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.



45.5 Million Visitors



$14.4 Billion Spent by Visitors



$1.2 Billion for the General Fund



137,728 Tourism Jobs



$1,081 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 $34.1 million was spent every day of 2025 by Mississippi visitors.

The visitor economy is an economic pillar in Mississippi. In 2025, visitor spending supported one-in-12 jobs in Mississippi.

If all 137,728 tourism-supported employees were in one place, it would be enough to fill the University of Mississippi's football stadium 2.2 times.

The $4.8 billion in total income generated by the visitor economy is the equivalent of $4,305 for every occupied household in Mississippi.

Source: Visit Mississippi 2025 Economic Contribution Report by Tourism Economics

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"Tourism is economic development in action. Every new attraction, hotel investment, downtown revitalization project, outdoor recreation asset, and cultural destination strengthens Mississippi's competitiveness, creates jobs, and encourages private investment. As businesses continue choosing Mississippi for historic investments, a vibrant tourism industry helps showcase the quality of life, workforce, and communities that make our state an exceptional place to live, work, and invest."

Governor Tate Reeves

How does tourism impact

OKTIBBEHA

County?

VISIT STARKVILLE
MISSISSIPPI'S COLLEGE TOWN

In 2025, visitor spending in the county totaled $319.2 million. This breaks down to:

- $48.6 million in Lodging
- $62.2 million in Food & Beverage
- $43.7 million in Recreation
- $33.7 million in Retail
- $24.9 million in Transportation

1,833 employees were directly related to the tourism industry, and 650 were indirected related. Combined, there are 2,484 jobs supported by the county's tourism economy.

These tourism employees made a total of $72.6 million in income.



State and local taxes generated in the county:

- $7.9 million in Direct State Taxes
- $3.4 million in Indirect State Taxes
- $4.3 million in Direct Local Taxes
- $1.6 million in Indirect Local Taxes

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

Source: Visit Mississippi, 2025 Tourism Economics Impact County Tables by Tourism Economics

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Visit us online at mstourism.com