

**REPORT TO THE  
GREATER MANCHESTER INTEGRATED TRANSPORT  
AUTHORITY**  
by  
**MARKETING MANCHESTER**  
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**1. Background**

The Greater Manchester Integrated Transport Authority (GMITA) remains an important core funder of Marketing Manchester and in the 2009/2010 financial year made a contribution of £27,428. Other core funders include AGMA, Manchester Airport and the NWDA.

Marketing Manchester was created in 1996 to promote Greater Manchester nationally and internationally. In 2004, it became the tourist board for Greater Manchester (one of five within the Northwest) and, in 2008, the tourist board division of Marketing Manchester became Visit Manchester. In 2008, Manchester City Council transferred its Marketing Co-ordination Unit to Marketing Manchester. The role of this Unit is to co-ordinate all marketing activity across the city ensuring a consistent approach nationally and internationally.

**2 The Region's Transport Infrastructure - Recognising and Working within the Strategic Context**

The continued support by the GMITA of Marketing Manchester underlines the importance of the transport message to work across the investment, tourism and lifestyle sectors, where access to quality public transport is vital to employees and visitors alike.

Transport is a key priority for Manchester tourism. During the consultation process connected with the Greater Manchester Tourism Strategy 2008 – 2013, the city region's tourism stakeholders identified it as one of the key areas Manchester needs to tackle in order for it to evolve as a destination and the strategy states:

*“Connectivity, good public transport links right across the City Region and a genuine reason to leave the car at home are all pivotal in securing a high quality visitor experience both for us and for those who are new to the City. Here the tourism sector will find itself stood alongside those calling for a revolution in public transport.....”*

The visitor economy is now worth £5.52 billion to Greater Manchester (STEAM 2008) and during 2008, Greater Manchester attracted 8.9 million staying visitors and 1,087,000 overseas visitors retaining Manchester's position as the third most popular destination in the UK. Whilst Manchester like most other UK cities has experienced a fall in visitor numbers due to the current global recession, any decrease has been relatively less than its competitors – Manchester's overseas visitor numbers decreased by 8.8% compared to Edinburgh (11%) and Birmingham (10%). However, it faces huge challenges nationally and internationally in both leisure and business

tourism markets and the importance of the overall destination offer and ultimate visitor experience can not be over-estimated.

### **3 2009 / 10 activity**

In terms of its achievements during 2009/10, Marketing Manchester, with its partners, has worked on a number of important developments including:

- Development of the original modern brand vision in association with the Manchester 'family' partners. This activity included the creation of the publications '*Original Modern*' and '*Manchester Forward*' and the development of a Manchester film.
- In 2008, Marketing Manchester developed a Manchester Conference Partnership which created a Manchester 'presence' at a number of major conferences both within Manchester and nationally, including the main party political conferences. In 2009, a high profile presence was taken at the Labour Party Annual Conference (Brighton), the Conservative Party Annual Conference (Manchester), the Liberal Democrats Annual Conference (Bournemouth), Northern Regeneration Summit (Manchester) and the World Youth Student Travel Congress (Manchester). The theme for 2009 was 'radical Manchester', based on the approach that AGMA and its partners have been taking on three key areas – governance, transport and skills.
- Marketing Manchester worked closely with Manchester City Council and other partners in the development of the Manchester bid to be host city for the England 2018/2022 World Cup™ bid. It produced the bid, managed a number of site visits and has liaised with the Football Association as well as being part of the team that presented the bid to the FA in December, alongside Manchester City Council and GMPTE.
- Sport continued to be a strong theme for Manchester in 2009, following on from Manchester Year of World Sport 08. Part of the legacy created, as well as building upon Manchester's strong football heritage, was the successful bid to host the Soccerex European Forum for four years from 2010 to 2013. Soccerex is the world's largest business to business football exhibition and conference and, over the next four years, is expected to generate around £8 million in terms of economic benefit to the city.
- The Cultural Tourism Project (referred to in the 2009 report) has now finished and was deemed successful by both the cultural and tourism sectors in terms of creating awareness and understanding of the overall destination offer. 10 marketing campaigns were developed over the lifetime of the two and a half year project and over 4,000 contacts now exist within Marketing Manchester's cultural database. Discussions are currently taking place with All About Audiences (formerly Arts About Manchester) and Manchester City Council regarding future working arrangements.
- Visit Manchester was asked by the NWDA to develop a MediaCityUK Visitor Economy Partnership Group and this met on several occasions during 2009, bringing together the key stakeholders in the MediaCityUK development to assess the impacts and opportunities for the visitor economy. Members of this group include Salford City Council, Salford URC, Trafford MBC, Peel Media,

