



# Visit Mississippi Gulf Coast

---

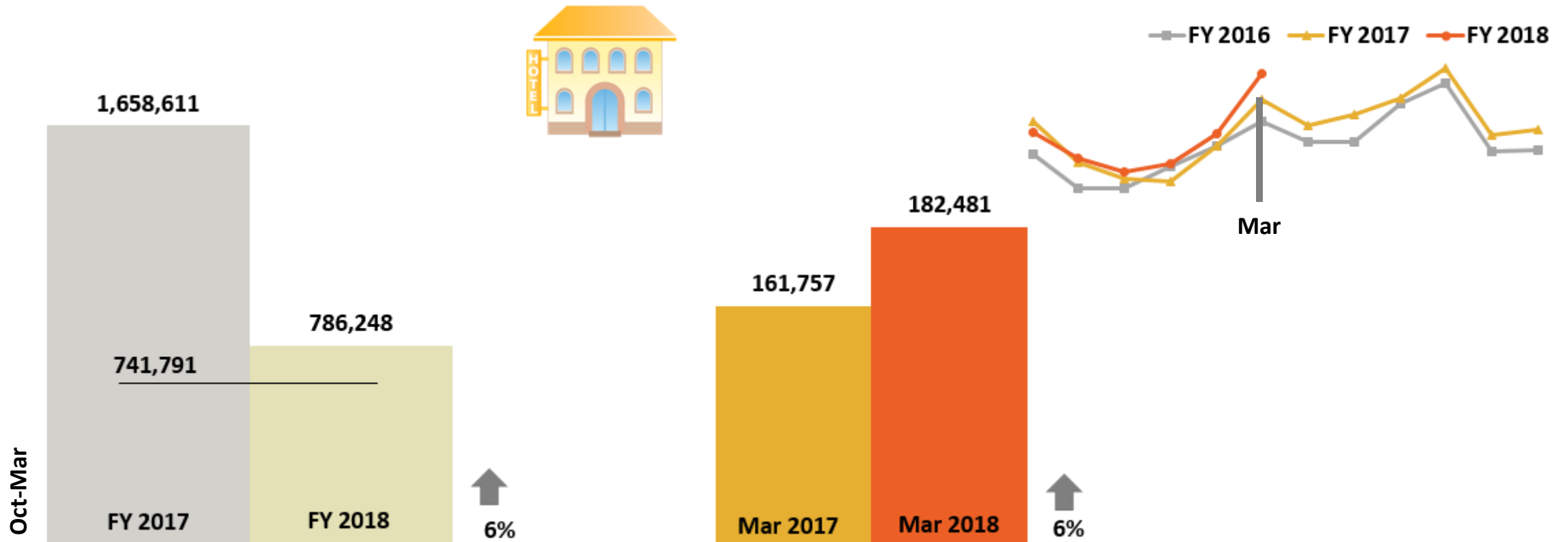
**KEY PERFORMANCE INDICATORS**

**MARCH 2018**

# Non-Casino Rooms Sold



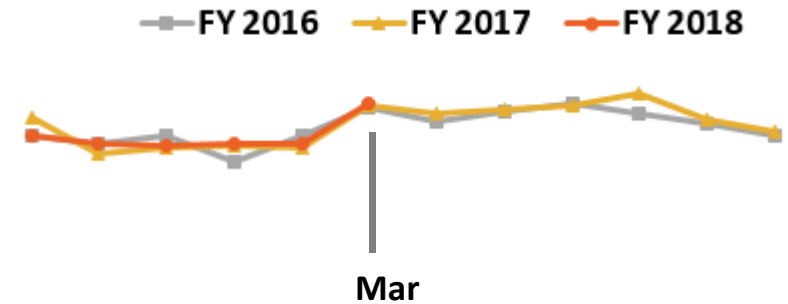
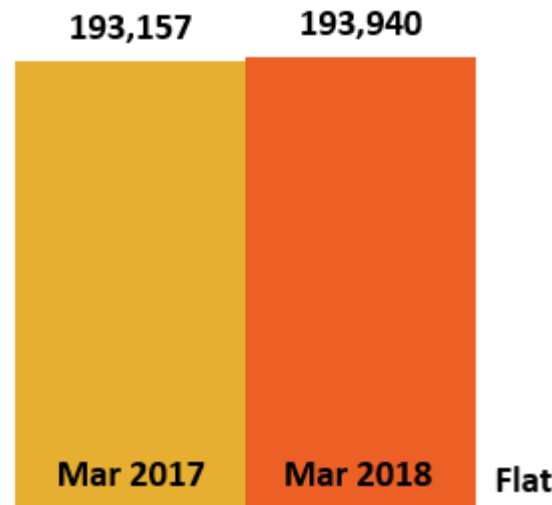
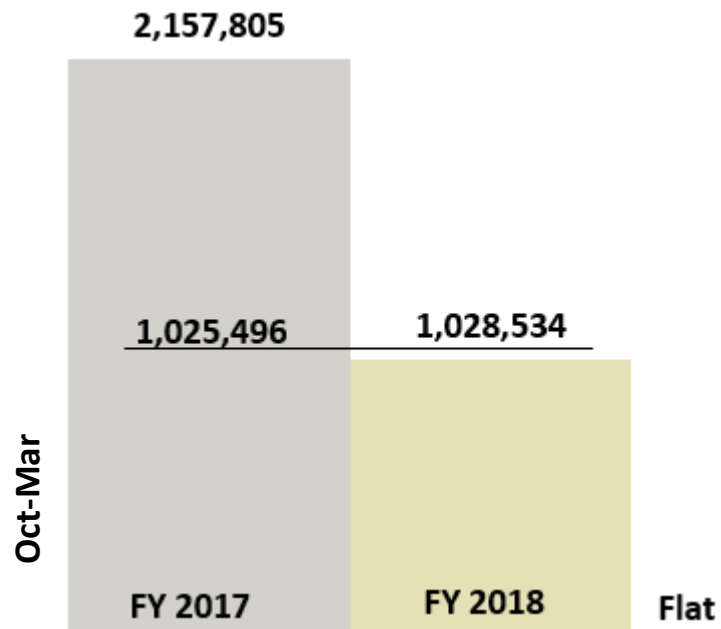
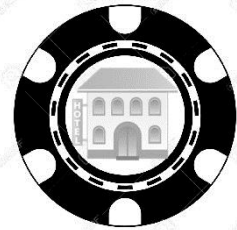
STR



# Casino Rooms Sold



MS Gaming Commission



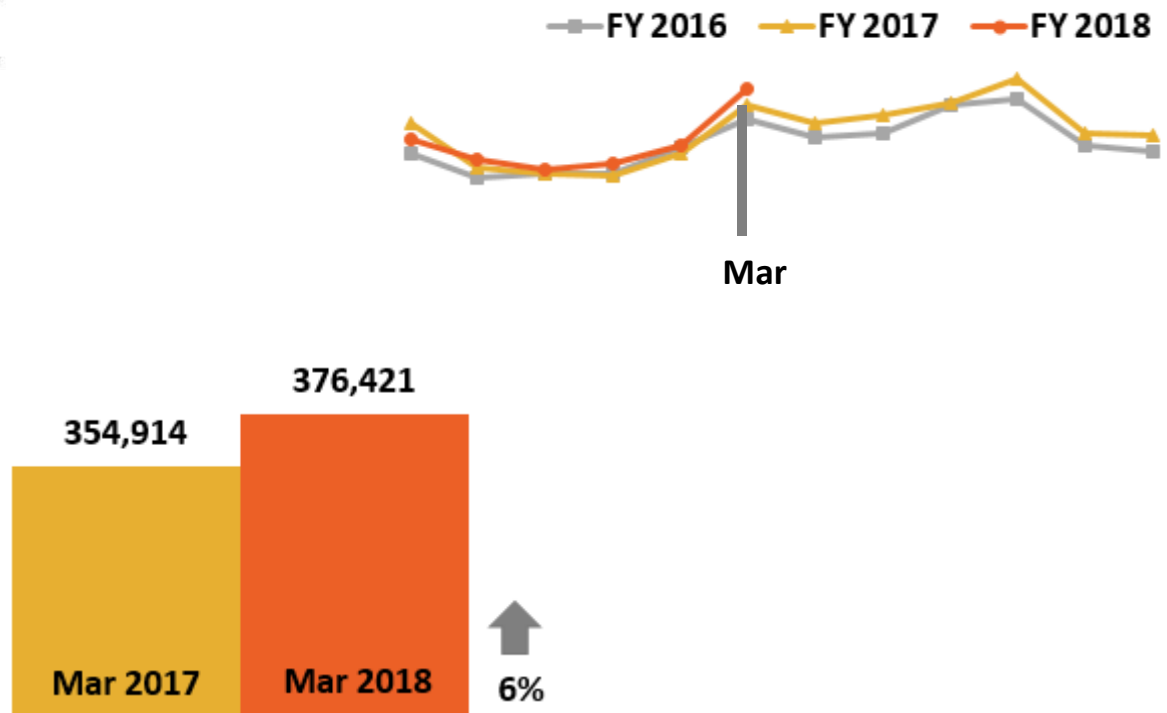
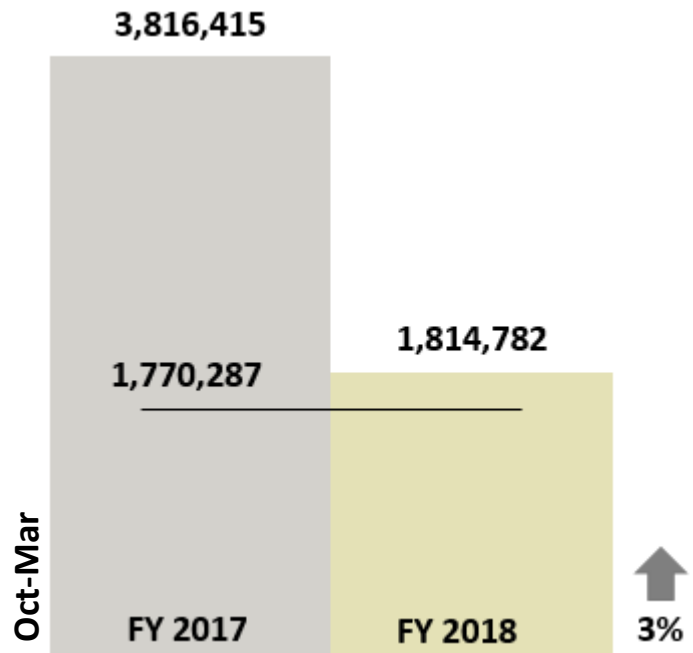
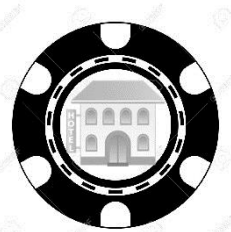
# All Rooms Sold



Significant March 2018 events:

- Rapiscan Resort Classic
- Travel South Showcase
- Southeastern Association of Housing Officers
- Mississippi Junior Beta Club Convention
- Mississippi Gulf Coast Volleyball Open

