

UK VISITOR INSIGHTS

VISIT ISLE OF MAN: 2021

In association with:

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



UK 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 take a holiday or short break following the outbreak of COVID-19
- Measure the level of awareness of the Isle of Man as a holiday destination
- Understand the '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

1,021 of nationally representative 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.

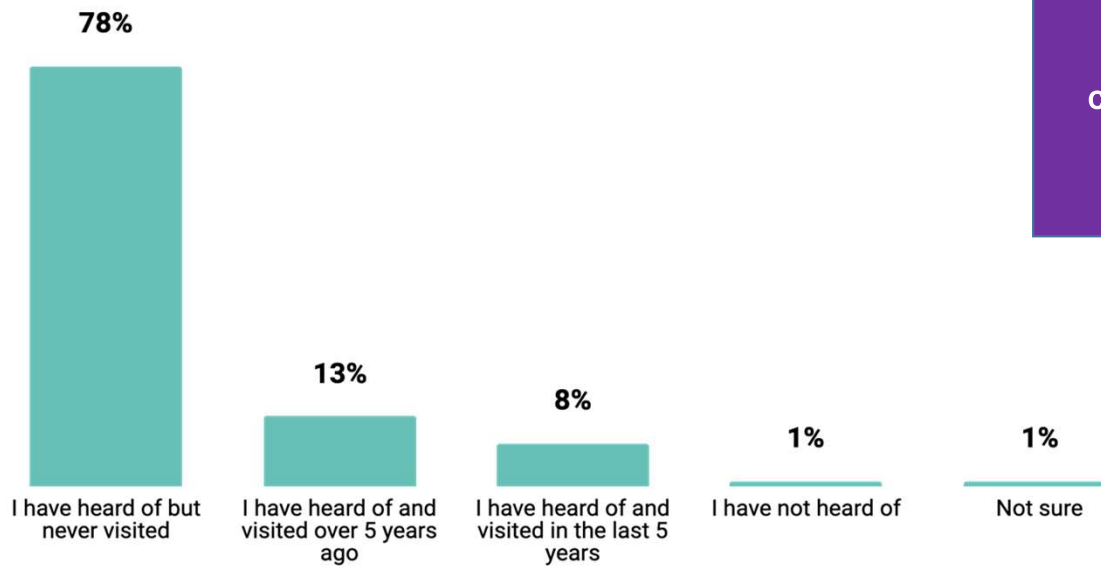
Main takeaways - UK

- Awareness is stronger than expected with **78% of respondents citing they were aware of the Isle of Man as a holiday destination.**
- **Consideration of the Isle of Man as a future short break holiday destination was higher amongst the younger audiences**, with 60% of 31-35 year olds and 57% of 26-30 year olds citing that they would like to visit.
- When looking to book a holiday or short break, top sources used to gather information, evaluate information and book include:
 - **Online/digital sources** (online advertising and Online Travel Agents)
 - **Reviews** (online and peers)
 - **Traditional media** (TV and specialist press).
- 42% of respondents stated they would chose **British Isles staycations only in 2021**. Intention to travel abroad will grow three times in the next three years. This presents an opportunity for Visit Isle of Man to attract new markets that are looking for new experiences closer to home.
- Respondents from **London (females in particular) are most keen to visit the Island** with 57% of Londoners stating that they would like to visit. This was followed by those based in the North West of the UK, with 49% of respondents stating they would like to visit.
- **'Countryside' and 'Rural Coastal'** are the most sought after holiday and short break locations.
- 41% of respondents cited **Cost of Travel as the biggest barrier** to booking a trip to the Isle of Man, along with travel fears relating to COVID-19. The cost of travel is particularly important amongst the younger demographic.
- 41% of those who are thinking about a British Isles holiday or short break will **plan 1 to 3 months in advance.**
- 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.
- People taking **longer holidays prefer self-catering accommodation.**
- Couples prefer hotels, 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

