

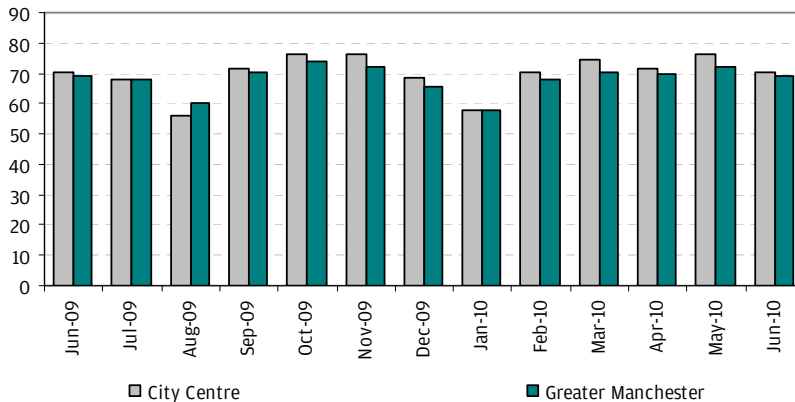


JUNE 2010

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 (NWDA).

Greater Manchester monthly average: 69%
City centre monthly average: 70%
 City centre weekend average: 67%
 City centre weekday average: 72%

Monthly Room Occupancy June 2009-June 2010



Average occupancy rates were level for June when compared to June 2009 for the city centre and 1% higher for Greater Manchester.

Key Dates for June 2010 Occupancy Levels

Tuesday 29 June

90% occupancy was reached on Tuesday 29 when Stevie Wonder performed at the M.E.N. Arena.

Tuesday 15 June

88% occupancy on Tuesday 15 coincided with a conference at Manchester Central and was the night before the Green Day concert at LCCC which is likely to have had a significant impact.

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.

August-October 2010

- **01 August** **Bolton**
IronMan UK
- **16 August** **Old Trafford**
Manchester United in premiership
- **28 August** **Old Trafford**
Manchester United in premiership
- **27-30 August** **City Centre**
Manchester Pride Big Weekend
- **04 September** **L.C.C.C.**
Muse
- **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
- **23 October** **Velodrome**
Revolution 29 Cycling
- **23 - 31 October** **Velodrome**
Manchester Science Festival
- **30 October** **Old Trafford**
Manchester United in premiership

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

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