

Hotel Occupancy in Greater Manchester

March 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 April 2007 to March 2008

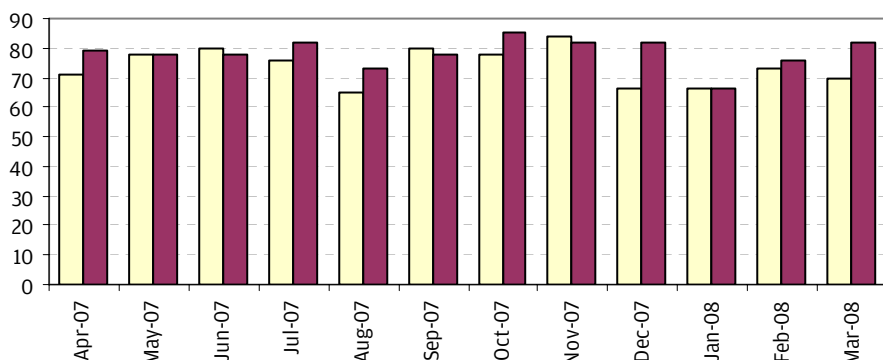
March 2008 averages

Weekday average:
70%

Weekend average:
82%

Monthly average:
74%

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 98% on Tuesday 04 March when Manchester United played at home against Lyon in the UEFA Champions League.
- Saturday 29 March experienced the next highest occupancy rate of 96%. This date coincided with Manchester United playing Aston Villa in the Premier League, the World Track Cycling Championships at the Velodrome and an annual conference at Manchester Central.

Advance Bookings

Month	Advance bookings at February 2008 Occupancy (%)	Advance bookings at February 2007 Occupancy (%)	Advance bookings at February 2006 Occupancy (%)
April	69	56	62
May	51	45	45
June	43	39	38

Future Key Events

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

Sporting Fixtures:

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)
11, 12, 14, 15, 17 & 18 July Kylie (Manchester Evening News Arena)

