Mississippi Gulf Coast

2015 Visitor Study
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Longwoods International began tracking American travelers in 1985, and has conducted large-scale syndicated visitor research quarterly since 1990.

In 2007, our proprietary Longwoods Travel USA® program was migrated from mail to online, with the benefits of rapid turnaround, enhanced flexibility and interactivity, as well as greater respondent involvement.

It is currently the largest ongoing study ever conducted of American travelers, providing our clients with more reliable data and greater ability to home in on key market segments of interest.

This report provides an overview for Mississippi Gulf Coast’s domestic tourism business in 2015.
Research Objectives

- The visitor research program is designed to provide:
  - Estimates of domestic overnight and day visitor volumes to Mississippi Gulf Coast
  - A profile of Mississippi Gulf Coast’s performance within its overnight travel market
  - Domestic visitor expenditures in Mississippi Gulf Coast
  - Profiles of Mississippi Gulf Coast’s day travel market
  - Relevant trends in each of these areas
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 Travel USA® survey:
  - *Selected to be representative of the U.S. adult population*
- For the 2015 travel year, this yielded:
  - 337,164 trips for analysis nationally:
    - 237,555 overnight trips
    - 99,609 day trips
- For Mississippi Gulf Coast, the following sample was achieved in 2015:
  - 806 trips:
    - 509 overnight trips
    - 297 day trips
- For analysis, data were weighted on key demographics to correct for any differences between the sample and U.S. population targets.
Key Findings
Key Findings

- In 2015, Mississippi Gulf Coast had 12.7 million person trips. Of these trips, 43% were overnight trips.
- The overnight trips generated $1.07 billion in spending.
- “Casino” (at 35%) was the most frequent purpose for an overnight trip to Mississippi Gulf Coast. Marketable trips (those influenced by marketing efforts) were 66% of the total overnight trips.
- For overnight trips, the top state markets for Mississippi Gulf Coast visitors were Louisiana, Florida, and Mississippi. Among DMAs, the top three visitor sources were New Orleans, Mobile, and Atlanta.
Key Findings – (Cont’d)

- Over two-thirds (71%) of Mississippi Gulf Coast visitors were very satisfied with the overall trip experience. Most satisfaction elements were similar to the national average.

- Of the overnight respondents, 85% have visited at least once. Seventy-four (74%) percent had visited in the past year.

- Higher than the national average, over half (58%) of the overnight trips were planned 2 months or less before the trip. Similar to the national average, thirteen (13%) percent did not plan anything in advance.

- “Hotel or resort” was the most common planning source and booking source.
The average number of nights spent in Mississippi Gulf Coast was 3.3 nights. The average travel party size was 3.0 persons.

The top five overnight trip activities and experiences were “Casino,” “Shopping,” “Beach/Waterfront,” “Fine Dining,” and “Swimming.”

The highest social media activities on an overnight trip to Mississippi Gulf Coast were “posting photos online,” “reading travel reviews,” and “looking at photos online.”
Size & Structure of the U.S. Travel Market
Total Size of the U.S. Travel Market — 2011-2015

Base: Total Overnight Person-Trips

- 2011: 1,413
- 2012: 1,451
- 2013: 1,480
- 2014: 1,532
- 2015: 1,568

Change: 2.4%
Structure of the U.S. Travel Market — 2015 Overnight Trips

- Visiting Friends/Relatives: 44%
- Marketable: 43%
- Business-Leisure: 3%
- Business: 10%

Base: Total Overnight Person-Trips
U.S. Market Trends for Overnight Trips — 2015 vs. 2014

Base: Total Overnight Person-Trips

- All Overnight Trips
- Visiting Friends/Relatives
- Marketable Trips
- Business-Leisure Trips
- Business Trips

Percent Change
Size & Structure of Mississippi Gulf Coast Domestic Travel Market
Total Size of Mississippi Gulf Coast Domestic Travel Market in 2015

Total Person-Trips = 12.7 Million

- Day Trips: 57% (7.2 Million)
- Overnight Trips: 43% (5.5 Million)
Size of Mississippi Gulf Coast Overnight Travel Market — Adults vs. Children

Total Overnight Person-Trips = 5.5 Million

- Adults: 79% (4.3 Million)
- Children: 21% (1.2 Million)
Mississippi Gulf Coast Overnight Travel Market — by Main Trip Purpose

Adult Overnight Person-Trips = 5.5 Million

- VFR: 1.6 Million (28%)
- Business-Leisure: 0.2 Million (2%)
- Business: 0.1 Million (4%)
- Marketable: 3.6 Million (66%)

Total: 5.5 Million
Size of Mississippi Gulf Coast Day Travel Market — Adults vs. Children

Total Day Person-Trips = 7.2 Million

- **Adults**: 79% of 5.7 Million
- **Children**: 21% of 1.5 Million
Mississippi Gulf Coast Day Travel Market — by Trip Purpose

Adult Day Person-Trips = 7.2 Million

- VFR: 2.0 Million (28%)
- Business-Leisure: 0.2 Million (2%)
- Business: 0.4 Million (6%)
- Marketable: 4.6 Million (64%)
Overnight Trip Detail
Overnight Trip Expenditures
Total Domestic Mississippi Gulf Coast Overnight Spending — by Sector

