

A photograph of two people paddleboarding on a calm sea at sunset. The sun is low on the horizon, creating a warm orange and yellow glow. The silhouettes of the two people are visible against the bright sky, and their reflections are clearly seen in the still water.

Unlocking Visitor Growth: Isle of Man Tourism Strategy 2026

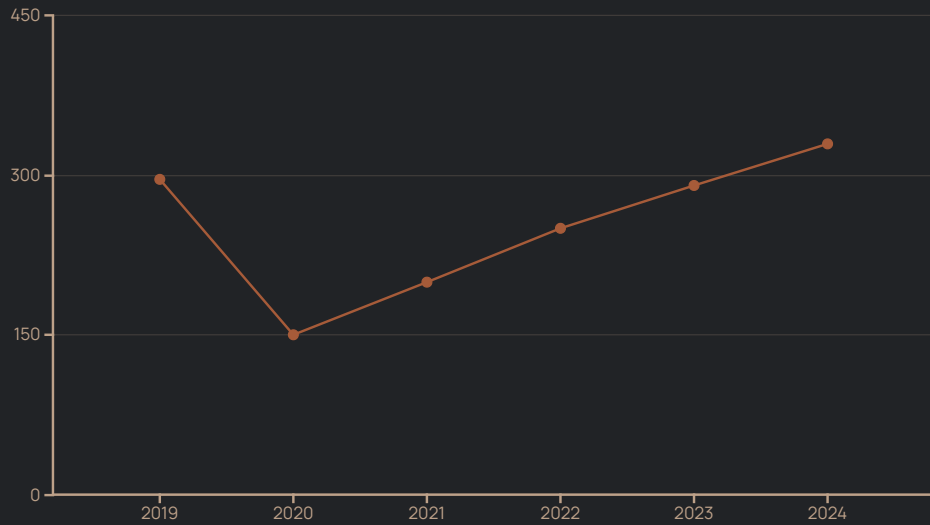
Agenda

1. Context & Opportunity
2. SWOT Headlines
3. Benchmark Insights
4. Three Growth Plays
5. Implementation Path
6. Ask & Next Steps



by **Sarah Ennett**

Context: 2019-24 Performance



Visitor volume up to **329 k in 2024** (+11 % vs 2019) with **£212 m spend**

Satisfaction at **98 % "met/exceeded"** → strong product-market fit

Seasonality & access costs still constrain growth

Target: 500 k visitors by 2032



SWOT Snapshot

Strengths:

TT "halo", UNESCO Biosphere, record spend, near-universal satisfaction

Weaknesses:

high travel cost, short peak season, tight bed stock, brand awareness

Opportunities:

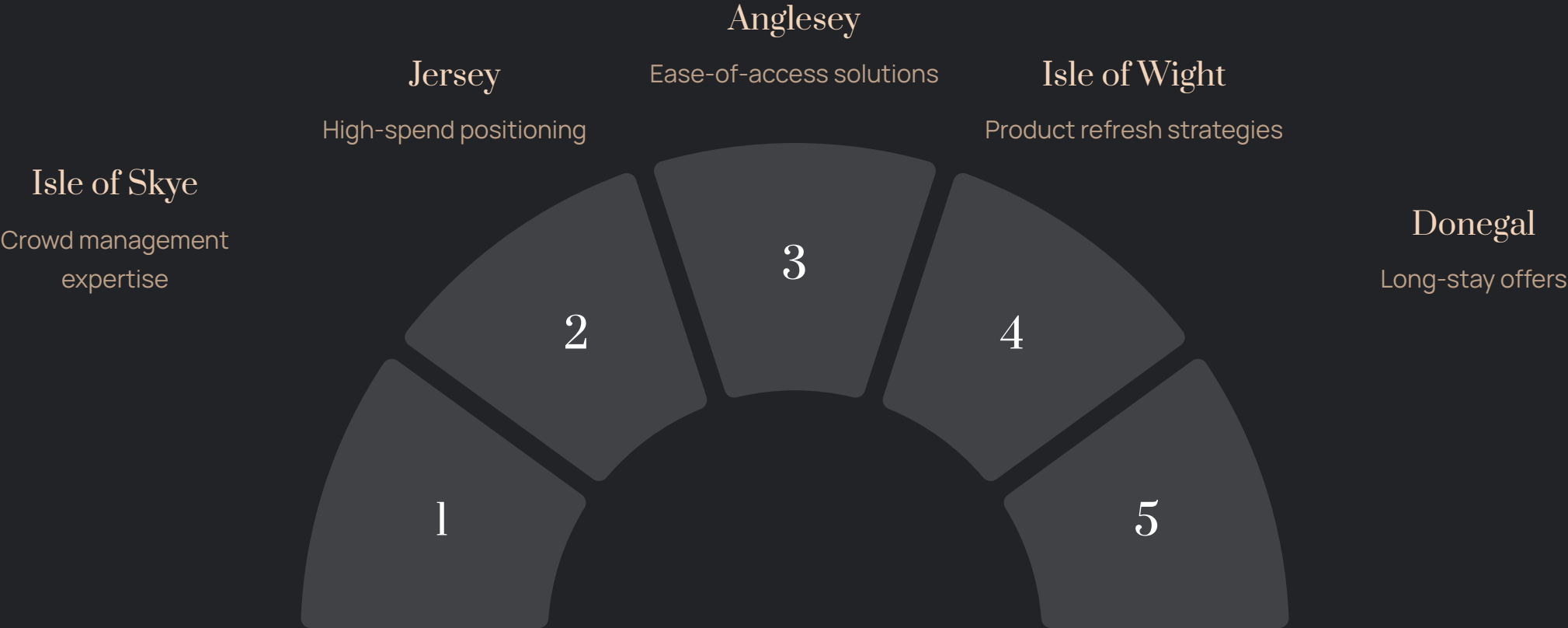
eco-tourism boom, digital nomads, shoulder-season demand, AI trip tech

