

Greater Manchester Destination Management Plan:

The visitor economy action plan 2010-13

Updated: May 2010

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1.0 Introduction

The Destination Management Plan is an action plan for the visitor economy for Greater Manchester. A three year plan is updated each year to capture what is happening in tourism, past and present, and to set our priorities for the future. The activity includes not only the plans of the Tourist Board, Visit Manchester, but also those of other partners such as the 10 local authorities of Greater Manchester, training providers, other agencies and of course the bedrock of tourism, the tourism businesses themselves.

The Destination Management Plan (DMP) is co-ordinated and written by Visit Manchester but is developed through consultation with all the appropriate stakeholders. The activity of the DMP is monitored through the Visit Manchester Management Board, which meets quarterly, and comprises representatives from various organisations or groups involved in tourism.

The DMP will identify the key challenges and opportunities the tourism industry will face. It will also list the priorities which, set within the current economic climate, will seek to help develop the tourism sector within Greater Manchester and meet the key objectives set by the organisation.

2.0 Strategy

The DMP is set within an evolving economic and political climate which will undoubtedly influence the visitor economy and change the parameters in which Visit Manchester work. It will intensify the challenges we face, but bring new opportunities as well. The uncertainty of the economic climate is also continuing to add further pressure on reducing levels of public sector spending. Any reduction experienced will inevitably impact on both local and sub regional delivery plans.

This document is directed by a variety of strategic documents including the *British Tourism Framework*, the *Greater Manchester Strategy* and the *Manchester Independent Economic Review*. In addition the DMP is directed by the appropriate tourism strategies (*The Strategy for Tourism in England's Northwest* and of course the *Tourism Strategy for Greater Manchester 2008-13*). Our sub-regional tourism strategy is very clear in its aspirations challenging all relevant stakeholders to create a city which delivers a better quality of life for the people who live and work here – this in turn will lead to a destination that attracts visitors from around the globe.

However, Visit England recently published *A Strategic Framework for Tourism 2010 – 20*, which sets out clear objectives to help maximise tourism's contribution to the economy, employment and quality of life in England. This strategy identifies an action plan to deliver a strategic framework. Visit Manchester and the Greater Manchester tourism industry have an important role in the delivery of the action plan, especially its aim to enhance distinctiveness.

Furthermore, the Northwest Regional Development Agency has recently initiated a consultation process to review the *Regional Economic Strategy (RES)* and it is expected that this document will directly influence the visitor economy. Lastly, Visit Manchester will help develop the Greater Manchester Strategy implementation and delivery plan which will seek to identify the key measures, actions and interventions to align business planning and resources.

Visit Manchester, alongside partners, will continue to review its priorities against each of the new strategies, to ensure relevance, direction and impact.

3.0 Manchester: Be Here Now

Manchester has a rich and diverse offer, delivering an array of world-class visitor attractions and unique events, to attract visitors all year round. Greater Manchester is rich with cultural assets, but it is the city's ability to push boundaries which creates the diversity of our cultural offer. Additionally, Greater Manchester is renowned for its sporting excellence - a rich sporting heritage and a reputation for attracting international sporting events has been built upon a passion for sport, rooted in the community. Furthermore, Manchester has a well

established conferencing offer, which adds real value to the industrial and academic strengths of Manchester.

3.1 Economy

With a population of 2.6 million, the Greater Manchester economy is the largest sub regional economy outside London and the South East. It has over 92,500 businesses, equating to 37% of the North West total. Eighty of the top 100 companies operate out of Greater Manchester and key sectors include financial and professional, media, aerospace, biomedical and food. It generates £40 billion of GVA, which represents 40% of the regional GVA and 5% of the English total. A close relationship to the four Universities and the largest concentrations of students in Europe, with the wider business community has helped create and strengthen a knowledge focussed economy, built on innovation and technology.

