



# Visit Mississippi Gulf Coast

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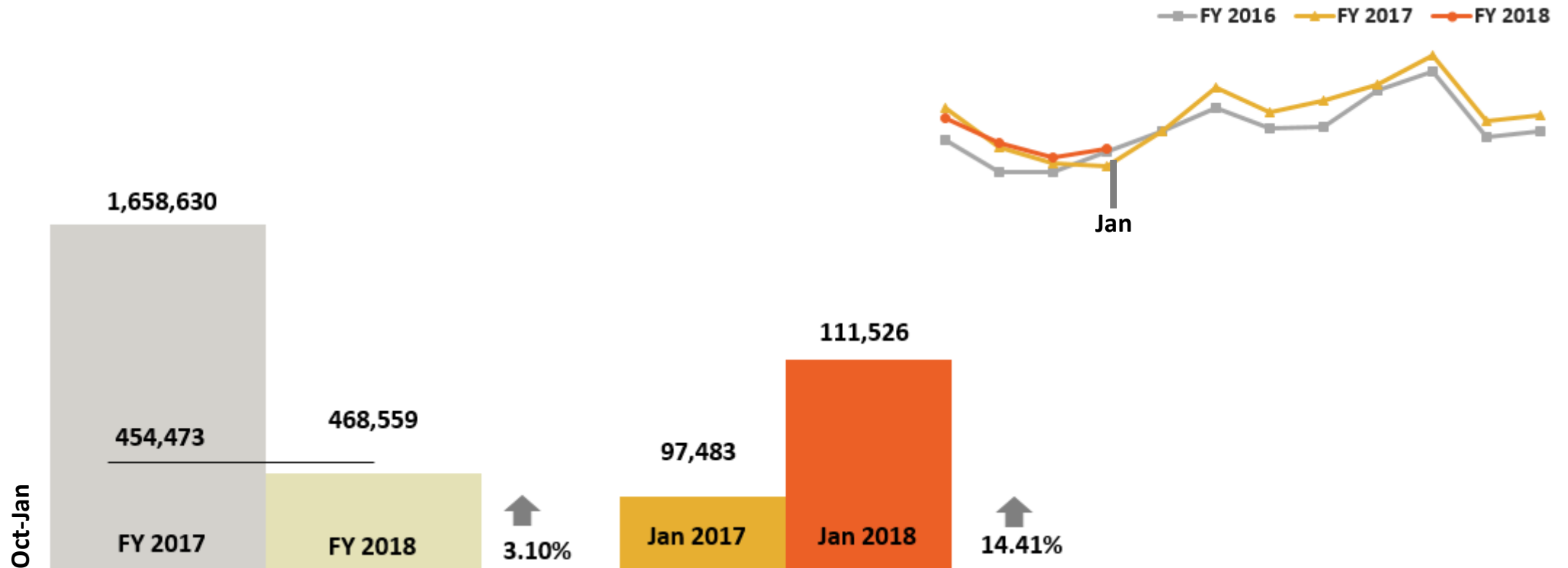
**KEY PERFORMANCE INDICATORS**

