



# Visit Mississippi Gulf Coast

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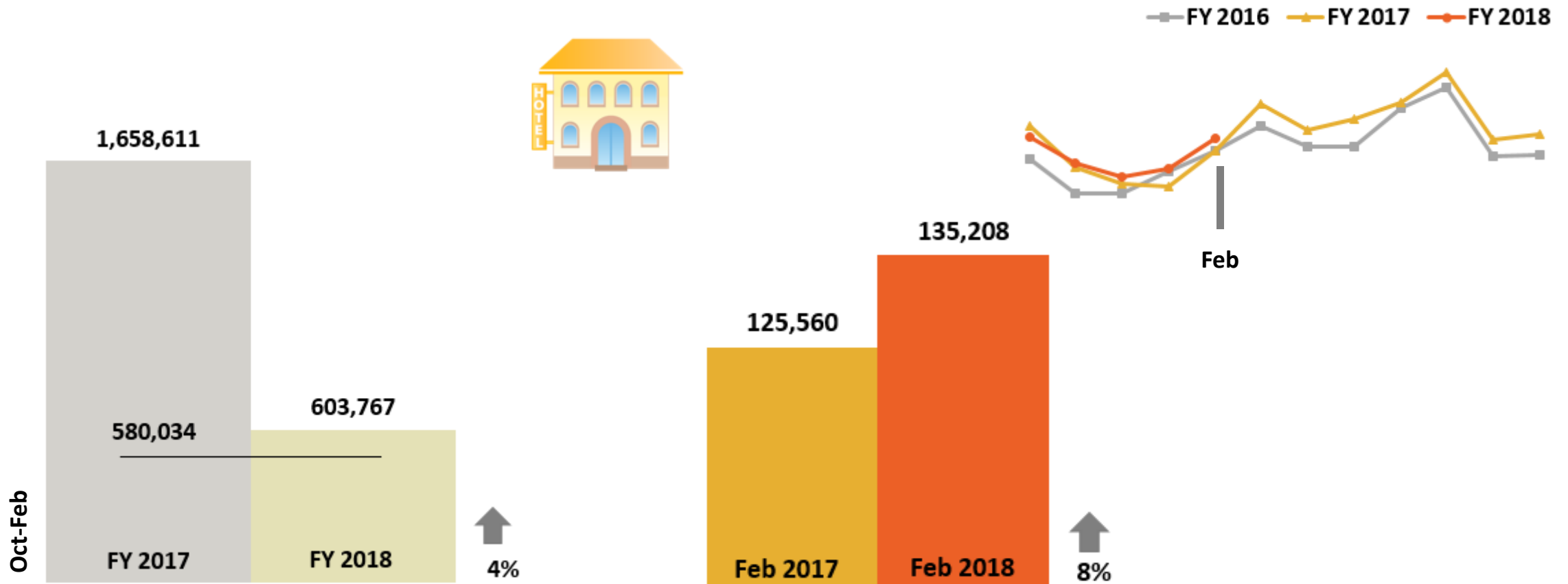
**KEY PERFORMANCE INDICATORS**

**FEBRUARY 2018**

# Non-Casino Rooms Sold



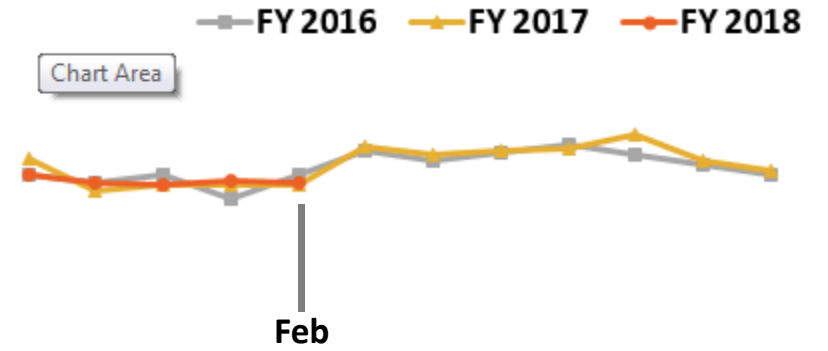
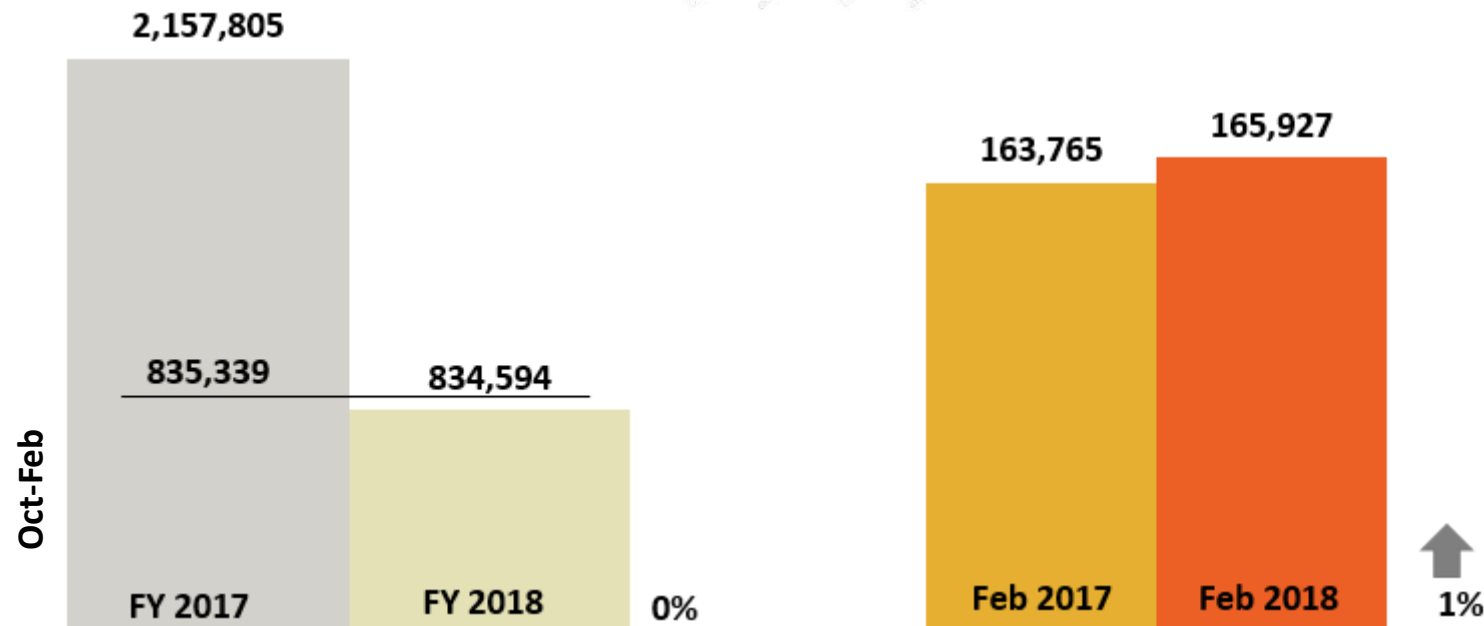
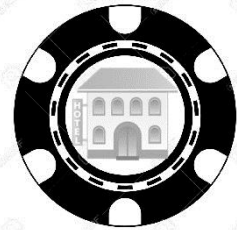
STR



