



Visit Mississippi Gulf Coast

KEY PERFORMANCE INDICATORS

FEBRUARY 2017

2016 Year end



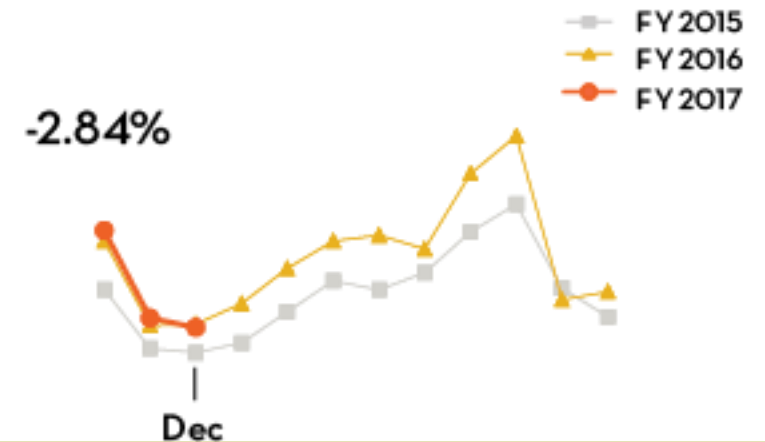
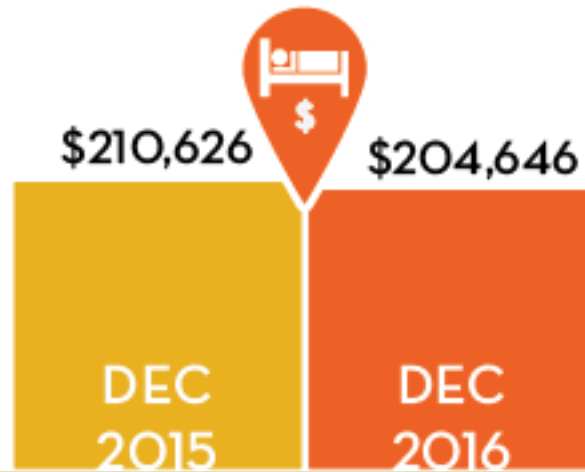
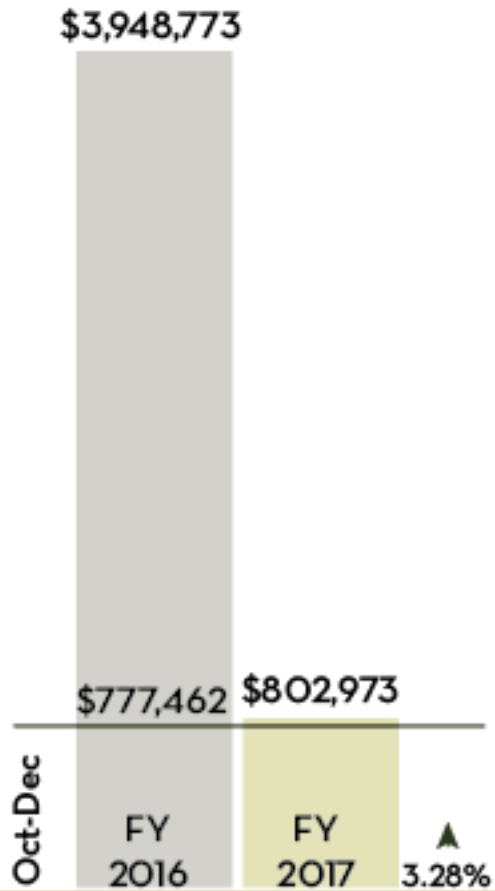
- **6.2 Million Visitors on FY 2016 – up 8% over 2015**
- **Leisure and Hospitality Jobs – 30,300 – up**
- **\$1.99 Billion spent by visitors – up 10% over 2015**
- **\$81 million in tourism capital improvement in FY 2016**
- **8% increase in non-casino hotel revenue 2016 over 2015**
- **6% increase 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