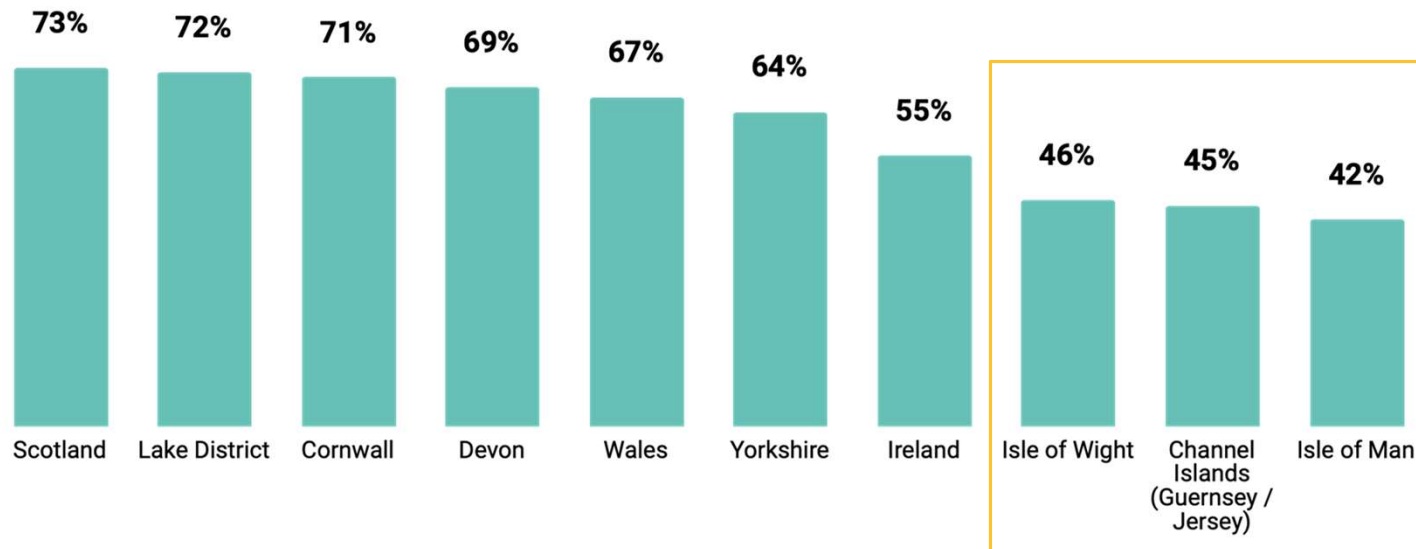


However...when asked which destinations within the British Isles come to mind for a holiday, the Isle of Man was only mentioned by 2% of respondents.

Islands are the least considered holiday destinations

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

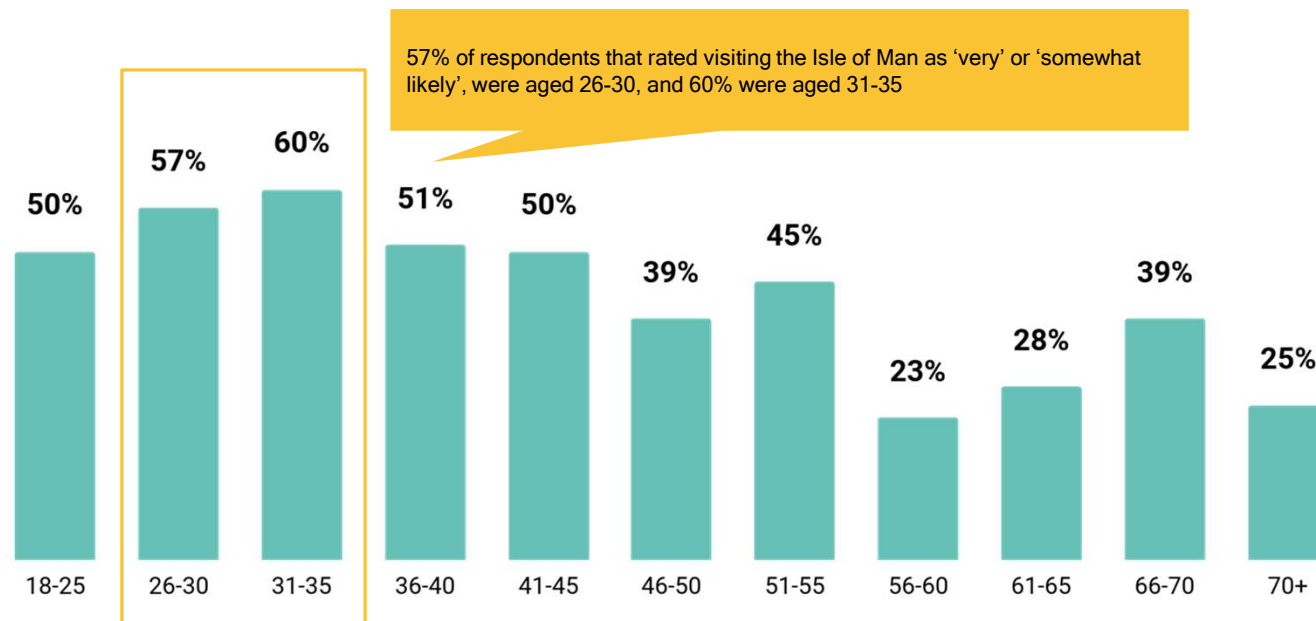
UK adults 18+ who plan to go on holiday in the British isles in 2021 - Top 2 boxes



