



Visit Mississippi Gulf Coast

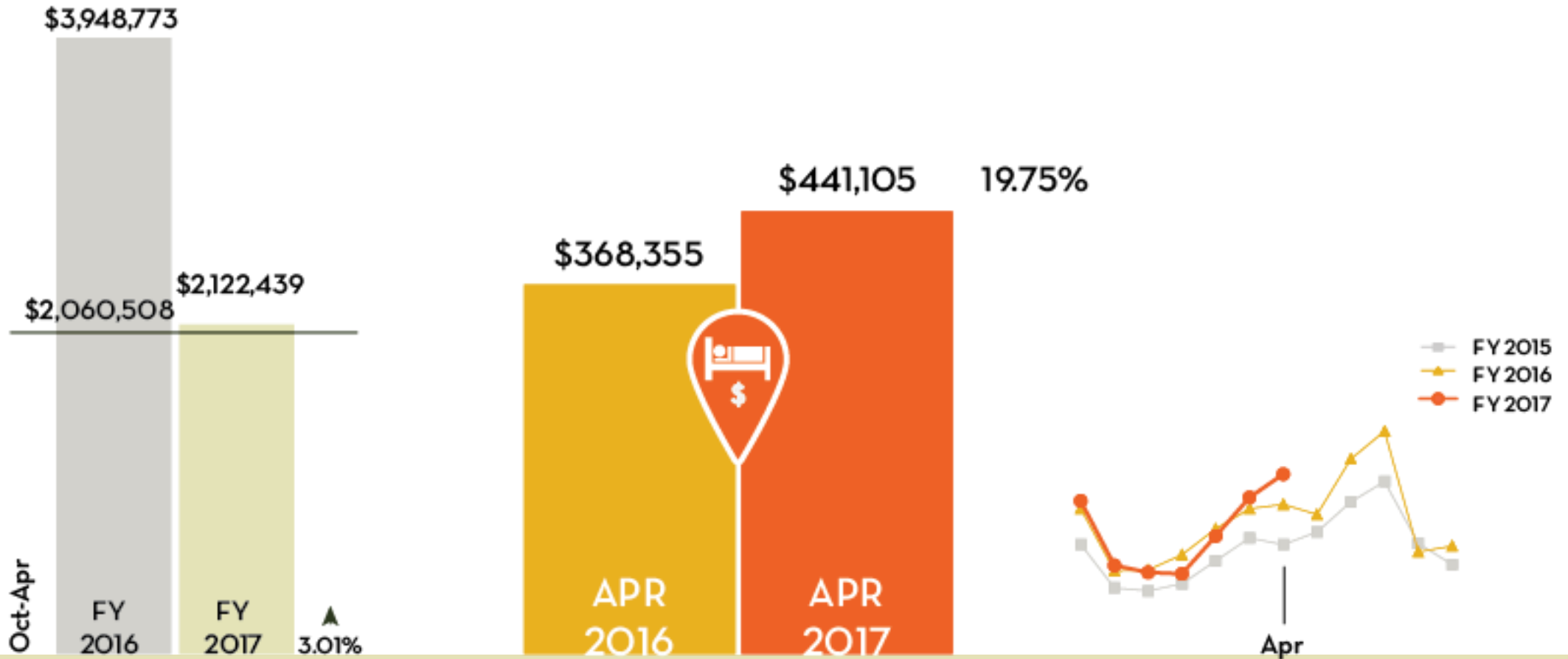
KEY PERFORMANCE INDICATORS

JUNE 2017

Occupancy Tax Receipts



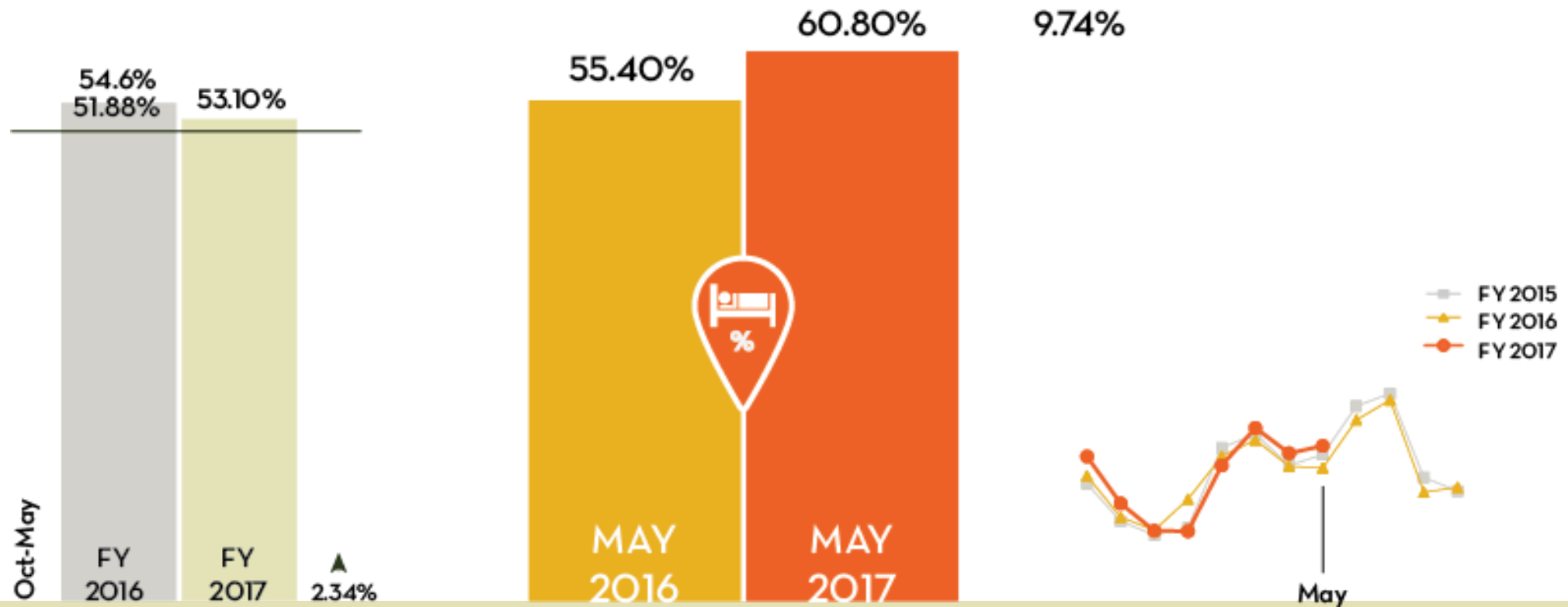
MS Department of Revenue



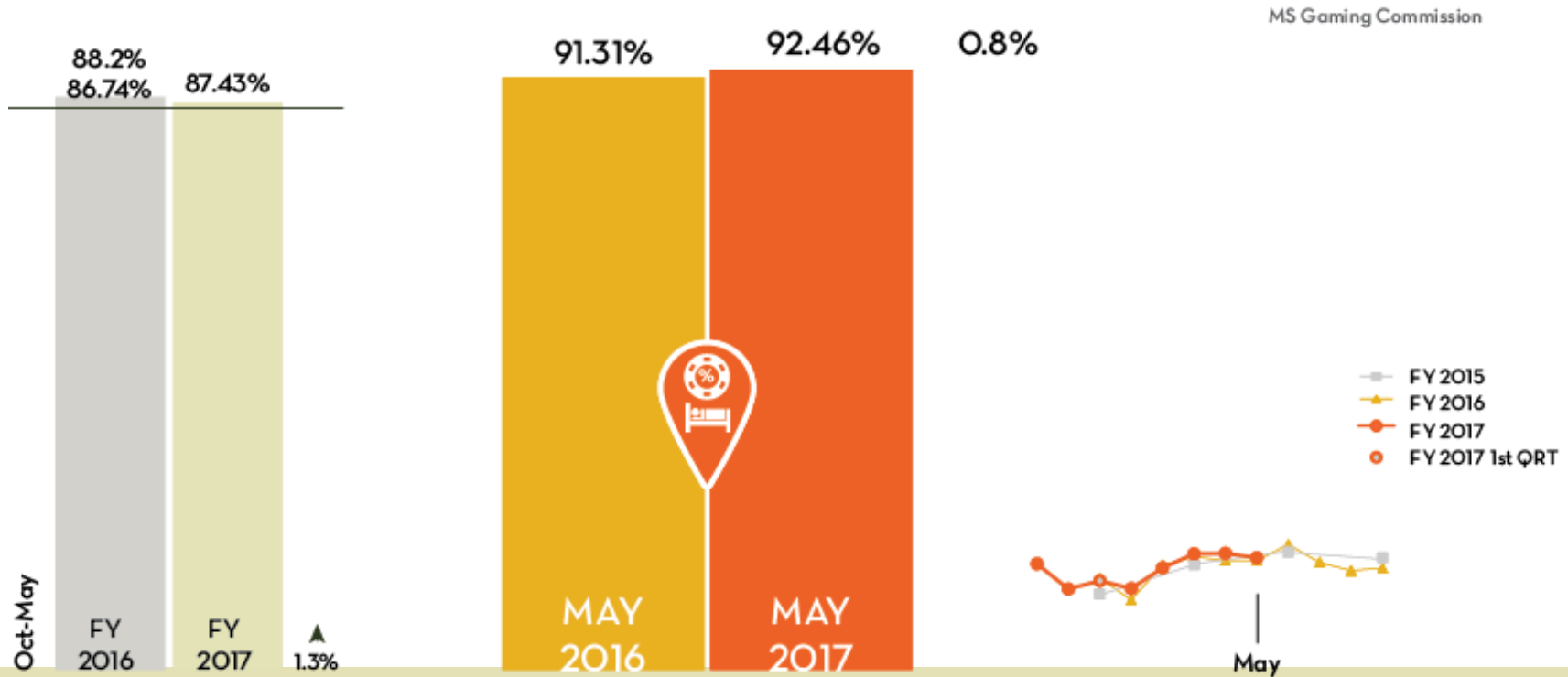