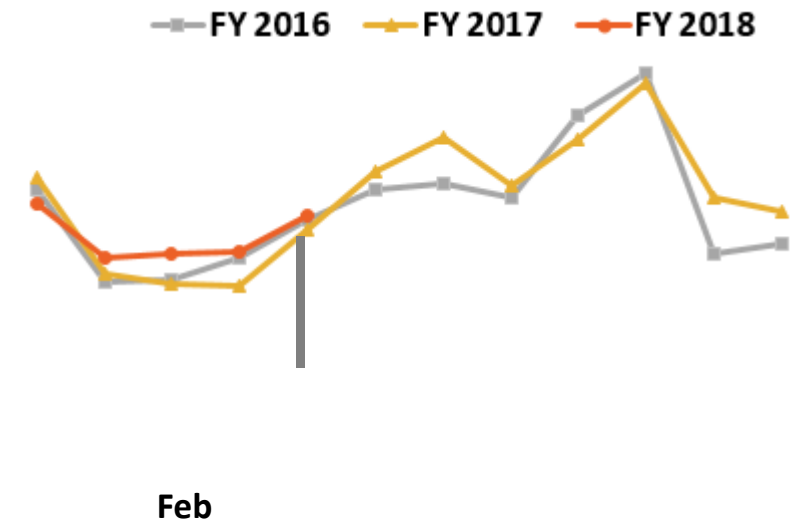
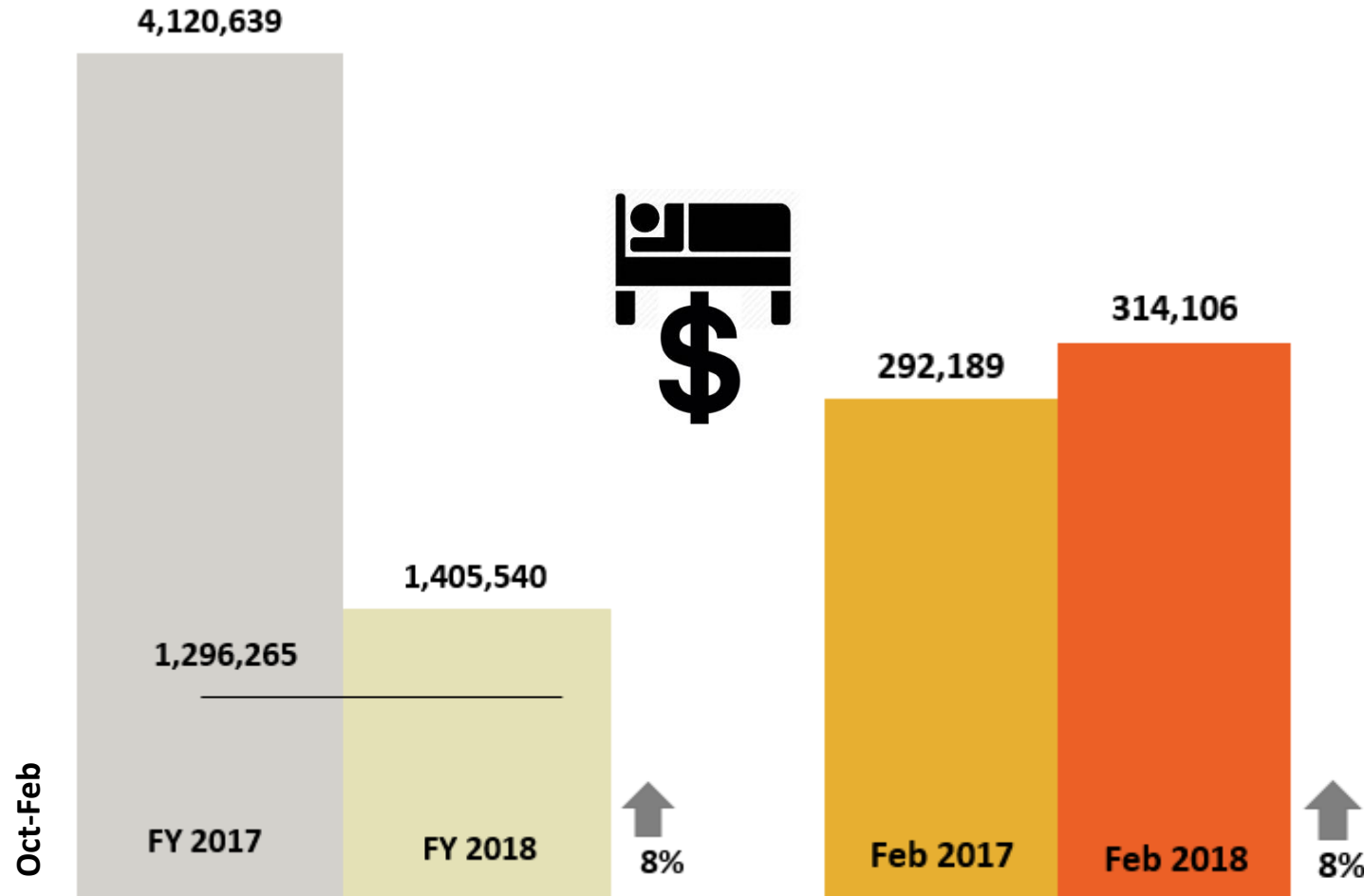
STR & MSGC



# Occupancy Tax Receipts



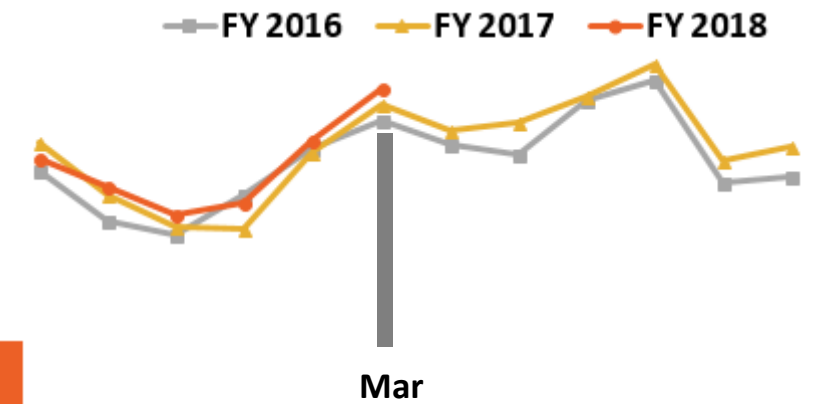
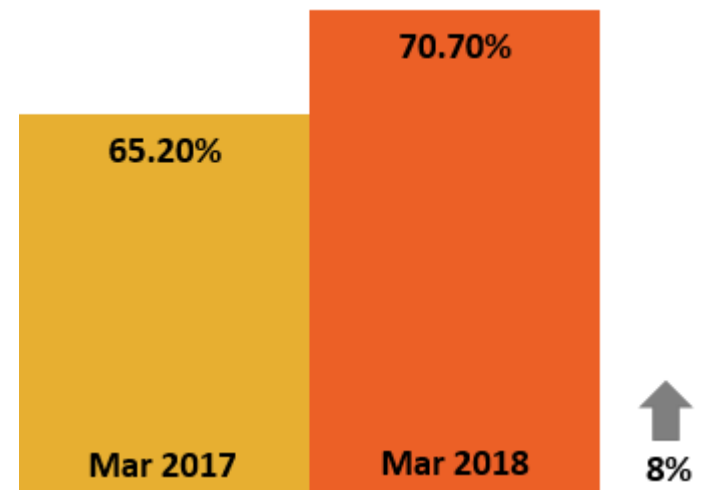
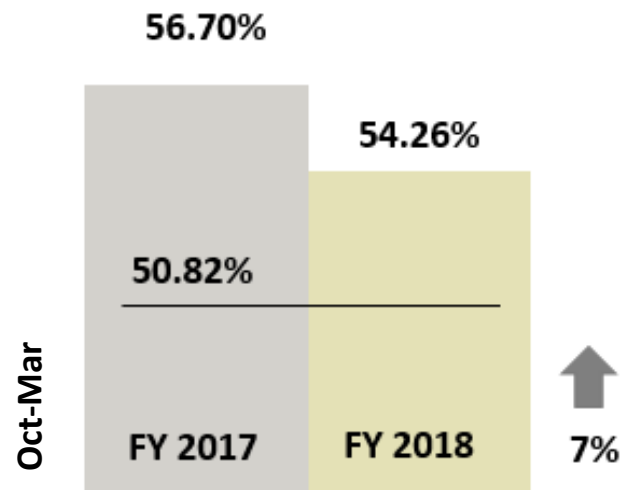
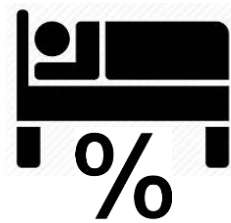
MS Department of Revenue



# Non-Casino Occupancy



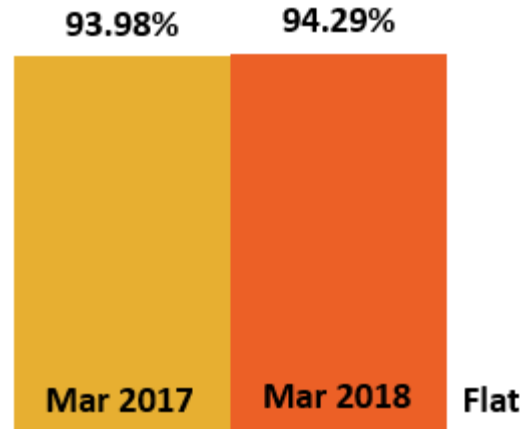
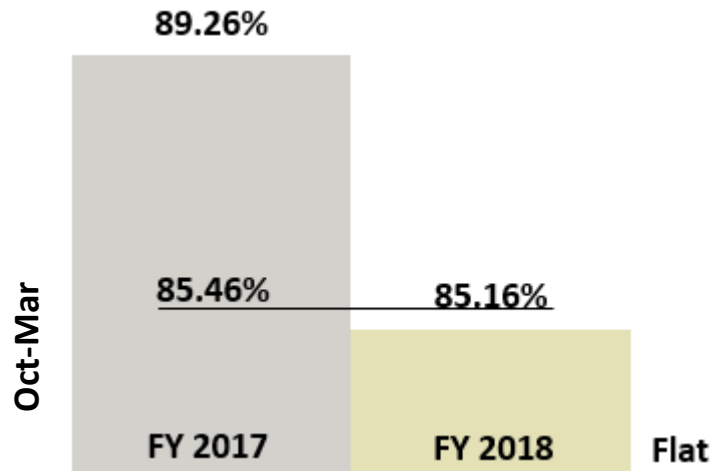
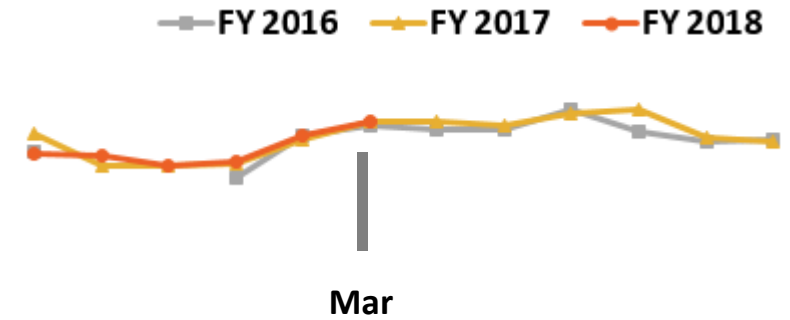
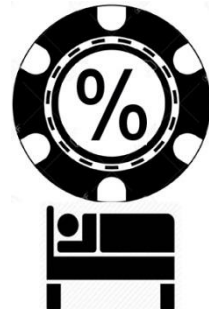
STR



