



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.*

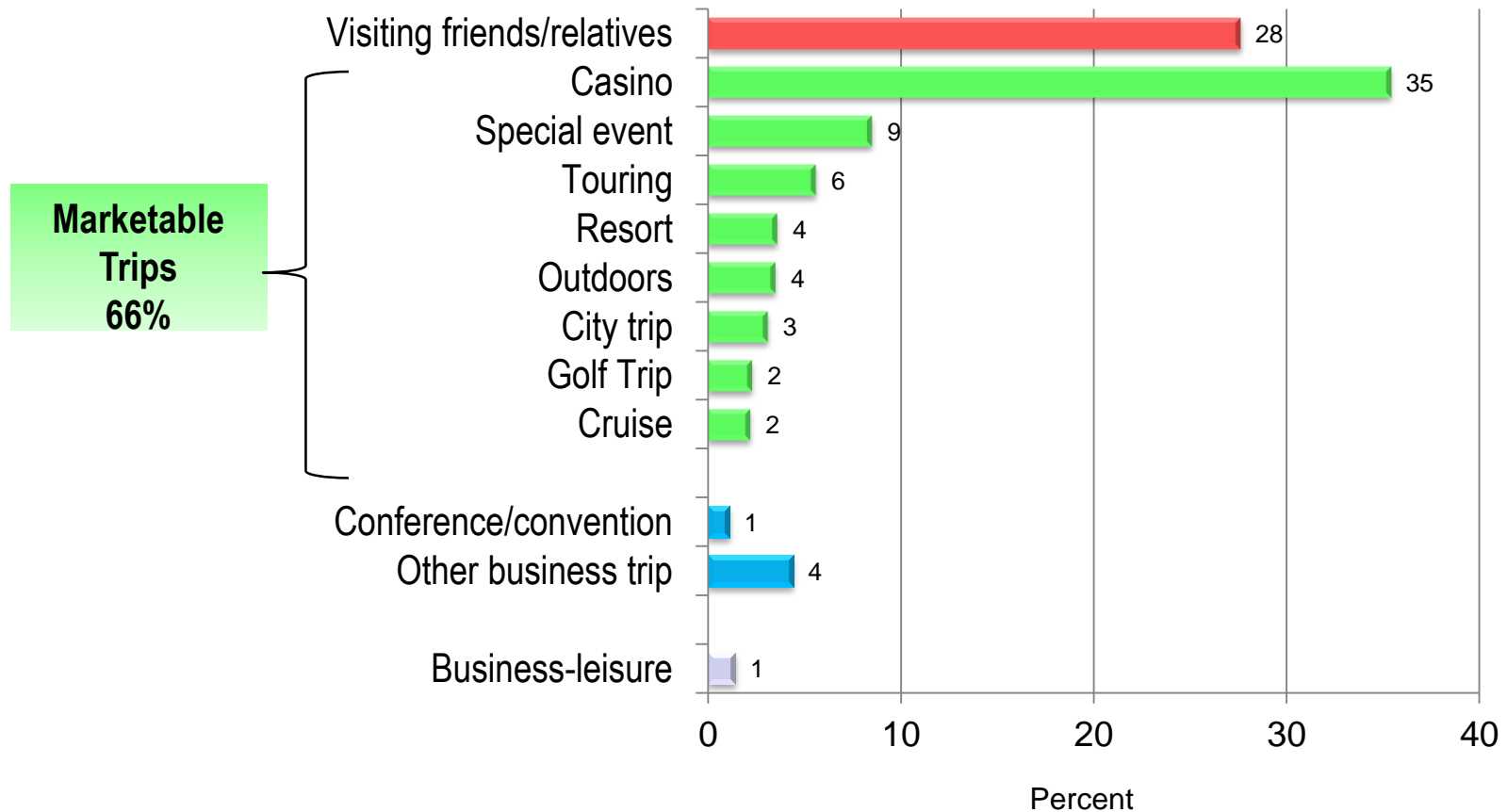


Main Purpose of the Trip

Main Purpose of Trip



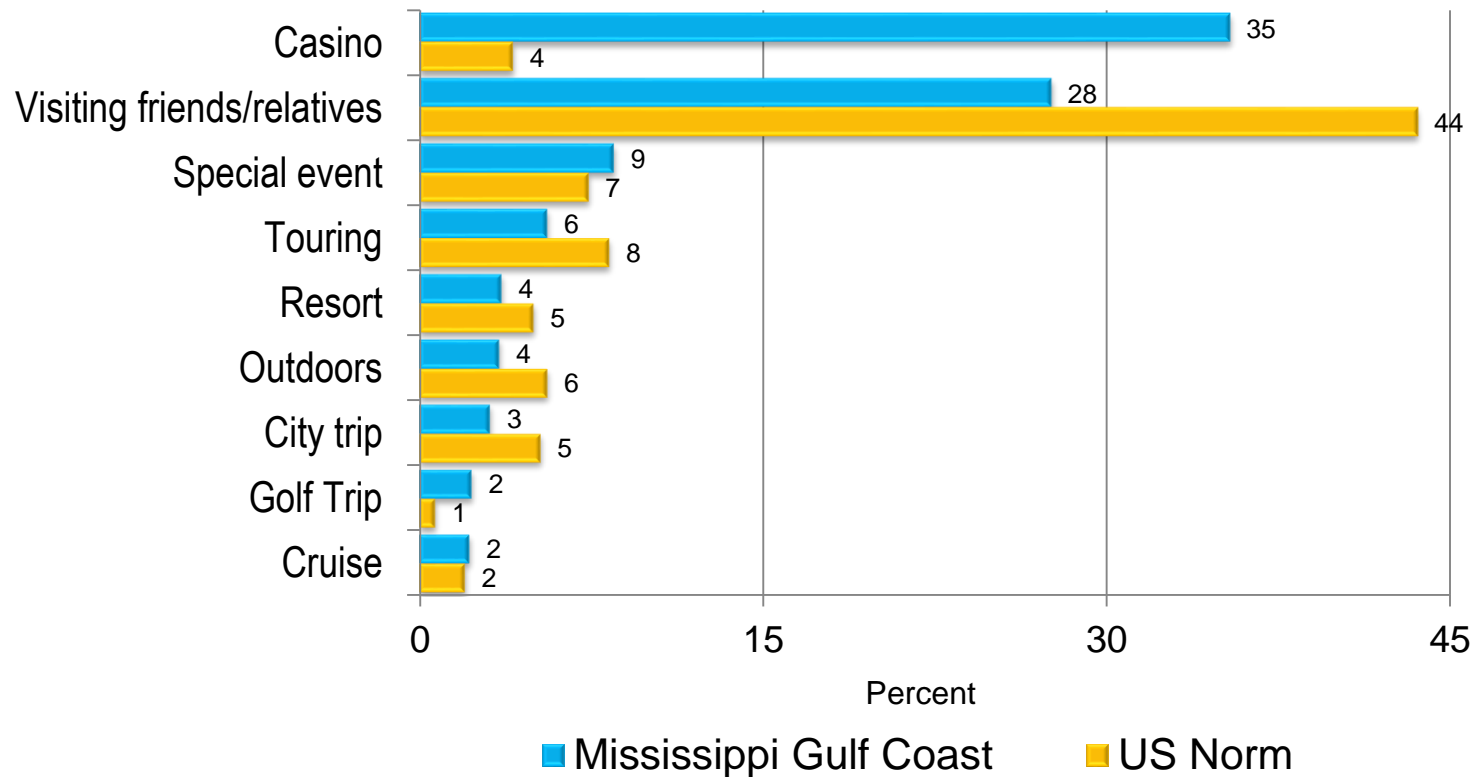
Base: Total Overnight Person-Trips to Mississippi Gulf Coast



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



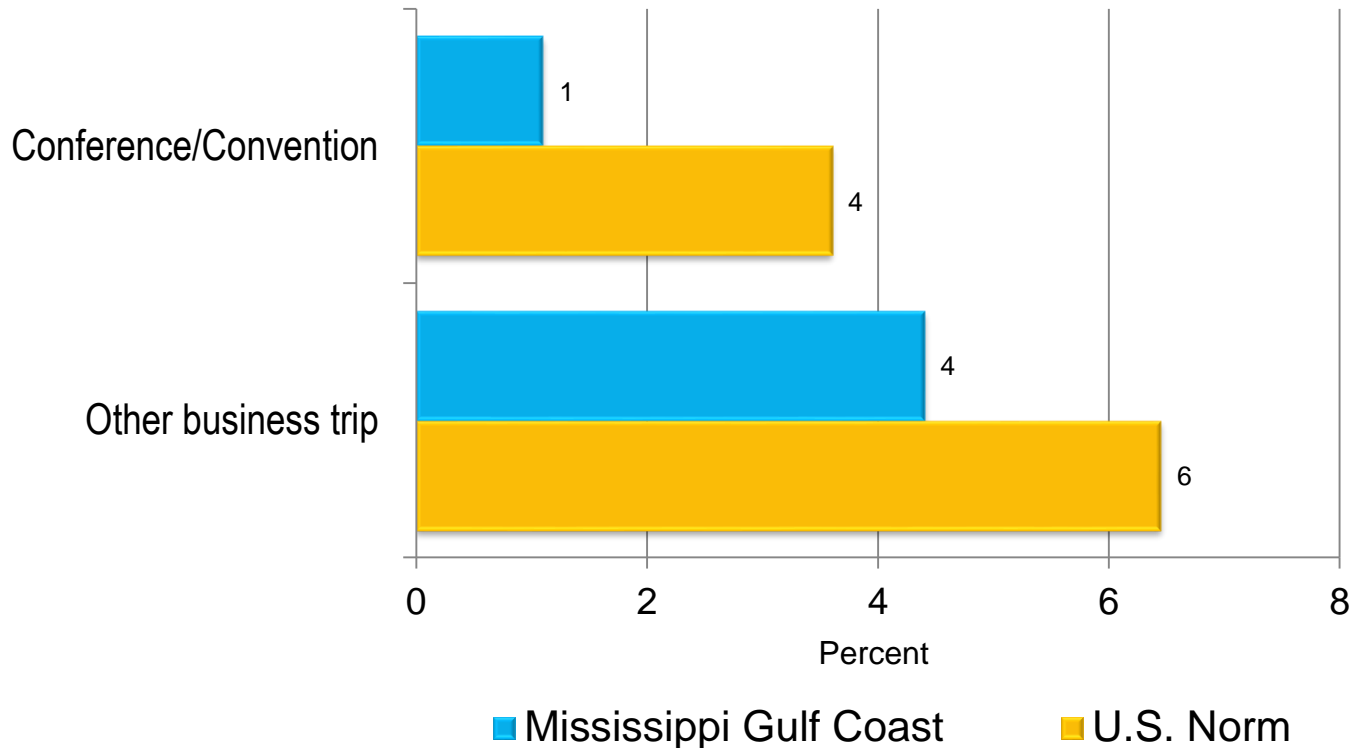
Base: Total Overnight Person-Trips



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



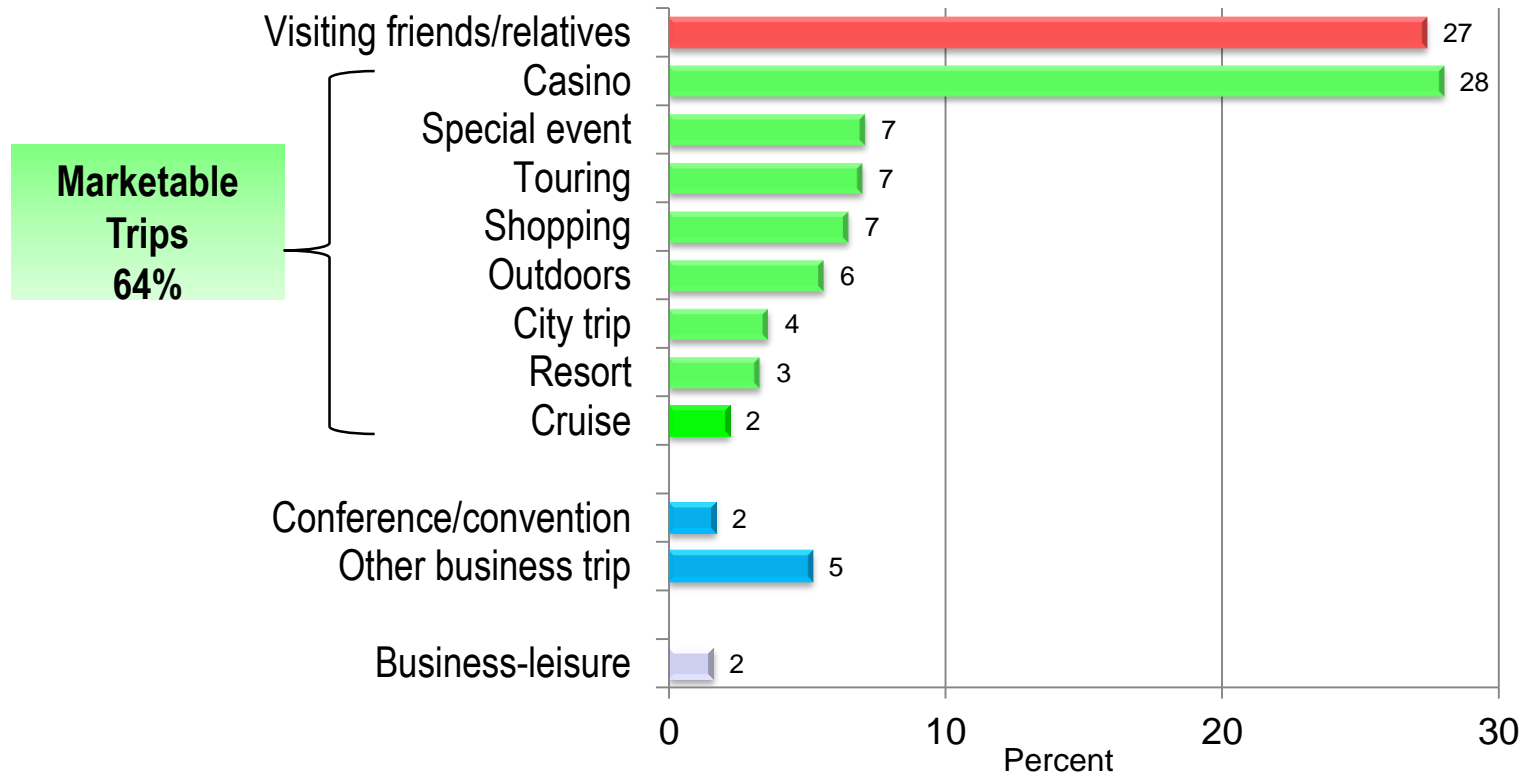
Base: Total Overnight Person-Trips



Main Purpose of Trip



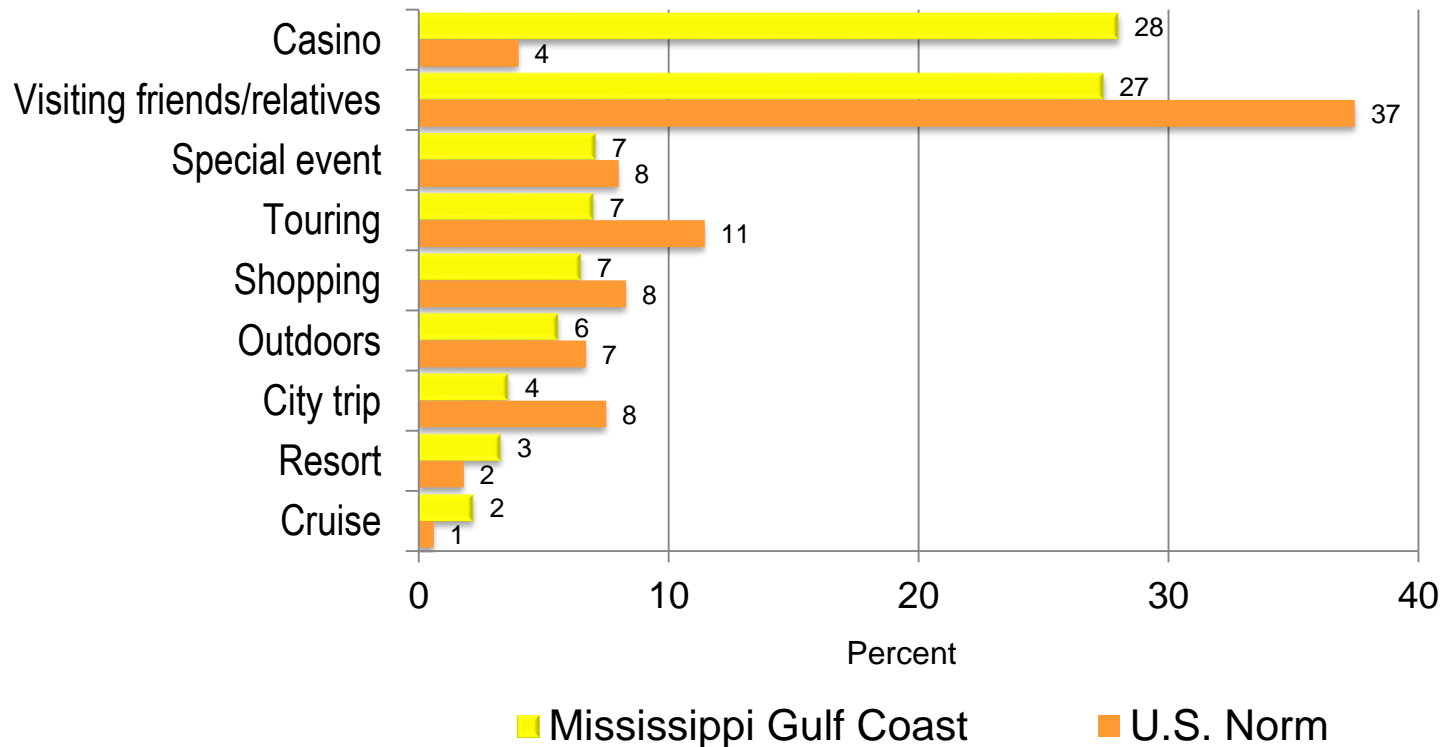
Base: Total Day Person-Trips to Mississippi Gulf Coast



