



Visit Mississippi Gulf Coast

KEY PERFORMANCE INDICATORS

MARCH 2017

2016 Year end



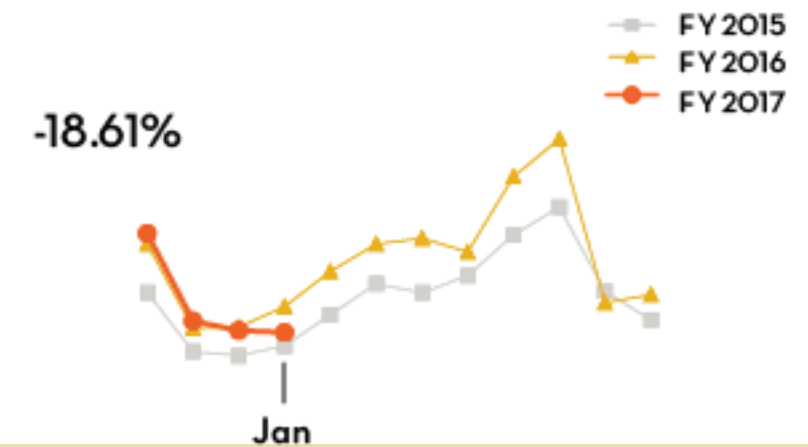
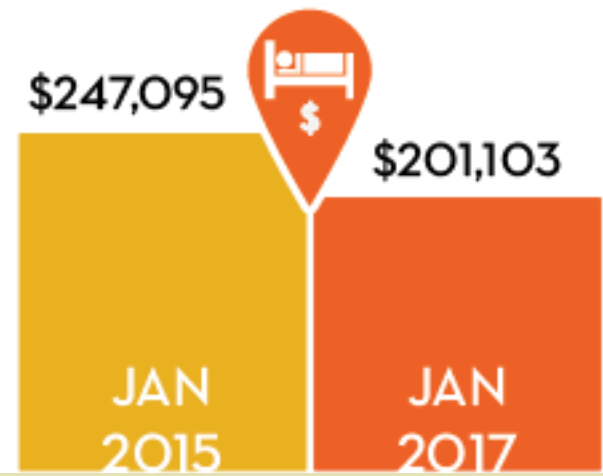
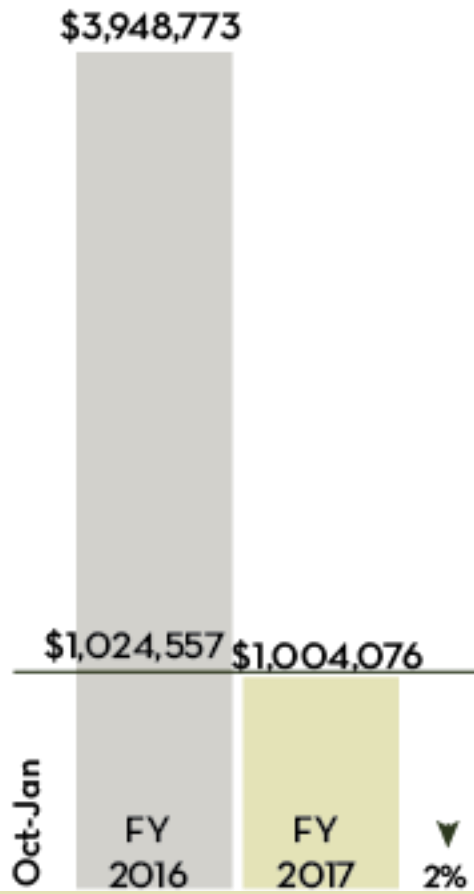
- **6.2 Million Visitors on FY 2016 – up 8% over 2015; goal of 7 million by 2020**
- **Leisure and Hospitality Jobs – 30,300 – up from 2012 by 2,410 jobs**
- **\$1.99 Billion spent by visitors – up 10% over 2015**
- **\$81 million in tourism capital improvement in FY 2016**
- **14,633 Total hotel rooms with 1,500 in the pipeline to exceed pre-Katrina 16,092**
- **8% increase in non-casino hotel revenue 2016 over 2015**
- **6% increase in room inventory in 2016**
- **Overall gaming revenue up more than 5% in 2016**

