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Growth Summary
Revenue:
- Determine the best markets to build outdoor adventures
- Amusements, retail activities, and shopping, cultural and metro
- Take advantage of its gaming, dining, and Mississippi visits throughout the year and motivate travelers to add more
- Lodging and general tourism revenue
- Advocate longer trips that would add to
- Encourage more people to visit
- The MDAs regularly promote visitors to the state to better understand how to boost private, non-farm employment, and ranked 4th in Indiana and 5th
- Supported 115,002 total jobs (direct, indirect, and induced), and ranked 4th in supported $6.25 billion to the state economy.
- In FY 2013, travel and tourism contributed

Your Business Issues

More from each customer

Growth Map
Travel America Visitor Profile Report
Report Year 2014 - Mississippi

Benefits:
Younger travelers to influence and communicate
travel, already more heavily dependent on online
the addressed advantages of staying longer than others.

Travelers have
In the past, so does Mississippi. Adventurers have
younger crowds, although not as much in this wave

Adventurers (hard and soft) usually appeal to a
group, indicating more than one wave.

Draw younger visitors is important for the future.
Younger travelers to influence and communicate

Mississippi’s

Might make them good targets for online and
social media ads and any buzz created about

or through various media.

“Interactions” and cultural themes

Use Mississippi’s

Continue to show appealing features through the
website and advertising campaigns. Use Mississippi’s

demand; it’s a Southern cooking and cultural themes

Insurance) sale advertising budget allowances.

and nearby areas (Mobile, Tupelo, Biloxi, Savannah,

New Orleans), and other large cities in Mississippi.

Driving distance (such as Jackson, Memphis, and

Maintain focus on larger nearby markets within

Precise plans for growth

Growth Insights

Growth Summary
Methods

Background and Research
Introduction and purposes of the research
<table>
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<th>Term</th>
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**Mississippi**

**Traveler Profile Report**

The focus of this report is a Mississippi! visitor profile study, September 2013 - August 2014.

- **Visitor All trips summarized together**
- **Trip Volume Information about all trips, each trip counts**
- **Trip Level**
- **Trip Level**

**Traveler Plus All Companions, Including Children**

- **Traveler Party State/Region Level**
- **Information about all trips taken to a particular state/region (each trip to area counts)**
- **Residence of Visitors**
- **Source of Visitors**

**Response Information - One Count Per Respondent**

- **Person-Trip Total person-trips are all trips taken by all people! E.g., a couple taking three trips counts as six (two people) person-trips. Profiles exclude (when noted) those known to be in large travel parties (G+). On a motorcoach tour, Mississippi! travel is defined as tourist travel.
Research methods
Key Points

3
Key Points

- Mississippi's image outside the state needs improvement.
- Visitors need to be drawn from nearby states.
- High satisfaction among leisure, especially (86%)
- Features Mississippi's largest urban, cultural, and digital lifestyle.
- Tap into younger travelers.
- Other niches: gaming, niche markets.
- Strongest growth: gaming, urban culture.
- Explore Mississippi 2nd and 3rd place adventure and soft adventure interests.
- Need to improve trade and tourism.
Implications

Executive Summary
Executive Summary/Implications

Tourism = Important to Mississippi

Tourism is essential to the state of Mississippi, providing significant economic benefits through increased spending by visitors. According to the report, Mississippi experienced a positive "balance-of-trade" position, indicating that expenditures by tourists exceeded the amount Mississippians spent outside the state. This balance of trade is crucial for the state's economy.

However, the report highlights the need for continued effort in attracting new visitors and increasing spending. The "day-trippers" segment, defined as visitors who stay for less than 3 days, accounts for a substantial portion of tourism spending. Encouraging longer stays and increased spending per day-tripper is essential for maximizing the economic impact of tourism.

The report also underscores the importance of increasing visits from neighboring states, such as Tennessee, Louisiana, Arkansas, Alabama, and Mississippi itself. Each state's visitor rates per resident vary, with Mississippi having a lower rate (8.4) compared to some neighboring states. This indicates a potential for growth and suggests that Mississippi could benefit from strategies to enhance its appeal to visitors from these regions.

In conclusion, while Mississippi's tourism industry is strong, there is room for improvement. The state should focus on attracting longer-stay visitors, increasing spending per visitor, and enhancing its appeal to tourists from neighboring states. By doing so, Mississippi can further leverage its tourism potential and contribute significantly to the state's economy.
Visit Mississippi Visitors Tend to be Slightly Older (Median Age: 54 Mississippi; 49 All US Travelers)

Mississippi Visitors Have Triple the US Overall Share of African-American Visitors (5% vs. 1.6%)

Less African American (19% vs. 13%), and Less Likely Married (41% vs. 40%), Less Likely Married (1% vs. 25%), and Although About the Same Age (54 vs. 55%), They Are Fewer (35%) Live in Larger Households (6+) Than the US Overall (40%)

Visit or demographically profile

Satisfaction: Extremely/Very Satisfied with Visit to State

Residents and those who come from out-of-state. The positive buzz that brings new visitors to the state. Little variation exists between visitors to Mississippi and those from other states. It's important that Mississippi delivers satisfaction... So...
Important as well, shopping, and sightseeing remain one of Mississippi's primary features. Dining, other activities - showcasing, again, casinos/gambling continues to lead all.

