

## TOURISM – THE VALUE TO THE LOCAL ECONOMY

### THE VISITOR ECONOMY - VALUE

Marketing Manchester works with Global Tourism Solutions (UK) Ltd to provide an indication of the economic impact of the visitor economy, in terms of both the direct impact (within the hosting businesses) and indirect impact (within the supply chain) and with regards to the number of jobs supported by this activity.

Prior to the Covid-19 pandemic, tourism activity in Greater Manchester supported £9.5bn economic impact and 102,500 FTEs. 2023 data is the latest available, as below.

	Economic impact of tourism activity in Greater Manchester	Economic impact of tourism activity in Manchester Local Authority
2023	£12.7 billion	£6.80 billion
2022	£8.7 billion	£4.65 billion
2021	£4.4 billion	£2.27 billion
2020	£3.0 billion	£1.46 billion
2019	£9.5 billion	£5.16 billion
2018	£9.0 billion	£4.86 billion
2017	£8.4 billion	£4.51 billion
2016	£8.1 billion	£4.37 billion
2015	£7.9 billion	£4.24 billion
2014	£7.5 billion	£4.02 billion
2013	£7.0 billion	£3.71 billion
2012	£6.6 billion	£3.41 billion
2011	£6.2 billion	£3.23 billion
2010	£5.8 billion	£2.93 billion

	FTEs supported by tourism activity in Greater Manchester	FTEs supported by tourism activity in Manchester Local Authority
2023	122,900	64,500
2022	87,500	45,600
2021	47,300	23,900
2020	33,700	16,000
2019	102,500	54,900
2018	100,700	53,400
2017	95,800	50,400
2016	94,000	49,600
2015	93,900	49,400
2014	92,000	48,100
2013	88,900	46,000
2012	83,900	42,500
2011	81,000	40,900
2010	77,000	37,300

Source: STEAM; Scarborough Tourism Economic Activity Monitor, Global Tourism Solutions (UK) Ltd.

STEAM also provides information on volume measures such as bednights and visitor numbers, and data is available for the sub-region of Greater Manchester and the ten local authorities. If it would be useful to receive a copy of the STEAM reporting document, please contact: [research@marketingmanchester.com](mailto:research@marketingmanchester.com)

### CONFERENCE & BUSINESS EVENTS - VALUE

Conference and business events support the wider tourism industry, both in terms of business revenue streams and through supporting jobs across a number of sectors.

In 2025, Marketing Manchester commissioned an update to the Conference Value & Volume study, to report on 2024 activity. It identified that:

- o the value of the sector to Greater Manchester was £1.0bn (£917m from core activity and £88m from leisure extensions).
- o the sector was estimated to support 20,400 direct jobs within Greater Manchester, through its core activity, and 31,600 jobs when including the indirect jobs in the supply chain, some of which will be based in Greater Manchester, some outside. Leisure extensions support a further 2,600 jobs (1,700 being direct jobs).
- o the average value of a 'day' delegate (per trip) was £105, considering that a day delegate can be attending multiple days, whilst the average value of a staying delegate was £387 (per trip).
- o 68% of Greater Manchester's economic impact is generated by venues within the city centre, 26% by association business, 55% from bookings from outside the Northwest, and 76% by staying delegates.

Source: Conference Value & Volume 2025 (reporting on 2024), undertaken by RJS Associates.

If it would be useful to receive a copy of the Conference Value & Volume report, please contact: [research@marketingmanchester.com](mailto:research@marketingmanchester.com)

### LEISURE VISITS – VALUE PER HEAD

A range of visitor motivations, matched with Greater Manchester's product offer, supports the number of leisure visits made to Greater Manchester each year.

Marketing Manchester commissioned its latest detailed research into the leisure visitor market in 2023, with support from partners, Transport for Greater Manchester and Manchester Accommodation Business Improvement District through the Greater Manchester Leisure Visitors Survey. The survey provided a range of intelligence on the market to include the following update to visitor spend:

- o A day visitor spent an average of £78.
- o A staying visitor spent an average of £237, per person per day, including accommodation.
- o Domestic visitors spent an average of £133 whereas overseas visitors spent £259, nearly twice as much.
- o New visitors spent £156 on average compared to repeat visitors at £144.

