



Networking opportunities

- invites to twice-yearly formal members' meetings and informal members social events which provide the chance to meet other members and forge partnerships
- access to membership database which includes over 370 key contacts at Manchester tourism businesses
- showcase your product and raise your profile at Marketing Manchester/Visit Manchester staff meetings
- access to members extranet to share information and offer special deals for members and join Visit Manchester LinkedIn pages to keep in contact with your industry colleagues

Improve your business

- access to a wide range of targeted marketing opportunities as outlined in the Marketing Opportunities brochure
- enter the Manchester Tourism Awards
- access the Manchester Image Bank and provide your images to be included for future promotion of Manchester
- access to targeted business development opportunities and quality improvement programmes
- reduced rates on marketing consultancy and/or design services and events via Marketing Manchester support teams

Access discounts

- specially discounted credit card facilities from Barclaycard
- all members can have copies of the official visitor map for distribution at their reception/front of house. The map is on a handy tear off pad
- discounted rates at Sugarvine
- take advantage of Chamber Plus, a cost saving initiative for services such as telecoms, stationery, fuel and utilities that is run by Greater Manchester Chamber of Commerce



Visit Manchester Membership Benefits 2011-12



Visit Manchester is the tourist board for Greater Manchester. Our role is to:

- Provide strategic leadership for the tourism industry
- Promote Manchester as a leading leisure, learning and business tourism destination for national and international visitors
- Service the visitor with everything they need to research, plan and enjoy a trip to Manchester by providing industry leading visitor services
- Provide support to the Manchester's tourism industry

Visit Manchester is a membership organisation and works with over 370 hotels, attractions, conference venues, bars, restaurants, tour guides and many other businesses from across Manchester and the city-region.

Enclosed are the benefits of becoming a member of Visit Manchester. If you have any questions about your membership, or would like to discuss the benefits further, please contact Rachel Heaton on **0161 238 4519** or email rachel.heaton@marketingmanchester.com

Leisure tourism activity

- opportunity to be included in promotional trips for travel trade and include information on **visitmanchester.com/traveltrade**
- submit your special offers and get them promoted to a wide range of national and international visitor markets via **visitmanchester.com**
- listing plus images on **visitmanchester.com**
- get involved in Visit Manchester social media activity including Twitter, Facebook, Blog, Flickr and YouTube

Opportunities at Manchester Visitor Information Centre

- referrals via Manchester Visitor Information Centre (MVIC) (250,000 visitors per year) and Tourist Information Visitor Helpline (25,000 calls per year)
- included on the interactive Microsoft surfaces tables at the MVIC
- all city centre accommodation providers and attractions are listed on the official visitor map (print run 160,000). The map is distributed at hotel concierge, visitor attractions, major conferences, events and sent out in response to visitor enquires



Business tourism activity

- basic listing on our dedicated conference website visitmanchester.com/conference
- access to members online conference toolkit
- referrals via Venue Location Service (550 value enquiries per year)
- referrals via Accommodation Booking Service (over 21,000 room nights booked per year)
- conference service providers are listed on our suppliers database which gives the opportunity to raise their profile to conference organisers
- opportunity to work with our growing list of business tourism ambassadors
- full induction from Visit Manchester conference team, including tips on how to maximise your conference bookings
- explore opportunities within the incentive market
- restaurants can submit special offers which will be promoted to selected visiting conference delegates

Press and communications

- opportunity to be included in What's New in Manchester, a monthly newsletter distributed to a dedicated press database of over 600 national and international contacts
- opportunity to be included in relevant press visits
- access to tourism industry research including key facts, figures and hotel occupancy statistics
- opportunity to provide key messages for inclusion in Manchester's promotional strategy framework
- keep informed on what's happening in the industry through the members' monthly e-newsletter

