





**Rick Cain**  
Vice President



# Mississippi Gulf Coast 2017 Visitor Research



# Research Objectives

- ✓ This presentation 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.



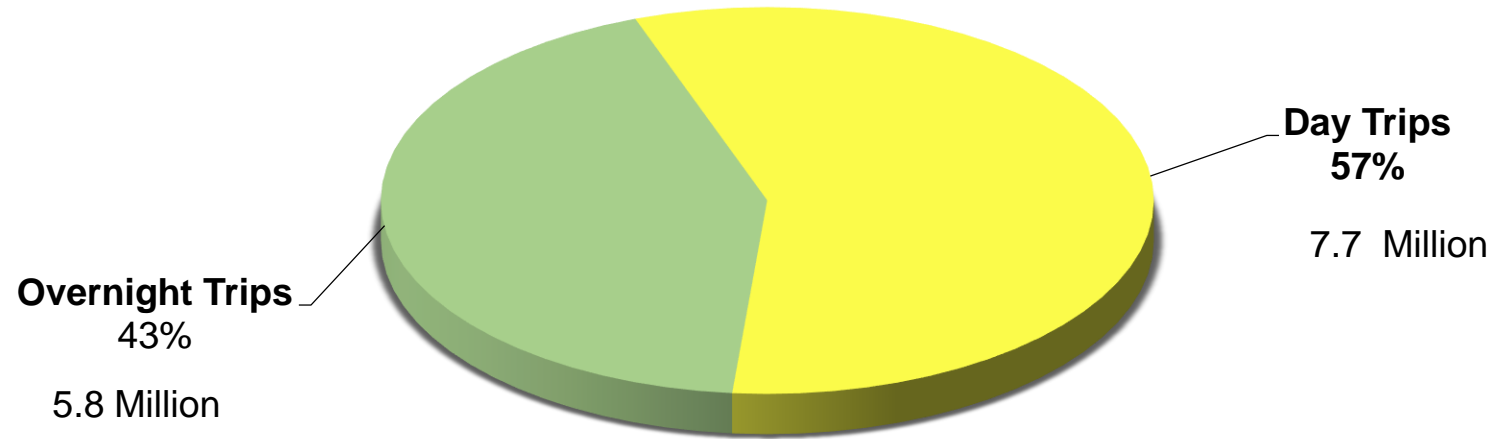
## Size & Structure of Mississippi Gulf Coast Domestic Travel Market



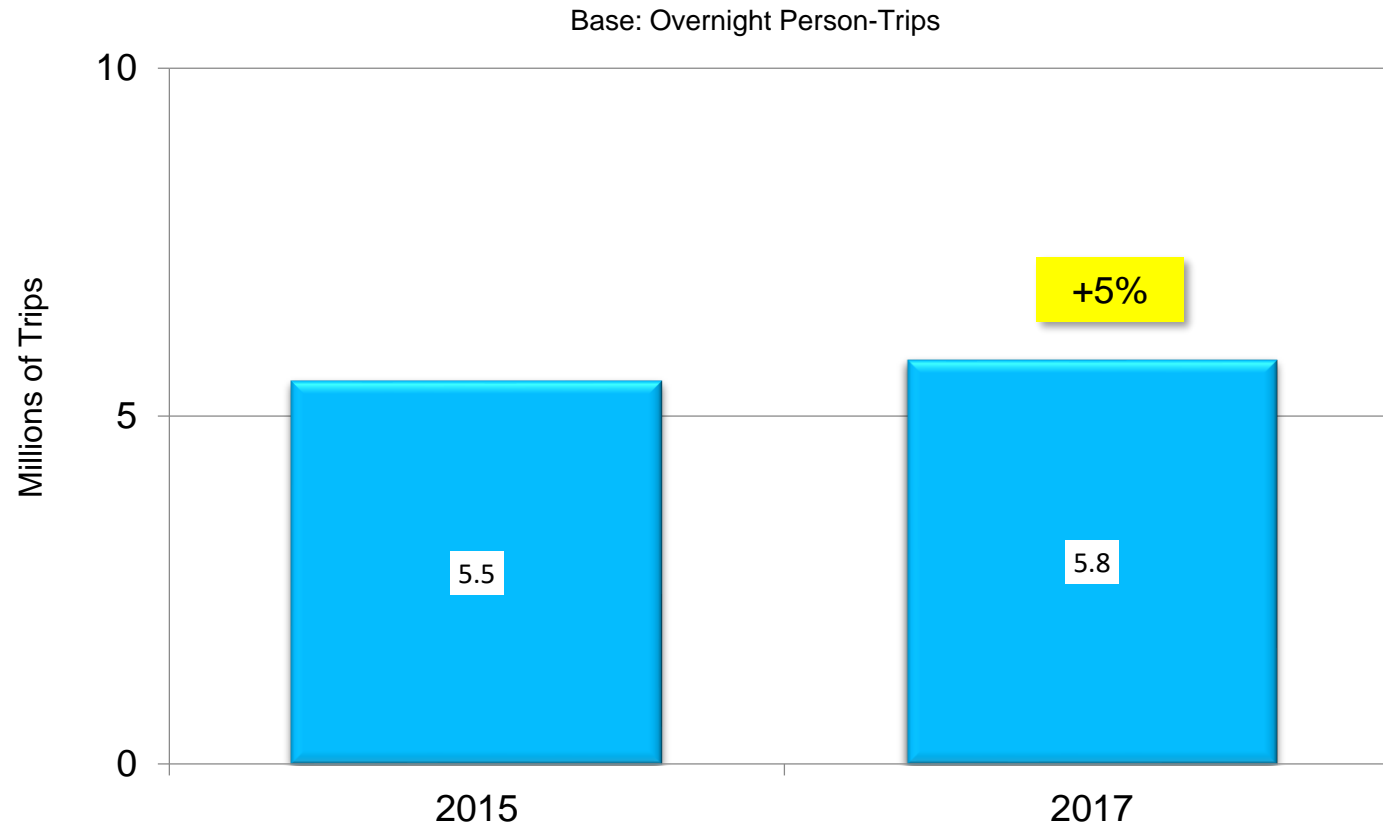
# Total Size of Mississippi Gulf Coast 2017 Domestic Travel Market

Total Person-Trips = 13.5 Million

+6.3% vs. 2015

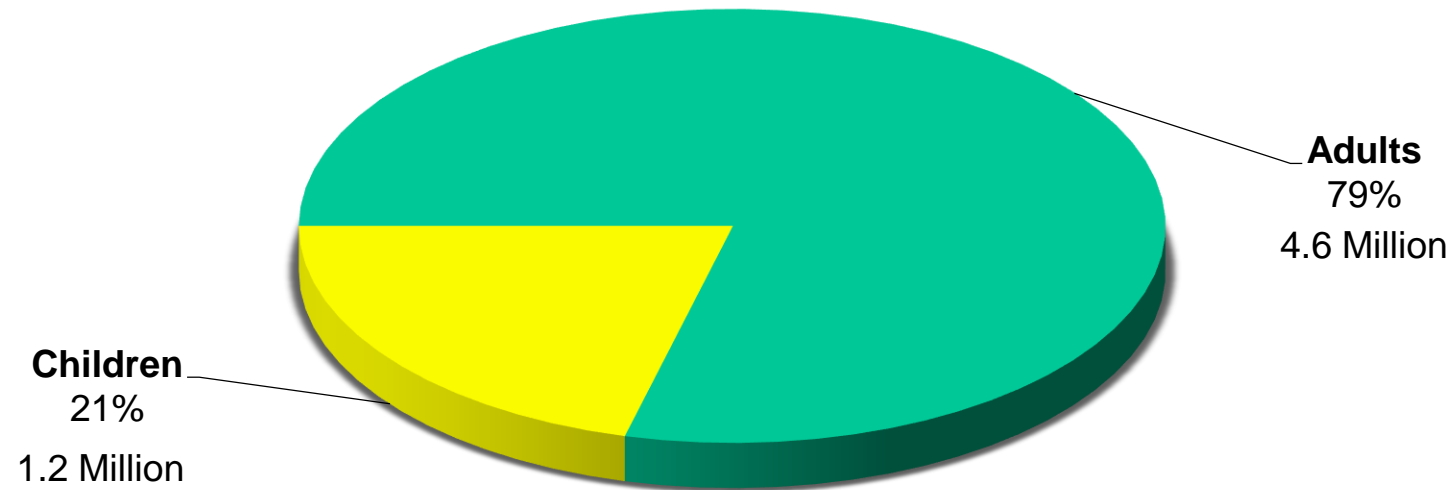


# Overnight Trips to Mississippi Gulf Coast



# Size of Mississippi Gulf Coast Overnight Travel Market — Adults vs. Children

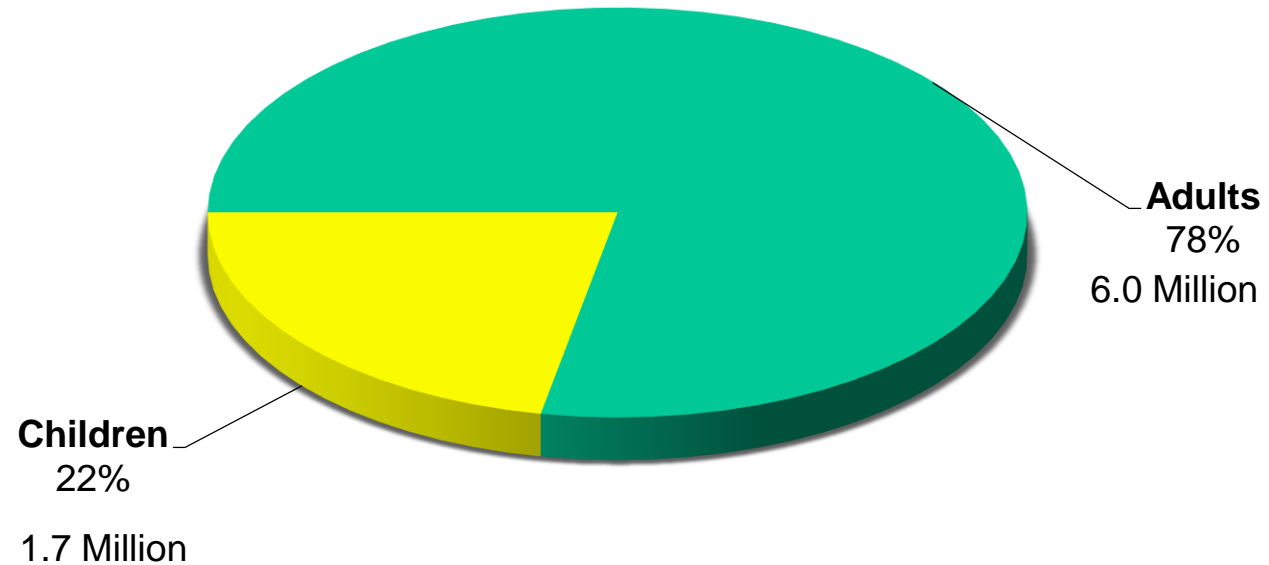
Total Overnight Person-Trips = 5.8 Million





# Size of Mississippi Gulf Coast Day Travel Market — Adults vs. Children

Total Day Person-Trips = 7.7 Million





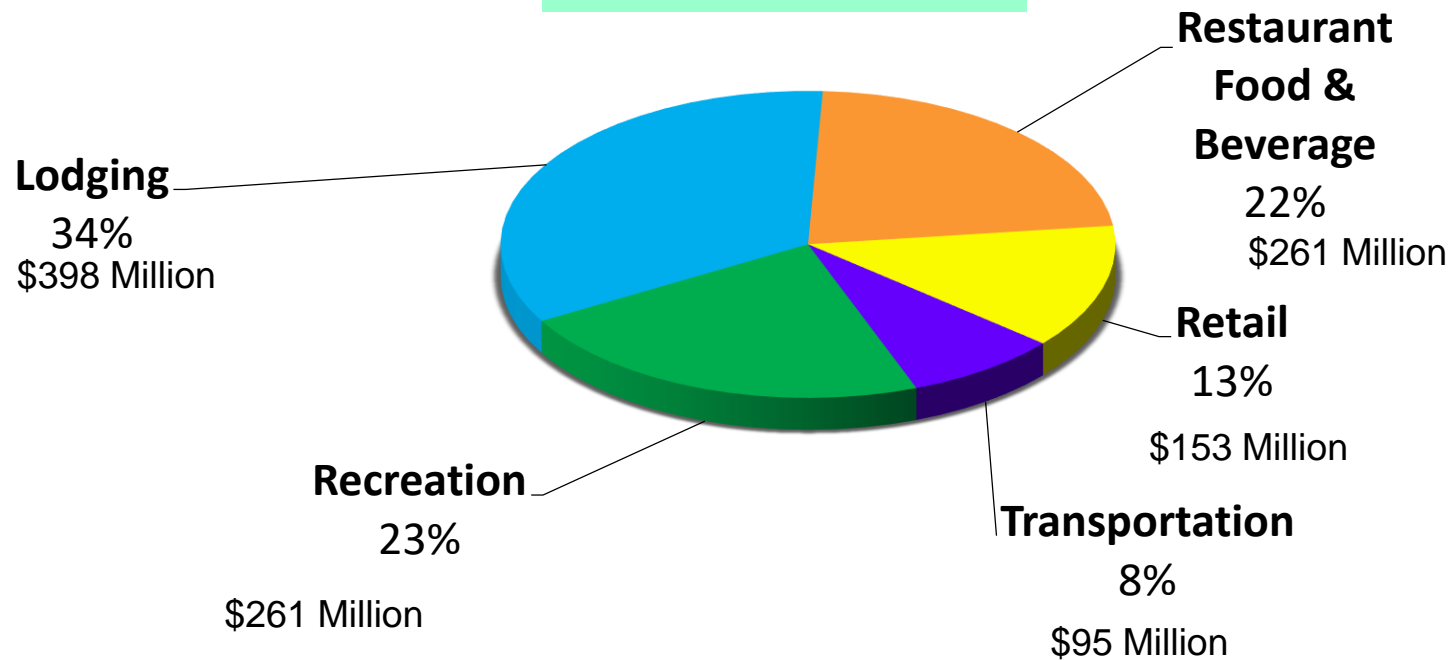
# Overnight Trip Expenditures



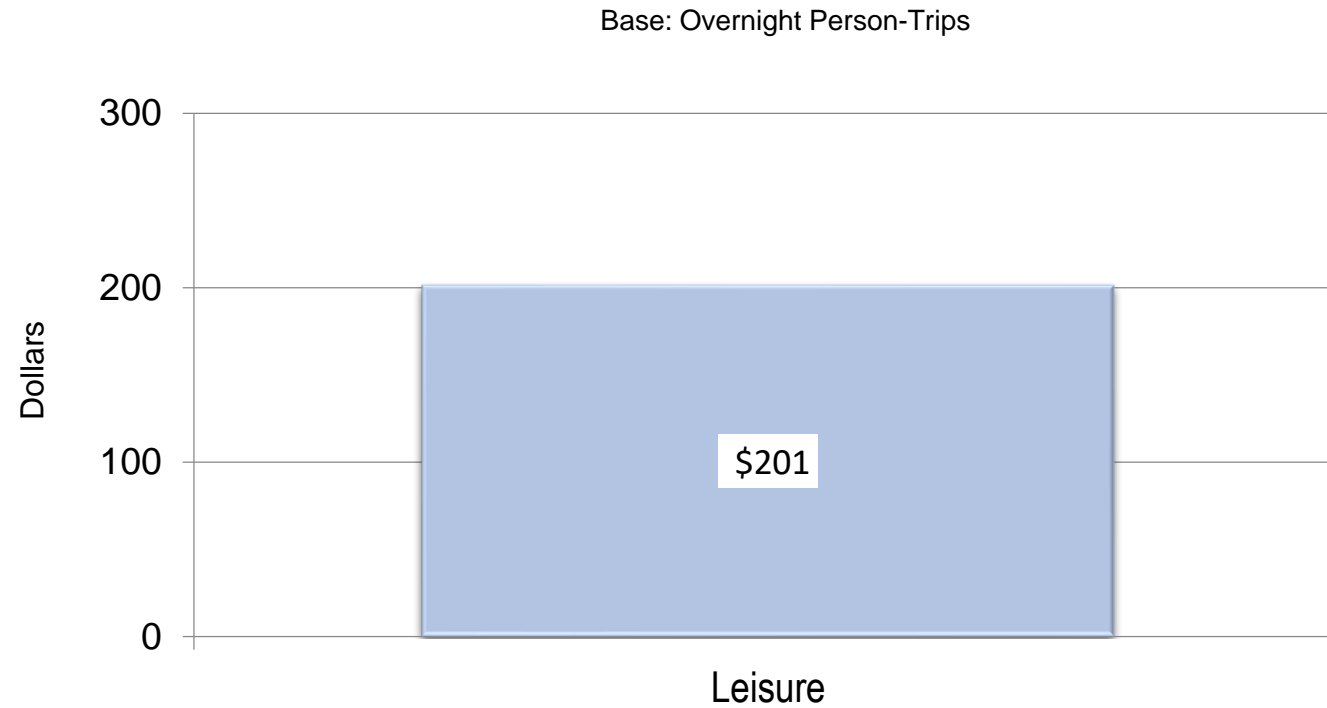
# Domestic Overnight Expenditures — by Sector

