

THE TUNICA

MISSISSIPPI MIRACLE



Gaming

Interstate 69

Tunica Metro Mega Site

Tunica Airport

Tunica RiverPark

Championship Golf

Tunica County: The Miracle Continues

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 providing interstate access to the resorts of Tunica, making it one of the most accessible travel destinations in the U.S.



- Approximately \$53.4 million was spent from 1992-2007 to upgrade Tunica's four-lane roads and highways, building them to resort standards.



Tunica Airport

- Major expansions at Tunica Airport including a runway extension to 8,500 feet, a passenger terminal and construction of a 20,000-square-foot airport hangar now enable Tunica to grow our transportation offerings.



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.

In addition:

- 268 acres surrounding Tunica National Golf & Tennis Club have been sold for a Planned Unit Development and will soon consist of retail, commercial and residential properties.

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 equine and trade shows.

How 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 costal 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 \$48.8 million in 2007.

2007 TOURISM UPDATES



Tunica RiverPark

The Tunica RiverPark has welcomed more than 200,000 visitors in three years and received many awards and accolades. Docked there is the Tunica Queen riverboat, offering Mississippi River cruises.



Tunica National Golf & Tennis Club

The Mark McCumber-designed championship golf course hosted more than 30,000 rounds of golf in 2007; the Club's indoor tennis courts were awarded the USTA's Outstanding Facility Award.



Tunica Airport

More than 50,000 commercial, charter and private passengers were welcomed in 2007 at the Tunica Airport which recently completed a runway expansion to 8,500 feet.

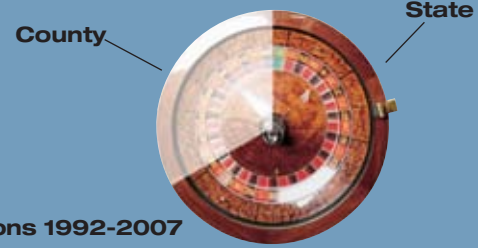


Tunica Arena & Exposition Center

The Tunica Arena holds more than 152 show days each year bringing approximately 23,000 event attendees to Tunica annually.

