

VISIT ISLE OF WIGHT

# MARKETING TOOLKIT

## WORDS & COPY

### ESCAPE TO ADVENTURE ISLAND

Isle of  
**Wight**



March 2017

**Our Island  
Our Home  
Our Passion**

Making the most of 147 square miles

## ESCAPE TO ADVENTURE ISLAND

Welcome to the marketing toolkit for our 'Escape to Adventure Island' campaign, a campaign designed to attract new family visitors and groups (children up to ages of 14) to the Island.

The campaign launches in early March, peaking just before Easter, then returning on the build up to Spring Bank Holiday and the Summer Holidays.

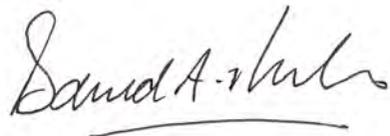
The campaign aims to speak to parents and grandparents of young children – especially mums.

Packed full of fun and excitement, 'Escape to Adventure Island' fully embodies our brand promise of providing 'pure Island happiness' whilst at the same time encapsulating the essence of our Island brand... 'providing the perfect antidote to the stresses and strains of 21st century living'.

At the heart of the campaign will be a focus on 'togetherness' – families who share quality time together on holiday.

The activity will emphasise this through promotions and trails, highlighting exciting and interactive products, activities and experiences.

This toolkit has been developed to help all those involved in supporting and promoting the visitor experiences, from accommodation providers to attraction & activity specialists, from industry journalists and social media activists to those that provide invigorating food and drink.



David Thornton  
CEO, Visit Isle of Wight

PS. Please feel free to download banners, graphics and photos from our industry website at [visitwightpro.com](http://visitwightpro.com)



Escape to  
*Adventure  
Island*



# Making the most of this marketing toolkit - words & copy

## For Island businesses

This marketing toolkit along with downloadable assets from [visitwightpro.com](https://www.visitwightpro.com) provides introduction and supporting copy for all your marketing and promotional needs in regards to maximising connections with this years major Island advertising and promotional campaign 'Escape to Adventure Island' and what the Island has to offer visiting families.

Please use the copy contained here (and available as a downloadable Word document), along with the visual assets to help make this our most comprehensive and integrated marketing campaign to date.

If you need any additional support or would like to become even more actively involved with this campaign and what we promote and offer please contact us at [info@visitwight.org](mailto:info@visitwight.org)

The more we all support each other, the greater we support and reward our visitors, our friends, colleagues and ourselves.

## For journalists and commentators

This marketing toolkit along with downloadable assets from [visitwightpro.com](https://www.visitwightpro.com) provides key introductions and supporting copy for all aspects of what the Island offers our visitors this spring and summer, as well as key insights into our new 'Escape to Adventure Island' advertising and promotional campaign.

If you need any additional support or information please contact Sue Emmerson our very approachable Press Officer at [sue@visitwight.org](mailto:sue@visitwight.org)

Thank you

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# Escape to Adventure Island

## The Isle of Wight is a real Adventure Island...

...a place of magic and mystery, pirates and dinosaurs, with smugglers and spies thrown into the mix. There are hundreds of places to see, and things to do, packed into just 147 beautiful square miles of pure Island escapism.

For nearly two centuries families have been holidaying on the Island, enjoying a heady mix of relaxation, exhilaration and family fun. And this year, there's even more reason to visit as it's the Year of Family Adventures, with special activities planned throughout the spring, summer and into early autumn.

The Island has seven main resorts, along with theme and adventures parks, wildlife and animal attractions, great places to eat, plus miles of scenic paths perfect for cycling and rambling.

With over half the Island designated as an area of outstanding natural beauty you'll be spoilt for choice when it comes to choosing favourite spots and how to enjoy them - perhaps from the window of a Victorian steam train or from an open top bus on a cliff top road, or even from the ramparts of a castle where a cavalier king was kept prisoner by the roundheads.

When it comes to family entertainment there's plenty of choice, from jurassic golf to glitzy carnivals; nights out at the theatre, to walking with alpacas. And thanks to our all round healthy sea air, the minute you step on to the ferry a pure Island happiness feeling breaks out and you glide across to a relaxed land with over 57 miles of coastline and numerous award-winning, safe, clean beaches.

Just four miles off the South Coast of England, your Adventure Island awaits. It's closer than you think - just 10 minutes by hovercraft. Let the adventure begin...

# Describing our Adventure Island in a nutshell

## 50 words

This year, families can expect a perfect holiday packed full of fun, adventure and exploration on the Isle of Wight. From award winning beaches and attractions to a Royal palace and a haunted castle. From hunting for real dinosaurs to glamping at night. Every day offers up new adventures.

## 100 words

This year, escape to an Island where families can expect a perfect holiday packed full of fun, adventure and exploration. A perfectly formed playground, the Isle of Wight is one of the sunniest spots in the UK, and situated just 4 miles from the mainland.

With award winning beaches and attractions, a Royal palace, a haunted castle with jousting knights. You can glamp it up at night and hunt for real dinosaurs during the day. Learn bushcraft on the beach, eat crab on chips and take a rib ride to a Victorian fort. Every day offers up new adventures.

