

# GREATER MANCHESTER TOURISM FACTS & FIGURES

Visit Manchester is the Tourist Board for Greater Manchester, and a division of Marketing Manchester, the agency charged with promoting Manchester on a national and international stage.

## GREATER MANCHESTER TOURISM ECONOMIC INDICATORS

STEAM (The Scarborough Tourism Economic Activity Monitor) has been used by Marketing Manchester since 1999 to provide an indication of the economic impact of tourism in Greater Manchester. It is not designed to provide a precise and accurate measurement of tourism, but to provide an indicative base to monitor trends.

### HEALTH WARNING

In 2007 the rates of daily expenditure were revised to ensure that the model uses the most appropriate and up-to-date information. The revised spend rates emerged from the data gathered in the Northwest Day & Staying Visitor Surveys and the Greater Manchester Visitors Survey (all 2007).

To enable the comparison with historic data the trend rates were rolled back from the 2007 data to previous years' data. This has resulted in the expenditure and employment outputs being updated and therefore differ to those previously quoted.

Please also note that the figures quoted are 'indexed' and include the appropriate inflation rate for each year.

Visitor Days (millions)	
2000	87.2
2001	89.8
2002	93.2
2003	97.7
2004	99.7
2005	103.3
2006	108.5
2007	110.5*
2008	111.6

Economic Impact of Visitors	
2000	£4.20 billion
2001	£4.21 billion
2002	£4.83 billion
2003	£5.01 billion
2004	£5.16 billion
2005	£5.39 billion
2006	£5.41 billion
2007	£5.60 billion
2008	£5.52 billion

Bed Stock (number of beds)	
2000	37,023
2001	38,377
2002	39,930
2003	41,415
2004	42,549
2005	43,447
2006	42,130
2007	40,853*
2008	41,413

Employment Supported by Tourism (full time equivalent)	
2000	64,580
2001	63,654
2002	68,761
2003	71,113
2004	72,140
2005	74,302
2006	76,274
2007	79,383*
2008	77,068

## VISITOR NUMBERS

	Day Visitors (millions)	Overnight Visitors (millions)	Total Visitors (millions)
2000	72.0	7.0	79.0
2001	74.8	6.5	81.3
2002	76.5	8.2	84.7
2003	80.5	8.5	89.0
2004	81.8	8.9	90.7
2005	84.7	9.2	94.0
2006	89.4	9.4	98.8
2007	90.9	9.7	100.5*
2008	93.4	8.9	102.3

\*During the collection of the 2008 data, the accommodation stock included in STEAM was significantly data-cleansed across Greater Manchester resulting in the decrease of bedstock. These changes were rolled back to be reflected in the 2007 figures so an accurate trend between 2007 & 2008 could be established.

## ANNUAL OCCUPANCY TRENDS

LJForecaster© is a tool that is used to collate and present monthly hotel occupancy figures and provide forecasting figures for occupancy for the following 11 months. Manchester has used this tool since August 2002. Before 2002 Marketing Manchester collected and collated occupancy data.

Source: LJForecaster©

Monthly Occupancy %										
	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009
January	56%	62%	57%	60%	62%	66%	65%	68%	66%	59%
February	75%	76%	70%	70%	70%	75%	75%	76%	73%	69%
March	76%	76%	69%	69%	76%	70%	78%	79%	74%	69%
April	69%	72%	71%	73%	70%	80%	77%	73%	80%	71%
May	72%	72%	71%	74%	74%	74%	78%	78%	76%	70%
June	72%	70%	70%	73%	76%	82%	79%	79%	77%	73%
July	77%	75%	74%	72%	71%	75%	77%	77%	75%	71%
August	70%	66%	68%	64%	66%	69%	68%	67%	64%	62%
September	80%	75%	80%	78%	80%	80%	83%	79%	76%	75%
October	82%	76%	77%	74%	79%	81%	82%	80%	76%	78%
November	82%	74%	78%	71%	81%	84%	87%	83%	75%	76%
December	66%	65%	67%	62%	67%	69%	70%	74%	65%	69%
Annual Average	73%	72%	71%	70%	73%	75%	77%	76%	73%	70%

This information has been compiled from a variety of sources and as such, Marketing Manchester cannot be responsible for the accuracy and validity of all the information.

