



**Smith Travel Research**  
**Mississippi Hotel & Lodging Association - OCCUPANCY REPORT**  
**January 2008 Compared with January 2007**

Segment	Operating Performance - January												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	51.6	52.5	-1.7	105.64	99.95	5.7	54.52	52.50	3.8	5.9	2.0	0.2	47980	25417	4478881	3069294
East South Central	46.0	47.4	-3.0	73.83	69.41	6.4	33.95	32.90	3.2	6.1	2.8	-0.3	3459	1953	289756	191034
Mississippi	52.4	53.7	-2.4	71.19	69.36	2.6	37.29	37.25	0.1	5.0	4.9	2.3	594	297	51642	23954
Jackson, MS	55.5	53.8	3.2	67.87	68.52	-0.9	37.69	36.85	2.3	7.2	4.8	8.2	108	72	9071	6458
Biloxi-Gulfport MSA	53.7	58.8	-8.7	76.93	78.29	-1.7	41.29	46.04	-10.3	-0.9	10.5	0.9	85	41	11341	3693
MS North/Tupelo	45.7	47.5	-3.8	72.93	70.69	3.2	33.32	33.55	-0.7	-0.4	0.3	-3.5	111	48	12092	3451
MS Central/Vicksburg	49.6	49.0	1.2	64.04	59.73	7.2	31.77	29.28	8.5	11.6	2.8	4.1	117	50	7217	3668
MS South/Hattiesburg	59.8	57.0	4.9	67.08	62.44	7.4	40.11	35.60	12.7	18.1	4.9	10.0	104	40	6477	3180
MS East Central/Meridian	51.6	59.2	-12.8	75.12	69.45	8.2	38.76	41.08	-5.6	-1.7	4.2	-9.1	39	22	3326	1658

Segment	Operating Performance - January - Year to Date												Participation			
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Source: Smith Travel Research

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