

Manchester's
**KING STREET
FESTIVAL**
2017



3RD — 4TH JUNE

@KINGSTFESTIVAL

KINGSTREETFESTIVAL.COM

Manchester's King Street Festival

3 – 4 June 2017

Manchester's second King Street Festival will be a fashionable weekend spread over Manchester's most iconic, historic shopping street. Year one saw a whopping 56,000 people at the Festival.

Featuring live music, goodie bags, free gifts, lawn games, a heritage trail, prosecco pop-ups, beauty bars and events and offers from over 50 of the biggest designer and upmarket high street brands in shopping and food and drink.

[Click here](#) to watch the King Street Festival video



2016 – Key Stats

- ❖ 56,000 people
- ❖ +64% footfall increase vs previous year on King Street over the weekend



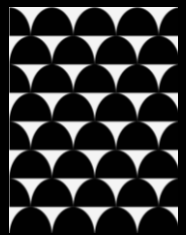
78% people were from Manchester or the North West



51% of attendees were incentivised to come to King Street as a result of the festival marketing



Over 50 stores & restaurants participating



Manchester's KING STREET FESTIVAL

Press from 2016

Brought to you by Manchester's city centre retailers



BUSINESS IMPROVEMENT DISTRICT

visitmanchester **HOME** WHAT TO DO STAY TRAVEL BUSINESS MAP


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The King Street Festival
Take a trip to Manchester's iconic King Street over May bank holiday for the ultimate shopping experience
28 May - 30 May 2016

CLASSIC M THE WORLD'S GREATEST MUSIC Listen

HOME RADIO MUSIC NEWS DISCOVER COMPOSERS ARTISTS CONCERTS/EVENTS

Win a Manchester break for two & experience the King Street Festival
17th May 2016, 10:55

Celebrate the Manchester shopping district at the King Street Festival this bank holiday weekend as we have a weekend break for two to be won.



Manchester, with its historical buildings, famous sporting teams and brilliant shopping, becomes the centre of summer as the city's iconic King Street is celebrating its new mix of premium retailers, luxury brands and upscale eateries and hotels.

Enjoy the King Street Festival across the May Bank Holiday weekend from Saturday 28th to Monday 30th May, it's going to be filled with fashion, beauty, music, history and complimentary experiences.

Redeavour some of Manchester's biggest named stores, eat and drink and enjoy a stay in a destination like no other. Explore events and enjoy complimentary gifts and tastings from over 200 stores and restaurants, including Ernest Jones, Hobbs, Tom Tailor, Karen Millen, Kooni, Pina Igones, The White Company, Whistles and more.

creativetourist.com

THINGS TO DO. PLACES TO GO. OUR TOP GUIDES. ETC.

King Street Festival, preview: Leisure and luxury
City Centre Manchester, 28 May 2016 - 30 May 2016
Posted by Susy Prince 12 May 2016



Spring Markets on King Street

JOBS HOTELS PROPERTY DIRECTORY FAMILY NOTICES BUS/RAIL TICKETS BOOKING AND PUBLIC NOTICES

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EVENTS HOME THINGS TO DO FAMILY & KIDS FOOD & DRINK MUSIC & NIGHTLIFE THEATRE FILM

WHAT'S ON TODAY WHAT'S ON THIS WEEKEND ALL EVENTS

SEARCH FOR EVENT LISTINGS IN YOUR AREA

What Keyword, event, venue or artist When select date Where All Locations

What's On - Arts & Culture - bank holiday

Five ways to make the most of your Bank Holiday Monday
10:56, 30 MAY 2016 UPDATED 10:51, 30 MAY 2016 BY LUCY LOVELL

See out your extended weekend with a bang with these brilliant events across Greater Manchester

26 SHARES COMMENTS

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What's On - Food & Drink - King Street

The King Street Festival brings food, drink, shopping and games to the city centre this Bank Holiday weekend
10:54, 30 MAY 2016 UPDATED 10:51, 30 MAY 2016 BY LUCY LOVELL

More than 50 shops and restaurants are taking part including Cath Kidson, DKNY, El Cato Negro, Jamie's Italian, Jiggy, Karen Millen, Kooni, L'Occitane and Pretty Green and Rosco.