**FEBRUARY 2018**

# Non-Casino Rooms Sold



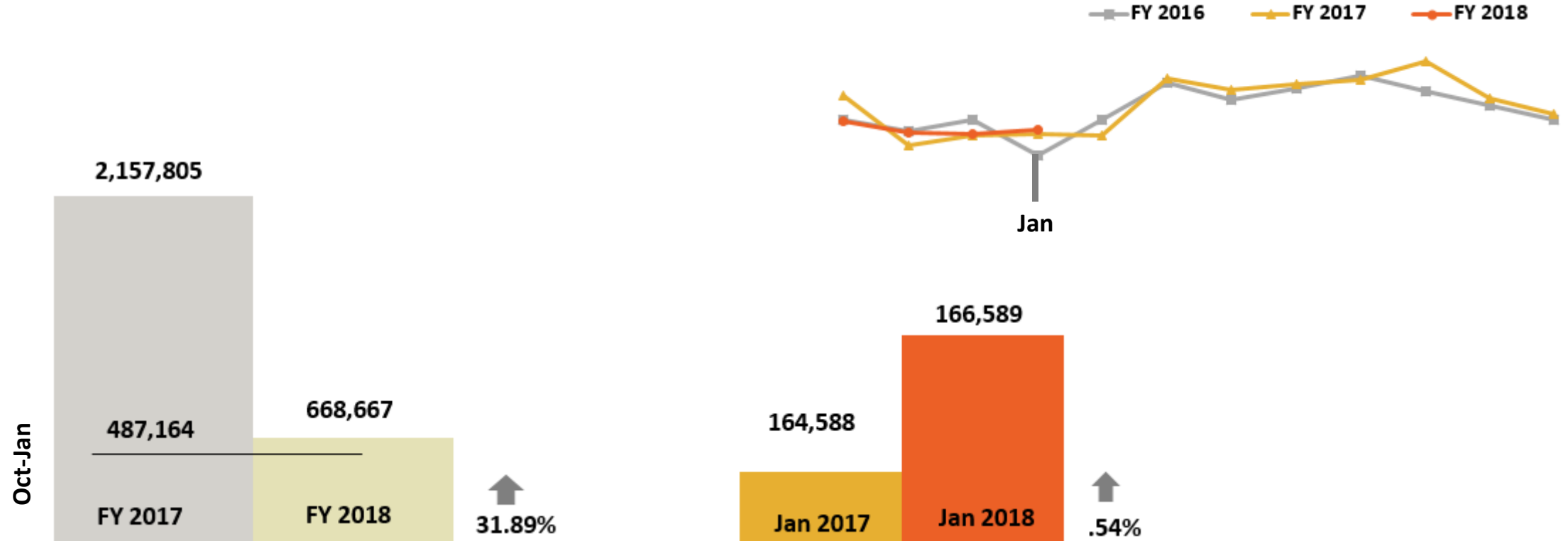
STR



# Casino Rooms Sold



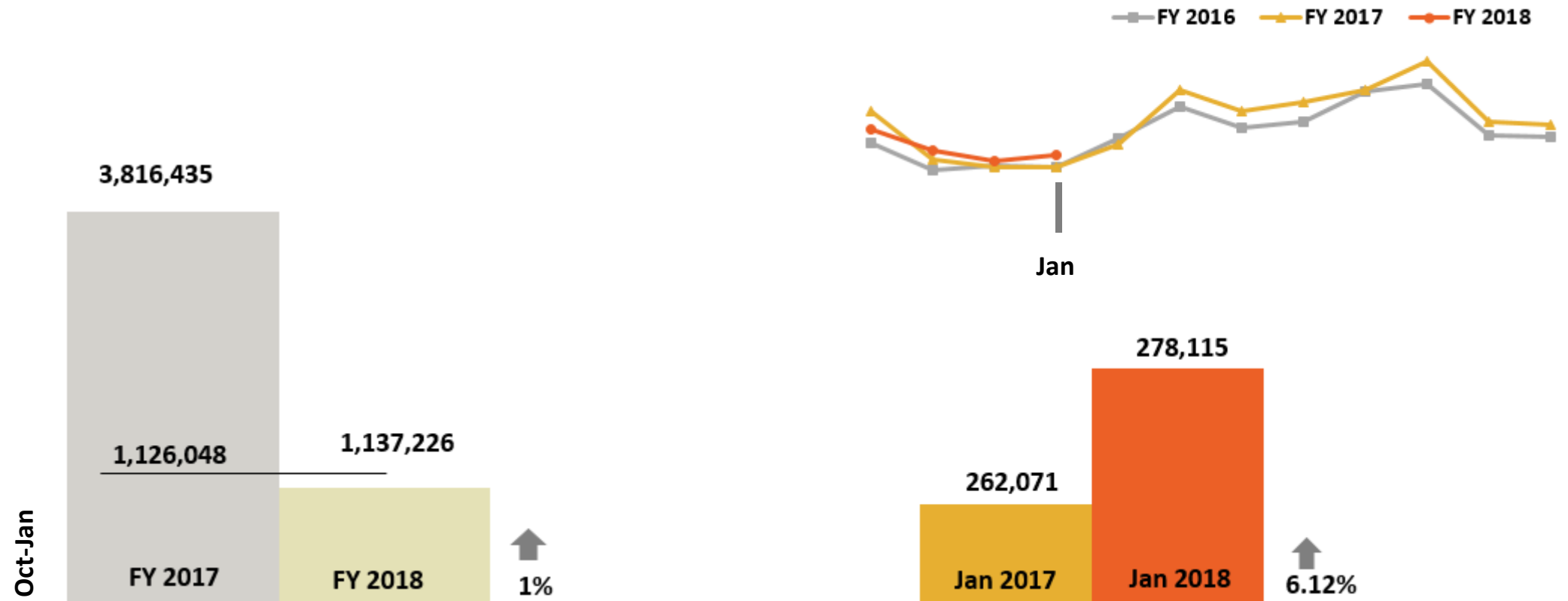
MS Gaming Commission



# All Rooms Sold



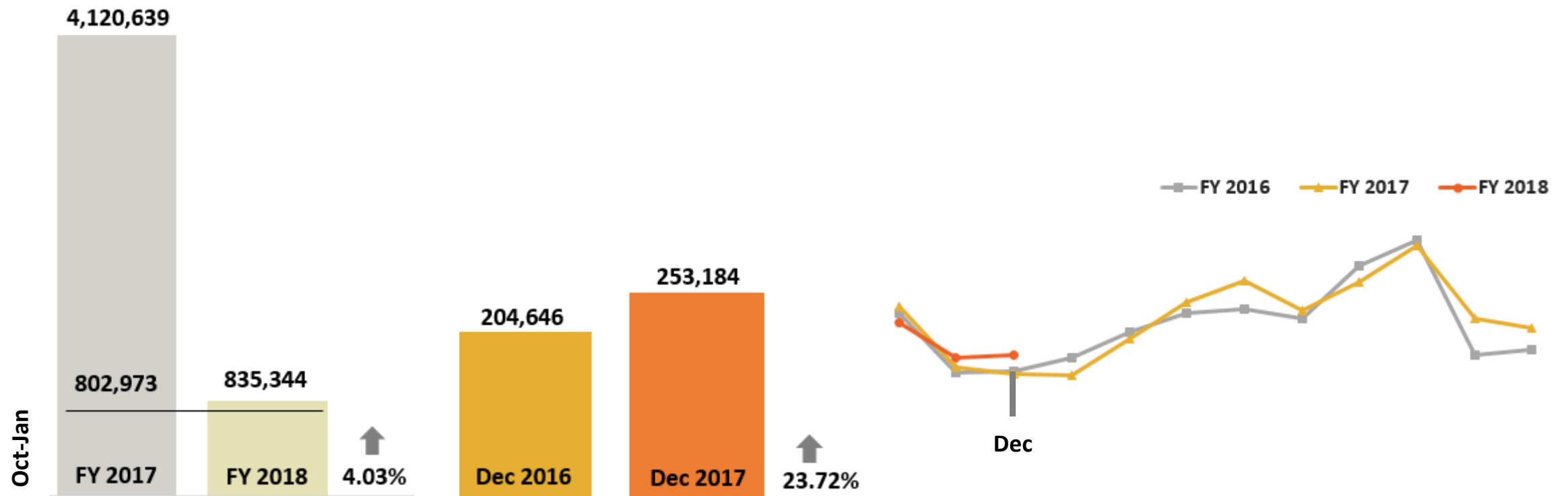
STR & MSGC



# Occupancy Tax Receipts



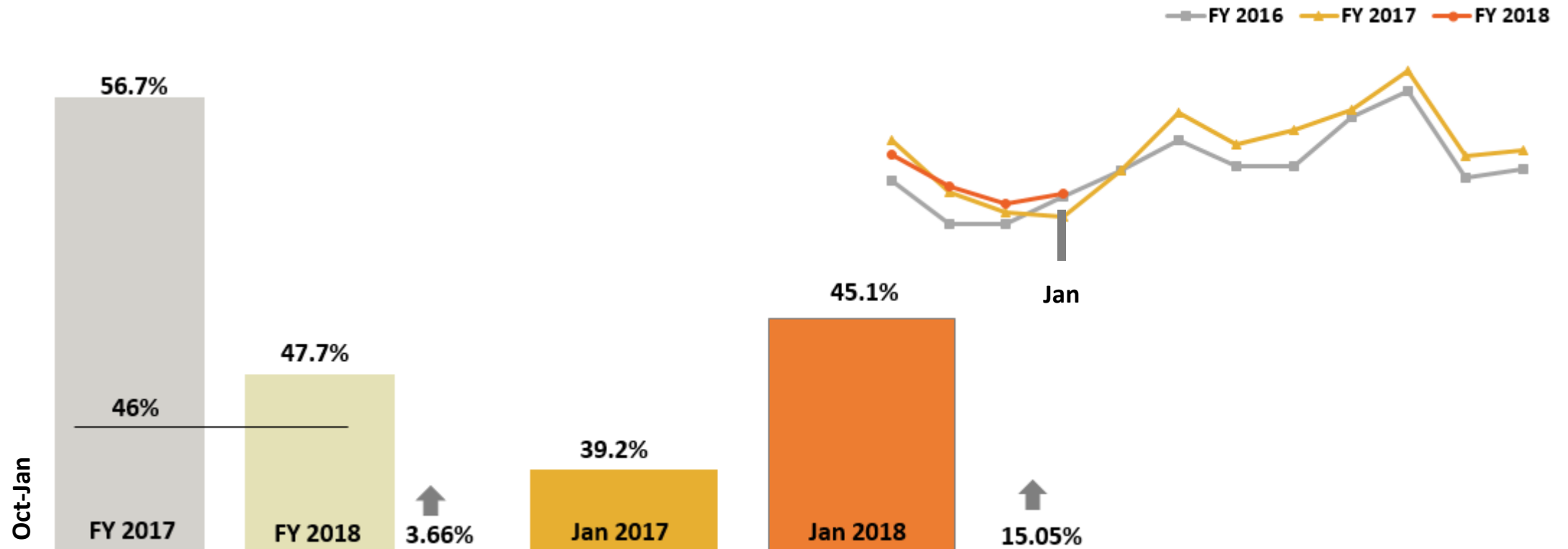
MS Department of Revenue



# Non-Casino Occupancy



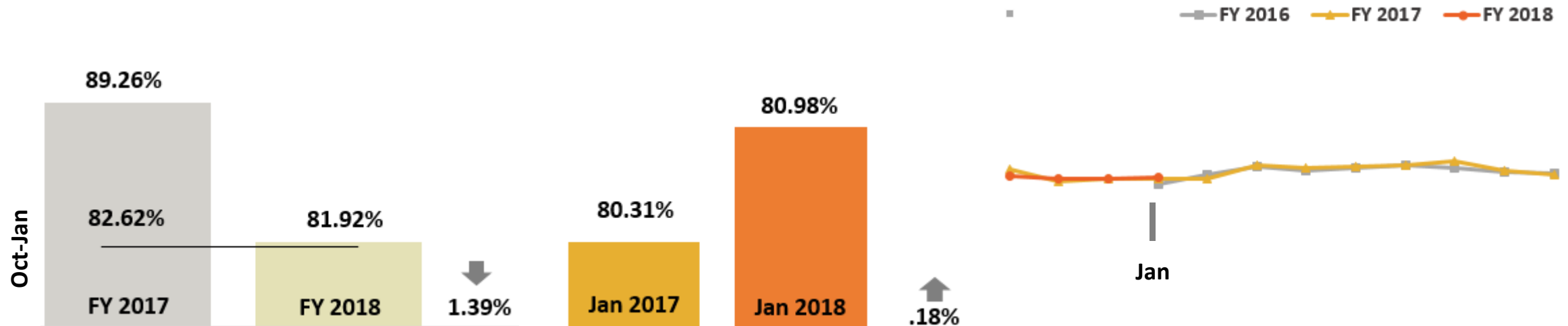
STR



# Casino Occupancy



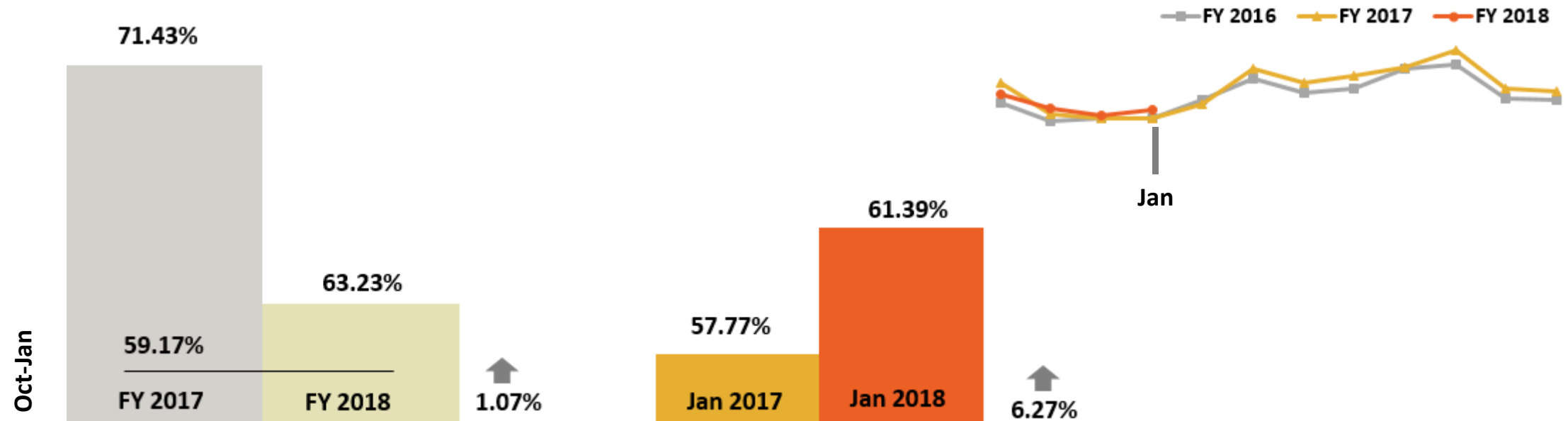
MS Gaming Commission



# All Occupancy



STR & MSGC

