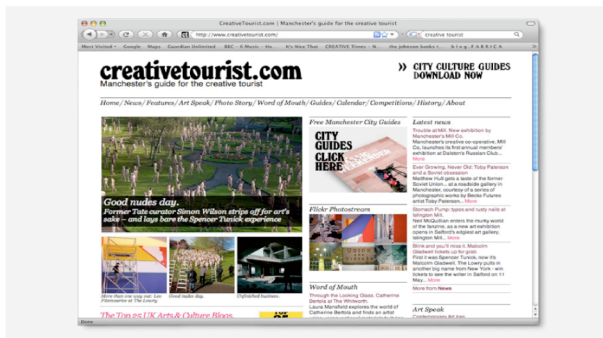


A MANCHESTER FACEBOOKY, TWITTERY, GUARDIAN-ISH, BOOK-MARKY, ARTS-CUM-CULTURE-CUM-SHOPPING & FOODIE GUIDE TYPE THING.

creativetourist.com



Creative Tourist is Manchester's multi-award winning online arts magazine. It publishes features, interviews, news and vodcasts with the UK's best-known writers and artists. It promotes new writing and photographic talent through its regular showcases, competitions and top 25 lists. Three times a year, it publishes its insider guides to Manchester – uncovering the galleries, museums, shops, bars, events and nights out that appeal to the sorts of well-read, regional, national and international cultural consumers who are as passionate about Manchester as we are.

'Don't get us wrong, London is a great city, but read creativetourist.com to see why you should look to the North – Manchester' @hostel, London

Who publishes Creative Tourist?

Although the site operates as an independent magazine, Creative Tourist is published by

Manchester Museums Consortium (MMC), nine museums and galleries that have a shared vision: to stage intelligent, thought-provoking and outward looking events; and to celebrate the city in which they live and work. The site is supported by the Northwest Regional Development Agency and Renaissance North West, and is supported by Visit Manchester. It is designed to raise the profile of Manchester and to drive cultural tourism.

Who reads Creative Tourist?

Although we have a loyal local following, 80% of our readers are from outside the Northwest, with many from outside the UK. So although the magazine is about Manchester, it isn't a local or parochial publication: it speaks to an international reader and reflects on national and international arts news.

'Checking out Manchester UK's exemplary local culture guide – if only more cities did it this well' @ArtWorldMag

How has Creative Tourist been put together?

Creative Tourist is published on Wordpress, which has enabled us to focus on what matters most: creating unique, fresh and high quality content – the kind that we think reflects the art and culture of Manchester.

Why is Creative Tourist so museums and gallery focused?

The project began life solely to promote the visual arts and museums collections of Manchester. But as the site became more successful, and as demand for other coverage increased, we have expanded our editorial reach. We now feature any cultural or creative endeavour so long as it fits the site's ethos.

'Manchester is home to a wide array of brilliant historical sights, impressive museums, a vibrant cultural scene and a pumping nightlife – the city's energy is absolutely infectious. I recommend spending at least three full days to see the sights and to get a feel of the city.'

Velvet Escape travel blog/Lonely Planet

How is Creative Tourist promoted?

The site is promoted via SEO, pay-per-click, PR and media relations, social media, print advertising, email and banner ads.

Does Creative Tourist work?

The site averages 20,000 unique users per month, with high dwell times and low bounce rates. 80% of our readers are from outside the Northwest – exactly the audience we hoped to reach.

We have won two digital industry awards.

Surveys of users and those not using the site show that 40% say it changed their perceptions of Manchester. 11% say they planned to visit as a direct result.

Creative Tourist has been covered in The Guardian and The Telegraph. We were on the front page of the Lonely Planet website. Lastminute.com listed Creative Tourist as among the top 50 blogs they rate.

Bloggers frequently write about how we have changed their minds about Manchester – exhorting their readers to visit.

We have over 2,000 followers on Twitter, many of which are extremely influential. Tate, for example, has over 60,000 followers yet only follows around 650 people – we are one of them.

'But a family weekend break in Manchester? Why? Would be my first response. All they have is a big shopping centre and a famous football team. Well, it just shows how little I know. Manchester was a revelation.'

'Who's the Mummy?', Top 100 UK parenting blogs