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Economic benefits of fiscal year 2002 tourism employment and payroll data for Mississippi

The Employment and Payroll components of Mississippi's Fiscal Year (FY) 2002 Tourism & Recreation Economic Impact Report are presented within the context of NAICS. Mississippi's estimated 92,700 direct tourism-related jobs in FY 2002 comprised 8.2 percent, or 1/12 of the statewide non-agricultural establishment-based employment for the 12-month period ending June 30, 2002. The 92,700 direct tourism-related jobs ranked second in the state's Service Sector behind Health Care & Social Assistance's (NAICS 62) 134,650 jobs. About 55 percent of Mississippi's \$1.6 billion tourism-related payroll in FY 2002 is attributed to state-licensed casino employees. Selected county level tourism-related employment indicators are highlighted.

Keywords: tourism-related jobs, payroll, tourism "industry," North American Industry Classification System (NAICS), Standard Industrial Classification (SIC).

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Purpose

This article highlights Mississippi tourism-related employment and payroll-related findings at the state level, including methods and approaches used, in addition to selected employment data at the county level. The employment and payroll data were published in the January 2003 report titled “Fiscal Year 2002 Economic Impact for Tourism and Recreation in Mississippi.” A summary of this report and the full report are available on the Mississippi Division of Tourism web site: www.visitmississippi.org, more specifically on the Media page at www.visitmississippi.org/media/Reports.htm.

Methods

Mississippi’s Division of Tourism Research Unit estimates the number of direct Tourism & Recreation (T & R) jobs and their payroll for the state fiscal year (FY) ending June 30th with the help of these organizations: Employment Security Commission’s Labor Market Information (LMI) unit, the Mississippi Gaming Commission, the Mississippi Department of Wildlife, Fisheries & Parks, and federal entities—Gulf Islands National Seashore, Natchez National Historical Park, Natchez Trace Parkway, Vicksburg National Military Park, U.S. Army Corps of Engineers offices in Columbus and Vicksburg.

Our Research Unit makes use of quarterly data from the various entities with the exception of several agencies, i.e., Mississippi Department of Wildlife, Fisheries & Parks; some federal ones. In those cases, the current fiscal year’s full-time equivalent (FTE) employment-related figures, plus the payroll data, are used. State-licensed casino gaming employment and payroll data are secured through quarterly surveys conducted by the Mississippi Gaming Commission. Most other employment and payroll data come from quarterly surveys done by the Mississippi Employment Security Commission, LMI Unit.

FY 2002 was the first year where North American Industry Classification System (NAICS) employment and payroll data were secured. From FY 1993 – FY 2001, we used the old Standard Industrial Classification (SIC) data. Our LMI Unit contact with the Mississippi Employment Security Commission provided quarterly NAICS Covered Employment and Wages totals for July-September/October-December 2001, and January-March/April-June 2002. The latter quarter data were preliminary, but our report-related deadlines and other factors precluded a longer wait. Past experience indicates that preliminary quarterly employment data do not change much, if at all, from final figures.

Key findings

Mississippi reflected 92,700 estimated T & R direct jobs in FY 2002, no change, or zero growth, from the corresponding estimate for FY 2001. The 92,700 estimated jobs for FY 2002 comprised 8.2 percent, or 1/12 of the 1.13 million statewide non-agricultural establishment-based employment for this 12-month period. And the estimated payroll was about \$1.61 billion (see the accompanying Table). The Tourism Industry of America (TIA) estimated that Mississippi had 88,700 total tourism jobs with a \$1.58 billion payroll in calendar year (CY) 2000. These 88,700 tourism jobs were 7.7 percent of Mississippi’s total non-farm employment (1.15 million). Our FY 2002 employment estimates were 4.5 percent higher than TIA’s job totals for CY 2000, with our FY 2002 payroll estimates about 2 percent higher.

Mississippi's T & R Model was developed from models including TIA's Travel Economic Impact Model (TEIM). Our model reflects seven (7) categories—Food Services and Drinking Places, Lodging, Gaming, Retail, Transportation, Recreation, and Other (i.e., Employment and Payroll for Mississippi's 11 Highway Welcome Centers, local Tourism Offices and Convention & Visitor Bureaus, and the State Tourism Office), as well as 36 NAICS codes for Employment and Payroll purposes. TIA's TEIM has seven (7) industry groups: Foodservice, Lodging, Entertainment & Recreation, Public Transportation, General Retail Trade, Auto Transportation, and Travel Planning. These comprise sixteen (16) business subcategories.

