



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



	Current Month - March 2011 vs March 2010												Participation			
	Occ %		ADR (\$)		RevPAR (\$)		Percent Change from March 2010						Properties		Rooms	
	2011	2010	2011	2010	2011	2010	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	Census	Sample	Census	Sample
United States	61.4	57.9	\$101.72	\$98.02	\$62.47	\$56.77	6.1	3.8	10.1	11.1	1.0	7.1	51,263	28,940	4,819,455	3,406,842
East South Central	57.3	54.7	\$76.04	\$74.23	\$43.55	\$40.63	4.6	2.4	7.2	7.8	0.6	5.3	3,749	2,242	312,211	212,922
Mississippi	61.6	57.8	\$76.11	\$73.87	\$46.87	\$42.74	6.5	3.0	9.7	10.7	1.0	7.5	662	357	57,651	30,412
Jackson, MS	55.1	54.7	\$70.80	\$69.07	\$39.01	\$37.79	0.7	2.5	3.2	3.9	0.6	1.3	124	84	10,479	7,581
Biloxi-Gulfport MSA	71.7	69.8	\$82.63	\$76.80	\$59.26	\$53.58	2.8	7.6	10.6	14.3	3.3	6.2	99	56	12,971	6,580
MS North/Tupelo	62.1	53.3	\$81.47	\$81.53	\$50.59	\$43.49	16.4	-0.1	16.3	14.8	-1.3	14.9	115	53	12,177	3,755
MS Central/Vicksburg	57.5	50.4	\$68.33	\$66.72	\$39.27	\$33.61	14.1	2.4	16.8	21.1	3.6	18.2	132	57	8,276	4,132
MS South/Hattiesburg	54.5	53.6	\$68.95	\$69.32	\$37.59	\$37.15	1.7	-0.5	1.2	0.1	-1.1	0.6	114	52	7,339	4,055
MS East Central/Meridian	60.3	57.2	\$74.68	\$72.44	\$45.05	\$41.40	5.5	3.1	8.8	9.3	0.5	6.0	41	26	3,726	2,130

	Year-To-Date - March 2011 vs March 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	54.9	52.0	\$99.37	\$96.35	\$54.56	\$50.07	5.7	3.1	9.0	10.0	1.0	6.7	51,263	28,940	4,819,455	3,406,842
East South Central	49.8	48.2	\$74.36	\$72.77	\$36.99	\$35.04	3.3	2.2	5.6	6.4	0.8	4.1	3,749	2,242	312,211	212,922
Mississippi	54.7	52.5	\$74.94	\$73.27	\$41.01	\$38.45	4.3	2.3	6.7	7.8	1.0	5.4	662	357	57,651	30,412
Jackson, MS	51.8	49.7	\$70.53	\$68.80	\$36.53	\$34.16	4.3	2.5	6.9	8.1	1.1	5.4	124	84	10,479	7,581
Biloxi-Gulfport MSA	61.9	62.8	\$81.24	\$75.73	\$50.29	\$47.58	-1.5	7.3	5.7	9.7	3.8	2.3	99	56	12,971	6,580
MS North/Tupelo	55.6	48.2	\$80.02	\$80.69	\$44.47	\$38.90	15.3	-0.8	14.3	12.8	-1.3	13.7	115	53	12,177	3,755
MS Central/Vicksburg	50.4	44.3	\$67.27	\$66.46	\$33.91	\$29.46	13.7	1.2	15.1	18.5	2.9	17.1	132	57	8,276	4,132
MS South/Hattiesburg	47.9	52.3	\$67.73	\$69.29	\$32.44	\$36.25	-8.4	-2.3	-10.5	-11.5	-1.1	-9.4	114	52	7,339	4,055
MS East Central/Meridian	54.2	52.3	\$73.68	\$72.24	\$39.95	\$37.77	3.7	2.0	5.8	6.3	0.5	4.2	41	26	3,726	2,130