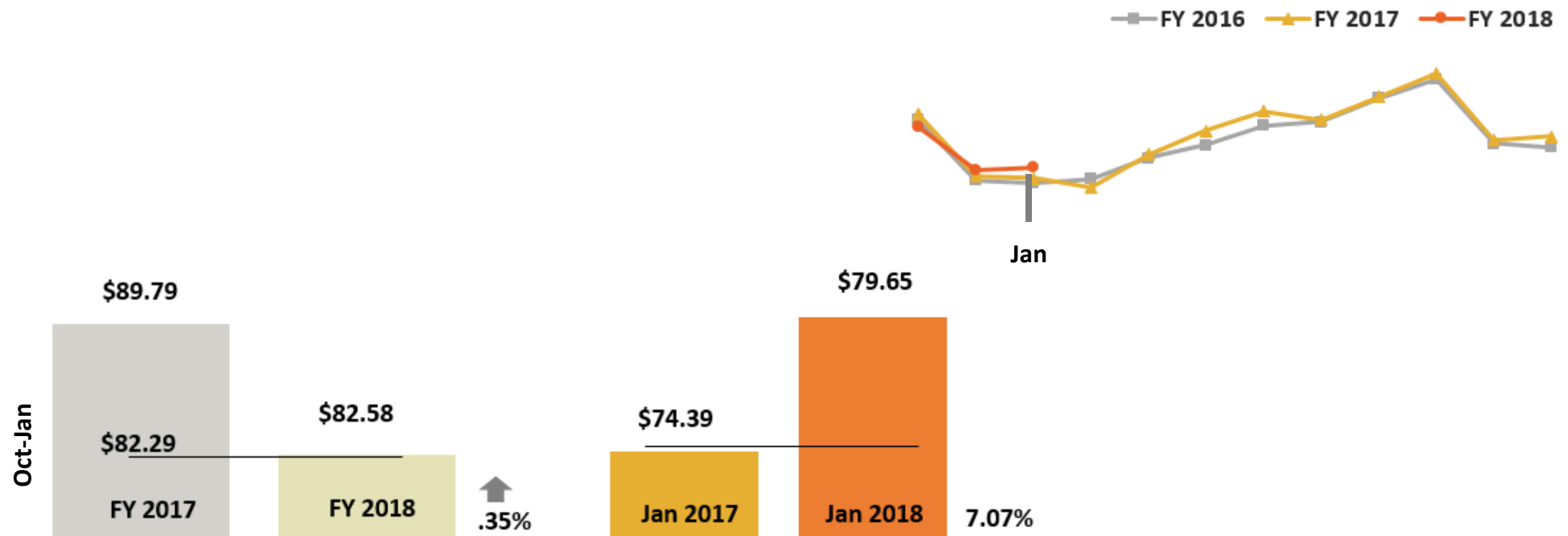




# Non-Casino ADR



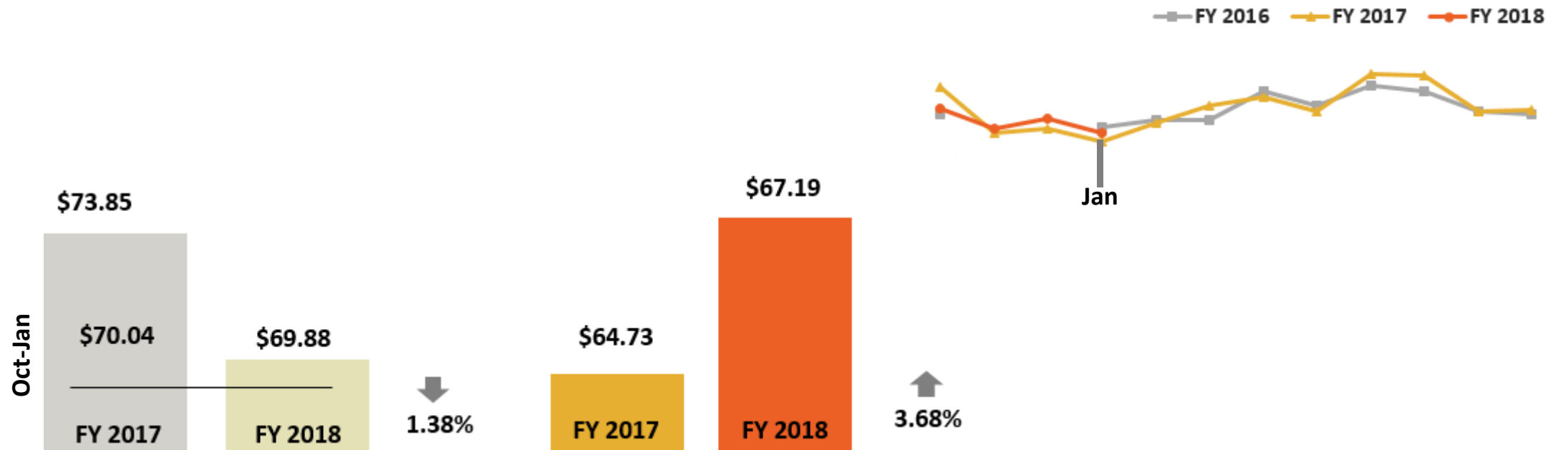
STR



# Casino ADR



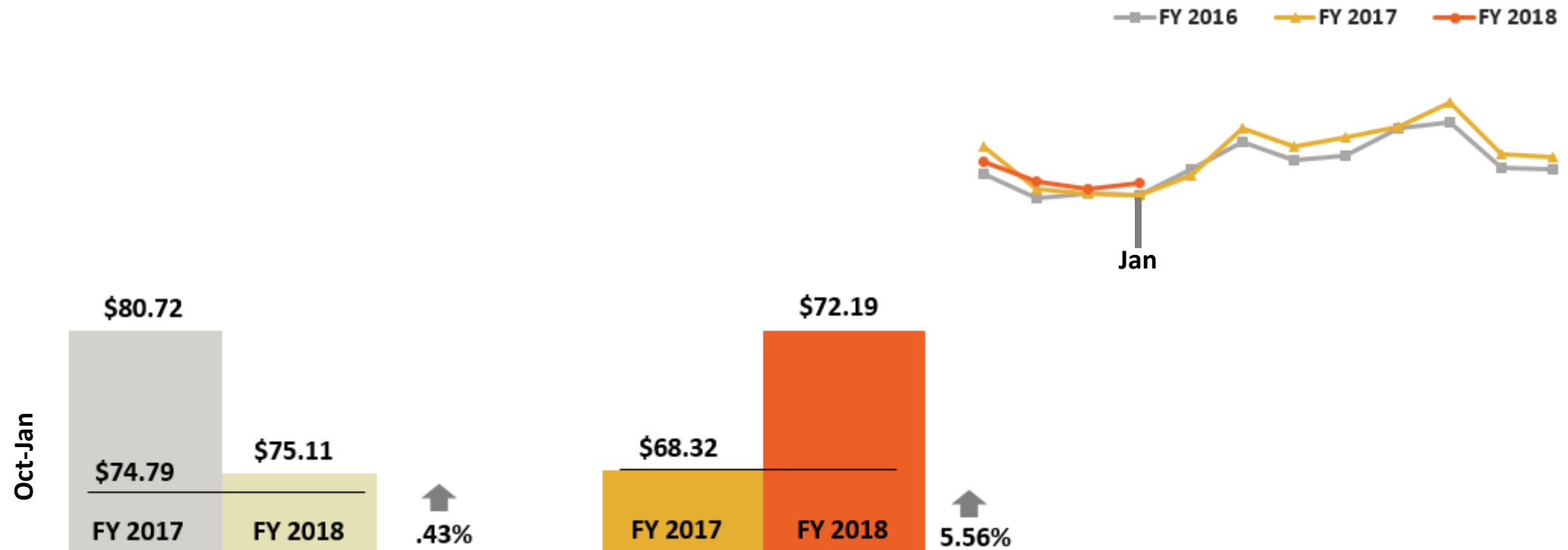
MS Gaming Commission



# All ADR



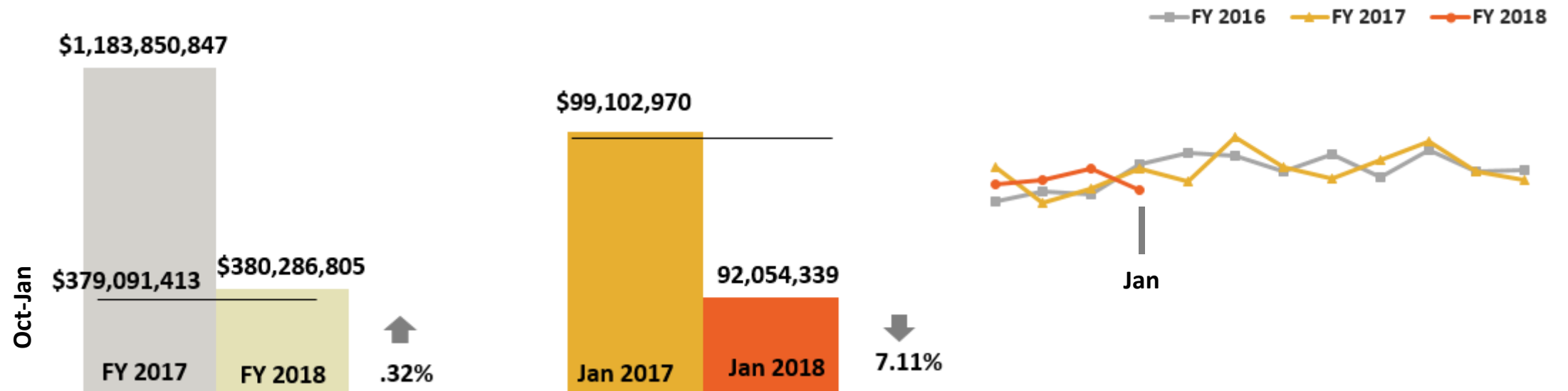
STR & MSGC



# Gaming Revenue



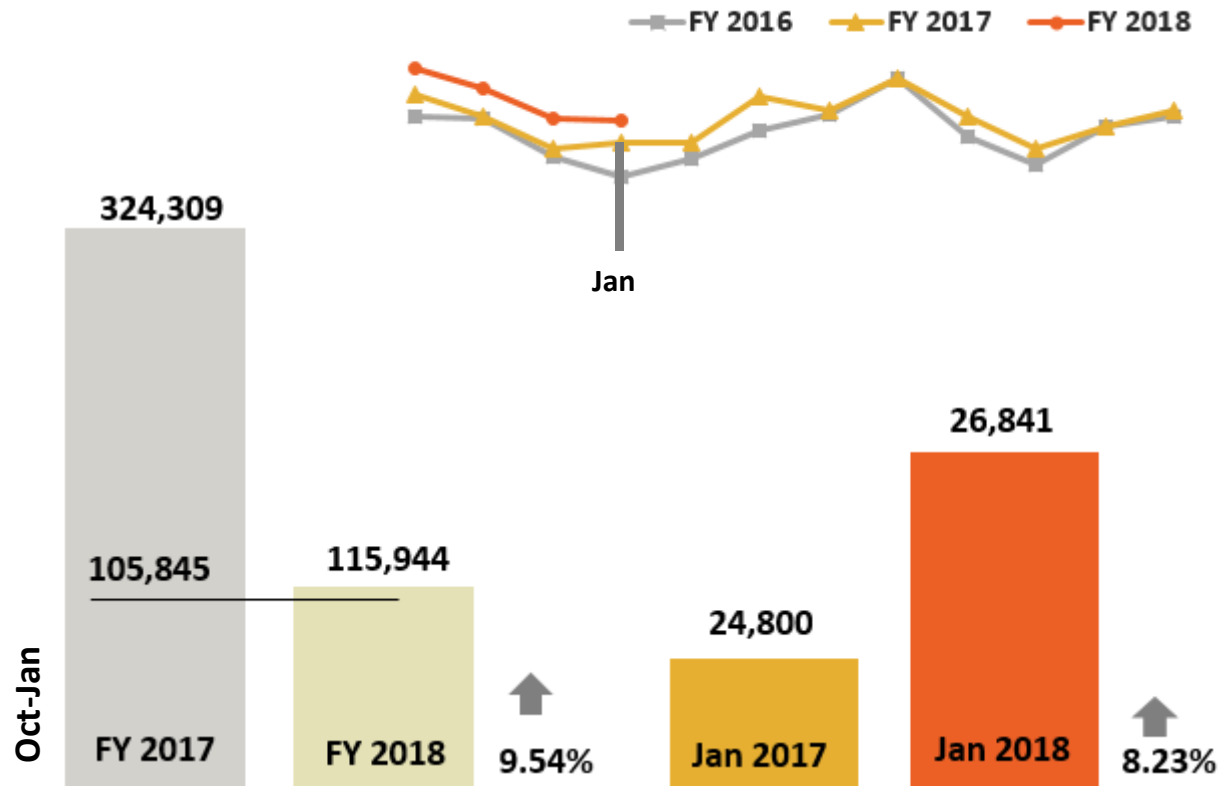
MS Gaming Commission



# Airport

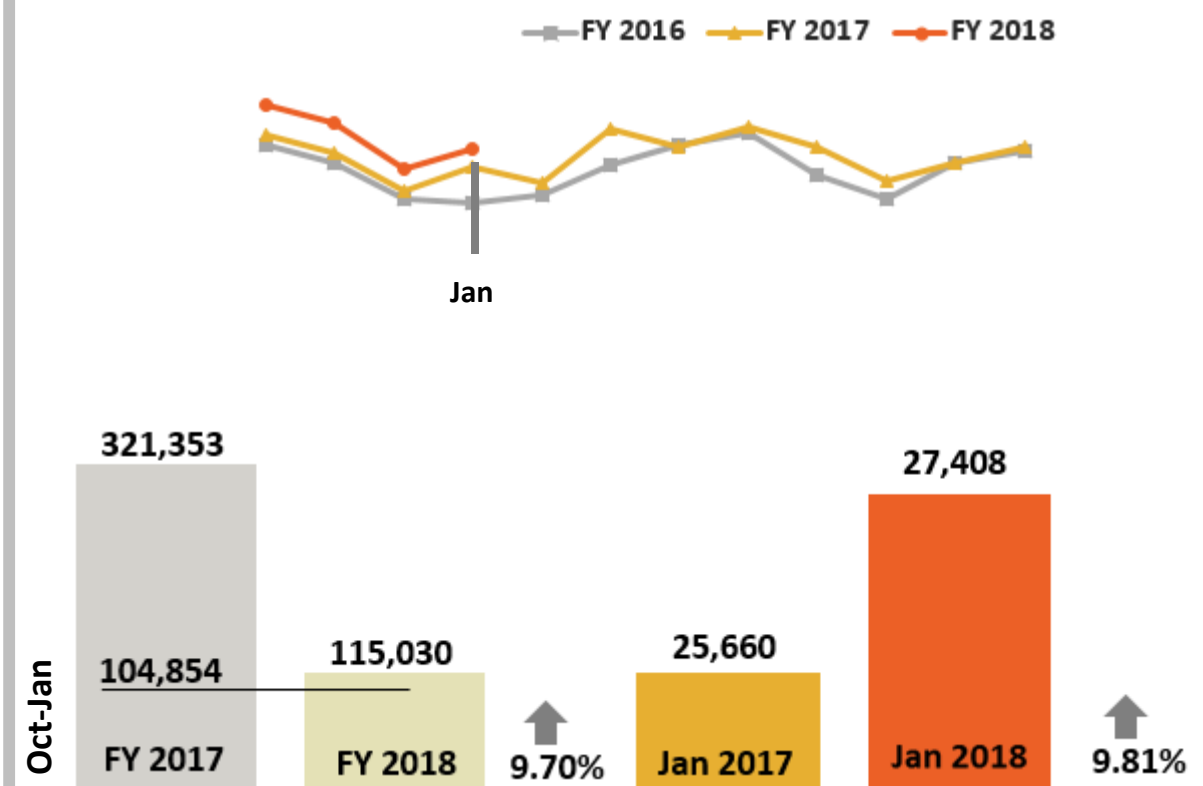


## Enplanement



## Deplanement

Gulfport Biloxi Regional Airport



# Definite Bookings

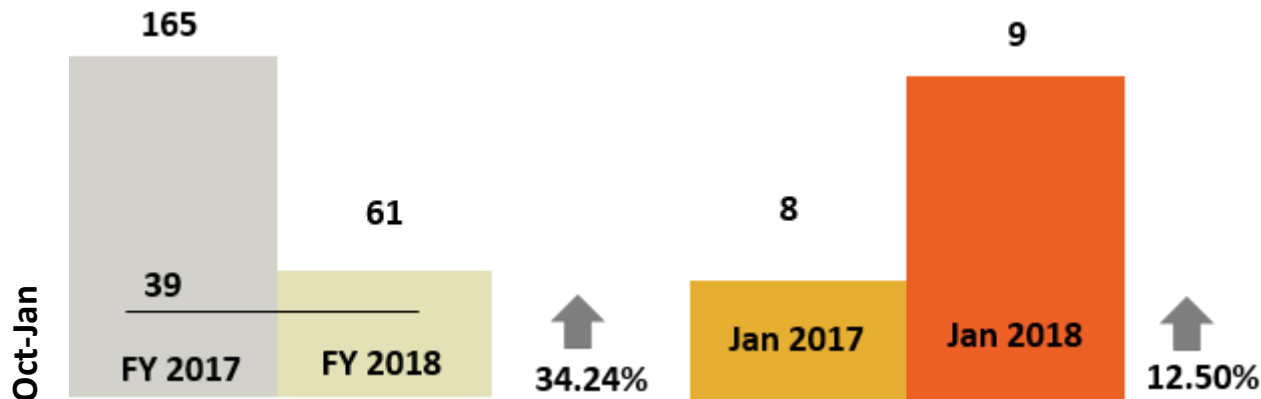


