

# Marketing Manchester

– review 2017/18

Marketing Manchester®

® Proud to be part of  
The Growth Company



## DISCOVER ENGLAND



## COME TOGETHER



## CHINA



## GULF STATES



## BUSINESS TOURISM



## WORKER BEE WEEKENDER



## MANCHESTER AT MIPIM 2018



## MARKETING KEY SECTORS



## CONTENT CURATION



## DIGITAL DEVELOPMENT



## MANCHESTER IN THE MEDIA



## PERFORMANCE HIGHLIGHTS



## TOURISM FIGURES & PARTNERSHIPS



# Discover England

**Marketing Manchester successfully bid for £1m Discover England funding to promote Manchester as an international gateway.**

The aim of this project was to increase bookable product available to travel trade and investors from North America, and increase the number of international visitors using Manchester as a base to explore the North of England and the rest of the UK.

Marketing Manchester worked with seven Destination Marketing Organisations and tourism businesses across the North to highlight the experiences available to visitors and to develop bookable products.

Project milestones:

- Review of existing day excursions and introduction of the city sightseeing bus
- Introduction of day tours with Mountain Goat and BusyBus
- Developing three overnight excursions from Manchester
- Creation of a new Manchester Guide on booking.com



**£1m**

bid funding secured for Manchester as an international gateway

**Manchester Guide on Booking.com**

**3**

overnight itineraries

**3**

bookable day excursions

**2**

bookable half-day excursions



# Come Together

In the aftermath of the Manchester Arena attack, the city's visitor economy suffered an immediate decline. Marketing Manchester rapidly formulated an action plan and devised a 30-city strategy in the form of the Come Together campaign.

The campaign commissioned new content including film, photography and branding and targeted audiences in Europe; France, Germany, Italy and Norway, and on a national and local level.

The Come Together campaign ran from August 2017 to May 2018, and gained support from stakeholders including VisitEngland, Greater Manchester Combined Authority (GMCA), and Transport for Greater Manchester (TfGM), alongside private sector partners Ryanair, Virgin Trains and Ocean Outdoor.



## European Campaign

Winter

**8.8m**  
reach

**2,440**  
bookings generated

**£1m+**  
additional visitor  
spend generated

Spring

**9.2m**  
reach

**1,719**  
bookings generated

**£704,790**  
additional visitor  
spend generated

## UK Campaign

**28m**  
reach

**£33m**  
estimated additional  
visitor spend from  
UK visitors



# China

Marketing Manchester has been working with VisitBritain and Hainan Airlines in a three-way partnership to support the Beijing to Manchester flight route.

In support of the route, a campaign was launched carrying four messages; Manchester: Home of Football, City of Shopping, Attractions & Culture, and Manchester: Gateway to the North. The campaign included the production of a guide which was distributed in China, press advertising and displays in airports.

Supporting activity included a travel trade trip with 16 agents in October 2017 and a media trip in March 2018.

Funding of £350,000 was secured from VisitBritain, Hainan Airlines, VisitBritain Travel Trade and Manchester's regional partners to support with campaign activities.

Campaign activity brought together a consortium of partners across Northern England including; Liverpool, Chester, The Lake and Peak Districts and Leeds.

Future activity will focus on developing our travel trade profile in South and East China and working with cities including Guangzhou, Shanghai and Shenzhen, alongside second-tier cities Changsha, Wuhan and Xiamen.



**30:1**  
ROI

**117**  
on-territory  
trade meetings

**55m**  
reach of  
marketing campaign

**£4.78**  
additional campaign spend  
raised for every £1 spent

**63**  
Chinese travel agents  
trained

**34**  
Chinese media hosted  
and engaged

**£2.25m**  
additional increase  
in visitor spend

**16**  
new packages added with  
Manchester content

**12**  
Hong Kong agencies  
partnered with



# Gulf States

The main focus of this activity has been delivered through the Experience England project, delivered with London & Partners and the West Midlands Growth Company. The project, funded by VisitEngland, promotes 'open jaw' holidays arriving in London, and departing from Manchester or Birmingham.

Working with dnata a £365,000 campaign was delivered, covering digital, print and out of home marketing, utilising dnata's network of travel shops across the GCC.

Manchester hosted two travel trade trips with Etihad, bringing key agents from the Kingdom of Saudi Arabia and Oman. A film crew and influencer from Tajawal (youth-orientated travel bookings site), were also hosted. As a result a video was produced that has been viewed by 3 million people.

Marketing Manchester attended the key travel trade event for the GCC – Arabia Travel Market (ATM) in April 2018 and met 87 agents. An Arabic language website was developed to reach consumers directly.



