



Foundational Black Alliance

Policy • Legacy • Community

MISSISSIPPI TRAVEL BOYCOTT IMPACT REPORT

Economic Impact of a Black American Travel Boycott of Mississippi

Tourism, Tax Revenue, Employment and Regional Exposure

Prepared as a quantitative research analysis using official Visit Mississippi and Mississippi Department of Revenue data.

Updated October 2026 to reflect the 2025 Tourism Economic Contribution Report.



Table of Contents

Executive Summary 3

1. Mississippi Tourism Baseline 4

2. Black Share of Mississippi Travel 5

3. Modeled Annual Economic Exposure..... 6

4. Boycott Participation Scenarios..... 6

5. How Long Would a Boycott Need to Last? 7

6. Where the Economic Effects Would Appear 8

 6.1 Lodging and overnight travel 8

 6.2 Restaurants, retail and day travel 8

 6.3 Gaming and the Gulf Coast 8

 6.4 State and local tax exposure 8

 6.5 Which months would a boycott affect most?..... 9

7. Geographic Concentration and Community Effects 10

8. Interpretation of the 50% Scenario 10

9. Practical Ways to Participate in a Travel Boycott 10

10. Methodology and Limitations..... 12

11. Conclusion 12

Sources..... 13



Executive Summary

Mississippi tourism is economically significant and unusually measurable. In 2025, the state recorded 45.5 million visitors, \$12.4 billion in visitor spending, \$18.9 billion in total economic impact, 137,728 supported jobs, \$4.8 billion in personal income, and \$1.2 billion in state and local taxes generated by visitor activity.

Black travelers are a material share of Mississippi tourism. The latest race-specific Mississippi visitor profile located for this analysis (Longwoods International, 2023) reports that African-American travelers represented 24% of overnight person-trips and 20% of day person-trips. Because overnight trips account for a larger share of travel spending than day trips, a spending-weighted proxy places the Black share of Mississippi domestic travel spending at approximately 22.5%.

WHY BOYCOTTS MATTER FOR LEGAL JUSTICE

Boycotts are a lawful, nonviolent way for communities to turn everyday consumer choices into leverage for legal and policy change. The Montgomery bus boycott (1955–56) paired sustained economic pressure with the federal lawsuit *Browder v. Gayle*, which ended segregated bus seating. In Mississippi, the Claiborne County boycott of the 1960s led to *NAACP v. Claiborne Hardware Co.* (1982), where the U.S. Supreme Court held that the nonviolent elements of the boycott were protected by the First Amendment. Boycotts are low-cost to join, create a documented economic record that supports litigation and legislative arguments, and keep pressure on decision-makers when other channels stall. This report quantifies the economic stakes of such an action; it is a research analysis, not legal advice.

Measure	Estimated annual amount	Status
2025 Mississippi visitor spending	\$12.4 billion	Official tourism total
Estimated Black share of travel spending	22.5%	Modeled from 2023 overnight/day race shares and spending mix
Estimated Black visitor spending	\$2.79 billion	Modeled
Estimated total economic activity associated with Black travel	\$4.25 billion	Modeled using statewide tourism multiplier
Estimated state/local taxes associated with Black travel	~\$270 million	Modeled using statewide tourism tax ratio; source reports taxes rounded to \$1.2B
Estimated jobs supported by Black travel demand	30,948	Employment exposure; not a forecast of job losses

Bottom line: If Black American travel to Mississippi fell by 50% for a full year and all else remained constant, the model implies roughly **\$1.39 billion** less direct visitor spending, about **\$2.12 billion** less total economic activity, and approximately **\$135 million** less state/local tax revenue. A complete cessation of Black travel would place roughly **\$2.79 billion** in direct annual visitor spending at risk under the same assumptions.



