

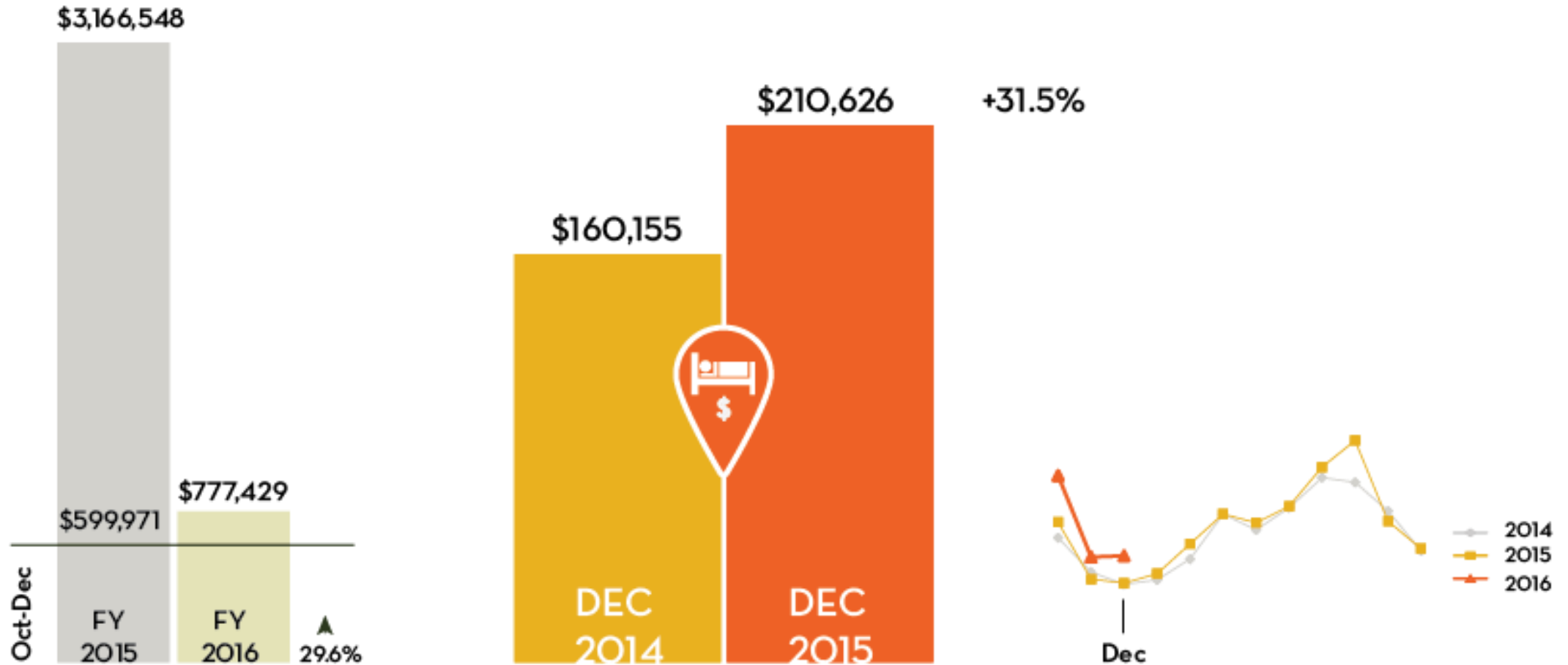


Visit Mississippi Gulf Coast

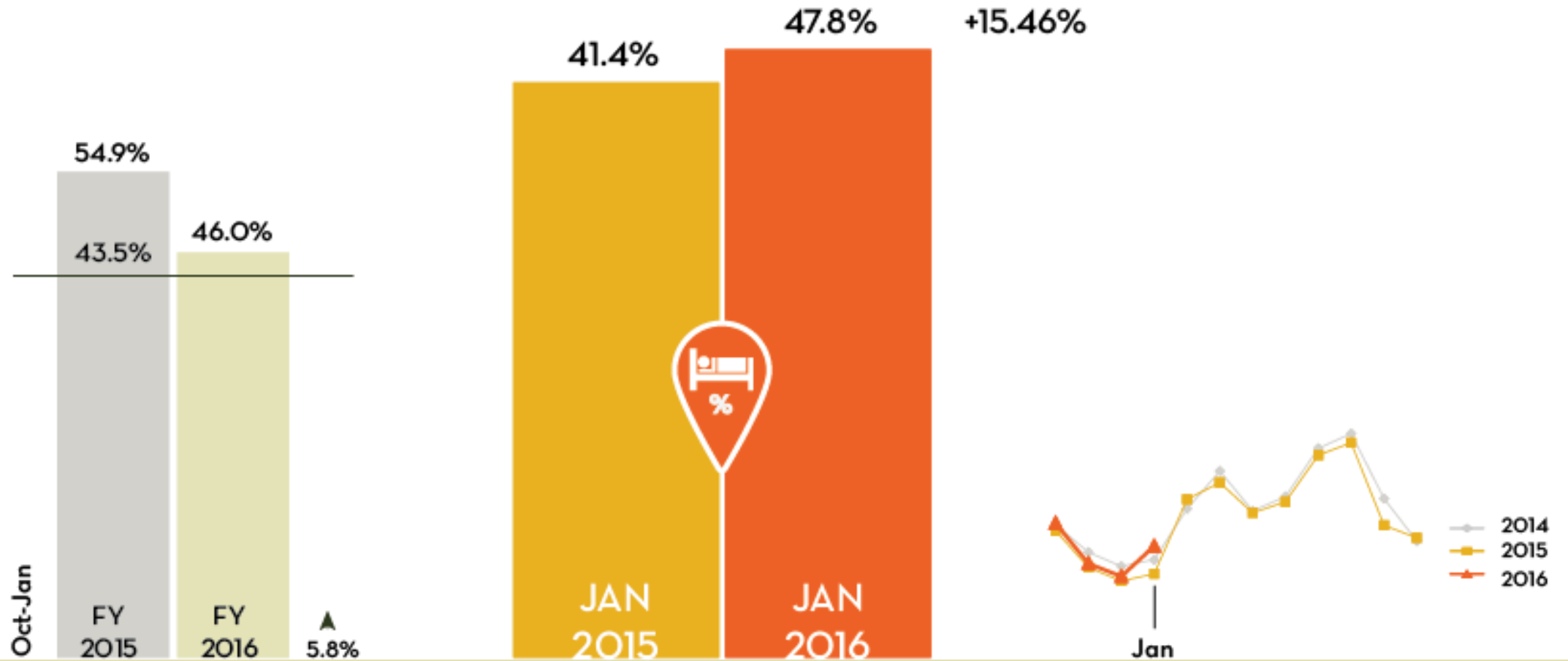
KEY PERFORMANCE INDICATORS

JANUARY 2016

