



Visit Mississippi Gulf Coast

KEY PERFORMANCE INDICATORS

SEPTEMBER 2016

Accreditation



ACCOLADES



Congratulations to you and your team for the recent recognition (2016 Governor's Conference on Tourism - Tourism Office of the Year and the Southeast Tourism Society's Shining Example Award)! Awesome ... keep up the great work! – Paul D. Guichet, Vice President – Business Development, The Peoples Bank

Good stuff on all the press and growth on the coast!! Hope we are doing our part to help spread the gospel! – Eric W. Hoffman, President & Chief Operating Officer, Hoffman Media, LLC

Great work Renee, keep it up. If you need me let me know. – Barry Cumbest, Jackson County District 1 Supervisor

Tourism Office of the Year! Proud of you and your team! – John Hairston, Chief Executive Officer and President, Hancock Holding Company

Tourism can grow the Mississippi economy...congratulations!! – Hayes Dent, President, Hayes Dent Public Strategies

Wonderful job! Congratulations! – Katie Nuebel Guasco, Advertising Director, Hoffman Media

Congratulations! #MSCoastLife, Natalie Dudenhefer Guess, Director, Magnolia Business Alliance

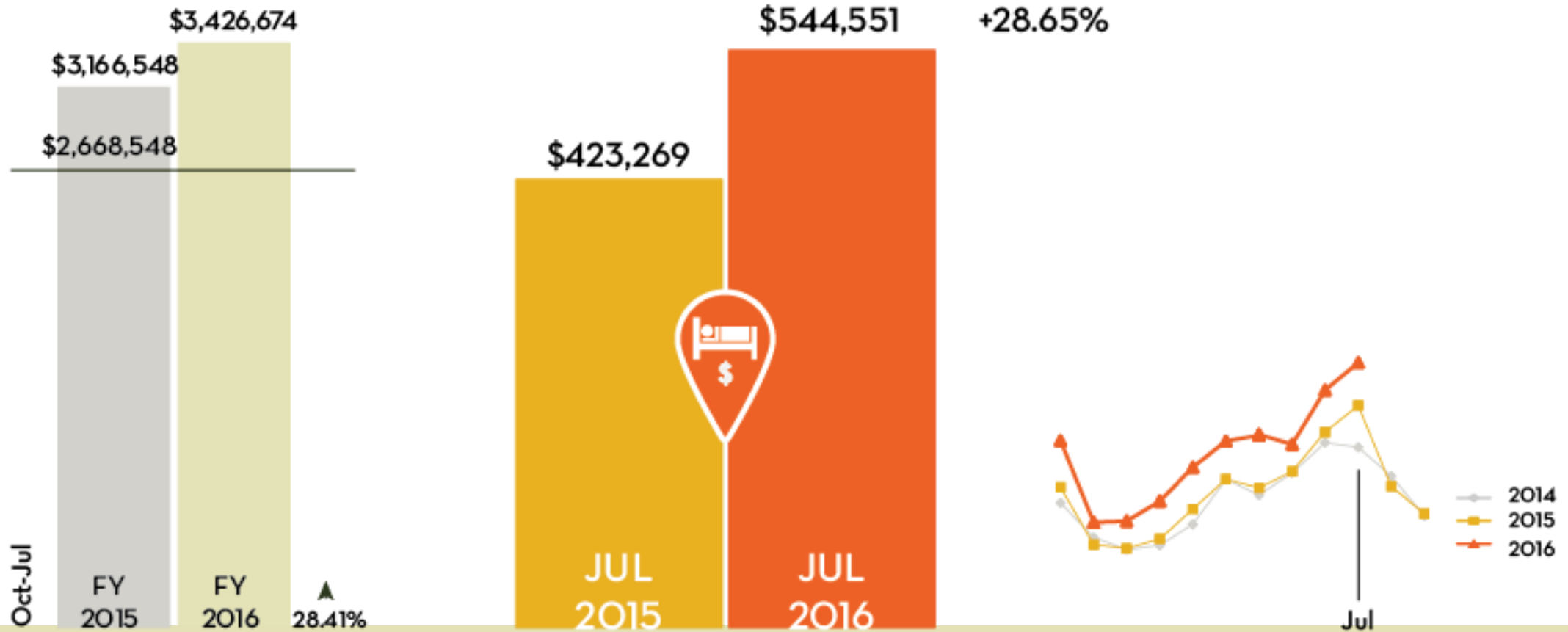
Great job by you and your team Renee!!!!..Congrats!! – Mark Allemond, Community Planner, FEMA Federal Emergency Management Agency



