



Mississippi Hotel & Lodging Association
HOTEL OCCUPANCY REPORT
Month & YTD - October 2010



	Current Month - October 2010 vs October 2009												Participation			
	Occ %		ADR (\$)		RevPAR (\$)		Percent Change from October 2009						Properties		Rooms	
	2010	2009	2010	2009	2010	2009	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	Census	Sample	Census	Sample
United States	61.3	57.4	\$100.89	\$99.65	\$61.89	\$57.20	6.9	1.2	8.2	9.7	1.4	8.4	52,213	28,746	4,852,310	3,389,446
East South Central	58.7	55.2	\$79.26	\$77.72	\$46.53	\$42.88	6.4	2.0	8.5	9.0	0.5	6.9	3,749	2,183	310,191	206,420
Mississippi	57.6	52.0	\$76.94	\$76.34	\$44.33	\$39.70	10.8	0.8	11.7	13.9	2.0	13.0	660	350	57,613	29,940
Jackson, MS	54.3	52.0	\$69.45	\$69.92	\$37.72	\$36.37	4.4	-0.7	3.7	7.0	3.2	7.7	123	82	10,413	7,389
Biloxi-Gulfport MSA	63.5	60.8	\$83.85	\$79.82	\$53.28	\$48.51	4.5	5.1	9.8	14.3	4.1	8.8	99	56	12,969	6,562
MS North/Tupelo	55.6	50.3	\$84.40	\$86.32	\$46.93	\$43.45	10.5	-2.2	8.0	8.0	-0.1	10.4	115	52	12,268	3,792
MS Central/Vicksburg	55.3	47.0	\$70.41	\$71.04	\$38.96	\$33.41	17.7	-0.9	16.6	19.6	2.6	20.7	131	55	8,193	3,969
MS South/Hattiesburg	57.4	42.9	\$70.93	\$69.03	\$40.70	\$29.64	33.6	2.8	37.3	34.4	-2.1	30.8	113	51	7,257	3,977
MS East Central/Meridian	57.5	52.3	\$73.72	\$72.28	\$42.38	\$37.82	9.8	2.0	12.0	15.7	3.3	13.5	42	25	3,830	2,072

	YTD - October 2010 vs October 2009												Participation			
	Occ %		ADR (\$)		RevPAR (\$)		Percent Change from YTD 2009						Properties		Rooms	
	2010	2009	2010	2009	2010	2009	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	Census	Sample	Census	Sample
United States	59.2	56.2	\$98.22	\$98.67	\$58.13	\$55.42	5.4	-0.5	4.9	7.1	2.1	7.6	52,213	28,746	4,852,310	3,389,446
East South Central	55.6	52.8	\$75.46	\$75.79	\$41.98	\$40.01	5.4	-0.4	4.9	6.4	1.4	6.8	3,749	2,183	310,191	206,420
Mississippi	56.6	53.9	\$75.08	\$75.27	\$42.47	\$40.60	4.9	-0.2	4.6	7.1	2.4	7.4	660	350	57,613	29,940
Jackson, MS	52.1	53.3	\$67.88	\$69.08	\$35.36	\$36.83	-2.3	-1.7	-4.0	1.3	5.5	3.1	123	82	10,413	7,389
Biloxi-Gulfport MSA	69.9	64.4	\$81.12	\$80.84	\$56.69	\$52.08	8.5	0.3	8.9	12.0	2.9	11.6	99	56	12,969	6,562
MS North/Tupelo	51.3	49.3	\$80.66	\$80.75	\$41.37	\$39.80	4.1	-0.1	3.9	3.9	-0.1	4.0	115	52	12,268	3,792
MS Central/Vicksburg	52.1	48.8	\$68.27	\$67.91	\$35.57	\$33.11	6.9	0.5	7.4	9.1	1.6	8.5	131	55	8,193	3,969
MS South/Hattiesburg	51.0	49.6	\$70.09	\$70.60	\$35.75	\$35.00	2.9	-0.7	2.1	3.7	1.5	4.5	113	51	7,257	3,977
MS East Central/Meridian	56.8	52.3	\$73.63	\$73.86	\$41.85	\$38.64	8.7	-0.3	8.3	10.5	2.0	10.8	42	25	3,830	2,072