



# Visit Mississippi Gulf Coast

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**KEY PERFORMANCE INDICATORS**

**MAY 2017**

# 2016 Year end

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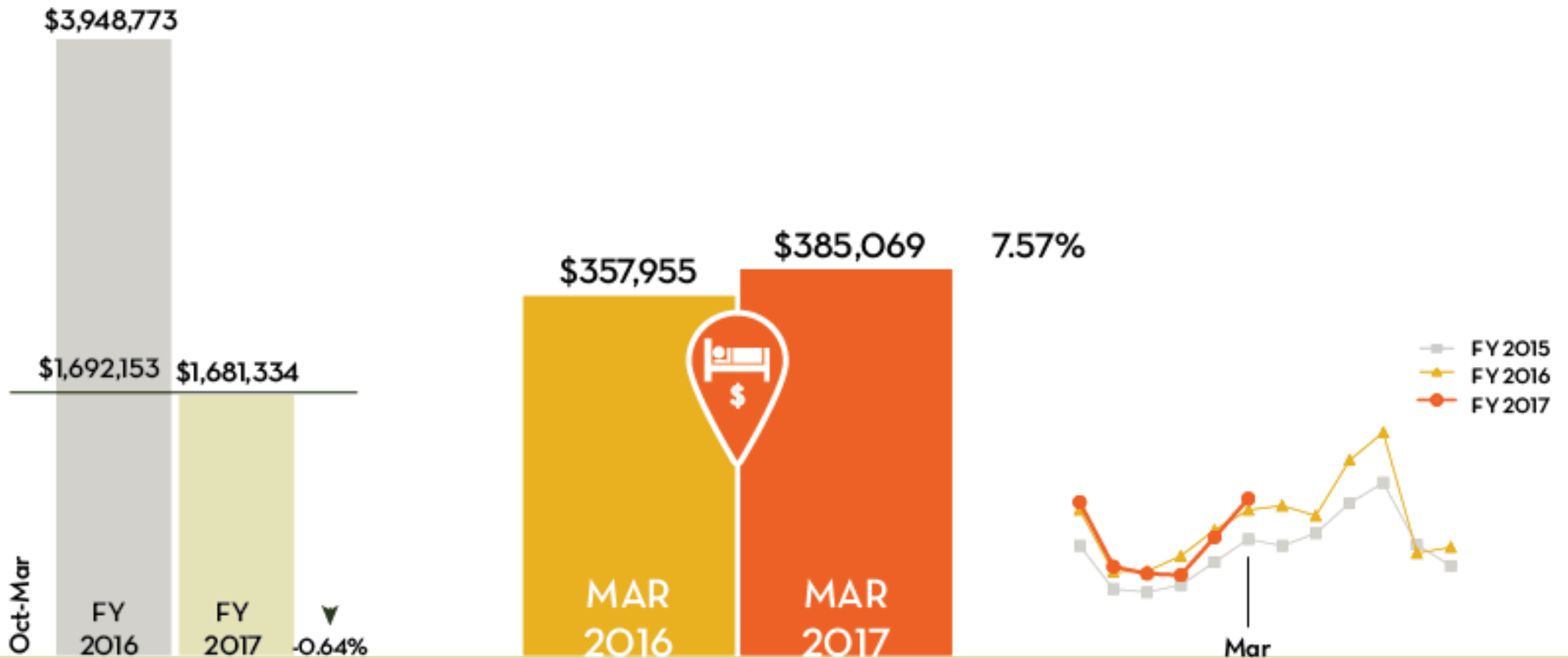
- **6.2 Million Visitors on 2016 – up 7% over 2015; goal of 7 million by 2020**
- **Leisure and Hospitality Jobs – 30,300 – up from 2012 by 2,410 jobs**
- **\$1.99 Billion spent by visitors – up 10% over 2015**
- **\$81 million in tourism capital improvement in FY 2016**
- **14,633 Total hotel rooms 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 5% in 2016**

