Marketing Manchester
Review 2018/19
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Key Performance Highlights

DOMESTIC CAMPAIGNS
£27m additional visitor spend

INTERNATIONAL CAMPAIGNS
GCC
£19m Experience England campaign

India
£5.8m campaign 53m reach

China
£5.7m campaign 15m reach

Europe
£3.19m campaign 33m reach

USA
£1.6m campaign 190m reach

MANCHESTER IN THE MEDIA
215 journalists hosted
1.1 billion opportunities to see
1,207 pieces of coverage

TRAVEL TRADE
21,607 travel trade engagement
96 partners
1.7m Twitter impressions

MIPIM
245 delegates
26m opportunities to see through media coverage

BUSINESS TOURISM
22 conferences won
48,130 delegates predicted to attend
£132.3m economic impact of association conferences won

DIGITAL
2.9m visitors
3,202 pages published annually

SOCIAL MEDIA
267k Twitter followers
96k Facebook likes
53.5k Instagram followers

SECTOR
1,448 B2B engagements
4,520 jobs created
£321.7m economic impact (GVA)

75,005 visitors to website
4,537 LinkedIn followers 44%
Tourism Figures

- **11.5m** staying visitors (Source: STEAM)
- **108m** day visitors (Source: STEAM)
- **1.6m** international visits (Source: International Passenger Survey 2018)
- **81%** hotel occupancy for Manchester city centre for 2018 (Source: STR)
- **25,190** hotel rooms across Greater Manchester (Source: STR)
- **2.6% increase** on previous year (Source: STR)
- **79%** hotel occupancy for Greater Manchester for 2018 (Source: STR)
- **£8.4bn** economic impact generated by Greater Manchester’s tourism industry (Source: STEAM)
- **95,800** full-time equivalent jobs supported (Source: STEAM)

Partnerships

- **235** Tourism Members
  - The Edwardian Manchester - A Radisson Collection Hotel, Hyatt Regency and Hyatt House Hotels, Manchester United, The Dakota and Emirates Old Trafford

- **5** Prestige Members

Strategic Partners

- Arts Council England
- GMCA
- Greater Manchester Local Enterprise Partnership
- MANC Convention Bureau
- Visit Britain
- Transport for Greater Manchester
- Manchester Central
Discover England Product Development
‘Growing Manchester as an International Gateway to the North’

In 2016, Marketing Manchester was successful in its bid to the Discover England Fund - leading on the project aimed at growing Manchester as an international gateway to the North.

The aim was to establish Manchester as a significant long-haul gateway for international visitors to England; double the volume of inbound trips to Manchester Airport by 2027 and ensure that Manchester operates effectively to disperse visitors across the whole of the North of England, increasing the region’s share of inbound tourism to 15% from 10%.

Project partners included Marketing Cheshire, Marketing Liverpool, Visit Peak District & Derbyshire, Cumbria Tourism, Visit County Durham, Marketing Lancashire, Make It York, Visit Leeds and Welcome to Yorkshire.

The project targeted lifestyle travellers from the US, interested in coming to England to experience city life. Activity included product development, promotion and distribution and the development of a welcome arrival strategy at Manchester Airport.

The project legacy will be integrating the above in business as usual, sustaining the momentum and promoting products and excursions to consumer and trade, as well as, and most importantly, continuing this new established collaboration by northern destination management organisations who recognise the strength of working together.

Key Stats

10 overnight excursions launched
12 trade signed up as sales agents
60 businesses engaged across Manchester and North of England
25 Manchester products/experiences launched on booking.com experience platform
1,500+ new trade contacts made in the US
USA Visitor Campaign

In our third year of partnership with VisitBritain and Virgin Atlantic, Marketing Manchester instrumented a campaign supporting the increased frequency on routes from Boston and San Francisco.

Promoting Manchester as a Gateway to the North, the partnership campaign utilised a number of digital platforms including Hulu, Undertone and Trade Desk, alongside Facebook and Instagram. The campaign over-delivered with a Twitter Chat generating over 80m impressions, 349% more than expected.

Working alongside Manchester Pride, Delta Air Lines, the British Consulate and VisitBritain, we delivered press, social media and on-territory events to support Boston and San Francisco Prides. Consumers were also engaged and offered the chance to win a vacation to Manchester.

