TOURISM – THE VALUE TO THE LOCAL ECONOMY

marketingManchester

THE VISITOR ECONOMY - VALUE

Marketing Manchester works with Global Tourism Solutions (UK) Ltd to provide an indication of the economic impact of the visitor economy, in terms of both the direct impact (within the hosting businesses) and indirect impact (within the supply chain) and with regards to the number of jobs supported by this activity.

Prior to the Covid-19 pandemic, tourism activity in Greater Manchester supported £9.5bn economic impact and 102,500 FTEs. 2022 data is the latest available, as below.

	Economic impact of tourism activity in Greater Manchester	Economic impact of tourism activity in Manchester Local Authority
2023	*(due end of Jan 2025)*	*(due end of Jan 2025)*
2022	£8.7 billion	£4.65 billion
2021	£4.4 billion	£2.27 billion
2020	£3.0 billion	£1.46 billion
2019	£9.5 billion	£5.16 billion
2018	£9.0 billion	£4.86 billion
2017	£8.4 billion	£4.51 billion
2016	£8.1 billion	£4.37 billion
2015	£7.9 billion	£4.24 billion
2014	£7.5 billion	£4.02 billion
2013	£7.0 billion	£3.71 billion
2012	£6.6 billion	£3.41 billion
2011	£6.2 billion	£3.23 billion
2010	£5.8 billion	£2.93 billion

	FTEs supported by tourism activity in Greater Manchester	FTEs supported by tourism activity in Manchester Local Authority
2023	*(due end of Jan 2025)*	*(due end of Jan 2025)*
2022	87,500	45,600
2021	47,300	23,900
2020	33,700	16,000
2019	102,500	54,900
2018	100,700	53,400
2017	95,800	50,400
2016	94,000	49,600
2015	93,900	49,400
2014	92,000	48,100
2013	88,900	46,000
2012	83,900	42,500
2011	81,000	40,900
2010	77,000	37,300

Source: STEAM; Scarborough Tourism Economic Activity Monitor, Global Tourism Solutions (UK) Ltd.

STEAM also provides information on arrivals, bednights, visitor numbers and other volume measures. If it would be useful to receive a copy of the STEAM reporting document, please contact: research@marketingmanchester.com

CONFERENCE & BUSINESS EVENTS - VALUE

Conference and business events support the wider tourism industry, both in terms of business revenue streams and through supporting jobs across a number of sectors.

In 2018, Marketing Manchester commissioned an update to the Conference Value & Volume study, to report on 2017 activity. It identified that:

- the value of the sector to Greater Manchester was £904m (£862m from core activity and £42m from leisure extensions).
- the sector was estimated to support 22,000 direct jobs within Greater Manchester, through its core activity, and 35,100 jobs when including the indirect jobs in the supply chain, some of which will be based in Greater Manchester, some outside. Leisure extensions support a further 1,600 jobs (1,000 being direct jobs).
- the average value of a 'day' delegate (per trip) was £93, considering that a day delegate can be attending multiple days, whilst the average value of a staying delegate was £321 (per trip).
- 55% of Greater Manchester's economic impact is generated by venues within the city centre, 28% by association business, 53% from bookings from outside the Northwest, and 74% by staying delegates.

Source: Conference Value & Volume 2018 (reporting on 2017), undertaken by RJS Associates.

If it would be useful to receive a copy of the Conference Value & Volume report, please contact: research@marketingmanchester.com

LEISURE VISITS – VALUE PER HEAD

A range of visitor motivations, matched with Greater Manchester's product offer, supports the number of leisure visits made to Greater Manchester each year.

Marketing Manchester commissioned its latest detailed research into the leisure visitor market in 2023, with support from partners, Transport for Greater Manchester and Manchester Accommodation Business Improvement District through the Greater Manchester Leisure Visitors Survey. The survey provided a range of intelligence on the market to include the following update to visitor spend:

- A day visitor spent an average of £78.
- A staying visitor spent an average of £237, per person per day, including accommodation.
- Domestic visitors spent an average of £133 whereas overseas visitors spent £259, nearly twice as much.
- New visitors spent £156 on average compared to repeat visitors at £144.