## 150 words

This year, escape to an Island where families can expect a perfect holiday filled full of fun, adventure and exploration. A perfectly formed playground, the Isle of Wight is one of the sunniest spots in the UK, and situated just 4 miles from the mainland.

With carnivals and festivals galore the Island's packed with exciting events, including a new running festival complete with a fancy dress family fun run and one of the toughest marathons in the country.

Enjoy award winning beaches and attractions, explore a Royal palace and a haunted castle complete with jousting knights. You can stay in a Modulog at night and hunt for real dinosaurs during the day. Learn bushcraft on the beach, meet rescued monkeys, eat lobster on chips, take an exhilarating rib ride to a Victorian fort or just travel back in time on a steam train. Every day there's new adventures to relish.



# Describing where the Island is...

## ...how to get here and is it expensive?

It's easier than you might think to get to the Isle of Wight. The Island is situated just four miles off the South Coast of England.

There are excellent transport links and frequent crossings by vehicle and passenger ferries from Southampton, Lymington and Portsmouth. The ferry companies and Hovertravel run regular promotions, including day returns from £5.

Don't worry if you don't want to bring the car, as there are fantastic bus links from the ferry ports with Southern Vectis, the Island's bus service as well as cycle and car hire opportunities.

You can also book excellent value tickets that combine transport with entrance into the leading attractions. Prices vary – it's most expensive to travel during the summer months, particularly during Cowes Week in August, and at peak times of the day.

For the latest deals please see the transport providers' websites or visit: [isleofwightguru.co.uk/discount-isle-of-wight-ferry-travel.html](http://isleofwightguru.co.uk/discount-isle-of-wight-ferry-travel.html)



### BY ROAD to Portsmouth or Southampton

From London	1 hour
From Manchester	4.5 hours
From Birmingham	3 hours

### BY RAIL to Portsmouth Harbour or Southampton Central

From London	1.5 hours
From Manchester	5 hours
From Birmingham	2 hours

### BY SEA - VEHICLE FERRY

Wightlink – <a href="http://wightlink.co.uk">wightlink.co.uk</a>	
Portsmouth – Fishbourne	45 minutes
Lymington – Yarmouth	40 minutes
Red Funnel - <a href="http://redfunnel.co.uk">redfunnel.co.uk</a>	
Southampton – East Cowes	1 hour

### BY SEA - PASSENGER FERRY

Red Funnel Red Jet	
Southampton – West Cowes	25 minutes
Wightlink Catamaran	
Portsmouth Harbour – Ryde	22 minutes
Hovertravel hovercraft - <a href="http://hovertravel.co.uk">hovertravel.co.uk</a>	
Southsea – Ryde	10 minutes

### BUS INFORMATION

[islandbuses.info](http://islandbuses.info) – tickets can be purchased from the driver.

# Introducing some top family adventure experiences

Families have better adventures on the Island. You could...

**Hunt for dinosaurs along the Dinosaur coast**, a glorious stretch of coastline that stretches from Yaverland in the East, around the South of Island, to Compton Bay in the West. The Island has been crowned the 'Dinosaur Capital of the UK' by the Natural History Museum, as more fossils are found on the Island than anywhere else in the UK.

**Hunt for ghosts in a haunted castle.** Carisbrooke Castle is reputedly haunted by soldiers in battledress and many visitors have reported seeing strange visions around the Keep and deep down in the well.

**Enjoy the simple pleasures, such as crabbing...** or more sophisticated pleasures, such as tucking into the local delicacy, crab or lobster on chips!

**Go on a thrilling open top bus ride** to see the world-famous Needles rocks.

**Enjoy getting back to nature and spotting the famous red squirrels** in an ancient woodland. Or go to Monkey Haven, an award-winning animal attraction, and hang out with the rescued primates. We also recommend Tapnell Farm Park for a walk among the wallabies.

**Take advantage of the glorious coastline and mild climate**, and try a new adrenaline-pumping watersport. As a family, you could learn to surf in the morning, go kayaking at lunchtime, and try stand up paddleboarding in the evening. Or embrace your inner mermaid, and try the new craze for stand up paddleboarding yoga, and strike a pose out at sea. Another great adventure is coasteering, where you basically jump off a cliff (in safe, supervised conditions!).

Providers include Wight Water and Tackt-Isle.

[wightwaters.com](http://wightwaters.com)

[tackt-isle.co.uk](http://tackt-isle.co.uk)

**Go on an action-fuelled adventure break** and spend a night or two at Kingswood Camps in Bembridge. Experience the giant zip wire, archery, abseiling, learn bushcraft skills, and bond over a campfire BBQ. Plus there's a cosy communal yurt with tea and coffee making facilities for mum and dad!

[camps.kingswood.co.uk/special-adventure/yourStay/families-isle-of-wight](http://camps.kingswood.co.uk/special-adventure/yourStay/families-isle-of-wight)



# Letting our visitors know what they can expect to see and do

## Talking about our Beaches and 3 in particular

With over a dozen beaches to choose from you'll never be short of somewhere to splash, swim, surf or simply relax or explore.

