

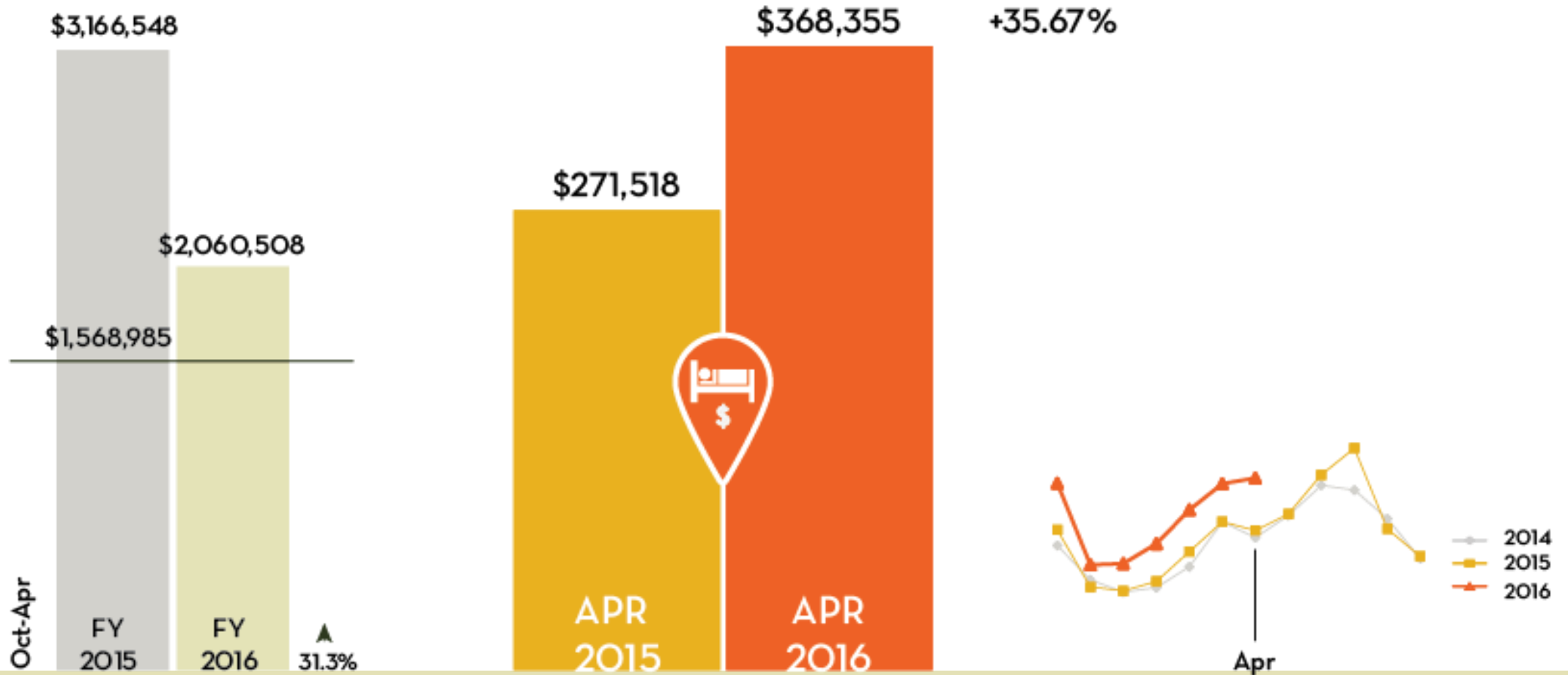


Visit Mississippi Gulf Coast

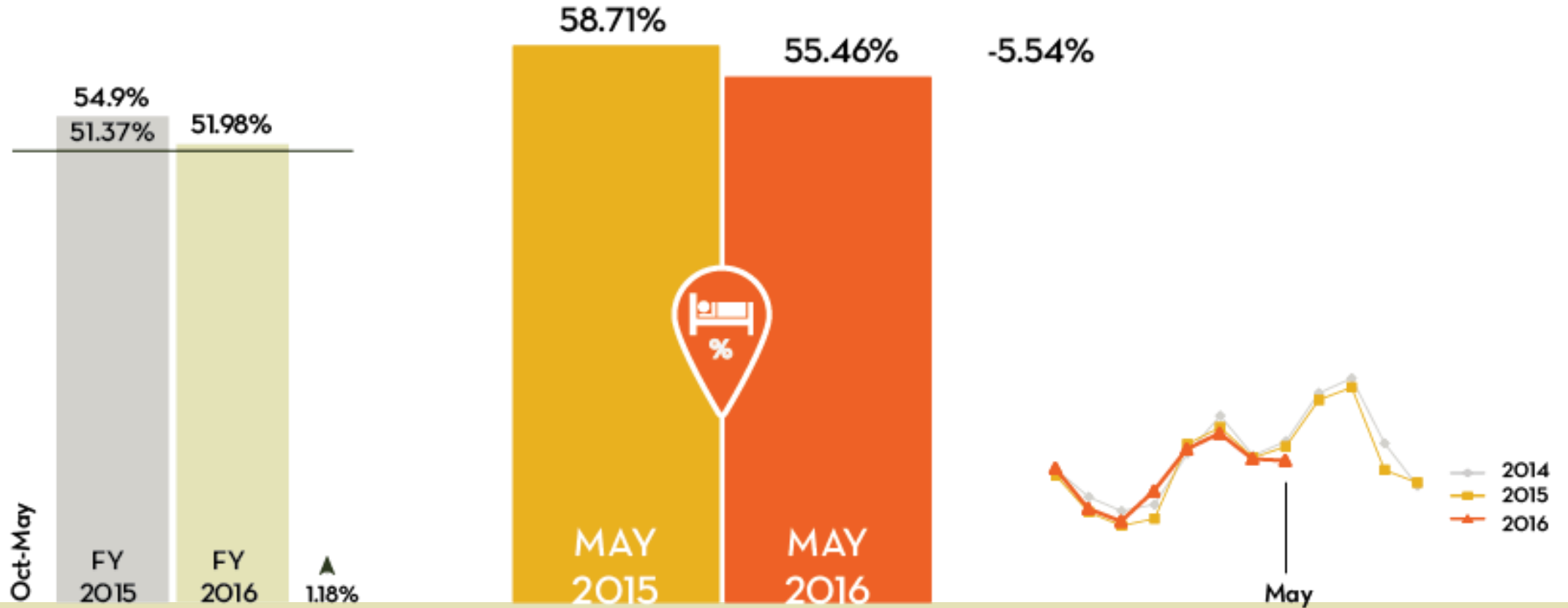
KEY PERFORMANCE INDICATORS

JUNE 2016

