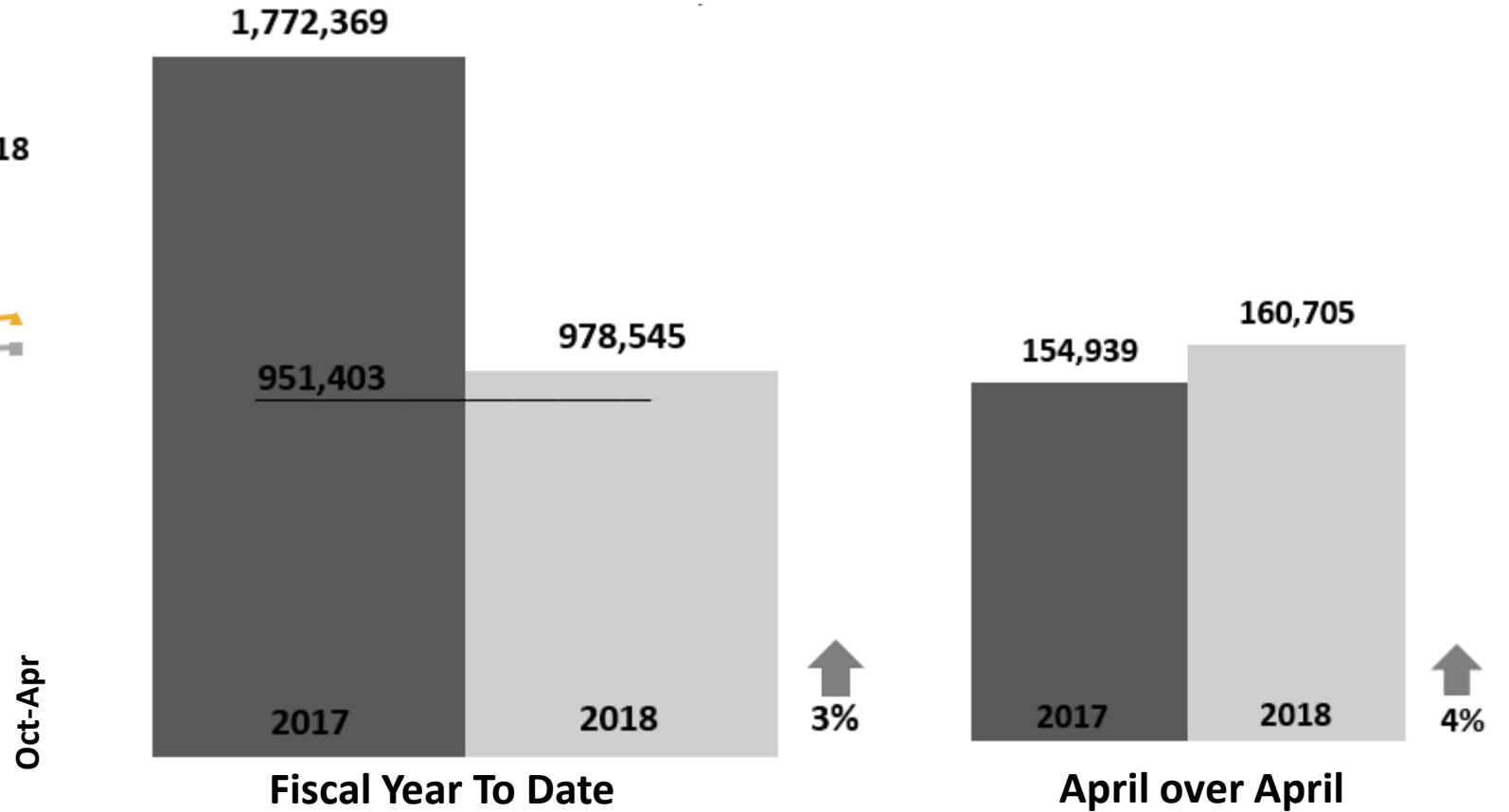
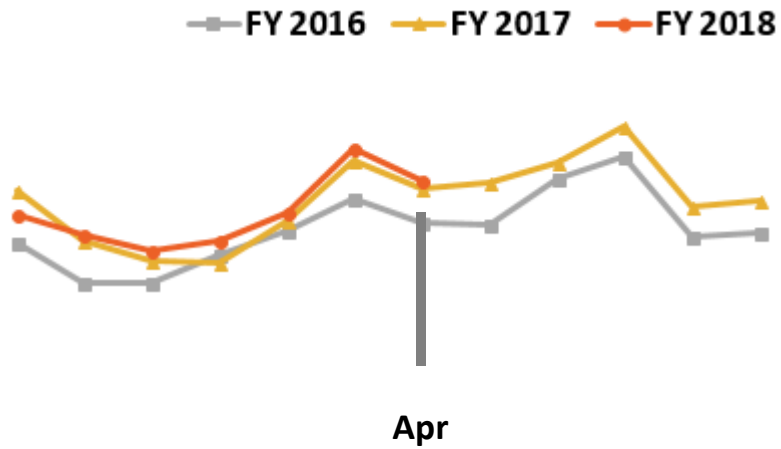


# Visit Mississippi Gulf Coast

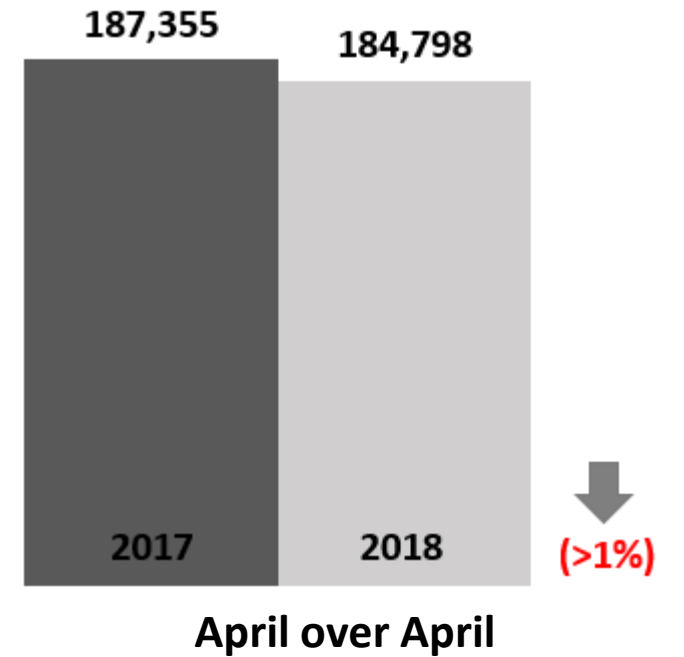
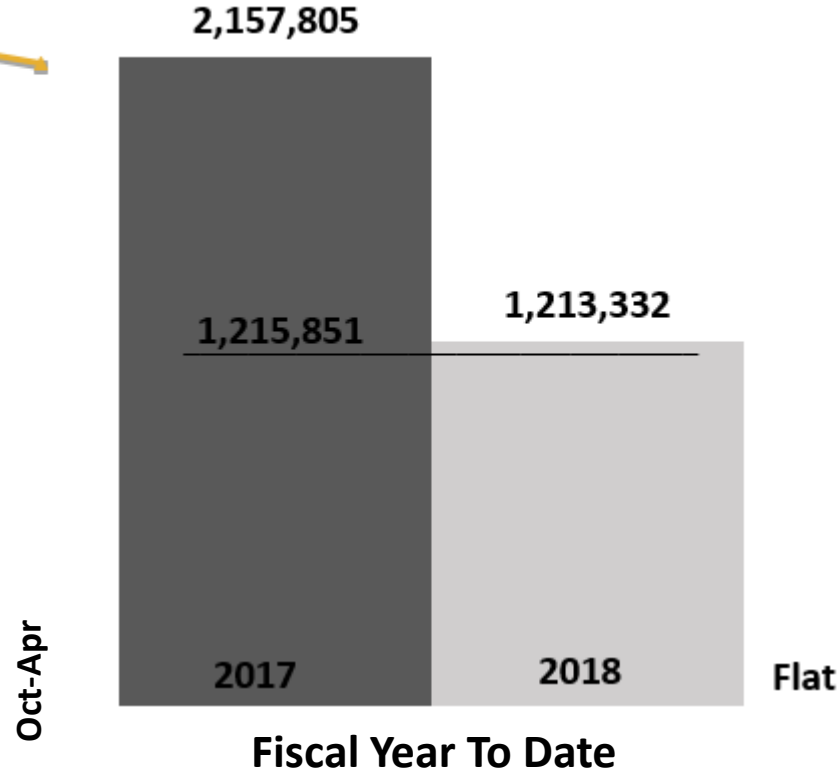
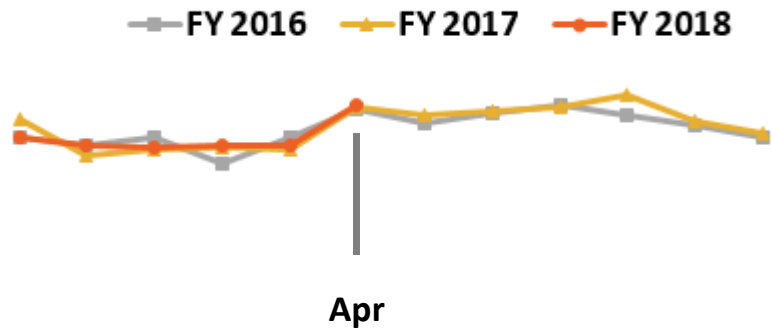
KEY PERFORMANCE INDICATORS

APRIL 2018

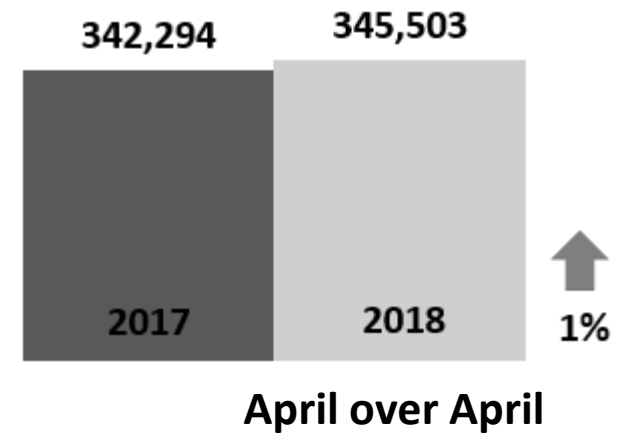
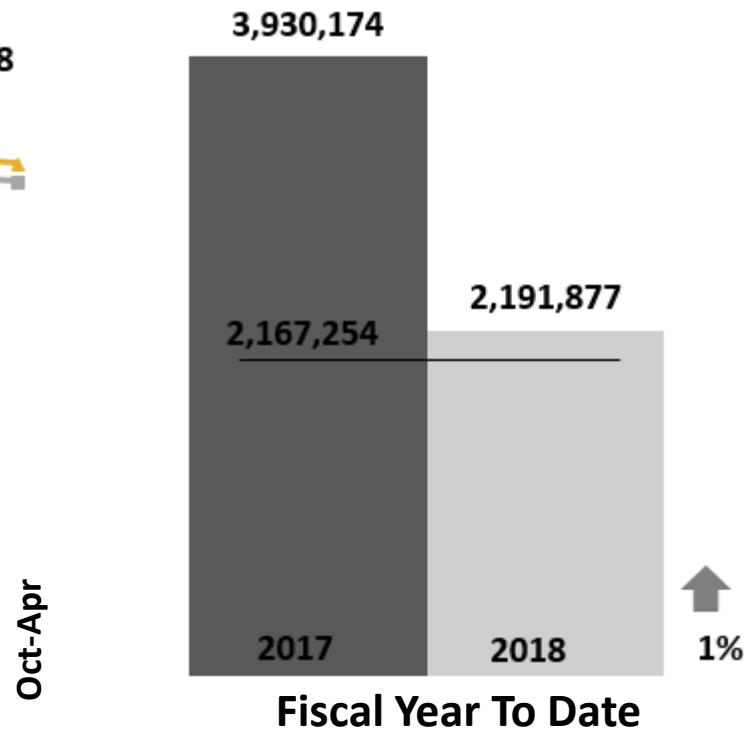
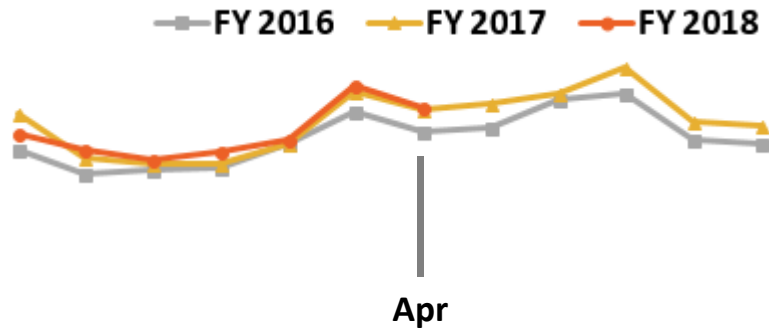
# Non-Casino Rooms Sold