*Sources: Mississippi Development Authority, Mississippi Gaming Commission, STR*

# Occupancy Tax Receipts



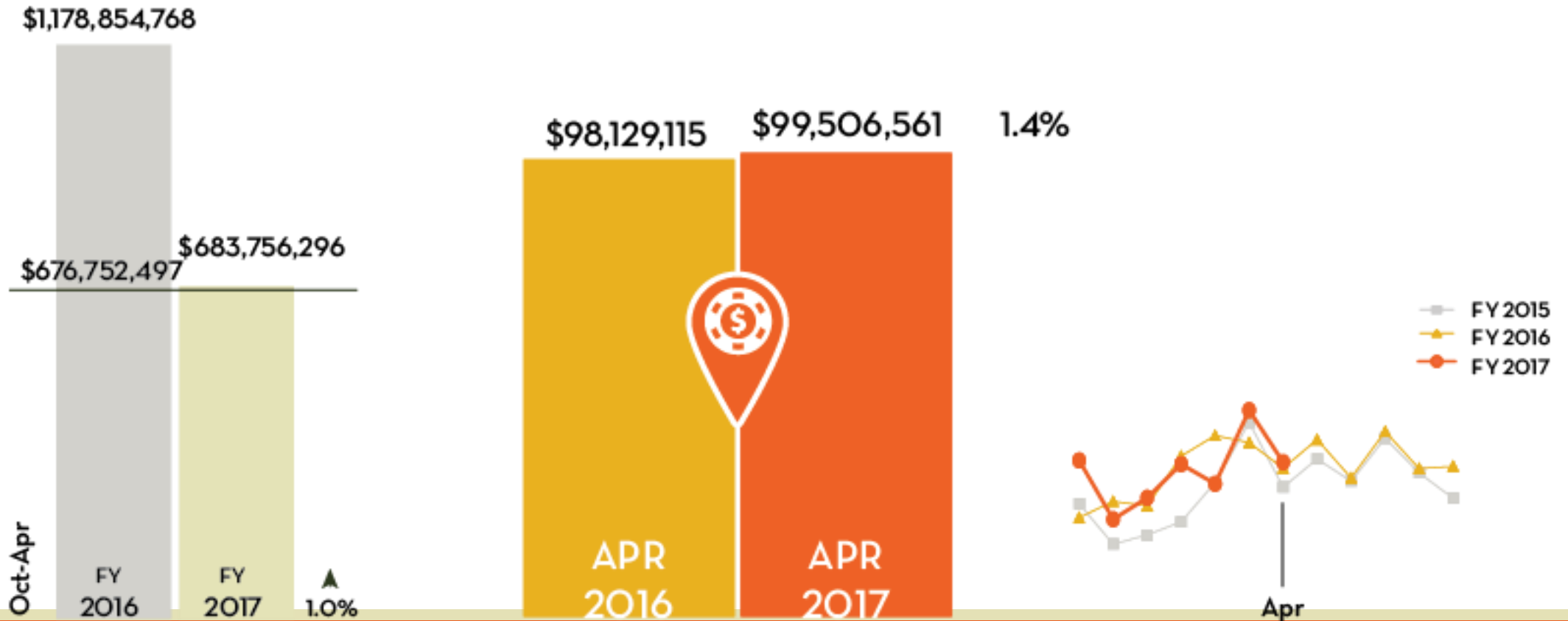
MS Department of Revenue



