Mississippi Gulf Coast 2017 Visitor Research
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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 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 2017.
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.
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 2017 travel year, this yielded:

- 329,470 trips for analysis nationally:
  - 232,317 overnight trips
  - 97,153 day trips

For Mississippi Gulf Coast, the following sample was achieved in 2017:

- 890 trips:
  - 564 overnight trips
  - 326 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
In 2017, Mississippi Gulf Coast had 13.5 million person trips, increasing 6.3% from 2015. The Mississippi Gulf Coast grew about twice the national growth thus increasing its market share. Of the trips to the Mississippi Gulf Coast, 57% were day trips and 43% were overnight trips.

The overnight trips generated $1.17 billion in spending, increasing 9.2% from 2015.

When asked about the main purpose of their overnight trip, 28% responded that they were visiting friends and relatives, while 62% said they were on marketable trips. Marketable trips are defined as those trip types that can be influenced by marketing efforts. The most prevalent marketable trip type was casino at 38%.

The top three states of origin for visitors on overnight trips to Mississippi Gulf Coast were Louisiana, Mississippi, and Florida. Among DMAs, the top three overnight visitor sources were New Orleans, Mobile, and Jackson.
Over three-quarters (79%) of visitors on an overnight trip to Mississippi Gulf Coast were very satisfied with the overall trip experience. The next highest-ranking categories for satisfaction were friendliness of the local people (75%) and quality of the food (74%).

Among those on overnight trips to Mississippi Gulf Coast, 86% have visited Mississippi Gulf Coast at least once before and 71% have visited in the past year.

Greater than the national average, over half (56%) of the overnight trips were planned 2 months or less before the trip. Greater than the national average, 22% did not plan anything in advance.

Hotel or resorts, online travel agencies, and advice from friends/family were the most common planning sources for a Mississippi Gulf Coast overnight trip. Hotels or resorts were the most common booking source.
The average number of nights spent in Mississippi Gulf Coast on an overnight trip was 2.5 nights, down from 3.3 nights in 2016. The average travel party size was 2.7 persons.

Over two-thirds (68%) of Mississippi Gulf Coast overnight visitors made the trip with a partner or spouse. Thirty percent reported that they traveled with children.

Over three-quarters (79%) of overnight Mississippi Gulf Coast travelers arrived by personal car or truck.

The top five activities and experiences during an overnight trip to Mississippi Gulf Coast were casino, shopping, going to the beach or waterfront, swimming, and fine dining.
Size & Structure of the U.S. Travel Market
Total Size of the U.S. Travel Market — 2013-2017

Base: Overnight Person-Trips

Millions of Trips

2013: 1,480  
2014: 1,532  
2015: 1,568  
2016: 1,585  
2017: 1,618

2.1% growth from 2013 to 2017.
Structure of the U.S. Travel Market — 2017 Overnight Trips

Base: Overnight Person-Trips

- Visits to Friends/Relatives: 43%
- Business-Leisure: 4%
- Business: 10%
- Marketable: 43%

12

All Overnight Trips
- Visiting Friends/Relatives: 5%
- Marketable Trips: <1%
- Business-Leisure Trips: 3%
- Business Trips: 2%

Base: Overnight Person-Trips

Percent Change
Size & Structure of Mississippi Gulf Coast Domestic Travel Market
Total Person-Trips = 13.5 Million

+6.3% vs. 2015

Day Trips
57%
7.7 Million

Overnight Trips
43%
5.8 Million
Overnight Trips to Mississippi Gulf Coast

Base: Overnight Person-Trips

<table>
<thead>
<tr>
<th>Years</th>
<th>Millions of Trips</th>
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<tbody>
<tr>
<td>2015</td>
<td>5.5</td>
</tr>
<tr>
<td>2017</td>
<td>5.8 (+5%)</td>
</tr>
</tbody>
</table>
Size of Mississippi Gulf Coast Overnight Travel Market — Adults vs. Children

Total Overnight Person-Trips = 5.8 Million

- Adults: 79% (4.6 Million)
- Children: 21% (1.2 Million)
Mississippi Gulf Coast Overnight Travel Market — by Main Trip Purpose

Total Overnight Person-Trips = 5.8 Million

- **VFR**: 28% (1.6 Million)
- **Business-Leisure**: 2% (0.1 Million)
- **Business**: 8% (0.5 Million)
- ** Marketable**: 62% (3.6 Million)
Size of Mississippi Gulf Coast Day Travel Market — Adults vs. Children

Total Day Person-Trips = 7.7 Million

- Adults: 78% (6.0 Million)
- Children: 22% (1.7 Million)
Mississippi Gulf Coast Day Travel Market — by Trip Purpose

Total Day Person-Trips = 7.7 Million

- VFR: 27% (2.1 Million)
- Marketable: 64% (4.9 Million)
- Business-Leisure: 1% (0.1 Million)
- Business: 8% (0.6 Million)
Overnight Trip Expenditures
Domestic Overnight Expenditures — by Sector

Total Spending = $1.167 Billion

+9.2% vs. 2015

- Lodging: 34% ($398 Million)
- Restaurant Food & Beverage: 22% ($261 Million)
- Retail: 13% ($153 Million)
- Transportation: 8% ($95 Million)
- Recreation: 23% ($261 Million)
Average Per Person Expenditures on Domestic Overnight Trips — By Sector