## Bookings

Definite bookings are up for the month and year over year.

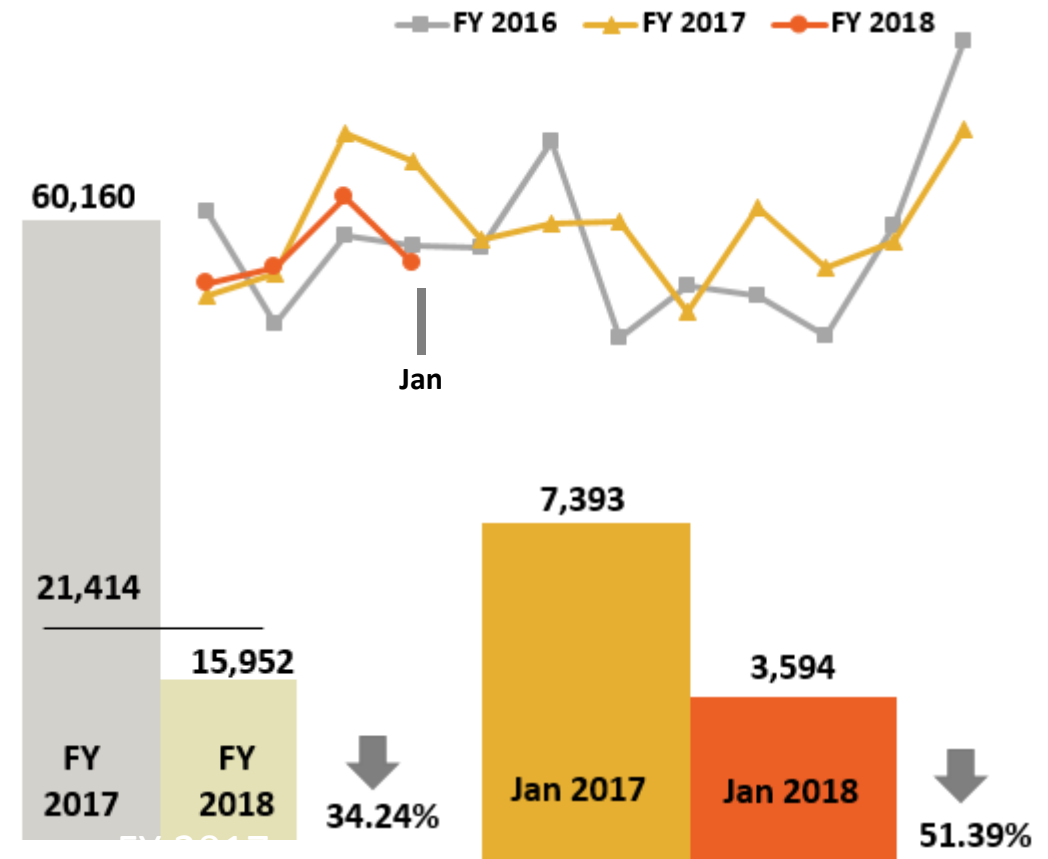
2017 room nights reflect 2 large groups that didn't return in 2018 due to rotation.

- National Golden Age Games
- Southern Legislative Conference of the Council of State Governments.



## Room Nights

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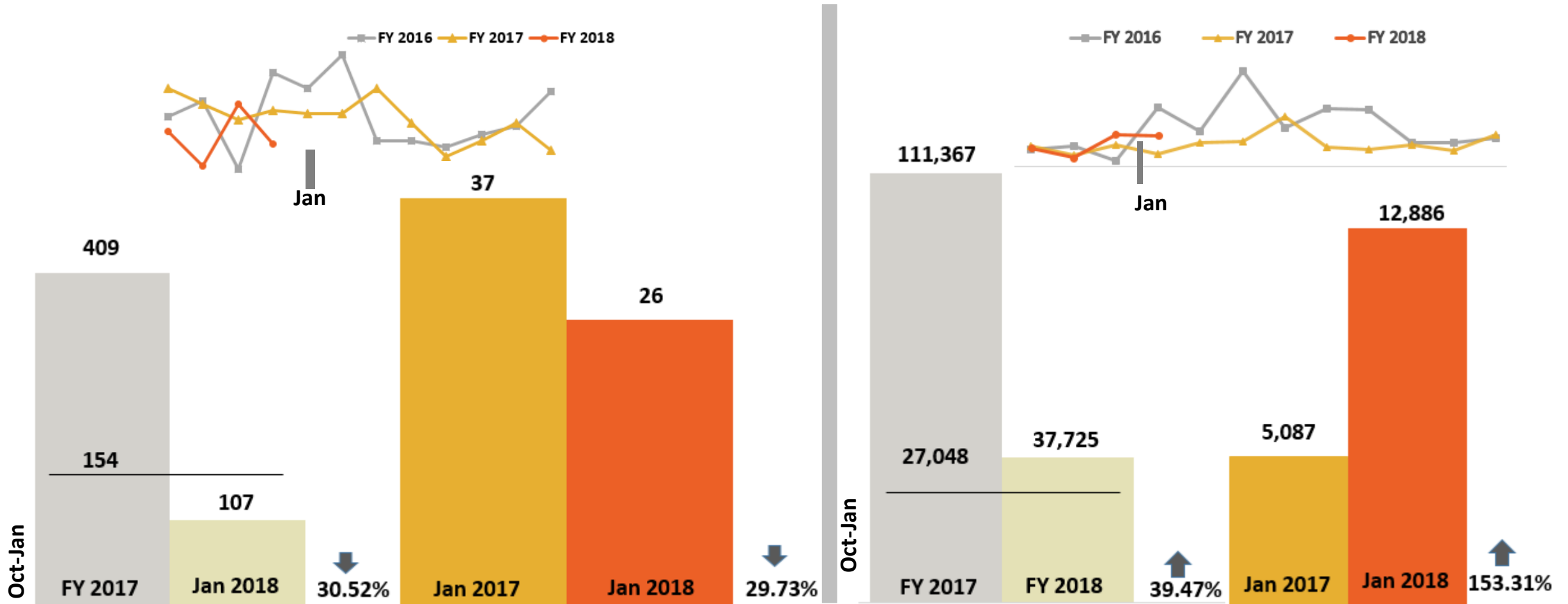


# Leads Issued & Potential Room Nights

Down one sales manager due to maternity leave. We are also targeting larger groups.



