

Welcome

Visit Mississippi Gulf Coast State of the Tourism Industry Meeting

STAY AWHILE. YOU'LL GET IT.

VISIT MISSISSIPPI
GULF COAST 





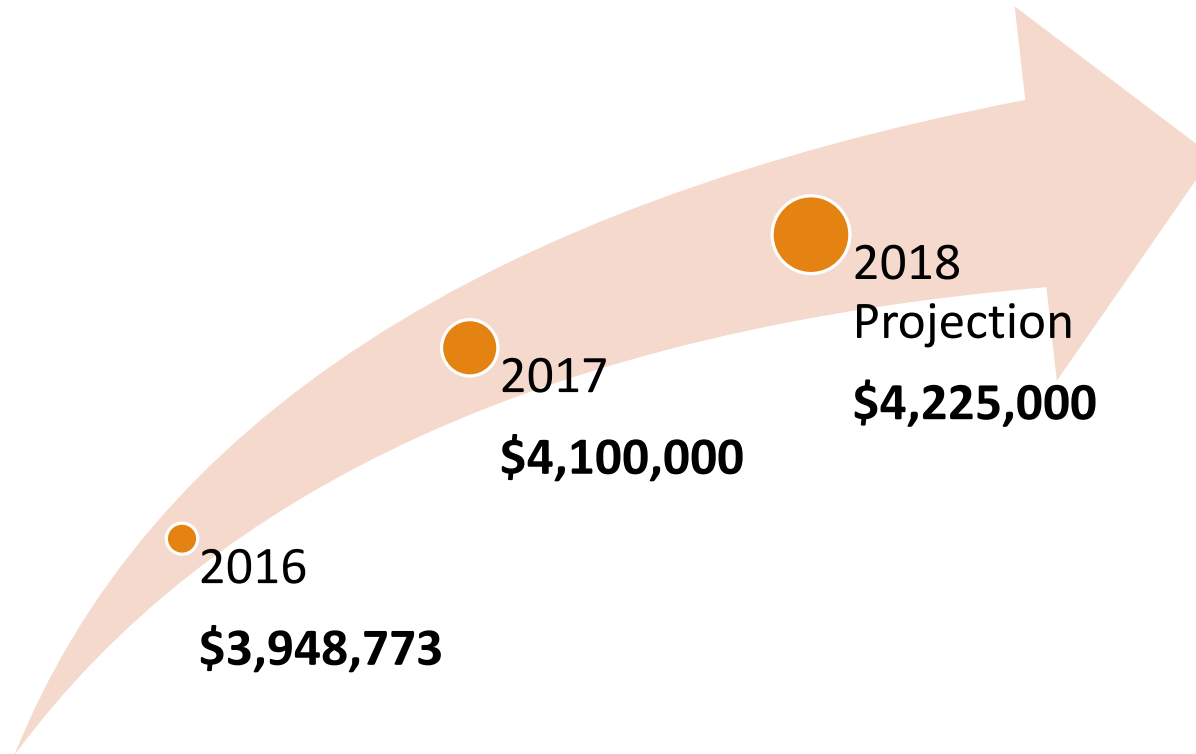
**Bill Holmes, President
Visit Mississippi Gulf Coast**



