



Visit Mississippi Gulf Coast

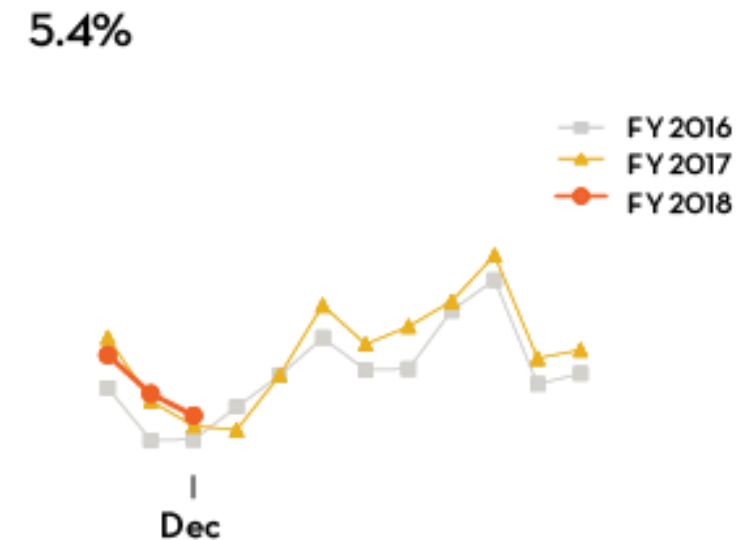
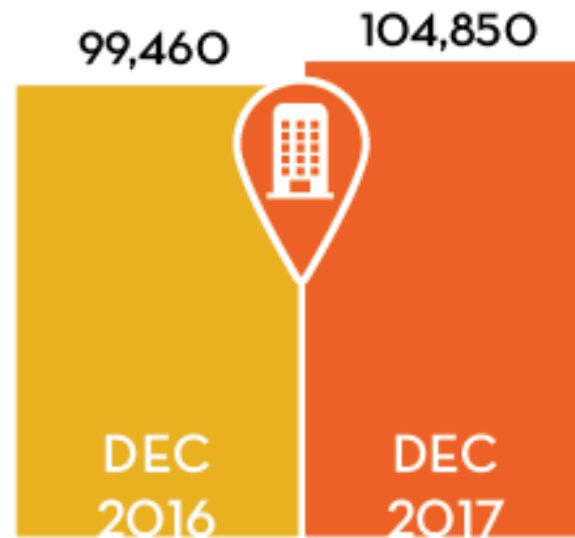
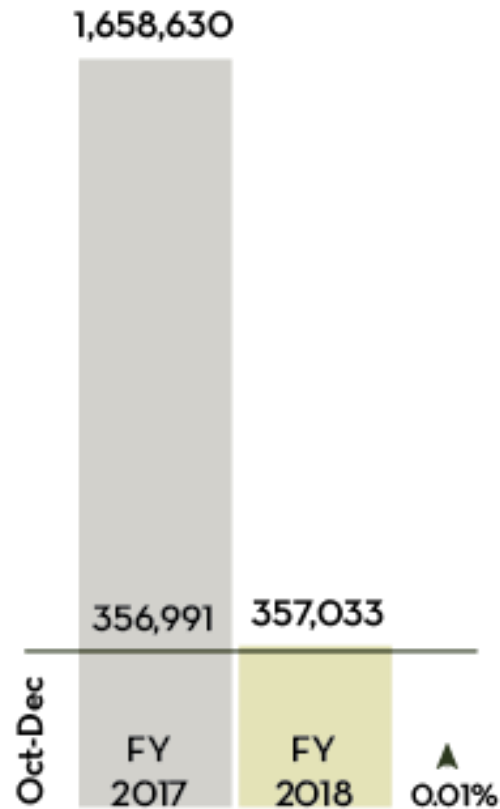
KEY PERFORMANCE INDICATORS

JANUARY 2018

Non-Casino Rooms Sold



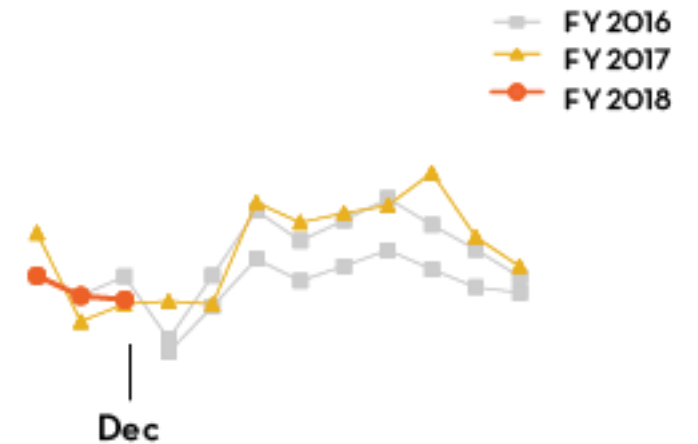
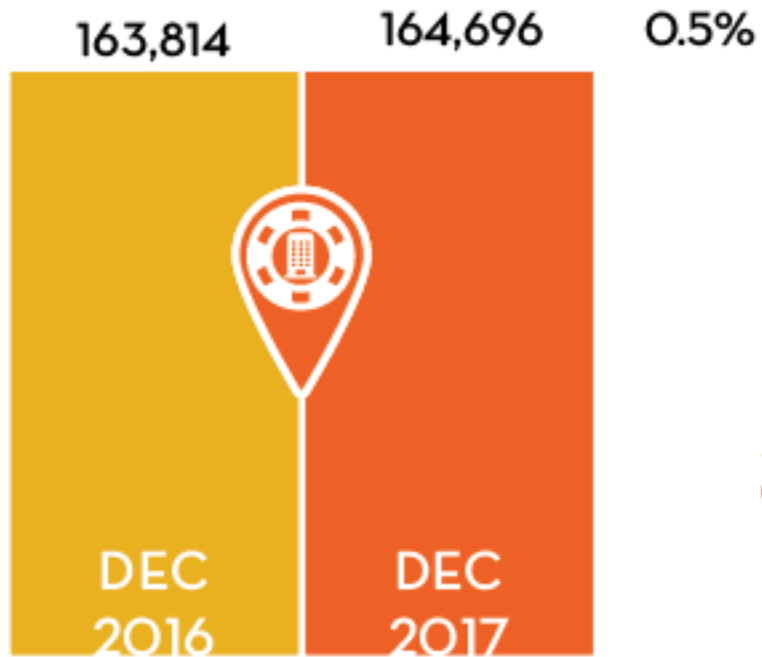
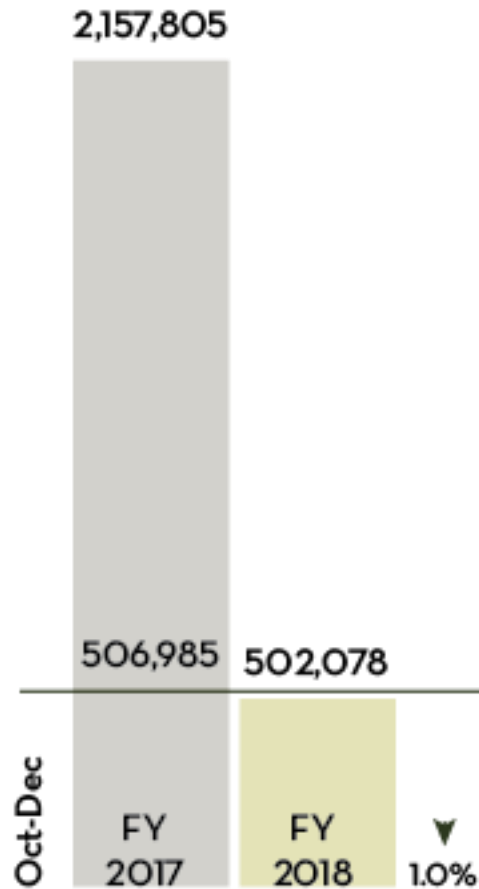
STR



