

VISIT
ISLE OF MAN



TODAY'S AGENDA

- RANALD CALDWELL - NON EXEC CHAIR OF VISIT AGENCY
A REVIEW OF THE ISLE OF MAN TOURISM SECTOR AND INTRODUCTION TO THE VISIT AGENCY
- LAURA DALTON - MARKETING MANAGER, VISIT ISLE OF MAN
AN OVERVIEW OF TOURISM MARKETING IN 2018, INCLUDING PROGRESS ON THE 'ISLE OF MAN - THE EXTRAORDINARY STORY' CAMPAIGN AND INSIGHT INTO 2019 PLANS
- GEMMA BARNES & SUSAN HEALY - ENTERPRISE SUPPORT TEAM
AN OVERVIEW OF THE GRANTS & ASSISTANCE SCHEMES OFFERED BY THE DEPARTMENT THAT COULD BENEFIT YOU AND YOUR BUSINESS
- Q&A WITH THE VISIT AGENCY BOARD MEMBERS
- GUEST SPEAKERS: DEBBIE MARSHALL, TONY BERRY, ANDREW FREENEY, ALISON TEARE

VOICE OF
CUSTOMER

CHAMPION



C

P



ONE
TEAM

INWARD
INVESTMENT



VISITOR FIRST

WORK
TOGETHER



VOICE OF
INDUSTRY



SHARED VISION



WINNING



Culture
VANNIN



Isle of Man
Government
Reiltys Ellan Vannin



ISLE OF MAN
STEAM PACKET COMPANY

47 TOUR PARTNERS



Isle of Man
Chamber of Commerce
SHERDAGHTY LUGHY-THAGHTYUC ELLAN VANNIN



Manx
National
Heritage



WHAT WILL THE NEW AGENCY DELIVER?

OUR PURPOSE

- TO DELIVER THE FULLEST ECONOMIC GROWTH POTENTIAL OF THE VISITOR SECTOR
- WE WILL BE THE VOICE OF THE INDUSTRY, YOU WILL BE THE VOICE OF THE VISITOR AND WE WILL LISTEN



OUR OBJECTIVES

- PARTNERSHIP & COMMUNICATION - work together for growth
- PERFORMANCE MANAGEMENT - employ business disciplines which focus on return, ownership and delivery
- PROMOTE - increase awareness of our island through the right channels
- PRODUCTS - to meet the needs of today's visitors
- POLICY - champion / introduce policy to support change
- PRIORITY - customer / visitor first

ALL ACTIONS TO BE TAKEN ARE APPROVED
BY THE BOARD

"OUR VISITOR ECONOMY HAS BEEN THE SUBJECT OF MUCH INTEREST THIS YEAR, WITH INCREASED VISITOR SPEND BOLSTERED FOR 2019 BY FURTHER INVESTMENT IN OUR HOTEL AND ACCOMMODATION INFRASTRUCTURE. **VISIT ISLE OF MAN** WILL BE TAKING FORWARD A NUMBER OF NEW INITIATIVES THIS YEAR, WORKING HAND IN HAND WITH INDUSTRY TO BUILD A VISITOR ECONOMY THAT NOT ONLY **ATTRACTS MORE VISITORS** BUT THAT **ALSO UNDERPINS THE QUALITY OF LIFE WE TAKE FOR GRANTED** HERE IN THE ISLE OF MAN THROUGH THE DEVELOPMENT OF RESTAURANTS, BARS, EVENTS AND ACTIVITIES ACROSS THE ISLAND."

ALF CANNAN MHK
TREASURY MINISTER

IMPORTANCE OF THE VISITOR ECONOMY

CIRCA
300,000
VISITORS TO THE IOM
IN 2018

WITH TOURISM



THE ISLE OF MAN IS SERVED BY 13 REGIONAL AIRPORTS & 4 FERRY PORTS

WITHOUT TOURISM



FEWER FLIGHTS, FEWER FERRIES, LESS PLACES TO EAT OUT, LESS TO SEE & DO

OVERALL
VISITOR
SPEND:
CIRCA £120M

TOURISM MAKES THE ISLAND A BETTER PLACE FOR RESIDENTS & VISITORS BY SUPPORTING:



AMBITION

BY 2023

INCREASE TOTAL VISITOR
NUMBERS TO 345,000

INCREASE AVERAGE VISITOR
SPEND BY 20%

INCREASE VISITOR
ECONOMY JOBS TO 3,200

VISION

ESTABLISH THE ISLE OF MAN
AS A PREMIER VISITOR
DESTINATION

MISSION

TO OFFER A WIDE
RANGE OF SPECIALIST
INTEREST AND LEISURE
ACTIVITY BREAKS
THROUGH A STRATEGIC
NETWORK OF PUBLIC
AND PRIVATE PARTNERS
COMPLEMENTED WITH A
VISITOR FIRST INDUSTRY
MENTALITY

KEY STRATEGIC ACTIONS

1

CREATING AN EXCEPTIONAL
VISITOR EXPERIENCE

2

PROMOTION AND
MARKETING

3

PRODUCT
INNOVATION

4

POLICY
DEVELOPMENT

5

PARTNERSHIPS

6

ENHANCED RESEARCH AND
MEASUREMENT

OUT & ABOUT - WHAT YOU ARE SAYING



WHAT DO WE OFFER?

