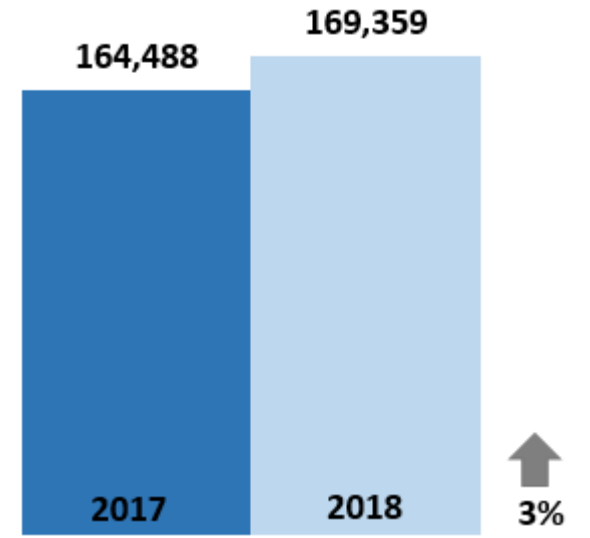
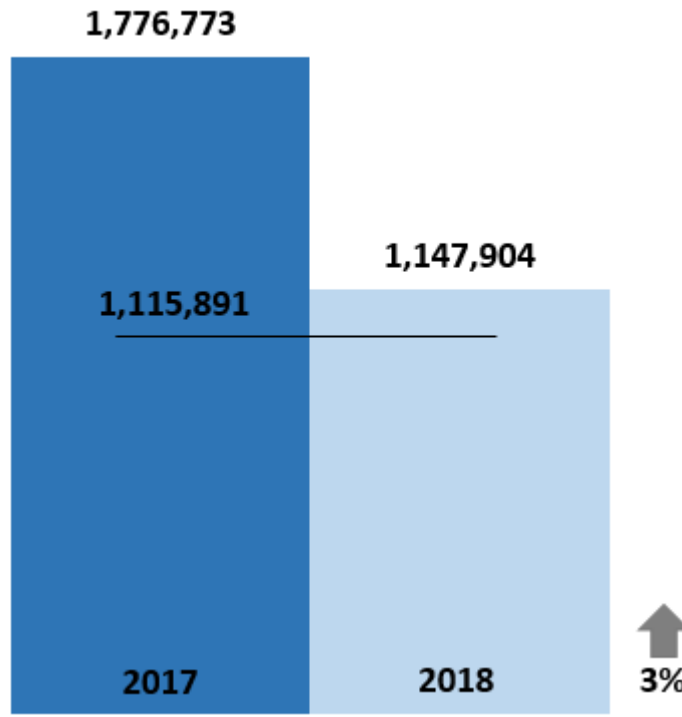
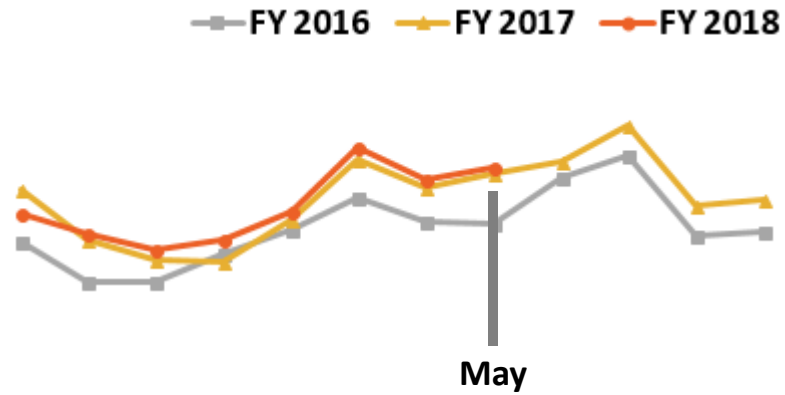