3.2 Connectivity:

Diversity is in part created by accessibility, and Manchester is connected globally with an excellent transport network. Manchester Airport is the UK's fourth busiest airport with circa 19m passengers serving over 190 destinations, including direct connections to key long haul destinations in the Far East, North America and the Middle East. There are also numerous direct flights to majority of the key European cities. With high speed train links and a comprehensive commuter network Manchester's is well served by an extensive rail network. Additionally, with the Manchester Metro link, the largest network of its kind in the UK, Greater Manchester has an ever improving public transport offer for visitors.

3.3 Culture:

Our reputation rests on events, moments and encounters that make Manchester unique and relevant to both residents and visitors. The rich cultural offer has been built on in the creation of international events, collections and exhibitions, and has been strengthened by the continued improvement of cultural infrastructure and facilities. Music forms a vital role in Manchester's cultural offer and has always been an important part of life, building on its legacy with diverse venues that play host to all kinds of musical styles. Greater Manchester has hosted a wide section of events in 2009, including:

- Manchester International Festival
- In the City
- FutureEverything
- Take That 'Circus' tour
- Manchester Pride
- Food & Drink Festivals in Bolton, Manchester, Tameside and Trafford

The Manchester International Festival (MIF) is the world's only festival dedicated to premiering newly-commissioned work. MIF utilised the variety of venues throughout the city including galleries, music venues and museums. Our art galleries, museums and theatres are also an integral part of the Manchester experience, and are increasingly focussing their exhibitions and programmes including Michael Angelo at MOSI and the Angels of Anarchy at the Manchester Art Gallery in 2009 to be of wider appeal.

3.4 Sport:

Manchester has long been recognised as one of the world's leading sporting destinations. Since the XII Commonwealth Games in 2002, Manchester has developed a major events strategy which utilised the physical, community and business legacy of the games to attract and host international sporting events. This led to the Manchester World Sport 2008 campaign where Manchester hosted six international events and concluded with Manchester being named the 'World's Best City for Sport' at the SportsBusiness Awards in November 2008. In 2009, Manchester continued to outperform itself in hosting major sporting events including:

- National Badminton Championships
- National Squash Championships
- BUPA Great Manchester Run and City Games (Usain Bolt)
- England v Argentina Rugby Union Test Match

- International Taekwondo Open Championships
- World Netball Series
- Track Cycling World Cup
- Para-cycling World Championships
- Skyride
- Duel in the Pool (Michael Phelps)

3.5 Conferencing:

The business and academic strengths has helped Manchester to build a reputation as a thriving business conferencing destination, with the capacity, flexibility and proven track record of hosting major international and political conferences. Manchester has a breadth of high quality conference facilities, including the Manchester Central Convention Centre, which strengthens the ability to deliver and exceed the expectations of conference organisers and delegates. In 2009 Manchester played host to the following key conferences:

- Conservative Party Annual Conference
- CIPD
- WYSTC
- Soccerex European Forum and
- British Council of Shopping Centres

Business conferencing has, throughout 2009, remained a key element in the Manchester offer. It has nonetheless experienced a downturn, particularly in the corporate market, due to the global economic climate. However, Manchester has remained strong in the association sector and the city continues to host major political conferences. Visit Manchester has recently reacted to the opportunity of maximising the association sector, by re-structuring the team to focus on national and international associations. In doing so it has allowed the team to strengthen both its proactive and reactive delivery functions.

4.0 Manchester Forward...

Greater Manchester must constantly improve the quality of the visitor experiences, challenging itself to further forge and develop a culture of innovation, both in terms of infrastructure, spaces and venues, and programming. Already planned to take place during 2010 are some key developments, events, conferences and exhibitions to help attract international and national visitors, and raise Manchester's profile.

4.1 Developments

Investment in tourism projects continues across Greater Manchester despite the current economic situation (see appendix 3 for full details of these developments). As we would expect, in this global economic climate, investments and developments have slowed. That said, it is still witnessing investment from both the public and private sector. Visit Manchester has been involved in various projects and will continue to work alongside both public and private organisations in guiding, prioritising and supporting their quest for funding, to help improve the infrastructure for the tourism industry.