HISTORY & HERITAGE



CULTURE



MOTORSPORT



SPORTS



EVENTS



WHAT DO WE OFFER?

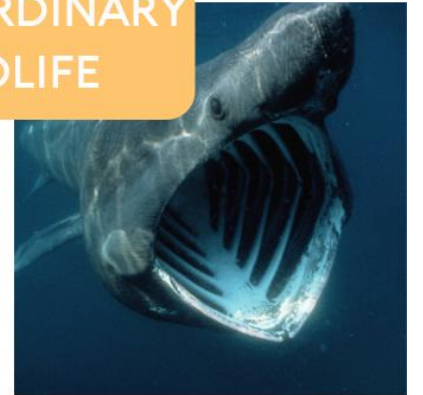
SCENIC LANDSCAPES



LOCAL PRODUCE



EXTRAORDINARY WILDLIFE



KEY ROUTES TO MARKET WILL BE...

DEVELOPING
OUR
DISTRIBUTION
CHANNELS
THROUGH:
- TRAVEL
AGENTS
- INTERNET
FUNCTIONALITY

FOCUSING ON
PROMOTING
OUR
PRODUCT
SETS
WITH
INTERESTED
GROUPS

WORKING WITH
STRATEGIC
PARTNERS:
- PUBLIC
SECTOR
- PRIVATE
SECTOR
- TRADE BODIES

ADOPTING A
VISIT FIRST
APPROACH AS
VISITORS
WILL COME
AGAIN AND
TELL OTHERS

LISTENING TO OUR VISITORS

VISITOR FEEDBACK

NEW SURVEY ON
EXIT

VISITOR COMPLAINTS

WHAT ARE OUR KEY
WEAKNESSES?

PASSENGER SURVEY

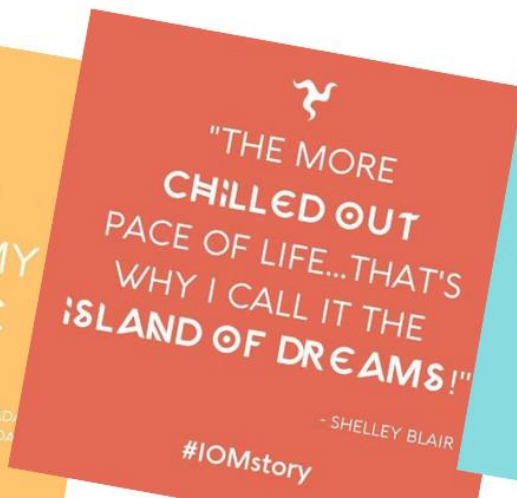
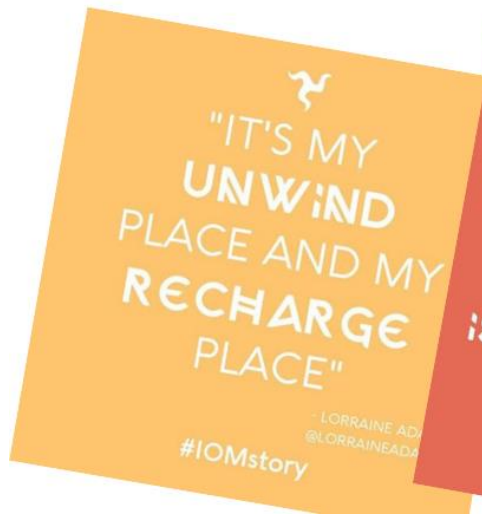
INCLUDING HOW
WOULD YOU RATE US?

CONSUMER PANELS

TO TEST PRODUCT
CONCEPTS / MARKETING /
ATTITUDES & BARRIERS

STAKEHOLDER FEEDBACK

SURVEYS - HOW CAN WE
HELP?



**WE ATTRACT THE
VISITORS**

**YOU DELIVER THEIR
EXPERIENCE**



ON YOUR DOORSTEP

ONE BIG WEEKEND

23rd - 24th MARCH*

WHERE WILL YOUR #IOMSTORY TAKE YOU THIS YEAR?