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



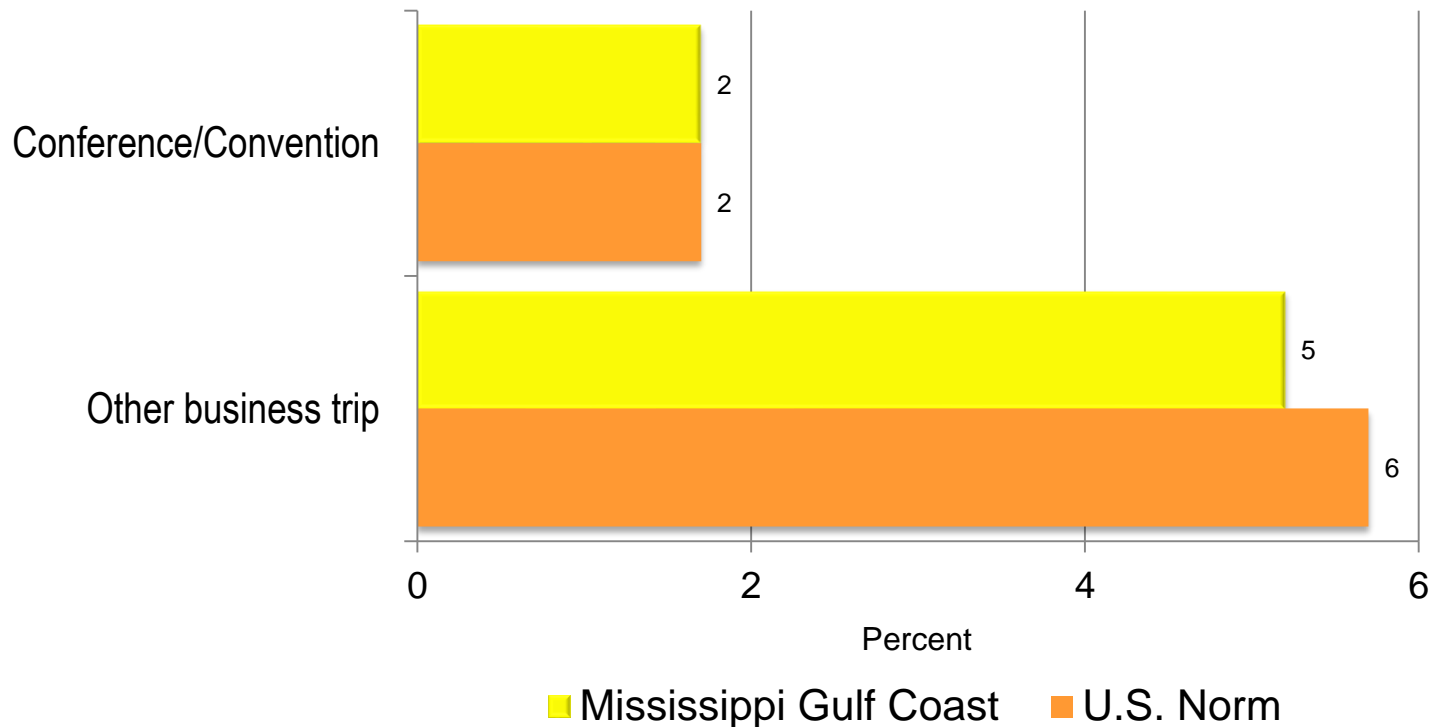
Base: Total Day Person-Trips



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



Base: Total Day Person-Trips



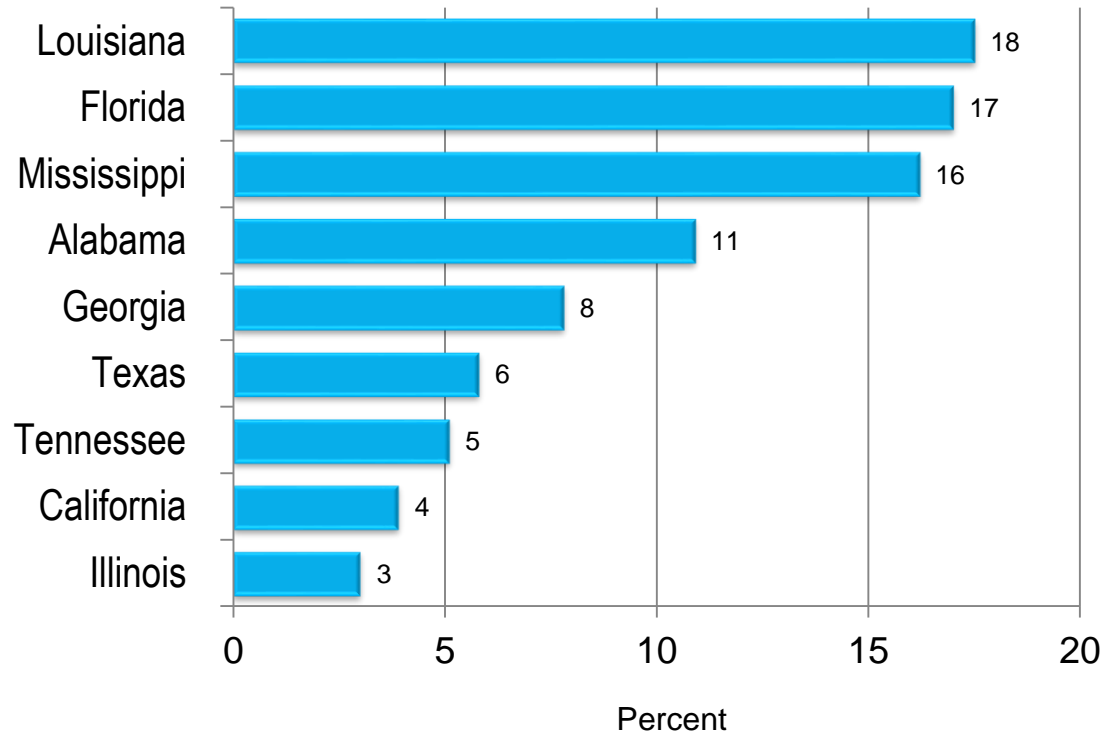


Source of Business

State Origin Of Trip



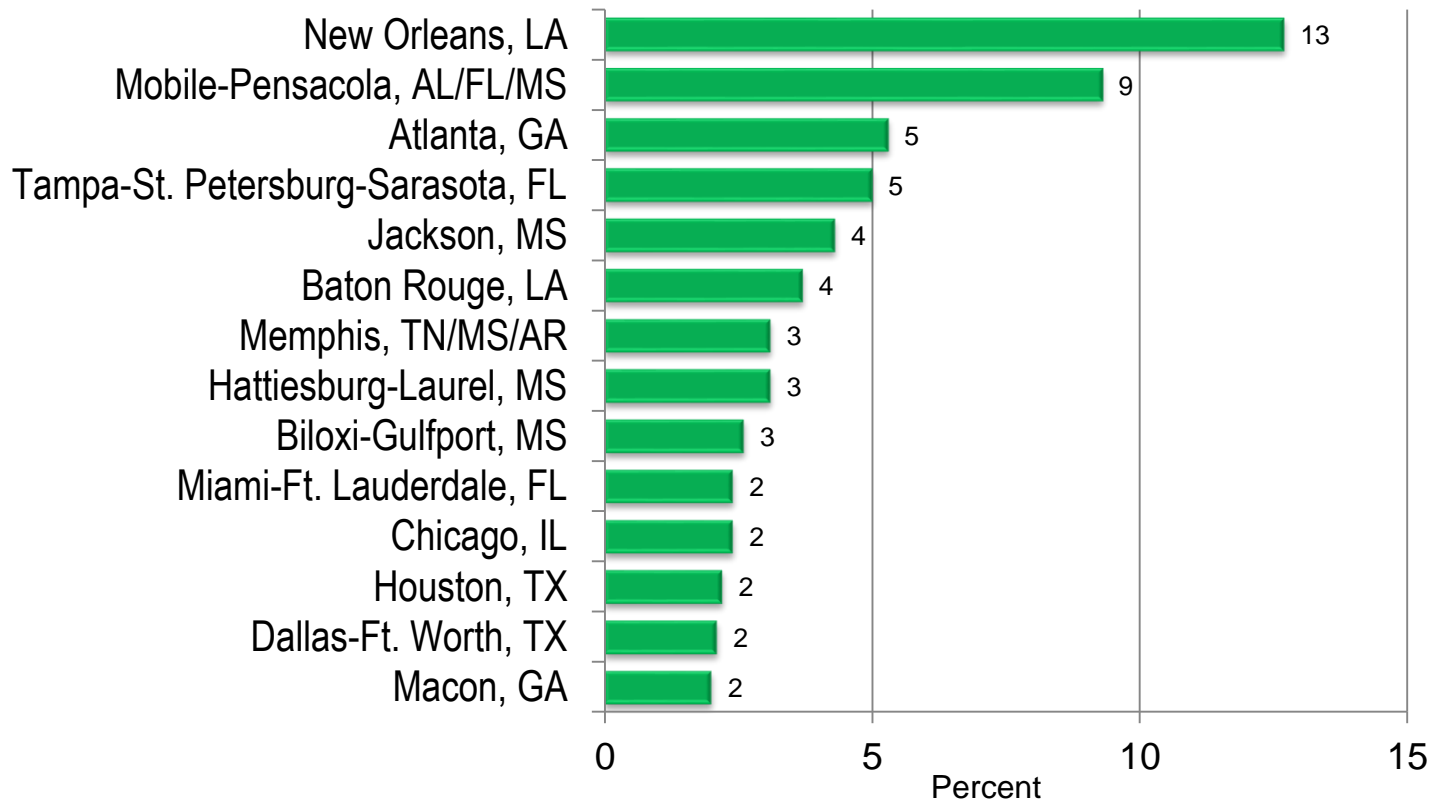
Base: Total Overnight Person-Trips to Mississippi Gulf Coast



DMA Origin Of Trip



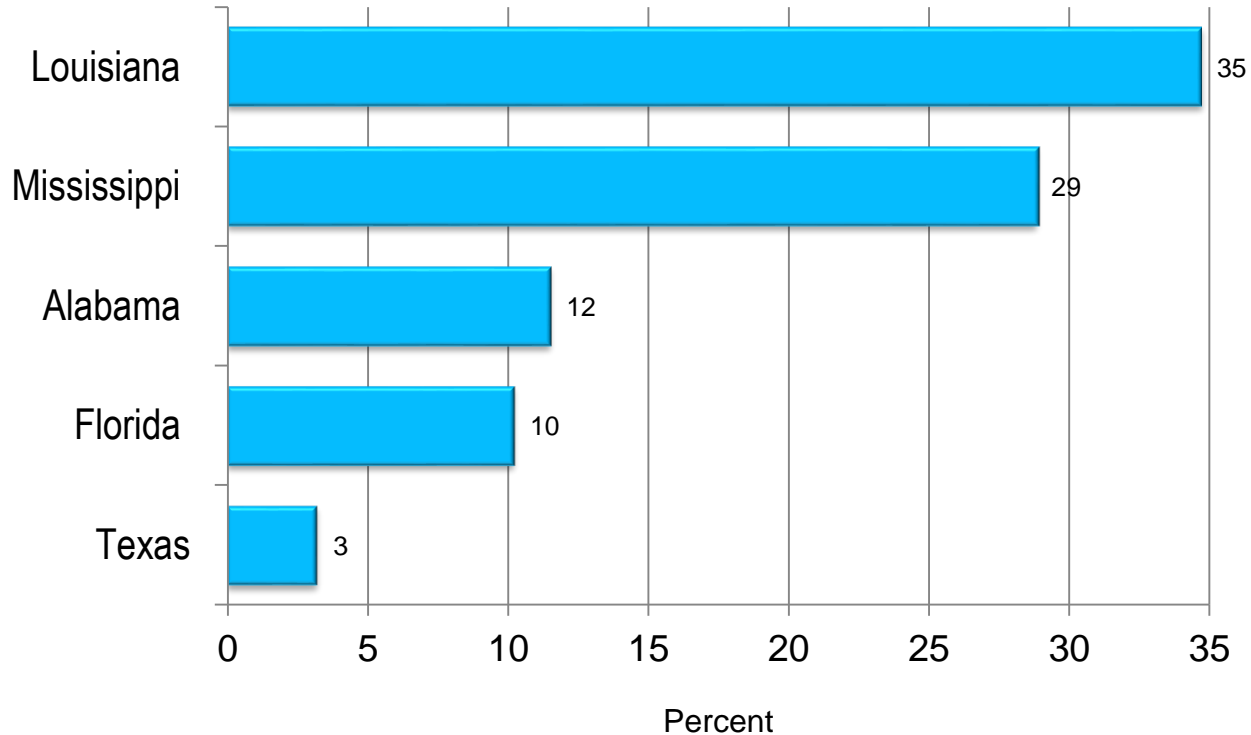
Base: Total Overnight Person-Trips to Mississippi Gulf Coast



State Origin Of Trip



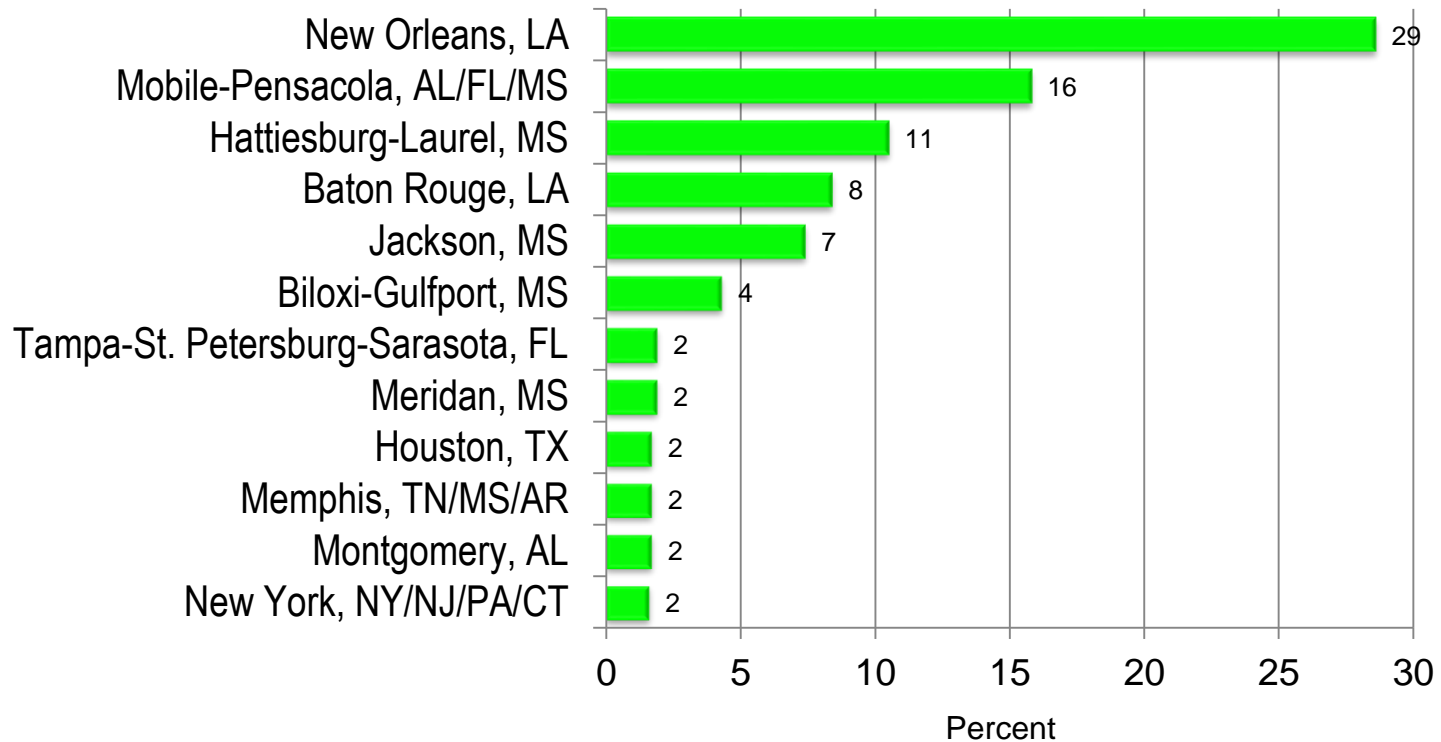
Base: Total Day Person-Trips to Mississippi Gulf Coast



