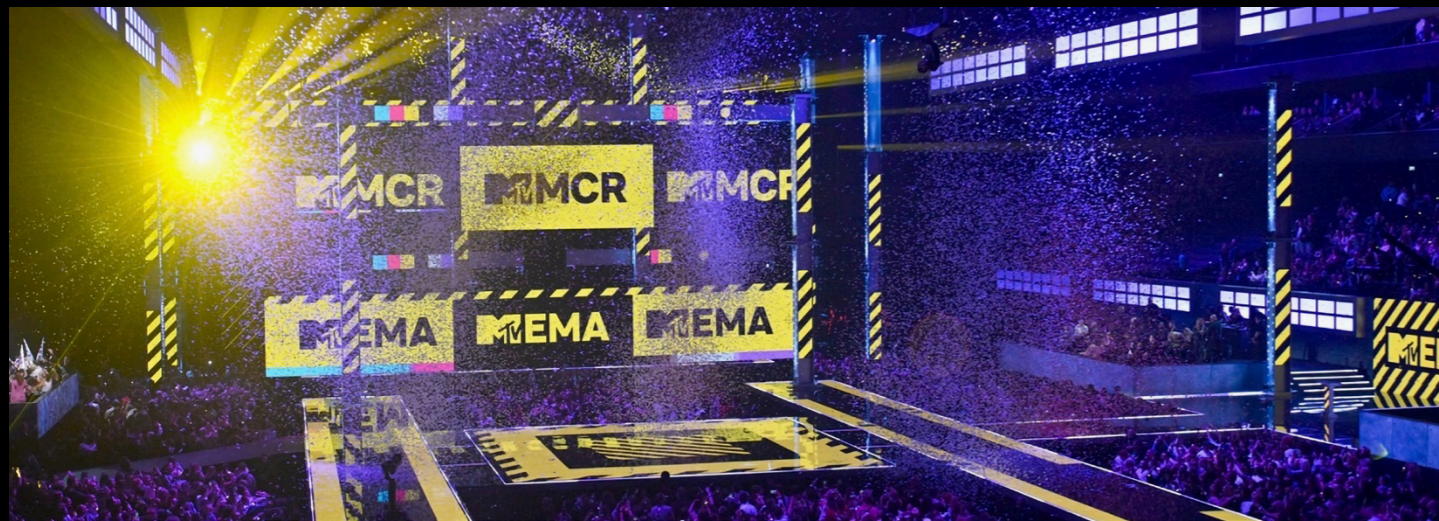


MANCHESTER ACCOMMODATION BID

ANNUAL REVIEW 2025/6



A MESSAGE FROM OUR CHAIR

THREE YEARS AGO, MANCHESTER'S ACCOMMODATION SECTOR CAME TOGETHER WITH A SHARED AMBITION: TO CREATE A RADICAL, COLLABORATIVE APPROACH TO ENSURE THAT OVERNIGHT STAYS CONTINUE TO GROW IN STEP WITH A RAPIDLY EXPANDING ACCOMMODATION STOCK.

The creation of the Manchester Accommodation BID marked a bold, industry led commitment to invest collectively, think strategically, and deliver tangible benefits for levy paying businesses.

With the consultation to renew the Accommodation BID for a second term due to commence, the results speak for themselves. What began as a clear vision is now a proven model, one that has delivered impact across marketing, major events, business tourism and the city welcome. Year by year, we have built momentum, strengthened partnerships and sharpened our focus. This report reflects not only what has been achieved over the past twelve months, but the foundations laid across three years that now position the city as a must visit destination.

Throughout the Accommodation BID's first term, our priority has been to drive additional overnight stays by strengthening demand at key times of year. Strategic, data led marketing campaigns have helped maintain Manchester's profile in competitive domestic and international markets, encouraging visitors to stay longer and return more often. Alongside this, sustained investment in media and trade engagement has ensured Manchester continues to secure global attention and convert interest into bookings.

A defining feature of the Accommodation BID has been its role in supporting major cultural, sporting and business events, particularly during traditionally quieter periods. By backing competitive bids and working closely with partners across the city, the Accommodation BID has helped secure events that generate significant visitor spend, global media exposure and long term reputational benefit. These successes demonstrate the value of a coordinated, accommodation led voice when competing on an international stage.

