

## Appendix 7: 2018/19 UK Domestic Campaign Key Performance Indicators and Metrics

# Domestic

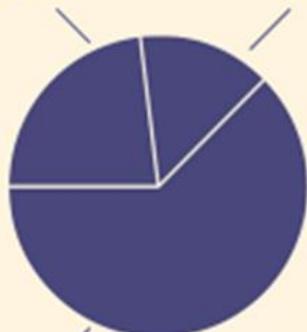
### CAMPAIGN BUDGET

Marketing Manchester  
Contribution

**£127.5K**

Partner  
Contribution

**£79.9k**



Value in Kind  
Contribution

**£344k**

Total campaign  
spend  
**££551,707.15**

### RETURN ON INVESTMENT



**£27.7m**

additional visitor spend



**3.32**

### CAMPAIGN REACH



**45m**

total reach

### PARTNERS

#### Strategic

GMCA  
The Heart of Manchester BID  
Manchester City Council  
Trafford MBC  
Lancashire Cricket Club

#### Member

TiGM  
Virgin Rail  
TransPennine Express  
Manchester International Festival  
The Principal  
The Manchester Arndale  
Science and Industry Museum  
Manchester Museum

The Whitworth  
The National Football Museum  
Smithills Hall  
Bramhall Hall  
The East Lancashire Railway  
The Lowry  
Dovestone Reservoir  
Portland Basin Museum  
Haigh Country Park  
Radisson Edwardian  
Harvey Nichols  
Selfridges  
MCFC  
MUFC