In addition, we sponsored Travel Massive NYC, an event bringing together 130 travel companies and media from NYC’s travel industry, following this in March 2019, 23 travel agents visited Manchester, Northern England and North Wales, attending a familiarisation visit and roundtable organised by Marketing Manchester. This included our partners Mountain Goat, Manchester Sightseeing and BusyBus who presented their products.

Finally, we hosted an event in New York to support the launch of the Manchester International Festival 2019. The lunch event welcomed travel trade, journalists and artists connected to the festival, who learned about Manchester as a destination of culture.

Key Stats

5:1 return on investment (ROI)
£1.6m additional visitor spend
£22 spent by visitors for every £1 invested in campaigns
858 travel trade engaged
184m total campaign reach
160 media engaged
42 familiarisation trip attendees
6 travel trade exhibitions and conferences attended in the US
India Visitor Campaign

Marketing Manchester’s activity in India has centred around the launch of a new direct route from Mumbai and the Cricket World Cup hosted in summer 2019.

We supported Jet Airway’s on their direct route to Manchester through consumer campaigns, which included football and cricket as a driver to encourage visitors to book with Jet. Unfortunately, the airline fell into administration during the campaign, however despite this the route performed very well and we noted an increase in Indian visitors to Manchester.

Ahead of the launch, we embarked on a travel trade roadshow around Mumbai, Delhi and Bengaluru, meeting over 300 travel trade delegates, conducting 13 media interviews and training airline reservation staff.

Our partnership with Cox & Kings, the oldest travel agent in the world, has resulted in over 68 million engagements and an additional 7,100 bookings for visits to the North West. A campaign ran promoting sport, history and romance, and featured in leading newspapers and magazines, radio, television and online. In addition, Manchester also hosted 6 major Indian media, including Travel XP TV who created two episodes on the city for broadcast across India in multiple languages, three nationally-read newspapers, and collaborations with social media influencers who target a younger audience.

We anticipate the India market to grow in 2019/20, receiving a boost thanks to the Cricket World Cup, and we are confident that new non-stop routes to India will launch at Manchester Airport in the near future.

Key Stats

13:1 return on investment
415 on-territory meetings
127m reach of marketing campaign
£6.35 additional campaign spend raised for every £1 spent
78 Indian travel agents trained
£4.7m additional increase in visitor spend
12 new packages added with Manchester content
Marketing Manchester’s Gulf Cooperation Council (GCC) marketing activity was centered around the UAE ex-pat market, who visit the UK regularly, account for 49% of all visits to the UK, have an average spend of £1572 per visit and an average stay of nine nights. With 88,047 flight seats per week to the Britain, and only 18.4% of these being Manchester bound, there is considerable room for growth of this affluent market.

For 2018/19 Marketing Manchester partnered with CityCo and VisitBritain to promote Manchester to British ex-pats living in the UAE. The campaign, ‘Rediscover Manchester’ encouraged ex-pats to explore the city when they return to the UK to visit family and friends, using Manchester as a base.

Campaign activity included a targeted digital and radio media buy, featured stories to targeted media outlets in UAE and a dedicated landing home page featuring things to do in Manchester including video content and bookable experiences.

In March 2019, Marketing Manchester became the official destination partner of Lancashire Cricket Club. The agreement saw the two working together to drive visitors and spend to the Greater Manchester area, focusing on high profile fixtures including the Royal London One Day Cup, The Vitality Blast, the CWC19 and Specsaver Ashes.

Key Stats

2.74m reach of marketing campaign
24.6k clicks
5,869 campaign page visits
£342k PR value
China Visitor Campaign

Marketing Manchester has been working with a number of partners in China to deliver digital campaigns, engage with travel trade and develop new content.

Working with Mafengwo, a platform with 120 million users, we created a new channel for Manchester and Northern England stories, with three stories promoted across the campaign and a further 20 stories posted on the app.

In June, we partnered with Caissa, the largest travel agent in China, to create two new itineraries showcasing Manchester as a Gateway to the North, and a new Northern England travel store was launched in Beijing.

Alongside this, we carry out year-round market engagement, which this year included 80 appointments with Chinese Travel Trade at Destination Britain China. Additionally, we hosted 12 travel agents on an eight-day itinerary exploring Northern England, showcasing the destination to key agents who attract visitors in South and East China.

Future activity will focus on further partnerships with travel agents Ctrip, Qyer.com and Mafegwo to deliver content on a Manchester app, advertising and a major three-way campaign with VisitBritain.

