

HALLOWEEN IN THE CITY

2023 EVENT SUMMARY & SUCCESSES



**MANCHESTER
CITY CENTRE
BUSINESS
IMPROVEMENT
DISTRICT**

THE STORY SO FAR

Launched in 2016 Manchester's Halloween in the City is Britain's biggest and baddest Halloween celebration. Manchester was ahead of the trend capitalising on the boom in the Halloween season's popularity and our fun, colourful and award-winning festival is now known all around the world with an inflatable monster invasion art trail and Monster Music Festival at the heart of the party.

Halloween in the City is produced by Manchester BID and supported by Manchester City Council and Manchester's tourism board Visit Manchester.

The event's main feature is colourful rooftop invasion of monsters sponsored by the city's visionary businesses who host a creepy creature on or around their building for seven days. The #MCRMonsters get thousands of eyes on their businesses, are big business on social media and have become the city's biggest free annual art trail.

The city also sees thousands of pumpkin lanterns dress the city for the month of October and on the weekend closest to Halloween families come into Manchester dressed up in fancy dress as the streets turn into themed zones full of frighteningly fun activities, rides, performers and top brands that have included CBBC & Cbeebies, GAME, Kit Kat, Toyota, Party Delights, Room on the Broom and PJ Masks.

Halloween in the City is promoted via a multichannel marketing campaign, including local, regional and national press, outdoor poster sites, digital screen advertising, print marketing and online digital and social media coverage supported by our media partners as well as a popular Halloween in Manchester listing website that promotes all the amazing events happening in the city during the spooky season.



Welcome to
MANCHESTER'S
Gay Village

CANAL STREET

TAKE THAT
Blunch

THE TAKE THAT SHOW
Blunch

HALLOWEEN IN THE CITY

2023 HEADLINE STATISTICS



250,000
visitors
during
Halloween
Weekend



40,000
additional
visitors v
2022 event



22%
increase in
footfall on
shopping
streets v
2022



£2.8m economic
impact impact
[based on 63k
additional visitors
v previous weekend]



£873,000
Press AVE
[advertising
value equivalent]



20,000
MCR Monster maps
[print + download]



1m
paid digital
impressions



292,000
organic digital
impressions



252,000
website views

MOWGLI



THE REAL GREEN

MEET ME AT
THE CORN EXCHANGE

Visit Tomorrow's
Visit Tomorrow's

Only 4
b

OPEN

EVENT IMAGES & VIDEO

EVENT IMAGES

[Click here to view and download event images.](#)

EVENT VIDEO

[Click here to view the event video.](#)

Please feel free to download and share.



HARVEY NICHOLS

HALLOWEEN IN THE CITY 2023

DATES, TIMES AND LOCATIONS

HALLOWEEN IN THE CITY FESTIVAL

Saturday 28 and Sunday 29 October

10am-7pm Saturday 10am-5pm Sunday

CITY CENTRE: Market Street, Exchange Square,
St Ann's Square, New Cathedral Street

MCR MONSTERS

Wednesday 25 – Tuesday 31 October

24 hours a day

Locations across the city

PUMPKIN LANTERNS

Monday 2 – Tuesday 31 October

In trees across the city

CITY BUILDINGS GO GREEN FOR HALLOWEEN + EYEBALL HUNT

Wednesday 25 – Tuesday 31 October

HALLOWEEN LISTING WEBSITE and MARKETING CAMPAIGN LIVE

Live from 25 September – 31 October



MONSTERS ROCK!
MUSIC FESTIVAL

MONSTERS ROCK!
MUSIC FESTIVAL

MONSTERS ROCK!
MUSIC FESTIVAL

MONSTERS ROCK!
MUSIC FESTIVAL

NEXT

HALLOWEEN
IN THE CITY

HALLOWEEN
IN THE CITY

MONSTERS ROCK!
MUSIC FESTIVAL

2023 MARKETING CAMPAIGN

OUTDOOR MEDIA

METROLINK NETWORK ADVERTISING

A1 & 6 Sheet Poster Sites x 99
• Internal Coving Panel Adverts x 294
REACH: 5,380,000

CITY CENTRE DIGITAL SCREEN ADVERTISING

Digital Bridge, Mancunian Way x 1
Digital Tower, Mancunian Way x 2
CityLive Digital Screens x 20
96 Sheet Digital Screen, Princess Road x 1
48 Sheet Digital Screen, Chester Road x 1
48 Sheet Digital Screen, London Road x 1
REACH: 3,664,005

CITY CENTRE LAMPOST BANNER ADVERTISING

Lamppost Banners x 8

VALUE: +£85,000

HALLOWEEN IN THE CITY

ROOFTOP MONSTERS FANCY DRESS CHALLENGE MONSTER PROCESSION
MONSTERS ROCK! MUSIC FESTIVAL GLOW IN THE DARK DISCO ICE RINK
ACROSS THE CITY CENTRE

in partnership with:
MANCHESTER CITY COUNCIL Metrolink THE MUSEUM OF SCIENCE AND INDUSTRY

AUTOMATIC BOLLARDS IN OPERATION 11 am - 7 pm
Raised/Rising
ONE Vehicle may proceed
IF NO LIGHT SHOWS CHECK BOLLARDS ARE LOWERED



2023 MARKETING CAMPAIGN 2023

ADDITIONAL OUTDOOR MEDIA

HALLOWEEN EVENT LISTING SIGNS

Across the City Centre x 10

HAPPY HALLOWEEN MESSAGE AT PICCADILLY STATION

Happy Halloween image across 6 x digital screen in
high footfall areas

HALLOWEEN SELFIE STATIONS

Across the City Centre x 2

Funded by:



JOIN IN! DRESS UP! PARTY ON!
**HALLOWEEN
 IN THE CITY**
 28 - 29 OCT. MANCHESTER. FREE.