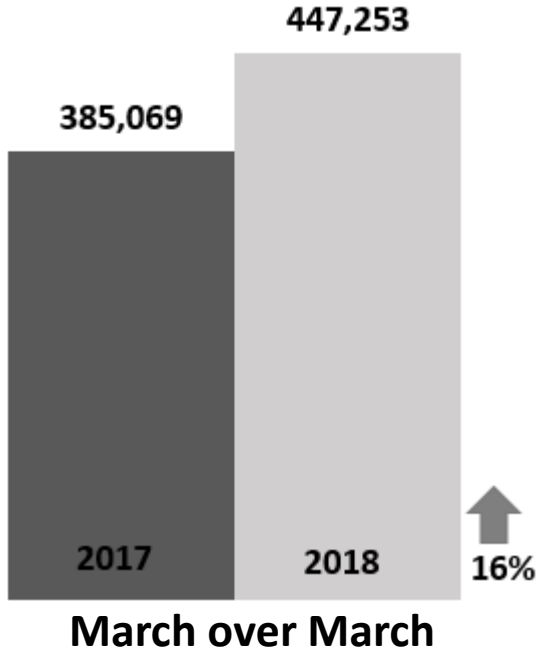
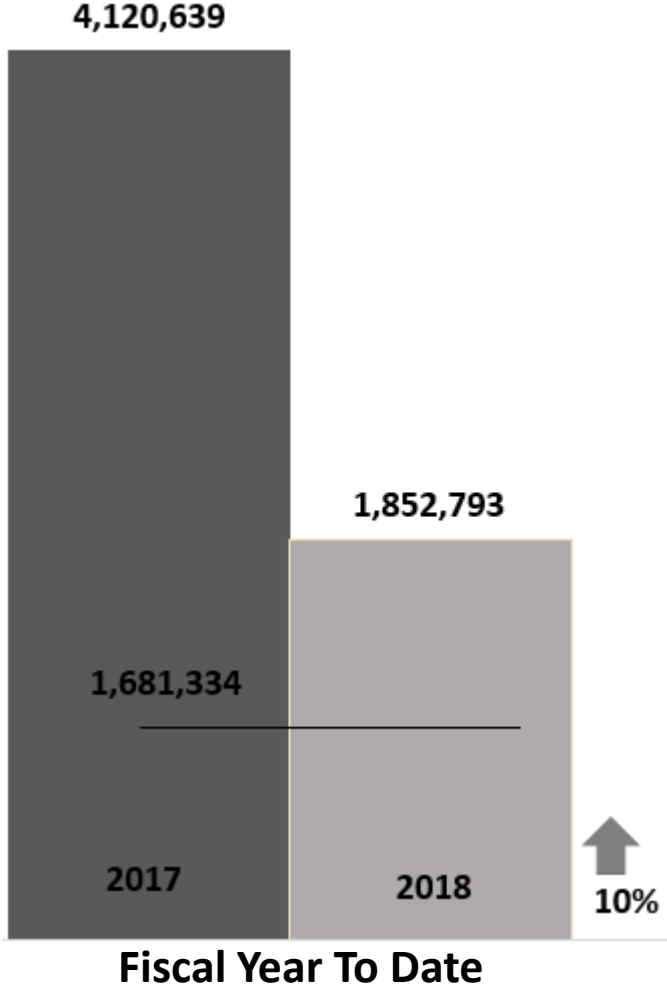
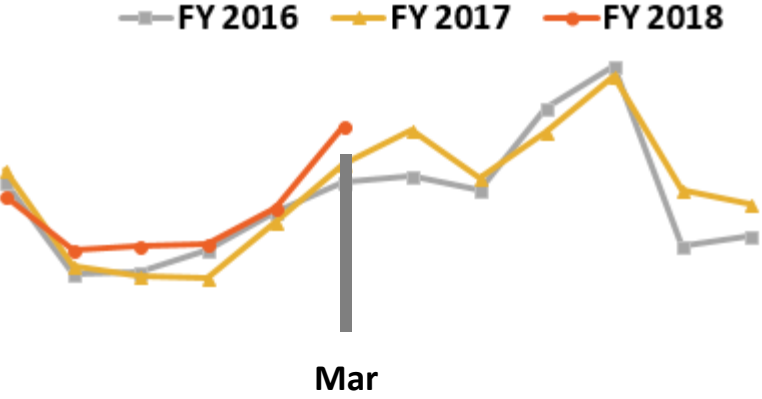
# Casino Rooms Sold



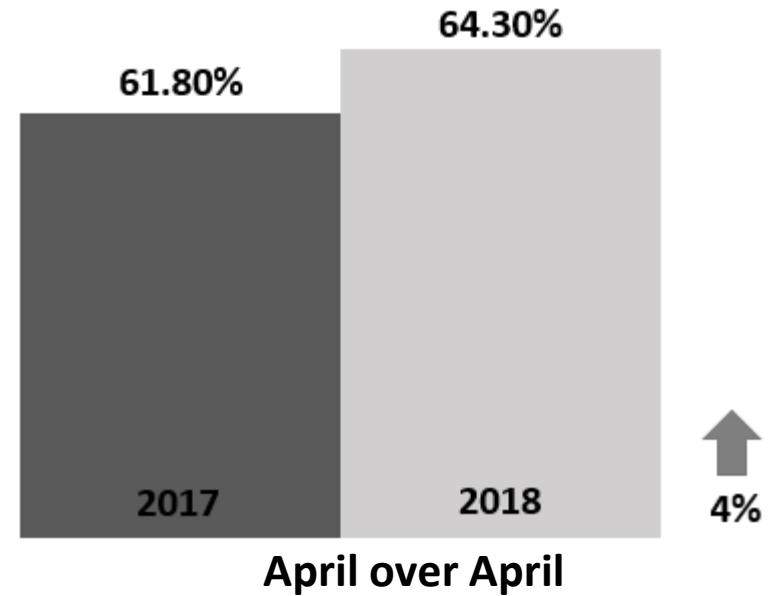
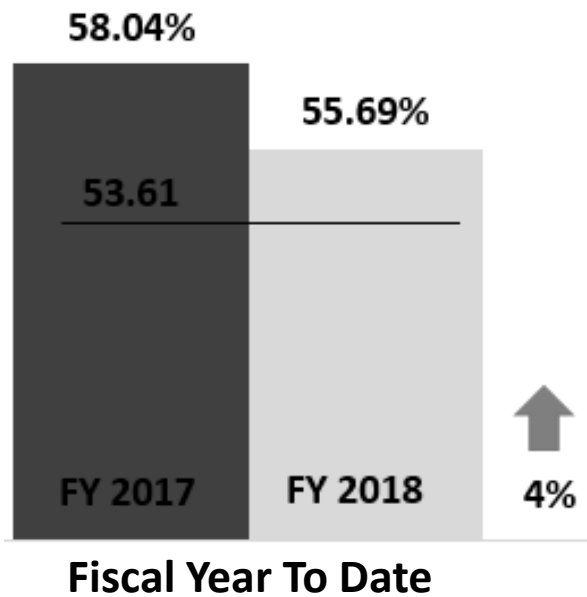
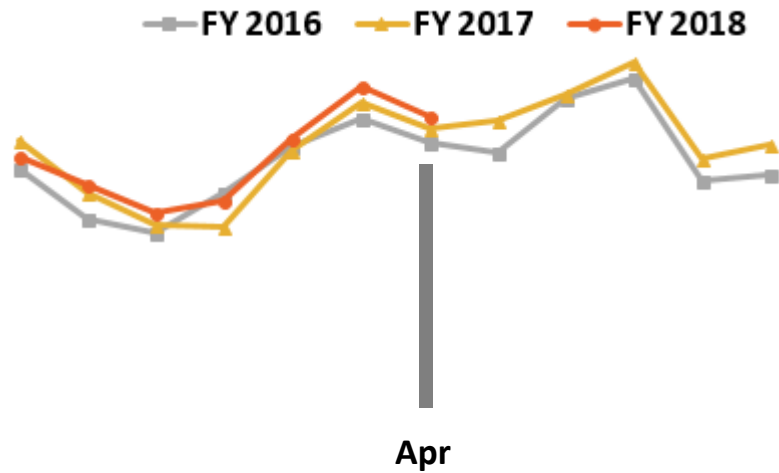
# All Rooms Sold



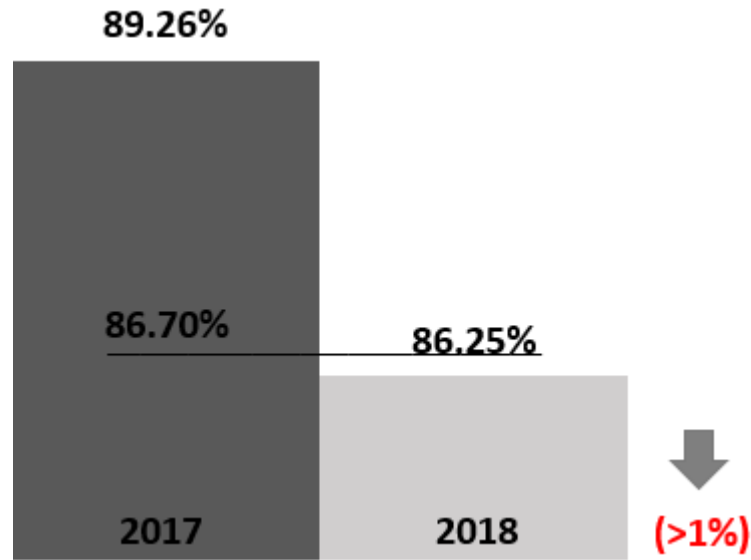
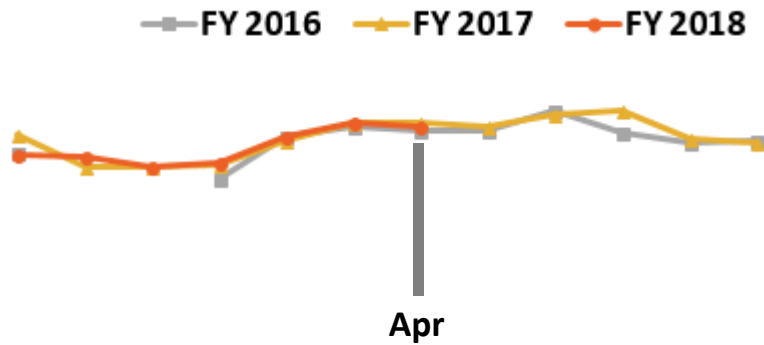
# Occupancy Tax Receipts



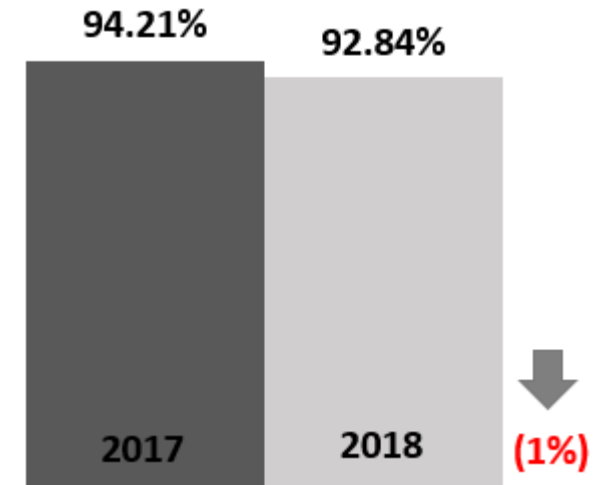
# Non-Casino Occupancy



# Casino Occupancy

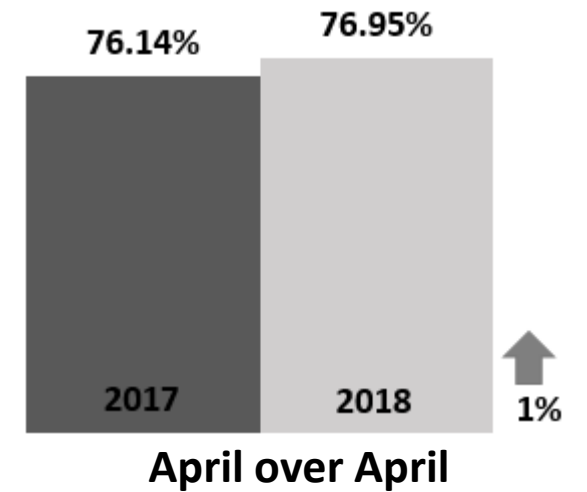
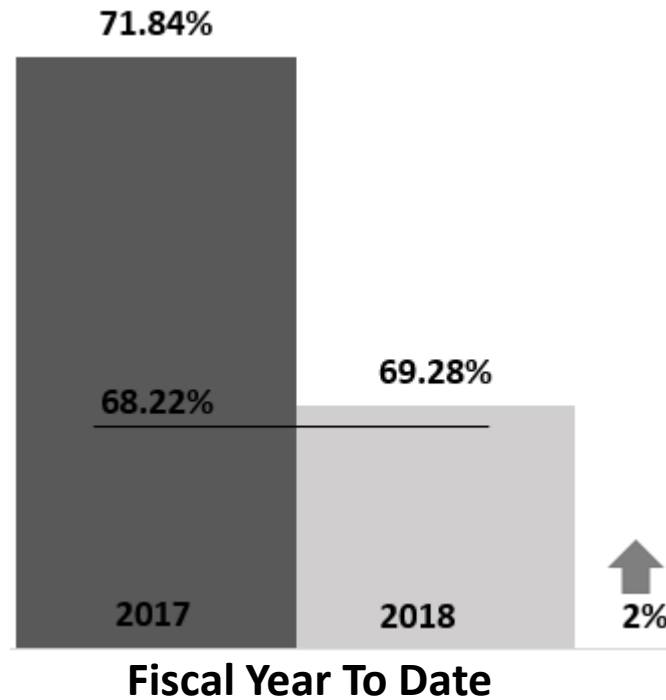
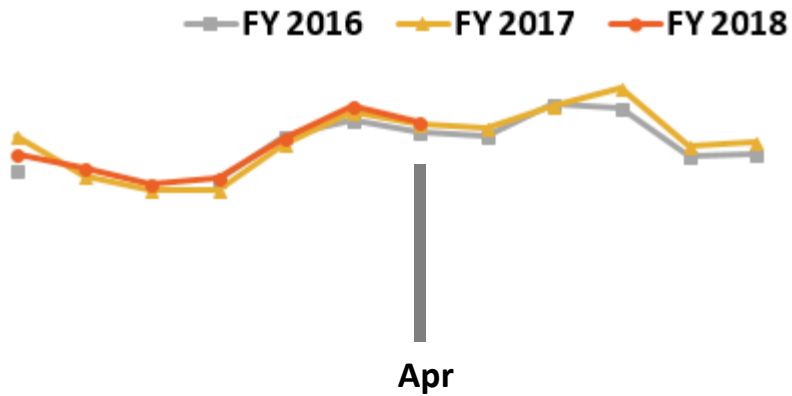