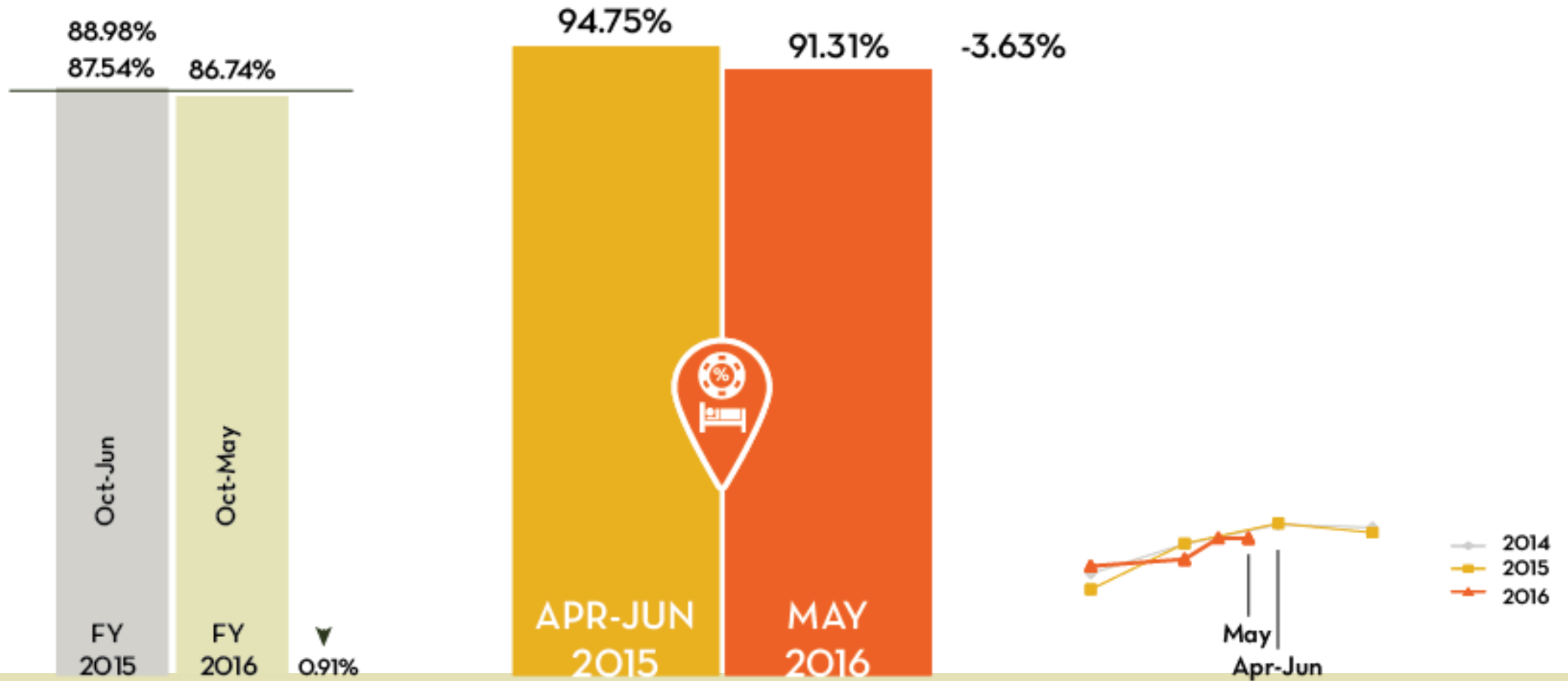
Occupancy Tax Receipts



Occupancy Rate Non-Casino

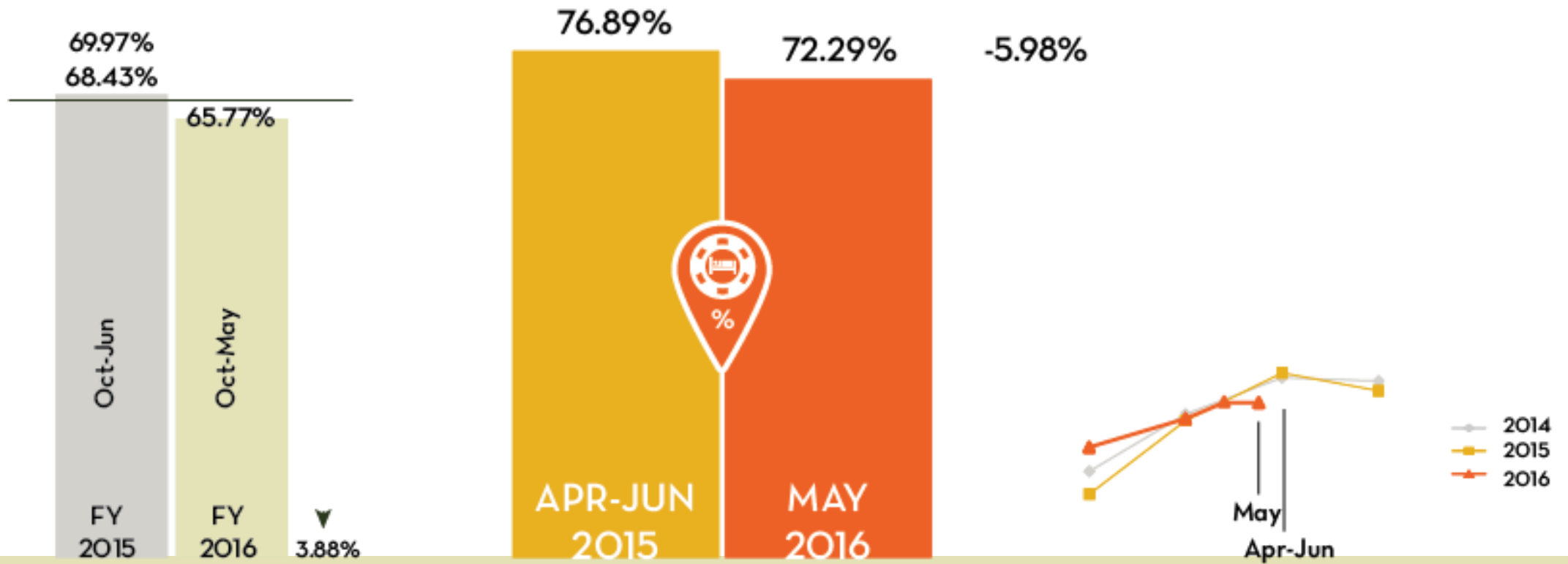


