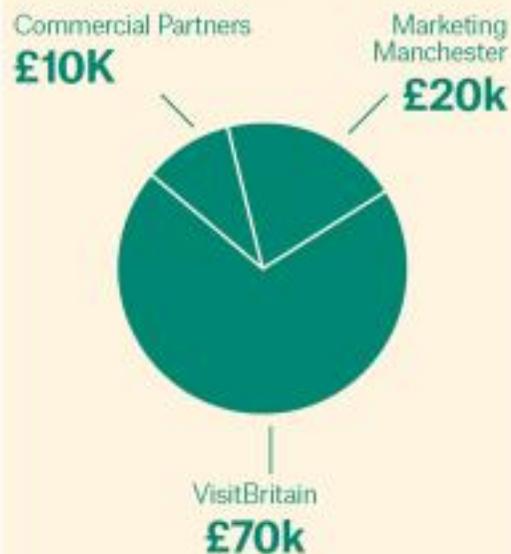


Appendix 5: 2018/19 GCC Campaign Key Performance Indicators and Metrics

GCC

CAMPAIGN BUDGET



CAMPAIGN REACH

 **2.74m**
via media

 **24.6k**
clicks

 **1.58m**
views

 **797k**
completed views

 **5,869**
campaign page visits

 **342k**
via PR Value

PARTNERS

Strategic

Marketing Manchester
Manchester Airport
Visit Britain

Destination

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Member

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Radison Blue Edwardian Hotel
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Sam's Chophouse