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. If it would be useful to receive a copy of the STEAM 2015 reporting document, please contact: research@visitmanchester.com

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. If it would be useful to receive a copy of the STEAM 2015 reporting document, please contact: research@visitmanchester.com

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.

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

If it would be useful to receive a copy of the full findings, to include additional intelligence on demand trends, please contact: research@visitmanchester.com

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,
- 4.5m delegates were hosted equating to 7.4m delegate days.
- 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 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.
- September to November was the busiest 'quarter' for venues hosting such business

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.

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

If it would be useful to receive a copy of the full findings please contact: research@visitmanchester.com

VISITORS TO MANCHESTER – PROFILE

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 1.19m international visits in 2016, and Greater Manchester 1.38 million international visits.
- Manchester consistently receives the third most international visits to a UK destination behind London (1) and Edinburgh (2).
- The number of international visits to Manchester increased by 30% between 2006 and 2016, whilst Greater Manchester increased by 24%.

The following shows Manchester's performance amongst UK cities in 2016:

	All International Visits	International holiday visits only	International business visits only
1	London (19.1m)	London (9.3m)	London (3.6m)
2	Edinburgh (1.7m)	Edinburgh (1.1m)	Birmingham (593,980)
3	Manchester (1.2m)	Glasgow (335,280)	Manchester (388,960)
4	Birmingham (1.1m)	Inverness (291,320)	Liverpool (193,120)
5	Liverpool (670,550)	Manchester (271,500)	Bristol (186,700)

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

GREATER MANCHESTER

Of the 1.38m visits to Greater Manchester in 2016, 31% were business visits, 21% were holiday visits, 33% were visits to friends and relatives, 1% were study visits and 14% of visits were classed as 'other'.

295,010 of the 1.38m visits were for holiday purposes and below are the countries generating the most holiday visits in 2016:

1. Irish Republic 28,640
2. USA 27,420
3. Germany 21,280
4. Gulf CC 20,390
5. Australia 19,720
6. France 15,760
7. Italy 15,570
8. China 12,930
9. Spain 10,450
10. Switzerland 9,340

Source: International Passenger Survey 2016, Office for National Statistics and supported by VisitBritain.

Please note that Marketing Manchester has compiled an overview of the datasets concerning Greater Manchester and if this would be useful please contact: 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 is reported by Marketing Manchester.

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%.

More recent years have seen significant increases in stock across Greater Manchester and occupancy rates continue to be strong, with increases in demand meeting the increase in supply.

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.

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

If it would be useful to receive a copy of the full findings, to include additional intelligence on demand trends, please contact: research@visitmanchester.com

ICCA RANKINGS

In 2016 Manchester hosted 27 ICCA-ranked events resulting in a global ranking of 94th, a European ranking of 50th, and a UK ranking of 4th (behind London, Edinburgh & Glasgow).

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 2016, 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.

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

If it would be useful to receive a copy of the full findings, to include additional intelligence on demand trends, please contact: research@visitmanchester.com

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.

If it would be useful to receive a copy of the latest monthly Hotel Performance Monitor please contact: research@visitmanchester.com

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.

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

If it would be useful to receive a copy of the full findings, to include additional intelligence on demand trends, please contact: research@visitmanchester.com

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 most visited attractions. Below is a listing of attractions that are free to enter that receive over 80,000 visits per year and also a listing of the top five attractions charging an admission fee.

Free Admission

	Attraction	District	2015	Admittance
1	The Lowry	Salford	892,256	Free**
2	Museum of Science and Industry	Manchester	695,275	Free**
3	HOME	Manchester	619,658*	Free**
4	Manchester Art Gallery	Manchester	593,169	Free
5	Manchester Museum	Manchester	453,970	Free
6	National Football Museum	Manchester	411,991	Free**
7	The Whitworth	Manchester	400,257*	Free
8	Runway Visitor Park	Manchester	360,500	Free**
9	Bolton Museum, Aquarium & Archive	Bolton	341,193	Free
10	IWM North	Trafford	288,433	Free
11	The John Ryland's Library	Manchester	178,453	Free
12	Manchester Cathedral	Manchester	153,209	Free
13	Portland Basin Museum	Tameside	115,040	Free
14	Salford Museum & Art Gallery	Salford	104,834	Free
15	Gallery Oldham	Oldham	100,164	Free
16	The People's History Museum	Manchester	86,595	Free