DMA Origin Of Trip



Base: Total Day Person-Trips to Mississippi Gulf Coast



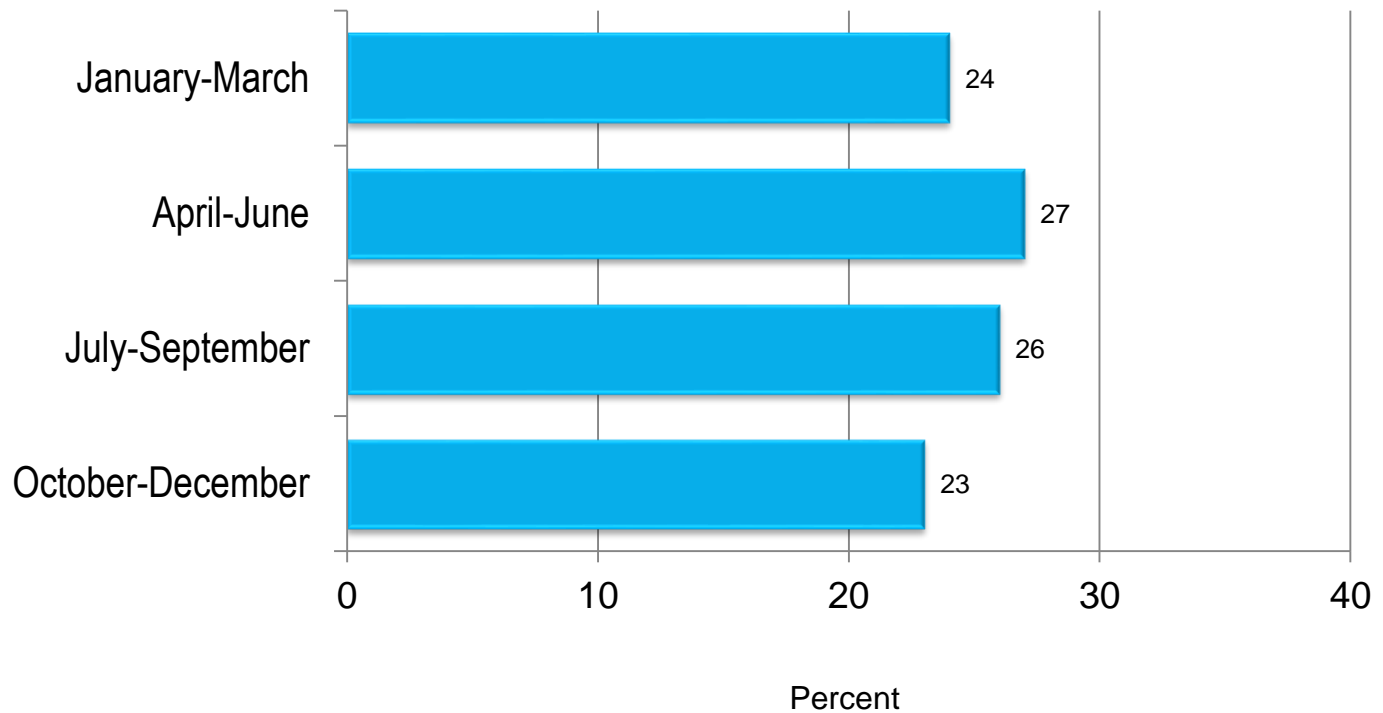


Seasonality of the MS Gulf Coast Trip

Season of Trip



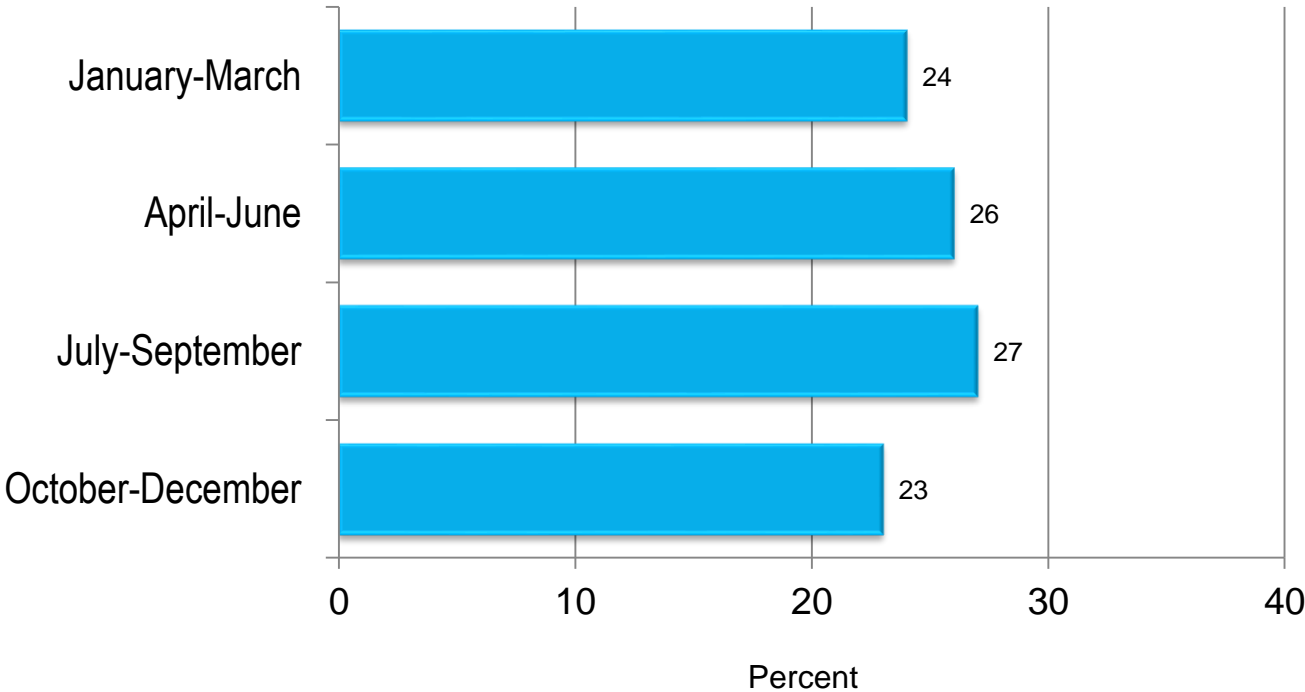
Base: Total Overnight Person-Trips to Mississippi Gulf Coast



Season of Trip



Base: Total Day Person-Trips to Mississippi Gulf Coast





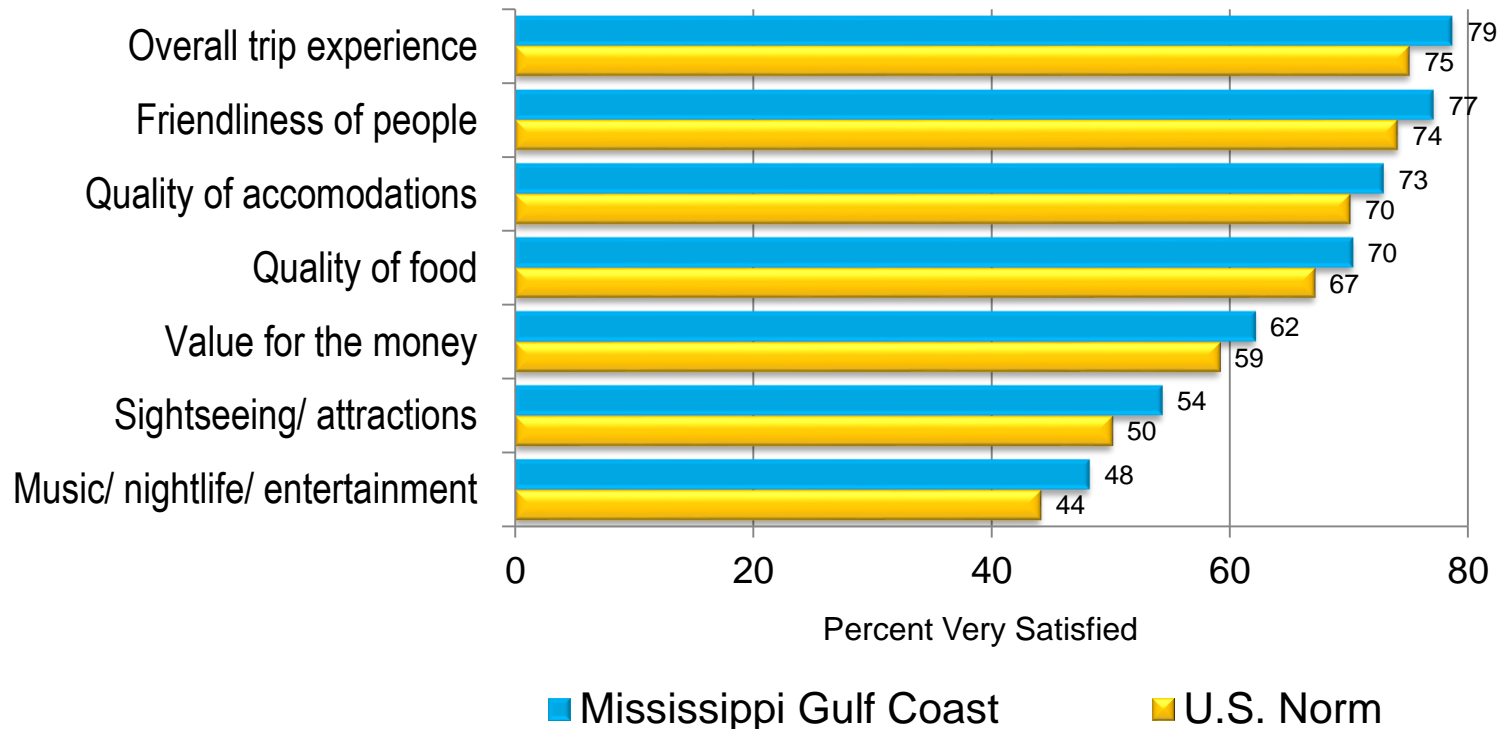
Satisfaction of the Overnight MS Gulf Coast Trip

