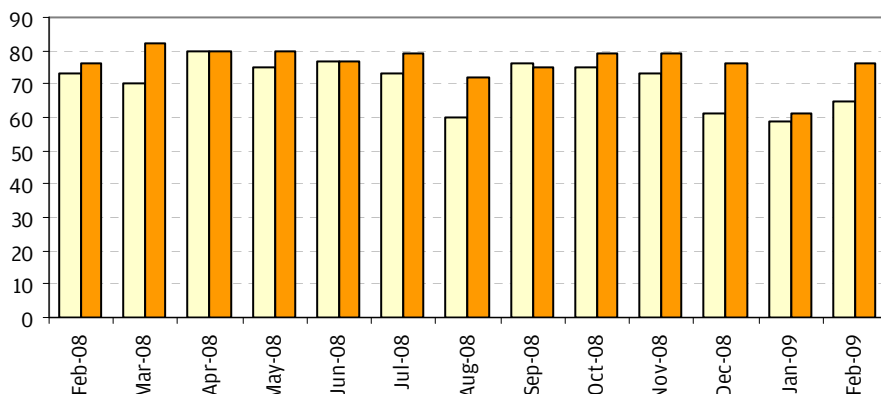


# Hotel Occupancy in Greater Manchester

February 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 February 2008 to February 2009



### February 2009 averages

Weekday average:  
**65%**

Weekend average:  
**76%**

Monthly average:  
**69%**

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

- Saturday 21 February had the highest occupancy rate of 96%, which coincided with a number of key sporting events: Manchester United v Blackburn Rovers, Bolton Wanderers v West Ham United, Revolution 24 at the Velodrome and ASA Water Polo Championships at the Aquatics Centre; as well as Il Divo at the M.E.N. Arena and Asian Lifestyle Wedding & Fashion Exhibition at Manchester Central.
- Valentine's Day on Saturday 14 February was the second highest occupancy rate with 94%.

## Advance Bookings

Month	Advance bookings at February 2009 Occupancy (%)	Advance bookings at February 2008 Occupancy (%)	Advance bookings at February 2007 Occupancy (%)
March	51	62	62
April	35	45	39
May	32	42	39

## Future Key Events

The events listed below are just a few events that are scheduled for April, May & June that are likely to have a significant impact on hotel occupancy.

03-04 April	Tina Turner (M.E.N. Arena)
05 & 25 April	Manchester United (Premier League at Old Trafford)
09 & 16 May	Manchester United (Premier League at Old Trafford)
14 May	Eric Clapton (M.E.N. Arena)
17 May	BUPA Great Manchester Run
20 – 25 May	Paralympic World Cup
27 May	Beyonce (M.E.N. Arena)
04, 06 & 07 June	Oasis (Heaton Park)
26 – 28 June	Take That (L.C.C.C.)