

Manchester
presents

the

**SUPER
DUPER**

family festival



A SUPER DUPER NEW MANCHESTER EVENT

The Super Duper Family Festival is a brand new major event for Manchester, produced by City Co,

The event turns Manchester into a playground and celebrates the city as a family friendly destination.

It showcases family attractions, retailers and hotels inviting visitors to PLAY, DISCOVER, STAY & SAVE.

The festival happens in February Half Term during what is typically seen as “low season” to support businesses and in Year 1 had super duper attendance and feedback from thousands of thrilled families.

Promoted via a full-mix brand, digital, PR and outdoor advertising campaign the inaugural Super Duper Family Festival ran 15-18 February 2025, and welcomed tens of thousands of families.

The 2025 programme featured 6 free Play Zones, a giant hedge maze, Victorian carnival with rides and games, arcade games on Europe’s digital screen and events and experiences in partnership with CBeebies Bedtime Stories, CBBC’s Operation Ouch! and BBC’s Waterloo Road.

The event had fantastic engagement, visitor, brand and venue feedback.

**THE SUPER DUPER FAMILY FESTIVAL will
return February Half Term 2026!**

Wed 18 - Sat 21 February 2026

★ ★ B B C ★ ★
CBeebies:★ ★

The image shows the BBC CBeebies 'Bedtime Story' logo. At the top is the BBC logo in white. Below it, the word 'CBeebies' is written in a white, rounded font with a yellow outline, flanked by two yellow stars. Below 'CBeebies' is the word 'Bedtime' in a large, white, rounded font with a yellow outline. At the bottom is the word 'Story' in a very large, white, rounded font with a yellow outline, also flanked by yellow stars. In the bottom right corner, there is a close-up, slightly out-of-focus image of a young boy with dark skin and short black hair, wearing a red shirt, looking towards the right.



“Manchester is now my 5 year old daughter's favourite city because of how much fun she had!”



2025

PLAY

six **free** citywide play zones

THE GARDEN

A green oasis in the city with a giant hedge maze, garden workshops, the Big Green Leaf Eco-School at Manchester Arndale, roaming performers and more.

THE ARCADE

Families stepped into a retro gaming world at The Printworks with multi-player gaming on Europe's biggest screen and amazing 80's arcade games including giant pac-man.



PLAY

THE PLAYGROUND

A pop-up play school playground created in partnership with BBC's Waterloo Road featuring a mini school disco, crafts, school yards games and a photo op in front of the iconic stained glass window.

THE CARNIVAL

A steam-powered carnival came to town with traditional carousel, sideshow stalls, circus skills workshops, mind-bending games from Museum of Illusions and a giant brain from CBBC's Operation Ouch!



PLAY

THE SPORTS HALL

Everyone's fave sports under one roof at Great Northern Warehouse with epic table tennis tournaments, Scalextric, F1 racing simulators, table football, sub-soccer, inflatable curling, fan zone crafting and more. All watched over by our referee!

THE PARTY

In partnership with Aviva Studios: The Home of Factory International, we welcomed thousands of family ravers for a disco in the gigantic Northern Warehouse with top DJs, dancers and glitter stations, plus storytelling by CBeebies Bedtime Stories.



DISCOVER

SHOWCASING THE CITY'S BEST FAMILY ATTRACTIONS, EVENTS AND EXPERIENCES

Visitors could discover all the family fun Manchester had to offer at Half Term as the city's museums, galleries, shopping centres, attractions, venues and outdoor spaces all put on a show!

Experiences, exhibitions, events, workshops and family days aimed at all age groups meant there was more things to do in Manchester than ever - making a visit to the city during Super Duper a multi-day experience.

INCLUDING:

- CBBC Operation Ouch! brains Bogies and You at the Science and Industry Museum.
- Sensory Exploring at National Trust's Castlefield Viaduct.
- Stoller Sounds at Stoller Hall.
- Wild About Birds at Manchester Museum.
- Half Term Junkbots at People's History Museum.

And lots more. You could even snap a selfie with Paddington at Spinningfields!



SUPER DUPER HALF TERM HOTEL DEALS

Families made a night of it (or even a whole weekend) with fantastic offers from Manchester's most loved hotels and accommodation providers.

INCLUDING:

- Church Street by Supercity Aparthotel (15% off)
- Manchester Marriott Victoria & Albert Hotel (kids stay free)
- Holiday Inn Express (kids stay free)
- Maldron Cathedral Quarter (20% off food)
- Kimpton Clocktower Hotel
- The Lowry
- Roomzzz
- CitySuites (10% off)
- The Reach
- Hilton Deansgate



DISCOUNTS AND REWARDS FOR THE WHOLE FAMILY

Visitors to Super Duper snapped up brilliant half term offers from many of Manchester's attractions, retailers and restaurants.

INCLUDING:

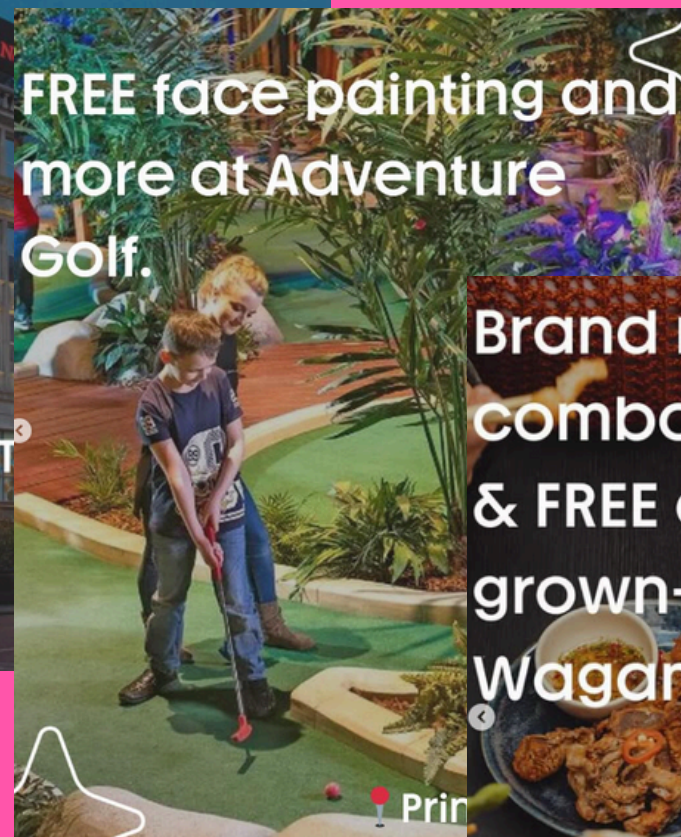
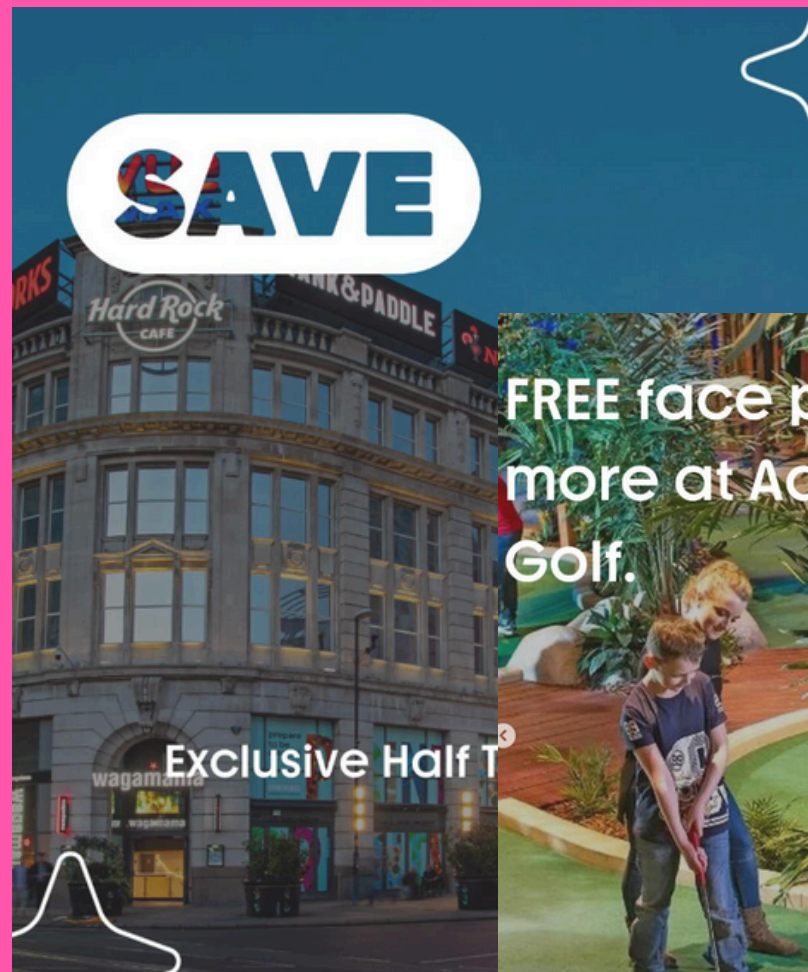
- Manchester Arndale
- Yo Sushi
- Urban Playground
- Spinningfields
- Pong and Puck
- Printworks
- Harvey Nichols - Kids Eat Free
- Sostrene Green

And many more!

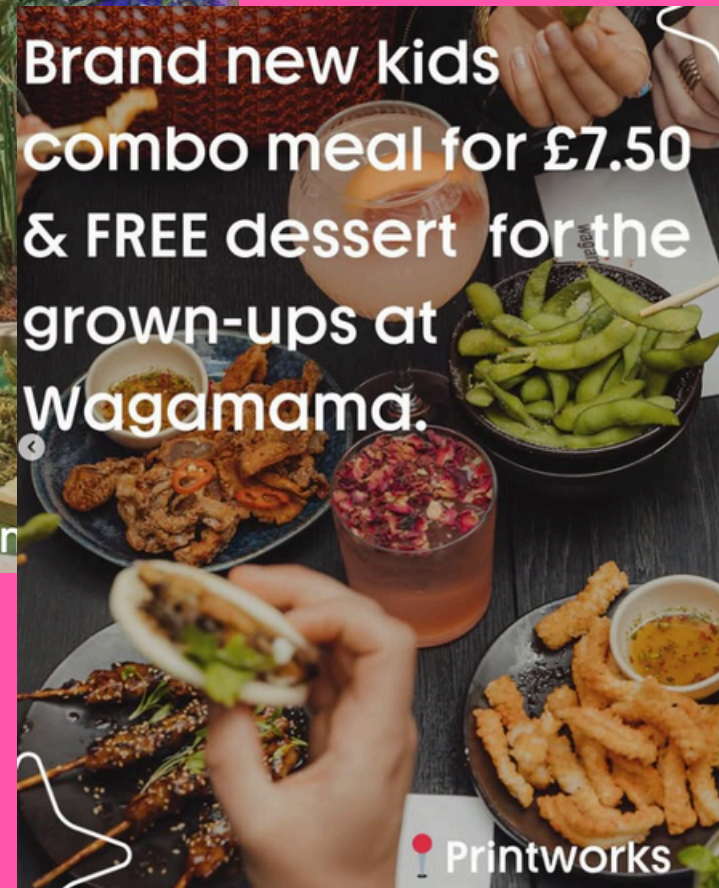


2025 - SAVE OFFERS

Here are a selection of just some of the offers from retailers, attractions and restaurants across the city.



FREE face painting and more at Adventure Golf.



Brand new kids combo meal for £7.50 & FREE dessert for the grown-ups at Wagamama.



Treasure hunt, crafts and more at Waterstones.



