



# Visit Mississippi Gulf Coast

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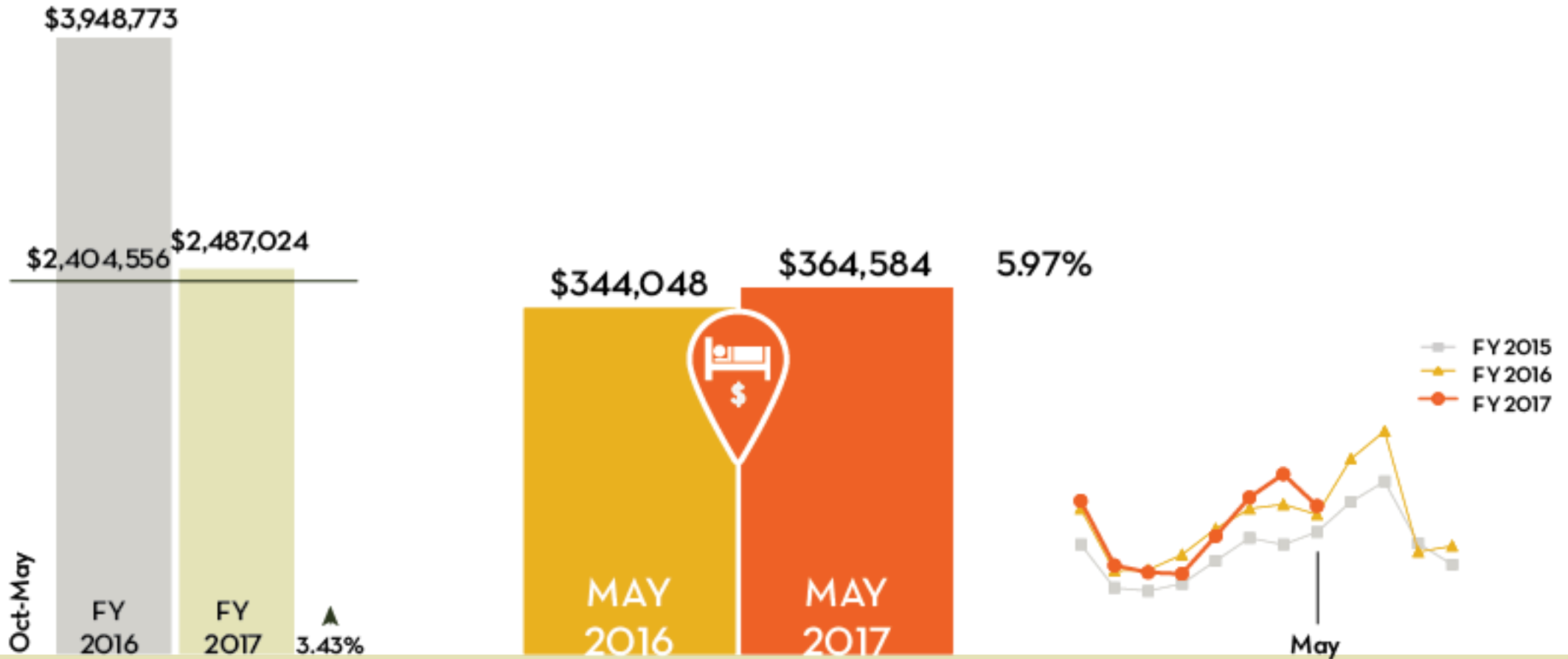
**KEY PERFORMANCE INDICATORS**

