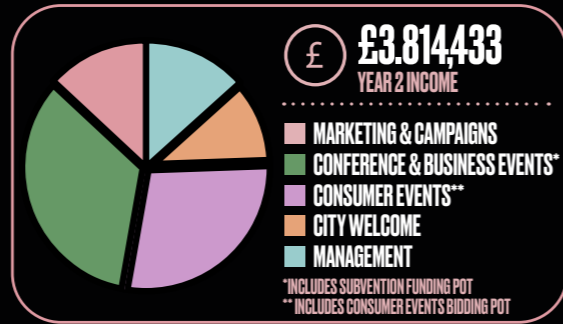


# **MANCHESTER ACCOMMODATION BID**

## **YEAR TWO HIGHLIGHTS**

# YEAR TWO HIGHLIGHTS



## BACKGROUND

- The UK's **first** accommodation BID of its kind
- Supported by **78** accommodation establishments
- Governed by the Accommodation BID Board
- Raising awareness of the city
- Improving guest welcome
- Driving more business in low occupancy periods



## A MESSAGE FROM OUR CHAIR

**TWO YEARS AGO, THE VISION TO CREATE THE UK'S FIRST ACCOMMODATION BID BECAME A REALITY, DRIVEN BY THE NEED TO STRENGTHEN MANCHESTER'S VISITOR ECONOMY AND DRIVE MORE OVERNIGHT STAYS IN THE FACE OF A GROWING ACCOMMODATION STOCK.**

A year in, we knew it was working, and this year we have built on those foundations and the impact has been even bigger. This report aims to provide a broad overview of the Manchester Accommodation BID's second year, demonstrating how we have invested funds to ensure Manchester remains a top destination for visitors.

This year has been about strengthening our efforts and making sure everything we do counts. We have continued to invest in strategic marketing campaigns, designed to maintain the profile for Manchester as a visitor destination, encouraging overnight stays during key periods and showcasing the plethora of amazing experiences in the city. These campaigns have targeted both domestic and international audiences, highlighting the city's unique appeal and helping to drive overnight stays.

A big focus for us this year has been supporting the city's bids for major sporting, cultural and business events, particularly in low-season months. Securing these events attracts a large number of visitors and generates positive media coverage for Manchester. The MTV EMA's, for example, were broadcast live to 150 countries and streamed into approximately 319 million homes. We have worked closely with key partners and stakeholders to develop compelling bids and demonstrate the city's capacity to host world-class events. Alongside these high-profile wins, we've also seen substantial growth in our conference and events sector, securing significant bids that have brought tens of thousands of delegates to the city and driven millions in economic impact.

Enhancing the visitor experience has remained a top priority. We have continued to support work that improves the cleanliness and safety of the city centre, ensuring that visitors have a positive

and welcoming experience. Our City Welcome workstream, in partnership with Manchester City Council, has played a vital role in this effort, working tirelessly to create a more attractive environment for both visitors and residents.

We are also using data to help us make smart choices. We have invested in tools and resources that allow us to track key performance indicators and measure the effectiveness of our work. This data informs our strategies and ensures that we are investing our resources wisely.

And, of course, we could not do any of this alone. We strive for great relationships with our levy payers, partners, and everyone invested in the success of our city. We know that working together is how we make sure Manchester's accommodation and visitor economy keep growing and pushing ahead.

We are incredibly proud of all that has been accomplished this year, and we look forward to building on this success in the years to come.

