

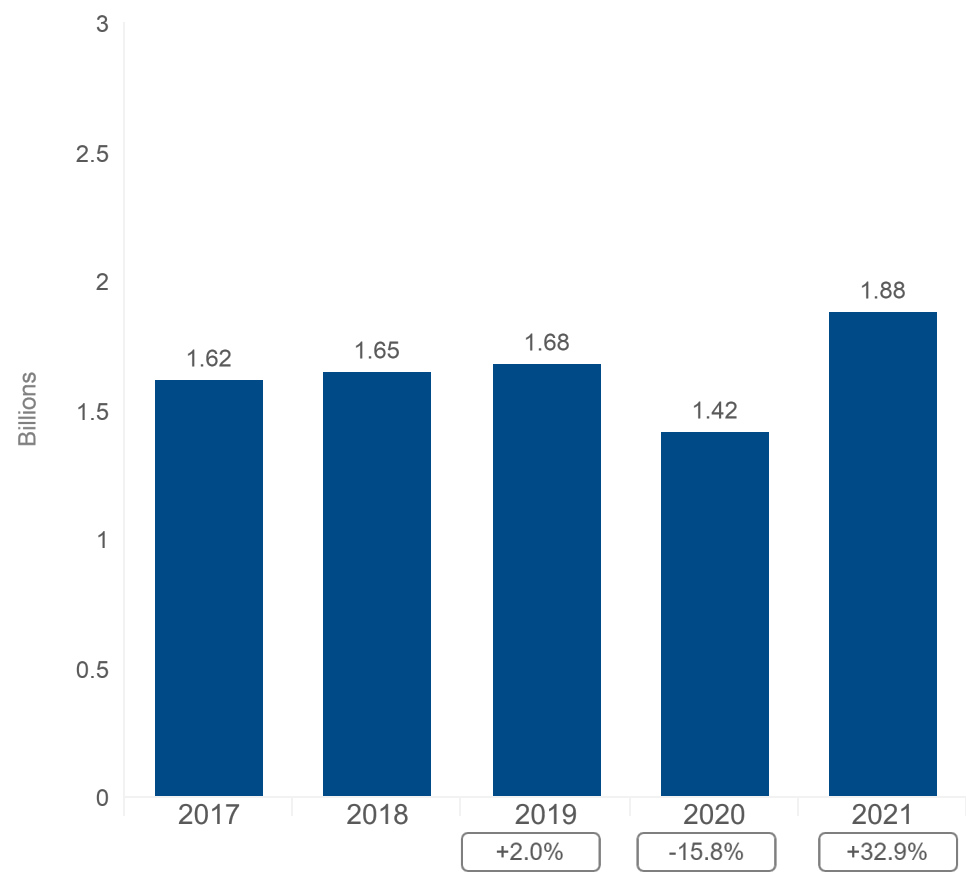


Travel USA Visitor Profile



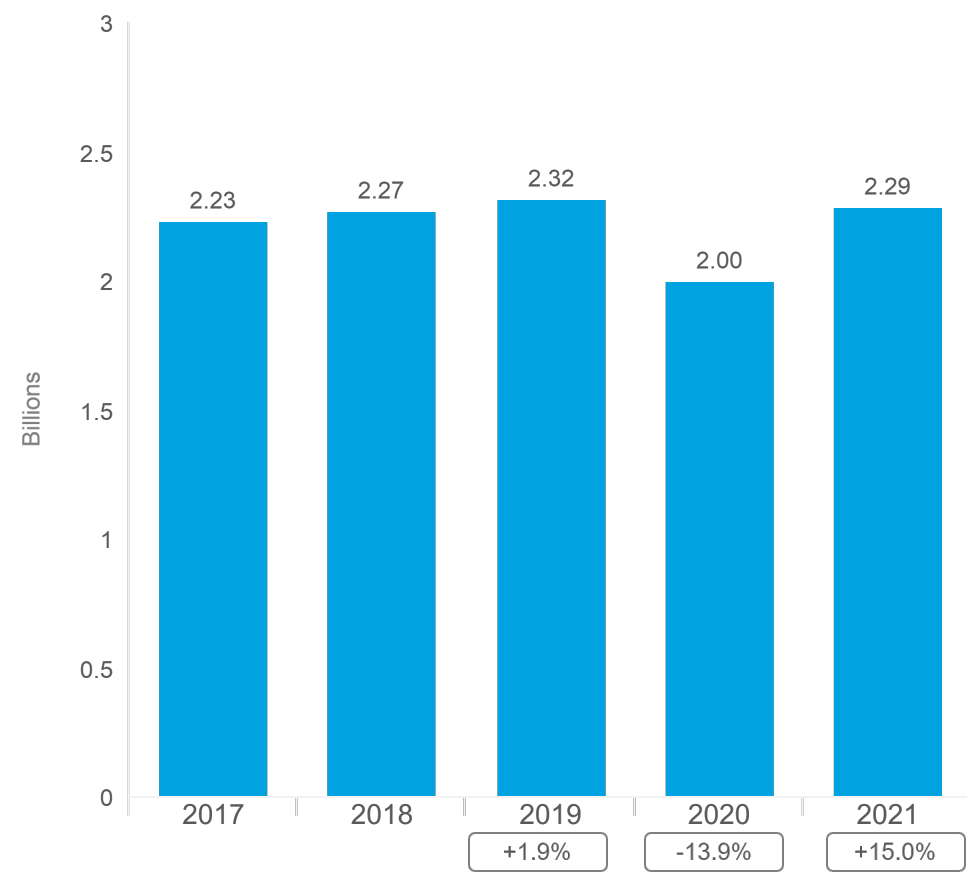
2021

Total Size of U.S. Overnight Travel Market



*South Region: Up 31.5% from 2020

Total Size of U.S. Day Travel Market



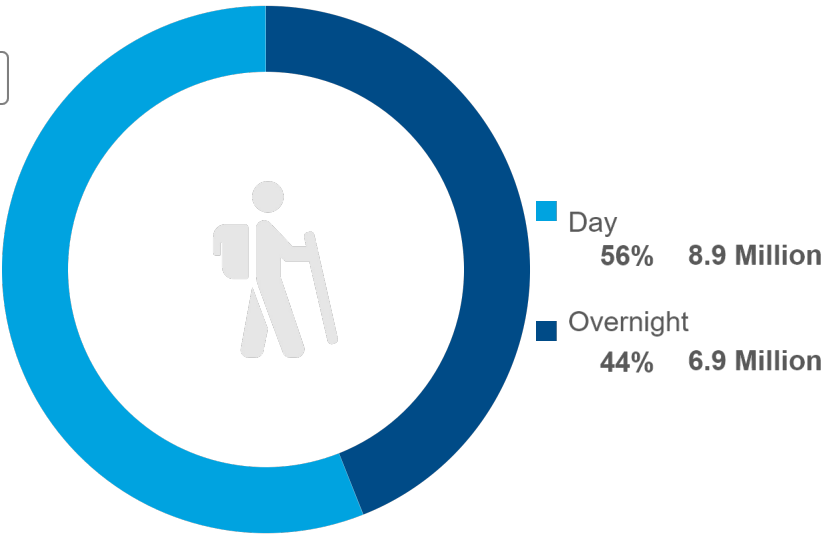
*South Region: Up 16.4% from 2020

Total Size of Coastal Mississippi 2021 Domestic Travel Market

Total Person-Trips

15.8 Million

+11.1% vs. 2019

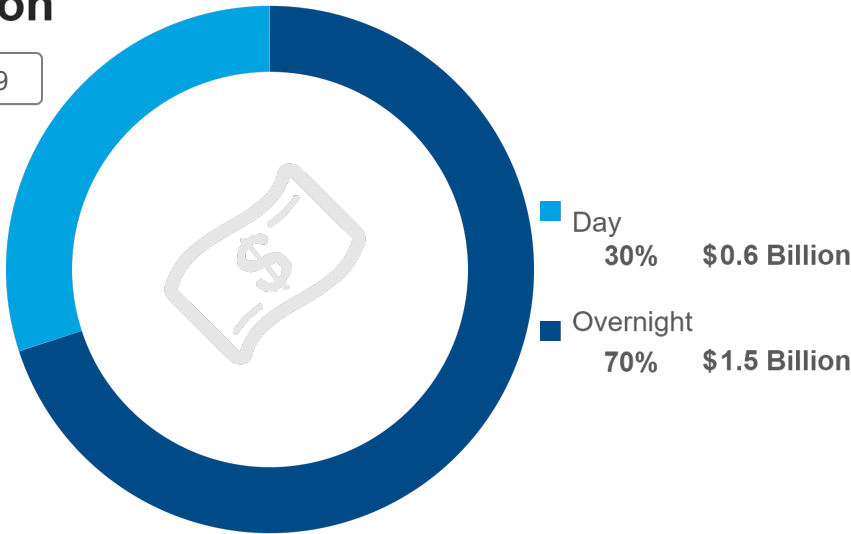


Total Expenditures for Coastal Mississippi 2021 Domestic Travel Market

Total Spending

\$2.1 Billion

+16.1% vs. 2019





Travel USA Visitor Profile

Overnight Visitation



2021

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 more nights away from home.
- This report provides an overview for Coastal Mississippi's domestic tourism business in 2021.

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 Coastal Mississippi, the following sample was achieved in 2021:

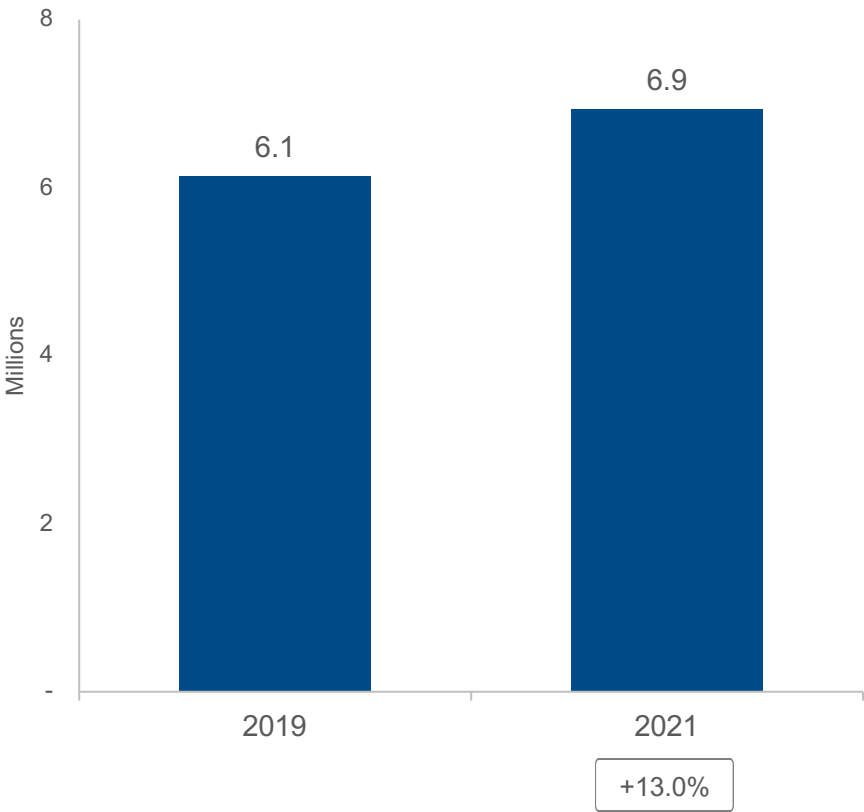


Overnight Base Size

561

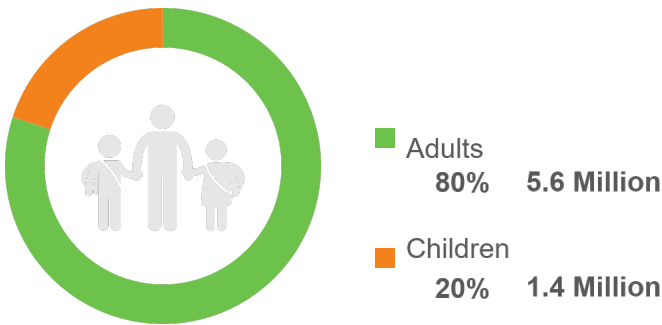
For analysis, data were weighted on key demographics to correct for any differences between the sample and U.S. population targets.