Total Spending = $1.069 Billion

- **Lodging**: 33% ($356 Million)
- **Food & Beverage**: 23% ($241 Million)
- **Retail**: 13% ($138 Million)
- **Transportation**: 8% ($84 Million)
- **Recreation/Entertainment**: 23% ($250 Million)
Average Per Person Expenditures on Domestic Overnight Trips — By Sector

Base: Total Overnight Person-Trips to Mississippi Gulf Coast

- Lodging: $65
- Restaurant Food & Beverage: $44
- Retail Purchases: $25
- Recreation/Sightseeing/Entertainment: $46
- Transportation at Destination: $15
Average Per Person Expenditures on Domestic Overnight Trips — by Trip Purpose

Base: Total Overnight Person-Trips to Mississippi Gulf Coast

Dollars

Leisure

Business*

$192

* Low base sizes
Average Per Party Expenditures on Domestic Overnight Trips — By Sector

Base: Total Overnight Person-Trips to Mississippi Gulf Coast

- Lodging: $171
- Restaurant Food & Beverage: $116
- Retail Purchases: $66
- Recreation/Sightseeing/Entertainment: $120
- Transportation at Destination: $40
Average Per Party Expenditures on Domestic Overnight Trips — by Trip Purpose

Base: Total Overnight Person-Trips to Mississippi Gulf Coast

Dollars

Leisure

Business*

* Low base sizes
Overnight Trip Characteristics
Main Purpose of Trip

Base: Total Overnight Person-Trips to Mississippi Gulf Coast

Visiting friends/relatives: 28%
Casino: 35%
Special event: 9%
Touring: 6%
Resort: 4%
Outdoors: 4%
City trip: 3%
Golf Trip: 2%
Cruise: 2%
Conference/convention: 1%
Other business trip: 4%
Business-leisure: 1%

Marketable Trips: 66%
Main Purpose of Leisure Trip — Mississippi Gulf Coast vs. National Norm

Base: Total Overnight Person-Trips

<table>
<thead>
<tr>
<th>Purpose</th>
<th>Mississippi Gulf Coast</th>
<th>US Norm</th>
</tr>
</thead>
<tbody>
<tr>
<td>Casino</td>
<td>35</td>
<td></td>
</tr>
<tr>
<td>Visiting friends/relatives</td>
<td>28</td>
<td></td>
</tr>
<tr>
<td>Special event</td>
<td>9</td>
<td>7</td>
</tr>
<tr>
<td>Touring</td>
<td>8</td>
<td></td>
</tr>
<tr>
<td>Resort</td>
<td>6</td>
<td></td>
</tr>
<tr>
<td>Outdoors</td>
<td>6</td>
<td></td>
</tr>
<tr>
<td>City trip</td>
<td>5</td>
<td></td>
</tr>
<tr>
<td>Golf Trip</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td>Cruise</td>
<td>2</td>
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</tbody>
</table>
Main Purpose of Business Trip — Mississippi Gulf Coast vs. National Norm

Base: Total Overnight Person-Trips

<table>
<thead>
<tr>
<th>Purpose</th>
<th>Mississippi Gulf Coast</th>
<th>U.S. Norm</th>
</tr>
</thead>
<tbody>
<tr>
<td>Conference/Convention</td>
<td>1</td>
<td>4</td>
</tr>
<tr>
<td>Other business trip</td>
<td>4</td>
<td>6</td>
</tr>
</tbody>
</table>
Sources of Business

Base: Overnight Person-Trips to Mississippi Gulf Coast

- States contributing 5% or more
- States contributing 3% - 5%
- DMA's contributing more than 2%
State Origin Of Trip

Base: Total Overnight Person-Trips to Mississippi Gulf Coast

<table>
<thead>
<tr>
<th>State</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Louisiana</td>
<td>18</td>
</tr>
<tr>
<td>Florida</td>
<td>17</td>
</tr>
<tr>
<td>Mississippi</td>
<td>16</td>
</tr>
<tr>
<td>Alabama</td>
<td>11</td>
</tr>
<tr>
<td>Georgia</td>
<td>8</td>
</tr>
<tr>
<td>Texas</td>
<td>6</td>
</tr>
<tr>
<td>Tennessee</td>
<td>5</td>
</tr>
<tr>
<td>California</td>
<td>4</td>
</tr>
<tr>
<td>Illinois</td>
<td>3</td>
</tr>
</tbody>
</table>
DMA Origin Of Trip

Base: Total Overnight Person-Trips to Mississippi Gulf Coast

- New Orleans, LA: 13
- Mobile-Pensacola, AL/FL/MS: 9
- Atlanta, GA: 5
- Tampa-St. Petersburg-Sarasota, FL: 4
- Jackson, MS: 4
- Baton Rouge, LA: 3
- Memphis, TN/MS/AR: 3
- Hattiesburg-Laurel, MS: 3
- Biloxi-Gulfport, MS: 3
- Miami-Ft. Lauderdale, FL: 2
- Chicago, IL: 2
- Houston, TX: 2
- Dallas-Ft. Worth, TX: 2
- Macon, GA: 2
Season of Trip

