



Visit Mississippi Gulf Coast

KEY PERFORMANCE INDICATORS

APRIL 2017

2016 Year end



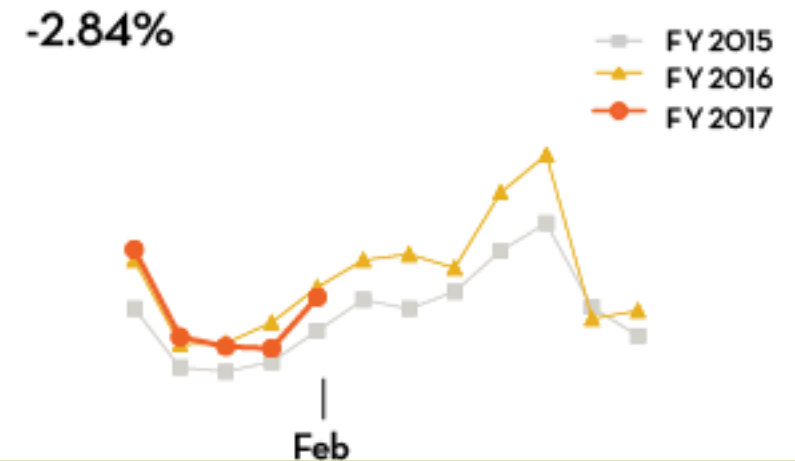
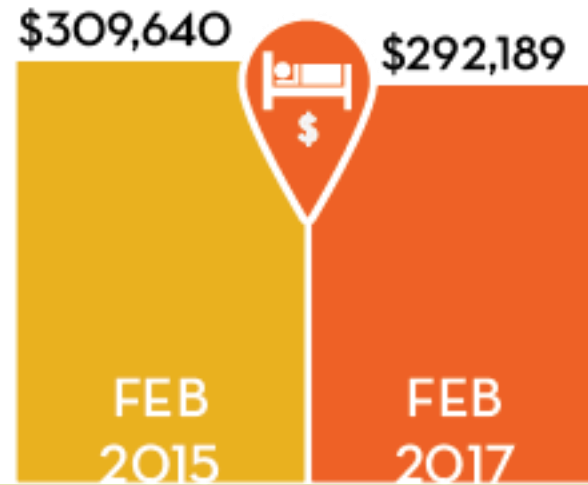
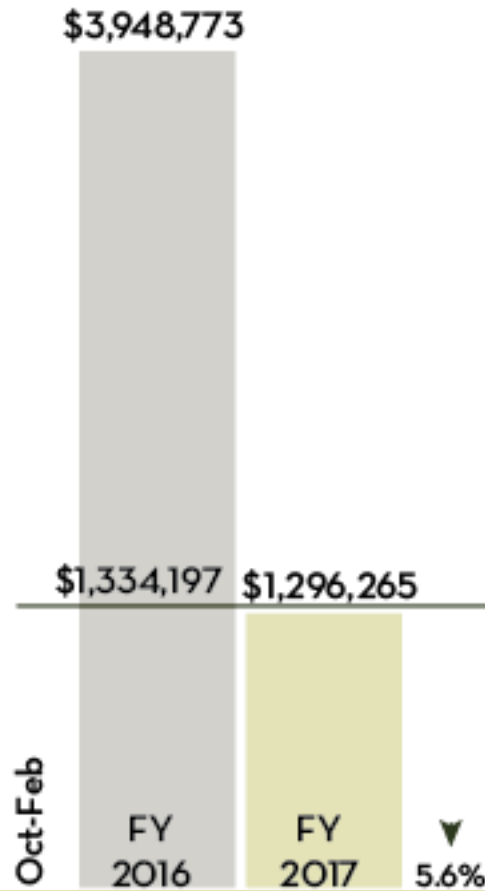
- **6.2 Million Visitors on 2016 – up 8% over 2015; goal of 7 million by 2020**
- **Leisure and Hospitality Jobs – 30,300 – up from 2012 by 2,410 jobs**
- **\$1.99 Billion spent by visitors – up 10% over 2015**
- **\$81 million in tourism capital improvement in FY 2016**
- **14,633 Total hotel rooms with 1,500 in the pipeline to exceed pre-Katrina 16,092**
- **8% increase in non-casino hotel revenue 2016 over 2015**
- **6% increase in room inventory in 2016**
- **Overall gaming revenue up more than 5% in 2016**

