

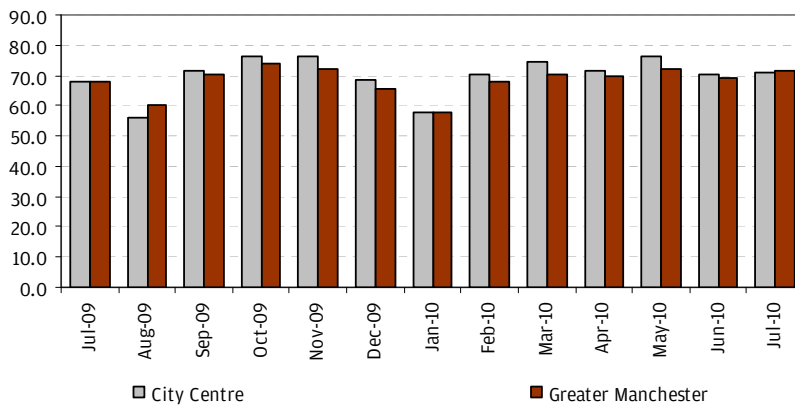


JULY 2010

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: 72%
City centre monthly average: 71%
 City centre weekend average: 75%
 City centre weekday average: 69%

Monthly Room Occupancy July 2009-July 2010



Average occupancy rates for Greater Manchester were up 6.4% in July 2010 compared with July 2009, while city centre occupancy rates were up 5.3%.

Key Dates for July 2010 Occupancy Levels

Saturday 17 July

90% occupancy on 17 July coincided with the Hazard MMX one-day festival and the first weekend of the FIL World Lacrosse Championships at the Armitage Centre.

Saturday 31 July

90% occupancy on 31 July coincided with the Hallé Fireworks & Light Spectacular at Tatton Park and the European Masters Track Championships at the Velodrome, as well as a number of festivals (Manchester Jazz Festival, 24:7 Theatre Festival, Family Friendly Film Festival) and the Mega Mela at Platt Fields.

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

FUTURE EVENTS

The events below are just some of the upcoming events that are likely to have a significant impact on hotel occupancy.

September-November 2010

- **04 September** L.C.C.C. Muse
- **11 September** Rochdale Tour of Britain Cycle Race
- **19 September** Old Trafford Manchester United in Premiership
- **23 September** Velodrome National Track Championships
- **01-11 October** various Manchester Food & Drink Festival
- **16 October** Old Trafford Manchester United in Premiership
- **18-31 October** Old Trafford Manchester Comedy Festival
- **23 October** Velodrome Revolution 29 Cycling
- **23 - 31 October** Velodrome Manchester Science Festival
- **30 October** Old Trafford Manchester United in Premiership
- **06-07 November** Velodrome BUSA Track Championships
- **20 November** Old Trafford Manchester United in Premiership
- **20 November** Velodrome Revolution 30 Cycling
- **27 November** Old Trafford Manchester United in Premiership

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

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