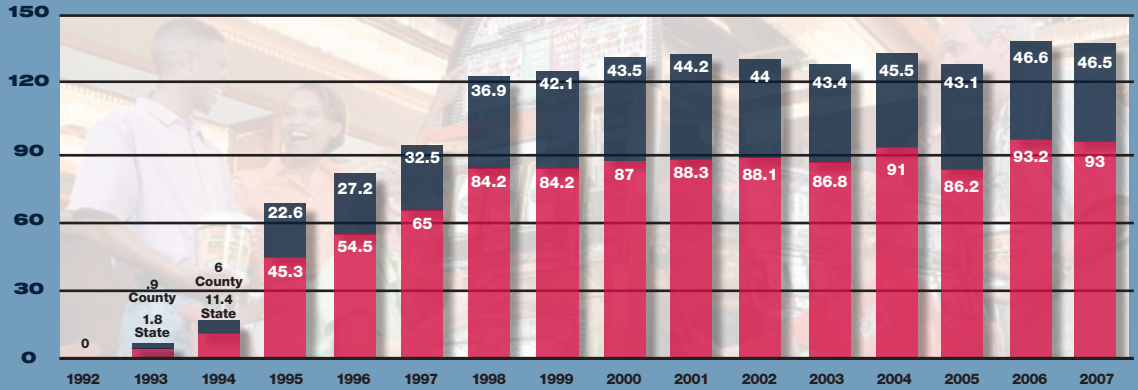
Tunica County Economic Development

Gaming Revenue Tax Distribution
12% tax = 4% Local + 8% State



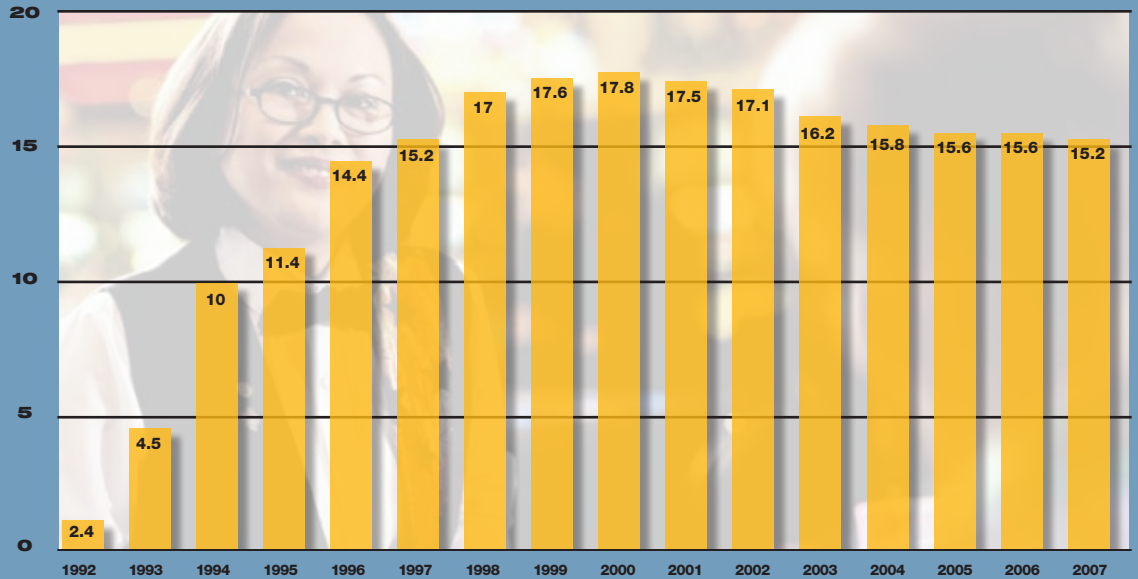
COUNTY/STATE GAMING REVENUE GROWTH in Millions 1992-2007

Source: Tunica County Administrator's Office



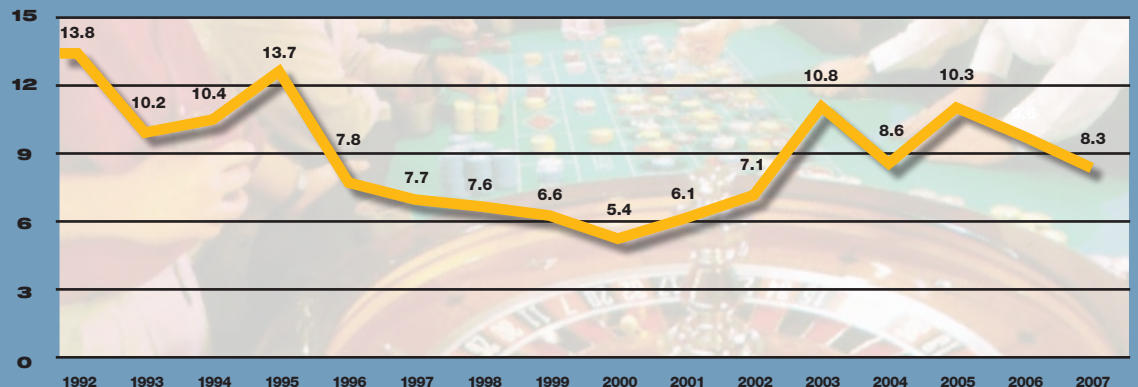
TUNICA COUNTY JOB GROWTH in Thousands 1992-2007

Source: Mississippi Employment Security Commission



TUNICA COUNTY UNEMPLOYMENT ANNUAL AVERAGES in Percentages 1992-2007

Source: Mississippi Employment Security Commission



Quality of Life Indicators

TUNICA COUNTY INVESTMENT OF GAMING REVENUE in Millions 1992-2007

\$56.7	Education: new schools, increased teacher salaries and per-pupil program support
\$53.4	More than 30 miles of four-lane roads built to resort standards
\$31.6	Water, sewer and drainage improvements
\$29	Tunica Arena & Exposition Center
\$26.5	Tunica RiverPark Museum, Landing & Nature Trail
\$22.3	Airport expansion
\$14	Tunica National Golf & Tennis Club
\$13.2	Law enforcement and fire protection: improvements to facilities and equipment
\$11.5	Housing rehabilitation and support services for elderly and disabled
\$8.3	Youth and family recreation: new facilities, programs and additional construction
\$2	Tunica Museum
\$1.6	Tunica Lake restoration
\$1.5	Library expansion