Sources: Mississippi Development Authority, Mississippi Gaming Commission, STR

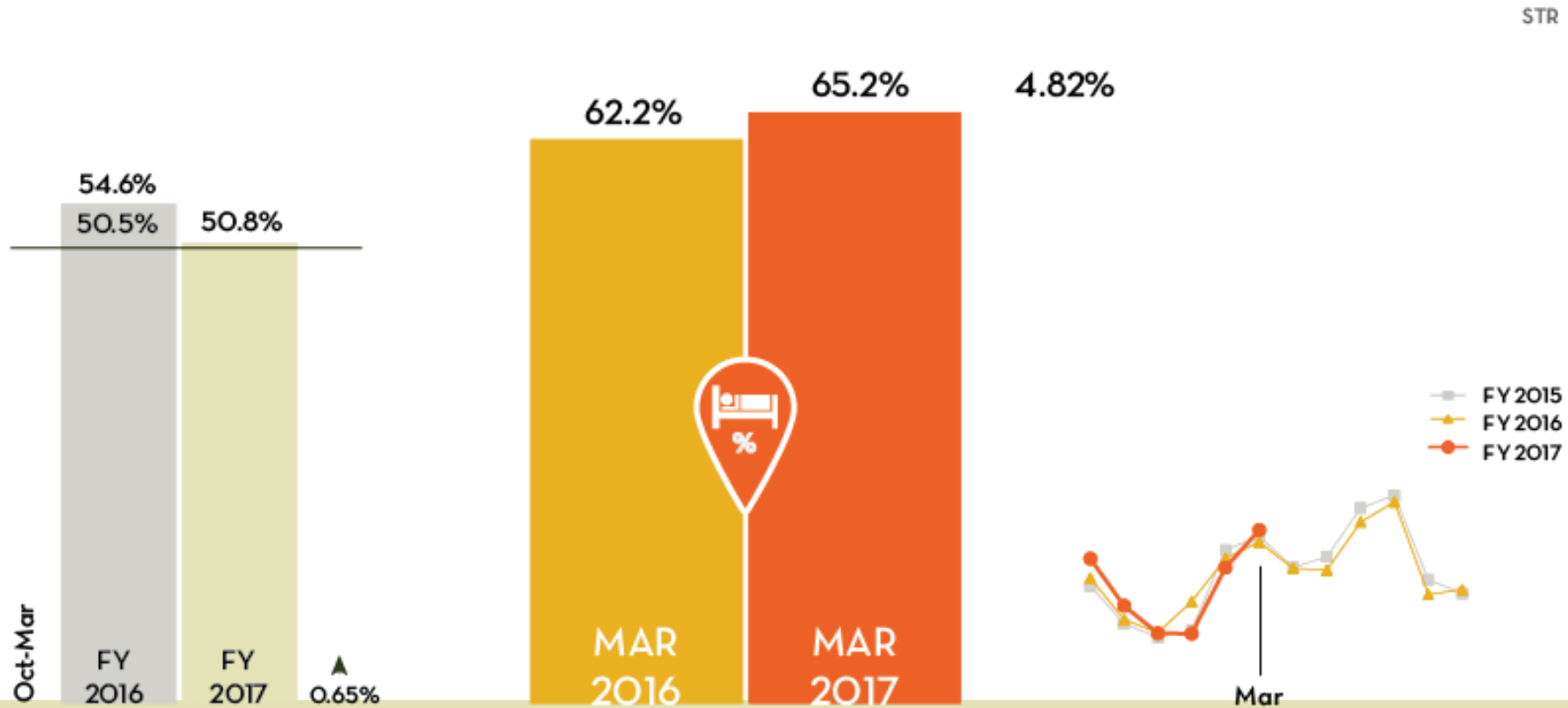
Occupancy Tax Receipts



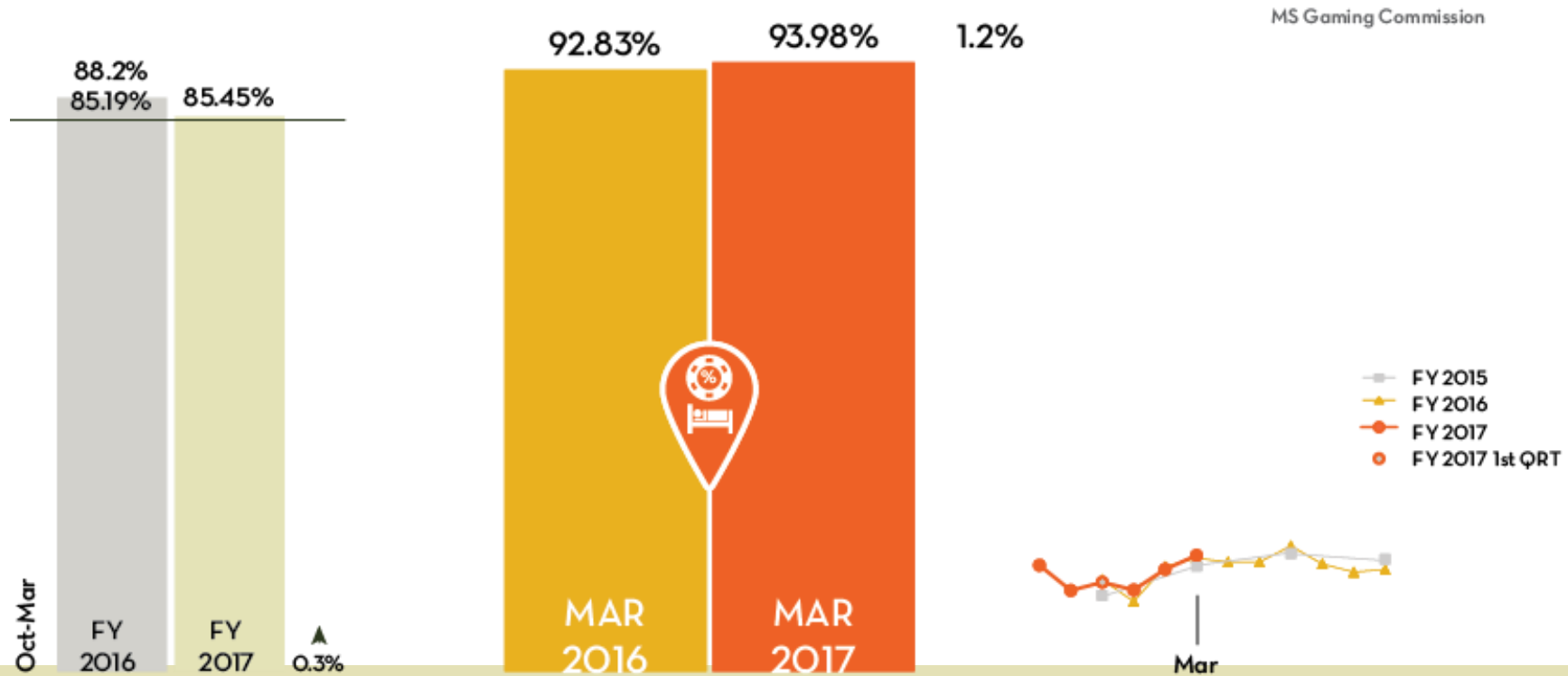
MS Department of Revenue



Occupancy Rate Non-Casino



