



# Emerging Destination Vision + Strategy

**Building a destination people aspire to visit.**  
*More Visible. More Desirable. More Within Reach.*

# The Why

To give the island one clear destination story.

The Isle of Wight already has an extraordinary visitor offer and we now have the opportunity to create a shared destination story that shapes how the Island is known, talked about and chosen.

This presentation sets out an emerging strategy to test, refine and develop:

**What should the Isle of Wight become famous for?**

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# The Opportunity

Travel is changing. *So is destination choice.*

## Visitors are looking for:

Meaningful experiences | Nature & outdoors | Local experiences | Quality over quantity

Domestic travel remains highly relevant, with people looking to discover more of the UK.

## What does this mean for the Isle of Wight?

We already have the ingredients: **coast, nature, adventure, food, culture and space to breathe.**

## Outtake:

We don't need to give people more reasons to fill their time.  
We need to give them a **stronger reason** to choose the Island.

Sources: VisitBritain Consumer Trends 2026/27; VisitBritain Domestic Sentiment Tracker, July 2026; VisitBritain Domestic Tourism: Latest Annual Results, 2025; VIOW Isle of Wight Passenger Survey, Q1–Q3 2025.

# The Island needs one clear idea to own

A distinctive idea that makes it recognisable, desirable and worth choosing.

The question is: what?

*The Isle of Wight is known. But not clearly known.*

## FULL OF EXPERIENCES

But missing one defining idea.

## RECOGNISED

But not clearly defined.

## PLENTY TO PROMOTE

But little to make people seek out.

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The challenge isn't a lack of things to say. **It's a lack of one thing to own.**

# What should our shared destination story do?

*A shared destination story should answer four simple questions*

## 1/ WHAT IS IT?

Character, personality and distinctiveness.

## 2/ HOW DOES IT FEEL?

The emotional experience of being here.

## 3/ WHAT MAKES IT DISTINCTIVE?

What sets the Island apart.

## 4/ WHY CHOOSE IT?

The reason to shortlist it - and book.

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One picture in people's minds. Many experiences underneath it.

Introducing our destination story idea:

# Island Life

# Island Life

The feeling we want people to associate with the Isle of Wight.  
One idea. *Many ways to experience it.*

The Isle of Wight brings nature, wellbeing, adventure, heritage, creativity and community together in a way that gives people more from their time - more freedom, more connection, more discovery and more space to enjoy life.

A place where everything feels within reach.

Where the outdoors is part of everyday life.

Where time slows without life slowing down.

Where every visitor experiences Island Life in their own way.

# Island Life *is a Lifestyle.*

**Think Ibiza - you instantly get the feeling.**



**What is the Isle of Wight version?**

Beaches - Sunsets - Music - Freedom

Nature - Coast - Adventure - Food  
A lighter rhythm

## THE AMBITION

Build a recognisable feeling people associate with the Isle of Wight -  
*before they even book the trip.*

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From "What can I do there?" to "*I want some of that.*"

# Island Life gives the whole Island a common story.

*It doesn't define one audience or one experience. It gives  
the Island a common story that can flex.*

## SHARE

Family | Festivals | Food  
| Time Together

## DISCOVER

Attractions | Island Character  
Independent Businesses | Arts & Culture

## EXPLORE

Nature | Coast | Walking | Cycling  
Watersports | Adventure | Running

## RESTORE

Space | Fresh Air | Balance  
Wellbeing | Slower Moments

*One destination. Many ways to experience it.*

# Island Life flexes around the season, the audience and the motivation.

## SPRING & AUTUMN

Couples | Explorers |  
Nature | Food | Culture |  
Experience led short  
breaks

## SUMMER

Families | Friends | Coast  
| Adventure | Festivals |  
Time Together

## WINTER

Friends | Couples | Empty  
nesters | Wellbeing  
seekers | Winter escapes

## YEAR ROUND

Experience-led travellers |  
Boutique stays |  
Independent businesses |  
Creativity | Living well

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**One Island Life.** Many reasons to experience it.

# There are two things we need to do.

## 01. CREATE THE DESIRE

### **Island Life**

*Give people a distinctive reason to want to come to the Isle of Wight. Build the feeling. Build the preference.*



## 02. MAKE IT EASY TO CHOOSE

### **Closer Than You Think**

*Turn desire into a visit by making the Island feel easy to reach, plan and book. Make travel part of the product with simple planning and seamless links.*

**Desire gets people interested. The ease get them to choose.**

***The crossing isn't a barrier. It's the beginning of the Island Life experience.***

# The Role of VIOW

**One Shared Story. Many voices**

Visit Isle of Wight becomes the steward of the destination story.

