Background and Methodology

Online survey conducted on behalf of the Mississippi Development Authority by DPA.

- Fielded between April 22 and May 5, 2015.
- 10 minutes to complete.
- Representative of the geographic area under study in terms of age and sex, and balanced to reflect the proper proportion of households in and around Mississippi.

2,026 Respondents were drawn from states and DMAs within a 500-mile radius of Mississippi.

- Target DMAs included Baton Rouge, Birmingham, Memphis, Mobile-Pensacola, and New Orleans (approximately 250 interviews were conducted among residents of each of these DMAs).
- Other regions sampled included Mississippi residents (253 interviews among those outside the DMAs above), the remainder of the 250 mile radius around Mississippi (that is, not in a designated DMA, 263 interviews), and the 251-500 mile radius around Mississippi (251 interviews).

In order to qualify for the survey, respondents were required to:

- Reside in a target region as described above;
- Be over the age of 18;
- Participate in travel decisions in their household; and
- Not work in an industry that could create a conflict of interest.
Profile of Mississippi Leisure Travelers
On average, residents of the target market take about 4 overnight and 4 day trips per year.

**Average Number of Leisure Trips Since April 2014**
(n=2,026)

<table>
<thead>
<tr>
<th></th>
<th>Average # of Day Trips</th>
<th>Average # of Overnight Trips</th>
</tr>
</thead>
<tbody>
<tr>
<td>MS Travelers [a]</td>
<td>6.1 b</td>
<td>5.9 b</td>
</tr>
<tr>
<td>Non-travelers [b]</td>
<td>3.9</td>
<td>3.3</td>
</tr>
</tbody>
</table>

Q1. Over the past twelve months, that is, since April of 2014, how many vacations, weekend getaways, leisure or personal trips, if any, have you taken to destinations that included at least one overnight stay?
Q2. Since April of 2014, how many times did you travel at least 50 miles away from your home for a vacation, weekend getaway, leisure or personal trip, on which you did not stay overnight?
Q6. How many trips for leisure (vacations, weekend getaway, other personal reasons) did you [take to Mississippi / take within Mississippi that were 50 miles or more away from your home] in the past 12 months (since April of 2014)? ab indicates significance at the 95% confidence level.
Three out of ten target market residents have at least considered traveling to Mississippi in the past year (30%).

**Destination Consideration and Travel**

(n=2,026)

- **Have visited since April 2014**
- **Have considered, but have not visited**

<table>
<thead>
<tr>
<th>State</th>
<th>Visited (%)</th>
<th>Considered (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Florida</td>
<td>38%</td>
<td>39%</td>
</tr>
<tr>
<td>Tennessee</td>
<td>20%</td>
<td>29%</td>
</tr>
<tr>
<td>Texas</td>
<td>16%</td>
<td>27%</td>
</tr>
<tr>
<td>Georgia</td>
<td>19%</td>
<td>22%</td>
</tr>
<tr>
<td>Louisiana</td>
<td>16%</td>
<td>23%</td>
</tr>
<tr>
<td>Alabama</td>
<td>14%</td>
<td>17%</td>
</tr>
<tr>
<td>Kentucky</td>
<td>11%</td>
<td>20%</td>
</tr>
<tr>
<td>Illinois</td>
<td>14%</td>
<td>16%</td>
</tr>
<tr>
<td>Mississippi</td>
<td>14%</td>
<td>15%</td>
</tr>
<tr>
<td>Missouri</td>
<td>10%</td>
<td>17%</td>
</tr>
<tr>
<td>Arkansas</td>
<td>7%</td>
<td>13%</td>
</tr>
</tbody>
</table>

**Average # of trips: 2.8***

---

Q4. Over the past twelve months, that is, since April of 2014, which of the following U.S. states, if any, have you been to or considered going to for a leisure trip or vacation, whether or not you actually took a vacation there?

Q6. How many trips for leisure did you take [to Mississippi / within Mississippi that were 50+ miles away from home] since April 2014?

* Among Mississippi leisure travelers / ** 50+ miles away from their home if a Mississippi resident.

ab indicates significance at the 95% confidence level.
Friends and relatives are, by far, the most common sources of information about traveling to Mississippi, followed by online searches.

