

Manchester
presents

the



SUPER DUPER

family

festival

Brought to you by

Supported by





BBC
Cbeebies
Bedtime
Story

BBC
Cbeebies
Bedtime
Story

Hodge
the
Hedgehog

A SUPER DUPER EVENT

The second Super Duper Family Festival took place from Wednesday 18th - Saturday 21st February Half-Term 2026.

The festival is produced by CityCo on behalf of Manchester Accommodation BID. With support from Manchester City Council, Marketing Manchester and TfGM.

Established as a major driver for tourism visits over February Half-Term, the festival built on the success of Year 1 - turning the city centre into an interactive playground and showcasing Manchester as a family friendly destination.

The festival is now supported by major brands including CBeebies, CBBC, Blue Peter and more.

The festival, multi-mix marketing and PR campaign promoted more Play Zones, and more ways to DISCOVER, STAY & SAVE in the city.

The 2026 programme featured:

8 FREE Play Zones (6 in 2025)

- 1.The Arcade
- 2.The Nursery Rhyme Trail
- 3.The Playground
- 4.The Carnival
- 5.The Sports Hall
- 6.The Story Den
- 7.The SoapBox
- 8.The Studios

Despite Piccadilly Station closure and major protests in the city on Saturday 21st March the second outing had more visitors, more engagement and brilliant feedback from attendees, venues and suppliers.

2026 PARTNERS

VENUE PARTNERS

- Aviva Studios | Factory International
- Versa and Campfield Studios
- St John's
- Manchester Arndale
- Great Northern Warehouse
- The Printworks
- People's History Museum
- Central Library
- Manchester Central

BRAND PARTNERS

- CBeebies Bedtime Stories
- BBC Blue Peter
- BBC Waterloo Road
- Super League Basketball
- National Football Museum
- Gladiators
- Bluey
- Comic Relief
- Disney/Pixar

SUPPLIER PARTNERS

- Graystone Stateboarding
- Bricklands Lego
- Playful Anywhere
- The Fun Experts

MEDIA PARTNERS

- North West for Kids
- Days out with the Kids
- Manchester Evening News
- Chester Chronicle

HOTEL PARTNERS

- City Suites
- Roomzzz
- Holiday Inn
- The Lowry
- Manchester Marriott
- Ibis
- Victoria & Albert





PLAY

Eight **free** citywide play zones

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.

THE NURSERY RHYME TRAIL

An interactive trail, involving singing, dancing, moving and creating, as well as live performances and challenges.



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 and mind-bending games from Museum of Illusions.



PLAY

THE SPORTS HALL

The Great Northern was transformed into a giant sports hall, including an 8-lane scalextric, football tables, table tennis, ping pong tables, a fan zone hosted by The National Football Museum and a giant Skate Park hosted by Graystone Action Sports.

THE STUDIOS

The Studios stretched across St John's, including Aviva Studios, Grape Street, Science and Industry Museum and Campfield Studios. Highlights included a Blue Peter Behind the scenes tour, Roller Studio, Silent Disco and Dance Cosmic Drop in.



PLAY

THE STORY DEN

Manchester Central Library hosted a series of different events each day across the festival, including a Crcohet Club, Music workshops, Drop-in lego workshops, family film club and an International Mother Language day Celebration. Manchester Central hosted CBeebies Bedtime Stories LIVE!

THE SOAPBOX

The People's History Museum played host to the Soapbox, where families could make protest artwork, join in with protest music workshops, play banner bingo and get creative in the Creativity Corner.



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:

- Family art activities at Whitworth
- Half-- Term at The National Football Museum
- Horrible Science at Museum of Science and Industry
- Franco Manca Masterclasses
- Dino Den at Manchester Museum
- Mayfield Park
- Museum of Illusions
- Bubble planet
- The Lightning Thief at HOME
- Luminiscence UK



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:

- City Suites II
- Roomzzz
- Holiday Inn Express Manchester City Centre
- The Lowry
- Manchester Marriott Hotel Picadilly
- Ibis Pollard Street
- Ibis Princess Street
- Crowne Plaza
- Manchester Deansgate Hotel
- Manchester Marriott Victoria and Albert



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:

- Kids eat free at Banyan
- Spin the wheel at Alex's Bakery
- Italiana 55- 30% off
- Free Bubble tea at Doux Chaton
- Free Candy Floss at Zizzi's
- Kids eat free at Trading Route
- Free Traybake at Junction



RESULTS

SUPER DUPER 2026 STATS

79.4%

Average Hotel
Occupancy
across the 4
days of festival.
(72.17% in 2025)

