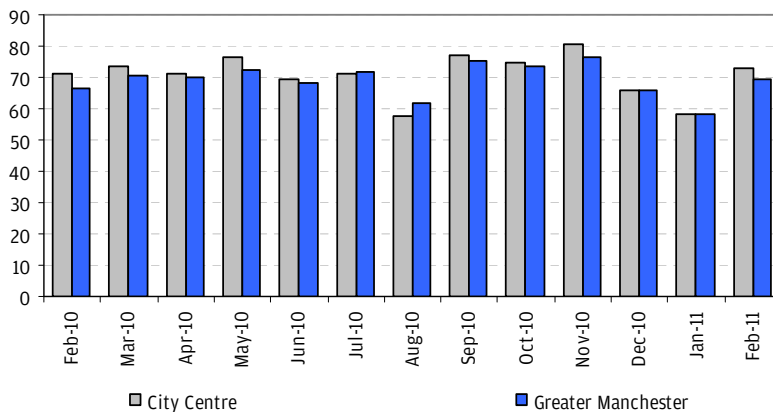


## FEBRUARY 2011

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 (NWRDA).

**Greater Manchester monthly average:** 70%  
**City centre monthly average:** 73%  
 City centre weekend average: 84%  
 City centre weekday average: 69%

### Monthly Room Occupancy February 2010-February 2011



Compared with February 2010 average occupancy rates in Greater Manchester increased by 2% and in the city centre increased by 3%.

### Key dates for February 2011 occupancy levels

97% occupancy was reached on the following dates:

#### Tuesday 01 February 2011

Manchester United v Aston Villa in the premiership.

#### Tuesday 08 February 2011

Strictly Come Dancing Live at the M.E.N. Arena and also the week of the National Squash Championships at Sportcity.

#### Saturday 19 February 2011

Manchester United in the FA Cup at Old Trafford, the UCI Track World Cup at the Velodrome and the Water Polo Championships Final at the Aquatics Centre.

### FUTURE EVENTS

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

#### April, May & June 2011

- **01,02,04,05 April** M.E.N. Arena  
Kylie
- **09 April** M.E.N. Arena  
Manchester United (preiership)
- **23 April** Old Trafford  
Manchester United (preiership)
- **29 April & 01 May** M.E.N. Arena  
Dancing on Ice
- **15 May** various locations  
BUPA Greater Manchester Run 2011
- **22 May** Old Trafford  
Manchester United in Premiership
- **03,04,05,07,08,10,11 June**  
Take That: City of Manchester Stadium
- **18 June** M.E.N. Arena  
Britain's Got Talent Live
- **19 June** City Centre  
Manchester Day Parade
- **19 June** LCCC  
Kings of Leon
- **22-23 June** M.E.N. Arena  
Glee
- **24 June** LCCC  
Bon Jovi
- **30 June - 17 July** LCCC  
Manchester International Festival

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

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