



Mississippi Gulf Coast

2015 Visitor Study

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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 ever conducted of American travelers, providing our clients with more reliable data and greater ability to home in on key market segments of interest.
- ◉ This report provides an overview for Mississippi Gulf Coast's **domestic** tourism business in 2015.

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 Findings

Key Findings



- ◉ In 2015, Mississippi Gulf Coast had 12.7 million person trips. Of these trips, 43% were overnight trips.
- ◉ The overnight trips generated \$1.07 billion in spending.
- ◉ “Casino” (at 35%) was the most frequent purpose for an overnight trip to Mississippi Gulf Coast. Marketable trips (those influenced by marketing efforts) were 66% of the total overnight trips.
- ◉ For overnight trips, the top state markets for Mississippi Gulf Coast visitors were Louisiana, Florida, and Mississippi. Among DMAs, the top three visitor sources were New Orleans, Mobile, and Atlanta.

Key Findings – (Cont'd)



- Over two-thirds (71%) of Mississippi Gulf Coast visitors, were very satisfied with the overall trip experience. Most satisfaction elements were similar to the national average.
- Of the overnight respondents, 85% have visited at least once. Seventy-four (74%) percent had visited in the past year.
- Higher than the national average, over half (58%) of the overnight trips were planned 2 months or less before the trip. Similar to the national average, thirteen (13%) percent did not plan anything in advance.
- “Hotel or resort” was the most common planning source and booking source.

Key Findings – (Cont'd)



- The average number of nights spent in Mississippi Gulf Coast for was 3.3 nights. The average travel party size was 3.0 persons.
- The top five overnight trip activities and experiences were “Casino,” “Shopping,” “Beach/Waterfront,” “Fine Dining,” and “Swimming.”
- The highest social media activities on an overnight trip to Mississippi Gulf Coast were “posting photos online,” “reading travel reviews,” and “looking at photos online.”

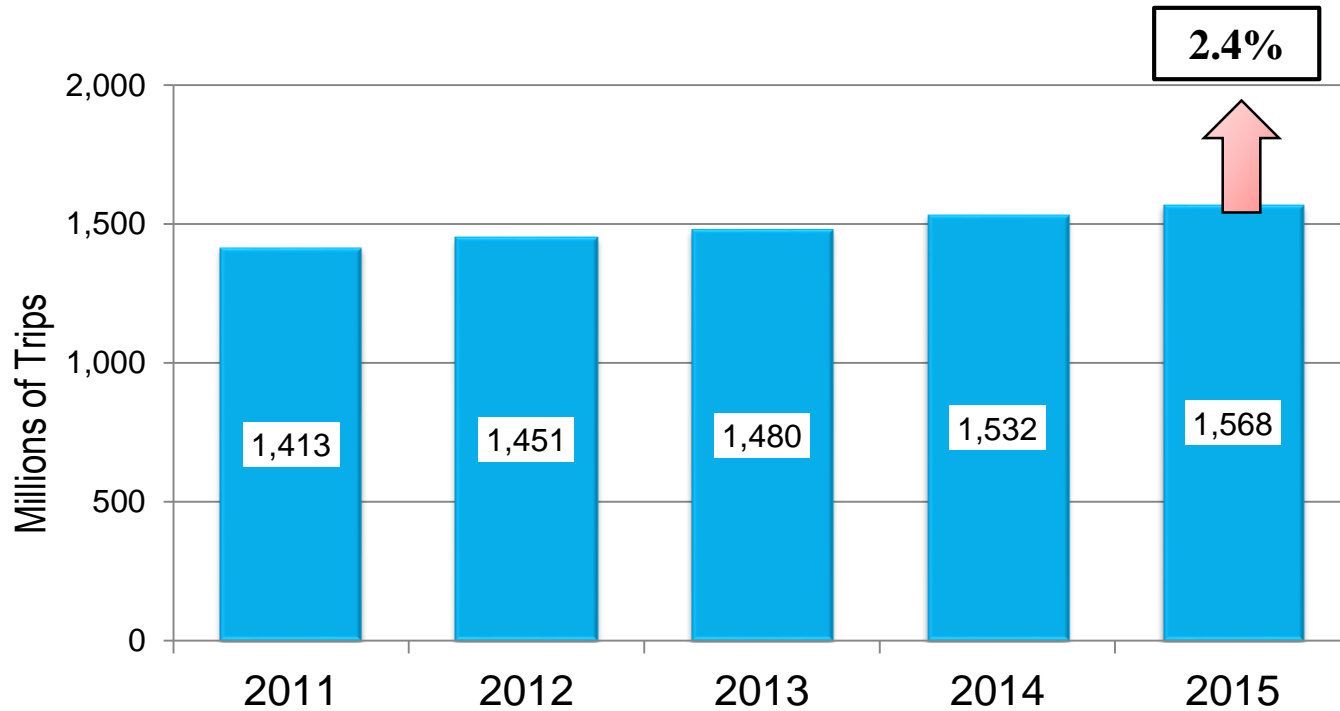


Size & Structure of the U.S. Travel Market

Total Size of the U.S. Travel Market — 2011-2015



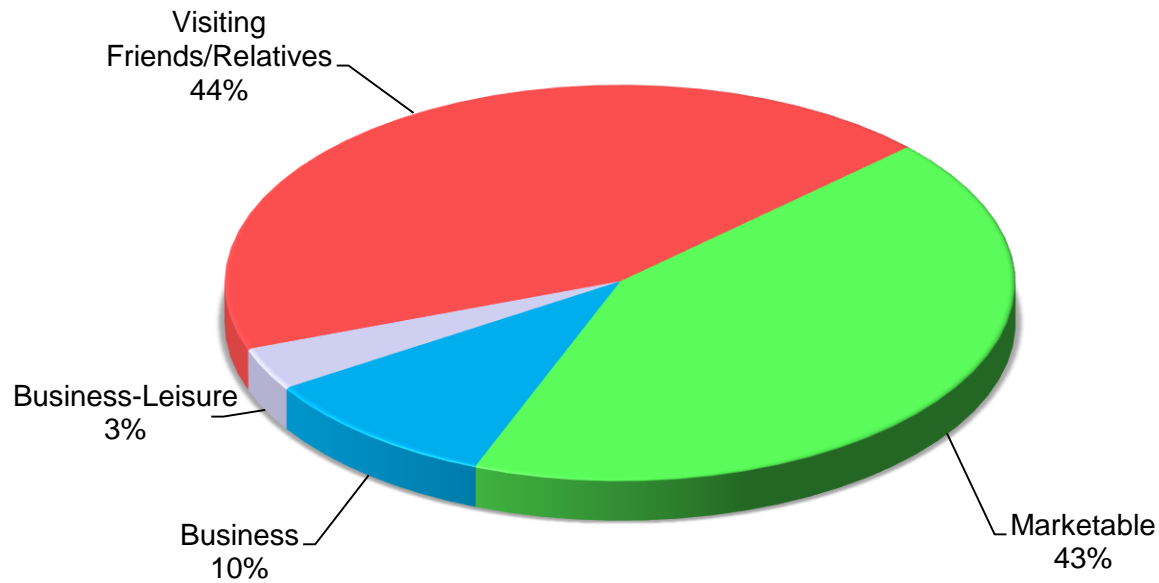
Base: Total Overnight Person-Trips



Structure of the U.S. Travel Market — 2015 Overnight Trips



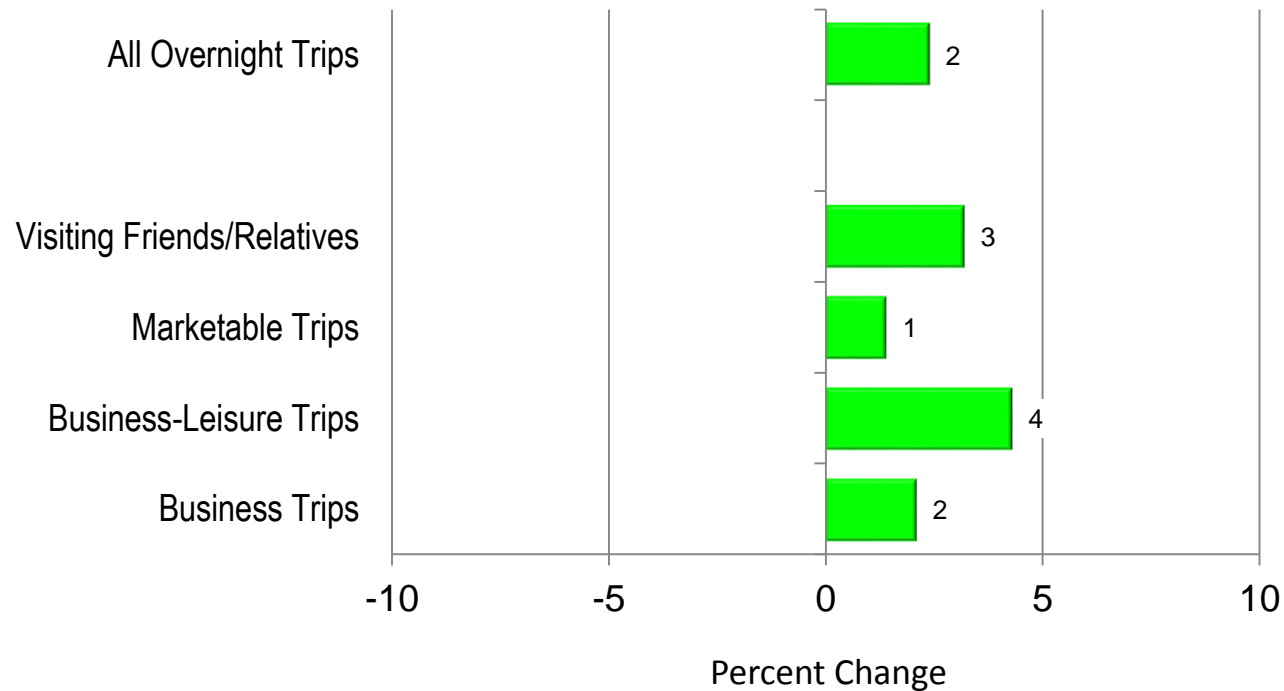
Base: Total Overnight Person-Trips



U.S. Market Trends for Overnight Trips — 2015 vs. 2014



Base: Total Overnight Person-Trips



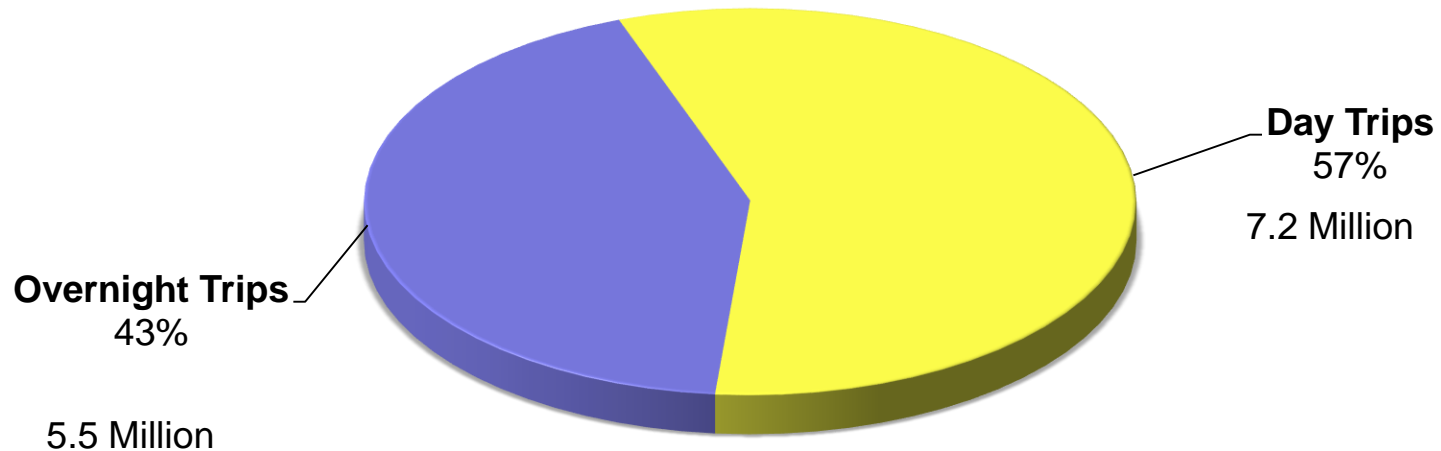


Size & Structure of Mississippi Gulf Coast Domestic Travel Market

Total Size of Mississippi Gulf Coast Domestic Travel Market in 2015



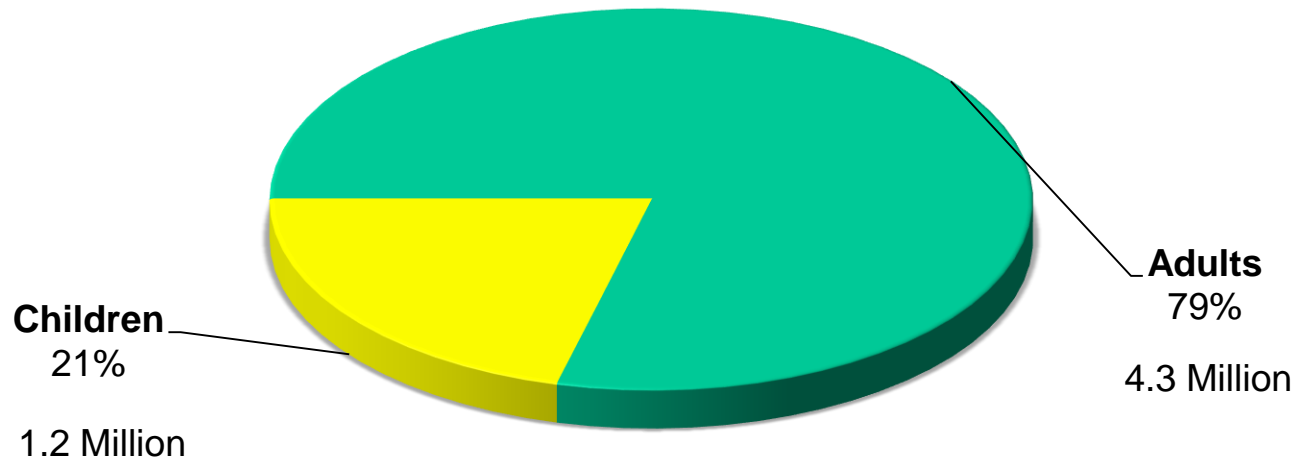
Total Person-Trips = 12.7 Million



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



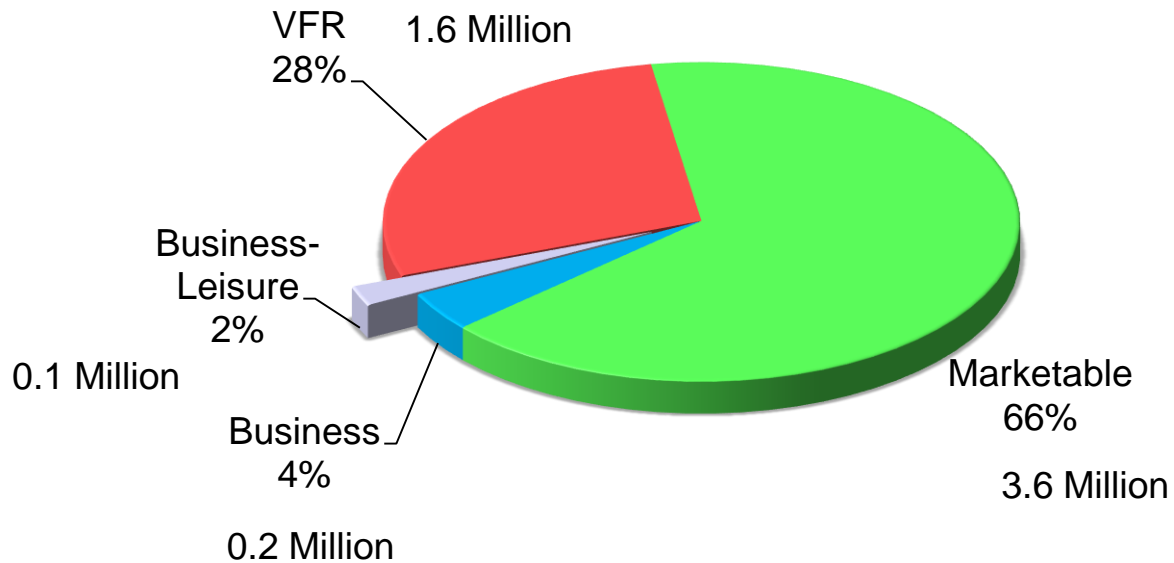
Total Overnight Person-Trips = 5.5 Million



Mississippi Gulf Coast Overnight Travel Market — by Main Trip Purpose



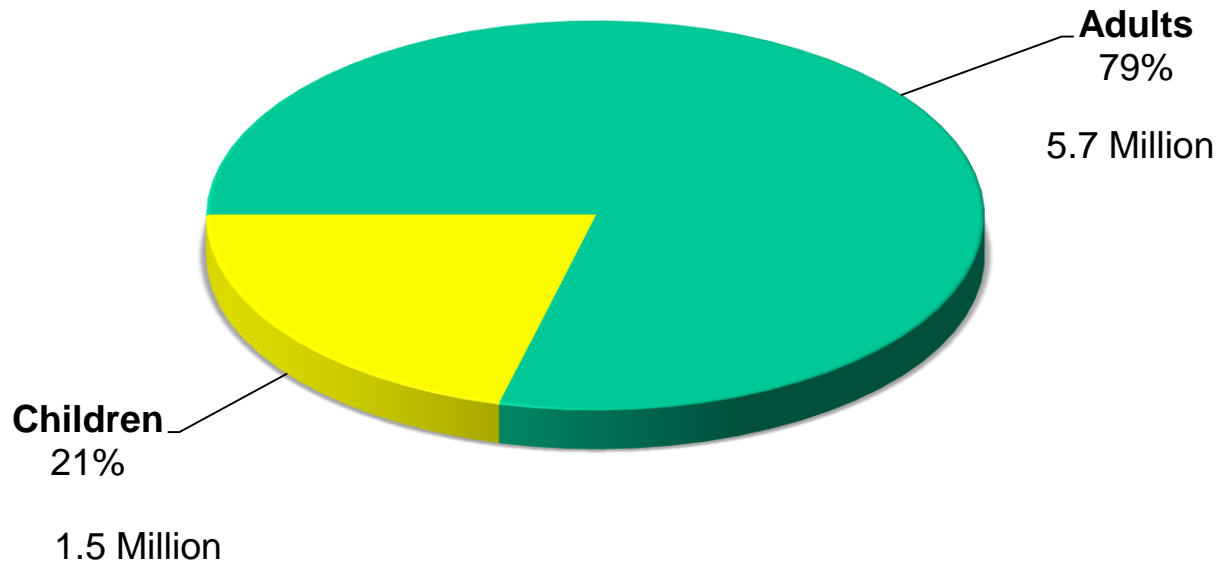
Adult Overnight Person-Trips = 5.5 Million



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



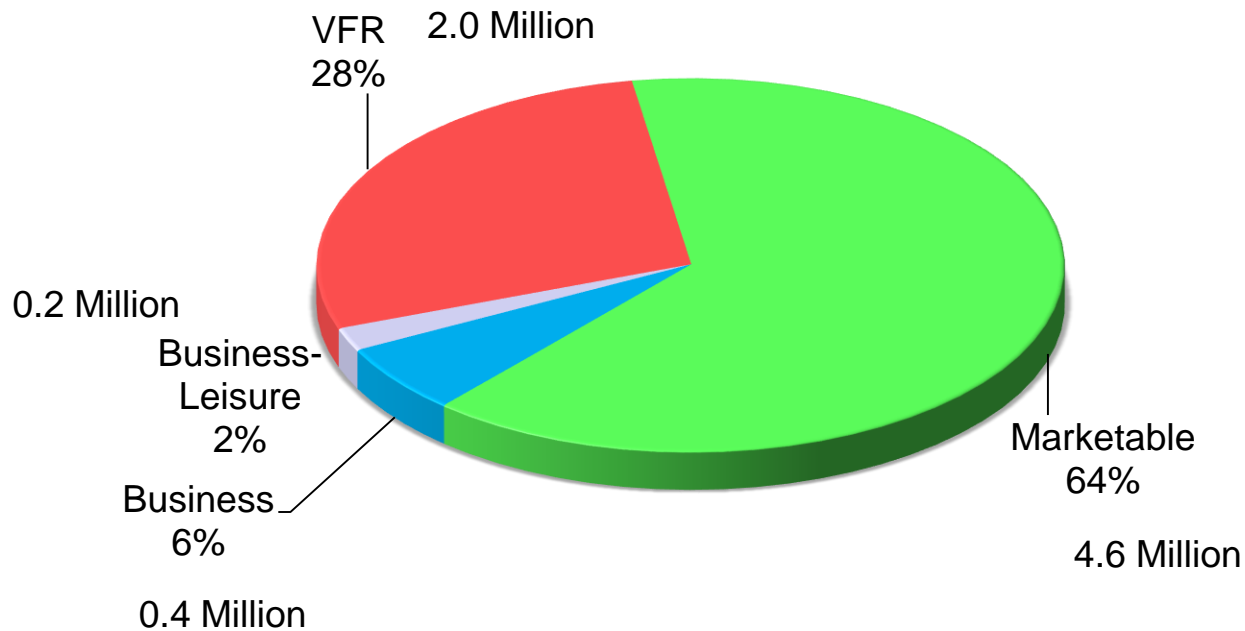
Total Day Person-Trips = 7.2 Million



Mississippi Gulf Coast Day Travel Market — by Trip Purpose



Adult Day Person-Trips = 7.2 Million





Overnight Trip Detail

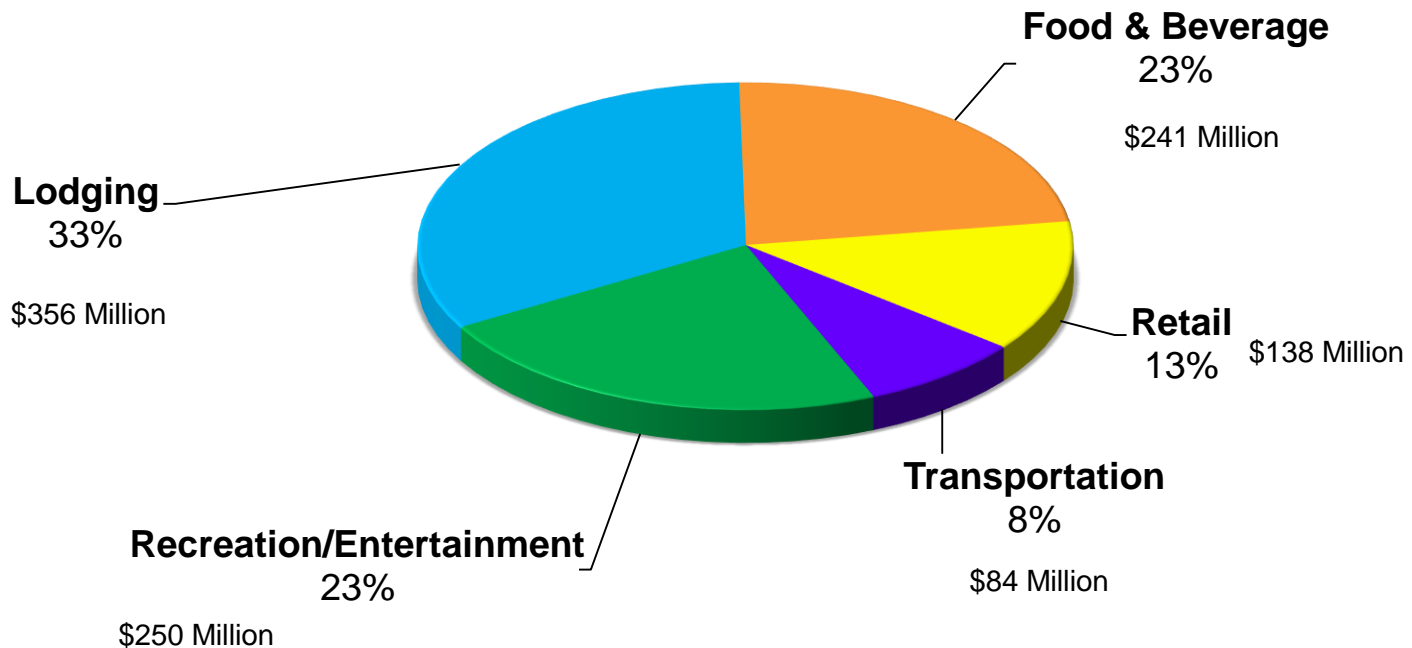


Overnight Trip Expenditures

Total Domestic Mississippi Gulf Coast Overnight Spending – by Sector



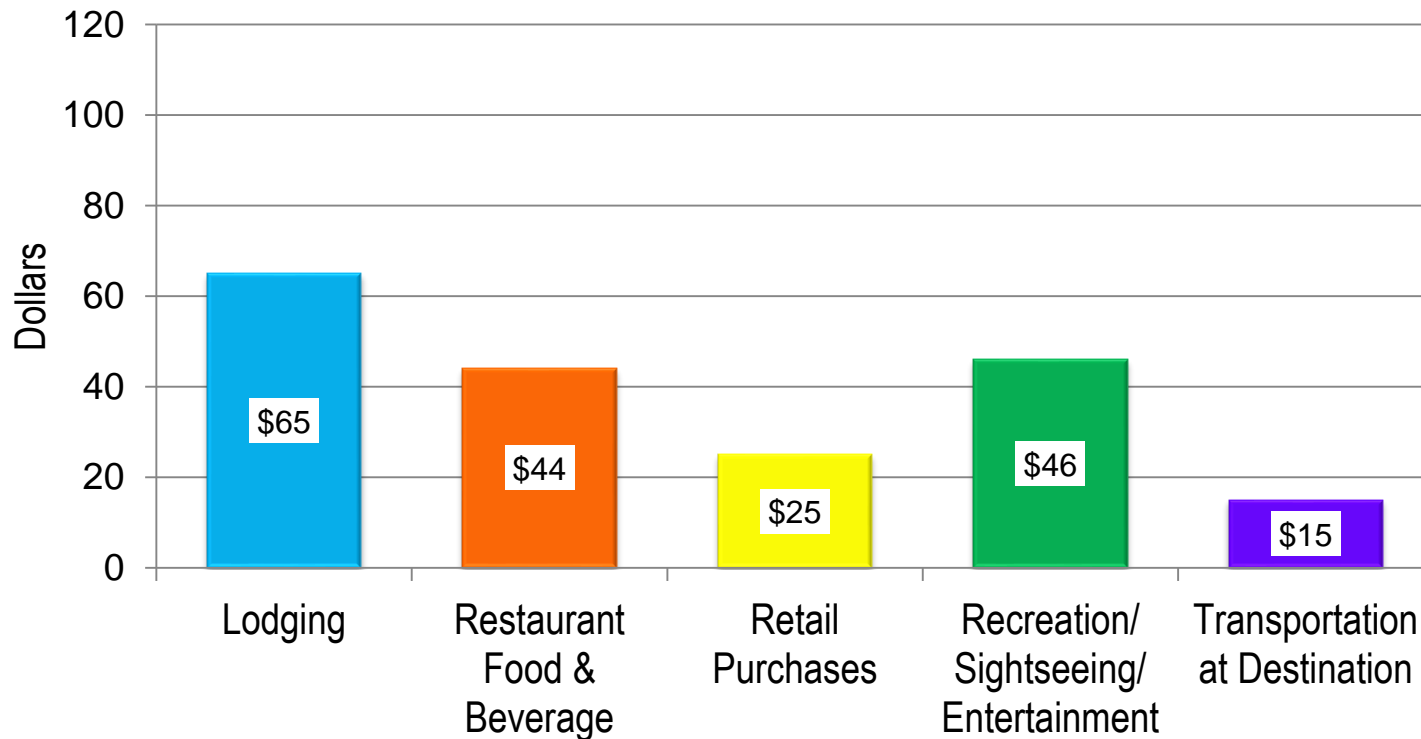
Total Spending = \$1.069 Billion



Average Per Person Expenditures on Domestic Overnight Trips – By Sector



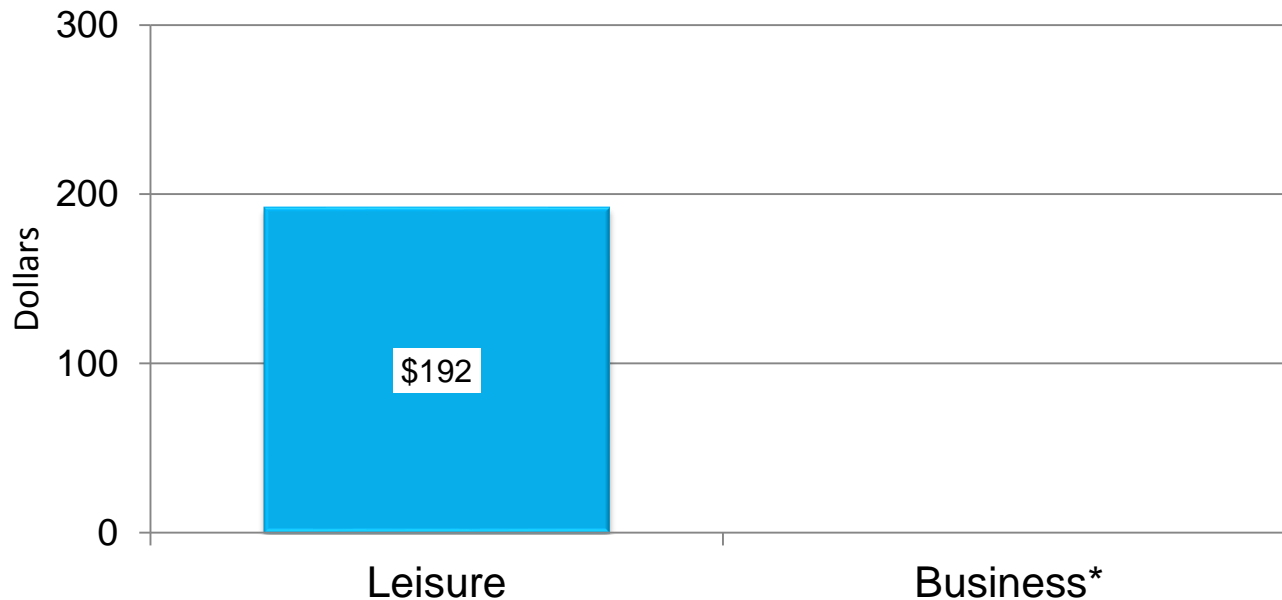
Base: Total Overnight Person-Trips to Mississippi Gulf Coast



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



Base: Total Overnight Person-Trips to Mississippi Gulf Coast

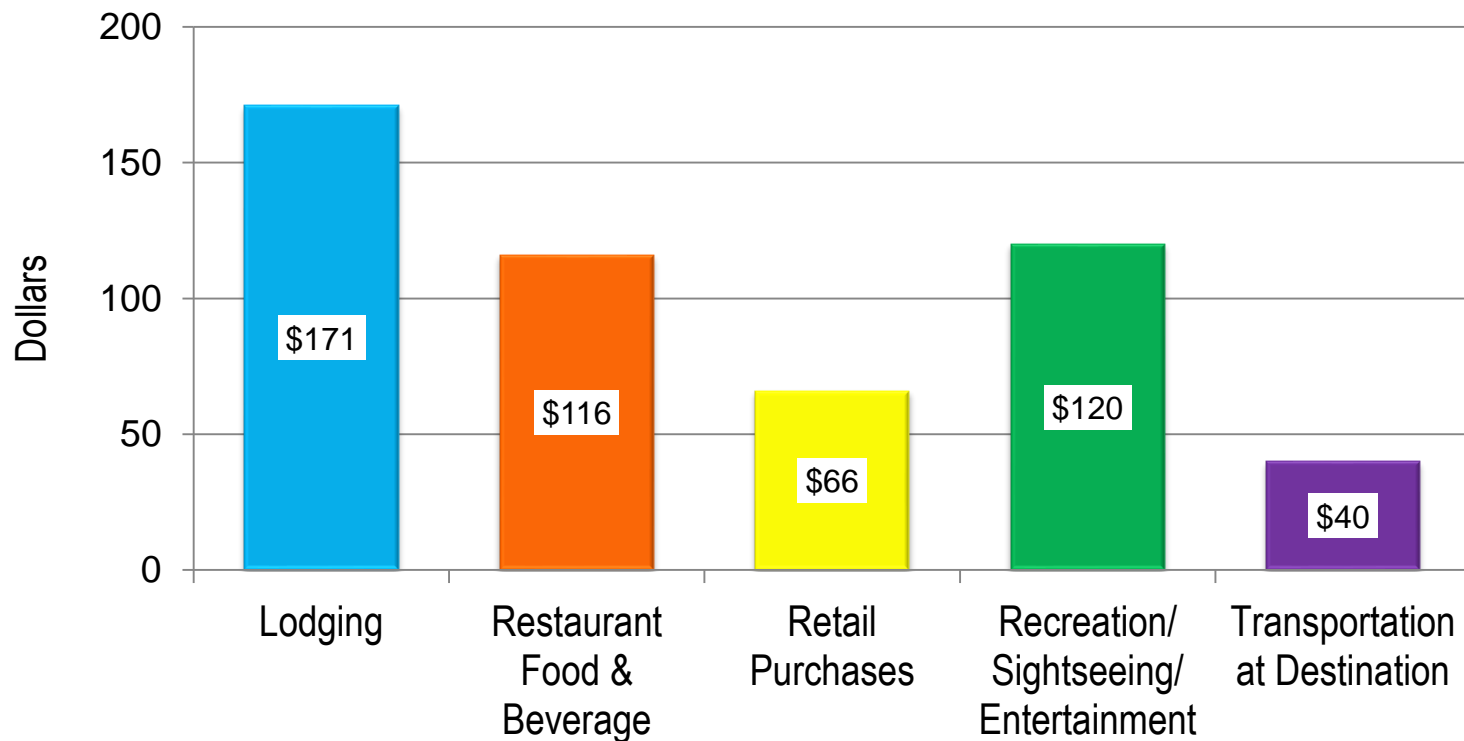


* Low base sizes

Average Per Party Expenditures on Domestic Overnight Trips – By Sector



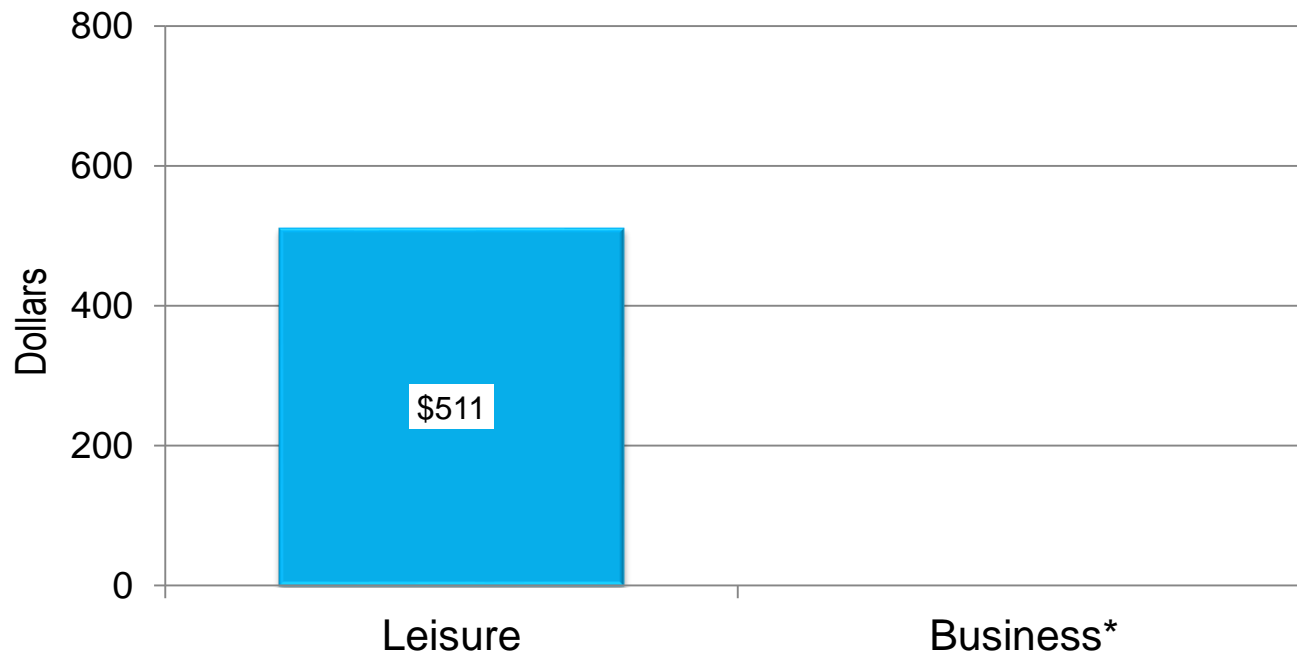
Base: Total Overnight Person-Trips to Mississippi Gulf Coast



