

KEY INDICATORS – BROADER VIEW
FY 2013 (JULY 2012 – JUNE 2013) ESTIMATED ECONOMIC
CONTRIBUTION OF TRAVEL AND TOURISM IN MISSISSIPPI

TRAVEL AND TOURISM EMPLOYMENT/PAYROLL

- The 84,345 **direct** jobs were 7.6 % of the total statewide FY 2013 nonfarm establishment-based employment.
- Travel and Tourism ranked **4th** in private statewide nonfarm employment.
- Travel and Tourism Industry activities resulted in: additional 30,680 indirect and induced jobs. Total jobs associated with Travel and Tourism = 115,025, or 10.4 % of statewide nonfarm employment. Employment Multiplier = **1.36**.
- Annual payroll for the direct jobs was \$1.85 billion. Indirect and induced labor income equaled \$893 million. Total payroll associated with Tourism (direct + indirect + induced) = \$2.74 billion. Labor Income Multiplier = **1.48**.

TRAVEL AND TOURISM EXPENDITURES BY VISITORS

- Travel and Tourism visitor expenditures were **\$6.25 billion**. Every \$1 million in travel expenditures throughout Mississippi in FY 2013 sustained 14 **direct** jobs, plus an additional five indirect and induced (spin-off) jobs.
- Visitors, on average, spent \$521 million per month; \$120 million per week; \$17.1 million per day; \$714,000 per hour; \$11,900 per minute; \$198 per second; while visiting, or traveling through, Mississippi, in FY 2013.
- Travel and Tourism is one of Mississippi's largest export industries.

STATE TAXES/GENERAL FUND TOURISM REVENUES

- \$459.4 million collected in Travel and Tourism State tax revenues /fees.
- \$406.8 million, or 8.1 % (1/12), of the \$5 billion State General Fund.
- \$580 per Household in Tax Relief: Tourism State and Local taxes and fees.

CITY/COUNTY TRAVEL AND TOURISM TAX REVENUES/FEES

- \$170.6 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.

KEY INDICATORS (FY 2013 ESTIMATES) - Continued

WELCOME CENTER PERSONS SERVICED

- 2,502,048 persons serviced at the Welcome Centers.

GROSS DOMESTIC PRODUCT (GDP) AND TOURISM CAPITAL INVESTMENT (TCI)

- 2.8 % of State GDP directly attributed to Travel and Tourism.
Tourism Capital Investment (TCI): \$241.4 million.

STATEWIDE VISITOR PROFILE AND VOLUME

- Two-thirds of the visitors from out-of-state; one-third: from Mississippi. Top six (6) states of origin after Mississippi: Louisiana, Alabama, Florida, Texas, Tennessee and Georgia. Top six (6) Designated Market Areas (DMA's) of Visitor Origin: Jackson (Mississippi), New Orleans, Memphis, Columbus-Tupelo-West Point, Birmingham, Mobile -Pensacola.
- Average length-of-stay = 3.0 nights; average travel party size: 2.9 persons.
- 21.6 million Total Visitors (Overnight Leisure, Day Leisure, and Business). Every 256 visitors to/through Mississippi helped support one (1) direct job.

STATE-LICENSED CASINOS/CASINO HOTELS/PATRONS

- 23,059 direct casino + casino hotel jobs = 27.3 % of all direct Travel and Tourism jobs. 65 percent of state-licensed casino patrons: from out-of-state.

LODGING HIGHLIGHTS

- About 57,500 statewide Hotel/Motel rooms as of December 31, 2013.
- An Average Daily Rate (ADR) of about \$78 for corporate/franchise properties. An ADR of roughly \$62 for state-licensed casino hotels.
- An Occupancy Percent of 57.1 for corporate/franchise and other properties.
- An Occupancy Percent of 76.2 for state-licensed casino hotels.
- Revenue Per Available Room (REV PAR) of about \$44.50 for corporate/franchise and mostly other non-casino hotel properties.

Please contact Tom Van Hying, Research Program Manager, MDA Tourism Division; tvanhying@mississippi.org, for questions on these terms/indicators.