Enhancing the visitor experience has remained central to our work. Through the City Welcome workstream, Accommodation BID funding has supported visible improvements to cleanliness, safety and the overall feel of the city centre — ensuring that visitors' first and last impressions of Manchester are positive ones. At the same time, we have invested in better data, insights and levy payer benefits, allowing us to measure impact, refine activity and ensure every pound works harder for our sector.

None of this has been delivered independently. The progress outlined in this report is the result of strong collaboration between levy payers, Board members, workstream representatives and city partners who share a commitment to Manchester's success. As we look ahead to a second term, we do so with confidence, building on what works, responding to new challenges, and continuing to grow demand for the city's accommodation sector.

KUMAR MISHRA
Chair, Manchester Accommodation BID



SUPPORTED BY YOUR ACCOMMODATION BOARD REPRESENTATIVES



MATT TOWNLEY
Group Operations Director at Dakota Hotels
Small Hotel Representative



TRACEY BISHOP
Regional Operations Manager at Premier Inn
Budget Hotel Representative



VICTORIA CURLEY
Head of Commercial at Roomzzz Aparthotels
Small Serviced Apartments Representative



JODI HINKS
Cluster Director of Commercial Strategy
at Hyatt Hotels
Large Serviced Apartments Representative

SUPPORT FOR DOMESTIC AND INTERNATIONAL MARKETING CAMPAIGNS

The aim of the workstream group is to deliver a programme of tactical marketing activity to provide an uplift in room occupancy at key times of year.

- Nine properties represented in the workstream group
- Three meetings since April 2025

“Every campaign we deliver and every media story we secure has a single focus: driving overnight stays.

We are leveraging the collective power of our accommodation providers to showcase the vibrancy of our city, turning global interest into confirmed bookings.”



VICTORIA CURLEY

Lead for Marketing and Campaigns workstream group - Head of Commercial at Roomzzz Aparthotels

ATTRACTING MORE CONFERENCE AND EVENTS BUSINESS

The aim of the workstream group is to boost Manchester’s conference and business events sector by increasing bids, allowing us to showcase the city at more international trade shows, and securing a city subvention budget.

- 12 properties represented in the workstream group
- Three meetings since April 2025

“In an increasingly competitive global market, having a dedicated subvention budget is essential.

It has allowed us to support 24 major bids this year, giving us the commercial agility to secure high-profile business events that drive mid-week occupancy and sustain the visitor economy year-round.”



KUMAR MISHRA

Lead for Conference and Events workstream group - General Manager of The Edwardian Manchester

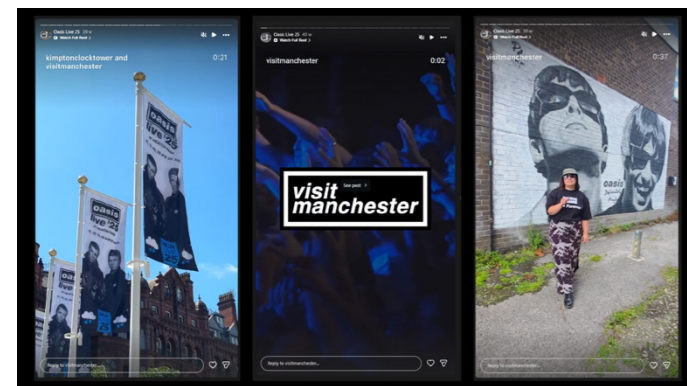
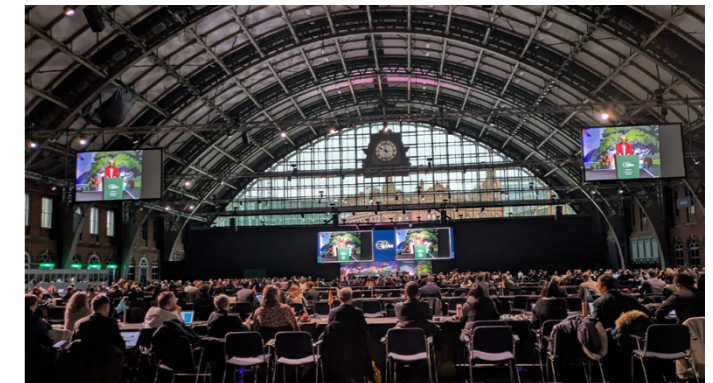
CONSUMER CAMPAIGNS

- Manchester’s consumer marketing campaigns have been active across the UK, Ireland, Spain, and France.
- The Summer 2025 marketing campaign generated 35.9 million impressions, generating an estimated £6.2 million in economic impact for Manchester.
- Building on this momentum, the Winter campaign achieved 54.4 million impressions and has contributed £13.2 million in economic impact to date, with activity still ongoing.