**KUMAR MISHRA**  
Chair, Manchester Accommodation BID



### MARKETING & CAMPAIGNS

**SUMMER CAMPAIGN**

- 39.5M IMPRESSIONS
- 16.3K NUMBER OF TRAVELLERS
- £4.8M ECONOMIC IMPACT

**WINTER CAMPAIGN\***

- 46.3M IMPRESSIONS
- 13.8K NUMBER OF TRAVELLERS
- £6M ECONOMIC IMPACT

\*INTERIM RESULTS, CAMPAIGN STILL ONGOING

**MEDIA AND PRESS**

- 25 INTERNATIONAL MEDIA VISITS
- 286M INTERNATIONAL MEDIA REACH

### CONFERENCE & BUSINESS EVENTS

**CONFERENCE AMBASSADOR PROGRAMME**

- 53 NEW AMBASSADORS RECRUITED
- 77 BIDS SUBMITTED

**SUBVENTION**

- 20 SUBVENTION BIDS PROGRESSED
- 9 SUBVENTION BIDS WON

**RESEARCH & BUSINESS LEADS**

- 373 NEW AMBASSADORS EXPLORED
- 627 NEW OPPORTUNITIES IDENTIFIED

### CONSUMER EVENTS

**SCENE**

- 2,267 TICKETS SOLD TO EVENTS
- 35% OF TICKETS SOLD OUTSIDE OF GM

**SUPER DUPER**

- 4,200 ATTENDED CBEEBIES BEDTIME STORIES
- 886K PAID DIGITAL IMPRESSIONS

**SUPPORT FOR CITY EVENTS**

- 30% FOOTFALL INCREASE ON PREVIOUS WEEKEND FOR HALLOWEEN IN THE CITY
- 3,000 CHINESE NEW YEAR LANTERNS INSTALLED

### CITY WELCOME

**STREET CLEANING**

- 32.7M STEPS COVERED
- 2,912 BAGS OF ADDITIONAL WASTE COLLECTED ANNUALLY

**WELCOME HOSTS**

- 100K+ ENQUIRIES HANDLED
- 6,157 HOURS SPENT HELPING GUESTS

**TRAINING AND SECURITY**

- 87% SIGN UP TO BCRP
- 21 TRAINING SESSIONS DELIVERED

## SUPPORTED BY YOUR ACCOMMODATION BOARD REPRESENTATIVES



**MATT TOWNLEY FIH**  
Group Operations Director at Dakota Hotels  
Small Hotel Representative



**VICTORIA CURLEY**  
Head of Commercial at Roomzzz  
Small Serviced Apartments Representative



**TRACEY BISHOP**  
Regional Operations Manager at Premier Inn  
Budget Hotel Representative



**JODI HINKS**  
Cluster Director of Commercial Strategy at Hyatt Hotels  
Large Serviced Apartments Representative

## SUPPORT FOR DOMESTIC AND INTERNATIONAL MARKETING CAMPAIGNS

The aim of the workstream group is to deliver a programme of tactical marketing activity to provide an uplift in room occupancy at key times of year.

- 11 properties represented in the workstream group
- Two meetings since April 2024

“Building on the success of prior initiatives, our Summer 2024 campaign significantly amplified our reach and impact. This campaign generated an impressive 39.5 million impressions, engaged with thousands travellers, and resulted in an estimated £4.8 million in economic impact.”



### VICTORIA CURLEY

Lead for Marketing and Campaigns  
Workstream Group - Head of Commercial at Roomzzz Aparthotel

## ATTRACTING MORE CONFERENCE AND EVENTS BUSINESS

The aim of the workstream group is to boost Manchester’s conference and business events sector by increasing bids (65% more submissions, 57% better conversion), expanding their ambassador network (50% more ambassadors, 25% more leads), and securing a city subvention budget. Their goal is a £190m (20%) economic impact increase over five years, driven also by developing two major home-grown events.

- 13 properties represented in the workstream group
- Four meetings since April 2024

“My primary hope was to lay a strong foundation for sustainable growth in Manchester’s conference and events sector.

“The results in this financial year, with the increased bids and ambassador engagement, are incredibly promising. I’m most proud of the potential we’ve unlocked, and I’m excited to see what we can achieve in the years to come.”



### KUMAR MISHRA

Lead for Conference and Events workstream group - General Manager of The Edwardian Manchester

## CONSUMER CAMPAIGNS

- Delivering major multi-channel marketing campaigns that build awareness and raise the profile of Manchester as a vibrant leisure destination, alongside conversion campaigns to drive bookings.
- Targeting all priority markets (UK, Ireland, Spain, Germany and GCC), using seasonal travel trends to inform planning.
- Working in partnership with suppliers to secure added value and maximise reach and impact.
- Leveraging the special events and unmissable experiences available in Manchester, working closely with the Consumer Events workstream, to inspire travel at specific times of year.