Satisfaction with Mississippi Gulf Coast Trip

% Very Satisfied



Base: Total Overnight Person-Trips to Mississippi Gulf Coast



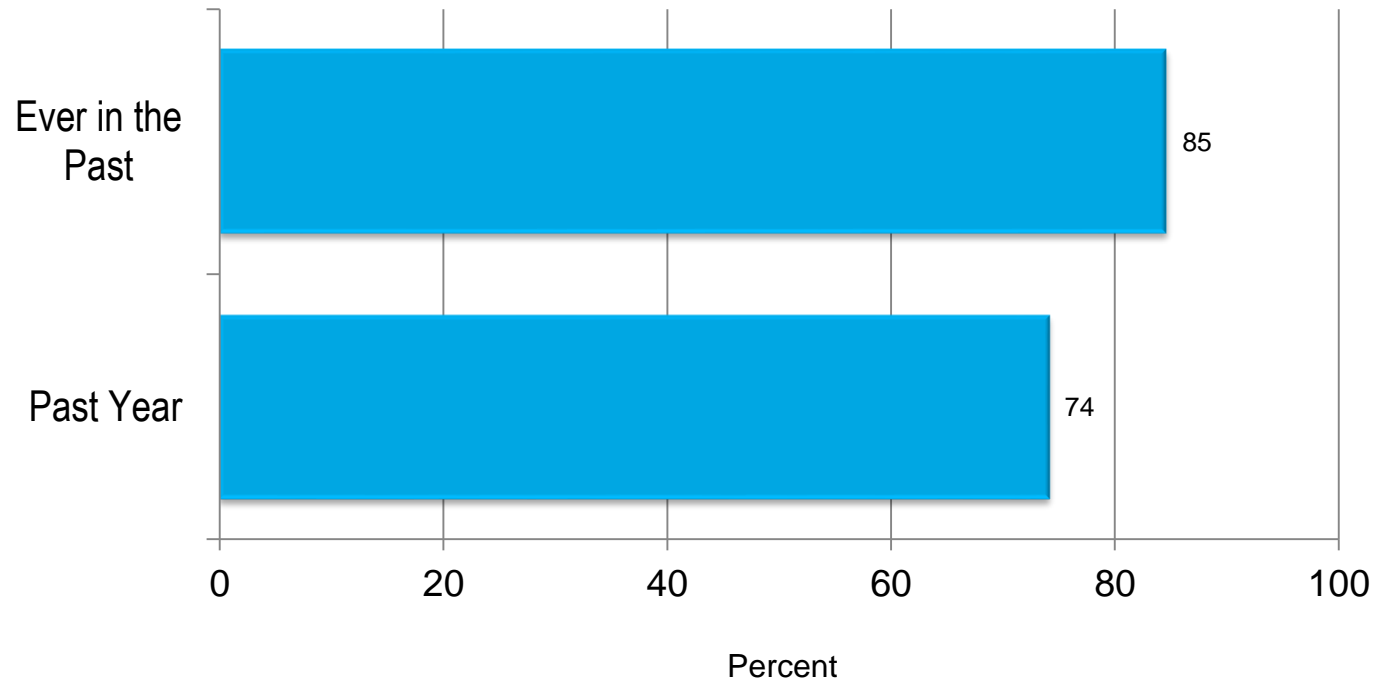


Past Visitation of the Overnight MS Gulf Coast

Past Visitation to Mississippi Gulf Coast



Base: Total Overnight Person-Trips to Mississippi Gulf Coast



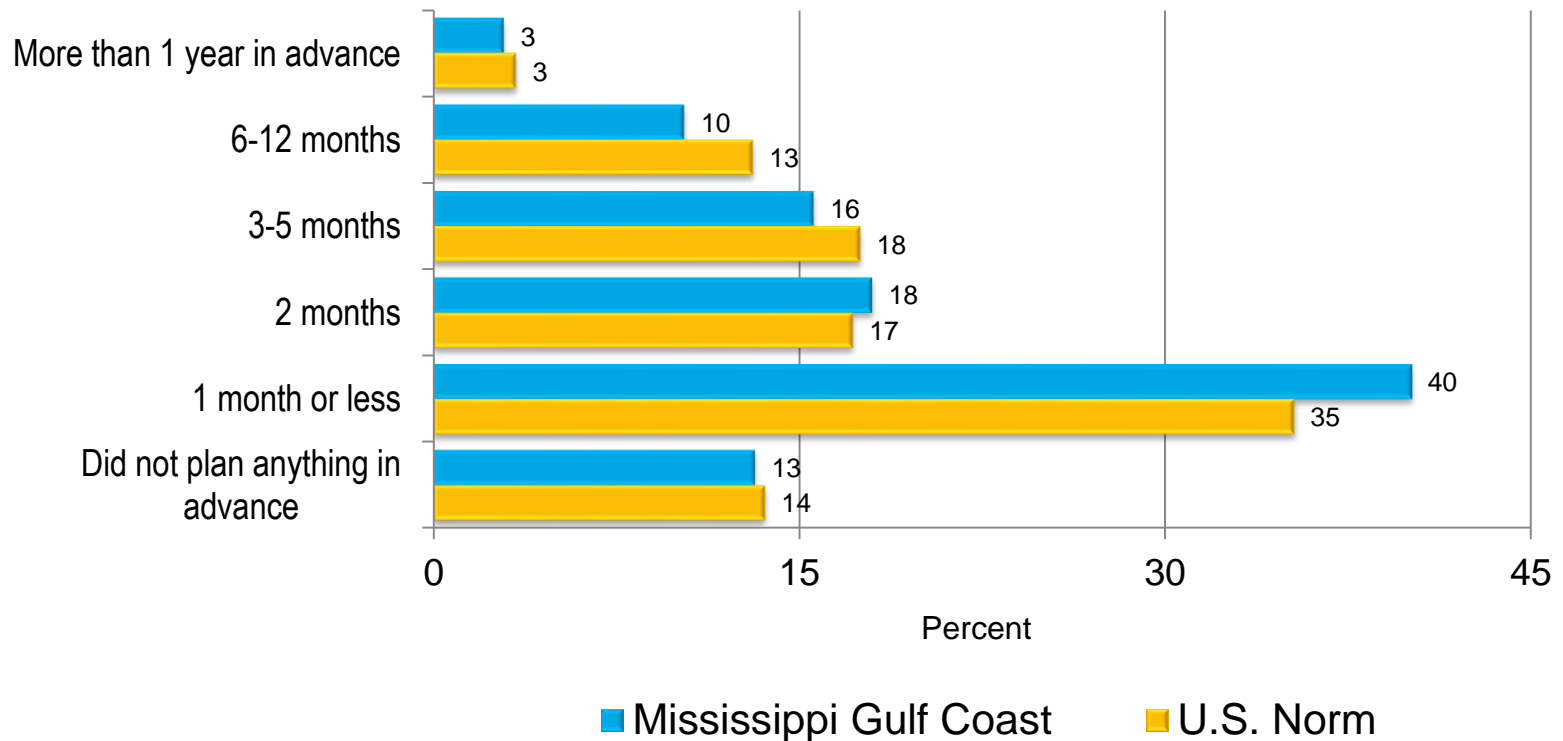


Length of Trip Planning of the Overnight MS Gulf Coast Trip

Length of Trip Planning



Base: Total Overnight Person-Trips



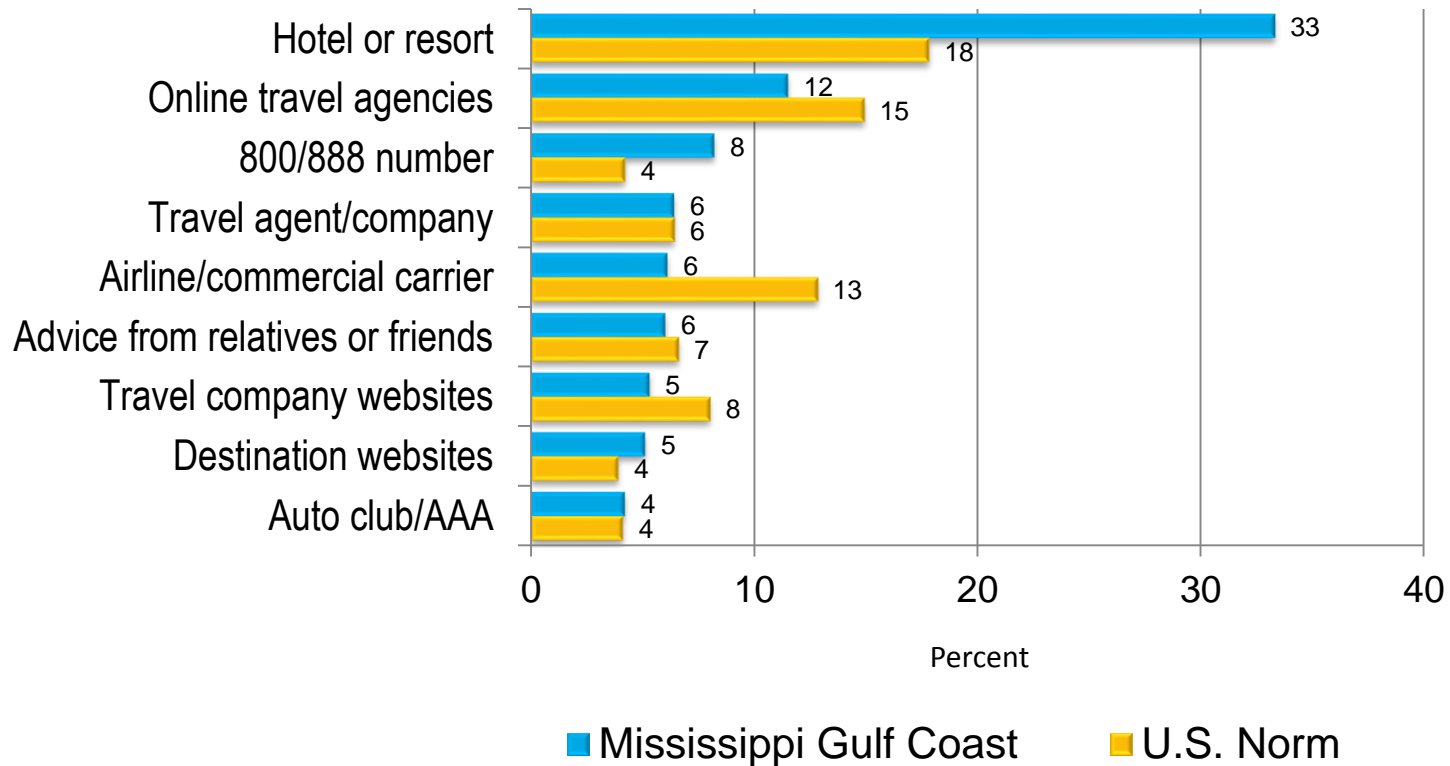


Method of Booking of the Overnight MS Gulf Coast Trip

Method of Booking



Base: Total Overnight Person-Trips



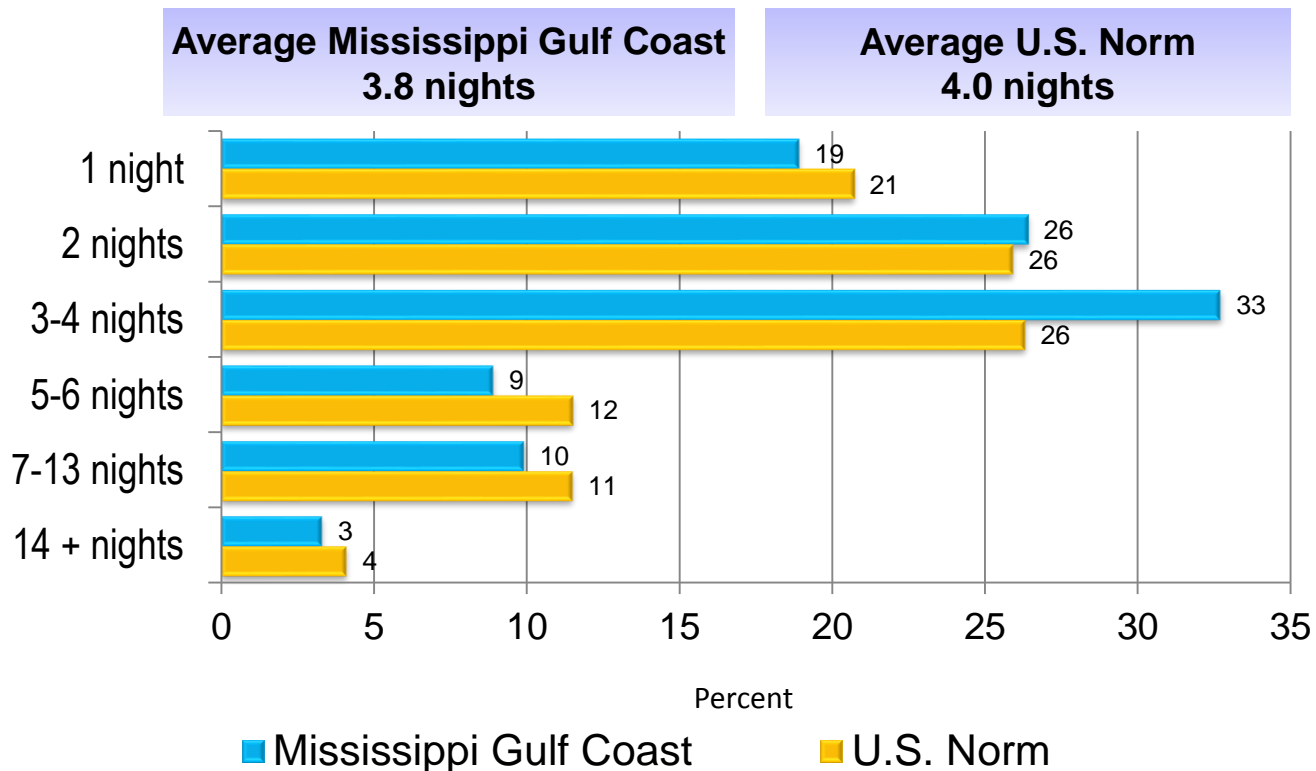


Total Nights

Total Nights Away on Trip



Base: Total Overnight Person-Trips

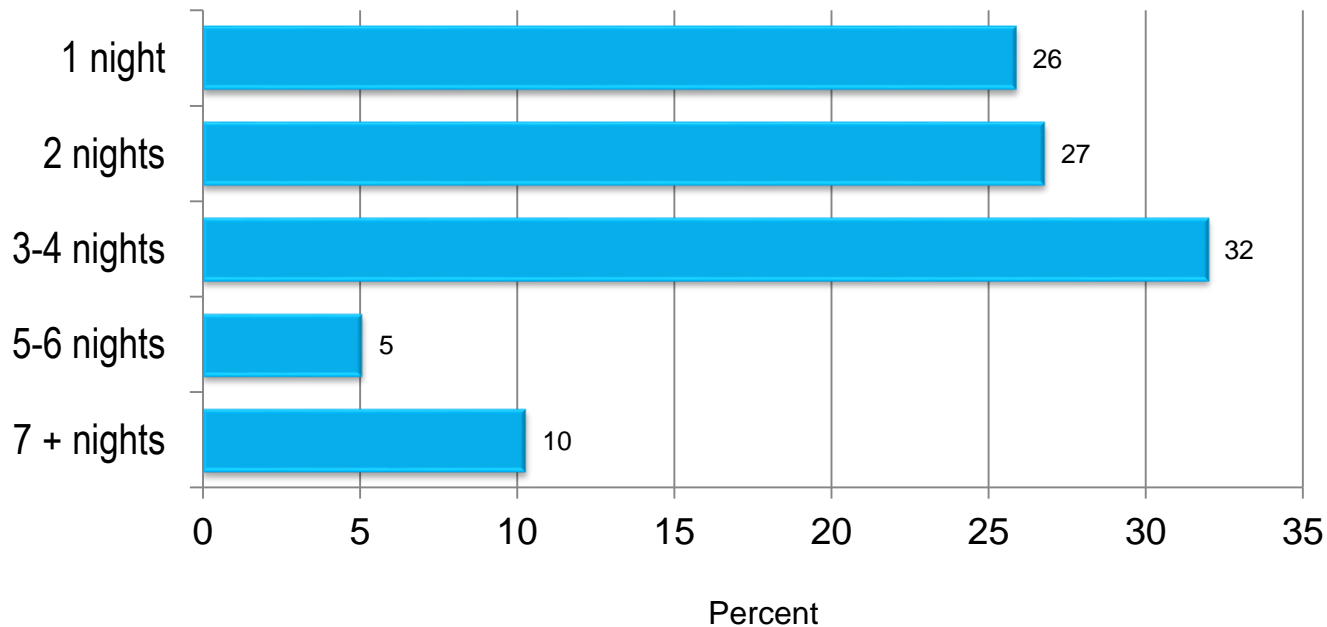


