

# Hotel Occupancy in Greater Manchester

July 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 July 2008 to July 2009

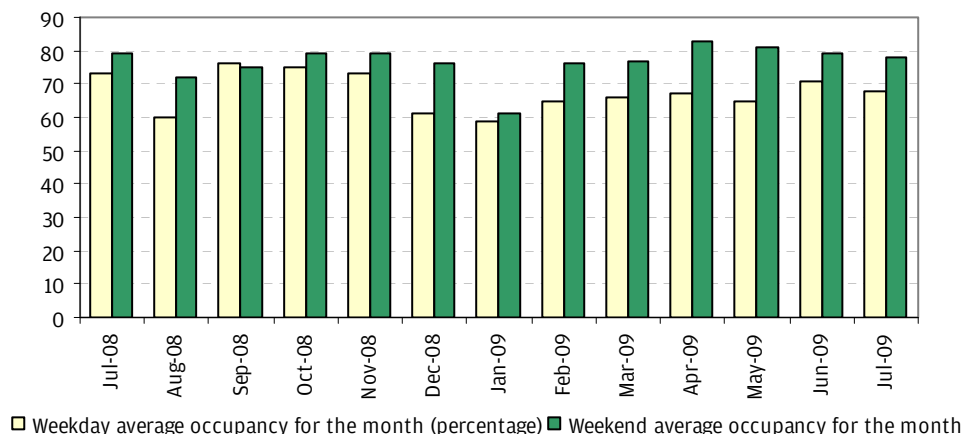
### July 2009 averages

Weekday average:  
**68%**

Weekend average:  
**78%**

Monthly average:  
**71%**

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



## Key Dates and Figures

- The highest occupancy rate was 93% on Saturday 11 July during the Manchester International Festival, the Wigan International Jazz Festival, Manchester Trophy Tennis, the Women's European Water Polo Championships and when the Eagles performed at the M.E.N. Arena.
- Tuesday 07 July had the second highest occupancy rate of 89% during the Manchester International Festival, the Women's European Water Polo Championships and when Madonna performed at the M.E.N. Arena.

## Advance Bookings

Month	Advance bookings at July 2009 Occupancy (%)	Advance bookings at July 2008 Occupancy (%)	Advance bookings at July 2007 Occupancy (%)
August	46	51	53
September	38	50	50
October	38	38	39

## Future Key Events

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

01 September	England v Australia (International Twenty20 at L.C.C.C.)
12 September	Coldplay with Jay-Z (L.C.C.C.)
14 September	ATCO British Open Squash Championships (Sportcity)
20 Sept; 03, 17 & 31 Oct; 21 November	Manchester United at Old Trafford
09-11 October	World Netball Series (M.E.N. Arena)
15-25 October	Manchester Comedy Festival & Manchester Literature Festival
17-18 October	Cliff Richard & The Shadows (M.E.N. Arena)
30 October-01 November	UCI World Track Cup Classic (Velodrome)
06-08 November	Paralympic World Track Championships (Velodrome)

