

2024 Tourism Economic Contribution Report

VISIT
MISSISSIPPI
BIRTHPLACE of AMERICA'S MUSIC



From *The Governor*

Tourism continues to be one of Mississippi's most powerful economic engines, showcasing our unmatched hospitality, culture, and natural beauty to the world. I am proud to report that in 2024, Mississippi welcomed 44.2 million visitors, whose spending generated an extraordinary \$11.9 billion in our state's economy.

These remarkable numbers are more than statistics—they represent hardworking Mississippians whose livelihoods are strengthened by the travel and tourism industry. They reflect the charm of our communities, the vibrancy of our cultural heritage, and the growing recognition of Mississippi as a premier destination.

As we look forward, we are honored to play a significant role in America250, the national commemoration of the 250th anniversary of the Declaration of Independence on July 4, 2026. America250 is a moment for all Americans to reflect on our shared past, honor the contributions of every community, and imagine our collective future.

Mississippi's story is deeply woven into the fabric of American history. From the earliest Native American civilizations, through European colonization, the Civil War, Reconstruction, and the Civil Rights Movement, our state has been both a witness to and a catalyst for many defining moments in our nation's journey.

Mississippians have contributed in many ways:

- We are the Birthplace of America's Music — home to icons like Robert Johnson, B.B. King, Elvis Presley, and Jimmie Rodgers — whose influence stretches across the globe.

- Mississippi's literary heritage, with writers like William Faulkner and Eudora Welty, has enriched America's literary tradition.
- In the Civil Rights Movement, Mississippi's citizens walked the path of courage and change — from Freedom Summer to the deeds of Medgar Evers — demanding justice and equality for all.

As we prepare to celebrate America250, Mississippi is uniquely positioned to highlight these rich histories and stories of transformation. Our tourism assets — historic sites, museums, trails, our musical and literary heritage, civil rights landmarks — will not only draw visitors, but help us reflect on where we have been, what we have become, and the kind of future we wish to build together.

As Governor, I am committed to supporting this industry and the men and women who make it thrive. Together, we will continue to share Mississippi's story, welcome millions more visitors, and build a stronger, more prosperous future for our state — as part of the nationwide celebration of America's 250 years of independence and beyond.

A handwritten signature in black ink, reading "Tate Reeves".

Tate Reeves

Governor of Mississippi



| From *The Director*

Tourism is not just about travel—it is about jobs, communities, and opportunity. In 2024, Mississippi's tourism industry supported 136,094 jobs, providing meaningful work for Mississippians across all 82 counties. Visitor spending also generated more than \$1.1 billion in state and local taxes, strengthening our ability to invest in education, infrastructure, and public services that benefit every citizen.

These results reflect the dedication of our industry partners and the talent of the people who share Mississippi's story every day. Together, we have strengthened our marketing efforts, expanded our reach into new markets, and invested in strategies that keep Mississippi competitive as a tourism destination.

One of those opportunities will be America 250, the national commemoration of our nation's 250th anniversary in 2026. Visit Mississippi, in partnership with the America250 Mississippi Commission, is preparing a comprehensive marketing campaign to highlight our state's unique contributions to American history, from the Birthplace of America's Music and our celebrated literary tradition, to the pivotal role Mississippi played in the Civil Rights Movement. This initiative will not only honor our past but also showcase Mississippi as an essential destination during this milestone celebration.

Tourism in Mississippi is more than an industry—it is a bridge between our history and our future. Every visitor who comes here experiences the warmth of our hospitality, the richness of our culture, and the spirit of our people. By continuing to work together, we will ensure that tourism remains a driver of opportunity, pride, and prosperity for generations to come.

Together, with the support of our industry partners, we will continue to grow tourism's impact, strengthen Mississippi's economy, and share our story with the world.

Rochelle Hicks

Rochelle Hicks

Director, Visit Mississippi

About *Visit Mississippi*

Celebrated as The Hospitality State and proudly known as the Birthplace of America's Music, Mississippi invites visitors to experience a rich tapestry of culture, history, and unforgettable adventures. From the soulful sounds of the Delta to the serene beauty of the Gulf Coast and Appalachian foothills, Mississippi is a destination where every journey tells a story.

Visit Mississippi, a division of the Mississippi Development Authority, serves as the state's official destination marketing organization. As storytellers and cultural ambassadors, we champion Mississippi through strategic global marketing, innovative partnerships, and creative collaboration. Our mission is to elevate the state's thriving tourism economy and inspire visitors from around the world to discover the magic that is Mississippi.

For more information, visit visitmississippi.org.



Visit Mississippi Team



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Economic Impact *Highlights*

44.2 million visitors to Mississippi in 2024

\$11.9 billion
Visitor Spending

\$18.1 billion
Total Economic Impact



136,094
Total Jobs Supported



\$1.1 billion
**Total State &
Local Taxes Generated**

2024

Economic Impact of Visitors to Mississippi



TOURISM
ECONOMICS

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Introduction

Visitors are integral to Mississippi's economy, generating significant financial benefits for residents and local businesses. Visitor activity also produces substantial tax revenue which supports government services.