**Service, Leadership, and Contributions
of
Duncan M. McKenzie**

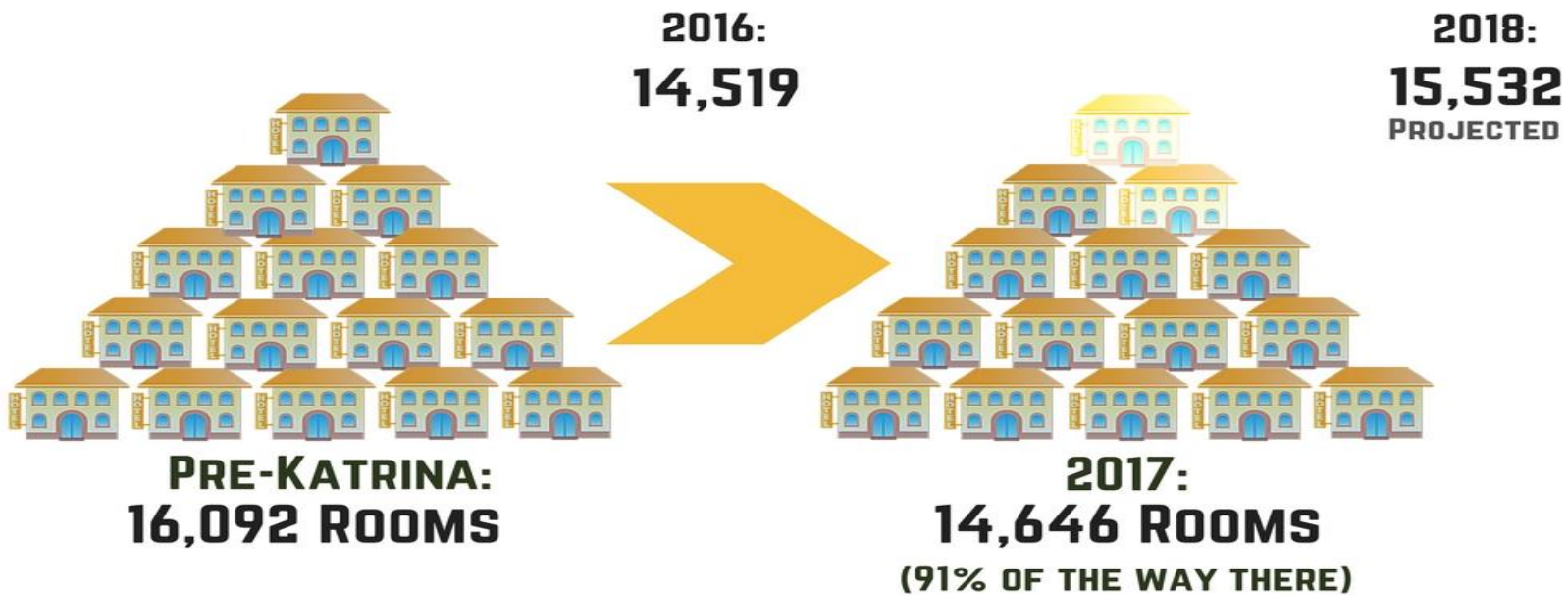


2016-2017 Summary of Results

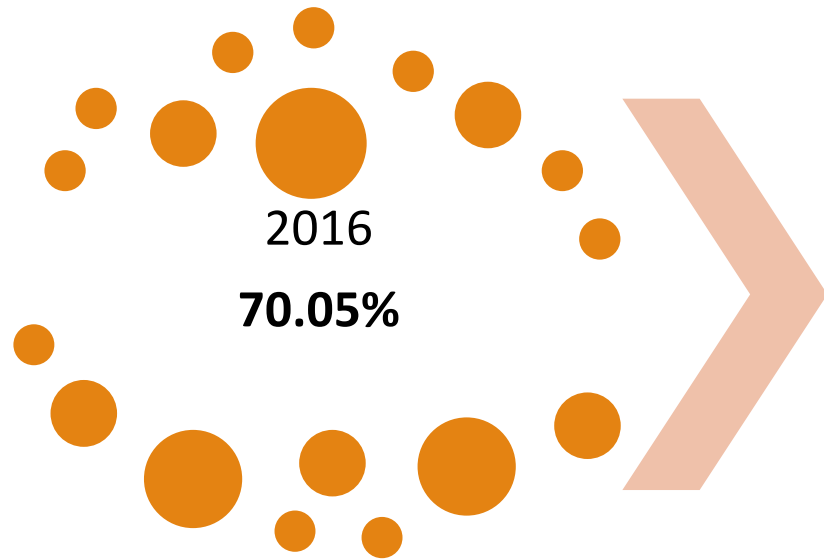


OCCUPANCY TAX COLLECTIONS

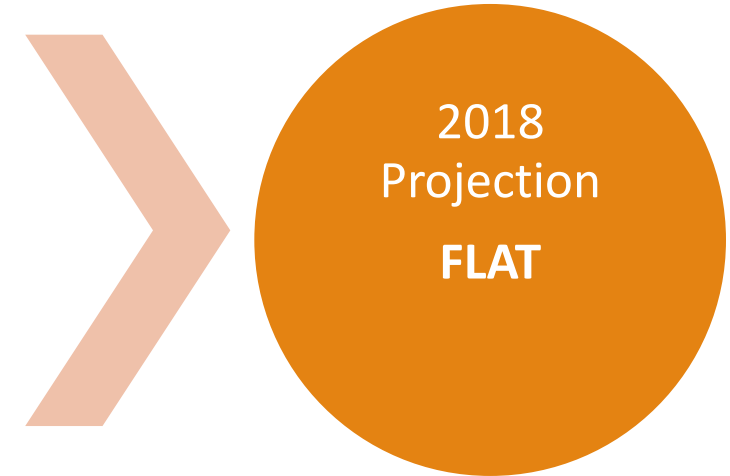
**MDA & MS Bureau of Revenue*



ROOM INVENTORY



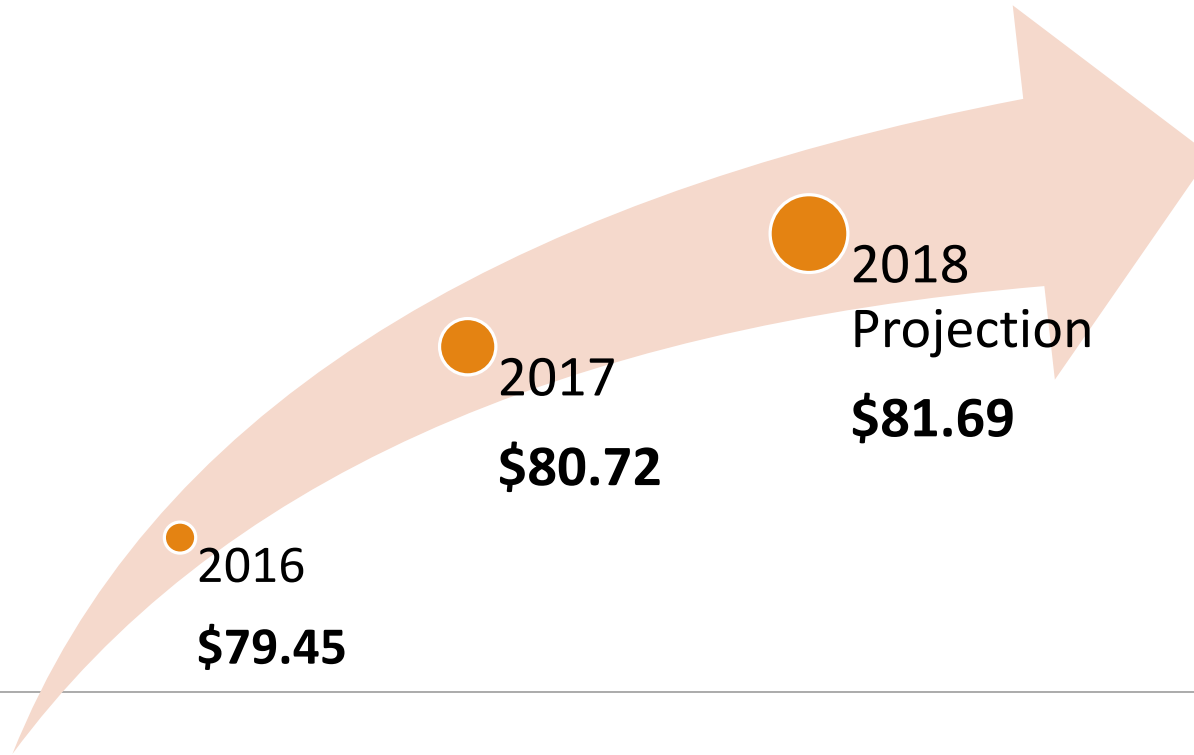
2017
71.43%



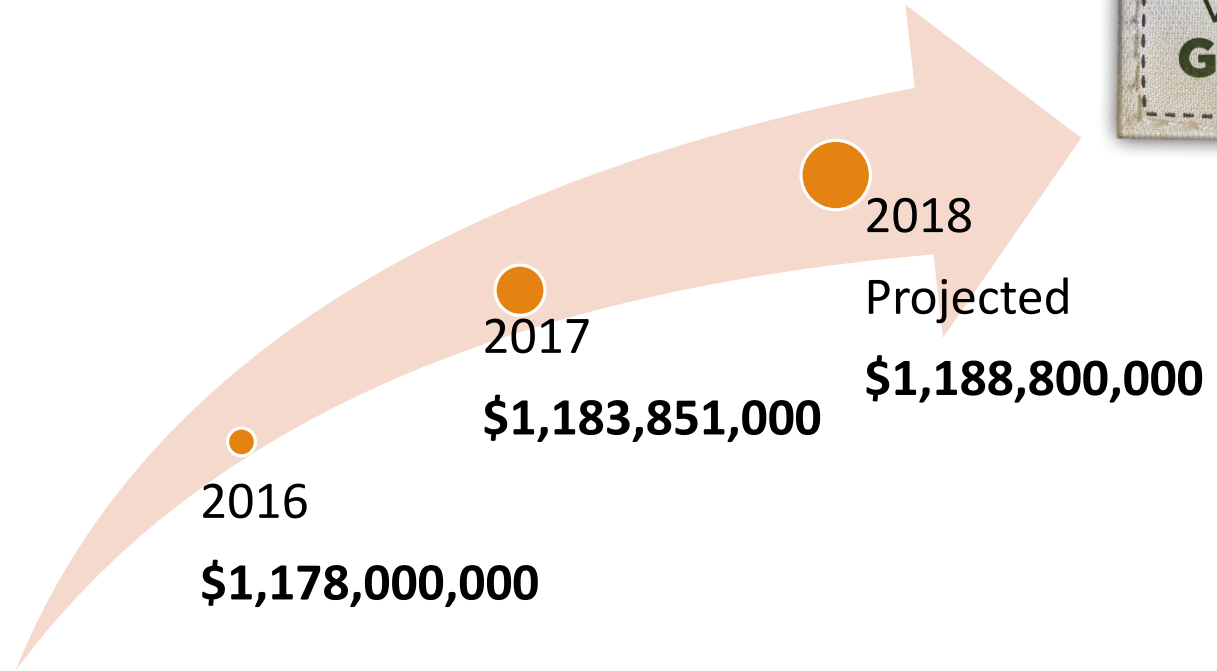
OCCUPANCY RATE

**STR Inc. & MS Gaming Commission*

ADR

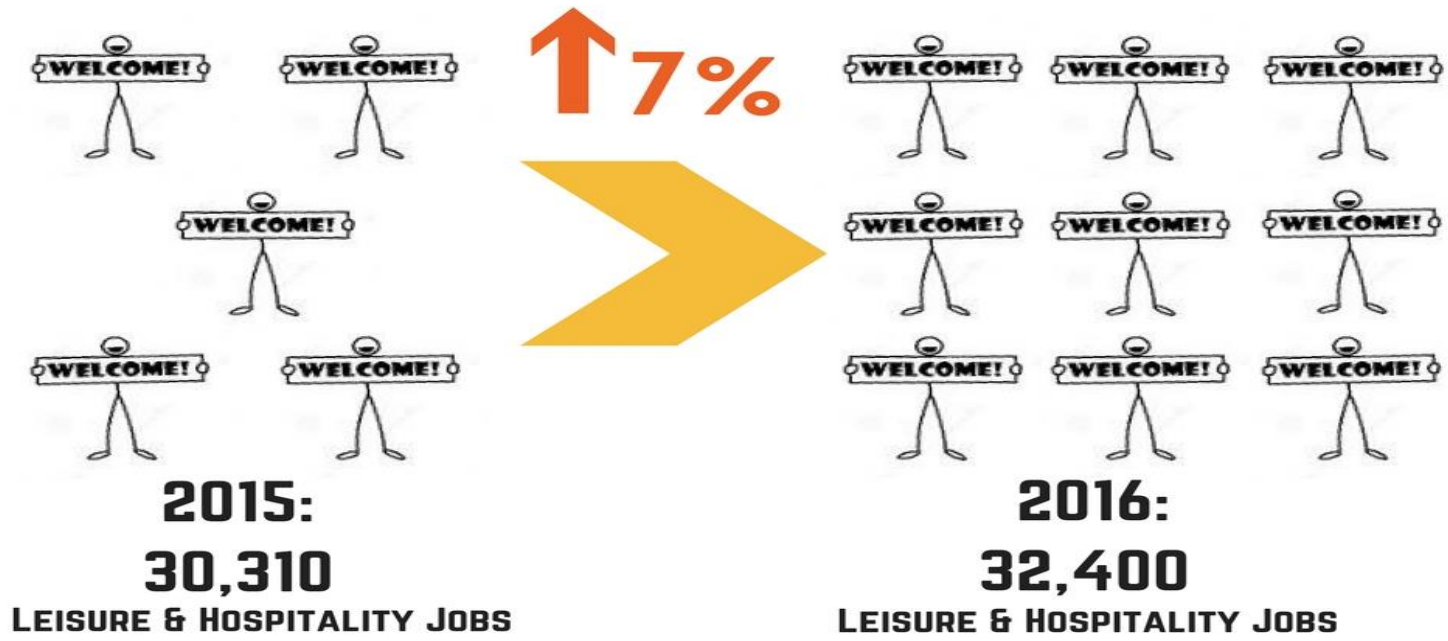


**STR Inc. & MS Gaming Commission*



GAMING REVENUE