Fiscal Year To Date



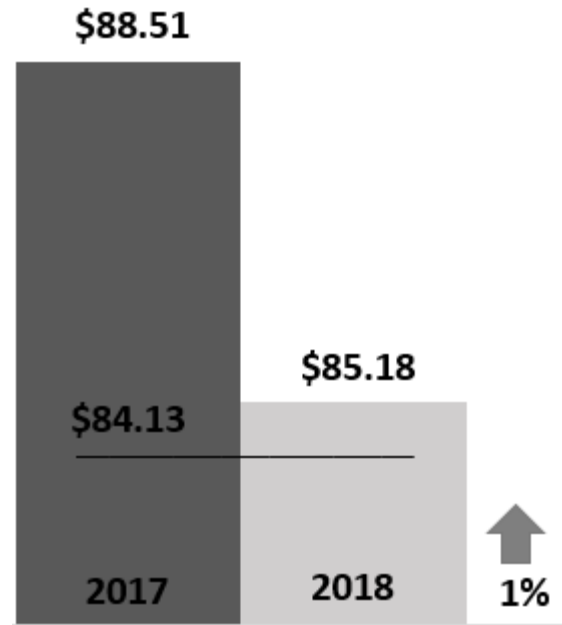
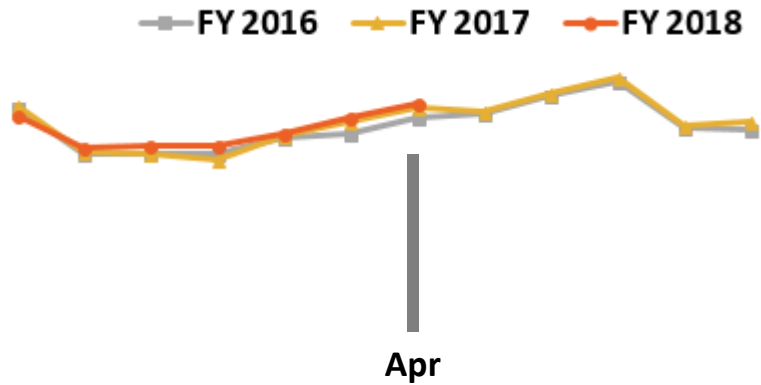
April over April

# All Occupancy

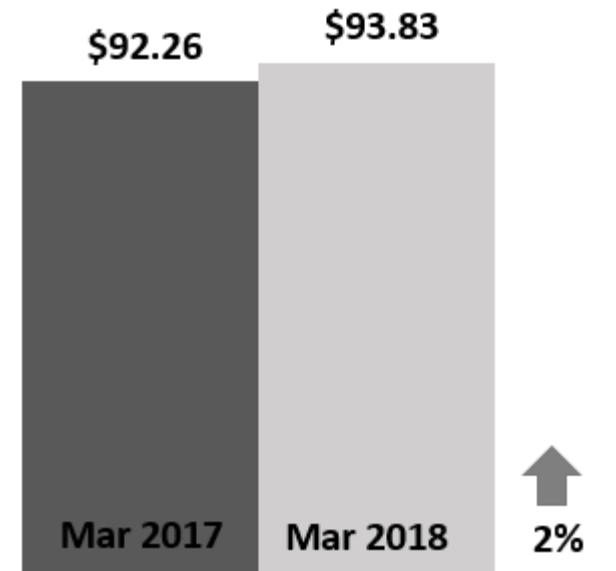




# Non-Casino ADR

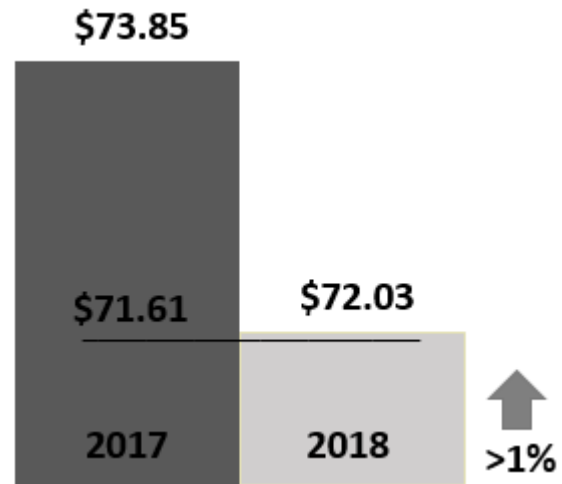
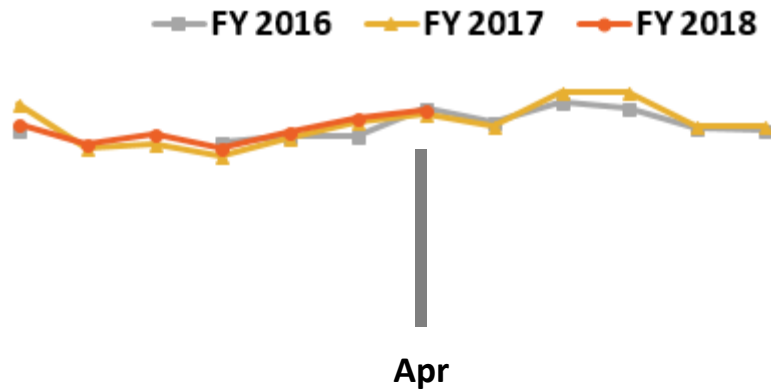


Fiscal Year To Date

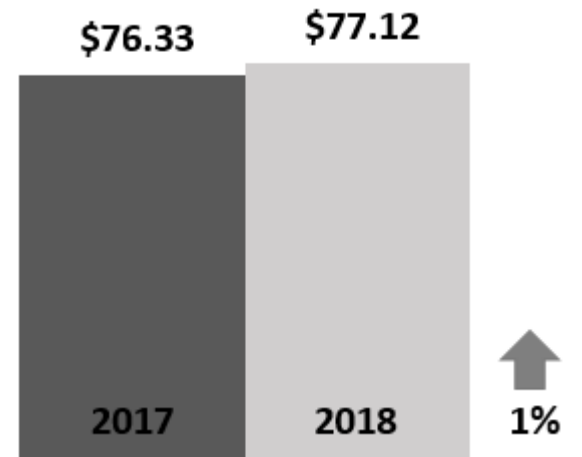


April over April

# Casino ADR

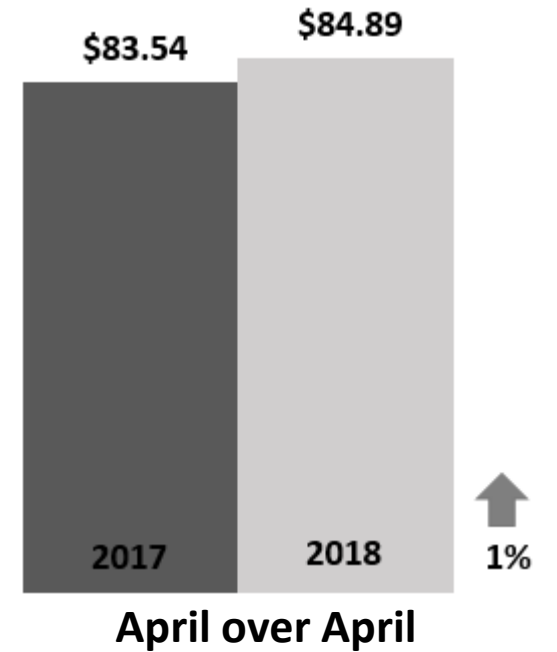
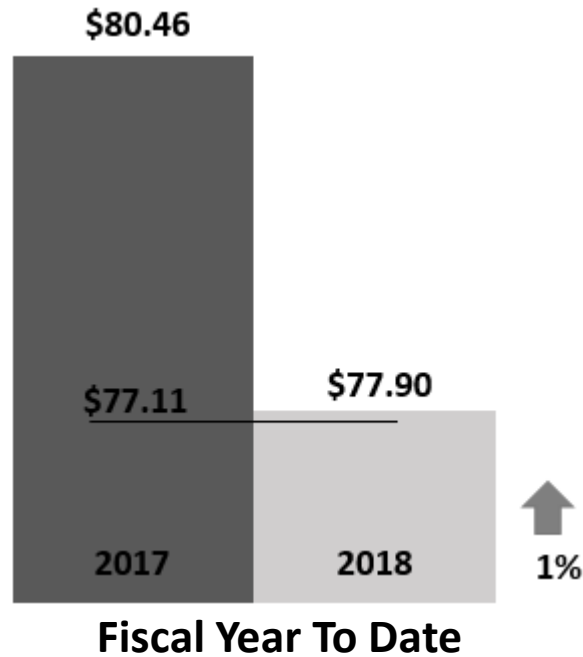
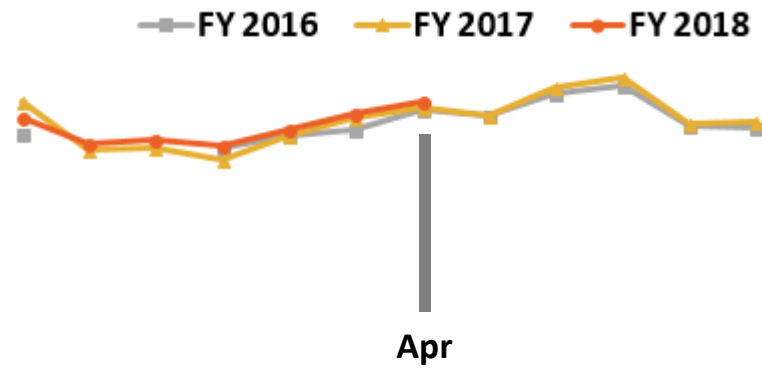


Fiscal Year To Date

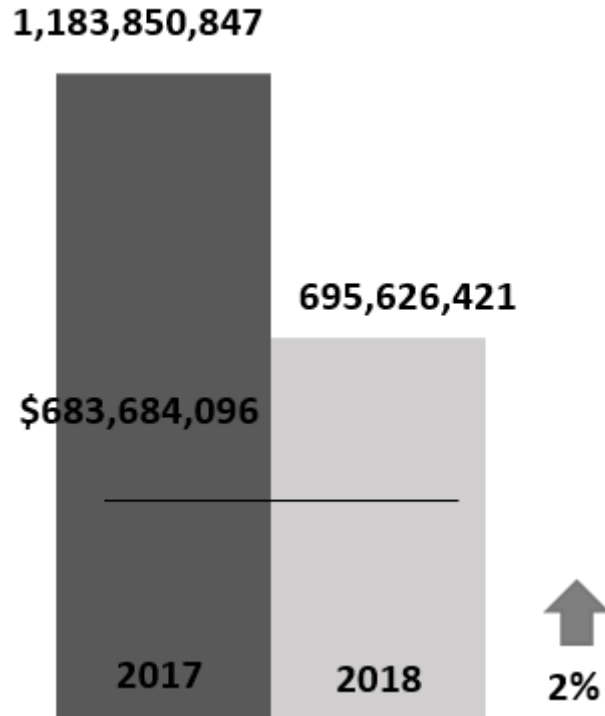
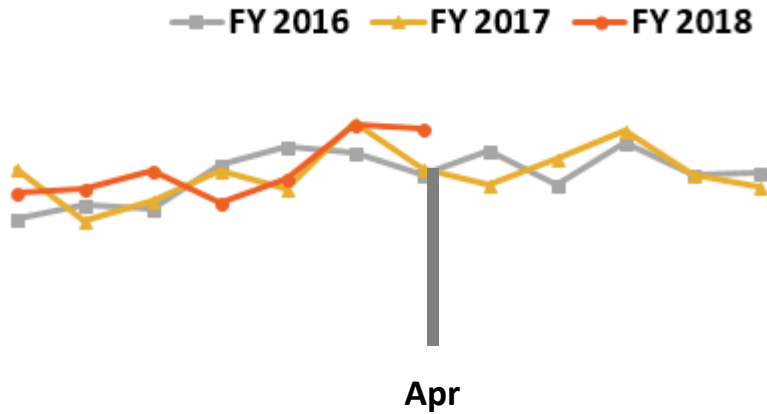