Base: Total Overnight Person-Trips to Mississippi Gulf Coast

- January-March: 24%
- April-June: 27%
- July-September: 26%
- October-December: 23%

Percent
Satisfaction with Mississippi Gulf Coast Trip
% Very Satisfied

Base: Total Overnight Person-Trips to Mississippi Gulf Coast

- Overall trip experience: 79
- Friendliness of people: 77
- Quality of accommodations: 73
- Quality of food: 70
- Value for the money: 67
- Sightseeing/attractions: 59
- Music/nightlife/entertainment: 54

Mississippi Gulf Coast vs. U.S. Norm
Past Visitation to Mississippi Gulf Coast

Base: Total Overnight Person-Trips to Mississippi Gulf Coast

Ever in the Past: 85%
Past Year: 74%

Percent
Length of Trip Planning

Base: Total Overnight Person-Trips

More than 1 year in advance
- Mississippi Gulf Coast: 3
- U.S. Norm: 3

6-12 months
- Mississippi Gulf Coast: 10
- U.S. Norm: 13

3-5 months
- Mississippi Gulf Coast: 16
- U.S. Norm: 18

2 months
- Mississippi Gulf Coast: 18
- U.S. Norm: 17

1 month or less
- Mississippi Gulf Coast: 35
- U.S. Norm: 40

Did not plan anything in advance
- Mississippi Gulf Coast: 13
- U.S. Norm: 14
Trip Planning Information Sources

Base: Total Overnight Person-Trips

- Hotel or resort
- Advice from relatives or friends
- Online travel agencies
- Destination websites
- Social Media
- Travel company websites
- 800/888 number
- Travel agent/company
- Auto club/AAA
- Airline/commercial carrier

Percent

Mississippi Gulf Coast
U.S. Norm
Trip Planning Information Sources (Cont’d)

Base: Total Overnight Person-Trips

- Travel guide/other books
- Visitors' bureau/gov tourism
- Magazine articles/ad
- Newspaper articles/ad
- TV program/ad
- Lodging sharing websites
- Travel/ski show or exhibition
- Radio show/ad
- None of these

Percent

Mississippi Gulf Coast

U.S. Norm
Method of Booking

Base: Total Overnight Person-Trips

- Hotel or resort: Mississippi Gulf Coast 33%, U.S. Norm 12%
- Online travel agencies: Mississippi Gulf Coast 15%, U.S. Norm 18%
- 800/888 number: Mississippi Gulf Coast 6%, U.S. Norm 8%
- Travel agent/company: Mississippi Gulf Coast 6%, U.S. Norm 6%
- Airline/commercial carrier: Mississippi Gulf Coast 13%, U.S. Norm 8%
- Advice from relatives or friends: Mississippi Gulf Coast 7%, U.S. Norm 7%
- Travel company websites: Mississippi Gulf Coast 5%, U.S. Norm 8%
- Destination websites: Mississippi Gulf Coast 4%, U.S. Norm 5%
- Auto club/AAA: Mississippi Gulf Coast 4%, U.S. Norm 4%
Method of Booking (Cont’d)

Base: Total Overnight Person-Trips

<table>
<thead>
<tr>
<th>Method</th>
<th>Percent</th>
<th>Mississippi Gulf Coast</th>
<th>U.S. Norm</th>
</tr>
</thead>
<tbody>
<tr>
<td>Travel guide/other books</td>
<td>4</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Radio show/ad</td>
<td>2</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Visitors' bureau/gov tourism office</td>
<td>2</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Lodging sharing websites</td>
<td>2</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Magazine articles/ad</td>
<td>2</td>
<td></td>
<td></td>
</tr>
<tr>
<td>TV program/ad</td>
<td>1</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Newspaper articles/ad</td>
<td>1</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Travel/ski show or exhibition</td>
<td>1</td>
<td></td>
<td></td>
</tr>
<tr>
<td>None of these</td>
<td>29</td>
<td></td>
<td>35</td>
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</table>
Devices Used for Trip Planning

Base: Total Overnight Person-Trips

<table>
<thead>
<tr>
<th>Device Type</th>
<th>Mississippi Gulf Coast</th>
<th>U.S. Norm</th>
</tr>
</thead>
<tbody>
<tr>
<td>Used Any Device (net)</td>
<td>83</td>
<td>84</td>
</tr>
<tr>
<td>Desktop/Home computer</td>
<td>42</td>
<td>41</td>
</tr>
<tr>
<td>Laptop</td>
<td>39</td>
<td>45</td>
</tr>
<tr>
<td>Smartphone</td>
<td>22</td>
<td>27</td>
</tr>
<tr>
<td>Tablet</td>
<td>16</td>
<td>17</td>
</tr>
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</table>

Percent
Devices Used During Trip

Base: Total Overnight Person-Trips

Used Any Device (net)

- Smartphone: Mississippi Gulf Coast 62%, U.S. Norm 65%
- Tablet: Mississippi Gulf Coast 31%, U.S. Norm 28%
- Laptop: Mississippi Gulf Coast 30%, U.S. Norm 33%