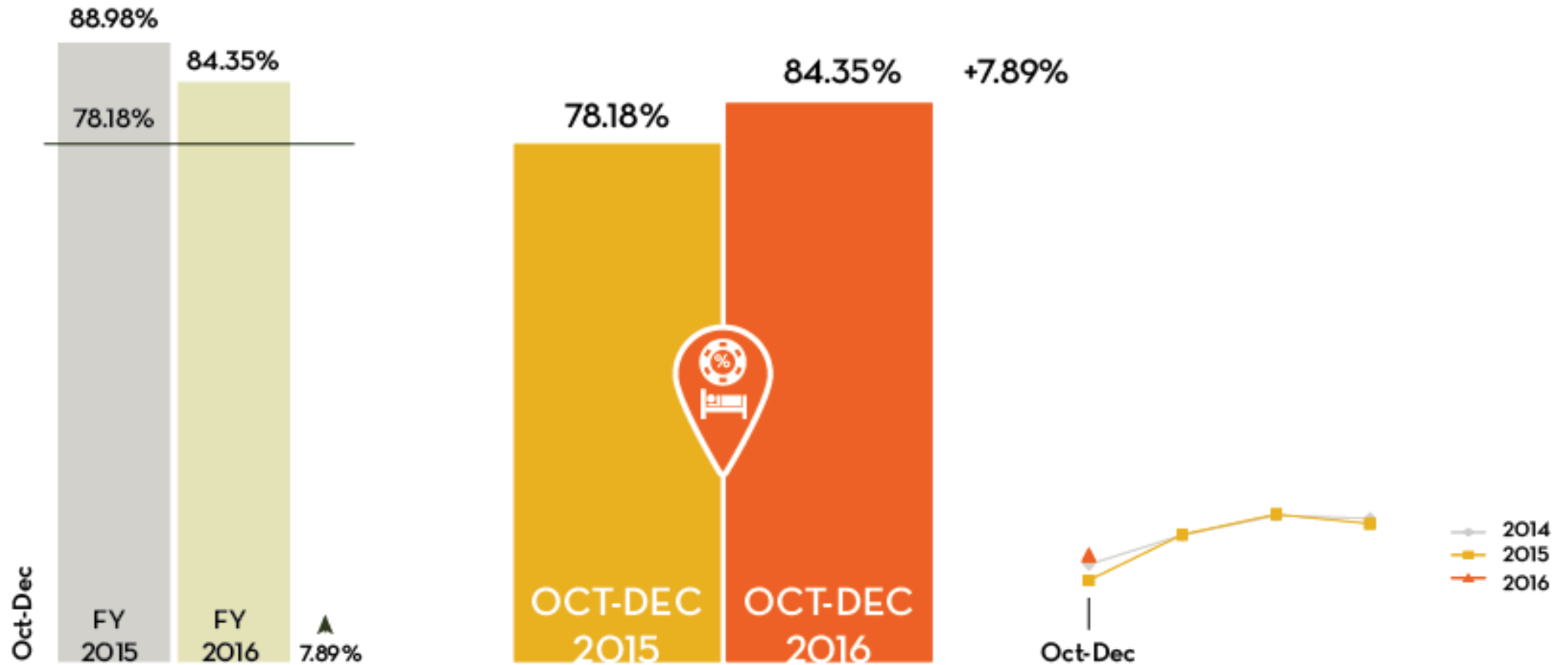
Occupancy Tax Receipts



Occupancy Rate Non-Casino

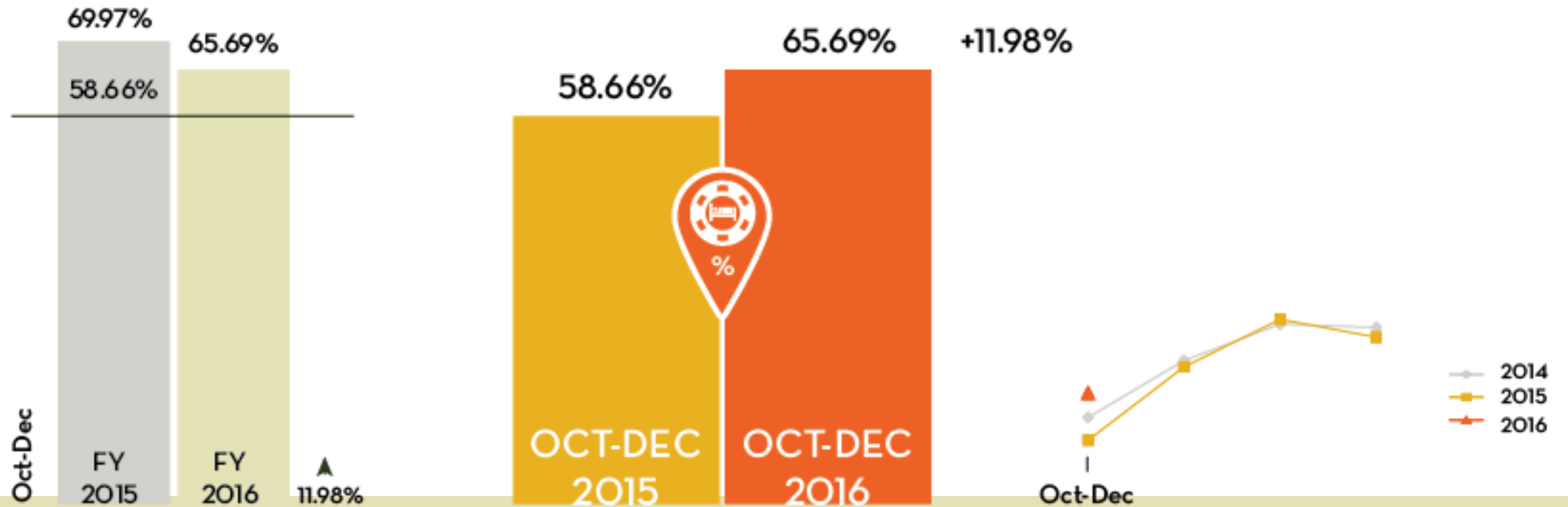


Occupancy Rate Casino

