AUGUST 2017

- 78% monthly occupancy in GM (78% YTD)
- 77% monthly occupancy in MCC (79% YTD)

Sample

GM
126 properties
16,425 rooms

MCC
43 properties
7,828 rooms

Sample caveat

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

OCCUPANCY – MONTHLY OVERVIEW

	August 2017	August 2016
Greater Manchester (GM)	78%	78%
Manchester city centre (MCC)	77%	76%
Manchester city centre - weekend	86%	87%
Manchester city centre - weekday	73%	73%

August's occupancy usually performs below the annual average within the city centre, whereas in the wider Greater Manchester, it is more in-line with the annual average. The activity generated in August is therefore of more significance to the providers outside of the city centre.

August 2017 marked the first month since the terror attack (in May) where occupancy rates nudged ahead of the 2016 rates in the city centre. Within the wider context of the boosted hotel supply over the last twelve month period this is particularly good news for the city. Greater Manchester's occupancy rates remained steady with 2016.

The daily occupancy rates that are monitored for Manchester city centre suggest a weekend/weekday split of 86%/73%, broadly in line with activity in August 2016.

It should also be noted that July and August's data suggests that room revenue has recovered, since the loss experienced in the immediate aftermath in June, but with limited growth at this stage, just three months on.

YTD HOTEL PERFORMANCE

Year-to-Date (Jan-Aug)	**Greater Manchester**	**Manchester city centre**
Occupancy rate	78%	79%
Average Daily Rate (ADR)	£73	£82
Revenue Per Available Room (RevPAR)	£57	£65

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

AUGUST 2017

- 23,410 available rooms in GM*
- 9,376 available rooms in Manchester city centre

MONTHLY OCCUPANCY PEAKS

Occupancy rates in Greater Manchester 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.

Five dates in the city centre provided an occupancy rate of 90% or above 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%	Sat. 26 Aug.	Over the UK bank holiday weekend Manchester hosted its annual Manchester Pride Big Weekend, Bolton its annual Food & Drink Festival, and Old Trafford Football Ground hosted the Manchester United and Leicester City FC game.
93%	Sat. 12 Aug.	When the fixtures were initially released, Manchester United were due to play West Ham at Old Trafford but this was changed in subsequent weeks to the following day (Sunday 13th). Oldham hosted the 'Cotton Clouds' music festival, Rochdale hosted its annual Feel Good Festival and Manchester hosted its annual Caribbean Festival at Alexandra Park.
91%	Sat. 05 Aug.	This was the weekend of the England v South Africa 4-day test match at Emirates Old Trafford.

CURRENT SUPPLY

As occupancy levels are a measure of how well demand is meeting supply, the levels of supply are monitored to provide context on demand data. 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 at the end of August 2017* as:

GM supply
390 properties
23,410 rooms

MCC supply
91 properties
9,376 rooms

Notes:

1. Property and room counts include; hotels, guest houses, B&Bs, serviced apartments and self-catering providers, and exclude; accommodation with Airbnb, hostels, caravan parks and summer university lets.
2. 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.

*Please note that as Hilton Garden Inn Emirates Old Trafford Manchester opened at the very end of August these 150 rooms will be included from September stock calculations onwards.

AUGUST 2017

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.

SUPPLY & DEMAND

The additional supply that has opened between the end of August 2016 and August 2017 include: Premier Inn Manchester Salford Media City; Travelodge Sale; Travelodge Stockport; Holiday Inn Express Stockport; which all opened in 2016, and CitySuites in Salford, Oddfellows on The Park in Stockport, easyHotel Manchester, Parkhill Apartments in Salford, Staycity Manchester Piccadilly, Holiday Inn Express TRAFFORDCITY and Motel One Manchester Royal Exchange in 2017. During the period there were also the closures of The Place Aparthotel and The Atrium. This equates to a net gain of 1,264 rooms. Please note that the 150 rooms at Hilton Garden Inn Emirates Old Trafford Manchester, that opened at the very end of August, will be included in September 2017 workings and are excluded from the below.

The table below includes the referenced properties above and provides an approximate indication of how demand levels in August 2017 compared with those of August 2016.

	August 2017	August 2016
Greater Manchester occupancy rate*	78%	78%
No. of rooms available per night**	23,410	22,146
No. of days in month	31	31
No. of room nights available in month	725,710	686,526
Approximate number of rooms sold in month**	566,054	535,490
Difference in rooms sold during the month	+ 30,564 rooms	

*The occupancy rate is significantly driven by serviced accommodation of 50+ rooms and this has been applied to all stock for indication purposes.
** The 2017 room count includes the change in rooms (+1,264) and reflects the best of our knowledge at this time.

This indication suggests that approximately 30,564 additional room nights were sold across Greater Manchester in August 2017, compared to August 2016. This compares to an additional 35,523 room nights in July 2017, compared to July 2016.

SUPPLY PIPELINE

2017 has so far brought an additional 884 rooms to market (net) plus the 150 rooms at Hilton Garden Inn Emirates Old Trafford Manchester opening at the turn of the month. Before the end of the year, a further 129 rooms (net) across Greater Manchester are expected to open, based on current construction timeframes. Please note that these net figures take into account the room losses at The Place Aparthotel and The Atrium.

Property	Local Authority	No. of rooms
Holiday Inn Express Wigan	Wigan	82 rooms
Haigh Hall Hotel	Wigan	30 rooms
The Cow Hollow Hotel	Manchester	17 rooms
Additional rooms expected before the end of 2017:		**129 rooms**

These 1,163 rooms represent an increase of 5%, in the twelve month calendar period.

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