BBC, Imperial War Museum North, The Lowry, The Lowry Outlet Mall and Lancashire County Cricket Club. It is anticipated that this group will take a more proactive role during 2010 as MediaCityUK opportunities become more evident.

- Visit Manchester developed a Summer in the City campaign focusing on the 2009 Manchester International Festival (MIF). The Festival itself created £36 million economic benefit for the region, although the summer campaign was also created to drive visitors to other events taking place during the summer such as Manchester Pride and the Great Garrett Gathering at MOSI.
- Visit Manchester created a bespoke training course that led to the introduction of 24 new Green Badge Guides in Manchester. These Guides are fully trained (and recognised by the Institute of Tour Guides) to conduct guided tours around the city of Manchester.
- Visit Manchester also promoted the sustainability initiative – the Green Business Tourism Scheme – to tourism businesses across Greater Manchester. Visit Manchester, itself, went through the scheme and achieved Silver status.
- Between October 2008 and September 2009, Visit Manchester handled nearly 600 conference and meetings enquiries for venues based across Greater Manchester, resulting in £1.2 million worth of business placed. The Accommodation Booking Service managed accommodation for 47 events, equivalent to 8,500 bed nights and worth £977k. The Conference Ambassador Programme, launched in October 2007 to encourage local senior members of national and international associations to bring their conferences to Greater Manchester, has generated business worth £3.9 million.
- Visit Manchester services visitors through its management of the Manchester Visitor Services function on behalf of Manchester City Council, with the Tourism Information Centre based at St Peter's Square. In addition, Marketing Manchester continues to host and manage the tourism portal website [www.visitmanchester.com](http://www.visitmanchester.com).
- Visit Manchester services the industry through the operation of its membership scheme as well as working in partnership with agencies such as the NWDA and Springboard in developing the skills agenda and with the VisitBritain and AGMA regarding quality.

#### **4 Transport Related Activities**

On a tactical basis, all marketing publications continue to carry the public transport message which includes information on public transport facilities. The following publications made specific reference to transport in and around the region:

- *2010 Conference Guide distributed exclusively to conference buyers through a programme of direct mail, exhibition and workshop attendance. An e-brochure was also produced which has had unlimited reach. Manchester's public transport, particularly Metroshuttle and Metrolink, are*

*used extensively as unique selling points when promoting the destination to the MICE (Meetings Incentives Conference & Exhibitions) market. Print run of Conference Guide: 4,500*

- *MCR3 and MCR4 publications were produced during 2009. Distributed at regional and international travel shows and events (i.e. World Travel Market), through direct mail and Visit Britain's on-line ordering service, and via walk-in centres. It is aimed primarily at the group travel and trade markets and is also distributed to international travel agents on familiarisation visits and through all short break activity i.e. specific marketing campaigns, bulk orders, etc. The publications feature a strong public transport message and regularly include transport related articles. They are distributed throughout the TIC network (225 outlets), to students and graduates at Manchester and Salford Universities, at Manchester and Liverpool John Moores Airports. Print run for each edition: 40,000*
- *2010 Where to Stay Guide distributed as a consumer guide through the TIC network and to potential visitors. This again includes transport features. Print run:30,000*
- *Manchester Visitor Map distributed at TICs, familiarisation trips, press trips and exhibitions. Transport features include a Metroshuttle map, Metrolink routes in the city centre and main tram, bus and coach stations in the city centre. Total print run: 250,000*
- *'Groups Guide 2010' a 20 page guide promoting Greater Manchester to national group organisers. Features include a city centre map with main bus, tram, coach and train stations. Print run: 16,000*