Number of Nights Spent in Mississippi Gulf Coast



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

Average Nights Spent in Mississippi Gulf Coast = 3.3



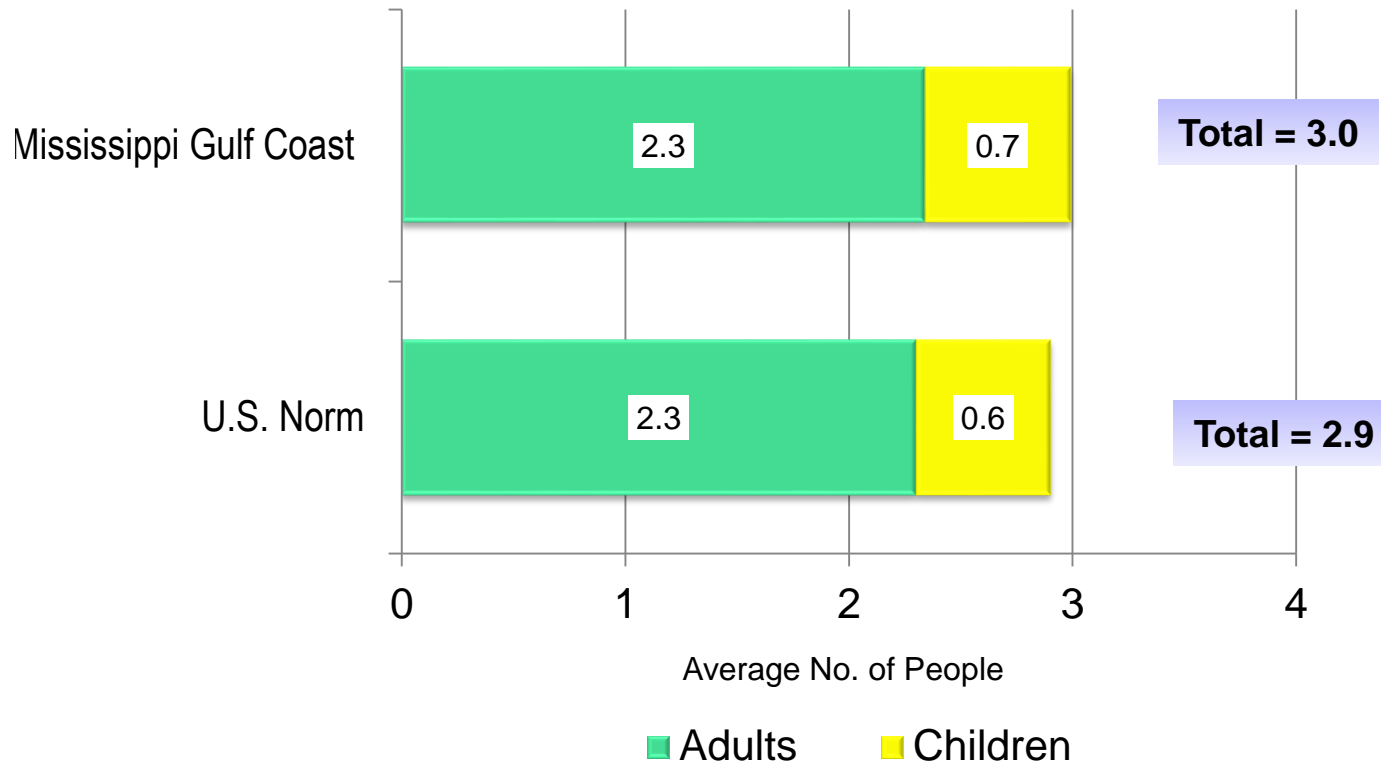


Travel Party Size

Size of Travel Party



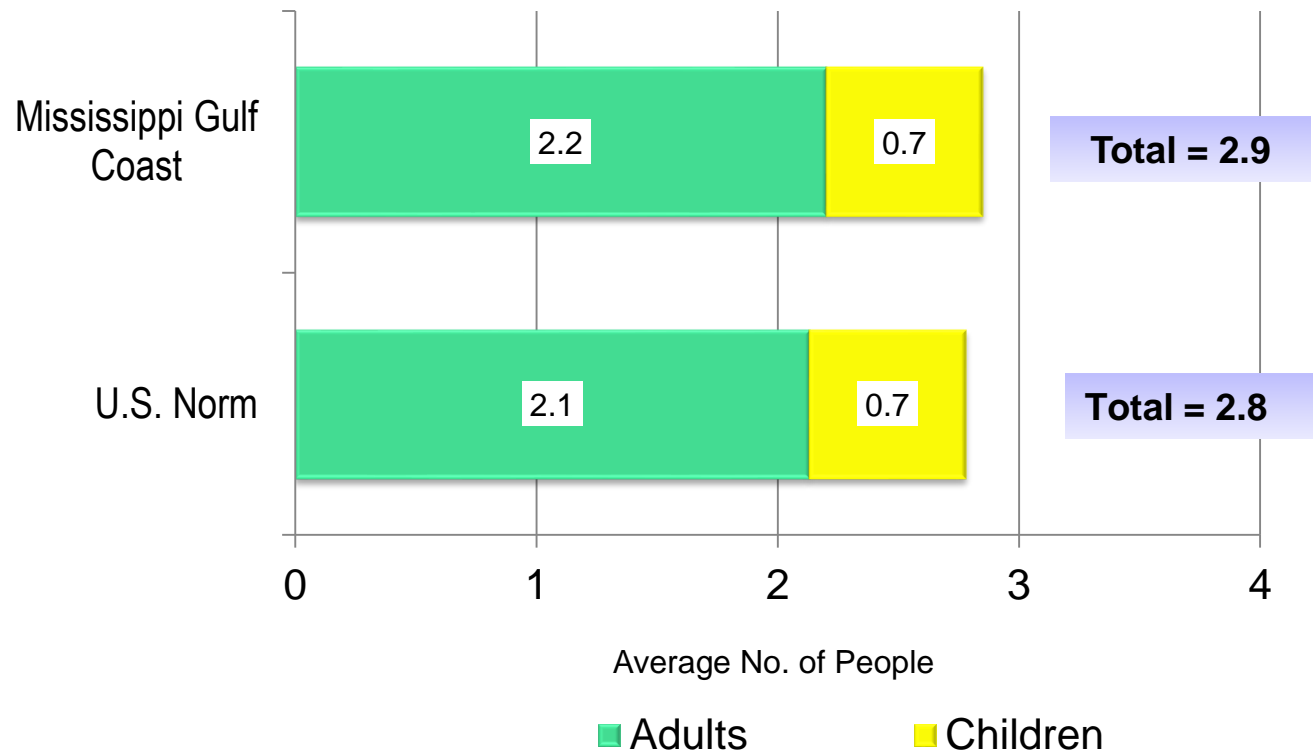
Base: Total Overnight Person-Trips



Size of Travel Party



Base: Total Day Person-Trips



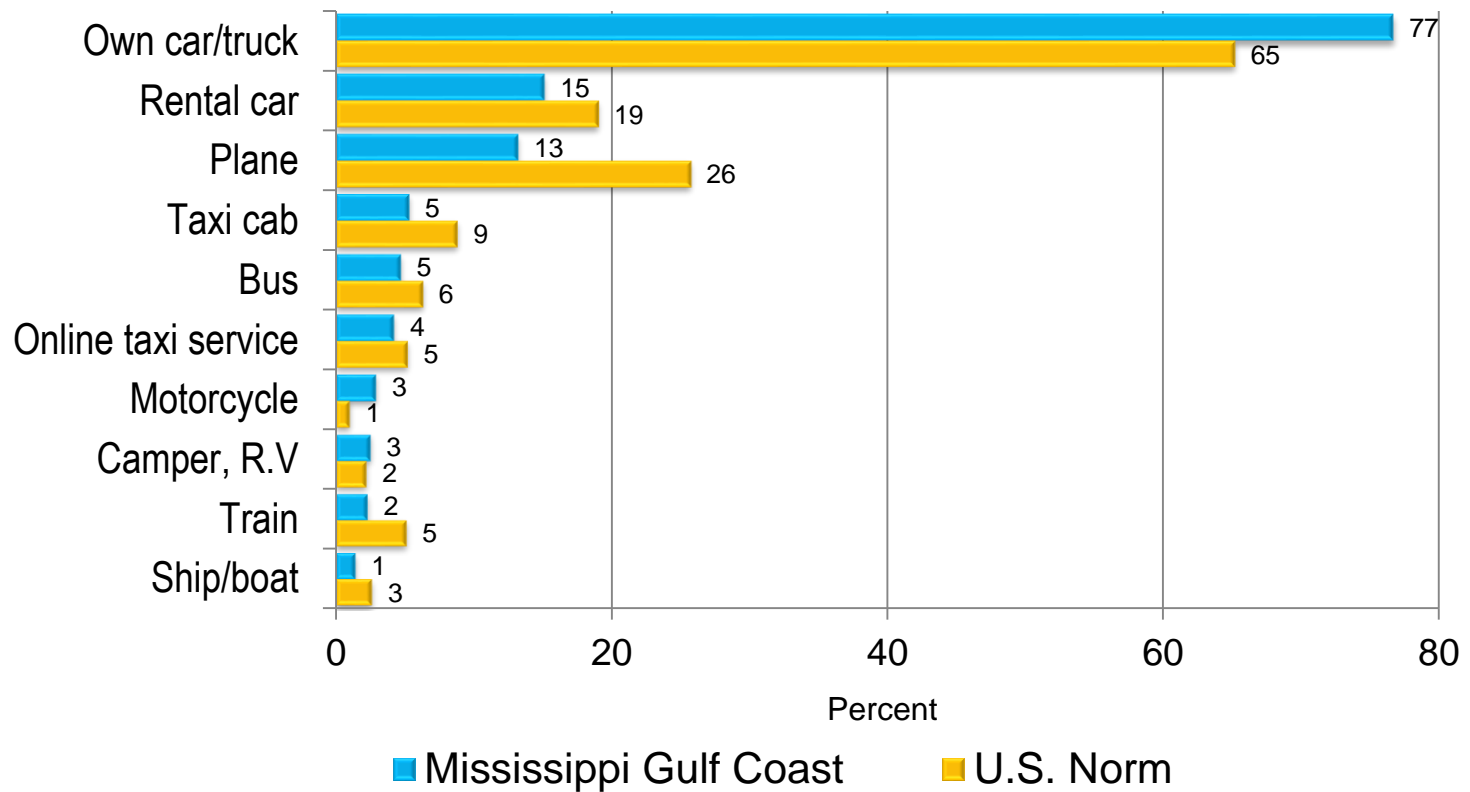


Transportation Used for the Overnight MS Gulf Coast Trip

Transportation



Base: Total Overnight Person-Trips



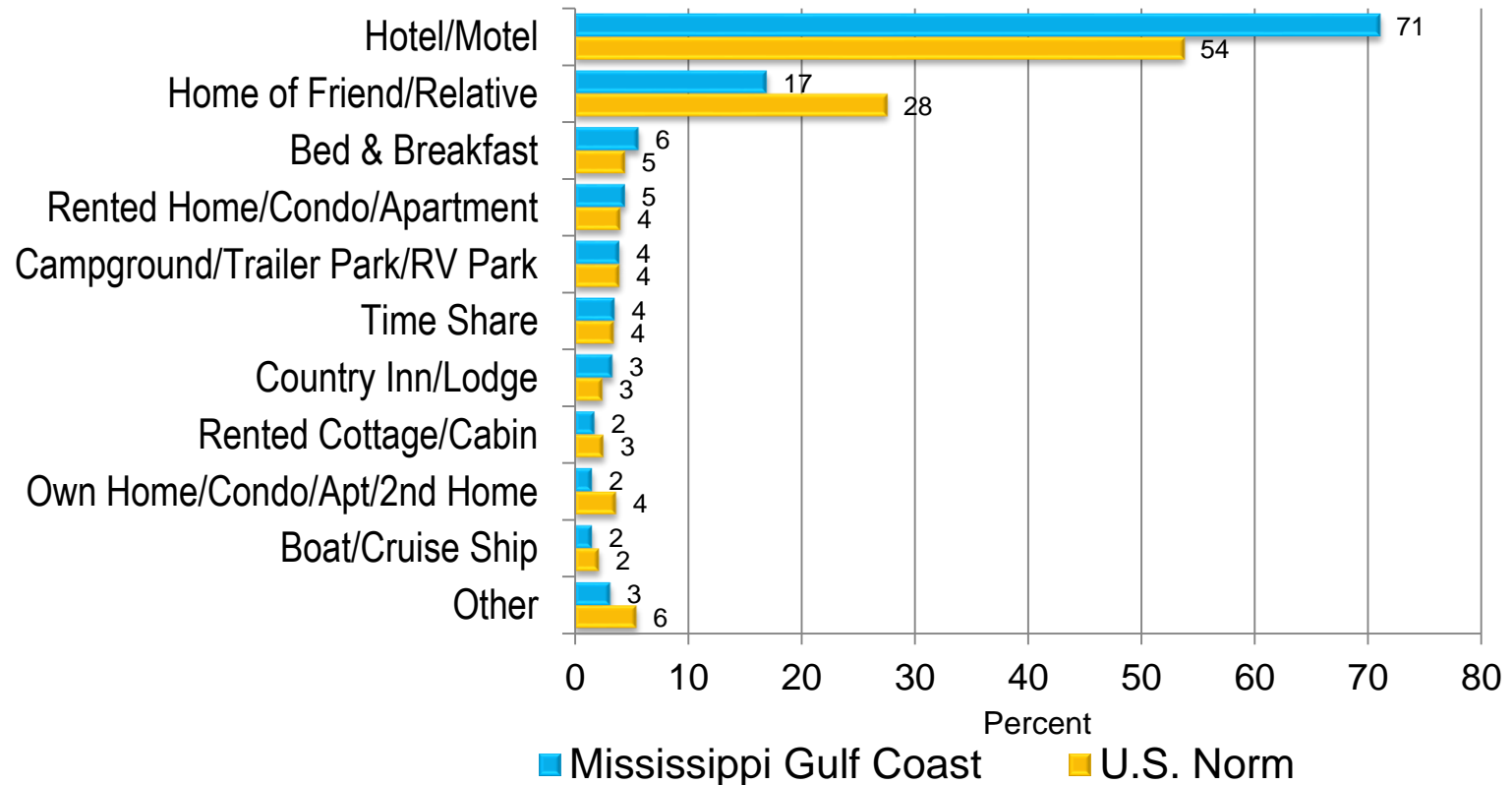


Accommodations Used on the Overnight MS Gulf Coast Trip

Accommodations



Base: Total Overnight Person-Trips



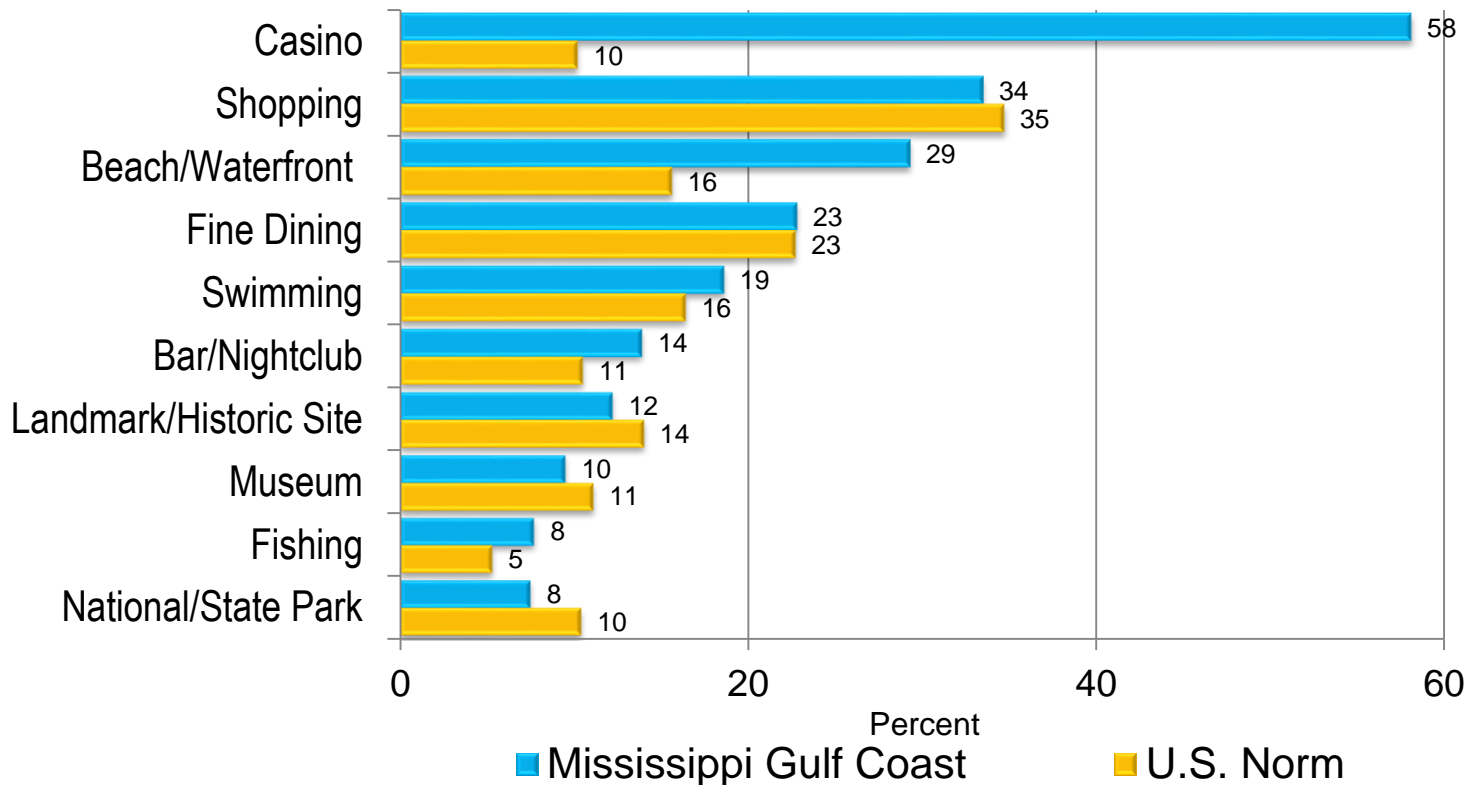


Activities and Experiences

Top Activities and Experiences



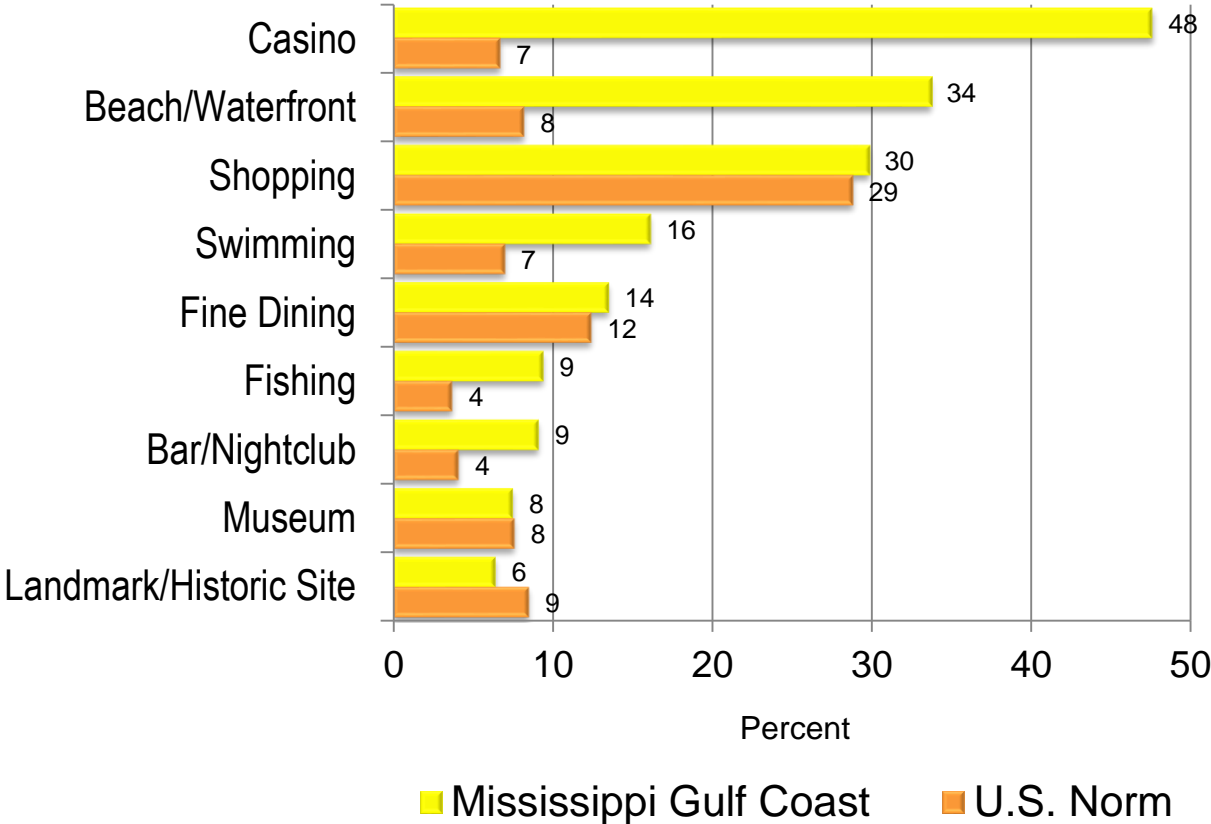
Base: Total Overnight Person-Trips



