

## **KEY INDICATORS – BROADER VIEW**

### **FY 2004 ESTIMATED ECONOMIC IMPACT FOR STATEWIDE TOURISM IN MISSISSIPPI**

#### **TOURISM EMPLOYMENT/PAYROLL**

- The 92,400 direct jobs were 8.3%, or 1/12, of the total statewide FY 2004 nonfarm establishment-based employment. The Tourism Industry's activities resulted in an additional 34,268 indirect and induced jobs. Total jobs associated with Tourism equaled 126,668.
- The Tourism Industry ranked 5<sup>th</sup> in total statewide employment—all sectors.
- Annual payroll for the 92,400 direct jobs was nearly \$1.7 billion. Indirect/induced labor income equaled \$719 million. Total payroll associated with Tourism was about \$2.4 billion.

#### **TOURISM EXPENDITURES/CAPITAL INVESTMENT**

- Total Tourist/Visitor expenditures were \$6.1 billion.
- Tourism Capital Investment totaled about \$440 million.

#### **STATE TAXES/GENERAL FUND**

- \$471 million collected in Tourism State tax revenues. The \$471 million comprised 8.4% of all FY 2004 State taxes collected.
- Tourism accounted for \$365 million, or 10.4% (\$1 out of every \$10), of the \$3.52 billion State General Fund.

#### **CITY/COUNTY TAXES**

- \$152 million collected in City/County Tourism tax revenues.
- \$39.8 million in (state) sales taxes returned to cities attributed to Tourism.

#### **WELCOME CENTER PERSONS SERVICED**

- 2,937,560 persons serviced at the Welcome Centers.

## KEY INDICATORS – Continued

### **ADVERTISING EFFECTIVENESS**

- For every \$1 spent in domestic consumer advertising, there was a \$13 Return on Investment (ROI) based on the FY 2004 Ad Effectiveness Study.

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

- Tourism comprised \$3.6 billion in Total Value Added, or 5.1% of the GSP.

### **VISITOR PROFILE HIGHLIGHTS**

- 30.7 million total Visitors (Overnight Leisure, Day Leisure, Business).
- 84.0 percent of the Overnight Leisure segment was from out-of-state.
- \$814 spent per Overnight Leisure travel party in Mississippi, on average, during their trip (4.6 million travel parties with 11.4 million visitors).

### **STATE-LICENSED CASINOS**

- 29 state-licensed casinos with 29,500 casino jobs, excluding casino hotels.
- 77 percent of the state-licensed casino patrons were from out-of-state.
- \$213 million in FY 2004 capital investments.
- \$2.84 billion in Tourist/Visitor gaming and nongaming revenue.

### **LODGING HIGHLIGHTS**

- 54,027 statewide Hotel/Motel rooms.
- An Average Daily Rate (ADR) of \$59.
- An Occupancy Rate of 59%.

**Please contact Tom Van Hying, Research Manager, MDA/Tourism Division, [tvanhying@mississippi.org](mailto:tvanhying@mississippi.org), for the explanation of the above terms/indicators.**