Overnight Trips to Coastal Mississippi



Size of Coastal Mississippi Overnight Travel Market - Adults vs. Children

Total Overnight Person-Trips
6.9 Million

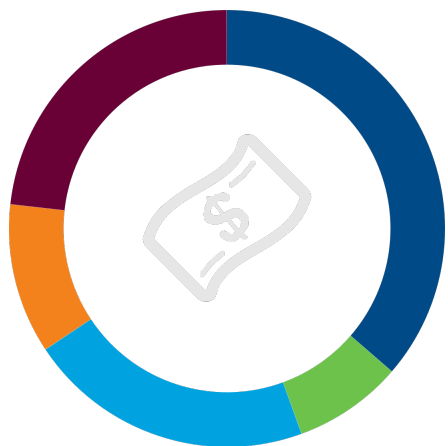


Past Visitation to Coastal Mississippi

- 81%** of overnight travelers to Coastal Mississippi are repeat visitors
- 62%** of overnight travelers to Coastal Mississippi had visited before in the past 12 months

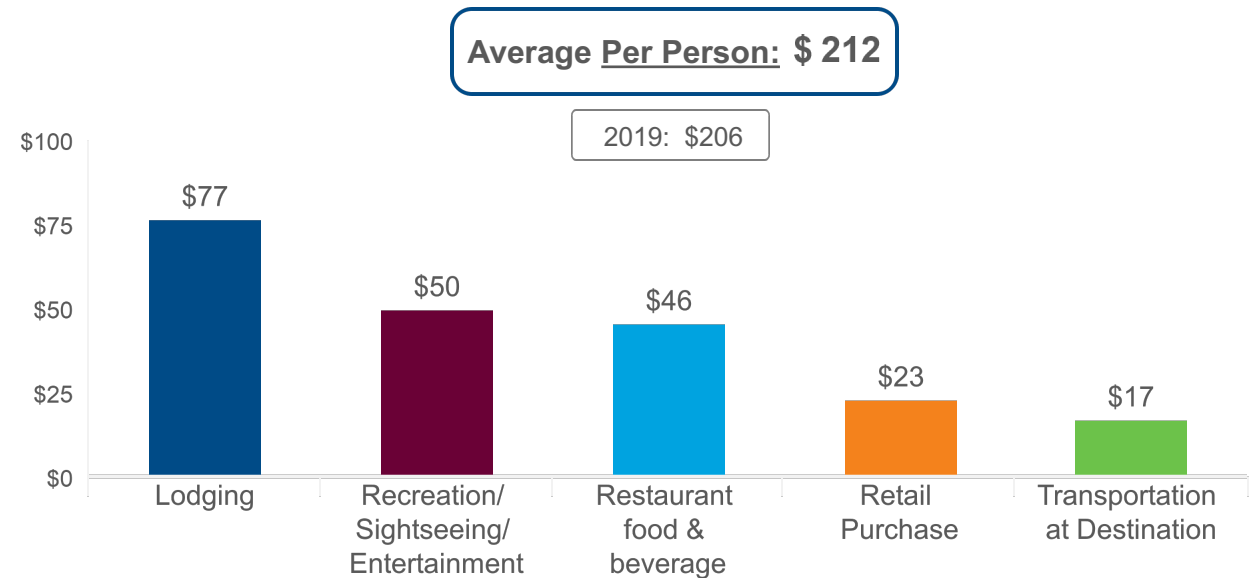
Domestic Overnight Expenditures - by Sector

Total Spending
\$ 1.474 Billion
+16.7% vs. 2019



Lodging	36%	\$535 Million	vs. 2019 +19.2%
Transportation at Destination	8%	\$117 Million	+23.3%
Restaurant Food & Beverage	21%	\$316 Million	+12.6%
Retail Purchase	11%	\$161 Million	+9.6%
Recreation/Entertainment	23%	\$345 Million	+18.2%

Average Per Person Expenditures on Domestic Overnight Trips - by Sector



Average Per Person: \$ 212

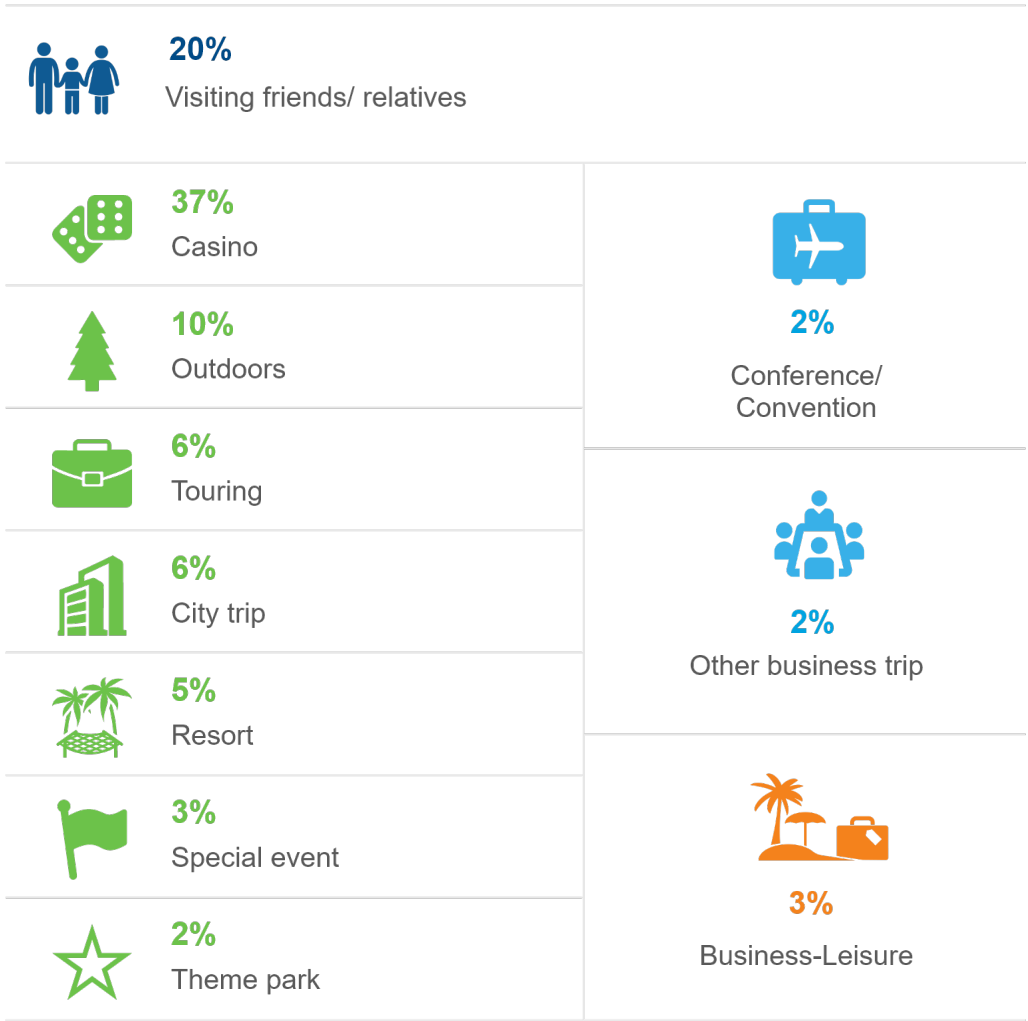
2019: \$206

Average Per Person:
Leisure \$211

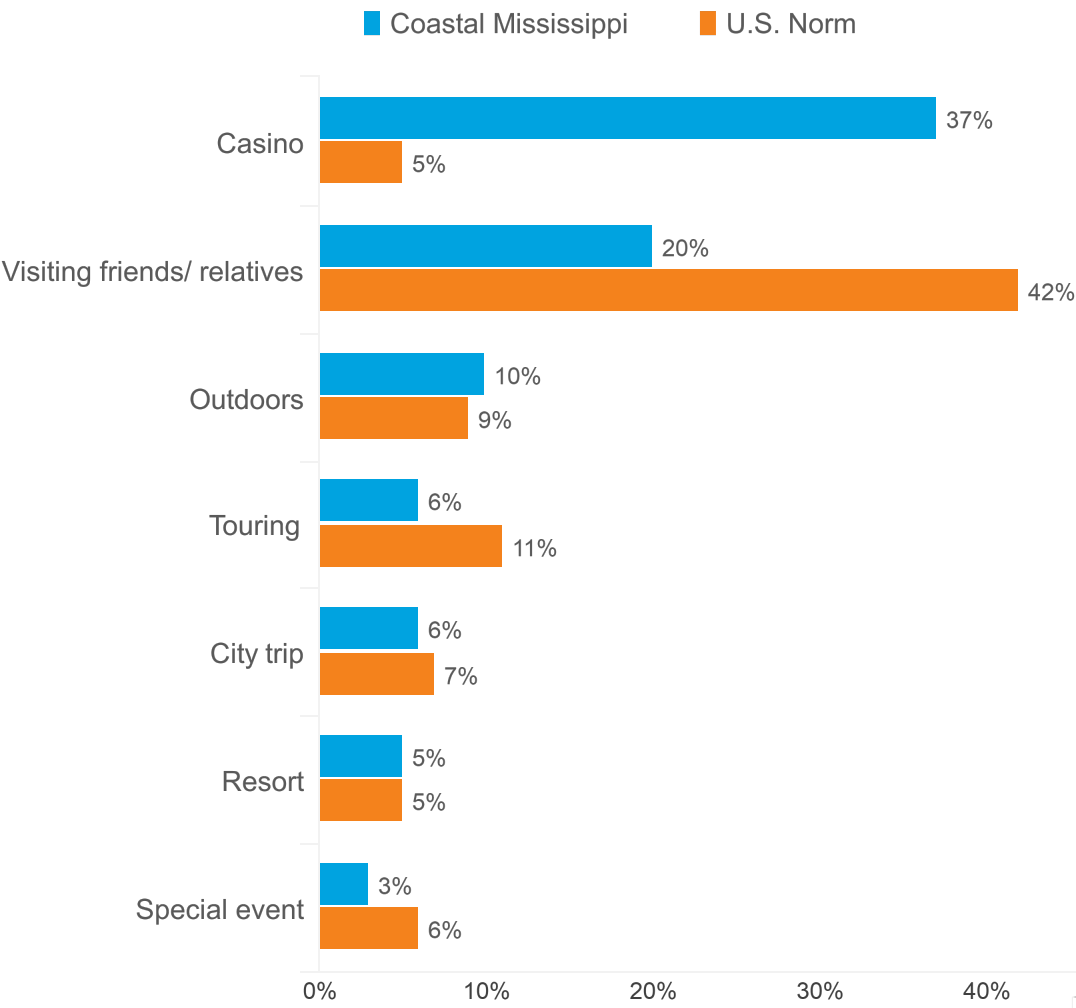
Coastal Mississippi's Overnight Trip Characteristics

Base: 2021 Overnight Person-Trips

Main Purpose of Trip



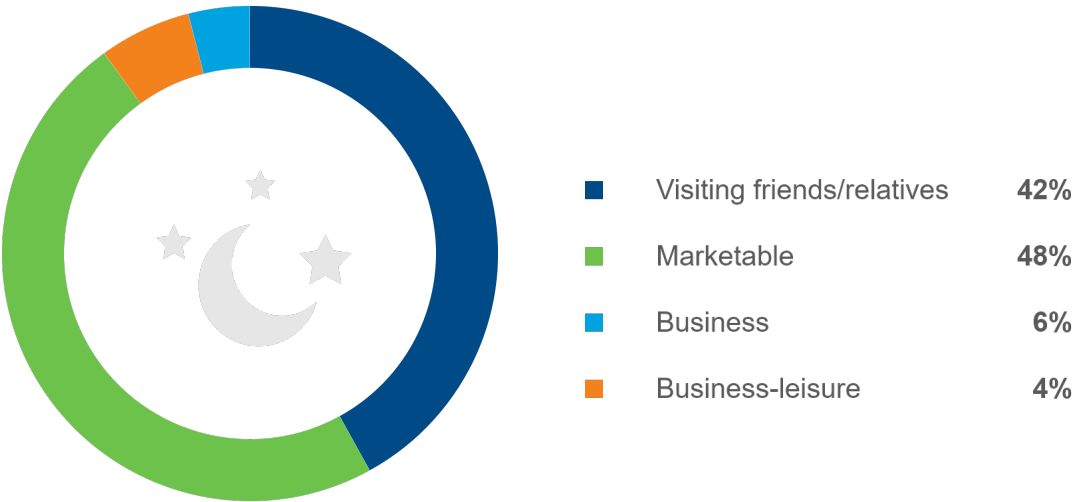
Main Purpose of Leisure Trip



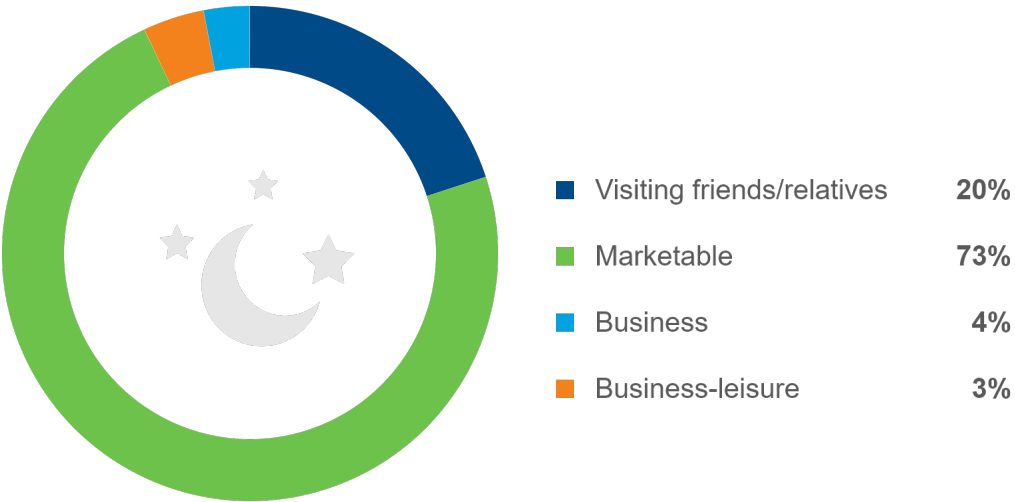
Structure of the U.S. and Coastal Mississippi Overnight Travel Market