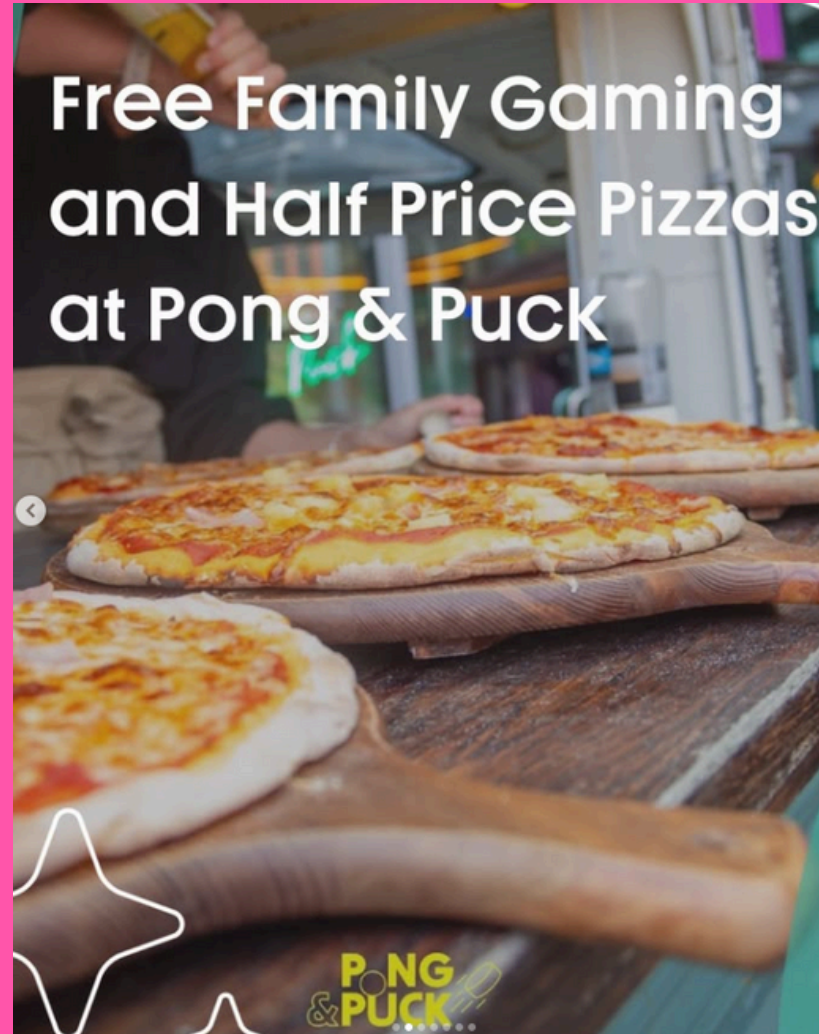
Bath-bomb making workshops at Lush. 12-4pm each day. (£6 per person)

12-3pm each day (Free)

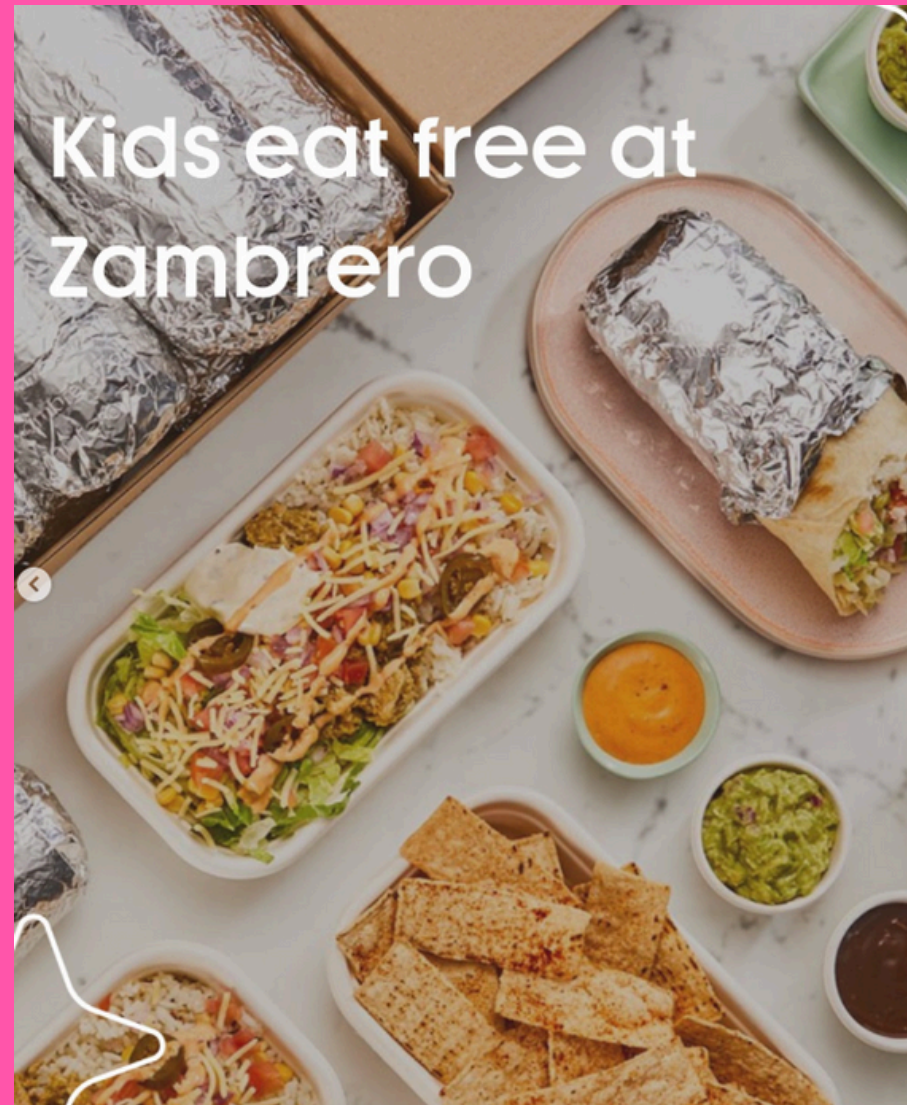
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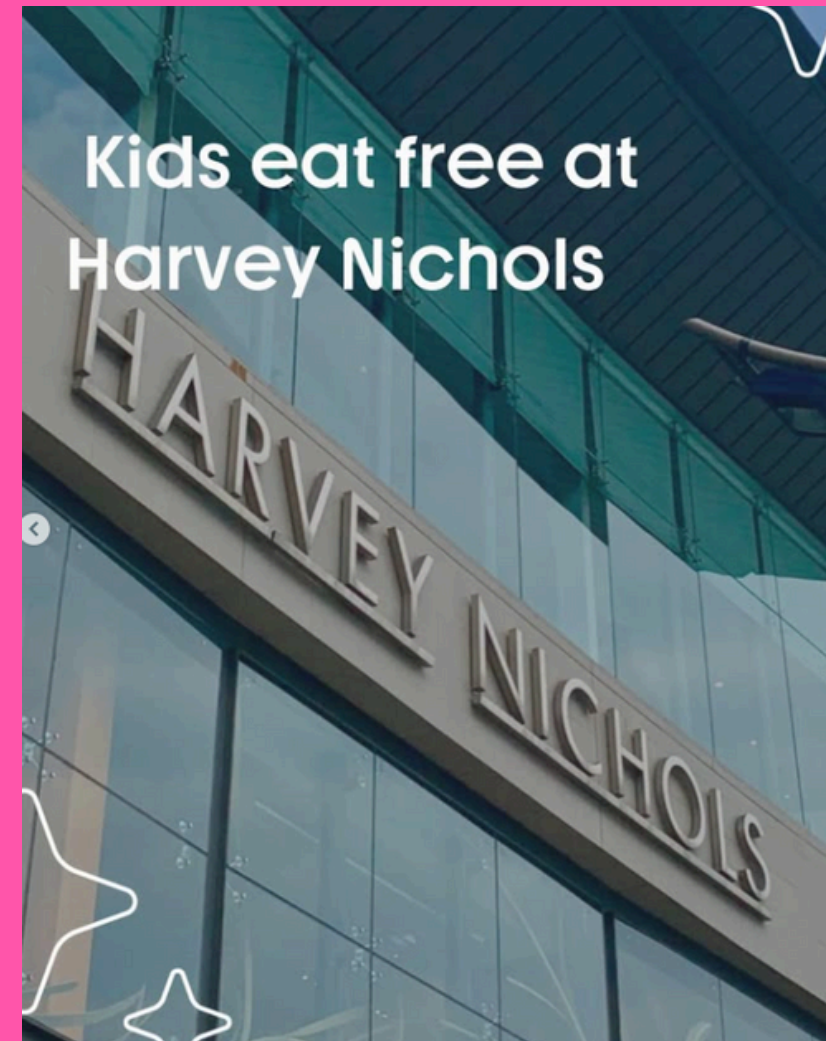
Free Family Gaming
and Half Price Pizzas
at Pong & Puck



