TOURISM – ITS VALUE TO THE LOCAL ECONOMY

ECONOMIC IMPACT

Marketing Manchester works with Global Tourism Solutions (UK) Ltd to provide an indication of the economic impact of the visitor economy, in terms of the direct impact and also the indirect impact (through the supply chain).

Marketing Manchester commissions this study on behalf of Greater Manchester and local authority level data is available from the authorities who commission this for their area.

HOW WE MEASURE IT

Our economic impact figures are calculated from a number of measures and where possible this is gathered at a local level.

Local level inputs include the following:

- Accommodation records (rooms, beds and tariffs);
- Occupancy rates
- Visits to attractions and annual events attracting visitors
- Visits to visitor information centres
- Visitor spend by a leisure visitor across a number of visit type categories and to a number of business types

This is supplemented by work undertaken within national research where data gaps exist.

ANNUAL VALUE

- Greater Manchester's visitor economy generates £7.9bn including the £4.2bn that is generated within Manchester local authority.
- The value of Greater Manchester's visitor economy has increased by 72% since 2005 with Manchester increasing its value of the economic impact generated by 90%.

Below is the economic impact since 2005, for both geographies, and please note that all figures are unindexed and therefore represent the value at that year in time.

	Economic Impact to Greater Manchester	Economic Impact to Manchester
2015	**£7.9 billion**	**£4.24 billion**
2014	£7.5 billion	£4.02 billion
2013	£7.0 billion	£3.71 billion
2012	£6.6 billion	£3.41 billion
2011	£6.2 billion	£3.23 billion
2010	£5.8 billion	£2.93 billion
2009	£5.4 billion	£2.67 billion
2008	£5.2 billion	£2.62 billion
2007	£5.4 billion	£2.74 billion
2006	£4.9 billion	£2.46 billion
2005	£4.6 billion	£2.23 billion

Source: STEAM; Scarborough Tourism Economic Activity Monitor, Global Tourism Solutions (UK) Ltd. Further data is available at: http://www.marketingmanchester.com/media/101239/steam%202015%20gm%20findings%20-%20external%20guide%20final.pdf

EMPLOYMENT SUPPORTED

Marketing Manchester works with Global Tourism Solutions (UK) Ltd to provide an indication of the number of full-time equivalent roles supported by the visitor economy to include direct employment and indirect employment (generated through the supply chain). The following table shows the total FTEs supported by the activity in Greater Manchester, and also Manchester local authority.

	FTEs supported by Greater Manchester's Tourism Industry	FTEs supported by Manchester's Tourism Industry
2015	**93,900**	**49,400**
2014	92,000	48,100
2013	88,900	46,000
2012	83,900	42,500
2011	81,000	40,900
2010	77,000	37,300
2009	75,300	35,700
2008	73,200	34,500
2007	73,500	34,600
2006	70,800	32,600
2005	68,200	30,500

Note: figures rounded to the nearest 100.
Source: STEAM; Scarborough Tourism Economic Activity Monitor, Global Tourism Solutions (UK) Ltd. Further data is available at: http://www.marketingmanchester.com/media/101239/steam%202015%20gm%20findings%20-%20external%20guide%20final.pdf

VISITOR SPEND DISSEMINATION

Marketing Manchester commissioned the Greater Manchester Visitor Leisure Survey 2014, to update the intelligence on the leisure market that was gained through the previous 2007 and 2010 studies. Below is an overview of the visitor expenditure findings for Greater Manchester:

- A day visitor spent an average of £35.
- A staying visitor in paid-for accommodation spent an average of £97 per person per day including accommodation and £58 excluding accommodation.
- The £35 day visitor spend and £58 staying visitor spend refers to spending in shops, restaurants, entertainment venues, at attractions and on local transport within the destination.
- A visitor staying with friends and family spent £39 per day within the destination.

