

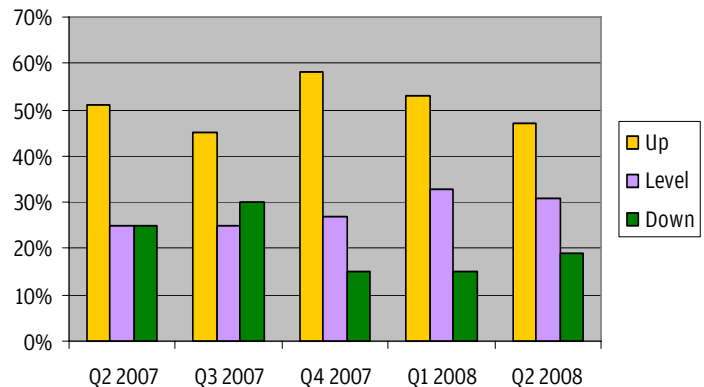
How's Business?

Greater Manchester Tourism Business Performance Survey

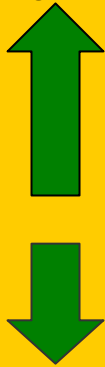
April - June 2008

Each quarter businesses are asked how their visitor numbers are compared to the same quarter 12 months earlier - whether they are up, level or down. The graph shows how businesses in Greater Manchester reported their visitor figures in the last 5 quarters.

Almost half the businesses in our sample reported a rise in visitor numbers when they compare them with the same quarter last year. There is also a significant number who have reported that visitor numbers are similar for 2008 so far to those experienced in 2007.



Factors Affecting Businesses



- Better marketing and publicity or an improved web presence.
- Summer events and exhibitions, such as the UEFA Cup Final, Futuresonic and the Urban Moves International Dance Festival.
- Improved standards through investment in facilities, staff and/or services
- Rising fuel, food and energy costs
- A poor exchange rate and the “credit crunch”

The additional question in this quarter's survey asked businesses if their visitors regularly mention anything that has really surprised them about Manchester or another district in Greater Manchester - positive or negative.

Most comments were very positive; reporting surprise at how vibrant, compact and friendly the city is. Several reported surprise at the diversity of events and attractions within Greater Manchester, but by far the most common response was surprise at the modernity of the city. Businesses reported that visitors regularly mention how much the city has changed, 'the rebuild after the bomb', or how 'modern and clean' Manchester has become. Negative comments included complaints about the drinking culture, litter and noise.

Participation : 42% accommodation providers, 19% visitor attractions, 11% food and drink establishments, 11% entertainment venues, and 17% other tourism businesses (0% conference venues). Businesses participated from 9 of the 10 districts of Greater Manchester, with half of the sample located within the district of Manchester itself.

