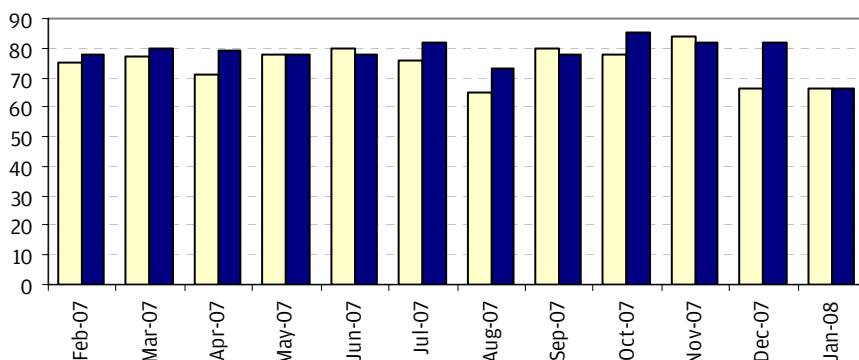


Hotel Occupancy in Greater Manchester

January 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 February 2007 to January 2008



January 2008 averages

Weekday average:
66%

Weekend average:
66%

Monthly average:
66%

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 January was 97% on Wednesday 30 January which was the day that Manchester United played at Home against Portsmouth Football club.
- Tuesday 22 February experienced the next highest occupancy rate of 89% which was the night before the Spice Girls two nights at the M.E.N. Arena which may have influenced this.

Advance Bookings

Month	Advance bookings at January 2008 Occupancy (%)	Advance bookings at January 2007 Occupancy (%)	Advance bookings at January 2006 Occupancy (%)
February	56	56	53
March	45	40	35
April	34	28	33

Future Key Events

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

Manchester World Sport 08:

UCI World Track Championships (Velodrome) : 26-30 March

FINA World Swimming Championships (MEN Arena) : 9-13 April

UEFA Cup Final (City of Manchester Stadium) : 14 May

Manchester United Football Club :

- Premiership : 23 and 30 March, 12 April, 3 May (subject to change)
- Cup matches : UEFA Champions League (04 March) & FA Cup (08 March)

Lancashire County Cricket Club : England v New Zealand (23-27 May)

Key concerts: Westlife (15-16 March at M.E.N. Arena), Celine Dion (02-03 May at M.E.N. Arena), Bruce Springsteen (28 May at Old Trafford Football Ground)