**MS Gaming Commission*

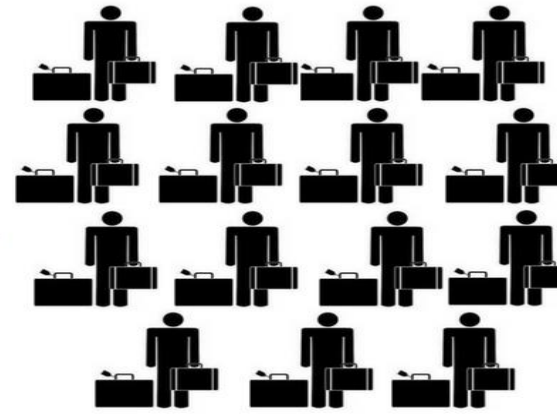


LEISURE & HOSPITALITY JOBS

**MS Dept. of Employment Security*



**2015:
5.8 MILLION
VISITORS**



**2016:
6.2 MILLION
VISITORS**



VISITATION



2015:
\$1.88 BILLION

2016:
\$1.99 BILLION



VISITOR SPENDING

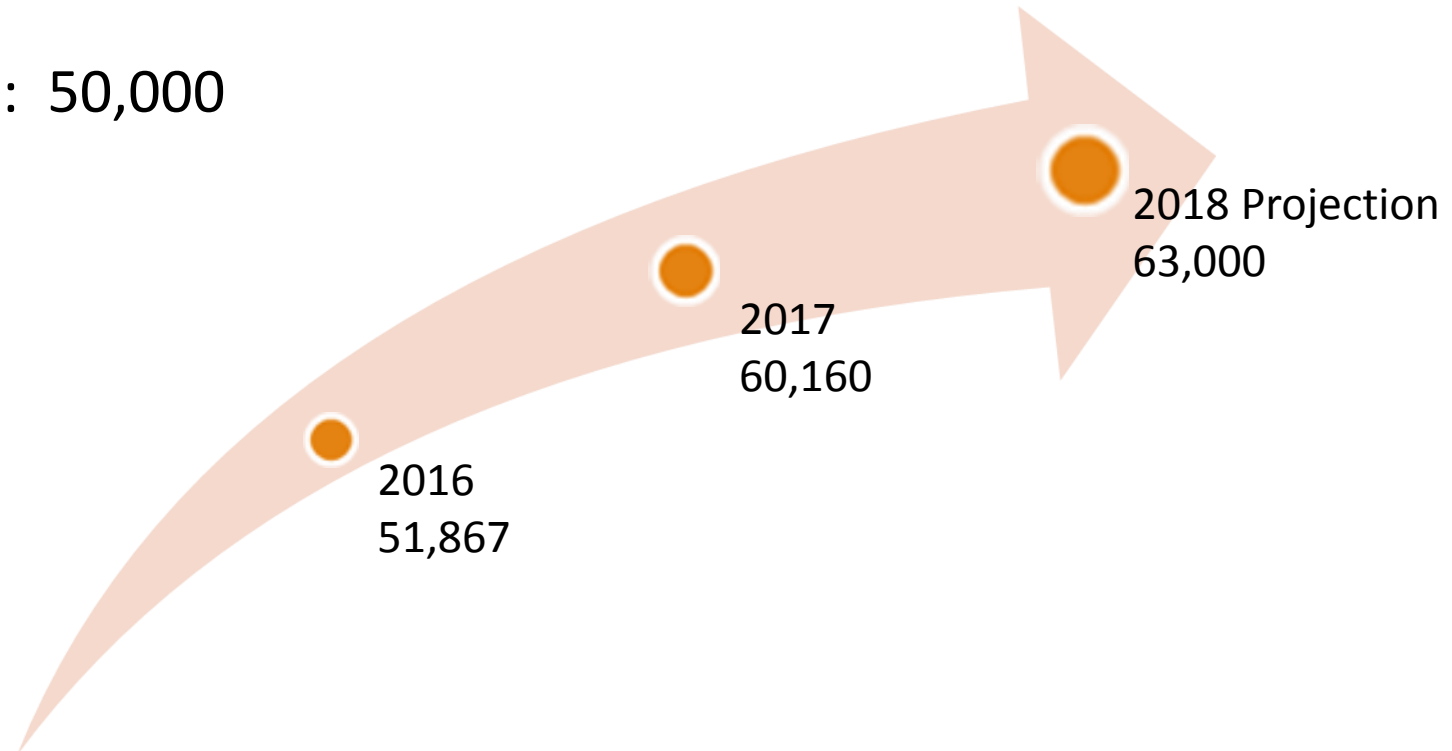


Janice Jefferson, Director of Sales

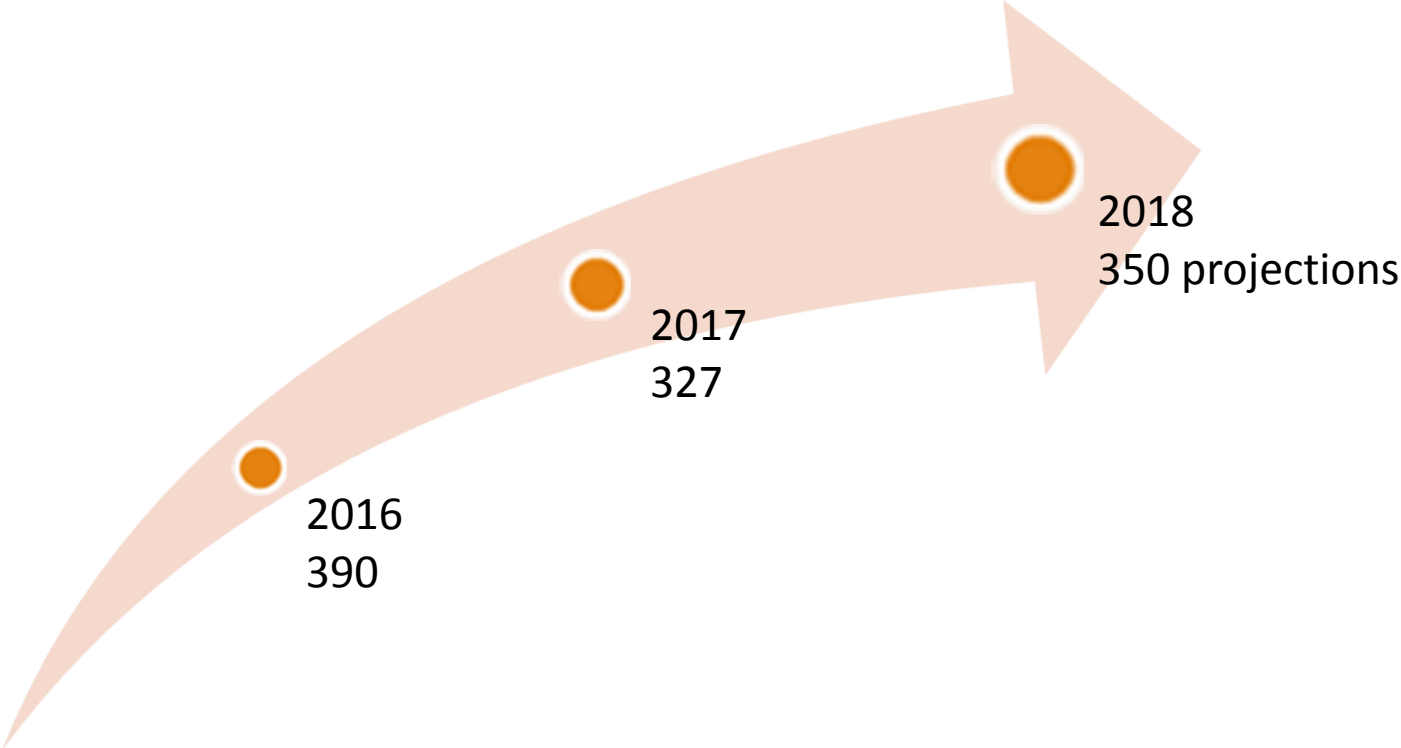
Definite Room Nights



2016/2017 Goal: 50,000



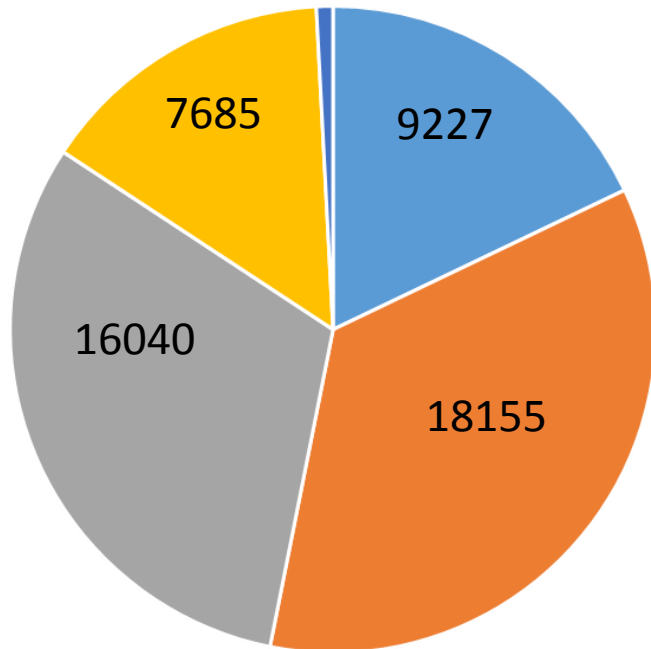
Leads



FY 2016