Casino Rooms Sold



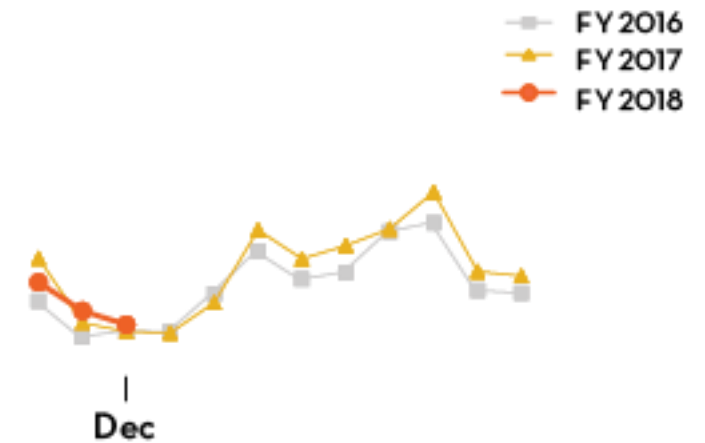
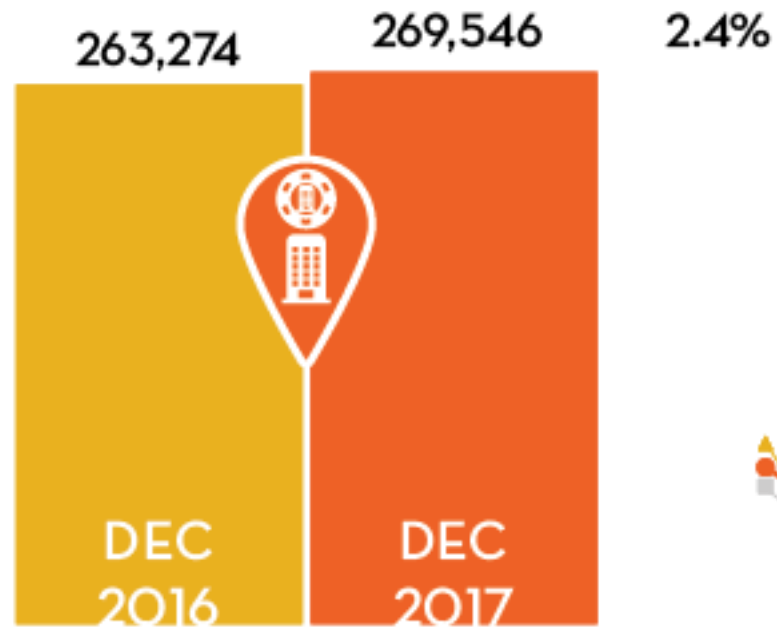
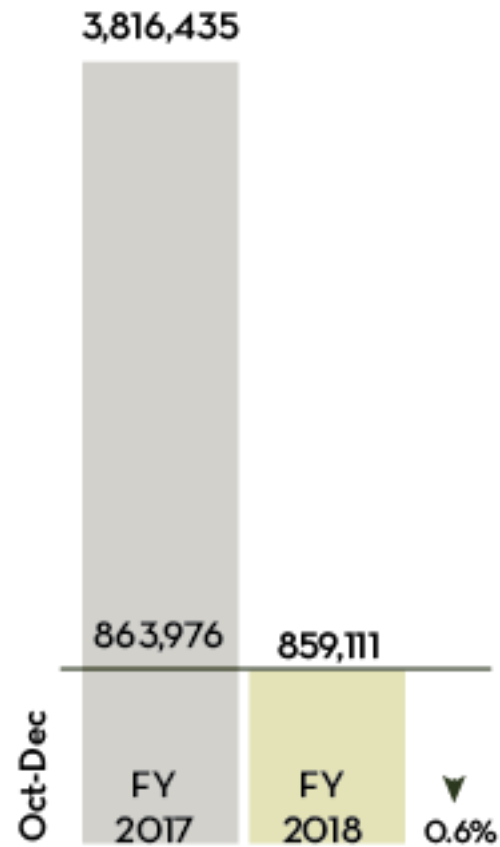
MS Gaming Commission



All Rooms Sold



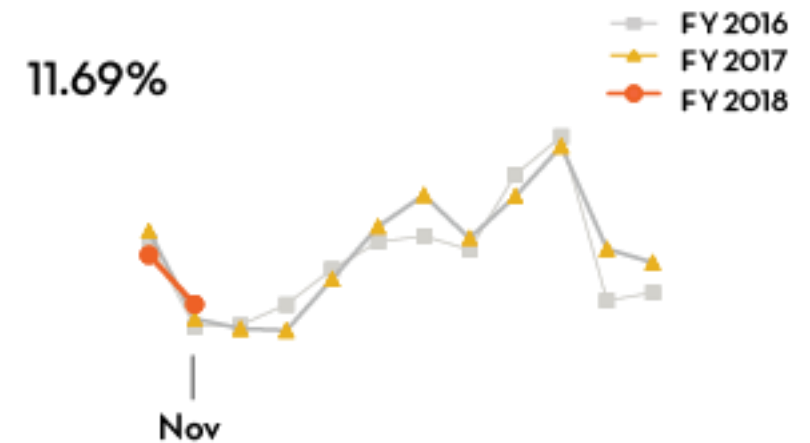
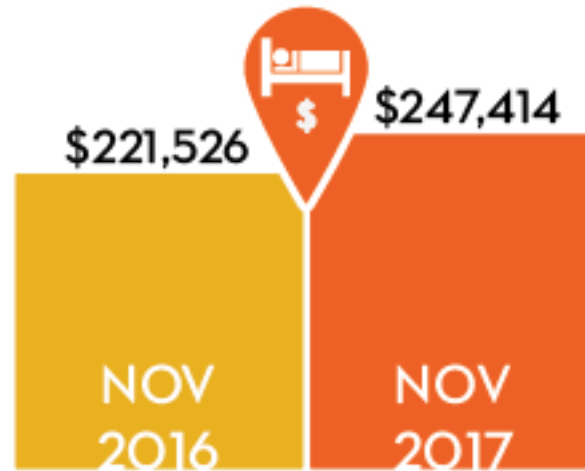
STR & MSGC



Occupancy Tax Receipts



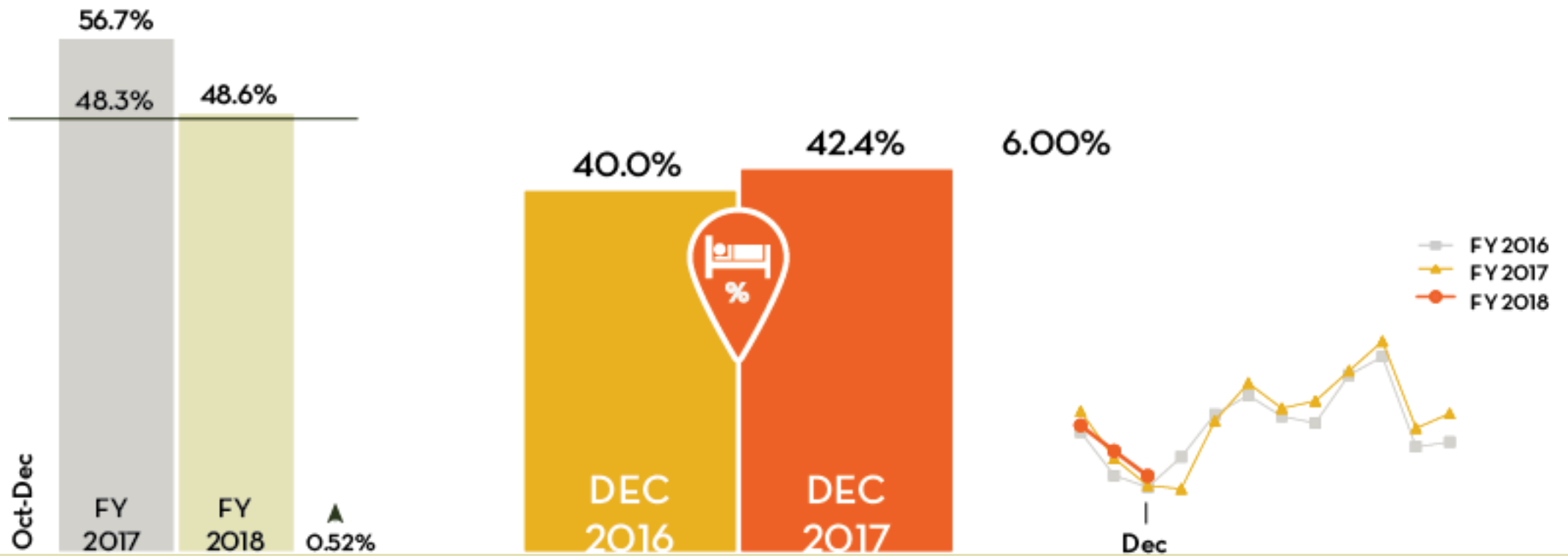
MS Department of Revenue



Non-Casino Occupancy



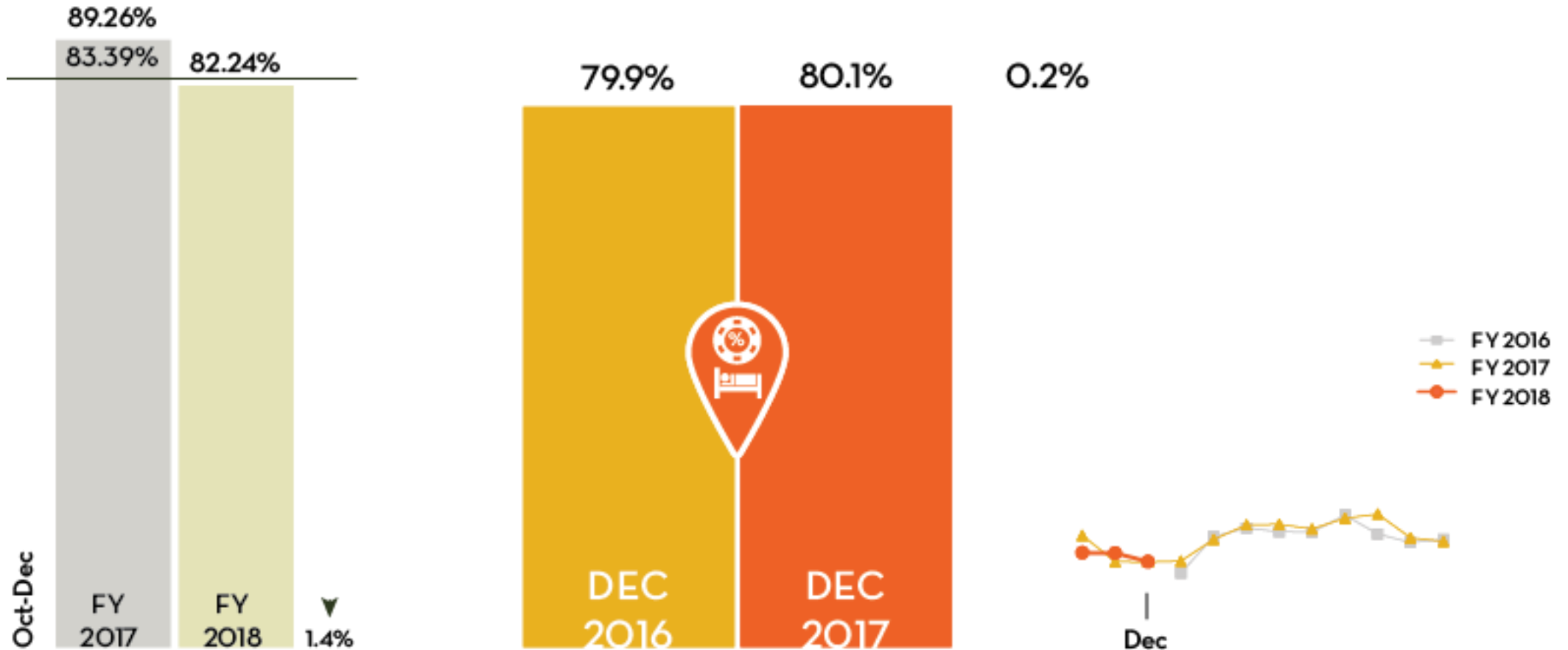
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Casino Occupancy