Activities and Experiences



Base: Total Day Person-Trips



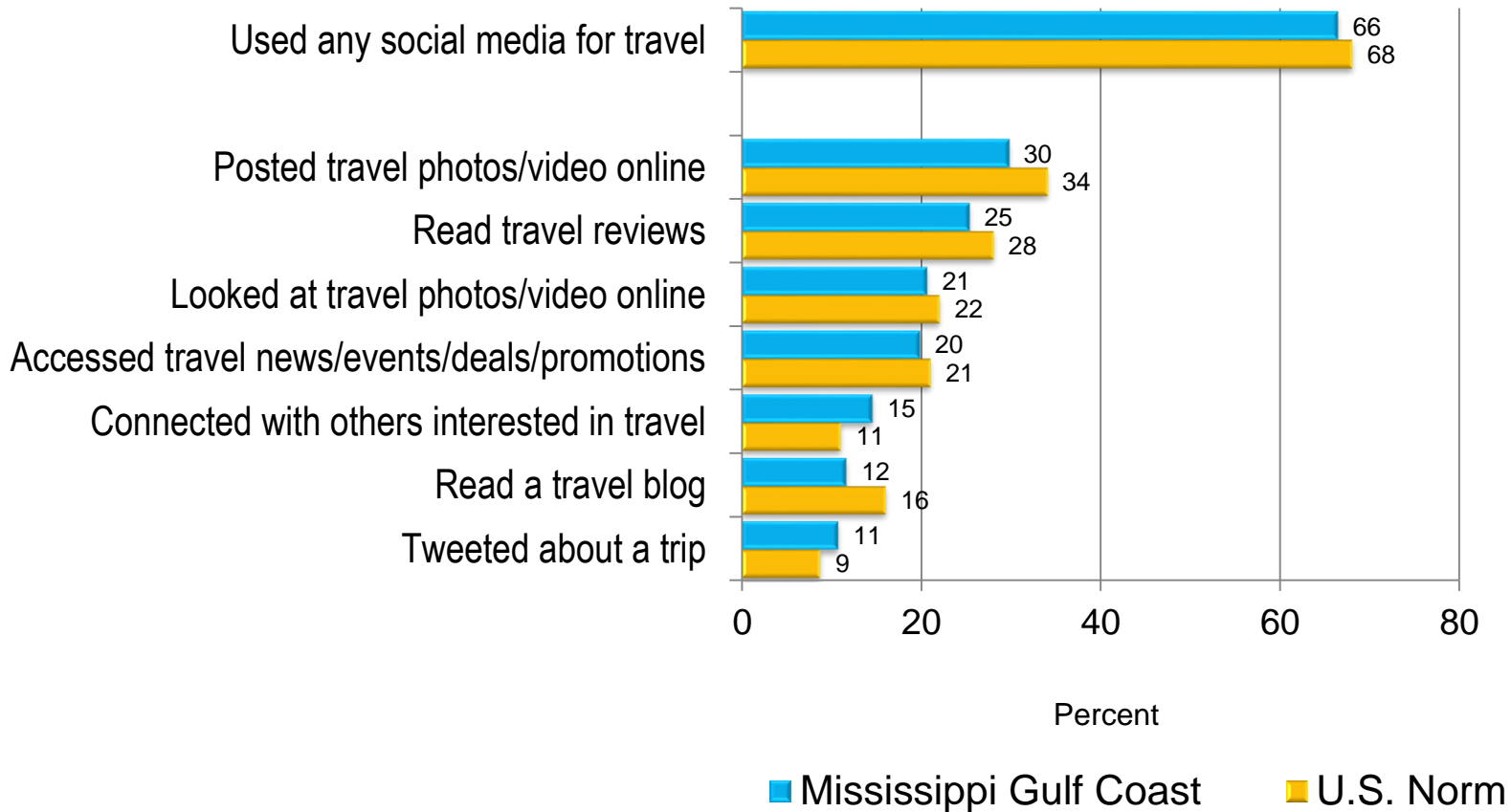


Social Media Usage

Online Social Media Use by Travelers



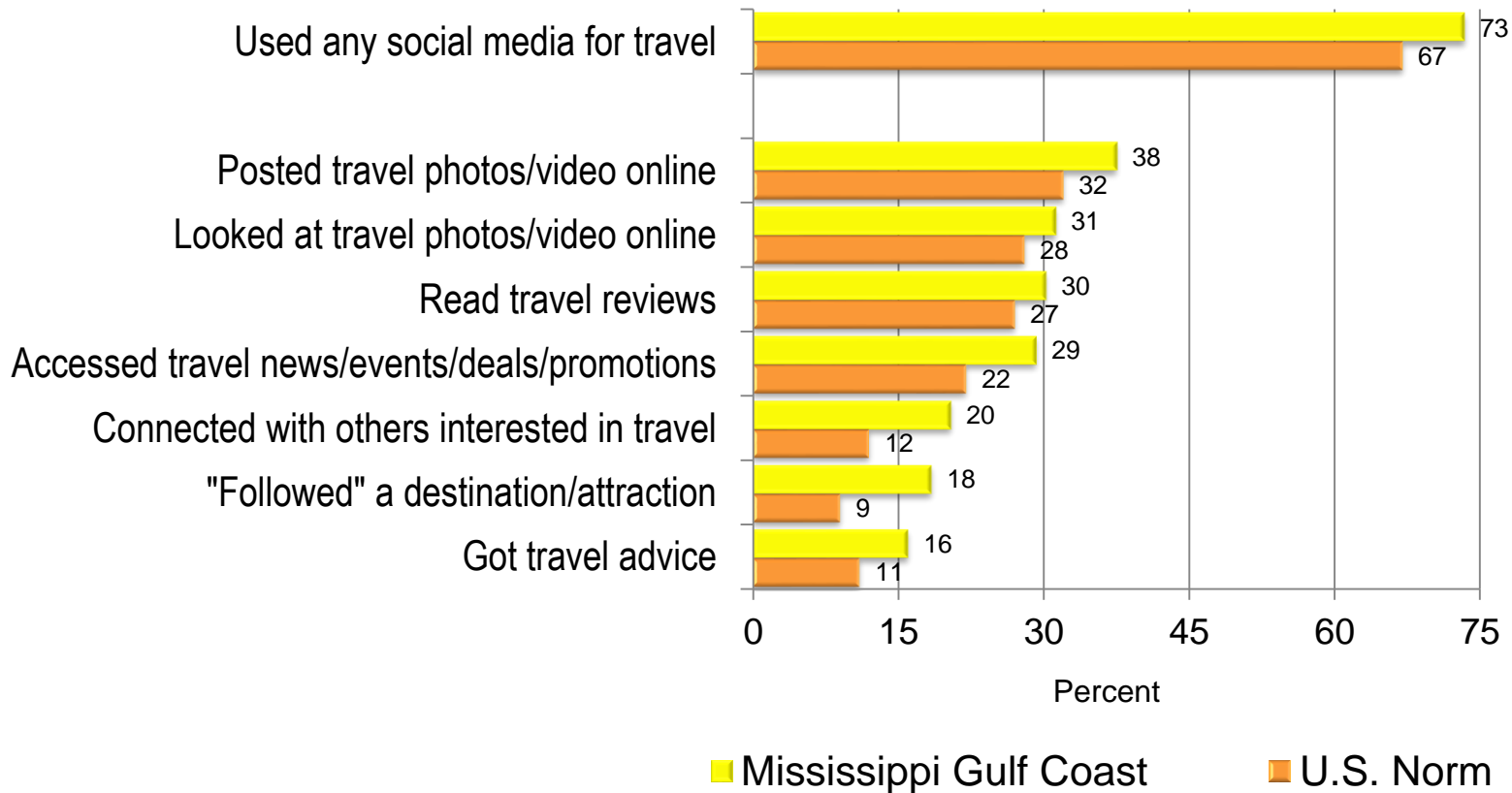
Base: Total Overnight Person-Trips



Online Social Media Use by Travelers



Base: Total Day Person-Trips



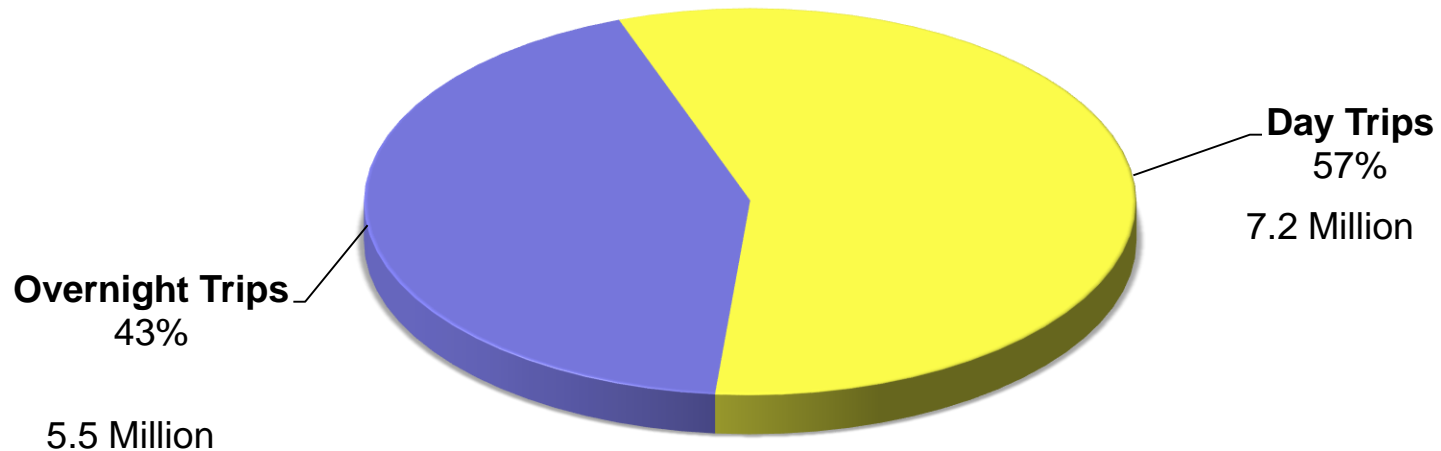


Visitor Volume

Total Size of Mississippi Gulf Coast Domestic Travel Market in 2015



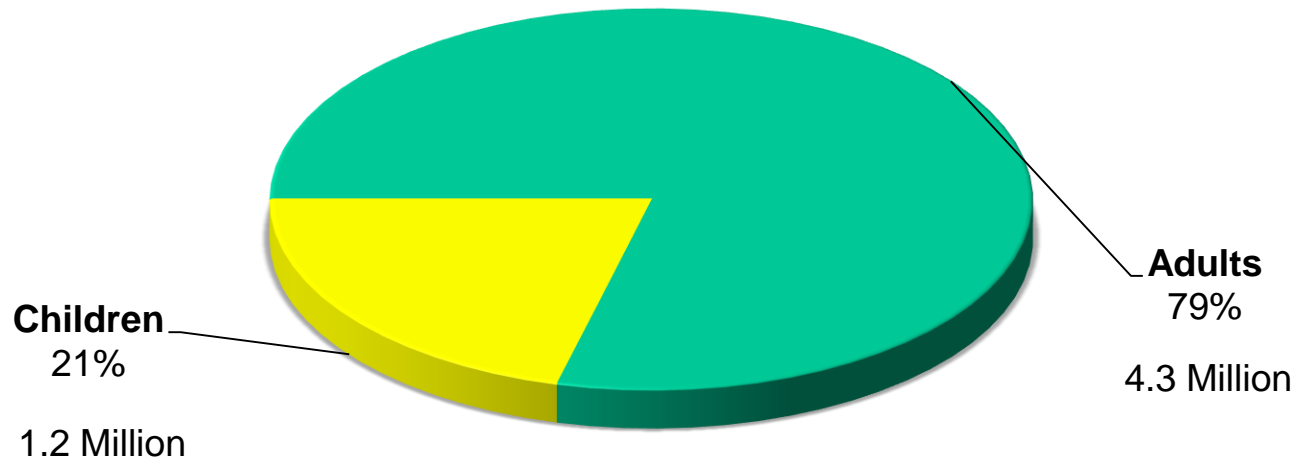
Total Person-Trips = 12.7 Million



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



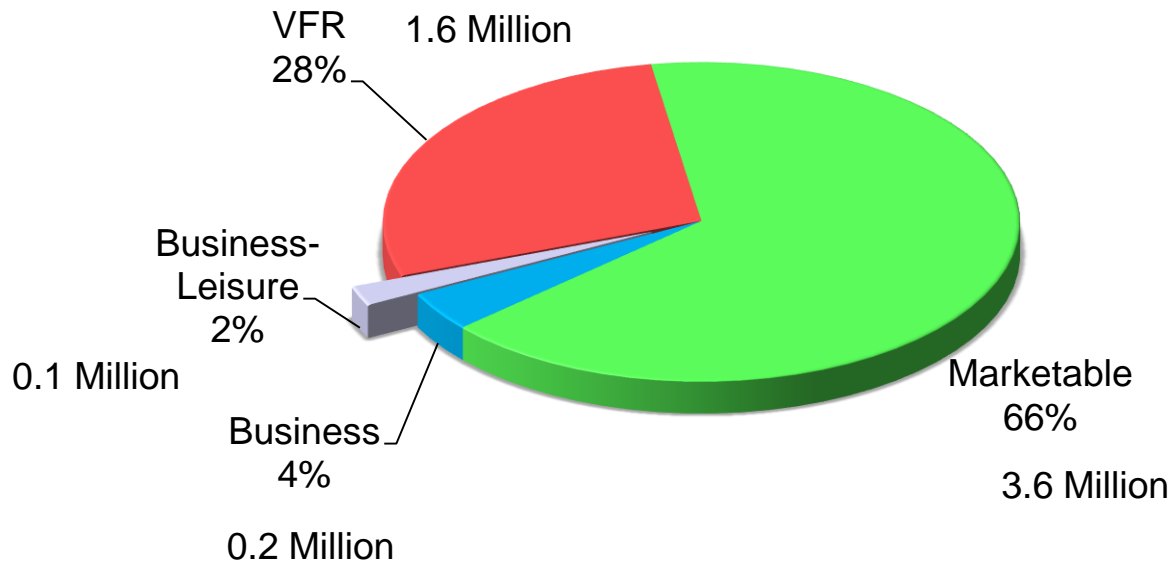
Total Overnight Person-Trips = 5.5 Million



Mississippi Gulf Coast Overnight Travel Market — by Main Trip Purpose



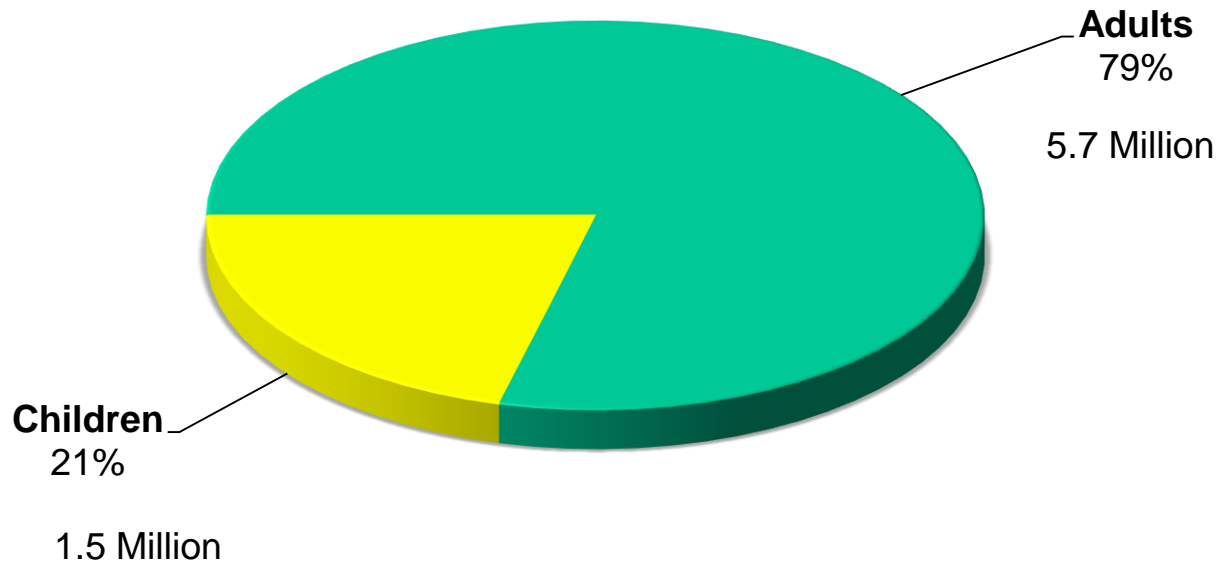
Adult Overnight Person-Trips = 5.5 Million



