



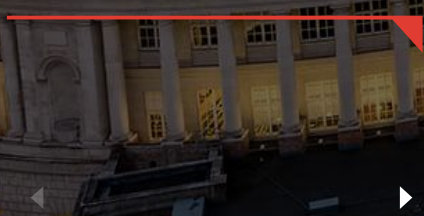
**Victoria Braddock,  
International Marketing Director,  
Marketing Manchester**

*Visit, Invest, Meet, Study*



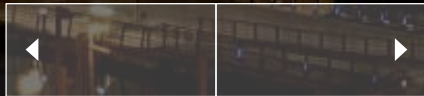


# Marketing Manchester





# Promoting Greater Manchester on the national and international stage





03 —

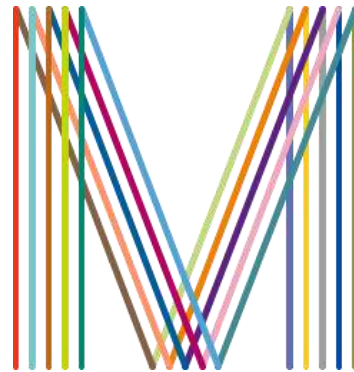
# Marketing Manchester overview

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To market Greater Manchester to visitors

To promote Greater Manchester as a place to invest, do business, live and study

To undertake marketing and communications on behalf of the Manchester Growth Company, Marketing Manchester's parent company

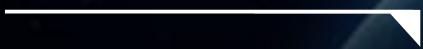






# Vision

A top 20 global city by 2035





# Greater Manchester's 2035 Global Aspiration

Index	Current Position	2035 Aspiration
Anholt City Brands Index (2017)	24 <sup>th</sup>	19 <sup>th</sup>
IESE Cities in Motion (2016)	43 <sup>rd</sup>	19 <sup>th</sup>
Global Metro Monitor (2014)	60 <sup>th</sup>	29 <sup>th</sup>
QS Best Student Cities Index (2017)	23 <sup>rd</sup>	19 <sup>th</sup>
UN City Prosperity Index (2015)	16 <sup>th</sup>	9 <sup>th</sup>
IBM Top Global Investment Location (2016)	9 <sup>th</sup>	5 <sup>th</sup>
<b>New Resonance Index (2018)</b>	68 <sup>th</sup>	19 <sup>th</sup>

# Our Anholt ranking



Year	Ranking
2009	30
2011	29
2013	32
2015	27
2017	24

2009  
30

2011  
29

2013  
32

2015  
27

2017  
24



# Time Out Best Cities in the World

- 15 of 48 cities in the world
- Above Barcelona, Lisbon and Toronto

15



Photograph: trabantos/Shutterstock.com

## Manchester

Thanks to its legendary (and growing) bar and club scene, Manchester is an oasis for party people – and sure enough, around two thirds of locals say their city is amazing for nightlife and drinking. But what goes up must come down: residents here have more hangovers than anywhere else. Maybe that explains why two in five Mancs can't make it through the week without a comforting cup of tea. *Ian Jones*