Source: Tunica County Administrator's Office

TUNICA COUNTY NEW CONSTRUCTION PROJECTS in 2007

Commercial Construction Permits 51

Total Commercial Cost \$11,633,401

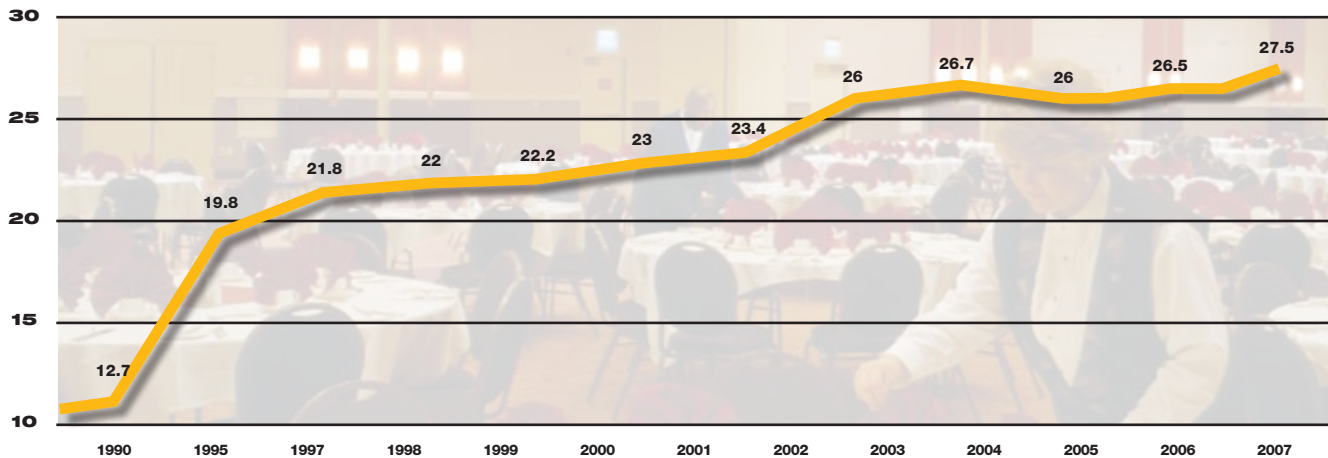
Residential Construction Permits 35

Total Residential Cost \$3,862,575

Source: Tunica Planning Commission

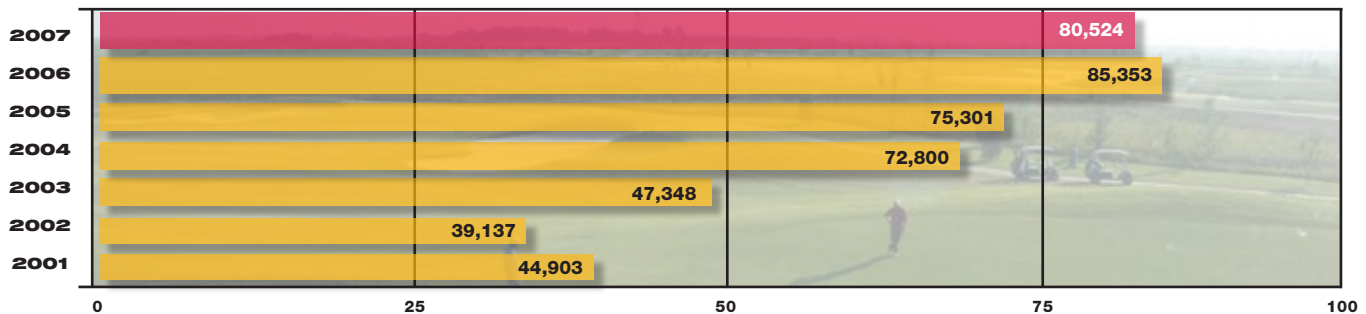
TUNICA COUNTY ANNUAL AVERAGE WAGE in Thousands 1990-2006

