



Saturday 15th – Tuesday
18th February 2025

Manchester
presents

the



**SUPER
DUPER**

family

festival

Free half term fun
across the city!





**MANCHESTER
CITY CENTRE
BUSINESS
IMPROVEMENT
DISTRICT**

cityco

**MANCHESTER
CITY CENTRE
MANAGEMENT
COMPANY**



**MANCHESTER
ACCOMMODATION BID**



royal
a.co.uk

NEW
MANCHESTER
STREET

NEW
MANCHESTER
STREET

NEW
MANCHESTER
STREET

NEW
MANCHESTER
STREET



MANCHESTER IS A THRIVING, GROWING CITY

MANCHESTER IS THE MOST VISITED CITY IN ENGLAND OUTSIDE OF LONDON: FORTY MILLION PEOPLE VISIT THE CITY CENTRE ANNUALLY.

THE CITY OFFERS A DIVERSITY OF CULTURE, FOOD AND RETAIL, ALL WITHIN WALKING DISTANCE, AT ALL HOURS. EVERY YEAR, VISITORS SPEND £900 MILLION ON LEISURE, RETAIL AND CULTURE.

TOURISM CONTRIBUTES £4.5 BILLION TO THE CITY'S ECONOMY, CONTRIBUTING TO THE LIVELY EXPERIENCE PEOPLE ASSOCIATE WITH MANCHESTER.

ACROSS THE CITY CENTRE, THERE IS A VIBRANT PUBLIC EVENTS CALENDAR, ATTRACTING YEAR-ROUND VISITORS AND POSITIVE PR.

IN SUPPORT OF THE GROWING EVENTS PROGRAMME, MANCHESTER BUSINESS IMPROVEMENT DISTRICTS ARE LAUNCHING A NEW FAMILY FESTIVAL IN FEBRUARY 2025 TO SUPPORT BUSINESSES.

THE AIM IS TO CELEBRATE MANCHESTER IN THE WINTER MONTHS AND WELCOME MORE FAMILIES TO DISCOVER THE CITY.



BRANDS & BUSINESSES...

**LET'S CELEBRATE MANCHESTER AS AN
ALL-YEAR-ROUND VISITOR DESTINATION.**

**TAKE PART IN A BRAND NEW
FAMILY FESTIVAL FOR THE CITY.**

**SATURDAY 15TH – TUESDAY 18TH
FEBRUARY 2025**





THE SUPER DUPER FAMILY FESTIVAL

**FAMILIES FROM ACROSS THE REGION ARE
INVITED TO VISIT MANCHESTER TO ENJOY
A SERIES OF PLAY ZONES,
DISCOVER THE BEST ATTRACTIONS,
STAY OVERNIGHT AS A TREAT,
AND SAVE WITH SPECIAL DEALS.**





SELFRIDGES & CO

HARVEY

TRAMWAY
LOOK BOTH WAYS

YELLOW GORGEOUS

MANCHESTER IS YELLOW

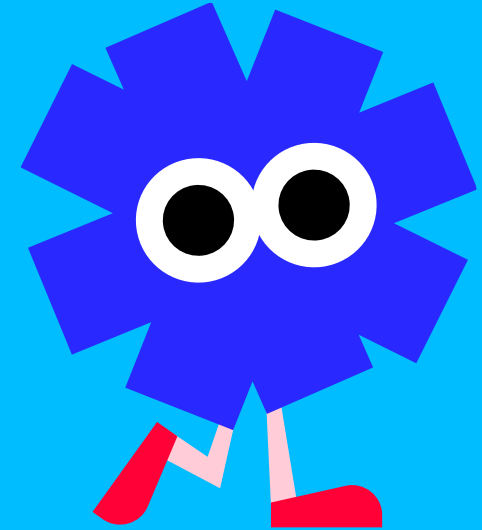
Pay before you board

- Please ensure you have a valid ticket at a point of boarding on the tram and at all other points of entry and exit.
- You cannot buy tickets on the tram.
- If you travel without a valid ticket, all passengers are liable to be fined on the spot and one of you will be liable for the penalty fare of up to £130.

**SUPER DUPER EVENT PARTNERS
& FAMILY ATTRACTIONS, INCLUDE:**

**GREAT NORTHERN WAREHOUSE
THE PRINTWORKS
FACTORY INTERNATIONAL
SCIENCE & INDUSTRY MUSEUM
NATIONAL FOOTBALL MUSEUM
WHITWORTH ART GALLERY
MANCHESTER ARNDALE**

WITH MORE TO COME...





SUPER DUPER WILL FEATURE:

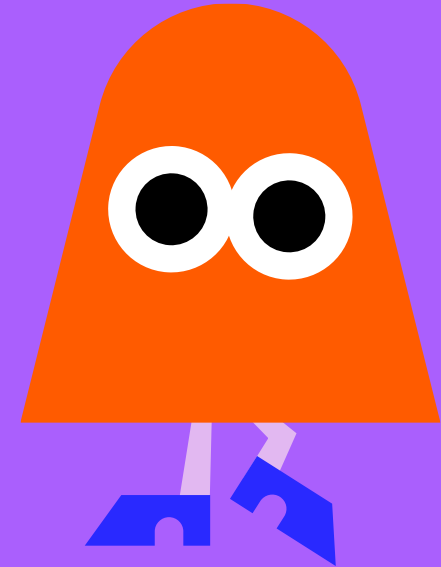
OUTDOOR & INDOOR PLAY ZONES ACROSS THE CITY CENTRE:

**THE GARDEN – EXCHANGE SQUARE
THE CARNIVAL – ST ANN’S SQUARE
THE PLAYGROUND – NEW CATHEDRAL STREET
THE SPORTS HALL – GREAT NORTHERN
THE ARCADE – THE PRINTWORKS
THE PARTY – FACTORY INTERNATIONAL**

PLUS:

**HALF-TERM EVENTS AT FAMILY ATTRACTIONS
FAMILY DEALS & DISCOUNTS AT HOTELS, RESTAURANTS, SHOPS**

BE PART OF IT!