Threats:

TT dependence, weather-linked access, ferry price sensitivity, staff gaps



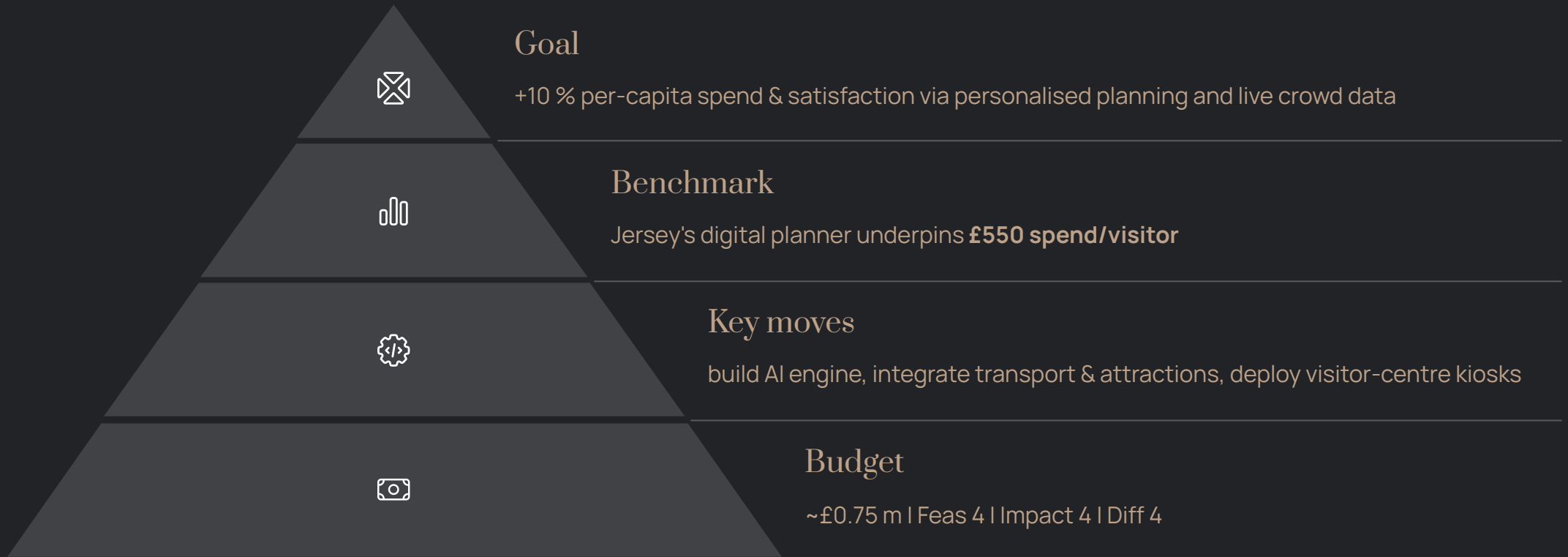
Benchmark Islands



Lessons: crowd management, high-spend positioning, ease-of-access, product refresh, long-stay offers

IoM scores **17/25 average** against peers

Strategy 1: AI Smart-Itinerary & Capacity App





Strategy 2: Eco-Adventure Autumn Festival



Goal

+8 % Q4 bed-nights; diversify beyond summer



Benchmark

Skye Live extends season despite 800 k-1 m annual visitors



Key moves

week-long outdoor events + indoor culture backup, festival pass, insurance buffer



Budget

~£0.4 m | Feas 4 | Impact 4 | Diff 3



Strategy 3: Pop-Up Glamping & Heritage-Rail "Sleepers"

Goal

+6 % peak bed capacity, quirky product boost

Benchmark

Skye's temporary camping eases summer shortages

Key moves

low-impact domes on brownfield land, overnight steam-rail carriages, fast-track permits

Budget

~£1.5 m | Feas 4 | Impact 3 | Diff 4



Implementation Roadmap

1

Q4 2025

secure funding & partners; begin tech build; site planning

2

Q1 2026

beta launch of AI app; festival programme finalised

3

Q2 2026

pop-up accommodation installed; marketing push

4

Q3-Q4 2026

festival delivery; KPI tracking; staff training



Closing Ask

£2.65M

Total Investment

Multi-year investment (tech,
festival, pop-ups)

4

Departments

Cross-department team (Tourism,
DfE, Transport, MNH)

Oct 2025

Deadline

Green-light partner negotiations
to hit launch dates

Q&A

