

# Hotel Occupancy in Greater Manchester

June 2008

Manchester Hoteliers Association (MHA) and a tool called LJ Forecaster identifies occupancy for the previous month and sales figures for the coming 11 months. The project is funded by the MHA and the Northwest Regional Development Agency (NWDA).

## Average monthly room occupancy from July 2007 to June 2008

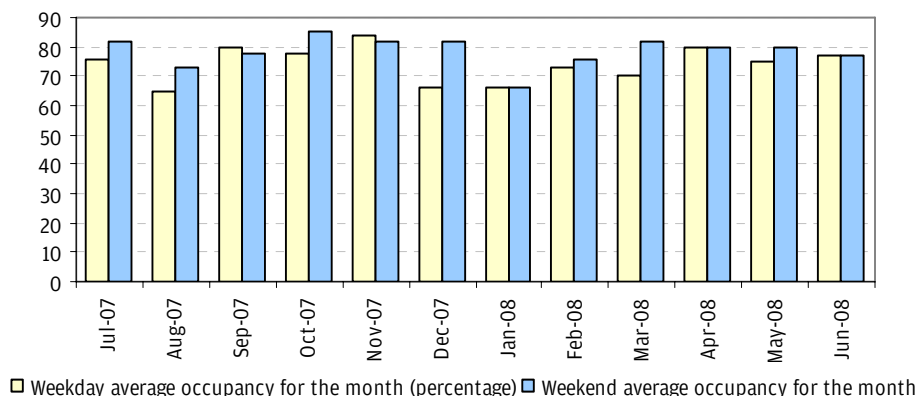
### June 2008 averages

Weekday average:  
**77%**

Weekend average:  
**77%**

Monthly average:  
**77%**

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



## Key Dates & Figures

- The highest occupancy rate in June was 97% on Tuesday 17 and Wednesday 18 June when The Police performed at the M.E.N. Arena.
- The next highest occupancy rate in June was Saturday 28 June when Dolly Parton performed at the M.E.N. Arena.

## Advance Bookings

Month	Advance bookings at June 2008 Occupancy (%)	Advance bookings at June 2007 Occupancy (%)	Advance bookings at June 2006 Occupancy (%)
July	58	61	59
August	35	38	34
September	43	44	50

## Future Key Events

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

02 August	Manchester United v RCD Espanyol (friendly at Old Trafford)
15 - 25 August	Manchester Pride Festival 2008
16 & 30 August	Manchester United (Premier League at Old Trafford)
24 August	R.E.M. (Lancashire County Cricket Club)
6 September	Amir Khan vs. Alex Arthur (boxing at M.E.N. Arena)
27 September	Manchester United (Premier League at Old Trafford)
11-19 October	Hi-Tech World Squash Championships 2008 (Sportcity)
18 & 28 October	Manchester United (Premier League at Old Trafford)
30 October	Bryan Adams (M.E.N. Arena)