**£365,000**  
campaign value

**87**  
travel trade engagements at  
Arabia Travel Market

**56**  
travel trade delegates hosted

**3m+**  
influencer film views

**5**  
FAM trips delivered

**21**  
GCC media & influencers hosted



# Business Tourism

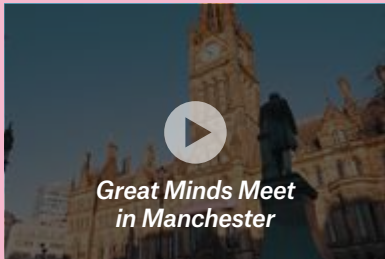
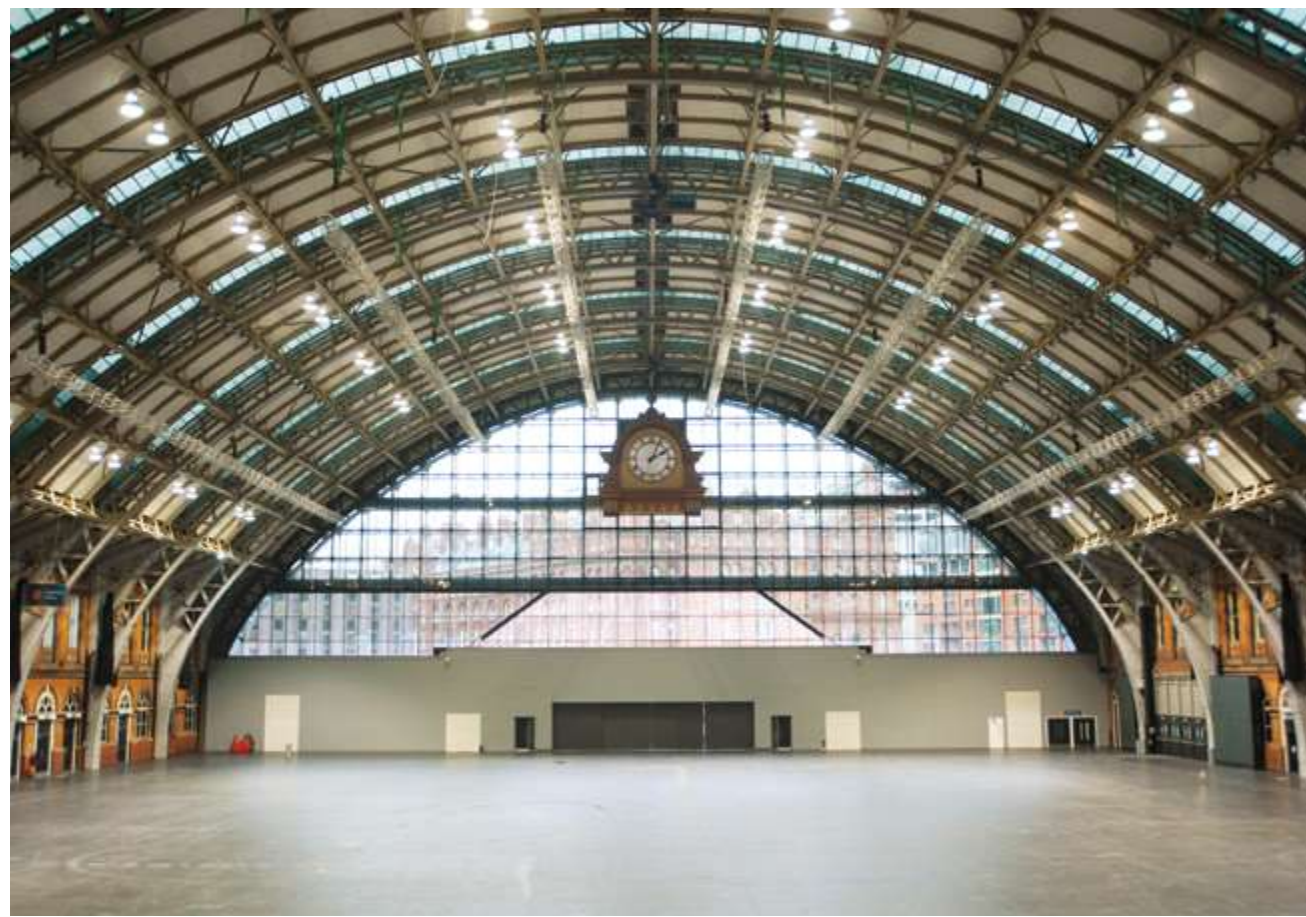
Manchester's Convention Bureau positions Manchester as a world leading conference destination.

