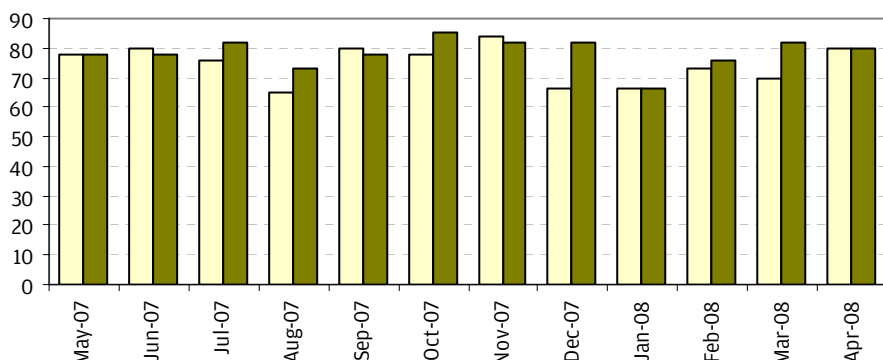


Hotel Occupancy in Greater Manchester

April 2008

Manchester Hoteliers 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 room occupancy from May 2007 to April 2008



April 2008 averages

Weekday average:
80%

Weekend average:
80%

Monthly average:
80%

Weekday = Sun night to Thurs night
Weekend = Fri night and Sat night

□ Weekday average occupancy for the month (percentage) ■ Weekend average occupancy for the month

Key Dates & Figures

- The highest occupancy rate during April was 98% on Wednesday 9th April when Manchester United played at Old Trafford against Roma in the UEFA Champions League.
- The next highest occupancy rate of 95% was experienced on Saturday 12th April which coincided with Bolton Wanderers playing West Ham at the Reebok Stadium and Manchester United playing Arsenal the following day. This occupancy rate of 95% was also reached on Tuesday 29 April when Manchester United played Barcelona in the UEFA Champions League at Old Trafford.

Advance Bookings

Month	Advance bookings at April 2008 Occupancy (%)	Advance bookings at April 2007 Occupancy (%)	Advance bookings at April 2006 Occupancy (%)
May	64	63	65
June	47	48	45
July	33	34	35

Future Key Events

The events listed below are just a few events that are scheduled for June, July & August that are likely to have a significant impact on hotel occupancy.

02 June	Foo Fighters (City of Manchester Stadium)
22 June	Bon Jovi (City of Manchester Stadium)
29 June	Radiohead (Lancashire County Cricket Club)
11, 12, 14, 15, 17 & 18 July	Kylie (Manchester Evening News Arena)
02 August	Manchester United v RCD Espanyol (friendly at Old Trafford)
15 - 25 August	Manchester Pride Festival 2008
24 August	R.E.M. (Lancashire County Cricket Club)

