



Travel USA Visitor Profile

Overnight Visitation

2019

coastal
MISSISSIPPI
The Secret Coast

Introduction

- 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.
- An overnight trip in Travel USA® is defined as any journey for business or pleasure outside of a respondent's community not part of their normal routine, where they spent one or more nights away from home.
- This report provides an overview for Coastal Mississippi's domestic tourism business in 2019.

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:

Selected to be representative of the U.S. adult population

For Coastal Mississippi, the following sample was achieved in 2019:

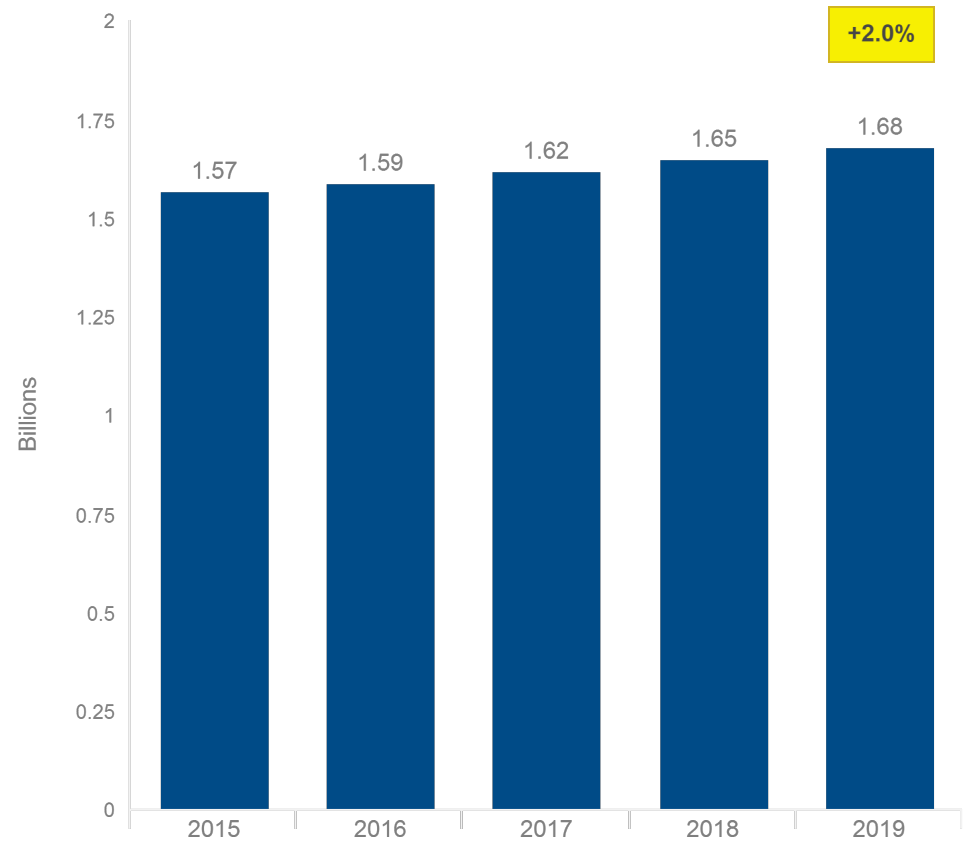


Overnight Base Size

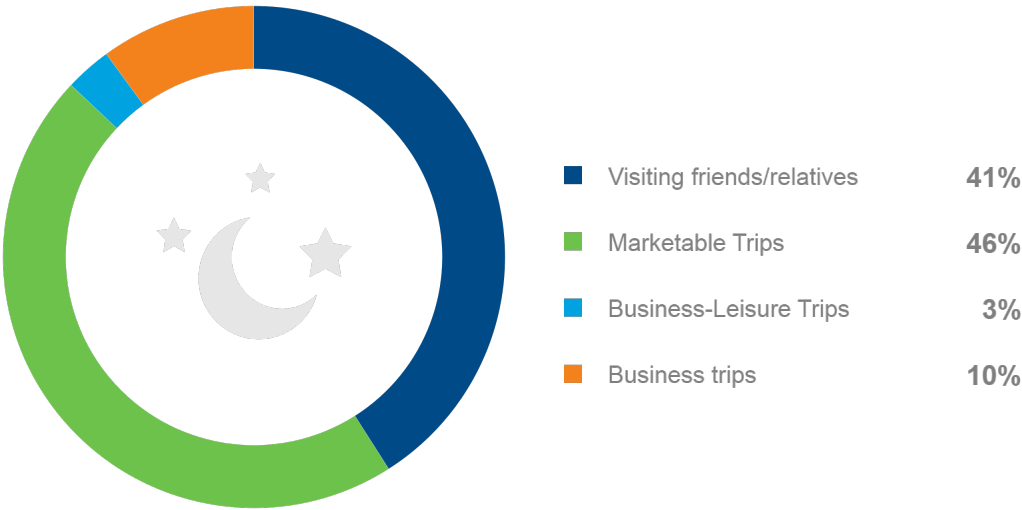
631

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

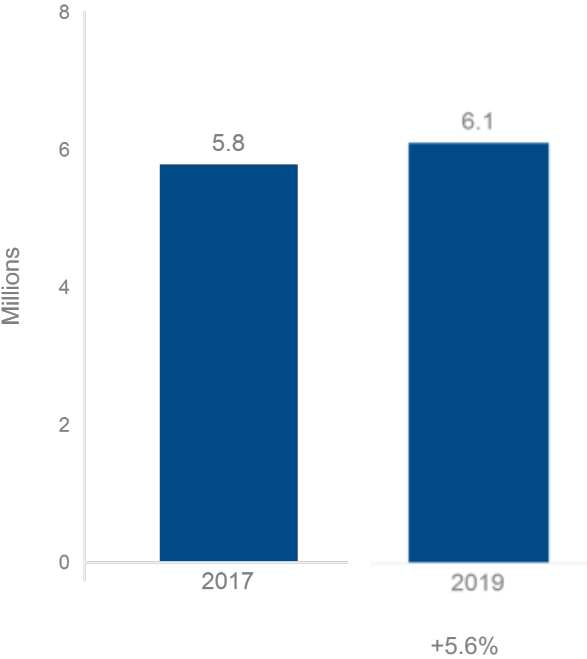
Total Size of U.S. Overnight Travel Market



2019 Overnight Trips

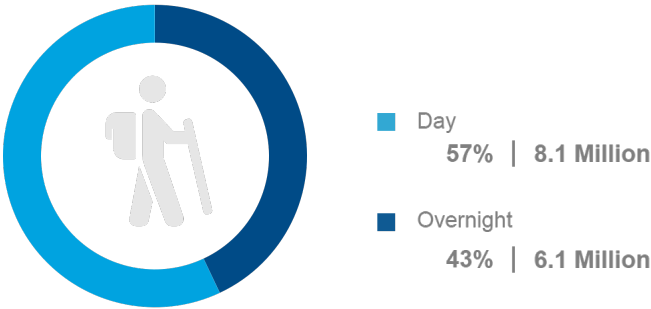


Overnight Trips to Coastal Mississippi



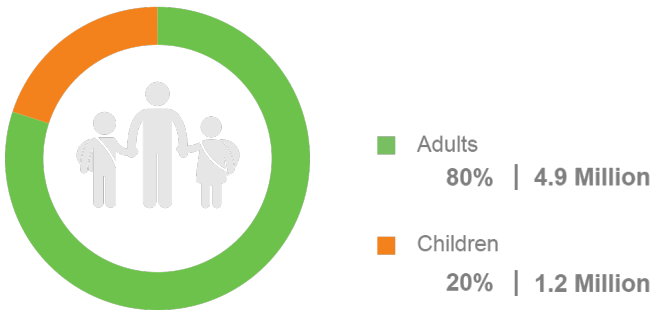
Total Size of Coastal Mississippi 2019 Domestic Travel Market

Total Person-Trips
14.2 Million
+5.1% v 2017



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

Total Overnight Person-Trips
6.1 Million



Coastal Mississippi's Overnight Trip Expenditures

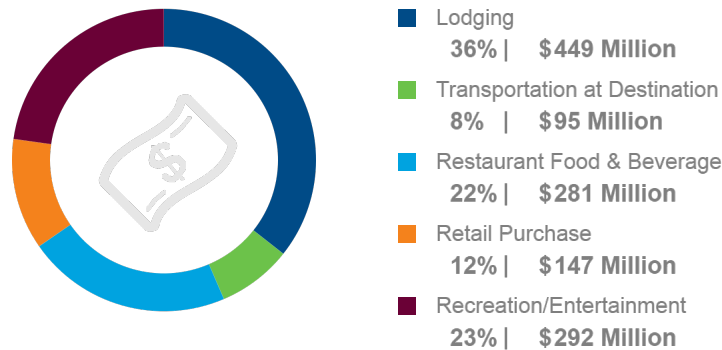
Base: 2019 Overnight Person-Trips

Domestic Overnight Expenditures - by Sector

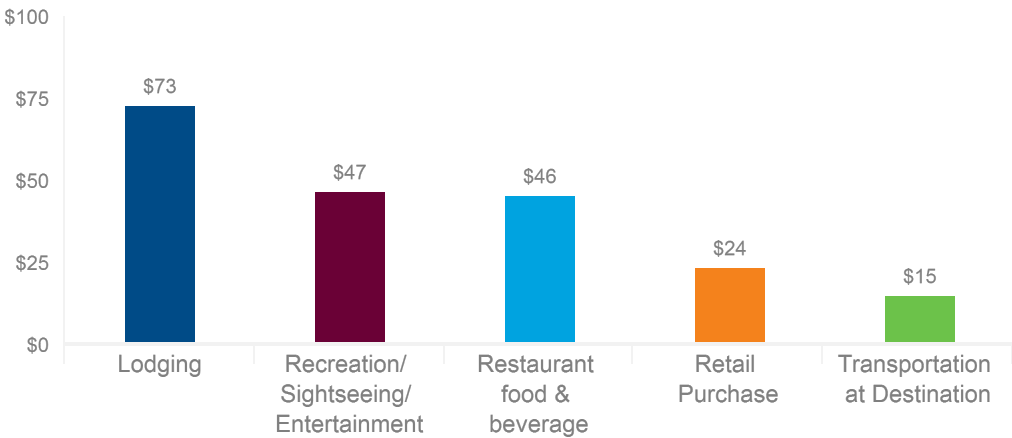
Total Spending

\$ 1.263 Billion

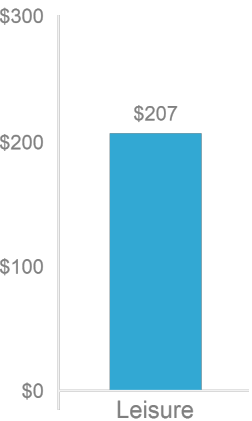
+8.2% v. 2017



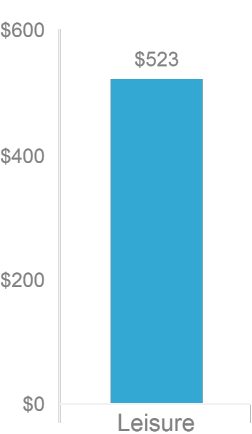
Average Per Person Expenditures on Domestic Overnight Trips - by Sector



Average Per Person Expenditures on Domestic Overnight Trips - by Trip Purpose



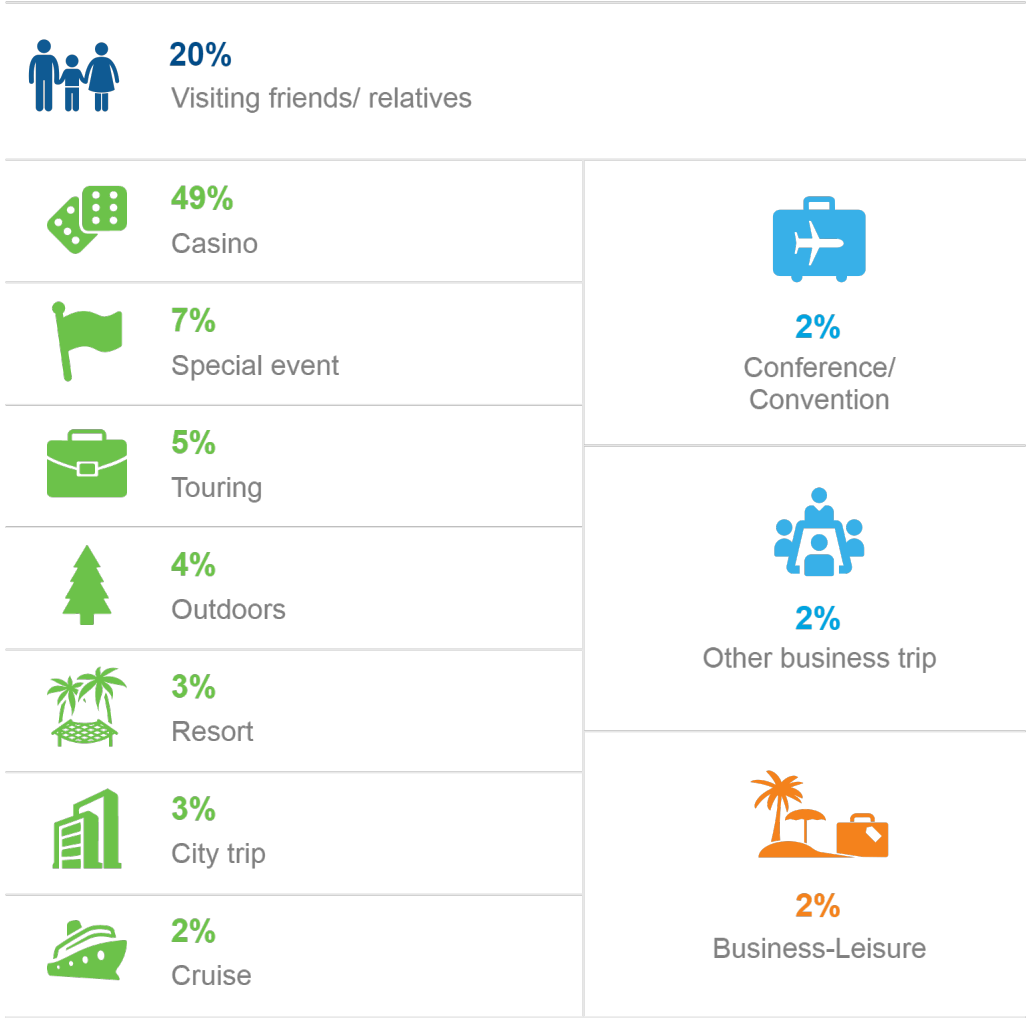
Average Per Party Expenditures on Domestic Overnight Trips - by Trip Purpose



