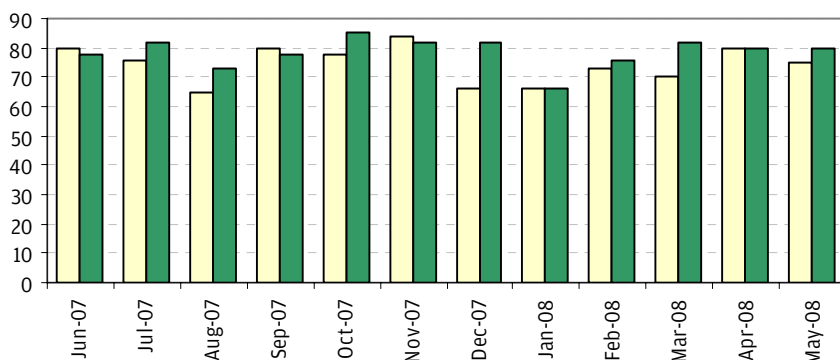


Hotel Occupancy in Greater Manchester

May 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 June 2007 to May 2008



May 2008 averages

Weekday average:
75%

Weekend average:
80%

Monthly average:
76%

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 & Figures

- The highest occupancy rate during weekdays in May was 98% on Wednesday 14th May when the city hosted the 2008 UEFA Cup Final between Glasgow Rangers and Zenit St Petersburg at the City of Manchester Stadium. This also coincided with the 'Viva La Diva' concert at the M.E.N. Arena with Darcey Bussell & Katherine Jenkins.
- The occupancy rate of 98% was also attained on Saturday 24th May which is likely to be due to England playing New Zealand in a 5 day test match at Lancashire County Cricket Ground and the Ricky Hatton boxing event with Juan Lazcano at the City of Manchester Stadium. The Osmonds were also performing at the M.E.N. Arena on this night.

Advance Bookings

Month	Advance bookings at May 2008 Occupancy (%)	Advance bookings at May 2007 Occupancy (%)	Advance bookings at May 2006 Occupancy (%)
June	64	63	64
July	40	44	42
August	30	30	29

Future Key Events

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

11, 12, 14, 15, 17 & 18 July	Kylie (Manchester Evening News Arena)
19 July	Jay-Z (Manchester Evening News Arena)
02 August	Manchester United v RCD Espanyol (friendly at Old Trafford)
15 - 25 August	Manchester Pride Festival 2008
16 August	Manchester United v Newcastle United (Premier League at Old Trafford)
24 August	R.E.M. (Lancashire County Cricket Club)
30 August	Manchester United v Fulham (Premier League at Old Trafford)
9 September	Stevie Wonder (Manchester Evening News Arena)