**JULY 2017**

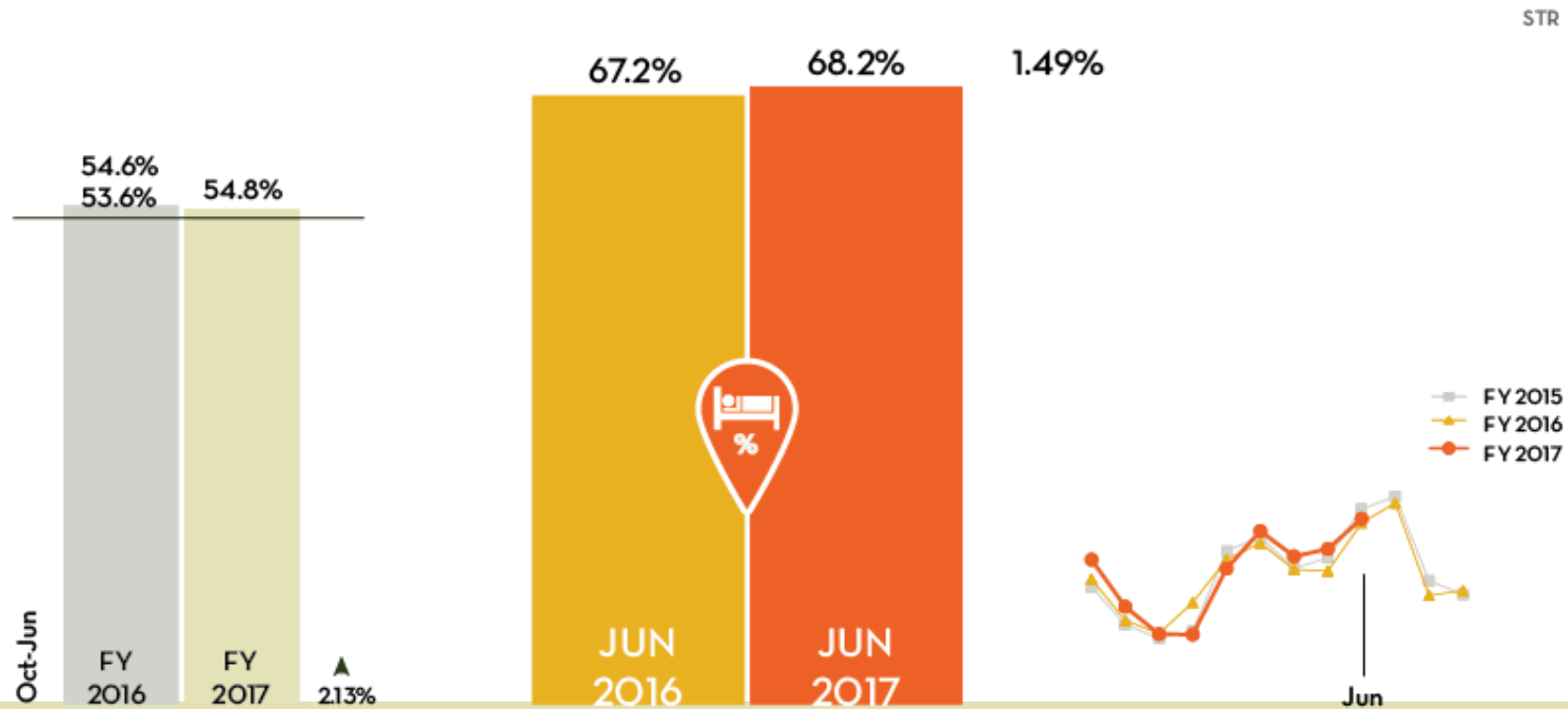
# Occupancy Tax Receipts



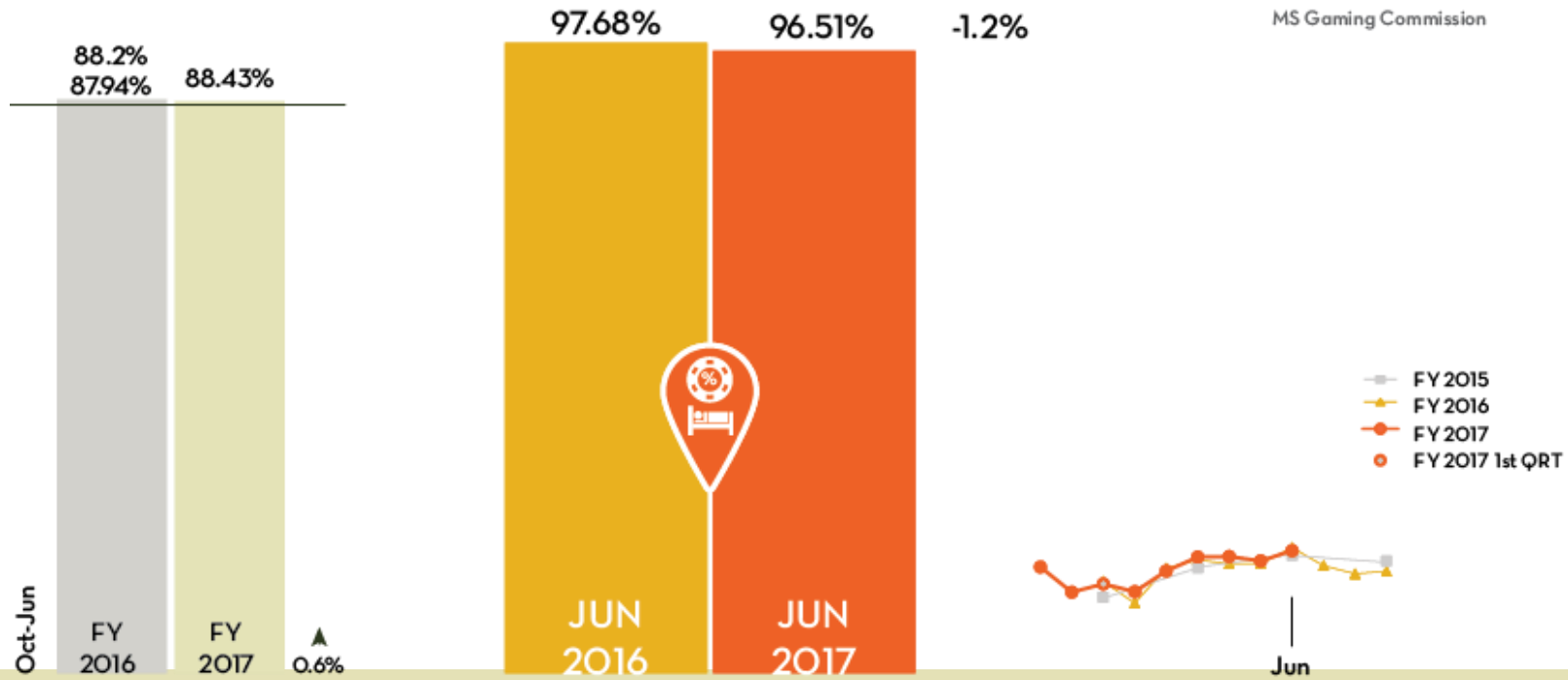
MS Department of Revenue



# Non-Casino Occupancy



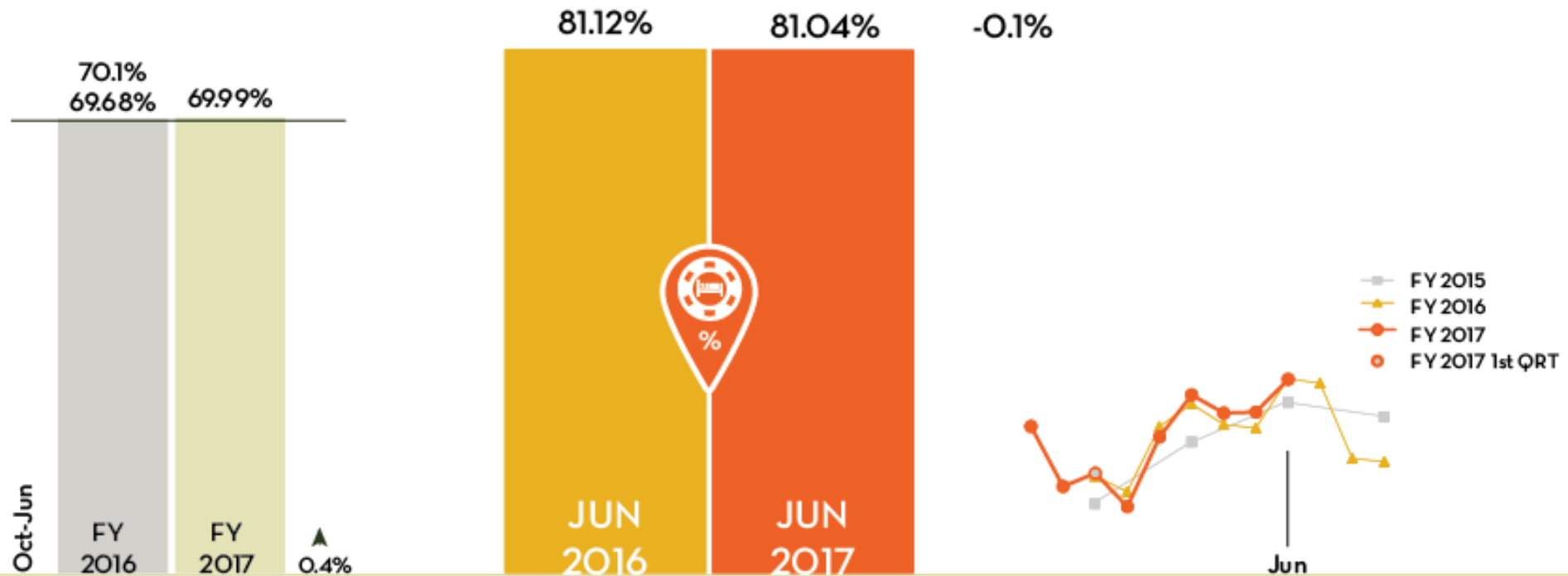