Occupancy Rate Casino

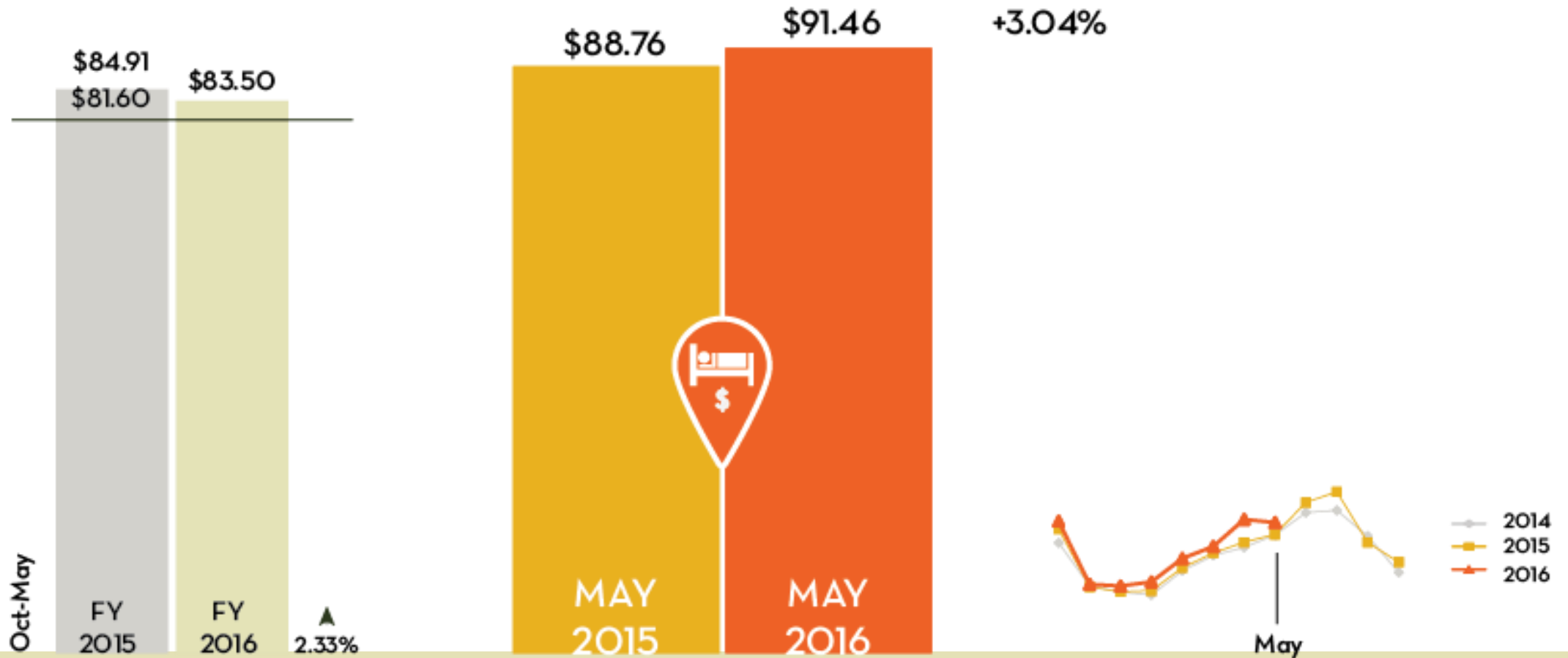


Occupancy Rate

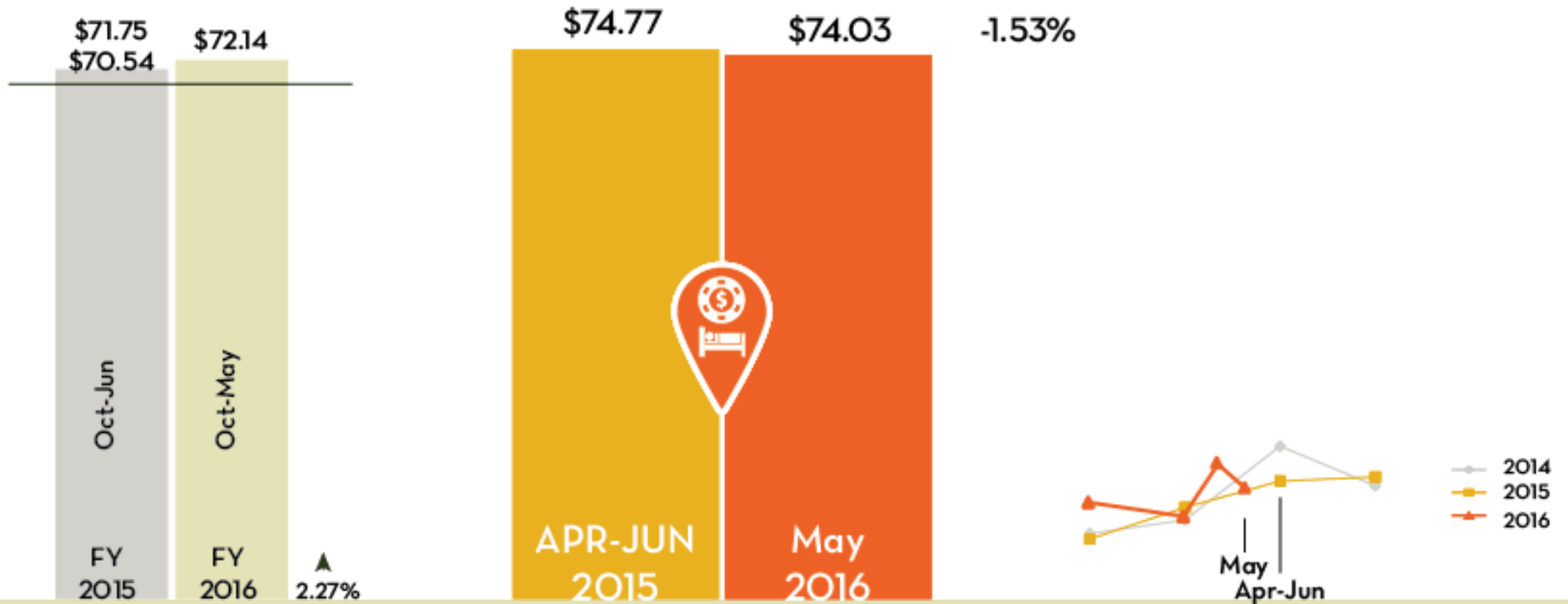
All



Average Daily Rate Non-Casino