Occupancy Tax Receipts



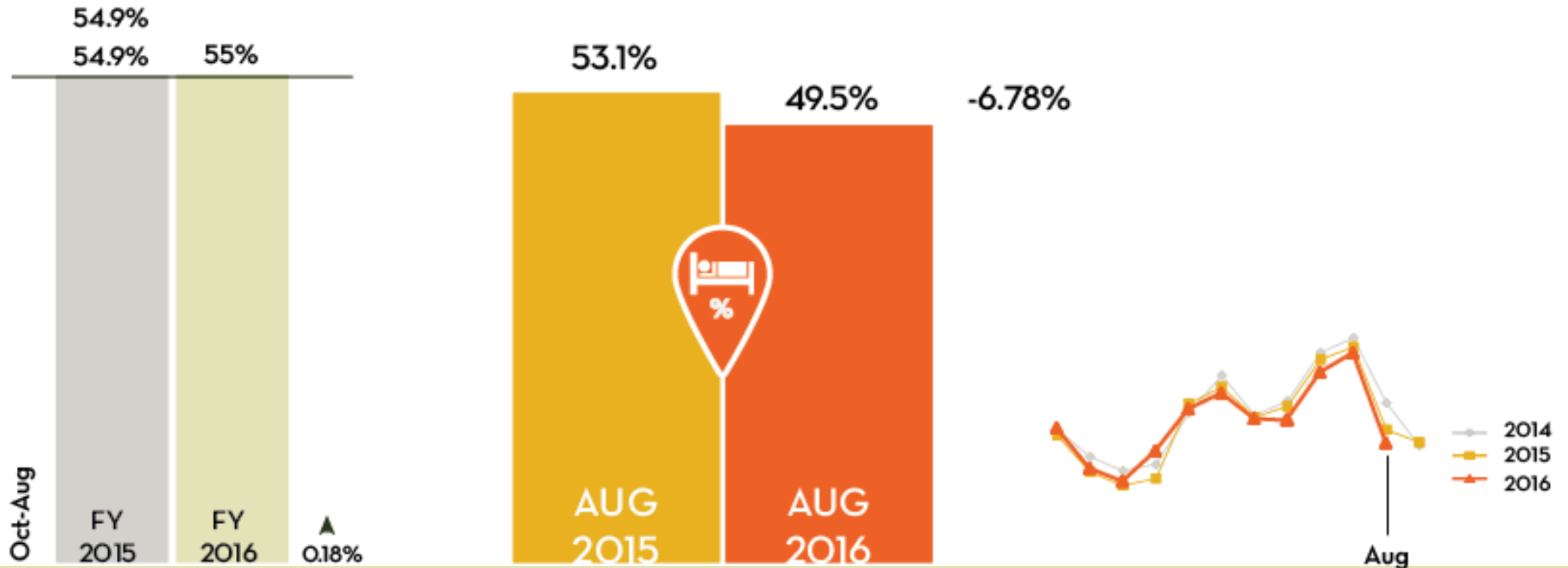
MS Department of Revenue



Occupancy Rate Non-Casino



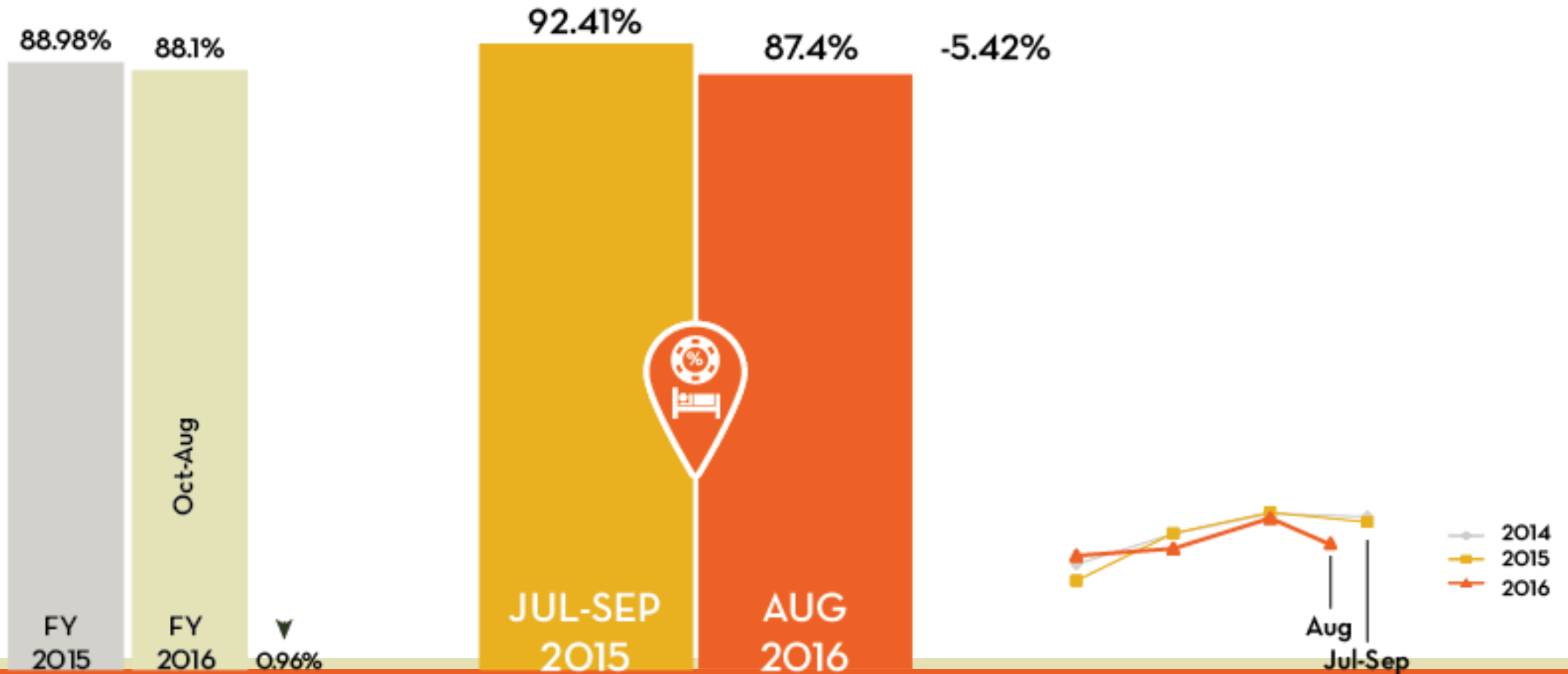
STR



Occupancy Rate Casino



MS Gaming Commission

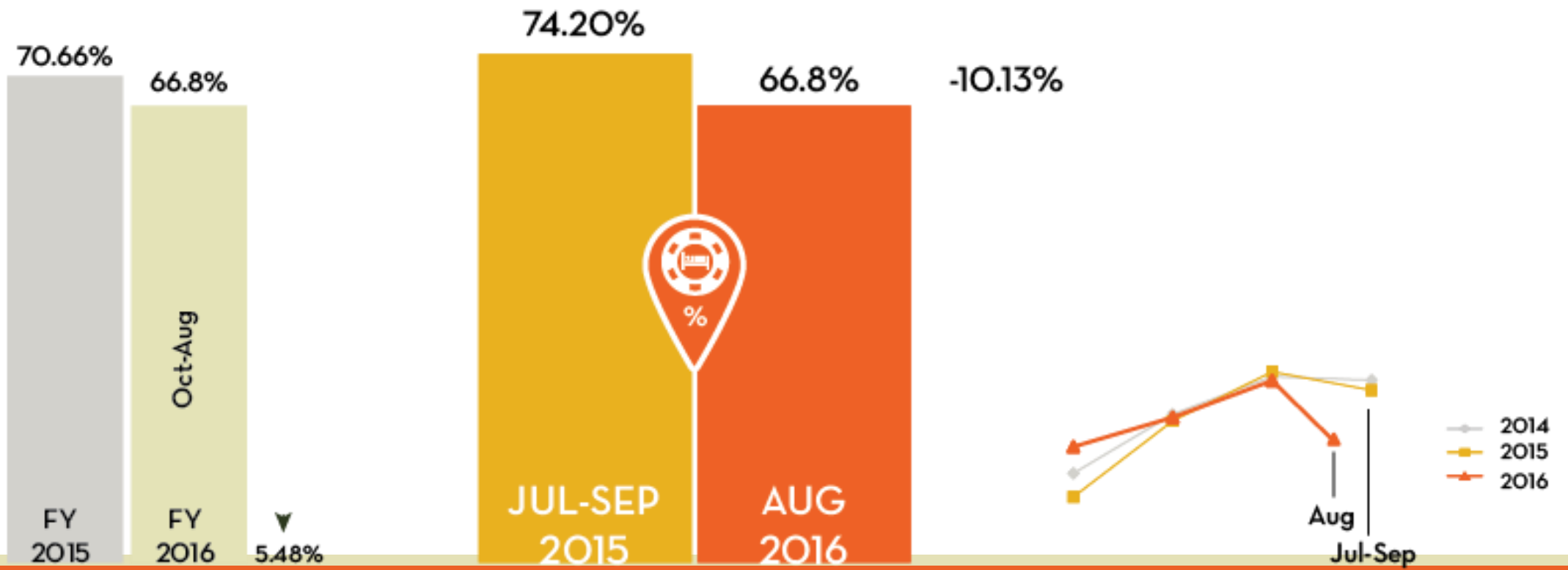


