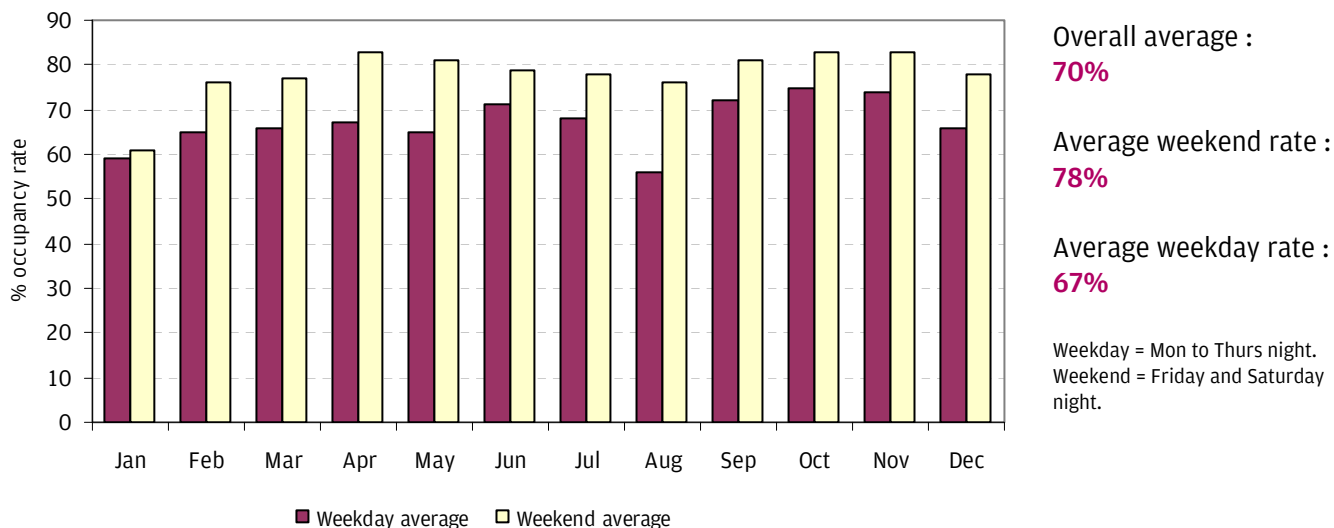


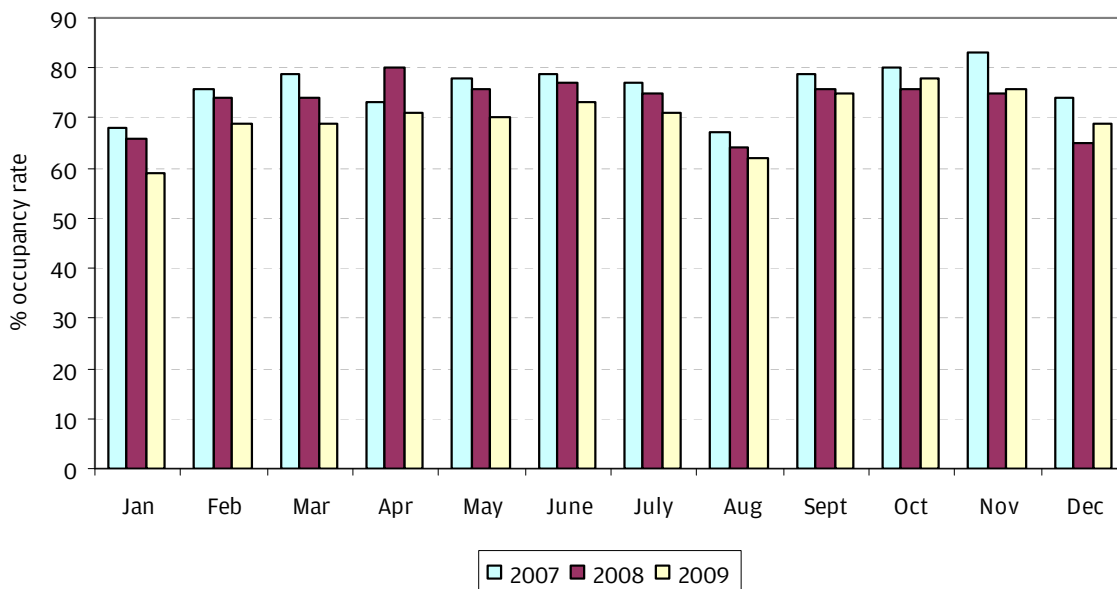
Hotel Occupancy in Greater Manchester

2009

Hotel occupancy is measured within Greater Manchester through the hotels subscribed to the LJForecaster tool operated by LJ Research. Occupancy for the previous month is identified along with advanced sales for the coming 11 months. The project is funded by the Northwest Regional Development Agency (NWDA).



The chart above shows the trend for 2009 split by weekend and weekday average monthly occupancy. The weekend occupancy rate was significantly higher than the weekday rate throughout the year. October was the busiest month with a monthly average of 78% when Manchester hosted the Conservative Party Conference.



The chart above shows the overall monthly averages for the last 3 years. Until the last quarter, average occupancy levels for 2009 are lower than the previous two years. However, the average occupancy rates for October, November and December are higher than those in 2008.



2009 Key Dates & Events

The highest occupancy rate of 99% was reached once in 2009. The tables below show the days that occupancy levels rose to 97% or higher, and the event/s that are likely to have influenced these rates.

As in 2008, the highest occupancy rates were influenced by the number of spectators at major sporting events. Six out of the seven days that reached occupancy levels of 97-99% occurred when a Premiership or Champions League football match was taking place. Other key events that significantly influenced high occupancy rates in 2009 were conferences at Manchester Central, concerts at the M.E.N. Arena and sporting and festival events across the city.

99%	Wed 11 March	UEFA Champions League match at Old Trafford between Manchester United & Inter-Milan.
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98%	Sat 25 April	Premiership matches at Old Trafford and the Reebok Stadium, Pink at the M.E.N. Arena, the ASA Water Polo Championships at the Aquatics Centre and an exhibition at Manchester Central.
	Tue 06 October	The second day of the Conservative Party Conference at Manchester Central, the Gladys Knight farewell tour at the M.E.N. Arena and the Manchester Food & Drink Festival 2009.

97%	Sun 14 March	Premiership matches at Old Trafford and the Reebok Stadium, Khan v Barrera boxing match at the M.E.N. Arena, and the Lancashire Counties Championships at the Aquatics Centre.
	Sat 04 April	Tina Turner at the M.E.N. Arena and Premiership football at the Reebok Stadium.
	Sat 21 November	Premiership football at Old Trafford, Arctic Monkeys at the M.E.N. Arena, and the first weekend of the Christmas Markets.
	Sat 12 December	Premiership matches at Old Trafford and the Reebok Stadium, and the Versus Cancer charity concert at the M.E.N. Arena.

Annual Occupancy Trends

The table below shows the yearly average occupancy rates from 2001 to 2009. The global economic downturn is likely to have had a negative effect on 2008 and 2009 occupancy rates.

Year	2001	2002	2003	2004	2005	2006	2007	2008	2009
Average occupancy Rate	72%	71%	70%	73%	75%	77%	76%	73%	70%

Source : LJ Forecaster August 2002 - December 2009. Marketing Manchester collected occupancy data internally before this.