Dollars

<table>
<thead>
<tr>
<th>Sector</th>
<th>Expenditure</th>
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<tr>
<td>Lodging</td>
<td>$68</td>
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<tr>
<td>Restaurant Food &amp; Beverage</td>
<td>$45</td>
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<tr>
<td>Recreation/Sightseeing/Entertainment</td>
<td>$45</td>
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<tr>
<td>Retail Purchases</td>
<td>$26</td>
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<tr>
<td>Transportation at Destination</td>
<td>$16</td>
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</table>
Average Per Person Expenditures on Domestic Overnight Trips — Total

Base: Overnight Person-Trips

Dollars

Leisure

$201
Average Per Party Expenditures on Domestic Overnight Trips — By Sector

<table>
<thead>
<tr>
<th>Sector</th>
<th>Dollars</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lodging</td>
<td>$178</td>
</tr>
<tr>
<td>Restaurant Food &amp; Beverage</td>
<td>$117</td>
</tr>
<tr>
<td>Recreation/Sightseeing/Entertainment</td>
<td>$117</td>
</tr>
<tr>
<td>Retail Purchases</td>
<td>$68</td>
</tr>
<tr>
<td>Transportation at Destination</td>
<td>$42</td>
</tr>
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</table>
Average Per Party Expenditures on Domestic Overnight Trips — Total

Base: Overnight Person-Trips

Dollars

Leisure

$521
Overnight Trip Characteristics
Main Purpose of Trip

Marketable Trips 62%

Visiting friends/relatives 28%
    Casino 38%
    Special event 6%
    Resort 5%
    Touring 4%
    Outdoors 3%
    City trip 2%
    Cruise 2%
    Theme park 1%
    Golf Trip 1%

Conference/convention 2%
    Other business trip 6%
    Combined business-pleasure trip 2%

Base: Overnight Person-Trips
Main Purpose of Leisure Trip

Base: Overnight Person-Trips

- Casino: 38%
- Visiting friends/relatives: 28%
- Special event: 8%
- Resort: 5%
- Touring: 9%
- Outdoors: 6%
- City trip: 5%
- Cruise: 2%
- Theme park: 4%
- Golf Trip: 1%

Mississippi Gulf Coast vs. U.S. Norm
Main Purpose of Overnight Leisure Trip — 2017 vs. 2015

- Casino: 38% (2017), 35% (2015)
- Special event: 6% (2017), 9% (2015)
- Resort: 5% (2017), 4% (2015)
- Touring: 6% (2017), 4% (2015)
- Outdoors: 3% (2017), 4% (2015)
- City trip: 3% (2017), 2% (2015)
- Cruise: 2% (2017), 2% (2015)
- Theme park: 1% (2017), 2% (2015)

Base: Overnight Person-Trips
Main Purpose of Business Trip

Conference/Convention

Other business trip

Base: Overnight Person-Trips

Percent

Mississippi Gulf Coast
U.S. Norm
Main Purpose of Overnight Business Trip — 2017 vs. 2015

**Conference/Convention**
- 2017: 1
- 2015: 2

**Other business trip**
- 2017: 4
- 2015: 6

Base: Overnight Person-Trips
Sources of Business

Base: Overnight Person-Trips

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

Base: Overnight Person-Trips

Louisiana: 24
Mississippi: 24
Florida: 14
Alabama: 8
Texas: 8
Georgia: 5
Tennessee: 4

Percent

0  5  10  15  20  25
DMA Origin Of Trip

Base: Overnight Person-Trips

- New Orleans, LA: 14
- Mobile-Pensacola, AL/FL/MS: 10
- Jackson, MS: 8
- Hattiesburg-Laurel, MS: 4
- Baton Rouge, LA: 4
- Biloxi-Gulfport, MS: 4
- Atlanta, GA: 4
- Lafayette, LA: 3
- Dallas-Ft. Worth, TX: 3
- Tampa-St. Petersburg-Sarasota, FL: 3
- Houston, TX: 3
- Columbus-Tupelo-West Point, MS: 3
- Memphis, TN/MS/AR: 3
- Birmingham, AL: 2

Percent
Season of Trip

Base: Overnight Person-Trips

- January-March: 25%
- April-June: 27%
- July-September: 26%
- October-December: 22%
% Very Satisfied with Trip

Overall trip experience
Friendliness of people
Quality of food
Safety & Security*
Quality of accommodations
Cleanliness*
Value for the money
Sightseeing/attractions
Music/nighlife/entertainment