Occupancy Rate Casino

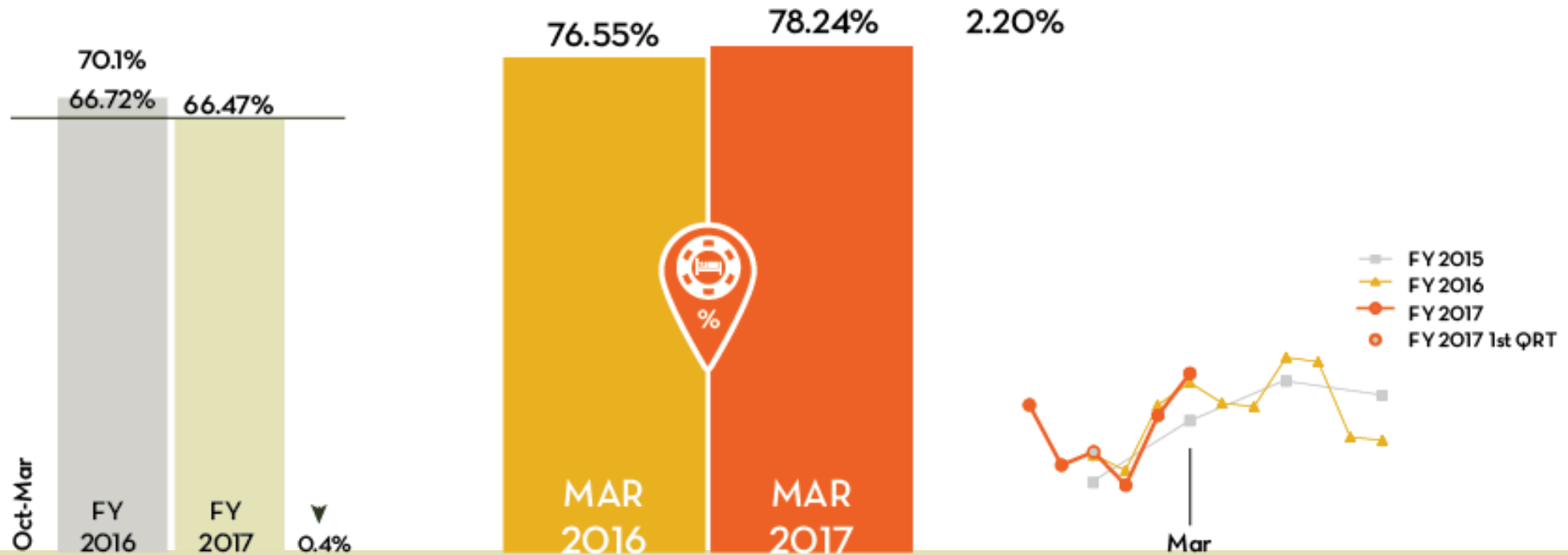


Occupancy Rate

All



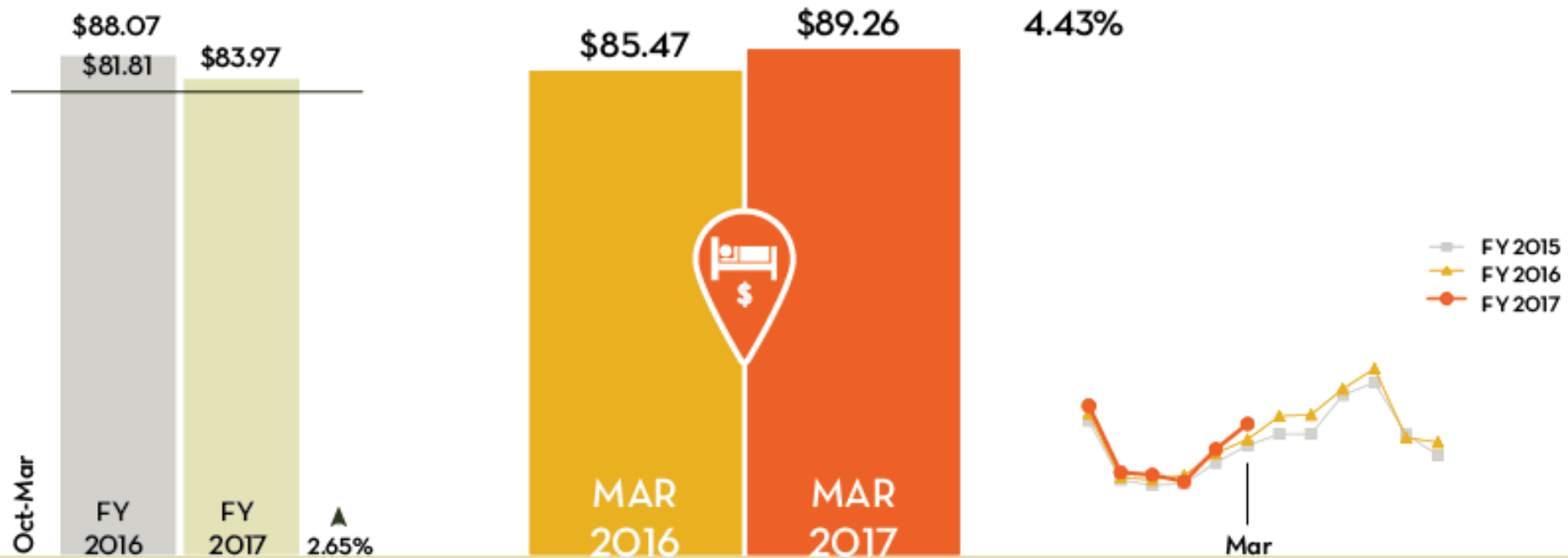
STR & MSGC



Average Daily Rate Non-Casino



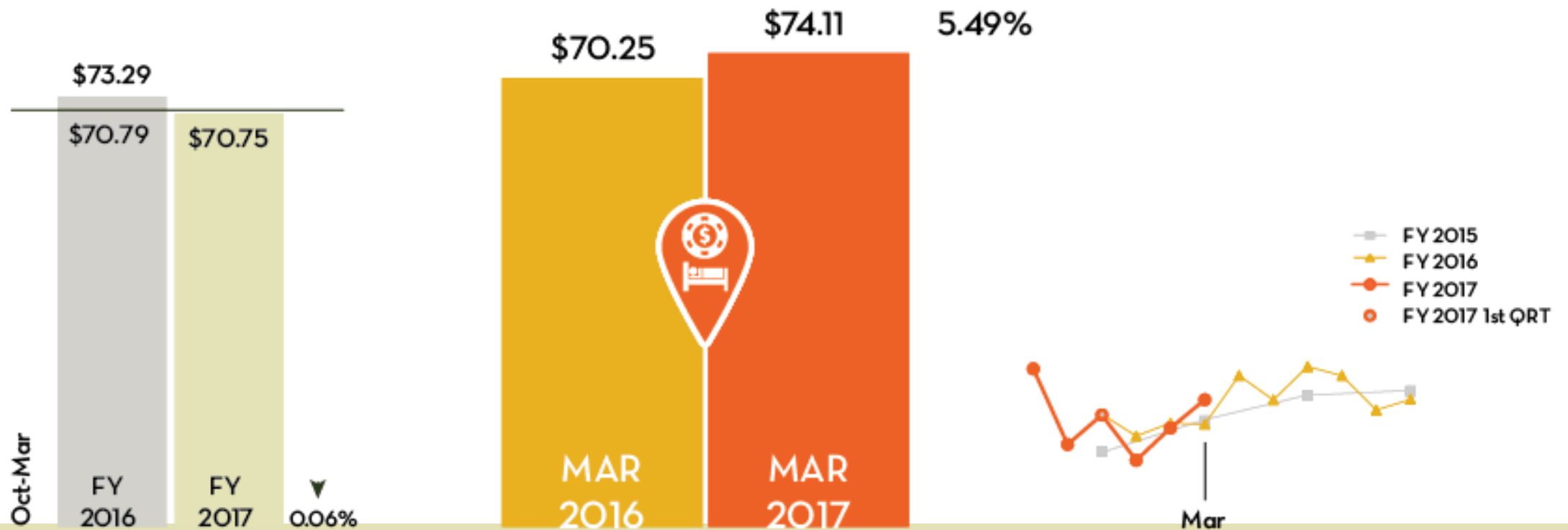
STR



Average Daily Rate Casino