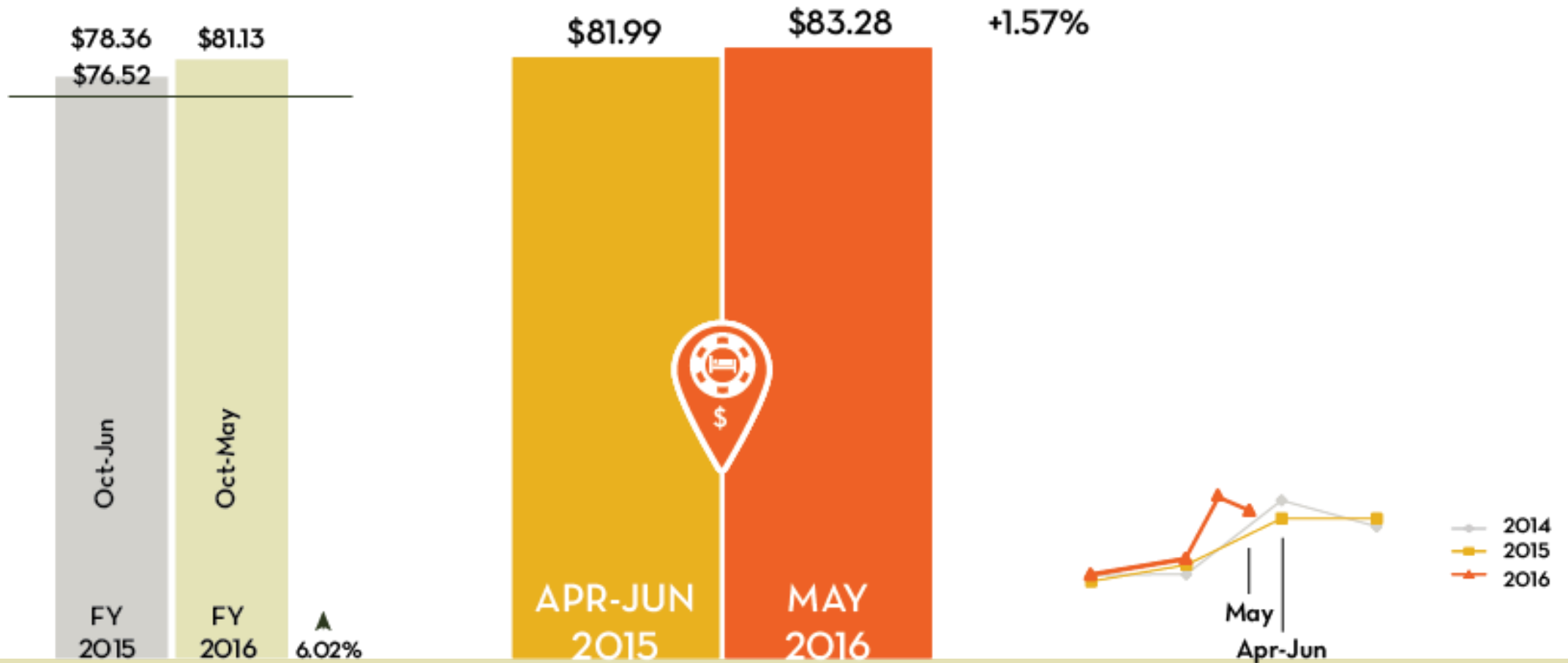


Average Daily Rate Casino

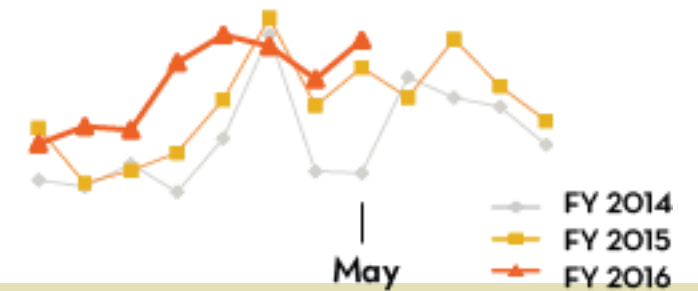
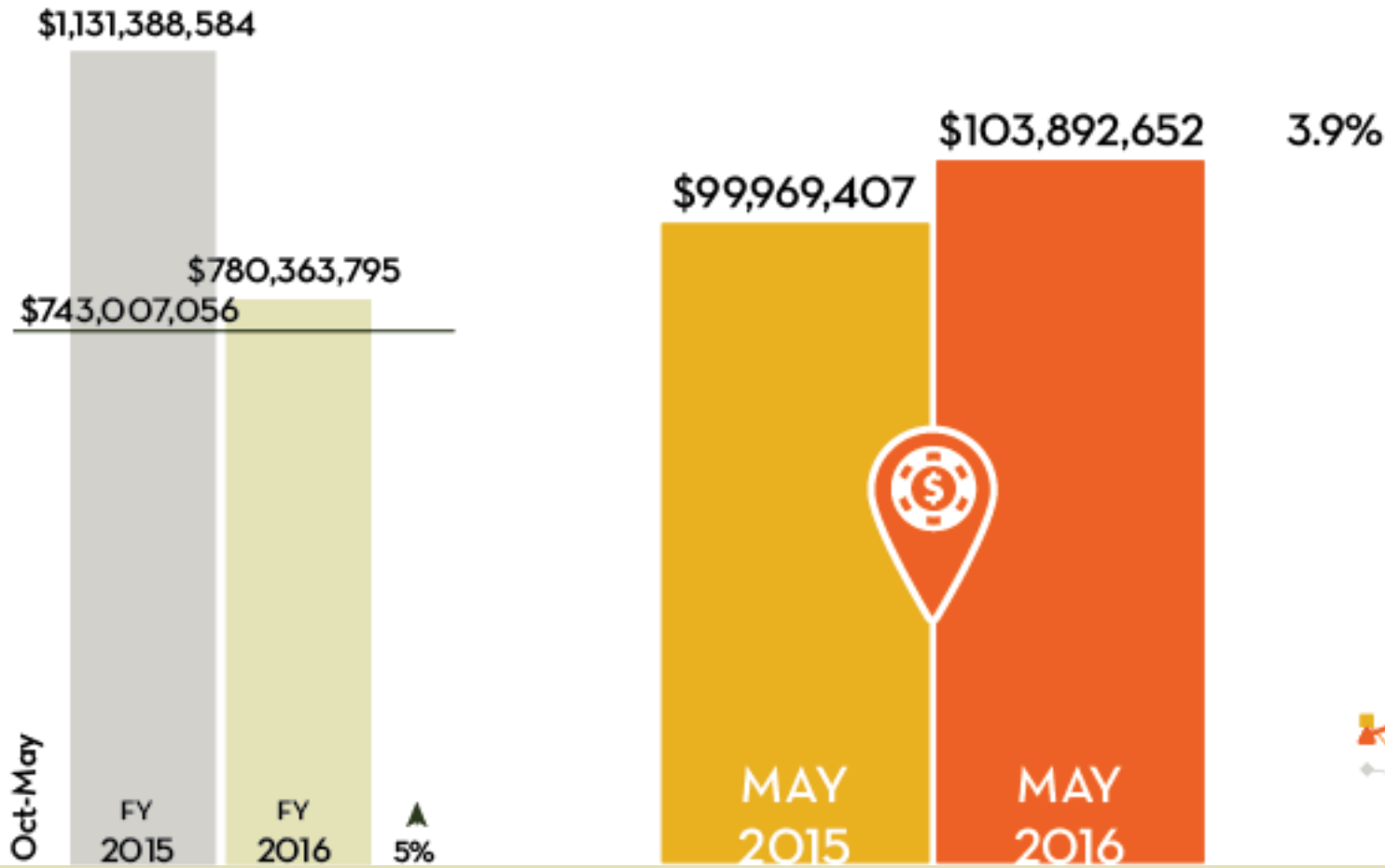