A copy of the full findings, to include additional intelligence on demand trends can be found at: http://www.marketingmanchester.com/media/83677/greater%20manchester%20leisure%20visitor%20survey%202014%20-%20key%20findings.pdf

Source: Greater Manchester Leisure Visitors Survey 2014, undertaken by Bluegrass Research Limited. 757 sample across ten districts of Greater Manchester.

CONFERENCE & BUSINESS EVENTS SECTOR

The conference and business events sector plays an important role in the economic impact the destination generates to the local economy, both in terms of business revenue streams and in supporting jobs across a number of sectors.

In 2016, Marketing Manchester commissioned an update to the Conference Value & Volume study, to follow the 2010, 2012 and 2014 studies.

The 2016 study, reporting on the activity hosted in 2015, identified that the value of the sector to Greater Manchester was £810m and that this was generated through hosting 4.5m delegates and servicing 7.4m delegate days.

The study also showed that the average value of a day delegate (per trip) was £79, considering that a day delegate can be attending multiple days, whilst the average value of a staying delegate was £318 (per trip).

Manchester district hosted 65% of the value of the sector to Greater Manchester and supported 66% of the total jobs.

The business and conference events sector was estimated to support 21,900 direct jobs within Greater Manchester and 40,100 jobs to the UK, when including the indirect jobs in the supply chain.

In addition to the sector profile (some of which is detailed above) the study also identified five key trends since the 2013 study:

- 14% growth in the number of events booked with Greater Manchester venues.
- 9% growth in the economic impact generated by delegates staying in the 'wider destination' (an accommodation provider not linked to the venue that hosted the core business event).
- Growth in the value of business coming from the northwest and overseas (4% and 11% respectively).
- Growth in non-corporate business, from representing 43% of the sector in 2013, to 48% in 2015. Non-corporate business includes; national association, international association and the not-for-profit sector.
- 9% decrease in the number of delegates attending a conference and business event in Greater Manchester, despite an increased number of bookings.

The study also confirmed that the September to November quarter is the busiest three month period for venues hosting such business.

A copy of the findings can be found at: http://www.marketingmanchester.com/media/99491/conference%20value%20&%20volume%202016%20-%20reporting%20on%202015%20final.pdf

Source: Conference Value & Volume 2016 (reporting on 2015).

VISITORS TO MANCHESTER – PROFILE

Marketing Manchester
part of MGC

INTERNATIONAL VISITS

The Office of National Statistics, and supported by VisitBritain, undertake the International Passenger Survey that measures trends in inbound tourism to the UK.

MANCHESTER

- Manchester attracted 1,151,870 international visits in 2015, and Greater Manchester 1.38 million (1,378,500) international visits.
- Manchester consistently receives the third most international visits to a UK destination behind London (1) and Edinburgh (2) with the number of international visits to Manchester doubling from 560,000c in 2000 to 1,151,870 in 2015 (an increase of over 105%).

The following shows Manchester's performance amongst UK cities in 2015:

	All International Visits	International holiday visits only	International business visits only
1	London (18.6m)	London (9.2m)	London (3.7m)
2	Edinburgh (1.5m)	Edinburgh (1.1m)	Birmingham (618,820)
3	Manchester (1,151,870)	Glasgow (360,000)	Manchester (385,270)
4	Birmingham (1,106,800)	Inverness (275,600)	Liverpool (178,720)
5	Glasgow (661,670)	Manchester (268,150)	Edinburgh (152,270)

Note: The full list of visit categories are; business, holiday, VFR, study and miscellaneous.

GREATER MANCHESTER

Of the 1.38m visits to Greater Manchester in 2015, 31% were business visits, 23% were holiday visits, 30% were visits to friends and relatives, 2% were study visits and 14% of visits were classed as miscellaneous.

317,670 of the 1.38m visits were for holiday purposes and below are the countries generating the most holiday visits in 2015:

1. Irish Republic 41,660
2. Germany 29,520
3. USA 26,680
4. France 21,820
5. China 16,280
6. Netherlands 13,670
7. Spain 12,090
8. Australia 9,890
9. Norway 8,470
10. Switzerland 7,960

Source: International Passenger Survey 2015, Office for National Statistics and supported by VisitBritain.