500 SHARES COMMENTS


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Street, is brands and upscale shopping experiences

Business will combine strings with a pop-up proscenium

DKNY, Beistaff, Lawes and Curtis, El celebration is the it exclusive



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What's On - Food & Drink - King Street

May Bank Holiday 2016 food and drink events across Manchester
10:54, 30 MAY 2016 UPDATED 10:51, 30 MAY 2016 BY LUCY LOVELL

It's not a great bank holiday, but these foodie events will be the King of the bank holiday.

18 SHARES COMMENTS

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is throwing a festival - with temporary proscenium and nibbles,

its best-loved streets, both as a mix of history and architecture. In recent years, but thanks to specialising in high end and rest is very much on the up

bank holiday to celebrate the an fifty shops and restaurants will be able to enjoy treats and popping discounts, store Ois, complimentary and competitions. The jazz and swing band Young Pilgrims and cello duo Quakers' Ban

the street's old future

Young Pilgrims set to play at the King Street Festival.

The second May bank holiday is nearly over, with just one day left to make the most of your three day weekend.

There's loads going on in Manchester, from festivals to pop-ups, theatre to gigs, and Monday is no exception.

We've picked out a few of the day's highlights and to make sure you make the most of the mini-holiday.

Here's our ultimate guide for the bank holiday reveller this May bank holiday Monday.

any events we've missed out? Let us know at @CityLifeManc.

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What's On - Arts & Culture - King Street Festival

The King Street Festival
The Young Pilgrims are set to play at the King Street Festival.

The first King Street Festival takes place in Manchester City centre this weekend with a mix of shopping offers and discounts, food and drink and family games.

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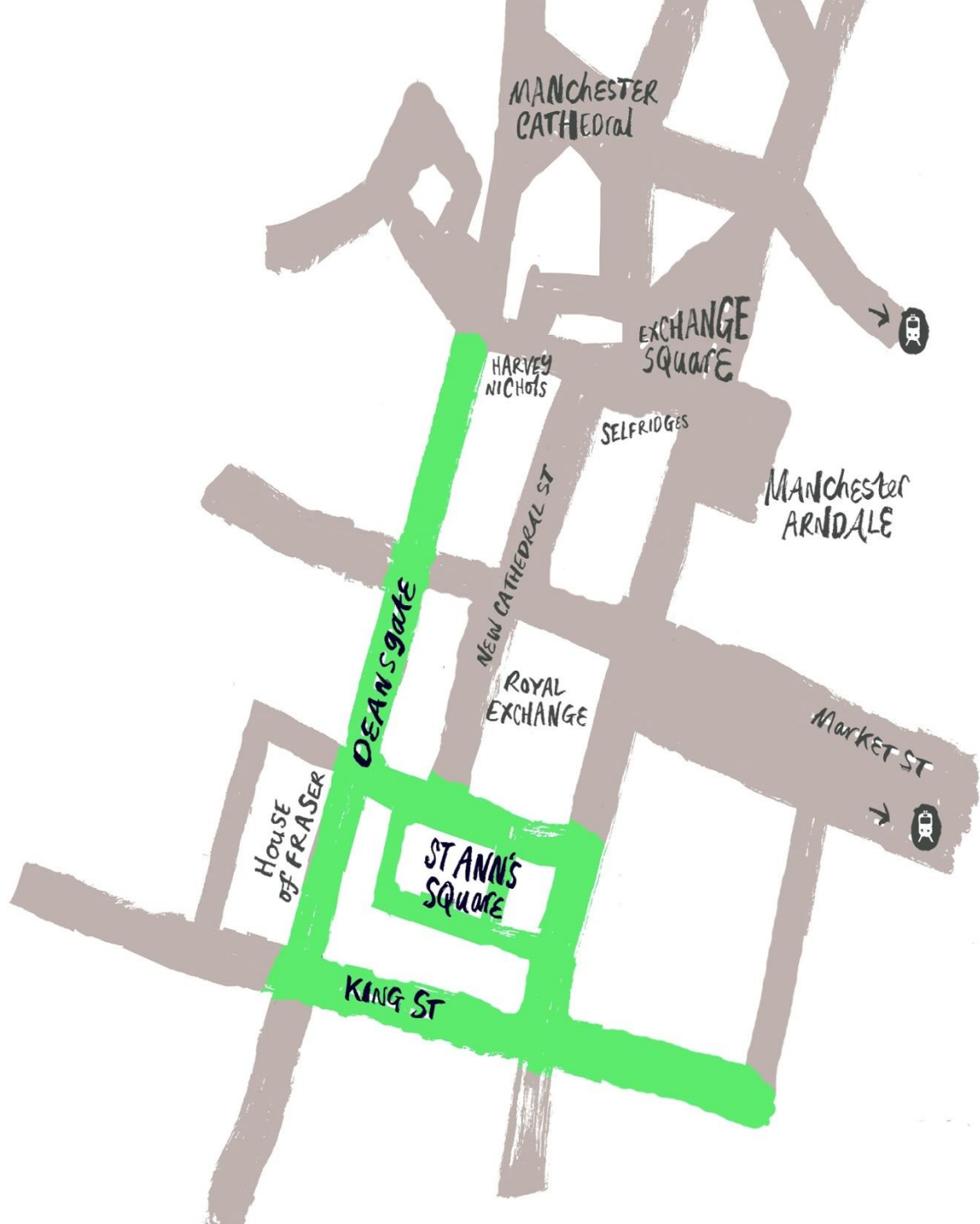
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Includes:

- *Some of the finest shopping and dining opportunities in the heart of Manchester's historic district*
- *King Street Food and Drink Festival with cocktail trail, special dishes and an exclusive outdoor dining experience*
- *Manchester Heritage Guidebook and Historic Walking Tours of King Street by blue badge guide Jonathan Schofield*
- *Live music on The King Street Bandstand*
- *Cocktail Bar & Street Food*
- *Alfresco Dining from SURI & El Gato Negro King St restaurants*
- *Fun for the family with King Street themed Mini Golf*
- *Castle Fine Arts - live street art*
- *Paint King Street - street sketching/painting competition*
- *Lawn Games*
- *King Street Flower Market*
- *Mini Garden 'Parklets' on Upper King Street*

Marketing

OUTDOOR MEDIA

Media: Digital Boards e.g. Mancunian Way

Media: CityLive Digital Totems across city centre

Media: 96 Sheet Digital Screen, Princess Street

Media: 48 Sheet Digital Screen, Chester Road & London Road



PRINT

A3 Strut Cards – for participating partners

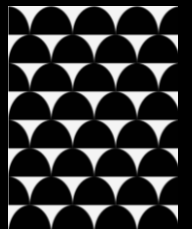
Window Vinyls – for participating partners

DIGITAL

Media: website; www.kingstreetfestival.com

Page Views (2016): 5,686

>> Full listings for participants activity



Press

Cheshire Life

Living Edge

Guardian Guide

MEN City Life/Mcr Weekly News South

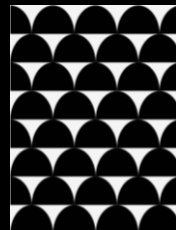
AN other

Radio

Classic FM – on-air, online, e-news plus on-street

Digital

Dedicated e-newsletter



Manchester's
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Parklets

Brought to you by Manchester's city centre retailers



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Manchester's KING STREET FESTIVAL