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

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

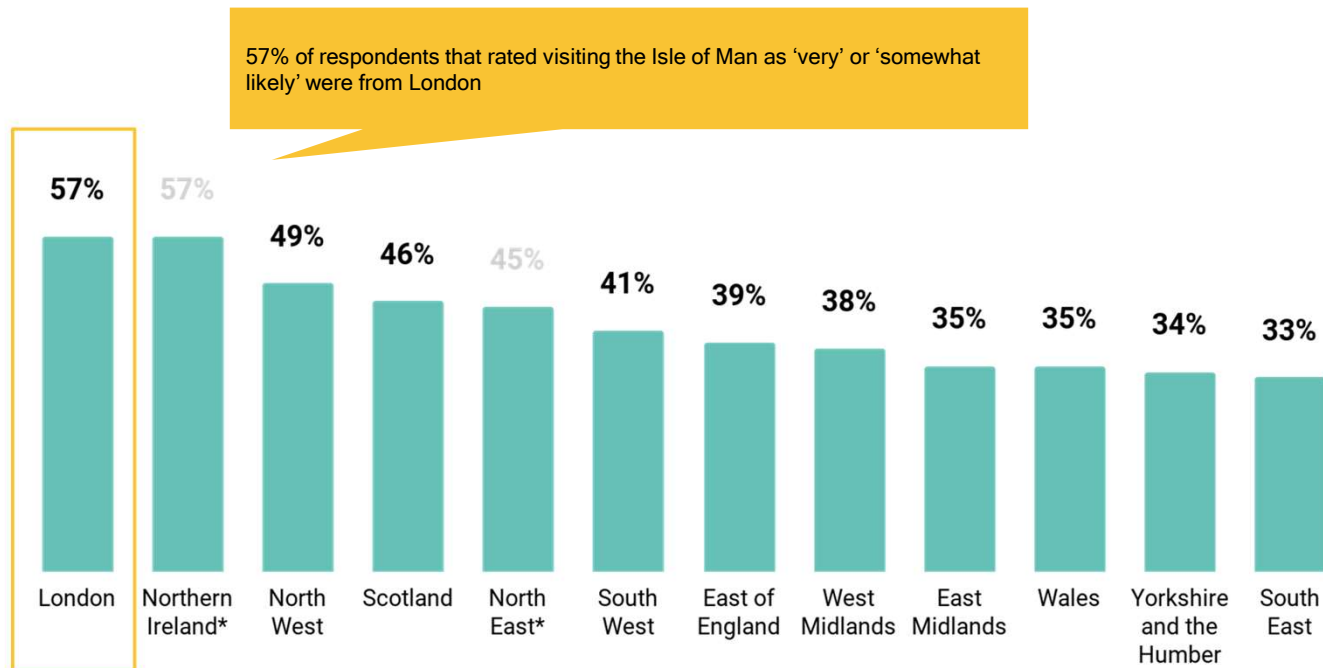
UK adults 18+ who plan to go on holiday in the British isles in 2021 - Top 2 boxes



People from London are more keen to visit the Isle of Man

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

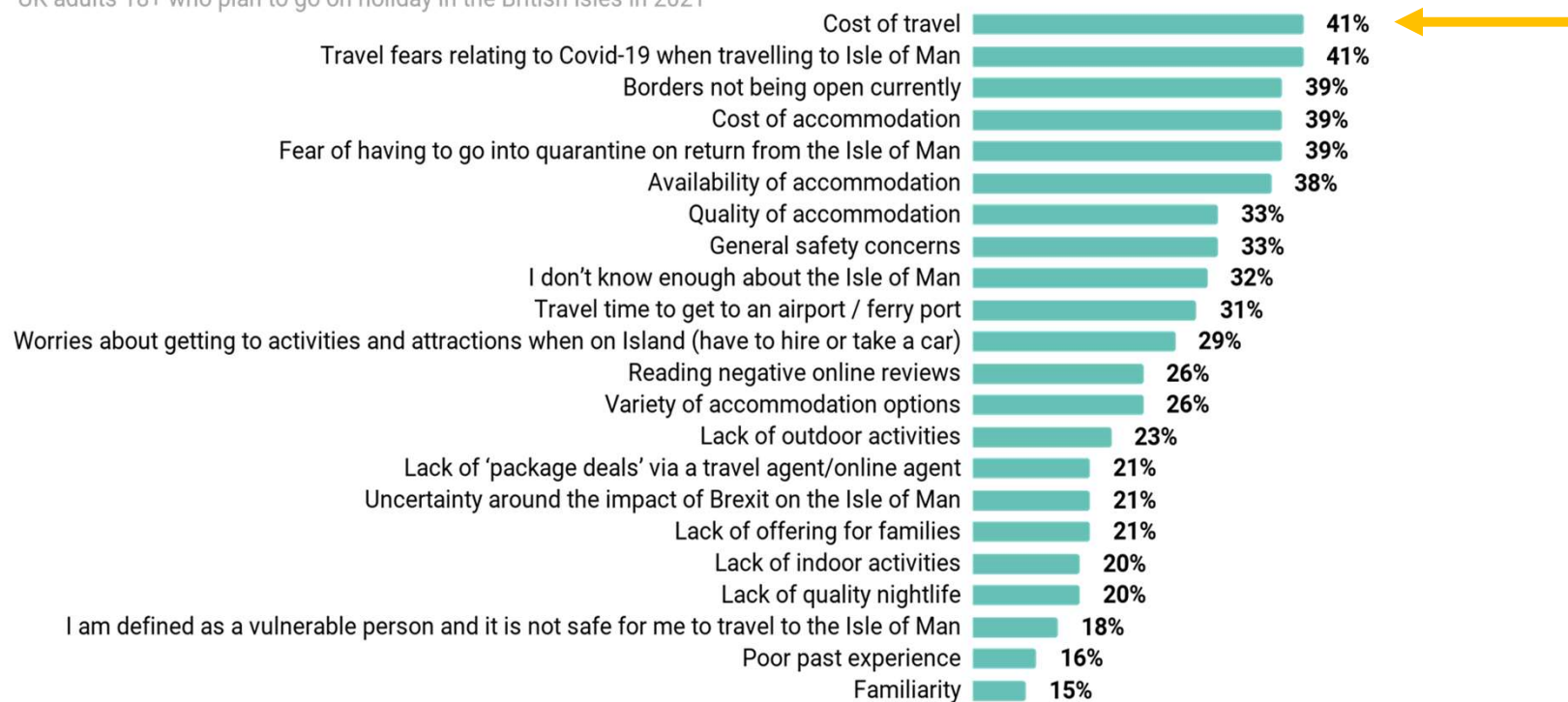
UK adults 18+ who plan to go on holiday in the British isles in 2021