# Visit Mississippi Gulf Coast

KEY PERFORMANCE INDICATORS

MAY 2018

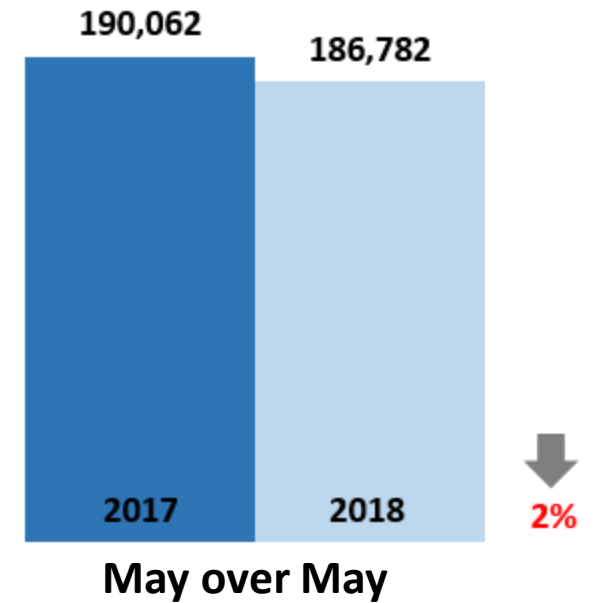
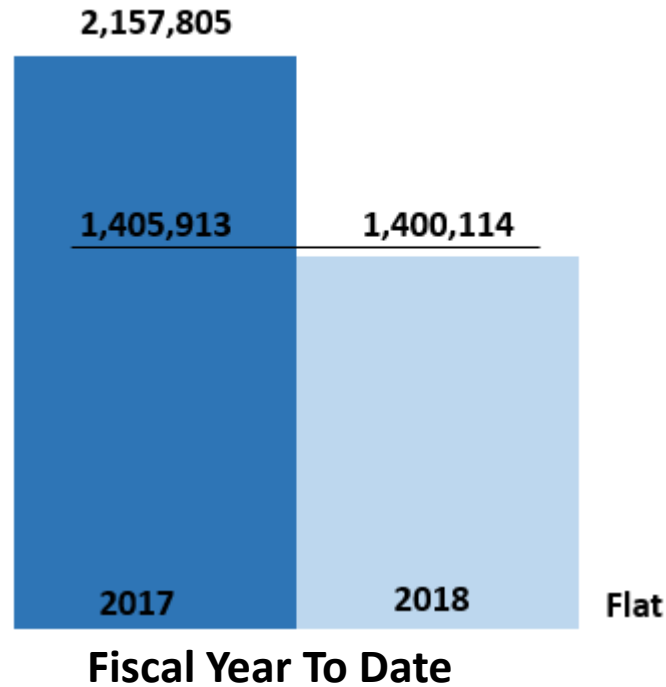
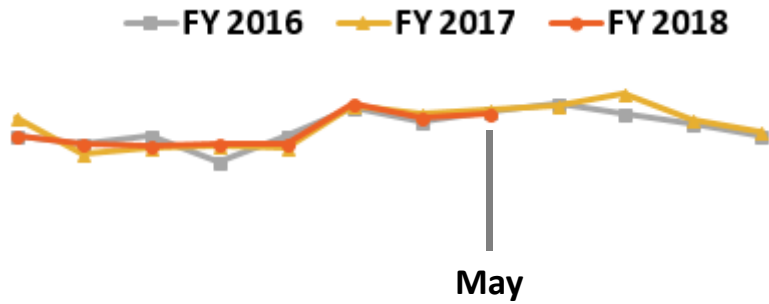
# Non-Casino Rooms Sold



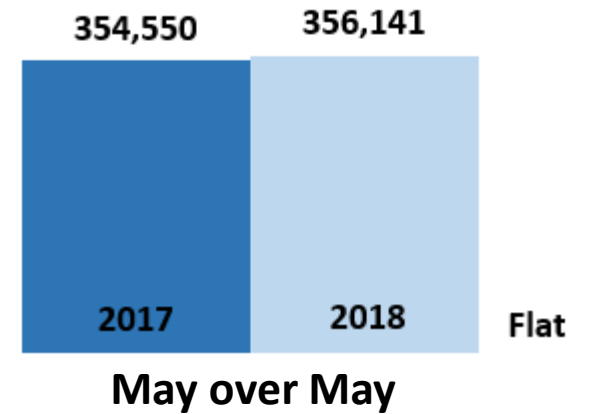
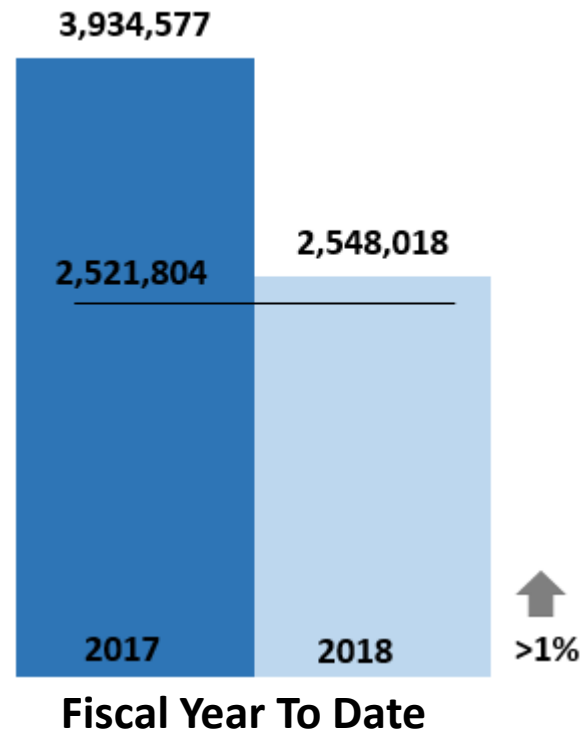
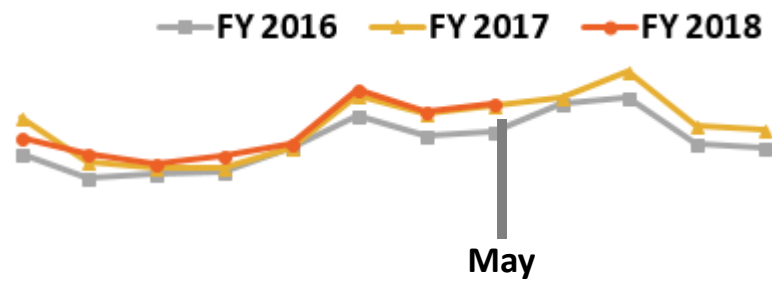
Fiscal Year To Date