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EXPLORE MUSEUMS, HOP ON A TRAIN, JOIN A TOUR OR GET A TASTE FOR ADVENTURE...

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*check website for days and dates of sessions, subject to availability.



LAURA DALTON

MARKETING MANAGER, VISIT ISLE OF MAN



VISIT ISLE OF MAN

MARKETING

Agenda

- **Overview of Marketing Activity: 2018**
- **Marketing Overview 2019 and beyond**
- **Extraordinary Story Year 2: Our People**

2018 In Focus

EXTRAORDINARY STORY

Campaign Toolkit:



PRINT ADVERTISING



ONLINE PRESENCE



SOCIAL MEDIA

#IOMstory

AS HUMANS, OUR LIVES ARE MADE UP OF STORIES. WE LEARN AND CONNECT BEST THROUGH STORY TELLING. IT'S THE STORIES WE HEAR AND SEE THAT CARRY THE ART OF IMMERSION AND RESONATE WITH EVERY GENERATION.

Visit [IOMstory](#) @ [IOMstory](#) Nov 13

Discover your #IOMstory moment...



Angela Byrne (@angela_byrne) Nov 10

Story that keeps on giving. Incredible. Enchanting. My fairy houses have popped up across the Isle of Man. [countryliving.com/uk/news/.../is](#)

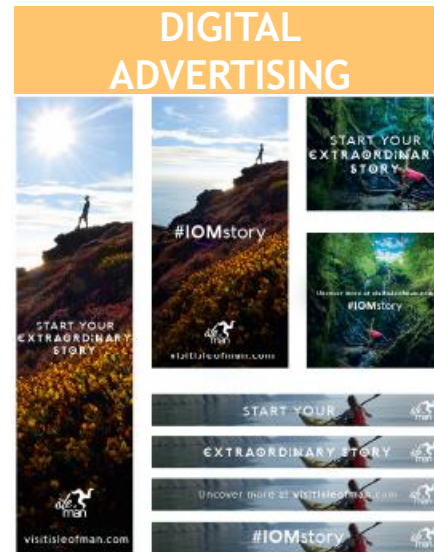


TELEVISION ADVERTISING

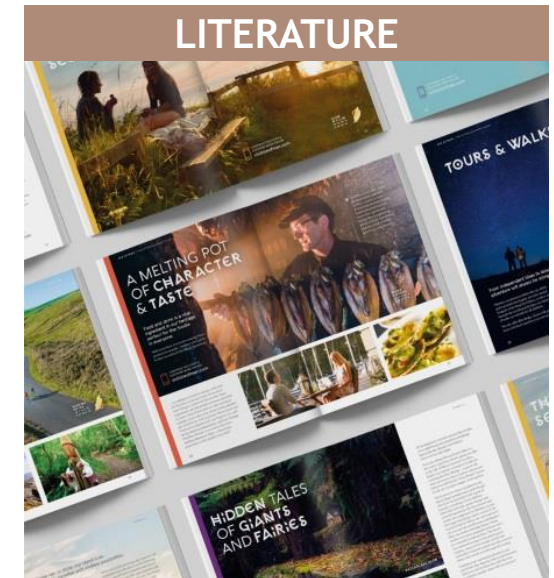
Mood film & TV:



DIGITAL ADVERTISING



LITERATURE



2018 In Focus

Q1 Q2 Q3 Q4

Q4 COVERAGE

Our highlights



ARTISTS have left residents mystified after a series of stunningly crafted fairy houses appeared across their island.

Locals on the Isle of Man have taken to social media to share pictures of the intricate dwellings, measuring around 30cm high.

The miniature buildings include a cliff-top tower made from stone, with an incredible banquet hall inside including fairy-sized chairs and a table.



Telegraph.co.uk

Who lives in a house like this? Magical miniature homes crop up on the Isle of Man leaving residents mystified

MailOnline



Miniature fairy buildings spread magic on Isle of Man



BBC NEWS

CNN

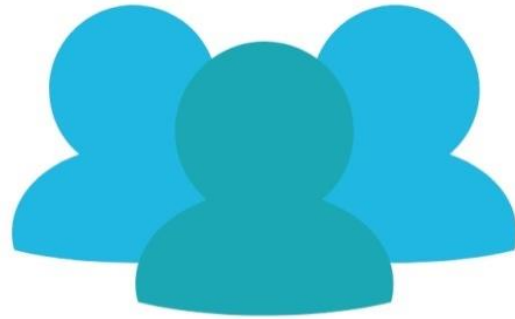


Tiny, fairy-like buildings popping up all over UK

The mysterious buildings are popping up all over the UK's Isle of Man

2018 In Numbers

804,913
Unique Website
Users



↑
140,000



18-24yr: 6.68%
25-34yr: 20.75%
35-44yr: 17.41%
45-54yr: 19.74%
55-64yr: 18.94%
65+: 16.47%