Visitor spend refers to spending in shops, restaurants, entertainment venues, at attractions, within visitor accommodation and on local transport within the destination. It is significantly influenced by the average length of stay and the opportunity to undertake additional activities leading to additional spend.

Source: Greater Manchester Leisure Visitors Survey 2023, undertaken by Red Research and their fieldwork partners Evidence Agency. 977 sample from face-to-face interviews at 18 sites in Manchester, Salford, and Trafford between 1st July and 11th November 2023.

If it would be useful to receive a copy of the findings, please contact: research@marketingmanchester.com

VALUE PER HEAD – BY TYPE OF VISITOR

Below is a summary of the visitor value for a range of visitor types. The figures are taken from a range of sources, and sample sizes, and are intended to provide an indication on value for each type of visitor attracted to Greater Manchester.

Year	Visitor type to Greater Manchester	Spend per day	Average length of stay in Greater Manchester	Spend per trip	Source*
2023	Leisure day visitor	£78	1 day	£78	1
2023	Leisure staying visitor	£237	2.96 nights	£701	1
2023	International leisure (non-VFR) from Spain	£125	2.32 nights	£291	2
2023	International leisure (non-VFR) from Ireland	£155	2.09 nights	£324	2
2023	International leisure (non-VFR) from Netherlands	£140	3.34 nights	£469	2
2023	Average international leisure (non-VFR) visitor	£156	3.81 nights	£594	2
2023	International leisure (non-VFR) from Germany	£136	4.45 nights	£607	2
2023	International leisure (non-VFR) from USA	£214	3.39 nights	£728	2
2023	International leisure (non-VFR) from Gulf Co-operation Countries	£128	6.87 nights	£881	2

*Sources:
1. Greater Manchester Leisure Visitors Survey 2023 undertaken by Red Research and fieldwork partners Evidence Agency.
977 sample from face-to-face interviews at 18 sites in Manchester, Salford, and Trafford between 1st July and 11th November 2023.

2. International Passenger Survey 2023; Office of National Statistics & supported by VisitBritain; using 'holiday' and 'other.' categories.
Note: VFR: visiting friends and relatives.

VISITORS TO MANCHESTER – BENCHMARKING & VISITOR PROFILE

marketingManchester

INTERNATIONAL VISITS TO GREATER MANCHESTER

BENCHMARKING

International visits to the UK are measured by the Office of National Statistics and supported by VisitBritain, through the International Passenger Survey.

Below are the cities seeing the highest number of international visits in 2019 (pre-pandemic) and in the latest available year of 2023:

	All international visits 2019 (pre-pandemic)
1	London (21.7m)
2	Edinburgh (2.2m)
3	Manchester (1.7m)
4	Birmingham (1.1m)
5	Liverpool (845,000)

	All international visits 2023
1	London (20.3m)
2	Edinburgh (2.3m)
3	Manchester (1.7m)
4	Birmingham (934,000)
5	Liverpool (900,000)

TOP FIVE LEISURE MARKETS TO GREATER MANCHESTER

The following shows the markets generating the highest volume of leisure* visits to Greater Manchester in the latest year prior to the pandemic (2019) and to what extent the market recovered by 2022.

	Top Five Leisure* Markets 2019 (pre-pandemic)	No. of visits 2019	No. of visits 2022	Trend
1	Irish Republic	103,500	87,060	-16%
2	Germany	64,780	26,300	-59%
3	China	60,200	0	-100%
4	USA	56,450	43,770	-22%
5	Spain	47,640	31,420	-34%

*Leisure: includes the trip purpose of 'holiday' and 'other'. The 'other' category includes trips made for 'shopping' and 'watching an event for pleasure (including sporting event)' and this category is particularly relevant to Greater Manchester's dataset. The full list of trip types categorised as 'other' is available on the website of the Office of National Statistics.

Data is also available on total market spend, average length of stay, average spend per visitor and season of visit. Please e-mail research@marketingmanchester.com if you require further information.