The redevelopment of visitmanchester.com is to be the first stage of a brand new approach to the digital promotion of the city. It will be supported by a digital concept that is set to revolutionise the city's online presence. At the heart of this concept is the creation of a 'Manchester API' - an Application Programming Interface for the city, that in effect listens to the web and collects together relevant information from social media feeds and other sources about what to do and discover in Manchester. In tribute to the city's past, it has been named 'FABRIC'.

FABRIC weaves its way across the web and through the city itself, providing an ever growing source of information about Manchester, built with the potential to help inform all of Manchester's future digital presence. The launch of visitmanchester.com will be the beginning of a digital process that will continue over the coming years; the next stage will be the unveiling of multi-touch interactive surface tables at Manchester's new visitor information centre. Manchester will be the first tourist information centre in Europe to use this technology. Mobile platforms are also part of the strategy for the year ahead.

The new Manchester Visitor Centre project prioritises the application of new technology in its design concept; it will provide an important new outlet for the delivery of the digital content and will provide an exciting opportunity to develop the presentation and use of the information to enhance the user experience and to support interactive enquiries from our visitors.

This project for the relocation and transformation of the existing Manchester Visitor Information Centre will lead to the development of a new model for tourist information centres, a contemporary, welcoming and high quality environment in which we can aspire to the delivery of an excellent visitor information service, helping to achieve the vision laid out in the Destination Management Plan.

Visit Manchester is also working closely with partners to access Visitor Information Infrastructure funding to develop other related projects including the relocation of Bury TIC to the new Fusilier Museum in the developing Cultural Quarter of Bury Town Centre (Summer 2009). The ambition behind this project being to create a service that is better able to support the developing town centre attractions through improvements in ICT, extended hours of operation, a better location and improved signage.

The Arts Ticketing Portal, led by Arts About Manchester (to be renamed All About Audiences) is a innovative project to develop a comprehensive What's On and On-line Ticketing Portal, to be developed in close consultation with the city's arts organisations. Visit Manchester is a partner in the project as it provides an opportunity to bring on-line ticketing to the new visitmanchester.com, facilitating purchases of tickets from multiple cultural venues, itinerary planning, and in the future the ability to incorporate user-generated content (e.g. recommendations, ratings and reviews). Visit Manchester is working with All About Audiences to access project funding for this development.

In 2009, Manchester witnessed the opening of the new Park Inn hotel in the Green Quarter providing a further 252 bedrooms in the city. The Yang Sing Oriental closed, with Roomzzz, taking ownership of the building changing its use to serviced apartments. Even within these challenging economic times, Manchester continues to attract hotel investment, for example the Holiday Inn Express on Oxford Road is nearing completion.

A number of new hotels are currently being proposed for development and various planning applications, which are at different stages, both within the city centre and in the wider area. Other significant developments which will impact on the development of hotels include MediacityUK. Furthermore, a number of hotels within the area will be undertaking significant refurbishment programmes.

A number of visitor attractions opened during 2009 including the People's History Museum, Legoland, Royal Lancashire Fusiliers Museum, East Lancashire Railway Bury Transport Museum and the Band on the Wall. Over the next few years there will be further investment to existing attractions, as well as some new attractions opening, including:-

- Chetham's School of Music (2012)
- Ordsall Hall (2011)
- Oldham Coliseum Theatre relocation (2012)
- Stockport Plaza restoration (2010)
- Theatre redevelopment to house Royal Opera (2013)

We have also witnessed some significant investment in key infrastructure, which has a direct impact on the visitor economy, most notably the expansion of Manchester Central Convention Centre. The phase one development included the addition of a second entrance and foyer connecting the Central Hall, Auditorium, Exchange Hall and Charter Suites. Whilst Phase two created an imposing new main entrance, reception and flexible meeting spaces at the front of Central Hall. These initial two phases have not only increased the size of Manchester Central, but added further flexibility allowing the facility to host multi events at the same time.