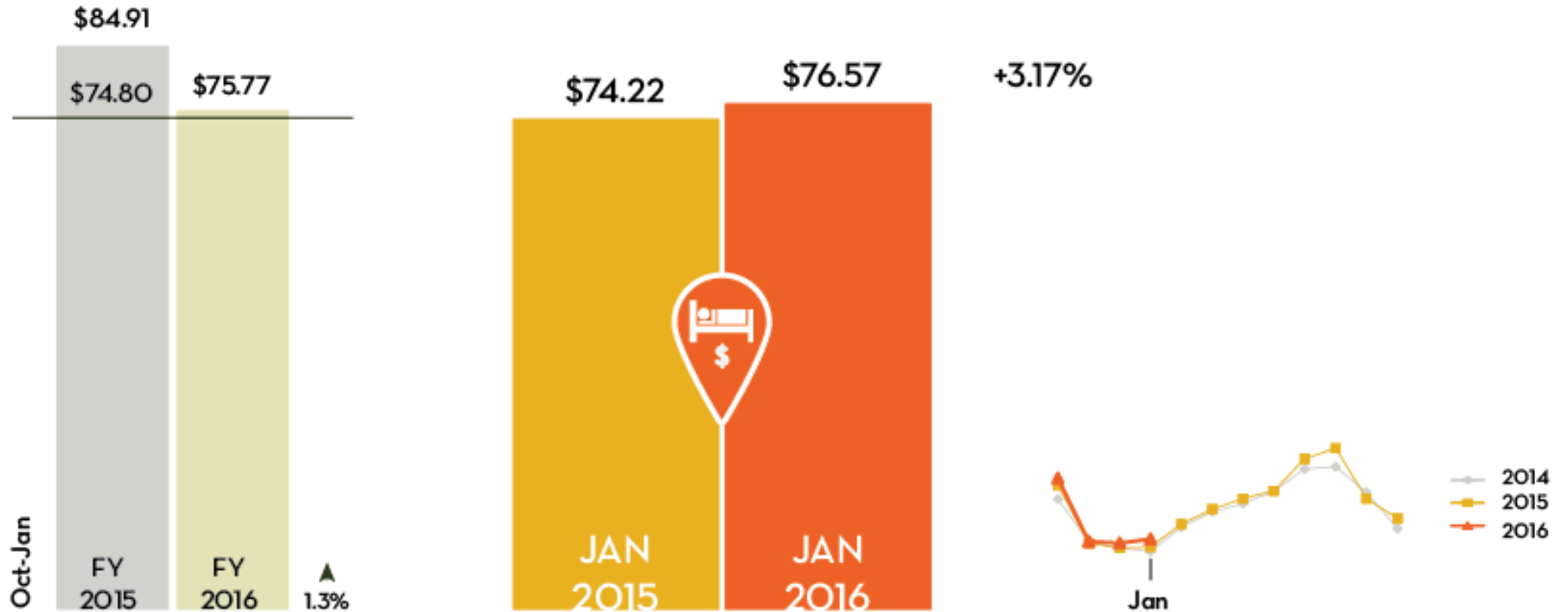


Occupancy Rate

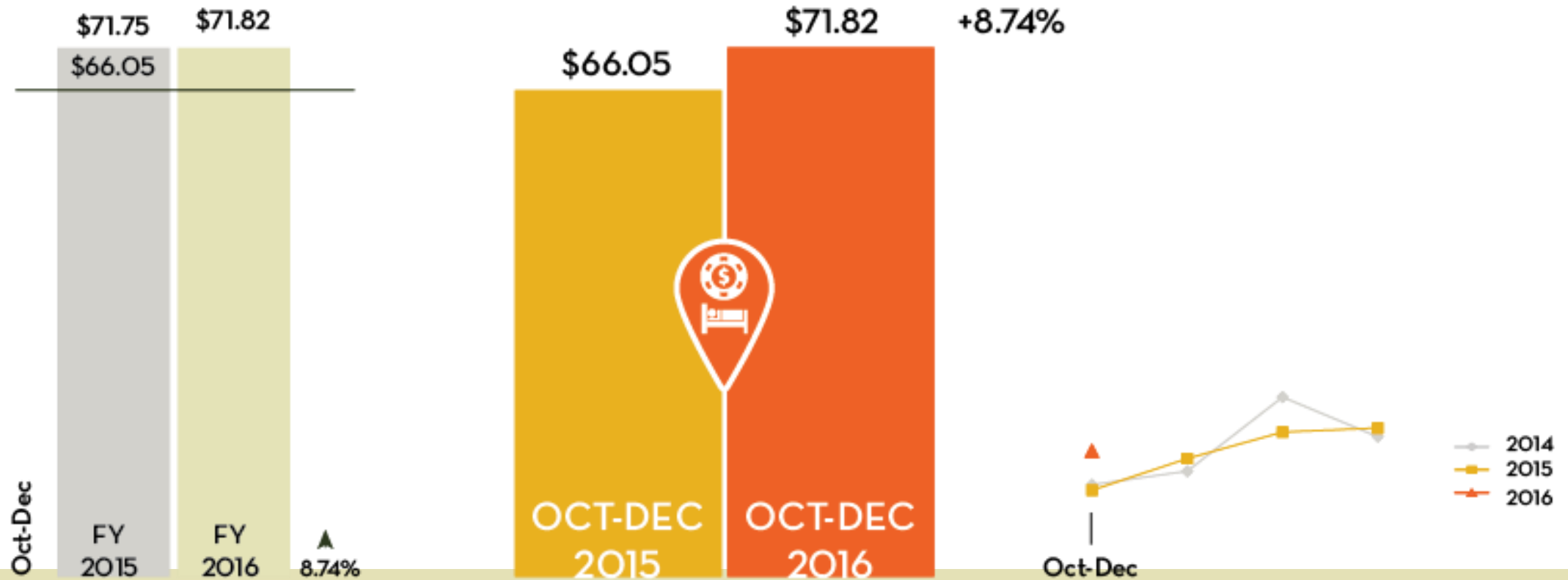
All



Average Daily Rate Non-Casino

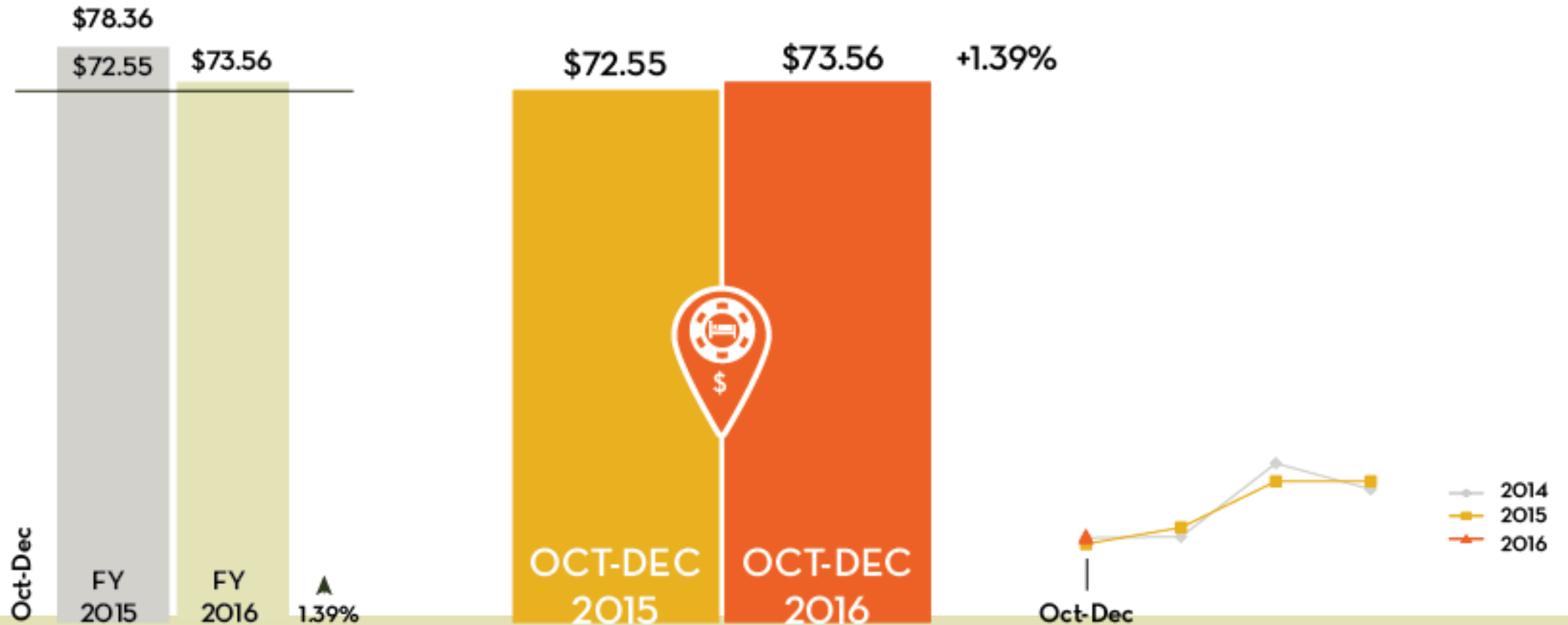