# Casino Occupancy



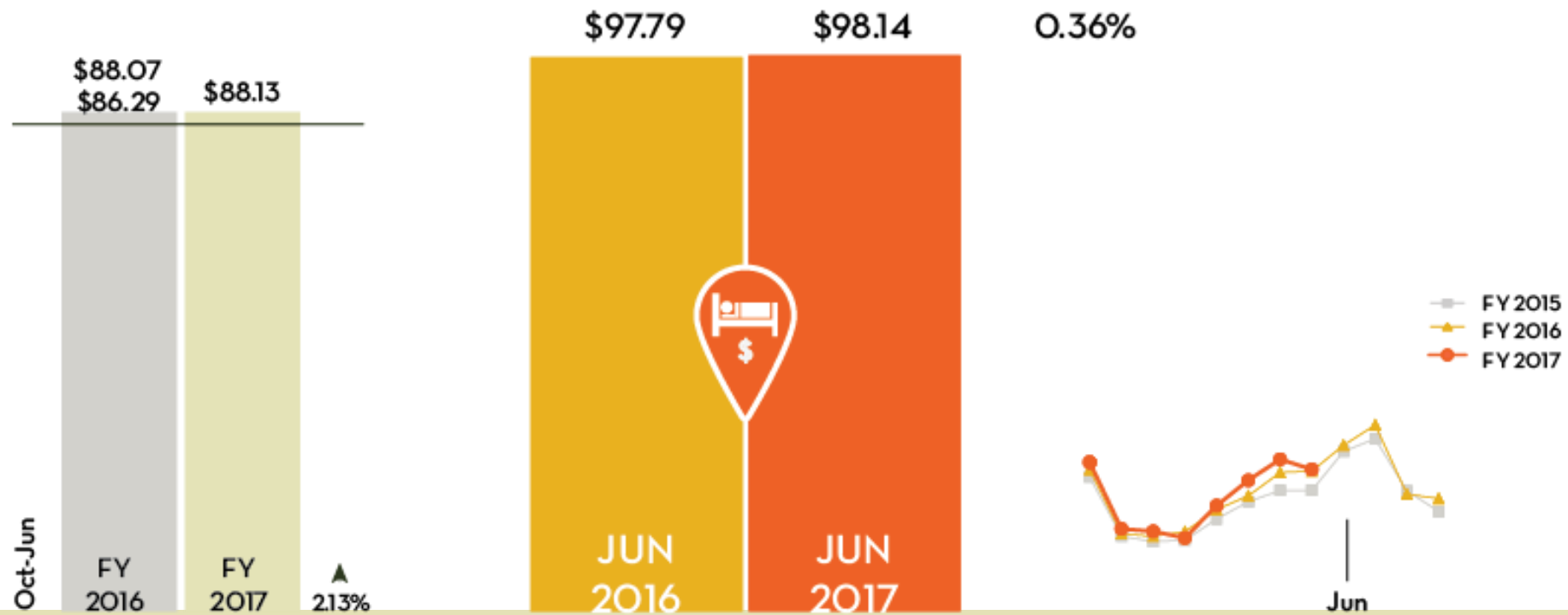
# All Occupancy



STR & MSGC



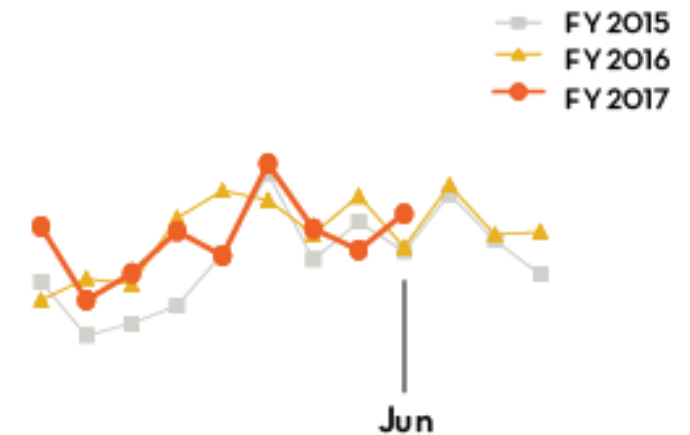
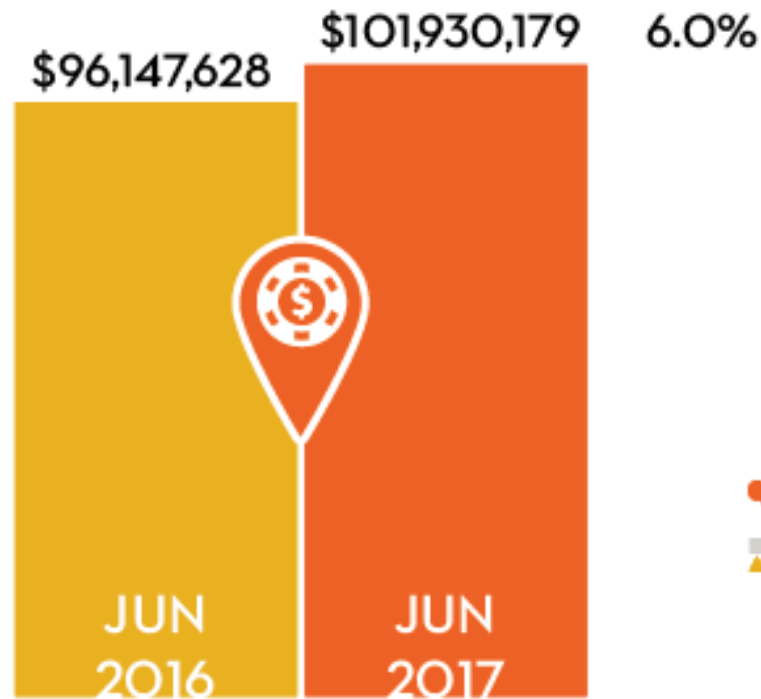
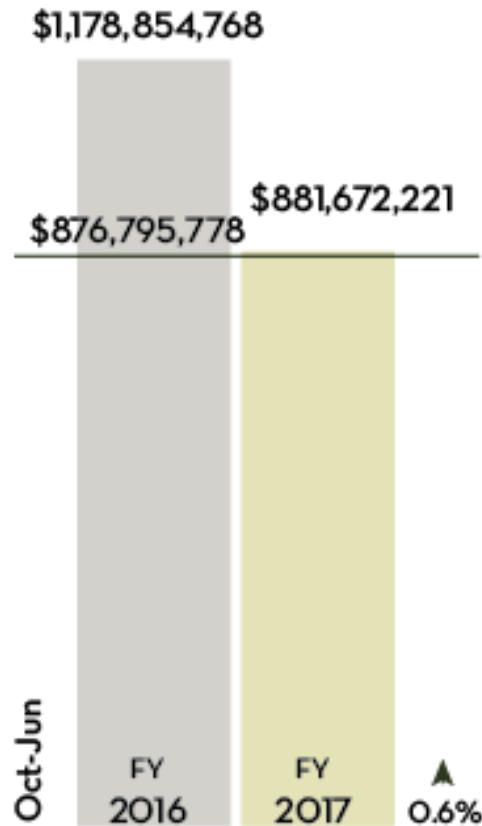
# Non-Casino ADR