### Compton Bay

An incredible beach with golden sand, famed for its beauty and the many dinosaur bones that have been found here. Whole skeletons have been discovered by families just messing around on the beach.

You can see numerous casts of dinosaur footprints scattered over the beach, dinosaur footprints in the mud, and a fossilised forest.

The safest way to explore is on an organised tour, then go to Dinosaur Isle in Sandown where the bone boffins at the museum will identify your finds for you.

### Appley Beach

A stunning sandy beach that seems to stretch out forever and over looked by the impressive gothic Appley Tower. This is the home of the annual Shipwreck Isle Festival which takes place on 2nd July 2017 and celebrates all things pirate related, me 'arties.

### Bembridge Ledges

The perfect beach for unusual wildlife - many rare species are found here including seahorses, stalked jellyfish and peacock's tail seaweed. Go at low tide, dip your bucket into the rock pools, and see what you end up eyeballing.

## Talking about our Wildlife and Animal Attractions and 3 in particular

### Monkey Haven

This Gold award-winning animal sanctuary is TripAdvisor's No 1 attraction for the Island. The primate rescue centre cares for monkeys, birds of prey, reptiles, meerkats, and other exotic creatures.

This Easter they're launching a brand new App, with lots of info on the rescued animals, plus behind the scenes tours, a banana badge trail, and the chance to take fun 'monkey selfies'.

There are talks and feeds throughout the day, giving you the chance to get up close with Owls and other creatures including Gus the Boa Constrictor... who's much more cuddly than you might expect!

[Monkeyhaven.org](http://Monkeyhaven.org)

### Donkey Sanctuary

It's free to visit the gorgeous animals, and for a small donation, you can enjoy experiences such as grooming or walking a donkey. The sanctuary is a haven for rescued donkeys, many of whom have had tough working lives, and it's set in idyllic Wroxall countryside.

[iowdonkeysanctuary.org](http://iowdonkeysanctuary.org)

### Tapnell Farm Park

On the site of the legendary Isle of Wight Festival (when Jimi Hendrix rocked the Island in 1970), Tapnell Farm Park is a brilliant place for children to hang out and meet friendly animals including wallabies, meerkats, goats, miniature donkeys, sheep, pigs and alpacas.

For 2017, they're launching Young Explorers - designed to encourage children and families to engage with the environment through adrenaline-fuelled activities, getting creative with arts and crafts, following trails via a smartphone, exploring the past with an archaeological dig and other action-packed challenges.

[tapnellfarm.com](http://tapnellfarm.com)

## Talking about our Theme and Adventure Parks and 3 in particular

### The Needles Landmark Attraction

Enjoy the ultimate family adventure by taking a thrilling ride in the world-famous chairlift from the cliffs above Alum Bay to the beach below, with panoramic views over the iconic Needles Rocks and multi-coloured sandy cliffs. For a closer view of the Rocks and lighthouse, take a boat trip and relax on a 20 minute cruise or go on a high speed rib ride for a breathtaking and action-packed Isle of Wight experience.

Get the chairlift back up to The Needles Landmark Attraction, where you can learn about the fascinating art of glass blowing, and watch skilled confectioners create superlative sweets at the Isle of Wight Sweet Manufactory. Continue with your adventure at the sand filling shop, play adventure golf, enjoy traditional rides, and then jump on an open top bus to survey the jaw-droppingly beautiful surrounding area.

Summer is a particularly special time here. Every Thursday from 3-31st August, there's 'Music & Magic in the Skies', a pyromusical extravaganza with free entertainment throughout the day. You only pay to park your car and for any activities and you'll save 25% on rides and attractions with the supersaver tickets (excludes boat trips).

[theneedles.co.uk](http://theneedles.co.uk)



### Blackgang Chine

An exciting new attraction is coming to Britain's oldest theme park. In April, Blackgang Chine unveils Underwater Kingdom, an animatronic extravaganza with sea creatures, underwater caves, a sunken shipwreck and the hidden kingdom, where the biggest mammal of them all awaits. Elsewhere at Blackgang you can play at being cowboys, fight duels on the giant galleon, and meet roaring, stomping, robotic dinosaurs.

[blackgangchine.com](http://blackgangchine.com)

### Robin Hill Country Park

Set in 88 acres of countryside, including ancient woodlands, Robin Hill offers a thrilling range of rides including the Colossus Swinging Galleon, adventure play areas, a 4D motion cinema, falconry displays and a tree top walk among the red squirrels.

[robin-hill.com](http://robin-hill.com)



## Talking about countryside walks, bikes and rambles

The Isle of Wight is a walking and cycling paradise, with over 500 miles of trails criss-crossing the Island, from flat car-free country lanes, to super tough chalk ridge challenges. There are picturesque trails for all abilities which is why the Island was named one of the top five cycling destinations in the World by Lonely Planet.

### Red Squirrel Trail

Perfect for families, the Red Squirrel Trail takes you down a disused, flat railway line through the heart of the Island's countryside. Hire bikes, take a slap up picnic, and go red squirrel spotting.