Average Daily Rate Casino



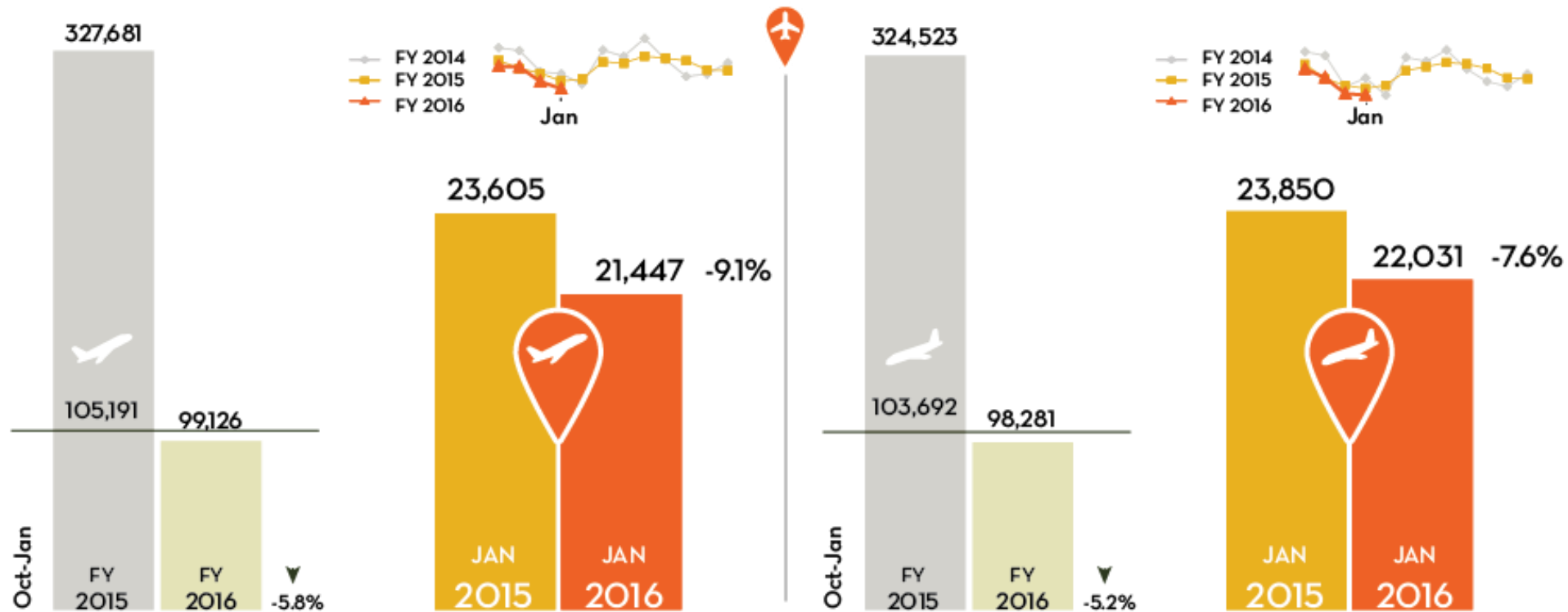
Average Daily Rate

All

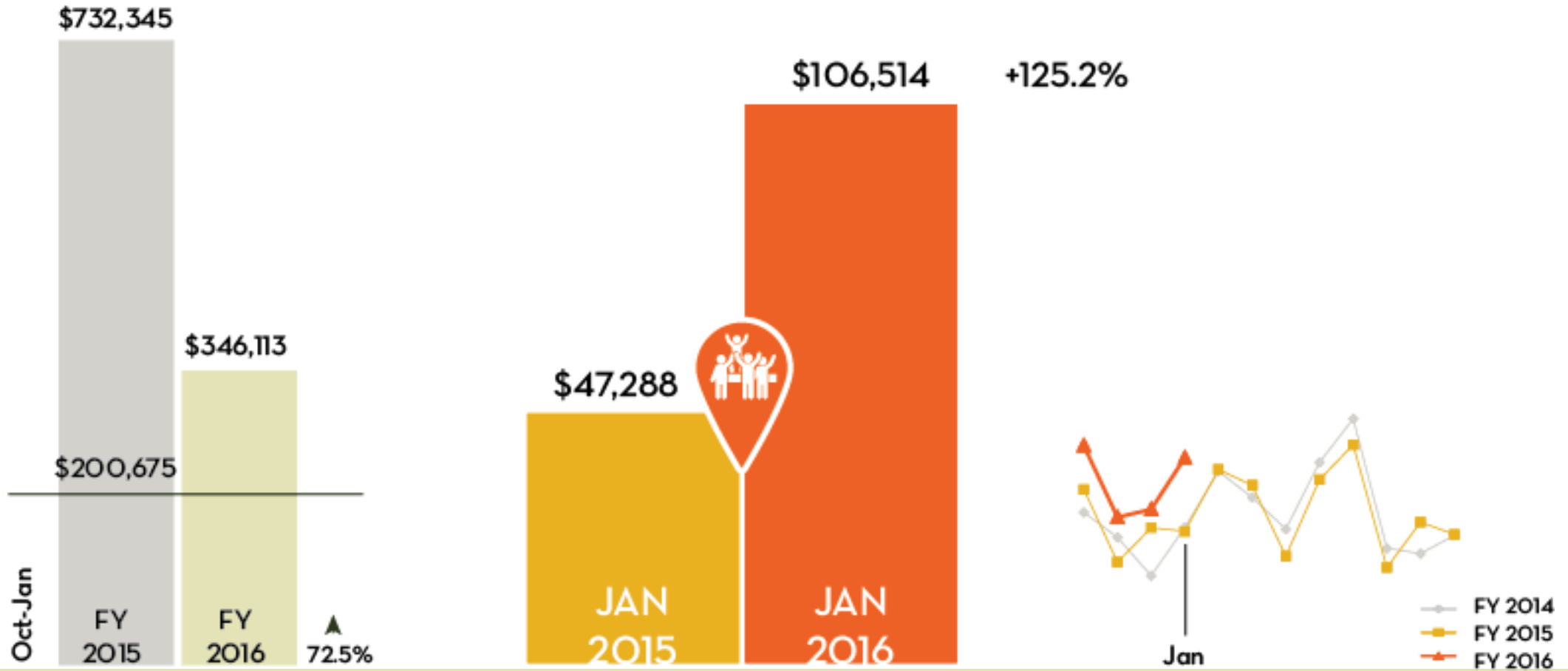


Gulfport-Biloxi International Airport

