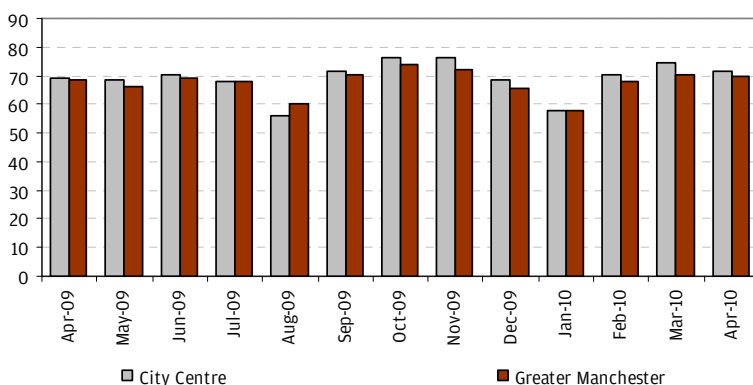


APRIL 2010

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: 70%
City centre monthly average: 71%
 City centre weekend average: 83%
 City centre weekday average: 66%

Monthly Room Occupancy April 2009-April 2010



City centre average room occupancy grew by 2.3% in April 2010 compared with the same month last year. Greater Manchester saw growth of 1.6% compared with April 2009.

Key Dates for April 2010 Occupancy Levels

Saturday 03 April

97% occupancy occurred on the Saturday of the Easter Weekend whilst also coinciding with premiership matches at Old Trafford and Reebok Stadium Bolton and the WBA Championships at the M.E.N. Arena.

Tuesday 13 April

94% occupancy was reached when the European Badminton Championships was held at the M.E.N. Arena and Manchester Central hosted an annual conference

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

FUTURE EVENTS

The events below are just some of the events scheduled for the following few months that are likely to have a significant impact on hotel occupancy.

June-August 2010

- **04-06 June** **L.C.C.C.**
England Test Match
- **08-10 June** **Aquatics Centre**
British Open Swimming
- **12 June** **Velodrome**
National Youth League Cycling
- **16-17 June** **M.E.N. Arena**
Whitney Houston
- **20 June** **City Centre**
'Manchester Day' Parade
- **27 June** **L.C.C.C.**
England One Day International
- **29 June** **M.E.N. Arena**
Stevie Wonder
- **18 July** **M.E.N. Arena**
North West Masters Football
- **23-25 July** **various**
Urban Moves Dance Festival 2010
- **23-31 July** **various**
Manchester Jazz Festival 2010
- **26-31 July** **Velodrome**
European Masters Track Championships
- **26 July-01 August** **various**
24:7 Theatre Festival
- **27-30 August** **City Centre**
Manchester Pride Big Weekend

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