

**KEY INDICATORS – BROADER VIEW**  
**February 2007**  
**FY 2006 (JULY 2005 – JUNE 2006) ESTIMATED ECONOMIC**  
**IMPACT FOR STATEWIDE TOURISM IN MISSISSIPPI**

**TOURISM EMPLOYMENT/PAYROLL**

- The 75,200 direct jobs were 6.7 %, or 1/15, of the total statewide FY 2006 nonfarm establishment-based employment. The Tourism Industry's activities resulted in an additional 28,685 indirect and induced jobs. Total jobs associated with Tourism equaled 103,885.
- The Tourism Industry ranked 6th in total statewide employment—all sectors.
- Annual payroll for the direct jobs was \$1.4 billion. Indirect and induced labor income equaled \$640 million. Total payroll associated with Tourism – direct plus indirect plus induced – was about \$2 billion.

**TOURISM EXPENDITURES/CAPITAL INVESTMENT**

- Total Tourist/Visitor expenditures were \$5.2 billion.
- Tourism Capital Investment totaled about \$551.2 million.
- Selected state Government Tourism expenditures totaled about \$20.5 million.

**STATE TAXES/GENERAL FUND TOURISM REVENUES**

- \$377.5 million collected in Tourism State tax revenues.
- \$324.4 million, or 7.6 % (1/13), of the \$4.26 billion State General Fund.

**CITY/COUNTY TOURISM TAX REVENUES**

- Tourism comprised \$130 million in City/County tax revenues. This included 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**

- 2,551,894 persons serviced at the Welcome Centers.

## KEY INDICATORS (FY 2006 ESTIMATES) – Continued

### **ADVERTISING EFFECTIVENESS**

- For every \$1 spent in domestic consumer advertising, there was a \$10 Return on Investment (ROI) based on the FY 2006 Ad Effectiveness Study.

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

- Tourism comprised \$3.2 billion in Total Value Added, or 4 % of the GSP.

### **VISITOR PROFILE HIGHLIGHTS**

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

### **STATE-LICENSED CASINOS**

- 20,019 casino jobs, plus 3,253 casino hotels jobs (quarterly averages).
- 73 percent of the state-licensed casino patrons were from out-of-state.
- \$182 million in FY 2006 Tourism Capital Investments.

### **LODGING HIGHLIGHTS**

- 46,326 statewide Hotel/Motel rooms as of June 30, 2006.
- An Average Daily Rate (ADR) of \$68 (all hotels/motels).
- An Occupancy Percent of 68.9 for franchise/corporate properties.
- An Occupancy Percent of 85.1 for state-licensed casino hotels.

**Please contact Tom Van Hying, MDA/Tourism Economist,**  
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