Source: Mississippi Employment Security Commission



TUNICA COUNTY GOLFING ROUNDS PLAYED in Thousands 2001-2007

Source: Cottonwoods at Grand Casino, River Bend Links at Casino Strip Resorts, and Tunica National Golf & Tennis Club.*

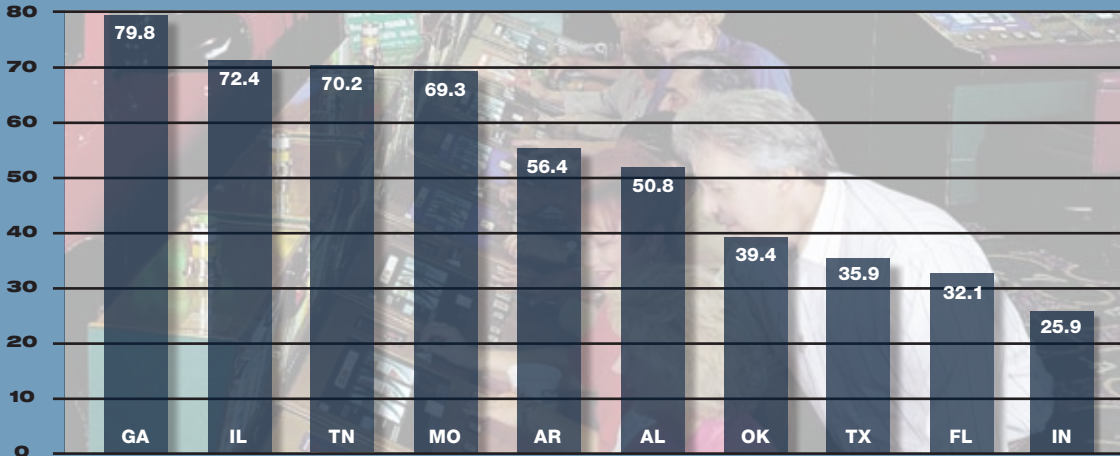


*Tunica National opened for play in 2004.

Tourism Indicators

TOP 10 STATES FOR CVB VISITOR INQUIRIES in Thousands 1998-2007

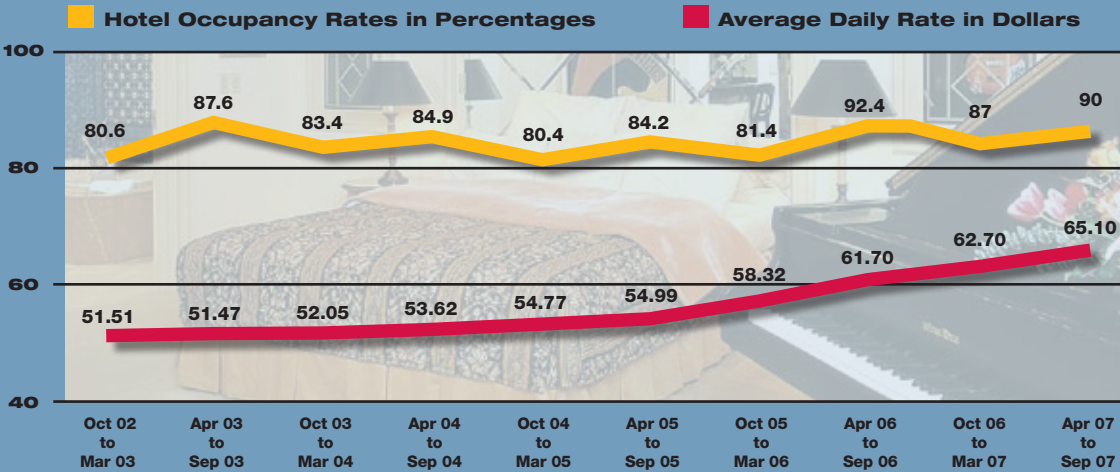
Source: Tunica Convention & Visitors Bureau