# Gaming Revenue



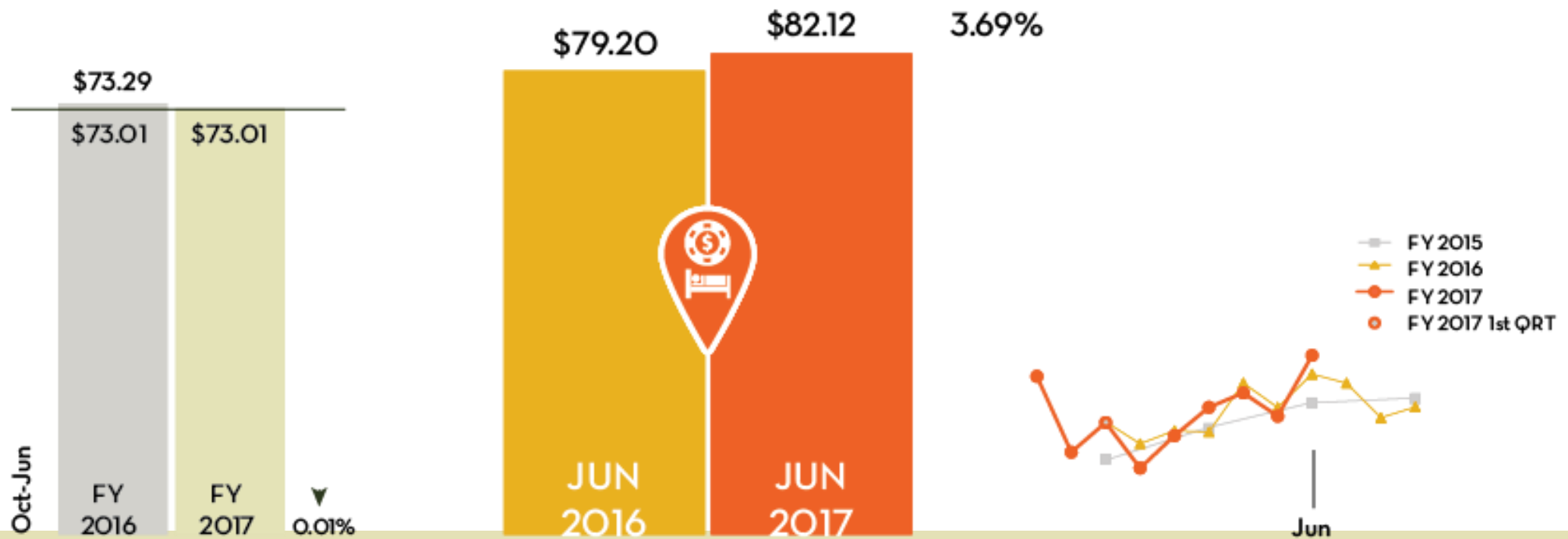
MS Gaming Commission



# Casino ADR

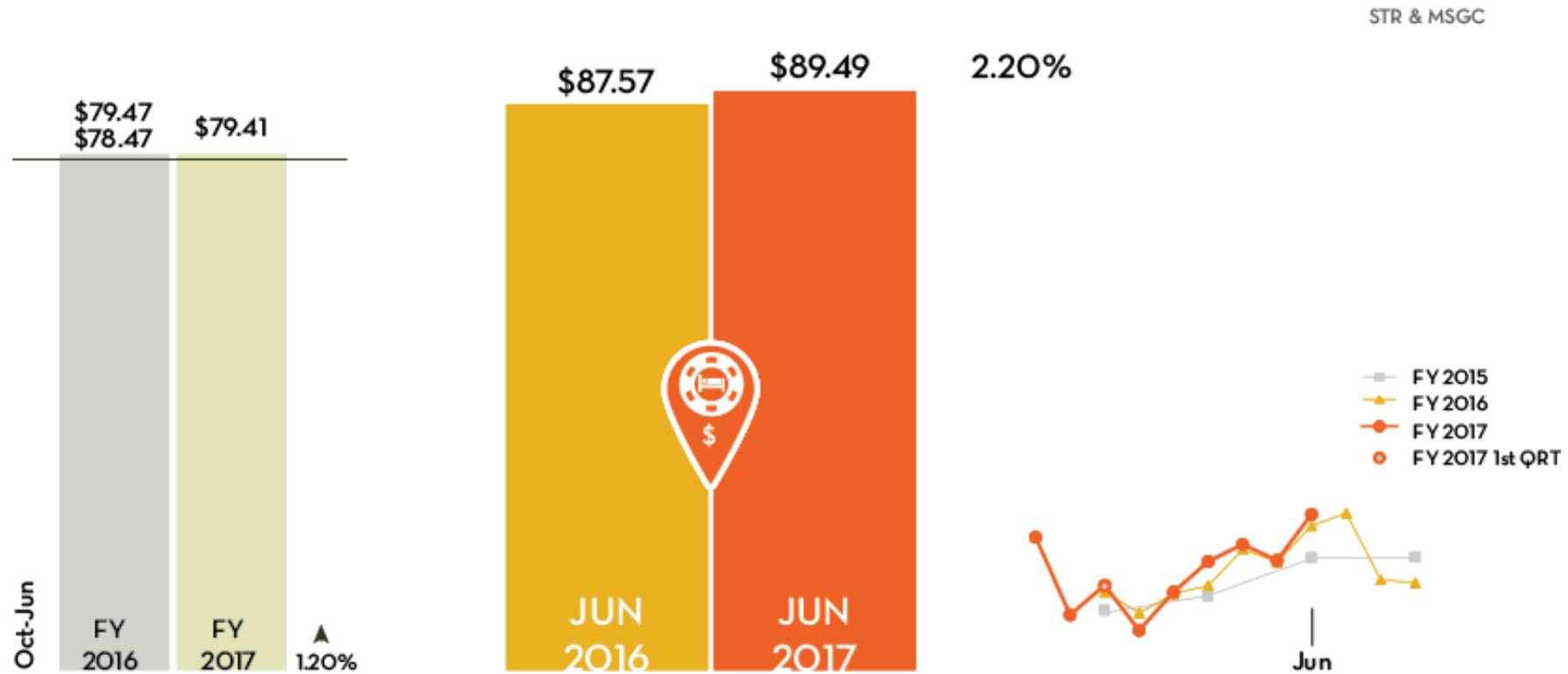


MS Gaming Commission

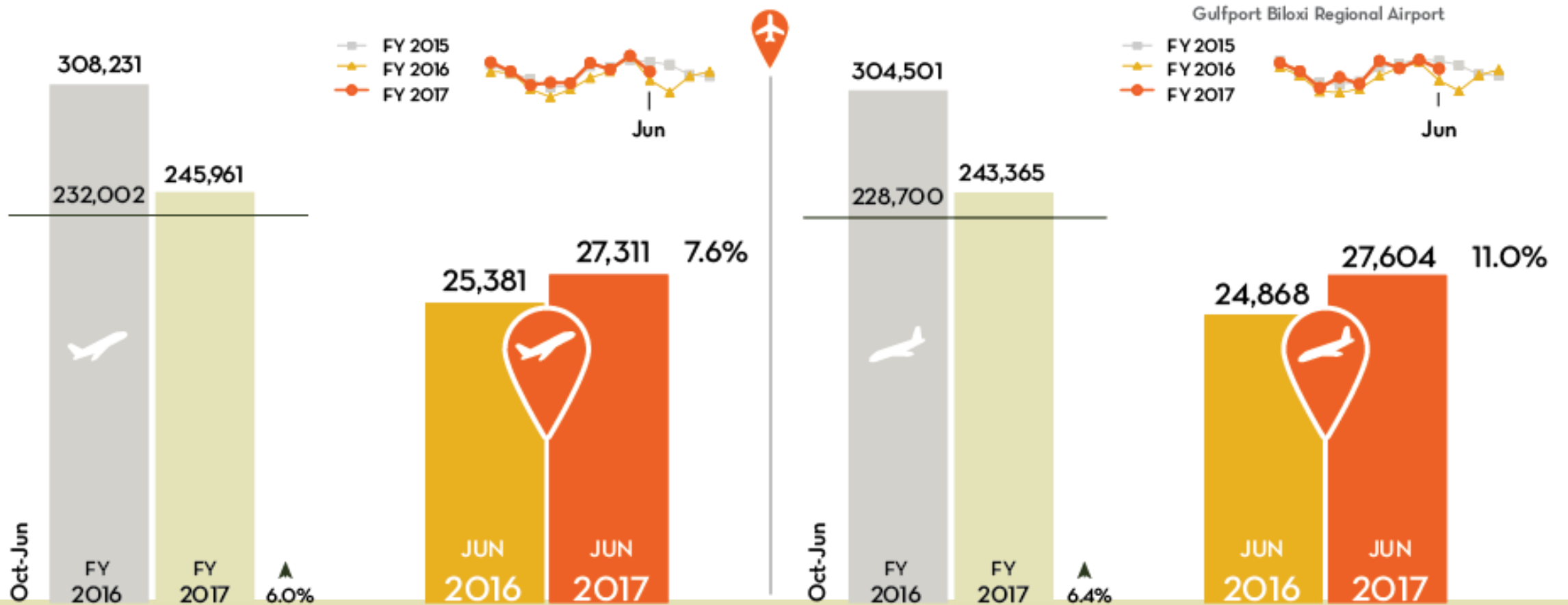




# All ADR



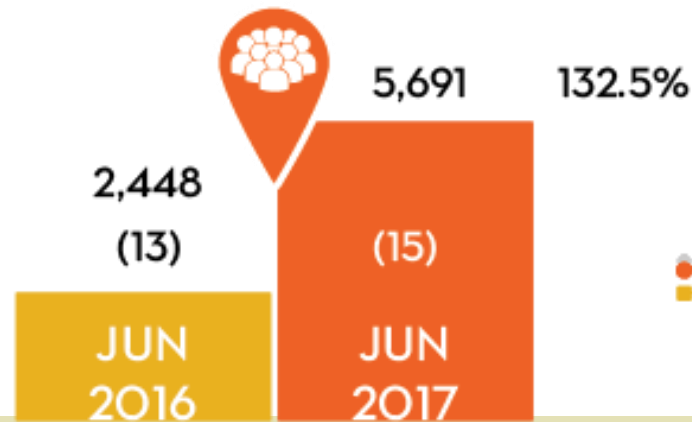
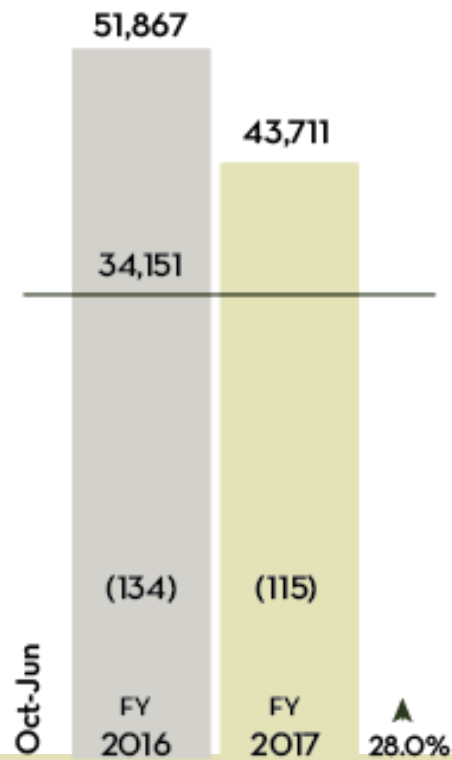
# Airport



