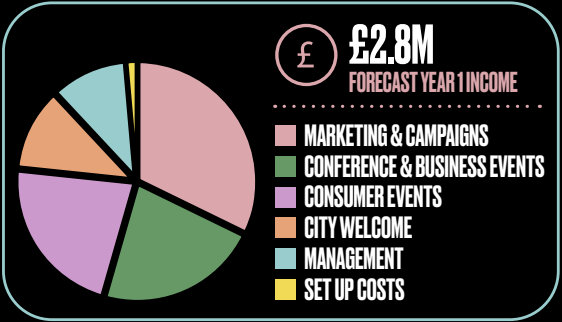


# YEAR ONE HIGHLIGHTS



## BACKGROUND

- The UK's **first** accommodation BID of its kind
- Supported by **74** accommodation establishments
- Governed by the Accommodation BID Board
- Raising awareness of the city
- Improving guest welcome
- Driving more business in low occupancy periods



### MARKETING & CAMPAIGNS

**SUMMER CAMPAIGN**

- 20.6M** REACH
- 5,193** TOTAL ROOM NIGHTS BOOKED

**WINTER CAMPAIGN**

- 119M** REACH
- 365K** LANDING PAGE VIEWS

**MEDIA AND PRESS**

- 13** INTERNATIONAL MEDIA VISITS
- 55** MEDIA ENGAGEMENTS

### CONFERENCE & BUSINESS EVENTS

**CONFERENCE AMBASSADOR PROGRAMME**

- 75** NEW AMBASSADORS RECRUITED
- 22** BIDS SUBMITTED
- 14** BIDS WON WITH AMBASSADOR SUPPORT

**SUBVENTION**

- 22** SUBVENTION BIDS PROGRESSED
- £62.9M** ESTIMATED ECONOMIC VALUE OF BIDS IN PROGRESS

**RESEARCH & BUSINESS LEADS**

- 212** EVENTS INVESTIGATED
- 19** NEW OPPORTUNITIES IDENTIFIED

### CONSUMER EVENTS

**MANCHESTER PRIDE**

- 3.8M** PEOPLE SAW 'EVERYONE WELCOME' CAMPAIGN
- 8,000** LGBTQ+ GUIDED MAPS DISTRIBUTED

**BEYOND THE MUSIC**

- 6** HOTELS HOSTED LIVE-IN-LOBBY PERFORMANCES
- 5,000** MANCHESTER MUSIC MAPS DISTRIBUTED

**CITY DRESSING**

- 4,500** CHINESE NEW YEAR LANTERNS
- 180+** EVENT WELCOME SIGNS

### CITY WELCOME

**STREET CLEANING**

- 15,000 SQM** OF PAVEMENT CLEANED
- 2,000** BAGS OF ADDITIONAL WASTE COLLECTED ANNUALLY

**WELCOME HOSTS**

- 100K+** ENQUIRIES HANDLED
- 6,500 HOURS** OF HOST VISIBILITY

**TRAINING AND SECURITY**

- 50%** SIGN UP TO BCRP
- 12** TRAINING SESSIONS DELIVERED

# MANCHESTER ACCOMMODATION BID: ONE YEAR ON...

## BY 2019 MANCHESTER HAD BEEN PONDERING FOR SEVERAL YEARS WHAT IMPACT THE EMERGENCE OF NEW BED-TAXES IN SEVERAL EUROPEAN CITIES MIGHT HAVE ON CITIES LIKE OURS.

It was a regular hot topic of conversation at Manchester Hoteliers Association meetings; where it was noted that whilst the city's visitor economy was on a fantastic trajectory, there were major concerns about how the continuing growth in hotel and serviced apartment development would impact on business levels and occupancy. There was widespread agreement that we would have to push further and harder to keep our occupancy high and that additional resources would be needed. The big question was how to fund this fairly.