Total Spending = \$1.167 Billion

+9.2% vs. 2015



# Average Per Person Expenditures on Domestic Overnight Trips — Total

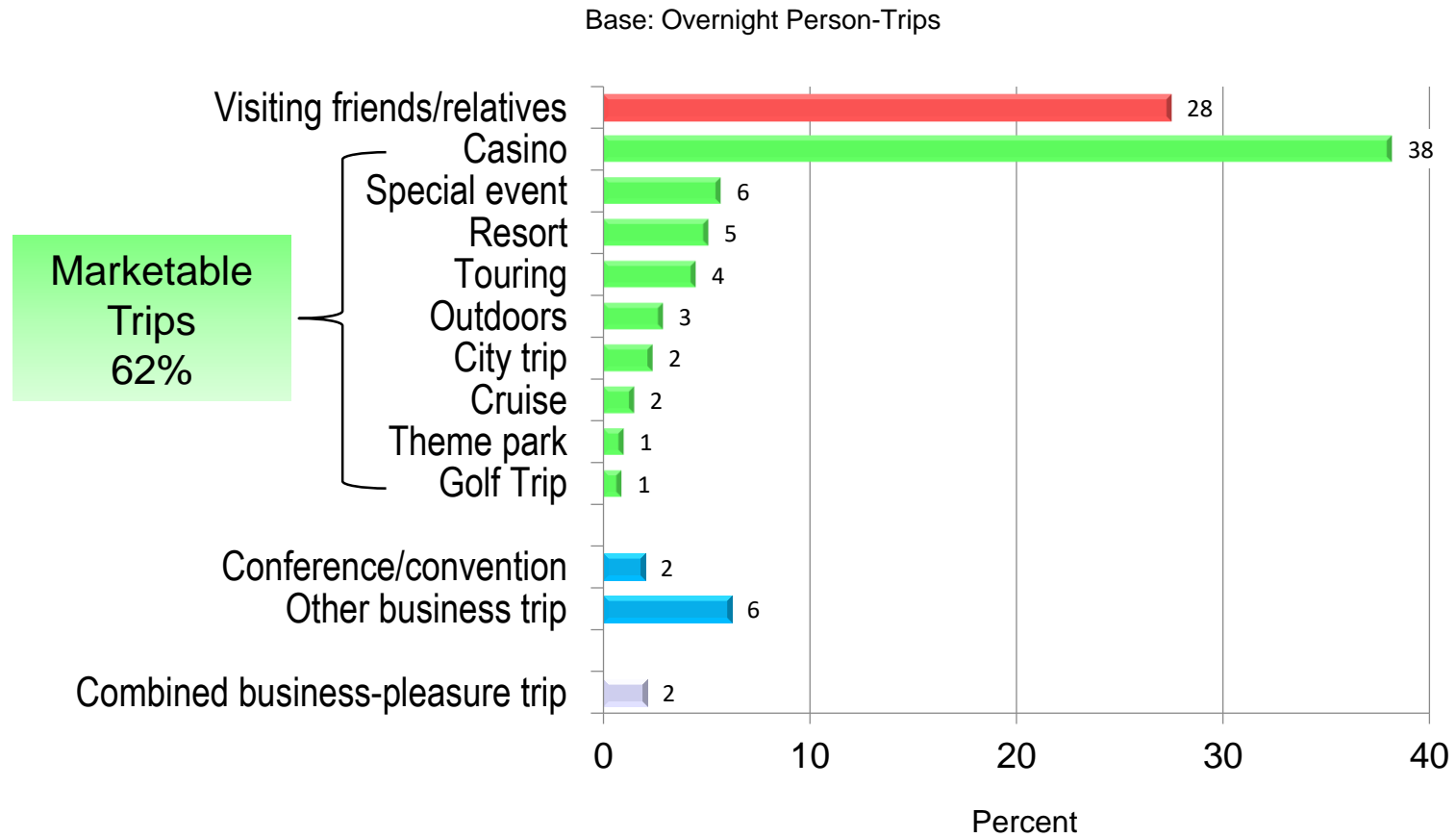




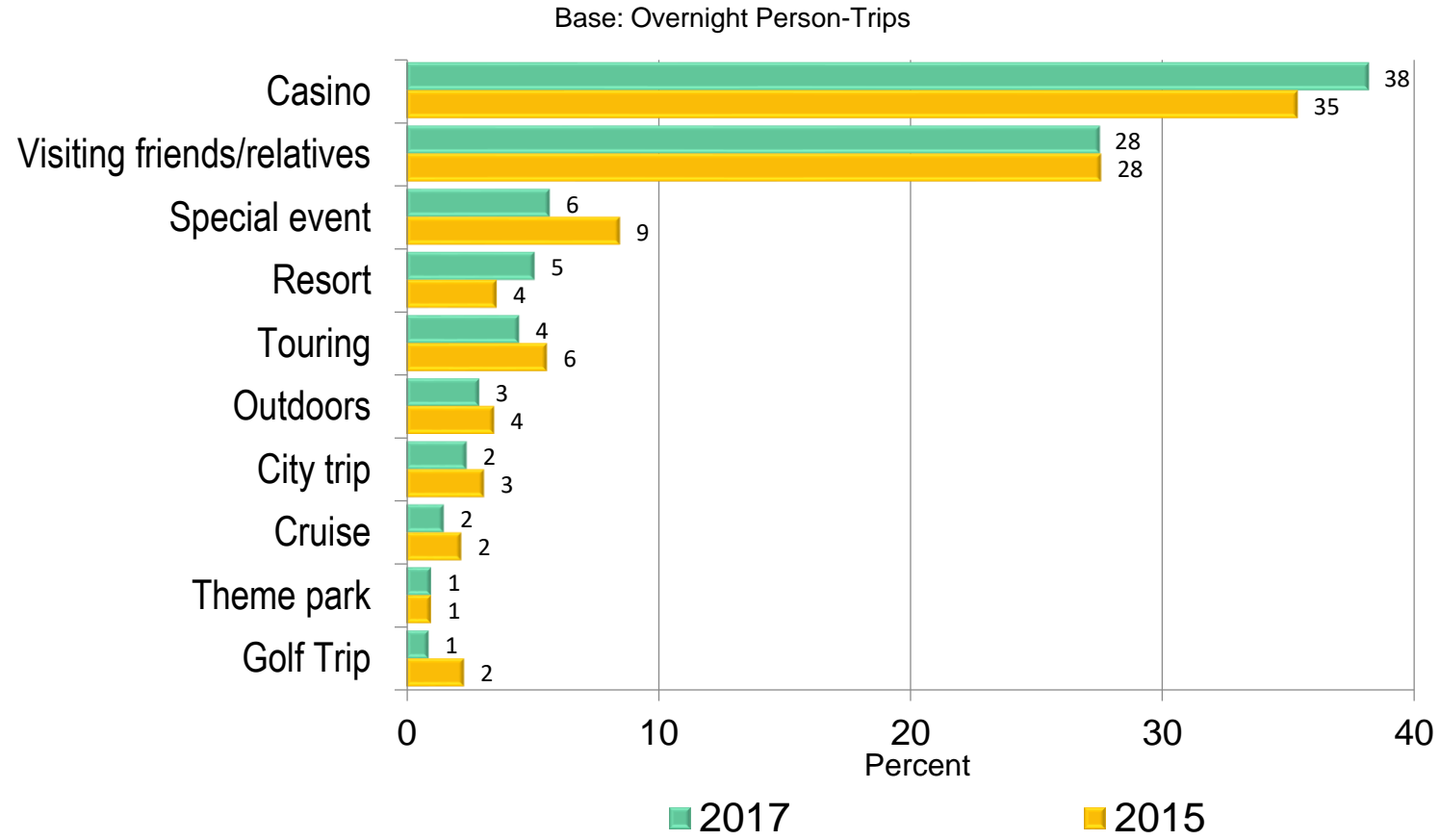
## Overnight Trip Characteristics



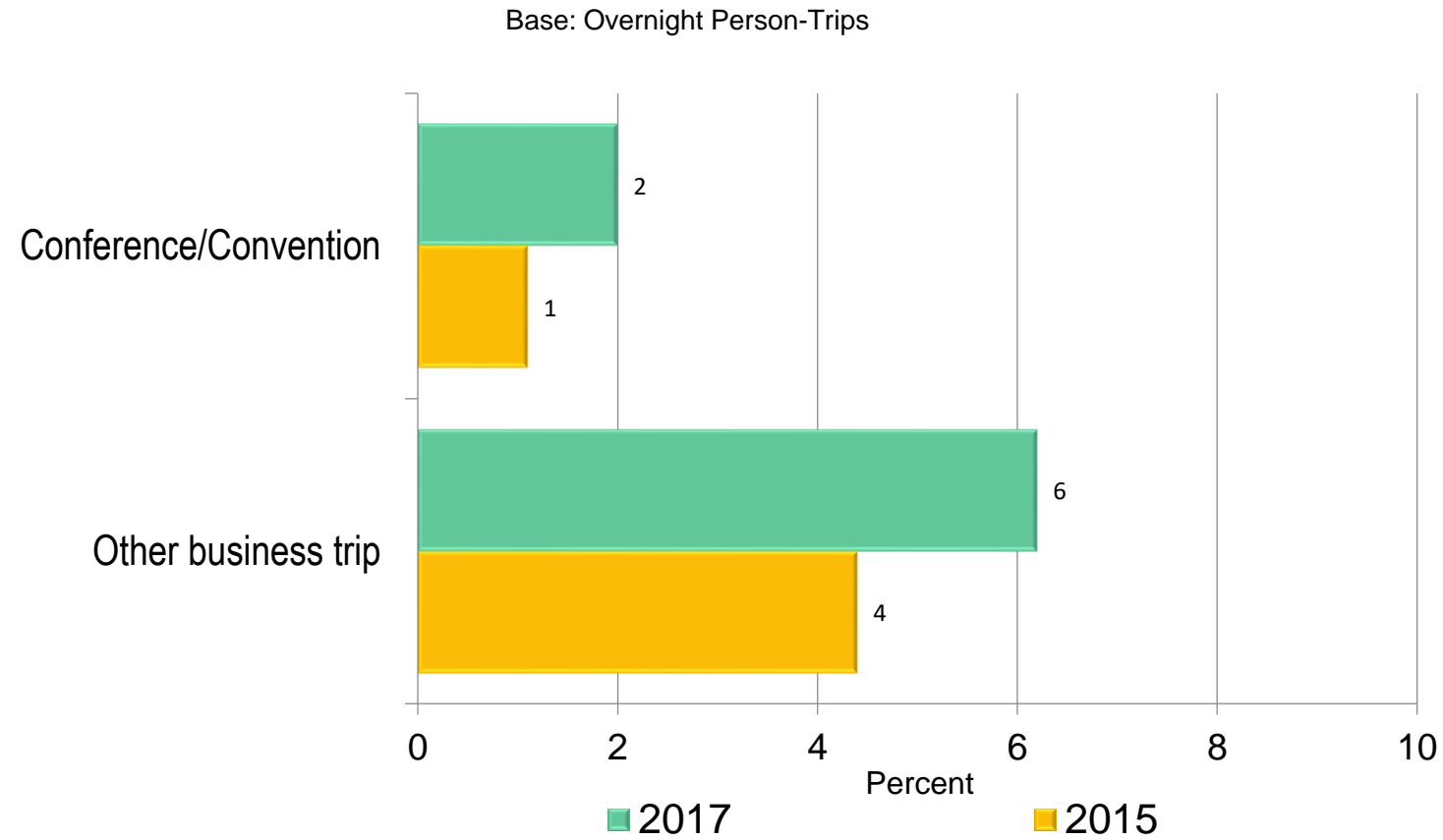
# Main Purpose of Trip



# Main Purpose of Overnight Leisure Trip — 2017 vs. 2015

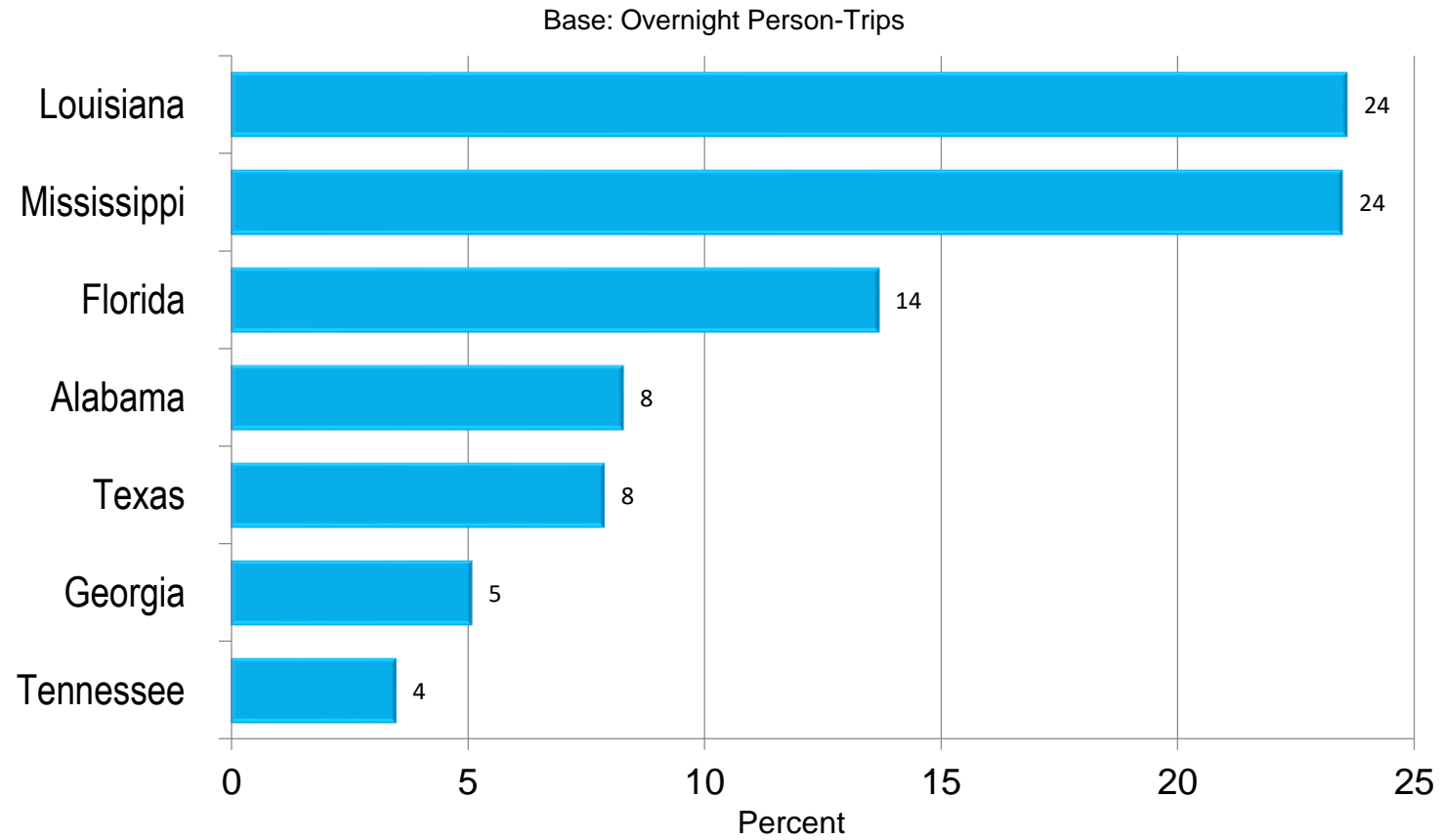


