



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



Current Month - February 2010 vs February 2009

	Occ %		ADR (\$)		RevPAR (\$)		Percent Change from February 2009					
	2010	2009	2010	2009	2010	2009	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold
	United States	53.0	52.5	\$96.40	\$100.92	\$51.09	\$53.00	0.9	-4.5	-3.6	-0.8	2.9
East South Central	48.9	50.0	\$72.78	\$75.33	\$35.58	\$37.70	-2.3	-3.4	-5.6	-3.2	2.6	0.2
Mississippi	52.8	52.4	\$72.69	\$74.14	\$38.41	\$38.88	0.8	-2.0	-1.2	0.8	2.0	2.8
Jackson, MS	54.2	56.9	\$69.39	\$70.68	\$37.59	\$40.21	-4.8	-1.8	-6.5	-1.6	5.3	0.2
Biloxi-Gulfport MSA	59.0	54.7	\$73.93	\$79.50	\$43.65	\$43.48	8.0	-7.0	0.4	1.5	1.1	9.2
MS North/Tupelo	46.4	49.5	\$78.47	\$77.51	\$36.41	\$38.34	-6.2	1.2	-5.0	-5.0	0.0	-6.2
MS Central/Vicksburg	45.9	47.0	\$66.46	\$66.75	\$30.50	\$31.40	-2.4	-0.4	-2.9	-1.5	1.4	-1.1
MS South/Hattiesburg	54.5	55.6	\$71.89	\$71.05	\$39.17	\$39.47	-1.9	1.2	-0.8	2.5	3.3	1.3
MS East Central/Meridian	56.2	45.5	\$72.94	\$73.36	\$41.03	\$33.39	23.6	-0.6	22.9	22.9	0.0	23.6

Participation

Properties		Rooms	
Census	Sample	Census	Sample
50,932	28,169	4,779,181	3,343,696
3,712	2,140	310,502	204,956
656	344	57,129	28,365
122	81	10,350	7,284
95	51	12,450	5,005
117	55	12,431	4,096
129	56	8,085	4,083
116	48	7,473	3,768
41	24	3,708	1,950

YTD - February 2010 vs February 2009

	Occ %		ADR (\$)		RevPAR (\$)		Percent Change from YTD 2009					
	2010	2009	2010	2009	2010	2009	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold
	United States	48.8	48.7	\$95.23	\$101.02	\$46.49	\$49.20	0.2	-5.7	-5.5	-2.7	2.9
East South Central	44.3	45.7	\$71.59	\$74.06	\$31.69	\$33.88	-3.2	-3.3	-6.5	-3.9	2.7	-0.6
Mississippi	47.8	49.0	\$71.86	\$73.43	\$34.33	\$35.96	-2.4	-2.1	-4.5	-2.3	2.4	-0.1
Jackson, MS	48.1	51.3	\$68.58	\$70.16	\$32.99	\$36.03	-6.3	-2.2	-8.4	-3.2	5.7	-1.0
Biloxi-Gulfport MSA	53.5	51.6	\$73.07	\$77.68	\$39.05	\$40.07	3.6	-5.9	-2.5	-1.4	1.1	4.8
MS North/Tupelo	42.1	46.9	\$76.84	\$76.88	\$32.34	\$36.09	-10.3	-0.1	-10.4	-9.9	0.6	-9.8
MS Central/Vicksburg	41.2	45.5	\$66.07	\$67.10	\$27.22	\$30.51	-9.4	-1.5	-10.8	-8.8	2.2	-7.4
MS South/Hattiesburg	50.8	51.6	\$71.32	\$70.42	\$36.21	\$36.32	-1.6	1.3	-0.3	3.0	3.3	1.7
MS East Central/Meridian	50.2	41.2	\$72.30	\$72.77	\$36.29	\$29.97	21.9	-0.6	21.1	21.1	0.0	21.9

Participation

Properties		Rooms	
Census	Sample	Census	Sample
50,932	28,169	4,779,181	3,343,696
3,712	2,140	310,502	204,956
656	344	57,129	28,365
122	81	10,350	7,284
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117	55	12,431	4,096
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SMITH TRAVEL RESEARCH

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