



2025 VISITOR HIGHLIGHTS



352,301

TOTAL VISITORS

VISITOR NUMBERS - 325,944

CRUISE VISITORS - 26,357



TOTAL EXPENDITURE - £265.2M

TOTAL VISITOR
EXPENDITURE - £262.9M

AVERAGE SPEND PER
VISITOR - £807

TOTAL CRUISE
EXPENDITURE - £2.37M

AVERAGE SPEND PER
CRUISE VISITOR - £80

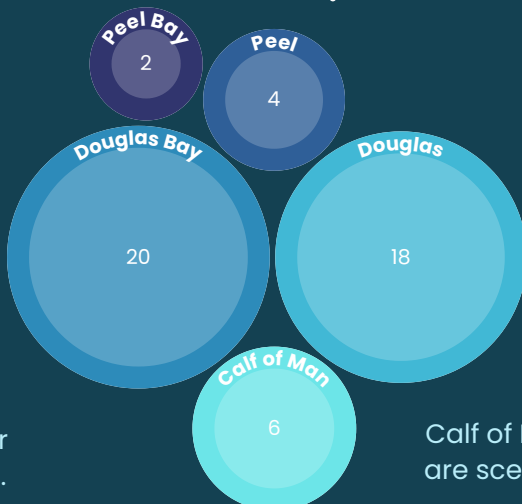


AV. LENGTH OF STAY - 5.38 NIGHTS

VISITOR SATISFACTION

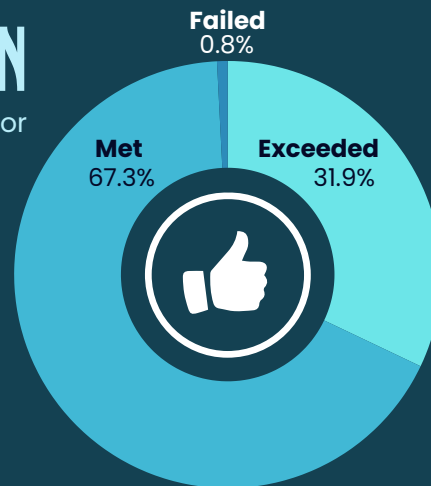
Whether the Island exceeded, met or failed their expectations

NO. OF CRUISE CALLS - 47



Douglas Bay & Peel Bay indicates passengers needed to tender in to the harbour.

Calf of Man calls are scenic stops.





Isle of Man Passenger Survey Annual Report 2025



June 2026



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The key results from 2025 are:

- Of the 645,265 passengers departing the Island, 49.5% were residents and 50.5% were visitors to the Island.
- 40.3% of visitors to the Island had travelled for a holiday, 37.5% were visiting friends or family and 22.2% were on a business trip.
- The average expenditure per visitor was £807 (weighted) and the total expenditure by those visitors is estimated to be £262.9 million.
- The average length of stay of all visitors was 5.38 nights and results in 1,731,885 bednights.
- 67% (weighted) of visitors were staying in paid accommodation and 6.2% were on a package trip.
- 46.2% of visitors were staying in serviced accommodation, 36.2% were staying with friends or relatives, 8.4% in self-catering accommodation, 6.6% were camping and 1.3% were in homestay accommodation.
- 80.5% of all visitors were from the British Islands and the Republic of Ireland and 19.5% were from overseas.
- 99.2% of all visitors felt that their trip to the Isle of Man had met or exceeded their expectations.
- 46 – 60-year-old represented the largest age group for visitors (31.2%). This was followed by 25.9% of all visitors were in the over 60 years old age group and 21.9% of those who were 31 – 45 years old. 12.6% of visitors were between 16 -30, with 8.6% of all visitors were under the age of 16 years.
- 61.5% of all visitors participated in an outdoor activity whilst on their visit and 40% had visited family and/or friends. 33.7% had visited a Manx National Heritage site, 21.9% of visitors had been on the Heritage Railways, 25.9% attended a motorsport event and 10.4% were attending a personal event.
- 3.9% of all visitors were registered disabled or had some form of sensory, physical or mental accessibility needs.

2 INTRODUCTION

2.1 Background

This report provides data from the Isle of Man Passenger Survey 2025 covering the period 1st January 2025 to 31st December 2025. The purpose is to provide insight into visitor sentiment and the nature and economic impact of these visitors to the Island. Previously conducted by the Department of Economic Affairs, the survey is now managed by the TSE Research.

2.2 Methodology

Face-to-face interviews were conducted in the departure lounge and vehicle loading areas at the Sea Terminal and at Ronaldsway Airport outside the departure gate. Interviews were conducted across a selection of weekday, Saturday and Sundays over the year. Results have been weighted on a monthly basis by known passengers departing the Island, with the apportioned number of residents interviewed removed from the figure to calculate overall results.

MIDT airline data and Steam Packet passenger ticketing data are analysed to identify points of origin and support the distinction between visitors and residents.

Only passengers recorded on scheduled departures were used in the analysis for this report, it does not include unscheduled departures such as charter flights, cruise ship passengers or pleasure craft.

Unless otherwise stated, the results refer to visitors to the Island. Due to the rounding of figures during the calculation process, totals may not sum precisely.

A copy of the questionnaire is attached in Appendix 1.

2.3 Sample size

In total, 10,967 passenger groups were interviewed during 2025, which consisted of 49.5% groups of Isle of Man residents and 50.5% visitor groups to the Island. There was a 2.9% refusal rate overall. MIDT airline data and Steam Packet passenger ticketing data are analysed to identify points of origin and support the distinction between visitors and residents.

Table (i): Response rate (count) – year on year

	2023 Air	2024 Air	2025 Air	2023 Sea	2024 Sea	2025 Sea	2023 Total	2024 Total	2025 Total
Interviews	2,906	5,015	5,128	6,218	7,031	5,783	9,124	12,046	10,967
Refusals	123	73	142	160	124	190	283	197	332
Total approached	3,029	5,088	5,326	6,378	7,155	5,973	9,407	12,243	11,299

Table (ii): Response rate (count) – by quarter 2025

	Q1 Air	Q1 Sea	Q2 Air	Q2 Sea	Q3 Air	Q3 Sea	Q4 Air	Q4 Sea
Interviews	1,306	1,063	1,616	1,504	1,127	1,992	1,135	1,224
Refusals	5	12	0	42	87	86	50*	50*
Total approached	1,311	1,075	1,616	1,546	1,214	2,078	1,185	1,274

* estimated

In total, surveys were conducted 5,128 passenger groups being interviewed at Ronaldsway Airport and 5,783 passenger groups interviewed at either the Sea Terminal Vehicle Loading Area or in the Sea Terminal Departure Lounge.

2.4 Acknowledgements

We are grateful for the cooperation and assistance of:

- Airports Division – Department of Infrastructure
- Harbours Division – Department of Infrastructure
- Isle of Man Steam Packet Company
- Isle of Man Government – Cabinet Office
- Commercial Aviation Solutions (CAS)

3 SURVEY RESULTS

3.1 Travel numbers

Table 1: Traveller summary

	2024	2024	2025	2025	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
	Air %	Air trav.	Air %	Air trav.	Air %	Air %	Air %	Air %	Air trav.	Air trav.	Air trav.	Air trav.
Resident	56.8%	181,746	44.9%	138,359	49.5%	41.4%	42.7%	46.7%	33,632	34,928	33,924	35,875
Visitor	43.2%	138,121	55.1%	169,582	50.5%	58.6%	57.3%	53.3%	34,362	49,347	44,894	40,979
Total		319,867		307,941					67,994	84,276	78,288	76,854

	2024	2024	2025	2025	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
	Sea %	Sea trav.	Sea %	Sea trav.	Sea %	Sea %	Sea %	Sea %	Sea trav.	Sea trav.	Sea trav.	Sea trav.
Resident	55.9%	174,500	53.7%	181,482	70.3%	45.1%	53.4%	65.6%	22,910	55,933	71,133	31,506
Visitor	44.1%	137,476	46.3%	156,363	29.7%	54.9%	46.6%	34.4%	9,679	68,087	62,075	16,522
Total		311,976		337,845					32,589	124,020	133,208	48,028

