

KEY INDICATORS - BROADER VIEW (FEBRUARY 1, 2019)
FY2018 ESTIMATED ECONOMIC CONTRIBUTION OF TRAVEL/TOURISM TO THE MISSISSIPPI ECONOMY

TRAVEL AND TOURISM EMPLOYMENT/PAYROLL

- The 89,610 direct jobs were 7.7 percent of the total statewide FY2018 nonfarm establishment-based employment.
- Travel/tourism ranked fourth in private statewide direct nonfarm employment behind private educational and health services, manufacturing and retail trade.
- Travel/tourism industry activities resulted in additional 38,100 indirect and induced jobs. Total jobs associated with travel/tourism = 127,710, 11 percent of statewide nonfarm employment. Employment multiplier: 1.43.
- Annual payroll for the direct jobs was \$1.97 billion. Indirect and induced labor income equaled \$1.2 billion. Total payroll associated with tourism (direct + indirect + induced) = \$3.17 billion. Labor income multiplier = 1.61.

TRAVEL/TOURISM EXPENDITURES BY VISITORS

- Travel/Tourism visitor expenditures were \$6.51 billion. Every \$1 million in travel expenditures throughout Mississippi in FY2018 sustained 14 direct jobs, plus an additional six indirect and induced (secondary) jobs. Travel/Tourism is one of Mississippi's largest export industries.

GENERAL FUND TOURISM REVENUES

- \$405.2 million, or 7.4 percent, of the \$5.49 billion State General Fund. That equals \$2 of every \$27 contributed to the State General Fund.

STATE AND LOCAL TRAVEL/TOURISM TAX REVENUES/FEES

- \$476.6 million collected in travel/tourism state tax revenues/fees. This includes tax revenue from hotels, restaurants, casinos, retail - gasoline at the pump, non-resident licensing fees. State plus local equals \$665.1 million.
- \$188.5 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.
- \$603 in tax relief per household, \$432 (state) and \$171 (local) taxes-fees. Math is \$665.1 million divided by 1,103,514 state households.

WELCOME CENTER PERSONS SERVICED

- About 2.11 million persons serviced at the 13 Welcome Centers.

GDP AND TOURISM CAPITAL INVESTMENT

- 2.4 percent of State Gross Domestic Product directly attributed to travel/tourism. Statewide tourism capital investment: \$246.2 million.

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, Georgia, Tennessee, Arkansas, Missouri and Illinois.
- Top countries of origin: Canada, United Kingdom, Japan, China, Germany.
- Top Mississippi destinations: Gulf Coast, Jackson area, Hattiesburg area, Tupelo, Tunica and DeSoto counties, Vicksburg, Oxford, Meridian, Columbus, Starkville, Natchez and Philadelphia.
- Mississippi had 24 million total visitors (overnight and day leisure, business).
- Every 268 visitors to/through Mississippi helped support one direct job.

STATE-LICENSED CASINOS/CASINO HOTELS/PATRONS

- 21,562 direct casino and casino hotel jobs = 24.1 percent of direct travel/ tourism jobs. State-licensed casino patrons from out of state: 61.8 percent.

LODGING HIGHLIGHTS (FISCAL/CALENDAR YEAR 2018)

- About 60,452 statewide hotel/motel rooms as of December 31, 2018.
- Average Daily Rate of \$85.94, non-casino hotels (CY2018).
- ADR of \$70.51 for state-licensed casino hotels (FY 2018).
- Occupancy percent of 58.0 for non-casino hotels (CY2018).
- Occupancy percent of 77.5 for state-licensed casino hotels (FY2018).
- Revenue per Available Room = \$49.85, non-casino hotels (CY2018).

For questions on these indicators, please contact:

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