2025 impact at a glance

Measure	Annual Black-linked amount	50% reduction scenario
Direct visitor spending	\$2.79B	\$1.39B
Total economic activity	\$4.25B	\$2.12B
Personal income	\$1.08B	\$0.54B
State/local tax revenue	~\$270M	~\$135M
Jobs supported by affected demand	30,948	15,474

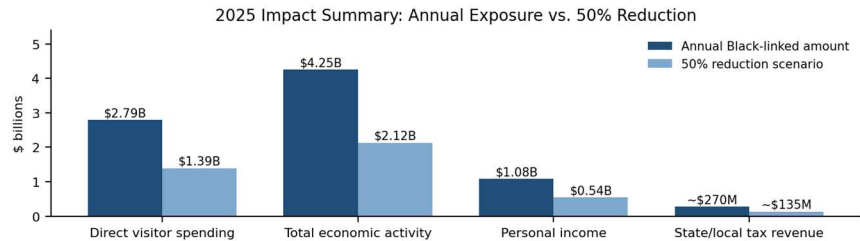


Figure 1. 2025 impact summary: annual exposure vs. a 50% reduction (modeled).

1. Mississippi Tourism Baseline

Visit Mississippi’s 2025 Tourism Economic Contribution Report (prepared by Tourism Economics) reported the following statewide results, shown alongside the 2024 results used in the prior edition of this analysis:

Indicator	2025 result	2024 result (prior edition)
Visitors	45.5 million	44.2 million
Visitor spending	\$12.4 billion	\$11.9 billion
Total economic impact	\$18.9 billion	\$18.1 billion
Jobs supported	137,728	136,094
Personal (labor) income	\$4.8 billion	\$4.6 billion
State + local taxes	\$1.2 billion	\$1.1 billion+
Total government revenue (all levels)	\$2.3 billion	\$2.2 billion

Visitor spending grew 4.4% and visitor volume 3.0% from 2024 to 2025, according to the report. Visitor activity generated \$2.3 billion in total government revenue in 2025, of which state and local taxes accounted for \$1.2 billion. The report estimates that each Mississippi household would need to be taxed an additional \$1,081 to replace the state and local taxes generated by visitors.



Mississippi Travel Boycott Impact Report

What a 50% boycott would add to each household’s tax burden. Using the 2025 figures (\$12.4 billion in visitor spending and \$1.2 billion in state and local taxes), a 50% reduction in Black American travel removes about 11.2% of all visitor spending and, proportionally, about 11.2% of the state and local taxes that visitors generate. The table shows what that would mean for the per-household replacement cost of \$1,081 reported by Visit Mississippi.

Step	2025 figure
Total visitor spending (2025)	\$12.4 billion
Black-linked share (22.47%)	\$2.79 billion
50% boycott: reduction in visitor spending	\$1.39 billion (11.2% of total)
State/local tax revenue lost (11.2% of \$1.2 billion)	~\$135 million
Current per-household cost of replacing visitor-generated taxes	\$1,081
Additional tax needed per household (11.2% of \$1,081)	~\$121
Per-household replacement cost after a 50% boycott	~\$1,202

How this is calculated: the additional amount equals $\$1,081 \times 22.47\% \times 50\%$, so it does not depend on the rounding of the \$1.2 billion tax total. The \$1.2 billion total and \$1,081 figure together imply roughly 1.11 million households, so spreading the ~\$135 million shortfall evenly gives the same result (about \$121). A complete (100%) loss of Black travel would imply about \$243 more per household. These are direct effects only and assume no replacement visitors.

Note: the report’s summary graphic shows visitor spending as “\$14.4B,” which conflicts with the report’s body text and the Governor’s press release (\$12.4B). This analysis uses \$12.4B.

