

# Mississippi Hotel & Lodging Association

## HOTEL OCCUPANCY REPORT

### Month & YTD - March 2009

#### Current Month - March 2009 vs March 2008

	Occ %		ADR (\$)		RevPAR (\$)		Percent Change from March 2008					
	2009	2008	2009	2008	2009	2008	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold
	United States	55.2	62.5	\$99.42	\$109.97	\$54.93	\$68.69	-11.6	-9.6	-20.0	-17.5	3.2
East South Central	52.5	58.8	\$74.85	\$76.56	\$39.32	\$45.05	-10.7	-2.2	-12.7	-9.3	3.9	-7.3
Mississippi	54.2	63.9	\$74.16	\$73.19	\$40.18	\$46.76	-15.2	1.3	-14.1	-8.5	6.5	-9.7
Jackson, MS	56.3	64.4	\$68.80	\$68.18	\$38.74	\$43.89	-12.5	0.9	-11.7	-3.9	8.9	-4.7
Biloxi-Gulfport MSA	60.7	71.5	\$79.60	\$80.73	\$48.30	\$57.69	-15.1	-1.4	-16.3	-12.0	5.1	-10.7
MS North/Tupelo	48.7	58.5	\$78.94	\$74.10	\$38.45	\$43.39	-16.8	6.5	-11.4	-9.3	2.3	-14.8
MS Central/Vicksburg	50.3	58.1	\$65.92	\$64.30	\$33.19	\$37.35	-13.3	2.5	-11.2	-3.9	8.2	-6.2
MS South/Hattiesburg	54.5	66.0	\$72.35	\$69.79	\$39.40	\$46.08	-17.5	3.7	-14.5	-7.0	8.8	-10.3
MS East Central/Meridian	48.0	59.2	\$71.97	\$74.32	\$34.57	\$44.01	-18.9	-3.2	-21.5	-15.9	7.0	-13.2

#### Participation

Properties		Rooms	
Census	Sample	Census	Sample
49,857	27,233	4,663,238	3,250,221
3,627	2,081	303,678	201,220
640	338	55,954	28,002
117	80	9,834	7,129
93	50	12,365	4,950
116	53	12,391	3,921
125	55	7,892	4,052
113	48	7,265	3,853
42	25	3,710	2,053

#### Year to Date - March 2009 vs March 2008

	Occ %		ADR (\$)		RevPAR (\$)		Percent Change from YTD 2008					
	2009	2008	2009	2008	2009	2008	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold
	United States	51.4	57.7	\$100.13	\$108.46	\$51.44	\$62.54	-10.9	-7.7	-17.7	-15.1	3.2
East South Central	48.6	53.0	\$74.26	\$75.53	\$36.07	\$40.06	-8.4	-1.7	-10.0	-6.5	3.9	-4.9
Mississippi	51.7	59.6	\$73.62	\$72.79	\$38.05	\$43.38	-13.3	1.1	-12.3	-6.3	6.8	-7.4
Jackson, MS	53.6	61.9	\$69.58	\$68.24	\$37.28	\$42.26	-13.5	2.0	-11.8	-4.2	8.6	-6.0
Biloxi-Gulfport MSA	56.1	64.1	\$78.08	\$81.01	\$43.84	\$51.92	-12.4	-3.6	-15.6	-11.1	5.3	-7.7
MS North/Tupelo	48.1	53.5	\$77.62	\$74.12	\$37.31	\$39.65	-10.1	4.7	-5.9	-4.0	2.0	-8.4
MS Central/Vicksburg	48.5	54.3	\$66.82	\$64.47	\$32.38	\$34.98	-10.7	3.6	-7.4	0.4	8.5	-3.1
MS South/Hattiesburg	53.4	65.2	\$71.35	\$67.60	\$38.13	\$44.06	-18.0	5.6	-13.4	-4.6	10.3	-9.6
MS East Central/Meridian	44.5	55.9	\$71.69	\$73.90	\$31.93	\$41.31	-20.3	-3.0	-22.7	-16.1	8.6	-13.5

#### Participation

Properties		Rooms	
Census	Sample	Census	Sample
49,857	27,233	4,663,238	3,250,221
3,627	2,081	303,678	201,220
640	338	55,954	28,002
117	80	9,834	7,129
93	50	12,365	4,950
116	53	12,391	3,921
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SMITH TRAVEL RESEARCH

A blank row indicates insufficient data.