

KEY INDICATORS – BROADER VIEW (MARCH 16, 2018)
FY 2017 ESTIMATED ECONOMIC CONTRIBUTION
OF TRAVEL AND TOURISM IN MISSISSIPPI

TRAVEL AND TOURISM EMPLOYMENT/PAYROLL

- The 87,335 direct jobs were 7.6 percent of the total statewide FY 2017 nonfarm establishment-based employment.
- Travel and tourism ranked fourth in private statewide nonfarm employment behind Manufacturing, private Health Care and Retail Trade.
- Travel and tourism industry activities resulted in additional 37,245 indirect and induced jobs. Total jobs associated with travel and tourism = 124,680, or 10.9 percent: statewide nonfarm employment. Employment multiplier = 1.43.
- Annual payroll for the direct jobs was \$1.91 billion. Indirect and induced labor income equaled \$1.11 billion. Total payroll associated with tourism (direct + indirect + induced) = \$3.02 billion. Labor income multiplier = 1.58.

TRAVEL AND TOURISM EXPENDITURES BY VISITORS

- Travel and Tourism visitor expenditures were \$6.343 billion. Every \$1 million in travel expenditures throughout Mississippi in FY 2017 sustained 14 direct jobs, plus an additional six indirect and induced (secondary) jobs. Travel and Tourism is one of Mississippi's largest export industries.

GENERAL FUND TOURISM REVENUES

- \$398.7 million, or 7.4 percent, of the \$5.36 billion State General Fund. That equals \$2 of every \$27 contributed to the State General Fund.

STATE AND LOCAL TRAVEL AND TOURISM TAX REVENUES/FEEES

- \$461.6 million collected in travel and tourism state tax revenues /fees. This includes tax revenue from hotels, restaurants, casinos, retail—gasoline at the pump, non-resident licensing fees, etc. State plus local equals \$646.3 million.
- \$184.7 million in city/county tax revenues /fees: room/restaurant, state - licensed casinos, motor vehicle /petroleum, construction/ABC permit fees, real - personal property taxes paid by hotels/motels, restaurants and casinos.
- \$588 in tax relief per household from these state and local taxes and fees.

Tax Relief Math: \$646 million divided by 1,098,803 Mississippi households.

KEY INDICATORS (2017 ESTIMATES) – Continued (March 16, 2018)

WELCOME CENTER PERSONS SERVICED

- 2,390,882 (about 2.39 million) persons serviced at the 13 Welcome Centers.

GDP AND TOURISM CAPITAL INVESTMENT

- 2.4 percent of State Gross Domestic Product (GDP) directly attributed to travel and tourism. Statewide tourism capital investment: \$251.8 million.

STATEWIDE VISITOR PROFILE AND VOLUME

- Two-thirds of all visitors from out-of-state; one-third from Mississippi. Top states of origin: Mississippi, Louisiana, Alabama, Texas, Florida, Georgia, Tennessee, Arkansas, Illinois and Missouri. Top country of origin: Canada. Top Mississippi destinations: Gulf Coast, Jackson Area, Hattiesburg Area, Tupelo, Tunica and DeSoto counties, Vicksburg, Oxford, Meridian, Columbus, Starkville, Natchez and Philadelphia.
- Average length-of-stay = 2.9 nights; average travel party size: 2.5 persons.
- 23.15 million total visitors (overnight leisure, day leisure, and business). Every 265 visitors to/through Mississippi helped support one (1) direct job.

STATE-LICENSED CASINOS/CASINO HOTELS/PATRONS

- 22,228 direct casino and casino hotel jobs = 25.5 percent of direct travel and tourism jobs. State-licensed casino patrons from out-of-state: 60.7 percent.

LODGING HIGHLIGHTS (FISCAL/CALENDAR YEAR 2017)

- About 59,668 statewide hotel/motel rooms as of December 31, 2017.
- Average Daily Rate (ADR) of \$85.42, corporate/franchise hotels (CY 2017).
- ADR of \$68.30 for state-licensed casino hotels (FY 2017).
- An occupancy percent of 56.9 for corporate/franchise and other properties.
- An occupancy percent of 77.5 for state-licensed casino hotels (FY 2017).
- Revenue per Available Room (REV PAR) of \$48.64 for corporate or franchise and mostly other non-casino hotel properties (CY 2017).

Please contact Tom Van Hying, Tourism Economist and Data Analyst, Marketing and Communications Division, Mississippi Development Authority; tvanhying@mississippi.org, for questions on these indicators.