

# VISIT ISLE OF MAN

## PURPOSE

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

## OBJECTIVES

The Agency will specifically pursue the following 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 Visitor Economy Strategy 2032 and marketing plans in partnership with stakeholders, setting out PR 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, carriers 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 stakeholders' 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 directing/reviewing strategy, measuring achievement and determining the required resources for agreed actions, including the utilisation of private sector funding and secondees.