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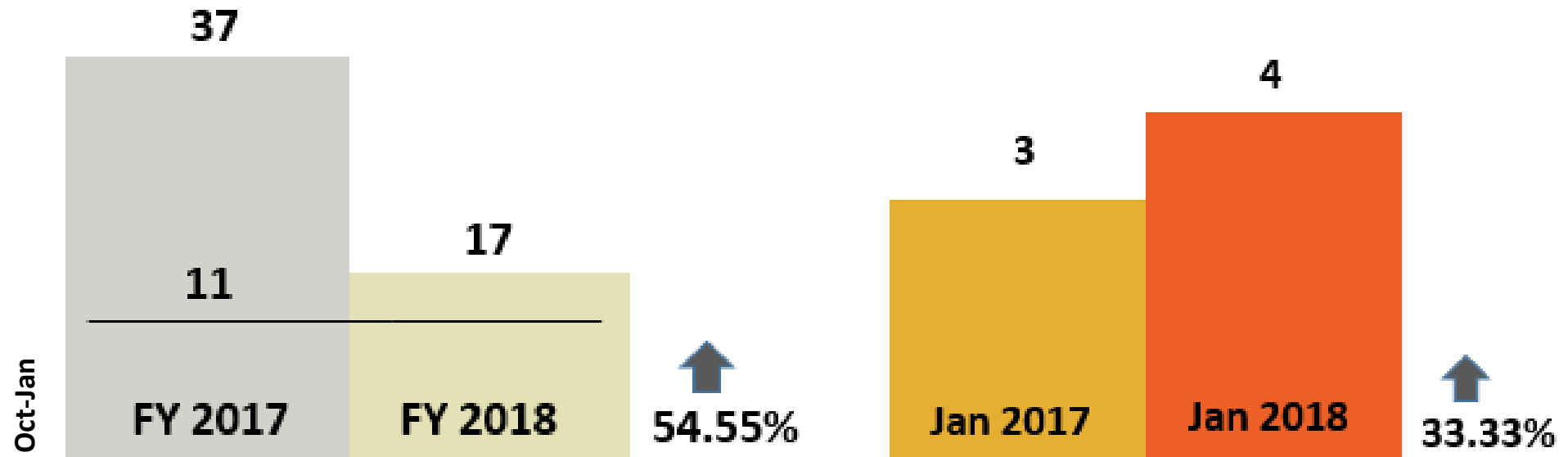


# Convention Center Leads



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We are ahead of the previous year for the month of January. We are also pacing ahead of 1<sup>st</sup> quarter and year over year.