# Main Purpose of Overnight Business Trip — 2017 vs. 2015



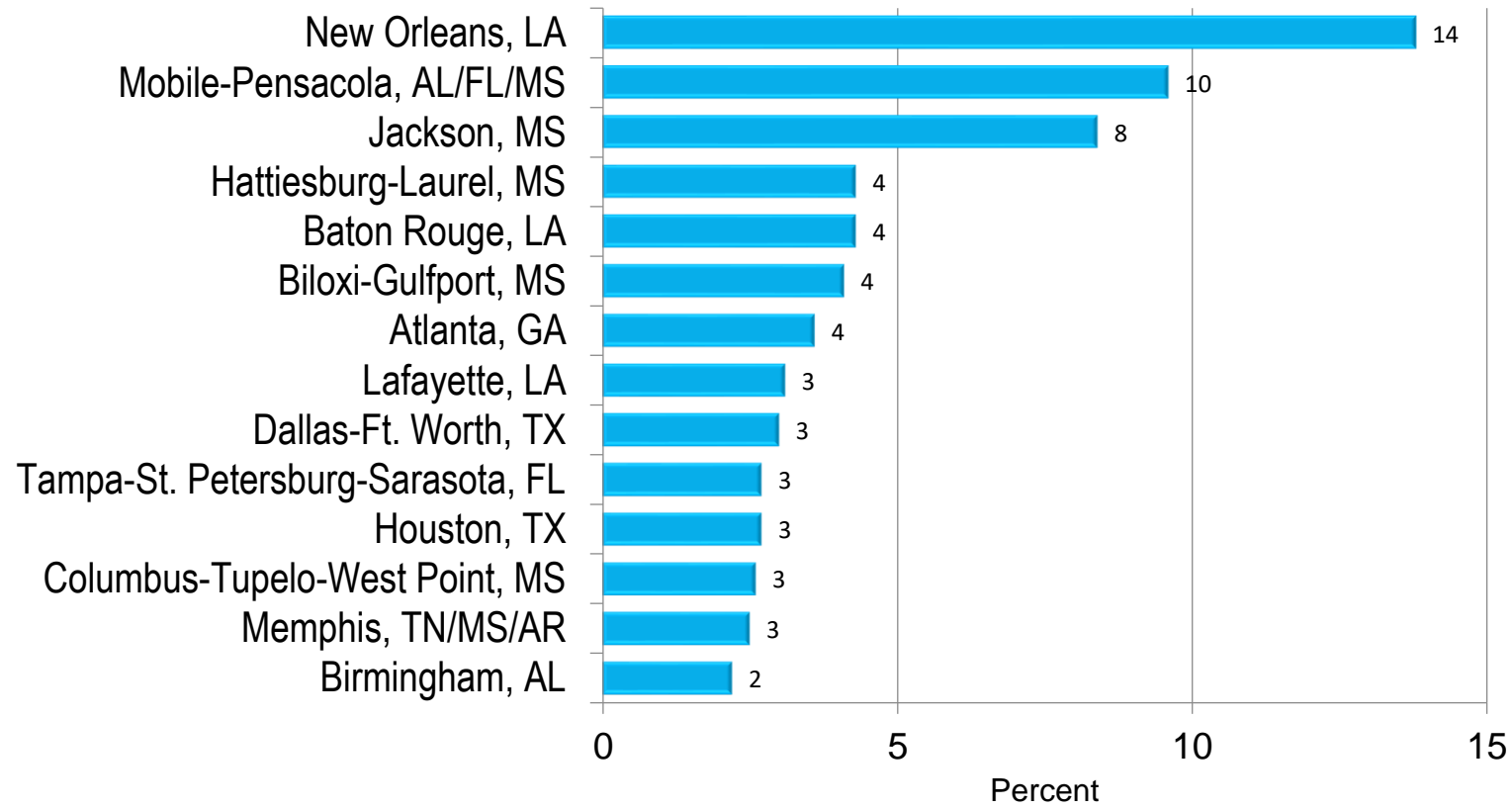


# State Origin Of Trip

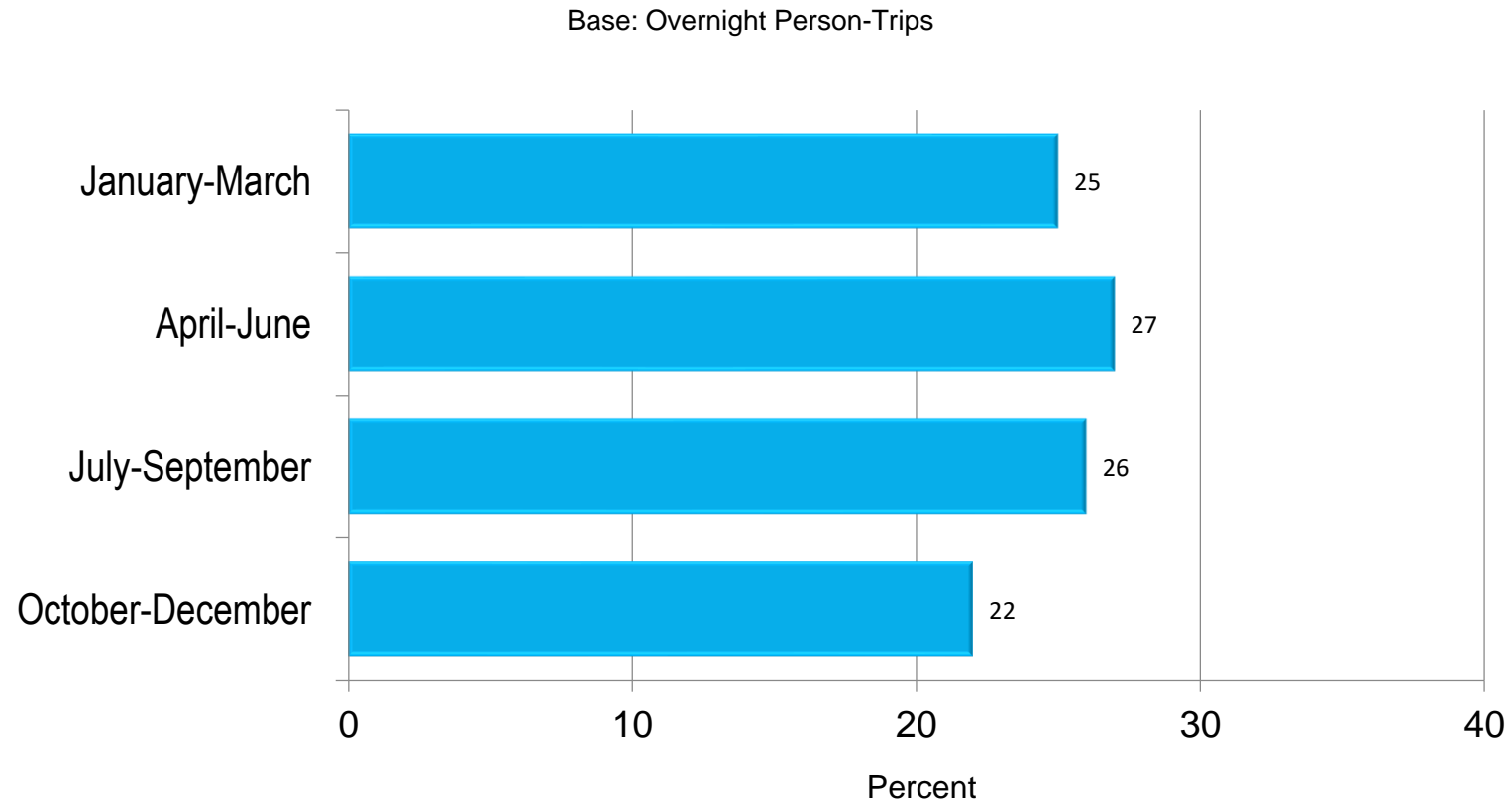


# DMA Origin Of Trip

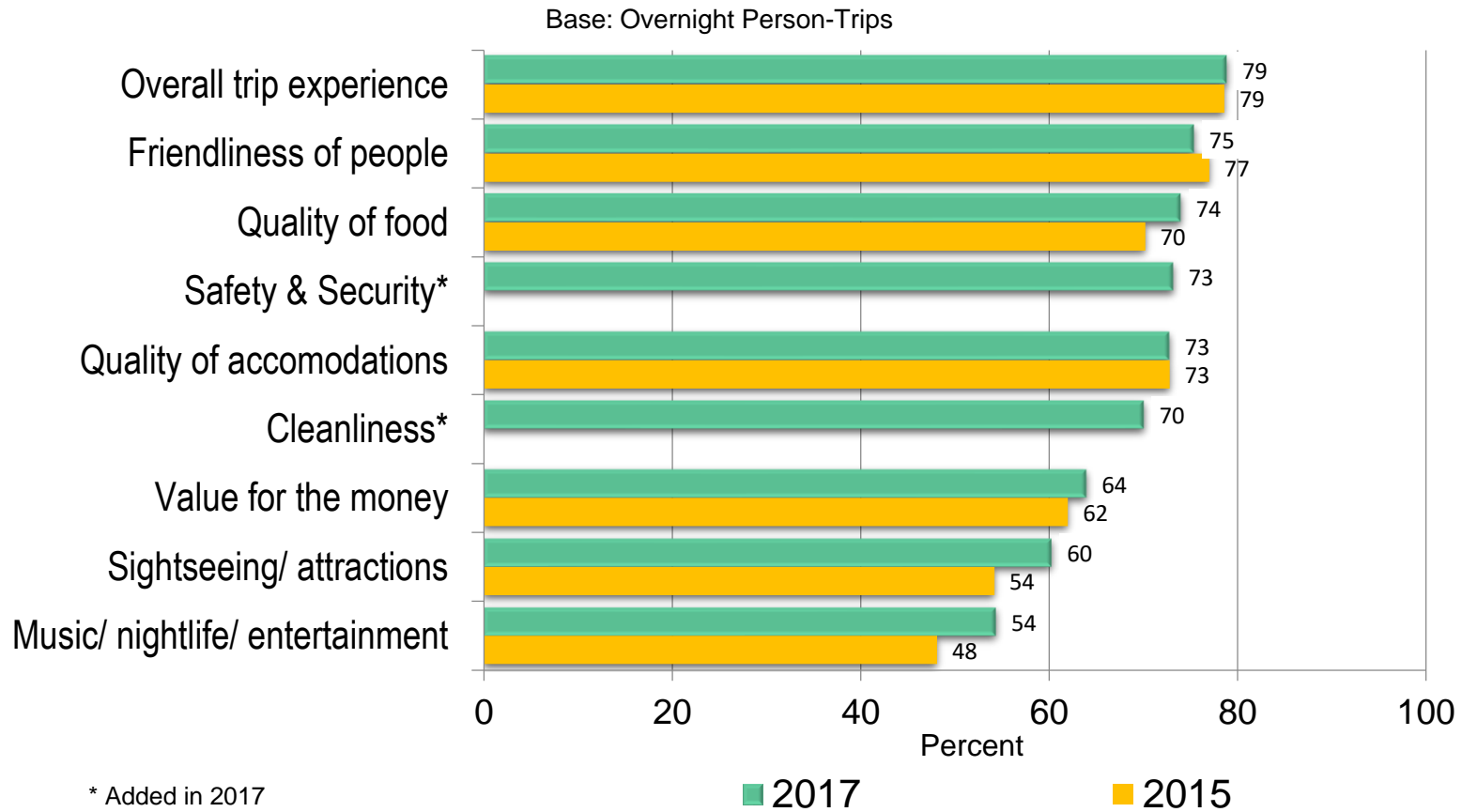
Base: Overnight Person-Trips



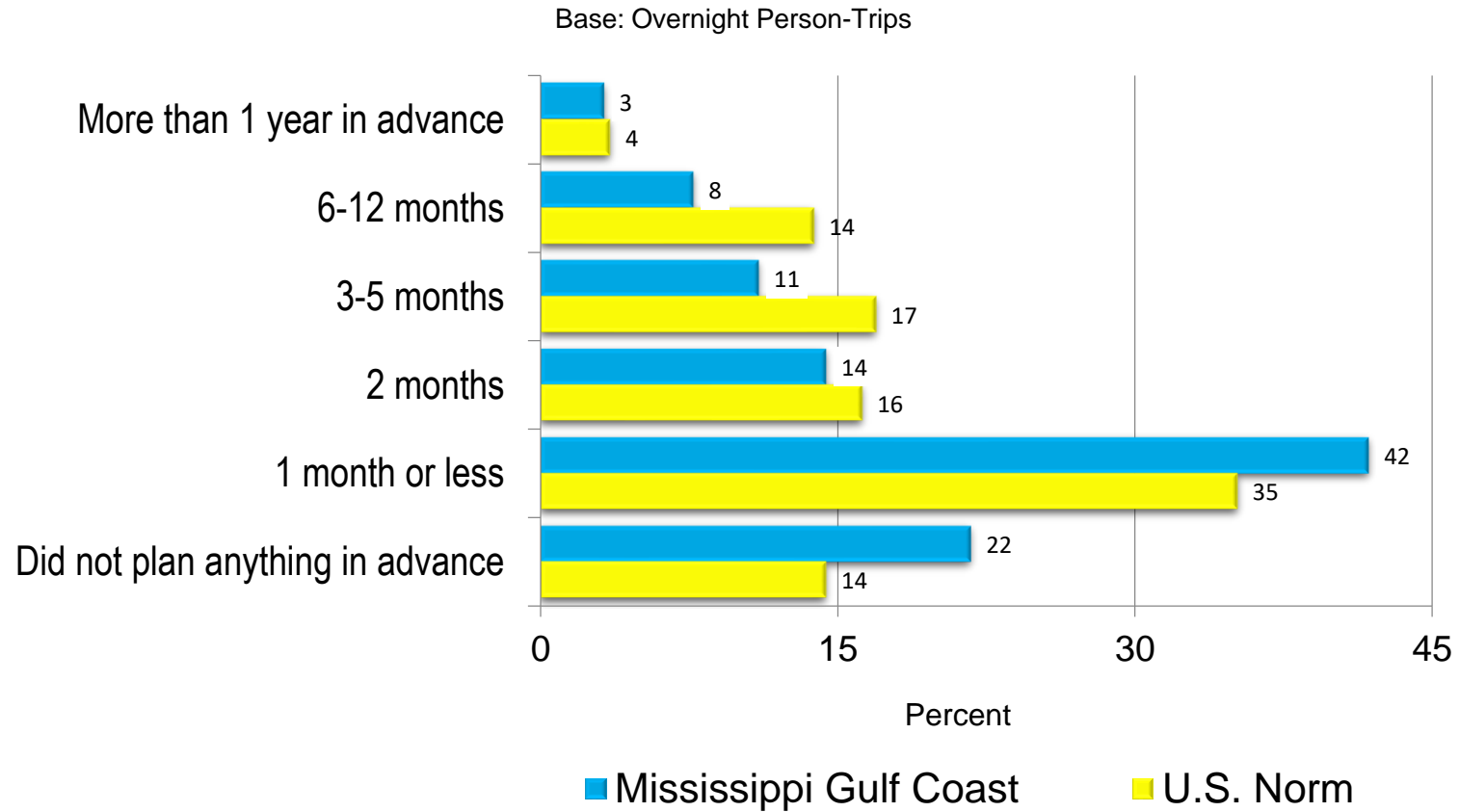
# Season of Trip



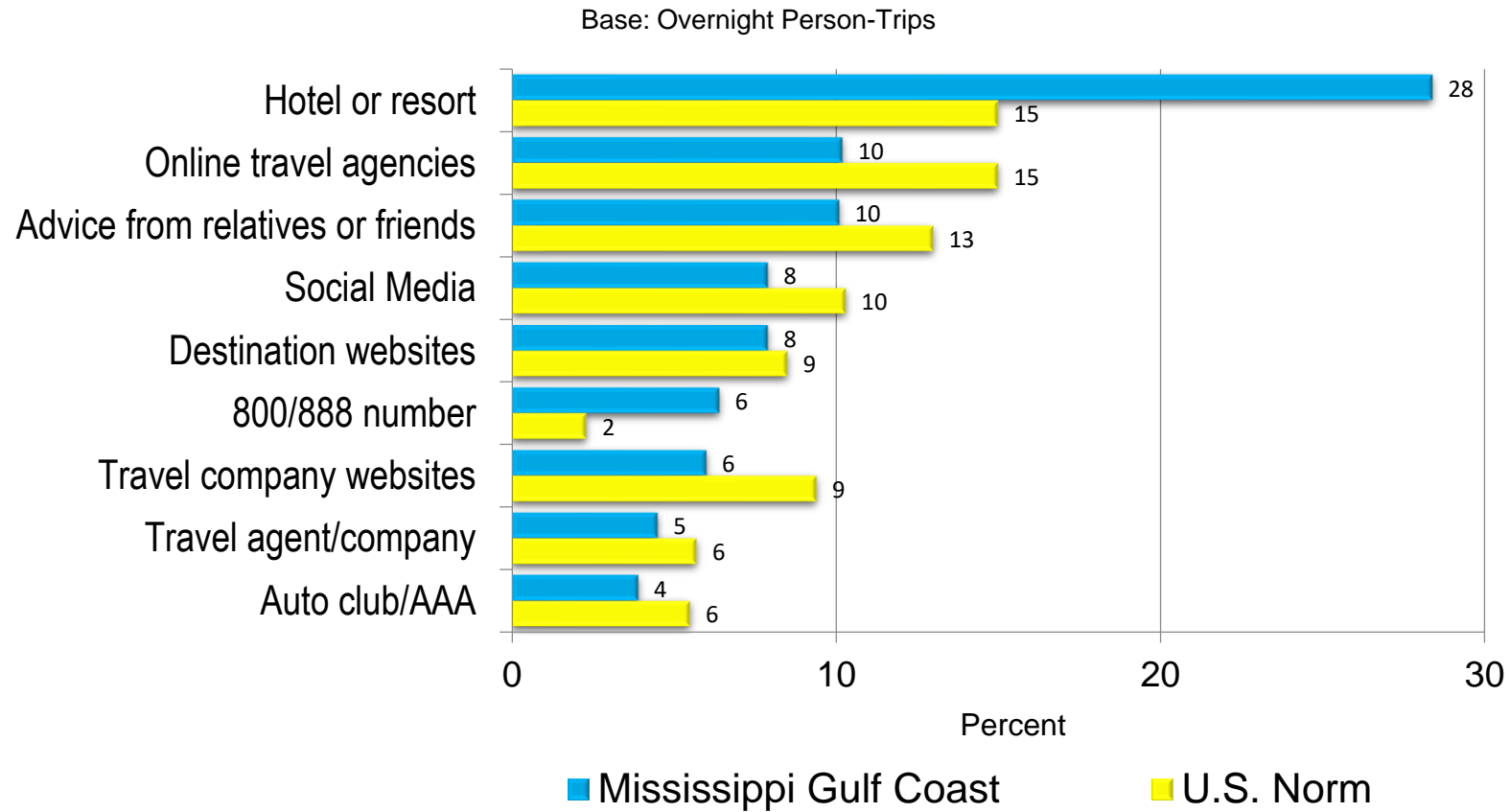
# % Very Satisfied with Trip



# Length of Trip Planning

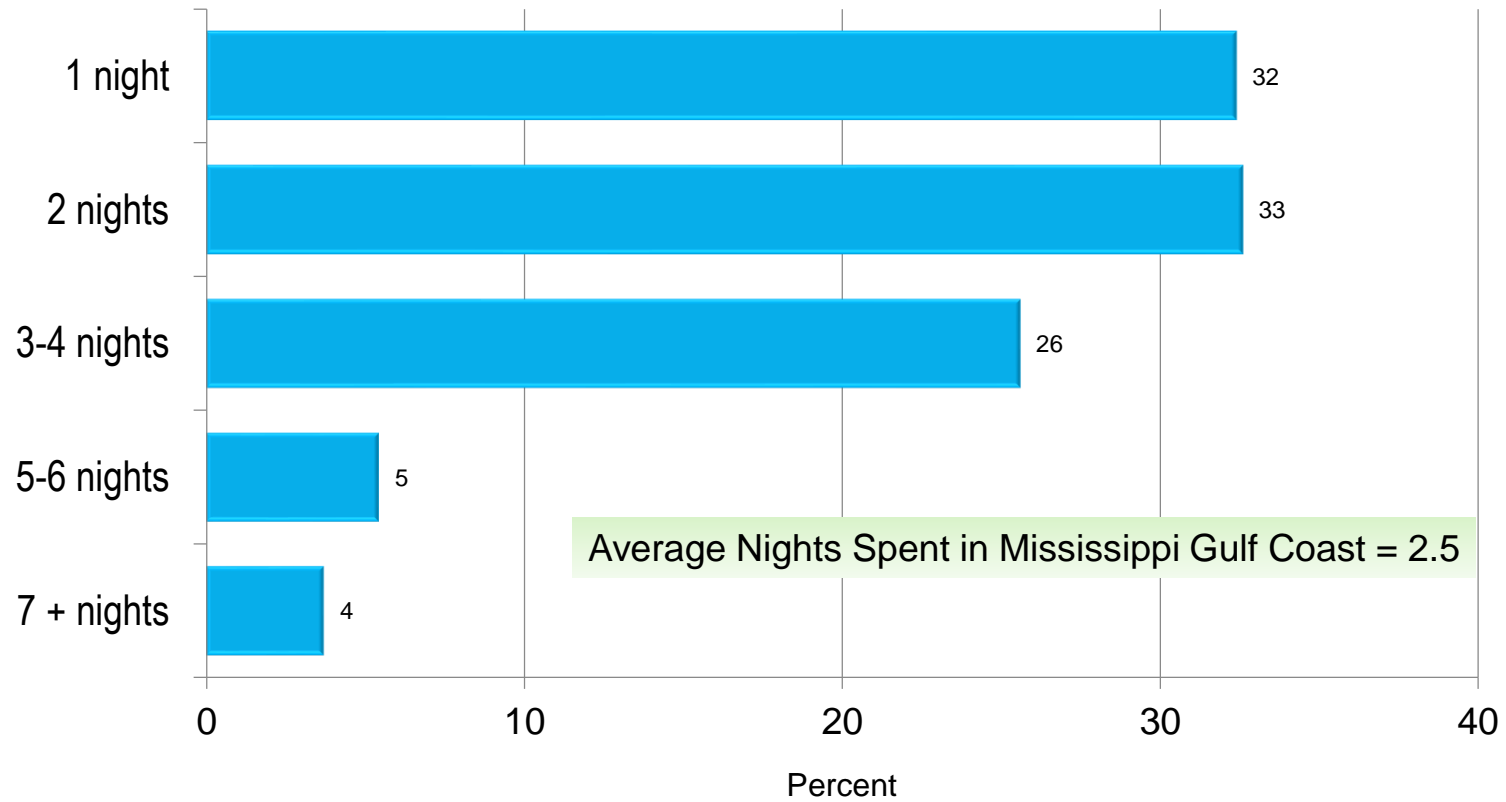