Enplanements — Deplanements



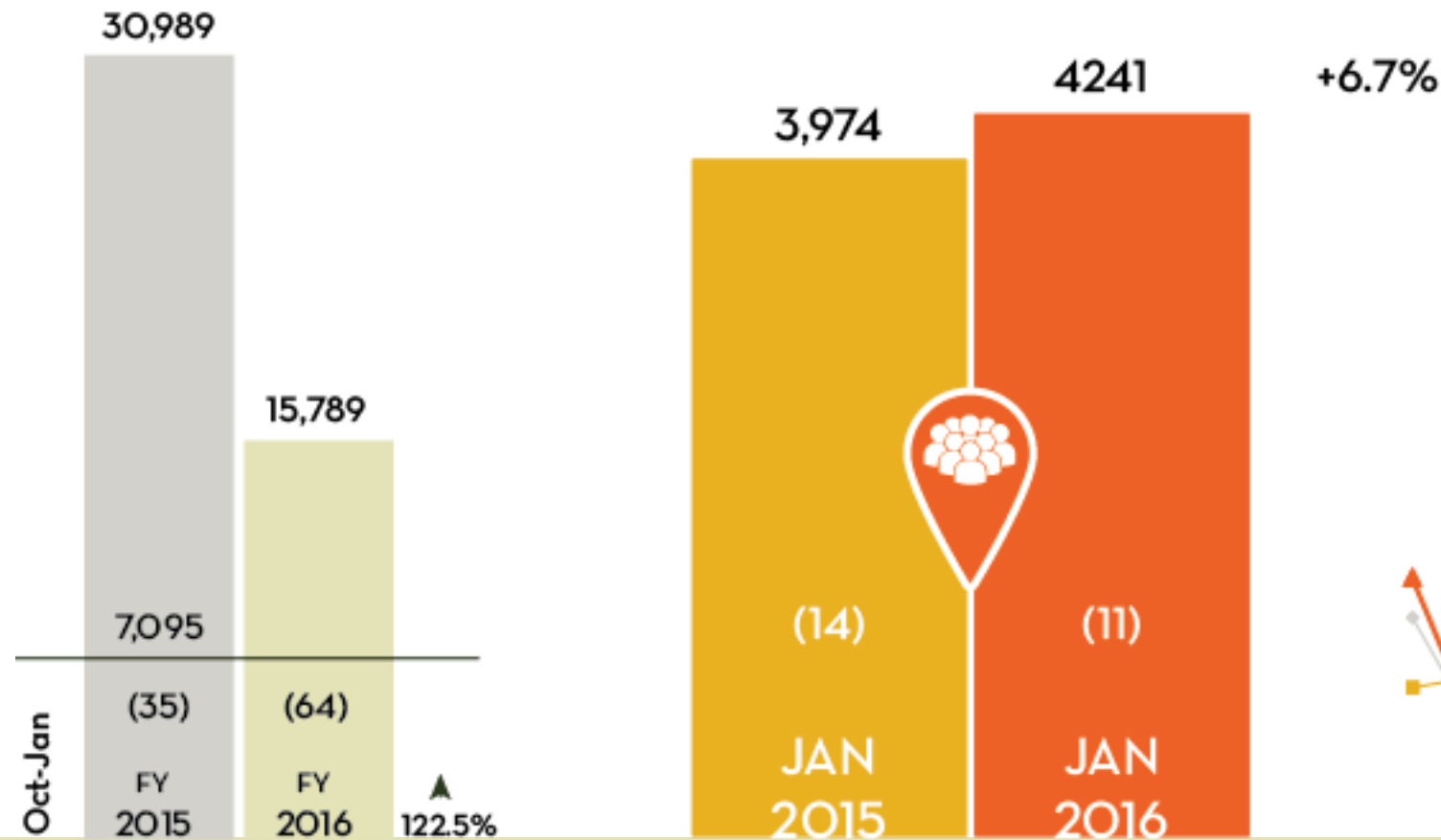
Convention Center Revenue



Definite Bookings

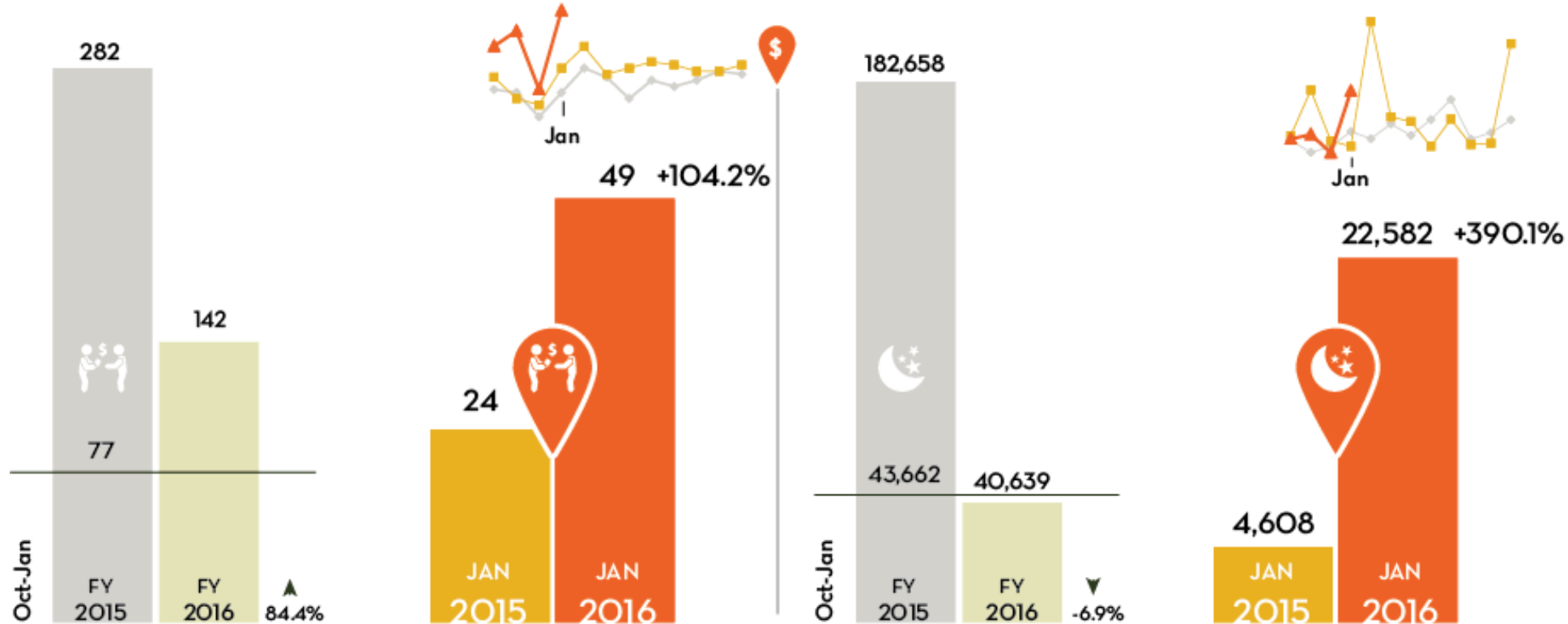


