

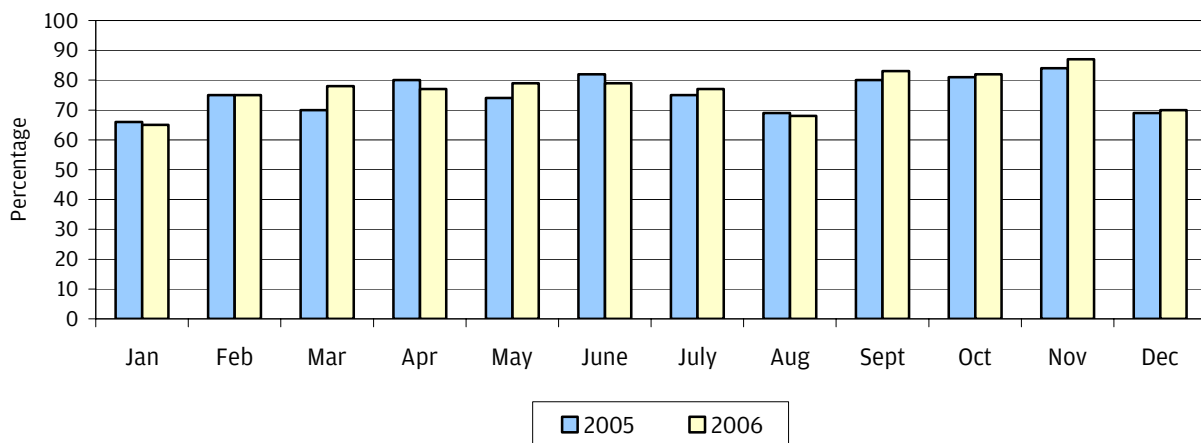
Hotel Occupancy in Greater Manchester

2006

Average Hotel Occupancy for 2006 : 77%

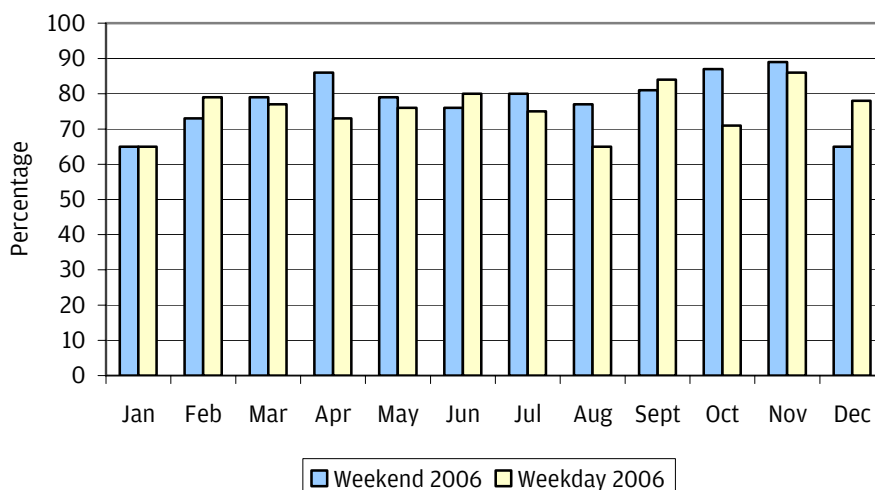
Manchester Hotels Association (MHA) and a tool called LJ Forecaster identifies occupancy for the previous month and sales figures for the coming 11 months. The project is funded by the MHA and the Northwest Regional Development Agency (NWDA).

Average Monthly Occupancy Levels for 2006 compared with 2005



The trend over the autumn and winter months remains similar to 2005. However the rates during the spring and summer months of March to July of 2006 were fairly consistent compared to the fluctuation during the summer of 2005.

2006 Average Monthly Occupancy Rates



Overall average :
77%

Weekday average :
76%

Weekend average :
78%

Weekday = Mon to Thurs night.
Weekend = Friday and Saturday night.

The hotel occupancy levels in 2006 averaged 77%. This has increased by 2% as 75% was experienced in 2005. The weekday average increased from 74% in 2005 to 76% in 2006 whilst the weekend average remained at 78%.

2006 Key Dates & Figures

The following dates were when hotel occupancy rose to 99% or 98%. Sporting and music events were the key events that drove the occupancy rates up on these particular dates in 2006.

99%	
09 May 2006 :	Roy Keane's Testimonial - Manchester United v Celtic at Old Trafford Eric Clapton in concert at Manchester Evening News Arena
17 Oct 2006 :	Champions League - Manchester United v FC Copenhagen at Old Trafford
06 Dec 2006 :	Champions League - Manchester United v Benfica at Old Trafford

98%	
27 May 2006 :	Soccer Aid for Unicef with Robbie Williams at Old Trafford County cricket match at Lancashire County Cricket Club
17 June 2006 :	Take That in concert at the City of Manchester Stadium Richard Ashcroft in concert at Lancashire County Cricket Club GB Masters Championships (Triathlon) at various venues
13 Sept 2006 :	Champions league - Manchester United v Celtic at Old Trafford County cricket match at Lancashire County Cricket Club UCI World Masters Track Championship at the Velodrome
14 Oct 2006 :	Rugby 'Play-off final' - Hull v St. Helens at Old Trafford 'Revolution 13' at the Velodrome World Championship Boxing at Manchester Evening News Arena Premiership league - Wigan v Manchester United at the JJB Stadium (Wigan) Premiership league - Manchester City v Sheffield United at the City of Manchester Stadium
21 Nov 2006 :	George Michael in concert at the Manchester Evening News Arena
25 Nov 2006 :	Cliff Richard in concert at the Manchester Evening News Arena Premiership league - Bolton Wanderers v Arsenal at the Reebok Stadium (Bolton) Premiership league - Manchester United v Chelsea at Old Trafford the following day

Other Key Influences

The Labour Party Conference w/c 25 September generated a high number of overnight stays within the area. The September weekday average of 84% had only been met once before since records began in August 2003. The advance bookings made during the summer for September were also higher than usually experienced. The business and conference market, in general, has a considerable impact on the weekday occupancy rates, Wednesday in particular generating large numbers of staying visitors in hotels across Greater Manchester.

Annual festivals such as the Manchester Pride Festival that finished on the August Bank Holiday weekend also contributed to generating a high number of visitors, with Saturday 26 August 2006 reaching a rate of 96%.

Annual Occupancy Trends

The table below shows the yearly average occupancy rate from 2000 to 2006 and shows the significant growth in occupancy rates particularly for the last four years of data which has seen the average increase from 70% to 77%.

Year	2000	2001	2002	2003	2004	2005	2006
Average Occupancy Rate	73%	72%	71%	70%	73%	75%	77%

Please note that Manchester has used the LJ Forecaster tool since August 2002. Before 2002 Marketing Manchester collected occupancy data.