Average Daily Rate

All

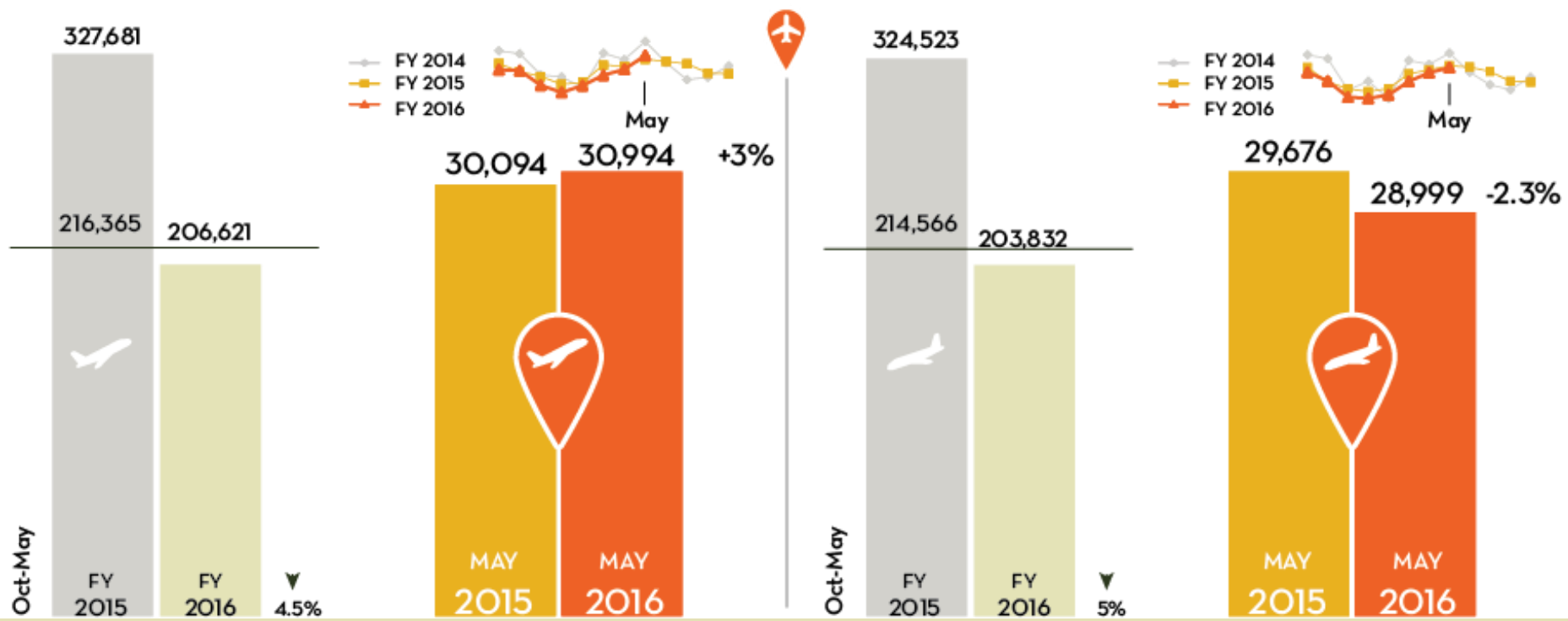


Gaming Revenue

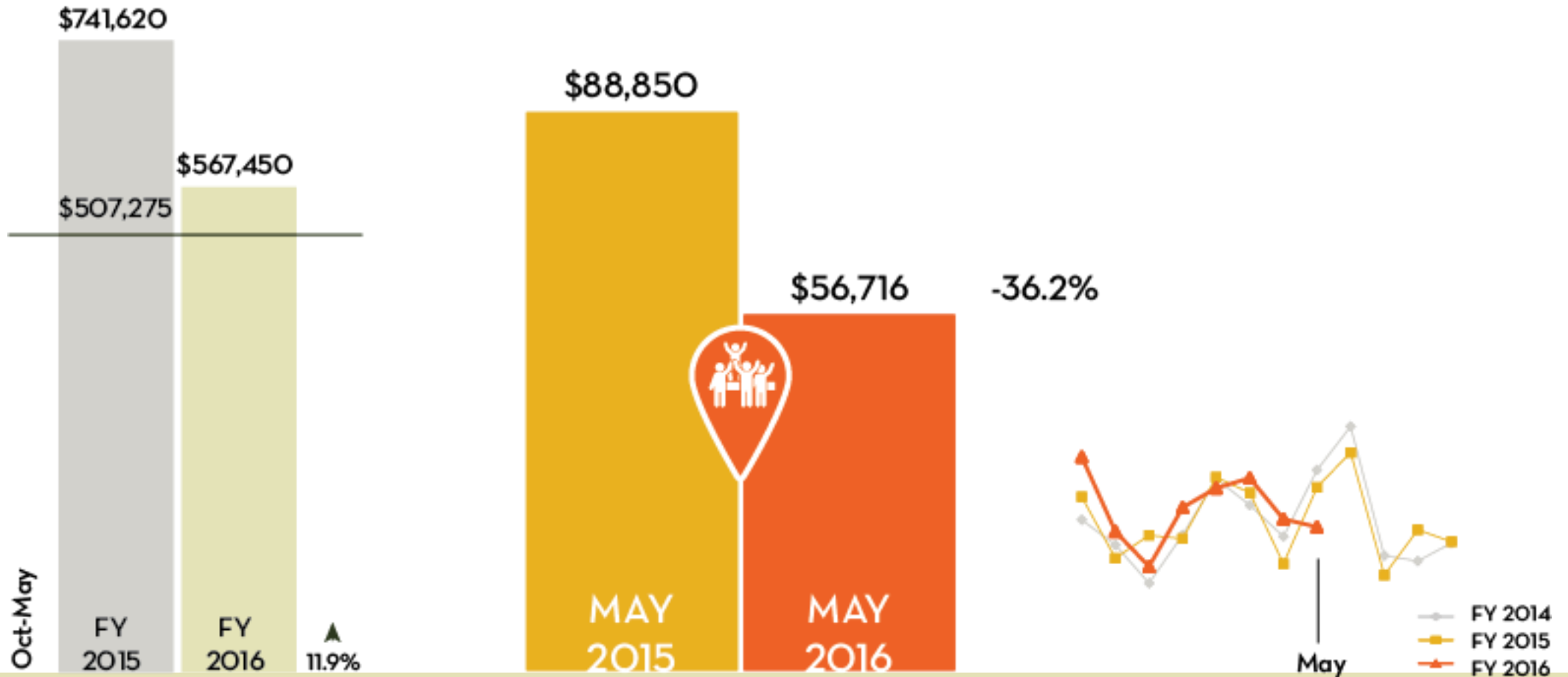


Gulfport-Biloxi International Airport