April over April

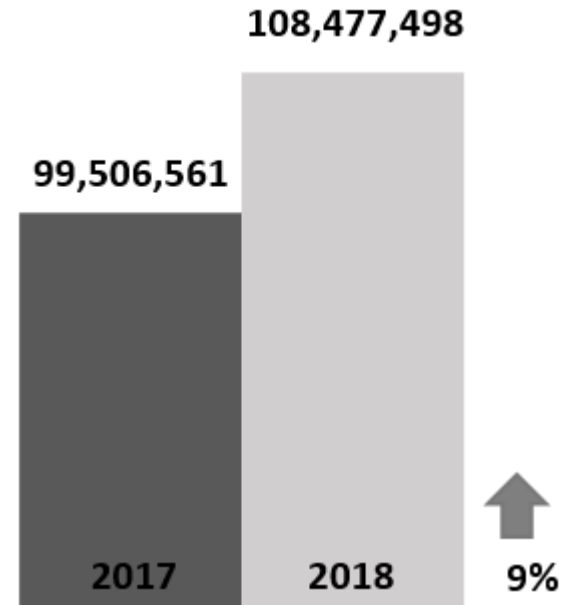
# ALL ADR



# Gaming Revenue



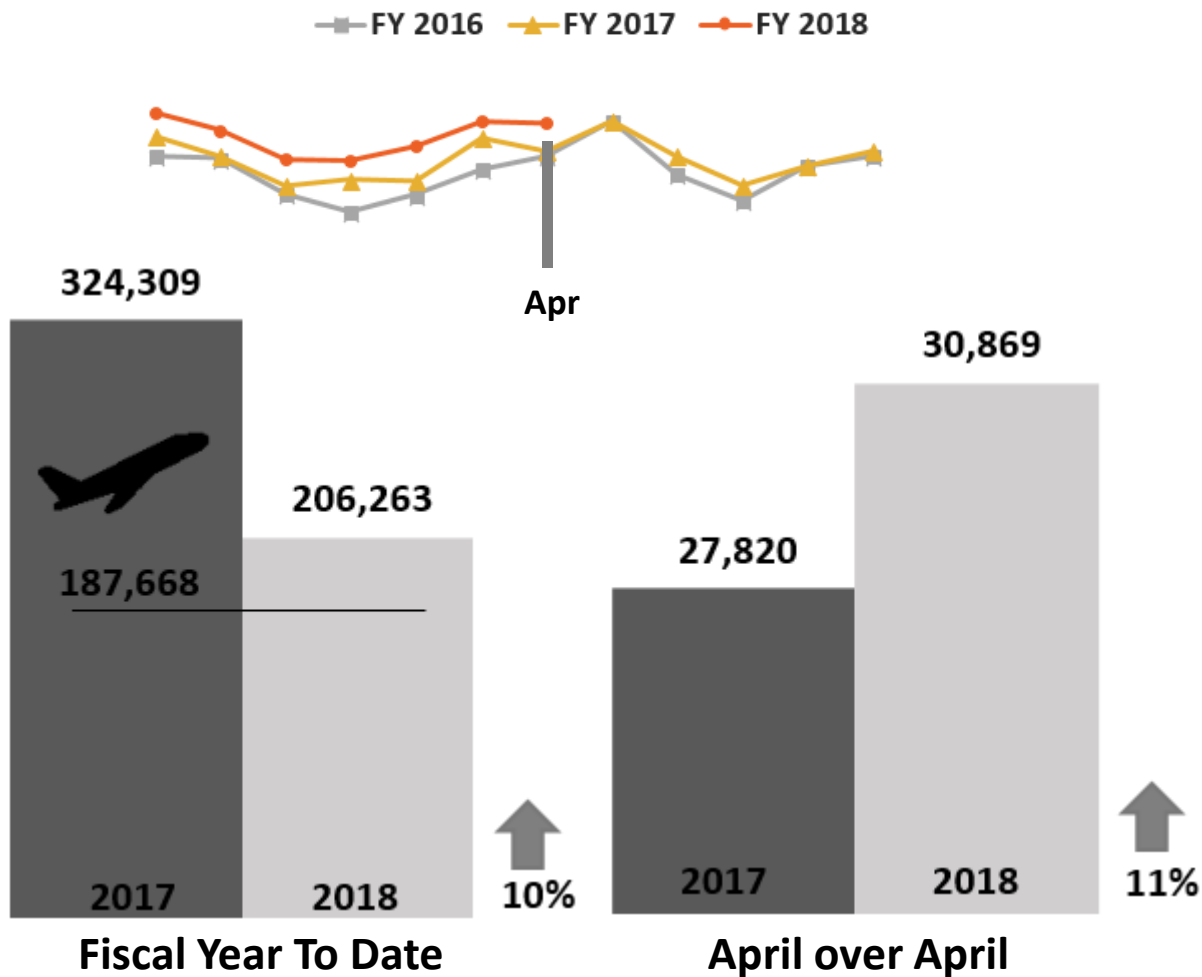
Fiscal Year To Date



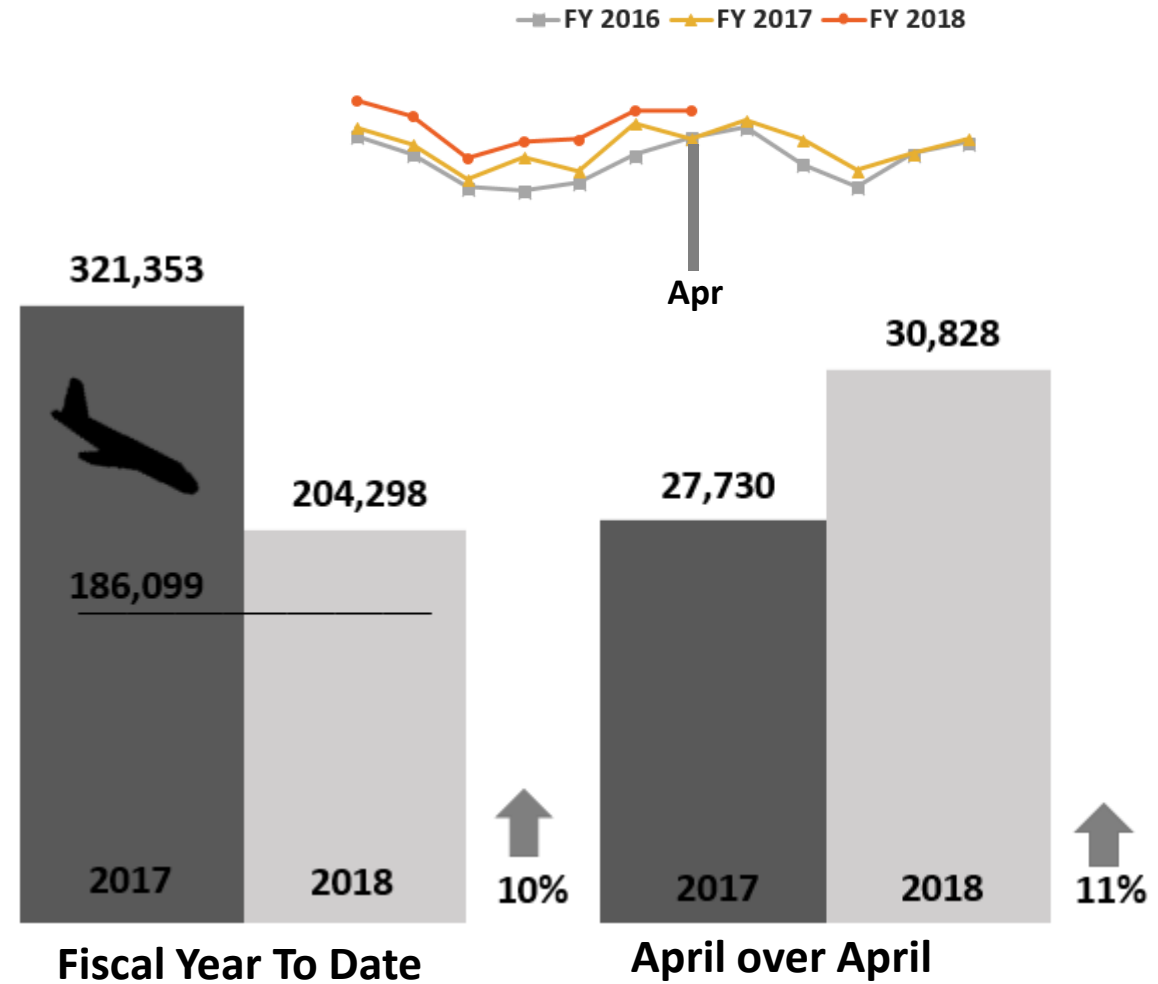
April over April

# Airport

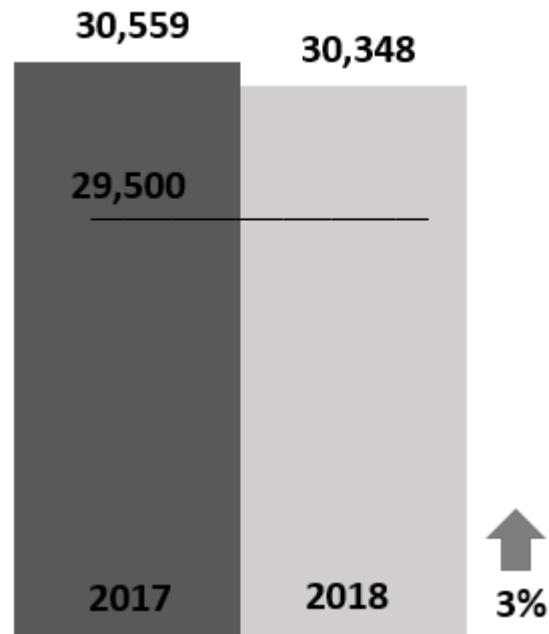
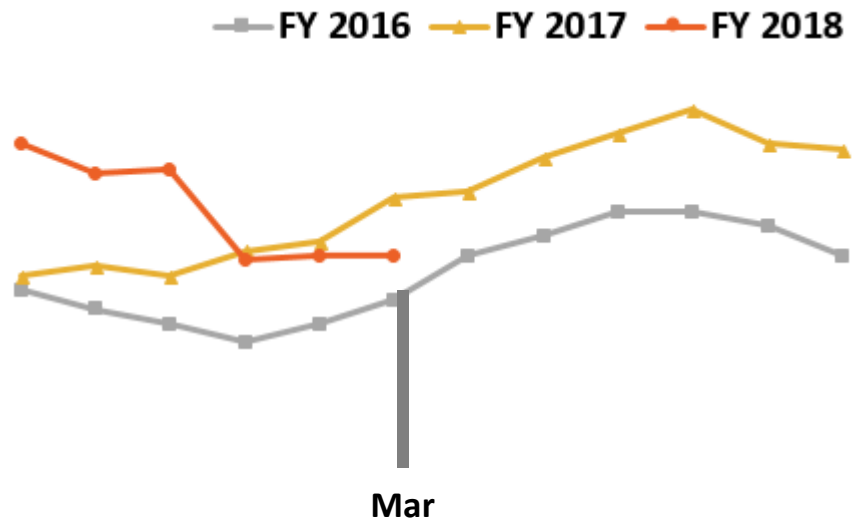
## Enplanements



