

Discover England Fund 2

Manchester – International Gateway to the North



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Manchester Airport

- 3rd biggest airport in the UK
- Handling over 26 million passengers a year
- Started £1bn upgrade
- 30 million passengers a year by 2025
- Flights from 14 cities across North America (11 US, 3 Canada)



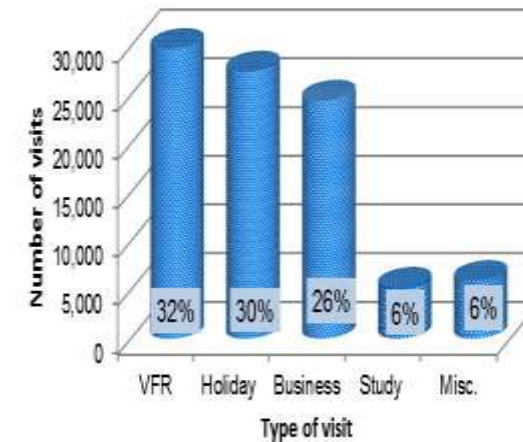
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North American market

- Most valuable inbound passenger market to Greater Manchester (total spend)
- Second busiest passenger market to Greater Manchester (number of total visits), behind the Irish Republic
- MM continued investment, delivering campaigns with Virgin Atlantic, Singapore Airlines & Thomas Cook throughout 2017-18



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Manchester as an International Gateway to the North

- Manchester represents one of the best opportunities to grow the volume and value of international tourism to regional England
- To grasp this opportunity Manchester will:
 - Raise its profile
 - Package up its assets
 - Make the most of its comprehensive connectivity
 - Work in partnership



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Years 2 & 3

- Product Development
- Day Excursion Development
- Overnight Excursion Development
- Arrival & Welcome



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Product Development

- Local industry engagement
- Revision/improvement of Sightseeing Manchester Hop-on Hop-off Bus Tour
- Combined city sightseeing ticket (bus tour, walking tour, boat, WAXI)
- Greater Manchester Excursions



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Day Excursion Development

- Existing 10 excursions developed with Great Days Travel Group; revised and updated
- Additional 5 new excursions created



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Overnight Excursion Development

- Themed overnight itineraries developed
- 3 overnight itineraries tested
- Intense industry support/incubation
- Distribution and promotion channel
 - 20 UK based operators engaged
 - 20 US operators engaged
 - US trade sales missions
 - US co-op B2B campaign



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Arrival & Welcome

- Welcome Arrivals Strategy
- Welcome messages, information and images developed and rolled out
- Trials of digital and physical solutions