Enplanements — Deplanements



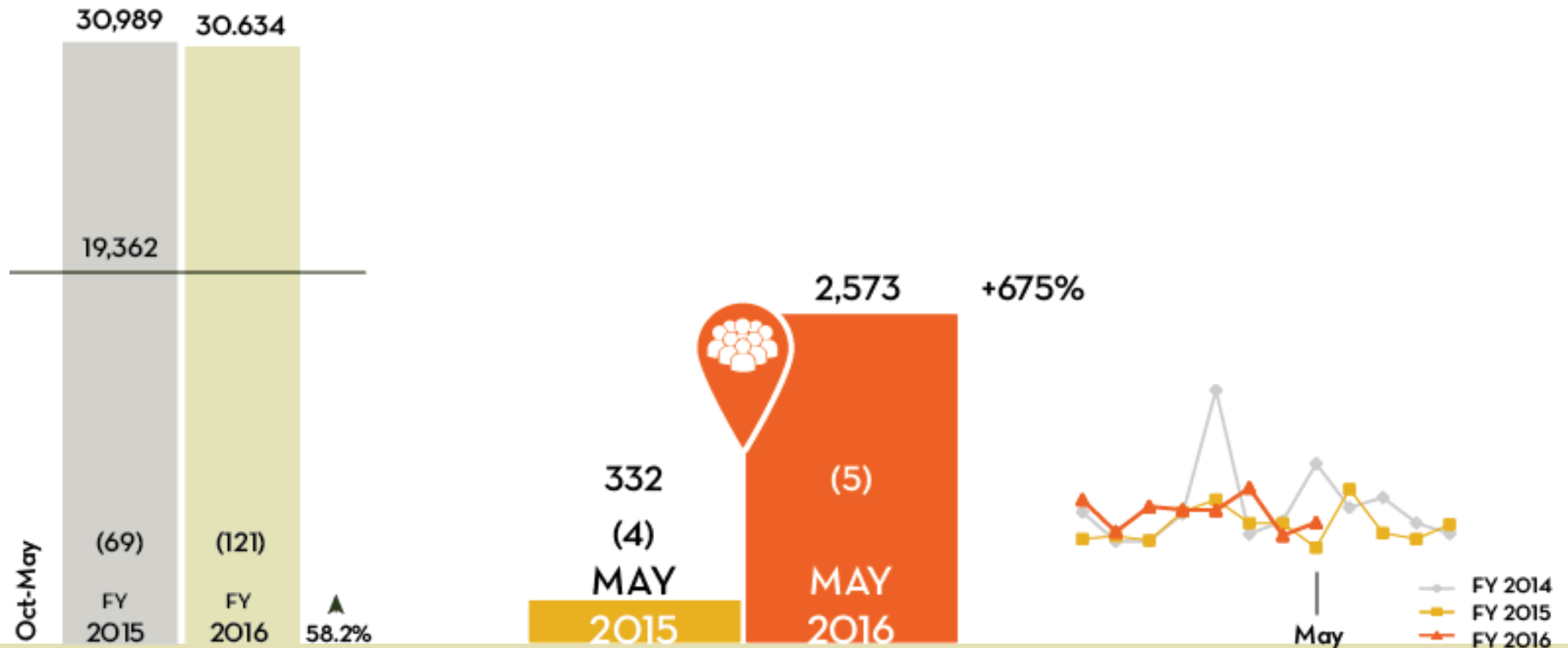
Convention Center Revenue



Definite Bookings

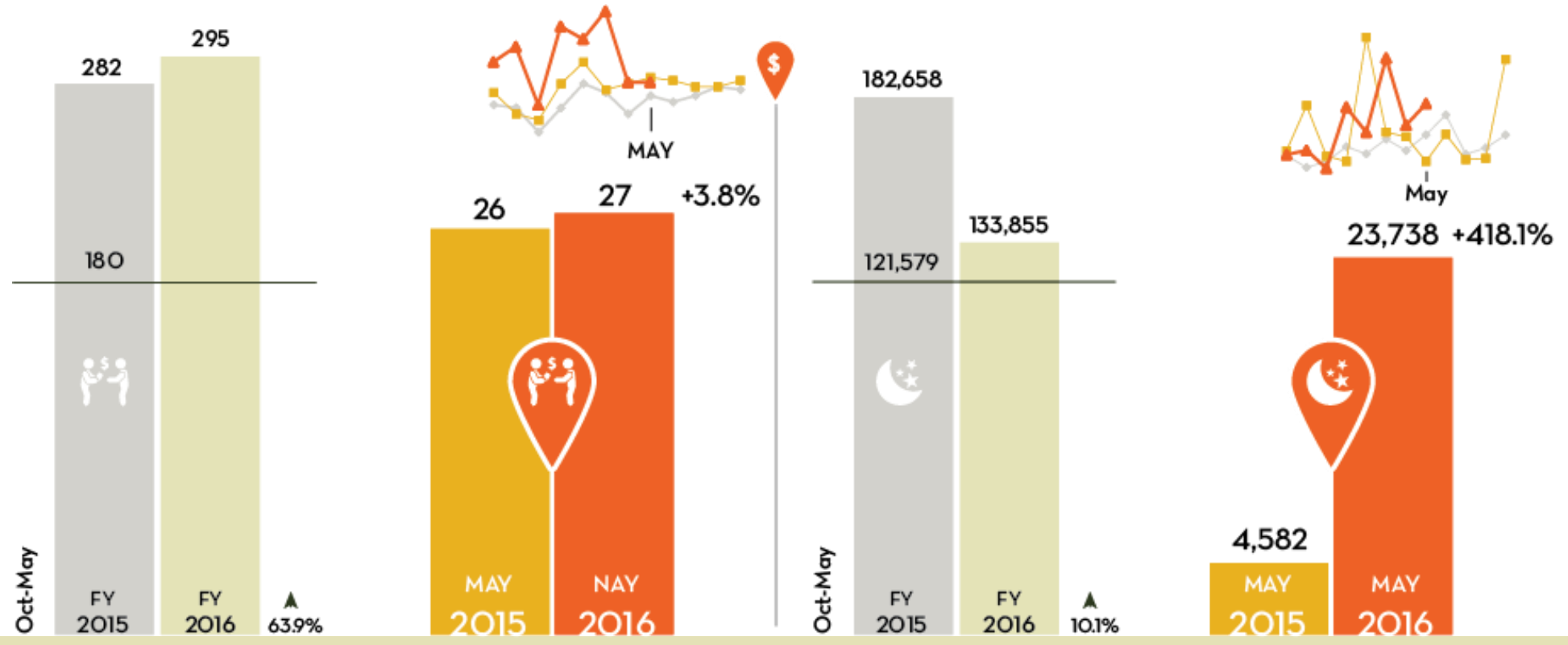


Room Nights/(Groups)