	2024	2024	2025	2025	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
	%	Total	%	Total	%	%	%	%	Total	Total	Total	Total
Resident	51.3%	323,909	49.5%	319,312	56.2%	43.6%	49.4%	54%	56,542	90,861	104,527	67,381
Visitor	48.7%	307,934	50.5%	325,944	43.8%	56.4%	50.6%	46%	44,041	117,434	106,969	57,501
Total		631,843		645,256					100,583	208,295	211,496	124,882

Table 2: Ferry traveller type - Visitors

	2024	2025	Q1	Q2	Q3	Q4	2024	2025
	Visitors %	Visitors %					Visitors Count *	Visitors Count
Of which, sea travelling by:								
Foot	17.1	23.4	17.9	20.6	29.8	14.4	23,508	36,589
With vehicle/motorbike	82.9	76.5	82.1	79.4	70.0	85.6	113,968	119,618
Coach	0.0	0.1	0.0	0.0	0.2	0.0	0	156

Table 3: Destination of ferry (%) - Visitors

	2024	2025	Q1	Q2	Q3	Q4
	Visitors	Visitors				
Belfast	2.1	1.8	0.0	3.2	3.3	0.5
Dublin	0.2	0.1	0.1	0.3	0.0	0.0
Heysham	66.2	73.0	90.6	48.7	63.8	88.8
Liverpool	31.4	25.0	9.3	47.3	32.5	10.7
Other	0.2	0.2	0.0	0.5	0.4	0.0

3.2 Flights

Table 4: Destination of flight (%) - Visitors

	2024 Visitors	2025 Visitors	Q1	Q2	Q3	Q4
Belfast City	1.4	0.53	0.0	1.3	0.0	0.8
Belfast International	3.5	0.13	0.0	0.0	0.2	0.3
Birmingham	14.2	14.15	17.2	12.5	19.5	7.4
Bristol	3.7	0.83	0.0	2.5	0.3	0.5
Dublin	13.4	11.75	14.3	7.8	14.0	10.9
Edinburgh	1.6	0.40	0.0	1.4	0.2	0.0
Gatwick	17.5	28.38	35.0	28.5	22.2	27.8
Jersey	0.4	0.15	0.4	0.0	0.2	0.0
Liverpool	10.2	7.08	3.5	11.5	6.5	6.8
London City	03	0.58	0.0	1.1	0.2	1.0
Luton	0.7	0.35	0.0	1.2	0.2	0.0
Manchester	15.4	10.08	7.4	15.4	13.4	4.1
Other	18.1	25.58	22.2	16.8	22.9	40.4

Table 5: Whether satisfied with the number of flights servicing the Isle of Man (%) - Visitors

	2024 Visitors	2025 Visitors	Q1	Q2	Q3	Q4
Yes	32.2	27.3	25.5	33.9	23.5	23.7
No	22.2	30.2	26.9	33.2	35.7	26.1
Unsure	45.6	42.6	47.7	34.9	40.8	50.2

Table 6: Level of satisfaction with the affordability of flights servicing the Isle of Man (%) - Visitors

	2024 Visitors	2025 Visitors	Q1	Q2	Q3	Q4
Mean score:	2.89	2.84	2.82	2.91	2.81	2.80
Very satisfied	4.6	4	4.5	6.1	1.3	3.0
Satisfied	82.5	77.6	73.1	80.8	78.7	77.0
Dissatisfied	11.1	17.2	22.4	11.1	20.0	18.0
Very dissatisfied	1.9	1.3	4.5	2.0	0.0	2.0

3.3 Trip reason

Table 7: Reason for visiting the Island - Visitors (%)

	2024	2025	Q1	Q2	Q3	Q4
Holiday	39.9	40.28	22.4	59.1	54.7	24.9
Visiting friends and/or family	38.4	37.53	50.5	27.5	26.0	46.1
Leaving Isle of Man	0.0	-	0.0	0.0	0.0	0.0
Business	21.6	22.23	27.1	13.5	19.3	29.0
Other	0.0	-	0.0	0.0	0.0	0.0

3.4 Business travellers

Table 8: Level of satisfaction with doing business on the Isle of Man (%) - Visitors

	2024 Visitors	2025 Visitors	Q1	Q2	Q3	Q4
Mean score	3.65	3.46	3.45	3.49	3.43	3.40
Very satisfied	64.6	47.1	46.5	50.5	44.5	47.0
Satisfied	34.4	51.9	52.5	48.2	53.8	53.0
Dissatisfied	0.9	1.0	1.0	1.0	1.7	0.0
Very dissatisfied	0.2	-	0.0	0.0	0.0	0.0

(Note: Those travelling for business were asked to rate their level of satisfaction, on a score of 1 to 4, with doing business on the Island.)

3.5 Accommodation

Table 9: Whether mainly stay in paid accommodation or with friends/relatives (%)

	2024 Total	2025 Average	2025 Weighted	Q1	Q2	Q3	Q4
Paid accommodation	64.4	63.0	67.0	61.7	74.7	72.3	53.3
With friends/relatives	35.6	37.0	33.0	48.3	25.3	27.7	46.7

Table 10: Type of accommodation whilst on Isle of Man

	2024 %	2025 %	Q1	Q2	Q3	Q4
Hotel/Guesthouse	40.1	40.8	46.1	35.2	41.4	40.3
B&B	5.6	5.4	4.4	5.0	8.7	3.6
Self-catering	9.7	8.4	3.6	11.1	11.7	7.4
Hostel*	0.2	0.2	0.0	0.4	0.3	0.0
Camping (inc. paddock, motorhome, caravan)	6.1	6.6	0.2	18.1	7.6	0.5
Homestay	1.2	1.3	0.0	4.0	1.1	0.0
Second home*	1.6	1.1	1.0	0.9	1.2	1.4
Stayed with friend or relative	35.8	36.2	44.6	25.3	28.0	46.8
Total	100	100	100	100	100	100

Table 11: Number of nights whilst on Isle of Man

	2025 Total bednights	2024 Ave. number nights	2025 Ave. number nights	Q1	Q2	Q3	Q4
Hotel/Guesthouse	479,018	3.55	3.71	3.79	3.69	3.93	3.27
B&B	86,618	5.38	4.51	3.84	4.81	4.63	3.74
Self-catering	206,195	5.99	6.57	5.29	5.93	6.01	10.65
Hostel*	3,369	2.67	4.29	5.0	3.14	5.67	0.0
Camping (inc. paddock, motorhome, caravan)	199,872	5.58	6.70	3.0	6.63	7.05	3.4
Homestay	46,694	3.32	8.00	0.00	8.47	6.13	0.00
Second home*	27,914	9.62	7.68	5.14	7.10	7.90	9.43
Stayed with friend or relative	682,204	6.05	6.42	6.27	6.52	6.46	6.38
Total	1,731,885	5.04	5.38	4.82	5.48	5.27	5.8

Table 12: On a package trip (%)

	2024	2025	Q1	Q2	Q3	Q4
Yes	4.5	6.2	6.4	5.6	8.1	4.6
No	95.5	93.8	93.6	94.4	91.9	95.4

3.6 Visit satisfaction

Table 13: Whether visit met expectations (%)

	2024	2025	Q1	Q2	Q3	Q4
Exceeded expectations	36.2	31.9	28.5	33.6	35.1	30.4
Met expectations	62.5	67.3	71.4	65.1	63.8	69.0
Failed to meet expectations	1.3	0.8	0.1	1.3	1.2	0.6

3.7 Activities and on-island transport

Table 14: What did whilst on Island (%)