* Home opened April 2015 and The Whitworth re-opened February 2015 so totals do not reflect a full calendar year.
**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	2015	Admittance
1	Manchester United Museum & Tour Centre	Trafford	310,853	Paid Entry
2	Dunham Massey	Trafford	277,325	Paid Entry
3	East Lancashire Railway & Bury Transport Museum	Bury	160,675	Paid Entry*
4	Breakout Manchester	Manchester	49,413	Paid Entry
5	BBC Tours at MediaCityUK	Salford	23,993	Paid Entry

*Bury Transport Museum has free admittance.

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ACCOMMODATION PROVISION

CURRENT PROVISION

GREATER MANCHESTER

Greater Manchester closed 2016 with over 22,400 rooms and by the end of 2017 this room count is expected to exceed 23,800. The following provides a breakdown on current stock levels:

Property Type	No. of properties	No. of rooms
Hotel: 5 star	3	488
Hotel: 4 star	41	6,851
Hotel: 3 star	103	10,486
Hotel: 1 or 2 star	40	2,963
Hotel: Unaccredited / tbc	9	176
Guest Accommodation (B&B, guest house, inn)	106	1,169
Self-catering units (Apartment, cottage, house)	61	103
Serviced apartments	27	1,172
Total	390	23,408

MANCHESTER CITY CENTRE

At the close of 2016 there were around 9,000 rooms in Manchester city centre and by the end of 2017 this room count is expected to exceed 9,600 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	3,811
Hotel: 3 star	16	3,161
Hotel: 1 or 2 star	13	1,178
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	739
Total	91	9,376

Source: Accommodation Counts Master xls (01 July 2017).

Notes

1: The stock counts include room changes within existing properties, closure of The Place Aparthotel and Atrium by Bridge Street (both Manchester), and opening of CitySuites Manchester (Salford), Oddfellows On The Park (Stockport), easyHotel Manchester, StayCity Manchester Piccadilly, Parkhill Luxury Serviced Apartments, Holiday Inn Express TRAFFORDCITY and Motel One Manchester Royal Exchange.

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

3: In addition to the stock recorded as Manchester City Centre there is additional provision just outside the Manchester/Salford border, in a number of hotels, to include 5 star accommodation at The Lowry.

RECENT OPENINGS

Greater Manchester's visitor accommodation supply experienced a significant boost in 2015 when Hotel Football, Hotel Gotham, INNSIDE Manchester, Motel One Piccadilly, King Street Townhouse and Eleska's Apartment by Stylish Stay, all opened.

2016 then saw the opening of Holiday Inn Manchester City Centre, Premier Inn MediaCityUK, Travelodge Sale, Travelodge Stockport and Holiday Inn Express Stockport.

So far in 2017, new providers include; CitySuites in Salford with 237 apartments, Oddfellows On The Park in Stockport with 22 rooms, easyHotel Manchester with 114 rooms, Parkhill Luxury Serviced Apartments with 30 rooms (Salford), Staycity Manchester Piccadilly with 182 serviced apartments, Holiday Inn Express TRAFFORDCITY with 220 rooms and Motel One Manchester Royal Exchange with 302 rooms .

HOTELS IN THE PIPELINE

3,726 new rooms are confirmed for Greater Manchester from new openings and property extensions, a growth of 16% on the current supply. In terms of Manchester city centre, a planned 2,346 rooms are due to come on board that would increase the current supply by 25%.

