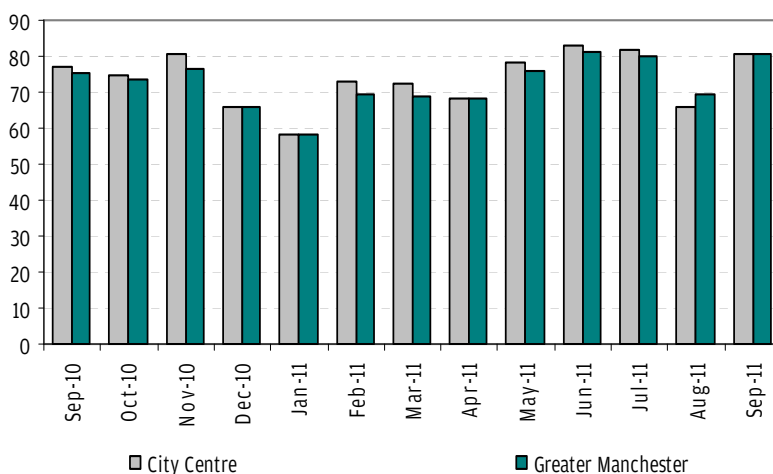


## SEPTEMBER 2011

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:** 81%  
**City centre monthly average:** 81%  
 City centre weekend average: 81%  
 City centre weekday average: 80%

### Monthly Room Occupancy September 2010-September 2011



The September city centre occupancy rate of 81% compares with 77% for September 2010 and the Greater Manchester rate of 81% compares with 75% in 2010. The average occupancy in Greater Manchester at this point in 2011 being 73% compared to 69% in 2010.

### Key dates for September 2011 occupancy levels

#### Tuesday 20 Sept 2011

99% occupancy rate was reached on this date when Manchester Central hosted the British Council for Shopping Centres Conference & Exhibition and Sportcity hosted the ROWE British Grand Prix Squash Championships.

#### Saturday 17 Sept 2011

98% occupancy rate was reached when Alan Carr performed at the M.E.N. Arena, Manchester Aquatics Centre hosted GB v Rest of the World and Bolton Wanderers played in the premiership at the Reebok Stadium.

#### Tuesday 27 September 2011

98% occupancy rate was also reached when Manchester United played FC Basel in the UEFA Champions League and Peter Kay performed at the M.E.N. Arena.

### FUTURE EVENTS

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

### November & December 2011

- 02 November Old Trafford  
UEFA Manchester Utd v Otelul Galati
- 02 November M.E.N. Arena  
Arctic Monkeys
- 05 November M.E.N. Arena  
WWE Presents RAW
- 05 November Old Trafford  
Manchester Utd v Sunderland
- 12 November Eventcity  
Commonwealth Heavyweight Title
- 22 November Old Trafford  
UEFA Manchester United v Benfica
- 07 December Ethiad Stadium  
UEFA Man City v Bayern Munich
- 10 December Old Trafford  
Manchester Utd v Wolves
- 19 December M.E.N. Arena  
Paul McCartney
- 26 December Old Trafford  
Manchester Utd v Wigan
- 31 December Old Trafford  
Manchester Utd v Blackburn Rovers

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

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