# Casino Rooms Sold



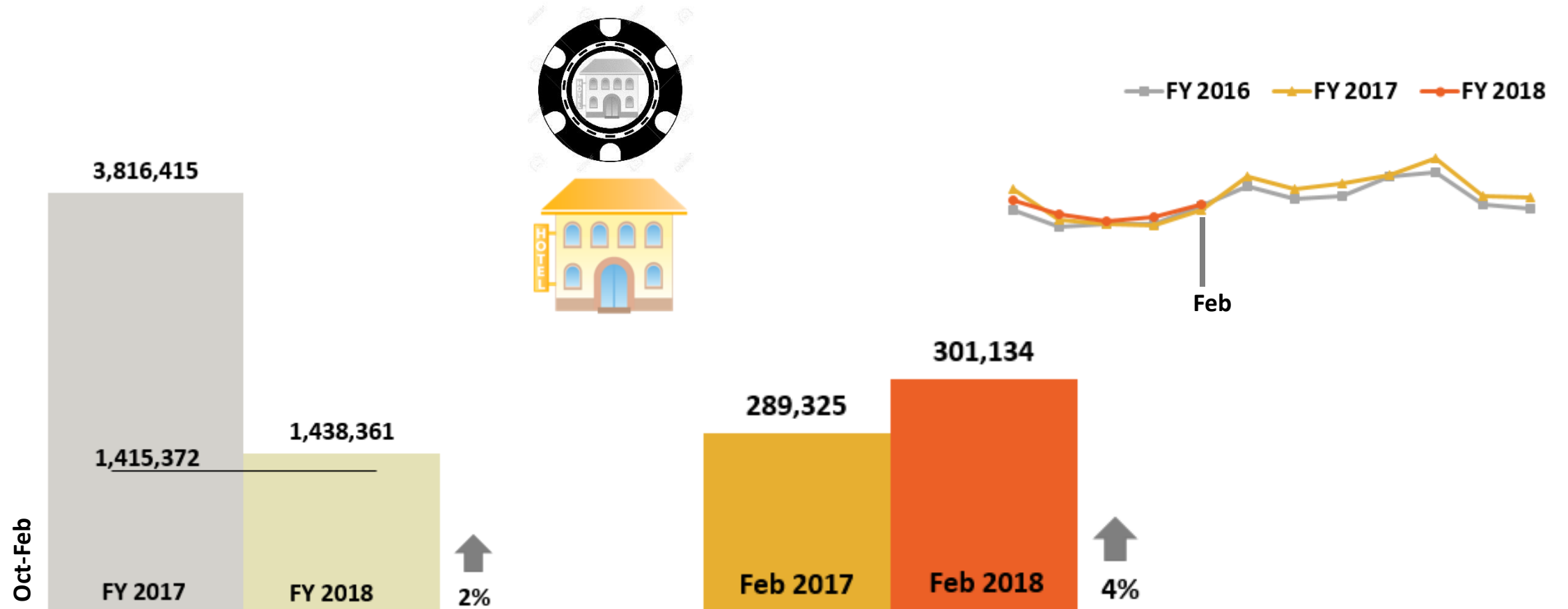
MS Gaming Commission



# All Rooms Sold



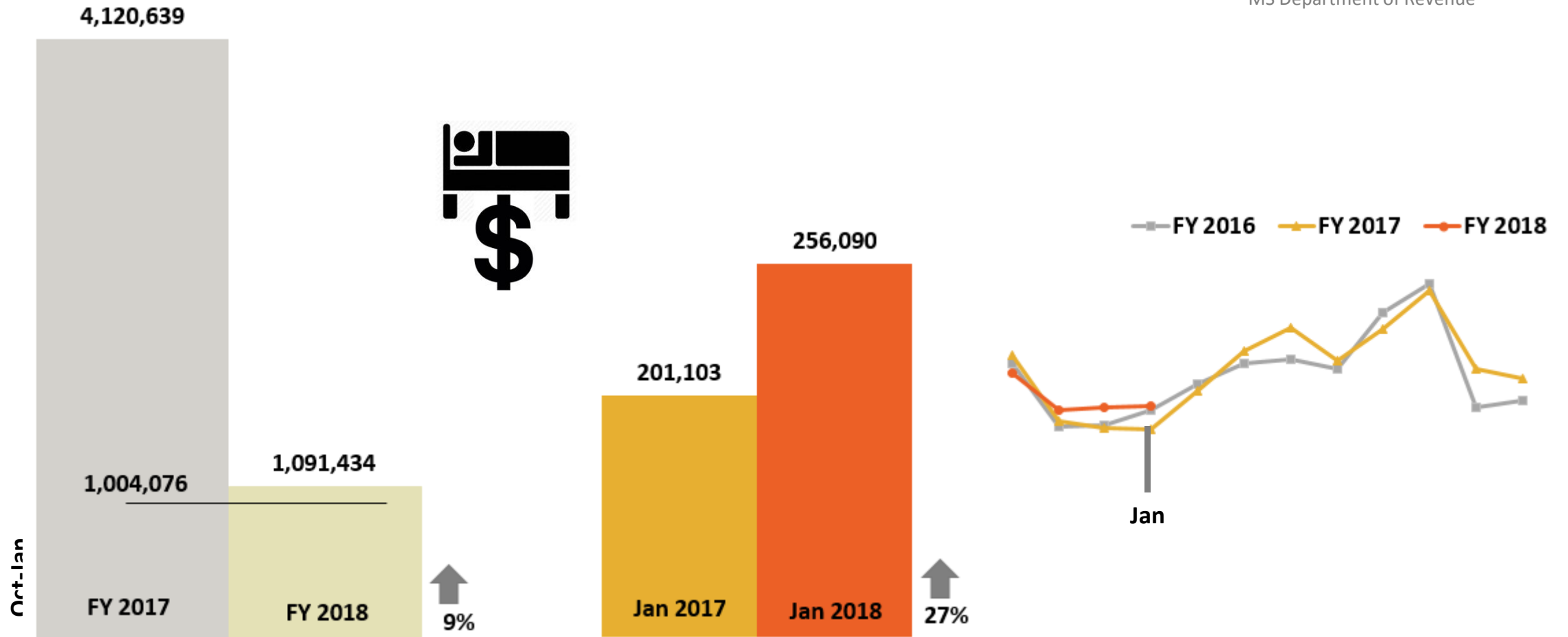
STR & MSGC



# Occupancy Tax Receipts



MS Department of Revenue

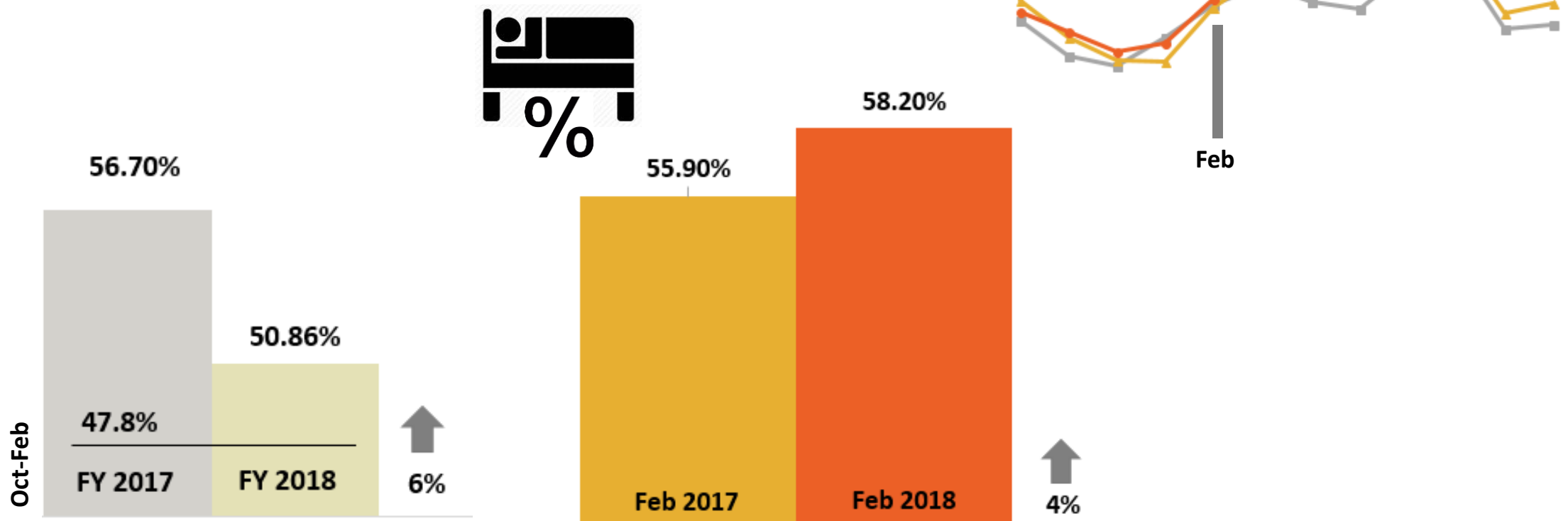


# Non-Casino Occupancy



Mardi Gras day was followed by Valentines day creating a potential 5 day weekend. This was followed by another 3 day weekend due to Presidents Day.

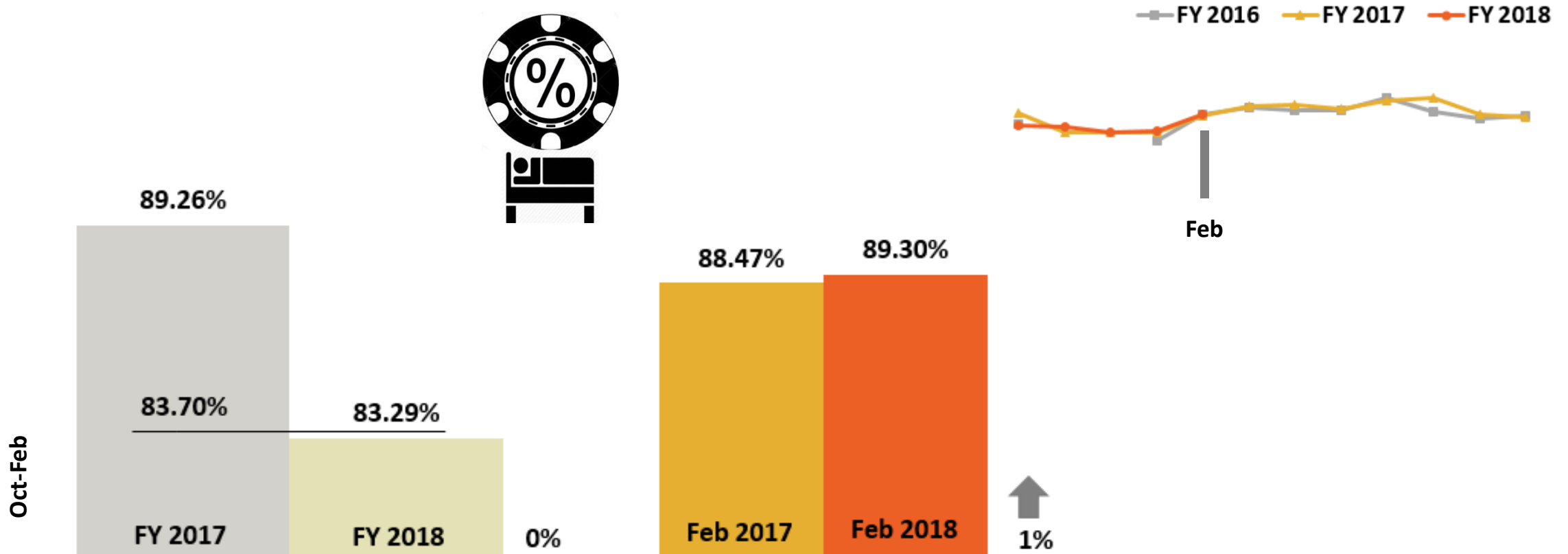
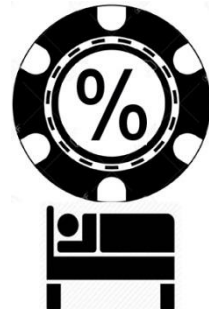
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# Casino Occupancy



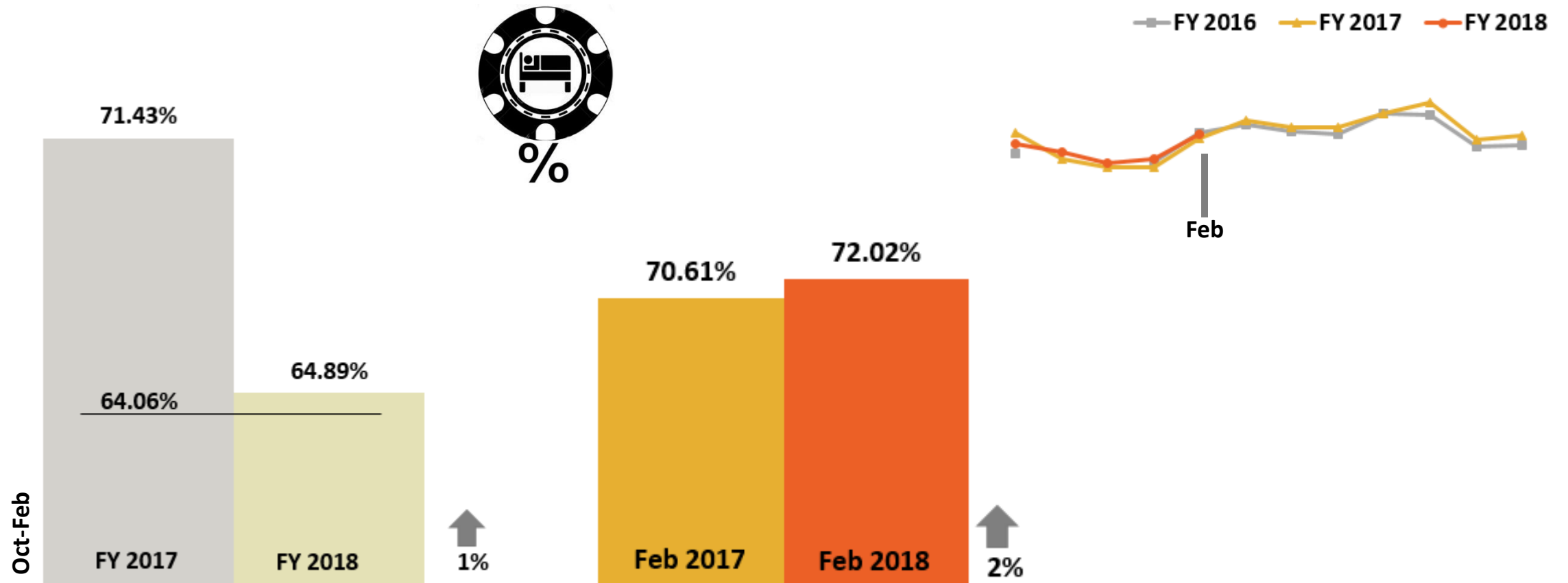
MS Gaming Commission



# All Occupancy



STR & MSGC

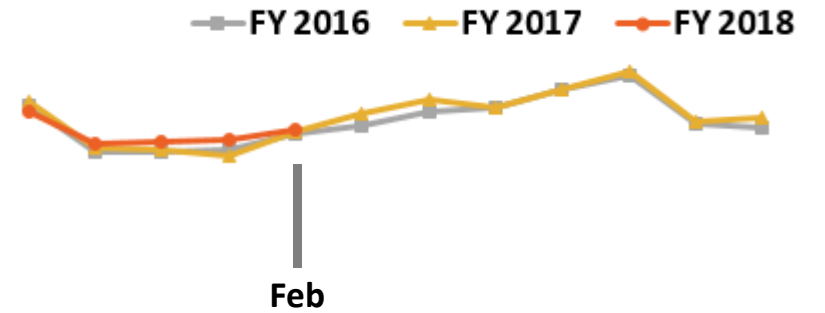
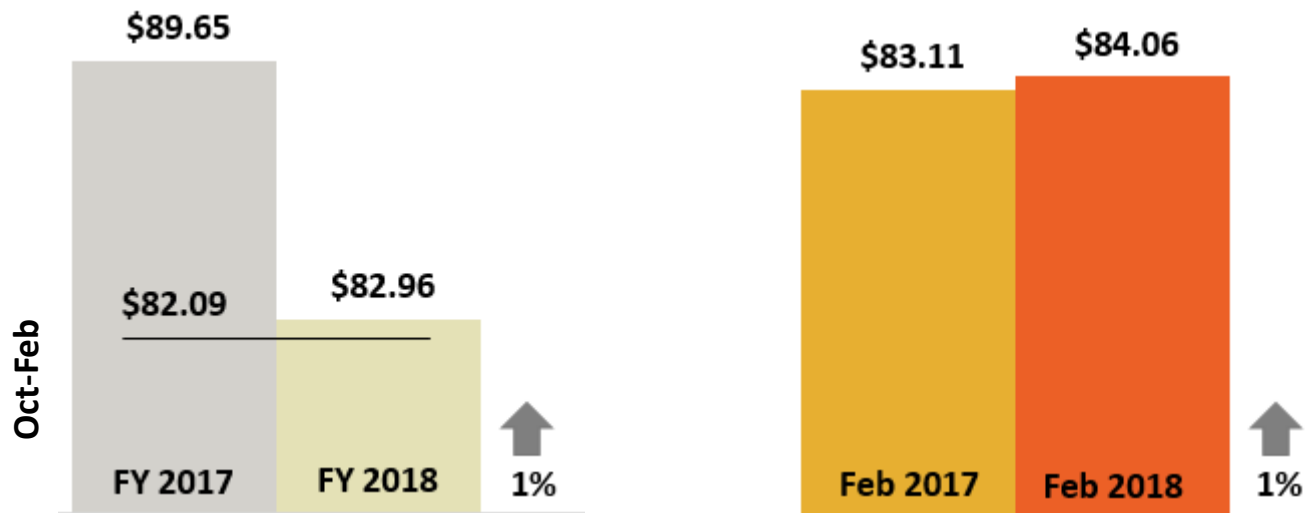




