Tunica County has now created a diversified economy that lives up to its reputation for being one of America's great economic success stories. New developments, new recreational facilities and new transportation are keeping Tunica County on the move and at the top.

### Interstate Highways

- Tunica is only minutes away from I-55, I-40 and the new I-69 (scheduled to open in 2006) that will provide interstate access to the resorts of Tunica, making it one of the most accessible travel destinations in the U.S.

- Approximately $13 million was spent from 1992-2005 to upgrade Tunica's four-lane roads and highways, building them to resort standards.

### Recreational Facilities

- The Tunica RiverPark allows visitors to better see and understand the Mississippi River with a museum and interpretive center, observation deck and nature trails.

- The 400-passenger Tunica Queen riverboat provides visitors a chance to experience the Mighty Mississippi up close on a relaxing river cruise.

- The 48,000-square-foot Tunica Arena & Expo Center is designed to accommodate a wide variety of events including sporting events and trade shows.

### Metro Mega Site

- The 2,221-acre flexible and certified Metro Mega Site is ready to provide fast-track approval and operations for a major industrial or distribution company.

### Tunica Airport

- Scheduled round-trip Pan Am air service from Atlanta to Tunica is now a reality, and a major expansion at Tunica Airport now enables Tunica to grow our transportation offerings.

### Metro Mega Site

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- The 48,000-square-foot Tunica Arena & Expo Center is designed to accommodate a wide variety of events including sporting events and trade shows.

### New the Tunica Miracle Began

In 1990, the Mississippi Legislature legalized gaming as a way to create badly needed jobs and bring new industry to the river and coastal areas. Tunica’s civic and business leaders adopted gaming as part of an economic development strategy and the “Tunica Miracle” began. In 1992, Splash casino landed in Tunica, creating jobs and world class casino resorts almost overnight. More than $3 billion has since been invested in Tunica and more than 16,000 new jobs have been created. Subsequently, Tunica County’s budget grew from $3.5 million in 1992 to $61.8 million in 2005.

### Tunica County: The Miracle Continues

- Approximately $13 million was spent from 1992-2005 to upgrade Tunica's four-lane roads and highways, building them to resort standards.

- The 400-passenger Tunica Queen riverboat provides visitors a chance to experience the Mighty Mississippi up close on a relaxing river cruise.

- The 48,000-square-foot Tunica Arena & Expo Center is designed to accommodate a wide variety of events including sporting events and trade shows.

### Purpose of Trip

- 66% To Gamble
- 25% To “Get Away”
- 9% To Visit Friends & Relatives

### Added Activities

- 31% Casino Factory Shoppes
- 18% Memphis
- 13% Tunica RiverPark
- 13% Downtown Tunica

### Visitor Profile

- Average Age: 58
- 77% Age 50+
- 49% Female
- 51% Male

### Financial

- Average Annual Income: $61,800
- Average Spend Per Trip: $918
- Nights Stayed in Tunica: 2.6

### Visitor Satisfaction

- 88% Very Satisfied
- 11% Somewhat Satisfied
- 1% Dissatisfied

### Purpose of Trip

- 66% To Gamble
- 25% To “Get Away”
- 9% To Visit Friends & Relatives

### Added Activities

- 31% Casino Factory Shoppes
- 18% Memphis
- 13% Tunica RiverPark
- 13% Downtown Tunica

Source: TNS/Tunica Visitor Study

Tourism Marketing Partners provided support for this report.
140 show days each year bringing
The Tunica Arena holds more than
Exposition Center
Tunica Arena &
Scheduled air
completed a runway expansion
Tunica Airport which recently
have been welcomed at the
Tunica Airport
Mississippi River cruises.
The Tunica Queen riverboat, offering
and accolades. Docked there is the
Tunica RiverPark has welcomed
Tunica RiverPark
Outstanding Facility Award.
championship golf course hosted
The Mark McCumber-designed
resort standards