Sources: Mississippi Development Authority, Mississippi Gaming Commission, STR

Occupancy Tax Receipts



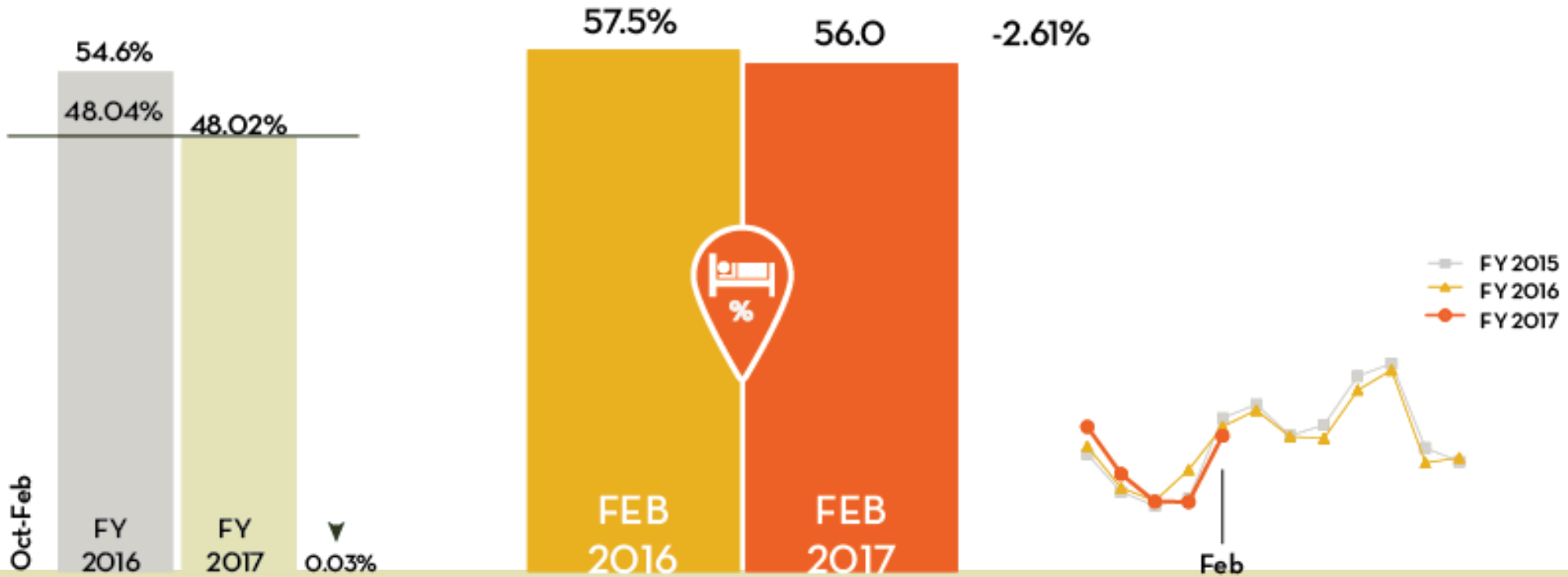
MS Department of Revenue



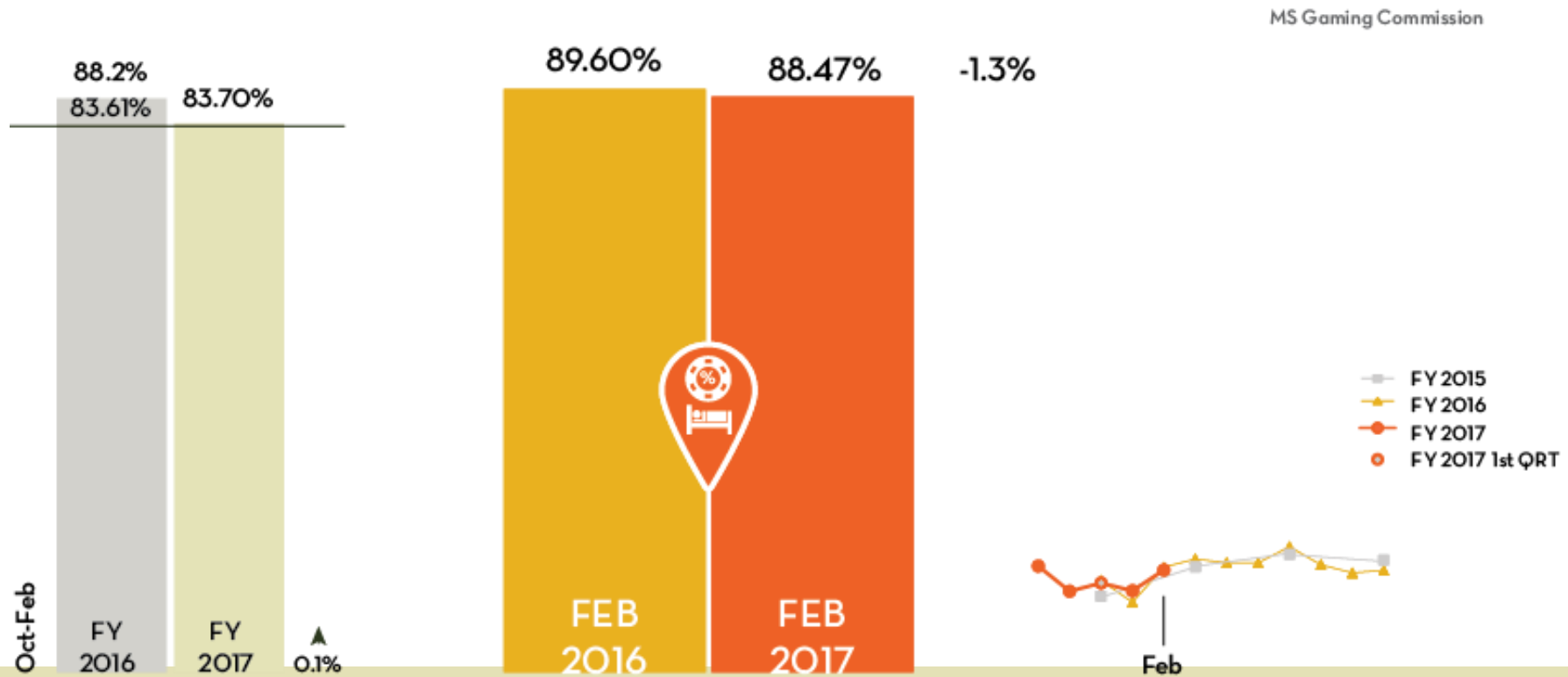
Occupancy Rate Non-Casino



STR



Occupancy Rate Casino