Non-Casino Occupancy



STR



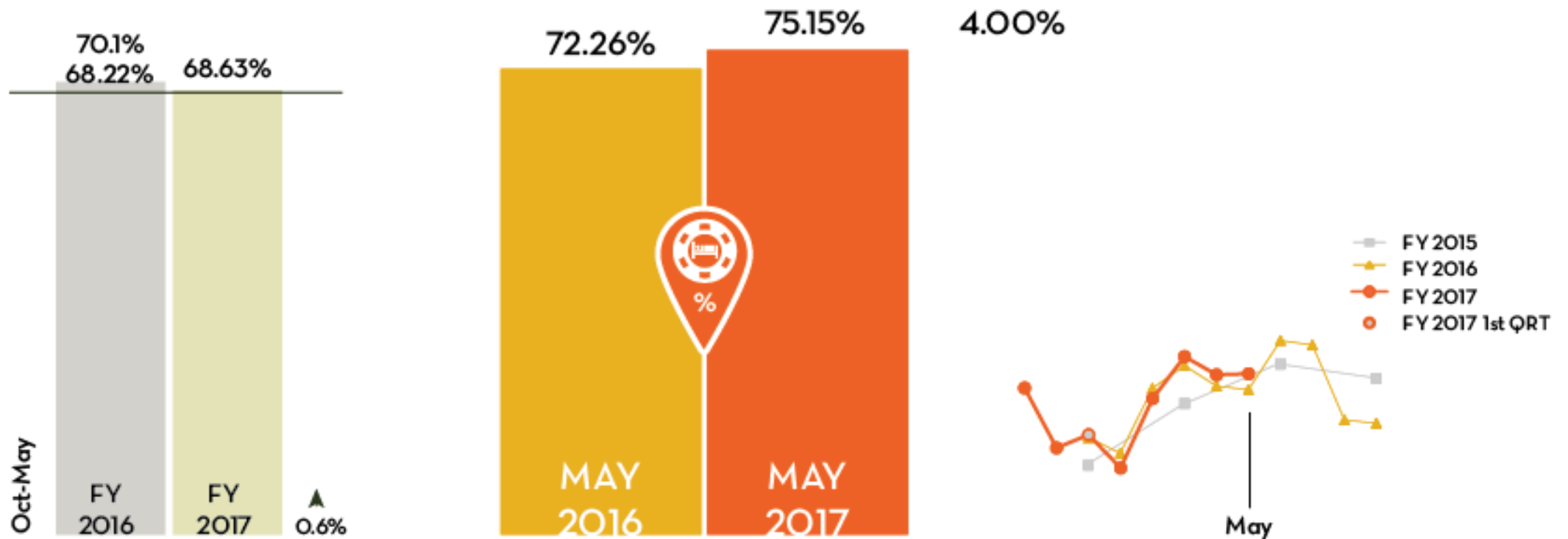
Casino Occupancy



All Occupancy



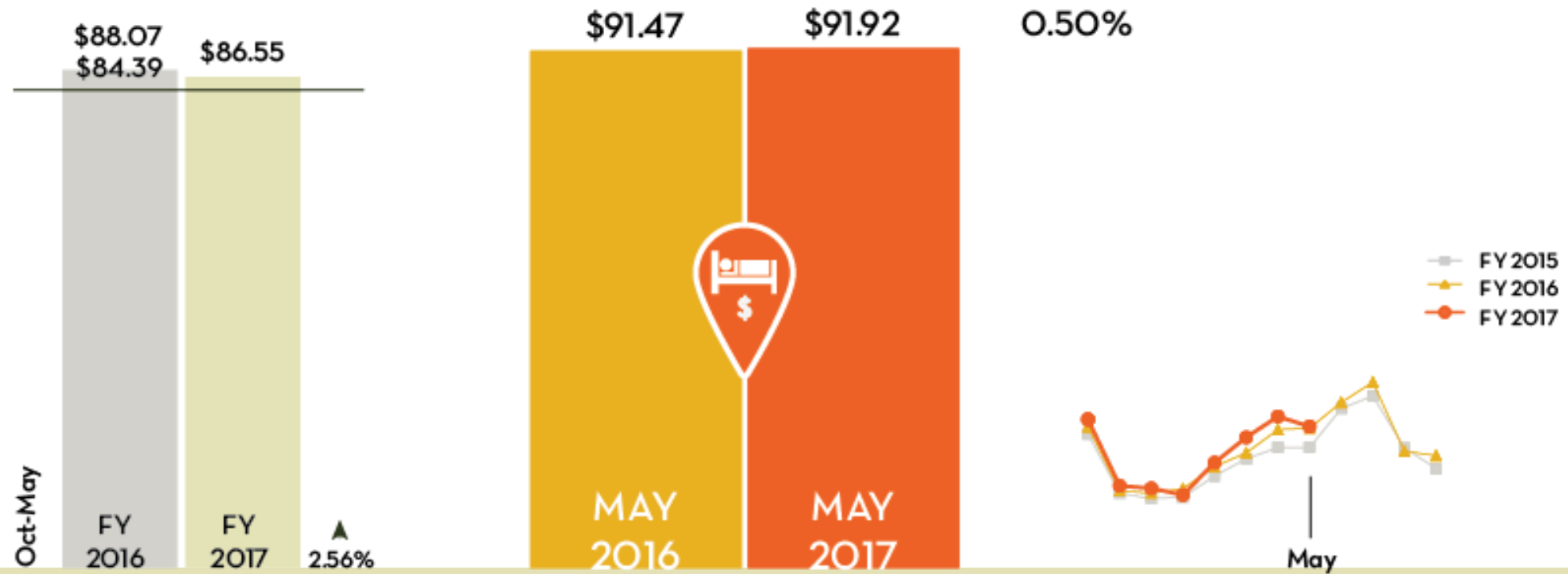
STR & MSGC



Non-Casino ADR



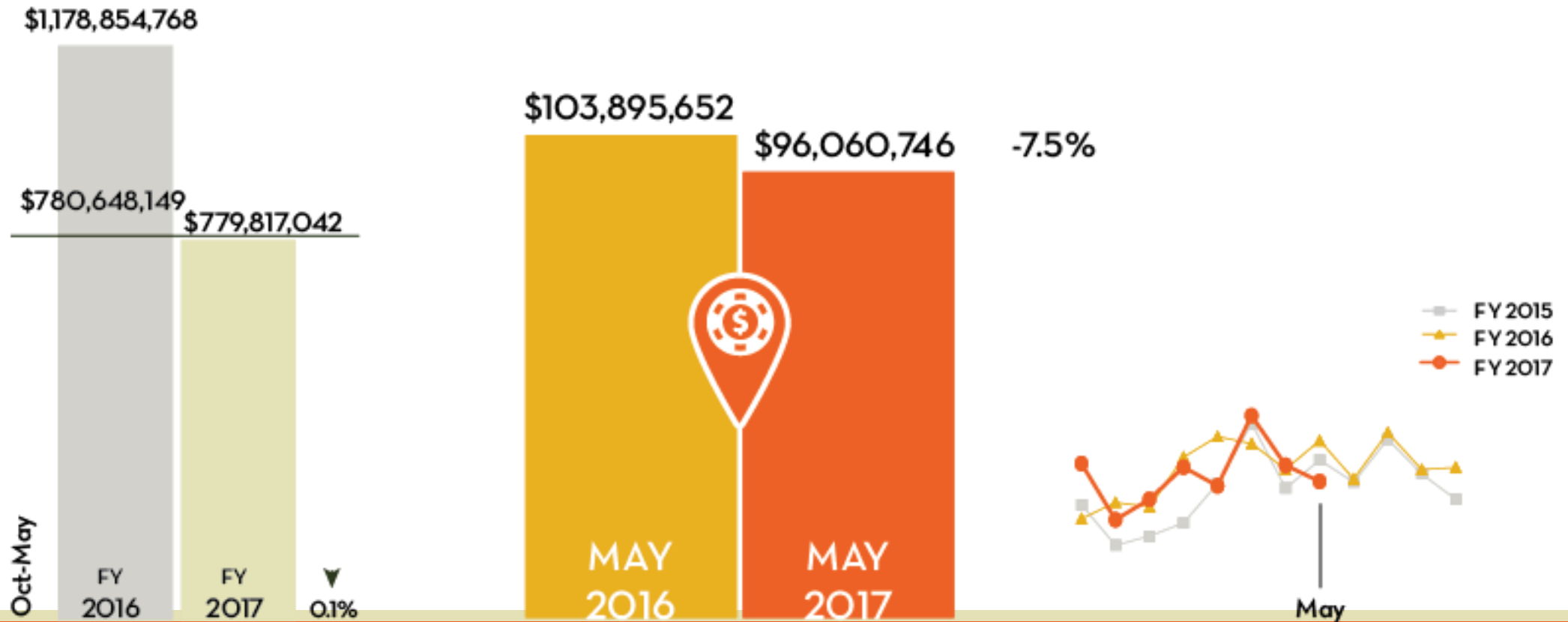
STR