May over May

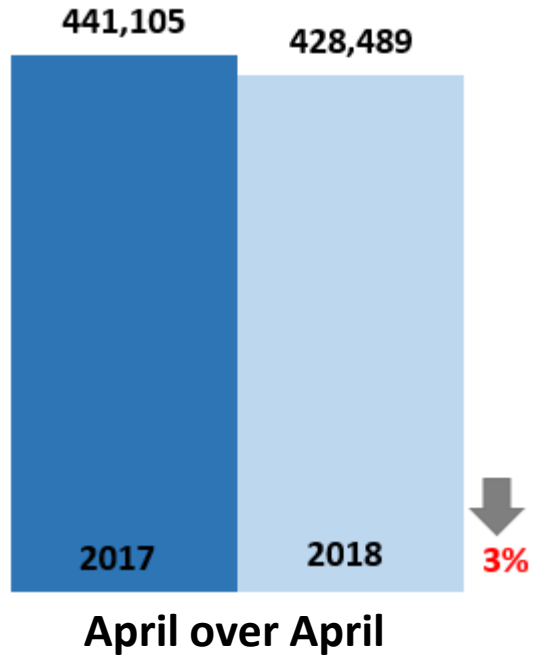
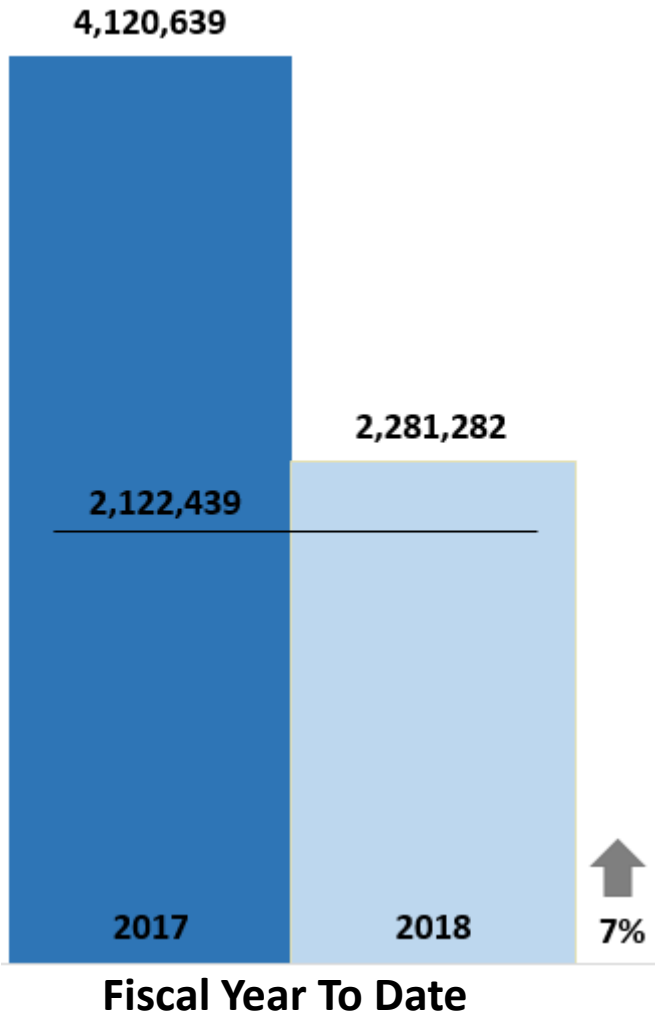
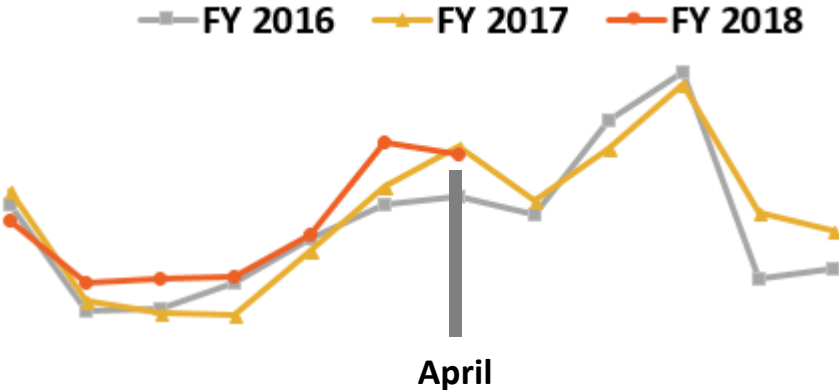
# Casino Rooms Sold