### Most Common Information Sources Used in Trip Planning
Among Mississippi Leisure Travelers
(n=617)

- Friends/relatives: 40%
- General internet searches: 29%
- Websites for a specific city, region, or other part of the state: 18%
- Auto/travel club brochures/books: 8%
- Mississippi Tourism Division website/VisitMississippi.org: 7%
- TV advertising: 6%
- Social media postings by family or friends: 4%
- Newspaper advertising: 4%
- Magazine articles: 4%
- Travel guides (Fodor's, Frommer's): 3%
- Radio advertising: 3%

### Most Helpful Information Source
Among Mississippi Leisure Travelers Who Used a Trip Planning Source
(n=451)

- Planning Resources: 37%
- Resources: 22%
- Travel Guides: 11%
- Auto/travel club brochures/books: 6%
- Mississippi Tourism Division website/VisitMississippi.org: 4%
- TV advertising: 3%
- Social media postings by family or friends: 2%
- Newspaper advertising: <0.5%
- Magazine articles: 1%
- Travel guides (Fodor's, Frommer's): 1%
- Radio advertising: 1%

Additional trip planning resources used by 2% or less of visitors include: magazine advertising, radio shows, newspaper articles, travel club materials, local chambers of commerce, TV shows, social media ads, and MississippiHomecoming.com.

Q7. On your LAST leisure trip to Mississippi / On your LAST leisure trip within Mississippi that was 50 miles or more away from your home, what sources did you use for information about the destination?

Q8. Which ONE information source was the MOST helpful for your last trip [to / 50 miles or more away from your home within] Mississippi? (Please select only one source.)
Travelers typically plan their Mississippi vacations shortly before leaving home.

Q17. When did you start planning your most recent leisure trip [to / 50 miles or more away from your home in] Mississippi?

### Mississippi Trip Planning
Among Mississippi Leisure Travelers (n=591)

- **A week or less before the trip**: 24%
- **2 to 3 weeks before the trip**: 29%
- **1 to 2 months before the trip**: 25%
- **3 to 4 months before the trip**: 17%
- **More than 4 months before the trip**: 4%
- **Not sure**: 2%

**Timing of Trip Planning**
- 24% planned the trip a week or less before
- 29% planned the trip 2 to 3 weeks before
- 25% planned the trip 1 to 2 months before
- 17% planned the trip 3 to 4 months before
- 4% planned the trip more than 4 months before
- 2% were not sure when they started planning
Gaming and visiting friends and relatives are the primary drivers of travel to and within the state.

### Primary Purpose of Mississippi Trip

*Among Mississippi Leisure Travelers (n=591)*

<table>
<thead>
<tr>
<th>Purpose</th>
<th>MS Residents*</th>
<th>Non-residents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Casino gaming</td>
<td>25%</td>
<td>10%</td>
</tr>
<tr>
<td>Visiting family and friends</td>
<td>24%</td>
<td>27% a</td>
</tr>
<tr>
<td>Just relaxing</td>
<td>11%</td>
<td>11%</td>
</tr>
<tr>
<td>A driving or touring trip to see the sights</td>
<td>10%</td>
<td>4%</td>
</tr>
<tr>
<td>Going to beaches or swimming</td>
<td>6%</td>
<td>4%</td>
</tr>
<tr>
<td>Attending concerts, theater</td>
<td>3%</td>
<td>4%</td>
</tr>
<tr>
<td>Shopping</td>
<td>3%</td>
<td>5%</td>
</tr>
<tr>
<td>Family fun or children's activities</td>
<td>3%</td>
<td>9% b</td>
</tr>
<tr>
<td>Experiencing cultural activities (arts/museums, etc.)</td>
<td>3%</td>
<td>9% b</td>
</tr>
<tr>
<td>Participating in outdoor activities</td>
<td>2%</td>
<td>4%</td>
</tr>
<tr>
<td>Dining out/enjoying local cuisine</td>
<td>2%</td>
<td>4%</td>
</tr>
<tr>
<td>Enjoying night life</td>
<td>1%</td>
<td>-</td>
</tr>
<tr>
<td>Other</td>
<td>7%</td>
<td>11%</td>
</tr>
</tbody>
</table>

Q12. What was the PRIMARY purpose of your most recent leisure trip [to Mississippi / within Mississippi that was 50 miles or more away from your home]?  
* 50+ miles away from their home if a Mississippi resident. 
ab indicates significance at the 95% confidence level.
The typical travel party consists of more than two people. Mississippi vacations are spread out relatively evenly across months and seasons.