Please note that the IPS dataset for Greater Manchester is available in further detail from research@visitmanchester.com

DOMESTIC VISITS

STAYING VISITORS

VisitEngland undertake the Great Britain Tourism Survey that enables destinations and reporting areas to measure their staying visits in a consistent methodology through a demand-led survey.

Greater Manchester attracts 3.5m staying visits from Great British residents, to include 1.1m visits for holiday purposes, 885,000 of these 1.1m visiting Manchester.

Manchester local authority now hosts almost 2.5m domestic staying visits, leading to it being England's most visited local authority for domestic staying visits, with Birmingham (2) and City of London (3) to follow. Please note that London has a number of local authorities including City of London & City of Westminster counted separately.

Source: Great Britain Tourism Survey, VisitEngland, using a 2013-15 average.

DAY VISITORS

VisitEngland undertake the Great Britain Day Visits Survey that enables destinations to measure their day visits in a consistent methodology through a demand-led survey.

The study estimates that Greater Manchester attracts 55.6m day visits per year from Great British residents, and this includes 30.1 million to Manchester local authority making it the second most visited local authority for tourism day visits, behind the City of London.

Source: Great Britain Day Visits Survey, VisitEngland, using a 2013-15 average.

STAYING VISITS TO GREATER MANCHESTER (AND MANCHESTER)

Where national studies allow destinations to gain an indication on how they rank, Greater Manchester commissions STEAM (Scarborough Tourism Economic and Activity Monitor) from Global Tourism Solutions to provide detail on the volume of staying visits and the associated value to the economy.

This is a supply-led study based on accommodation stock records and occupancy levels and annual data for Greater Manchester and Manchester local authority can be found at:
http://www.marketingmanchester.com/media/101239/steam%202015%20gm%20findings%20-%20external%20guide%20final.pdf

Manchester city centre, particularly, has increased its accommodation stock, whilst maintaining strong occupancy rates.

A 77% occupancy rate was achieved by the city centre in both 2006 and 2013 but the number of rooms that needed to be sold to generate a 77% occupancy rate in 2013 was significantly more than in 2006.

To provide an indication, when an annual occupancy level of 77% is applied to the room stock from hotels and serviced apartments in 2006, 4,200 rooms would have been filled per night, on average. For 2013, when a 77% occupancy rate is applied to the room stock, 5,900 rooms would have been filled per night, an increase of 40%.

VISITOR PROFILE

Marketing Manchester commissioned the Greater Manchester Leisure Visitor Survey 2014 to provide an updated intelligence base to the previous studies.

The study involved face-to-face interviews across the ten districts of Greater Manchester and the findings are as below:

- The geographic markets generating the highest levels of visitors were the North West (41%), followed by; Yorkshire & The Humber (7%); and the East Midlands (5%). The North East, West Midlands, Greater London, the South East, the South West and Wales each accounted for 4% of the overall visits.
- The North West generated 64% of day visits, followed by Yorkshire & The Humber (9%) and the East Midlands (5%). The North East and the West Midlands both produced 4% of the day visits sampled.
- The North West generated the highest proportion of staying visits, at 10% followed by the South East at 8%. Greater London, Scotland and the South West each generated 6% and the North East, West Midlands, East Midlands and Wales all generated 5%.
- Half of all visitors to Greater Manchester were under 44 years of age (49%) and the 2014 study noted a rise in the share of 65+ visitors (to 16%) when compared to previous studies.
- The average group size was 2.9 (unchanged from 2010); 2.2 adults and 0.7 children. 44% were in a family group, 21% with their partner, 17% with friends, 14% travelled alone and 4% with an 'other' group type.
- 30% of visitors to Greater Manchester were first-time visitors, 64% had also visited in the last two years and 6% had previously visited over two years earlier. 44% of staying visitors were first-time visitors and 20% of day visitors.
- 70% of leisure visits to Greater Manchester required paid-for accommodation and 30% stayed with friends and relatives, this compares to 75% and 25% respectively for Manchester city centre.
- The average length of stay for staying visitors to Greater Manchester was 3.4 nights; 2.9 nights for those staying in paid-for accommodation and 4.5 nights for those staying with friends and family. The 3.4 nights also varies between 2.3 for domestic staying visitors and 5.1 for overseas staying visitors.