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



Base: Total Overnight Person-Trips to Mississippi Gulf Coast



* Low base sizes

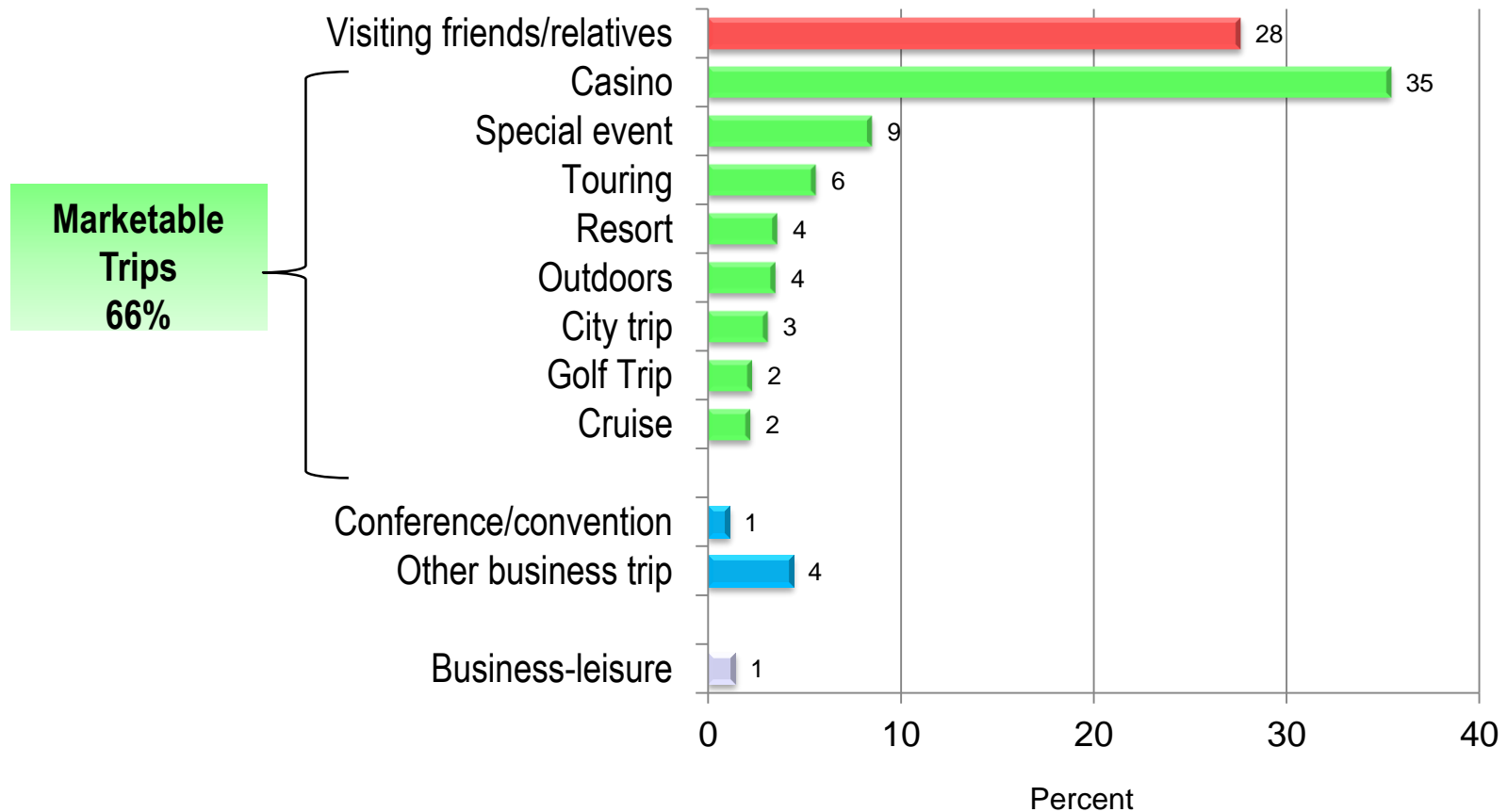


Overnight Trip Characteristics

Main Purpose of Trip



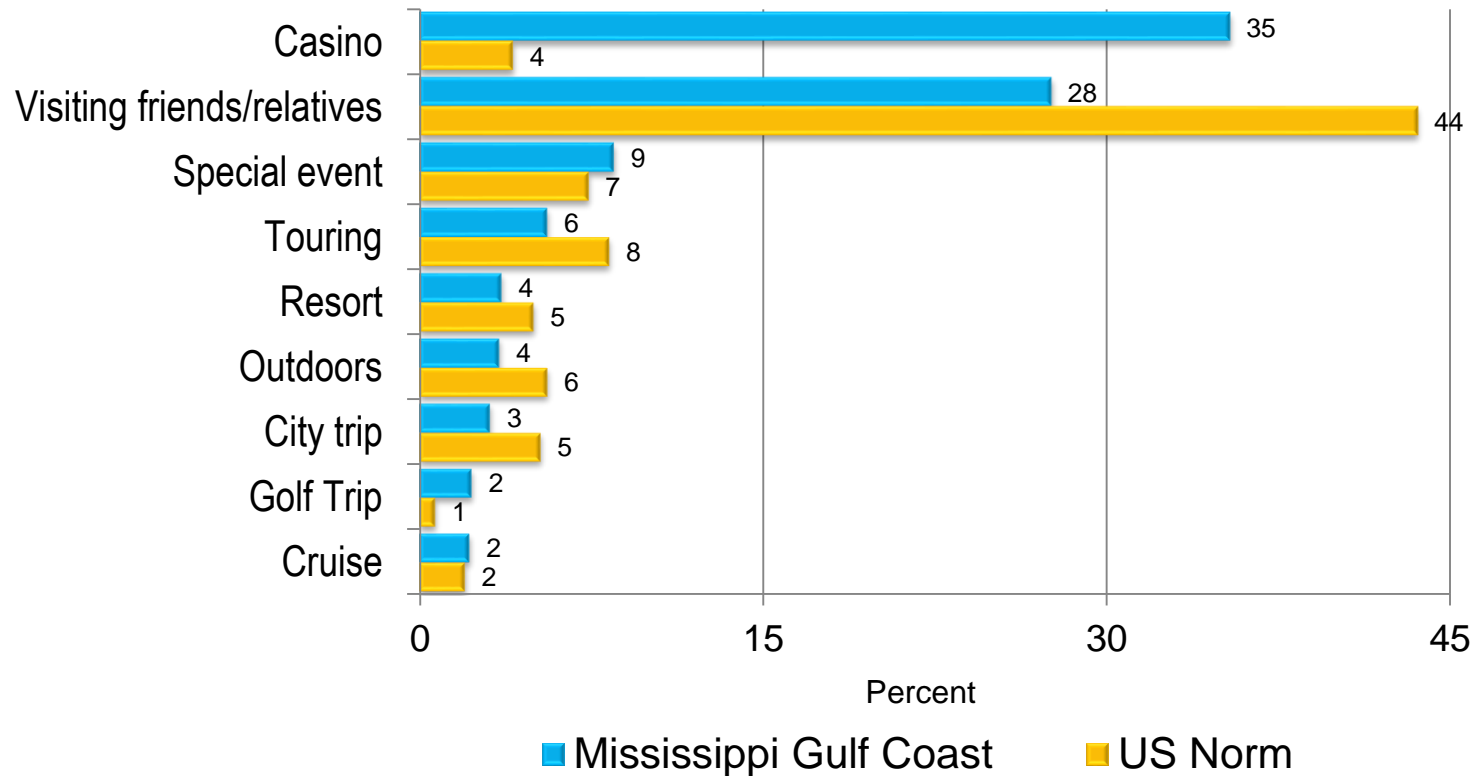
Base: Total Overnight Person-Trips to Mississippi Gulf Coast



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



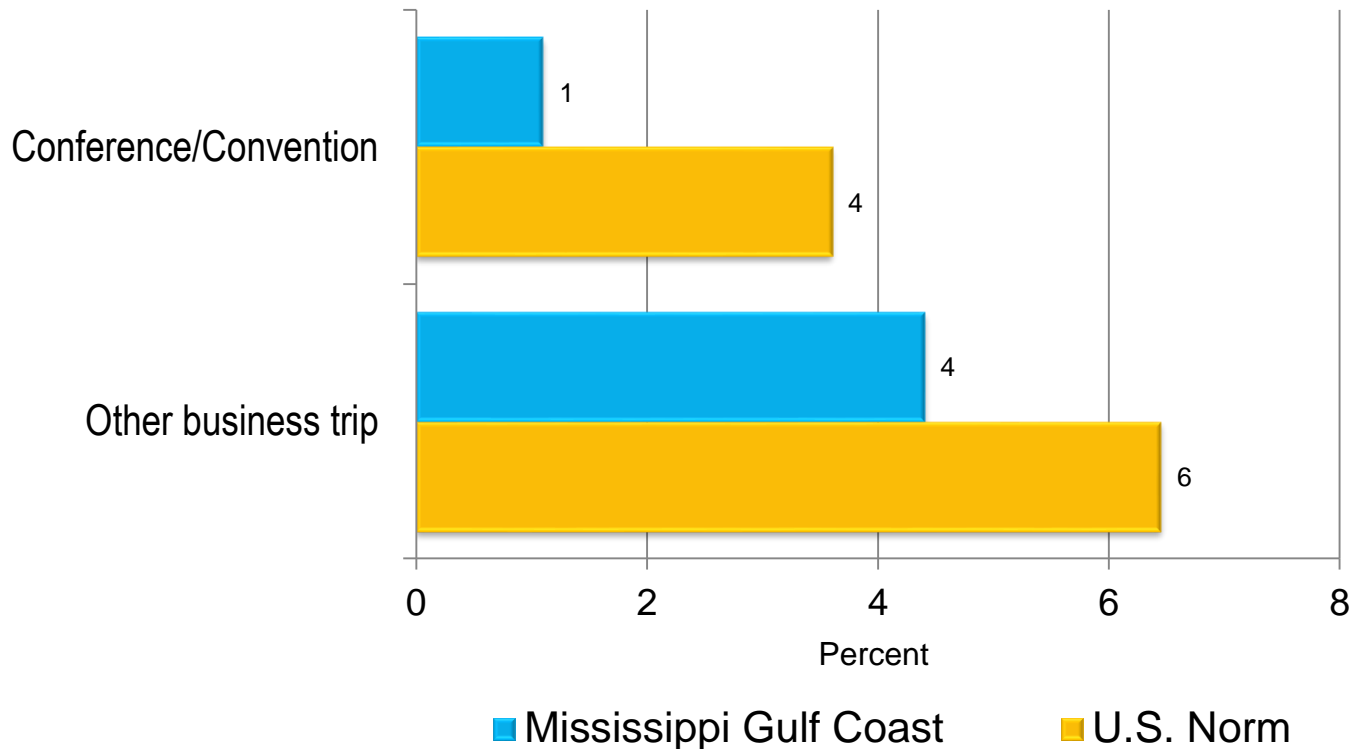
Base: Total Overnight Person-Trips



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



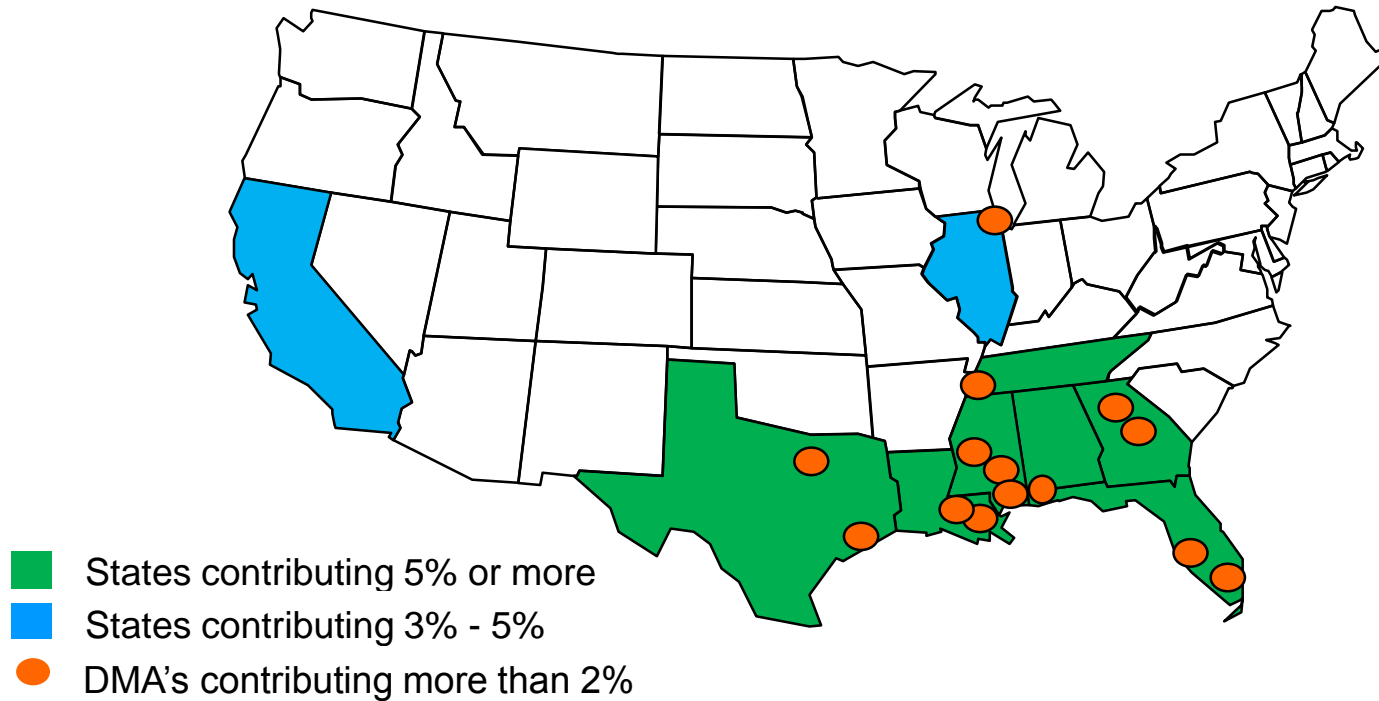
Base: Total Overnight Person-Trips



Sources of Business



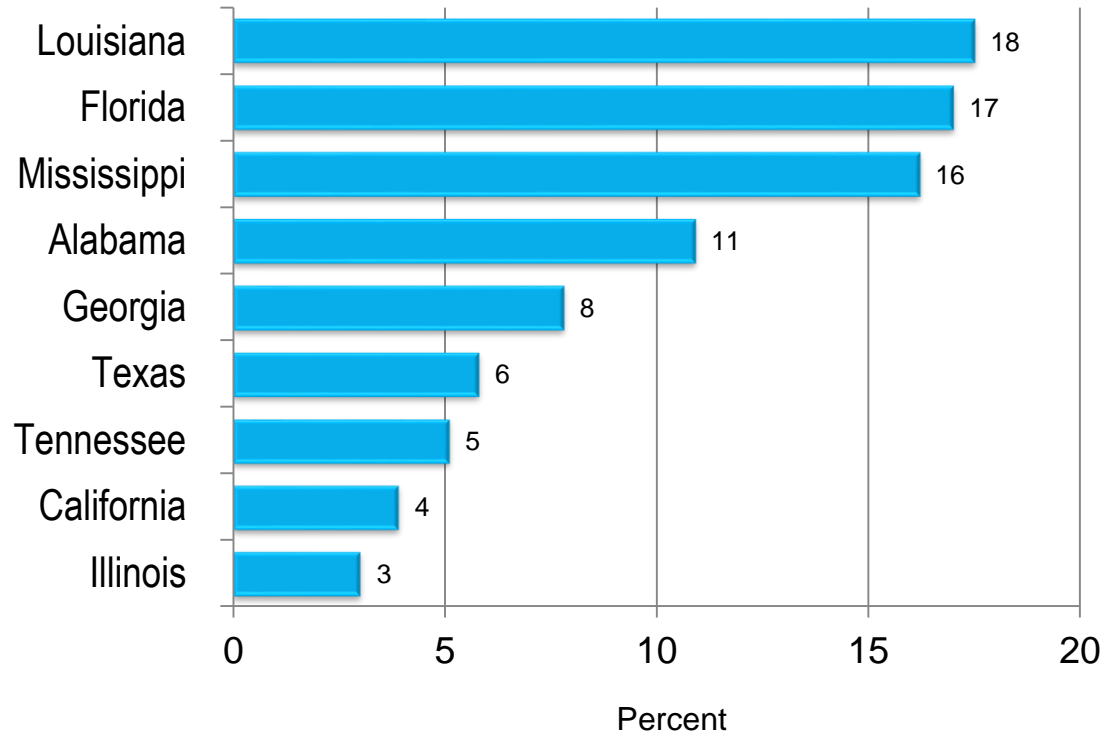
Base: Overnight Person-Trips to Mississippi Gulf Coast



State Origin Of Trip



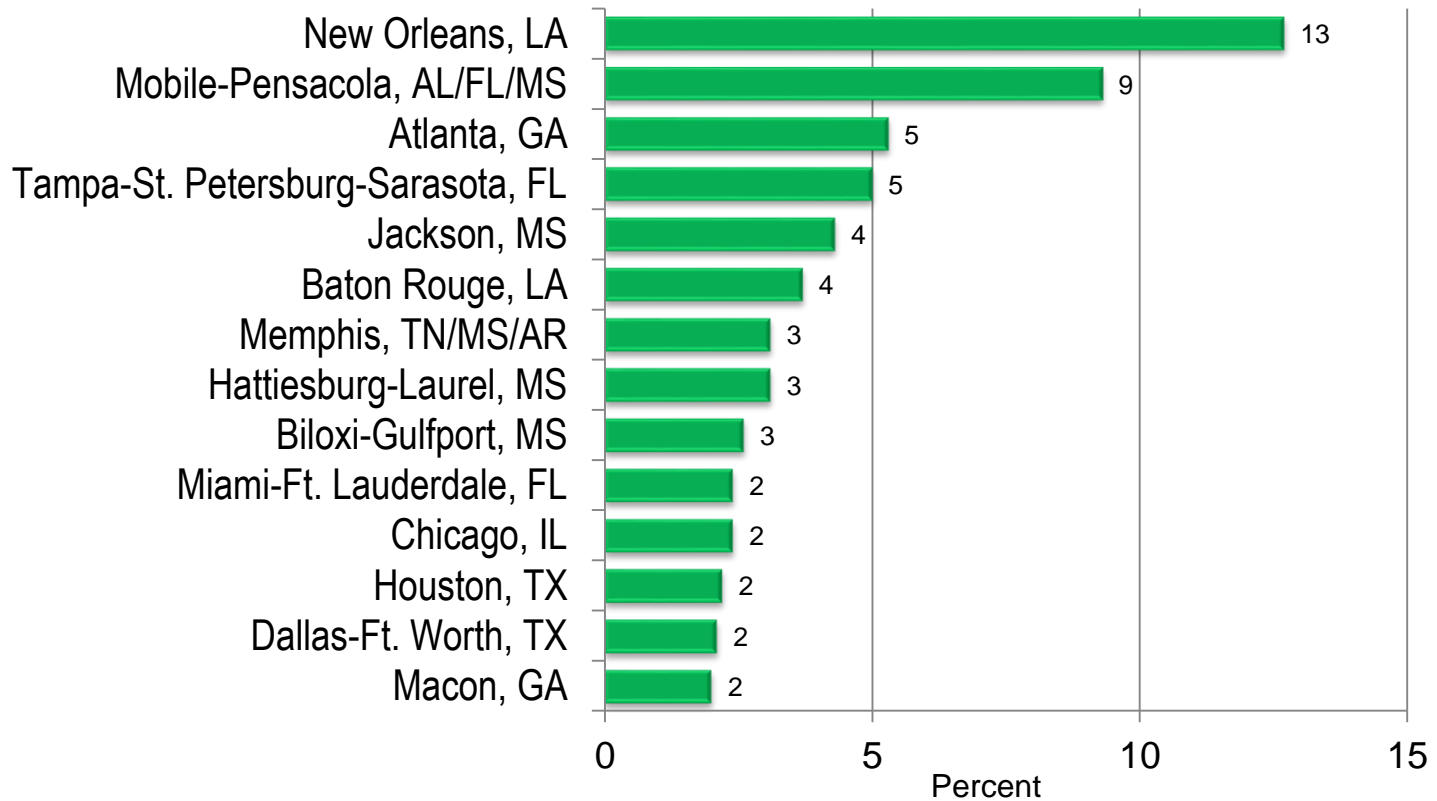
Base: Total Overnight Person-Trips to Mississippi Gulf Coast



DMA Origin Of Trip



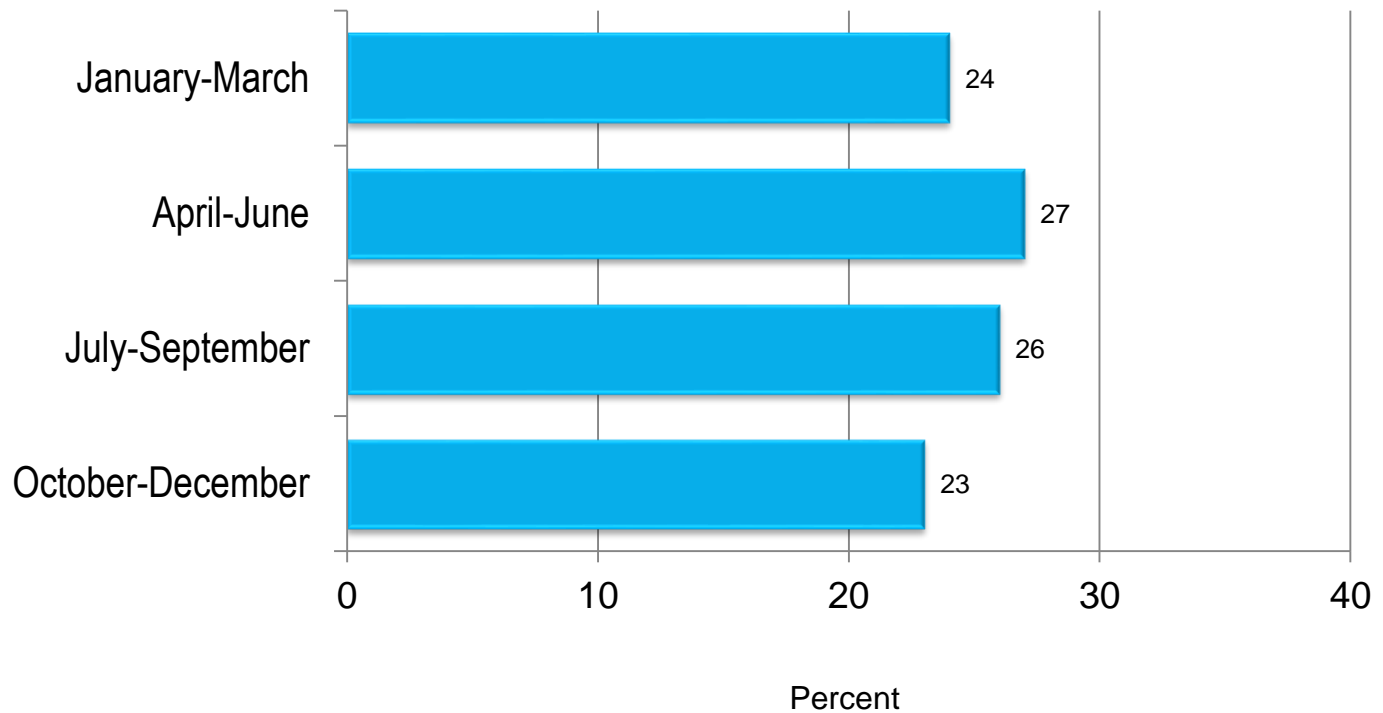
Base: Total Overnight Person-Trips to Mississippi Gulf Coast



Season of Trip



Base: Total Overnight Person-Trips to Mississippi Gulf Coast

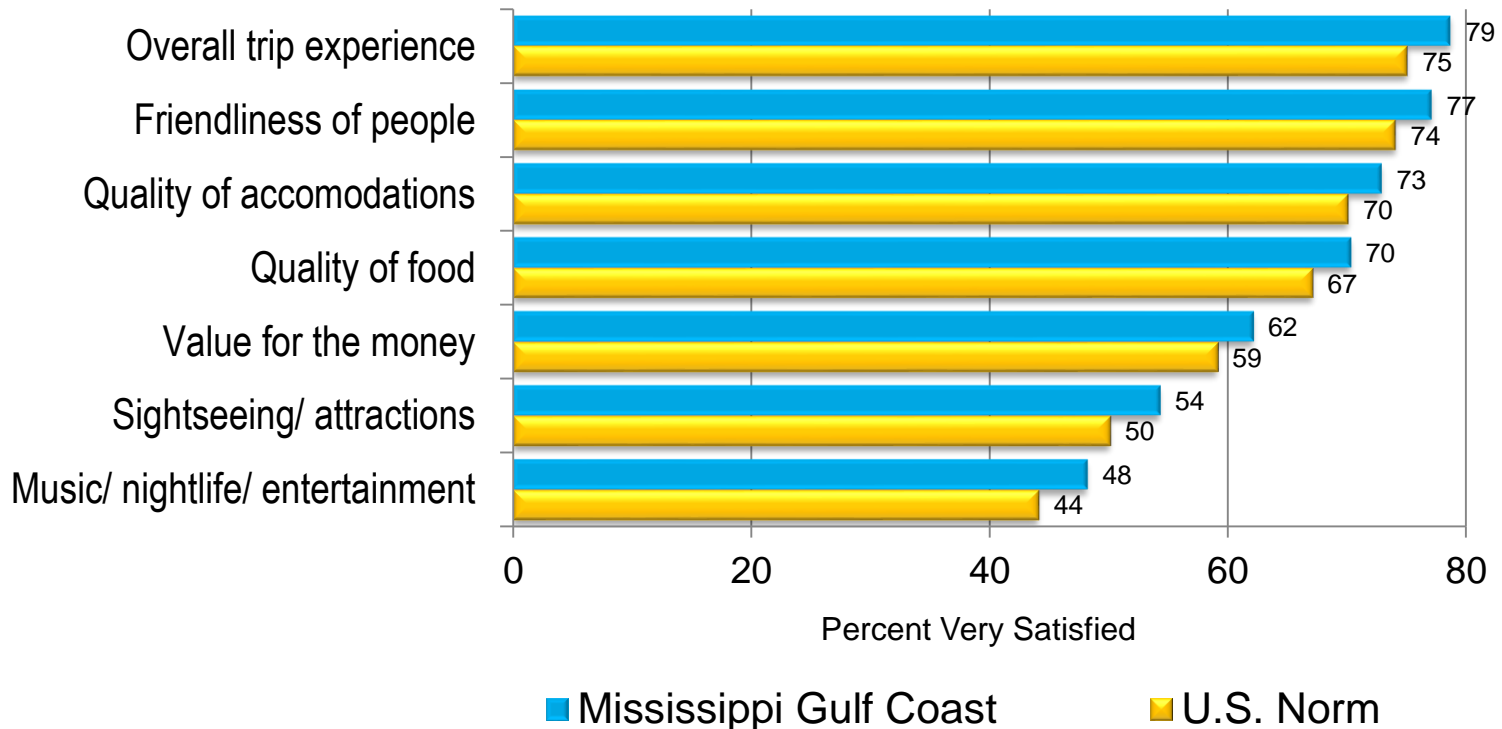


Satisfaction with Mississippi Gulf Coast Trip

% Very Satisfied



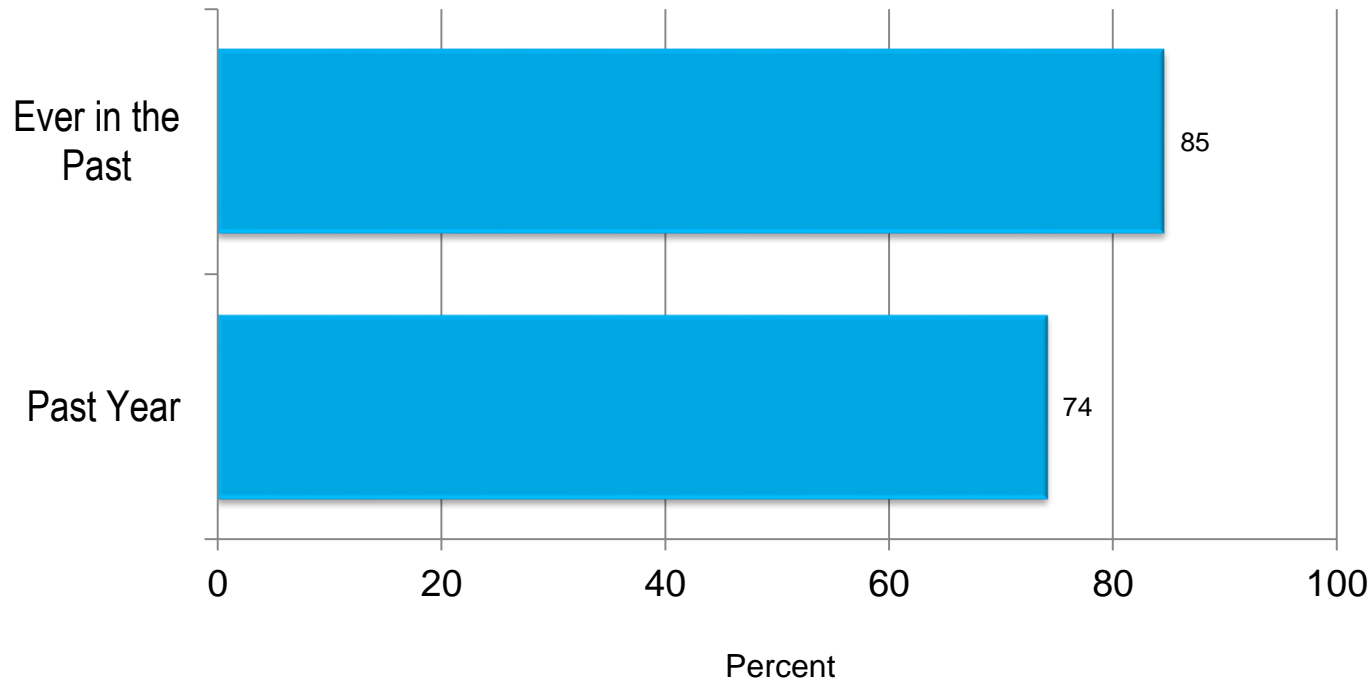
Base: Total Overnight Person-Trips to Mississippi Gulf Coast



