

Greater Manchester Tourism Economic Indicators

Introduction

Marketing Manchester has used a model called STEAM (Scarborough Tourism Economic Activity Monitor) since 1999 to provide an indication of the economic impact of tourism in Greater Manchester. It is not designed to provide a precise and accurate measurement of tourism, but to provide an indicative base to monitor trends. The model is run by Global Tourism Solutions and is one of very few models available to calculate the economic impact of tourism on the local economy.

The input data used in order to run the model includes:-

- Monthly occupancy data for each type of accommodation
- Bed stock for each type of accommodation
- Attendance at attractions/major events (by month)
- Tourist Information Centre visitor numbers

The final report then quantifies the local economic impact of tourism from both staying and day visitors by:-

- Bedstock analysis (month by month)
- Bedstock seasonal availability analysis (by category of accommodation)
- Estimates of revenue generated by visitors
- Estimates of number of visitors and visitor days
- Estimates of employment supported by tourism

Health Warning

In 2007 the rates of daily expenditure were revised to ensure that the model uses the most appropriate and up-to-date information. The revised spend rates emerged from the data gathered in the Northwest Day & Staying Visitor Surveys and the Greater Manchester Visitors Survey (all 2007).

To enable the comparison with historic data the trend rates have been rolled back from the 2007 data to previous years' data. This has resulted in the expenditure and employment outputs being updated and therefore differ to those previously quoted.

Please also note that the figures quoted are 'indexed' and include the appropriate inflation rate for each year.

Greater Manchester Tourism Economic Indicators

Visitor Numbers	
2000	79.0 million
2001	81.3 million
2002	84.7 million
2003	89.0 million
2004	90.7 million
2005	94.0 million
2006	98.8 million
2007	100.6 million

Visitor Days	
2000	87.2 million
2001	89.8 million
2002	93.2 million
2003	97.7 million
2004	99.7 million
2005	103.3 million
2006	108.5 million
2007	110.6 million

Economic Impact of Visitors	
2000	£4.20 billion
2001	£4.21 billion
2002	£4.83 billion
2003	£5.01 billion
2004	£5.16 billion
2005	£5.39 billion
2006	£5.41 billion
2007	£5.60 billion

Employment Supported by Tourism (full time equivalent)	
2000	64,580
2001	63,654
2002	68,761
2003	71,113
2004	72,140
2005	74,302
2006	76,274
2007	79,411

Bed Stock (number of beds)	
2000	37,023
2001	38,377
2002	39,930
2003	41,415
2004	42,549
2005	43,447
2006	42,130*
2007	43,046*

*During the collection of the 2007 data, the accommodation stock included in STEAM was significantly data cleansed across Greater Manchester. These changes were rolled back to be reflected in the 2006 figures so an accurate trend between 2006 and 2007 could be established.

Overnight and Day Visitor Breakdown (millions)

	2000	2001	2002	2003	2004	2005	2006	2007
Day visitors	72.0	74.8	76.5	80.5	81.8	84.7	89.4	90.9
Overnight visitors	7.0	6.5	8.2	8.5	8.9	9.2	9.4	9.7

Source: STEAM