Occupancy Rate

All



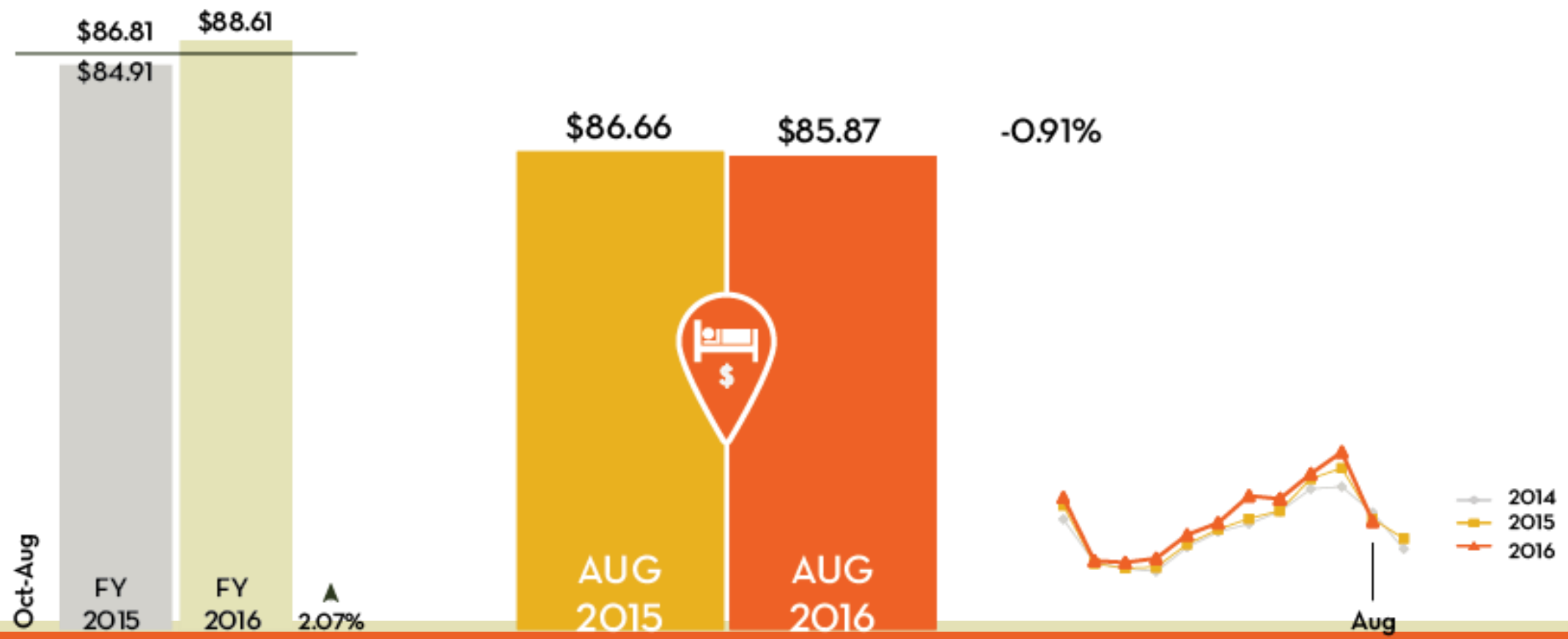
STR & MSGC



Average Daily Rate Non-Casino



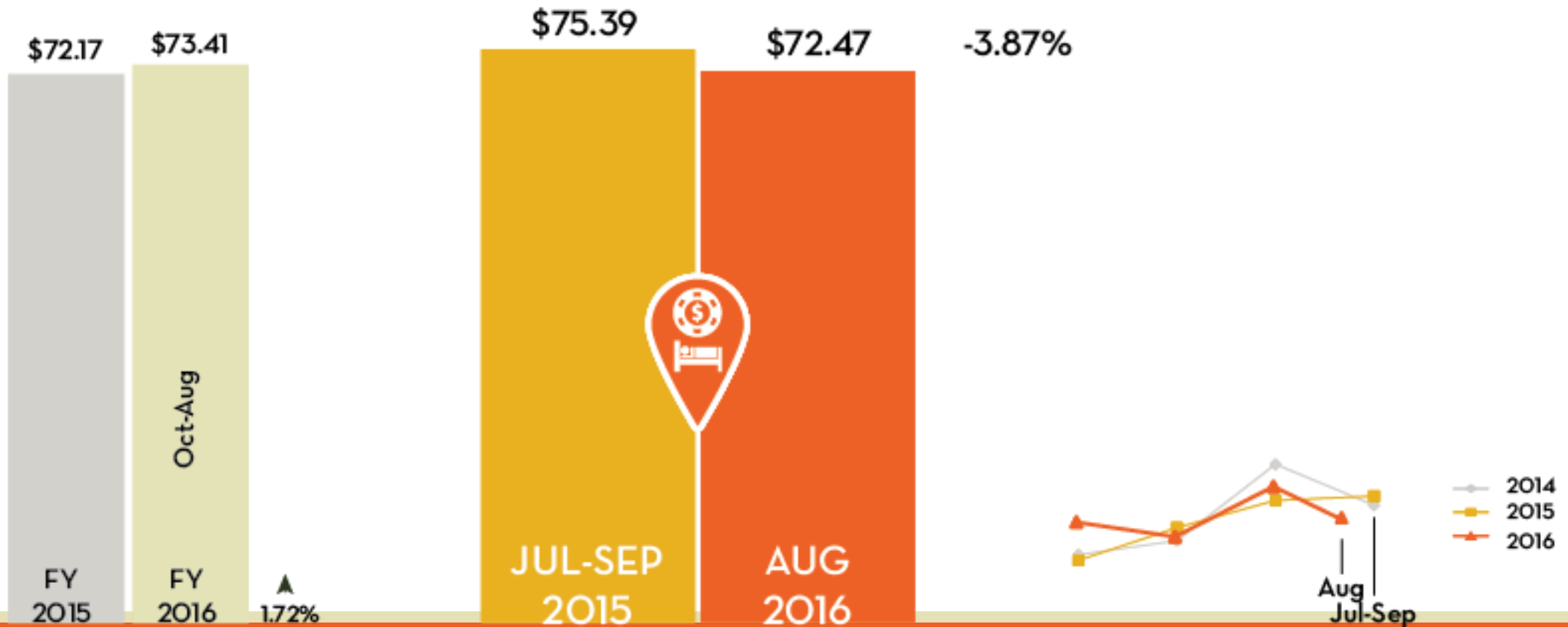
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Average Daily Rate Casino



