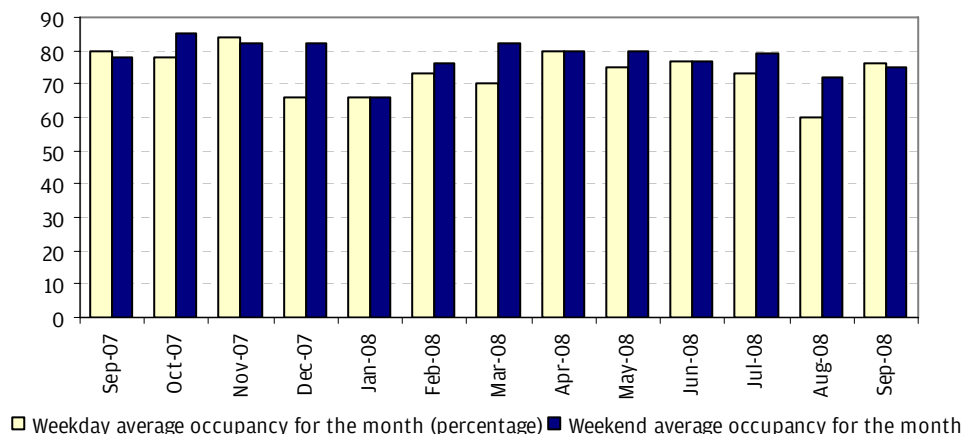


Hotel Occupancy in Greater Manchester

September 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 September 2007 to September 2008



September 2008 averages

Weekday average:
76%

Weekend average:
75%

Monthly average:
76%

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

Key Dates and Figures

- The highest occupancy rate in September was 97% on Wednesday 17 September. This coincided with the 2008 Champions League match between Manchester United and Villa Real.
- The second highest rate of 96% occurred on Monday 22 September during the 2008 Labour Party Annual Conference.

Advance Bookings

Month	Advance bookings at September 2008 Occupancy (%)	Advance bookings at September 2007 Occupancy (%)	Advance bookings at September 2006 Occupancy (%)
October	60	63	62
November	41	49	51
December	28	36	31

Future Key Events

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

1 & 15 November	Manchester United (Premier League at Old Trafford)
15 November	Revolution Cycling 21 (Velodrome)
25-26 November	Cliff Richard Golden Anniversary (M.E.N. Arena)
3 December	Manchester City v Paris Saint Germain (UEFA Cup)
6 December	Revolution Cycling 22 (Velodrome)
6, 20 & 29 December	Manchester United (Premier League at Old Trafford)
10 December	Manchester United v Aalborg BK (UEFA Champions League at Old Trafford)
18 December	Katherine Jenkins (M.E.N. Arena) & Madness (Manchester Central)
20-21 December	Elton John (M.E.N. Arena)
10 January	Revolution Cycling 21 (Velodrome)
10 & 31 January	Manchester United (Premier League at Old Trafford)