Manchester Airport completed its £80m investment in the re-development of both Terminal 1 and 2, which included improved security processes, new retail spaces and departure lounges.

Further infrastructure projects will also be taking place in 2010 which will impact on the visitor economy. These include:-

- Manchester Central (Phase 3) 2011
- Metrolink Extension (2012)
- Lancashire County Cricket Club redevelopment (2012)
- BMX Centre, East Manchester (2011)
- MediaCityUK (2011)
- Victoria Station redevelopment (2011)
- The Corridor (Oxford Road)
- Manchester Airport (Arrivals)
- St Peter's Square re-development (2014)
- Eastlands (2014)

All of the above developments are significant and fundamental to help improve the offer for visitors. The following projects add further significance to the importance of investing in our infrastructure and visitor attractions allowing Manchester and the wider region to benefit from an improving, diverse and compelling visitor offer. These include:

- Whitworth Art Gallery Expansion - a £12 million extension that will re-orient the Whitworth outwards towards the park. Plans include an alfresco art garden, a second entrance, a new café in the tree canopy, a study centre, art workshop and educational facilities. The re-development emphasises its cultural role in the Corridor and the wider city.

- National Football Museum (NFM) - The NFM closed its doors in Preston for the last time on 30th April 2010. The museum is working in partnership with Manchester City Council to bring exciting new football exhibitions to the city. Urbis, in Manchester city centre, will be the brand new site for the museum, which is due to open in Autumn 2011 and will be a significant addition to both the cultural and sporting offer in Manchester.
- MOSI - This important new gallery, Revolution Manchester, will tell the story of the city's industrial and technological achievements. World changing inventions created in the Northwest, such as AVRO Tri-plane, Arkwright's water frame and 'Baby' the world's first computer, will be displayed in the fantastic new space. It will be inextricably linked to the rest of the city and become an iconic symbol about what Manchester is about.

4.2 Major Events – Culture, Sports & Conferencing

Manchester's cultural profile is significantly enhanced by the presence of renowned attractions, institutions and events. Although the ambition of its cultural 'product' has still to be fully realised, with the proposed investments in our attractions, a clear cultural strategy and innovative programming Greater Manchester's offer is ever improving. There is already an exciting line-up of cultural events, including:

- 24/7 Theatre Festival
- Family Friendly Film Festival
- Recorders: Rafael Lozano-Hemmer exhibition at the Manchester Art Gallery
- The Manchester Weekender
- AND Festival
- In The City
- Manchester Literature Festival

As we enter into what is being called the 'Decade of Sport' which sees the UK seek to host several high profile events including: Olympics 2012, Commonwealth Games 2014, while also bidding for the Rugby World Cup 2015 and FIFA World Cup 2018, Manchester is best placed to grasp the potential opportunities of this. Greater Manchester already has already a robust programme of key sporting events scheduled for the next 12 months and beyond, including:

- European Badminton Championships
- The Manchester Masters Tennis Championships
- British National BMX Series
- UCI Track Cycling World Cup
- National Squash Championships
- RFL Super League Grand Final
- Great Manchester Run and City Games
- Paralympic World Cup
- England v Bangladesh Test Match and England v Australia One Day International
- NW Masters Football
- FIL World Lacrosse Championships

Manchester continues to develop its conferencing offer, with particular focus on national and international associations. This is an increasingly competitive market place, with international cities attracting significant investments in both marketing and facilities to capture these mobile conferences.

By 2011, Manchester will take up to 65 conference venues through the Meetings Industry Association's AIM accreditation programme, which will mean that all venues featured within the conference guide are accredited venues. This will be the highest concentration of accredited venues in any UK city but importantly, it will show our commitment to quality.