Percent

Mississippi Gulf Coast  U.S. Norm
Total Nights Away on Trip

Base: Total Overnight Person-Trips

<table>
<thead>
<tr>
<th></th>
<th>Mississippi Gulf Coast</th>
<th>U.S. Norm</th>
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<tr>
<td></td>
<td>3.8 nights</td>
<td>4.0 nights</td>
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<tr>
<td>1 night</td>
<td>19</td>
<td>21</td>
</tr>
<tr>
<td>2 nights</td>
<td>26</td>
<td>26</td>
</tr>
<tr>
<td>3-4 nights</td>
<td>9</td>
<td>12</td>
</tr>
<tr>
<td>5-6 nights</td>
<td>10</td>
<td>11</td>
</tr>
<tr>
<td>7-13 nights</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>14 + nights</td>
<td>4</td>
<td></td>
</tr>
</tbody>
</table>

Percent

Mississippi Gulf Coast  U.S. Norm
Number of Nights Spent in Mississippi Gulf Coast

Base: Overnight Person-Trips with 1+ Nights Spent In Mississippi Gulf Coast

Average Nights Spent in Mississippi Gulf Coast = 3.3

- 1 night: 26
- 2 nights: 27
- 3-4 nights: 32
- 5-6 nights: 5
- 7+ nights: 10

Percent
Size of Travel Party

Base: Total Overnight Person-Trips

Mississippi Gulf Coast
- Total = 3.0
  - Adults: 2.3
  - Children: 0.7

U.S. Norm
- Total = 2.9
  - Adults: 2.3
  - Children: 0.6
Transportation

Base: Total Overnight Person-Trips

- Own car/truck: Mississippi Gulf Coast 65% (U.S. Norm 77%)
- Rental car: Mississippi Gulf Coast 13% (U.S. Norm 19%)
- Plane: Mississippi Gulf Coast 19% (U.S. Norm 26%)
- Taxi cab: Mississippi Gulf Coast 9% (U.S. Norm 13%)
- Bus: Mississippi Gulf Coast 6% (U.S. Norm 5%)
- Online taxi service: Mississippi Gulf Coast 5% (U.S. Norm 4%)
- Motorcycle: Mississippi Gulf Coast 1% (U.S. Norm 3%)
- Camper, R.V: Mississippi Gulf Coast 2% (U.S. Norm 3%)
- Train: Mississippi Gulf Coast 5% (U.S. Norm 2%)
- Ship/boat: Mississippi Gulf Coast 3% (U.S. Norm 1%)

Percent

Mississippi Gulf Coast  U.S. Norm
Accommodations

Base: Total Overnight Person-Trips

- Hotel/Motel
- Home of Friend/Relative
- Bed & Breakfast
- Rented Home/Condo/Apartment
- Campground/Trailer Park/RV Park
- Time Share
- Country Inn/Lodge
- Rented Cottage/Cabin
- Own Home/Condo/Apt/2nd Home
- Boat/Cruise Ship
- Other

Percent

Mississippi Gulf Coast
U.S. Norm

48
Activities and Experiences

Base: Total Overnight Person-Trips

- Casino: 58% (Mississippi Gulf Coast), 34% (U.S. Norm)
- Shopping: 35% (Mississippi Gulf Coast), 35% (U.S. Norm)
- Beach/Waterfront: 23% (Mississippi Gulf Coast), 29% (U.S. Norm)
- Fine Dining: 23% (Mississippi Gulf Coast), 19% (U.S. Norm)
- Swimming: 16% (Mississippi Gulf Coast), 16% (U.S. Norm)
- Bar/Nightclub: 14% (Mississippi Gulf Coast), 14% (U.S. Norm)
- Landmark/Historic Site: 12% (Mississippi Gulf Coast), 11% (U.S. Norm)
- Museum: 11% (Mississippi Gulf Coast), 10% (U.S. Norm)
- Fishing: 8% (Mississippi Gulf Coast), 8% (U.S. Norm)
- National/State Park: 10% (Mississippi Gulf Coast), 8% (U.S. Norm)
Activities and Experiences (Cont’d)

Base: Total Overnight Person-Trips

- Golf: 4, 7
- Theater: 4, 6
- Business Meeting: 6, 6
- Spa: 6, 6
- Fair/Exhibition/Festival: 6, 6
- Theme Park: 5, 8
- Art Gallery: 5, 5
- Camping: 5, 5
- Dance: 4, 5
- Zoo: 4, 5

Percent

Mississippi Gulf Coast
U.S. Norm
Activities and Experiences (Cont’d)