Visitor spend refers to spending in shops, restaurants, entertainment venues, at attractions, within visitor accommodation and on local transport within the destination. It is significantly influenced by the average length of stay and the opportunity to undertake additional activities leading to additional spend.

Source: Greater Manchester Leisure Visitors Survey 2023, undertaken by Red Research and their fieldwork partners Evidence Agency. 977 sample from face-to-face interviews at 18 sites in Manchester, Salford, and Trafford between 1st July and 11th November 2023.

If it would be useful to receive a copy of the findings, please contact: [research@marketingmanchester.com](mailto:research@marketingmanchester.com)

### VALUE PER HEAD – BY TYPE OF VISITOR

Below is a summary of the visitor value for a range of visitor types. The figures are taken from a range of sources, and sample sizes, and are intended to provide an indication on value for each type of visitor attracted to Greater Manchester.

Year	Visitor type to Greater Manchester	Spend per day	Average length of stay in Greater Manchester	Spend per trip	Source*
2023	Leisure day visitor	£78	1 day	£78	1
2023	Leisure staying visitor	£237	2.96 nights	£701	1
2024	International leisure (non-VFR) from Spain	£126	2.83 nights	£357	2
2024	International leisure (non-VFR) from Irish Republic	£196	2.37 nights	£464	2
2024	International leisure (non-VFR) from Netherlands	£121	3.69 nights	£445	2
2024	Average international leisure (non-VFR) visitor	£135	4.00 nights	£541	2
2024	International leisure (non-VFR) from Germany	£154	2.97 nights	£458	2
2024	International leisure (non-VFR) from USA	£177	4.24 nights	£751	2
2024	International leisure (non-VFR) from Gulf Co-operation Countries	£92	7.32 nights	£673	2

\*Sources:

1. Greater Manchester Leisure Visitors Survey 2023 undertaken by Red Research and fieldwork partners Evidence Agency. 977 sample from face-to-face interviews at 18 sites in Manchester, Salford, and Trafford between 1st July and 11th November 2023.
  2. International Passenger Survey 2024; Office of National Statistics & supported by VisitBritain; using 'holiday' and 'other.' categories.
- Note: VFR: visiting friends and relatives.

Leisure: includes the trip purpose of 'holiday' and 'other'. The 'other' category includes trips made for 'shopping' and 'watching an event for pleasure (including sporting event)' and this category is particularly relevant to Greater Manchester's dataset. The full list of trip types categorised as 'other' is available on the website of the Office of National Statistics.

## VISITORS TO MANCHESTER – BENCHMARKING & VISITOR PROFILE

### INTERNATIONAL VISITS TO GREATER MANCHESTER

#### BENCHMARKING

International visits to the UK are measured by the Office of National Statistics and supported by VisitBritain, through the International Passenger Survey.

Below are the cities seeing the highest number of international visits in the latest available year of 2024:

	Leading destinations for international visitors 2024	No. of visits 2024
1	London	20.9m
2	Edinburgh	2.6m
3	Manchester	1.5m
4	Birmingham	927,000
5	Liverpool	918,000

#### TOP FIVE LEISURE MARKETS TO GREATER MANCHESTER

The following shows the markets generating the highest volume of leisure\* visits to Greater Manchester in 2024.

	Top Five Leisure* Markets 2024	No. of visits 2024
1	Irish Republic	130,020
2	USA	63,370
3	Spain	56,890
4	Germany	48,240
5	France	45,900

\*Leisure: includes the trip purpose of 'holiday' and 'other'. The 'other' category includes trips made for 'shopping' and 'watching an event for pleasure (including sporting event)' and this category is particularly relevant to Greater Manchester's dataset. The full list of trip types categorised as 'other' is available on the website of the Office of National Statistics.

Data is also available on total market spend, average length of stay, average spend per visitor.

Please e-mail [research@marketingmanchester.com](mailto:research@marketingmanchester.com) if you require further information.

Source: International Passenger Survey 2024; Office of National Statistics and supported by VisitBritain.

### DOMESTIC VISITS - BENCHMARKING

#### STAYING VISITS

VisitEngland undertakes the Great Britain Tourism Survey that enables destinations to benchmark the activity within the domestic staying visits market in a consistent methodology.

