

Hills Region Travel and Tourism Expenditures, Employment, Taxes, Tourism Capital Investment, FY2018

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	\$63,063,553	785	5.4	\$5,184,844	\$542,908
Benton	972,733	13	1.3	90,478	246,425
Calhoun	3,432,231	46	1.6	287,885	34,006
DeSoto	363,387,012	4,675	7.4	33,089,857	6,530,315
Grenada	51,393,040	775	7.0	4,401,906	188,000
Itawamba	16,114,725	220	3.5	1,401,304	1,317,832
Lafayette	176,829,942	2,250	9.1	16,262,645	17,337,346
Lee	271,507,482	4,030	7.2	23,393,980	6,241,323
Marshall	16,966,802	235	3.4	1,397,424	2,832,150
Panola	50,171,629	675	6.4	4,192,375	2,330,521
Pontotoc	11,277,677	150	1.2	865,806	81,539
Prentiss	8,027,601	108	1.4	631,921	1,767,399
Tate	11,352,439	155	2.8	921,044	672,507
Tippah	8,256,078	110	1.7	675,509	282,395
Tishomingo	16,640,911	225	3.6	1,317,936	81,624
Union	22,526,404	300	2.6	2,077,508	656,500
Yalobusha	3,742,760	52	1.8	313,539	513,654
Regional Totals	\$1,095,663,019	14,804	6.2	\$96,505,961	\$41,656,444

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 and tourism employment percentage equals estimated direct travel and tourism jobs/county 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; 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.