# Casino Occupancy



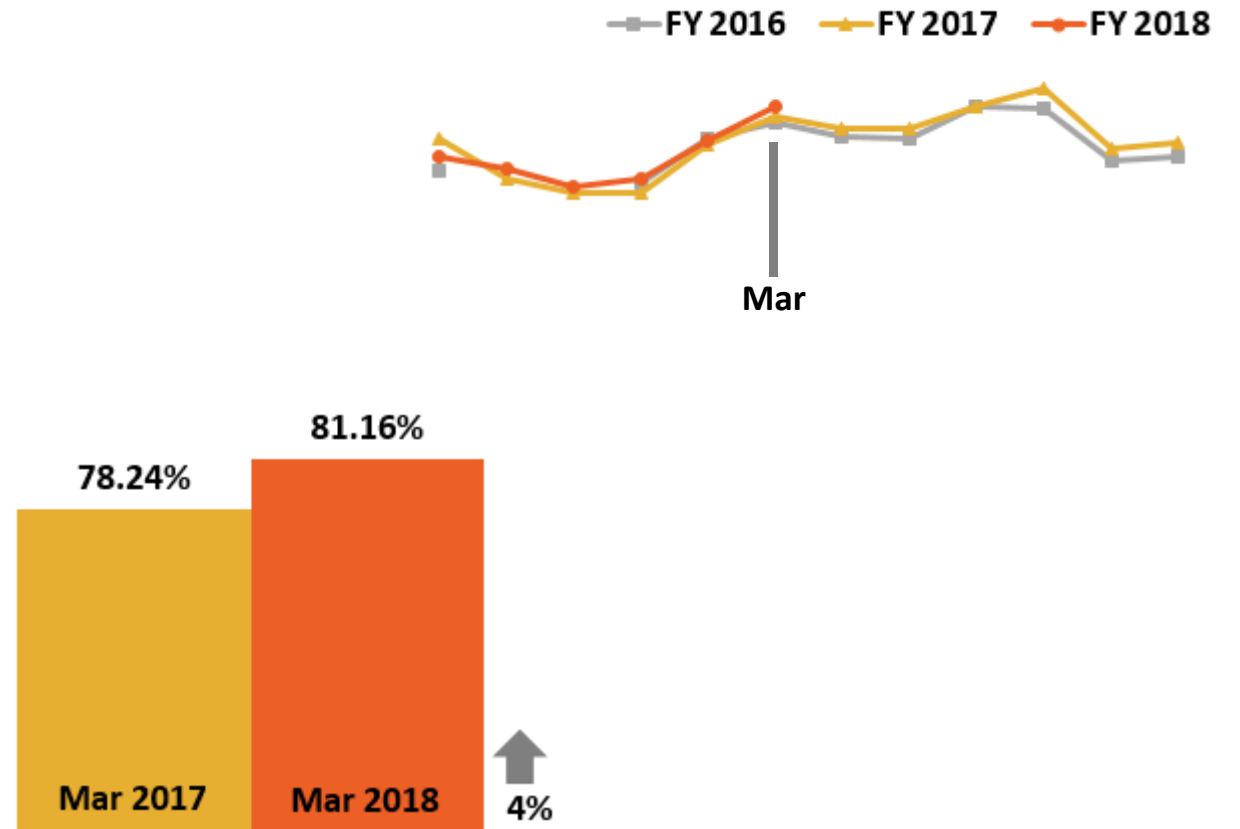
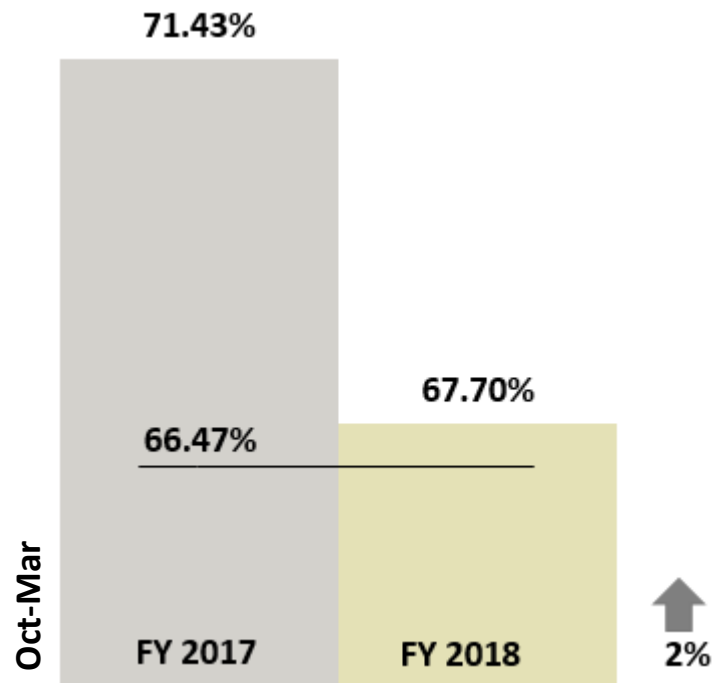
MS Gaming Commission



# All Occupancy



STR & MSGC

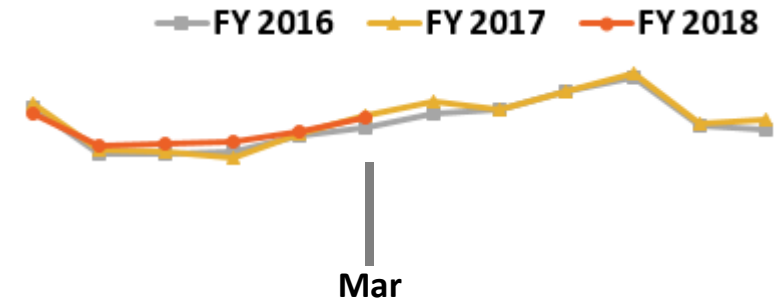
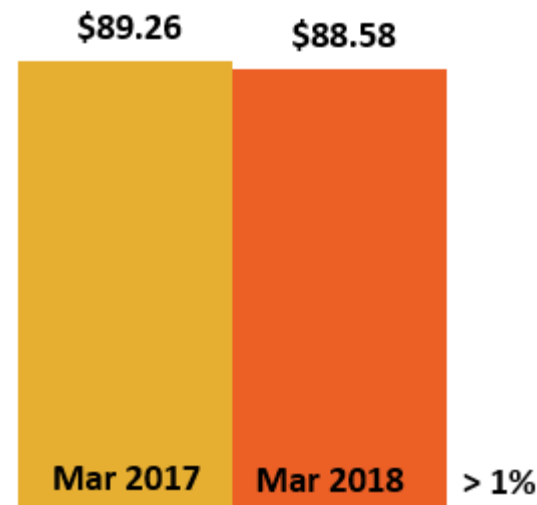
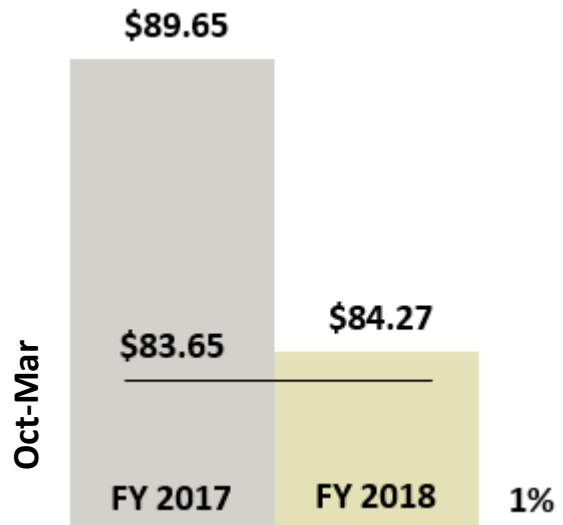




# Non-Casino ADR



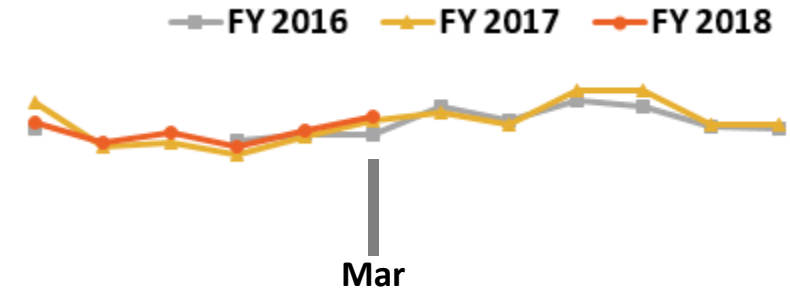
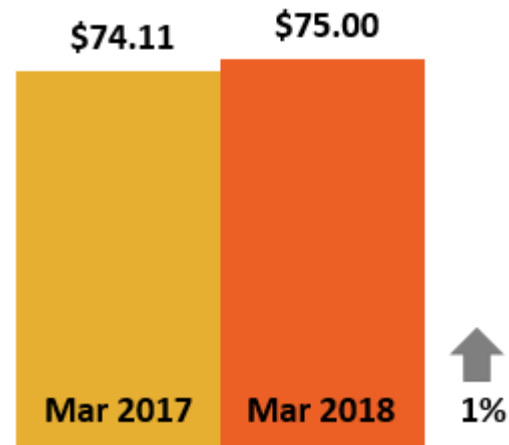
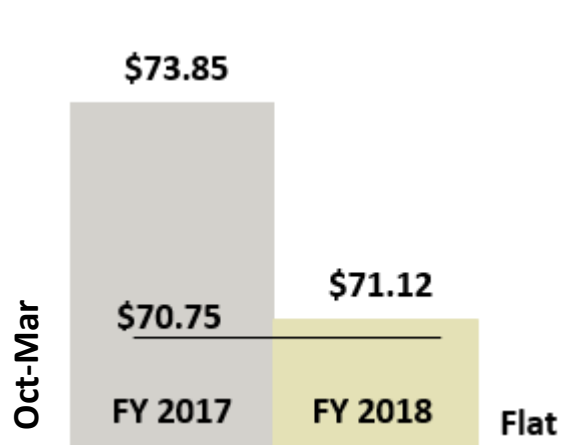
STR



# Casino ADR



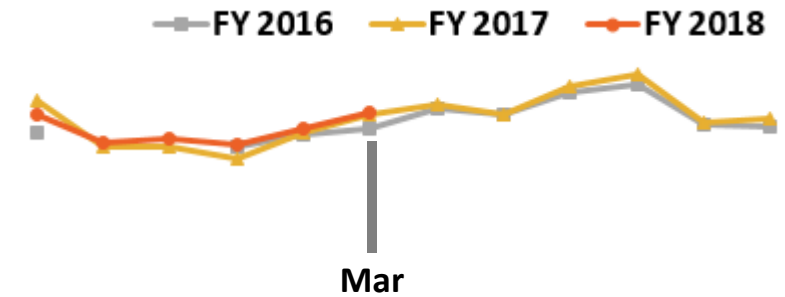
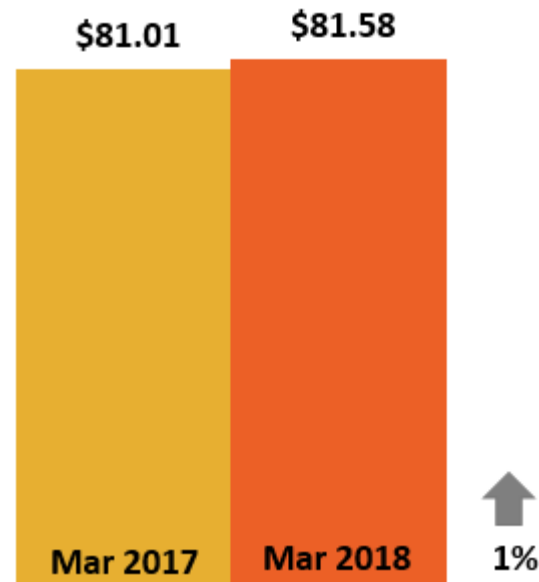
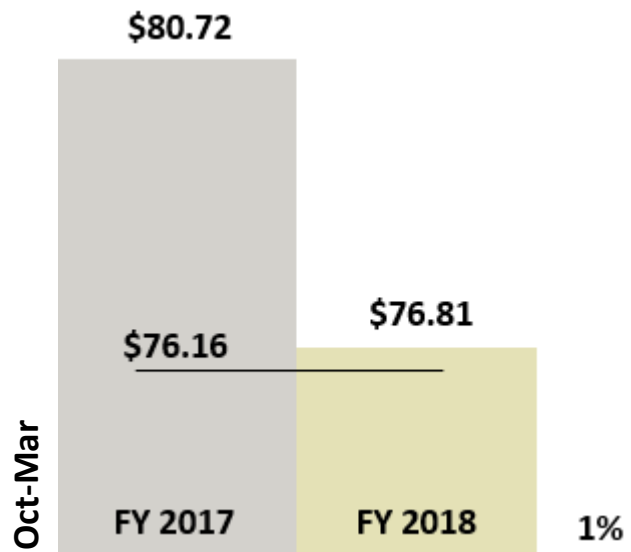
MS Gaming Commission



