



# Visit Mississippi Gulf Coast

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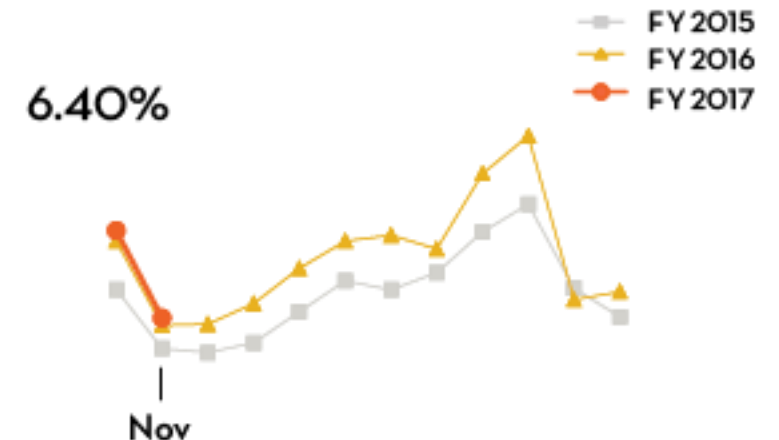
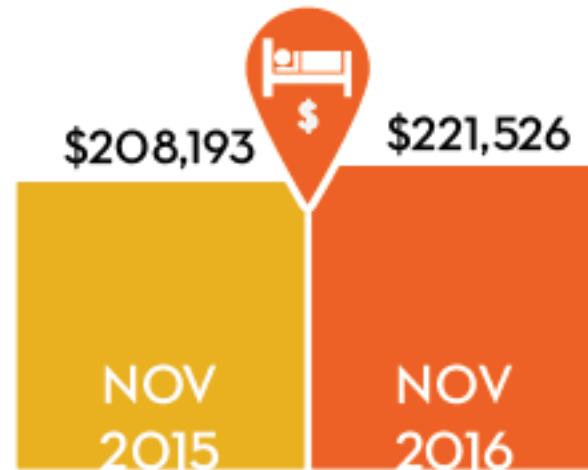
**KEY PERFORMANCE INDICATORS**