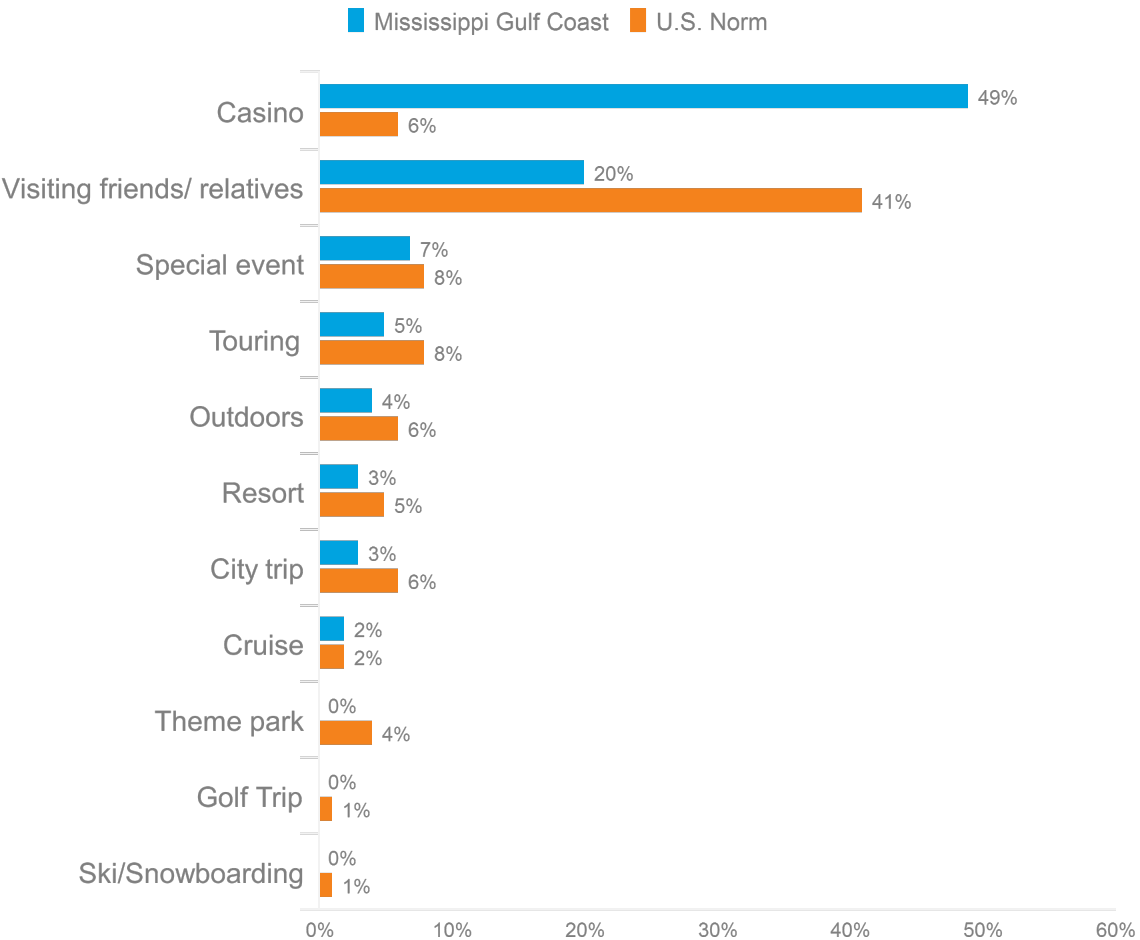
Average Per Party Expenditures on Domestic Overnight Trips - by Sector



Main Purpose of Trip



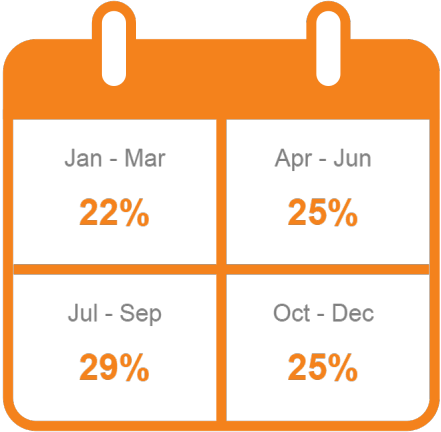
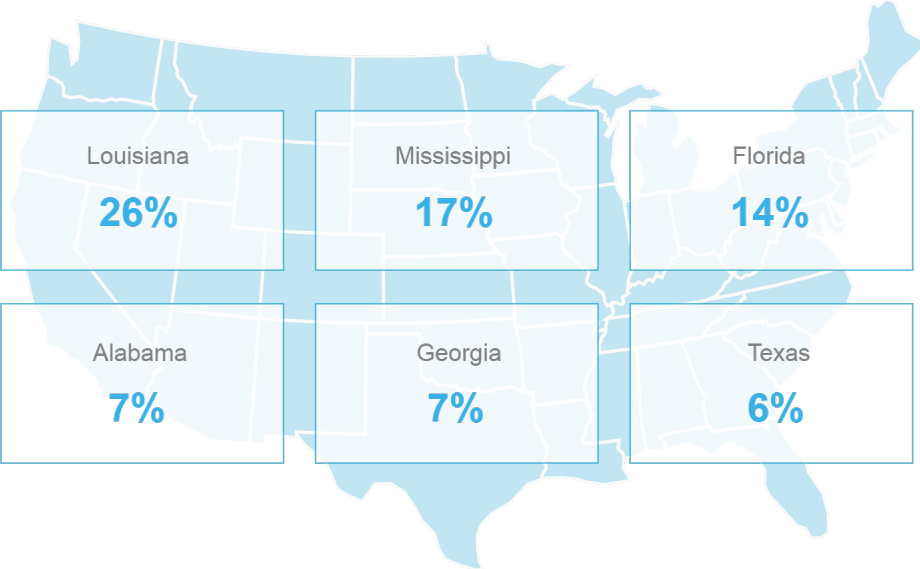
Main Purpose of Leisure Trip



Coastal Mississippi's Overnight Trip Characteristics

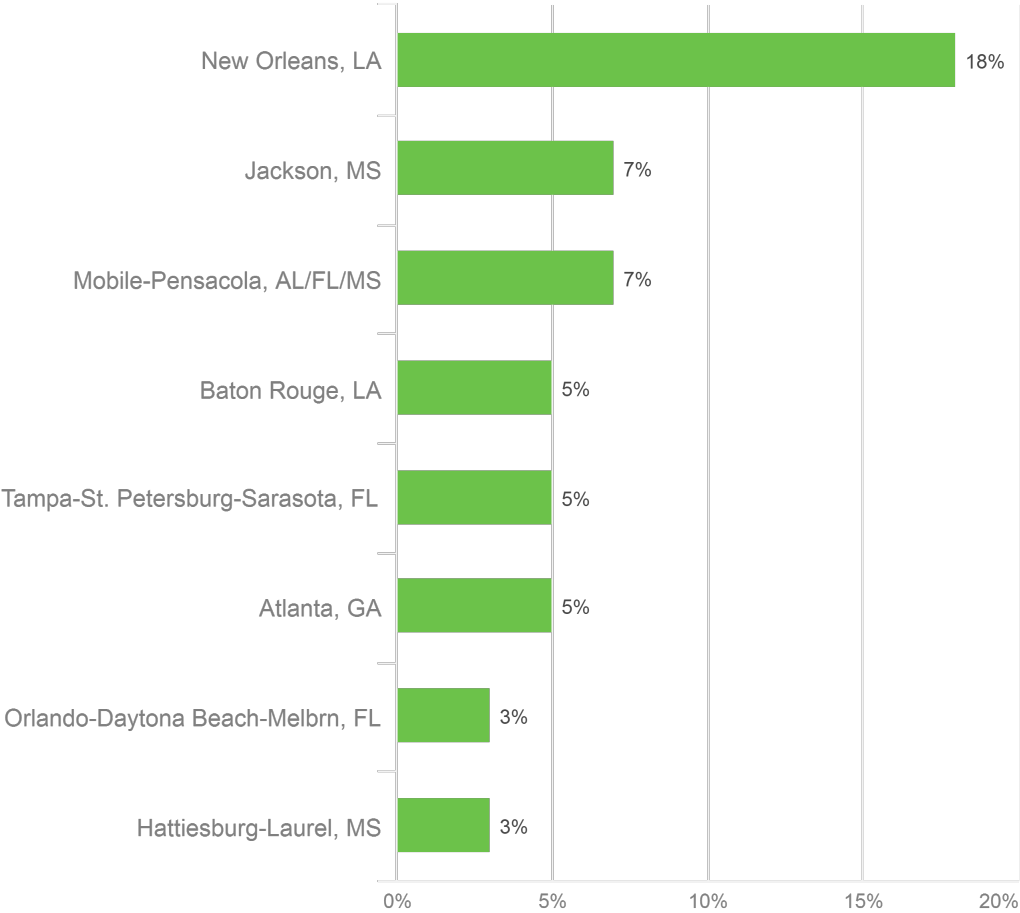
Base: 2019 Overnight Person-Trips

State Origin Of Trip



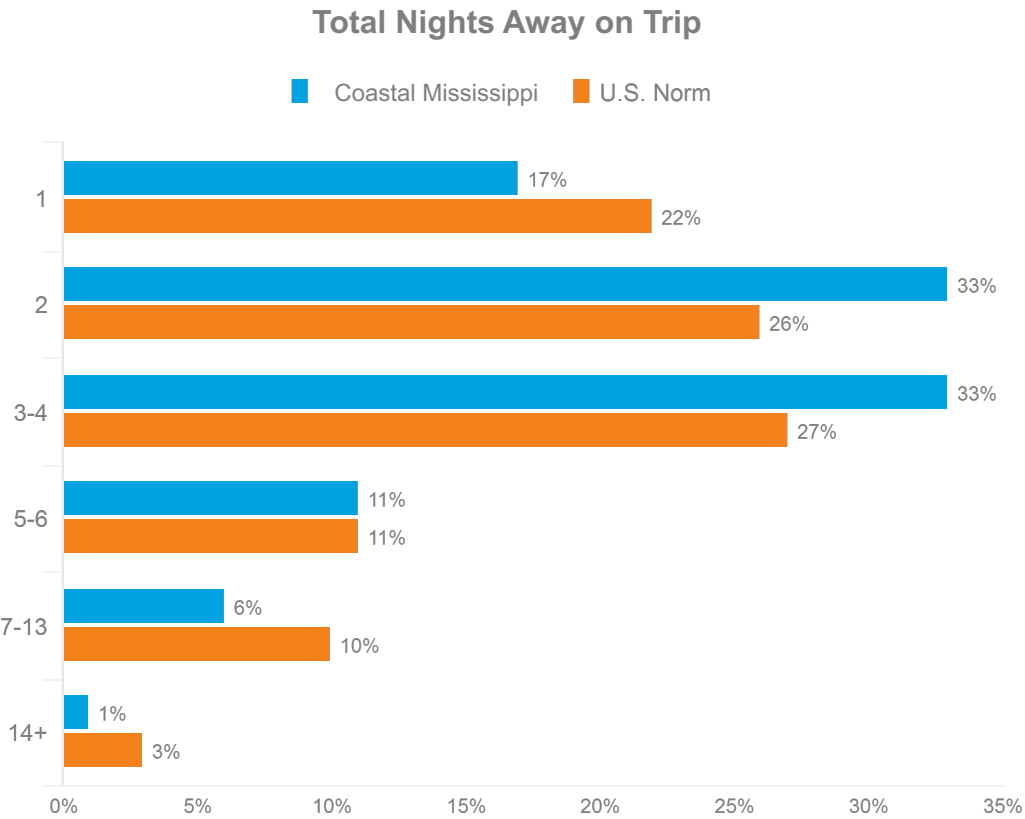
Season of Trip
Total Overnight Person-Trips

DMA Origin Of Trip



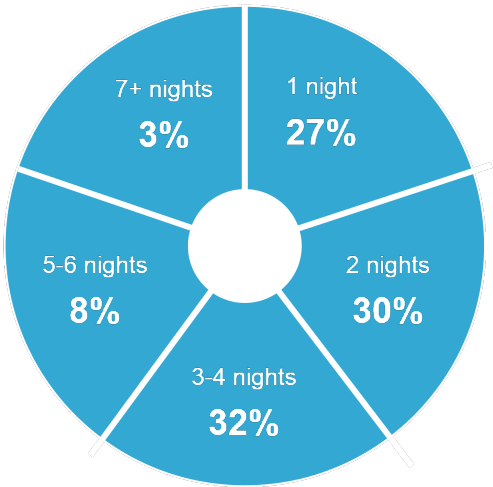
Coastal Mississippi's Overnight Trip Characteristics