Selected county level data

Mississippi's "Top Five" counties, in terms of FY 2002 T & R Employment, were: Harrison (26,335), Tunica (14,800), Hinds (8,530), Warren (4,700), and Lee (3,415). The Mississippi Gulf Coast (Hancock, Harrison, and Jackson counties), reflected 30,400 T & R jobs, or nearly 33 percent of the statewide total. DeSoto and Tunica counties, part of the Memphis Metropolitan Statistical Area (MSA), had 17,400 T & R jobs, with 14,800 in Tunica County. The Jackson Metropolitan Statistical Area (MSA)—Hinds, Madison, and Rankin counties—had 11,790 combined jobs. Hattiesburg's MSA (Forrest and Lamar counties) listed 3,000 T & R jobs between them.

Seven (7) of Mississippi's 82 counties, or 8.5 percent, had estimated T & R employment totals of over 10 percent of that county's Total Establishment-Based Employment: Tunica (87.1 percent), Harrison (27.9 percent), Neshoba (21.6 percent), Adams (18.5 percent), Warren (18.0 percent), Coahoma (12.3 percent), and Hancock (12.0 percent). Six of the seven, minus Neshoba, have state-licensed casinos. Neshoba County's two casinos are owned and managed by the Mississippi Band of Choctaw Indians.

Practical/managerial implications

Tourism & Recreation is Mississippi's second largest service sector employer behind Health Care & Social Assistance (NAICS 62). Most of the T & R jobs are in the private sector, unlike NAICS 62, with their federal, state, county, and city facilities. Thus, Tourism is the state's largest private sector employer, across all sectors, a significant reality in a predominantly rural state with three coastal counties. Mississippi's executive and legislative branches have recognized that Tourism is a catalyst in the state's economic development efforts. The state's legislators, state-local-private sector tourism directors/managers, among others, look forward to receiving the state and county level data presented in the most recent MDA-Division of Tourism Economic Impact Report(s), around the time of the state's Governor's Conference on Tourism.

TABLE 1
MISSISSIPPI TOURISM AND RECREATION (T&R)
ESTIMATED EMPLOYMENT & PAYROLL FIGURES, FY 2002

CATEGORY	FY 2002 EMPLOYMENT	FY 2002 PAYROLL
FOOD SERVICES & DRINKING PLACES	27,389	\$264,284,830
LODGING (1)	15,310	121,379,952
GAMING (2)	31,613	885,816,857
RETAIL (3)	5,587	79,728,712
SUPPORT ACTIVITIES, AIR TRANSPORTATION	1,622	60,130,216
TRAVEL ARRANGEMENT/RESERVATIONS	628	11,138,360
GASOLINE STATIONS	3,760	50,342,676
PASSENGER CAR RENTAL	624	12,135,160
AIR PASSENGER, SCHEDULED & CHARTERED	313	8,690,904
SCENIC & SIGHTSEEING TRANSPORTATION	72	1,330,374
RECREATIONAL VEHICLE DEALERS	273	8,587,808
CHARTER BUS INDUSTRY	234	3,548,304
TAXI SERVICE	144	2,907,165
SUBTOTAL, TRANSPORTATION	7,670	\$158,810,967
MOTION PICTURE THEATERS	800	5,954,506
MOTION PICTURE & VIDEO PRODUCTION	61	1,552,076
MUSEUMS, HISTORICAL SIGHTS & SIMILAR	745	15,492,338
BOWLING CENTERS	403	4,067,775
PERFORMING ARTS, SPECTATOR SPORTS AND RELATED INDUSTRIES	1,051	18,163,434
GOLF COURSES	762	10,784,580
STATE PARKS & FEDERAL RECREATION	633	23,213,639
STATE, CITY, COUNTY TOURISM OFFICES (4)	230	6,043,176
MARINAS	160	3,483,757
BOAT DEALERS	286	6,478,857
SUBTOTAL, ATTRACTIONS/ ENTERTAINMENT/RECREATION/OTHER	5,131	\$95,234,138
TOTAL	92,700	\$1,605,255,456

1. Does not include the payroll of employees at state-licensed casino hotels.
2. Includes the payroll of all work permitted and non-work permitted employees at state – licensed casinos, plus the employees at state-licensed casino hotels.
3. Includes Department Stores; Warehouse Clubs and Superstores; Other General Merchandise Stores; Gift, Novelty & Souvenir Shops; Antique & Secondhand Stores; Clothing and Shoe Stores; Sporting Goods Stores; and, Tobacco Stores.
4. Includes the payroll of staff at Mississippi's 11 Highway Welcome Centers.

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