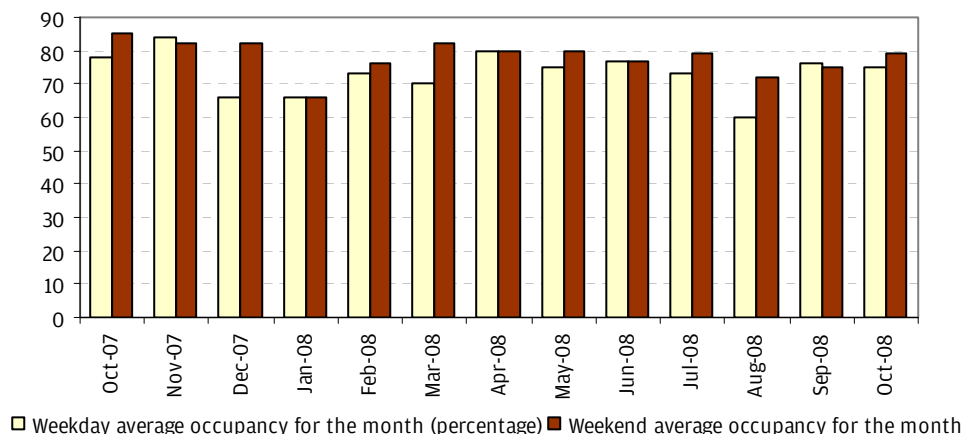


Hotel Occupancy in Greater Manchester

October 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 October 2007 to October 2008



October 2008 averages

Weekday average:
75%

Weekend average:
79%

Monthly average:
76%

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

Key Dates and Figures

- The highest occupancy rate of 98% occurred on Tuesday 21 October when Manchester United played Celtic in the UEFA Champions League.
- The next highest occupancy rate of 93% was reached on two dates. Saturday 18 October reached this when 'Manchester World Sport 08' continued with the Hi-Tech World Squash Championships. There were also premiership matches at Old Trafford and Bolton's Reebok Stadium and exhibitions and a conference at Manchester Central. Wednesday 29 October also reached 93% and this coincided with premiership matches.

Advance Bookings

Month	Advance bookings at October 2008 Occupancy (%)	Advance bookings at October 2007 Occupancy (%)	Advance bookings at October 2006 Occupancy (%)
November	61	67	73
December	37	45	46
January	20	25	27

Future Key Events

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

Manchester World Sport 08 :	Revolution Cycling 23 at the Velodrome (10 Jan)
Manchester United FC :	Premiership (06 & 29 Dec, 10 & 31 Jan) European - Aalborg BK in UEFA Champions League (10 Dec)
Manchester City FC :	European - Paris Saint Germain in UEFA Cup (03 Dec)
Concerts :	Katherine Jenkins (M.E.N. Arena) & Madness (Manchester Central) (18 Dec) Elton John (M.E.N. Arena) (20 & 21 Dec) New Kids on the Block (M.E.N. Arena) (16 Jan)