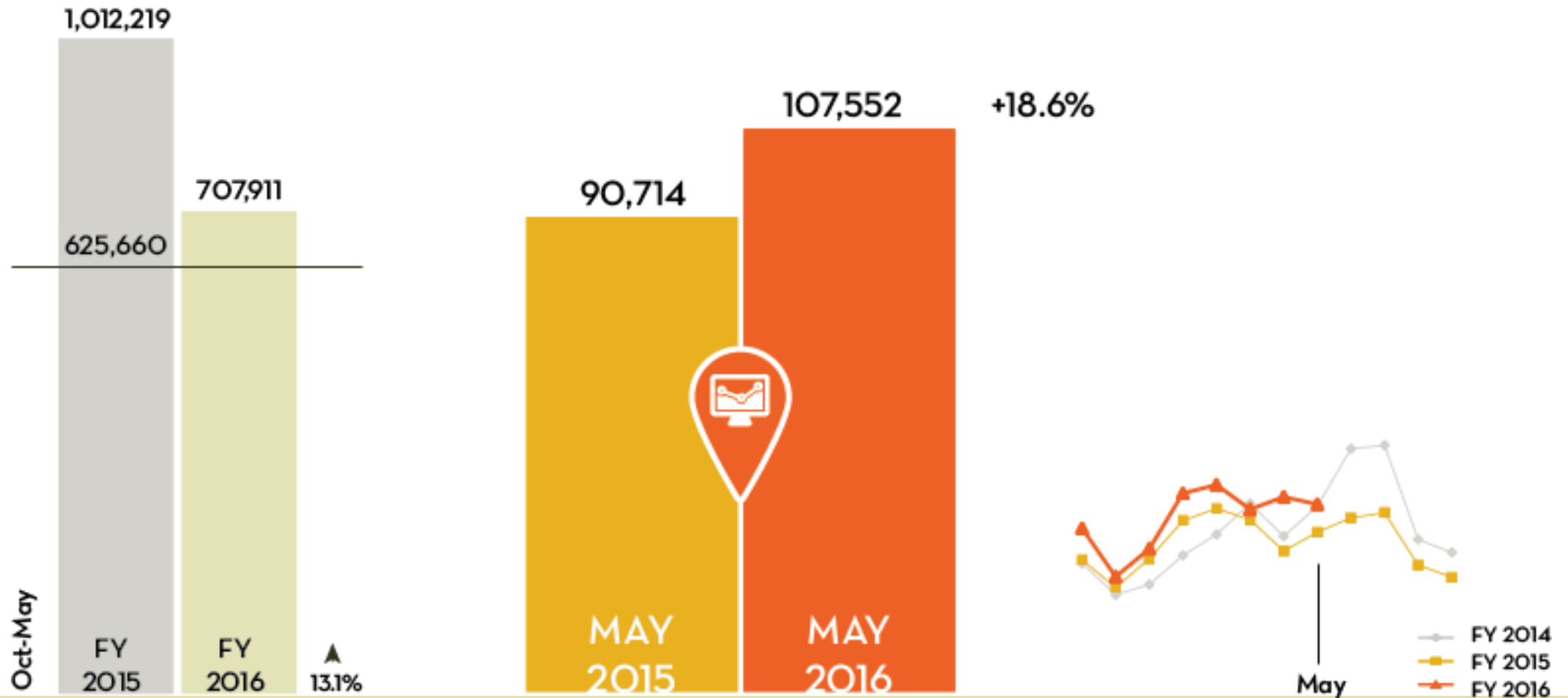




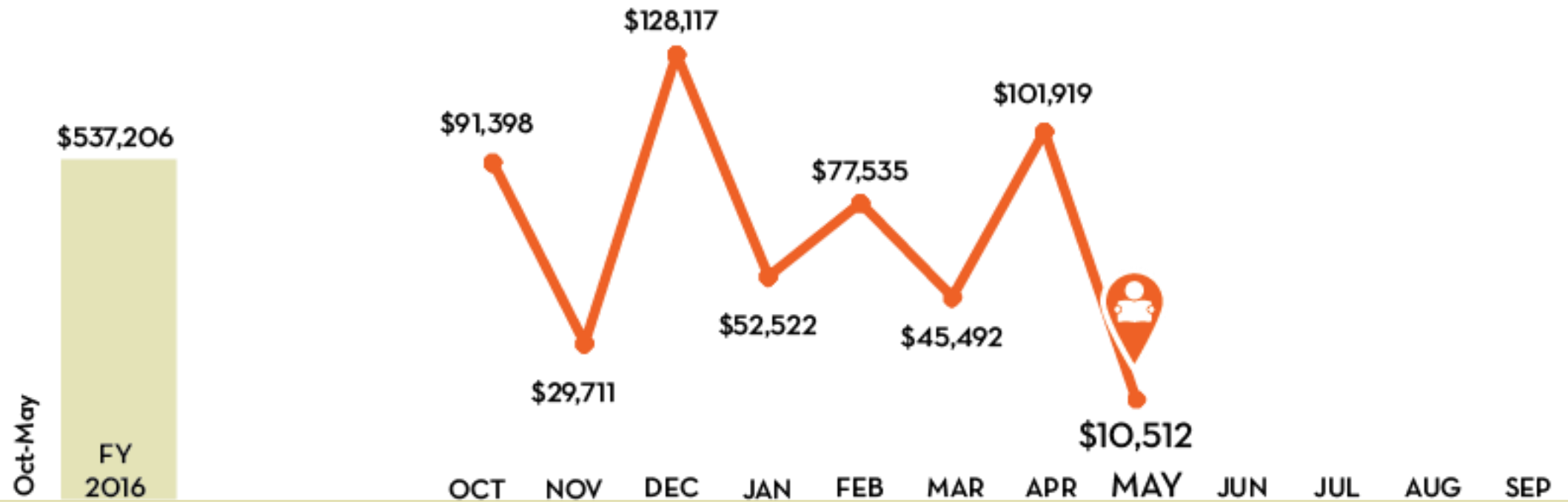
Leads Issued & Potential Room Nights



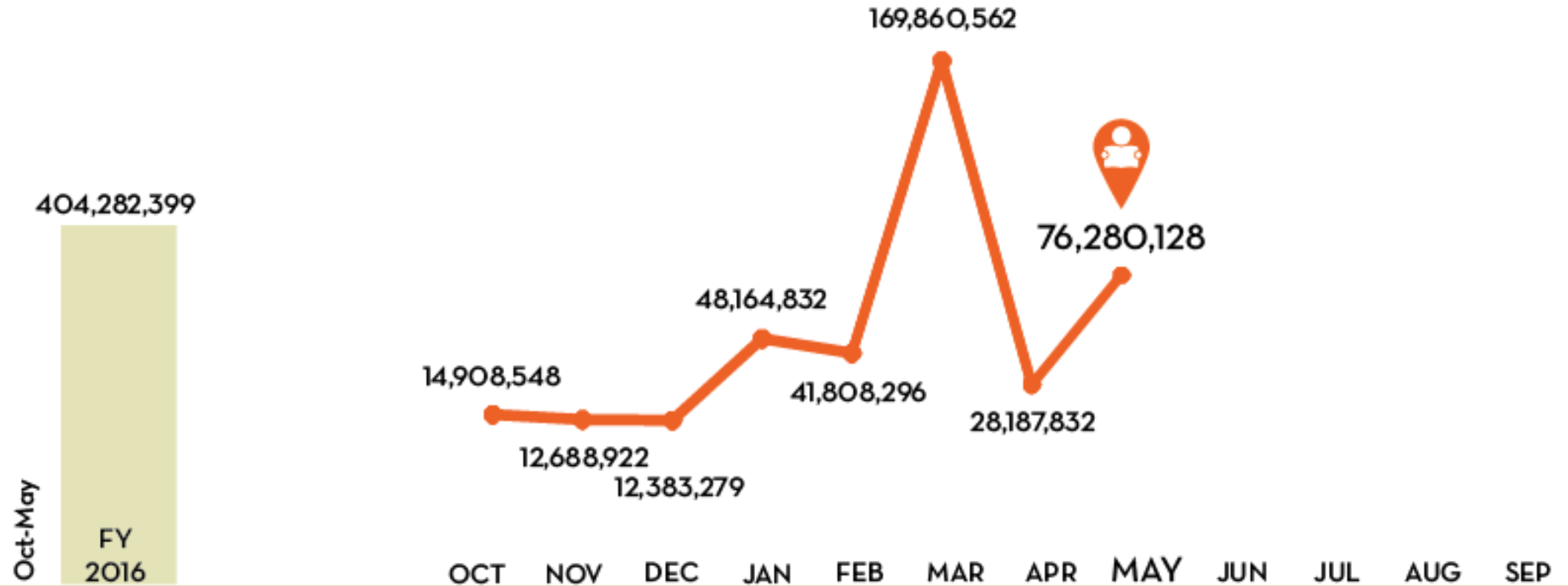
Google Analytics - Unique Visits



