



Travel USA Visitor Profile



2023

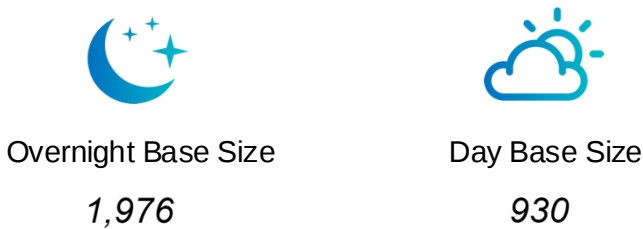
Introduction

- Longwoods International began tracking domestic American travelers in 1985, and has conducted large-scale syndicated visitor research quarterly since 1990.
- It is currently the largest ongoing study conducted of American travelers, providing our clients with more reliable data and greater ability to home in on key market segments of interest.
- An **overnight trip** is any journey for business or pleasure, outside your community and not part of your normal routine, where you spent one or more nights away from home.
- A **day trip** is any journey for business or pleasure, outside your community and not part of your normal routine, that did not include an overnight stay. Day trips involve travel of more than 50 miles from home.
- This report provides an overview for Mississippi’s domestic tourism business in 2023.

Methodology

Each quarter, a random, projectable sample of adult members (18 years of age and over) of a major U.S. consumer panel is invited to participate in the **Longwoods Travel USA®** survey. Respondents are selected to be representative of the U.S. adult population.

For Mississippi, the following sample was achieved in 2023:



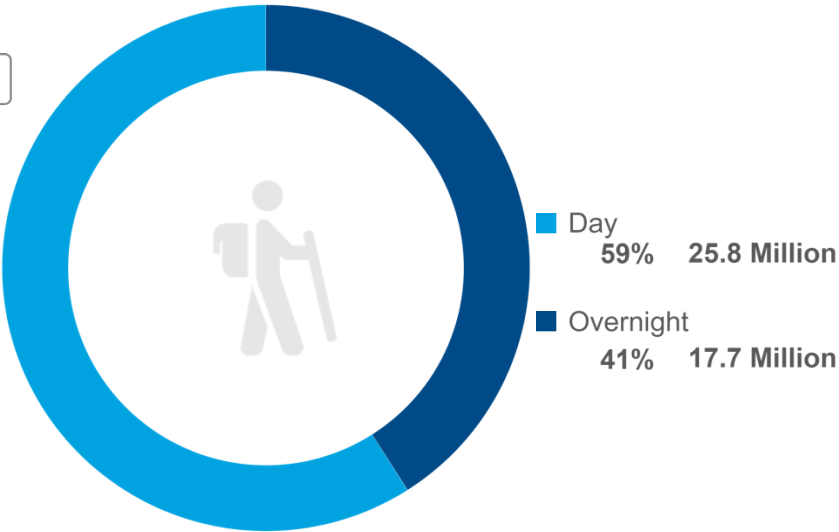
For analysis, data were weighted on key demographics to correct for any differences between the sample and U.S. population targets.

Total Size of Mississippi 2023 Domestic Travel Market

Total Person-Trips

43.5 Million

+1.4% vs. last year

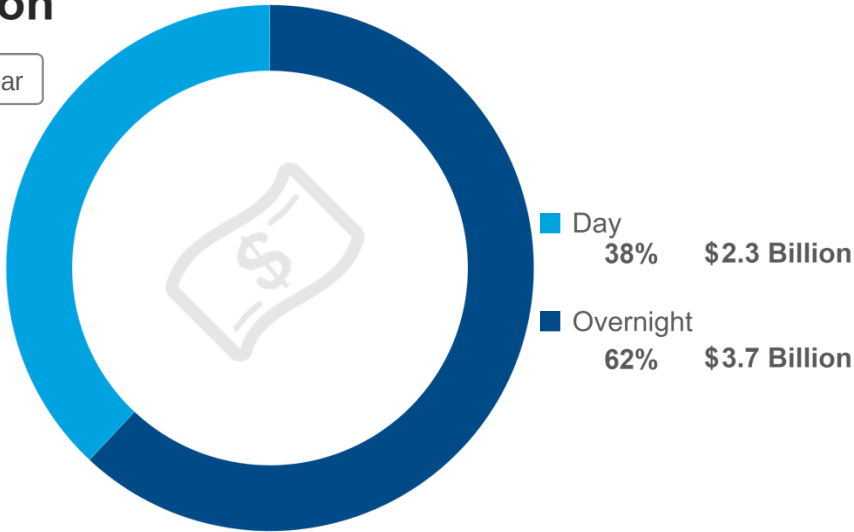


Total Expenditures for Mississippi 2023 Domestic Travel Market

Total Spending

\$ 6.0 Billion

+6.3% vs. last year





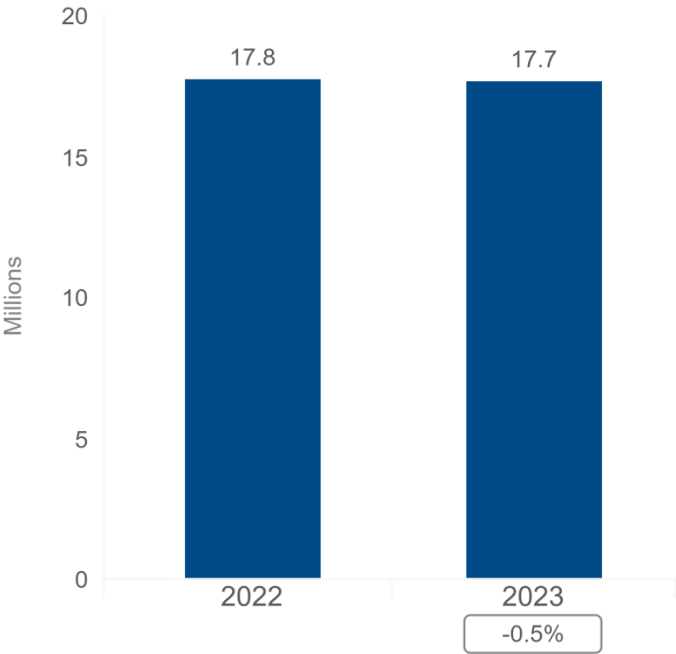
Travel USA Visitor Profile

Overnight Visitation



2023

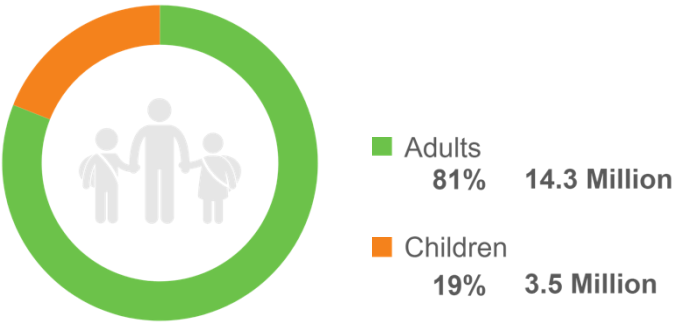
Overnight Trips to Mississippi



Size of Mississippi Overnight Travel Market - Adults vs. Children

Total Overnight Person-Trips

17.7 Million



Past Visitation to Mississippi

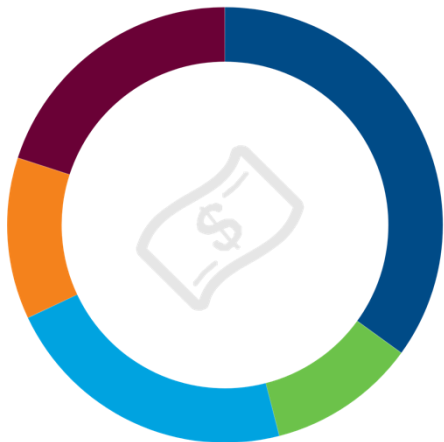
- 85%** of overnight travelers to Mississippi are repeat visitors
- 64%** of overnight travelers to Mississippi had visited before in the past 12 months

Domestic Overnight Expenditures - by Sector

Total Spending

\$3.677 Billion

+5.1% vs. last year



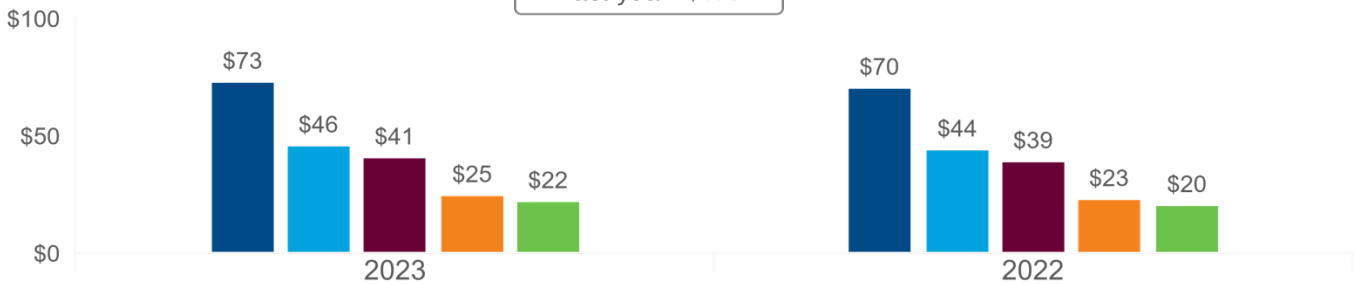
Lodging	35%	\$1,304 Million
Transportation at Destination	11%	\$387 Million
Restaurant Food & Beverage	22%	\$817 Million
Retail Purchase	12%	\$438 Million
Recreation/Entertainment	20%	\$732 Million

vs. last year
+4.6%
+6.1%
+5.0%
+4.9%
+5.8%

Average Per Person Per Trip Expenditures on Domestic Overnight Trips - by Sector

Average Per Person Per Trip: \$207

Last year: \$196



Lodging Restaurant food & beverage Recreation/ Sightseeing/ Entertainment Retail Purchase
Transportation at Destination

Average Per Person
Per Trip:

Leisure \$203

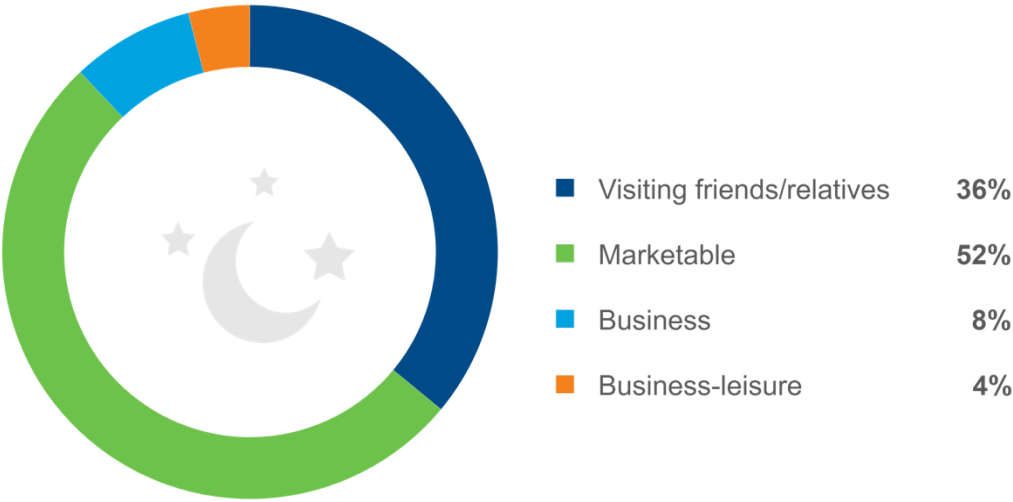
Main Purpose of Trip

	36% Visiting friends/ relatives	
	16% Casino	 2% Conference/ Convention
	8% Special event	
	8% Touring	
	6% Outdoors	 6% Other business trip
	5% City trip	
	3% Resort	 4% Business-Leisure
	2% Theme park	