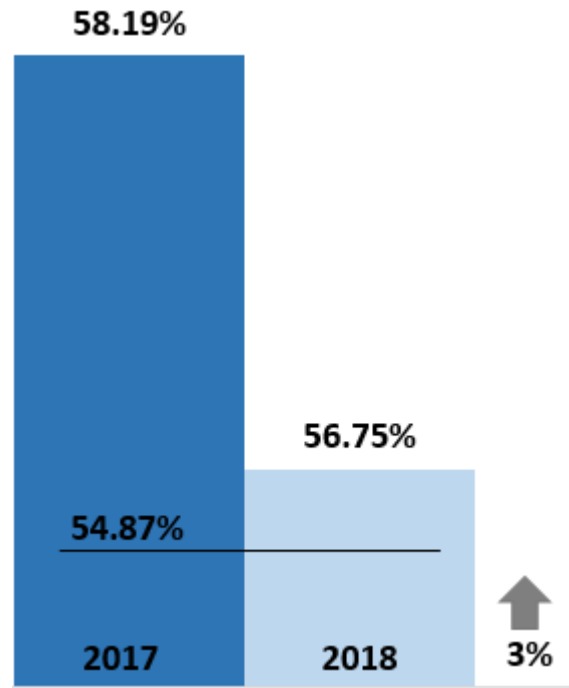
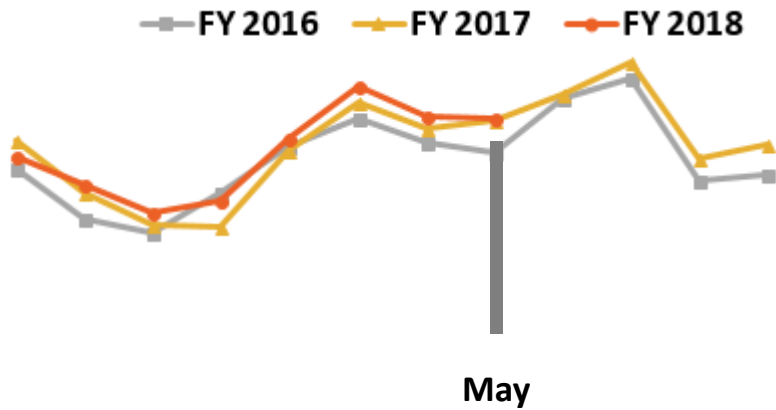
# All Rooms Sold