HalloweenMCR.com @HalloweenMCR

Manchester City Council
 Manchester City Football Club
 Manchester City Foundation
 Manchester City Supporters Trust
 Manchester City Community Foundation
 Manchester City Foundation for Children
 Manchester City Foundation for the Arts
 Manchester City Foundation for the Environment
 Manchester City Foundation for the Future
 Manchester City Foundation for the Past
 Manchester City Foundation for the Present
 Manchester City Foundation for the Wellbeing of the Community
 Manchester City Foundation for the Wellbeing of the City
 Manchester City Foundation for the Wellbeing of the Region
 Manchester City Foundation for the Wellbeing of the World

Short stay car park
 Taxis
 Metrolink
 Station reception
 Way out

Tickets
 Travel Centre

**HAPPY
 HALLOWEEN
 MANCHESTER**

TOUCH THE SCREEN FOR
 INFORMATION

inform

**WHAT'S ON THIS
 HALLOWEEN**

MR MINGSTERS

**HALLOWEEN EVENTS
 IN MANCHESTER**

HALLOWEEN IN THE CITY

**HALLOWEEN EVENTS
 IN SALFORD**

**DON'T MISS -
 FAMILY EVENTS**

**DON'T MISS RHYA STUDIO'S
 OFFICIAL OPENING SHOW**

GOING SOON

Manchester City Council
 Manchester City Football Club
 Manchester City Foundation
 Manchester City Supporters Trust
 Manchester City Community Foundation
 Manchester City Foundation for Children
 Manchester City Foundation for the Arts
 Manchester City Foundation for the Environment
 Manchester City Foundation for the Future
 Manchester City Foundation for the Past
 Manchester City Foundation for the Present
 Manchester City Foundation for the Wellbeing of the Community
 Manchester City Foundation for the Wellbeing of the City
 Manchester City Foundation for the Wellbeing of the Region
 Manchester City Foundation for the Wellbeing of the World



2023 MARKETING CAMPAIGN

PRESS COVERAGE

£873,000 AVE

[Advertising Value Equivalent]

Local, regional and national press coverage, including; The Times, Sunday Times, i Paper, Edinburgh Evening News, BBC North West, BBC Sounds, Manchester Evening News, City Life, Place North West, Visit Manchester, The Manc, Manchester's Finest, Secret Manchester and I Love Manchester.

[CLICK HERE TO VIEW THE FULL PRESS REPORT](#)

2023 MARKETING CAMPAIGN

PRESS COVERAGE

THE  TIMES



Edinburgh News 

Manchester 



PHOTOGRAPHY
News in pictures: October 21,
2023

Krampus, one of 16 monsters designed by the artists Filibby Luker and Pedro Estrelles, was installed by Manchester BID at the Kampus building for Halloween
JAMES BALDWIN FOR THE TIMES

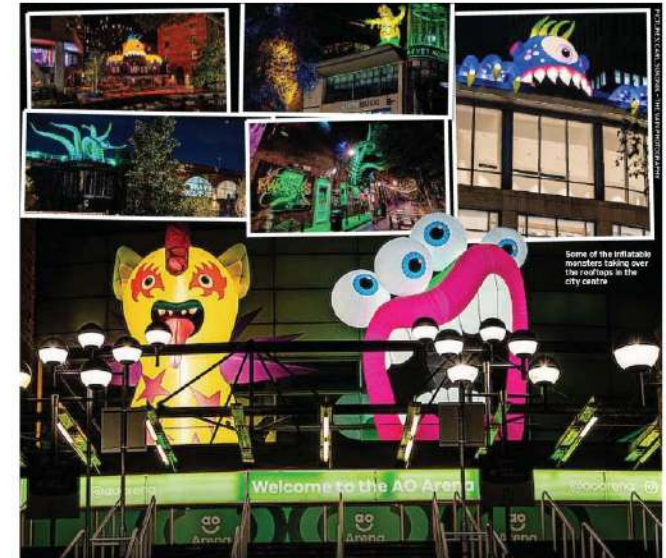


A monster party for Halloween

Riggers Michael Marini and Amory Keohane check the Horrible Harvey inflatable monster ahead of Manchester's annual Halloween in the City event this weekend.
FABIO DE PAOLINA



Riggers Michael Marini and Amory Keohane make a final check on the Horrible Harvey inflatable monster designed by Filibby Luker and Pedro Estrelles and commissioned by Manchester City Centre Business Improvement District (BID) at Harvey Nichols on New Cathedral Street as part of Manchester's annual Halloween in the City celebrations this weekend.