MS Gaming Commission

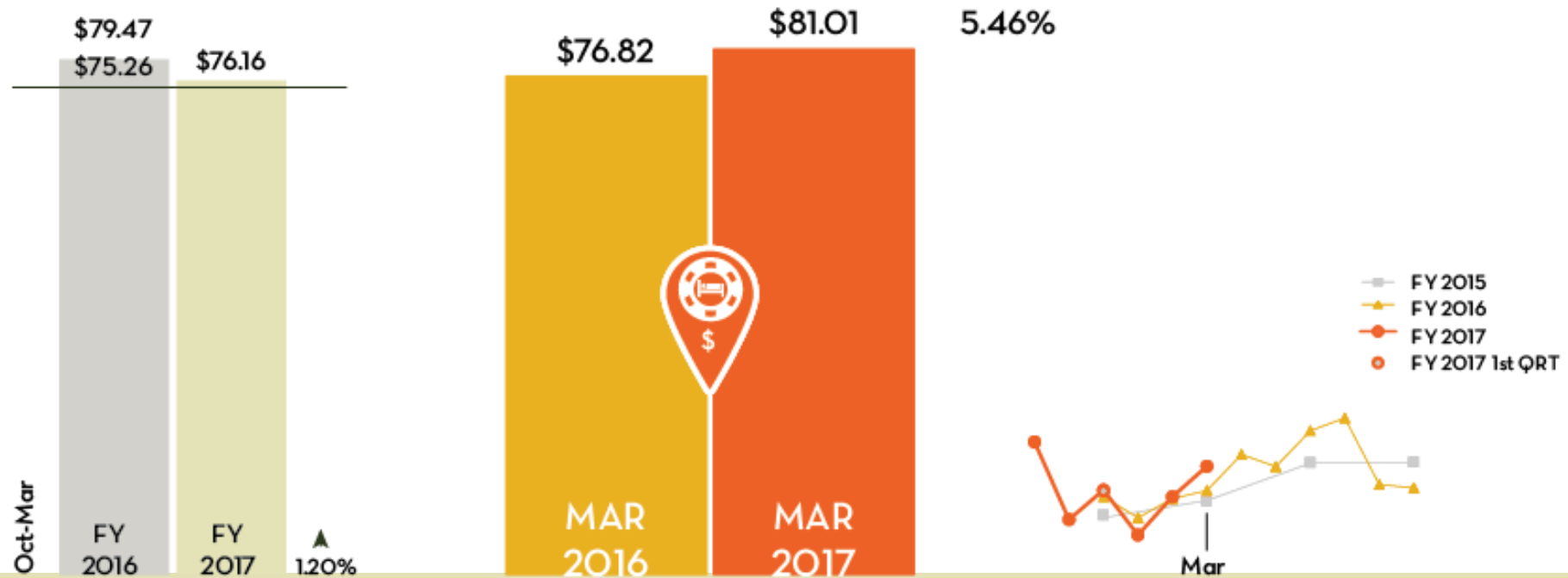


Average Daily Rate

All



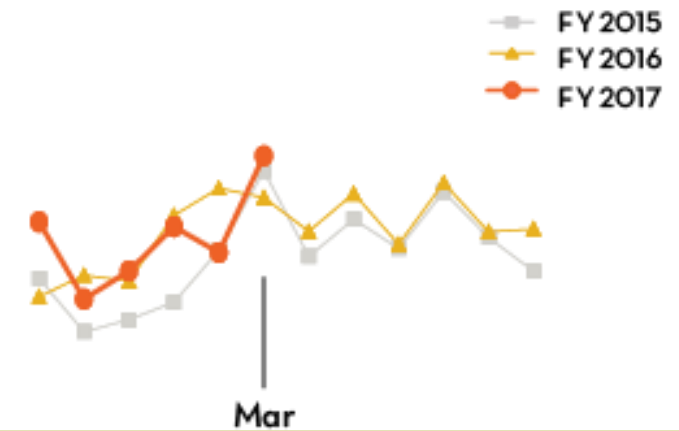
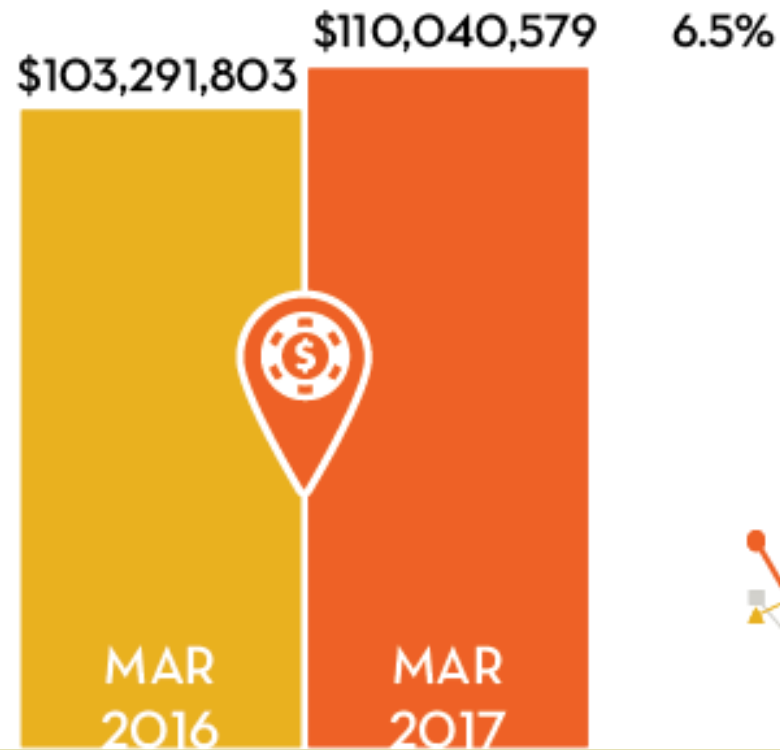
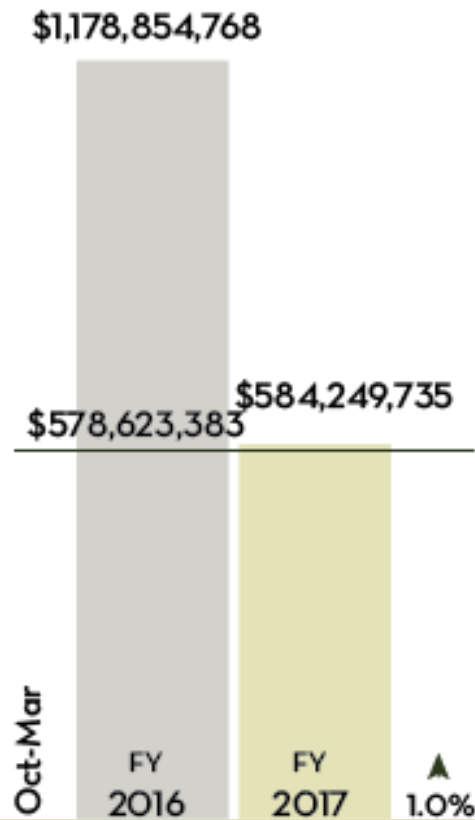
STR & MSGC