Key Stats

12:1 ROI
411 on-territory meetings
185m reach of marketing campaign
£6.40 additional campaign spend raised for every £1 spent
80 Chinese travel agents trained
30 Chinese media hosted and engaged
£6.6m Additional increase in visitor spend
6 new packages added with Manchester content
Unmissable Weekends Domestic Campaign

2019 marked the start of a three-year cultural transformation for Greater Manchester, with £30 million+ invested in fourteen cultural institutions, forecasted to secure an additional 2 million visits to Greater Manchester.

On top of this, by the end of 2021 Manchester will see a further 3,200 hotel rooms opening in the city, with Marketing Manchester ensuring demand for this growth by working with a number of cultural agencies to promote major events within the city’s cultural calendar under the umbrella of ‘Unmissable Weekends in Manchester’.

In 2018, Marketing Manchester carried out domestic campaign activity, working with Manchester International Festival and Manchester International Art Fair to promote Manchester’s cultural offer and value as a weekend leisure destination to metroculturals and experience seekers in London and regionally across the UK.

Activity was anchored around MIF production Everything That Happened and Would Happen by German Composer Heiner Goebbels, and included paid advertising in print publications, outdoor screens, online and a motion screen in London Euston station. Estimated reach for the campaign exceeded 6 million.

As well as the above, the ‘Aviva Investors Art Fair’ is an annual event that took place in October 2018 and is widely recognised as being the North’s most prestigious art fair.

Key Stats

Target audience: Metroculturals and Experience seekers
Cities: London, Birmingham, Leeds, Liverpool, Glasgow, Manchester
£8,017,387 additional visitor spend generated
11,316,991 reach
European Short Breaks Campaign

Marketing Manchester bagged a silver at The International Travel and Tourism Awards in November 2018, in the category of “Best City Campaign” for Come Together.

The Come Together campaign was a direct invitation to experience the spirit of diversity that makes Manchester, delivered in the months following the Manchester Arena attack and reinforcing Manchester’s credentials as an open, welcoming, friendly destination. It ran from August 2017 to May 2018 and had both a domestic UK iteration and a European iteration, targeting 30 cities in total with new photography, film and branding.

Key partners in the campaign included VisitEngland, Manchester Airports Group, Ocean Outdoor, Ryanair, Transport for Greater Manchester, and Virgin Trains; however, the main funding stream for the European element came from the Greater Manchester Combined Authority. Europe represented 59% volume and 33% value in terms of tourism into Greater Manchester in 2017 and the region saw an increase in 10% more visits from European countries in the same period, despite 0% growth at a UK level. It therefore goes without saying that it is vitally important we keep up this work in Europe alongside our flagship US, China, India and GCC activity.

Key Stats

£600k campaign Fund
6:1 ROI
£3.78m additional Visitor Spend
18.5m campaign reach via social
28.6m OTS
142 travel trade engaged.
Cultural Destinations Campaign

Marketing Manchester successfully bid for Arts Council England (ACE) funding to deliver a two-year cultural destinations project on behalf of the Cultural Destinations steering group.

This set out to research, plan and develop new cultural product across Greater Manchester, whilst building on previous work to develop bookable product through the Discover England Fund.

The project has helped to create awareness and raise the profile of cultural venues across the region to national and international visitors, travel trade and media, and improvements have been made to make booking visits to cultural venues easier for visitors.

The overall aim was to increase visitor numbers and improve the dispersals of national and international visitors to cultural venues across Greater Manchester, whilst continuing to raise the profile of the city-region as a cultural destination.

Support for this project has included part funding an ‘Unmissable Weekends in Manchester’ campaign, which ran on screens at London Euston station, producing 3 new cultural films, travel trade and consumer marketing, support for a Cultural Champions group, various media visits (including a dedicated culture press trip), and improved content on visitmanchester.com

Key Stats

82% number of partners agreed project had a positive impact on cultural tourism
1,113 pieces of media coverage (inc. social posts)
174m opportunities to see
7 new highlights tours created for tour operators
5 additional experiences for travel trade and consumers
306% page view increase of cultural products on visitmanchester.com
11.3m reach across advertising in London and other UK cities
Citizens of Manchester

Launched in 2018/19, Citizens of Manchester is a major new campaign from Marketing Manchester telling the story of the city region through its people.

