

Travel and Tourism in Mississippi

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Presenter:

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Mississippi Development Authority Tourism Division Goals

- * Increase annual visitation and visitor spending in Mississippi
- * Strengthen the Mississippi Brand
- * Foster development of new tourism product and tourism partnerships
- * Develop and execute collaborative statewide marketing programs
- * Educate communities, elected officials and key opinion leaders on the economic importance of tourism and film production
- * Advance the use of technology in marketing Mississippi Tourism
- * Expand hospitality, film and creative economy workforce
- * Support tourism industry hospitality training and customer initiatives



MISSISSIPPI VISITORS

Anticipate that travelers will continue to visit Mississippi despite the challenging economy

Estimated 20.5 million visitors in FY 2011 - lower than the FY 2007 pre-recession figure of 22 million

Higher than 20.2 million in FY 2008; the 19 million in FY 2009 and the 19.5 million estimate in FY 2010



MDA Tourism Division Update/Outlook

- * “The Help”, mostly filmed in Greenwood (\$13 million local economic impact), is the highest grossing film ever made in Mississippi. Domestic gross sales: \$140 million as of September 14, 2011. The film was #1 in the U.S., based on ticket sales, for a 25-day run in August – September 2011.
- * State-licensed gross gaming revenues decreased by four percent in FY 2011, versus FY 2010. The Spring 2011 Mississippi River flood impacted the River casinos. The 30 state-licensed casinos plus hotels accounted for about 24,600 direct jobs in FY 2011.
- * Museums are a vital component of Mississippi’s cultural heritage tourism experience and Creative Economy. MDA Tourism is in the process of Mississippi Museum Impact Data Project.
- * Golf, group travel, meetings and conventions, and outdoor recreation, culture/heritage are key segments of our mix.



MDA Tourism Division Update/Outlook

- * Mississippi had 57,850 hotel/motel rooms as of June 30, 2011. It is anticipated supply will increase by 745 rooms in FY 2012, or 1.3 %. Columbus, Oxford and Tupelo are seeing hotel growth.
- * Tupelo's hotel/motel rooms sold (demand) increased 23.1 % the first seven months of 2011, versus January – July 2010, due, in part, to Toyota-related business travel. Other cities have shown solid occupancy percent growth, while some have experienced declines, per Smith Travel Research, Hendersonville, Tennessee.
- * Statewide hotel/motel room revenue, for non-casino hotels, reflected a 6.1 % increase in FY 2011, versus FY 2010.

FY 2011 occupancy % (non-casino): 58.3. Casino hotels: 76.9.



MDA Tourism Division Update/Outlook

- * Travel and Tourism, one of Mississippi's largest export industries, generates economic benefits across all parts of the state that directly affect each and every one of us. Mississippi's economy **without** Travel and Tourism, if other sectors stayed constant:
- * \$365 to \$375 million **less** in General Fund Revenues, FY 2011
- * 115,000 **fewer** estimated total jobs (direct, indirect and induced)
- * \$2.6 to \$2.7 billion **less**—direct, indirect, induced labor income

Note: Our Research Program Manager, Tom Van Hying, works with a Senior Economist, Center for Policy Research and Planning, Mississippi Institutions of Higher Learning, on various items.



FY2008 – FY2014

MISSISSIPPI TRAVEL AND TOURISM DATA

* **Travel expenditures**, FY08: \$6.0 billion; FY09: \$5.6 billion; FY10: \$5.5 billion; Preliminary FY11: \$5.9 billion; Projected FY12: \$5.6-\$5.8 billion; Projected FY13: \$6.1 billion; Projected FY14: \$6.25 billion.

* Every \$1 million in statewide visitor expenditures created an estimated **14** direct jobs, plus an additional six (6) indirect and induced jobs in FY10. Employment Multiplier = 1.41. IMPLAN software used to compute this.

* **Direct jobs**, FY08: 85,000; FY09: 78,240; FY10: 78,485; Preliminary FY11: 81,250; Projected FY12: 82,000; FY13: 84,000; FY14: 84,800.

* 1 out of 9 Mississippi nonfarm jobs are in the Leisure & Hospitality sector.

* Travel and Tourism ranked #5 in employment: private sector (FY10).

* Travel and Tourism: 2.8% of Direct State Gross Domestic Product (GDP)



CY2008 – CY2011

NATIONAL TRAVEL AND TOURISM DATA

* **Travel expenditures**, Calendar Year (CY) 2008 [or CY08]: \$773 billion; CY09: \$704 billion; CY10: \$759 billion; Projected CY11: \$817 billion.


* Direct Travel and Tourism **jobs**, CY08: 7.7 million; CY09: 7.4 million; CY10: 7.4 million. The U.S. Travel Association (USTA), Washington, D.C., do volume, spending and price forecasts, but not employment forecasts.

Note: USTA's Employment Multiplier of 1.96 in CY 2010 resulted in an estimated seven million indirect and induced jobs. They use the Bureau of Economic Analysis (BEA), IMPLAN and their model.

* Travel ranked #5 in employment compared to other major private U.S. industry sectors in Calendar Year 2010.

* Travel and Tourism: 2.7 % of 2010 Gross Domestic Product (GDP).





Travel and Tourism Key Economic Generator Industry for Mississippi

\$5.8 Billion in Visitor Expenditures

115,000 Direct and Indirect Travel and Tourism Jobs

\$435 Million in State Tax Revenues/Fees

\$115 Million in City/County Tax Revenues/Fees



MISSISSIPPI TRAVEL AND TOURISM



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