Room Nights/(Groups)

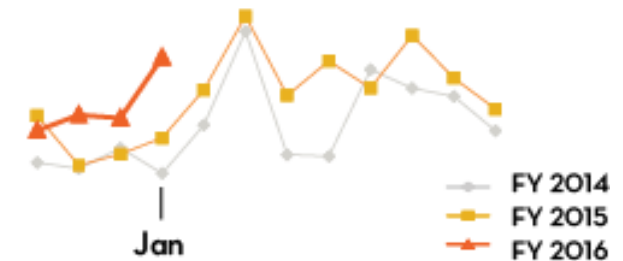
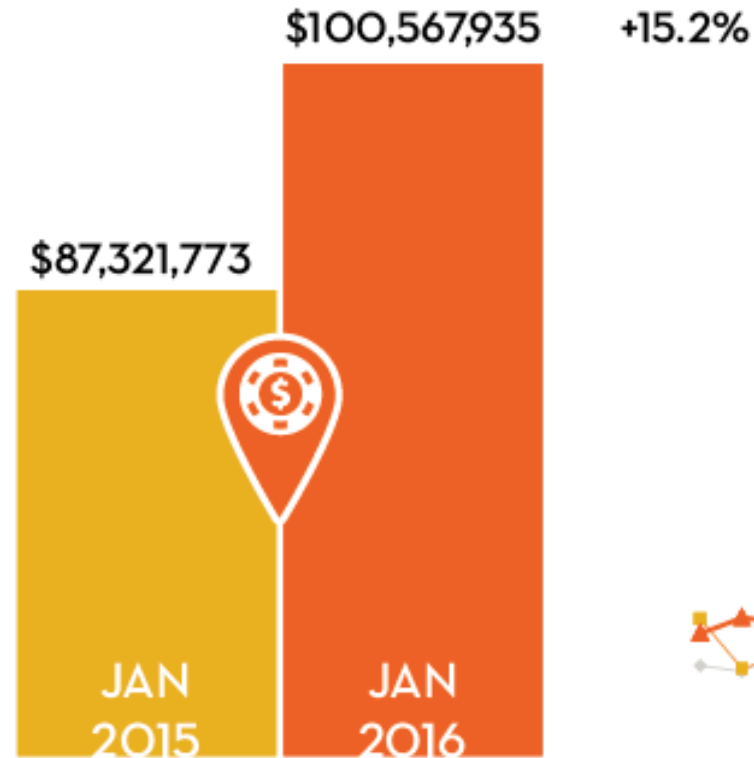
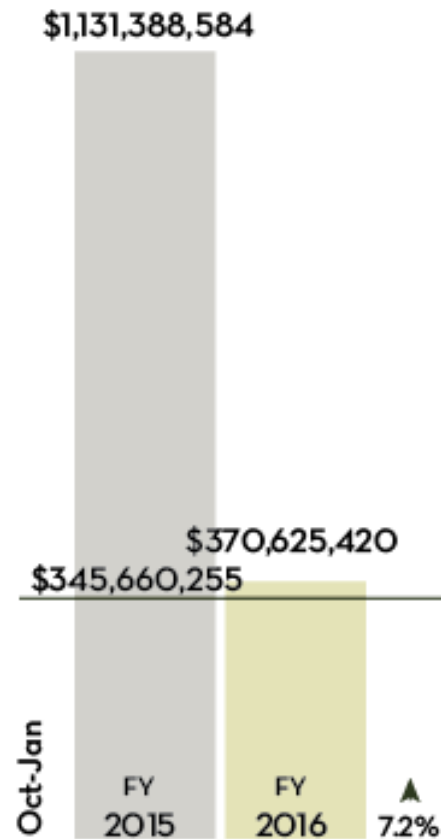




