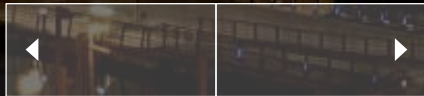




**Kate Trasler,
Marketing Manager,
Marketing Manchester**

Visit, Invest, Meet, Study

Promoting Greater Manchester on the national and international stage





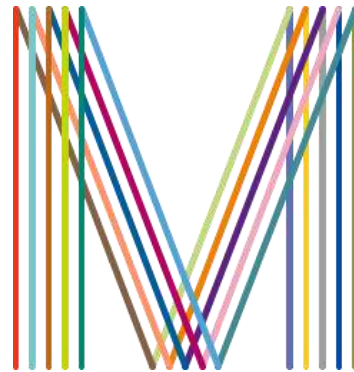
03 —

Marketing Manchester overview

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





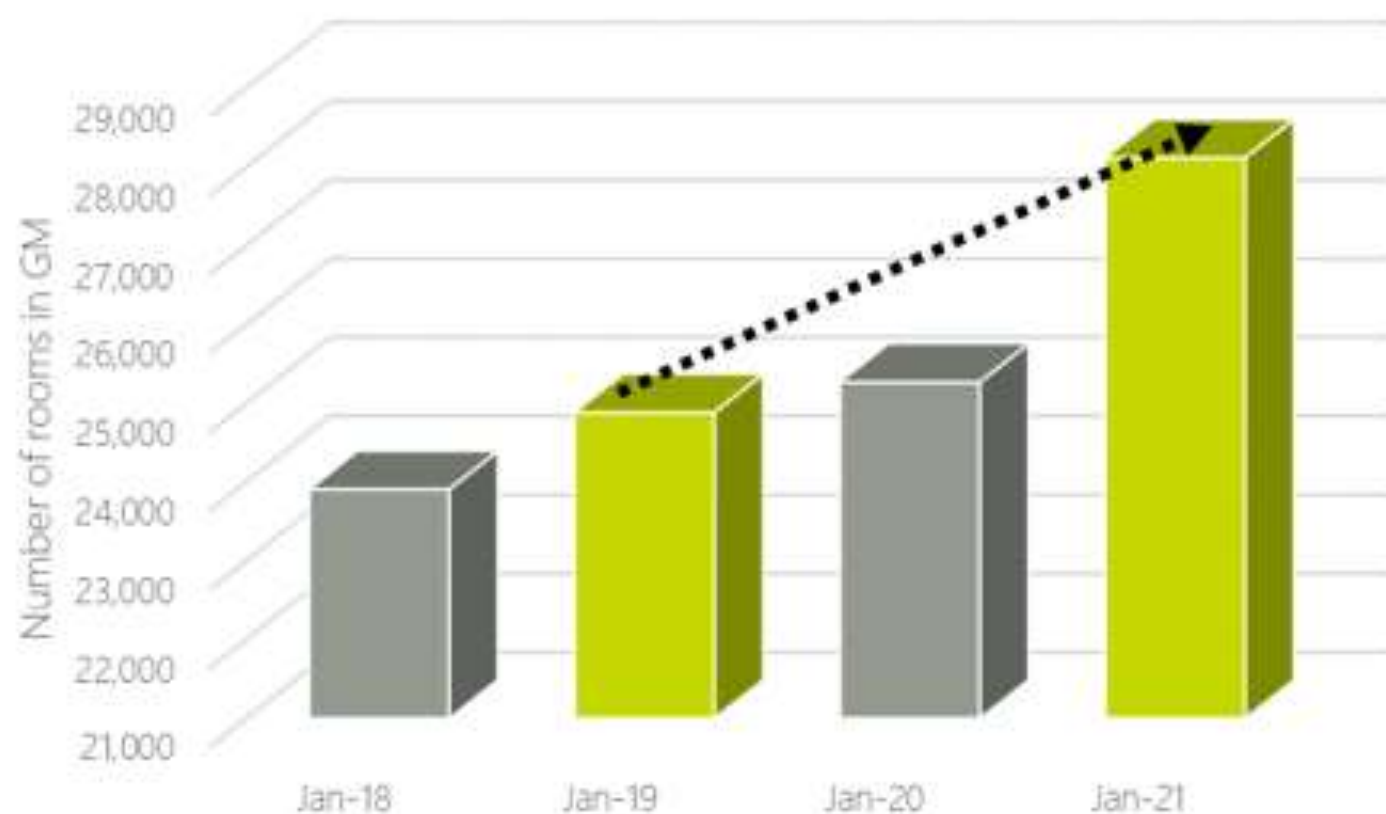
Tourism in Greater Manchester...

