



Mississippi Hotel & Lodging Association
HOTEL OCCUPANCY REPORT
Month & Year-To-Date - February 2011



	Current Month - February 2011 vs February 2010												Participation			
	Occ %		ADR (\$)		RevPAR (\$)		Percent Change from February 2010						Properties		Rooms	
	2011	2010	2011	2010	2011	2010	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	Census	Sample	Census	Sample
United States	55.7	53.0	\$98.95	\$96.51	\$55.15	\$51.13	5.2	2.5	7.9	8.9	1.0	6.2	51,080	28,831	4,807,744	3,394,747
East South Central	51.0	49.2	\$74.45	\$73.10	\$37.96	\$36.00	3.5	1.8	5.5	6.4	0.9	4.4	3,742	2,225	311,953	211,152
Mississippi	57.6	54.7	\$75.32	\$73.67	\$43.37	\$40.28	5.3	2.2	7.7	9.0	1.3	6.6	662	354	57,672	30,279
Jackson, MS	55.7	53.1	\$71.03	\$69.55	\$39.58	\$36.91	5.0	2.1	7.2	8.7	1.3	6.4	124	84	10,481	7,583
Biloxi-Gulfport MSA	64.1	64.8	\$81.77	\$75.80	\$52.45	\$49.13	-1.0	7.9	6.8	11.1	4.1	3.0	99	57	12,971	6,658
MS North/Tupelo	60.3	49.8	\$80.86	\$81.51	\$48.75	\$40.56	21.2	-0.8	20.2	18.6	-1.4	19.5	115	54	12,177	3,908
MS Central/Vicksburg	51.2	45.9	\$67.11	\$66.44	\$34.35	\$30.47	11.6	1.0	12.7	15.6	2.6	14.5	131	54	8,192	3,874
MS South/Hattiesburg	51.1	55.2	\$67.50	\$70.00	\$34.49	\$38.67	-7.5	-3.6	-10.8	-11.8	-1.1	-8.5	114	50	7,339	3,947
MS East Central/Meridian	54.8	55.3	\$73.98	\$72.99	\$40.51	\$40.38	-1.0	1.4	0.3	3.6	3.3	2.2	42	26	3,829	2,130

	Year-End - February 2011 vs February 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	51.5	48.8	\$97.89	\$95.30	\$50.41	\$46.54	5.4	2.7	8.3	9.4	1.0	6.5	51,080	28,831	4,807,744	3,394,747
East South Central	45.8	44.7	\$73.28	\$71.82	\$33.58	\$32.09	2.6	2.0	4.6	5.5	0.9	3.4	3,742	2,225	311,953	211,152
Mississippi	51.1	49.6	\$74.19	\$72.89	\$37.92	\$36.18	3.0	1.8	4.8	6.1	1.3	4.3	662	354	57,672	30,279
Jackson, MS	50.1	46.9	\$70.31	\$68.68	\$35.24	\$32.23	6.8	2.4	9.3	10.8	1.3	8.2	124	84	10,481	7,583
Biloxi-Gulfport MSA	56.7	59.2	\$80.31	\$75.06	\$45.58	\$44.40	-4.1	7.0	2.6	6.8	4.1	-0.2	99	57	12,971	6,658
MS North/Tupelo	52.1	45.5	\$79.14	\$80.21	\$41.22	\$36.47	14.6	-1.3	13.0	11.5	-1.4	13.0	115	54	12,177	3,908
MS Central/Vicksburg	46.8	41.2	\$66.37	\$66.07	\$31.05	\$27.24	13.5	0.5	14.0	17.0	2.6	16.4	131	54	8,192	3,874
MS South/Hattiesburg	44.3	51.6	\$66.95	\$69.35	\$29.67	\$35.80	-14.2	-3.5	-17.1	-18.0	-1.0	-15.1	114	50	7,339	3,947
MS East Central/Meridian	50.9	49.7	\$73.58	\$72.11	\$37.45	\$35.86	2.4	2.0	4.4	7.9	3.3	5.7	42	26	3,829	2,130