



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



	Current Month - September 2010 vs September 2009												Participation			
	Occ %		ADR (\$)		RevPAR (\$)		Percent Change from September 2009						Properties		Rooms	
	2010	2009	2010	2009	2010	2009	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	Census	Sample	Census	Sample
United States	59.9	56.1	\$99.31	\$97.38	\$59.49	\$54.66	6.7	2.0	8.8	10.6	1.6	8.4	52,462	28,760	4,863,606	3,389,635
East South Central	56.0	50.9	\$77.23	\$75.03	\$43.25	\$38.19	10.0	2.9	13.2	13.9	0.6	10.6	3,746	2,191	310,222	207,179
Mississippi	55.0	49.7	\$76.16	\$74.85	\$41.88	\$37.23	10.5	1.7	12.5	15.6	2.8	13.6	660	347	57,677	29,668
Jackson, MS	47.8	46.4	\$67.35	\$67.81	\$32.19	\$31.46	3.0	-0.7	2.3	7.8	5.4	8.5	123	82	10,413	7,389
Biloxi-Gulfport MSA	65.4	61.3	\$81.73	\$79.03	\$53.44	\$48.42	6.7	3.4	10.4	14.7	3.9	10.9	98	56	12,873	6,562
MS North/Tupelo	52.3	46.2	\$83.58	\$81.87	\$43.70	\$37.85	13.1	2.1	15.5	16.9	1.2	14.5	116	49	12,429	3,544
MS Central/Vicksburg	53.1	45.3	\$71.24	\$69.59	\$37.83	\$31.55	17.1	2.4	19.9	22.4	2.1	19.6	131	56	8,193	4,009
MS South/Hattiesburg	50.1	42.4	\$70.17	\$68.69	\$35.12	\$29.15	17.9	2.1	20.5	20.4	-0.1	17.8	113	50	7,257	3,914
MS East Central/Meridian	57.6	49.2	\$73.07	\$73.74	\$42.11	\$36.28	17.1	-0.9	16.1	19.9	3.3	21.0	42	25	3,829	2,071

	YTD - September 2010 vs September 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	58.9	56.0	\$97.89	\$98.55	\$57.70	\$55.21	5.2	-0.7	4.5	6.8	2.2	7.5	52,462	28,760	4,863,606	3,389,635
East South Central	55.3	52.5	\$75.00	\$75.57	\$41.46	\$39.68	5.3	-0.8	4.5	6.1	1.5	6.9	3,746	2,191	310,222	207,179
Mississippi	56.4	54.2	\$74.85	\$75.15	\$42.24	\$40.71	4.2	-0.4	3.8	6.4	2.6	6.9	660	347	57,677	29,668
Jackson, MS	51.8	53.5	\$67.69	\$68.98	\$35.10	\$36.88	-3.0	-1.9	-4.8	0.6	5.7	2.5	123	82	10,413	7,389
Biloxi-Gulfport MSA	70.6	64.8	\$80.83	\$80.95	\$57.07	\$52.49	8.9	-0.2	8.7	11.7	2.7	11.8	98	56	12,873	6,562
MS North/Tupelo	50.8	49.2	\$80.07	\$80.08	\$40.70	\$39.40	3.3	-0.0	3.3	3.8	0.5	3.8	116	49	12,429	3,544
MS Central/Vicksburg	51.7	48.9	\$68.00	\$67.57	\$35.17	\$33.07	5.7	0.6	6.3	7.9	1.4	7.2	131	56	8,193	4,009
MS South/Hattiesburg	50.3	50.3	\$69.98	\$70.76	\$35.19	\$35.62	-0.1	-1.1	-1.2	0.7	2.0	1.8	113	50	7,257	3,914
MS East Central/Meridian	56.8	52.3	\$73.62	\$74.03	\$41.79	\$38.74	8.5	-0.6	7.9	9.8	1.8	10.5	42	25	3,829	2,071