Marketing Manchester
Strategic Priorities
About Us

Marketing Manchester is the agency charged with promoting Greater Manchester nationally and internationally as a place to visit, invest, meet and study. Our work is an essential component to successfully raise the profile of Manchester as the gateway to the North and improve global perceptions and city ranking.

It is our privilege to be the city region’s destination marketing organisation and also the official tourist board for Greater Manchester. We operate Manchester’s Convention Bureau and we support MIDAS in the delivery of inward investment promotion focussing on priority sectors.

We are proud to be part of The Growth Company, an economic and social development agency that delivers skills, employment, consultancy and business support services for Greater Manchester and also across the UK – with the aim of enabling growth, creating jobs and enriching lives.
Scope

We are funded through a combination of commercial revenue - including investment from Manchester Airport Group for international campaigns - and local and national public funds.

We work closely in partnership with Greater Manchester Combined Authority, VisitBritain, the Department of International Trade (DiT), destination management organisations, and many key stakeholders, in addition to over 500 private sector partners.

We promote Greater Manchester’s priority key sectors: creative, digital & technology; health innovation and life sciences; advanced manufacturing; financial and professional services as well as our underpinning culture, leisure and business tourism sectors.
Income Streams

We are funded through a combination of revenue streams, with around two thirds being generated from private sector members, partners and commission. The funding streams for 2019/20 are shown below:
Funding Allocation

The majority of funding is allocated to deliver specific Service Level Agreements and campaign contracts.

- **Leisure Tourism**: 57%
- **Business Tourism**: 10%
- **Sector Marketing**: 5%
- **Partner/Sponsor**: 28%
Our Role

Marketing Manchester’s role is to promote Greater Manchester as a place to visit, invest, meet, live and study.

Our priorities are to:

1. **Promote Greater Manchester on a national and international stage:**
   - to leisure visitors, providing them with inspiration and information to visit
   - by identifying, bidding, securing and supporting, business conferences and events

2. **Influence investors in our key sectors** to set up and grow their businesses in our city-region.

3. **Strive to be an exemplar Destination Management Organisation.**
Objectives

Marketing Manchester’s objectives are included in The Growth Company’s Business Plan and support the delivery of Greater Manchester’s policies and ambitions including the GM Strategy, the GM Internationalisation Strategy and the GM Local Industrial Strategy.
Objectives

1. **Promote GM on a national and international stage:**
   - Inspire and inform leisure visitors to encourage increased stays and spend via consumer and trade marketing and media channels
   - Work in partnership with conference venues and ambassadors research, identify, bid for and secure business conference and events targeting priority sectors achieving maximum economic impact
   - Influence inward investors in priority sectors and via targeted promotion and third party initiatives and enable them to set up and grow their businesses in GM
   - Collectively promote Greater Manchester’s universities to raise awareness with international students
   - Raise the profile of GM by building relationships and developing initiatives with relevant national and international political and civic stakeholders
Objectives

2. Influence and Facilitate GM Place Making and Shaping

- In partnership with GMCA, lead the development of the GM brand framework and communicate the shared story and sector narratives with GM’s stakeholders and advocates to raise awareness of GM’s strengths and key assets
- Develop city brand tracking strategy to monitor positioning and measure performance against global competition
- Support Local Authorities in place making strategy development, drawing out relevant USPs for each and promoting collectively in national and international
- Deliver a programme of tourism research to inform and develop the GM Tourism Strategy and Destination Management Plan highlighting and communicating development priorities
- Facilitate development and distribution of bookable tourism and cultural products tailored to priority markets
Objectives

3. Strive to be an Exemplar Destination Marketing Organisation
   • Adopt and deliver against the GM brand framework and shared story for GM – striving to deliver creative/innovative but effective campaigns
   • Drive a culture that thrives on its behaviours, outlined in the Growth Company shared values: Make a Positive Difference; Stronger Together; Empower People; Do the Right Thing; Build on Success.
   • Be commercially focused in all that we do. Maximising every opportunity to provide the greatest return on investment.
   • Monitor our activity and seek feedback to achieve continuous improvement.
   • Invest in our resources, provide learning opportunities, allowing the organisation to fully capitalise on the talent and expertise it nurtures.
   • Achieve IIP, ISO 9001 and ISO 27001 accreditation.