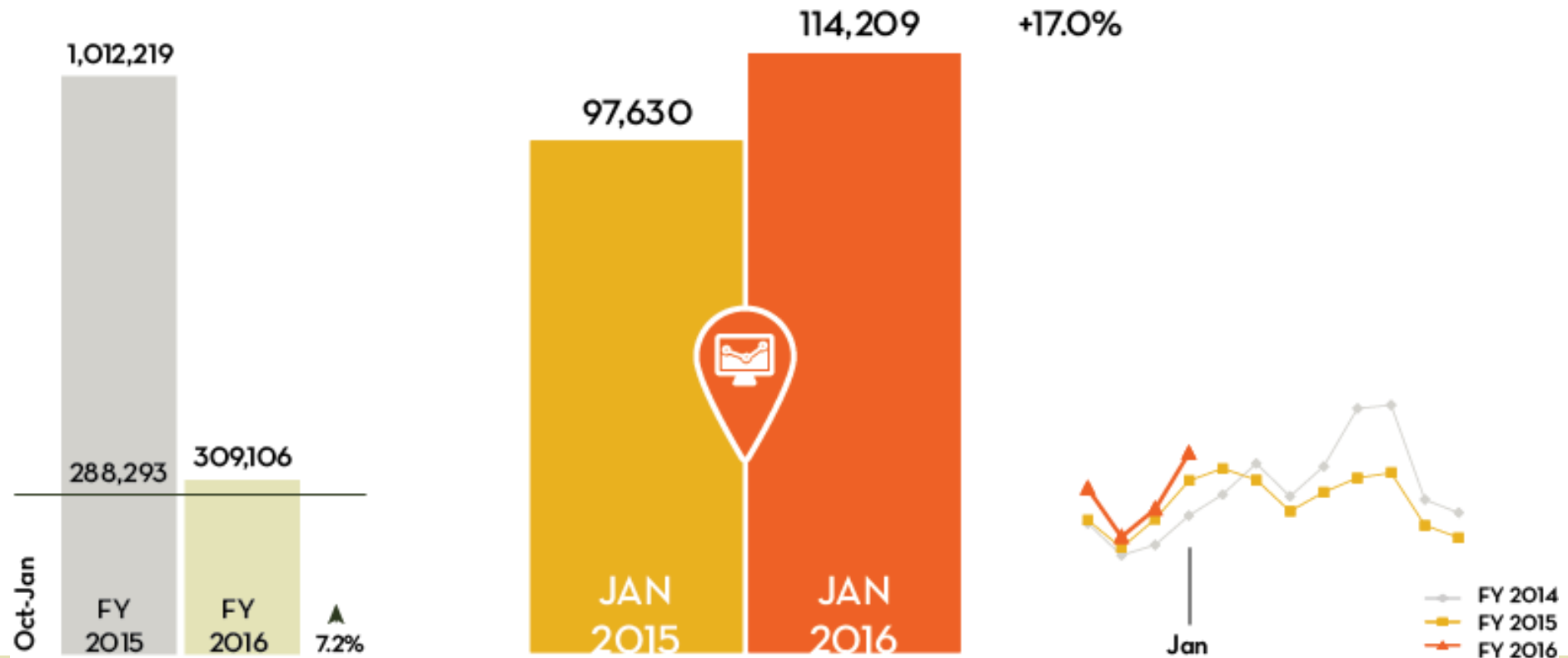
Leads Issued & Potential Room Nights



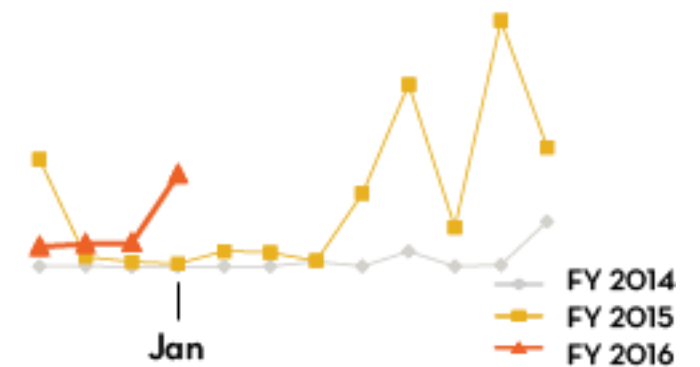
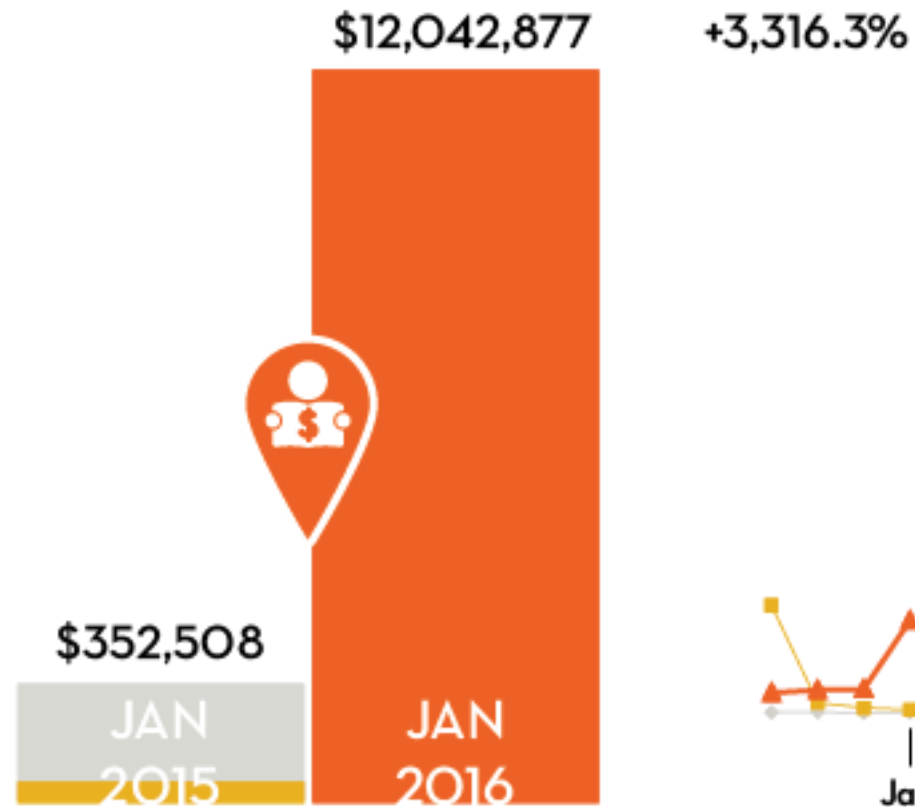