Base: 2019 Overnight Person-Trips



Coastal Mississippi
3.1
Average Nights

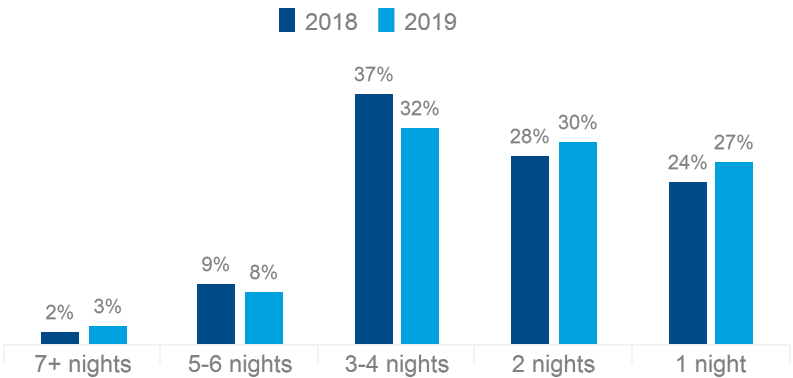
U.S. Norm
3.8
Average Nights



Nights Spent in Coastal Mississippi

Average number of nights
2.6

Number of Nights Spent in Coastal Mississippi - Trended



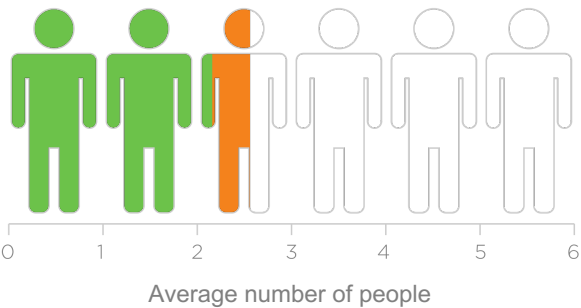
Average in 2019
2.6
Nights

Average last year
2.7
Nights

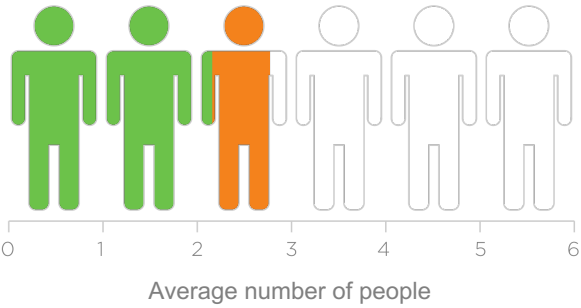
Size of Travel Party

Adults Children

Coastal Mississippi

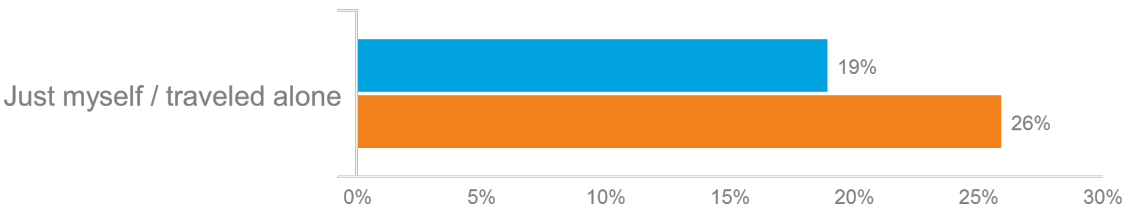


U.S. Norm



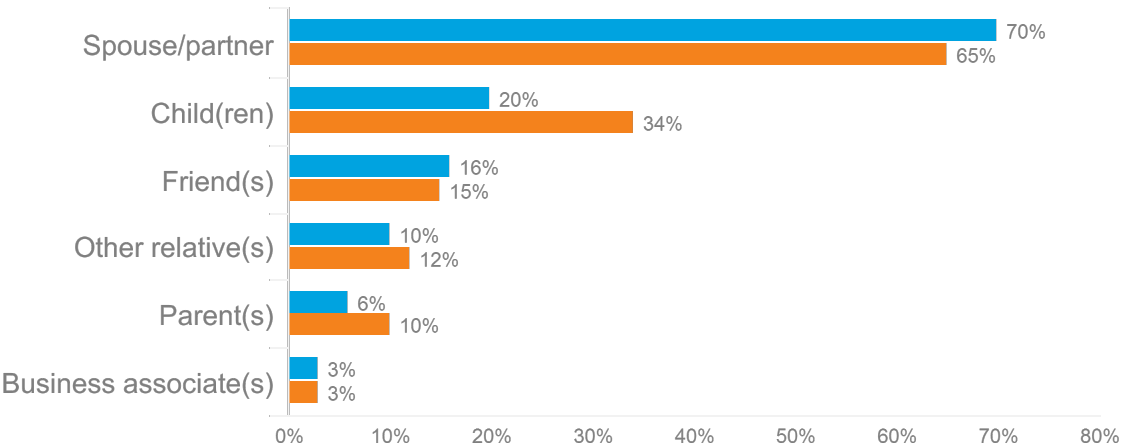
Percent Who Traveled Alone

Coastal Mississippi U.S. Norm



Composition of Immediate Travel Party

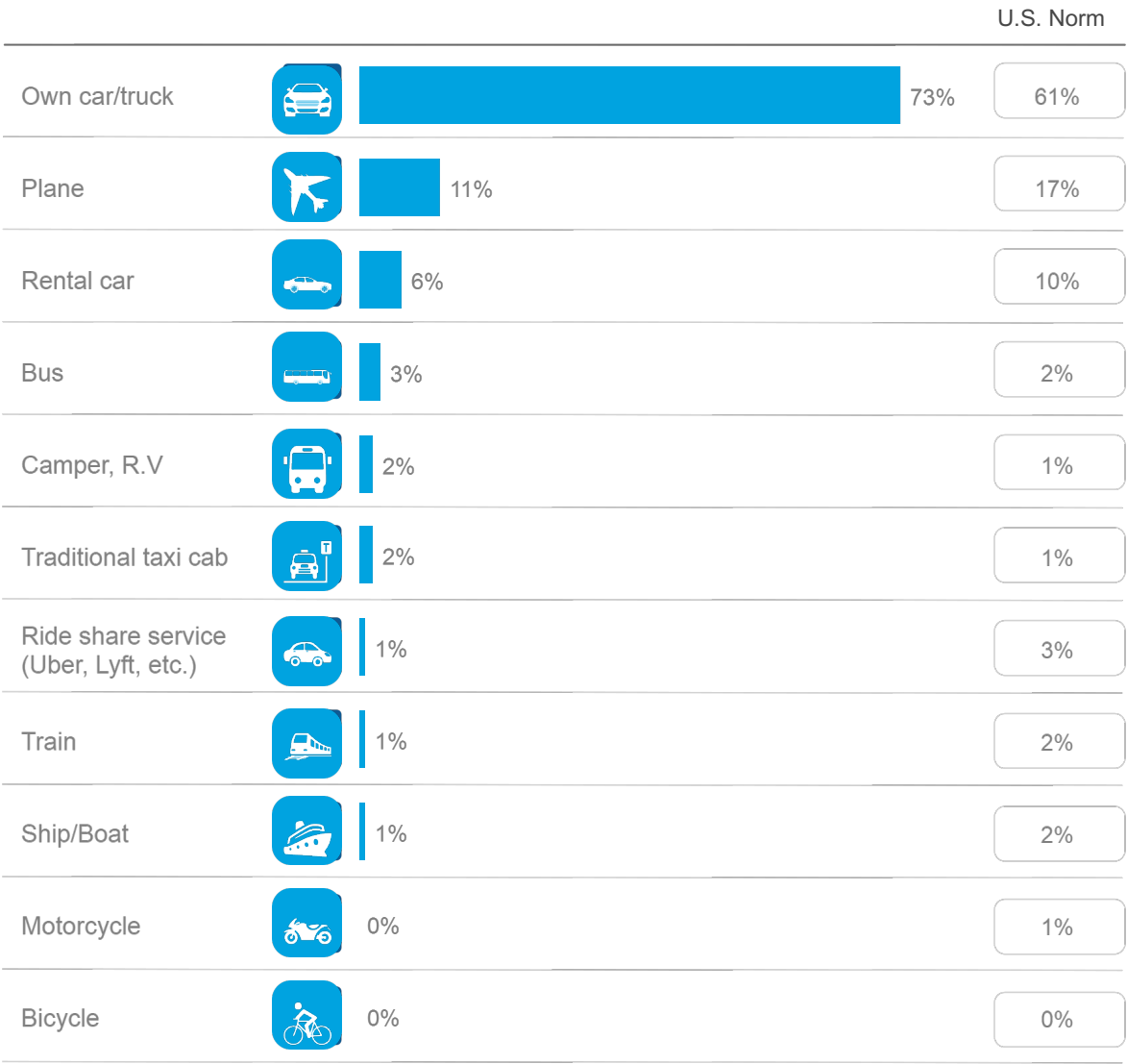
Coastal Mississippi U.S. Norm



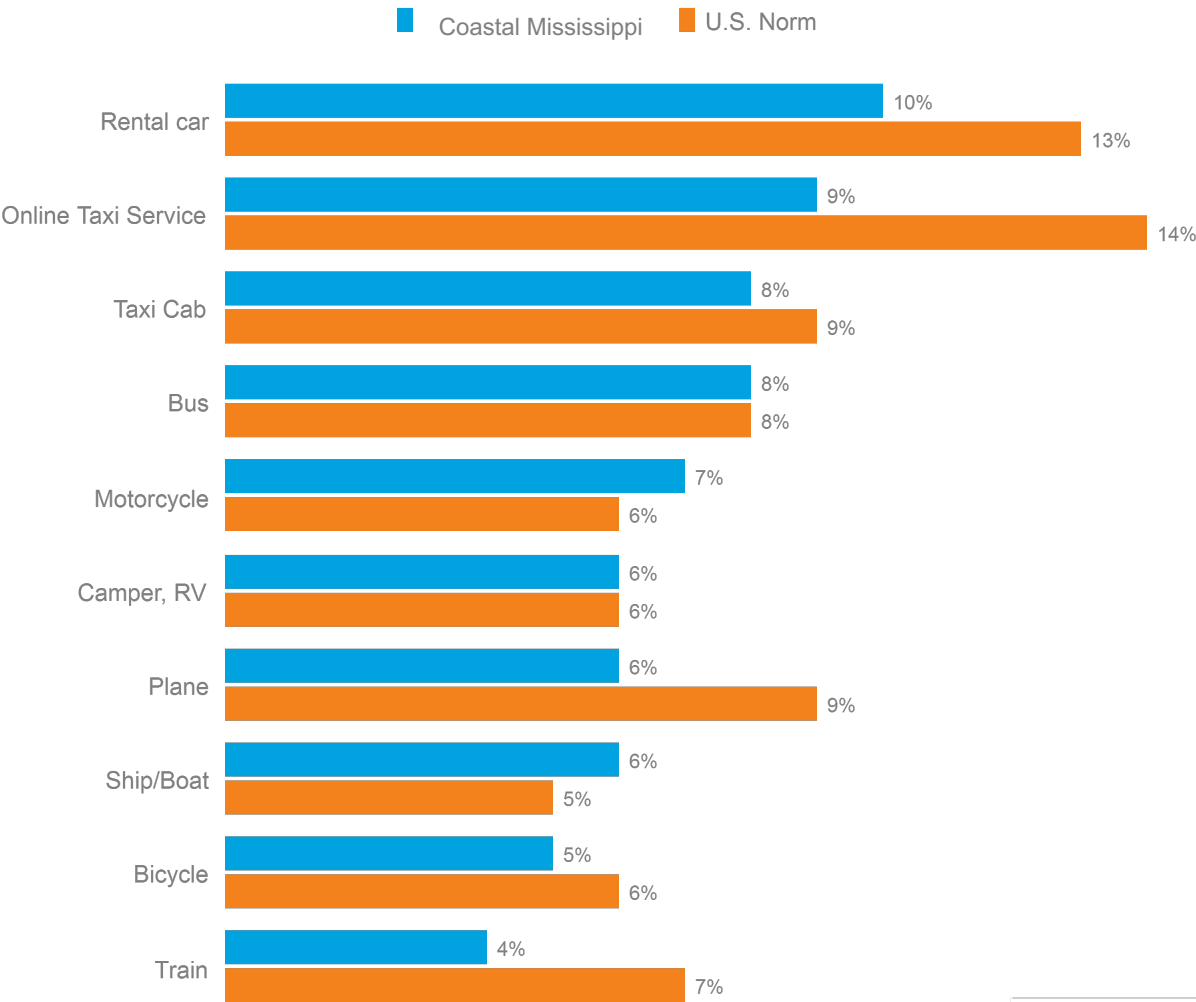
Coastal Mississippi's Overnight Trip Characteristics