99%

Of those surveyed
rated their
experience
Excellent or Good

99%

Of those
surveyed said
they would
return next year

38%

Of those
surveyed were
from Outside of
Greater
Manchester

17%

Of those
surveyed stayed
in a Hotel or paid
accomodation



2025 v 2026 GROWTH

- 8 playzones (2025:6)
- 131 pieces of regional + national press (2025: 106)
- Instagram following (22% increase)
- Organic meta impressions (81% increase)
- Hotel occupancy: Average occupancy across 4 festival dates: 2025= 72.17% 2026 = 79.47%

HOTEL OCCUPANCY

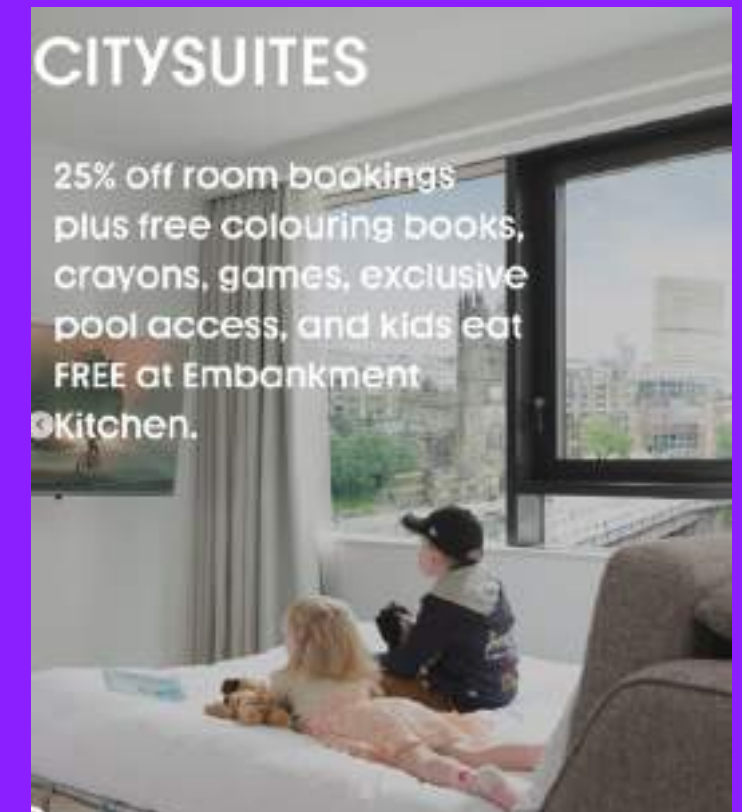
Hotel Occupancy across the festival dates

- 2025: 72.2%
- 2026: 79.5%
- Change: +7.3 percentage points

Hotel Occupancy Mon-Friday

- 2025: 89.5%
- 2026: 93.4%
- Change: +3.9 percentage points

(2026 we did 3 x mid-week days, (Wed / Thur / Fri) in comparison to 2 last year (Mon and Tue))



HOTEL FEEDBACK

10 hotels took part in the Super Duper STAY campaign.

We promoted their family friendly offers across the website, social and paid campaign. The STAY messaging was also weaved into all press releases, and partner content.

HOLIDAY INN

“We had families staying during the festival and the leaflets you gave us were a great help.”

MANCHESTER MARRIOTT HOTEL PICCADILLY

- Kids stay and eat free: 13 bookings
- Buy two rooms and get 50% off- 1 booking
- Family room bookings: 11

MANCHESTER MARRIOTT VICTORIA & ALBERT

“Compared to same time last year Half term 2025 we have sold 16X family rooms more this year “