Base: Overnight Person-Trips

<table>
<thead>
<tr>
<th></th>
<th>2017</th>
<th>2015</th>
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<tbody>
<tr>
<td>Overall trip experience</td>
<td>79%</td>
<td>79%</td>
</tr>
<tr>
<td>Friendliness of people</td>
<td>77%</td>
<td>77%</td>
</tr>
<tr>
<td>Quality of food</td>
<td>74%</td>
<td>74%</td>
</tr>
<tr>
<td>Safety &amp; Security*</td>
<td>73%</td>
<td>73%</td>
</tr>
<tr>
<td>Quality of accommodations</td>
<td>73%</td>
<td>73%</td>
</tr>
<tr>
<td>Cleanliness*</td>
<td>70%</td>
<td>73%</td>
</tr>
<tr>
<td>Value for the money</td>
<td>64%</td>
<td>62%</td>
</tr>
<tr>
<td>Sightseeing/attractions</td>
<td>60%</td>
<td>54%</td>
</tr>
<tr>
<td>Music/nighlife/entertainment</td>
<td>48%</td>
<td>54%</td>
</tr>
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* Added in 2017
Past Visitation to Mississippi Gulf Coast

Base: Overnight Person-Trips

Ever

Past 12 Months*

* Question wording changed in 2017
Length of Trip Planning

Base: Overnight Person-Trips

- More than 1 year in advance: 3 (Mississippi Gulf Coast), 4 (U.S. Norm)
- 6-12 months: 8 (Mississippi Gulf Coast), 14 (U.S. Norm)
- 3-5 months: 11 (Mississippi Gulf Coast), 17 (U.S. Norm)
- 2 months: 14 (Mississippi Gulf Coast), 16 (U.S. Norm)
- 1 month or less: 35 (Mississippi Gulf Coast), 42 (U.S. Norm)
- Did not plan anything in advance: 22 (Mississippi Gulf Coast), 2 (U.S. Norm)

Percent

Mississippi Gulf Coast  U.S. Norm
Trip Planning Information Sources

Base: Overnight Person-Trips

- Hotel or resort: 28%
- Online travel agencies: 15%
- Advice from relatives or friends: 15%
- Social Media: 13%
- Destination websites: 10%
- 800/888 number: 9%
- Travel company websites: 9%
- Travel agent/company: 6%
- Auto club/AAA: 4%

Mississippi Gulf Coast: [appropriate values]
U.S. Norm: [appropriate values]
Trip Planning Information Sources (Cont’d)

Base: Overnight Person-Trips

- Airline/commercial carrier: 4
- Travel guide/other books: 3
- Lodging sharing websites (AirBnB, VRBO, etc.): 2
- Visitors' bureau/gov tourism office: 1
- TV program/ad: 1
- Radio show/ad: 1
- Newspaper articles/ad: 1
- Magazine articles/ad: 1

Percent

Mississippi Gulf Coast
U.S. Norm
Method of Booking

Base: Overnight Person-Trips

- Hotel or resort: 35%
- Online travel agencies: 18%
- 800/888 number: 15%
- Travel company websites: 12%
- Destination websites: 9%
- Airline/commercial carrier: 9%
- Travel agent/company: 6%
- Visitors' bureau/gov tourism office: 6%
- Auto club/AAA: 4%
- Travel/ski show or exhibition: 2%
- Lodging sharing websites (AirBnB, VRBO, etc.): 1%

Mississippi Gulf Coast vs. U.S. Norm
Devices Used for Trip Planning

- **Used Any Device (net)**
  - Mississippi Gulf Coast: 82%
  - U.S. Norm: 84%

- **Laptop**
  - Mississippi Gulf Coast: 38%
  - U.S. Norm: 45%

- **Desktop/Home computer**
  - Mississippi Gulf Coast: 32%
  - U.S. Norm: 38%

- **Smartphone**
  - Mississippi Gulf Coast: 30%
  - U.S. Norm: 34%

- **Tablet**
  - Mississippi Gulf Coast: 10%
  - U.S. Norm: 16%

Base: Overnight Person-Trips
Devices Used During Trip

Used Any Device (net)

Base: Overnight Person-Trips

- Mississippi Gulf Coast: 83%
- U.S. Norm: 85%

Smartphone

- Mississippi Gulf Coast: 72%
- U.S. Norm: 71%

Laptop

- Mississippi Gulf Coast: 28%
- U.S. Norm: 31%

Tablet

- Mississippi Gulf Coast: 24%
- U.S. Norm: 27%
Total Nights Away on Trip

Base: Overnight Person-Trips

- **1 night**: Mississippi Gulf Coast: 23, U.S. Norm: 22
- **2 nights**: Mississippi Gulf Coast: 33, U.S. Norm: 27
- **3-4 nights**: Mississippi Gulf Coast: 30, U.S. Norm: 27
- **5-6 nights**: Mississippi Gulf Coast: 11, U.S. Norm: 7
- **7-13 nights**: Mississippi Gulf Coast: 10, U.S. Norm: 6
- **14 + nights**: Mississippi Gulf Coast: 3, U.S. Norm: 1

Average Mississippi Gulf Coast: 3.0 nights
Average U.S. Norm: 3.7 nights
Number of Nights Spent in Mississippi Gulf Coast

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

1 night: 32
2 nights: 33
3-4 nights: 26
5-6 nights: 5
7+ nights: 4

Average Nights Spent in Mississippi Gulf Coast = 2.5
Number of Nights Spent in Mississippi Gulf Coast - 2017 vs. 2015

