

Appendix 2: Performance indicators and sources

	Target 2006	Actual 2006	Target 2007	Actual 2007	Target 2008	Actual 2008	Target 2009	Actual 2009	Target 2010	Actual 2010	Target 2011	Actual 2011	Target 2012	Actual 2012	Target 2013	Actual 2013	F / C*
No. of staying visitor nights (millions) ⁽¹⁾	9.4	9.4	9.7	9.7	10.0		10.0		10.0		10.2		10.4		10.6		C
No. of overseas visitors ⁽²⁾	848,720	912,000	869,938	971,000	885,000		900,000		900,000		940,000		980,000		995,000		C
Total staying tourism spend (serviced and non-serviced accommodation) ⁽¹⁾ (billions)	1.19	1.26	1.24	1.38	1.30		1.30		1.30		1.35		1.38		1.4		C
Total economic impact (billions) ⁽¹⁾	N/A	5.41	N/A	5.6	N/A		5.8		5.8		6.0		6.2		6.4		C
Tourism related employment (FTE) ⁽¹⁾	N/A	76,274	N/A	79,411	N/A		79,500		79,500		80,000		80,500		81,000		C
Index of Attractions (visitor numbers)	125	114	130	129	135		131		133		135		138		140		C
Room occupancy ⁽³⁾	75%	76%	75%	76%	76%	73%	70%		72%		74%		75%		75%		C
Bed-spaces (No. of beds) ⁽¹⁾	44,400	43,687	44,700	43,046	45,000		44,000		44,000		44,200		44,500		44,750		C
Number of Attractions in VAQAS ⁽⁴⁾	25	31	45	45	50	45	50		52		53		54		55		F
% serviced accommodation accredited (establishments)	N/A	U	70%	63%	71%	67%	69%		70%		71%		71%		72%		F
% serviced accommodation accredited (bedstock)	N/A	U	93%	84%	93%	86%	87%		88%		89%		90%		90%		F

	Target 2006	Actual 2006	Target 2007	Actual 2007	Target 2008	Actual 2008	Target 2009	Actual 2009	Target 2010	Actual 2010	Target 2011	Actual 2011	Target 2012	Actual 2012	Target 2013	Actual 2013	F / C*
Visitors to www.visitmanchester.com ⁽⁵⁾	300,000	395,353	500,000	577,608	815,000	758,392	1m		2m		3m		4m		4.5m		F
Number of leisure bookings made through the on-line accommodation booking service	1,500	1,081	1,250	1,179	1,500	1,078	1,500		2,500		3,500		5,000		5,500		F
Number of conferences (association/professional) ⁽⁶⁾	110	120	TBC	171	TBC		TBC		TBC		TBC		TBC				F
Number of bids submitted for conferences (National and International)	-		40	34	50	22	25		30		35		40		45		F
Number of international meetings held (ICCA) ⁽⁷⁾	25	14	21	21	23	26E	25		27		30		32		35		F

* Denotes Financial or Calendar Year

Data Sources

- (1) STEAM (Scarborough Tourism Economic Activity Monitor)
STEAM has been used since 1999 to provide information on trends in the Manchester tourism industry. STEAM uses local level occupancy and attraction data to provide monthly breakdowns and annual figures on the impact of tourism in Manchester. The research is undertaken on an annual basis and is not designed to provide a precise and accurate measurement of tourism in a local area, but rather to provide an indicative base for monitoring trends. The project is jointly funded by the NWDA, AGMA (Association for Greater Manchester Authorities) and the 10 districts of Greater Manchester.
- (2) International Passenger Survey

The IPS counts travellers from international destinations as they pass a certain point at key airports and ports to ascertain the number of international visitors. Approximately 1 in 500 will then be randomly selected for interview to gain more information about their visit.

- (3) LJForecaster©
This is used to provide hotel room occupancy rates for Greater Manchester. Data is collected on a monthly basis from a representative sample of hotels in the Manchester Hotels Association (MHA). This includes the occupancy for the previous month and sales figures for the coming 11 months. The project is jointly funded by the MHA and the NWDA.

- (4) Visitor Attractions Quality Assurance Service (VAQAS)
This is a consumer focused quality assessment service for visitor attractions. It helps to identify strengths of an attraction and highlights development areas, based on industry examples.

A wide range of attractions of all sizes, both large and small, throughout England have benefited from participation in the service. In Manchester existing members include; The Museum of Science and Industry, East Lancashire Railway, Imperial War Museum North and Manchester United Museum and Tour Centre.

- (5) Visit Manchester
www.visitmanchester.com is the official tourist board website for Greater Manchester.
Between 2003 - 14th Sep 2006 all Website figures are taken from Site Stats: <http://siteview.nedstat.nl/> . From 14th Sep 2006 - today all website figure are taken from Google Analytics: <http://www.google.com/analytics/>. 2007 - 2008 website stats are estimated using current growth of the website.

All booking information is taken from Late rooms: http://www.laterooms.com/en/p1469/r100_hotels-in-uk.aspx of which we are affiliates. Again 2007 - 2008 stats are estimated using current growth of bookings.

- (6) Conferences
Number of conferences (association/professional) is defined as the number of conferences within Greater Manchester (not through VLS), and association/professional meaning not-for-profit conferences including residential and non-residential but not receptions/gala dinners etc.

- (7) ICCA
ICCA is one of the most prominent organisations in the world of international meetings. It is the only association that comprises a membership representing the main specialists in handling, transporting and accommodating international events. With over 700 members in almost 80 countries worldwide, it is certainly the most global organisation within the meetings industry. ICCA is the global community for the meetings industry, enabling its members to generate and maintain significant competitive advantage