Children. About a fifth of leisure visitors bring 3.0 nights traveled in FY 2013. 3.7 stay is 2.7 nights a decrease from leisure visitors. Most visitors drive Mississippi primarily entertainments.

Executive Summary: Why they come? what they like
Executive summary
From where they come; to where they go

- Mississippi primarily draws visitors from within its borders and these surrounding states: Louisiana, Alabama, and Tennessee. Florida and Texas adds to volume as well.

- Larger Mississippi cities tend to attract more visitors. Differences appear by residence, with out-of-state visitors more likely choosing gaming centers (Biloxi/Gulfport and Tunica, although the latter one is declining). Meanwhile, in-state visitors put the capital (Jackson) in the lead and more likely select Vicksburg and Hattiesburg than non-Mississippi residents.
More travelers book online (48%) than offline (41%), unlike US travelers overall (53% book online). And friends/relatives to plan.

While online resources aid planning, Mississippi visitors most commonly rely on their own experience planning to visit on short notice.

Two in five visitors decide to take a Mississippi trip within two weeks, with day-trippers especially.
Executive Summary

Niches sizing - Visitors and Revenue

Among others, Sports Tourism (tournaments), may include Medical Tourism, even more valuable. Other niches lucrative, casino gamers become determinant which niche is the most when merged with spending.*

Various regions of the U.S. vary in the niche's relevance, throughout some of its relevance, over time has lost the segment which, over time has lost spending, but this is an aging niche and also builds above average. largest visitor participation of any Casino/Gambling boasts, by far the:
<table>
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<th>Mississippi</th>
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<th>Casino Gamers</th>
<th>Metromedia</th>
<th>Interest/ Cultural</th>
<th>Adventures Hard</th>
<th>Adventures Soft</th>
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<tr>
<td><strong>Satisfied (100%)</strong></td>
<td>• $1,800 with younger stays (40 nights). Not especially diverse (100% Caucasian) but very</td>
<td>• $2,000 with lower average spending (50) and very small sample (9%).</td>
<td>• Satisfied with Mississippi (91%) top 3-box.</td>
<td>• Older (55%), Lower (44%), and in the 5-state region (68%).</td>
<td>• $6,000 with Mississippi visitors, Lower median income ($4,000) and average age (65).</td>
<td>• Represents few (9%) Mississippi visitors, Lower median income ($4,000) and average age (65).</td>
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<td><strong>Another small market (17%) and very small sample (6%). Very lucrative segment for spending.</strong></td>
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<tr>
<td><strong>Moderately satisfied (62%)</strong></td>
<td>• $5,000 with lower average spending (50) and very small sample (9%).</td>
<td></td>
<td>• Satisfied with Mississippi (91%) top 3-box.</td>
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<td><strong>Note:</strong> Small samples contribute to volatility.</td>
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<td><strong>Diverse Characteristics Appear in Potential Niches:</strong></td>
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Executive Summary/Implications continued
Soft Adventures and Golfers.  

Satisfaction. Other satisfied ambassadors that can help build Mississippi tourism includes cultural interests, may be easier to grow because of their broad interests and high will. An additional challenge since they are the oldest group, the second-most lucrative group, will be to maintain and grow their interest in the most lucrative niche, casino gaming.

Niche Markets Available. The niche segments provide guidelines for growth.

Hotels rather than private homes. 

Encourage extended stays (the average leisure stay of 2.7 nights could be increased) 

Niches rather than private homes. 

Encourage extended stays (the average leisure stay of 2.7 nights could be increased) in Mississippi could benefit from efforts to encourage extended stays. (The average leisure stay of 2.7 nights could be increased.)

Mississippi Visits Within "Easy Reach" of the State. 

Two-thirds (67%) of visitors live in Mississippi or an adjoining state, which means that they have easy access to Mississippi.

Perceived as a Party of Visitors. 

Although Mississippi is perceived as a party of destination, the product of "home for the holidays," Mississippi residents spend more outside the state on average than non-residents spend in Mississippi.

Mississippi Draws a Variety of Visitors. 

Although Mississippi draws a variety of visitors, Mississippi residents spend more outside the state on average than non-residents spend in Mississippi.

Southerners Stay in the South. 

All of the top 10 cities and nine of the top 10 states are in the South (counting Missouri).

Proximity plays a substantial role. Of the other destinations chosen by Mississippi visitors,