Base: 2019 Overnight Person-Trips

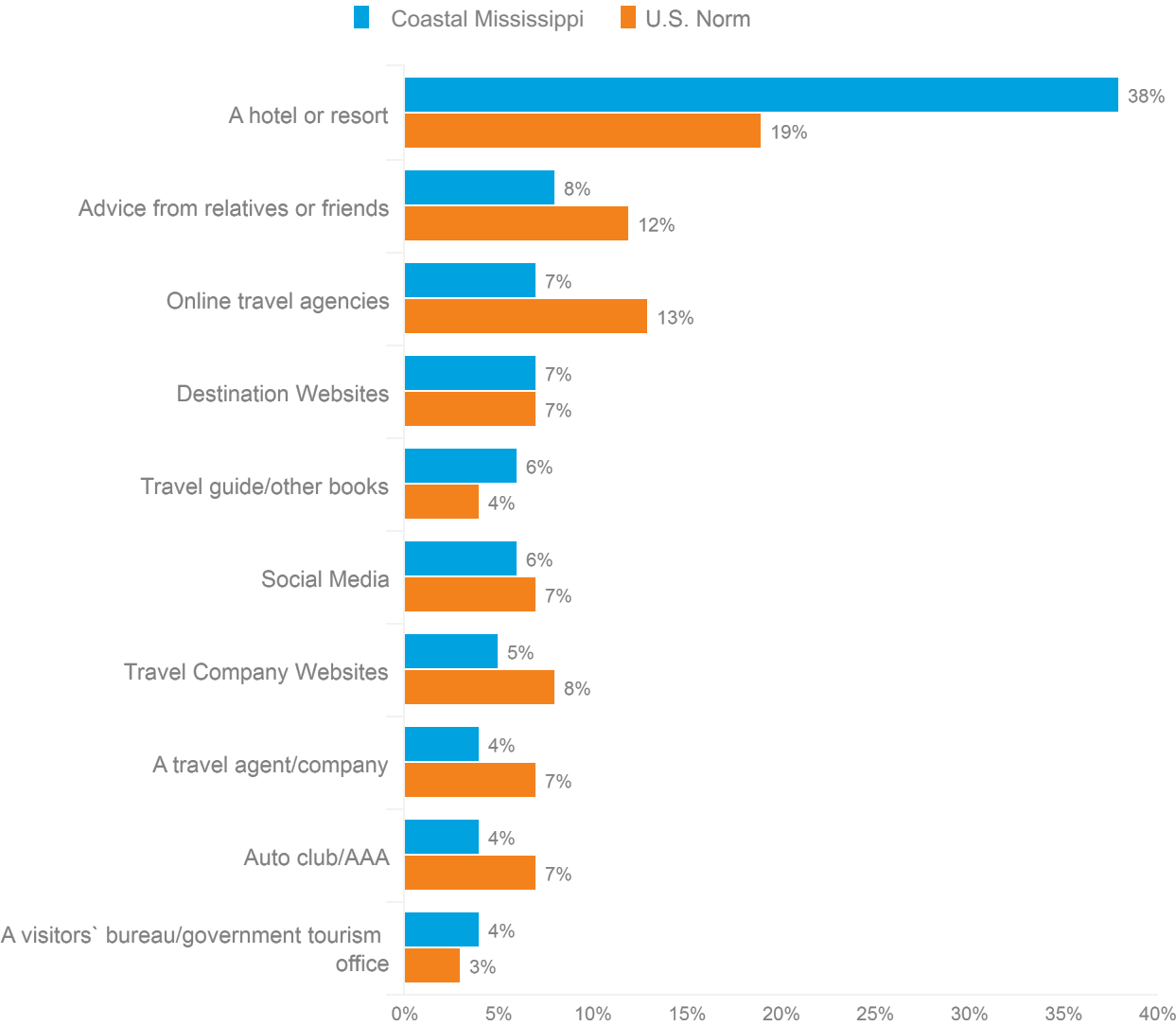
Primary Method of Transportation



Other Transportation



Trip Planning Information Sources

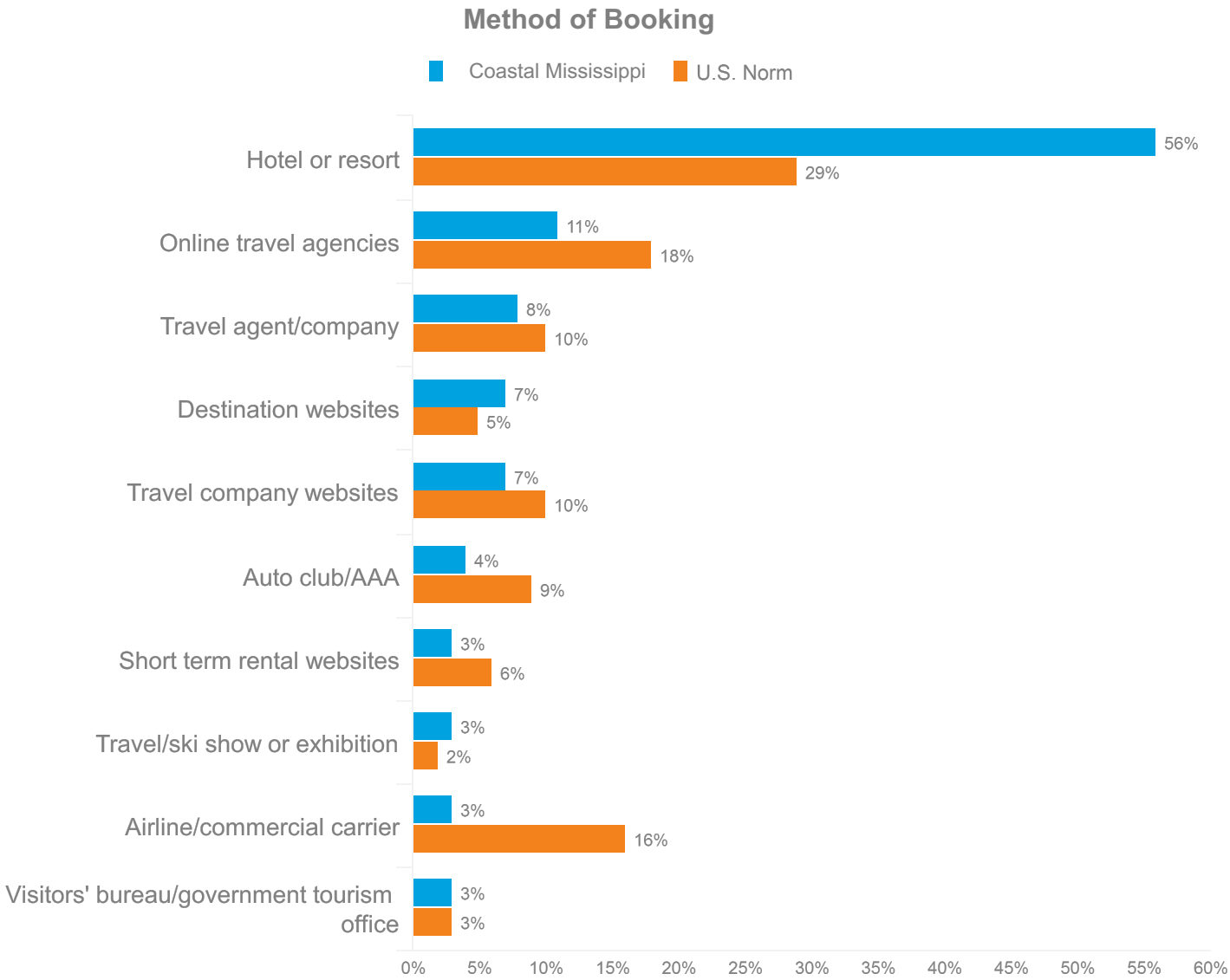


Length of Trip Planning








| | Coastal Mississippi | U.S. Norm |
|----------------------------------|---------------------|-----------|
| 1 month or less | 44% | 33% |
| 2 months | 17% | 17% |
| 3-5 months | 13% | 18% |
| 6-12 months | 8% | 14% |
| More than 1 year in advance | 5% | 4% |
| Did not plan anything in advance | 12% | 14% |

Coastal Mississippi's Overnight Trip Characteristics

Base: 2019 Overnight Person-Trips



Accommodations

| | | Coastal Mississippi | U.S. Norm |
|---|-------------------------------------|---------------------|-----------|
|  | Resort hotel | 58% | 23% |
|  | Motel | 14% | 16% |
|  | Other hotel | 13% | 22% |
|  | Home of friends or relatives | 9% | 22% |
|  | Bed & breakfast | 4% | 5% |
|  | Rented home / condo / apartment | 4% | 5% |
|  | Campground / trailer park / RV park | 3% | 4% |

Activities and Experiences (Top 10)



Activities of Special Interest (Top 5)

Coastal Mississippi

| | |
|----------------------------------|-----|
| Historic places | 22% |
| Cultural activities/Attractions | 14% |
| Exceptional Culinary Experiences | 10% |
| Brewery Tours/Beer Tasting | 5% |
| Religious Travel | 4% |






Activities of Special Interest (Top 5)

U.S. Norm






| | |
|----------------------------------|-----|
| Historic places | 21% |
| Cultural activities/Attractions | 17% |
| Exceptional Culinary Experiences | 11% |
| Brewery Tours/Beer Tasting | 7% |
| Winery Tours/Tasting | 6% |

Coastal Mississippi's Overnight Trip Characteristics

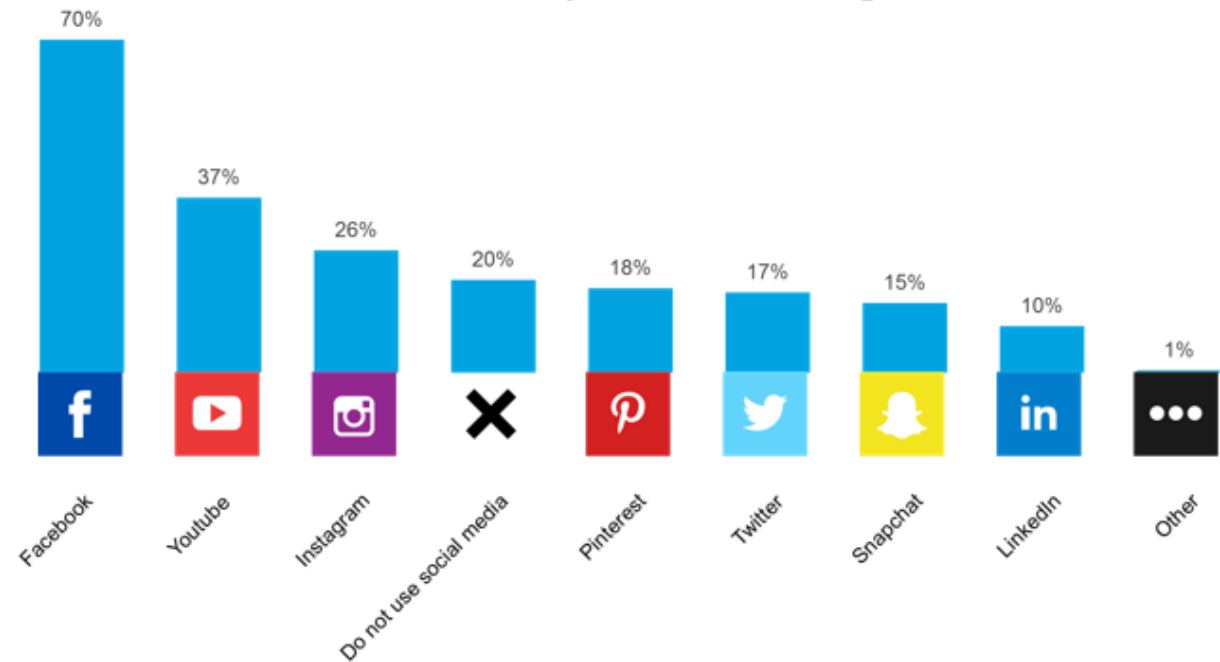
Base: 2019 Overnight Person-Trips

| | | Devices Used for Planning | | Devices Used During Trip | |
|---|-----------------------|---------------------------|-----------|--------------------------|-----------|
| | | Coastal Mississippi | U.S. Norm | Coastal Mississippi | U.S. Norm |
|  | Used any device | 86% | 84% | 77% | 79% |
|  | Laptop | 35% | 39% | 22% | 26% |
|  | Smartphone | 34% | 30% | 61% | 63% |
|  | Desktop/Home computer | 32% | 38% | 0% | 0% |
|  | Tablet | 18% | 14% | 24% | 22% |



















Online Social Media Use by Travelers

| | Coastal Mississippi | U.S. Norm |
|--|---------------------|-----------|
|  Used any social media | 48% | 55% |
|  Shared travel stories/photos/videos on social media | 16% | 24% |
|  Followed a destination on social media | 16% | 12% |
|  Read online travel reviews that influenced my travel decisions | 16% | 22% |
|  Saw a video or photo on social media that inspired me to visit | 12% | 14% |

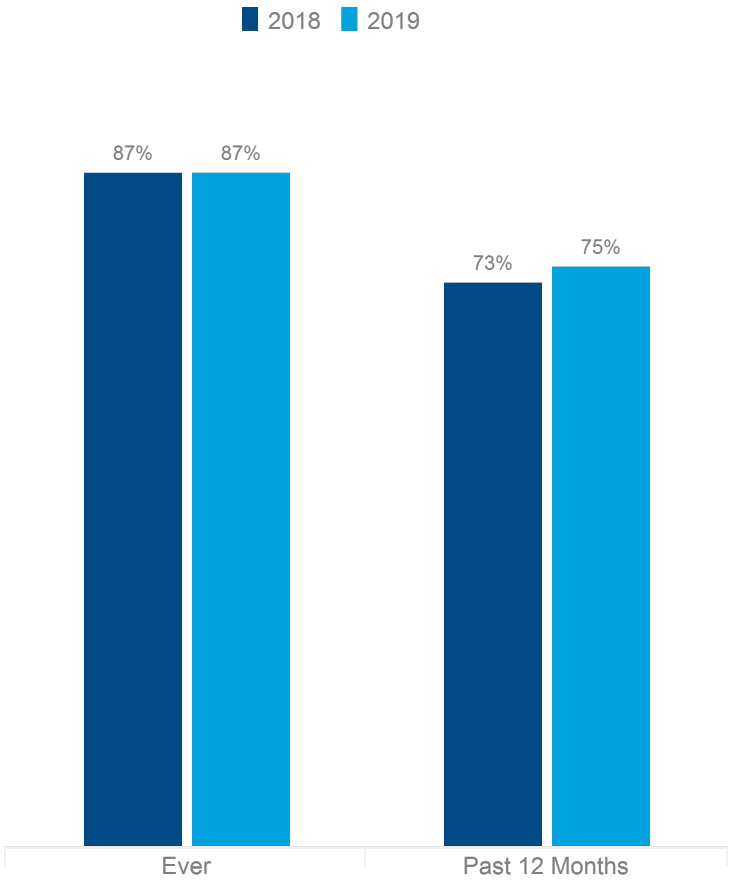
Social media platforms used in general



% Very Satisfied with Trip

| | | | |
|---|-------------------------------|--|-----|
|  | Overall trip experience |  | 75% |
|  | Friendliness of people |  | 73% |
|  | Safety and Security |  | 72% |
|  | Quality of accommodations |  | 69% |
|  | Quality of food |  | 68% |
|  | Value for money |  | 65% |
|  | Cleanliness |  | 65% |
|  | Sightseeing and attractions |  | 54% |
|  | Music/nightlife/entertainment |  | 49% |

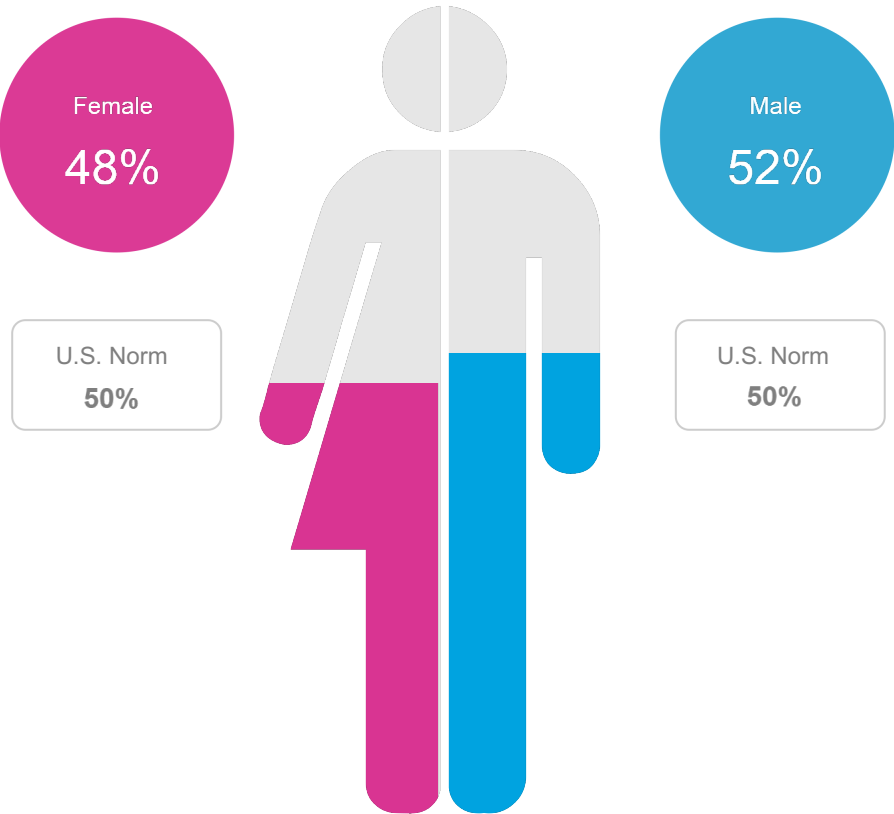
Past Visitation to Coastal Mississippi



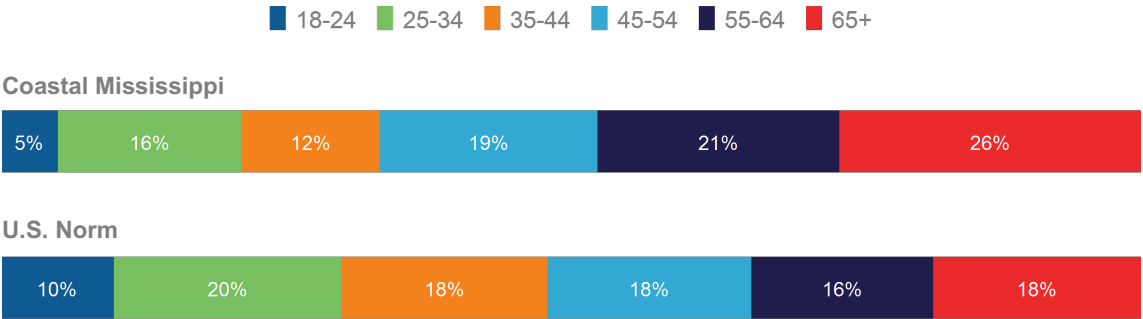
Demographic Profile of Overnight Coastal Mississippi Visitors