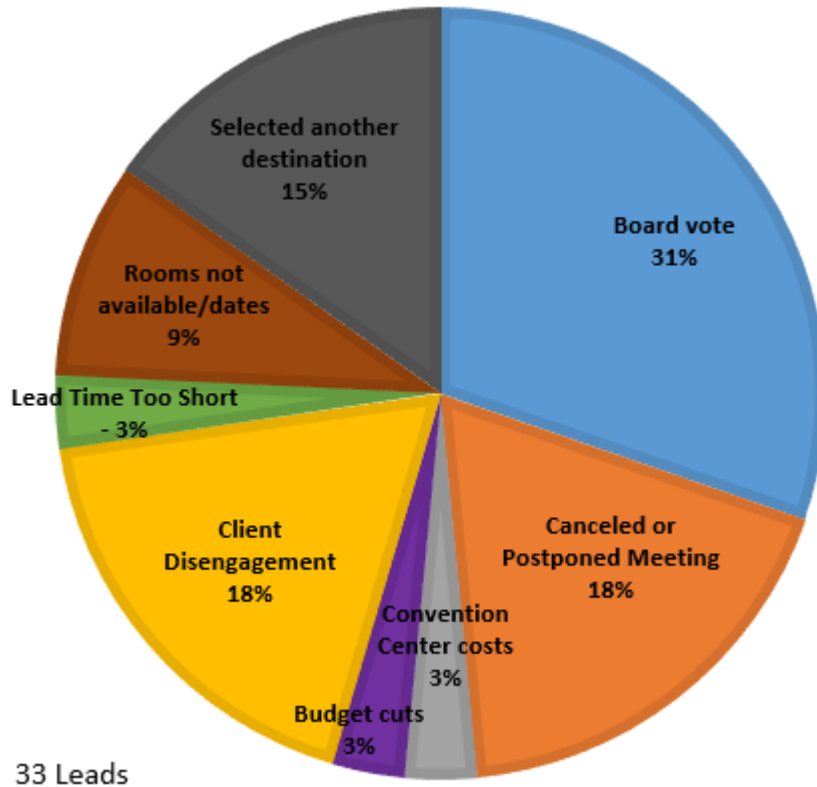


# Lost Business



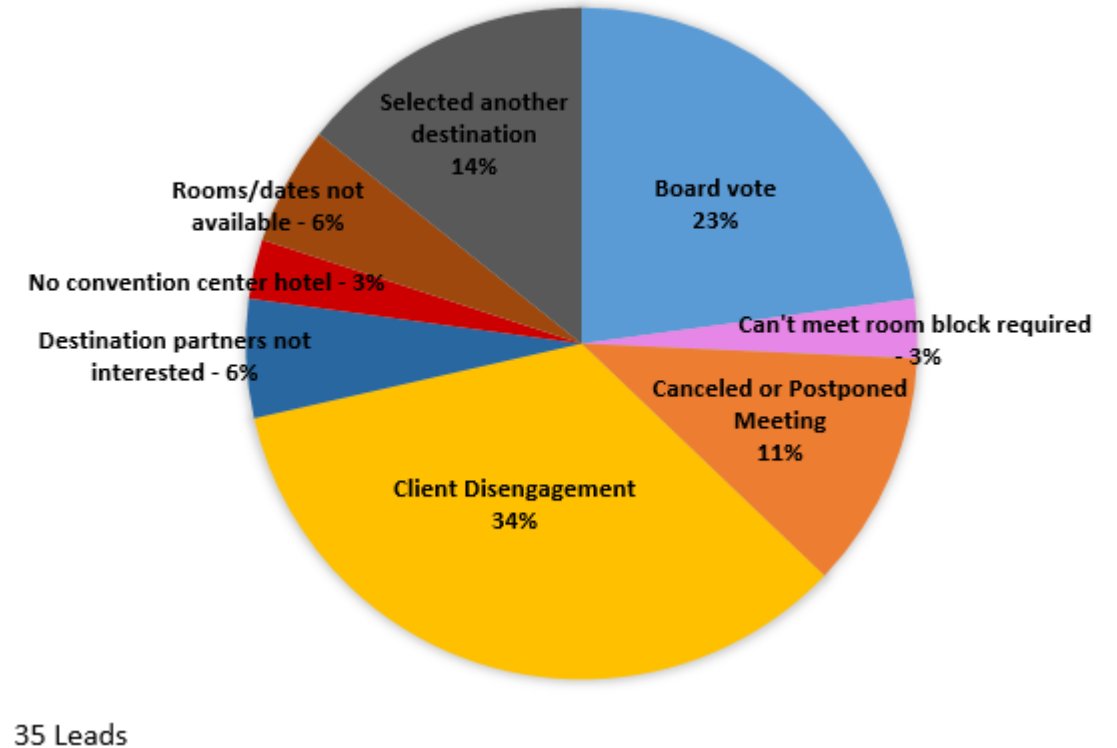
FY 2017

Oct-Jan



FY 2018

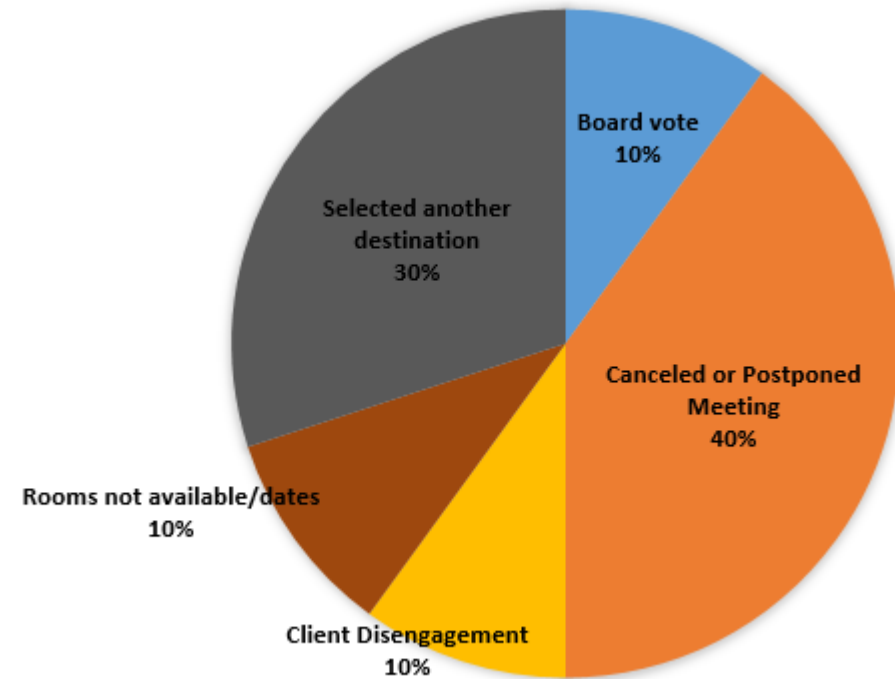
Oct-Jan



# Lost Business

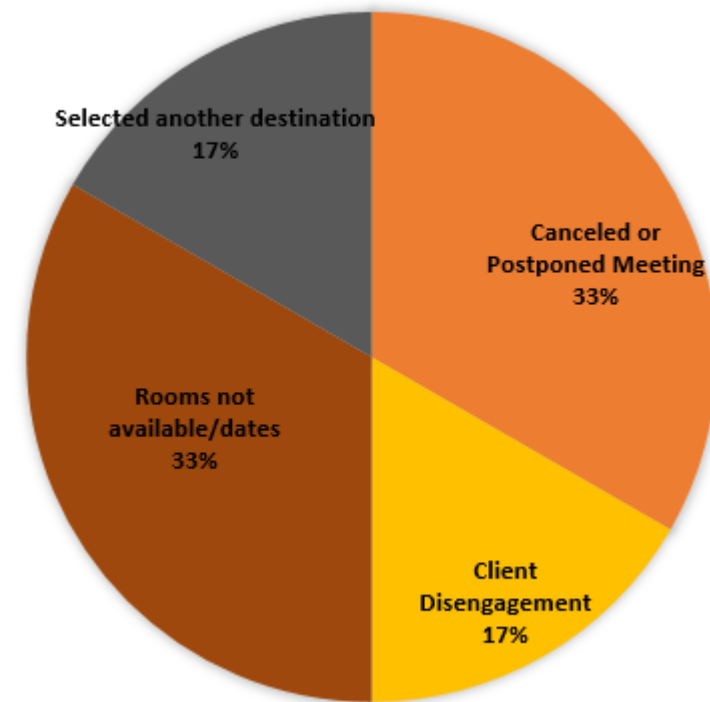


Jan 2017



10 Leads

Jan 2018



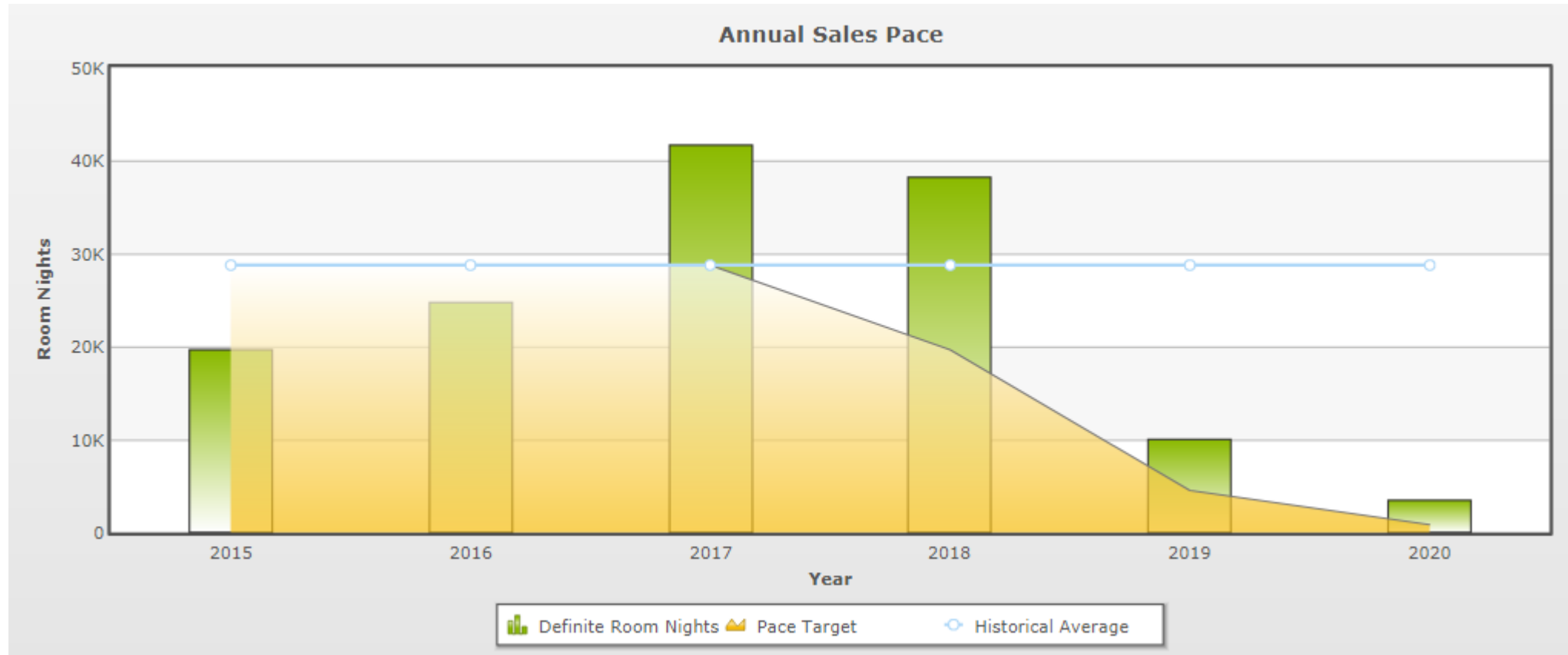
6 Leads

# 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



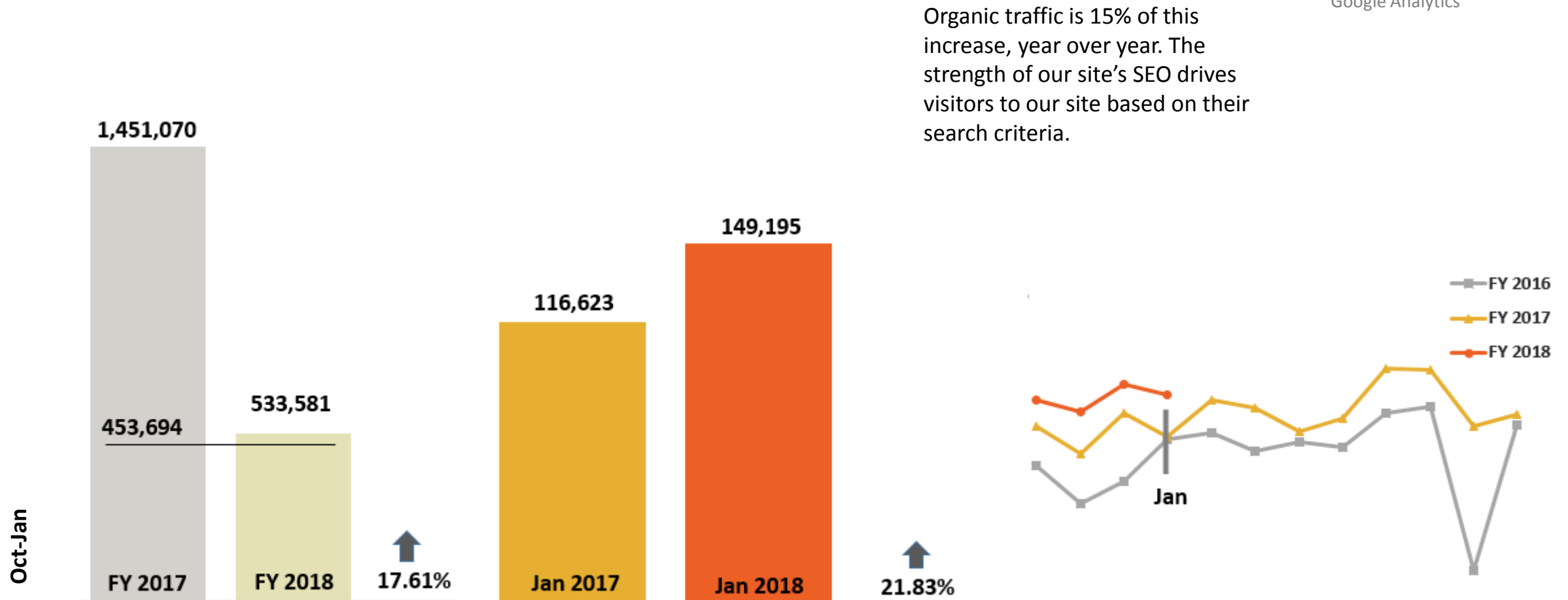
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# Google Analytics - Unique Visits



