



Southeastern TTRA Annual Conference

Economic Blueprints and Marketing Intelligence: A Composite

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PROGRAM PERFORMANCE INDICATORS

- **MDA/Tourism Division furnishes selected Indicators.**
- **These Indicators/Measures are in the 5-year Strategic Plan submitted to the state's Legislative Budget Office (LBO).**

FOUR TOURISM RESEARCH INDICATORS

- **Direct Tourism jobs (thousands)**
- **Travel Expenditures (billions)**
- **General Fund Revenue (millions)**
- **City/County Tax Revenue (millions)**

Note: Other Indicators are monitored and included in annual reports.



Key Questions

- **Where does the Tourism Industry rank in direct nonfarm employment?**
- **What is a realistic track record/trend for statewide Travel Expenditures?**
- **Tourism is what % of the General Fund?**
- **Why are Tourism City/County Tax Revenues part of this mix?**
- **When can the projected Tourism Research Indicators be tweaked?**
- **Where do separate mini-projections come in, and how are they presented?**
- **What is a State-level Tourism Account?**
- **Should indirect/induced impacts be done?**



FY 2007 LBO Projections versus Actual Outcomes

Projected Direct Tourism Jobs:	82,000
Actual Direct Tourism Jobs:	85,300
Projected Travel Expenditures:	\$5.7 Billion
Actual Travel Expenditures:	\$5.7 Billion
Projected General Fund Revenue:	\$350 Million
Actual General Fund Revenue:	\$380 Million
Projected City/County Tax Revenue:	\$142 Million
Actual City/County Tax Revenue:	\$143 Million

Sources: MDA/Tourism Division selected Program Performance Indicators and Measures, 2005; and the FY 2007 Economic Impact Report for Tourism in Mississippi, February 2008.



Responses: Key Questions

State-Level Tourism Accounts: Encompasses Tourism's Broader View. It focuses on the circular flow of goods and services in the economy between Tourism Industry Supply and the impact of Tourism Commodity Demand within a state.

Tourism Industry's rank in nonfarm employment: 6th (FY06+FY07)

Realistic track record for Travel Expenditures: Various factors

Tourism as a % of the state General Fund: 8.1 %, or 1/12

Tourism City/County Tax Revenues: Complement the General Fund

Tweaking of Projected Tourism Research Indicators: FY08 – no

Mini-Projections come into play: The FY08 mini-projections were inserted with the hard copy of the FY07 Economic Impact Report.

Use of indirect/induced impacts: Helpful/useful, if computed properly.



FY 2007 Employment

- **85,300 direct Tourism jobs, or 7.4% of the 1.15 million in total statewide nonfarm employment.**
- **Tourism was 6th in total statewide nonfarm employment.**
- **37,295 Indirect & Induced jobs – SAM multiplier = 1.44**
- **Total jobs associated with Tourism = 122,595**
- **Total Leisure & Hospitality jobs = 122,310, based on Mississippi Department of Employment Security, Labor Market Information, monthly averages, July '06 – June '07.**
- **The “spread” or difference between total jobs associated with Tourism (122,595) and Leisure & Hospitality jobs (122,310) was minimal - 285 jobs.**
- **SAM = Social Accounting Matrix, where the direct + indirect + induced/direct, or 122,595/85,300, per the 2006 IMPLAN State Data Package.**



FY 2007 Direct Tourism Employment Breakdown

Casino Gaming/Casino Hotels (35.3%)	30,100
Food Services & Drinking Places (28.8%)	24,533
Lodging (12.7%)	10,800
Retail Trade (9.6%)	8,245
Construction (7.4%)	6,300
Transportation (2.3%)	1,955
Government* (2.0%)	1,700
Other (1.9%)	1,667
TOTAL (100.0%)	85,300

* Includes federal/state parks, public golf courses, airport staff, museums/historic sites, state/local Tourism Offices and state Welcome Centers.

Key Questions...

- 1. Why can't I measure the temperature with a ruler? - *Gross-Sales Data***
- 2. Why am I funding this special event, again? - *Heads in Beds***
- 3. Can research help administrators? - *M.A.R. (two examples)***
- 4. Why can't our DMO be more like that other DMO? - *Applied Tourism Realities***

Gross-Sales Figures

Why can't I measure the temperature with a ruler?

- **What are they?**
- **Why is that number useful?**
- **How do I share the information with others?**
- **How much are tourists spending?**

Heads-in-Beds

Why am I funding this event, again?

Answer: Heads-in-Beds!

- **Occupancy Reports**
- **Asking simple questions**
 - **Use word Economy**
 - **Special Events: template the process...all leading to M.A.R.**

M.A.R. Paradigm

Can Research help Administrators?

- **Measure, Analyze, Reallocate**
- **Example 1:**
 - **Birding and Nature Festival becomes
Birding and Photo Festival**
- **New Product Development**

M.A.R. Continued

Can Research help Administrators?

- **Example 2:**
 - **PGA Tour / THE PLAYERS**
- **Leveraging major events**
- **Dollars did not shift, as anticipated**
 - **but rather ‘new’ demand was created.**

Applied Tourism Realities

Why can't our DMO be more like that other DMO?

- Networking is the key**
- If you don't know your actual audience, create for your *IDEAL* audience**
- Understand what others are collecting and start doing it yourself.**
 - Make it traceable, sharable and necessary.**
- Join and contribute to SETTRA.**

**For a copy of this presentation,
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