SUBVENTION

- Over the last year, 29 conference bids were assessed via the subvention framework, securing 21 successful applications and in-principle offers.
- Targeted subvention with Manchester Convention Bureau, venues and partners enables commercial agility at key bid stages and keeps Manchester competitive.
- Subvention secured 11 events worth an economic impact of £24.2m, including CyberUK 2026 and IPBES 12 2026.



DIGITAL AND CONTENT

- Planned and managed targeted campaigns for Winter and Summer campaigns via Visit Manchester.com, featuring levy payers and themed partner content to drive bookings.
- Produced engaging short-form video content to support Manchester Accommodation BID campaigns, boosting visibility across social media channels through paid and organic posts.
- Improved delivery and reporting with new tools and investments in SEO, social, and analytics.



RESEARCH & LEAD GENERATION

- Proactive research and business development activity led to 280 conference and business event opportunities.
- This pipeline represents a potential 10,000 delegate visits and an estimated £516million in economic impact, across priority sectors and international markets.
- This activity translated into 24 qualified sales leads representing an estimated 15,970 delegates and a potential economic impact of £37.2million.

MEDIA AND PRESS

- Ongoing investment in international media engagement resulted in 66 international media visits, delivering a global reach of 449 million and significantly raising Manchester’s profile as an overnight destination.
- The Manchester Accommodation BID received major media attention for the city, including features on Amazon Prime’s “Billy and Dom Eat the World” and BBC’s “The One Show”, both emphasising the value of the BID model.



ON-TERRITORY ACTIVITY

- Manchester was represented at international trade shows and sales missions, including SMU International in New York, keeping the city visible and competitive in key global conversations.
- On-territory activity supported by the ABID generated 75 conference and event bid submissions, equating to an estimated 196,000 delegates and potential economic impact of £257million.
- On-territory activity helped Manchester Convention Bureau convert 29 bids, expected to bring 54,000 delegates to the region, delivering £66million in economic impact.



SUPPORT FOR MAJOR CULTURAL & CONSUMER EVENTS

The aim of the workstream group is to target major consumer events, installations, and shows to the city, increasing the range and capacity of current events that bring overnight stays to Manchester.

- Eight properties represented in the workstream group
- Four meetings since April 2025

“This year’s consumer events programme has delivered a clear return for levy payers — driving footfall at key moments and translating that buzz into strong overnight demand.

By backing standout events and exhibitions, we’re helping Manchester compete nationally, extend stays and keep occupancy strong beyond peak periods.”



MATT TOWNLEY FIH

Lead for Consumer Events workstream group - Group Operations Director at Dakota Hotels

MAKING AN IMPACT – IMPROVING THE CITY’S WELCOME

This workstream group aims to enhance the visitor experience in Manchester by expanding the city host scheme, funding city centre cleaning, and implementing security reporting systems.

- Five properties represented in the workstream group
- Four meetings since April 2025

“Our mission this year was to deliver a visible difference on the ground.

By combining a rigorous street cleaning operation with a highly connected security network and the personal touch of our City Hosts, we are ensuring that Manchester offers not just a visit, but a safe, spotless and world-class welcome”



TRACEY BISHOP

Lead for City Welcome workstream group – Regional Operations Manager at Whitbread

THE BRIT AWARDS

- ABID funding was instrumental in helping to secure the BRIT Awards for Manchester for two consecutive years.
- The BRIT Awards delivered exceptional results for the accommodation sector, with accommodation providers reporting an average hotel occupancy of 96%.
- Event-related content generated 506 million social views, significantly boosting Manchester’s global visibility during the event window.