Base: Total Overnight Person-Trips

- Hiking/Backpacking: 4 (Mississippi Gulf Coast), 7 (U.S. Norm)
- Rock/Pop Concert: 3 (Mississippi Gulf Coast), 3 (U.S. Norm)
- Participate in Adult Sports Event: 3 (Mississippi Gulf Coast), 2 (U.S. Norm)
- Boating/Sailing: 3 (Mississippi Gulf Coast), 5 (U.S. Norm)
- Conference/Convention: 3 (Mississippi Gulf Coast), 4 (U.S. Norm)
- Dude Ranch: 3 (Mississippi Gulf Coast), 1 (U.S. Norm)
- Brewery: 2 (Mississippi Gulf Coast), 5 (U.S. Norm)
- Motorcycle Touring: 1 (Mississippi Gulf Coast), 2 (U.S. Norm)
- Winery: 2 (Mississippi Gulf Coast), 4 (U.S. Norm)
- Tennis: 2 (Mississippi Gulf Coast), 2 (U.S. Norm)
Activities and Experiences (Cont’d)

Base: Total Overnight Person-Trips

- Watch Amateur/Youth Sports: 2 (Mississippi Gulf Coast), 2 (U.S. Norm)
- Mountain Climbing: 2 (Mississippi Gulf Coast), 2 (U.S. Norm)
- Participate in Amateur/Youth Sports: 2 (Mississippi Gulf Coast), 1 (U.S. Norm)
- Biking: 2 (Mississippi Gulf Coast), 3 (U.S. Norm)
- Opera: 1 (Mississippi Gulf Coast), 1 (U.S. Norm)
- Trade Show: 2 (Mississippi Gulf Coast), 2 (U.S. Norm)
- Symphony: 2 (Mississippi Gulf Coast), 1 (U.S. Norm)
- Glamping: 1 (Mississippi Gulf Coast), 1 (U.S. Norm)
Activities of Special Interest

Base: Total Overnight Person-Trips

- Historic Places
- Family Reunion
- Cultural Activities/Attractions
- Exceptional Culinary Experiences
- Wedding
- Eco-Tourism
- Brewery Tours/Beer Tasting
- Winery Tours/Tasting
- Traveling with Grandchildren
- Religious Travel
- Medical Tourism

Percent

- Mississippi Gulf Coast
- U.S. Norm

Mississippi Gulf Coast: 20, 17, 17, 17, 11, 5, 4, 2, 3, 2
U.S. Norm: 21, 22, 22, 22, 14, 14, 14, 14, 14, 14

0 5 10 15 20 25

53
Online Social Media Use by Travelers

Base: Total Overnight Person-Trips

<table>
<thead>
<tr>
<th>Activity</th>
<th>Mississippi Gulf Coast</th>
<th>U.S. Norm</th>
</tr>
</thead>
<tbody>
<tr>
<td>Used any social media for travel</td>
<td>66%</td>
<td>68%</td>
</tr>
<tr>
<td>Posted travel photos/video online</td>
<td>30%</td>
<td>34%</td>
</tr>
<tr>
<td>Read travel reviews</td>
<td>25%</td>
<td>28%</td>
</tr>
<tr>
<td>Looked at travel photos/video online</td>
<td>21%</td>
<td>22%</td>
</tr>
<tr>
<td>Accessed travel news/events/deals/promotions</td>
<td>20%</td>
<td>21%</td>
</tr>
<tr>
<td>Connected with others interested in travel</td>
<td>15%</td>
<td>16%</td>
</tr>
<tr>
<td>Read a travel blog</td>
<td>12%</td>
<td>15%</td>
</tr>
<tr>
<td>Tweeted about a trip</td>
<td>9%</td>
<td>11%</td>
</tr>
</tbody>
</table>

Percent
Online Social Media Use by Travelers (Cont’d)

Base: Total Overnight Person-Trips

- Used any social media for travel
- Contributed travel reviews
- Followed a destination/attraction
- Gave travel advice
- Got travel advice
- Subscribed to a travel e-newsletter
- Blogged about a trip

Percent

- Mississippi Gulf Coast
- U.S. Norm

Figure showing data on social media use by travelers.
Organization Membership

Base: Total Overnight Person-Trips

AAA

AARP

National Motor Club

Better World Club

Percent

Mississippi Gulf Coast

U.S. Norm
Demographic Profile of Overnight Visitors
Gender

Base: Total Overnight Person-Trips

<table>
<thead>
<tr>
<th></th>
<th>Mississippi Gulf Coast</th>
<th>U.S. Norm</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>49</td>
<td>48</td>
</tr>
<tr>
<td>Female</td>
<td>51</td>
<td>52</td>
</tr>
</tbody>
</table>

Percent

0 20 40 60
Age

Base: Total Overnight Person-Trips

Average Mississippi Gulf Coast = 47.3
Average U.S. Norm = 44.9

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Mississippi Gulf Coast</th>
<th>U.S. Norm</th>
</tr>
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<tbody>
<tr>
<td>18-24</td>
<td>6</td>
<td>13</td>
</tr>
<tr>
<td>25-34</td>
<td>22</td>
<td>21</td>
</tr>
<tr>
<td>35-44</td>
<td>20</td>
<td>19</td>
</tr>
<tr>
<td>45-54</td>
<td>18</td>
<td>17</td>
</tr>
<tr>
<td>55-64</td>
<td>17</td>
<td>17</td>
</tr>
<tr>
<td>65+</td>
<td>17</td>
<td>17</td>
</tr>
</tbody>
</table>
Base: Total Overnight Person-Trips

