

Hills Region Travel and Tourism Expenditures, Employment, Taxes, Tourism Capital Investment, FY 2016

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	\$61,558,708	790	6.7	\$5,076,778	\$375,825
Benton	880,419	12	0.9	83,401	51,506
Calhoun	3,519,142	46	1.6	302,244	360,208
DeSoto	335,776,712	4,400	7.7	31,835,325	4,416,845
Grenada	49,136,078	750	7.0	4,231,610	116,250
Itawamba	15,497,950	205	3.1	1,358,248	176,908
Lafayette	153,666,553	2,000	8.9	13,206,007	21,913,805
Lee	261,995,526	3,910	7.4	23,219,899	4,263,661
Marshall	15,580,508	220	3.5	1,196,473	2,695,143
Panola	49,384,366	660	5.9	4,222,920	334,121
Pontotoc	11,177,078	135	1.1	878,741	182,407
Prentiss	7,918,218	105	1.4	604,818	198,390
Tate	11,011,510	150	2.7	914,699	885,314
Tippah	7,980,882	105	1.8	691,033	505,775
Tishomingo	15,831,326	210	3.5	1,228,413	0
Union	21,934,649	290	2.7	2,035,860	379,498
Yalobusha	3,884,239	50	1.6	302,381	211,665
Regional Totals	\$1,026,733,864	14,038	5.9	\$91,388,850	\$37,067,321

Does not include diesel fuel sales, or 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/county level establishment-based nonfarm employment. Data are based on where employees work, not where they reside.

** Estimated state and local travel and tourism taxes from travel/visitor expenditures and other activity. Includes 7-percent sales tax and 18.5-percent portion diverted to cities; state-licensed casinos; city-county state-licensed casino gaming tax revenues; room/restaurant special taxes; motor vehicle rental tax and petroleum tax diversions to counties; Alcohol Beverage Control (ABC) county share of permit license fees and excise taxes; use taxes; tourism capital investment local permit fees; real and personal property taxes (hotels/casinos and restaurants in some counties). Data attributable to travel and tourism.

SOURCES: Chambers of commerce and other economic development and tourism offices; county tax assessors and collectors; Department of Revenue; Dodge Data Analytics, Mississippi Department of Employment Security, Labor Market Information Department; Mississippi Department of Transportation; Mississippi Department of Wildlife, Fisheries and Parks; Mississippi Gaming Commission.