

**KEY INDICATORS – BROADER VIEW
FY2015 ESTIMATED ECONOMIC CONTRIBUTION
OF TRAVEL AND TOURISM IN MISSISSIPPI**

TRAVEL AND TOURISM EMPLOYMENT/PAYROLL

- The 85,135 **direct** jobs were 7.6 percent of the total statewide FY2015 nonfarm establishment-based employment.
- Travel and tourism ranked **4th** in private statewide nonfarm employment behind Manufacturing, Retail Trade and private Health Care.
- Travel and tourism industry activities resulted in additional 32,550 indirect and induced jobs. Total jobs associated with travel and tourism = 117,685, or 10.5 percent: statewide nonfarm employment. Employment multiplier = **1.38**.
- Annual payroll for the direct jobs was \$1.84 billion. Indirect and induced labor income equaled \$950 million. Total payroll associated with tourism (direct + indirect + induced) = \$2.79 billion. Labor income multiplier = **1.52**.

TRAVEL AND TOURISM EXPENDITURES BY VISITORS

- Travel and Tourism visitor expenditures were **\$6.17 billion**. Every \$2 million in travel expenditures throughout Mississippi in FY2015 sustained 28 **direct** jobs, plus an additional 11 indirect and induced (**secondary**) jobs. Travel and Tourism is one of Mississippi's largest export industries.

GENERAL FUND TOURISM REVENUES

- \$388.7 million, or 7.2 percent, of the \$5.4 billion State General Fund. That equals \$1 of every \$14 contributed to the State General Fund.

STATE AND LOCAL TRAVEL AND TOURISM TAX REVENUES/FEES

- \$449 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 at State Parks, etc.
- \$177 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.
- \$561 in tax relief per household from these State and Local taxes and fees.

Tax Relief Math: \$626 million divided by 1,115,768 Mississippi households.

KEY INDICATORS (FY2015 ESTIMATES) - Continued

WELCOME CENTER PERSONS SERVICED

- 2,492,290 (about 2.5 million) persons serviced at the Welcome Centers.

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

- 2.6 percent of State GDP directly attributed to travel and tourism.
Statewide tourism capital investment (TCI): \$299.3 million, from tourism-related construction valuation and permits issued in a 12-month FY.

STATEWIDE VISITOR PROFILE AND VOLUME

- Two-thirds of visitors from out-of-state; one-third: Mississippi. Top eight (8) states of origin: Mississippi, Louisiana, Alabama, Texas, Florida, Tennessee, Georgia and Arkansas. Top six (6) Designated Market Areas (DMA's) of Visitor Origin: Jackson (Mississippi), New Orleans, Memphis, Columbus-Tupelo-West Point, Mobile-Pensacola and Baton Rouge.
- Average length-of-stay = 2.5 nights; average travel party size: 3.1 persons.
- 22.33 million total visitors (overnight leisure, day leisure, and business).
Every 262 visitors to/through Mississippi helped support one (1) direct job.

STATE-LICENSED CASINOS/CASINO HOTELS/PATRONS

- 22,237 direct casino and casino hotel jobs = 26.1 percent of direct travel and tourism jobs. State-licensed casino patrons from out-of-state: 64.1 percent.

LODGING HIGHLIGHTS (FISCAL/CALENDAR YEAR 2015)

- About 58,305 statewide hotel/motel rooms as of December 31, 2015.
- Average Daily Rate (ADR) of \$82 for corporate/franchise hotels (CY2015).
- ADR of \$65 for state-licensed casino hotels (FY2015).
- An occupancy percent of 57.5 for corporate/franchise and other properties.
- An occupancy percent of 79.0 for state-licensed casino hotels (FY2015).
- Revenue per Available Room (REV PAR) of about \$47.27 for corporate or franchise and mostly other non-casino hotel properties (CY2015).

Please contact Tom Van Hying, Research Program Manager, Visit Mississippi; tvanhying@mississippi.org, for questions on the terms/indicators.