Past Visitation to Mississippi Gulf Coast



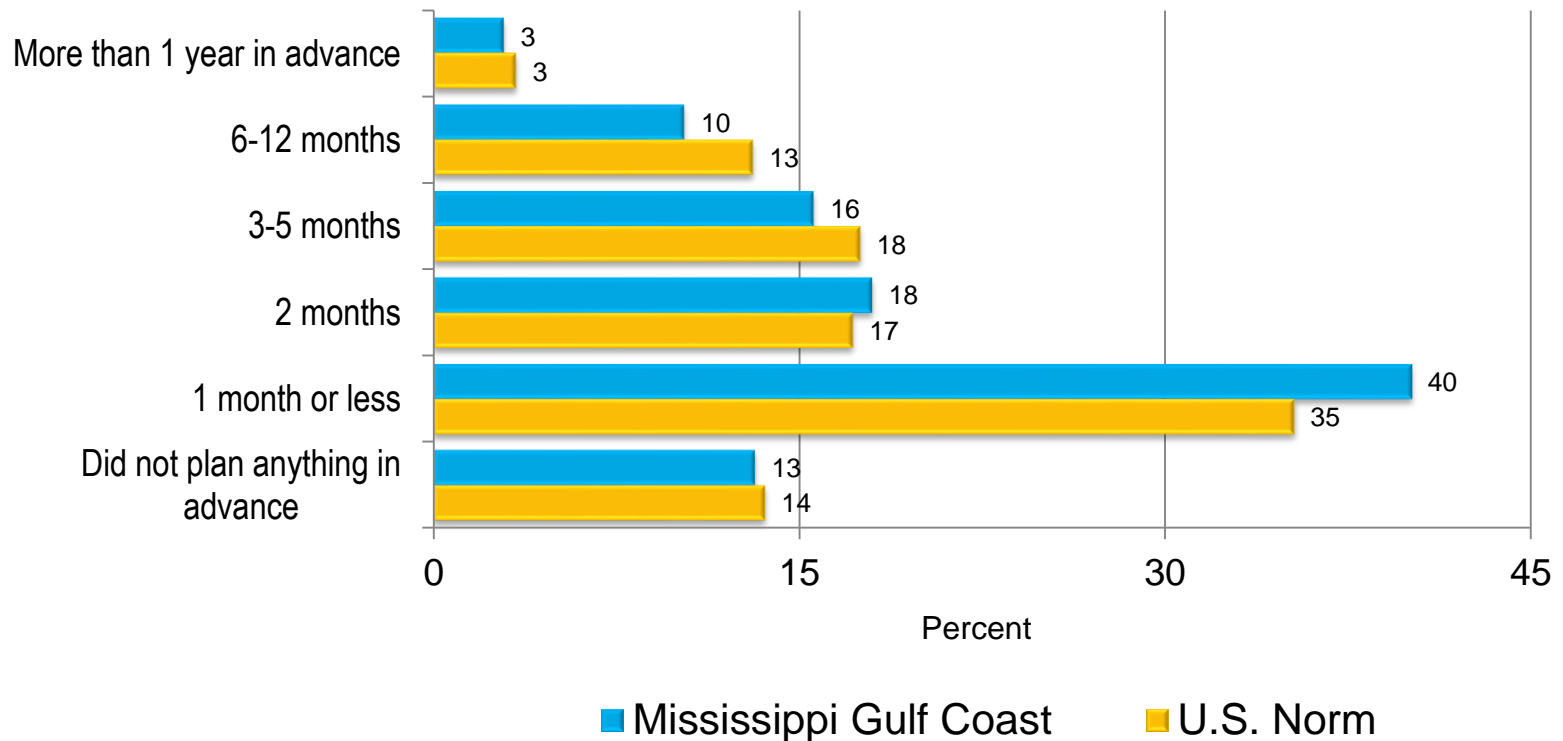
Base: Total Overnight Person-Trips to Mississippi Gulf Coast



Length of Trip Planning



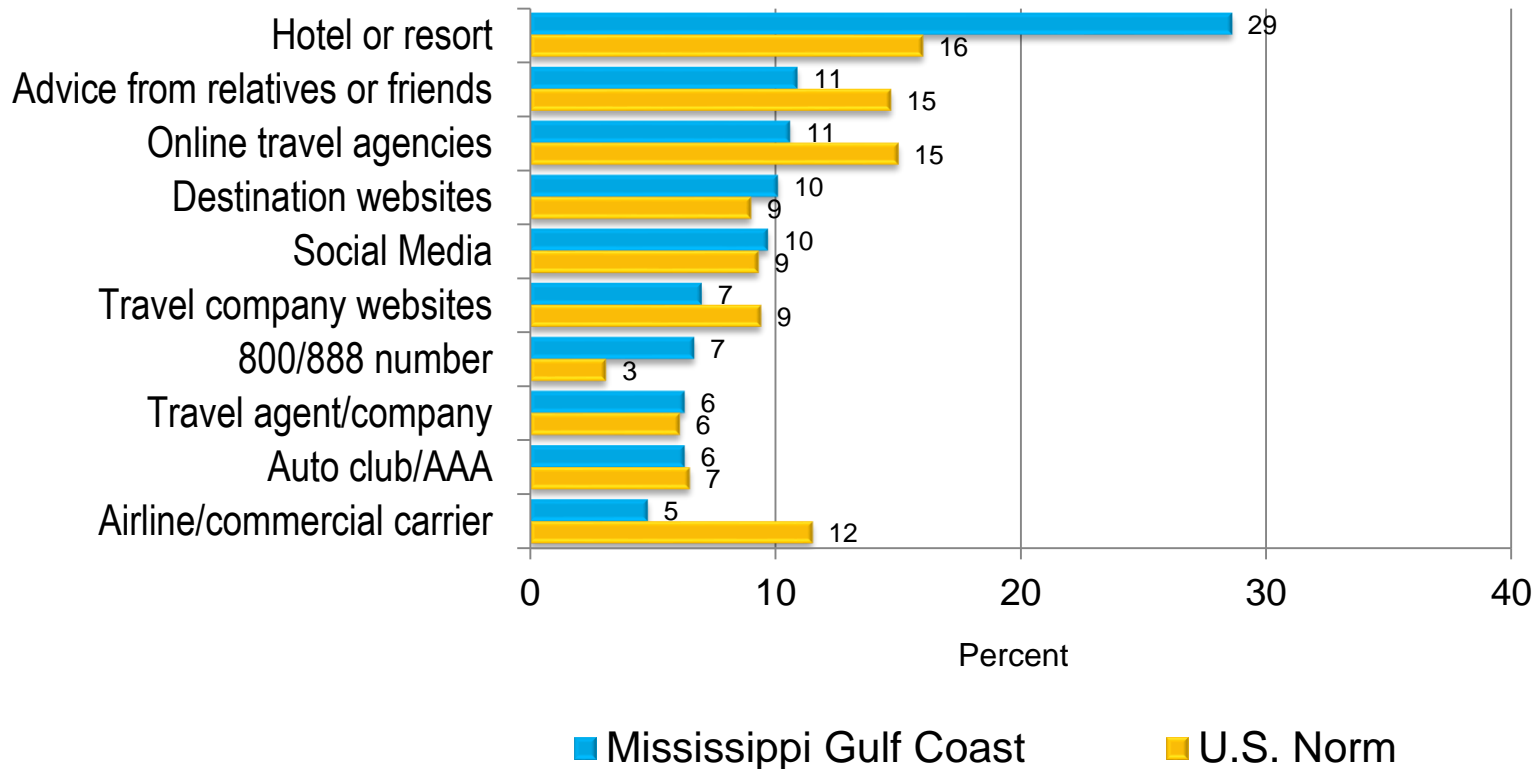
Base: Total Overnight Person-Trips



Trip Planning Information Sources



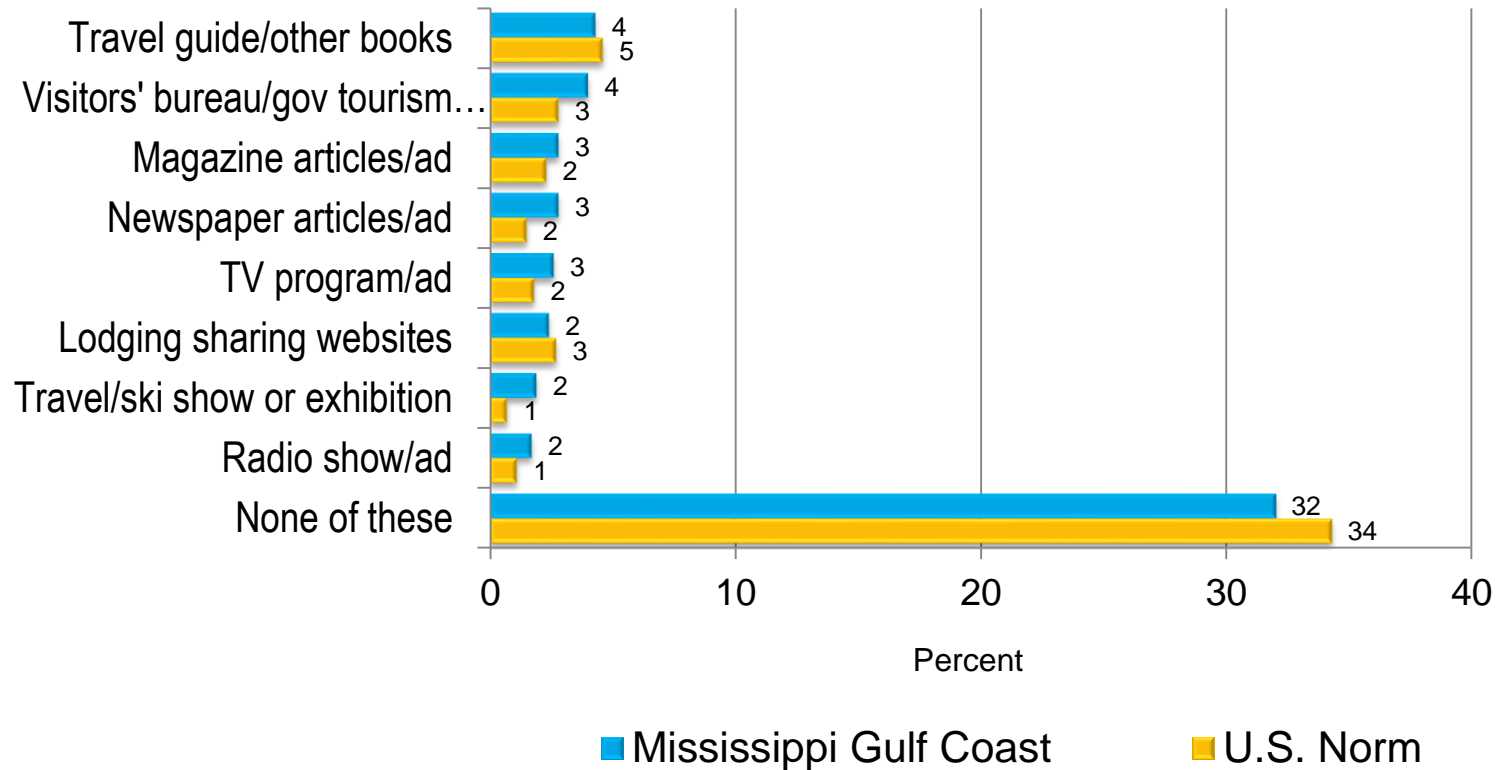
Base: Total Overnight Person-Trips



Trip Planning Information Sources (Cont'd)



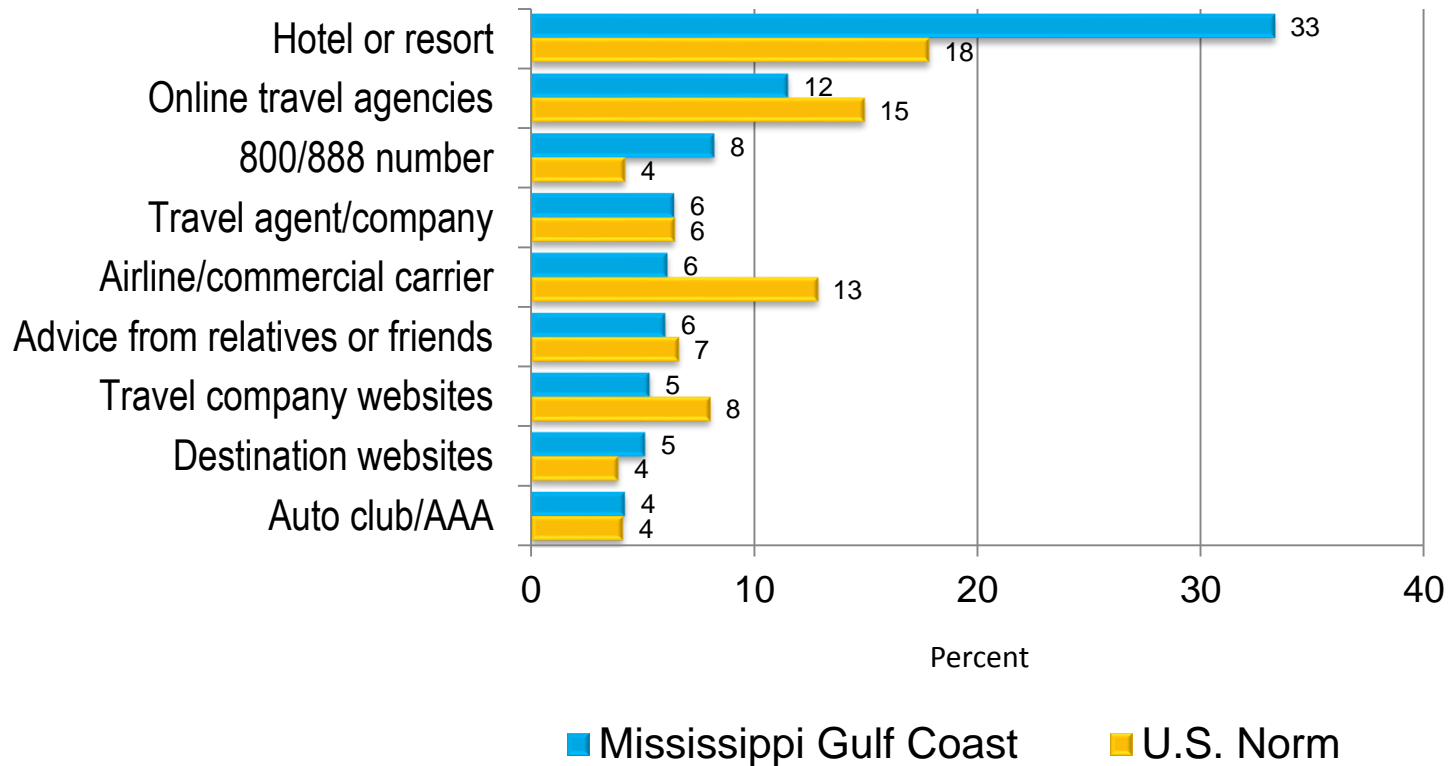
Base: Total Overnight Person-Trips



Method of Booking



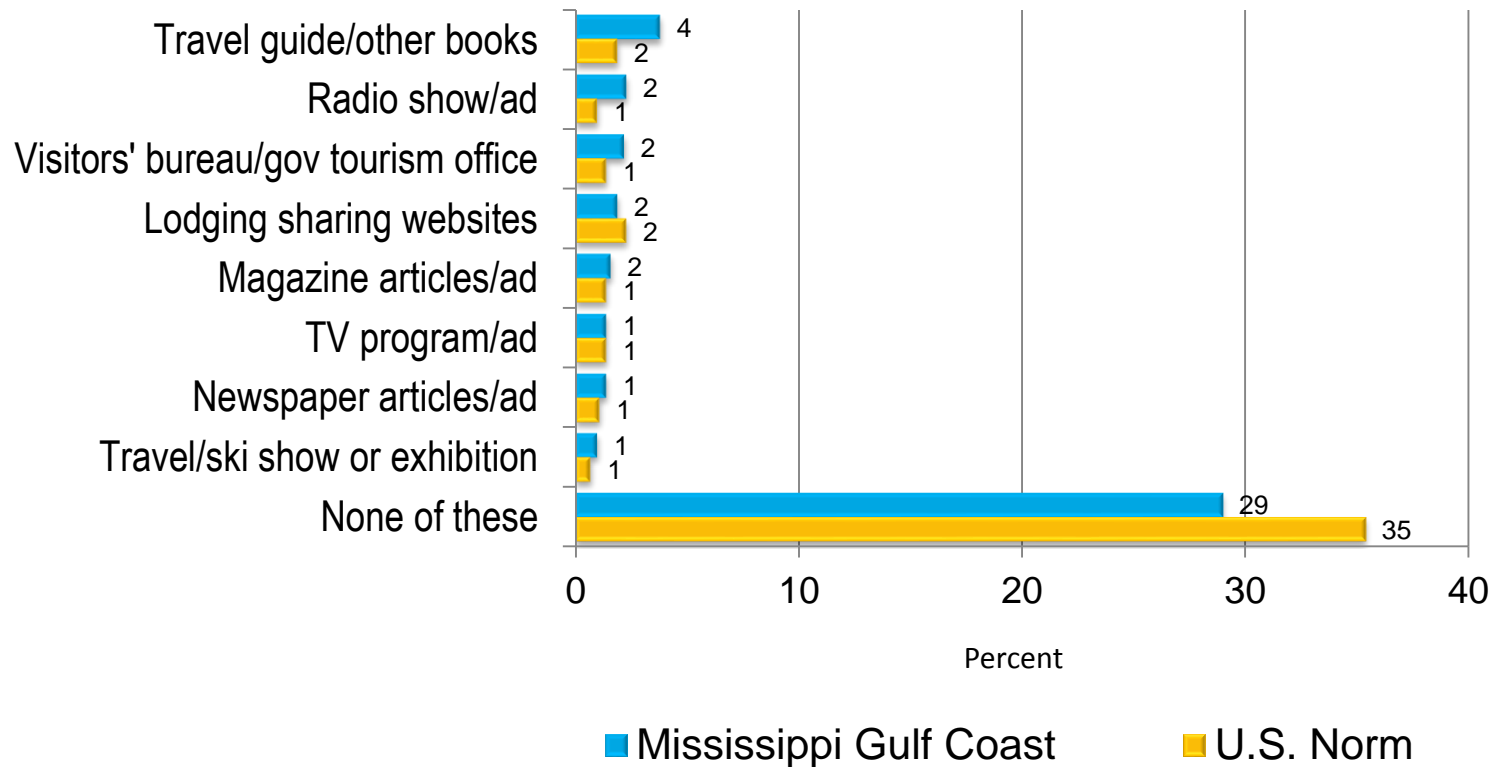
Base: Total Overnight Person-Trips



Method of Booking (Cont'd)



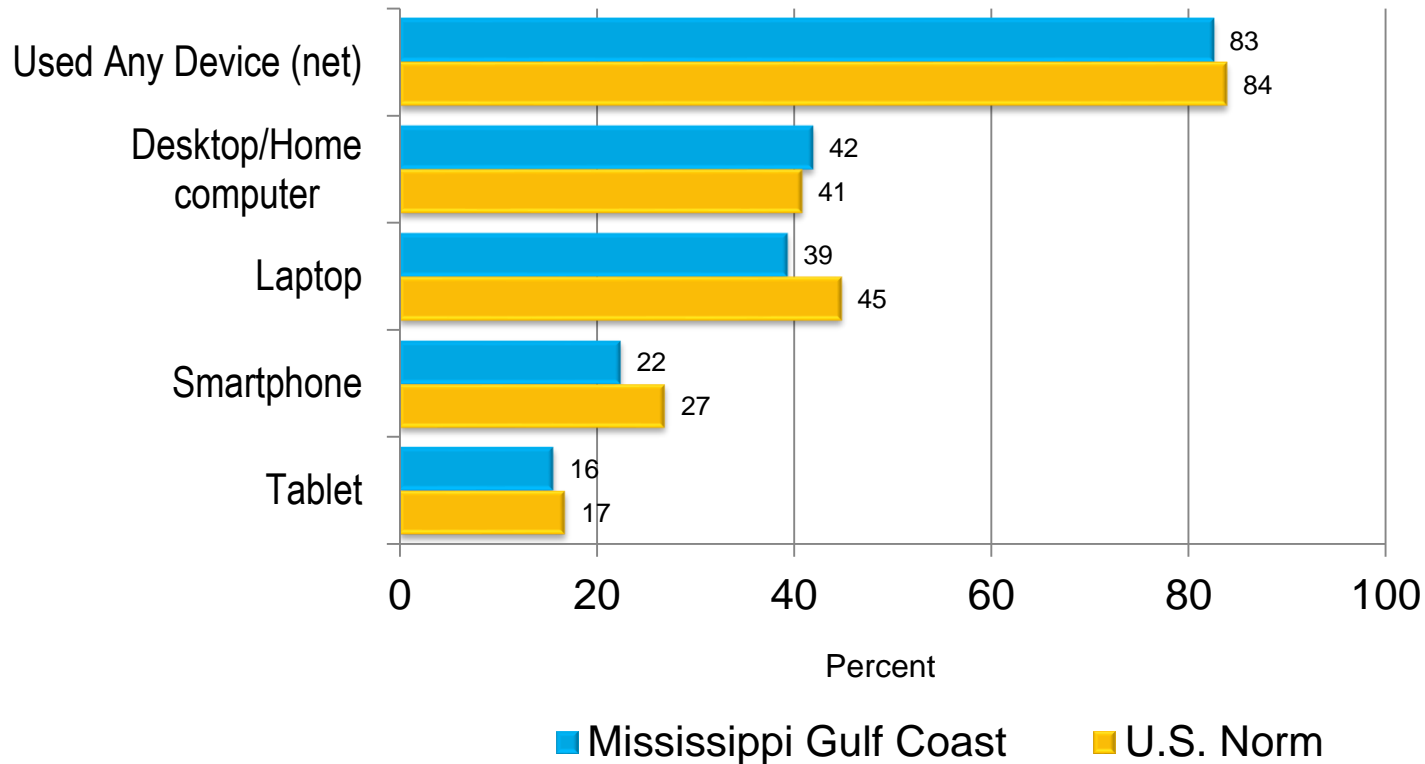
Base: Total Overnight Person-Trips



Devices Used for Trip Planning



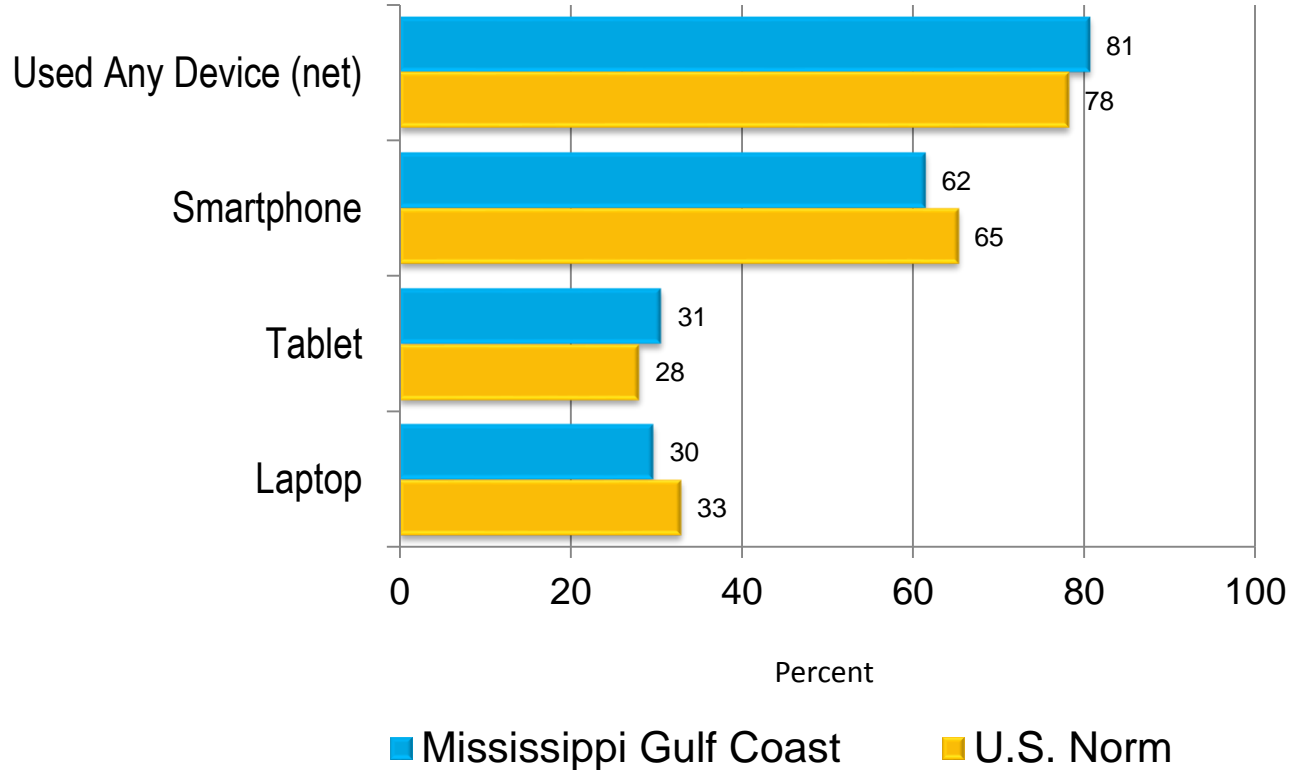
Base: Total Overnight Person-Trips



Devices Used During Trip



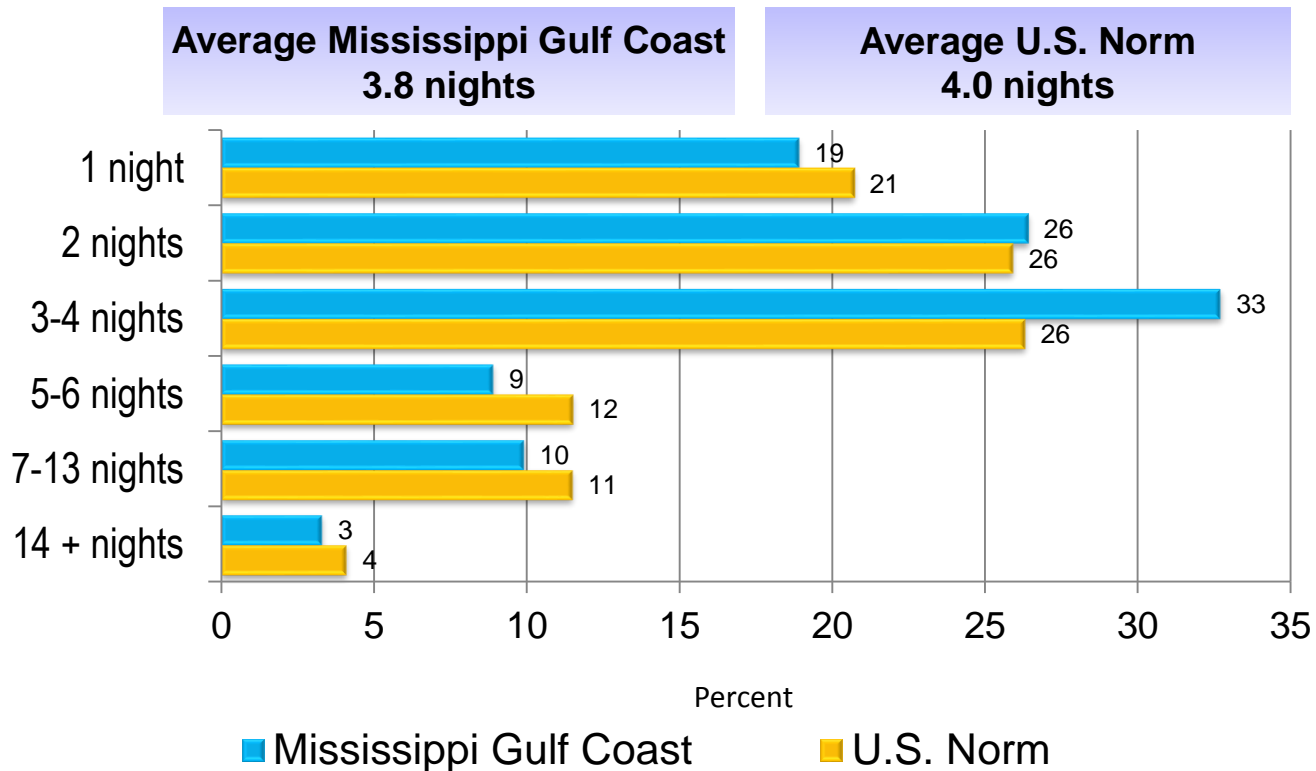
Base: Total Overnight Person-Trips



Total Nights Away on Trip



Base: Total Overnight Person-Trips

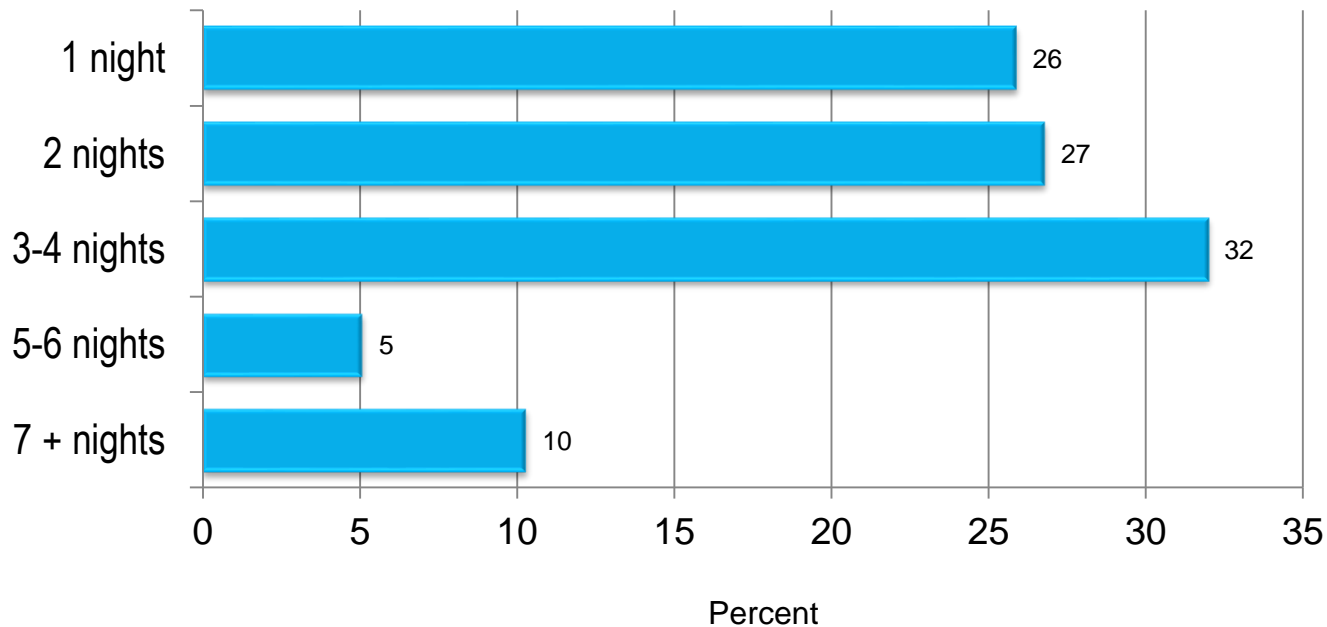


Number of Nights Spent in Mississippi Gulf Coast



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

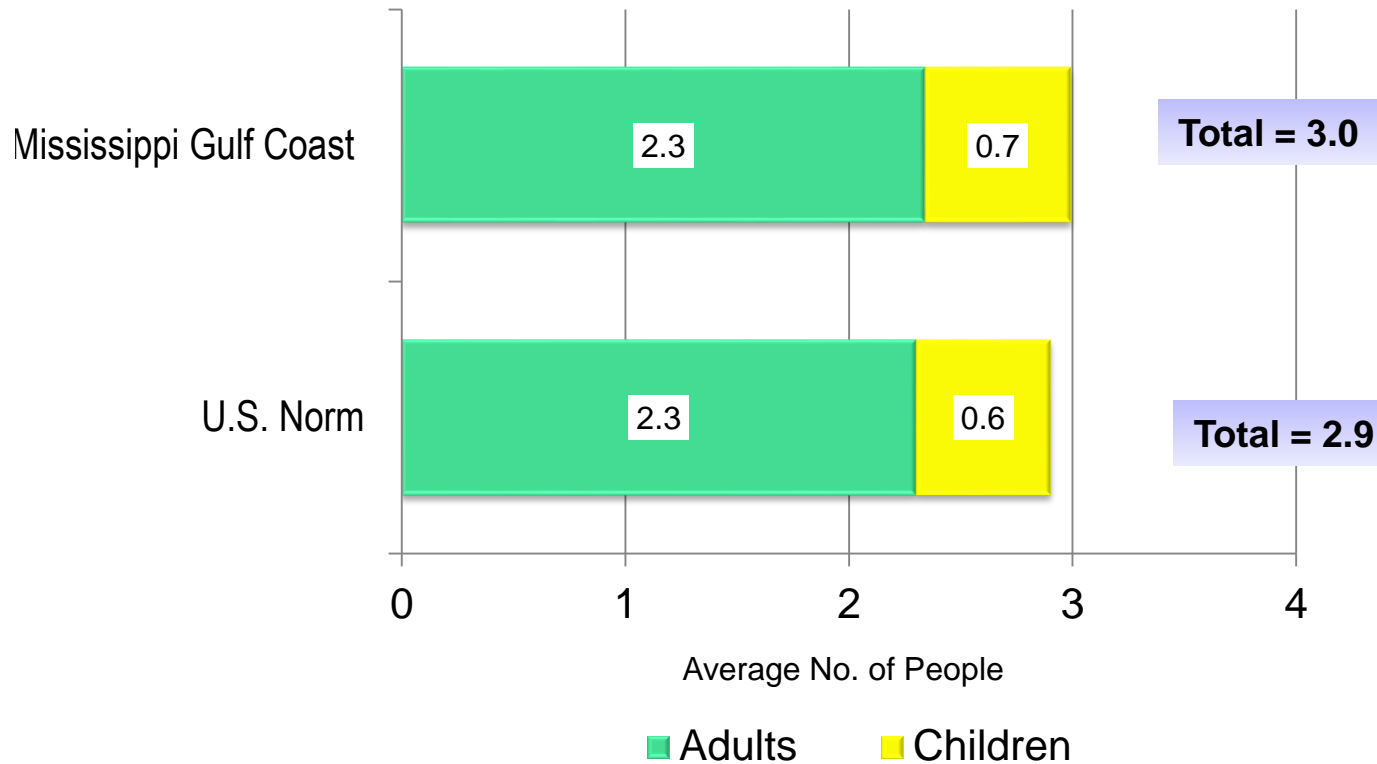
Average Nights Spent in Mississippi Gulf Coast = 3.3