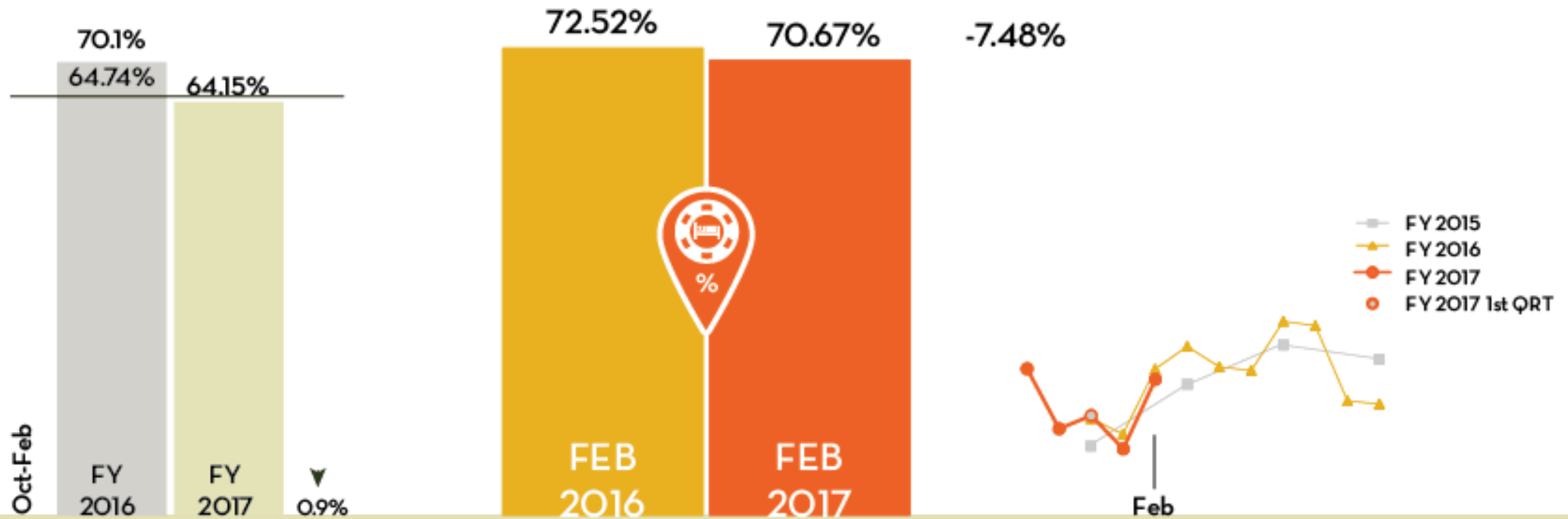


Occupancy Rate

All



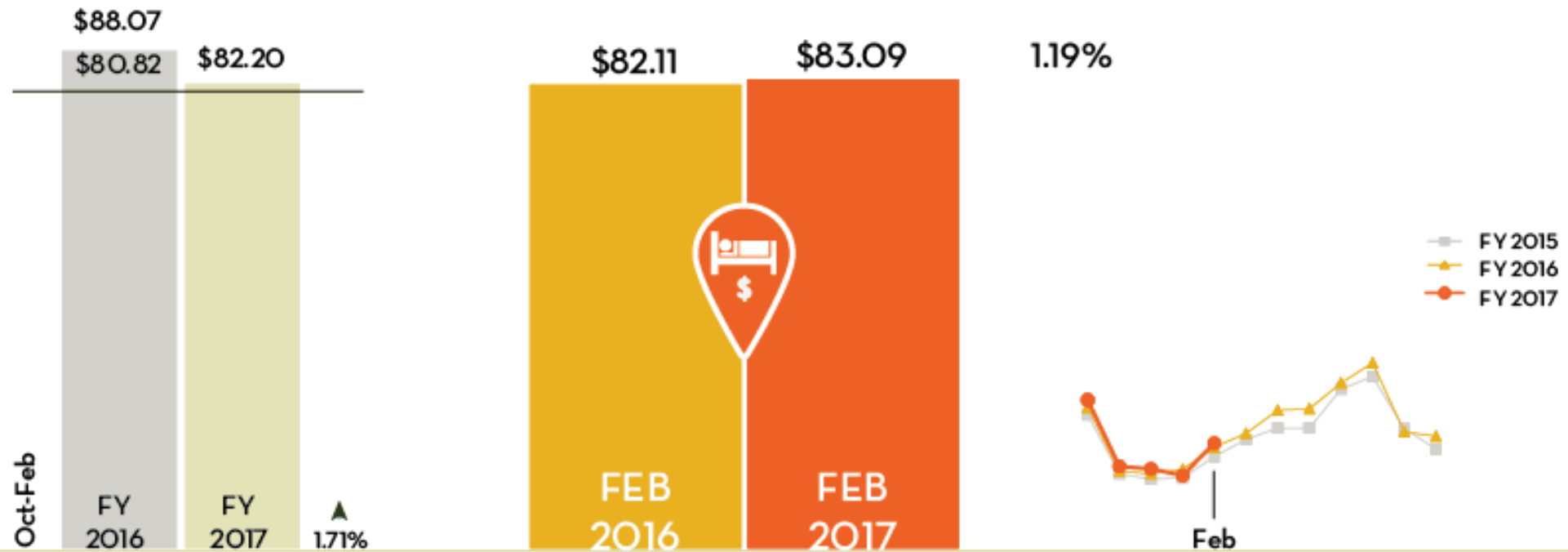
STR & MSGC



Average Daily Rate Non-Casino



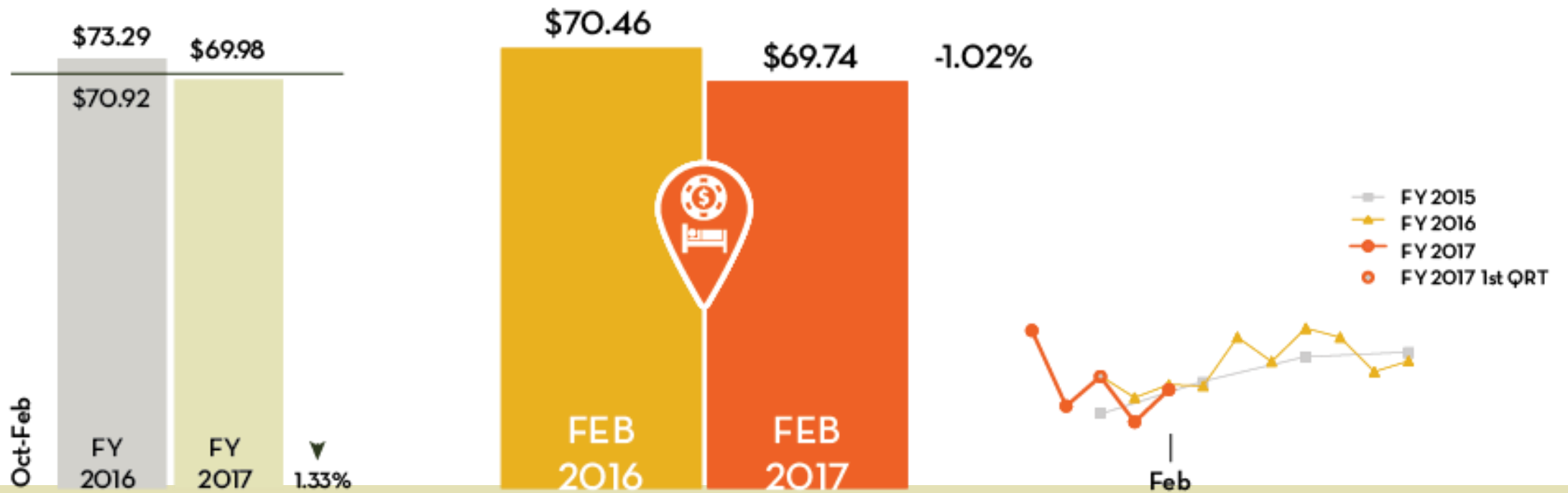
STR



Average Daily Rate Casino



MS Gaming Commission