# Non-Casino ADR



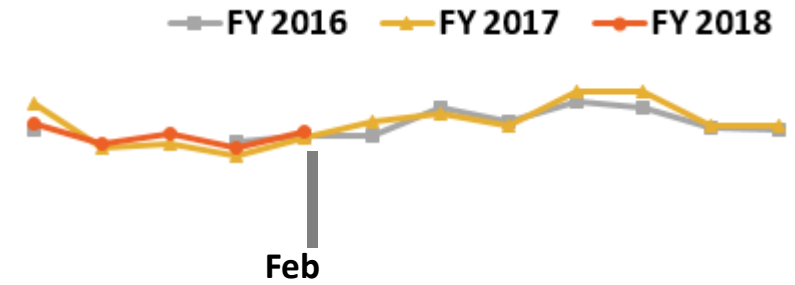
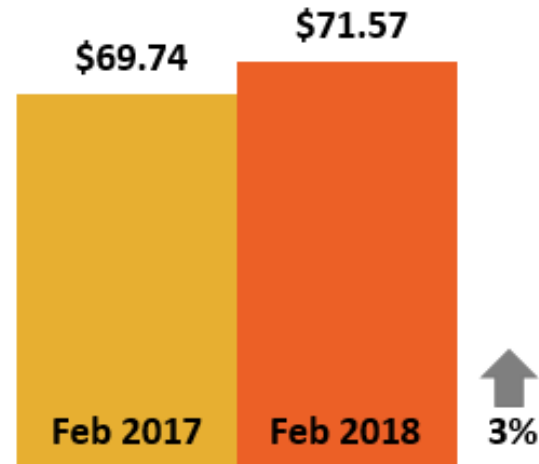
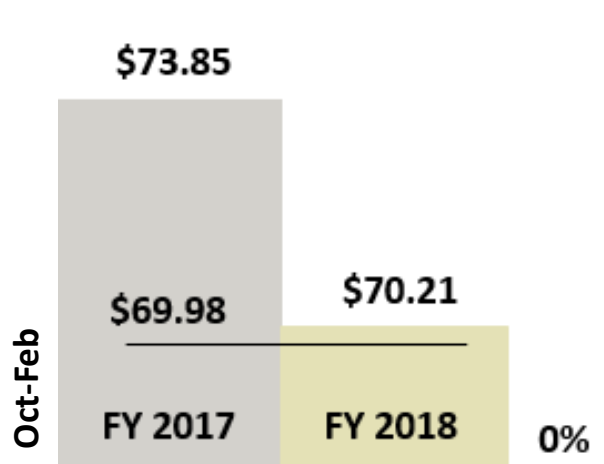
STR



# Casino ADR



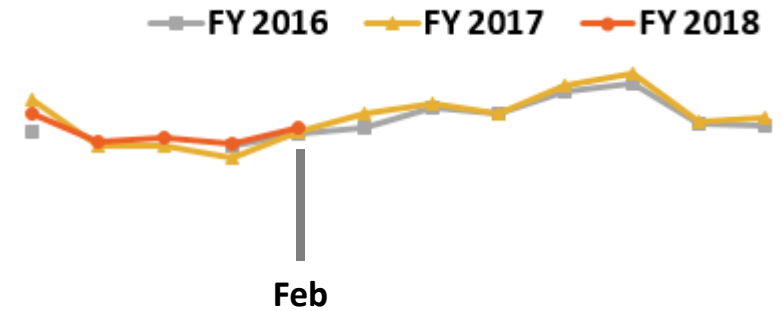
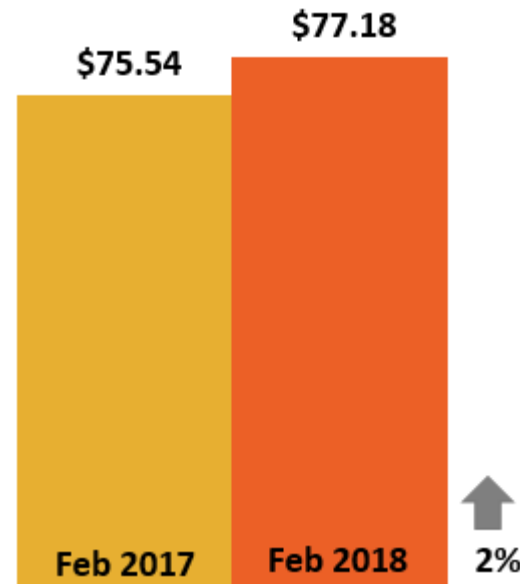
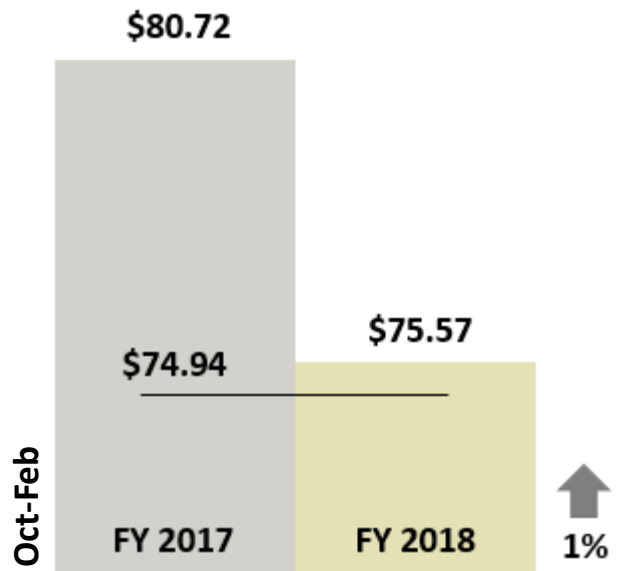
MS Gaming Commission



# All ADR



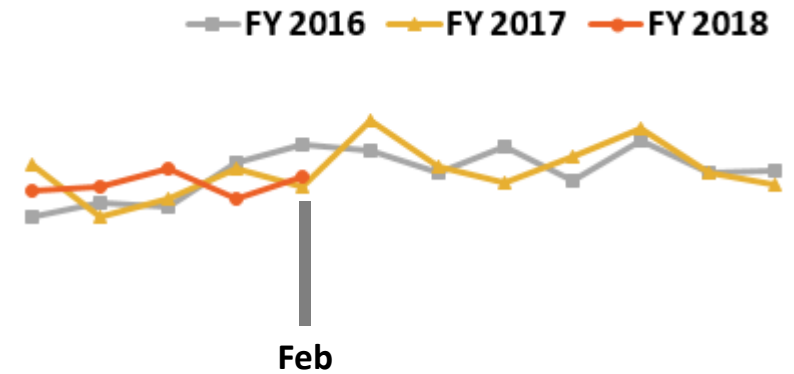
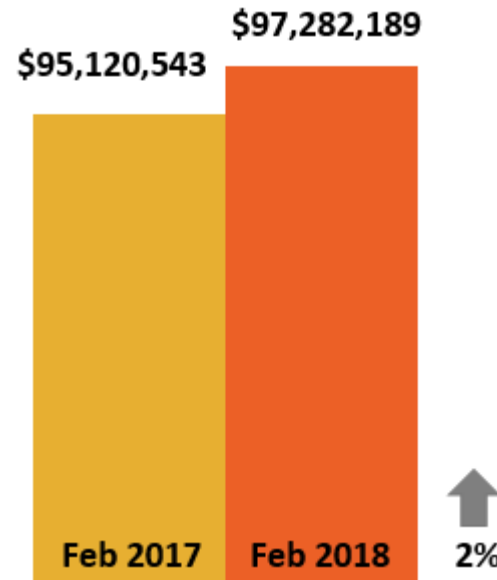
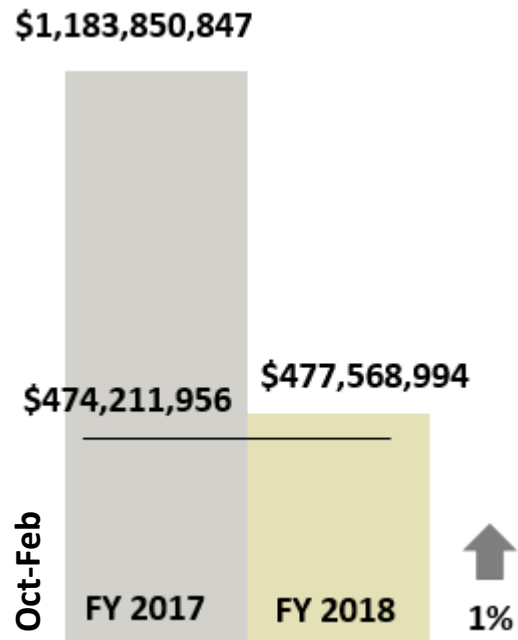
STR & MSGC



