



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

| Segment | Operating Performance - March | | | | | | | | | | | | 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 | 62.6 | 65.7 | -4.7 | 109.36 | 104.82 | 4.3 | 68.50 | 68.82 | -0.5 | 1.8 | 2.3 | -2.4 | 48294 | 25710 | 4507164 | 3098854 |
| East South Central | 59.3 | 63.0 | -5.9 | 76.62 | 73.25 | 4.6 | 45.46 | 46.12 | -1.4 | 1.5 | 3.0 | -3.0 | 3478 | 1974 | 291311 | 192132 |
| Mississippi | 65.3 | 66.8 | -2.2 | 72.78 | 70.16 | 3.7 | 47.51 | 46.85 | 1.4 | 6.4 | 4.9 | 2.5 | 601 | 302 | 52238 | 24454 |
| Jackson, MS | 65.5 | 65.2 | 0.5 | 68.25 | 69.31 | -1.5 | 44.68 | 45.19 | -1.1 | 3.6 | 4.8 | 5.2 | 108 | 73 | 9071 | 6521 |
| Biloxi-Gulfport MSA | 72.3 | 71.7 | 0.8 | 80.39 | 77.69 | 3.5 | 58.15 | 55.70 | 4.4 | 10.9 | 6.2 | 7.2 | 86 | 40 | 11443 | 3635 |
| MS North/Tupelo | 60.9 | 60.3 | 1.0 | 73.82 | 70.65 | 4.5 | 44.96 | 42.63 | 5.5 | 5.5 | 0.0 | 0.9 | 112 | 49 | 12094 | 3559 |
| MS Central/Vicksburg | 58.9 | 62.8 | -6.2 | 64.21 | 61.94 | 3.7 | 37.79 | 38.87 | -2.8 | 1.1 | 4.0 | -2.5 | 118 | 50 | 7297 | 3684 |
| MS South/Hattiesburg | 68.9 | 76.9 | -10.4 | 68.03 | 63.58 | 7.0 | 46.90 | 48.89 | -4.1 | 6.5 | 11.0 | -0.5 | 106 | 43 | 6677 | 3520 |
| MS East Central/Meridian | 59.0 | 67.3 | -12.3 | 74.94 | 70.60 | 6.1 | 44.20 | 47.54 | -7.0 | 0.9 | 8.5 | -4.9 | 40 | 23 | 3466 | 1798 |

| Segment | Operating Performance - March - Year to Date | | | | | | | | | | | | 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 | 57.8 | 59.4 | -2.7 | 107.93 | 103.10 | 4.7 | 62.37 | 61.22 | 1.9 | 4.1 | 2.1 | -0.6 | 48294 | 25710 | 4507164 | 3098854 |
| East South Central | 53.4 | 55.3 | -3.4 | 75.56 | 71.58 | 5.6 | 40.33 | 39.61 | 1.8 | 4.7 | 2.8 | -0.8 | 3478 | 1974 | 291311 | 192132 |
| Mississippi | 60.3 | 61.2 | -1.5 | 72.12 | 69.57 | 3.7 | 43.49 | 42.61 | 2.1 | 7.0 | 4.9 | 3.2 | 601 | 302 | 52238 | 24454 |
| Jackson, MS | 62.2 | 61.3 | 1.5 | 68.35 | 69.17 | -1.2 | 42.52 | 42.41 | 0.3 | 5.1 | 4.8 | 6.3 | 108 | 73 | 9071 | 6521 |
| Biloxi-Gulfport MSA | 64.7 | 67.2 | -3.7 | 78.53 | 77.15 | 1.8 | 50.82 | 51.83 | -1.9 | 5.7 | 7.8 | 3.8 | 86 | 40 | 11443 | 3635 |
| MS North/Tupelo | 54.8 | 54.0 | 1.5 | 73.93 | 70.19 | 5.3 | 40.53 | 37.87 | 7.0 | 7.3 | 0.3 | 1.9 | 112 | 49 | 12094 | 3559 |
| MS Central/Vicksburg | 55.0 | 56.1 | -2.0 | 64.29 | 60.84 | 5.7 | 35.35 | 34.11 | 3.6 | 7.0 | 3.2 | 1.3 | 118 | 50 | 7297 | 3684 |
| MS South/Hattiesburg | 66.2 | 68.6 | -3.5 | 67.40 | 62.92 | 7.1 | 44.62 | 43.16 | 3.4 | 11.9 | 8.2 | 4.4 | 106 | 43 | 6677 | 3520 |
| MS East Central/Meridian | 55.7 | 63.6 | -12.4 | 74.53 | 70.09 | 6.3 | 41.54 | 44.56 | -6.8 | -0.2 | 7.0 | -6.1 | 40 | 23 | 3466 | 1798 |

Source: Smith Travel Research

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