The latest post-pandemic dataset shows that there is an estimated 5.7m domestic staying visits annually to Greater Manchester, behind only Greater London (15.6m). This is followed by West Midlands (4.3m), Devon (4.1m) and Cornwall (4.0m).

The estimated spend (in £bn) for Greater Manchester is £1.7bn, also behind only Greater London (£5.0bn). Following Manchester is Cornwall (£1.3bn), Devon (£1.2bn) and West Midlands (£0.9bn).

Greater Manchester had the fourth highest estimated bednights (12.7m), behind Greater London (37.6m), Cornwall (14.7m) and Devon (14.4m).

There is an estimated 49.1m domestic tourism day visits to Greater Manchester, behind only Greater London (193.2m). This is followed by West Midlands (40.2m), Kent (34.5m) and Hampshire (33.1m).

More information is available on the VisitBritain website [here](https://www.visitbritain.com).

Source: Great Britain Tourism Survey (GBTS) - VisitEngland by using a three year average over 2022, 2023 and 2024.

#### VISITOR PROFILE – STAYING v DAY VISITS

Marketing Manchester uses the STEAM (Tourism Economic Activity Monitor) model to measure tourism activity within each local authority of Greater Manchester. The latest data shows that:

- 12.5m staying visits and 104.2m day visits were made to Greater Manchester in 2023 (compared to 12.2m staying visits and 114.8m day visits in 2019).
- For every staying visit made, there were approximately nine day visits made and for every staying visitor within the destination there were approximately four day visitors (due to length of stay).

Source: STEAM; Scarborough Tourism Economic Activity Monitor, Global Tourism Solutions (UK) Ltd. If it would be useful to receive a copy of the STEAM reporting document, please contact: [research@marketingmanchester.com](mailto:research@marketingmanchester.com)

#### ICCA RANKINGS – CONFERENCE & BUSINESS EVENTS

In 2024 Manchester hosted 21 ICCA-ranked events resulting in a global ranking of 117<sup>th</sup> and a UK ranking of 5<sup>th</sup> (joint with Oxford, behind London, Edinburgh Glasgow and Liverpool).

Note: An ICCA-ranked event is one that is held in at least three rotating countries and the position allocated to cities is based on the number of ICCA-ranked events held.

Source: ICCA Country & City Rankings 2024, International Congress & Convention Association.

### VISITOR PROFILE – LEISURE VISITS

Marketing Manchester commissioned the Greater Manchester Leisure Visitor Survey 2023, working with partners; Transport for Greater Manchester and Manchester Accommodation Business Improvement District, to provide an updated intelligence base on Greater Manchester's leisure visitor market. The findings showed the following visitor profile:

- The geographic markets from within the UK generating the highest levels of visitors were the Northwest (35%), followed by; Yorkshire and Humber (27%), the North East (13%), West Midlands (9%), East Midlands (7%), Greater London (4%), Eastern England and Scotland (2%) and South East, Wales, South West and Northern Ireland each generated 1%.
- Greater London (24%) and East Midlands (17%) made up the majority of staying visitors from the UK followed by West Midlands (10%), Yorkshire and Humber (9%), Scotland (7%), North East, South East and Wales at 6% and the North West and South West at 5%.
- Average group size was 2.71 people with 32% of groups including children under the age of 16. 37% travelled with family groups, 22% travelled with friends, 19% were travelling alone, and the same amount with a partner, as part of a couple.
- Overall, 86% of groups were from the UK, and 14% from overseas. 77% were day visitors, and 23% were staying overnight. 34% of visitors hadn't visited before for leisure purposes, whilst 66% had visited before for leisure.
- 70% of staying visitors chose hotels, 18% serviced apartments, 6% were staying with friends or relatives, and 5% were staying in a guesthouse, inn or B&B.
- The average length of stay was 2.96 nights, rising to 3.25 nights for new visitors and decreasing to 2.55 nights for repeat visitors. 1.79 nights for domestic visitors and 4.55 nights for visitors from overseas.

Source: Greater Manchester Leisure Visitors Survey 2023 undertaken by Red Research and fieldwork partners Evidence Agency. 977 sample from face-to-face interviews at 18 sites in Manchester, Salford, and Trafford between 1st July and 11th November 2023.