Base: 2021 Overnight Person-Trips

2021 U.S. Overnight Trips

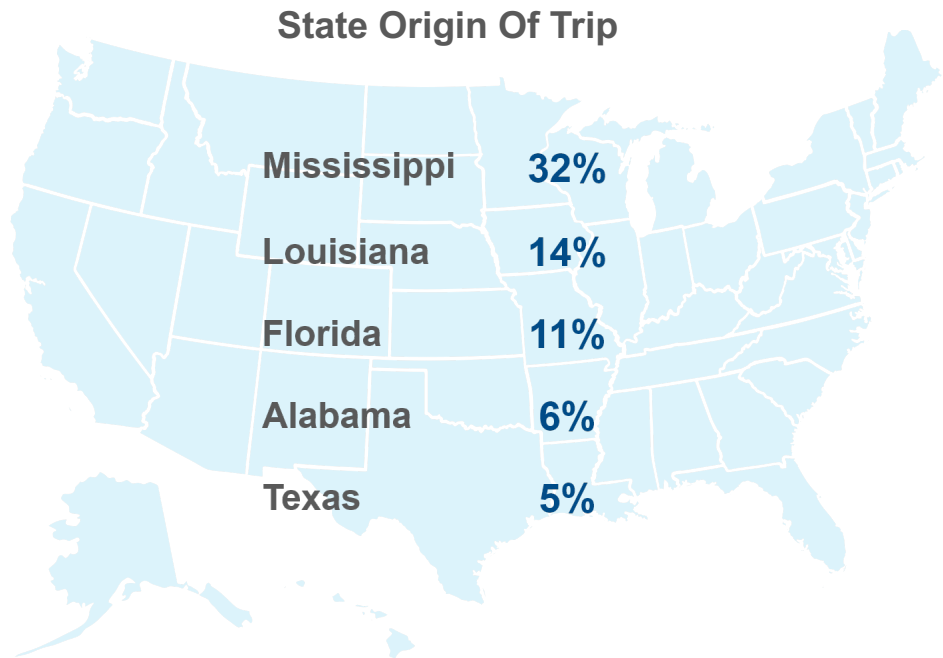


2021 Coastal Mississippi Overnight Trips

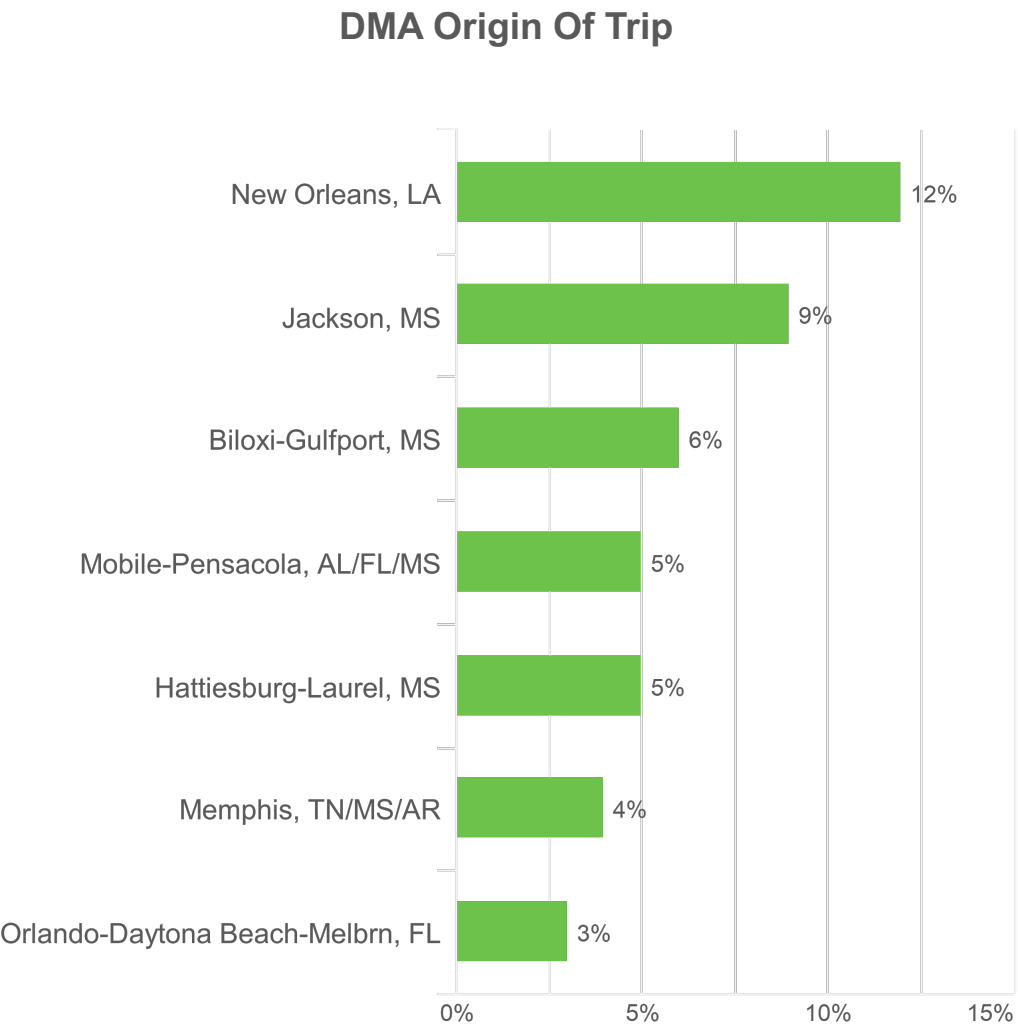


Coastal Mississippi's Overnight Trip Characteristics

Base: 2021 Overnight Person-Trips

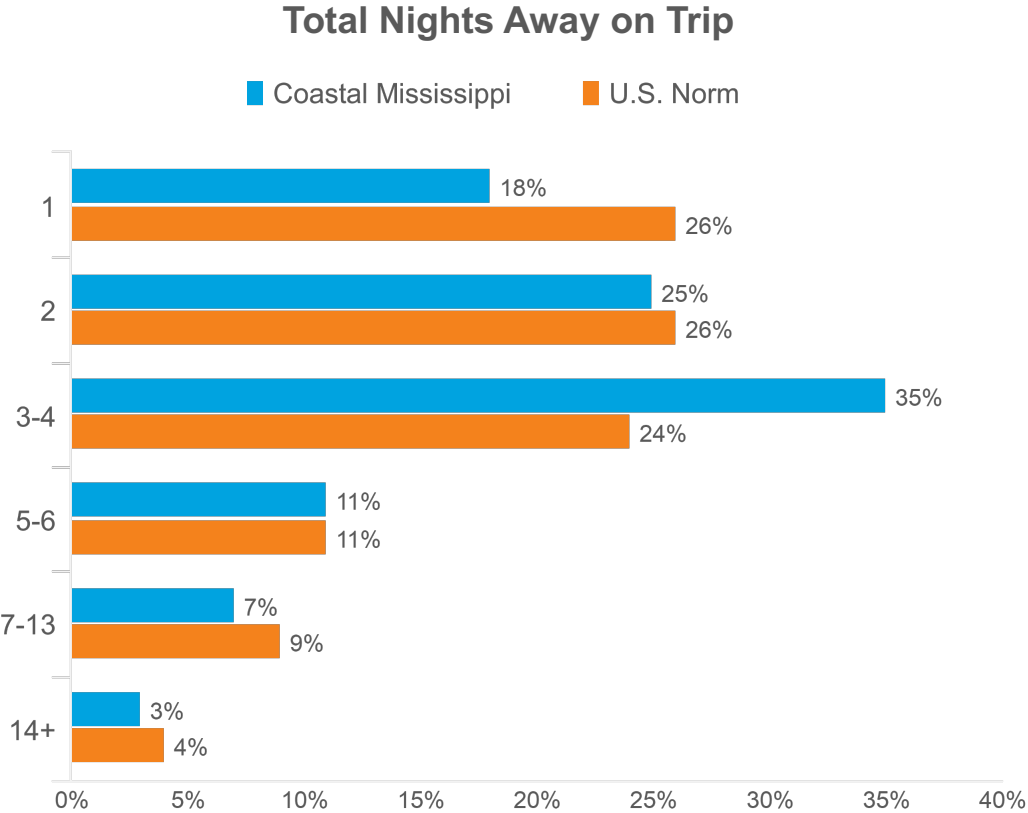


Season of Trip
Total Overnight Person-Trips



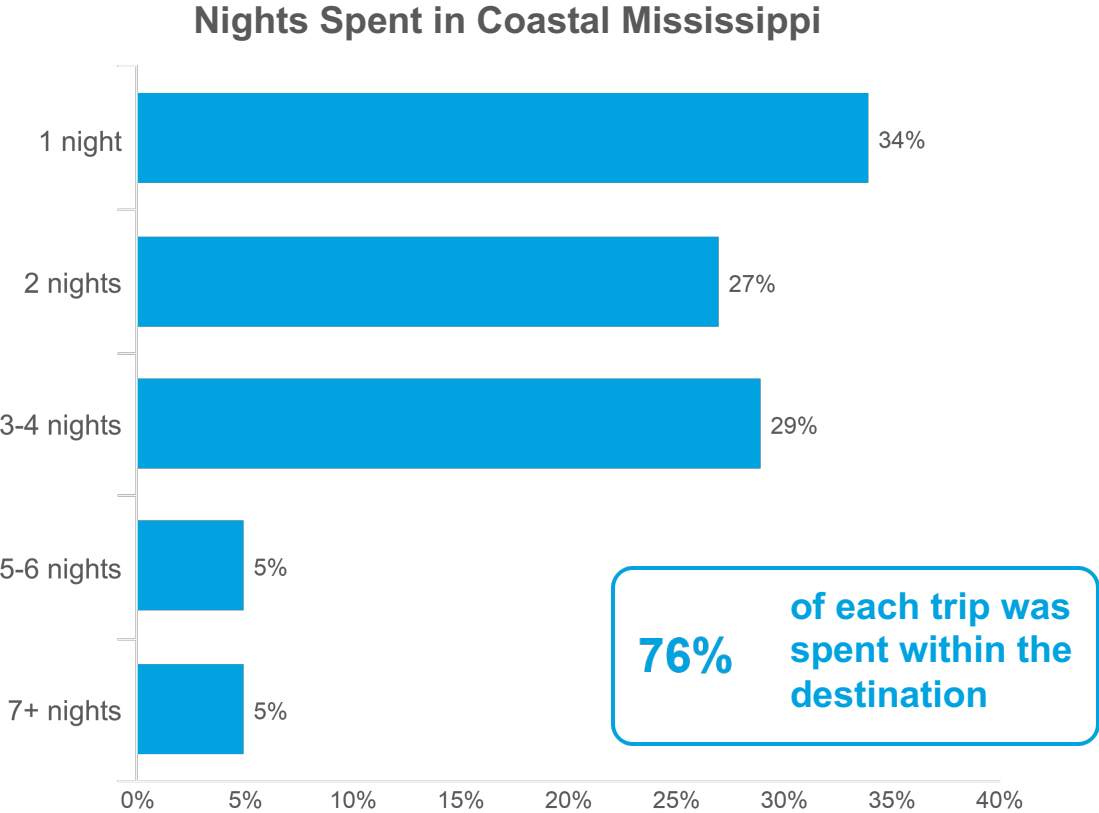
Coastal Mississippi's Overnight Trip Characteristics