Gaming Revenue



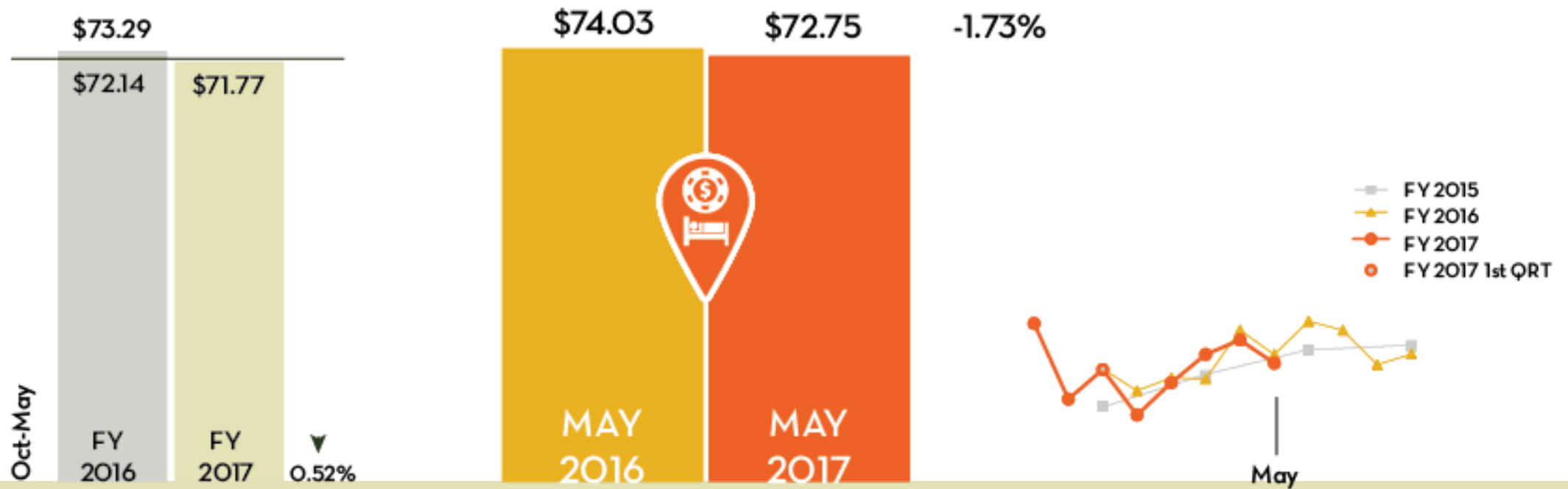
MS Gaming Commission



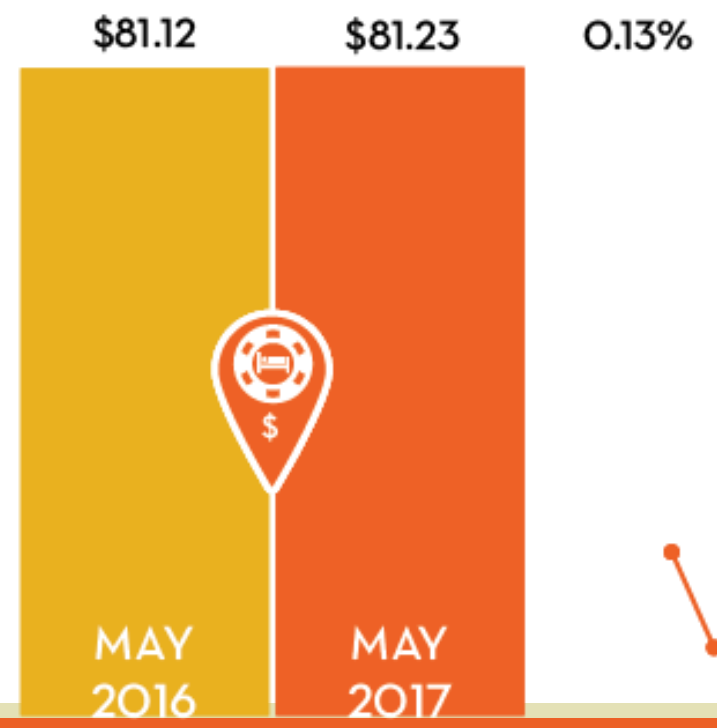
Casino ADR



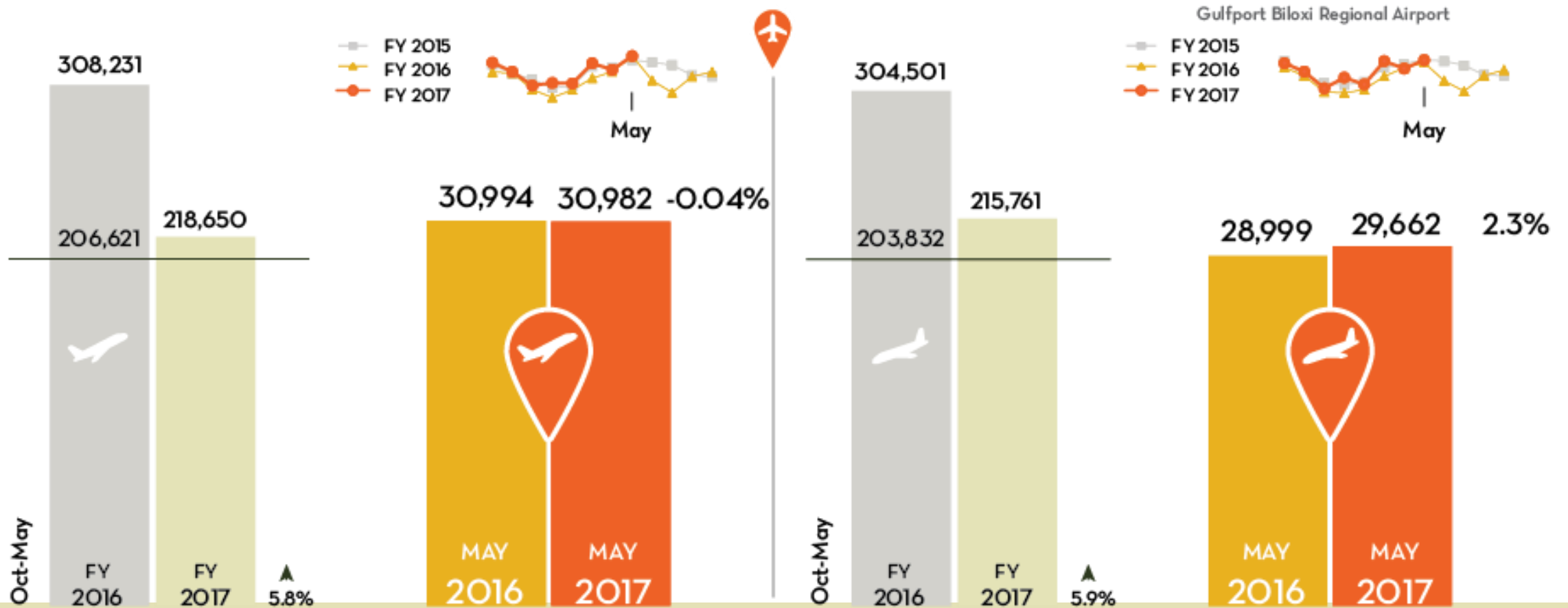
MS Gaming Commission



All ADR



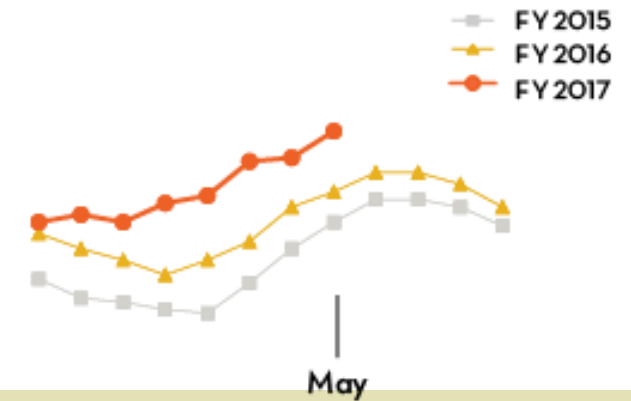
