



MANCHESTER ACCOMMODATION BID

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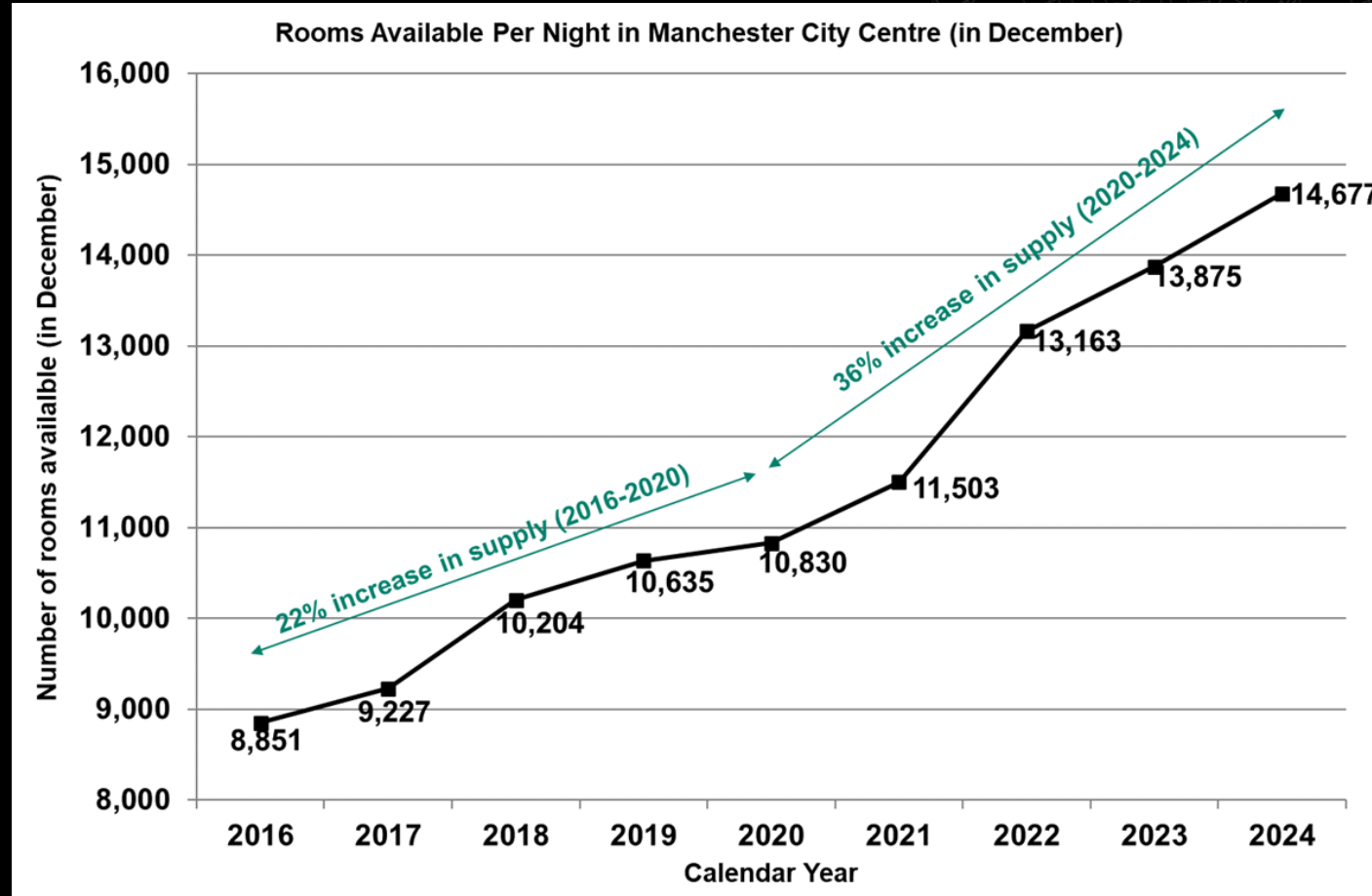


MANCHESTER ABID

- An innovative adoption of the Business Improvement District model
- Led by the city's hotel and serviced apartment providers
- A programme of activities to attract more overnight stays in Manchester
- Funded by the City Visitor Charge; a supplementary £1 (plus VAT) charge per room/unit per night for guests, added to accommodation costs
- Currently applies to 79 accommodation establishments with rateable values >£75,000 within a defined central Manchester geography.



