

# MISSISSIPPI RUNS DEEP

A Tourism Campaign funded by the Mississippi Legislature through the Mississippi Bicentennial Commission under the auspices of the Mississippi Department of Archives and History

January – June 2018

# EXECUTIVE SUMMARY

- Integrated marketing with digital, TV, radio, outdoor, print, & social media from Godwin
- All marketing outside Mississippi or in Welcome Centers
- Tracking research in cooperation with Tom Van Hying, Tourism Economist/Data Analyst, MDA
- Digital marketing could be tracked through hotel bookings and confirmed travelers
- TV and other media not tracked, but results estimated at more than double reported numbers
- Received Research-in-Action Award from MTA



# CAMPAIGN PERFORMANCE

**DIGITAL**

**57,440,597**

Digital impressions

**TV**

**90,961,305**

Estimated Impressions

**RADIO**

**40,118,727**

Estimated Impressions

**OUTDOOR**

**58,351,310**

Estimated Impressions

**PRINT**

**883,220**

Estimated Impressions

**247,755,159**

**Campaign Total  
Impressions**

Digital results confirmed when viewers booked hotel rooms after seeing ads.  
190,000 million TV & other impressions not trackable, but likely doubled digital results.



# IMPACT ON LOCAL ECONOMIES

Spending on hotels, restaurants, transportation, entertainment and shopping

**90,395**

Visitors



**93,765**

Rooms Booked

**\$54,428,635**

Visitor Spending

**700**

Jobs Sustained



**\$544,286**

Local Tax Revenue

Hotel rooms and rates were confirmed through software tracking.

Visitor spending calculated by State Tourism Economist based on hotel spending.

# IMPACT ON STATE BUDGET

**21:1**

**Ratio of Visitor  
Spending to  
Marketing  
Investment**

**\$1.73**

**TO**

**\$1.00**

**Benefit-to-Cost  
Ratio for the State**

**\$4,393,004**

**Total  
Contributions  
to the State  
of Mississippi**

21:1 ratio means for each dollar in marketing, visitors spent \$21 inside the state. For every tax dollar spent, \$1.73 went back to the state treasury in tax income.