49k
Followers



7k
Followers

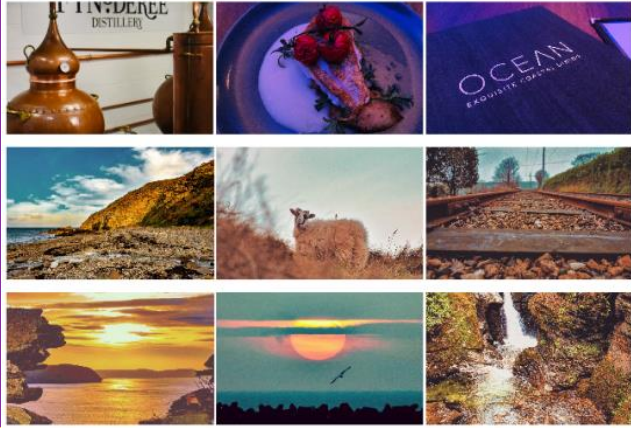


13k
Newsletter Signups

What we Learnt from 2018

Press Visits

ISLE OF MAN: A weekend road trip with coastal hikes, delicious seafood and top-notch gin



Fairy Houses



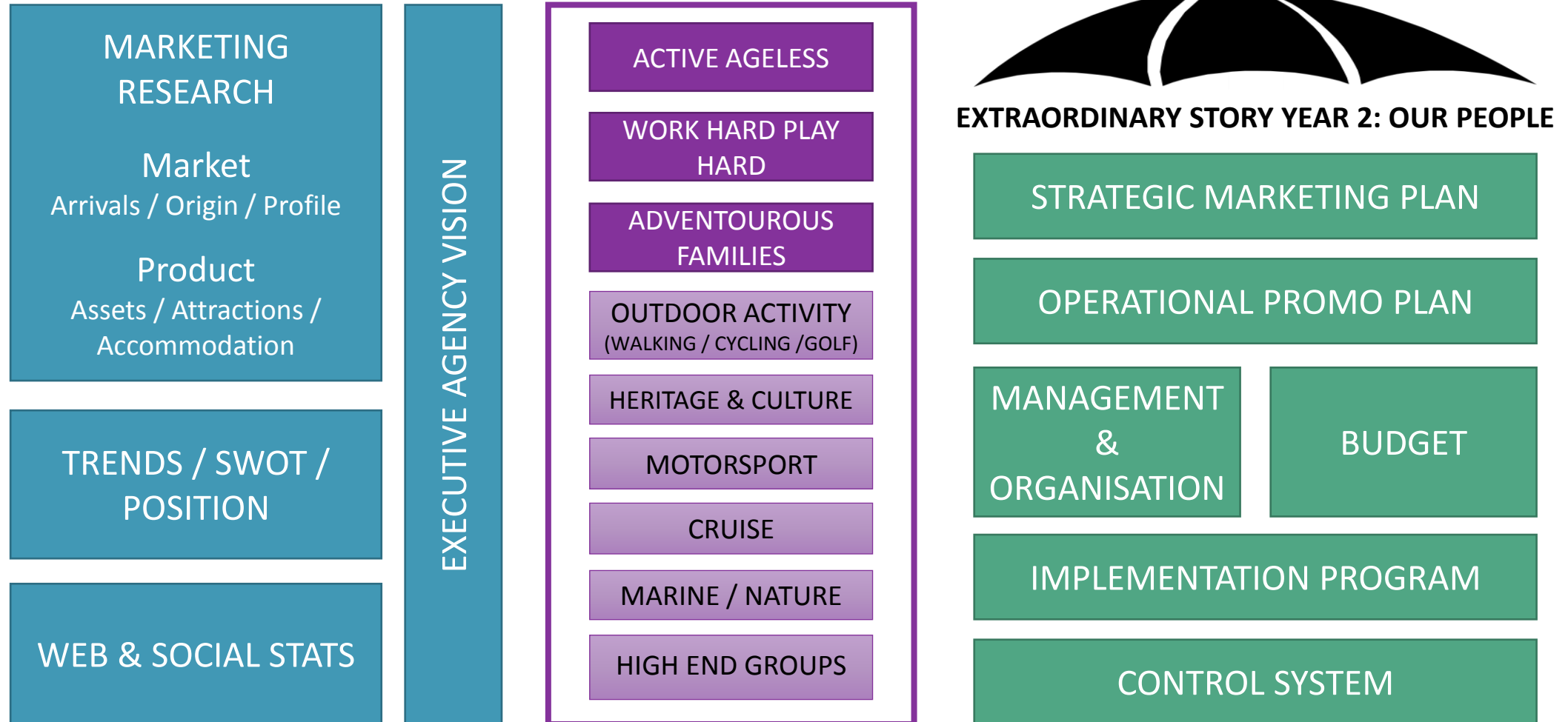
Wildlife Photography



New Products



What does 2019 look like



Strategic Overview



HOLIDAY DRIVERS		
SCENERY & LANDSCAPE	UK HERITAGE SITES LIKELY TO SEE MORE VISITORS	PRICE OF HOLIDAY & SAFETY ISSUES ARE KEY
RISE IN VISITS TO SEASIDE TOWNS		
TOP INFLUENCERS		
SEARCH ENGINES / REVIEW SITES / RECOMMENDATIONS ARE KEY	SOCIAL MEDIA CONTINUES TO PLAY A SIGNIFICANT ROLE	BLOGGERS / VLOGGERS / INFLUENCERS ARE MORE POWERFUL
WEBSITE IS THE MOST TRUSTED SOURCE OF 'OWNED MEDIA'		
DIGITAL TRENDS		
PLANNING FOR A MOBILE & DIGITAL WORLD - MULTIPLE PLATFORM USE	PERSONALISATION & TARGETING IS KEY	USE OF TECHNOLOGY TO BRING EXPERIENCES TO LIFE - INCREASE USER EXPERIENCE
LOCATION BASED TECHNOLOGY / ON THE GROUND INFORMATION		
KEY MESSAGES		
NEED TO APPEAL TO THE INDIVIDUALS 'NEED' TO BE SEEN IN THE RIGHT PLACE	EXPERIENCE LIKE A LOCAL	MOVE TOWARDS THE 'AGELESS TRAVELLER' & 'SOLO TRAVELLERS'
STILL A REQUIREMENT FOR TRADITIONAL MEDIA - THE HALO EFFECT / LASTING IMPRESSIONS		

VISIT ISLE OF MAN

PURPOSE
To realise the fullest economic growth potential of the Island as a visitor destination.

OBJECTIVES
To facilitate and strengthen collaboration and partnership, built on transparency, trust, continuity, agreed key performance indicators, developing a shared vision, strategies and proposed policies, reflecting the needs, plans and ambitions of the visitor economy sector.