	2024	2025	Q1	Q2	Q3	Q4
Motorsport - TT/MGP	17.6	25.9	0.3	39.8	19.3	0.0
Motorsport - Other	6.3	1.7	0.6	1.1	4.3	0.3
Cycling holiday	2.9	0.3	0.1	0.4	0.4	0.1
Sporting event (inc. walking, cycling, running, etc)	2.6	2.5	5.7	2.7	3.8	0.5
Golf holiday	0.4	0.5	0.6	0.6	0.6	0.1
Outdoor activity (inc. walking, rambling, glens, parks, landscapes)	61.0	61.5	70.1	62.8	62.0	50.6
Heritage Railways	22.7	21.9	2.0	23.9	28.8	8.1
MNH sites	25.0	33.7	11.3	28.7	37.6	36.3
Theatre/Concert	1.4	1.8	2.3	1.3	2.1	2.2
Personal event (wedding, etc)	7.6	10.4	19.8	7.4	9.0	17.0
Visit family/friends	43.4	40.0	65.7	31.8	35.3	56.3
Other	36.2	34.9	57.0	27.7	39.2	41.6

Table 15: Mode of transport on Island (%)

	2024	2025	Q1	Q2	Q3	Q4
On foot/walking	88.3	89.1	89.9	89.1	88.3	88.9
Bicycle	1.7	1.1	0.2	2.2	1.6	0.5
Motorbike/Scooter/Moped OWN *	2.8	2.2	0.2	2.8	5.2	0.5
Motorbike/Scooter/Moped RENTED *	0.3^	10.2	8.0	17.7	8.5	6.4
Car/Van OWN *	33.9	23.2	16.5	24.0	30.9	21.3
Car/Van RENTED *	3.1^	4.5	2.8	5.2	3.9	6.0
Motorhome/Campervan OWN *	2.4	4.3	3.5	5.5	5.3	2.9
Motorhome/Campervan RENTED *	0.1^	0.1	0.0	0.1	0.1	0.0
Public bus	19.4	24.9	23.4	27.4	26.6	22.0
Coach	0.9	0.5	0.4	0.3	1.1	0.3
Train	17.1	16.1	1.5	25.1	30.0	7.7
Boat	0.4	0.3	0.4	0.3	0.4	0.2
Taxi	19.2	23.0	30.6	20.3	17.2	23.9
Provided by friends or family **	30.4^	37.0	52.1	24.8	26.6	44.6

* Not asked split by owned or rented prior to Q2 2024.

** Not asked prior to Q2 2024.

^ Average based on Q22024 to Q4 2024 only.

3.8 Environmental responsibility

Table 16: Level of agreement with statement: 'The Isle of Man is a destination which takes care of its natural environment' (%)

	2024	2025	Q1	Q2	Q3	Q4
Mean score	4.40	4.32	4.22	4.38	4.34	4.23
Strongly agree	46.8	38.9	31.7	43.6	41.4	30.0
Agree	47.4	54.9	59.5	51.9	52.3	63.0
Neither/Nor	5.1	5.2	7.6	3.9	5.1	6.0
Disagree	0.7	0.9	1.2	0.6	1.2	1.0
Strongly disagree	0.1	0.0	0.0	0.0	0.0	0.0

Table 17: Level of agreement with statement: 'I was encouraged to behave in an environmentally responsible way' (%)

	2024	2025	Q1	Q2	Q3	Q4
Mean score	4.05	3.96	3.90	4.06	3.92	3.85
Strongly agree	31.6	23.7	19.4	27.7	24.1	18.0
Agree	44.8	49.8	53.1	52.2	45.1	50.0
Neither/Nor	21.3	25.1	26.0	18.8	29.4	31.0
Disagree	1.18	1.2	1.4	1.1	1.2	1.0
Strongly disagree	0.3	0.2	0.1	0.2	0.2	0.0

3.9 Where travellers are from

Table 18: Country of residence – British Islands and Ireland (%)

	2024	2025	Q1	Q2	Q3	Q4
England	71.6	66.6	57.8	71.7	69.0	58.3
Northern Ireland	2.6	2.8	3.8	2.0	2.7	3.7
Wales	3.9	2.6	2.2	3.4	2.5	1.6
Republic of Ireland	2.7	3.0	6.9	1.7	2.7	3.0
Scotland	5.1	3.3	5.4	2.8	2.7	2.4
Channel Islands	2.0	2.3	3.93	0.9	1.2	6.0
Total	87.5	80.5	80.0	82.4	81.6	75.0

Table 19: Region of residence – England (%)

	2024	2025 Average	2025 Weighted	Q1	Q2	Q3	Q4
East of England	4.3	2.7	2.9	1.1	3.0	3.7	2.8
East Midlands	9.6	6.0	6.7	2.5	6.2	9.6	5.6
London	2.5	1.7	1.9	0.7	2.6	1.6	2.0
North East	4.6	2.5	2.7	1.6	2.1	4.0	2.4
North West	37.7	26.6	25.5	30.5	23.4	24.1	28.4
South East	8.6	7.4	7.3	8.6	7.8	6.8	6.4
South West	4.6	4.4	4.3	6.2	5.0	3.7	2.7
West Midlands	9.6	8.5	8.7	8.8	8.7	10.1	6.3
Yorkshire and the Humber	10.2	7.8	8.1	6.6	9.1	8.1	7.2
Total	71.6	65.9	66.2	66.5	67.9	65.4	63.8

Table 20: Country of residence – Europe (%)

	2024	2025 Average	2025 Weighted	Q1	Q2	Q3	Q4
Austria	0.1	0.1	0.0	0.1	0.1	0.0	0.0
Belgium	0.4	0.5	0.5	0.4	0.3	0.7	0.6
Bulgaria	0.0	0.0	0.0	0.0	0.1	0.0	0.0
Croatia	0.0	0.0	0.0	0.0	0.1	0.0	0.0
Cyprus	0.0	0.0	0.0	0.1	0.0	0.0	0.0
Czech Republic	0.1	0.0	0.0	0.0	0.1	0.0	0.0
Denmark	0.1	0.2	0.2	0.0	0.2	0.4	0.2
Finland	0.2	0.2	0.2	0.1	0.1	0.4	0.0
France	0.9	1.8	1.7	1.2	1.7	1.3	2.8
Georgia	0.0	0.0	0.0	0.0	0.1	0.0	0.0
Germany	1.5	1.3	1.5	0.4	1.5	2.1	1.2
Gibraltar	0.2	0.1	0.1	0.5	0.0	0.0	0.0
Greece	0.0	0.2	0.1	0.3	0.1	0.0	0.4
Hungary	0.1	0.0	0.0	0.0	0.1	0.0	0.0
Israel	0.0	0.1	0.1	0.0	0.1	0.1	0.2
Italy	0.5	0.5	0.5	0.1	0.7	0.6	0.4
Latvia	0.2	0.1	0.1	0.1	0.3	0.0	0.0
Lithuania	0.0	0.0	0.0	0.1	0.0	0.0	0.0
Madeira	0.0	0.0	0.0	0.0	0.1	0.0	0.0
Malta	0.3	0.2	0.2	0.0	0.0	0.3	0.5
Netherlands	0.4	0.7	0.8	0.1	1.0	0.6	1.2
Norway	0.1	0.2	0.3	0.0	0.3	0.5	0.0
Poland	0.3	0.2	0.2	0.1	0.1	0.3	0.3
Portugal	0.2	0.2	0.1	0.3	0.3	0.0	0.0
Romania	0.1	0.2	0.2	0.1	0.4	0.1	0.0
Russia	0.0	0.0	0.0	0.0	0.1	0.0	0.0
Serbia	0.0	0.0	0.0	0.0	0.0	0.1	0.0
Slovakia	0.0	0.1	0.1	0.1	0.1	0.1	0.0
Spain	0.5	0.7	0.6	0.4	0.4	0.6	1.4
Sweden	0.3	0.2	0.2	0.4	0.2	0.1	0.0
Switzerland	0.4	0.7	0.6	0.3	0.5	0.5	1.4
Total	6.8	8.4	8.6	5.5	8.9	8.6	10.6

Table 21: Country of residence – Rest of the world (%)