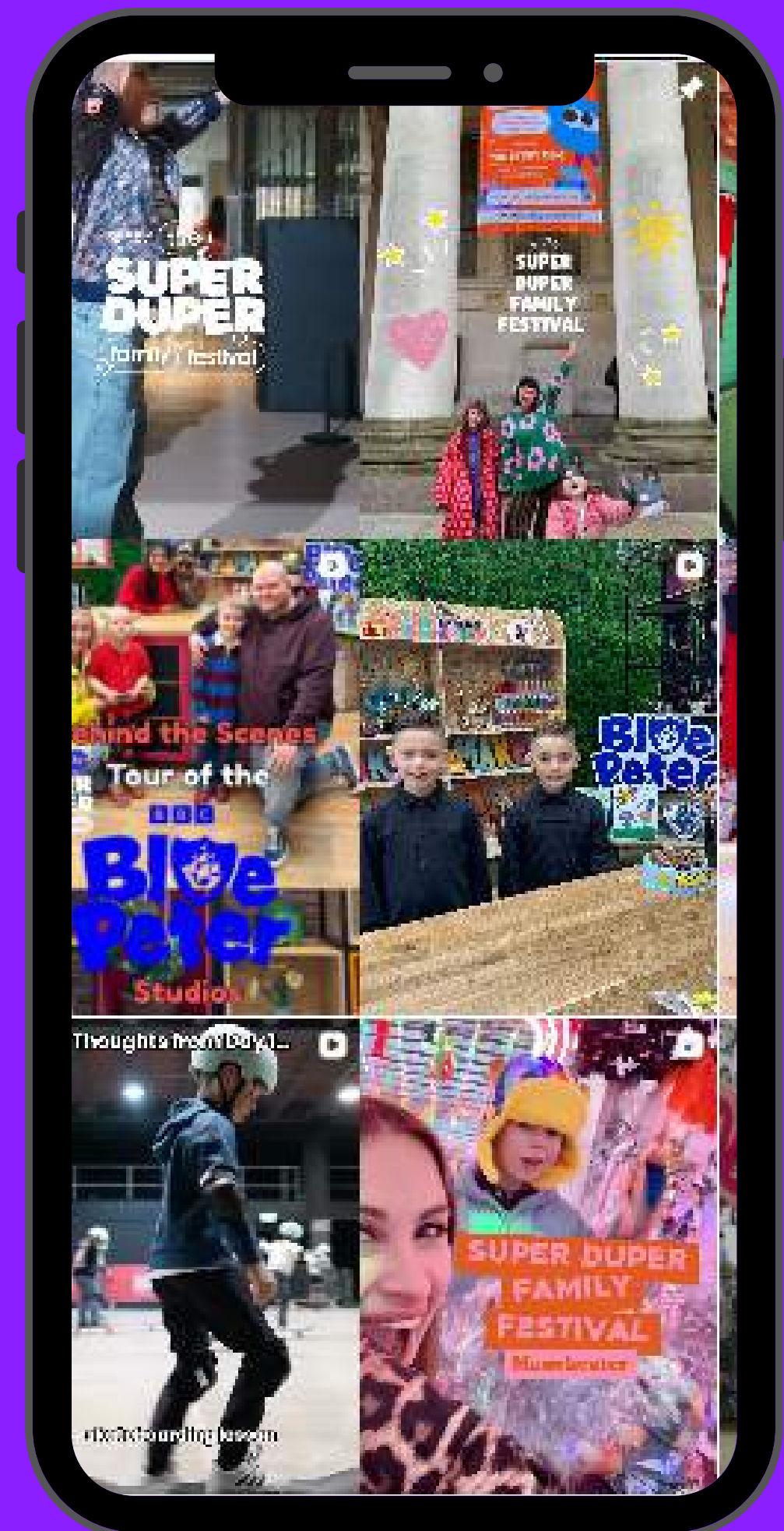
PRESS COVERAGE

131 pieces of local, regional,
national coverage (v 106 in 2025)
echo.coveragebook.com/b/81d213d11d80c029



SOCIAL HIGHLIGHTS

- Total META reach: 344k
- Total META Impressions: 965k
- Total TikTok reach: 832k
- Instagram Followers 6438 (+1.2k from Jan'26)
- Facebook Followers 2681 (+299 from Jan'26)



MARKETING RESULTS

The Super Duper Family Festival was supported by an extensive and successful marketing, social media, influencer, OOH, digital, and PR campaign.

DIGITAL

- Total META reach: 344k
- Total META Impressions: 965k
- Total META Clicks: 14,205
- Total TikTok reach: 832k
- Amplified by Visit Manchester Winter campaign

ADVERTISING

- Manchester Evening News + Chester Chronicle ad plus editorial packages delivered

SOCIAL

Instagram

- Followers 6438 (+1.2k from Jan'26)
- Organic views: 700.5k
- Reach 169k
- Content interactions 6.5k
- Link clicks 4.6k

Facebook

- Followers 2681 (+299 from Jan'26)
- Organic views: 846.5k
- Viewers 280.5k
- Link clicks 5.9k

TikTok

- Followers 704 (+704 from Jan'26)

OUT OF HOME

- 75 x city centre lamppost banners for 4 weeks
- 100 x A1 + 6 sheets, covering panels across tram network for 4 weeks
- 350 x bus loop screens for 2 weeks (900k passengers per week)
- City centre digital screen campaign for 4 weeks (1.7M adult views per week)
- Chester station digital screens x 6 weeks (50,108 commuters per week)
- 12,000 printed festival maps



PRINTWORKS
233m

SPORT
PIZZA
CRAFT

TAKE & BUDGE

PRINTWORKS

PRINTWORKS

PRINTWORKS

PRINTWORKS

PRINTWORKS

VENUE FEEDBACK





IF I HAD A HAMMER
I'd hammer out love
between my brothers and sisters
All over this land



The Story Den: CBeebies



1,100 free tickets booked

Beckie Kaye, Producer (CBeebies Bedtime Stories): "Thank you to all for being such brilliant partners. The whole area had such a lovely buzz."