# Gaming Revenue



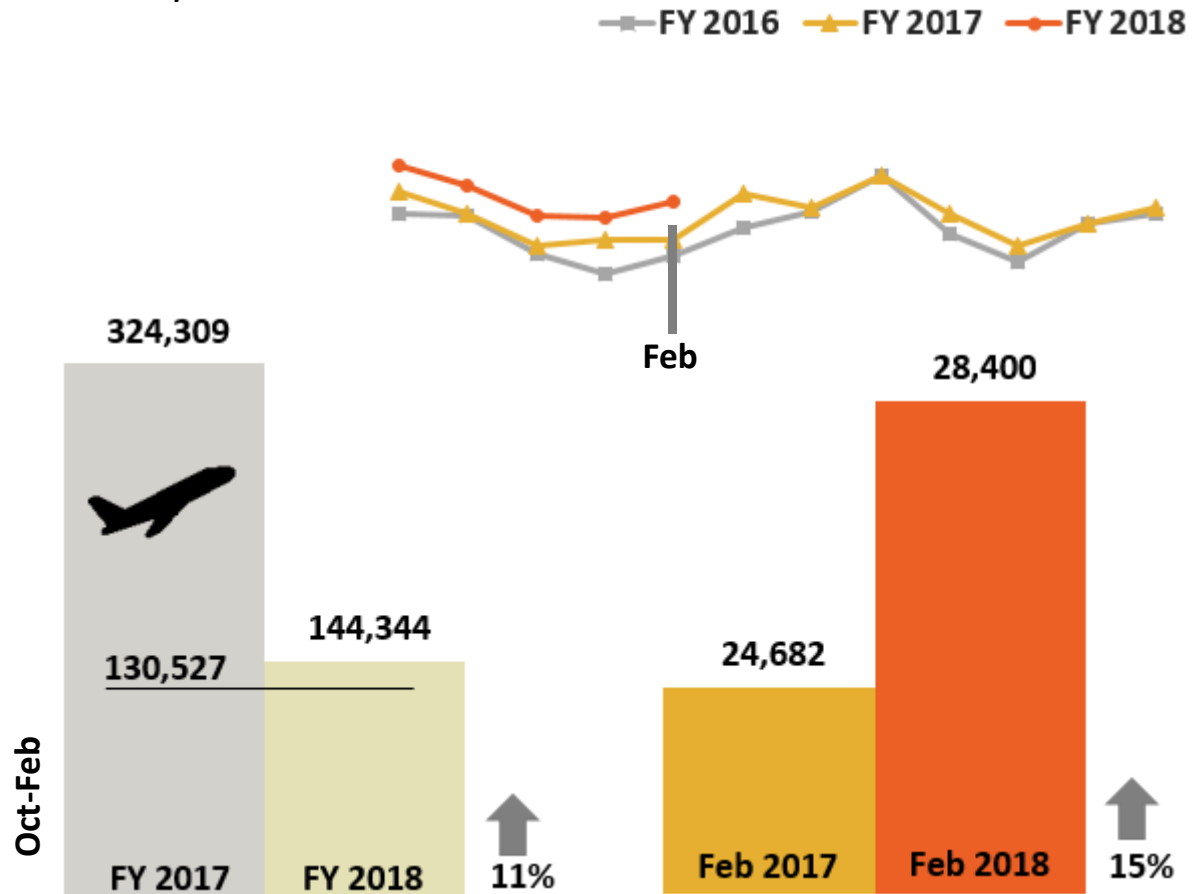
MS Gaming Commission



# Airport

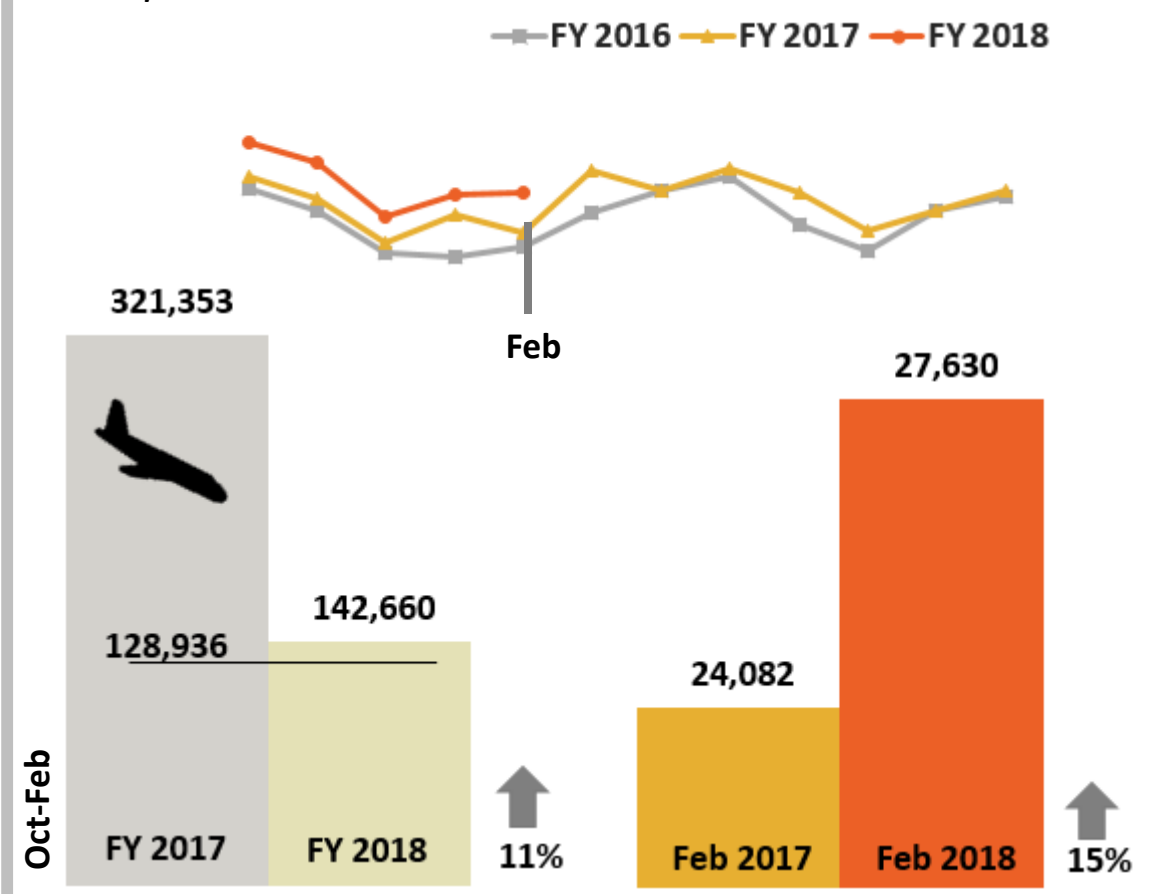


## Enplanement



## Deplanement

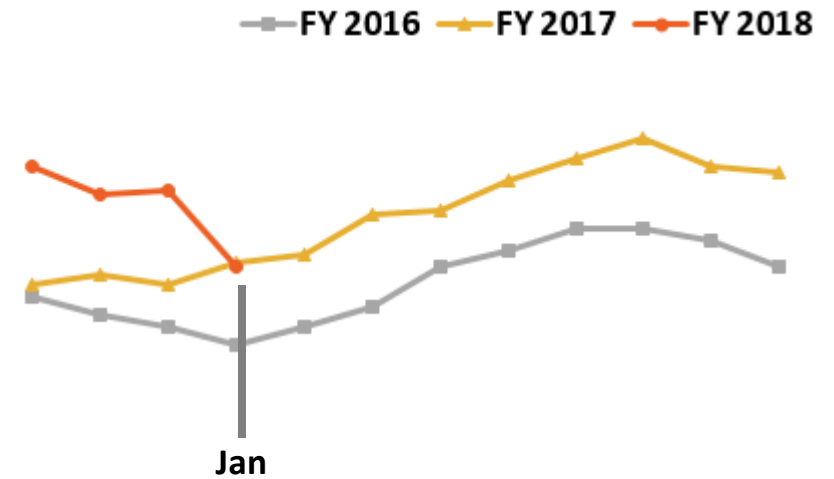
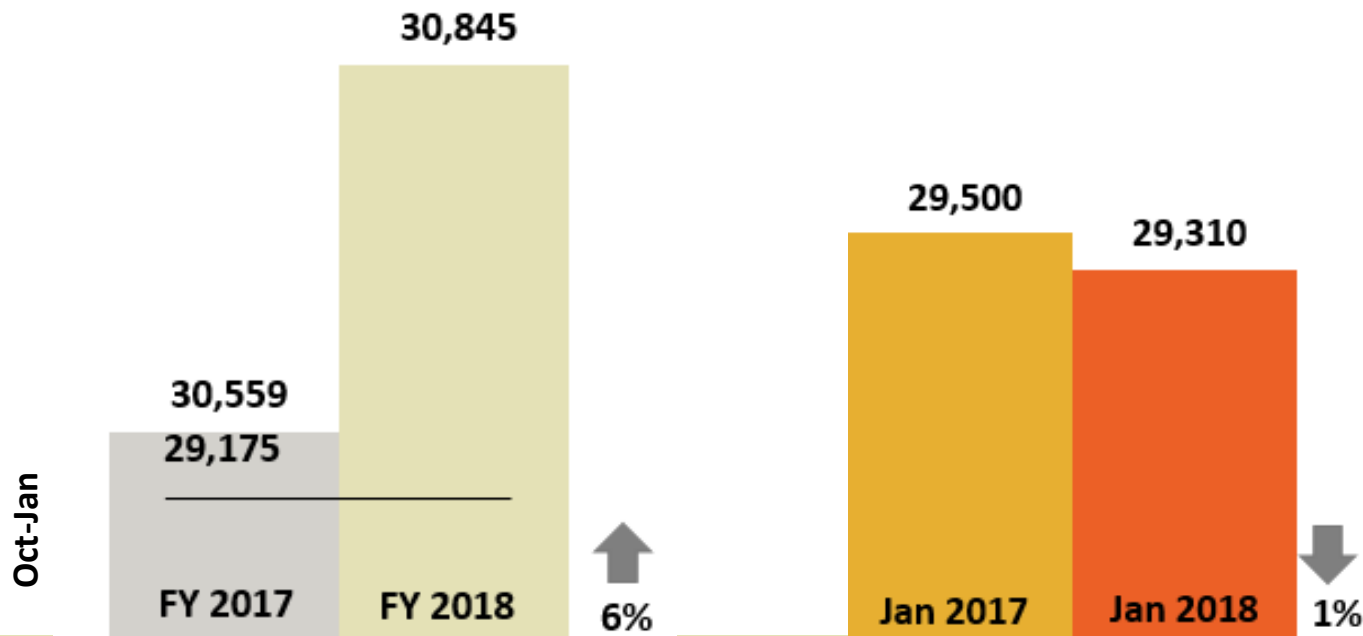
Gulfport Biloxi Regional Airport



# Leisure & Hospitality Jobs



MS Department of Employment Security

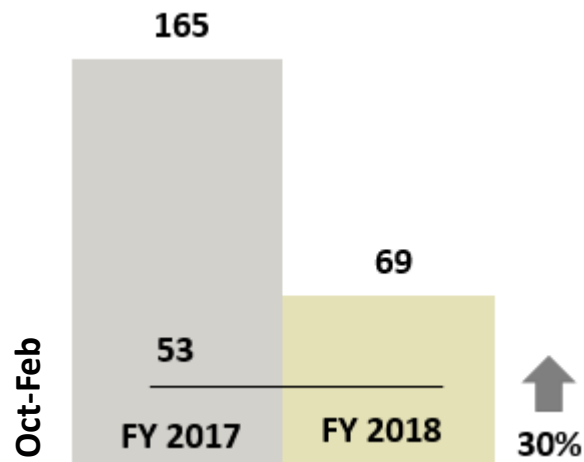


# Definite Bookings

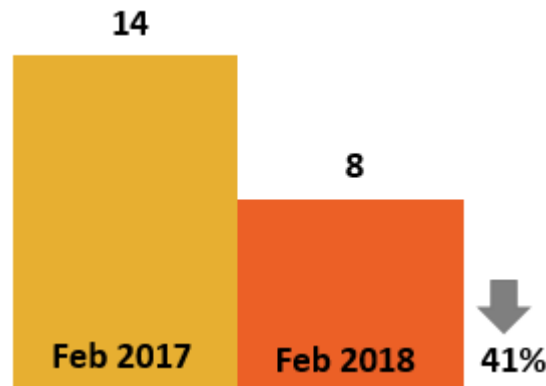


## Bookings

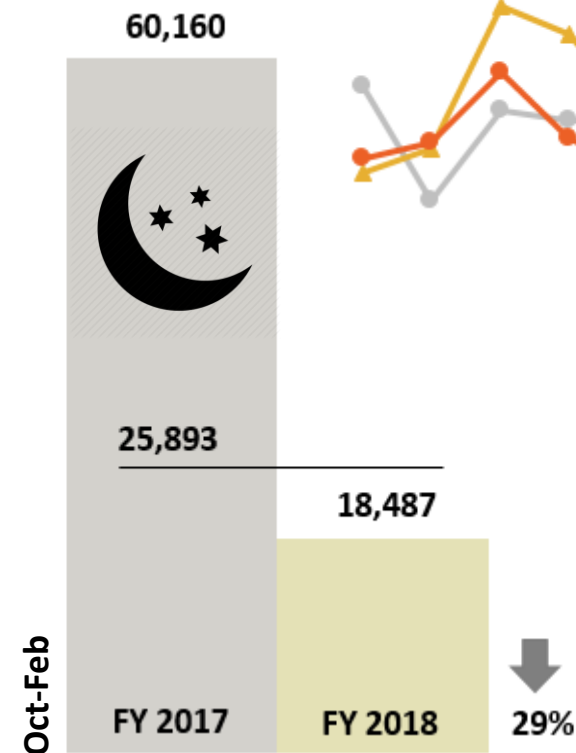
- Over 4,000 room nights in repeat business that turned definite in Feb 2017 that has not turned definite in 2018 but is still in our pipeline.
- Over 3,000 room nights (FYTD) 2017 that have not turned definite to date 2018 – Reflects more bookings/less room nights
- Short staff (Feb 2018)