	2024	2025 Average	2025 Weighted	Q1	Q2	Q3	Q4
Angola	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Argentina	0.4	0.0	0.0	0.0	0.0	0.1	0.0
Australia	0.7	1.4	1.6	0.7	2.9	0.5	1.5
Bermuda	0.0	0.0	0.0	0.0	0.1	0.0	0.0
Brazil	0.1	0.1	0.1	0.0	0.0	0.2	0.0
Canada	0.5	1.0	1.0	0.1	0.7	1.2	2.0
Caribbean	0.2	0.1	0.1	0.0	0.1	0.1	0.0
China	0.1	0.1	0.1	0.0	0.3	0.0	0.2
Columbia	0.0	0.0	0.0	0.0	0.1	0.0	0.0
Costa Rica	0.0	0.0	0.0	0.0	0.1	0.0	0.0
Egypt	0.0	0.0	0.0	0.0	0.0	0.1	0.0
Falkland Islands	0.0	0.0	0.0	0.0	0.0	0.1	0.0
Georgia	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Hong Kong	0.1	0.1	0.1	0.1	0.1	0.2	0.0
India	0.2	0.6	0.4	0.5	0.1	0.3	1.3
Japan	0.1	0.1	0.1	0.0	0.3	0.0	0.2
Malaysia	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Mexico	0.0	0.0	0.0	0.0	0.1	0.0	0.0
New Zealand	0.2	0.5	0.4	0.0	0.4	0.2	1.2
Pakistan	0.0	0.0	0.0	0.0	0.0	0.1	0.0
Peru	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Philippines	0.1	0.1	0.0	0.0	0.0	0.0	0.2
Rwanda	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Qatar	0.1	0.0	0.0	0.0	0.0	0.0	0.0
Singapore	0.0	0.0	0.0	0.0	0.0	0.1	0.0
South Africa	0.6	0.8	0.8	0.7	0.0	1.3	1.3
South Korea	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Taiwan	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Thailand	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tunisia	0.0	0.0	0.0	0.0	0.1	0.0	0.0
Ukraine	0.0	0.0	0.0	0.0	0.0	0.0	0.0
U.A.E.	0.2	0.3	0.2	0.5	0.3	0.2	0.0
U.S.A.	1.9	2.7	3.2	0.9	4.9	2.9	2.2
Vietnam	0.0	0.0	0.0	0.1	0.0	0.0	0.0
Total	5.7	8.1	8.7	3.7	11.1	7.4	10.1

3.10 Visitor age

Table 22a: Age profile – Proportion by age group

	2024 %	2025 %	Q1	Q2	Q3	Q4
Under 16 years	8.2	8.6	7.1	10.2	9.7	7.2
16 – 30 years	10.1	12.6	11.8	10.2	16.2	12.0
31 – 45 years	21.4	21.9	23.4	21.1	19.3	23.7
46 – 60 years	32.5	31.2	32.1	31.7	28.0	32.9
Over 60 years	28.0	25.9	25.6	26.8	26.8	24.2
Total	100	100	100	100	100	100

Table 22b: Age profile – Number per age group

	2024	2025	Q1	Q2	Q3	Q4
Under 16 years	26,819	29,622	3,106	11,992	10,412	4,112
16 – 30 years	31,257	41,439	5,205	12,003	17,316	6,915
31 – 45 years	63,306	69,398	10,306	24,767	20,681	13,644
46 – 60 years	97,784	100,185	14,137	37,206	29,919	18,923
Over 60 years	88,772	85,284	11,287	31,467	28,637	13,893
Total	307,934	325,928	44,041	117,436	106,965	57,487

Table 22c: Age profile – Average group size

	2024	2025 Average	2025 Weighted	Q1	Q2	Q3	Q4
Under 16 years	1.82	1.77	1.79	1.78	1.86	1.83	1.60
16 – 30 years	1.42	1.54	1.59	1.41	1.39	2.00	1.37
31 – 45 years	1.39	1.41	1.43	1.30	1.46	1.49	1.38
46 – 60 years	1.41	1.41	1.45	1.30	1.51	1.49	1.34
Over 60 years	1.63	1.53	1.54	1.44	1.53	1.57	1.56
Total	1.94	2.00	2.06	1.82	2.06	2.27	1.84

3.11 Travellers with disabilities

Table 23: Registered disabled or have any sensory, physical or mental accessibility needs (%)

	2024	2025	Q1	Q2	Q3	Q4
Yes	4.8	3.9	2.0	5.4	5.2	2.9
No	94.6	94.7	95.9	94.2	93.7	95.0
Prefer not to say	0.6	1.4	2.1	0.4	1.1	2.1

3.12 Onward destinations

Table 24: Main onward destination visitors after arrival at airport/ferry port (%)

	2024	2025	Q1	Q2	Q3	Q4
England – North East	3.2	1.6	0.6	2.7	2.2	1.0
England – North West	25.5	22.0	15.9	26.0	29.4	16.7
England – Yorkshire and the Humber	5.9	6.0	3.1	8.7	7.3	4.8
England – The Midlands	12.2	12.0	12.1	14.0	13.4	8.5
England – East Anglia	1.7	1.1	1.0	1.1	1.4	1.0
England – South East	10.1	14.6	15.0	12.8	11.7	18.9
England – South West	5.5	6.9	10.1	6.4	3.6	7.3
Scotland	3.3	3.5	5.4	2.8	3.4	2.4
Northern Ireland	3.2	3.1	3.8	2.0	2.7	3.7
Southern Ireland	4.3	3.6	6.9	1.7	2.7	3.0
Wales	2.9	2.4	2.2	3.4	2.5	1.6
Channel Islands	2.1	3.0	3.9	0.9	1.2	6.0
Overseas	20.4	20.3	20.0	17.6	18.4	25.0

3.13 Visitor expenditure

Average expenditure has been calculated with regard to only those groups which incurred that type of expenditure or confirmed that they had spent nothing on certain aspects (e.g. those staying with friends and/or relatives that incur no cost). Therefore, the base for each aspect of expenditure may have a different base due to the varying number who did not recall what they had spent.

Table 25: Average expenditure per visitor (£)

	2024	2025 Average	2025 Weighted	Q1	Q2	Q3	Q4
Non-package trip expenditure							
Travel to/from Island	190	207	212	197	252	180	200
Accommodation	164	247	281	105	372	282	230
Whilst on Island	290	287	311	204	412	275	255
<i>Total non-package</i>	<i>644</i>	<i>742</i>	<i>805</i>	<i>507</i>	<i>1036</i>	<i>738</i>	<i>685</i>
<i>Weighted non-package</i>	<i>615</i>	<i>696</i>	<i>754</i>	<i>474</i>	<i>978</i>	<i>678</i>	<i>654</i>
Package trip expenditure							
Package	816	527	522	696	581	474	355
Whilst on Island	246	304	261	498	170	233	315
<i>Total package</i>	<i>1,062</i>	<i>831</i>	<i>782</i>	<i>1,194</i>	<i>751</i>	<i>707</i>	<i>670</i>
<i>Weighted package</i>	<i>49</i>	<i>52</i>	<i>50</i>	<i>77</i>	<i>42</i>	<i>57</i>	<i>31</i>
Total	663	741	807	611	999	714	736

Table 26: Average expenditure per visitor (£)

	2024	2025 Weighted	All Holiday	Air Holiday	Sea Holiday	All VFR	Air VFR	Sea VFR	All Business	Air Business	Sea Business
Non-package trip expenditure											
Travel to/from Island	190	212	183.12	197.82	168.42	158.48	171.35	145.61	243.79	231.58	256.00
Accommodation	164	281	283.71	346.51	220.90	211.07	238.23	183.91	293.52	363.47	223.57
Whilst on Island	290	311	299.68	326.01	273.34	217.06	242.86	191.27	302.16	386.86	217.45
<i>Total non-package</i>	<i>644</i>	<i>805</i>	<i>766.50</i>	<i>870.34</i>	<i>662.67</i>	<i>586.61</i>	<i>652.43</i>	<i>520.79</i>	<i>839.47</i>	<i>981.92</i>	<i>697.02</i>
<i>Weighted non-package</i>	<i>615</i>	<i>754</i>	<i>694.90</i>	<i>745.28</i>	<i>622.62</i>	<i>576.29</i>	<i>639.49</i>	<i>513.92</i>	<i>811.96</i>	<i>939.96</i>	<i>692.98</i>
Package trip expenditure											
Package	816	522	614.87	808.84	420.90	704.64	1055.83	353.45	393.23	786.45	0.00
Whilst on Island	246	261	240.03	284.66	195.41	491.56	812.00	171.12	349.23	378.45	320.00
<i>Total package</i>	<i>1,062</i>	<i>782</i>	<i>854.90</i>	<i>1093.50</i>	<i>616.31</i>	<i>1196.20</i>	<i>1867.83</i>	<i>524.57</i>	<i>742.45</i>	<i>1164.91</i>	<i>320.00</i>
<i>Weighted package</i>	<i>49</i>	<i>50</i>	<i>79.86</i>	<i>157.12</i>	<i>37.24</i>	<i>21.05</i>	<i>37.06</i>	<i>6.92</i>	<i>24.33</i>	<i>49.78</i>	<i>3.43</i>
Total	663	807	774.76	902.40	659.87	597.34	676.55	520.84	836.29	989.74	692.98