# Gaming Revenue



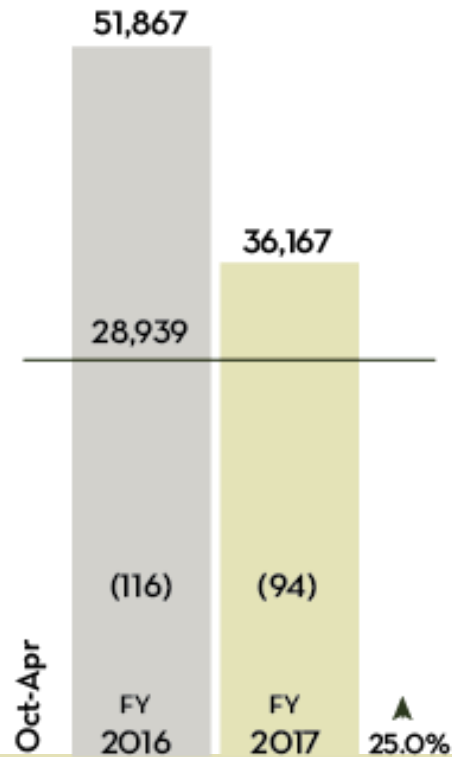
MS Gaming Commission



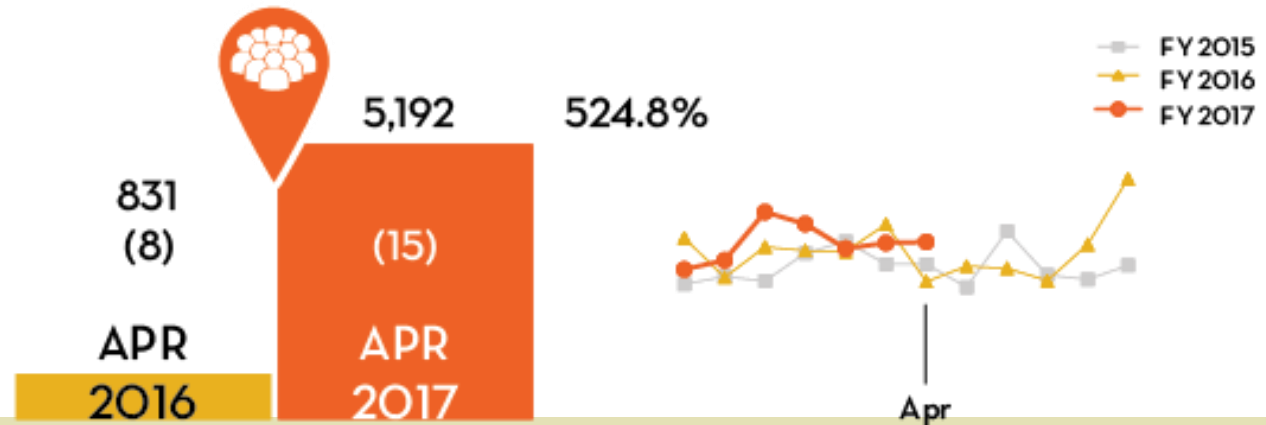
# Definite Bookings



Room Nights/(Groups)

