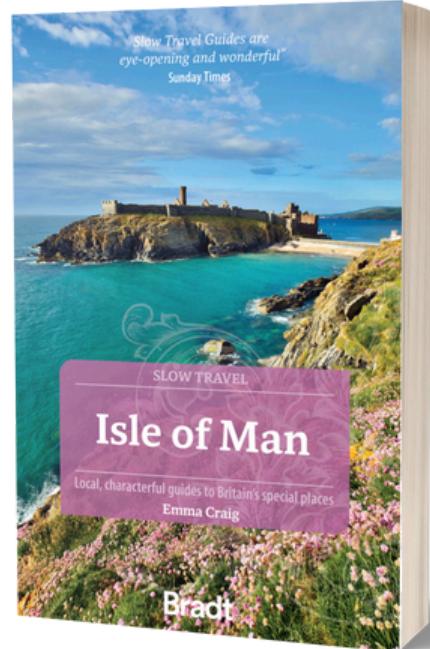


SLOW TRAVEL: ISLE OF MAN

LOCAL, CHARACTERFUL GUIDES TO BRITAIN'S SPECIAL PLACES

EMMA CRAIG

Part of Bradt's distinctive, award-winning series of 'Slow' travel guides to British regions, Isle of Man (Slow Travel) is a new guidebook celebrating this self-governing Crown Dependency. Written with intimate detail and insider tips by an author born and raised locally, it offers a more personal, off-beat selection of places to explore than other guides.



KEY SALES POINTS

- Tourist spend in 2023 was up 20% on pre-pandemic levels; visitor numbers have almost entirely recovered
- Visit Isle of Man has an active marketing campaign to encourage visitors to explore beyond the TT motorbike races (who form 23% of visitors)
- Government strategy aims to raise total visitor numbers by a third by 2030 (to 0.5 million), with a focus on ecotourism

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