

**KEY INDICATORS – BROADER VIEW [OFFICIAL FIGURES]
FY 2009 (JULY 2008 – JUNE 2009) ESTIMATED ECONOMIC
CONTRIBUTION OF TRAVEL AND TOURISM IN MISSISSIPPI**

TRAVEL AND TOURISM EMPLOYMENT/PAYROLL/EXPORTS

- The 78,240 direct jobs were 7.0 % of total statewide FY 2009 nonfarm establishment-based employment. Travel and Tourism activities resulted in an additional 31,760 indirect and induced jobs. Total jobs associated with Travel and Tourism equaled 110,000. Multiplier = 1.4.
- Travel and Tourism 5th in total statewide employment—private sector jobs.
- Annual payroll for the 78,240 direct jobs was \$1.63 billion. Indirect and induced labor income equaled \$873 million. Total payroll associated with Tourism –direct plus indirect plus induced – of \$2.5 billion. Multiplier = 1.5.
- Travel and Tourism is one of Mississippi’s largest export industries.

TRAVEL AND TOURISM EXPENDITURES/CAPITAL INVESTMENT

- Travel and Tourism visitor expenditures were \$5.6 billion.
- Out-of-state visitors spent \$1,600 for every man, woman and child living in Mississippi. This does not include \$300 (expenditures) by in-state travelers.
- Tourism Capital Investment (TCI) totaled \$278.7 million.

STATE TAXES/GENERAL FUND TOURISM REVENUES/TAX RELIEF

- \$407 million collected in Travel and Tourism State tax revenues.
- \$357 million, or 7.7 %, of the \$4.64 billion State General Fund.
- \$374 per Household in Tax Relief, from Travel and Tourism State taxes.

CITY/COUNTY TRAVEL AND TOURISM TAX REVENUES/FEES

- \$111.7 million in City/County Travel and Tourism tax revenues/fees, from state-licensed casinos, special room/restaurant taxes, coastal seawall taxes, motor vehicle/petroleum taxes, TCI permit fees, ABC share of permit fees.

WELCOME CENTER PERSONS SERVICED

- 2,964,425 persons serviced at the Welcome Centers.

KEY INDICATORS (FY 2009 ESTIMATES) – Continued

ADVERTISING EFFECTIVENESS

- For every \$1 spent in domestic consumer advertising, there was a \$5.48 Return on Investment (ROI) based on the FY 2009 Ad Effectiveness Study.

GROSS STATE PRODUCT (GSP)

- Travel and Tourism's \$3.5 billion in Total Value Added = 4.0 % of the GSP. Travel and Tourism expenditures by visitors = 2.4 % of the GSP.

VISITOR PROFILE HIGHLIGHTS

- 19 million total Visitors (Overnight Leisure, Day Leisure, Business). This included 10 million domestic Overnight Leisure Visitors; 1.5 million Overnight Business Travelers; 1 million overnighthers-other personal reasons.
- 75 percent of the domestic visitors were from out-of-state. They accounted for some 84 percent of total FY 2009 Travel Tourism visitor expenditures.
- 83 percent of domestic visitors came from 10 states: Mississippi, Louisiana, Alabama, Tennessee, Texas, Georgia, Florida, Illinois, Arkansas, Missouri.
- Average travel party size = 3.1; nights spent in Mississippi = 3.0, on average.

STATE-LICENSED CASINOS

- 24,060 casino jobs, plus 3,100 casino hotel jobs, or 27,160 direct jobs.
- 72 percent of the state-licensed casino patrons were from out-of-state.

LODGING HIGHLIGHTS

- 56,222 statewide Hotel/Motel rooms as of June 30, 2009. An Average Daily Rate (ADR) of about \$75 for corporate/franchise properties; \$72-\$73 overall.
- Occupancy Percent of 55.8 for corporate/franchise properties. Occupancy Percent of 80.9 for state-licensed casino hotels (includes the comped rooms).

Please contact Tom Van Hying, Research Program Manager, MDA/Tourism Division; tvanhying@mississippi.org, for questions on these terms/indicators.