The average leisure travel party visiting Mississippi includes 2.6 visitors.

### Month Visited Mississippi
Among Mississippi Leisure Travelers
(n=617)

<table>
<thead>
<tr>
<th>Month</th>
<th>Visited Mississippi (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>April 2014</td>
<td>14%</td>
</tr>
<tr>
<td>May 2014</td>
<td>18%</td>
</tr>
<tr>
<td>June 2014</td>
<td>18%</td>
</tr>
<tr>
<td>July 2014</td>
<td>24%</td>
</tr>
<tr>
<td>August 2014</td>
<td>17%</td>
</tr>
<tr>
<td>September 2014</td>
<td>17%</td>
</tr>
<tr>
<td>October 2014</td>
<td>20%</td>
</tr>
<tr>
<td>November 2014</td>
<td>17%</td>
</tr>
<tr>
<td>December 2014</td>
<td>16%</td>
</tr>
<tr>
<td>January 2015</td>
<td>14%</td>
</tr>
<tr>
<td>February 2015</td>
<td>18%</td>
</tr>
<tr>
<td>March 2015</td>
<td>20%</td>
</tr>
<tr>
<td>April 2015</td>
<td>16%</td>
</tr>
</tbody>
</table>

Q9. In which of the following month(s) did you [visit / travel 50 miles or more away from your home within] Mississippi on a leisure trip? (Please select all that apply. If a trip carried over into two months, please mark ONLY the month in which your trip BEGAN.)

Q16. On your most recent leisure trip [to / 50 miles or more away from your home in] Mississippi, how many people, including yourself, were in your immediate travel party? (Please include only your immediate group – not the entire motor coach tour or all relatives at a family reunion.)
Nine out of ten travelers use their own cars to get to their Mississippi destination.

<table>
<thead>
<tr>
<th>Transportation Used on Most Recent Mississippi Trip</th>
<th>Among Mississippi Leisure Travelers (n=591)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Personal car</td>
<td>87%</td>
</tr>
<tr>
<td>Rental car</td>
<td>5%</td>
</tr>
<tr>
<td>Airplane</td>
<td>4%</td>
</tr>
<tr>
<td>RV</td>
<td>1%</td>
</tr>
<tr>
<td>Personal or other type of boat</td>
<td>1%</td>
</tr>
<tr>
<td>Scheduled bus service</td>
<td>1%</td>
</tr>
<tr>
<td>Group tour by motor coach</td>
<td>1%</td>
</tr>
<tr>
<td>Motorcycle</td>
<td>&lt;0.5%</td>
</tr>
<tr>
<td>Train</td>
<td>&lt;0.5%</td>
</tr>
<tr>
<td>Other</td>
<td>&lt;0.5%</td>
</tr>
</tbody>
</table>

Q14. Which of the following types of transportation did you use to travel the most miles from your home to get to your destination on that trip?
Most Mississippi leisure travelers go to the coast.

Regions Visited on Most Recent Mississippi Trip
Among Mississippi Leisure Travelers (n=591)

- Coastal: 62%
- Capital/River: 23%
- Hills: 13%
- Delta: 9%
- Pines: 7%
- Not sure: 1%

Q11. What regions within Mississippi did you visit on your last leisure trip [there / within the state 50 miles or more away from your home]? (Please select all that apply.)
The typical overnight Mississippi leisure trip lasts two nights. Casino hotels are the most common accommodations on overnight stays.

