

FY2015 VISIT MISSISSIPPI GLOSSARY

Balance of Travel and Tourism Trade: Travel and tourism exports minus travel and tourism imports, taking *leakage* into account.

Comped Rooms: Lodging arrangement where the occupied room is not paid for by the guest.

Composite Industry: One such as Travel and Tourism, comprising different sectors of the economy, e.g. accommodation & food services; retail trade, including gas at the pump; construction.

Concentration Rank: Travel and tourism employment divided by nonfarm establishment-based employment.

Deplanements: The number of scheduled airline passengers exiting a plane.

Designated Market Area (DMA): Counties that share the same primary TV broadcast signals.

Enplanements: The number of scheduled airline passengers boarding a plane.

Establishment-Based Employment: Nonfarm employment at the state/county level by the establishment's location, not by the employee's place of residence.

Full-Time Equivalent (FTE): The estimated number of full-time paid employees, plus a ratio of one paid FTE for every 2.0 to 2.5 part-time or seasonal employees.

General Fund: Travel and Tourism's contribution to Mississippi's General Fund includes a portion of these revenues related to travel and tourism—sales tax, personal income tax, gaming fees and taxes, impact of additional labor income, construction activity tax and other taxes.

Government Expenditures: The estimated public expenditures from state agency, city and county budgets allocated for travel and tourism-related projects, or projects with some Travel and Tourism impact, excluding Tourism Capital Investment (TCI).

Gross Gaming Revenues: Net gains realized by a casino after payment of all cash paid out as losses to patrons and those amounts paid to purchase annuities to fund losses paid to patrons over several years by independent financial institutions.

IMPLAN: A nationally recognized economic contribution model to estimate the economic activity associated with a sale of a good or service. It is the basis for estimating indirect and induced contributions. In the IMPLAN model, indirect and induced impacts are filtered through a Social Accounting Matrix (SAM) for total value added, employment and labor income.

Indirect Contribution: Secondary contribution of purchase of production by the firm (business level), holding everything else constant. Example: Hotels purchase cleaning supplies.

Induced Contribution: Secondary contribution from the purchases made by the workers (consumer level), holding everything else constant. Example: Hotel employee wages contribute to the purchase of goods and services in the local economy.

In-State Traveler Spending: Mississippians traveling within the state, at least 50+ miles, one-way.

Leakage: Money that leaves an area, e.g., a state, during the various rounds of expenditures.

Metropolitan Statistical Area (MSA): Have at least one urbanized area of 50,000 or more population, plus adjacent territory that has a high degree of social and economic integration with the core as measured by commuting ties.

Mississippi Travel and Tourism Economic Contribution Model: Estimates employment, payroll, expenditures, General Fund revenues, capital investment and value added. In Mississippi, it reflects travel and tourism's economic contributions for this rural state with coastal counties.

Multipliers: The direct contribution plus the indirect contribution plus the induced contribution divided by the direct contribution. It's an indicator of SAM linkages in the economy.

Net Traveler/Visitor Sales and Tax Revenues: Estimated portion of travel and tourism-related sales and tax revenues after removing the estimated local components of the estimated gross sales and General Fund revenues.

Nominal Dollars: Travel and tourism payroll and expenditures by visitors **not** adjusted for inflation. Real dollar amounts **are** adjusted for inflation. This report only presents nominal dollar amounts. Ditto for prior travel and tourism economic contribution reports.

North American Industry Classification System (NAICS) Codes: Six-digit coding system started in 1997, then updated in 2001, 2007 and 2012. The structure of NAICS is hierarchical. The first two digits of the code designate the sector, the third digit designates the subsector, the fourth digit designates the industry group, the fifth digit designates the NAICS industry and the sixth digit designates the national industry. NAICS uses a production-oriented approach to categorize economic units and focuses on **how** products and services are created. NAICS replaced the Standard Industrial Classification (SIC) system for statistical purposes.

Qualified Households: Qualified households will have traveled 50+ miles from home, or overnight for business or pleasure, but exclude commuters. All FY2015 Visitor Profile Study respondents were required to have traveled for leisure in the past 12 months.

Ridership (Amtrak): Equal to half of total boardings and alightings (getting on and off the train).

Secondary jobs and income: Those jobs outside the Travel and Tourism business or entity.

Example: Truck driver who delivers linens to a hotel, or food & beverage products to restaurants. The income component pertains to wages earned by those with secondary jobs.

Sector: The broad two-digit NAICS category, e.g., sector; 44 - 45 retail trade (sector under trade, transportation & utilities); 72 accommodation and food services (sector under leisure & hospitality supersector).

State Fiscal Year: July 1, 2014 to June 30, 2015.

State Gross Domestic Product (State GDP): A measurement of a state's output—the sum of value added from all industries in the state. State GDP measures the value added to U.S. production by the labor and capital in each state.

State-Level Travel and Tourism Accounts: A system that encompasses travel and tourism's Broader View. Its focus: circular flow of goods and services in the economy between travel and tourism industry supply and the impact of travel and tourism commodity demand within a state.

Sub-Sectors: More specific three-digit NAICS categories; e.g., 311 food manufacturing under 31 manufacturing; 447 gasoline service stations under 44 retail trade.

Total Value Added: Payments to labor and capital by industry, or gross output less intermediate inputs. The **total** contribution (direct, indirect, induced) of an industry or sector to GDP.

Tourism Capital Investment (TCI): New construction and expansion/renovation of tourism-related businesses/projects with public/private funding sources during a fiscal year. Estimated TCI valuation is based on commercial permits issued and the tourism factor.

Travel and Tourism: The science, art, and business of attracting and transporting travelers/visitors, accommodating them and graciously catering to their needs and wants. Travel and tourism is a “*Composite Industry*” comprising different sectors of the economy.

Travel and Tourism Economy: Group, match and use NAICS and IMPLAN codes to estimate travel and tourism’s state-county contribution of value added, employment and labor income associated with travel and tourism, TCI, travel and tourism’s contribution to the General Fund, travel expenditures, government spending, travel and tourism exports and imports. Overlapping elements exist between travel and tourism economy and industry.

Travel and Tourism Exports: Travel expenditures by out-of-state travelers/visitors in Mississippi.

Travel and Tourism GDP (Value Added): Value added of travel and tourism’s composite nature expressed as its overall contribution to State GDP, or value added divided by GDP. Travel and Tourism GDP measures: direct contribution of the travel and tourism industry. Current-dollar GDP is used for FY2015 travel and tourism activity in Mississippi, as opposed to inflation-adjusted real GDP.

Travel and Tourism Imports: Travel expenditures by Mississippi residents outside the state.

Travel and Tourism Industry: Assembling and use of NAICS codes to estimate travel and tourism’s statewide contribution for direct employment, annual payroll for direct jobs, travel expenditures, value added, state and city/county tax revenues, General Fund revenues, etc.

Travel and Tourism Supply and Demand: Traveler direct spending in Mississippi is the travel and tourism demand or direct travel and tourism output (supply side). Direct output includes goods and services sold directly to travelers that equal value added and intermediate inputs (including energy, raw materials, semi-finished goods and services).

Traveler/Visitor: A 100-mile or more round trip (less for overnight stays) from in-state or out-of-state households, to enjoy the history, scenery and attractions of another community. Includes in-state and out-of-state overnight leisure, day leisure, day or overnight business, group travelers, International visitors, and combined business/leisure travel segments.

Value Added: Economic measure of production which includes only goods and services produced in Mississippi. It estimates the state's *direct* travel and tourism contribution to GDP. Total value added: *total* contribution (direct, indirect, and induced) of an industry sector to GDP.