

# Mississippi Hotel & Lodging Association

## HOTEL OCCUPANCY REPORT

### Month & YTD - August 2008

#### Current Month - August 2008 vs August 2007

	Occ %		ADR (\$)		RevPAR (\$)		Percent Change from August 2007					
	2008	2007	2008	2007	2008	2007	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold
	United States	67.5	69.9	\$107.01	\$104.14	\$72.18	\$72.76	-3.5	2.8	-0.8	2.0	2.8
East South Central	58.3	62.9	\$77.94	\$75.79	\$45.47	\$47.71	-7.3	2.8	-4.7	-1.8	3.1	-4.5
Mississippi	59.9	63.9	\$77.84	\$73.99	\$46.65	\$47.28	-6.2	5.2	-1.4	3.7	5.2	-1.4
Jackson, MS	55.7	59.4	\$71.41	\$69.14	\$39.79	\$41.04	-6.1	3.3	-3.0	4.1	7.3	0.7
Biloxi-Gulfport MSA	66.4	73.2	\$85.39	\$81.27	\$56.69	\$59.52	-9.4	5.1	-4.8	-1.6	3.4	-6.3
MS North/Tupelo	58.2	61.1	\$80.72	\$74.71	\$46.98	\$45.68	-4.8	8.0	2.9	3.8	0.9	-4.0
MS Central/Vicksburg	59.6	56.5	\$70.00	\$65.65	\$41.72	\$37.12	5.4	6.6	12.4	16.6	3.7	9.3
MS South/Hattiesburg	58.3	65.0	\$72.97	\$68.84	\$42.56	\$44.73	-10.2	6.0	-4.9	5.2	10.5	-0.8
MS East Central/Meridian	57.0	61.8	\$80.00	\$75.89	\$45.60	\$46.90	-7.8	5.4	-2.8	1.3	4.2	-3.9

#### Participation

Properties		Rooms	
Census	Sample	Census	Sample
50,149	26,399	4,633,812	3,164,075
3,542	2,024	296,662	196,067
619	314	53,960	25,787
113	74	9,456	6,617
89	46	12,017	4,340
114	50	12,193	3,605
119	49	7,376	3,646
110	43	6,958	3,508
40	24	3,466	1,849

#### Year to Date - August 2008 vs August 2007

	Occ %		ADR (\$)		RevPAR (\$)		Percent Change from YTD 2007					
	2008	2007	2008	2007	2008	2007	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold
	United States	63.2	64.9	\$107.41	\$103.52	\$67.89	\$67.21	-2.6	3.8	1.0	3.5	2.4
East South Central	58.3	61.1	\$77.83	\$74.39	\$45.40	\$45.48	-4.6	4.6	-0.2	2.9	3.1	-1.7
Mississippi	62.9	63.4	\$74.84	\$71.74	\$47.07	\$45.51	-0.9	4.3	3.4	8.7	5.1	4.2
Jackson, MS	63.1	61.6	\$69.92	\$69.40	\$44.09	\$42.78	2.3	0.8	3.1	8.8	5.5	7.9
Biloxi-Gulfport MSA	70.6	69.8	\$82.18	\$79.51	\$58.02	\$55.50	1.1	3.4	4.5	10.6	5.8	7.0
MS North/Tupelo	57.6	57.5	\$75.95	\$72.14	\$43.75	\$41.49	0.1	5.3	5.4	6.0	0.6	0.7
MS Central/Vicksburg	59.2	58.0	\$67.04	\$63.24	\$39.67	\$36.68	2.0	6.0	8.2	12.7	4.2	6.3
MS South/Hattiesburg	63.6	68.9	\$69.84	\$64.99	\$44.44	\$44.79	-7.7	7.5	-0.8	8.7	9.5	1.1
MS East Central/Meridian	58.9	65.3	\$77.80	\$73.20	\$45.84	\$47.79	-9.8	6.3	-4.1	2.0	6.3	-4.1

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Census	Sample	Census	Sample
50,149	26,399	4,633,812	3,164,075
3,542	2,024	296,662	196,067
619	314	53,960	25,787
113	74	9,456	6,617
89	46	12,017	4,340
114	50	12,193	3,605
119	49	7,376	3,646
110	43	6,958	3,508
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SMITH TRAVEL RESEARCH

A blank row indicates insufficient data.