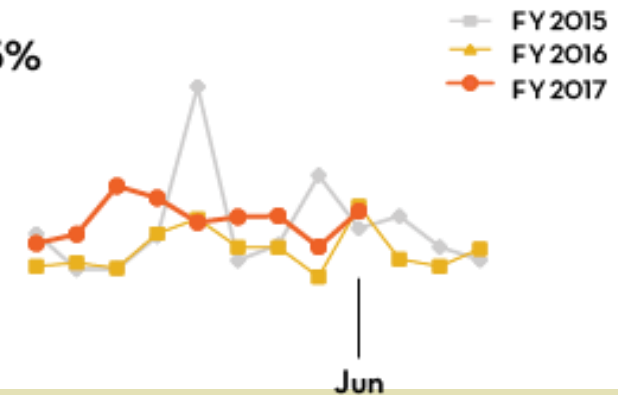
# Definite Bookings



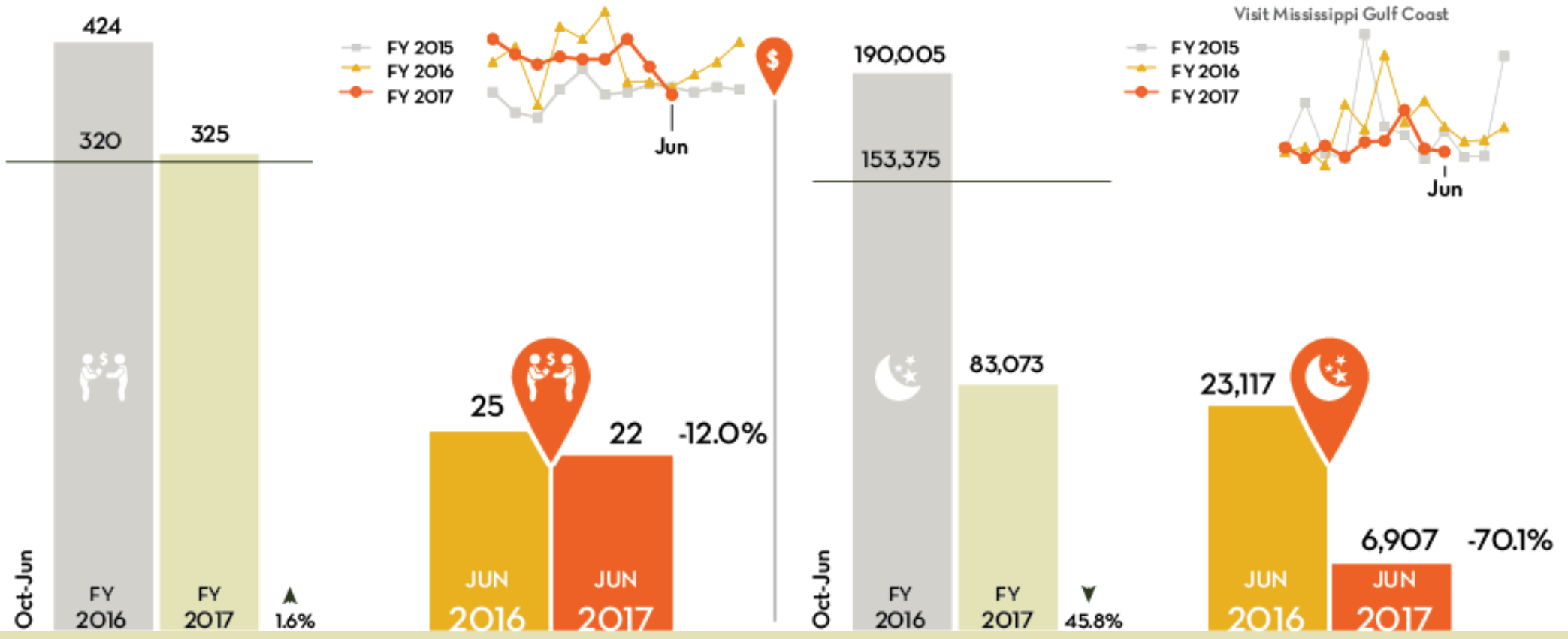
Room Nights/(Groups)



