



Mississippi Hotel & Lodging Association
HOTEL OCCUPANCY REPORT
Month & Year-End - December 2010



	Current Month - December 2010 vs December 2009												Participation			
	Occ %		ADR (\$)		RevPAR (\$)		Percent Change from December 2009						Properties		Rooms	
	2010	2009	2010	2009	2010	2009	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	Census	Sample	Census	Sample
United States	46.0	43.6	\$96.22	\$94.45	\$44.23	\$41.20	5.4	1.9	7.4	8.6	1.2	6.6	51,218	28,674	4,816,097	3,386,277
East South Central	42.0	40.4	\$71.28	\$70.44	\$29.97	\$28.49	4.0	1.2	5.2	6.4	1.2	5.2	3,749	2,178	312,791	208,346
Mississippi	41.6	39.6	\$71.15	\$70.08	\$29.61	\$27.76	5.1	1.5	6.7	8.0	1.3	6.4	661	349	57,604	29,762
Jackson, MS	42.3	39.6	\$66.81	\$65.12	\$28.24	\$25.79	6.7	2.6	9.5	10.1	0.6	7.4	123	81	10,413	7,233
Biloxi-Gulfport MSA	44.4	44.2	\$77.83	\$72.01	\$34.57	\$31.81	0.6	8.1	8.7	13.1	4.1	4.6	99	56	12,971	6,562
MS North/Tupelo	38.3	34.4	\$75.77	\$77.27	\$29.03	\$26.58	11.4	-1.9	9.2	8.5	-0.7	10.6	115	53	12,176	3,821
MS Central/Vicksburg	39.3	36.4	\$63.92	\$65.23	\$25.09	\$23.76	7.8	-2.0	5.6	8.3	2.6	10.6	131	54	8,193	3,896
MS South/Hattiesburg	37.9	38.3	\$63.61	\$66.36	\$24.10	\$25.39	-1.0	-4.1	-5.1	-6.0	-1.0	-2.0	114	51	7,339	4,000
MS East Central/Meridian	48.2	46.8	\$72.84	\$71.43	\$35.14	\$33.42	3.1	2.0	5.1	8.6	3.3	6.5	42	25	3,829	2,071

	Year-End - December 2010 vs December 2009												Participation			
	Occ %		ADR (\$)		RevPAR (\$)		Percent Change from YTD 2009						Properties		Rooms	
	2010	2009	2010	2009	2010	2009	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	Census	Sample	Census	Sample
United States	57.6	54.5	\$98.08	\$98.17	\$56.47	\$53.50	5.7	-0.1	5.5	7.6	2.0	7.7	51,218	28,674	4,816,097	3,386,277
East South Central	54.0	51.2	\$75.08	\$75.23	\$40.51	\$38.56	5.3	-0.2	5.1	6.4	1.3	6.7	3,749	2,178	312,791	208,346
Mississippi	54.7	52.0	\$74.71	\$74.77	\$40.84	\$38.92	5.0	-0.1	4.9	7.3	2.2	7.4	661	349	57,604	29,762
Jackson, MS	50.8	51.4	\$67.83	\$68.69	\$34.47	\$35.34	-1.2	-1.3	-2.4	2.2	4.8	3.5	123	81	10,413	7,233
Biloxi-Gulfport MSA	66.3	61.5	\$80.71	\$79.72	\$53.55	\$49.00	7.9	1.2	9.3	12.6	3.1	11.2	99	56	12,971	6,562
MS North/Tupelo	49.9	47.8	\$80.32	\$80.76	\$40.05	\$38.58	4.4	-0.5	3.8	3.6	-0.2	4.2	115	53	12,176	3,821
MS Central/Vicksburg	50.7	47.2	\$67.96	\$67.81	\$34.44	\$31.98	7.5	0.2	7.7	9.6	1.7	9.3	131	54	8,193	3,896
MS South/Hattiesburg	49.5	47.6	\$69.39	\$70.09	\$34.34	\$33.38	3.9	-1.0	2.9	3.9	1.0	5.0	114	51	7,339	4,000
MS East Central/Meridian	55.6	51.7	\$73.58	\$73.60	\$40.90	\$38.04	7.6	-0.0	7.5	9.9	2.2	9.9	42	25	3,829	2,071