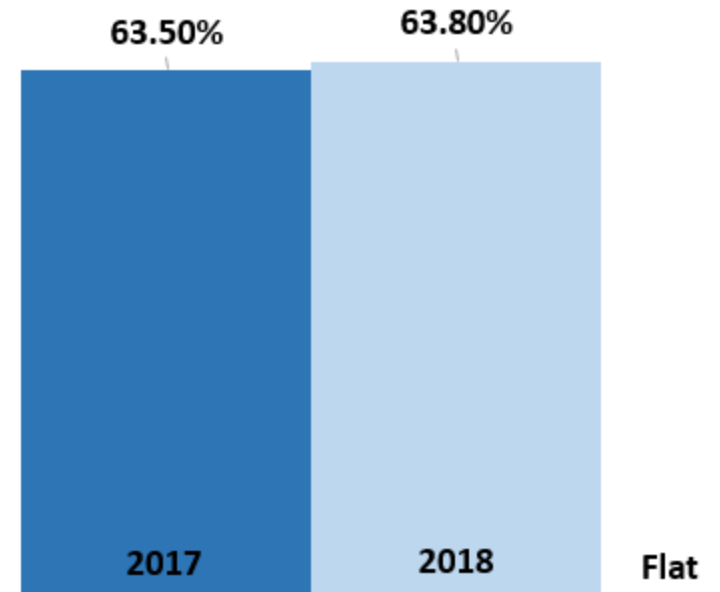
# Occupancy Tax Receipts



# Non-Casino Occupancy

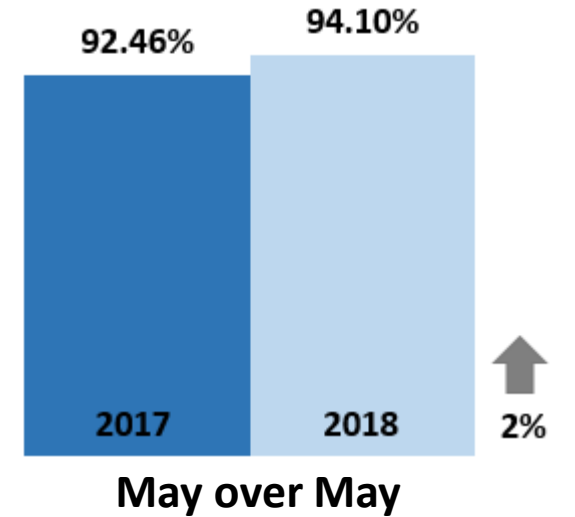
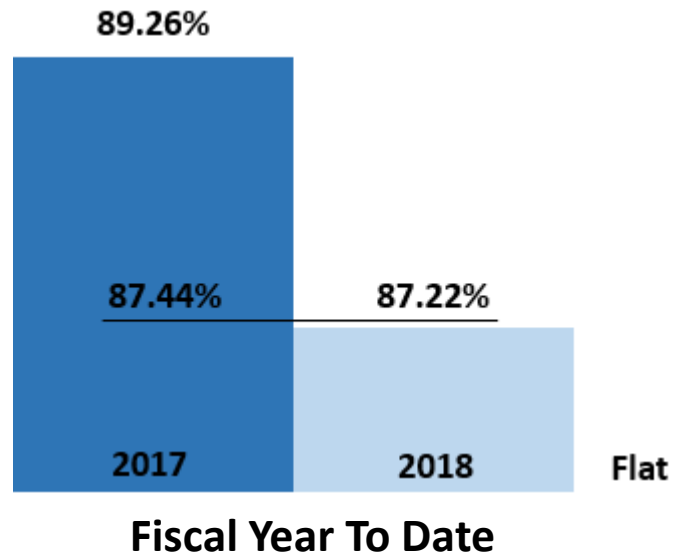
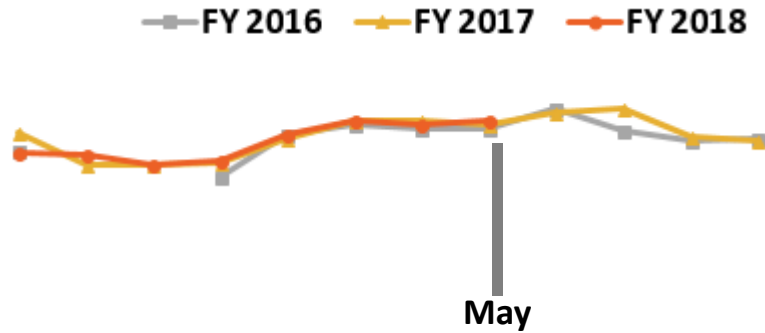


Fiscal Year To Date

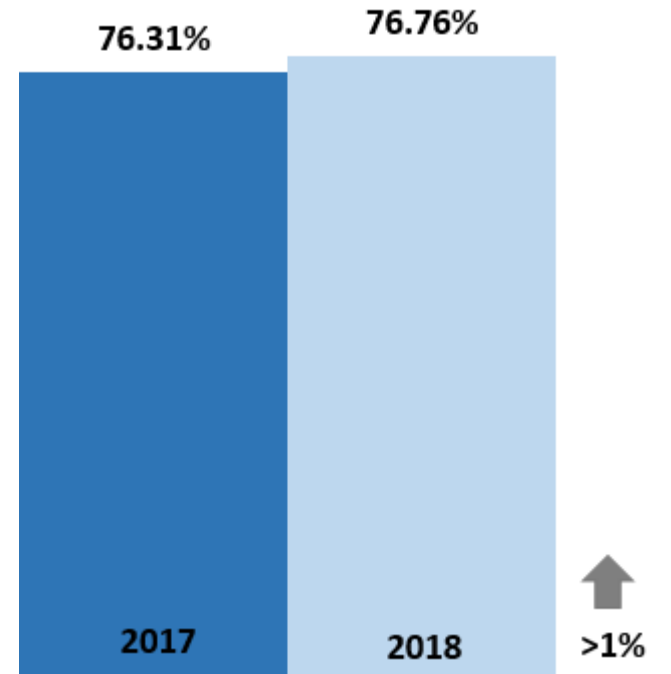
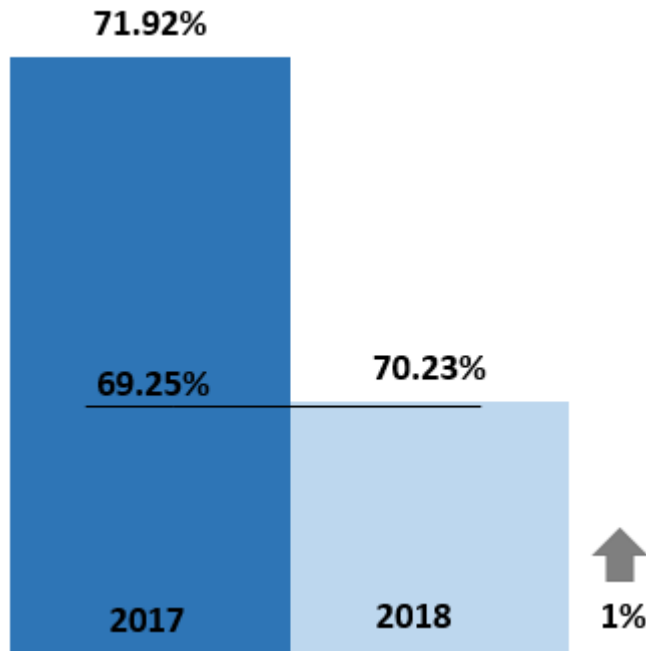
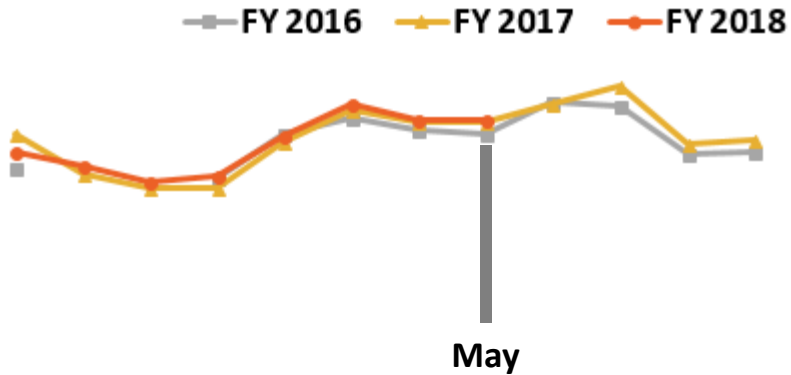


