



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.



**44.2
Million
Visitors**



**\$18.1. Billion
Total Economic
Impact**



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



**136,094
Tourism Jobs**



**\$8.4 Billion
Total GDP of
Visitor Economy**

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 **\$32.6 million** was spent every day of 2024 by Mississippi visitors.

The direct visitor spend of **\$11.9 billion**, combined with indirect and induced impacts totaling **\$6.2 billion**, generate a total economic impact of **\$18.1 billion**

136,094 tourism-supported employees translates to **one-in-13 jobs** in Mississippi is tourism-related.

Of the **\$11.9 billion** spent, food and beverage purchased accounted for **\$3.0 billion – 25 percent** of all visitor spending.

Source: Visit Mississippi 2024 Economic Contribution Report by Tourism Economics



“These remarkable numbers are more than statistics—they represent hardworking Mississippians whose livelihoods are strengthened by the travel and tourism industry. They reflect the charm of our communities, the vibrancy of our cultural heritage, and the growing recognition of Mississippi as a premier destination.”

Governor Tate Reeves

How does tourism impact OKTIBBEHA County?



In 2024, direct visitor spending in the county totaled \$197.9 million.
This breaks down to:

- \$43.3 million in Lodging
- \$57.7 million in Food & Beverage
- \$40.6 million in Recreation
- \$31.9 million in Retail
- \$24.4 million in Transportation

Indirect and induced spending totaled \$98.4 million for a combined
total economic impact of \$296.3 MILLION

1,754 employees were directly related to the tourism industry,
and 617 were indirect related. Combined, there are 2,372 jobs
supported by the county's tourism economy.

These tourism employees made a total of \$68.6 million in income.

Tourism generated \$16.1 million in
state and local taxes for the county

- \$7.4 million in Direct State Taxes
- \$3.2 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, 2024 Tourism Economics Impact County Tables by Tourism Economics



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