I also wanted to share a really touching moment. A mum with an autistic toddler told us that her little boy interacted with Bluey, the very first time he's ever interacted with anyone. She was almost in tears. It was really special to see."

The Story Den: Central Library



2,000 attended play workshops at the Library

**Joanna Stranix, Founder (Bricklands Lego):
“We had a great time. It was so lovely to be a part of it. Thanks so much for having us. We’d love to come back next year!”**

The Arcade: Printworks



Footfall to Printworks was 16% up (YOY) during Super Duper

‘At Printworks, we are always so happy to be a part of the Super Duper Family Festival with CityCo. Each year, the event is meticulously organised to provide a fun, free event for families to enjoy and the festival brings in a fantastic, engaged family audience with people returning yearly for the event. It is something we are always proud to be a part of.’

Sophie Rooney, Marketing Manager,
Printworks

The Playground: Exchange Square



1,800 pieces of Waterloo Road inspired art created.

Emma Bearman, Chief Officer of Play (Playful Anywhere): "We felt so looked after by your team, I've never quite experienced anything like this anywhere else. You are beyond the norm. Thank you."

The Playground: St Ann's Square



10,400 children rode free on the carousel across the festival days.

The SoapBox: People's History Museum



2,519 visited the People's History Museum (v 296 last year when Super Duper Festival wasn't at the museum: 751% increase)

Jenny Mabbott, Head of Collections and Engagement (People's History Museum): "Thank you. It was a brilliant opportunity for the museum to showcase to families and successful in driving visitors to the museum. It was an uplifting and vibrant few days, we loved it!"

The Sports Hall: Great Northern



4,500 adults and children visited The Sports Hall.

396 children attended skateboarding lessons.

Elliot Smith, Participations Producer (National Football Museum): “Thank you all so much. Honestly, the festival was an absolute joy from start to finish. It was such a fun few days and I’ll be pushing to make sure the museum is involved again next year. You’ve set the bar very high! It’s been brilliant.”

The Studios: St John's



5,928 visitors to the Super Duper activities at Science and Industry Museum.

640 free tickets 'sold' for Behind the Scenes at Blue Peter.

Yatie Aziz, Public Realm Programme Manager (Factory International): "On behalf of Factory International, I'd like to highlight the slick planning and support from CityCo."

The Nursery Rhyme Trail: Manchester Arndale

Overall footfall up 4% vs 2024.

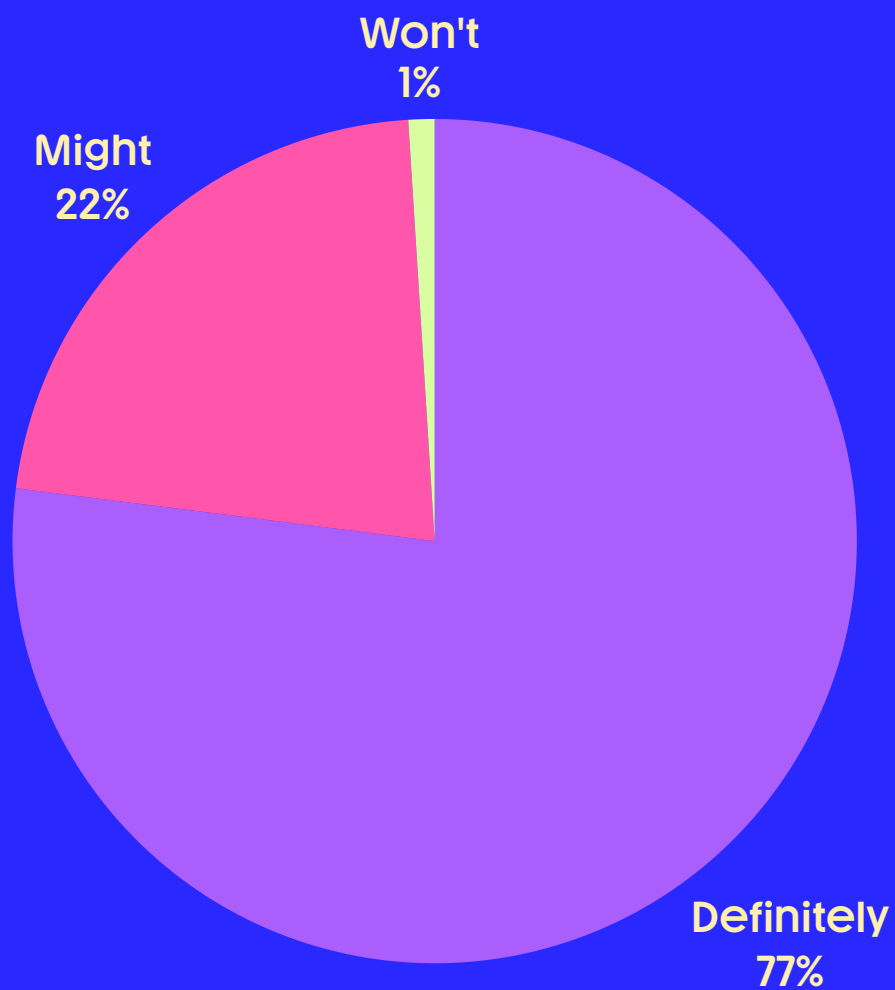
Parent feedback:

“Absolutely incredible! Wow wow wow! My girls watched from the sidelines first and had to come back to get fully involved! So immersive, interactive, brilliant fun for the children. The actors were superb, had the kids hung on their every word. Would highly recommend. Thank you”

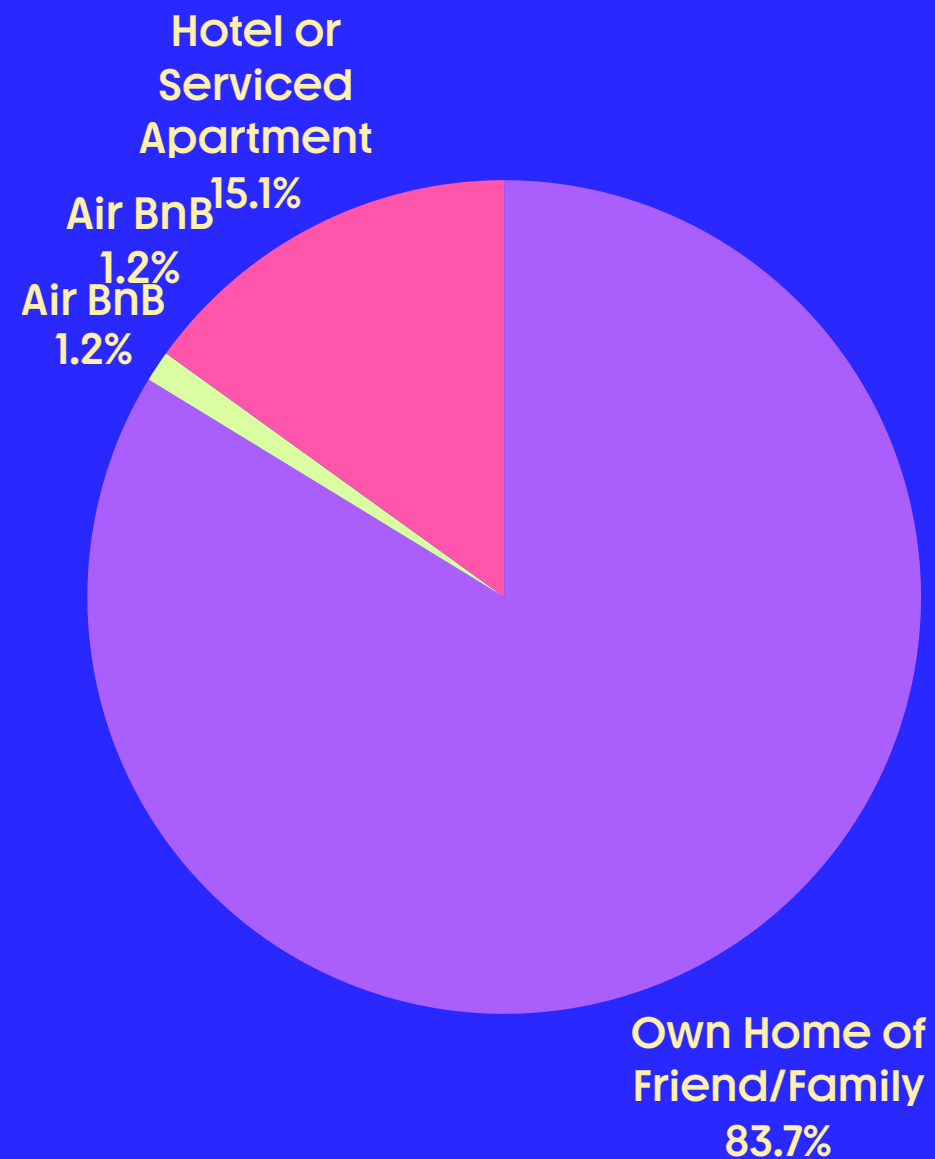


FESTIVAL FEEDBACK

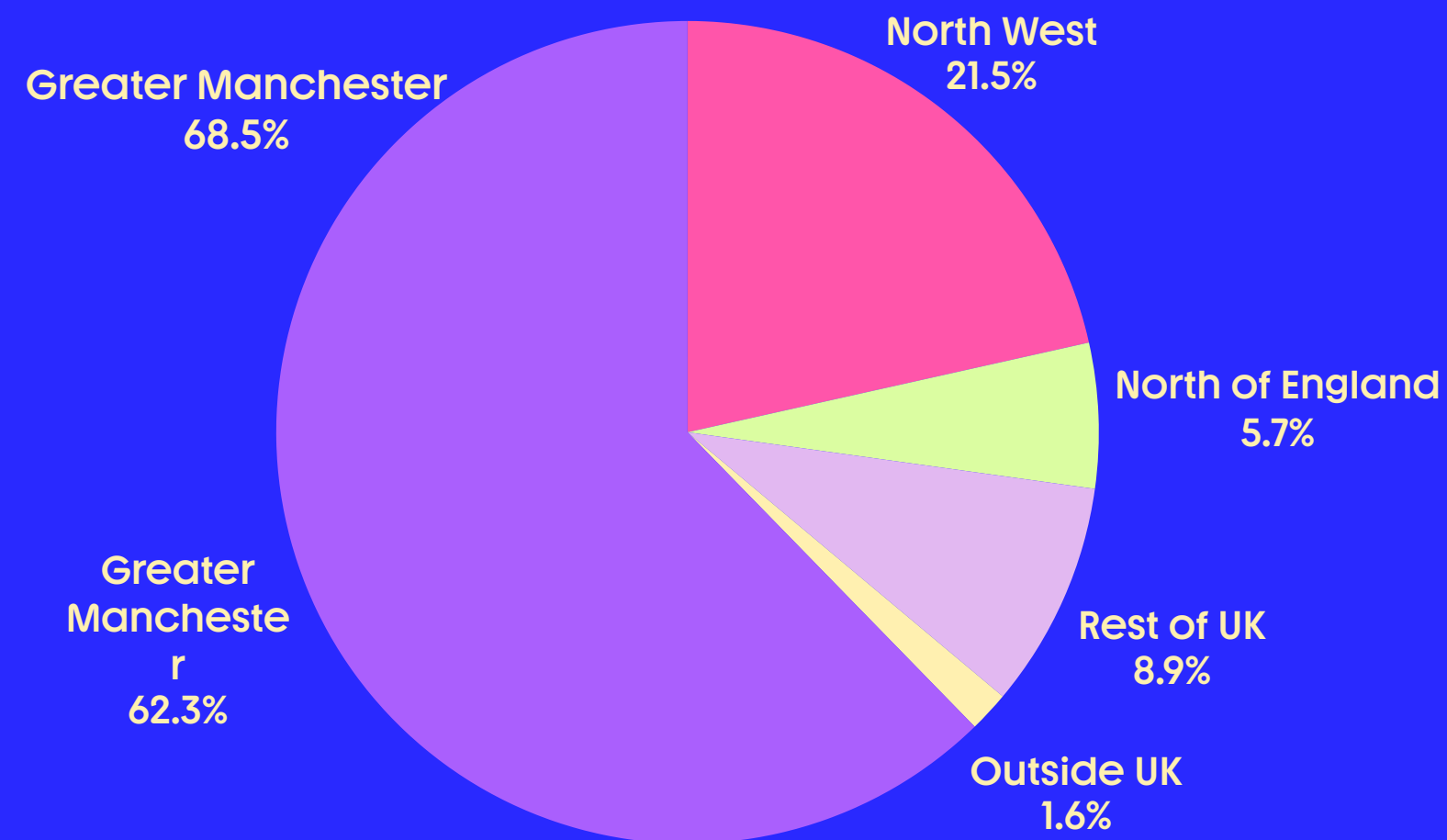
Our event survey had Super Duper results! 100% of those surveyed rated the event “Excellent” (72.8%) “Good” (24%) or “Okay” (3.3%) (0% rated it “Poor”). 99.1 % said they would or might attend the 2026 festival.