[visitisleofwight.co.uk/inspiration/bicycle-island/red-squirrel-trail](http://visitisleofwight.co.uk/inspiration/bicycle-island/red-squirrel-trail)

### St Boniface Down

The highest point on the Island with spectacular views in all directions. Head for the old Radar Station - a communications centre in the Second World War. A new trail board tells you all about the area's fascinating military history and the secret nuclear bunker beneath your feet!

[timetravelventnor.co.uk](http://timetravelventnor.co.uk)

### The Warrior Trail

Follow in the hoof prints of Warrior the War Horse, who survived some of the First World War's bloodiest conflicts and was dubbed 'the horse the Germans could not kill'. He was raised and trained on the Island and became a local hero.

[visitisleofwight.co.uk/things-to-do/activities/walking/warrior-trail](http://visitisleofwight.co.uk/things-to-do/activities/walking/warrior-trail)

### Hawk Walk

Go on a Hawk Walk with Haven Falconry and learn how to handle majestic birds of prey as you stroll through the idyllic Havenstreet countryside.

[haven-falconry.co.uk/falconry-experiences/take-a-hawk-walk.html](http://haven-falconry.co.uk/falconry-experiences/take-a-hawk-walk.html)

## Talking about our open top bus adventures

The Island's buses cover the most scenic routes in the country, so you can view the incredible golden coast, cruise over the Downs, and pass through idyllic countryside without moving from your comfy seat. The Island also has friendliest drivers and can even claim to have the 'best bus driver in Britain' as our Dave Forrester owns the UK Bus Awards title. There are group tickets for five people, making this an affordable family treat, and taking your perch at the top deck will add to your Island adventure.

### Needles Breezer

*Runs daily from 11 March to 29 October 2017.*

This open top bus gives you one of the most spectacular rides in Britain, giving you incredible views of the iconic Needles rocks.

### Downs Breezer

*Runs daily from 24 June to 3 September 2017.*

This open top bus is your link to many of the major attractions including Robin Hill and Dinosaur Isle.

### Shanklin Breezer

*Runs every 30 minutes from 24 June to 3 September.*

Explore the coastal town of Shanklin on an open top bus.

### Island Coaster

*Runs daily 8 April to 24 September.*

This is a closed top bus that takes you past many of the top attractions and the magnificent spectacle of Tennyson Down, Alum Bay and the Needles.

Don't forget your camera!

[islandbuses.info](http://islandbuses.info)

## Talking about great places to eat and drink

There are so many places to choose from, whether you fancy fish and chips from the wrapper or five star cuisine. Here's just a small selection...

### The Garlic Farm

See the world-famous garlic growing in the fields around Newchurch, then visit the café for a garlic-themed snack. They do plenty of food without garlic too, including a very generous afternoon cake meze. If you're lucky, the entertainment will include red squirrels at play, and peacocks peering into the dining room.

[thegarlicfarm.co.uk](http://thegarlicfarm.co.uk)

### Royal Hotel

This smart, historic hotel in Ventnor is where many of the celebs stay when they come to the Isle of Wight Festival. They're very good with families, too – they have a children's high tea in the afternoon and an outdoor heated pool where you can splash around in the summer. They also have family rooms with baby listening facilities.

[royalhoteliow.co.uk](http://royalhoteliow.co.uk)

### Taverners

This super gastro pub in pretty Godshill has a toddlers' play area in the garden and a children's menu featuring favourites such as fish and chips. It's very close to Godshill Model Village where you can discover what it's like to be a giant in a miniature world.

[thetavernersgodshill.co.uk](http://thetavernersgodshill.co.uk)

### The Wight Mouse Inn

This popular family pub with a large garden and dramatic views is very close to the country's oldest theme park, so drop by after you've finished exploring the new Underwater Kingdom at Blackgang Chine.

[wightmouse.co.uk](http://wightmouse.co.uk)

## Talking about special family experiences

### Go-karting!

The perfect chance for all ages, from 8 to 88 to show their racing skills. Wight Karting offers an all-weather outdoor 500m floodlit track providing unrivalled fun and excitement. For the best deals check online.

[wightkarting.co.uk](http://wightkarting.co.uk)

### Go tree climbing with Goodleaf

Scale a magnificent oak tree in Appley Park, and enjoy panoramic views over the Solent and beyond.

The UK's original recreational tree climbing company offers a unique two hour tree climbing experience and offbeat adventure that's brilliant fun for all the family.

[goodleaf.co.uk](http://goodleaf.co.uk)

### Go crazy, crazy golfing on Shanklin seafront

Famous for its stunningly located crazy golf courses, this year test your families skills and bravery on the new 18 hole Jurassic Bay adventure golf course - opens this spring.

[shanklinseafront.co.uk](http://shanklinseafront.co.uk)

## Want more?

For 101 great adventures on the Isle of Wight, go to:  
[visitisleofwight.co.uk/inspiration/101-great-adventures](http://visitisleofwight.co.uk/inspiration/101-great-adventures)

# Promoting Islandwide activities and events

## Our top 5 events for this years Easter holiday

The Island is gorgeous in the spring, with daffodils everywhere, frolicking lambs, and wall to wall sunshine (subject to terms and conditions!).