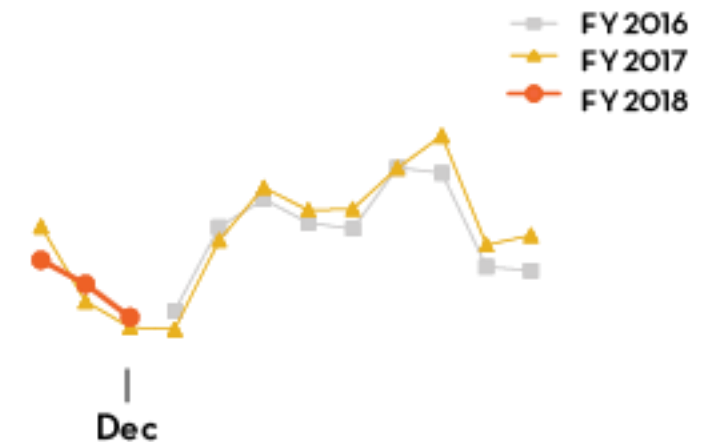
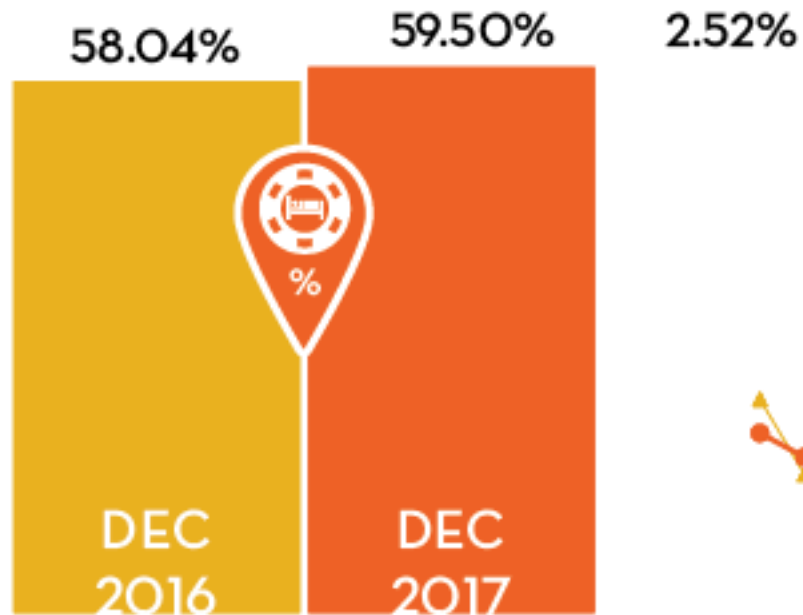
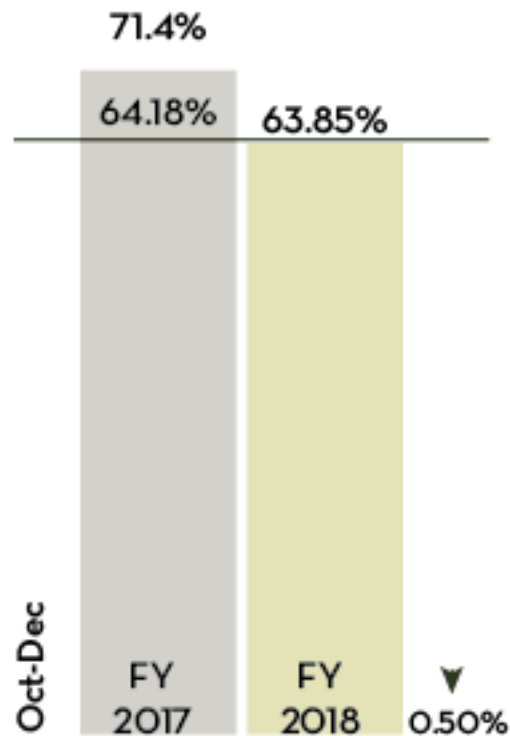
MS Gaming Commission



All Occupancy



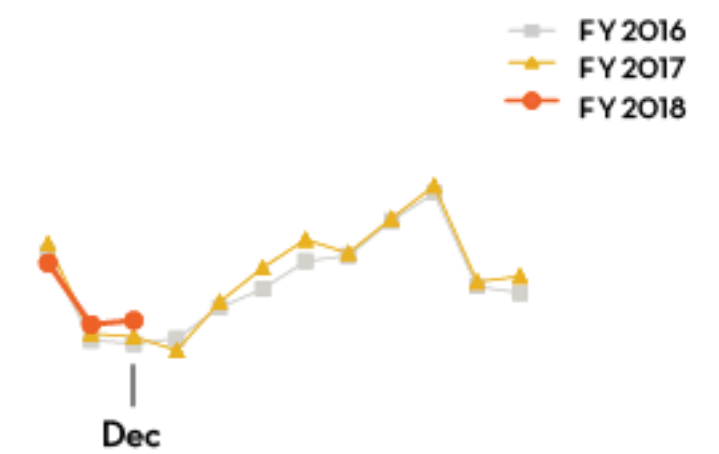
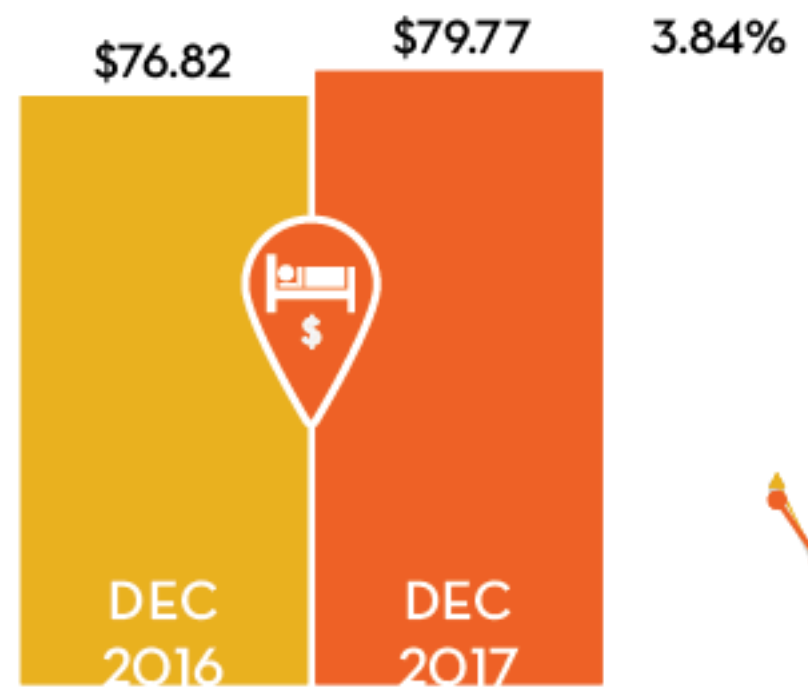
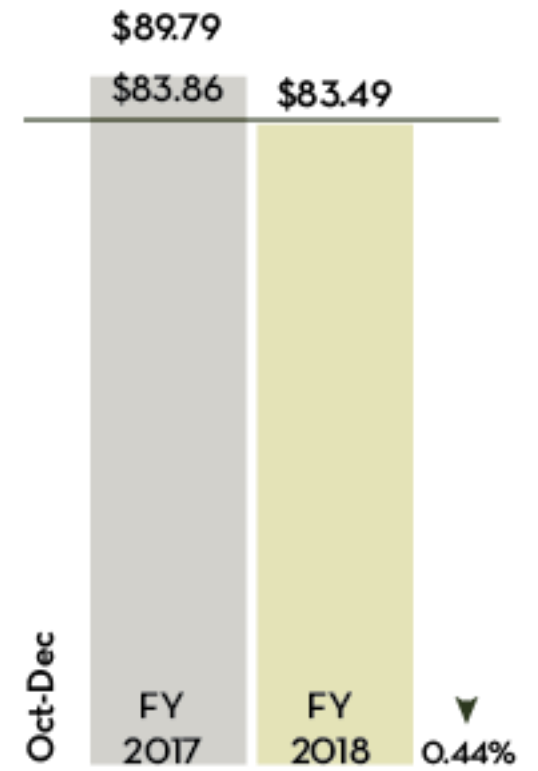
STR & MSGC