## INTERNATIONAL PASSENGER SURVEY 2009

The International Passenger Survey counts travellers from international destinations passing through key airports and ports across the UK. Approximately 1 in 500 will then be interviewed to gain more information about their visit.

In 2009 it is estimated that there were 800,000 international visitors to Manchester and 972,000 international visitors to Greater Manchester.

Top Towns Visited by International Visitors											
2004		2005		2006		2007		2008		2009	
London	13,390,000	London	13,893,000	London	15,593,000	London	15,340,000	London	14,753,000	London	14,211,000
Edinburgh	940,000	Edinburgh	1,134,000	Edinburgh	1,338,000	Edinburgh	1,338,000	Edinburgh	1,191,000	Edinburgh	1,324,000
Manchester	770,000	Manchester	824,000	Manchester	912,000	Manchester	971,000	Manchester	889,000	Manchester	800,000
Birmingham	730,000	Birmingham	728,000	Birmingham	779,000	Glasgow	755,000	Birmingham	763,000	Birmingham	709,000
Glasgow	540,000	Glasgow	684,000	Glasgow	741,000	Birmingham	700,000	Glasgow	629,000	Glasgow	623,000

Top Ten Visitor Attractions in Greater Manchester						
Attraction	Charge	2008	2007	2006	2005	2004
<b>MOSI</b> (The Museum of Science & Industry)	Free*	<b>852,262</b>	704,975 (2)	392,361 (2)	430,794 (2)	469,399 (1)
<b>The Lowry</b>	Free	<b>841,496</b>	800,000 (1)	850,000 (1)	850,000 (1)	330,000 (2)
<b>Manchester Art Gallery</b>	Free	<b>394,205</b>	393,650 (3)	345,850 (3)	262,961 (4)	291,066 (3)
<b>Manchester United FC Museum</b>	Entry charge	<b>326,654</b>	263,325 (5)	219,496 (9)	219,332 (7)	232,831 (6)
<b>Bolton Museum, Aquarium &amp; Archive</b>	Free	<b>309,865</b>	267,483 (4)	257,343 (4)	271,462 (3)	227,289 (7)
<b>Urbis</b>	Free	<b>262,114</b>	251,540 (6)	256,240 (5)	173,905 (10)	193,798 (8)
<b>Manchester Museum</b>	Free	<b>244,265</b>	234,648 (7)	224,952 (8)	196,200 (8)	166,525 (9)
<b>Imperial War Museum North</b>	Free	<b>238,794</b>	222,791 (9)	235,991 (7)	229,968 (6)	249,875 (5)
<b>Manchester Airport Viewing Park</b>	Entry charge	<b>228,000**</b>	226,087 (8)	250,000 (6)	248,514 (5)	264,743 (4)
<b>Manchester Cathedral</b>	Free	<b>209,250</b>	162,000 (10)	138,050 (10)	Not Collected	Not Collected

Based on figures collected for STEAM.

This data was taken from data collected for STEAM and includes each of the ten districts of Greater Manchester (Bolton, Bury, Manchester, Oldham, Tameside, Trafford, Rochdale, Salford, Stockport, Wigan). Different attractions collect visitor figures in different ways and in some cases use estimates, therefore, the figures above cannot be guaranteed.

The list represents visitor attraction figures only and does not take account of attractions (or visitors that are using the venues) for theatrical, sporting or film performance. The list also does not include venues that are country parks, open land or venues whose primary function is retail.

\* Indicates that entry to the main exhibition is free but special exhibitions may carry a charge

Note : All visitor attractions listed above are VAQAS accredited.

\*\* Rounded figure