### Robin Hill's Mad Easter Egg Dash

*Easter Sunday & Easter Monday (16 & 17 April 2017, 10am-5pm)*

Dash around the ancient woodlands in search of chocolate eggs – there are prizes for everyone. The Easter Bunny makes a star appearance, along with the loveable but crazy Squawk Birds.

[visitisleofwight.co.uk/whats-on/robin-hills-mad-easter-egg-dash-p1056921](http://visitisleofwight.co.uk/whats-on/robin-hills-mad-easter-egg-dash-p1056921)

### Cadbury Easter Egg Hunts (National Trust) at The Needles Old Battery

*Various dates from 14th to 17th April*

Take part in the most scenic hunt in the country, and search for eggs around a cliff-top fort that overlooks the world-famous Needles. Usual admission charges apply plus £1.50 per trail sheet.

[visitisleofwight.co.uk/whats-on/cadbury-easter-egg-hunt-p1363471](http://visitisleofwight.co.uk/whats-on/cadbury-easter-egg-hunt-p1363471)

### Easter Fun at the Isle of Wight Steam Railway

*14-17 April*

The award-winning railway has gone full steam ahead for Easter, with loads of fun activities for children, including Easter Bonnet Parades, crafts, Easter treasure hunt, entertainers, and of course steam train rides through the spring-time countryside.

[iwsteamrailway.co.uk/events/easter-fun.aspx](http://iwsteamrailway.co.uk/events/easter-fun.aspx)

### Ventnor Exchange

Keep an eye on what the groovy people are up to at Ventnor Exchange, a creative hub in the South of the Island. There are fun family events and activities throughout the year, ranging from puppetry to video making... plus there's a well stocked craft beer bar for thirsty parents.

[ventnorexchange.co.uk](http://ventnorexchange.co.uk)

### Tapnell Farm Park

*April 8th-23rd*

Spring will be in the air at Tapnell Farm Park, with a series of celebrations for the Easter holidays. Come and meet the cute baby lambs and help the keepers feed them in the brand-new animal theatre area.

Other experiences throughout the day include wallaby feeding and goat brushing. Plus get creative with Easter themed colouring, biscuit decorating or even bag yourself a makeover from a talented face painter!

[tapnellfarmpark.com](http://tapnellfarmpark.com)



## Our top 3 events for the summer half-term

It's lovely here during half term – and there's so much to do. Here are a few ideas...

### Rocket Site Tours

*1st June*

Discover the secrets of the Isle of Wight's past as a missile testing location. Meet at the New Battery, overlooking the iconic Needles. An open top bus will take you there, in a nail biting trip up the side of a cliff!

[visitisleofwight.co.uk/whats-on/rocket-site-tours-p1365711](http://visitisleofwight.co.uk/whats-on/rocket-site-tours-p1365711)

### Isle of Wight Festival of Running

*2-4th June*

A brand new event for 2017 with challenges for all abilities from family fun runs in fancy dress to one of the toughest XC marathons in the country.

[visitisleofwight.co.uk/whats-on/festivals/festival-of-running](http://visitisleofwight.co.uk/whats-on/festivals/festival-of-running)

### Yarmouth Old Gaffers Festival

*2-4th June*

A spectacular street party throughout the town, with boat racing, classic cars and lifeboat demonstrations.

[visitisleofwight.co.uk/whats-on/yarmouth-old-gaffers-festival-2017-p915981](http://visitisleofwight.co.uk/whats-on/yarmouth-old-gaffers-festival-2017-p915981)



## Our top 4 events for the summer holidays

See [visitisleofwight.co.uk](http://visitisleofwight.co.uk) for a packed programme of activities this summer. Here's just a taster. of what we have in store...

### Summer Nature Trail

*22nd July to 3rd September*

Visit the National Trust owned, 300 year old Bembridge Windmill and look out for rare butterflies on a scenic trail.

[visitisleofwight.co.uk/whats-on/summer-nature-trail-p1365761](http://visitisleofwight.co.uk/whats-on/summer-nature-trail-p1365761)

### Ventnor Fringe

*8th to 13th August*

This unique celebration of all things creative, it showcases new and established talent as well as providing special events for children ranging from puppetry to giant pong pong. It's a perfect family-oriented festival.

[visitisleofwight.co.uk/whats-on/ventnor-fringe-2017-p936011](http://visitisleofwight.co.uk/whats-on/ventnor-fringe-2017-p936011)

### Cowes Week

*29th July to 5th August*

The biggest and most celebrated sailing regatta in the world. With thousands of competitors, Cowes becomes a week long party of music, food and drinking – with opportunities to try sailing for yourself and an unmissable spectacular firework display on the last night.

[visitisleofwight.co.uk/whats-on/cowes-week-2017-p935991](http://visitisleofwight.co.uk/whats-on/cowes-week-2017-p935991)

### Victorian Weekend at the Isle of Wight Steam Railway

*5th & 6th August*

Visit the award winning Isle of Wight Steam Railway and step back in time to the Victorian era, discovering a world of travelling theatre, songs from the music halls, and being transported through unspoilt countryside in a beautifully restored steam train with liveried staff.