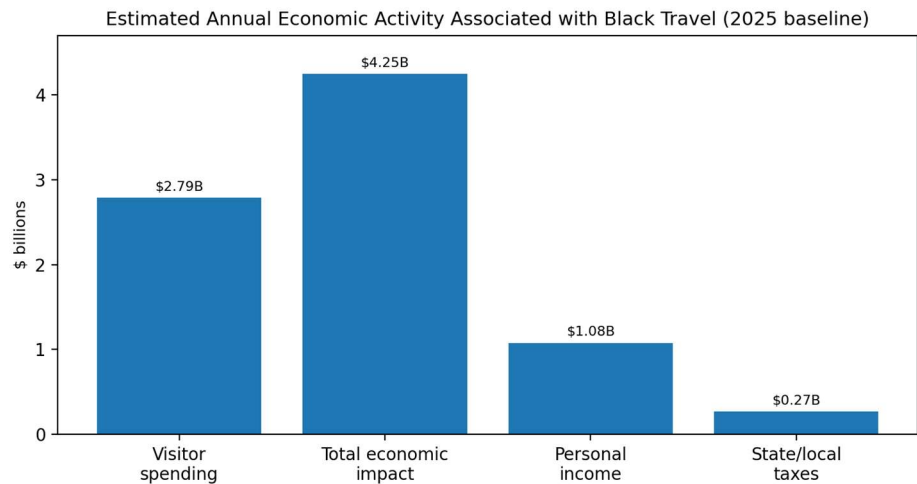


Figure 2. Modeled annual economic activity associated with Black travel, using a 22.5% spending-weighted proxy and 2025 baseline.

2. Black Share of Mississippi Travel

Mississippi does not publish an official table that directly cross-tabulates visitor spending dollars by race. The strongest available race-specific evidence is the Longwoods International Travel USA visitor profile commissioned for Visit Mississippi.

Trip type	Black / African-American	White	Other
Overnight person-trips	24%	73%	7%
Day person-trips	20%	75%	8%



Mississippi Travel Boycott Impact Report

Longwoods also reported 2023 domestic travel spending of \$3.677 billion for overnight trips and \$2.277 billion for day trips. Applying the race shares within each trip type produces an estimated \$882.5 million in Black overnight-trip spending and \$455.4 million in Black day-trip spending inside the Longwoods domestic-spending framework. Together, that is approximately \$1.338 billion, or 22.47% of the \$5.954 billion day-plus-overnight spending base in that study.

$$\text{Spending-weighted Black share} = (24\% \times \$3.677\text{B} + 20\% \times \$2.277\text{B}) \div (\$3.677\text{B} + \$2.277\text{B}) = 22.47\%$$

3. Modeled Annual Economic Exposure

Applying the 22.47% proxy to Mississippi's 2025 tourism totals gives the following baseline estimate. The calculation assumes that Black travelers' average spending within day and overnight trip categories is broadly similar to the category average. It is therefore best read as an exposure estimate, not a precise accounting result. The prior edition's 2024-baseline results are shown for comparison.

Economic measure	2025 statewide tourism	Est. Black-linked share (2025)	Prior edition (2024 baseline)
Visitor spending	\$12.4B	\$2.79B	\$2.67B
Total economic impact	\$18.9B	\$4.25B	\$4.07B
Personal income	\$4.8B	\$1.08B	\$1.03B
State + local taxes	\$1.2B	~\$0.27B	\$0.258B
Jobs supported	137,728	30,948	30,581

A note on the baseline: the 22.47% share is derived from Longwoods' domestic day-plus-overnight spending base and then applied to the larger statewide total. Section 10 explains why this is an assumption and how it could affect the estimate.

4. Boycott Participation Scenarios

The table below models a one-year reduction in Black American travel to Mississippi at five participation levels. It assumes the reduction is broad across day and overnight travel and that other traveler groups do not replace the lost demand. "Jobs exposed" means jobs supported by the corresponding amount of visitor demand; it is not a forecast that all of those jobs would disappear.

Reduction in Black travel	Direct visitor spending reduction	Total economic activity reduction	State/local tax reduction	Jobs supported by affected demand
10%	\$0.28B	\$0.42B	~\$27M	3,095
25%	\$0.70B	\$1.06B	~\$67M	7,737
50%	\$1.39B	\$2.12B	~\$135M	15,474
75%	\$2.09B	\$3.19B	~\$202M	23,211
100%	\$2.79B	\$4.25B	~\$270M	30,948