Credible measurements of the visitor economy are designed to inform policy decisions that foster the sector's development.

To quantify the significance of Mississippi's visitor economy, Tourism Economics developed a comprehensive analysis of visitor spending and its total economic impact on businesses, employment, personal income, and taxes. At a high level, our approach includes the following stages:

- Compilation of visitor statistics
- Compilation of industry data
- Compilation of government data
- Analysis of visitor spending by category
- Economic impact modeling

Key Findings

Key Findings

Visitors Generate Significant Economic Impact

In 2024, **44.2 million visitors** spent **\$11.9 billion** in the Mississippi economy and generated a total economic impact of **\$18.1 billion**.



44.2M Visitors to Mississippi



\$11.9B Visitor Spending



\$18.1B Total Economic Impact



\$4.6B Total Personal Income



136,094 Total Jobs Supported



\$1.1B State And Local Taxes



Results *in Context*



\$11.9B

Visitor Spending

Visitors spent \$32.6 million per day, on average, in Mississippi.



\$4.6B

Total Personal Income

This is the equivalent of nearly \$4,100 per resident household, regardless of any connection to the visitor economy.



136.1K

Total Jobs

The visitor economy sustained 8.0% of all jobs in Mississippi. These employees could fill the University of Mississippi football stadium more than two times.



\$1.1B

State & Local Taxes

State and local taxes generated by the visitor economy offset resident taxes by \$1,015 per household.

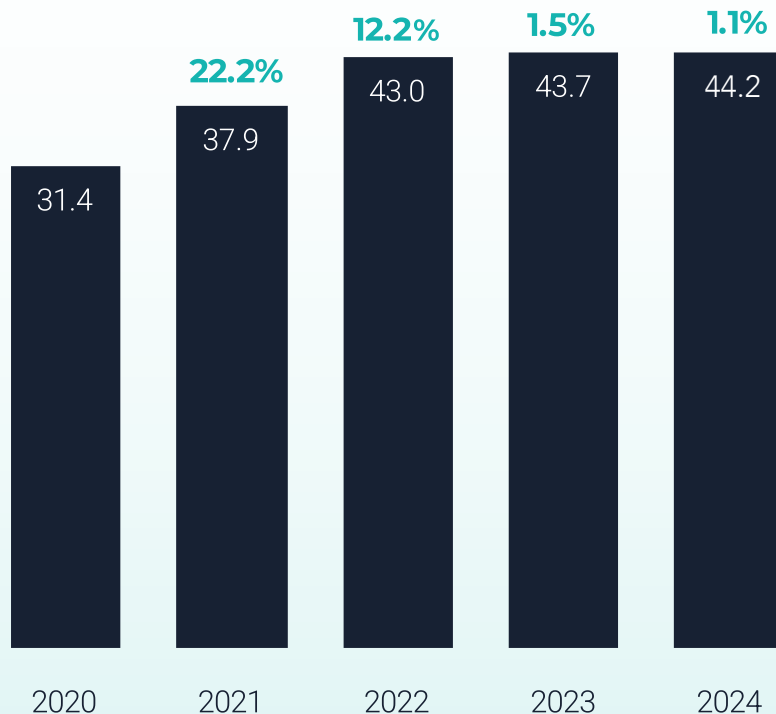


Visitor Volume & Spending

Visitor Volume

In 2024, 44.2 million visitors traveled to Mississippi, a slight increase of 1.1% over the prior year. Growth in both day and international visitation buoyed year-over-year growth.

Mississippi Visitor Volume
\$ millions



Source: Tourism Economics

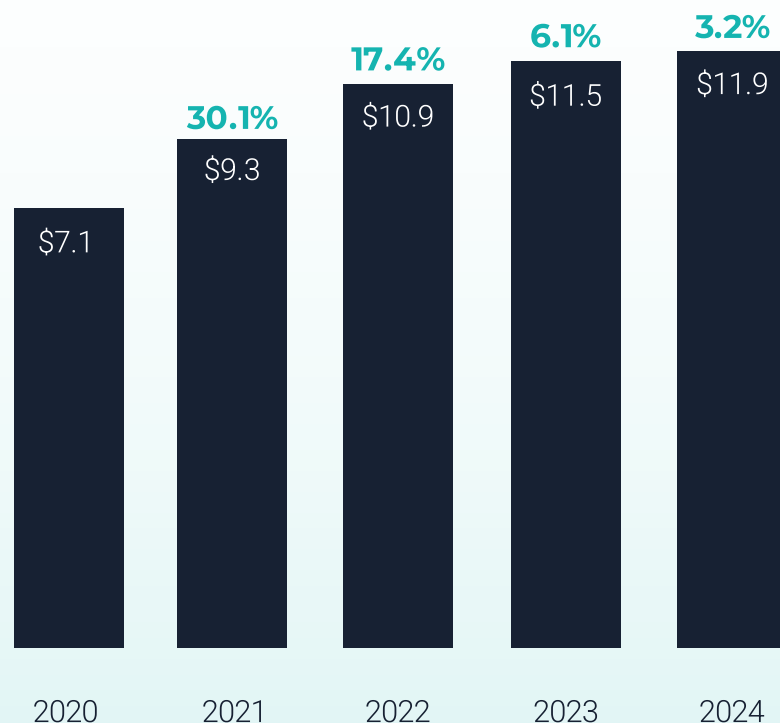
Mississippi welcomed
44.2 million visitors
who spent
\$11.9 billion
in 2024.