Some of the inflatable monsters taking over the rooftops in the city centre

[CLICK HERE TO VIEW THE FULL PRESS REPORT](#)

2023 MARKETING CAMPAIGN

DIGITAL CAMPAIGN

PAID DIGITAL REACH

1,000,000

[Google, Facebook + Instagram]

ORGANIC SOCIAL MEDIA REACH

292,000

[Facebook, Instagram + Twitter]

WEBSITE VIEWS

252,000

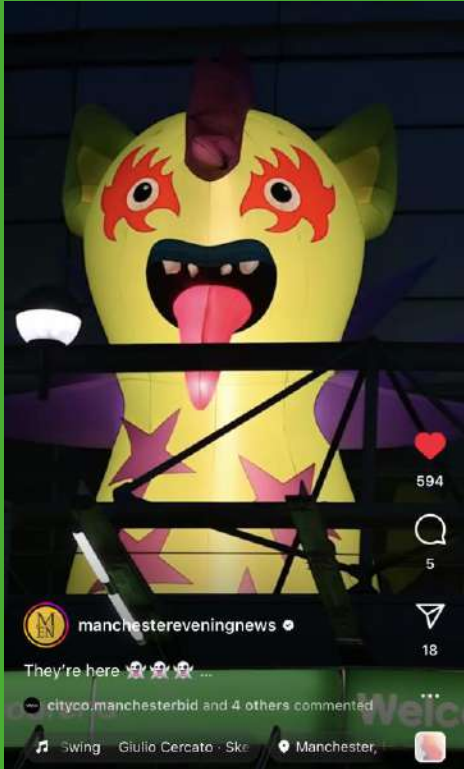
[HalloweenMCR.com]

EMAIL RECIPIENTS

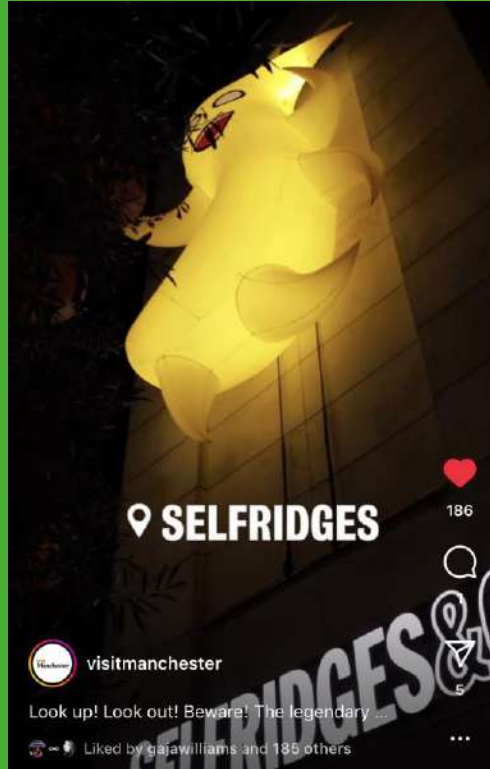
+15,000

[Visit Manchester Leisure Database]