Our operational objectives are integrated into the Growth Company Business Plan and our Marketing Delivery plans outline all our campaign activity.
Our Partners

Partnership is essential to maximise the impact of our marketing and promotions – we work with a wide range of strategic partners:

- As the gateway to the North of England and beyond, we work with major airlines; OTAs; travel trade; media and Destination Management Organisations across the country
- We work with over 300 tourism members including our prestige partners:
  - Dakota Hotel Manchester
  - Emirates Old Trafford
  - Manchester City Football Club
  - Manchester United Football Club
  - Radisson Blu Edwardian
  - Stalybridge/Crowne Plaza Oxford Rd
Priority Markets

Core: USA, Europe
Emerging: India, China, GCC
Monitoring: Japan, Australia
International Marketing Audiences

Visit
£8.1bn
94k jobs

Invest
£7.5bn
880k jobs

Meet
£810m
22k jobs

Study
£415m
96k students
17.5k international
Priority Sectors

Our priority sectors have been determined through robust research to identify the best prospects for growth.
LEISURE TOURISM
Greater Manchester’s visitor economy supports 93,900 jobs in Greater Manchester and generates £7.9 billion. In 2015 there were 118.5 million visitors to Greater Manchester. Together with culture and sport, tourism contributes significantly to place making, quality of life and attractiveness expected of a global city.

The GM tourism strategy aims to increase the value of the sector to £8.4 billion by 2020.

BUSINESS TOURISM
Conferences and business events generate attract around 5 million delegates a year, generating £823 million annually for the Greater Manchester economy. These events support 22,500 direct jobs in Greater Manchester, and also generates indirect and induced employment, resulting in a total of 40,100 jobs. As well as driving jobs and growth, business events help to position Greater Manchester’s brand on the world stage.

The 2020-2025 GM Business Tourism Strategy aims to generate 40% growth by 2025 to increase the value of Business Tourism to £1.2 billion.

Marketing Manchester promote leisure and business tourism sectors to domestic and priority international markets, working with local, regional and national partners.
Priority Sectors

Marketing Manchester supports MIDAS to promote priority sectors to national and international investors and works with sector stakeholders to communicate strategic stories to priority markets.

**INVEST**

**Advanced Manufacturing and Materials**
The sector supports over 114,000 manufacturing and engineering jobs in Greater Manchester and generates £7.7 billion GVA. Specialist and niche opportunities include: advanced materials including 2D materials, semiconductors; composites and coatings; and process metallurgy exploiting links to defence, food and drink, transport, aerospace and life science supply chains.

**Creative, Digital and Tech**
The sector supports 54,400 jobs in Greater Manchester's creative & digital companies and generates £3.1 billion GVA. Specialist and niche opportunities include: content production, digital services and technology, converge in sub-sectors such as e-commerce, smart cities, cyber security, AR/VR, gaming.

**Health Innovation and Life Sciences**
The sector supports 157,000 health and social care jobs in Greater Manchester and generates £4 billion GVA. Specialist and niche opportunities include: genetics; connected data; precision medicine (including diagnostics); cancer research; clinical medical devices; clinical trials; cardiac services; neurosciences; health informatics; education and training; remote diagnosis; and primary care.
Priority Sectors

STUDY

Marketing Manchester aims to work with all Greater Manchester Universities to improve the attraction of talent into GM and its perceptions nationally and internationally.

Greater Manchester is the largest student city in the UK outside of London and has one of the largest student populations in Europe with four universities: Manchester, Manchester Metropolitan, Salford and Bolton. There are around 96,200 students currently in Greater Manchester, of which 17,500 are international students. The attraction and retention of students is critical to Greater Manchester’s future growth and ambitions.
Activity is evaluated against contracted programme and campaign objectives. Collective KPIs for 2019/20 are outlined here.
Evaluation & Reporting

DISCOVER ENGLAND FUND – GROWING MANCHESTER AS AN INTERNATIONAL GATEWAY TO THE NORTH.

- 40 Manchester tourism businesses engaged
- 14 businesses in Manchester now have bookable commissionable product
- 5 Manchester half day excursions launched
- 2 Greater Manchester day excursions launched
- 10 overnight excursions in the North of England developed and in-market
- 34 UK-based tour operators engaged
- 3 suppliers engaged to develop guided scheduled day trips from Manchester and launched
- 20 self-guided all excursions from Manchester across the North of England developed and launched
- 12 operators signed up as sales agents for DEF excursions/products