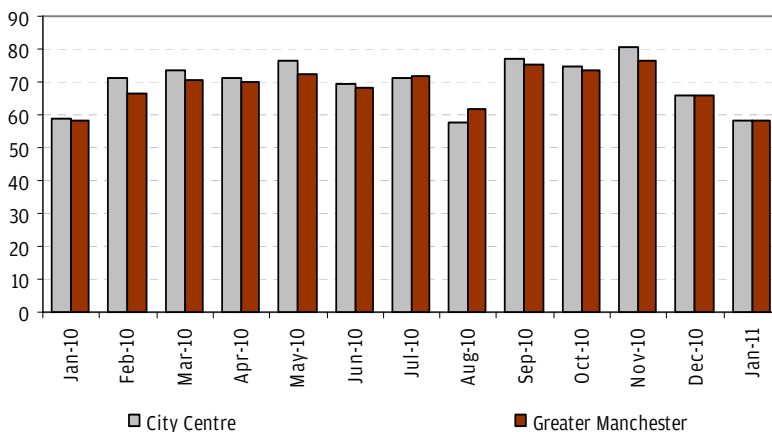


JANUARY 2011

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 (NWRDA).

Greater Manchester monthly average: 59%
City centre monthly average: 59%
 City centre weekend average: 63%
 City centre weekday average: 56%

Monthly Room Occupancy January 2010-January 2011



Compared with January 2010, average occupancy rates remained the same for Greater Manchester and the city centre saw a decrease of 2%.

Key dates for January 2011 occupancy levels

Saturday 22 January 2011

92% occupancy was reached when Manchester United had a premiership match at Old Trafford and JLS performed at the M.E.N. Arena.

Wednesday 26 January 2011

82% occupancy rate was reached when Usher performed at the M.E.N. Arena.

Saturday 29 January 2011

81% occupancy rate was reached during the Indoor Rowing Championships at the Velodrome. In addition this was the night following the TNA Maximum Impact event at the M.E.N. Arena

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

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

FUTURE EVENTS

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

March, April and May 2011

- **10 March** M.E.N. Arena
Premier League Darts
- **12-13 March** M.E.N. Arena
X Factor Live
- **15 March** Old Trafford
Manchester United in UEFA Champions League
- **19 March** Old Trafford
Manchester United in Premiership
- **01, 02, 04, 05 April** M.E.N. Arena
Kylie
- **09 April** Old Trafford
Manchester United in Premiership
- **23 April** M.E.N. Arena
Manchester United in Premiership
- **07 May** Old Trafford
Manchester United in Premiership
- **15 May** City Centre
Greater Manchester Run
- **22 May** Old Trafford
Manchester United in premiership

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