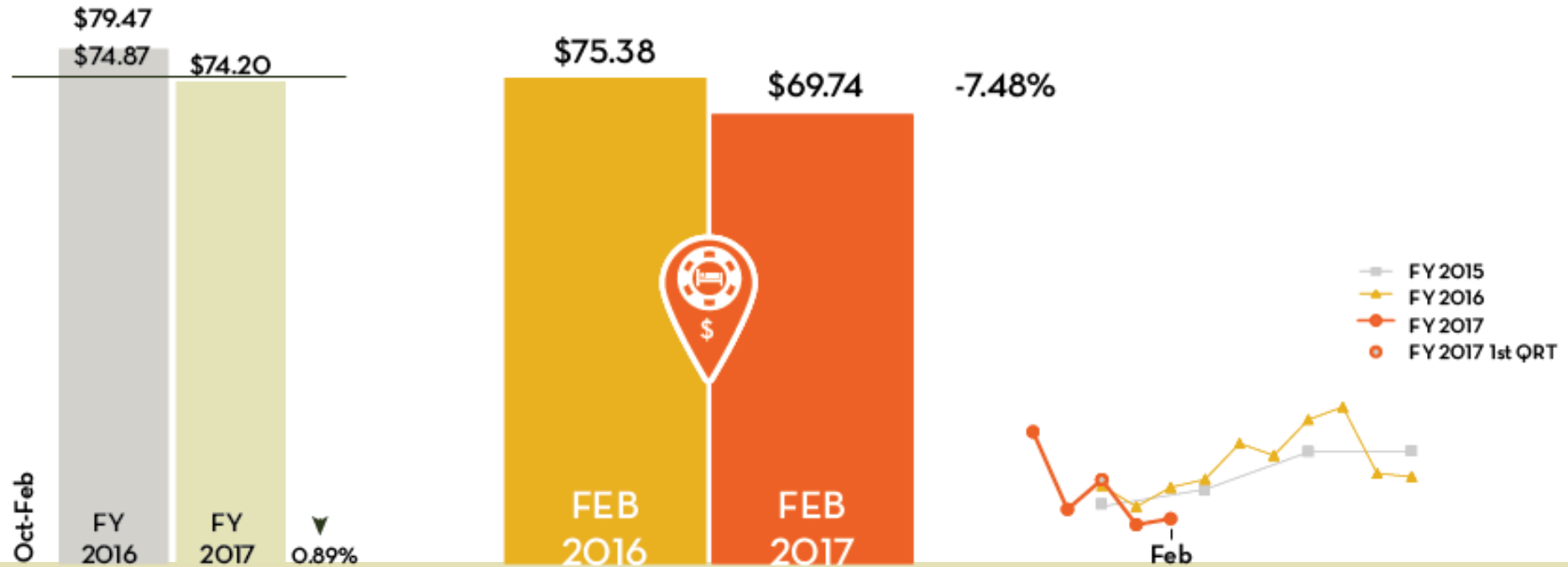


Average Daily Rate

All



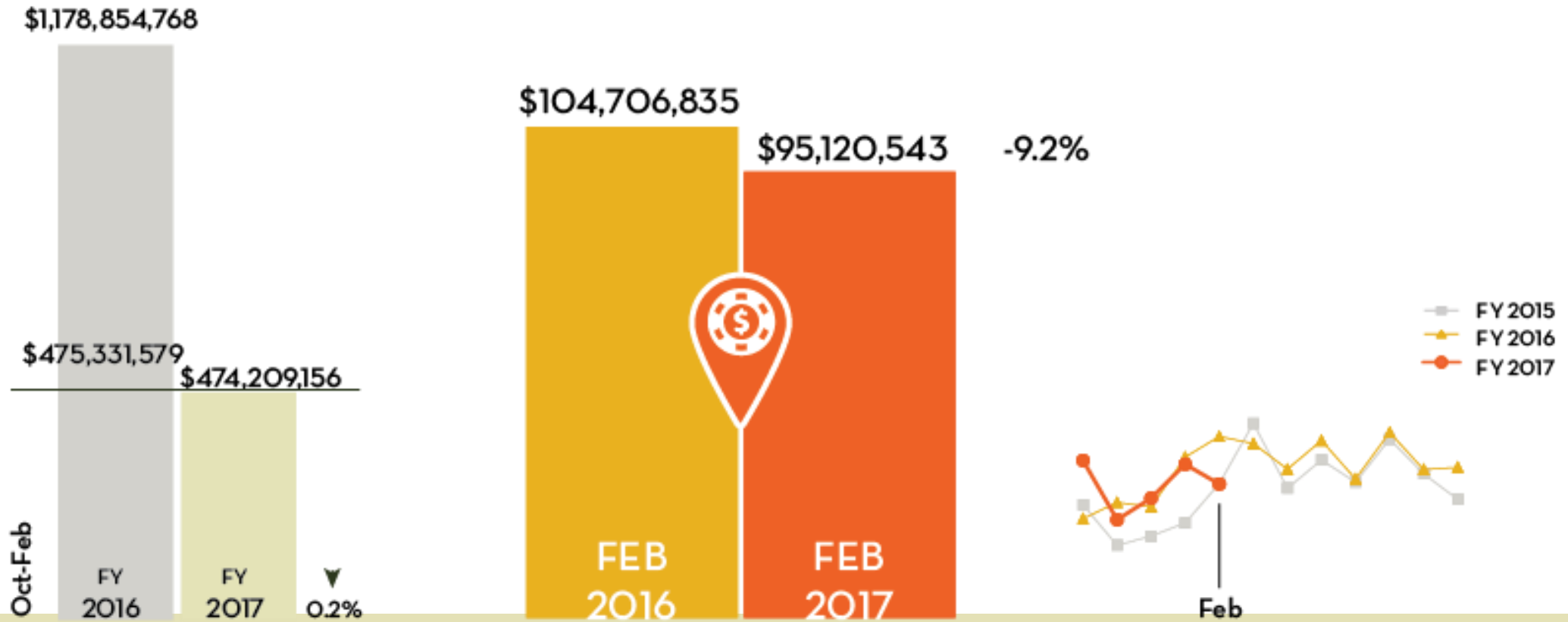
STR & MSGC



Gaming Revenue

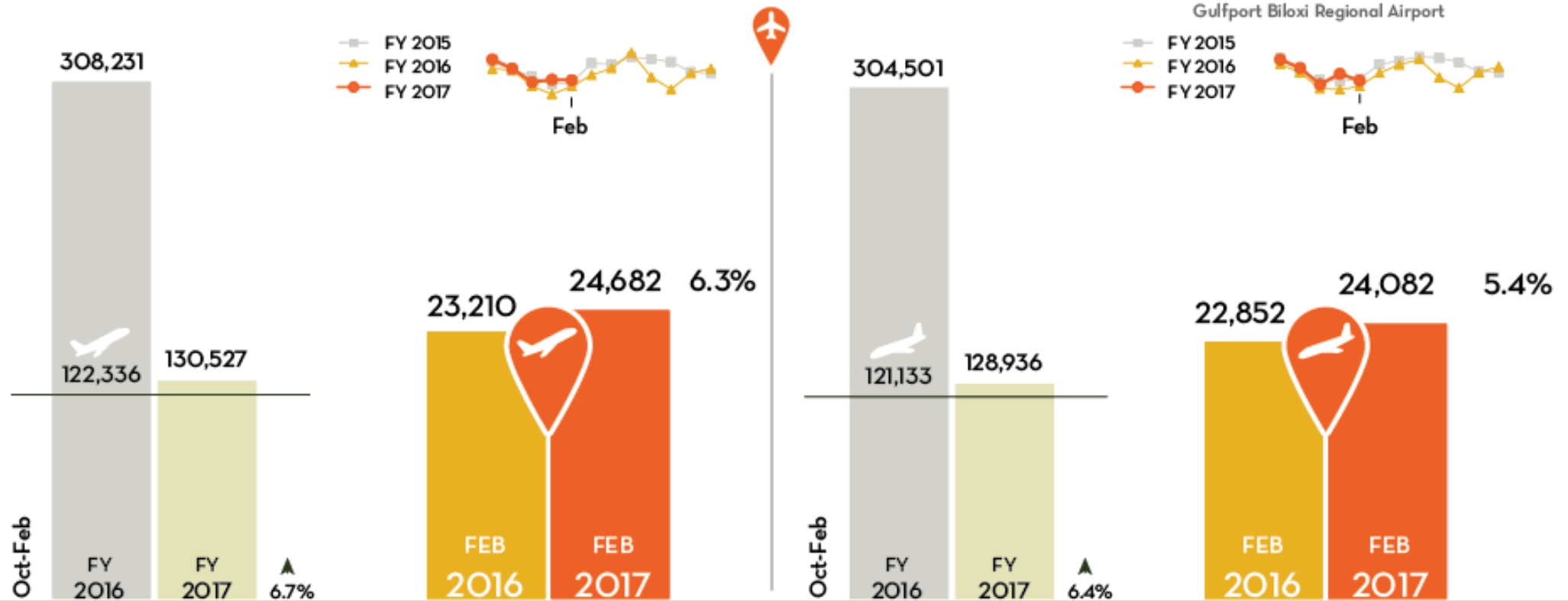


MS Gaming Commission



Gulfport-Biloxi International Airport

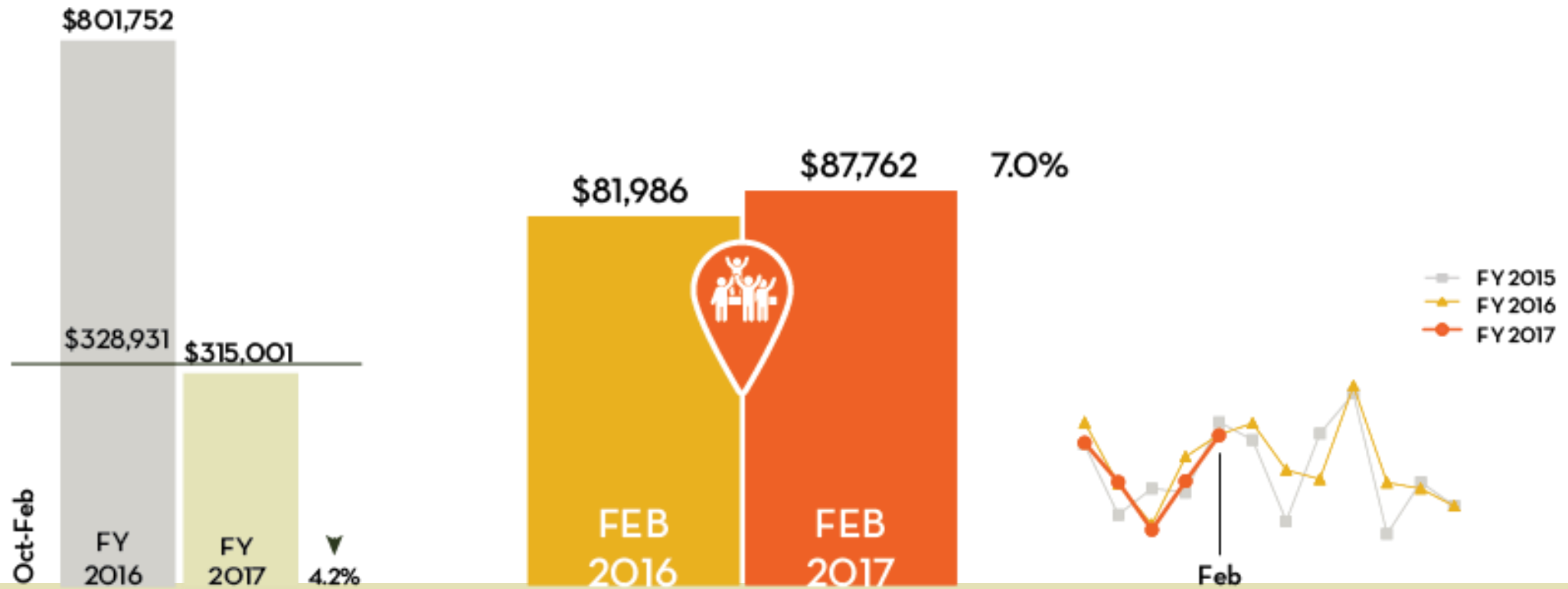