SCENE & SUPER DUPER

- SCENE, Manchester LGBTQ+ Film and TV Festival, and The SUPER DUPER Family Festival demonstrated strong audience growth and national appeal. SCENE ticket sales rose 83% year on year, with 38% of attendees travelling from outside Greater Manchester, a 23% increase in press coverage for SUPER DUPER, including outlets such as the BBC, The Independent and The Sun.
- Both festivals delivered measurable hotel performance. AccomSCENE drove a 6.1% increase in occupancy (2025 v 2023), while SUPER DUPER contributed to a 7.3% rise in average occupancy across festival dates (vs 2025) and a 3.9% uplift in midweek occupancy.
- Together, SCENE and SUPER DUPER extend stays and spread demand in late summer/Pride season and February Half Term respectively, strengthening Manchester’s cultural calendar, supporting midweek visitation and boosting digital reach. SUPER DUPER saw a 22% increase in Instagram followers and an 81% rise in organic Meta impressions.



STREET CLEANSING

- City Welcome teams covered more than 32 million steps – equivalent to over 14,000 miles – delivering visible, on street improvements across the Accommodation BID zone and key arrival routes.
- More than 3,000 bags of waste were collected, removing over 14 tonnes of waste from city centre streets, alongside bespoke street cleaning requests from BID properties to address localised issues.
- Over 3,000 pieces of graffiti, stickers and flyposting were removed, including targeted rapid response cleans, with some properties receiving graffiti removal within 24 hours, alongside the restoration of hundreds of street fixtures to improve the overall look and feel of the city centre.



WELCOME HOSTS

- The Accommodation BID funded 10 Welcome Hosts, providing a year-round, on the ground presence across the city centre.
- Welcome Hosts handled more than 100,000 visitor enquiries and spent over 6,200 hours supporting guests, strengthening first impressions of Manchester.
- Welcome Hosts are strategically based for maximum visitor touchpoints, including key city entry points such as Manchester Piccadilly Station, to reach visitors as they arrive and move through the city centre.



CONSUMER EVENT HIGHLIGHTS

- Across the events supported this year, Manchester welcomed 169,924 visitors, strengthening the city’s year-round appeal and supporting additional overnight stays.
- Across years 1-3, the Accommodation BID helped bid for and bring 16 consumer events, installations and shows to the city to date, widening the programme and creating more reasons to stay overnight.
- In year 3, highlights included The BRIT Awards, the MOBOS, Come Fall in Love, SUPER DUPER and The Turner exhibition, showcasing Manchester’s diverse year-round programme.

TRAINING AND SECURITY

- 92% of hotels are now signed up to the DISC security platform, ensuring strong information sharing across 72 accommodation locations.
- Seven Hotel Security Group meetings and eight training sessions were delivered during the year, supporting ongoing collaboration and compliance.
- 78 safety kits were distributed to levy payers, and a dedicated Hotel Security Advice document was developed and issued in November 2025.

During the course of the year, the following properties have shaped our priorities and activities by participating in our working groups:

Clayton Hotel Manchester City Centre	Crowne Plaza Manchester City Centre	Dakota Manchester	DoubleTree by Hilton Manchester - Piccadilly	Forty Seven
Hampton by Hilton Manchester Northern Quarter	Manchester Deansgate Hotel	Hyatt Regency Manchester & Hyatt House	Kimpton Clocktower	Leonardo Hotel Manchester Central
Leonardo Hotel Manchester Piccadilly	Maldron Hotel Manchester City Centre	Manchester Marriott Victoria & Albert Hotel	Marriott Manchester Piccadilly Hotel	Mercure Manchester Piccadilly Hotel
Premier Inn Manchester Central	Premier Inn Manchester City Centre (Arena/Printworks)	Premier Inn - Manchester City Centre Portland Street	Premier Inn Manchester City Centre (Princess Street)	Premier Inn Manchester City Centre West
Premier Inn Manchester City (Piccadilly)	Roomzzz Aparthotel Hotels	Stock Exchange Hotel	The Alan	The Edwardian Manchester, A Radisson Collection Hotel
The Lowry Hotel	The Reach at Piccadilly	The Rex	Townhouse Hotel Manchester	Travelodge