# Trip Planning Information Sources

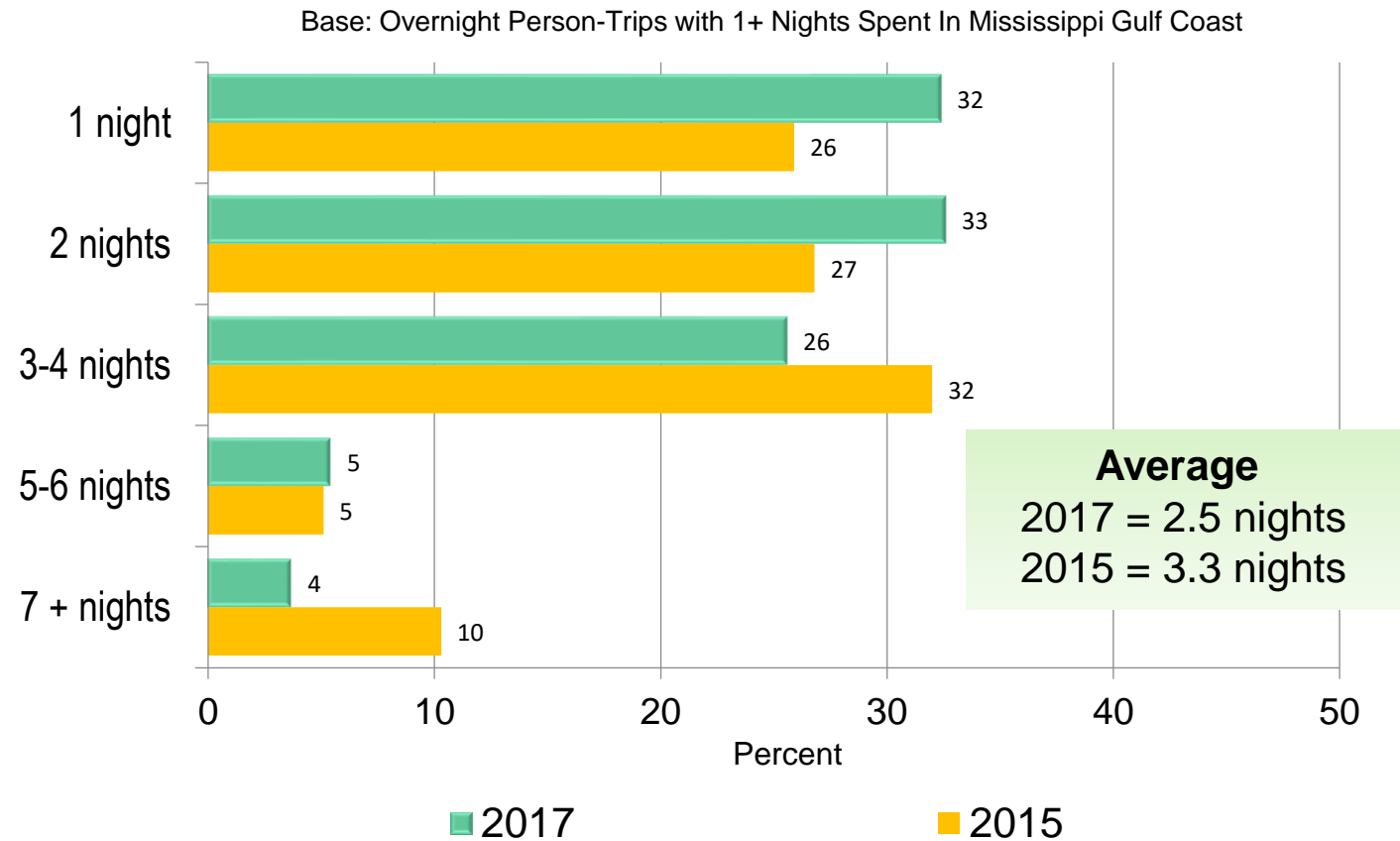


# Number of Nights Spent in Mississippi Gulf Coast

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

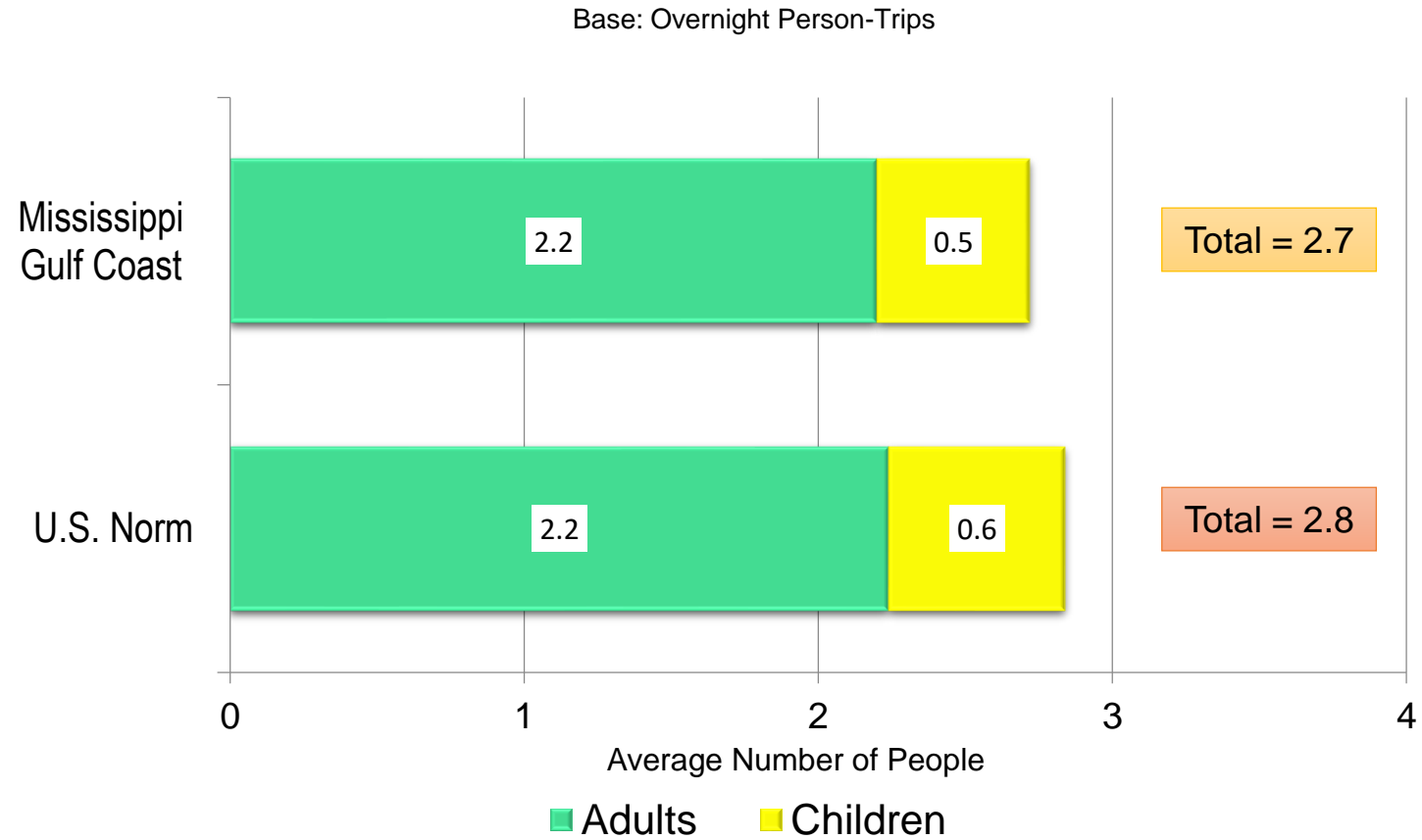


# Number of Nights Spent in Mississippi Gulf Coast - 2017 vs. 2015

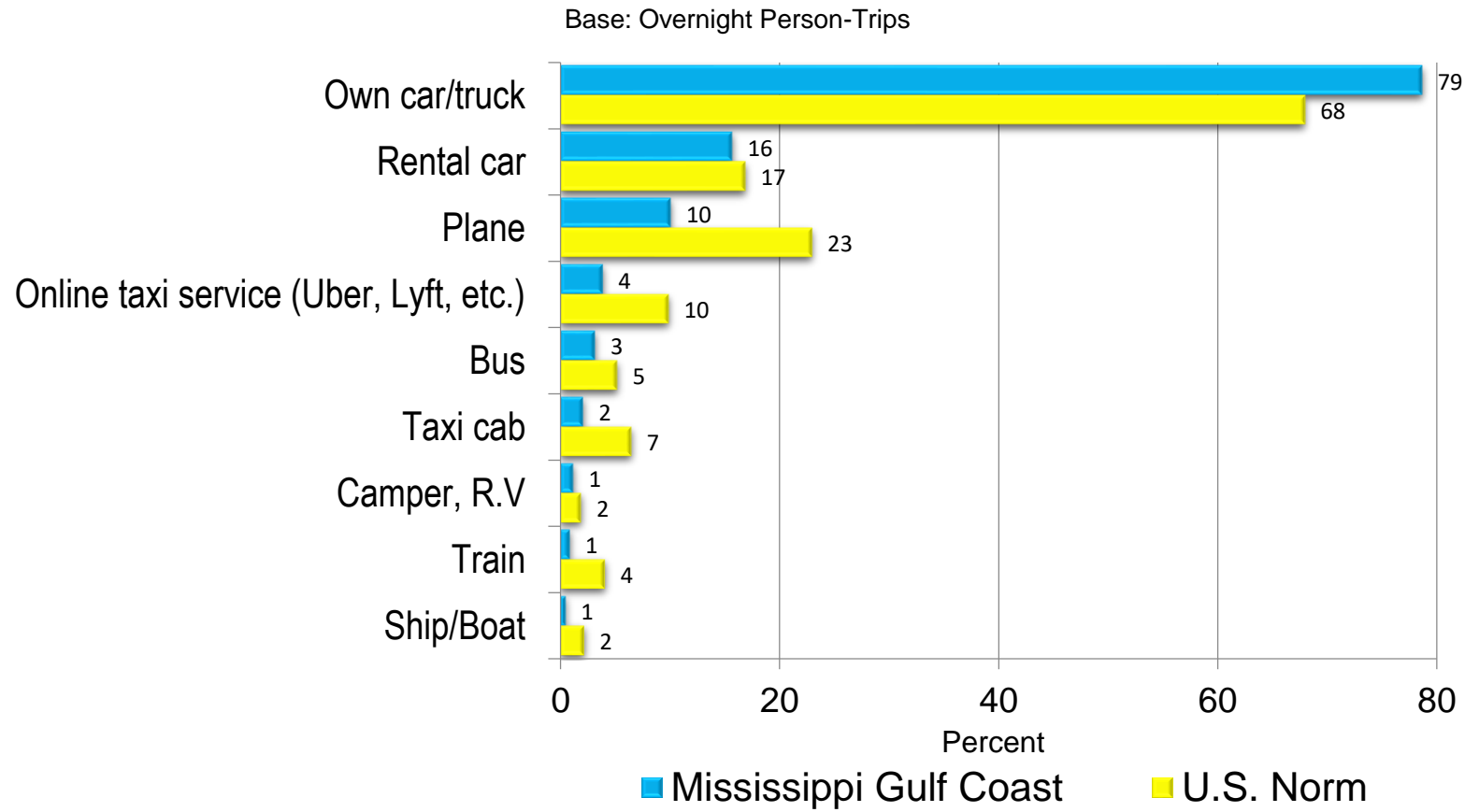




# Size of Travel Party

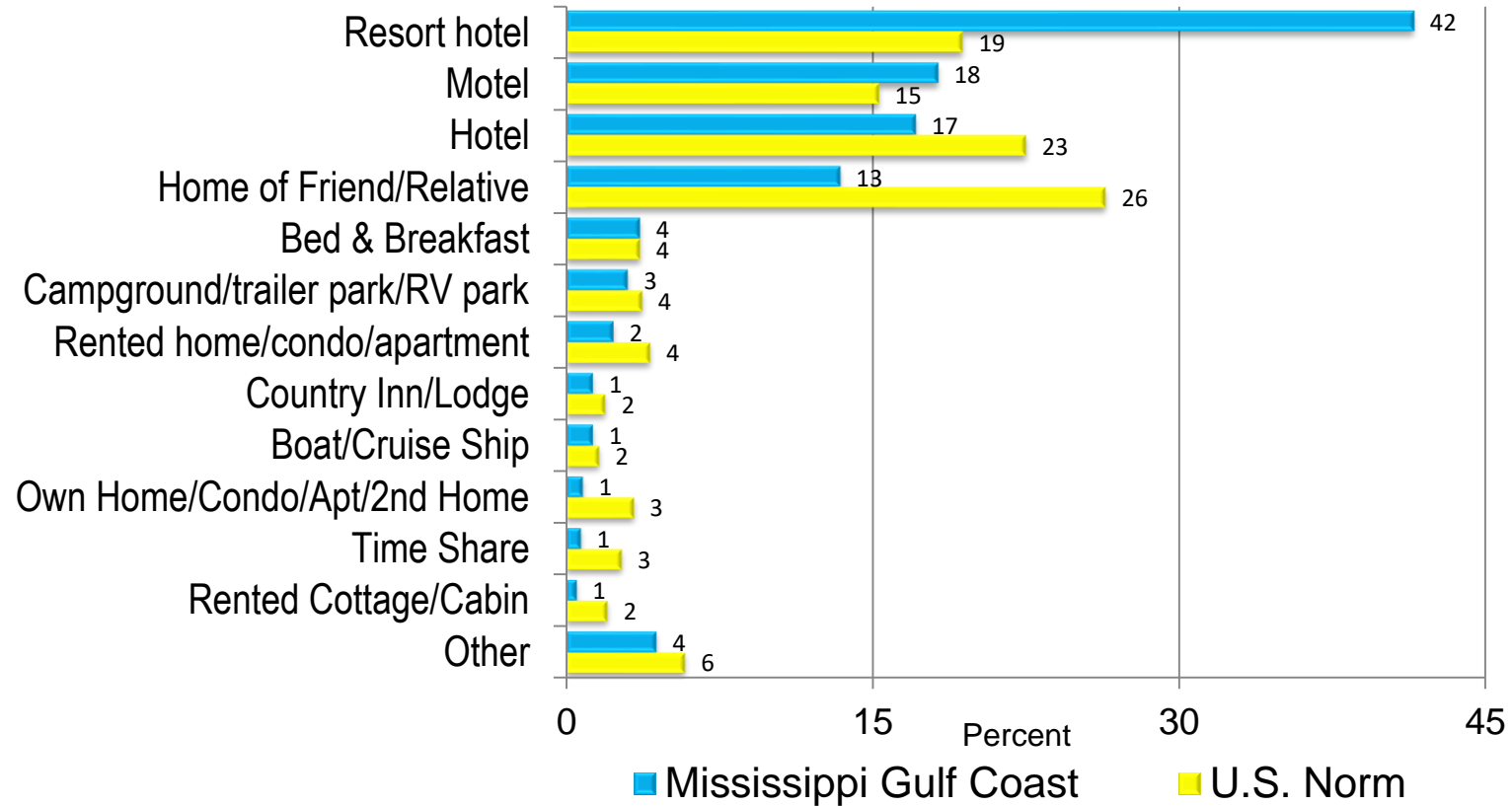