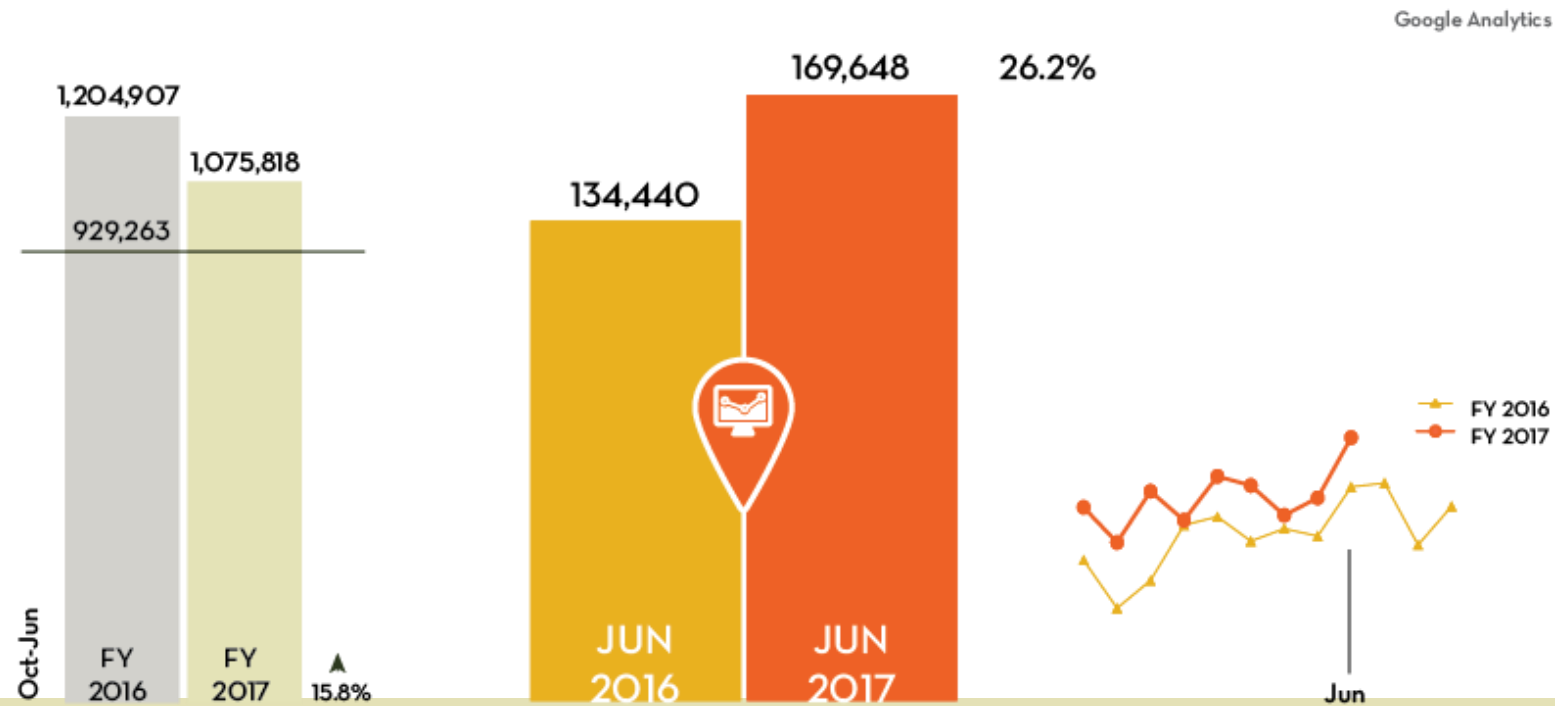
Visit Mississippi Gulf Coast



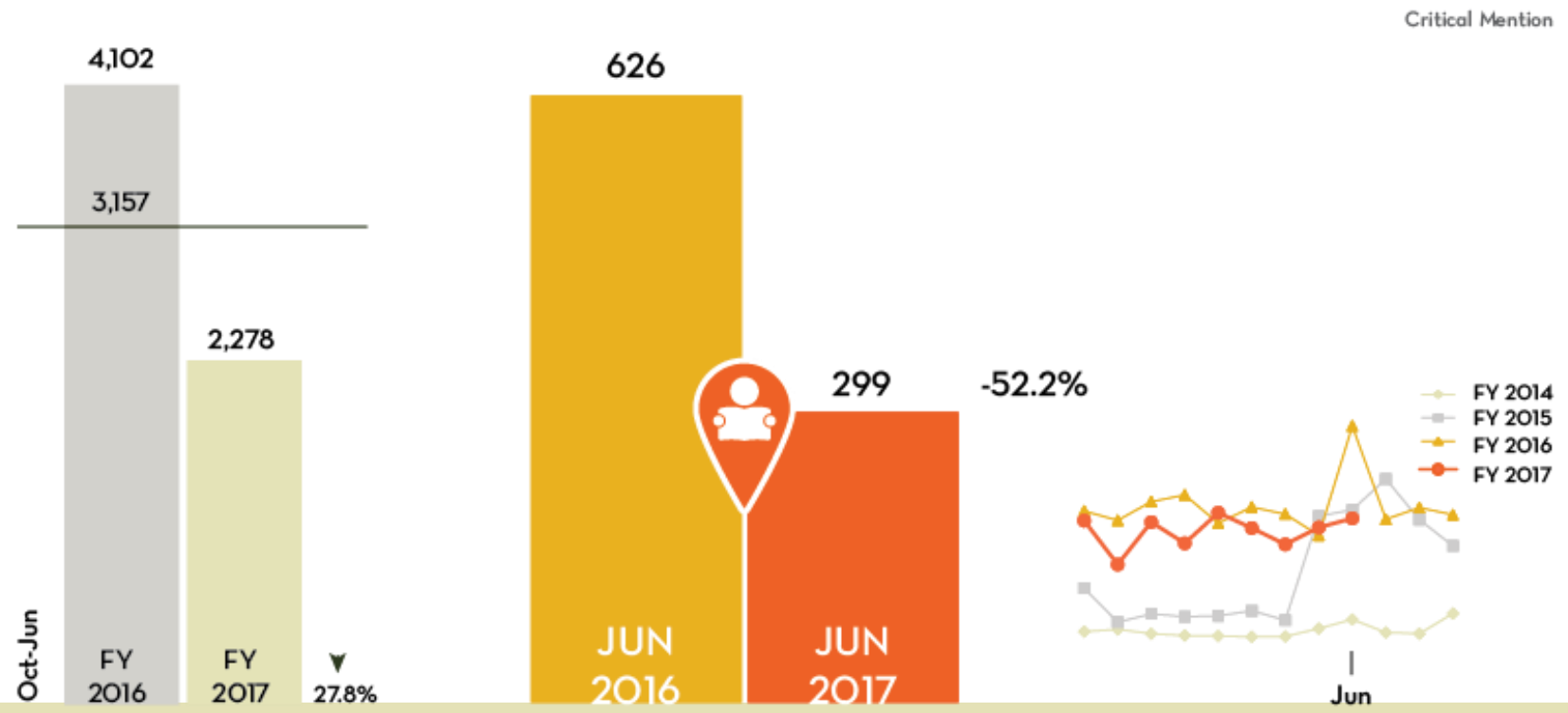
# Leads Issued & Potential Room Nights



# Google Analytics - Unique Visits



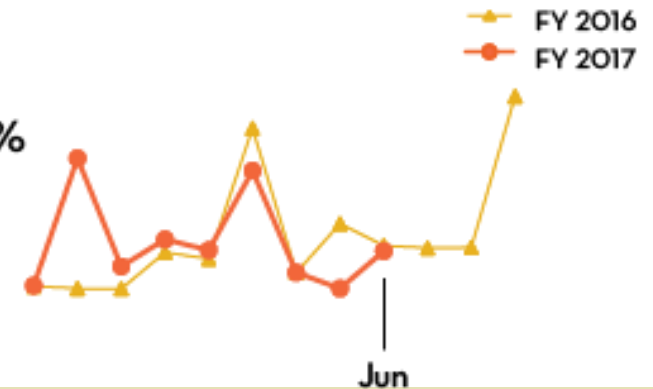
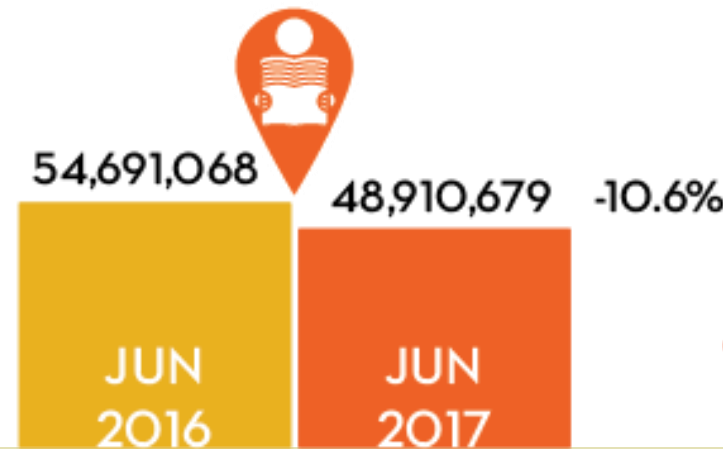
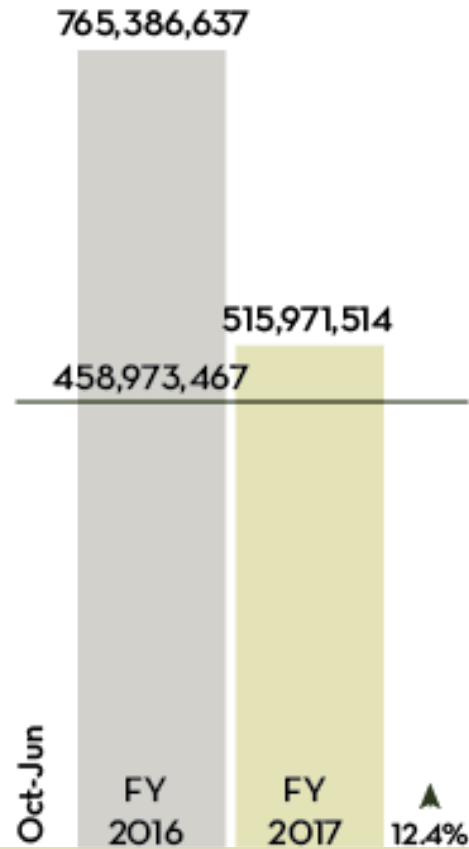
# Number of Articles



