



Smith Travel Research
Mississippi Hotel & Lodging Association
April 2008 Compared with April 2007

Segment	Operating Performance - April												Participation			
	Occupancy Percent			Average Room Rate			RevPAR			Revenue	Supply	Demand	Properties		Rooms	
	2008	2007	% Chg	2008	2007	% Chg	2008	2007	% Chg	% Chg	% Chg	% Chg	Census	Sample	Census	Sample
United States	63.6	63.9	-0.5	108.07	103.28	4.6	68.76	65.95	4.3	6.8	2.4	2.1	48835	25827	4542909	3113184
East South Central	60.6	61.5	-1.5	79.55	74.38	7.0	48.17	45.75	5.3	8.8	3.4	1.8	3499	1992	293481	193735
Mississippi	63.8	60.4	5.6	73.76	70.22	5.0	47.09	42.43	11.0	17.1	5.5	11.5	606	308	52859	25078
Jackson, MS	67.8	59.3	14.3	70.98	68.49	3.6	48.13	40.61	18.5	25.0	5.5	20.6	109	74	9131	6581
Biloxi-Gulfport MSA	72.4	63.3	14.4	78.31	77.52	1.0	56.69	49.10	15.5	22.5	6.1	21.2	87	42	11734	3795
MS North/Tupelo	58.4	53.7	8.8	75.65	72.31	4.6	44.18	38.83	13.8	13.8	0.0	8.7	112	51	12086	3746
MS Central/Vicksburg	61.1	54.7	11.7	66.43	61.75	7.6	40.59	33.75	20.3	26.1	4.8	17.2	118	50	7296	3716
MS South/Hattiesburg	61.5	73.2	-16.0	69.65	62.53	11.4	42.81	45.76	-6.4	3.8	10.9	-6.9	107	41	6761	3329
MS East Central/Meridian	55.7	63.3	-12.0	76.69	70.91	8.2	42.74	44.92	-4.9	3.3	8.5	-4.5	40	23	3466	1798

Segment	Operating Performance - April - Year to Date												Participation			
	Occupancy Percent			Average Room Rate			RevPAR			Revenue	Supply	Demand	Properties		Rooms	
	2008	2007	% Chg	2008	2007	% Chg	2008	2007	% Chg	% Chg	% Chg	% Chg	Census	Sample	Census	Sample
United States	59.2	60.5	-2.1	108.01	103.17	4.7	63.99	62.43	2.5	4.8	2.2	0.1	48835	25827	4542909	3113184
East South Central	55.1	56.9	-3.2	76.66	72.34	6.0	42.27	41.15	2.7	5.8	3.0	-0.2	3499	1992	293481	193735
Mississippi	61.2	61.1	0.2	72.57	69.76	4.0	44.39	42.60	4.2	9.4	5.0	5.2	606	308	52859	25078
Jackson, MS	63.6	60.8	4.6	69.05	69.00	0.1	43.89	41.96	4.6	9.8	5.0	9.7	109	74	9131	6581
Biloxi-Gulfport MSA	66.7	66.2	0.8	78.36	77.21	1.5	52.23	51.13	2.2	9.5	7.2	7.9	87	42	11734	3795
MS North/Tupelo	55.6	53.9	3.2	74.48	70.73	5.3	41.40	38.12	8.6	8.8	0.2	3.4	112	51	12086	3746
MS Central/Vicksburg	56.5	55.7	1.4	64.86	61.06	6.2	36.64	34.02	7.7	11.6	3.6	5.1	118	50	7296	3716
MS South/Hattiesburg	65.0	69.7	-6.7	67.96	62.82	8.2	44.15	43.81	0.8	9.7	8.9	1.4	107	41	6761	3329
MS East Central/Meridian	55.7	63.5	-12.3	75.09	70.29	6.8	41.86	44.65	-6.2	0.7	7.4	-5.7	40	23	3466	1798

Source: Smith Travel Research

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