Visitor Spending

Visitor spending increased 3.2% in 2024, reaching \$11.9 billion. Of the \$11.9 billion spent, food and beverage purchases accounted for \$3.0 billion—25% of all visitor spending. Visitors spent 22% of their budget on lodging, including hotels, short-term rentals, and the value of second homes.

Mississippi Visitor Spending
\$ billions



Source: Tourism Economics



Food & Beverage
\$3.0B - 25%



Lodging
\$2.6B - 22%



Rec/Ent
\$2.5B - 21%



Retail
\$2.1B - 17%



Trans
\$1.8B - 15%

Visitor Volume & Spending Trends

Visitor spending increased 3.2% in 2024, driven by price increases and international spending growth. Recreation led spending growth in 2024, increasing 5.8% year-over-year, followed by retail (+4.3%). Visitor volume grew 1.1% in 2024, supported by growth in day visitors and international arrivals. The overnight segment declined 0.6% year-over-year, largely a result of a decline in lodging demand.

Mississippi Visitor Volume and Spend, by Market

millions of visitors, \$ millions, \$ per person

	2020	2021	2022	2023	2024	2024 Growth
Total visitors	31.4	38.3	43.0	43.7	44.2	1.1%
Day	18.4	23.9	25.1	25.8	26.4	2.3%
Overnight	12.9	14.4	17.9	17.9	17.8	-0.6%
Total visitors	31.4	38.3	43.0	43.7	44.2	1.1%
Domestic	31.3	38.3	42.9	43.5	44	1.1%
International	0.04	0.03	0.10	0.13	0.14	4.7%
Total Visitor Spending	\$7,117	\$9,263	\$10,876	\$11,543	\$11,909	3.2%
Domestic	\$7,087	\$9,227	\$10,781	\$11,413	\$11,763	3.1%
International	\$30	\$36	\$95	\$131	\$146	11.4%
Per Visitor Spending	\$227	\$242	\$253	\$264	\$270	2.0%
Domestic	\$226	\$241	\$251	\$262	\$267	1.9%
International	\$723	\$1,163	\$967	\$989	\$1,052	6.4%

Source: Tourism Economics | *2024 international volumes and spend are considered preliminary.

Mississippi Visitor Spending

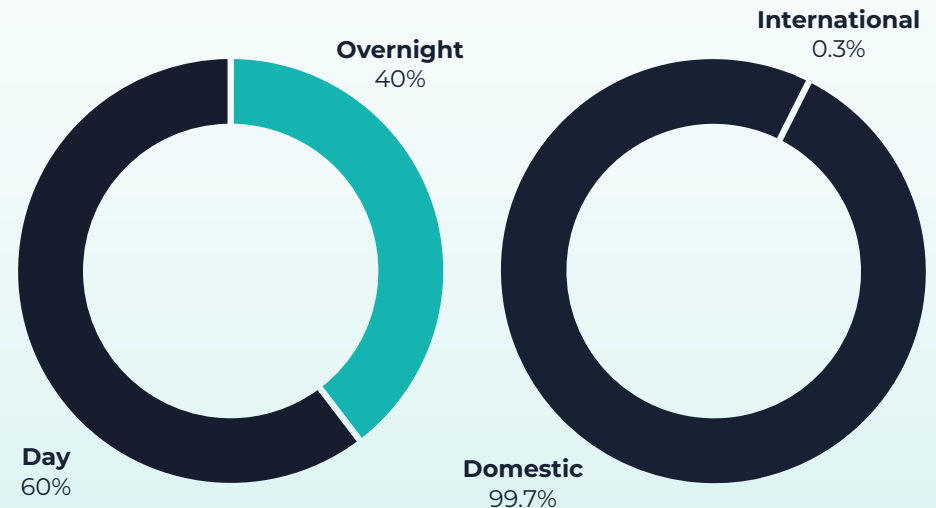
\$ billions

	2020	2021	2022	2023	2024	2024 Growth
Total visitor spending	\$7,117	\$9,263	\$10,876	\$11,543	\$11,909	3.2%
Food and beverage	\$1,759	\$2,241	\$2,683	\$2,860	\$2,952	3.2%
Lodging	\$1,683	\$2,282	\$2,474	\$2,582	\$2,571	-0.4%
Recreation	\$1,566	\$1,950	\$2,257	\$2,380	\$2,517	5.8%
Retail	\$1,244	\$1,536	\$1,851	\$1,972	\$2,057	4.3%
Transportation	\$865	\$1,254	\$1,612	\$1,749	\$1,812	3.6%

Source: Tourism Economics | **Note:** Lodging includes all accommodation types, and transportation includes both ground and air transportation.

