



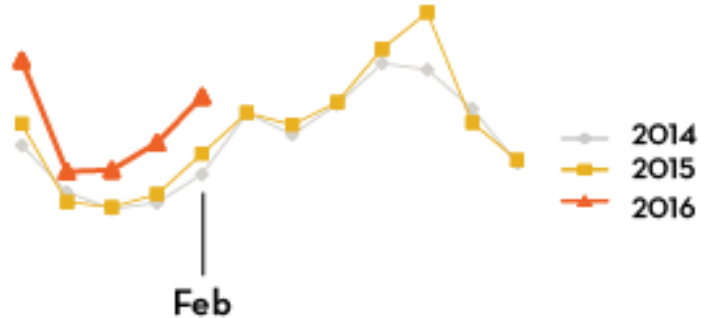
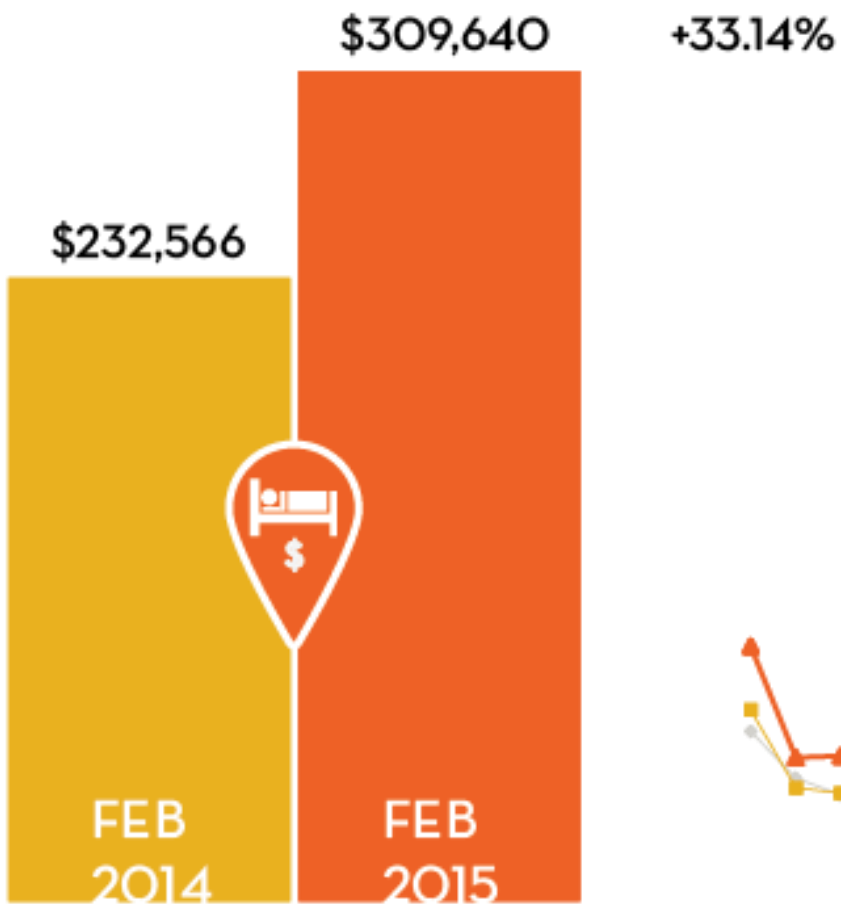
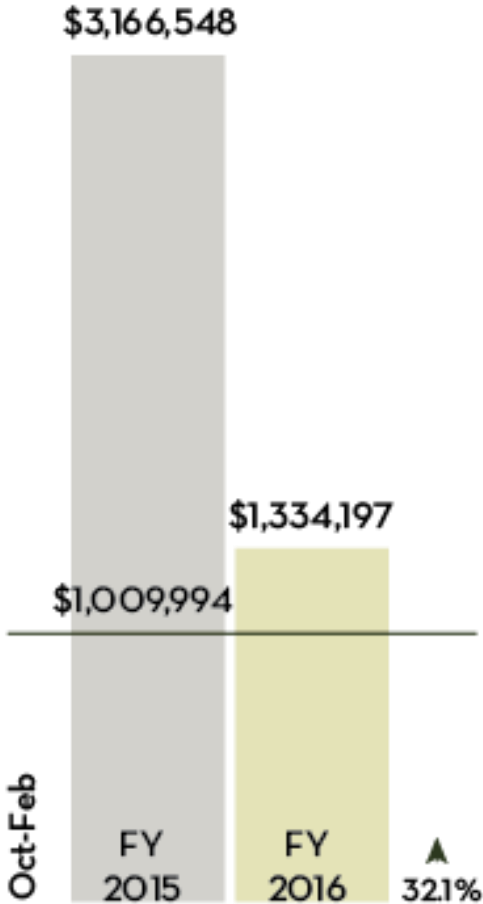
Visit Mississippi Gulf Coast