# Transportation

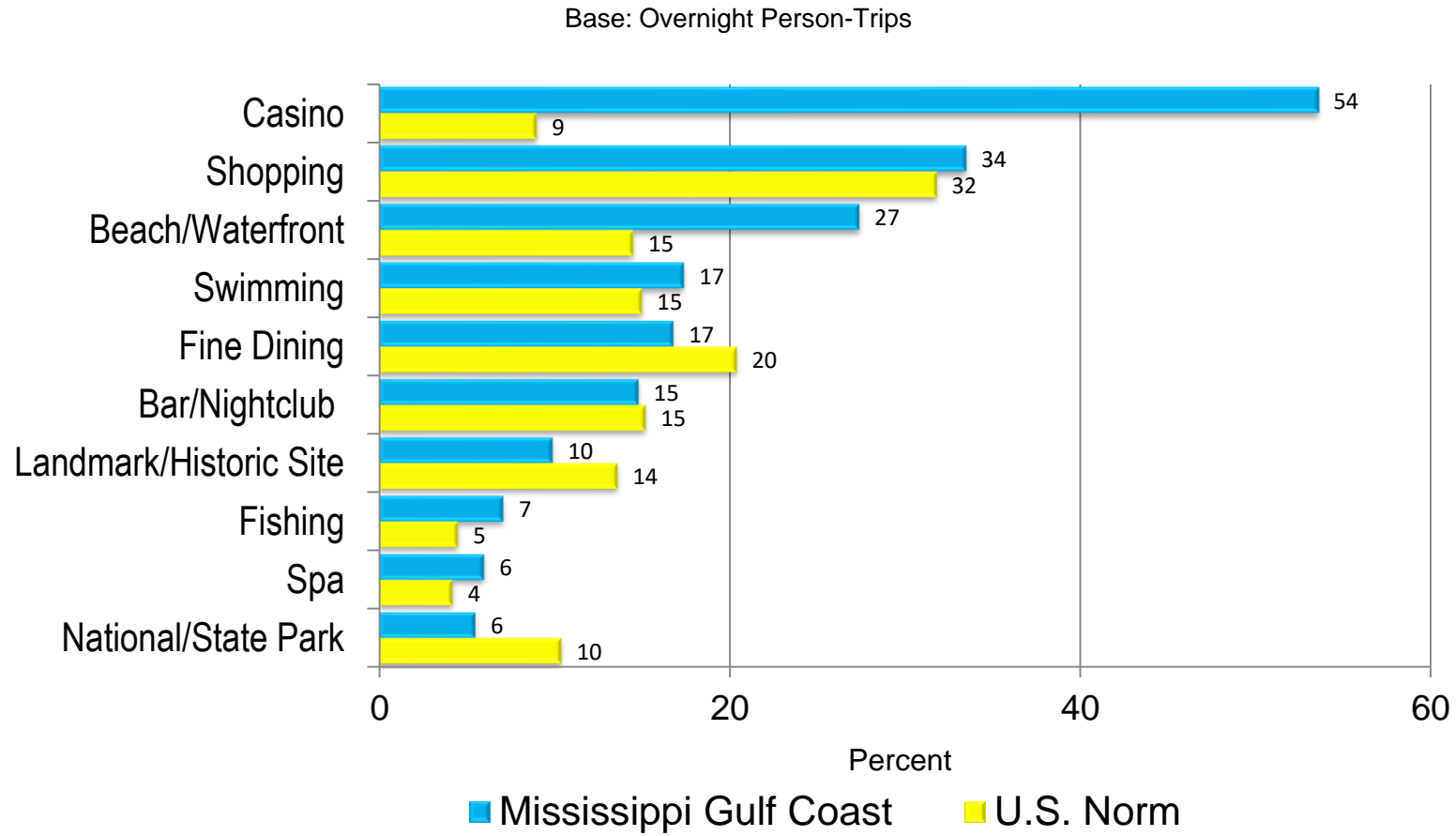


# Accommodations

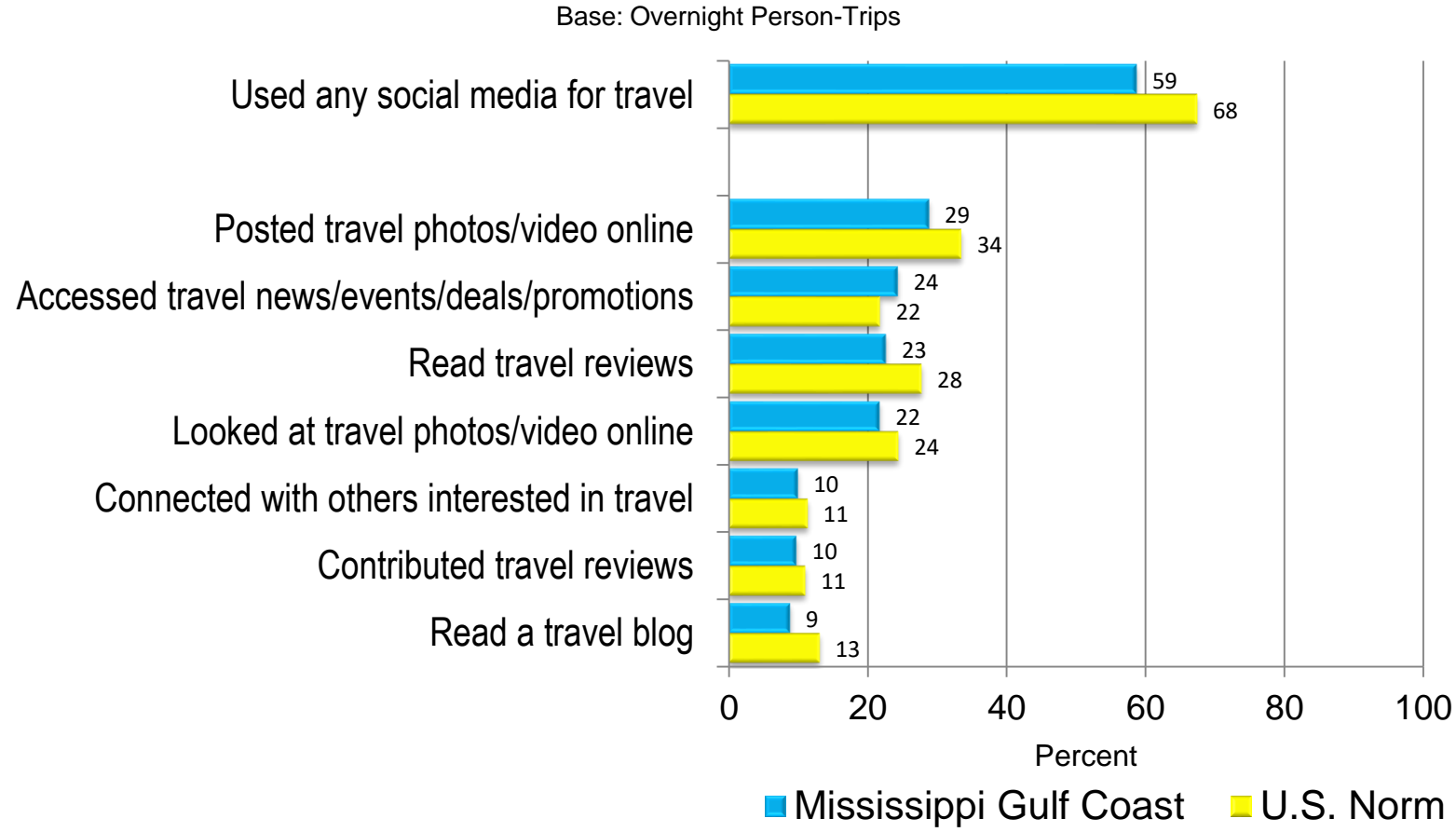
Base: Overnight Person-Trips



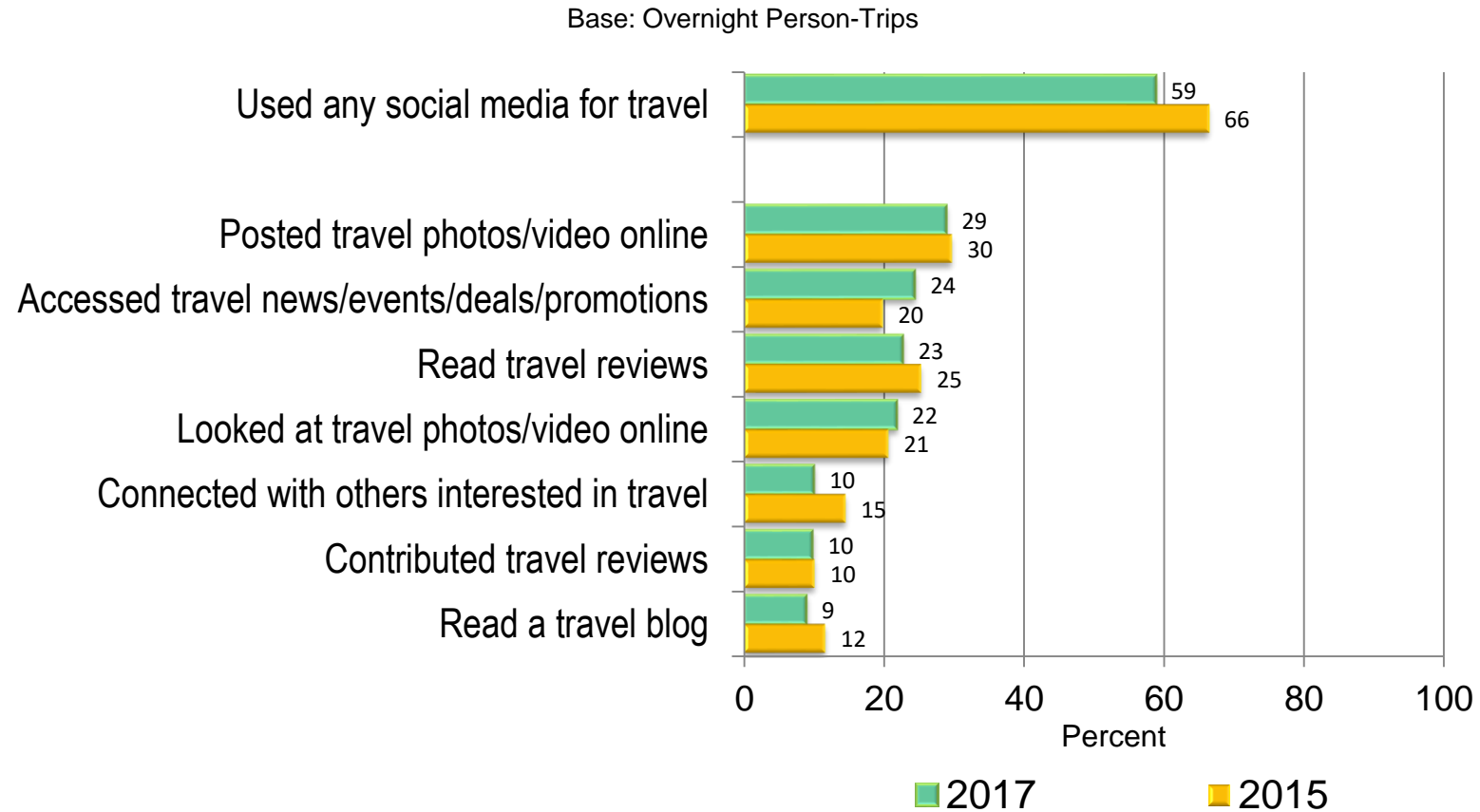
# Activities and Experiences



# Online Social Media Use by Travelers



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



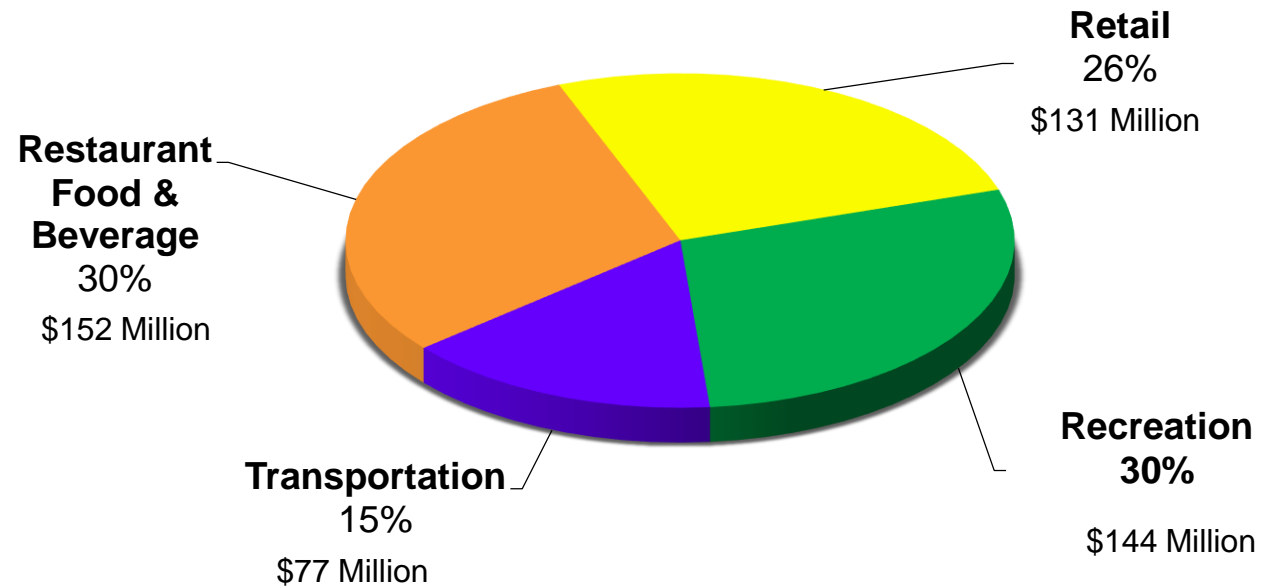
# Day Trip Expenditures



# Total Mississippi Gulf Coast Domestic Day Trip Spending — by Sector

Total Spending = \$504 Million