Non-Casino ADR



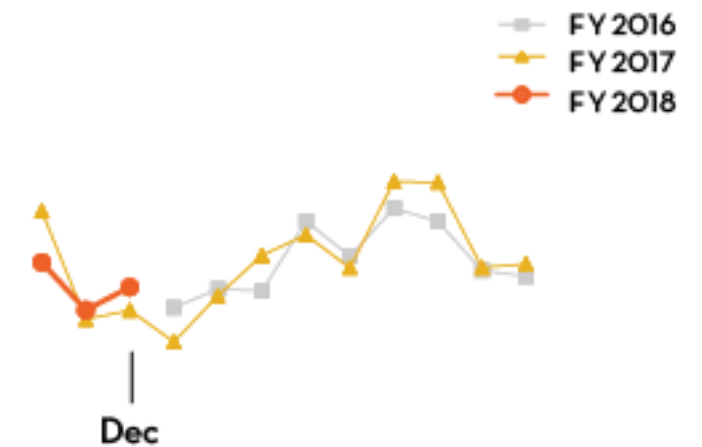
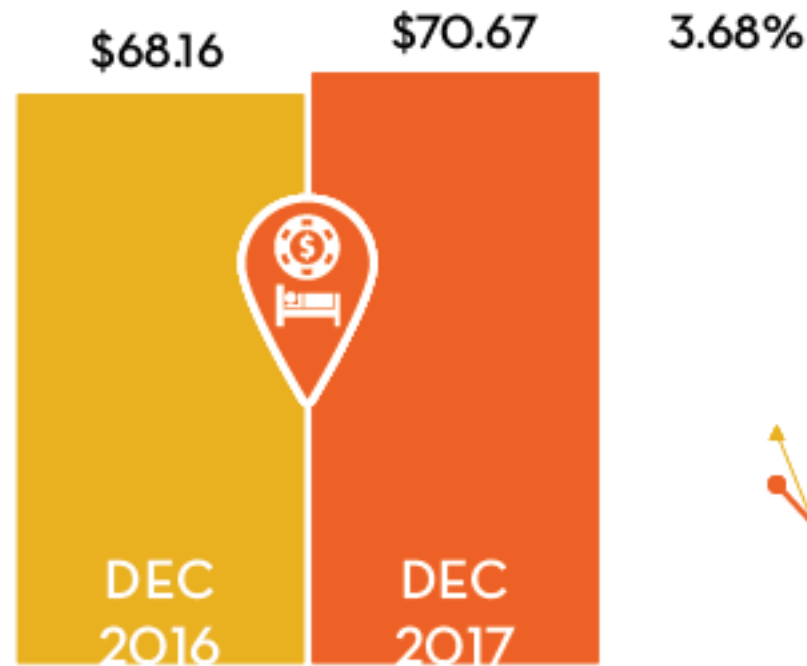
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Casino ADR



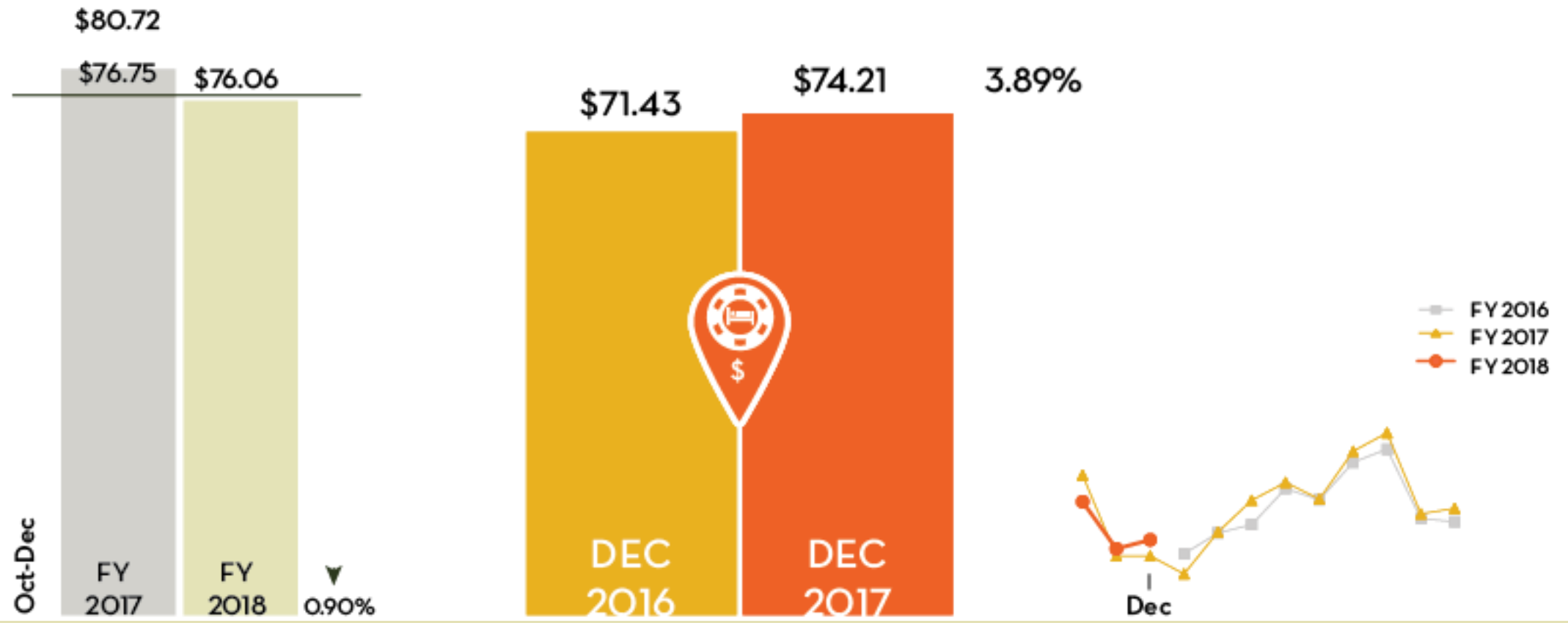
MS Gaming Commission



All ADR



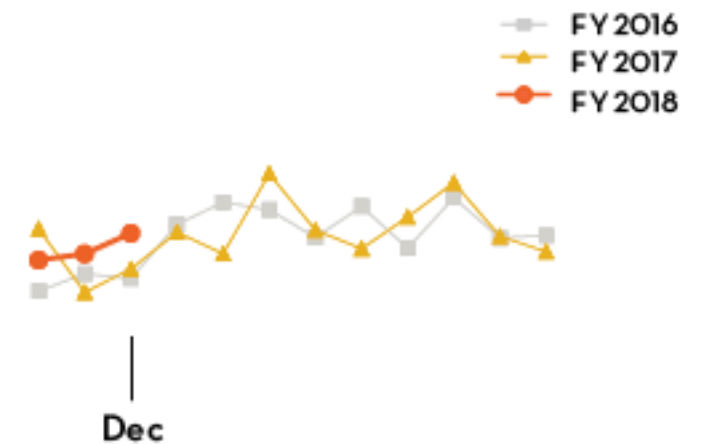
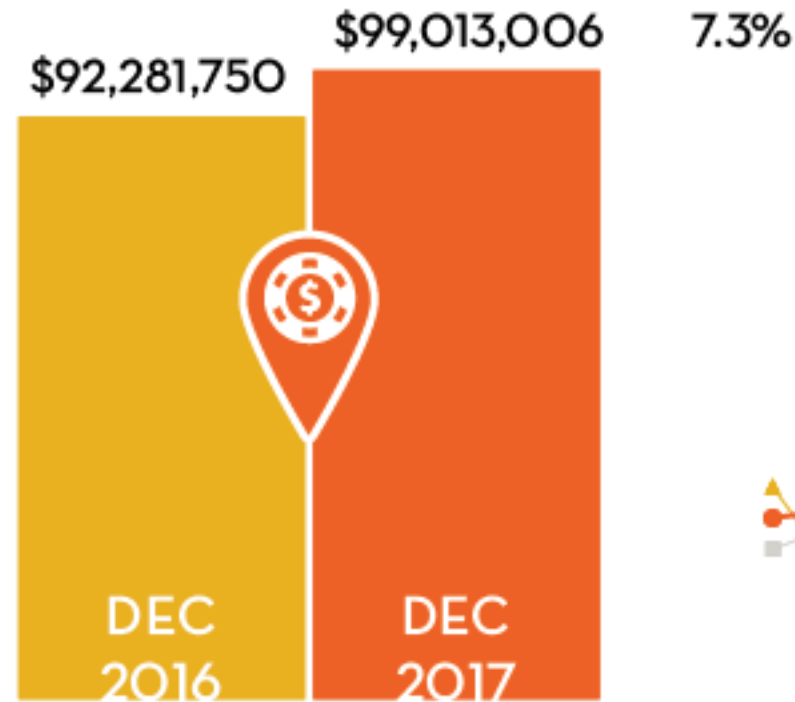
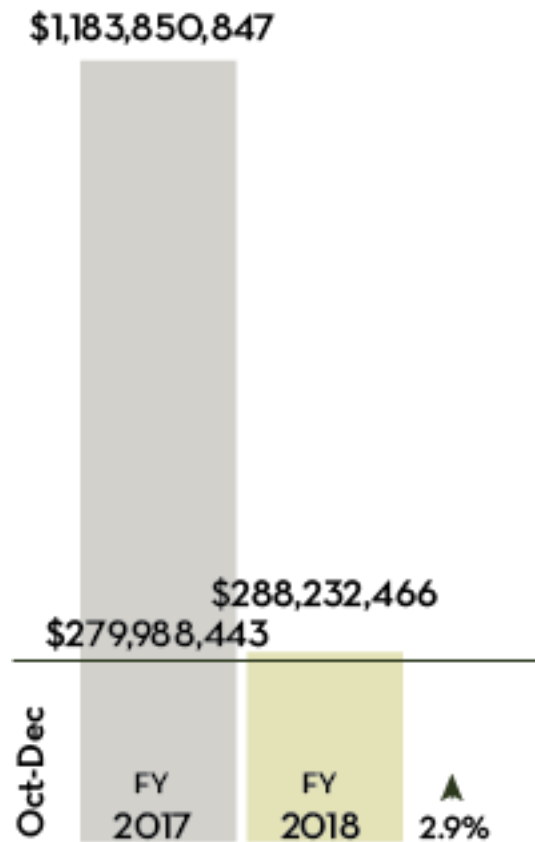
STR & MSGC