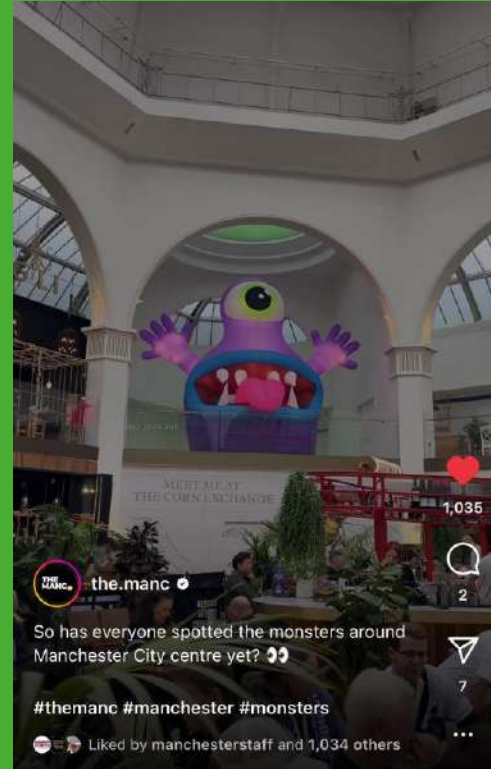
SOCIAL MEDIA PRESS COVERAGE



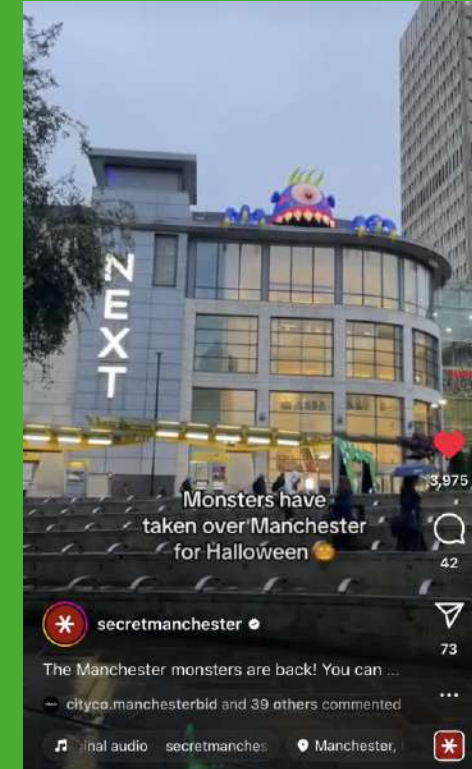
@Manchester
EveningNews



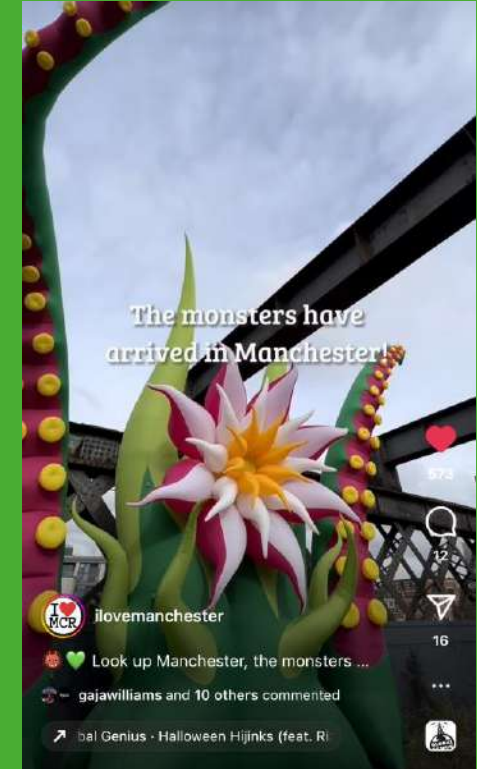
@VistManchester



@TheManc



@SecretManchester



@ILoveMCR



2023 EVENT CONTENT

THROUGHOUT OCTOBER

EVENTS ACROSS THE CITY + LISTING WEBSITE

The city supports the season with great events and experiences and they are featured on our popular Halloween website

MCR MONSTERS

Wed 25–Sat 31 October

19 giant inflatable monsters created by artist Filthy Luker took over the rooftops of Manchester for the 7th year

CITY BUILDINGS GO GREEN FOR HALLOWEEN

Wed 25–Sat 31 October

EYEBALL HUNT

Wed 25–Sat 31 October

200 eyeballs hidden across the city

PUMPKIN LANTERNS

Mon 2 – Tues 31 October

Thousands of pumpkin lanterns took over the city's trees.

HALLOWEEN IN THE CITY WEEKEND

SAT 28 & SUN 29 OCTOBER

MONSTERS ROCK MUSIC FESTIVAL

A monster music festival took over the city.

FANCY DRESS CHALLENGE: TEAM TRICK VS TREAT

Thousands of families come into the city dressed up to compete for “spookiest team” in this unique immersive game that’s fun for all.

MONSTERS ROCK OUT PROCESSION

A party procession of giant puppet monsters and a live band through Manchester Arndale and Market Street rocking out!

HALLOWEEN MARKET

Spooktacular art and craft stalls on St Ann's Sq.

HELL-TER SKELTER

Take a spin on the devilish ride that lands you in a pit of smoke and flames! £1 per person per ride.

SCARE SKATE – THE HALLOWEEN ICE RINK

Ice skating with added monsters!

TEAM TRICK VS TEAM TREAT CHALLENGE THE RULES

1. Pick up a festival wristband from the Wristband Exchange and choose to join Team Trick or Team Treat
2. Play the 5 games to win points for your team (see map)
3. Return the yellow points cards to the SCOREBOARD on New Cathedral Street and see whose team is winning!
4. Watch out for bonus spot games and opportunities to win points
5. Go to the main stage on Exchange Square at 4.30pm to see if your team has been declared the best team of the day and pick up your trophy!



2023 EVENT CONTENT

PUMPKIN LANTERNS

WHEN

Monday 2 – Tuesday 31 October

HOW MANY

600 lanterns across the BID

WHERE

Market Street, Exchange Square, St Mary's Gate, Exchange Street and St Ann's Square





KAMPUS

WAINES & TURNER BLDG



NEW YORK PIZZA

2023 EVENT CONTENT

MCR MONSTERS

WHEN

Wednesday 25 – Tuesday 31 October

HOW MANY

19 inflatable monsters, 12 monster sponsors

WHERE

Manchester Arndale, Selfridges Exchange Square, Exchange Square, Corn Exchange Square, Harvey Nichols, New Cathedral Street, The Royal Exchange Manchester, Castlefield Viaduct, AO Arena, New Century Hall, New Vic, Kampus, The Church, Mayfield Park

MCR MONSTER MAP

MCR MONSTERS

Come up! Look out! Beware! Giant leafy monster maps have taken over the city's streets and rooftops. Can you find them all? Share your pics on @MCRMonsters on Instagram.



- Newmarket Arndale, Above Best Exchange Square, M1 4AJ
- Galfrigg Exchange Square - Exchange Square, M1 4ED
- Exchange Square (28 - 29 October Only) - Exchange Square, M1 4ED
- Exchange Square (22 + 23 Oct Only) - Exchange Square, M1 4ED
- Corn Exchange Manchester - Inside (10.30am - 11.30pm) - Exchange Square, M1 4ED
- Harrow Wildlife - New Cathedral Street, M1 4AD
- New Cathedral Street (22 + 23 Oct Only) - New Cathedral Street, M1 4AD
- The Royal Exchange Manchester - Old Hall Square, M1 7TD

- National Trust - Castlefield Viaduct (10.30am - 5pm) - Sackville Street, M1 4EQ
- 40 Arndale - Victoria Garden approach, Sackville Park, M1 4AB
- 40 Arndale - Victoria Garden approach, Sackville Park, M1 4AB
- The Century Hall - Millar Street, M1 4AB
- The YLD - Corporation Street, M1 4ED
- Kamps - Attack Street, M1 5DL
- The Ockers - Corporation Street, M1 5DL
- Mayfield Park (Mon - 10.30pm) - Darling Street, M1 2TF



20,000 PRINTED COPIES + DIGITAL DOWNLOADS





2023 EVENT CONTENT

BUILDINGS GO GREEN

Buildings across the city turned their buildings green to celebrate Halloween.

