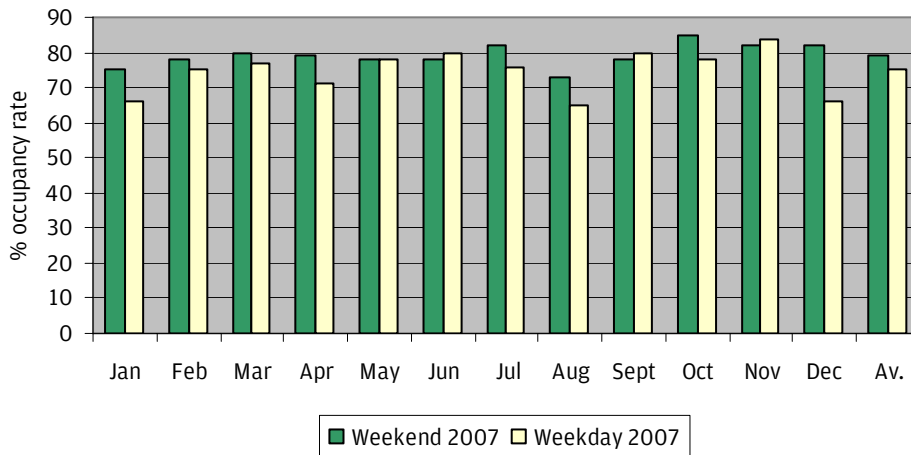


Hotel Occupancy in Greater Manchester

2007

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).



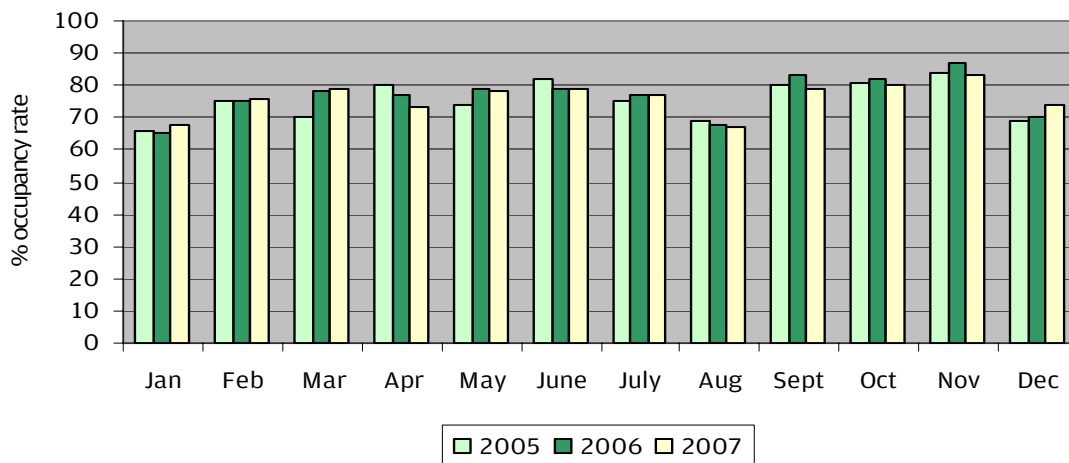
Overall average :
76%

Average weekend rate :
79%

Average weekday rate :
75%

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

The chart above shows the trend for 2007 split by weekend and weekday monthly averages. The weekend rate is usually higher than the weekday with the exception of June, September and November and May seeing an equal split.



When compared to the two previous years the figures for 2007 show higher occupancy levels for the winter months of December, January, February and also March. However April's monthly average is showing a continued decline. Please note that the high September occupancy rate experienced during 2006 was influenced by the Labour Party Conference.

2007 Key Dates & Events

Occupancy rates during 2007 did not reach 99% or 100%. This is likely to be due to the new hotels opening in the city centre which has led to a considerable increase in the number of available rooms. The dates in the tables below were when occupancy rates rose to 97% and 98% and likely to be largely influenced by the event(s) stated.

The highest occupancy rates experienced were influenced by the number of spectators (home and visiting) at matches at Old Trafford. The nights that reached a 97% occupancy rate were influenced mainly by a range of events including music concerts, festivals, sporting events and exhibitions.

98%	
Tuesday 24 April 2007 :	UEFA Champions League match between Manchester United v AC Milan at Old Trafford.
Tuesday 02 Oct 2007 :	UEFA Champions League match between Manchester United v FC Roma at Old Trafford.
Wed 07 Nov 2007 :	UEFA Champions League match between Manchester United v Dynamo Kiev at Old Trafford.
Tues 27 Nov 2007 :	UEFA Champions League match between Manchester United v Sporting Lisbon at Old Trafford.

97%	
Wednesday 09 May 2007 :	Lionel Richie performed at the Manchester Evening News Arena. Bryan Adams and a Meatloaf concert was on the Tuesday and Thursday of the same week, respectively, which may have contributed also
Saturday 07 July 2007 :	Genesis performed on their reunion tour at Old Trafford Football Ground LEN European Nations Trophy at Manchester Aquatics Centre The middle weekend of the Manchester International Festival
Saturday 28 July 2007 :	The Lancashire County Cricket Club hosted a music concert featuring the Arctic Monkeys and Amy Winehouse. Manchester Jazz Festival 2007 24:7 Theatre Festival Norwich Union World Trials at the Regional Athletics Arena This was also the night prior to the Salford Triathlon
Wednesday 26 Sept 2007 :	Manchester United v Coventry in the Carling Cup at Old Trafford An annual conference at Manchester Central
Saturday 27 October 2007 :	Manchester United played at Old Trafford The Wedding Show exhibition was at Manchester Central School swimming championships at Manchester Aquatics Centre

Annual Occupancy Trends

The table below shows the yearly average occupancy rates from 2000 to 2007. The slight decline between 2006 and 2007 is likely to be due to the new hotel developments that have considerably increased room availability in Manchester city centre.

Year	2000	2001	2002	2003	2004	2005	2006	2007
Average occupancy Rate	73%	72%	71%	70%	73%	75%	77%	76%

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