Size of Travel Party



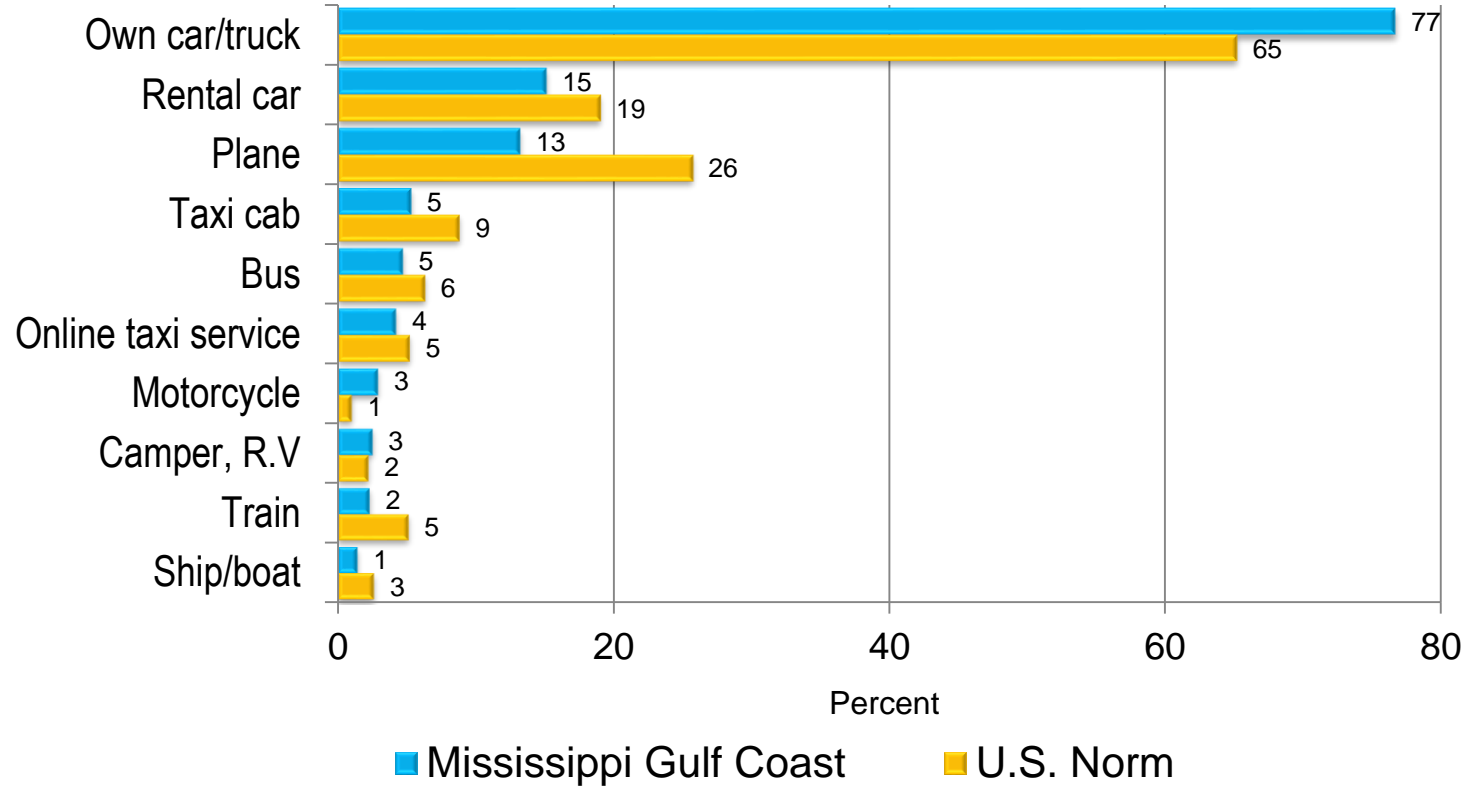
Base: Total Overnight Person-Trips



Transportation



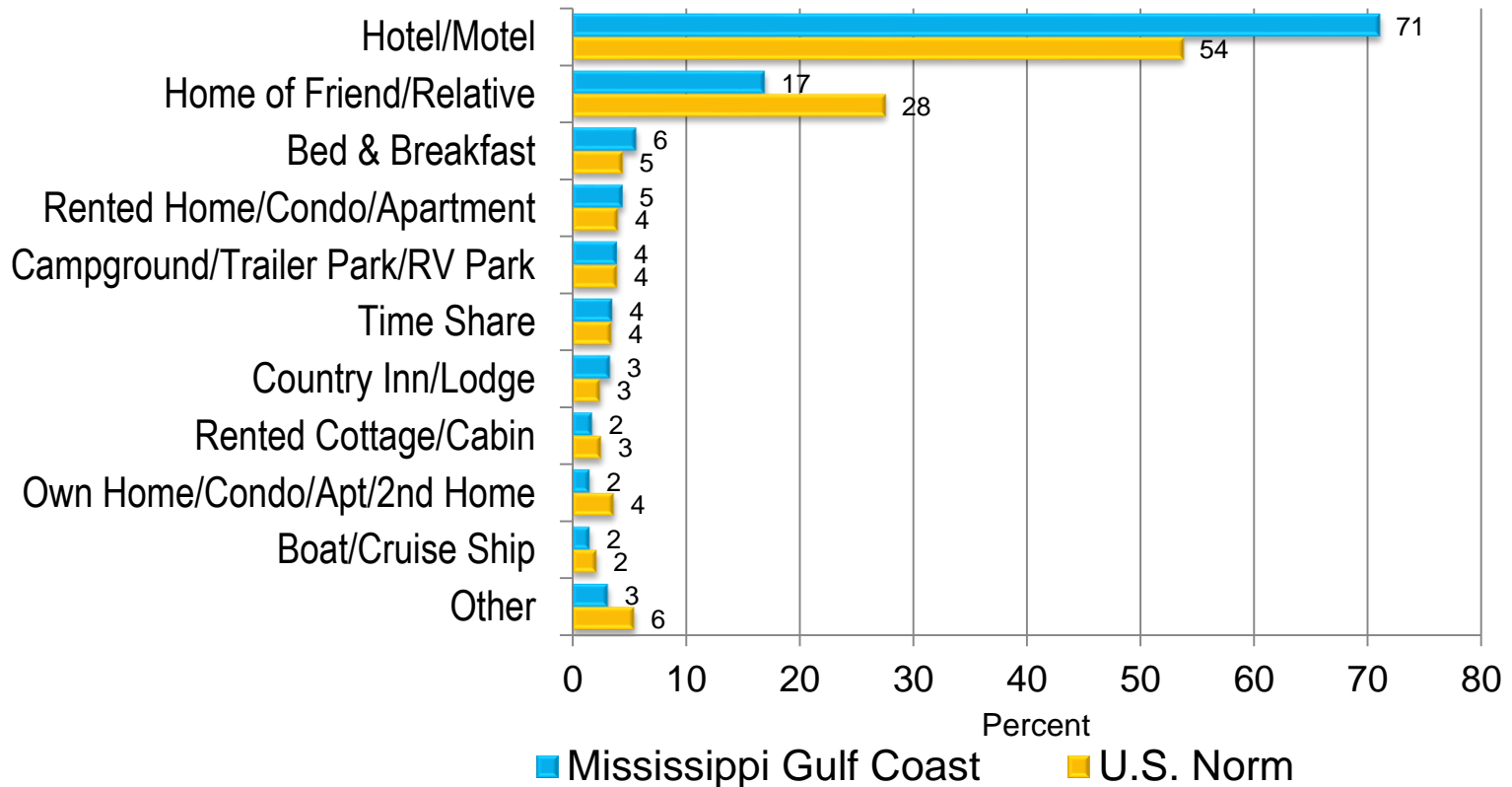
Base: Total Overnight Person-Trips



Accommodations



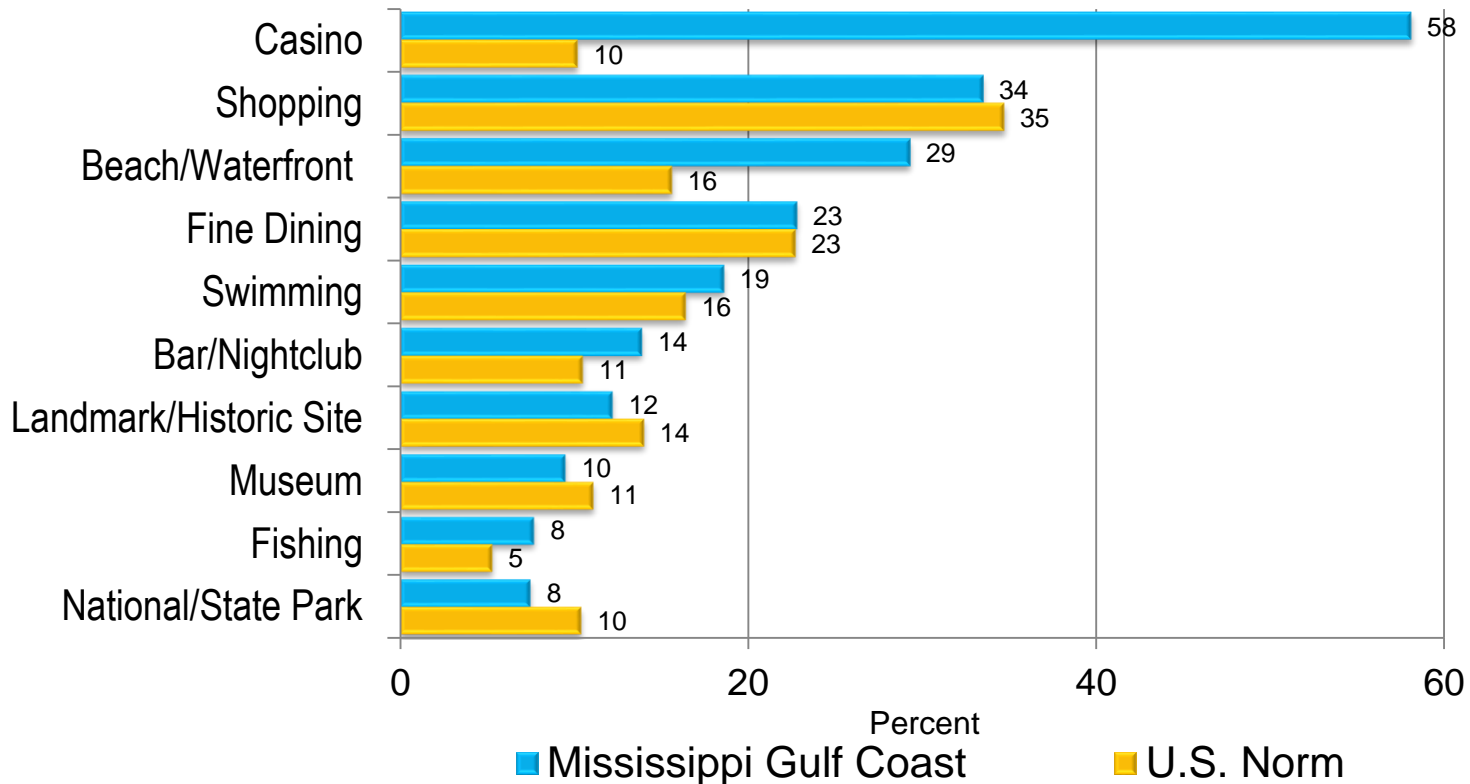
Base: Total Overnight Person-Trips



Activities and Experiences



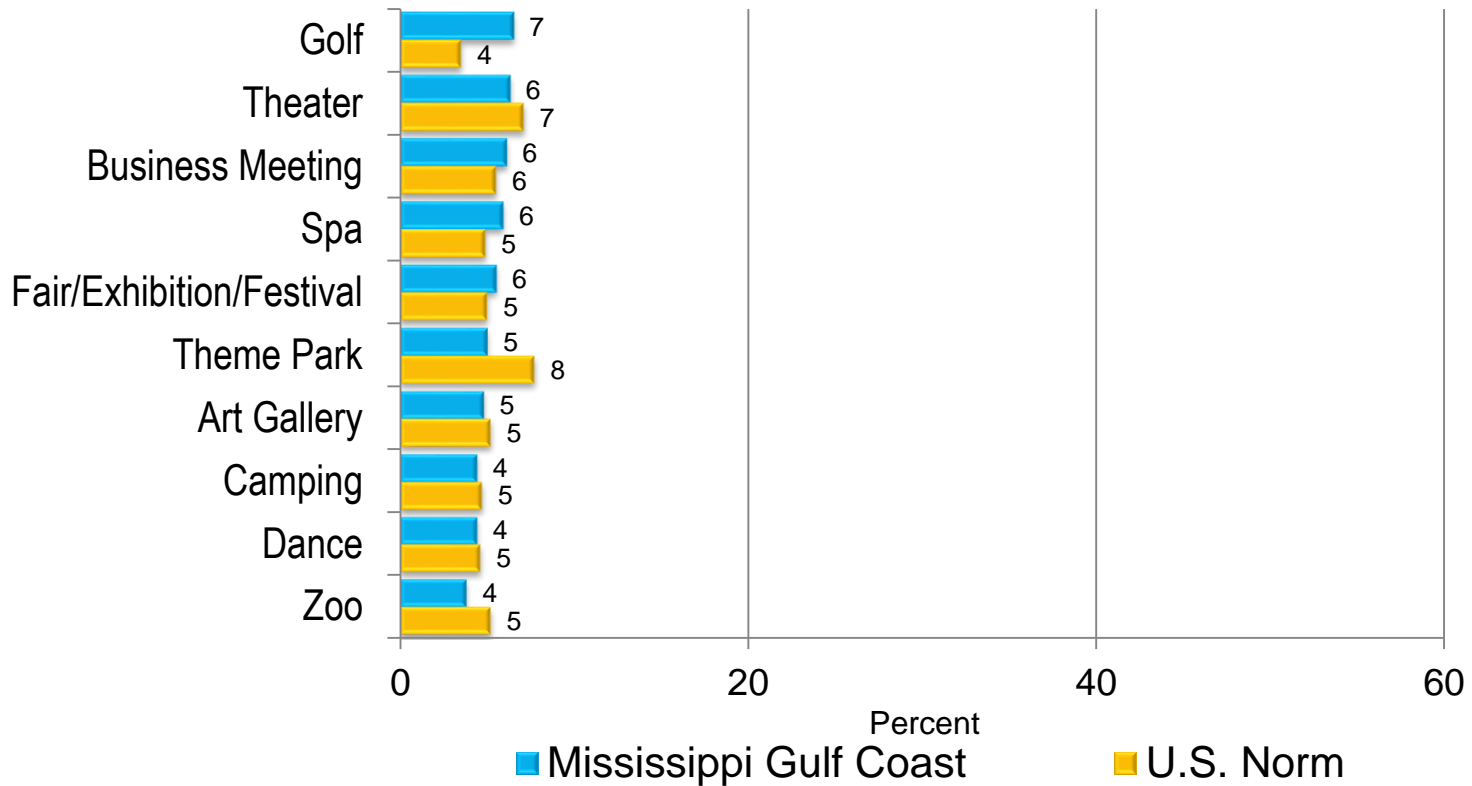
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Activities and Experiences (Cont'd)



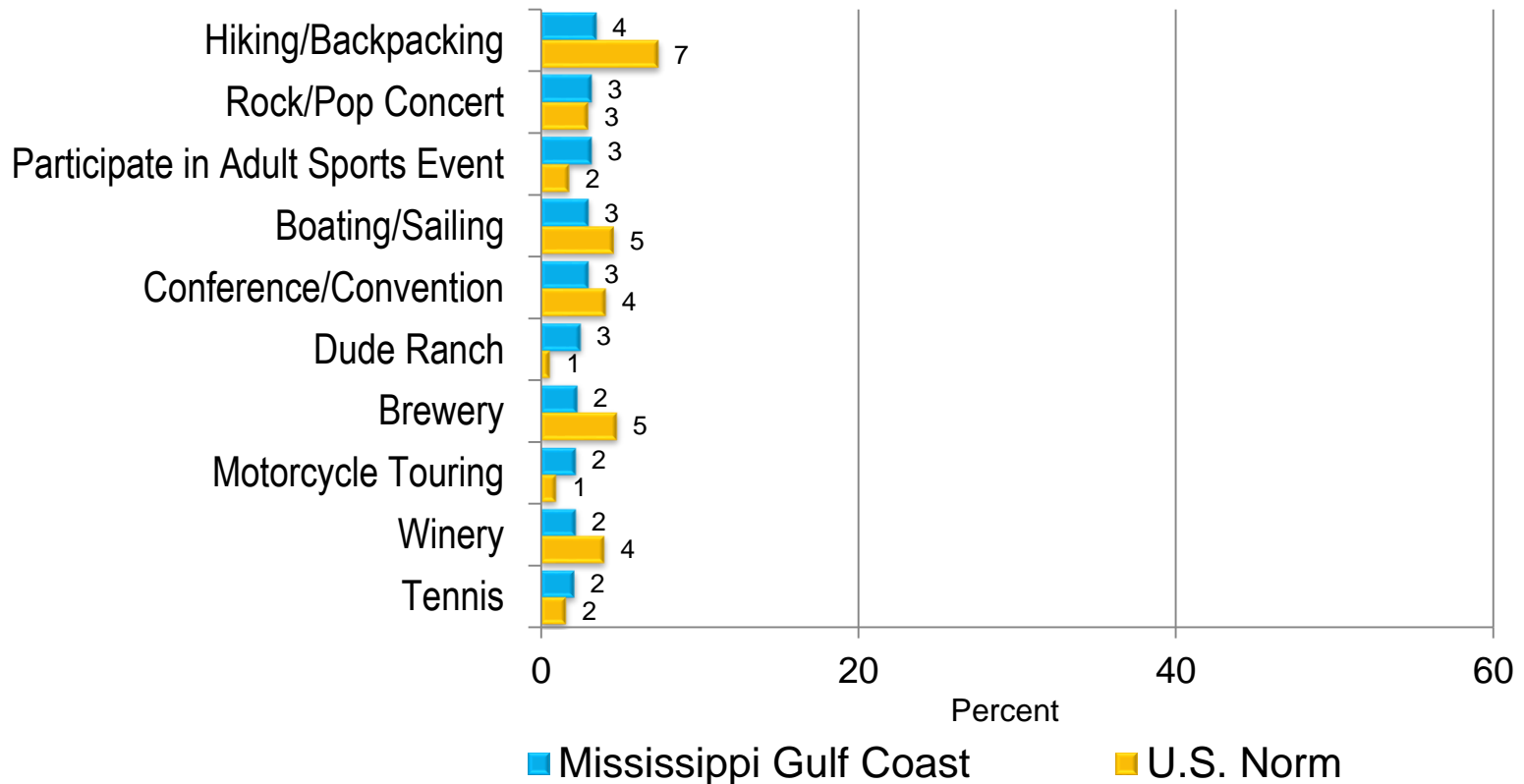
Base: Total Overnight Person-Trips



Activities and Experiences (Cont'd)



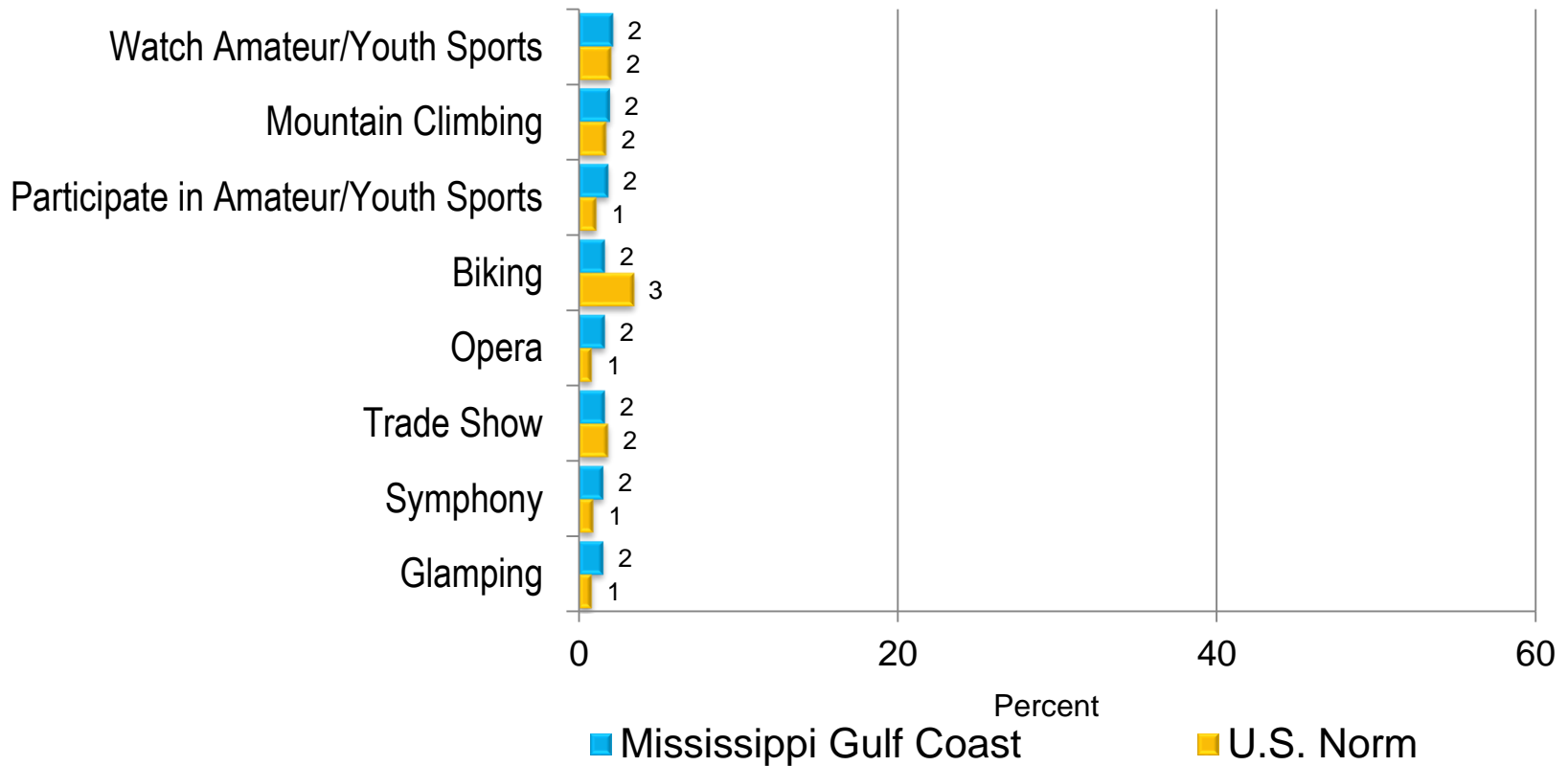
Base: Total Overnight Person-Trips



Activities and Experiences (Cont'd)



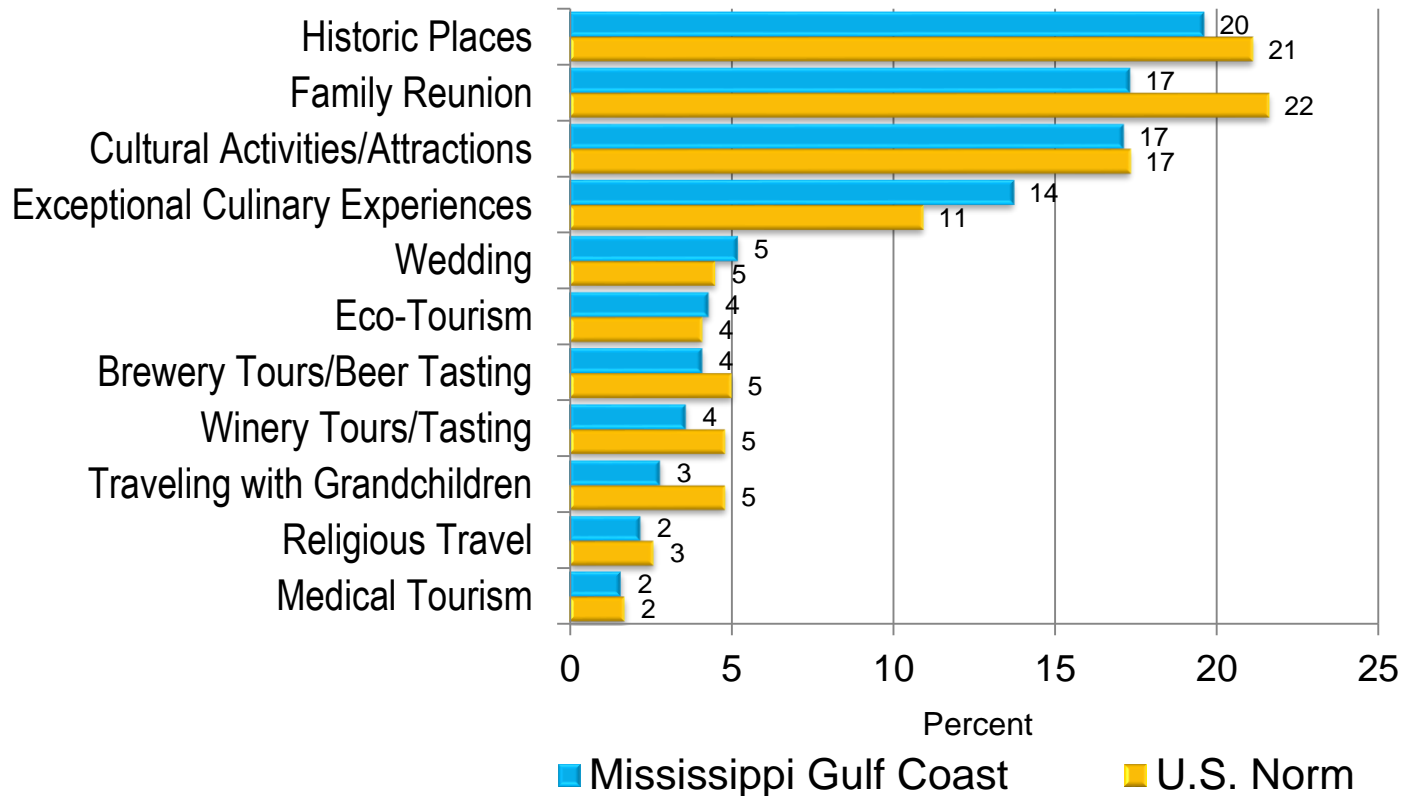
Base: Total Overnight Person-Trips



Activities of Special Interest



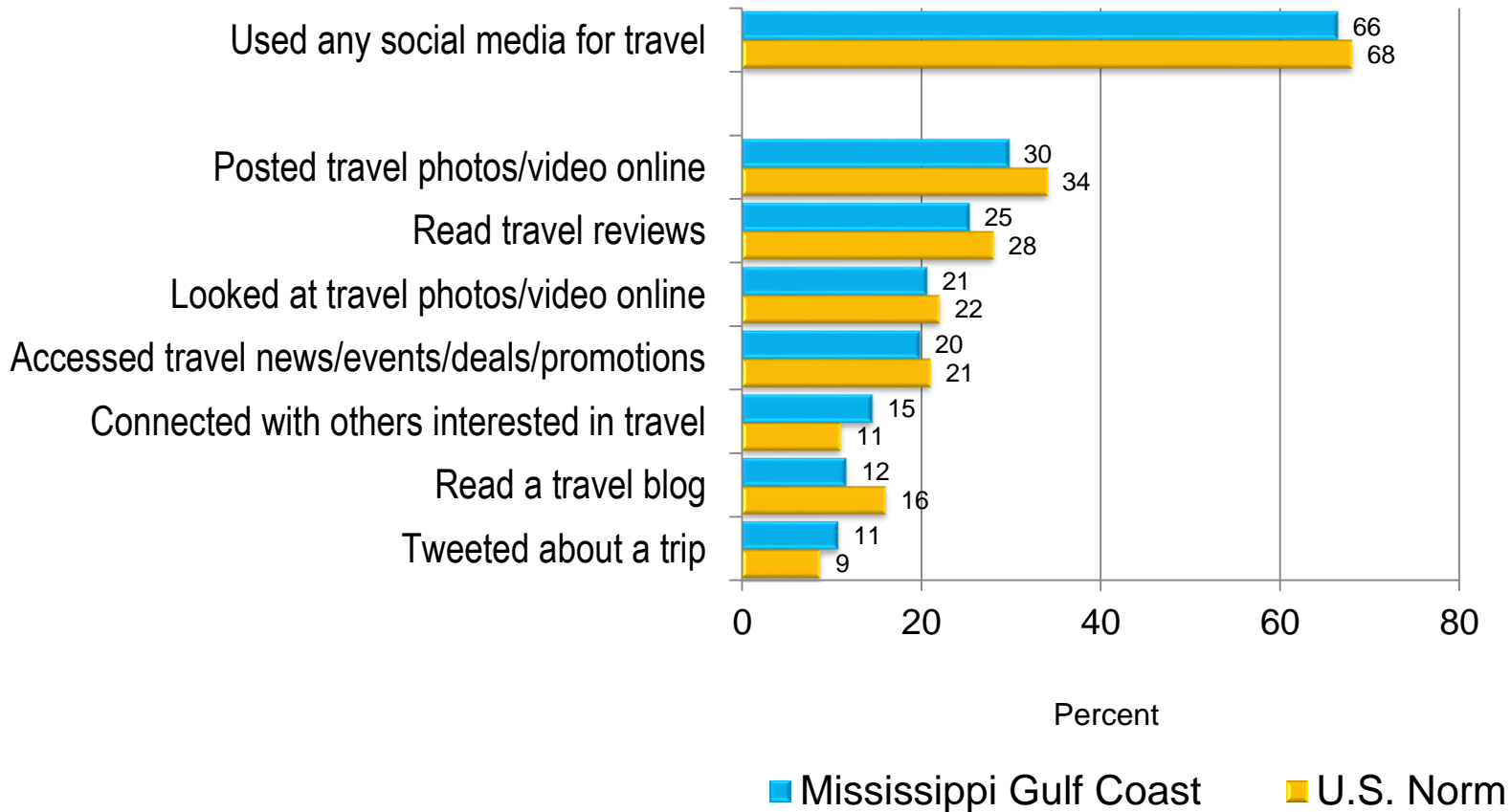
Base: Total Overnight Person-Trips



Online Social Media Use by Travelers



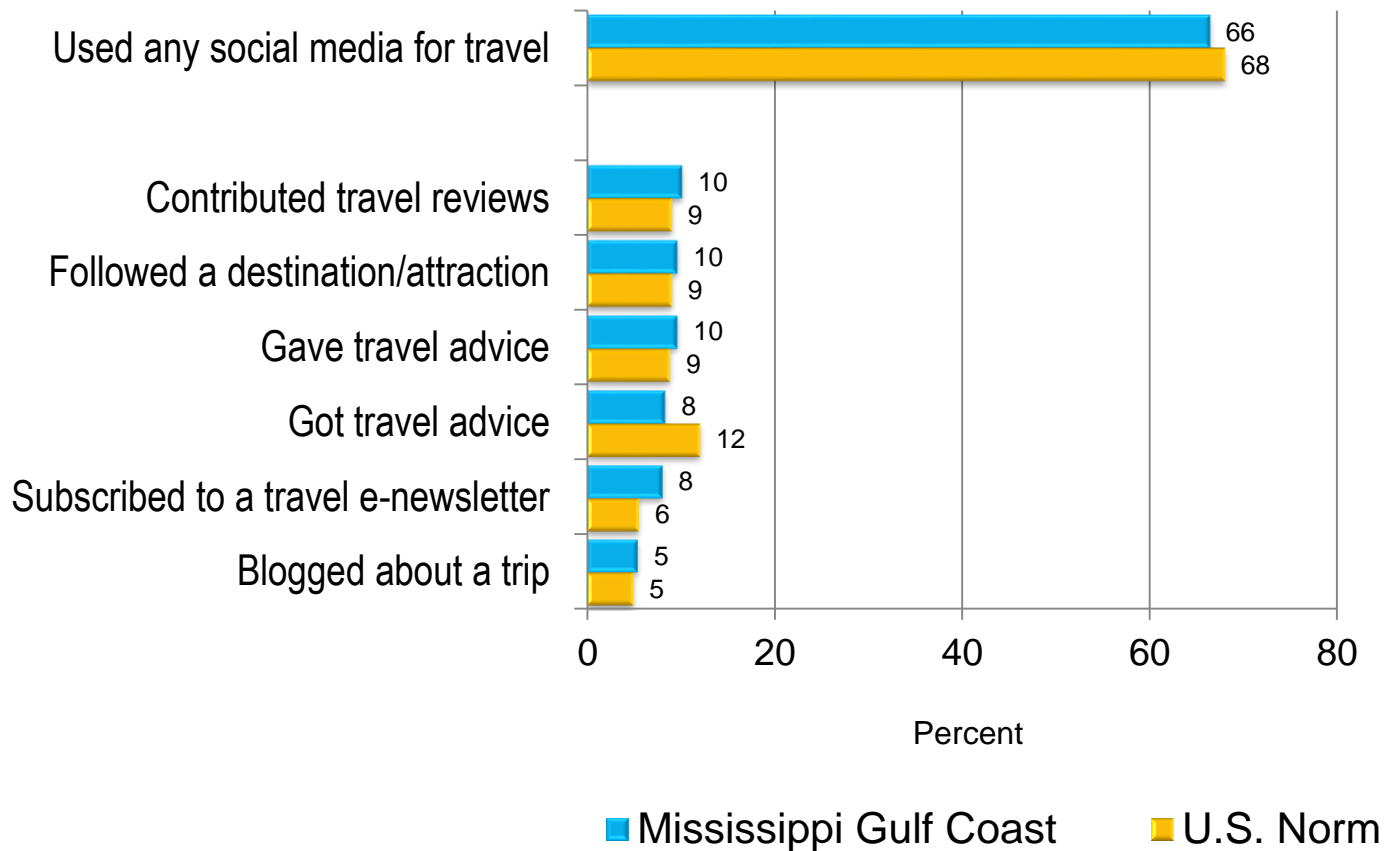
Base: Total Overnight Person-Trips



Online Social Media Use by Travelers (Cont'd)