Source: International Passenger Survey 2019 and 2023; Office of National Statistics and supported by VisitBritain.

DOMESTIC VISITS - BENCHMARKING

The methodology for both the Great Britain Tourism Survey and the Great Britain Day Visits Survey was reviewed and updated in 2021. Therefore, post-pandemic datasets are not directly comparable for data up to and including 2019.

STAYING VISITS

VisitEngland undertakes the Great Britain Tourism Survey that enables destinations to benchmark the activity within the domestic staying visits market in a consistent methodology.

The latest post-pandemic dataset shows that there is an estimated 4.2m domestic staying visits annually to Greater Manchester, behind only Greater London (14.4m). This is followed by Cornwall (4.0m), West Midlands (3.8m) and North Yorkshire (3.6m).

In terms of local authorities, both Manchester and Birmingham receive an estimated 2.5m overnight domestic trips per year, behind the local authorities of Cornwall (4.0m) and Westminster (3.5m). This is followed by Leeds (1.9m).

DAY VISITS

VisitEngland undertakes the Great Britain Day Visits Survey that enables destinations to benchmark the activity within the domestic day visitor market in a consistent methodology.

The latest post-pandemic dataset shows that there is an estimated 36.8m domestic tourism day visits to Greater Manchester, behind only Greater London (150.5m). This is followed by West Midlands (32.2m), Hampshire (30.3m) and Kent (30.2m).

In terms of local authorities, Manchester receives an estimated 15.4m domestic tourism day visits, behind Westminster (41.6m) and Birmingham (19.4m). This is followed by Leeds (14.9m) and Liverpool (13.6m).

More information is available on the VisitBritain website here.

VISITOR PROFILE – STAYING v DAY VISITS

Marketing Manchester uses the STEAM (Tourism Economic Activity Monitor) model to measure tourism activity within each local authority of Greater Manchester. The latest data shows that:

- 11.9m staying visits and 93.5m day visits were made to Greater Manchester in 2022 (compared to 114.8m day visits and 12.2m staying visits in 2019).
- For every staying visit made, there were approximately nine day visits made and for every staying visitor within the destination there were approximately four day visitors (due to length of stay).

Source: STEAM; Scarborough Tourism Economic Activity Monitor, Global Tourism Solutions (UK) Ltd. If it would be useful to receive a copy of the STEAM reporting document, please contact: research@marketingmanchester.com

VISITOR PROFILE – LEISURE VISITS

Marketing Manchester commissioned the Greater Manchester Leisure Visitor Survey 2023, working with partners; Transport for Greater Manchester and Manchester Accommodation Business Improvement District, to provide an updated intelligence base on Greater Manchester's leisure visitor market. The findings showed the following visitor profile:

- The geographic markets from within the UK generating the highest levels of visitors were the Northwest (35%), followed by; Yorkshire and Humber (27%), the North East (13%), West Midlands (9%), East Midlands (7%), Greater London (4%), Eastern England and Scotland (2%) and South East, Wales, South West and Northern Ireland each generated 1%.
- Greater London (24%) and East Midlands (17%) made up the majority of staying visitors from the UK followed by West Midlands (10%), Yorkshire and Humber (9%), Scotland (7%), North East, South East and Wales at 6% and the North West and South West at 5%.
- Average group size was 2.71 people with 32% of groups including children under the age of 16. 37% travelled with family groups, 22% travelled with friends, 19% were travelling alone, and the same amount with a partner, as part of a couple.
- Overall, 86% of groups were from the UK, and 14% from overseas. 77% were day visitors, and 23% were staying overnight. 34% of visitors hadn't visited before for leisure purposes, whilst 66% had visited before for leisure.
- 70% of staying visitors chose hotels, 18% serviced apartments, 6% were staying with friends or relatives, and 5% were staying in a guesthouse, inn or B&B.
- The average length of stay was 2.96 nights, rising to 3.25 nights for new visitors and decreasing to 2.55 nights for repeat visitors, 1.79 nights for domestic visitors and 4.55 nights for visitors from overseas.