Mississippi Visitor Volume, by Market and Segment, 2024

Share of total visitor volume



Source: Tourism Economics

Economic Impact Methodology



Economic Impact Methodology

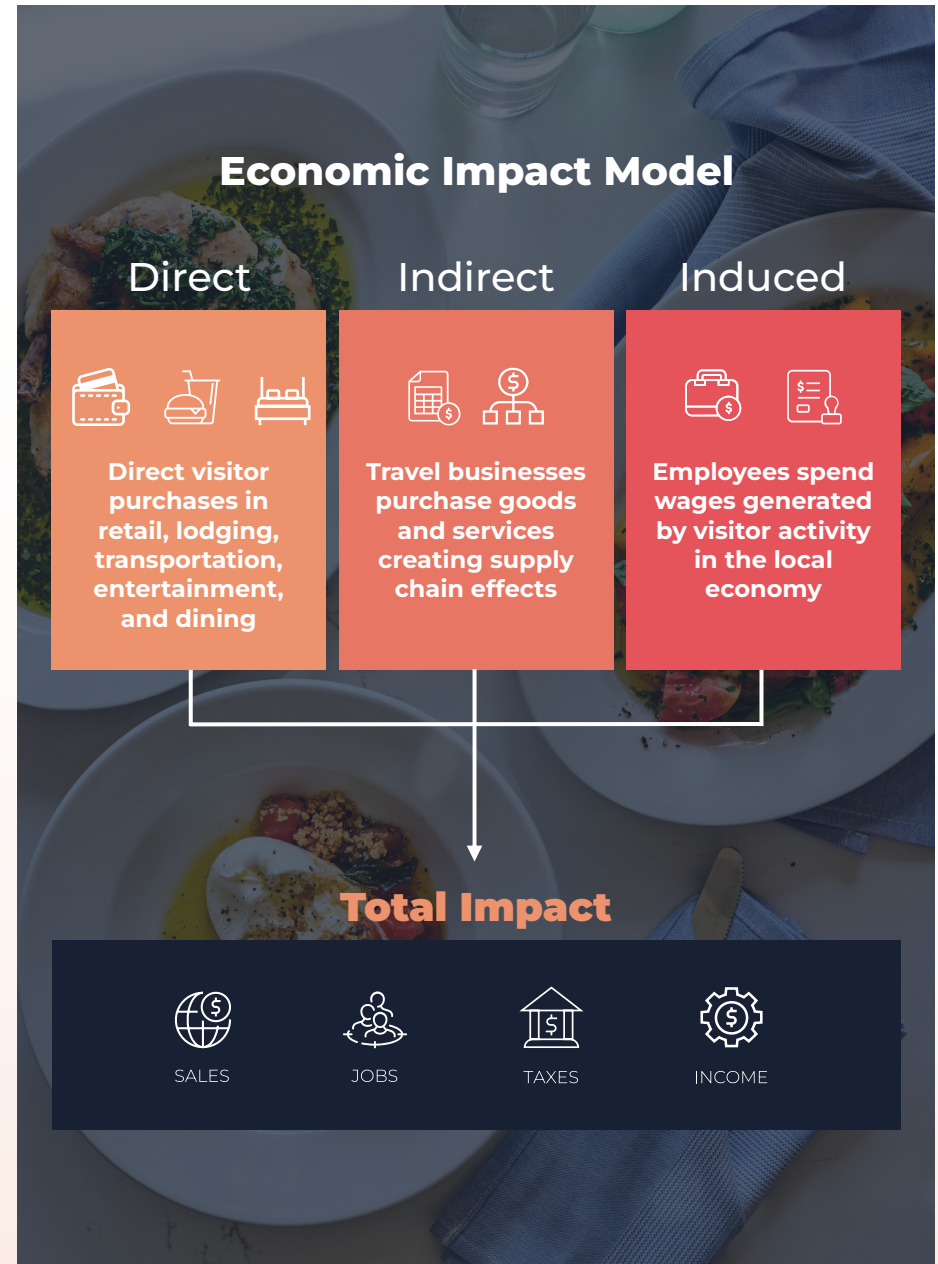
The development of visitor economy impact modeling begins with a comprehensive demand side analysis. Visitor survey data provides estimates on the volume of visitors by type and their spending in specific industries (e.g. lodging, restaurants, retail, recreation and entertainment, transportation). These estimates are strengthened through an analysis of industry-specific data sets on the lodging industry, aviation, and sectoral-level business sales. Government data, including taxes by type, as well as employment and personal income by industry, are used to supplement and confirm demand-side visitor spending calculations.

