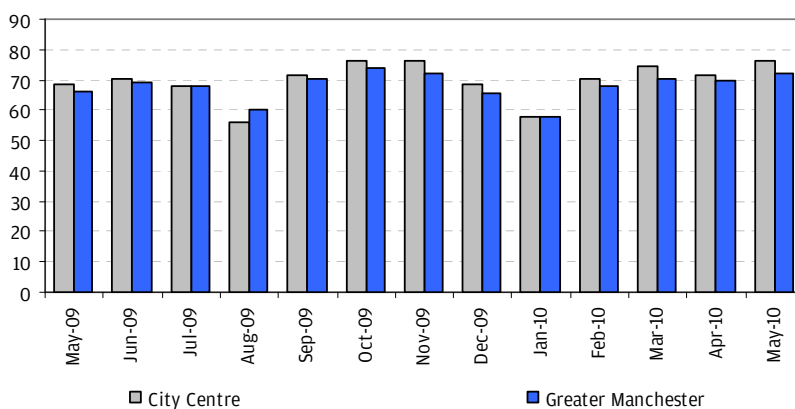


MAY 2010

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 (NWRDA).

Greater Manchester monthly average: 72%
City centre monthly average: 76%
 City centre weekend average: 85%
 City centre weekday average: 73%

Monthly Room Occupancy May 2009-May 2010



Average room occupancy in the city centre was up 10.9% compared with May 2009, while Greater Manchester saw growth of 8.8%.

Key Dates for May 2010 Occupancy Levels

Saturday 01 May

95% occupancy on the Saturday of the Early May Bank Holiday which coincided with a charity match at Old Trafford 'United Relief Live', Peter Kay performing at the M.E.N. Arena and a premiership match at Manchester City Football Club.

Saturday 08 May

95% occupancy was reached again the following week on the Saturday night before the last premiership matches of the football season on Sunday at Old Trafford & The Reebok Stadium. This was also the Annual Two Cities Boat Race at Salford Quays and Platt Fields Centenary Weekend.

Note : The occupancy levels in this section are taken from the city centre sample.

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.

July-September 2010

- **02-07 July** **Platt Fields**
National BMX Series
- **18 July** **M.E.N. Arena**
North West Masters Football
- **23-25 July** **various**
Urban Moves Dance Festival 2010
- **23-31 July** **various**
Manchester Jazz Festival 2010
- **26-31 July** **Velodrome**
European Masters Track Championships
- **26 July-01 August** **various**
24:7 Theatre Festival
- **06-08 August** **Platt Fields**
Manchester Food & Drink Festival: Summer in the Park
- **14 August** **Old Trafford**
Manchester United in premiership
- **28 August** **Old Trafford**
Manchester United in premiership
- **27-30 August** **City Centre**
Manchester Pride Big Weekend
- **04 September** **L.C.C.C.**
Muse
- **18 September** **Old Trafford**
Manchester United in premiership
- **23 September** **Velodrome**
National Track Championships

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

Supported by