More information can be found at:
http://www.marketingmanchester.com/media/83677/greater%20manchester%20leisure%20visitor%20survey%202014%20-%20key%20findings.pdf

Source: Greater Manchester Leisure Visitors Survey 2014, undertaken by Bluegrass Research Limited. 757 sample across the ten districts of Greater Manchester.

ICCA RANKINGS

In 2015 Manchester hosted 31 ICCA-ranked events resulting in a global ranking of 81st, a European ranking of 43rd, and a UK ranking of 4th (behind London, Glasgow and Edinburgh).

Note: An ICCA-ranked event is one that is held in at least three rotating countries and the position allocated to cities is based on the number of ICCA-ranked events held.

Source: ICCA Rankings 2014, International Congress & Convention Association.

VISITORS TO MANCHESTER – MOTIVATIONS

VISITOR MOTIVATIONS - OVERALL

The following provides an overview of the intelligence gained through the 2014 survey on motivations to visit Greater Manchester:

- Nearly a quarter of staying visits (24%) reported the primary motivation to visit as being 'just to have break and a trip away' and 15% of day visitors said the same. Therefore a higher proportion of day visits were motivated by a specific purpose and the findings showed that higher proportions of day visits (to staying visits) were motivated by a specific attraction, a specific exhibition or shopping.
- In addition to the 24% of staying visitors motivated by the general need of 'a break or a trip away' there was also an additional 9% whose motivation was to explore the city or town (compared to just 2% of day visits). Therefore 33% of staying visits are looking for options of things to see and do.
- Manchester city centre had an increased proportion of visitors who are motivated to visit by shopping and also of those wanting to generally explore the destination. The wider Greater Manchester sample had higher incidences of those motivated to visit due to a specific attraction, event or festival.
- Higher incidences of visitors travelling with their family or a group of friends were evidenced at attractions and museums and higher incidences of those travelling with their partners were evidenced for those with the primary motivation of being 'to visit a specific exhibition'. Those travelling within a group (either friends or family) were more likely, than other visitor group types, to be going to see a theatre show. Visiting 'just for a break' and 'to shop' had more general appeal across all visit group types.
- In terms of activities undertaken during a visit to Greater Manchester; 23% visited the shops; 17% would eat out and 5% reported that they would spend time in bars and clubs. This increases for visitors to Manchester city centre, with 28% visiting the shops, 18% eating out and 7% spending in bars and clubs.
- Although the primary reason for booking of 'visiting museums and galleries' showed a higher incidence for day visits, when looking at all activities undertaken during a visit, visiting museums and galleries had a higher incidence within staying visits.
- 16% of staying visitors incorporated more than one district into their visit compared to just 1% of day visitors, where time available for moving about the sub-region is limited.

The detailed findings of the Greater Manchester Leisure Visits Survey 2014 are available at:
http://www.marketingmanchester.com/media/83677/greater%20manchester%20leisure%20visitor%20survey%202014%20-%20key%20findings.pdf

Source: Greater Manchester Leisure Visitors Survey 2014, undertaken by Bluegrass Research Limited. 757 sample across the ten districts of Greater Manchester.

HOTEL GUEST MOTIVATIONS

Marketing Manchester has monitored occupancy levels in the city centre since 2000, expanding to Greater Manchester in 2010.

