

**KEY INDICATORS – BROADER VIEW**  
**February 2006**  
**FY 2005 (JULY 2004 – JUNE 2005) ESTIMATED ECONOMIC**  
**IMPACT FOR STATEWIDE TOURISM IN MISSISSIPPI**

**TOURISM EMPLOYMENT/PAYROLL**

- The 91,700 direct jobs were 8.2 %, or 1/12, of the total statewide FY 2005 nonfarm establishment-based employment. The Tourism Industry’s activities resulted in an additional 34,800 indirect and induced jobs. Total jobs associated with Tourism equaled 126,500.
- The Tourism Industry ranked 5<sup>th</sup> in total statewide employment—all sectors.
- Annual payroll for the direct jobs was nearly \$1.7 billion. Indirect and induced labor income equaled \$739 million. Total payroll associated with Tourism –direct plus indirect plus induced—was about \$2.4 billion.

**TOURISM EXPENDITURES/CAPITAL INVESTMENT**

- Total Tourist/Visitor expenditures were \$6.35 billion.
- Tourism Capital Investment totaled about \$513 million.

**STATE TAXES/GENERAL FUND TOURISM REVENUES**

- \$479 million collected in Tourism State tax revenues.
- \$376 million, or 10.0% (1/10), of the \$3.78 billion State General Fund.

**CITY/COUNTY TOURISM TAX REVENUES**

- Tourism comprised \$155 million in City/County tax revenues. This included state-licensed casinos, the 18.5% of the 7.0% state sales tax that went into the cities’ General Fund, special room/restaurant taxes and coastal seawall taxes.

**WELCOME CENTER PERSONS SERVICED**

- 2,862,349 persons serviced at the Welcome Centers.

## KEY INDICATORS (FY 2005 ESTIMATES) – Continued

### **ADVERTISING EFFECTIVENESS**

- For every \$1 spent in domestic consumer advertising, there was a \$12 Return on Investment (ROI) based on the FY 2005 Ad Effectiveness Study.

### **GROSS STATE PRODUCT (GSP)**

- Tourism comprised \$3.8 billion in Total Value Added, or 5.0% of the GSP.

### **VISITOR PROFILE HIGHLIGHTS**

- 30 million total Visitors (Overnight Leisure, Day Leisure, Business).
- About 3/4 of the Overnight Leisure segment was from out-of-state.
- \$715 spent per Overnight Leisure travel party in Mississippi, on average, during their trip (5 million travel parties with 11.5 million visitors).

### **STATE-LICENSED CASINOS**

- 29 state-licensed casinos with 28,736 casino jobs, excluding casino hotels.
- 77 percent of the state-licensed casino patrons were from out-of-state.
- \$197 million in FY 2005 Tourism Capital Investments.

### **LODGING HIGHLIGHTS**

- 55,259 statewide Hotel/Motel rooms.
- An Average Daily Rate (ADR) of nearly \$60 (all hotels/motels).
- An Occupancy Percent of 60.0 for franchise/corporate properties.
- An Occupancy Percent of 85.3 for state-licensed casino hotels.

**Please contact Tom Van Hying, Research Manager, MDA/Tourism Division, [tvanhying@mississippi.org](mailto:tvanhying@mississippi.org), for the explanation of the above terms/indicators.**