[iwsteamrailway.co.uk/events/victorian-weekend.aspx](http://iwsteamrailway.co.uk/events/victorian-weekend.aspx)

# Describing family friendly resorts and accommodation

## Presenting our key resorts

There are seven main resorts, from Cosmopolitan Cowes in the North, to bohemian Ventnor in the South.

In Wild West, there's beautiful Freshwater, which has been a mecca for artists for many years, including the poet Alfred, Lord Tennyson. Not far away, Yarmouth has smart shops, coffee houses, a nature reserve and fort.

Ryde, in the North East, is also great for families, with a huge golden beach and traditional entertainments including bowling and pottering around on a lake in swan-shaped pedalos.

Sandown in the East is the perfect place for water sports, beach combing and spending pocket money on the pier; while neighbouring Shanklin has an historic Old Village, and a beach with activities for children including adventure golf and Jungle Jims' indoor play area.

### Cowes

The maritime gateway to the Isle of Wight, this is the home of Cowes Week, the biggest and oldest sailing regatta in the world. It's also a great place to go for something to eat, to fuel up for your next adventure.

### Ryde

Explore the 'town on the beach', which can be reached by train from Shanklin. The rickety Island line will take you along a wooden pier, over the sea, to the ferry terminal at the end, where you can have a cappuccino and then walk back again! You can also go hovercraft watching - look out for the new crafts emblazoned with a giant union jack.

### Sandown

Visit the spectacular beach and walk to nearby Yaverland to hunt for fossils. Take your discoveries to nearby Dinosaur Isle, a pterosaur-shaped purpose built dinosaur museum overlooking the coast.

### Shanklin

Visit the Old Village for the thatched pubs, and explore the coastline which stretches all the way to Yaverland in a giant golden arc. The magnificent Downs between Shanklin and nearby Ventnor provide a stunning backdrop and great opportunities for walking, building dens and so on.



### Ventnor

A Victorian jewel, set on a series of dramatic terraces overlooking the sea, with a reputation for serving up the best food on the Island such as lobster on chips and artisan ice cream. Subtropical plants grow in the mild climate including many rarities at Ventnor Botanic Garden, where at least one plant is in bloom on every single day of the year. This is also a great place to spot the green Ventnor lizards, basking in the sun.

### Freshwater

Famed for its sea stacks, Freshwater is also a great place to go power walking up Tennyson Down. Have a picnic right up at the top and you'll be able to see right over to the mainland.

### Yarmouth

After a spot of shopping, walk around the nature reserve, looking for rare birds, then hire bikes and scoot down the cycle path to Freshwater.



## Describing the variety of accommodation on offer

### What accommodation we offer visitors

The Island offers hundreds of great family-friendly places to stay - everything from holiday parks, glamping & camping sites, yurts & eco lodges, boutique B&Bs & luxurious hotels to classic VW campervans & vintage Airstreams, we can even offer a luxury scout hut.

You can search for accommodation and travel options online at [visitisleofwight.co.uk](http://visitisleofwight.co.uk) where you can also make bookings or link through to your favourite booking engine.

When you book, you'll be sent a link to the new Adventure Island App for 2017, which will enable you to unlock your family's 'adventure potential', follow trails and earn entries into a £1500 prize draw.

[visitisleofwight.co.uk/accommodation/advanced](http://visitisleofwight.co.uk/accommodation/advanced)

### When describing particular accommodation providers please keep descriptions succinct whilst including all key points of interest

Cliff Hall is an award winning family-friendly Shanklin hotel that enjoys wonderful sea views across the bay. Close to all amenities and entertainment, it provides free WiFi in the lounge - essential to those addicted to Minecraft and Snapchat.

[cliffhallhotel.co.uk](http://cliffhallhotel.co.uk)

# More key reasons why families should to visit

**There's no better time to escape to the Island and have your very own Island adventure...**

## **2017 is the Year of Family Adventures**

Many of the attractions will be hosting special events and challenges to tie in with this theme.

## **Special offers and packages**

There are always great deals and it's easier than ever to see the Island on a budget. Here are a few offers:

### **£5 Day return**

Hovertravel offers regular promotions including £5 day returns – so you save cash and have the thrill of travelling on Europe's only passenger hovercraft service.

[hovertravel.co.uk/special-offers/index.php](http://hovertravel.co.uk/special-offers/index.php)

### **10% Off**

Hire a chartered boat from Ventnor Haven and go on a sea safari around the Southern tip of the Island, where dolphins and seals have been spotted. You can slash 10% off the price when you quote 'Royal Lobster' and book with OceanBlue Sea Charters.

[oceanbluequay.co.uk/sea\\_charters](http://oceanbluequay.co.uk/sea_charters)

### **10% Off**

Get the adrenaline pumping with kite surfing, windsurfing or canoeing with Wight Waters and you'll get 10% off when you quote Visit Isle of Wight.

[wightwaters.com](http://wightwaters.com)

### **10% Off**

Get back to nature at award-winning Nettlecombe Farm and get 10% off (for week long bookings taken before 21 July 2017). Stay in a luxurious self-catering cottage with great facilities for kids including a petting farm with reindeer, alpacas and donkeys! Plus you can join the farmer on the morning feeding tours, go fishing in the three lakes, and take part in weekly yoga sessions. Quote Visit Wight Offer.