Inspired by the world-famous Humans of New York video blog series, #CitizensofMCR centres around engaging video portraits and stunning stills photography of the extraordinary people who live, work and study in Greater Manchester.

Some of the citizens featured represent the major sector narratives at the heart of Manchester’s global story, others are simply familiar faces with a story to tell.

The campaign’s strength lies in its ability to capture human emotion and endeavour in an authentic way – providing insights which are much more powerful than traditional advertising messaging. And all set against Manchester beautiful aesthetic.

Led by Marketing Manchester’s Manchester Content Curator and launched at the MIPIM property convention in Cannes in spring 2019, the Citizens of Manchester exist on their own website – citizensofmcr.co.uk – and social channels.

Their messages continue to be amplified via Marketing Manchester’s social channels, PR activity, live events, and through paid digital promotion.

Key Stats
- 7,952 page views for www.CitizensofMcr.co.uk
- 40+ interviews with CitizensofMCR
- 3,525 unique website visitors
- 2,343 CitizensofMCR trailer has been viewed on Twitter
- 1,464+ CitizensofMCR films viewed on YouTube
GM Tourism Performance

**International visitor numbers**
Data from the International Passenger Survey, undertaken by the Office of National Statistics and VisitBritain, showed Greater Manchester experienced a 5% increase in international visits in 2018 to 1.6 million. The data also showed a 7% growth in Manchester city centre, with only one other city in the top 10 with a higher level of annual growth – Edinburgh. The top six UK cities for international visits were; London, Edinburgh, Manchester, Birmingham, Glasgow and Liverpool.

**Hotels**
Greater Manchester’s hotel market continues to perform well and is quickly approaching a period of unprecedented levels of new supply entering the market. In 2020, an additional 2,600 rooms are planned, with a further 2,850 due in 2021. This compares with the annual average of 810 rooms in the last five years.

**Key Stats**
1.6m international visitors in 2019
2,600 additional accommodation bedrooms expected in 2020
2,850 additional accommodation rooms expected in 2021

**Sector deal**
Marketing Manchester has worked closely with VisitBritain to generate ideas, inspiration and commitment that aligns with the Greater Manchester Industrial Strategy (GM LIS) and UK Government’s Industrial Strategy. The Tourism Sector Deal announced in July 2019 aligns closely with the regions own tourism ambitions, referenced in the GM LIS and focuses on five key pillars; ideas, people, infrastructure, place, and business environment.
Digital Activity

In 2018/2019, Marketing Manchester focused on the creation, optimisation, and distribution of high-quality content, to further promote Greater Manchester as a place to visit, invest, meet and study, and as a Gateway to the North of England.

A strategic focus on Search Engine Optimisation saw the website increase organic search traffic by 56%, driving a significant number of new visits to the website. Alongside this, we have increased the number of bookable and affiliate products that are available across Visit Manchester.

Our campaign work has gone from strength to strength, with successful campaigns delivered with partners such as CityCo, Bee in the City and Manchester International Festival. We have also supported our own high-profile events, such as Citizens of MCR, with stand-alone websites and multi-channel digital campaigns.

Key Stats

3.4m website visits
25.3m social media reach
227 countries that visited the website
97,000 Facebook likes
270,000 Twitter followers
55,000 Instagram followers
56% increase in organic search traffic
3,000 new products published on visitmanchester.com
2nd most-visited UK city destination website
Manchester in the Media

In 2018/19 Marketing Manchester worked with over 300 national and international journalists, broadcasters, bloggers and influencers to generate coverage of Greater Manchester as a destination to visit, meet, invest and study.

The team hosted 215 journalists on media visits to Greater Manchester, showcasing the best of the region’s culture, sport, music and heritage. In addition, meetings were held with a further 76 media at various events throughout the year.

Our focus continued to attract international journalists from the key markets of; the USA, China, GCC, India and Europe, alongside supporting new routes into Manchester Airport.

Marketing Manchester attended VEMEX in New York and Chicago, which was an opportunity to engage with 45 US travel journalists to pitch Manchester as an international destination, resulting in various pieces of coverage following media visits.

Additionally, we supported Virgin Atlantic to highlight routes from the US to Manchester by bringing a group of influencers to the city, alongside hosting a film crew from India who have produced three episodes on Manchester for international travel channel Travel XP TV. The largest travel channel in the world reaching a global audience of over 70 million people.