PARTICIPATING VENUES

NOMA

Manchester Central

111 Piccadilly

Holiday Inn

1 Piccadilly

Science and Industry
Museum

Harvey Nichols

Innside

The Moxy

Corn Exchange

Locke Hotel

Double Tree Hilton

Dakota





2023 EVENT CONTENT

EYEBALL HUNT

Funded by Manchester Accommodation BID, artist Filthy Luker designed a unique spooky eyeball that appeared across the city centre on private buildings on windows, railings and other weird and wonderful location as well as 10 eyeballs on hanging basket poles down Market. Families were encouraged to keep an eye out and spot as many as they could across the city centre during the duration of the hunt with more popping up every day and extra eyeballs added to signage and décor during the live Halloween in the City festival.

The majority of the eyeballs were circular temporary vinyl stickers from 30-60cm diameter that venues, hotels, retailers, restaurants and offices could request from Cityco and install on their buildings in locations including windows, doorways and hotel front desks. 60cm foamex eyeballs were also displayed on trees, railings etc on buildings. They were insitu from 24th October – 1st November

PARTICIPATING VENUES:

Bridgewater Hall
First Street
Spinningfields
Central Library
Mayfield Park
Royal Exchange
Corn Exchange
Oasthouse
Great Northern

Harvey Nicols
Koffee Pot
Chethams School of Music
Halle St Peters
Football Museum
Albert Hall
TFGM
Arndale
Band on the Wall

King Street Gym
McDonalds St Ann's
McDonalds Arndale
McDonalds Piccadilly
King Street Grooming
Zambrero
Innside (First Street)
Moxy
Yotel
Hotel Indigo
Church St Supercity

Staycity Piccadilly
Forty Seven
Hotel Brooklyn
Motel One Royal Exchange
AC Marriott
Premier Inns
Holiday Inn
Native/Ducie Street

The Bridgewater Hall



The
Bridgewater
Hall



HALLOWEEN EYEBALL HUNT

HOW MANY OF THESE ORGUESOME EYEBALLS CAN YOU SPOT AROUND MANCHESTER?

FOR MORE INFO VISIT WWW.MANCHESTERMUSEUMS.CO.UK

MANCHESTER
MUSEUMS

staycity™



APARTHOTELS



HALLOWEEN SPECIAL OFFER
USE CODE: HALLOWEEN15
SAVE 15% ON ALL BOOKINGS
BOOK NOW

staycity
APARTHOTELS



staycity
CURIOSITY

centra

2023 EVENT CONTENT

HALLOWEEN IN THE CITY WEEKEND

MONSTER ROCK! MUSIC FESTIVAL

- This year was the second year that the event was themed around a monster music festival which, in storyline terms, is put on in Manchester by the monsters who love coming into the city to party at Halloween every year.
- Dressing, branding, stage and areas across the event site were themed to be a spoof of a music festival with recognisable elements given a monster twist and many performers, bands and DJs dressing up as monsters, ghosts and spooky creatures and actors playing monster versions of roles at the festival including the Main stage host DJ Ghostman and monster stewards with hi vis and clipboards who check your wristbands at the gates into each area.

TRICK VS TREAT CHALLENGE

- After the success of the 2022 game visitors were again encouraged to come dressed up in fancy dress for the Monster's Rock Music festival and pick up a festival wristband at the wristband exchange on New Cathedral Street, there they choose Team Trick (orange wristband) or Team Treat (purple wristband) and could follow a map around the event to find games to win points for their team to see who will be declared as the Scariest Team and become "honorary monsters".
- The winning team was announced at 4.30pm each day on the main stage and the winners won "I'm officially scary badge" and all members of teams won paper masks, glow sticks and other prizes to take home or wave along to the bands and DJs playing after the announcement.

Wilko

The home of family value

pl
way to
off 1000

Brunch is coming to Manchester
Arndale November

We are looking for cafe
H...
lers and chef

**IMMERSIVE
GAMEBOX**

Are

PIZZALUXE

kiosk
COFFEE BAR



2023 EVENT CONTENT

HALLOWEEN IN THE CITY WEEKEND

GAMES

Game 1. MONSTER PORTALOOS

New Cathedral Street near Harvey Nichols

Dare you put your hand in the toxic Monster Portaloos - put your hand in the bucket the monster cleaners bring out of the toxic toilets and guess what they found inside.

Game 2. VIP AREA 51 PASSWORD HUNT

Exchange Square

You need to find the password to get let into the alien VIP area near the main stage. 5 slime letters can be found around Exchange Square that spell out a word you can whisper to the security guards to let you into the alien VIP area (and win points for your team).

Game 3. MONSTER ROCKS OUT!

Manchester Arndale New Cannon Street

How good is your air guitar? Get on stage and rock out with a monster in Manchester Arndale to win points. (Sunday Arndale opened from 11.30am)

Game 4. LOST AND FOUND

Exchange Street

The lost property tent at a monster music festival is full of weird stuff. Can you guess what's gone missing off the finds table?