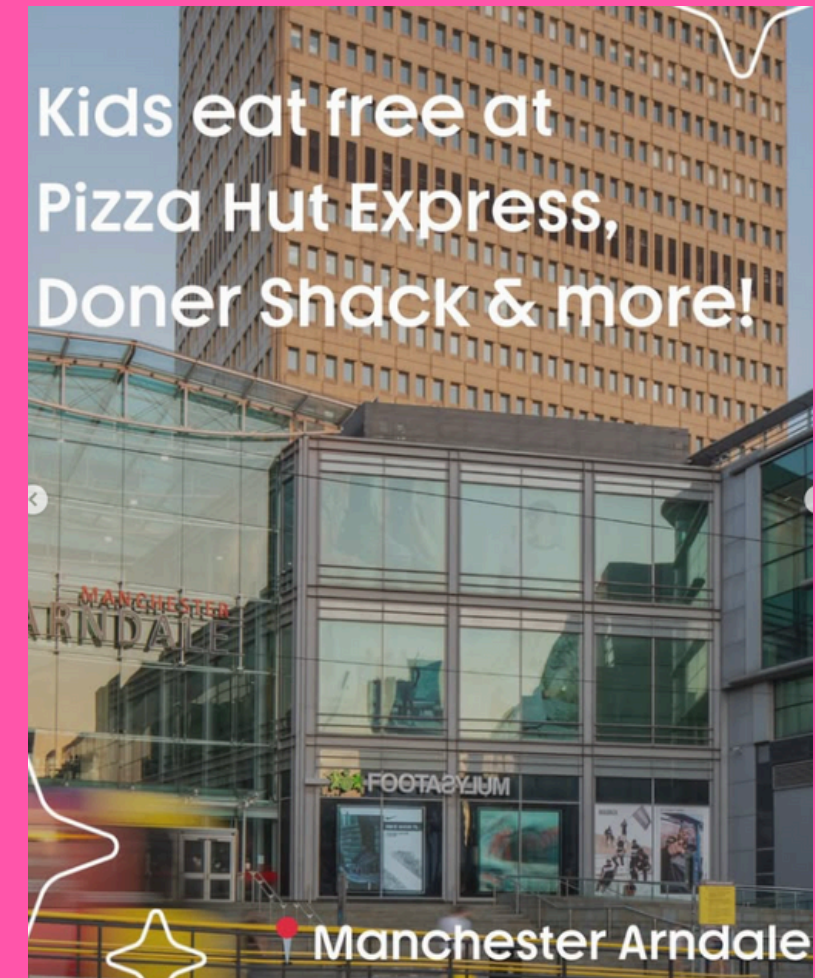
Kids eat free at
Zambrero



Kids eat free at
Harvey Nichols



Kids eat free at
Pizza Hut Express,
Doner Shack & more!





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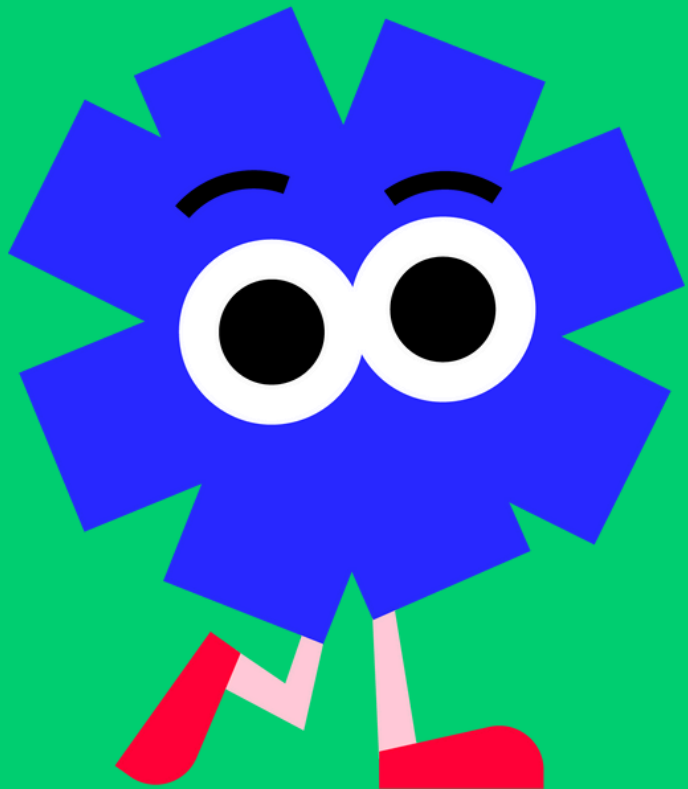
YD!

over
60 fashion
retailers,
and
16 health & beauty
stores

YD!