Main Purpose of Leisure Trip

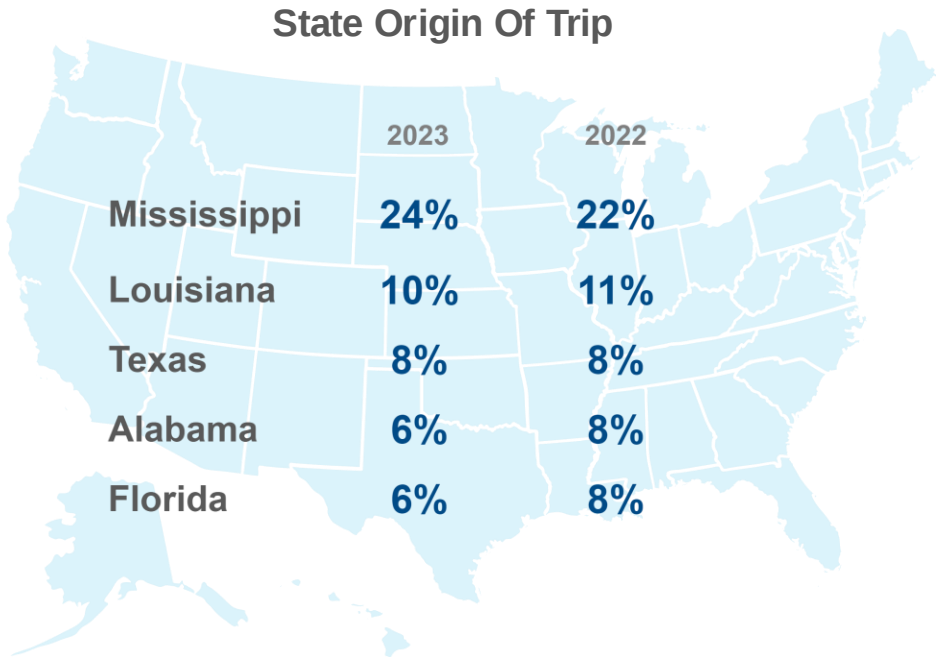
	2023	2022
Visiting friends/ relatives	36%	35%
Casino	16%	16%
Special event	8%	7%
Touring	8%	10%
Outdoors	6%	7%
City trip	5%	5%
Resort	3%	3%

2023 Mississippi Overnight Trips



Last Year's Mississippi Overnight Trips

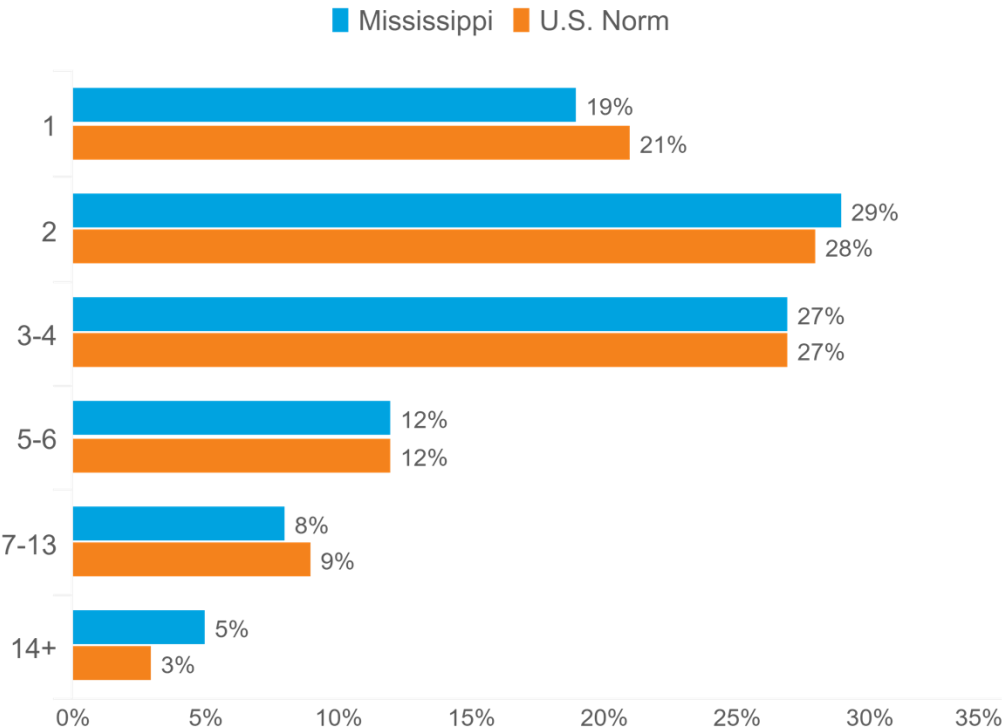




Season of Trip
Total Overnight Person-Trips

DMA Origin Of Trip	2023	2022
New Orleans, LA	7%	7%
Memphis, TN/MS/AR	6%	6%
Jackson, MS	6%	6%
Hattiesburg-Laurel, MS	4%	1%
Columbus-Tupelo-West Point, MS	4%	4%
Los Angeles, CA	4%	2%
New York, NY	4%	2%
Houston, TX	3%	2%
Mobile-Pensacola, AL/FL/MS	3%	3%
Atlanta, GA	3%	3%

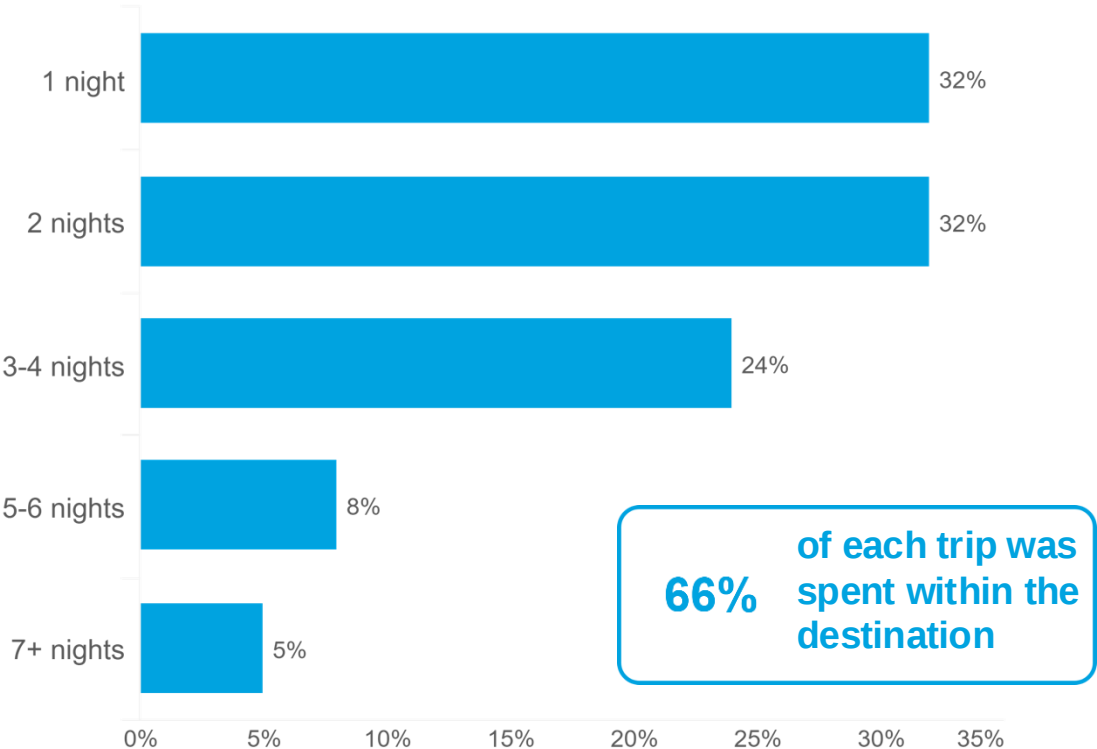
Total Nights Away on Trip



Mississippi
4.1
Average Nights

U.S. Norm
3.8
Average Nights

Nights Spent in Mississippi



Average number of nights
2.7

Average last year
3.0

Size of Travel Party

■ Adults ■ Children

Mississippi



Total **3.2**

Average number of people

U.S. Norm



Total **2.9**

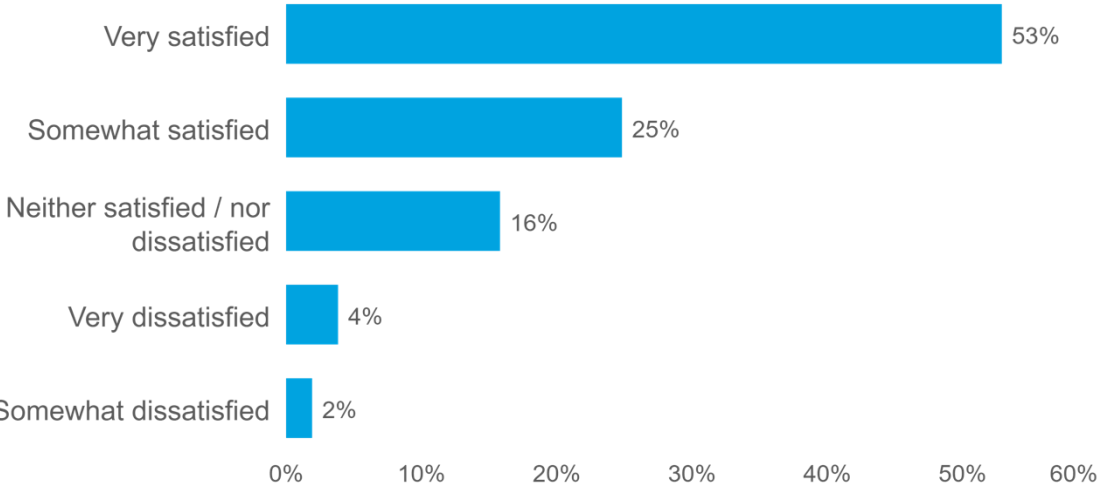
Average number of people



20% of travel parties had a travel party member that required accessibility services
U.S. Norm: **17%**

Satisfaction with Ease of Accessibility

Ease of Accessibility only asked to those with travel limiting disabilities within travel party





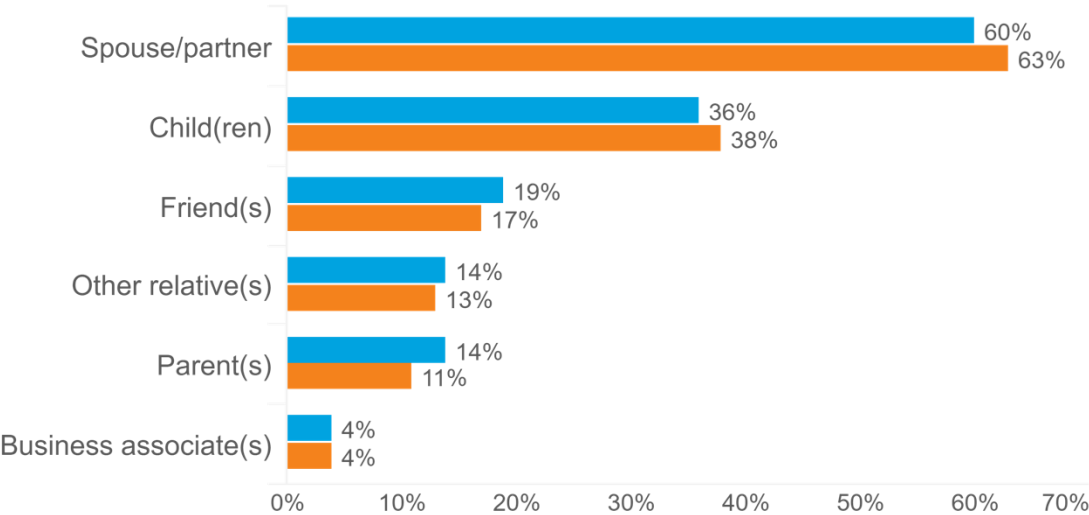
23% of trips only had one person in the travel party

U.S. Norm: **24%**

Composition of Immediate Travel Party

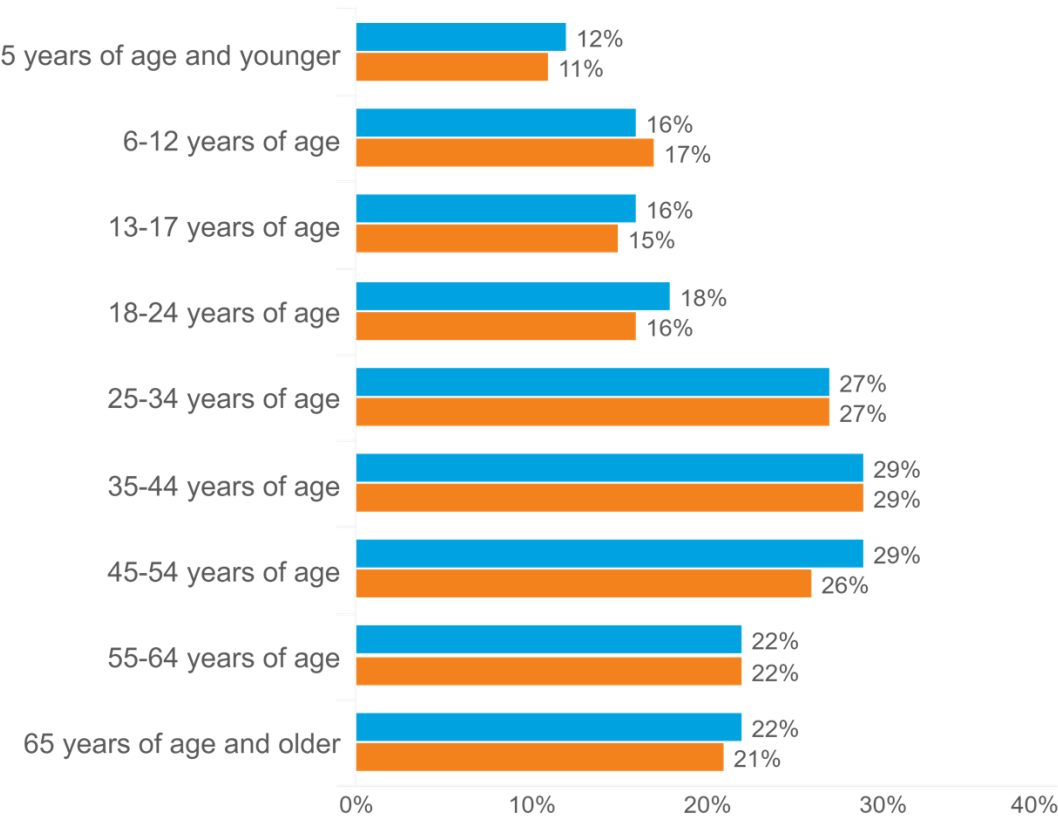
Base: 2023 Overnight Person-Trips that included more than one person

