



**Isle of Man**  
Government

*Reiltys Ellan Vannin*



Welcome to the

# Isle of Man Government Conference

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➤ Building a better future together

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**EXTRAORDINARY IS...**  
**AN ISLAND LIKE NO OTHER**

VISIT  
ISLE OF MAN



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# TRENDS IN THE TRAVEL SECTOR

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# HOLIDAYS ARE IMPORTANT VS COST OF LIVING CRISIS

## People are cutting back on:

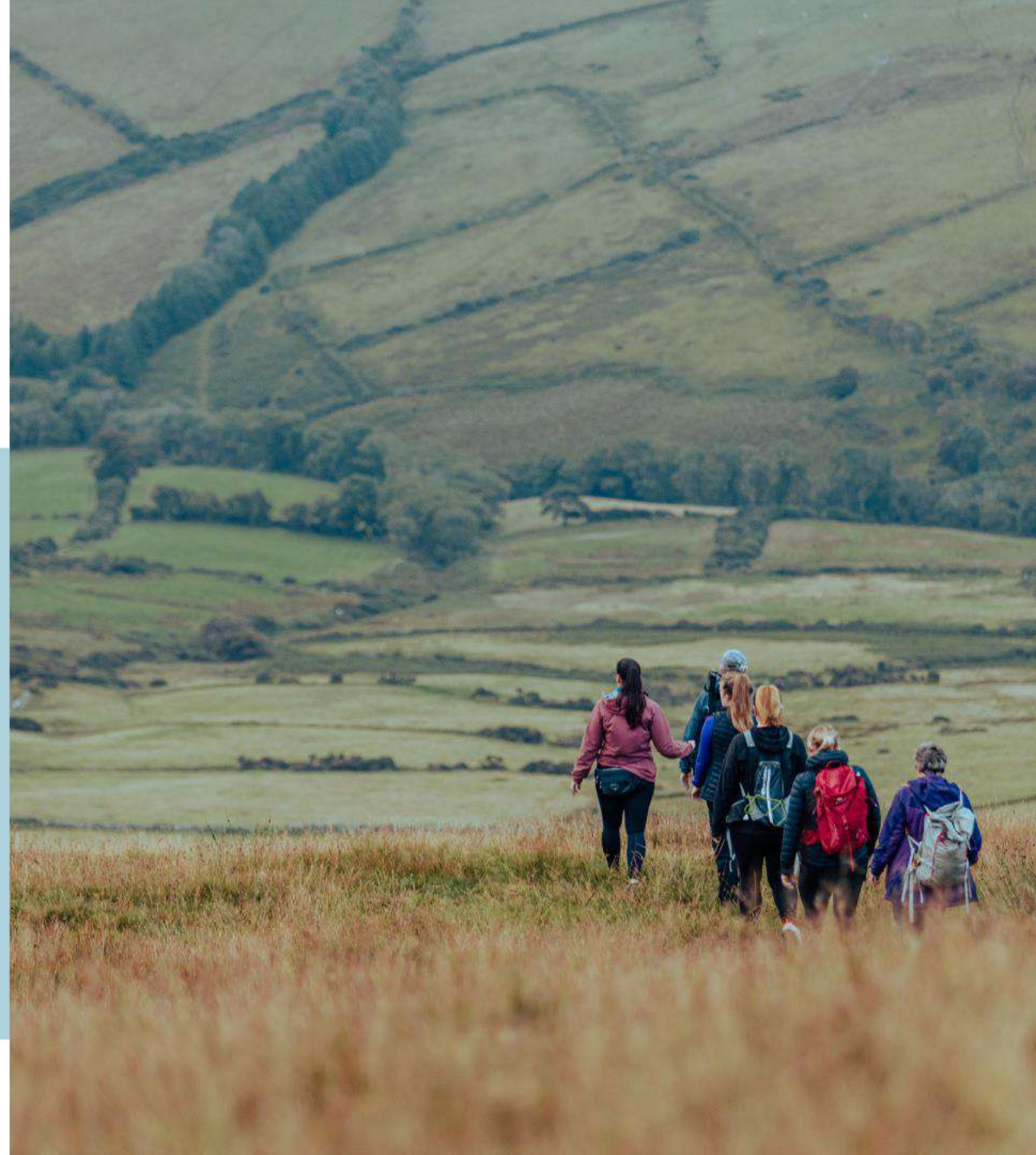
- Large planned purchases
- Retail/luxury items

