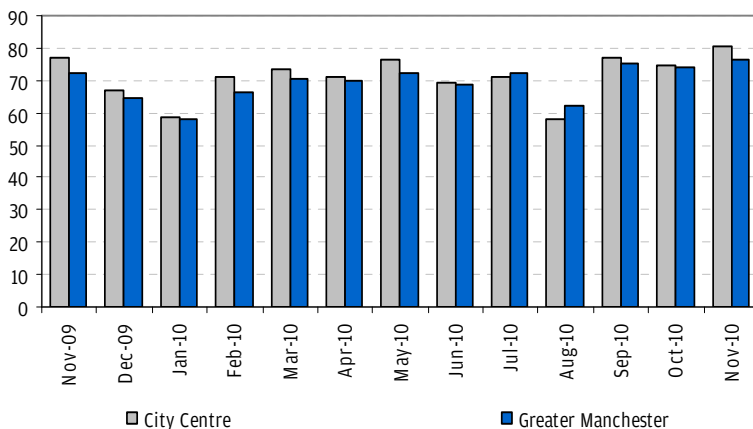


NOVEMBER 2010

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: 77%
City centre monthly average: 80%
 City centre weekend average: 91%
 City centre weekday average: 76%

Monthly Room Occupancy November 2009-November 2010



Compared with November 2009, average occupancy rates showed an increase of 5% in the city centre and increase of 6% across Greater Manchester for November 2010.

Key dates for November 2010 occupancy levels

A 99% occupancy rate was achieved on five dates during November. In addition to the start of Manchester's Christmas Markets below are some of the events that have likely to have contributed to these:

Wednesday 10 November

Premiership matches at City of Manchester Stadium and DW Stadium and CIPD conference at Manchester Central.

Saturday 13 November

WBA Heavyweight Championship at the M.E.N. Arena

Saturday 20 November

Revolution Cycling (Velodrome), exhibition at Manchester Central and concert at the M.E.N. Arena

Friday 26 November

Andrea Bocelli at the M.E.N. Arena

Saturday 27 November

Classical Spectacular at the M.E.N. Arena and premiership match at Old Trafford

FUTURE EVENTS

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

January to March 2011

- **04 January** Old Trafford
Manchester Utd in Premiership
- **09 January** Old Trafford
Manchester Utd in FA Cup
- **28 January** M.E.N. Arena
TNA Maximum Impact
- **01 February** Old Trafford
Manchester United Premiership
- **04-06 February** Velodrome
National Badminton Championships
- **06-13 February** Sportcity
National Squash Championships
- **12 February** Old Trafford
Manchester United in Premiership
- **10 March** M.E.N. Arena
Premier League Darts
- **12-13 March** M.E.N. Arena
X Factor Live
- **15 March** Old Trafford
Manchester United in UEFA Champions League
- **19 March** Old Trafford
Manchester United in Premiership
- **20-21 March** M.E.N. Arena
Justin Bieber
- **24 March** M.E.N. Arena
Enrique Iglesias
- **26 March** Aquatics Centre
National Water Polo Championships

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

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