Enplanements — Deplanements



Convention Center Revenue



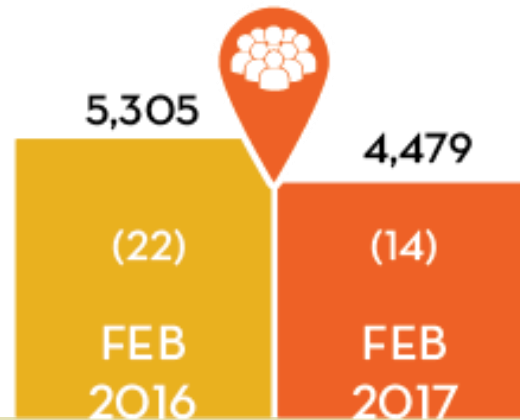
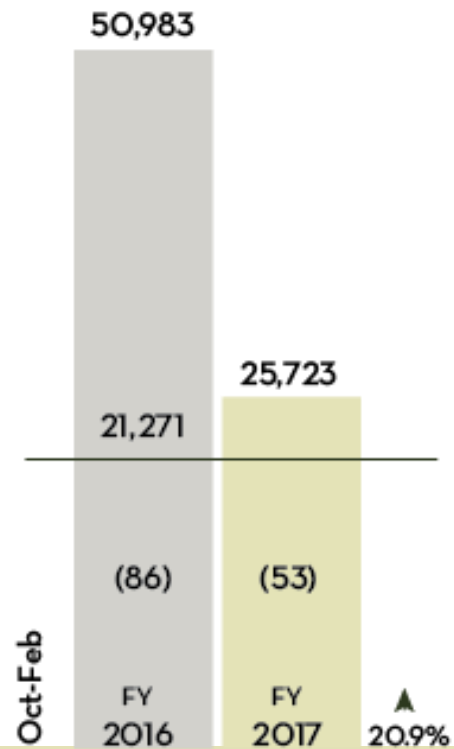
MS Coast Coliseum and Convention Center



Definite Bookings

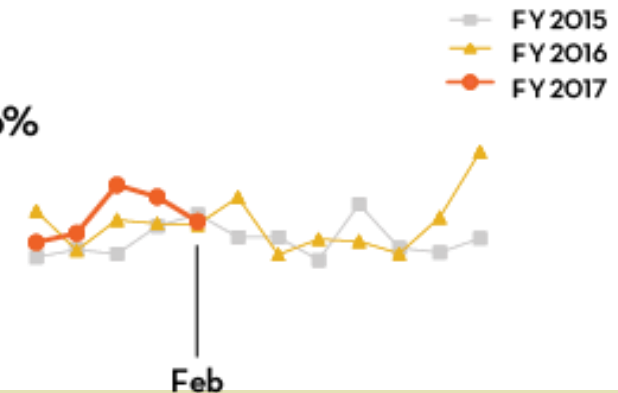


Room Nights/(Groups)