May over May

# Casino Occupancy



# All Occupancy

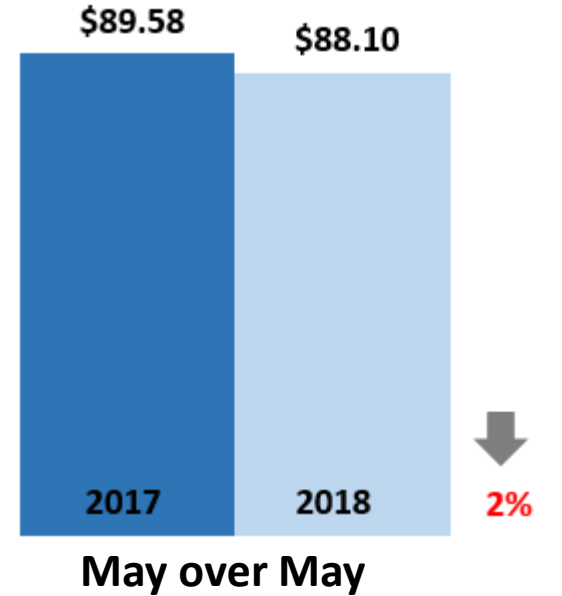
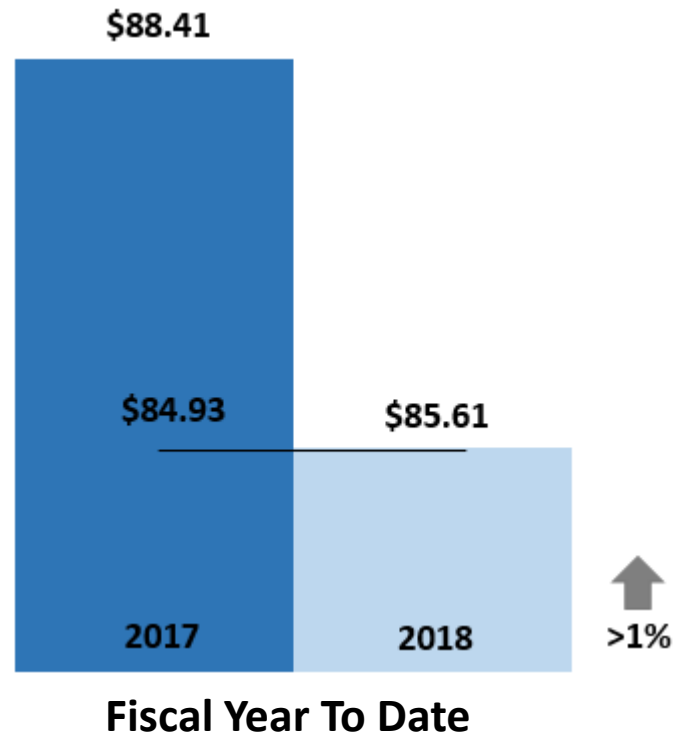
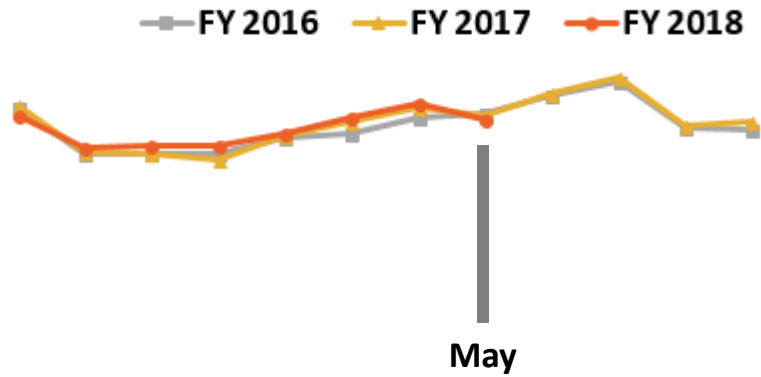


