

Hotel Occupancy in Greater Manchester

February 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 March 2007 to February 2008

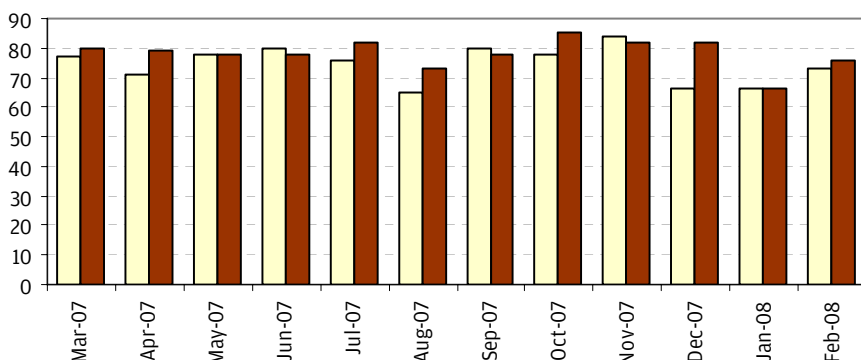
February 2008 averages

Weekday average:
74%

Weekend average:
73%

Monthly average:
73%

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 and Figures

- The highest occupancy rate during February was 93% on Saturday 16 February when Manchester United played at home against Arsenal in the FA Cup.
- Tuesday 26 February experienced the next highest occupancy rate of 91%. A concert scheduled for the M.E.N. Arena was cancelled at short notice and it is possible that some visitors continued with their travel plans.

Advance Bookings

Month	Advance bookings at February 2008 Occupancy (%)	Advance bookings at February 2007 Occupancy (%)	Advance bookings at February 2006 Occupancy (%)
March	62	62	56
April	45	39	41
May	42	39	36

Future Key Events

The events listed below are just a few events that are scheduled for April, May and June that are likely to have a significant impact on hotel occupancy.

Sporting Fixtures:

09 April	UEFA Champions League Manchester United v Roma (Old Trafford)
09-13 April	FINA World Swimming Championships (MEN Arena)
13 April & 03 May	Manchester United Football Club: Premiership (dates subject to change)
14 May	UEFA Cup Final (City of Manchester Stadium)
23-27 May	England v New Zealand (Lancashire County Cricket Club)

Key Stadium & Arena Music Events:

02-03 May	Celine Dion (M.E.N. Arena)
28 May	Bruce Springsteen (Old Trafford Football Ground)
02 June	Foo Fighters (City of Manchester Stadium)
22 June	Bon Jovi (City of Manchester Stadium)
29 June	Radiohead (Lancashire County Cricket Club)