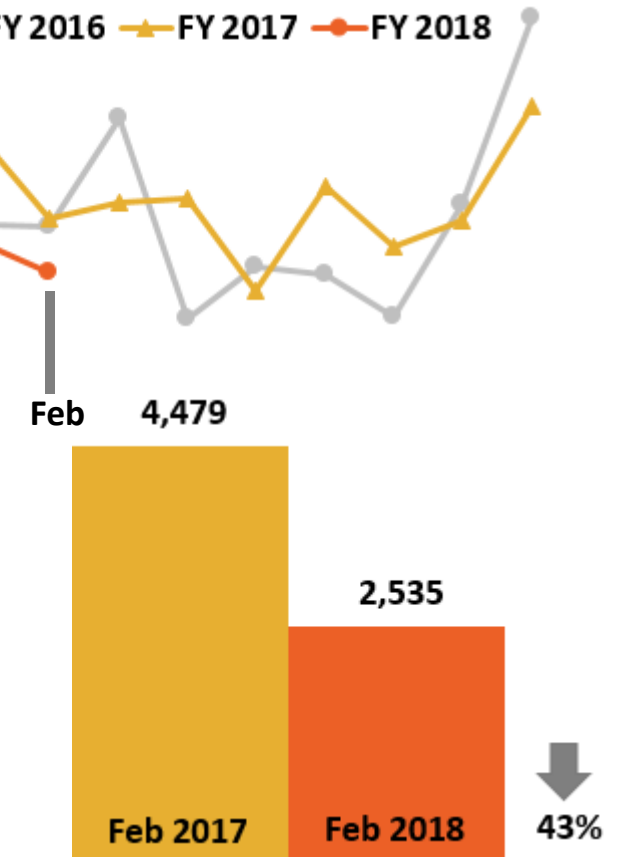
YTD Definite Bookings



February Definite Bookings



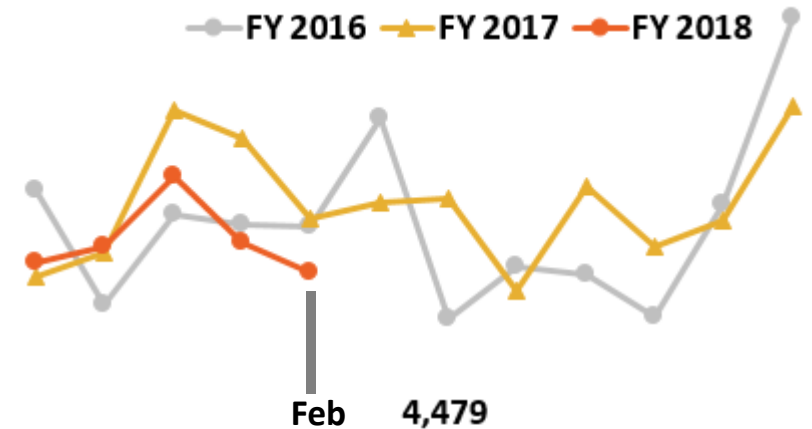
YTD Definite Room Nights



February Definite Room Nights

## Room Nights

Visit Mississippi Gulf Coast



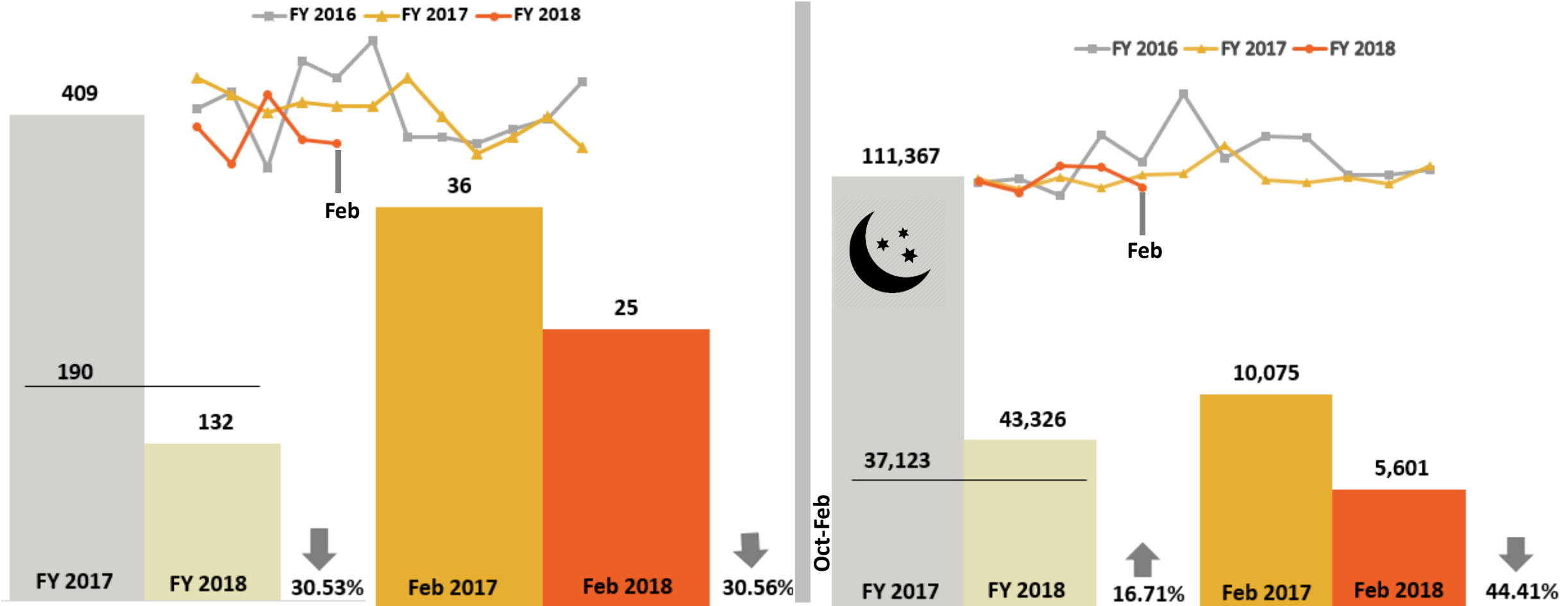
# Leads Issued & Potential Room Nights



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- 2017 leads issued represent a full sales staff of 4, while 2018 reflects a reduced sales staff of 2
- 2018 Potential room nights are pacing ahead of 2017 where as month to month is down due to lack of staff

FY 2017 leads included assists resulting in 82 leads that are no longer counted



YTD Leads Issued

February Leads Issued

YTD Potential Room Nights

February Potential Room Nights

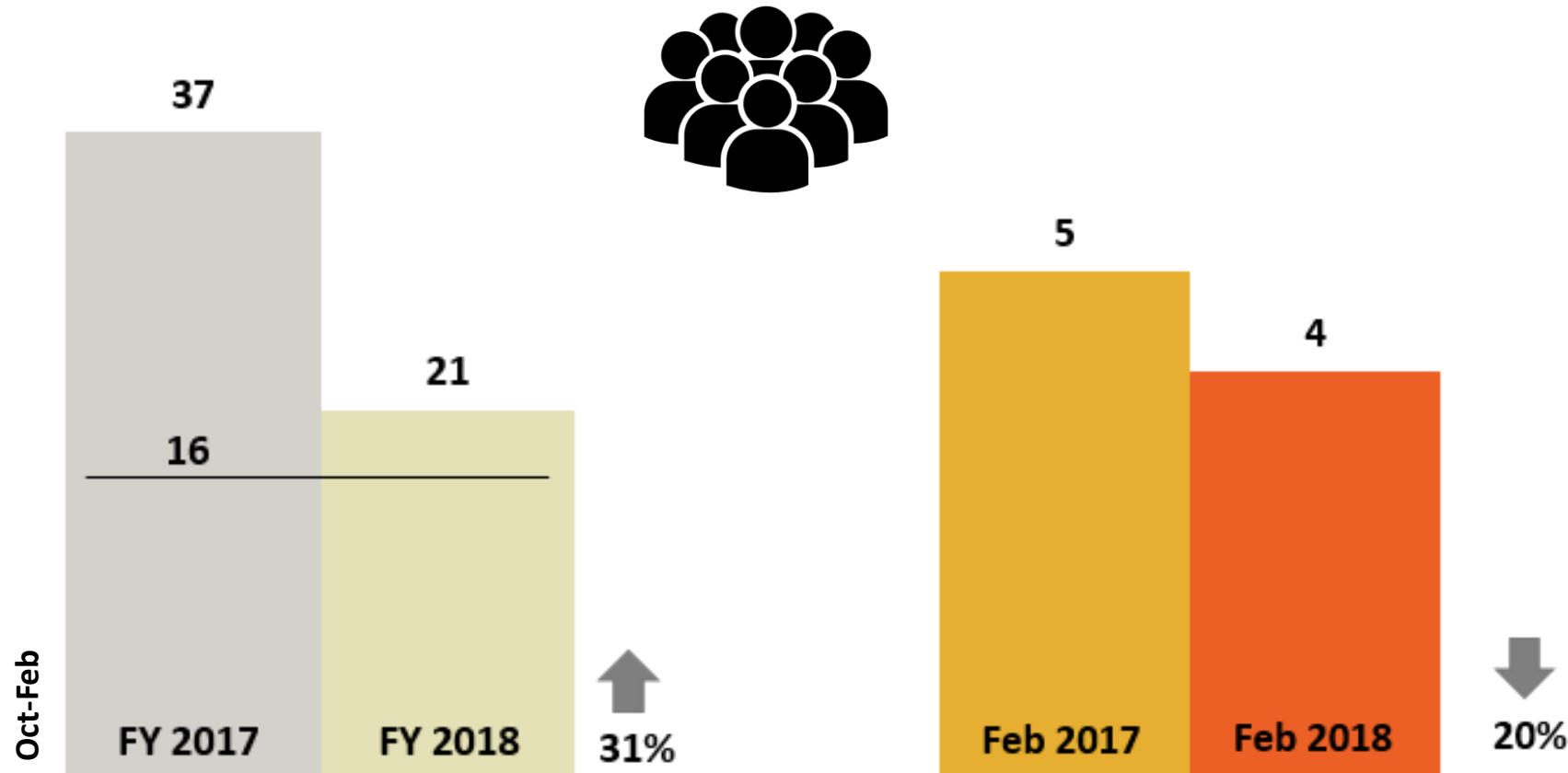


# Convention Center Leads

Sales staff continues to target and issue convention center leads and YTD reflects an increase over previous YTD.