**JANUARY 2017**

# Occupancy Tax Receipts



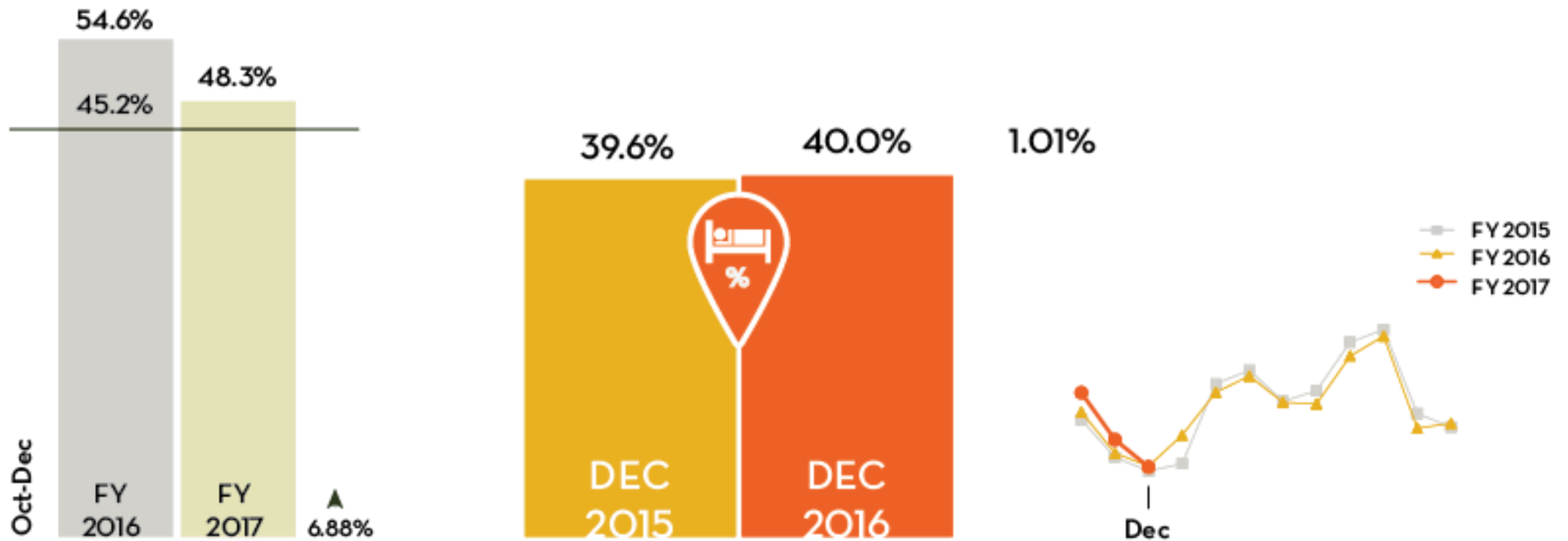
MS Department of Revenue



# Occupancy Rate Non-Casino



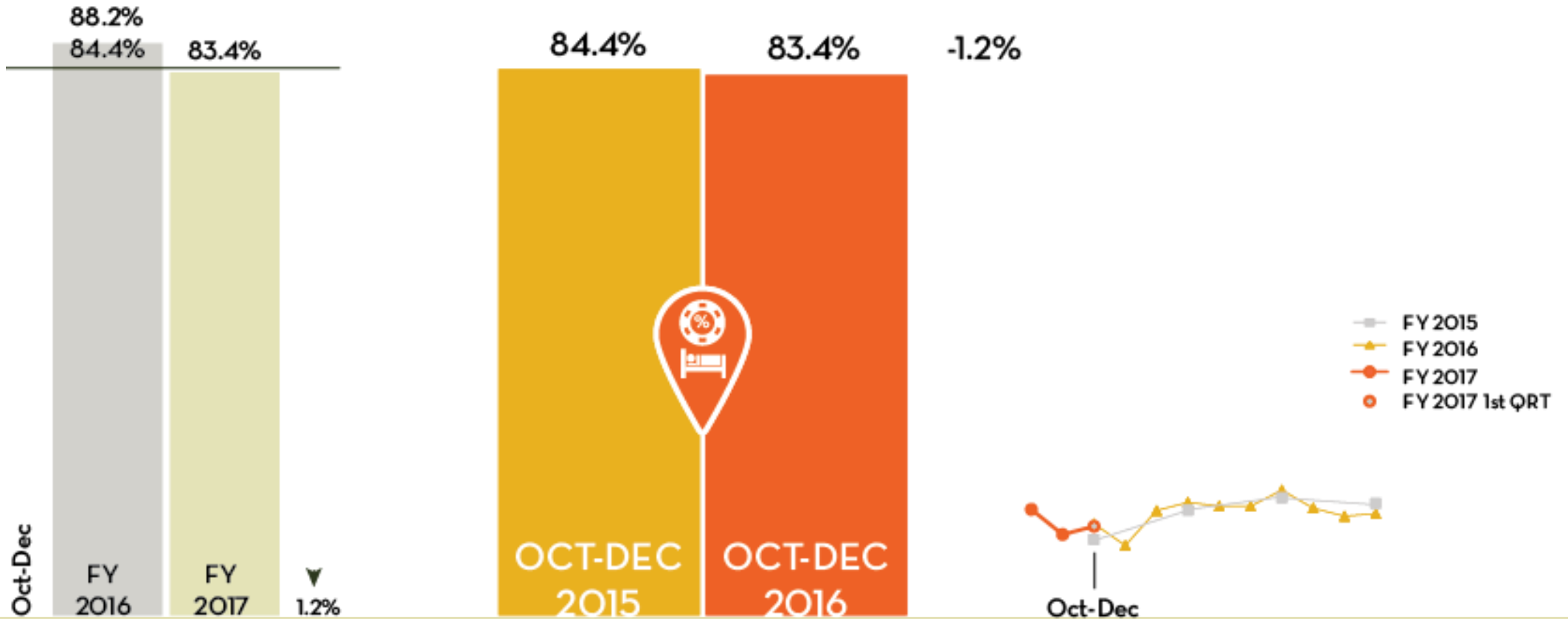
STR



# Occupancy Rate Casino



MS Gaming Commission

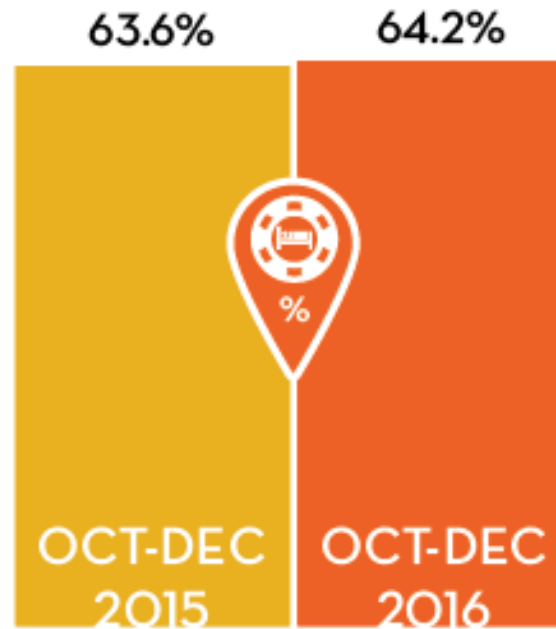
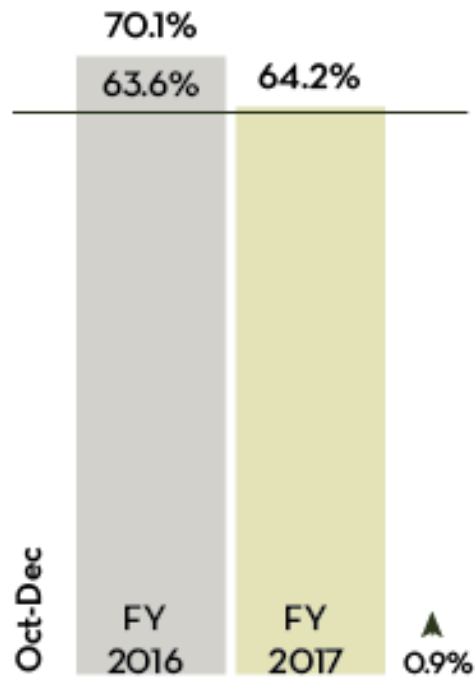


