



FEBRUARY 2017

- 79% monthly occupancy in GM (74% YTD)
- 80% monthly occupancy in MCC (75% YTD)
- 22,761 available rooms in GM
- 9,001 available rooms in Manchester city centre

OCCUPANCY – MONTHLY OVERVIEW

	February 2017	February 2016
Greater Manchester (GM)	79%	78%
Manchester city centre (MCC)	80%	78%
Manchester city centre - weekend	87%	84%
Manchester city centre - weekday	76%	76%

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February tends to produce an occupancy rate that is within 2% of the annual average and could be considered a 'mid-season' month for Greater Manchester.

The occupancy rates mean that, on average, 8 out of 10 hotel rooms and apartments were full and the average occupancy rates of 79% (for GM) and 80% (for MCC) compare with 78%, for both geographies, in 2016.

The February data confirms the fourth consecutive month where occupancy levels were boosted on the same month of the previous year for Manchester city centre, whilst for Greater Manchester this represents the second consecutive month.

Daily occupancy rates are monitored for Manchester city centre and February's data showed a weekend/weekday split of 87%/76%.

YTD HOTEL PERFORMANCE

Year-to-Date (Jan-Feb)	Greater Manchester	Manchester city centre
Occupancy rate	74%	75%
Average Daily Rate (ADR)	£69	£78
Revenue Per Available Room (RevPAR)	£51	£59

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Please note that both samples include properties of 2 to 5 star accreditation, or equivalent.

MONTHLY OCCUPANCY PEAKS

Occupancy rates in Greater Manchester (GM) are driven by activity in a number of markets. Manchester city centre is then further boosted by events taking place across the city's venues.

Six dates provided an occupancy rate of 90% or above, within the city centre, and the most significant peaks in occupancy are referenced below, along with some of the main events occurring on these dates.

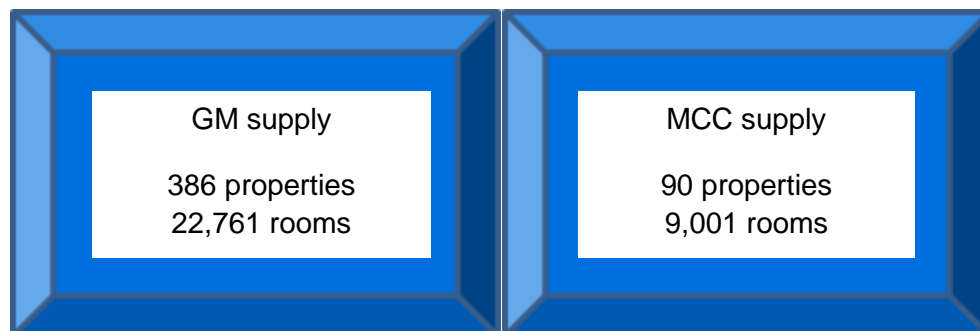
Occupancy	Day/Date	Events
97%	Wed. 01 Feb	Manchester United played Hull City at Old Trafford Football Ground, Manchester Arena hosted Young Voices, and The Building Maintenance Show was held at Manchester Central.
97%	Sat. 11 Feb	Manchester United played Watford at Old Trafford Football Ground, Drake performed at Manchester Arena, the national squash championships were held at Sportcity, EventCity hosted The Moscow State Circus and the Tanko Fighting Championships were held at Victoria Warehouse.
96%	Tues. 21 Feb	Manchester City and Monaco played in the UEFA Champions League at the Etihad Stadium and Manchester Central held the UK Northern Powerhouse Conference & Exhibition.

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CURRENT SUPPLY

As occupancy levels are a measure of how well demand is meeting supply, the levels of supply are monitored to provide context. For example, when an 80% daily occupancy rate is achieved in a market with 21,000 rooms, 16,800 rooms are sold per night but when a 78% daily occupancy rate is achieved in a market with 22,000 rooms 17,160 rooms are sold per night.

The latest intelligence shows the level of supply for February 2017 as:



Notes:

1. Property and room counts include; hotels, guest houses, b&bs, serviced apartments and self-catering providers.
2. Property and room counts exclude; accommodation with Airbnb, hostels, caravan parks and summer university lets.
3. Stock counts are updated for most properties on a continuous basis where information is available. This is supplemented by a comprehensive stock count for the ten local authorities of the GMCA undertaken during the annual STEAM process.

Sample

GM

128 properties
16,656 rooms

MCC

45 properties
8,051 rooms

Sample caveat

The sample is expanded each January if further properties become available for inclusion and therefore there are some sampling variations.

SUPPLY & DEMAND

The additional supply that has opened between February 2016 and February 2017 include: Holiday Inn Manchester City Centre; Premier Inn Manchester Salford Media City; Travelodge Sale; Travelodge Stockport; Holiday Inn Express Stockport; which opened in 2016 and CitySuites in Salford in 2017, equating to an additional 913 rooms.

The table below takes into account the referenced properties above to provide an indication of approximately how demand levels in February 2017 compared with those of February 2016.

	February 2017	February 2016
Greater Manchester occupancy rate	79%	78%
No. of rooms available per night*	22,761	21,848
No. of days in month	28	29
No. of room nights available per month	637,308	633,592
Approximate number of rooms sold in month**	503,473	494,202
Difference in rooms sold during the month	+ 9,271 rooms	

* This includes the change in rooms (+913) and reflects the best of our knowledge at this time.

** The occupancy rate is significantly driven by serviced accommodation of 50+ rooms and this has been applied to all stock for indication purposes.

This indication suggests that approximately 9,271 additional room nights were sold across Greater Manchester in February 2017, compared to February 2016.

SUPPLY PIPELINE

In 2017 Greater Manchester is expecting* to welcome a further eleven new properties, in addition to CitySuites that opened this month, into its room supply, equating to 1,509 rooms. These twelve properties represent a significant increase to stock during a calendar year and compares with five large properties in 2016, and another five large properties in 2015.

*based on current construction timeframes and subject to change.

Property	Local Authority	No. of rooms
Oddfellows On The Park	Stockport	22 rooms
easyHotel Manchester	Manchester	114 rooms
StayCity Aparthotels Manchester Piccadilly	Manchester	182 rooms
Holiday Inn Express Manchester - TRAFFORDCITY	Trafford	220 rooms
Haigh Hall Hotel	Wigan	30 rooms
The Cow Hollow Hotel	Manchester	17 rooms
Hilton Garden Inn Emirates Old Trafford	Trafford	150 rooms
Motel One Manchester - Royal Exchange	Manchester	302 rooms
Roomzzz Manchester Corn Exchange	Manchester	114 rooms
Holiday Inn Express Wigan	Wigan	82 rooms
Stock Exchange Hotel	Manchester	39 rooms
Additional rooms expected during 2017:		1,272 rooms

For further information relating to tourism intelligence in Greater Manchester please contact: research@visitmanchester.com

Visit Manchester, part of Marketing Manchester, is the tourist board for Greater Manchester.

Visit Manchester collects information on demand and supply factors to facilitate an increased understanding of the tourism market and associated activity.