

## KEY INDICATORS - BROADER VIEW (FEBRUARY 18, 2020)

### FY2019 ESTIMATED ECONOMIC CONTRIBUTION OF TRAVEL/TOURISM TO THE MISSISSIPPI ECONOMY

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#### TRAVEL/TOURISM EMPLOYMENT/PAYROLL

- The 91,000 direct jobs were 7.8 percent of the total statewide FY19 non-farm establishment-based employment.
- Travel/tourism ranked fourth in private statewide direct non-farm employment behind private manufacturing, educational and health services and retail trade.
- Travel/tourism industry activities resulted in an additional 31,850 indirect and induced jobs. Total jobs associated with travel/tourism = 122,850, 10.6 percent of statewide non-farm employment. Employment multiplier: 1.35.
- Annual payroll for the direct jobs was \$2.04 billion. Indirect and induced labor income equaled \$1.19 billion. Total payroll associated with tourism (direct + indirect + induced) = \$3.23 billion. Labor income multiplier = 1.58.

#### TRAVEL/TOURISM EXPENDITURES BY VISITORS

- Travel/tourism visitor expenditures were \$6.7 billion. Every \$4 million in travel expenditures throughout Mississippi in FY19 sustained 54 direct jobs, plus an additional 19 indirect and induced (secondary) jobs. Travel/tourism is one of Mississippi's largest export industries.

#### GENERAL FUND TOURISM REVENUES

- \$418.7 million, or 7.3 percent, of the \$5.77 billion State General Fund. That equals \$1 of every \$14 contributed to the State General Fund.

#### STATE AND LOCAL TRAVEL/TOURISM TAX REVENUES/FEES

- \$487.6 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, etc. State plus local equals \$677.6 million.
- \$190 million in city/county tax revenues/fees: Room/restaurant, state-licensed casinos, motor vehicle/petroleum, construction/ABC excise taxes, real-personal property taxes paid by hotels/motels, restaurants and casinos.
- \$613 in tax relief per household (HH), \$441 (state) and \$172 (local) taxes/fees. Math is \$677.6 million divided by 1,105,576 state HH.

#### WELCOME CENTERS

- 1,924,736 (about 1.92 million) persons serviced at the 13 Welcome Centers.

#### TOURISM CAPITAL INVESTMENT

- Statewide tourism capital investment: \$262.3 million.

#### STATEWIDE VISITOR PROFILE AND VOLUME

- Mississippi had 24.7 million total visitors (overnight and day leisure, business, domestic and international). Sixty-one percent of all domestic visitors were from out-of-state; thirty-nine percent were from Mississippi.
- Top states of origin: Mississippi, Louisiana, Alabama, Texas, Tennessee, Florida, Georgia, Arkansas and North Carolina.
- Top origin destination marketing areas (DMAs), excluding Mississippi: Memphis, New Orleans, Mobile-Pensacola-Ft. Walton Beach, Atlanta, Baton Rouge and Dallas-Ft. Worth.
- Top countries of origin: Canada, United Kingdom, Japan, China and Germany.
- Top Mississippi destinations: Coastal Mississippi, Jackson area, Hattiesburg area, Oxford, Tupelo, Tunica and DeSoto counties, Meridian, Vicksburg, Starkville, Columbus, Natchez, Philadelphia, Washington County, Laurel, Clarksdale, Cleveland, Corinth, Greenwood, Grenada (city) and Panola County.
- Every 271 visitors to/through Mississippi helped support one (1) direct job.

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

- 21,383 direct casino and casino hotel jobs = 23.5 percent of direct travel/tourism jobs. State-licensed casino patrons from out-of-state: 61.6 percent.

#### LODGING HIGHLIGHTS (FISCAL/CALENDAR YEAR 2019)

- About 61,172 statewide hotel/motel rooms as of December 31, 2019.
- Average Daily Rate (ADR) of \$86.40, non-casino hotels (CY19).
- ADR of \$74.80 for state-licensed casino hotels (FY19).
- Occupancy percent of 58.8 for non-casino hotels (CY19).
- Occupancy percent of 76.7 for state-licensed casino hotels (FY19).
- Revenue per available room = \$49.90, non-casino hotels (CY19).

*For questions on these indicators, please contact:  
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