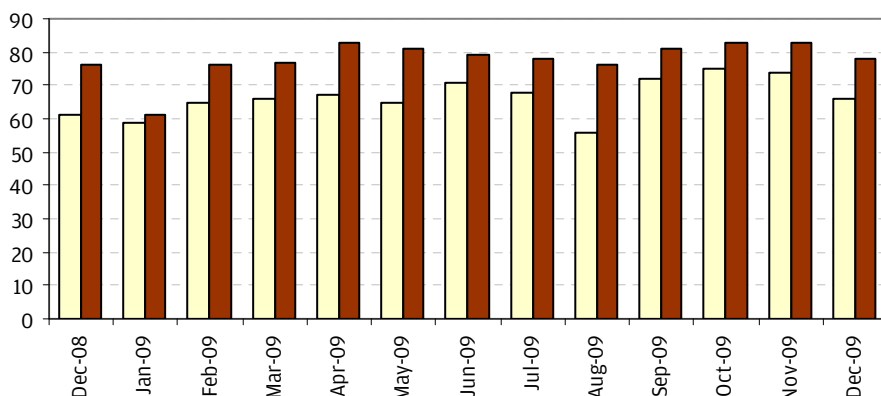


# Hotel Occupancy in Greater Manchester

December 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 December 2008 to December 2009



### December 2009 averages

Weekday average:

**66%**

Weekend average:

**78%**

Monthly average:

**69%**

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 12 December had the highest occupancy rate of 97% with football matches at Old Trafford & the Reebok Stadium. In addition the M.E.N. Arena hosted the Versus Cancer charity concert.
- The second highest occupancy rate was 96% on Friday 11 December when Russell Howard performed at the M.E.N. Arena.

## Advance Bookings

| Month    | Advance bookings at December 2009 Occupancy (%) | Advance bookings at December 2008 Occupancy (%) | Advance bookings at December 2007 Occupancy (%) |
|----------|---|---|---|
| January  | 43  | 40  | 50  |
| February | 27  | 30  | 38  |
| March    | 28  | 27  | 41  |

## Future Key Events

The events listed below are just a few events that are scheduled for February, March & April that are likely to have a significant impact on hotel occupancy.

|                  |  |
|------------------|--|
| 05-07 February   | English National Badminton Championships (Velodrome)                 |
| 06 & 27 February | Manchester United in Premiership (Old Trafford)                      |
| 07-14 February   | National Squash Championships (Sportcity)                            |
| 21 February      | English Indoor Rowing Championships (Velodrome)                      |
| 10 March         | Manchester United v AC Milan (UEFA Champions League at Old Trafford) |
| 11 March         | Whyte & Mackay Premier League Darts (M.E.N. Arena)                   |
| 13 & 20 March    | Manchester United in Premiership (Old Trafford)                      |
| 14 March         | The X Factor Live Tour (M.E.N. Arena)                                |
| 03 & 24 April    | Manchester United in Premiership (Old Trafford)                      |
| 11 April         | Wrestlemania Tour (M.E.N. Arena)                                     |