Base: 2021 Overnight Person-Trips



Coastal Mississippi
3.6
Average Nights

U.S. Norm
3.9
Average Nights

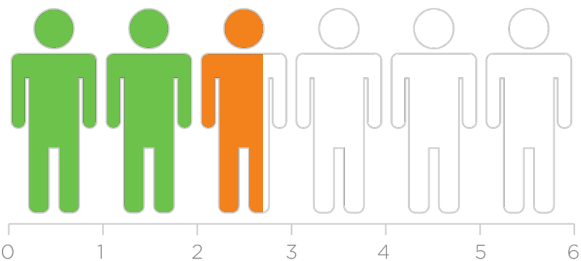


Average number of nights
2.8

Size of Travel Party

■ Adults ■ Children

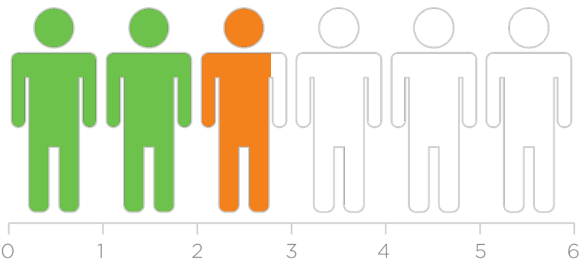
Coastal Mississippi



Average number of people

Total
2.8

U.S. Norm

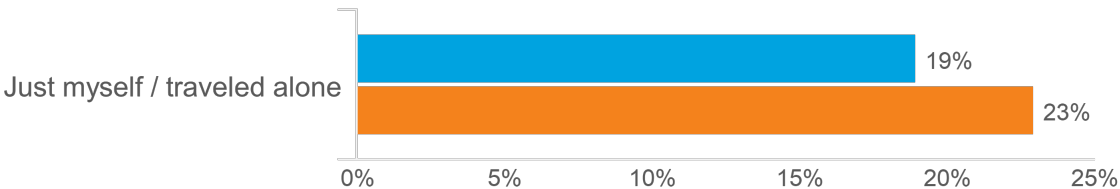


Average number of people

Total
2.9

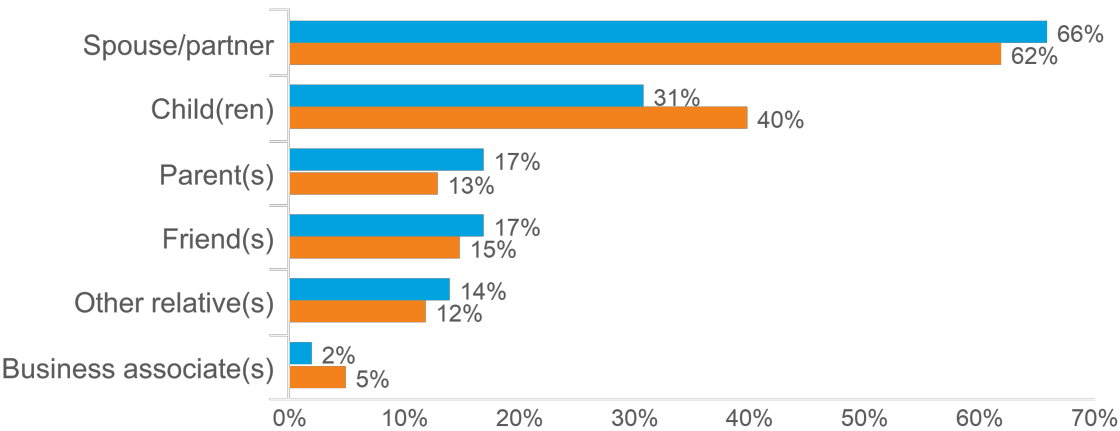
Percent Who Traveled Alone

■ Coastal Mississippi ■ U.S. Norm



Composition of Immediate Travel Party

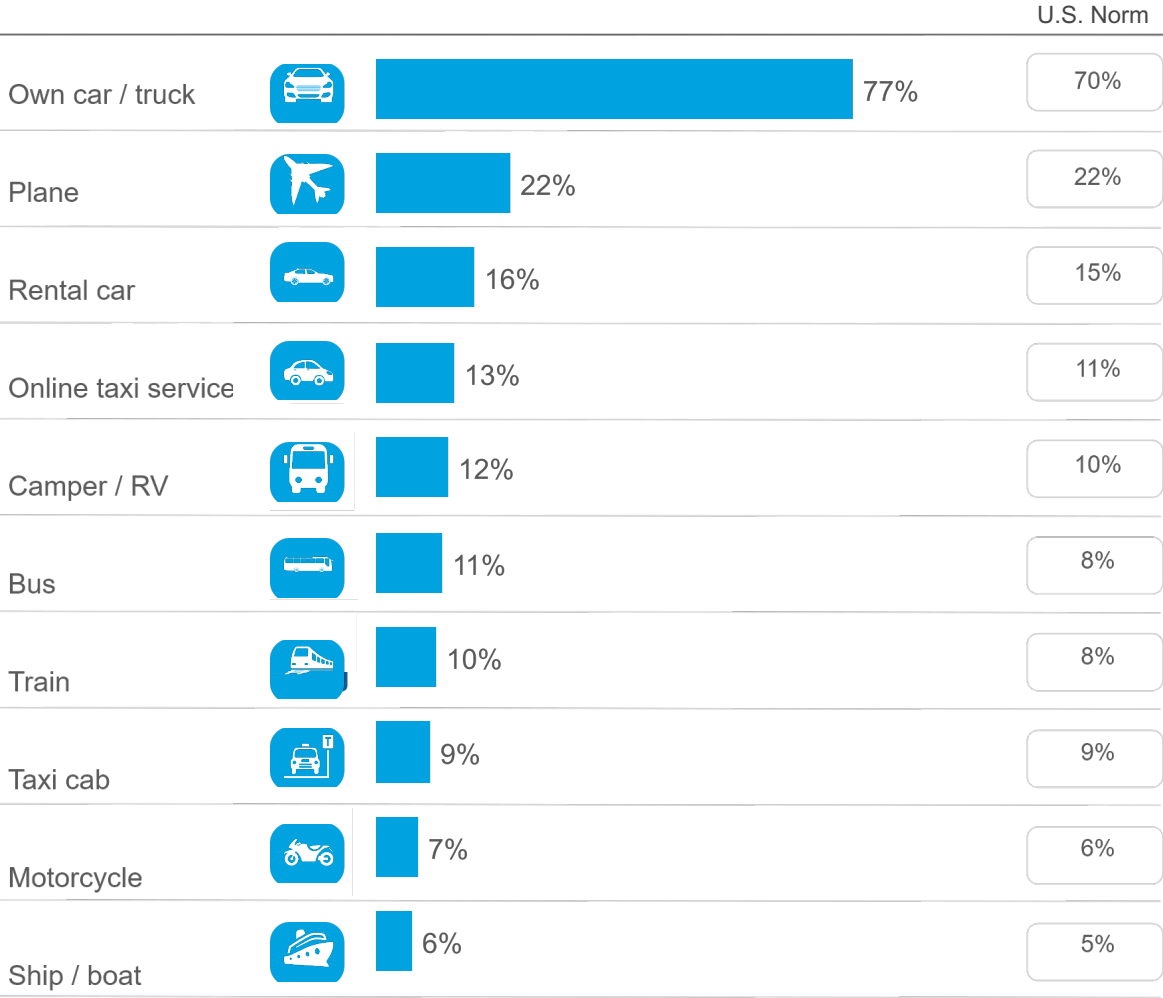
■ Coastal Mississippi ■ U.S. Norm



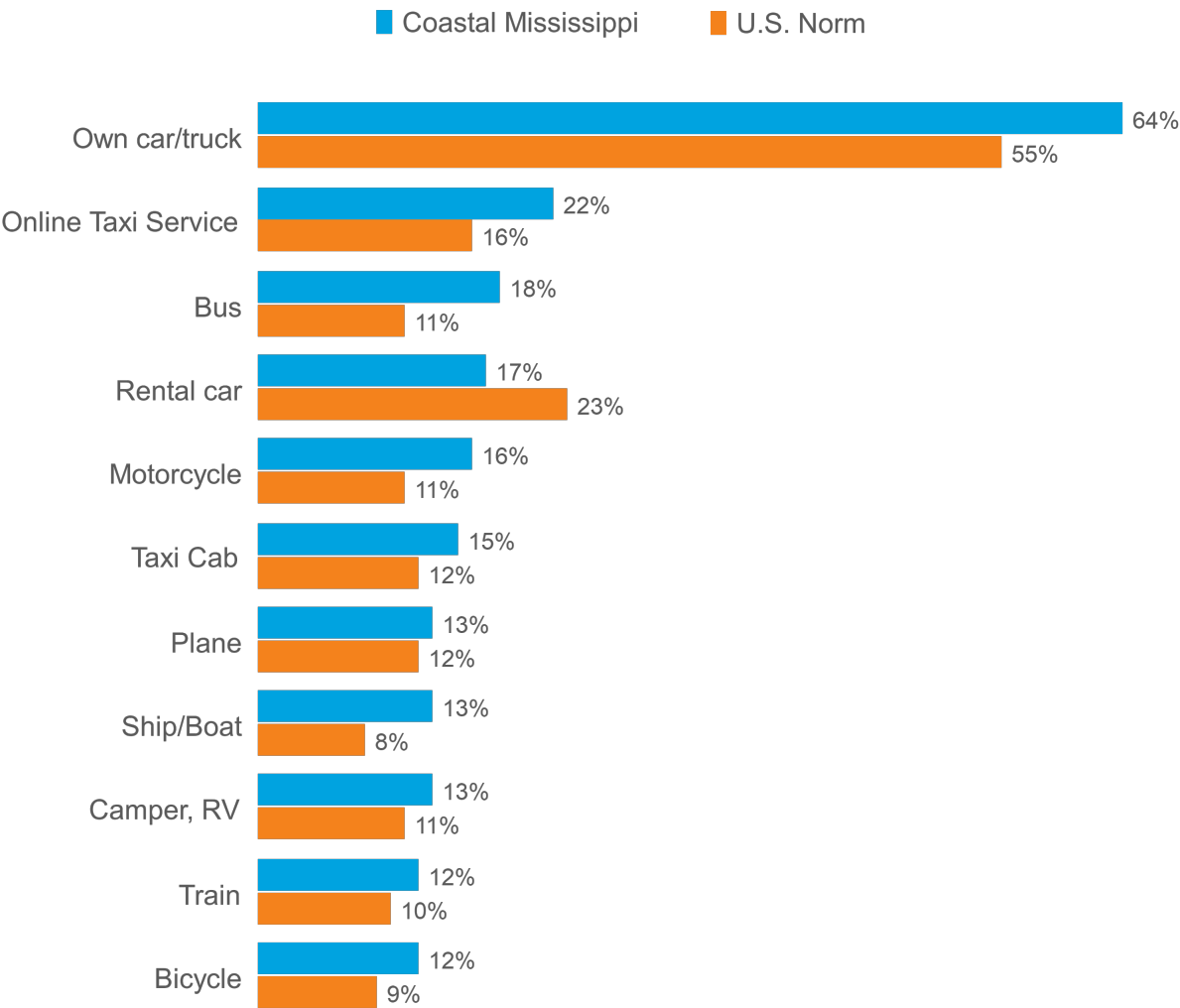
Coastal Mississippi's Overnight Trip Characteristics

Base: 2021 Overnight Person-Trips

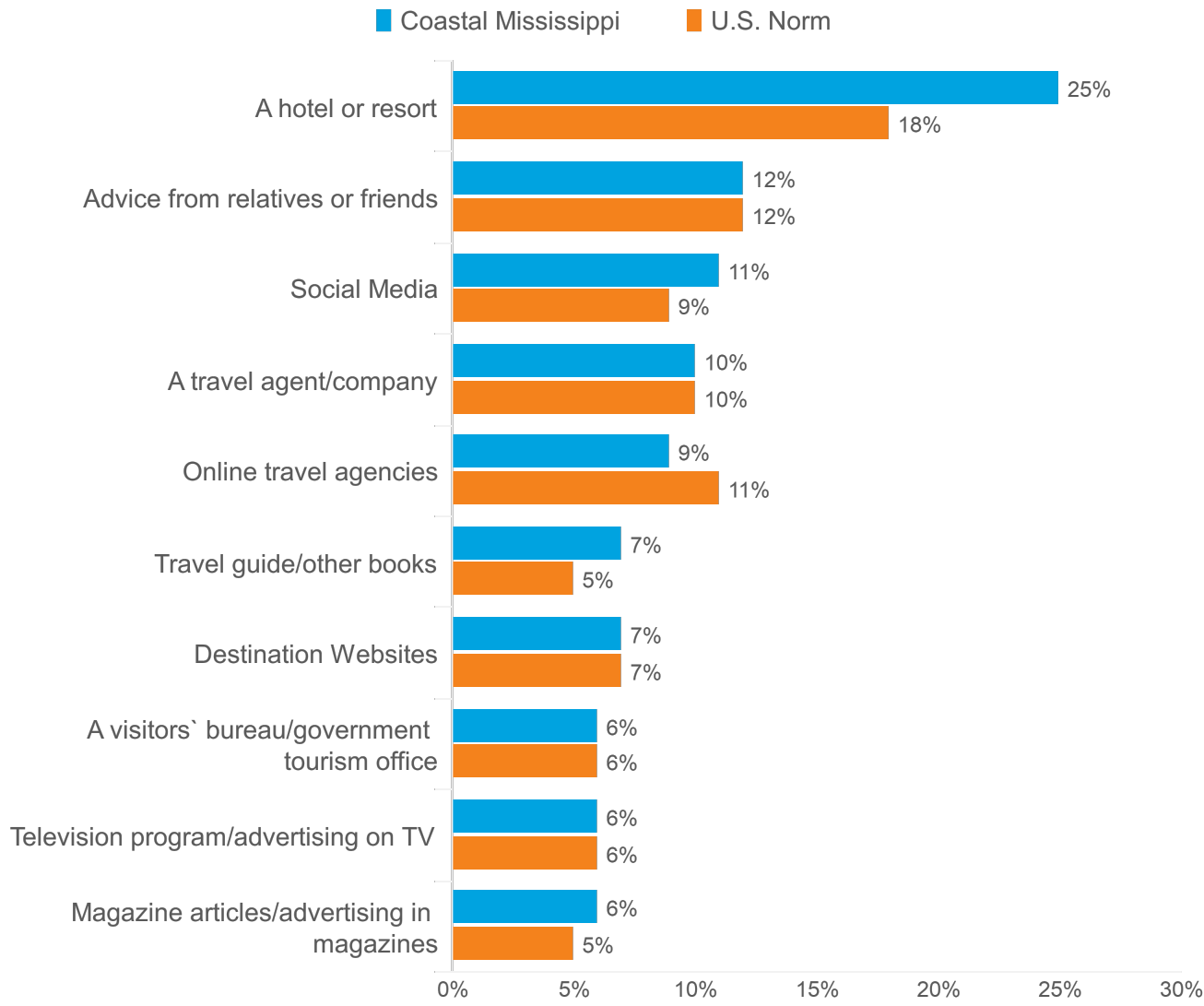
Transportation Used to get to Destination



Transportation Used within Destination



Trip Planning Information Sources



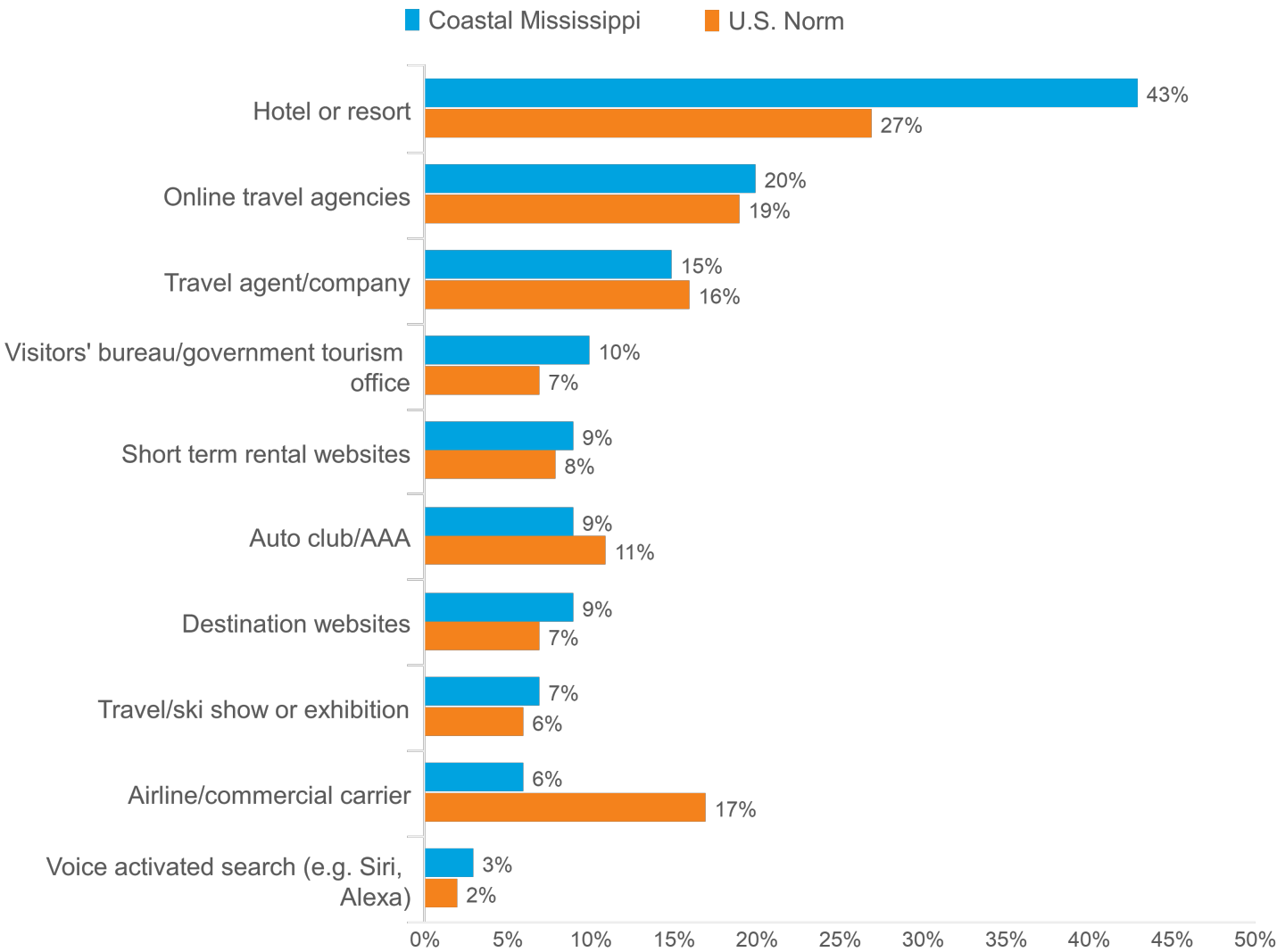
Length of Trip Planning

	Coastal Mississippi	U.S. Norm
1 month or less	35%	30%
2 months	17%	15%
3-5 months	17%	18%
6-12 months	12%	14%
More than 1 year in advance	5%	6%
Did not plan anything in advance	15%	17%