Game 5. SKELETON HOOPLA

St Ann's Square

Win at the monster's favourite side stall game.

continued >>>



2023 EVENT CONTENT

HALLOWEEN IN THE CITY WEEKEND

ST ANN'S SQUARE – CARNIVAL OF MONSTERS

BRAND ACTIVATIONS

- Toyota brand activation
- GFF Damian Dance Studio demos
- Urban Playground

HALLOWEEN IN THE CITY MARKET

- Small Halloween themed market
- Sam's Bakehouse cakes, LUSH selling Halloween range, Mr Picto tentacle crafts

CBBC & CBEEBIES CHILL OUT ZONE

- Families relaxed and got warm in an empty shop in Royal Exchange arcade dressed to look like an indoor forest with giant mushrooms, pumpkins, trees and soft play logs plus paper crafts run by Ruby&Blu whilst showing CBBC and Cbeebies Halloween episodes on a screen

CARNIVAL OF MONSTERS

- A pop-up hula hoping workshop
- Skull hoopla sideshow game
- Photo ops including garden archway, pumpkin cart, Halloween letters, grim reaper, Scream painting peep through board, giant flowers, giant mushrooms, clown head, carnival archway with smoke
- Themeing including festoon pumpkins lanterns, lighting, carnival themeing

ROAMING PERFORMERS

- Pumpkin head stiltwalkers (Sat & Sun)



nge.co.uk

THEATRE

MAF

WINDY

WELCOME TO
**MONSTERS
ROCK!**
MUSIC FESTIVAL

13 OCT
WORLD
PREMIERE
&
OFFICIAL
OPENING
SHOW

FREE
YOUR
MIND

THE
SQUALLS
CAFE AND
BAR

THE
SQUALLS
CAFE AND
BAR



2023 EVENT CONTENT

HALLOWEEN IN THE CITY WEEKEND

NEW CATHEDRAL STREET- FESTIVAL VILLAGE

INFORMATION POINT

- A 3x3m gazebo and stall staffed by Halloween in the City staff at all times for visitors to find out what is going on at the event, happening across the city and collect a festival map.

WRISTBAND EXCHANGE TICKET BOOTH

- A themed monster archway leading to a queue space and then a wristband exchange in a gazebo where visitors can choose a team (Trick or Treat) and corresponding wristband so they can play the game.
- Once a wristband has been picked up they can meet a costumed monster steward character gave points including 10 points to anyone who had come in fancy dress.

STREET FOOD

- Sweet Thingz sweets and hot drinks

SCOREBOARD AND POINTS DROP OFF

- A space to drop off points for anyone playing the game
- Staff in a yellow and black themed space
- Regularitly updated scoreboard so players can check who is winning.

HELL-TER SKELTER

- A devilish helter sketlter ride that landed visitors in a pit of smoke and flames! £1 per person per ride.

PHOTO OPS AND INFLATABLE MONSTERS

- MCR Monster skyline
- Zombie peep through board
- Inflatable monster 'Scary Gary'
- Tentacles around the monster portaloos

ROAMING PERFORMERS

- Alien walking performers (Sat Only)

continued >>>



2023 EVENT CONTENT

HALLOWEEN IN THE CITY WEEKEND

EXCHANGE SQUARE – FESTIVAL MAIN STAGE

INFLATABLE MONSTERS

- Toxic Frog – archway
- Goofs – one by each side of the stage

MAIN STAGE

- A 6x7m enclosed stage (same as used at Manchester Day) provided by Arc
- Performers included Baked Ala Ska, Ellis Davies, Dr Butler's Hatstand Medicine band and DJs

VIP AREA 51

- Alien themed chill out zone
- Photo ops including space man, alien, Area 51 peep through board
- Part of the Team Trick vs Treat game
- 2 x monster stewards on the door

FAT BOY SLIME'S BURGER VAN

- A slime monster character in a fake burger van serving slime burgers to visitors in this funny mime show

ROAMING CHARACTRERS

- Alien walking performers (Sat Only)

continued >>>

2023 EVENT CONTENT

HALLOWEEN IN THE CITY WEEKEND

OTHER AREAS

MONSTER'S ROCK PARTY PROCESSION

MANCHESTER ARDALE & MARKET STREET

- This colourful procession created by Walk the Plank in 2021 returned for a third year and was made up of 8 monster puppets, 1 monster stilt walker, a 5-piece live band (2 members of which also on stilts) as well as 5 stewards not in costume.

SCARE SKATE

- Halloween themed ice rink run by Arena with flashing lights and Halloween music
- From 24th – 30th October (shorter this year)

2023 CITYWIDE EVENTS

Hundreds of amazing events happened across the city and the team rounded them up on the Visit Manchester website and many were featured on the What's On signage (pictured opposite and events detailed overleaf)

Events of note that were not featured on the website or signage include:

Grimmfest

5th-8th October, Great Northern

A major new horror film festival in the city at the start of October every year

Film Fear

HOME throughout October

Film Four supported film season at HOME

- Rocky Horror Pizza Show at Nells Kampus
- Monster Ball at Ducie Street Warehouse
- Halloween Ex Machina at Ducie Street Warehouse

continued >>>



2023 CITYWIDE EVENTS

HALLOWEEN EVENTS IN MANCHESTER

Stab Film Season
1-31 Oct, Cultplex

Jurassic Park in Concert
18 Oct, AO Arena

Raver Tots Halloween Party
21 Oct, Freight Island

Witch Perfect
21 Oct, Cruz 101

**The Cabinet of Dr. Caligari (1920):
Film Screening with Live Accompaniment**
25 Oct, RNCM Concert Hall

October Half-Term at Elizabeth Gaskell's House
22-29 Oct, Elizabeth Gaskell's House