Manchester continues to work strategically and has been invited to sit on the strategy development group for the Visit England Business Tourism Strategy. The development of the strategy is a key objective within the tourism framework.

Manchester continues to focus on business tourism and in 2010 it will host the following conferences:

- Labour Party Annual Conference
- CIPD
- Soccerex European Forum
- UNISON
- TUC
- Museums Association Annual Conference & Exhibition

5.0 Visit Manchester

5.1 Vision

Our vision is to build a city region fit for the people of Manchester, which will attract people from all over the world, particularly those with a thirst for discovery

5.2 Targets

The targets for Greater Manchester are set in line with the tourism strategy which runs from 2008 to 2013, therefore targets for 2013 are:

- To increase staying visitor nights to 10.6million
- To bring in 995,000 overseas visitors
- To increase staying visitor spend to £1.4billion
- To support 81,000 (FTE) jobs

A number of other destination performance indicators have been identified to measure the performance of Manchester's visitor economy. These can be found in Appendix 2.

5.3 Objectives

- To improve the visitor experience
- To enhance communication with visitors
- To develop the infrastructure
- To create iconic events, developments, initiatives and opportunities
- To ensure a better quality of life for residents
- To increase the productivity and performance of the tourism businesses
- To improve the skills level of people working in the visitor economy
- To improve community benefits:- accessibility, diversity and an inclusive night-time economy

5.4 Target Markets

Target markets are identified by vigorous research, matching what we have to offer with the needs of particular markets, also taking into consideration predicted growth and decline of the markets. Countries can be so large however, that we then narrow down even further who we are going to target – this can be geographic and demographic – to get the best match and ensure that the marketing money spent is as effective as possible.

Our destination three year marketing plans are reviewed annually and marketing campaigns put together with key partners such as Manchester Airport, train operating companies, airlines, other destination such as Liverpool and the Lake District, and also the tourism businesses as appropriate.

Increasingly there is a move to marketing through electronic means – internet and email. This both ties in with our aspirations to become a more “green” destination through reducing the amount of print that is generated, but also because customers are increasingly using methods other than brochures to research and select their destinations.

During 2009/10, Visit Manchester will be running campaigns (for the leisure visitor) in the following countries:-

Market	Segment	Product / Interest
Primary markets		
USA (North America & Canada)	Baby Boomers	“Hidden Britain”, Industrial heritage, Value for money, experiential travel, arts & culture, Gateway message
USA (North America & Canada)	Gay and Lesbian Travellers	Value for money, arts & culture, nightlife, shopping, gateway message
USA (North America & Canada)	GRUPS (18-44)	Value for money, arts & culture, music, nightlife, shopping
India	DINKS ¹ (25-44), VFR ² (45+), Families	Industrial Heritage, arts & culture, Gateway/Touring
Ireland	DINKS (26-35), ABC1 C2 ³ , SINKS ⁴ (26-35), ABC1 C2	Value for money, shopping, sport, nightlife, arts & culture
Germany	Young Urban Professionals (25-35)	Value for money, nightlife, arts & culture
Germany	DINKS (35-55)	Value for money, Industrial Heritage, Gateway/Touring
Nordic Region	DINKS (20-39)	Value for money, Sport, Shopping, Nightlife, Music
Emerging markets		
China	The ADS tourist (broad age range)	Value for money, shopping, industrial heritage,
	Independent travellers(30-45)	Value for money, shopping, arts & culture, food & drink, industrial heritage,
Asia Pacific (Hong Kong, Singapore, Malaysia)	DINKS, SINKS (25-35)	Value for money, shopping, nightlife, touring
Middle East UAE, Qatar linked with direct air routes).	Families	Value for money, shopping, food & drink, entertainment, family friendly

¹ DINKS = Double income no kids

² VRF = Visiting Friends and Relatives

³ ABC1 C2 = Medium to High Income

⁴ SINKS = Single income no kids

In terms of business and conference tourism, a regional resource, based at Visit Manchester identifies, contacts and prepares bids for international and national conferences. In addition to this, an Ambassador programme run in Manchester works with academics involved in specialist Associations, to help bring their conference to Manchester. The approach has proven successful especially within the medical research and educational base. This approach is now being focussed on other key industrial and educational strengths including sport.

