

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 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 strategy, measuring achievement and determining the required resources for agreed actions, including the utilisation of private sector funding and secondees.