Accommodations Used on Most Recent Mississippi Trip
Among Those Who Stayed Overnight in Mississippi
(n=445)

Casino hotel: 37%
Non-casino hotel/motel: 26%
Home of family or friends: 25%
Campground or RV park: 3%
Condominium/vacation home you rented: 2%
Country inn or B&B: 2%
Condominium/vacation home you own: <0.5%
Condominium/vacation home you borrowed: <0.5%
Other: 4%
Don't recall: <0.5%

On average, overnight visitors spent 2.2 nights in Mississippi.
Leisure travelers take advantage of many activities in Mississippi.

Q13. In what specific activities did you participate while in Mississippi for your most recent leisure trip [there / to a destination that was 50 miles or more away from your home]? (Please select as many as apply to your trip.)

- Dining out/Enjoying local cuisine: 54%
- Just relaxing: 39%
- Casino gaming: 36%
- Visiting family and friends: 32%
- A driving or touring trip to see the sights: 31%
- Shopping: 30%
- Enjoying the night life: 16%
- Family fun or children's activities: 13%
- Going to beaches or swimming: 13%
- Attending concerts, theater, museums, historical sites: 12%
- Experiencing cultural activities: 10%
- Participating in outdoor activities: 8%
- Other: 5%
One-quarter of travelers stop at a Welcome Center.

Those who stop at a Welcome Center are more likely than those who do not to say they would recommend a leisure visit to Mississippi (95% vs. 83%).

**Mississippi Welcome Center Utilization**
Among Mississippi Leisure Travelers (n=591)

- % Who Stop at Welcome Centers: 24%
- % Who Do Not Stop at Welcome Centers: 76%

**MS Residents**
- 10%

**Non-Residents**
- 26%

Q19. Did you stop at a Mississippi Welcome Center during your most recent leisure trip [to / 50 or more miles away from your home in] Mississippi?

ab indicates significance at the 95% confidence level.

* 50+ miles away from their home if a Mississippi resident.
The typical travel party spends about $550 on Mississippi leisure trips; the largest share of spending is on gaming.

### Average Spending in Mississippi
Among Mississippi Leisure Travelers

<table>
<thead>
<tr>
<th>Category</th>
<th>(n=591)</th>
<th>% of Spending</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gaming (ONLY gaming expenses)</td>
<td>$179</td>
<td>33%</td>
</tr>
<tr>
<td>Food and Beverages (restaurant meals, snacks, groceries, beer/wine/liquor)</td>
<td>$110</td>
<td>20%</td>
</tr>
<tr>
<td>Lodging &amp; Accommodations <em>(Before taxes)</em></td>
<td>$94</td>
<td>17%</td>
</tr>
<tr>
<td>Shopping (souvenirs, clothing, household items)</td>
<td>$70</td>
<td>13%</td>
</tr>
<tr>
<td>Transportation (Gasoline; parking; train, bus, or taxi fares) <em>purchased in Mississippi</em></td>
<td>$57</td>
<td>10%</td>
</tr>
<tr>
<td>Recreation or Entertainment (activities; tours, historical sites, museums; performances; sporting events)</td>
<td>$31</td>
<td>6%</td>
</tr>
<tr>
<td>Car Rental <em>rented</em> in Mississippi</td>
<td>$2</td>
<td>0%</td>
</tr>
<tr>
<td>All other expenses</td>
<td>$6</td>
<td>1%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>$547</strong></td>
<td></td>
</tr>
</tbody>
</table>
Almost all Mississippi travelers are pleased with their trips to the state.

Satisfaction With Leisure Trips to Mississippi
Among Mississippi Leisure Travelers (n=591)

- Extremely pleased: 36%
- Very pleased: 51%
- Somewhat pleased: 12%
- Somewhat displeased: 1%
- Very displeased: *
- Not sure: *1%

Q20. Overall, how pleased are you with your most recent leisure trip [to / 50 or more miles away from your home in] Mississippi?
* <.5%
Nearly all Mississippi travelers would be willing to recommend the state as a leisure travel destination.

**Likelihood to Recommend Mississippi**

Among Mississippi Leisure Travelers (n=591)

- Definitely would recommend: 56%
- Probably would recommend: 30%
- Might or might not recommend: 13%
- Probably would not recommend: 1%

Q21. How likely will you be to recommend a leisure visit in Mississippi to your friends?
Those who have recently traveled in Mississippi are much more likely than those who have not to be receptive to additional leisure trips in the state.

