

Chinese New Year 2019



Chinese New Year in Manchester

Chinese New Year in Manchester is a long-standing internationally recognised festival and one of the largest events of its kind in the UK.

Events celebrate both traditional and contemporary Chinese culture spanning Chinatown, cultural venues and Manchester's premium and central shopping district.

Each year, Manchester's Business Improvement District retailers take part in the celebrations to benefit from extra footfall brought into the city and the national and regional promotional campaign.



Festival Events

7-10 February





Penny Coin Piglet

- A giant straw Piglet by international artist and Director of Blackpool's Illuminations Alex Rinsler will make a home in St Ann's Square
- The piglet will be dressed in a handsome coat made from Chinese Yuan and English Pennies
- Alex's famous large-scale creations include the stunning Urban Fox in Shanghai and at Southbank Centre London and a giant Squirrel in Kazakhstan
- Alex regularly exhibits at Burning Man Festival





Thousands of Red Lanterns



Glowing Red Buildings



50ft Glittering Golden Dragon



Traditional Lion Dancing



Chinese Food Market



Family Crafts Workshops



Sunday Dragon Parade

Year of the Pig Campaign



2018 Stats

- Footfall +12.5% (18 – 24 February week)
- £1.77 million+ AVE of press coverage across 114 national and regional print, TV, radio and online articles
- £150,000 worth of outdoor, print, radio, digital marketing coverage
- visitmanchester.com/chinesenewyear received 69,000 views
- Facebook posts reached 47,306 people

Market Street

Trams to Piccadilly, Ashton-under-Lyne & East Didsbury



Celebrate Chinese New Year with Metrolink

Take the tram to Chinese New Year. Nearest city centre stops: Market Street, Exchange Square or Deansgate-Castlefield

Or discover the real thing. From June, fly direct to Beijing with Hainan Airlines. From China: Manchester Airport

Me+1

Annual season ticket holders can bring a friend for free at weekends.

Who will be your +1?

Get your Me+1 voucher for travel and find out more: metrolink.co.uk/plus1

Share your journey: #meplus1



My plus one is my mum Audrey, we love shopping and having lunch in town on Saturdays, and now she can travel with me for free.
Kate, Bury



Fare evasion isn't a game

Don't chance getting a criminal record - purchase a ticket before boarding the tram



www.metrolink.co.uk

Campaign Artwork by Stanley Chow



Celebrating
Chinese New Year
in Manchester

30 January
— 02 February
2014



Featuring: The Dragon Parade, fireworks and a fairground. Chinese film and contemporary art, street food, thousands of lanterns, music, martial arts and much more.

 visitmanchester.com/chinesenewyear

MediaCo

Outdoor Media

Manchester to Beijing - Direct

HAINAN AIRLINES

manchester airport



Celebrate Chinese New Year in Manchester

Thursday 4
— Sunday 7
February 2016

曼彻斯特庆祝中国春节

www.manchesterairport.com
@GOW_MCI



Please do not sit on carousel!
Please keep clear of the yellow line



Digital Screens

EVENT MAP

WHAT'S ON
AND WHERE?






 Celebrate
 Chinese
 New Year in
 Manchester
 曼彻斯特庆祝中国春节
 羊年
 The Year of the Ram

19-22
 February
 2015
 chinesenewyearmcr.com
 @CNY_MCR
 #ChineseNewYearMCR

Royal Exchange Theatre

THEATRE

Street Banners



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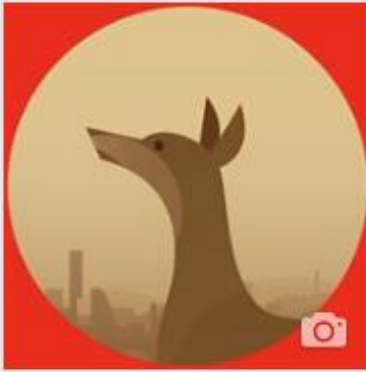
on Dec 21 2016

Top 5 things to do this Chinese New Year in Manchester

In [Tops](#), [Ideas](#)



visitmanchester.com/chinesenewyear



Chinese New Year Manchester
@chinesenewyearMCR

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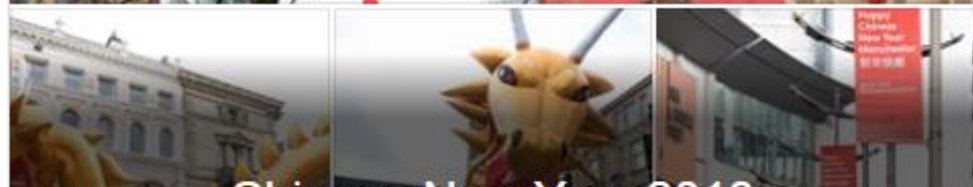
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 **Chinese New Year Manchester** added 31 new photos to album: Chinese New Year 2018.
Published by CityCo [?] · February 19 · 🌐


Chinese New Year



1 video views this week

1,373 people like this and 1,390 people follow this
Rachel Brydon and 7 other friends

Community See All


 Kelly Kellie and 7 other friends like this


Invite Friends


1,373 people like this

1,390 people follow this

About See All

 <http://www.visitmanc...> Promote Website

 Community

 Suggest Edits

Pages Liked by This Page

Facebook, Instagram, Twitter

Take Part



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