The annual occupancy level has consistently been 70% and above since 2000. 2015 was a particularly strong year for hotel occupancy with both the city centre and Greater Manchester reaching a record of 80%. Following new hotel developments opening in the market, 2016 saw occupancy rates challenged and both Greater Manchester and Manchester city centre recorded an annual occupancy of 79% in 2016.

The leisure short breaks market, conference delegates, and other business/trade visitors provide a baseline occupancy level that is then further boosted by guests visiting to attend events.

The events that lead to the highest occupancy peaks within the hotels include football fixtures at Old Trafford Football Ground & The Etihad Stadium, other sporting fixtures at SportCity and Emirates Old Trafford, music events at the Manchester Arena & outdoor stadiums and parks, cultural events and festivals, and large-scale conferences.

Sources: 2010-2016: STR; August 2003-2009: LJ Forecaster and 2000-August 2003: Marketing Manchester.

The latest monthly occupancy snapshot can be found at:
http://www.marketingmanchester.com/who-we-are/visit-manchester/vm-research.aspx

VISITOR EXPERIENCE SATISFACTION

The latest visitor survey that gained feedback during 2014; the Greater Manchester Leisure Visitor Survey 2014, showed that at least half of visitors rated 'excellent' for seven out of eight 'product categories' with particular strengths identified as the 'cultural offer' (theatres, galleries and museums) and shopping.

Pubs, bars and nightlife, events and festivals, eating offer, sports programme and family activities also received strong satisfaction levels equivalent to over 4 out of 5, with the availability of green spaces being the final category, and scoring lower.

The nine destination features tested tended to receive lower counts of visitors reporting 'excellent' and therefore identified a greater level of potential for improvement. Visitors were most satisfied with the public transport services and routes within GM to get around, the welcome and service received during their visit, and the feeling of safety. Good satisfaction levels were also received for; access to the countryside; signage for getting around on foot and the availability of car parking. Overall, GM was rated an average of 4.5 out of 5 as a visitor destination, which is consistent with the 2010 study with 12% of visitors reporting that their expectations had been exceeded.

More information, covering the full remit of the study, can be found at:
http://www.marketingmanchester.com/media/83677/greater%20manchester%20leisure%20visitor%20survey%202014%20-%20key%20findings.pdf

Source: Greater Manchester Leisure Visitors Survey 2014, undertaken by Bluegrass Research Limited. 757 sample across the ten districts of Greater Manchester.

MOST VISITED ATTRACTIONS IN GREATER MANCHESTER

The most visited attractions are compiled from those submitting data to the annual STEAM process. Following this, permission is then requested from the attractions to be included in the below.

The below provides the most visited attractions, with a listing of free entry attractions that receive over 100,000 visits per year and also a listing for the top five paid attractions.

Free Admission				
	Attraction	District	2014	Admittance
1	The Lowry	Salford	866,773	Free*
2	Museum of Science and Industry	Manchester	678,867	Free*
3	Manchester Art Gallery	Manchester	531,904	Free
4	National Football Museum	Manchester	466,788	Free*
5	Manchester Museum	Manchester	426,517	Free
6	IWM North	Trafford	409,746	Free
7	Runway Visitor Park	Manchester	368,300	Free*
8	Bolton Museum, Aquarium & Archive	Bolton	361,909	Free
9	The John Ryland's Library	Manchester	143,269	Free
10	Portland Basin Museum	Tameside	109,344	Free
11	Gallery Oldham	Oldham	105,663	Free
12	The People's History Museum	Manchester	100,314	Free

*An entrance fee may be charged to specific exhibitions, performances, and activities held within the venue whilst other spaces are free admittance.

Paid Entry				
	Attraction	District	2014	Admittance
1	The Corrie Tour*	Manchester	363,687	Paid Entry
2	Manchester United Museum & Tour Centre	Trafford	356,476	Paid Entry
3	East Lancashire Railway & Bury Transport Museum	Bury	157,540	Paid Entry
4	Victoria Baths	Manchester	12,823	Paid Entry
5	Manchester Jewish Museum	Manchester	12,220	Paid Entry

*The Corrie Tour opened in April 2014 so these figures represent April-December 2014.

