

STATE OF THE SETTRA REGION

GENERAL SESSION: ATLANTA, GEORGIA

SETTRA Spring Symposium March 19, 2013

**Moderator: Tom Van Hying, Mississippi
Development Authority Tourism Division**

**Joanne Hinson, Arkansas Department of
Parks and Tourism**

Eric Johnson, Atlanta Convention & Visitors Bureau

Cheryl Schutz, DK Shifflet & Associates

Dr. Steve Morse, University of Tennessee-Knoxville



settra



southeast states
chapter of

WESTERN
CAROLINA
CATAMOUNTS



2011 Travel Industry Employment Rank: SETTRA

- **Number 3: FLORIDA**
- **Number 4: ARKANSAS + MISSISSIPPI**
- **Number 5: GEORGIA + SOUTH CAROLINA + VIRGINIA**
- **Number 6: KENTUCKY, LOUISIANA,
NORTH CAROLINA + TENNESSEE**
- **Number 8: ALABAMA, MARYLAND + WEST VIRGINIA**
- **Number 2: WASHINGTON, D.C.**
- **Number 1: HAWAII, NEVADA + WYOMING.**

Data reflect private sector, nonfarm employment.

Source: U.S. Travel Association, August 2012.

Economic Contribution of Travel and Tourism (fiscal)

- **MISSISSIPPI:** \$626 million in state and local tax revenues. Without them, each HH would have to pay \$550 in additional taxes (FY12). Travel Spending by Visitors: \$6.16 Billion. Travel GDP:\$2.63 Billion. Travel and Tourism GDP/Travel Spending = .427, or 42.7 %. Travel and Tourism: the state's 4th Largest Private Sector Employer.
- **WEST VIRGINIA:** \$582 million in state and local tax revenues. Without them, each HH would pay \$783 in additional taxes (CY10). Travel Spending by Visitors: \$4.4 Billion. Travel GDP: \$1.8 Billion. Travel and Tourism GDP/Travel Spending = .426, or 42.6 %. Travel and Tourism: the state's 8th Largest Private Sector Employer.

Sources: The FY 2012 Mississippi Travel and Tourism Economic Contribution Report, February 2013; Economic Impact of Travel on West Virginia. Dean Runyan Associates. September 2011.

Economic Contribution of Travel and Tourism: Mississippi FY 2012 Indicators

- **Statewide** Employment and Labor Income Multipliers were used. Multipliers from a statewide input-output model cannot be modified on a short-term basis for use by counties or cities.
- 83,345 **direct** jobs were 7.7 % of statewide nonfarm employment.
- An additional 33,135 indirect and induced jobs were supported.
- Total jobs associated with Travel and Tourism: **116,480**. Multiplier: 1.4.
- \$74,000 in visitor expenditures sustained one (1) direct Travel and Tourism job. Every \$2 million in visitor expenditures: 27 direct jobs.
- Visitors spent \$16.8 million per day, \$700,000 per hour, \$11,700 per minute, nearly \$195 per second visiting/traveling through the state.
- Travel and Tourism is one of Mississippi's largest export industries.

NERD ALERT: FY 2012 Oxford/Lafayette County (Mississippi) Tax Relief \$559.43 (The MATH: \$8,919,491 divided by 15,944 households) 1,500, or 7.8 %, of Lafayette County's nonfarm jobs: Travel and Tourism.

Economic Impact is part of the total picture

To reinforce the message, you may want to show other information or data that also demonstrate the size and significance of travel and tourism effects, such as traffic to tourism websites, exit links to businesses, or visitation at Welcome Centers.

*Where relevant, make meaningful linkages to **economic development** activity.*

SETTRA GENERAL SESSION PRESENTERS

Moderator: Tom Van Hying, Twitter: @VanHying
tvanhying@mississippi.org; phone: (601) 359-5753

Joanne Hinson
joanne.hinson@arkansas.gov; phone: (501) 324-1520

Eric Johnson
ejohnson@atlanta.net; phone: (404) 521-6621

Cheryl Schutz
cschutz@dksa.com; phone: (703) 536-0931

Dr. Steve Morse
smorse@utk.edu; phone: (865) 850-9319 (until May 2013)