

Our Island, Our Future

Annual Visitor Economy Programme 2023



Introduction

STRIVING FOR EXCELLENCE

Our 2022 Visitor Economy Strategy, which was unanimously endorsed by the Isle of Man Government in May last year, clearly outlined the market opportunity for the Visitor Economy to capture an increased share of the UK and Irish holiday market. The strategy articulated the seven core programmes that must be delivered to achieve our ambitious objectives.

It is pleasing to note that our first task of attracting visitors back post-Covid was achieved when we welcomed approximately 275k visitors during 2022, equating to 87% of our 2019 performance.

Our programme for 2023 will focus on delivery, with ownership and performance management key to welcoming in excess of 300k visitors this year.

We start the year in a positive spirit, with a clear focus on what needs to be done buoyed with the Liverpool Ferry Terminal coming on stream, and the new Steam Packet Manxman Ferry.

One thing is for sure, we cannot deliver our programme alone and we welcome and look forward to working with interested parties to make the Isle of Man a great place to visit with lasting and repeatable memories.

Ranald Caldwell

Non-Executive Chairman of Visit Isle of Man



PRIMARY FOCUS

ONE

Awareness of the IOM through an increase in partnership working with the Travel Trade in the UK and Ireland, providing greater visibility of bookable accommodation

TWO

Strengthening our Visit Infrastructure through workforce availability, accommodation development and healthy air and sea links

THREE

Strong, meaningful partnerships with DOI, DEFA, Chamber of Commerce, MNH, Guild of Blue Badge Guides and all local travel agents bringing visitors to the Island

KEY RESULTS

300,000
VISITORS

3,697
VISITOR
ECONOMY
JOBS

£161.4M
VISITOR
SPEND

£538
AVERAGE
VISITOR
SPEND

Key Focus Areas

KEY RESULTS

ACTION

	01	02	03	04	05	06	07
	AIR & SEA ACCESS IMPROVEMENT	QUALITY IMPROVEMENT	VISITOR ACCOMMODATION TRANSFORMATION	VISITOR PRODUCT DEVELOPMENT	EVENTS DEVELOPMENT	MARKET DEVELOPMENT	TALENT DEVELOPMENT
KEY RESULTS	<p>Increase the number of passengers travelling by air by 10%</p> <p>Increase the number of passengers travelling on existing sea routes by 5%</p>	<p>Increase the number of highly satisfied visitors, monitored through a net promoter score, from 69 to 70</p> <p>Increase the number of visitor accommodation businesses with an accessibility rating from 10 to 25</p> <p>Encourage 30% of tourism businesses to engage with industry training and information events and sources</p> <p>Ensure 50% of the accommodation stock receive a quality grading and encourage accessibility ratings</p>	<p>Increase the total quantity of new non-serviced accommodation bedstock (units) by 50 to reach 544</p> <p>Increase the total quantity of new serviced accommodation bedstock (bedrooms) by 50</p>	<p>Increase the number of cruise passengers and crew visiting the Island to 16,950</p> <p>Increase cruise passenger spend by 100% to £1.5m</p> <p>Finalise a season extension plan for Q4 2023 and Q1 2024 - delivering an additional 5,800 visitors in Q4 2023.</p> <p>Ensure 50% of attractions offer online booking services</p> <p>Delivery of Product Development Plans for the three key products (walking / cycling / active & adventure)</p>	<p>Increase the number of event specific visitors (excluding TT & MGP) to the Island by 1,000 to 13,000</p> <p>To identify and acquire 5 new signature events for the 2024 events calendar</p> <p>Increase the number of events supported through the Tourism Events Development Scheme (TEDS) by 3 to 40</p> <p>Increase the number of visitors to the TT and MGP by 10% to 55,000</p>	<p>Increase Travel Trade Partners (niche interest) across the UK and Ireland by 15 to 35</p> <p>Increase Travel Trade Partners (Groups) by 15 to 80</p> <p>Increase sign ups to the Travel Trade Hub by 130 to 200</p> <p>Grow total unique website users by 250,000 to 1.4m</p> <p>Ensure 50% of 'Travel Trade Ready' businesses are visible on B2B booking platforms</p>	<p>Increase the number of visitor economy jobs by 'net' 150 to reach 3,697</p> <p>Provision of a Tourism and Hospitality Programme at UCM</p>
ACTION	<p>Continue to promote ferry travel as an environmentally sustainable option - including the promotion of the new Manxman Ferry and the new Liverpool Ferry Terminal</p> <p>Develop marketing partnerships with airlines and IOMSPCo to sustain the viability of existing and new routes</p> <p>Input into and work with DOI on the 'Long Term Strategic Vision and Investment Programme' for air routes</p>	<p>Effective promotion of the Island's accessible accommodation and quality grading schemes</p> <p>Introduce a periodic visitor satisfaction survey to complement the annual passenger survey</p> <p>Engage with industry to establish an annual programme of training and events, to support quality improvement and satisfy visitor expectations</p>	<p>Complete a feasibility study for South Barrule Plantation in collaboration with DEFA</p> <p>On and off Island promotion of the accommodation transformation agenda to encourage investment in development - delivering and utilising the 'Room for Growth' strategy and 'Staying Focused' guide</p> <p>Effective promotion of support schemes to encourage investment in the current accommodation stock</p>	<p>Continue to develop the cruise strategy - identifying opportunities for growth</p> <p>Working with the Travel Trade to promote packages and new experiences in the shoulder season to increase group bookings</p> <p>Hold a series of drop in sessions and carry out site visits to promote the benefits of online booking - identifying suitable platforms for attraction businesses</p>	<p>Promotion of key events and packages to relevant target markets - utilising the visitisleofman.com special offers page</p> <p>Review and evaluate all existing events to understand the % of visitors participating</p> <p>Production of an 'Events Development Strategy' - incorporating external stakeholders and interested parties to deliver the increase in events and participating visitors, as well as extending the season</p>	<p>Face-to-face business development activity across the UK and Ireland to sign up new Travel Trade Partners - including attendance at identified trade shows</p> <p>Development of a familiarisation visit schedule</p> <p>Multi-channel content-led marketing activity to identified target markets</p> <p>Identify the top five B2B / Global Distribution Platforms and work with accommodation businesses to register</p>	<p>Work with Locate to develop marketing and promotional materials to encourage residents to consider working in the visitor economy</p> <p>Support the Skills and Workforce team in the promotion of apprenticeships / training programmes / incentives</p> <p>Support UCM to create a relevant Tourism and Hospitality Training and Education Programme</p>