



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



Current Month - January 2010 vs January 2009

	Occ %		ADR (\$)		RevPAR (\$)		Percent Change from January 2009					
	2010	2009	2010	2009	2010	2009	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold
	United States	45.1	45.2	\$93.93	\$101.11	\$42.35	\$45.74	-0.4	-7.1	-7.4	-4.7	2.9
East South Central	40.1	41.9	\$70.38	\$72.69	\$28.22	\$30.44	-4.2	-3.2	-7.3	-4.5	3.0	-1.3
Mississippi	43.2	45.9	\$70.95	\$72.68	\$30.65	\$33.35	-5.8	-2.4	-8.1	-5.7	2.6	-3.4
Jackson, MS	42.7	46.3	\$67.57	\$69.58	\$28.85	\$32.22	-7.8	-2.9	-10.5	-5.0	6.1	-2.2
Biloxi-Gulfport MSA	48.3	48.7	\$72.09	\$75.84	\$34.85	\$36.97	-0.8	-5.0	-5.7	-4.7	1.1	0.3
MS North/Tupelo	38.2	44.6	\$75.06	\$76.26	\$28.67	\$34.02	-14.4	-1.6	-15.7	-14.8	1.1	-13.5
MS Central/Vicksburg	36.9	44.0	\$65.74	\$67.49	\$24.24	\$29.73	-16.3	-2.6	-18.4	-16.1	2.9	-13.9
MS South/Hattiesburg	47.5	48.6	\$70.66	\$69.54	\$33.54	\$33.82	-2.4	1.6	-0.8	2.4	3.3	0.8
MS East Central/Meridian	44.4	37.2	\$72.00	\$72.33	\$32.00	\$26.93	19.3	-0.4	18.8	18.8	0.0	19.3

Participation

Properties		Rooms	
Census	Sample	Census	Sample
50,799	28,143	4,768,394	3,338,617
3,706	2,157	310,465	206,792
656	344	57,110	28,544
122	82	10,350	7,506
95	49	12,462	4,891
117	55	12,431	4,059
128	57	8,052	4,142
116	49	7,473	3,887
42	24	3,710	1,950

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SMITH TRAVEL RESEARCH

A blank row indicates insufficient data.