The cost of travel is the main barrier to booking a trip to the Isle of Man

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

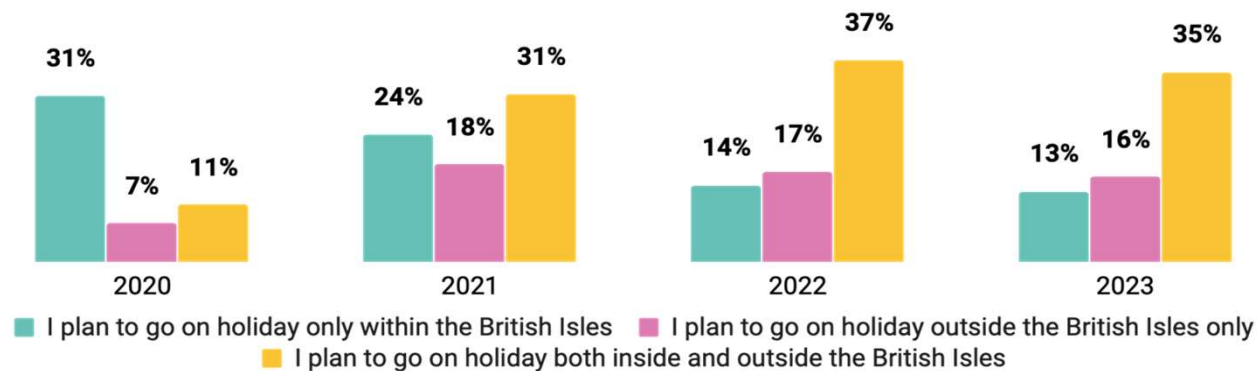
UK adults 18+ who plan to go on holiday in the British isles in 2021



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?

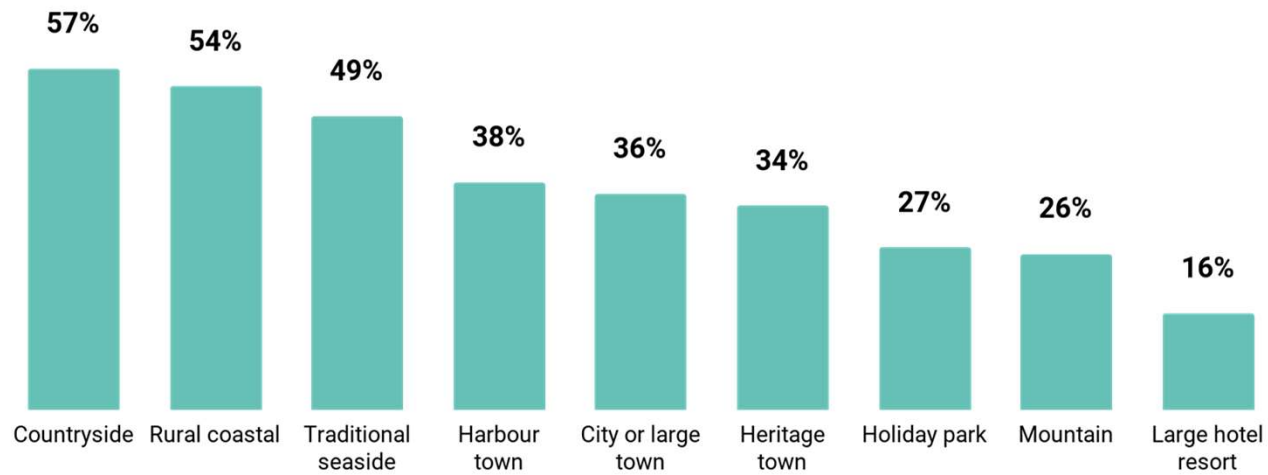
UK adults 18+ who plan to go on holiday in the British isles in 2020-21-22-23



Half of people favour rural coastal destinations, which 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?

