

Capital/River Region Travel and Tourism Expenditures, Employment, Taxes, Tourism Capital Investment, FY2018

<b>THE CAPITAL/RIVER REGION</b>	<b>Travel and Tourism Expenditures by Visitors</b>	<b>Direct Travel and Tourism Employment</b>	<b>Travel and Tourism Employment Percentage (1)</b>	<b>State and Local Taxes Attributed to Travel and Tourism (2)</b>	<b>Tourism Capital Investment</b>
Adams	\$110,823,306	2,275	21.5	\$11,227,279	\$1,095,736
Amite	1,799,555	25	1.5	173,488	3,358
Claiborne	2,947,379	42	1.1	278,710	337,031
Copiah	7,914,500	110	1.5	614,665	1,018,524
Franklin	1,244,935	16	1.1	127,974	193,700
Hinds	366,474,790	7,000	5.3	36,670,419	16,445,093
Jefferson	935,560	13	1.2	101,318	9,182
Lawrence	2,679,466	38	1.6	228,346	977
Lincoln	38,748,330	510	4.2	3,212,484	432,778
Madison	237,698,788	3,060	5.1	18,790,786	6,004,852
Pike	41,277,092	580	4.0	3,840,580	3,842,358
Rankin	267,749,122	3,540	5.2	25,517,659	11,985,695
Simpson	21,658,230	285	3.9	1,657,467	3,424
Walthall	2,373,181	34	1.4	206,057	0
Warren	204,762,161	3,935	19.3	23,573,420	1,077,968
Wilkinson	3,158,421	45	2.7	276,578	303,019
<b>Regional Totals</b>	<b>\$1,312,244,816</b>	<b>21,508</b>	<b>6.2</b>	<b>\$126,497,230</b>	<b>\$42,753,695</b>

Does not include diesel fuel sales, non-resident licensing fees, or 83rd Division sales. Includes gasoline sales at the pump for some counties.

1. The travel/tourism employment percentage equals estimated direct travel and tourism jobs divided by county level establishment based nonfarm employment. Data based on where employees work, not reside.
2. Estimated state/local travel/tourism taxes from travel/visitor expenditures and some other activity. Includes 7 percent sales tax and 18.5 percent portion diverted to cities; state-licensed casinos; city/county taxes; room/restaurant special taxes; motor vehicle rental and petroleum tax diversions to counties; Alcohol Beverage Control county share of permit license fees; use taxes; tourism capital investment local permit fees; real/personal property taxes (hotels and restaurants in some counties). Data attributable to travel/tourism.

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