

FACTS & FIGURES

This factsheet references some of the data sources Visit Manchester uses to monitor its performance as a visitor destination.

STEAM – Greater Manchester

Visit Manchester uses STEAM (The Scarborough Tourism Economic Activity Monitor) ran by GTS UK to provide an indication of the value and volume of the visitor economy in Greater Manchester.

STEAM uses a range of data sources within the tool to estimate this including; occupancy rates, accommodation bedstock, room rates, visitor surveys, visits to attractions and visitors to visitor information centres.

STEAM aims to include the most appropriate and up-to-date information available, the latest sources adopted being:

- Revised visitor spend rates from the Northwest Day & Staying Visitors Surveys (NWDA) 2007 and the Greater Manchester Visitors Survey 2007 (Visit Manchester).
- Day visitor volume data from the Northwest Day & Staying Visitors Survey 2009/10 (NWDA).

Please note that all figures are unindexed and therefore represent the value at that year in time.

	Economic Impact	FTE jobs supported
2009	£5.4 billion	75,268
2008	£5.2 billion	73,174
2007	£5.4 billion	73,540
2006	£4.9 billion	70,818
2005	£4.6 billion	68,236

	Staying Visitors	Day Visitors	Total Visitors
2009	8.2 million	89.7 million	97.9 million
2008	8.8 million	87.6 million	96.4 million
2007	9.6 million	85.0 million	94.6 million
2006	9.1 million	83.7 million	92.8 million
2005	9.2 million	77.7 million	86.9 million

	2009	2008	2007	2006	2005
Bedstock	40,030	40,550	40,681	43,590	44,386

Top Ten Most Visited Attractions in Greater Manchester

During the collection of data for the annual STEAM process annual visitor figures are collected from visitor attractions across the ten districts of Greater Manchester. Please note that those included in the table below are VAQAS accredited:

	2010	2009	2008	2007	2006
1. The Lowry	872,641	843,035 (1)	841,496 (2)	800,000 (1)	850,000 (1)
2. MOSI	601,106	532,763 (2)	852,262	704,975 (2)	392,361 (2)
3. Chill Factore	450,000	484,722 (3)	/	/	/
4. Manchester Art Gallery	378,650	408,539 (4)	394,205 (3)	393,650 (3)	345,850 (3)
5. Manchester Museum	346,148	329,752 (6)	244,265 (7)	234,648 (7)	224,952 (8)
6. Bolton Museum, Aquarium & Archive	321,569	374,079 (5)	309,865 (5)	267,483 (4)	257,343 (4)
7. Manchester United FC Museum	315,713	309,397 (7)	326,654 (4)	263,325 (6)	219,496 (9)
8. Runway Visitor Park	300,000	241,000 (9)	228,000 (9)	226,087 (8)	250,000 (6)
9. Imperial War Museum North	245,726	236,529 (10)	238,794 (8)	222,791 (9)	235,991 (7)
10. Whitworth Art Gallery	172,442	170,089 (N/A)	137,729 (N/A)	117,139 (N/A)	87,579 (N/A)

Occupancy

Occupancy rates are currently monitored by Visit Manchester through the provision of data from STR Global to provide an indication of destination performance in terms of the staying visitor market.

Please note that monthly data is available from January 2010 for both the city centre (sample of 26) and Greater Manchester (sample of 64) segments. The city centre sample data has been used for the 2010 and 2011 figures for comparative purposes based on the relevance of the sample to samples sourced from previous years. The monthly averages are provided below:

	2011	2010	2009	2008	2007	2006	2005	2004	2003	2002	2001	2000
JAN	59%	59%	59%	66%	68%	65%	66%	62%	60%	62%	62%	56%
FEB	75%	71%	69%	73%	76%	75%	75%	70%	70%	76%	76%	75%
MAR	74%	74%	69%	74%	79%	78%	70%	76%	69%	76%	76%	76%
APR	69%	71%	71%	80%	73%	77%	80%	70%	73%	72%	72%	69%
MAY	78%	77%	70%	76%	78%	78%	74%	74%	74%	72%	72%	72%
JUN	83%	69%	73%	77%	79%	79%	82%	76%	73%	70%	70%	72%
JUL	82%	71%	71%	75%	77%	77%	75%	71%	72%	75%	75%	77%
AUG	66%	58%	62%	64%	67%	68%	69%	66%	64%	66%	66%	70%
SEPT	80%	76%	75%	76%	79%	83%	80%	80%	78%	75%	75%	80%
OCT	83%	75%	78%	76%	80%	82%	81%	79%	74%	76%	76%	82%
NOV	84%	80%	76%	75%	83%	87%	84%	81%	71%	74%	74%	82%
DEC	70%	66%	69%	65%	74%	70%	69%	67%	62%	65%	65%	66%
Annual	75%	71%	70%	73%	76%	77%	75%	73%	70%	72%	72%	73%

Sources:

2010 and 2011: STR Global (city centre segment of 26 accommodation providers)

Aug 2003-2009: LJ Forecaster

2000-Aug 2003: Marketing Manchester

Please note that monthly averages for 2010 and 2011 for the Greater Manchester sample (64) are available at: <http://www.themanchestertouristboard.com/site/what-we-do/tourism-development/research/economic-impact-and-occupancy>

International Passenger Survey

The International Passenger Survey counts travellers from international destinations passing through key airports and ports across the UK. Approximately 1 in 500 will then be interviewed to gain more information about their visit.

In 2010 it was estimated that there were 811,000 international visitors to Manchester and 1,016,000 international visitors to Greater Manchester.

The table below shows the most visited destinations as recorded by the survey:

Top Cities & Towns visited by International Visitors											
2010		2009		2008		2007		2006		2005	
London	14,706	Lon	14,211,000	Lon	14,753,000	Lon	15,340,000	Lon	15,593,000	Lon	13,893,000
Edinburgh	1,305,000	Edi	1,324,000	Edi	1,191,000	Edi	1,338,000	Edi	1,338,000	Edi	1,134,000
Manchester	811,000	Man	800,000	Man	889,000	Man	971,000	Man	912,000	Man	824,000
Birmingham	740,000	Bir	709,000	Bir	763,000	Bir	755,000	Bir	779,000	Bir	728,000
Glasgow	551,000	Gla	623,000	Gla	629,000	Gla	700,000	Gla	741,000	Gla	684,000

Source: Office of National Statistics/VisitBritain

Further Information

Visit Manchester undertakes a range of evaluative work to increase its effectiveness in its activity, to monitor destination performance and to inform planning for the organisation and the destination.

The following are links to the information that is most requested in addition to the above:

Conference Value & Volume 2010

The study was undertaken in 2010 using the full year data from 2009 and identified the value and volume of the conference and business event market. The study valued the market at £573 million to the Greater Manchester economy, generating 4.2 million delegates and 6.9 million delegate days. For more information on the market as identified in the study please see:

<http://www.themanchestertouristboard.com/site/what-we-do/tourism-development/research/other-surveys-and-studies>

Leisure Market Evaluations

The evaluations on the leisure market to Greater Manchester including the Greater Manchester Visitors Survey as well as the campaign evaluations for key international and domestic markets:

<http://www.themanchestertouristboard.com/site/what-we-do/tourism-development/research/other-surveys-and-studies>

Any queries can be e-mailed to research@visitmanchester.com