Marketing Manchester
– review 2016/17
MANCHESTER AT MIPIM 2017

MIPIM is the world’s leading property market. It offers Manchester the chance to showcase not only its property sector but its place as a leading global business and investment destination.

Marketing Manchester coordinated Manchester’s presence at MIPIM, this year supporting a partnership of 113 organisations, the largest ever.

This year the delegation moved to the Manchester Pavilion, a new venue with more space, better facilities and a prominent position on the promenade.

Marketing Manchester supported the delegation with a press and social media campaign and produced promotional video broadcast at the event and at the Pavilion.

Manchester at MIPIM 2017 achieved record numbers in event attendance, Twitter impressions, and website views. Press coverage highlights included mentions in The Wall Street Journal, The Australian and BBC Sunday Politics.

Links

Manchester Film ➤ Press ➤
In June 2016 Hainan Airlines launched the inaugural direct flight from mainland China to Manchester, the first route to the UK outside London.

Marketing Manchester supported the new route with an integrated marketing and press campaign to raise Manchester’s profile in Beijing, Shanghai and Guangzhou. The campaign had a value of £1 million which was raised by Marketing Manchester through strategic and tactical partnerships.

The campaign included advertising, print, trade trips, digital and press. It leveraged Manchester United’s and Manchester City’s International Champions Cup games and the Halle’s summer tour to promote Manchester as a cultural and sporting destination. A third of those attending the football games now had plans to travel, and Britain had become a preferred option. Positioning Manchester as the ‘Gateway to the North’, Marketing Manchester led a consortium of destinations and venues to promote the North, including Liverpool, Leeds, Chester, York, the Lake District and the Peak District.

Hainan Airlines has announced plans to increase the frequency of flights from four to five a week. This will rise to daily during the summer months.

Marketing Manchester were awarded ‘Outstanding Marketing Partnership’ by Hainan Airlines.
MANCHESTER BRAND

To be a leading international city we need to be able to tell the ‘Manchester Story’ in a consistent and compelling way to international audiences.

Marketing Manchester therefore created a toolkit of content that can be used as the go-to-source for all of our city-region’s ambassadors and stakeholders when they need to showcase Greater Manchester on the international stage.

Unified, compelling and easy-to-use the toolkit will enable our stakeholders to shape, script and boost their own presentations and marketing material to sell the Manchester message.

This includes:

• A refresh of brand ‘M’
• A new destination web platform
• Photography and films
• Manchester narratives
• A Greater Manchester presentation deck
• Factsheets, infographics and maps
• Destination Guides
• Sector Guides
• The M Drive - a digital asset management system

The toolkit will be hosted on the M Drive a new digital asset system accessible to our partners that will also include images, videos and infographics.

Links

Brand Guidelines ➤ Photography ➤ M Drive ➤ Video ➤
Destination Guide & Manchester Map ➤ Fact sheets ➤

Portrait Text Medium

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Portrait Text Bold

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ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
EUROSCIENCE OPEN FORUM (ESOF) 2016

ESOF is largest science conference in Europe. Held biennially it brings together scientists, teachers, students, policy makers, the industry and the media to debate, network and learn.

Marketing Manchester, in partnership with Manchester City Council and the University of Manchester helped secure ESOF for the city, bringing 3,600 delegates to the city, worth an estimated £3.5m to the local economy.

The conference enabled Manchester to showcase its key sectors including Life Science and Advanced Materials.

Marketing Manchester provided a dedicated conference team, including event support, marketing and press.

The conference was complemented by the Science in the City festival, which was attended by 40,000 people.

<table>
<thead>
<tr>
<th>3,542 delegates</th>
<th>80 countries represented</th>
<th>500 journalists attended</th>
</tr>
</thead>
<tbody>
<tr>
<td>4 Nobel Laureate speakers</td>
<td>£3.5m economic impact of delegates spend</td>
<td>2,000 international online &amp; print media coverage</td>
</tr>
</tbody>
</table>

Links

[Peppered Moth Video](#)  [ESOF film](#)
In 2016/17 Marketing Manchester developed a new digital destination strategy for Greater Manchester.