More recent data from attractions is currently in the process of gaining permission to publish. We hope to therefore update this soon.

A full list of attractions across Greater Manchester (without visitor numbers) is available from research@visitmanchester.com

ACCOMMODATION PROVISION

CURRENT PROVISION

GREATER MANCHESTER

Greater Manchester closed 2016 with over 22,300 rooms and by the end of 2017 Greater Manchester's room count is expected to exceed 23,000.

The following provides a breakdown on current stock levels:

Property Type	No. of properties	No. of rooms
Hotel: 5 star	3	485
Hotel: 4 star	41	6,850
Hotel: 3 star	101	9,736
Hotel: 1 or 2 star	39	2,869
Hotel: Unaccredited or unknown	8	154
Guest Accommodation (B&B, guest house, inn)	106	1,169
Self-catering units (Apartment, cottage, house)	61	103
Serviced apartments	26	941
Total	385	22,307

Source: Accommodation Counts Master xls (February 2017).

There is also additional accommodation provision within hostels, camping and caravanning sites and university summer lets.

MANCHESTER CITY CENTRE

At the close of 2016 there were over 8,900 rooms in Manchester city centre and by the end of 2017 Manchester city centre's room count is expected to reach 9,500 rooms.

The following provides a breakdown on current stock levels:

Property Type	No. of properties	No. of Rooms
Hotel: 5 star	2	323
Hotel: 4 star	20	3,807
Hotel: 3 star	15	2,795
Hotel: 1 or 2 star	12	1,064
Hotel: Unaccredited or unknown	0	0
Guest Accommodation (B&B, guest house, inn)	8	81
Self-catering units (Apartment, cottage or house)	15	18
Serviced apartments	18	840
Total	90	8,928

Source: Accommodation Counts Master xls (February 2017).

In addition to the above there is additional provision just outside the Manchester/Salford border, in a number of hotels, to include 5 star accommodation at The Lowry, whilst additional provision within hostel accommodation and university summer lets is also available.

RECENT OPENINGS

2016 saw the opening of Holiday Inn Manchester City Centre, Premier Inn MediaCityUK, Travelodge Sale, Travelodge Stockport and Holiday Inn Express Stockport. This is to follow 2015 that saw openings from Hotel Football, Hotel Gotham, Innside Manchester, Motel One Piccadilly, King Street Townhouse and Eleska's Apartment by Stylish Stay.

HOTELS IN THE PIPELINE

4,100 new rooms are planned for Greater Manchester from new openings and property extensions, a growth of 19% on the current supply. In terms of Manchester city centre, a planned 2,700 rooms are due to come on board that would increase the current supply by 30%.

The following developments are those confirmed to open with their expected timescales, please note that these are to the best of our knowledge and are subject to change.

	Hotel & Location	Rooms	Expected Opening
1.	easyHotel Manchester Bradley House, Dale Street/Newton Street.	114 rooms	Mar 2017
2.	Oddfellows On The Park Bruntwood Hall, near Cheadle	22 rooms	Mar 2017
3.	Cow Hollow Manchester 57 Newton Street, Manchester.	17 rooms	Apr 2017
4.	Holiday Inn Express (Generation 4) Near EventCity, Trafford.	220 rooms	May 2017
5.	Holiday Inn Express Wigan Martland Mill, Wigan.	82 rooms	May 2017
6.	Haigh Hall (Contessa Hotels) Haigh Hall Country Park, Wigan	30 rooms	May 2017
7.	Hilton Garden Inn Emirates Old Trafford, Trafford.	150 rooms	June 2017
8.	Roomzzz Manchester Corn Exchange Corn Exchange, Manchester.	114 rooms	Sept 2017
9.	TBC – GG Hospitality Stock Exchange, 4 Norfolk Street, Manchester.	39 rooms	Nov 2017
10.	Motel One Manchester Royal Exchange Cross Street, Manchester.	298 rooms	Autumn/Winter 2017
11.	Ibis Styles Manchester Piccadilly (existing property – The Portland)	26 rooms (additional)	2017 - TBC
12.	Staybridge Suites Alliance Manchester Business School, Booth Street West, Manchester.	116 rooms	Jan 2018
13.	Crowne Plaza Alliance Manchester Business School, Booth Street West.	210 rooms	Jan 2018