活

**“This festival was exactly
what my kids needed”**





SUPER DUPER 2025 STATS

+7%

Footfall increase
in city centre vs
half term 2024

c.30K more people
across the 4 days of
Super Duper

+24%

Footfall increase
in Manchester
Arndale on the
final day

9% footfall
increase over the
four days

142,147

Website views



97%

Rated the
festival good
or excellent

4,200

Free tickets
claimed for our
family raves with
CBeebies

92%

Hotel Occupancy
on first day of the
festival



2025 PARTNERS

EVENT PARTNERS

- CityCo
- City Centre BID
- Manchester City Council
- Marketing Manchester
- Transport for Greater Manchester

VENUE PARTNERS

- Aviva Studios: The Home of Factory International (Producers of Manchester International Festival)
- Manchester Arndale
- Great Northern Warehouse
- The Printworks

EVENT COLLABORATORS & PARTICIPANTS

- CBeebies
- BBC's Waterloo Road
- Science & Industry Museum
- CBBC Operation Ouch!
- Museum of Illusions
- LUSH
- Urban Playground
- Playful Anywhere

MEDIA PARTNERS

- Manchester Evening News
- Manchester's Finest



MARKETING

The Super Duper Family Festival was supported by an extensive and successful marketing, social media, influencer, OOH, digital, and PR campaign delivered by the CityCo team locally, regionally and nationally. Supported by Marketing Manchester regionally, nationally and internationally.

CAMPAIGN HIGHLIGHTS

DIGITAL

- Website visits: 142,147
- Campaign page views: 74,651
- Festival map downloads : 4,256
- 2 x e-shots delivered to Visit Manchester UK leisure email database (30k+)
- Amplified by Visit Manchester “Unmissable Moments” campaign

SOCIAL

- Instagram: 554k views/240K reach
- Facebook: 973,188 views,/186k reach
- 1,024,411 total impressions
- Supported by family influencer campaign

PRESS

- Pieces of media coverage: 106
- AVE: £277,000
- Press audience: 112m

OUT OF HOME

- 100 poster sites across Manchester’s tram network
- 75 city centre banner sites
- 4 week city centre digital screen advertising (1.7million adult impacts per week)
- 10,000 printed festival maps

CITYWIDE BRAND TAKEOVER



CITYWIDE BRAND TAKEOVER





VUE
MAX

Hard Rock
CAFE

TREETOP
GOLF

PRINTWORKS

Hard Rock
CAFE

wagamama

PRINTWORKS

Trox
SOCIAL

BIERKELLER

Manchester
Presents
the
SUPERDUPER
family festival
Saturday 15th - Tuesday 18th
February 2025
Free play zones
across the city!
www.superduperfamilyfestival.com

wagamama

prepare
to be
amazed

PRINTWORKS

PRINTWORKS

PRINTWORKS

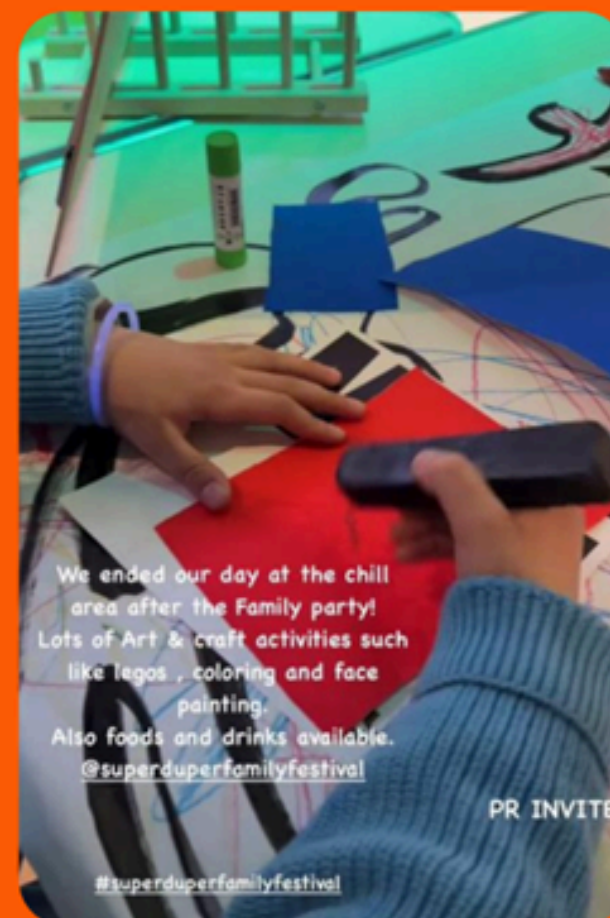
PRINTWORKS

SUPER DUPER ONLINE

superduperfamilyfestival.com

instagram.com/superduperfamilyfestival

facebook.com/Superduperfamilyfestival



PRESS

Manchester Evening News

NEWSIN YOUR AREAMAN UTMAN CITY

Partner Stories

Super Duper Family Festival to turn Manchester into a city-wide playground

The free festival will feature six zones with activities ranging from giant mazes and retro video games to steam-powered carousels and family raves

ADVERTISING FEATURE FROM Heart of Manchester BID
By Paul Atkins Commercial Content Writer 11.09.7 JAN 2025

BookmarkFacebookTwitterReddit

Manchester this February half term

There's lots happening across the region this school holidays

FacebookTwitterRedditComments

WHAT'S ONBy Emma GillParents editor

07:20, 13 Feb 2025



MANCHESTER'S FINEST

A new family festival is set to turn Manchester into a 'city-wide playzone'

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THE PAPER

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How to plan a half-term break in England's cheapest region

With costs quickly racking up in the capital, here's how to plan a budget-friendly half term break in the North West



February half term doesn't have to be difficult and can even be very enjoyable if you plan ahead (Photo: Shutterstock/Getty Images)

Saskia O'Donoghue

February 09, 2025 6:00 am (Updated 8:53 am)

ShareSave

February half term is perhaps the trickiest school break - the weather almost certainly forces families indoors or searching for warmth in far-flung destinations. An expensive long-haul week abroad can be hard to justify, while the costs of days out can quickly add up at home - but they don't have to be prohibitively expensive.

The latest VisitEngland annual attractions survey, carried out in conjunction with the Association of Leading Visitor Attractions (ALVA), looked at 1,100 attractions across England, and worked out how many in each region are free.

London comes out top (32 per cent of attractions are free) while the South West is bottom (20 per cent). Not far behind London, though, is North West England (28 per cent) - Cheshire, Lancashire, Merseyside, Greater Manchester and Cumbria. With costs quickly racking up in the capital, here's how to plan a budget-friendly [half term](#) break in the North West.