This provides a detailed profile of visitor spending by industry, which is then connected to a local input-output (I-O) economic impact model constructed within the IMPLAN platform. This uses government (Bureau of Economic Analysis and Census) data to trace the flow of visitor through the local economy and its effects on businesses, households, and government. The model quantifies three levels of impact:

- 1. Direct impacts:** Visitor spending creates direct economic value within a defined set of sectors. This supports a proportion of spending, jobs, wages, and taxes within each sector.
- 2. Indirect impacts:** Businesses providing direct services to visitors purchase goods and services, generating additional impacts called indirect impacts or supply-chain effects.
- 3. Induced impacts:** Additional business activity is generated as employees spend incomes locally that are earned due to visitor activity. This is called the induced impact or income effect.

The model calculates these three levels of impact—direct, indirect, and induced—for the following metrics:

- Spending Wages
- Federal Taxes
- Local Taxes
- Employment
- State Taxes



Economic Impact

Business Sales *Impacts*

Visitors spent \$11.9 billion in Mississippi in 2024. These direct impacts generated an additional \$6.2 billion through supply chain (indirect) and income (induced) effects. As a result, the total economic impact of visitors reached \$18.1 billion in 2024, 3.3% ahead of the prior year.



\$11.9B
Visitor Spending
(Direct Sales)



\$3.5B
Indirect Sales



\$2.7B
Induced Sales



\$18.1B
Total Economic Impact



Visitor spending generated
a total economic impact of
\$18.1 billion

Business Sales by Industry (2024)

\$ millions

	Direct Business Sales	Indirect Business Sales	Induced Business Sales	Total Business sales
Total, all industries	\$11,909	\$3,451	\$2,713	\$18,073
Food & Beverage	\$2,952	\$176	\$256	\$3,385
Lodging	\$2,959	\$1	\$5	\$2,965
Retail Trade	\$2,057	\$77	\$308	\$2,442
Business Services	\$809	\$877	\$190	\$1,876
Finance, Insurance and Real Estate	\$84	\$780	\$747	\$1,611
Other Transport	\$925	\$229	\$93	\$1,247
Recreation and Entertainment	\$766	\$69	\$33	\$868
Gasoline Stations	\$831	\$5	\$27	\$862
Personal Services	\$471	\$131	\$131	\$732
Construction and Utilities		\$337	\$118	\$455
Education and Health Care		\$16	\$415	\$430
Communications		\$247	\$82	\$330
Manufacturing		\$209	\$118	\$327
Wholesale Trade		\$162	\$126	\$288
Government		\$101	\$40	\$141
Air Transport	\$56	\$5	\$4	\$65
Agriculture, Fishing, Mining		\$28	\$22	\$50

Source: Tourism Economics

GDP (Value Added *Impacts*)

Mississippi's visitor economy GDP increased to \$8.4 billion in 2024. This represented 5% of Mississippi's entire economy. GDP removes the value of all imported goods and services (from other states and internationally).



GDP by Industry (2024)

\$ millions

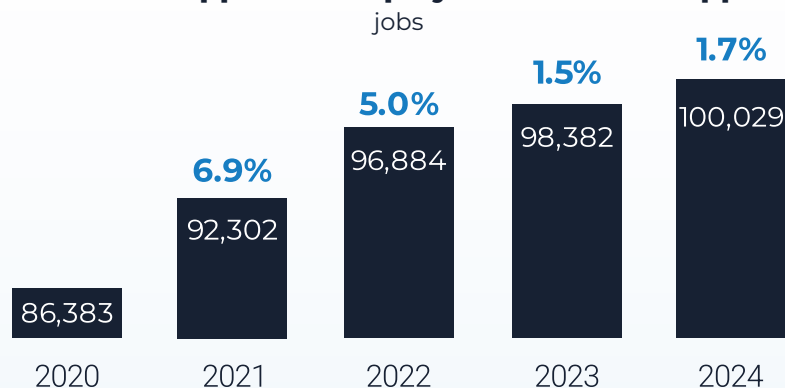
	Direct GDP	Indirect GDP	Induced GDP	Total GDP
Total, all industries	\$5,389	\$1,549	\$1,473	\$8,411
Lodging	\$1,926	\$1	\$4	\$1,930
Food & Beverage	\$1,240	\$100	\$122	\$1,462
Finance, Insurance and Real Estate	\$46	\$346	\$478	\$869
Business Services	\$301	\$418	\$91	\$810
Retail Trade	\$506	\$48	\$180	\$734
Other Transport	\$411	\$123	\$46	\$580
Personal Services	\$361	\$83	\$84	\$528
Recreation and Entertainment	\$459	\$22	\$19	\$499
Education and Health Care		\$8	\$255	\$263
Construction and Utilities		\$131	\$46	\$177
Wholesale Trade		\$81	\$62	\$142
Gasoline Stations	\$113	\$3	\$14	\$130
Communications		\$76	\$28	\$103
Government		\$57	\$17	\$74
Manufacturing		\$42	\$21	\$63
Air Transport	\$27	\$3	\$2	\$32
Agriculture, Fishing, Mining		\$9	\$6	\$15