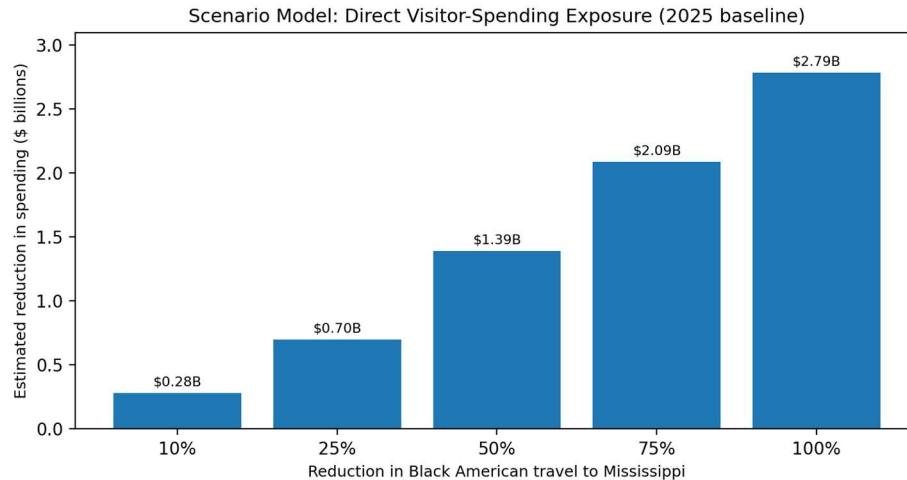


Figure 3. Estimated direct visitor-spending reduction under alternative participation scenarios (2025 baseline).

5. How Long Would a Boycott Need to Last?

Duration matters because tourism data are seasonal and month-to-month results naturally fluctuate. A very short action can attract attention without producing an economic change large enough to separate from normal variation. Under the report’s 50% participation scenario, the annual exposure is approximately \$1.39 billion in direct visitor spending and \$135 million in state/local tax revenue. The table below converts that annual scenario into simple time-based equivalents. These figures are illustrative averages, not forecasts; actual effects would depend on participation, season, destination mix, and replacement travel.

Duration	Direct spending reduction	Total economic activity reduction	State/local tax reduction	Interpretation
30 days	~\$115 million	~\$175 million	~\$11.1 million	Noticeable if highly concentrated; otherwise may resemble ordinary monthly volatility.
90 days	~\$344 million	~\$524 million	~\$33.2 million	Minimum duration likely to produce a clearer quarter-over-quarter signal if participation is broad.
6 months	~\$697 million	~\$1.06 billion	~\$67.4 million	Meaningful statewide pressure: spans multiple travel cycles and is harder to dismiss as a short-term fluctuation.
12 months	~\$1.39 billion	~\$2.12 billion	~\$135 million	Strongest annual signal under the model; affects a full tourism year and annual tax/economic reporting.

Practical interpretation: for a boycott intended to create a measurable statewide economic signal, roughly 90 days should be viewed as a minimum analytical window, while six months would be substantially more meaningful. A full 12 months would provide the clearest comparison because it spans an entire tourism cycle. A shorter boycott could still have an outsized effect if it overlaps a major travel period, convention season, or high-volume Gulf Coast gaming/tourism period.



6. Where the Economic Effects Would Appear

6.1 Lodging and overnight travel

Overnight travel is the most economically intensive part of Mississippi's domestic travel market. In the 2023 Longwoods study, overnight trips represented 41% of person-trips but 62% of domestic trip expenditures. Overnight spending totaled \$3.677 billion, including \$1.304 billion for lodging, \$817 million for restaurant food and beverage, \$732 million for recreation/entertainment, \$438 million for retail purchases, and \$387 million for transportation at the destination.

6.2 Restaurants, retail and day travel

Day trips represented 59% of 2023 domestic person-trips and \$2.277 billion in spending in the Longwoods framework. The largest categories were restaurant food and beverage (\$676 million), retail purchases (\$592 million), recreation/entertainment (\$510 million), and transportation at the destination (\$499 million). A travel contraction would therefore extend beyond hotels into restaurants, retailers, attractions, fuel/transportation providers and local sales-tax collections.

6.3 Gaming and the Gulf Coast

Mississippi gaming is a separate but closely connected tourism channel. State law imposes a graduated state gaming tax of up to 8% of gross gaming revenue, while numerous casino jurisdictions are authorized to impose additional local gaming fees of up to 3.2% of gross revenue. Mississippi Department of Revenue statistics show that gaming taxes are transferred to the state General Fund, municipalities, counties and highway-related funds. Race-specific casino-spending data were not located, so this report does not assign a Black-dollar amount to casino gaming.

