

# Why \$\$\$ are needed to promote Mississippi Tourism

**FACT** **TOURISM**  
IN FY 2015 MORE THAN  
**22 MILLION VISITORS**  
**SPENT**  
**\$6.09 BILLION**

**FACT** **TOURISM**  
ADVERTISING GENERATES A  
**\$12.93 TO \$1**  
RETURN ON  
**INVESTMENT**

## TOURISM ADVERTISING & PROMOTION

Visit Mississippi's tourism advertising budget is significantly less in comparison to its competitor states. Increasing the state's tourism advertising budget from \$4.9 million to \$10 million positions Mississippi to attract more visitors to the state. This request allows MDA to re-establish its local marketing match grant program vital to supporting the efforts of Mississippi's local tourism partners.



# SEE

how additional \$\$\$ will drive even more  to the state



**\$4.9**  
MILLION  
CURRENT BUDGET



**\$5.1**  
MILLION  
ADDITIONAL REQUEST

**\$10 MILLION**  
TO COMPETE IN SOUTHEAST

**ADDITIONAL FUNDING INCREASES ROI POTENTIAL**

**\$5.1**  
MILLION  
ADDITIONAL REQUEST

**\$3.6**  
MILLION  
INCREASE  
IN MEDIA  
PLACEMENT

**\$1.5**  
MILLION

**22.6** MILLION  
VISITORS  
(A 3% INCREASE)

POTENTIAL  
NEW  
CAREERS **2,604**

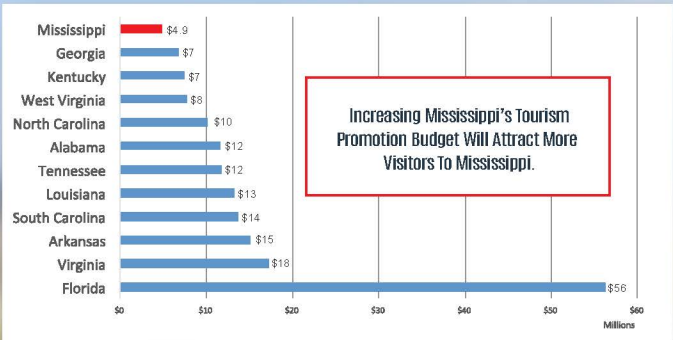
INCREASE VISITOR SPENDING BY  
**\$186 M**

INCREASE GENERAL FUND REVENUES  
**\$11.7 M**

**COMMUNITY MATCH GRANTS**  
LOCAL ADVERTISING FUNDS FOR MISSISSIPPI

Sources: DPA & Effectiveness Study, 2015; Visit Mississippi

**SOUTHEASTERN STATES  
MARKETING BUDGET COMPARISON**



Increasing Mississippi's Tourism Promotion Budget Will Attract More Visitors To Mississippi.



● CURRENT MARKETS  
● PROPOSED MARKETS