Fiscal Year To Date

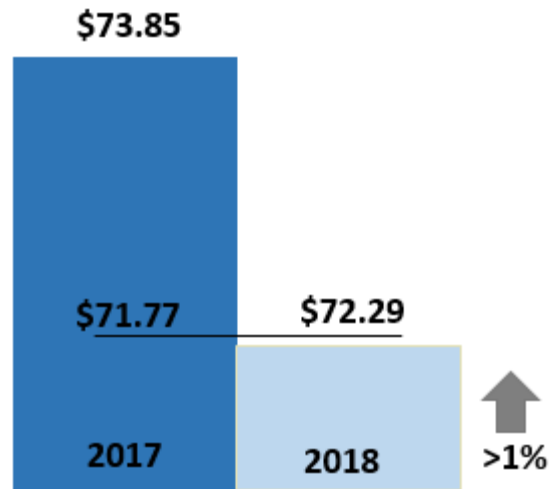
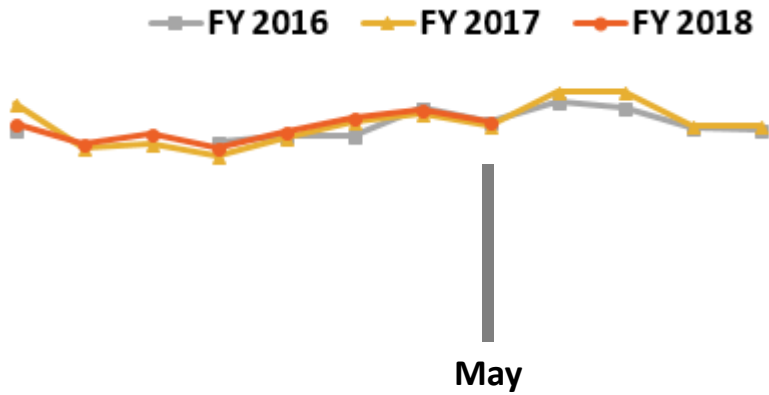
May over May



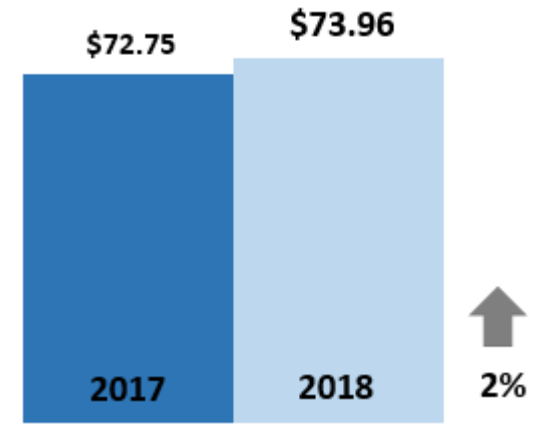
# Non-Casino ADR



# Casino ADR

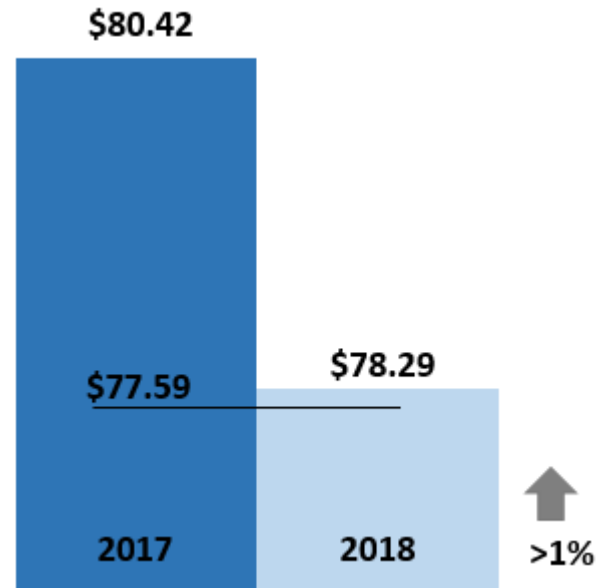
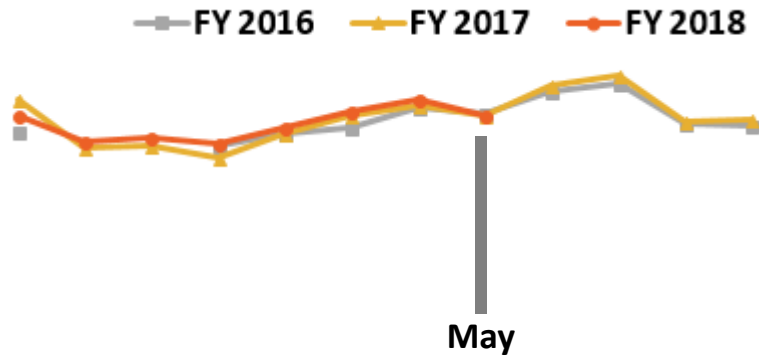