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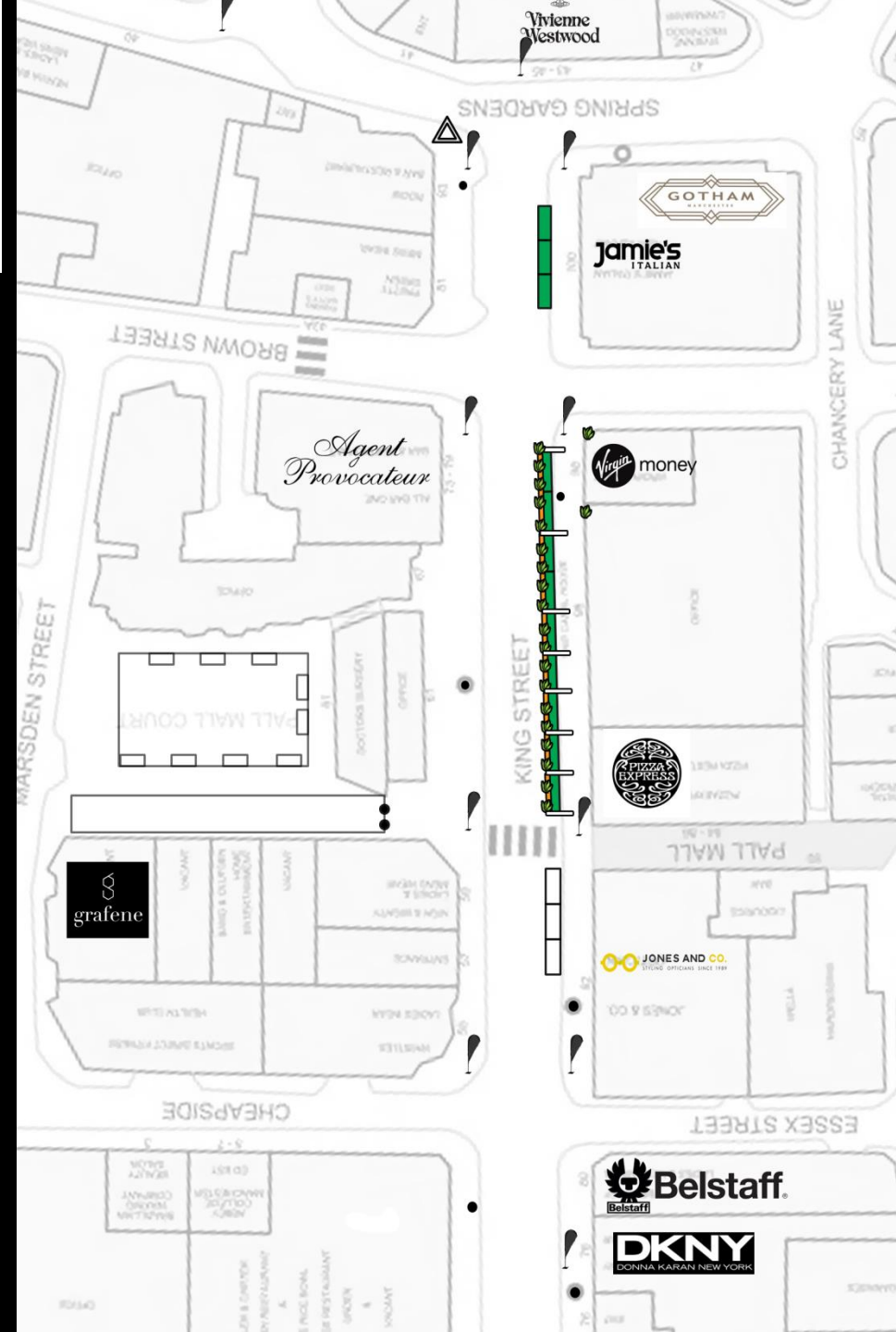
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12 parking bays (in green on the map) will be suspended and filled with mini gardens which each hold an exclusive, special experience. This helps link 'upper' King Street with the pedestrianised 'lower' King Street zone

Each space is 5 x 2m so can only welcome in up to 6 people at a time meaning each activity will be small and personal such as a shoe shine, a restaurant demo, a workshop activity or even just a chat with your team and a sample of your products.

Each experience will be exciting for those taking part but also eye catching for passers-by who will see the activity and your brand engaging with visitors.

Live dates and times of the festival (when the parklets will be open to the public)
Sat 3rd June 10.00-20.00
Sun 4th June 10.00-20.00



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Parklet Mood Board

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Get Involved!

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We want you to get involved...

We're open to any ideas of how you can fill our 2 x 5m parking bays!

Drop us a line and we can work together to create a fun, creative, quirky experience in the heart of the city centre that will and show off your brand to our visitors.

Don't miss out on this opportunity to take advantage of this and the PR, marketing and social media support that Manchester BID provides with being part of the festival.

Contact: gary.williams@cityco.com