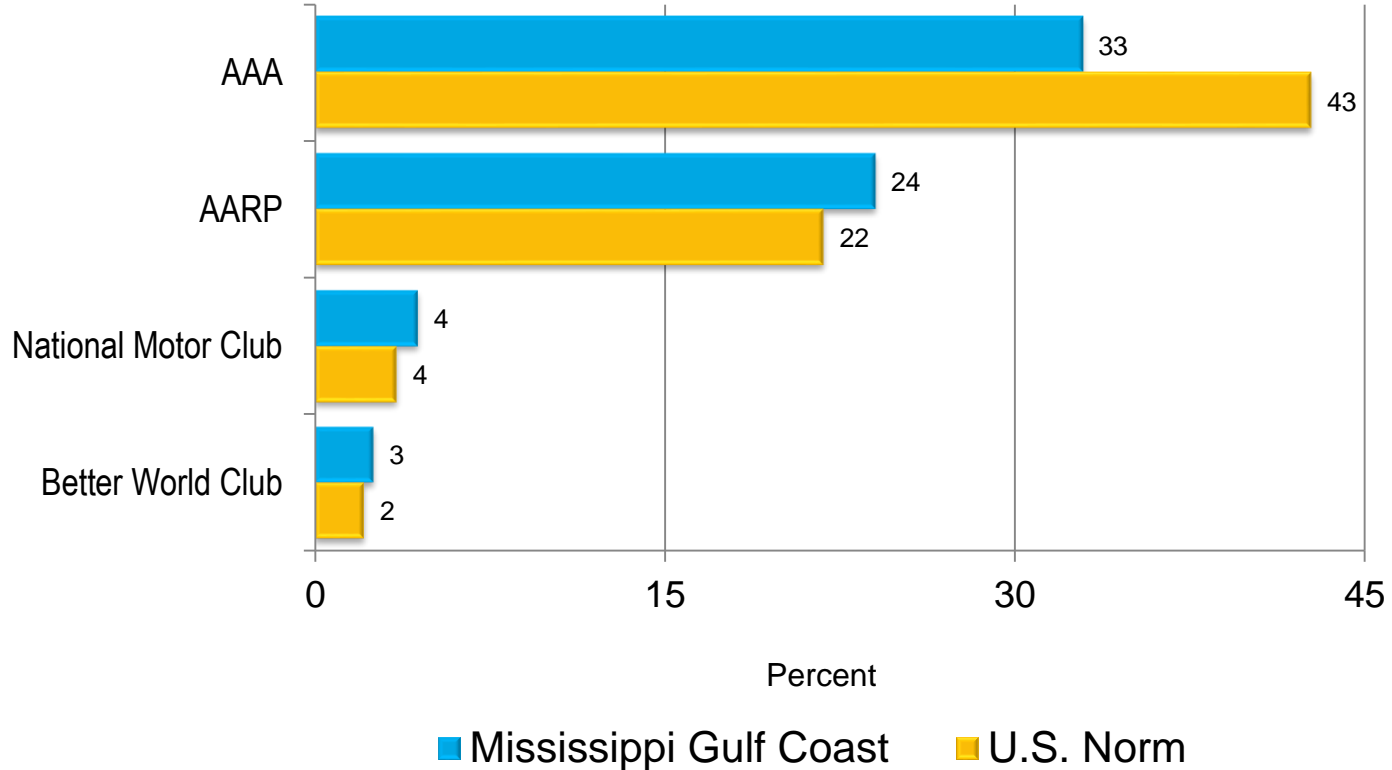
Base: Total Overnight Person-Trips



Organization Membership



Base: Total Overnight Person-Trips



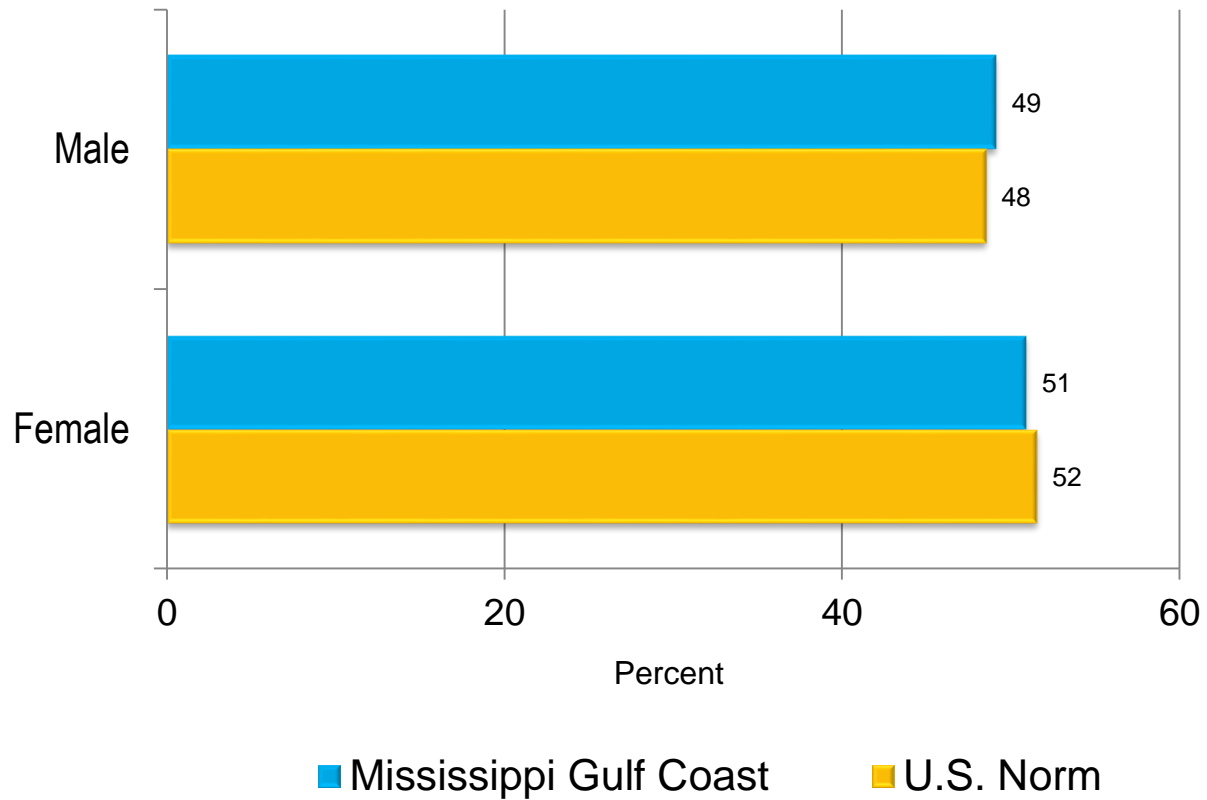


Demographic Profile of Overnight Visitors

Gender



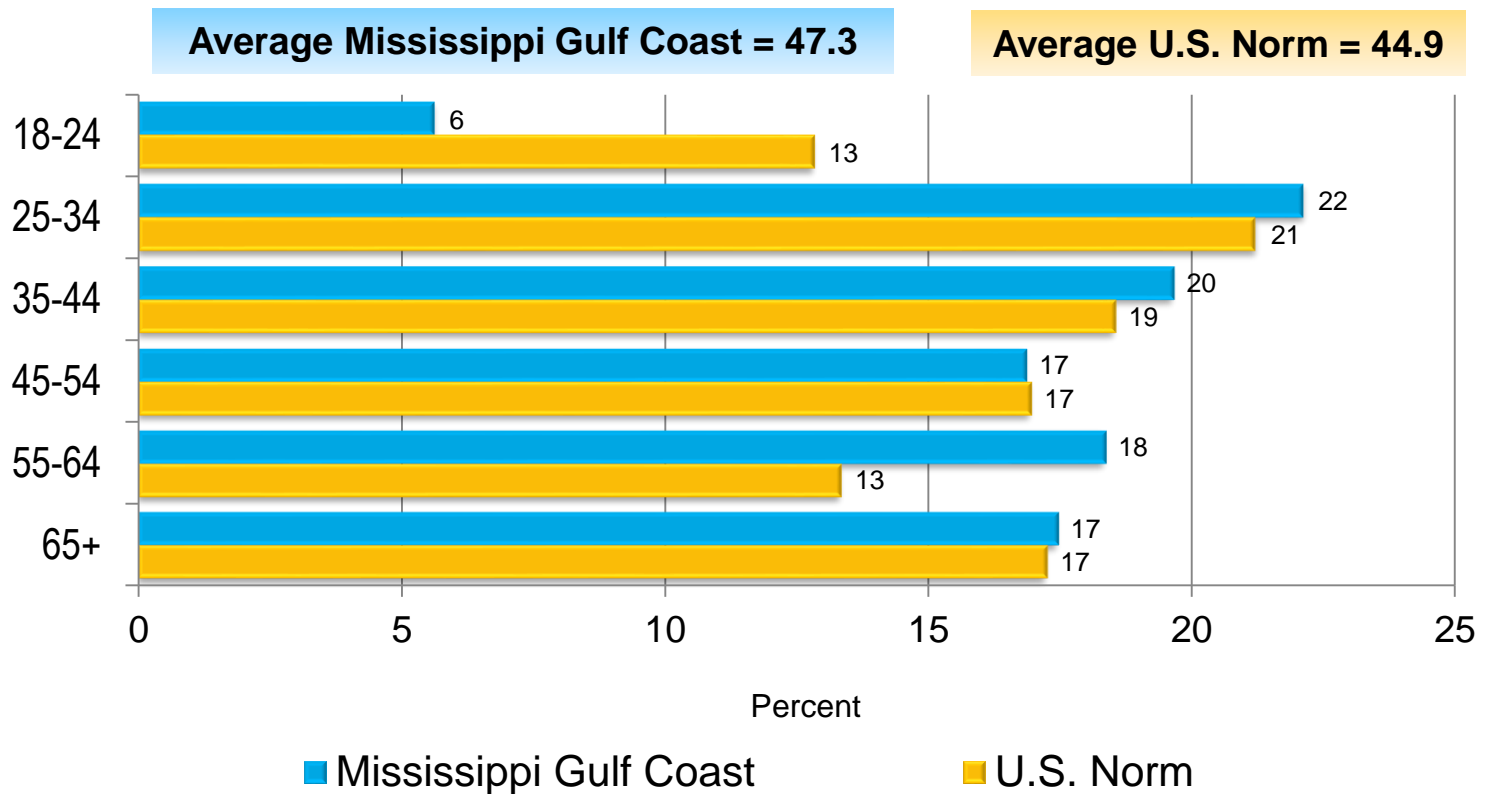
Base: Total Overnight Person-Trips



Age



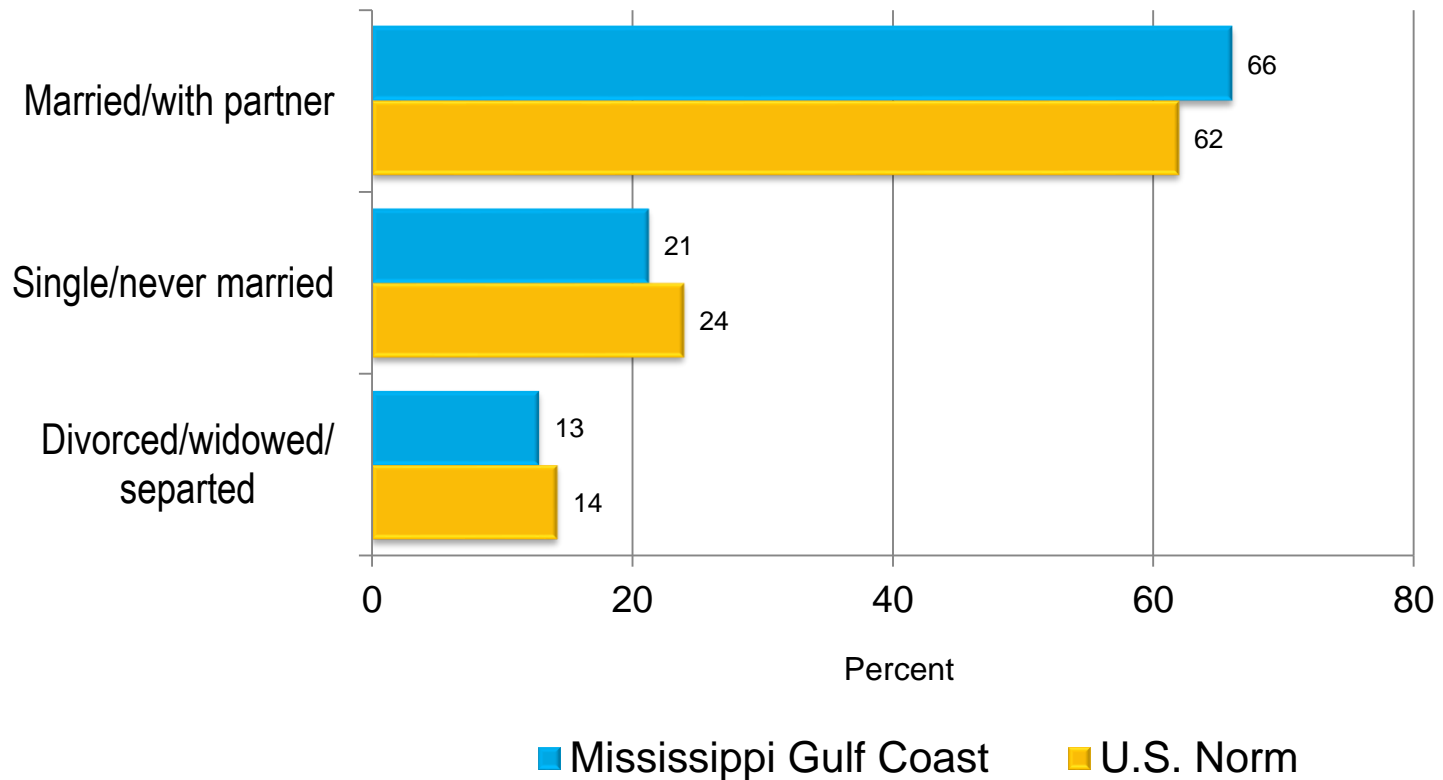
Base: Total Overnight Person-Trips



Marital Status



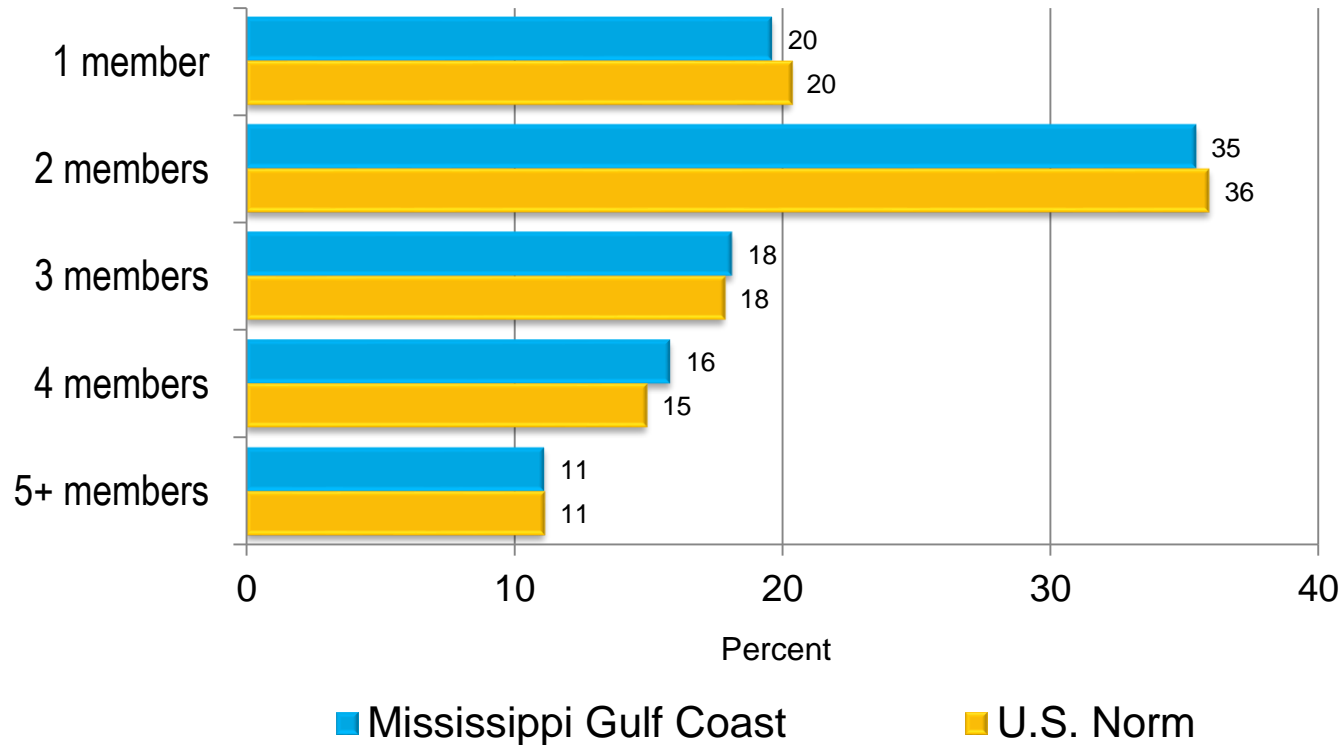
Base: Total Overnight Person-Trips



Household Size



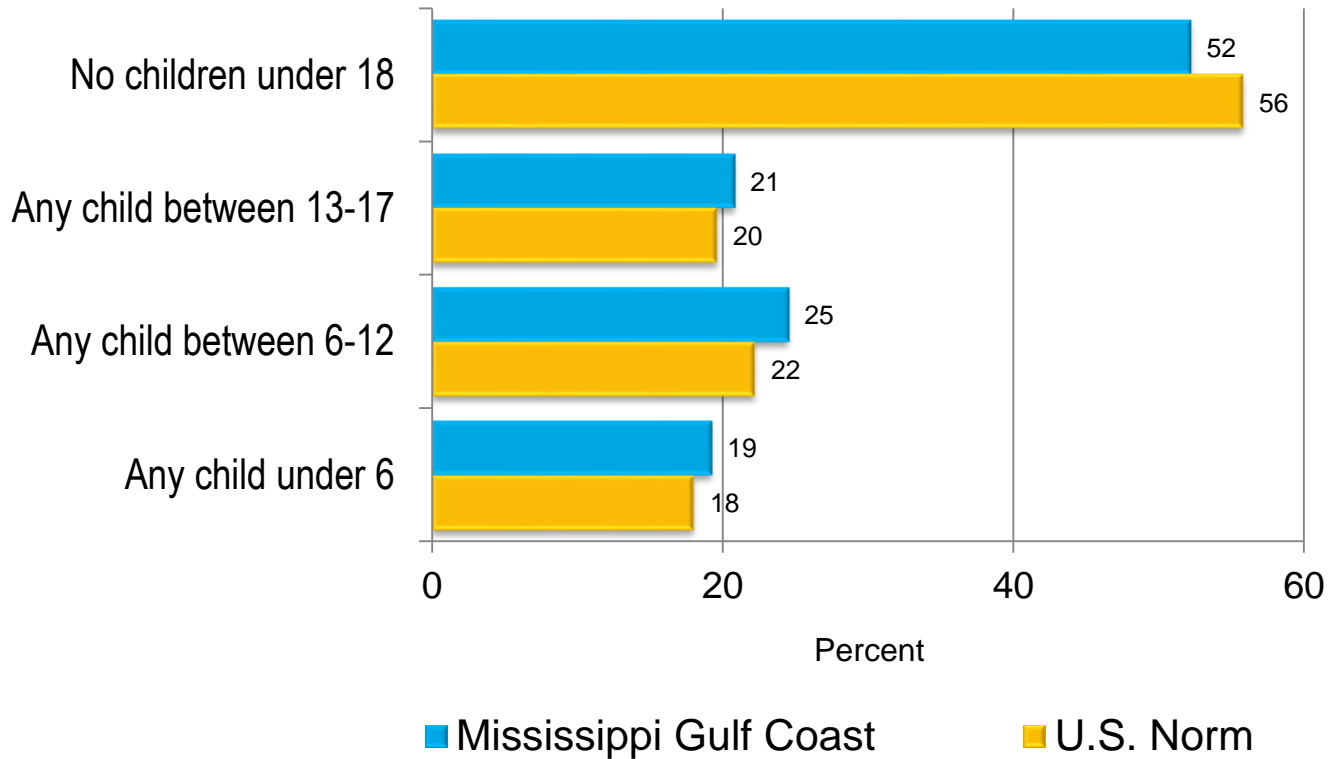
Base: Total Overnight Person-Trips



Children in Household



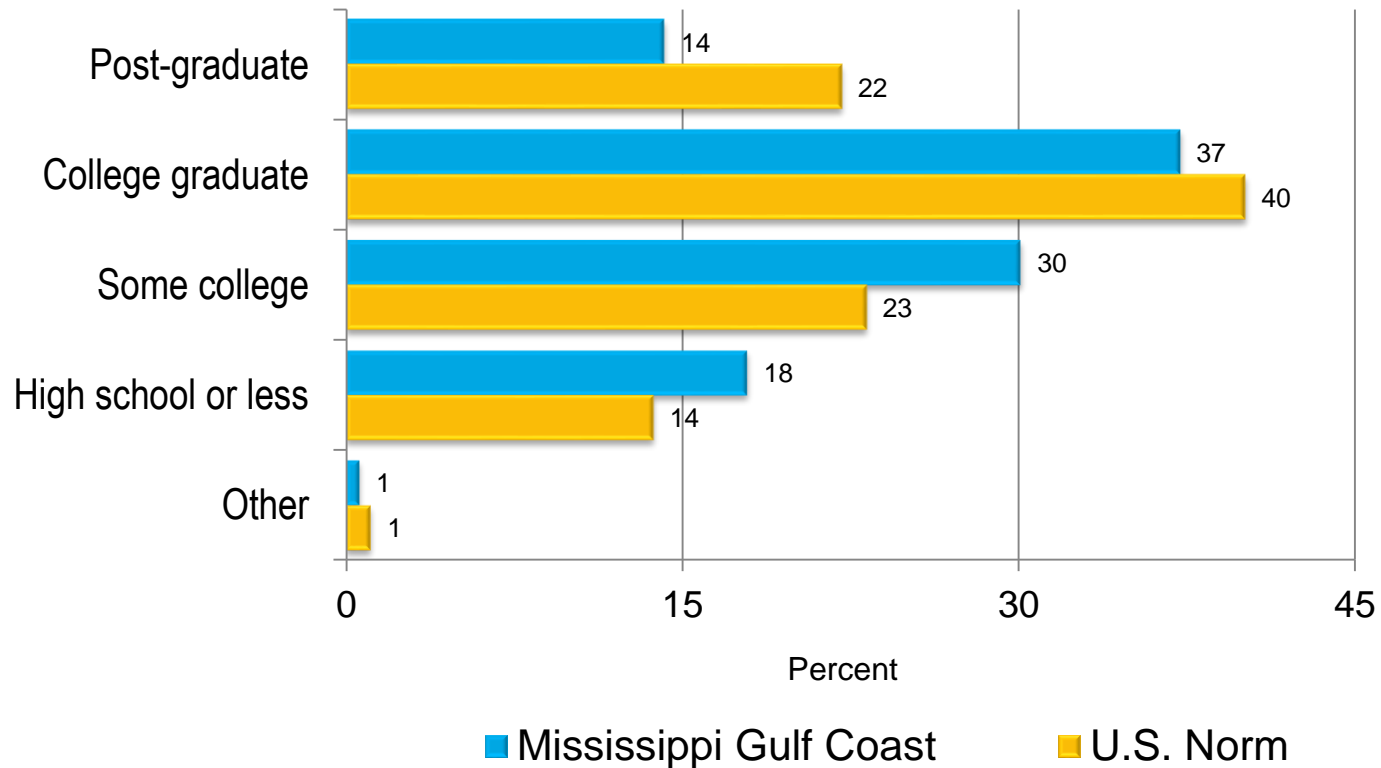
Base: Total Overnight Person Trips



Education



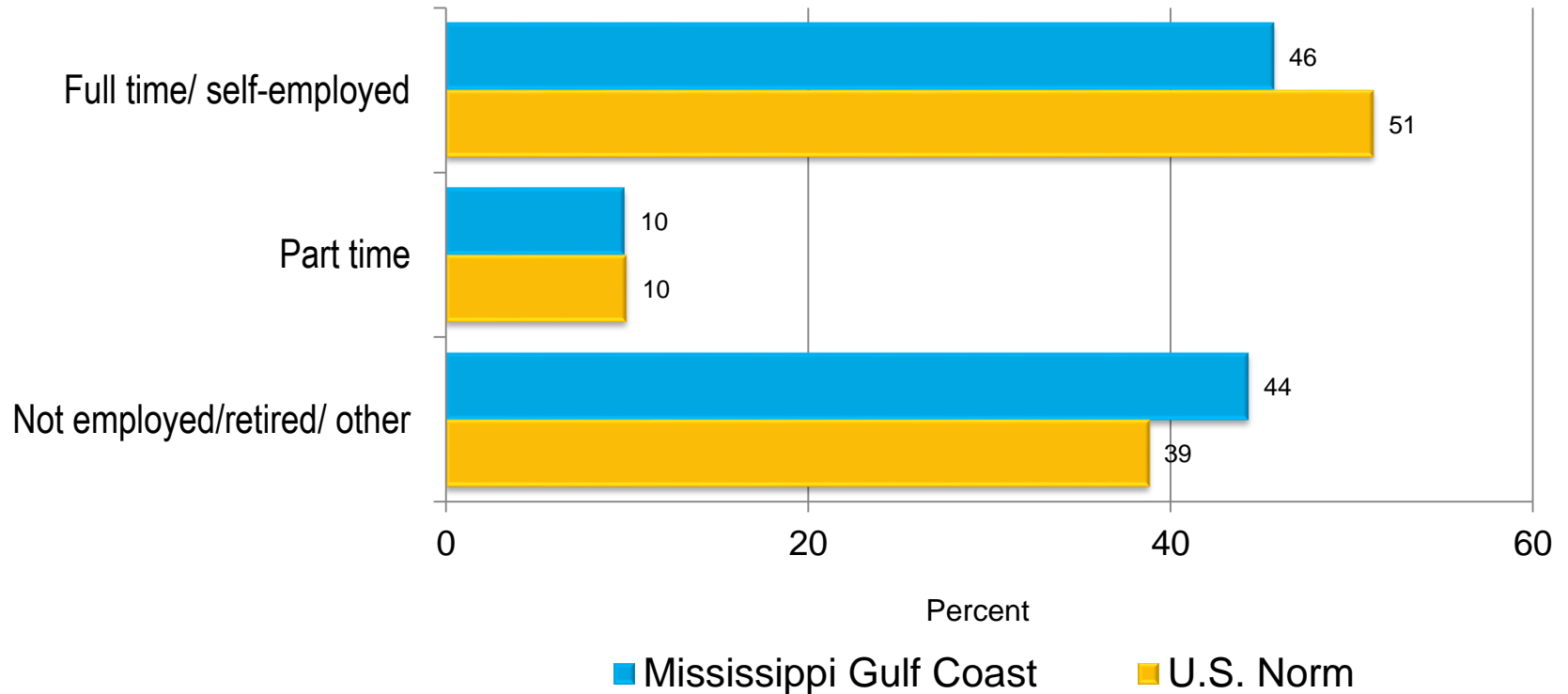
Base: Total Overnight Person-Trips



Employment



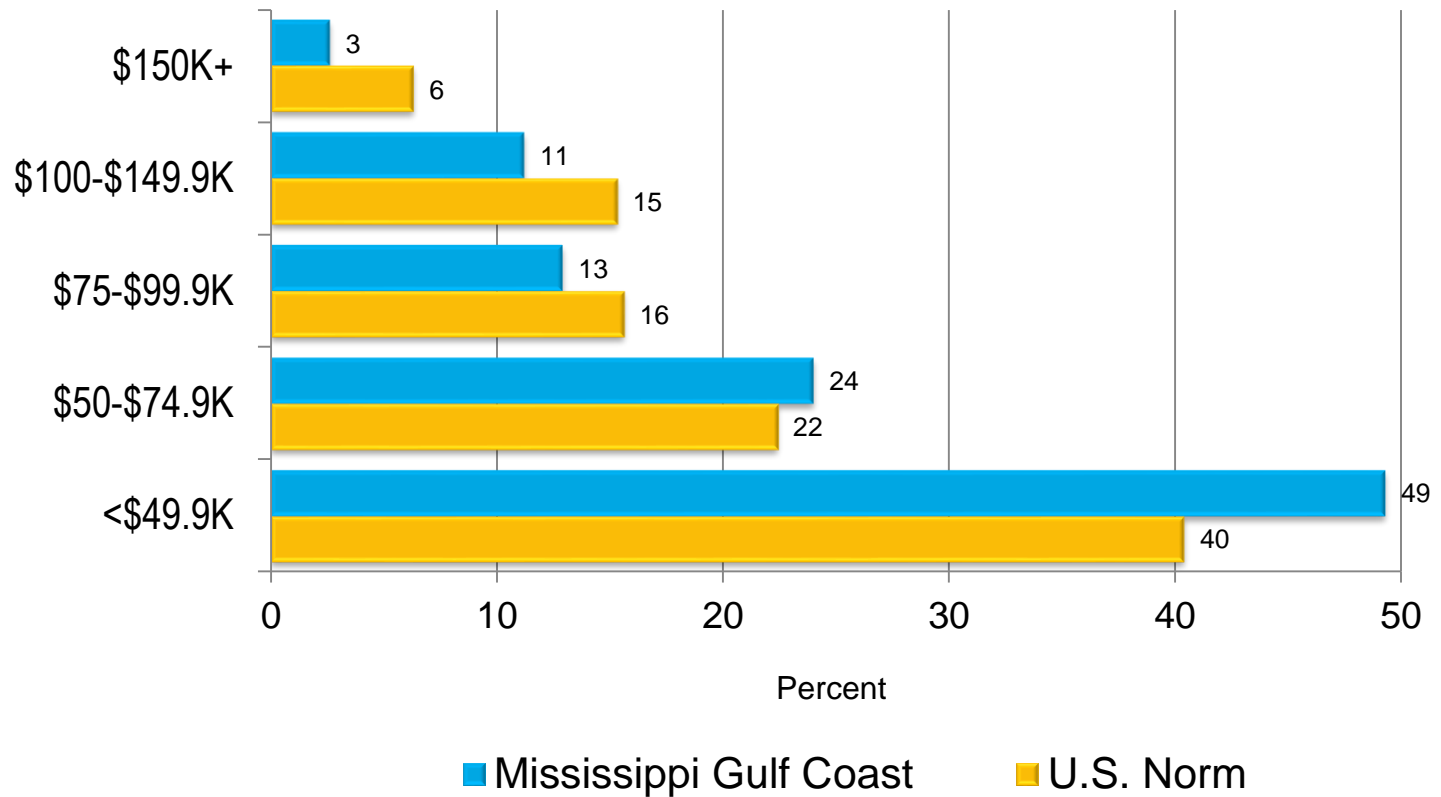
Base: Total Overnight Person-Trips



Household Income



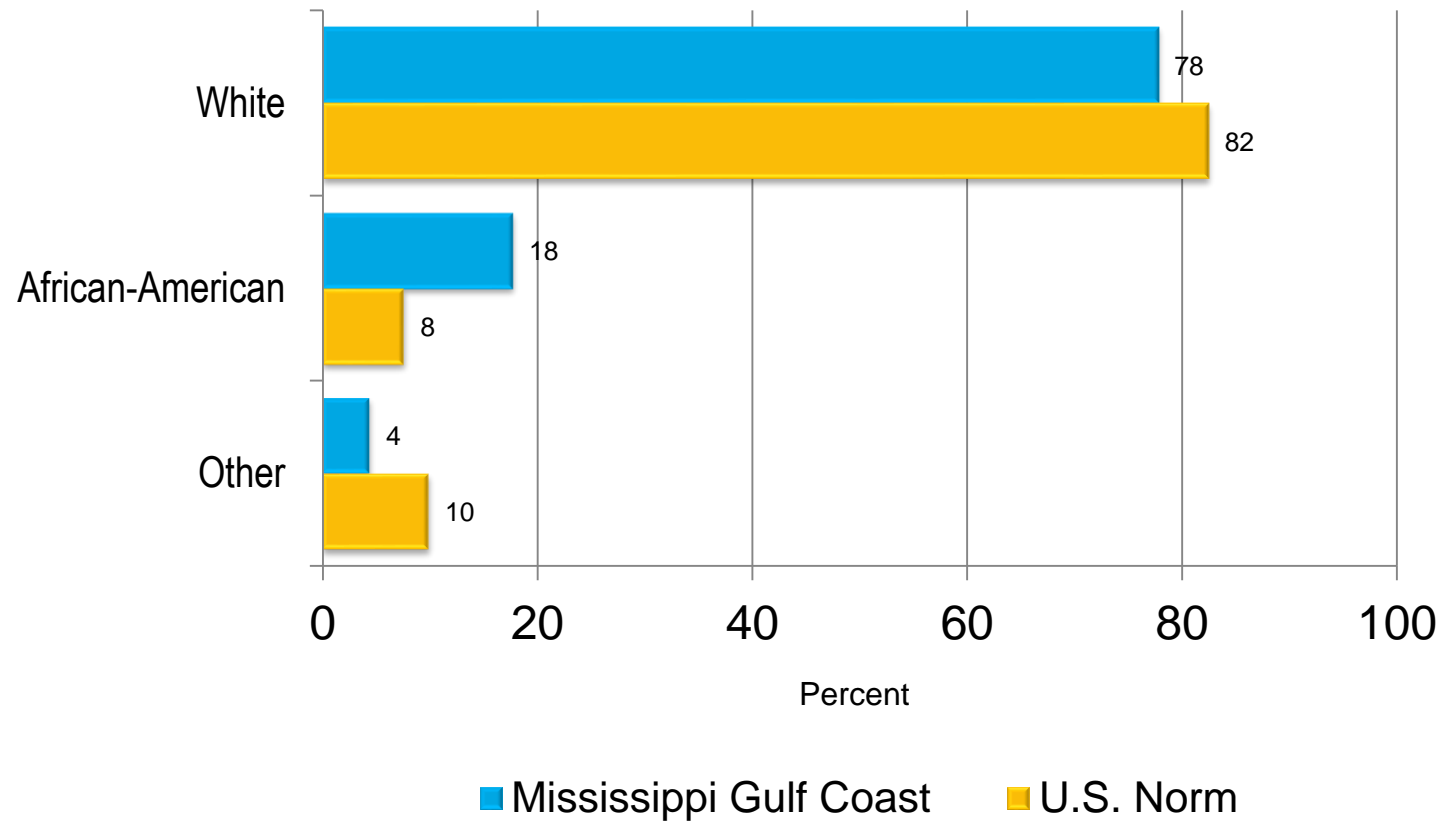
Base: Total Overnight Person-Trips



Race



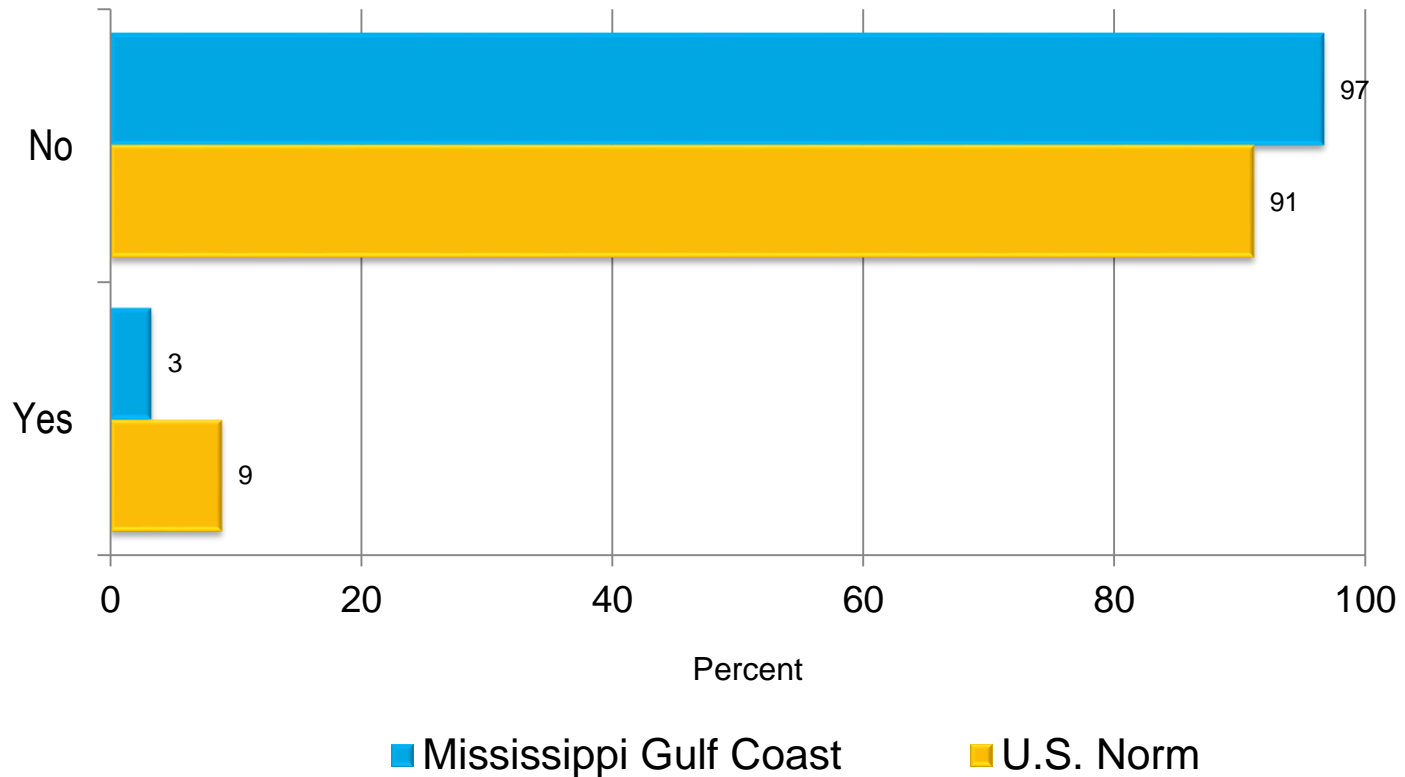
Base: Total Overnight Person-Trips



Hispanic Background



Base: Total Overnight Person-Trips





Day Trip Detail

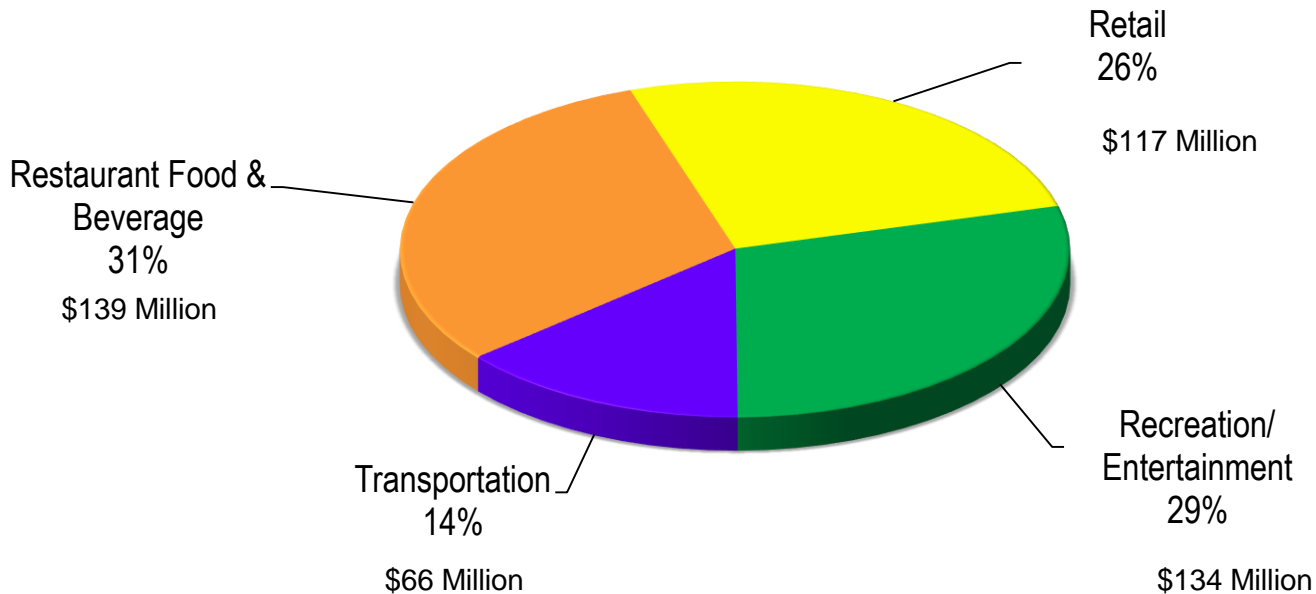


Day Trip Expenditures

Total Mississippi Gulf Coast Domestic Day Trip Spending – by Sector