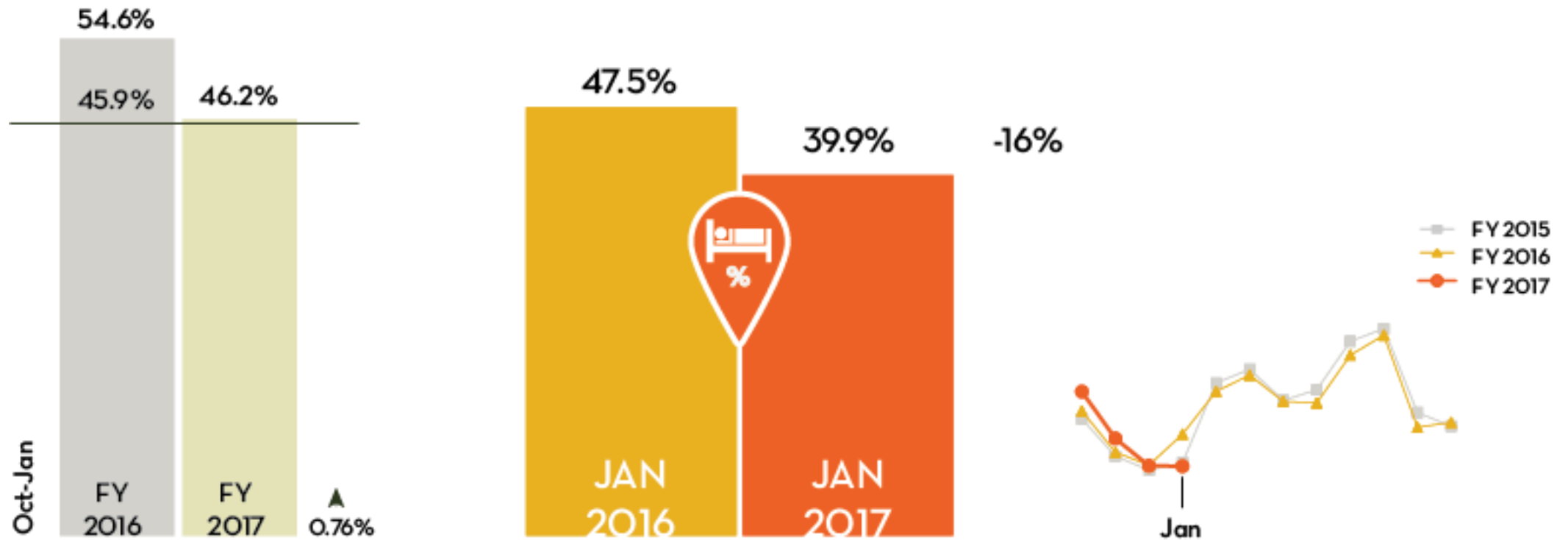
MS Department of Revenue



Occupancy Rate Non-Casino



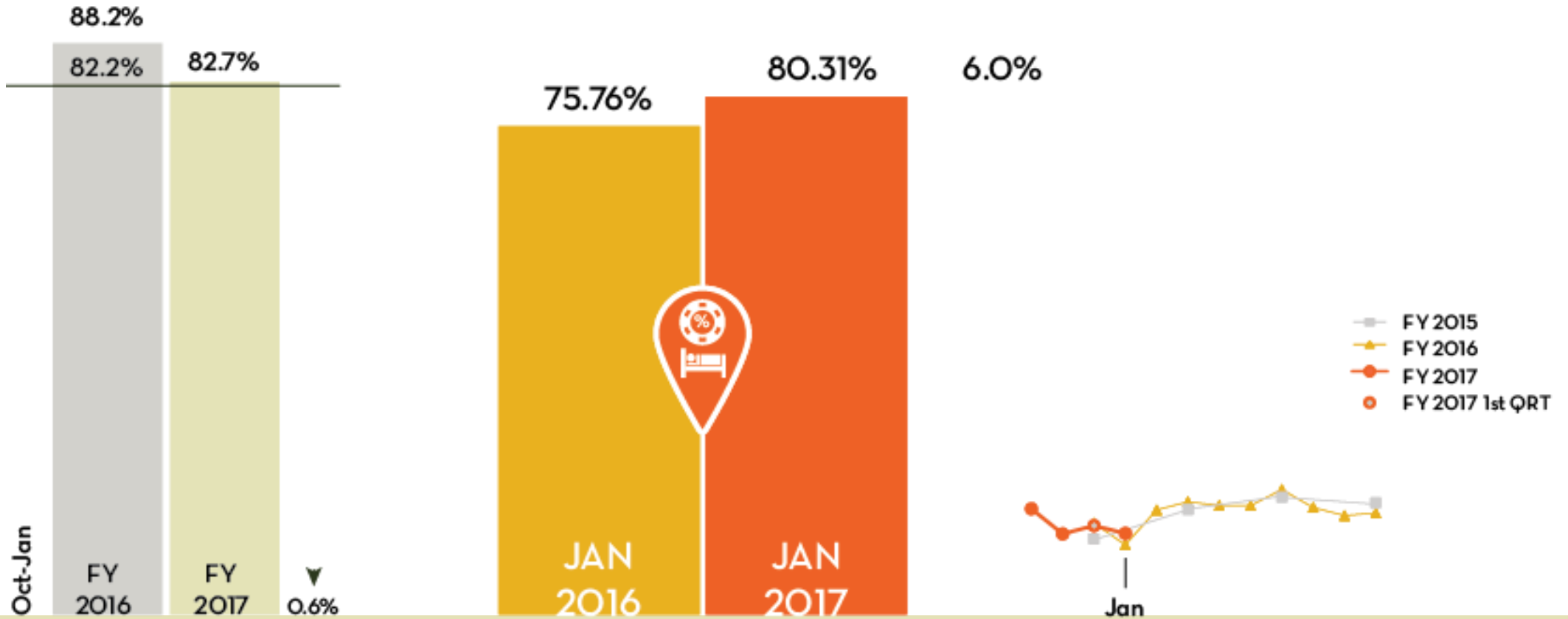
STR



Occupancy Rate Casino



MS Gaming Commission

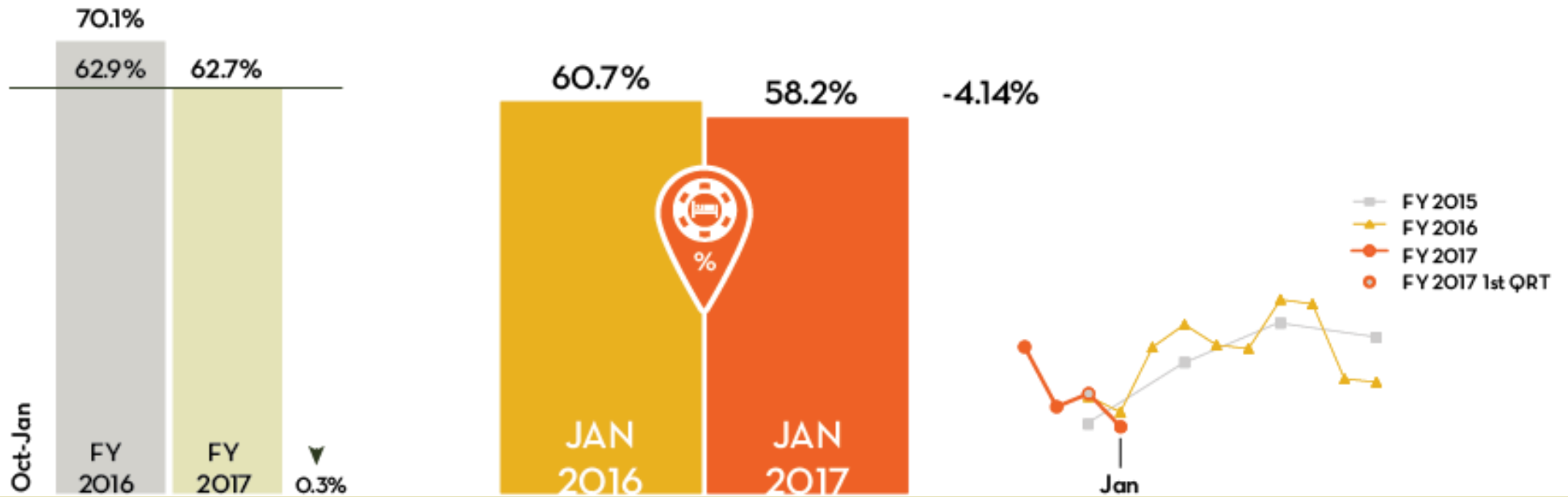


Occupancy Rate