Source: Greater Manchester Leisure Visitors Survey 2023 undertaken by Red Research and fieldwork partners Evidence Agency. 977 sample from face-to-face interviews at 18 sites in Manchester, Salford, and Trafford between 1st July and 11th November 2023.

If it would be useful to receive a copy of the findings, to include additional intelligence on the leisure visitor market please contact: research@marketingmanchester.com

marketingManchester

THE LEISURE VISITOR – THE VISITOR EXPERIENCE

SOURCES OF INFORMATION USED

The Greater Manchester Leisure Visitors Survey 2023 looked into the sources of information used by visitors to inform their trip. The sources that visitors were more likely to use were:

- Website/social media of place visiting (45%)
- Recommendation/connection with friends or family (30%)
- Visit Manchester website and channels (25%)
- Manchester Visitor Information Centre (23%)
- City Hosts (10%)
- Booking platforms (8%)
- Online review platforms (7%)
- Books, guidebooks, newspapers or magazines (6%)

Staying visitors, and overseas visitors, used all information sources more than other visitor groups and almost half of staying and overseas visitors used information provided by their friends and relatives.

First time visitors were more likely to use information from Visit Manchester (45%), recommendations from friends and family (44%), and Manchester Visitor Information Centre (44%).

The use of Visit Manchester and Manchester Visitor Information Centre doubled for staying visitors (51% and 44%) and were even more important to overseas visitors (63% used Visit Manchester and 60% Manchester Visitor Information Centre).

City Hosts were also more important to overseas visitors, as a third (33%) used them as a source of information during their visit. City Hosts were also used more by staying visitors, compared to average, with 23% going to them for information.

Source: Greater Manchester Leisure Visitors Survey 2023 undertaken by Red Research and their fieldwork partners Evidence Agency. 977 sample from face-to-face interviews at 18 sites in Manchester, Salford, and Trafford between 1st July and 11th November 2023.

If it would be useful to receive a copy of the full findings, to include additional intelligence on the leisure visitor market, please contact: research@marketingmanchester.com.

ACTIVITIES UNDERTAKEN

Marketing Manchester commissioned the Greater Manchester Leisure Visitor Survey 2023, working with partners Transport for Greater Manchester and Manchester Accommodation Business Improvement District, to provide an updated intelligence base on Greater Manchester's leisure visitor market. The findings showed the following:

- More than half of all visitors to Greater Manchester ate out during their visit (59%). 56% visited a museum or gallery and 49% visited a historical site or building, while 44% went shopping.

- There were higher proportions of people visiting historical sites compared to 2018 (49%, up from 25%). More people in 2023 also went to the theatre, a festival or event, or on an organised tour or walk (17%).

- Three quarters of all staying visitors ate out and went to a museum or gallery. 68% visited a historical site or building (compared to 49% overall) and 62% went shopping (44% overall). A third of all staying visitors went to the theatre, 30% took an organised tour or walk, 28% attended a festival or event, 26% attended a sports fixture or event and almost a quarter (23%) visited bars and clubs.

- 87% of overseas visitors visited a museum or art gallery (compared to 56% overall). Around three quarters ate out and visited a historical site or building (75% and 77%) and two thirds (66%) went shopping (44% overall). 43% of overseas visitors took an organised tour or walk (compared to 17% overall). 12% attended a live music event (5% overall).

- 71% of groups making their first leisure visit to Greater Manchester visited a museum or art gallery and two thirds ate out (67%). 64% visited a historical site or building and 55% went shopping. Almost a quarter (24%) attended a theatre show and a guided tour or walk.

Visitors staying longer were more likely to undertake more activities and therefore the average length of stay plays a significant factor in motivations as well as visitor type.

Source: Greater Manchester Leisure Visitors Survey 2023 undertaken by Red Research and fieldwork partners Evidence Agency. 977 sample from face-to-face interviews at 18 sites in Manchester, Salford, and Trafford between 1st July and 11th November 2023.

If it would be useful to receive a copy of findings, to include additional intelligence on the leisure visitor market please contact: research@marketingmanchester.com

SATISFACTION & LIKELIHOOD TO RETURN

One of the targets within the Greater Manchester Strategy for the Visitor Economy is around visitor satisfaction and this is measured through The Greater Manchester Leisure Visitors Survey.