Marital Status

- **Married/with partner**: 66% (Mississippi Gulf Coast), 62% (U.S. Norm)
- **Single/never married**: 21% (Mississippi Gulf Coast), 24% (U.S. Norm)
- **Divorced/widowed/separated**: 13% (Mississippi Gulf Coast), 14% (U.S. Norm)
Household Size

Base: Total Overnight Person-Trips

- 1 member: Mississippi Gulf Coast 20, U.S. Norm 20
- 2 members: Mississippi Gulf Coast 35, U.S. Norm 36
- 3 members: Mississippi Gulf Coast 18, U.S. Norm 18
- 4 members: Mississippi Gulf Coast 16, U.S. Norm 15
- 5+ members: Mississippi Gulf Coast 11, U.S. Norm 11
Children in Household

Base: Total Overnight Person Trips

- No children under 18: 52% (Mississippi Gulf Coast), 56% (U.S. Norm)
- Any child between 13-17: 21% (Mississippi Gulf Coast), 20% (U.S. Norm)
- Any child between 6-12: 25% (Mississippi Gulf Coast), 22% (U.S. Norm)
- Any child under 6: 19% (Mississippi Gulf Coast), 18% (U.S. Norm)
Education

Base: Total Overnight Person-Trips

- **Post-graduate**
  - Mississippi Gulf Coast: 14%
  - U.S. Norm: 22%

- **College graduate**
  - Mississippi Gulf Coast: 37%
  - U.S. Norm: 40%

- **Some college**
  - Mississippi Gulf Coast: 30%
  - U.S. Norm: 23%

- **High school or less**
  - Mississippi Gulf Coast: 18%
  - U.S. Norm: 14%

- **Other**
  - Mississippi Gulf Coast: 1%
  - U.S. Norm: 1%

Legend:
- Blue: Mississippi Gulf Coast
- Yellow: U.S. Norm
Employment

Base: Total Overnight Person-Trips

- Full time/ self-employed: 46% (Mississippi Gulf Coast) vs. 51% (U.S. Norm)
- Part time: 10% (Mississippi Gulf Coast) vs. 10% (U.S. Norm)
- Not employed/retired/ other: 44% (Mississippi Gulf Coast) vs. 39% (U.S. Norm)
Household Income

Base: Total Overnight Person-Trips

<table>
<thead>
<tr>
<th>Income Range</th>
<th>Mississippi Gulf Coast</th>
<th>U.S. Norm</th>
</tr>
</thead>
<tbody>
<tr>
<td>&lt;$49.9K</td>
<td>49</td>
<td>40</td>
</tr>
<tr>
<td>$50-$74.9K</td>
<td>22</td>
<td>24</td>
</tr>
<tr>
<td>$75-$99.9K</td>
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<td>15</td>
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<td>$100-$149.9K</td>
<td>11</td>
<td>13</td>
</tr>
<tr>
<td>$150K+</td>
<td>3</td>
<td>6</td>
</tr>
</tbody>
</table>

Percent
Race

Base: Total Overnight Person-Trips

- **White**: 78%
- **African-American**: 18%
- **Other**: 4%

Legend:
- **Mississippi Gulf Coast**
- **U.S. Norm**
Hispanic Background

Base: Total Overnight Person-Trips

- **No**: 97%
  - Mississippi Gulf Coast: 91%
  - U.S. Norm: 9%
- **Yes**: 3%
  - Mississippi Gulf Coast: 3%
  - U.S. Norm: 9%
Day Trip Expenditures
Total Mississippi Gulf Coast Domestic Day Trip Spending — by Sector

Total Spending = $456 Billion

- Restaurant Food & Beverage: 31%, $139 Million
- Retail: 26%, $117 Million
- Recreation/Entertainment: 29%, $134 Million
- Transportation: 14%, $66 Million
Average Per Person Expenditures on Day Trips — By Sector

Base: Total Day Person-Trips to Mississippi Gulf Coast

- **Restaurant Food & Beverage**: $19
- **Retail Purchases**: $16
- **Recreation/Sightseeing/Entertainment**: $19
- **Transportation at Destination**: $9
Average Per Person Expenditures on Day Trips — by Trip Purpose

Base: Total Day Person-Trips to Mississippi Gulf Coast

- Leisure: $63
- Business*: Low base sizes

*Dollars

*Low base sizes
Average Per Party Expenditures on Day Trips — By Sector

Base: Total Day Person-Trips to Mississippi Gulf Coast

- Restaurant Food & Beverage: $55
- Retail Purchases: $46
- Recreation/Sightseeing/Entertainment: $53
- Transportation at Destination: $26
Average Per Party Expenditures on Day Trip — by Trip Purpose

Base: Total Day Person-Trips to Mississippi Gulf Coast

- Leisure: $181
- Business*: Low base sizes
Day Trip Characteristics
Main Purpose of Trip

Marketable Trips 64%

Base: Total Day Person-Trips to Mississippi Gulf Coast

- Visiting friends/relatives: 27%
- Casino: 28%
- Special event: 7%
- Touring: 7%
- Shopping: 7%
- Outdoors: 6%
- City trip: 4%
- Resort: 3%
- Cruise: 2%
- Conference/convention: 2%
- Other business trip: 5%
- Business-leisure: 2%
Main Purpose of Leisure Trip – Mississippi Gulf Coast vs. National Norm

