



MISSISSIPPI

TOURISM ASSOCIATION

As the fourth-largest industry in our state, tourism is a consistent, multi-billion dollar producer for Mississippi. Tourism also develops communities that aren't just attractive to visitors, but also to residents and potential residents. A nice place to visit is a nice place to live and work. It all starts with a visit.



**43.7
Million
Visitors**



**\$11.5
Billion
Spent by
Visitors**



**\$1.1
Billion for the
General Fund**



**133,880
Tourism Jobs**



**\$922
in Tax Savings
per Household**

The tourism industry in Mississippi is stronger than ever, and the demand for travel to our state continues to be robust. Statistics indicate that, on average, approximately **\$31.6 million** was spent every day of 2023 by Mississippi visitors.

With 2.9 million residents in the state and 43.7 million visitors annually, which equates to roughly **15 visitors to every one Mississippian**.

If all **133,880 tourism-supported employees** were in one place, it would be enough to fill the University of Mississippi's football stadium two times.

The **\$1.1 billion in state and local tax revenue generated** would be enough to pay the salaries of nearly **25,000 police officers**, which is three times more than the current police force in Mississippi

Source: [Visit Mississippi 2023 Economic Contribution Report by Tourism Economics](#)



"The impact of tourism goes beyond numbers. Visitors to Mississippi create unforgettable experiences as they explore the state's history and culture, iconic art and music, beloved culinary traditions, picturesque towns and natural beauty."

Governor Tate Reeves

How does tourism impact OKTIBBEHA County?



In 2023, visitor spending in the county totaled \$290.9 million.

This breaks down to:

- \$43.7 million in Lodging
- \$56.2 million in Food & Beverage
- \$40.1 million in Recreation
- \$30.5 million in Retail
- \$23.9 million in Transportation

1,736 employees were directly related to the tourism industry, and 612 were indirect related. Combined, there are 2,348 jobs supported by the county's tourism economy.

These tourism employees made a total of \$67.4 million in income.

State and local taxes generated in the county:



- \$7.4 million in Direct State Taxes
- \$3.1 million in Indirect State Taxes
- \$4.0 million in Direct Local Taxes
- \$1.5 million in Indirect Local Taxes

For more information about Oktibbeha County, visit starkville.org.

Source: Visit Mississippi, 2023 Tourism Economics Impact County Tables by Tourism Economics



Visit us online at mstourism.com