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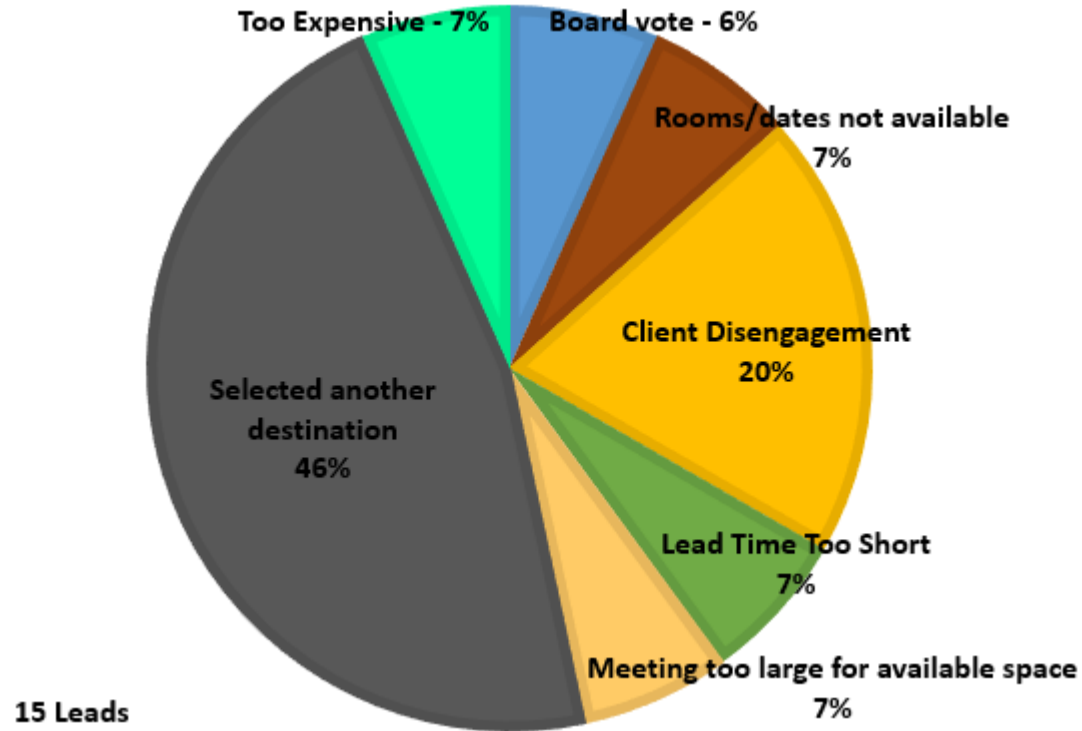
YTD Leads Issued

February Leads Issued

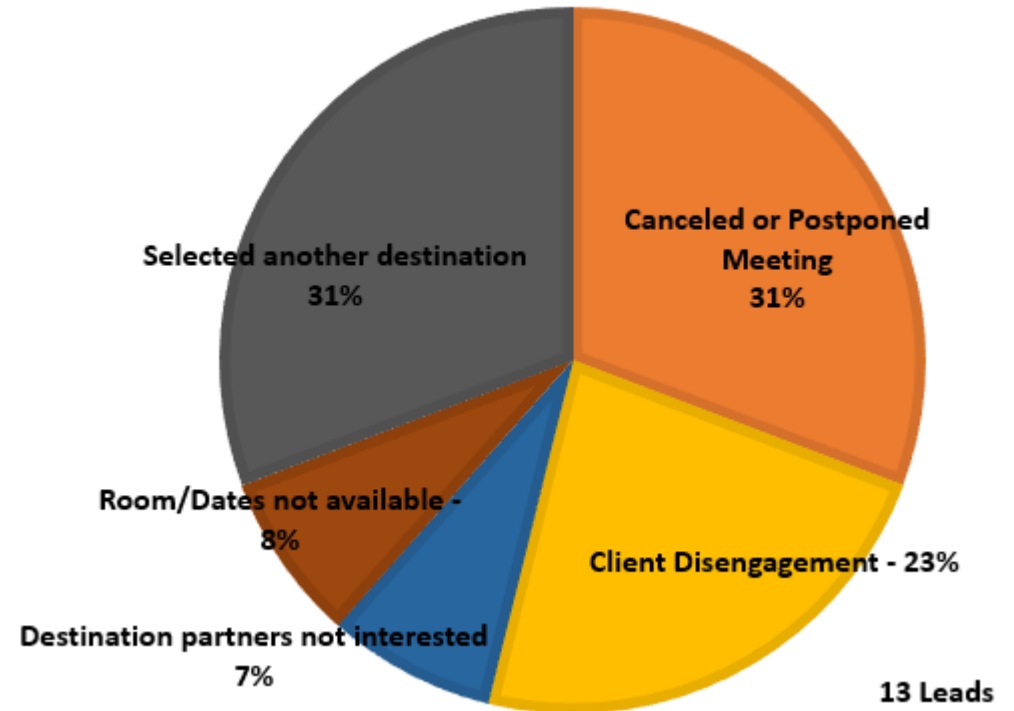
# Lost Business



Feb 2017



Feb 2018

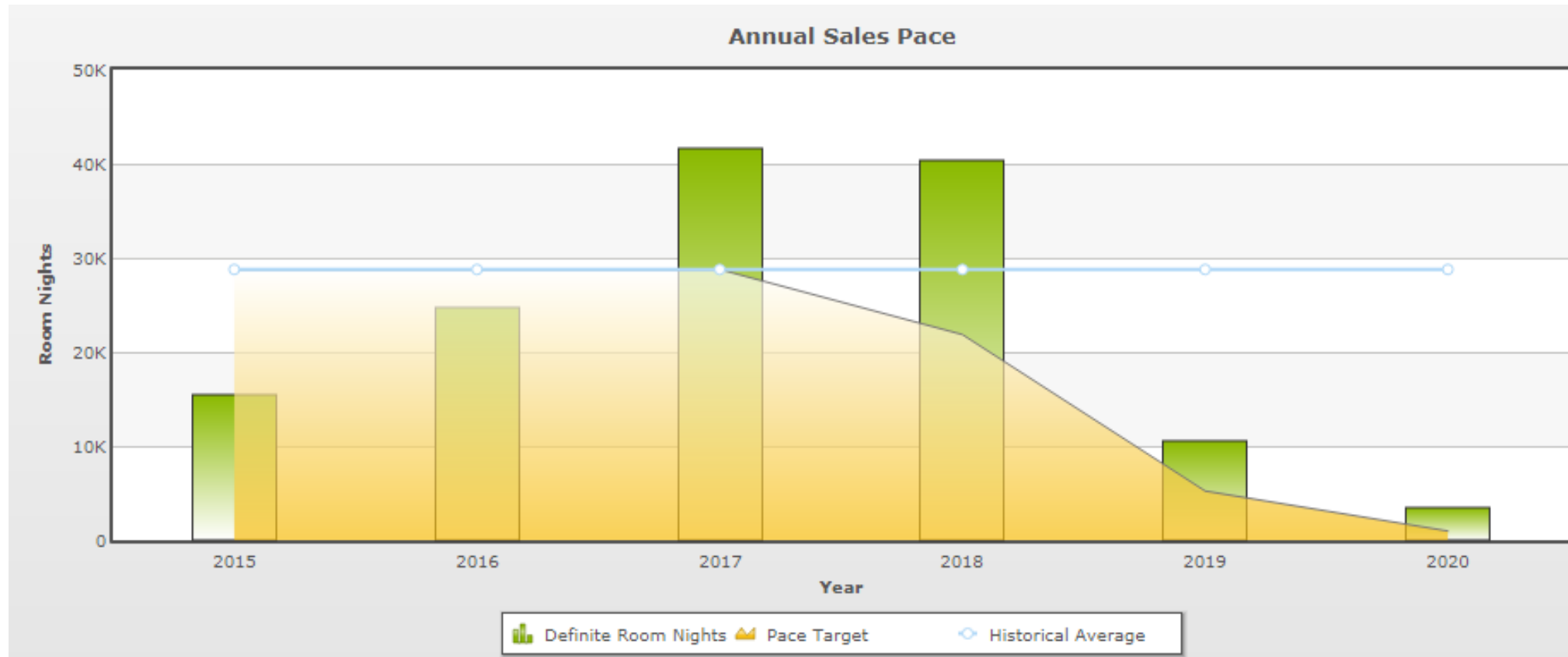


# Pace Report

Snapshot of our historical average, Pace target for definite room nights as well as what is in our pipeline.



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# Pace Report - Pipeline



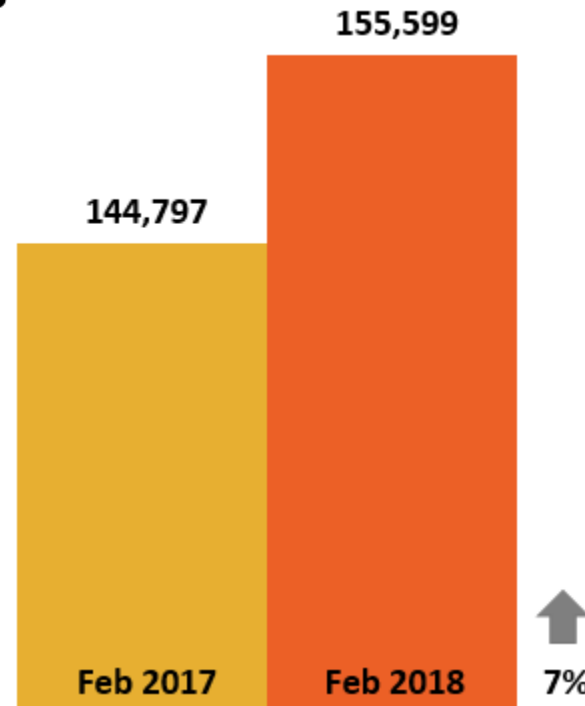
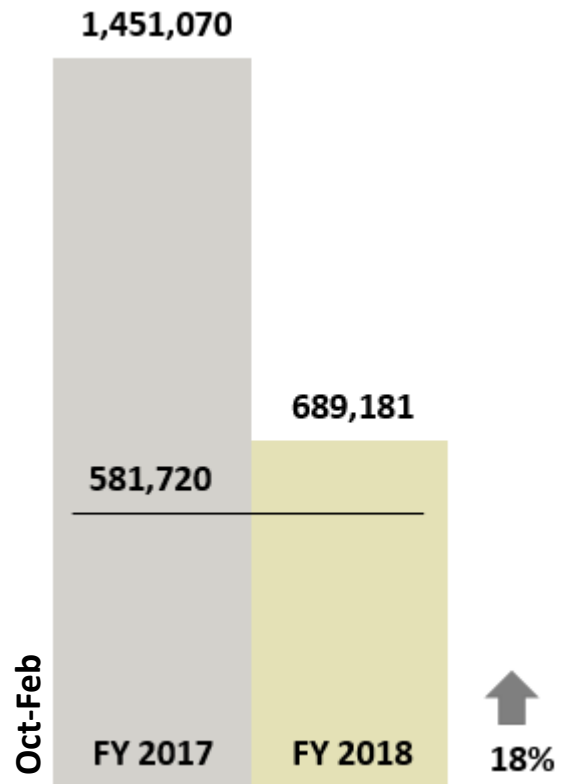
Visit Mississippi Gulf Coast