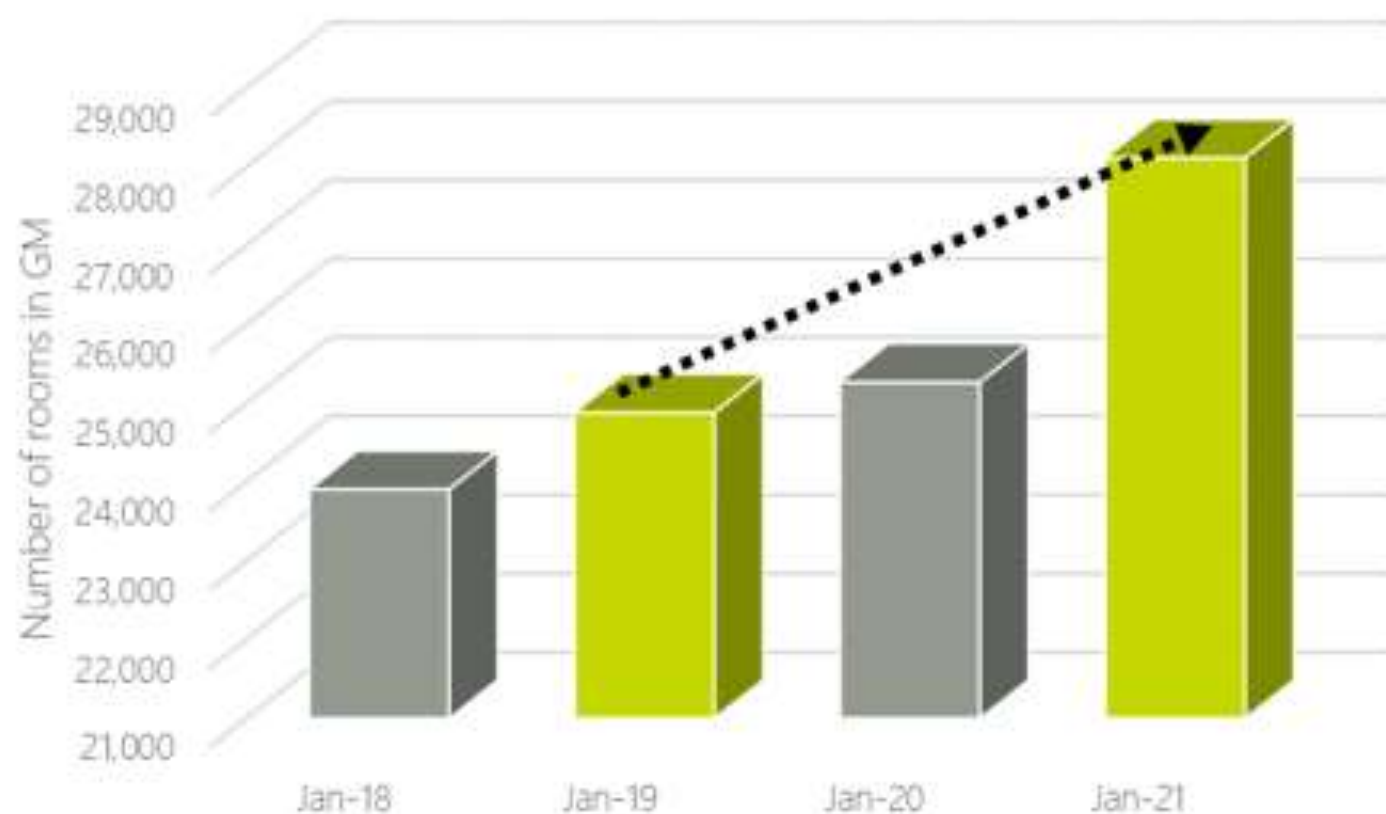
## Tourism in Greater Manchester...

- Generates £8.4bn economic impact  
- an additional £300m on previous year (+4%).
- Supports 95,800 FTE jobs  
- an additional 1,850 FTEs on previous year (+2%).
- Made up of 10.8m day visitors (level with previous year) and 11.5m staying visitors (+5% growth on previous year).

Source: STEAM2017.



# Looking ahead... accommodation supply increases...



- A huge jump in supply!!
- An additional 3,200 rooms from now until the end of next year.
- Opening in 2019
  - Dakota (137 rooms)
  - London Warehouse (166 rooms)
  - Stock Exchange (41 rooms)
  - Staying Cool (41 rooms).







# Coming up - an unmissable summer of international events in Manchester

**ICC Cricket World Cup (May – Jun)**

**The Ashes (Aug – Sep)**

**Manchester International Festival (Jul)**

**Manchester Pride (Aug)**





# Game Changing Investment in culture

£300 Million + invested in 14  
Cultural Institutions in Greater  
Manchester

Seeking additional +2 million  
Visits to Greater Manchester,  
from 2020





**Band on the Wall**  
£3.5 million investment  
Audience capacity from 350 to 500  
Reopen 2019



**Hallé St Peters**  
£4.3 million investment  
Visitors numbers increase from 2,500  
to 30,000 a year  
Opening Autumn 2019



**RHS Bridgewater**  
£160 million investment  
Aim to attract up to 6000,000 visitors  
a year  
Opening 2019



**Bolton Octagon**  
£10 million investment  
Moderation and expansion  
program for the theatre  
Reopen late 2019





**Contact Theatre**

£6.5 million redevelopment

Audience capacity increase from 25,222 to 50,00 by year 2022

Reopening late 2019



**Dippy in Rochdale**

The National History Museums famous dinosaur will be going on tour around the UK. Dippy will be in Number One Riverside, Rochdale February 2020 to June 2020



