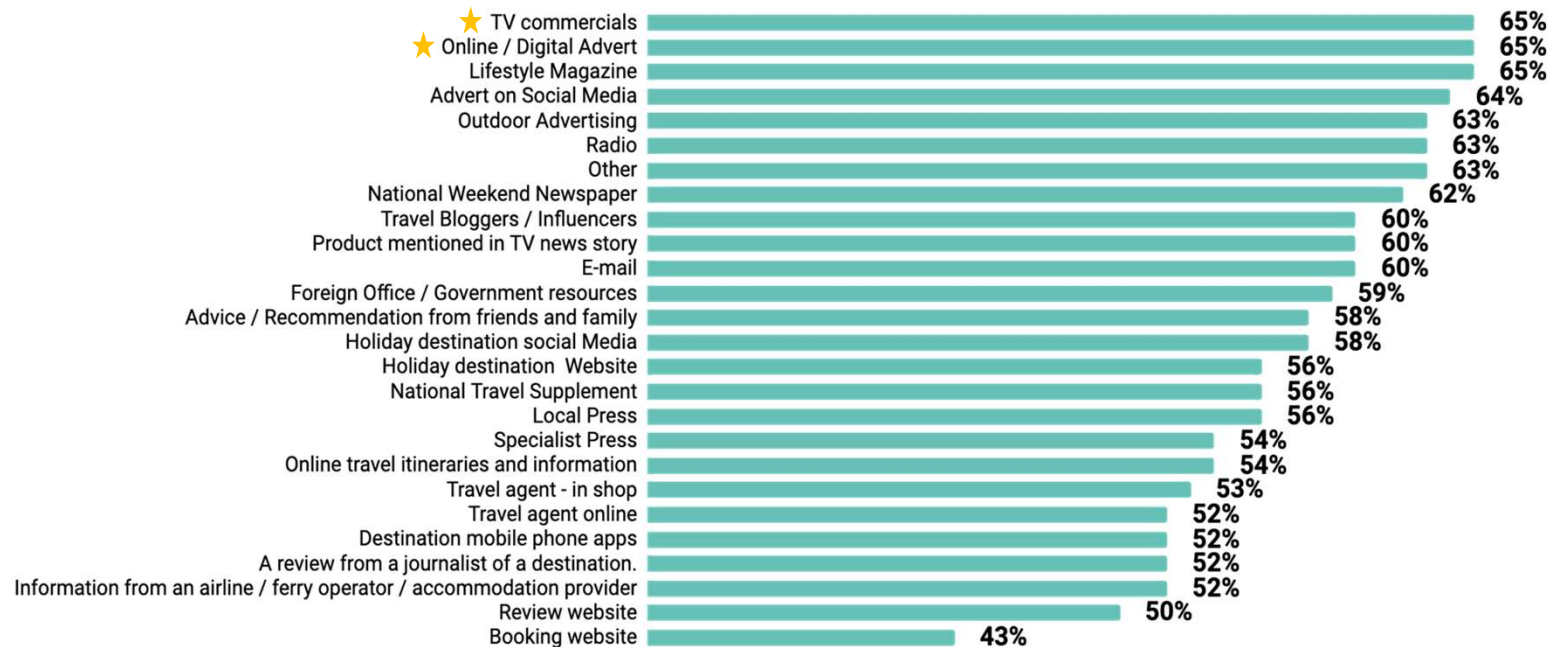
UK adults 18+ who plan to go on holiday in the British isles in 2021



## Most people gather info through TV and digital advertising

When thinking about booking holidays and short breaks in 2021, which of the following will help you when gathering information?