A decision was taken to explore options and a business plan was written. It was decided that Manchester would look to create a new organisation based on the Business Improvement District model that has been rolled out successfully all over the country, but that this new BID would focus solely on the accommodation sector. The proposed Manchester Accommodation BID would be led by the city's hotels and serviced apartments, and as such a referendum-style vote would need to be taken. A timeline was drawn up for a vote over summer 2020.

What happened from that point does not need further explanation, but picking the project back up in 2022, it was evident – in the face of huge losses during the pandemic, the tightening of purse strings, the impact of Brexit on the hospitality sector, and yet, a continuation of remarkable growth in terms of new accommodation openings across the city – that the Manchester Accommodation BID was needed more than ever.

Manchester set the wheels in motion to become the first UK city to introduce a City Visitor Charge; a supplementary £1 (plus VAT) Charge per room/unit per night for guests, added to accommodation costs. Businesses would be billed quarterly, in arrears, based on a monthly average city-wide occupancy level.

A new company was formed, with a new business-led Board to give oversight, scrutiny, and direction to workstreams, ensuring that activities funded by the collected Charges meet the expectations of accommodation operators.

These activities would fall into three key areas, all with the aim of attracting more people to visit and stay in Manchester. Firstly, to create and amplify marketing campaigns that would drive overnight stays; secondly, to secure large-scale events, conferences, and festivals in low-season months; and thirdly, to improve guest welcome and street cleanliness to ensure that guests who do visit Manchester have the best possible experience and are encouraged to return.

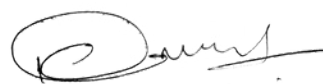
The Manchester Accommodation BID launched on 1 April 2023 to a sizable media scrum. News outlets were watching, asking if it would work, would guests accept paying the Charge, would businesses stay on the same page and implement the Charge? The answer to all those questions was yes; media coverage died down, the initial 73 accommodation providers facilitating the Charge got on with it, and guests paid largely without complaint. The first set of levy bills went out to businesses in

June 2023 and 100% payment was made before the year was out. Of course, it has not been as simple as that – there has been a lot of administration, finance, legal, and governance issues to work through over the course of the first year – but there have also been some brilliant successes.

Staying true to its objectives, the Accommodation BID has funded major campaigns that have been pivotal in driving visitation and overnight stays during traditionally lower occupancy months. Crucial backing for major events such as the new music conference Beyond The Music and the amplification of events such as Manchester Flower Festival, Manchester Pride and Chinese New Year has taken place. Subvention bids have helped to secure large-scale conferences and events for coming years that will both fill bedrooms and bring global attention on the city. The Accommodation BID supported the relaunch of Manchester's Conference Ambassador programme, underscoring a commitment to support business events and conferences. And throughout the year the entire city has benefited from enhanced street cleaning, on-street welcome hosts, and specialist training for accommodation operators on topics including counter-terrorism and security.

All of that, in just one year; a year that we always knew would include some trial and error, testing, and several tricky bridges to cross. Needless to say, as we end this first year, the impact of the Manchester Accommodation BID is being felt heavily across the accommodation, and wider visitor economy, sector here in Manchester.

Going into year two, big plans are emerging. Manchester is already enjoying an incredible moment in the spotlight as one of the must-visit cities for 2024, and thanks to the Manchester Accommodation BID, Manchester is now in the best possible position to leverage and make the most of this moment.



### KUMAR MISHRA

Chair, Manchester Accommodation BID



## SUPPORTED BY YOUR ACCOMMODATION BOARD REPRESENTATIVES



### MATT TOWNLEY FII

Regional Operations Director at Dakota Hotels  
Small Hotel Representative



### SPENCER ALDRED

General Manager at Cove – Minshull Street  
Small Serviced Apartments Representative



### TRACEY BISHOP

Regional Operations Manager at Premier Inn  
Budget Hotel Representative



### VICTORIA CURLEY

Head of Commercial at Roomzzz  
Large Serviced Apartments Representative