**Manchester Museum**

Over £5 million investment

Visitor numbers increase from 418,000 to 845,000 over 6 years

Reopening early 2020



**Manchester Jewish Museum**

£6 million investment

Inspired by stories of Jewism Manchester

Opening in 2020







### Factory

£110 million investment

Capacity to host audiences of up to 850,000 a year

Opening September 2021



### Science & Industry Museum

£6 million investment on New special gallery

Opening October 2020



### Oldham Cultural Quarter, Coliseum, Heritage & Arts Centre

Ongoing development creating new Union Square cultural Quarter

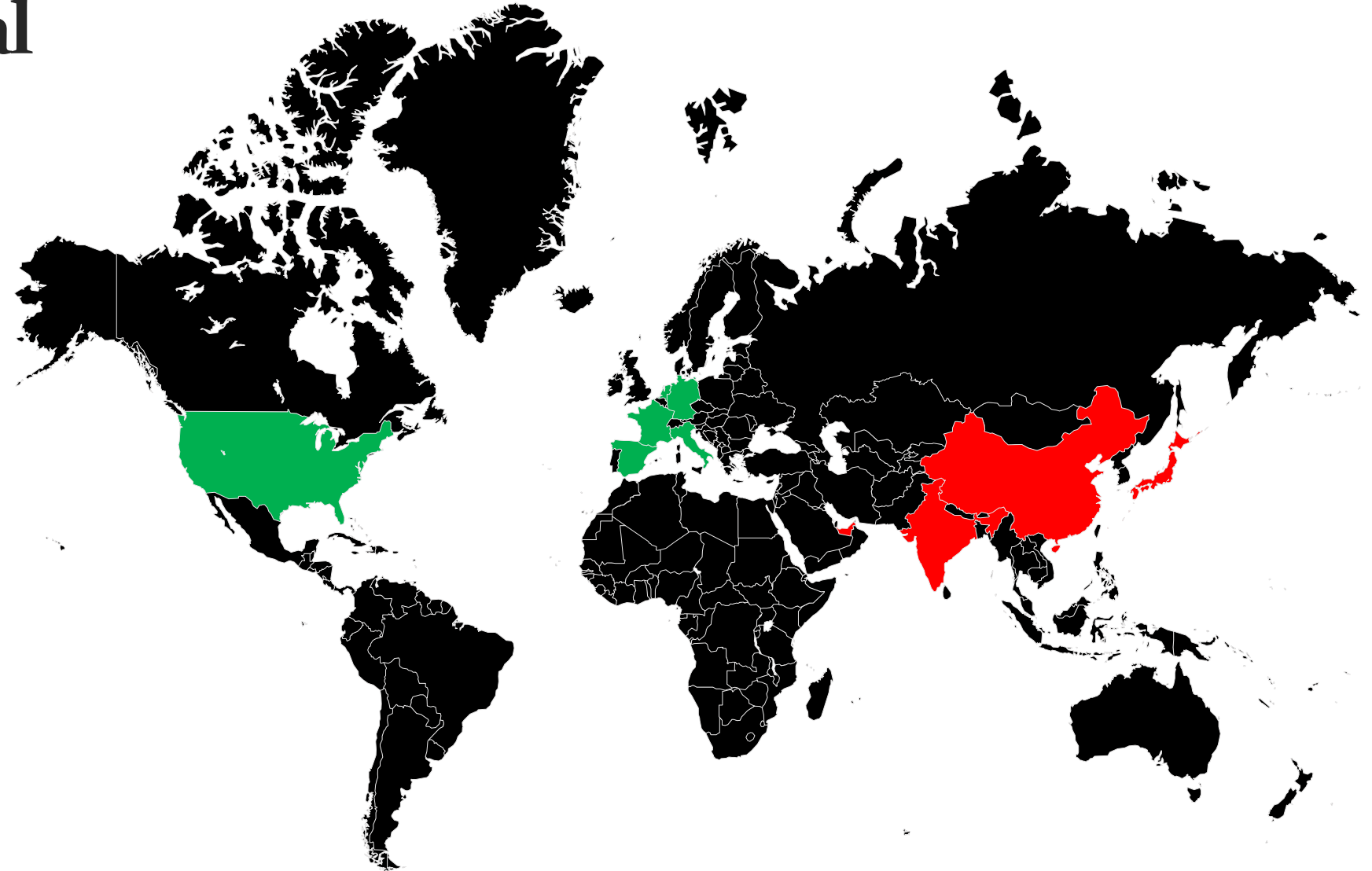
£30 million investment on new home for the Coliseum, space for 500 people

Opening in 2020





# International Markets



## Prime markets

USA

China

Europe (DE, FR, NL, ES IT)