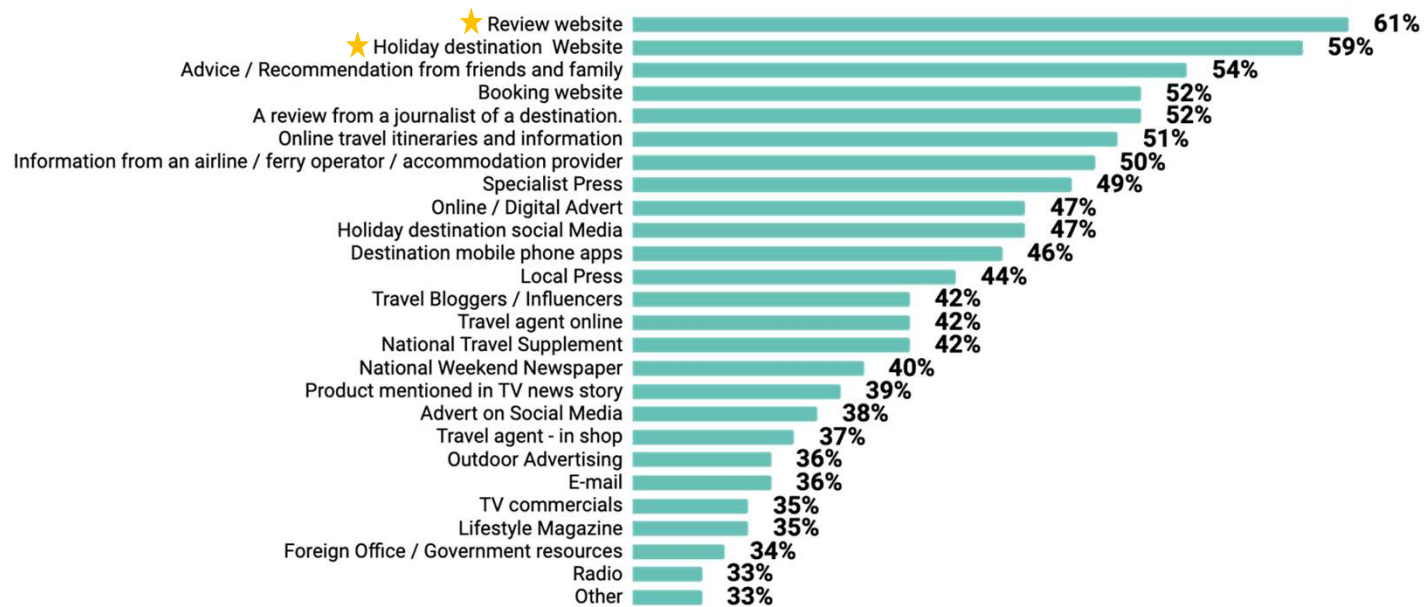
UK adults 18+ who plan to go on holiday in the British isles in 2021



## Most people evaluate their choice through online websites

When thinking about booking holidays and short breaks in 2021, which of the following will help you when evaluating your choice?