How likely are you to attend next year?



Where did you stay?



Where did you travel from?



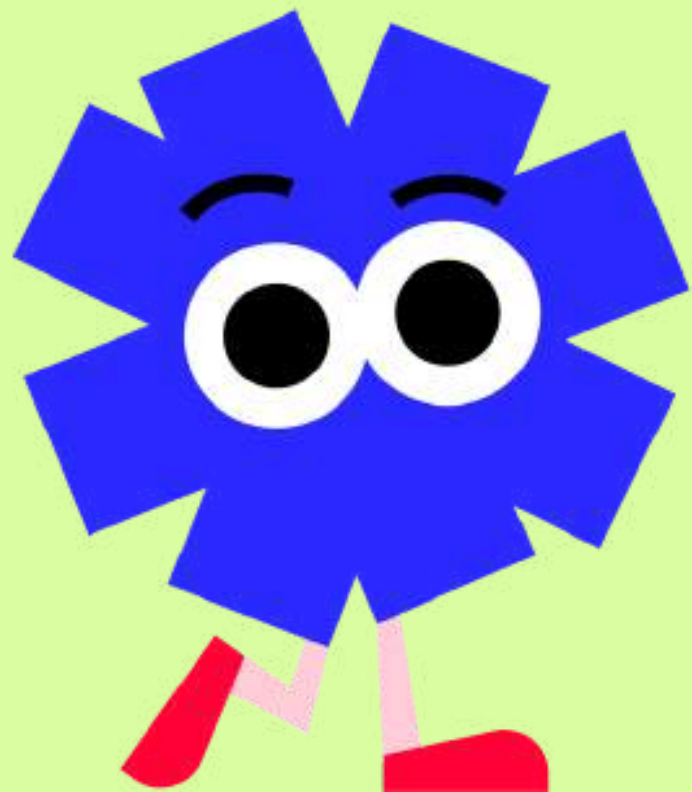
ATTENDEE FEEDBACK



“Amazing, I can’t believe it was free.
Blue Peter was the icing on the cake.”

“Fantastic experience for children and
adults alike. Feel so lucky we have this in
our city.”

“We stayed in Manchester a few
days it was so good.”



“We honestly had the best time and will definitely be back next year.”

“Wonderful. Makes me so proud to live in this city. Everybody on the ground was do helpful. Just fantastic.”

“Really good choice of activities for all ages.”





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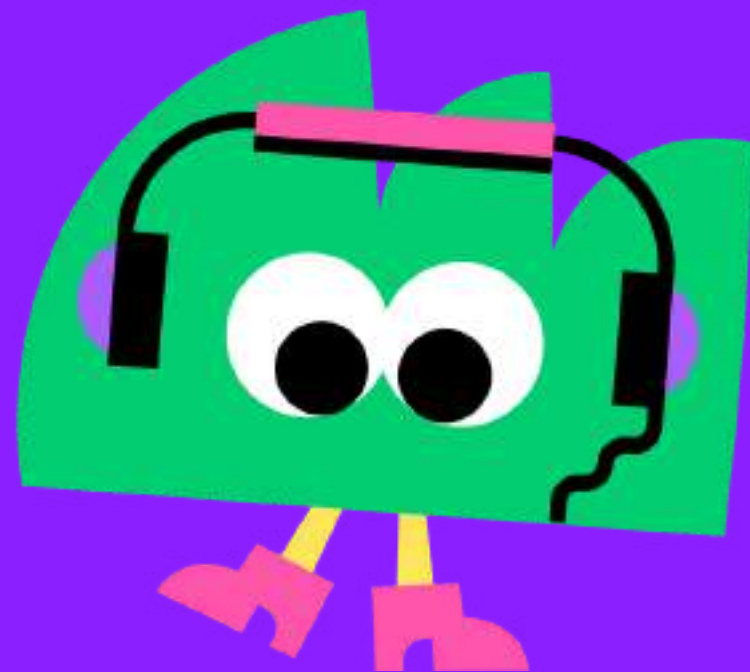
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ACCESSIBLE TOILET



“Honestly, so impressed.”

“Made a tough half-term week so much easier. So grateful. A tired Dad.”



“Wasn’t it brilliant! So lucky to live here.”