# All ADR



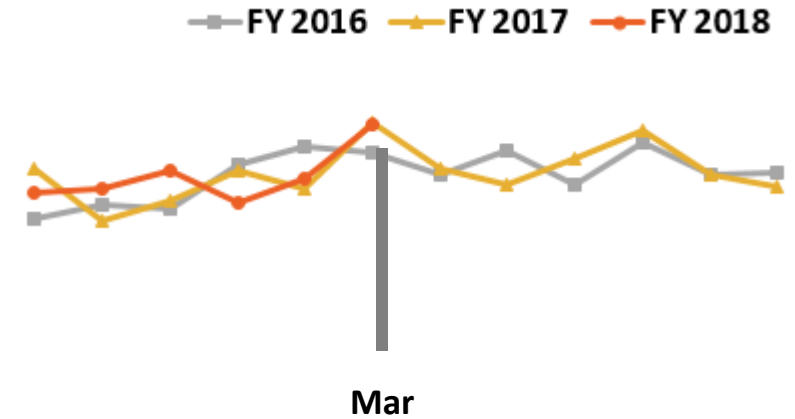
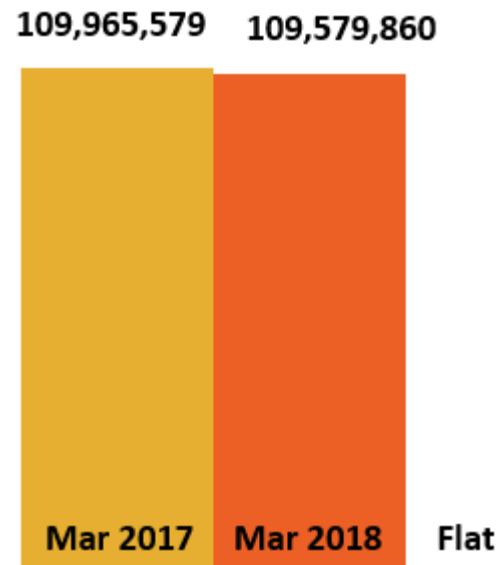
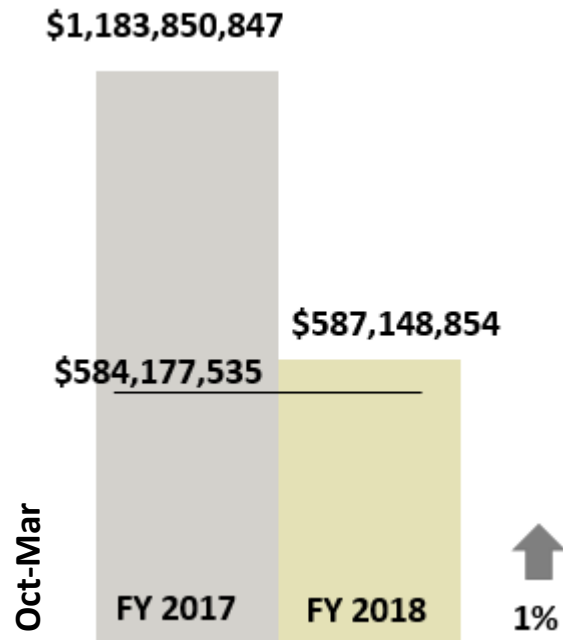
STR & MSGC



# Gaming Revenue



MS Gaming Commission

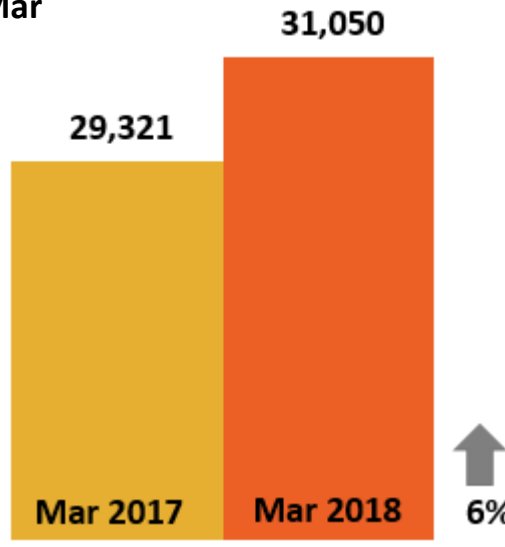
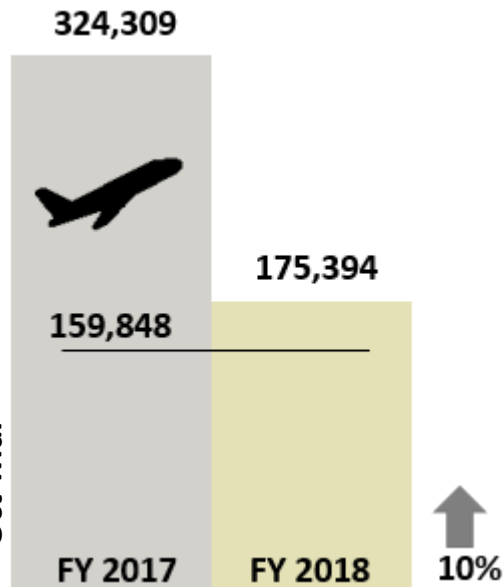
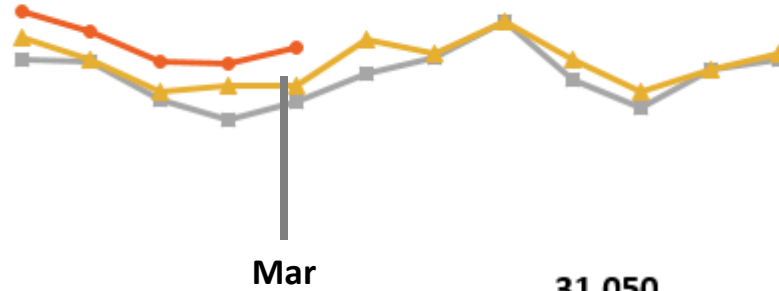


# Airport



## Enplanement

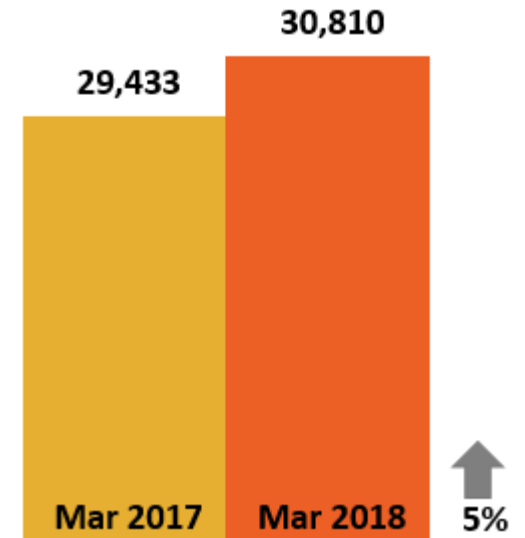
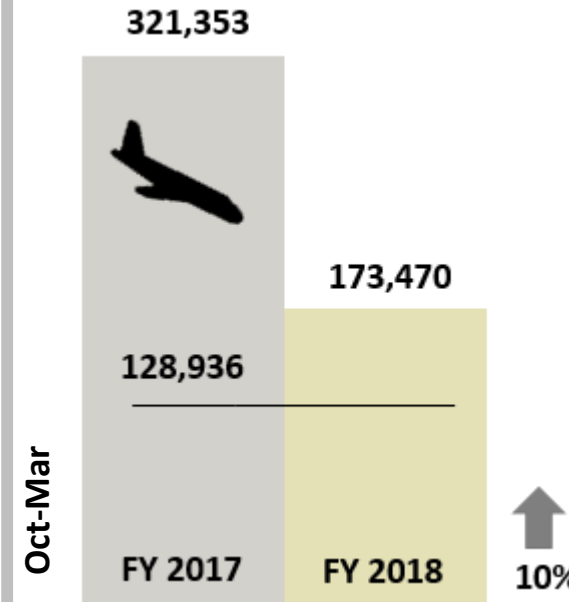
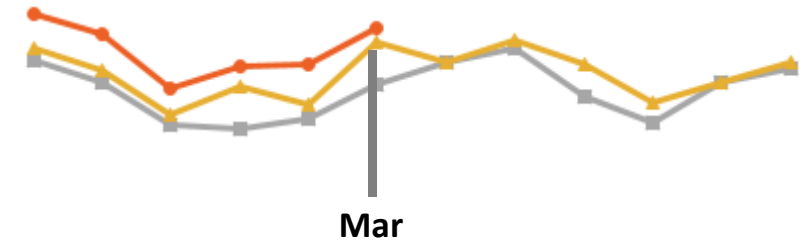
—■ FY 2016 —▲ FY 2017 —● FY 2018