**Not the owner of every experience, but the organisation that:**

- Sets the destination direction
- Creates the shared story
- Brings businesses and partners together
- Builds visibility and desire
- Connects inspiration to conversion

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**BUILD ASPIRATION → BUILD PREFERENCE → BUILD VISITS**

# Our ambition: turn **recognition** **into preference.**

## **More visible.**

Become part of the destinations people dream about, talk about and put on their list.

## **More within reach.**

Make the Isle of Wight feel easy to choose, easy to reach and well worth the journey.

## **More desirable.**

Build a distinctive destination identity around Island Life - one compelling story that brings the Island together.

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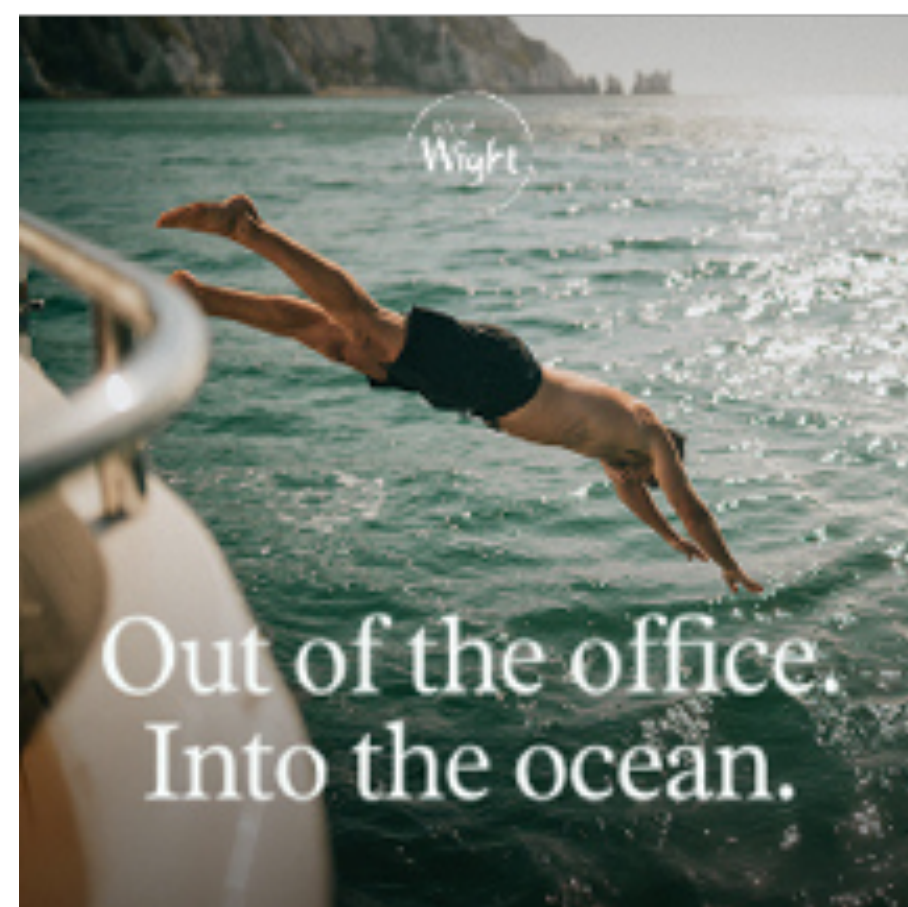
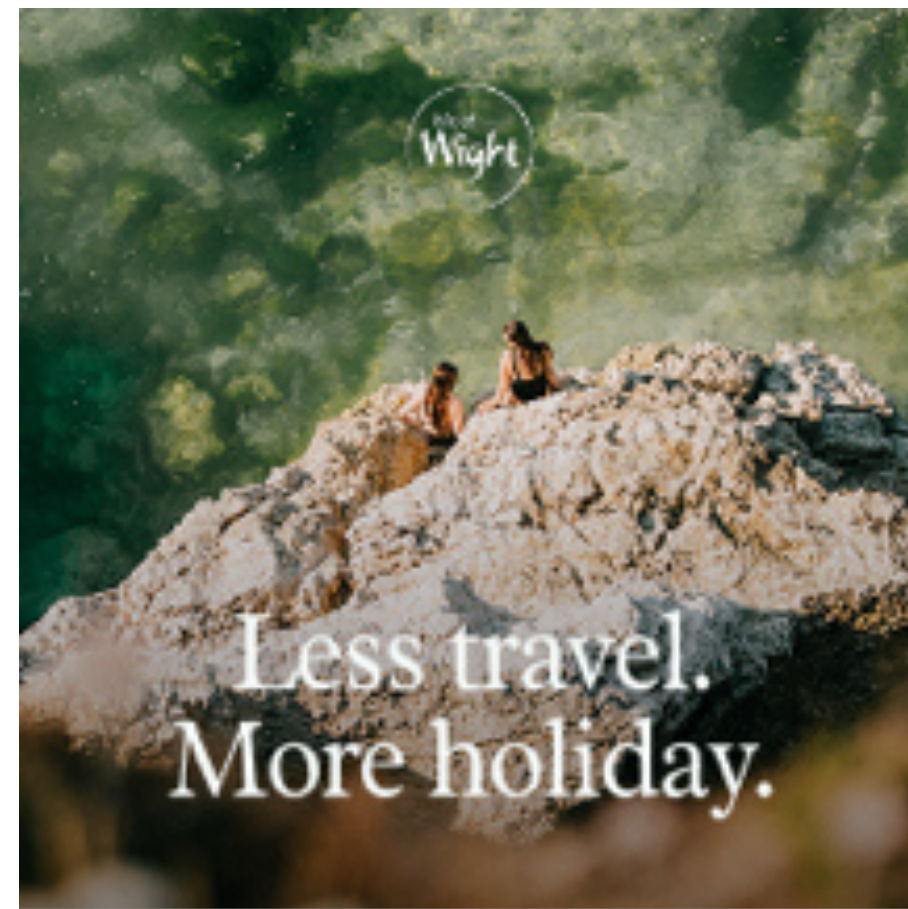
**BUILD ASPIRATION → BUILD PREFERENCE → BUILD VISITS**