All



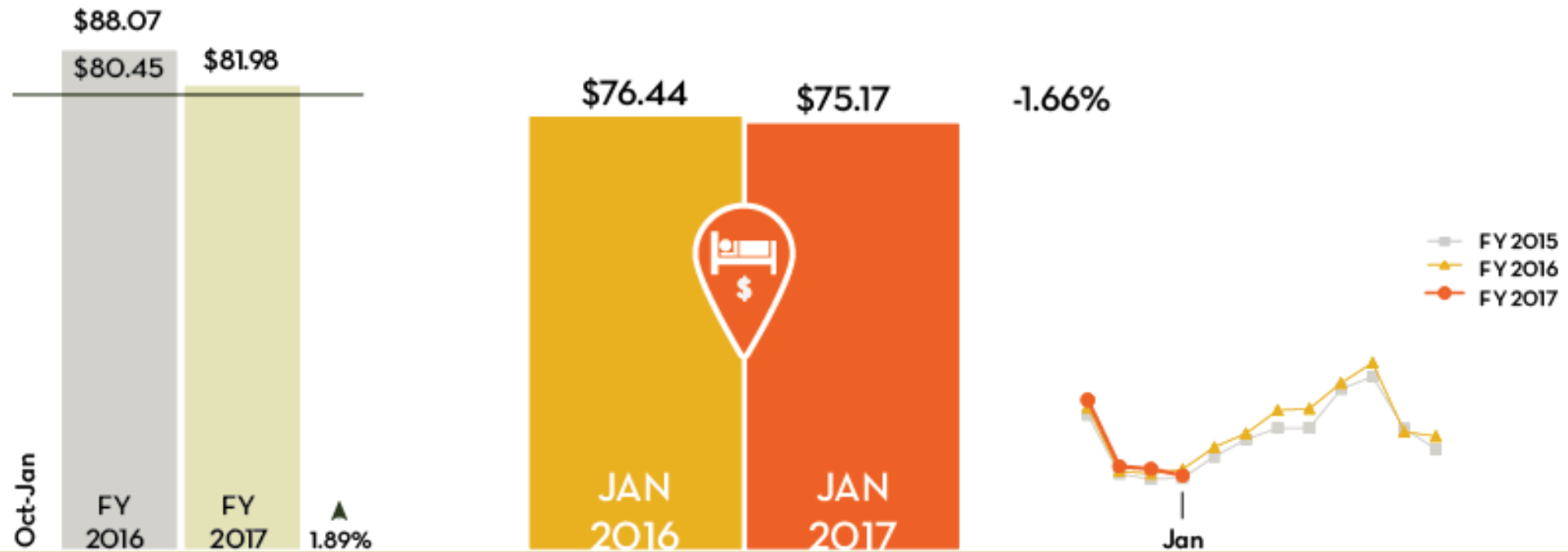
STR & MSGC



Average Daily Rate Non-Casino



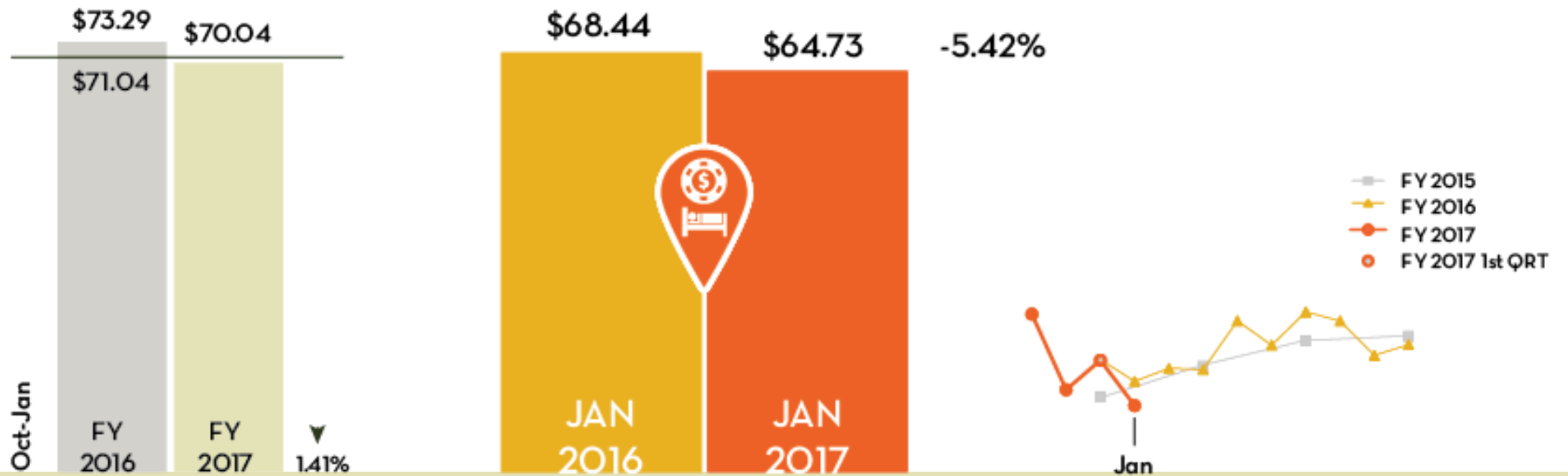
STR



Average Daily Rate Casino



MS Gaming Commission

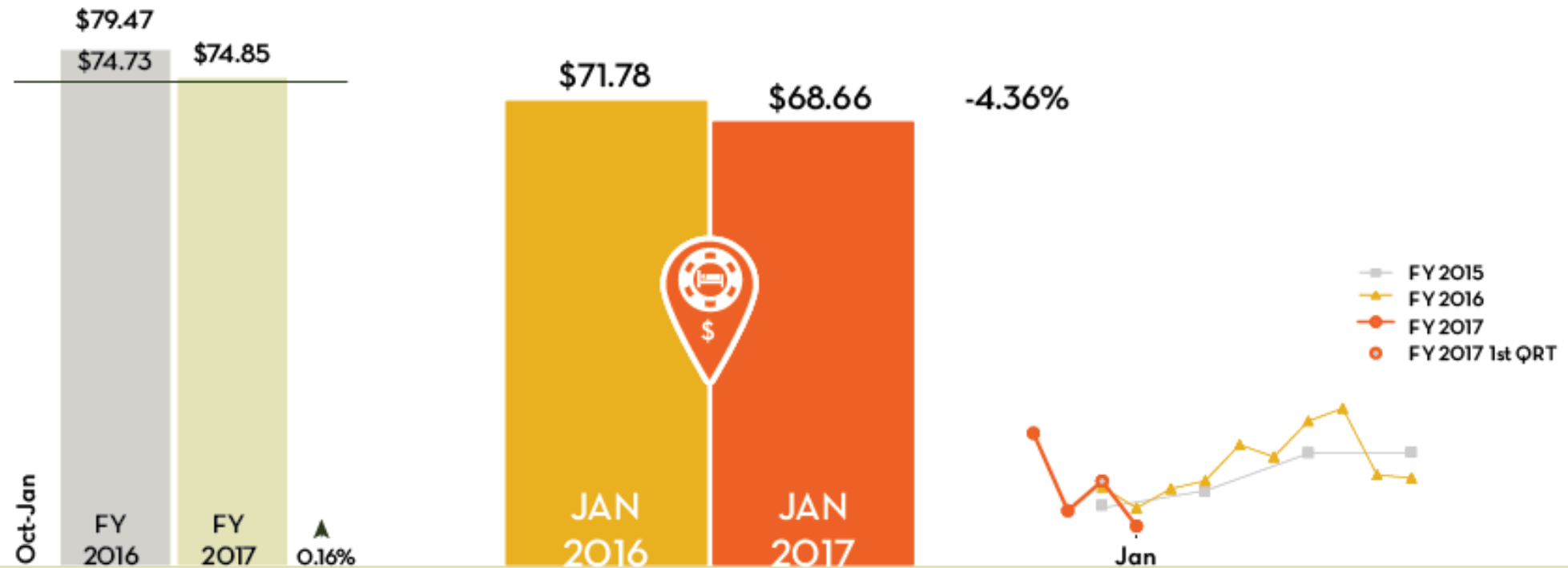


Average Daily Rate