MS Gaming Commission

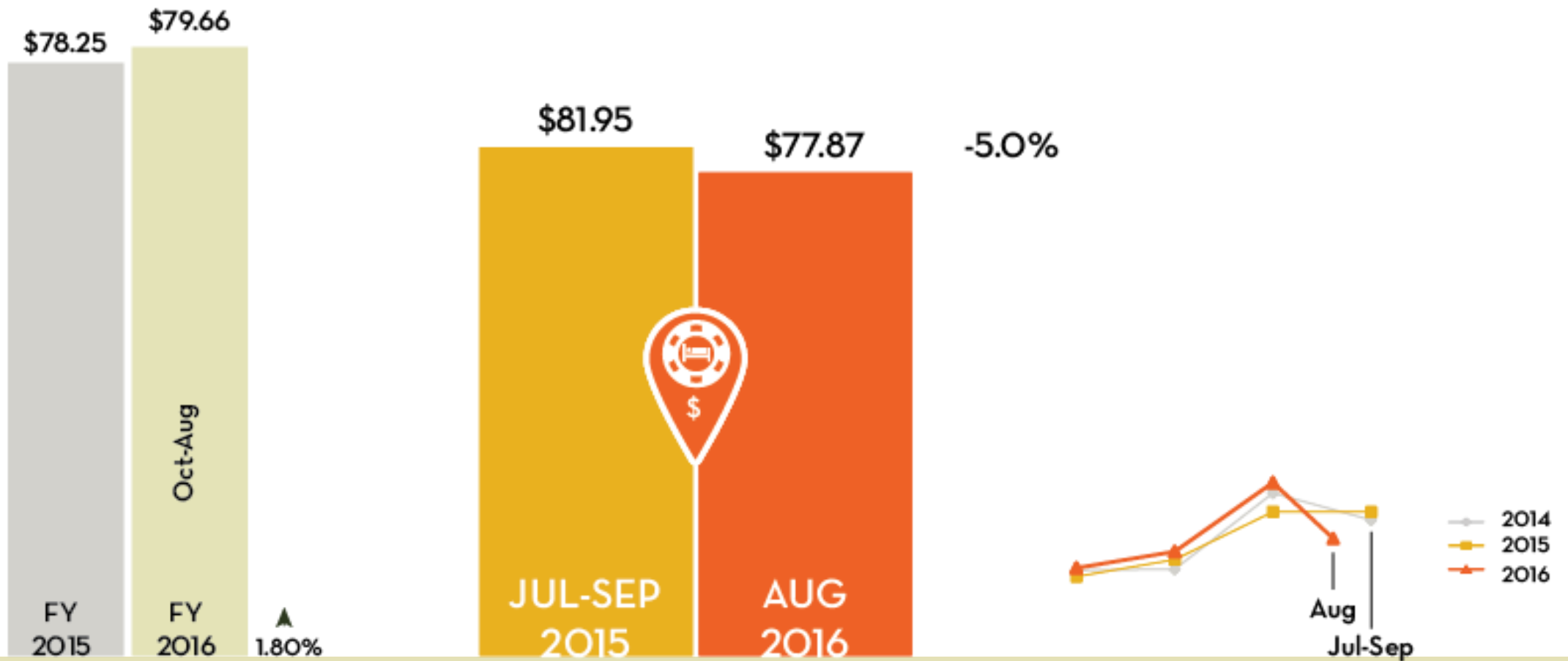


Average Daily Rate

All



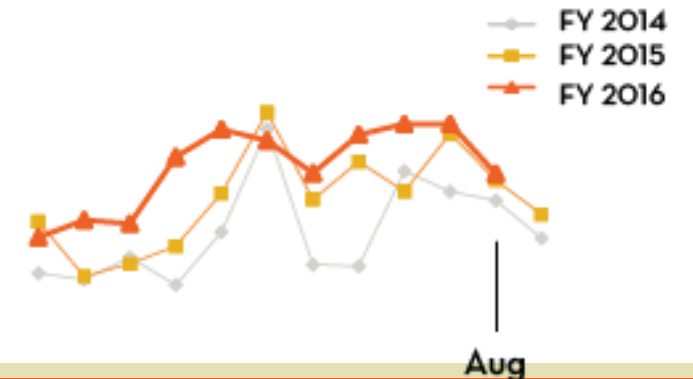
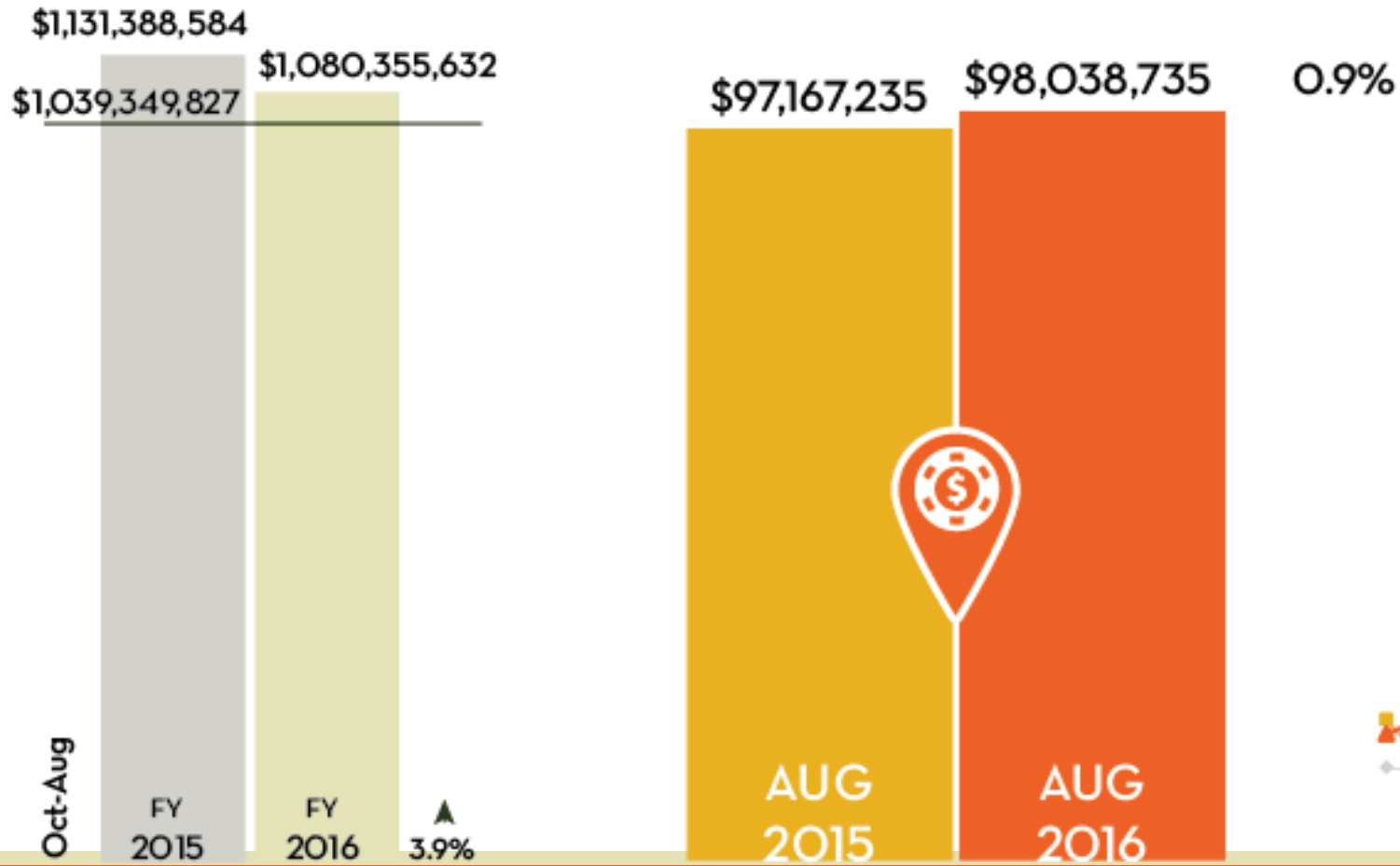
STR & MSGC