# Occupancy Rate

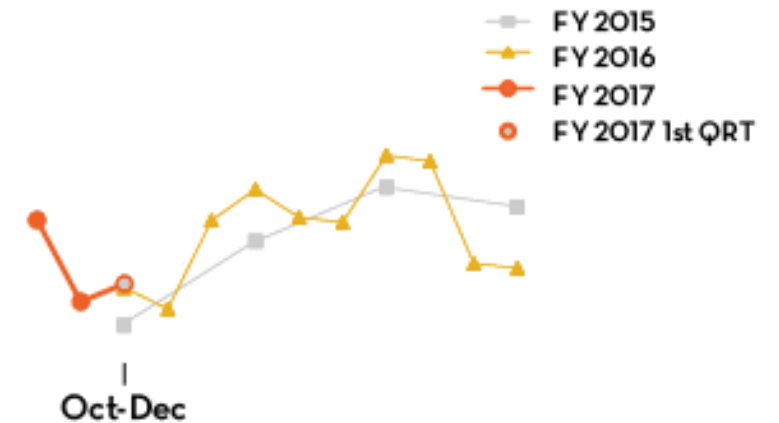
## All



STR & MSGC



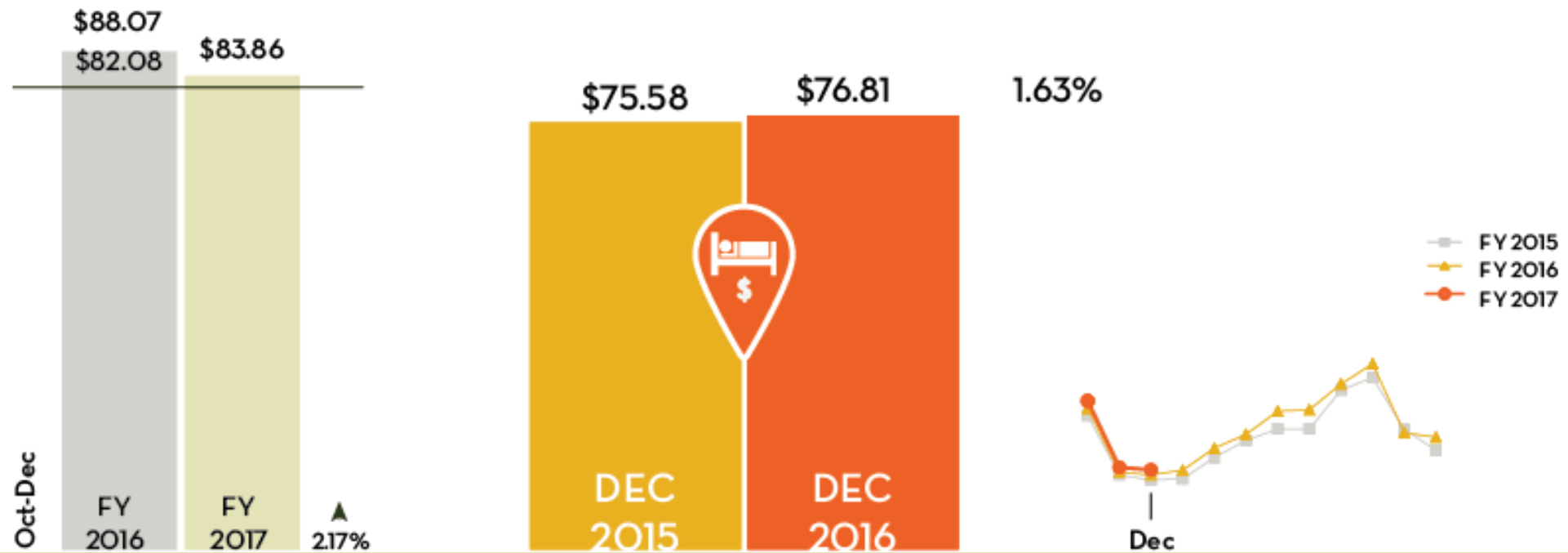
0.9%



# Average Daily Rate Non-Casino



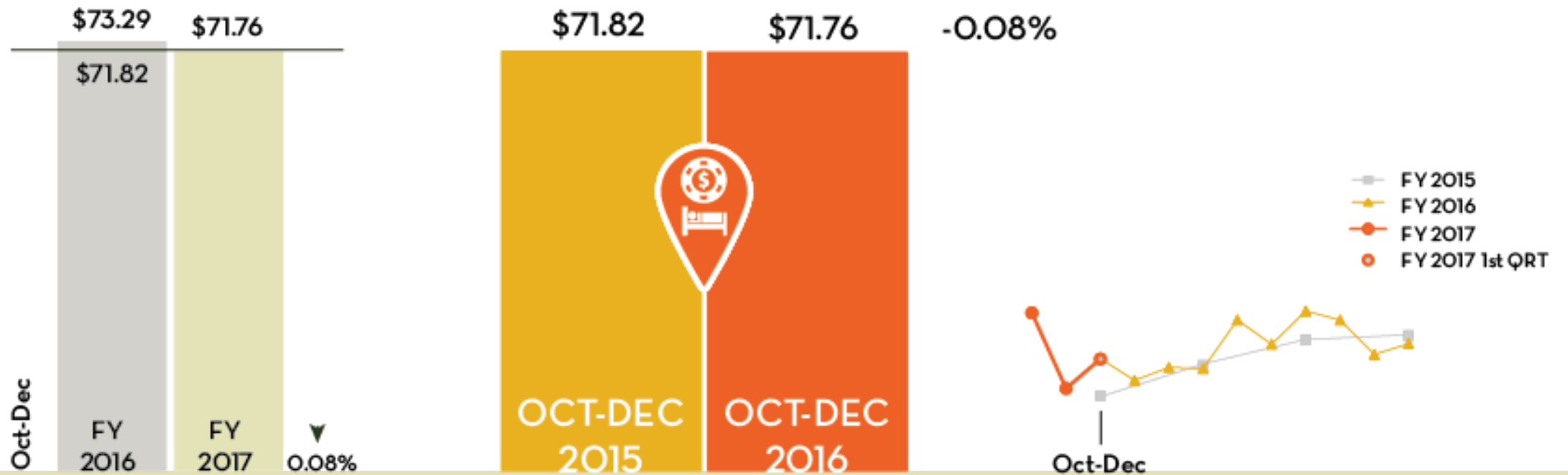
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# Average Daily Rate Casino



MS Gaming Commission

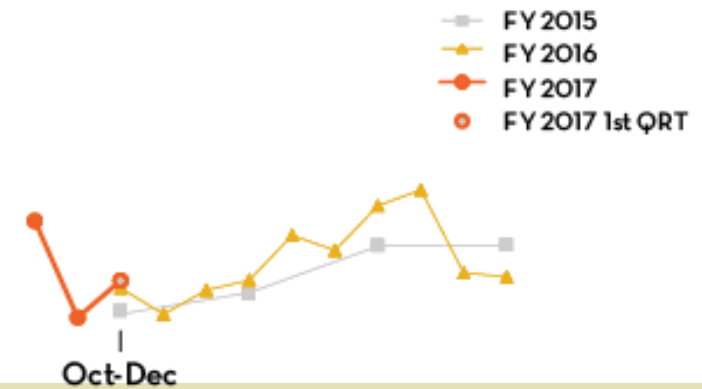
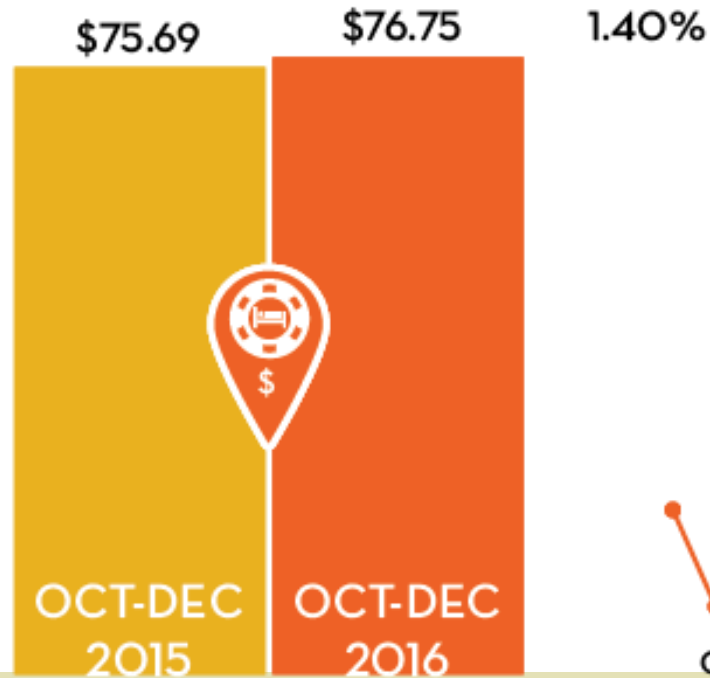