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



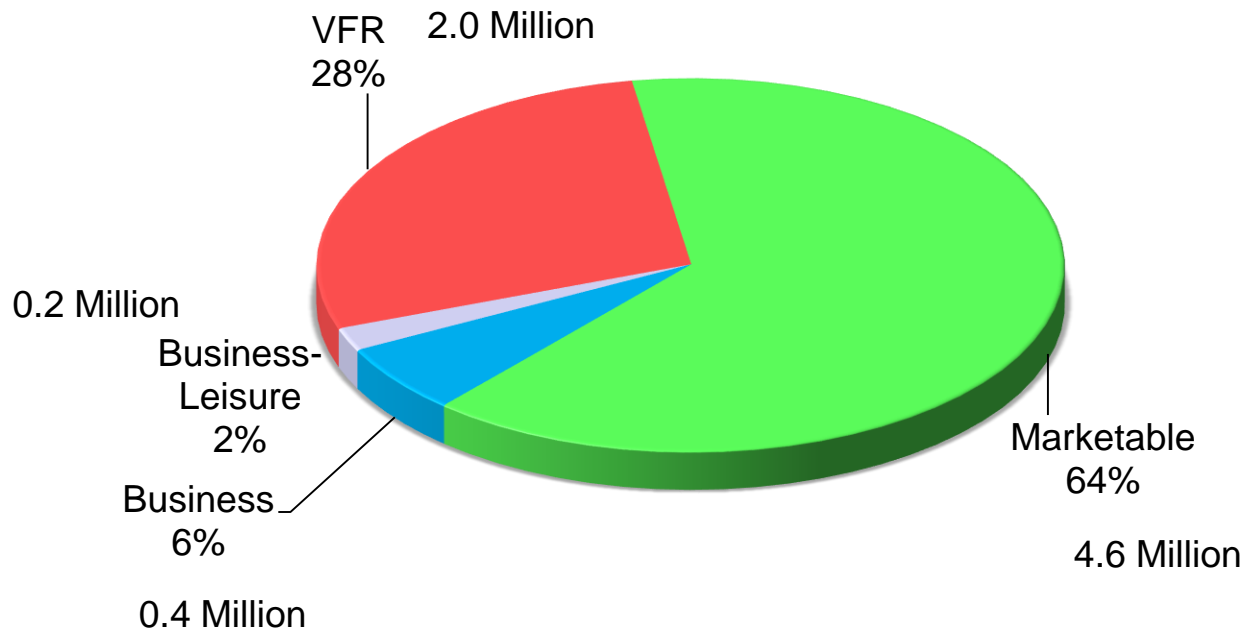
Total Day Person-Trips = 7.2 Million



Mississippi Gulf Coast Day Travel Market — by Trip Purpose



Adult Day Person-Trips = 7.2 Million





Visitor Expenditures

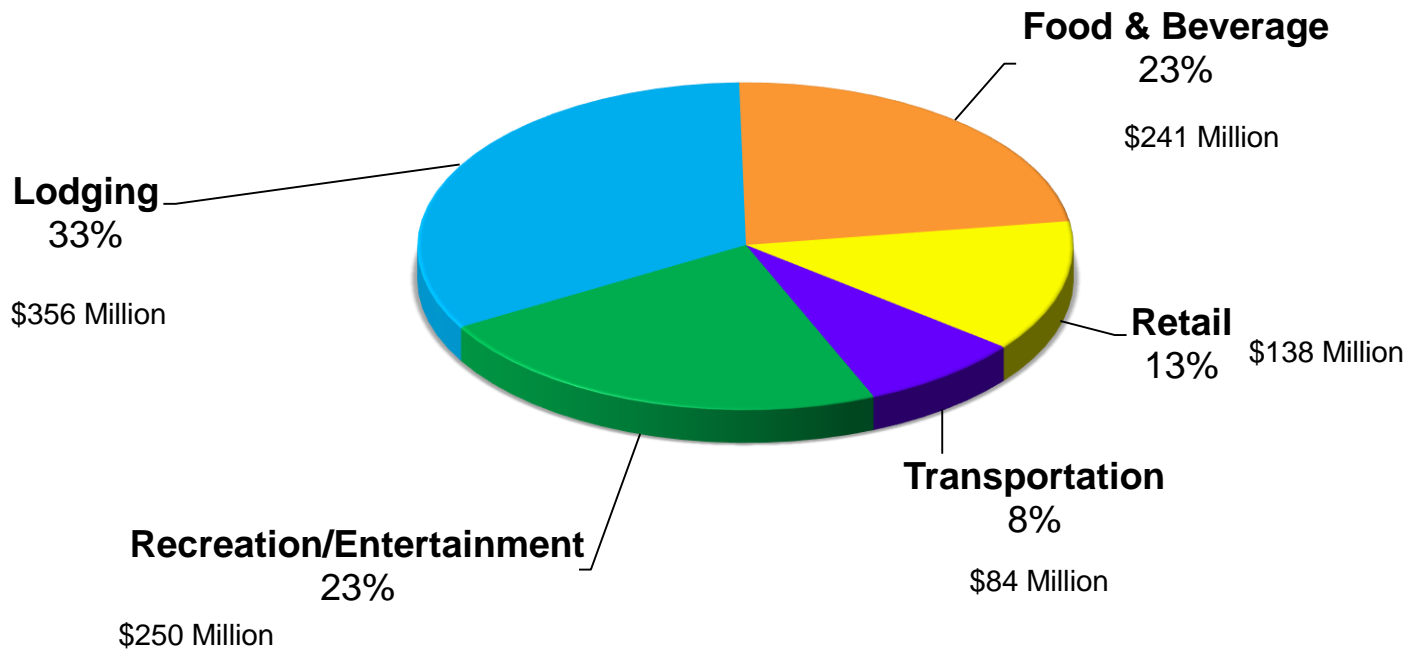


Overnight Trip Expenditures

Total Domestic Mississippi Gulf Coast Overnight Spending – by Sector



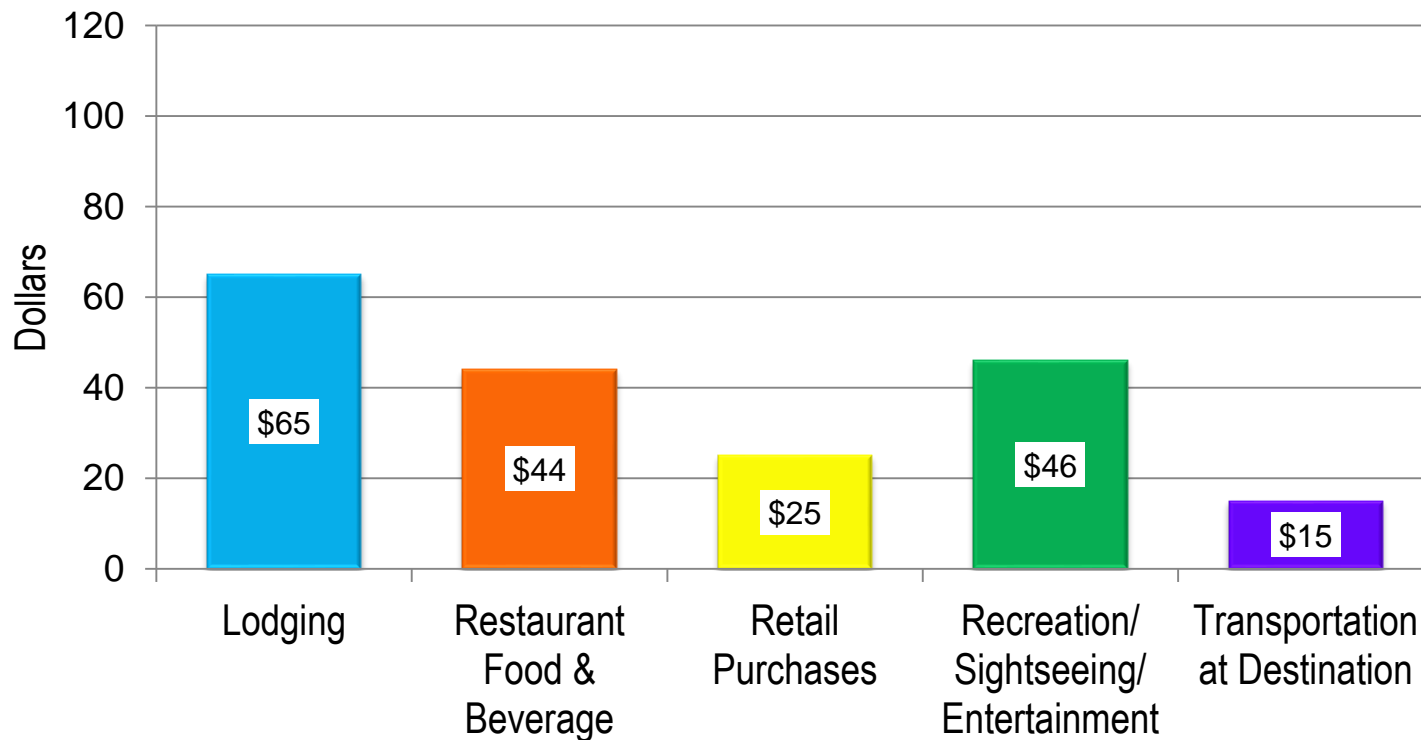
Total Spending = \$1.069 Billion



Average Per Person Expenditures on Domestic Overnight Trips – By Sector



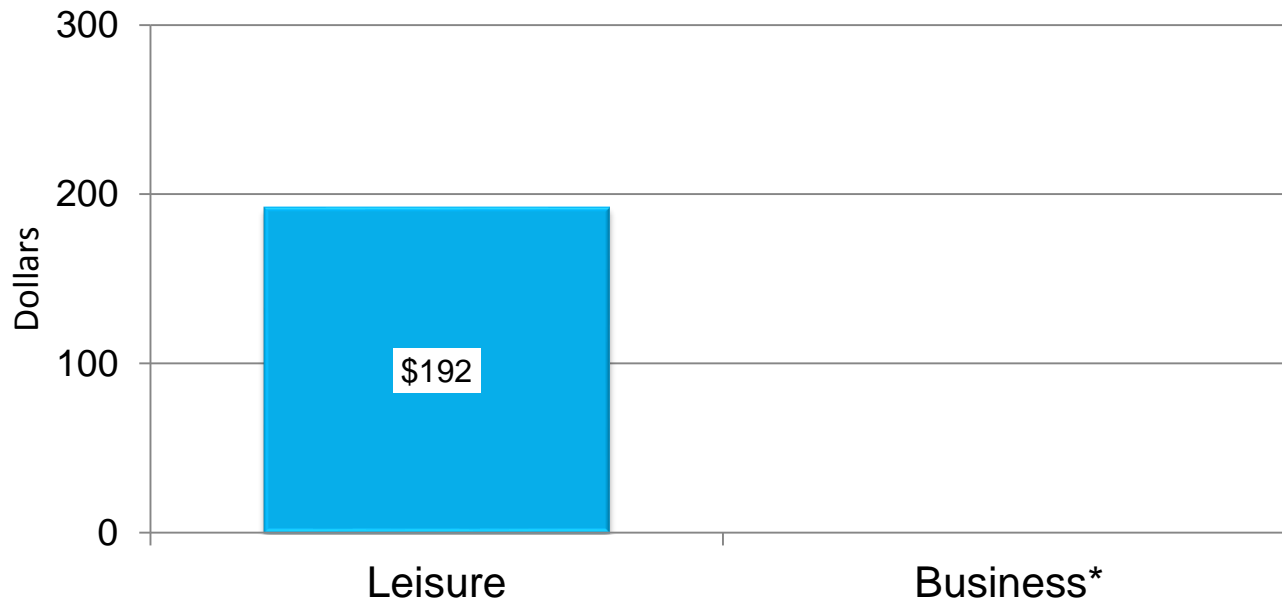
Base: Total Overnight Person-Trips to Mississippi Gulf Coast



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



Base: Total Overnight Person-Trips to Mississippi Gulf Coast

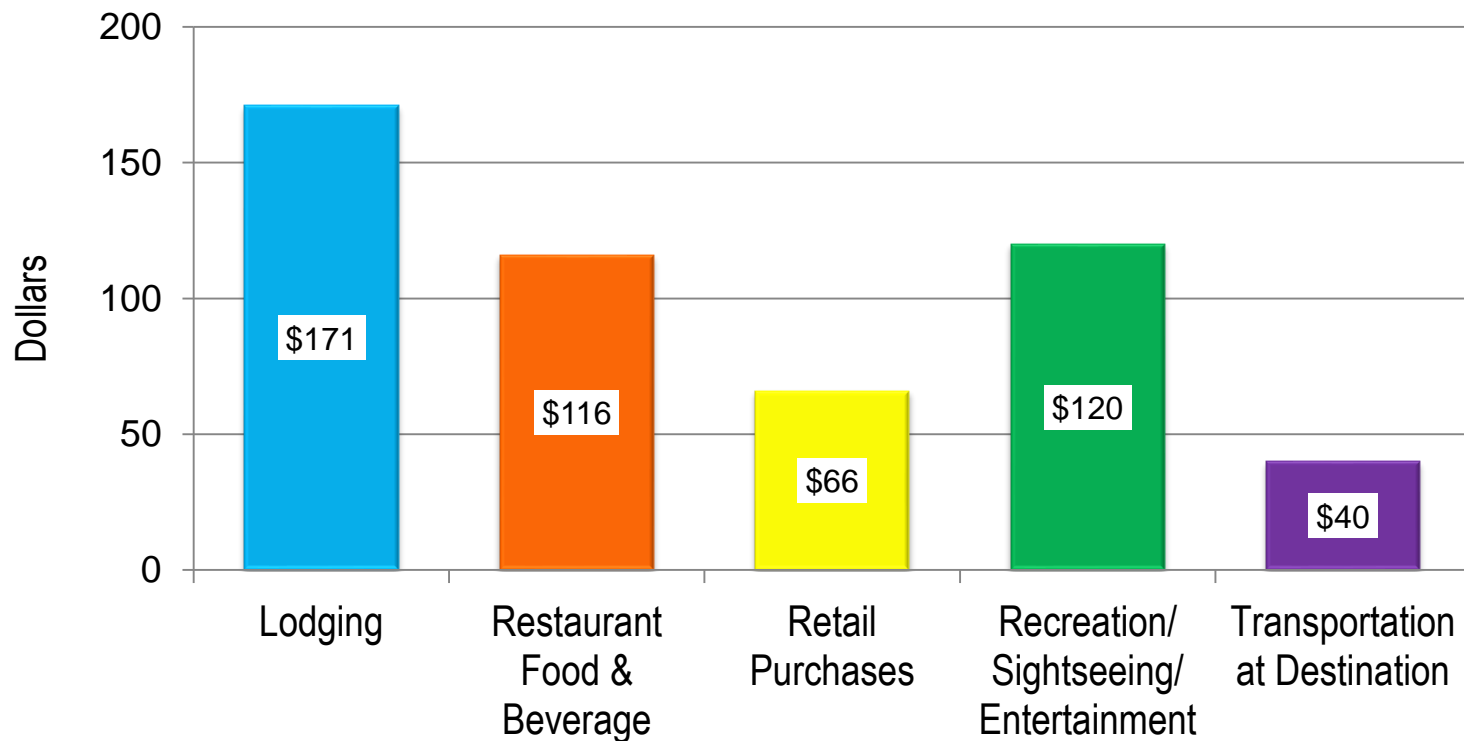


* Low base sizes

Average Per Party Expenditures on Domestic Overnight Trips – By Sector



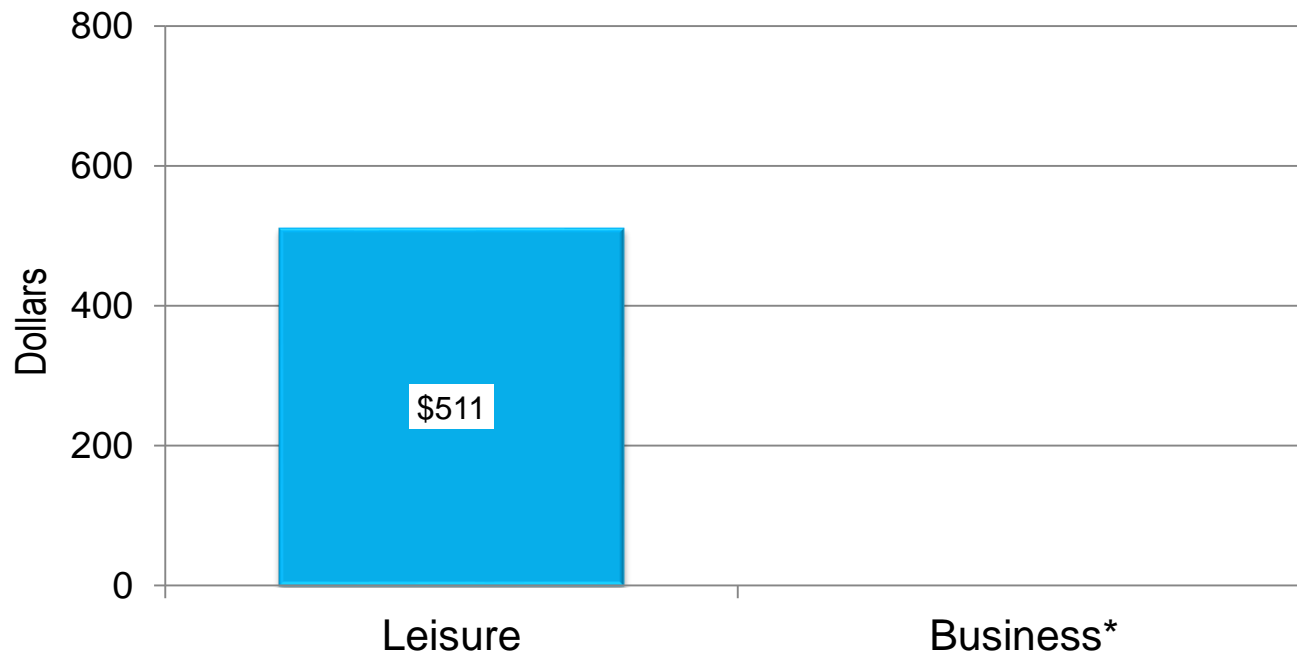
Base: Total Overnight Person-Trips to Mississippi Gulf Coast



