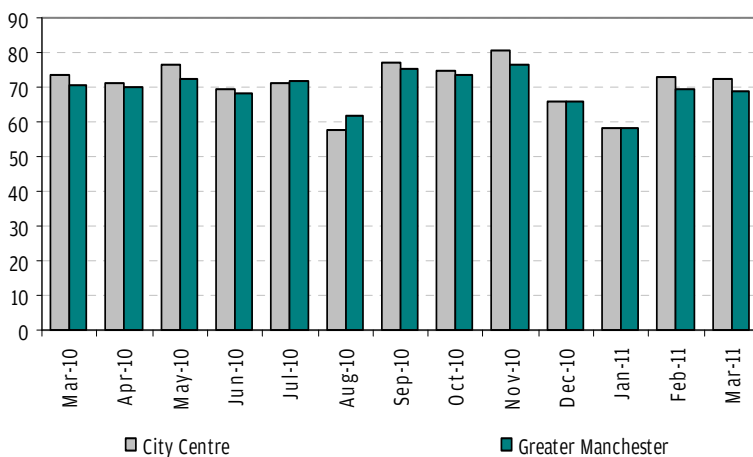


MARCH 2011

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: 69%
City centre monthly average: 72%
 City centre weekend average: 82%
 City centre weekday average: 69%

Monthly Room Occupancy March 2010-March 2011



Compared with March 2010, average occupancy rates for the Greater Manchester and city centre samples decreased by 2%.

Key dates for March 2011 occupancy levels

Tuesday 15 March 2011

97% was the highest occupancy level when Manchester United played in the UEFA cup against Olympique de Marseille.

Saturday 19 March 2011

94% was reached with premiership football matches at Old Trafford and the DW Stadium in Wigan. Manchester Central and the M.E.N. Arena also had events on this date.

Saturday 12 March 2011

93% was reached when Manchester United played in the FA Cup and the M.E.N. Arena hosted the X Factor Live Tour.

FUTURE EVENTS

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

May, June & July 2011

- **04 May** **Old Trafford**
Manchester United v Schalke (UEFA)
- **08 May** **Old Trafford**
Manchester United (premiership)
- **15 May** **various locations**
BUPA Greater Manchester Run 2011
- **22 May** **Old Trafford**
Manchester United in Premiership
- **23-28 May Sportcity & Aquatics Ctr**
BT Paralympic Cup
- **29 May WNBA Basketball MEN Arena**
Live Basketball Series 11-13
- **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** **various venues**
Manchester International Festival

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

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