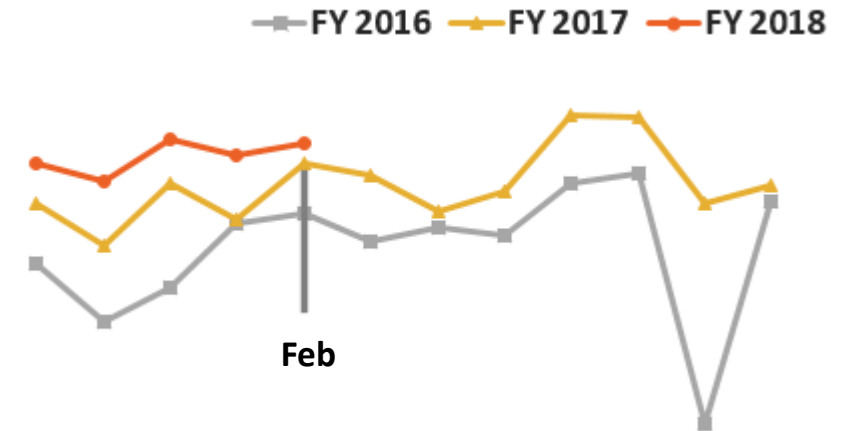
# Google Analytics - Unique Visits



Google Analytics



For Feb. 2018, nearly 40% of this traffic is organic

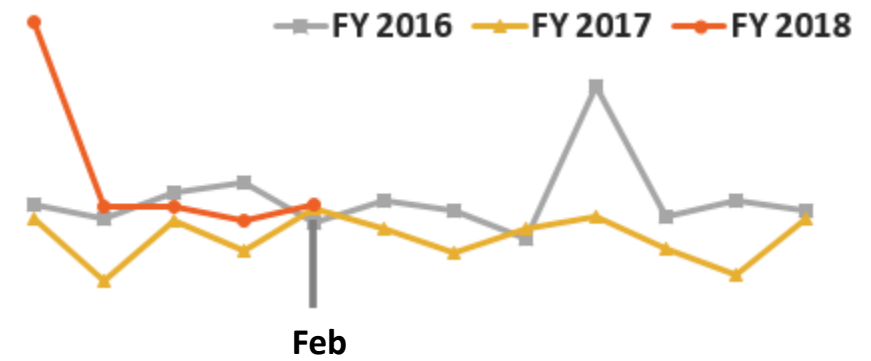
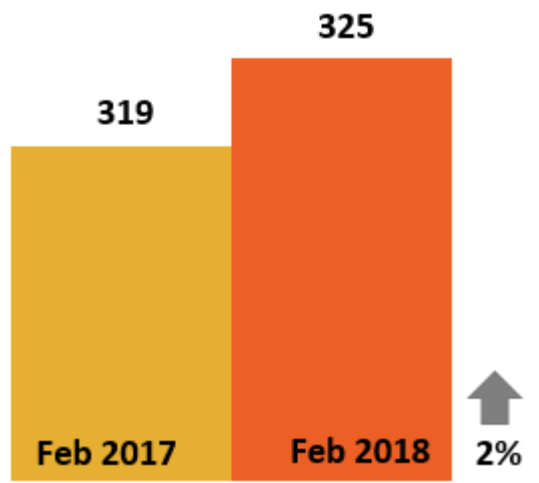
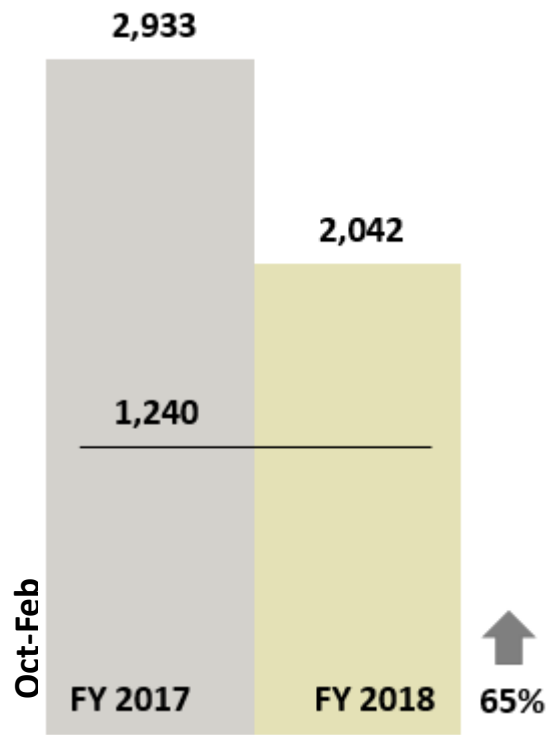


# Number of Articles



Meltwater

Content Drivers:  
 Mardi Gras  
 NASA+Stennis - Space Travel  
 Headliner Entertainment  
 Affordability



\*October increase due to Hurricane Nate Coverage

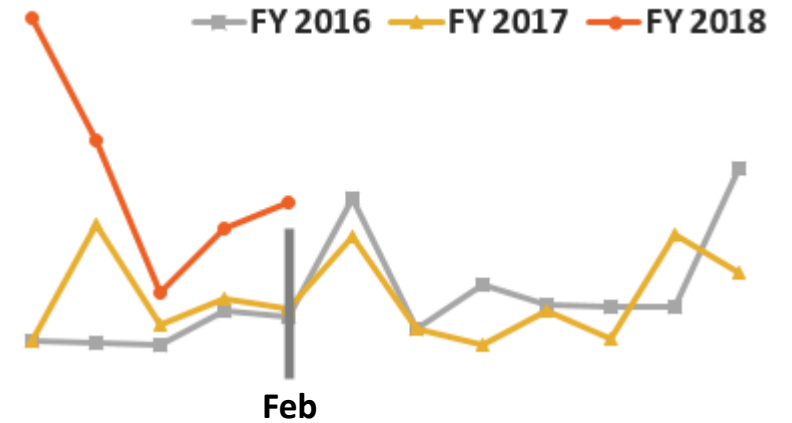
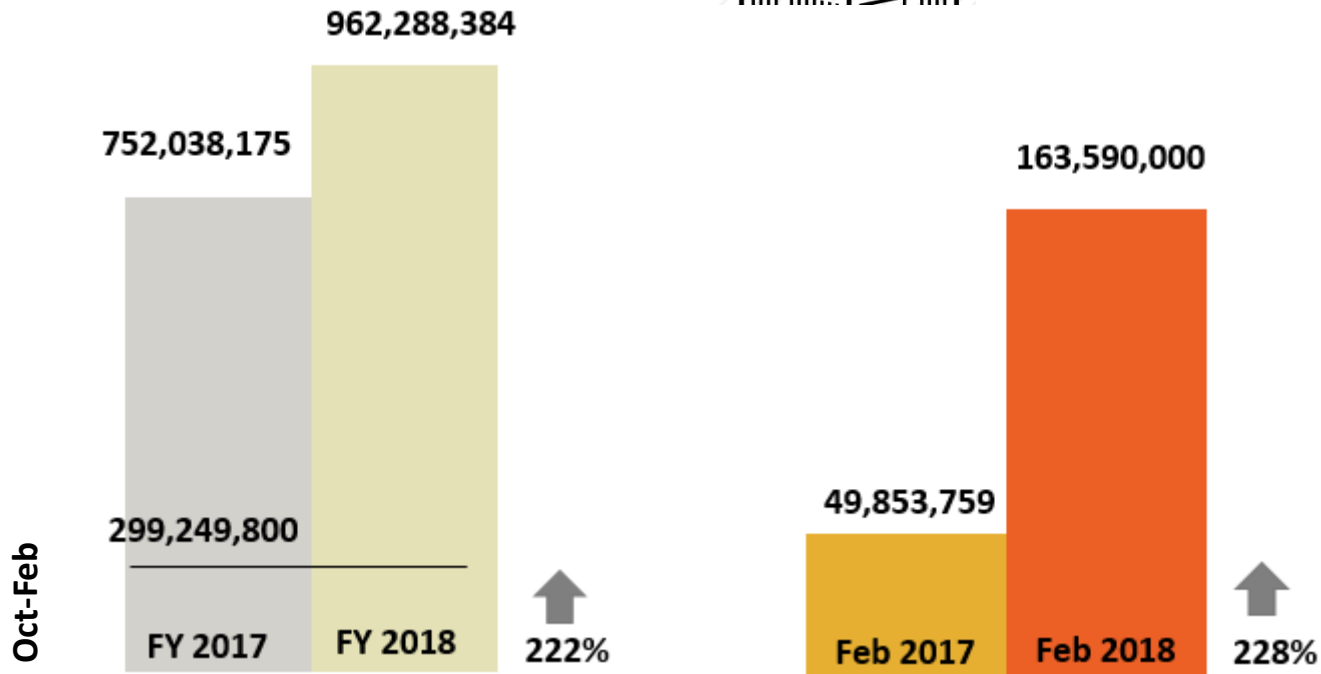
# Impressions



Meltwater

Major Outlet Drivers:

- USA Today
- Time Magazine
- People.com
- Rolling Stone
- The Washington Times Magazine
- Food & Wine



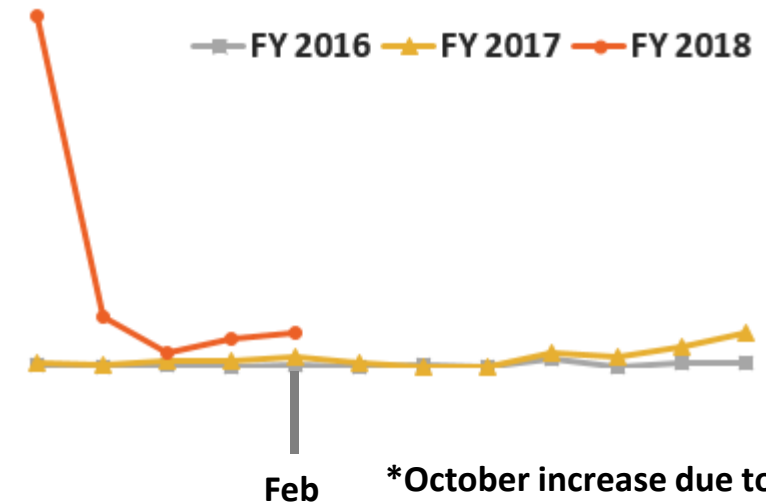
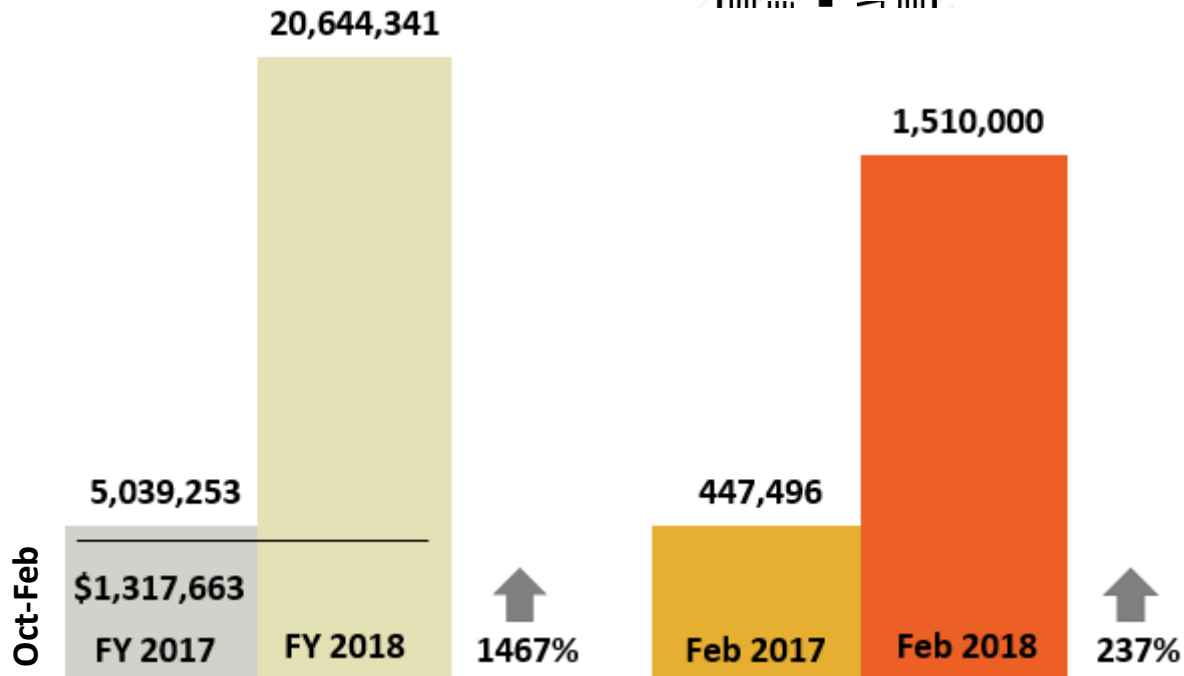
\*October increase due to Hurricane Nate Coverage

# Media Value



Meltwater

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 media 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



# AD

## The 6 Most Beautiful New Hotels in the Southern U.S.

From an Art Deco dazzler in Nashville to a beach-chic boutique on the Mississippi Gulf Coast

TEXT BY ANNE RODERIQUE-JONES · Posted February 21, 2018

### The Roost, Ocean Springs, MS



Located in the artsy Mississippi Gulf Coast town of Ocean Springs, this six-room property is the very definition of a boutique hotel. The town is anchored by the Walter Anderson Museum of Art and Shearwater Pottery, so it's fitting that the Roost would pay homage to the artist with a namesake guest room. The Shearwater Suite, with a master bedroom and full kitchen, is awash in creamy beach-chic decor and opulent furnishings that make you feel as if you're weekendng at a wealthy but completely unpretentious friend's summer home. There's a loftlike common outdoor space equipped with oversize chairs, communal tables, and stunning chandeliers—ideal for sipping wine and doing what Southerners do best: making new friends. [roostoceansprings.com](http://roostoceansprings.com)



## 25 Most Romantic Cities in America for 2018

OpenTable is pleased to announce the 25 Most Romantic Cities in America for 2018. Whether you're looking for love or seeking to reignite a spark between you and your favorite dining date, you're invited to make a reservation for romance at a restaurant in one of these cities.