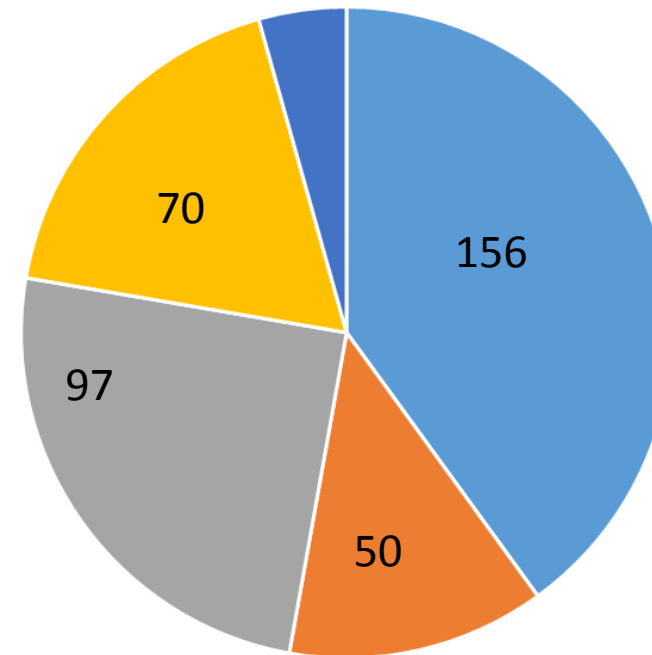
Market Segments



■ Leisure ■ Sports ■ Regional ■ National ■ Family Reunions

Room Nights

Market Segments



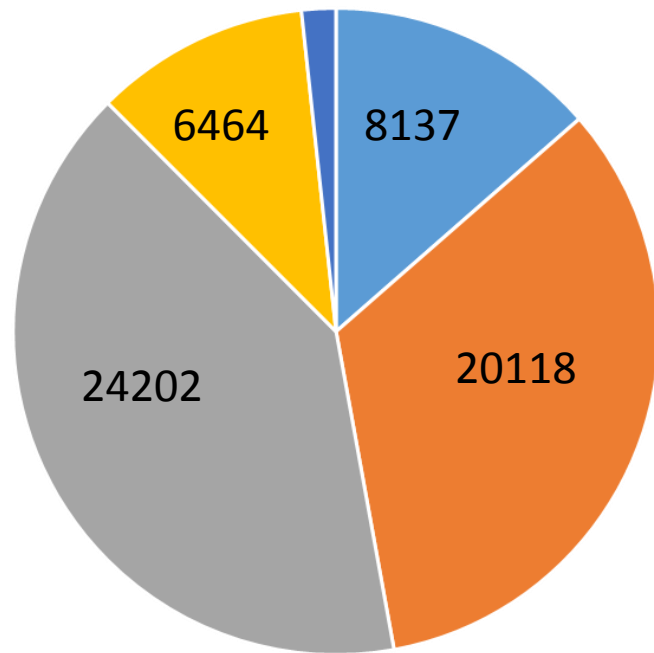
■ Leisure ■ Sports ■ Regional ■ National ■ Family Reunions

Leads

FY 2017



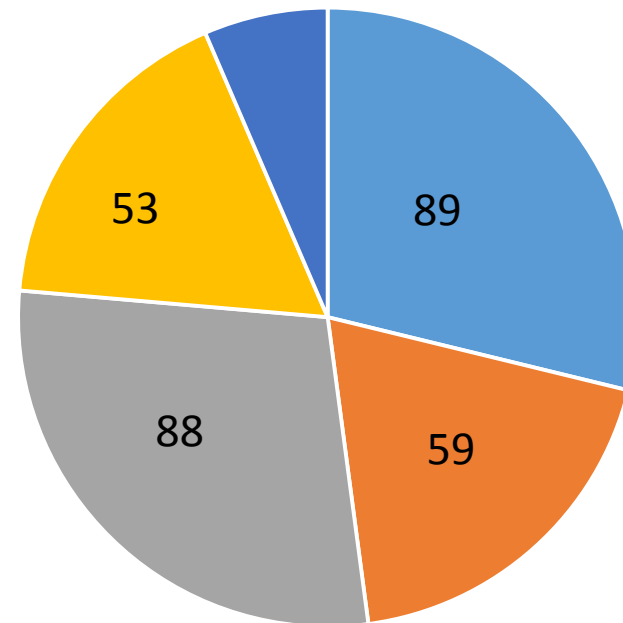
Market Segments



■ Leisure ■ Sports ■ Regional ■ National ■ Family Reunions

Room Nights

Market Segments



■ Leisure ■ Sports ■ Regional ■ National ■ Family Reunions

Leads



New Business

How Do We Get There?