All



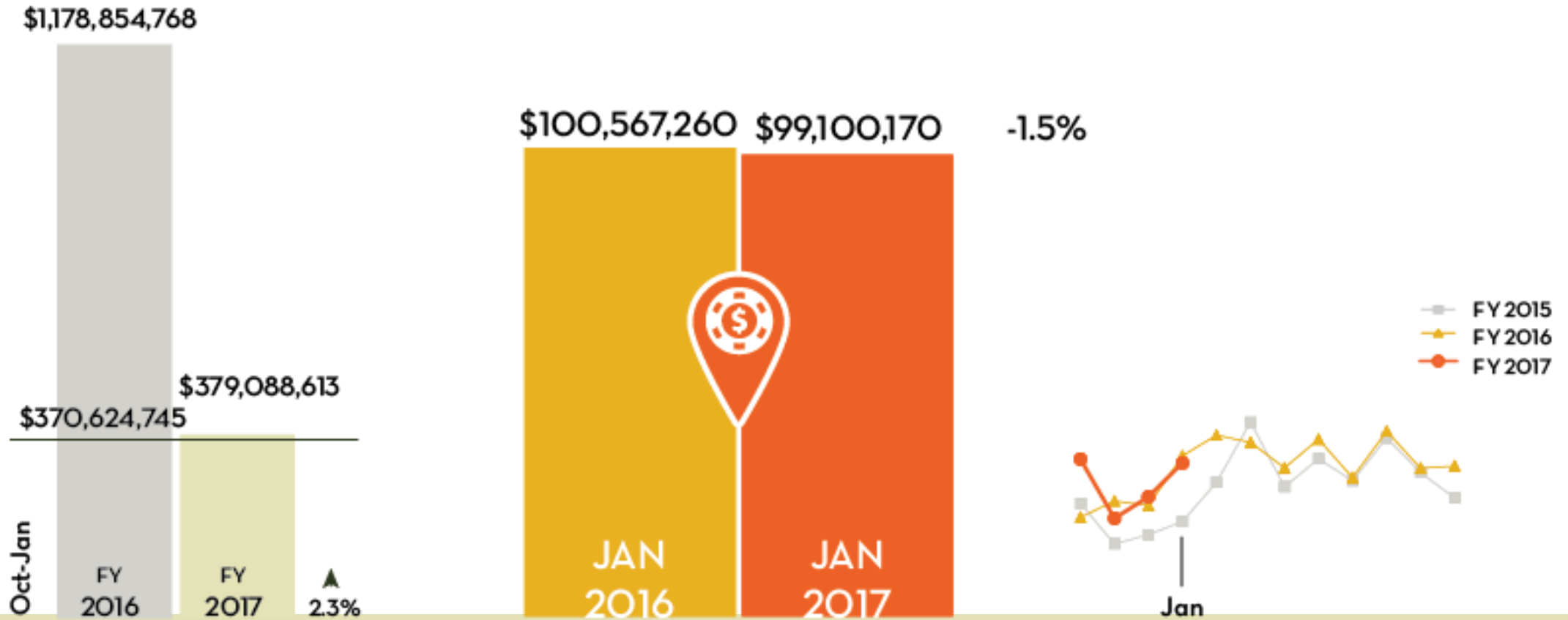
STR & MSGC



Gaming Revenue

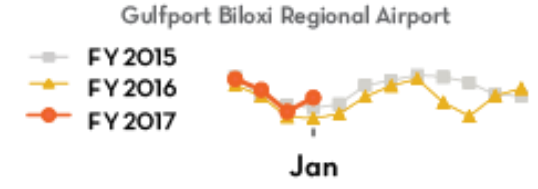
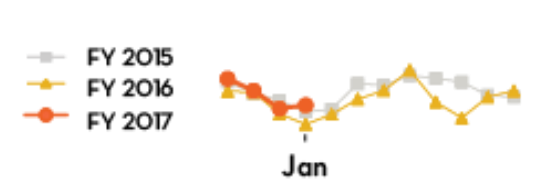
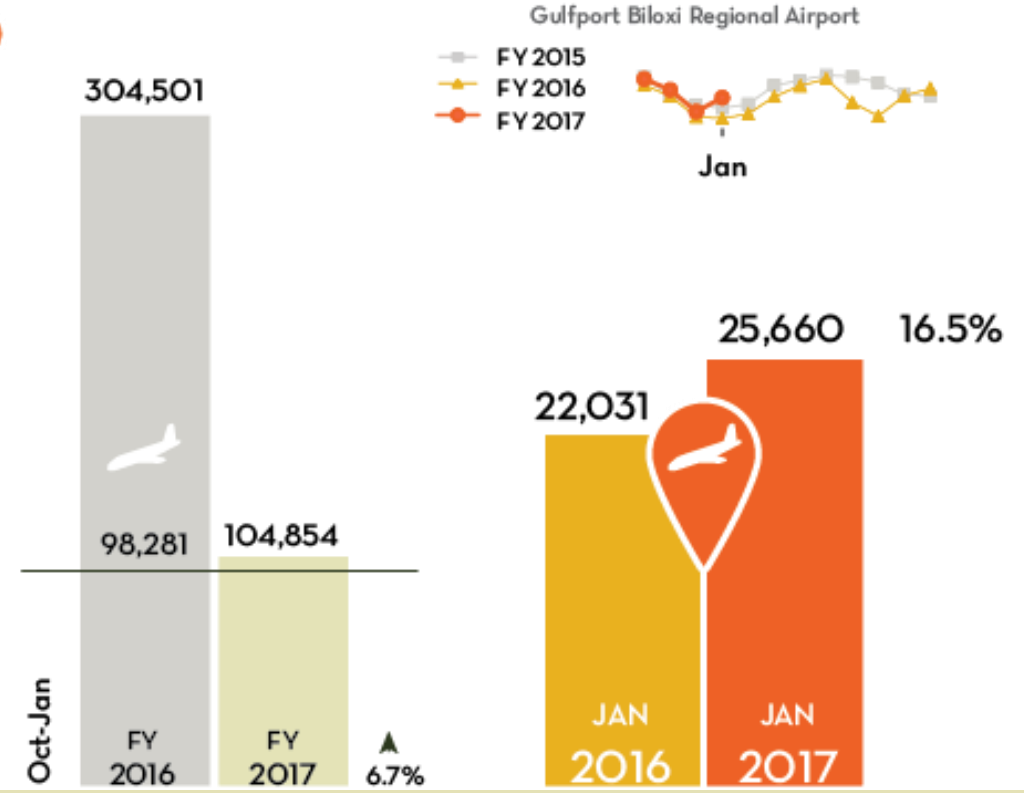
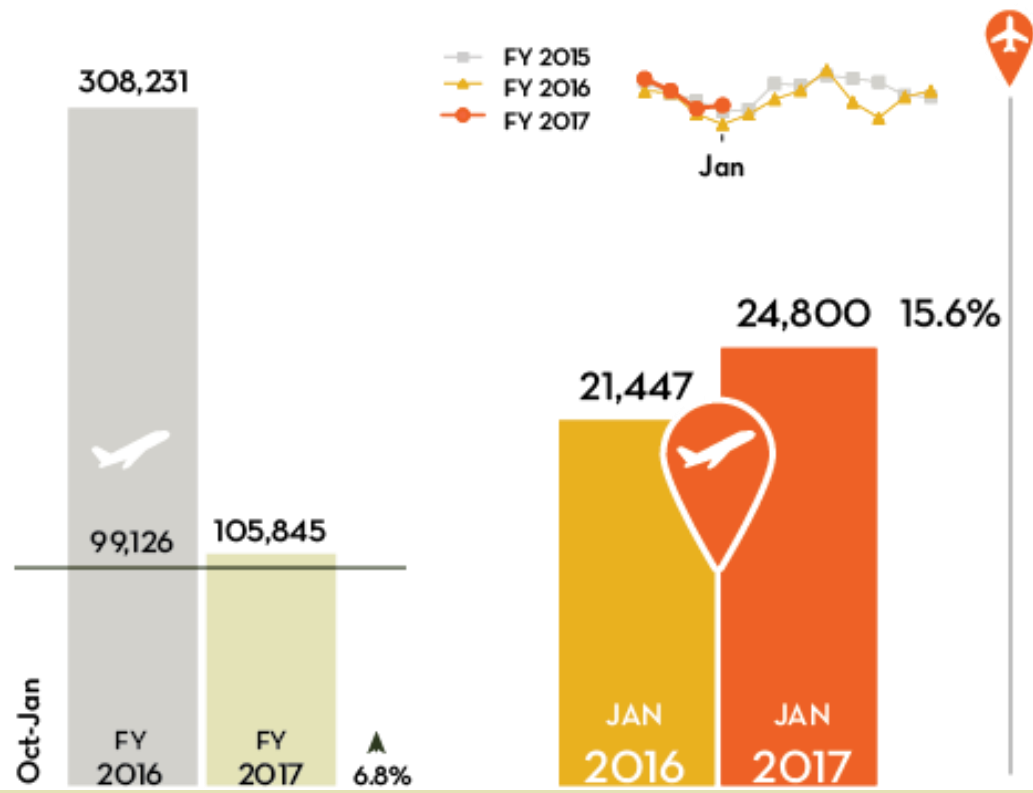