# Average Daily Rate

## All



STR & MSGC

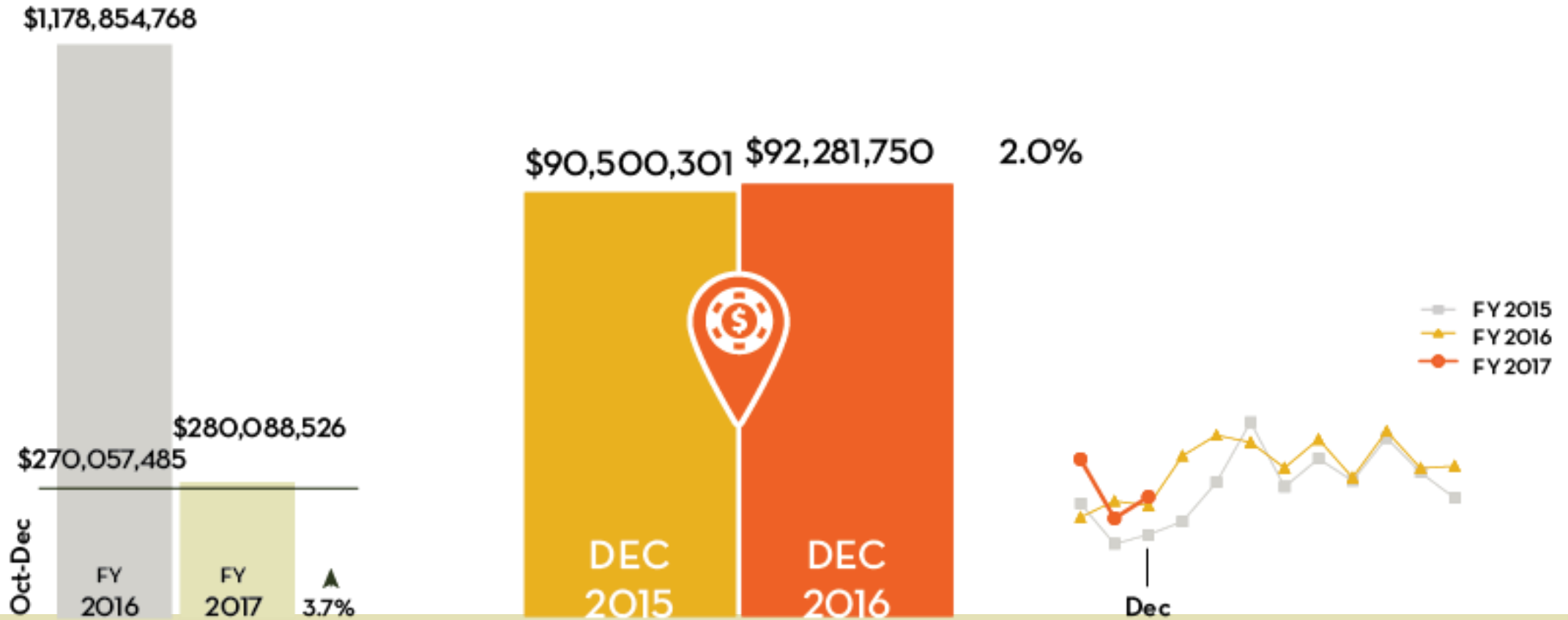




# Gaming Revenue

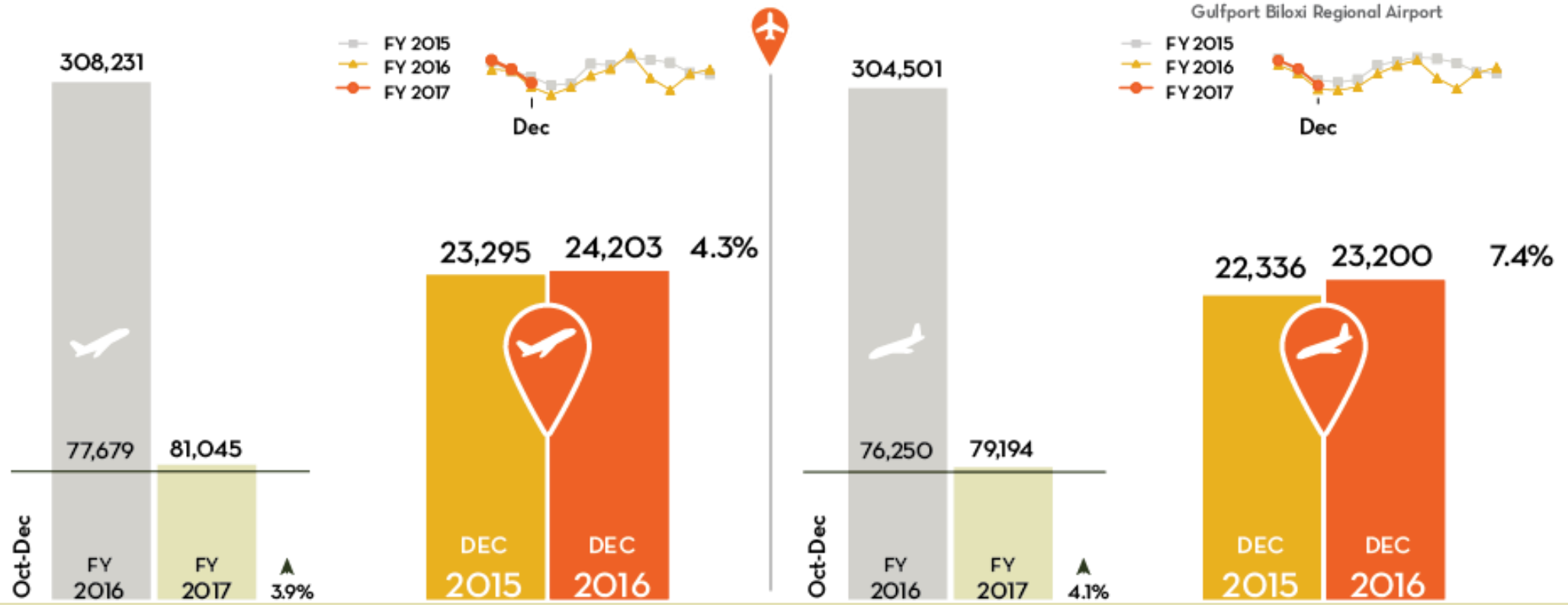


MS Gaming Commission



# Gulfport-Biloxi International Airport

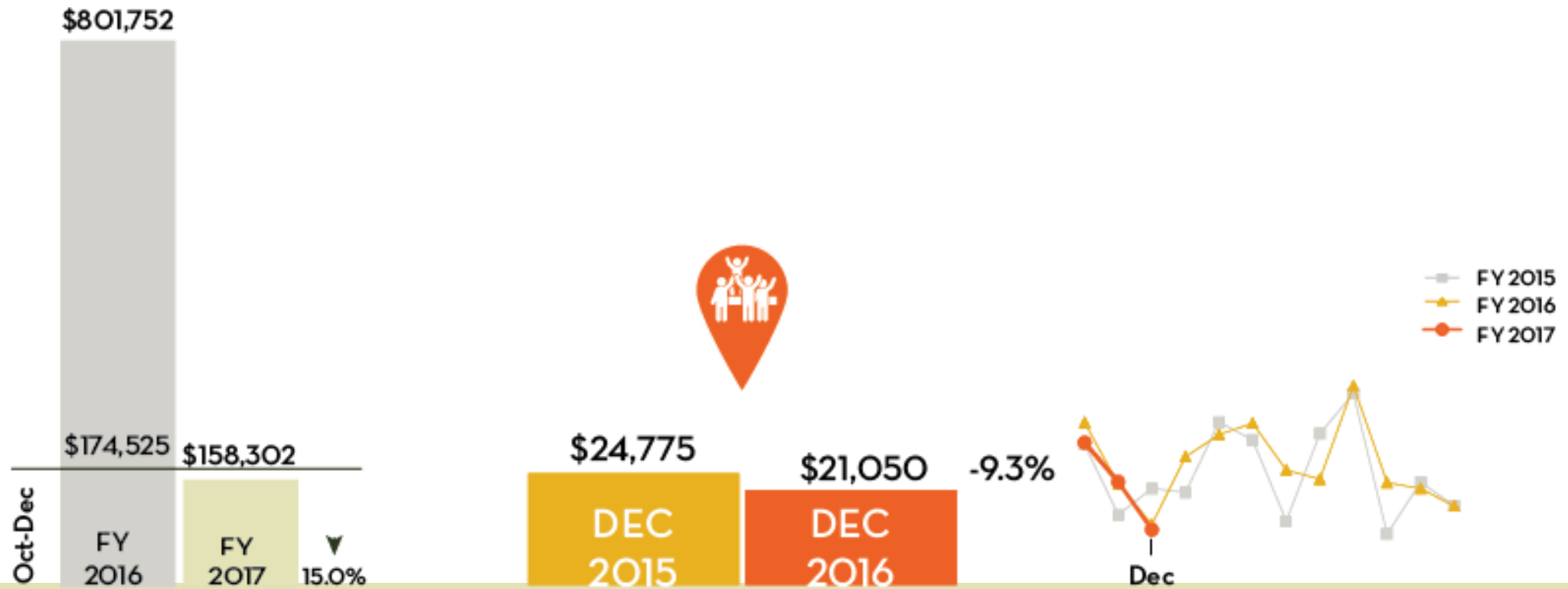
