



Mississippi Hotel & Lodging Association
HOTEL OCCUPANCY REPORT
Month & YTD - August 2010



Current Month - August 2010 vs August 2009												Participation				
United States	Occ %	ADR (\$)		RevPAR (\$)		Percent Change from August 2009			Room Rev	Room Avail	Room Sold	Properties	Rooms			
		2010	2009	2010	2009	Occ	ADR	RevPAR						Census Sample	Census Sample	
United States	63.9	60.1	\$98.69	\$97.21	\$63.08	\$68.38	6.4	1.5	8.1	9.9	1.7	8.3	52,462	28,684	4,860,442	3,382,953
East South Central	56.2	52.0	\$74.49	\$74.79	\$41.88	\$38.89	8.1	-0.4	7.7	8.3	0.6	8.7	3,743	2,179	309,953	205,831
Mississippi	56.5	53.0	\$75.14	\$75.57	\$42.47	\$40.07	6.6	-0.6	6.0	8.9	2.7	9.5	659	347	57,632	29,593
Jackson, MS	48.6	48.7	\$66.38	\$67.90	\$32.25	\$33.05	-0.2	-2.2	-2.4	2.8	5.4	5.2	123	82	10,413	7,389
Biloxi-Gulfport MSA	72.4	70.8	\$81.43	\$82.07	\$58.99	\$58.09	2.3	-0.8	1.5	5.5	3.9	6.4	98	56	12,873	6,562
MS North/Tupelo	53.1	49.0	\$80.72	\$80.79	\$42.89	\$39.60	8.4	-0.1	8.3	9.2	0.8	9.3	115	51	12,380	3,635
MS Central/Vicksburg	50.8	45.7	\$67.85	\$67.77	\$34.46	\$30.96	11.2	0.1	11.3	13.7	2.1	13.5	131	56	8,197	4,013
MS South/Rattiesburg	51.6	43.5	\$70.10	\$68.16	\$36.15	\$29.65	18.5	2.9	21.9	21.8	-0.1	18.4	113	49	7,257	3,655
MS East Central/Meridian	54.9	49.8	\$73.68	\$75.44	\$40.45	\$37.55	10.3	-2.3	7.7	11.2	3.3	13.9	42	24	3,829	1,960
YTD - August 2010 vs August 2009												Participation				
United States	Occ %	ADR (\$)		RevPAR (\$)		Percent Change from YTD 2009			Room Rev	Room Avail	Room Sold	Properties	Rooms			
		2010	2009	2010	2009	Occ	ADR	RevPAR						Census Sample	Census Sample	
United States	58.8	56.0	\$97.70	\$98.70	\$57.47	\$55.28	5.0	-1.0	4.0	6.3	2.3	7.4	52,462	28,684	4,860,442	3,382,953
East South Central	55.2	52.7	\$74.71	\$75.63	\$41.25	\$39.87	4.7	-1.2	3.5	5.2	1.6	6.4	3,743	2,179	309,953	205,831
Mississippi	56.6	54.7	\$74.68	\$75.18	\$42.28	\$41.14	3.5	-0.7	2.8	5.4	2.6	6.1	659	347	57,632	29,593
Jackson, MS	52.4	54.4	\$67.73	\$69.10	\$35.47	\$37.56	-3.6	-2.0	-5.5	-0.1	5.8	1.9	123	82	10,413	7,389
Biloxi-Gulfport MSA	71.3	65.3	\$80.68	\$81.18	\$57.50	\$53.00	9.2	-0.6	8.5	11.3	2.6	12.0	98	56	12,873	6,562
MS North/Tupelo	50.7	49.6	\$79.61	\$79.88	\$40.33	\$39.59	2.2	-0.3	1.9	2.3	0.4	2.6	115	51	12,380	3,635
MS Central/Vicksburg	51.5	49.4	\$67.59	\$67.34	\$34.84	\$33.26	4.3	0.4	4.7	6.2	1.4	5.8	131	56	8,197	4,013
MS South/Rattiesburg	50.3	51.3	\$69.95	\$70.97	\$35.20	\$36.43	-2.0	-1.4	-3.4	-1.2	2.2	0.2	113	49	7,257	3,655
MS East Central/Meridian	56.6	52.7	\$73.73	\$74.07	\$41.72	\$39.05	7.3	-0.5	6.8	8.6	1.7	9.1	42	24	3,829	1,960