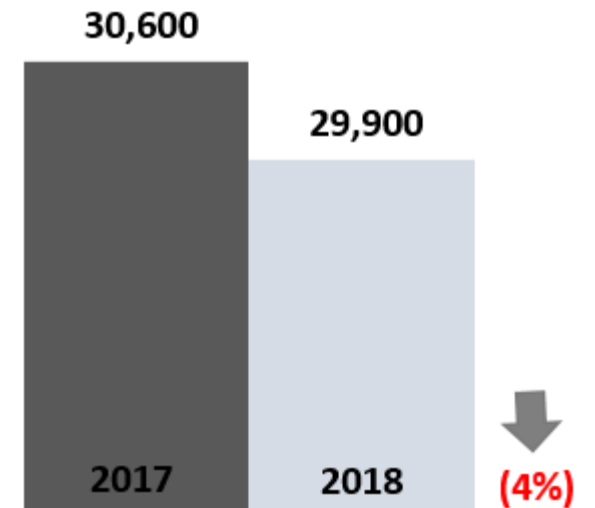
## Deplanements



# Leisure & Hospitality Jobs



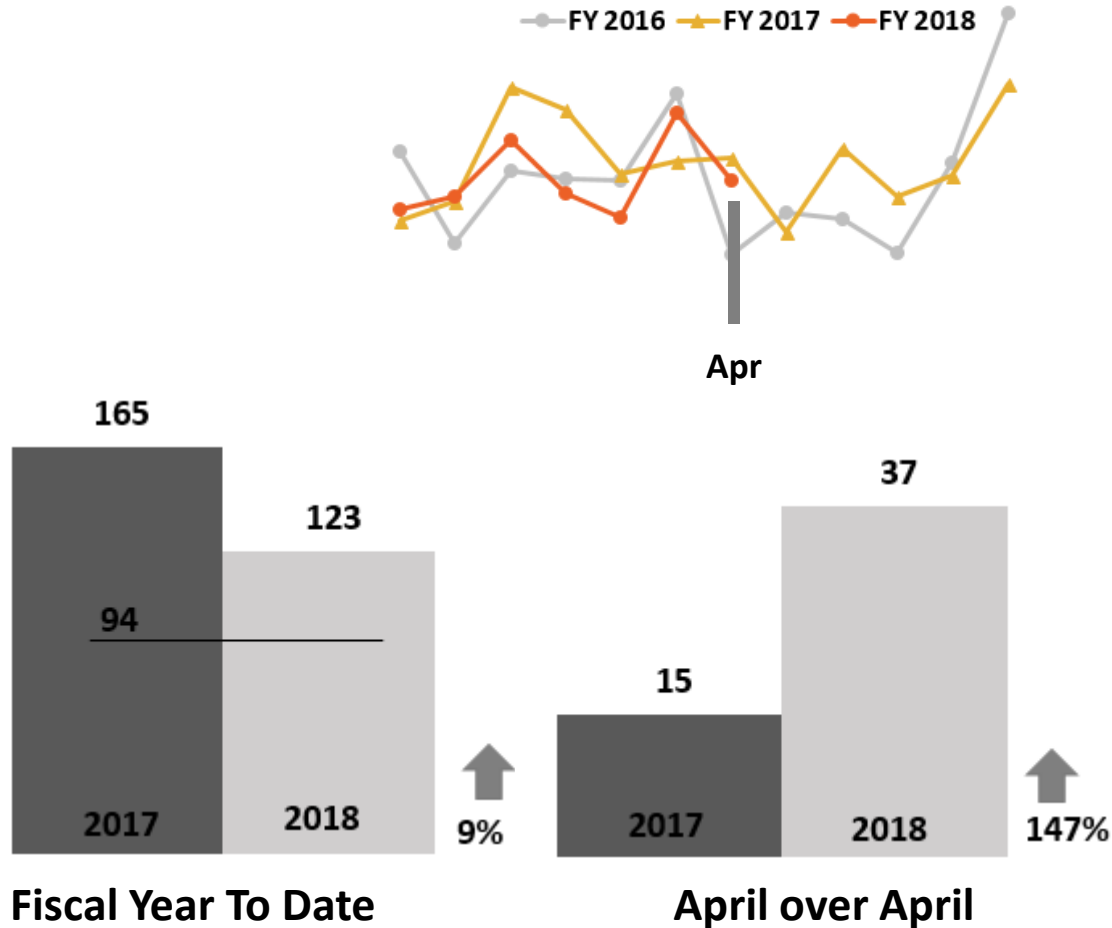
Fiscal Year To Date



March over March

# Definite Bookings

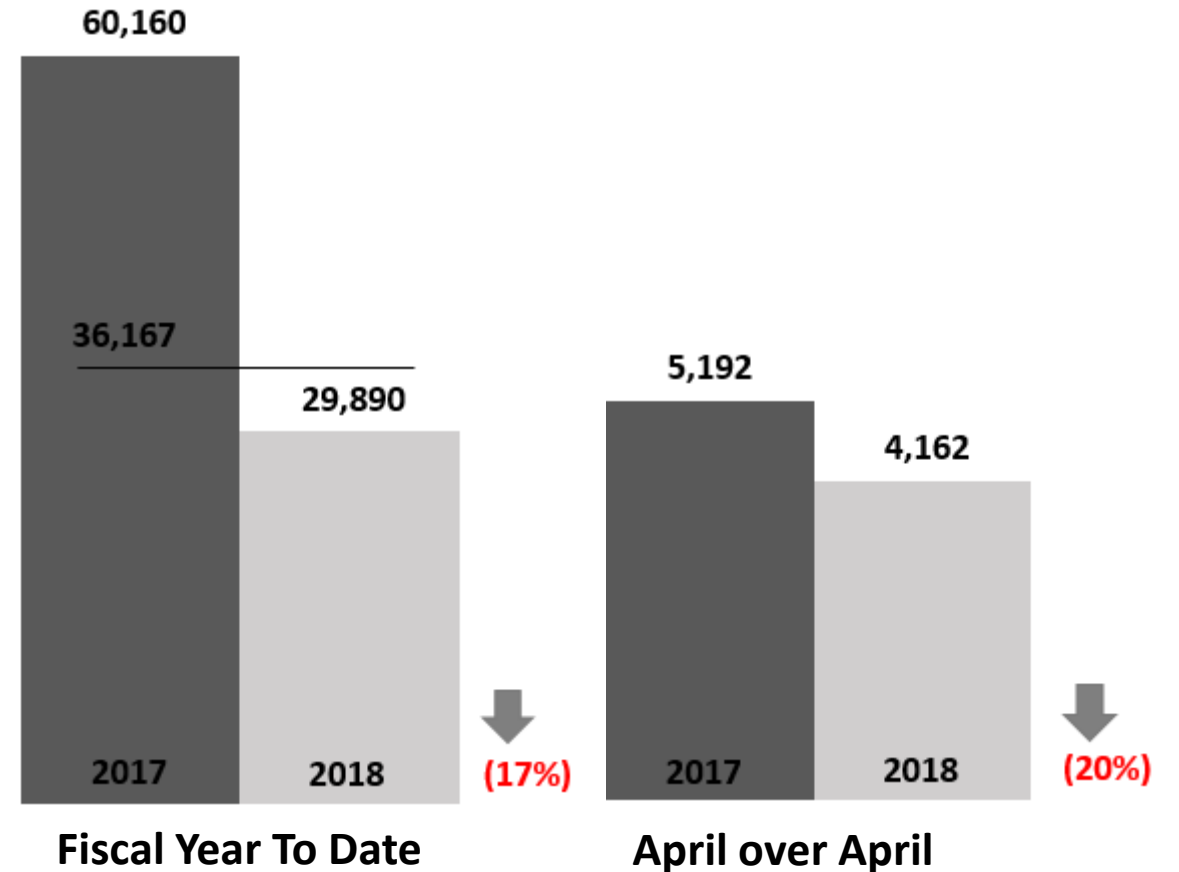
## Bookings



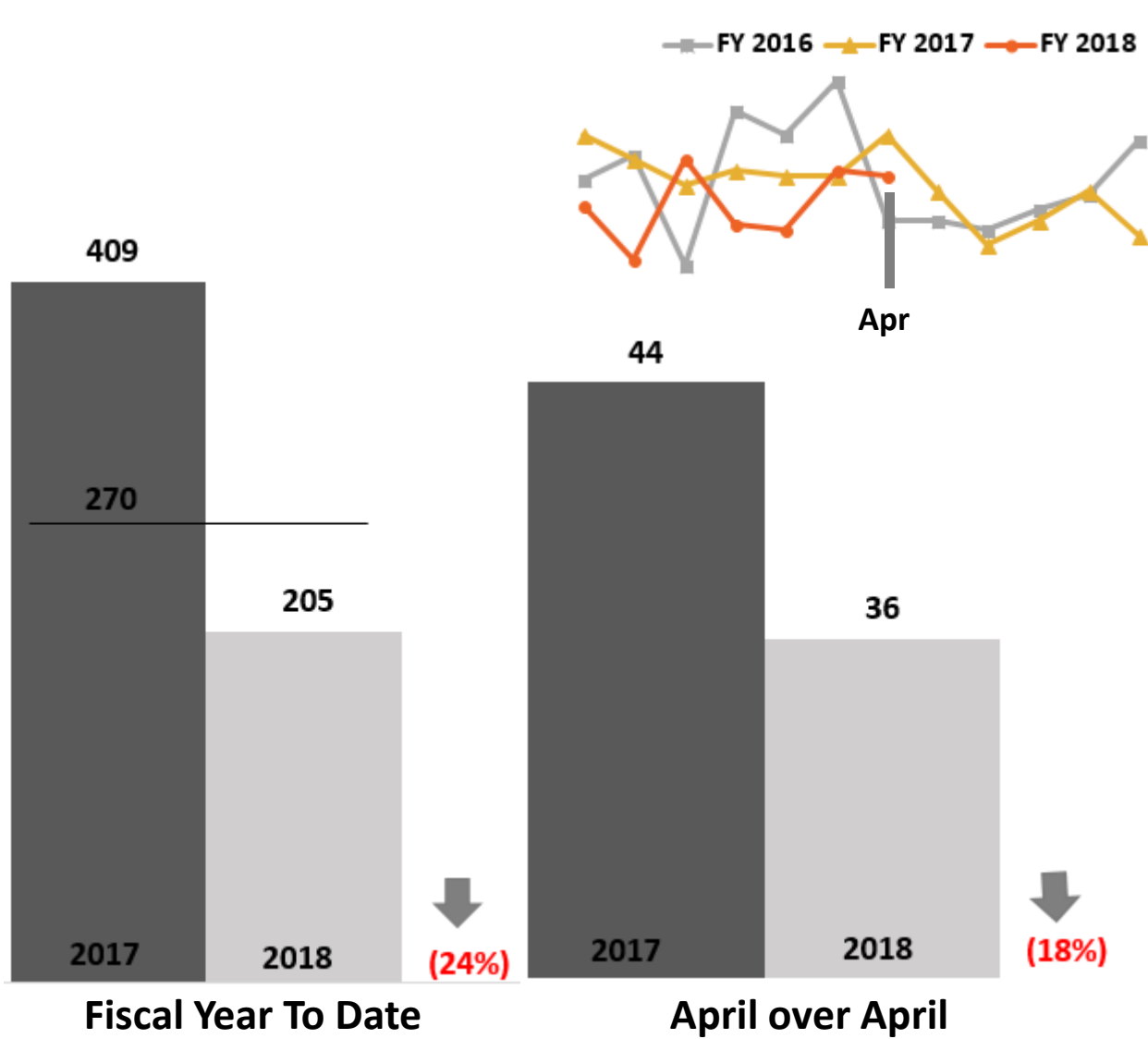
Definite Bookings are up YTD and for the month due to staff's focus on closing & obtaining signed contracts and confirming numbers from Leisure groups.

Room nights are down due to two significant groups that did not rotate back to the Coast this year and smaller group bookings.