Coastal Mississippi's Overnight Trip Characteristics

Base: 2021 Overnight Person-Trips

Method of Booking



Accommodations

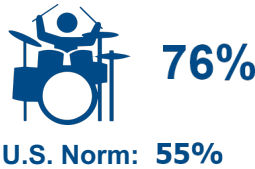
	Coastal Mississippi	U.S. Norm
 Hotel	36%	38%
 Resort hotel	29%	12%
 Motel	12%	13%
 Home of friends / relatives	11%	19%
 Bed & breakfast	10%	8%
 Rented home / condo / apartment	7%	6%
 Campground / RV park	7%	6%

Activity Groupings

Outdoor Activities



Entertainment Activities



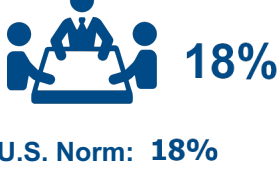
Cultural Activities













Sporting Activities









Business Activities



Activities and Experiences (Top 10)







	Coastal Mississippi	U.S. Norm
 Casino	44%	10%
 Shopping	22%	22%
 Beach/waterfront	19%	10%
 Swimming	15%	12%
 Museum	14%	10%
 Bar/nightclub	14%	11%
 Attending celebration	13%	13%
 Sightseeing	12%	16%
 Fishing	12%	7%
 Aquarium	11%	5%

Shopping Types on Trip

	Coastal Mississippi	U.S. Norm
	Outlet/mall shopping	54%47%
	Souvenir shopping	41%39%
	Convenience/grocery shopping	38%42%
	Boutique shopping	36%28%
	Big box stores (Walmart, Costco)	34%33%
	Antiquing	19%13%

Base: 2021 Overnight Person-Trips that included Shopping

Dining Types on Trip

	Coastal Mississippi	U.S. Norm
	Unique/local food	48%40%
	Fine/upscale dining	29%22%
	Food delivery service (UberEATS, DoorDash, etc.)	19%21%
	Street food/food trucks	19%21%
	Picnicking	11%14%
	Gastropubs	8%10%



72%
of overnight travelers were
very satisfied with their overall
trip experience



Friendliness of people

65%



Quality of accommodations

64%



Quality of food

64%



Safety/security

62%



Cleanliness

61%



Sightseeing/attractions

55%



Value for money

55%



Music/nightlife/entertainment

51%



Public transportation

49%

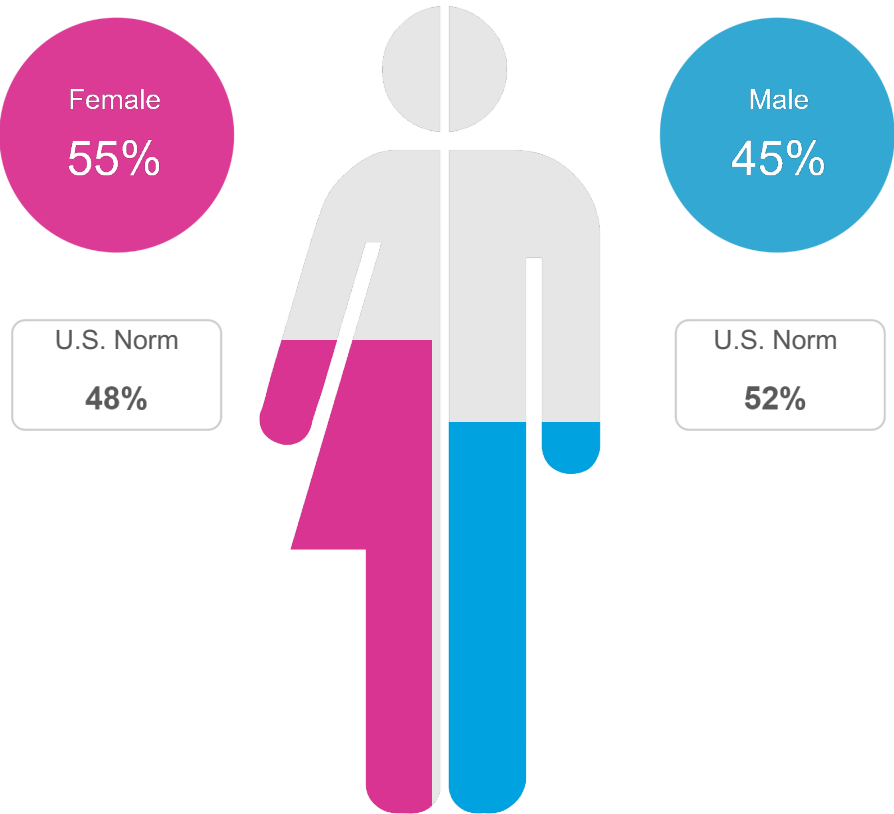
% Very Satisfied with Trip

0% 10% 20% 30% 40% 50% 60% 70%

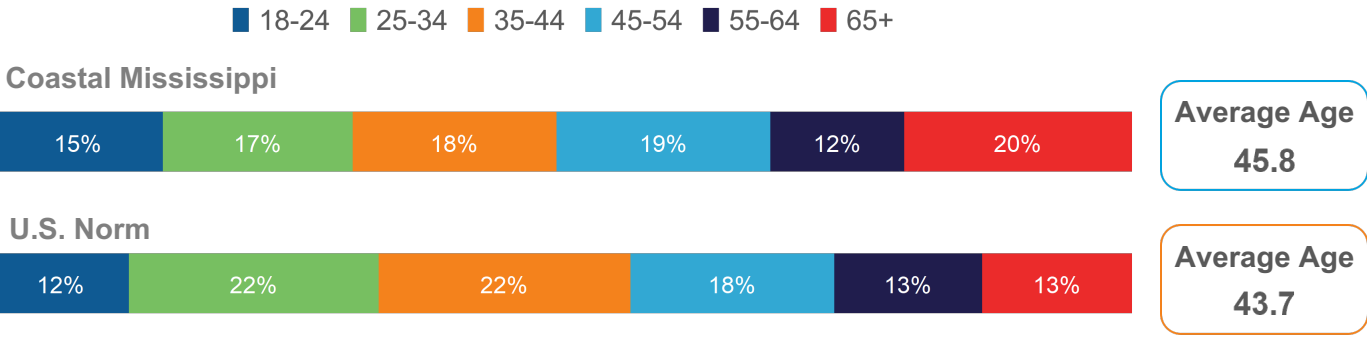
Demographic Profile of Overnight Coastal Mississippi Visitors

Base: 2021 Overnight Person-Trips

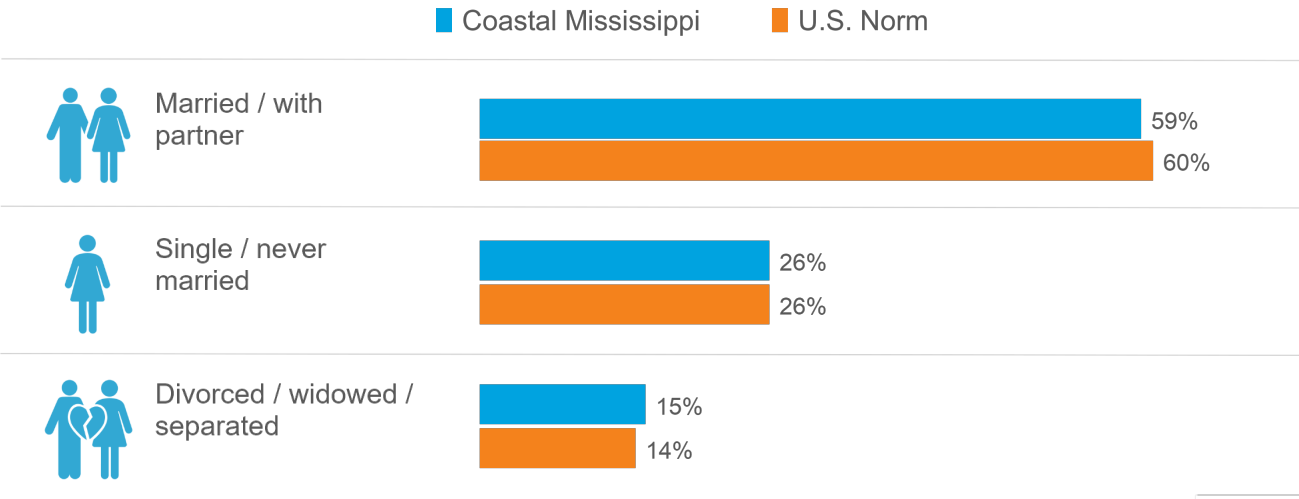
Gender



Age



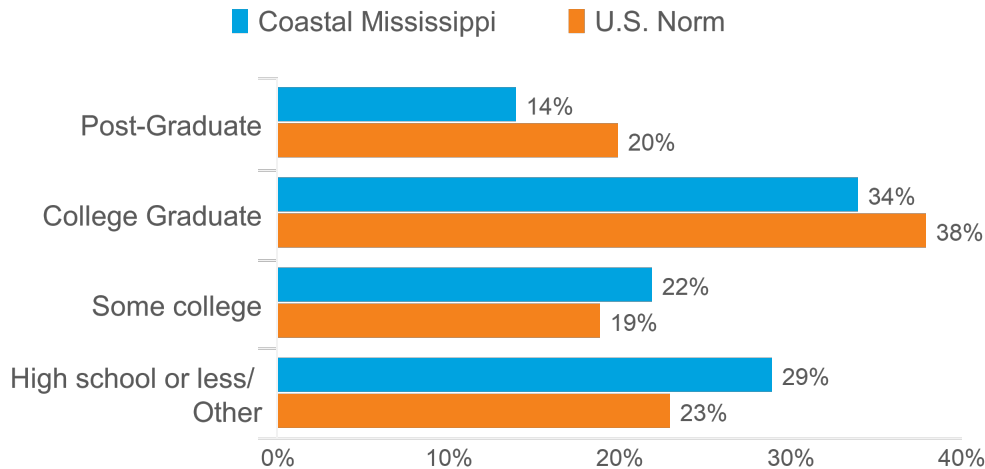
Marital Status



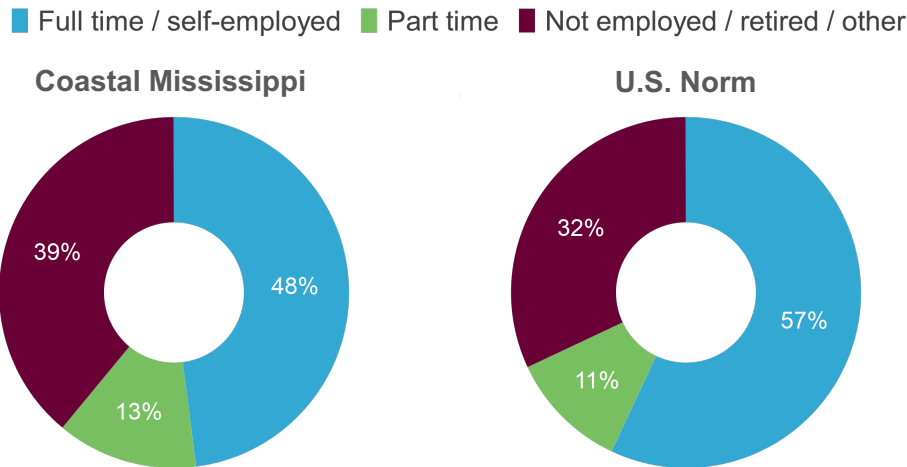
Demographic Profile of Overnight Coastal Mississippi Visitors

