



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



	Current Month - January 2011 vs January 2010												Participation			
	Occ %		ADR (\$)		RevPAR (\$)		Percent Change from January 2010						Properties		Rooms	
	2011	2010	2011	2010	2011	2010	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	Census	Sample	Census	Sample
United States	47.7	45.1	\$96.64	\$94.00	\$46.10	\$42.40	5.8	2.8	8.7	10.0	1.1	7.0	51,102	28,799	4,808,684	3,392,932
East South Central	41.2	40.6	\$71.85	\$70.40	\$29.61	\$28.55	1.6	2.1	3.7	4.8	1.0	2.7	3,745	2,230	312,351	211,867
Mississippi	45.3	45.1	\$72.88	\$72.04	\$33.02	\$32.48	0.5	1.2	1.7	3.0	1.3	1.8	662	353	57,672	30,153
Jackson, MS	45.1	41.4	\$69.64	\$67.68	\$31.39	\$28.01	8.9	2.9	12.1	13.5	1.3	10.3	124	84	10,481	7,583
Biloxi-Gulfport MSA	50.2	54.0	\$78.60	\$74.27	\$39.43	\$40.13	-7.2	5.8	-1.8	2.2	4.1	-3.4	99	56	12,971	6,580
MS North/Tupelo	44.8	41.6	\$76.94	\$78.80	\$34.46	\$32.77	7.7	-2.4	5.1	3.7	-1.4	6.2	115	53	12,176	3,807
MS Central/Vicksburg	42.8	37.0	\$65.57	\$65.65	\$28.08	\$24.32	15.6	-0.1	15.5	18.5	2.6	18.6	131	54	8,193	3,874
MS South/Hattiesburg	38.2	48.4	\$66.28	\$68.68	\$25.30	\$33.21	-21.1	-3.5	-23.8	-24.6	-1.0	-21.8	114	51	7,339	4,000
MS East Central/Meridian	47.4	44.7	\$73.15	\$71.13	\$34.69	\$31.77	6.2	2.8	9.2	12.7	3.3	9.6	42	26	3,829	2,130

	Year-End - January 2011 vs January 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	47.7	45.1	\$96.64	\$94.00	\$46.10	\$42.40	5.8	2.8	8.7	10.0	1.1	7.0	51,102	28,799	4,808,684	3,392,932
East South Central	41.2	40.6	\$71.85	\$70.40	\$29.61	\$28.55	1.6	2.1	3.7	4.8	1.0	2.7	3,745	2,230	312,351	211,867
Mississippi	45.3	45.1	\$72.88	\$72.04	\$33.02	\$32.48	0.5	1.2	1.7	3.0	1.3	1.8	662	353	57,672	30,153
Jackson, MS	45.1	41.4	\$69.64	\$67.68	\$31.39	\$28.01	8.9	2.9	12.1	13.5	1.3	10.3	124	84	10,481	7,583
Biloxi-Gulfport MSA	50.2	54.0	\$78.60	\$74.27	\$39.43	\$40.13	-7.2	5.8	-1.8	2.2	4.1	-3.4	99	56	12,971	6,580
MS North/Tupelo	44.8	41.6	\$76.94	\$78.80	\$34.46	\$32.77	7.7	-2.4	5.1	3.7	-1.4	6.2	115	53	12,176	3,807
MS Central/Vicksburg	42.8	37.0	\$65.57	\$65.65	\$28.08	\$24.32	15.6	-0.1	15.5	18.5	2.6	18.6	131	54	8,193	3,874
MS South/Hattiesburg	38.2	48.4	\$66.28	\$68.68	\$25.30	\$33.21	-21.1	-3.5	-23.8	-24.6	-1.0	-21.8	114	51	7,339	4,000
MS East Central/Meridian	47.4	44.7	\$73.15	\$71.13	\$34.69	\$31.77	6.2	2.8	9.2	12.7	3.3	9.6	42	26	3,829	2,130