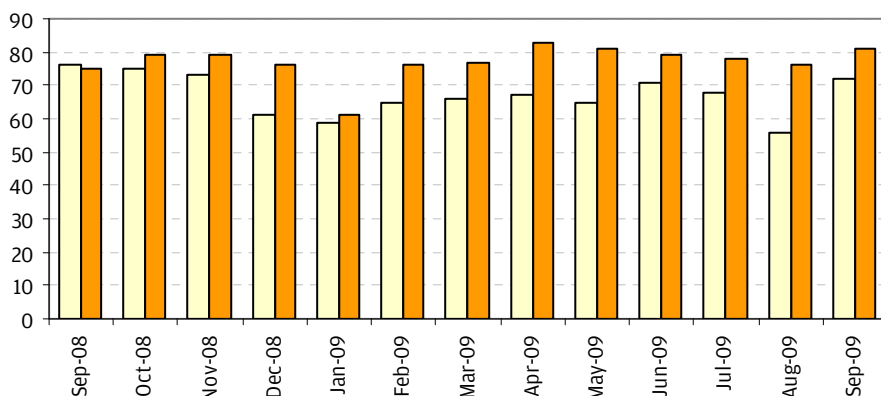


Hotel Occupancy in Greater Manchester

September 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 September 2008 to September 2009



September 2009 averages

Weekday average:
72%

Weekend average:
81%

Monthly average:
75%

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 12 September had the highest occupancy rate of 93% for Coldplay with Jay-Z at the L.C.C.C., the BBC Proms in the Park at Salford and matches at the City of Manchester Stadium & Wigan's DW Stadium.
- The second highest occupancy rate was 92% on Saturday 19 September, which coincided with the Men's National League Water Polo at the Aquatics Centre, a match at Reebok Stadium, and Platform 4 Piccadilly Festival. It may also have been influenced by Manchester United v Manchester City on 20 September.

Advance Bookings

Month	Advance bookings at September 2009 Occupancy (%)	Advance bookings at September 2008 Occupancy (%)	Advance bookings at September 2007 Occupancy (%)
October	60	60	63
November	42	41	49
December	27	28	36

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.

03 & 25 November	Manchester United in UEFA Champions League (Old Trafford)
06-08 November	Paralympic World Track Championships (Velodrome)
07-08 November	Swimnorthwest Championships (Aquatics Centre)
09-11 November	BCSC Shopping Centre Management Conference & Exhibition (Manchester Central)
14 Nov; 05 Dec; 16 Jan	Revolution Cycling 25, 26 & 27 (Velodrome)
17-19 November	CIPD Annual Conference & Exhibition (Manchester Central)
21 November	Manchester United in Premiership (Old Trafford)
23-24 November	SAP UK & Ireland USER Group Conference 2009
12, 15 & 28 December	Manchester United in Premiership (Old Trafford)
16 & 26 January	Manchester United in Premiership (Old Trafford)