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

- 1 night: 2017 = 32%, 2015 = 33%
- 2 nights: 2017 = 26%, 2015 = 27%
- 3-4 nights: 2017 = 26%, 2015 = 32%
- 5-6 nights: 2017 = 5%, 2015 = 5%
- 7+ nights: 2017 = 4%, 2015 = 10%

Average:
- 2017 = 2.5 nights
- 2015 = 3.3 nights
Size of Travel Party

Base: Overnight Person-Trips

Mississippi Gulf Coast
- Adults: 2.2
- Children: 0.5
- Total: 2.7

U.S. Norm
- Adults: 2.2
- Children: 0.6
- Total: 2.8
Composition of Immediate Travel Party

Base: Overnight Person-Trips

- Spouse/partner: 68%
- Child(ren): 30%
- Just myself/traveled alone: 25%
- Friend(s): 17%
- Other relative(s): 14%
- Parent(s): 11%
- Business associate(s): 3%
- Grandparent(s): 2%

Mississippi Gulf Coast vs. U.S. Norm
Transportation

Base: Overnight Person-Trips

- Own car/truck
- Rental car
- Plane
- Online taxi service (Uber, Lyft, etc.)
- Bus
- Taxi cab
- Camper, R.V
- Train
- Ship/Boat

Percent

Mississippi Gulf Coast
U.S. Norm
Accommodations

Base: Overnight Person-Trips

- Resort hotel: Mississippi Gulf Coast 42, U.S. Norm 19
- Motel: Mississippi Gulf Coast 15, U.S. Norm 18
- Hotel: Mississippi Gulf Coast 13, U.S. Norm 17
- Home of Friend/Relative: Mississippi Gulf Coast 13, U.S. Norm 23
- Bed & Breakfast: Mississippi Gulf Coast 4, U.S. Norm 4
- Campground/trailer park/RV park: Mississippi Gulf Coast 3, U.S. Norm 4
- Rented home/condo/apartment: Mississippi Gulf Coast 2, U.S. Norm 4
- Country Inn/Lodge: Mississippi Gulf Coast 1, U.S. Norm 2
- Boat/Cruise Ship: Mississippi Gulf Coast 1, U.S. Norm 2
- Own Home/Condo/Apt/2nd Home: Mississippi Gulf Coast 1, U.S. Norm 3
- Time Share: Mississippi Gulf Coast 1, U.S. Norm 3
- Rented Cottage/Cabin: Mississippi Gulf Coast 2, U.S. Norm 4
- Other: Mississippi Gulf Coast 4, U.S. Norm 6
Activities and Experiences (Cont’d)

Base: Overnight Person-Trips

- Mississippi Gulf Coast
- U.S. Norm

Activities:
- Business Meeting: 5
- Dance: 5
- Museum: 11
- Waterpark: 4
- Rock/Pop Concert: 3
- Camping: 4
- Theater: 4
- Boating/Sailing: 3
- Art Gallery: 3
- Biking: 3
Activities and Experiences (Cont’d)

Base: Overnight Person-Trips

- Fair/Exhibition/Festival: 3 / 4
- Hiking/Backpacking: 3 / 8
- Conference/Convention: 2 / 4
- Golf: 2 / 3
- Theme Park: 2 / 7
- Watch/Participate in Adult Amateur Sports: 2 / 2
- Watch/Participate in Kids Sports Event: 2 / 2

Percent

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

Base: Overnight Person-Trips

- Historic Places: 17 (Mississippi Gulf Coast), 20 (U.S. Norm)
- Cultural Activities/Attractions: 16 (Mississippi Gulf Coast), 16 (U.S. Norm)
- Exceptional Culinary Experiences: 9 (Mississippi Gulf Coast), 10 (U.S. Norm)
- Traveling with Grandchildren: 10 (Mississippi Gulf Coast), 10 (U.S. Norm)
- Religious Travel: 4 (Mississippi Gulf Coast), 4 (U.S. Norm)
- Wedding: 2 (Mississippi Gulf Coast), 2 (U.S. Norm)
- Brewery Tours/Beer Tasting: 3 (Mississippi Gulf Coast), 2 (U.S. Norm)
- Eco-Tourism: 3 (Mississippi Gulf Coast), 2 (U.S. Norm)
- Winery Tours/Tasting: 5 (Mississippi Gulf Coast), 6 (U.S. Norm)
- Medical Tourism: 1 (Mississippi Gulf Coast), 1 (U.S. Norm)
- Agritourism: 2 (Mississippi Gulf Coast), 1 (U.S. Norm)

Percent

- Mississippi Gulf Coast
- U.S. Norm

Longwoods International
40 Years Together
Online Social Media Use by Travelers

Base: Overnight Person-Trips

- Used any social media for travel
  - Mississippi Gulf Coast: 59%
  - U.S. Norm: 68%
- Posted travel photos/video online
  - Mississippi Gulf Coast: 29%
  - U.S. Norm: 34%
- Accessed travel news/events/deals/promotions
  - Mississippi Gulf Coast: 24%
  - U.S. Norm: 22%
- Read travel reviews
  - Mississippi Gulf Coast: 23%
  - U.S. Norm: 28%
- Looked at travel photos/video online
  - Mississippi Gulf Coast: 22%
  - U.S. Norm: 24%
- Connected with others interested in travel
  - Mississippi Gulf Coast: 10%
  - U.S. Norm: 11%
- Contributed travel reviews
  - Mississippi Gulf Coast: 10%
  - U.S. Norm: 11%
- Read a travel blog
  - Mississippi Gulf Coast: 9%
  - U.S. Norm: 13%
Online Social Media Use by Travelers (Cont’d)