KEY PERFORMANCE INDICATORS

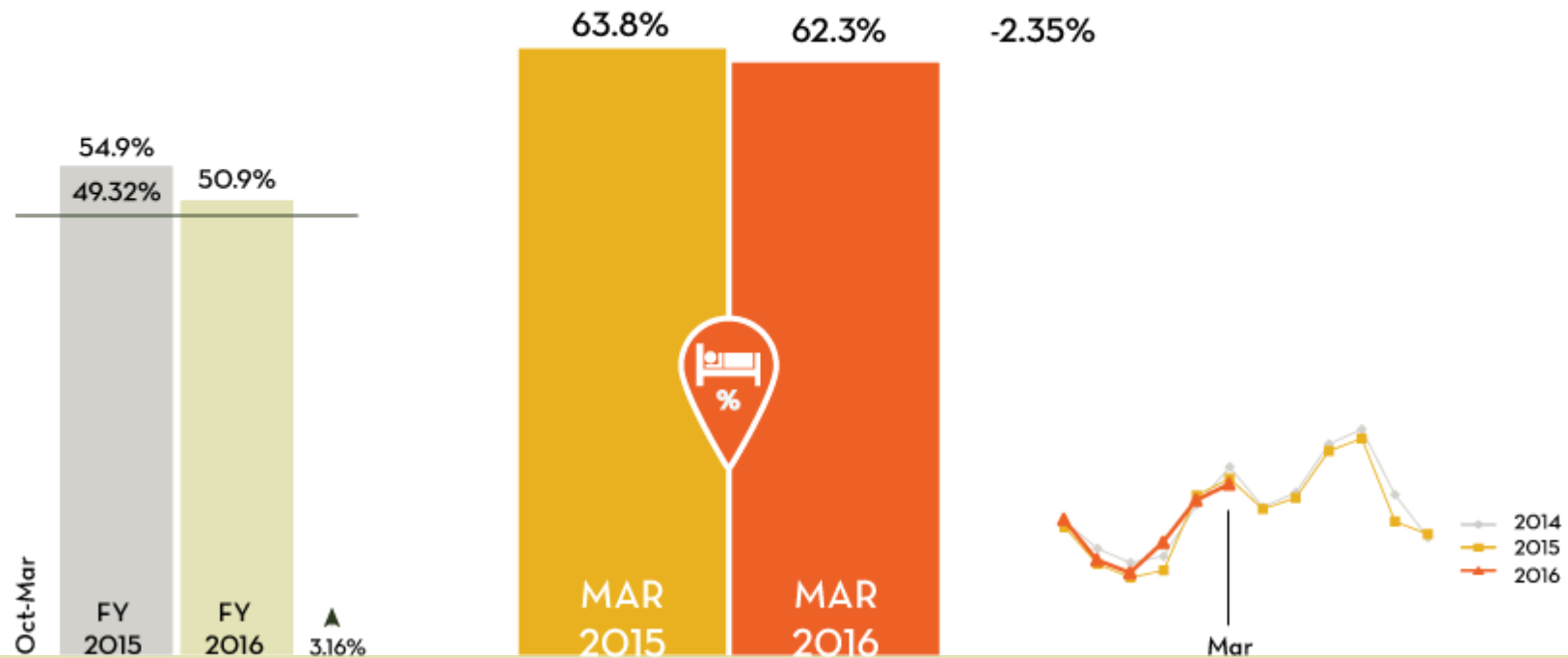
APRIL 2016



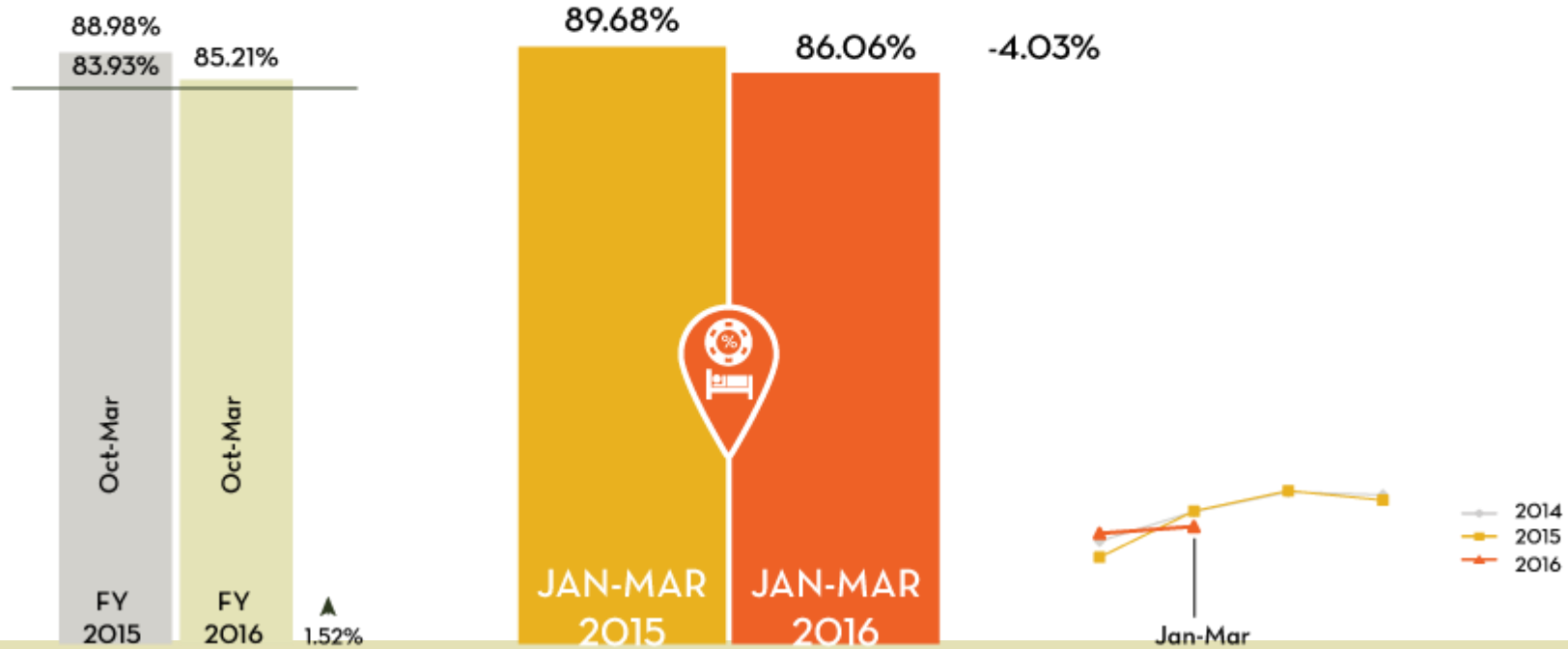
Occupancy Tax Receipts