UAE

India

## Opportunity Markets

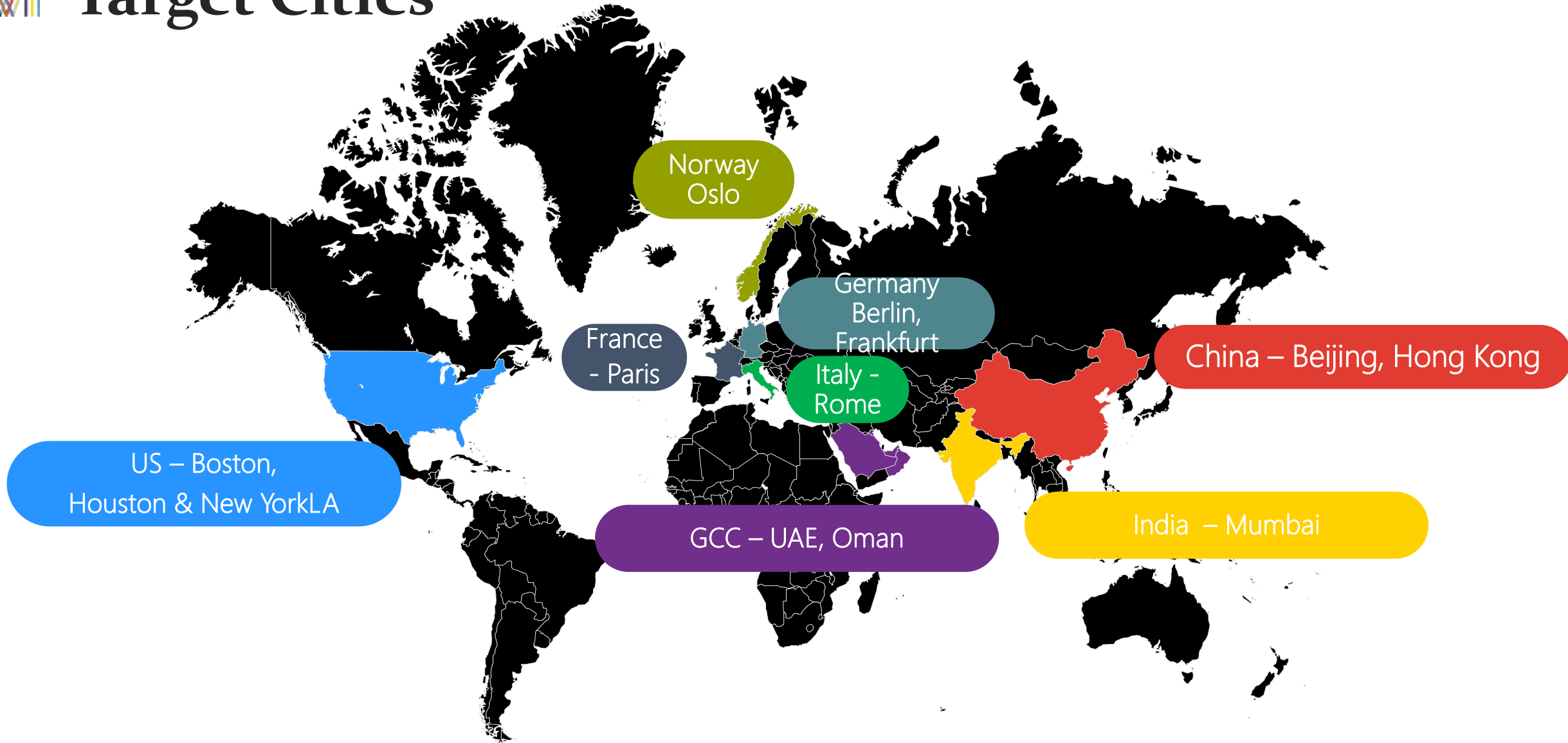
Australia

Japan





# Target Cities





# GM Marketing – MM/MIDAS Key Audiences

Visit



£8.1bn  
94k jobs

Invest



£7.5bn  
880k jobs

Meet



£810m  
22k jobs

Study



£415m  
96k students  
17.5k international





# Segmentation – Themes & Markets



Heritage



Culture



Music



Sport



LGBT





# Marketing - Partnerships & collaborations







WELCOME TO  
**GREAT**  
BRITAIN

virgin atlantic  
Let it fly

tic  
fly  
PASS  
E  
017  
0



Thank you

Any questions?

*Visit, Meet, Invest, Study*