5.5 Challenges

The Local Authority activities detailed in appendix 4 highlights the variety interventions aimed at tackling the challenges we face, or gaps in our current product or offer. Additionally, the tourism industry, including Visit Manchester will be facing a number of macro issues including:

The economy & recovery – following the past years economic downturn, initial discussions on how businesses are planning for the recovery are continuing and Visit Manchester will need to clearly identify how best to direct its resources to help develop and market the right products to help stimulate activity and visitors numbers.

Public sector funding cuts – following the uncertainty of a change in government it is clear Visit Manchester, as all businesses, will be facing challenging times which will reflect the austere climate in which we operate and the expected cuts throughout the public sector.

The international markets which we operate in will be affected by aviation issues such as air passenger duty, which will increase the cost of flights into and out of the UK. The economic climate will also impact on exchange rates and will provide both challenge and opportunities in attracting international visitors.

5.6 Opportunities

The economic climate and political landscape will continue to influence and challenge Visit Manchester. It however, will lead to some opportunities including;

- The cost effectiveness of some international markets visiting the UK
- The continued trend of British people taking breaks within the UK
- The continual investment to improve cultural assets
- The continued creation of a varied and appealing events programme - cultural, music and sports
- The London 2012 Olympics will inevitably increase visitors to the UK. Manchester's hosting 9 Olympic football games, a formal Live Site and the continued work in improving the arrivals at Manchester Airport, positions it in a strong position to leverage benefits.
- Further focus on key international and national associations to attract sustainable and impactful business tourism
- The initial development of the MediaCityUK site, which will include the relocation of five BBC departments, and creation of one of the largest open public areas, and its location with regards to other visitor attractions will help strengthen the areas attractiveness to visitors and residents alike.
- The Trafford Park master plan which will create further focus on linking the visitor attractions in Trafford and the Quays area
- The Manchester International Festival
- The continued clusters and consortia approach

6. Priorities

Outlined below are Manchester's priorities for the next 3 years in no particular order. These remain unchanged from 2009.

1. Enhancing the image
2. Promoting Manchester to national and international visitors
3. Creating a leading conference and business destination
4. Improving the provision of information to visitors
5. Developing and enhancing the product
6. Improving the infrastructure

6.1 Enhancing the Image

There remains a perception in some markets of Manchester as a grey, industrial city. Manchester's original modern brand vision is the foundation for our image. Working together (public and private sectors) reinforces and adds credence to the brand, and cross-sector working enables economies of scale to combat these negative perceptions.

Objectives:-

- To change perceptions of Manchester around the world, through targeted press coverage and marketing campaigns.
- To inspire potential visitors into coming to Manchester, using the brand image to create desire
- To guide tourism stakeholders in the use and application of the brand
- To educate residents on local tourism assets and encourage civic pride through local media

6.6 Promoting Manchester to National and International Visitors

Manchester is a key UK destination for both national and international visitors, who come here for both leisure and business purposes. In 2008 Manchester was again the third most visited city in the UK by international visitors. Targeted marketing campaigns have been delivered in key markets for a number of years, and despite the global economic climate, it is important that investment in marketing continues to ensure continued market share when the recovery starts.

Manchester is England's second city and boasts a major international airport. It has both an urban and rural offering within its city-region boundaries for leisure visitors, and a conference quarter based right in the city centre. Manchester's location enables visitors to come from and / or go to many parts of northern, central and eastern England, and north Wales within an easy drive or train ride. Manchester's airport serves around 200 destinations worldwide and connects to 16 airports in the United Kingdom, making it easy to get to, but also a gateway to other destinations.