## Enplanements — Deplanements



# Convention Center Revenue



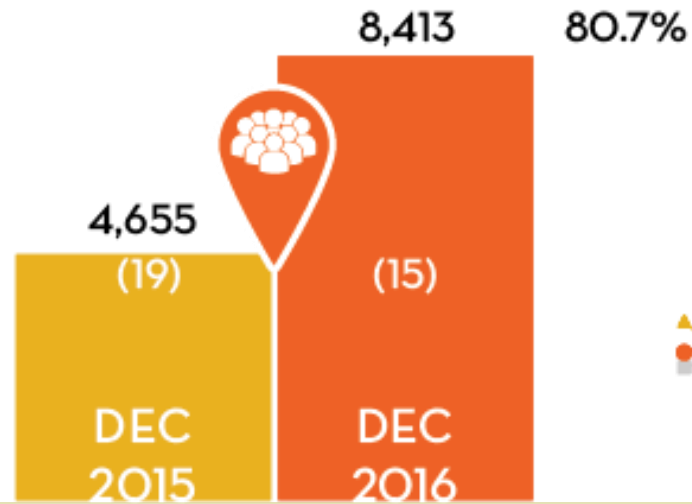
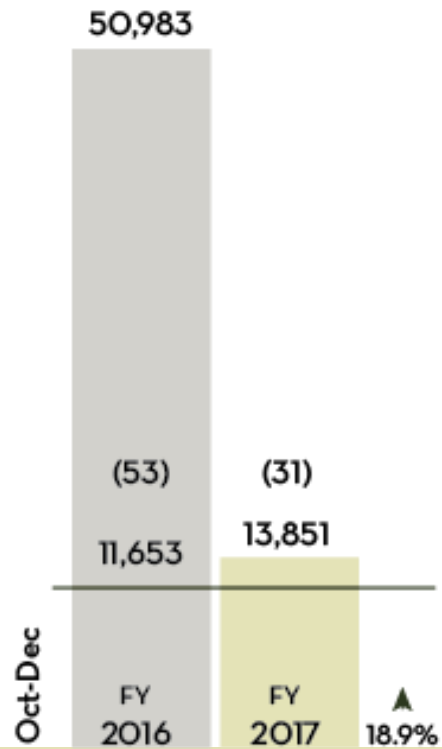
MS Coast Coliseum and Convention Center



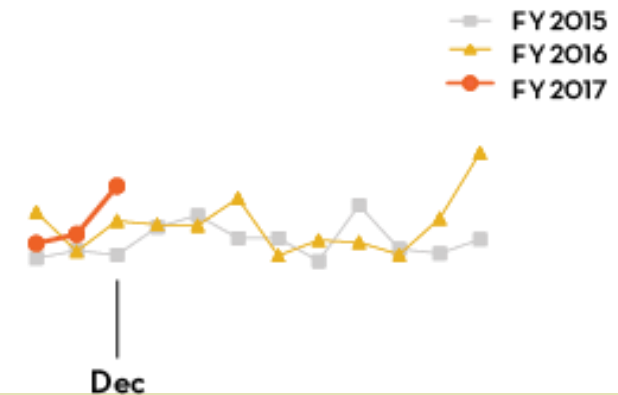
# Definite Bookings



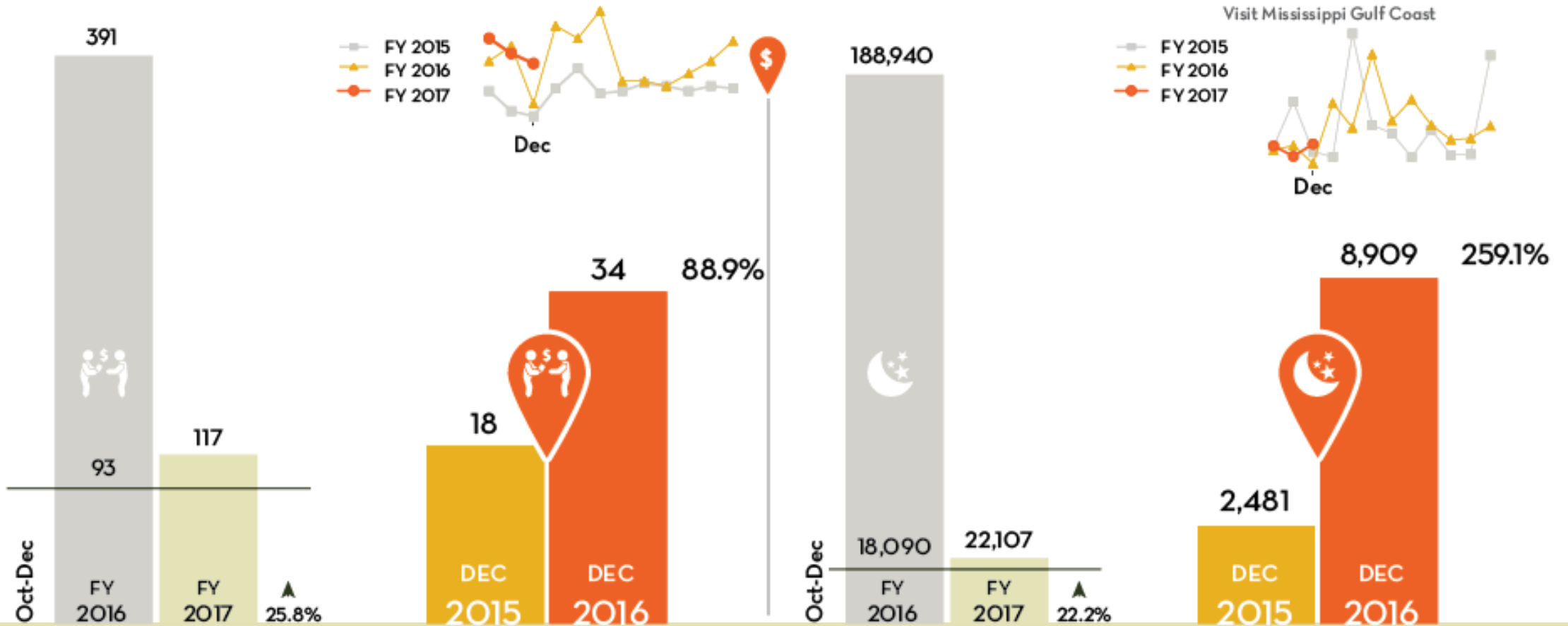
Room Nights/(Groups)