In 2017/18 29 conferences were secured (of which 20 were international) worth an estimated £26.7m for the local economy.

Key conferences secured in 2017/18 include:

Conference	No. of delegates	Worth to local economy
Society for Melanoma Research – SMR International Congress 2018	1,000	£2m
TERMIS EU Chapter Meeting 2020	1,000	£2.1m
International Gothic Association Conference	200	£410,000

The Convention Bureau attended key events in the Business Tourism sector such as IMEX Frankfurt in May 2017 and SMU International in February 2018.



<b>29</b> conferences won	<b>34%</b> conversion rate	<b>4th</b> ranked in the UK International Congress and Convention Association
<b>131</b> events booked through Venue Location Service	<b>15,785</b> delegates	<b>12,000</b> nights booked through Accommodation Booking Service
<b>£810m</b> value of business tourism to local economy	<b>£1.9m</b> generated through Accommodation & Venue Booking Services	<b>£26.7m</b> economic impact



# Worker Bee Weekender

Influencer marketing is a growing trend in the promotion of travel destinations. 'Influencers' use social media platforms to reach a large worldwide audience, sharing images and content of Greater Manchester that encourages tourists, particularly millennial buzzseekers, to visit Manchester.

Marketing Manchester held two mass influencer projects in 2016/17:

## Worker Bee Weekender

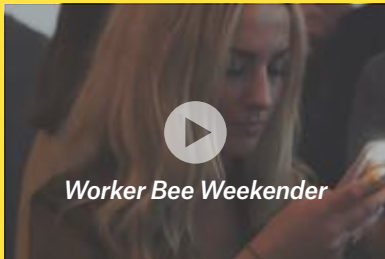
77 social travel influencers from around the world were invited to experience the best of Greater Manchester over a weekend of activities. The event took place in

March and was a means to establish positive images of Manchester following the Manchester Arena attack.

## Worker Bee Weekender with London & Partners

Marketing Manchester collaborated with London & Partners to host a joint press trip with influencers, showcasing the ease of "open-jaw" flights; arriving into Manchester Airport and departing London airports.

71 influencers attended across four days, with 34 unique experiences in Manchester.



**148**

influencers hosted across the two weekends

**Total press pieces**

**42**

Worker Bee Weekender

**19**

Worker Bee Weekender + London

**Social media reach**

**12m**

Worker Bee Weekender

**52.5m**

Worker Bee Weekender + London



# Manchester at MIPIM 2018

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.

For the 19th year, Manchester once again exhibited at MIPIM. The city demonstrated its ability to be a world-class business and investment destination.

Coordinated by Marketing Manchester, a delegation of 107 companies and 273 delegates represented Manchester. The week saw 28 events delivered with

representation from 8 local authorities in the region.

European leaders from cities such as Lisbon, Helsinki, Amsterdam and Antwerp were also part of the Manchester event programme.

The year saw record interactions on social media, seeing engagements on Twitter well surpass cities such as London, Liverpool and Stockholm.



**4.3m**  
Twitter impressions

**60**  
speakers

**66,857**  
visits to the new  
Manchester at MIPIM website

**11**  
International  
speakers

**28**  
events

**120+**  
pieces of media coverage





# 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 & Tech; Healthcare & Life Sciences; and Financial, Professional & Business Services.**

In 2018 we launched the Manchester India Partnership (MIP) at the House of Commons, and at the Department of International Trade Createch Summit in Mumbai, with speakers including Lord Jim O'Neill and Baroness Fairhead.

The MIP is chaired by Andrew Cowan, CEO of Manchester Airport, and provides a platform to develop stronger trade, investment, cultural and educational links between Greater Manchester and India.

Greater Manchester's digital & tech sector was promoted at SXSW18 with a trade exhibition and panel session led by Mayor Andy Burnham and included speakers from Manchester City, Manchester United and British Cycling.

Working with the Department of International Trade and the GREAT campaign, Greater Manchester's healthcare capabilities were promoted with meetings at the British Consulate General in San Francisco and Boston.



**1,508**  
B2B engagements

**3,778**  
jobs created

**£263.9m**  
economic impact (GVA)

**58,502**  
visitors to website

**3,498**  
Linkedin followers

**6.9m**  
media reach



# Content Curation

The new content curator role aims to tell stories significant to Greater Manchester; creating PR opportunities and campaigns to highlight the region's advances in sectors including; science, healthcare, and digital innovation, whilst celebrating the historic moments from Greater Manchester's past.