Base: Total Day Person-Trips

- Casino: 4, 28
- Visiting friends/relatives: 7, 27
- Special event: 7, 8
- Touring: 7, 11
- Shopping: 7, 8
- Outdoors: 6, 8
- City trip: 4, 8
- Resort: 2, 3
- Cruise: 1, 2

Percent

Mississippi Gulf Coast
U.S. Norm
Main Purpose of Day Business Trip — Mississippi Gulf Coast vs. National Norm

Base: Total Day Person-Trips

- Conference/Convention
- Other business trip

Percent

Mississippi Gulf Coast | U.S. Norm
--- | ---
2 | 2
5 | 6

78
Sources of Business

Base: Total Day Person-Trips to Mississippi Gulf Coast

- States contributing 5% or more
- States contributing 3% - 5%
- DMA’s contributing more than 2%
State Origin Of Trip

Base: Total Day Person-Trips to Mississippi Gulf Coast

- Louisiana: 35
- Mississippi: 29
- Alabama: 12
- Florida: 10
- Texas: 3

Percent
DMA Origin Of Trip

Base: Total Day Person-Trips to Mississippi Gulf Coast

- New Orleans, LA: 29%
- Mobile-Pensacola, AL/FL/MS: 16%
- Hattiesburg-Laurel, MS: 11%
- Baton Rouge, LA: 8%
- Jackson, MS: 7%
- Biloxi-Gulfport, MS: 4%
- Tampa-St. Petersburg-Sarasota, FL: 2%
- Meridian, MS: 2%
- Houston, TX: 2%
- Memphis, TN/MS/AR: 2%
- Montgomery, AL: 2%
- New York, NY/NJ/PA/CT: 2%

Percent
Season of Trip

Base: Total Day Person-Trips to Mississippi Gulf Coast

- January-March: 24%
- April-June: 26%
- July-September: 27%
- October-December: 23%
Size of Travel Party

Base: Total Day Person-Trips

Mississippi Gulf Coast
- Adults: 2.2
- Children: 0.7
- Total: 2.9

U.S. Norm
- Adults: 2.1
- Children: 0.7
- Total: 2.8
Activities and Experiences

Base: Total Day Person-Trips

- Casino: 34%
- Beach/Waterfront: 8%
- Shopping: 29%
- Swimming: 16%
- Fine Dining: 14%
- Fishing: 12%
- Bar/Nightclub: 9%
- Museum: 8%
- Landmark/Historic Site: 9%

Mississippi Gulf Coast vs. U.S. Norm

0 10 20 30 40 50
Percent
Activities and Experiences (Cont’d)

Base: Total Day Person-Trips

- Fair/Exhibition/Festival: 6
- Spa: 5
- Boating/Sailing: 2
- Business Meeting: 5
- Zoo: 4
- Rock/Pop Concert: 3
- Art Gallery: 3
- Dance: 2
- Brewery: 3

Percent

Mississippi Gulf Coast
U.S. Norm
Activities and Experiences (Cont’d)

Base: Total Day Person-Trips

- Birding
- National/State Park
- Golf
- Tennis
- Biking
- Motorcycle Touring
- Theme Park
- Trade Show

Percent

- Mississippi Gulf Coast
- U.S. Norm
Activities of Special Interest

Base: Total Day Person-Trips

- Historic Places
- Cultural Activities/Attractions
- Exceptional Culinary Experiences
- Family Reunion
- Eco-Tourism
- Brewery Tours/Beer Tasting
- Religious Travel
- Winery Tours/Wine Tasting
- Medical Tourism
- Traveling with Grandchildren
- Wedding

Percent

Mississippi Gulf Coast
U.S. Norm
Online Social Media Use by Travelers

Base: Total Day Person-Trips

- Used any social media for travel
- Posted travel photos/video online
- Looked at travel photos/video online
- Read travel reviews
- Accessed travel news/events/deals/promotions
- Connected with others interested in travel
- "Followed" a destination/attraction
- Got travel advice

Percent

Mississippi Gulf Coast | U.S. Norm

0 15 30 45 60 75

73 67

38 32

31 28

30 27

29 22

20 18

16 12

11 9
Online Social Media Use by Travelers (Cont’d)

Base: Total Day Person-Trips

- Used any social media for travel: 67% for Mississippi Gulf Coast, 73% for U.S. Norm
- Read a travel blog: 15% for Mississippi Gulf Coast, 13% for U.S. Norm
- Gave travel advice: 15% for Mississippi Gulf Coast, 15% for U.S. Norm
- Tweeted about a trip: 14% for Mississippi Gulf Coast, 9% for U.S. Norm
- Subscribed to a travel e-newsletter: 12% for Mississippi Gulf Coast, 6% for U.S. Norm
- Contributed travel reviews: 11% for Mississippi Gulf Coast, 11% for U.S. Norm
- Blogged about a trip: 5% for Mississippi Gulf Coast, 5% for U.S. Norm
Organization Membership