**SUPER DUPER WILL BE PROMOTED VIA
A FULL-MIX BRAND & EVENT AWARENESS CAMPAIGN INCLUDING:**

**'WHAT'S ON' PORTAL AT VISITMANCHESTER.COM
DIGITAL MARKETING CAMPAIGN
SOCIAL & INFLUENCER CAMPAIGN
OUTDOOR BILLBOARD & BANNER ADVERTISING
NETWORK ADVERTISING VIA TRANSPORT FOR GM
LOCAL, REGIONAL & NATIONAL PRESS CAMPAIGN
MEDIA PARTNERSHIP WITH MANCHESTER EVENING NEWS**

PLUS:

**INCLUSION IN VISIT MANCHESTER'S WINTER & HALF-TERM DIGITAL
CAMPAIGN
IN PARTNERSHIP WITH TOURISM & BOOKING AGENCIES**

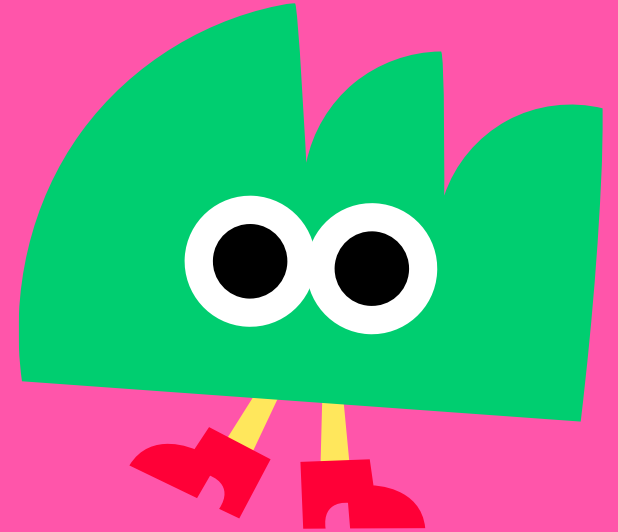
*CITYCO | BID | ABID EVENTS (INC. MANCHESTER FLOWER FESTIVAL, HALLOWEEN IN THE CITY, SCENE: LGBTQ+ FILM & TV
FESTIVAL, ARE PROVEN TO DRIVE FOOTFALL, PRESS AND MARKETING COVERAGE.
FEEL FREE TO ASK FOR ANY REPORTING.*



**WOULD YOU LIKE TO TAKE PART IN
THE SUPER DUPER FAMILY FESTIVAL?**

IT'S *FREE* TO JOIN-IN

**WELCOME MORE FAMILIES
TO VISIT,
STAY, PLAY,
EAT, DRINK & DISCOVER
THE CITY & YOUR BUSINESS.**

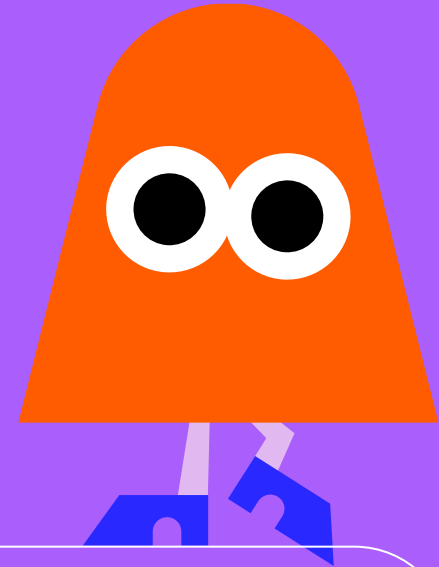


HOW TO SUBMIT ACTIVITY

ARE YOU PLANNING A FUN, FEBRUARY HALF TERM EVENT?

ENTER THE DETAILS TO THIS
[VISITMANCHESTER.COM](https://www.visitmanchester.com) FORM

USE THE 'DROP DOWN': [HALF TERM](#)
TO LIST IS FREE OF CHARGE



ANY FAMILY-FOCUSED, HALF TERM OFFERS?

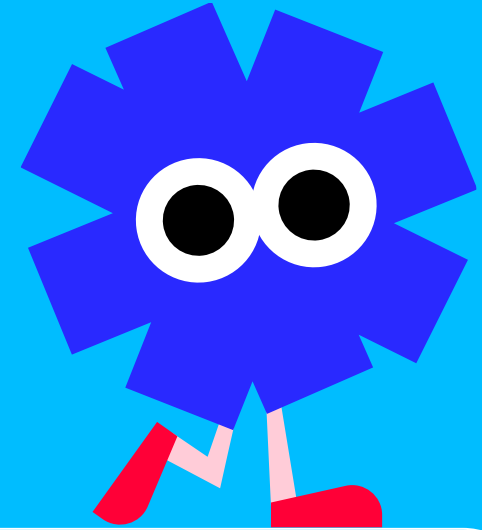
DISCOUNTS? MEAL DEALS?

LET US KNOW AT

EVENTS@CITYCO.COM

SUPPLY A SHORT PROMOTIONAL DESCRIPTION, HIGH QUALITY IMAGE
and T'Cs & C's TO FEATURE IN THE MARKETING.

ANY QUESTIONS?



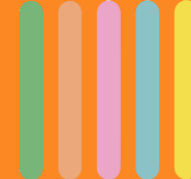
**EMAIL US AT
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