

KEY INDICATORS

FY 2002 ECONOMIC IMPACT FOR STATEWIDE TOURISM AND RECREATION IN MISSISSIPPI

STATEWIDE TOURISM AND RECREATION EMPLOYMENT

- 92,700 direct jobs – zero growth.
- The 92,700 direct jobs were 8.2 percent, or 1/12, of the total statewide non-agricultural establishment-based employment in FY 2002.
- Total annual payroll for the 92,700 direct jobs was \$1.6 billion.

STATEWIDE TOURISM AND RECREATION REVENUE

- Total Revenues of \$6.4 billion - 2.2 percent increase.

GENERAL FUND TAXES

- \$500.4 million General Fund tax revenues - 2.5 percent increase.

CITY/COUNTY TAXES

- \$147.6 million City/County tax revenues - 2.6 percent increase.

STATEWIDE WELCOME CENTER PERSONS SERVICED

- 3,134,337 persons serviced at the Welcome Centers – 4.7 percent increase.

KEY INDICATORS – Continued

2001 CALENDAR YEAR STATEWIDE VISITOR PROFILE HIGHLIGHTS

- 35 million Mississippi Visitors (Overnight Leisure, Day-Trips, Business).
- 83.0 percent of the Overnight Leisure segment was from out-of-state.
- 4.8 percent increase in Overnight Leisure person-trips.
- \$93 Average Daily Overnight Leisure Visitor Expenditures - \$1 higher than the U.S. National Average of \$92.
- “Getaway Weekend” was the top 2001 “Purpose of Stay.”

STATE-LICENSED CASINOS

- 30 state-licensed casinos.
- 75 percent of state-licensed casino patrons were from out-of-state.
- 4.3 billion dollars in direct/initial, and subsequent capital investments for land, facilities, and gaming equipment.

STATEWIDE LODGING HIGHLIGHTS

- 53,833 statewide Hotel/Motel rooms - 3.8 percent increase.
- An Average Daily Rate (ADR) for statewide Hotel/Motels of \$56.
- An estimated statewide Hotel/Motel Occupancy Rate of 60%.

Please reference the FY 2002 ECONOMIC IMPACT FOR STATEWIDE TOURISM AND RECREATION IN MISSISSIPPI report for explanation of the above Indicators.