



marketingManchester

Annual Convention 2026

Key Information

Main conference: 25 & 26 February 2026
Fam trips: 27 February – 1 March 2026



KEY DATES

Main conference: 25 & 26 February 2026

Fam trips: 27 February – 1 March 2026

We recommend arriving in Manchester on Tuesday 24 February and staying until Friday 27 February, as the Awards for Excellence Gala Dinner will finish late on the Thursday.

Overnight fam trips for buyers will take place from Friday 27 February – Saturday 28 February, and Friday 27 February – Sunday 1 March. A half-day fam trip, open to all delegates, will take place on Friday 27 February.

If you are thinking of attending a fam trip, please keep these additional dates in mind when booking your travel.

PROGRAMME*

Wednesday 25 February 2026

Emirates Old Trafford Cricket Ground

10:00 Registration Opens

11:00 Welcome from UKinbound & Manchester

12:00 Keynote Address: Karen Blackett CBE

12:45 Lunch
13:30 Afternoon Plenary Session
15:10 Refreshment Break
15:30 Buyer & Supplier Breakout Sessions
17:00 Free Time
19:00 Informal Networking Evening at Albert Hall
22:00 End

Thursday 26 February 2026

Emirates Old Trafford Cricket Ground

09:00 B2B Workshop Registration
10:00 B2B Workshop Opens
10:00 Market Seminar: Gary Robson, VisitBritain & Seren Welch, Tourism Consultant
11:30 Refreshment Break
11:50 B2B Workshop Continues
13:00 Buffet Lunch
14:00 B2B Workshop Continues
14:00 Market Seminar: Gary Robson, VisitBritain & Seren Welch, Tourism Consultant
15:30 Refreshment Break
15:50 B2B Workshop Continues
16:45 Free Time
19:00 Awards for Excellence Gala Dinner, [Kimpton Clocktower Hotel](#)
23:15 End
23:30 After Party (All Welcome), hosted by TravelBeat & Virgin Experience Days at BOX Deansgate

**Timings subject to change*

GETTING TO MANCHESTER

Manchester is a well-connected city, served by several rail operators including Avanti West Coast, CrossCountry, East Midlands Railway, Northern Trains, TransPennine Express, and Transport for Wales.

Manchester Airport is within proximity and is served directly by Northern Trains and TransPennine Express, making it quick and easy to reach the city.

Avanti West Coast

Avanti West Coast are kindly offering an exclusive discount for Convention attendees.

Delegates can benefit from a 20% discount on Avanti West Coast routes. The discount applies to Standard, Standard Premium and First Class tickets for journeys between London Euston or Milton Keynes and Manchester Piccadilly.

Validity: The discount is valid for travel between Monday 23 February and Saturday 28 February.

How to book: Tickets can be purchased through a dedicated [Avanti West Coast | UKinbound Annual Convention webpage](#). Delegates will also be able to search for and buy tickets from other train operators on the same page; however, the 20% discount will only apply to Avanti West Coast Services. **Please note that the 20% discount expires on Wednesday 18 February.**

ACCOMMODATION

We are delighted to partner with a number of hotels offering delegate rates for the duration of the Convention. These can be booked through the [Marketing Manchester accommodation booking platform](#), the official accommodation provider for the event. The platform offers specially negotiated rates for delegates and will remain open until **16 January 2026**. Early booking is recommended to secure your preferred hotel.

Bookings can be made, modified, and cancelled directly through the platform. After the booking platform closes delegates requiring accommodation assistance can contact the Marketing Manchester team on abs@visitmanchester.com to find suitable accommodation options. Hotels available to book via the platform are listed below. **Please note that availability may change**, as hotels and room allocations are updated on the platform.

Hilton Garden Inn – Emirates Old Trafford

Located at the heart of Manchester's sporting district, the Hilton Garden Inn Manchester Emirates Old Trafford is adjacent to Emirates Old Trafford Cricket Ground. Offering modern rooms, many with pitch-facing balconies, alongside on-site dining, a 24-hour fitness centre, meeting and event spaces for up to 200 guests. The Metrolink station just a short walk away for easy access to central Manchester.