Visit Mississippi Gulf Coast



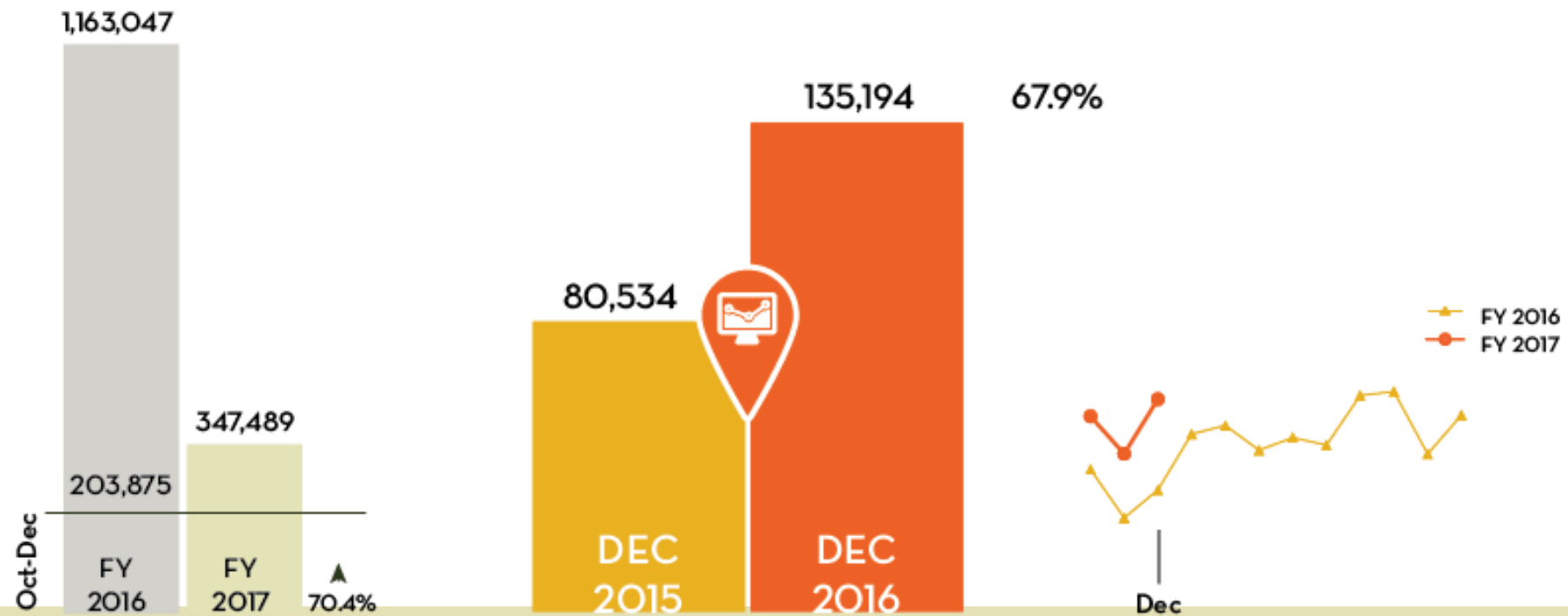
# Leads Issued & Potential Room Nights



# Google Analytics - Unique Visits



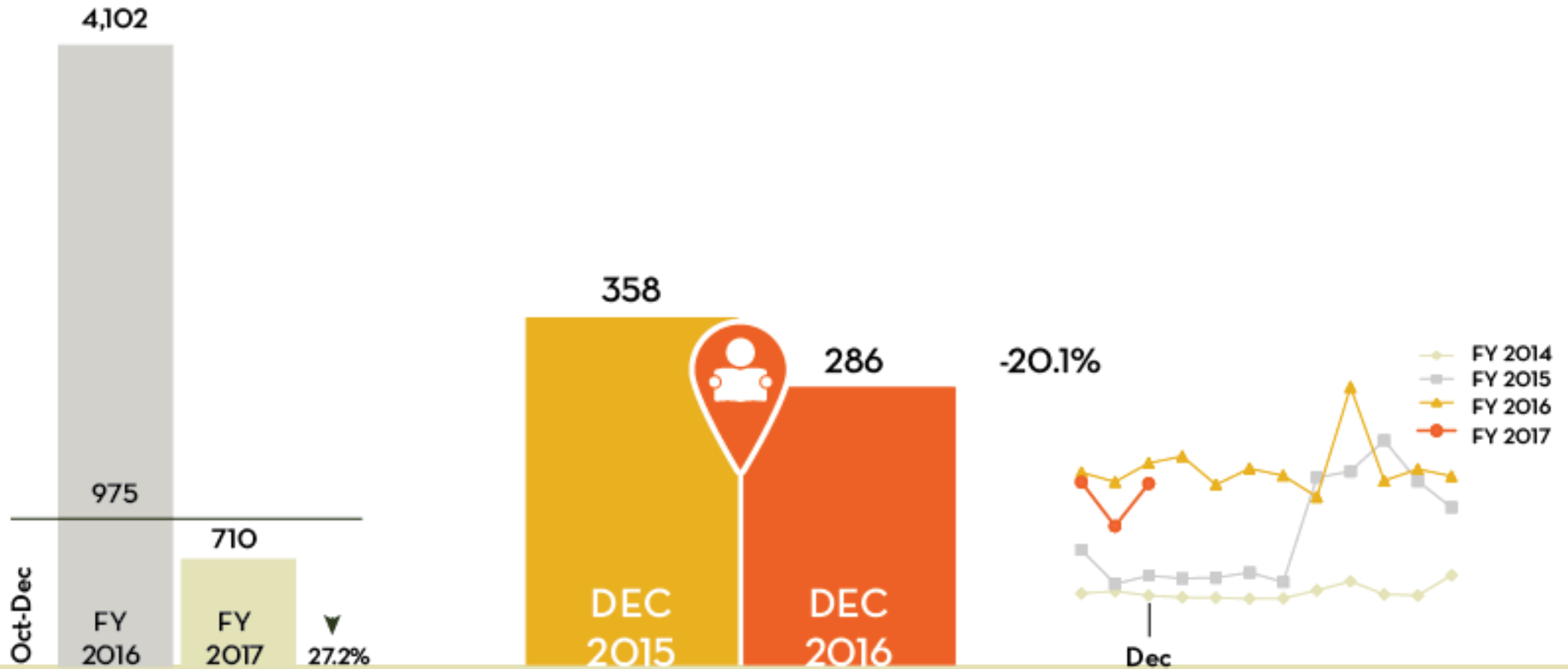
Google Analytics