■ Mississippi ■ U.S. Norm



Travel Party Age

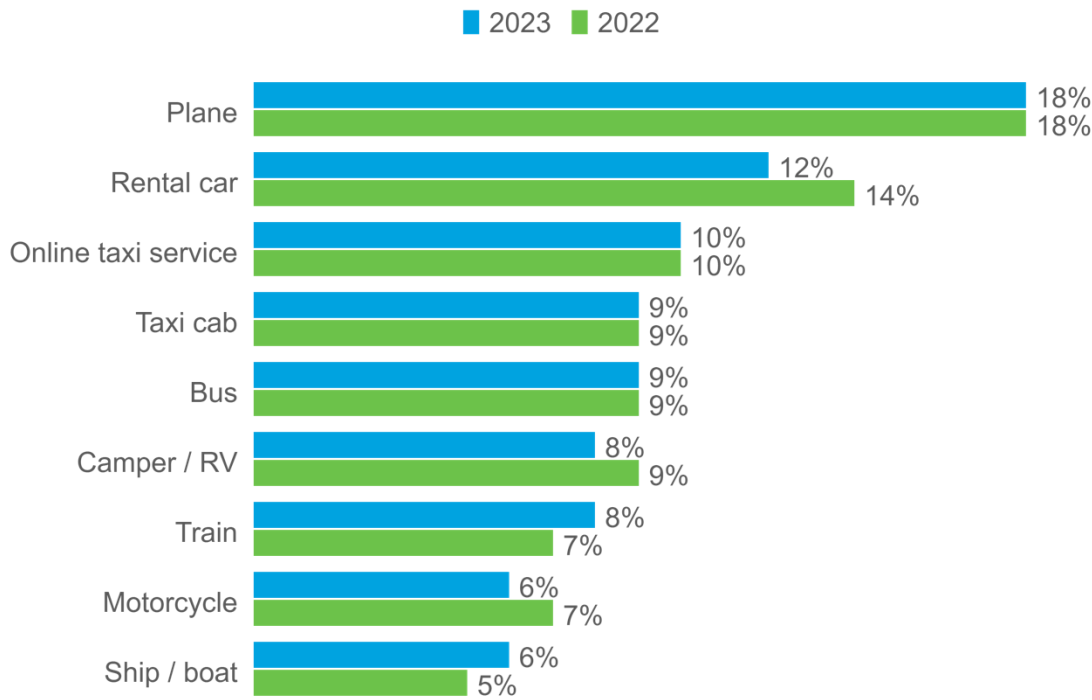
■ Mississippi ■ U.S. Norm



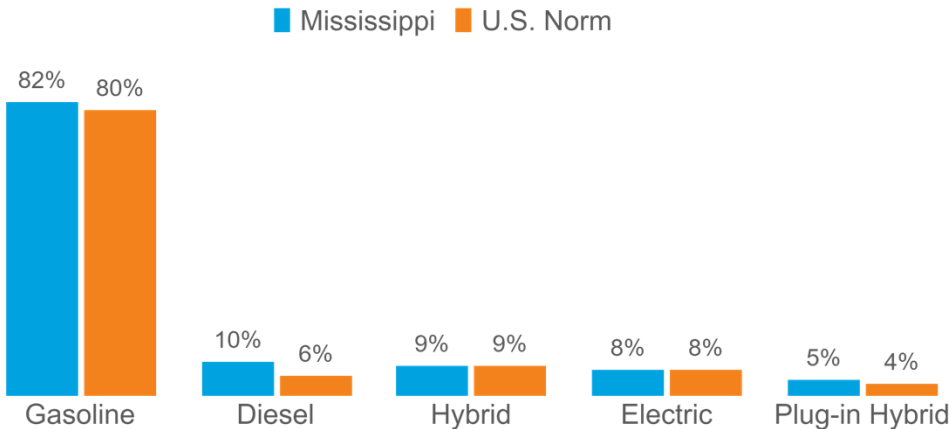
Transportation Used to get to Destination

80% of overnight travelers use own car/truck to get to their destination

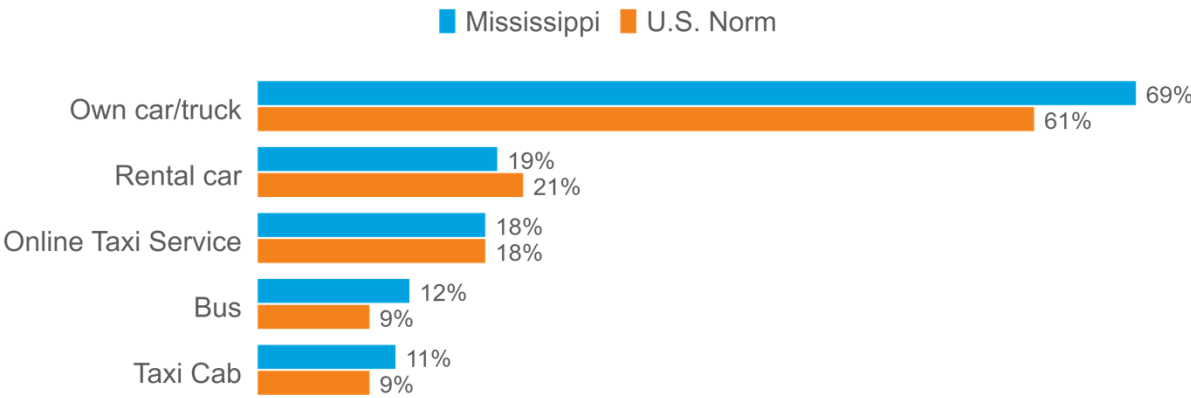
Previous year: **76%**



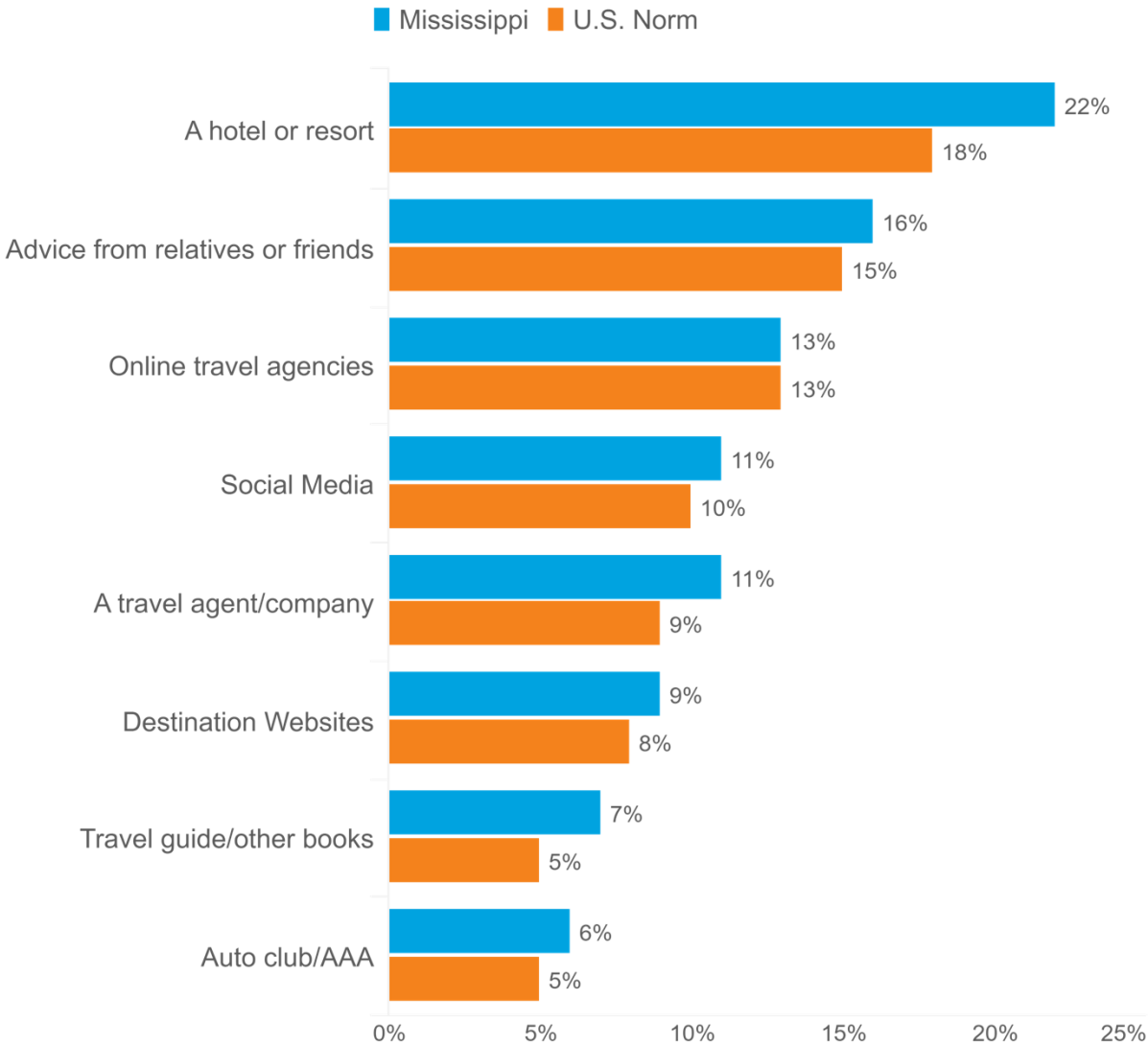
Type of Vehicle Used to get to Destination



Transportation Used within Destination



Trip Planning Information Sources



Length of Trip Planning

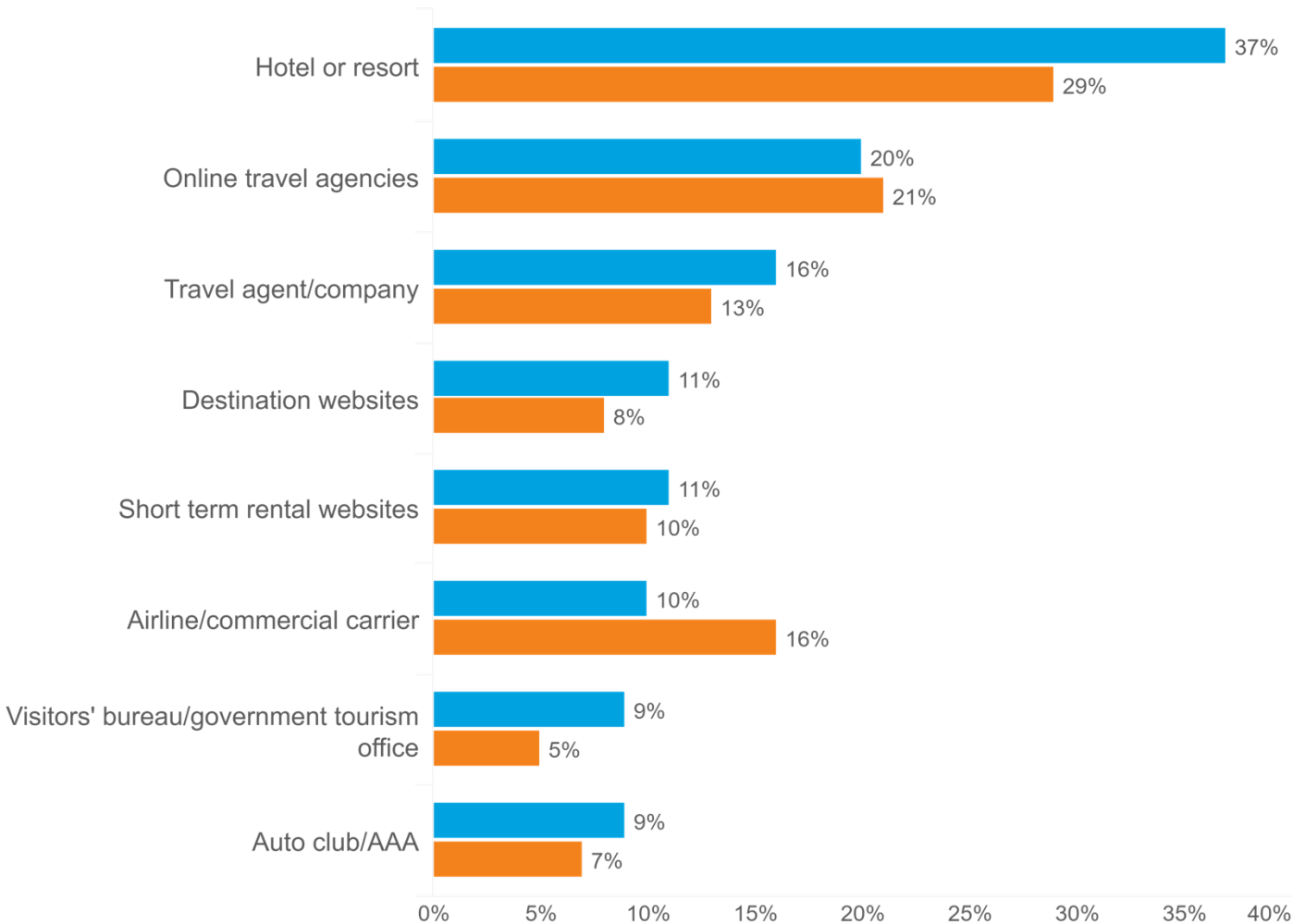
	Mississippi	U.S. Norm
1 month or less	34%	33%
2 months	14%	17%
3-5 months	15%	18%
6-12 months	13%	13%
More than 1 year in advance	4%	4%
Did not plan anything in advance	19%	15%