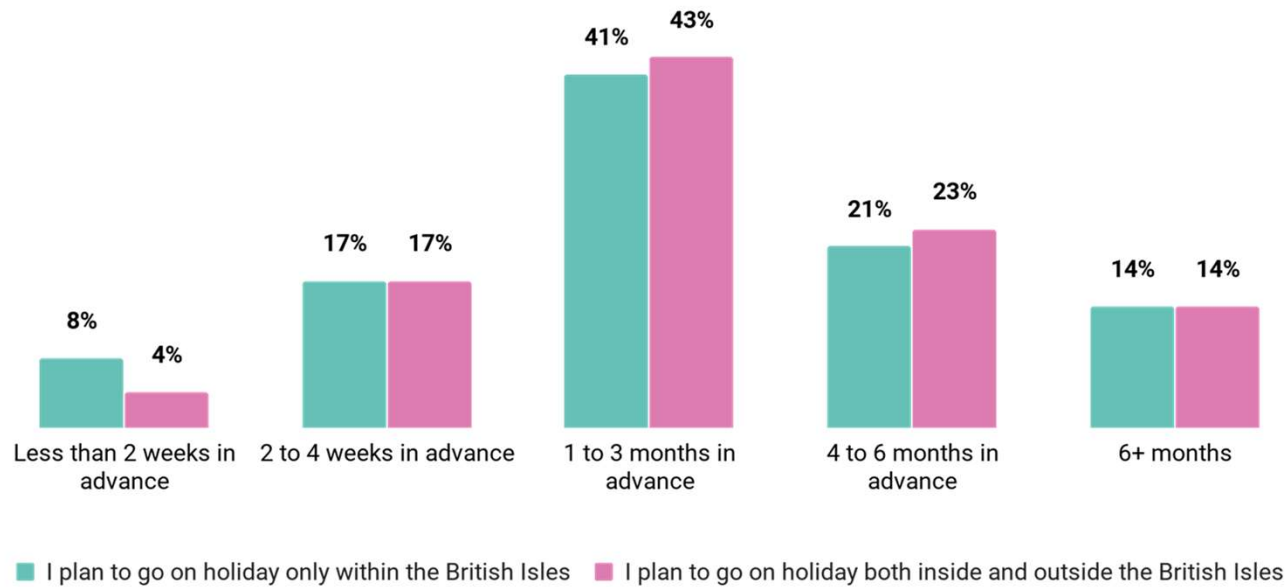
UK adults 18+ who plan to go on holiday in the British isles in 2021



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?

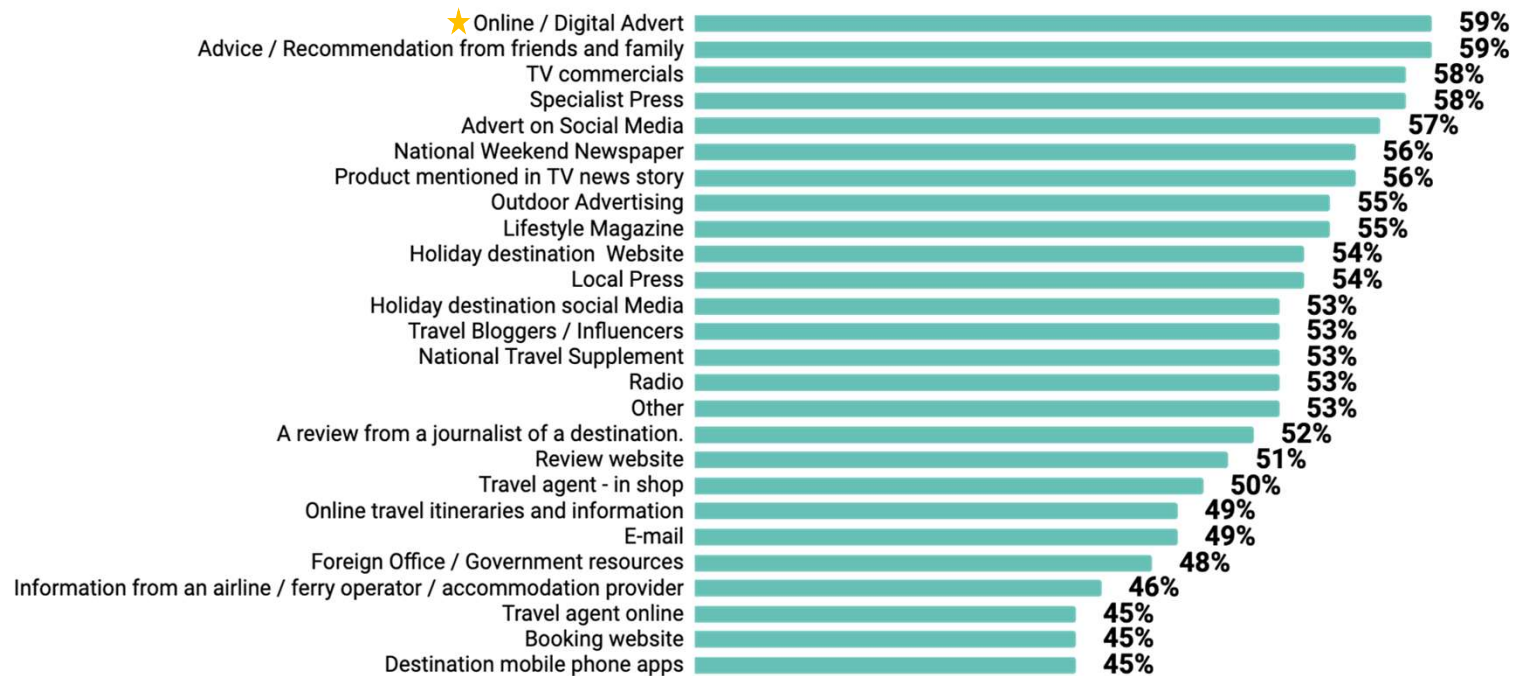
UK adults 18+ who plan to go on holiday in the British isles in 2021



