

# How's Business?

## Greater Manchester Tourism Business Performance Survey

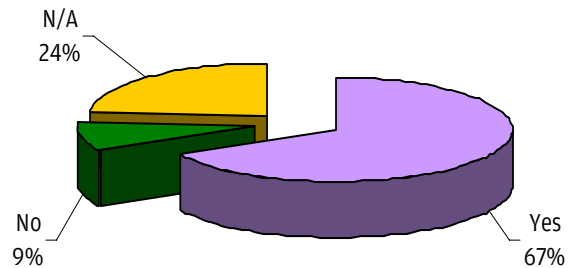
October to December 2007

This quarterly survey was distributed to 845 tourism businesses in Greater Manchester.

### Use of local produce & partnership working

- 83% of tourism businesses in Manchester worked with other businesses to promote their product compared to 44% across other Greater Manchester districts.
- The nature of these partnerships were business referrals to other types of business/cross-promoting, steering groups and contributions to the organisation of festivals.
- 75% of accommodation providers, 50% of visitor attractions and 50% of food & drink establishments use local produce.
- Feedback indicated that if more viable links to suppliers were established then the proportion of tourism businesses using local produce would rise by 9%.

The use of local produce across Greater Manchester tourism businesses



N/A : local produce was not applicable to their type of business.

### Visitor Numbers

- ↑ Tourism businesses in Greater Manchester reported that the number of business visitors had increased more than international, domestic and group tourism compared to the same period twelve months earlier.
- ↑ All tourism businesses who participated in the survey from the Manchester district reported that their overall visitor numbers had either remained steady or increased on last year's figures.

### Factors Affecting Business

- ↑ The positive effects reported were new food and drink establishments nearby that have had a positive impact on the immediate area, publicity in national publications and guidebooks, conference events coming to Manchester and businesses winning awards.
- ↓ The negative effects reported were the smoking ban, aggressive discounting of alcohol at supermarkets, road closures and building work obscuring brown tourism signs.

Participation : 32% accommodation providers, 24% visitor attractions, 18% food and drink establishments, 8% retail providers and 18% other tourism businesses. Businesses participated from 9 districts of Greater Manchester.