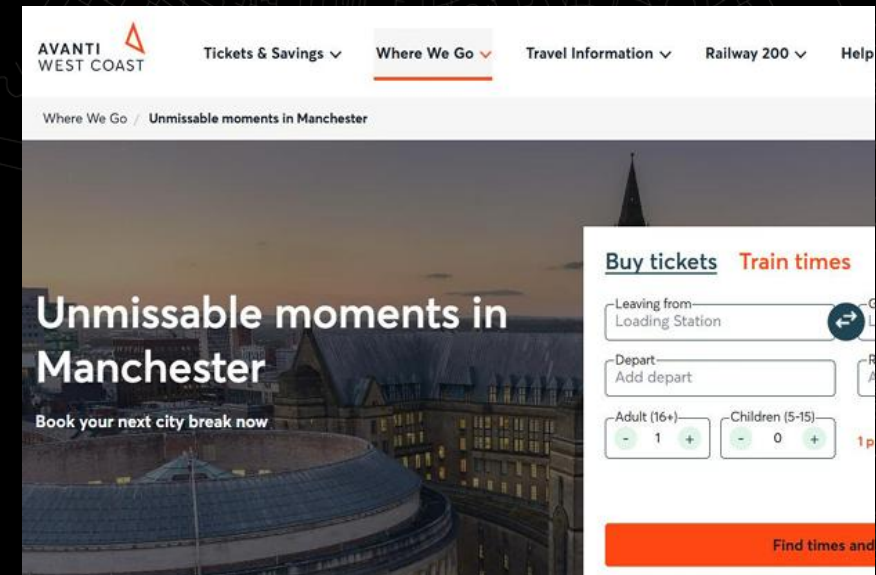
THE CHALLENGE





MARKETING & COMMUNICATIONS

- **Objective:** to create bespoke marketing campaigns aimed at attracting overnight visitors to Manchester during periods when there is capacity





BUSINESS VISITS & EVENTS

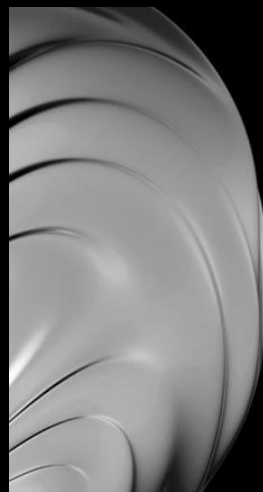
- **Objective:** to research, bid for, and win additional conference, meetings, and events business, improving the currently pipeline for future years





CONSUMER EVENTS

- **Objective:** to develop a programme of major new events, whilst supporting the amplification of existing events that could contribute to an increase in overnight visitors