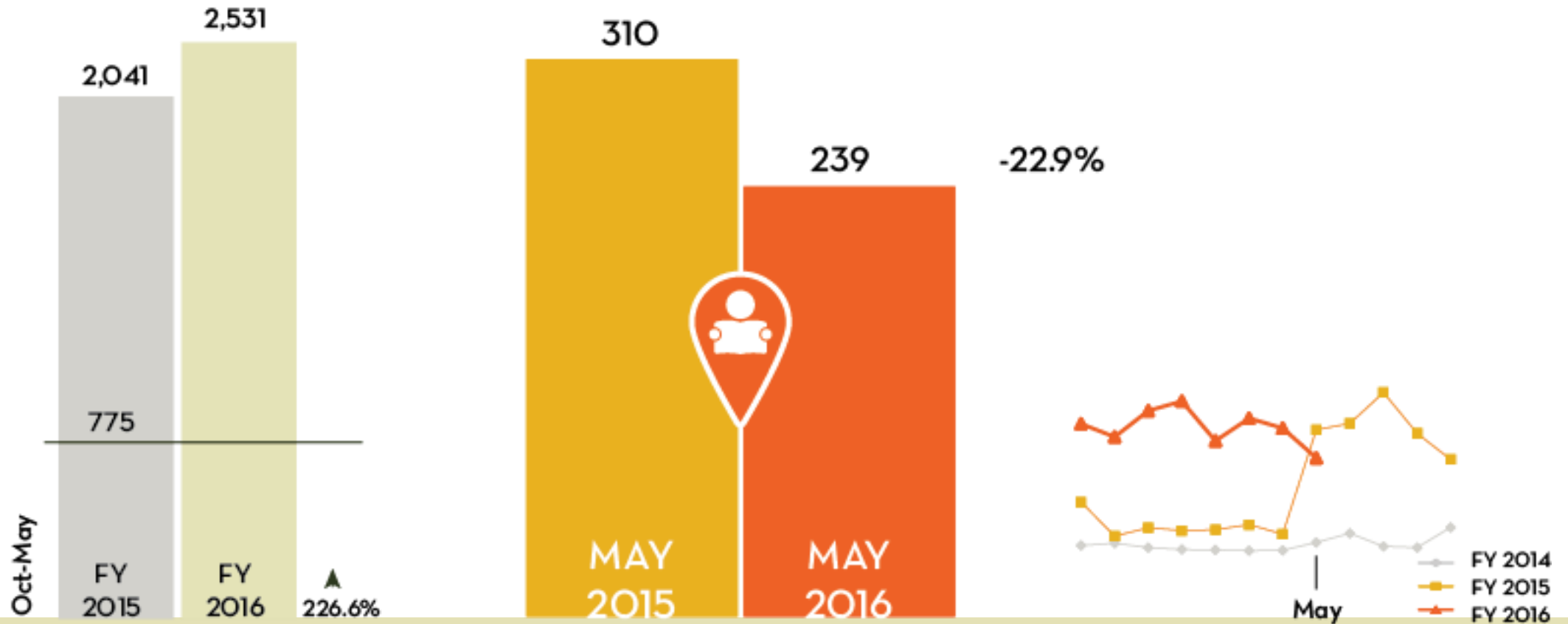
Media Value



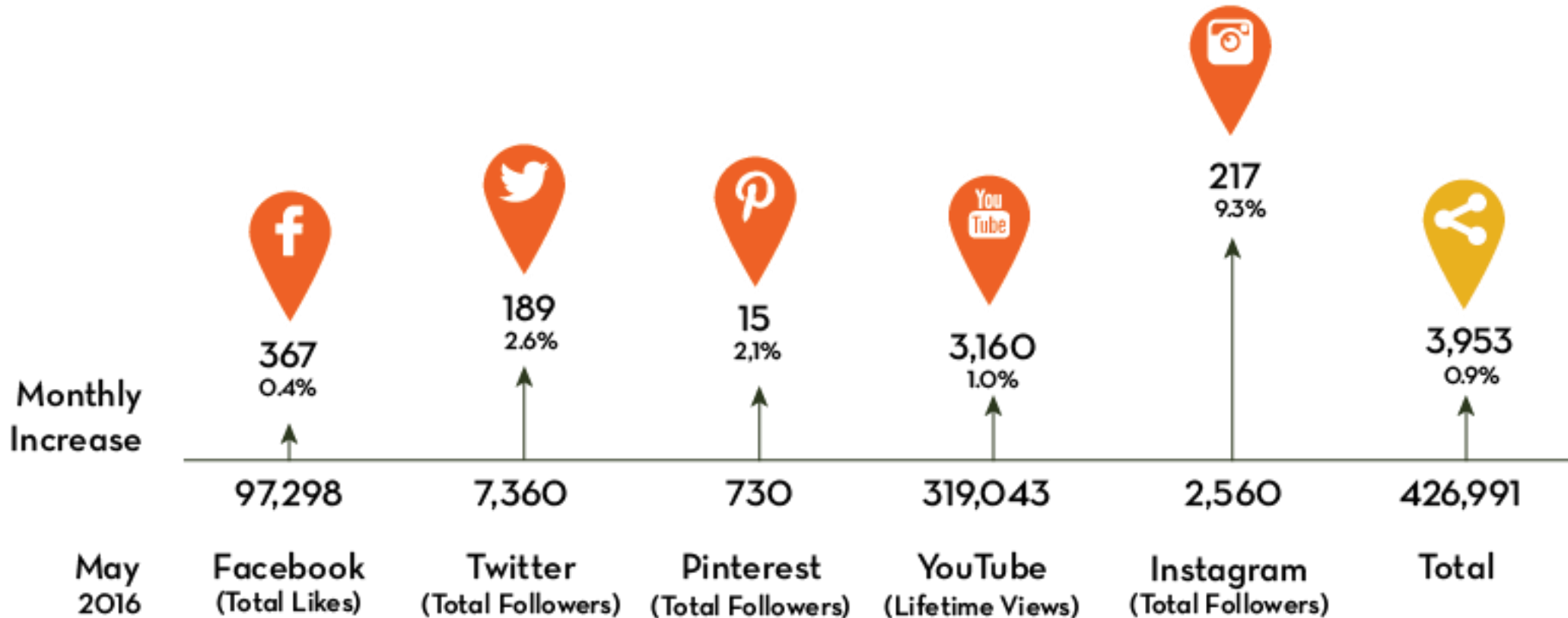
Impressions



Number of Articles



Social Media Metrics



Coast Champions

10 Trainings

252 Graduates!

