





Mississippi Gulf Coast

2015 Visitor Study

December 5, 2016

Research Objectives

- 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

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 Travel USA® survey:
 - Selected to be representative of the U.S. adult population
- For the 2015 travel year, this yielded :
 - 337,164 trips for analysis nationally:
 - 237,555 overnight trips
 - 99,609 day trips
- For Mississippi Gulf Coast, the following sample was achieved in 2015:
 - 806 trips:
 - 509 overnight trips
 - 297 day trips
- For analysis, data were weighted on key demographics to correct for any differences between the sample and U.S. population targets.

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.



Main Purpose of the Trip

Main Purpose of Trip

Base: Total Overnight Person-Trips to Mississippi Gulf Coast



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

Base: Total Overnight Person-Trips



Main Purpose of Business Trip – Mississippi Gulf Coast vs. National Norm

Base: Total Overnight Person-Trips 1 Conference/Convention 4 4 Other business trip 6 0 2 8 4 6 Percent U.S. Norm Mississippi Gulf Coast

Main Purpose of Trip

Base: Total Day Person-Trips to Mississippi Gulf Coast



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

Base: Total Day Person-Trips Casino Visiting friends/relatives Special event Touring Shopping Outdoors City trip Resort Cruise Percent Mississippi Gulf Coast U.S. Norm

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

Base: Total Day Person-Trips





Source of Business

State Origin Of Trip

Base: Total Overnight Person-Trips to Mississippi Gulf Coast



DMA Origin Of Trip

Base: Total Overnight Person-Trips to Mississippi Gulf Coast



State Origin Of Trip

Base: Total Day Person-Trips to Mississippi Gulf Coast



DMA Origin Of Trip

Base: Total Day Person-Trips to Mississippi Gulf Coast





Seasonality of the MS Gulf Coast Trip

Season of Trip

Base: Total Overnight Person-Trips to Mississippi Gulf Coast



Percent

Season of Trip

Base: Total Day Person-Trips to Mississippi Gulf Coast





Satisfaction of the Overnight MS Gulf Coast Trip

Satisfaction with Mississippi Gulf Coast Trip % Very Satisfied

Base: Total Overnight Person-Trips to Mississippi Gulf Coast

Overall trip experience Friendliness of people Quality of accomodations Quality of food Value for the money Sightseeing/ attractions Music/ nightlife/ entertainment





Past Visitation of the Overnight MS Gulf Coast

Past Visitation to Mississippi Gulf Coast

Base: Total Overnight Person-Trips to Mississippi Gulf Coast





Length of Trip Planning of the Overnight MS Gulf Coast Trip

Length of Trip Planning







Method of Booking of the Overnight MS Gulf Coast Trip

Method of Booking



Hotel or resort Online travel agencies 800/888 number Travel agent/company Airline/commercial carrier Advice from relatives or friends Travel company websites Destination websites Auto club/AAA





Total Nights

Total Nights Away on Trip

Base: Total Overnight Person-Trips



Number of Nights Spent in Mississippi Gulf Coast

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



Average Nights Spent in Mississippi Gulf Coast = 3.3

Percent



Travel Party Size

Size of Travel Party



Size of Travel Party





Transportation Used for the Overnight MS Gulf Coast Trip

Transportation

Base: Total Overnight Person-Trips





Accommodations Used on the Overnight MS Gulf Coast Trip
Accommodations





Activities and Experiences

Top Activities and Experiences

Base: Total Overnight Person-Trips



Activities and Experiences







Social Media Usage

Online Social Media Use by Travelers

Base: Total Overnight Person-Trips



Looked at travel photos/video online Accessed travel news/events/deals/promotions Connected with others interested in travel

Percent

Mississippi Gulf Coast

U.S. Norm

Online Social Media Use by Travelers

Base: Total Day Person-Trips



Mississippi Gulf Coast

Posted travel photos/video online Looked at travel photos/video online Read travel reviews Accessed travel news/events/deals/promotions Connected with others interested in travel "Followed" a destination/attraction Got travel advice

U.S. Norm



Visitor Volume

Total Size of Mississippi Gulf Coast Domestic Travel Market in 2015

Total Person-Trips = 12.7 Million



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





Mississippi Gulf Coast Overnight Travel Market — by Main Trip Purpose

Adult Overnight Person-Trips = 5.5 Million



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





Mississippi Gulf Coast Day Travel Market — by Trip Purpose







Visitor Expenditures



Overnight Trip Expenditures

Total Domestic Mississippi Gulf Coast Overnight Spending – by Sector

Total Spending = \$1.069 Billion



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 Sector



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



Day Trip Expenditures



Total Mississippi Gulf Coast Domestic Day Trip Spending – by Sector

Total Spending = \$456 Million



Average Per Person Expenditures on Day Trips – By Sector

Base: Total Day Person-Trips to Mississippi Gulf Coast



Average Per Person Expenditures on Day Trips – by Trip Purpose

Base: Total Day Person-Trips to Mississippi Gulf Coast



* Low base sizes

Average Per Party Expenditures on Day Trips – By Sector

Base: Total Day Person-Trips to Mississippi Gulf Coast



Average Per Party Expenditures on Day Trip – by Trip Purpose

Base: Total Day Person-Trips to Mississippi Gulf Coast









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