Isle of Man shortlisted again for prestigious Wanderlust Reader Travel Awards

Visit Isle of Man is delighted to announce that the Isle of Man has once again been shortlisted for 'Most Desirable Island in Europe' in the 2026 Wanderlust Reader Travel Awards, one of the travel industry's most respected and influential consumer-voted awards.



Now celebrating its 25th year, the Wanderlust Reader Travel Awards are the largest consumer-voted travel awards in the UK, with more than 200,000 individuals expected to cast their votes this year. The awards recognise the world's most desirable destinations and travel experiences, as chosen by Wanderlust readers.

The Isle of Man has once again been shortlisted for the awards, continuing a run of recognition that began in 2024 when the Island achieved a place in the top ten most desirable islands in Europe. Visit Isle of Man is now encouraging everyone who loves the Island to cast their vote and help secure another top ten finish in 2026.

The nomination comes at a time when the Isle of Man is gaining increasing recognition as a must-visit destination, attracting growing interest from people seeking authentic and meaningful experiences. According to the Isle of Man's Annual Passenger Survey, 99.2% of visitors said their trip met or exceeded their expectations in 2025, highlighting the strength of the Isle of Man's tourism offering and the lasting impression the Island leaves on those who experience it.

To support the Island's nomination and encourage voting, Visit Isle of Man has produced a new promotional video featuring visitors and residents sharing what they love most about the Isle of Man. Through personal stories and genuine reflections, the video highlights the deep connection people feel to the Island, celebrating not only its landscapes and experiences, but also its welcoming community, unique character and strong sense of place. The video reflects the authentic spirit of the Isle of Man, and the reasons so many people continue to visit, revisit and recommend the Island.

Deborah Heather, CEO of Visit Isle of Man, said: 'We're incredibly proud to see the Isle of Man shortlisted once again in the Wanderlust Reader Travel Awards. Over recent years we've seen growing recognition of the Island as a destination that offers something genuinely different, from our spectacular natural environment and rich heritage to our thriving communities and unique experiences.

'What makes the Isle of Man truly special is its authenticity. We don't try to be like anywhere else. The Extraordinary Isle campaign is about celebrating who we are, and this nomination reflects the growing number of visitors who connect with that. With a visitor satisfaction rate of 99.2%, we know people leave with wonderful memories of the Island, and we'd love their help to secure a place in this year's top ten.

'The promotional video brings this to life perfectly. It's not actors reading a script, it is real people sharing

what they genuinely love about the Isle of Man. Whether you're a resident, a returning visitor or someone who has discovered the Island for the first time, it's those personal connections, those experiences and the warmth of our community that make the Isle of Man such a special place.'

Voting for the 2026 Wanderlust Reader Travel Awards is now open and closes on 27 October 2026.

Visit Isle of Man is encouraging everyone who loves the Island, whether they live here, have visited before, or simply believe in what makes the Isle of Man special, to cast their vote and help the Isle of Man secure a place among Europe's top ten most desirable islands once again.

The promotional video can be viewed here, with votes cast via the Wanderlust website – the Isle of Man features in the 'Most Desirable Island in Europe' category on page 8 of the voting form.