Gaming Revenue



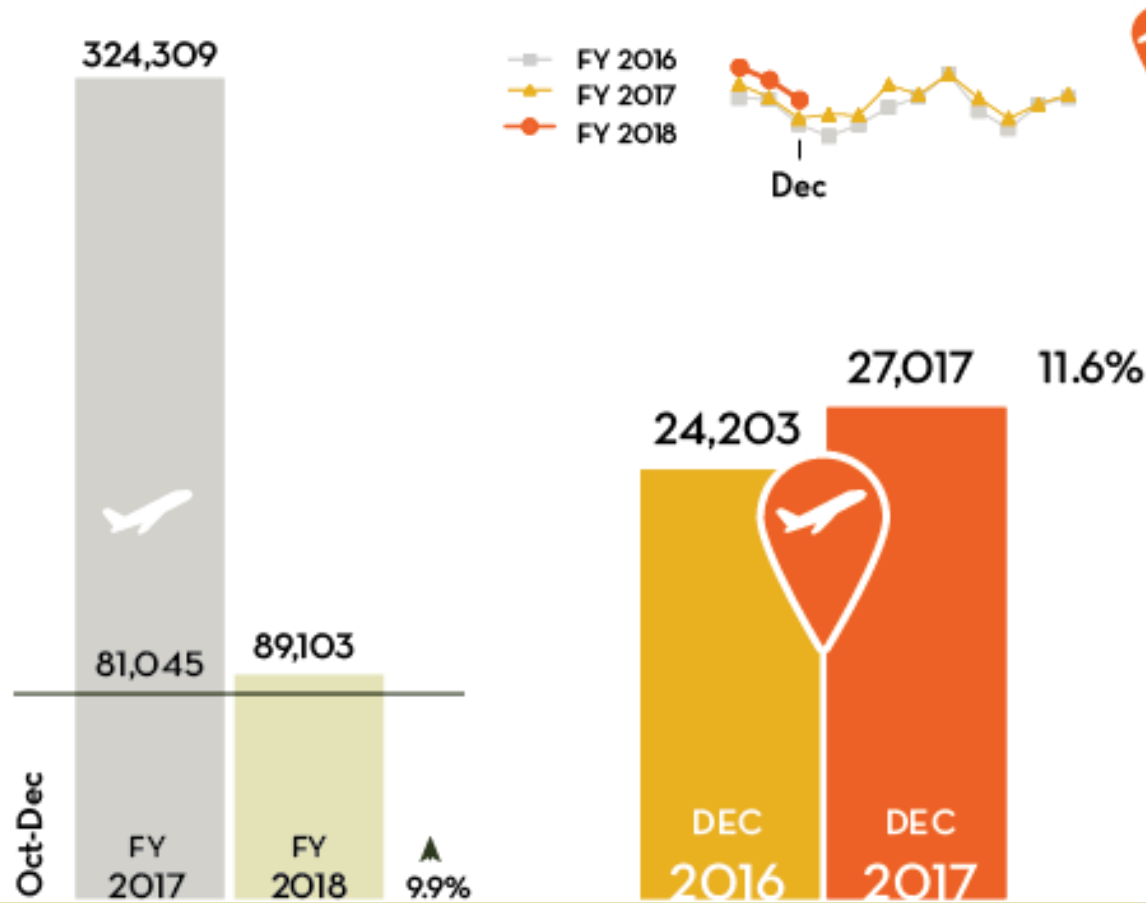
MS Gaming Commission



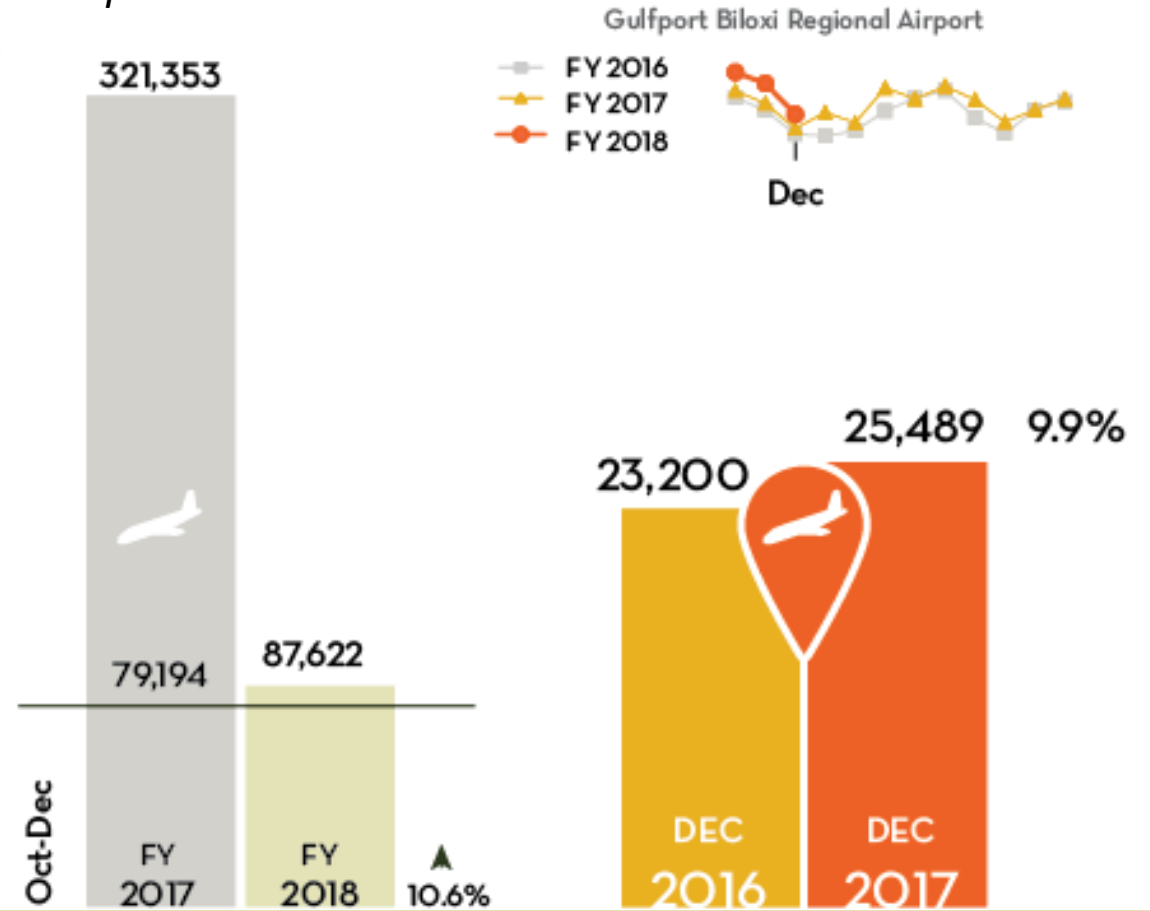
Airport



Inplanement



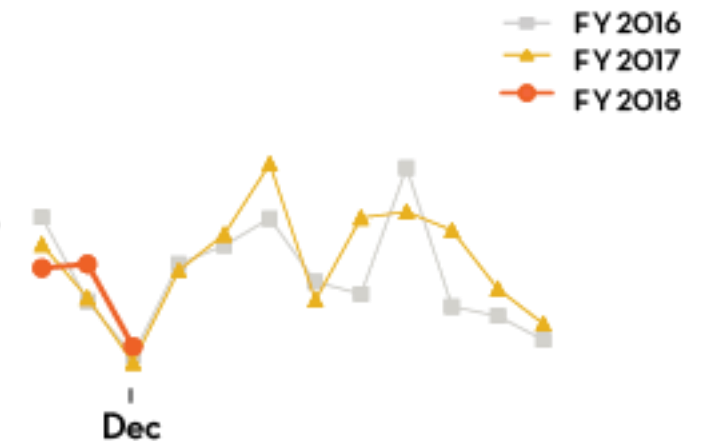
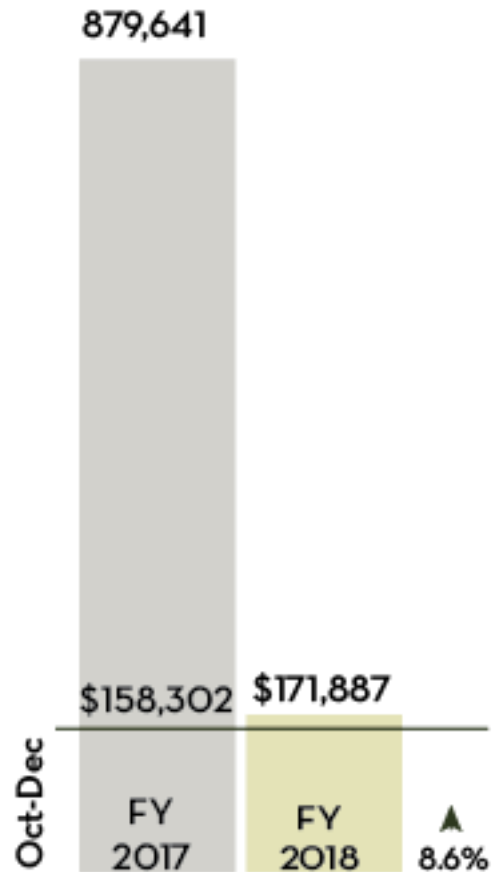
Deplanement