Coverage highlights for the year include; National Geographic Food, The New Indian Express, Condé Nast Traveller, The West Australian Newspaper.

Key Stats

- 215 media hosted
- 76 media engaged
- 237 pieces of media coverage generated
- 1bn opportunities to see across Visit, Meet and Invest
Business Tourism Success

Our latest stats show that conference and business events hosted within Greater Manchester are worth £862 million to the economy and the sector supports over 35,000 jobs, with additional jobs being supported by those extending, or returning, for leisure purposes.

By focusing on association meetings that align with Greater Manchester’s key sector strengths in life sciences, advanced materials and creative, digital and tech in 2018/19, Marketing Manchester’s Conventions Bureau successfully won 21 conference bids in 2018/19 that will bring 13,130 delegates to the region over the coming years, generating an estimated £27.4 million boost to the local economy.

18 of the 21 successful bids were for an international conference with highlights including the 16th International Congress on Antiphospholipid Antibodies which will take place later in 2019, the Annual Meeting of the European Society for Clinical Virology which will take place in 2020, and the International Congress for Psychosomatic Obstetrics & Gynaecology which will take place in 2022.

A highlight in terms of national conference win was The British Small Animal Veterinary Association, organiser of the largest and longest running small animal congress in Europe which chose to move to Manchester from Birmingham from 2021 as part of a three-year deal. This conference will bring up to 10,000 delegates to the city for five days each year and is estimated to be worth around £110 million to the local economy over the three-year period.

Key Stats

- 21 conference bids won
- 13,130 delegates to the region
- £27.4m estimated boost to the local economy
- 10,000 delegates coming to the city for five days each year as part of the three-year deal
- £110m estimated boost to local economy over the three years
Manchester at MIPIM

In 2019, Manchester celebrated its 20th year at MIPIM, the world’s largest international property market event. The Manchester at MIPIM partnership attracted 245 delegates from 96 companies, including eight of the districts of Greater Manchester; Bolton, Bury, Manchester, Oldham, Rochdale, Salford, Stockport, and Trafford. The Manchester Pavilion ensured that the city’s narrative was strong, immersing delegates in a rich and vibrant celebration of Greater Manchester’s story as told by the people who live, work and invest in the city. Visitors to the Pavilion were tracked from 116 cities across the world, including delegates from Tokyo, New York, Berlin and Paris.

A total of 46 events took place across the three days of MIPIM, including 19 fringe events on a variety of UK and international stands. Ten international speakers from Barcelona, Berlin, Hamburg, Stockholm, Oslo, Helsinki, Vienna, Brussels and Frankfurt supported the Manchester Programme.

Media coverage of Manchester’s presence was strong, reaching 26 million people and cementing Greater Manchester’s profile on a world stage.

Key Stats

- 96 Manchester at MIPIM Partners
- 245 delegates
- 46 sessions
- 116 cities that visited the Manchester Pavilion
- 26m opportunities to see for media coverage
- 1.7m Twitter impressions
- 47,500 page views of campaign website
Marketing Key Sectors

The sector marketing team creates B2B campaigns aligned with the Internationalisation Strategy, supporting inward investment agency MIDAS to attract businesses from key target sectors: Advanced Manufacturing; Creative; Digital and Tech; Healthcare & Life Sciences; and Financial, Professional and Business Services.

Activity in 2018/19 supported MIDAS in the creation of 4,380 jobs across the city region, the highest number of jobs created in MIDAS’ 22-year history, generating £311 million GVA.

A focus on how tech is driving the growth of other sectors led to MIDAS creating 2,056 CDT jobs last year – almost half of the total.

Other highlights for the sector marketing team included the ‘Recognition Award’ at the Greater China Business Awards; and two top 10 slots on global FDI rankings for strategy and connectivity.

The sector marketing team also supported the launch of the Graphene Engineering Innovation Centre, working in partnership with Marketing Manchester’s Content Curator to host a media visit resulting in international coverage, and supported the visit of Greater Manchester Mayor Andy Burnham to the World Economic Forum in Tianjin, China.

Firms attracted to Greater Manchester included Amazon, Jaguar Land Rover, Hewlett Packard, GCHQ and Qiagen.

Key Stats

1,448 B2B engagements
£311m GVA
4,380 jobs created
4,539 LinkedIn followers
56,975 website visitors, driving 74,994 sessions
15m opportunities to see
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