[nettlecombefarm.co.uk](http://nettlecombefarm.co.uk)

### **5% Off**

Freedom Childcare provide nannies and babysitters for visitors to the Island – and if you book with more than two weeks' notice, you'll get 5% off. So give yourself a night off after a day of family activities!

[freedomchildcare.com](http://freedomchildcare.com)

For more offers and promotions, please go to:

[visitisleofwight.co.uk/things-to-do/special-offers](http://visitisleofwight.co.uk/things-to-do/special-offers)

# Providing tips, advice and getting help from previous visitors

## Presenting travel tips and advice

### When planning your Island visit

Firstly, we'd always recommend checking with ferry companies to make sure there are no hold-ups and of course if you're planning on coming over in a car there's availability.

Whilst the ferries are rarely affected by the weather, during certain times of the year - like bank holidays, during Cowes Week and the Isle of Wight Festival - the service might be affected by volume of traffic, so it's always best to check with them first. [wightlink.co.uk](http://wightlink.co.uk) [redfunnel.co.uk](http://redfunnel.co.uk) [hovertravel.co.uk](http://hovertravel.co.uk)

Additionally, [visitisleofwight.co.uk/travel](http://visitisleofwight.co.uk/travel), the official tourism website provides lots of information and practical advice on travelling to and around the Island as well as how to download the free Official Visit Isle of Wight Tourism App.

Once on the Island, you can pop into the Visitor Information Centre at the Guildhall in Newport, where you can pick up free leaflets and get insider tips about the Island from one of our award-winning Travel Ambassadors.

There are also Tourist Information Points in the main towns across the Island, which again can be found on: [visitisleofwight.co.uk/travel/tourist-information-points](http://visitisleofwight.co.uk/travel/tourist-information-points)

### Best time to visit

There are events and activities throughout the year. Spring is a wonderful time, as the Island comes into bloom, and you can see baby animals in the fields, including the cutest highland cattle. Easter is a fun time too, with lots of things to do. You could have an Easter egg hunt overlooking the Needles - and then walk off all that chocolate during Isle Walk 2017, which is the biggest Walking Festival in the UK

*29 April - 14 May*

[visitisleofwight.co.uk/whats-on/festivals/walking-festival](http://visitisleofwight.co.uk/whats-on/festivals/walking-festival)

There are lots of activities during half term at the award-winning attractions, including the Isle of Wight Steam Railway and Monkey Haven. Then during the summer, there's nowhere better - you can escape the world by heading for a deserted beach, or go to a resort with lots of amenities and excellent options for dining al fresco, before heading out to a carnival or one of our many festivals that celebrate everything from sweetcorn to sailing.

Autumn is lovely too - go for long walks, then retire to a smugglers' inn for some R&R. It's great snuggling up here in the Winter, too, and you can also enjoy illuminations and festive celebrations. Due to the mild climate, we're unlikely to get snow... but it's very exciting when we do!



## Using real quotes from real visitors

Quotes and comments given by our many happy visitors are excellent ways to show how much people love coming to our Island home. They are also very useful in presenting the activities, attractions and places that people love to visit.

When using quotes do not amend to improve - it's ok to correct spelling mistakes and certain aspects of grammar but quotes should always be honest and truthful.

Natalie Funnell and her 8 year old son, William, from Seaford in East Sussex, are regular visitors to Isle of Wight. They stay at The Orchards, an award-winning holiday park in West Wight.

*“Every year, we’ll go to Blackgang Chine, for the water slides, pirate boats and cowboy area. And we’ll always visit the Donkey Sanctuary, as William adores the babies. We also play crazy golf- there’s a great course at Calbourne Water Mill, plus it’s great fun on the pedal boats and we love their homemade cakes. We like to explore new places, and once found hidden beaches at Fort Victoria. In Seaview, we discovered a nature reserve, picked blackberries, and made a house out of fallen branches.”*

[orchards-holiday-park.co.uk](http://orchards-holiday-park.co.uk)



# Attractions and activities

## Open now

### Adventure Activities Isle of Wight

YARMOUTH  
PO41 0YJ  
[isleofwight.adventureactivitiesuk.com](http://isleofwight.adventureactivitiesuk.com)

### Allnatt Outdoors East Dene

NEWCHURCH PO36 0LX  
[amazonworld.co.uk](http://amazonworld.co.uk)

### Carisbrooke Castle

NEWPORT PO30 1XY  
[english-heritage.org.uk](http://english-heritage.org.uk)

### Cowes Maritime Museum

WEST COWES PO31 7SG  
[iwight.com](http://iwight.com)

### Dimbola Museum and Galleries

FRESHWATER BAY PO40 9QE  
[dimbola.co.uk](http://dimbola.co.uk)

### Dinosaur Isle

SANDOWN PO36 8QA  
[dinosaurisle.com](http://dinosaurisle.com)

### Haven Falconry Bird of Prey Centre

HAVENSTREET PO33 4DS  
[haven-falconry.co.uk](http://haven-falconry.co.uk)

### Isle of Wight Pearl

BRIGHSTONE PO30 4DD  
[iowpearl.co.uk](http://iowpearl.co.uk)