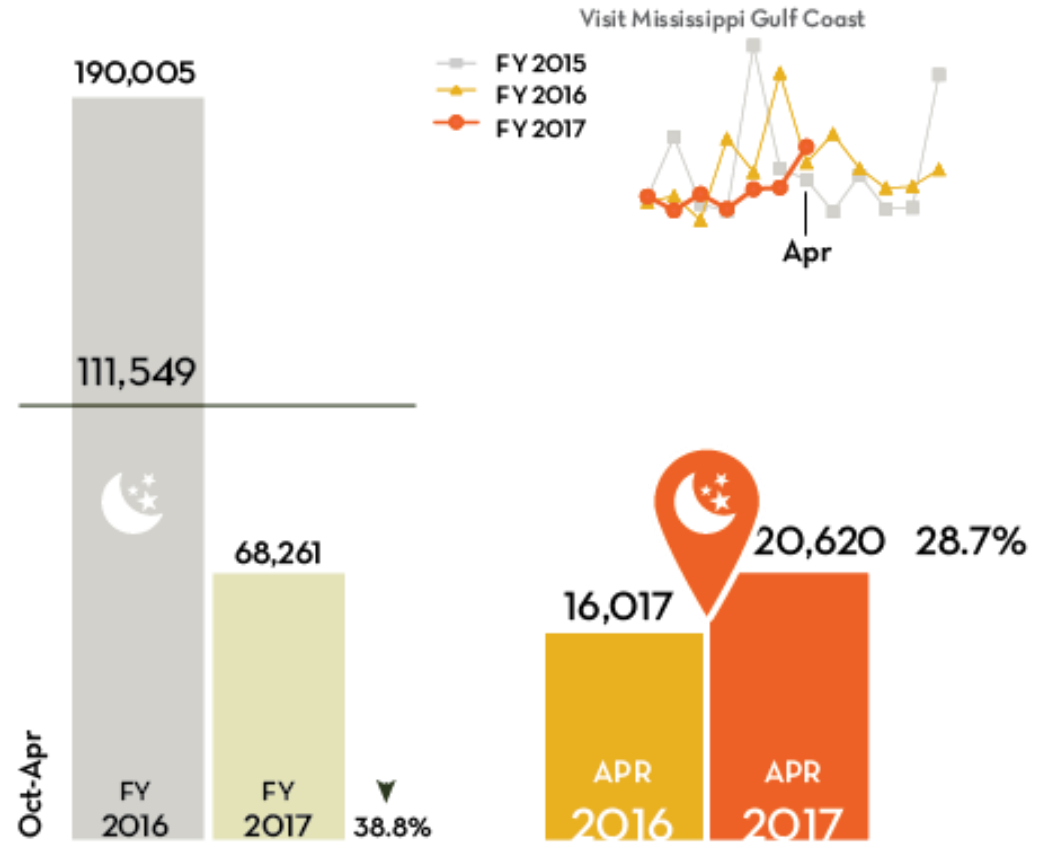
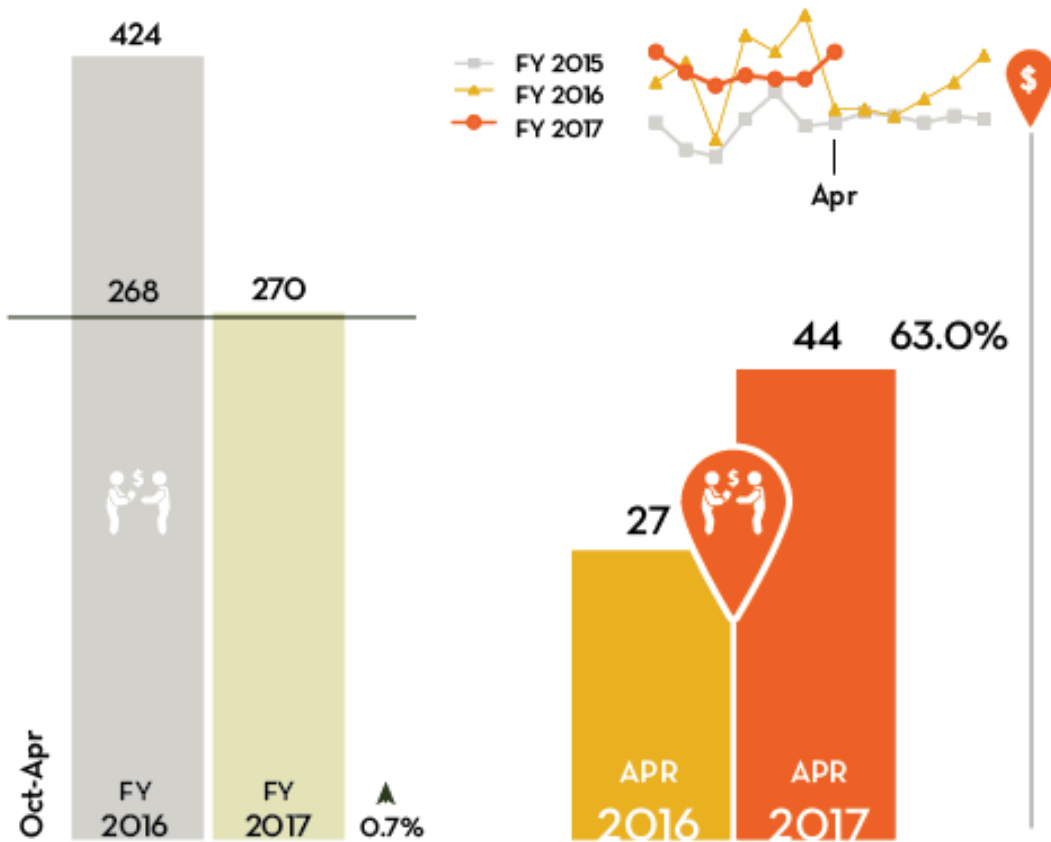