Occupancy Rate Non-Casino

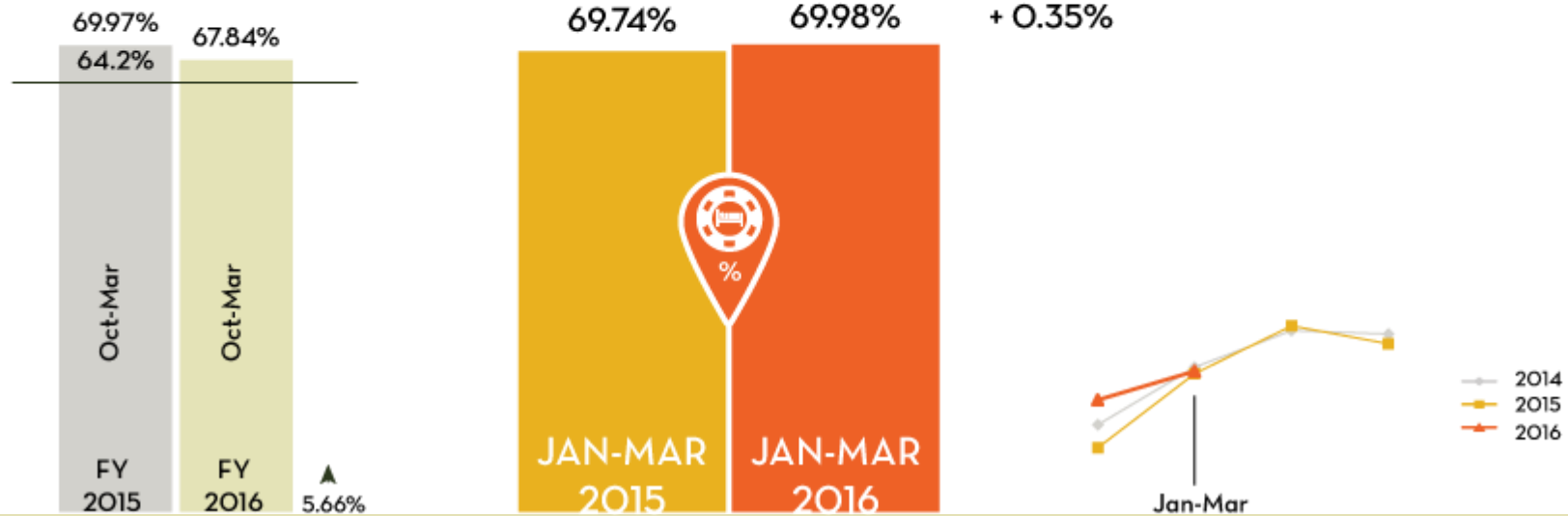


Occupancy Rate Casino

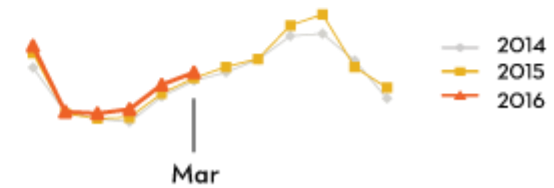
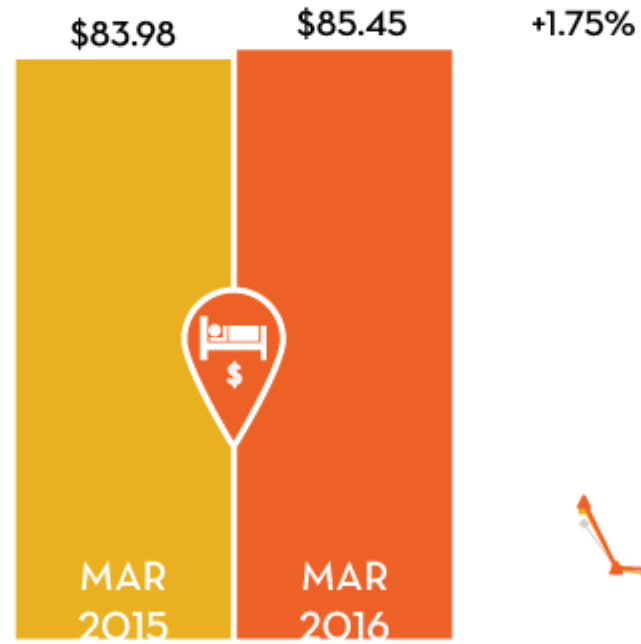


