

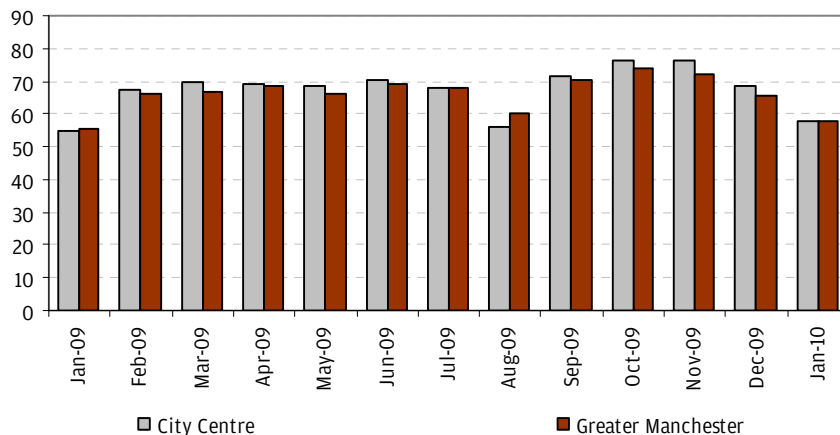


## JANUARY 2010

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: 58%**  
**City centre monthly average: 58%**  
 City centre weekend average: 60%  
 City centre weekday average: 57%

### Monthly Room Occupancy January 2009-January 2010



In Manchester city centre, average room occupancy in January 2010 showed an increase of 5.3% since the same month last year. Average room occupancy for Greater Manchester showed a 4% increase.

### Key dates for January 2010 occupancy levels

#### Wednesday 27 January

93% occupancy in the city centre when Manchester United played Manchester City in the League Cup and a conference began at Manchester Central.

#### Saturday 16 January

88% occupancy in the city centre when Manchester United played in the Premiership, the Velodrome hosted Revolution 27 and Manchester Central hosted an exhibition.

### 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.

#### March-May 2010

- **10 March** **Old Trafford**  
Manchester United in UEFA Champions League
- **14 March** **Old Trafford**  
Manchester United in Premiership
- **21 March** **Old Trafford**  
Manchester United in Premiership
- **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
- **26-27 May** **M.E.N. Arena**  
Rod Stewart

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 different sample of hotels than previously. Due to this the 2009 figures above may differ from those previously released during 2009.

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