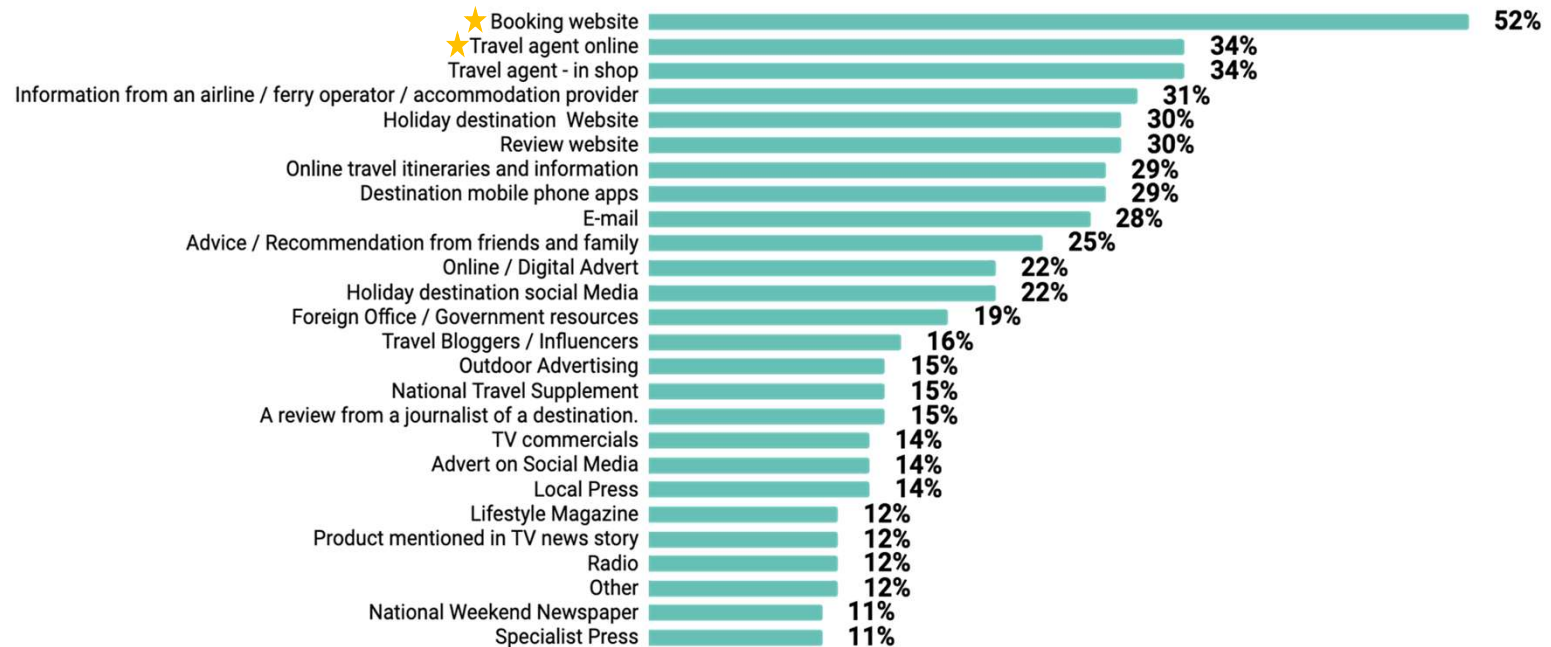
UK adults 18+ who plan to go on holiday in the British isles in 2021



## Most people book through booking websites

When thinking about booking holidays and short breaks in 2021, which of the following will help you when booking your chosen holiday/short break?

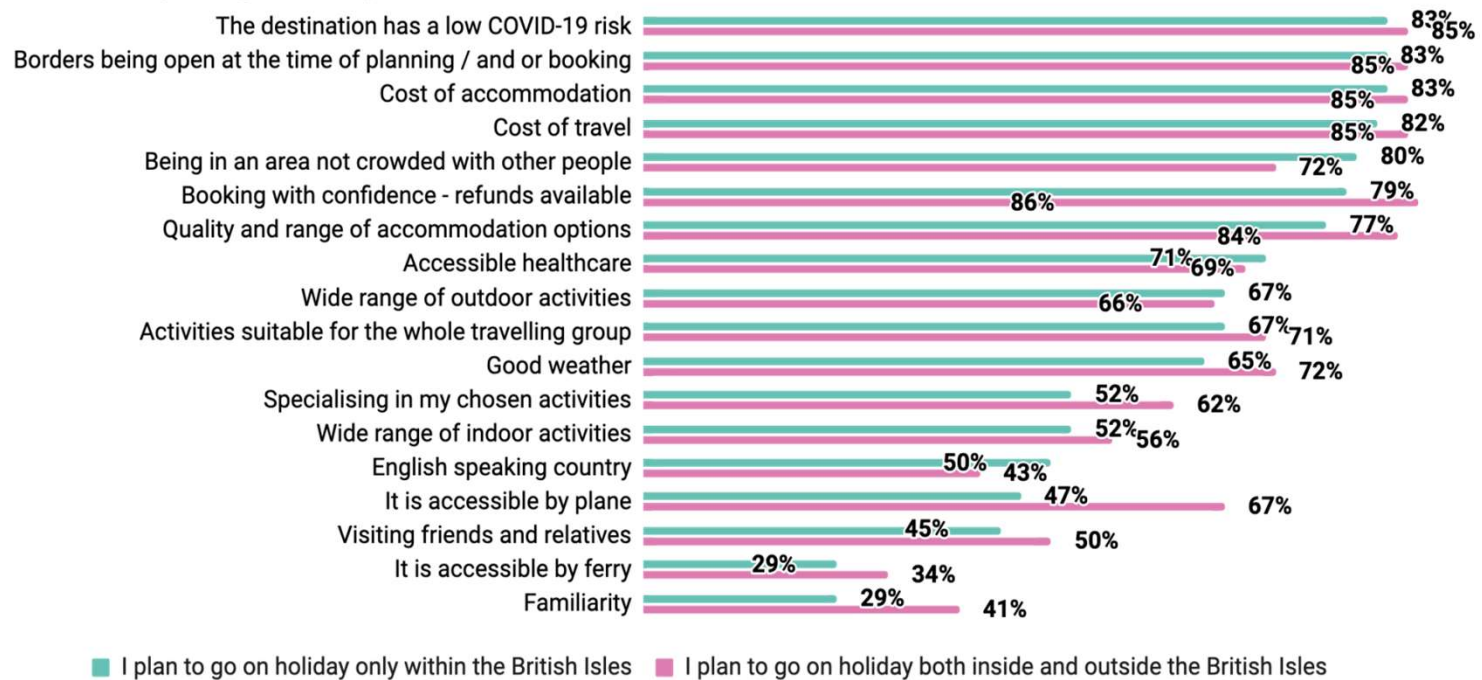
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## Low Covid-19 risk is the most important consideration