- 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

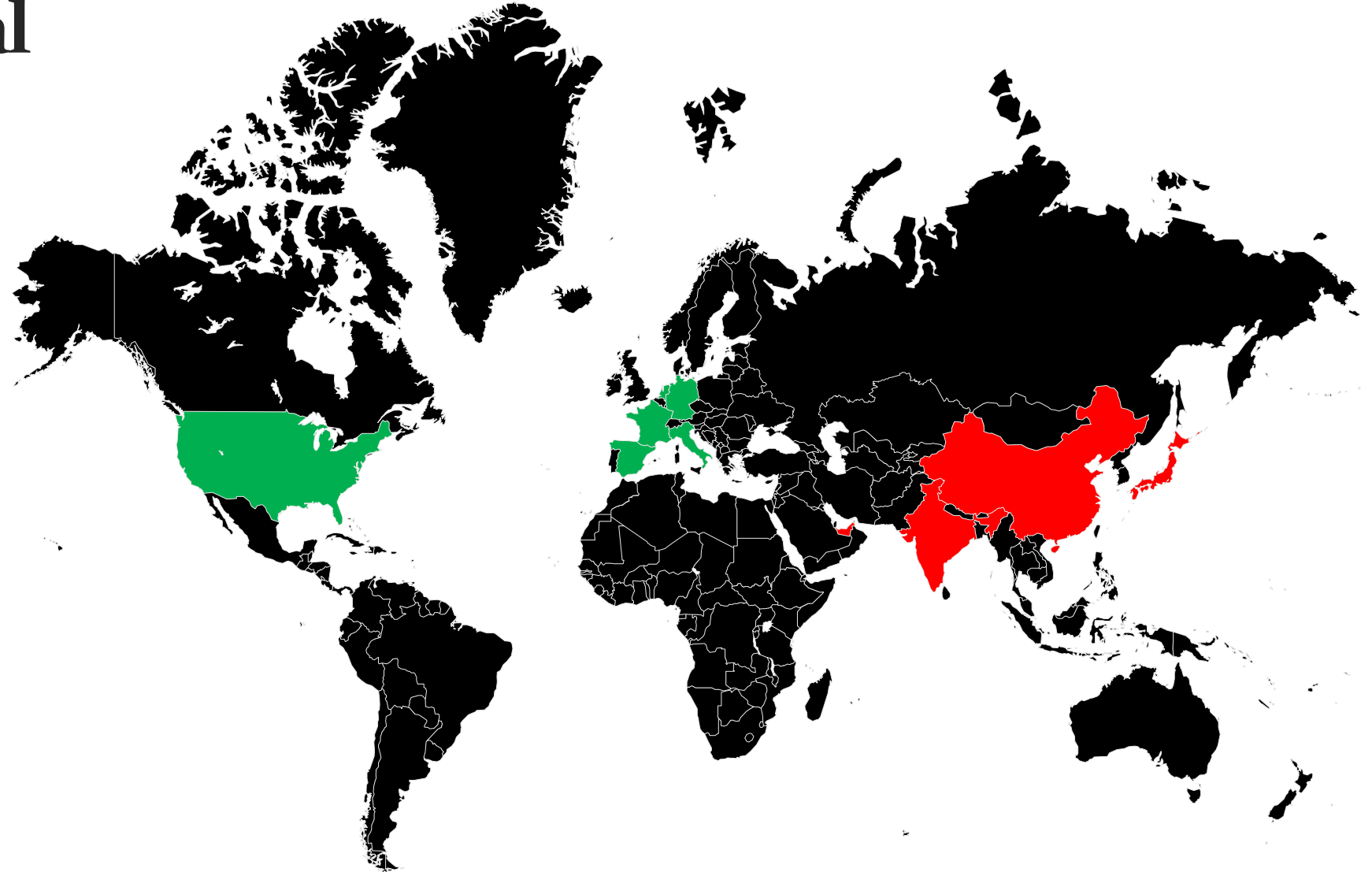
£30 million investment on new home for the Coliseum, space for 500 people

Opening in 2020





International Markets



Prime markets

USA

China

Europe (DE, FR, NL, ES IT)