HOTEL OCCUPANCY RATES & AVERAGE DAILY RATE 2002-2007

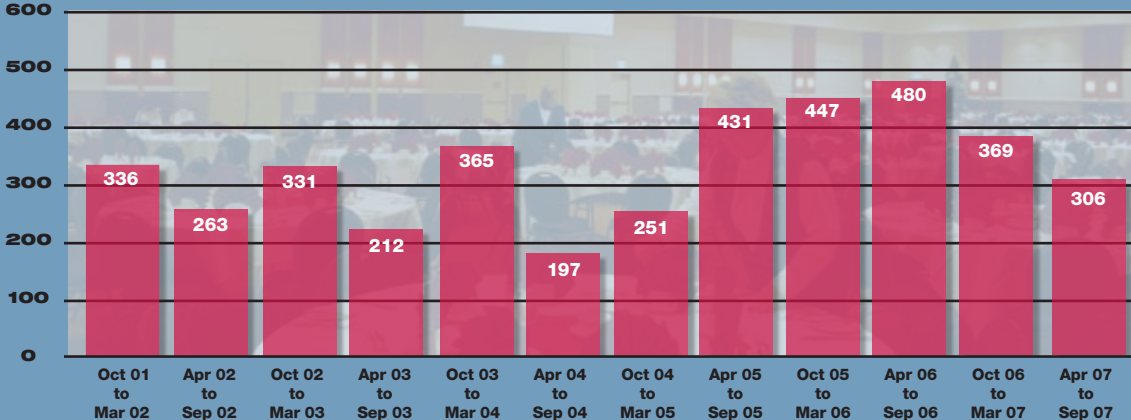
Source: Tunica Convention & Visitors Bureau

Total Available Rooms Estimated: 6,300



MEETINGS & CONVENTIONS SEASONAL STATISTICS in Hundreds 2001-2007

Source: Tunica Convention & Visitors Bureau



REGISTERED VISITORS AT THE TUNICA VISITORS CENTER

Source: Tunica Convention & Visitors Bureau

January through December

2002	58,925
2003	59,335
2004	60,025
2005	54,631
2006	56,044
2007	48,324

TUNICA GAMING STATISTICS

Source: Mississippi Gaming Commission

As of December 31, 2007

Casino Resorts	9
Employees	12,493
Gaming Square Footage	530,119
Other Square Footage	3,082,879
Slot Games	14,896
Table Games	530



MOTORCOACH ARRIVALS

Source: Tunica Convention & Visitors Bureau

July 2006 through June 2007

Total Motorcoach Arrivals	9,363*
Total Passengers	337,405*

*Totals based on seven of the nine casino properties.

Tunica Visitor Profile

Estimated Annual Visitors: 10+ Million

Visitor

Average Age 54
64% Age 50+
65% Female
35% Male

Financial

\$58,700 Average Annual Income
\$484 Average Spent Per Trip
2.6 Nights Stayed in Tunica

Visitor Satisfaction

91%	5%	2%
Very Satisfied	Somewhat Satisfied	Dissatisfied

Purpose of Trip

63% To Gamble
15% To "Get Away"
6% To Visit Friends & Relatives

Added Activities

31% Casino Factory Shoppes
17% Memphis
14% Tunica RiverPark
6% Tunica Queen



Source: TNS/Tunica Visitor Study



TUNICA COUNTY

P.O. Box 639 • Tunica, MS 38676
(662) 363-1465

www.TunicaCounty.com

CONVENTION & VISITORS BUREAU

P.O. Box 2739 • Tunica, MS 38676
(662) 363-3800

www.TunicaMiss.com

CHAMBER OF COMMERCE

P.O. Box 1888 • Tunica, MS 38676
(662) 363-2865

www.TunicaChamber.com

Tourism Marketing Partners provided support for this report.

Developed, designed and produced by



©2008. All rights reserved. Contents of this publication cannot be reproduced without the written consent of the publisher. The Tunica Convention & Visitors Bureau has made every effort to ensure the accuracy of information published in this document. However, information is subject to change without notice.