MS Gaming Commission



Gulfport-Biloxi International Airport

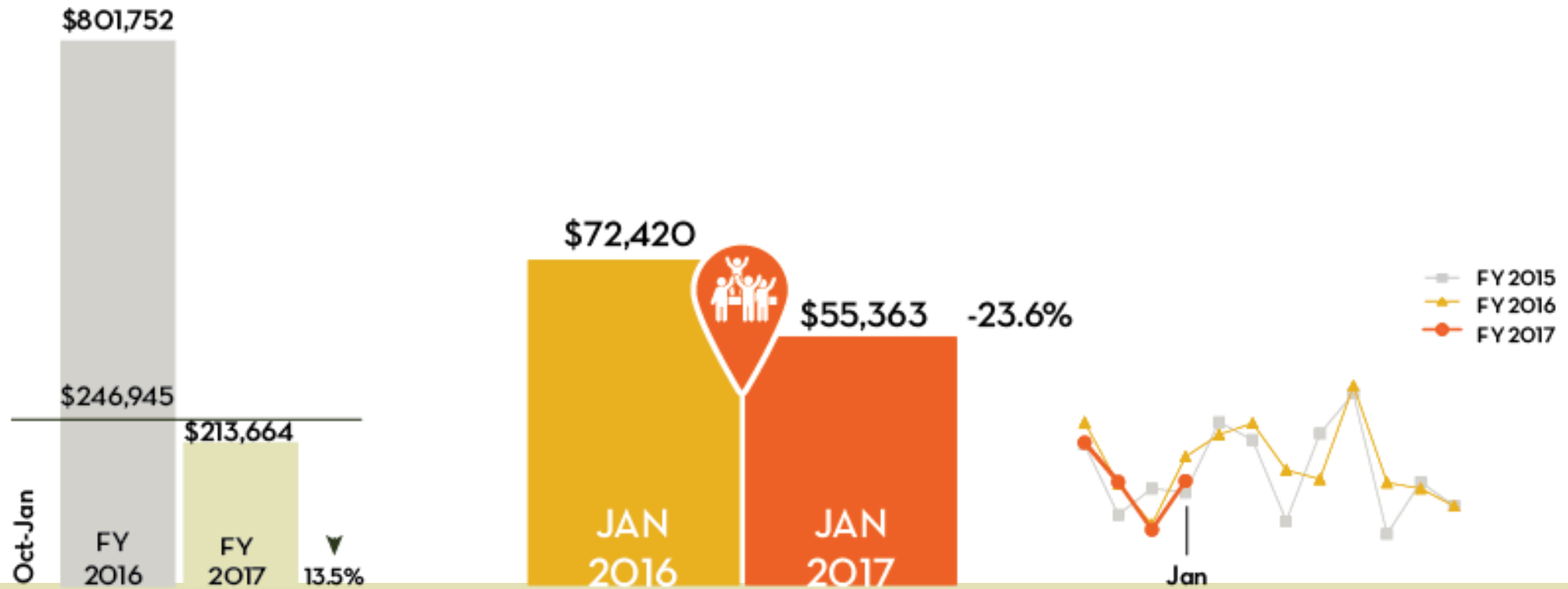
Enplanements — Deplanements



Convention Center Revenue



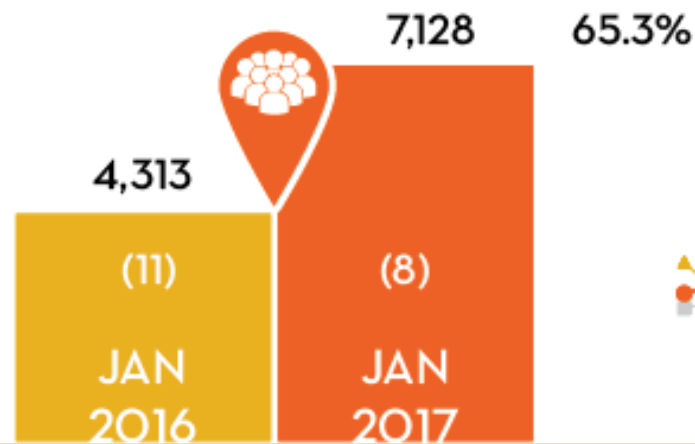
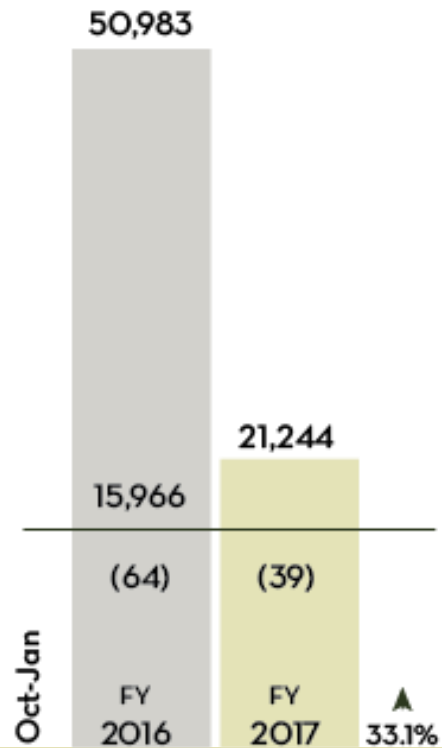
MS Coast Coliseum and Convention Center



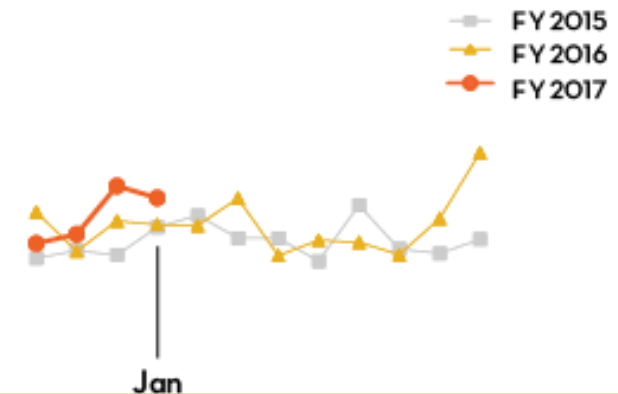
Definite Bookings



Room Nights/(Groups)