When thinking about booking holidays and short breaks in 2021, to what extent is each of the following important to you?

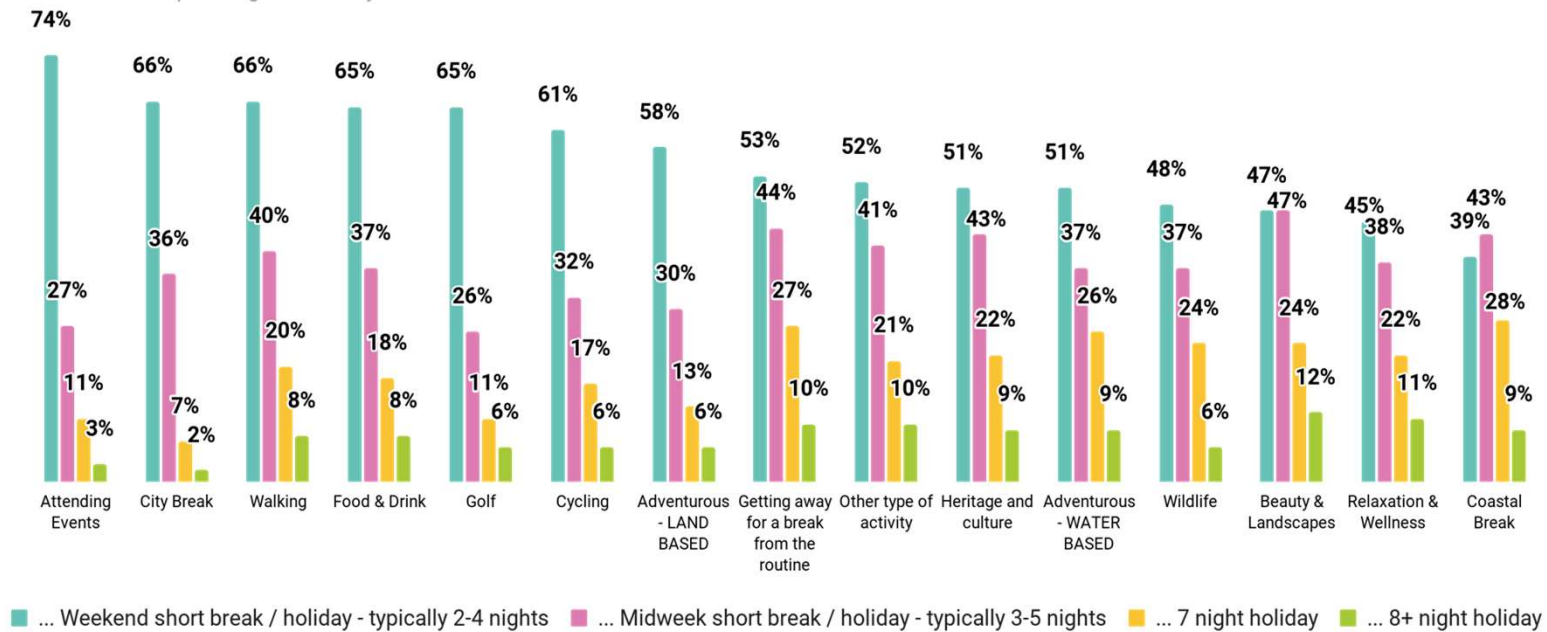
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## Activity choices vary depending on the length of the holiday

