

How's Business?

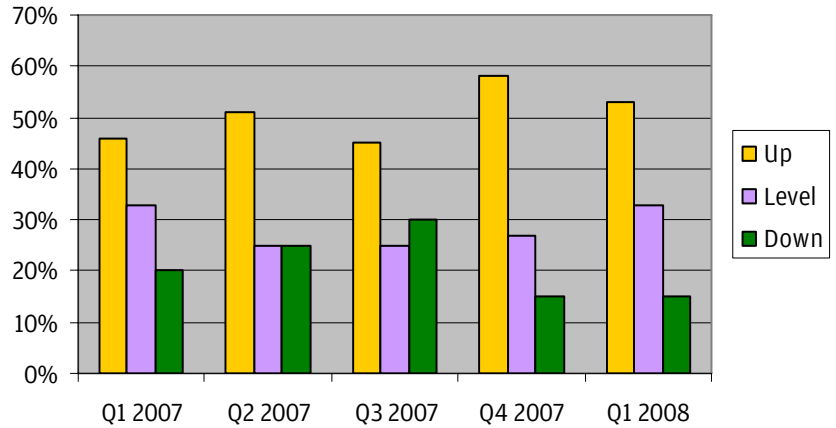
Greater Manchester Tourism Business Performance Survey

January to March 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.

It shows that more tourism businesses experienced a growth in visitor numbers during early 2008, compared to the same quarter the year before, than they did in 2007.



Factors Affecting Businesses



- Good weather during the half-term holiday
- Easter falling earlier
- The focus on sports and industrial themes and their consequent development
- Participating in the Product Through Productivity programme (PTP) and consequent improvements to elements of the business
- The exchange rate and fuel increases - particularly the negative affects on the group market travelling by road, air and sea

The additional question in this quarter's survey asked businesses about visitor trends in specific areas of the overseas market by comparing Quarter 1 in 2008 with Quarter 1 in 2007.

Businesses reported that they had seen the most positive increases in the number of visitors from Ireland and Scandinavian countries. 33% reported an increase in numbers for both of these countries (with 63% saying that their Irish visitors were the same and 58% saying that their Scandinavian visitors had remained the same).

Participation : 35% visitor attractions, 32% accommodation providers, 12% food and drink establishments, 9% entertainment venues, 3% conference venues and 8% other tourism businesses. Businesses participated from 8 districts of Greater Manchester.