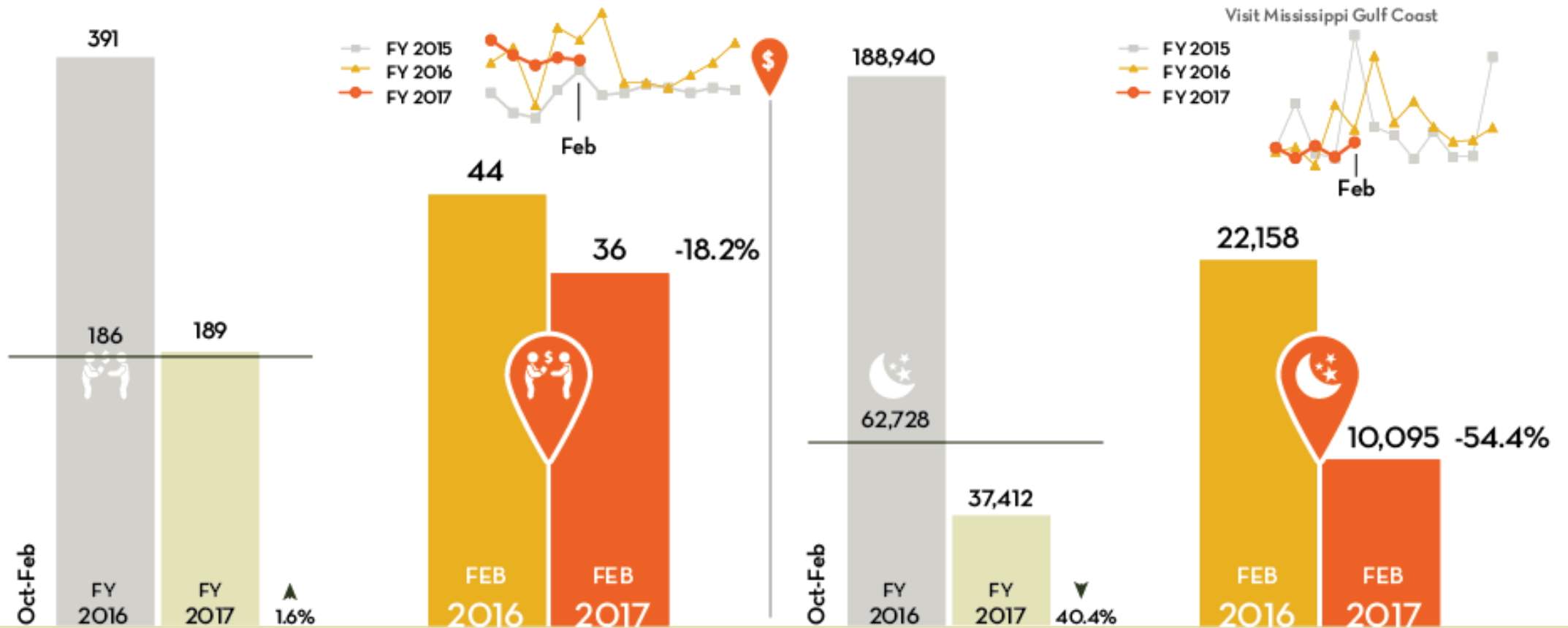


-15.6%

Visit Mississippi Gulf Coast



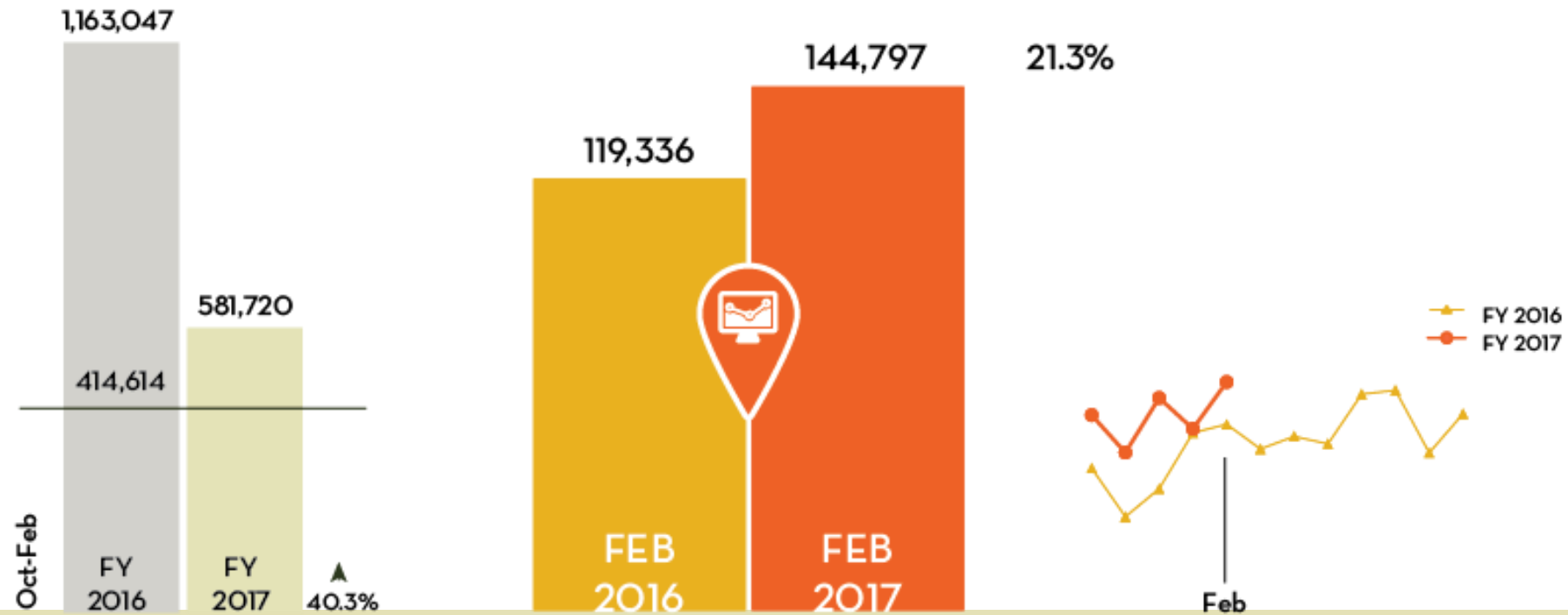
Leads Issued & Potential Room Nights



Google Analytics - Unique Visits



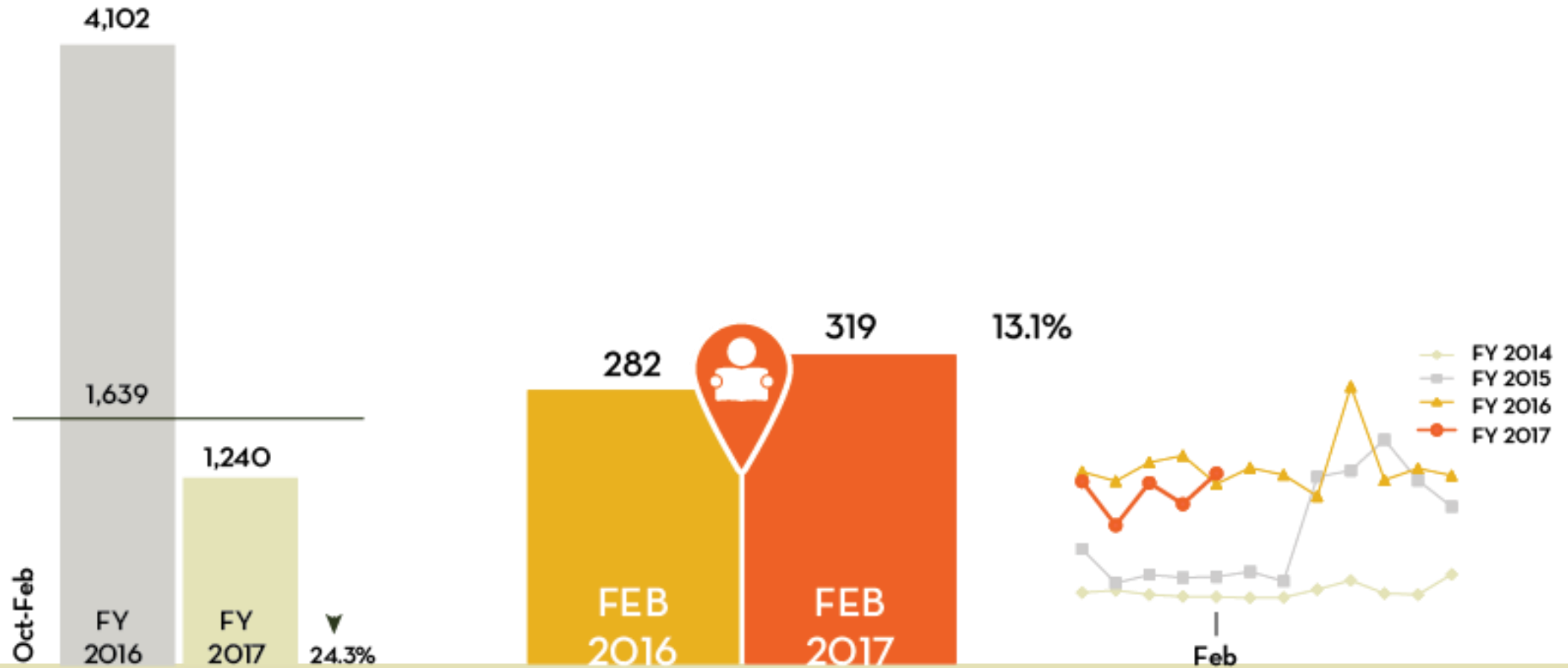
Google Analytics



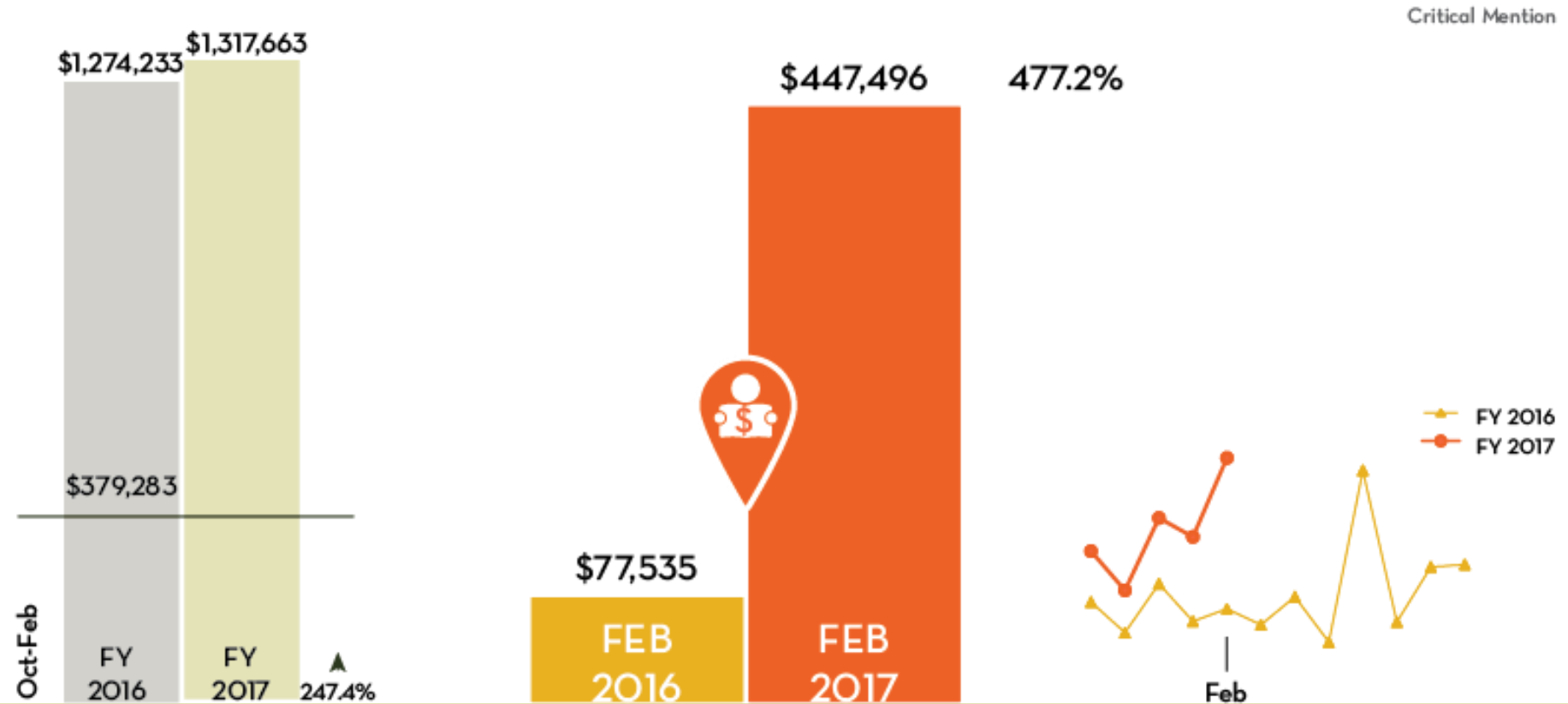
Number of Articles



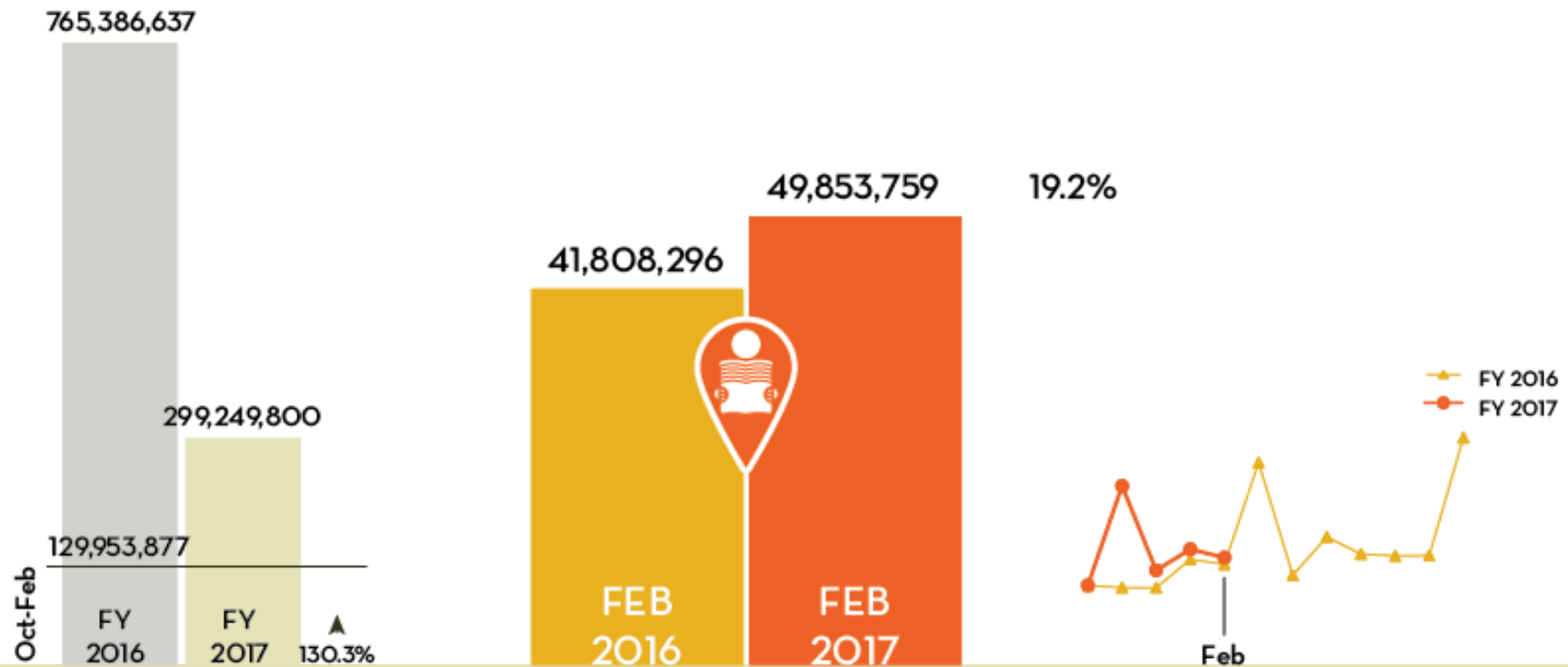
Critical Mention



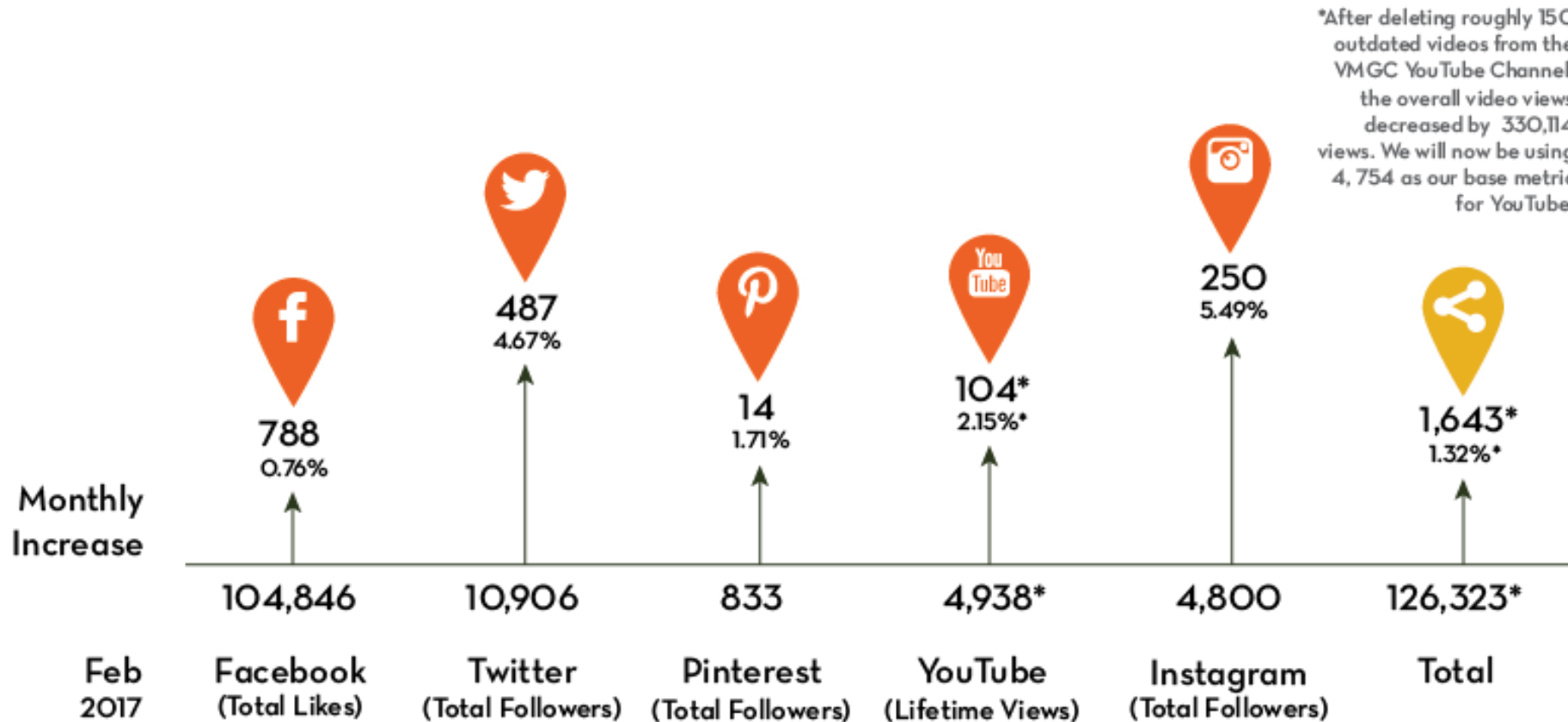
Media Value



Impressions



Social Media Metrics



February 2017

Intriguing adventures await along the Gulf Coast

by Edward Schmidt Jr.

Mississippi

For shrimp lovers, the [Biloxi Shrimping Trip](#) aboard the 49-passenger Sailfish is a hands-on way to learn about the delicacy.

Captains Brandy and Mike Moore and their crew entertain and inform while dropping a 16-foot trawl and dragging the bottom of the Mississippi Sound for shrimp and other seafood. Guests learn about catching, cooking and eating shrimp.

"Combining excitement and insight into the region's seafood industry, the Biloxi Shrimping Trip is an activity that groups thoroughly enjoy," said Kristen Livingston, leisure group sales manager for Visit Mississippi Gulf Coast. "It provides an authentic opportunity for visitors to learn about the life of a shrimp through interactive presentations aboard the Sailfish."



