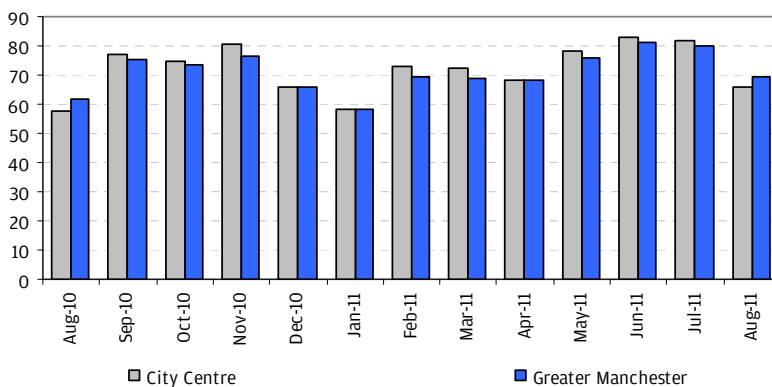


## AUGUST 2011

Hotel occupancy is measured within Greater Manchester through the hotels subscribed to the STR Global occupancy tool. The project is funded by the Northwest Regional Development Agency (NWDA).

**Greater Manchester monthly average:** 70%  
**City centre monthly average:** 66%  
 City centre weekend average: 76%  
 City centre weekday average: 62%

### Monthly Room Occupancy August 2010-August 2011



The August city centre occupancy rate of 66% compares with 58% for August 2010 and the Greater Manchester rate of 70% compares with 62% in 2010. The average occupancy at this point in 2011 being 72% compared to 68% in 2010.

### Key dates for August 2011 occupancy levels

#### Friday 05 August 2011

98% was reached on this date when Manchester United hosted New York Cosmos in a friendly for Paul Scholes' Testimonial.

#### Saturday 27 August 2011

97% occupancy rate was reached on this date on the evening of the Pride parade during the 21st anniversary of the Manchester Pride Festival and during the 'I love MCR' weekend with activity across the city.

Note: The occupancy levels in this section are taken from the city centre sample.

### FUTURE EVENTS

The events below are just some of the upcoming events that are likely to have a significant impact on hotel occupancy.

#### October & November 2011

- **01 October** **Old Trafford**  
Manchester United v Norwich
- **08 October** **Old Trafford**  
Rugby Superleague Final
- **09 Oct & 21 & 28 Nov** **M.E.N. Arena**  
Rihanna
- **10-15 October** **Sportcity**  
World Masters Track Championships
- **17 October** **M.E.N. Arena**  
Cliff Richard
- **17-30 October** **various venues**  
Manchester Comedy Festival
- **18 October** **Ethiad Stadium**  
UEFA Manchester City v Villa Real
- **23 October** **Old Trafford**  
Manchester Utd v Manchester City
- **02 November** **Old Trafford**  
UEFA Manchester Utd v Otelul Galati
- **22 November** **Old Trafford**  
UEFA Manchester Utd v Benfica
- **26 November** **Old Trafford**  
Manchester Utd v Newcastle Utd

Sample size: City centre 26 properties - Greater Manchester 64 properties

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