Base: 2021 Overnight Person-Trips

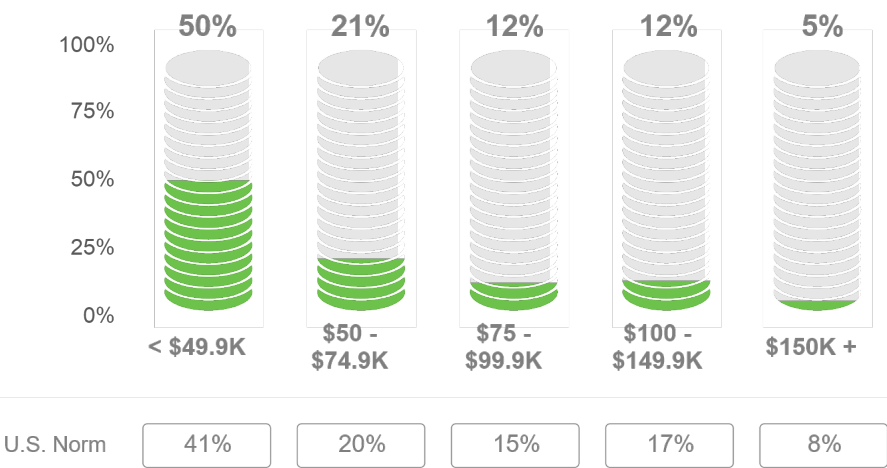
Education



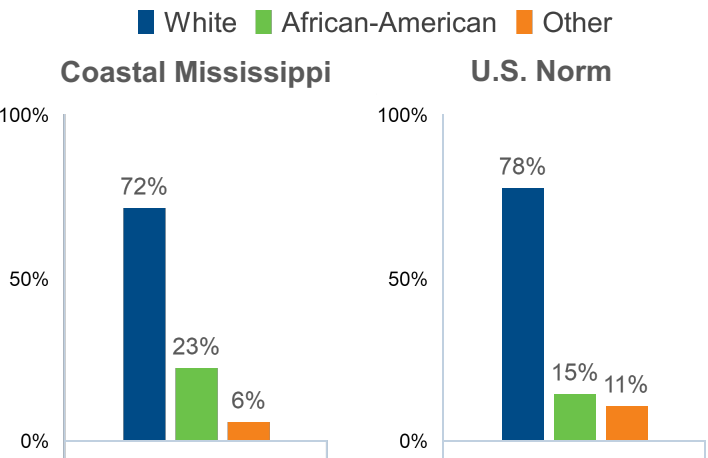
Employment



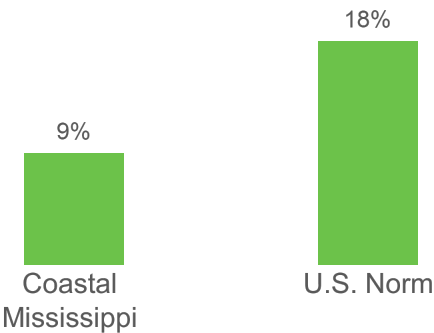
Household Income



Race



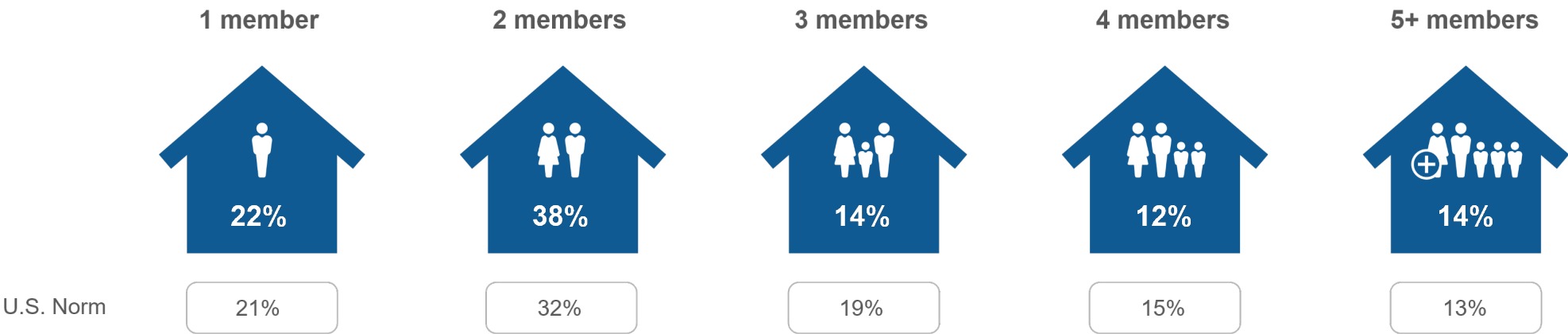
Hispanic Background



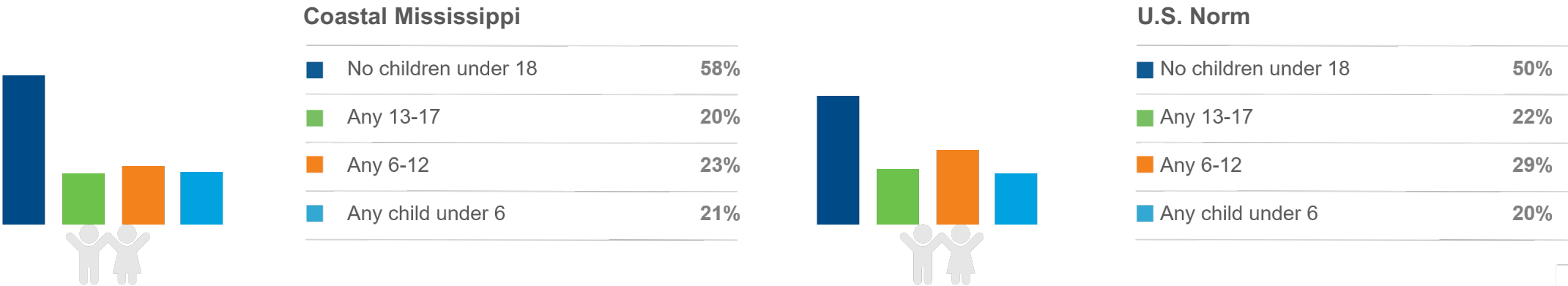
Demographic Profile of Overnight Coastal Mississippi Visitors

Base: 2021 Overnight Person-Trips

Household Size



Children in Household





Travel USA Visitor Profile

Day Visitation



2020/21

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.
- The visitor profile data for this portion of the report is drawn directly from the survey and is a combination of 2020 and 2021 trips. This is to ensure a sufficient sample base for reliable results
- However, visitor volumes and expenditures represent 2021 only. These are based on our survey data and a careful review of other known destination data sources to ensure that our estimates are as accurate as possible, such as government data and STR reporting.

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 Coastal Mississippi, the following sample was achieved in 2020/2021:

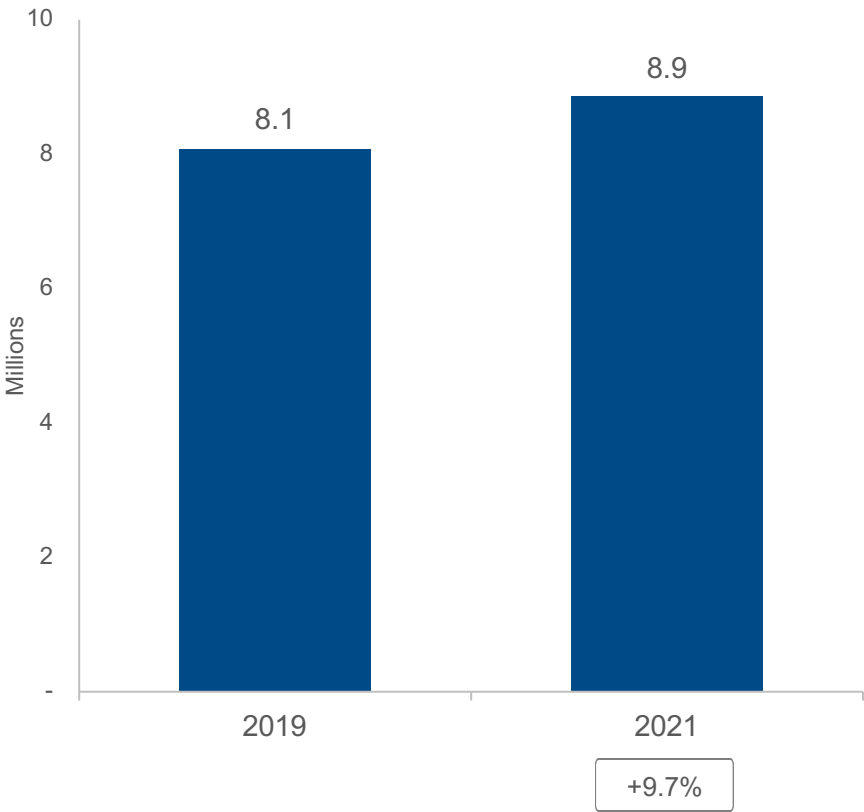


Day Base Size 609

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.

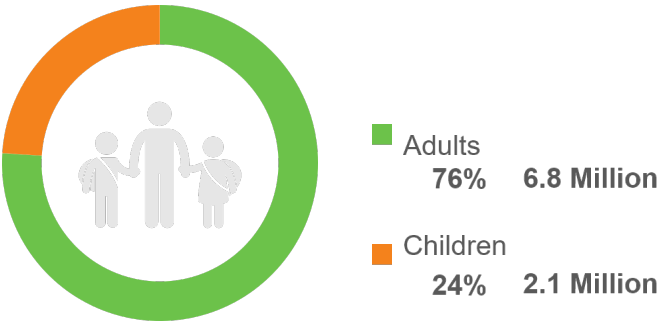
For analysis, data were weighted on key demographics to correct for any differences between the sample and U.S. population targets.

Day Trips to Coastal Mississippi



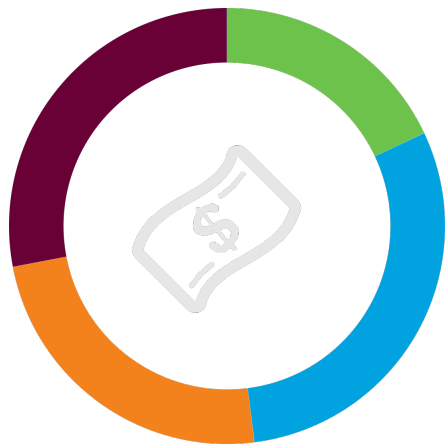
Size of Coastal Mississippi Day Travel Market - Adults vs. Children

Total Day Person-Trips
8.9 Million



Domestic Day Expenditures - by Sector

Total Spending
\$ 0.634 Billion
+14.7% vs. 2019



Transportation at Destination	18%	\$116 Million
Restaurant Food & Beverage	30%	\$188 Million
Retail Purchase	24%	\$155 Million
Recreation/Entertainment	28%	\$175 Million

vs. 2019
+32.8%
+8.9%
+20.1%
+6.8%

Average Per Person Expenditures on Domestic Day Trips - by Sector

Average Per Person: \$ 72

2019: \$68




Average Per Person:
Leisure \$71

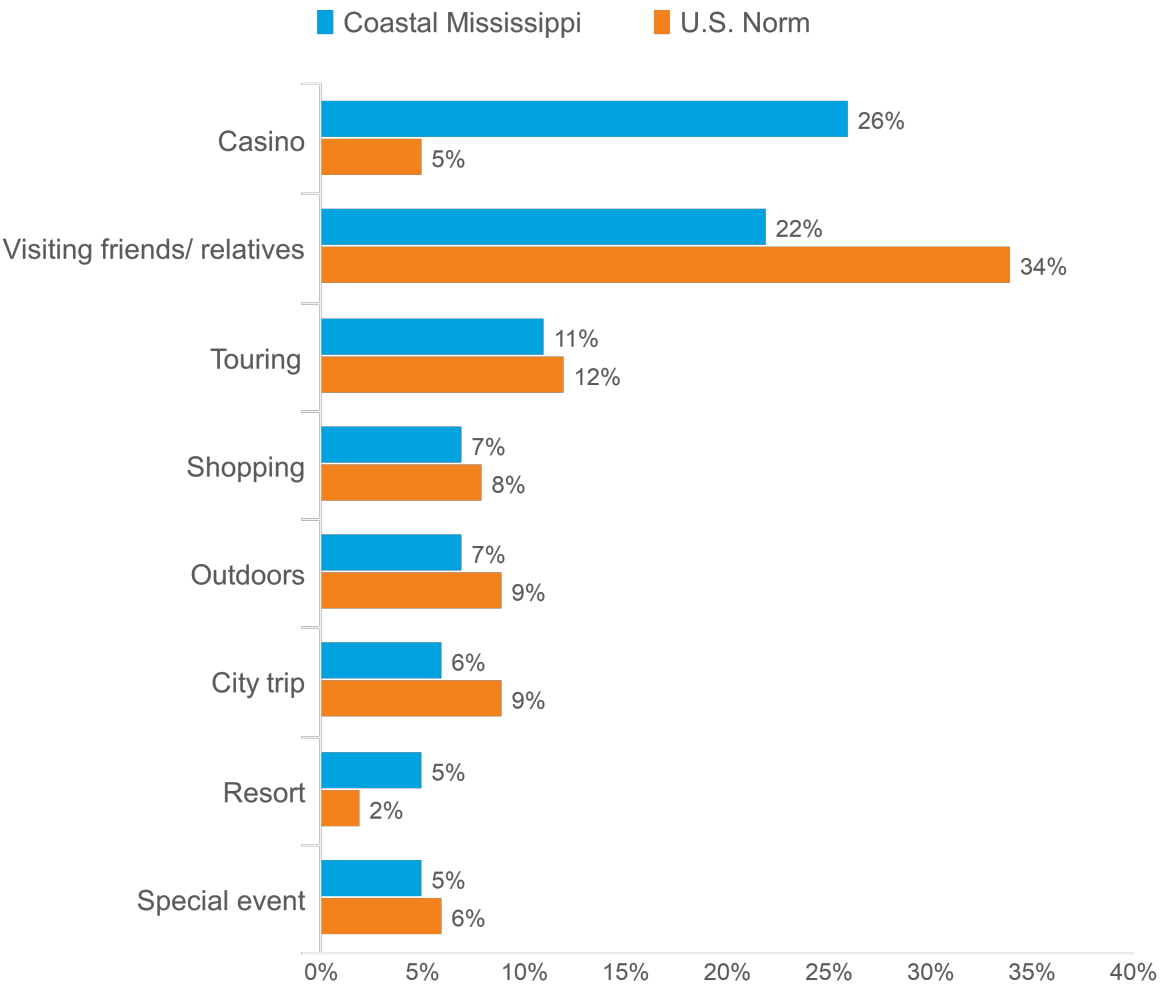
Coastal Mississippi's Day Trip Characteristics

Base: 2020/2021 Day Person-Trips

Main Purpose of Trip

	22% Visiting friends/ relatives		1% Conference/ Convention
	26% Casino		
	11% Touring		
	7% Shopping		
	7% Outdoors		4% Other business trip
	6% City trip		
	5% Resort		
	5% Special event		2% Business-Leisure