Holidays are being ring-fenced



# VALUE MATTERS

- People expect to spend more on holidays in the coming year.
- Prices have risen all round so the same holiday costs more.
- Budget hotels feel less 'budget' based on price per night.
- It is more than the price paid - it is what you get out of the trip.



# TRAVEL AGENCY/TRADE PACKAGES ON THE RISE

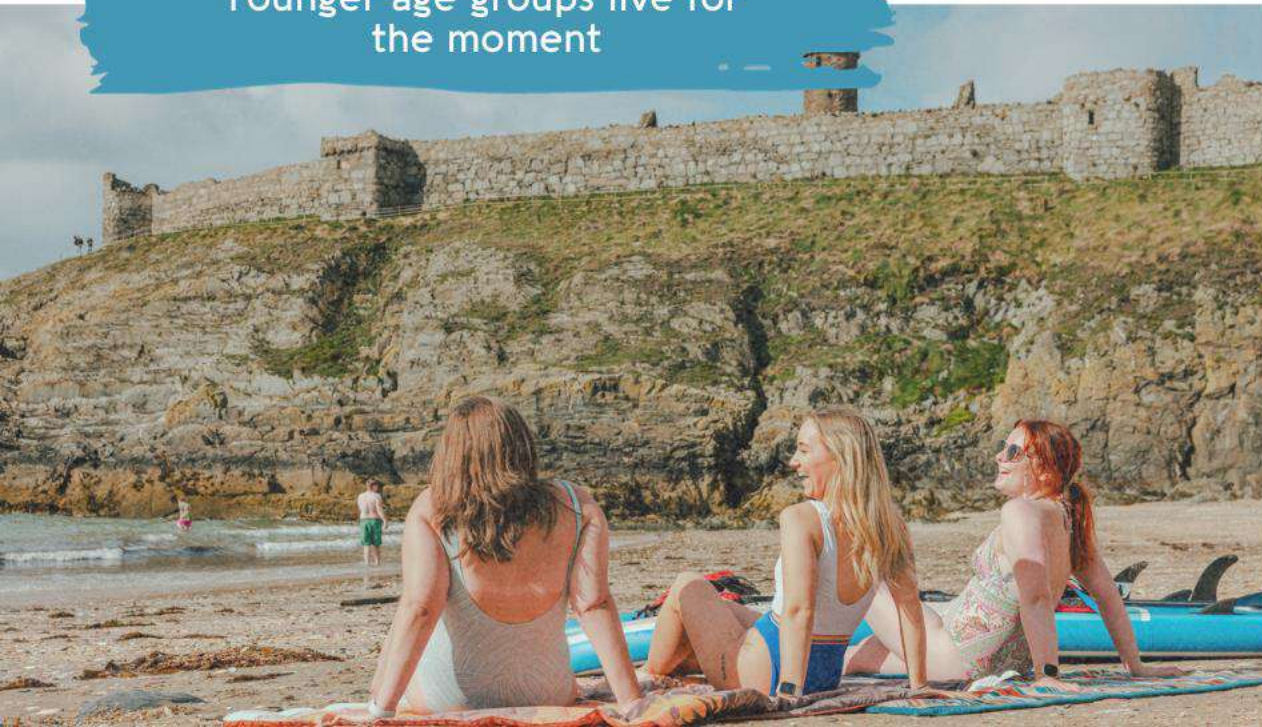
- Less stress than booking everything separately.
- Easier to budget.
- Rise in the use of trusted providers.