Q22. How likely is it that you will travel [to / 50 or more miles away from your home within] Mississippi during the remainder of this year? Would you say you…

<table>
<thead>
<tr>
<th>Plans to Return to Mississippi</th>
<th>Mississippi Visitors (n=591)</th>
<th>Non-Visitors (n=1435)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Already have specific plans</td>
<td>33%</td>
<td>2%</td>
</tr>
<tr>
<td>Definitely will travel</td>
<td>34%</td>
<td>6%</td>
</tr>
<tr>
<td>Probably will travel</td>
<td>16%</td>
<td>7%</td>
</tr>
<tr>
<td>Might or might not travel</td>
<td>8%</td>
<td>25%</td>
</tr>
<tr>
<td>Probably will not travel</td>
<td>3%</td>
<td>26%</td>
</tr>
<tr>
<td>Definitely will not travel</td>
<td>4%</td>
<td>30%</td>
</tr>
<tr>
<td>Not sure</td>
<td>4%</td>
<td>4%</td>
</tr>
</tbody>
</table>
Recall of the Mississippi Homecoming ads
Respondents were shown five online ads.

<table>
<thead>
<tr>
<th>Bully's</th>
<th>Natchez Festival</th>
<th>Desporte Fish Market</th>
</tr>
</thead>
<tbody>
<tr>
<td>Suggested Page</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Visit Mississippi</td>
<td>Visit Mississippi</td>
<td>Visit Mississippi</td>
</tr>
<tr>
<td>You're invited to a year-long party. Welcome to Mississippi Homecoming.</td>
<td>Want to win a weekend getaway to the Natchez area's best culinary event? Enter now!</td>
<td>This year, we're celebrating Mississippi's rich flavors and culture. From tamales and fried chicken to elevated Southern cuisine, our food tastes like home. So grab a plate and join the party! No reservations required.</td>
</tr>
<tr>
<td>Po Monkeys Leo Welch</td>
<td>Win a Weekend Getaway!</td>
<td></td>
</tr>
<tr>
<td>2014 CALENDAR OF EVENTS</td>
<td>There's an event for everyone in Mississippi this year. Find one for you.</td>
<td></td>
</tr>
<tr>
<td>Natchez Food &amp; Wine Festival, July 25-27. Some of the finest chefs in the region will host a weekend-long dinner party in the historic antebellum....</td>
<td>Win a getaway to the Natchez Food &amp; Wine Festival. July 25-27. Some of the finest chefs in the region will host a weekend-long dinner party in the historic antebellum....</td>
<td>This year, we're celebrating Mississippi's rich flavors and culture. From tamales and fried chicken to elevated Southern cuisine, our food tastes like home. So grab a plate and join the party! No reservations required.</td>
</tr>
<tr>
<td>mshomecoming</td>
<td>mshomecoming</td>
<td>mshomecoming</td>
</tr>
</tbody>
</table>

Want to win a weekend getaway to the Natchez area's best culinary event? Enter now! mshomecoming.com/win
Respondents were shown five print ads.

<table>
<thead>
<tr>
<th>Print Ads Shown to Respondents</th>
<th>Bully's</th>
<th>Desporte Fish Market</th>
<th>Harmonica Bean</th>
</tr>
</thead>
<tbody>
<tr>
<td>Po Monkeys Leo Welch</td>
<td><img src="image1.png" alt="Image" /></td>
<td><img src="image2.png" alt="Image" /></td>
<td><img src="image3.png" alt="Image" /></td>
</tr>
<tr>
<td>Walter Anderson</td>
<td><img src="image4.png" alt="Image" /></td>
<td><img src="image5.png" alt="Image" /></td>
<td><img src="image6.png" alt="Image" /></td>
</tr>
</tbody>
</table>
Respondents were shown one video ad.
Many participants in the target market remember seeing a Mississippi Homecoming ad without prompting.