- Sales Missions/Tradeshows
- Sports Development Growth
- Meetingmax
- New properties in the 3 Coastal Counties
- Partner Involvement
- Targeted advertising, social media and public relations efforts



Notable Groups

National Veterans Golden Age Games

Athletx

International Network of Golf

TN Motor Coach Association

MeetingsQuest

TravelSouth

Oceans2020

World Golfers USA

Commercial Vehicle Safety Alliance





Karen Conner, Director of Marketing

Looking Back



- Launched a new coast-wide event *Mississippi Gulf Coast Marathon*
- Increased advertising spend for branding the destination to **\$1,871,000**
- Provided nearly **\$400,000** in incentives for tourism events, participant sporting events, and meetings & conventions
- Conducted a Visitor Profile Study

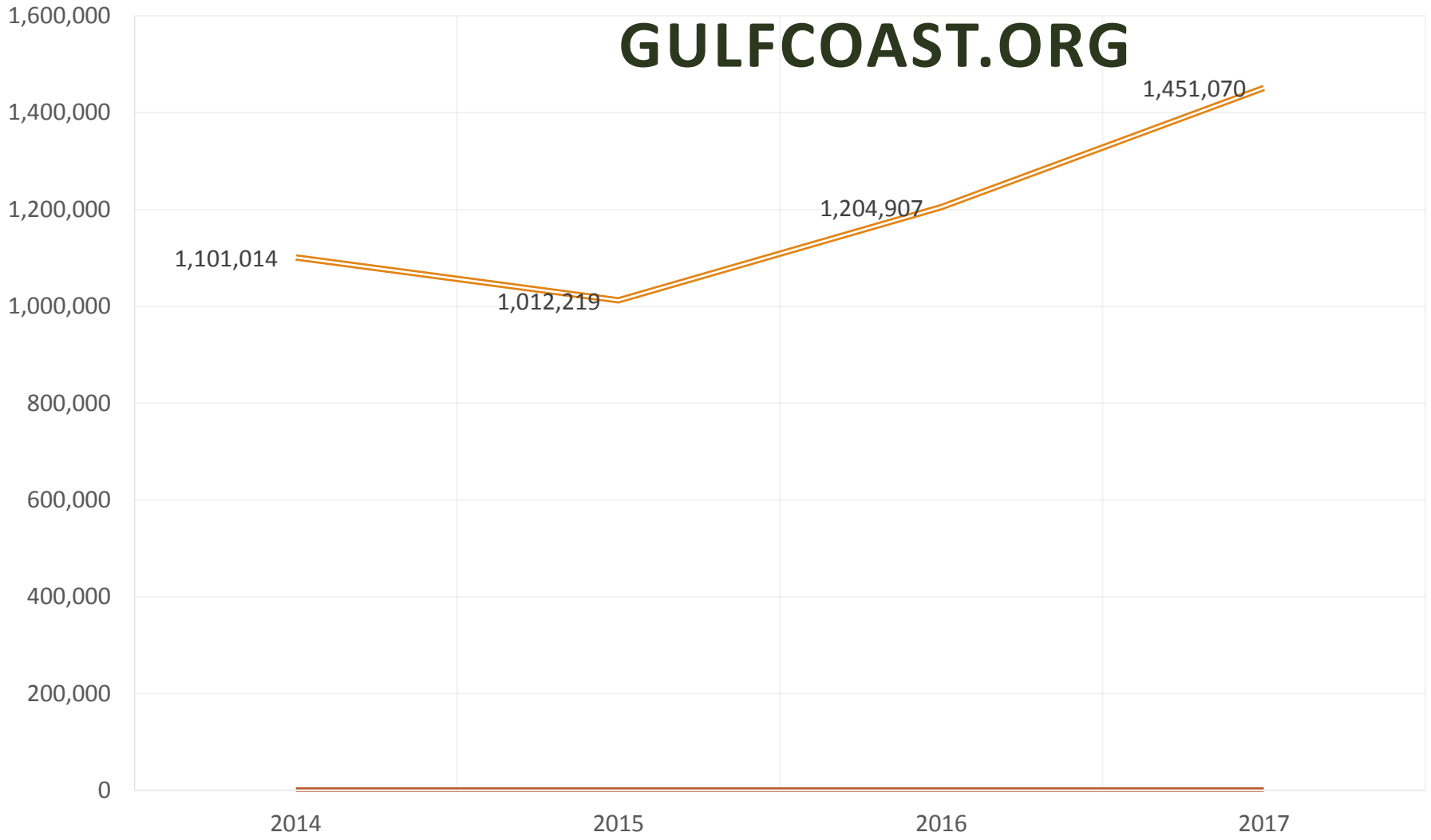


Visitor Profile Study

Key Findings



- ❑ In 2015, Mississippi Gulf Coast had 12.7 million person trips. Of these trips, **43% were overnight** trips.
- ❑ The overnight trips generated **\$1.07 billion** in spending.
- ❑ “Casino” (at 35%) was the most frequent purpose for an overnight trip to Mississippi Gulf Coast. **Marketable trips** (those influenced by marketing efforts) were **66%** of the total overnight trips.
- ❑ For overnight trips, the top state markets for Mississippi Gulf Coast visitors were Louisiana, Florida, and Mississippi. Among DMAs, the **top three** visitor sources were **New Orleans, Mobile, and Atlanta.**
- ❑ Over two-thirds (**71%**) of Mississippi Gulf Coast visitors, were **very satisfied** with the overall trip experience. Most satisfaction elements were similar to the national average.
- ❑ Of the overnight respondents, **85%** have visited at least once. Seventy-four (74%) percent had visited in the past year.
- ❑ The average number of nights spent in Mississippi Gulf Coast for 2015 was **3.3 nights**. An increase of 0.75 over previous year research findings. The average travel party size was **3.0 persons**.
- ❑ **The top five** overnight trip activities and experiences were “Casino,” “Shopping,” “Beach/Waterfront,” “Fine Dining,” and “Swimming.”





**UNIQUE VISITORS
PER MONTH:
36 MILLION**

USA TODAY
Made in Mississippi: Flavors only found on the Gulf Coast
Aimee Rodriguez-Jones, Special for USA TODAY | Published 6/15 at 11:07 am EDT | Updated 6/28 am EDT

**UNIQUE VISITORS
PER MONTH:
6.5 MILLION**

VOGUE
A Summer Road Trip Along the Mississippi Gulf Coast
JUNE 12, 2012 11:00 AM
BY ANNE RODRIGUEZ-JONES

COSMOPOLITAN
26 Under-the-Radar Southern Towns for Girlfriend Getaways
From the unassuming village of Gulf Shores to a historic resort tucked away in Jekyll Island, we've got your next girl-on-wheel road trip.
Check out our list of incredible southern getaways to experience in 2012!

BAY ST. LOUIS, MISSISSIPPI

**UNIQUE VISITORS
PER MONTH:
9.5 MILLION**



STAY AWHILE. YOU'LL GET IT.

**VISIT MISSISSIPPI
GULF COAST**







3,000 ARTICLES THIS YEAR

MEDIA VALUE OF \$5 MILLION

STAY AWHILE. YOU'LL GET IT.

VISIT MISSISSIPPI
GULF COAST 



@visitmscoast



@visitMScoast



visitmscoast



Visit Mississippi Gulf Coast



VisitMsCoast



#MSCOASTLIFE

STAY AWHILE. YOU'LL GET IT.

VISIT MISSISSIPPI
GULF COAST 

Visit Mississippi Gulf Coast
Published by [Tori Ward](#) [?] · August 15 at 7:54pm · 🌐

Southern Living recommends road tripping to Ocean Springs for "a small-town retreat with plenty of Southern charm, delicious seafood, and unexpected adventure." #MSCoastLife



11 Girlfriend Getaways To Take This Winter

[SOUTHERNLIVING.COM](#)

✔ **Get More Likes, Comments and Shares**
Boost this post for \$20 to reach up to 7,400 people.

111,989 people reached

[Boost Post](#)

👍👎🗨️ 2.1K

122 Comments 541 Shares

Visit Mississippi Gulf Coast
Published by [Tori Ward](#) [?] · December 29, 2016 at 7:44pm · 🌐

How many of these #Mississippi Gulf Coast restaurants have you crossed off your list? #MSCoastLife #EatMSCoast



10 Amazing Restaurants Along The Mississippi Coast You Must Try Before You Die

These coastal eateries NEED to be on your bucket list!

[ONLYINYOURSTATE.COM](#)

✔ **Get More Likes, Comments and Shares**
Boost this post for \$20 to reach up to 4,500 people.

58,093 people reached

[Boost Post](#)

👍👎🗨️ 266

20 Comments 370 Shares

👍 Like 💬 Comment ➦ Share

Visit Mississippi Gulf Coast
Published by [Tori Ward](#) [?] · March 12 at 6:23pm · 🌐

We spy four Mississippi Gulf Coast towns on Thrillist's list of amazing beach towns you can actually afford to live in! #MSCoastLife



13 Amazing American Beach Towns You Can Actually Afford to Live In

Wake up. Pay tiny mortgage. Walk to beach. Chill.

[THRILLIST.COM](#)

✔ **Get More Likes, Comments and Shares**
Boost this post for \$20 to reach up to 6,800 people.

35,531 people reached

[Boost Post](#)

👍👎🗨️ 268

9 Comments 166 Shares

👍 Like 💬 Comment ➦ Share



Loved the experience and the views!!