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# EXPERIENCES MATTER

Younger age groups live for  
the moment

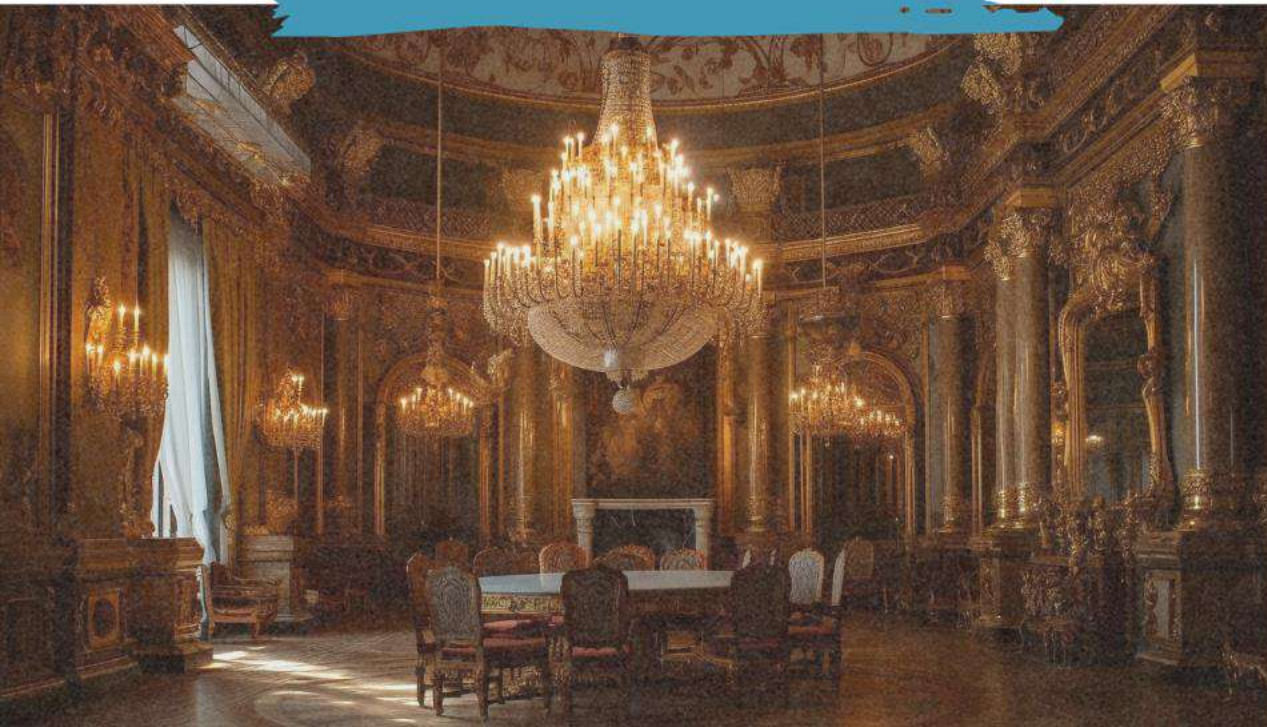


Spending time with family and friends  
is an important experience

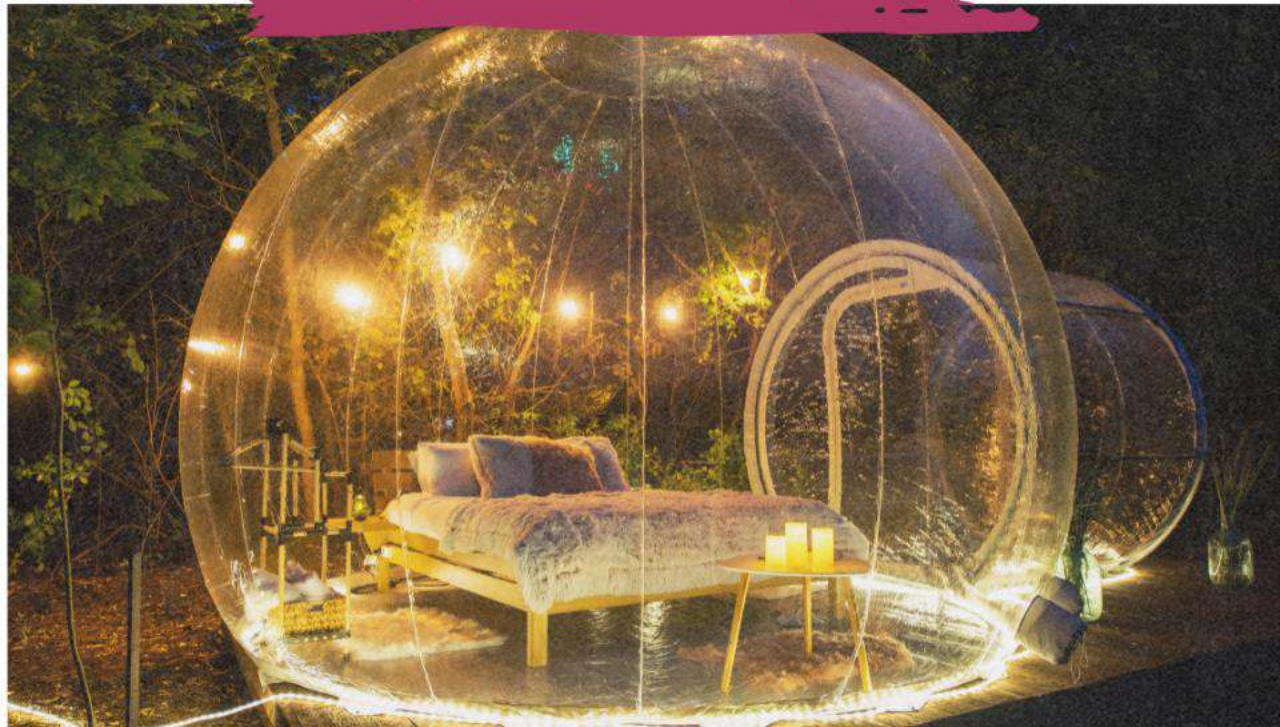
Creates memories and  
talking points

# IDEA OF LUXURY IS CHANGING

Moving away from flashy luxury



Moving towards meditative luxury  
- unique & memorable experiences





# CONSCIOUS CONSUMERS

- Factoring budget and planet into their plans.
- Maximising positive impact on themselves, the environment and others.
- Fewer, longer stays over frequent, shorter ones.



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# OUR LATEST ACTIVITY

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VISIT  
ISLE OF MAN



Visitors			Avg. Visitor Spend			Spend		
Year to date:	YE-Projection:	Target:	Year to date:	YE-Projection:	Target:	Year to date:	YE-Projection:	Target:
<b>233,700</b>	<b>306,589</b>	<b>300,000</b>	<b>£422</b>	<b>£477</b>	<b>£538</b>	<b>£98.3M</b>	<b>£146.5M</b>	<b>£161.4M</b>