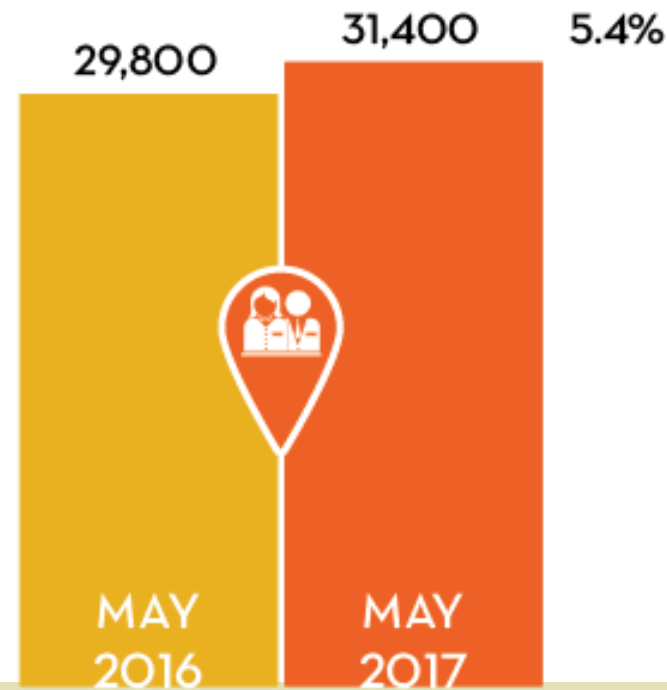
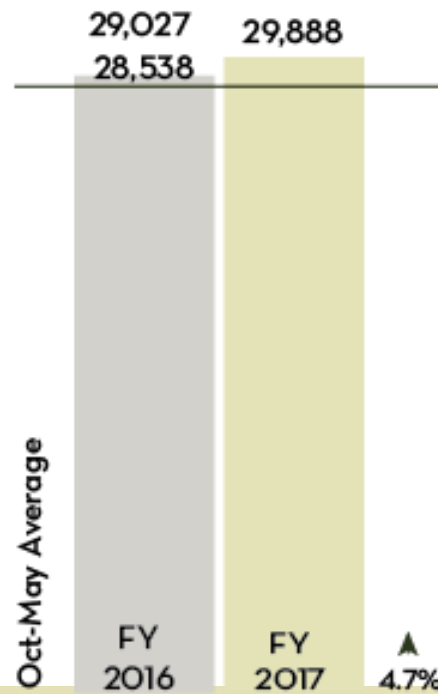
Airport



Leisure & Hospitality Jobs



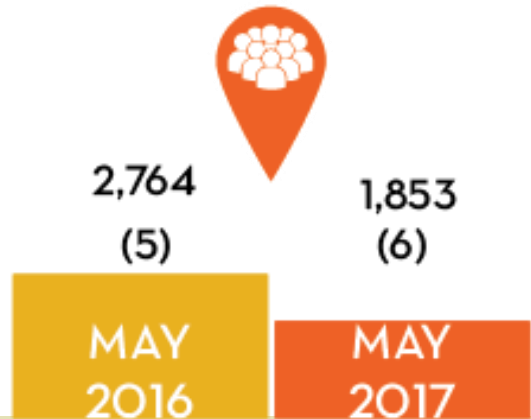
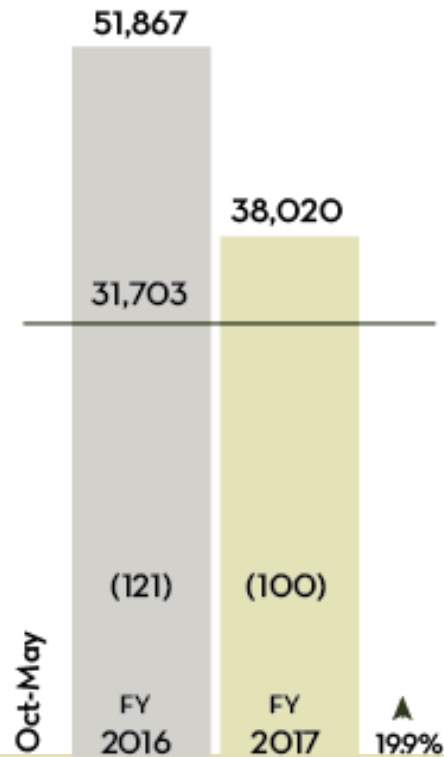
MS Dept of Employment Security