The test for everything we do:

*Does this make the Isle of Wight more desirable  
— or simply better at converting people already  
planning to visit?*

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# What Island Life begins to look like in the market.



# The story can travel through every channel.



Coast  
Circulation: 38,000  
01.06.26  
Print

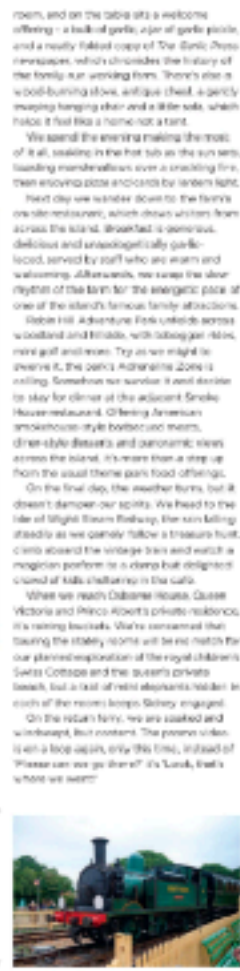


Sainsbury's Magazine  
Circulation: 102,822  
May issue



ISLE OF WIGHT  
THE GARLIC FARM  
Word: Christine Fawcett

I was to return above the ground, high morning on a day from one of the best of the island, the garlic farm. It was to be a quiet family weekend on the Isle of Wight. But not for long. The weather was perfect. The sun was shining. The sea was calm. The air was fresh. The garlic was growing. The farm was beautiful. The view was amazing. The people were friendly. The food was delicious. The wine was excellent. The music was great. The atmosphere was perfect. The day was perfect. The weekend was perfect. The trip was perfect. The story was perfect. The story can travel through every channel.



Conde Nast Traveller  
09.07.26  
MUU: 11.8m  
Link: [here](#)



Now part of the opening 12-mile stretch of the King Charles III England Coast Path, from Chilton Chine to Colwell Bay, the downs reveal themselves to walkers who begin at Freshwater Bay and head west until the dramatic cove known as The Needles breakwaters view. They lie off the headland, where the first permanent wireless station was set up, in view of Alan Bay's striated cliffs, brushed with bands of coloured sand.



St Agnes Church. Photo: iStock



The Needles Cliff. Photo: iStock



His pals had hoped for a traditional boozy stag do, ideally overseas, but our writer had a gentler theme in mind

Ben Aitken  
UK EXPERT



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Stop trying hard to make hotels sexy

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