Note: Sample sizes for both VFR and business visitors that are on package trips means these specific figures should be used as directional not definitive

Table 27: Total expenditure (£ millions)

	2024	2025	Q1	Q2	Q3	Q4
Non-package trip expenditure						
Travel to/from Island	55.78	64.4	7.5	28.3	17.2	11.4
Accommodation	53.44	83.7	4.6	39.0	26.6	13.5
Whilst on Island	83.75	94.7	9.6	43.4	26.5	15.2
<i>Total non-package</i>	<i>192.97</i>	<i>242.8</i>	<i>21.7</i>	<i>110.7</i>	<i>70.2</i>	<i>40.2</i>
Package trip expenditure						
Package	13.31	13.3	3.0	5.1	4.1	1.1
Whilst on Island	3.88	6.7	2.2	1.5	2.0	1
<i>Total package</i>	<i>17.19</i>	<i>20.0</i>	<i>5.2</i>	<i>6.6</i>	<i>6.1</i>	<i>2.1</i>
Total	210.16	262.9	26.9	117.3	76.4	42.3



Isle of Man Passenger Survey 2026

Location:

- ☐ Ronaldsway Airport ☐ Sea Terminal Vehicle Loading Area ☐ Sea Terminal Departure Lounge

Do you live on the Isle of Man?

- ☐ Yes ☐ No

What is your destination from the Isle of Man?

- | | | |
|---|-----------------------------------|----------------------------------|
| ☐ Belfast City | ☐ Edinburgh | ☐ Luton |
| ☐ Belfast International | ☐ Gatwick | ☐ Manchester |
| ☐ Birmingham | ☐ Jersey | ☐ Other |
| ☐ Bristol | ☐ Liverpool | |
| ☐ Dublin | ☐ London City | |

What is your destination from the Isle of Man?

- | | |
|-------------------------------|---------------------------------|
| ☐ Belfast | ☐ Liverpool |
| ☐ Dublin | ☐ Other |
| ☐ Heysham | |

How are you travelling?

- ☐ Foot passenger ☐ Coach
☐ Vehicle/Motorbike

What is/was the reason for travelling? (select all that apply)

- ☐ Holiday
☐ Visiting friends and/or family
☐ Leaving Isle of Man
☐ Business
☐ Hospital visit

⌵ Why are you leaving the Isle of Man?

- ☐ New job off Island
- ☐ No work available on the Island
- ☐ Move closer to family/friends
- ☐ Cost of living
- ☐ Other

⌵ How many nights stay did this trip include?

⌵ Did you mainly stay in paid accommodation (including Homestay) or with friends/relatives?

- ☐ In paid accommodation
- ☐ With friends/relatives
- ☐ Day tripper

⌵ What type of accommodation did you stay in?

- ☐ Hotel/Guesthouse
- ☐ B&B
- ☐ Self catering
- ☐ Hostel
- ☐ Camping (inc. paddock, motorhome, caravan)
- ☐ Homestay (TT/MGP only)
- ☐ Second home
- ☐ Stayed with friend or relative

⌵ Are you on a package trip?

- ☐ Yes
- ☐ No

⌵ How much did your package cost?

⌵ What was the cost of your accommodation?

⌵ What was the cost of your travel to and from the Island (*between IOM and UK/Eire only*)

⌵ How much have you spent in total whilst on the Island (*excluding accommodation*)

⌵ And, how much of this was spent on:

Food - Dining in
restaurants, cafes and
pubs

Food - Food from shops

Alcohol - In restaurants
or pubs

Alcohol - Private
consumption

Tobacco - All tobacco
and vape products

Clothing - Adults clothing
and footwear

Clothing - Children's
clothing and footwear

Transportation -
Petrol/Diesel

Transportation - Car hire

Transportation - Taxis

Transportation -
Bus/Coach single fares

Transportation - Weekly
pass/Multipass

Train fares

Entertainment and
recreation - Manx
National Heritage card

Entertainment and
recreation - Admissions
to heritage attractions

Entertainment and
recreation - Admissions
to sporting events

Entertainment and
recreation - Admissions
to cinema, theatre or
casino

Entertainment and
recreation - Equipment
hire for sport or outdoor
recreation

Entertainment and
recreation - Leisure or
recreation class fees

Entertainment and
recreation - Souvenirs
(non-clothing)

⬇️ How many people does this cover?

⬇️ What was the **MAIN** activity that you participated in during your visit to the Island?
(please select one answer only)

- ☐ Motorsport - TT/MGP
- ☐ Motorsport - Other
- ☐ Cycling holiday
- ☐ Sporting event (inc. walking, cycling, running, etc)
- ☐ Golf holiday
- ☐ Outdoor activity (inc. walking, rambling, glens, parks, landscapes)
- ☐ Heritage Railways
- ☐ MNH sites
- ☐ Theatre/Concert
- ☐ Personal event (wedding, etc)
- ☐ Visit family/friends
- ☐ Other

⬇️ What were the **OTHER** activities that you participated in during your visit to the Island? (please select as many answers as applicable)

- ☐ Motorsport - TT/MGP
- ☐ Motorsport - Other
- ☐ Cycling holiday
- ☐ Sporting event (inc. walking, cycling, running, etc)
- ☐ Golf holiday
- ☐ Outdoor activity (inc. walking, rambling, glens, parks, landscapes)
- ☐ Heritage Railways
- ☐ MNH sites
- ☐ Theatre/Concert
- ☐ Personal event (wedding, etc)
- ☐ Visit family/friends
- ☐ Other

⬇️ Please specify what other activity that you have participated in:

⬇ What types of transport have you used to travel around the Island?

- ☐ On foot/Walking
- ☐ Bicycle
- ☐ Motorbike/Scooter/Moped (own)
- ☐ Motorbike/Scooter/Moped (rented)
- ☐ Car/Van (own)
- ☐ Car/van (rented)
- ☐ Motorhome/Campervan (own)
- ☐ Motorhome/Campervan (rented)
- ☐ Public bus
- ☐ Coach
- ☐ Train
- ☐ Boat
- ☐ Taxi
- ☐ Transport provided by family/friend

⬇ Are you satisfied that there are a sufficient number of flights servicing the Isle of Man?

- ☐ Yes ☐ No ☐ I don't know

⬇ Are you satisfied that the flights servicing the Isle of Man are affordable?

- Very satisfied Satisfied Dissatisfied Very dissatisfied
- ☐ ☐ ☐ ☐

⬇ Overall, how satisfied are you with doing business on the Isle of Man?

- Very satisfied Satisfied Dissatisfied Very dissatisfied
- ☐ ☐ ☐ ☐

⬇ How much do you agree with the following statements?

- | | Strongly agree | Agree | Neither/Nor | Disagree | Strongly disagree |
|---|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| The Isle of Man is a destination which takes care of its natural environment: | ☐ | ☐ | ☐ | ☐ | ☐ |
| I was encouraged to behave in an environmentally responsible way | ☐ | ☐ | ☐ | ☐ | ☐ |

⬇ Was there anything in particular that you noticed?