THE Sun

UK Edition

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Travel

PLAY ON New family festival to launch this half term with massive interactive playgrounds and rides and it's completely free

Kids eat for free in dozens of restaurants in the city

Hana Gaxter
Published: 13:47, 8 Feb 2025 | Updated: 13:47, 8 Feb 2025



TwitterFacebook

WITH February half term just around the corner, keeping kids entertained has never been more vital.

Luckily for little ones in Manchester, there's a new festival with plenty of family-friendly activities - and it's completely free.

Sign up for the Travel newsletter

Email address

Sign up

WEDNESDAY, 8 JANUARY, 2025

BRITAIN'S BIGGEST REGION

Manchester Evening News

manchestereveningnews.co.uk

A friend dropping in

TRAIN your BRAIN

FREE INSIDE TODAY

8 PAGES OF TANTALISING TEASERS!

50% OFF

YOUR NEWSPAPER FOR SIX MONTHS

PAGES 4&5



EMERGENCY

Hundreds of patients stuck in ambulances for more than an hour amid bed shortages

Warning of 'quad-demic' virus tidal wave

4 days of half term fun!

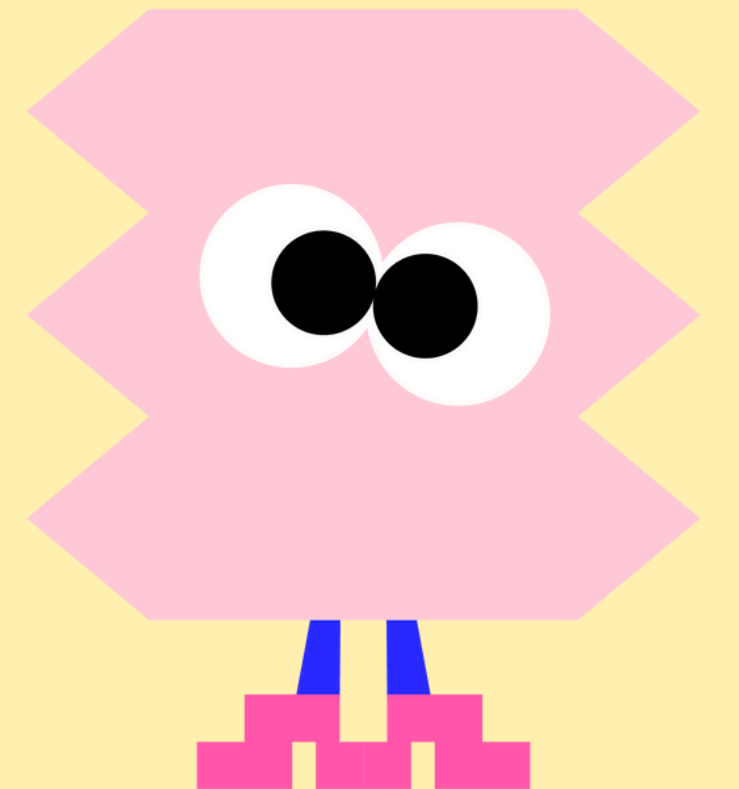
Saturday 15th - Tuesday 18th February 2025

www.superduperfamilyfestival.com

the SUPER DUPER family festival

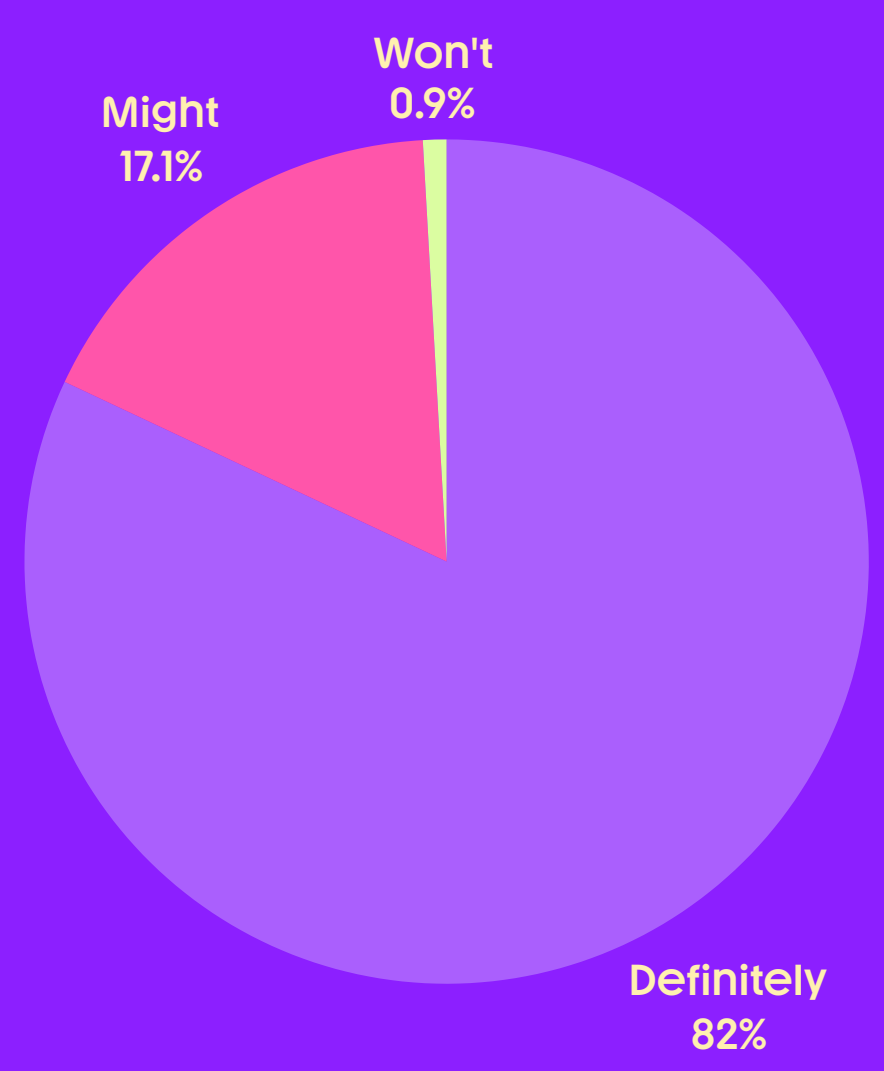
FREE ONLY AT THE PARK THE GARDENS THE GARDENS

“An incredible day out with so much to see and do. We came in every day of the festival!”

