

# Mississippi Hotel & Lodging Association

## HOTEL OCCUPANCY REPORT

### Month & YTD - July 2008

	Current Month - July 2008 vs July 2007											
	Occ %		ADR (\$)		RevPAR (\$)		Percent Change from July 2007					
	2008	2007	2008	2007	2008	2007	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold
United States	69.3	70.8	\$106.50	\$103.92	\$73.81	\$73.53	-2.1	2.5	0.4	3.1	2.7	0.6
East South Central	64.2	67.1	\$78.74	\$75.75	\$50.53	\$50.86	-4.4	4.0	-0.6	2.5	3.2	-1.4
Mississippi	67.7	67.6	\$78.24	\$73.85	\$52.95	\$49.88	0.2	5.9	6.1	11.3	4.8	5.0
Jackson, MS	65.9	63.7	\$70.60	\$69.30	\$46.55	\$44.18	3.4	1.9	5.4	11.0	5.3	9.0
Biloxi-Gulfport MSA	77.5	78.4	\$89.74	\$82.90	\$69.54	\$65.03	-1.2	8.3	6.9	11.0	3.8	2.5
MS North/Tupelo	62.1	60.5	\$75.68	\$70.69	\$47.01	\$42.79	2.6	7.0	9.9	10.8	0.9	3.5
MS Central/Vicksburg	64.2	62.6	\$69.78	\$65.60	\$44.80	\$41.09	2.5	6.4	9.0	13.1	3.7	6.3
MS South/Hattiesburg	65.6	67.1	\$73.58	\$68.98	\$48.27	\$46.27	-2.2	6.7	4.3	14.7	10.0	7.6
MS East Central/Meridian	67.2	70.7	\$83.27	\$78.47	\$55.98	\$55.47	-4.9	6.1	0.9	5.2	4.2	-0.9

Participation			
Properties		Rooms	
Census	Sample	Census	Sample
50,042	26,220	4,622,415	3,149,829
3,533	2,013	296,098	195,322
615	312	53,652	25,760
111	74	9,283	6,555
89	45	12,017	4,396
114	50	12,193	3,618
119	49	7,376	3,677
108	42	6,823	3,443
40	24	3,466	1,849

	Year to Date - July 2008 vs July 2007											
	Occ %		ADR (\$)		RevPAR (\$)		Percent Change from YTD 2007					
	2008	2007	2008	2007	2008	2007	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold
United States	62.6	64.2	\$107.45	\$103.41	\$67.24	\$66.38	-2.5	3.9	1.3	3.7	2.4	-0.2
East South Central	58.3	60.9	\$77.82	\$74.17	\$45.40	\$45.15	-4.2	4.9	0.5	3.6	3.1	-1.2
Mississippi	63.3	63.4	\$74.40	\$71.38	\$47.12	\$45.24	-0.1	4.2	4.2	9.5	5.1	5.1
Jackson, MS	64.2	62.0	\$69.71	\$69.42	\$44.72	\$43.02	3.5	0.4	3.9	9.4	5.3	9.0
Biloxi-Gulfport MSA	71.2	69.3	\$81.68	\$79.17	\$58.15	\$54.84	2.8	3.2	6.0	12.5	6.1	9.1
MS North/Tupelo	57.5	57.0	\$75.24	\$71.73	\$43.27	\$40.88	0.9	4.9	5.9	6.4	0.5	1.4
MS Central/Vicksburg	59.1	58.2	\$66.59	\$62.89	\$39.37	\$36.62	1.5	5.9	7.5	12.1	4.3	5.9
MS South/Hattiesburg	64.5	69.5	\$69.41	\$64.45	\$44.75	\$44.80	-7.3	7.7	-0.1	9.2	9.4	1.4
MS East Central/Meridian	59.2	65.8	\$77.49	\$72.82	\$45.87	\$47.93	-10.1	6.4	-4.3	2.1	6.6	-4.1

Participation			
Properties		Rooms	
Census	Sample	Census	Sample
50,042	26,220	4,622,415	3,149,829
3,533	2,013	296,098	195,322
615	312	53,652	25,760
111	74	9,283	6,555
89	45	12,017	4,396
114	50	12,193	3,618
119	49	7,376	3,677
108	42	6,823	3,443
40	24	3,466	1,849

SMITH TRAVEL RESEARCH

A blank row indicates insufficient data.