To promote the Isle of Man's image and distinctive strengths to target markets, by developing and updating the Destination Management Plan (DMP) and marketing plans in partnership with stakeholders, setting out PMS initiatives, messaging and campaigns, which support the strategy, deliver the business plan, identify and exploit the Island's unique selling propositions (USPs) and distinctive image.
To support the creation of an exceptional visitor experience by building relationships with businesses, courses and training providers in order to create sustainable employment opportunities for local people. To develop an action plan for the visitor economy that identifies skill needs and the strategic response needed from training providers.
To act as the conduit between government and the sector, championing the delivery of the necessary infrastructure, new investment and product development and overseeing the development of sector clusters. Communicating stakeholder requirements to the Department for Enterprise, building awareness and understanding in other government departments regarding the sector's needs, its constraints, challenges, barriers and blockages and regularly exchanging views with regulatory bodies.
To liaise with the visitor economy sector, creating and maintaining a programme of market intelligence for drawing strategy, measuring achievement and determining the required resources for agreed actions, including the utilisation of private sector funding and resources.

VISIT ISLE OF MAN

ISLE OF MAN HOTEL FUTURES

Final Report
Prepared for:
Isle of Man Government
Department of Economic Development
January 2016

hs
hotel solutions
the hotel development consultancy

STRATEGIC RESEARCH & INSIGHT

REPORT
Visitor Survey
Isle of Man Tourism
December 2016

MRS Evidence Matters
Company Partner

Strategic Research and Insight Ltd
4 Park Court Mews
Park House
Carrick Roads
CP 10 1SD
Tel: +44 (0)1524 31000
www.strategic-research.co.uk