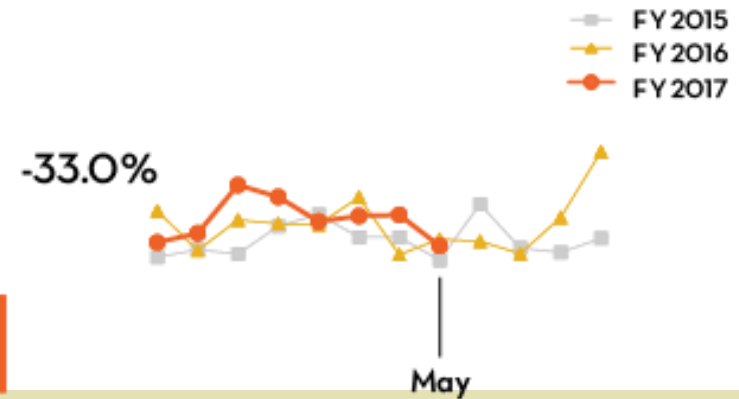
Definite Bookings



Room Nights/(Groups)

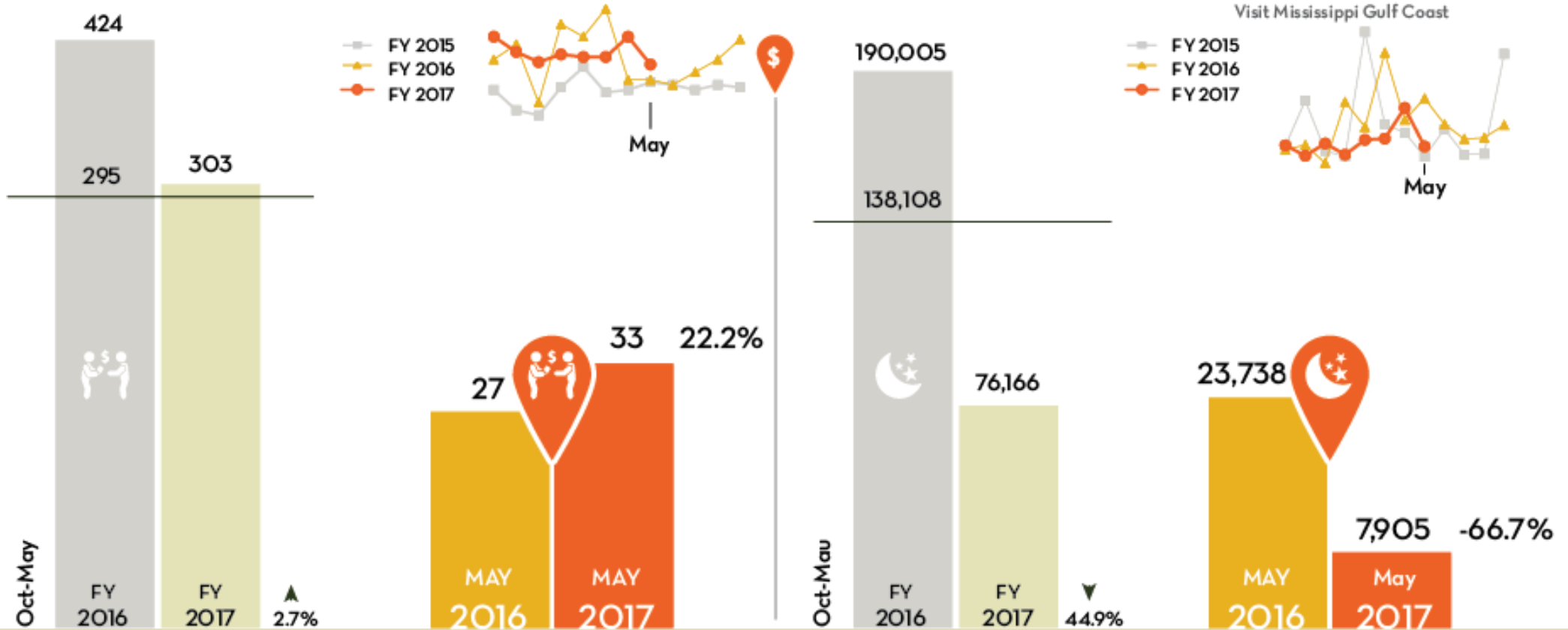


Visit Mississippi Gulf Coast





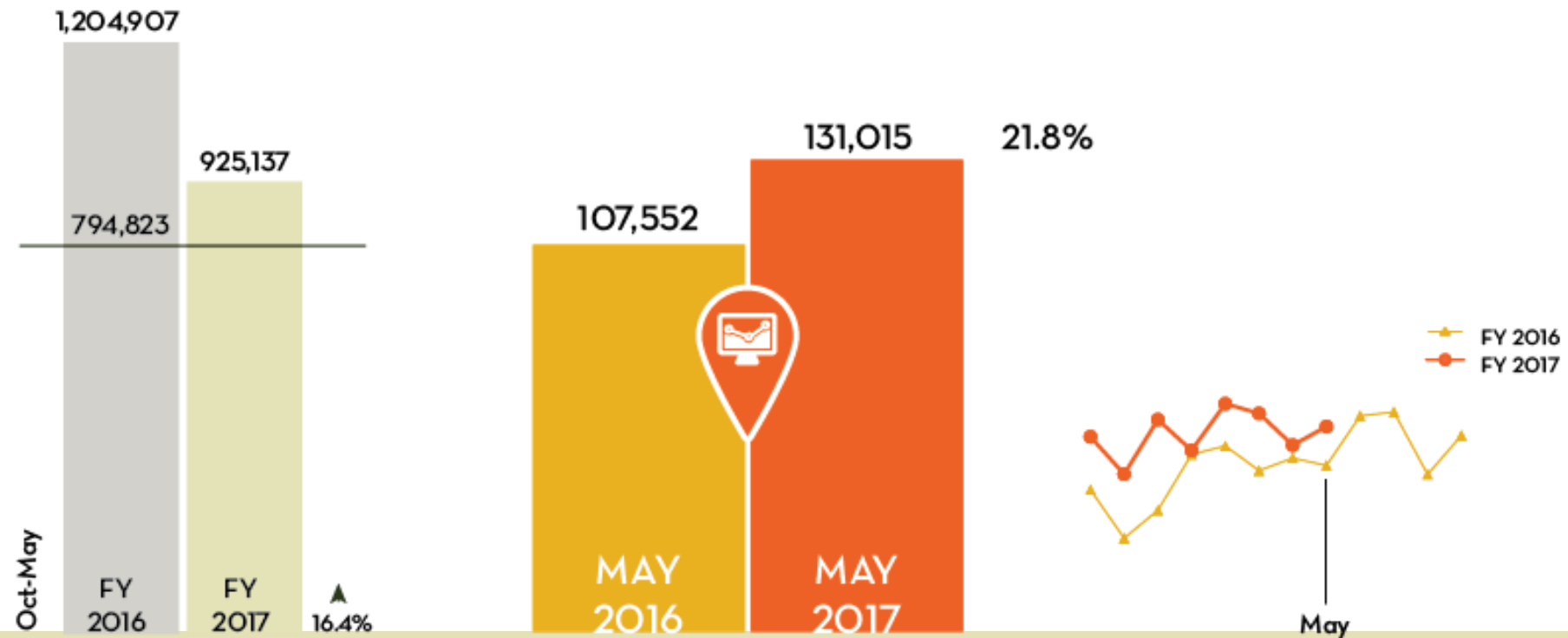
Leads Issued & Potential Room Nights



Google Analytics - Unique Visits



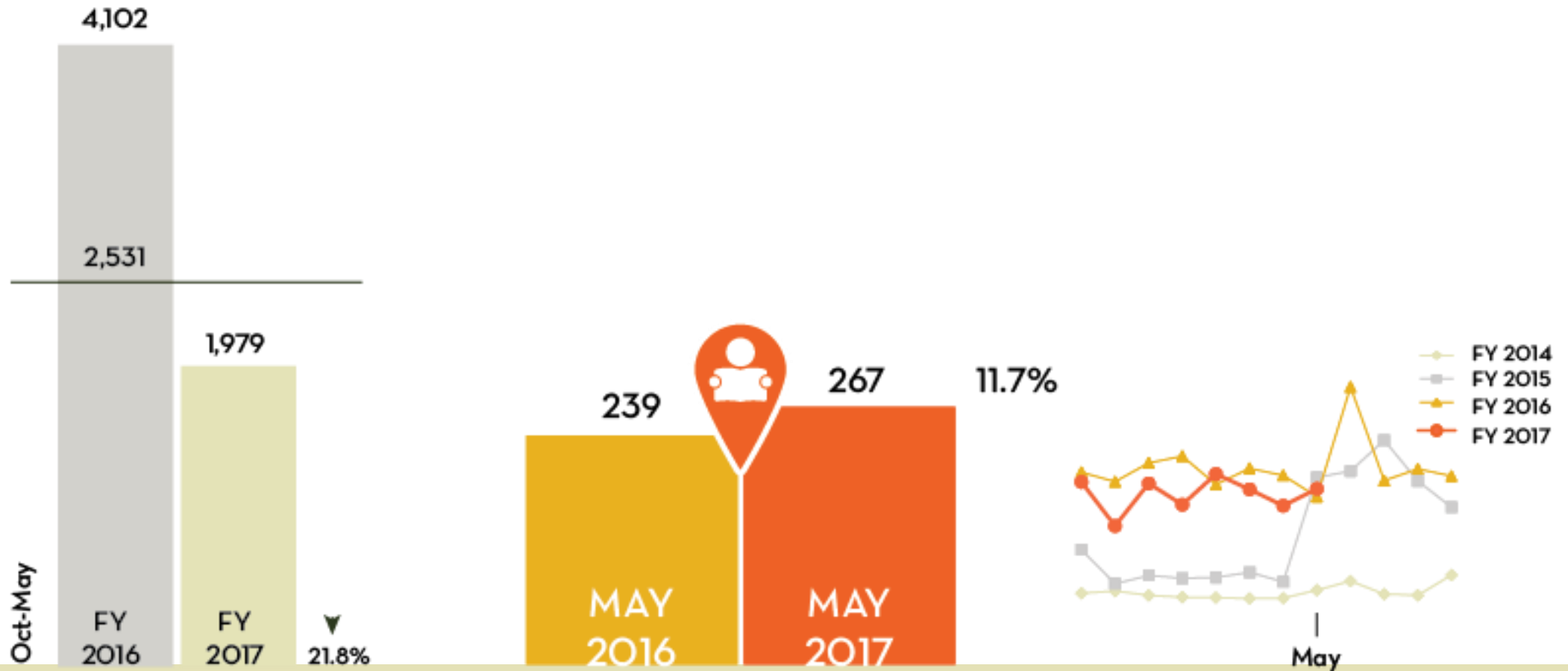
Google Analytics



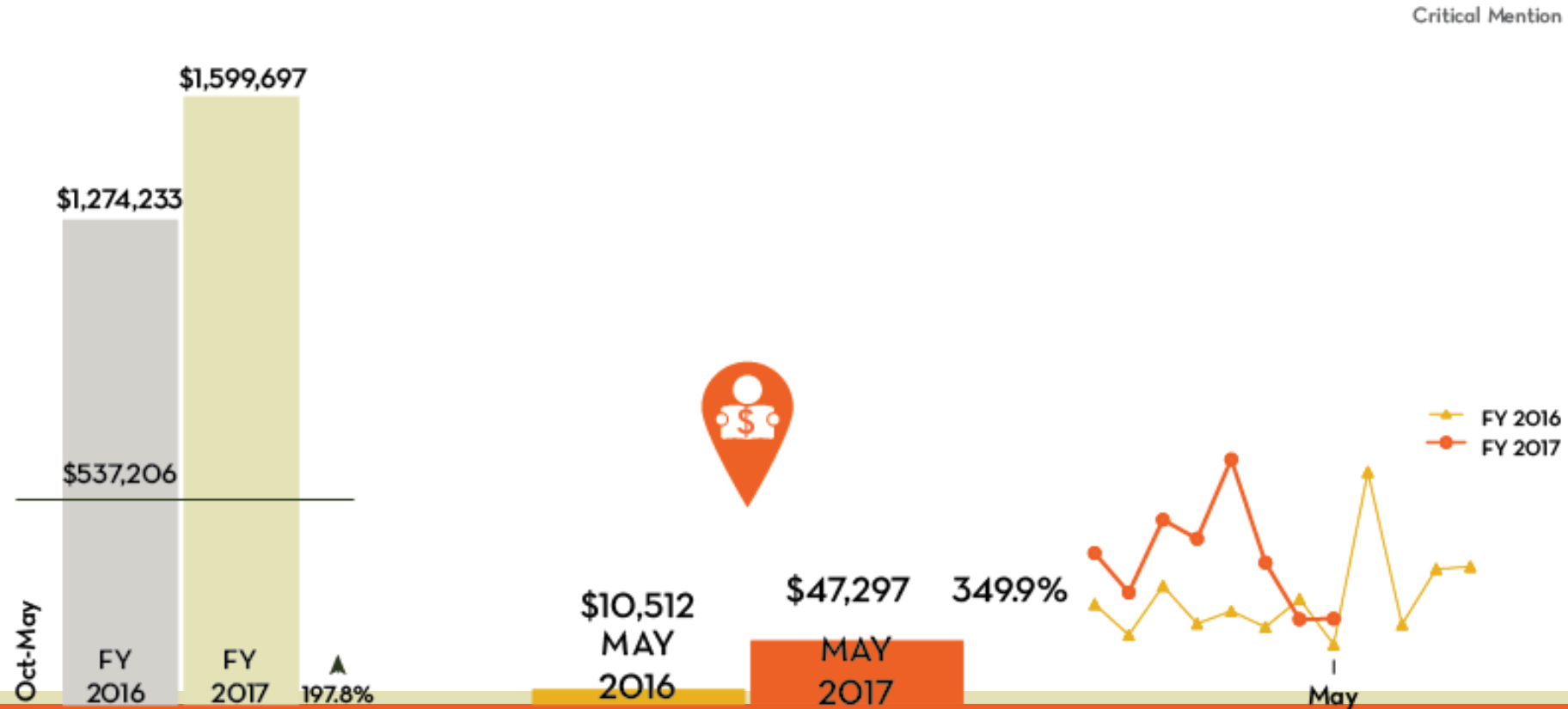
Number of Articles



Critical Mention



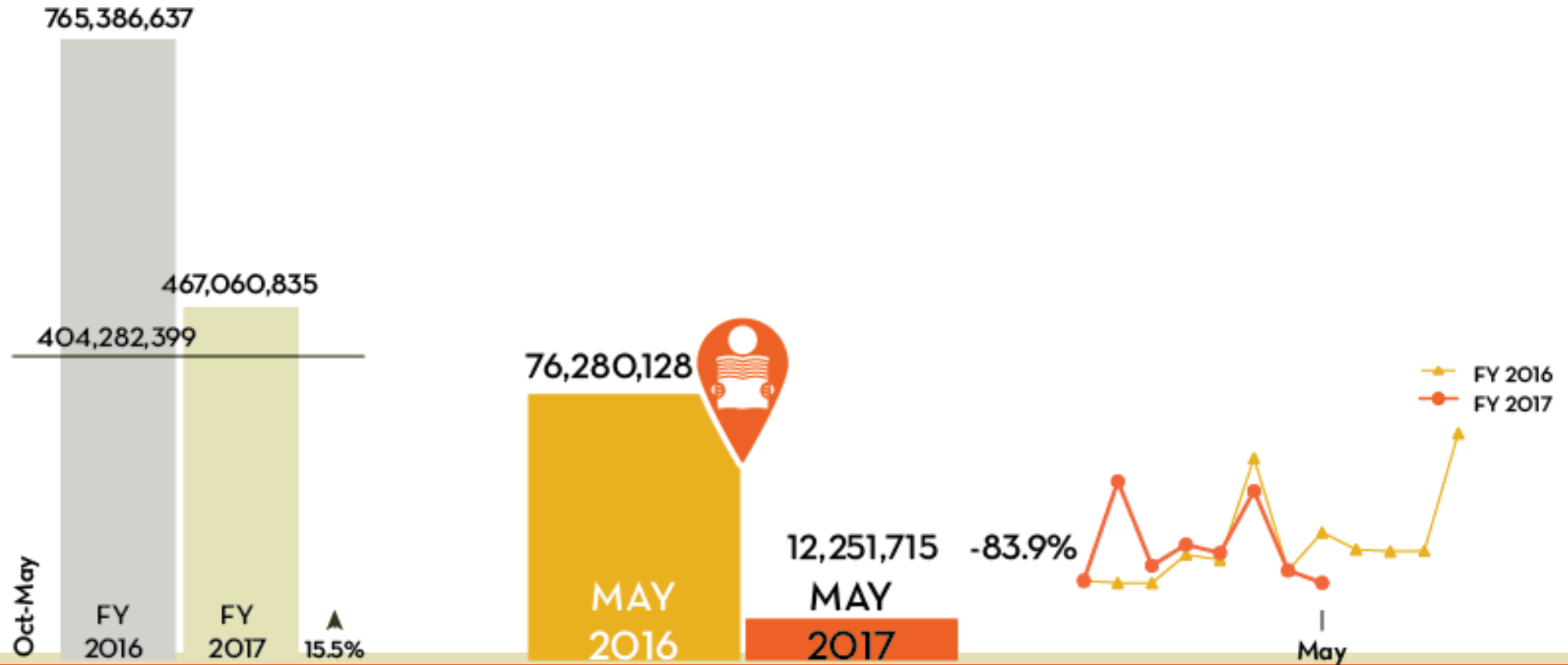
Media Value



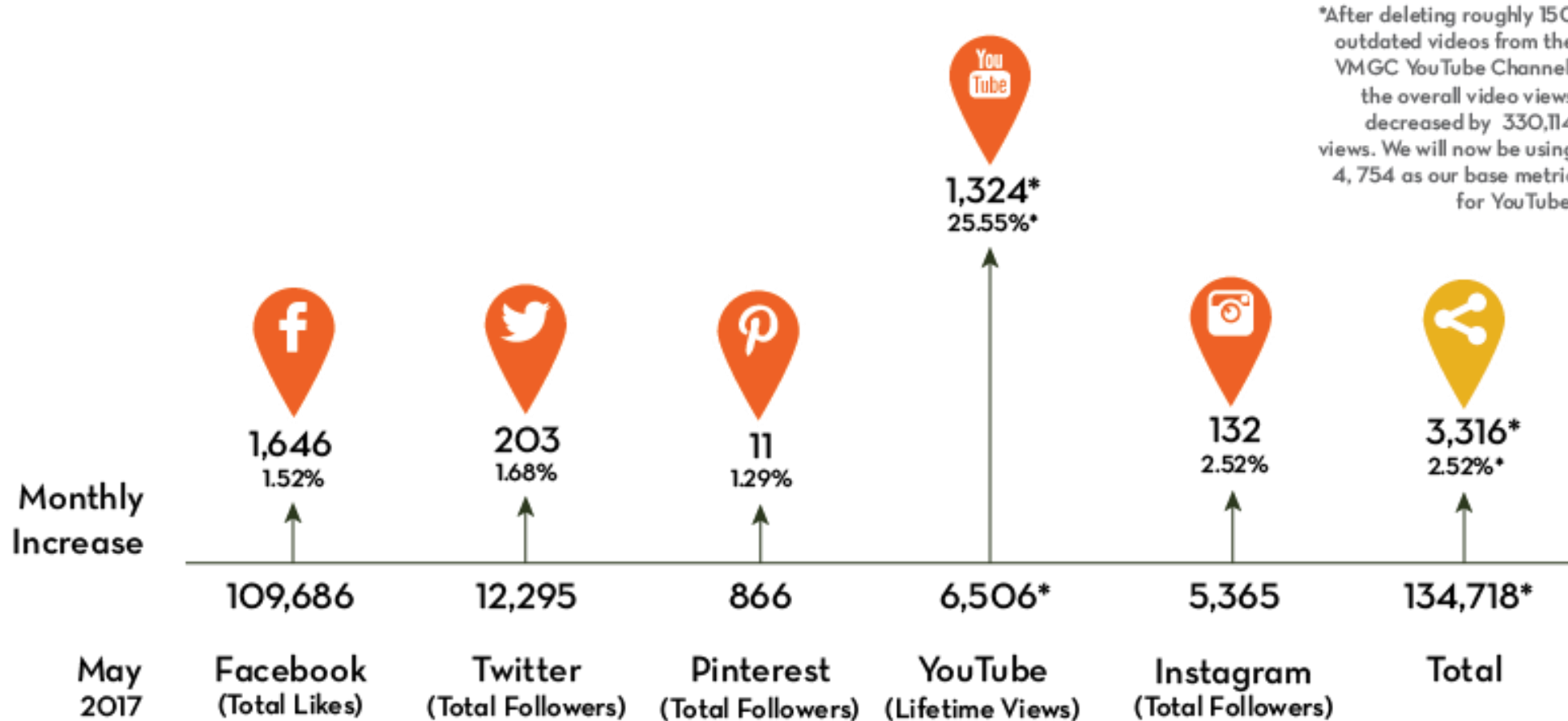
Impressions



Critical Mention



Social Media Metrics





A superlative slate of Gulf Coast seafood classics

Larry Olmsted, Special for USA TODAY 6:57 a.m. ET May 11, 2017



(Photo: Larry Olmsted, for USA TODAY)

CONNECT 422 TWEET LINKEDIN COMMENT EMAIL MORE

The scene: The cartoonish logo of an alligator and a crawfish, both wearing white toques, the traditional chef's hat, is very appropriate at Dempsey's. It has a roadside shack feel, casual vibe and real Gulf Coast sense of place, and the quality of the food is taken very seriously. It's a green barn-like