## Deplanement

Gulfport Biloxi Regional Airport

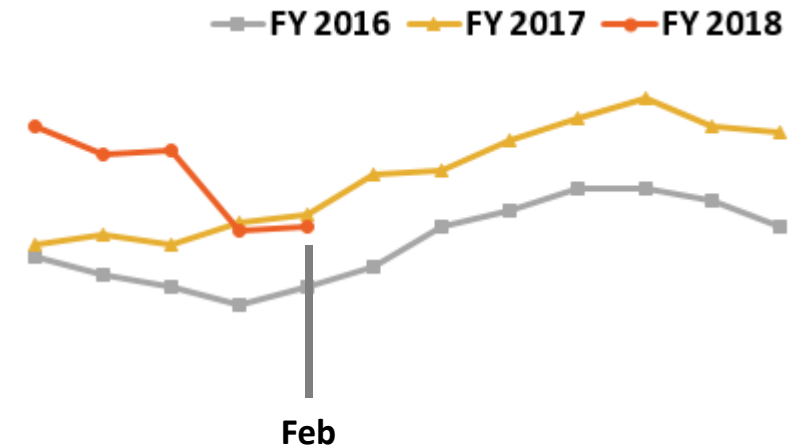
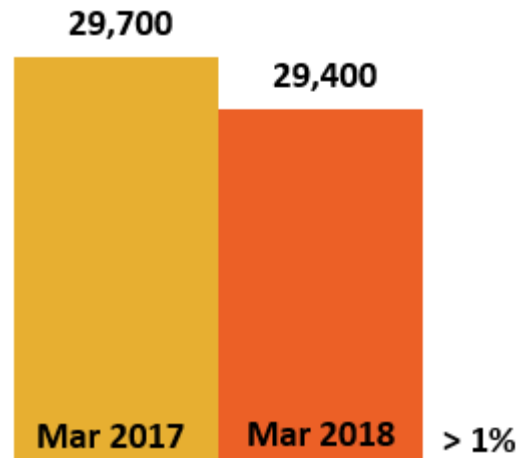
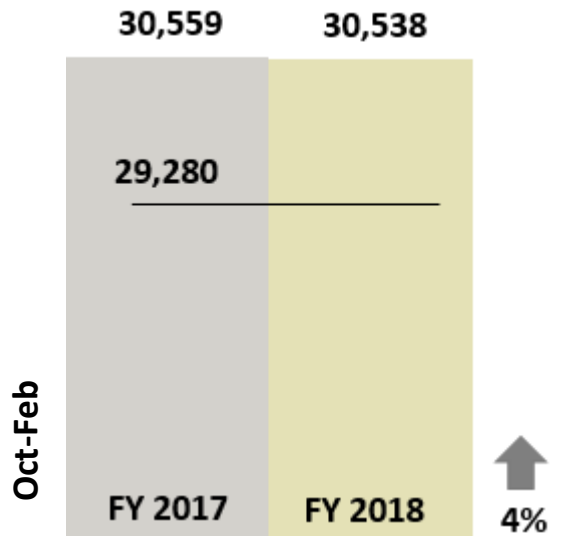
—■ FY 2016 —▲ FY 2017 —● FY 2018



# Leisure & Hospitality Jobs



MS Department of Employment Security



# Definite Bookings



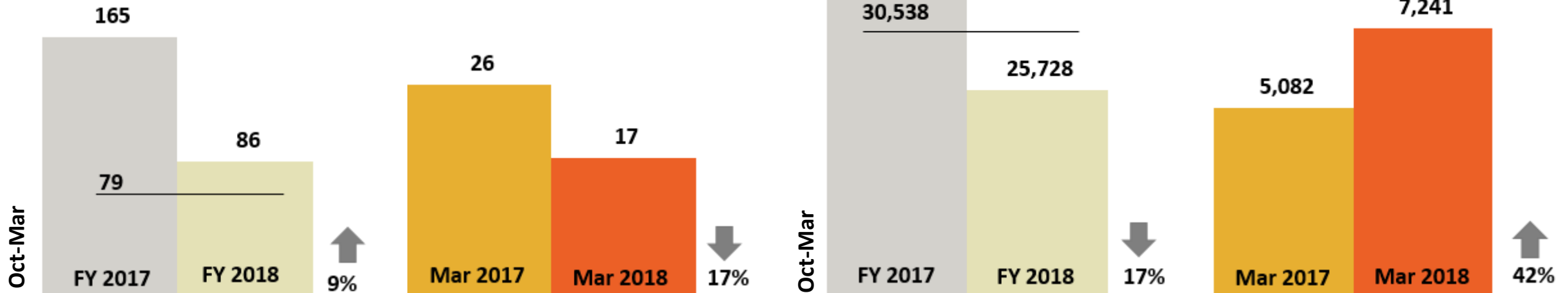
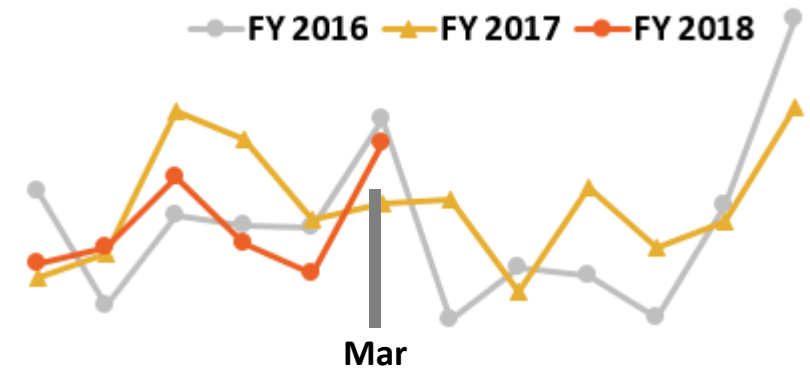
## Bookings

Number of bookings are down for the month of March 2018 in part to being down 2 sales professionals.

Room nights YTD are down 17%. However, year-over-year room nights are up 42% reflecting the larger groups we are targeting and our return business signing contracts.

## Room Nights

Visit Mississippi Gulf Coast



YTD Definite Bookings

March Definite Bookings

YTD Definite Room Nights

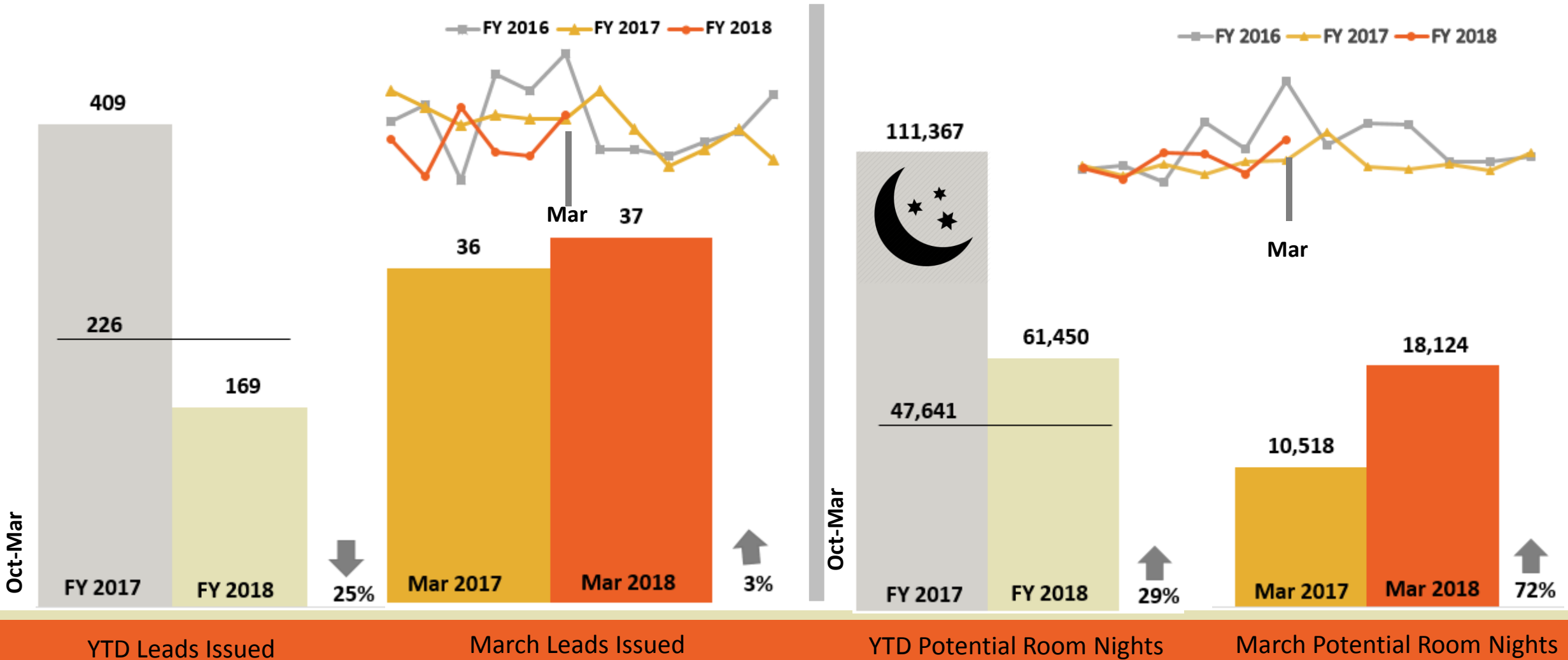
March Definite Room Nights

# Leads Issued & Potential Room Nights



Visit Mississippi Gulf Coast

- Even though potential leads are down year to date room nights are up reflecting the larger groups staff is targeting.
- 2017 leads included assists that are no longer being counted.



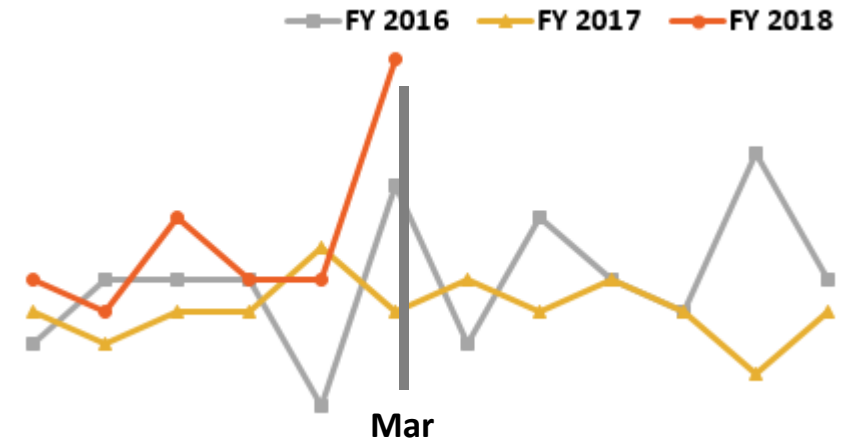
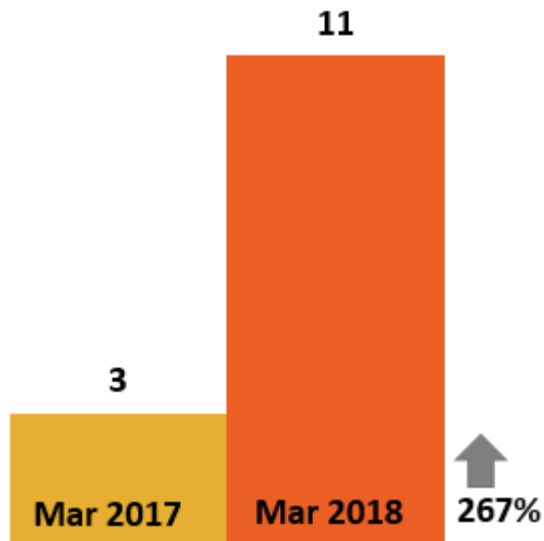
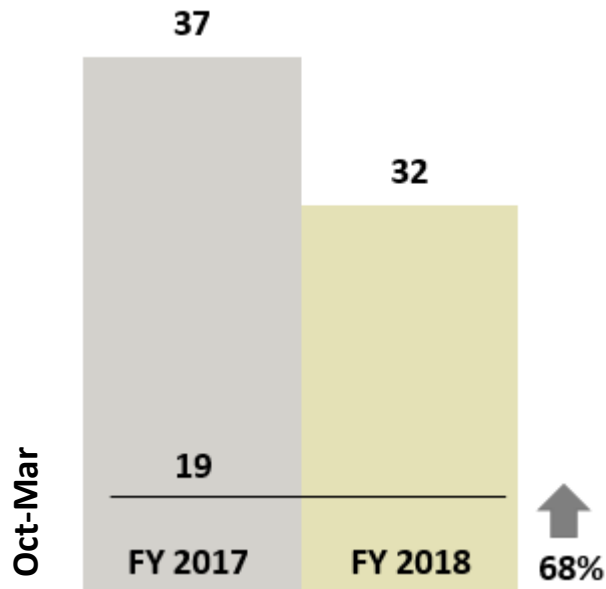


