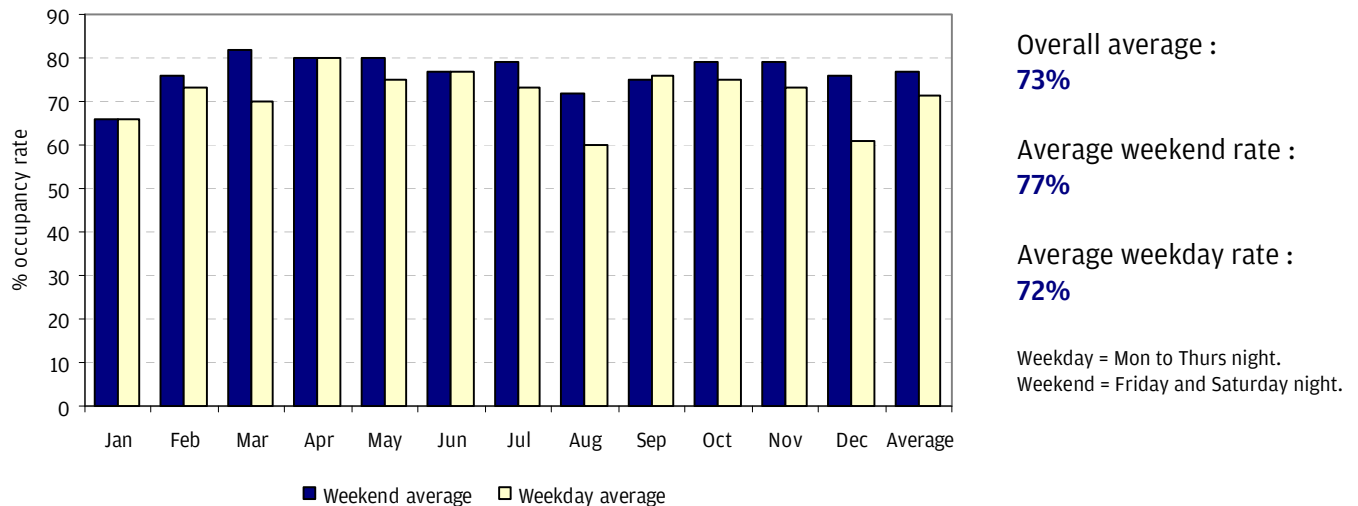


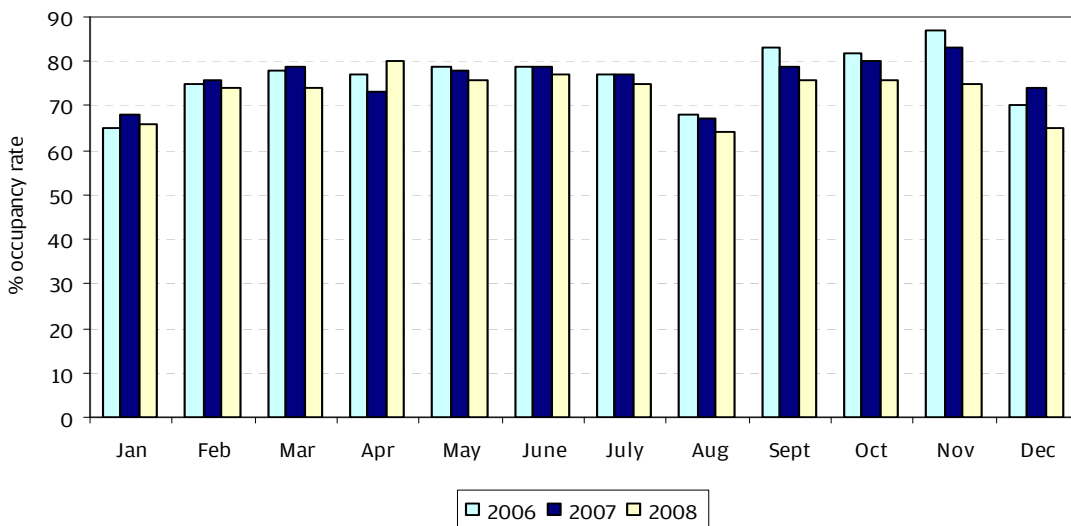
Hotel Occupancy in Greater Manchester

2008

Manchester Hotels 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).



The chart above shows the trend for 2008 split by weekend and weekday average monthly occupancy. The weekend occupancy rate was higher than or equal to the weekday rate throughout the year with the exception of September. April was the busiest month with a monthly average of 80%, although in March the average weekend rate reached 82%. The chart below shows the overall monthly averages for the last 3 years.



Average occupancy levels for 2008 are generally lower than the previous two years, with the exception of April which was one of the busiest months of the last three years. The autumn months from August-November have seen a decline in occupancy levels every year since 2006, which was this year exacerbated by the economic downturn.

2008 Key Dates & Events

The highest occupancy rate reached was 98%. The dates in the tables below were when occupancy rates rose to 97% or 98% and are likely to be largely influenced by the event/s stated.

2008 was Manchester's World Sport 08 year and the highest occupancy rates of 98% were influenced by the number of spectators (home and visiting) at world sports events and other major sporting events. Concerts & performances at the M.E.N. Arena also influenced higher occupancy rates.

98%	
Tue 04 March	UEFA Champions League: Manchester United v Lyon at Old Trafford.
Wed 09 April	UEFA Champions League: Manchester United v Roma at Old Trafford; and the World Sport 08 : 9th FINA World Swimming Championships at the M.E.N. Arena.
Wed 14 May	UEFA Cup Final: Glasgow Rangers v Zenit St Petersburg at the City of Manchester Stadium; and 'Viva La Diva' at the M.E.N. Arena with Darcey Bussell & Katherine Jenkins.
Sat 24 May	England v New Zealand in a 5-day test match at Lancashire County Cricket Ground; the Ricky Hatton boxing event with Juan Lazcano at the City of Manchester Stadium; and the Osmonds at the M.E.N. Arena.
Tue 21 October	UEFA Champions League: Manchester United v Celtic at Old Trafford.

97%	
Wed 30 January	Premiership: Manchester United v Portsmouth at Old Trafford.
Tue 17-Wed 18 June	The Police at the M.E.N. Arena.
Wed 17 September	UEFA Champions League: Manchester United v Villa Real at Old Trafford.
Sat 06 December	Premiership: Manchester United v Sunderland at Old Trafford and Bolton Wanderers v Chelsea at the Reebok Stadium; Revolution 22 at the Velodrome and the Mighty Boosh at the M.E.N. Arena.

Annual Occupancy Trends

The table below shows the yearly average occupancy rates from 2000 to 2008. The global economic downturn is likely to have had a negative effect on 2008 occupancy rates, especially for the second half of the year. A number of new hotel openings have also increased the number of rooms available.

Year	2000	2001	2002	2003	2004	2005	2006	2007	2008
Average occupancy Rate	73%	72%	71%	70%	73%	75%	77%	76%	73%

Please note that Manchester has used the LJ Forecaster tool since August 2002. Before this Marketing Manchester collected occupancy data.