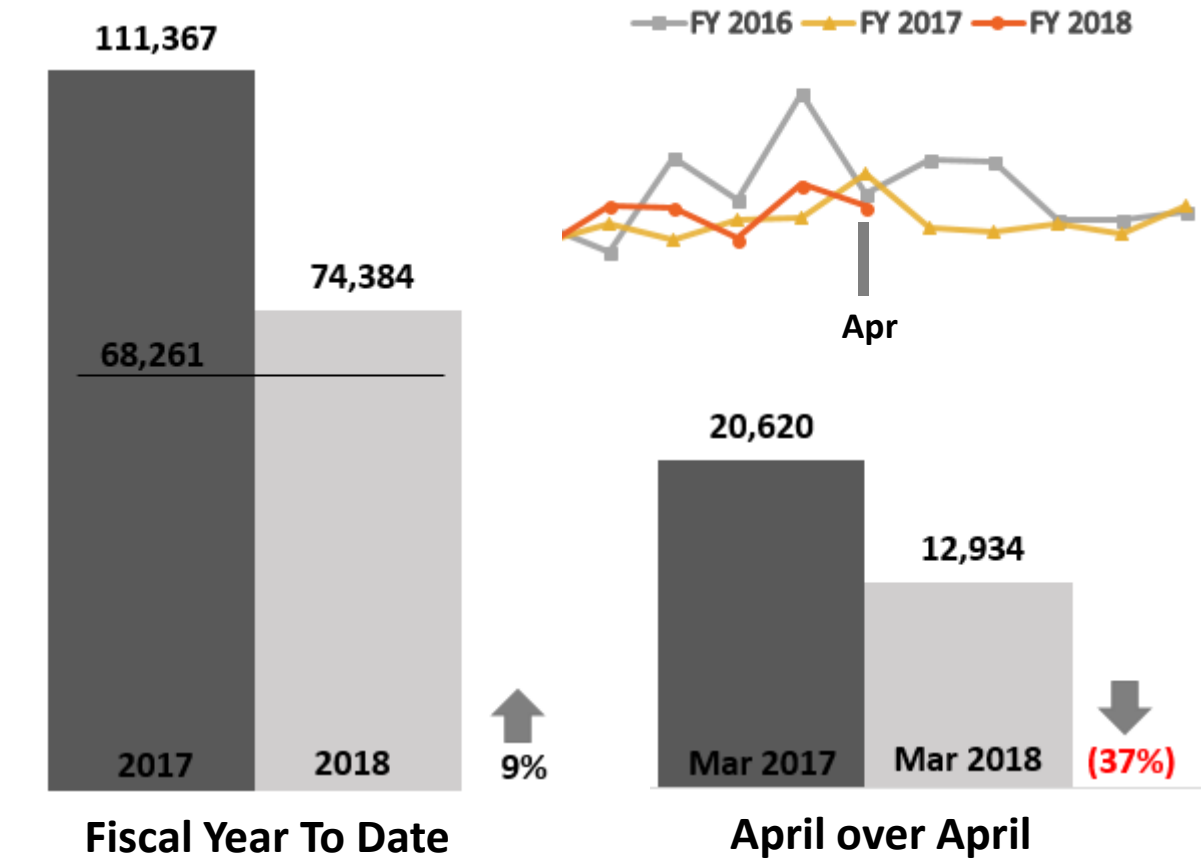
## Room nights



# Leads Issued & Potential Room Nights



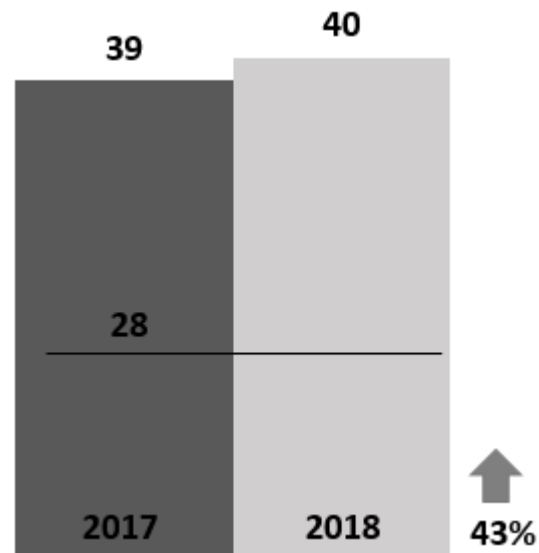
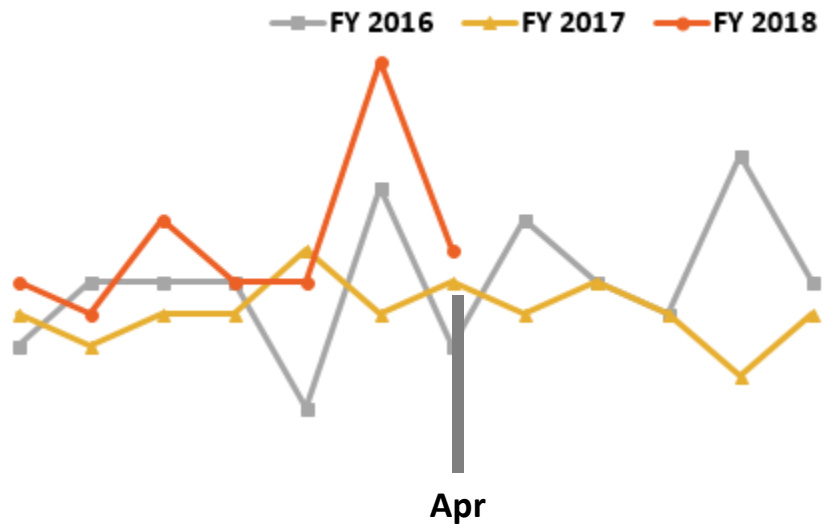
YTD 2017 and April 2017 numbers reflect Service Requests that are no longer being counted making the actual YTD & Month to Month lead numbers flat. FYTD potential Room nights are up 9% reflecting a strong pipeline.



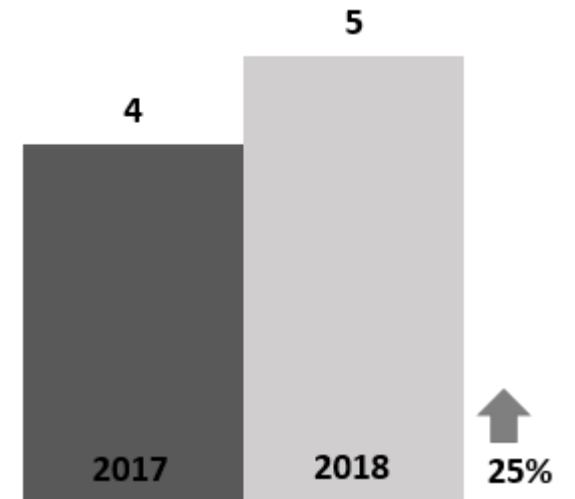


# Convention Center Leads

Convention center leads are up indicating staff's focus on larger groups that will utilize convention center space.



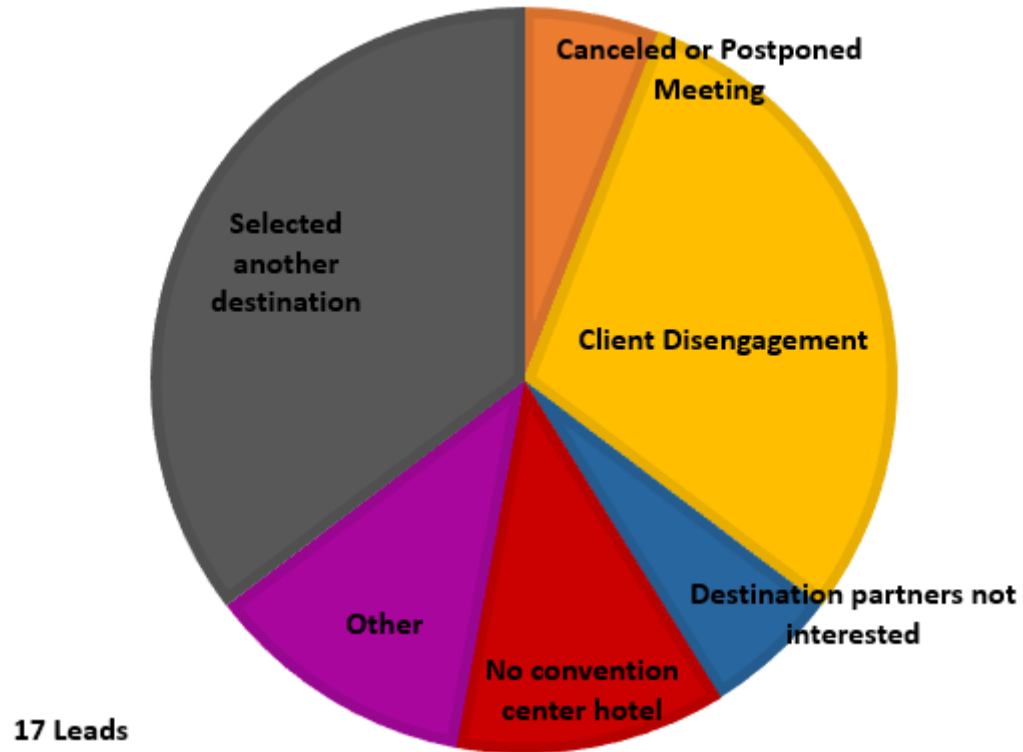
Fiscal Year To Date



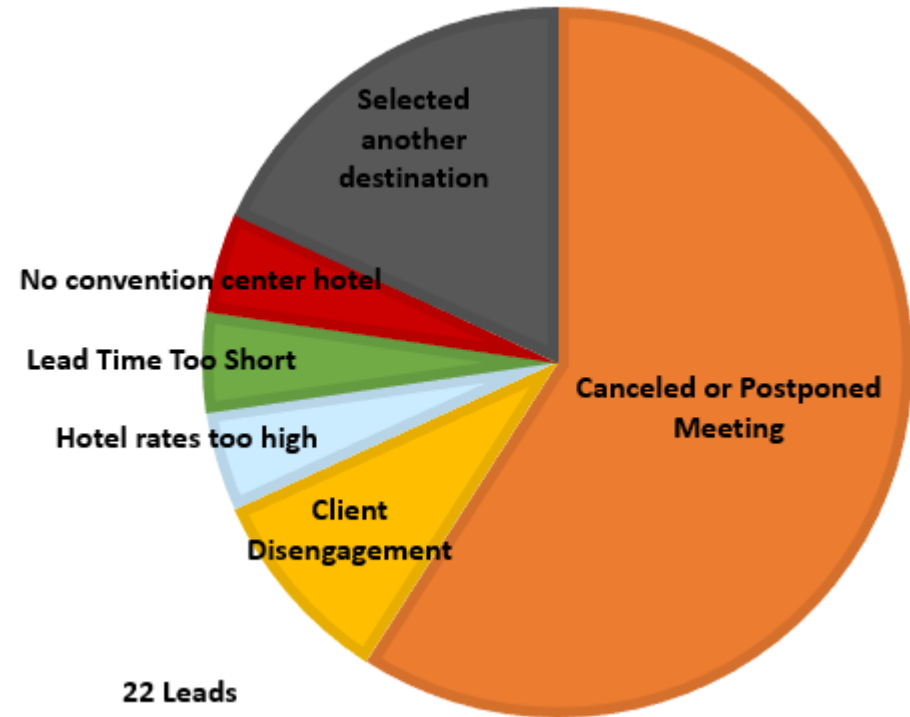
April over April

# Lost Business

April 2017



April 2018



# Pace Report

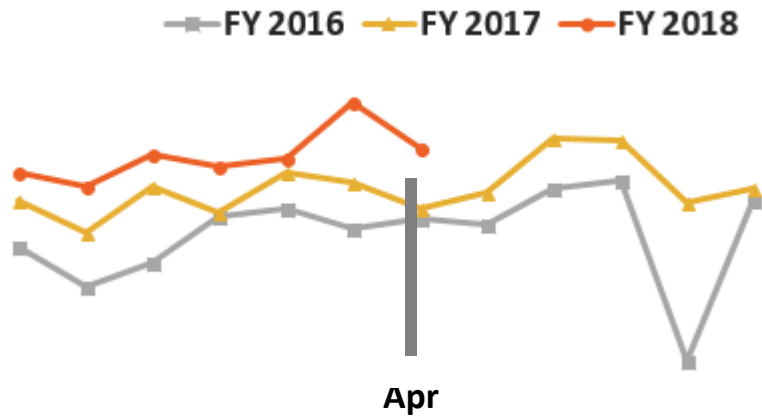


# Pace Report - Pipeline

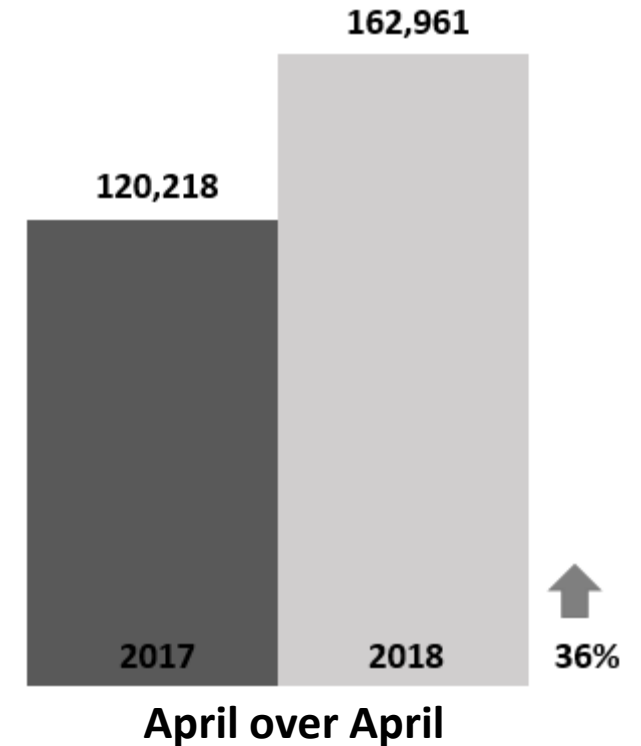
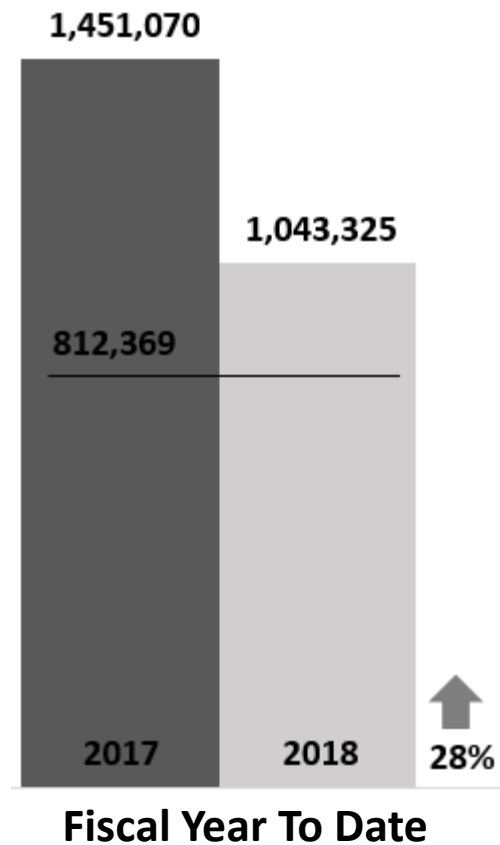


# Google Analytics - Users (Formerly Unique Visits)

70% of site traffic is new users. Resulting in a 30,000 user increase over 2017.