6.4 State and local tax exposure

Tourism is fiscally important because visitor dollars generate revenue at several levels simultaneously. In 2025, Visit Mississippi's report attributed \$2.3 billion in total government revenue to visitor activity, including \$1.2 billion in state and local taxes. The statewide report estimated that each Mississippi household would need to be taxed an additional \$1,081 to replace the state and local taxes generated by visitors if those revenues did not exist. Because the report presents the state and local total rounded to \$1.2 billion, the tax figures in this analysis are approximate: a 22.47% share of a total between \$1.15 billion and \$1.25 billion would fall between roughly \$258 million and \$281 million.



6.5 Which months would a boycott affect most?

No government or industry source publishes Black-traveler spending by month, so the timing analysis below uses the best monthly indicator available: Mississippi Gaming Commission adjusted gross gaming revenue for 2025, which tracks visitor-driven spending in the Gulf Coast, central and northern casino markets. It is a proxy, not a measure of Black travel specifically, and gaming is only one part of the visitor economy.

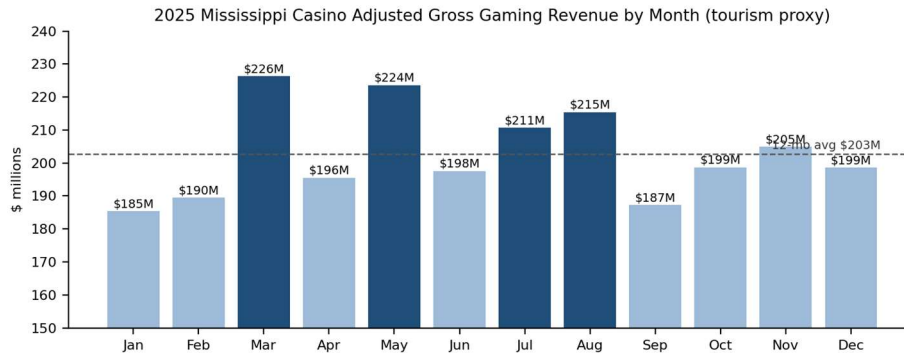


Figure 4. 2025 monthly casino revenue as a tourism-timing proxy (highest four months shaded dark).

On this measure the strongest months in 2025 were **March (\$226 million), May (\$224 million), August (\$215 million) and July (\$211 million)**. The weakest were **January (\$185 million) and September (\$187 million)**, roughly 9% and 8% below the monthly average of about \$203 million. March was lifted by Mardi Gras, which fell on March 4 in 2025 rather than February 13 as in 2024, so its timing shifts revenue between February and March from year to year.

Months likely to matter most:

- **March through May (spring):** the strongest stretch for gaming (March and May) and the core of the festival and Mardi Gras season. At 50% participation, a boycott covering these three months would reach about \$370 million in direct spending, compared with about \$351 million for an average 92-day period.
- **July and August (summer):** school-break family travel, family reunions and Gulf Coast leisure; gaming revenue in these months trails only March and May.
- **Thanksgiving through New Year's Day (holidays):** gaming is near average in November and December, but holiday travel is dominated by visiting friends and relatives, the travel pattern most directly shaped by household decisions (see Section 9). No Mississippi dataset quantifies this by race, so treat it as an informed inference rather than a measured result.
- **January and September (weakest):** a boycott concentrated in these months would have the smallest dollar effect per day.

How much does timing matter? Seasonality in the gaming data is moderate: the strongest month ran about 22% above the weakest. Applying that index to the average 30-day figure at 50% participation (about \$115 million, Section 5), a 30-day boycott in March would reach roughly \$128 million, compared with roughly \$105 million in January. Duration and participation therefore matter more than the start month, but beginning in late winter so that the March–May peak is covered is the strongest timing the data supports. For scale, visitors spent an average of about \$34 million per day in 2025 (\$12.4 billion ÷ 365), roughly \$7.6 million of it Black-linked under the model. The December gaming figure comes from a news report citing the Gaming Commission.



7. Geographic Concentration and Community Effects

The impact of a travel contraction would not be uniform across Mississippi. Tourism-heavy areas – particularly the Gulf Coast casino/hospitality corridor, Jackson, Natchez, Vicksburg, Tunica/Delta destinations, Oxford, Tupelo, Hattiesburg and civil-rights/music heritage destinations – would generally be more exposed than communities with limited visitor economies. The effect would be strongest where lodging, gaming, restaurants, attractions and local tourism taxes are concentrated in the same market.