Audience Profiles

CORE MARKET

ACTIVE AGELESS



GROWTH MARKETS

ADVENTUROUS FAMILIES

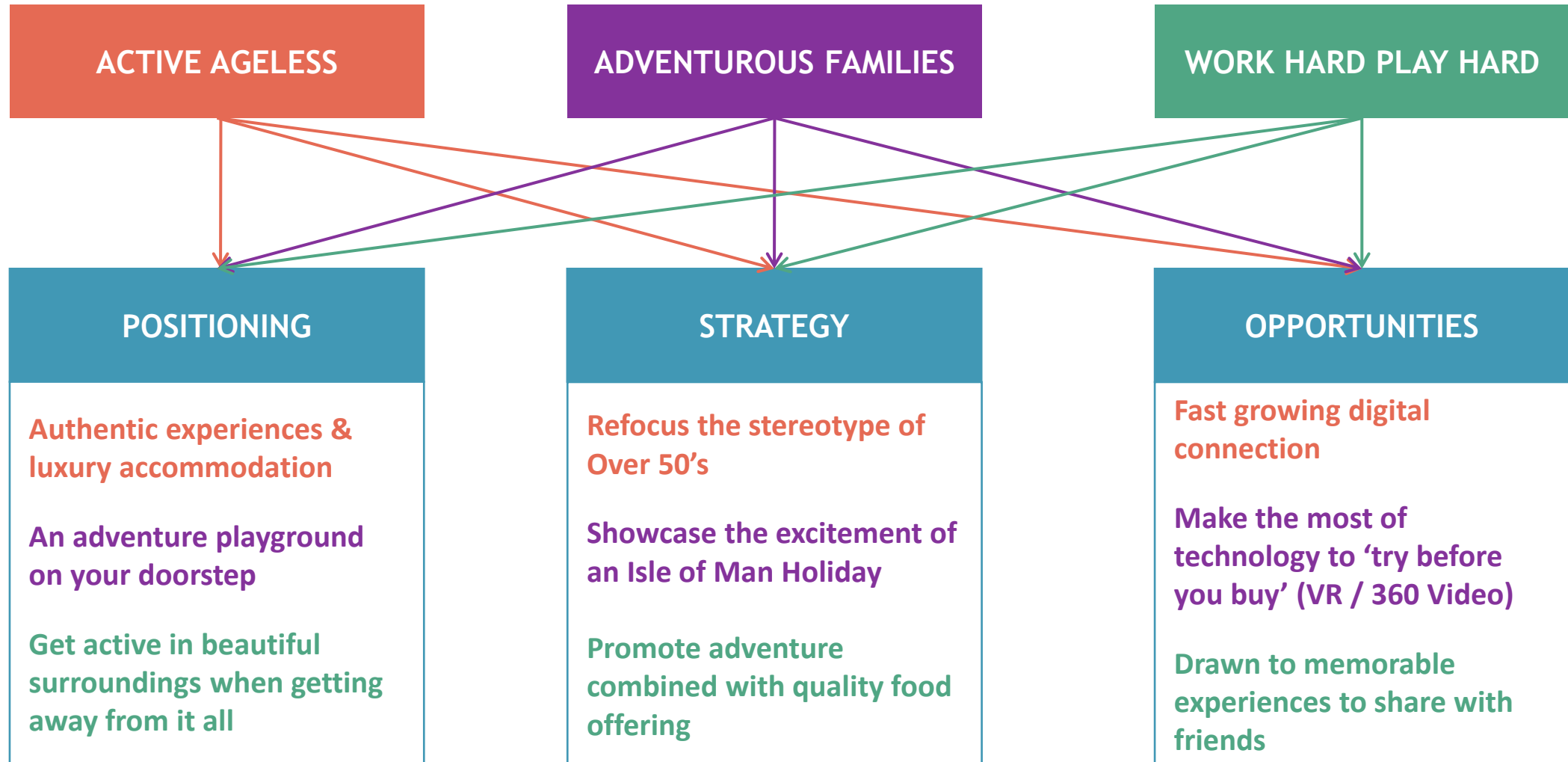


WORK HARD PLAY HARD



NICHE GROUPS / SPECIAL INTEREST

Strategic Marketing Plan



Operational Planning: Customer Journey



CHAPTER 2

OUR PEOPLE

THROUGHOUT OUR HISTORY THE PEOPLE
HAVE CARVED OUR CULTURE. HARKING BACK
TO THIS HERITAGE THROUGH STORIES OF
CELTIC GODS AND **VIKING KINGS**.

PROMOTING THE **PIONEERING SPIRIT**
THROUGH **MODERN DAY HEROES** WHO'S DNA
IS EMBODIED IN THE DESTINATION, ADVOCATING
OUR ISLAND TO **PEOPLE OF ALL AGES**.

Extraordinary Story Year 2: Our People



Working Together

**SOCIAL
MEDIA**

#IOMstory

**PRESS
TRIPS**

**TRADE
COMMUNICATION**

**NEW
PRODUCTS /
NEWS GENERATION**

**EXTRAORDINARY
PHOTOGRAPHY**

**FEEDBACK &
RESEARCH**



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WE ARE THE ISLANDERS



WELCOME TO OUR
#IOMstory



GEMMA BARNES & SUSAN HEALY

ENTERPRISE SUPPORT, DEPARTMENT FOR ENTERPRISE

Our Mission is to:

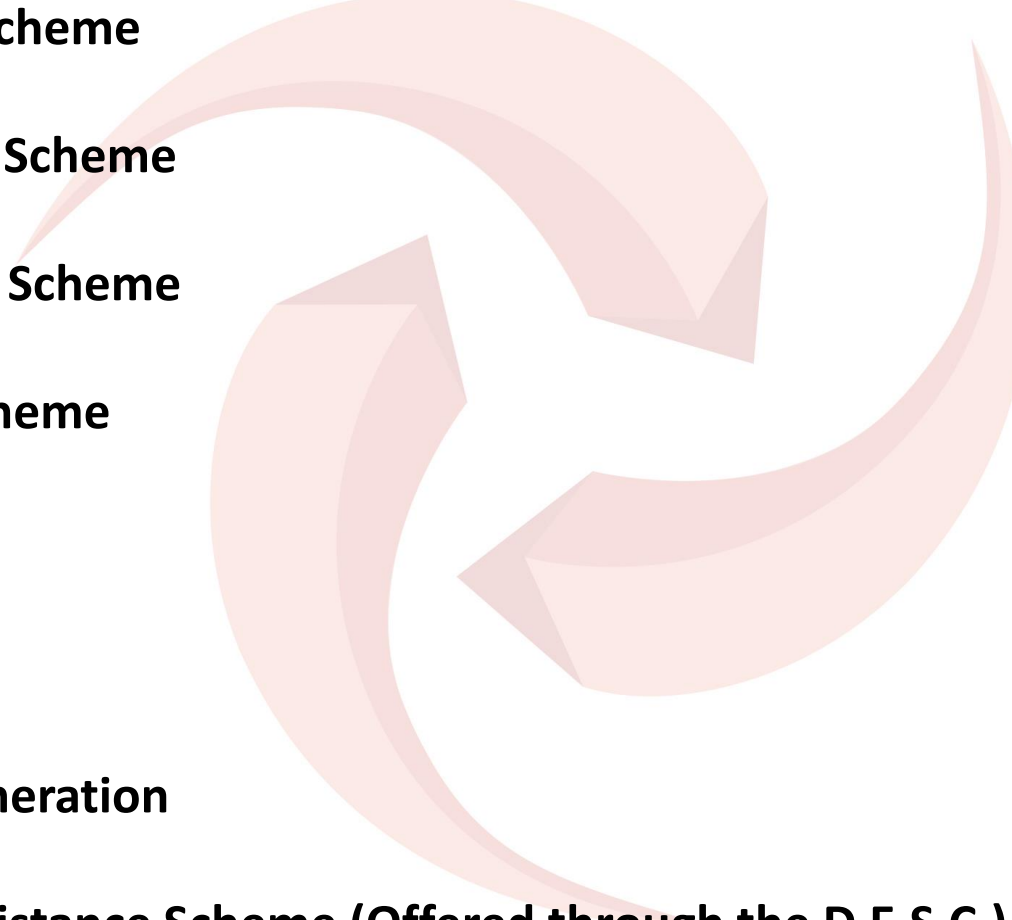
- ❖ Grow Economy
- ❖ Create Jobs

We do this by helping businesses:

- ❖ Start
- ❖ Improve
- ❖ Grow
- ❖ Relocate (Staff and Businesses)



Grants & Assistance Schemes

- ❖ **Micro Business Grant Scheme**
 - ❖ **Business Improvement Scheme**
 - ❖ **Business Energy Saving Scheme**
 - ❖ **Financial Assistance Scheme**
 - ❖ **Investors In People**
 - ❖ **STEP Programme**
 - ❖ **Town and Village Regeneration**
 - ❖ **Vocational Training Assistance Scheme (Offered through the D.E.S.C.)**
- 



Start

Micro Business Grant Scheme – What?

- ❖ Training
- ❖ Financial Assistance
- ❖ Business Advice/Mentoring

Am I eligible?

- ❖ Any new Business (<18 months old / not started)
- ❖ Turnover £5K to £100K

What is the financial support available?

- ❖ Up to £6,000 for domestic businesses
- ❖ Up to £15,000 for exporting and childcare businesses
- ❖ Up to £10,000 to support job creation



Improve - Consultancy

Business Improvement Scheme – What?

- ❖ 50% funding up to £5,000 for external consultancy
- ❖ Must have a tangible result e.g. product, certificate or report

Am I eligible?

- ❖ One employee (other than the owner)

What disciplines are covered under the scheme?

- ❖ Brexit
- ❖ Business Advisory Service – 100% funded by the Department
- ❖ Digital Marketing/Social Media
- ❖ Environmental efficiency
- ❖ Information communication technology/information systems
- ❖ Intellectual Property Protection Support
- ❖ Legal Advice Concerning External Investment in Businesses
- ❖ Legislation
- ❖ Marketing
- ❖ Quality Accreditations
- ❖ Transactional Websites



Improve - Energy Efficiency

Business Energy Support Scheme

- ❖ Unsecured interest-free loan
- ❖ Increased energy efficiency
- ❖ Decrease energy costs
- ❖ Loans from £1,000 to £20,000
- ❖ Terms of up to 5 years

Am I eligible?

