



Mississippi Hotel & Lodging Association
HOTEL OCCUPANCY REPORT
Month & Year-End - December 2011



	Current Month - December 2011 vs December 2010												Participation			
	Occ %		ADR (\$)		RevPAR (\$)		Percent Change from December 2010						Properties		Rooms	
	2011	2010	2011	2010	2011	2010	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	Census	Sample	Census	Sample
United States	47.6	45.8	\$99.67	\$96.41	\$47.48	\$44.12	4.1	3.4	7.6	8.1	0.5	4.6	50,840	29,646	4,806,101	3,455,439
East South Central	43.1	41.8	\$72.65	\$71.56	\$31.29	\$29.90	3.1	1.5	4.7	4.6	-0.0	3.1	3,728	2,310	309,790	216,719
Mississippi	42.2	41.5	\$72.06	\$71.27	\$30.44	\$29.57	1.8	1.1	2.9	3.1	0.2	2.0	661	375	57,318	30,859
Jackson, MS	43.9	41.7	\$66.83	\$67.32	\$29.35	\$28.05	5.4	-0.7	4.6	4.6	-0.0	5.4	123	87	10,327	7,608
Biloxi-Gulfport MSA	45.1	45.1	\$78.62	\$79.10	\$35.42	\$35.70	-0.2	-0.6	-0.8	-2.3	-1.5	-1.7	97	58	12,702	6,406
MS North/Tupelo	35.0	37.7	\$77.29	\$73.55	\$27.03	\$27.71	-7.2	5.1	-2.5	0.6	3.2	-4.2	119	59	12,565	4,219
MS Central/Vicksburg	41.2	39.1	\$66.51	\$64.57	\$27.41	\$25.26	5.3	3.0	8.5	7.5	-1.0	4.3	131	62	8,115	4,388
MS South/Hattiesburg	41.9	38.5	\$65.50	\$64.14	\$27.45	\$24.72	8.7	2.1	11.0	11.0	-0.0	8.7	113	55	7,202	4,071
MS East Central/Meridian	46.9	47.0	\$73.26	\$72.62	\$34.39	\$34.13	-0.1	0.9	0.8	0.8	0.0	-0.1	41	25	3,726	1,990

	Year-To-Date - December 2011 vs December 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	60.1	57.5	\$101.64	\$98.06	\$61.06	\$56.43	4.4	3.7	8.2	8.8	0.6	5.0	50,840	29,646	4,806,101	3,455,439
East South Central	55.7	54.1	\$77.35	\$75.30	\$43.07	\$40.74	2.9	2.7	5.7	6.2	0.4	3.4	3,728	2,310	309,790	216,719
Mississippi	56.0	55.3	\$76.62	\$75.22	\$42.95	\$41.64	1.3	1.9	3.2	3.2	0.0	1.3	661	375	57,318	30,859
Jackson, MS	53.1	50.8	\$70.49	\$68.45	\$37.41	\$34.80	4.4	3.0	7.5	7.0	-0.4	3.9	123	87	10,327	7,608
Biloxi-Gulfport MSA	60.8	67.8	\$83.72	\$81.12	\$50.89	\$54.98	-10.3	3.2	-7.4	-7.4	0.0	-10.3	97	58	12,702	6,406
MS North/Tupelo	56.0	51.0	\$83.20	\$81.69	\$46.61	\$41.64	9.9	1.8	11.9	13.0	0.9	10.9	119	59	12,565	4,219
MS Central/Vicksburg	54.4	50.7	\$68.73	\$68.43	\$37.40	\$34.68	7.4	0.4	7.8	8.0	0.1	7.5	131	62	8,115	4,388
MS South/Hattiesburg	50.5	50.5	\$69.36	\$68.91	\$35.03	\$34.79	0.0	0.7	0.7	0.1	-0.5	-0.5	113	55	7,202	4,071
MS East Central/Meridian	56.2	55.2	\$75.18	\$73.06	\$42.25	\$40.35	1.8	2.9	4.7	3.9	-0.8	1.0	41	25	3,726	1,990