Objectives:-

- Increase the number of visitors to Manchester, encourage them to stay longer and spend more money in the local economy
- Ensure the survival of existing key air routes
- Attract leisure visitors from new / developing markets

6.7 Creating a Leading Conference and Business Destination

Manchester has significant potential as a major European business tourism destination and with Manchester Central's plans for future expansion in addition to the new facilities at the University of Manchester, the city is perfectly placed to maximise its potential for large scale conferences. With the access provided by Manchester Airport, the city offers a genuine alternative to London as a place to hold major conferences and conventions. The city has a proven track record and a reputation as one of the most dynamic conference destinations in Europe.

The business tourism offer continues to be enhanced through the construction of new high-quality conference hotels and facilities, increased budget bed-stock and ongoing programmes of refurbishment which will further position the City as a destination of choice.

Objectives:-

- Increase the number of conference delegates and business visitors to Manchester with a particular focus on the association sector
- Attract major exhibitions and business events to Manchester
- Promote Manchester as a meeting room for the world
- Improve the level of service offered to conference buyers
- Improve the quality of the conference facilities

6.8 Improving the Provision of Information to Visitors

Information to visitors can be separated into two distinct areas - providing visitors with succinct, easy to find information to assist them in researching and planning their trip, and supporting them when they arrive through different contact points across the destination. Wherever possible we aim to maximise the economic contribution of visitors – encouraging them to stay longer, do more and spend more money.

Objectives:-

- To increase visitor dispersal, motivating longer stays and repeat visits.
- To 'make it easy' for the visitor to find out about Manchester, to book their journey and the services they require during the stay
- To improve Manchester's welcome to improve and add value to the visitor experience.
- To provide the "right" information to visitors through the channel most relevant and appropriate for their needs
- Support and encourage the quality and breadth of the visitor offer and visitor experience.

6.9 Developing and Enhancing the Product

This priority area covers all aspects of the tourism product, primarily focussing on the businesses themselves and their employees, but also including the product in terms of dispersal strategies and what visitors do when they come to Manchester. It also covers reasons to encourage visitors to come, such as events and festivals.

The visitor's experience is influenced by a number of areas, not least the quality of the accommodation, the visitor attractions, the restaurants, and the service that is received during the stay. High quality and consistency is particularly important to a destination attracting so many international and business visitors. We need to raise our game to ensure that we do deliver a world class service.

Objectives:-

- To ensure that Manchester's offer meets expectations and delivers quality on all levels
- To support tourism businesses through recession whilst still improving productivity and profitability
- To ensure that skills gaps are met and improve the key skills required by businesses to deliver a quality service
- To support signature projects, filling gaps in the offer, and offering a rounded experience to visitors
- To improve access to tourism businesses where possible, and improve information on access
- To promote sustainable tourism and encourage businesses to become more environmentally aware
- To improve the quality and reputation of the food offering

6.10 Improving the Infrastructure

Manchester has a built environment with a pronounced historical significance from the amazing industrial buildings, the modern city centre and the waterways to the smaller towns and easily accessible countryside that appeal to a range of visitors. However the quality of the public spaces is not always of a high standard and through our vision to create a destination that is inspiring for its residents, we will be creating a better quality environment for our visitors. In addition to this, we need to ensure that visitors are able to travel around the city-region easily, reaching parts of the destination that appeal to them and we must put into place strategies to ensure the city is a 24 hour city, and one that has appeal to families.

Objectives:-

- To improve the quality of the public realm in key destinations across Greater Manchester, particularly encouraging green space wherever possible
- To develop strategies to open up the city and towns during evenings and nights to a wider audience
- To support the development of “icons” increasing the attractiveness of the tourism offer
- To improve transport links for visitors, and provide better information and easier ticketing options

Appendix

1. Visit Manchester Management Board members
2. Performance Indicators
3. Local Authority Development Plans
4. Local Authority Activity Plans
5. Visit Manchester Stakeholders