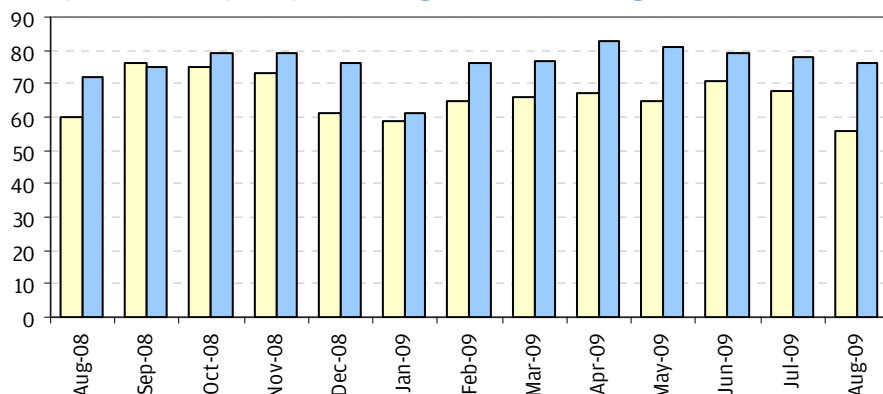


# Hotel Occupancy in Greater Manchester

August 2009

Hotel occupancy is measured within Greater Manchester through the hotels subscribed to the LJForecaster tool operated by LJ Research. Occupancy for the previous month is identified along with advanced sales for the coming 11 months. The project is funded by the Northwest Regional Development Agency (NWDA).

## Monthly room occupancy from August 2008 to August 2009



### August 2009 averages

Weekday average:  
**56%**

Weekend average:  
**76%**

Monthly average:  
**62%**

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

- Saturday 29 August had the highest occupancy rate of 96% for the Manchester Pride parade, a match at Old Trafford, the British International Taekwondo Open Championships at Sportcity, British Mixed Martial Arts Competition at the Velodrome, the Bolton Food & Drink Festival and match at the Reebok Stadium.
- Saturday 01 August had the next highest occupancy rate of 87%, which coincided with the European Masters' Track Championships at the Velodrome, Walking with Dinosaurs at the M.E.N. Arena, the last night of the Manchester Jazz Festival and the Halle Fireworks & Light Spectacular at Tatton Park.

## Advance Bookings

Month	Advance bookings at August 2009 Occupancy (%)	Advance bookings at August 2008 Occupancy (%)	Advance bookings at August 2007 Occupancy (%)
September	55	63	64
October	44	40	45
November	32	30	38

## 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.

03, 17 & 31 Oct;	Manchester United in Premiership (Old Trafford)
21 Nov;	Conservative Party Conference (Manchester Central)
12, 15 & 28 Dec	World Netball Series (M.E.N. Arena)
05-08 October	Manchester Comedy Festival/Manchester Literature Festival
09-11 October	Cliff Richard & The Shadows (M.E.N. Arena)
15-25 October	UCI World Track Cup Classic (Velodrome)
17-18 October	Paralympic World Track Championships (Velodrome)
30 October-01 November	Manchester United in UEFA Champions League (Old Trafford)
06-08 November	CIPD Annual Conference & Exhibition (Manchester Central)
03 & 25 November	
17-19 November	