In the landmark centenary of 100 years of Votes for Women, a #RadicalManchester campaign was devised to celebrate Manchester as the birthplace of progress and innovation, which continues today in ground-breaking research into 2D materials like graphene and the

devolution of healthcare. Highlights of the campaign include; a launch at The Pankhurst Centre, 27 organisations changing their names to include 'Womanchester' on International Women's Day and press coverage in The Guardian, The Times and on ITV.

A BBC documentary on the life of Emmeline Pankhurst was also supported by Marketing Manchester, premiering at the Radisson Blu Edwardian Hotel and was broadcast on BBC One, BBC Four and BBC iPlayer in July.

Dedicated website - [radicalmanchester.com](http://radicalmanchester.com)



**75**  
events tagged  
#RadicalManchester  
on vm.com

**30+**  
original videos in support of  
#Womanchester –  
generated **1.1m views**

**30m**  
social media  
impressions + **10m reach**  
(#Womanchester)

**400**  
people attending the premiere  
of documentary



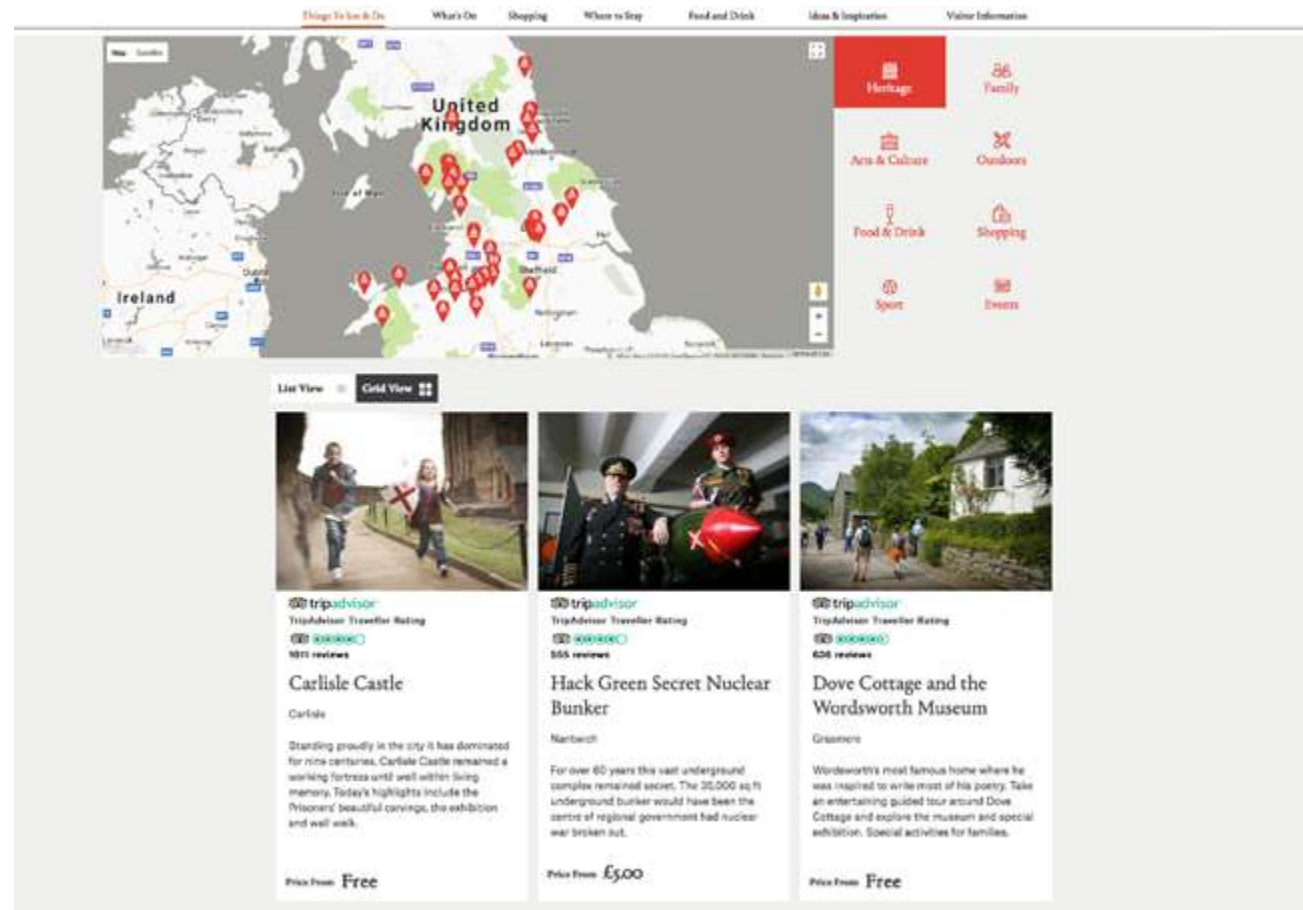
# Digital Development

In 2017/18 Marketing Manchester used the digital destination strategy and digital destination platform developed in the previous year to further promote Greater Manchester as a place to visit, invest, meet and study.

