

THE VISITOR ECONOMY



8M VISITORS TO SALFORD IN 2023



STRONG EVENTS & SPORTING PROFILE



25% INCREASE IN BUSINESS BASE SINCE 2019



17,000 JOBS



1,400 COMPANIES IN THE SECTOR



WATERSIDE SETTING AT MEDIACITY & THE QUAYS



Salford's visitor economy has developed significantly in recent years and is increasingly positioned alongside Manchester at the heart of this sector within Greater Manchester (GM).

In 2023 the economic impact of the visitor economy in Salford was £1 billion, stronger than ever and above pre pandemic levels. Salford is home to GM's longstanding most visited attraction - Lowry, consistently attracting approx. 1 million visitors per year with its diverse programme of entertainment and visual art.

The addition of RHS Garden Bridgewater - an attraction of national significance and the most visited paid attraction in GM, has opened up the city to a new visitor market and this will continue to develop and expand in the next few years.

The business base has grown by over 25% since 2019 reflecting the momentum generated by these leading attractions. The city's unique waterfront destination of Salford Quays and MediaCity is key to the growth of the visitor economy. Hotels, B&Bs, bars, cafes and restaurants grew by 31% over the past five years, standing out as an important sub sector.

The city has a considerable sporting reputation with the Salford Community Stadium being home to Super League rugby league team Salford Red Devils and Premiership rugby union side Sale Sharks, whilst Swinton Lions rugby league club and Salford City FC also represent the city. Salford has recent experience and credibility in hosting a number of large-scale events including WeInventedTheWeekend, Sounds From The Other City, the Chinese Dragon Boat Festival, and sporting events such as the Women's Rugby World Cup.

£1 BILLION VISITOR ECONOMY IN 2023

31% INCREASE IN HOTELS, B&BS, BARS, CAFES AND RESTAURANTS IN LAST 5 YEARS

KARGO MKT

Launched in the summer of 2023, Kargo MKT is one of the largest independent food and drink operations in the North of the UK.

It was developed and run by the Blend Family, the operator behind the British Street Food Awards 2022, Cutlery Works in Sheffield and The GPO in Liverpool.

Kargo MKT, Salford's largest food hall is situated in the Quayside shopping centre in MediaCity, housed in the Central Bay complex, once a thriving loading bay during the industrial revolution. The area has undergone a £3.5 million transformation of its waterfront stretch and the 25,000 square foot food hall hosts 19 independent kitchens serving up dishes from across the world as well as hosting events, DJs, live music and providing food and drinks experiences.

Kargo MKT run a Future Food Stars programme to provide a platform for emerging food vendors to build their businesses with mentoring on building and marketing their brand. They also offer family deals and discounts for visitors and locals as well as workspace for students and professionals.

Positioned at the heart of cultural landmarks including Lowry and the Coronation Street studios, Kargo MKT has over 2,000 square feet of south-facing outside terrace space at Central Bay, where up to 600 visitors are able to view some of Manchester's landmarks including Old Trafford football ground. Working with local artists, the Central Bay area's heritage reflects the destination's design with re-imagined shipping containers and branding and artwork reflecting the ethos of supporting local artists and independents.

Unit 32, Quayside Media City, Salford Quays, M50 3AG

kargomkt.com



25,000 SQUARE FOOT FOOD HALL



2,000 SQUARE FEET OF SOUTH-FACING OUTSIDE TERRACE



170 EMPLOYEES



£8.4 MILLION GROSS TURNOVER



CAPACITY FOR 600 GUESTS



RHS Bridgewater

The 154-acre Salford site is the Royal Horticultural Society's fifth public garden and opened to great acclaim in summer 2021.

The Royal Horticultural Society (RHS) transformed the grounds of Worsley New Hall in Salford into the 154-acre RHS Garden Bridgewater, named after the Bridgewater Canal that runs alongside it and opened in 1761. Made possible by £19 million of investment from Salford City Council and custodians Peel L&P, the garden forms part of RHS' ten-year £160 million national investment programme to make the UK a greener place.

The garden is expected to generate £24 million per year for the local economy by 2036 and along with economic benefits for the city, the garden will bring social cohesion, health, and wellbeing to its community, enrich peoples' lives through plants, and make the UK a greener and more beautiful place.

To date, RHS Garden Bridgewater has welcomed over 1.4 million visitors with over 45,000 free tickets issued to Salford residents.

RHS Garden Bridgewater has been designed with the community at its heart. More than 200 volunteers from the local area play a key role in the RHS Bridgewater team and over 7,000 young people from 155 schools across the ten Greater Manchester districts enjoyed free educational visits. In 2023, over £0.5 million of funding has been invested into community green spaces and horticultural projects in Salford, Oldham, Rochdale and Manchester, facilitated by the RHS North West Community Outreach Team. Its community outreach projects engaged with over 4,900 local people, nearly 2,000 of which were young people.

Occupation Rd, Worsley, Salford M28 2LJ

rhs.org.uk/gardens/bridgewater

 100+ EMPLOYEES	 ONE OF THE LARGEST GARDENING PROJECTS IN EUROPE	 EXCELLENT CONNECTIVITY
 EDUCATIONAL VISITS FROM 155 SCHOOLS	 5TH RHS GARDEN	 7.8M PEOPLE LIVE WITHIN AN HOUR





Photo by Mark Waugh

Contact us



For further information on investing in Salford, for testimonials from previous investors supported, or for any questions, contact:

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