Visit Mississippi Gulf Coast





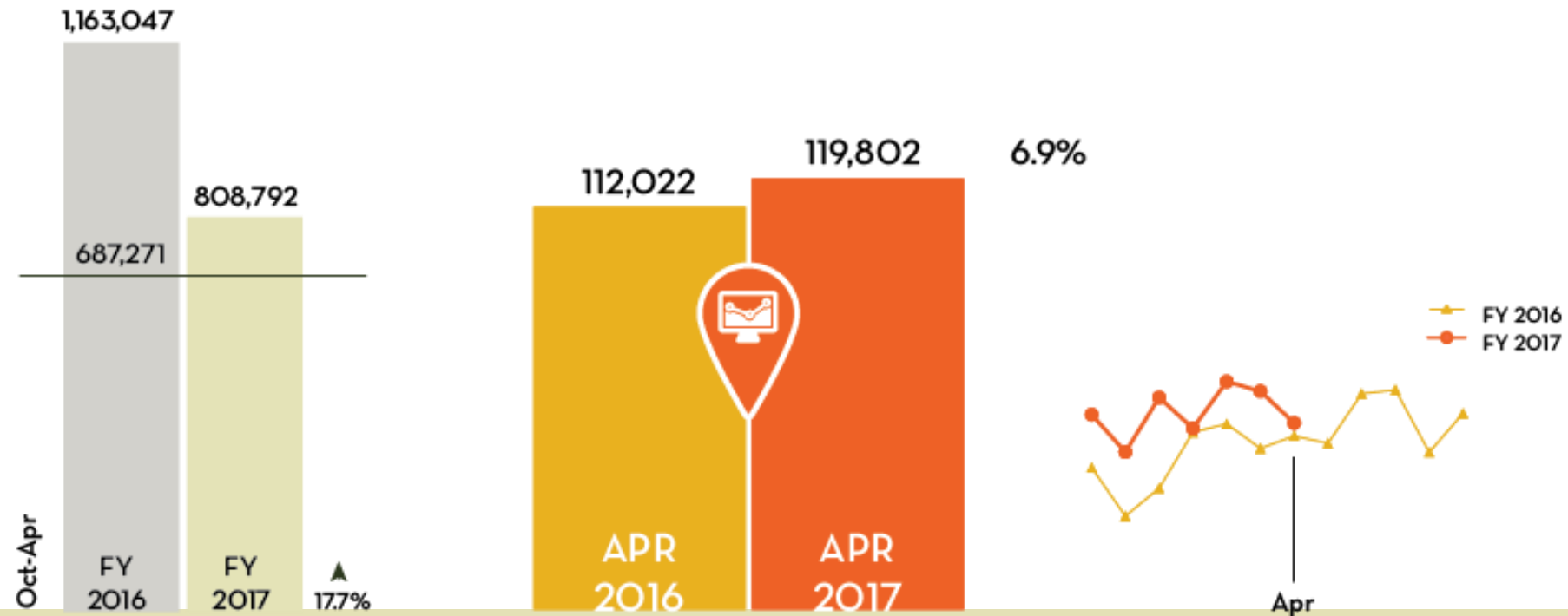
# Leads Issued & Potential Room Nights



# Google Analytics - Unique Visits