Welcome to
Manchestere



I brought my son (8) and daughter (4) and we had the most wonderful day. We absolutely loved the humpty humpty show in the Arnedale. The actors were amazing, so funny and so friendly. We loved every area we visited even in the pouring down rain we had so much fun. Thank you


I thought the range of activities on offer was wonderful and the fact that it was all free was incredible. My boys (ages 3 & 6) loved it!



Great staff at the event on exchange square, my mum was in a wheelchair and they couldn't have been more helpful with her and with encouraging my 1 and 5 year old to join in. The humpty dumpy show in the Arndale was great for both too, really engaging and the activity was pitched perfectly. Everything we went to was resourced well and clearly a lot of thought had gone into every element of the event. Thankyou!

 **emilywolfandwilde**  How good is it that it's all free?? X
3 d 1 like Reply

 **miles.family.adventures**  @emilywolfandwilde it's amazing isn't it 🤩
3 d Reply

 **shelleyleemarsh** Free?! Unheard of these days 😁 this looks so good! A real life gladiator!! My kids would go mad!! X
5 d 1 like Reply

Fantastic with so many options and all free! So lucky to have on our doorstep to entertain the kids!

It felt better organised this year. More helpers around to ask questions. Really excellent. Thank you.



Thankyou Manchester. Thats my city 😊

Made a tough half term week so much easier. So impressed and grateful
A tired old Dad



exploreandplaynorthwest Wasn't it brilliant!!! So lucky to live here 🙌

3 d 1 like Reply



miles.family.adventures ✓

@exploreandplaynorthwest absolutely brilliant! Still can't believe how much there is to do!!



shelleyleemarsh Free?! Unheard of these days 😁 this looks so good! A real life gladiator!! My kids would go mad!! X

5 d 1 like Reply



pampam2222024 Manchester should be proud to host this 😊

1 d 1 like Reply

Manchester Presents **the SUPER DUPER family festival**

www.superduperfamilyfestival.com



4 days of half term fun!

Wed 18th - Sat 21st Feb half term 2026

FREE play zones across Manchester City Centre

Including **THE SOAPBOX**

here at People's History Museum

FREE

People's History Museum

Discover the past, present and future of ideas worth exploring at the national museum of democracy

FREE



Manchester presents **the**
**SUPER
DUPER**
family festival

THE PLAYGROUND

with **WATERLOO
ROAD**







the
**SUPER
DUPER**
family festival

Welcome to
THE STORY DEN

CBeebies
Bedtime
Stories Live

Wed 18 &
Thu 19 Feb

with
Charlie
Bedtime
Story

The billboard features a vibrant orange and red background with a white grid pattern. A large, stylized blue character with large white eyes and a purple book is the central focus. The text is arranged in a clean, modern font, with the event name in large, bold letters. The background is decorated with white star outlines.







Manchester
presents

SONG
DANCE
festivo





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family festival

Wed 18th – Sat 21st
Feb half term 2026

4 days of half term fun!

FREE play zones across Manchester City Centre

Including

THE STORY DEN

here at Manchester Central Library

www.superduperfamilyfestival.com



Manchester City Council Manchester Central Library Manchester Children's Centre Manchester Museum Manchester Museum of Science and Industry Manchester Museum of Transport and Travel Manchester Museum of the City of Manchester Manchester Museum of the City of Manchester Manchester Museum of the City of Manchester Manchester Museum of the City of Manchester



WOLFGANG PETER
the
**SUPER
DUPER**
family festival

THE SPORTS HALL

THE FAN ZONE

WITH NATIONAL FOOTBALL MUSEUM







The Skate Park Safety Information

Skateboarding is a physically demanding activity and carries a risk of injury.

- All participants must be 7 years of age or over
- Helmets and protective pads must be worn at all times
 - Participants must follow Graystone crew instructions at all times
- Parents/carers must remain in the room for the duration of the session
 - Participation is at your own risk

By entering this area,
you acknowledge and
accept these risks.



The Skate Park

Toilets
inside



events@cityco.com

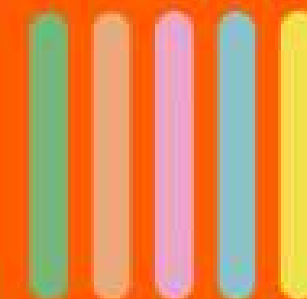




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BUSINESS
IMPROVEMENT
DISTRICT**

cityCO

**MANCHESTER
CITY CENTRE
MANAGEMENT
COMPANY**



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ACCOMMODATION BID**