Gaming Revenue

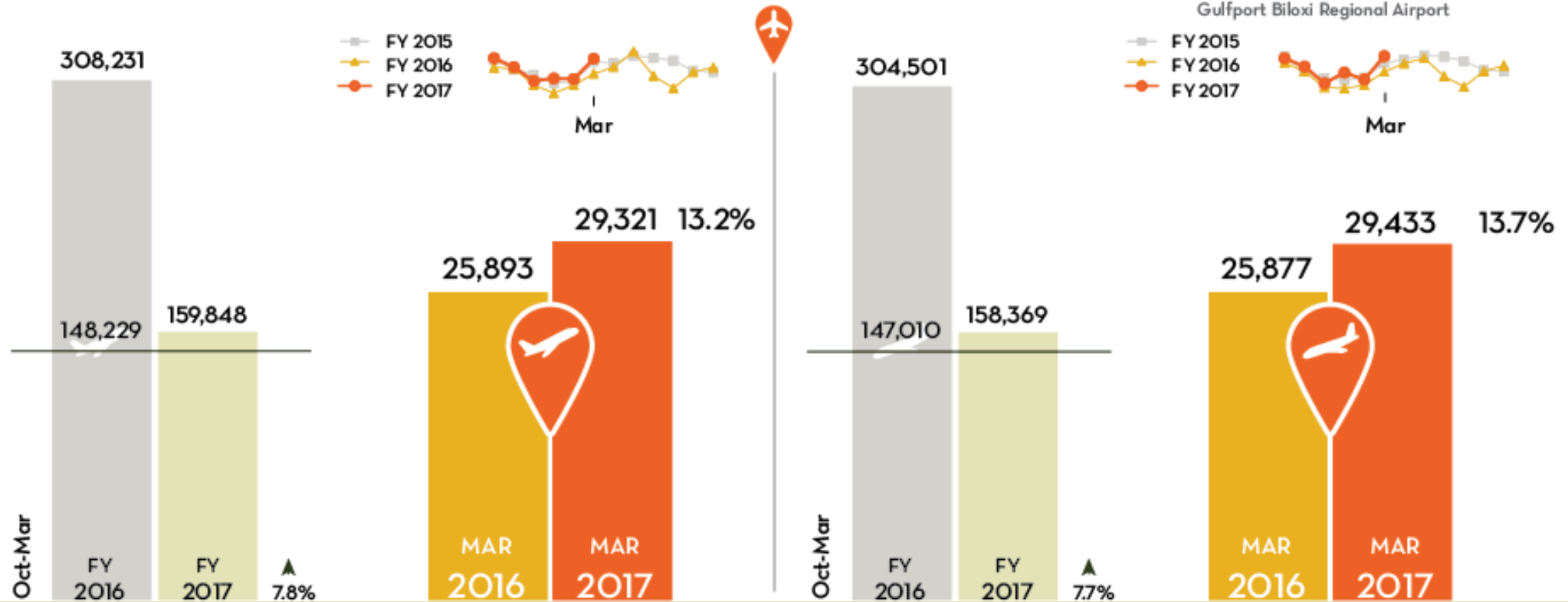


MS Gaming Commission



Gulfport-Biloxi International Airport

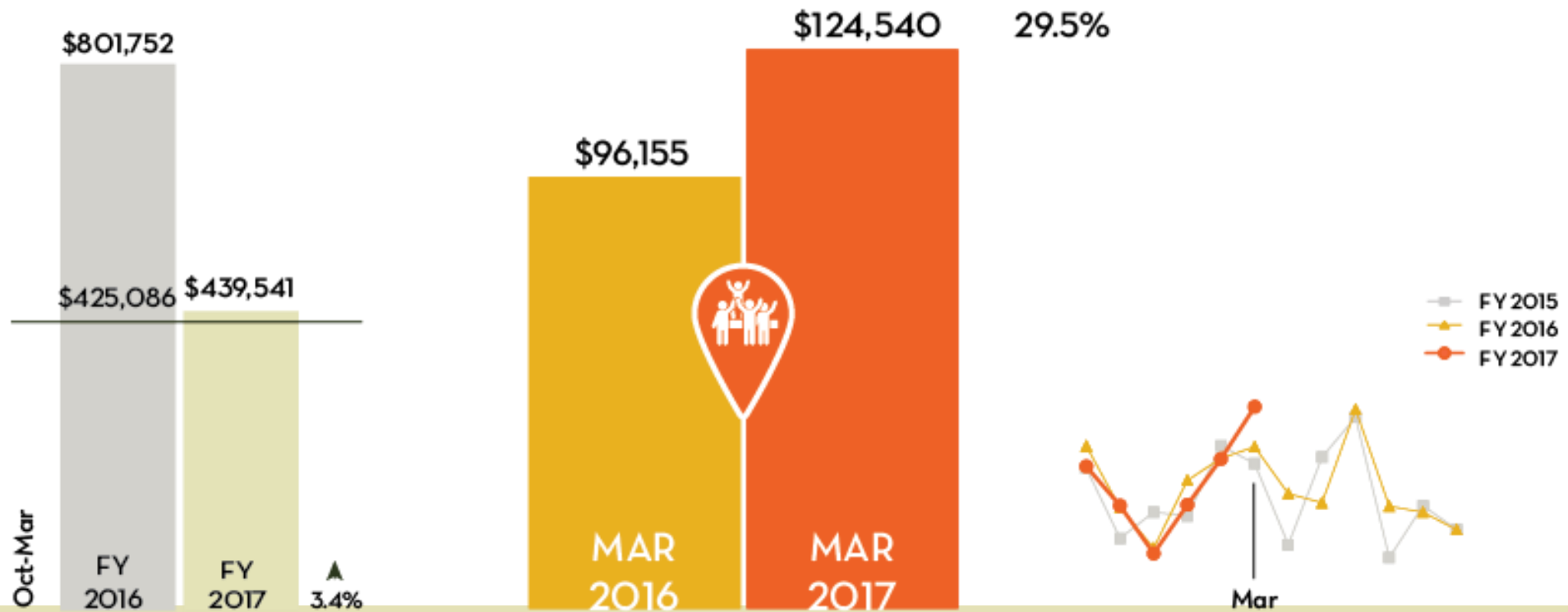
Enplanements — Deplanements



Convention Center Revenue



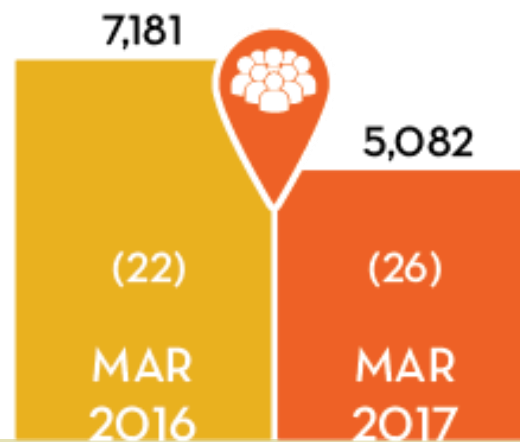
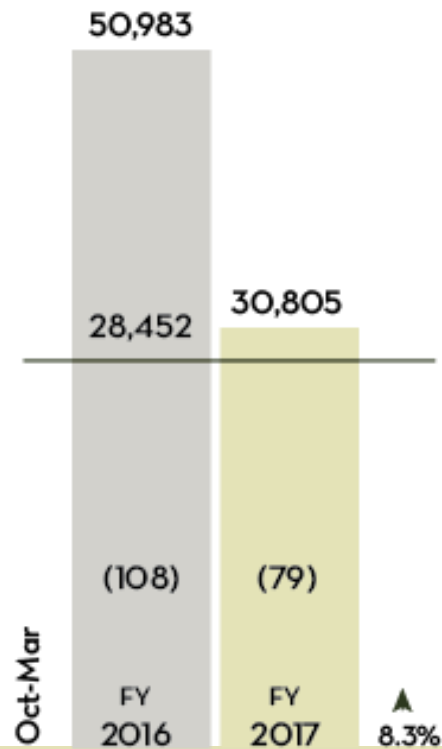
MS Coast Coliseum and Convention Center



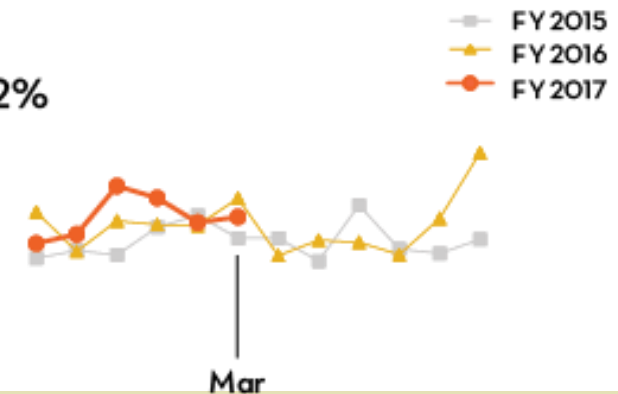
Definite Bookings



Room Nights/(Groups)