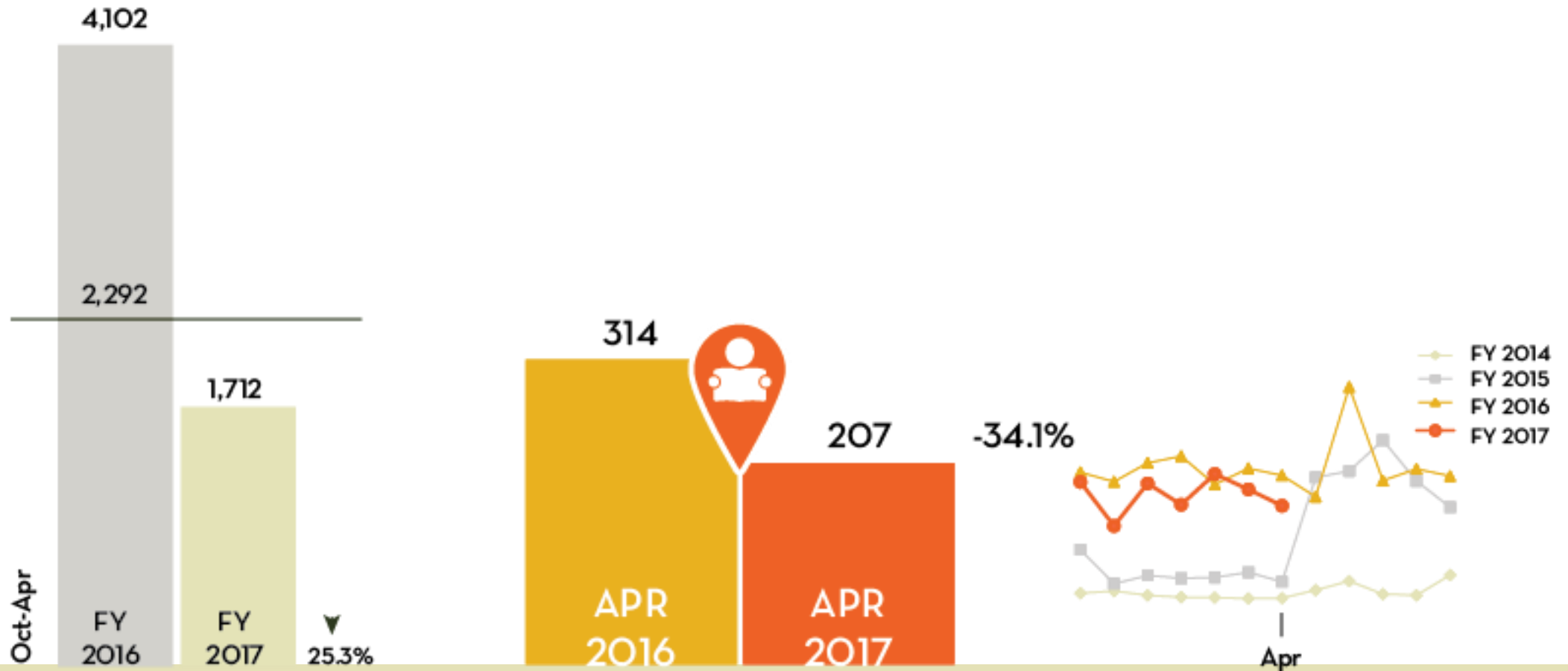
Google Analytics



# Number of Articles

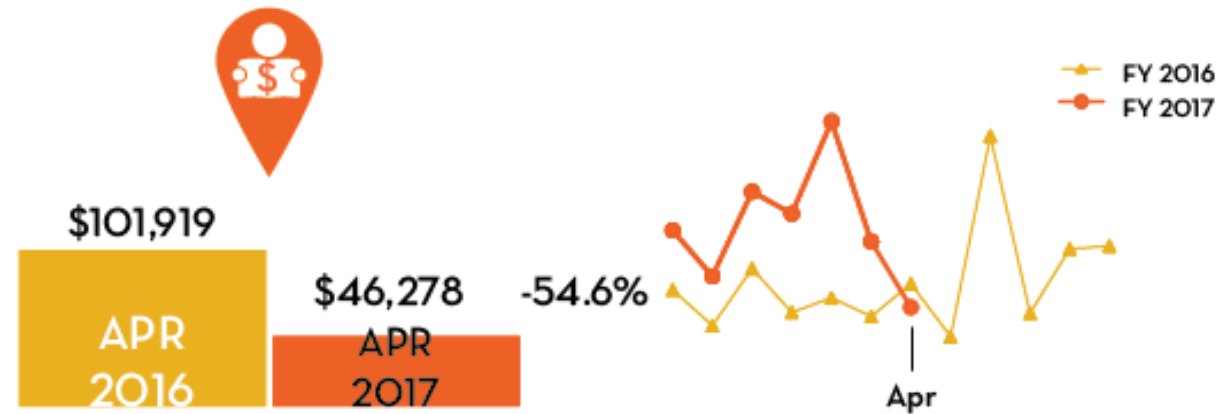
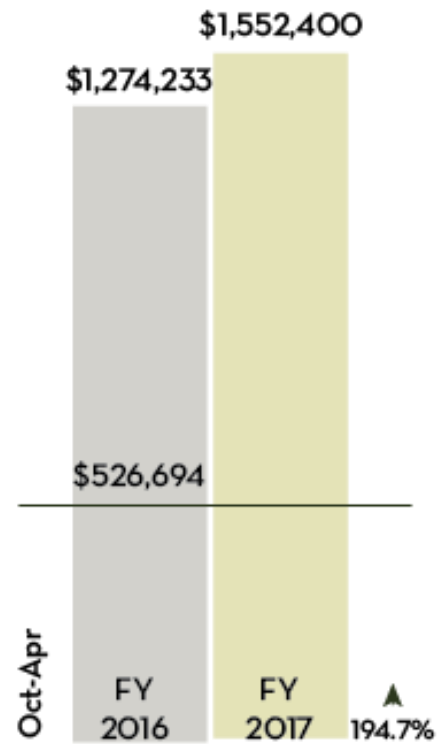


