

Manchester Accommodation BID's Summer Campaign

Partner Marketing Toolkit

Background and key information

The Accommodation BID's summer domestic campaign, delivered by Marketing Manchester will take place throughout July and August and focus on raising awareness of Manchester's summer offering to drive more overnight stays to the city. The campaign will focus on five key thematic of sport, music, festivals, culture, and memories, dovetailing with existing events in order to provide a compelling reason to book overnight stays in the city.

Campaign dates

17 July – 31 August

Basic campaign copy

Whether you're looking for culture, music, festivals, sport, or just ready to make some memories, Manchester has it all this summer. Full of exciting and extraordinary experiences, the city's dazzling array of events, shows, and festivals will leave you spoilt for choice.

Experience the electrifying atmosphere of a Manchester City or Manchester United match, immerse yourself in world-class exhibitions, or join the vibrant LGBTQ+ celebrations at Manchester Pride.




Website links

www.visitmanchester.com/ideas-and-inspiration/summer-of-sport
www.visitmanchester.com/ideas-and-inspiration/summer-of-music
www.visitmanchester.com/ideas-and-inspiration/summer-of-festivals
www.visitmanchester.com/ideas-and-inspiration/summer-of-culture
www.visitmanchester.com/ideas-and-inspiration/summer-of-memories

Social

Hashtag and Accounts

#SummerinManchester

 www.facebook.com/visitmanchester
 twitter.com/visit_mcr
 www.instagram.com/visitmanchester
www.tiktok.com/@visitmanchester

Campaign assets

[Assets Download](#)

Email assets

[Assets Download](#)

Hero images

[Images Download](#)

Contacts

Marketing and Digital

Ryan Maley
Senior Digital Manager
ryan.maley@marketingmanchester.com

Becky Abrahams
Marketing Manager
rebecca.abrahams@marketingmanchester.com

Press & PR

Andy Parkinson
Senior Communications and Content Manager
andy.parkinson@marketingmanchester.com

Ciaran Smith
Communications Executive
ciaran.smith@marketingmanchester.com



Summer of Sport

Summer of Sport

URL

www.visitmanchester.com/ideas-and-inspiration/summer-of-sport

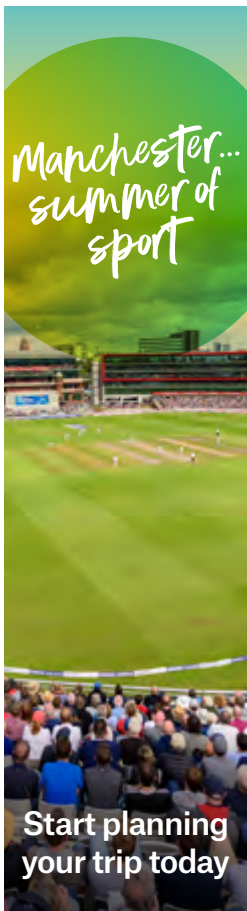
Campaign copy

There are live sporting events taking place across the entire summer in Manchester, from cricket and football to swimming and weightlifting. For football fanatics both Manchester City and Manchester United offer behind-the-scenes stadium tours, or head over to the National Football Museum to delve into the social history and culture of the much-loved sport.

Assets examples






Social Assets


[Assets Download](#)



Short social media copy

This summer, enjoy a range of live sporting events across Manchester.

-  The Hundred & International T20
-  Davis Cup Tennis
-  British Weightlifting Championships
-  Para Swimming World Championships
-  Tour of Britain Grand Départ

More info 

www.visitmanchester.com/ideas-and-inspiration/summer-of-sport


#SummerinManchester

Long social media copy

From cricket, tennis, and football to swimming and weightlifting, there are live sporting events taking place across the entire summer in Manchester.

For football fanatics both Manchester City and Manchester United offer behind-the-scenes stadium tours, or why not head over to the National Football Museum to delve into the social history and culture of the much-loved sport.

But that's not all! Sports fans can also enjoy The Hundred and International T20 games at Emirates Old Trafford and catch some of the world's best tennis players in the Davis Cup at AO Arena. Both the British Weightlifting Championships and Para Swimming World Championships take place in the city this summer, and you can even cheer on cyclists at the Tour of Britain Grand Départ.

Find out more 

www.visitmanchester.com/ideas-and-inspiration/summer-of-sport

#SummerinManchester



Summer of Music

Summer of Music

URL

www.visitmanchester.com/ideas-and-inspiration/summer-of-music

Campaign copy

The ultimate destination for music lovers this summer, Manchester's live music scene has something for everyone. From chart-topping artists to intimate gigs at The Blues Kitchen and Band on the Wall, there's something to suit all tastes.

Assets examples


[Assets Download](#)



Short social media copy

The ultimate destination for music lovers this summer, Manchester's live music scene has something for everyone.