TRAVEL

UNDERAPPRECIATED AMERICAN CITIES YOU SHOULD TOTALLY MOVE TO

By THRILLIST TRAVEL

Updated On 02/21/2017 at 11:41AM EST



Gulfport, Mississippi

America's most affordable, under-the-radar beach city

City population: 69,913

Cost of living index: 90 (10% lower than US average)

For two years running the most affordable beach community in America has been Gulfport. Mississippi's second-largest city has a Downtown set only a couple of blocks from the sand, smack in the center of 27 miles of relatively unobstructed shoreline, right on the Gulf of Mexico. Folks who grew up in this area are flocking back, energizing Gulfport's local scene with new additions like a Downtown pedestrian street lined with bars and outdoor restaurants, and the [Chandeleur Brewing Company](#), which hosts street-closing beer and music festivals all year round.

MEDIA COVERAGE

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MEDIA COVERAGE



WHAT MEDIA ARE SAYING

“Mississippi's second-largest city has a Downtown set only a couple of blocks from the sand, smack in the center of 27 miles of relatively unobstructed shoreline, right on the Gulf of Mexico. **Folks who grew up in this area are flocking back, energizing Gulfport's local scene with new additions like a Downtown pedestrian street lined with bars and outdoor restaurants,** and the Chandeaur Brewing Company, which hosts street-closing beer and music festivals all year round.”

- Matt Meltzer, Thrillist

“**For shrimp lovers, the Biloxi Shrimping Trip aboard the 49-passenger Sailfish is a hands-on way to learn about the delicacy.** Captains Brandy and Mike Moore and their crew entertain and inform while dropping a 16-foot trawl and dragging the bottom of the Mississippi Sound for shrimp and other seafood. Guests learn about catching, cooking and eating shrimp.”

- Ed Schmidt, Meetings Today

“**We've found the perfect way to escape the rat race for a while and spend time with other wildlife. It's an overnight eco-tour adventure on the Pascagoula River and Swamp.** The romance here is falling in love with nature, getting back to the basics and hitting the 'pause' button on life, if only for a weekend.”

- Stephanie Oswald, WGNO

Coast Champions



28 Trainings with 613 graduates!