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

	Hotel & Location	Rooms	Expected Opening
1.	Haigh Hall (Contessa Hotels) Haigh Hall Country Park, Wigan	30	Summer 2017
2.	Hilton Garden Inn Manchester Emirates Old Trafford Talbot Road, Manchester, M16 0PX	150	Aug. 2017
3.	Holiday Inn Express Wigan Martland Mill Lane, Martland Park, Wigan, WN5 0LX.	82	Oct. 2017
4.	Roomzzz Manchester Corn Exchange Corn Exchange, Manchester.	114	Autumn 2017
5.	The Cow Hollow Hotel 57 Newton Street, Manchester, M1 1ET	17	TBC 2017
6.	TBC (G&G Hospitality) Stock Exchange, 4 Norfolk Street, Mcr.	39	Jan. 2018
7.	Staybridge Suites Manchester – Oxford Rd. 30 Higher Chatham Street, Manchester, M15 6ED	116	Feb. 2018
8.	Crowne Plaza Manchester – Oxford Road 55 Booth Street West, Manchester, M15 6PQ.	212	Feb. 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
9.	Locke by Saco Princess Street (Atrium site), Manchester.	150 rooms/apts
10.	Staying Cool 40 Chorlton Street, Manchester.	41 rooms/apts.
11.	AC by Marriott Manchester City Centre Cable Street/Mason Street, New Cross, Manchester.	172 rooms
12.	Manchester Grande St. John's development, Manchester city centre.	150 rooms
13.	Holiday Inn Express Central Plaza Oldham Road, Manchester.	120 rooms
14.	Stay Inn Manchester (existing property) Blackfriars Road, Salford.	130 rooms
15.	Dakota Manchester (deluxe) Ducie Street, Manchester.	137 rooms
16.	The Nadler Manchester St. John's Place Tower, St. John's, Manchester.	110 rooms
17.	TBC (Peel Holdings) Trafford Waters.	300 rooms
18.	Victoria Warehouse (existing property) Trafford Wharf Road, Trafford.	400 (additional) rooms
19.	TBC (G&G Hospitality) St. Michael's, Manchester.	200 rooms
20.	The Zetter Hotel Manchester London Road Fire Station, London Road, Manchester.	91 rooms
21.	Park Plaza Manchester 55 Portland Street, Manchester.	183 rooms
22.	Leonardo Hotel Manchester John Dalton House, John Dalton Street, Manchester.	215 rooms
23.	Hampton by Hilton Manchester City Centre Sharp Street, off Rochdale Rd near NOMA, Manchester city centre.	221 rooms
24.	TBC (Omega Travel Ltd) Side B, Sentinel House, Peel Street, Salford	168 rooms
25.	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: July 2017

FURTHER INFORMATION

TOURISM PRIORITIES IN GREATER MANCHESTER

The Greater Manchester Strategy for the Visitor Economy 2014-2020 provides the context of the tourism environment in Greater Manchester and priorities for growth and development. The final page also states the eight targets for 2020 set for Greater Manchester's tourism industry:
http://www.marketingmanchester.com/wp-content/uploads/2017/02/tourism-strategy-2013.pdf

The Greater Manchester Destination Management Plan is the Visitor Economy Action Plan, covering 2014-17, and can be downloaded at:
http://www.marketingmanchester.com/wp-content/uploads/2017/02/DMP-Final-Version-July-2014.pdf

The consumer website with a target audience of leisure visits can be found at: https://www.visitmanchester.com/ and this runs alongside the website for conference and business events at: https://www.meetinmanchester.com/

THE CORPORATE MARKET

We work closely with New Economy and the Greater Manchester Combined Authority who can provide further information on Greater Manchester's economy, its key sectors, and its key employers. This can often provide context for businesses whose market mix/guests/users include the corporate market and therefore please let us know if you would benefit from being directed to such information.

2017 ACCOLADES

- Manchester was ranked as one of the 'top 15 unforgettable cities to visit before you turn 30' by New York-based Thrillist, https://www.thrillist.com/travel/nation/best-cities-in-the-world-to-visit-before-30
- Manchester was ranked as 16th in the Hotel Investment Attractiveness Index (Europe) by Colliers http://www.colliers.com/-/media/files/emea/emea/emea-hotel-city-index_2017web.pdf?la=en-gb
- Manchester was ranked as the 5th least volatile city in the European Hotel Valuation Index 2016 by HVS. https://www.hvs.com/article/7941/2017-european-hotel-valuation-index

FUTURE UPDATES

City level data from the Great Britain Tourism Survey and Great Britain Day Visits Survey 2016 is expected from Visit England in August 2017.

The data collection period for STEAM 2016 is ongoing and the figures are estimated to be available in public domain late September 2017.

Further research into the leisure visitor market and conference and business events will follow.

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.

CONTACT DETAILS

If you require further information that is not available at: http://www.marketingmanchester.com/who-we-are/visit-manchester/vm-research.aspx please contact Jo Cuff at research@visitmanchester.com

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 July 2017