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

Base: Overnight Person-Trips

- Mississippi Gulf Coast
- U.S. Norm

% 0 20 40 60 80 100

59 68

8 9

7 11

7 8

6 7

3 5

2 3

57
Online Social Media Use by Travelers – 2017 vs. 2015

- Used any social media for travel: 66% (2017) vs. 59% (2015)
- Posted travel photos/video online: 30% (2017) vs. 29% (2015)
- Read travel reviews: 21% (2017) vs. 22% (2015)
- Looked at travel photos/video online: 20% (2017) vs. 24% (2015)
- Connected with others interested in travel: 15% (2017) vs. 10% (2015)
- Contributed travel reviews: 12% (2017) vs. 10% (2015)
- Read a travel blog: 9% (2017) vs. 10% (2015)
Online Social Media Use by Travelers – 2017 vs. 2015 (Cont’d)

- Used any social media for travel
  - 2017: 59%
  - 2015: 66%
- Followed a destination/attraction
  - 2017: 8%
  - 2015: 10%
- Got travel advice
  - 2017: 7%
  - 2015: 8%
- Gave travel advice
  - 2017: 7%
  - 2015: 10%
- Tweeted about a trip
  - 2017: 6%
  - 2015: 11%
- Subscribed to a travel e-newsletter
  - 2017: 3%
  - 2015: 8%
- Blogged about a trip
  - 2017: 2%
  - 2015: 5%
Organization Membership

Base: Overnight Person-Trips

AAA
- Mississippi Gulf Coast: 33%
- U.S. Norm: 42%

AARP
- Mississippi Gulf Coast: 23%
- U.S. Norm: 21%

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

Better World Club
- Mississippi Gulf Coast: 1%
- U.S. Norm: 2%
Demographic Profile of Overnight Visitors
Gender

Base: Overnight Person-Trips

Male
- Mississippi Gulf Coast: 45
- U.S. Norm: 49

Female
- Mississippi Gulf Coast: 55
- U.S. Norm: 51
Age

Base: Overnight Person-Trips

- **18-24**: Mississippi Gulf Coast = 6, U.S. Norm = 13
- **25-34**: Mississippi Gulf Coast = 18, U.S. Norm = 20
- **35-44**: Mississippi Gulf Coast = 14, U.S. Norm = 18
- **45-54**: Mississippi Gulf Coast = 27, U.S. Norm = 18
- **55-64**: Mississippi Gulf Coast = 15, U.S. Norm = 18
- **65+**: Mississippi Gulf Coast = 17, U.S. Norm = 16

Average Mississippi Gulf Coast = 48.4
Average U.S. Norm = 45.0
Marital Status

Base: Overnight Person-Trips

- **Married/with partner**
  - Mississippi Gulf Coast: 60%
  - U.S. Norm: 60%

- **Single/never married**
  - Mississippi Gulf Coast: 22%
  - U.S. Norm: 26%

- **Divorced/widowed/separated**
  - Mississippi Gulf Coast: 18%
  - U.S. Norm: 14%
Household Size

Base: Overnight Person-Trips

- 1 member: Mississippi Gulf Coast = 19, U.S. Norm = 23
- 2 members: Mississippi Gulf Coast = 39, U.S. Norm = 35
- 3 members: Mississippi Gulf Coast = 16, U.S. Norm = 17
- 4 members: Mississippi Gulf Coast = 16, U.S. Norm = 14
- 5+ members: Mississippi Gulf Coast = 10, U.S. Norm = 11

Mississippi Gulf Coast vs. U.S. Norm
Children in Household

Base: Overnight Person-Trips

- No children under 18: 53% (Mississippi Gulf Coast), 57% (U.S. Norm)
- Any child between 13-17: 23% (Mississippi Gulf Coast), 19% (U.S. Norm)
- Any child between 6-12: 22% (Mississippi Gulf Coast), 21% (U.S. Norm)
- Any child under 6: 20% (Mississippi Gulf Coast), 17% (U.S. Norm)
Education

Base: Overnight Person-Trips

- **Post-graduate**
  - Mississippi Gulf Coast: 12%
  - U.S. Norm: 23%

- **College graduate**
  - Mississippi Gulf Coast: 33%
  - U.S. Norm: 41%

- **Some college**
  - Mississippi Gulf Coast: 23%
  - U.S. Norm: 32%

- **High school or less**
  - Mississippi Gulf Coast: 22%
  - U.S. Norm: 12%

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

Base: Overnight Person-Trips

- **Full time/ self-employed**: 55% (Mississippi Gulf Coast), 53%
- **Part time**: 9% (Mississippi Gulf Coast), 9%
- **Not employed/retired/ other**: 36% (Mississippi Gulf Coast), 38%
Household Income