Visitors were asked to rate Greater Manchester as a leisure destination out of 5 with 5 being the highest possible score. The latest visitor survey that gained feedback during 2023 showed an average score of 4.52, up from 4.47 in 2018. Over half (54%) rating their visit as 'excellent' (up on 51% in 2018), and another 44% rating their visit as 'good'.

Higher average satisfaction scores were received from staying visitors, overseas visitors or those visiting for leisure for the first time, compared to day visitors, domestic visitors and those that have visited before for leisure.

Ratings were also gained for individual elements of the trip/destination and the following positive* ratings were received:

- eating offer (98%)
- overall welcome and service received (97%)
- cultural offer (95%)
- shopping offer (94%)
- range and quality of visitor attractions (94%)
- public spaces (92%)
- signage for getting around on foot (91%)
- feeling of safety (87%)
- overall cleanliness (87%)
- public transport – services and routes (73%)
- public transport – value for money (72%)

*Positive rating: 'excellent' and 'good' scores combined.

The most improved rating received in 2013, on 2018 feedback, was received for overall cleanliness and signage for getting around on foot. These were followed by the shopping offer and overall welcome and service received which also scored higher in the latest 2023 survey than in 2018.

Visitors were asked a net promoter score (NPS) question about how likely they would be to recommend Greater Manchester to a friend, family member, or colleague. Greater Manchester as a place to visit has just 1% detractors, 46% neutrals, and 54% promoters. This results in a strong NPS score of 53 (out of a maximum 100), and with a score of over 50 being considered as excellent.

Visitors were asked how likely they were to make a future leisure visit to Greater Manchester in the next two years. 82% said this was very likely, and another 17% said it was likely – in total 99% said that a future leisure visit to Greater Manchester was likely for them in the next two years.

Source: Greater Manchester Leisure Visitors Survey 2023 undertaken by Red Research and their fieldwork partners Evidence Agency. 977 sample from face-to-face interviews at 18 sites in Manchester, Salford, and Trafford.

If it would be useful to receive a copy of the full findings, to include additional intelligence on the leisure visitor market, please contact: research@marketingmanchester.com

marketingManchester

MOST VISITED ATTRACTIONS IN GREATER MANCHESTER

MOST VISITED ATTRACTIONS 2023

	Attraction	District	Annual Total	Admittance
1	The Lowry	Salford	938,314	Free^
2	Manchester Museum	Manchester	850,237*	Free
3	HOME (Greater Manchester Arts Centre Ltd)	Manchester	799,345	Free^
4	Manchester Art Gallery	Manchester	576,920	Free
5	RHS Garden Bridgewater	Salford	500,987	Paid entry
6	Science and Industry Museum	Manchester	415,416**	Free
7	Imperial War Museum North	Trafford	216,449	Free
8	The Whitworth	Manchester	222,235	Free
9	Bolton Museum	Bolton	196,731	Free
10	National Football Museum	Manchester	179,351	Paid entry
11	Bolton Aquarium	Bolton	119,116	Free
12	Salford Museum and Art Gallery	Salford	114,085	Free
13	Portland Basin Museum	Tameside	108,447	Free
14	People's History Museum	Manchester	85,584	Free
15	National Trust Castlefield Viaduct	Manchester	77,085***	Free
16	Bramall Hall	Stockport	45,836	Paid entry
17	Gallery Oldham	Oldham	45,049	Free
18	Victoria Baths	Manchester	36,591	Paid entry
19	The Monastery Manchester	Manchester	30,897	Free
20	Smithills Hall	Bolton	25,063	Free

Key

*Manchester Museum re-opened to the public in February 2023 following a major transformation so was not open for the full calendar year.
**Science & Industry Museum was undergoing major restoration so not all buildings were open.
***National Trust Castlefield Viaduct was closed January 2023 so not open for the full calendar year.
^ Free entry to the building with some activities paid and ticketed.