Unaided Advertising Awareness for States
(n=2,026)

- Florida: 69%
- Texas: 43%
- Tennessee: 41%
- Louisiana: 35%
- Georgia: 31%
- Alabama: 29%
- Missouri: 26%
- Kentucky: 25%
- Mississippi: 25%
- Arkansas: 21%
- Illinois: 18%
Three out of ten respondents overall recognize Mississippi’s ads once shown. Online and print ads garner about equal recognition.

**Percent Who Recognize Mississippi Homecoming Ads (Aided Recall)**

(n=2,026)

- Seen Any Ad (Total): 31%
- Seen online ads [a]: 22%
- Seen print ads [b]: 19%
- Seen TV ad [c]: 8%

Q23 – Q33. Have you have seen this ad since March of 2014?

* The specific ads shown to respondents are included in Appendix A of this report.
Each of the online ads garners about equal recognition once shown.

Recognize Mississippi Homecoming Online Ads (Aided Recall)  
(n=2,026)

- **Win a Weekend Getaway to Natchez Festival**  
  10%

- **PoMonkeys Leo Welch**  
  9%

- **Bullys**  
  7%

- **Natchez Festival**  
  7%

- **Desportes Fish Market**  
  6%

One out of five target market residents overall recall seeing any of these online ads (22%).

Q23 – Q33. Have you have seen this ad since March of 2014?
Each of the print ads also has about equal recognition.

Recognize Mississippi Homecoming Print Ads (Aided Recall)  
(n=2,026)

- Harmonica Bean: 10%
- Bullys: 8%
- PoMonkeys Leo Welch: 8%
- Desporte Fish Market: 7%
- Walter Anderson: 6%

One out of five target market residents overall recall seeing any print ad (19%).
Several print ads, the Pomonkeys online ad, and the TV ad are particularly effective in spurring unaided recall of Mississippi’s ads.

**Impact of Individual Ads on Unaided Recall**

% Who recall advertising unaided
Among those who recognize ads (aided)

- **Harmonica Bean (n=207)**: 51%
- **PoMonkeys Leo Welch (n=157)**: 49%
- **Bullys (n=153)**: 45%
- **Desporte Fish Market (n=136)**: 39%
- **Walter Anderson (n=112)**: 32%
- **PoMonkeys Leo Welch (n=175)**: 47%
- **Bullys (n=135)**: 42%
- **Win a Weekend Getaway to Natchez Festival (n=208)**: 36%
- **Natchez Festival (n=149)**: 35%
- **Desportes Fish Market (n=131)**: 32%
- **TV Ad (n=168)**: 45%

Q5. Since April of 2014, for which of the following states, if any, have you seen or heard advertising that was designed to interest you in visiting the state? (Please select all that apply.)
Overall, recall of the Homecoming ads is relatively consistent across geographic area.

Recognize Any Mississippi Homecoming Ad (Aided Recall)

<table>
<thead>
<tr>
<th>Location</th>
<th>Aided Recall</th>
</tr>
</thead>
<tbody>
<tr>
<td>Non-DMA Mississippi resident</td>
<td>52% bcdgh</td>
</tr>
<tr>
<td>New Orleans (n=252) [b]</td>
<td>36%</td>
</tr>
<tr>
<td>Baton Rouge (n=253) [c]</td>
<td>39% h</td>
</tr>
<tr>
<td>Birmingham (n=252) [d]</td>
<td>37% h</td>
</tr>
<tr>
<td>Mobile-Pensacola (n=250) [e]</td>
<td>45% h</td>
</tr>
<tr>
<td>Memphis (n=252) [f]</td>
<td>41% h</td>
</tr>
<tr>
<td>Remainder of 250 mile radius</td>
<td>33%</td>
</tr>
<tr>
<td>251-500 mile radius (n=251) [h]</td>
<td>26%</td>
</tr>
</tbody>
</table>

Q23 – Q33. Have you seen this ad since March of 2014? abcdefgh indicates significance at the 95% confidence level.
Perhaps predictably, recognition of the TV ad varies across DMAs.