Sea	Air	Cruise Ships	TED Scheme
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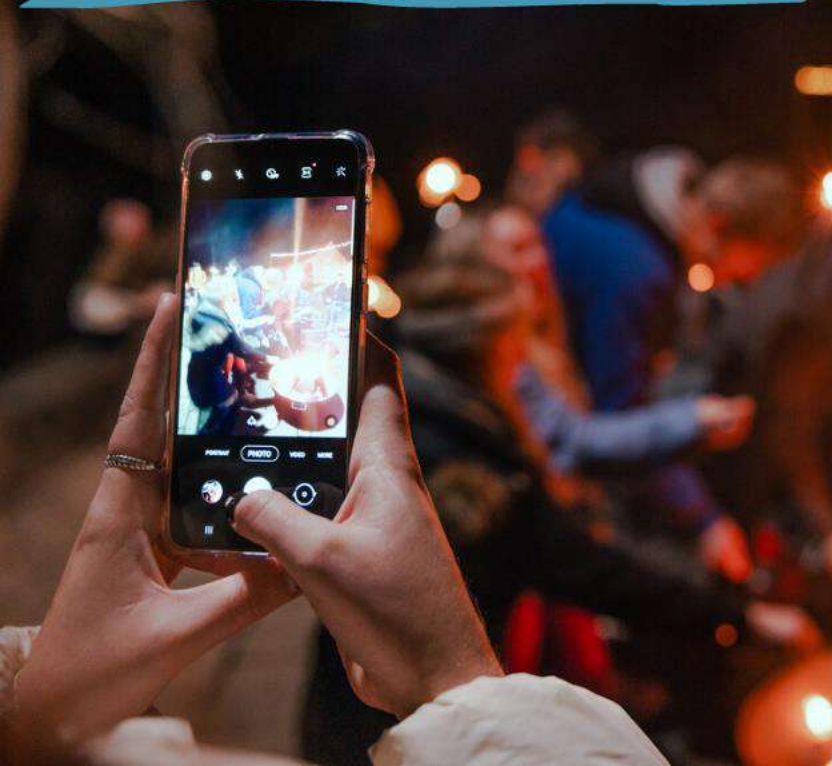
<b>YE-Projection</b>	<b>100%</b> Num. of Visitors	<b>95.5%</b> Num. of Visitors	<b>104.7%</b> Num. of Visitors	<b>93.2%</b> Visitor Spend	<b>102.5%</b> Num. of Events	<b>90%</b> Num. of Visitors
<b>Current vs Target</b>	<p>120 158 158 current projection target In OOOs</p>	<p>98 129 135 current projection target In OOOs</p>	<p>14.2 17.7 16.9 current projection target In OOOs</p>	<p>1.2 1.4 1.5 current projection target In Millions</p>	<p>35 41 40 current projection target</p>	<p>10.4 11.7 13 current projection target In OOOs</p>

TT Event	Serviced Bedrooms	Non-Serviced Units
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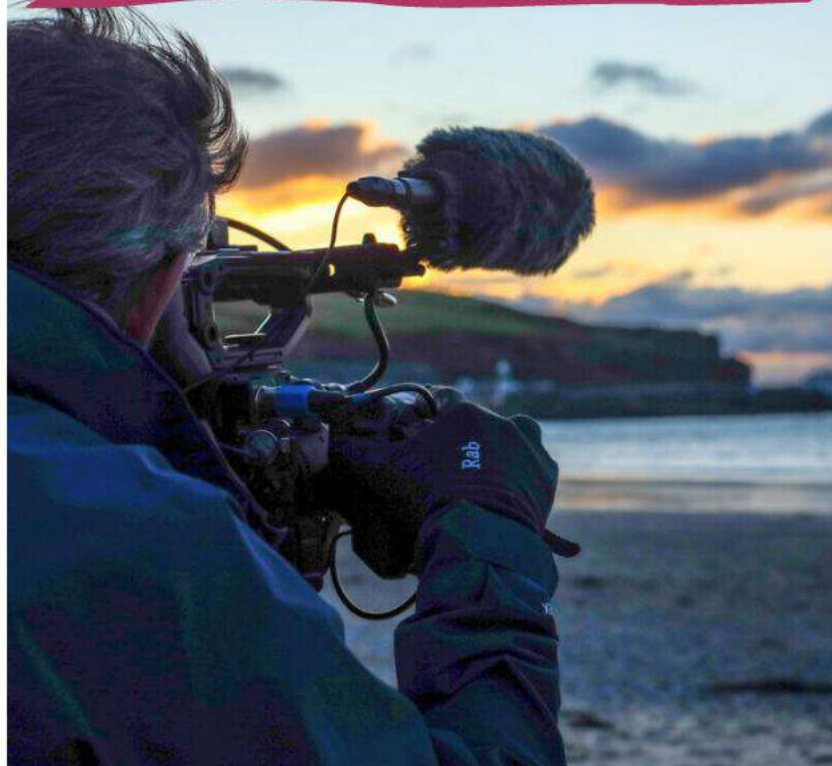
<b>Update</b>	<b>98.7%</b> Num. of Visitors	<b>97.3%</b> Visitor Spend	<b>Update</b>	<b>-99</b> Bedrooms	<b>-53</b> Num. of Units
<b>2019 vs 2023</b>	<p>46.1 45.5 2019 2023 In OOOs</p>	<p>37.5 36.2 2019 2023 In Millions</p>	<b>2022 vs 2023</b>	<p>1954 1905 2004 2022 2023 target</p>	<p>501 491 544 2022 2023 target</p>