Biloxi, MS

[DISCOVER AND BOOK](#)



Birmingham, AL

[DISCOVER AND BOOK](#)



Virginia Beach

[DISCOVER AND BOOK](#)



### 25 Most Romantic Cities in America for 2018

1. [Biloxi, Mississippi](#)

2. [Birmingham, Alabama](#)

3. [Virginia Beach, Virginia](#)

4. [Oklahoma City, Oklahoma](#)

5. [Tulsa, Oklahoma](#)



# MEDIA COVERAGE

# FOOD & WINE

## A Beer Aged on King Cakes Is Here in Time for Mardi Gras



Gulfport's Chandeluer Island Brewing Co. used a large king cake for each keg of beer.

Mardi Gras might be New Orleans' time to shine, but not that far up the coast in Gulfport, Mississippi, a local brewery and bakery have teamed up to create their own liquid Fat Tuesday celebration: a king cake beer.

# Parade

## Coollest Mardi Gras Celebrations Around the U.S.

The famous New Orleans Mardi Gras is coming up, but did you know Mississippi and New Mexico have great festivals too? Cities across the country want in on the fun and have organized their own colorful celebrations. No matter the size or location, every event has a few things in common: jovial "Krewes" that put on parades, great music and people who want to party! Here are Mardi Gras gatherings you can attend outside of the main event in Louisiana.



Gulf Coast Carnival Association Mardi Gras Parade | Feb. 13

Claim your spot and yell out, "Throw me something, mister!" to scoop up beads, stuffed animals, Moon Pies and other goodies at this parade in Biloxi, Mississippi. Since 1908, the [Gulf Coast Carnival Association](http://www.gulfcoast.org) has been leading parades on the Mississippi Gulf Coast, and now there are more than 20 parades every year plus multiple masquerade balls. Visit [www.gulfcoast.org](http://www.gulfcoast.org) to see all of this year's events in Biloxi.

# MEDIA COVERAGE

## 10 Warm, Cheap, Amazing Places for Retirees to Visit Right Now

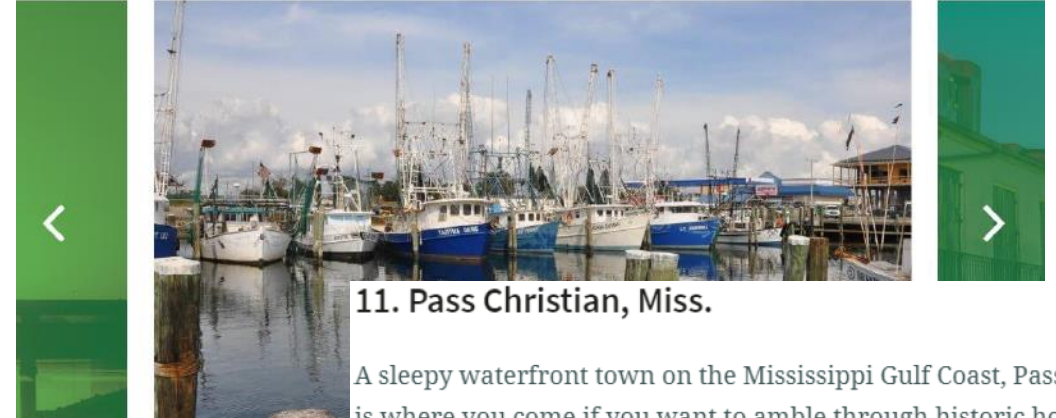
### Biloxi, Mississippi



This Gulf town was rebuilt after suffering serious damage in Hurricane Katrina. Its many casinos offer 24/7 excitement, but skip their buffets in favor of the scrumptious Cajun cuisine offered at restaurants around the city. You can get seafood any way you like it—raw, fried, or slathered with barbeque sauce. Or charter a boat and hook your own dinner. For local culture, visit the Frank Gehry-designed Ohr-O’Keefe Museum of Art, dedicated to Mississippi master potter George Ohr. General admission is \$10 and tickets for seniors 60 and over cost \$8. The city is also home to Beauvoir, the 52-acre estate of Jefferson Davis, president of the Confederate States during the Civil War. General admission is \$12.50 and tickets for seniors 65-plus are \$10. After sightseeing, relax on Biloxi’s low-key, white sand beaches, whose waves stay gentle due to barrier islands off the coast.

## 11 Top Cities to Own a Vacation Home

Pay off the cost fast in these Southern and Midwest cities.



### 11. Pass Christian, Miss.

A sleepy waterfront town on the Mississippi Gulf Coast, Pass Christian is where you come if you want to amble through historic homes and antique stores. The area attracts a number of visitors looking for a slower pace of life, and it’s the kind of city where porch sitting is a well-accepted hobby.

Homes cost \$153,100 on average, and they can be paid off in about 10 years and eight months by earning a monthly rental income of \$1,192.

## MEDIA COVERAGE

# Great American restaurants where presidents have dined

**The scene:** President's Day weekend has us thinking about where presidents like to eat. While President Donald Trump has been known to eat KFC and McDonald's, Great American Bites has visited many notable establishments patronized by past presidents — all the way back to George Washington. These spots can be found in politically historic destinations such as Philadelphia and Washington, D.C., and less obvious spots such as Boulder, Colo., and Biloxi, Miss. These are the great American restaurants where presidents have dined.

**Mary Mahoney's Old French House in Biloxi, Miss:** One of my all-time favorite Great American Bites venues, Mary Mahoney's has been a family-owned Biloxi, Miss., landmark for half a century. It occupies the oldest home in Biloxi, built in 1737, yet sits within easy reach of the many large casino resorts that form the city's tourist center. It is a classic New Orleans restaurant that happens to not be in New Orleans, but is cut from the same elegant cloth as Commanders Palace, Galatoire's or Arnaud's. The restaurant was hit hard by Hurricane Katrina, and today the wall outside is marked to indicate the astonishing height to which the water rose, 15 feet, filling the first floor. But Mary Mahoney's was painstakingly repaired and has not lost a step.

## ITINERARY PLANNER MISSISSIPPI BILOXI



Whether groups want to relax at the beach, play a few rounds of golf, enjoy an array of outdoor activities, eat fresh Gulf seafood or explore world-class casinos, the Mississippi Gulf Coast's 62 miles of scenic shoreline has what they're looking for.

"The central city of Biloxi is the perfect year-round destination for all types of groups, due to its temperate climate and endless list of attractions and activities available," said Kristen Parker, leisure group sales manager at Visit Mississippi Gulf Coast. "There is always something new to see, do and experience down here."

Visit Mississippi Gulf Coast shared the following stops for groups to experience all of what Biloxi has to offer.

**Visit Mississippi Gulf Coast**  
228-896-6699  
gulfcoast.org



**SEE**  
Explore the world of George E. Ohr, the "Mad Potter of Biloxi," and other fascinating artists at the **Ohr-O'Keefe Museum of Art**, which is also a must-visit for lovers of architecture, history and maritime landscapes. Get hands-on with an on-site pottery class and create a Biloxi-made keepsake to take home.

**Ohr-O'Keefe Museum of Art**  
228-374-5547  
georgeohr.org



**DO**  
Discover the region's seafood industry and heritage aboard the **Biloxi Shrimping Trip**. This 70-minute living marine adventure cruise offers an insight into the world of Mississippi coastal sea life, and will teach groups everything they've wanted to know about catching, cooking and eating this Southern delicacy — and they even can book a shrimp boil for lunch afterward.

**Biloxi Shrimping Trip**  
228-392-8645  
biloxishrimpingtrip.com



**SIP**  
Sample some bubbly, handcrafted local brews at **Biloxi Brewing Company's** Coastal Life Taproom. Take a guided tour of the downtown brewery, then relax and unwind with a refreshing selection of fine beers to sip on. Make sure groups pick up a six-pack or two to take back home on the motorcoach.

**Biloxi Brewing Company**  
228-273-1636  
biloxibrewing.com



**ENJOY**  
Experience the buzzing atmosphere downtown by catching a **Biloxi Shuckers** baseball game at MGM Park. Load up on refreshments, sip on a craft beer, munch on some burgers and spend an evening cheering with the locals of Biloxi. Groups up to 500 guests can book a customized night at a game. Who knows, some groups might even catch a foul ball.

**Biloxi Shuckers**  
228-233-3465  
milb.com

# MEDIA COVERAGE

# Social Media Metrics



Posts that garnered the most engagement on Facebook featured photos of waterways and beaches.


Running video ads through Google / YouTube

Monthly Increase



**Visit Mississippi Gulf Coast**  
Published by Wiley Anderson [?] · February 27 at 7:27pm · 🌐

Everyone down here knows Hucks Cove Grill on the Bayou is the place to be, so be sure to check it out next time you're visiting! #MSCoastLife



**This Secluded Waterfront Restaurant In Mississippi Is One Of The Most Magical Places You'll Ever Eat**  
This is one hidden gem you don't want to pass up!  
ONLYINYOURSTATE.COM

**Get More Likes, Comments and Shares**  
When you boost this post, you'll show it to more people.

👤 170,485 people reached 📈 **Boost Post**

👍❤️😂 Jerry Gray, Richard Chase and 4.8K others · 204 Comments · 1.5K Shares

👍 Like    💬 Comment    ➦ Share    🗄️

**Performance for Your Post**

**170,485** People Reached

**9,608** Reactions, Comments & Shares 🗨️

<b>6,525</b> Like	<b>4,636</b> On Post	<b>1,889</b> On Shares
<b>284</b> Love	<b>174</b> On Post	<b>110</b> On Shares
<b>9</b> Haha	<b>4</b> On Post	<b>5</b> On Shares
<b>113</b> Wow	<b>69</b> On Post	<b>44</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>1,127</b> Comments	<b>264</b> On Post	<b>863</b> On Shares
<b>1,548</b> Shares	<b>1,545</b> On Post	<b>3</b> On Shares

**17,332** Post Clicks

<b>9</b> Photo Views	<b>11,300</b> Link Clicks	<b>6,023</b> Other Clicks 🗨️
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**NEGATIVE FEEDBACK**

<b>37</b> Hide Post	<b>5</b> Hide All Posts
<b>0</b> Report as Spam	<b>0</b> Unlike Page



**Visit MS Gulf Coast @VisitMSCoast**  
Lunch time! Can't decide where to go? How about this amazing seafood shack on the Mississippi Gulf Coast? <http://bit.ly/2sG1Spe> #MSCoastLife @onlyinyourstate pic.twitter.com/MrDF53CQeE

**Reach a bigger audience**  
Get more engagements by promoting this Tweet!

**Get started**

visitmscoast  
Mississippi Gulf Coast

visitmscoast If you had a long week, just remember there's always a light at the end of the tunnel! #MSCoastLife 📸: @alexnorthphotographer

visitmscoast #visitMS #VisitMSCoast #scenicviews #picturesqueview #MSGulfCoast

harrahsgc Amazing photo! ✕

scubasteve\_cox @meganashleyw #photoshoot ✕

missbrot @emilyhmcFarland ✕

lars4us Gorgeous 😊 love! ✕

cindyandricky2011 Fantastic photo.... I sometimes use that expression but sometimes that light is a train. ☺ ✕

cbalfonsorealty Awesome shot!!! ✕

framesunlimitednlaurel Wow! ✕

📍🗨️🔖

**517 likes**

FEBRUARY 23

Add a comment... ...

<b>Impressions</b>	<b>1,873</b>
<b>Total engagements</b>	<b>170</b>
<b>Media engagements</b>	<b>72</b>
<b>Likes</b>	<b>41</b>
<b>Detail expands</b>	<b>33</b>
<b>Retweets</b>	<b>12</b>
<b>Link clicks</b>	<b>11</b>
<b>Profile clicks</b>	<b>1</b>

# SOCIAL MEDIA