CITY WELCOME

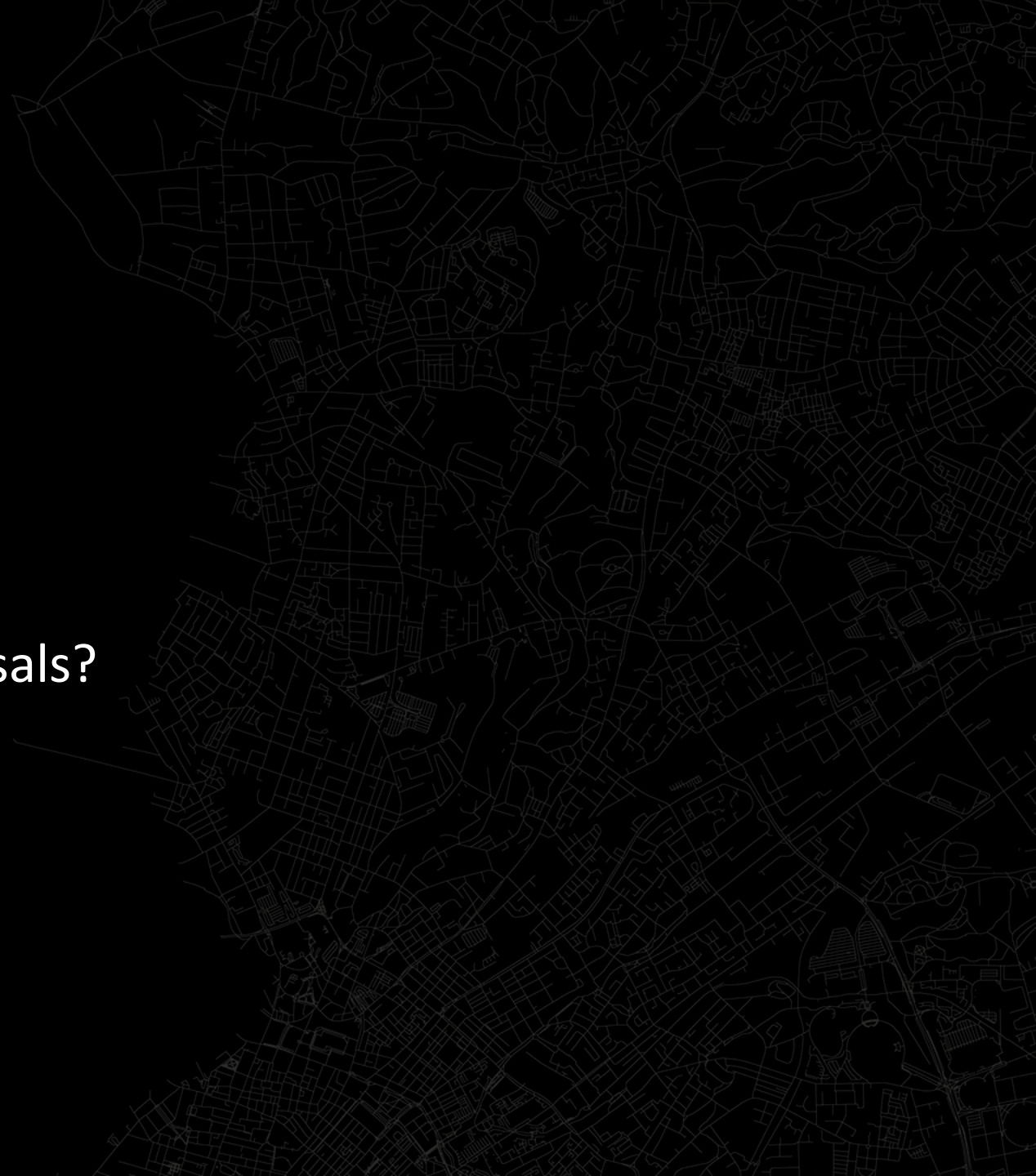
- **Objective:** to create a world-class welcome programme through the implementation of city hosts, extensive city centre cleaning, and delivery of training on security, crime, and operations.

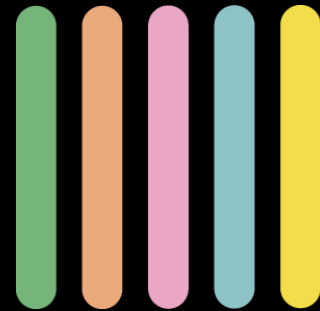




QUESTIONS?

- Reaction from visitors?
- Loss of business/displacement?
- Business attitudes?
- Amounts raised?
- Impact of national Tourism Tax proposals?





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