

**KEY INDICATORS – BROADER VIEW (MARCH 24, 2017)**  
**FY 2016 ESTIMATED ECONOMIC CONTRIBUTION**  
**OF TRAVEL AND TOURISM IN MISSISSIPPI**

**TRAVEL AND TOURISM EMPLOYMENT/PAYROLL**

- The 86,600 direct jobs were 7.6 percent of the total statewide FY 2016 nonfarm establishment-based employment.
- Travel and tourism ranked fourth in private statewide nonfarm employment behind Manufacturing, Retail Trade and private Health Care.
- Travel and tourism industry activities resulted in additional 37,580 indirect and induced jobs. Total jobs associated with travel and tourism = 124,180, or 10.9 percent: statewide nonfarm employment. Employment multiplier = 1.43.
- Annual payroll for the direct jobs was \$1.86 billion. Indirect and induced labor income equaled \$1.13 billion. Total payroll associated with tourism (direct + indirect + induced) = \$2.99 billion. Labor income multiplier = 1.61.

**TRAVEL AND TOURISM EXPENDITURES BY VISITORS**

- Travel and Tourism visitor expenditures were \$6.3 billion. Every \$1 million in travel expenditures throughout Mississippi in FY 2016 sustained 14 direct jobs, plus an additional six indirect and induced (secondary) jobs. Travel and Tourism is one of Mississippi's largest export industries.

**GENERAL FUND TOURISM REVENUES**

- \$395.1 million, or 7.4 percent, of the \$5.37 billion State General Fund. That equals \$2 of every \$27 contributed to the State General Fund.

**STATE AND LOCAL TRAVEL AND TOURISM TAX REVENUES/FEEES**

- \$461 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, etc. State plus local equals \$639 million.
- \$178 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.
- \$583 in tax relief per household from these state and local taxes and fees.

Tax Relief Math: \$639 million divided by 1,096,593 Mississippi households.

## **KEY INDICATORS (2016 ESTIMATES) – Continued (March 24, 2017)**

### **WELCOME CENTER PERSONS SERVICED**

- 2,441,086 (about 2.44 million) persons serviced at the 13 Welcome Centers.

### **GROSS DOMESTIC PRODUCT (GDP) AND TOURISM CAPITAL INVESTMENT**

- 2.4 percent of State GDP directly attributed to travel and tourism.  
Statewide tourism capital investment: \$255 million, from tourism-related construction valuation and permits issued, October 2015-September 2016.

### **STATEWIDE VISITOR PROFILE AND VOLUME**

- Two-thirds of all visitors from out-of-state; one-third from Mississippi. Top states of origin: Mississippi, Louisiana, Texas, Alabama, Florida, Tennessee, Georgia, Arkansas and Missouri. Top country of origin: Canada.
- Average length-of-stay = 2.7 nights; average travel party size: 2.5 persons.
- 23 million total visitors (overnight leisure, day leisure, and business).  
Every 266 visitors to/through Mississippi helped support one (1) direct job.

### **STATE-LICENSED CASINOS/CASINO HOTELS/PATRONS**

- 22,543 direct casino and casino hotel jobs = 26 percent of direct travel and tourism jobs. State-licensed casino patrons from out-of-state: 61.7 percent.

### **LODGING HIGHLIGHTS (FISCAL/CALENDAR YEAR 2016)**

- About 59,268 statewide hotel/motel rooms as of December 31, 2016.
- Average Daily Rate (ADR) of \$85 for corporate/franchise hotels (CY 2016).
- ADR of \$68 for state-licensed casino hotels (FY 2016).
- An occupancy percent of 57.1 for corporate/franchise and other properties.
- An occupancy percent of 78.5 for state-licensed casino hotels (FY 2016).
- Revenue per Available Room (REV PAR) of about \$48.33 for corporate or franchise and mostly other non-casino hotel properties (CY 2016).

Please contact Tom Van Hying, Tourism Economist and Data Analyst, Marketing and Communications Division, Mississippi Development Authority; [tvanhying@mississippi.org](mailto:tvanhying@mississippi.org), for questions on these indicators.