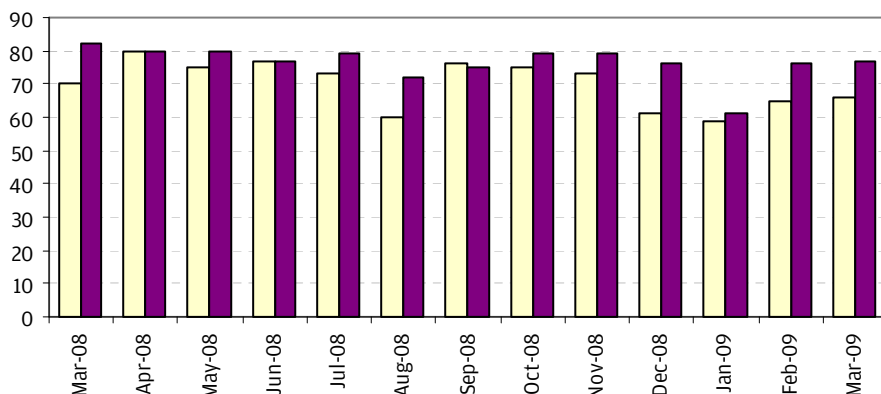


Hotel Occupancy in Greater Manchester

March 2009

Manchester Hoteliers Association (MHA) and a tool called LJ Forecaster identify 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).

Monthly room occupancy from March 2008 to March 2009



March 2009 averages

Weekday average:
66%

Weekend average:
77%

Monthly average:
69%

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 of 99% on Wednesday 11 March coincided with the Manchester United v Inter-Milan UEFA Champions League match.
- Saturday 14 March had the next highest occupancy rate of 97%. The events that occurred on this date were; Manchester United at Old Trafford against Liverpool, a Bolton Wanderers premiership match at the Reebok Stadium, Khan v Barrera boxing match at the M.E.N. Arena and the Lancashire Counties Championships at the Aquatics Centre.

Advance Bookings

Month	Advance bookings at March 2009 Occupancy (%)	Advance bookings at March 2008 Occupancy (%)	Advance bookings at March 2007 Occupancy (%)
April	54	69	56
May	39	51	45
June	35	43	39

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.

09 & 16 May	Manchester United (Premier League at Old Trafford)
14 May	Eric Clapton (M.E.N. Arena)
17 May	BUPA Great Manchester Run
20-25 May	Paralympic World Cup (various venues)
04 & 06-07 June	Oasis (Heaton Park)
26-28 June	Take That (L.C.C.C.)
02-19 July	Manchester International Festival 2009
07 July	Madonna (M.E.N. Arena)