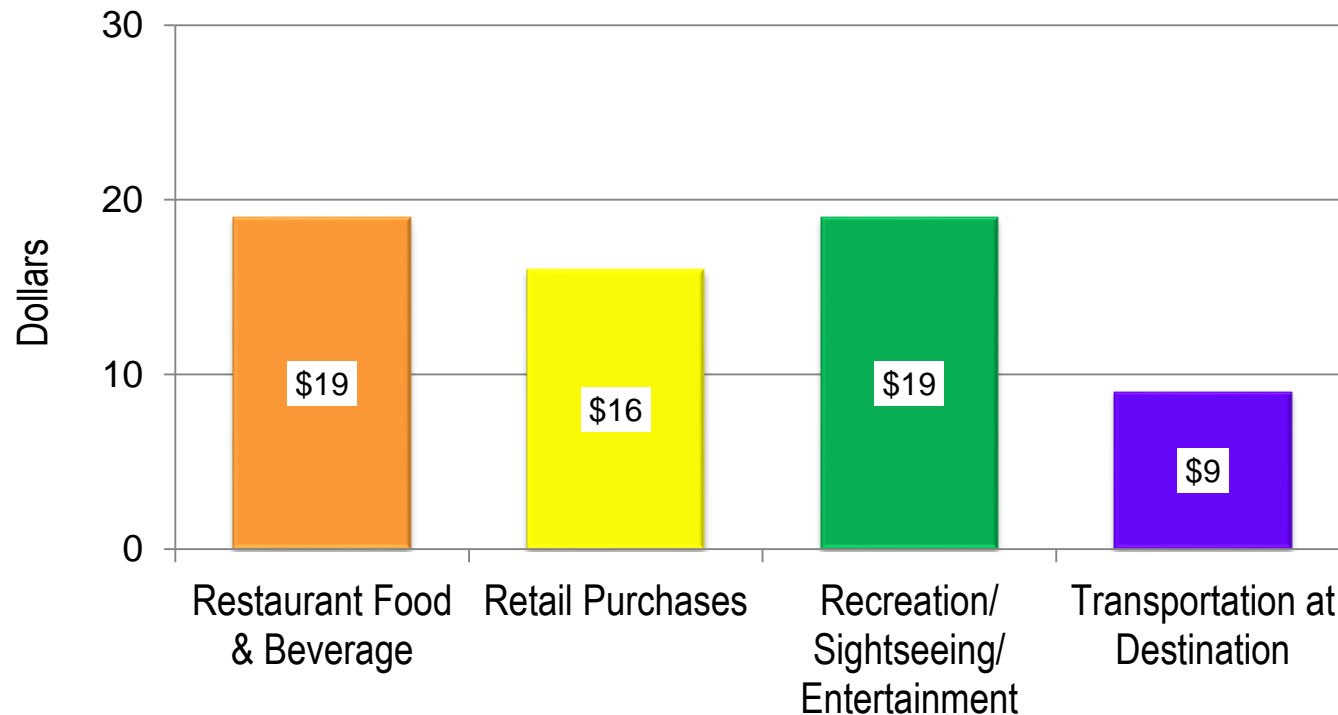
Total Spending = \$456 Billion



Average Per Person Expenditures on Day Trips – By Sector



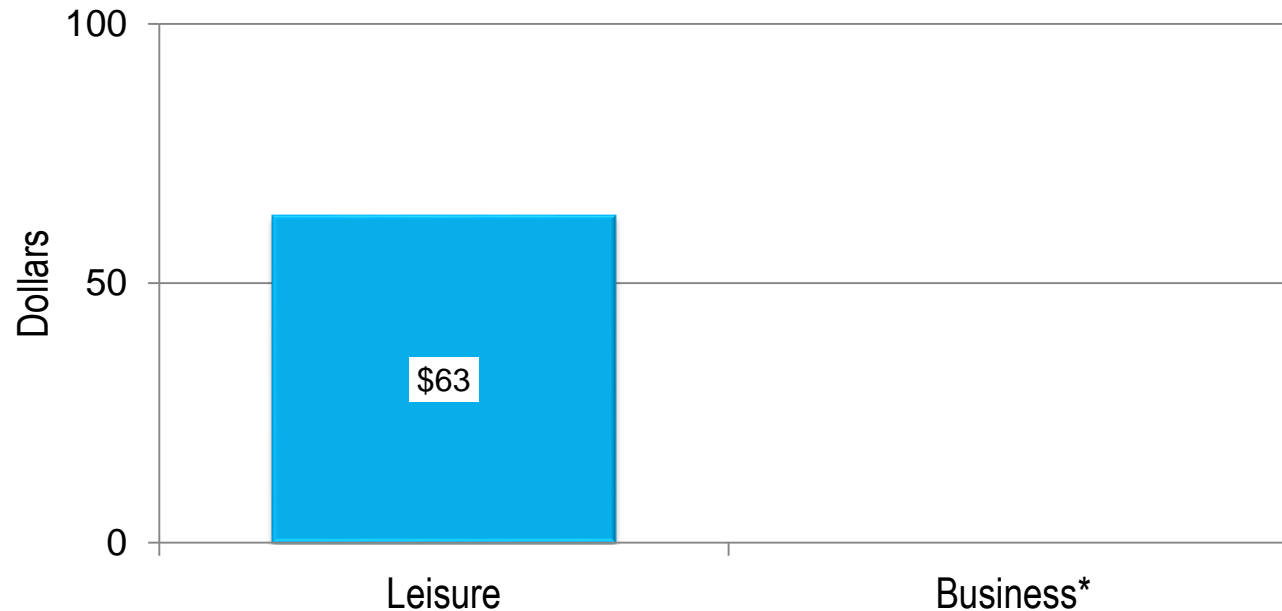
Base: Total Day Person-Trips to Mississippi Gulf Coast



Average Per Person Expenditures on Day Trips – by Trip Purpose



Base: Total Day Person-Trips to Mississippi Gulf Coast

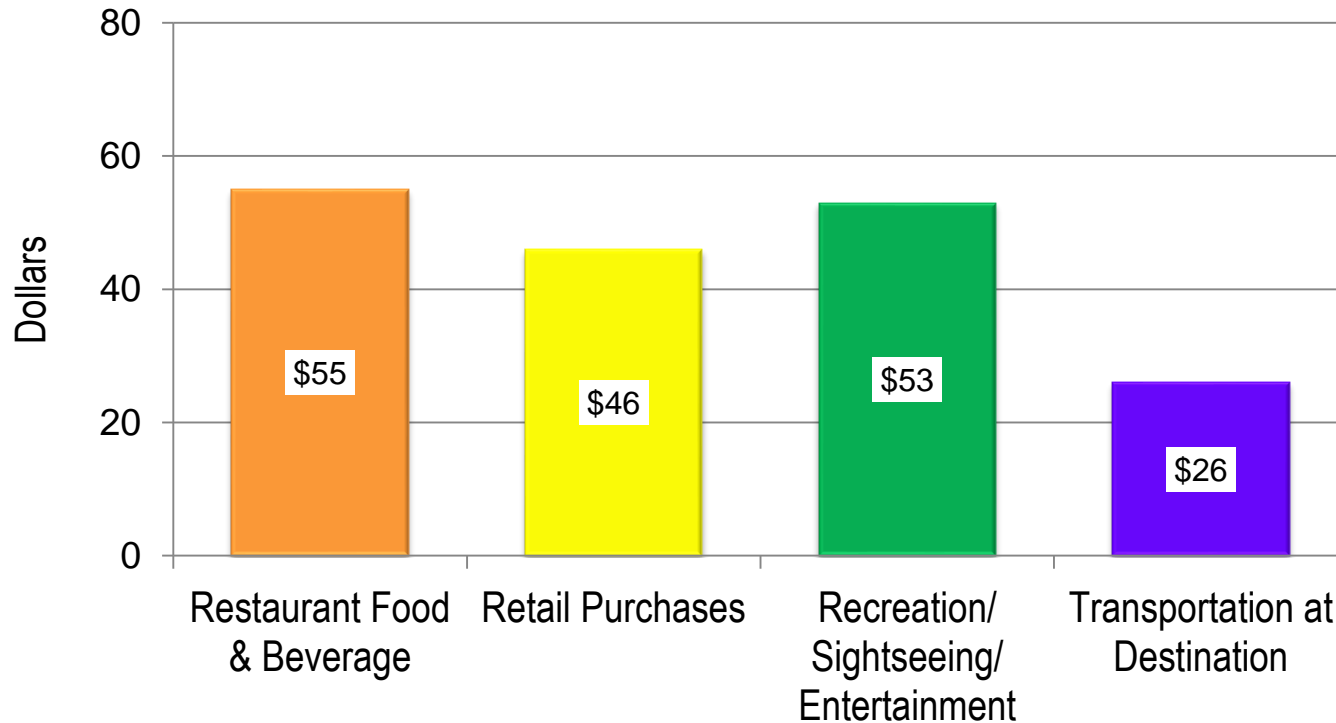


* Low base sizes

Average Per Party Expenditures on Day Trips – By Sector



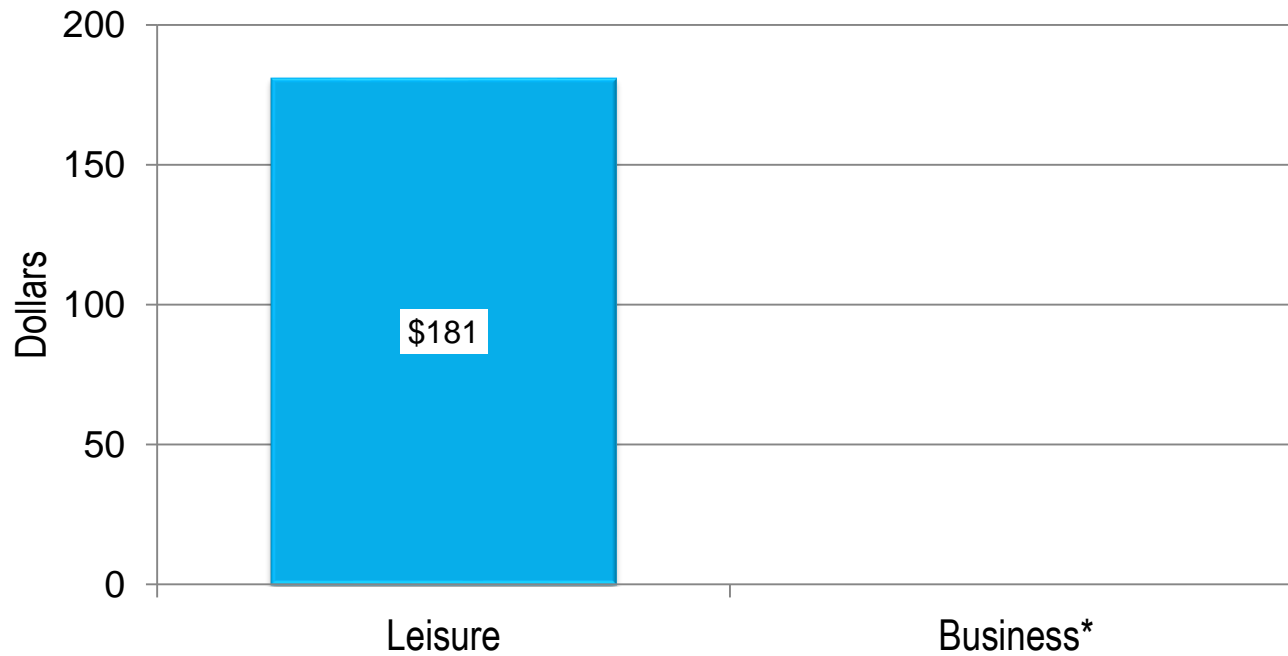
Base: Total Day Person-Trips to Mississippi Gulf Coast



Average Per Party Expenditures on Day Trip – by Trip Purpose



Base: Total Day Person-Trips to Mississippi Gulf Coast



* Low base sizes

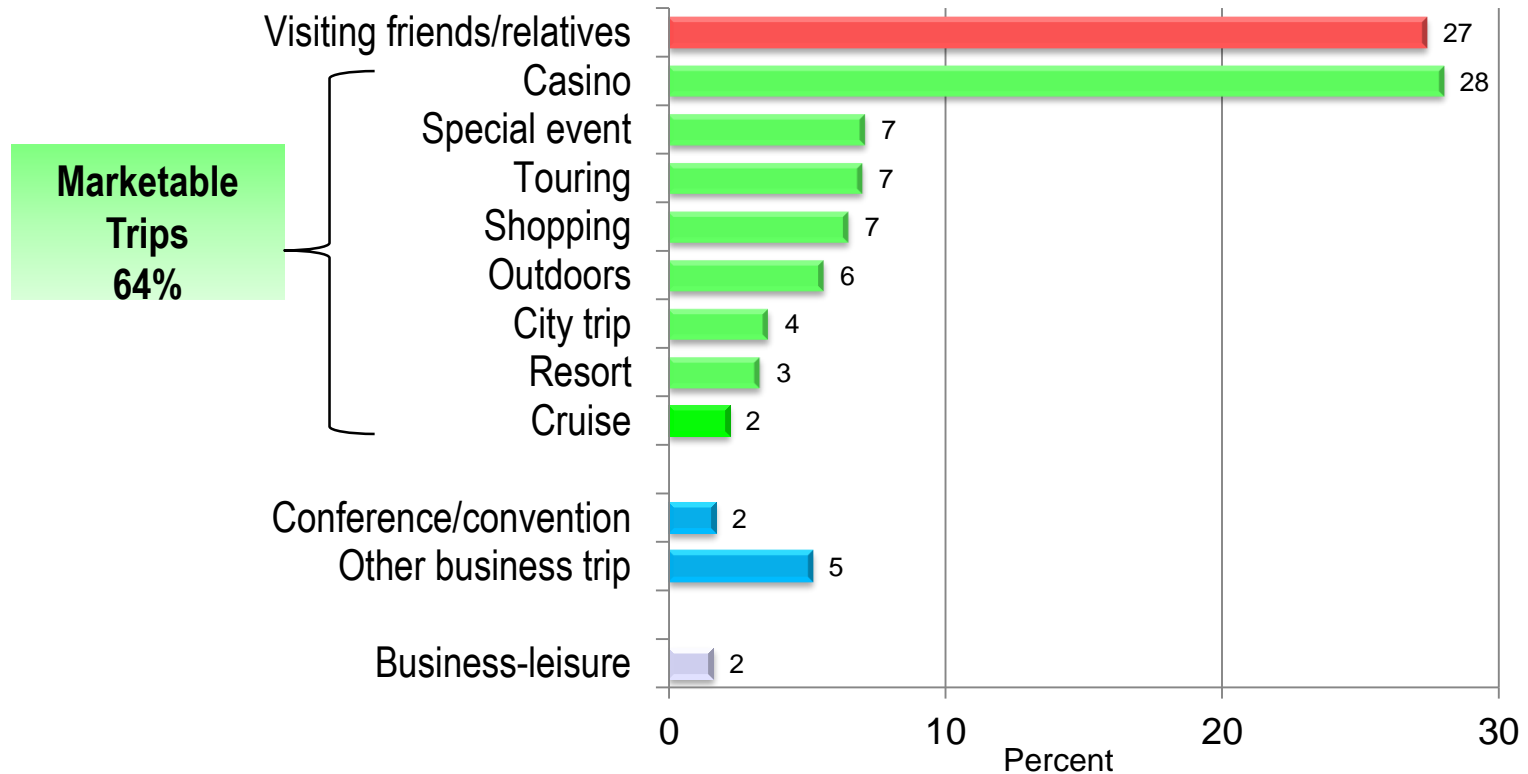


Day Trip Characteristics

Main Purpose of Trip



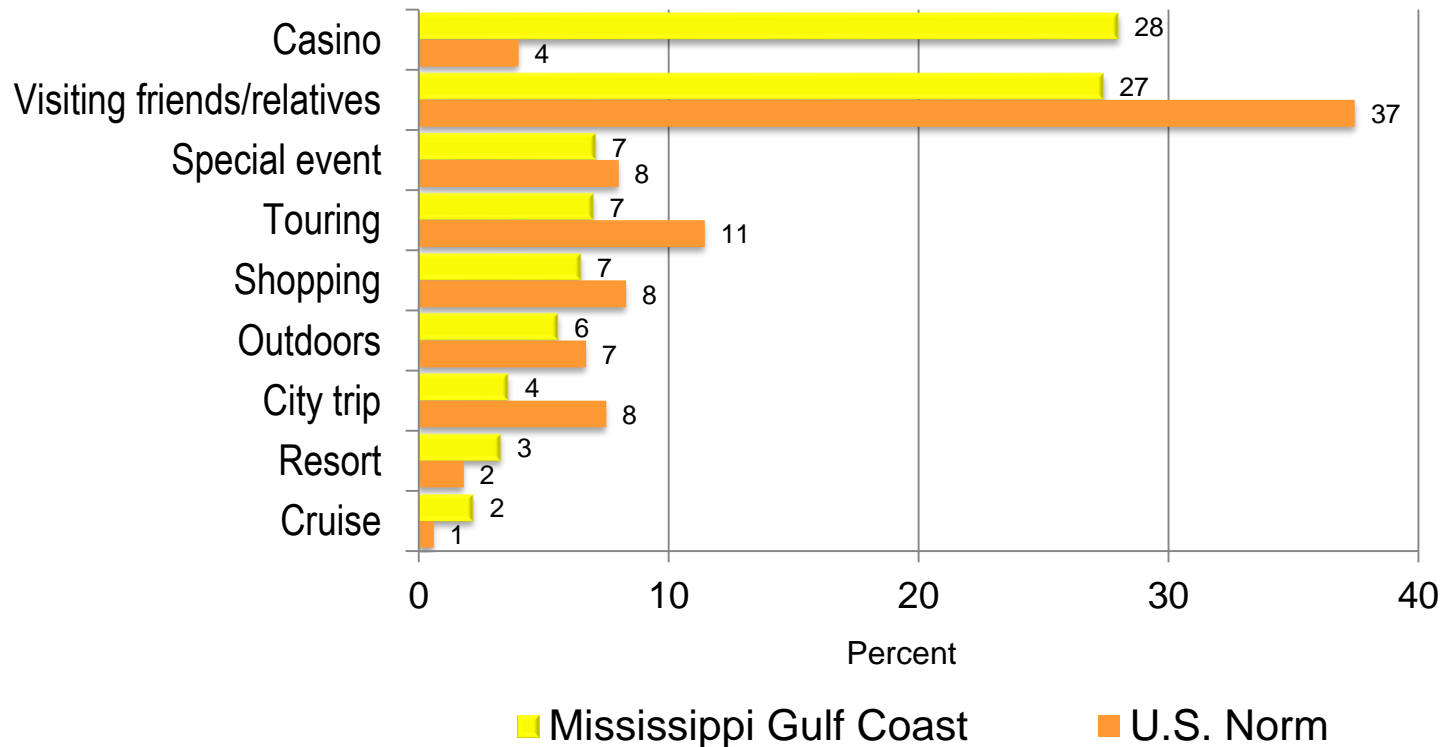
Base: Total Day Person-Trips to Mississippi Gulf Coast



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



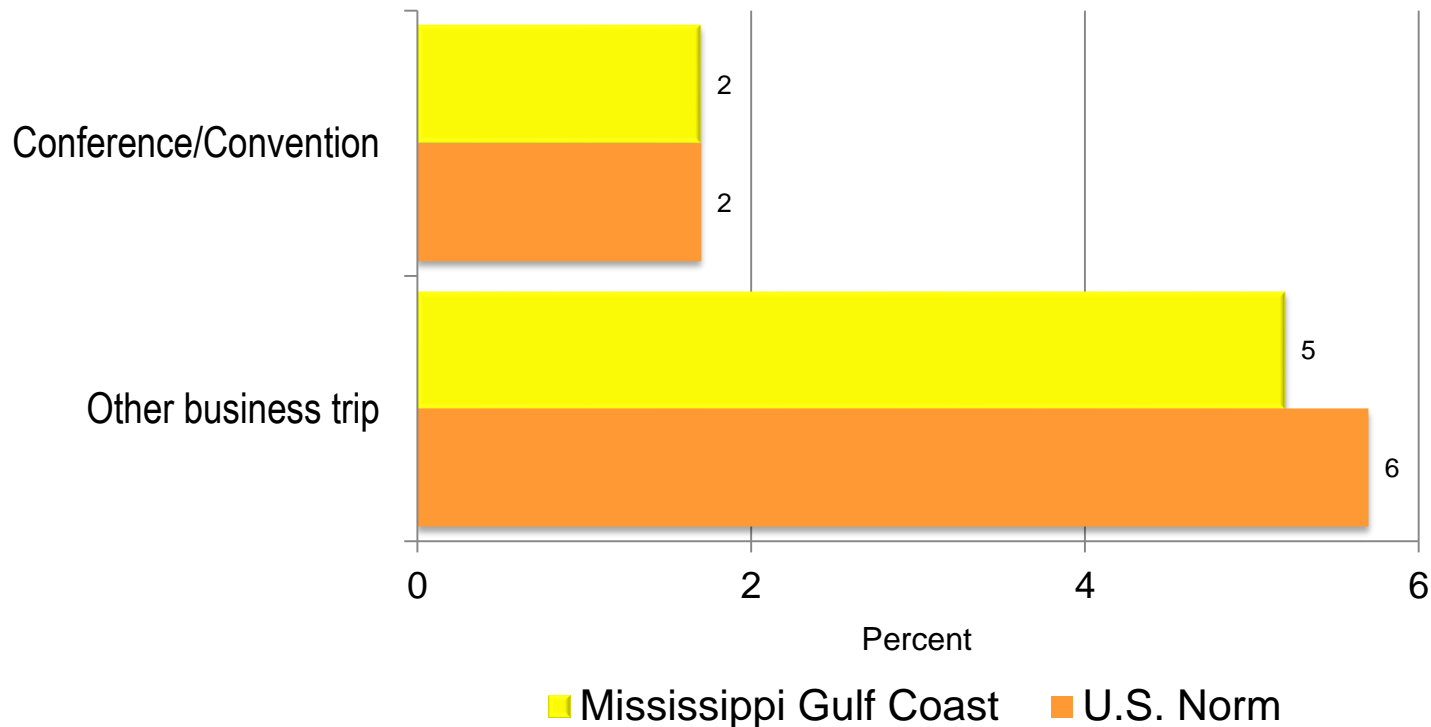
Base: Total Day Person-Trips



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



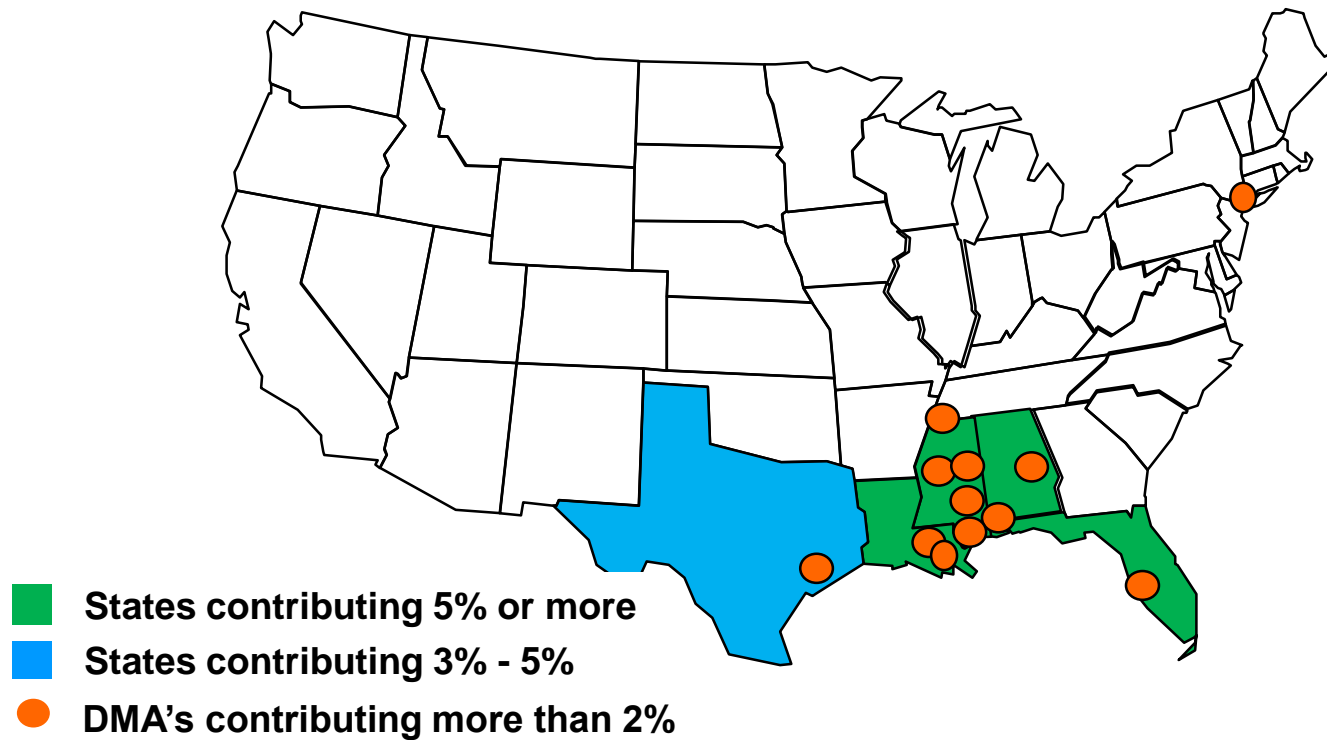
Base: Total Day Person-Trips



Sources of Business



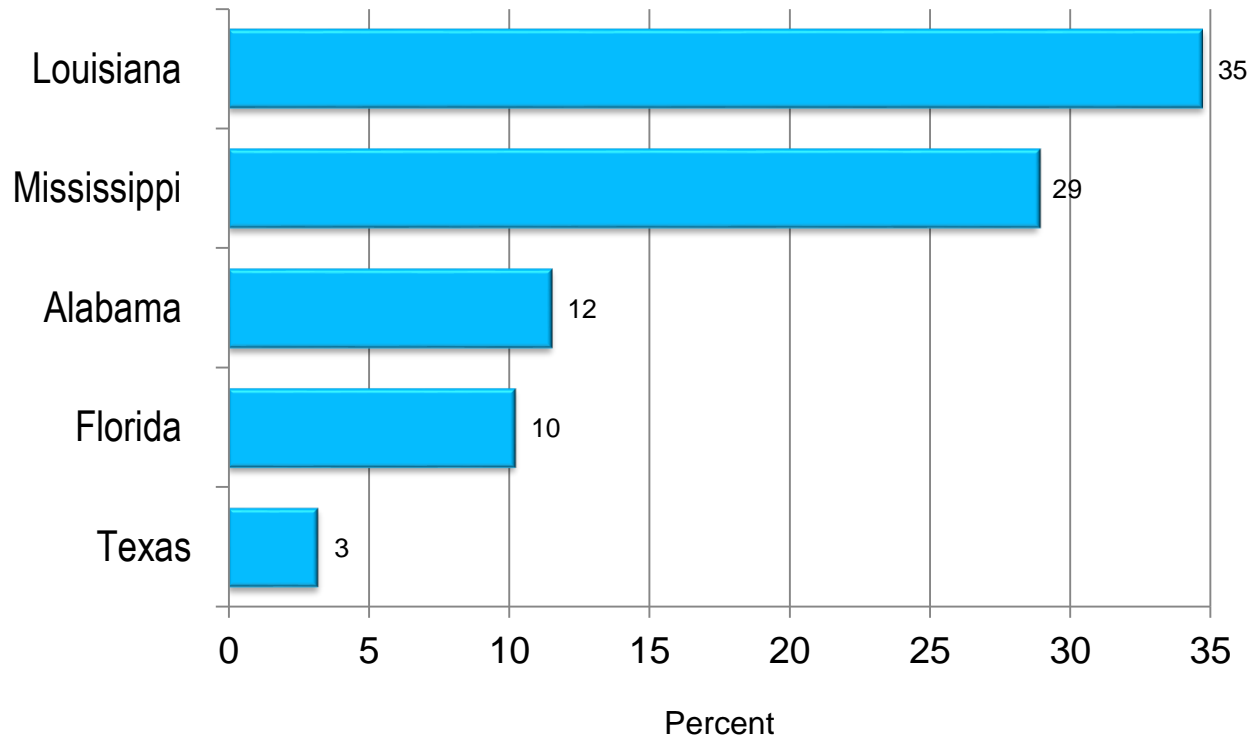
Base: Total Day Person-Trips to Mississippi Gulf Coast