Convention Center Revenue



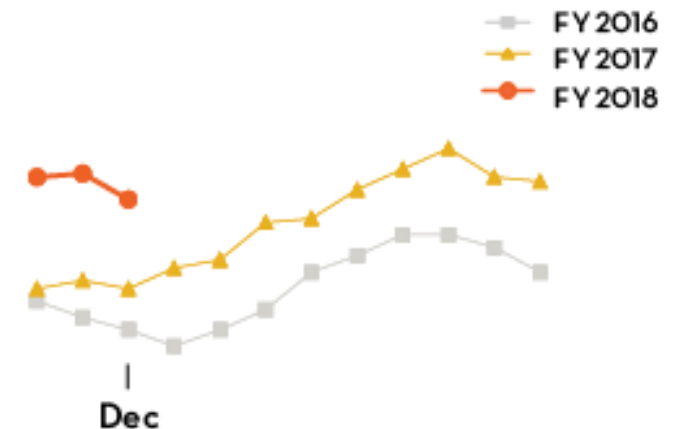
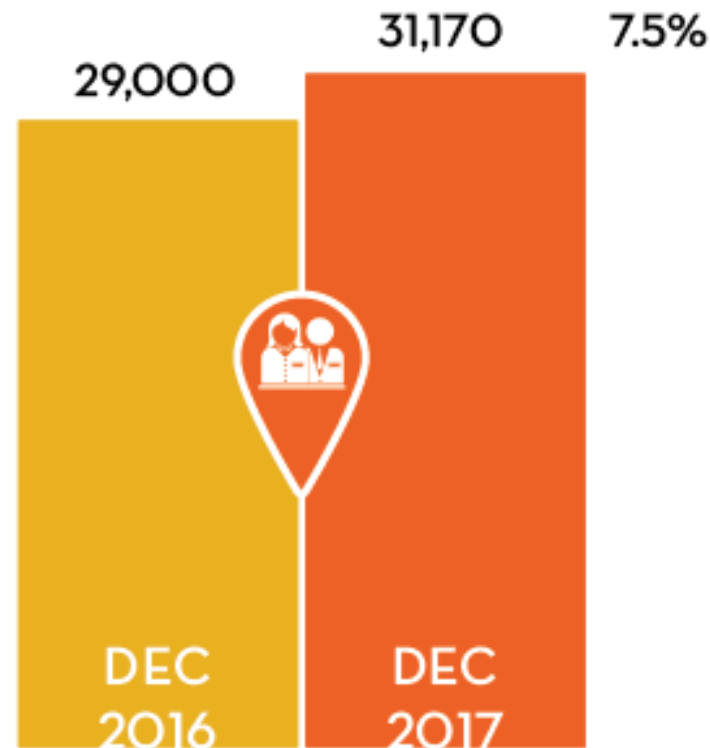
MS Coast Coliseum and Convention Center



Leisure & Hospitality Jobs



MS Dept of Employment Security

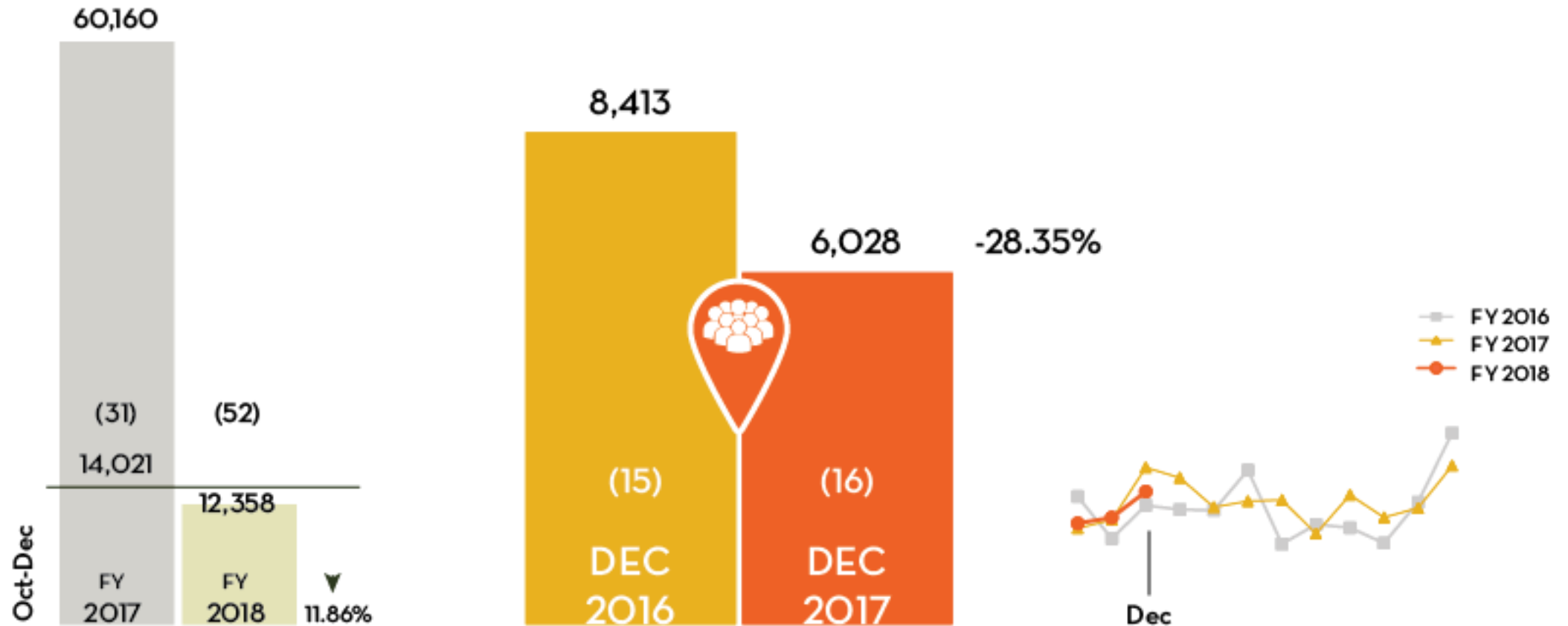


Definite Bookings

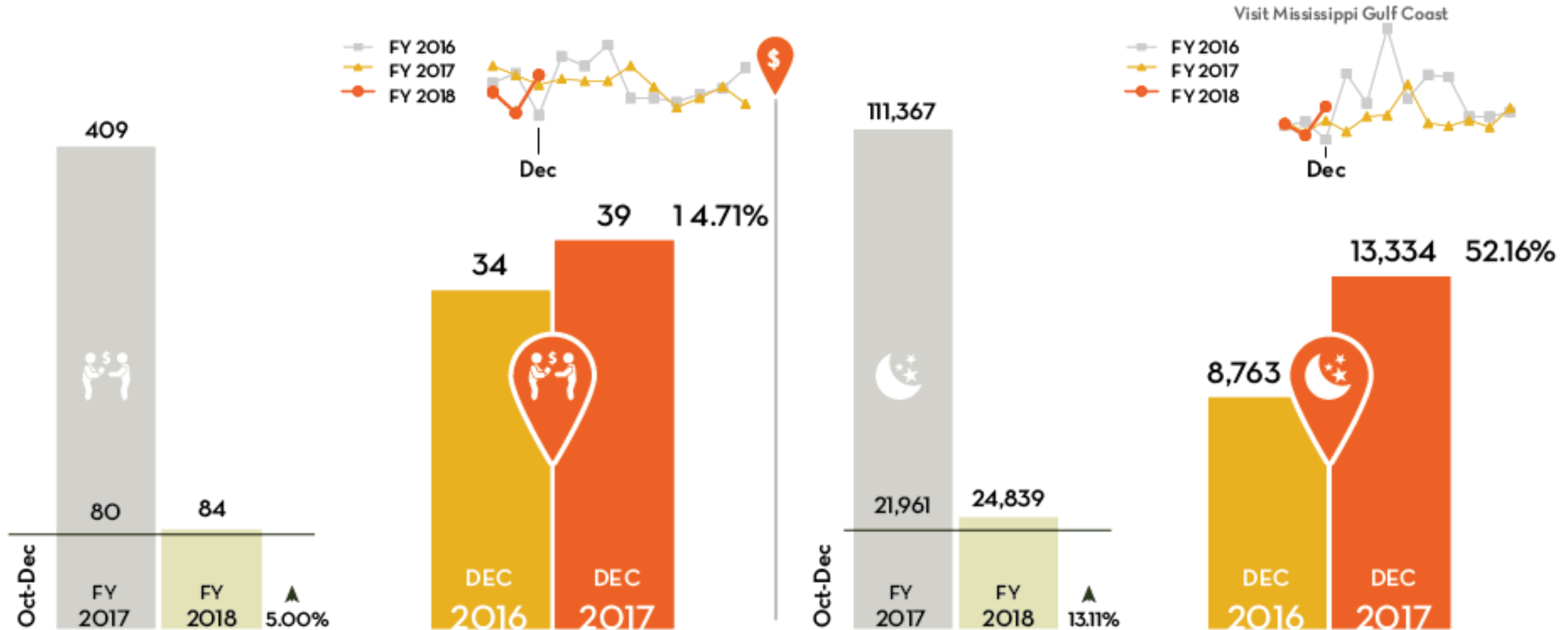


Room Nights/(Groups)