Mississippi's Overnight Trip Characteristics

Base: 2023 Overnight Person-Trips

Method of Booking

Mississippi U.S. Norm

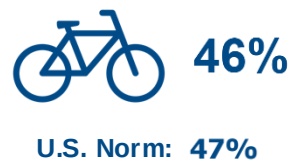


Accommodations

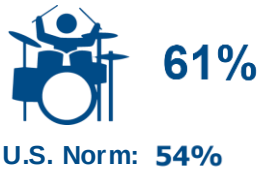
		2023	2022
	Hotel	44%	44%
	Home of friends / relatives	21%	18%
	Resort hotel	16%	17%
	Motel	14%	16%
	Bed & breakfast	9%	9%
	Campground / RV park	8%	7%
	Rented home / condo / apartment	7%	7%

Activity Groupings

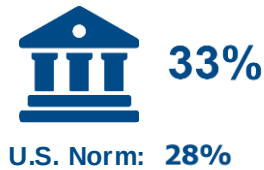
Outdoor Activities



Entertainment Activities



Cultural Activities



Sporting Activities



Business Activities



Activities and Experiences (Top 10)

	2023	2022
 Casino	29%	30%
 Shopping	27%	27%
 Sightseeing	19%	21%
 Bar/nightclub	16%	14%
 Attending celebration	15%	16%
 Landmark/historic site	15%	14%
 Swimming	14%	15%
 Beach/waterfront	13%	16%
 Museum	12%	15%
 Live performances	11%	8%

Shopping Types on Trip

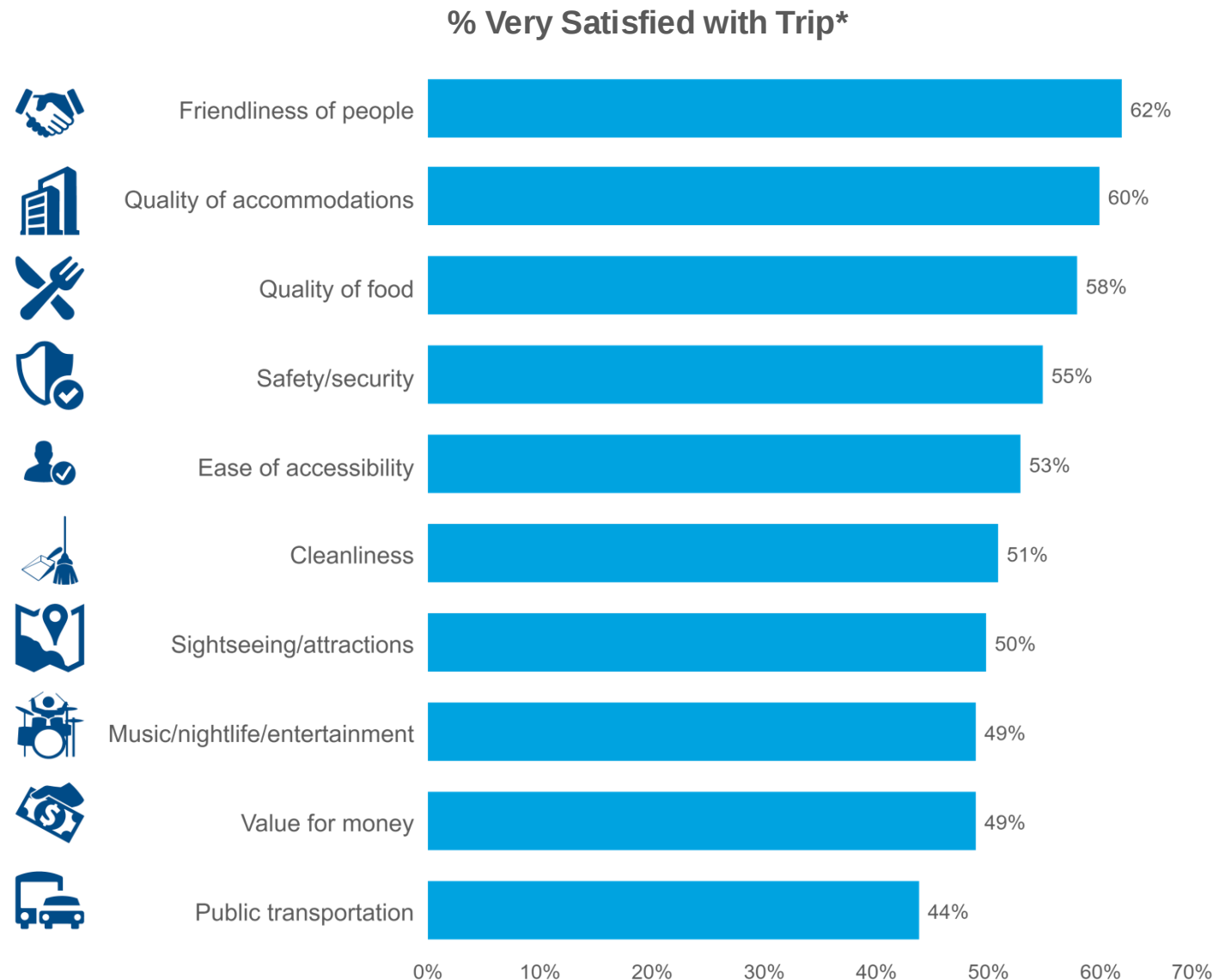
Base: 2023 Overnight Person-Trips that included Shopping

	Mississippi	U.S. Norm
	Outlet/mall shopping	54%44%
	Convenience/grocery shopping	51%42%
	Shopping at locally owned businesses	48%48%
	Big box stores (Walmart, Costco)	43%30%
	Souvenir shopping	35%38%
	Farmers market	19%17%
	Antiquing	18%12%

Dining Types on Trip

	Mississippi	U.S. Norm
	Casual dining	55%56%
	Fast food	53%45%
	Unique/local food	29%30%
	Carry-out/food delivery service	23%22%
	Fine/upscale dining	18%19%
	Picnicking	13%11%

 **68%**
of overnight travelers were
very satisfied with their overall
trip experience

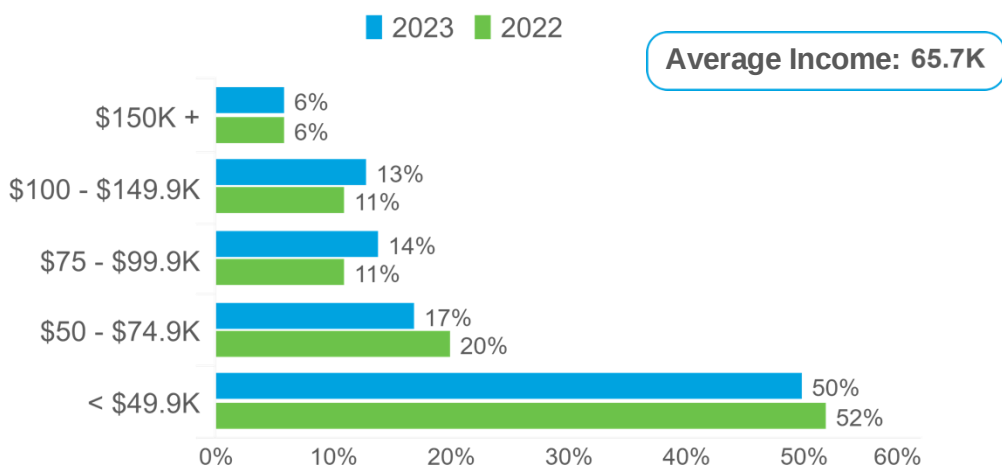


*Very satisfied = selected top box on a five point scale
Ease of Accessibility only asked to those with travel limiting disabilities within travel party

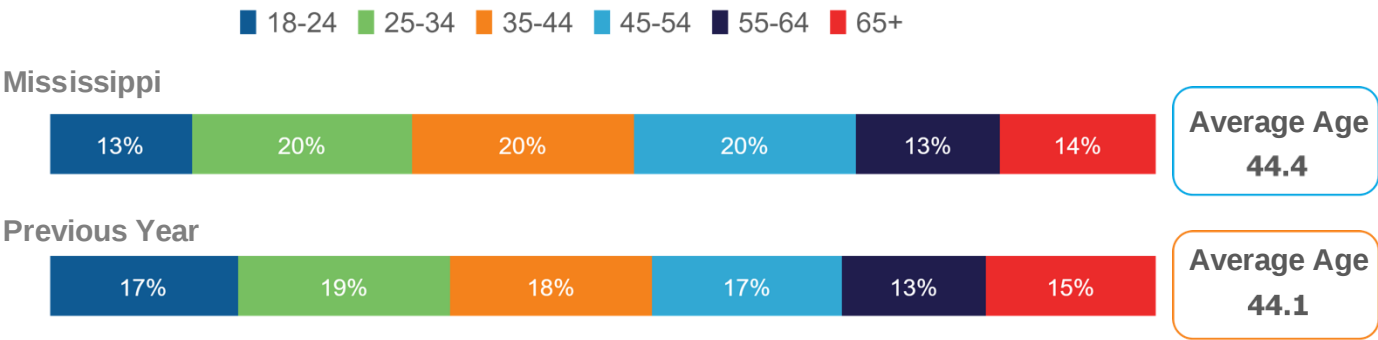
Demographic Profile of Overnight Mississippi Visitors