# OUR PRIORITIES

**Digitalisation**



**Marketing**



**Seasonality**



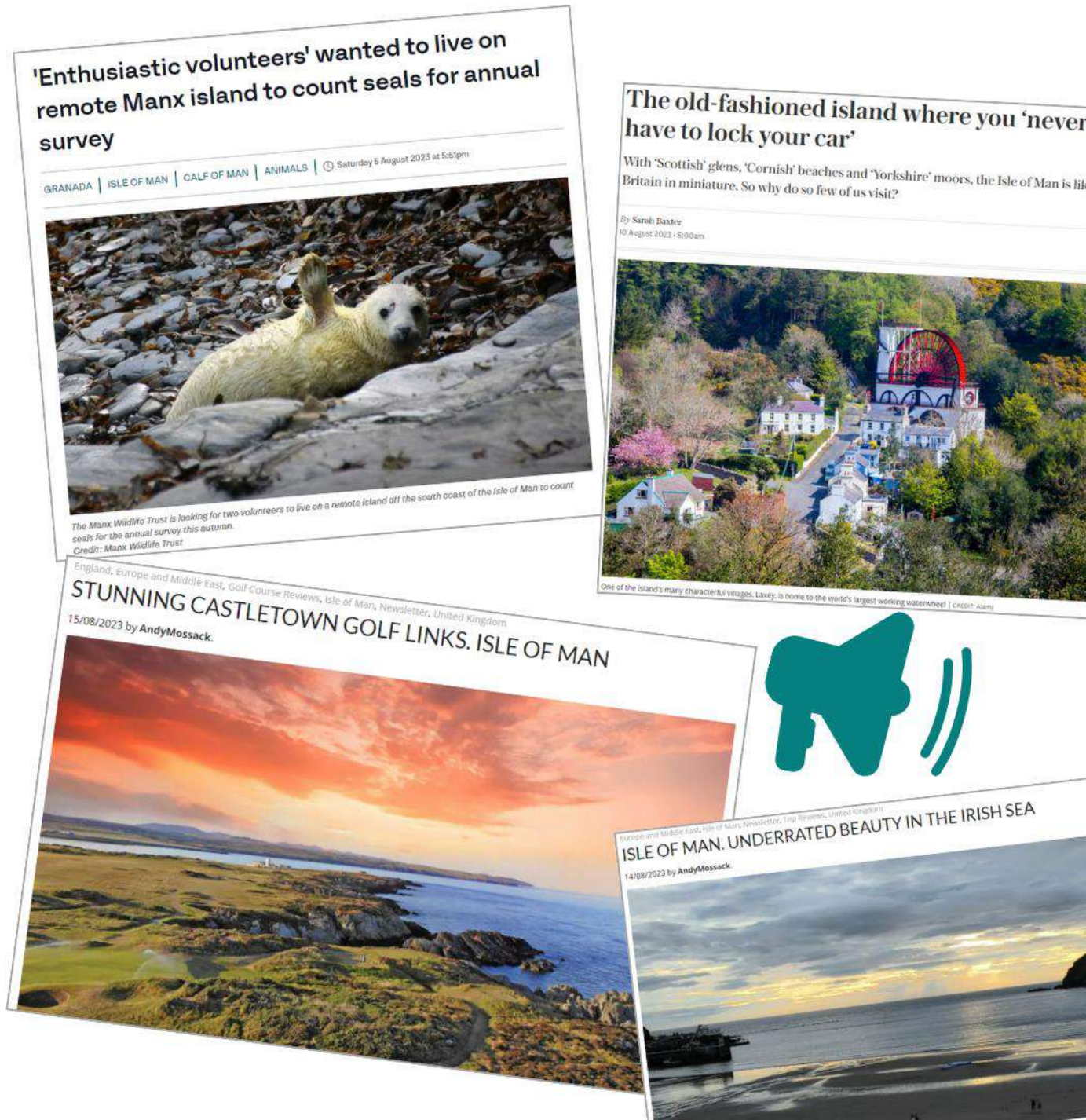
# PUBLIC RELATIONS

The combination of coverage from June, July and August reached a total readership of:

**2,816,218,280**



**18 articles across  
292 publications**



# DIGITAL MARKETING

Current digital advertising:



## Always on digital ads:

Google (Search & Display Network), Microsoft (Search Network), Programmatic, and Content Seeding ads.

In September, a new type of Programmatic ad went live. This ad is sustainable video banners that use adaptive streaming, which means load time is reduced - reducing data waste and our carbon footprint.

## Always on social media ads:

Facebook, Instagram, and Twitter.

The focus for our social media ads is brand awareness, lead gen and to grow our following.

## Organic social media:

Facebook, Instagram, Twitter, and LinkedIn.  
Community management and organic posting.

We are in the process of creating an organic social media plan to increase the number of organic posts and driving organic traffic to the website.

# SOCIAL MEDIA COMPETITORS

Where Visit Isle of Man stands against competitors based on followers:

	FACEBOOK FOLLOWERS	% -/+	INSTAGRAM FOLLOWERS	% -/+	TWITTER FOLLOWERS	% -/+
Visit Isle of Man	72,000		21,700		14,300	
Visit Jersey	87,000	-17%	28,900	-33%	16,800	-14%
Visit Guernsey	35,000	105%	19,000	12%	10,700	33%
Visit Isle of Wight	77,000	-7%	37,300	-72%	18,300	-22%