Visit Mississippi Gulf Coast



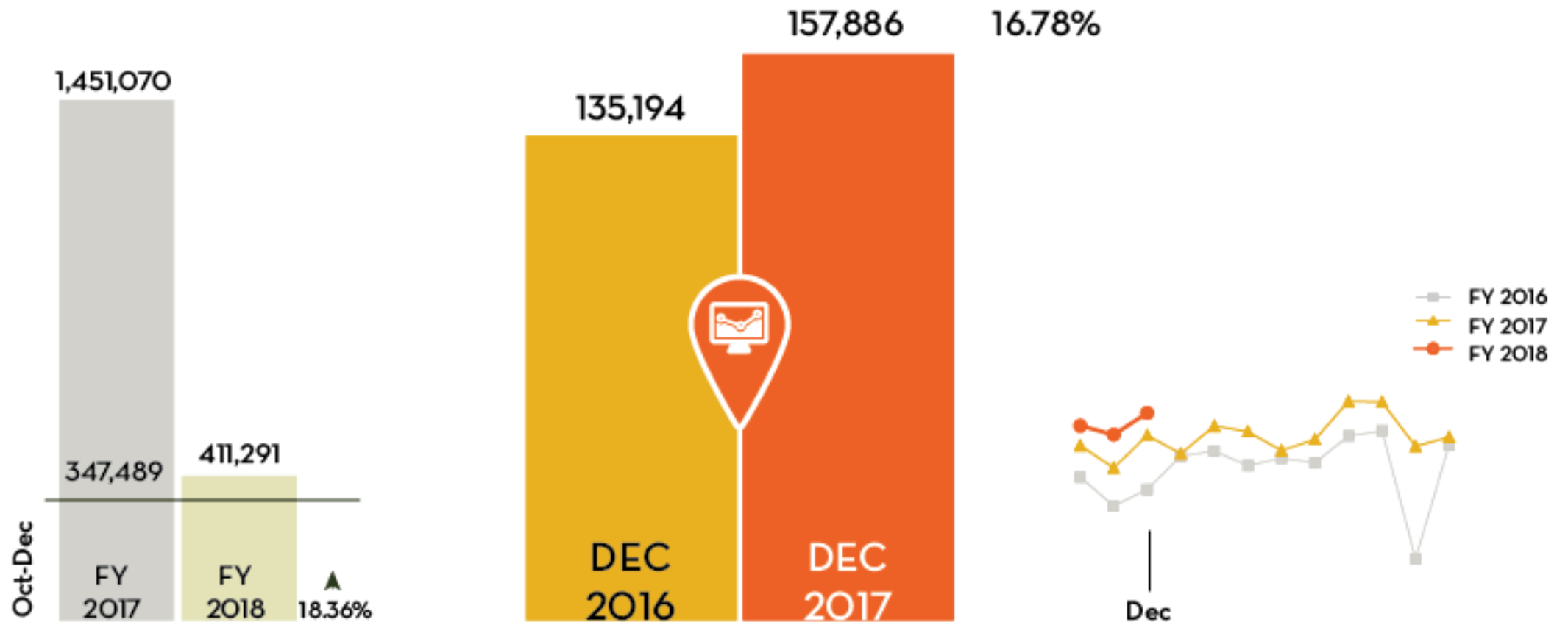
Leads Issued & Potential Room Nights



Google Analytics - Unique Visits



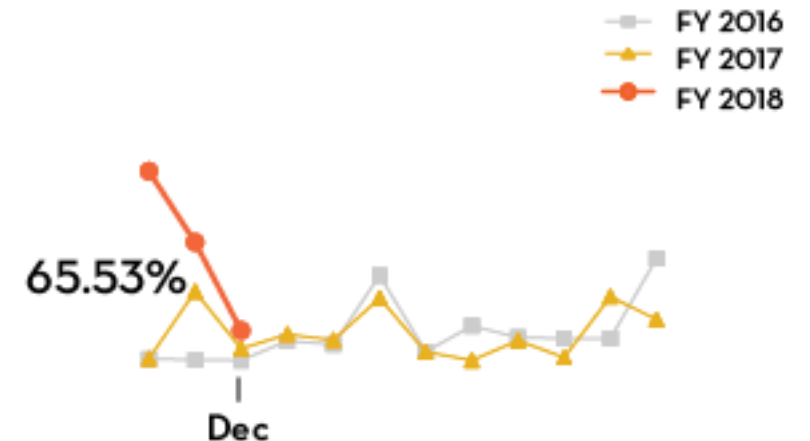
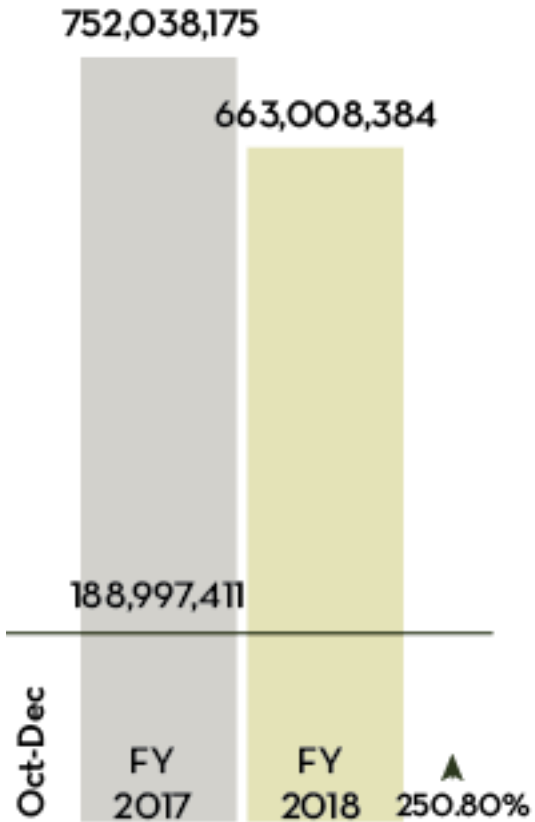
Google Analytics



Impressions



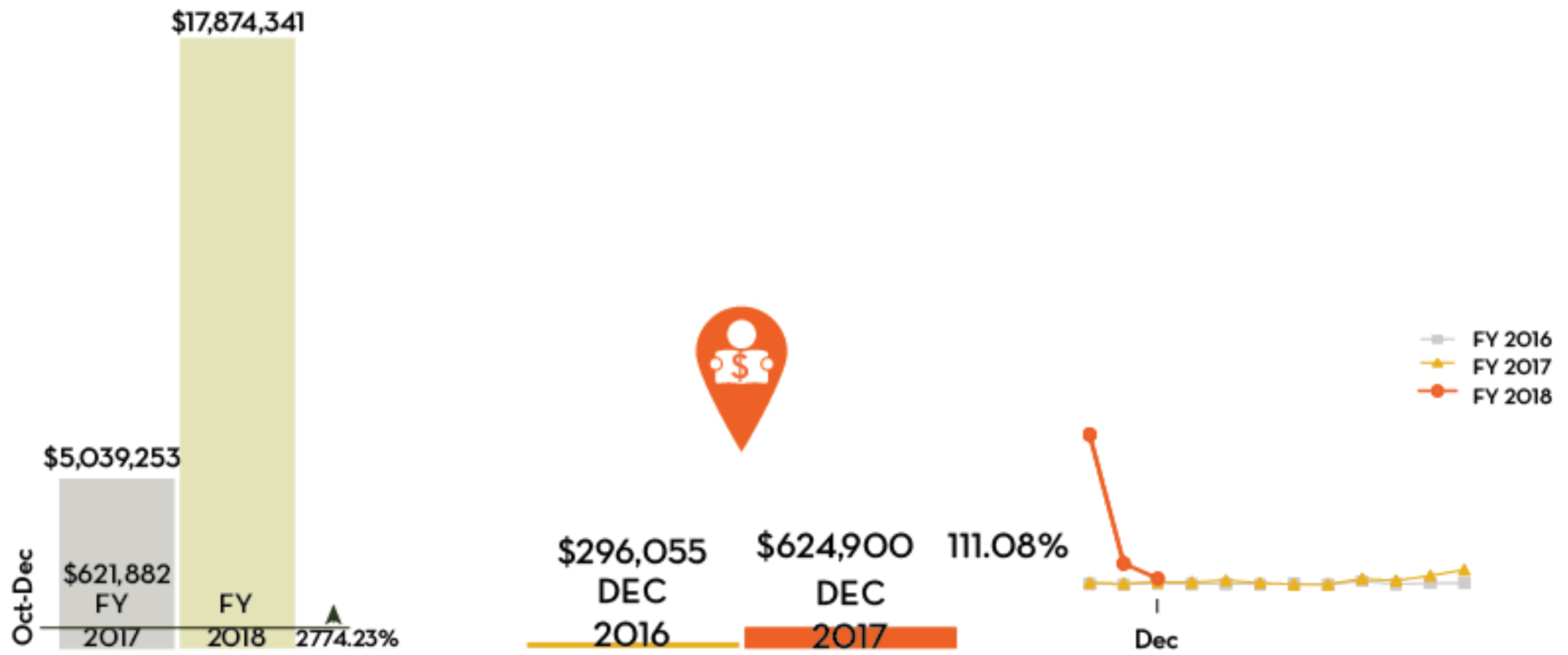
Critical Mention



Media Value



Critical Mention



The Best Food and Drink in Mississippi for 2018 Gallery



Best Dive Bar: Gil's Fish Camp, Ocean Springs

Gil's Fish Camp in Ocean Springs is a laid-back beach-hut bar with cheap booze, tasty crawfish, and a splendid waterfront view. Pitchers of Shock Top and Bud Light are as cheap as a single beer at some joints, giving true meaning to the phrase "happy hour."