structure with open front porch and overhanging awning in the area's architectural style, located on a less traveled road in Kiln (pronounced "Kill"), Miss. Next door, a matching smaller structure in red houses Da Swamp Shop, a satellite gift store where you can peruse local handicrafts



TRAVEL | HERE'S WHERE TO GO FOR YOUR NEXT LADIES' GETAWAY

Here's Where to Go for Your Next Ladies' Getaway

No kids—or men—allowed.

Carolanne Roberts

Coastal Chilling with the Girls

The Mississippi Gulf Coast

If you're looking for a posh yet affordable total resort experience on this slice of the Gulf of Mexico, [Beau Rivage Resort & Casino](#) is it (\$). Rates can vary dramatically, from under \$100 to over \$300, so check the rate calendar when planning your trip. At this MGM resort, you can lounge by an expansive pool overlooking Mississippi Sound. You and your girlfriends will love raising those lovely red flags on your lounge chairs whenever you need any little thing. Chill at the spa, or take your credit cards for a stroll through the shopping promenade. After enjoying pre-dinner drinks at the resort's happening lobby bar, [Eight75](#), choose from the in-house dining options. They include surprisingly affordable white-tablecloth Italian at [Stalla](#), inventive pan-Asian at [Jia](#), and the upscale steak house [BR Prime](#). Want a non-casino lodging option? Try the beautifully renovated [White House Hotel](#) in Biloxi (\$\$). When you're ready to explore the area, you'll find two artsy towns bookending the coastline: Ocean Springs and Bay St. Louis. In between these cool spots, enjoy quiet stretches of man-made beach near Pass Christian and Long Beach—just expect flat water, because the barrier islands break the waves. But you can see them on [Ship Island](#), which is reachable by ferry. Don't miss Gulfport's vibrant restaurant district downtown. Great dining picks in Ocean Springs include [Woody's Roadside](#), [Phoenicia Gourmet Restaurant](#), [Mosaic Restaurant & Bar](#), [Leo's Wood Fired Pizza](#), and [Government Street Grocery](#). In Bay St. Louis, check out [200 North Beach Restaurant](#), [Trapani's Eatery](#), and [The Blind Tiger](#).