Most people gather information through online 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 and digital advertising

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

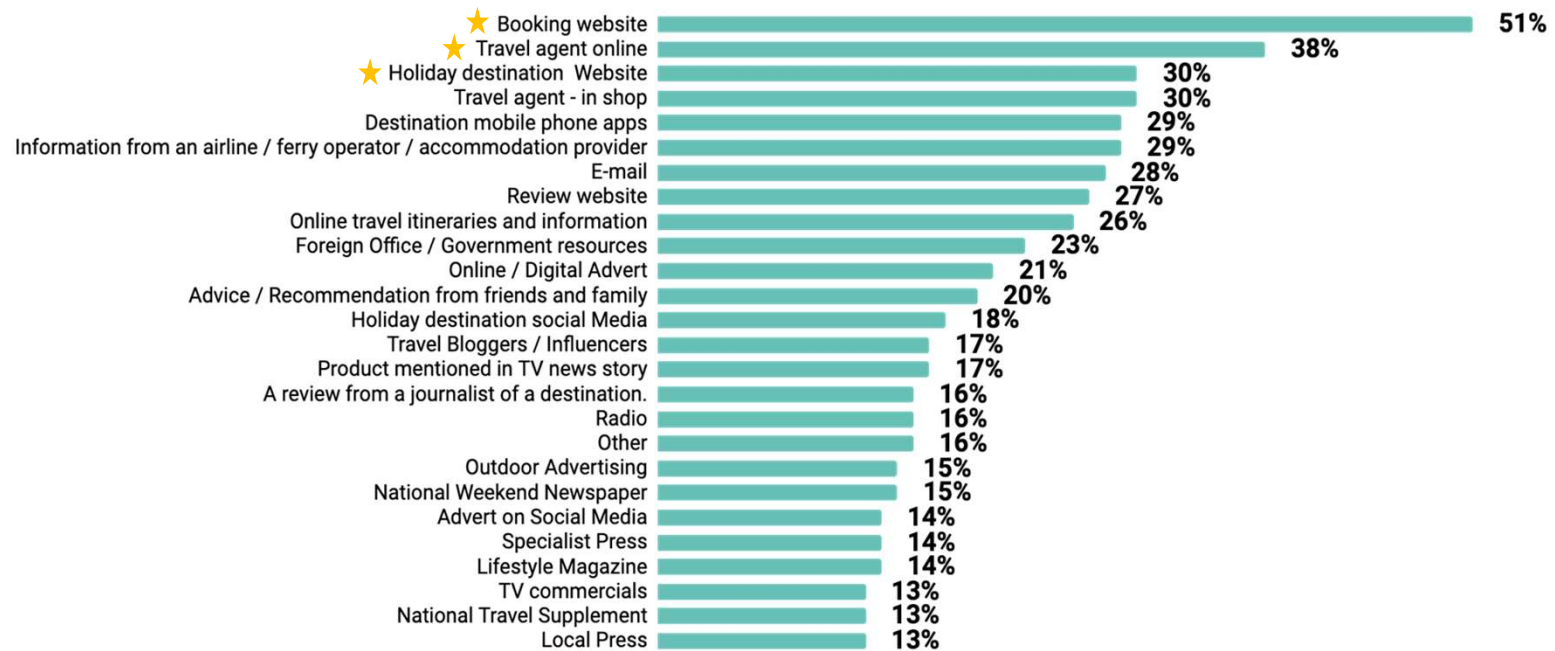
UK adults 18+ who plan to go on holiday in the British isles in 2021



