

KEY INDICATORS

FY 2003 ESTIMATED ECONOMIC IMPACT FOR STATEWIDE TOURISM IN MISSISSIPPI

STATEWIDE TOURISM EMPLOYMENT

- 91,500 direct jobs in the tourism industry.
- The 91,500 direct jobs were 8.1 percent, or 1/12, of the total statewide FY 2003 nonagricultural establishment-based employment.
- Total annual payroll for the 91,500 direct jobs was \$1.6 billion.

STATEWIDE TOURISM REVENUE

- Total Revenues were \$5.7 billion in visitor expenditures.

STATE TAXES

- \$450 million collected in Tourism State tax revenues.
- The \$450 million comprised 8.3 percent of all FY 2003 State taxes collected.
- Tourism accounted for \$343 million, or 10.2 percent (\$1 out of every \$10), of the \$3.4 billion State General Fund.

CITY/COUNTY TAXES

- \$144 million collected in City/County Tourism tax revenues.

STATEWIDE WELCOME CENTER PERSONS SERVICED

- 2,870,001 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 2003 Ad Effectiveness Study.

CALENDAR YEAR 2002 STATEWIDE VISITOR PROFILE HIGHLIGHTS

- 33 million Mississippi Visitors.
- 86.3 percent of the Overnight Leisure segment was from out-of-state.
- \$96 Average Daily Overnight Leisure Visitor Expenditures - \$2 higher than the U.S. National Average of \$94.
- “Getaway Weekend” was the top “Purpose of Stay.”

STATE-LICENSED CASINOS

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

STATEWIDE LODGING HIGHLIGHTS

- 54,110 statewide Hotel/Motel rooms.
- An Average Daily Rate (ADR) for statewide Hotel/Motels of \$58.
- An estimated statewide Hotel/Motel Occupancy Rate of 59%.

Please reference the FY 2003 ECONOMIC IMPACT FOR STATEWIDE TOURISM IN MISSISSIPPI report for the explanation of the above Indicators.