+10.4% vs. 2015





# Average Per Person Expenditures on Day Trips — by Trip Purpose

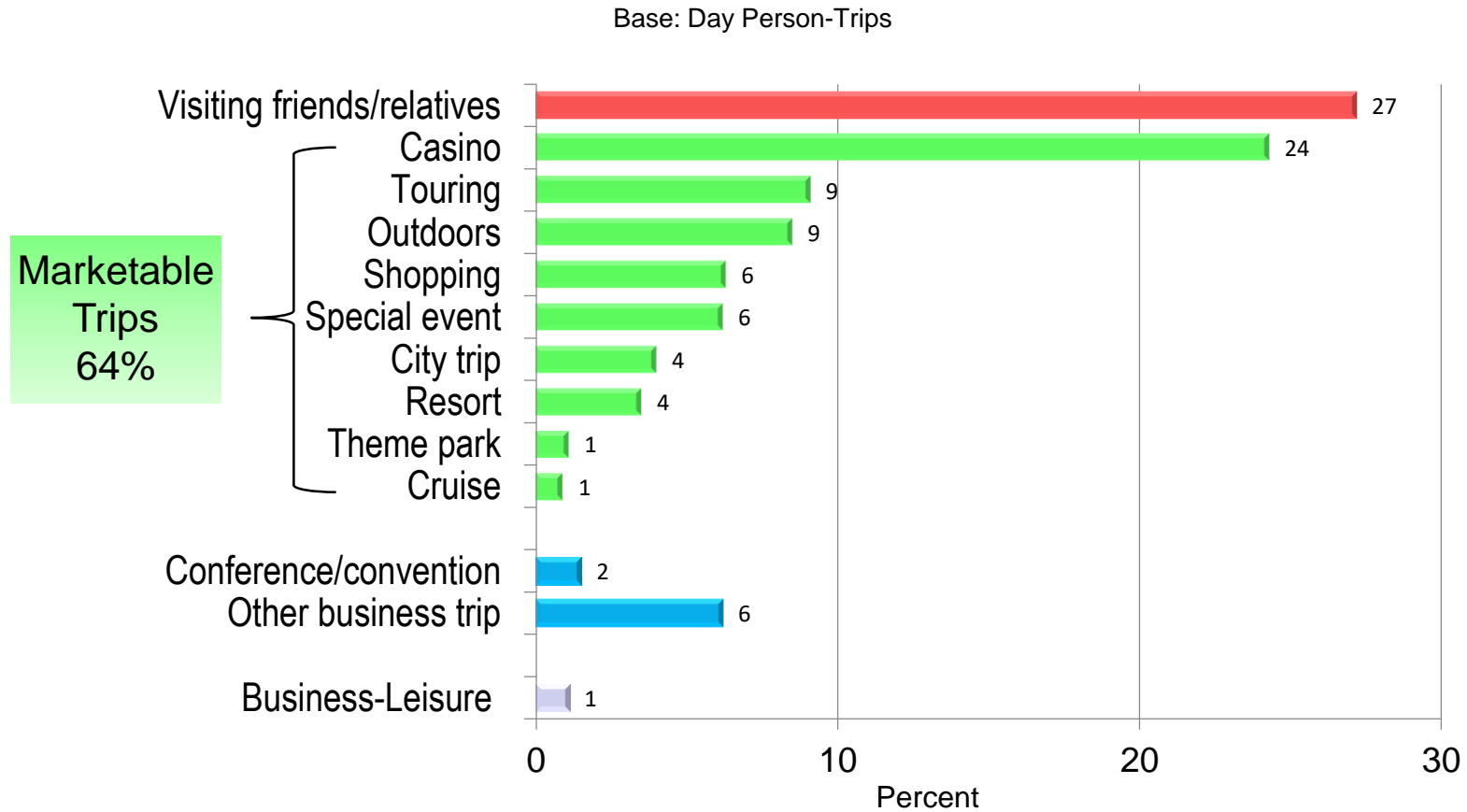




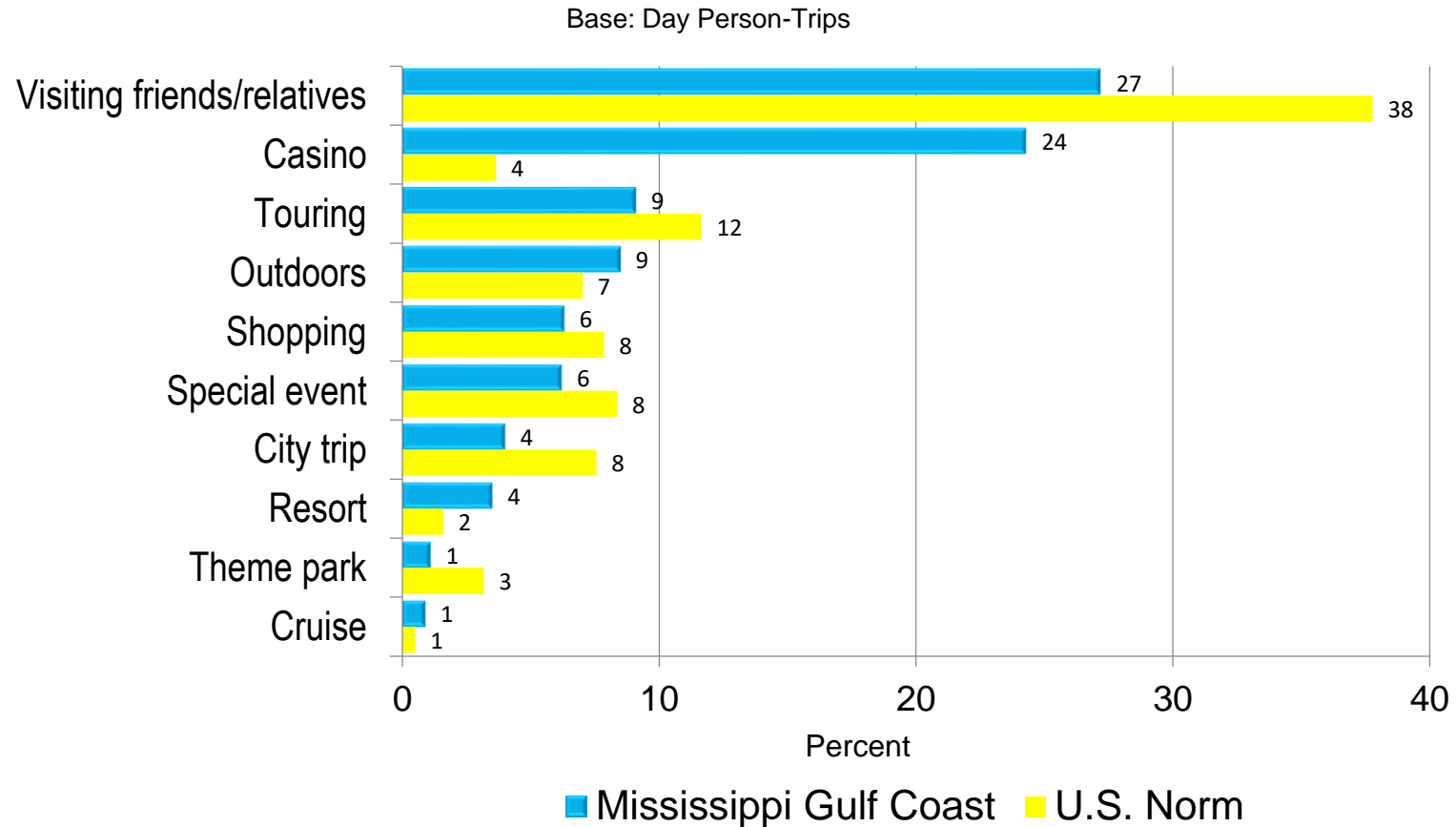
## Day Trip Characteristics



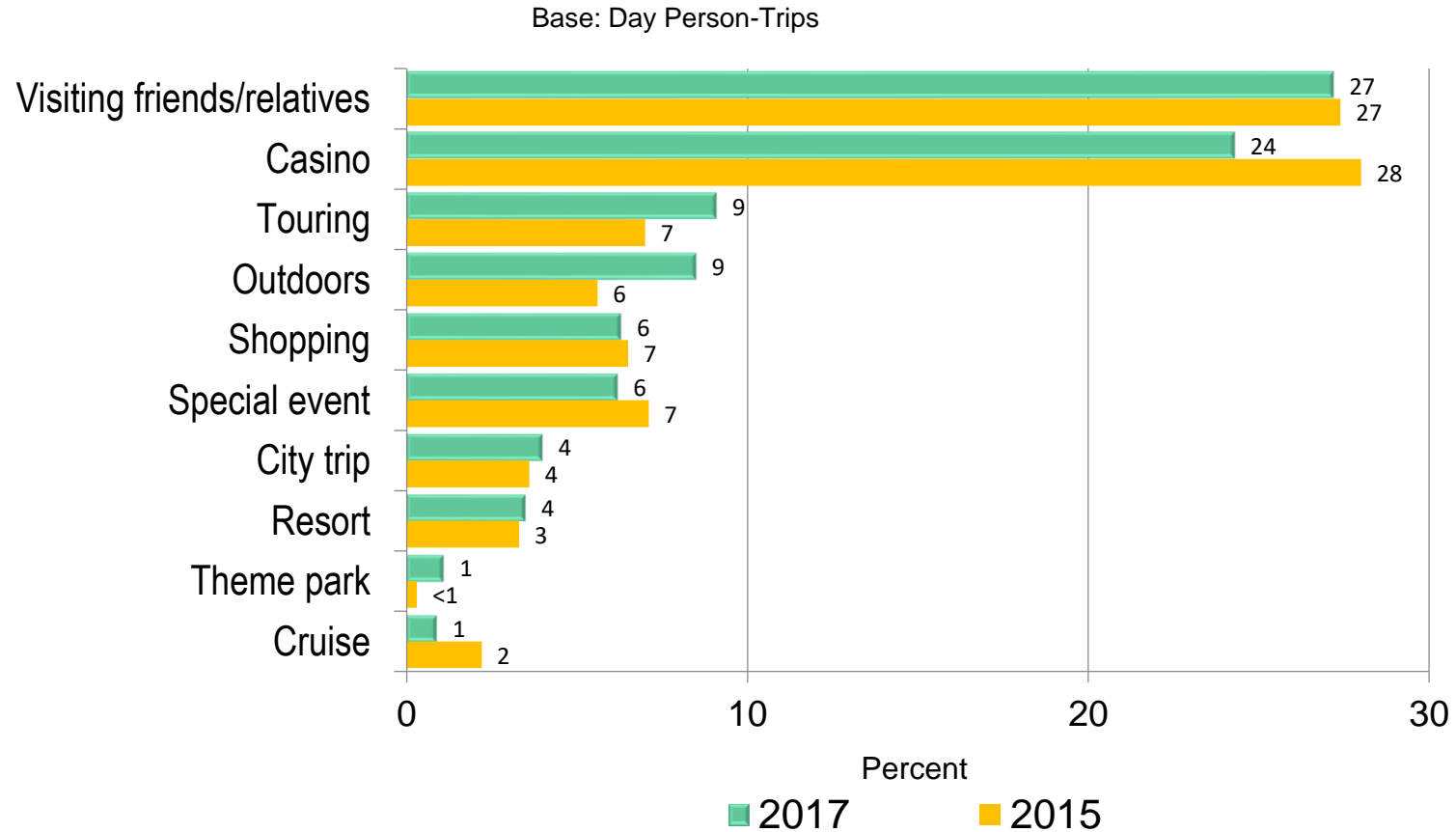
# Main Purpose of Trip



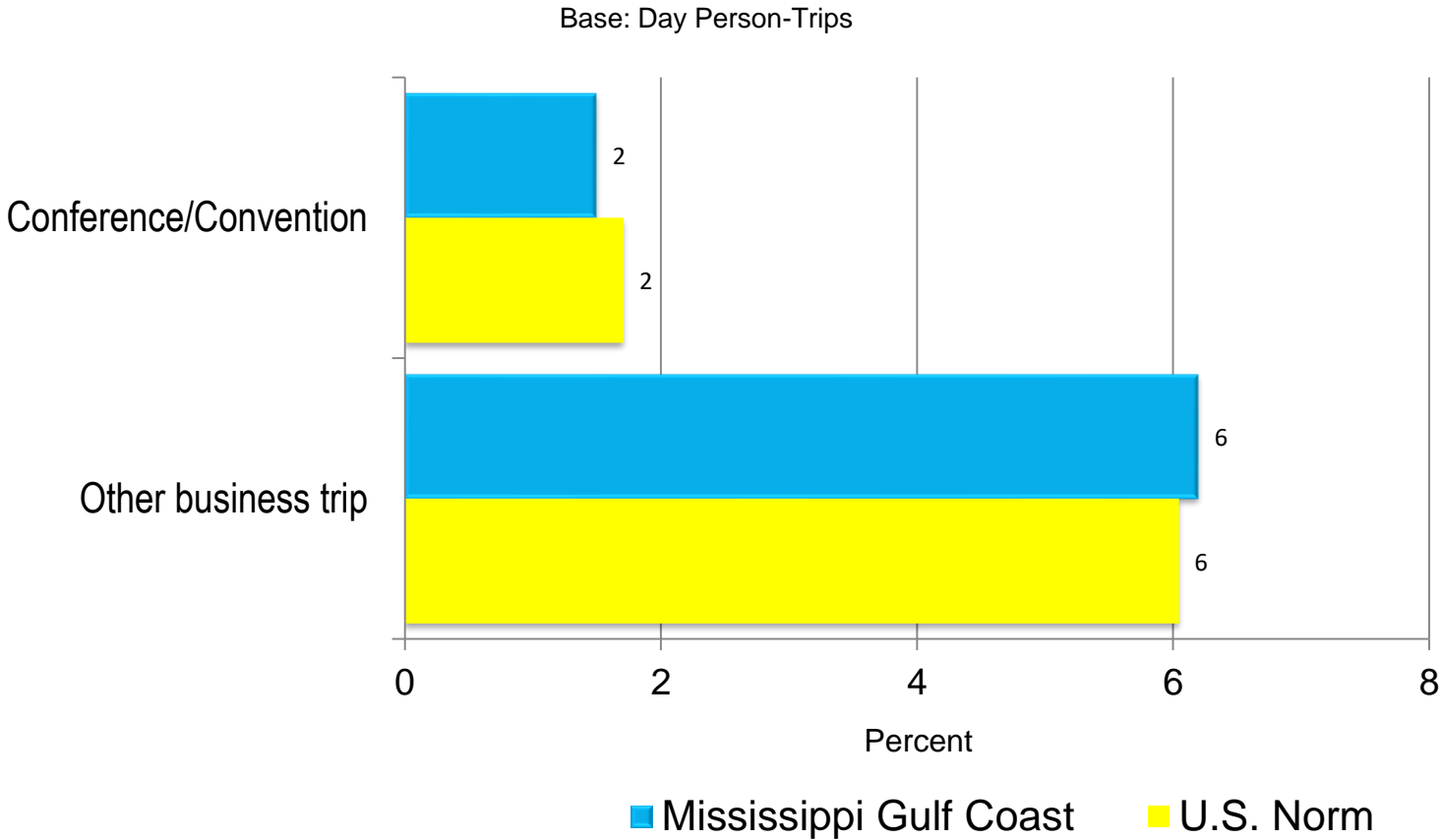
# Main Purpose of Leisure Trip — Mississippi Gulf Coast vs. National Norm