Base: 2023 Overnight Person-Trips

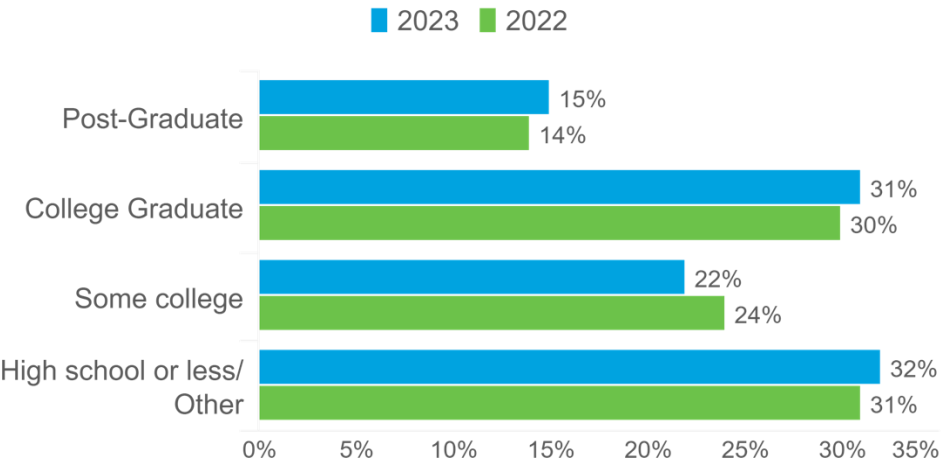
Household Income



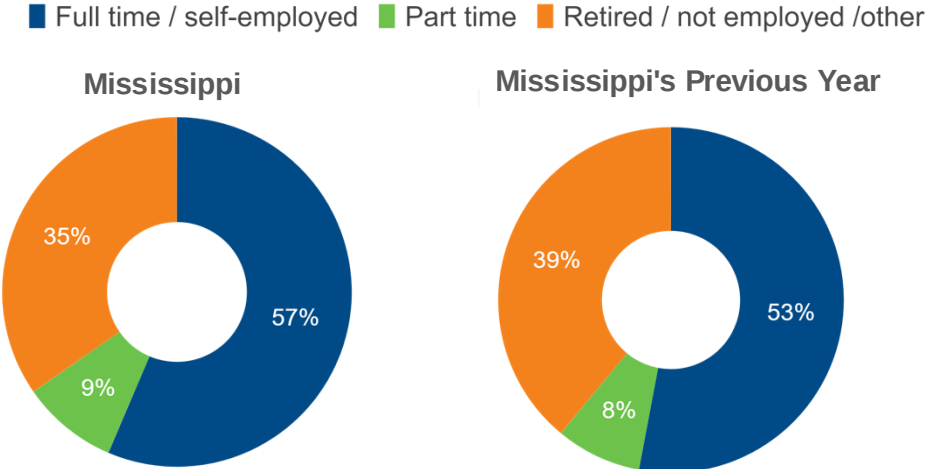
Age



Educational Attainment



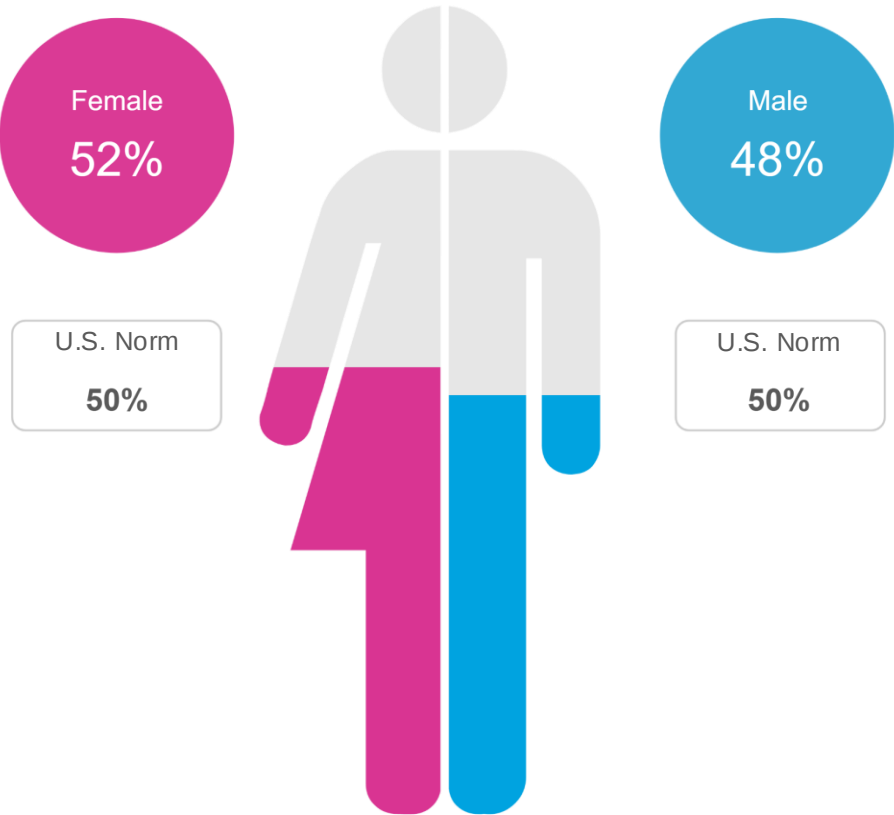
Employment



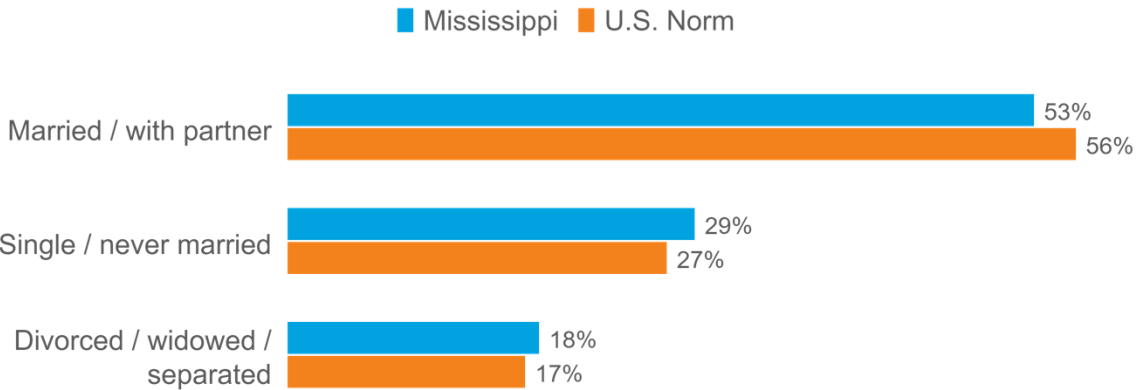
Demographic Profile of Overnight Mississippi Visitors

Base: 2023 Overnight Person-Trips

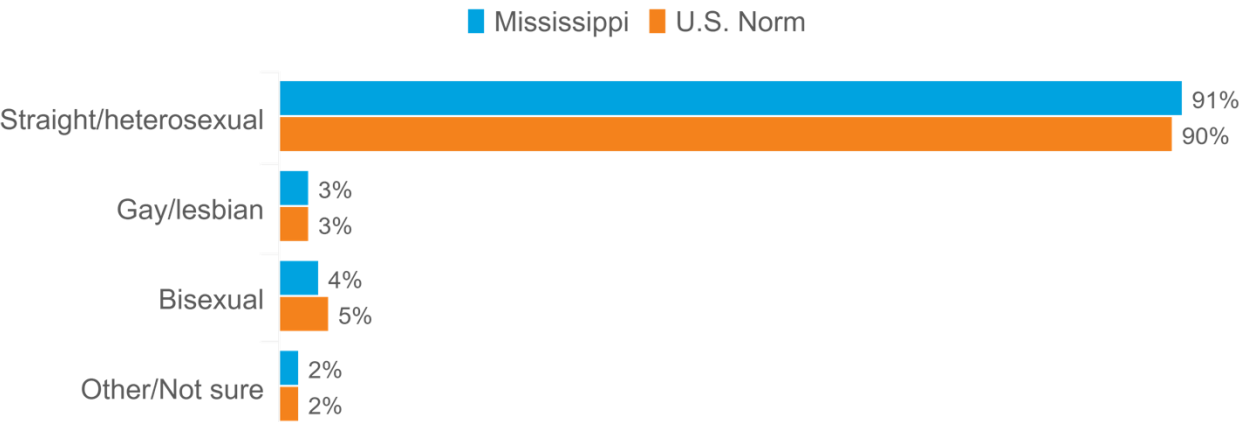
Gender



Marital Status



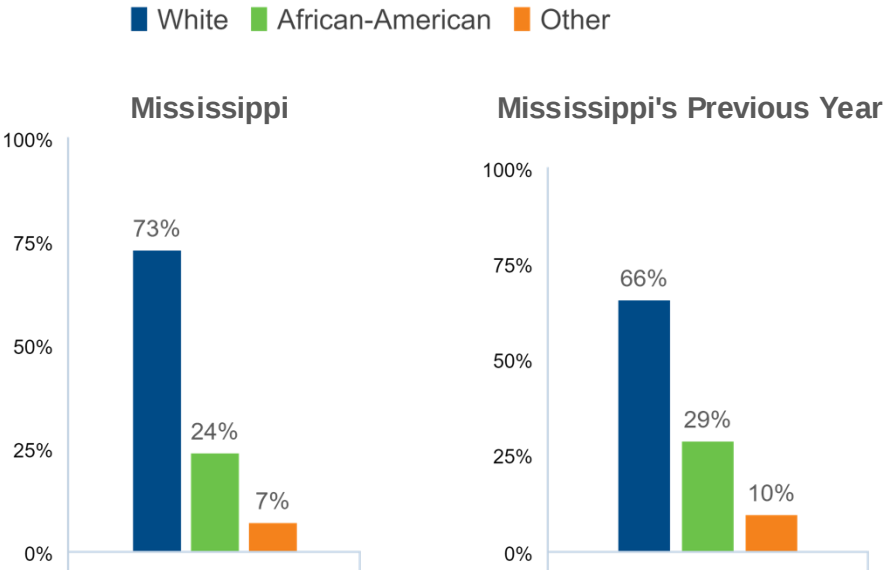
Sexual Orientation



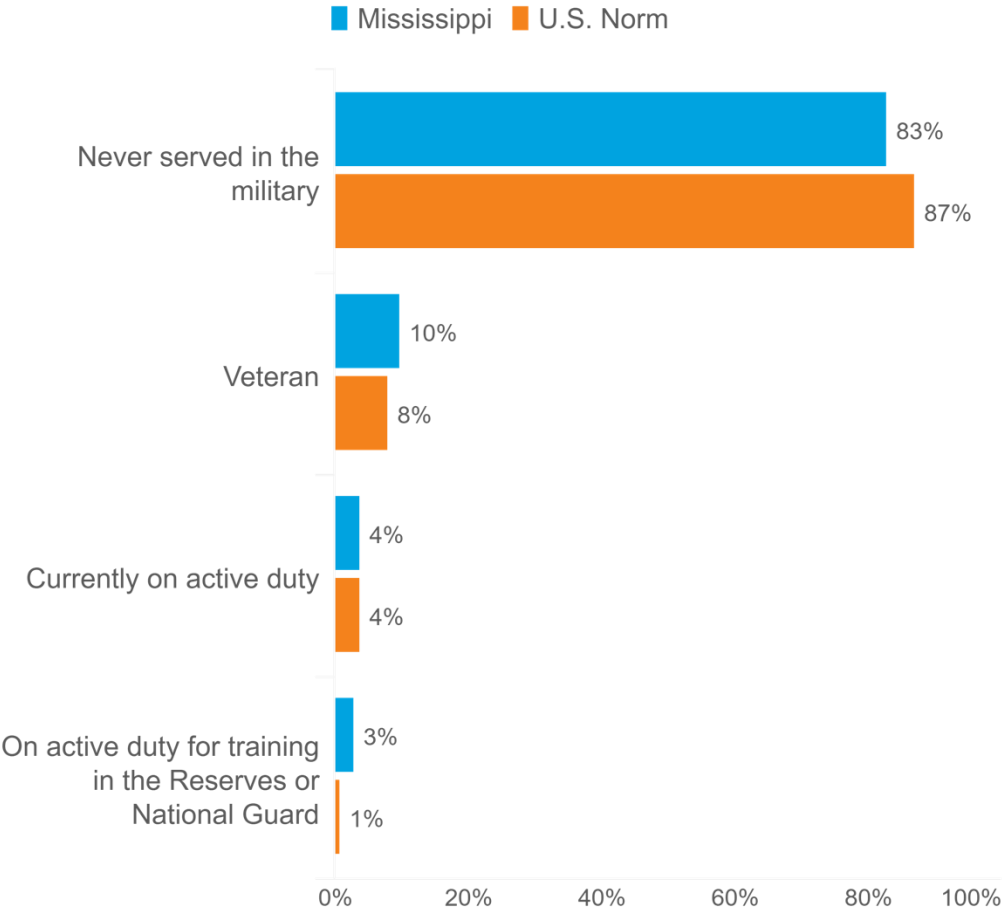
Demographic Profile of Overnight Mississippi Visitors