Best Italian Restaurant: Stalla, Biloxi

Located inside Biloxi's Beau Rivage Resort & Casino, **Stalla** is an unpretentious Italian spot specializing in traditional Italian fare prepared with quality ingredients, served in a beautiful dining room. Florence-born chef Paola Bugli has been with the restaurant since it opened three years ago, and is bringing some serious skill to the kitchen. Carpaccio with Grana Padano, horseradish, lemon aioli, and arugula; Tuscan shrimp and grits with pancetta and smoked gouda; pizza topped with béchamel, mozzarella, pancetta, cippolinis, roasted peppers, and oysters; handmade seasonal ravioli; Gulf shrimp fra diavolo; and veal cheeks piccata with capers, parsley, and spaghetti are just a handful of the standouts on Bugli's menu.



U.S. of Awesome: Biloxi Shrimp Co.



Have you ever been on
a **real shrimp boat?**

MEDIA COVERAGE

VacationIdea

DREAM VACATION MAGAZINE

8 Best Beaches Near New Orleans

NOLA beaches, on the Louisiana's Gulf Coast, are best known for their fantastic powder-fine white sand and attract thousands of tourists every year. Some coastal towns are offering more entertainment, such as the casinos of Biloxi, while others are perfect for long strolls and quiet relaxation, such as Panama City Beach or the beaches on Ship Island. The beaches are also home to turtles that come to nest annually as well as many seashore birds. The annual bird migration is a popular event that brings tourists and bird watchers to Dauphin Island every year. Photo:



» Biloxi-Gulfport Beach

Known as the "Riviera of the South," the Biloxi/Gulfport area has a lot to offer visitors, who mostly come to one of many casinos. However, the fantastic white sandy public beach is reason enough to visit these two Mississippi cities that are connected by Highway 90.

» Ship Island

Ship Island is a popular tourist destination about 12 miles off the Biloxi coast. The main attraction is a sparkling white sandy beach located on the south side of the island. Exploring historic Fort Massachusetts is also fun. Take advantage of the free and very knowledgeable tour guides. The



Weekend Getaways: Best Budget Destinations of 2017



4/17 SLIDES © Courtesy of Visit Mississippi Gulf Coast

GULF COAST, MS

Mississippi's Gulf Coast is one of the South's hidden gems. Visitors can take a sunset sail through the Mississippi Sound, home to the highest concentration of bottlenose dolphins in the U.S., or try kayaking through the waterways. Get a dose of culture at the Frank Gehry-designed [Ohr-O'Keefe Museum of Art](#) (\$10 for adults 18 and up, \$8 for seniors), or see the "business end" of the Saturn V rocket at NASA's [Infinity Science Center](#). Popular places to stay include Bay Town Inn in Bay St. Louis, Hard Rock Biloxi, and the Inn at Ocean Springs.

MEDIA COVERAGE

10 Last-Minute Trips to Take Between Christmas and New Year's



MISSISSIPPI GULF COAST

California isn't the only state with an inviting stretch of coastline. A journey along the [Mississippi Gulf Coast](#) offers beaches, golf, the opportunity to indulge in [fresh seafood](#) and perhaps try your luck at a casino. The beautiful century-old oak trees in downtown Bay St. Louis are decorated each year with illuminated snowflakes through Dec. 31, providing a picture-postcard scene for a stroll along local shops and carolers.

Five Questions for Visit Mississippi Gulf Coast's Kristen Parker



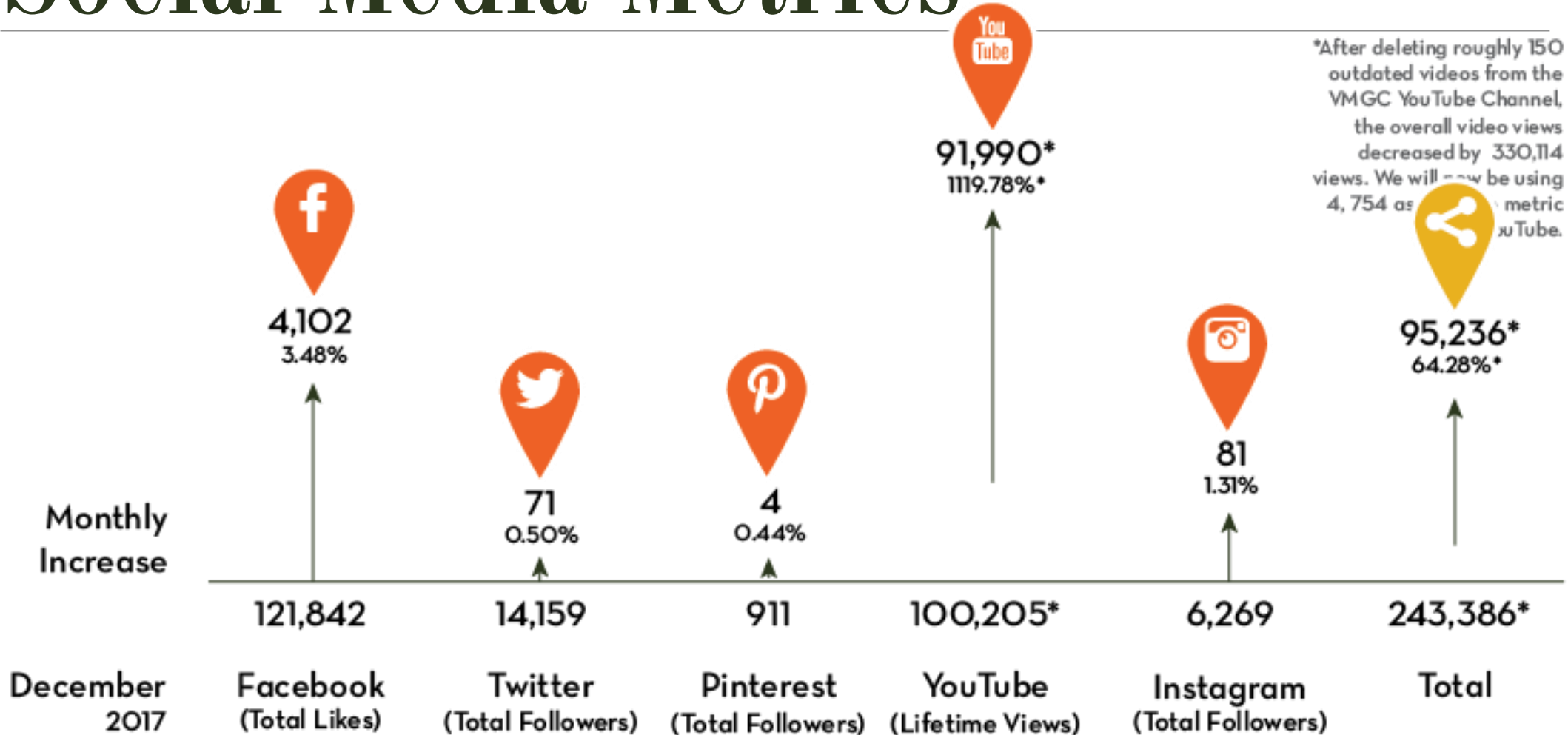
[Mississippi's Gulf Coast](#) offers 62 miles of scenic shoreline and is the ideal year-round destination for all types of groups. With a temperate climate and wide array of attractions and activities -- from the beach to golf to seafood to casinos -- the Mississippi Gulf Coast has you covered.

What's new for groups?

The folks at Ship Island Excursions are now offering dolphin cruises, and you are bound to see some of our finned friends, as we are home to the highest concentration of Atlantic bottlenose dolphins in the nation.


MEDIA COVERAGE

Social Media Metrics



Visit Mississippi Gulf Coast
Published by Wiley Anderson (2) · December 1, 2017 ·

If you haven't been to Cheeky Monkey Cake Company in Biloxi, Mississippi, do yourself a favor and go get the best cake in the state, according to Mental Floss! #MSCoastLife



The Best Cake in All 50 States
Because buttercream, ganache, and cereal funfetti shouldn't just be for special occasions.
MENTALFLOSS.COM

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When you boost this post, you'll show it to more people.

91,455 people reached **Boost Post**

Lynn Reel, Alberta Beatty and 3.5K others · 137 Comments · 608 Shares

Like Comment Share

91,455 People Reached

4,699 Reactions, Comments & Shares

3,538 Like	3,389 On Post	149 On Shares
167 Love	148 On Post	19 On Shares
6 Haha	4 On Post	2 On Shares
117 Wow	110 On Post	7 On Shares
1 Sad	1 On Post	0 On Shares
1 Angry	0 On Post	1 On Shares
255 Comments	169 On Post	86 On Shares
619 Shares	608 On Post	11 On Shares

5,689 Post Clicks

1 Photo Views	3,592 Link Clicks	2,096 Other Clicks
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visitmscoast
Pass Christian, Mississippi

visitmscoast Look at this handsome fellal! #MSCoastLife 🎩: @travelerbroads

visitmscoast #VisitMS #visitmscoast #PassChristian #Sandman #beachbums

carmensisson Awesome! I love our Gulf Coast snowmen.

lalalalaya Love this!

babeandstone rad 🍷

janelcarothers My mom made this! ❤️

@teach123cindy

tjlegler Mr. Sandman bringing Christmas Dreams!!!

470 likes
DECEMBER 23, 2017

Add a comment...

Impressions **3,573**

Total engagements	89
Media engagements	26
Likes	20
Link clicks	14
Detail expands	14
Hashtag clicks	8
Retweets	3
Profile clicks	3
Replies	1

SOCIAL MEDIA