⏴ What improvements could be made?

⏴ Did your visit to the Isle of Man meet your expectations?

- ☐ Exceeded expectations
- ☐ Met expectations
- ☐ Failed to meet expectations

⏴ Was there anything in particular that exceeded your expectations?

⏴ Was there something specific that prompted this feeling?

How many people in your travelling group are in the following age ranges?

0 - 15 years	
16 - 30 years	
31 - 45 years	
46 - 60 years	
Over 60 years	

Are you registered disabled or have any sensory, physical or mental accessibility needs?

- ☐ Yes ☐ No ☐ Prefer not to say

What is your main destination?

- | | |
|--|--|
| ☐ England - North East | ☐ Scotland |
| ☐ England - North West | ☐ Northern Ireland |
| ☐ England - Yorkshire/Humberside | ☐ Southern Ireland |
| ☐ England - The Midlands | ☐ Wales |
| ☐ England - East Anglia | ☐ Channel Islands |
| ☐ England - South East | ☐ Overseas |
| ☐ England - South West | |

⌵ Could you please tell me your home postcode? *(if overseas, write name of the country)*

⌵ Do you have any additional comments about your visit to the Isle of Man?

⌵ Do you have any additional comments about your journey today?



VISIT
ISLE OF MAN



CRUISE **REPORT**

2025

KEY FINDINGS

- In 2025, the Isle of Man welcomed 47 cruise calls.
- The total amount of passengers welcomed on the Island in 2025 was 26,357.
- The total expenditure of these passengers is estimated to be £2,108,560.00 with an additional port spend of £268,760.13 bringing the total spend for cruise passengers to £2,377,320.13.
- Douglas was the most called at harbour, with 18 ships able to dock, and 20 anchoring in Douglas Bay with passengers tendering into the harbour.
- 10 ships cancelled their call to the Island for a number of reasons, including weather and technical issues.

BACKGROUND

- This report provides data from Visit Isle of Man covering the period 1st January to 31st December, specifically the time of Cruise Ships calls to the Island. The purpose is to provide insight into the economic impact of Cruise calls to the Island.
- The average spend per cruise passenger is provided by Cruise Britain taking an average of a network of cruise ports, destinations and service providers estimating an average spend on the Island of £80 per passenger.



ANNUAL

TOTAL CALLS

2024 Total	2025 Total	Q1	Q2	Q3	Q4
42	47	0	21	26	0

TOTAL PASSENGERS

2024 Total	2025 Total	Q1	Q2	Q3	Q4
21,679	26,357	0	9,743	16,614	0

TOTAL SPEND (£)

Type of Spend	2024 Total	2025 Total	Q1	Q2	Q3	Q4
Passenger Spend	1,625,925.00	2,108,560.00	0	779,440.00	1,329,120.00	0
Port Spend	255,454.50	268,760.13	0	92,845.00	175,915.13	0
Total	1,881,379.50	2,377,320.13	0	872,285.00	1,505,035.13	0

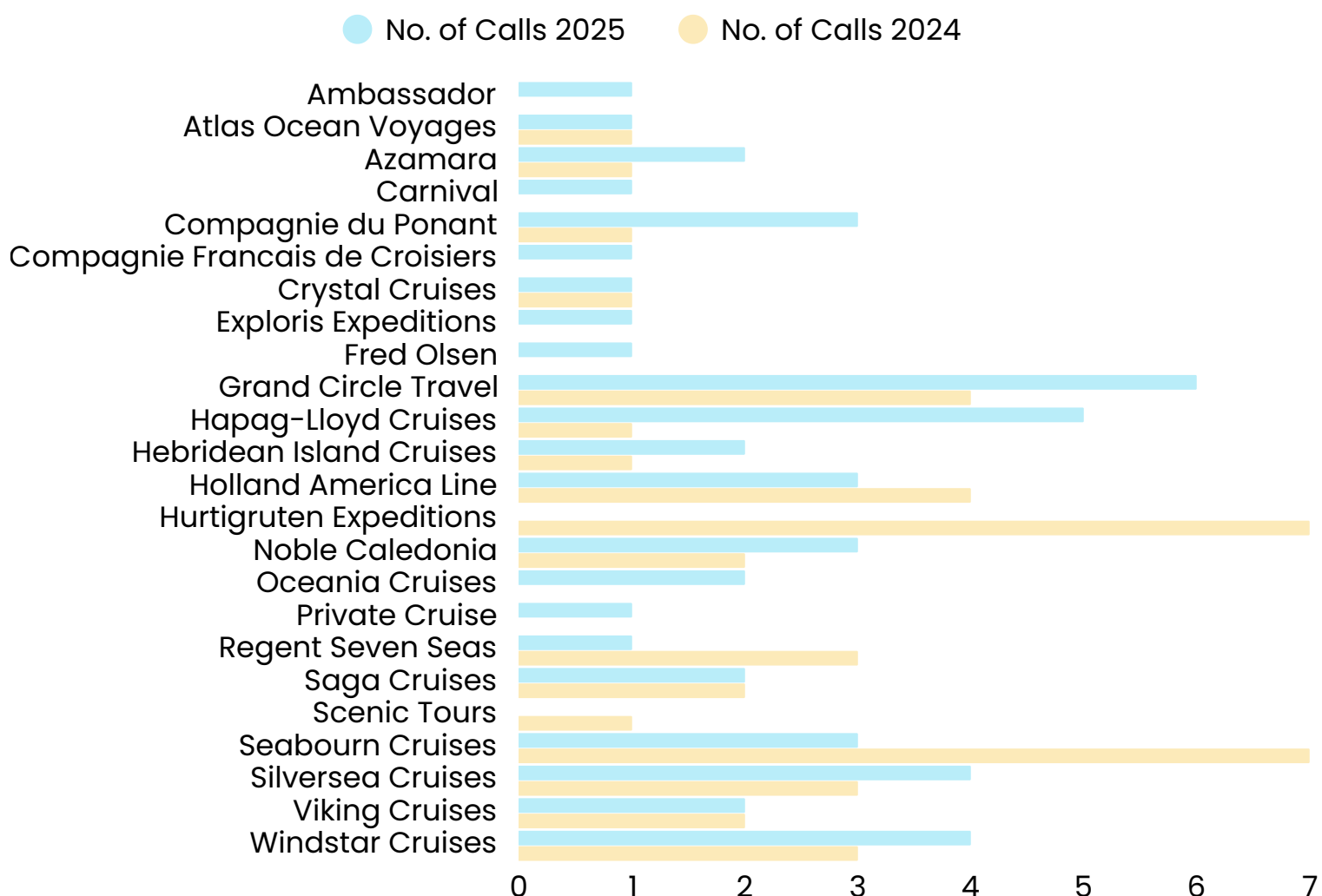
Based on £75 per visitor in 2024, increasing to £80 per visitor in 2025 as reported by Cruise Britain. This change reflects both a growing demand for enhanced experiences and inflationary pressures.