**Recognize Mississippi Homecoming TV Ad (Aided Recall)**

<table>
<thead>
<tr>
<th>_dma</th>
<th>Aided Recall</th>
</tr>
</thead>
<tbody>
<tr>
<td>Non-DMA Mississippi resident (n=253) [a]</td>
<td>21% bcfh</td>
</tr>
<tr>
<td>New Orleans (n=252) [b]</td>
<td>11%</td>
</tr>
<tr>
<td>Baton Rouge (n=253) [c]</td>
<td>12% h</td>
</tr>
<tr>
<td>Birmingham (n=252) [d]</td>
<td>14% h</td>
</tr>
<tr>
<td>Mobile - Pensacola (n=250) [e]</td>
<td>23% bcfh</td>
</tr>
<tr>
<td>Memphis (n=252) [f]</td>
<td>13% h</td>
</tr>
<tr>
<td>Remainder of 250 mile radius (n=263) [g]</td>
<td>14% h</td>
</tr>
<tr>
<td>251-500 mile radius (n=251) [h]</td>
<td>5%</td>
</tr>
</tbody>
</table>

Q23 – Q33. Have you seen this ad since March of 2014? abcdedefgh indicates significance at the 95% confidence level.
Increased exposure to Mississippi’s ads is associated with a greater likelihood of considering or traveling to the state.

On average, residents of the target market recognize just under one advertisement (.85 ads, overall). At the same time, those who recognize any ad, however, recognize nearly three ads on average (2.7 ads).

<table>
<thead>
<tr>
<th>Percent Who Have Considered or Traveled to Mississippi by Number of Ads Seen</th>
<th>Saw 0 Ads [a]</th>
<th>Saw 1 Ad [b]</th>
<th>Saw 2-4 Ads [c]</th>
<th>Saw 5+ Ads [d]</th>
</tr>
</thead>
<tbody>
<tr>
<td>Have Considered or Traveled to MS</td>
<td>25%</td>
<td>25%</td>
<td><strong>43%</strong></td>
<td>52%</td>
</tr>
</tbody>
</table>

Q4. Over the past twelve months, that is, since April of 2014, which of the following U.S. states, if any, have you been to or considered going to for a leisure trip or vacation, whether or not you actually took a vacation there?
Q23 – Q33. Have you have seen this ad since March of 2014?
Reactions to the Mississippi Homecoming Ads

“[The ads] make it look even more ideal to visit – especially since it is only one state over from me.”

“I enjoyed all the advertising.”

“I talked with friends about a trip there – great ads!!”

“The advertising was very good.”
Most individuals have positive reactions to the ads.

Q34. Overall, how do you feel about these ads?
Q35. As a whole, how would you rate the collection of ads you just saw in terms of the following?

**Overall Reaction to Ads**
- 0 (Hate) - 7%
- 4
- 5-7 - 54%
- 8-9 - 27%
- 10 (Love) - 11%

**Feelings About Ads**
- Visual attractiveness: 23% Excellent, 35% Very Good, Total: 58%
- Being designed for people like you: 13% Excellent, 25% Very Good, Total: 38%
Many participants also say the ads provide useful information, with one out of three saying the ads make them want to go to Mississippi.

### Feelings About Ads (n=2,026)

<table>
<thead>
<tr>
<th>Category</th>
<th>Excellent</th>
<th>Very Good</th>
<th>Total: Excellent/Very Good</th>
</tr>
</thead>
<tbody>
<tr>
<td>Telling you more about what Mississippi has to offer</td>
<td>18%</td>
<td>32%</td>
<td>50%</td>
</tr>
<tr>
<td>Giving you ideas of things to do in Mississippi</td>
<td>14%</td>
<td>33%</td>
<td>47%</td>
</tr>
<tr>
<td>Making you think of Mississippi in a new way</td>
<td>16%</td>
<td>28%</td>
<td>44%</td>
</tr>
<tr>
<td>Making you want to [go to/travel within] Mississippi</td>
<td>12%</td>
<td>22%</td>
<td>34%</td>
</tr>
</tbody>
</table>

Q35. As a whole, how would you rate the collection of ads you just saw in terms of the following?
Ad-induced Actions

Mississippi’s ads are particularly likely to encourage seeking out more information.

Q37. Thinking about all of the advertising that you have seen for travel to Mississippi over the last twelve months, has that advertising led you to take any of the following actions? (Please select all that apply.)

