

Priority 4 - Visitor Economy (Leisure and Business)

Strategic Objectives	Lead/ Delivery Mechanism	Key Partner (s)	Action Plan Delivery to 2021	Timescale	Progress	RAG Rating
Support and sustain the business and conference sector as we live with COVID-19 and as we shift to rebuilding and recovery, and identify and attract major new sporting and cultural events to be held in the city-region as well as domestic and international business conferences and events that align and reinforce GM's priority sectors.	Marketing Manchester	Greater Manchester Tourism Industry Economic Recovery (GMTIER) Group	4.1 Implement GM Tourism Hospitality and Leisure Support & Recovery Plan working with GM TIER Group	on-going		
Work in-market with the travel trade in-market to grow back passenger numbers and increase the number of international passengers arriving at Manchester Airport:	Marketing Manchester	VisitBritain, Manchester Airport	4.2 Deliver the programme of international activity as detailed in the Discover England 5 Action Plan	When appropriate		
Retain and increase Greater Manchester's International visitor market share as the alternative gateway to the UK;	Marketing Manchester	VisitBritain, Manchester Airport	4.2 Deliver the programme of international activity as detailed in the Discover England 5 Action Plan	On-going		
Promote Greater Manchester's cultural, sporting and hospitality assets to gain further recognition as a vibrant global city-region;	Marketing Manchester	Industry Partners, GM Local Authorities	4.4 Work with GMCA to develop Cultural campaign activity as part of the GM recovery campaigns to position GM's cultural assets and events. 4.5 Continue to identify and bid for international sporting events to generate economic GVA for GM's conference, retail, hospitality and leisure sector	on-going		
Build on the successes of Greater Manchester's devolved delivery contract with Visit Britain to secure a new sustainable structure focused on greater devolution and anchored around a new 10-year tourism strategy;	Marketing Manchester	VisitBritain, VisitEngland, DCMS	4.6 Assess the appropriate timeline to recommence industry consultation around the development of a new GM Tourism Strategy. 4.7 Implement and report on a programme of research, including hotel performance and STEAM data.	When appropriate		
Work with the Department for Digital, Culture, Media and Sport (DMCS) to establish a network of destination marketing organisations that improves the UK's competitiveness and productivity within the visitor economy sector.	Marketing Manchester	DCMS, other DMOs, Tourism Alliance	4.8 Continue to work with partner DMOs to lobby DCMS for further devolved budget in visitor economy delivery	On-going		