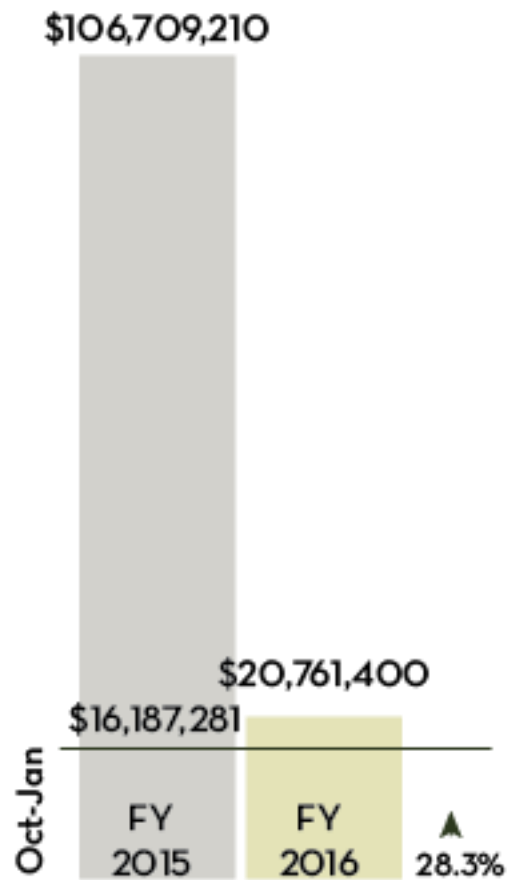
Gaming Revenue



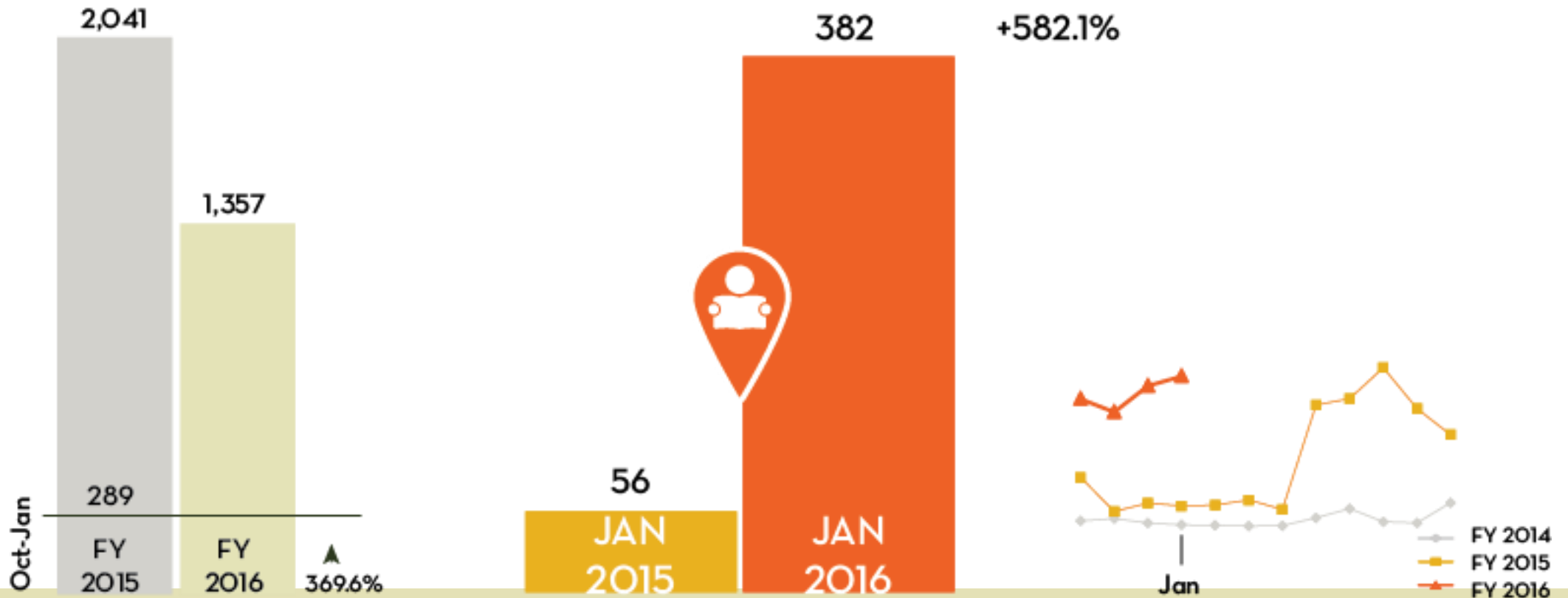
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