Intimate gigs at Manchester's favourite music institutions complement chart-topping artists at our biggest venues.

Find out more 

www.visitmanchester.com/ideas-and-inspiration/summer-of-music


#SummerinManchester

Long social media copy

The ultimate destination for music lovers this summer, Manchester's live music scene has something for everyone.

Intimate gigs at The Blues Kitchen, Band on the Wall, Albert Hall, and New Century Hall complement chart-topping artists playing at some of our biggest venues.

As the home of the Hallé Orchestra, classical fans can enjoy music across multiple venues in the city, including The Bridgewater Hall and The Stoller Hall, whilst those interested in Manchester's musical heritage can discover the city's secrets on a Manchester Music Walkabout.

Find out more 

www.visitmanchester.com/ideas-and-inspiration/summer-of-music

#SummerinManchester



Summer of Festivals

Summer of festivals

URL

www.visitmanchester.com/ideas-and-inspiration/summer-of-festivals

Campaign copy

The festival scene in Manchester offers a real melting pot of culture, cuisine and inclusivity, creating unforgettable memories along the way. With an exciting lineup of events where you can taste the flavours of the city at food and drink festivals, feel the rhythmic beats of the Caribbean Carnival, or celebrate the LGBTQ+ community at Manchester Pride.






Assets examples


[Assets Download](#)



Short social media copy

Create unforgettable memories this year at one of Manchester's many summer festivals.

-  Manchester Pride
-  Manchester Day Parade
-  Heaton Park Food & Drink Festival
-  Caribbean Carnival
-  Festa Italia

Find out more 


www.visitmanchester.com/ideas-and-inspiration/summer-of-festivals

#SummerinManchester

Long social media copy

The festival scene in Manchester offers a real melting pot of culture, cuisine and inclusivity, creating unforgettable memories along the way.

This summer is no different, with an exciting lineup of events where you can taste the flavours of the city at food and drink festivals, feel the rhythmic beats of the Caribbean Festival, or celebrate the LGBTQ+ community at Manchester Pride.

Find out more 

www.visitmanchester.com/ideas-and-inspiration/summer-of-festivals

#SummerinManchester



Summer of Culture

Summer of Culture

URL

www.visitmanchester.com/ideas-and-inspiration/summer-of-culture

Campaign copy

Explore world-renowned art at The Whitworth or The Lowry, immerse yourself at 'You, Me and the Balloons' at Factory International, explore the Golden Mummies exhibition at the Manchester Museum, or watch unmissable shows at one of our many theatres. With such a vibrant cultural scene and a variety of experiences, Manchester promises an unforgettable summer.





Assets examples


[Asset Download](#)



Short social media copy

With a vibrant cultural scene, Manchester promises an unforgettable summer.

-  Explore world-renowned art
-  Immerse yourself in exhibitions
-  Explore the city's street art
-  Watch unmissable theatre

Find out more 


www.visitmanchester.com/ideas-and-inspiration/summer-of-culture

#SummerinManchester

Long social media copy

Explore world-renowned art at The Whitworth or The Lowry, immerse yourself at 'You, Me and the Balloons' at Factory International, explore the Golden Mummies exhibition at the Manchester Museum, or watch unmissable shows at one of our many theatres.

With such a vibrant cultural scene and a variety of experiences, Manchester promises an unforgettable summer.

Find out more 

www.visitmanchester.com/ideas-and-inspiration/summer-of-culture

#SummerinManchester



Summer of
Memories

Summer of Memories

URL

www.visitmanchester.com/ideas-and-inspiration/summer-of-memories

Campaign copy

Make lasting memories this summer in Manchester. Step into the ultimate cinematic beach party at Backyard Cinema, devour delicious treats whilst exploring the city's sights on the Afternoon Tea Taxi Tour, or explore the urban garden in the sky at Castlefield Viaduct.


Assets examples


[Asset Download](#)



Short social media copy

Make lasting memories this summer in Manchester.

-  Beach party at Backyard Cinema
-  Afternoon Tea Taxi Tour
-  Urban garden at Castlefield Viaduct
-  Family-friendly theatre

Find out more 


[www.visitmanchester.com/ideas-and-inspiration/
summer-of-memories](http://www.visitmanchester.com/ideas-and-inspiration/summer-of-memories)

#SummerinManchester

Long social media copy

Make lasting memories this summer in Manchester.

Step into the ultimate cinematic beach party at Backyard Cinema, devour delicious treats whilst exploring the city's sights on an Afternoon Tea Taxi Tour, or explore the urban garden in the sky at Castlefield Viaduct.

Find out more 

[www.visitmanchester.com/ideas-and-inspiration/
summer-of-memories](http://www.visitmanchester.com/ideas-and-inspiration/summer-of-memories)

#SummerinManchester