Base: 2019 Overnight Person-Trips

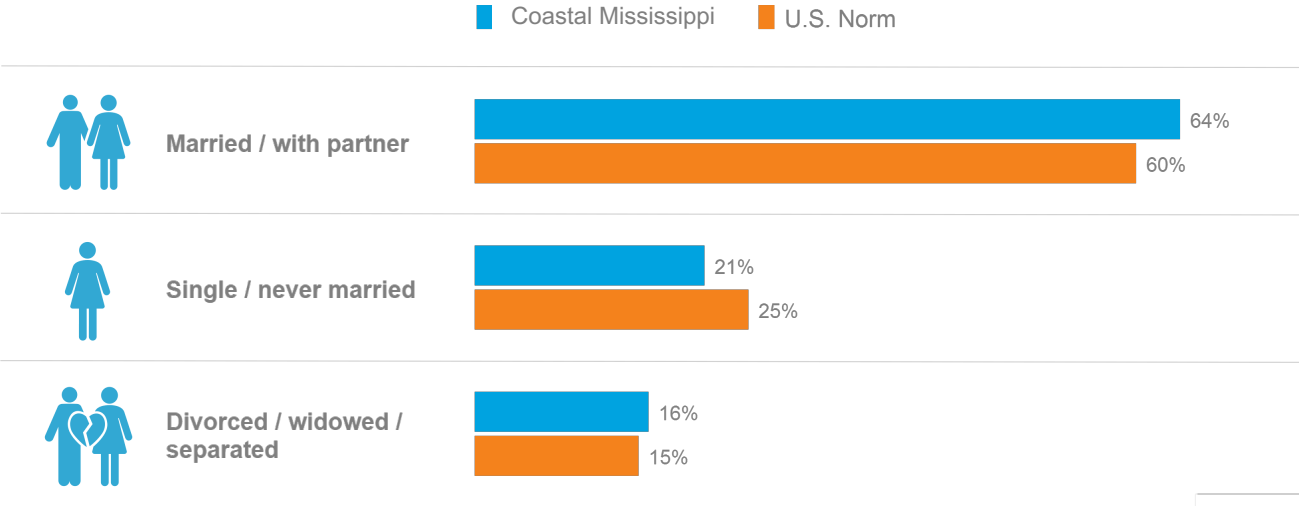
Gender



Age



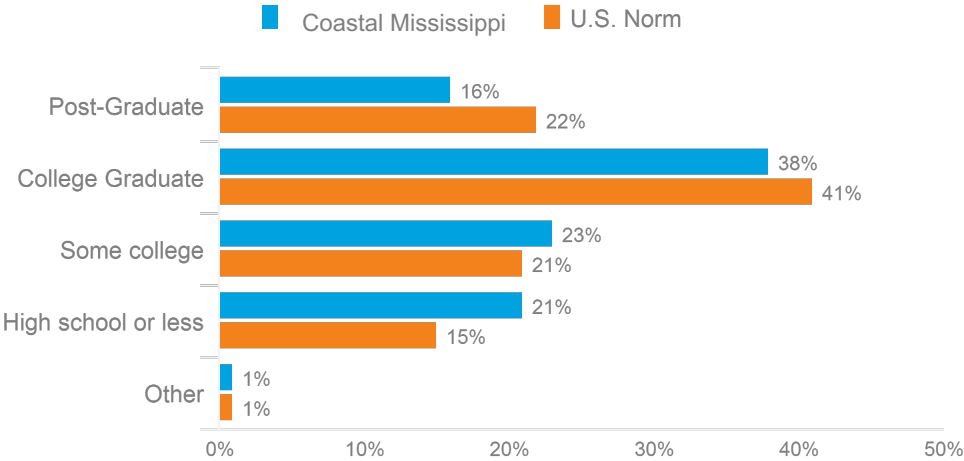
Marital Status



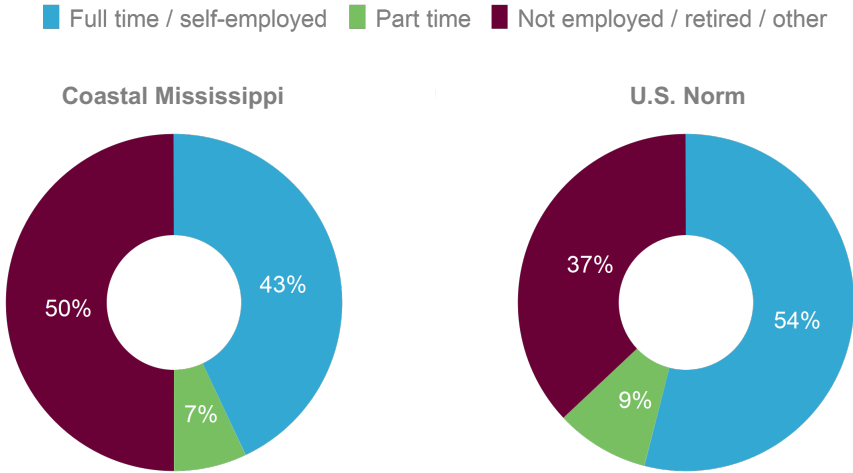
Demographic Profile of Overnight Coastal Mississippi Visitors

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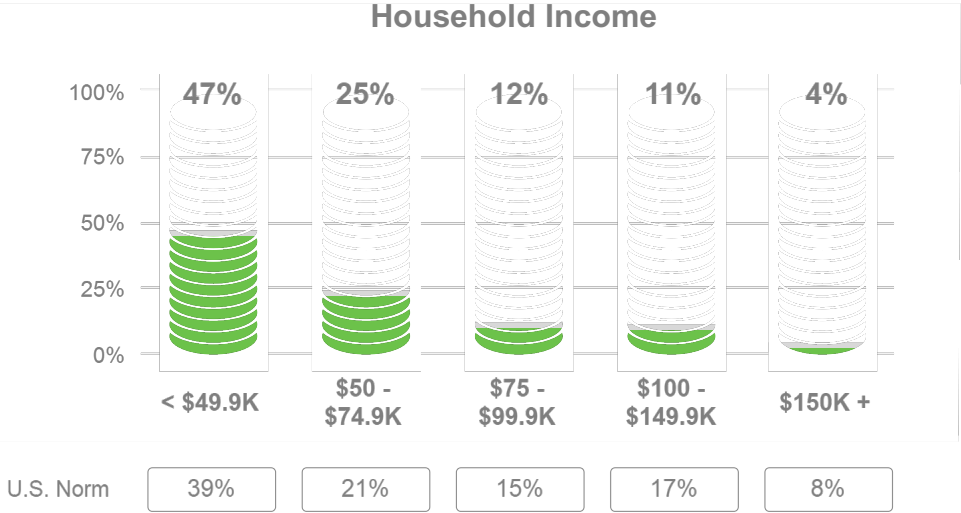
Education



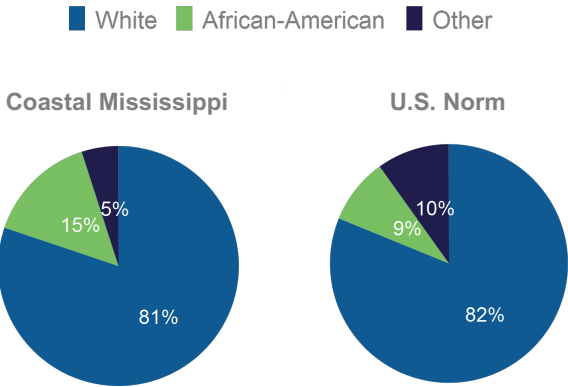
Employment



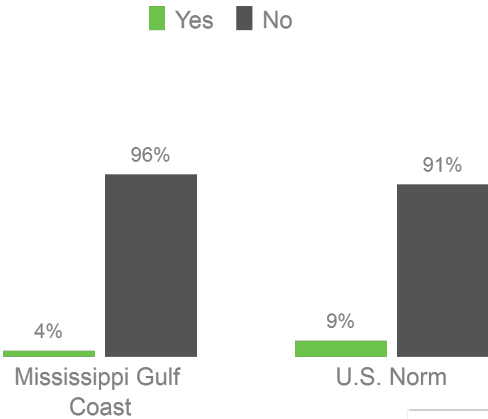
Household Income



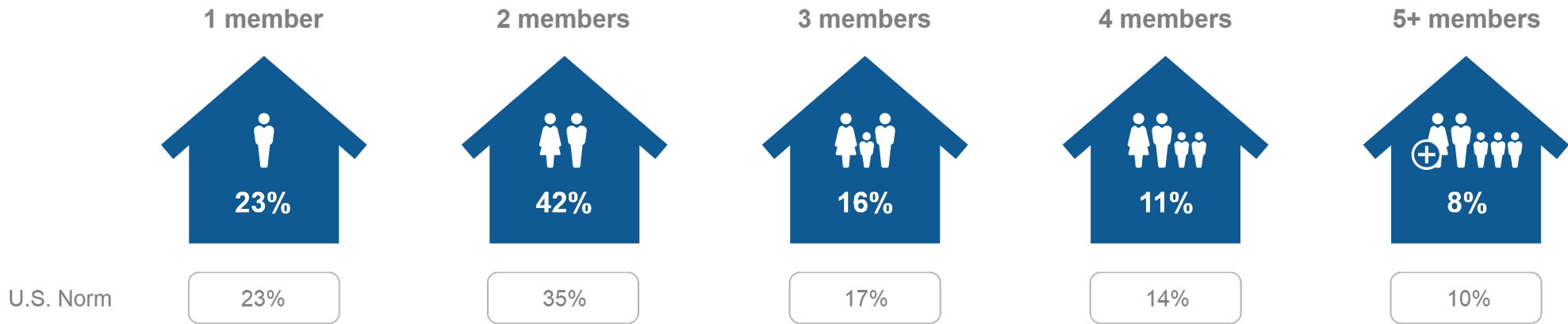
Race



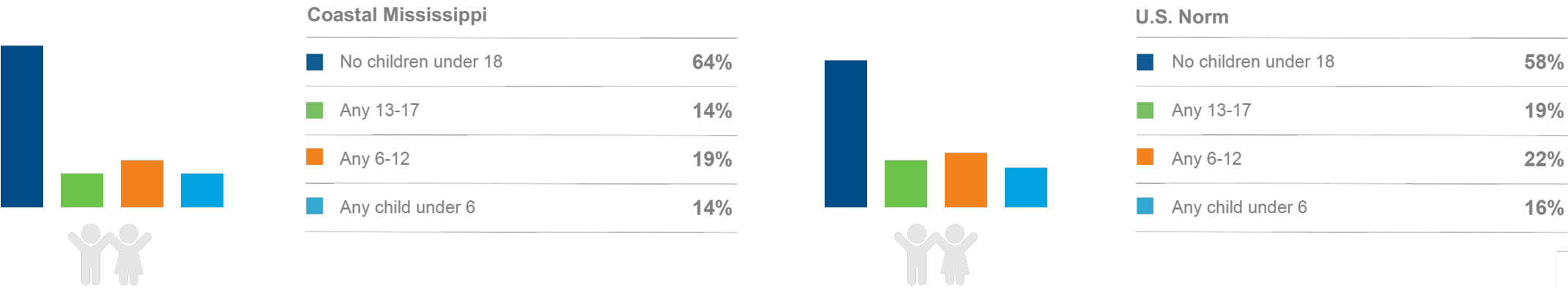
Hispanic Background



Household Size



Children in Household





Travel USA Visitor Profile

Day Visitation

2018/2019

coastal
MISSISSIPPI
The Secret Coast

Introduction

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- 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.
- A day trip in Travel USA® is defined as any journey for business or pleasure outside of a respondent's community not part of their normal routine that does not include an overnight stay.
- The visitor profile data for this portion of the report is drawn directly from the survey and is a combination of 2018 and 2019 trips. This is to ensure a sufficient sample base for reliable results.
- However, visitor volumes, expenditures, and seasonality of trip represent 2019 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:

Selected to be representative of the U.S. adult population

For Coastal Mississippi, the following sample was achieved by combining data from 2018 and 2019:

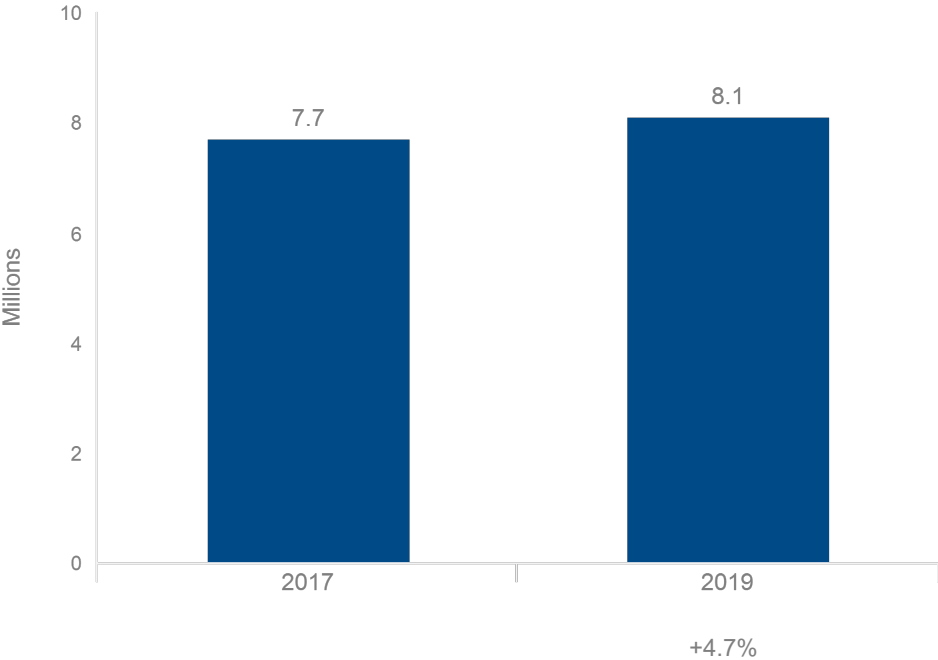


Day Base Size

605

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



Total Size of Coastal Mississippi Day Domestic Travel Market

Total Person-Trips
14.2 Million
+5.1% v. 2017

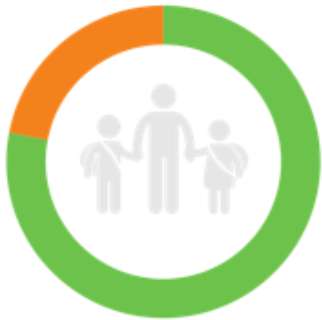


Day
57% 8.1 Million

Overnight
43% 6.1 Million

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

Total Day Person-Trips
8.1 Million



Adults
78% | 6.3 Million

Children
22% | 1.8 Million

Coastal Mississippi's Day Trip Expenditures

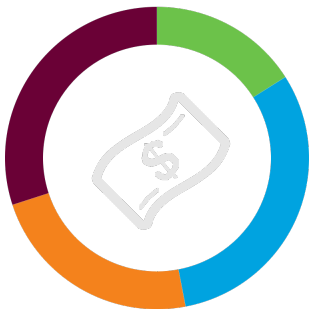
Base: 2019 Day Person-Trips

Domestic Day Expenditures - by Sector

Total Spending

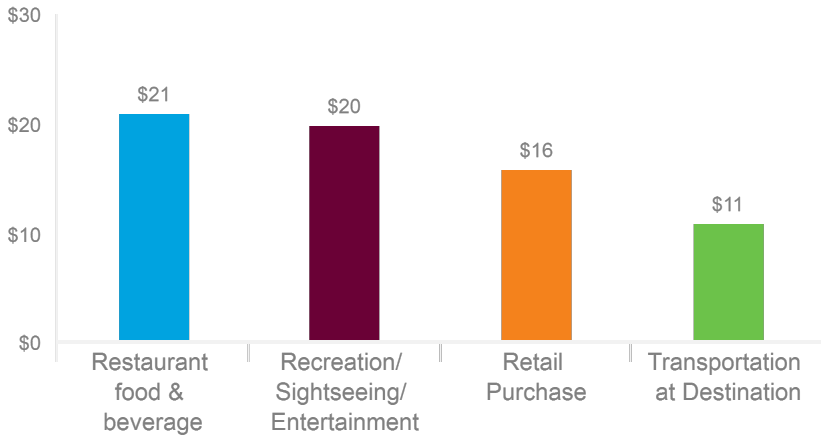
\$553 Million

+9.9% v. 2017



- Transportation at Destination
16% | \$88 Million
- Restaurant Food & Beverage
31% | \$172 Million
- Retail Purchase
23% | \$129 Million
- Recreation/Entertainment
30% | \$164 Million

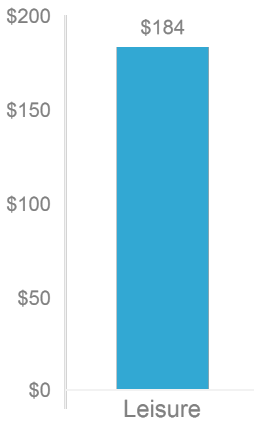
Average Per Person Expenditures on Domestic Day Trips - by Sector



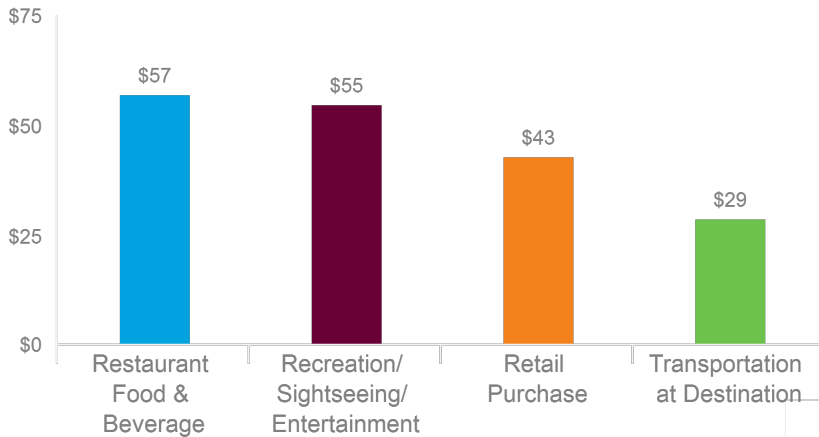
Average Per Person Expenditures on Domestic Day Trips - by Trip Purpose



Average Per Party Expenditures on Domestic Day Trips - by Trip Purpose



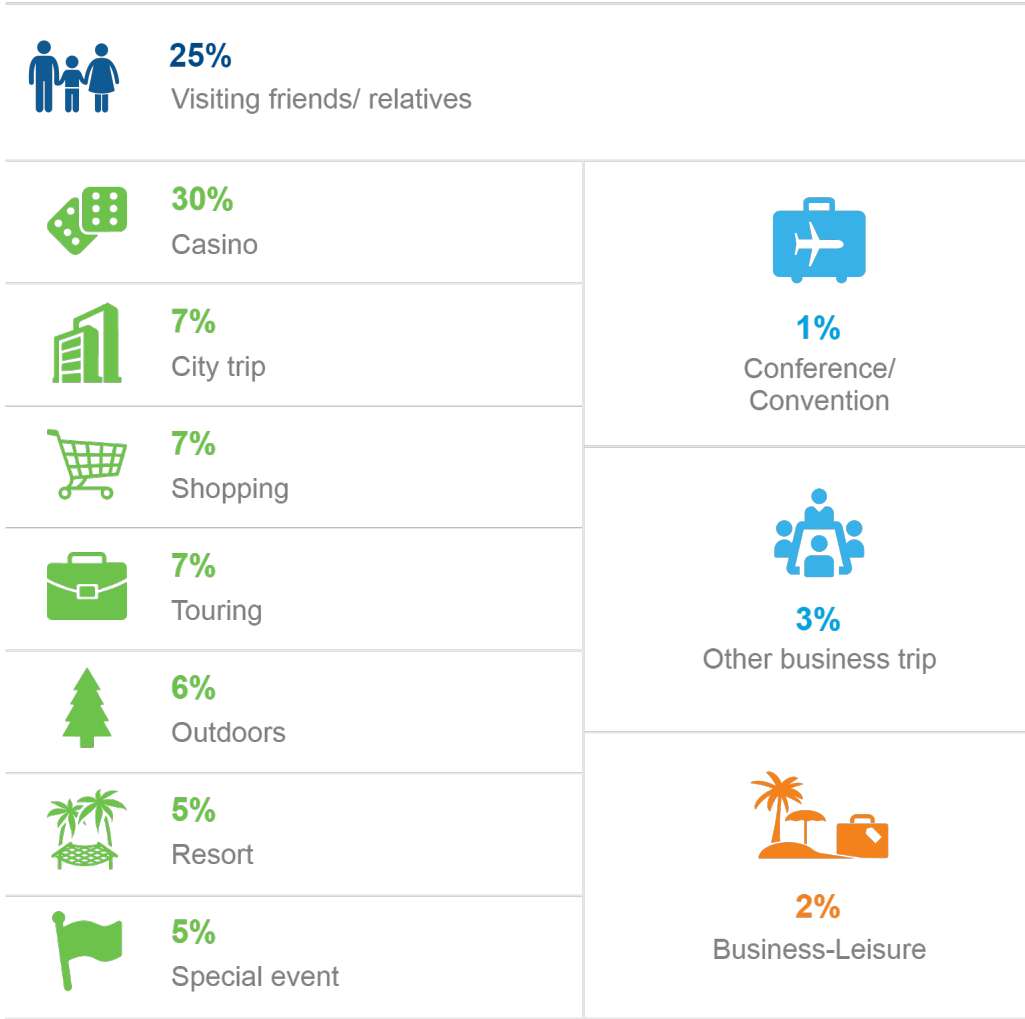
Average Per Party Expenditures on Domestic Day Trips - by Sector



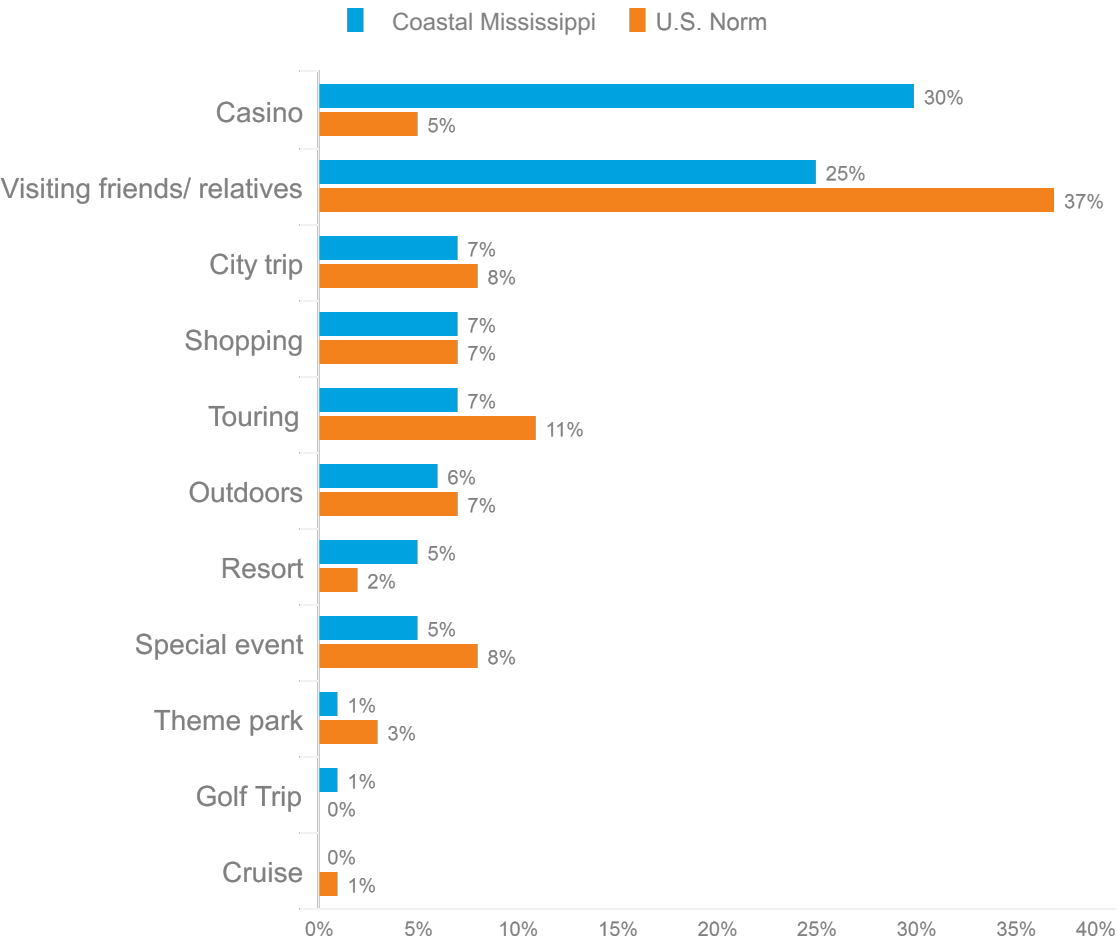
Coastal Mississippi's Day Trip Characteristics

Base: 2018/2019 Day Person-Trips

Main Purpose of Trip



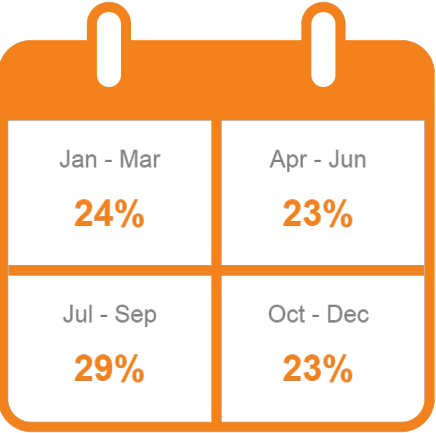
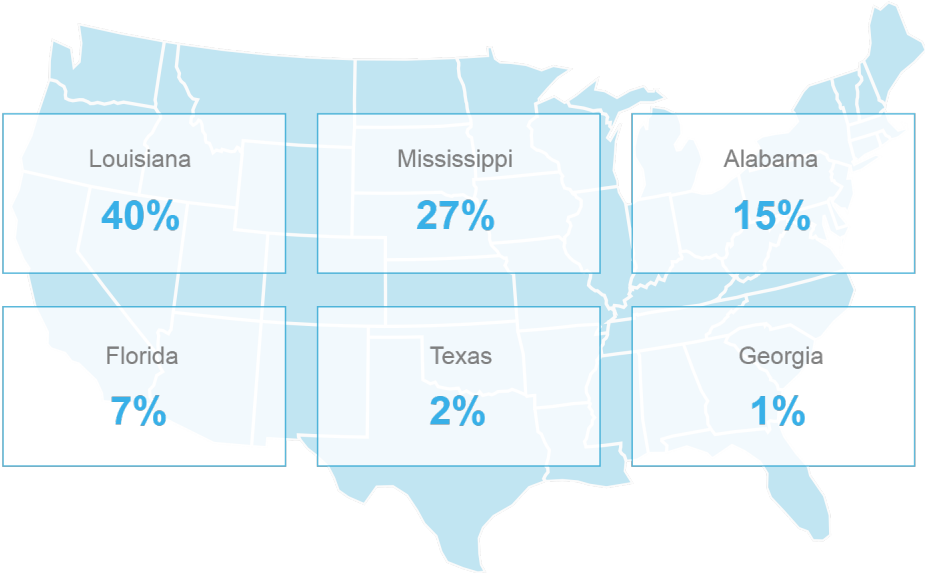
Main Purpose of Leisure Trip