# Convention Center Leads

- National Accounts – targeting efforts
- Multi-year deals
- Special quarterly promo



Visit Mississippi Gulf Coast



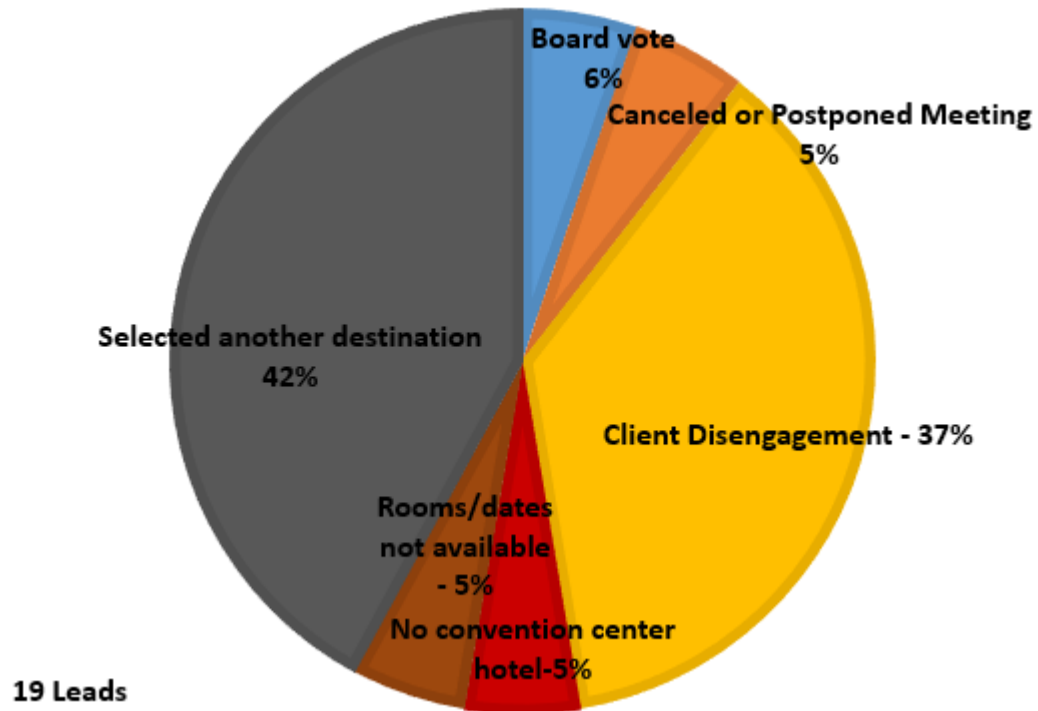
YTD Leads Issued

March Leads Issued

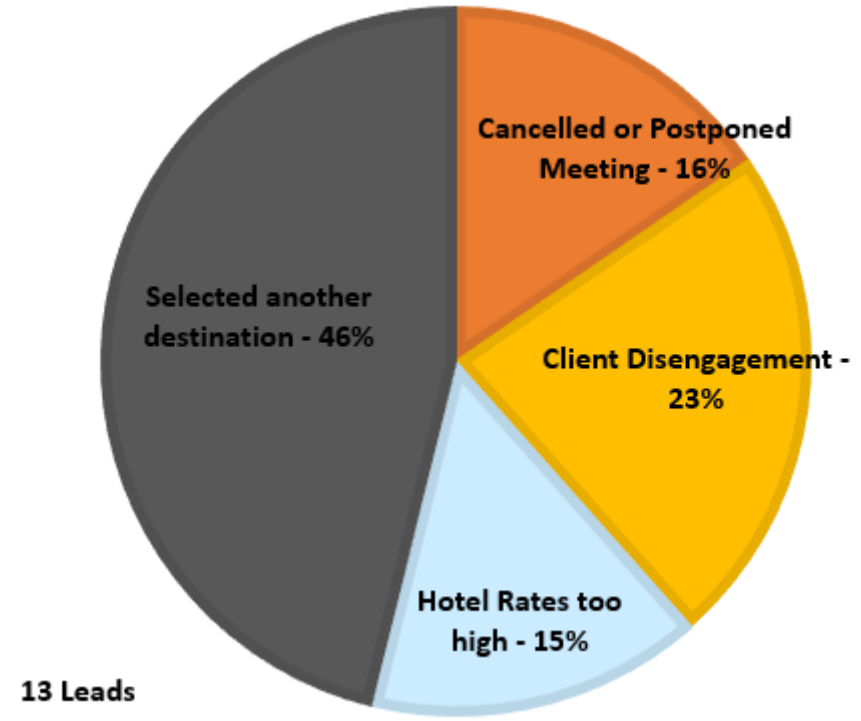
# Lost Business



Mar 2017



Mar 2018



# Pace Report

Snapshot of our historical average, Pace target for definite room nights as well as what is in our pipeline.  
We are on target for pace.



# Pace Report - Pipeline

Our pipeline continues to be strong potentially outpacing previous years bookings.

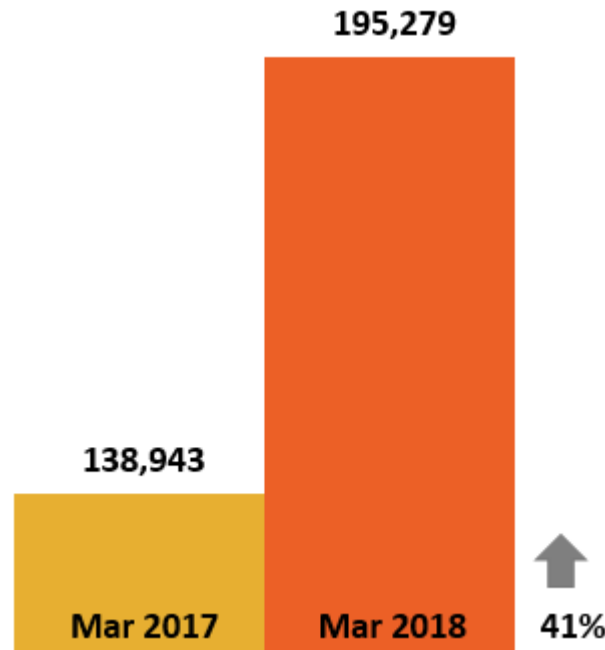
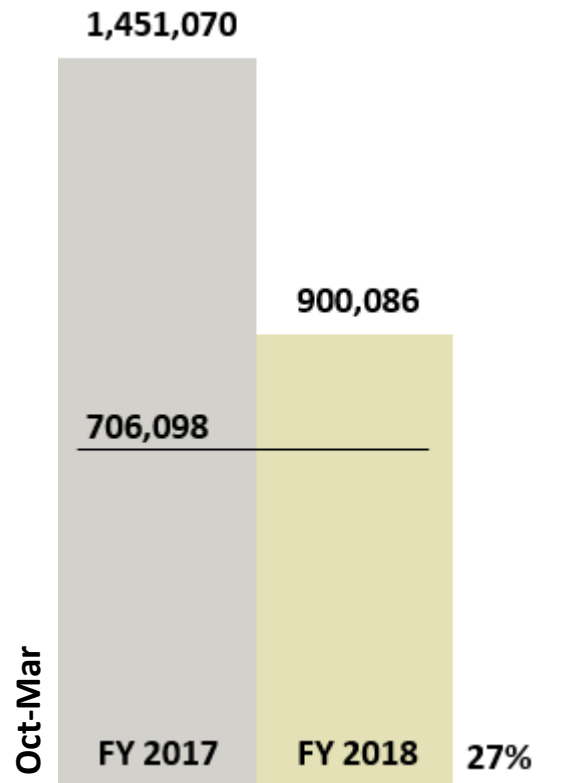


Visit Mississippi Gulf Coast

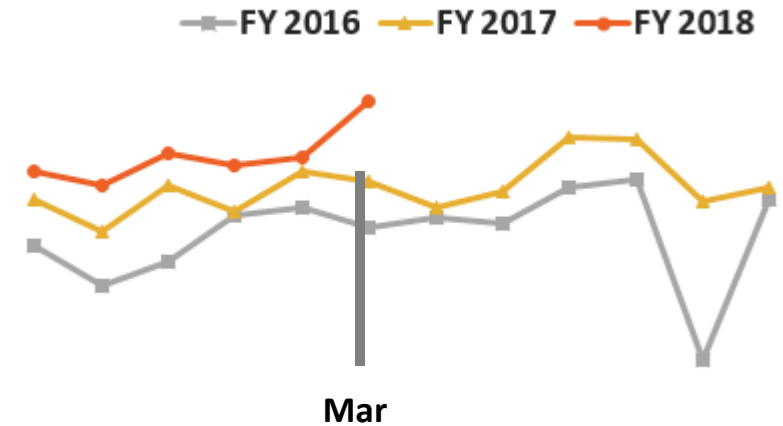
### Annual Sales Pipeline



# Google Analytics — Users (formerly Unique Visits)

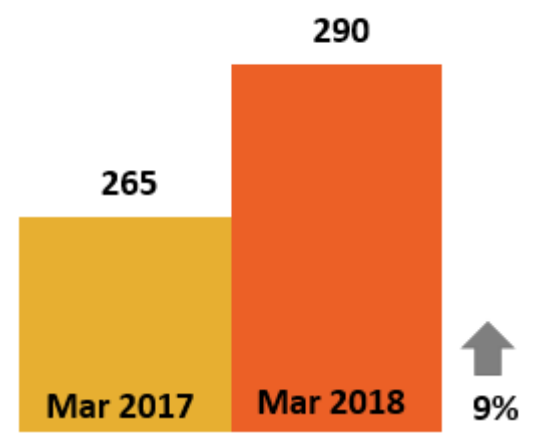
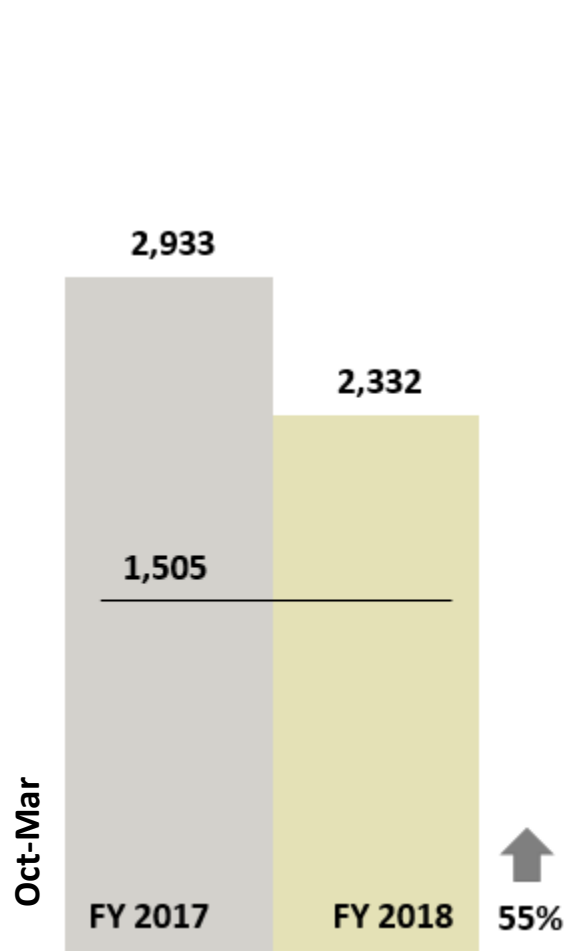


Google Analytics  
 Traffic increase is contributed to several large events taking place in March/early April

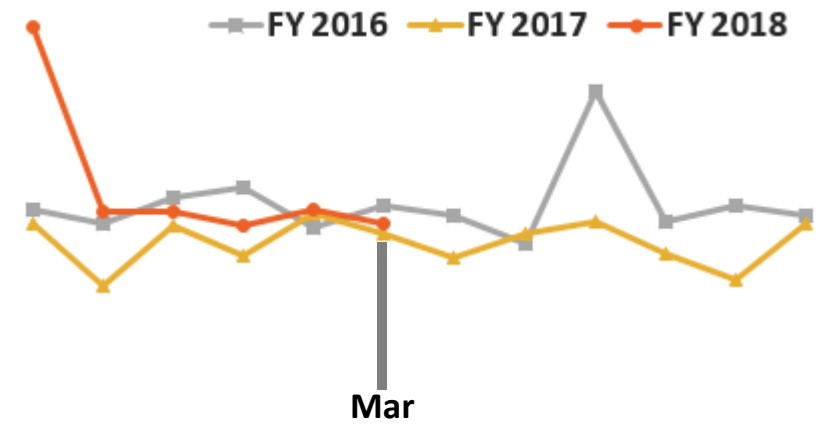


In an ever changing effort to report accurate unique visitors Google Analytics has changed their algorithm resulting in a difference in Unique Users (now Users) from last year.