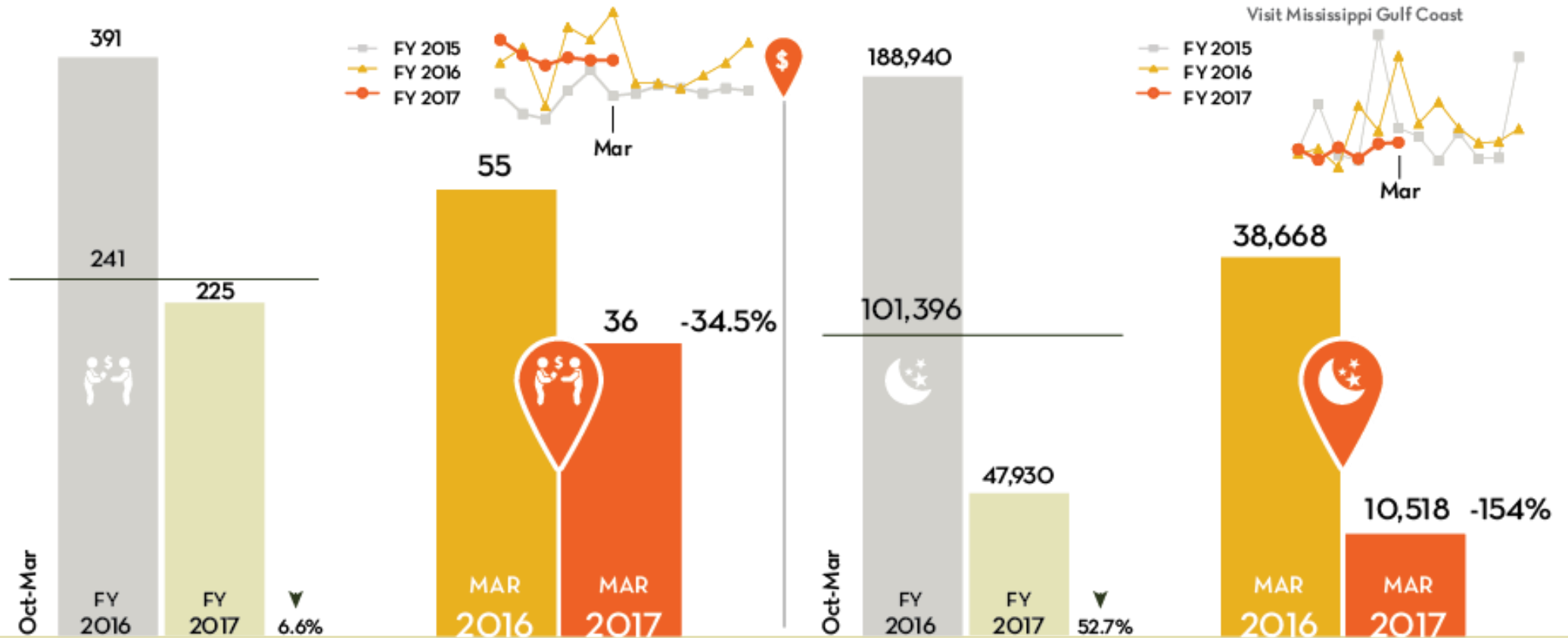


Visit Mississippi Gulf Coast





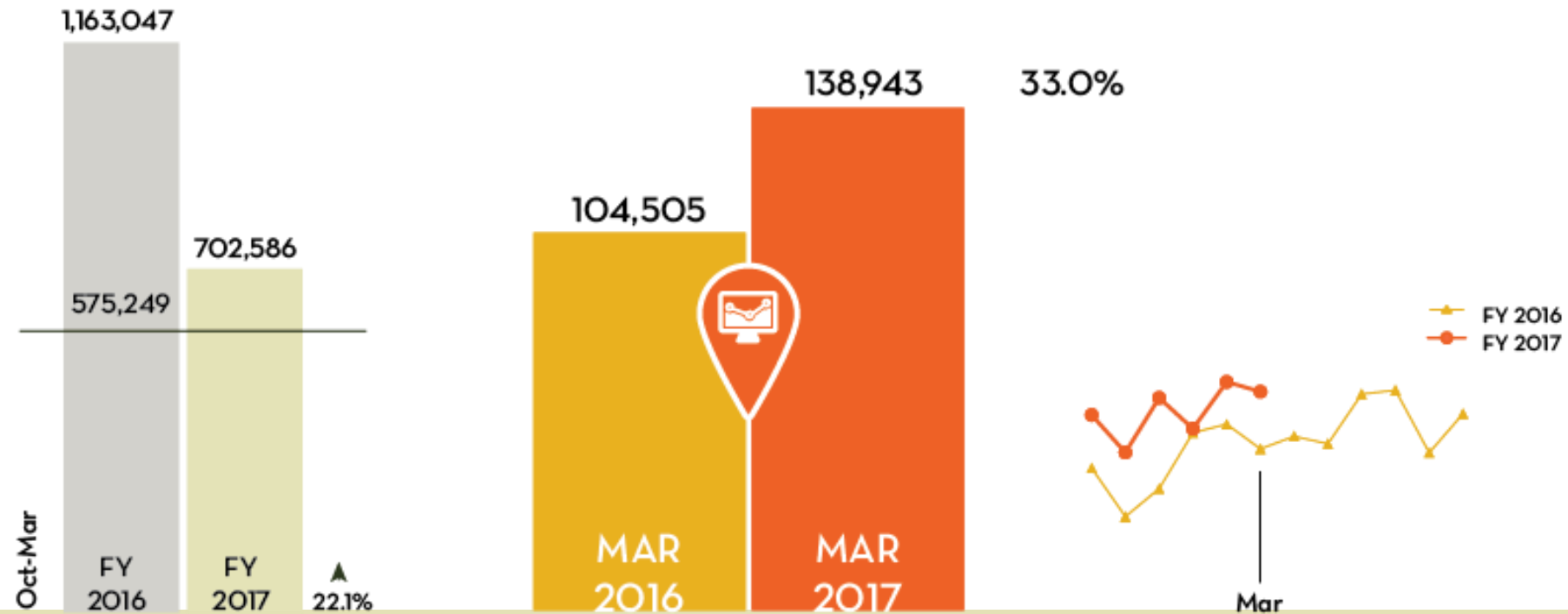
Leads Issued & Potential Room Nights



Google Analytics - Unique Visits