Base: Overnight Person-Trips

Percent

- **<$49.9K**
  - Mississippi Gulf Coast: 52%
  - U.S. Norm: 40%
- **$50-$74.9K**
  - Mississippi Gulf Coast: 25%
  - U.S. Norm: 23%
- **$75-$99.9K**
  - Mississippi Gulf Coast: 16%
  - U.S. Norm: 10%
- **$100-$149.9K**
  - Mississippi Gulf Coast: 15%
  - U.S. Norm: 11%
- **$150K+**
  - Mississippi Gulf Coast: 6%
  - U.S. Norm: 2%

Percentages are of the overnight person-trips.
Race

Base: Overnight Person-Trips

<table>
<thead>
<tr>
<th>Race</th>
<th>Mississippi Gulf Coast</th>
<th>U.S. Norm</th>
</tr>
</thead>
<tbody>
<tr>
<td>White</td>
<td>80</td>
<td>83</td>
</tr>
<tr>
<td>African-American</td>
<td>15</td>
<td>7</td>
</tr>
<tr>
<td>Other</td>
<td>5</td>
<td>10</td>
</tr>
</tbody>
</table>
Hispanic Background

Base: Overnight Person-Trips

- **No**: 93%
- **Yes**: 7%

**Mississippi Gulf Coast**

**U.S. Norm**

![Graph showing the comparison between Mississippi Gulf Coast and U.S. Norm for Hispanic Background.](image-url)
Day Trip Expenditures
Total Mississippi Gulf Coast Domestic Day Trip Spending — by Sector

Total Spending = $504 Million

+10.4% vs. 2015

Restaurant
Food & Beverage
30%
$152 Million

Retail
26%
$131 Million

Recreation
30%
$144 Million

Transportation
15%
$77 Million
Average Per Person Expenditures on Day Trips — By Sector

Base: Day Person-Trips

Dollars

- Restaurant Food & Beverage: $20
- Recreation/Sightseeing/Entertainment: $19
- Retail Purchases: $17
- Transportation at Destination: $10
Average Per Person Expenditures on Day Trips — by Trip Purpose

Base: Day Person-Trips

Dollars

Leisure

Business*

$65

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

- **Restaurant Food & Beverage**: $55
- **Recreation/Sightseeing/Entertainment**: $52
- **Retail Purchases**: $47
- **Transportation at Destination**: $28

Base: Day Person-Trips
Average Per Party Expenditures on Day Trip — by Trip Purpose

Base: Day Person-Trips

Dollars

Leisure

Business*

* Low base sizes

$181
Main Purpose of Trip

Marketable Trips 64%

- Visiting friends/relatives: 27%
- Casino: 24%
- Touring: 9%
- Outdoors: 9%
- Shopping: 6%
- Special event: 6%
- City trip: 4%
- Resort: 4%
- Theme park: 1%
- Cruise: 1%
- Conference/convention: 2%
- Other business trip: 6%
- Business-Leisure: 1%

Base: Day Person-Trips

Percent
Main Purpose of Leisure Trip — Mississippi Gulf Coast vs. National Norm

Visiting friends/relatives
Casino
Touring
Outdoors
Shopping
Special event
City trip
Resort
Theme park
Cruise

Base: Day Person-Trips

Percent

Mississippi Gulf Coast  U.S. Norm

80
Main Purpose of Day Leisure Trip — 2017 vs. 2015

Base: Day Person-Trips

- Visiting friends/relatives: 27% (2017) vs. 27% (2015)
- Casino: 24% (2017) vs. 28% (2015)
- Touring: 9% (2017) vs. 7% (2015)
- Outdoors: 6% (2017) vs. 9% (2015)
- Shopping: 6% (2017) vs. 7% (2015)
- Special event: 6% (2017) vs. 7% (2015)
- City trip: 4% (2017) vs. 7% (2015)
- Resort: 4% (2017) vs. 3% (2015)
- Theme park: 1% (2017) vs. <1% (2015)
- Cruise: 2% (2017) vs. 1% (2015)

Percent

2017 | 2015
Main Purpose of Day Business Trip — Mississippi Gulf Coast vs. National Norm

Conference/Convention

Other business trip

Base: Day Person-Trips

Percent

Mississippi Gulf Coast  U.S. Norm

0 2 4 6 8

82
Main Purpose of Day Business Trip — 2017 vs. 2015

- Conference/Convention
  - 2017: 2
  - 2015: 2

- Other business trip
  - 2017: 5
  - 2015: 6

Base: Day Person-Trips

Percent
Sources of Business

Base: Day Person-Trips

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

Base: Day Person-Trips

Louisiana: 39
Mississippi: 28
Alabama: 11
Florida: 8
Texas: 3
DMA Origin Of Trip

Base: Day Person-Trips

- New Orleans, LA: 33%
- Mobile-Pensacola, AL/FL/MS: 15%
- Hattiesburg-Laurel, MS: 8%
- Baton Rouge, LA: 6%
- Biloxi-Gulfport, MS: 6%
- Jackson, MS: 4%
- Alexandria, LA: 2%
- Meridan, MS: 2%
- Columbus-Tupelo-West Point, MS: 2%
- Memphis, TN/MS/AR: 2%
Season of Trip