# Number of Articles



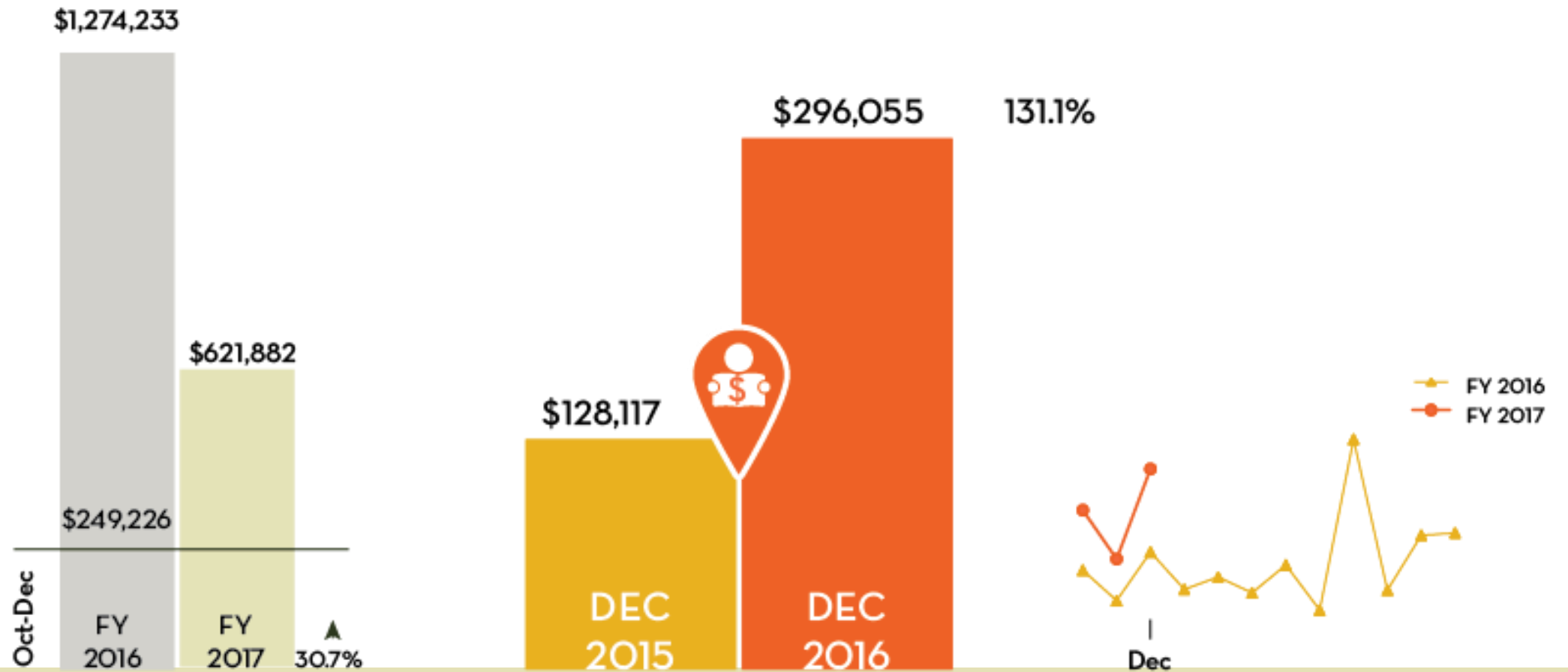
Critical Mention



# Media Value

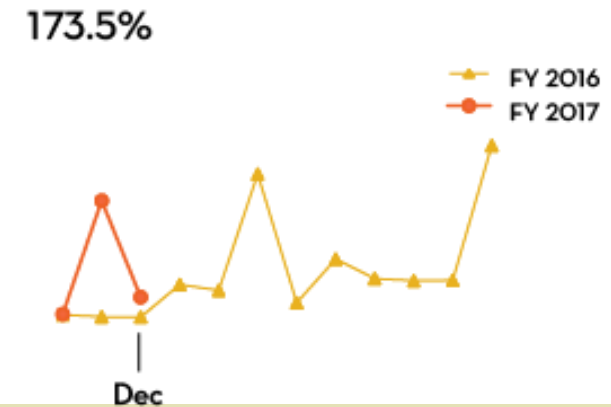
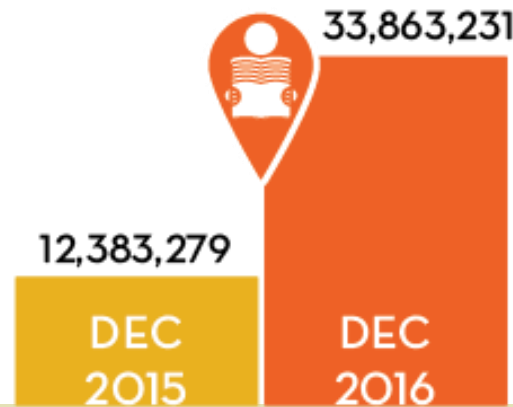
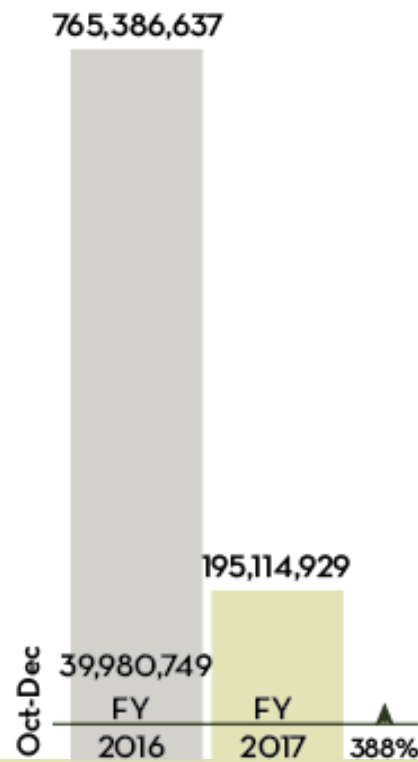