Base: Total Day Person-Trips

AAA
- Mississippi Gulf Coast: 21
- U.S. Norm: 37

AARP
- Mississippi Gulf Coast: 17
- U.S. Norm: 19

National Motor Club
- Mississippi Gulf Coast: 4
- U.S. Norm: 3

Better World Club
- Mississippi Gulf Coast: 1
- U.S. Norm: 2

Percent

Mississippi Gulf Coast U.S. Norm
Demographic Profile of Day Visitors
Gender

Base: Total Day Person-Trips

Gender vs. Percent

- **Male**
  - Mississippi Gulf Coast: 42%
  - U.S. Norm: 46%

- **Female**
  - Mississippi Gulf Coast: 58%
  - U.S. Norm: 54%
Age

Base: Total Day Person-Trips

Average Mississippi Gulf Coast = 43.3
Average U.S. Norm = 44.3

![Age distribution chart](chart.png)
Marital Status

Base: Total Day Person-Trips

- Married/ with partner: 63% in Mississippi Gulf Coast, 61% in U.S. Norm
- Single/never married: 22% in Mississippi Gulf Coast, 25% in U.S. Norm
- Divorced/widowed/separated: 15% in both Mississippi Gulf Coast and U.S. Norm
Household Size

Base: Total Day Person-Trips

- 1 member: 16% (Mississippi Gulf Coast), 19% (U.S. Norm)
- 2 members: 19% (Mississippi Gulf Coast), 19% (U.S. Norm)
- 3 members: 19% (Mississippi Gulf Coast), 19% (U.S. Norm)
- 4 members: 16% (Mississippi Gulf Coast), 21% (U.S. Norm)
- 5+ members: 12% (Mississippi Gulf Coast), 14% (U.S. Norm)
Children in Household

Base: Total Day Person-Trips

- No children under 18
  - Mississippi Gulf Coast: 40%
  - U.S. Norm: 52%

- Any child between 13-17
  - Mississippi Gulf Coast: 21%
  - U.S. Norm: 30%

- Any child between 6-12
  - Mississippi Gulf Coast: 23%
  - U.S. Norm: 30%

- Any child under 6
  - Mississippi Gulf Coast: 21%
  - U.S. Norm: 20%
Education

Base: Total Day Person-Trips

- Post-graduate
  - Mississippi Gulf Coast: 17%
  - U.S. Norm: 18%
- College graduate
  - Mississippi Gulf Coast: 35%
  - U.S. Norm: 38%
- Some college
  - Mississippi Gulf Coast: 25%
  - U.S. Norm: 30%
- High school or less
  - Mississippi Gulf Coast: 16%
  - U.S. Norm: 17%
- Other
  - Mississippi Gulf Coast: 2%
  - U.S. Norm: 1%
Employment

Base: Total Day Person-Trips

- Fulltime/self-employed:
  - Mississippi Gulf Coast: 50%
  - U.S. Norm: 49%

- Part-time:
  - Mississippi Gulf Coast: 15%
  - U.S. Norm: 10%

- Not employed/retired/other:
  - Mississippi Gulf Coast: 35%
  - U.S. Norm: 40%
Household Income

Base: Total Day Person-Trips

- **$150K+**
  - Mississippi Gulf Coast: 1
  - U.S. Norm: 4

- **$100-$149.9K**
  - Mississippi Gulf Coast: 12
  - U.S. Norm: 12

- **$75-$99.9K**
  - Mississippi Gulf Coast: 14
  - U.S. Norm: 14

- **$50-$74.9K**
  - Mississippi Gulf Coast: 20
  - U.S. Norm: 22

- **< $49.9K**
  - Mississippi Gulf Coast: 48
  - U.S. Norm: 53

Percent

- Yellow: Mississippi Gulf Coast
- Orange: U.S. Norm
Hispanic Background

Base: Total Day Person-Trips

- No
  - Mississippi Gulf Coast: 96
  - U.S. Norm: 91

- Yes
  - Mississippi Gulf Coast: 4
  - U.S. Norm: 9
Appendix A: Key Terms Defined
An **Overnight Trip** is any journey for business or pleasure, outside your community and not part of your normal routine, where you spent one 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.

A **Person-Trip** is one trip taken by one visitor.

*Person-trips are the key unit of measure for this report.*
Trip-Type Segments

**Total Trips = Leisure + Business + Business-Leisure**

- **Leisure Trips:** Include all trips where the main purpose was one of the following:
  - Visiting friends/relatives
  - Touring through a region to experience its scenic beauty, history and culture
  - Outdoors trip to enjoy activities such as camping, hunting, fishing, hiking, and boating
  - Special event, such as a fair, festival, or sports event
  - City trip
  - Cruise
  - Casino
  - Theme park
  - Resort (ocean beach, inland or mountain resort)
  - Skiing/snowboarding
  - Golf

- **Business Trips:**
  - Conference/convention
  - Other business trip

- **Business-Leisure:** a trip for business where, on the same trip, the visitor stayed for at least one additional day to experience the same place or nearby area simply for leisure.

** Marketable Trips:**
Include all leisure trips, with the exception of visits to friends/relatives.