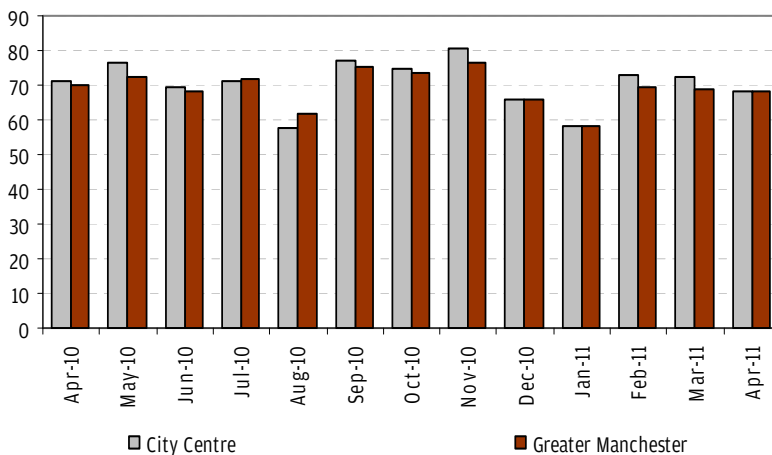


APRIL 2011

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 (NWDA).

Greater Manchester monthly average: 68%
City centre monthly average: 69%
 City centre weekend average: 84%
 City centre weekday average: 61%

Monthly Room Occupancy April 2010-April 2011



Average occupancy rates have decreased overall for both the city centre and Greater Manchester when compared to April 2010 but positively weekend rates were higher in the city centre for April 2011.

Key dates for April 2011 occupancy levels

Friday 09 April 2011

98% was reached when Manchester United played in the premiership, the M.E.N. Arena hosted a concert and Manchester Central hosted a national congress.

Tuesday 12 April 2011

98% was reached when Manchester United played Chelsea in the UEFA Championship League at Old Trafford.

Note: The occupancy levels in this section are taken from the city centre sample.

FUTURE EVENTS

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

June, July and August 2011

- **03,04,05,07,08,10,11,12 June** Take That:City of Manchester Stadium
- **18 June** M.E.N. Arena Britain's Got Talent Live
- **18 - 19 June** Velodrome National Taekwondo Championships
- **19 June** City Centre Manchester Day Parade
- **19 June** LCCC Kings of Leon
- **22-23 June** M.E.N. Arena Glee
- **24 June** LCCC Bon Jovi
- **30 June - 17 July** various venues Manchester International Festival
- **09 July** LCCC England v Sri Lanka
- **19 July** M.E.N. Arena Batman Live World Premiere
- **19 - 29 Aug** various venues Manchester Pride
- **31 Aug** LCCC England v India Twenty20 Intl.

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

Supported by