Visit Devon	39,000	45%	41,100	-89%	54,600	-73%

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# UPCOMING ACTIVITY

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# UPCOMING ACTIVITY

<b>Wellness Influencer</b> <b>(influencer with 1.9M</b> <b>followers on Instagram)</b>	Visiting the Island in September to record an episode of his podcast 'Stompcast' - he'll be interviewing Peter Hickman and the episode will be about walking, nature, wellness, and mental health.
<b>Hiking Influencer</b> <b>(influencer with 122K</b> <b>followers on Instagram)</b>	Visiting the Island in September to participate in the Summit Walks and share his content on his social media platforms.
<b>Nature Influencer</b> <b>(journalist with 35.8K</b> <b>followers on Instagram)</b>	Potential confirmed press visit of to participate in the Walk the Isle of Man Festival.
<b>Travel Influencers</b> <b>(x2 influencers with</b> <b>118K followers on</b> <b>Instagram)</b>	A couple that are visiting the Island in October to do a collaboration with us and share content on their social media platforms.
<b>Travel Influencer</b>	Visiting the Island in November to explore the Island's culture - will tie in with the launch of Culture Vannin's Folklore Book.

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# Q&A WITH..

**Deborah Heather,**  
CEO, Visit Isle of Man



**Ronald Caldwell,**  
Chairman, Visit Isle of Man





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