Tactical marketing campaigns to drive tourism business will continue to be a key feature of Visit Manchester's activity during 2010. These campaigns, targeting key market segments (UK and overseas), are a product of close working relationships with tourism businesses and other partner agencies. Public transport information, including the public transport information line feature prominently in all campaign print.

The most prominent marketing campaign of 2009/10 was the Christmas 'See What Manchester's Made Of' campaign which was led by CityCo but financially supported by Marketing Manchester, Manchester City Council and GMPTE. The campaign featured an online element, through [www.visitmanchester.com](http://www.visitmanchester.com), as well as TV and radio advertising. During the campaign, the site received 221,000 unique visitors (an uplift of 40% on the previous year). 111,000 of those unique visitors visited the See What Manchester's Made Of microsite and the most visited pages were Shopping (62%), Events (19%) and Transport (10%). Additionally, 750,000 leaflets/maps were distributed throughout the city during the campaign.

Through Visit Manchester's management of Manchester visitor services, the organisation works closely with the GMITA to continue to promote the benefits of public transport through the Manchester Tourism Information Centre (TIC) at St. Peter's Square (approximately 30,000 visitors a month). The tourism portal website [www.visitmanchester.com](http://www.visitmanchester.com) also links through to the GMPTE site.

Marketing Manchester hosts visits to Manchester for approximately 200- 300 journalists every year. Every visiting journalist receives a detailed itinerary from Marketing Manchester of what they should see and do on their visit. Public transport around Greater Manchester is detailed on all of these itineraries. Most visiting journalists take advantage of the advice given about tram journeys and the free bus routes.

## 5 2010/11 Activity

2010/11 will represent another challenging year for Manchester's tourism industry. Commercial income will continue to be difficult to attract because of the downturn in business for members and the private sector will continue to look for added value in all activity. Marketing Manchester will continue to develop the original modern brand vision through its new marketing strategy and through initiatives such as the Manchester Conference Partnership which will have a presence at all of the main party political conferences this year.

Visit Manchester will continue to work with Manchester's tourism industry developing the tourism offer and ensuring that the Manchester destination message is effectively communicated across all national and international target markets. It will also maximise the opportunities afforded through the hosting of large scale events such as the 2010 Labour Party Conference, Soccerex European Forum and the 2010 TUC Annual Conference. It will also seek to maximise the opportunities made available by the significant developments at MediaCityUK and will ensure a joined-up approach.

The development of [www.visitmanchester.com](http://www.visitmanchester.com) will be a significant piece of work during 2010/11. A radical approach is being taken in the provision of on-line visitor information and the first phase of the site will be completed during the early part of the new financial year. The Tourism Information Centre is also being relocated as part of the Manchester Town Hall Annexe decant and Marketing Manchester is using this as an opportunity to develop the service using best practice design, technology and service. The new TIC is due to open in May 2010.

Marketing Manchester is also keen to proactively support GMPTE in the development of the '*Transport Strategy for Manchester City Centre*' and looks forward to working closely with the GMPTE and GMITA on its progress.

Marketing Manchester fully recognises and appreciates the key contribution, both financially and strategically, that the GMITA has to offer. Whilst the organisation itself continues to grow and seek funding from other sources, it still relies heavily on the contribution from the GMITA as this is core funding and allows Marketing Manchester to sustain and develop activity as well as grow organically.

## 6. 2010/11 proposal

**Marketing Manchester requests that the GMITA maintains its core funding subscription to Marketing Manchester of £27,428 for the financial year 2010/11.**

**Marketing Manchester guarantees to continue allocating GMITA's core funding to promoting the region's transport infrastructure.**