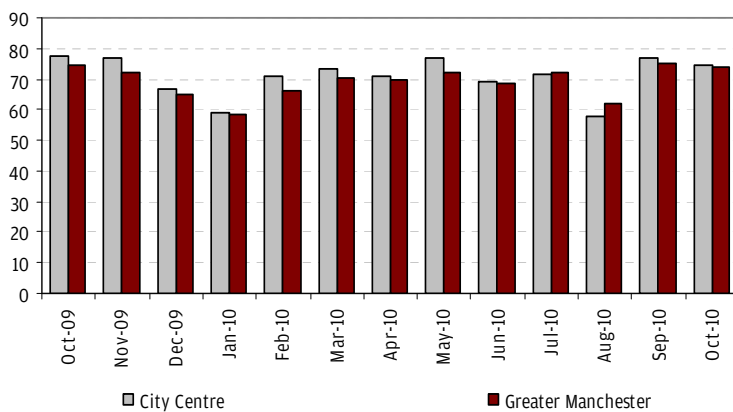


## OCTOBER 2010

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:** 74%  
**City centre monthly average:** 75%  
 City centre weekend average: 79%  
 City centre weekday average: 76%

### Monthly Room Occupancy October 2009-October 2010



Compared with October 2009, average occupancy rates showed a decrease of 3% in the city centre and decrease of 1% across Greater Manchester for the month of October 2010.

### Key Dates for October 2010 Occupancy Levels

#### Saturday 02 October 2010

98% occupancy was reached with a number of festivals taking place in the cities of Manchester and Salford as well as 'The Manchester Weekender'.

#### Saturday 30 October 2010

99% occupancy was reached when Manchester United played at Old Trafford, a clubland event was on at the M.E.N. Arena as well as an arts fair and horror film festival.

Note: The occupancy levels in this section are taken from the city centre sample.

### FUTURE EVENTS

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

#### December 2010 - February 2011

- **01 December** Sportcity  
Manchester City v Salzburg (Europa)
- **07 December** Old Trafford  
UEFA Champions League
- **11 December** Velodrome  
Revolution 31 Cycling
- **13 December** Old Trafford  
Manchester United Premiership
- **13 December** M.E.N Arena  
Kings of Leon
- **26 December** Old Trafford  
Manchester United in Premiership
- **04 January** Velodrome  
Manchester United in Premiership
- **15 January** M.E.N Arena  
International Netball Series  
England v New Zealand
- **15 January** Velodrome  
Revolution 32 Cycling
- **22 January** Old Trafford  
Manchester United in Premiership
- **26 January** M.E.N Arena  
Usher
- **28 January** M.E.N. Arena  
TNA Maximum Impact
- **12 February** Old Trafford  
Manchester United in Premiership
- **20 February** M.E.N. Arena  
Usher

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