A new digital platform was created, formed around the themes of VISIT, MEET, INVEST, with a plan for STUDY to follow in 2017. This new channelled approach enabled us to target key audiences, create more flexible international campaigns and implement enhanced and integrated social media strategies.

Clear, cohesive and mobile friendly, the development of the new digital platforms was driven by the rapidly changing digital landscape, the evolving requirements of our stakeholders and the desire to be the UK’s leading digital destination marketing organisation.

The new strategy was developed using in-depth site analysis, trend data and the latest tech reports and supported by underlying technical, content and SEO strategies.

<table>
<thead>
<tr>
<th>Links</th>
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<tbody>
<tr>
<td><a href="#">visitmanchester.com</a></td>
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<tr>
<td><a href="#">investinmanchester.com</a></td>
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<tr>
<td><a href="#">meetinmanchester.com</a></td>
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<table>
<thead>
<tr>
<th>Metric</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Website visitors</td>
<td>2.5m</td>
</tr>
<tr>
<td>Page views</td>
<td>12m</td>
</tr>
<tr>
<td>Facebook likes</td>
<td>80,000</td>
</tr>
<tr>
<td>Twitter followers</td>
<td>221,000</td>
</tr>
<tr>
<td>Social media reach</td>
<td>20m+</td>
</tr>
<tr>
<td>Pages published</td>
<td>3,785</td>
</tr>
<tr>
<td>Partner content articles created</td>
<td>300+</td>
</tr>
<tr>
<td>Increase in US traffic</td>
<td>40%</td>
</tr>
<tr>
<td>New articles written</td>
<td>80</td>
</tr>
</tbody>
</table>
MANCHESTER IN THE MEDIA

In 2016/17 Marketing Manchester worked with over 1,000 national and international journalists, broadcasters and influencers to generate coverage of Greater Manchester as a destination to visit, invest, meet and study.

Over 200 journalists were hosted on press visits to Greater Manchester, showcasing the best of the city region.

Internationally the focus was on attracting journalists from the key markets of the USA, the Gulf States and China, where new routes to Manchester Airport have been secured.


As part of the China campaign Marketing Manchester helped a television film crew from Manchester’s sister city Wuhan film a documentary comparing the two cities, which was broadcast on China’s state broadcaster, CCTV.

Links

Coverage highlights ▶
Manchester’s Convention Bureau positions Manchester as a world-leading conference destination. In 2016/17 we secured 38 conferences worth an estimated £25m for the local economy.

Key conferences secured in 2016/17 include:

- Annual Conference of Particle Therapy (1,500 delegates, worth £2.5m to the local economy);
- Society for Molecular Biology and Evolution Conference (1,300 delegates, worth £2.7m to the local economy);
- Guidelines for International Network (500 delegates, worth £1m for the local economy).

The Convention Bureau attended key events in the Business Tourism sector such as IMEX Frankfurt in April 2016 and Confex in February 2017.

**Links**

[Business Tourism Video](#)
Marketing Manchester’s sector team creates bespoke B2B marketing and communication campaigns to support inward investment agency MIDAS to attract businesses from across the Manufacturing & Advanced Engineering, Creative, Digital & Tech Life Sciences and Financial, Professional & Business Services sectors.

Highlights include:

A new approach to promoting Greater Manchester, Team Manchester spotlights our region’s leading business figures and thought leaders, showcasing them as international ambassadors to promote our region’s innovation and growth. This approach was successfully implemented at events such as the Advamed MedTech Conference and SXSW 2017 in the USA.

In 2016/17 we launched a new digital content marketing strategy that targeted business decision makers with informed and engaging conversational content. We exceeded our target for impressions by 235% and more than 55% of our target audience were business owners, C-suite executive and directors.

This strategy was supported by the launch of our new website investinmanchester.com – which provided a more accessible, informative and streamlined journey for businesses exploring Greater Manchester as an investment option.
CHRISTMAS CAMPAIGN

The Christmas campaign is the largest consumer leisure tourism campaign of the year. The strategic partners were Visit Manchester, Heart of Manchester BID, Manchester City Council and Transport for Greater Manchester along with a range of commercial partners including hotels, attractions, theatres and other transport providers.

