



Mississippi Hotel & Lodging Association
HOTEL OCCUPANCY REPORT
Month & Year-To-Date - August 2011



	Current Month - August 2011 vs August 2010												Participation			
	Occ %		ADR (\$)		RevPAR (\$)		Percent Change from August 2010						Properties		Rooms	
	2011	2010	2011	2010	2011	2010	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	Census	Sample	Census	Sample
United States	66.2	63.8	\$102.20	\$98.88	\$67.64	\$63.10	3.7	3.4	7.2	7.9	0.7	4.4	52,375	29,751	4,878,891	3,458,487
East South Central	57.9	56.1	\$77.29	\$74.88	\$44.72	\$42.03	3.1	3.2	6.4	7.6	1.1	4.3	3,744	2,316	311,400	216,772
Mississippi	55.2	56.9	\$76.68	\$76.35	\$42.31	\$43.41	-3.0	0.4	-2.5	-1.8	0.7	-2.3	665	377	57,930	31,261
Jackson, MS	51.1	48.5	\$69.56	\$66.73	\$35.54	\$32.39	5.3	4.2	9.7	10.4	0.6	5.9	124	89	10,477	7,842
Biloxi-Gulfport MSA	58.7	73.2	\$83.07	\$83.19	\$48.79	\$60.90	-19.8	-0.1	-19.9	-19.9	-0.0	-19.8	99	58	12,970	6,448
MS North/Tupelo	55.8	53.7	\$84.69	\$83.43	\$47.26	\$44.78	4.0	1.5	5.5	8.1	2.4	6.5	118	58	12,466	4,205
MS Central/Vicksburg	56.5	50.8	\$68.67	\$68.78	\$38.80	\$34.95	11.2	-0.2	11.0	12.1	1.0	12.3	132	62	8,272	4,388
MS South/Hattiesburg	49.0	51.6	\$69.94	\$70.21	\$34.28	\$36.20	-4.9	-0.4	-5.3	-4.2	1.1	-3.9	114	55	7,338	4,071
MS East Central/Meridian	51.7	55.2	\$75.63	\$72.82	\$39.08	\$40.21	-6.4	3.9	-2.8	-5.4	-2.7	-9.0	41	26	3,726	2,130

	Year-To-Date - August 2011 vs August 2010												Participation			
	Occ %		ADR (\$)		RevPAR (\$)		Percent Change from YTD 2010						Properties		Rooms	
	2011	2010	2011	2010	2011	2010	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	Census	Sample	Census	Sample
United States	61.4	58.8	\$101.16	\$97.77	\$62.15	\$57.50	4.5	3.5	8.1	8.9	0.7	5.2	52,375	29,751	4,878,891	3,458,487
East South Central	57.1	55.5	\$77.21	\$74.89	\$44.09	\$41.53	3.0	3.1	6.2	7.1	0.9	3.8	3,744	2,316	311,400	216,772
Mississippi	58.6	57.6	\$76.78	\$75.39	\$44.99	\$43.45	1.7	1.8	3.5	4.2	0.7	2.4	665	377	57,930	31,261
Jackson, MS	54.3	52.4	\$70.49	\$68.31	\$38.31	\$35.79	3.7	3.2	7.0	7.9	0.8	4.6	124	89	10,477	7,842
Biloxi-Gulfport MSA	64.9	73.1	\$84.91	\$81.08	\$55.14	\$59.29	-11.2	4.7	-7.0	-5.3	1.8	-9.6	99	58	12,970	6,448
MS North/Tupelo	59.9	52.8	\$82.17	\$82.11	\$49.20	\$43.34	13.4	0.1	13.5	13.3	-0.2	13.2	118	58	12,466	4,205
MS Central/Vicksburg	56.1	51.6	\$68.34	\$68.12	\$38.31	\$35.18	8.6	0.3	8.9	11.2	2.1	10.9	132	62	8,272	4,388
MS South/Hattiesburg	51.2	51.3	\$69.08	\$69.03	\$35.33	\$35.43	-0.4	0.1	-0.3	-0.8	-0.5	-0.9	114	55	7,338	4,071
MS East Central/Meridian	58.7	56.1	\$75.56	\$73.46	\$44.37	\$41.23	4.6	2.9	7.6	6.4	-1.1	3.4	41	26	3,726	2,130