State Origin Of Trip



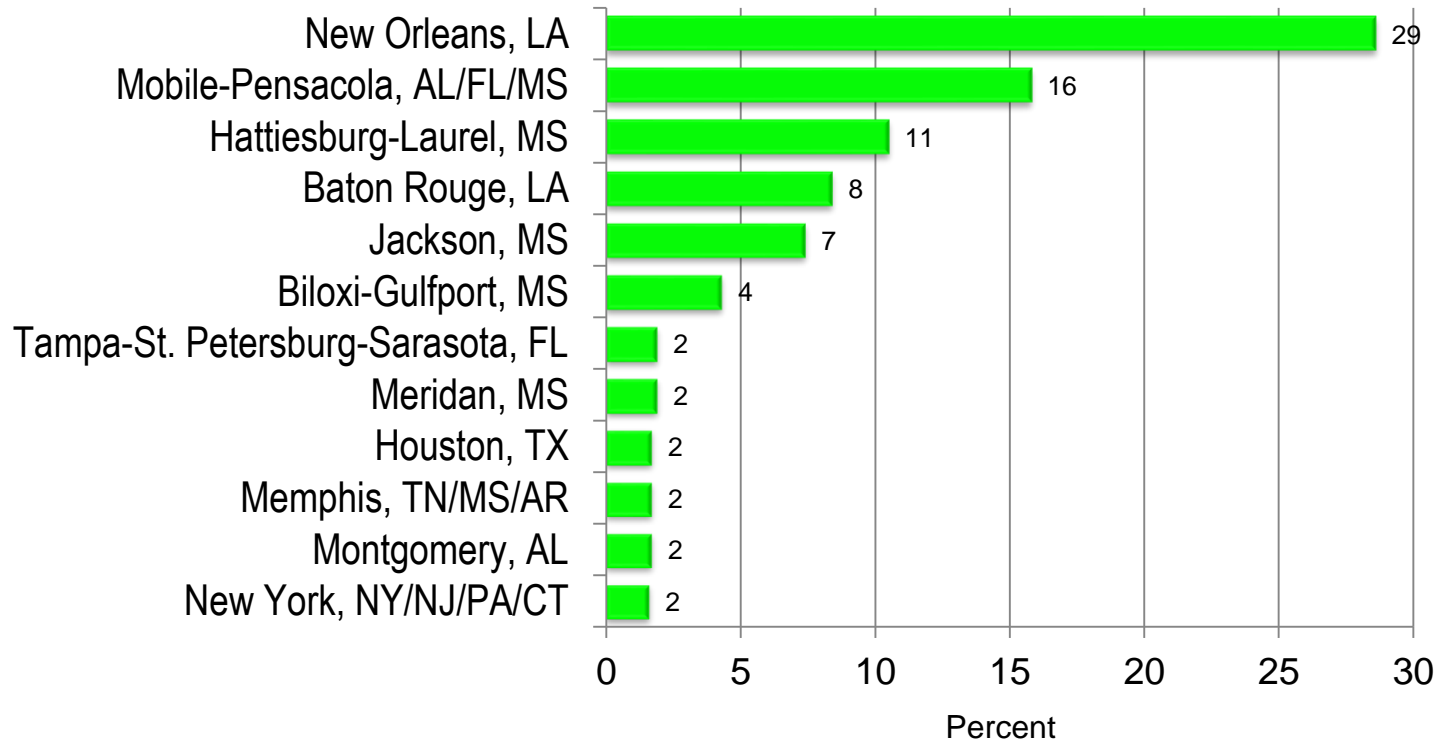
Base: Total Day Person-Trips to Mississippi Gulf Coast



DMA Origin Of Trip



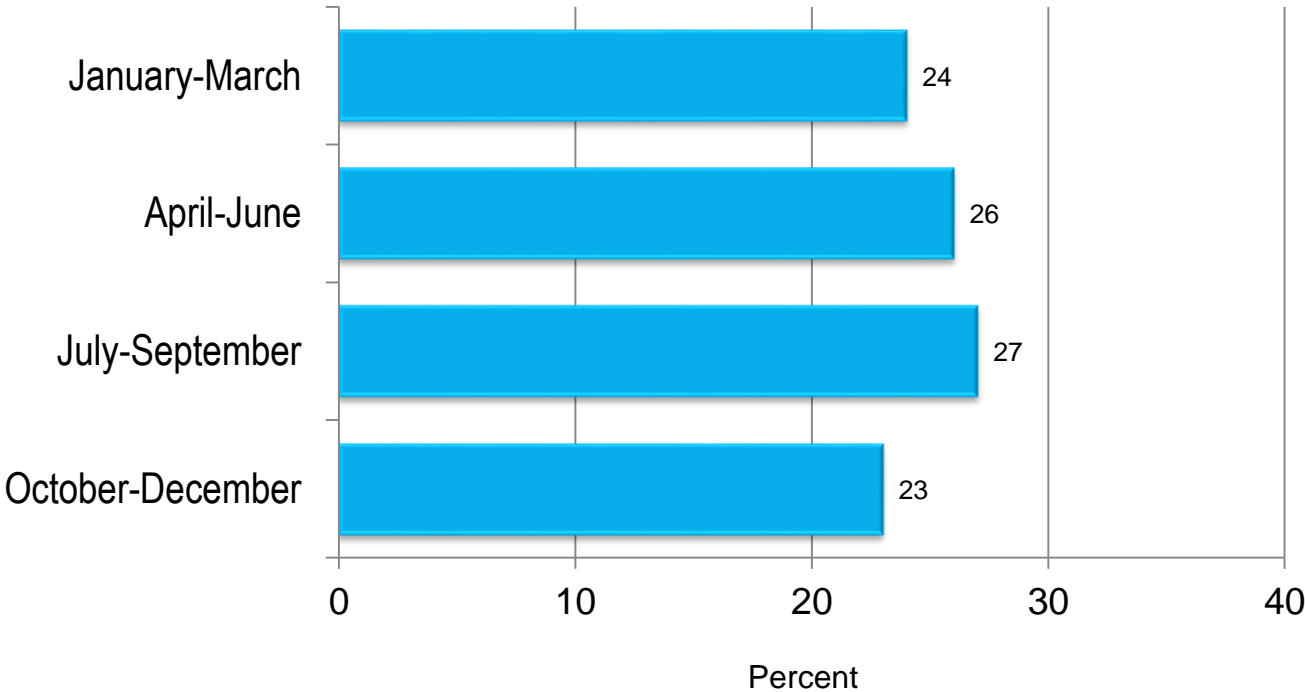
Base: Total Day Person-Trips to Mississippi Gulf Coast



Season of Trip



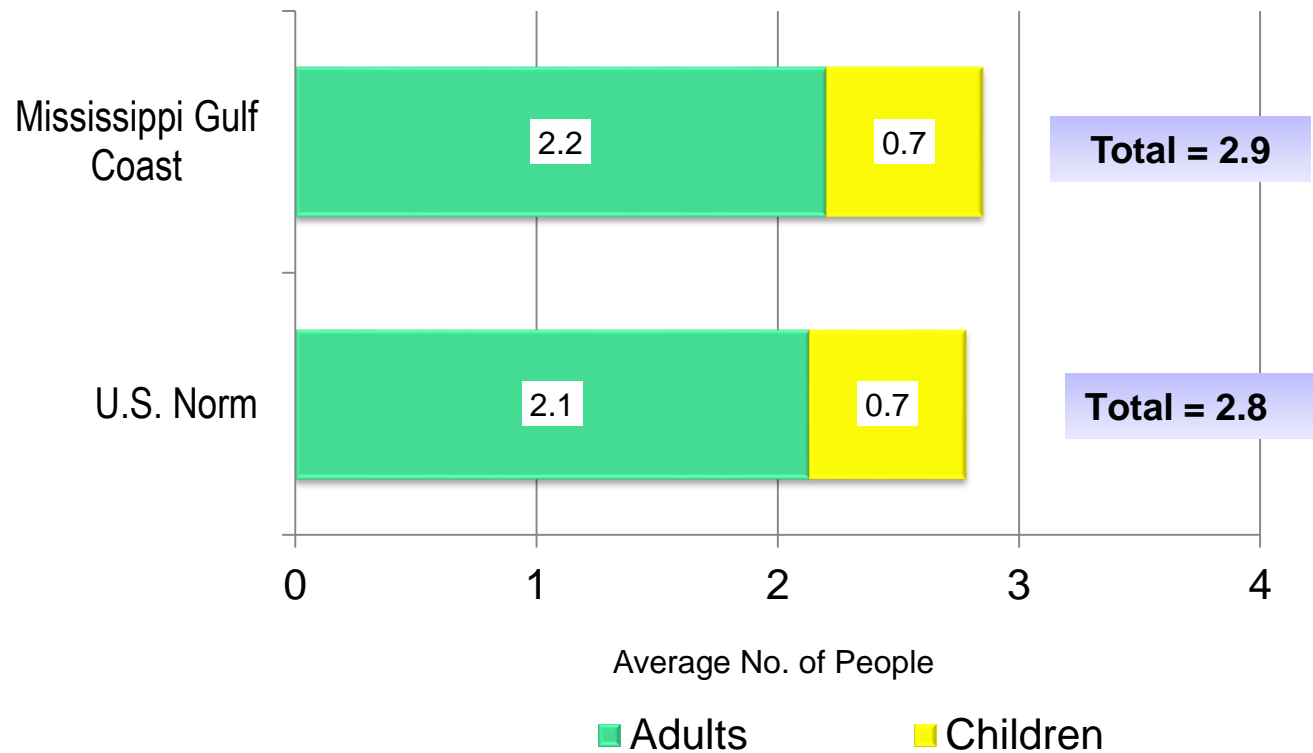
Base: Total Day Person-Trips to Mississippi Gulf Coast



Size of Travel Party



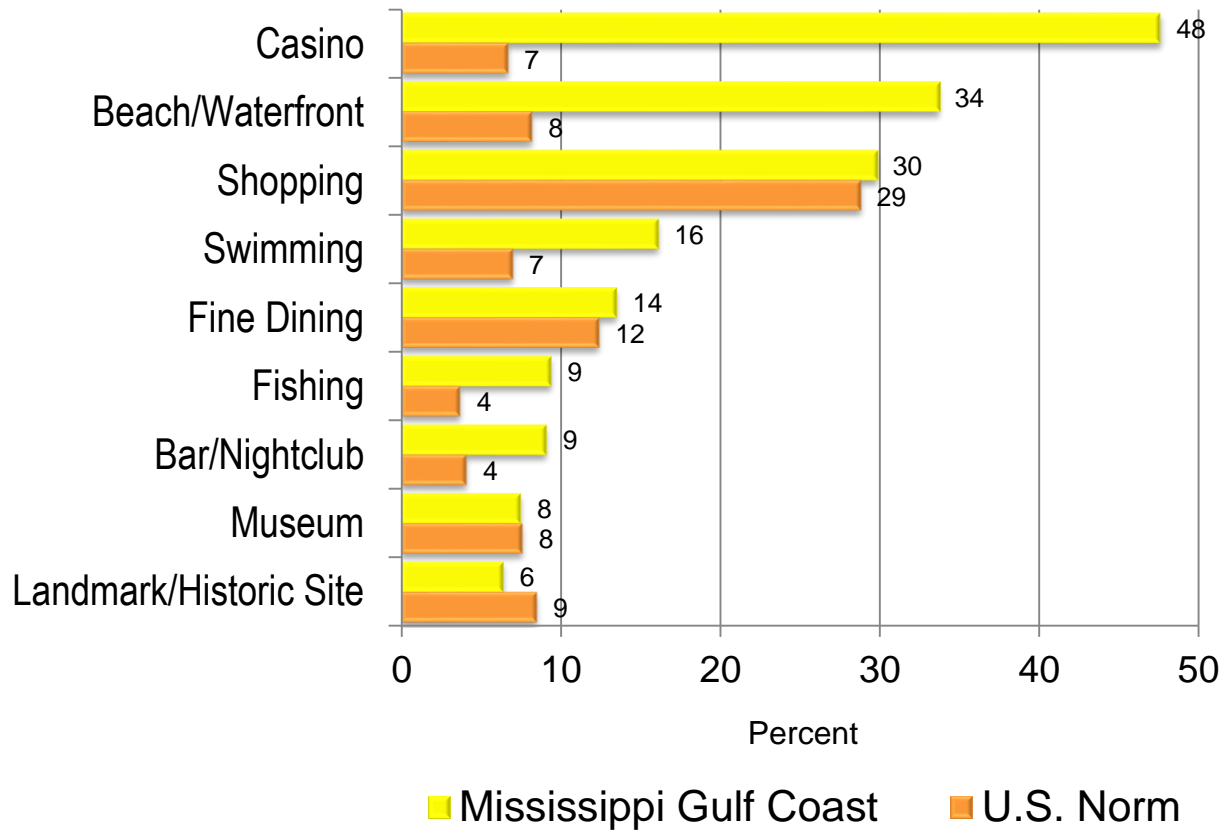
Base: Total Day Person-Trips



Activities and Experiences



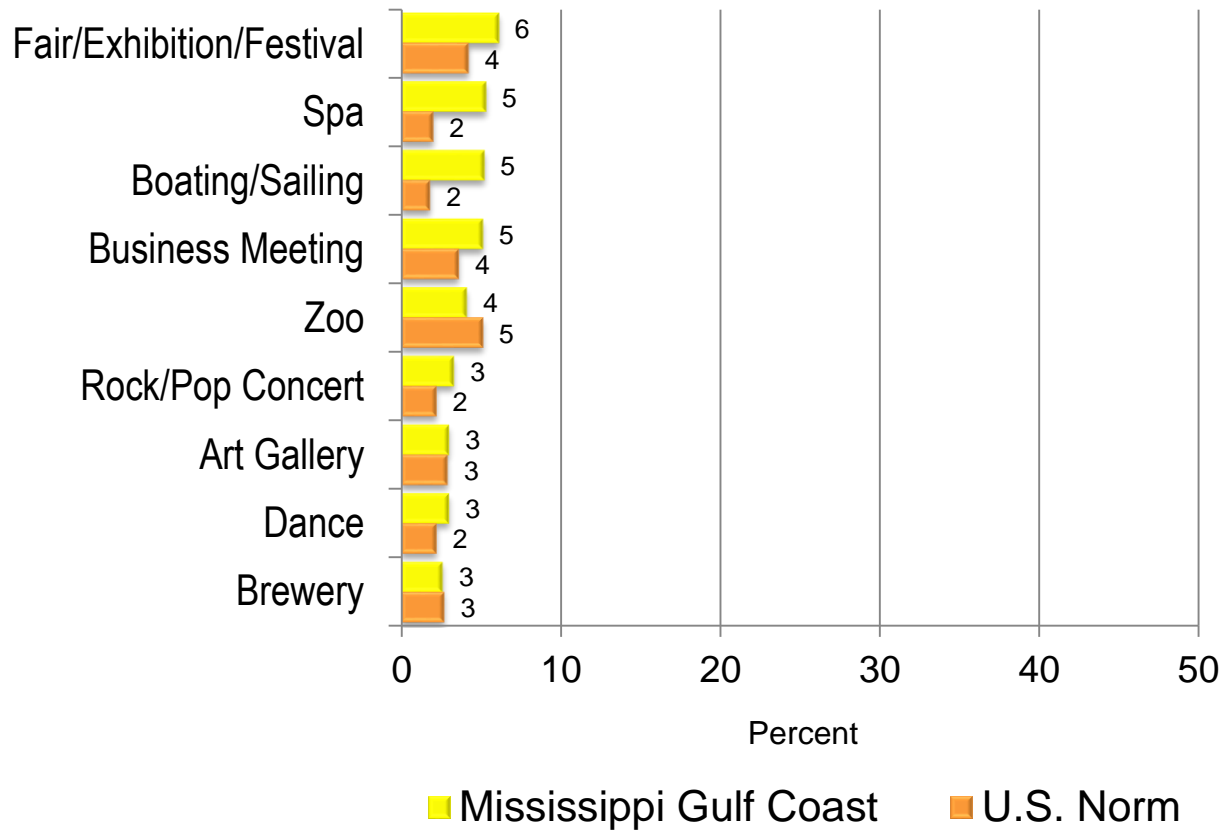
Base: Total Day Person-Trips



Activities and Experiences (Cont'd)



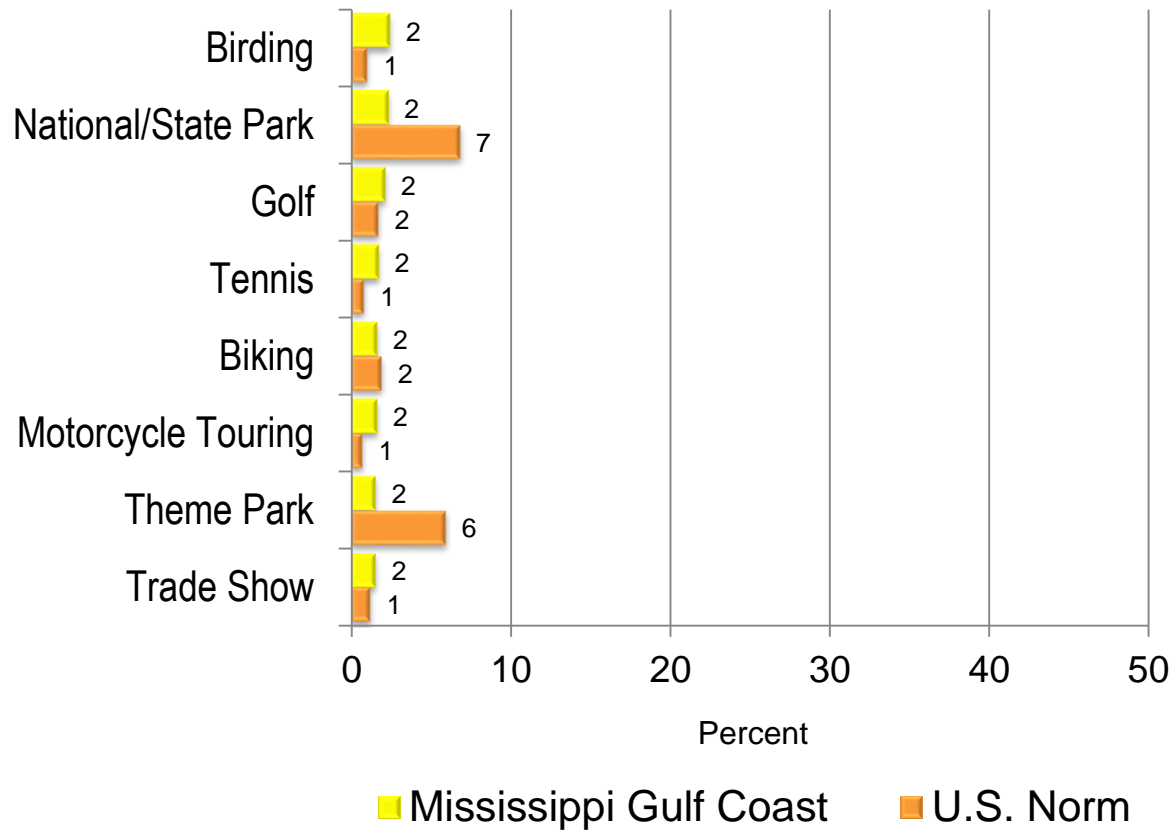
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Activities and Experiences (Cont'd)



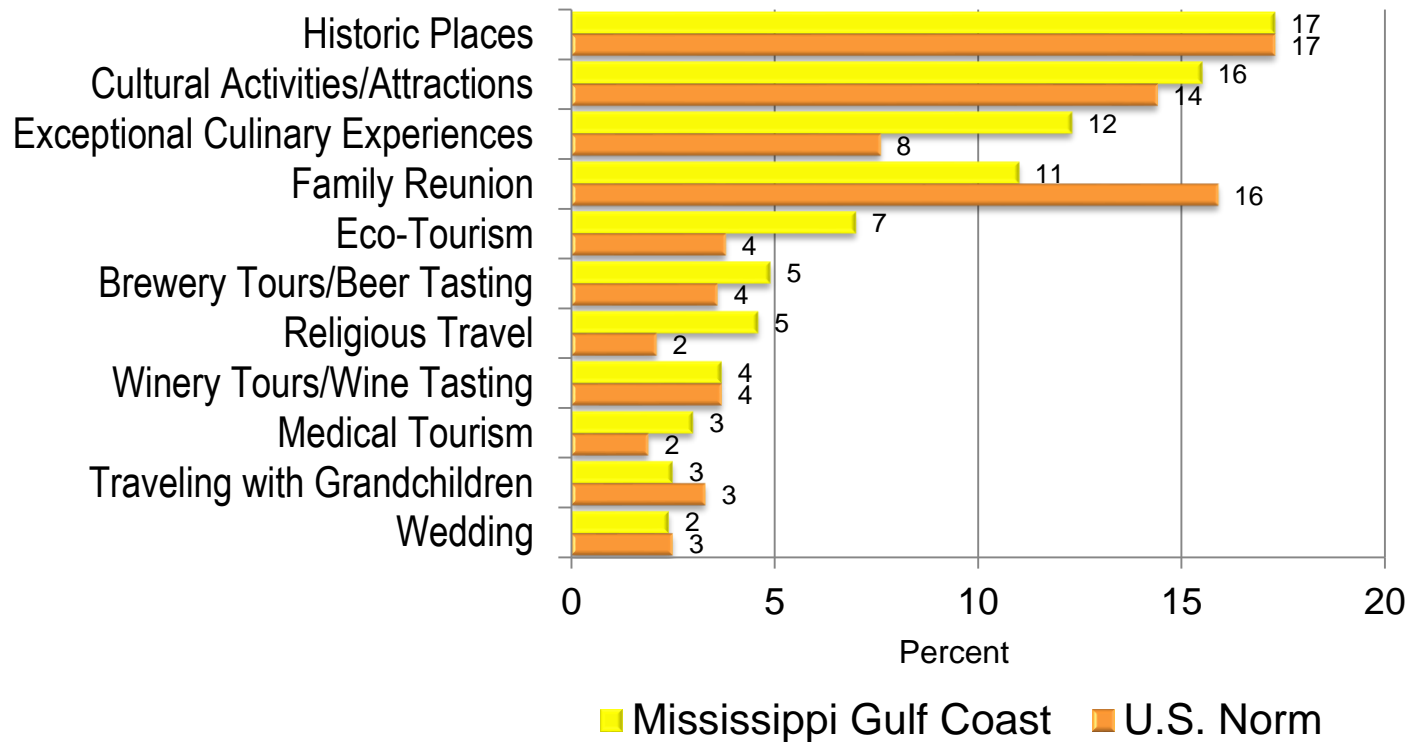
Base: Total Day Person-Trips



Activities of Special Interest



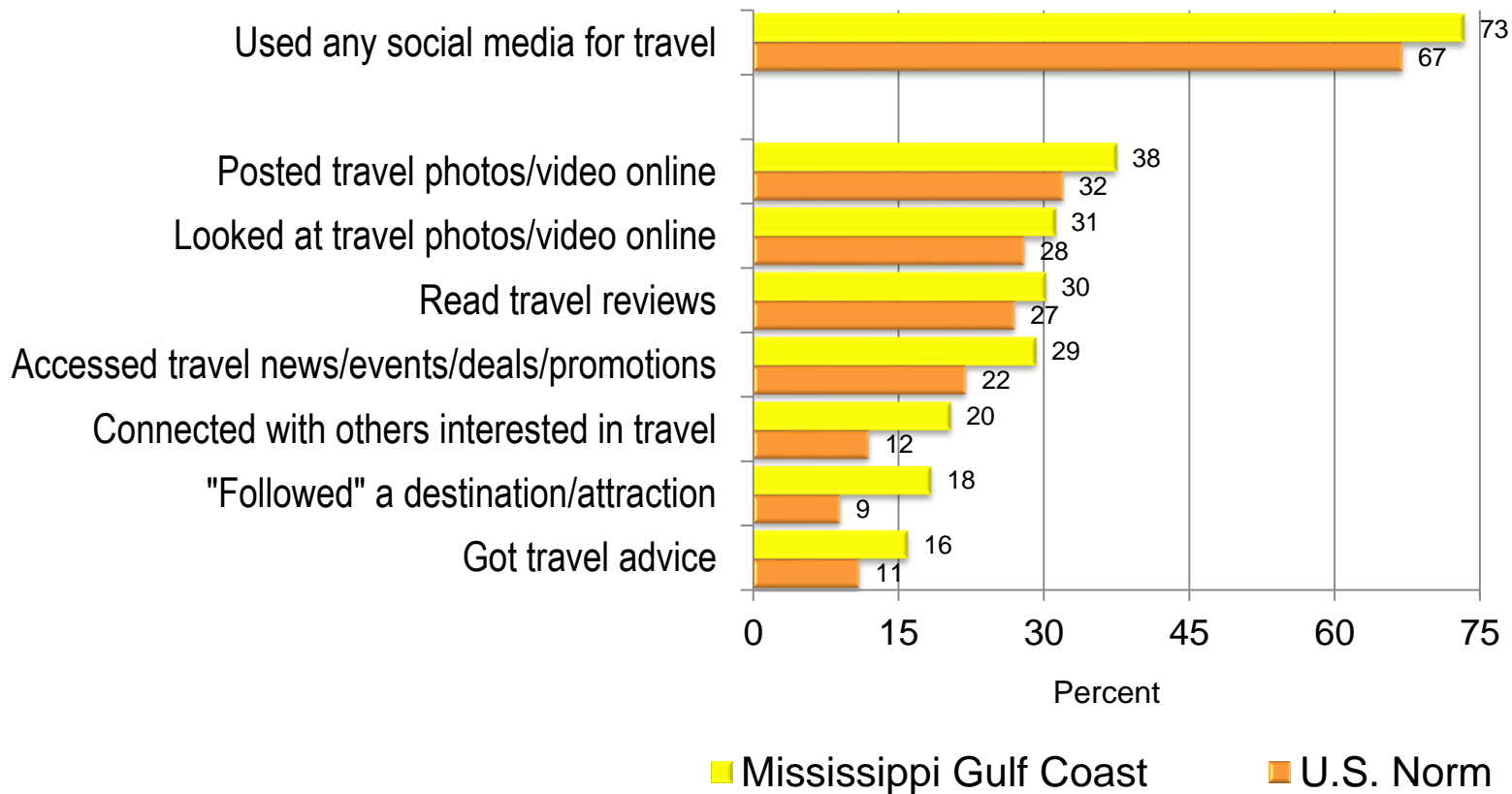
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Online Social Media Use by Travelers



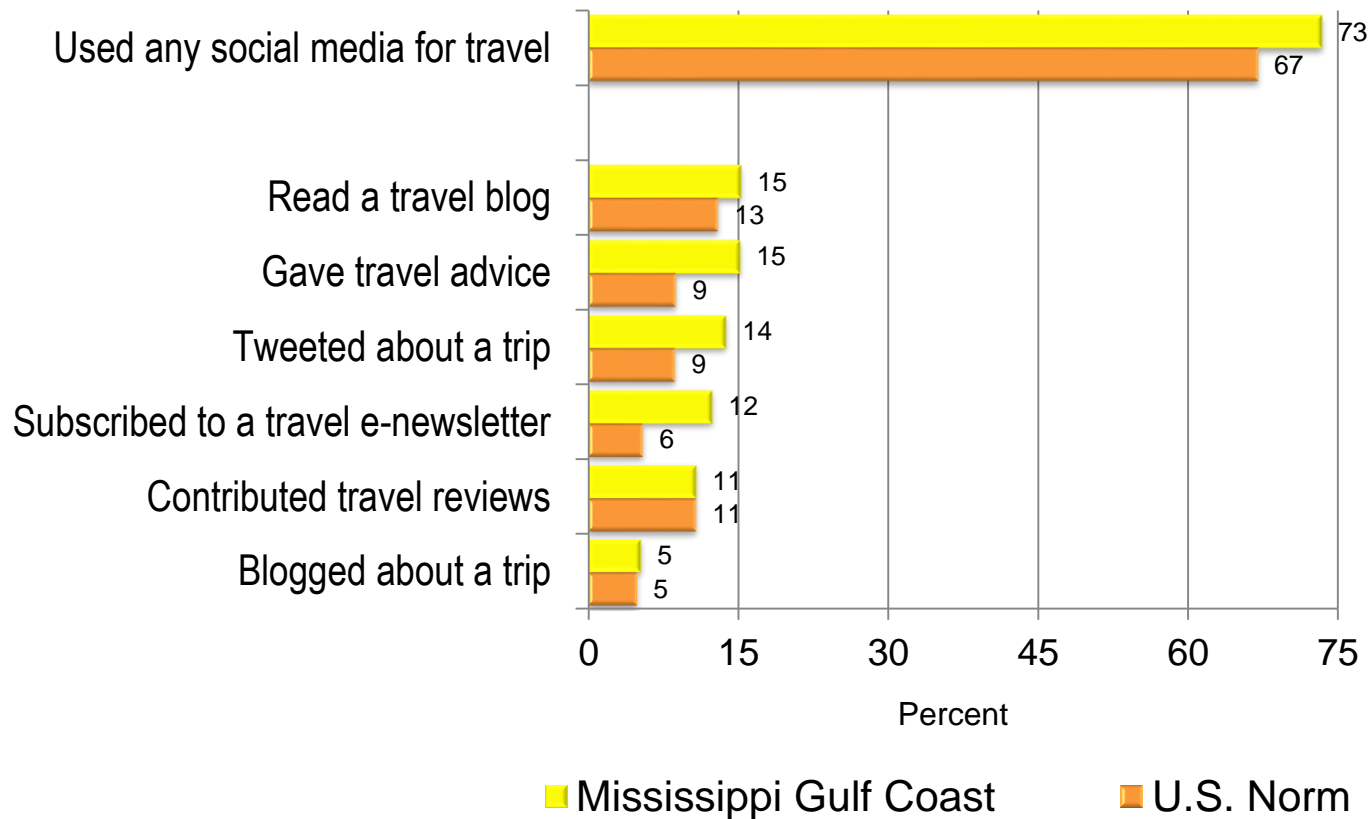
Base: Total Day Person-Trips



Online Social Media Use by Travelers (Cont'd)