Coastal Mississippi's Day Trip Characteristics

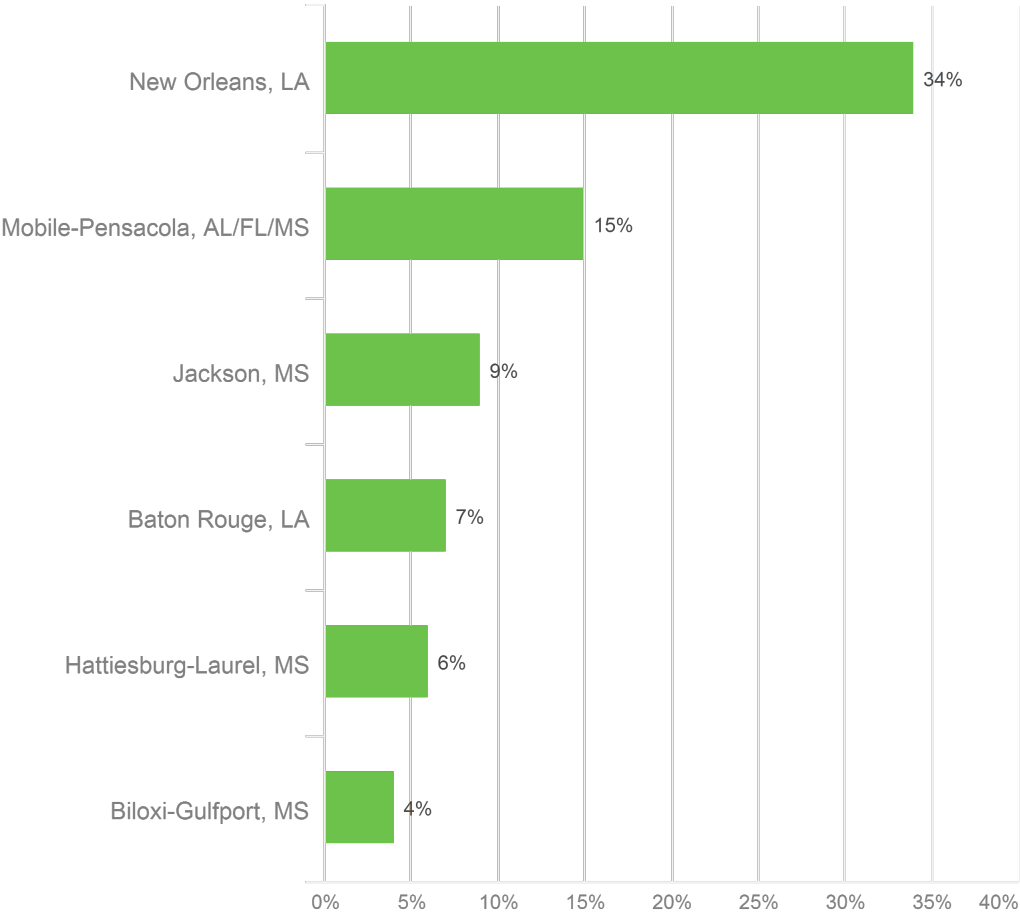
Base: 2018/2019 Day Person-Trips

State Origin Of Trip



Season of Trip
Total Day Person-Trips
Data is for 2019 only

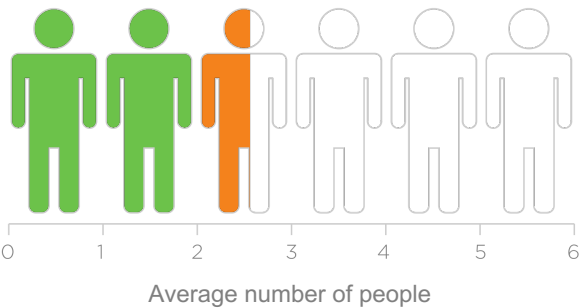
DMA Origin Of Trip



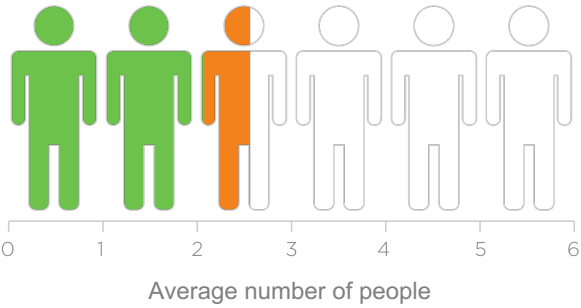
Size of Travel Party

Adults Children

Coastal Mississippi

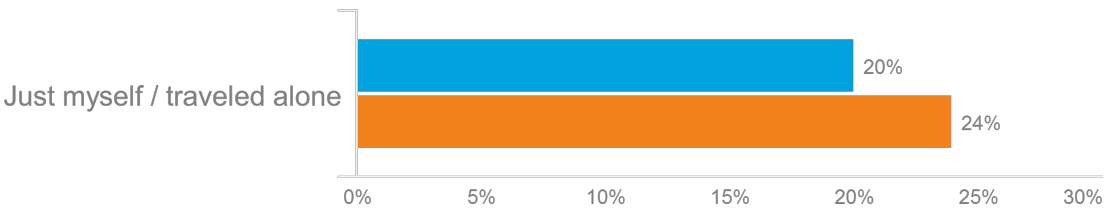


U.S. Norm



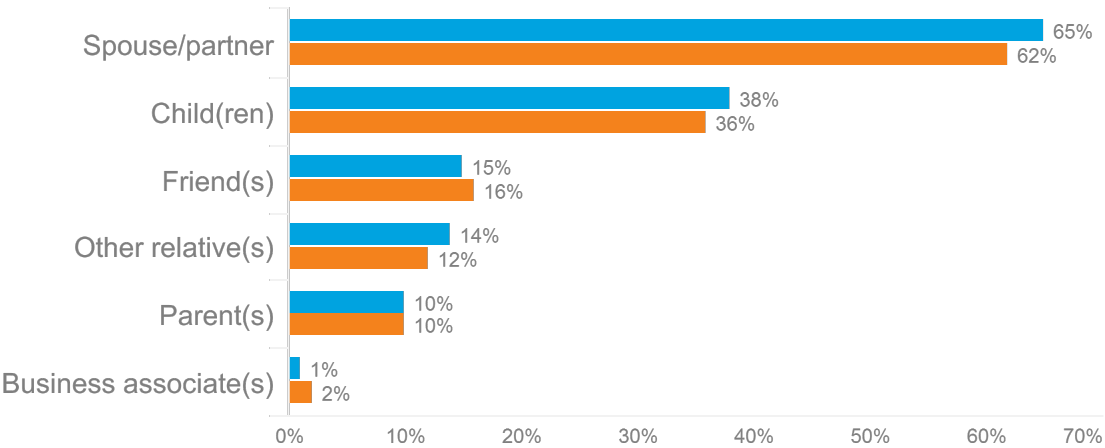
Percent Who Traveled Alone

Coastal Mississippi U.S. Norm

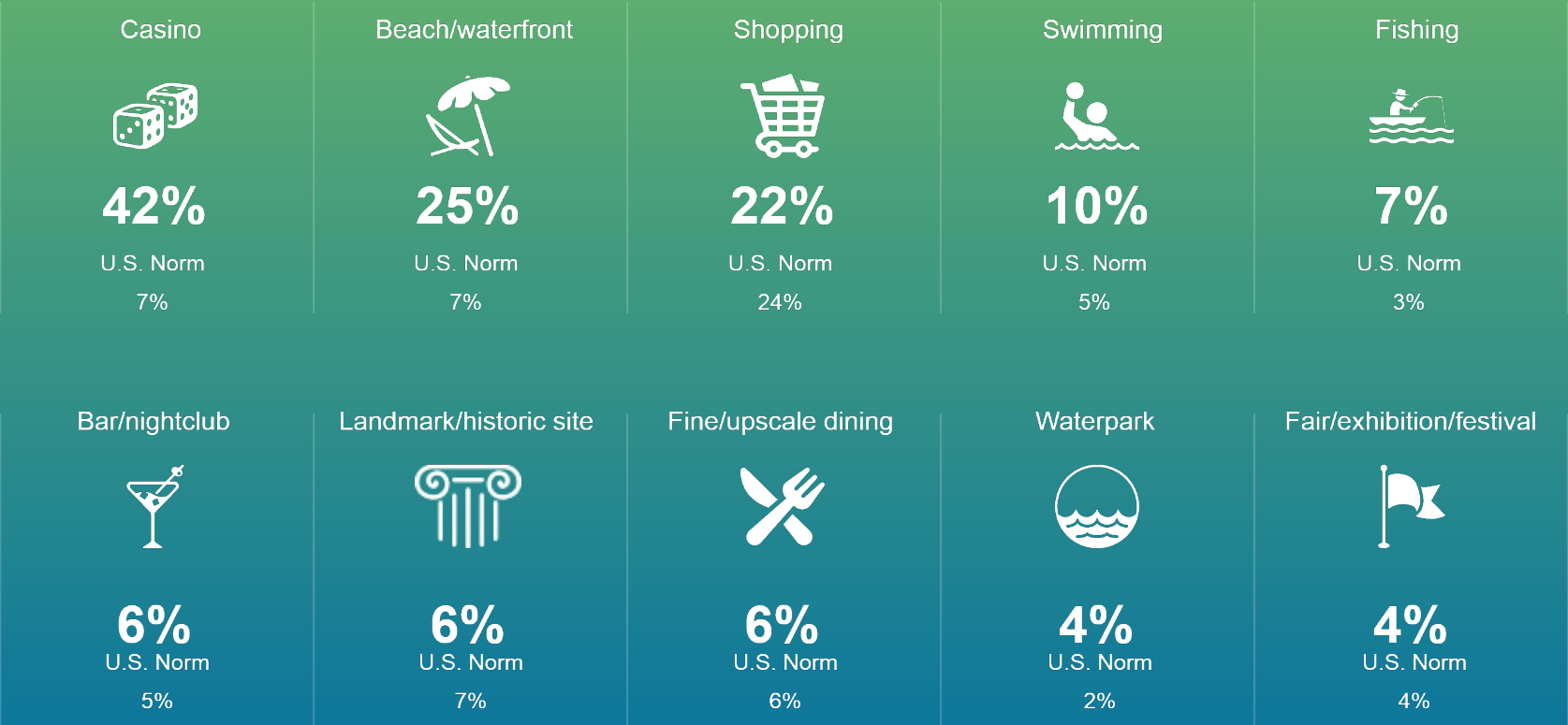


Composition of Immediate Travel Party

Coastal Mississippi U.S. Norm



Activities and Experiences (Top 10)



Activities of Special Interest (Top 5)

Coastal Mississippi






| | |
|----------------------------------|-----|
| Historic places | 16% |
| Exceptional Culinary Experiences | 12% |
| Cultural activities/Attractions | 12% |
| Eco-tourism | 5% |
| Wedding | 4% |

Activities of Special Interest (Top 5)

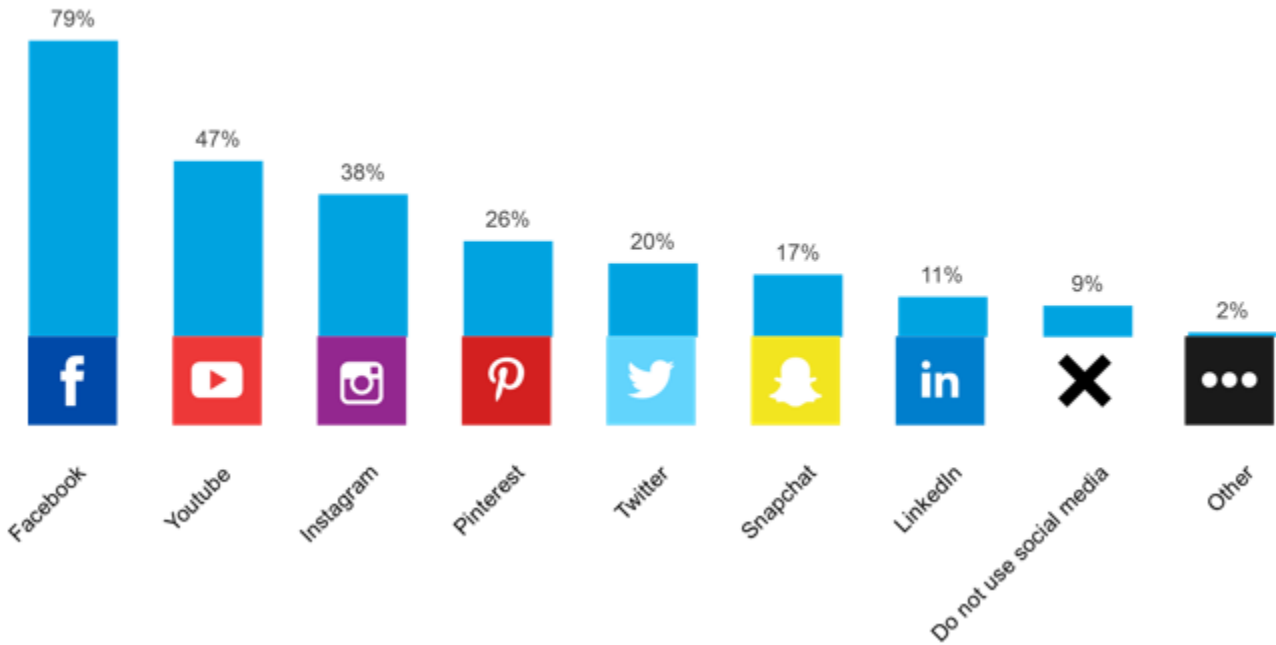
U.S. Norm

| | |
|----------------------------------|-----|
| Historic places | 17% |
| Cultural activities/Attractions | 13% |
| Exceptional Culinary Experiences | 7% |
| Brewery Tours/Beer Tasting | 5% |
| Winery Tours/Tasting | 5% |