Source: Tourism Economics

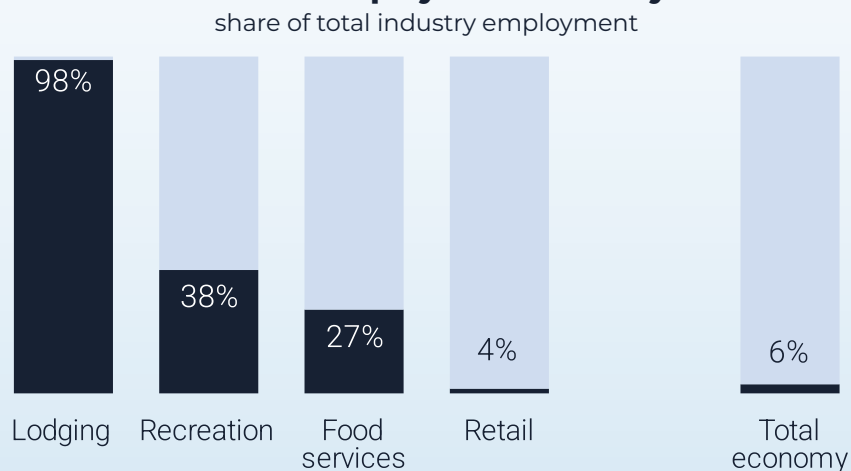
Direct Employment

Employment directly supported by visitor activity increased 1.7% in 2024 and reached 100,029 jobs. Visitor-supported employment is a significant part of several industries in Mississippi—nearly all lodging employment, 38% of recreation employment, and 27% of food and beverage jobs are supported by visitor spending. Overall, direct tourism jobs accounted for 5.9% of all jobs in Mississippi in 2024.

