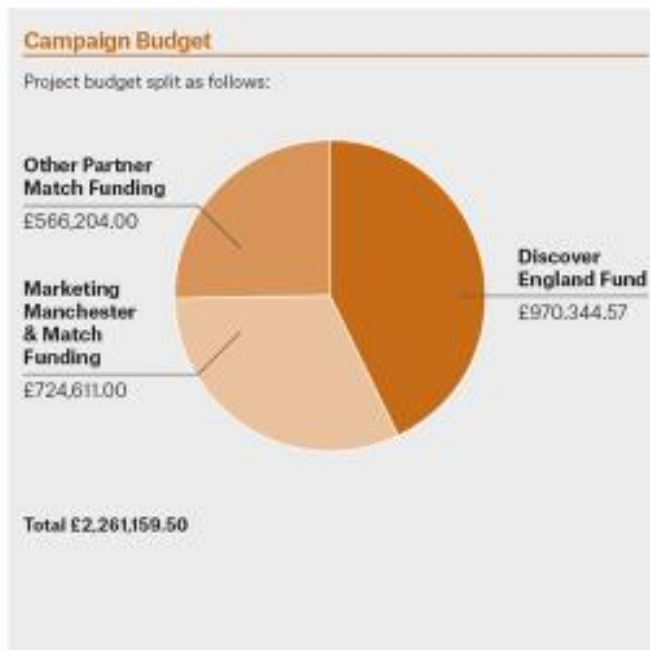


Appendix 9: 2018/19 Discover England Fund Programme

Discover England Fund



Discover England Fund

ON-TERRITORY ACTIVITY IN THE US

Travel Trade Activity

6 events coordinated by Marketing Manchester	8 US trade events attended	18 sales calls delivered
1,442 new trade contacts made	2,254 travel trade engagements	17 excursions contracted
4 familiarisation visits hosted	4,223 e-newsletters sent to key US trade contacts to promote Manchester Masters with	66 trade registered to become Manchester Masters
44 agents in attendance	19.25% opening rate	

Consumer Activity

3 events attended	2,438 competition entries	1,750,000 total attendees at events
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PRESS & PR

2 press releases	12 pieces of coverage	18 journalists hosted	9.1m reach
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DIGITAL

Website	E-newsletters	Social Media
387,380 unique visits to /gateway and /gatewaytothenorth landing pages on visitmanchester.com	12 e-newsletters sent promoting DEF products and excursions	32 posts
143,926 visitors to North of England product pages	202,000 total contacts e-newsletters sent to	256,000 impressions
52 new Northern products added onto visitmanchester.com	34% opening rate	6,800 engagements
	12% click through rate	

PARTNERS

STRATEGIC

DESTINATIONS

SUPPLIERS