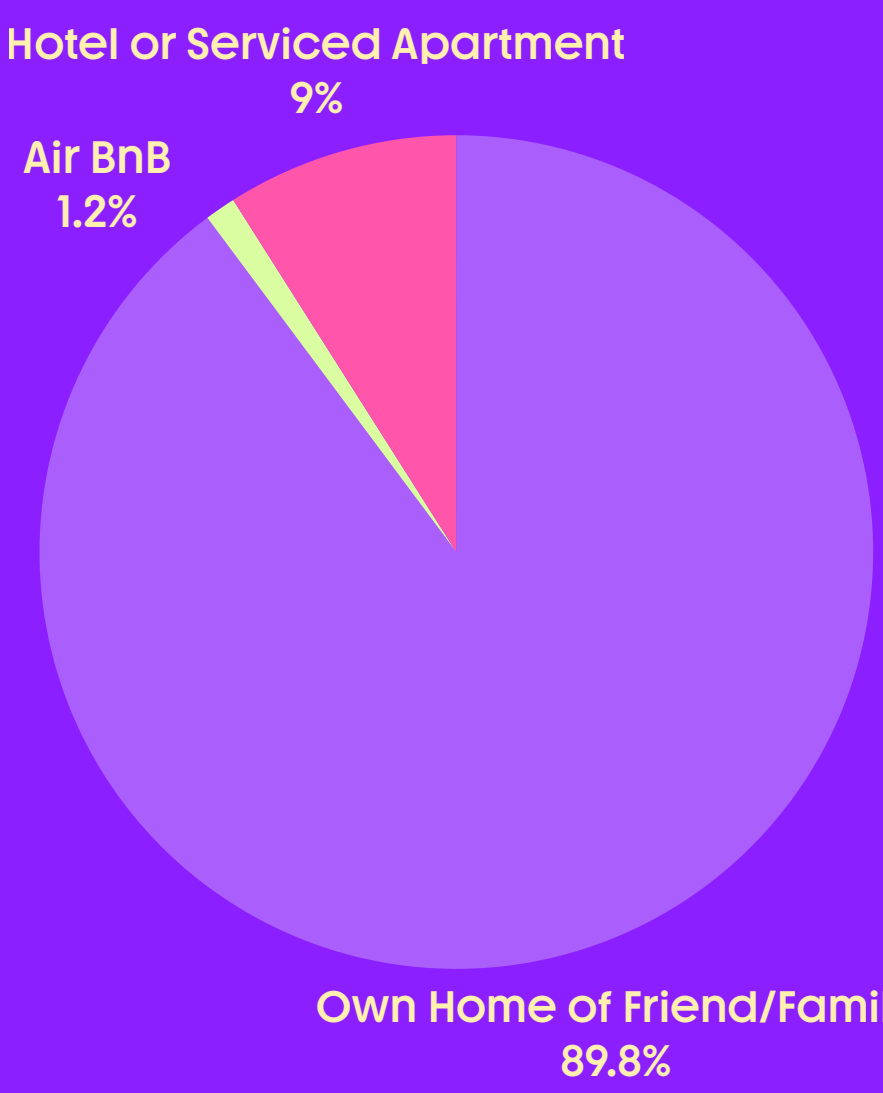


FESTIVAL FEEDBACK

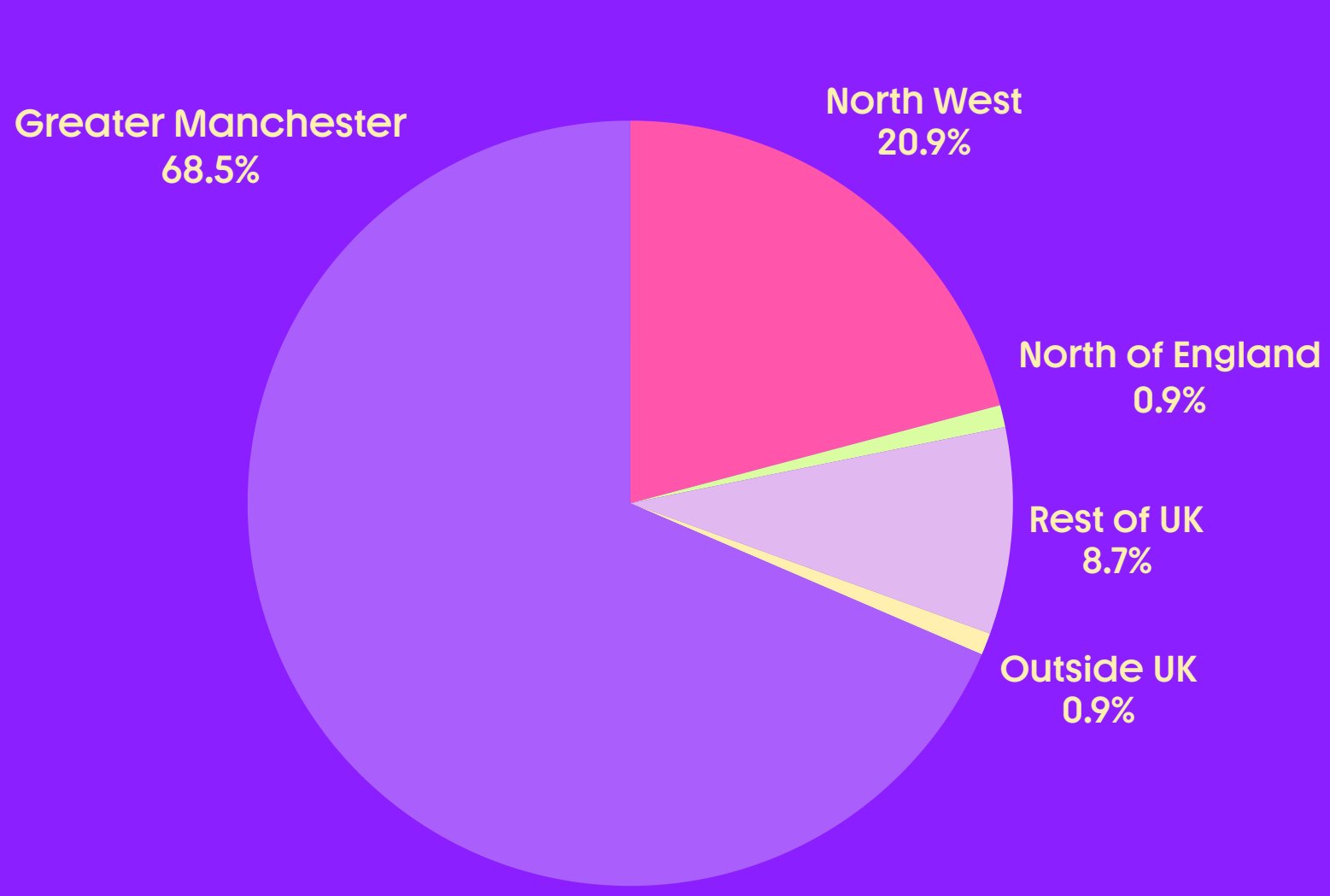
Our event survey had super duper results!
100% of those surveyed rated the event “Excellent” (72.8%) “Good” (24%) or “Okay” (3.3%) (0% rated it “Poor”)
99.1 % said they would or might attend the 2026 festival



How likely are you to attend next year?