Google Analytics

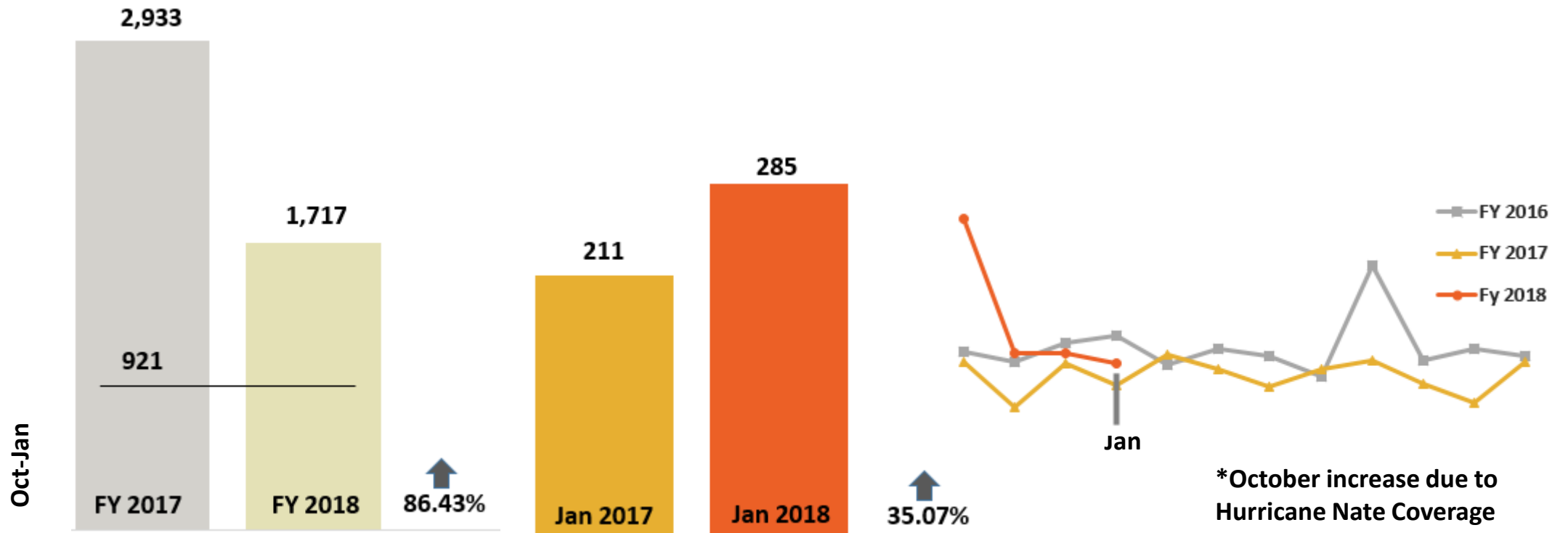


# Number of Articles



Critical Mention

Content Drivers:  
Affordability  
New CEO  
NASA + Stennis – Space Travel

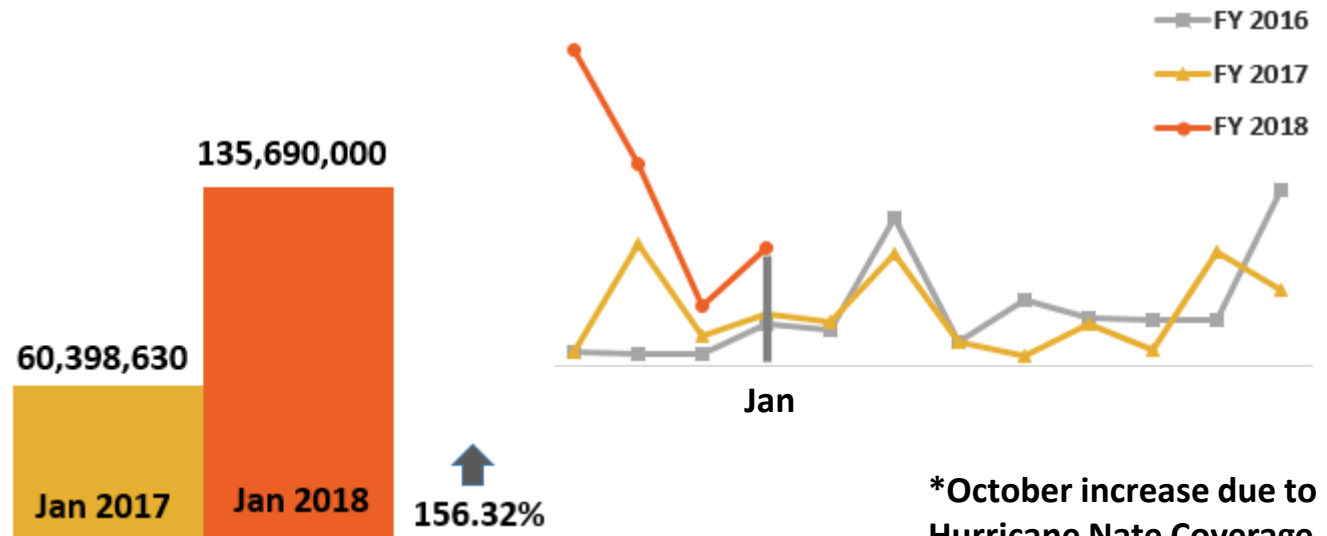
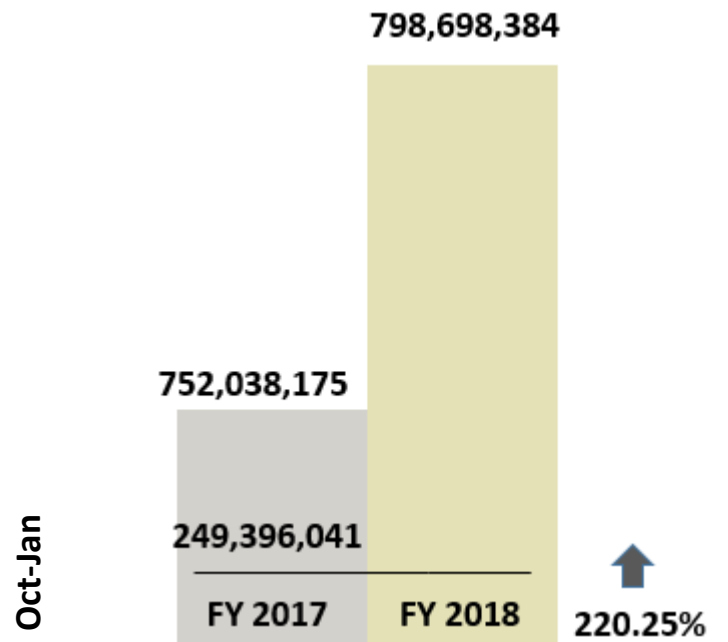


# Impressions



Critical Mention

Impressions include the number of people who might have had the opportunity to see our coverage online. Major drivers were: Huffington Post and Business Insider. These two garnered a potential 74 million impressions.



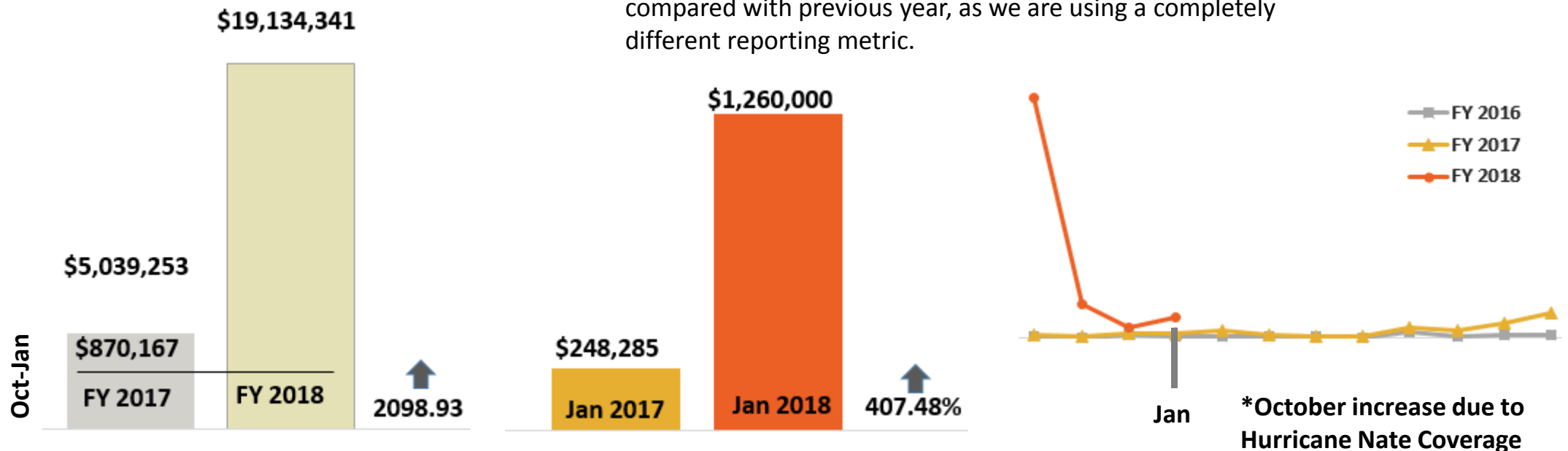
# Media Value



Critical Mention

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. we changed to a new provider, 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.

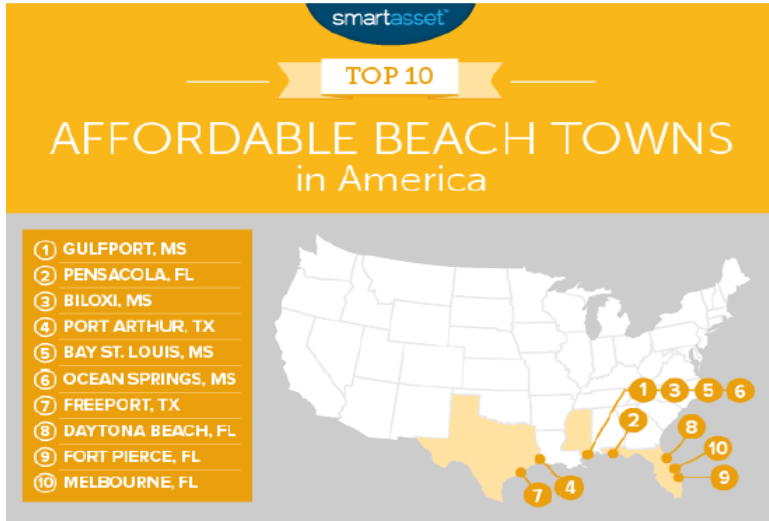






## The Most Affordable Beach Towns in 2018

Derek Miller | JAN 18, 2018



1. Gulfport, Mississippi

5. Bay St. Louis, Mississippi

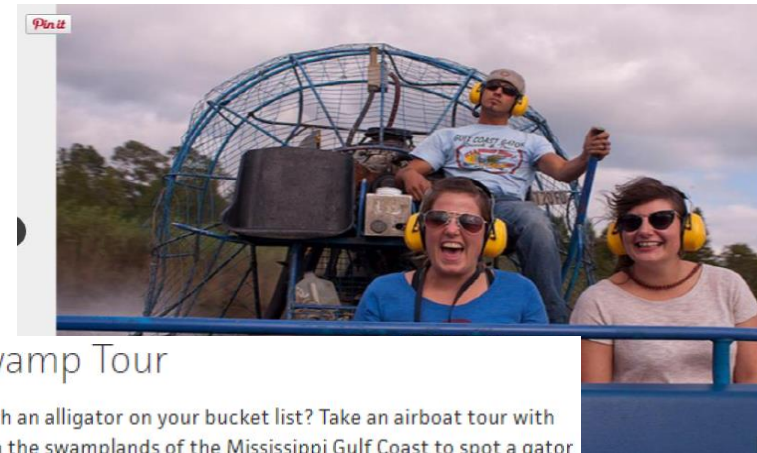
3. Biloxi, Mississippi

6. Ocean Springs, Mississippi



## 50 States of Bucket List Adventures

What's the one thing you must do in every state? From Florida to Alaska, here are our picks for once-in-a-lifetime experiences across the country.



### Mississippi: Swamp Tour

Is coming face-to-face with an alligator on your bucket list? Take an airboat tour with [Gulf Coast Gator Ranch](#) on the swamplands of the Mississippi Gulf Coast to spot a gator in their natural habitat.

