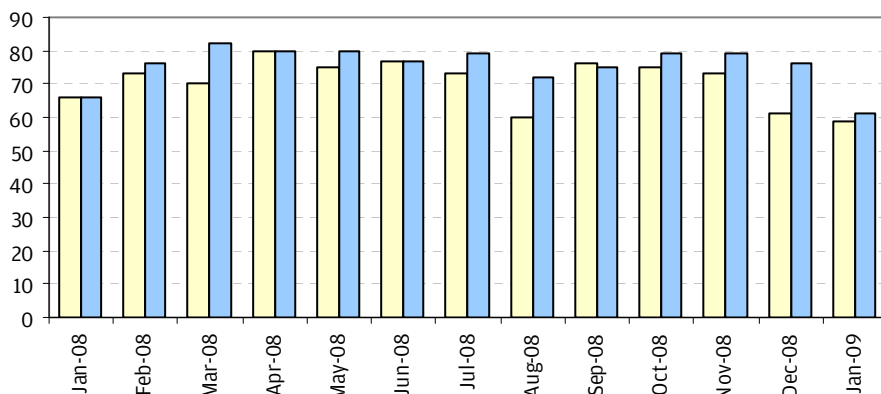


Hotel Occupancy in Greater Manchester

January 2009

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).

Monthly room occupancy from January 2008 to January 2009



January 2009 averages

Weekday average:
59%

Weekend average:
61%

Monthly average:
59%

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

□ Weekday average occupancy for the month (percentage) ■ Weekend average occupancy for the month

Key Dates and Figures

- The highest occupancy rate of 86% on Saturday 31 January coincided with Manchester United v Everton, Bolton Wanderers v Tottenham, the National Badminton Championships at the Velodrome and Keane performing at the M.E.N. Arena.
- The second highest rate in January was 85% on Saturday 24, when Manchester United played Tottenham in the F.A. Cup, as well as the ongoing Strictly Come Dancing Live! at the M.E.N. Arena and The Caravan & Motorhome Show at Manchester Central.

Advance Bookings

Month	Advance bookings at January 2009 Occupancy (%)	Advance bookings at January 2008 Occupancy (%)	Advance bookings at January 2007 Occupancy (%)
February	51	56	56
March	32	45	40
April	28	34	28

Future Key Events

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

Sporting Fixtures

Manchester United v Inter Milan (UEFA) 11 March
 Manchester United (Premier League) 14 March; 04 & 25 April; 9 & 16 May
 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
 Beyoncé (M.E.N. Arena) 27 May