Can't wait to go back! **I love the Mississippi Gulf Coast!**

Such a beautiful area!! *It's so beautiful here!*

Can't wait to be down there again. The **BEST** shrimp!

Sunset was beautiful!!! Favorite place to visit.

My special place. I loved every day spent there.

BEAUTIFUL, WELCOMING PLACE! *So much to do!*

EVERYTHING IS BEAUTIFUL.

WONDERFUL PEOPLE.

LOVE THAT PART OF THE WORLD. What a great place!

Fantastic Coast! *One of my all-time favorite places.*

AWESOME!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!! This place has it all!

It's a regular on my road trip list. *Those sunsets!!!*

So much fun! Take me back to the Mississippi Coast!

GOOD FOOD, GOOD PEOPLE, GOOD FISHING...YOU NAME IT! Love it!

IT'S JUST A BEAUTIFUL PLACE....A PLACE APART.





1,685
OUTBOUND CONTENT POSTS



AVERAGE 4.6 POSTS PER DAY



115,272
Followers



13,932
Followers



5,925
Followers

10.5 MILLION

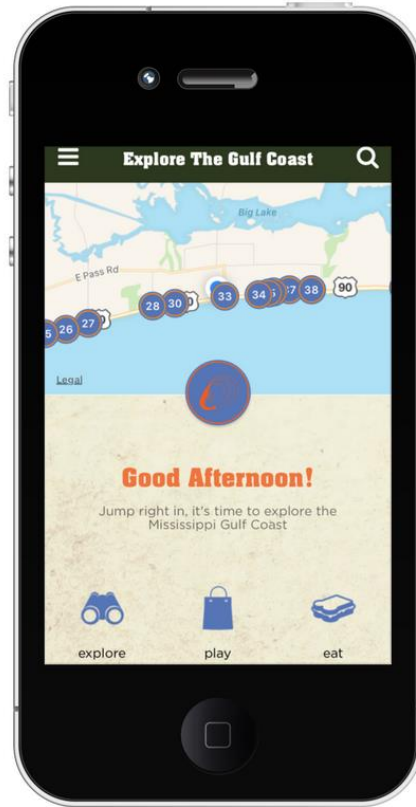


FYTD SOCIAL MEDIA
IMPRESSIONS



600 Champions to Date

My Gulf Coast App



2,640
Downloads

Moving Forward





The Brand

Promise

- An authentic, spirited, year-round coastal destination that will leave you feeling connected to the Coast - its setting its offerings, its people and its way of life

Pillars

- AUTHENTICITY
- APPROACHABILITY
- CELEBRATORY
- VARIETY



Advertising Objectives

- **Increase awareness of the Mississippi Gulf Coast as an authentic coastal destination**
- **Increase awareness of specific offerings on the Mississippi Gulf Coast**
- **Increase traffic to GulfCoast.org**
- **Support meeting and event efforts**
- ***Increase overnight visitation***



Target Audience

Pinpoint those likely to travel for longer periods:

- **Young Adults Without Children – 25-34**
- **Mature Adults – 45-64**
- **HHI \$50k+**
- **“Geotourists”**

And who have interest in the offerings of the Coast:

- **Outdoors & Ecotourism**
- **Culture, Culinary, History**
- **Casino**
- **Golf**
- **Fishing & Boating**
- **Beach & Coast**



Messaging

Deliver authentic brand messaging at each touch point:

- **Exciting**
- **Fun**
- **Great destination for adults**
- **Worry-free, feeling comfortable and welcomed**

Advertising | Creative



Visit Mississippi Gulf Coast
Sponsored (demo) · 🌐

Adventures by land, water, and plate. Make the most of your weekend on the Gulf.

Weekend better!

We got plans for your weekend—swim, dance, shop, discover, and eat. We have a big supply of great memories and amazing adventures with our Weekend It Up Itinerary. Plan your next trip and live it up.

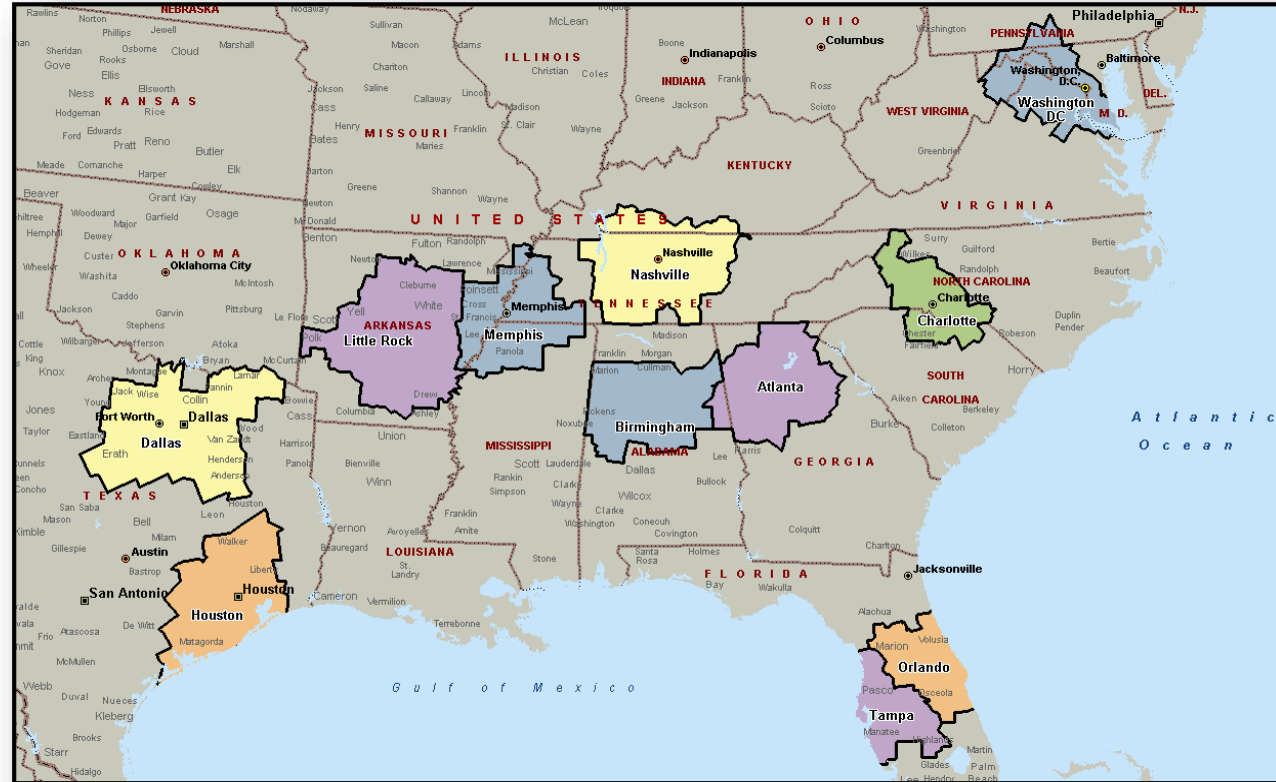
GULFCOAST.ORG [Learn More](#)



Media Markets | Outer Market

Market
Dallas
Washington DC
Houston
Atlanta
Tampa
Orlando
Charlotte
Nashville
Birmingham
Memphis
Little Rock