- Look up information on an event, restaurant, or person shown in the ads: 57%
- Seek additional information on a destination within Mississippi from friends or relatives: 48%
- Visit a Mississippi Tourism website (VisitMississippi.org or MSHomecoming.com): 42%
- “Like” the Mississippi Office of Tourism on Facebook: 26%
- Order a Mississippi travel planner: 15%
- Sign up for the Mississippi e-newsletter: 11%
- Follow @visitMS on Twitter: 10%

Actions Taken After Seeing Mississippi Homecoming Ad
Among Those Who Recognize at Least One Ad
(n=758)
The Mississippi Homecoming ads had an impact on many travelers.

Impact of Ads on Leisure Travel Plans
Among Mississippi Leisure Travelers Who Recognize At Least One Ad
(n=276)

- Confirmed the decision I had already made to travel: 43%
- Caused me to visit additional attractions: 23%
- Convinced me to consider taking a trip: 16%
- Caused me to lengthen my stay: 7%
- Helped me decide NOT to visit: 2%
- Impacted travel plans in some other way: 2%
- Did not impact me one way or the other: 30%

Most Significant Impact of Ads
Among Those Who Say an Ad Had an Impact
(n=180)

- Confirmed the decision I had already made to travel: 53%
- Caused me to visit additional attractions: 24%
- Convinced me to consider taking a trip: 17%
- Caused me to lengthen my stay: 5%
- Helped me decide NOT to visit: <0.5%
- Impacted travel plans in some other way: 2%
- Did not impact me one way or the other: 30%

Q39. Thinking about all of the advertising that you have seen for travel [to / within] Mississippi over the last twelve months, how has the advertising you have seen for Mississippi affected your LEISURE TRAVEL PLANS? (Please select all that apply.)
Q40. Which of the following was the STRONGEST impact of the advertising you saw for travel to Mississippi? (Please select the one response that fits best.)
The Mississippi Homecoming ads also have a tangible impact on travel to the state.

**Average Number of Additional Nights as a Result of Advertising**

Among Those Who Report the Homecoming Ads Impacted Their Mississippi Leisure Travel

- **Mississippi visitors (n=19*)**
  - Average: 3.83

**Average Number of Additional Trips as a Result of Advertising**

- **Mississippi visitors (n=53)**
  - Average: 1.87

Mississippi visitors who take leisure trips to Mississippi that were impacted by ads estimate spending on average an additional $490 in Mississippi as a result of changes made to their trips after seeing Mississippi Homecoming ads.

Q41. If you had to guess, how many additional nights would you say you stayed on your leisure trip as a result of seeing the advertising for Mississippi?

Q41b. If you had to guess, how many additional leisure trips would you say you took to Mississippi as a result of seeing advertising for the state since March of 2014?

Q42. If you had to guess, how much more money would you say you spent on your leisure trip as a result of seeing the advertising for Mississippi? Please include only the ADDITIONAL amount you spent specifically as a result of seeing the advertising for Mississippi. (Please use your best estimate.)

*Small base size. Caution should be used when interpreting results.*
Return on Investment From Advertising
Every dollar spent on advertising leisure travel in Mississippi returns nearly $13 in revenue to the general fund.

- The total campaign returned nearly $34 million to the general fund.

<table>
<thead>
<tr>
<th>Advertising Return on Investment</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of households in target market</td>
<td>45,542,443</td>
</tr>
<tr>
<td>Percentage of target audience influenced by ads</td>
<td>1.63%</td>
</tr>
<tr>
<td>Number of influenced households</td>
<td>741,431</td>
</tr>
<tr>
<td>Average leisure travel expenditures among those influenced</td>
<td>$735</td>
</tr>
<tr>
<td>Total leisure travel expenditures among those influenced</td>
<td>$544,951,764</td>
</tr>
<tr>
<td>Estimated contribution to the general fund</td>
<td>$33,787,009</td>
</tr>
<tr>
<td><strong>Return on Investment</strong>&lt;br&gt;(General fund contribution divided by $2,613,154 – MS FY 2015 advertising costs)</td>
<td><strong>$12.93</strong></td>
</tr>
</tbody>
</table>
Everyone's a Mississippian.