If it would be useful to receive a copy of the findings, to include additional intelligence on the leisure visitor market please contact: [research@marketingmanchester.com](mailto:research@marketingmanchester.com)

## THE LEISURE VISITOR – THE VISITOR EXPERIENCE

### SOURCES OF INFORMATION USED

The Greater Manchester Leisure Visitors Survey 2023 looked into the sources of information used by visitors to inform their trip. The sources that visitors were more likely to use were:

- Website/social media of place visiting (45%)
- Recommendation/connection with friends or family (30%)
- Visit Manchester website and channels (25%)
- Manchester Visitor Information Centre (23%)
- City Hosts (10%)
- Booking platforms (8%)
- Online review platforms (7%)
- Books, guidebooks, newspapers or magazines (6%)

Staying visitors, and overseas visitors, used all information sources more than other visitor groups and almost half of staying and overseas visitors used information provided by their friends and relatives.

First time visitors were more likely to use information from Visit Manchester (45%), recommendations from friends and family (44%), and Manchester Visitor Information Centre (44%).

The use of Visit Manchester and Manchester Visitor Information Centre doubled for staying visitors (51% and 44%) and were even more important to overseas visitors (63% used Visit Manchester and 60% Manchester Visitor Information Centre).

City Hosts were also more important to overseas visitors, as a third (33%) used them as a source of information during their visit. City Hosts were also used more by staying visitors, compared to average, with 23% going to them for information.

Source: Greater Manchester Leisure Visitors Survey 2023 undertaken by Red Research and their fieldwork partners Evidence Agency. 977 sample from face-to-face interviews at 18 sites in Manchester, Salford, and Trafford between 1st July and 11th November 2023.

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### ACTIVITIES UNDERTAKEN

Marketing Manchester commissioned the Greater Manchester Leisure Visitor Survey 2023, working with partners Transport for Greater Manchester and Manchester Accommodation Business Improvement District, to provide an updated intelligence base on Greater Manchester's leisure visitor market. The findings showed the following:

- More than half of all visitors to Greater Manchester ate out during their visit (59%). 56% visited a museum or gallery and 49% visited a historical site or building, while 44% went shopping.
- There were higher proportions of people visiting historical sites compared to 2018 (49%, up from 25%). More people in 2023 also went to the theatre, a festival or event, or on an organised tour or walk (17%).
- Three quarters of all staying visitors ate out and went to a museum or gallery. 68% visited a historical site or building (compared to 49% overall) and 62% went shopping (44% overall). A third of all staying visitors went to the theatre, 30% took an organised tour or walk, 28% attended a festival or event, 26% attended a sports fixture or event and almost a quarter (23%) visited bars and clubs.
- 87% of overseas visitors visited a museum or art gallery (compared to 56% overall). Around three quarters ate out and visited a historical site or building (75% and 77%) and two thirds (66%) went shopping (44% overall). 43% of overseas visitors took an organised tour or walk (compared to 17% overall). 12% attended a live music event (5% overall).
- 71% of groups making their first leisure visit to Greater Manchester visited a museum or art gallery and two thirds ate out (67%). 64% visited a historical site or building and 55% went shopping. Almost a quarter (24%) attended a theatre show and a guided tour or walk.

Visitors staying longer were more likely to undertake more activities and therefore the average length of stay plays a significant factor in motivations as well as visitor type.

Source: Greater Manchester Leisure Visitors Survey 2023 undertaken by Red Research and fieldwork partners Evidence Agency. 977 sample from face-to-face interviews at 18 sites in Manchester, Salford, and Trafford between 1st July and 11th November 2023.

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### SATISFACTION & LIKELIHOOD TO RETURN

One of the targets within the Greater Manchester Strategy for the Visitor Economy is around visitor satisfaction and this is measured through The Greater Manchester Leisure Visitors Survey.

Visitors were asked to rate Greater Manchester as a leisure destination out of 5 with 5 being the highest possible score. The latest visitor survey that gained feedback during 2023 showed an average score of 4.52, up from 4.47 in 2018. Over half (54%) rating their visit as 'excellent' (up on 51% in 2018), and another 44% rating their visit as 'good'.

Higher average satisfaction scores were received from staying visitors, overseas visitors or those visiting for leisure for the first time, compared to day visitors, domestic visitors and those that have visited before for leisure.