This Paranormal Life
24 Oct, New Century Hall

A Nightmare on Nelson Street
26 Oct, The Fankhurst Centre

Film Fear
26-29 Oct, HOME

It Came From The Closet: Book Event
27 Oct, Portico Library

Scare Skate
27-31 Oct, Cathedral Gardens

Halloween at The Warehouse Project
28 Oct, Depot Mayfield

Ultimate Power: Bat Out of Halloween Special
28 Oct, New Century Hall

Mini Monster Mash
28 Oct, Victoria Baths

Silence of the Baths
28 Oct, Victoria Baths

Flecky Bennett's Ghost Walk
28+31 Oct, Walking Tour

Lil Monsters Ball
28+29 Oct, Hard Rock Cafe Manchester

Stranger Breeds Dog Halloween Party
29 Oct, Freight Island

Halloween Ghost Hunt
29 Oct, Antwerp Mansion

Bongo's Bingo Halloween Special
29+31 Oct, Albert Hall

Hocus Pocus in Concert
31 Oct, The Bridgewater Hall

Baked A La Ska - Halloween Special
31 Oct, Band on the Wall

Tales from the Manchester Graveyards
31 Oct, Walking Tour

**Tubular Bells + Pink Floyd's Dark Side
of the Moon for the Moog Synthesizer**
3 November, Stoller Hall

Weekend of the Dead
4-5 November, INNSIDE by Malia Manchester

HALLOWEEN EVENTS IN SALFORD

Witch Mark Tour
24 Oct, Ordsall Hall

Gravest Fears: Two Ghost Stories by MR James
27 Oct, The Lowry

Triffids!
28 Oct, The Lowry

2:22 A Ghost Story
31 Oct - 4 November, The Lowry

DON'T MISS - FAMILY EVENTS

**Julia and Axel - Thirty Years of
Favourite Stories**
July 2023 - January 2024, The Lowry

Operation Ouch: Food, Poo and You
July 2023 - June 2024,
Science and Industry Museum

Golden Mummies of Egypt
Permanent Exhibition, Manchester Museum

DON'T MISS AVIVA STUDIOS OFFICIAL OPENING SHOW

Free Your Mind
19 Oct - 5 November, Aviva Studios

2023 CITYWIDE EVENTS

THE CITY DECORATES FOR HALLOWEEN

There was an increased trend this year of companies or neighbourhoods going above and beyond and decorating for Halloween beyond the traditional pumpkin lanterns or Halloween windows. These included:

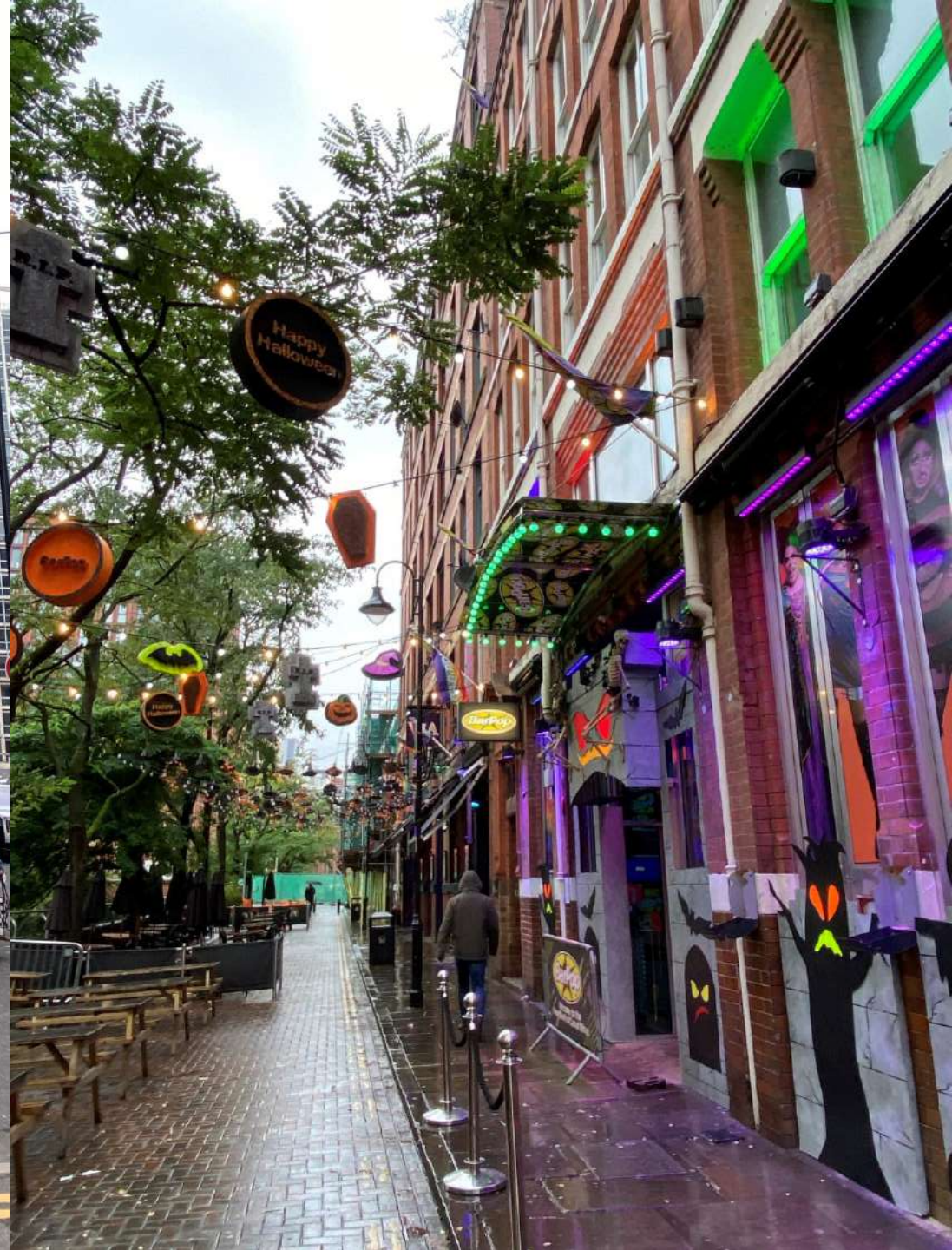
Stevenson Square Takeover (pictured right)