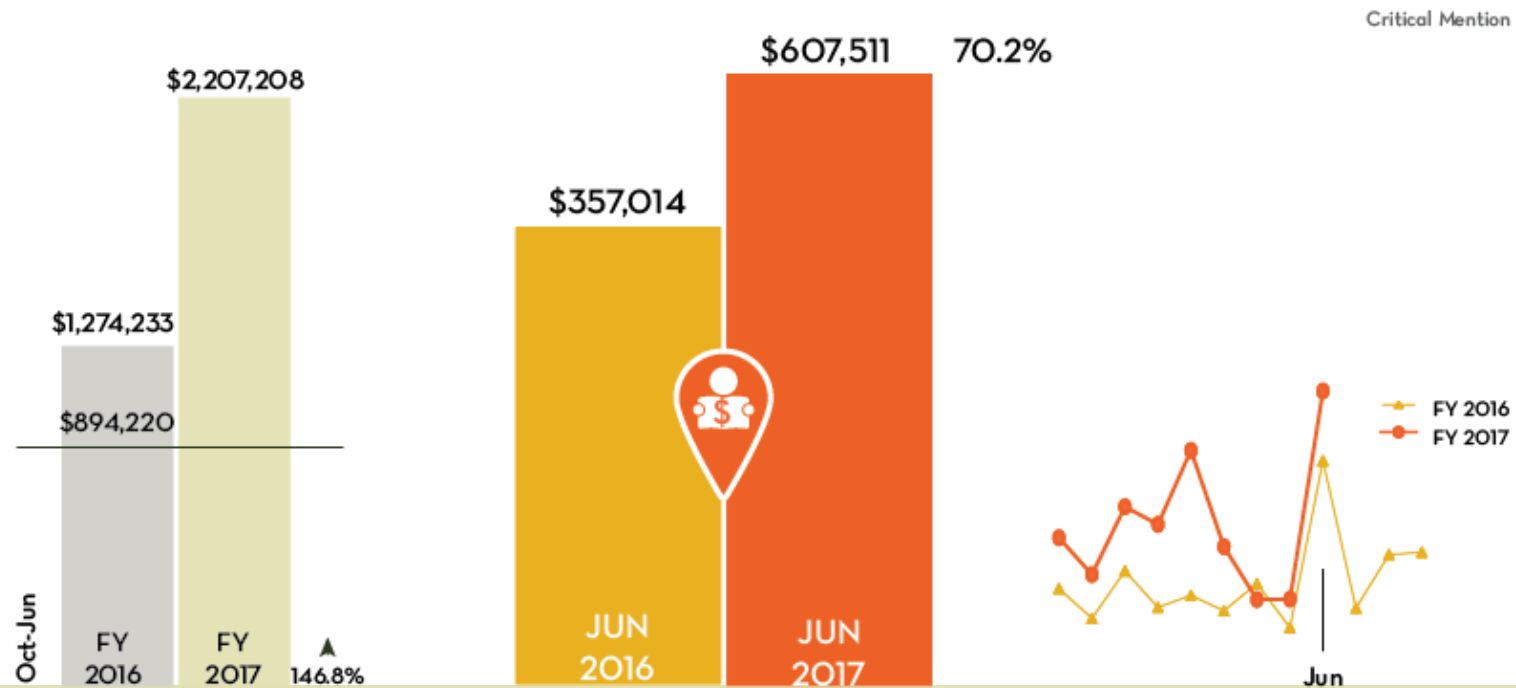
# Impressions



Critical Mention



# Media Value





## A Summer Road Trip Along the Mississippi Gulf Coast

JUNE 12, 2017 11:02 AM  
by ANNE RODRIQUE-JONES

Here, a few splendid towns along the Mississippi Gulf Coast.



Bay St. Louis Harbor at sunset  
Photo: Courtesy of Ellis Anderson



Bay St. Louis

## Visit Mississippi Gulf Coast's Craig Mackay Is a "Future Game Changer"

By Matt Swenson, June 15, 2017



What Craig Mackay, sports development manager at Visit Mississippi Gulf Coast, may lack in experience, he makes up for with enthusiasm. Perhaps that's what makes the 28-year-old a perfect fit for the role, which he assumed in November 2015. As Mackay further grows into the role, the destination will continue to develop its reputation as an ideal host for sports events.

Mackay is "a breath of fresh air, to be honest," says Jon Schmieder, president and CEO of Huddle Up Group.

Such high praise is made more impressive in context.

# MEDIA COVERAGE

# southern Flair

Southern Fashion. Louisiana Lifestyle. Local Love.

TRAVEL

## A Weekend Travel Guide To The Mississippi Gulf Coast

WEDNESDAY, JUN 28TH, 2017

*Today, I'm sharing how to make the most of a weekend getaway to the Mississippi Gulf Coast. If you're looking for a place to visit just a short drive away, here's where to stay, what to see, eat, drink and do! And be sure to tell me your favorite things to do in the comments!*



YouTube



Redfish in the Marsh kayak fishing Pascagoula Mississippi



30milesOut

✓ Subscribed 29K

4,246 views

+ Add to Share More

215 1

# MEDIA COVERAGE



## 10 Beaches With No Bridges

Bridges make it easy to reach the beach, but a bridge also brings a gazillion cars, a gazillion people, chain restaurants and go-cart tracks. If that's not your thing, we can both agree that the best beaches are the ones you can only reach by boat. Here are 10 beaches where you'll never have to fight for a parking space.



### Cat Island, Mississippi

Cat Island has white sandy beaches, marshes, a coastal forest of slash pines and live oaks, and no commercial development. Swim, fish, hike the nature trails and listen to the sounds of an island uninterrupted by human noise. Despite the name, there are no cats on the island. When perpetually confused Spanish explorers showed up there 500 years ago, they thought the raccoons they saw were cats. So, Cat Island.

# Marlin

## On the Docks at the MGCBC

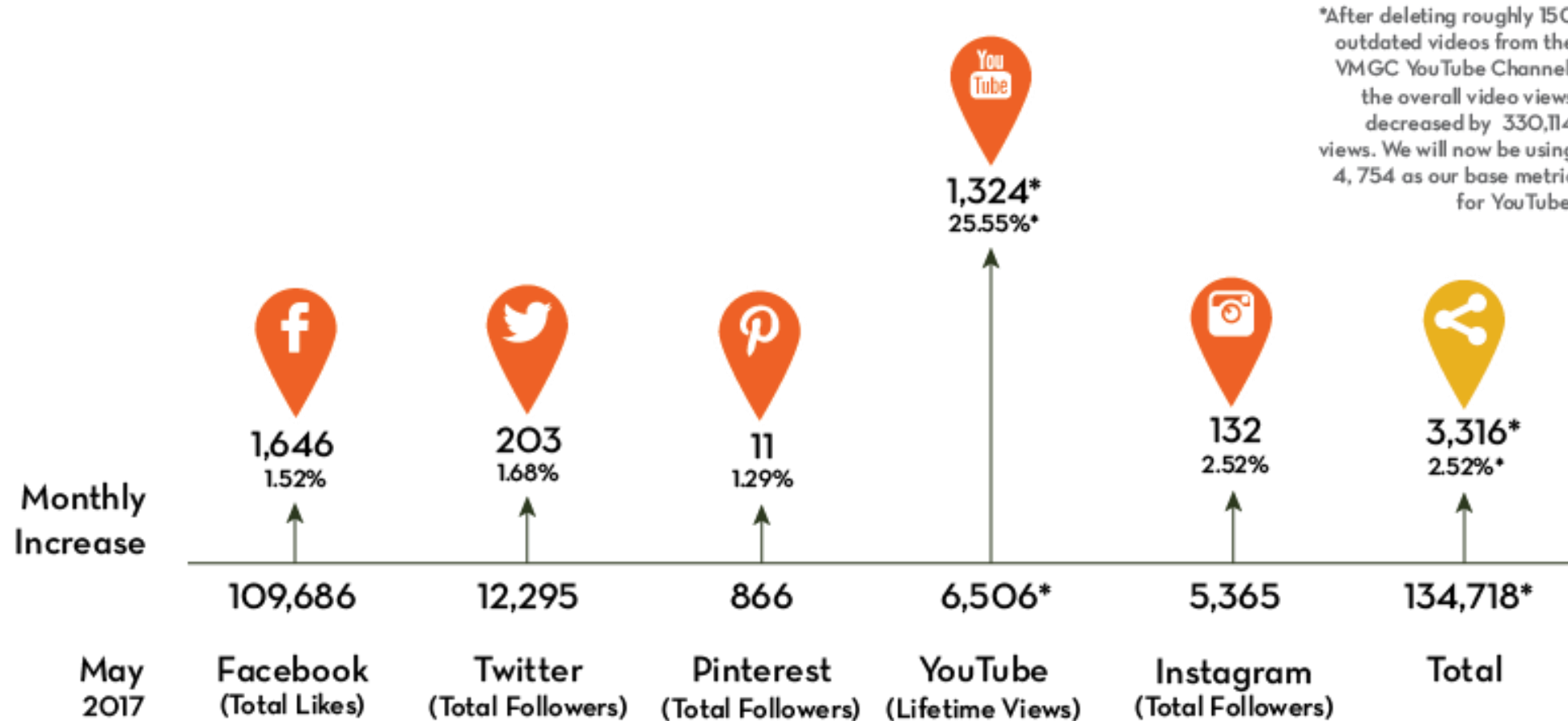
*Biloxi's biggest sport-fishing tournament sets new records this year*