Ratings were also gained for individual elements of the trip/destination and the following positive\* ratings were received:

- eating offer (98%)
- overall welcome and service received (97%)
- cultural offer (95%)
- shopping offer (94%)
- range and quality of visitor attractions (94%)
- public spaces (92%)
- signage for getting around on foot (91%)
- feeling of safety (87%)
- overall cleanliness (87%)
- public transport – services and routes (73%)
- public transport – value for money (72%)

\*Positive rating: 'excellent' and 'good' scores combined.

The most improved rating received in 2013, on 2018 feedback, was received for overall cleanliness and signage for getting around on foot. These were followed by the shopping offer and overall welcome and service received which also scored higher in the latest 2023 survey than in 2018.

Visitors were asked a net promoter score (NPS) question about how likely they would be to recommend Greater Manchester to a friend, family member, or colleague. Greater Manchester as a place to visit has just 1% detractors, 46% neutrals, and 54% promoters. This results in a strong NPS score of 53 (out of a maximum 100), and with a score of over 50 being considered as excellent.

Visitors were asked how likely they were to make a future leisure visit to Greater Manchester in the next two years. 82% said this was very likely, and another 17% said it was likely – in total 99% said that a future leisure visit to Greater Manchester was likely for them in the next two years.

Source: Greater Manchester Leisure Visitors Survey 2023 undertaken by Red Research and their fieldwork partners Evidence Agency. 977 sample from face-to-face interviews at 18 sites in Manchester, Salford, and Trafford.

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## MOST VISITED ATTRACTIONS IN GREATER MANCHESTER

MOST VISITED ATTRACTIONS 2024				
	Attraction	District	Annual Total	Admittance
1	Lowry	Salford	951,924	Paid^
2	Dunham Massey (National Trust)	Trafford	669,639	Paid^^
3	Manchester Museum	Manchester	650,932	Free
4	Manchester Art Gallery	Manchester	649,536	Free
5	RHS Garden Bridgewater	Salford	495,668	Paid
6	Science and Industry Museum	Manchester	378,448*	Free
7	IWM North	Trafford	272,211	Free
8	The Whitworth	Manchester	234,421	Free
9	National Football Museum	Manchester	208,037	Paid
10	Bolton Central Museum	Bolton	201,748	Free
11	Bolton Aquarium	Bolton	139,360	Free
12	Salford Museum & Art Gallery	Salford	132,733	Free
13	Portland Basin Museum	Tameside	107,425	Free
14	Rochdale Town Hall	Rochdale	90,283**	Free
15	Castlefield Viaduct (National Trust)	Manchester	85,536	Free^^^
16	People's History Museum	Manchester	73,956***	Free
17	The Monastery Manchester	Manchester	71,133	Free
18	Gallery Oldham	Oldham	54,390	Free
19	Bramall Hall	Stockport	53,812	Paid
20	Bury Art Museum & Sculpture Centre	Bury	36,730	Free
21	Stockport Air Raid Shelters	Stockport	31,577	Paid
22	Smithills Hall	Bolton	29,853	Free
23	Ordsall Hall	Salford	25,339	Free
24	Museum of Transport Greater Manchester	Manchester	21,352	Paid
25	Hat Works	Stockport	18,075****	Free
26	Stockport Museum	Stockport	16,035	Free
27	Staircase House	Stockport	14,547	Paid
28	Fireground	Rochdale	12,550	Paid
29	Wigan Museum	Wigan	12,476	Free
30	Stockport War Memorial Art Gallery	Stockport	10,215*****	Free

**Key**

\*Science & Industry Museum was undergoing major restoration so not all buildings were open.

\*\*Rochdale Town Hall re-opened to the public in March 2024 following a major transformation so was not open for the full calendar year.

\*\*\*People's History Museum was closed in January 2024 during building works to increase accessibility at the venue and re-opened from February 2024.

\*\*\*\*Hat Works re-opened to the public in March 2024 following a major four year transformation so was not open for the full calendar year.

\*\*\*\*\* Stockport War Memorial Art Gallery was closed August 2024 and re-opened in September 2024 so not open for the full calendar year.

^ Free entry to the building with some activities paid and ticketed.

^^Free entry to the grounds with some activities paid and ticketed.

^^^Castlefield Viaduct changed availability from seven days a week down to five from October 2024.