Critical Mention



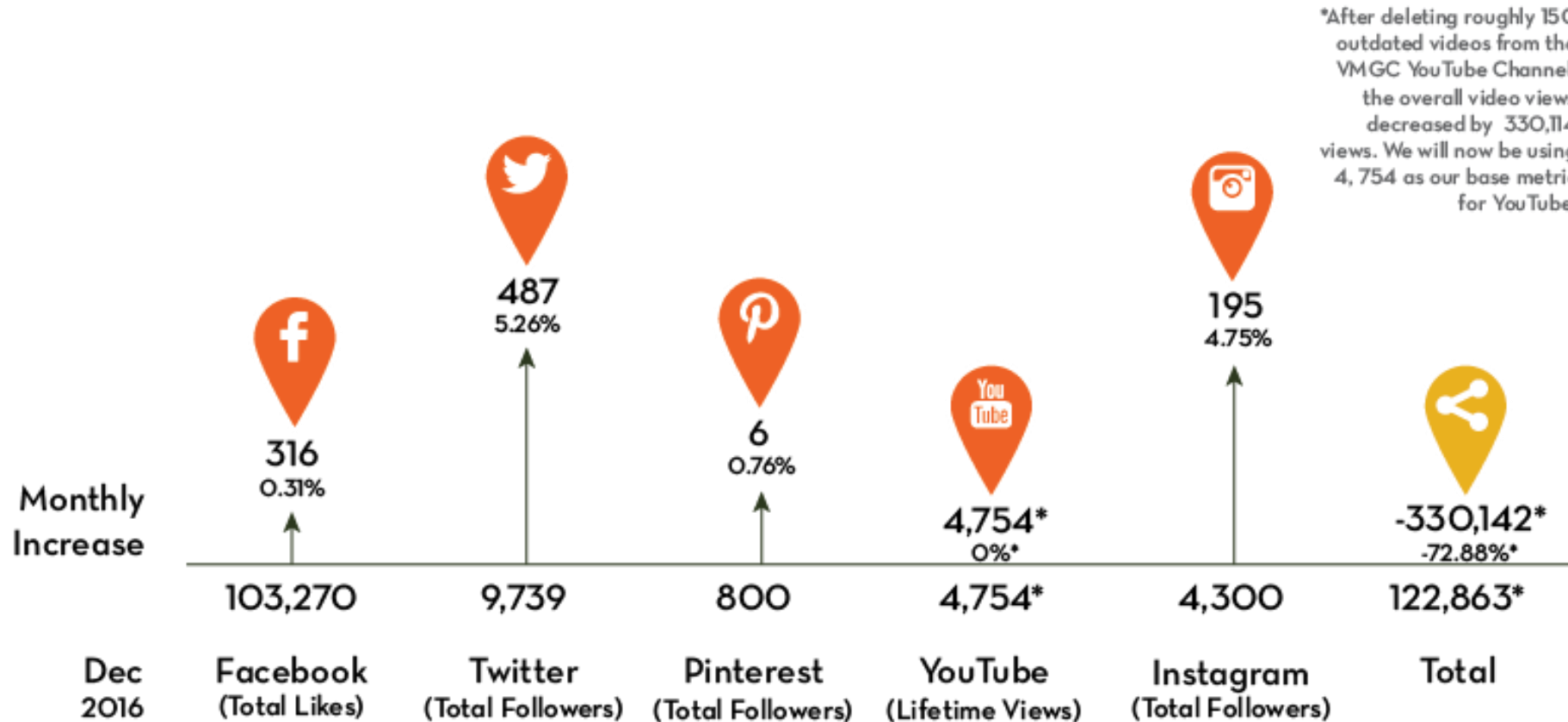


# Impressions



Critical Mention

# Social Media Metrics



## 50 Epic Girls' Getaway Destinations in Every State Across America

If you need a weekend sans husbands/kids, one of these spots will do the trick.



### GULF COAST, MISSISSIPPI

This under-the-radar gem is as warm and welcoming as it is laidback, making it ideal for a weekend escape with your friends. If you and your friends enjoy wandering sans

## 10 Best Restaurants Of 2016



Larry Olmsted, CONTRIBUTOR

*I travel to learn, eat, golf and ski, but mostly for travel's sake* [FULL BIO](#) ▾

Opinions expressed by Forbes Contributors are their own.

**Darwell's Café, Long Beach, MS:** This was my most surprising meal of the year - go someplace with high expectations and it is easy to be disappointed, but go someplace someone recommended that you know nothing about and you might be awed. I was awed by Darwell's Café, a true roadside joint that is literally on the other side of the tracks, just outside the Gulf Coast tourist towns of Gulfport and Biloxi.

# MEDIA COVERAGE

## 50 Undiscovered Places You'll Love in the South

Follow us to your new favorite spots.



**Not Since Prohibition: Lazy Magnolia Brewery**

# GREATER BATON ROUGE BusinessReport

## Louisiana Marathon organizers launch inaugural Mississippi event

STEPHANIE RIEGEL

DECEMBER 8, 2016



Organizers of the Louisiana Marathon, which celebrates its fifth anniversary in January, are in Mississippi today preparing for the inaugural Mississippi Gulf Coast Marathon.

The event will be held over two days this weekend. It will include a 5K and 1.2-mile kids run on Saturday, followed on Sunday by a 13.1-mile half marathon from Gulfport to Biloxi and a 26.2-mile full marathon from Pass Christian to Biloxi.

The launch of the Mississippi event is a testament to the success of the Louisiana Marathon, which has grown since its founding in 2012 from some 2,800 runners to an expected 9,000 in 2017. Organizers say they have also been able to cross promote the two races, creating a synergy between them that will help both to grow.

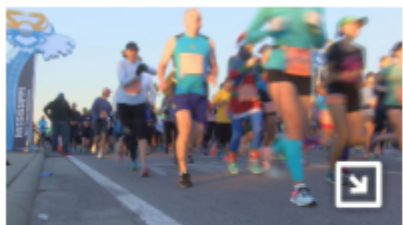
# MEDIA COVERAGE



# Half marathon brings out runners from across the country

Published: Sunday, December 11th 2016, 12:19 pm CST  
Updated: Sunday, December 11th 2016, 9:45 pm CST

By Bess Casserleigh, Reporter



HARRISON COUNTY, MS (WLOX) - A booming cannon started hundreds of half-marathon racers off at Jones Park early Sunday morning. People from all over the country convened on the coast this weekend to participate in its first-ever marathon race to take place on Hwy. 90.

"It's just for the fun, the fellowship, and of course the bling," said Brookhaven resident Tim Alexander, who ran both the half marathon and the 5K race on Saturday. "Perfect weather, just great participation from everybody. I had a great time. Just really good race."



## FIRST MARATHON BOOSTS GULF COAST ECONOMY

By: Hank Davis

Submitted: 12/12/2016 - 10:00pm



The Mississippi Gulf Coast Marathon drew huge crowds to our area. They got the chance to enjoy the scenery and had plenty of time to see what else the Coast has to offer. News 25's Hank Davis takes a look at the event's impact, which will last long after the race has been run.

With the first ever Mississippi Gulf Coast Marathon in the books, runners had great things to say about their experience on the beaches of Mississippi as beautiful weather and our flat landscape set the stage for plenty of success on and off the course.

# MEDIA COVERAGE



VISIT WEBSITE BLOG REQUEST A GUIDE



**Welcome to the Mississippi Gulf Coast!**

We hope you have a great weekend running in the Mississippi Gulf Coast Marathon. Stop by the Visit Mississippi Gulf Coast booth at the Marathon Expo to gather some information about the region and take a photo at our photo booth.

We also encourage you to read the marathon guide we created to ensure you have a fun weekend exploring the Mississippi Gulf Coast.



photo: Jim Howton

CHECK OUT THE ULTIMATE GUIDE TO THE MISSISSIPPI GULF COAST MARATHON WEEKEND



— this mailing  
— community avg

Opens   
**66%**  
265 opens

Clicks  
**45%**  
120 unique clicks



— this mailing  
— community avg

Opens   
**66%**  
264 opens

Clicks  
**52%**  
136 unique clicks



VISIT WEBSITE BLOG REQUEST A GUIDE



**Thank You!**

Thank you for coming to the Mississippi Gulf Coast for the Mississippi Gulf Coast Marathon. We hope you had a great race and a wonderful time on the Mississippi Gulf Coast. Congrats to all the runners on a strong finish. We hope to see you again for next year's race!

If we didn't catch you at the Expo, please answer this quick, five-question survey. You'll finish it faster than you ran across the finish line. All runners who answer the survey will be put in a drawing to **win free registration to the 2017 Mississippi Gulf Coast Marathon and a marathon swag bag!**



Photo: Jim Howton

Answer the 5 questions!

# TARGETED NEWSLETTERS

## MISSISSIPPI GULF COAST MARATHON

# Coast Champions

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30 Trainings with more than 600 graduates!



# Mississippi Gulf Coast Marathon



Nearly 3,500 runners in all events!



Gulf Coast Marathon attracts runners across U.S., beyond

Beautiful weather, personal bests greet first Mississippi Gulf Coast Marathon





# Gulf Coast Marathon should be annual tourism event



Sissy Moreland and Marcos Rodrigues cross the finish line at the Mississippi Gulf Coast Marathon on Sunday. **Tim Isbell** -

## VIDEOS



Viral video of Coast animal abuse: May be