Occupancy Rate

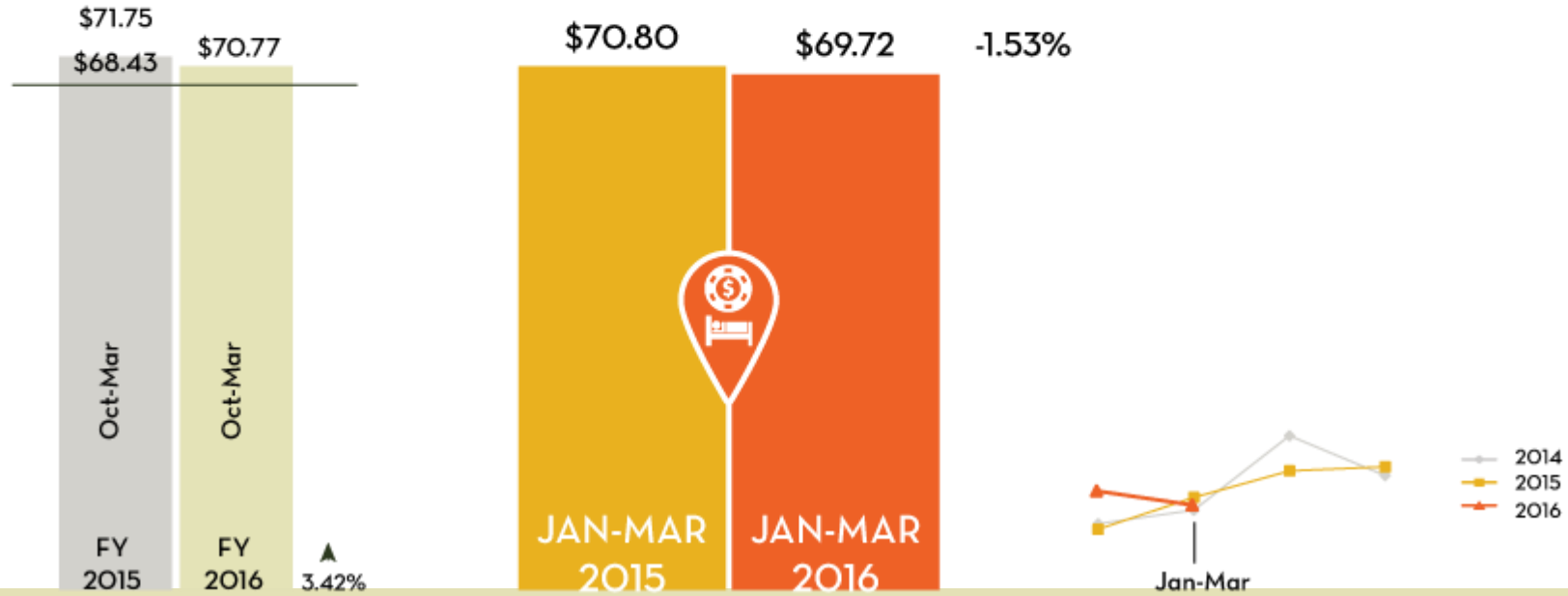
All



Average Daily Rate Non-Casino

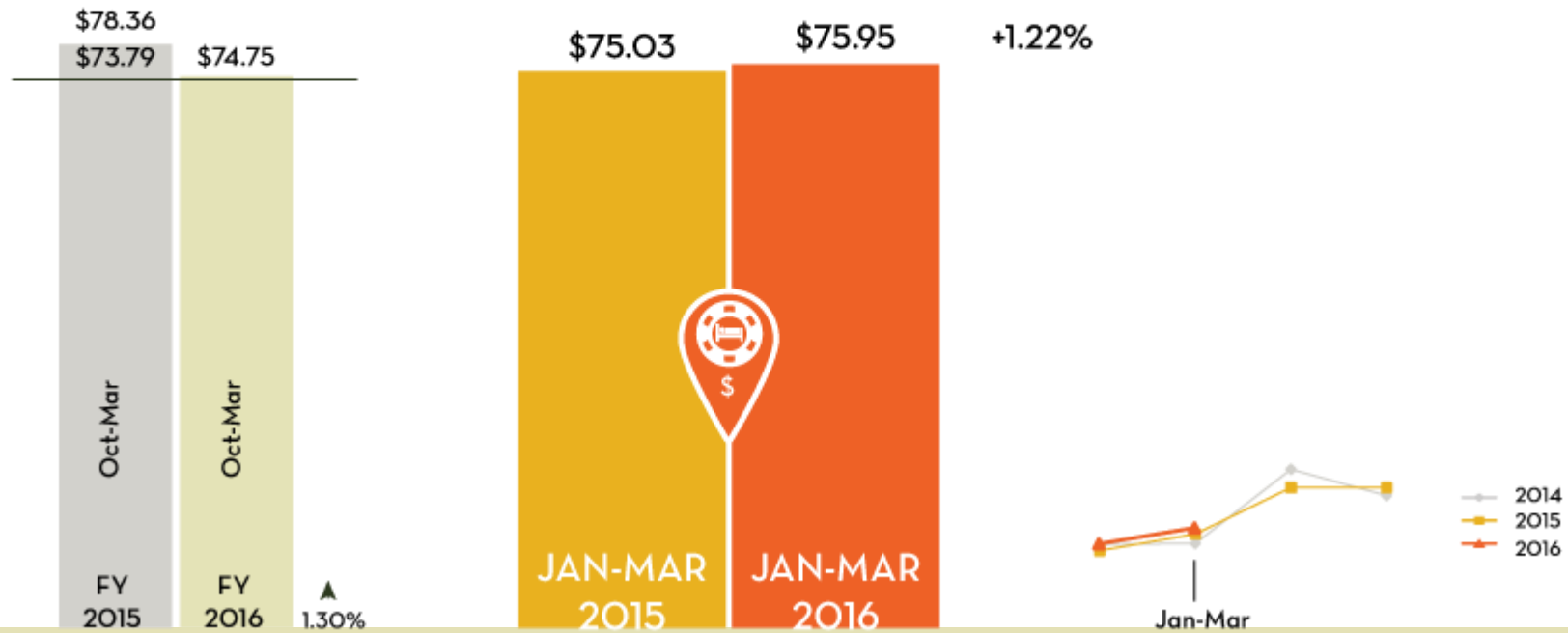


Average Daily Rate Casino