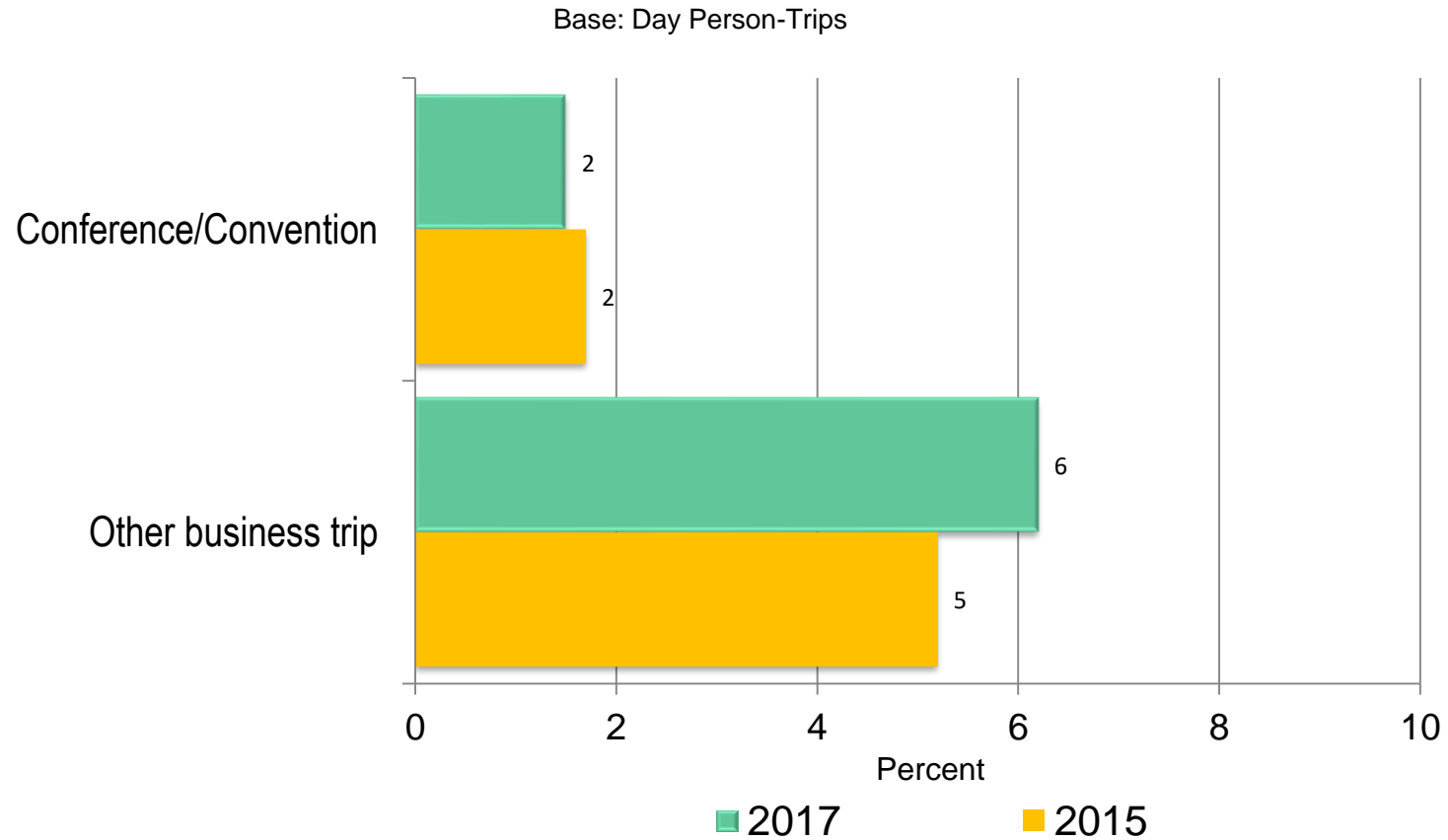
# Main Purpose of Day Leisure Trip — 2017 vs. 2015



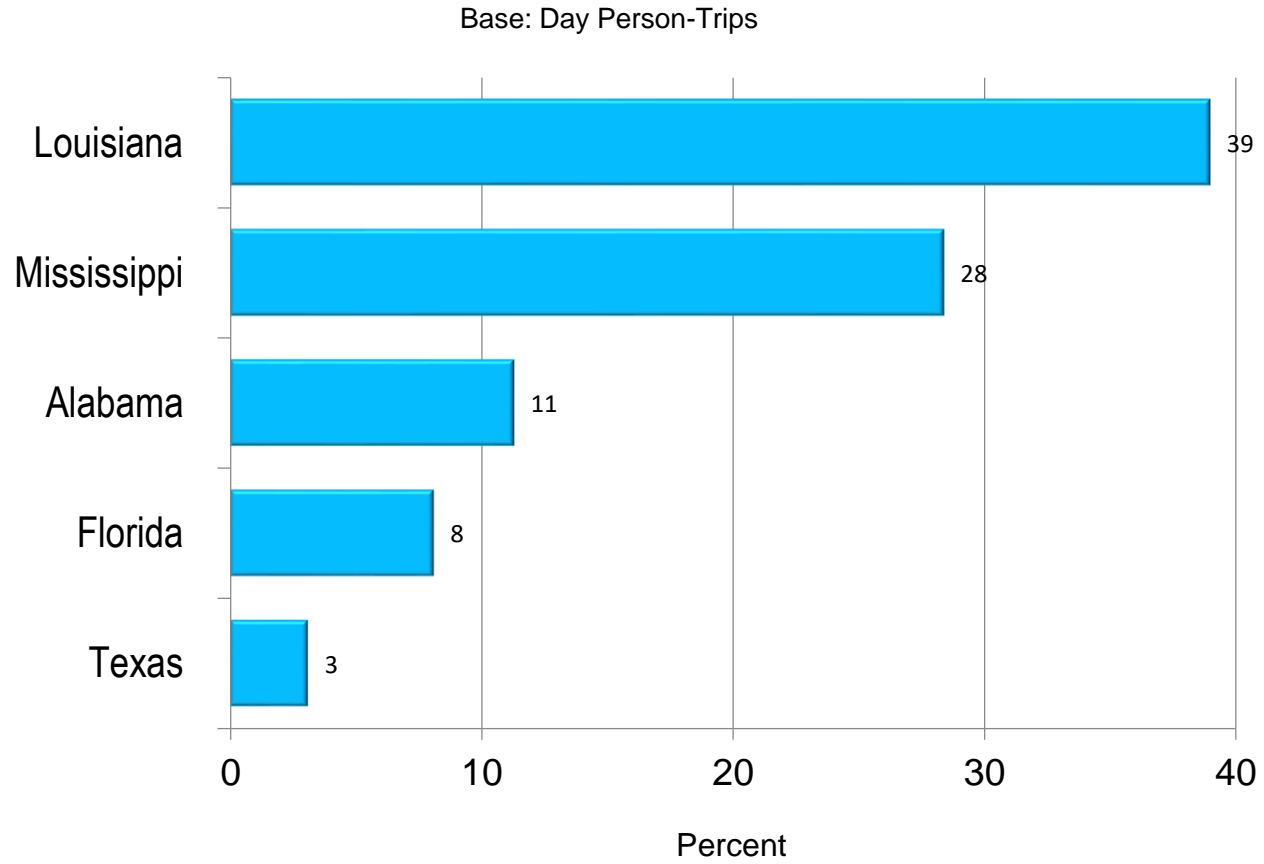
# Main Purpose of Day Business Trip — Mississippi Gulf Coast vs. National Norm



