

THE HILLS REGION	Travel and Tourism Expenditures by Visitors	Direct Travel and Tourism Employment	Travel and Tourism Employment Percentage*	State and Local Taxes Attributed to Travel and Tourism**	Tourism Capital Investment
Alcorn	\$56,391,847	770	5.5	\$4,605,026	\$1,463,166
Benton	809,724	12	0.9	77,045	215,537
Calhoun	3,433,332	45	1.5	286,954	565,854
DeSoto	305,731,363	4,140	7.5	26,873,037	11,698,615
Grenada	48,474,598	745	7.1	4,150,025	179,082
Itawamba	14,849,503	200	3.2	1,259,055	0
Lafayette	134,829,080	1,800	8.4	11,517,106	16,694,786
Lee	253,044,996	3,860	7.4	22,338,391	5,053,383
Marshall	15,177,579	215	3.6	1,254,382	6,021,517
Panola	45,432,360	630	5.7	3,762,526	1,556,035
Pontotoc	10,174,083	125	1.0	788,193	799,494
Prentiss	7,952,658	105	1.4	602,548	45,236
Tate	10,808,749	145	2.6	907,031	429,410
Tippah	7,724,366	105	1.8	670,422	21,294
Tishomingo	15,825,458	210	3.7	1,292,095	814,328
Union	21,216,933	280	2.7	1,939,009	1,333,397
Yalobusha	3,509,732	48	1.5	288,838	541,958
Regional Totals	\$955,386,361	13,435	5.8	\$82,611,683	\$47,433,092

Table does **not** include diesel fuel sales, non-resident licensing fees, or 83rd Division sales. Gasoline sales at the pump are included for some counties.

* The travel and tourism employment percentage equals the estimated direct travel and tourism jobs divided by county establishment-based nonfarm employment. Data are based on where the employees work, not where they reside.

** Estimated state and local travel and tourism taxes from travel/visitor expenditures and some other activity. Includes the the 7.0 percent sales tax and 18.5 percent portion diverted to cities; Room/Restaurant special taxes; motor vehicle rental tax and petroleum tax diversions to counties; Alcohol Beverage Control (ABC) county level share of permit license fees; use taxes; reported Tourism Capital Investment (TCI) permit fees; real and personal property taxes (hotels, motels and restaurants). Data attributable to travel and tourism.

SOURCES (PARTIAL LIST): Mississippi Department of Employment Security, Labor Market Information Department, 2015.
Mississippi Department of Revenue, 2015.