



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



	Current Month - October 2011 vs October 2010												Participation			
	Occ %		ADR (\$)		RevPAR (\$)		Percent Change from October 2010						Properties		Rooms	
	2011	2010	2011	2010	2011	2010	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	Census	Sample	Census	Sample
United States	63.1	61.3	\$104.99	\$101.01	\$66.20	\$61.90	2.9	3.9	7.0	7.6	0.6	3.6	51,954	29,747	4,860,339	3,462,430
East South Central	60.0	58.5	\$80.72	\$79.57	\$48.44	\$46.58	2.5	1.4	4.0	5.1	1.1	3.6	3,735	2,323	310,719	217,493
Mississippi	56.8	57.3	\$77.76	\$76.82	\$44.18	\$44.05	-0.9	1.2	0.3	0.8	0.5	-0.5	662	377	57,480	31,275
Jackson, MS	56.1	54.2	\$72.14	\$70.03	\$40.46	\$37.98	3.4	3.0	6.5	7.2	0.6	4.1	124	88	10,477	7,811
Biloxi-Gulfport MSA	60.1	63.4	\$83.77	\$84.20	\$50.39	\$53.37	-5.1	-0.5	-5.6	-7.0	-1.5	-6.5	97	59	12,701	6,556
MS North/Tupelo	54.2	53.8	\$87.63	\$83.60	\$47.49	\$44.94	0.8	4.8	5.7	8.8	3.0	3.8	119	59	12,538	4,201
MS Central/Vicksburg	57.0	55.6	\$69.30	\$70.53	\$39.48	\$39.24	2.4	-1.7	0.6	0.1	-0.5	1.9	131	62	8,155	4,388
MS South/Hattiesburg	54.9	57.9	\$70.77	\$71.02	\$38.87	\$41.15	-5.2	-0.4	-5.6	-4.5	1.1	-4.1	113	54	7,202	4,012
MS East Central/Meridian	54.4	58.4	\$74.31	\$72.08	\$40.41	\$42.08	-6.8	3.1	-4.0	-4.0	0.0	-6.8	41	26	3,726	2,130

	Year-To-Date - October 2011 vs October 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	61.8	59.2	\$101.85	\$98.30	\$62.93	\$58.17	4.4	3.6	8.2	8.9	0.7	5.1	51,954	29,747	4,860,339	3,462,430
East South Central	57.4	55.8	\$77.71	\$75.65	\$44.58	\$42.23	2.8	2.7	5.6	6.4	0.8	3.5	3,735	2,323	310,719	217,493
Mississippi	58.0	57.4	\$76.95	\$75.64	\$44.62	\$43.40	1.1	1.7	2.8	3.0	0.2	1.3	662	377	57,480	31,275
Jackson, MS	54.1	52.1	\$70.47	\$68.49	\$38.14	\$35.71	3.8	2.9	6.8	7.6	0.8	4.6	124	88	10,477	7,811
Biloxi-Gulfport MSA	63.4	71.5	\$84.58	\$81.48	\$53.67	\$58.25	-11.2	3.8	-7.9	-7.5	0.4	-10.9	97	59	12,701	6,556
MS North/Tupelo	59.0	52.7	\$83.31	\$82.44	\$49.15	\$43.46	11.9	1.1	13.1	13.6	0.5	12.5	119	59	12,538	4,201
MS Central/Vicksburg	56.0	52.2	\$68.65	\$68.75	\$38.42	\$35.87	7.3	-0.1	7.1	7.6	0.5	7.8	131	62	8,155	4,388
MS South/Hattiesburg	51.5	52.0	\$69.57	\$69.41	\$35.86	\$36.08	-0.8	0.2	-0.6	-1.4	-0.8	-1.6	113	54	7,202	4,012
MS East Central/Meridian	57.5	56.6	\$75.28	\$73.08	\$43.26	\$41.36	1.5	3.0	4.6	3.6	-0.9	0.6	41	26	3,726	2,130