**Accompanying note**

These listings are generated from the attractions submitting data to Marketing Manchester and who have also provided consent to Marketing Manchester for their attraction to be referenced in this listing. Figures collected by Marketing Manchester reflect the requirements for STEAM, measuring activity per calendar year. Libraries that are of significant cultural or historical significance can be included if visitor numbers can be separated between those using the library for general leisure or research purposes to those looking to experience the cultural or historical aspect.

## ACCOMMODATION PROVISION

### CURRENT PROVISION

#### GREATER MANCHESTER

The following provides a breakdown of the current visitor accommodation stock levels in Greater Manchester. Please note that it includes properties that are temporarily closed due to a temporary government contract or refurbishment.

Property Type	No. of properties	No. of rooms
Hotel: 5 star or equiv.	6	582
Hotel: 4 star or equiv.	63	10,971
Hotel: 3 star or equiv.	97	10,670
Hotel: 1 or 2 star or equiv.	31	2,890
Hotel: tbc/unknown	10	164
Guest Accommodation (B&B, guest house, inn)	98	956
Self-catering units (Apartment, cottage, house)	942	1,143
Serviced apartments	24	1,878
<b>Total</b>	<b>1,271</b>	<b>29,254</b>

#### MANCHESTER CITY CENTRE

The following provides a breakdown of the current visitor accommodation stock levels in Manchester city centre. Please note that it includes properties that are temporarily closed due to a temporary government contract or refurbishment.

Property Type	No. of properties	No. of rooms
Hotel: 5 star or equiv.	4	395
Hotel: 4 star or equiv.	37	6,765
Hotel: 3 star or equiv.	19	3,570
Hotel: 1/2 star or equiv.	8	891
Hotel: tbc/unknown	3	54
Guest Accommodation (B&B, guest house, inn)	7	63
Self-catering units (Apartment, cottage or house)	169	193
Serviced apartments	18	1,473
<b>Total</b>	<b>265</b>	<b>13,404</b>

Source: Accommodation Counts Master xls 17/12/2025.

#### Notes

- There is additional accommodation provision within hostels, camping and caravanning sites, university summer lets and AirBnB.
- There is additional provision close to Manchester city centre, just outside the Manchester border, to include 5-star accommodation at The Lowry Hotel, Salford.

### NEW OPENINGS

Greater Manchester's visitor accommodation supply experienced a significant boost in 2015 when Hotel Football, Hotel Gotham, INNSIDE Manchester, Motel One Piccadilly, King Street Townhouse and Eleska's Apartment by Stylish Stay, all opened. This was followed in 2016 with Holiday Inn Manchester City Centre, Premier Inn MediaCityUK, Travelodge Sale, Travelodge Stockport and Holiday Inn Express Stockport.

2018 saw the opening of The Cow Hollow Hotel (16 rooms) in January, Roomzzz Manchester Corn Exchange in February (114 rooms), IHG's Crowne Plaza Manchester - Oxford Road\* (212 rooms) and Staybridge Suites - Oxford Road\* (116 rooms) in September, Marriott's AC Hotel Manchester City Centre (172 rooms) in October, Whitworth Locke (160 rooms) in November and Hotel Indigo Manchester - Victoria Station (187) in December. \*now Hyatt.

2019 saw the opening of the Dakota Manchester (137 rooms), Native Manchester (162 apartments) and the Stock Exchange Hotel (40 rooms), followed in 2020 by the opening of The Niu Loom at The Irish World Heritage Centre (135 rooms), Hotel Brooklyn Manchester (189 rooms) and Hampton by Hilton Manchester Northern Quarter (221 rooms).

2021 saw the opening of the Premier Inn Manchester City Centre - Princess Street (155 rooms), Travelodge Rochdale (66 rooms), Qbic Manchester (now Yotel Manchester Deansgate) (261 rooms), StayCity Manchester Northern Quarter (224 rooms), Doghouse Manchester by Brewdog (18 rooms), CitySuites 2 (142 apts), Leven Manchester (42 rooms) and Moxy Manchester City (146 rooms).

2022 saw the opening of Clayton Hotel Manchester City Centre (329 rooms), Maldron Hotel Manchester City Centre (278 rooms), Motel One Manchester St. Peter's Square (328 rooms), Wilde by StayCity Manchester (256 rooms), Leonardo Manchester Piccadilly (275 rooms) and Ibis Budget Manchester Airport (262 rooms).