Most people book through online agencies

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

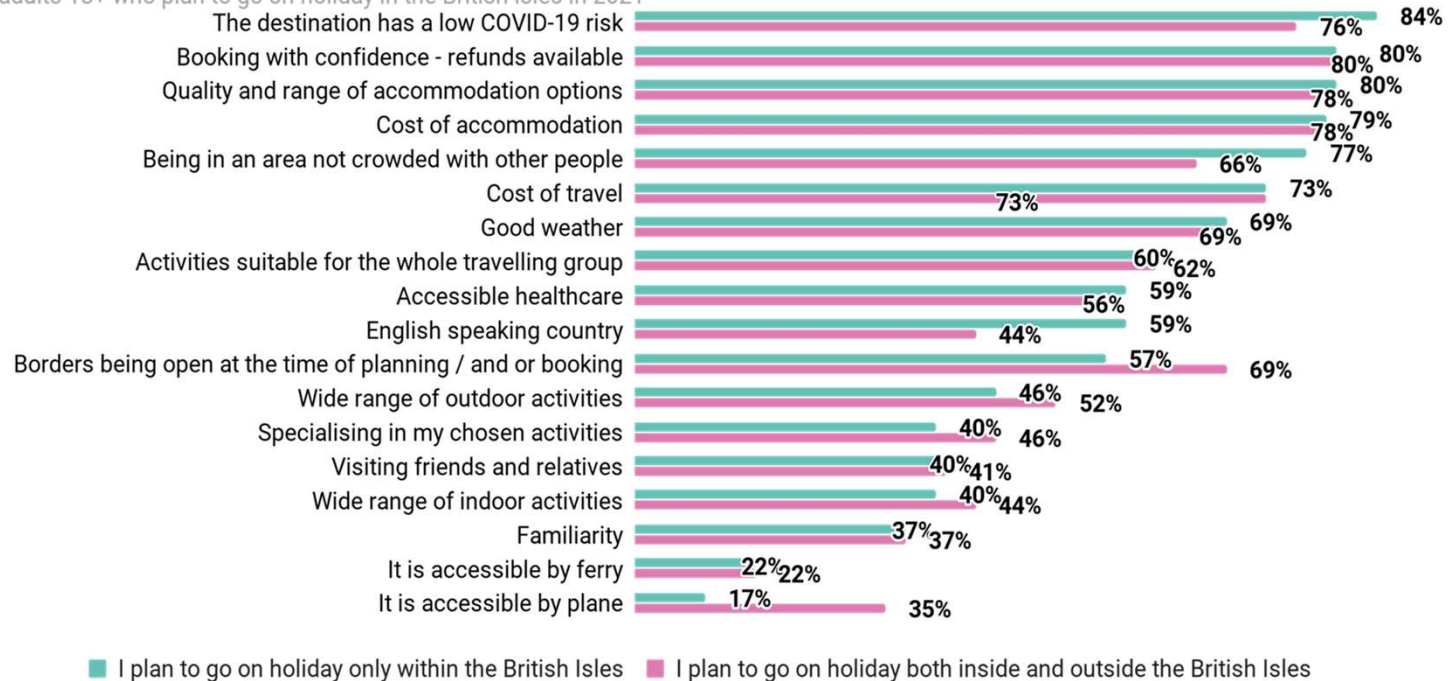
UK adults 18+ who plan to go on holiday in the British isles in 2021



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?

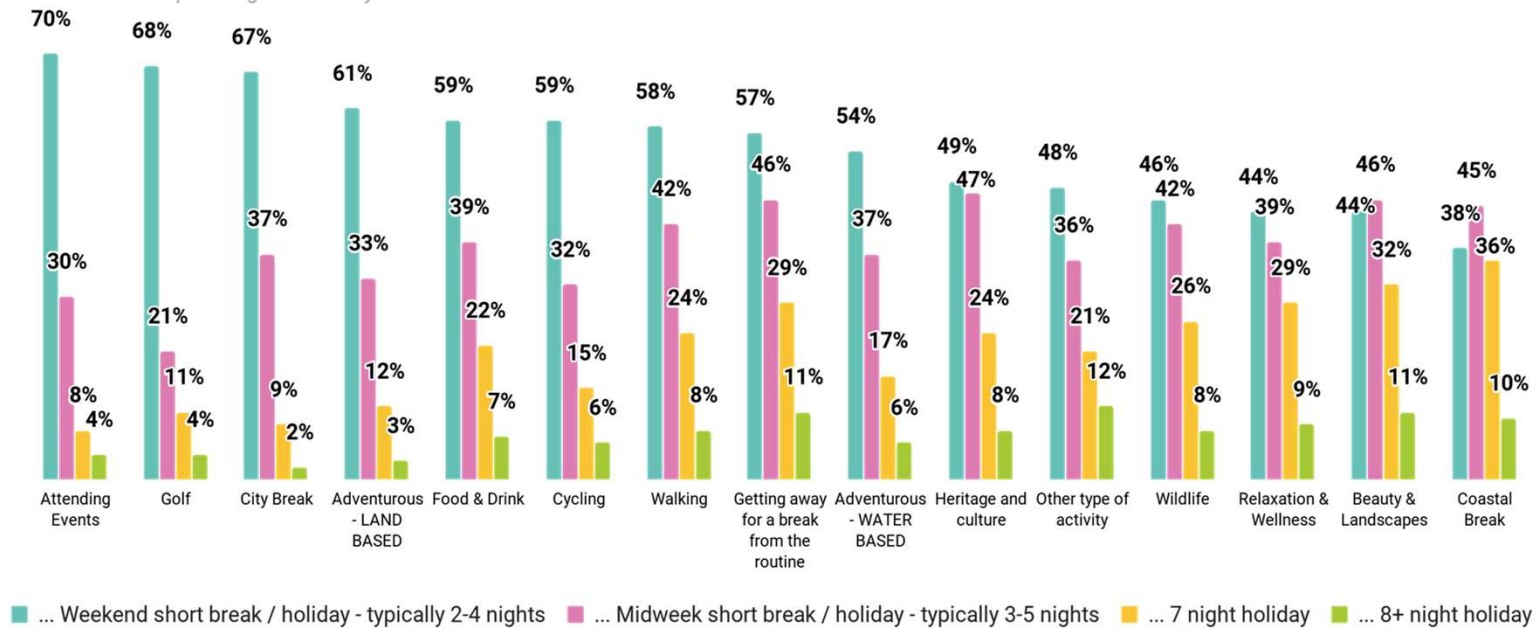
UK adults 18+ who plan to go on holiday in the British Isles in 2021



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...