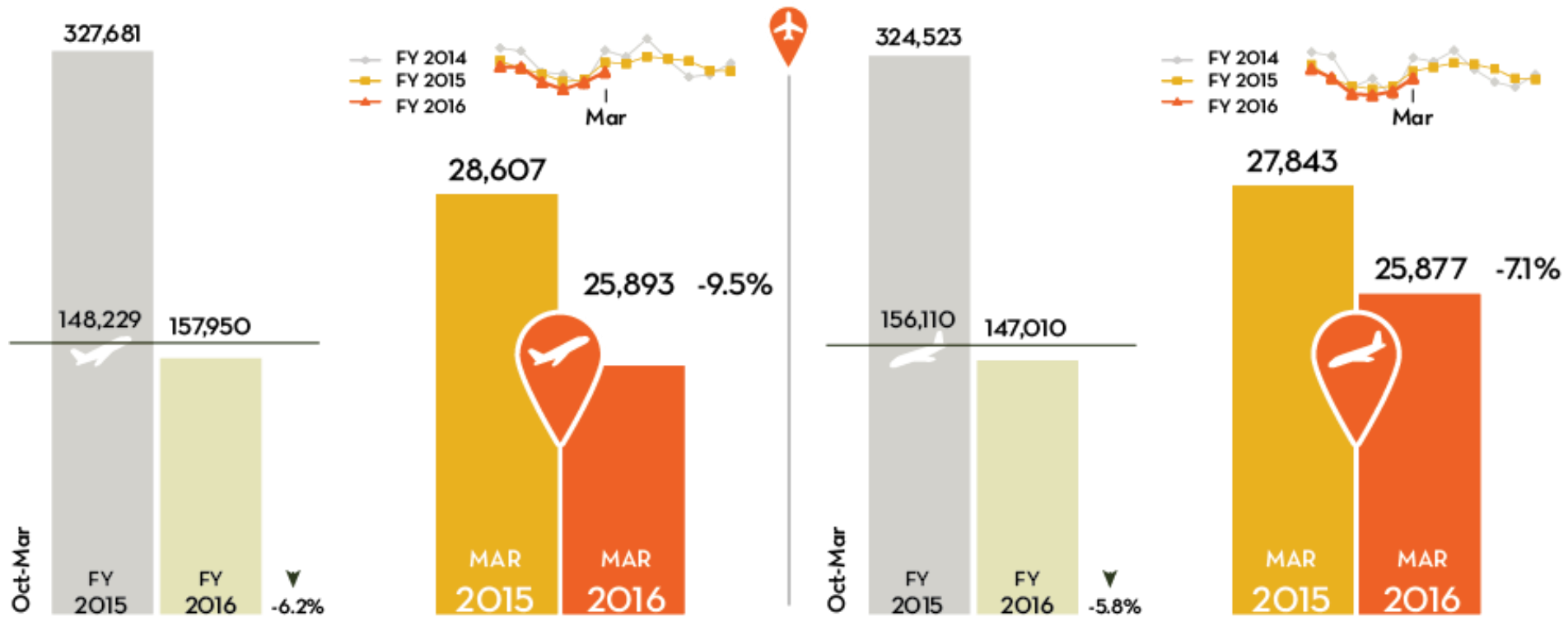
Average Daily Rate

All

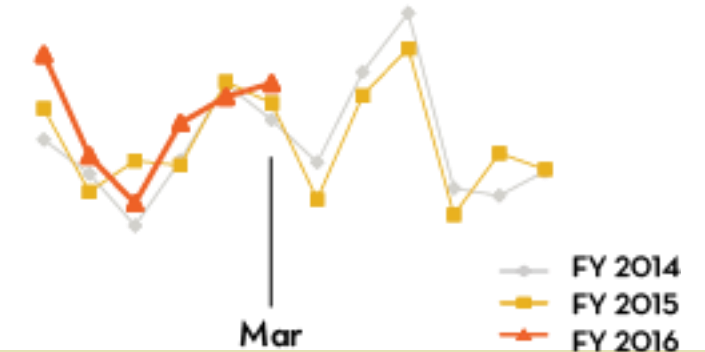
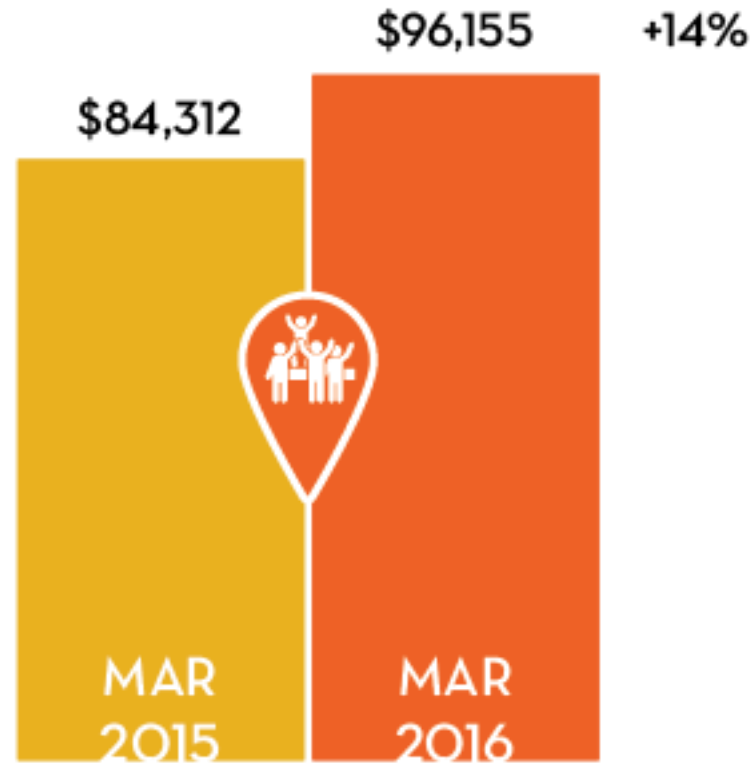
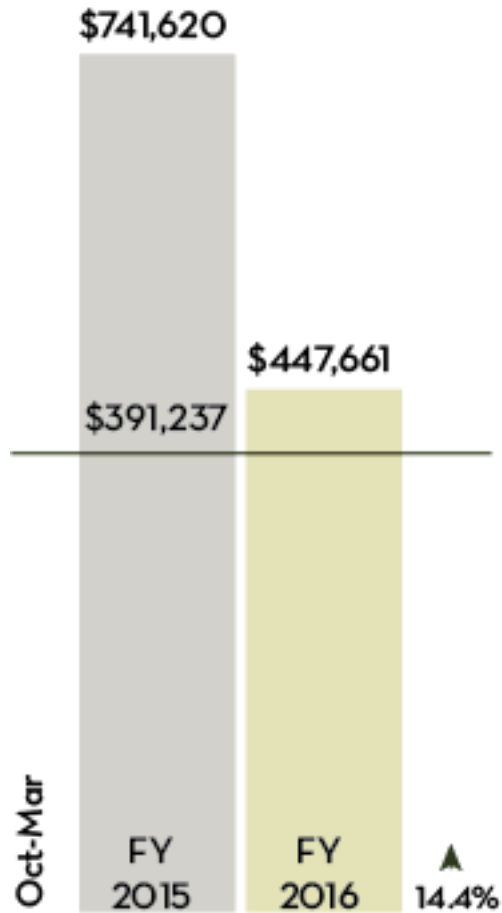