Critical Mention





# Media Value

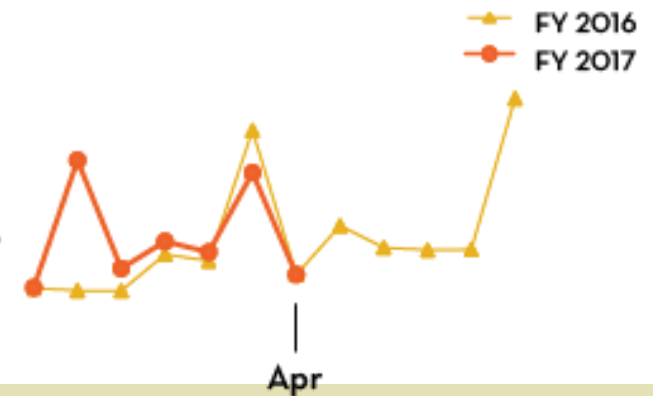
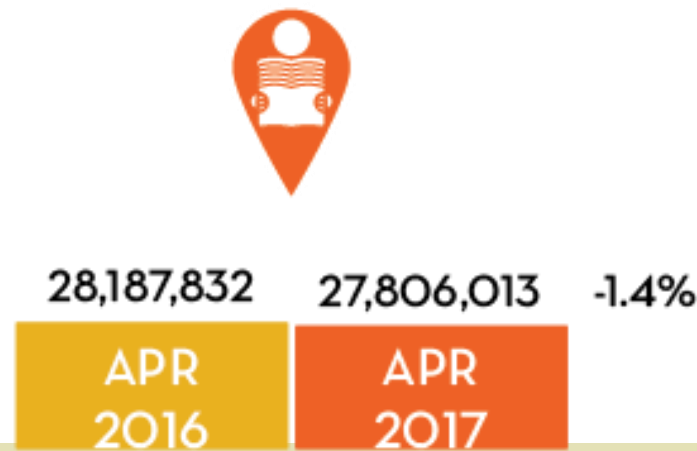
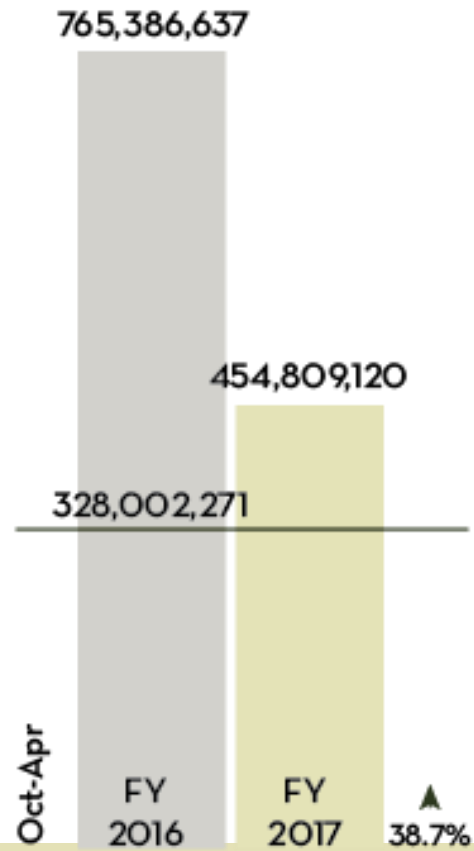