Validity: 24, 25, 26 & 27 February 2026

Rates: £119 per night for single occupancy or £129 per night for double or twin occupancy. Rates include full English breakfast and VAT.

[Click here](#) to book your stay.

The Clayton Hotel Manchester City Centre

Situated in Manchester's vibrant city centre, the Clayton Hotel Manchester City Centre is approximately a 15-minute drive from Emirates Old Trafford Cricket Ground. Offering contemporary rooms with free WiFi, flat-screen TVs, and ergonomic workspaces, along with on-site dining at No. 55 Restaurant & Bar, a 24-hour fitness centre, and versatile meeting and event spaces accommodating up to 140 delegates.

Validity: 24, 25 & 26 February 2026

Rates: £115 per night for single occupancy or £125 per night for double or twin occupancy. Rates include full English breakfast and VAT.

[Click here](#) to book your stay.

Leonardo Manchester Central

Approximately a 15-minute drive from Emirates Old Trafford Cricket Ground, Leonardo Hotel Manchester Central is located in the heart of Manchester city centre, just steps from Deansgate and the lively Northern Quarter. The hotel offers 265 modern rooms featuring DREAM™ beds, free Wi-Fi, flat-screen TVs, and tea/coffee-making facilities. Guests can dine at The Bar & Grill at Leonardo's.

Validity: 24, 25 & 26 February 2026

Rates: £99 per night for single occupancy or £109 per night for double or twin occupancy. Rates include full English breakfast and VAT.

[Click here](#) to book your stay.

The Townhouse

Approximately a 10-minute drive from Emirates Old Trafford Cricket Ground, The Townhouse Hotel Manchester is in the heart of the city on Portland Street. Housed in a stylish 19th-century building, the hotel offers 85 modern rooms with king-sized beds and LCD TVs. Guests can dine at the on-site 101 Brasserie.

Validity: 24, 25 & 26 February 2026

Rates: inclusive of full English breakfast and VAT.

- **Single occupancy:** £99 on 24 February, £125 on 25 February, and £85 on 26 February.
- **Double occupancy:** An additional £10 per person per night applies to the above rates.

[Click here](#) to book your stay.

Malmaison Manchester Piccadilly

Approximately a 6-minute drive from Emirates Old Trafford, Malmaison Manchester is situated in the heart of Manchester's Piccadilly district. Located in a stylish converted 19th-century warehouse, the hotel features 167 luxury rooms with free fast Wi-Fi, high-tech bathrooms, and in-room tea/coffee-making facilities. Guests can enjoy dining at the on-site Chez Mal Brasserie & Bar, known for locally sourced dishes and smart, modern décor.

Validity: 24, 25 & 26 February 2026

Rates: £198.20 per night for single occupancy or £218.20 per night for double or twin occupancy. Rates include full English breakfast and VAT.

[Click here](#) to book your stay.

Maldron Hotel Manchester City Centre

Approximately a 15-minute drive from Emirates Old Trafford Cricket Ground, Maldron Hotel Manchester City Centre is a stylish, modern 4-star hotel in the heart of Manchester. Just a 4-minute walk from Oxford Road train station and close to key city attractions, the hotel offers contemporary rooms with free high-speed Wi-Fi, air conditioning, TV and in-room safes. Guests can enjoy the on-site restaurant and bar, barista coffee, room service and flexible meeting spaces, making it ideal for both business and leisure stays.

Validity: 24, 25 & 26 February 2026

Rates: £115 per night for single occupancy or £125 per night for double or twin occupancy. Rates include full English breakfast and VAT.

[Click here](#) to book your stay.

We are also pleased to offer an additional hotel option which is available to book directly.

