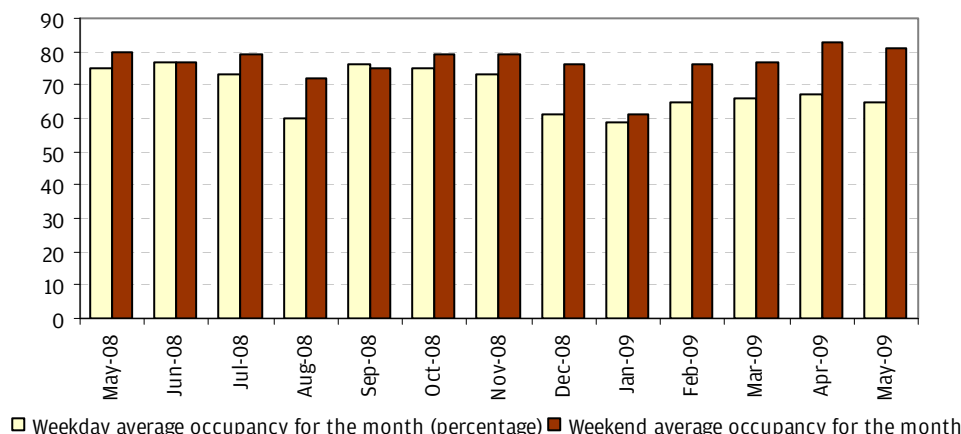


# Hotel Occupancy in Greater Manchester

May 2009

Manchester Hoteliers Association (MHA) and a tool called LJ Forecaster identify 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).

## Monthly room occupancy from May 2008 to May 2009



### May 2009 averages

Weekday average:  
**65%**

Weekend average:  
**81%**

Monthly average:  
**70%**

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

## Key Dates and Figures

- The highest occupancy rate of 93% was reached on Wednesday 13 May, during the Queer up North and Futuresonic festivals and when Wigan Athletic played Manchester United at the JJB Stadium. There was also a conference at Manchester Central.
- Saturday 16 May had the second highest occupancy rate of 92%, which coincided with Manchester United v Arsenal at Old Trafford, Bolton Wanderers v Hull City at the Reebok Stadium, the Junior and Mini Manchester Runs and the night before the Greater Manchester Run. There were also sporting events at the Velodrome & Aquatics Centre and Girls Aloud performed at the M.E.N. Arena.

## Advance Bookings

Month	Advance bookings at May 2009 Occupancy (%)	Advance bookings at May 2008 Occupancy (%)	Advance bookings at May 2007 Occupancy (%)
June	59	64	63
July	34	40	44
August	21	30	30

## Future Key Events

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

02-19 July	Manchester International Festival 2009
07 July	Madonna (M.E.N. Arena)
24 July - 01 August	Manchester Jazz Festival 2009
27 July - 01 August	European Masters Track Cycling (Velodrome)
21-31 August	Manchester Pride 2009
26-29 August	BTCB British International Taekwondo Open Championships (Sportcity)
30 August & 01 September	England v Australia (International Twenty20 at L.C.C.C.)
12 September	Coldplay with Jay-Z (L.C.C.C.)