2023 saw the opening of Holiday Inn Manchester Airport (280 rooms), Residence Inn Manchester Piccadilly (155 rooms), Forty-Seven (32 rooms), Hampton by Hilton Rochdale (146 rooms) and the extension to Hilton Garden Inn Emirates Old Trafford (100 rooms).

2024 saw the opening of Malmaison Manchester Deansgate (70 rooms), Maldron Hotel Cathedral Quarter (188 rooms), The Reach at Piccadilly Manchester (215 rooms) and TRIBE Manchester Airport (412 rooms).

2025 saw the opening of Treehouse Hotel Manchester (224 rooms).

2026 can expect to see the opening of Mollie's Hotel & Diner (128 rooms), St. John's Aparthotel (147 rooms), Hampton by Hilton Deansgate (357 rooms), Silk House Hotel, Bolton (26 rooms), Soho House Manchester (23 rooms), Dakota Manchester Airport (154 rooms), Premier Inn Rochdale Road (229 rooms), Innkeepers Lodge (46 rooms), The Medlock (401 rooms), Eckersley Mills, Wigan (120 rooms), Premier Inn Manchester Airport (276 rooms), and Joyce by the James (261 rooms).

### HOTELS IN THE PIPELINE - OVERVIEW

5,047 new rooms are confirmed for Greater Manchester from new openings, a growth of 17% on the current supply. In terms of Manchester city centre, a planned 2,438 rooms are due to come on board that would increase the current supply by 18%.

The hotel pipeline sites are shown on the pipeline map at: [Hotel Pipeline Map](#)

For more information on the hotel pipeline please contact

[research@marketingmanchester.com](mailto:research@marketingmanchester.com)

### HOTELS IN THE PIPELINE - DETAILED

	Hotel & Location	Rooms
<b>Manchester city centre</b>		
1	Hampton by Hilton Deansgate	357 rooms
2	Innkeepers Lodge (York St.)	46 rooms
3	Joyce by the James (Chorlton St.)	261 rooms
4	Mollie's Hotel & Diner (St. Johns)	128 rooms
5	Motto by Hilton Manchester (Great Ancoats St.)	154 rooms
6	Nobu (Viadux 2)	160 rooms
7	Pestana CR7 (Piccadilly)	150 rooms
8	Premier Inn (Rochdale Rd.)	229 rooms
9	Room2 Homotel Manchester (Piccadilly)	251 rooms
10	Soho House Manchester (St. John's)	23 rooms
11	St. John's Aparthotel	147 rooms
12	W Hotel St. Michael's (Jackson's Row).	162 rooms
13	Zedwell Manchester (Market Street/Mosley St.)	187 rooms
14	Zedwell Manchester Deansgate	157 rooms
15	(Operator TBC) 68-70 High Street	26 rooms
16	Manchester: The Medlock	401 rooms
17	Manchester: Vivere Aparthotels	88 apts/rooms
18	Manchester Airport: Dakota	154 rooms
19	Manchester Airport: Premier Inn	276 rooms
<b>Other locations in Greater Manchester</b>		
20	Bolton: (Operator TBC) 7-13 Wood Street	26 rooms
21	Bolton: (Operator TBC) Church Wharf	130 rooms
22	Oldham: (Operator TBC) Middleton Road, Royton	7 rooms
23	Oldham: (Operator TBC) 12 Union Street, Royton	9 rooms
24	Salford: Pima Hotel	247 rooms
25	Salford: Upland Hotel	228 rooms
26	Trafford: Hampton by Hilton (Lostock Circle)	147 rooms
27	Trafford: Lumina Village, near Emirates Old Trafford	100 rooms
28	Trafford: Novotel Aparthotel	61 rooms
29	Trafford: Novotel Hotel	171 rooms
30	Trafford: Trafford Waters 1, opposite Theme	200 rooms
31	Trafford: Trafford Waters 2, opposite Theme	100 rooms
32	Wigan: Eckersley Mills	120 rooms
33	Wigan: Hampton by Hilton Wigan	144 rooms

Marketing Manchester is responsible for marketing Greater Manchester on a national and international stage as a place to visit, invest, meet and study and is also the Local Visitor Economy Partnership for Greater Manchester.