Because the statewide tax model includes both direct and indirect/induced effects, a sustained reduction in visitor demand would also reach suppliers, workers and household spending beyond the businesses where visitors initially spend money. That is the mechanism by which a \$1 decline in visitor spending can correspond to more than \$1 in total economic activity.

8. Interpretation of the 50% Scenario

50% REDUCTION SCENARIO

- Approximately **\$1.39 billion** less direct visitor spending
- Approximately **\$2.12 billion** less total economic activity
- Approximately **\$135 million** less state and local tax revenue
- Visitor demand supporting roughly **15,474 jobs** would be affected
- Approximately **\$0.54 billion** in personal income is associated with the affected share of demand

These figures should not be interpreted as guaranteed losses. Businesses can discount prices, seek replacement visitors, reduce costs, alter staffing, or draw demand from other groups. The model is designed to quantify the scale of economic exposure if the travel reduction is not offset.

9. Practical Ways to Participate in a Travel Boycott

The examples below show how individuals, families and organizations could take part if a travel boycott were pursued. Each one shifts discretionary spending that would otherwise occur in Mississippi to another state, and each is an individual or organizational choice rather than a directive.

#	Practical action	Spending shifted away from Mississippi
1	Swap holiday hosting. Mississippi families travel to relatives in other states for Thanksgiving, Christmas and New Year's instead of hosting out-of-state family in Mississippi.	Lodging, groceries, dining, fuel and shopping by visiting relatives
2	Move family reunions. Hold annual reunions and church homecomings in a central location in a neighboring state.	Lodging blocks, venues, catering and group meals
3	Choose out-of-state venues for weddings and milestones. Weddings, graduations and anniversaries (check deposits and cancellation terms first).	Venues, catering, lodging and local vendors



Mississippi Travel Boycott Impact Report

#	Practical action	Spending shifted away from Mississippi
4	Relocate meetings and conventions. Fraternities, sororities, professional associations, unions and church bodies move conferences and retreats out of state.	Conference lodging, meeting space and group dining
5	Vacation elsewhere. Choose other Gulf Coast and resort destinations instead of the Mississippi Gulf Coast and casino resorts.	Lodging, gaming, dining and attractions
6	Make pass-through trips. On road trips that cross Mississippi, fuel up and eat before entering the state and avoid overnight stays.	Fuel, quick-service dining and hotel nights
7	Redirect youth and school travel. Hold tournaments, band, cheer and dance competitions, field trips and youth retreats outside the state.	Team lodging, meals and entry fees
8	Attend festivals and concerts in other states. Substitute comparable events elsewhere.	Tickets, lodging, dining and merchandise
9	Take heritage and civil-rights tours elsewhere. School, church and community groups visit comparable sites in neighboring states.	Tour fees, lodging, meals and admissions
10	Handle college and alumni travel deliberately. For HBCU homecomings and alumni events, decide in advance whether to make an exception or give directly to the institution instead.	Event travel spending, with giving as an alternative
11	Narrow unavoidable spending. If a trip to Mississippi cannot be avoided, shorten it and spend only with Black-owned lodging, restaurants and shops.	Reduces net spending while sustaining Black-owned businesses
12	Document and communicate. Keep a log of canceled bookings and rerouted trips, and send a short note to hotels, tourism bureaus and elected officials explaining why.	Builds the evidence record for negotiation and legal advocacy

Good practice: honor existing contracts and refund terms, keep participation voluntary and respectful, offer positive alternatives rather than pressure, and decide up front how exceptions (such as HBCUs and Black-owned businesses) will be handled. Organizers planning coordinated campaigns should consult an attorney. This report is a research analysis, not legal advice.