TOTAL CANCELLATIONS

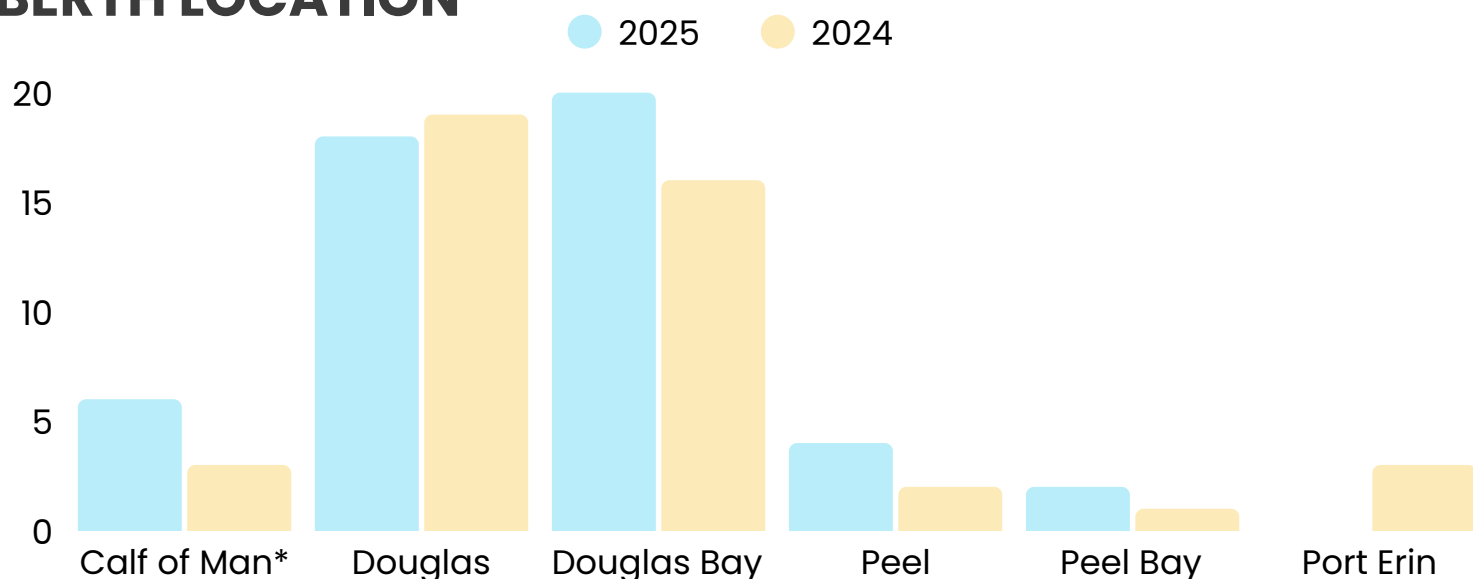
2024 Total	2025 Total	Q1	Q2	Q3	Q4
20	10	0	2	8	0

ANNUAL

CRUISE LINE CALLS



BERTH LOCATION



*Calf of Man stops are scenic stops and passengers do not disembark. These passengers are not counted in the passenger total. In 2024 Seabourn Venture stopped at the Calf of Man twice after berthing in Douglas, this is counted as one visit but both locations are noted in the table above.

Douglas Bay & Peel Bay indicates passengers needed to tender in to the harbour.

QUARTER TWO

TOTAL CALLS

2024 Q2	2025 Q2
26	21

TOTAL PASSENGERS

2024 Q2	2025 Q2
12,284	9,743

TOTAL SPEND (£)

Type of Spend	2024 Q2	2025 Q2
Passenger Spend	921,300.00	779,440.00
Port Spend	151,243.26	92,845.00
Total	1,072,543.26	872,285.00