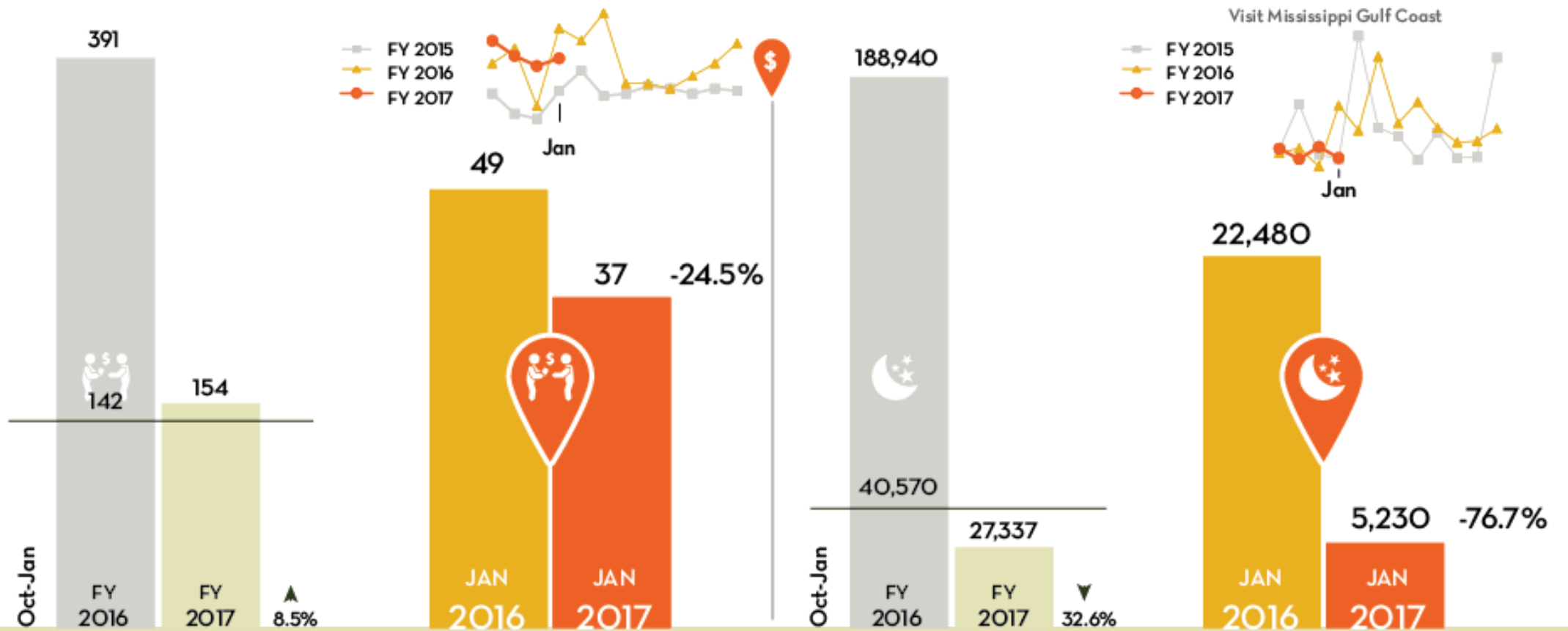


Visit Mississippi Gulf Coast





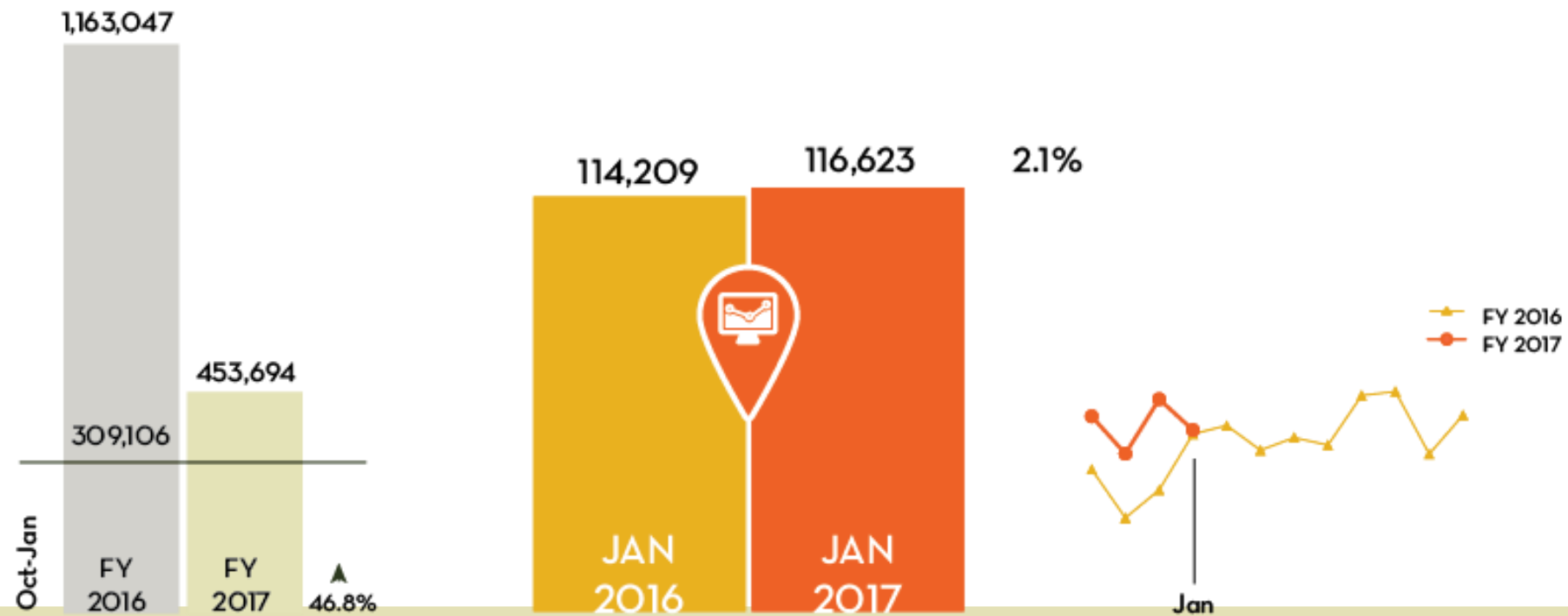
Leads Issued & Potential Room Nights



Google Analytics - Unique Visits