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



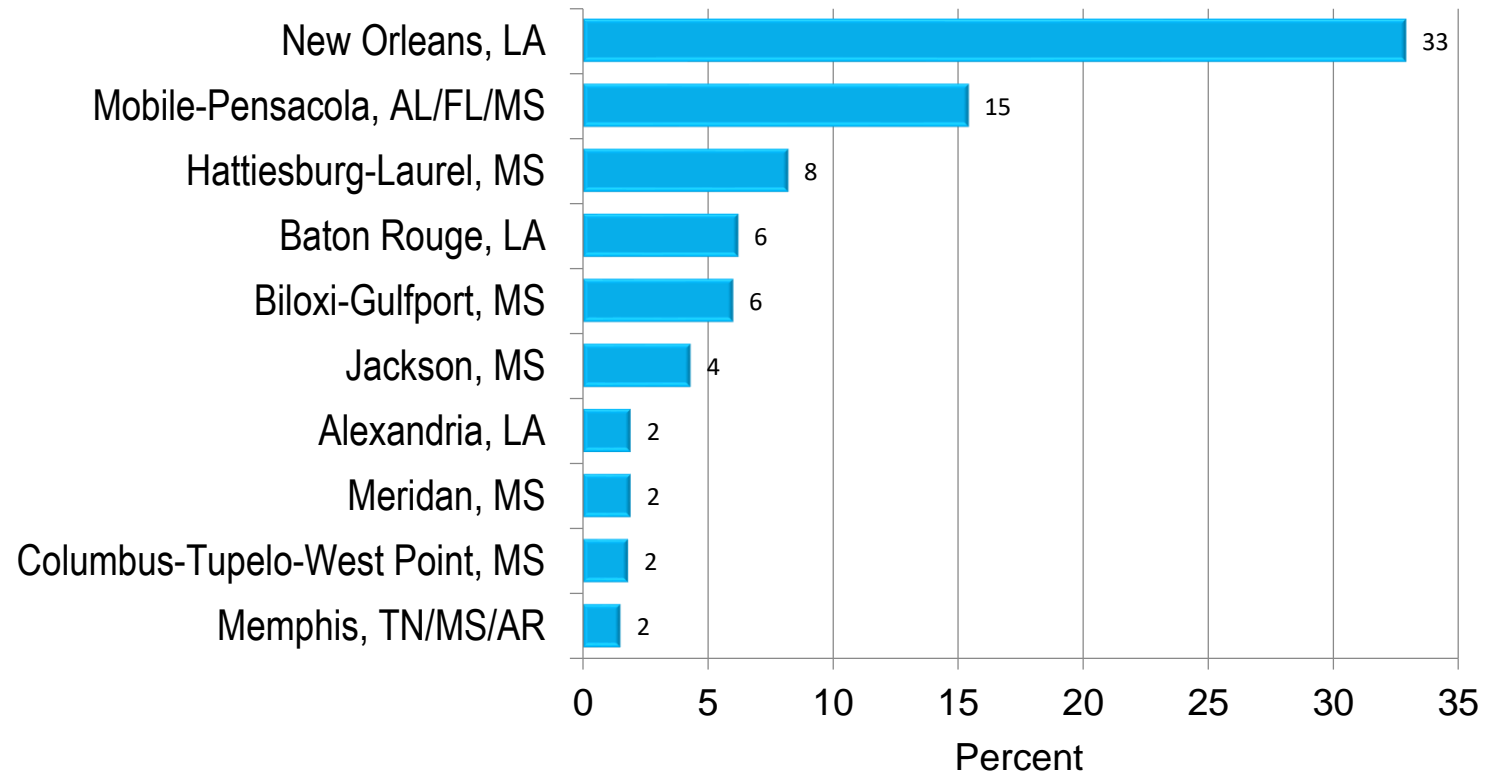
# State Origin Of Trip



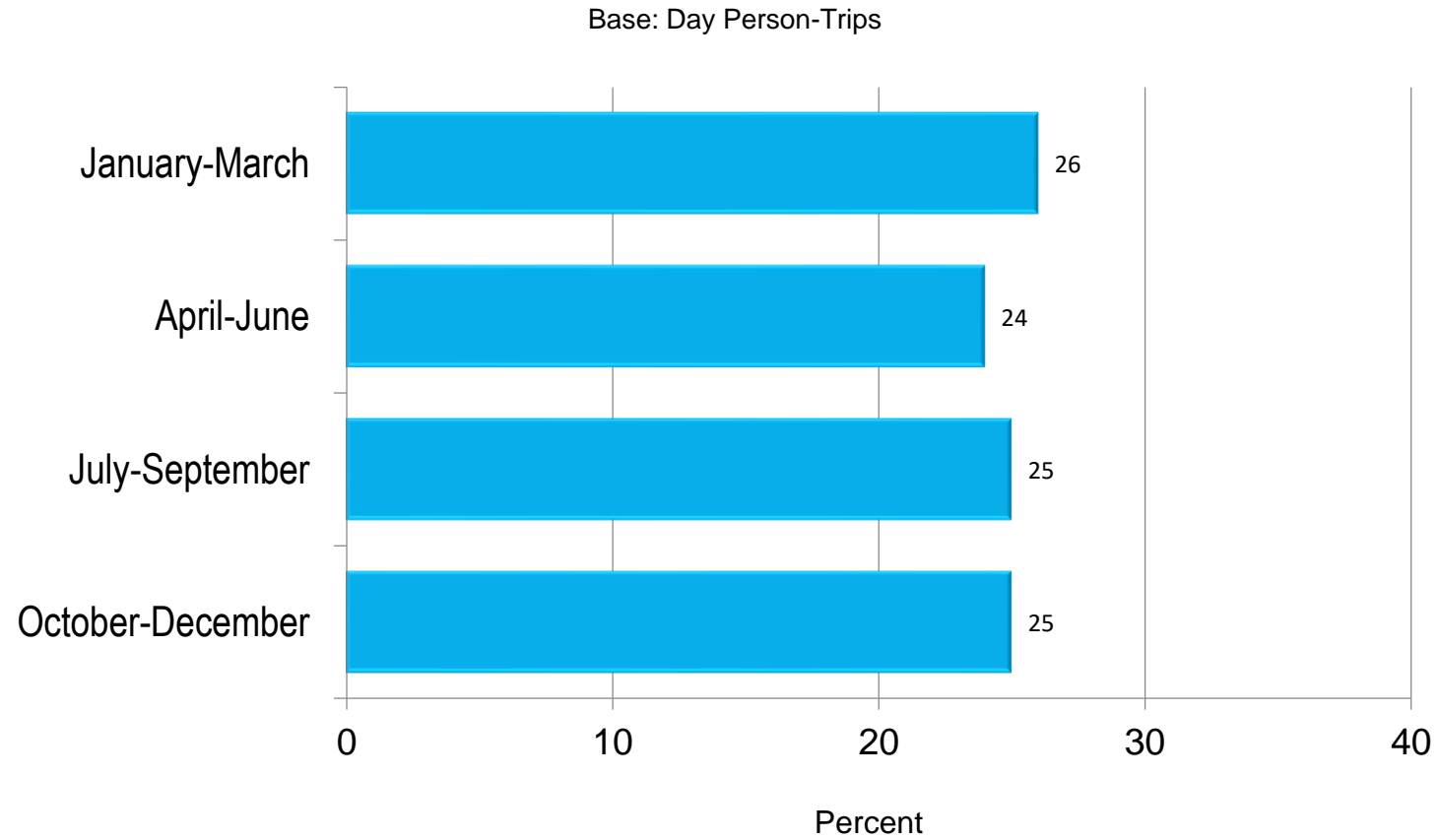


# DMA Origin Of Trip

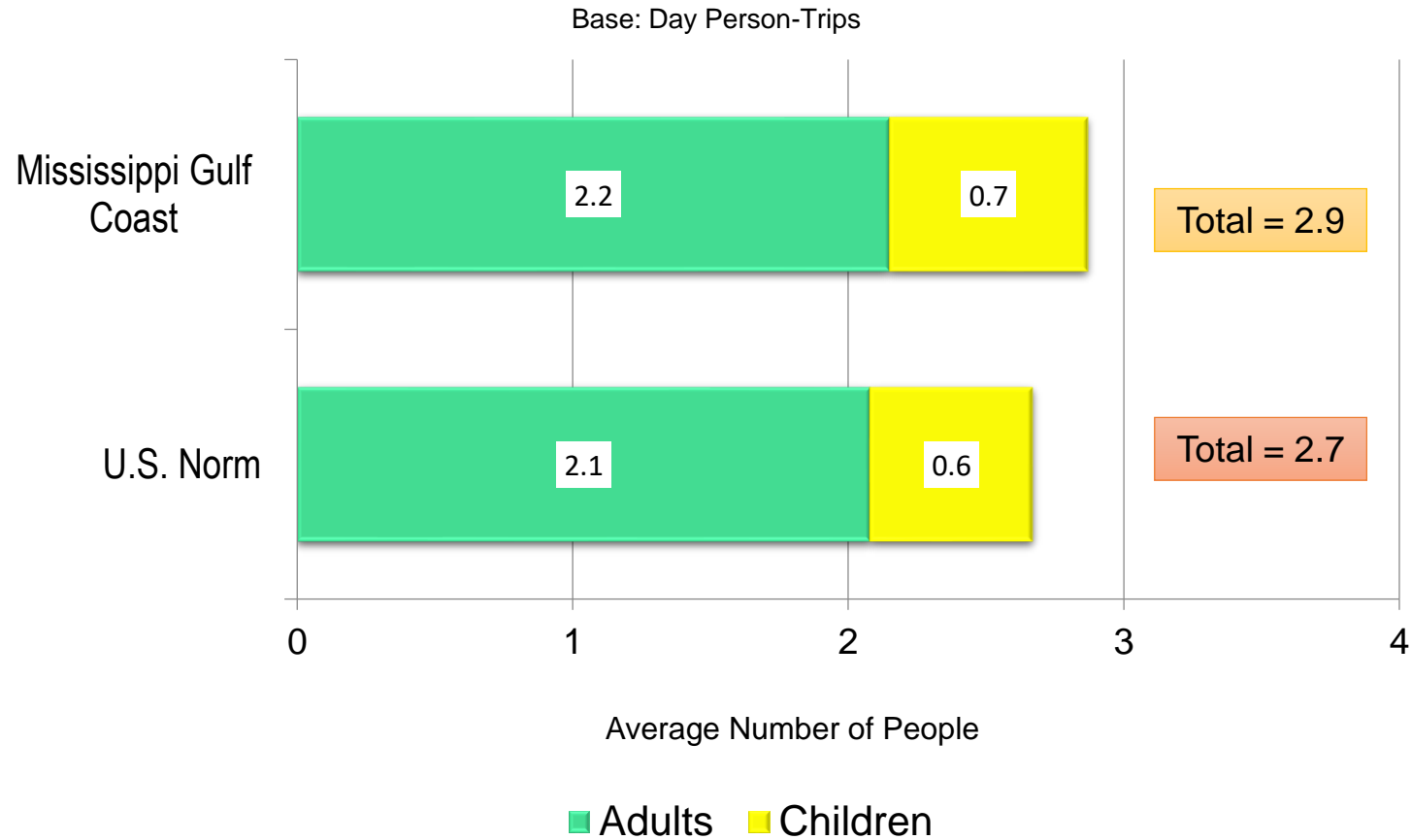
Base: Day Person-Trips



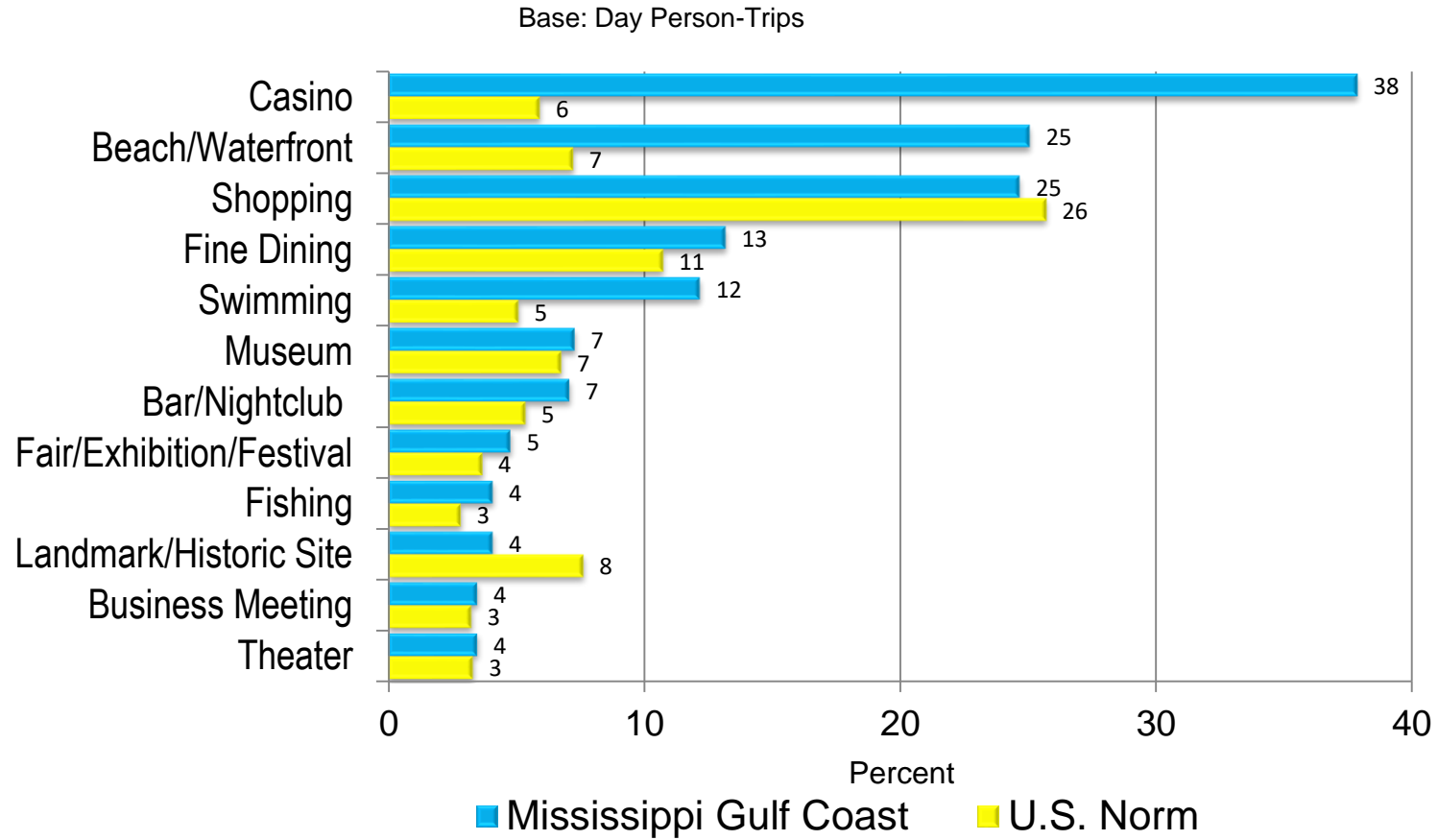
# Season of Trip



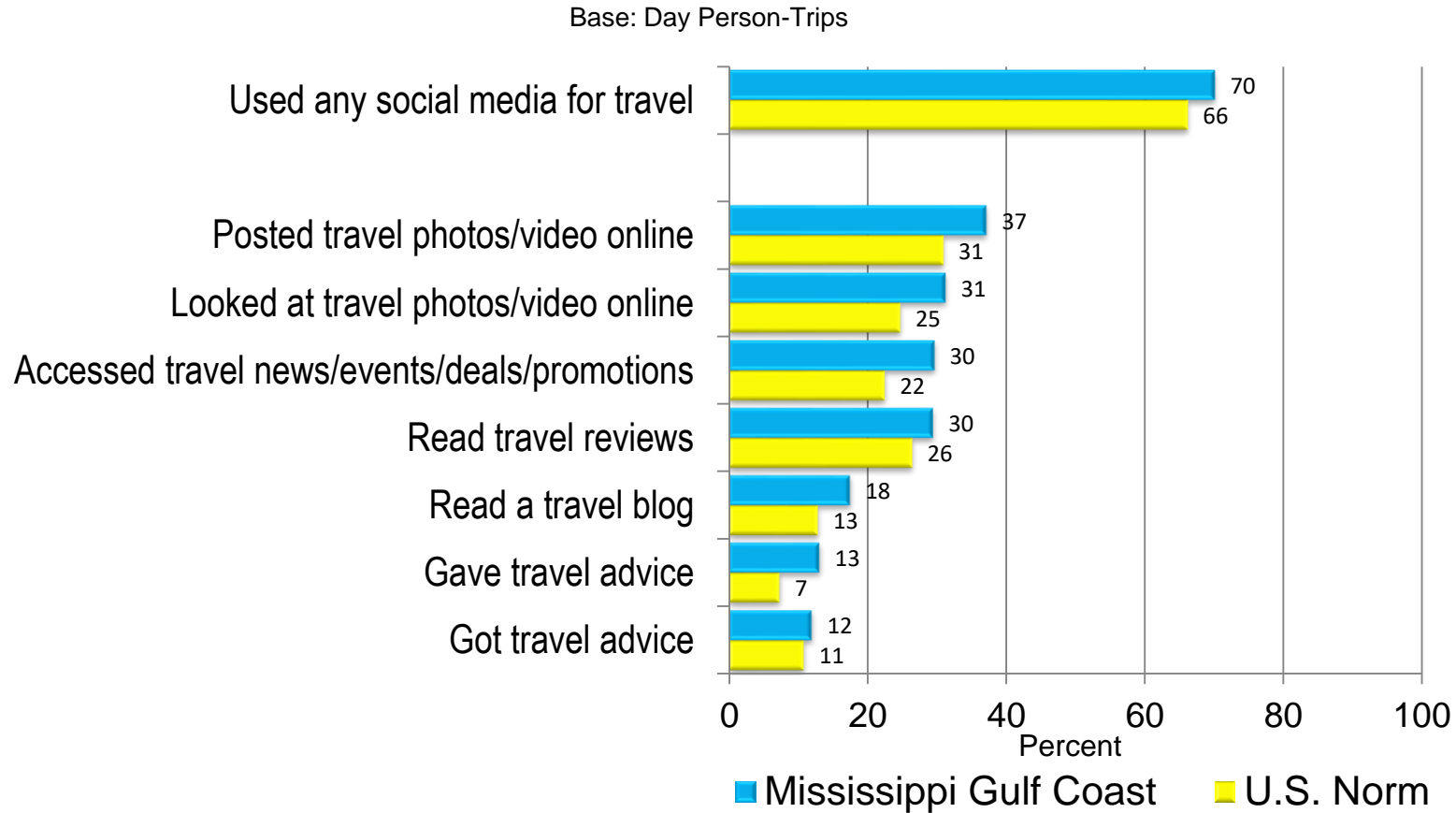
# Size of Travel Party



# Activities and Experiences

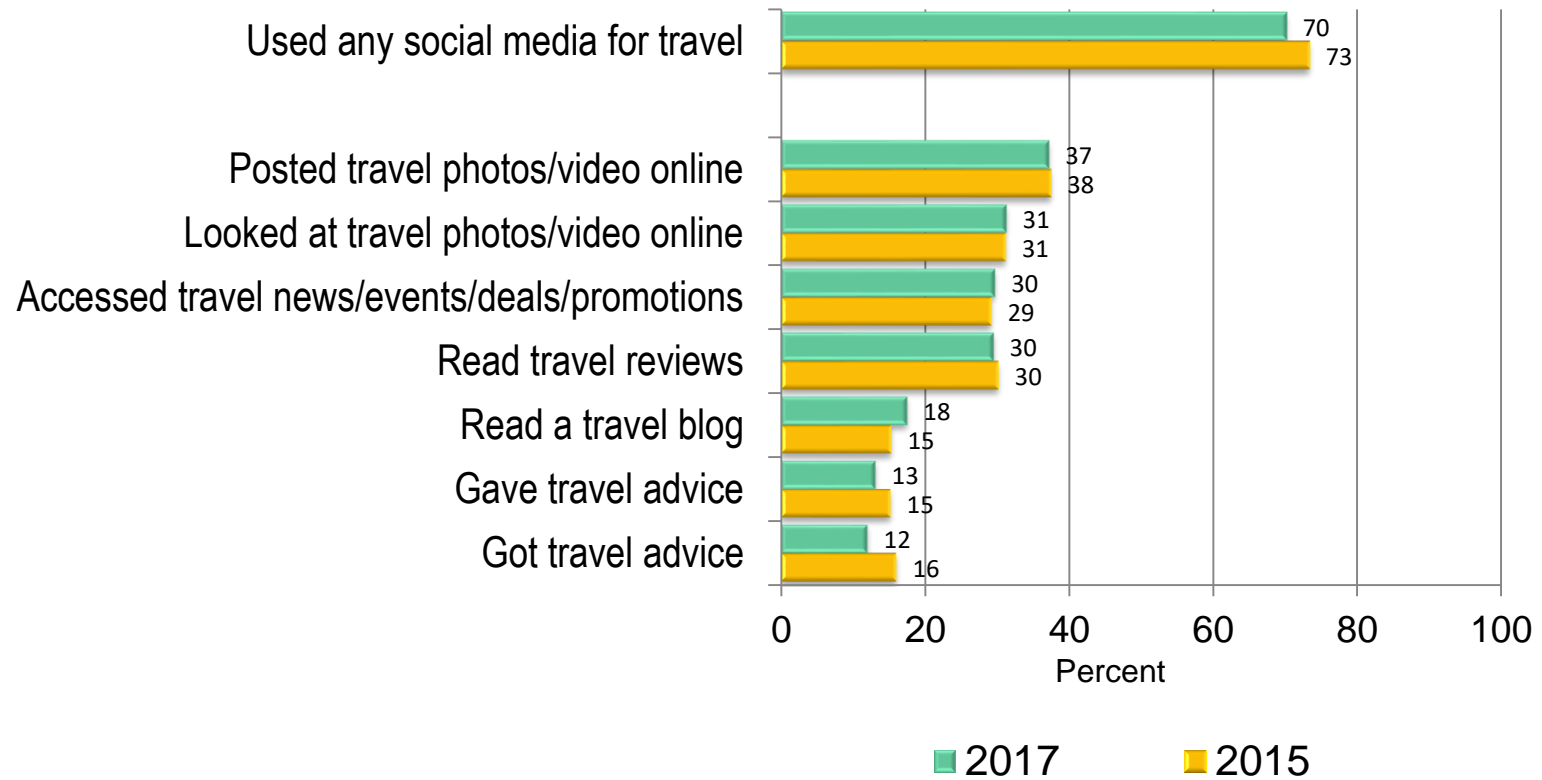


# Online Social Media Use by Travelers



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

Base: Day Person-Trips



# A Final Thought