## DIGITAL AND CONTENT

- Investing in new tools to develop and optimise Visit Manchester channels, including SEO, social media software, and dynamic content.
- Created a new Film and TV map of Manchester, tapping into travel trends around set-jetting, and building profile for the city as a filming location. The new map joins a suite of Manchester Accommodation BID commissioned maps, including LGBT+ History, Music, and Green Spaces.
- Commissioned new photography and new video content as part of ongoing plans to create new collateral to support marketing campaigns.



## CONFERENCE AMBASSADOR PROGRAMME

- Leveraging our 476 Mbassadors, we submitted 33 conference bids, with potential to attract 27,000 delegates and generate £49 million in economic impact.
- Secured 17 conference wins, expected to deliver 3,862 delegates and £7.9 million in economic impact.
- Currently pursuing 155 live bid opportunities, with Mbassador support, representing a potential 118,000 delegates and £218 million in economic impact



## RESEARCH AND BUSINESS LEADS

- Effectively showcased Manchester as a prime destination by participating in several key events such as CHS Birmingham, IBTM Barcelona, International Confex and hosted an association buyer fam trip which brought key buyers to the city.
- Achievements include securing The Green Party conference for the first time, the Stellantis National Business Meeting which brought in over 1600 delegates and successfully hosted the Times Higher Education World Academic Summit.



## SUBVENTION

- 77 bids submitted in 24/25, representing a potential Economic Impact (EI) of £225.1 million.
- 27 bids successfully secured generating an EI of £47.25 million and attracting 36,525 delegates.
- 26 bids are with outcomes pending, carrying a potential EI of £47.37 million.



## MEDIA AND PRESS

- Actively secured 25 international media visits, resulting in a 286 million international reach. Their proactive efforts significantly elevated Manchester’s global profile.
- Successfully pitched for and supported the filming of an episode of a new global travel series, which will be released in 2025.

## SUPPORT FOR MAJOR CULTURAL & CONSUMER EVENTS

The aim of the workstream group is to target major consumer events, installations, events and shows to the city, increasing the range and capacity of current events that bring overnight stays to Manchester and providing resource to attract ‘blockbuster’ reasons to stay overnight in the city, in association with the cultural sector.

- Seven properties represented in the workstream group
- Four meetings since April 2024

“The numbers speak for themselves. A 30% increase in footfall for Halloween in the City, thousands of families enjoying the Super Duper Family Festival, and incredibly positive feedback from attendees – these are just a few of the successes we’ve achieved.”

“We’ve also strategically supported key events such as the MTV EMA’s, ensuring Manchester remains a vibrant and attractive city for visitors. With 81% of Super Duper attendees saying they’ll return, and the growing impact of events like SCENE and Beyond the Music, we’re confident that our efforts are creating lasting value for Manchester’s accommodation sector.”



**MATT TOWNLEY FIH**

Lead for Consumer Events workstream group -  
Group Operations Director at Dakota Hotels

## SCENE MANCHESTER: LGBTQ+ FILM AND TV FESTIVAL

- Delivery of the first SCENE Manchester: LGBTQ+ Film & TV Festival, enhancing Manchester Pride and attracting staying visitors.
- 2,267 tickets sold, 34% of which were to people outside of Greater Manchester and average occupancy reached 95% on the opening night.
- £13,215.75 donated to the Manchester Pride charity, demonstrating a significant positive impact on the community.



## SUPER DUPER FAMILY FESTIVAL

- Thousands of families attended the inaugural event, with footfall up 4% across February, driving significant city centre activity.
- 142,147 page views across Super Duper campaign content, and over 886,000 paid digital impressions, showing strong online reach.
- 99% of attendees surveyed stated they would attend again in 2026, indicating high satisfaction and potential for future growth.