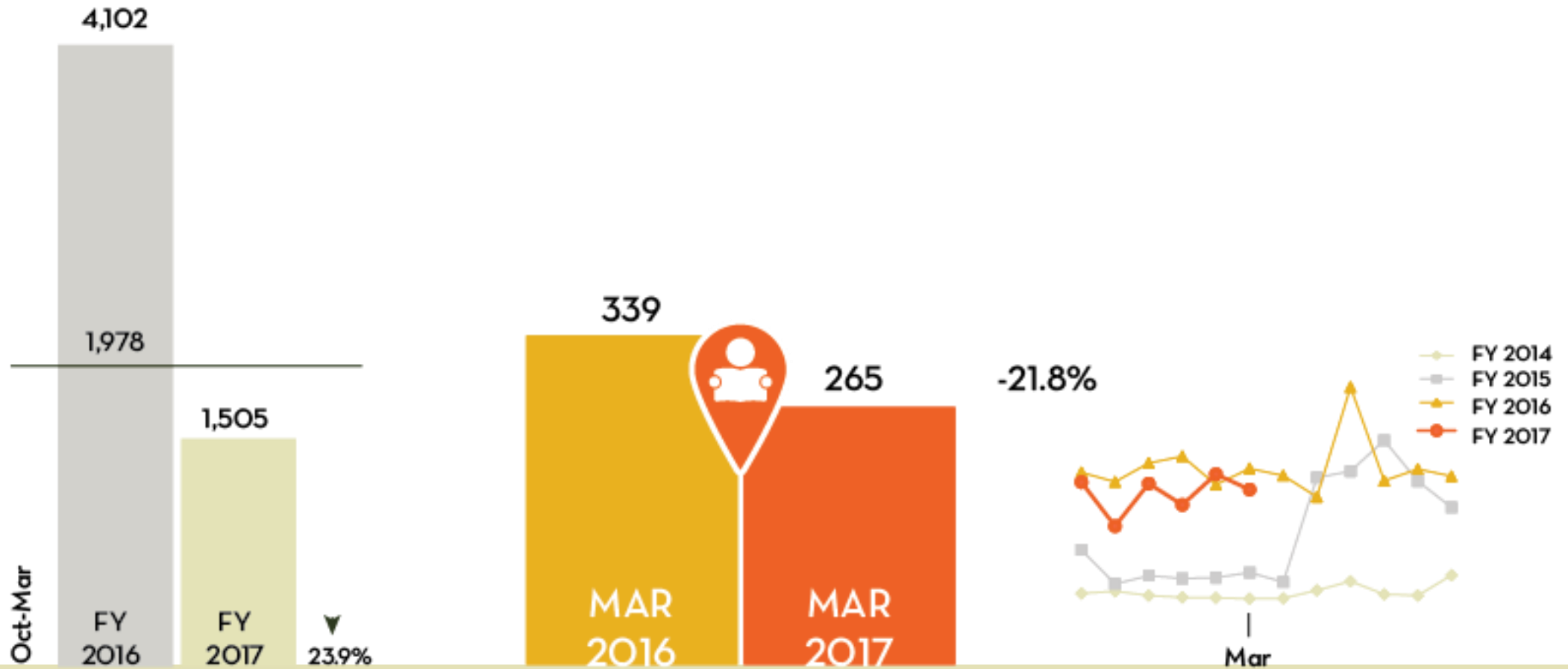
Google Analytics



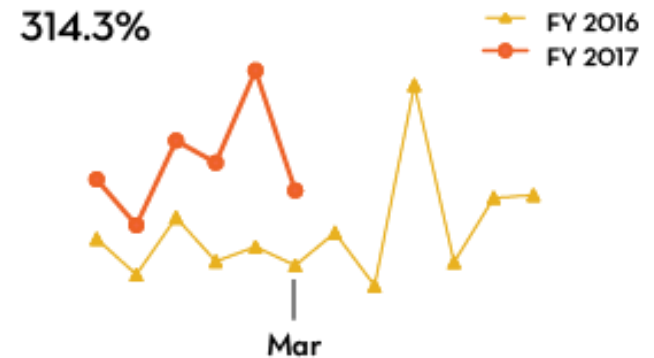
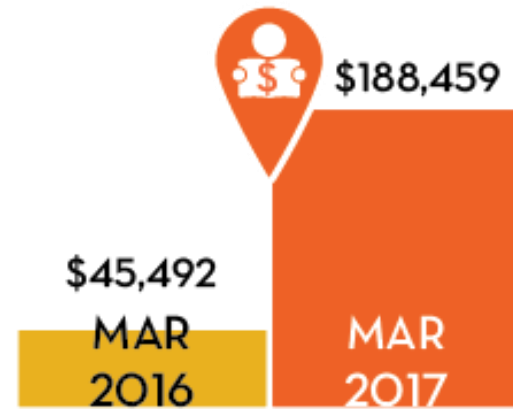
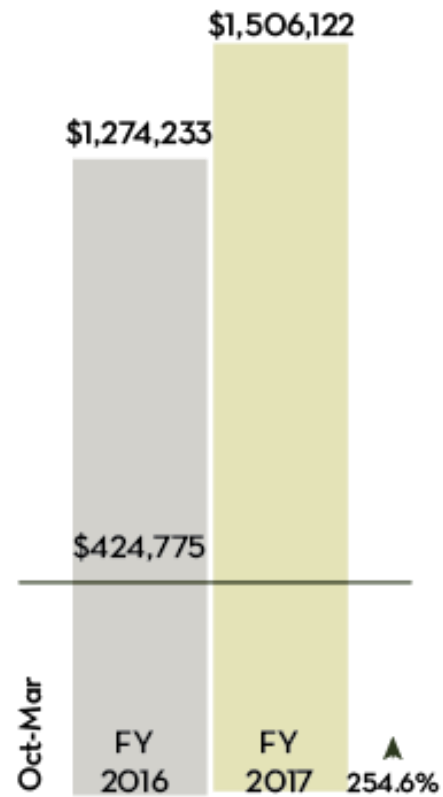
Number of Articles