UAE

India

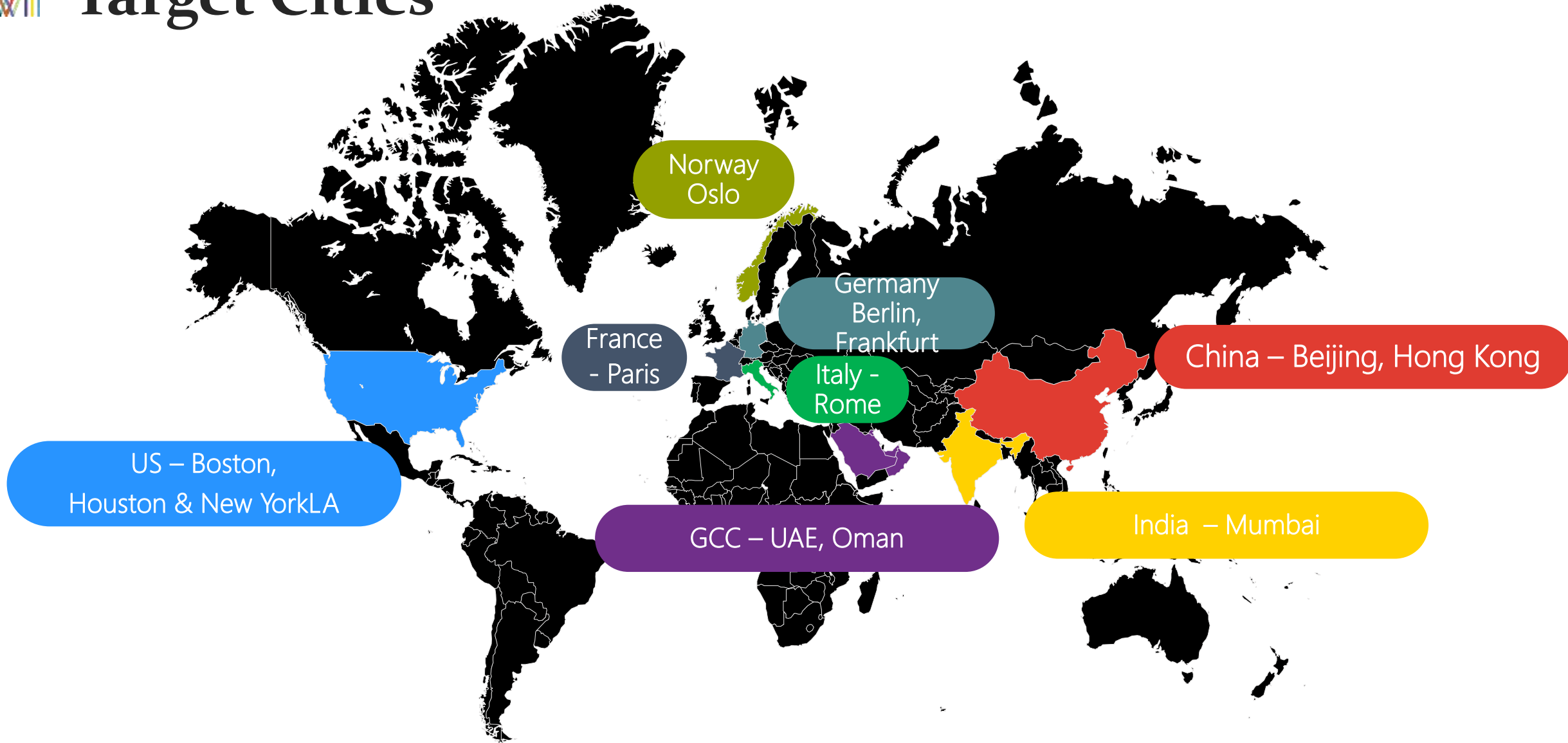
Opportunity Markets

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



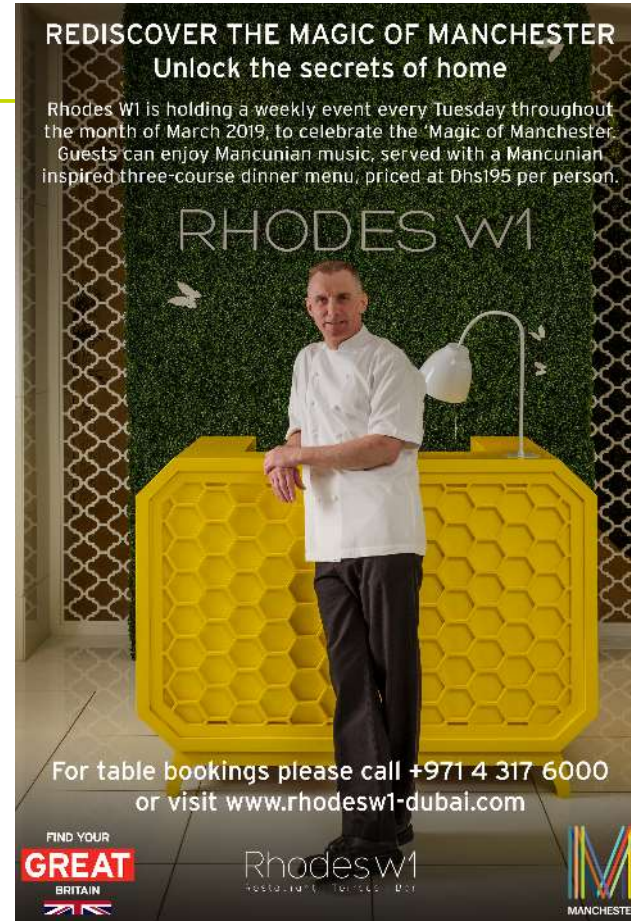
Marketing - Partnerships & collaborations





What we did

- Chinese New Year campaign
- Visitmanchester.com content
- Rediscover Manchester campaign
- Jewellery quarter listing
