



REQUEST FOR INFORMATION

The Visit Agency within the Department for Enterprise ("the Department") wishes to explore the market, to identify interest from experienced contractors to deliver a research project to assess MICE (meeting, incentives, conferences and exhibitions) opportunities for the destination to consider pursuing as a new feeder market.

The Isle of Man offers a range of accommodation and small to medium sized venues (maximum indoor capacity, banquet style, 250 delegates) suitable for hosting meetings, conferences, exhibitions and events with availability specifically in the off-peak season, October to March. The Agency wishes to commission a piece of research to understand and quantify the Island's current potential to deliver a product to off-Island organisations within the MICE market and the level of success should they focus on promoting and attracting corporate tourism.

The project aim is to identify whether there is value investing in attracting the MICE markets.

The inclusion of the following information is thought to be useful:

Destination and Infrastructure

- The Isle of Man's position as a MICE destination with benchmarking against similar destinations in terms of location and size for example the Channel Islands
- The Isle of Man's current offering and infrastructure to host MICE activity
- The size and type of MICE events suited to the destination
- Suitability of the current venues and accommodation
- Limitations as a MICE destination and the level of investment required to attract the MICE market.

The MICE Opportunity

- The volume and value of the opportunity
- Target market analysis identifying the type of organisations to promote the opportunity to (e.g. associations, clubs, charities, corporate organisations)
- How best to do business with any potential markets
- Test the market with potential clients to gather insight on the destination to host MICE activities
- Inform of any incentive models or frameworks based on client feedback that may attract MICE business to the Isle of Man.

Promotion and Communications

- The promotion and communication for the Isle of Man as a MICE destination:
 - o Website, platforms, memberships, digital marketing, publications and trade shows
 - o The messaging and USP's to stand out as a MICE destination

A full SWOT and PESTLE analysis.

Responding to this Request for Information

Interested parties are invited to submit a brief summary of their experience, capability and proposed solution which should cover:

- Experience delivering a research / consultation project of similar nature for a destination
- Experience working with a visitor destination
- The information is to be provided in a document format to demonstrate experience, capability and proposal of how to approach this project to deliver the desired outcomes.
- A list of suppliers and stakeholders to engage
- The length of time needed to complete this piece of work
- Indicative costs for this piece of work

Interested parties may be invited to attend a meeting/present their proposals to the Department.

By responding to this request it must be understood that, at this stage, the Department are only exploring options, no commitment is intended or implied and this request may or may not progress through to a competitive tender exercise. An invitation to tender may follow this Request for Information, but the Department is not under any obligation to issue invitations to responders to this Request.

Further information

Further information on the Department's requirements may be obtained from Nicola Wilkinson, Director of Business Development Nicola.Wilkinson@gov.im.

Please be aware that neither the Department, Procurement Services nor any other part of Isle of Man Government, or any other organisation assisting the Government with the procurement process, will accept any liability or any charges for expenses or losses incurred by any interested party as a result of responding to this enquiry.

In order to participate in this Request for Information, your organisation must be registered on the Isle of Man Government's Procurement Portal. If you have not previously registered, please visit <https://in-tendhost.co.uk/iomg.aspx/Home> and select 'Register' from the menu on the right hand side of the Home Page.

Once you have registered your organisation you should select this tender from the list of 'Current Tenders' and 'View Details' then click 'Express Interest' at the bottom of the page. Once you have clicked on 'Express Interest' a 'Form of Acknowledgement' tab will appear. This tab will provide a copy of the 'Appeals Procedure' to be downloaded. In order to progress to the next stage of the process you will need to 'Opt-In', complete the 'Form of

Acknowledgment' questionnaire, upload your RFI Response document and click 'Submit Return' before the deadline as detailed below.

Should you have any difficulty in using the website or registering your interest in this way, please contact procurement@gov.im.

Expressions of interest must be submitted through the above Portal by **12 noon on 12th April 2024**.