# Number of Articles



- Content Drivers:
- Spring Break
  - NASA+Stennis - Space Travel
  - Headliner Entertainment
  - Rapiscan Systems Classic



\*October increase due to Hurricane Nate Coverage

Meltwater

# Impressions

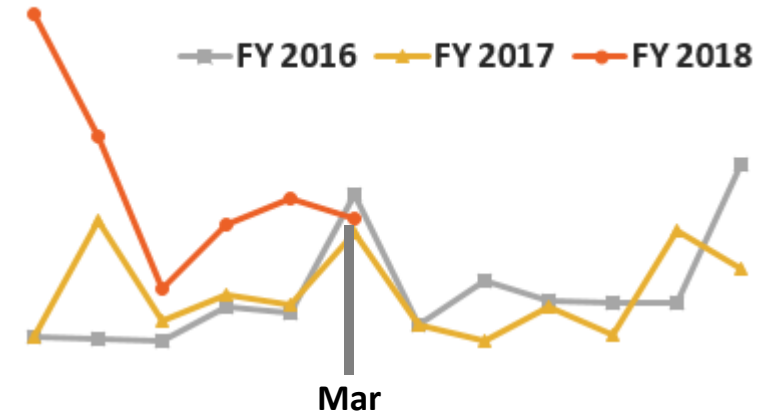
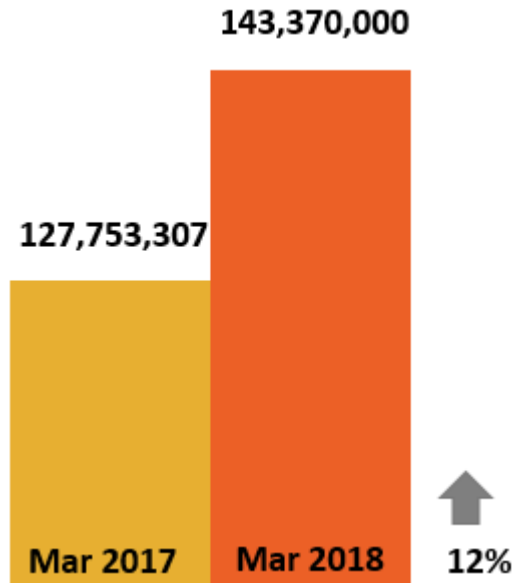
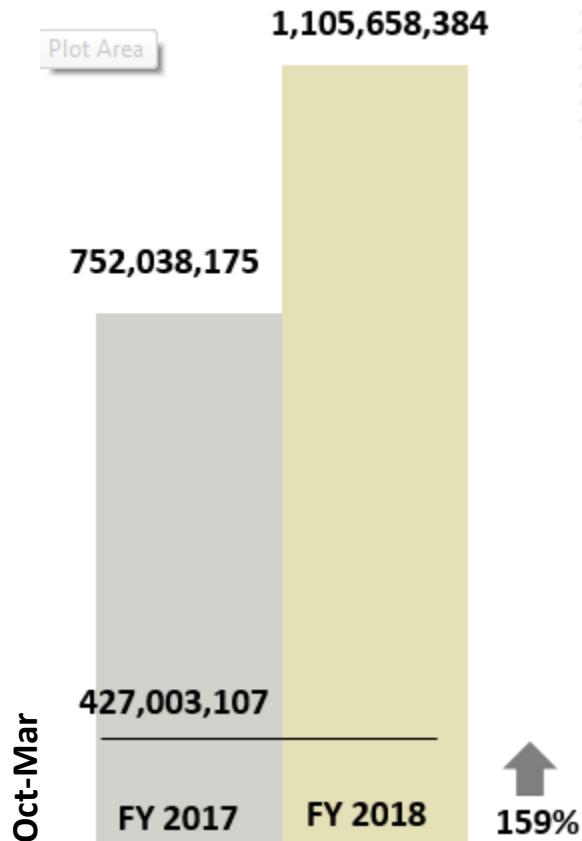


Meltwater



### Major Outlet Drivers:

- Yahoo! (NASA)– 17M reach
- Chron (Coast Development –new Waveland lighthouse)– 17M reach
- US News (Development-passenger trains)– 13M reach
- Thrillist (2 articles-Attractions/Nightlife & Nightlife)– 12M reach



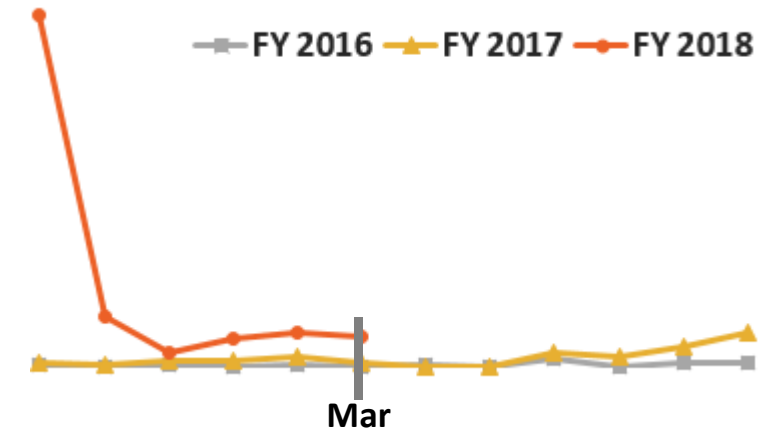
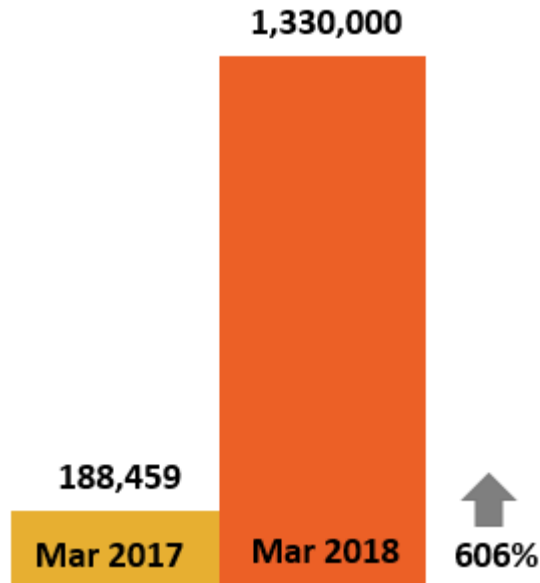
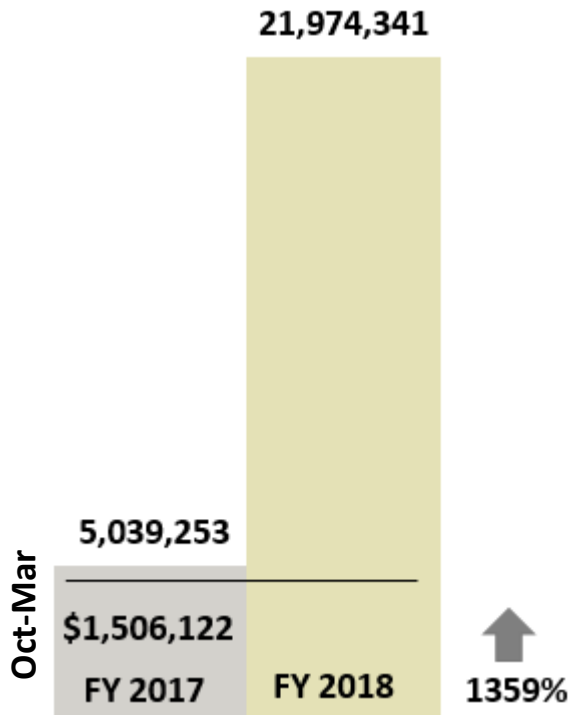
\*October increase due to Hurricane Nate Coverage

# Media Value



Meltwater

Due to the inconsistencies of the media monitoring service, in Jan. 2017 our reporting changed to include only traditional advertising value equivalencies (or AVEs). Traditional coverage included TV, print, and radio. Digital was only reported through impressions. In Nov. 2017 we changed to a new provider (Meltwater), giving us accurate numbers within the digital platform, therefore 2018 figures can't be compared with previous year, as we are using a completely different reporting metric.



\*October increase due to Hurricane Nate Coverage



# Southern Living

## 15 Incredible Solo Vacations to Take in the South



The best solo vacation ideas for every kind of traveler.

### Ocean Springs, Mississippi

In laid-back Ocean Springs, your toughest task will be deciding between a paddle board yoga class with [PaddlesUp](#) or a swamp tour with the [Eco-Tours of South Mississippi](#) in nearby Gautier (do both). Also worth a slot on your unchaperoned call is a cooking class at [The Mary C. O'Keefe Cultural Center](#). Dock yourself at the [Inn at Ocean Springs](#) which puts restaurants, galleries, and shopping a stone's throw away. On a budget? Check out the Convention & Visitors Bureau handy guide of [Free Things to Do on the Gulf Coast](#).



## UNDERRATED BACHELOR PARTY CITIES YOU CAN ACTUALLY AFFORD TO PARTY IN



### Biloxi/Ocean Springs, Mississippi

The temptation here would be to get gleefully stuck in Biloxi, what with its mega-casinos and \$29-a-night rooms at spots like the [IP](#) and [Beau Rivage](#). And yes, Vegas-on-the-Gulf boasts a bevy of luxurious resorts, where you can play poker, drink for free, and gorge on buffets for almost nothing. Oh, and one of the [prettiest minor league ballparks in America](#) at MGM Park. But when it comes time to eat, drink, and recreate with things other than poker chips, head across the Biloxi Bay Bridge to Ocean Springs.

# VMGC ASSISTED MEDIA COVERAGE

# The Best St. Patrick's Day Celebration in Each State



25/52 SLIDES © Biloxi-Main-Street/facebook.com



## MISSISSIPPI

**City: Biloxi**  
The emphasis is on Gulf Coast rather than Irish cuisine at Biloxi's annual Grillin' on the Green on March 17, where guests enjoy delicious spoils of the big barbecue competition like ribs, brisket, and grilled oysters for \$5 a plate. There will also be live entertainment and arts & crafts vendors operating right on the city's scenic waterfront.