10. Methodology and Limitations

- **Race-specific spending is estimated, not directly reported.** Mississippi publishes visitor race shares and tourism spending separately. This report combines those datasets through a spending-weighted proxy.
- **Race data and economic baseline come from different years.** The latest race breakdown located is for 2023 (Longwoods International). The economic baseline is 2025, from the latest Visit Mississippi Tourism Economic Contribution Report (released September 2026). Applying 2023 visitor shares to 2025 spending assumes the racial mix of visitors has not changed materially.
- **A domestic-survey share is applied to a total-visitor baseline.** The Longwoods 2023 domestic spending base (\$5.954 billion) is roughly half of the \$11.5 billion in total visitor spending Visit Mississippi reported for 2023. The 22.47% share is applied to the larger statewide total, which may include spending outside the Longwoods day-plus-overnight framework (for example, international visitors and seasonal second homes). If Black travelers are over- or under-represented in that spending, the estimate would shift.
- **Tax figures are approximate.** The 2025 report states state and local taxes only as a rounded \$1.2 billion, so modeled tax amounts carry a range of roughly $\pm$ \$11 million at the 100% level.
- **The 22.47% proxy assumes similar spending within trip type.** If Black overnight or day travelers spend systematically more or less than the corresponding average traveler, the estimate would change.
- **Economic multipliers are approximate.** The \$18.9B total impact includes indirect and induced effects modeled by Tourism Economics; actual responses to a boycott could be nonlinear.
- **Employment figures represent supported-demand exposure.** They should not be described as predicted layoffs.
- **No substitution is assumed in the headline scenarios.** Replacement travel by other demographic groups would reduce the net effect; spillover reductions in conventions, events, or reputation could increase it.
- **Gaming is not race-allocated.** No reliable Mississippi source was found that breaks casino gross gaming revenue down by visitor race.

11. Conclusion

Black American travel represents a meaningful share of Mississippi's tourism economy. On the available data, the best spending-weighted proxy is approximately 22.5% of domestic travel spending. Applied to the 2025 statewide tourism economy, that corresponds to roughly \$2.79 billion in direct visitor spending, \$4.25 billion in total economic activity, about \$270 million in state/local tax revenue, and visitor demand supporting roughly 30,948 jobs.

A large, sustained reduction in Black travel would therefore be economically visible, especially in lodging, food and beverage, recreation/entertainment, retail, gaming-adjacent tourism markets and the local tax bases of destination communities. The magnitude would depend primarily on participation, duration, the share of affected travel that is overnight rather than day travel, and the extent to which Mississippi could replace the lost demand with other visitors.



Sources

1. Visit Mississippi / Tourism Economics, 2025 Tourism Economic Contribution Report: 45.5M visitors, \$12.4B visitor spending, \$18.9B total impact, 137,728 jobs, \$4.8B personal income, \$1.2B state and local taxes, \$1,081 per household. [Source](#)
2. Office of Governor Tate Reeves, “Mississippi Welcomes Record 45.5 Million Visitors In 2025,” September 24, 2026. [Source](#)
3. Visit Mississippi, “Mississippi Welcomed 44.2 Million Visitors in 2024” (prior-year comparison: \$11.9B visitor spending, \$18.1B total impact, 136,094 jobs, \$4.6B labor income). [Source](#)
4. Office of Governor Tate Reeves, “Mississippi Welcomes Record 43.7 Million Visitors in 2023” (\$11.5B total 2023 visitor spending). [Source](#)
5. Longwoods International / Visit Mississippi, Travel USA Visitor Profile 2023. Race shares: 24% African-American among overnight person-trips and 20% among day person-trips; trip spending totals and sector mix. [Source](#)
6. Mississippi Department of Revenue, Gaming – tax rates and local gaming fee authority. [Source](#)
7. Mississippi Department of Revenue, Gaming Statistics. [Source](#)
8. Mississippi Gaming Commission, Monthly Casino Adjusted Gross Gaming Revenue, 2025 (January–November monthly figures). [Source](#)
9. Action Network, “Mississippi Casino Revenue Experiences Dip in December” (December 2025 figure, citing the Mississippi Gaming Commission). [Source](#)
10. CDC Gaming Reports, “Mississippi casino revenue down 8.3% year-over-year in February” (Mardi Gras timing, March 4, 2025 vs. February 13, 2024). [Source](#)
11. *NAACP v. Claiborne Hardware Co.*, 458 U.S. 886 (1982); *Browder v. Gayle*, 352 U.S. 903 (1956) (affirming 142 F. Supp. 707 (M.D. Ala. 1956)).