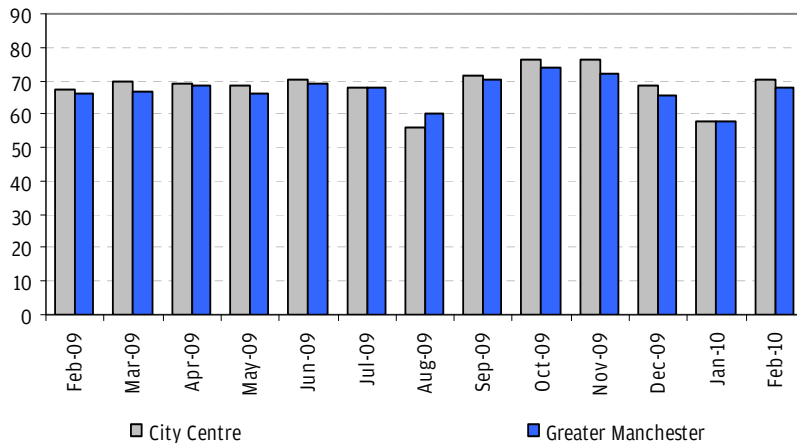


FEBRUARY 2010

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: 68%
City centre monthly average: 70%
 City centre weekend average: 78%
 City centre weekday average: 67%

Monthly Room Occupancy February 2009-February 2010



Average room occupancy in Greater Manchester is 2.6% higher in February 2010 compared with the same month last year. In the city centre, average room occupancy increased by 3.8%.

Key dates for February 2010 occupancy levels

Saturday 13 February

96% occupancy in the city centre when Manchester City played in the FA Cup and Ne-Yo played at the M.E.N. Arena.

Tuesday 23 February

93% occupancy in the city centre when Manchester United played in the Premiership and there was a conference at Manchester Central.

FUTURE EVENTS

The events below are just some of the events scheduled for the following few months that are likely to have a significant impact on hotel occupancy.

April-June 2010

- **03 April** **M.E.N. Arena**
WBA Heavyweight Championship of the World
- **03 April** **Old Trafford**
Manchester United in Premiership
- **07 April** **Old Trafford**
Manchester United in UEFA Champions League
- **11 April** **M.E.N. Arena**
WrestleMania Tour
- **13-18 April** **M.E.N. Arena**
European Badminton Championships
- **24 April** **Old Trafford**
Manchester United in Premiership
- **09 May** **Old Trafford**
Manchester United in Premiership
- **16 May**
BUPA Great Manchester Run
- **22-23 May** **Velodrome**
GB Mixed Martial Arts Tournament
- **26-27 May** **M.E.N. Arena**
Rod Stewart
- **04-06 June** **L.C.C.C.**
England Test Match
- **27 June** **L.C.C.C.**
England One Day International

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

NB: In January 2010 Visit Manchester changed occupancy tools and consequently is gaining data for a differing sample of hotels than previously. Due to this the 2009 figures above may differ from those previously released during 2009.