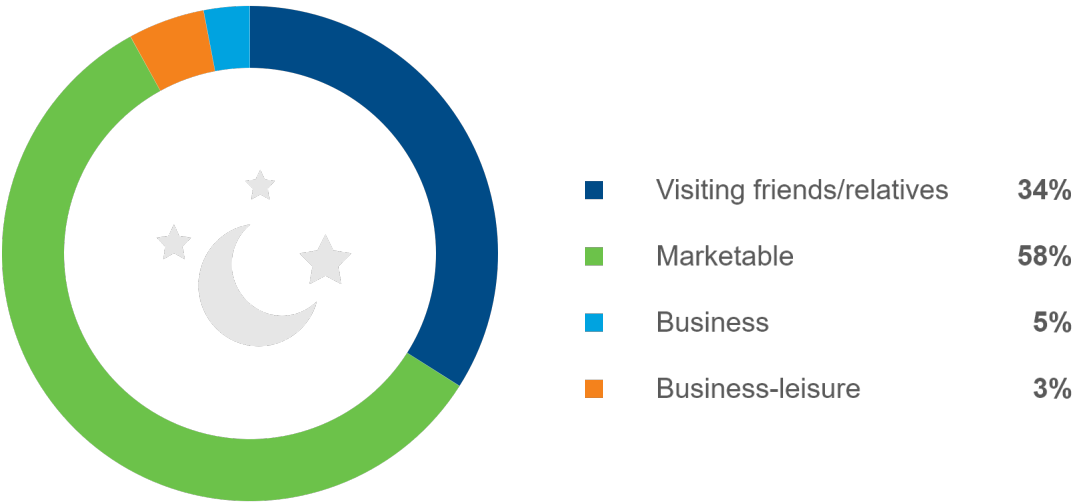
Main Purpose of Leisure Trip



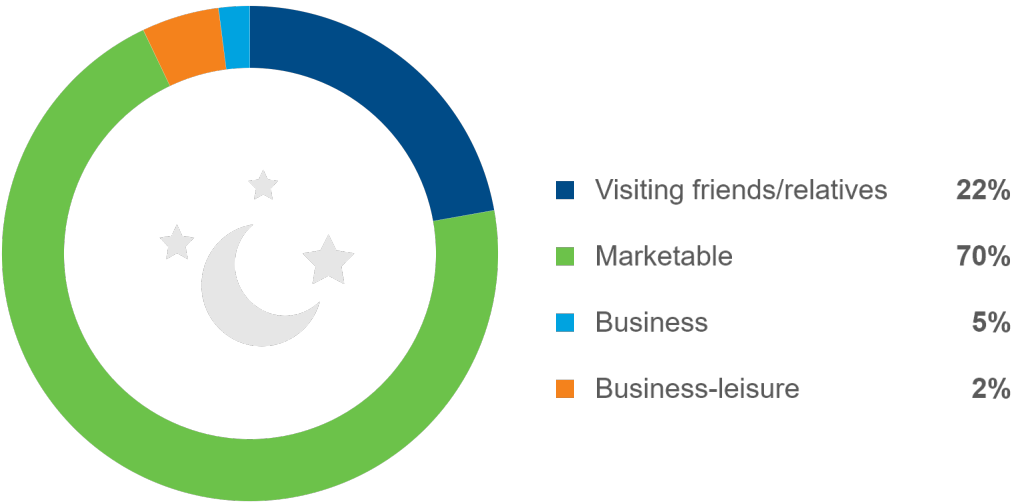
Structure of the U.S. and Coastal Mississippi Day Travel Market

Base: 2020/2021 Day Person-Trips

2021 U.S. Day Trips

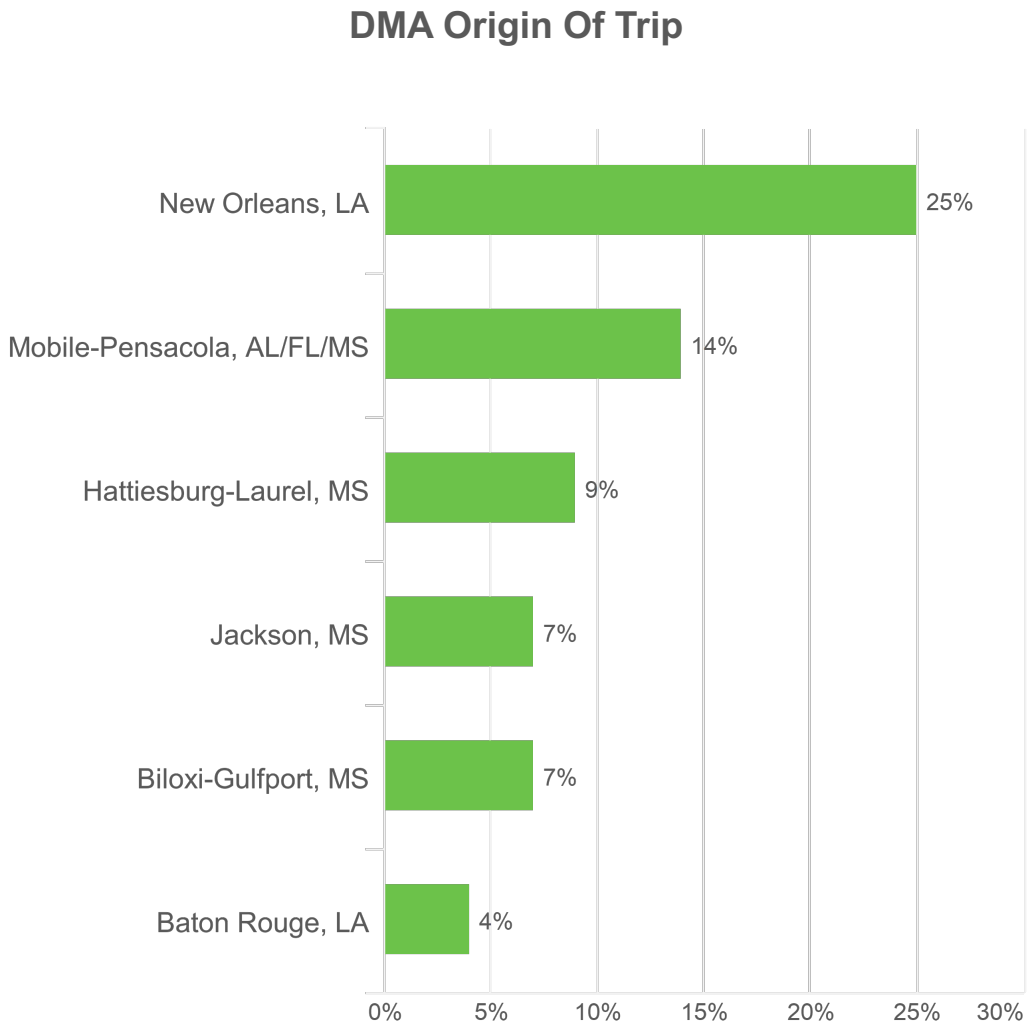
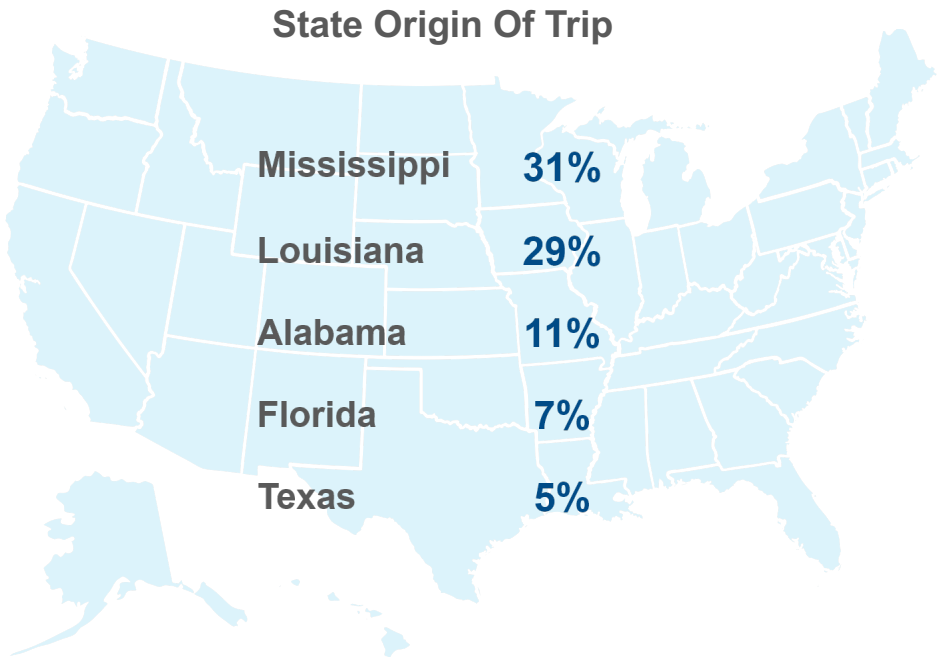


Coastal Mississippi Day Trips



Coastal Mississippi's Day Trip Characteristics

Base: 2020/2021 Day Person-Trips

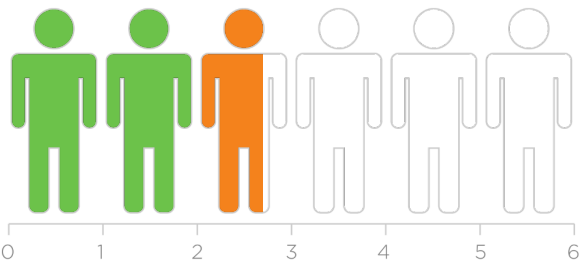


Season of Trip
Total 2021 Day Person-Trips

Size of Travel Party

■ Adults ■ Children

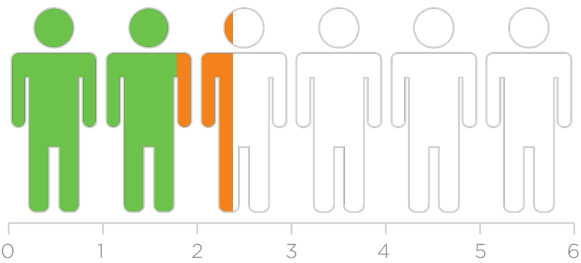
Coastal Mississippi



Total
2.8

Average number of people

U.S. Norm

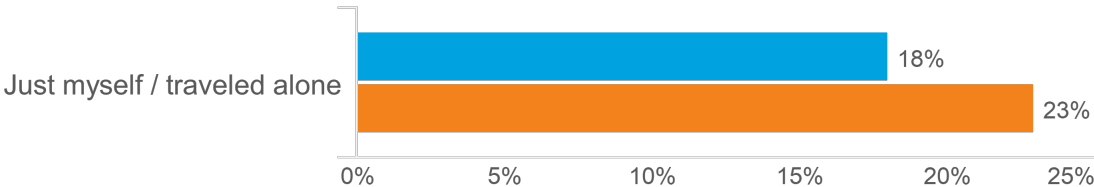


Total
2.6

Average number of people

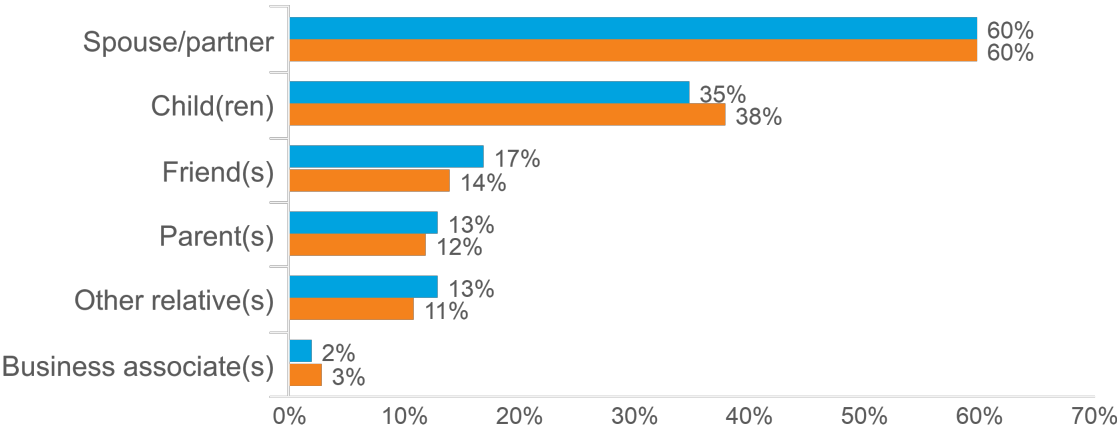
Percent Who Traveled Alone

■ Coastal Mississippi ■ U.S. Norm



Composition of Immediate Travel Party

■ Coastal Mississippi ■ U.S. Norm

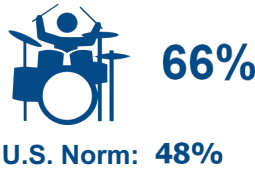


Activity Groupings

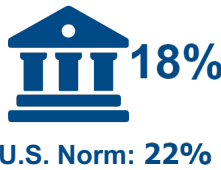
Outdoor Activities



Entertainment Activities



Cultural Activities



Sporting Activities





Business Activities



Activities and Experiences (Top 10)







		Coastal Mississippi	U.S. Norm
	Casino	32%	7%
	Shopping	23%	19%
	Beach/waterfront	18%	6%
	Sightseeing	17%	11%
	Swimming	10%	6%
	Attending celebration	9%	10%
	Landmark/historic site	9%	8%
	Nature tours/wildlife viewing/birding	8%	5%
	Fishing	8%	4%
	Bar/nightclub	6%	5%

Shopping Types on Trip

		Coastal Mississippi	U.S. Norm
	Outlet/mall shopping	64%	46%
	Big box stores (Walmart, Costco)	36%	28%
	Souvenir shopping	28%	24%
	Boutique shopping	18%	22%
	Convenience/grocery shopping	18%	26%
	Antiquing	9%	13%