Canal Street Halloween decorations (overleaf)

San Carlo pumpkin entrance (overleaf)

continued >>>





2023 EVALUATION

2023 AIMS AND OBJECTIVES

- Maintain or increase footfall and marketing figures from 2022
- Deliver high quality and unique free family event in the city
- Increase citywide feel and scale of the event via more businesses linking in with the event, maintaining or increasing number of monster sponsors

EVALUATION

- 2023 event was the most successful yet in terms of feedback from visitors, look, feel and scale of the event and participation by city businesses and families coming in dressed up as well as marketing results being higher than 2022.

RECOMENDATIONS FOR 2024

- Continue with the current format of the event as it is very successful and Monster's Rock Music Festival theme will tie in with Manchester Music Month.
- Looks for points of differentiation (parade, new headline grabbing street art) as other cities are now copying us in order to keep the event fresh (but this may be limited due to budgets staying the same and costs rising).
- Include hotels via ABID
- Get ask to businesses and cultural venues out earlier to get the event solidly in their calendar and improve participation from across the city.
- Seek headline sponsorship or increased brand activations and pursue name brands such as CBBC, PJ Masks, Julia Donaldson in previous years.

HALLOWEEN IN THE CITY 2024

DATES, TIMES, LOCATIONS and CONTENT

HALLOWEEN IN THE CITY FESTIVAL

Saturday 26 and Sunday 27 October
10am-7pm Saturday 10am-5pm Sunday
CITY CENTRE: Market Street, Exchange S,
St Ann's Square, New Cathedral Street

MONSTERS ROCK! MUSIC FESTIVAL

Monster bands, DJs, stages, festival
village, rides, games, street food

TEAM TRICK VS TEAM TRICK FANCY DRESS CHALLENGE

Thousands of families dressed in fancy
dress, citywide game and prizes

EXPANDED HALLOWEEN MARKET

HALLOWEEN ICE RINK

MCR MONSTERS

25 – 31 October
24 hours a day
Locations across the city

PUMPKIN LANTERNS

Tuesday 1 – Thursday 31 October
In trees across the city

CITY BUILDINGS GO GREEN FOR HALLOWEEN + EYEBALL HUNT

Wednesday 25 – Tuesday 31 October

HALLOWEEN LISTING WEBSITE and MARKETING CAMPAIGN LIVE

Live from 26 September – 31 October

#MCRMONSTERS



BE PART OF IT - 2024

JOIN THE MONSTER INVASION

We're proud to have made Halloween one of Manchester's biggest events and a free event for families to enjoy ahead of Christmas and in half term week, giving people a great reason to visit the city centre and creating amazing PR for the city.

The colourful art trail of inflatable monsters created by the artist Filthy Luker and are known as #MCRMONSTERS is the flagship focus of the festival and has enraptured thousands of visitors young and old who come into the city especially to see them or stumble across them!

In 2022 Manchester hosted the biggest invasion yet with over 14 Monsters scaling the city's most iconic buildings.

The event couldn't have reached the size and popularity it has without visionary sponsors that have funded and often co-designed their own creature, we think this shows how great Manchester is at working together to create something that has huge impact. So why not join companies like Selfridges, Harvey Nichols and more in sponsoring your own monster this year?



@aooarena

Welcome to the AO Arena

@aooarena 

ao

ao

ao

BE PART OF IT - 2024

TALK TO US ABOUT SPONSORSHIP OPPORTUNITIES

- Headline sponsorship and brand experiential space on the streets of the event options are available.

ADD A HALLOWEEN EVENT TO YOUR 2024 PROGRAMME

- Consider adding a Halloween event to your 2024 programme so you can better align with and be part of the city's Halloween celebrations.
- If you are putting on a Halloween related event in Manchester in October then let us know about it.
- You'll benefit from being included on our hugely popular Visit Manchester listing website and being amplified via our HalloweenMCR social channels.
- If you are putting on a family friendly event on 26th and/or 27th October we can align your activity with the Halloween in the City festival. It's our dream (or nightmare?) to see every venue put on an event to create a truly citywide programme during that weekend.

GET INVOLVED

CONTACT

Gary Williams

Event Producer

M: 07932418371

E: gary.williams@cityco.com



**MANCHESTER
CITY CENTRE
BUSINESS
IMPROVEMENT
DISTRICT**

WELCOME TO
**HALLOWEEN
IN THE CITY**

@HalloweenMCR HalloweenMCR.com