# MEDIA COVERAGE

# FOOD & WINE

## The Most Romantic Restaurant in Every State



With **Valentine's Day** just around the corner, it's time to decide where you'll **make a reservation** for the most romantic evening of the year. With this list, you won't have to think too long—we've rounded up the most **romantic restaurants** in every state.

JILLIAN KRAMER

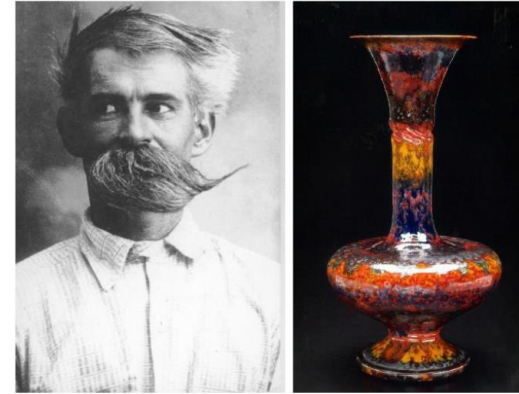


### The Chimneys, Gulfport, Mississippi

You could get lost in your lover's eyes—or you could get lost in the view from The Chimneys, which, set on the **Gulf of Mexico**, offers both views of the sea and of the ancient, moss-covered live oak trees that survived the worst of Hurricane Katrina.

# ART SY

## The Eccentric Mississippi Artist Who Pioneered American Ceramics



George E. Ohr, the so-called “Mad Potter of Biloxi,” was a wild, inventive ceramic artist in the late 19th and early 20th centuries—but his work was largely misunderstood during his time, and languished in a Mississippi garage.

# MEDIA COVERAGE

## 20 Beach Resorts That Cost \$150 or Less



### MARGARITAVILLE RESORT BILOXI

*Mississippi*

Located on the Gulf of Mexico, Biloxi is best-known for its casinos, but there's also plenty of beach to enjoy. Additional highlights include the Biloxi Lighthouse, and the Maritime and Seafood Industry Museum, which showcases (as the name indicates) exhibits about the local boatbuilding and seafood-processing industries. Biloxi's Margaritaville Resort is a family-friendly hotel that includes the largest entertainment complex on the Gulf Coast and a water park. In mid-October room prices drop to \$129 per night.

## ONLY IN YOUR STATE

The Results Are In... Here Are The Best Places To Live In Mississippi In 2018

### 9. Long Beach

As if being located right on the Gulf isn't awesome enough, Long Beach residents enjoy a low unemployment rate, high salaries, and a student teacher ratio of 12:1, which is the lowest in the state.



### 4. Ocean Springs

Though high salaries and a low crime rate are major pluses, that's not all residents of this coastal town have to brag about. Dubbed a "cultural community," Ocean Springs features an incredible arts scene and lots of ethnic eateries.

## MEDIA COVERAGE



## 10 Historic Grand Hotels in the South

Jan 22, 2018 by Stefanie Waldek

### 6. The White House Hotel, Biloxi, Mississippi



Founded in the 1890s by Gulf Coast lawyer Walter White (no, he was not the inspiration for the fictional character from "Breaking Bad") and his wife Cora, the White House Hotel in Biloxi had humble beginnings as a boarding house. Mrs. White's prowess as a proprietress had guests flocking to her home, which she soon expanded into a proper hotel. It quickly became one of the prime resorts along the Gulf Coast. Today it has 76 guest rooms, an outdoor pool, a gym, and a restaurant and bar popular with both guests and locals.

## ONLY IN YOUR STATE

Fill Up On Hearty, Home-Cooked Meat And Threes At These 10 Mississippi Restaurants

### 7. Nana J's Soulful Kitchen (6512 Washington Ave., Ocean Springs)



Though this Ocean Springs eatery technically doesn't offer meat-and-threes (you get two sides), it's a must mention. Between the fresh, homemade fare and hearty portions, you won't miss that third side.

## MEDIA COVERAGE

# Social Media Metrics

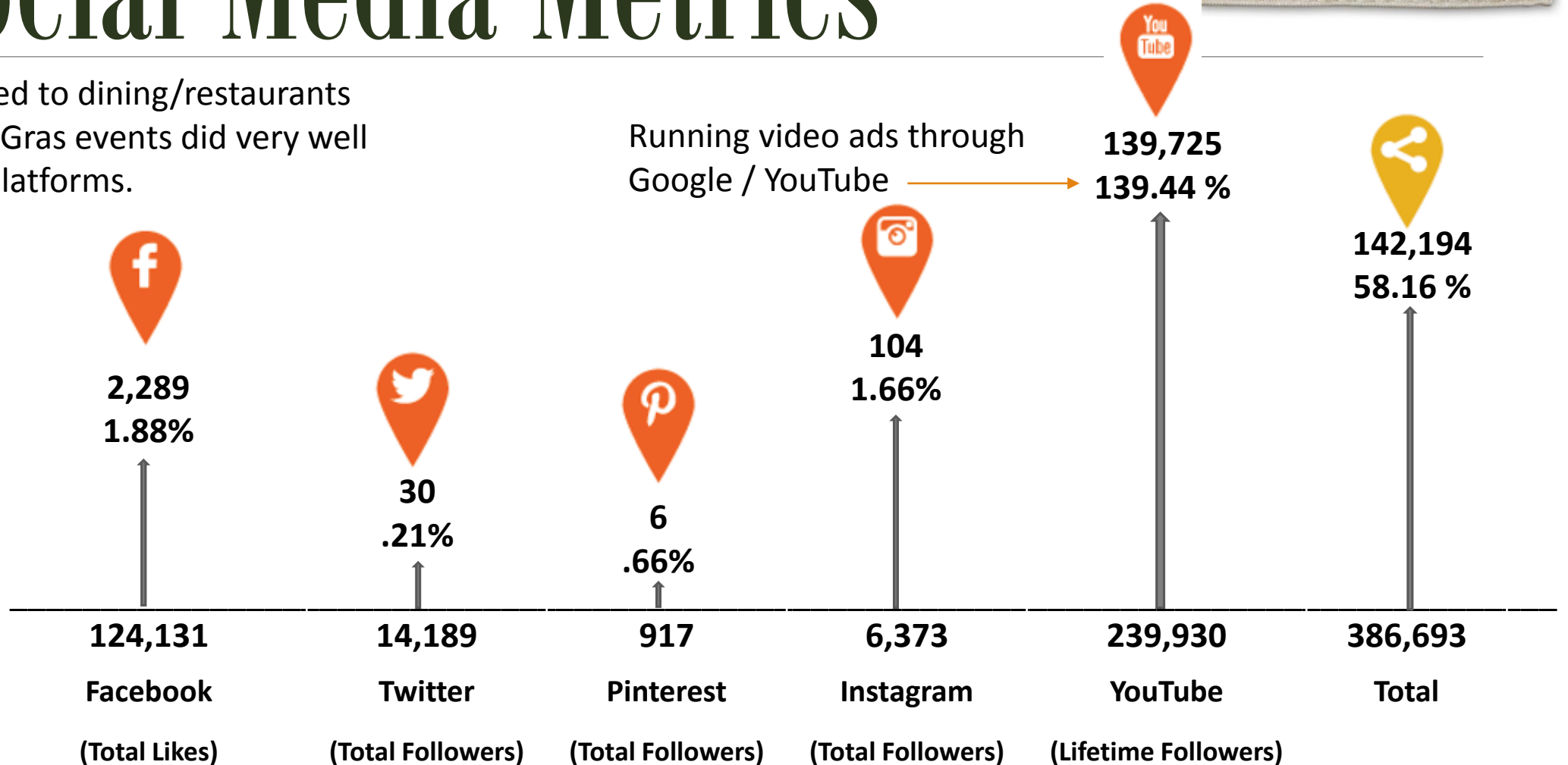


Posts related to dining/restaurants and Mardi Gras events did very well across all platforms.

Running video ads through Google / YouTube


Monthly Increase

January 2017



**Visit Mississippi Gulf Coast**  
Published by Wiley Anderson [?] · January 24 at 7:36pm · 🌐

If you haven't lived near the beach, it's a game changer. If you're ready to start the next chapter and live somewhere warm and sunny, three of the 10 cities where you can do that at a bargain are right here on the Coast!  
#MSCoastLife Inman News Inman Connect



10 cities where you can live by the beach for a bargain

SmartAsset, a fintech company that offers personal finance advice, recently published its

INMAN.COM

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

👤 139,696 people reached

Boost Post

👍❤️😂 Bruce Zenon, Patricia Bray and 1.8K others

80 Comments 350 Shares

👍 Like

💬 Comment

➦ Share

🌐

**Performance for Your Post**

139,696

People Reached

2,592

Reactions, Comments & Shares

1,897

Like

1,730

On Post

167

On Shares

119

Love

99

On Post

20

On Shares

7

Haha

4

On Post

3

On Shares

21

Wow

16

On Post

5

On Shares

1

Angry

1

On Post

0

On Shares

192

Comments

111

On Post

81

On Shares

356

Shares

350

On Post

6

On Shares

11,045

Post Clicks

0

Photo Views

9,560

Link Clicks

1,485

Other Clicks

NEGATIVE FEEDBACK

26

Hide Post

9

Hide All Posts


1

Report as Spam

1

Unlike Page

Insights activity is reported in the Pacific time zone. Ads activity is reported in the time zone of your ad account.



**Visit MS Gulf Coast** @VisitMSCoast  
Life on the MS Gulf Coast just got even cooler, as a man in the Kiln is now running Mississippi's only legal whiskey distillery!  
<http://bit.ly/2CUrW1x> #MSCoastLife @WLOX  
[pic.twitter.com/IdOgWpoaCo](http://pic.twitter.com/IdOgWpoaCo)

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

Get started

visitmscoast  
Bay Saint Louis, Mississippi

visitmscoast Don't we live in amazing place? #MSCoastLife 📷: @jennylynnh

visitmscoast #baystlouis #visitms #visitmscoast #msgulfcoast #scenicview #picturesqueview

jennylynnh Yes indeed ! Thanks for sharing 🍷

sweetmagnoliagelato ☐☐

👍💬

346 likes

4 DAYS AGO

Add a comment...

...

Impressions

5,094

Total engagements

141

Media engagements

42

Link clicks

38

Likes

28

Retweets

13

Hashtag clicks

9

Detail expands

7

Profile clicks

4

# SOCIAL MEDIA