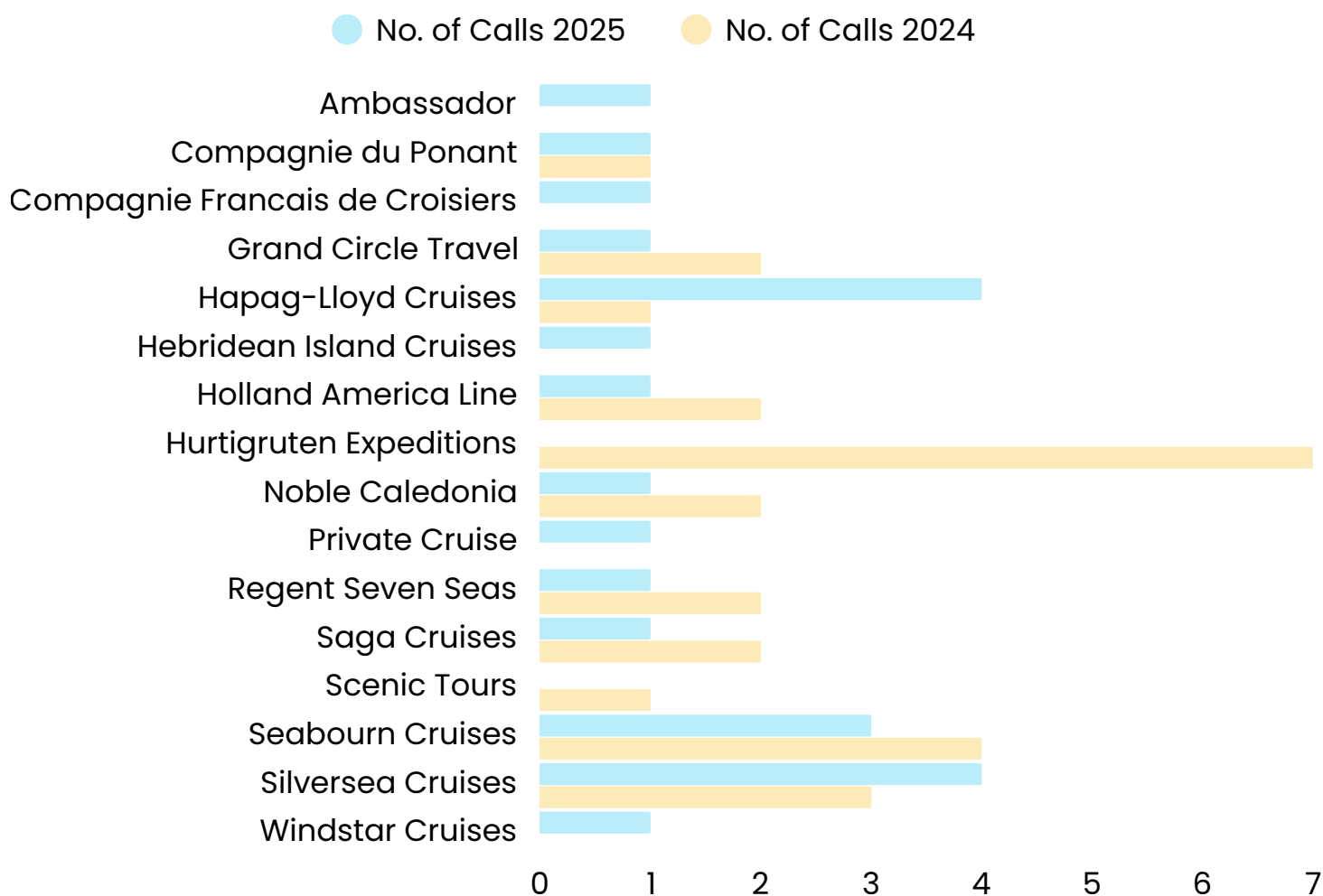
TOTAL CANCELLATIONS

2024 Q2	2025 Q2
6	2

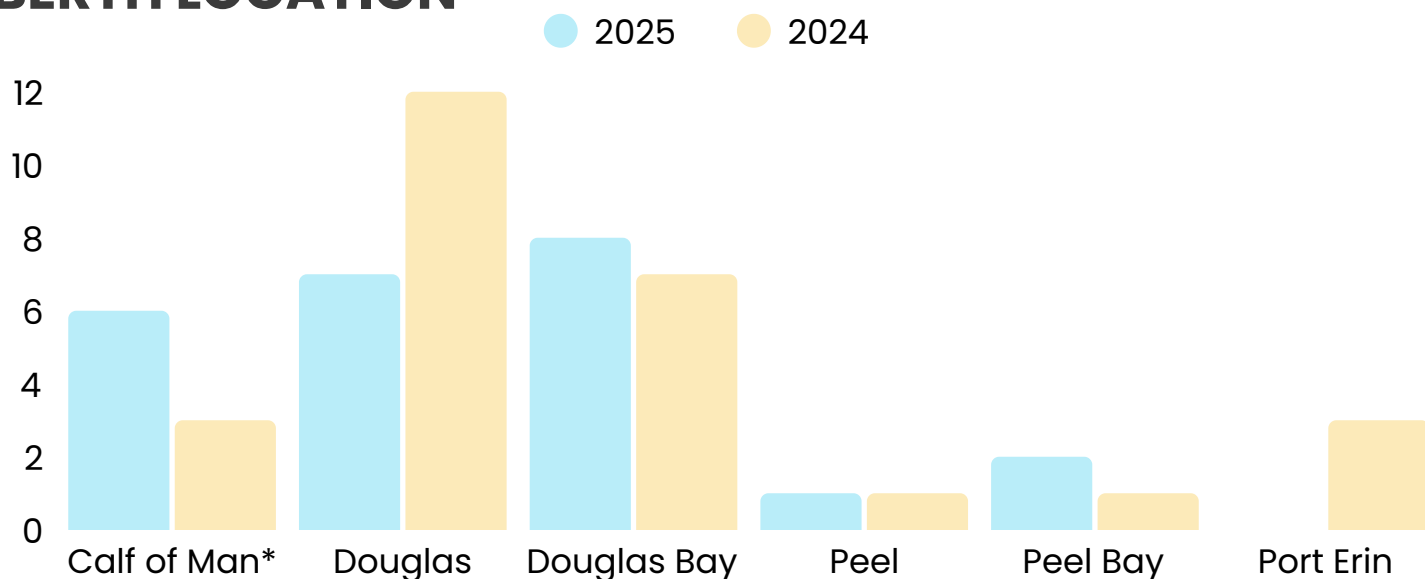


QUARTER TWO

CRUISE LINE CALLS



BERTH LOCATION



*Calf of Man stops are scenic stops and passengers do not disembark. These passengers are not counted in the passenger total.

Douglas Bay & Peel Bay indicates passengers needed to tender in to the harbour.

QUARTER THREE

TOTAL CALLS

2024 Q3	2025 Q3
17	26

TOTAL PASSENGERS

2024 Q3	2025 Q3
9,395	16,614

TOTAL SPEND (£)

Type of Spend	2024 Q3	2025 Q3
Passenger Spend	704,625.00	1,329,120.00
Port Spend	104,211.24	175,915.13
Total	808,836.24	1,505,035.13

TOTAL CANCELLATIONS

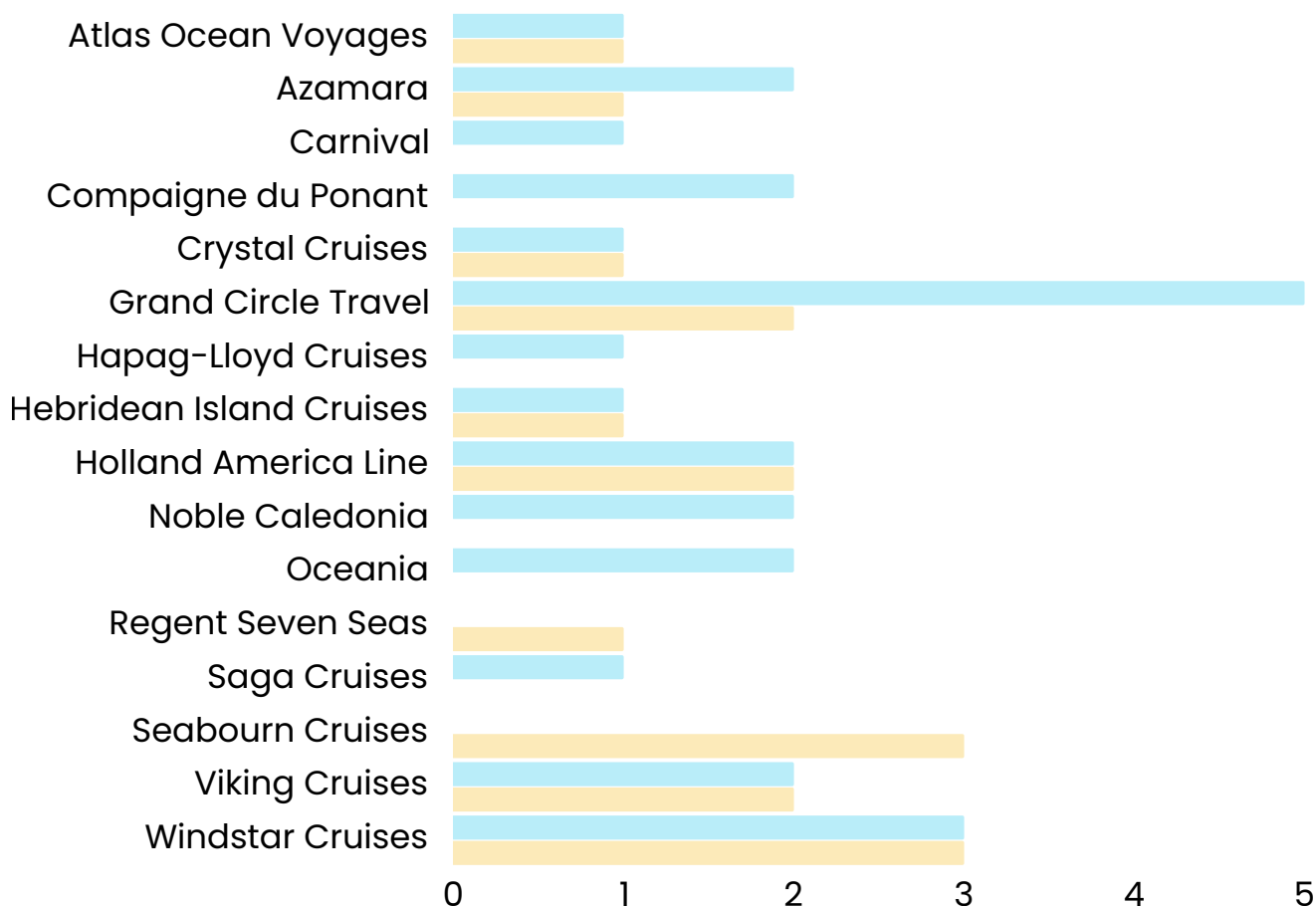
2024 Q3	2025 Q3
13	8



QUARTER THREE

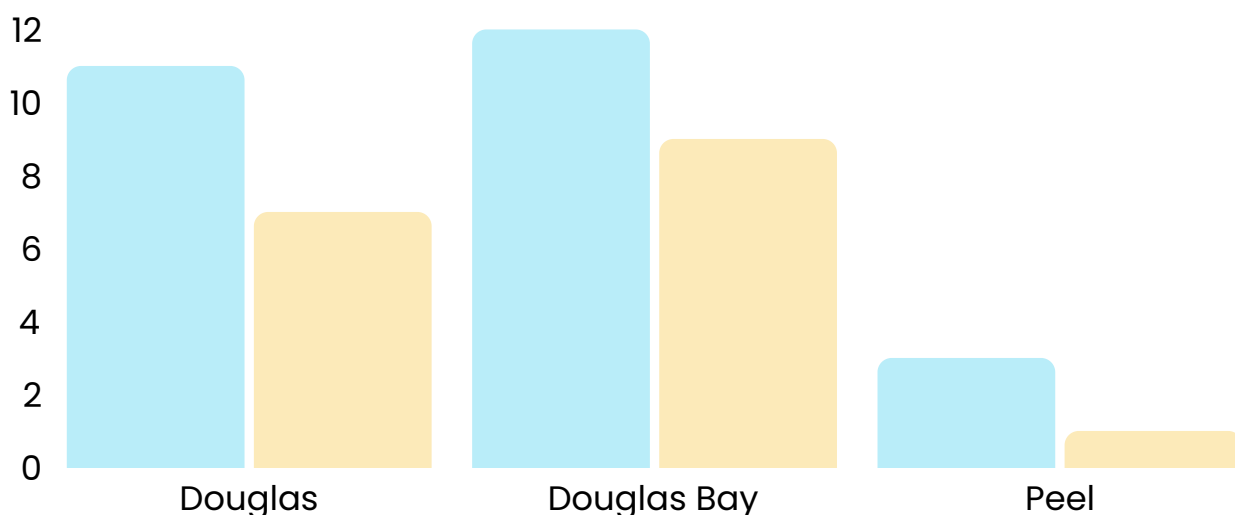
CRUISE LINE CALLS

● No. of Calls 2025 ● No. of Calls 2024



BERTH LOCATION

● 2025 ● 2024



Douglas Bay indicates passengers needed to tender in to the harbour.



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