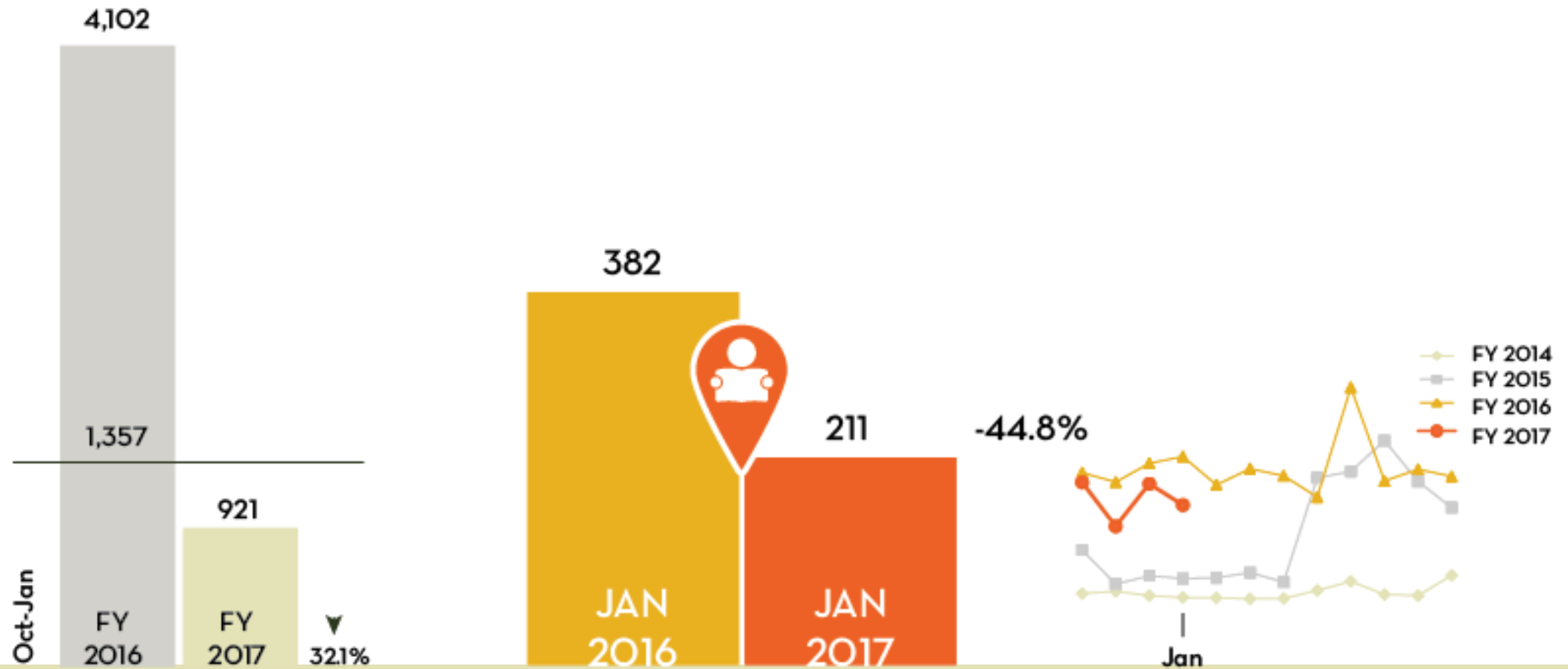
Google Analytics



Number of Articles



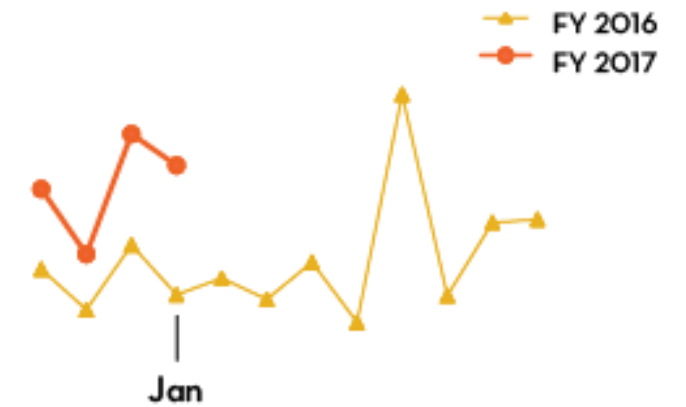
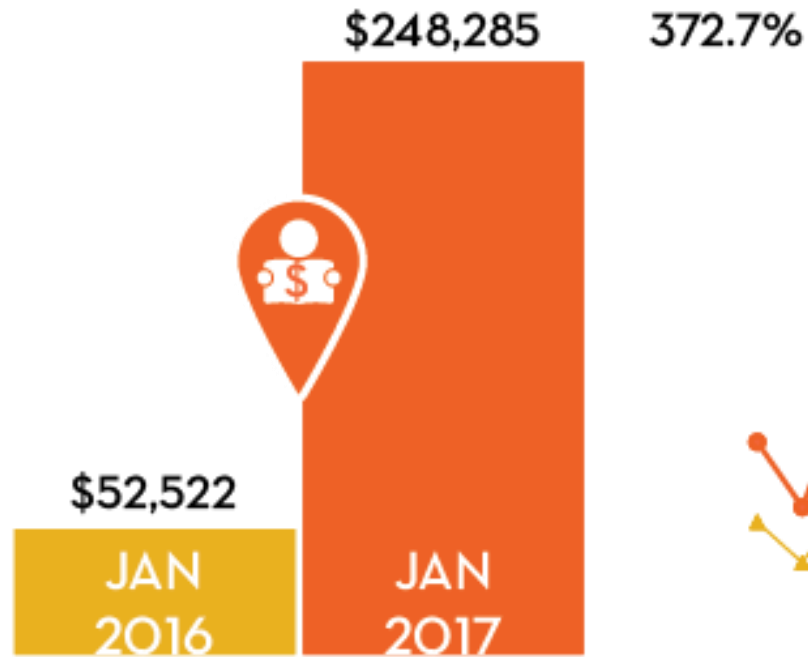
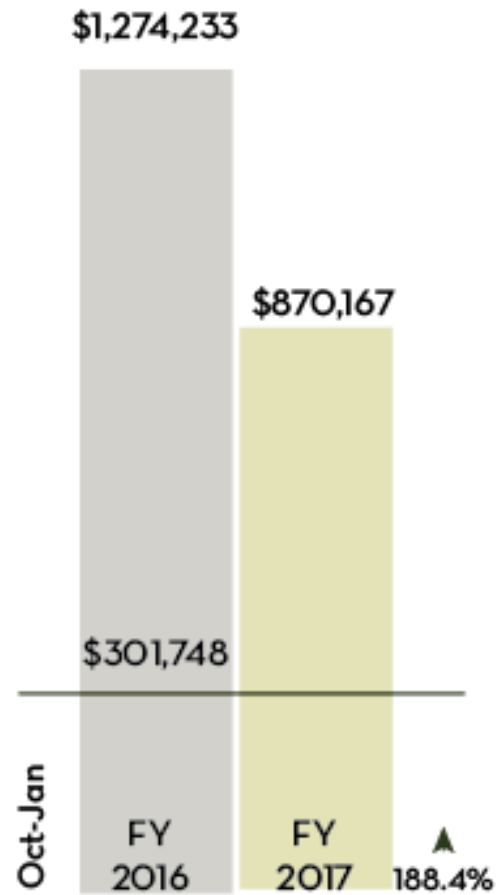
Critical Mention