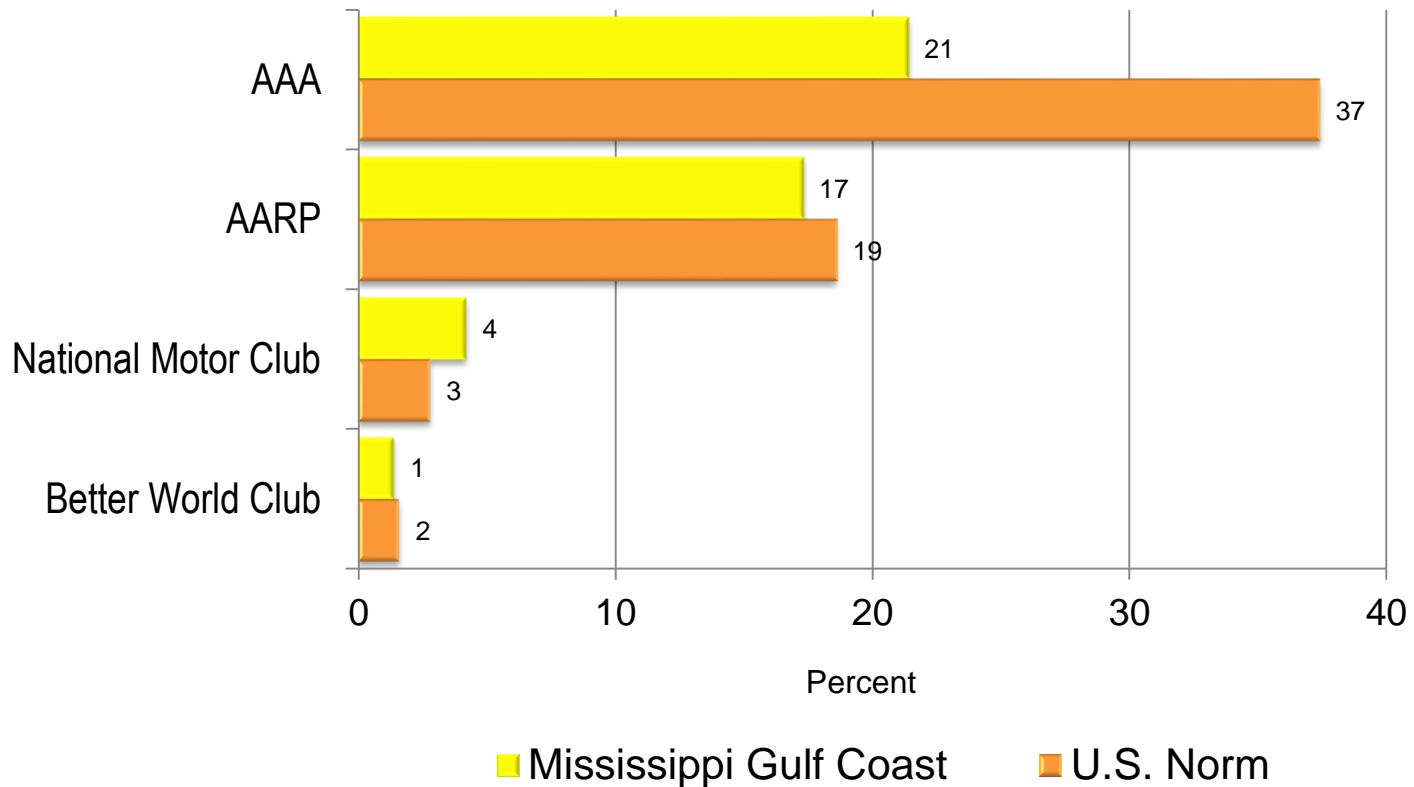
Base: Total Day Person-Trips



Organization Membership



Base: Total Day Person-Trips



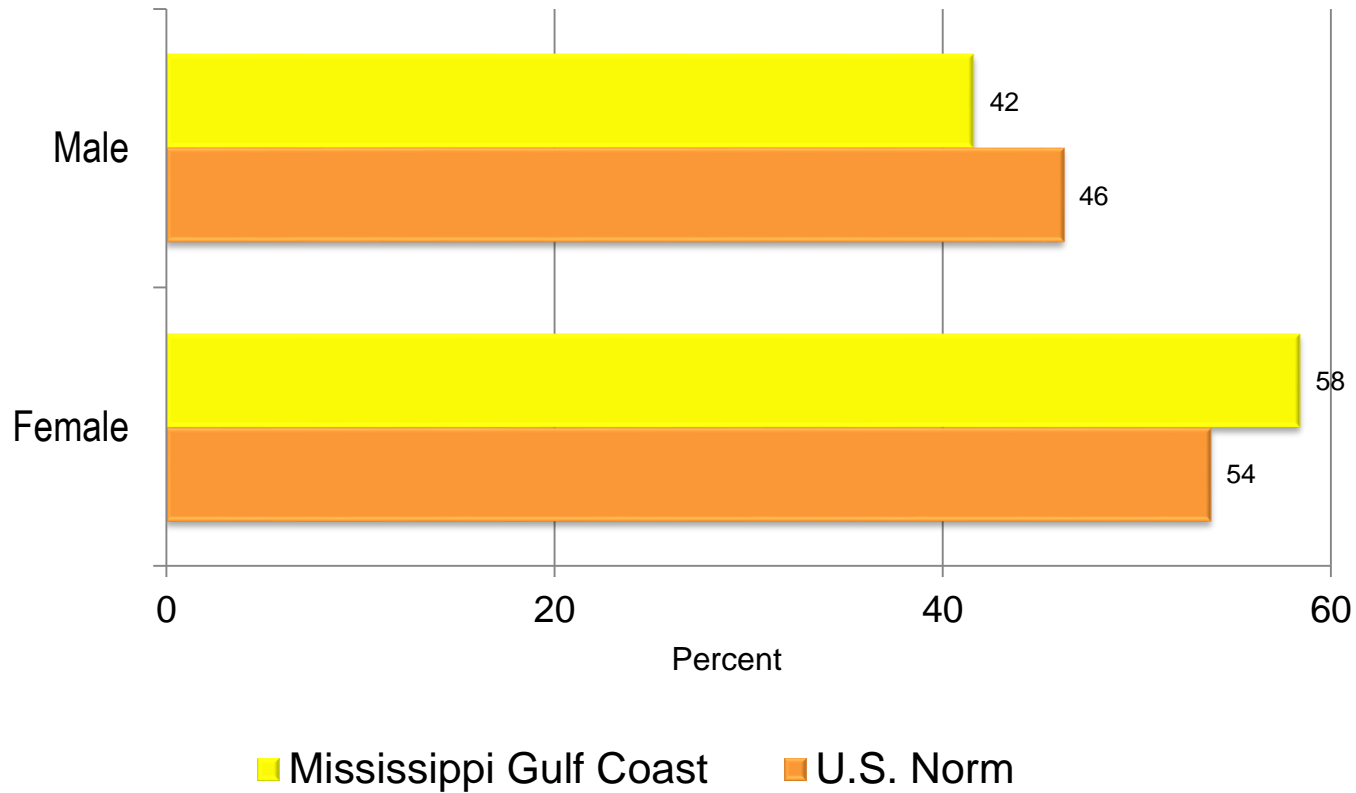


Demographic Profile of Day Visitors

Gender



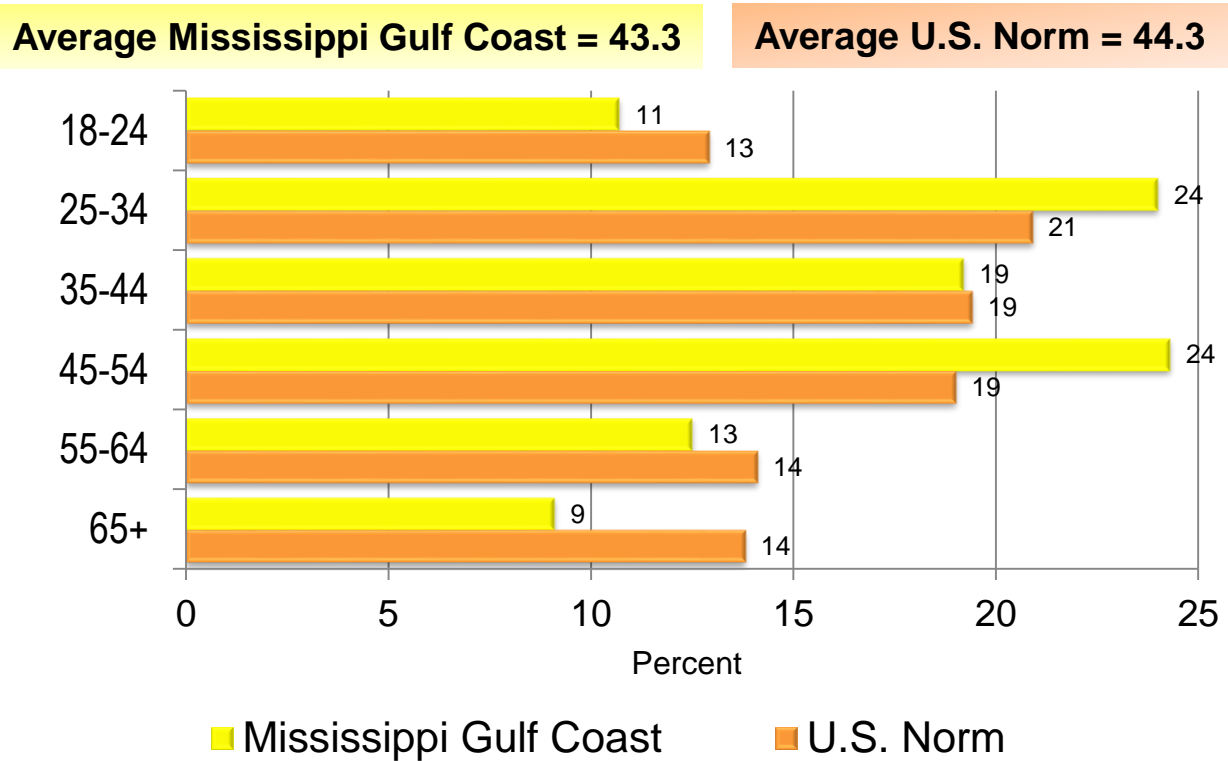
Base: Total Day Person-Trips



Age



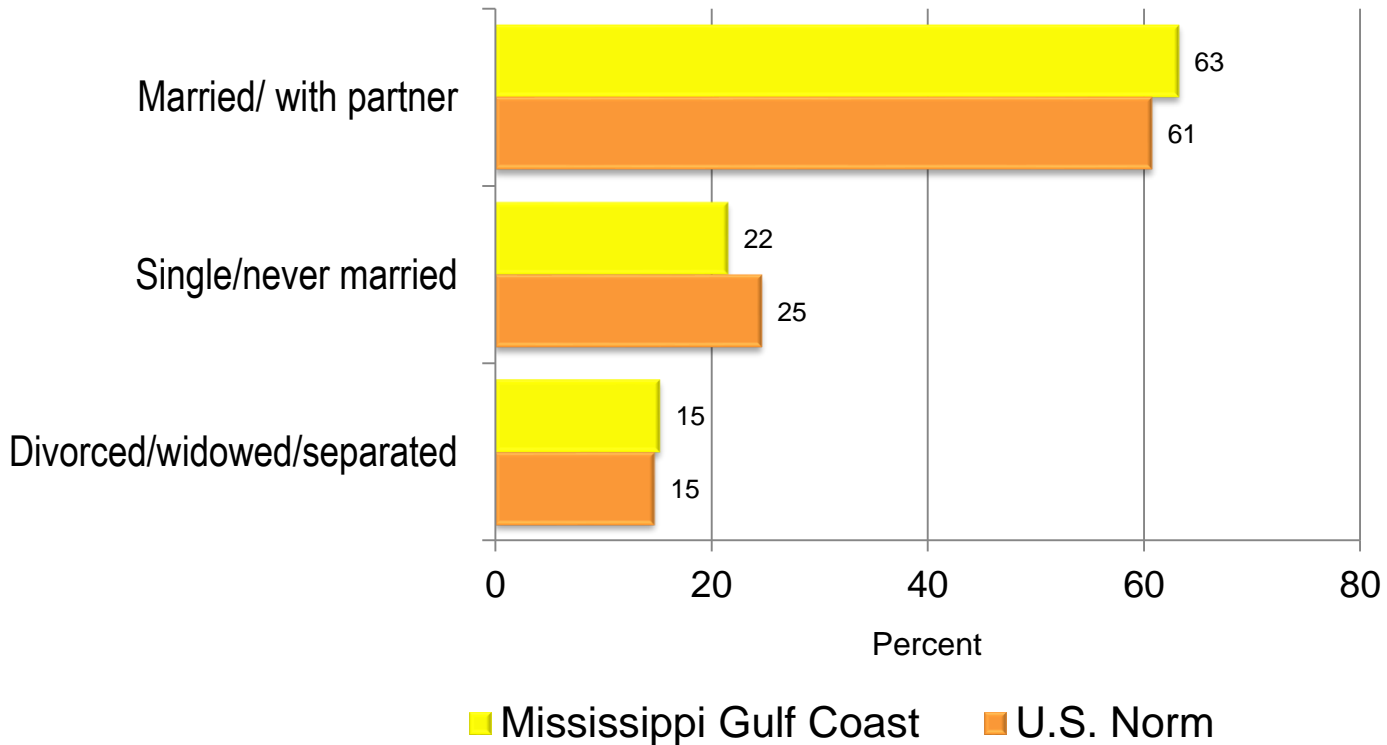
Base: Total Day Person-Trips



Marital Status



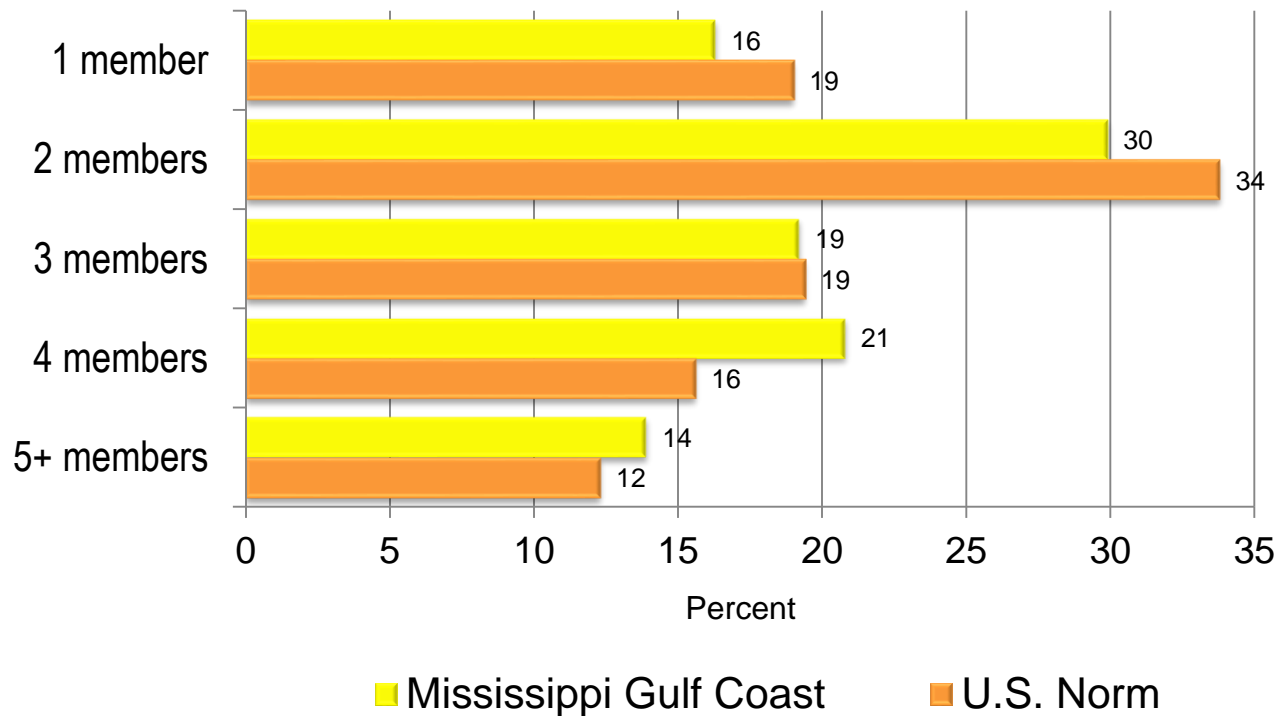
Base: Total Day Person-Trips



Household Size



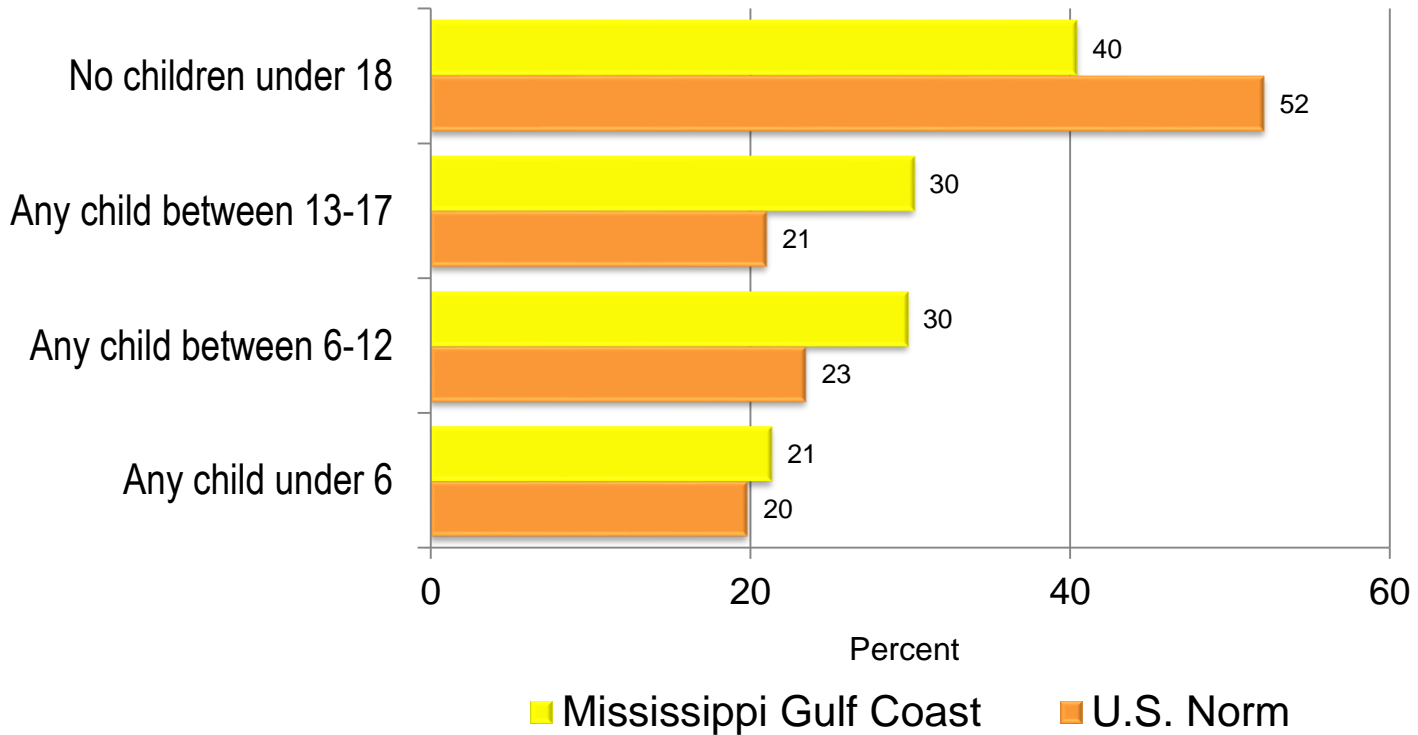
Base: Total Day Person-Trips



Children in Household



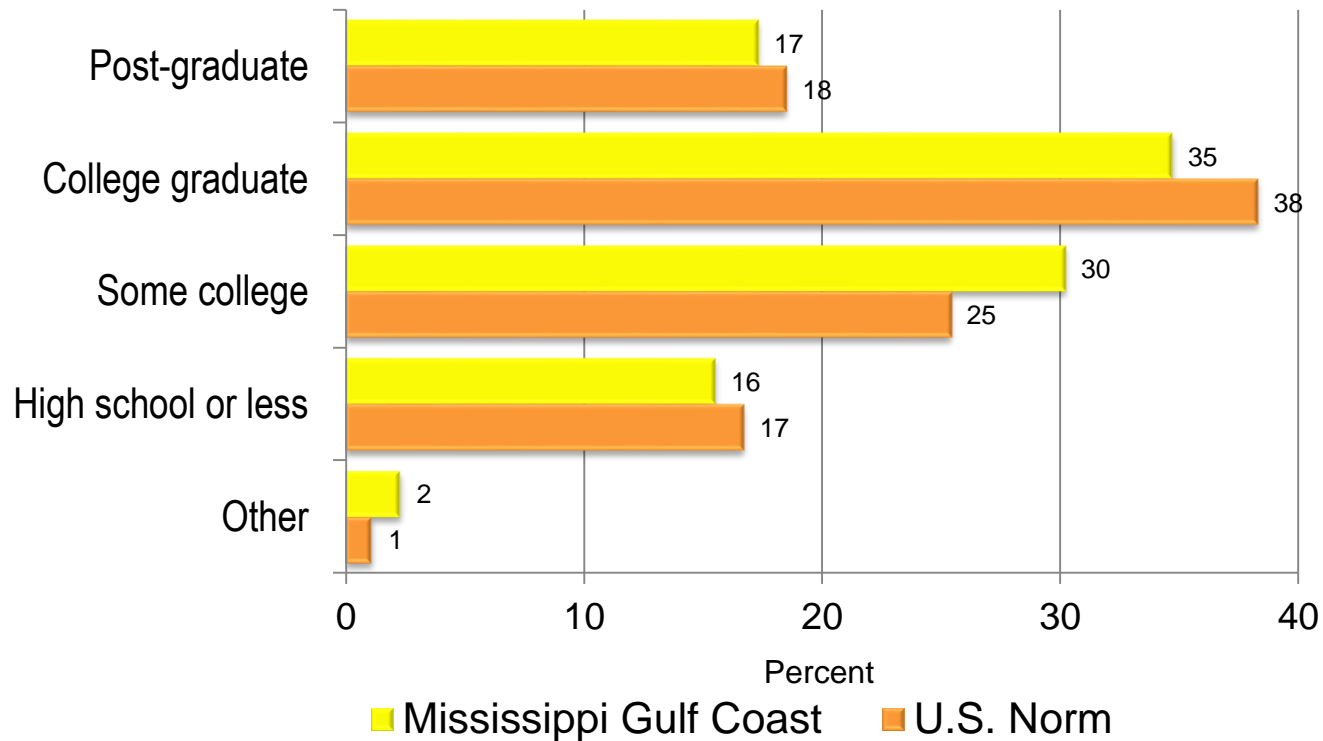
Base: Total Day Person-Trips



Education



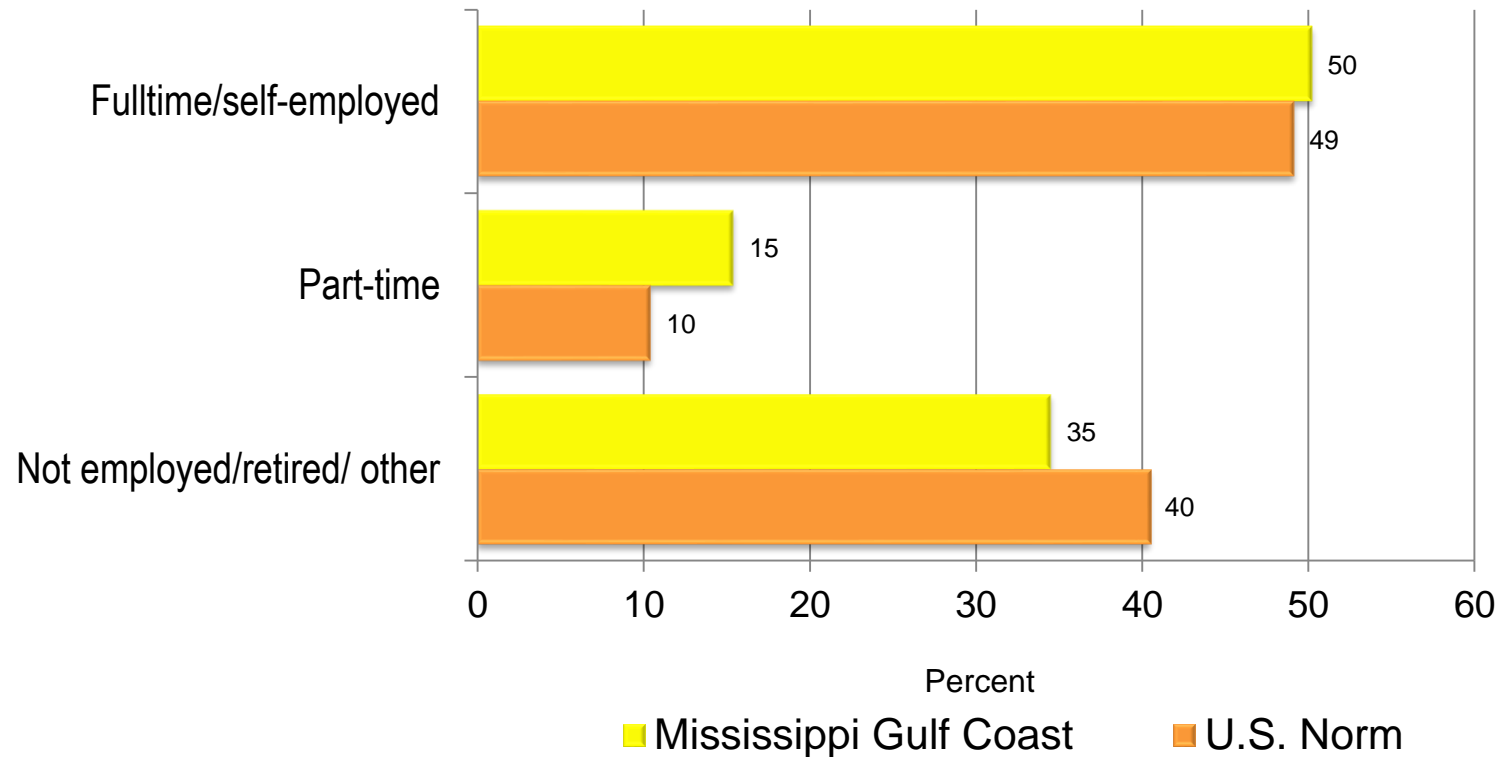
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Employment



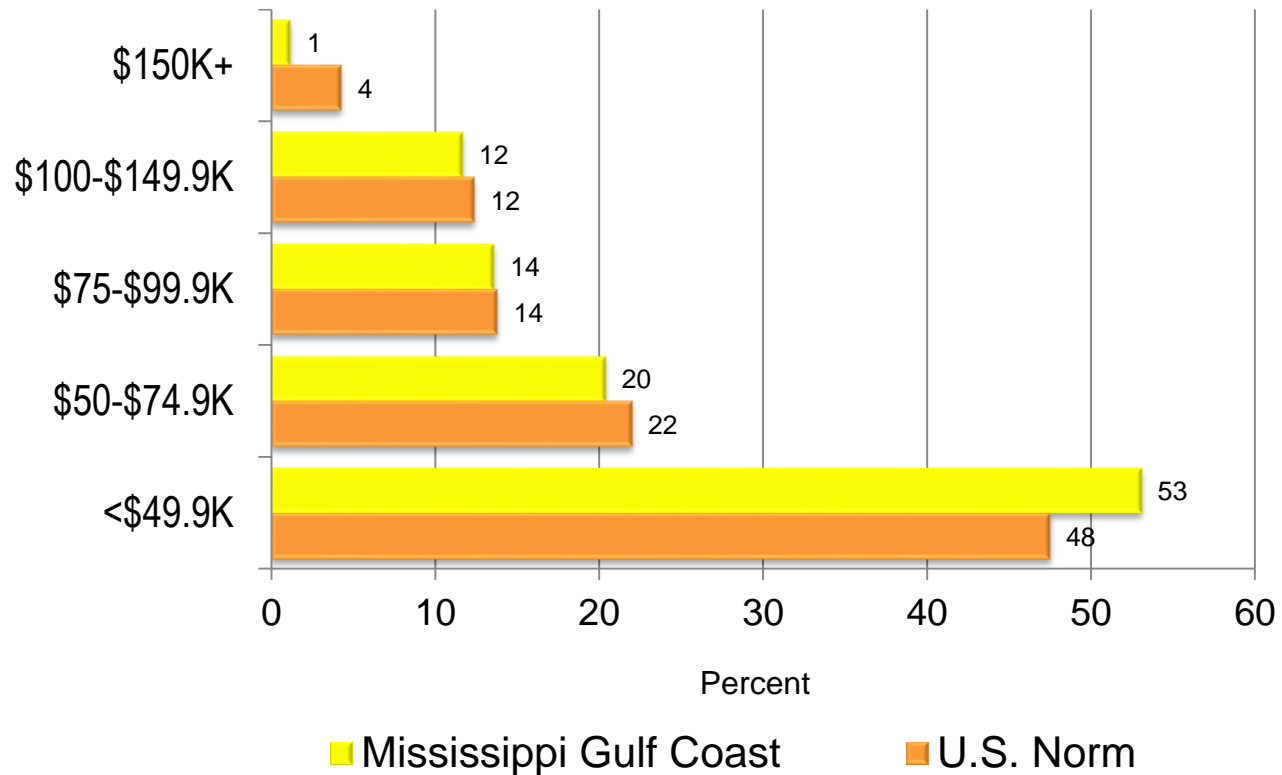
Base: Total Day Person-Trips



Household Income



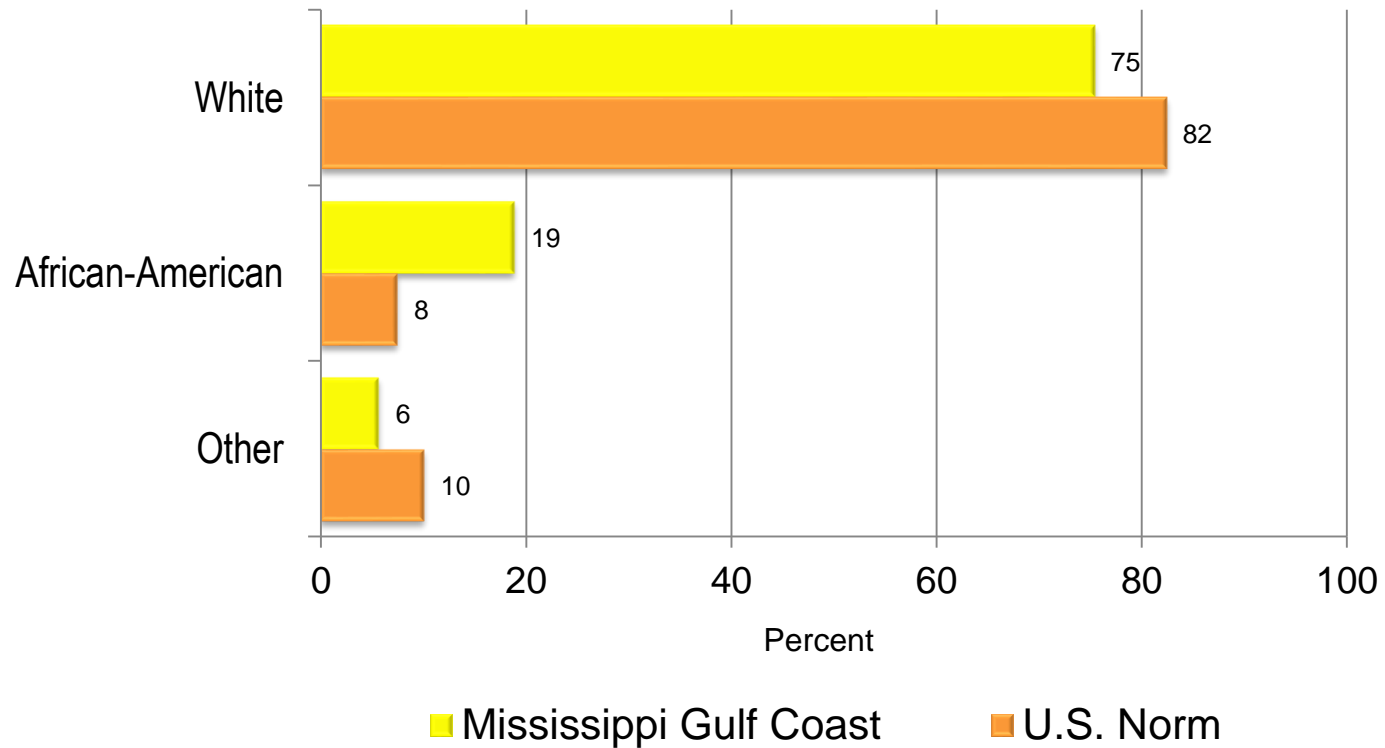
Base: Total Day Person-Trips



Race



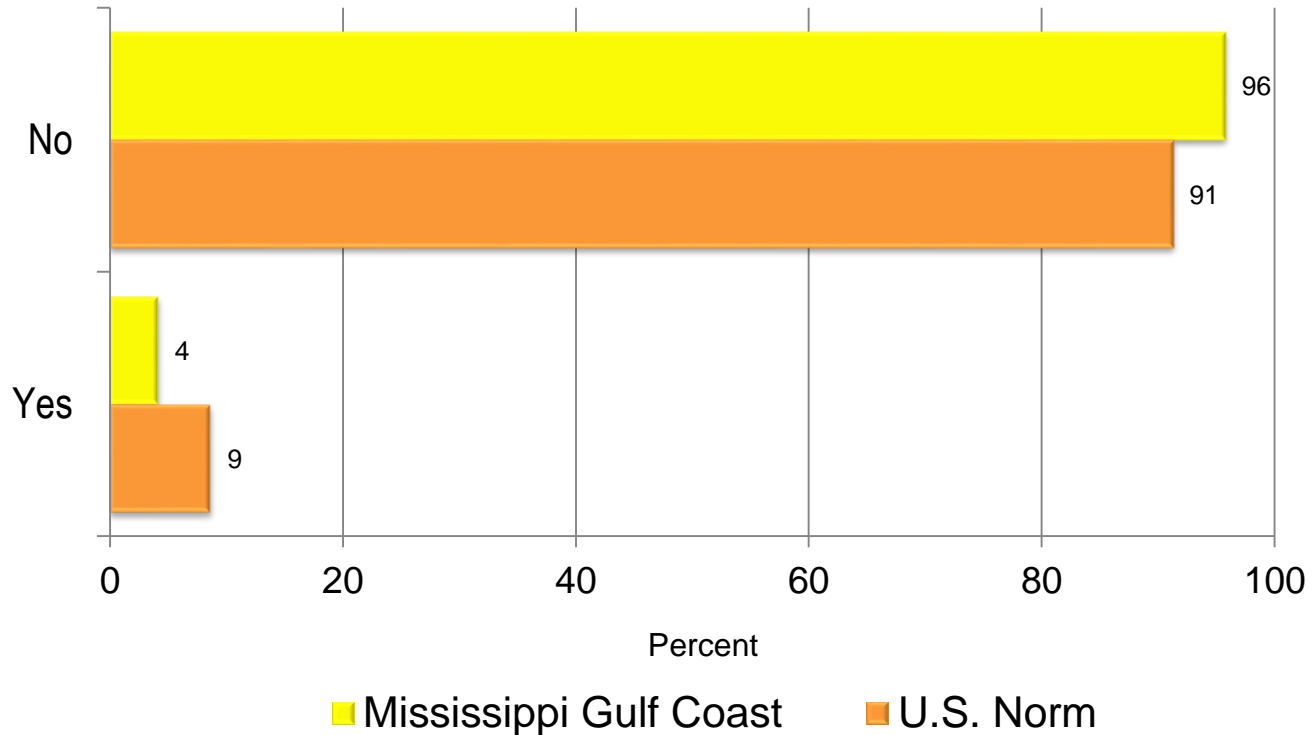
Base: Total Day Person-Trips



Hispanic Background



Base: Total Day Person-Trips





Appendix A: Key Terms Defined

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.*

Trip-Type Segments



Total Trips = Leisure + Business + Business-Leisure

- **Leisure Trips:** Include all trips where the main purpose was one of the following:
 - *Visiting friends/relatives*
 - *Touring through a region to experience its scenic beauty, history and culture*
 - *Outdoors trip to enjoy activities such as camping, hunting, fishing, hiking, and boating*
 - *Special event, such as a fair, festival, or sports event*
 - *City trip*
 - *Cruise*
 - *Casino*
 - *Theme park*
 - *Resort (ocean beach, inland or mountain resort)*
 - *Skiing/snowboarding*
 - *Golf*
- **Business Trips:**
 - *Conference/convention*
 - *Other business trip*
- **Business-Leisure:** a trip for business where, on the same trip, the visitor stayed for at least one additional day to experience the same place or nearby area simply for leisure.

Marketable Trips:
Include all leisure trips, with the exception of visits to friends/relatives