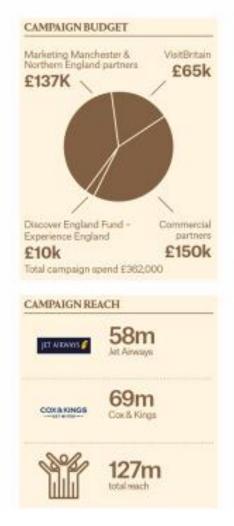
## **Appendix 4: 2018/19 India Campaign Key Performance Indicators and Metrics**

## India







## PARTNERS Strategic Member Marketing Manchester Chester Zoo Manchester Airport CitySuites WeitBritzin Crowne Plaza & Staybridge Suites VisitEngland Dakota Manchester Cox and Kings Emirates Old Trafford GP8 Harvey Nichols intu Trufford Centre Destination The Lowry Hotel Cumbria Tourism Manchester City FC Make it York McArthur Glen Cheshim Oaks The Midland Marketing Liverpool Marketing Lancashire The Principal West Leeds Radisson Blu Edwardian Hotel Renaissance Manchester City Centre Spinningfields