Visitor-Supported Employment in Mississippi

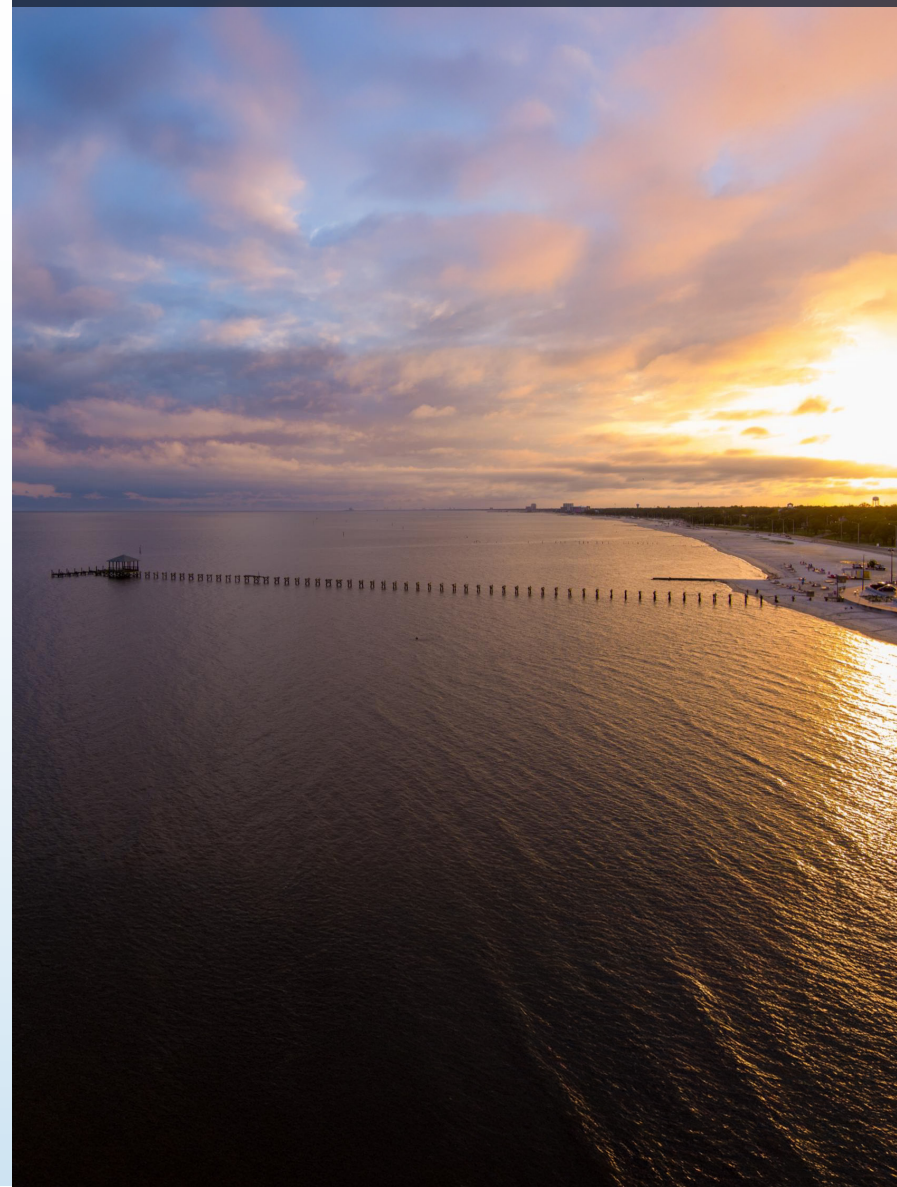


Tourism Employment Intensity



Source: Tourism Economics

The visitor economy in **Mississippi** directly supported **100,029 local jobs.**



Employment *Impacts*

Visitor activity sustained 100,029 direct jobs in 2024, with an additional 36,065 jobs supported from the indirect and induced impacts of visitor activity. Total employment impacts tallied 136,094 in 2024, translating to one-in-13 jobs in the state.



Employment by Industry (2024)
jobs

	Direct Jobs	Indirect Jobs	Induced Jobs	Total Jobs
Total, all industries	100,029	19,703	16,362	136,094
Food & Beverage	30,378	2,114	2,873	35,365
Lodging	25,515	16	72	25,602
Business Services	7,986	6,822	1,543	16,351
Personal Services	13,244	1,475	1,406	16,125
Retail Trade	7,608	616	2,635	10,859
Recreation and Entertainment	8,486	921	414	9,821
Other Transport	4,929	1,920	671	7,521
Finance, Insurance and Real Estate	601	3,307	1,681	5,589
Education and Health Care		159	3,832	3,991
Gasoline Stations	1,175	28	150	1,353
Wholesale Trade		478	332	810
Construction and Utilities		474	208	681
Government		508	141	649
Communications		433	145	578
Manufacturing		294	124	418
Agriculture, Fishing, Mining		129	128	256
Air Transport	107	10	7	124

Source: Tourism Economics



The visitor economy supported **1-in-13 jobs** in Mississippi, including more than 35,000 jobs in the food and beverage industry.

| Personal Income *Impacts*

Visitor activity generated \$3.0 billion in direct personal income in 2024. Including indirect and induced impacts, employees received a total of \$4.6 billion in personal income. Total visitor-generated income in Mississippi increased 2.8% in 2024.



\$3.0B

Direct Personal
Income



\$0.9B

Indirect Personal
Income



\$0.7B

Induced Personal
Income



\$4.6B

Total Personal
Income



Personal Income by Industry (2024)

\$ millions

	Direct Personal Income	Indirect Personal Income	Induced Personal Income	Total Personal Income
Total, all industries	\$3,026	\$893	\$718	\$4,637
Lodging	\$981	\$1	\$3	\$985
Food & Beverage	\$766	\$61	\$76	\$902
Business Services	\$232	\$343	\$74	\$649
Personal Services	\$290	\$59	\$53	\$402
Other Transport	\$272	\$96	\$33	\$401
Retail Trade	\$228	\$22	\$86	\$337
Education and Health Care		\$8	\$234	\$242
Finance, Insurance and Real Estate	\$25	\$113	\$66	\$204
Recreation and Entertainment	\$170	\$10	\$8	\$188
Wholesale Trade		\$38	\$28	\$65
Gasoline Stations	\$53	\$1	\$7	\$61
Construction and Utilities		\$41	\$16	\$57
Government		\$42	\$11	\$53
Communications		\$35	\$11	\$46
Manufacturing		\$19	\$9	\$28
Air Transport	\$8	\$1	\$1	\$9
Agriculture, Fishing, Mining		\$4	\$4	\$8

Source: Tourism Economics

Tax *Impacts*

Visitor activity generated \$2.2 billion in government revenues in 2024. State and local taxes alone topped \$1.1 billion in 2024. Each household in Mississippi would need to be taxed an additional \$1,015 to replace the visitor-generated taxes received by state and local governments in 2024.