Base: Day Person-Trips

- January-March: 26%
- April-June: 24%
- July-September: 25%
- October-December: 25%
Size of Travel Party

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

U.S. Norm
- Adults: 2.1
- Children: 0.6
- Total = 2.7

Base: Day Person-Trips
Average Number of People
- Adults
- Children
Composition of Immediate Travel Party

Base: Day Person-Trips

- Spouse/partner: 59 (Mississippi Gulf Coast), 62 (U.S. Norm)
- Child(ren): 38 (Mississippi Gulf Coast), 38 (U.S. Norm)
- Friend(s): 17 (Mississippi Gulf Coast), 21 (U.S. Norm)
- Just myself/traveled alone: 19 (Mississippi Gulf Coast), 22 (U.S. Norm)
- Parent(s): 10 (Mississippi Gulf Coast), 13 (U.S. Norm)
- Other relative(s): 10 (Mississippi Gulf Coast), 11 (U.S. Norm)
- Business associate(s): 2 (Mississippi Gulf Coast), 3 (U.S. Norm)
- Grandparent(s): 1 (Mississippi Gulf Coast), 2 (U.S. Norm)
Activities and Experiences

<table>
<thead>
<tr>
<th>Activity</th>
<th>Mississippi Gulf Coast</th>
<th>U.S. Norm</th>
</tr>
</thead>
<tbody>
<tr>
<td>Casino</td>
<td>38</td>
<td>25</td>
</tr>
<tr>
<td>Beach/Waterfront</td>
<td>25</td>
<td>26</td>
</tr>
<tr>
<td>Shopping</td>
<td>25</td>
<td>13</td>
</tr>
<tr>
<td>Fine Dining</td>
<td>12</td>
<td>11</td>
</tr>
<tr>
<td>Swimming</td>
<td>12</td>
<td>7</td>
</tr>
<tr>
<td>Museum</td>
<td>7</td>
<td>7</td>
</tr>
<tr>
<td>Bar/Nightclub</td>
<td>7</td>
<td>7</td>
</tr>
<tr>
<td>Fair/Exhibition/Festival</td>
<td>7</td>
<td>5</td>
</tr>
<tr>
<td>Fishing</td>
<td>4</td>
<td>4</td>
</tr>
<tr>
<td>Landmark/Historic Site</td>
<td>8</td>
<td>4</td>
</tr>
<tr>
<td>Business Meeting</td>
<td>8</td>
<td>3</td>
</tr>
<tr>
<td>Theater</td>
<td>3</td>
<td>3</td>
</tr>
</tbody>
</table>

Base: Day Person-Trips
Activities and Experiences (Cont’d)

- Boating/Sailing
- Art Gallery
- Dance
- Waterpark
- Spa
- Biking
- Theme Park
- Conference/Convention
- Rock/Pop Concert
- Watch/Participate in Kids Sports
- Winery

Base: Day Person-Trips

0 10 20 30 40

Percent

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

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

Base: Day Person-Trips

<table>
<thead>
<tr>
<th>Activity</th>
<th>Mississippi Gulf Coast</th>
<th>U.S. Norm</th>
</tr>
</thead>
<tbody>
<tr>
<td>Historic Places</td>
<td>17</td>
<td>17</td>
</tr>
<tr>
<td>Cultural Activities/Attractions</td>
<td>16</td>
<td>16</td>
</tr>
<tr>
<td>Exceptional Culinary Experiences</td>
<td>12</td>
<td>12</td>
</tr>
<tr>
<td>Wedding</td>
<td>11</td>
<td>11</td>
</tr>
<tr>
<td>Traveling with Grandchildren</td>
<td>6</td>
<td>6</td>
</tr>
<tr>
<td>Brewery Tours/Beer Tasting</td>
<td>8</td>
<td>8</td>
</tr>
<tr>
<td>Eco-Tourism</td>
<td>4</td>
<td>4</td>
</tr>
<tr>
<td>Agritourism</td>
<td>3</td>
<td>3</td>
</tr>
<tr>
<td>Medical Tourism</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>Religious Travel</td>
<td>2</td>
<td>2</td>
</tr>
</tbody>
</table>
Online Social Media Use by Travelers

- Used any social media for travel
- Posted travel photos/video online
- Looked at travel photos/video online
- Accessed travel news/events/deals/promotions
- Read travel reviews
- Read a travel blog
- Gave travel advice
- Got travel advice

Base: Day Person-Trips

- Mississippi Gulf Coast
- U.S. Norm
Online Social Media Use by Travelers (Cont’d)

- Used any social media for travel: 70%
- Connected with others interested in travel: 11%
- "Followed" a destination/attraction: 10%
- Contributed travel reviews: 9%
- Tweeted about a trip: 7%
- Blogged about a trip: 6%
- Subscribed to a travel e-newsletter: 5%

Base: Day Person-Trips

Mississippi Gulf Coast vs U.S. Norm
Online Social Media Use by Travelers – 2017 vs. 2015