*New Market
Addition in FY 18



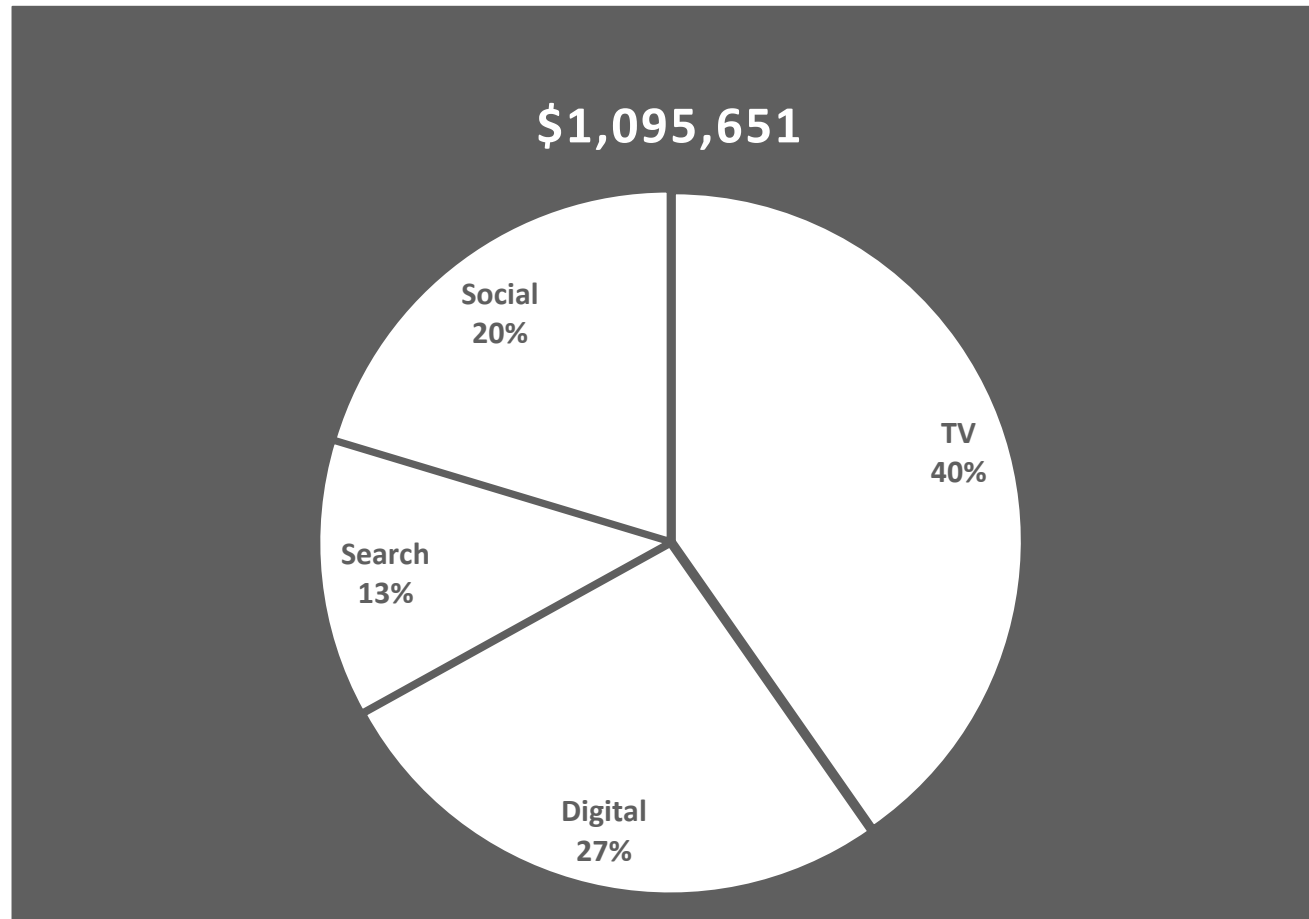
Target Audience:

18,151,000

Adults 25-34 / 45-64



Outer Market Spend



Media Markets | Inner Markets

Market
New Orleans
Mobile-Pensacola
Baton Rouge
Jackson
Tallahassee
Lafayette
Montgomery
Columbus, GA
Columbus-Tupelo
Monroe-El Dorado
Panama City
Hattiesburg-Laurel
Dothan
Lake Charles
Alexandria
Meridian
Greenwood-Greenville



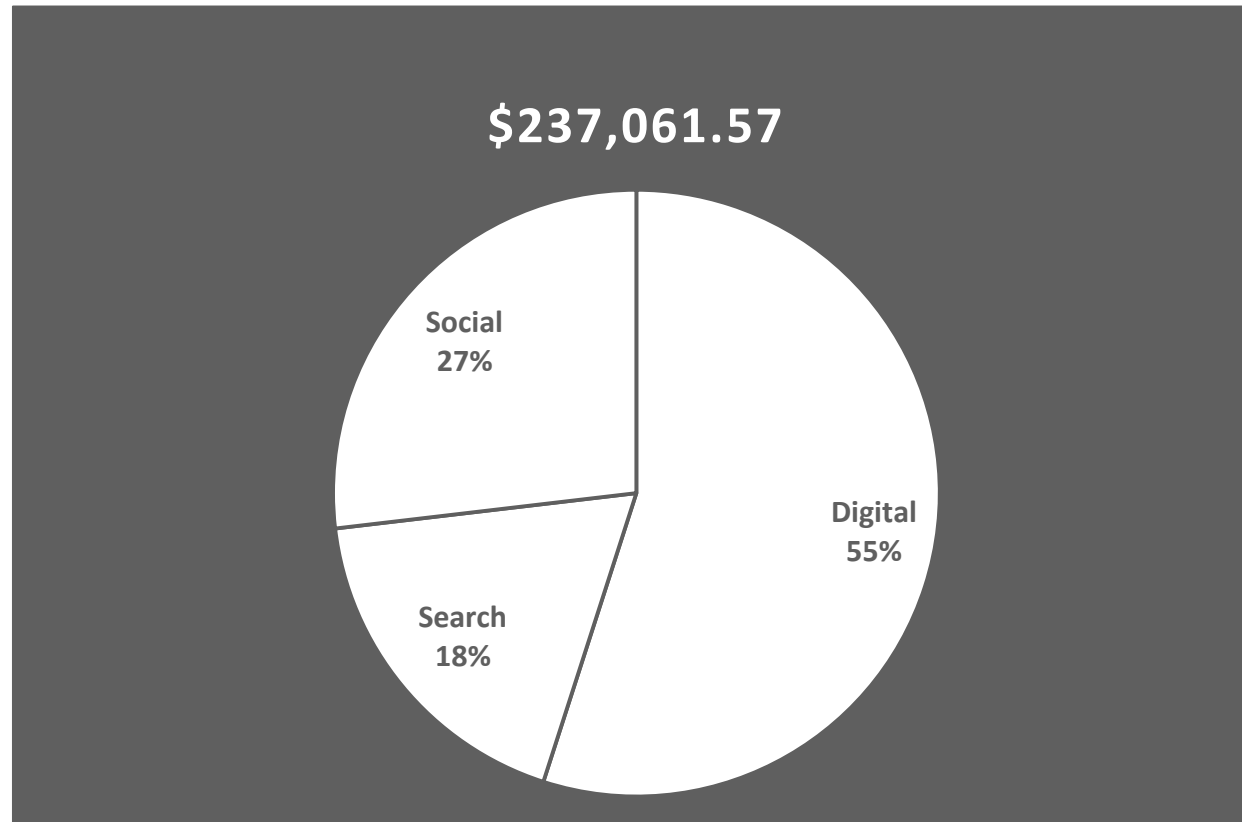
Target Audience:

 3,707,000

 Adults 25-34 / 45-64

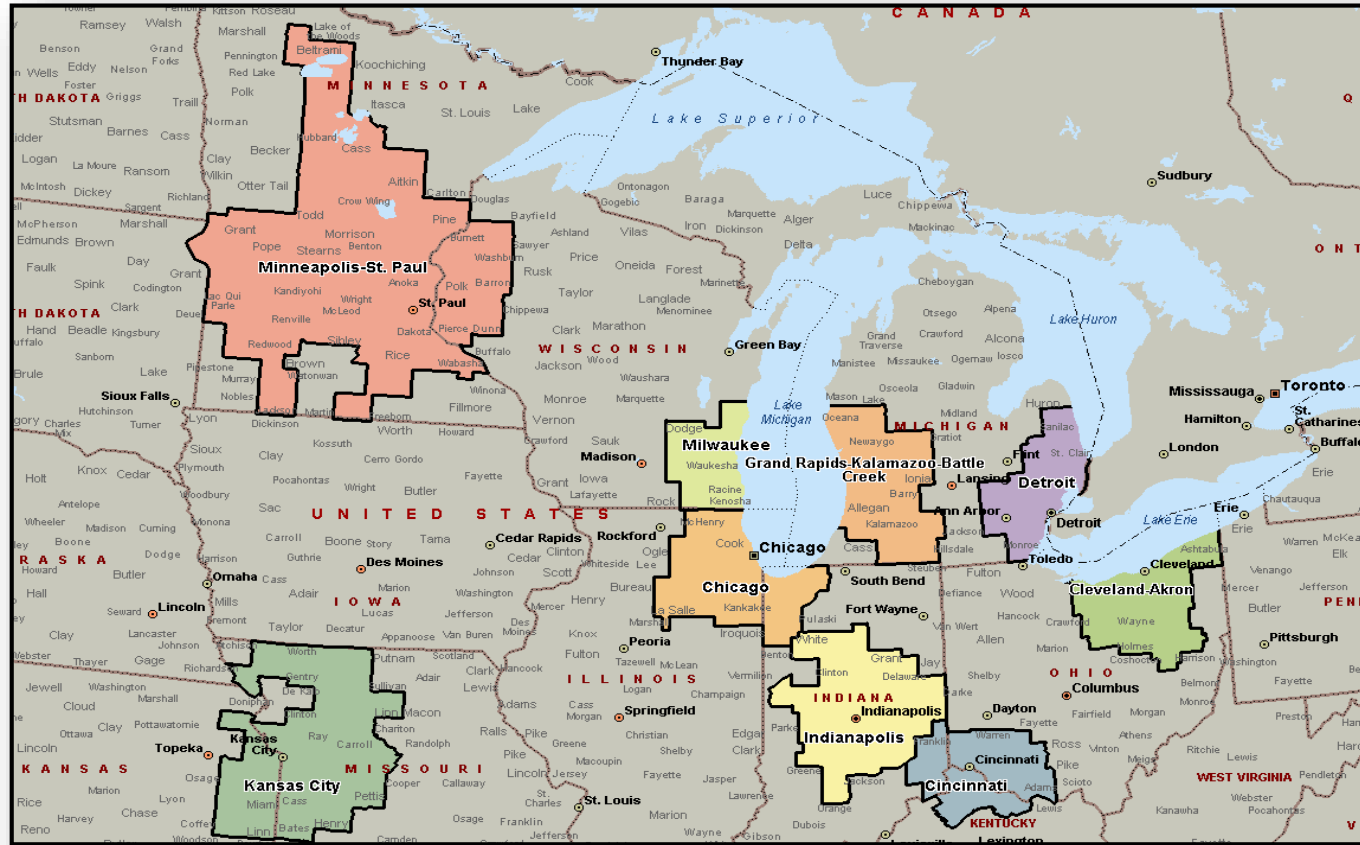


Inner Market Spend



Media Markets | Midwest Markets (Seasonal / Snowbirds)

Market
Chicago
Detroit
Minneapolis
Cleveland
Indianapolis
Kansas City
Milwaukee
Cincinnati
Grand Rapids-Kalamazoo-Battle Creek



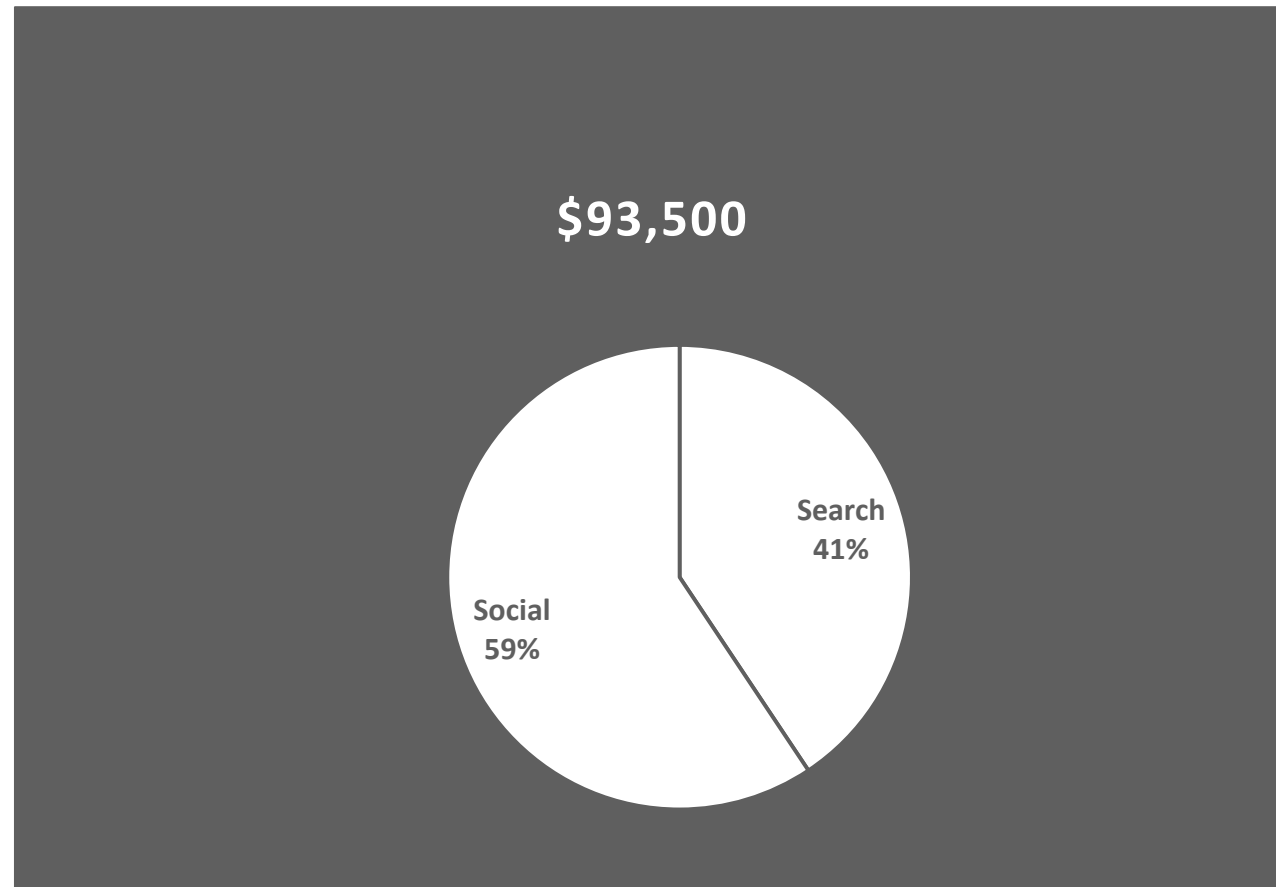
Target Audience:

11,958,000

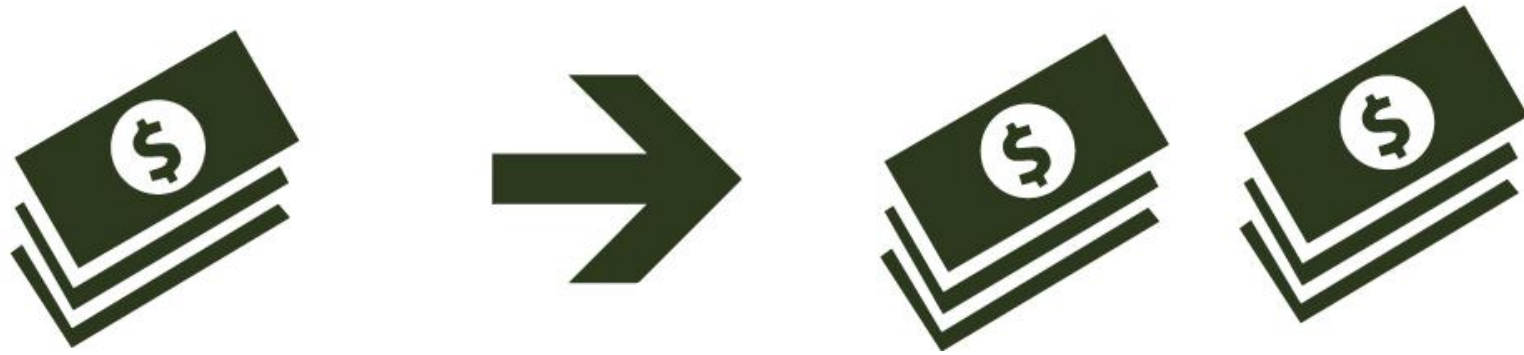
Adults 50+



Midwest Market Spend



For every **\$1** spent on advertising,
\$43 is spent by visitors on the
Mississippi Gulf Coast.



Advertising Effectiveness

Signature Events



2nd Annual Mississippi Gulf Coast Marathon

2017 Update:

- 2,300+ Registered
- 44 U.S. States



December 8-10, 2017



**Butch Spyridon, President/CEO
Nashville Convention & Visitors
Corporation**