Accompanying note

These listings are generated from the attractions submitting data to Marketing Manchester and who have also provided consent to Marketing Manchester for their attraction to be referenced in this listing. Figures collected by Marketing Manchester reflect the requirements for STEAM, measuring activity per calendar year. Libraries that are of significant cultural or historical significance can be included if visitor numbers can be separated between those using the library for general leisure or research purposes to those looking to experience the cultural or historical aspect.

marketingManchester

ACCOMMODATION PROVISION

CURRENT PROVISION

GREATER MANCHESTER

The following provides a breakdown of the current visitor accommodation stock levels in Greater Manchester. Please note that it includes properties that are temporarily closed due to a temporary government contract or refurbishment.

Property Type	No. of properties	No. of rooms
Hotel: 5 star or equiv.	6	582
Hotel: 4 star or equiv.	62	10,747
Hotel: 3 star or equiv.	99	10,756
Hotel: 1 or 2 star or equiv.	31	2,890
Hotel: tbc/unknown	7	112
Guest Accommodation (B&B, guest house, inn)	97	952
Self-catering units (Apartment, cottage, house)	939	1,141
Serviced apartments	24	1,878
Total	1,265	29,058

MANCHESTER CITY CENTRE

The following provides a breakdown of the current visitor accommodation stock levels in Manchester city centre. Please note that it includes properties that are temporarily closed due to a temporary government contract or refurbishment.

Property Type	No. of properties	No. of rooms
Hotel: 5 star or equiv.	4	395
Hotel: 4 star or equiv.	36	6,541
Hotel: 3 star or equiv.	19	3,570
Hotel: 1/2 star or equiv.	8	891
Hotel: tbc/unknown	3	54
Guest Accommodation (B&B, guest house, inn)	7	63
Self-catering units (Apartment, cottage or house)	170	194
Serviced apartments	18	1,473
Total	265	13,181

Source: Accommodation Counts Master xls 14/10/2024.

Notes

1. There is additional accommodation provision within hostels, camping and caravanning sites, university summer lets and AirBnB.

2. There is additional provision close to Manchester city centre, just outside the Manchester border, to include 5-star accommodation at The Lowry Hotel, Salford.

3. The above accommodation stock counts were updated May 2024 to reflect the latest information gathered for the purposes of STEAM. This included a significant jump in self-catering units available in the marketplace.

NEW OPENINGS

Greater Manchester's visitor accommodation supply experienced a significant boost in 2015 when Hotel Football, Hotel Gotham, INNSIDE Manchester, Motel One Piccadilly, King Street Townhouse and Eleska's Apartment by Stylish Stay, all opened. This was followed in 2016 with Holiday Inn Manchester City Centre, Premier Inn MediaCityUK, Travelodge Sale, Travelodge Stockport and Holiday Inn Express Stockport.

2018 saw the opening of The Cow Hollow Hotel (16 rooms) in January, Roomzzz Manchester Corn Exchange in February (114 rooms), IHG's Crowne Plaza Manchester – Oxford Road* (212 rooms) and Staybridge Suites – Oxford Road* (116 rooms) in September, Marriott's AC Hotel Manchester City Centre (172 rooms) in October, Whitworth Locke (160 rooms) in November and Hotel Indigo Manchester – Victoria Station (187) in December. *now Hyatt.

2019 saw the opening of the Dakota Manchester (137 rooms), Native Manchester (162 apartments) and the Stock Exchange Hotel (40 rooms), followed in 2020 by the opening of The Niu Loom at The Irish World Heritage Centre (135 rooms), Hotel Brooklyn Manchester (189 rooms) and Hampton by Hilton Manchester Northern Quarter (221 rooms).

2021 saw the opening of the Premier Inn Manchester City Centre - Princess Street (155 rooms), Travelodge Rochdale (66 rooms), Qbic Manchester (now Yotel Manchester Deansgate) (261 rooms), StayCity Manchester Northern Quarter (224 rooms), Doghouse Manchester by Brewdog (18 rooms), CitySuites 2 (142 apts), Leven Manchester (42 rooms) and Moxy Manchester City (146 rooms).