# Explore the Coast

Off the Beaten Path

- Disembark in Bay St. Louis**  
The Spanish Mission architecture of the 1929 Bay St. Louis Train Depot is the only one of its kind built by the Louisville and Nashville Railroad Company. Visitors may recognize the building from the film "This Property is..."
- Christ in the Oak**  
St. Rose de Lima Catholic Church, the first black community Catholic Church in Mississippi, owns a long and diverse history serving German, African and Native American patrons, as well as fascinating architecture and...
- Rocking in Gulfport**  
In 1995, furniture maker Roy Dedeaux decided to build an oversized rocking chair — we're talking something Paul Bunyan would sit on.
- The Little Room of Walter Anderson**  
Walter Inglis Anderson had family responsibilities at his Mississippi Gulf Coast home, but the eccentric artist preferred boating out to Horn Island where he drew inspiration from the natural barrier island off the coast of Ocean Springs. Back on the mainland and missing his island, Anderson painted a room in his house to resemble his favorite escape, and no one was allowed inside. After his death in 1965, Anderson's wife entered the room and found the spectacular mural. The "Little Room," along with its mural, was taken from Anderson's cottage in 1991 and moved to the Walter...

# VMGC ASSISTED MEDIA COVERAGE

## THE BEST SMALL-TOWN BAR IN EVERY STATE

### MISSISSIPPI

Government Street Grocery [Address and Info](#)

*Ocean Springs*

**Population:** 17,652

To truly understand why the [Gulf Coast of Mississippi](#) is so different from the rest of the state, go spend a night at Government Street Grocery in downtown Ocean Springs. Though the neighborhood is fantastic for bar-crawling, post up here and listen to local bands while sipping on craft beers and it feels more like Austin than the Deep South. The spacious outdoor patio fills up with the creative types who populate the area, where an art historian/bass player will educate you on state politics while you scarf down Grocery Fries covered in cheese, chili, and sour cream. The breeze from the water nearby keeps everyone cool, even on crowded summer nights, making a night at this little bar one of the most surprisingly great times you'll have in Mississippi. -- MM



## The 10 Best Destinations For A Road Trip: Expert Round-up

### #2 A Drive Down The Mississippi Gulf Coast



*The Mississippi Gulf Coast has so much to offer both visitors and locals alike. The region's temperate climate, along with its astounding natural beauty, makes for the perfect year-round destination. There is an incredible amount to do, see and experience across the Mississippi Gulf Coast: from outdoor activities, such as kayaking, boating, fishing and hiking, to a wide variety of festivals, attractions and museums. When it comes to food, this is the place to be! From quaint coastal seafood spots to fine dining, we've got it all. In short, the Mississippi Gulf Coast checks all the boxes: great food, great weather, great prices, great people, and a great way of life!*

# VMGC ASSISTED MEDIA COVERAGE

## Surfs Up

Now that the chill of winter is behind us, it's time to think about your next trip to the beach. From Nashville, we have access to plenty of seaside getaway spots along the Gulf. Here, we've scouted out the best beach-town escapes for three types of travelers: the family, the adventurers, and those looking to do nothing but relax. All you

### For the Adventurer / Ocean Springs, Mississippi



The Mississippi Gulf Coast has long been a favorite destination for folks looking to sink their toes in to its white sands. More than 1,600 miles in all, this state's waterfront includes a 62-mile stretch of coastal towns. The quaint, walkable town of Ocean Springs can be found along this stretch—it boasts more than 100 restaurants, a slew of art galleries and shops, and plenty of outdoor adventure, too.

porch and stately live oaks. Inside, guests find luxurious bedding, organic amenities set beside the spacious walk-in showers, reclaimed wood flooring, and soft, native hues.

Speaking of natives: Walter Anderson was a 20th century American master painter who depicted the plants, animals, and people of the Gulf Coast. Stroll by the Walter Anderson Museum

Drink Love Catering can set up everything for the perfect picnic. Located next door to The Roost, they're a go-to for a frosé on that comfy porch.

To jumpstart the day, start at The Greenhouse on Porter with pour-over coffees and homemade biscuit sandwiches made two ways: sweet and savory. Head to The Shed Barbeque and Blues Joint for a succulent array of smoked

With all that extra fuel, explore the Sound's waterways. Charter a boat at Ocean Springs Harbor's resident Strictly Fishin' Charters, where you can fish inshore or along the barrier islands and get a little sightseeing, while you're at it. It's all about core strength at Paddles Up, where stand-up paddle boards (SUP) and kayaks are a specialty—they offer multi-level classes, too. You can even paddle among

## QUEENS Chronicle

### On the Road Again: Baton Rouge, La. and Biloxi, Miss.

Biloxi, Miss.

Seventy-five miles due east of New Orleans just off I-10 is the beautiful Mississippi Gulf Coast city of Biloxi (pronounced buh-luck-see) which is known to many as the setting for the play and movie about Neil Simon's Army basic training, "Biloxi Blues," and for having been the longtime home of arguably America's best-known root beer, Barq's.

While Biloxi is far from the sleepy town it was in the 1940s when Simon's play was set, it possesses an unhurried charm. A drive along Beach Boulevard (US 90) from Biloxi to Gulfport feels like one on South Florida's A1A probably did before Miami Beach and Fort Lauderdale became a playground for every real estate developer under the sun.

Before tourists started coming to Biloxi, it was a major fishing and shrimping hub, and it still is. If you want to unleash your inner Forrest Gump, there are shrimp trawler operators that will let you spend the day with them in the Gulf of Mexico.

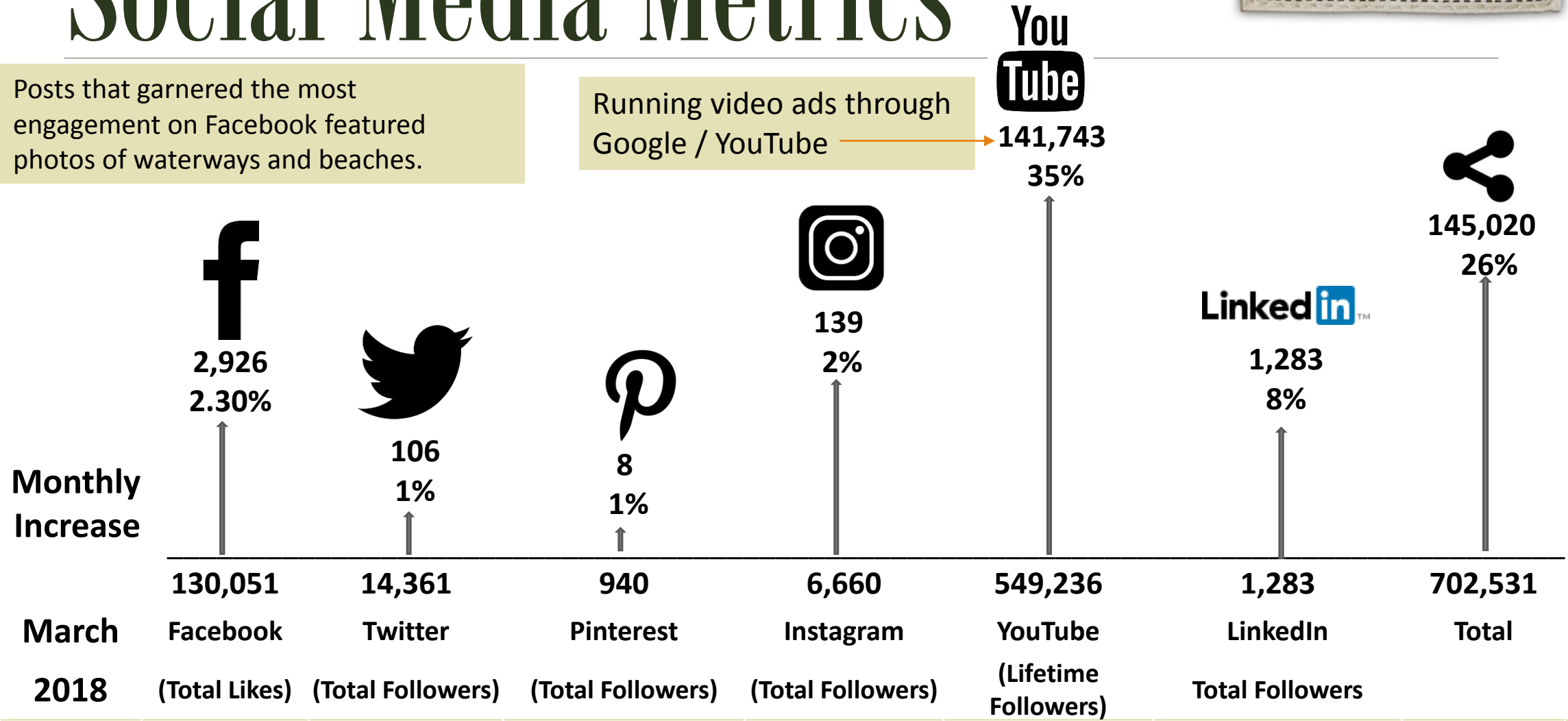
# VMGC ASSISTED MEDIA COVERAGE

# Social Media Metrics



Posts that garnered the most engagement on Facebook featured photos of waterways and beaches.

Running video ads through Google / YouTube



Deciding where to take visitors when they come in town can sometimes be stressful. Luckily Only In Your State has you covered for Mississippi, and they even featured a couple spots right here on the Coast! #MSCoastLife



**10 Tasty Restaurants In Mississippi Out Of Towners Will Simply Love**  
 Your guests may not want to leave after dining at these eateries!  
 ONLYINYOURSTATE.COM

**Get More Likes, Comments and Shares**  
 When you boost this post, you'll show it to more people.

120,285 people reached **Boost Post**

Toshebia Wren, Sheryl Chromizer and 1.9K others · 44 Comments · 382 Shares

Like Comment Share

**Performance for Your Post**

120,285 People Reached

2,939 Reactions, Comments & Shares

2,232 Like	1,925 On Post	307 On Shares
57 Love	48 On Post	9 On Shares
2 Haha	1 On Post	1 On Shares
14 Wow	11 On Post	3 On Shares
1 Angry	0 On Post	1 On Shares
253 Comments	52 On Post	201 On Shares
382 Shares	382 On Post	0 On Shares

8,382 Post Clicks

7 Photo Views	7,093 Link Clicks	1,282 Other Clicks
---------------	-------------------	--------------------

**NEGATIVE FEEDBACK**

27 Hide Post	2 Hide All Posts
0 Report as Spam	0 Unlike Page

Insights activity is reported in the Pacific time zone. Ads activity is reported in the time zone of your ad account.



**Visit MS Gulf Coast** @VisitMSCoast  
 Attention all @HailStateBB fans and college fans in general! Come watch the Bulldogs take on Southeastern Louisiana tonight at @MGMPark, home of the @BiloxiShuckers! <http://bit.ly/2GrZG8a> #MSCoastLife @WLOX pic.twitter.com/sphmeeSTVC

**Reach a bigger audience**  
 Get more engagements by promoting this Tweet!  
**Get started**

visitmscoast Like road trips? Take one down to the MS Gulf Coast and come see us! #MSCoastLife @bbhoxie  
 visitmscoast #OceanSprings #VisitMS #VisitMSCoast #ScenicView #SunsetViews #RoadTrippin #msgulfcoast  
 cattakeith19 East Beach  
 onwardstore61  
 howyogi Yaaas classic shot

443 likes  
 MARCH 9  
 Add a comment...

Impressions	12,267
Total engagements	350
Media engagements	243
Likes	32
Detail expands	27
Link clicks	26
Profile clicks	15
Retweets	6
Hashtag clicks	1

# SOCIAL MEDIA