- King Street Festival campaign





Chinese New Year

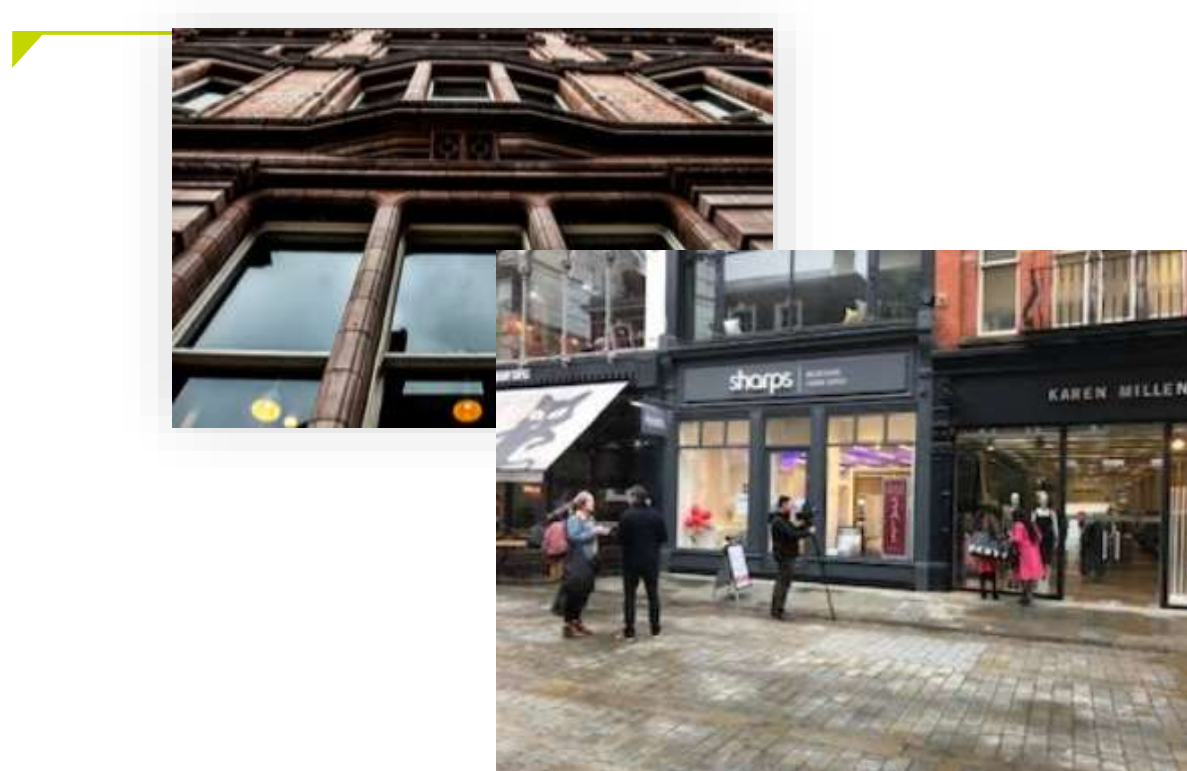
- January 2019
- Chinese New Year microsite (185,000 page views)
- Paid digital advertising campaign (52,000 clicks)
- 16,000 emails
- Organic social campaign (74, 750 reach)
- Dragon Parade live social media activation (100,000 reach)