Base: 2020/2021 Day Person-Trips that included Shopping

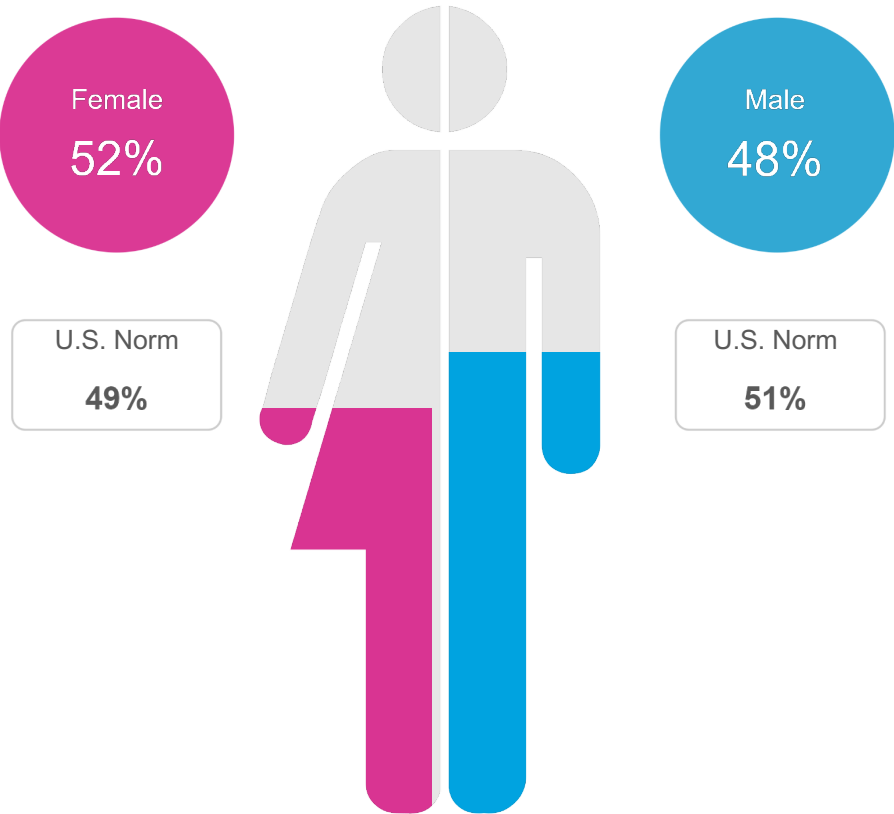
Dining Types on Trip

		Coastal Mississippi	U.S. Norm
	Unique/local food	45%	34%
	Street food/food trucks	15%	17%
	Fine/upscale dining	14%	15%
	Food delivery service (UberEATS, DoorDash, etc.)	14%	15%
	Picnicking	13%	14%
	Gastropubs	5%	7%

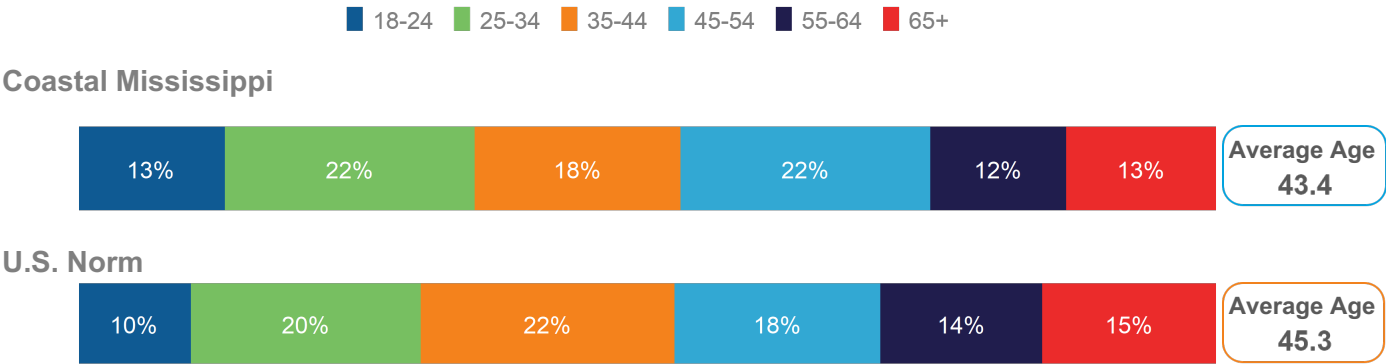
Demographic Profile of Day Coastal Mississippi Visitors

Base: 2020/2021 Day Person-Trips

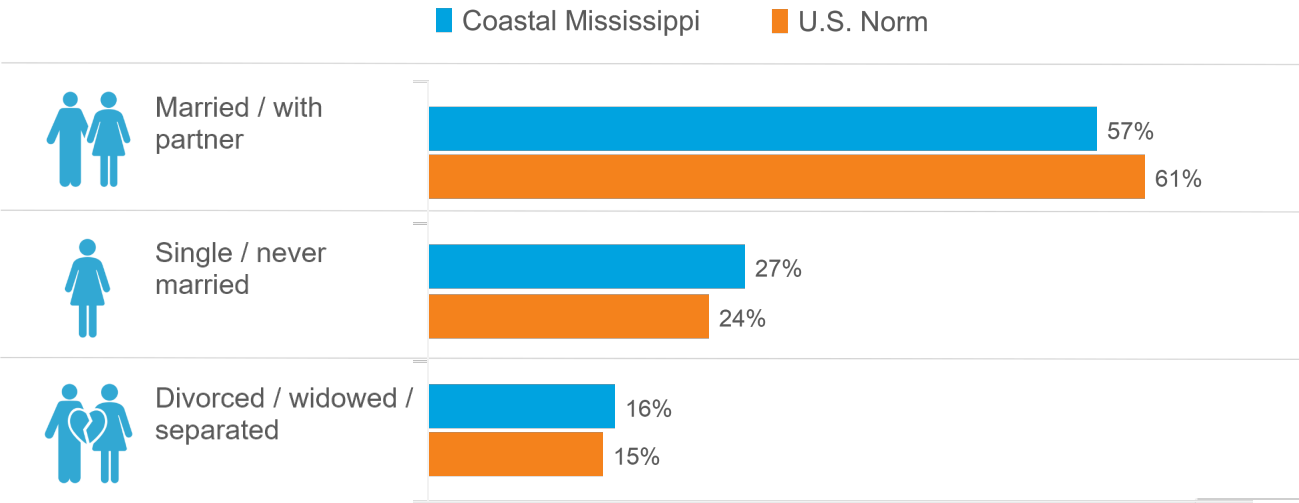
Gender



Age



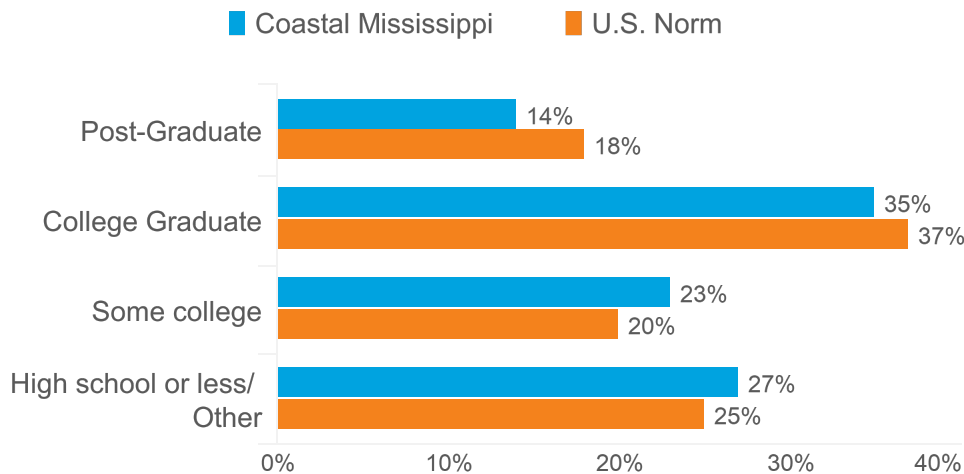
Marital Status



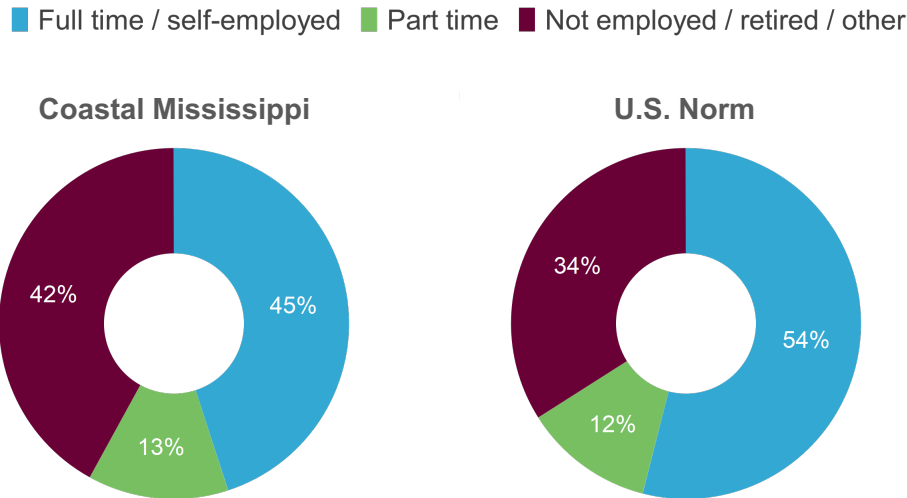
Demographic Profile of Day Coastal Mississippi Visitors

Base: 2020/2021 Day Person-Trips

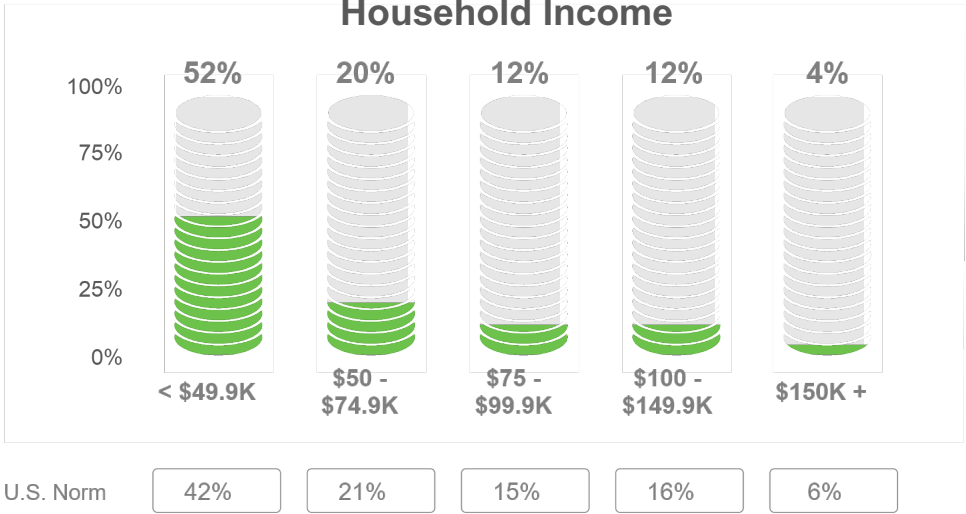
Education



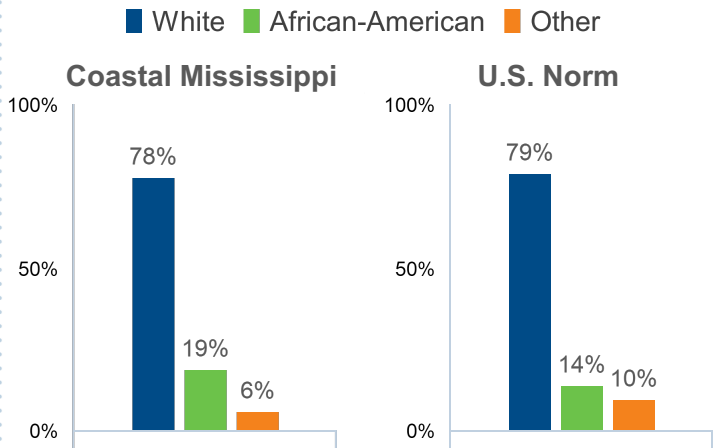
Employment



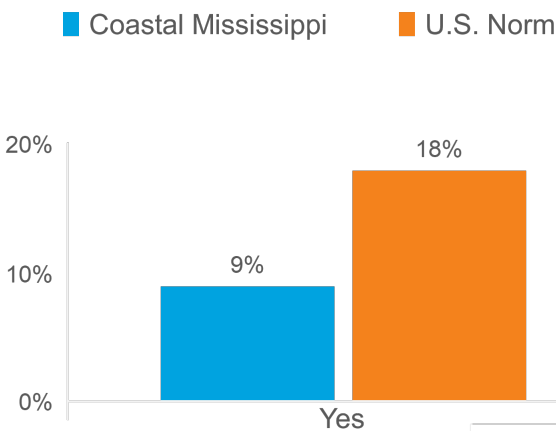
Household Income



Race



Hispanic Background

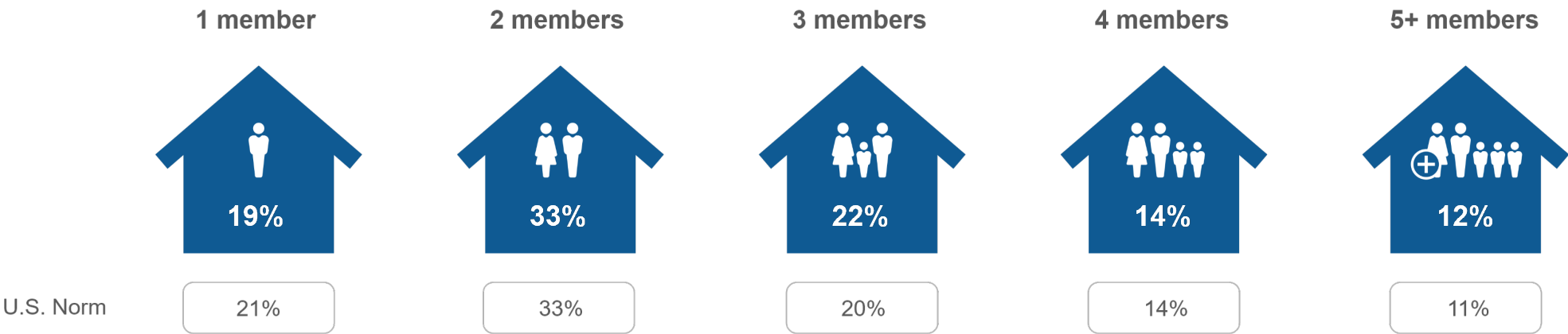


Question updated in 2020

Demographic Profile of Day Coastal Mississippi Visitors

Base: 2020/2021 Day Person-Trips

Household Size



Children in Household

