

Tourism Development - Research FY 2010 Marketing Plan

Research's primary function is to provide a compiled annual Economic Contribution Report (ECR) in late February 2010. The FY 2009 ECR will estimate Travel & Tourism's statewide employment, labor income, visitor expenditures, General Fund revenues, construction activity, government expenditures, etc. The two (2) major FY 09 contract research projects are Ad Effectiveness (FY 10 data) and a Visitor Profile Study (FY 09 data). Other research projects include Tourism Capital Investment (TCI), Smith Travel Research (STR) lodging efforts, Statistics Canada data, McGraw Hill Construction Dodge, and the IMPLAN State Data Package (software purchase). Technical assistance to our Tourism Partners/others/networking is reflected.

Brief Project Descriptions (Contract/Vendor Research)

- **FY 10 Ad Effectiveness Study:** Contractor will identify the proportion of Mississippi marketing area—up to about a 3-hour drive from our state's borders. Segments to include in-state, and a 200-mile radius outside the state households who are aware of Mississippi's advertising, measure the incremental travel that could be attributed to the ads, visited Mississippi and/or extended their stay in Mississippi; and track changes in attribute ratings, trip satisfaction and planning sources.
- **FY 09 Visitor Profile:** Contractor will furnish a Visitor Profile and volume data for domestic consumer households. This will include trip purpose, mode of transportation, travel party size, states/cities visited, number of nights by accommodation type, spending by major category, visit satisfaction levels, trip planning (how far in advance and sources used), destinations visited and activities experienced for each state.
- **FY 09 Tourism Capital Investment (TCI):** Contractor (McGraw Hill Construction Dodge) to furnish July 2008 – June 2009 contract construction cost estimates for Tourism-related codes. Data are based on actual costs for this 12-month period, not on anticipated costs beyond June 30, 2009. MDA/Tourism Division also supplements this information with a TCI Survey, with the help of various entities.
- **FY 10 Competitive, Listing and Lodging Supply Reports:** Contractor (STR) updates monthly occupancy percents and average room rates for Mississippi, its four border states, the U.S., the Biloxi-Gulfport Metropolitan Statistical Area (MSA), north Mississippi/Tupelo, South Mississippi/Hattiesburg, Central Mississippi, DeSoto County. Quarterly updates of statewide lodging supply—hotel/motel rooms—are provided, plus a Pipeline report of planned/on-going hotel/motel construction projects.
- **FY09 Statistics Canada Updates:** Contractor (Receiver General for Canada) shares comparison data between states of Canadians who travel to the U.S. Visitor profile data are furnished for Canadian travel parties who visited Mississippi.
- **IMPLAN State Data Package:** The Minnesota IMPLAN Group's state/county level software to estimate the economic activity associated with a sale of a good or service.