



Visit Mississippi Gulf Coast
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FOR IMMEDIATE RELEASE

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MEDIA RELEASE:

NATIONAL TRAVEL & TOURISM WEEK INTERVIEWS WITH RENEE ARENG

MISSISSIPPI GULF COAST – Visit Mississippi Gulf Coast invites media to schedule interviews with Executive Director, Renee Areng, during the National Travel and Tourism Week May 2-10, 2015.

“Travel supports 15 million jobs in America, including nearly 25,000 right here on the Mississippi Gulf Coast,” said Renee Areng, Executive Director of Visit Mississippi Gulf Coast. “This week, we are celebrating what travel means to our community, and we call on everyone—from elected officials to local residents—to join us in saluting this important industry.”

Across Mississippi, travel employs a prosperous and diverse workforce, from airline and hotel employees, to restaurant, attraction, and retail workers, and supports industry sectors such as construction, manufacturing, and finance.

Some of the numbers:

- 2014 saw 22 million total visitors to our state
- They spent nearly \$2 billion on the Mississippi Gulf Coast
- 24,460 Mississippi Gulf Coast jobs are supported by travel and tourism
- \$388 million in state General Fund revenues
- For every \$1 we invest in tourism marketing, we see a \$6.46 return on our investment

The national figures are equally remarkable:

- \$2.1 trillion in economic output and \$927.9 billion in direct travel-related spending in the U.S. by domestic and international travelers in 2014
- \$141.5 billion generated in federal, state and local tax revenues in 2014
- 15 million American jobs supported—8 million direct tourism jobs and 7 million indirect and induced jobs—good jobs with good pay that cannot be outsourced

Travel can also have a positive effect on personal well-being. A recent study by the U.S. Travel Association found that Americans left 429 million vacation days unused (the most in nearly 40 years) and forfeited \$52.4 billion in time-off benefits. If workers took just one more day off each year, travel would generate \$73 billion annually for the economy.

Please schedule interviews with Nicole Misita at nicole@gulfcoast.org or 228.388.2993.



Visit Mississippi Gulf Coast is an organization charged with promoting South Mississippi as a tourism and convention destination worldwide. Its mission centers on attracting ever-increasing numbers of leisure, convention, sports and business visitors to the area. It is dedicated to maximizing the travel and tourism industry for **South Mississippi**.

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