Copthorne Hotel Manchester Salford Quays

The [Copthorne Hotel Manchester Salford Quays](#) is conveniently located near world-class attractions, shopping, and entertainment, with easy access to central Manchester. The hotel offers 166 en-suite rooms, many with waterfront views, along with on-site parking and the Clippers Brasserie restaurant serving British and international dishes. It is approximately a 10-minute drive from Emirates Old Trafford Cricket Ground.

Validity: 23, 24, 25 & 26 February 2026

Rates: £78 per night for single occupancy or £90 per night for double or twin occupancy. Rates include full English breakfast and VAT.

How to book: Please contact the hotel on 0161 873 7321 or email reservations.manchester@milleniumhotels.co.uk quoting reference **UKIN240226**.

Cancellation policy: Cancellations can be made up to 48 hours prior to arrival (by 14:00) free of charge.

FAM TRIPS

Buyers can choose to join one of two fam trips to explore the best of Manchester and its surrounding region. Please note that places are strictly limited – only one delegate per company can join each fam trip. Allocation is on a first-come, first-served basis. There will be a half-day fam trip for suppliers.

One-night buyers fam trip (Friday 27 February – Saturday 28 February)

The fam trip begins on Friday 27 February at 10:30am and ends on Saturday 28 February at 16:00, with train departures from 16:00.

Experience the vibrant city of Manchester on a one-night fam trip designed to showcase bookable product the destination has to offer. From world-class cultural attractions, iconic sporting venues and dynamic neighbourhoods, the itinerary will highlight Manchester's unique blend of heritage and innovation and leave a lasting impression of Manchester's appeal and readiness to welcome inbound visitors.

Two-night buyers fam trip (Friday 27 February – Sunday 1 March)

The fam trip begins on Friday 27 February at 10:30 and ends on Sunday 1 March at 14:30, with train departures from 14:30.

Discover the best of Greater Manchester on this two-night fam trip. Showcasing the region's vibrant culture, world-class attractions, and diverse accommodation options, the trip will incorporate history and heritage alongside cutting-edge venues and thriving food, music and sport scenes.

Half-day fam trip (Friday 27 February)

The fam trip will begin at 10:30 and last for approximately two hours, featuring a guided walking tour of Manchester.

B2B WORKSHOP

The B2B Workshop is a key element of the UKinbound Annual Convention, bringing buyers and suppliers together to meet in a series of one-to-one pre-scheduled meetings lasting 9 minutes each, with a 1-minute turnaround in between.

When submitting your booking form, you will be asked to state whether you would like to meet with buyer companies (Tour Operators, DMCs, OTAs) or supplier companies (Attractions & Experiences, Accommodation, Destinations, Transport Providers, Restaurants & Retail, Professional Services, Technology Providers, Ticketing Agents etc). **Please ensure you select the correct company type that you would like to meet with, as changing this later will cause delays to meeting diary generation.**

If your membership category is a buyer

If your membership category is a buyer, you may have up to two lead representatives with separate meeting itineraries. Each lead representative can meet with the same or different category during the B2B Workshop, as appropriate to your business. For example, one lead delegate can meet with buyers, and a second lead delegate can meet with suppliers. Or, both lead delegates can meet with suppliers.

If your membership category is a supplier

If your membership category is a supplier, you may have one lead representative and itinerary for meeting with buyers. These meetings can be shared between additional delegates if you wish. You may also register a second lead delegate to meet with other suppliers at the B2B Workshop, if this is appropriate for your business.

Once bookings have closed, lead delegates will be invited to submit their meeting preferences via an online platform. Once all companies have submitted their preferences, the platform will generate meeting itineraries based on mutual preferences. We therefore encourage you to submit as many preferences as possible to maximise the number and relevance of your appointments.

UKICON26 APP

The UKiCon26 App will provide all the information you need on the day, and allow you to connect with other delegates, arrange meetings, share contact information and write and download notes.

To maximise its benefits, we encourage everyone to download and utilise the app ahead of Convention.

A personalised login link and full details will be shared in due course.