

Hotel Occupancy in Greater Manchester

October 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 October 2008 to October 2009

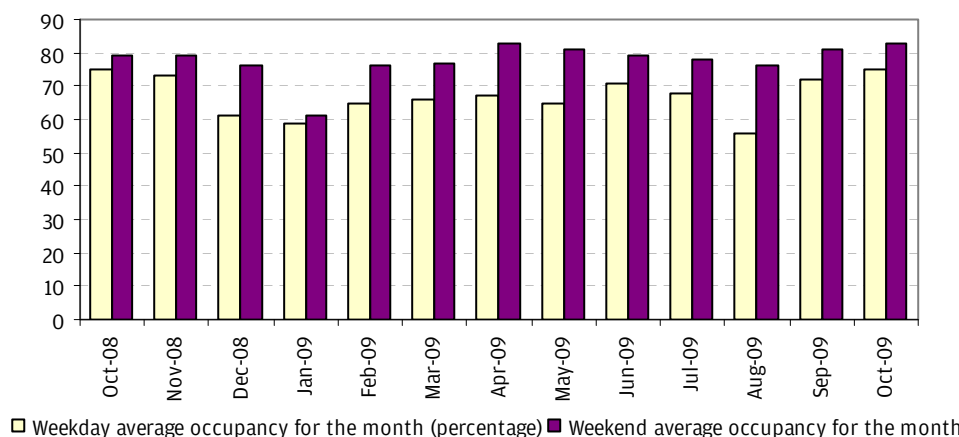
October 2009 averages

Weekday average:
75%

Weekend average:
83%

Monthly average:
78%

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



□ Weekday average occupancy for the month (percentage) ■ Weekend average occupancy for the month

Key Dates and Figures

- There were occupancy rates of over 90% during the Conservative Party Conference, with the highest rate of 98% on Tuesday 6 October. This also coincided with the Manchester Food & Drink Festival, and Gladys Knight's Farewell Tour at the M.E.N. Arena.
- The second highest occupancy rate was 95% on Saturday 17 October, when there was a premiership match at Old Trafford and Cliff Richard & The Shadows performed at the M.E.N. Arena.

Advance Bookings

Month	Advance bookings at October 2009 Occupancy (%)	Advance bookings at October 2008 Occupancy (%)	Advance bookings at October 2007 Occupancy (%)
November	61	61	67
December	36	37	45
January	15	20	25

Future Key Events

The events listed below are just a few events that are scheduled for December, January & February that are likely to have a significant impact on hotel occupancy.

01 December	Manchester United v Tottenham (League Cup at Old Trafford)
05 Dec, 16 Jan & 27 Feb	Revolution Cycling 26, 27 & 28 (Velodrome)
06 December	Speedo League Finals (Manchester Aquatics Centre)
12, 15 & 30 Dec & 16 & 26 Jan	Manchester United in Premiership (Old Trafford)
29 January	TNA Wrestling (M.E.N. Arena)
05-07 February	English National Badminton Championships (Velodrome)
06 & 27 February	Manchester United in Premiership (Old Trafford)
07-14 February	National Squash Championships (Sportcity)

