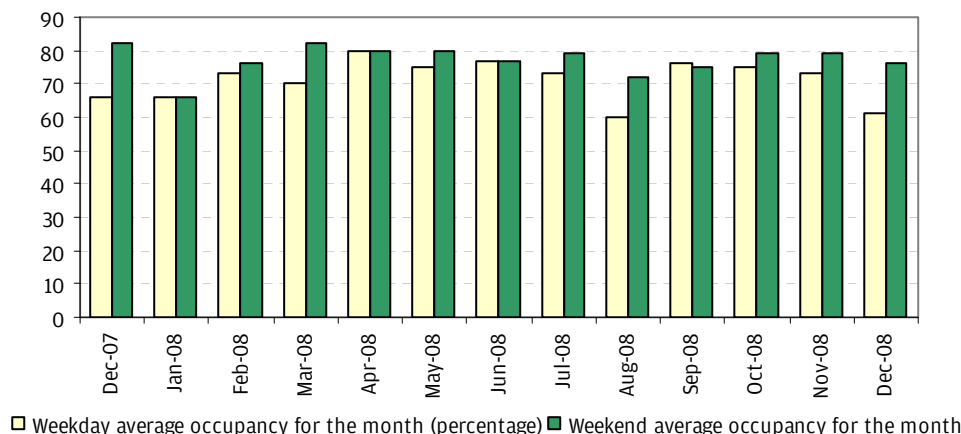


Hotel Occupancy in Greater Manchester

December 2008

Manchester Hoteliers Association (MHA) and a tool called LJ Forecaster identify 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).

Average monthly room occupancy from December 2007 to December 2008



December 2008 averages

Weekday average:
61%

Weekend average:
76%

Monthly average:
65%

Weekday = Sun night to Thurs night
Weekend = Fri night and Sat night

Key Dates and Figures

- The highest occupancy rate of 97% occurred on Saturday 06 December when Old Trafford and the Reebok had premiership matches, Revolution 22 was at the Velodrome and Manchester Central and the Manchester Evening News Arena held events.
- The second highest rate in December was 92% on Wednesday 10 December when Manchester United played Aalborg BK in the UEFA Champions League, Stereophonics performed at the M.E.N. Arena and a Manchester Central held an annual conference.

Advance Bookings

Month	Advance bookings at December 2008 Occupancy (%)	Advance bookings at December 2007 Occupancy (%)	Advance bookings at December 2006 Occupancy (%)
January	40	50	47
February	30	38	33
March	27	41	29

Future Key Events

The events listed below are just a few events that are scheduled for February, March & April that are likely to have a significant impact on hotel occupancy.

Sporting Fixtures

Manchester United (Premier League) 02, 17, 21, 28 February; 14 March; 04 April
 Manchester United (UEFA - Inter Milan) 11 March
 Khan v Barrera (boxing at M.E.N. Arena) 14 March

Key Stadium & Arena Music Events:

Lionel Richie (M.E.N. Arena) 20 March
 Tina Turner (M.E.N. Arena) 30-31 March; 03-04 April
 Pink (M.E.N. Arena) 25 April

