

**KEY INDICATORS – BROADER VIEW**  
**February 2008**  
**FY 2007 (JULY 2006 – JUNE 2007) ESTIMATED ECONOMIC**  
**IMPACT FOR STATEWIDE TOURISM IN MISSISSIPPI**

**TOURISM EMPLOYMENT/PAYROLL**

- The 85,300 direct jobs were 7.4 % of the total statewide FY 2007 nonfarm establishment-based employment. The Tourism Industry's activities resulted in an additional 37,295 indirect and induced jobs. Total jobs associated with Tourism equaled 122,595.
- The Tourism Industry ranked 6th in total statewide employment—all sectors.
- Annual payroll for the direct jobs was \$1.724 billion. Indirect and induced labor income equaled \$714 million. Total payroll associated with Tourism – direct plus indirect plus induced – was about \$2.44 billion.

**TOURISM EXPENDITURES/CAPITAL INVESTMENT**

- Total Tourist/Visitor expenditures were \$5.7 billion.
- Tourism Capital Investment totaled about \$895.6 million.
- Selected state Government Tourism expenditures totaled about \$22 million.

**STATE TAXES/GENERAL FUND TOURISM REVENUES**

- \$417.1 million collected in Tourism State tax revenues.
- \$380.4 million, or 8.1 % (1/12), of the \$4.7 billion State General Fund.

**CITY/COUNTY TOURISM TAX REVENUES**

- Tourism comprised \$143 million in City/County tax revenues, comprising state-licensed casinos, the 18.5 % of the 7 % state sales tax that went into the cities' General Fund, special room/restaurant taxes and coastal seawall taxes.

**WELCOME CENTER PERSONS SERVICED**

- 2,782,698 persons serviced at the Welcome Centers.

## KEY INDICATORS (FY 2007 ESTIMATES) – Continued

### **ADVERTISING EFFECTIVENESS**

- For every \$1 spent in domestic consumer advertising, there was an \$8 Return on Investment (ROI) based on the FY 2007 Ad Effectiveness Study.

### **GROSS STATE PRODUCT (GSP)**

- Tourism comprised \$4.2 billion in Total Value Added, or 5.0 % of the GSP.

### **VISITOR PROFILE HIGHLIGHTS**

- 22 million total Visitors (Overnight Leisure, Day Leisure, Business).
- 10.6 million domestic Overnight Leisure Visitors, excluding group tours.
- 72 percent of the domestic Overnight Leisure segment was from out-of-state.

### **STATE-LICENSED CASINOS**

- 26,526 casino jobs, plus 3,574 casino hotels jobs, or 30,100 direct jobs.
- 73.3 percent of the state-licensed casino patrons were from out-of-state.
- \$343 million in FY 2007 Tourism Capital Investments.

### **LODGING HIGHLIGHTS**

- 51,087 statewide Hotel/Motel rooms as of June 30, 2007.
- An Average Daily Rate (ADR) of \$70 (all hotels/motels).
- An Occupancy Percent of 61.2 for franchise/corporate properties.
- An Occupancy Percent of 83.0 for state-licensed casino hotels.

**Please contact Tom Van Hying, Research Program Manager, MDA/Tourism Division; [tvanhying@mississippi.org](mailto:tvanhying@mississippi.org), for questions on these terms/indicators.**