BY SAM WHITE / JUNE 16, 2017

The 2017 Mississippi Gulf Coast Billfish Classic was a record-setter in several ways. It hosted the largest participating fleet in the event's 22-year history at 120 boats. The payout also hit record numbers, with a total prize purse of over \$2 million available to the winning teams. A forecast of beautiful weather certainly helped, as teams from across the Gulf of Mexico descended upon Biloxi, Mississippi for their shot at a share of the cash. Enjoy this "on the docks" photo tour of the tournament through the eyes of photographer Fred Salinas.

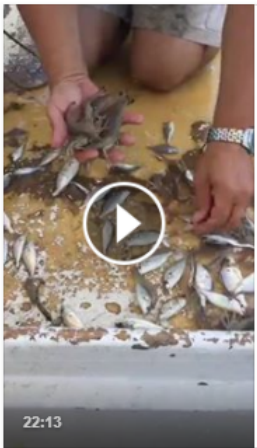
# MEDIA COVERAGE

# Social Media Metrics



**Visit Mississippi Gulf Coast** was live.  
Published by [Tori Ward](#) · June 7 at 10:55am · 🌐


Pulling up the shrimp net on the [Biloxi Shrimping Trip](#) and learning all about Gulf Coast sea life on opening day of shrimp season! 🍤 #MSCoastLife



22:13

✔️ **Get More Likes, Comments and Shares**  
Boost this post for \$20 to reach up to 7,400 people.

46,773 people reached **Boost Post**

👍❤️😮 220 42 Comments 70 Shares 

👍 Like   🗨 Comment   ➦ Share

**46,773** People Reached

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**10,879** Video Views

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**610** Reactions, Comments & Shares

<b>389</b> 👍 Like	<b>273</b> 📄 On Post	<b>116</b> 📄 On Shares
<b>50</b> ❤️ Love	<b>36</b> 📄 On Post	<b>14</b> 📄 On Shares
<b>11</b> 😂 Haha	<b>11</b> 📄 On Post	<b>0</b> 📄 On Shares
<b>21</b> 😮 Wow	<b>21</b> 📄 On Post	<b>0</b> 📄 On Shares
<b>6</b> 😞 Sad	<b>6</b> 📄 On Post	<b>0</b> 📄 On Shares
<b>1</b> 😡 Angry	<b>1</b> 📄 On Post	<b>0</b> 📄 On Shares
<b>74</b> Comments	<b>56</b> 📄 On Post	<b>18</b> 📄 On Shares
<b>75</b> Shares	<b>70</b> 📄 On Post	<b>5</b> 📄 On Shares

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**3,252** Post Clicks

<b>465</b> Clicks to Play 🎵	<b>0</b> Link Clicks	<b>2,787</b> Other Clicks 🎯
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**Visit MS Gulf Coast** @VisitMSCoast  
Check out these 10 reasons why the Mississippi Gulf Coast should be your next gambling getaway! #MSCoastLife  
<http://buff.ly/2tPkI9N>  
<pic.twitter.com/EiUjOudbHe>

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

**Get started**



**visitmscoast**  
Biloxi, Mississippi

visitmscoast It doesn't get much more beautiful than the Biloxi Schooner at sunset! 🌅 #MSCoastLife  
📸: @jasawyer\_imaging

visitmscoast #VisitMS #Mississippi #travel #instatravel #wanderlust #travelgram #BiloxiSchooner #sailing #BiloxiMS #SouthMississippi #DiscoverMississippi #SETourism #TravelSouth #MississippiLife #CoastalLiving #MySouthernLiving #OnlyInMississippi

lizbarlow So beautiful

itsmyview Gorgeous!!

visitmscoast @lizbarlow @itsmyview We couldn't agree more!

gotogulfcoast Perfect!

jasawyer\_imaging @visitmscoast Thank

📄 480 likes

**Impressions** 2,642

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**Total engagements** 110

Media engagements	68
Link clicks	11
Detail expands	8
Profile clicks	7
Likes	6
Hashtag clicks	6
Retweets	3
Follows	1

# SOCIAL MEDIA



Splash



HOME



**More than 1500 Downloads!**

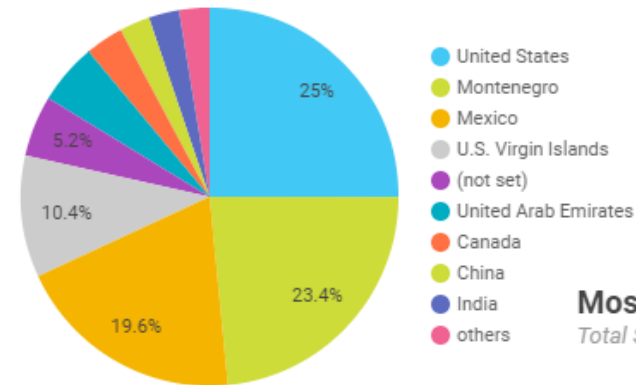


# MY GULF COAST METRICS

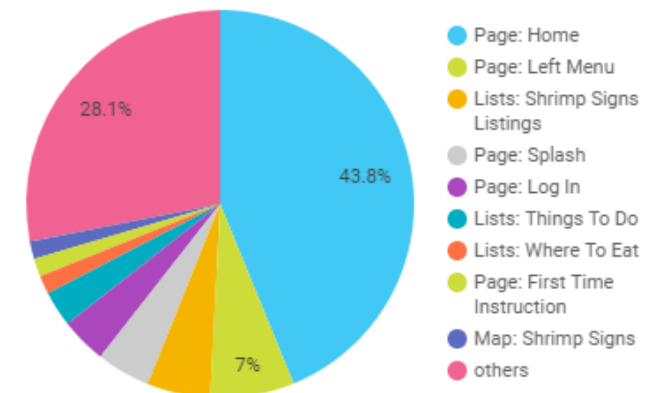
## June 2017

<b>Total users</b>	1,535
<b>New users (June)</b>	703
<b>Total sessions</b>	14,739
<b>Sessions per user</b>	9.6
<b>Avg. session duration</b>	00.01:55
<b>iOS users</b>	882 (58%)
<b>Android users</b>	638 (42 %)

**Geographic Usage**  
Sessions by Country



**Most Popular Screens**  
Total Screens by Screen Name



# Coast Champions

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**31 Trainings with 653 graduates!**