When thinking about holidays and short breaks in the British Isles you want to take in 2021, what kind of holiday experience are you seeking when taking...

UK adults 18+ who plan to go on holiday in the British isles in 2021





## People taking longer holidays prefer self-catering accommodation

When thinking about holidays and short breaks in the British Isles you want to take in 2021, what type of accommodation would you consider using for...

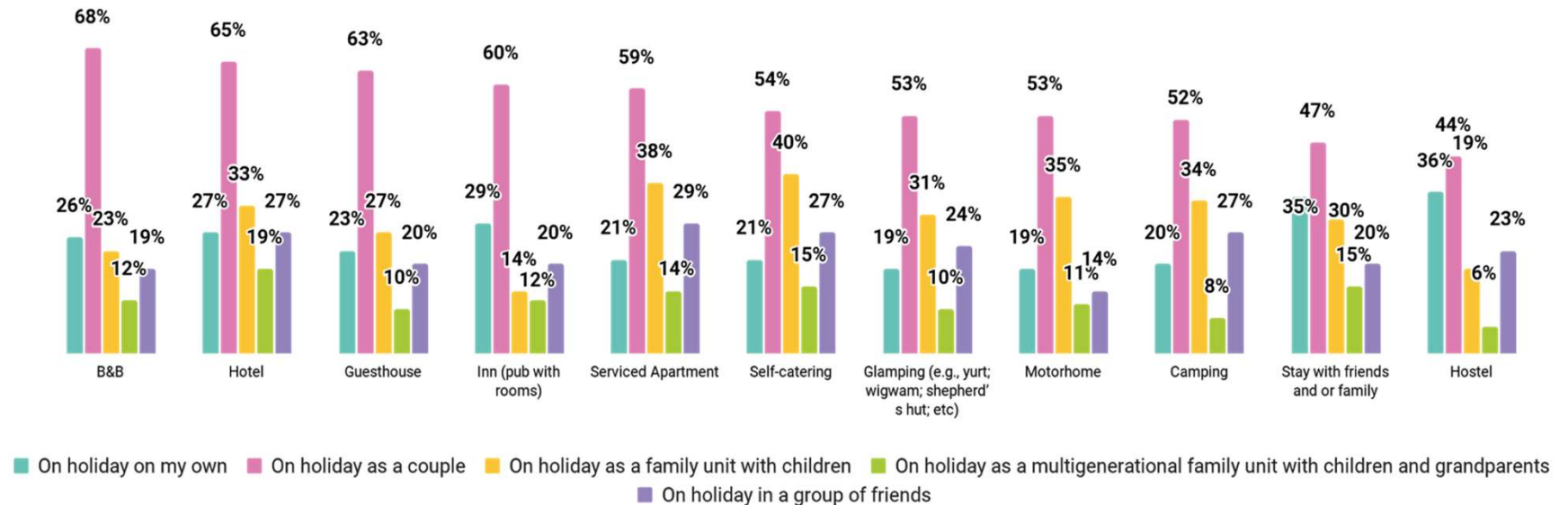
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## Couples prefer to stay in B&Bs and families prefer camping

When thinking about holidays and short breaks in the British Isles you want to take in 2021, what type of accommodation would you consider using for...

UK adults 18+ who plan to go on holiday in the British isles in 2021



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