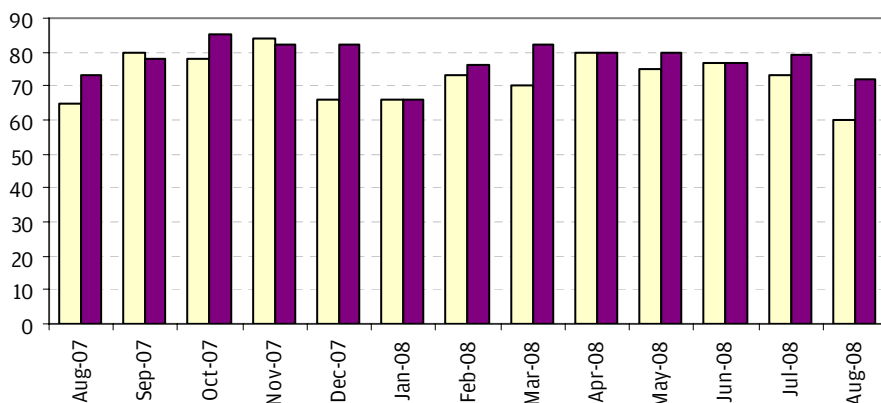


# Hotel Occupancy in Greater Manchester

August 2008

Manchester Hoteliers Association (MHA) and a tool called LJ Forecaster identifies occupancy for the previous month and sales figures for the coming 11 months. The project is funded by the MHA and the Northwest Regional Development Agency (NWDA).

## Average monthly room occupancy from August 2007 to August 2008



### August 2008 averages

Weekday average:  
**60%**

Weekend average:  
**72%**

Monthly average:  
**64%**

Weekday = Sun night to Thurs night  
Weekend = Fri night and Sat night

□ Weekday average occupancy for the month (percentage) ■ Weekend average occupancy for the month

## Key Dates and Figures

- Two dates in August reached a high occupancy of 94%. 02 August reached this which was the date of the Manchester United v Espanyol friendly for Ole Gunnar Solskjaer's testimonial.
- Saturday 23 August also reached this occupancy rate which was the day of the Manchester Pride Parade. Other events that are likely to have contributed to this will be the Sunday events of R.E.M. performing at Old Trafford Cricket Ground and home games for both Manchester City and Wigan Athletic.

## Advance Bookings

Month	Advance bookings at August 2008 Occupancy (%)	Advance bookings at August 2007 Occupancy (%)	Advance bookings at August 2006 Occupancy (%)
September	63	64	70
October	40	45	42
November	30	38	42

## Future Key Events

The events listed below are just a few events that are scheduled for October, November & December that are likely to have a significant impact on hotel occupancy.

3-13 October	Manchester Food & Drink Festival 2008
11-19 October	Hi-Tech World Squash Championships 2008 (Sportcity)
18 & 28 October	Manchester United (Premier League at Old Trafford)
21 October	Manchester United v Celtic (UEFA Cup at Old Trafford)
30 October	Bryan Adams (M.E.N. Arena)
1 & 15 November	Manchester United (Premier League at Old Trafford)
15 November	Revolution Cycling 21 (Velodrome)
25-26 November	Cliff Richard Golden Anniversary (M.E.N. Arena)
6, 20 & 28 December	Manchester United (Premier League at Old Trafford)
6 December	Revolution Cycling 22 (Velodrome)

