

How's Business?

Greater Manchester Tourism Business Performance Survey

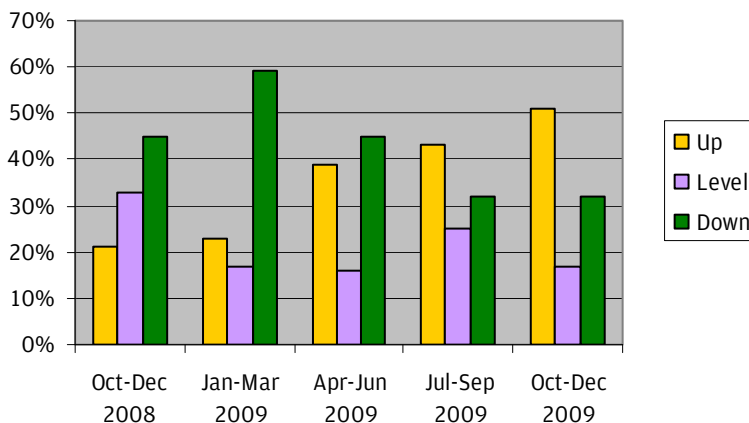
October - December 2009

As for the previous quarter, the survey for the period of October-December 2009 was distributed as four individual questionnaires targeted specifically either to accommodation providers, eating establishments, visitor attractions, or all 'other' tourism businesses.

Visitor Numbers

The graph shows how tourism businesses in Greater Manchester reported their visitor figures in the last 5 quarters compared to the same period in 2008.

Results for October-December 2009 were the most positive of the year, with 51% of tourism businesses reporting a rise in visitor numbers compared with the last quarter of 2008. As shown in the graph opposite, the proportion reporting a rise in visitor numbers continues to increase every quarter.



Visitor Numbers - by tourism sector

Eating Establishments

- Eating establishments reported the most positive results for visitor numbers of any sector, with 63% reporting numbers were up compared with last year.
- However, they also reported the most negative results for profitability, with only 25% reporting profitability was up compared with the same period in 2008.
- 38% reported profitability was down in comparison with last year.
- Discounted meals/meal deals were reported to have reduced profitability (either to some extent or a great extent) for 86% of eating establishments in the sample.

Visitor Attractions

- 56% of visitor attractions reported that visitor numbers were up compared with the same period in 2008.
- Only 22% reported that visitor numbers were down compared with last year.
- 83% of visitor attractions reported that an increase in UK residents taking day trips had affected visitor numbers to some extent, while half reported an increase in staying visitors.
- Of those able to comment on profitability, 43% reported that it was up and 57% reported profitability was level with the same period last year.

Accommodation Providers

- 47% of accommodation providers reported that visitor numbers were up compared with last year, and 40% that numbers were down.
- Around half reported that the leisure market (both overseas and UK) was up compared with last year, although 69% reported that the general business visitor market (non-conference) was down.
- 40% reported profitability was up compared with the same period in 2008, and 47% that it was down.
- Discounted room rates, as well as fewer staying guests nationally, had affected profitability for 79% of accommodation providers.

Other Tourism Businesses

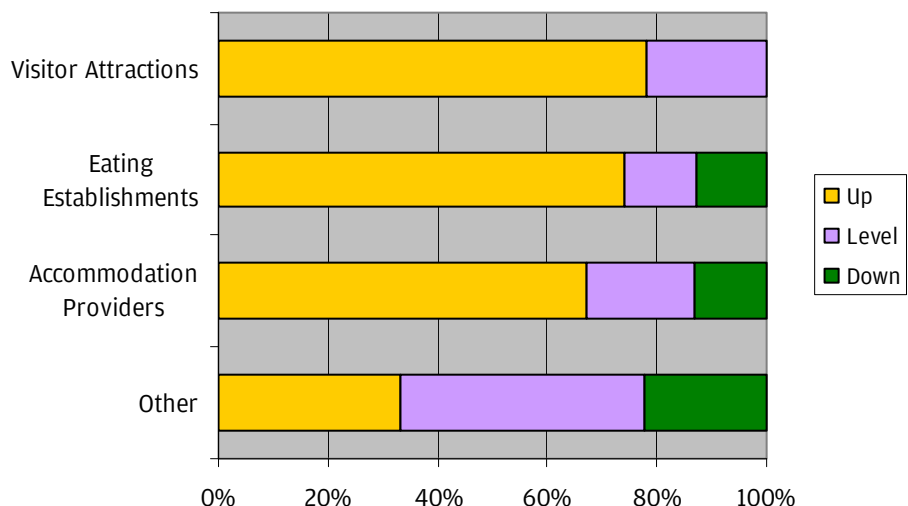
- This sector included conference venues, tour and transport operators, and other tourism businesses.
- 45% of this sector reported that visitor numbers were up compared with the same period last year, which was the lowest proportion of any sector.
- However, 56% reported that profitability was up compared with last year, which was the highest proportion of any sector.
- Factors affecting profitability were largely effects of the economic downturn, such as less available spend, fewer bookings, and suppliers going out of business. One positive effect was a boost to local venues as fewer people took trips away.

Forecasts

Respondents were asked what their expectations were for 2010 compared with 2009, whether they expected business to be up, level, or down.

These are the most positive results of the year, with 63% of businesses overall forecasting business will be up in 2010 compared with 2009.

While around three-quarters of visitor attractions (78%) and eating establishments (75%) reported positive expectations of the year ahead, only a third of 'other' tourism businesses (33%) did so.



Participation : 36% accommodation providers, 22% visitor attractions, 20% eating establishments, and 22% other tourism businesses (including 5% conference venues and 5% tour or transport operators). Businesses participated from all 10 districts of Greater Manchester, with just over half the sample in the district of Manchester.