Base: Day Person-Trips

- Used any social media for travel: 70% (2017), 73% (2015)
- Posted travel photos/video online: 37% (2017), 38% (2015)
- Looked at travel photos/video online: 31% (2017), 31% (2015)
- Read travel reviews: 18% (2017), 15% (2015)
- Read a travel blog: 18% (2017), 13% (2015)
- Gave travel advice: 12% (2017), 15% (2015)
- Got travel advice: 16% (2017), 15% (2015)
Online Social Media Use by Travelers – 2017 vs. 2015 (Cont’d)

Base: Day Person-Trips

- Used any social media for travel
  - 2017: 70%
  - 2015: 73%
- Connected with others interested in travel
  - 2017: 11%
  - 2015: 20%
- Followed a destination/attraction
  - 2017: 10%
  - 2015: 18%
- Contributed travel reviews
  - 2017: 10%
  - 2015: 11%
- Tweeted about a trip
  - 2017: 7%
  - 2015: 14%
- Blogged about a trip
  - 2017: 5%
  - 2015: 5%
- Subscribed to a travel e-newsletter
  - 2017: 4%
  - 2015: 12%

Base: Day Person-Trips
96
Organization Membership

Base: Day Person-Trips

AAA
Percent
Mississippi Gulf Coast
U.S. Norm

AARP
National Motor Club
Better World Club

0 10 20 30 40

Percent

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

Base: Day 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>48</td>
<td>47</td>
</tr>
<tr>
<td>Female</td>
<td>52</td>
<td>53</td>
</tr>
</tbody>
</table>
Age

Base: Day Person-Trips

18-24
Average Mississippi Gulf Coast = 44.3
Average U.S. Norm = 45.1

25-34

35-44

45-54

55-64

65+

Percent

Mississippi Gulf Coast

U.S. Norm
Marital Status

Base: Day Person-Trips

<table>
<thead>
<tr>
<th>Marital Status</th>
<th>Mississippi Gulf Coast</th>
<th>U.S. Norm</th>
</tr>
</thead>
<tbody>
<tr>
<td>Married/with partner</td>
<td>26</td>
<td>58</td>
</tr>
<tr>
<td>Single/never married</td>
<td>26</td>
<td>58</td>
</tr>
<tr>
<td>Divorced/widowed/separated</td>
<td>16</td>
<td>16</td>
</tr>
</tbody>
</table>
Household Size

Base: Day Person-Trips

- 1 member
  - Mississippi Gulf Coast: 20
  - U.S. Norm: 22

- 2 members
  - Mississippi Gulf Coast: 29
  - U.S. Norm: 34

- 3 members
  - Mississippi Gulf Coast: 21
  - U.S. Norm: 18

- 4 members
  - Mississippi Gulf Coast: 17
  - U.S. Norm: 15

- 5+ members
  - Mississippi Gulf Coast: 13
  - U.S. Norm: 11
Children in Household

Base: Day Person-Trips

<table>
<thead>
<tr>
<th>Category</th>
<th>Mississippi Gulf Coast</th>
<th>U.S. Norm</th>
</tr>
</thead>
<tbody>
<tr>
<td>No children under 18</td>
<td>49%</td>
<td>56%</td>
</tr>
<tr>
<td>Any child between 13-17</td>
<td>20%</td>
<td>23%</td>
</tr>
<tr>
<td>Any child between 6-12</td>
<td>22%</td>
<td>24%</td>
</tr>
<tr>
<td>Any child under 6</td>
<td>17%</td>
<td>25%</td>
</tr>
</tbody>
</table>
Education

Base: Day Person-Trips

- **Post-graduate**: 13% (Mississippi Gulf Coast), 19% (U.S. Norm)
- **College graduate**: 35% (Mississippi Gulf Coast), 40% (U.S. Norm)
- **Some college**: 31% (Mississippi Gulf Coast), 24% (U.S. Norm)
- **High school or less**: 19% (Mississippi Gulf Coast), 16% (U.S. Norm)
- **Other**: 2% (Mississippi Gulf Coast), 1% (U.S. Norm)
Household Income

Base: Day Person-Trips

Percent

- Mississippi Gulf Coast
- U.S. Norm

$150K+
$100-$149.9K
$75-$99.9K
$50-$74.9K
<$49.9K

[Bars showing percentages for each income bracket]
Race

Base: Day Person-Trips

<table>
<thead>
<tr>
<th>Race</th>
<th>Mississippi Gulf Coast</th>
<th>U.S. Norm</th>
</tr>
</thead>
<tbody>
<tr>
<td>White</td>
<td>80</td>
<td>83</td>
</tr>
<tr>
<td>African-American</td>
<td>14</td>
<td>7</td>
</tr>
<tr>
<td>Other</td>
<td>6</td>
<td>10</td>
</tr>
</tbody>
</table>

Percent
Hispanic Background

Base: Day Person-Trips

<table>
<thead>
<tr>
<th></th>
<th>Mississippi Gulf Coast</th>
<th>U.S. Norm</th>
</tr>
</thead>
<tbody>
<tr>
<td>No</td>
<td>92</td>
<td>91</td>
</tr>
<tr>
<td>Yes</td>
<td>8</td>
<td>9</td>
</tr>
</tbody>
</table>

Percent

- Mississippi Gulf Coast
- U.S. Norm
Appendix:
Key Terms Defined
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

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

➢ 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.