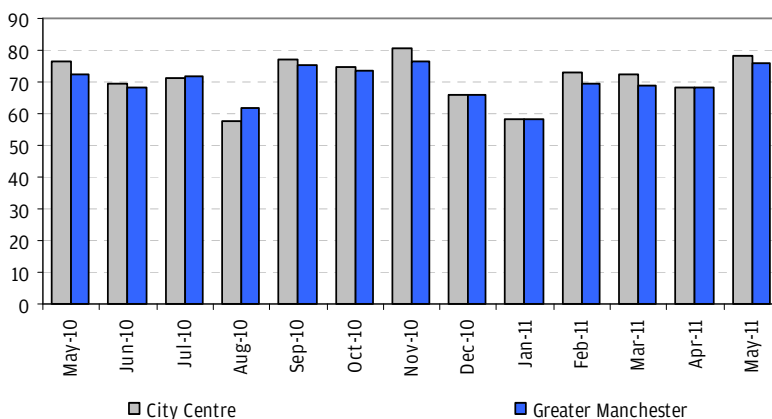


MAY 2011

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: 76%
City centre monthly average: 78%
 City centre weekend average: 87%
 City centre weekday average: 75%

Monthly Room Occupancy May 2010-May 2011



Average occupancy rates have increased for the city centre from 77% in May 2010 to 78%, with the weekend average increasing from 85% in May 2010 to 87% in 2011 and the weekday from 73% in May 2010 to 75% in May 2011. At Greater Manchester level the monthly average increased from 73% in May 2010 to 76% in 2011.

Key dates for May 2011 occupancy levels

Tues and Wed 10-11 May 2011

98% was reached on these consecutive dates, the 10th being the Manchester City premiership fixture with Tottenham Hotspur and the 11th being the start of the Future Everything Festival.

Saturday 21 May 2011

99% was reached on this date when the M.E.N. Arena hosted a concert and the night before Sunday's afternoon-kick off at Old Trafford for the final home league fixture of the season for Manchester United.

Saturday 28 May 2011

98% was reached on this date that was the weekend of the Hungry Pigeon Festival and the night before the start of the WNBA Live Manchester Basketball Series 2011-2013.

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

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

Supported by



FUTURE EVENTS

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

July and August 2011

- **30 June - 17 July** various venues
Manchester International Festival
- **09 July** LCCC
England v Sri Lanka 'one day'
- **19 July-24 July** M.E.N. Arena
Batman Live Premiere
- **21 July - 29 July** various venues
24:7 Theatre Festival
- **22 July - 29 July** various venues
Manchester Jazz Festival
- **31 July** Bolton town centre
Ironman UK event
- **08 August** LCCC
England v Sri Lanka 'A tour'
- **19 - 29 August** various venues
Manchester Pride
- **20 August** Old Trafford
Manchester Utd v Tottenham Hotspur
- **27 August** LCCC
England v Sri Lanka
- **31 August** LCCC
England v India Twenty20 Intl.
- **17 September** Old Trafford
Manchester Utd v Chelsea