- ❖ One member of IoM staff (other than the owner)
- ❖ No economic sector restriction

Additional Information

- ❖ Fast track under £5,000
- ❖ Accredited Tradesmen
- ❖ Three quotes



Improve – People

Investors in People

- ❖ Funding for consultancy required to assist the business through the process

Am I eligible?

- ❖ Minimum 2 employees
- ❖ No Government debts

STEP

- ❖ Undergraduate placement helping businesses improve and complete projects
- ❖ Students receive £240 a week for 8-12 weeks, which is funded by the business



Improve – Skills

Vocational Training Assistance Scheme

- ❖ 30% contribution towards cost of training
- ❖ Max. £15,000 per annum for employers
- ❖ Max. £1,5000 per annum for individuals

Am I eligible?

- ❖ Businesses with registered office in IoM and provide direct employment
- ❖ Individuals, IoM workers and work permit holders



Improve – Your Premises

Town and Village Regeneration

- ❖ Max. contribution of 50%
- ❖ Budget announcement
 - ❖ Budget committed from April 2019
 - ❖ Scheme currently under review

Am I eligible (based on current guidelines)?

- ❖ Within a defined town centre regeneration zone
- ❖ Commercial premises open to the public
- ❖ Exterior work

Scheme is under review but notes of interest can be forwarded to the Department.



GROW – Your Business

Financial Assistance Scheme

Up to 40% grant support available towards:

- ❖ Off Island marketing
- ❖ Developing alternative accommodation i.e. camping, glamping & hostels

Typically up to 25% towards:

- ❖ Unique & 'go to' visitor/local leisure facilities

Typically up to 20% towards:

- ❖ New hotels 3* and above
- ❖ New serviced accommodation 4* and above
- ❖ Improvements to existing serviced accommodation to 3* plus

Financial Assistance Scheme – Am I eligible?

- ❖ Talk to us to find out more about this scheme



GROW - Your People

Employee Relocation Incentive

20% grant of a relocating employees net salary for 1 year:

- ❖ Up to £10,000
- ❖ Paid after 12 months
- ❖ Must constitute permanent, regular employment
- ❖ Minimum salary requirement of £25,000

Employee Relocation Incentive – Which roles are eligible?

- ❖ Head Chef
- ❖ Sous Chef
- ❖ Head Housekeeper
- ❖ Food & Beverage Manager
- ❖ Revenue Manager
- ❖ General Hotel Manager



Eligibility

- ❖ Applicant must be Isle of Man resident
- ❖ No Government debts i.e. Tax/ Vat
- ❖ Apply before you buy
- ❖ Must lead to tangible benefits to the economy – we do not cover routine maintenance and repair work etc.



Find out more:

❖ Click: www.gov.im/enterprise

❖ Email: enterprisesupport@gov.im

❖ Phone: 01624 687333

❖ Visit us: at the stand today!



YOUR VISIT AGENCY BOARD

SERVICED
ACCOMMODATION
MARK WILSON

- 149 PROPERTIES
- 3,892 BED SPACES



TOUR & TRAVEL
OPERATORS
JOHN WATT

- 13 REGIONAL AIR ROUTES
- 4 FERRY PORTS
- 6 TRAVEL & TOUR OPERATORS



NON SERVICED
ACCOMMODATION
HILARY
PETERSON

- 406 PROPERTIES
- 2,165 BED SPACES



ROB CALLISTER MHK
POLITICAL
REPRESENTATIVE

EVENTS &
CONFERENCES
RICHARD
FLETCHER

- GENERATES 10,000 VISITORS TO NON-MOTORSPORT EVENTS
- £3 MILLION VISITOR SPEND



ATTRACTIONS &
ACTIVITIES
CARL
UNDERWOOD &
GED POWER

- 150 BUSINESSES INCLUDING ALL HERITAGE, CULTURAL, OUTDOOR & ACTIVE PROVIDERS



CATERING &
ENTERTAINMENT
MARYBETH
COLL

- 68 PUBS & BARS
- 121 RESTAURANTS & CAFES



RANALD CALDWELL
NON-EXECUTIVE CHAIRMAN

CHAMBER OF
COMMERCE VISITOR
ECONOMY
COMMITTEE
BRETT MARTIN

- DEDICATED TO WORKING WITH GOVERNMENT TO PROMOTE GROWTH IN ALL ASPECTS OF VISITOR ECONOMY



ANGELA BYRNE
HEAD OF VISIT