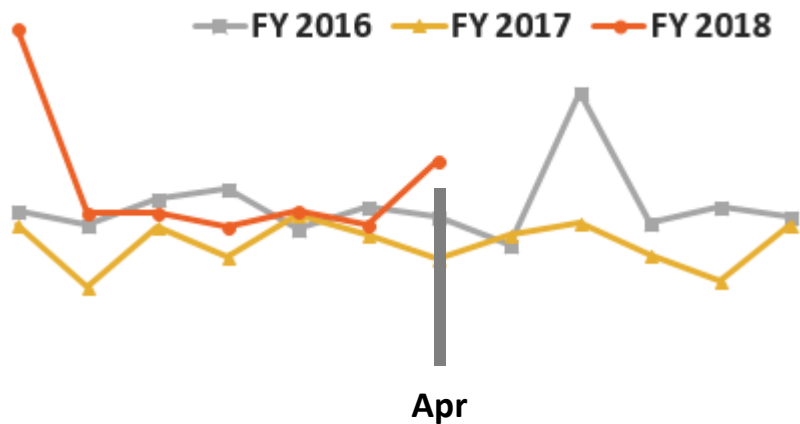


In an ever changing effort to report accurate unique visitors Google Analytics has changed their algorithm resulting in a difference in Unique Users (now Users) from last year.

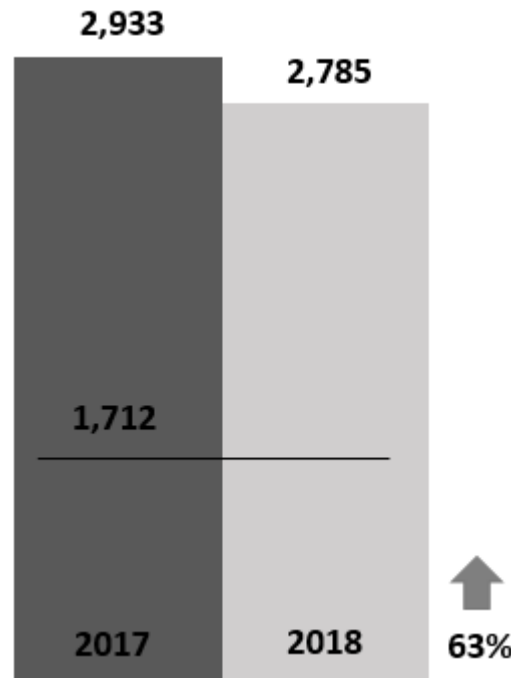


# Number of Articles

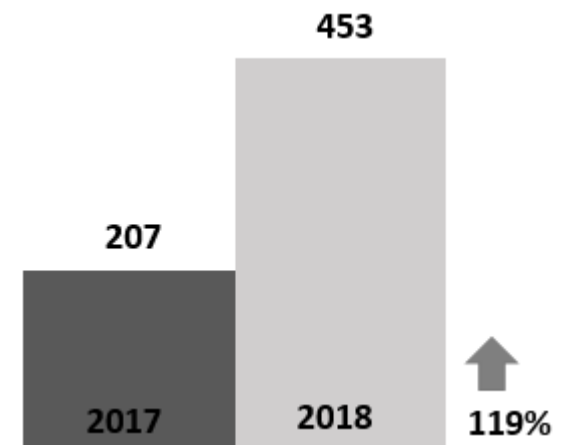
Content Drivers:  
 Spring Break  
 Affordability  
 Culinary - Food Network listicles  
 Ocean Springs Politics/Flag



\*October increase due to Hurricane Nate Coverage



Fiscal Year To Date

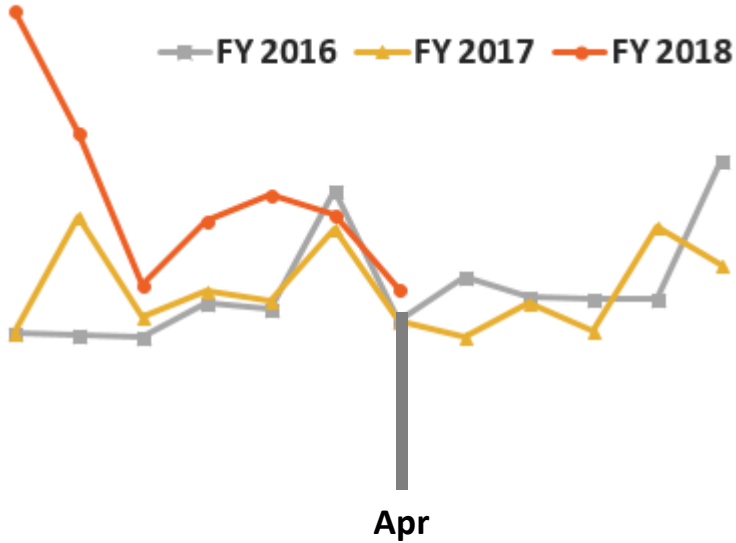


April over April

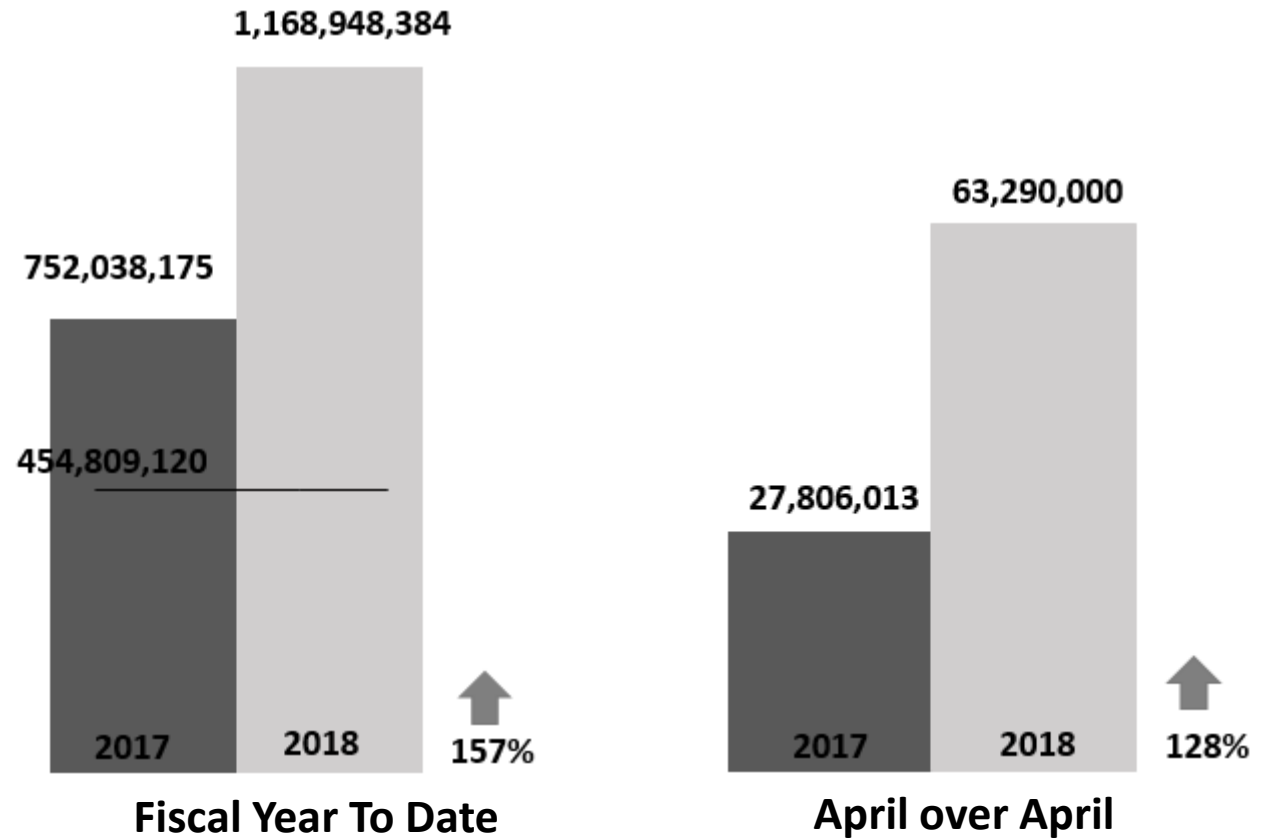
# Impressions

## Major Outlet Drivers:

- CNBC - affordability - 18.9M
- Food Network - food/family - 7.99M
- Reader's Digest - travel/culture - 3.12M
- Topix - culture - 2.47M

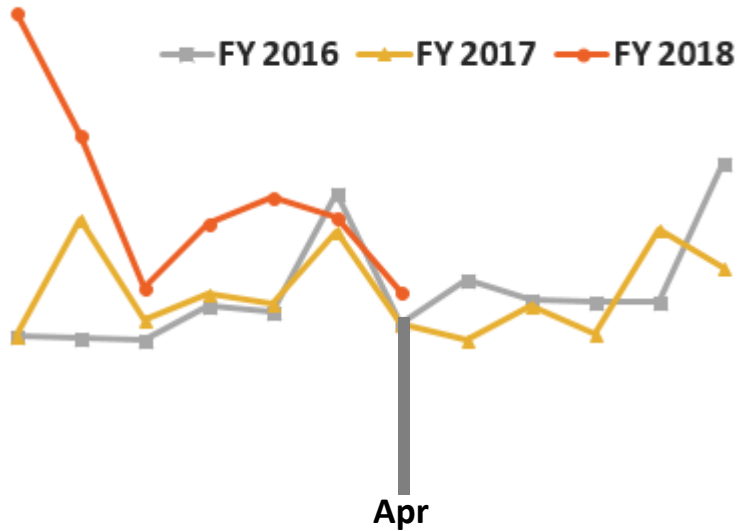


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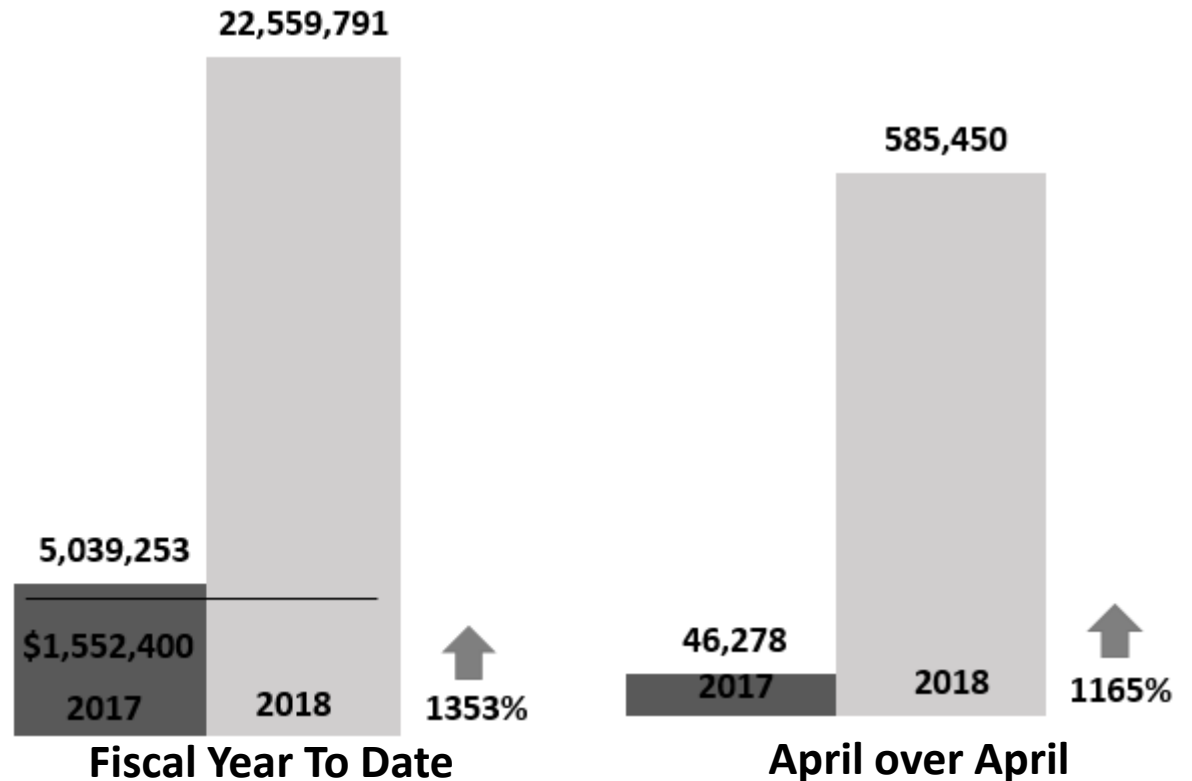


# Media Value

Due to the inconsistencies of the media monitoring service, in Jan. 2017 our reporting changed to include only traditional advertising value equivalencies (or AVEs). Traditional coverage included TV, print, and radio. Digital was only reported through impressions. In Nov. 2017 we changed to a new provider (Meltwater), giving us accurate numbers within the digital platform, therefore 2018 figures can't be compared with previous year, as we are using a completely different reporting metric.