Online Social Media Use by Travelers

| | Coastal Mississippi | U.S. Norm |
|---|---------------------|-----------|
|  Used any social media | 55% | 57% |
|  Shared travel stories/photos/videos on social media | 20% | 24% |
|  Read online travel reviews that influenced my travel decisions | 18% | 23% |
|  Saw a video or photo on social media that inspired me to visit | 17% | 16% |
|  Followed a destination on social media | 16% | 12% |

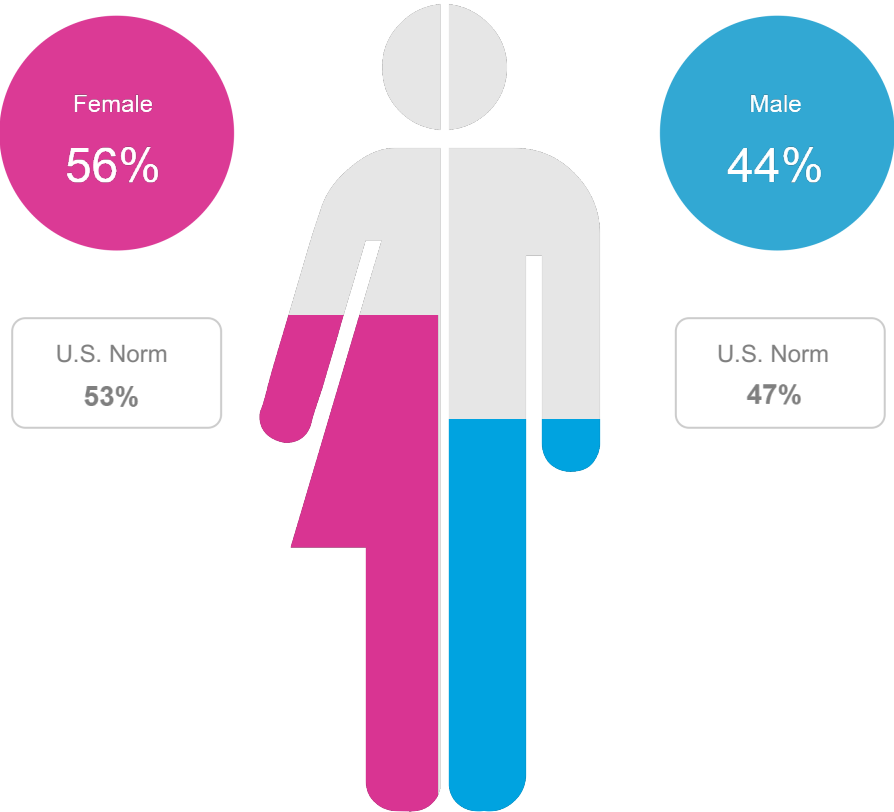
Social media platforms used in general



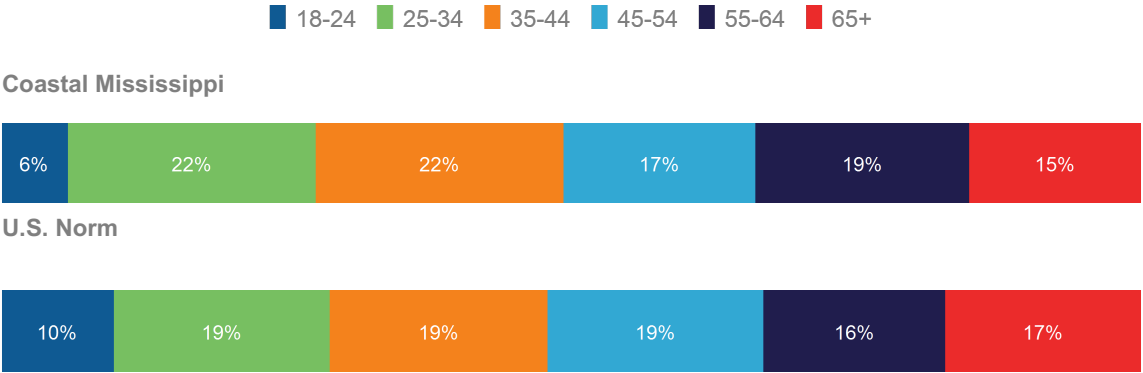
Demographic Profile of Day Coastal Mississippi Visitors

Base: 2018/2019 Day Person-Trips

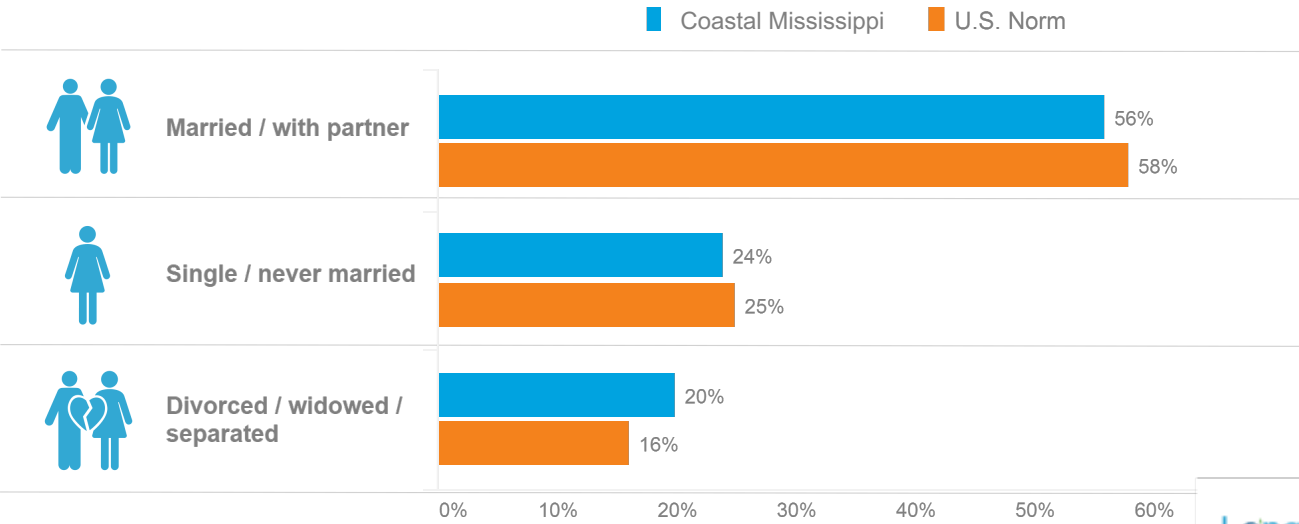
Gender



Age



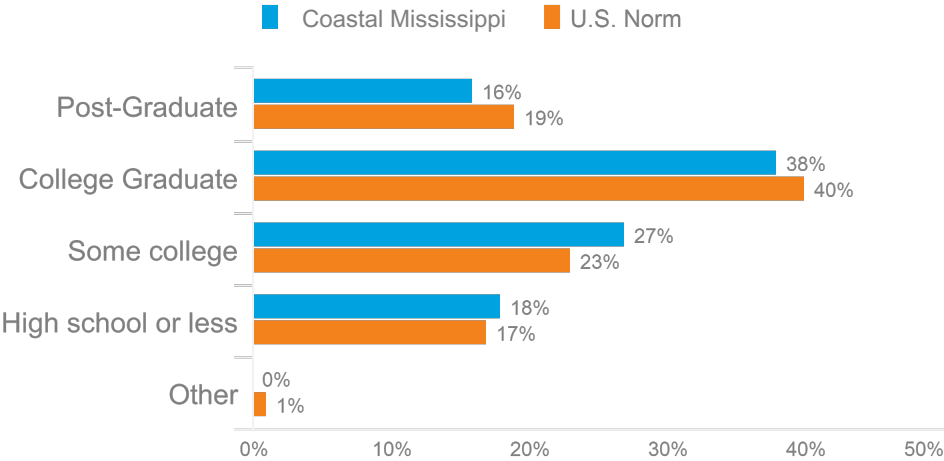
Marital Status



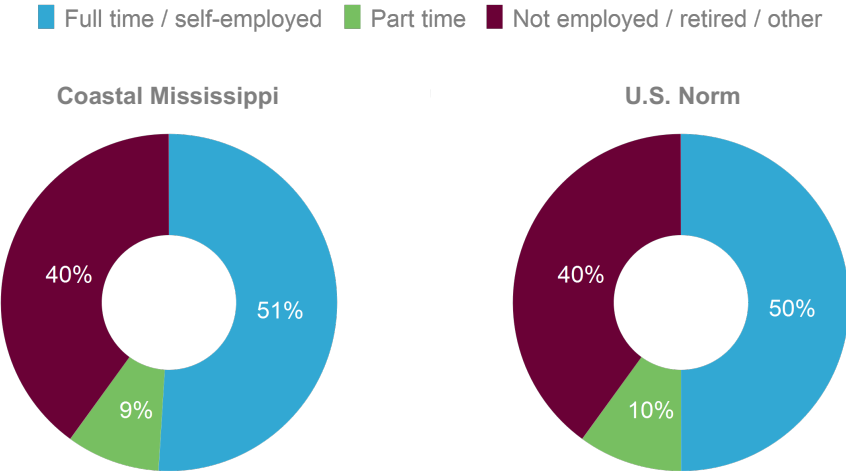
Demographic Profile of Day Coastal Mississippi Visitors

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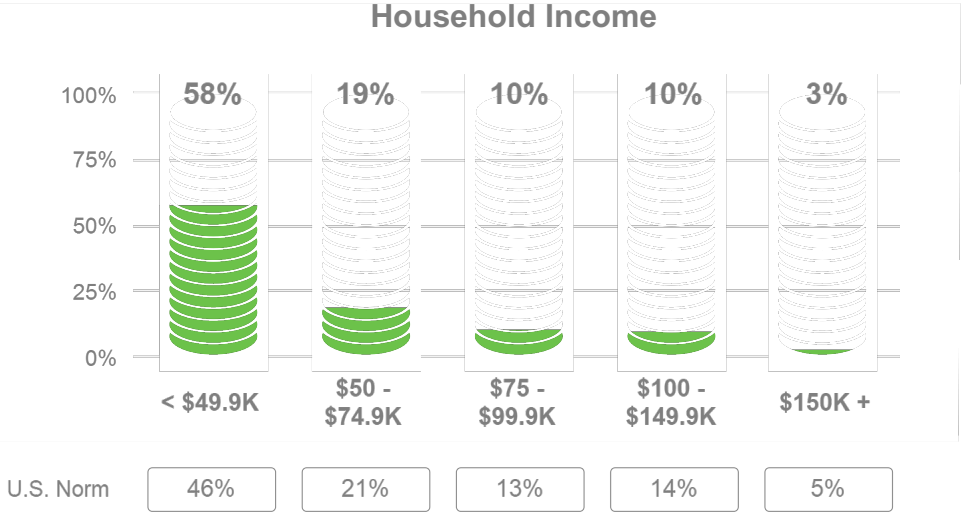
Education



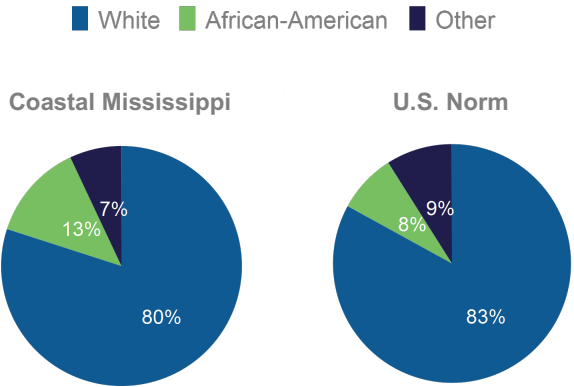
Employment



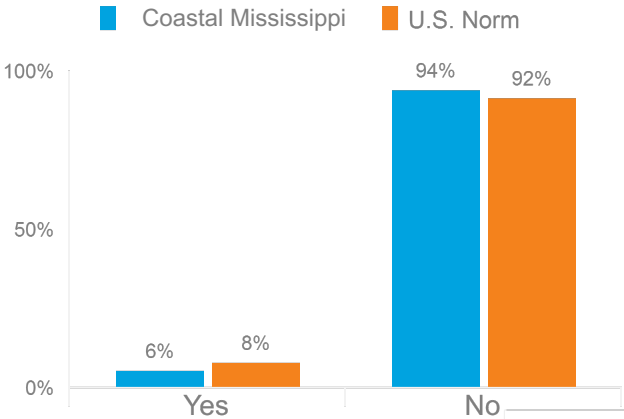
Household Income



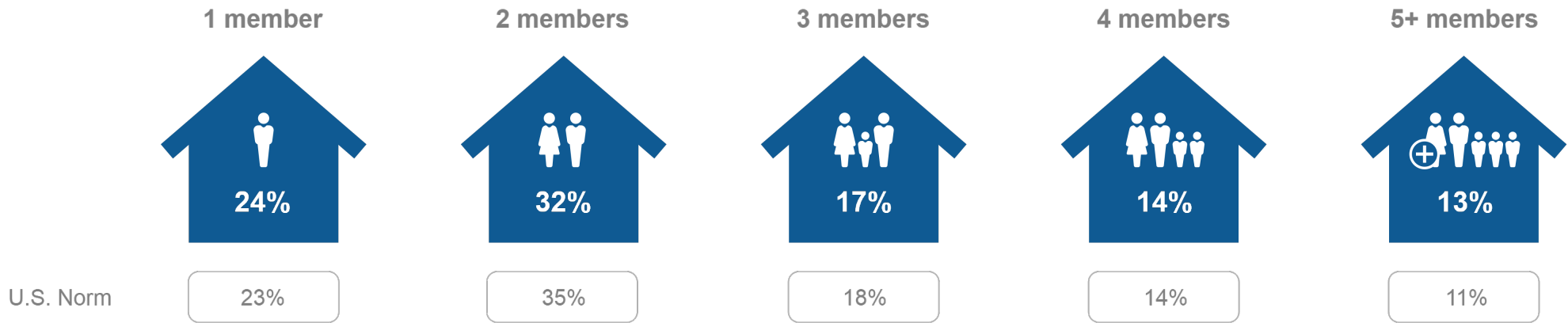
Race



Hispanic Background



Household Size



Children in Household