Base: 2023 Overnight Person-Trips

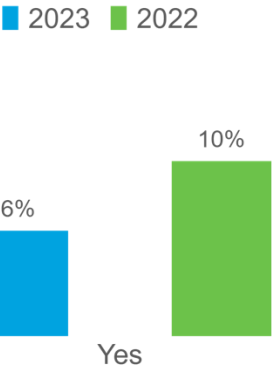
Race



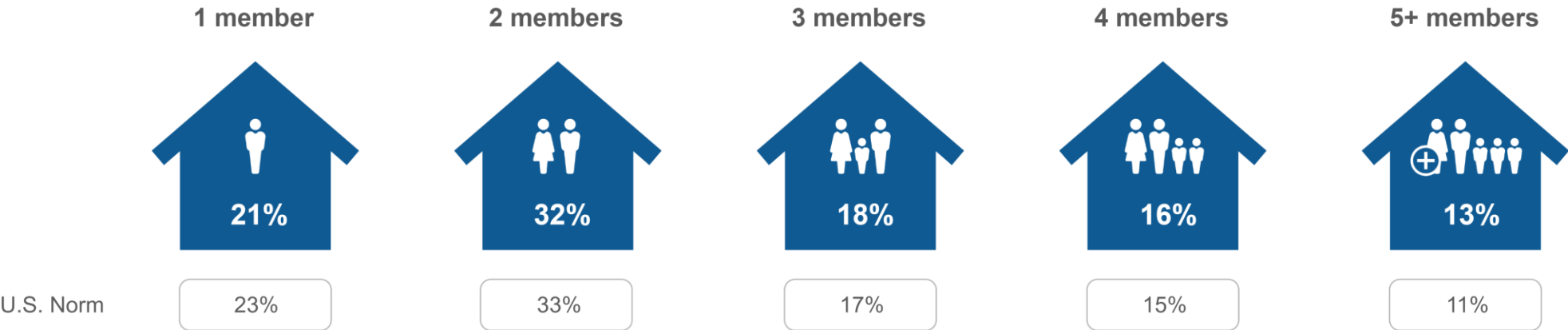
Military Status



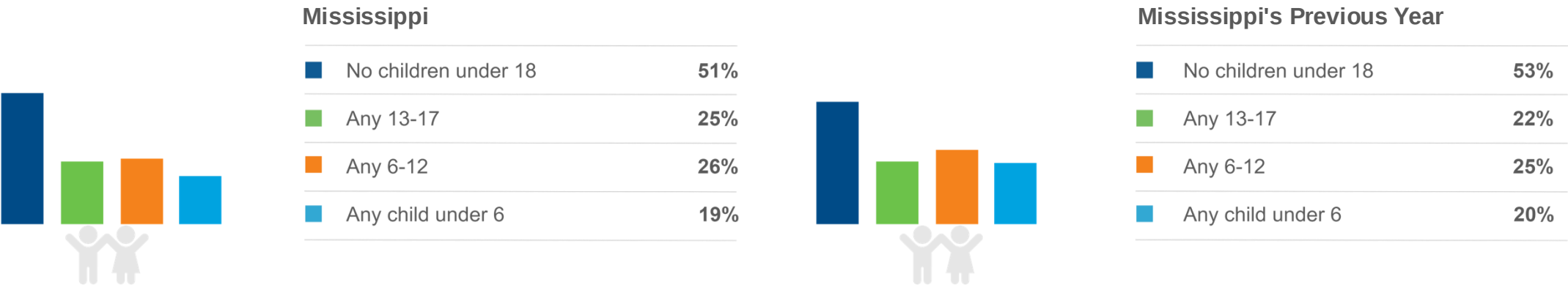
Hispanic Background



Household Size



Children in Household





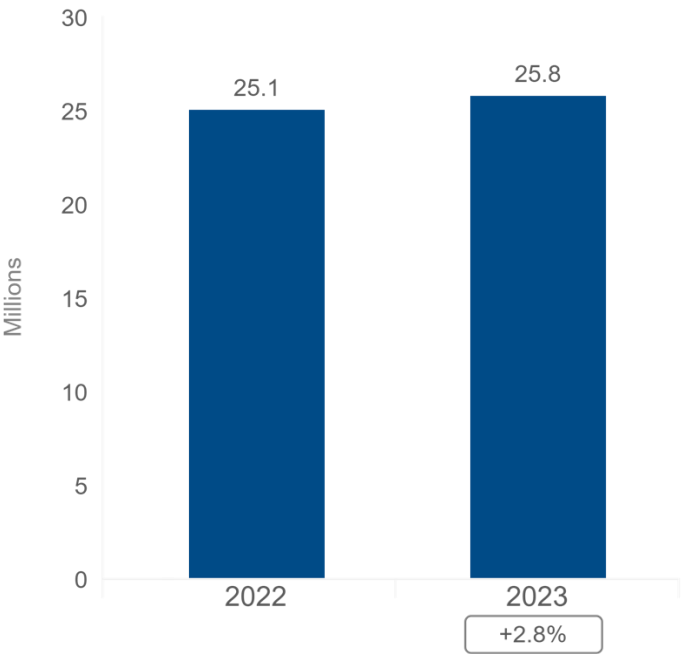
Travel USA Visitor Profile

Day Visitation



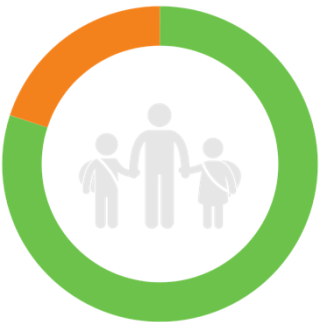
2023

Day Trips to Mississippi



Size of Mississippi Day Travel Market - Adults vs. Children

Total Day Person-Trips
25.8 Million



- Adults
80% 20.5 Million
- Children
20% 5.3 Million

Domestic Day Expenditures - by Sector

Total Spending
\$2.277 Billion

+8.4% vs. last year



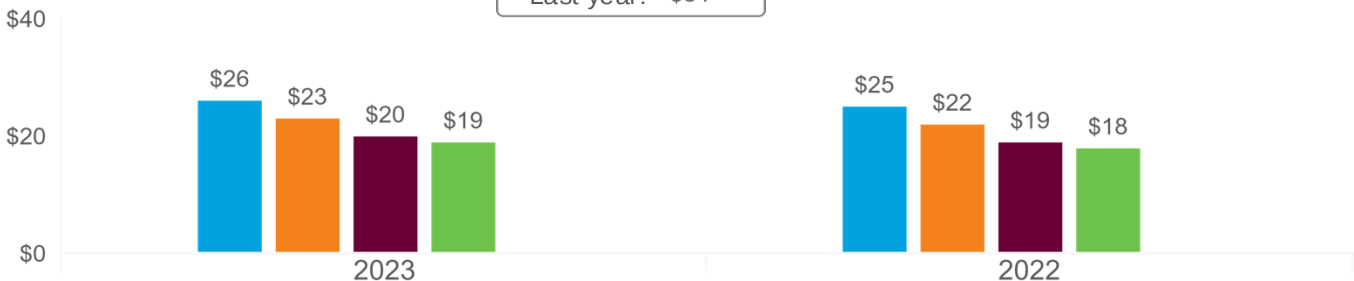
Transportation at Destination	22%	\$499 Million
Restaurant Food & Beverage	30%	\$676 Million
Retail Purchase	26%	\$592 Million
Recreation/Entertainment	22%	\$510 Million

vs. last year
+11.0%
+9.0%
+8.1%
+5.4%

Average Per Person Per Trip Expenditures on Domestic Day Trips - by Sector

Average Per Person Per Trip: \$88

Last year: \$84



Average Per Person
Per Trip:
Leisure \$89

Restaurant food & beverage Retail Purchase Recreation/ Sightseeing/ Entertainment
Transportation at Destination

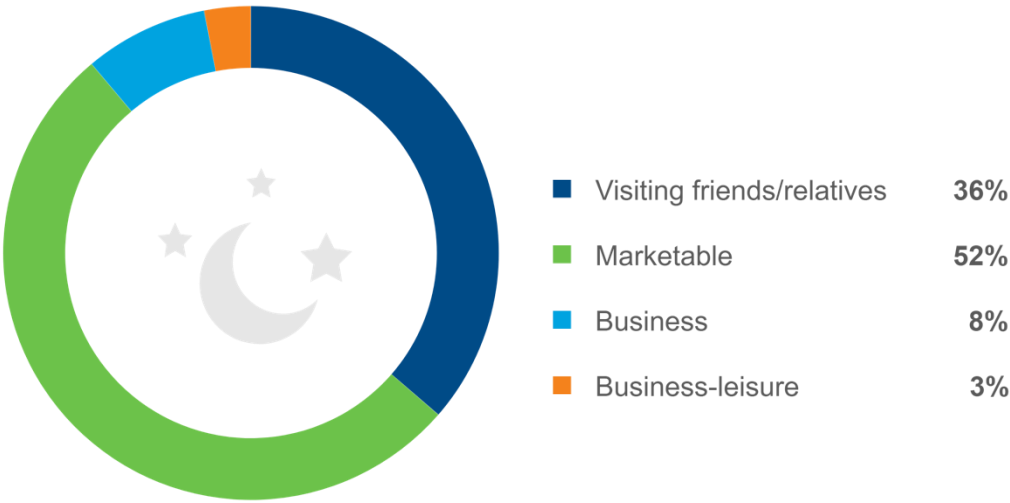
Main Purpose of Trip

	36% Visiting friends/ relatives		1% Conference/ Convention
	13% Casino		
	9% Touring		
	7% Shopping		
	7% Special event		7% Other business trip
	7% City trip		
	4% Outdoors		
	1% Resort		3% Business-Leisure

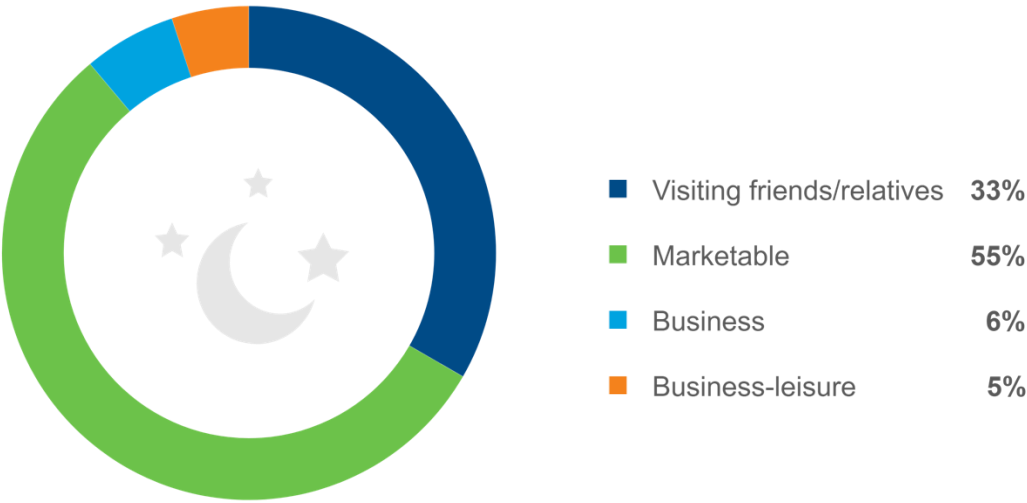
Main Purpose of Leisure Trip

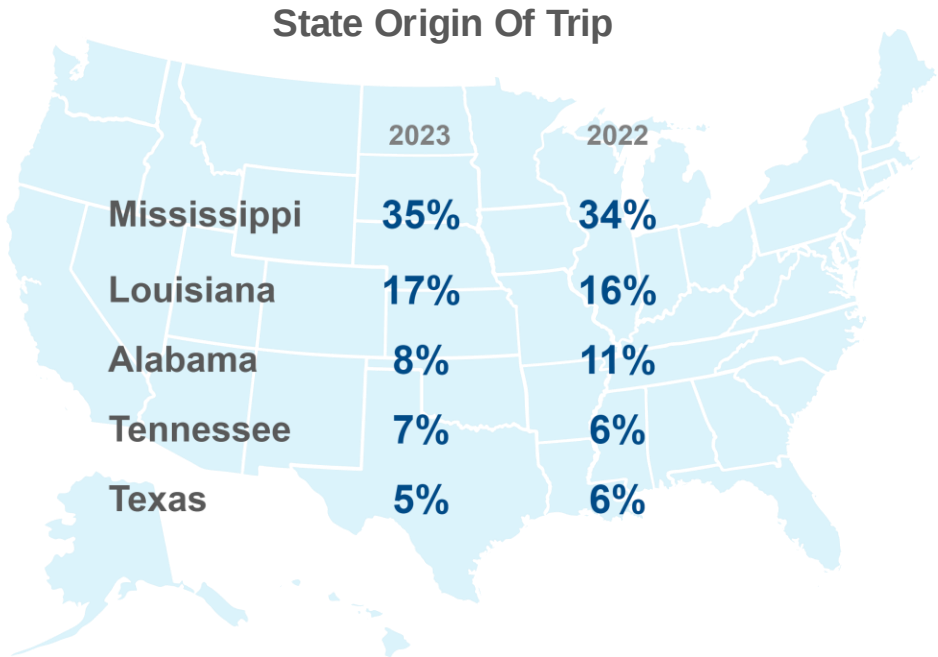
	2023	2022
Visiting friends/ relatives	36%	33%
Casino	13%	16%
Touring	9%	9%
Shopping	7%	8%
Special event	7%	6%
City trip	7%	7%
Outdoors	4%	4%