Critical Mention

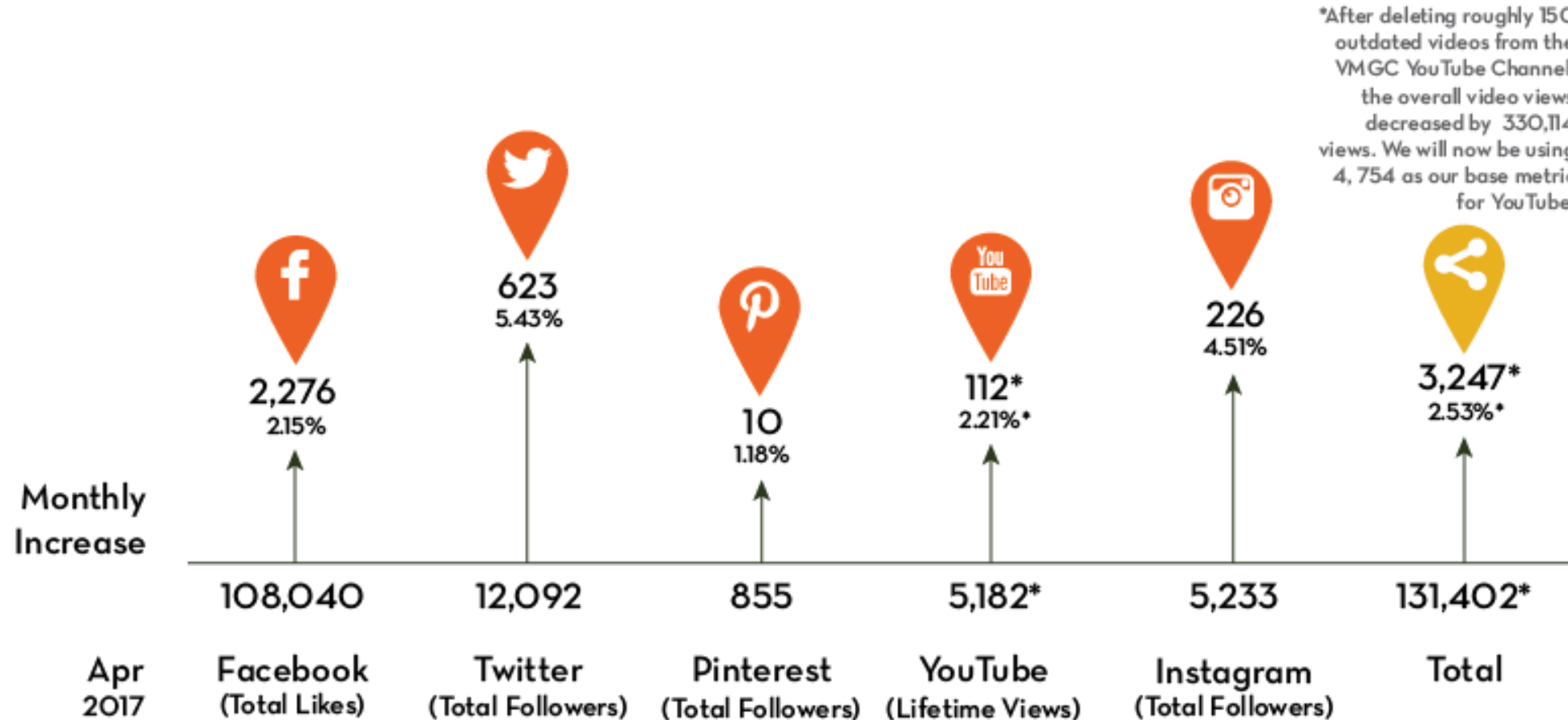
# Impressions



Critical Mention



# Social Media Metrics





# 50 States of Soup

Chowder, chili, bisque, pho and more — here are 50 ladle-worthy soups from coast to coast.



## Gumbo at Mary Mahoney's: Mississippi

Mississippi draws on its coastal setting to source supremely fresh seafood for its most-iconic dishes. Few rival gumbo, perhaps best enjoyed at the half-century-old Mary Mahoney's on the Gulf Coast. The gumbo at **Mary Mahoney's** is full of shrimp, crabmeat and oysters, with added richness from bacon drippings. In classic gumbo fashion, it's studded with diced okra and a scoop of rice.



LIVING TRAVEL

# 8 amazing American streets you've never heard of

By **Perril Ormont Blumberg**

April 3, 2017 | 7:35pm | Updated

Fishbone Alley | Gulfport, Mississippi



# MEDIA COVERAGE



# Marketing South Mississippi as 'One Coast' pays off

Published: Thursday, April 20th 2017, 2:42 pm CDT

Updated: Friday, April 21st 2017, 8:12 am CDT

By WLOX Staff



SOUTH MISSISSIPPI (WLOX) - According to Visit Mississippi Gulf Coast's year end report, 2016 was a good year for tourism in South Mississippi.

The number of visitors climbed more than 8 percent and spending increased to \$1.99 billion; 10 percent more than 2015.

Additionally, the report shows a 6 percent increase in hotel room inventory in 2016. There are now 14,633 hotel rooms, with 1,500 in the process of being built. Once complete, total inventory will

exceed pre-Katrina hotel room numbers of 16,092.

# SunHerald

RESTAURANT NEWS & REVIEWS

APRIL 25, 2017 2:19 PM

## Did your favorite cocktail win?

BY TAMMY SMITH

[tmsmith@sunherald.com](mailto:tmsmith@sunherald.com)

Mint, mango and rum was a winning combination for drinks enthusiasts who chose the Cat Island Cruiser as the Official Cocktail of the Mississippi Gulf Coast.

Earlier in April, four finalists went glass to glass against each other at three tasting and voting parties across the Coast. Visit Mississippi Gulf Coast teamed with Rougaroux Rum and Eat MS Coast for the competition.

Chefs, bartenders or cooks from Harrison, Hancock and Jackson counties had submitted cocktail recipes that were evaluated by a group of their peers in New Orleans. From 20 submissions, the four finalists were chosen.

# MEDIA COVERAGE





Splash



HOME



400 APP Downloads



**Window Cling for industry partners**



ARRIVALIST



meetingmax

## New Trends

Arrivalist and Meetingmax



# Coast Champions

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**29 Trainings with 633 graduates!**