Gulfport-Biloxi International Airport

Enplanements — Deplanements



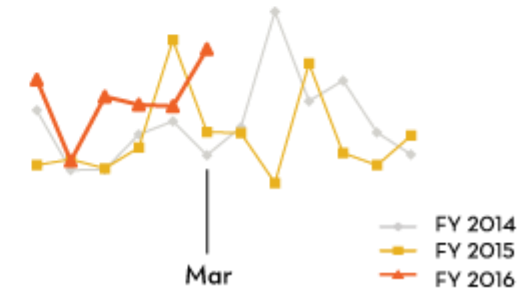
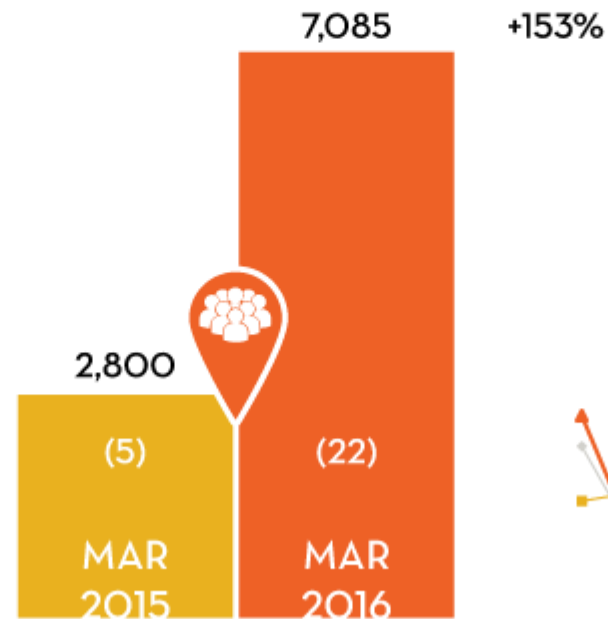
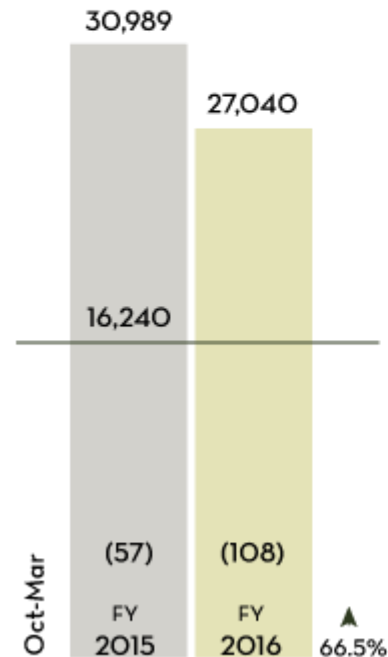
Convention Center Revenue



Definite Bookings

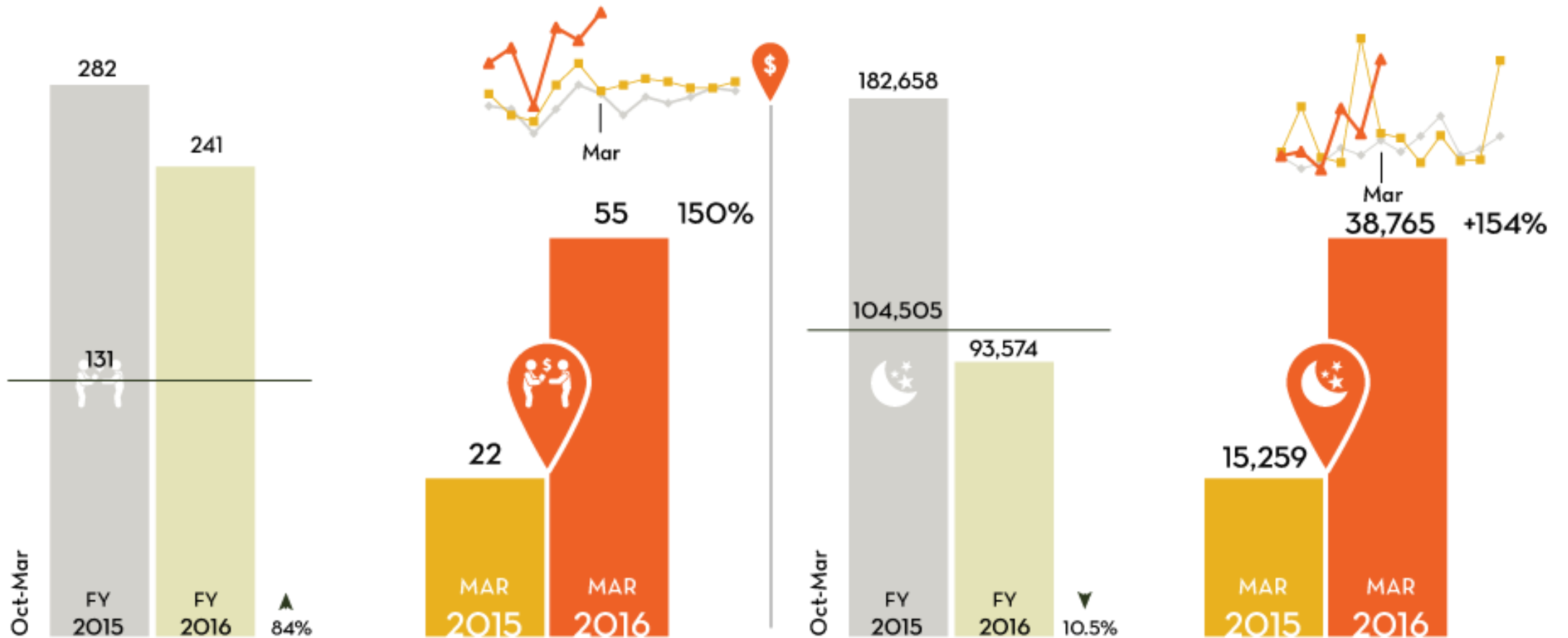


Room Nights/(Groups)