Gaming Revenue

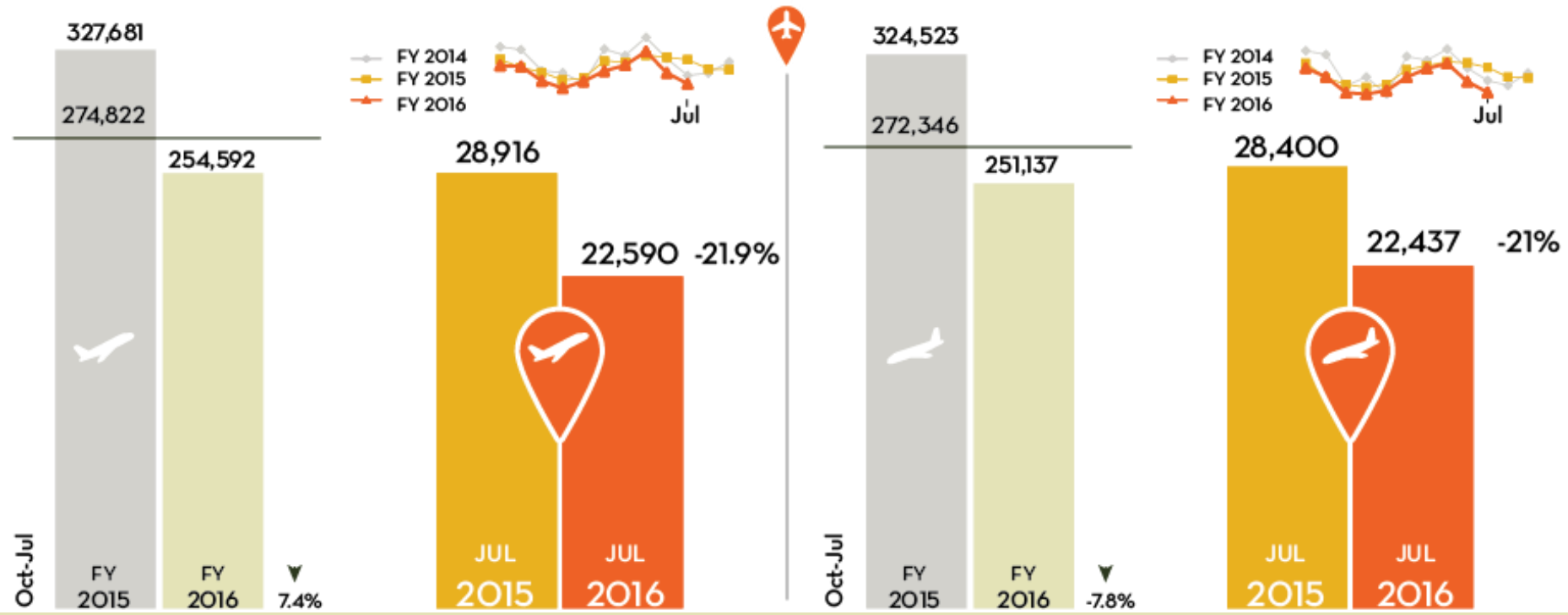


MS Gaming Commission



Gulfport-Biloxi International Airport

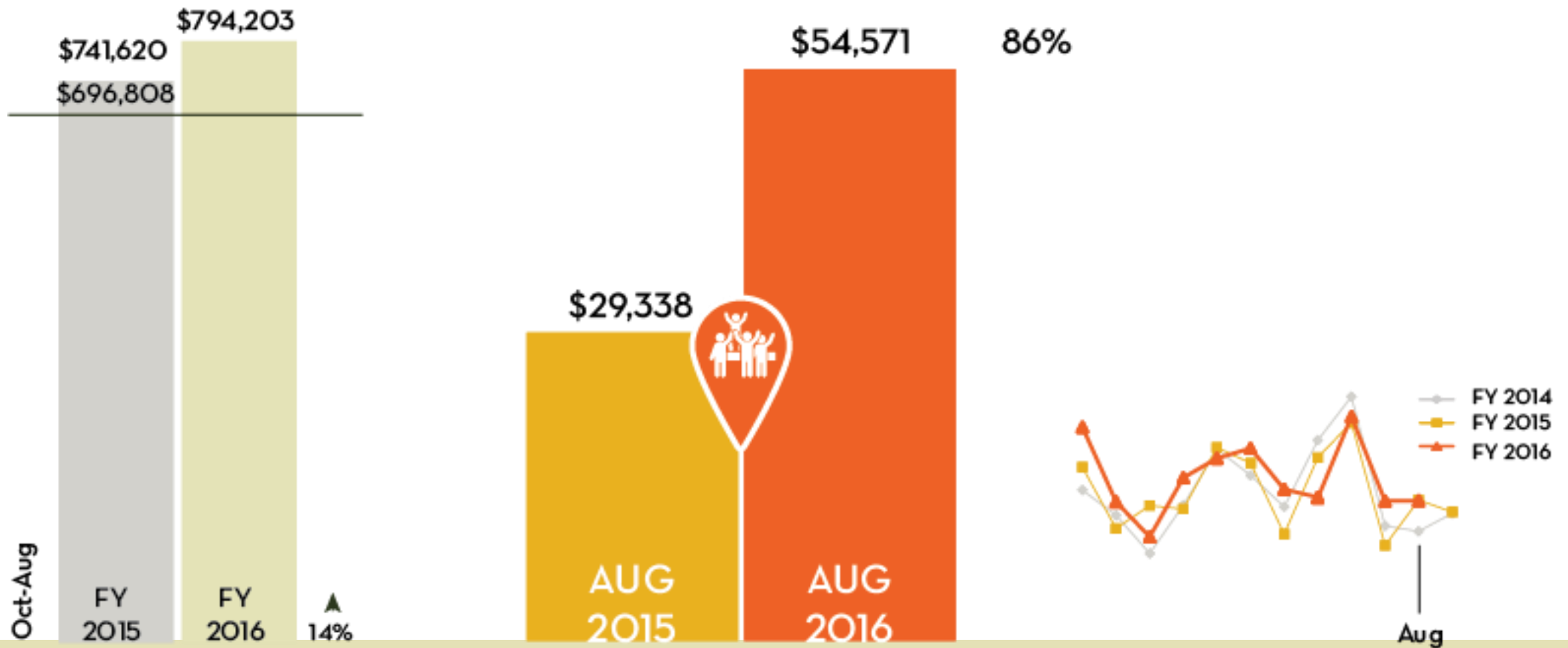
Enplanements — Deplanements



Convention Center Revenue



