



Mississippi's Culture and Heritage

Why Tourism Matters

Tourism in Mississippi's Economy (FY 2007)

- Tourism provided 85,300 direct jobs
- Tourism had an annual payroll of \$1.7 billion
- Tourism generated \$417.1 million in state tax revenues
- Total tourist and visitor expenditures were \$5.7 billion

What is Cultural and Heritage Tourism?

experiencing the history, heritage, arts, and special character of a place

Why Cultural and Heritage Tourism Matters in Mississippi

- 1) Economic Development
- 2) Community Development
- 3) Pride!

Economic Development

- Cultural and Heritage Tourists spend more money than other types of tourists: \$623 per person per trip, compared to \$457 per person per trip for other travelers

- 81% of all American adult travelers consider themselves cultural heritage travelers.
- 25% of cultural heritage travelers take 3 or more trips a year.
- 44% of cultural heritage travelers shopping an important component of their trip, compared to 33% for all travelers.
- 17% take part in 4 or more activities per trip, compared to 5% for all travelers.

- This money is largely spent with local businesses, thereby remaining in, and being reinvested in, the community.
- These businesses are the most likely to be located in an historic structure or downtown.
- These businesses are the most likely to sell regional arts, crafts, and cuisine.

Community Development

- Historic Preservation
- Effective planning, zoning, and land use
- Education

Pride!!!

Cultural and Heritage Tourism Makes Us Proud to be Mississippians!

- We have produced more award-winning **writers** per capita than any other state.
- We are the birthplace of America's **music**.
- We have extraordinary **artists**, from fine to folk.
- We have buildings representing some of the finest examples of three centuries of American **architecture**.
- We have a rich **culinary heritage**.
- We are home to some of the most important sites of **The Civil War** and **The Civil Rights movement**.

Civil War Tourism

- Vicksburg National Military Park had 772,977 visitors in FY07, a 44.9% increase from FY06.
- The Sesquicentennial will be marked in 2011.
- Preserve America awarded a grant to Vicksburg, Raymond, and Port Gibson.
- Mississippi Division of Tourism and Mississippi Department of Archives and History are developing a new driving tour of the state.

Civil Rights Tourism

- In the fall of 2006, the Governor established a museum commission.
- Its proposed location was announced in the spring of 2008.
- To ensure accuracy and consistency, civil rights tourism initiatives will be directly linked to the museum.

Certified Cultural Corners Program

- The Certified Cultural Corners program was announced by the Governor in 2008.
- It is designed for community-based cultural and heritage tourism development.
- Five pilot communities were chosen.

Certified Cultural Corners Criteria

- Certified Local Government
- population of 20,000 or less

Certified Cultural Corners Pilot Communities

- Holly Springs
- Philadelphia
- Cleveland
- Woodville
- Ocean Springs

Mississippi's culture and
heritage is unsurpassed!

Be proud of it!

Preserve it, protect it, and
promote it!