2023 Mississippi Day Trips



Last Year's Mississippi Day Trips





Season of Trip
Total Day Person-Trips

DMA Origin Of Trip	2023	2022
New Orleans, LA	12%	11%
Jackson, MS	11%	9%
Memphis, TN/MS/AR	10%	8%
Columbus-Tupelo-West Point, MS	7%	7%
Hattiesburg-Laurel, MS	5%	4%
Mobile-Pensacola, AL/FL/MS	4%	5%
Baton Rouge, LA	4%	3%
Biloxi-Gulfport, MS	4%	3%
Birmingham, AL	3%	5%
Los Angeles, CA	3%	2%

Size of Travel Party

■ Adults ■ Children

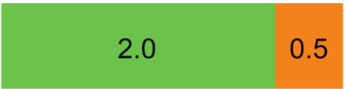
Mississippi



Total 2.8

Average number of people

U.S. Norm



Total 2.6

Average number of people



17% of travel parties had a travel party member that required accessibility services

U.S. Norm: 15%



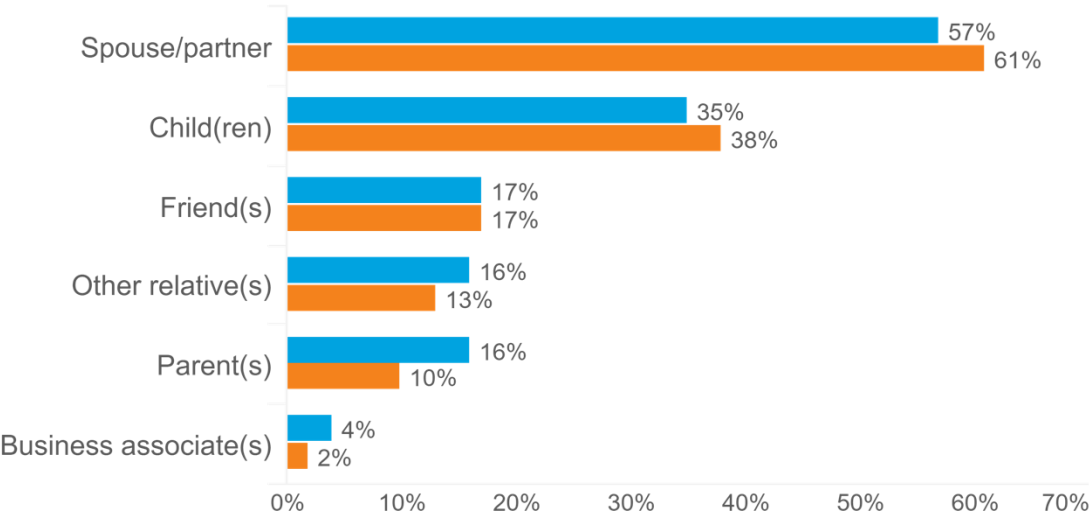
21% of trips only had one person in the travel party

U.S. Norm: **25%**

Composition of Immediate Travel Party

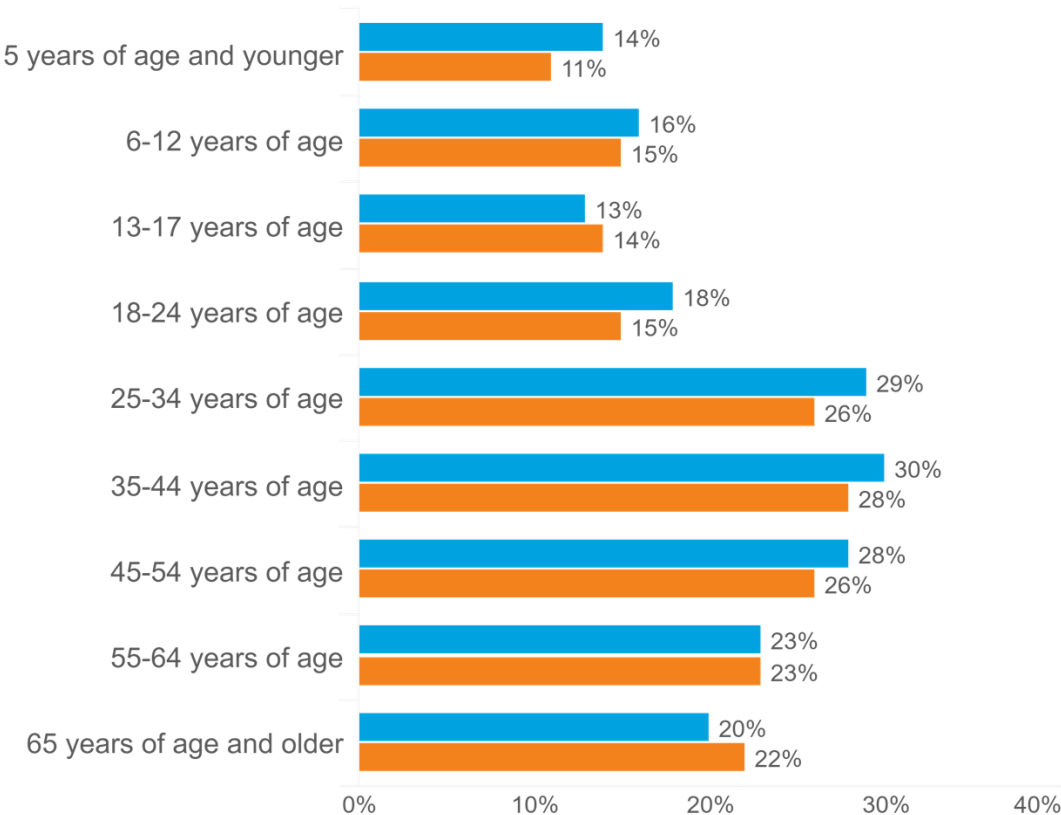
Base: 2023 Day Person-Trips that included more than one person

■ Mississippi ■ U.S. Norm



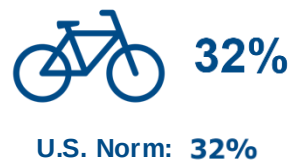
Travel Party Age

■ Mississippi ■ U.S. Norm

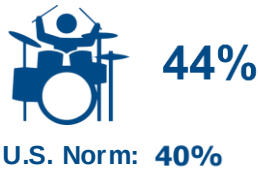


Activity Groupings

Outdoor Activities



Entertainment Activities



Cultural Activities



Sporting Activities



Business Activities



Activities and Experiences (Top 10)

	2023	2022
 Shopping	23%	24%
 Casino	18%	21%
 Attending celebration	13%	13%
 Sightseeing	12%	12%
 Landmark/historic site	9%	7%
 Swimming	8%	8%
 Beach/waterfront	7%	10%
 Bar/nightclub	7%	6%
 Business meeting	6%	7%
 Attended/participated in an amateur sports event	6%	3%

Shopping Types on Trip

Base: 2023 Day Person-Trips that included Shopping

	Mississippi	U.S. Norm
	Outlet/mall shopping	56%45%
	Shopping at locally owned businesses	40%42%
	Big box stores (Walmart, Costco)	33%26%
	Convenience/grocery shopping	26%26%
	Souvenir shopping	16%23%
	Farmers market	13%13%
	Antiquing	12%12%

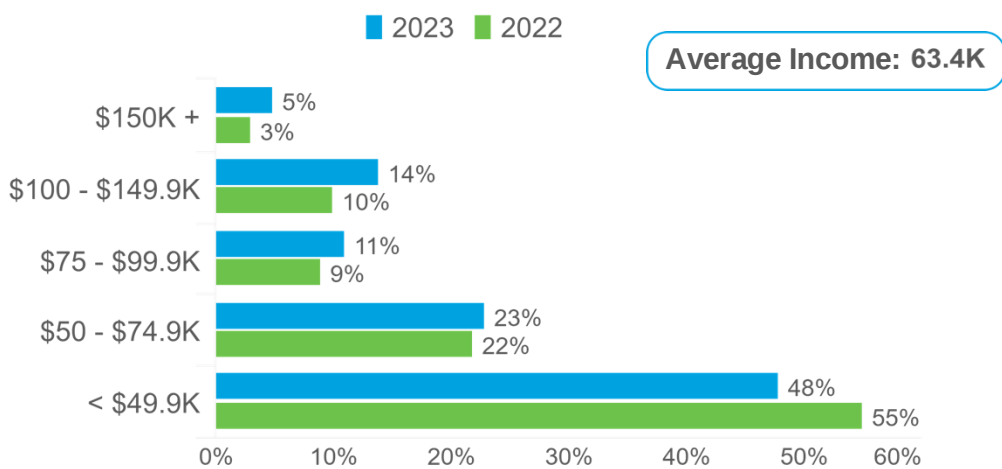
Dining Types on Trip

	Mississippi	U.S. Norm
	Fast food	44%39%
	Casual dining	40%43%
	Unique/local food	22%20%
	Carry-out/food delivery service	14%12%
	Fine/upscale dining	10%10%
	Picnicking	7%9%

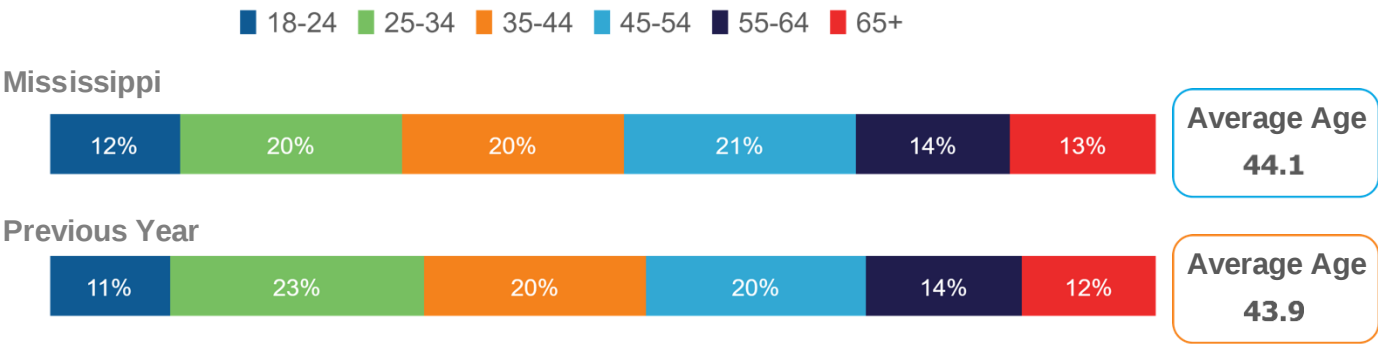
Demographic Profile of Day Mississippi Visitors