The campaign was multi-channel comprising TV & video-on-demand, radio advertising, print, digital, social media, press advertising, out of home advertising and press and PR. The marketing activity primarily targeted ABC1 audiences within a one to two hour travel time from Manchester.

The Christmas 2016 campaign has been shortlisted for two awards – Best Integrated Campaign at the Roses Creative Awards and Best Use of Animation at the Big Chip Awards.

Links
Christmas advert

£1.2m total campaign value
£61m additional visitor spend generated
1.6m ABC1 adult viewers on TV & VOD

6.6m press reach
16.6m radio listeners
420k Christmas leaflets printed

380k page views on dedicated microsite
257k e-newsletters delivered
32 partners

For Christmas Markets it has to be MANCHESTER

Open from 10 November to 21 December with tram links at Deansgate-Castlefield, St Peter’s Square, Market Street and Victoria.

visitmanchester.com/christmas

Take the tram around GREATER MANCHESTER

With traditional markets and boutique shopping – no wonder Manchester is the capital of Christmas.

visitmanchester.com/christmas
## PERFORMANCE HIGHLIGHTS

### DOMESTIC CAMPAIGNS
- £70m additional visitor spend
- 119m consumers reached

### INTERNATIONAL CAMPAIGNS
- **CHINA**
  - £1m campaign
  - 181m reach (consumer and travel trade)
- **USA**
  - £500k 2 year campaign, increasing visitors from San Francisco & Boston
- **GCC**
  - £400k travel trade campaign

### COMMUNICATIONS
- 206 journalists hosted
- £8.5m advertising value equivalent
- 290m circulation/reach

### TRAVEL TRADE
- 833 meetings with travel trade to promote Manchester
- 113 partners
- 200 press articles
- 271 delegates
- 10K visitors to the Manchester Pavilion

### BUSINESS TOURISM
- **38** conferences won
- **15,000** delegates predicted to attend
- **£25m** economic impact of association conferences won

### DIGITAL
- VISITMANCHESTER.COM
  - 2.5m visitors
  - 12m page views
- Social Media
  - 80K Twitter followers
  - 212K Facebook likes

### SECTOR
- **1000+** B2B engagements
- **4,879** jobs created and safeguarded
- **£290.4m** economic impact (GVA)
- **60K** unique visitors to investinmanchester.com
- **2,425** LinkedIn followers (+21.25%)
- **62m+** sector media reach
**TOURISM FIGURES**

<table>
<thead>
<tr>
<th>Metric</th>
<th>Value</th>
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<tbody>
<tr>
<td>Staying visitors</td>
<td>10.5m</td>
</tr>
<tr>
<td>Day visitors</td>
<td>107.9m</td>
</tr>
<tr>
<td>International visits</td>
<td>1.38m</td>
</tr>
<tr>
<td>Economic impact</td>
<td>£7.9bn</td>
</tr>
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</table>

**PARTNERSHIPS**

**COLLABORATION WITH EUROPEAN MAYOR’S OFFICES**

- Lyon
- Barcelona
- Amsterdam
- London
- Manchester
- Stockholm

**WORKING WITH THE GOVERNMENT**

**AT THE HEART OF THE NORTHERN POWERHOUSE**

- As Gateway to the North of England, we work with Destination Management Organisations across the North of England.

**Partner Connections**

- GMCA Greater Manchester Combined Authority
- Greater Manchester Local Enterprise Partnership
- Department for Communities and Local Government
- Department for Culture, Media & Sport
- Department for Education
- Department for Business, Energy & Industrial Strategy
- Department for Business, Energy & Industrial Strategy
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**2015 Figures**

- 3% total number of visitors on previous year
- 79% annual hotel occupancy for city centre
- 79% annual hotel occupancy for GM
- £7.9bn economic impact of tourism to GM on previous year
- 94k full time jobs supported on previous year
- 390 tourism members
- 1.38m international visits to GM
- 5% total on previous year
- 7% on previous year
- 2% on previous year
- 10.5m staying visitors
- 107.9m day visitors
- 8,869 B2B engagements
- 2.7m B2C engagements