Tax Impacts (2024)

\$ millions

	Direct	Indirect/ Induced	Total
Tax Revenues	\$1,518	\$706	\$2,224
Federal Taxes	\$701	\$373	\$1,075
Personal Income	\$217	\$114	\$331
Corporate	\$76	\$45	\$121
Indirect Business	\$28	\$12	\$40
Social Insurance	\$380	\$202	\$582
State Taxes	\$514	\$230	\$744
Sales	\$402	\$172	\$574
Personal Income	\$52	\$28	\$79
Corporate	\$24	\$14	\$38
Social Insurance	\$0	\$0	\$0
Excise and Fees	\$35	\$15	\$50
Property	\$2	\$1	\$3
Local Taxes	\$303	\$103	\$406
Sales	\$8	\$3	\$11
Tourism Tax	\$62	\$0	\$62
Excise and Fees	\$6	\$3	\$9
Property	\$227	\$97	\$324

Source: Tourism Economics



Appendix

Appendix

Methodology Overview

Measuring the visitor economy begins with a comprehensive demand side analysis. A visitor is defined as someone who stayed overnight or traveled more than 50 miles to the destination.

The study area is defined as the state of Mississippi.

Visitor survey data provide estimates on the volume of visitors by type and their spending in specific categories (e.g. lodging, restaurants, retail, recreation and entertainment, transportation). These estimates are strengthened through an analysis of industry-specific data sets on the lodging industry, aviation, and sectoral-level business sales. Government data, including taxes by type as well as employment and personal income by industry are used to supplement and confirm demand-side visitor spending calculations.

The primary source of the employment and wage data is the Regional Economic Information System (REIS), maintained by the Bureau of Economic Analysis (BEA). This is more comprehensive than Bureau of Labor Statistics (BLS QCEW) data because sole-proprietors do not require unemployment insurance and are not counted in the QCEW data.

The complete set of data inputs is provided here.

Data Sources

- **Longwoods International:** Survey data, including spending and visitor profile characteristics for visitors to Mississippi
- **STR:** Lodging performance data, including room demand and revenue
- **Mississippi Department Revenue:** Lodging and sales tax receipts by industry
- **BEA/BLS:** Employment and wage data by industry
- **US Census:** Business sales and employment by industry, and seasonal second homes inventory
- **Tourism Economics:** International arrivals data for visitors to Mississippi
- **American Gaming Association:** Casino revenue

Glossary

Spending Definitions

Lodging All accommodation businesses, including hotels, B&Bs, campgrounds, and short-term rentals. This includes food, entertainment, and other services provided by these establishments.

Food & Beverage Includes all visitor spending on food & beverages, including at restaurants, bars, grocery stores and other food providers.

Recreation Includes visitors spending within the arts, entertainment and recreation sector.

Retail Includes visitor spending in all retail sub-sectors within the local economy, excluding grocery stores.

Local Transport Ride share, taxis, limos, trains, rental cars, buses, and gasoline purchases.

Air Transport Where applicable, the local share of air transportation spending.

Second Homes Where applicable, spending associated with seasonal second homes for recreational use as defined by the Census Bureau.

Economic Impact Definitions

Direct Impact Impacts (business sales, jobs, income, and taxes) related to businesses where visitors spend dollars (e.g. recreation, transportation, lodging).

Indirect Impact Impacts created from the purchase of goods and services as inputs (e.g. food wholesalers, utilities, business services) into production by the directly affected sectors (i.e. business-to-business purchases).

Induced Impact Impacts created from spending in the local economy by employees whose wages are generated either directly or indirectly by visitor activity.

Employment Employment is measured by the Bureau of Economic Analysis (BEA) definition, and captures full-time and part-time jobs, which includes salary and wage employees and proprietors.

Personal Income Income (wages, salaries, proprietor income and benefits) supported by visitor spending.

Gdp (Value Added) Business sales net of intermediate (supply chain) purchases.

Local Taxes City and County taxes generated by visitor spending. Includes any local sales, income, bed, usage fees, licenses and other revenue streams to local governmental authorities.

State Taxes State tax revenues generated by visitor spending. Includes sales, income, corporate, usage fees and other assessments of state governments.

About the Research Team

This study was conducted by the Tourism Economics group within Oxford Economics. Tourism Economics combines an understanding of traveler dynamics with rigorous economics to answer the most important questions facing destinations, investors, and strategic planners. By combining quantitative methods with industry knowledge, Tourism Economics designs custom market strategies, destination recovery plans, forecasting models, policy analysis, and economic impact studies.

Oxford Economics was founded in 1981 as a commercial venture with Oxford University's business college to provide economic forecasting and modeling to UK companies and financial institutions expanding abroad. Since then, we have become one of the world's foremost independent global advisory firms, providing reports, forecasts and analytical tools on 200 countries, 100 industrial

sectors and over 3,000 cities. Our best-of-class global economic and industry models and analytical tools give us an unparalleled ability to forecast external market trends and assess their economic, social and business impact.

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VISIT MISSISSIPPI

BIRTHPLACE *of* AMERICA'S MUSIC

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