

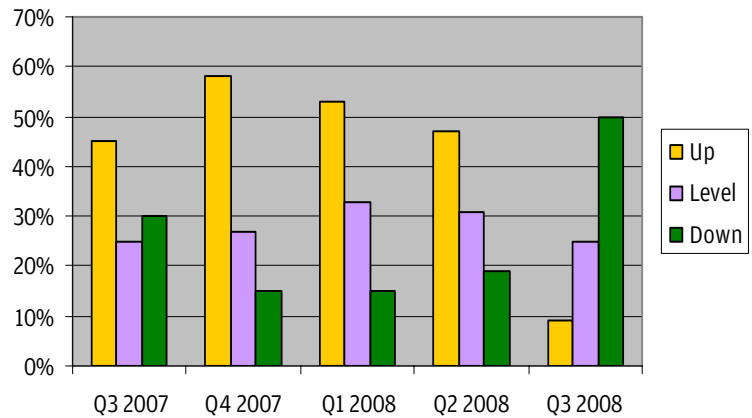
How's Business?

Greater Manchester Tourism Business Performance Survey

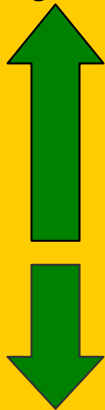
July-September 2008

Each quarter businesses are asked how their visitor numbers compare 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.

Half the businesses in our sample reported that visitor numbers were down compared with the same period last year. A further quarter reported that visitor numbers have remained level with 2007.



Factors Affecting Businesses



- Internal improvements such as investment in additional staff, training or refurbishment, longer opening hours or direct marketing.
- Events such as the 2008 Labour Party Conference, Manchester Pride, World Sports Events, football and concerts at the M.E.N. arena
- Media coverage and good reviews
- Rising utility costs, business rates and inflation
- Uncertainty of the 'credit crunch' leading to budget cuts, reduced travel, business events and weddings postponed and low levels of spend

The additional question in this quarter's survey asked businesses how Manchester hosting the 2008 Labour Party Conference affected their business.

The majority of respondents (59%) reported no effect on their business. 22% reported a positive effect, with comments ranging from 'increased it very much' and 'generally good', to 'picked up one or two bookings'. Two businesses reported a negative effect due to 'disruption'.

Participation : 41% accommodation providers, 22% visitor attractions, 13% conference venues, 13% restaurants or bars, 3% entertainment venues, 3% retail, and 6% 'other' tourism businesses. The sample included businesses from 7 of the 10 districts of Greater Manchester, including Bolton, Trafford, Wigan, Rochdale, Bury and Salford, with 53% from Manchester.