The strategic areas of work for the year revolved around visibility and reach with supporting initiatives focusing on search engine optimisation, content

distribution and campaign effectiveness.

The education focused element of the destination website portfolio, [studyinmanchester.com](http://studyinmanchester.com), was launched with the aim to bring together the best features of higher education in Greater Manchester to attract national and international students.



**2.7m**  
website visits

**26m**  
social media reach

**225**  
countries that visited  
the website

**300,000**  
twitter followers

**46,000**  
Instagram followers

**15%**  
increase in  
international traffic  
(vs 2016/17)

**90,000**  
Facebook likes

**1,000**  
new pages published

**18**  
digital campaigns



# Manchester in the Media

**In 2017/18 Marketing Manchester worked with over 550 national and international journalists, broadcasters and influencers to generate coverage of Greater Manchester as a destination to visit, invest, meet and study.**

Nearly 300 journalists were hosted on press visits to Greater Manchester, showcasing the best of the city region, and meetings were held with a further 290 at various events throughout the year.

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

To support campaigns, Marketing Manchester met with key media at the VEMEX 2017 conferences in Los Angeles and New York; attended the Love

London Weekend with 30 influencers; and hosted an event with Virgin Atlantic for US routes to Manchester.

Coverage highlights include; The New York Times, The Hindu, Conde Nast Traveller, The Boston Globe and the San Francisco Chronicle.

Two mass influencer projects were delivered to bring a total of 148 influencers from the US and five European countries during the Worker Bee Weekender, and follow-on #MCRxLDN weekend with London & Partners.



**291**  
journalists hosted

**360m**  
reach across  
Visit, Meet and Invest

**£93,000**  
in-kind support from  
Greater Manchester's  
tourism industry



# Performance Highlights 2017/18

## Domestic Campaigns

**£40m**

return on investment on domestic promotional campaigns

**£32.8m**

additional visitor spend

**30.5m**

consumers reached

## International Campaigns

CHINA

**£325k**

campaign  
55m reach

USA

**£500k**

campaign  
69m reach

GCC

**£1m**

2 year Experience  
England campaign

## Business Tourism



**29**

conferences won



**16,000**

delegates predicted  
to attend



**£26.7m**

economic impact  
of association  
conferences won

## Digital

**2.7m**

visitors

**1,800**

pages published annually

VISITMANCHESTER.COM

## Social Media



**300k**

Twitter  
followers



**90k**

Facebook  
likes

## Manchester in the Media

**291**

journalists hosted

**360m**

opportunities to see

**1,422**

pieces of coverage

## Sector



**1,508**

B2B engagements



**3,778**

jobs created



**£263.9m**

economic impact (GVA)

## Travel Trade



## MIPIM

**107**

partners

**67k**

visits to  
manchesteratmipim.com



**127**

press articles



**4.3m**

Twitter impressions



**58,502**

visitors to website



**3,498**

LinkedIn followers



**6.9m**

media reach

# Tourism Figures



**11m**

staying visitors  
'STEAM 2016'



**107.5m**

day visitors  
'STEAM 2016'



**1.38m**  
international visits

'International Passenger Survey 2016'

**80%**

annual hotel occupancy for city centre

Source STR

**23,950**

hotel rooms across Greater Manchester, **+5%** on previous year

**80%**

annual hotel occupancy for GM

Source STR

**£8.1bn**

economic impact of tourism to GM  
'STEAM 2016'

**94k**

full time jobs supported  
'STEAM 2016'

# Partnerships



**344**  
tourism members

**5**

**Prestige members**

Radisson Blu Edwardian - Free Trade Hall, The Midland, Manchester City Football Club, Virgin Trains, TfGM

## Corporate Partners



As the Gateway to the North of England and beyond we work with Destination Management Organisations across the country.



VisitBritain

Working in partnership with VisitBritain.

**£1m**

bid funding secured for Manchester as an International Gateway - Bookable Product.

**£1.2m**

bid funding secured - Experience England, Partnership with London and Partners and The West Midlands Growth Company.

**£250k**

recovery funding to raise the profile of Greater Manchester following the Manchester Arena attack.



**£20k**

GREAT funding to support life sciences / travel trade roadshow in San Francisco & Boston, Sep 2017.