### Isle of Wight Zoo

SANDOWN PO36 8QB  
[isleofwightzoo.com](http://isleofwightzoo.com)

### JR Zone

NEWPORT PO30 5FA  
[jrzone.co.uk](http://jrzone.co.uk)

### Museum of Island History

NEWPORT PO30 1TY  
[visitisleofwight.co.uk](http://visitisleofwight.co.uk)

### Osprey Venturer Charters

WEST COWES PO31 7BH

### Quarr Abbey

RYDE PO33 4ES  
[quarrabbey.co.uk](http://quarrabbey.co.uk)

### Quay Arts

NEWPORT PO30 5BD  
[quayarts.org](http://quayarts.org)

### Ryde Superbowl

RYDE PO33 2EL  
[rydesuperbowl.com](http://rydesuperbowl.com)

### Sally's Riding School

BEMBRIDGE PO35 5TP  
[sallysridingschool.com](http://sallysridingschool.com)

### Shanklin & Sandown Golf Club

LAKE PO36 9PR  
[ssgolfclub.com](http://ssgolfclub.com)

### Shanklin Theatre

SHANKLIN PO37 6AJ  
[shanklintheatre.com](http://shanklintheatre.com)

### South Boats IOW Charters

WEST COWES PO31 7PG  
[sbiowcharters.com](http://sbiowcharters.com)

### The Garlic Farm

NEWCHURCH PO36 0NR  
[thegarlicfarm.co.uk](http://thegarlicfarm.co.uk)

### The Needles Landmark Attraction

ALUM BAY PO39 0JD  
[theneedles.co.uk](http://theneedles.co.uk)

### UKSA

WEST COWES PO31 7PQ  
[uksa.org/leisure-courses](http://uksa.org/leisure-courses)

### Ventnor Botanic Garden

ST LAWRENCE PO38 1UL  
[botanic.co.uk](http://botanic.co.uk)

### Ventnor Exchange

VENTNOR PO38 1SW  
[ventnorexchange.co.uk](http://ventnorexchange.co.uk)

### Waltzing Waters

RYDE PO33 1QS  
[waltzingwaters.co.uk](http://waltzingwaters.co.uk)

### Wight Karting

RYDE PO33 1QS  
[wightkarting.co.uk](http://wightkarting.co.uk)

## Opening in March...

### Bembridge Windmill

Bembridge PO35 5SQ  
[nationaltrust.org.uk/isleofwight](http://nationaltrust.org.uk/isleofwight)

### Blackgang Chine

CHALE PO38 2HN  
[blackgangchine.com](http://blackgangchine.com)

### Chessell Pottery Barns

YARMOUTH PO41 0UE  
[chessellpotterybarns.co.uk](http://chessellpotterybarns.co.uk)

### Dinosaur Expeditions, Conservation & Palaeoart Centre

NEWPORT PO30 4PG  
[dinosaurexpeditions.co.uk](http://dinosaurexpeditions.co.uk)

### Godshill Model Village

GODSHILL PO38 3HH  
[goodleaf.co.uk](http://goodleaf.co.uk)

### Goodleaf Tree Climbing

RYDE PO33 1ND  
[islandastronomy.co.uk](http://islandastronomy.co.uk)

### Island Planetarium

YARMOUTH PO41 0RR  
[islandastronomy.co.uk](http://islandastronomy.co.uk)

### Isle of Wight Bus & Coach Museum

RYDE PO33 2BE  
[iwbusmuseum.org.uk](http://iwbusmuseum.org.uk)

### Isle of Wight Steam Railway

HAVENSTREET PO33 4DS  
[iwsteamrailway.co.uk](http://iwsteamrailway.co.uk)

### Lilliput Antique Doll & Toy Museum

BRADING PO36 0DJ  
[lilliputmuseum.co.uk](http://lilliputmuseum.co.uk)

### Monkey Haven

NEWPORT PO30 2NB  
[monkeyhaven.org](http://monkeyhaven.org)

### Needles Pleasure Cruises

TOTLAND BAY PO39 0JD  
[needlespleasurecruises.co.uk](http://needlespleasurecruises.co.uk)

### Robin Hill Country Park

NEWPORT PO30 2NU  
[robin-hill.com](http://robin-hill.com)

### Shanklin Chine

SHANKLIN PO37 6BW  
[shanklinchine.co.uk](http://shanklinchine.co.uk)

### The Needles New Battery

TOTLAND BAY PO39 0JH  
[nationaltrust.org.uk](http://nationaltrust.org.uk)

### The Needles Old Battery

TOTLAND BAY PO39 0JH  
[nationaltrust.org.uk](http://nationaltrust.org.uk)



# Making the most of our marketing assets

## Creative

On [visitwightpro.com](https://www.visitwightpro.com) you'll find a number of creative assets that as a WIGHT BID tourism & hospitality business you can download and use in your own publicity materials to encourage prospective visitors to stay and visit your business, and help spread the word about how good the Isle of Wight is for families this year.



## Photographic

Along with the digital creative assets we also have a wide selection of free copyright photographs in high resolution that you can request from our photo library page.

