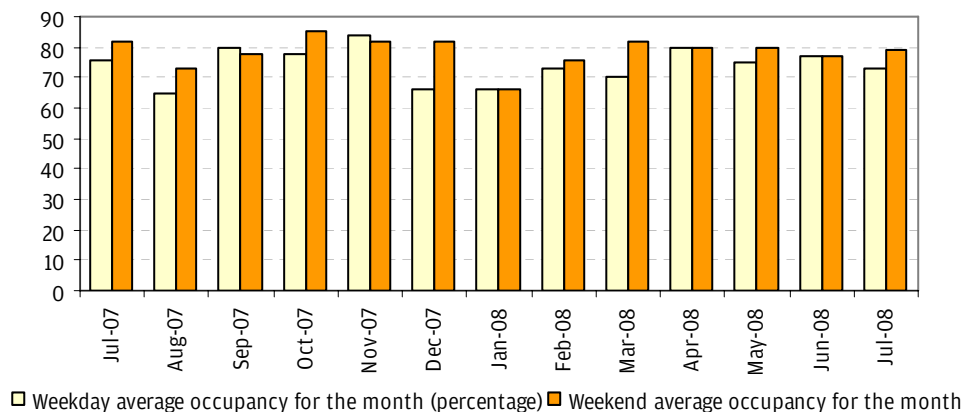


Hotel Occupancy in Greater Manchester

July 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 July 2007 to July 2008



July 2008 averages

Weekday average:
73%

Weekend average:
79%

Monthly average:
75%

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

Key Dates & Figures

- The highest occupancy rates in July coincided with the Manchester dates of the Kylie tour. Average occupancy reached 94% on Tuesday 15 July, 93% on Saturday 12 July and 90% on Thursday 17 July when Kylie performed at the M.E.N. Arena.
- Occupancy also reached 90% on Wednesday 9 July when Alicia Keys performed at the M.E.N. Arena.

Advance Bookings

Month	Advance bookings at July 2008 Occupancy (%)	Advance bookings at July 2007 Occupancy (%)	Advance bookings at July 2006 Occupancy (%)
August	51	53	50
September	50	50	55
October	38	39	37

Future Key Events

The events listed below are just a few events that are scheduled for September, October & November that are likely to have a significant impact on hotel occupancy.

6 September	Amir Khan vs. Alex Arthur (boxing at M.E.N. Arena)
27 September	Manchester United v Bolton Wanderers (Premier League at Old Trafford)
11-19 October	Hi-Tech World Squash Championships 2008 (Sportcity)
18 & 28 October	Manchester United (Premier League at Old Trafford)
30 October	Bryan Adams (M.E.N. Arena)
1 & 15 November	Manchester United (Premier League at Old Trafford)
5 November	Queen with Paul Rogers (M.E.N. Arena)
25-26 November	Cliff Richard Golden Anniversary (M.E.N. Arena)