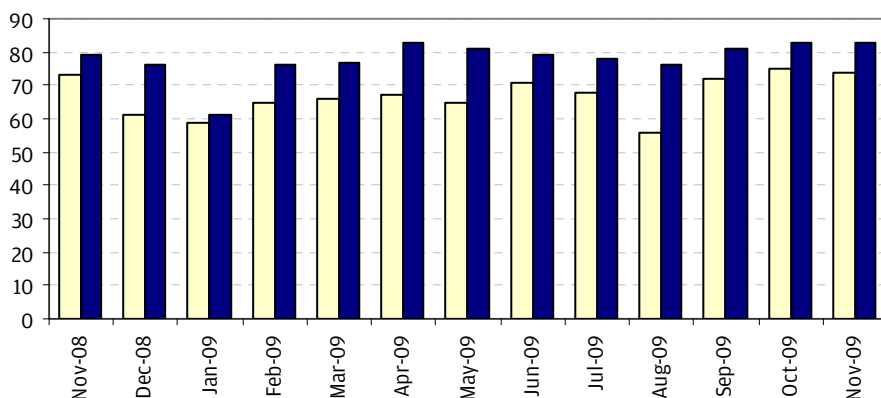


Hotel Occupancy in Greater Manchester

November 2009

Hotel occupancy is measured within Greater Manchester through the hotels subscribed to the LJForecaster tool operated by LJ Research. Occupancy for the previous month is identified along with advanced sales for the coming 11 months. The project is funded by the Northwest Regional Development Agency (NWDA).

Monthly room occupancy from November 2008 to November 2009



November 2009 averages

Weekday average:

74%

Weekend average:

83%

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 and Figures

- Saturday 21 November had the highest occupancy rate of 97% when Manchester United played at Old Trafford and Arctic Monkeys performed at the M.E.N. Arena. This was also the first weekend of the Manchester Christmas Markets.
- The second highest occupancy rate was 96% on Tuesday 10 November, when Manchester Central hosted two conferences and an exhibition.

Advance Bookings

Month	Advance bookings at November 2009 Occupancy (%)	Advance bookings at November 2008 Occupancy (%)	Advance bookings at November 2007 Occupancy (%)
December	58	57	63
January	22	26	31
February	19	24	26

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.

03 January 2009	Manchester United v Leeds United (FA Cup at Old Trafford)
16, 19 & 26 January	Manchester United in Premiership (Old Trafford)
29 January	TNA Wrestling (M.E.N. Arena)
05-07 February	English National Badminton Championships (Velodrome)
06 & 27 February	Manchester United in Premiership (Old Trafford)
07-14 February	National Squash Championships (Sportcity)
21 February	English Indoor Rowing Championships (Velodrome)
11 March	Whyte & Mackay Premier League Darts (M.E.N. Arena)
13 & 20 March	Manchester United in Premiership (Old Trafford)
14 March	The X Factor Live Tour (M.E.N. Arena)

