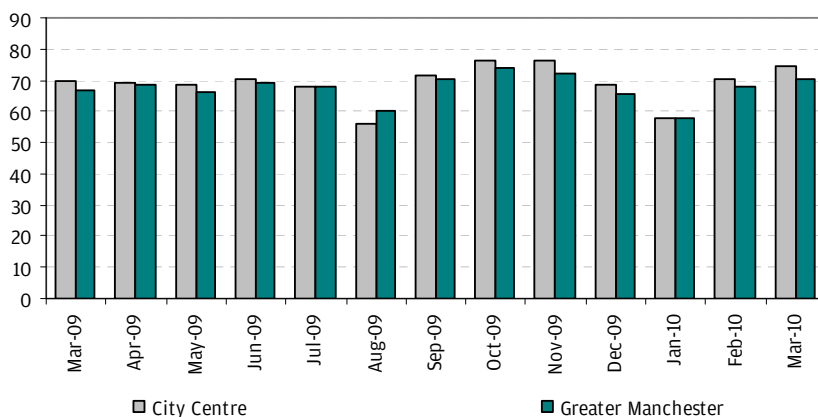


MARCH 2010

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 (NWDA).

Greater Manchester average: 71%
City centre monthly average: 75%
 City centre weekend average: 79%
 City centre weekday average: 73%

Monthly Room Occupancy March 2009- March 2010



Greater Manchester saw a 6.2% growth of average room occupancy in March 2010 compared with the same month last year. In the city centre, average room occupancy increased by 7.2%.

Key dates for March 2010 occupancy levels

Wednesday 10 March

97% occupancy when Manchester United played in the UEFA Champions League at Old Trafford.

Saturday 13 March

95% occupancy when there was an event at Manchester Central and a premiership match at the Reebok Stadium Bolton. This was also the night before a lunchtime premiership match at Old Trafford.

Saturday 20 March

95% occupancy also on 20 March when Manchester Central hosted three events and a premiership match was played at the DW Stadium, Wigan. This date also falls on the night before a lunchtime premiership match at Old Trafford.

Note: occupancy levels in 'key dates section' taken from city centre sample

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

FUTURE EVENTS

The events below are just some of the events scheduled for the following few months that are likely to have a significant impact on hotel occupancy.

May-July 2010

- **09 May** **Old Trafford**
Manchester United in Premiership
- **16 May**
BUPA Great Manchester Run
- **22-23 May** **Velodrome**
GB Mixed Martial Arts Tournament
- **25-31 May** **various venues**
Paralympic World Cup
- **26-27 May** **M.E.N. Arena**
Rod Stewart
- **04-06 June** **L.C.C.C.**
England Test Match
- **08-10 June** **Aquatics Centre**
British Open Swimming
- **12 June** **Velodrome**
National Youth League Cycling
- **20 June** **Various**
'Manchester Day' Parade
- **27 June** **L.C.C.C.**
England One Day International
- **18 July** **M.E.N. Arena**
North West Masters Football
- **23-25 July** **various venues**
Urban Moves Festival 2010
- **23-31 July** **various venues**
Manchester Jazz Festival 2010
- **26-31 July** **Velodrome**
European Masters Track Championships

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