## GROWTH & CITY ATTRACTION

- Sponsorship of Beyond the Music for the second year, with hotel activations, aiming to increase hotel stays.
- Continued support of key city events such as Halloween in the City which saw a 30% increase in footfall on the previous weekend, showing long-term commitment to cultural growth, and visitor attraction.
- Provided key funding to attract major events to the city such as UFC 304, Speedway of Nations, UK Athletics Championships and Olympic Trials, MTV EMA's, ITF World Tennis Tour(Women's) and Turner: In Light and Shade.

## MAKING AN IMPACT – IMPROVING THE CITY'S WELCOME

This workstream group aims to enhance the visitor experience in Manchester by expanding the city host scheme to transport hubs and evenings, adding 6-8 team members and language skills. They will fund city centre cleaning along arrival routes, implement a GDPR-compliant security reporting system for accommodation providers, deliver monthly training on relevant legislation (e.g., Martyn's Law), provide weekly city centre updates, and track visitor satisfaction via the Accommodation BID survey.

- Six properties represented in the workstream group
- Four meetings since April 2024

“We’ve seen a tangible positive impact from our enhanced city welcome, particularly the focused street cleaning along key arrival routes.

“The overwhelmingly positive feedback from hoteliers underscores the value of this work in elevating the visitor experience.”



**TRACEY BISHOP**

Lead for City Welcome workstream group –  
Regional Operations Manager at Whitbread

## STREET CLEANSING

- Our team has walked an incredible 30+ million steps this year and expanded the Salford cleansing pilot demonstrating the dedication to maintaining the Accommodation BID zone.
- We have collected and removed over 14 tonnes of waste, significantly improving the cleanliness of our streets.
- We have actively combated visual pollution, removing 2400 unwanted stickers and flyposters, and restoring over 200 pieces of street infrastructure.



## WELCOME HOSTS

- Welcome hosts have been dedicated to providing support to BID areas, with 40% of host time dedicated to Accommodation BID duties.
- 4,493 hours spent at stations and 1,664 hours patrolling Gold Routes in the past year.
- Tens of thousands of questions answered, showcasing high engagement with the public.

## TRAINING AND SECURITY

- 87% of hotels are actively engaged with the BCRP and DISC, with 148 registered users, alongside 10 comprehensive crime prevention training sessions.
- Over 300 hotel staff received GMP-led Op Make Safe training, demonstrating a strong commitment to protecting vulnerable individuals.
- Distribution of 73 PACT (Public access trauma kit) to levy payers, empowering them with essential safety resources, and resulting in coverage on BBC's One Show, highlighting the BID's commitment to proactive crime prevention.
- 10 Hotel Security Group Meetings have facilitated information sharing and collaborative problem-solving since April 2024.



During the course of the year, the following properties have shaped our priorities and activities by participating in our working groups:

Church Street by Supercity Aparthotels	Clayton Hotel Manchester City Centre	Cove - Minshull Street	Crowne Plaza Manchester City Centre	Dakota Manchester
DoubleTree by Hilton Manchester - Piccadilly	Forty Seven	Hampton by Hilton Manchester Northern Quarter	Hilton Manchester Deansgate	Hyatt Regency Manchester & Hyatt House
Hotel Gotham	Kimpton Clocktower	Leonardo Hotel Manchester Central	Leonardo Hotel Manchester Piccadilly	Maldron Hotel Manchester City Centre
Marriott Manchester Piccadilly Hotel	Mercure Manchester Piccadilly Hotel	Premier Inn Manchester Central	Premier Inn Manchester City Centre (Arena/ Printworks)	Premier Inn - Manchester City Centre Portland Street
Premier Inn Manchester City Centre (Princess Street)	Premier Inn Manchester City Centre West	Premier Inn Manchester City (Piccadilly)	Roomzzz Aparthotel Hotels	Stock Exchange Hotel
The Edwardian Manchester, A Radisson Collection Hotel	The Lowry Hotel	The Reach at Piccadilly	Townhouse Hotel Manchester	Treehouse Hotel Manchester