MEDIA COVERAGE

GULF COAST REVIVAL

Biloxi and environs
are forging ahead with
new group options

MISSISSIPPI RIVER AUDUBON CENTER, MOSS POINT

Adozen years after Hurricane Katrina and seven years after the Deepwater Horizon oil spill, the Mississippi Gulf Coast is not only back on its feet, but thriving. With exciting developments in the pipeline and a host of new options in the way of dining, entertainment and outdoor activities, groups have more reason than ever to meet in a resilient destination that couldn't stay down for long.

"There is a lot happening throughout the region and there's no sign of things slowing down anytime soon," said Janice

Jefferson, director of sales for Visit Mississippi Gulf Coast, whose territory includes the communities of Biloxi, Gulfport, Bay St. Louis, Pass Christian and Ocean Springs. "We're so excited about it, especially since it's bringing us back to where we were before Katrina. Groups will find diverse and flexible meeting spaces, plus a lot to do during free time."

Along with 26 miles of white-sand beaches, deluxe casino resorts, historic venues, outdoor sports, shopping and a host of other attributes, the Gulf Coast

BILOXI BEACHFRONT



offers affordability and convenience, according to Jefferson.

"We're easy to navigate and we're very budget-friendly," she said. "That's important as everyone is looking at the bottom line these days. We're especially seeing an increase in Southeast regional events, but some national events as well. Sports-related events are growing noticeably, too."

For planners looking for optimal value and flexibility, midweek dates are best throughout the year. With summer a busy time for leisure travel along the Gulf, January through April and September through November are especially favorable periods for group business, Jefferson said.

Hotel Scene

With everything from large casino resorts to intimate boutique hotels and historic inns, the Gulf Coast offers variety for groups of all sizes. Biloxi has the greatest concentration of meetings hotels as well as the region's largest meeting facility, the Mississippi Coast Coliseum & Convention Center in Biloxi. The center has 410,000 square feet of meeting and exhibition space and accommodates catered events

Fairways to HEAVEN

BY EDWARD SCHMIDT JR.


Stellar waterfront golf venues make for memorable beach retreats

Great Southern Golf Club, Gulfport, Miss.

www.greatsouthern-golf.com

Set near downtown Gulfport, the Great Southern was designed by Scotsman Donald Ross in 1908. It recently upgraded its landscaping, irrigation systems and green approaches.

"On the oldest course in Mississippi, you'll find sweeping views of the Mississippi Sound, a historical setting surrounded by majestic oaks, and a clubhouse with the 1908 Bar & Grill," said Craig Mackay, sports development manager for Visit Mississippi Gulf Coast. "We recommend the course for groups of all sizes and it has reasonable day and weekend rates."

The Mississippi Gulf Coast region, which encompasses cities like Biloxi, Gulfport and Bay St. Louis, has more than 15,000 hotel rooms and other excellent golf courses designed by architects such as Jack Nicklaus, Tom Fazio and Davis Love III. 

MEDIA COVERAGE

GULF COAST REVIVAL

Biloxi and environs
are forging ahead with
new group options

MISSISSIPPI RIVER AUDUBON CENTER, MOSS POINT

Adozen years after Hurricane Katrina and seven years after the Deepwater Horizon oil spill, the Mississippi Gulf Coast is not only back on its feet, but thriving. With exciting developments in the pipeline and a host of new options in the way of dining, entertainment and outdoor activities, groups have more reason than ever to meet in a resilient destination that couldn't stay down for long.

"There is a lot happening throughout the region and there's no sign of things slowing down anytime soon," said Janice

Jefferson, director of sales for Visit Mississippi Gulf Coast, whose territory includes the communities of Biloxi, Gulfport, Bay St. Louis, Pass Christian and Ocean Springs. "We're so excited about it, especially since it's bringing us back to where we were before Katrina. Groups will find diverse and flexible meeting spaces, plus a lot to do during free time."

Along with 26 miles of white-sand beaches, deluxe casino resorts, historic venues, outdoor sports, shopping and a host of other attributes, the Gulf Coast

BILOXI BEACHFRONT



offers affordability and convenience, according to Jefferson.

"We're easy to navigate and we're very budget-friendly," she said. "That's important as everyone is looking at the bottom line these days. We're especially seeing an increase in Southeast regional events, but some national events as well. Sports-related events are growing noticeably, too."

For planners looking for optimal value and flexibility, midweek dates are best throughout the year. With summer a busy time for leisure travel along the Gulf, January through April and September through November are especially favorable periods for group business, Jefferson said.

Hotel Scene

With everything from large casino resorts to intimate boutique hotels and historic inns, the Gulf Coast offers variety for groups of all sizes. Biloxi has the greatest concentration of meetings hotels as well as the region's largest meeting facility, the Mississippi Coast Coliseum & Convention Center in Biloxi. The center has 410,000 square feet of meeting and exhibition space and accommodates catered events

Fairways to HEAVEN

BY EDWARD SCHMIDT JR.

Stellar waterfront golf venues make for memorable beach retreats

Great Southern Golf Club, Gulfport, Miss.

www.greatsouthern-golf.com

Set near downtown Gulfport, the Great Southern was designed by Scotsman Donald Ross in 1908. It recently upgraded its landscaping, irrigation systems and green approaches.

"On the oldest course in Mississippi, you'll find sweeping views of the Mississippi Sound, a historical setting surrounded by majestic oaks, and a clubhouse with the 1908 Bar & Grill," said Craig Mackay, sports development manager for Visit Mississippi Gulf Coast. "We recommend the course for groups of all sizes and it has reasonable day and weekend rates."

The Mississippi Gulf Coast region, which encompasses cities like Biloxi, Gulfport and Bay St. Louis, has more than 15,000 hotel rooms and other excellent golf courses designed by architects such as Jack Nicklaus, Tom Fazio and Davis Love III. 

MEDIA COVERAGE



Splash



HOME



More than 1200 APP Downloads!

Oh, how Visit Mississippi Gulf Coast has helped



By The Editorial Board



Tourism is picking up momentum across the Coast just in time for summer, according to [Visit Mississippi Gulf Coast](#).



And that's great news for anyone living here. Because the more people spend money and have fun on the Coast, the more tourism attractions we can build. And the more attractions we can offer, the more people will come. That's the kind of cycle we like to see unfold.



Visits to Mississippi Gulf Coast are on the upswing

Posted by: For the MBJ in MBJ FEATURE, NEWS, Tourism May 12, 2017

By ALEXIS WILLIAMS

Coast tourism leaders are touting improved numbers for 2016, saying that 6.2 million people visited the Mississippi Gulf Coast last year. Their goal of 7 million visitors by 2020 is well within reach and hopefully attainable before then.

"We truly believe that one voice is working," said Renee Areng, Executive Director of Visit Mississippi Gulf Coast. Areng notes that 2016 was the first year all three coastal counties, Hancock, Harrison and Jackson, were part of a regional tourism marketing effort. "We have a great team, and we are streamlining the messaging where we are getting the best results."



MEDIA COVERAGE

Coast Champions



30 Trainings with 633 graduates!