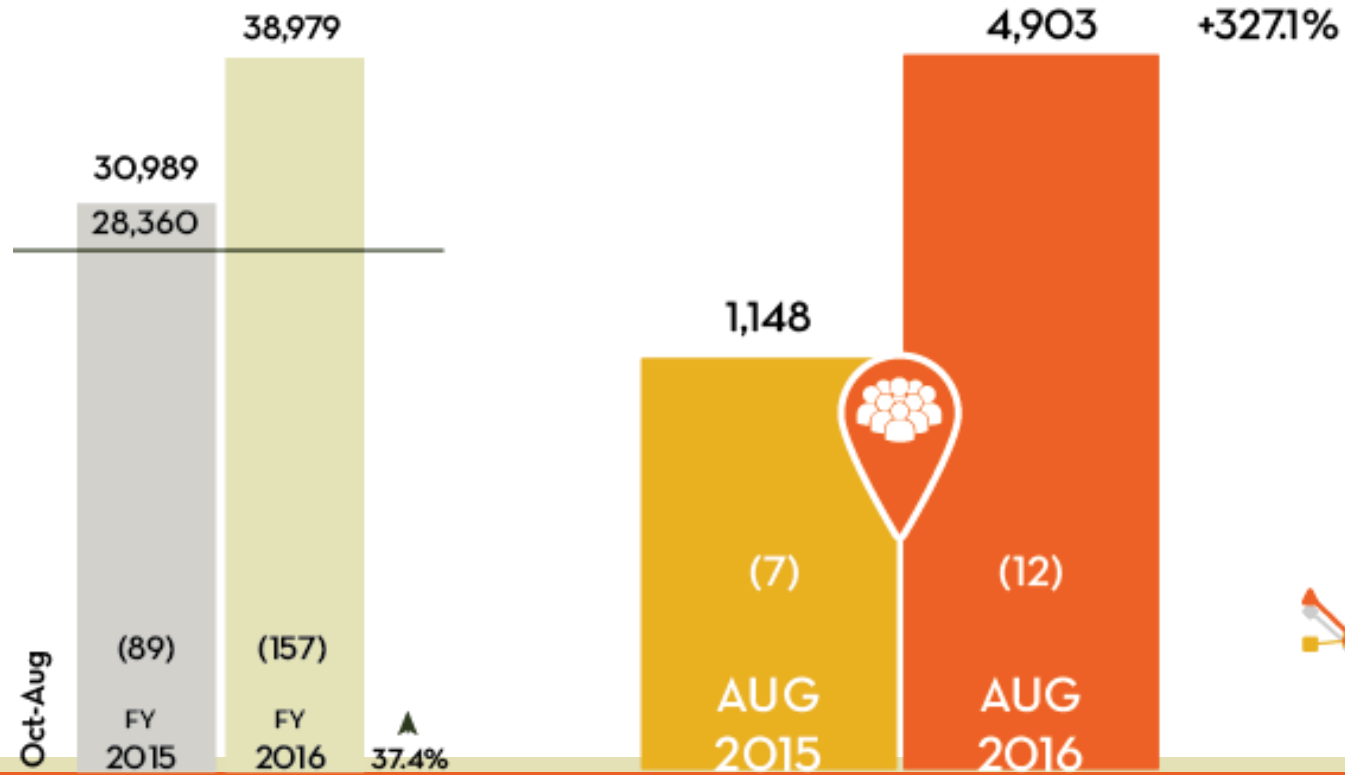
MS Coast Coliseum and Convention Center



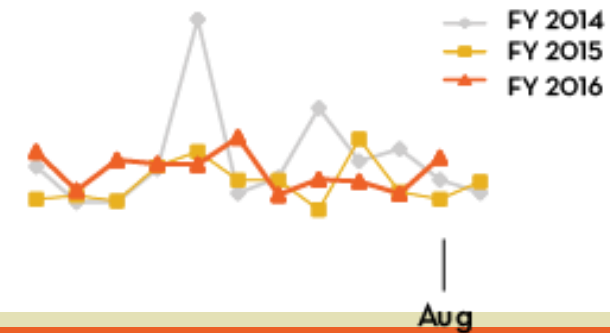
Definite Bookings



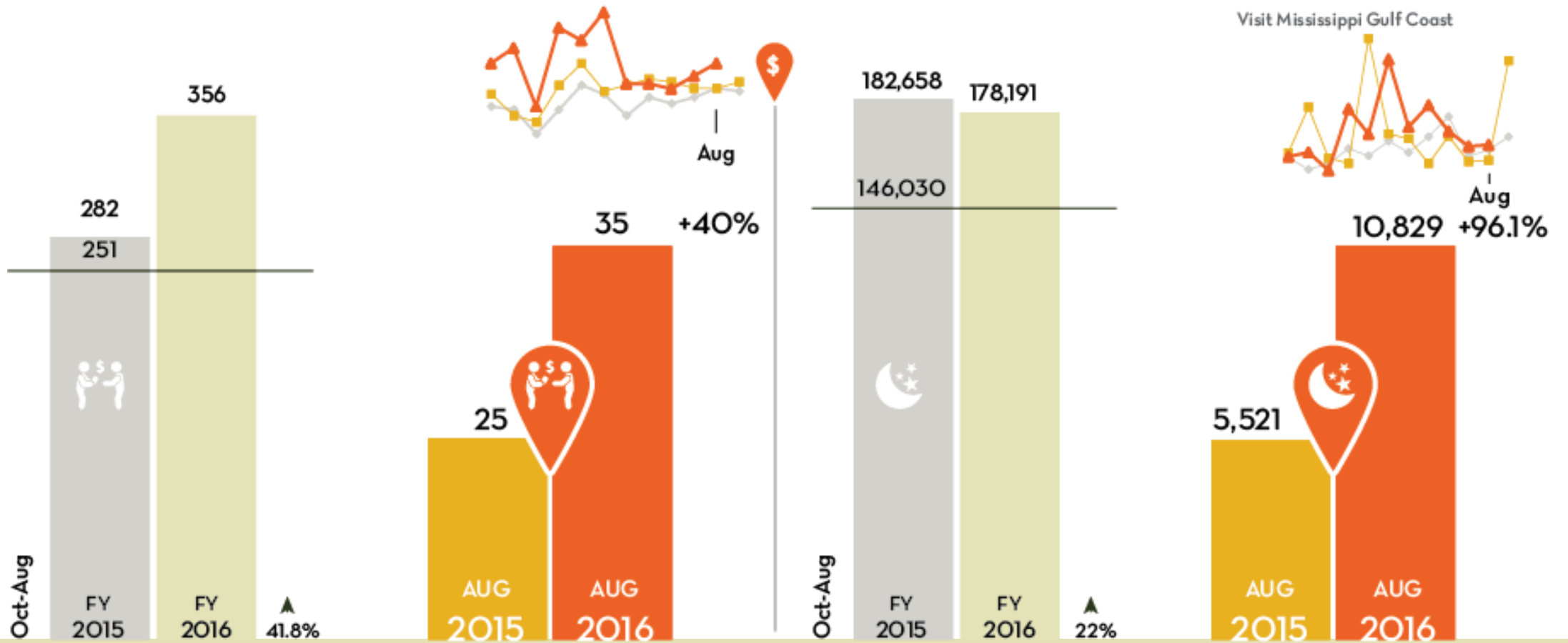
Room Nights/(Groups)



