



Smith Travel Research

**Mississippi Hotel & Lodging Association - HOTEL OCCUPANCY REPORT
February 2008 Compared with February 2007**

Segment	Operating Performance - February												Participation			
	Occupancy Percent			Average Room Rate			RevPAR			Revenue	Supply	Demand	Properties		Rooms	
	2008	2007	% Chg	2008	2007	% Chg	2008	2007	% Chg	% Chg	% Chg	% Chg	Census	Sample	Census	Sample
United States	59.3	60.0	-1.2	108.46	104.06	4.2	64.32	62.43	3.0	5.2	2.1	1.0	48067	25557	4488131	3081526
East South Central	55.0	55.6	-1.1	75.77	71.53	5.9	41.69	39.79	4.8	7.8	2.9	1.8	3465	1963	290538	191524
Mississippi	63.4	63.3	0.2	72.28	69.11	4.6	45.85	43.77	4.8	9.6	4.6	4.8	598	302	52035	24519
Jackson, MS	66.0	65.3	1.1	68.86	69.60	-1.1	45.41	45.47	-0.1	4.7	4.8	5.8	108	73	9071	6521
Biloxi-Gulfport MSA	68.1	71.0	-4.1	77.98	75.56	3.2	53.08	53.67	-1.1	5.1	6.2	1.8	86	41	11443	3685
MS North/Tupelo	58.3	54.0	8.0	74.73	69.25	7.9	43.54	37.37	16.5	17.2	0.6	8.6	111	51	12092	3753
MS Central/Vicksburg	56.7	56.3	0.7	64.57	60.63	6.5	36.63	34.16	7.2	10.2	2.8	3.5	117	50	7217	3656
South/Hattiesburg	70.3	72.5	-3.0	67.55	62.59	7.9	47.52	45.40	4.7	14.1	9.0	5.7	105	40	6558	3260
Central/Meridian	56.3	64.3	-12.4	73.67	70.14	5.0	41.51	45.11	-8.0	-0.1	8.5	-4.9	40	23	3466	1798

Segment	Operating Performance - February - Year to Date												Participation			
	Occupancy Percent			Average Room Rate			RevPAR			Revenue	Supply	Demand	Properties		Rooms	
	2008	2007	% Chg	2008	2007	% Chg	2008	2007	% Chg	% Chg	% Chg	% Chg	Census	Sample	Census	Sample
United States	55.3	56.1	-1.4	107.09	102.03	5.0	59.17	57.22	3.4	5.6	2.1	0.6	48067	25557	4488131	3081526
East South Central	50.3	51.3	-1.9	74.83	70.50	6.1	37.62	36.17	4.0	7.0	2.8	0.8	3465	1963	290538	191524
Mississippi	57.7	58.3	-1.0	71.68	69.21	3.6	41.39	40.36	2.6	7.5	4.8	3.8	598	302	52035	24519
Jackson, MS	60.5	59.3	2.0	68.39	69.08	-1.0	41.36	40.94	1.0	5.9	4.8	7.0	108	73	9071	6521
Biloxi-Gulfport MSA	60.7	64.8	-6.3	77.36	76.83	0.7	46.96	49.75	-5.6	2.5	8.6	1.8	86	41	11443	3685
MS North/Tupelo	51.7	50.6	2.2	73.88	69.91	5.7	38.18	35.37	7.9	8.4	0.5	2.6	111	51	12092	3753
MS Central/Vicksburg	53.0	52.5	1.0	64.27	60.15	6.8	34.06	31.60	7.8	10.8	2.8	3.7	117	50	7217	3656
South/Hattiesburg	65.3	64.3	1.6	66.97	62.52	7.1	43.73	40.19	8.8	16.2	6.8	8.5	105	40	6558	3260
Central/Meridian	53.9	61.6	-12.5	74.39	69.79	6.6	40.09	42.99	-6.7	-0.9	6.2	-7.0	40	23	3466	1798

Source: Smith Travel Research

The information contained in this report is based upon independent surveys and research from sources considered reliable but no representation is made as to its completeness or accuracy. This information is in no way to be construed as a recommendation by Smith Travel Research of any industry standard and is intended solely for the internal purposes of your company and should not be published in any manner unless authorized by Smith Travel Research. Copyright 2008 Smith Travel Research.