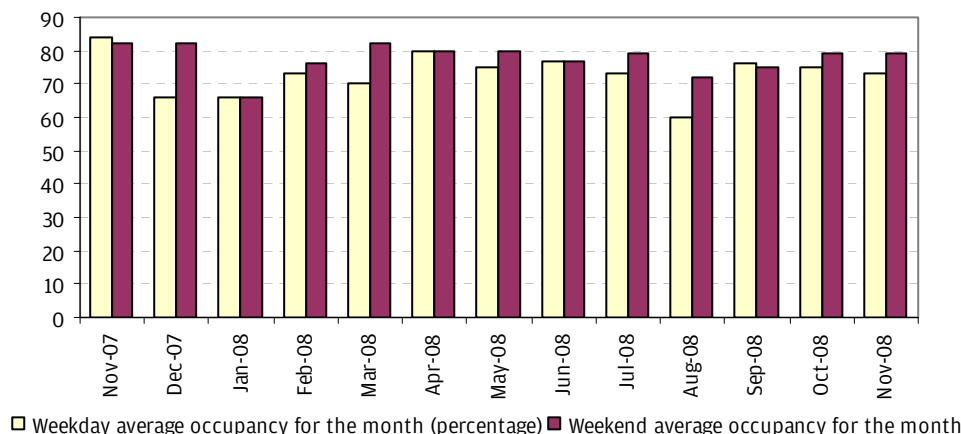


Hotel Occupancy in Greater Manchester

November 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 November 2007 to November 2008



November 2008 averages

Weekday average:
73%

Weekend average:
79%

Monthly average:
75%

Weekday = Sun night to Thurs night
Weekend = Fri night and Sat night

Key Dates and Figures

- The highest occupancy rate in November was 95% on Tuesday 11 November. This coincided with Manchester United in the League Cup, the WWE 2008 Survivor Series Tour at the M.E.N. Arena and conferences across the city.
- The second highest rate of 90% occurred on Saturday 15 November when the World Sport 08 Revolution 21 cycling event took place and there were premiership matches at Old Trafford and the Reebok Stadium.

Advance Bookings

Month	Advance bookings at November 2008 Occupancy (%)	Advance bookings at November 2007 Occupancy (%)	Advance bookings at November 2006 Occupancy (%)
December	57	63	61
January	26	31	34
February	24	26	27

Future Key Events

The events listed below are just a few events that are scheduled for January, February & March that are likely to have a significant impact on hotel occupancy.

Manchester United Football Club

11, 14 January, 02, 17, 21, 28 February and 14 March - premiership
20 January - League Cup against Derby
11 March - UEFA Champions League against Inter-Milan

Concerts

29 January : Pussycat Dolls (M.E.N. Arena)
20 March : Lionel Richie (M.E.N. Arena)
30-31 March : Tina Turner (M.E.N. Arena)