\*October increase due to Hurricane Nate Coverage







# Break Away

These 10 Southern getaway ideas will help you plan a vacation that's just right for your crew.

BY LOIS ALTER MARK

## 7 MISSISSIPPI GULF COAST

Thanks to calm waters and 62 miles of beautiful coastline, the Mississippi Gulf Coast is a great place for kayaking, paddleboarding, fishing, and boating. Take a shrimping trip, or climb aboard an excursion to Ship Island, part of the Gulf Islands National Seashore.

Learn about space travel at the Infinity Science Center, and enjoy hands-on experiences at the Lynn Meadows Discovery Center children's museum, as well as the nature-focused Pascagoula River Audubon Center.

Grab a bite at one of Shaggy's beach and harbor restaurants, where the Little Marlin menu offers kid-sized portions of popcorn shrimp. And check into Margaritaville Resort Biloxi (AAA Three Diamonds), which features an indoor entertainment complex overlooking Deer Island, complete with lazy river and rock climbing wall.



## MAKING ART ALONG THE MISSISSIPPI GULF COAST

From Bay St. Louis to Ocean Springs, local artists create world-class ceramics.

I'm at [Ohr-O'Keefe Museum of Art](#) in Biloxi, Mississippi, on a crisp January morning — along with a handful of feisty senior women, most of whom are old friends. After plunking myself down at the wheel, a petite woman with a sugary sweet Southern accent bursts through the door and squeals, "Oh, y'all are about to have funnnn!" I later learn that she started working here after retirement and loves teaching pottery classes to people with Alzheimers.

I've dragged my husband, Nate, to the museum's Saturday morning Mudslingers class, which feels more like a book club. There are snacks, drinks and a lot of female energy. We're all fast friends. It's a pottery class after all, and this is the South. But to be completely transparent, I insisted Nate join me so that I could craft the perfect re-creation of a famous movie scene for my Instagram feed. The museum hosts Friday "Date Nights on the Pottery Wheel," and it's social media gold.



# VMGC ASSISTED MEDIA COVERAGE



Southern  
**Traveler**

# Break Away

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# VMGC ASSISTED MEDIA COVERAGE



**meetings**  
PEOPLE + PLACES TODAY<sup>®</sup>

## 5 Reasons to Visit the Mississippi Gulf Coast

### 1. The coast is back!

The Mississippi Gulf Coast was the setting of most of my childhood vacations. I have very vivid memories of playing putt putt golf, shopping at the huge souvenir shop named Sharkhead's, seeing the dolphins at a sealife attraction called "Marine Life", and visiting the fort on Ship Island. In 2005, Hurricane Katrina completely devastated the entire Gulf Coast area.

### 2. Tourism dollars are incredibly helpful to places that have been affected by disaster.

### 3. The hospitality is out of this world!

Meeting people and talking with locals is one of our favorite parts about travel. If you want to experience true Southern hospitality, the Mississippi Gulf Coast is absolutely full of kind, loving, generous people.

### 4. The food is top-notch delicious!

Fresh seafood and lots of locally-owned restaurants is a recipe for some mouth-watering dishes, but the offerings go beyond fish and shrimp!

### 5. The variety of attractions provides an adventure for everyone!

**Do not make the mistake of thinking that the Gulf Coast only has casinos!** While gambling might be exciting for some, it's not our cup of tea. Mainly because I'm stingy with my money and because I'd rather have an authentic, local experience when visiting an area.

## Southern Waterfront Locales Sizzle With Deliciousness

Meeting planners looking to wow groups with stunning water views and mouthwatering cuisine will find plenty of options in the southeastern U.S.

### MISSISSIPPI

#### Mississippi Gulf Coast

Spanning the southern Mississippi counties of Hancock, Harrison and Jackson, the Mississippi Gulf Coast is dotted with unique opportunities for planners to infuse their programs with tasty food and photogenic water scenes.

"When you visit the Mississippi Gulf Coast, you'll discover Southern hospitality at its finest," said Janice Jefferson, director of sales at [Visit Mississippi Gulf Coast](#).

"The region's temperate climate, along with its 62 miles of scenic shoreline and astounding natural beauty, makes for the perfect year-round coastal destination," she said.

# VMGC ASSISTED MEDIA COVERAGE

# Reader's digest

The Best Spring Break Getaways in Every State

## Mississippi: Biloxi



With so many beach parties and outdoor concerts, it's no surprise why college students and party-goers flock to the shores of the Gulf of Mexico in Biloxi during spring break. Besides having gorgeous beaches and warm sand, this seaside city is also well-known for its various casinos. If you want to spend some time in the water, kayaking, canoeing, fishing, and parasailing are popular activities during the warmer months. Don't forget to stop by the [Biloxi lighthouse](#), which is one of the first cast-iron lighthouses built in the South. If you're interested in art, stop by the [Ohr-O'Keefe Museum of Art](#) and check out Biloxi's incredible ceramics, sculptures, and other local artwork. Another very noteworthy museum to visit is the [Maritime and Seafood Industry Museum](#). The original museum was destroyed by Hurricane

# The Edmond Sun

Serving Edmond, OK for Over 128 Years

Ocean Springs a charming stop on vacation



On my list of "Most Charming Small Towns," Ocean Springs, Mississippi has to be in the top five. The list, of course, keeps changing with my travels, but my recent second visit to Ocean Springs confirmed its place in the top tier.

The French established a small colony in the area in 1699 – so the town's been around a while. There are live oaks arching over Ocean Springs' streets – trees which were saplings when the first Europeans landed.

VMGC ASSISTED MEDIA COVERAGE

## Mississippi Gulf Coast: Unique Adventures Beyond The Beach

This was my first visit to the **Mississippi Gulf Coast**, and what a beauty she is. The region is back in full force and open for business, showing Hurricane Katrina who's really the boss...this community!

With barrier islands out in the Gulf of Mexico protecting the beaches along the state, the shoreline is calm and pristine...simply gorgeous.



## 22 Best Gulf Coast Beaches

### » Biloxi, Mississippi

Biloxi, Mississippi sits along the Mississippi Gulf Coast, an area fondly referred to as the "Playground of the South." The region is probably best known for its plethora of casinos, many of which sit right on the shoreline. Beyond gambling, there are many outdoor and family-friendly activities in and around Biloxi, including boat charters, fishing, shopping, museums, and seaside classics like miniature golf and amusement parks. The region is also home to famous landmarks, like the Biloxi Lighthouse and Ship Island, an island 12 miles off the coast that not only serves as the

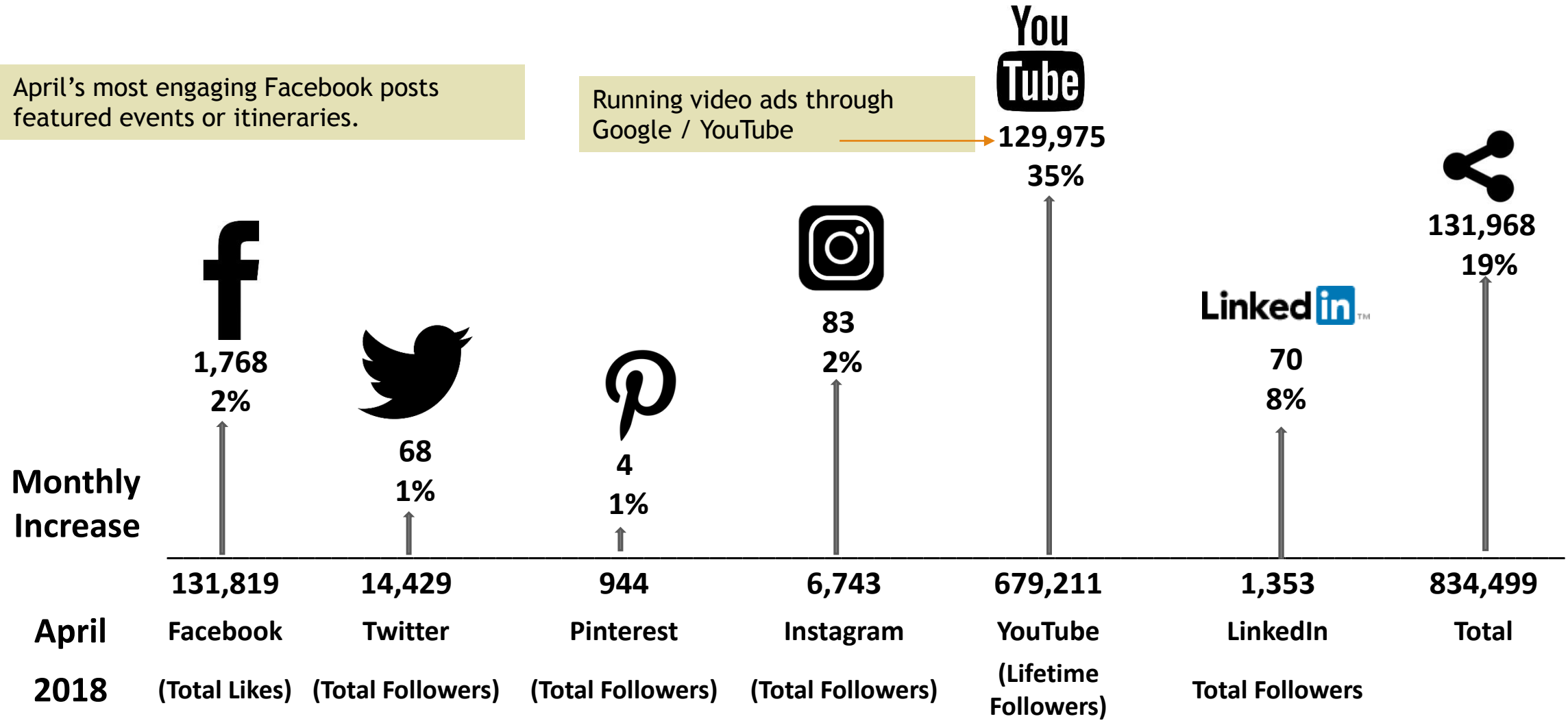


VMGC ASSISTED MEDIA COVERAGE

# Social Media Metrics

April's most engaging Facebook posts featured events or itineraries.

Running video ads through Google / YouTube



**Visit Mississippi Gulf Coast**  
Published by Wiley Anderson [?] · April 18 at 5:30pm · 🌐

The 26th Annual Crawfish Music Festival is finally here! It's going to be an awesome few days of music, games, rides, crawfish and more! So come on out to the MS Coast Coliseum and Convention Center. The festival starts this afternoon and goes through Sunday evening! Here's an awesome preview of the festival from Gulf Coast Weekend #MSCoastLife



🌱 **Get More Likes, Comments and Shares**  
Boost this post for \$3 to reach up to 660 people.

👤 253,163 people reached 📈 [Boost Post](#)

👍❤️👏 1.2K 72 Comments 381 Shares

👍 Like    💬 Comment    ➦ Share    🌐

**Performance for Your Post**

**253,163** People Reached

**141,923** Video Views

**1,903** Reactions, Comments & Shares 📊

<b>1,209</b> 👍 Like	<b>1,155</b> On Post	<b>54</b> On Shares
<b>107</b> ❤️ Love	<b>96</b> On Post	<b>11</b> On Shares
<b>5</b> 😂 Haha	<b>4</b> On Post	<b>1</b> On Shares
<b>19</b> 😲 Wow	<b>16</b> On Post	<b>3</b> On Shares
<b>3</b> 😞 Sad	<b>3</b> On Post	<b>0</b> On Shares
<b>1</b> 😡 Angry	<b>1</b> On Post	<b>0</b> On Shares
<b>171</b> Comments	<b>114</b> On Post	<b>57</b> On Shares
<b>391</b> Shares	<b>381</b> On Post	<b>10</b> On Shares
<b>37,416</b> Post Clicks		
<b>35,095</b> Clicks to Play 📺	<b>75</b> Link Clicks	<b>2,246</b> Other Clicks 📄
<b>NEGATIVE FEEDBACK</b>		
<b>10</b> Hide Post	<b>4</b> Hide All Posts	
<b>1</b> Report as Spam	<b>0</b> Unlike Page	



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- visitmscoast "Wait for me!" #MSCoastLife 📸  
@eric\_jeansonne  
visitmscoast #VisitMS #VisitMSCoast ✕  
#Biloxi #ScenicView #SunsetCruise ✕  
krobbins1941 Can't wait. Just a few more ✕  
weeks!  
janegoldenauthor Night fishing 🦉 ✕  
kingmasterbiloxi Nice shot! ✕  
@fredograph228 @atpancakes

📄🗨️  
**393 likes**  
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With help from @SenatorWicker and @CongPalazzo, the @CityofGulfport will receive a \$2.6 million federal grant for a bridge project that will connect different parts of the downtown area! <http://bit.ly/2lyjzKm> #MSCoastLife @WLOX [pic.twitter.com/DMrjSAX1A0](http://pic.twitter.com/DMrjSAX1A0)

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<b>Impressions</b>	<b>11,560</b>
<b>Total engagements</b>	<b>104</b>
Media engagements	52
Likes	21
Link clicks	16
Detail expands	8
Retweets	6
Replies	1

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