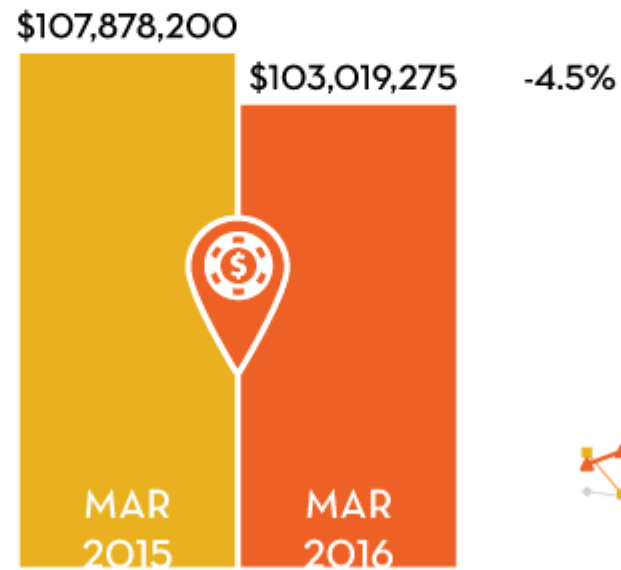
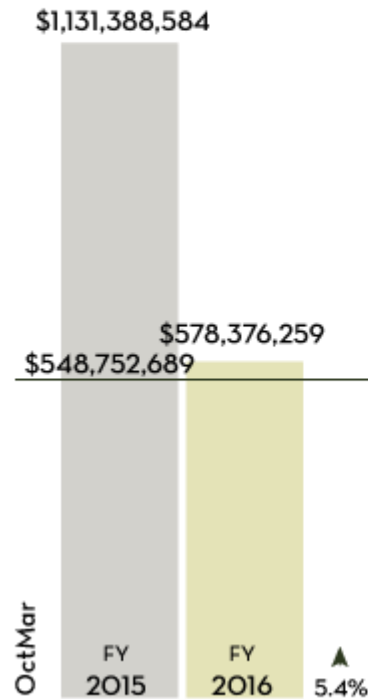




