

Hills Region Travel and Tourism Expenditures, Employment, Taxes, Tourism Capital Investment, FY 2017

THE HILLS REGION	Travel and Tourism Expenditures by Visitors	Direct Travel and Tourism Employment	Travel and Tourism Employment Percentage (1)	State and Local Taxes Attributed to Travel and Tourism (2)	Tourism Capital Investment
Alcorn	\$60,927,617	785	5.4	\$5,032,875	\$37,706
Benton	855,253	12	0.9	82,536	1,384
Calhoun	3,278,989	45	1.6	275,927	271,937
DeSoto	344,489,848	4,475	7.4	32,703,790	7,240,581
Grenada	49,622,844	760	6.9	4,264,374	210,362
Itawamba	16,397,336	225	3.4	1,373,939	768,498
Lafayette	174,182,732	2,200	9.2	15,378,901	10,066,499
Lee	263,893,916	3,925	7.0	23,231,894	11,268,922
Marshall	15,864,277	220	3.5	1,316,993	4,947,857
Panola	49,028,172	660	6.0	4,162,688	992,864
Pontotoc	11,407,606	150	1.1	864,998	801,257
Prentiss	7,827,945	105	1.4	592,126	643,650
Tate	10,962,750	150	2.6	881,757	1,263,357
Tippah	7,917,962	105	1.8	650,137	478,973
Tishomingo	15,682,845	210	3.3	1,223,552	279,010
Union	21,974,822	290	2.7	2,045,597	426,284
Yalobusha	3,576,080	50	1.6	289,414	595,568
Regional Totals	\$1,057,890,994	14,367	5.8	\$94,371,498	\$40,294,709

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.

1. 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.
2. 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.