Visit Mississippi Gulf Coast



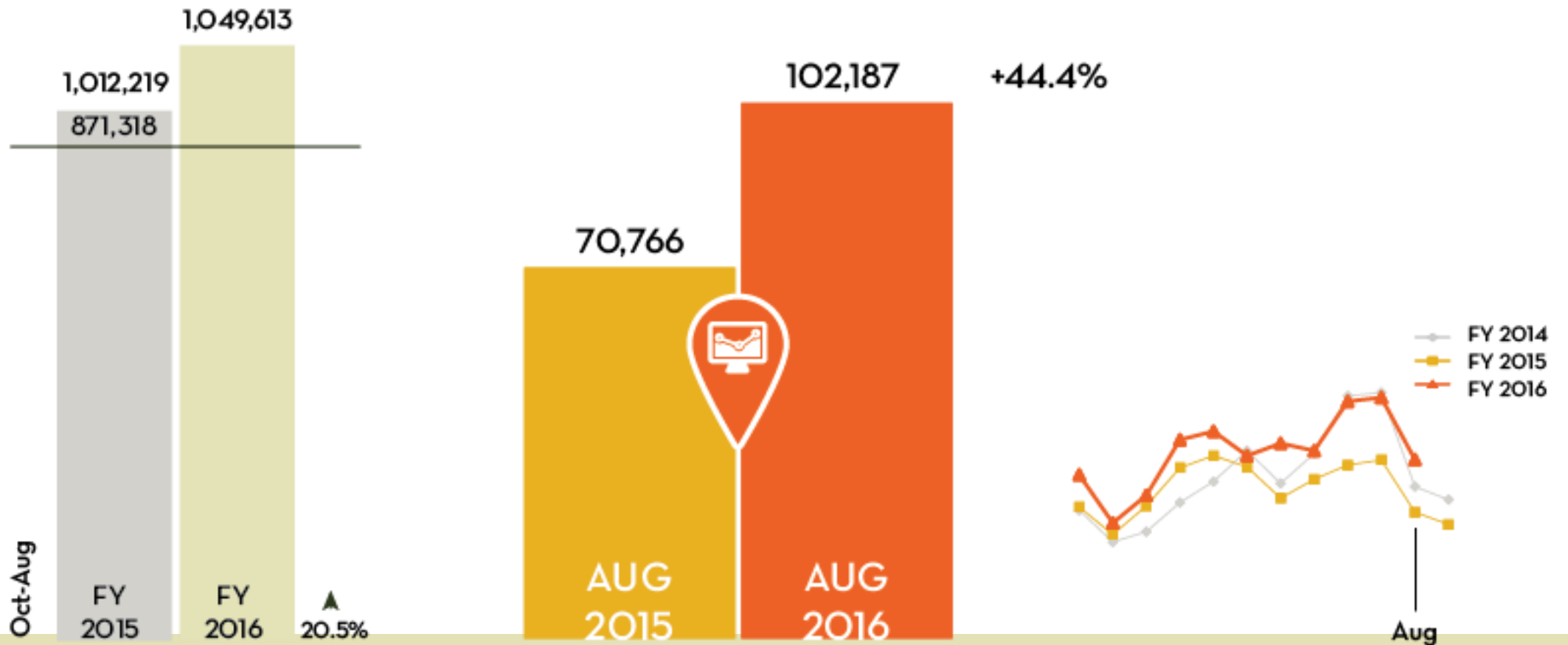
Leads Issued & Potential Room Nights



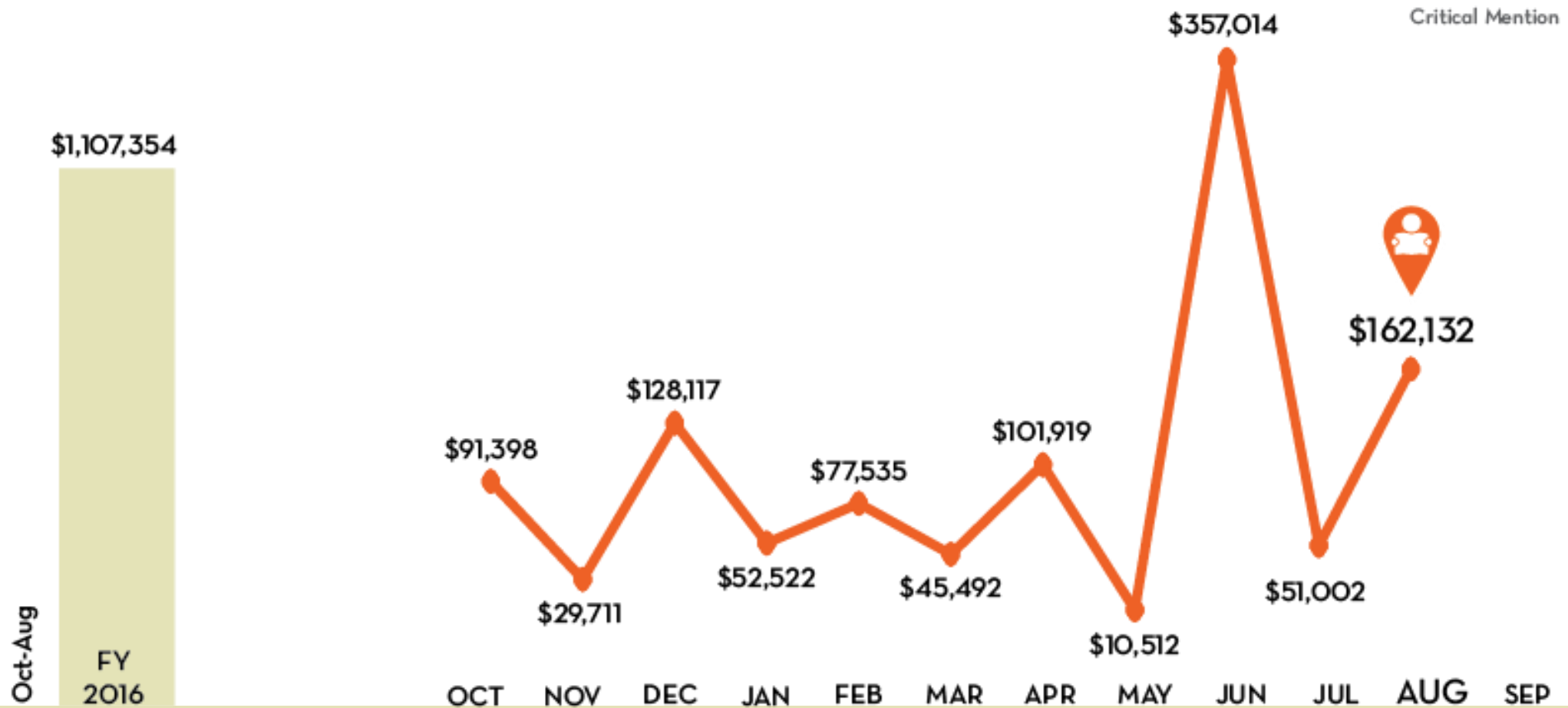
Google Analytics - Unique Visits



Google Analytics



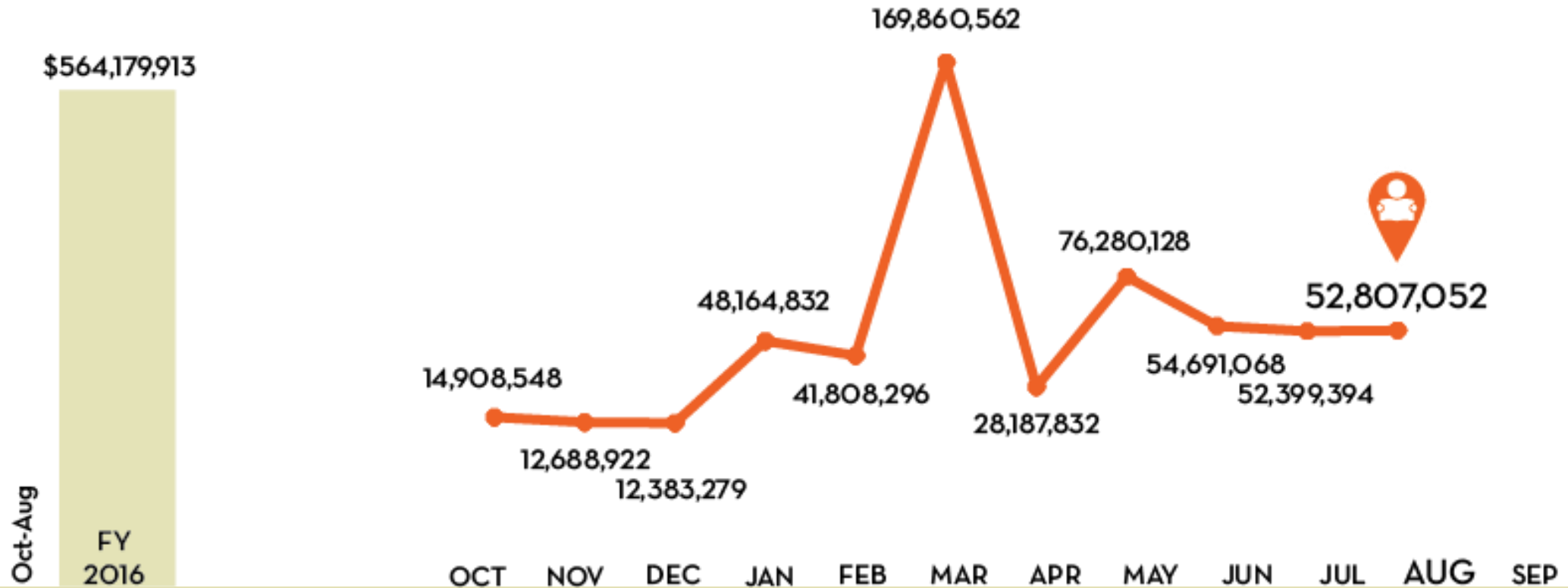
Media Value



Impressions