Where did you stay?



Where did you travel from?



Kumar Mishra, Chairman of Manchester Accommodation BID, commented:

“We’re delighted with the response to the city’s first-ever Super Duper Family Festival. Manchester is the ultimate Half Term destination. By transforming the city into a vibrant, family-friendly playground, we attracted thousands of visitors to experience Manchester in a free, fresh, and engaging way.

This event not only boosted footfall but also reinforced Manchester’s reputation as the perfect place for families to visit and stay during the school holidays.”

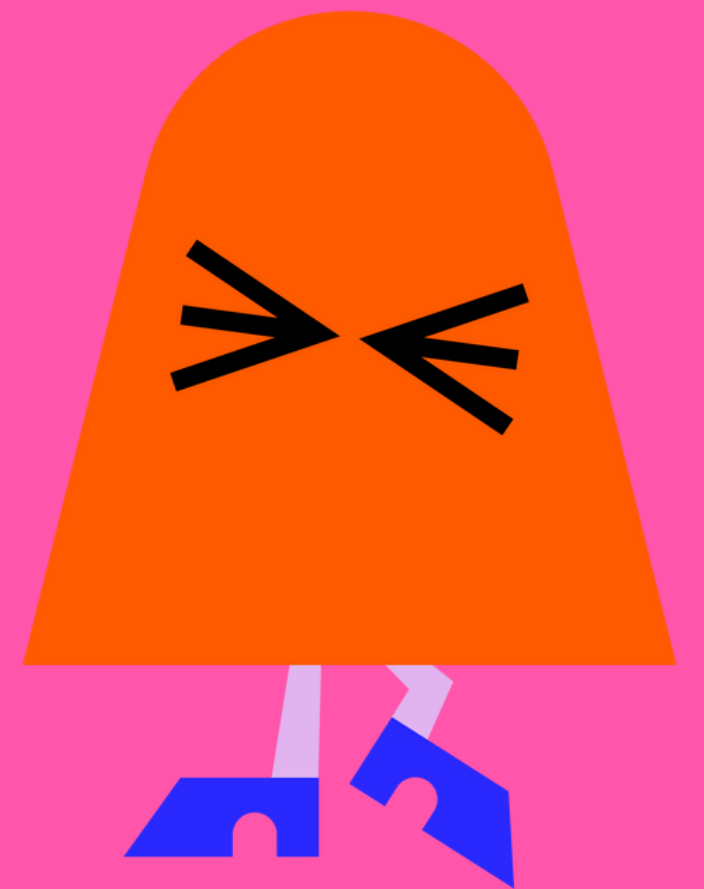
Manchester Arndale shopping centre said:

“The past few days have been electric at Manchester Arndale with footfall surging thanks to the first ever Super Duper Family Festival. With six play zones spread across Manchester the event was a huge hit - and with it’s success it’s no surprise it’ll be returning next year.

The response has been overwhelmingly positive - families loved it and retailers felt the impact too. Centre footfall increased by 9% over the four day event with the final days on the festival drawing visitors to the city in droves increasing footfall in the Centre + 24% year-on-year”

2026

**“It was amazing!
Please do this every year!”**





SUPER DUPER WILL BE BACK!

The Super Duper Family Festival will return
February Half Term 2026

WEDNESDAY 18 - SATURDAY 21 FEBRUARY 2026

Be Part of the fun!

After a wildly successful year one, we're looking to work with more family brands, city partners, attractions and businesses to bring smiles to thousands of families as they **PLAY, DISCOVER, STAY AND SAVE** in Manchester city centre.

WE'RE LOOKING FOR

PLAY

- Festival sponsors
- Play zone sponsors and partners
- On-street family brand activations

DISCOVER

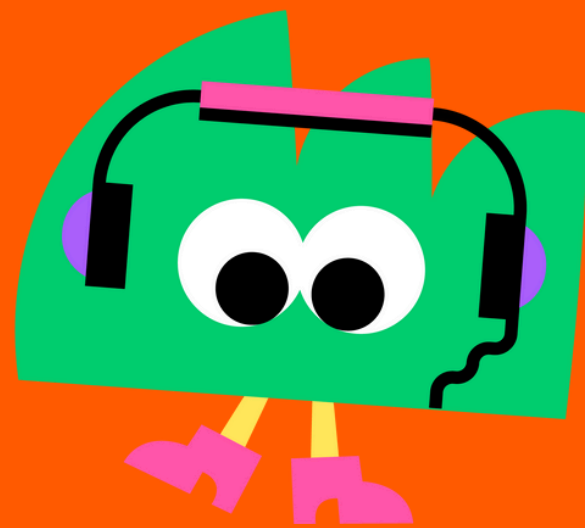
- Manchester city centre venues and attractions hosting events

STAY SAVE

- Accommodation sector partners
- Hotel offers, rewards and savings
- City centre retail and F&B partners
- Retail, attraction and F&B offers

ALL PARTICIPANTS WILL BE SUPPORTED BY OUR SUPER DUPER CAMPAIGN

- Super Duper half term listings website
- Digital, social & influencer campaign
- Local, regional and national press campaign
- Media partnerships
- Outdoor poster, billboards & banner advertising
- Transport Network advertising
- Visit Manchester family tourism, Winter & February Half-Term national and international campaign
- Opportunity for brand presence on some of the highest footfall city streets in the UK



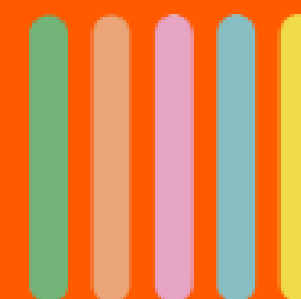
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events@cityco.com



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COMPANY**



**MANCHESTER
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