Base: 2023 Day Person-Trips

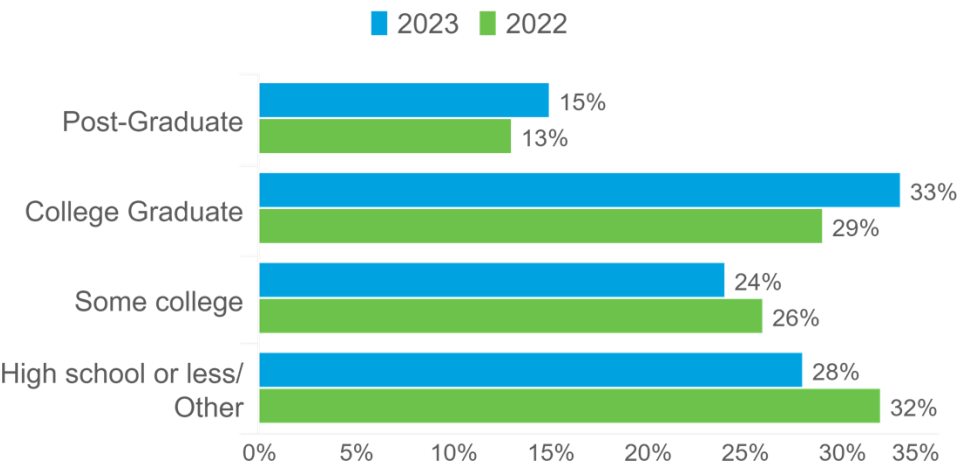
Household Income



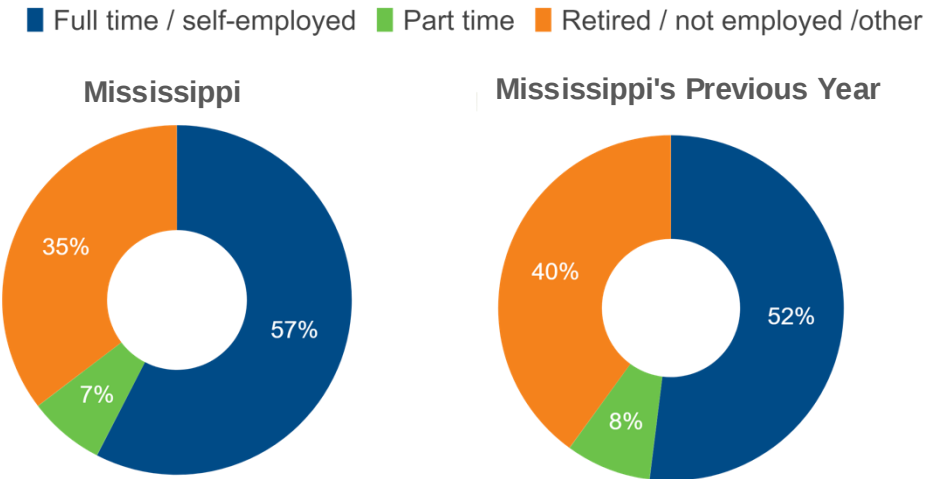
Age



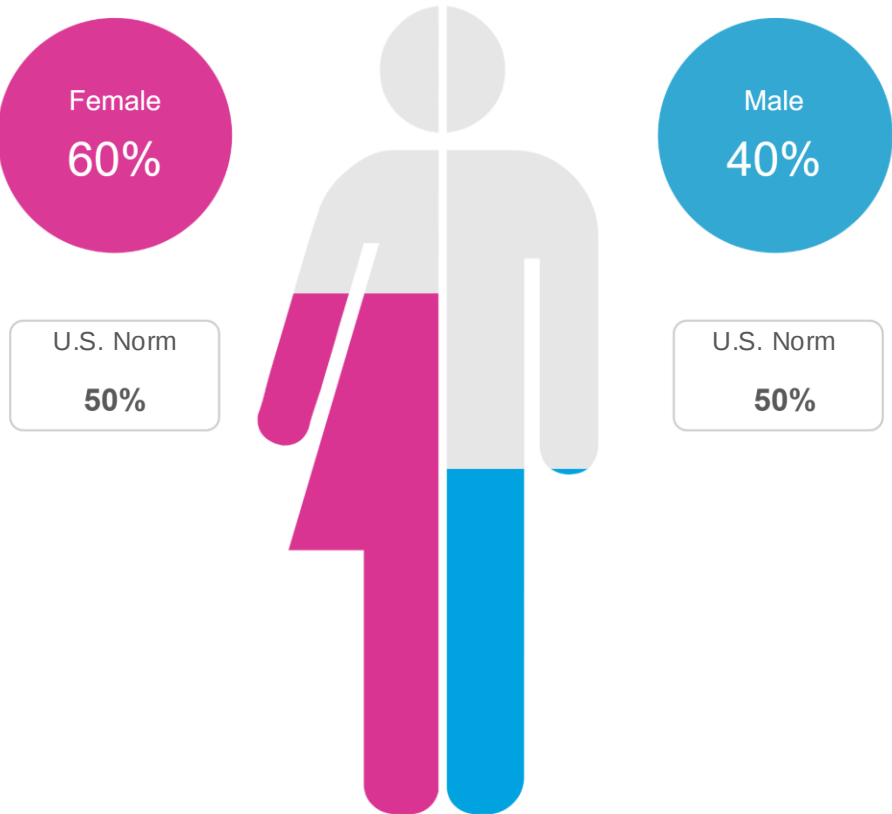
Educational Attainment



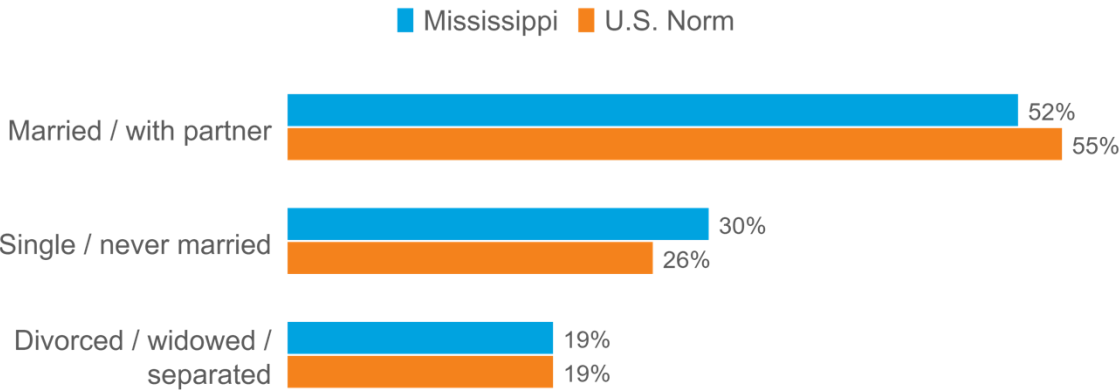
Employment



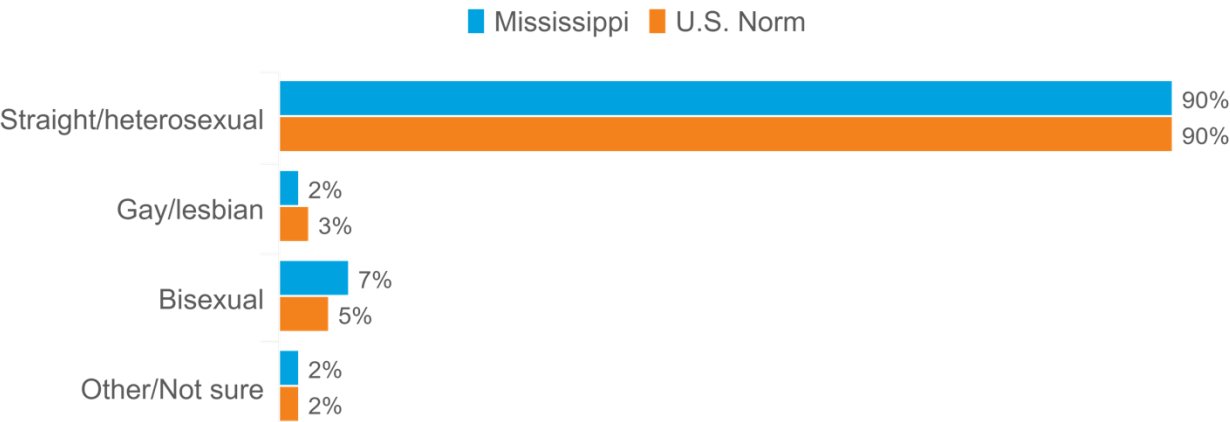
Gender



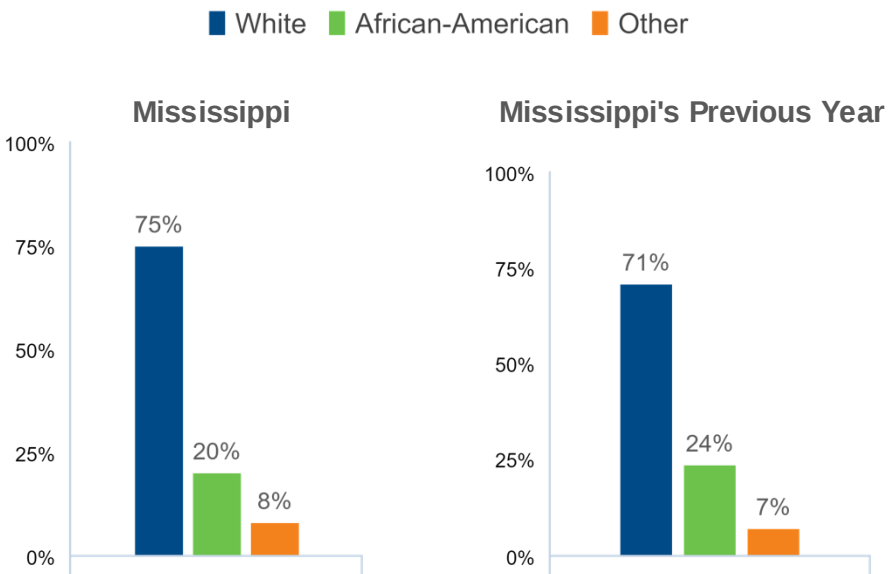
Marital Status



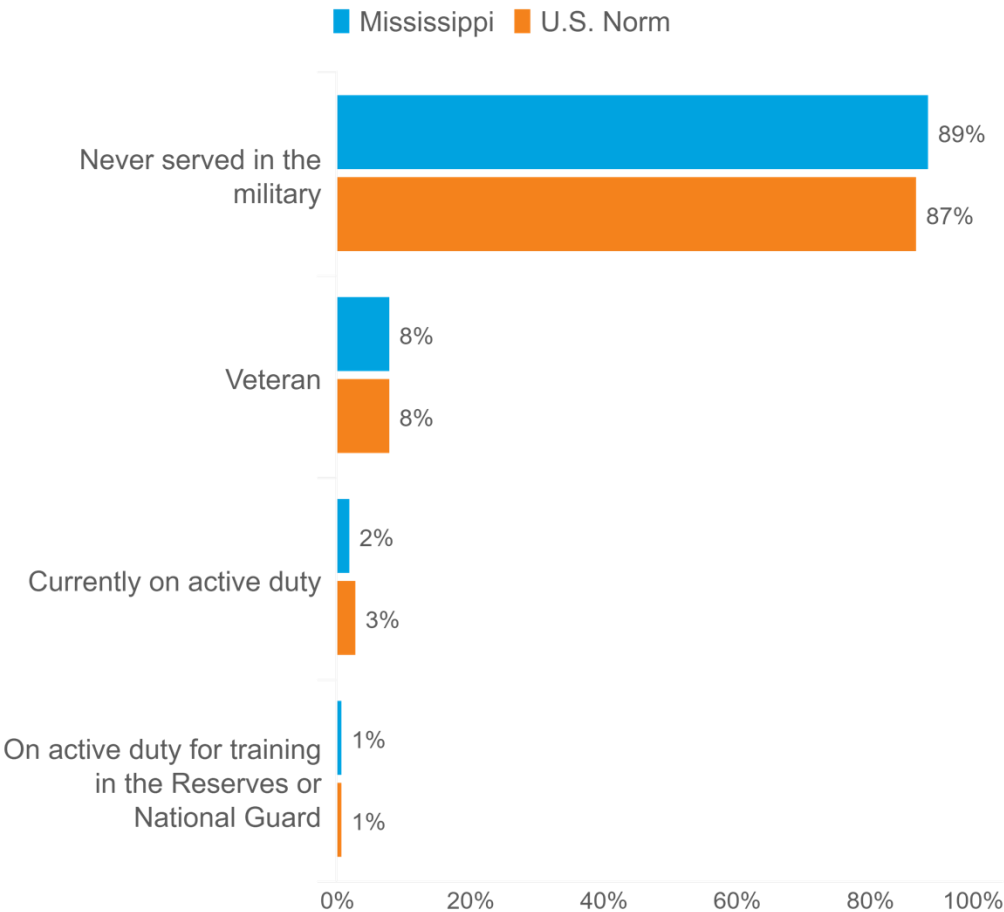
Sexual Orientation



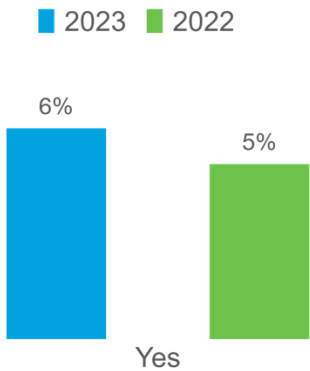
Race



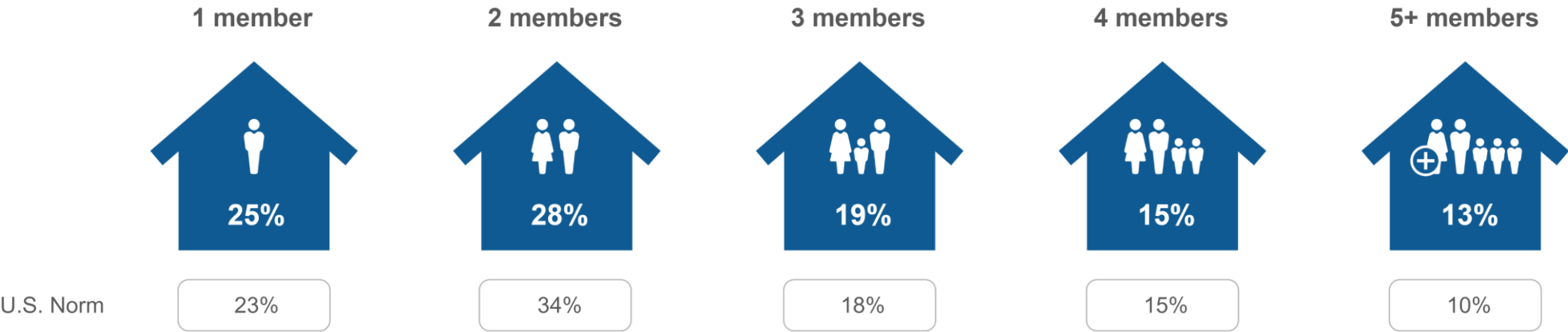
Military Status



Hispanic Background



Household Size



Children in Household