2022 saw the opening of Clayton Hotel Manchester City Centre (329 rooms), Maldron Hotel Manchester City Centre (278 rooms), Motel One Manchester St. Peter's Square (328 rooms), Wilde by StayCity Manchester (256 rooms), Leonardo Manchester Piccadilly (275 rooms) and Ibis Budget Manchester Airport (262 rooms).

2023 saw the opening of Holiday Inn Manchester Airport (280 rooms), Residence Inn Manchester Piccadilly (155 rooms), Forty-Seven (32 rooms), Hampton by Hilton Rochdale (146 rooms) and the extension to Hilton Garden Inn Emirates Old Trafford (100 rooms).

2024 has so far seen the opening of Malmaison Manchester Deansgate (70 rooms), Maldron Hotel Cathedral Quarter (188 rooms), The Reach at Piccadilly Manchester (215 rooms) and TRIBE Manchester Airport (412 rooms).

HOTELS IN THE PIPELINE – OVERVIEW

5,927 new rooms are confirmed for Greater Manchester, from new openings and property extensions, a growth of 20% on the current supply. In terms of Manchester city centre, a planned 2,416 rooms are due to come on board that would increase the current supply by 18%.

The hotel pipeline sites are shown on the pipeline map at: [Hotel Pipeline Map]

For more information on the hotel pipeline please contact research@marketingmanchester.com

HOTELS IN THE PIPELINE - DETAILED

	Hotel & Location	Rooms
	Manchester City Centre	
1	Accor Adagio - Larard's Still	117 apts
2	House of Gods Manchester (Ducie St.)	29 rooms
3	London Road Firehouse (London Rd.)	61 rooms
4	Luma Manchester (28-30 Oldham St.)	101 rooms
5	Meininger Hotel Manchester (Great Ancoats St.)	212 rooms
6	Mollie's Hotel & Diner (St. John's)	128 rooms
7	Motto by Hilton Manchester (Great Ancoats St.)	154 rooms
8	Pestana CR7, Manchester (Piccadilly)	150 rooms
9	Premier Inn (Rochdale Road)	229 rooms
10	Room2 Hometel Manchester (Piccadilly)	251 rooms
11	Soho House Manchester (St. John's)	23 rooms
12	Staycity Manchester Deansgate	300 rooms
13	Treehouse Hotel Manchester (Blackfriars St.)	224 rooms
14	W Hotel St. Michael's (Jackson's Row).	162 rooms
15	Zedwell Manchester (Market Street/Mosley St.)	187 rooms
16	(Operator TBC) 52-58 Thomas Street	26 apts
17	(Operator TBC) 68-70 High Street	26 rooms
18	(Operator TBC) 123-125 Liverpool Road	36 rooms
	Manchester Airport	
19	Dakota Manchester Airport	154 rooms
20	Hampton by Hilton Manchester Airport	375 rooms
21	Hilton Garden Inn Manchester Airport	254 rooms
	Other locations in Greater Manchester	
22	Bolton: (Operator TBC) Church Wharf	120 rooms
23	Bolton: (Operator TBC) Le Man's Crescent	87 rooms +17 apts
24	Manchester: Vivere Aparthotels	88 apts/rooms
25	Manchester: Etihad Campus	400 rooms
26	Manchester: Holiday Inn Express Central Park Plaza	120 rooms
27	Salford: (Operator TBC) Middlewood Locks	250 rooms
28	Salford: (Operator TBC) (Ralli Quays/Stanley St)	280 rooms
29	Trafford: Hampton by Hilton (Lostock Circle)	147 rooms
30	Trafford: Lumina Village, near Emirates Old Trafford	100 rooms
31	Trafford: Trafford Waters, opposite Theme	200 rooms
32	Trafford: Victoria Warehouse (extension)	Up to 775 rooms
33	Wigan: Hampton by Hilton Wigan	144 rooms

Marketing Manchester is responsible for marketing Greater Manchester on a national and international stage as a place to visit, invest, meet and study and is also the Destination Management Organisation for Greater Manchester.