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



Base: Total Overnight Person-Trips to Mississippi Gulf Coast



* Low base sizes

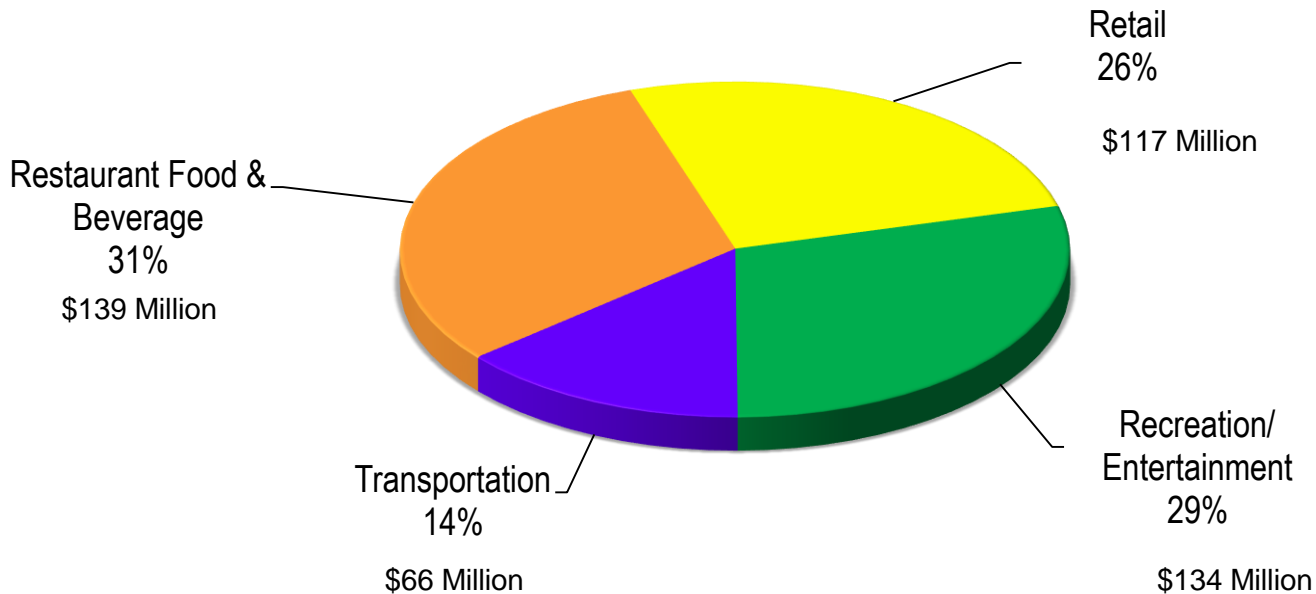


Day Trip Expenditures

Total Mississippi Gulf Coast Domestic Day Trip Spending – by Sector



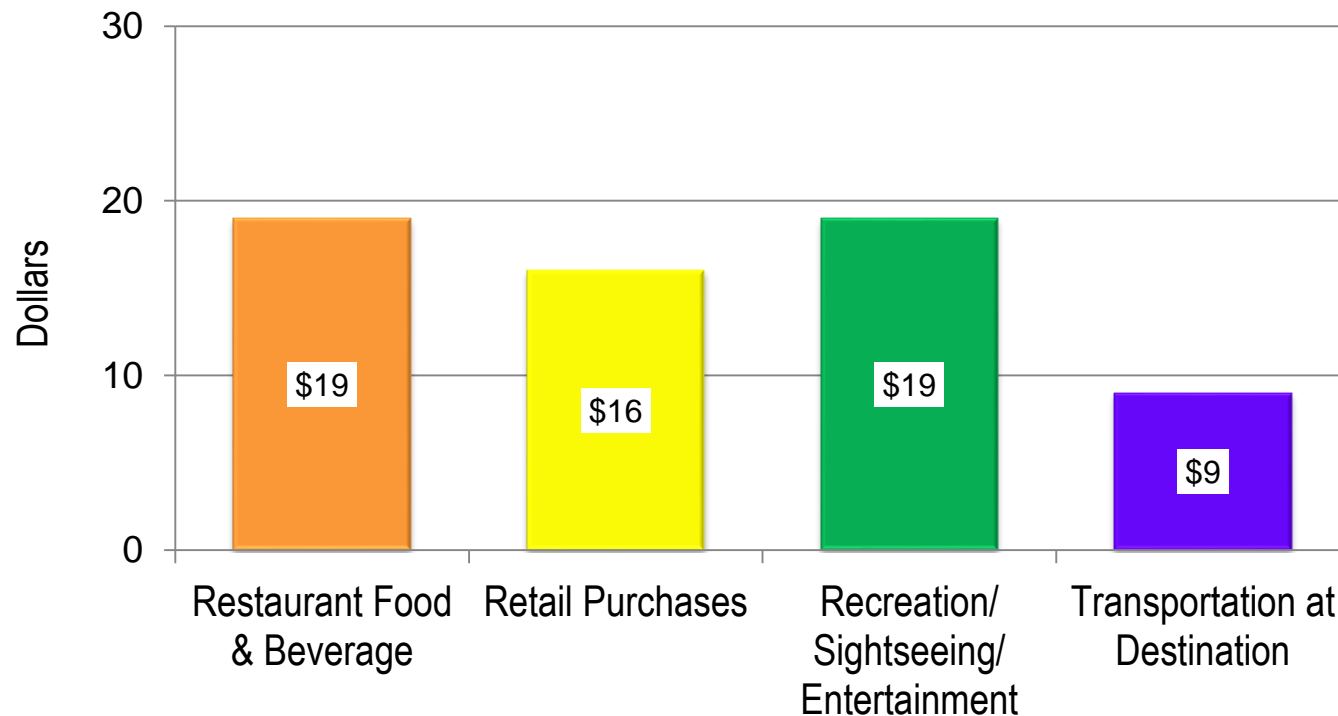
Total Spending = \$456 Million



Average Per Person Expenditures on Day Trips – By Sector



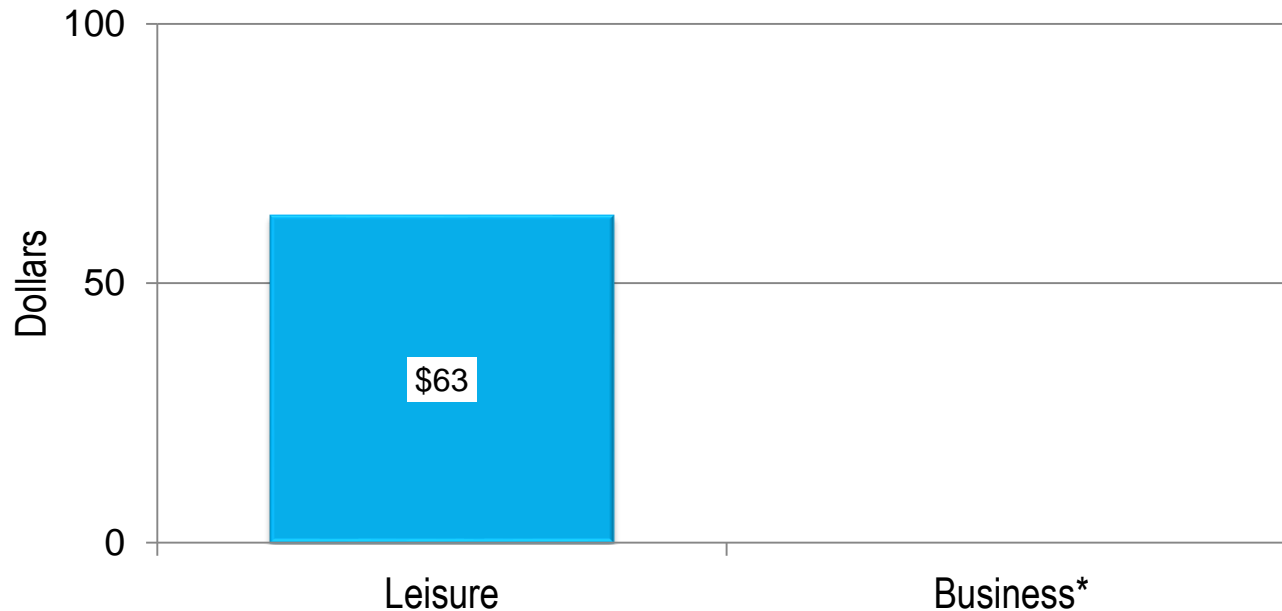
Base: Total Day Person-Trips to Mississippi Gulf Coast



Average Per Person Expenditures on Day Trips – by Trip Purpose



Base: Total Day Person-Trips to Mississippi Gulf Coast

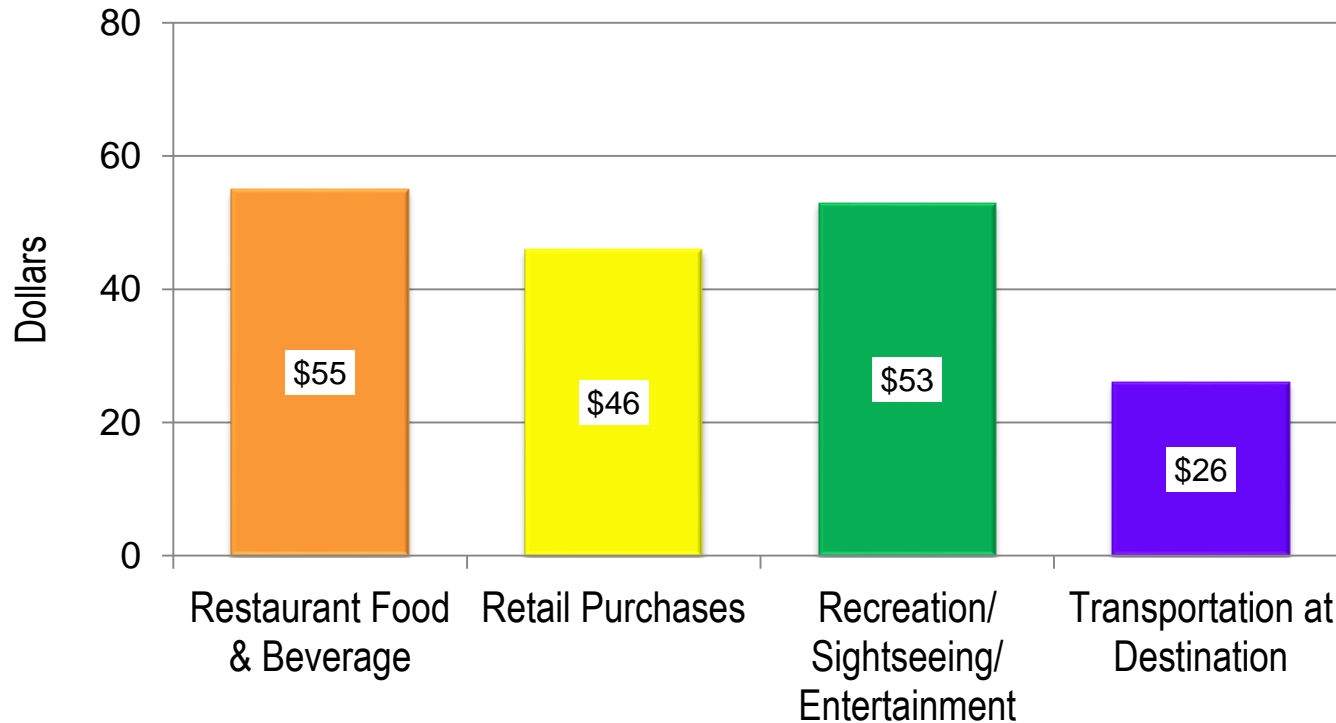


* Low base sizes

Average Per Party Expenditures on Day Trips – By Sector



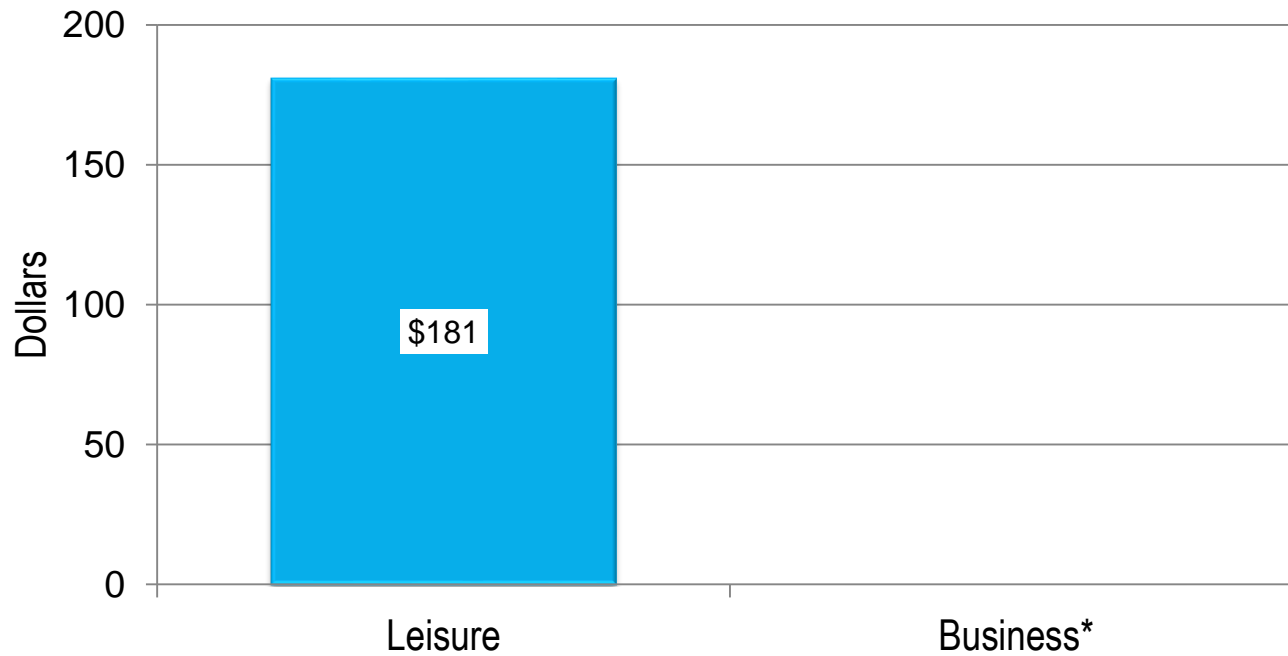
Base: Total Day Person-Trips to Mississippi Gulf Coast



Average Per Party Expenditures on Day Trip – by Trip Purpose



Base: Total Day Person-Trips to Mississippi Gulf Coast



* Low base sizes



Mississippi Gulf Coast

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