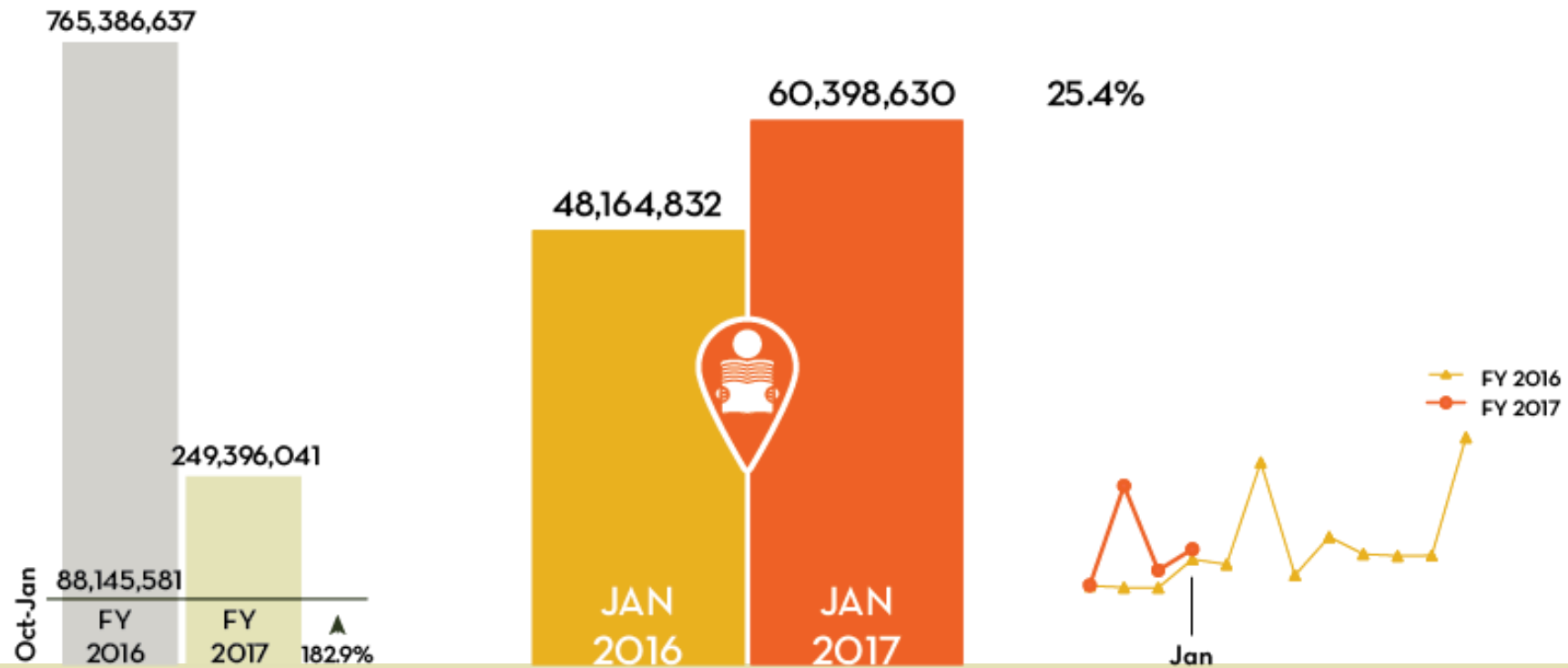
Media Value



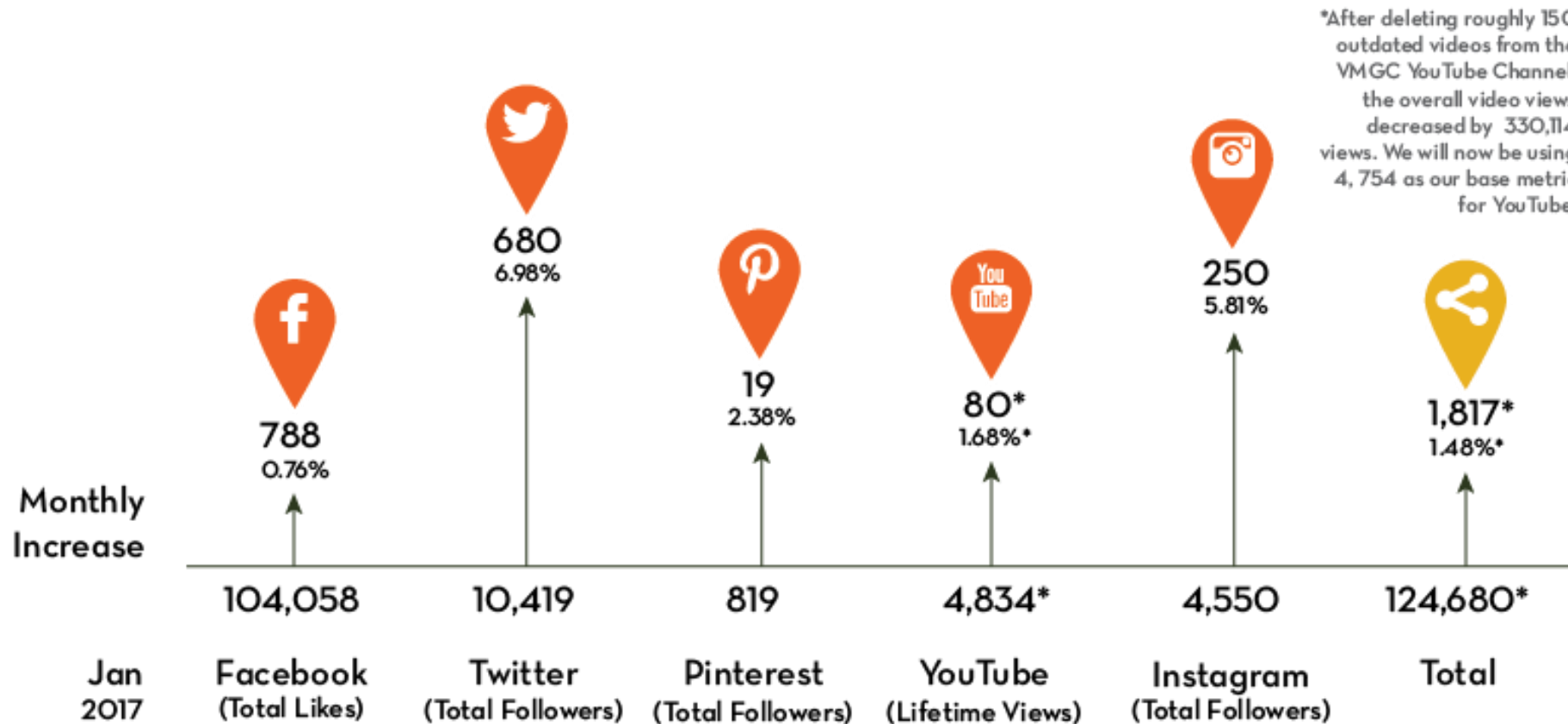
Critical Mention



Impressions



Social Media Metrics





REGIONAL CUISINE mississippi gulf coast

Desporte & Sons is a multigenerational seafood market and deli where chef Tim Williams, who honed his culinary expertise at several coast hotels and Keesler Air Force Base, oversees the deli. “What I like about Desporte is that the shrimp, crab, snapper and trout is the freshest in town. And, I work with the family,” says Williams, who has elevated the menu beyond shrimp po’boys. The daily platter specials may include shrimp-stuffed flounder or fried eggplant with corn and mashed potatoes. The Oysters Henry, named for current proprietor Sean Desporte’s grandfather, are sauteed in clarified butter, Lea & Perrins worcestershire sauce, caramelized onions and portobello mushrooms.

Like many area chefs, Williams sources bread from Le Bakery, two miles away on Biloxi’s Back Bay. Despite the Eiffel Tower logo, the bakery/café is a showcase of Vietnamese cuisine. Chef/owner Sue Nguyen-Torjusen discovered cooking from her father, who emigrated from Vietnam and ran restaurants before settling in Biloxi. “Le Bakery is what I like to eat,” she says. “Biloxi is a melting pot of nationalities, and we mix Asian flavors with local ingredients.”

Nguyen-Torjusen’s banh mi are filled with steamed pork meatballs. House specialties are housemade pâté and coconut curry chicken. Po’boys feature traditional Vietnamese cold cuts. Nguyen-Torjusen also specializes in Asian pastries and fancifully decorated cakes.

At BR Prime, one of 10 restaurants at Beau Rivage, the state’s largest hotel, chef Jason Carlisle offers local seafood and an array of 28-day dry-aged wagyu beef. He manifests his Wisconsin farm roots and interest in local ingredients with dishes such as



MEDIA COVERAGE

Try one of the world's rarest shrimp in Gulfport, Miss.

Larry Olmsted, Special for USA TODAY Published 5:46 a.m. ET Jan. 26, 2017 | Updated 4:00 p.m. ET Jan. 26, 2017



(Photo: courtesy of Island View Casino Resort)

The scene: The [Gulf of Mexico](#) is America's breadbasket for many types of seafood, especially oysters and shrimp, for which it is arguably the world's premier supplier of the sweet, wild caught white variety. Mississippi's Gulf Coast, with its 26 miles of continuous broad sandy beach, casinos, museums, restaurants, fishing and golf courses, is among the top vacation destinations on this body of water. Beach Blvd Steamer, a local seafood-

oriented eatery at the Island View Casino Resort in [Gulfport, Miss.](#), combines several of the area's top appeals: one of the finest casino hotels (complete with golf course), Gulf views and ultra-fresh seafood prepared in regional styles.

COASTAL LIVING

The Best Mardi Gras Celebrations on the Coast

◀ 5 of 11 ▶ View All



Biloxi, Mississippi

Twelfth Night kicks off Mardi Gras season along Mississippi's Gulf Coast, where there are more than **20 Mardi Gras parades**. The annual Gulf Coast Carnival Association Coronation Ball is highlighted by the naming of King d'Iberville and Queen Ixolib, rulers of the region's Mardi Gras festivities. Daytime parades are family-friendly processions that include the all-women Krewe of Nereids parade in Biloxi and the Krewe of Little Rascals Children Mardi Gras Parade in Pascagoula, and more adult-oriented night marches by the Krewe of Neptune, the Krewe of Gemini, and others.

MEDIA COVERAGE

26 Under-the-Radar Southern Towns for Girlfriend Getaways

From the unexpected allure of Gulf Shores to a historic resort tucked away on Jekyll Island, we've got your next girls' weekend covered. Check out our list of incredible southern getaways to experience in 2017.

2 Bay St. Louis, Mississippi

Seaside allure gets muddled with artistic soul in this groovy southern town that you'd probably just drive right past on your way to New Orleans if you weren't in the know (most aren't). While in town, you can relax with your posse during a restorative class at [Treehouse Yoga](#), which offers just as much whimsical and free-flowing fun as its name might hint at. It would also be an excellent idea to sign everyone up for a day of TLC at [Spa at the Bay](#), but if time is tight, take the road less traveled and opt for an unforgettable boat excursion, checking out the harbor and surrounding bayous, with the help of [Solar Boat Tours](#).

For more information, visit baystlouisoldtown.com.

Ellis Anderson



MEDIA COVERAGE



WHAT MEDIA ARE SAYING

“The culinary scene on the Mississippi Gulf Coast is making waves. Given that the region produces 70% of the nation’s oysters and 69% of its domestic shrimp, seafood is a prime candidate for tables from Long Beach and Ocean Springs to the larger towns of Biloxi and Gulfport...**With growth in the entertainment and business communities, restaurants are also bustling. The culinary choices are as diverse as the many coastal towns and cities.** Diners can select from haute cuisine to down-home cooking. As chefs gravitate to the area, many appreciate the opportunity to establish relationships with local fishermen, farmers and brewers.”

- Deborah Grossman, *The National Culinary Review*

“The Gulf of Mexico is America’s breadbasket for many types of seafood, especially oysters and shrimp, for which it is arguably the world’s premier supplier of the sweet, wild caught white variety. **Mississippi’s Gulf Coast, with its 26 miles of continuous broad sandy beach, casinos, museums, restaurants, fishing and golf courses, is among the top vacation destinations on this body of water.** Beach Blvd Steamer, a local seafood-oriented eatery at the Island View Casino Resort in Gulfport, Miss., combines several of the area’s top appeals: one of the finest casino hotels (complete with golf course), Gulf views and ultra-fresh seafood prepared in regional styles.”

- Larry Olmsted, USA TODAY online

“Seaside allure gets muddled with artistic soul in this groovy southern town that you'd probably just drive right past on your way to New Orleans if you weren't in the know (most aren't). While in town, you can relax with your posse during a restorative class at Treehouse Yoga, which offers just as much whimsical and free-flowing fun as its name might hint at. It would also be an excellent idea to sign everyone up for a day of TLC at Spa at the Bay, but if time is tight, take the road less traveled and opt for an unforgettable boat excursion, checking out the harbor and surrounding bayous, with the help of Solar Boat Tours.”

- Perri O. Blumberg, *Cosmopolitan, Country Living and Woman’s Day*

Coast Champions



28 Trainings with 613 graduates!