Video Content

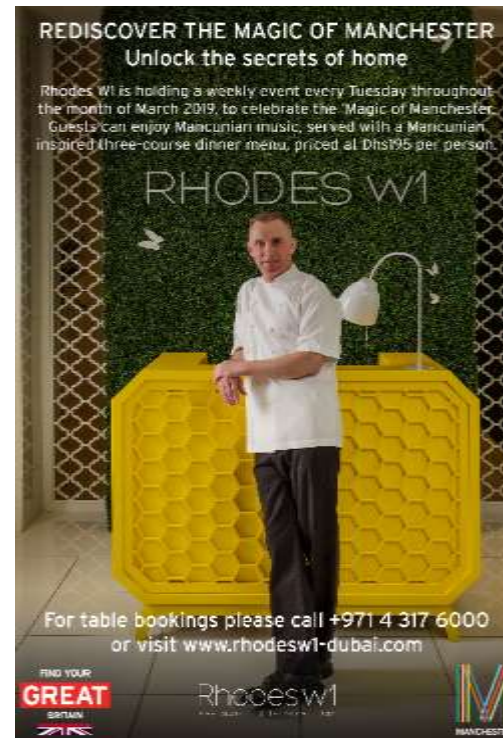
- February 2019
- GCC 'Rediscover Manchester' campaign
- 'Unmissable days out in Manchester' campaign
- 30 second CWC19 promotional video





Rediscover Manchester campaign

- Dubai expatriates traveling to UK
- Objective: to increase length of stay and spend in Manchester City Centre when visiting family and friends
- Radio and digital





Rediscover launch event

- 25 February 2019
- Hosted at Rhodes W1 @ Gary Rhodes
- 109 key media and influencers attended
- 5 press articles, 63 social media posts

SPONSORED | TRAVEL

7 Reasons Why People Are Choosing Manchester Over London for a City Break

Like 3.5K people like this. Be the first of your friends.

Did you know Manchester is home to the nation's *first* free public library? Or how about the fact that it's where the vegetarian diet hails from? There's *a lot* to be discovered in [Manchester](#). Whether you're a foodie fanatic or culture buff, this vibrant city is made up of an array of quirky cafés, eclectic nightlife spots and jaw-dropping architecture.

Where city vibes meets scenic countryside of both worlds, allowing you to explore the offer, it's no wonder people are choosing Manchester. *Here are some of the reasons why...*

The collage consists of five photographs: 1. A group of four people (three women and one man) standing together and smiling. 2. A woman in a blue patterned dress speaking into a microphone. 3. A man in a dark jacket and hat playing an acoustic guitar on a stage. 4. A man in a dark suit standing between two women, one in a red dress and one in a floral dress. 5. A man in a dark jacket playing an acoustic guitar on a stage, with a brick wall and a sign that says 'THIS IS THE PLACE' in the background.



Jewellery Quarter

- Jewellery Quarter Section launched in May 19
- Phase 1 live
- Phase 2 underway



You are here: [Home](#) > [Shopping](#) > Manchester's Jewellery Quarter

Jewellery Quarter

In the very heart of Manchester's shopping district is the city's thriving Jewellery Quarter. King St is home to a mix of independent and chain jewellers. Whether you're looking for an exclusive timepiece, exceptional piece, you're guaranteed to find what you're looking for in the Jewellery Quarter.

- Tag Heuer**
The Heuer Boutique Manchester welcomes you and presents its collection of TAG Heuer watches in Manchester.
- Fraser Hart**
The Fraser Hart Manchester City Centre store is set in the heart of Manchester on St. Ann's Street, and is one of the finest jewellers in Manchester.
- Austen & Blake**
Austen & Blake specialise in exquisite custom jewellery. As you stroll through, bespoke moments call for celebration. They create made-to-order, high-quality pieces – personalised and meaningful – to create a special chapter in your life.
- Cartier**



King Street Festival

- June 2019
- **66,313 page views** across the campaign, with an increase of +53.45% on 2018.
- Generated **128,608 impressions** from the organic social media campaign, an increase of +123.67% on 2018
- A paid campaign generating **33,500 clicks** and **1.65m impressions**, an increase of +19.57% on 2018.
- Delivery of **16,708 emails** containing King Street Festival content.
- **676 entries** to the VIP Winners Table competition.





What's next...

- Photography content
- Jewellery section on visitmanchester.com
- Fringe Festival campaign
- Halloween campaign
- Chinese New Year campaign
- Cricket
- Tour of Britain