Critical Mention

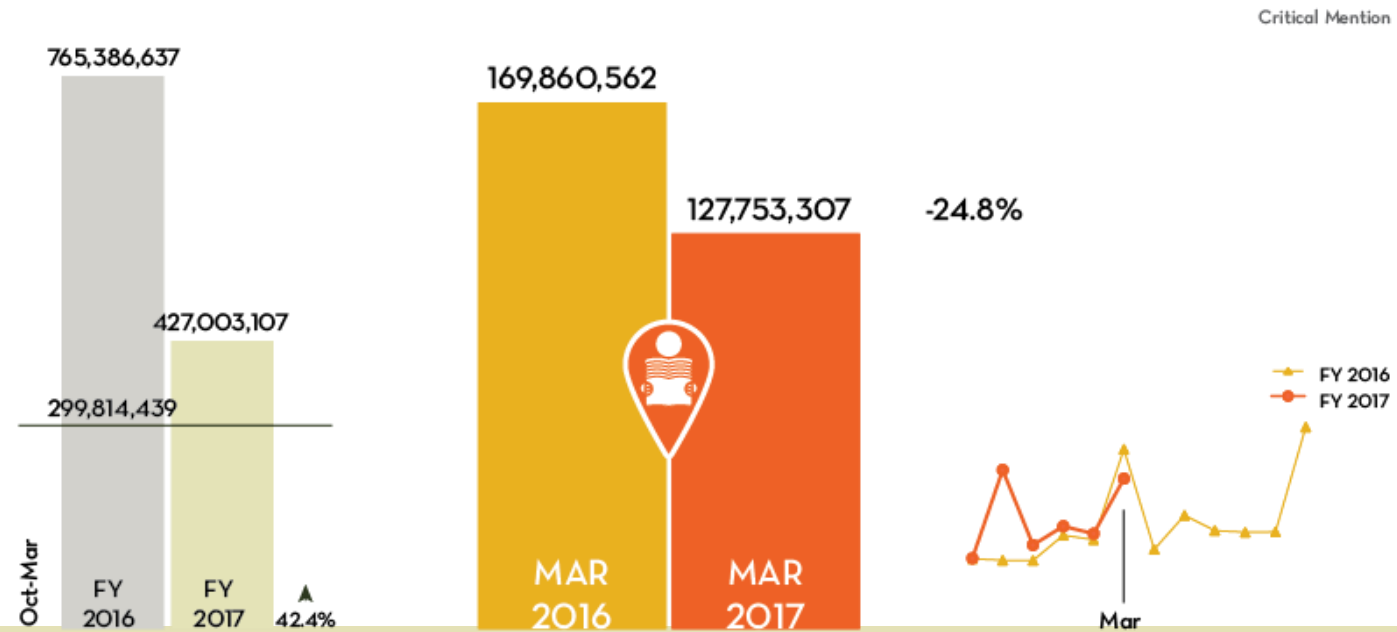


Media Value

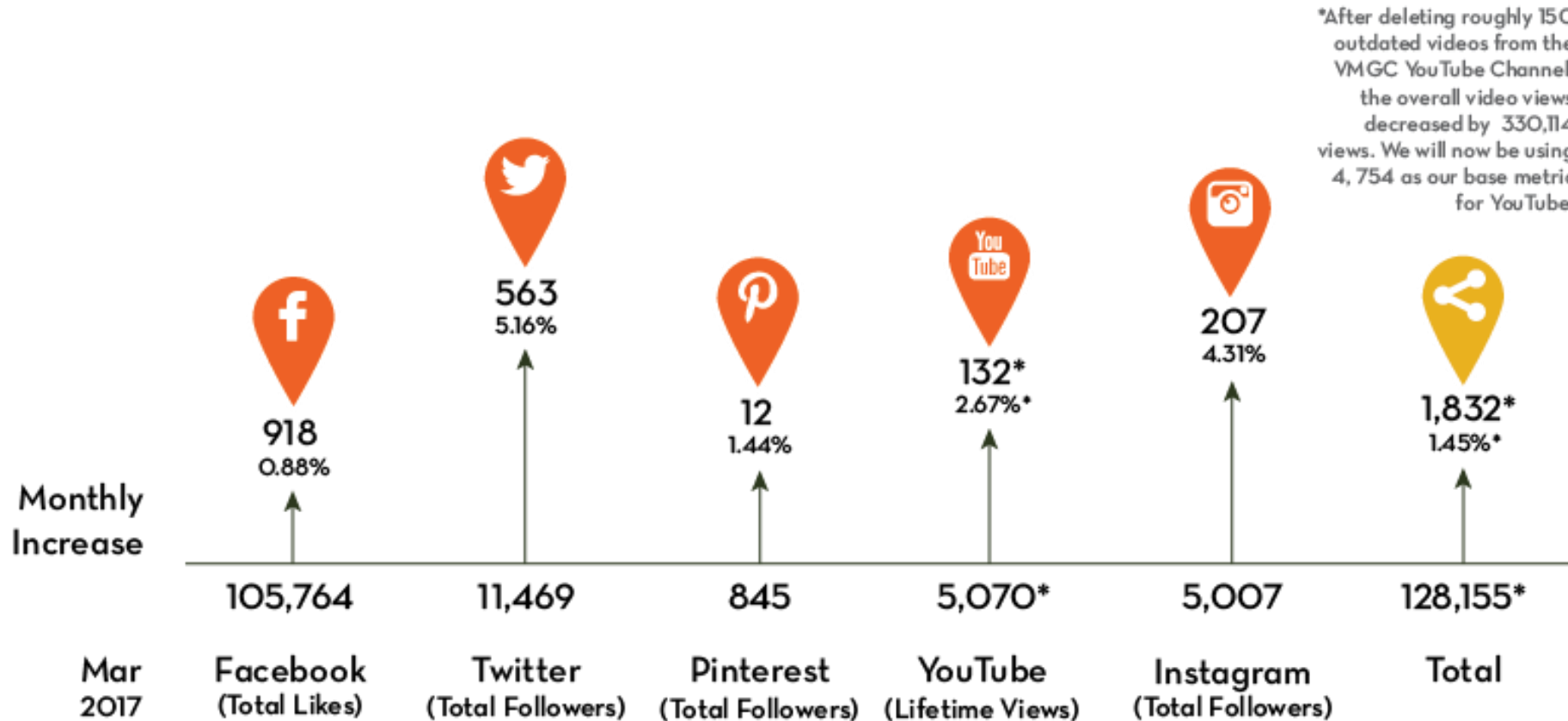


Critical Mention

Impressions



Social Media Metrics



8 U.S. Solo Travel Destinations You Probably Haven't Thought Of

03/20/2017 02:34 pm ET | Updated Mar 20, 2017

Bay St. Louis, Mississippi

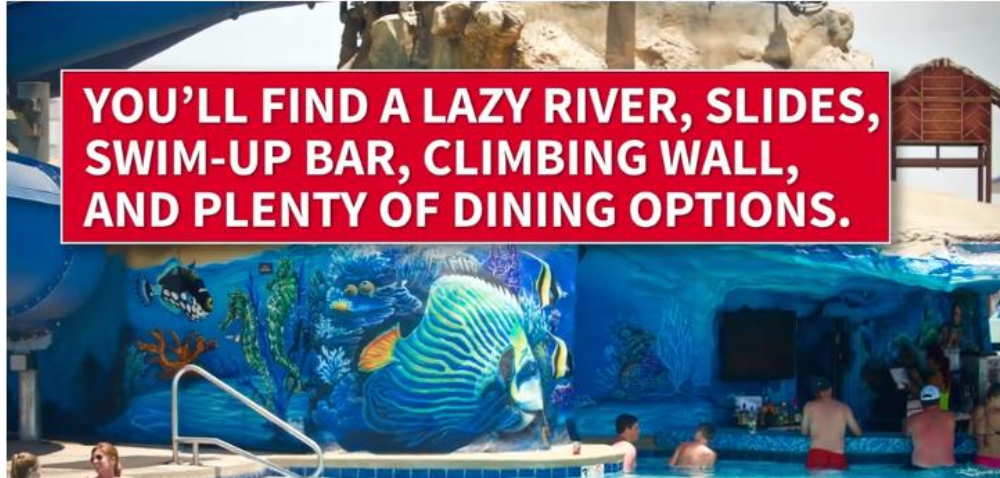
If an unexpected seaside escape is your cup of tea, consider [Bay St. Louis](#). Once ravaged by Katrina, this resilient town on the water has seriously artsy vibes. Boutique-hop through Old Town (quirky [Smith & Lens](#) gallery and [The French Potager](#) are musts) and then Vinyasa-flow your way through your #NewYearsGoals at [Treehouse Yoga](#) followed by a visit to [Mockingbird Café](#) for a cup of near-perfect coffee. If you can swing it, treat yourself to a restorative day at [Spa at the Bay](#) in Hollywood Casino Gulf Coast.

Made in Mississippi: Flavors only found on the Gulf Coast

Anne Roderique-Jones, Special for USA TODAY Published 6:15 a.m. ET March 13, 2017 | Updated 3:39 p.m. ET March 20, 2017



MEDIA COVERAGE



7 Things You're Missing In Biloxi, Mississippi

The charming town of Biloxi has lots to offer those who'd like to take a little trip to the Gulf Coast. With gorgeous scenic views, a fantastic art museum, and some of the best seafood around – you'll want to stop and stay awhile. After Hurricane Katrina, a lot of rebuilding has been done in the area. But, the activities and sights in Biloxi are back and better than ever. Families can go out on shrimping expeditions, tap into their Jimmy Buffett side (doesn't that sound nice?), and even cook their catch at local restaurants like Shaggy's and Morton's.



TRAVEL

13 AMAZING AMERICAN BEACH TOWNS YOU CAN ACTUALLY AFFORD TO LIVE IN



By MATT MELTZER
Published On 03/06/2017
@mmeltrez



1. Gulfport, Mississippi

Median home price: \$117,300

Don't sleep on Mississippi's second-largest city -- one of America's most underappreciated that happens to be a great place to live. Its once-downtrodden Downtown has come back to life as young residents have moved back and brought with them a new energy, weekend block parties, and one of the state's best breweries in Chandeaur. Last summer the city opened an alley in the model of Cleveland's E 4th St, closed to traffic and lined with bars and restaurants for people to enjoy the coastal sunshine as they sip. When it's time to check out Biloxi, the 27 miles of unobstructed beachfront along the way make for one of the most scenic drives in America.

MEDIA COVERAGE

Coast Champions



28 Trainings with 613 graduates!

