

## Appendix 6: 2018/19 US Campaign Key Performance Indicators and Metrics

# USA

### CAMPAIGN BUDGET



### RETURN ON INVESTMENT



### PARTNERS

#### Strategic

Marketing Manchester  
Student Universe  
Virgin Atlantic  
VisitBritain

#### Destination

Visit Wales

#### Member

Crowne Plaza & Staybridge Suites Oxford Road  
The Lowry Hotel  
Manchester Amdale  
Manchester City Football Club  
Manchester United Football Club  
Radisson Blu Edwardian Manchester  
TIGM  
Virgin Trains

### CAMPAIGN REACH