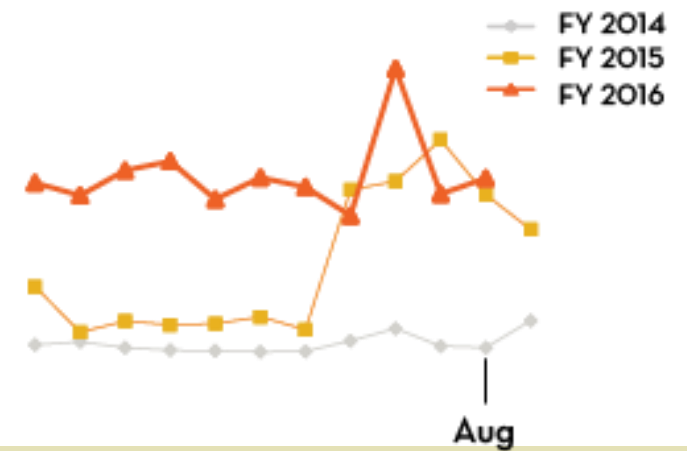
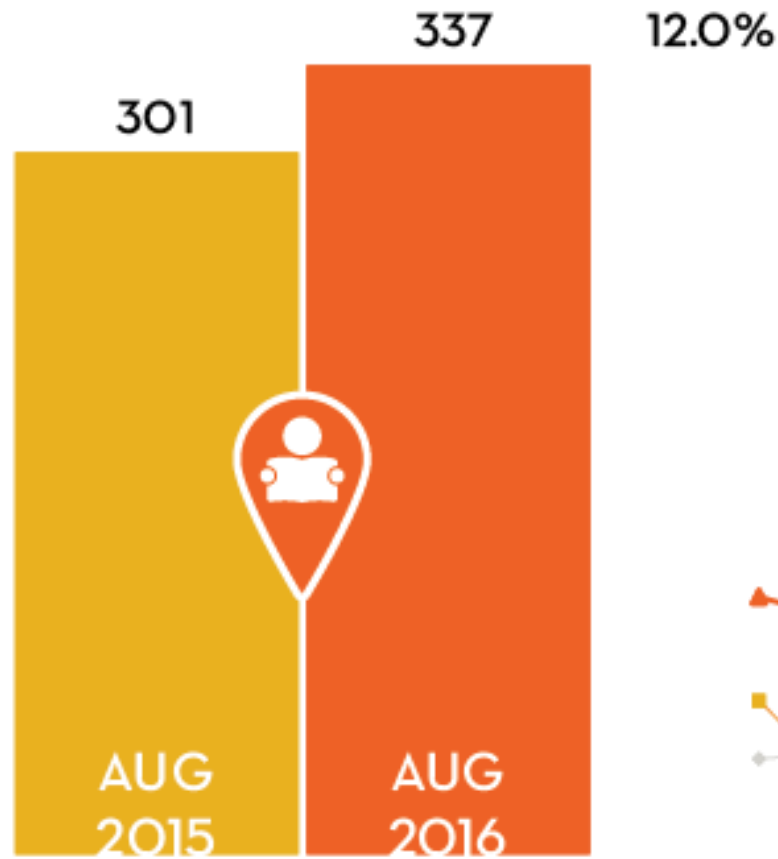
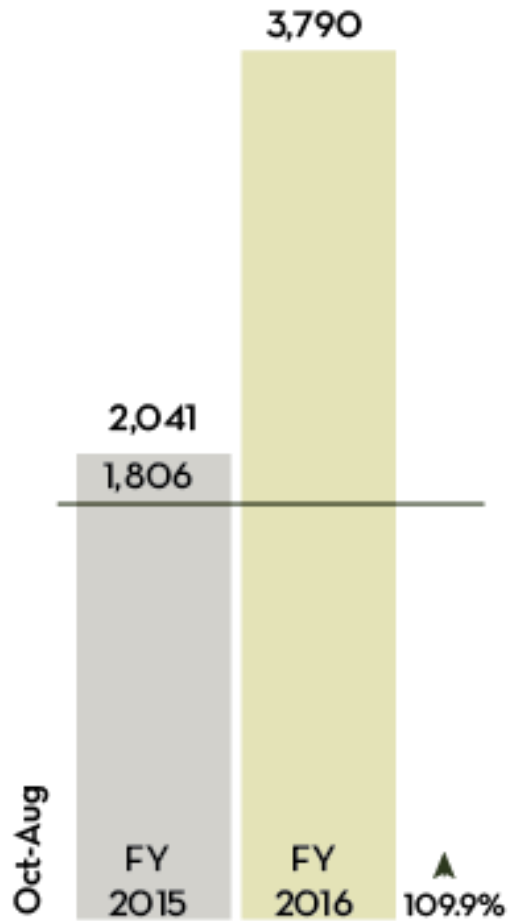
Critical Mention



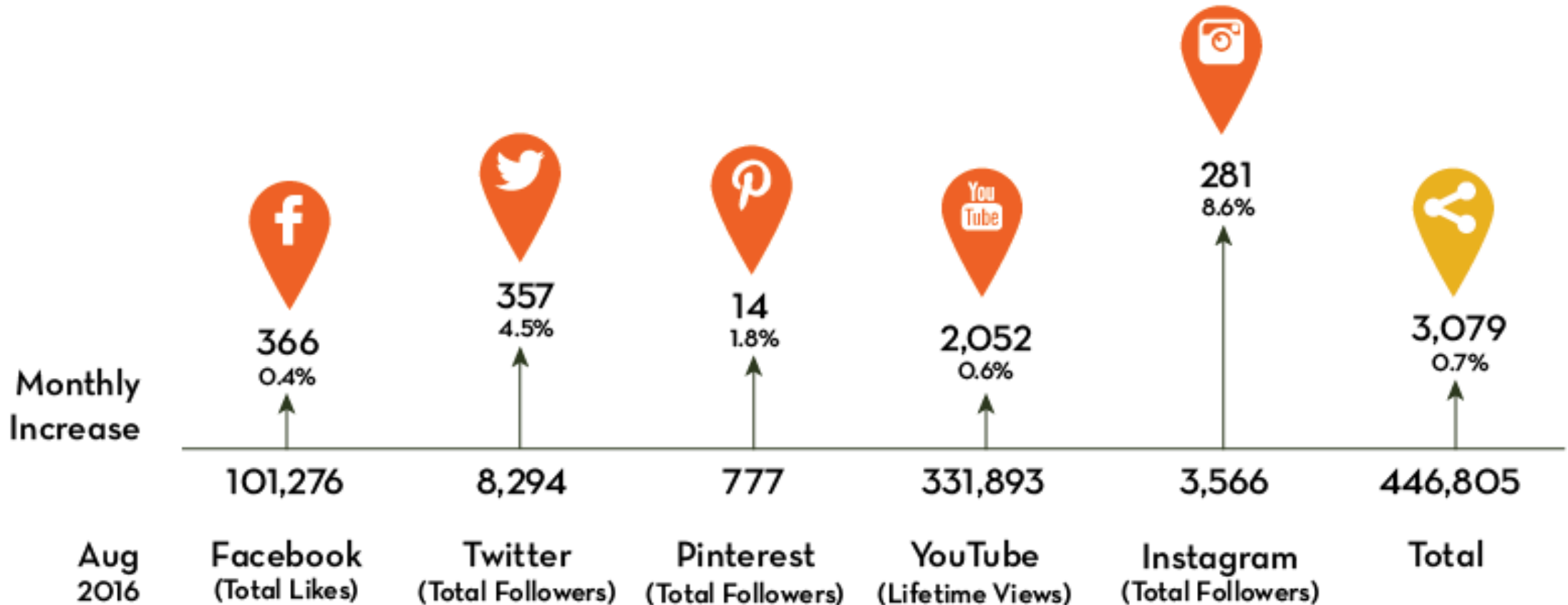
Number of Articles



Critical Mention



Social Media Metrics



Coast Champions



22 Trainings: 504 graduates!