HOTELS IN THE PIPELINE (cont)

The following are also confirmed builds for hotels, but with timescales to be confirmed in due course:

	Hotel & Location	Rooms
14.	Manchester Grande St. John's development, Manchester city centre.	150 rooms
15.	Victoria Warehouse (existing property) Trafford Wharf Road, Trafford.	400 (additional) rooms
16.	Stay Inn Manchester (existing property) Blackfriars Road, Salford.	130 (additional) rooms
17.	Park Plaza Manchester 55 Portland Street, Manchester.	183 rooms
18.	(Name TBC – G&G Hospitality) St. Michael's Development, Jackson's Row, Manchester city centre	200 rooms (approx.)
19.	(Name TBC - Nadler Hotels) St. John's Place Tower, St. John's, Manchester city centre.	110 rooms
20.	(Name TBC – Leonardo Hotels) John Dalton House, John Dalton Street, Manchester city centre.	215 rooms
21.	AC by Marriott Manchester City Centre Cable Street, New Cross, Manchester city centre.	172 rooms
22.	Hampton by Hilton Manchester City Centre Sharp Street, Manchester city centre.	221 rooms
23.	The Zetter Hotel Manchester London Road Fire Station, London Road, Manchester city centre.	91 rooms
24.	StayCity Aparthotel (2nd property) Gateway House, Piccadilly Approach, Manchester city centre.	182 rooms
25.	(Name TBC – Peel Group) Trafford Waters	300 rooms
26.	Omega Travel Hotel Side B, Sentinel House, Peel Street, Salford	168 rooms
27.	Indigo Manchester Hotel City Buildings, Corporation Street/Todd Street	178 rooms

There are also additional sites where a hotel is part of the proposed business mix but that are yet to be confirmed.

Last updated: February 2017.

FURTHER INFORMATION

ADDITIONAL INFORMATION ON GM's VISITOR ECONOMY

Some of the data sources referenced link to more detailed information available at:
http://www.marketingmanchester.com/who-we-are/visit-manchester/vm-research.aspx

---

If your requirements extend beyond data and intelligence you may also find the following useful:

The Greater Manchester Strategy for the Visitor Economy 2014-2020:
http://www.marketingmanchester.com/media/66882/tourism%20strategy%202013.pdf

The Greater Manchester Destination Management Plan – The Visitor Economy Action Plan 2014-17:
http://www.marketingmanchester.com/media/72887/dmp%20final%20version%20-%20july%202014.pdf

Visitor website: www.visitmanchester.com

For further information please contact Jo Cuff at research@visitmanchester.com

GLOSSARY OF LOCATION DEFINITIONS

- Manchester city centre – The area indicated on the second map at https://www.visitmanchester.com/dbimgs/New%20Map%20Layout%20Oct%2016_LOW.pdf
- Manchester district – the local authority of Manchester City Council.
- Greater Manchester – the ten local authorities of; Bolton, Bury, Manchester, Oldham, Rochdale, Salford, Stockport, Tameside, Trafford and Wigan.

Marketing Manchester
part of MGC

Marketing Manchester is the agency charged with promoting Greater Manchester on the national and international stage to key sectors including; media, digital and tech; science; advanced manufacturing; financial and professional services; tourism; culture; and sport. As part of the Manchester Growth Company, Marketing Manchester undertakes marketing and communications on behalf of the group in support of the Greater Manchester Strategy. Visit Manchester is the tourist board for Greater Manchester and is a division of Marketing Manchester.

Latest available figures published February 2017