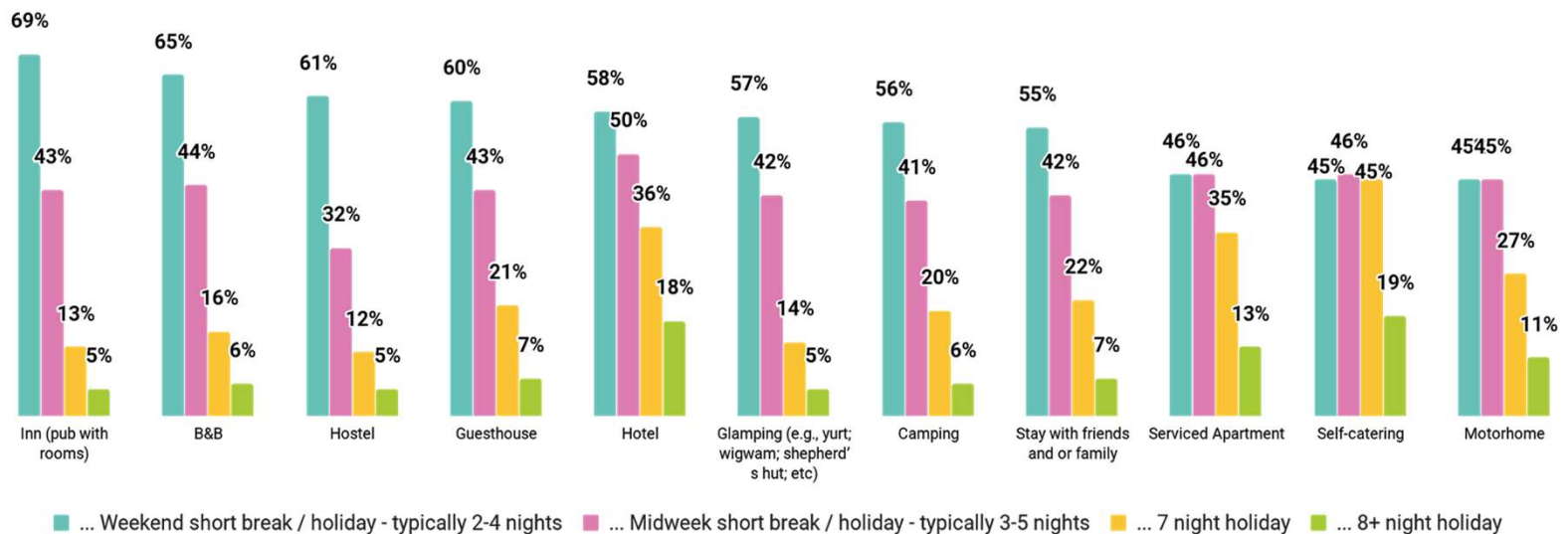
UK adults 18+ who plan to go on holiday in the British isles in 2021



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...

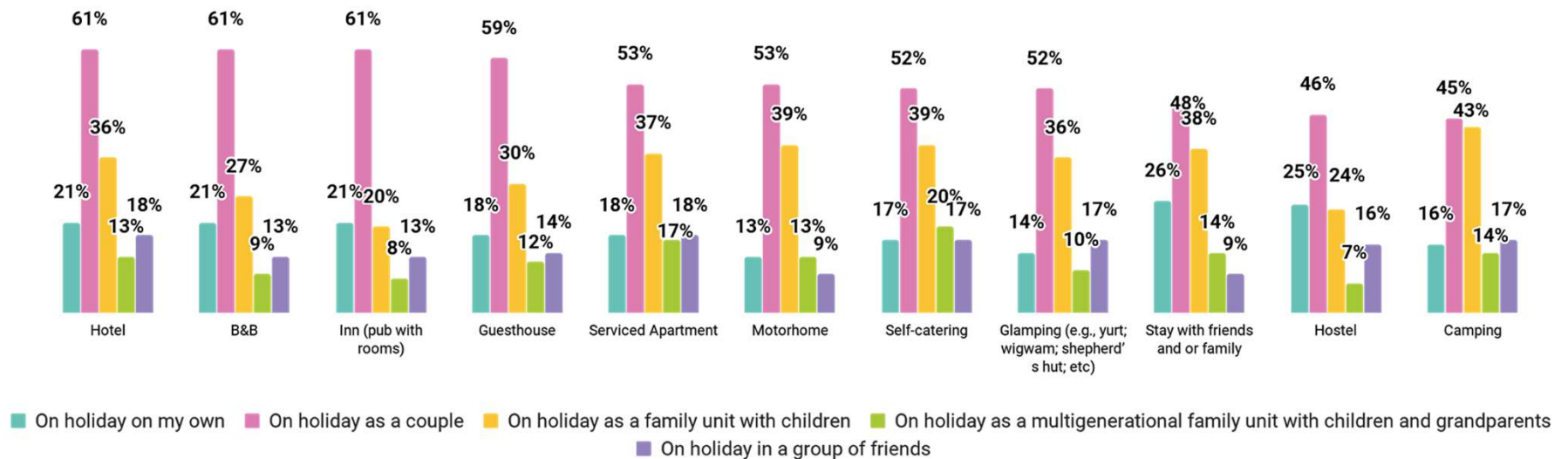
UK adults 18+ who plan to go on holiday in the British isles in 2021



Couples prefer hotels 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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