

Mississippi Development Authority  
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**MISSISSIPPI DEVELOPMENT AUTHORITY DIVISION OF TOURISM  
RELEASES ECONOMIC IMPACT REPORT**

JACKSON, Miss. – The Mississippi Development Authority (MDA) Division of Tourism Development released the latest edition of its economic impact report-“Fiscal Year 2001 Economic Impact For Tourism and Recreation In Mississippi.” The report compares Tourism/Recreation figures for Fiscal Year 2001 with Fiscal Year 2000 at both the state and county level.

“Tourism dollars provide a huge boost to Mississippi’s economy,” commented Robert J. Rohrlack, Jr., executive director of the Mississippi Development Authority. “Our award-winning Division of Tourism continues to be a leader in attracting visitors to Mississippi.”

Tourism/Recreation means big business for Mississippi, and the Magnolia State is rapidly becoming a favorite spot for frequent travelers. In 2000, Mississippi had 34 million visitors, with an increase of 11.7% in overnight leisure trips. Seventy-nine (79) percent of overnight leisure trips were from out-of-state, and a “getaway weekend” was the top 2000 “Purpose of Stay.”

“Tourism is of paramount importance to our state,” Darienne Wilson, Director of the MDA Division of Tourism Development, emphasizes. “This report shows the significance to Mississippians in terms of dollars and cents.”

Report highlights include:

- Tourism/Recreation provided 92,700 jobs in FY 2001.
- Figures show total revenues for FY 2001 of \$6.3 billion, an increase of 3.4% from FY 2000.
- Room and restaurant tax revenues increased by 3.8%.
- Tourism/Recreation General Fund (state) tax revenue totaled \$488.1 million in 2001, up from \$482.3 million on 2000.
- City/county tax revenues climbed 2.1% to \$143.8 million in FY 2001.

- Gaming income increased 1.7%, from \$2.62 billion FY 2000 to \$2.66 billion in FY 2001.

**Note to Media Only: If you would like a copy of the report,  
Please contact the MDA Division of Tourism Development at 601.359.3297.**