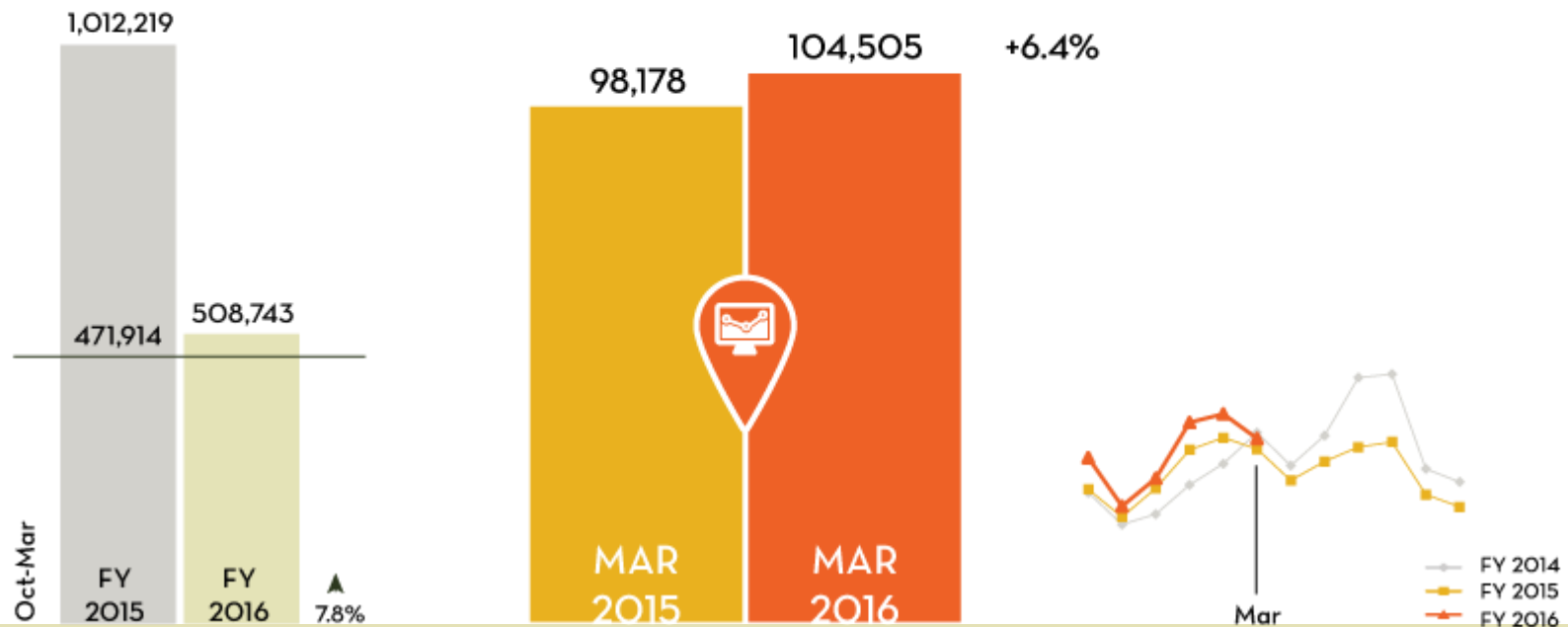
Leads Issued & Potential Room Nights



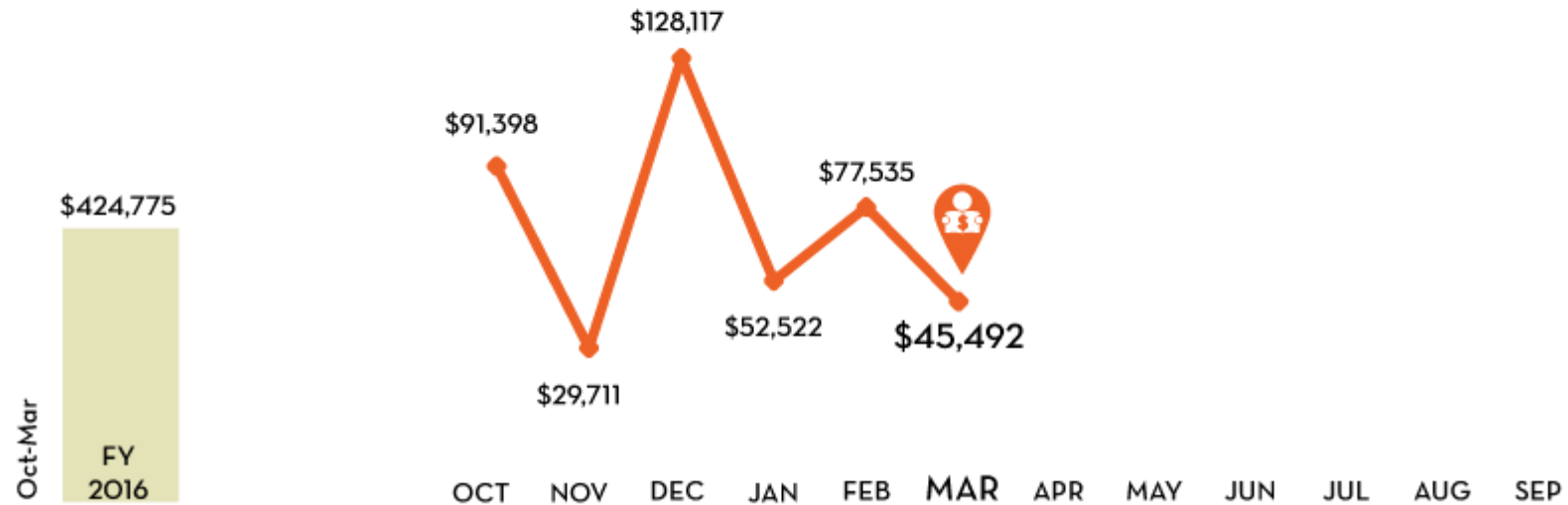
Gaming Revenue



Google Analytics - Unique Visits



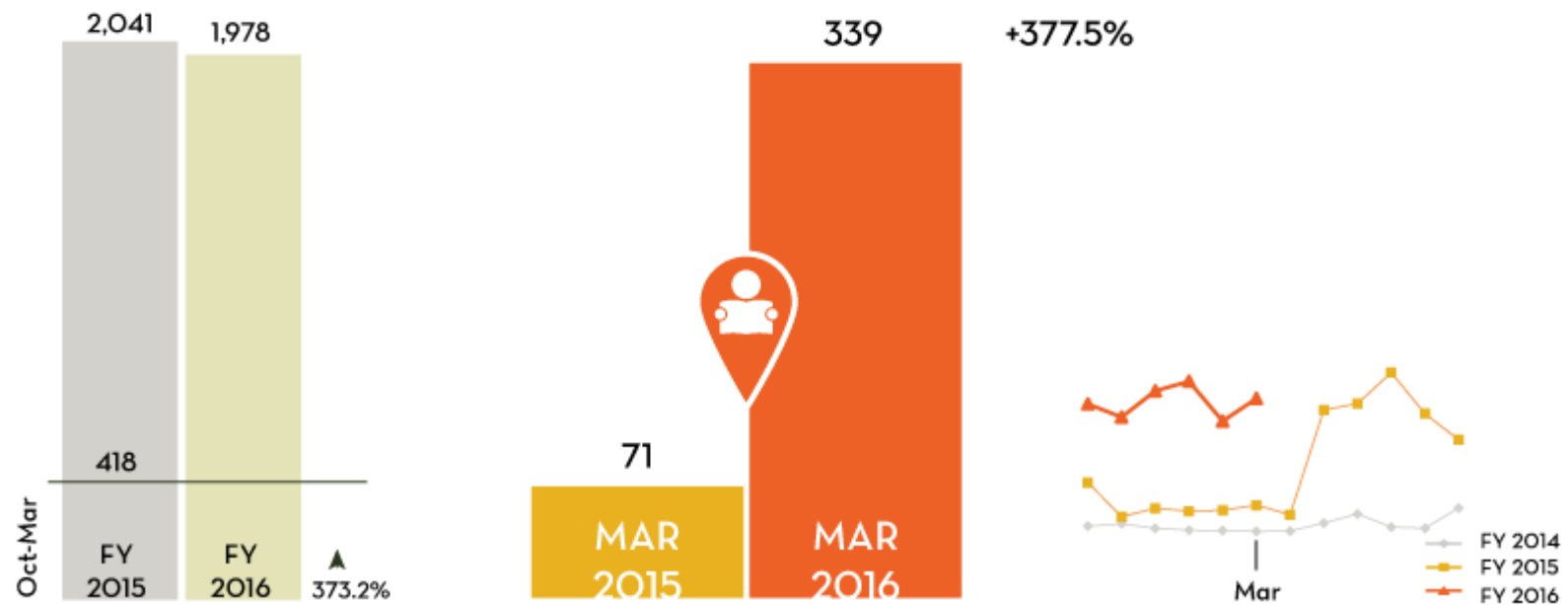
Media Value



Impressions



Number of Articles



Social Media Metrics