Fiscal Year To Date

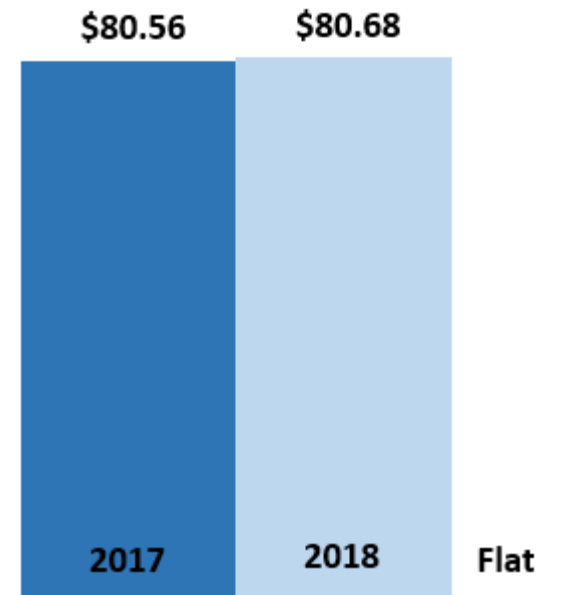


May over May

# ALL ADR

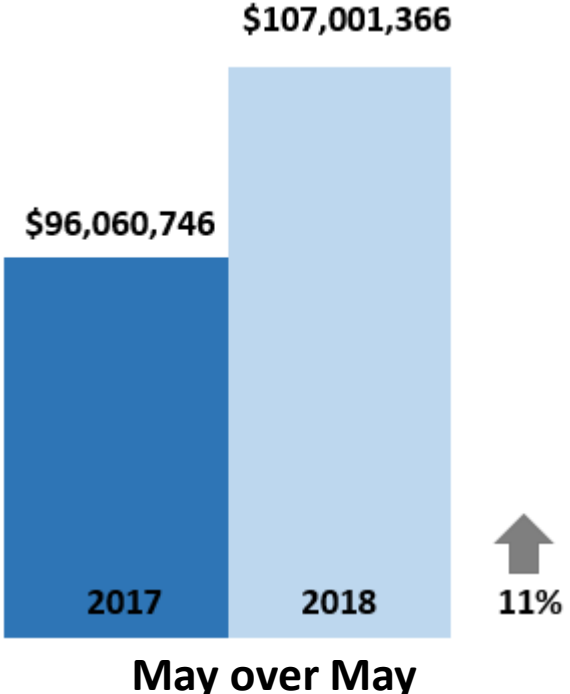
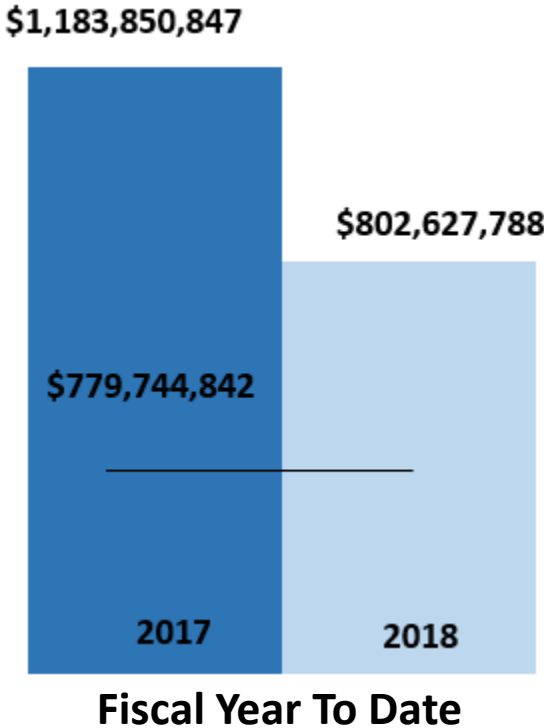
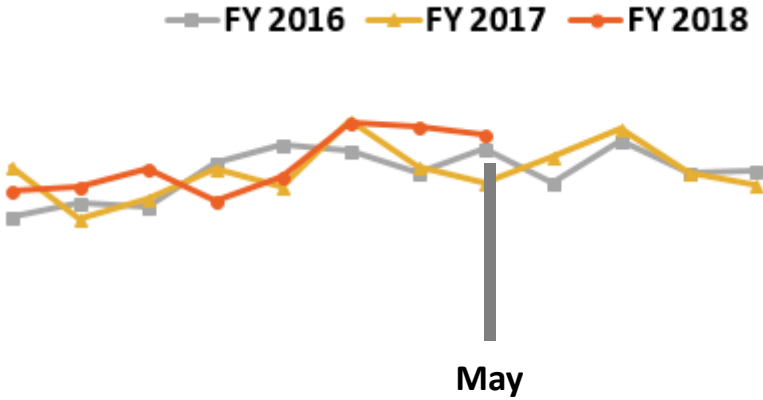


Fiscal Year To Date



May over May

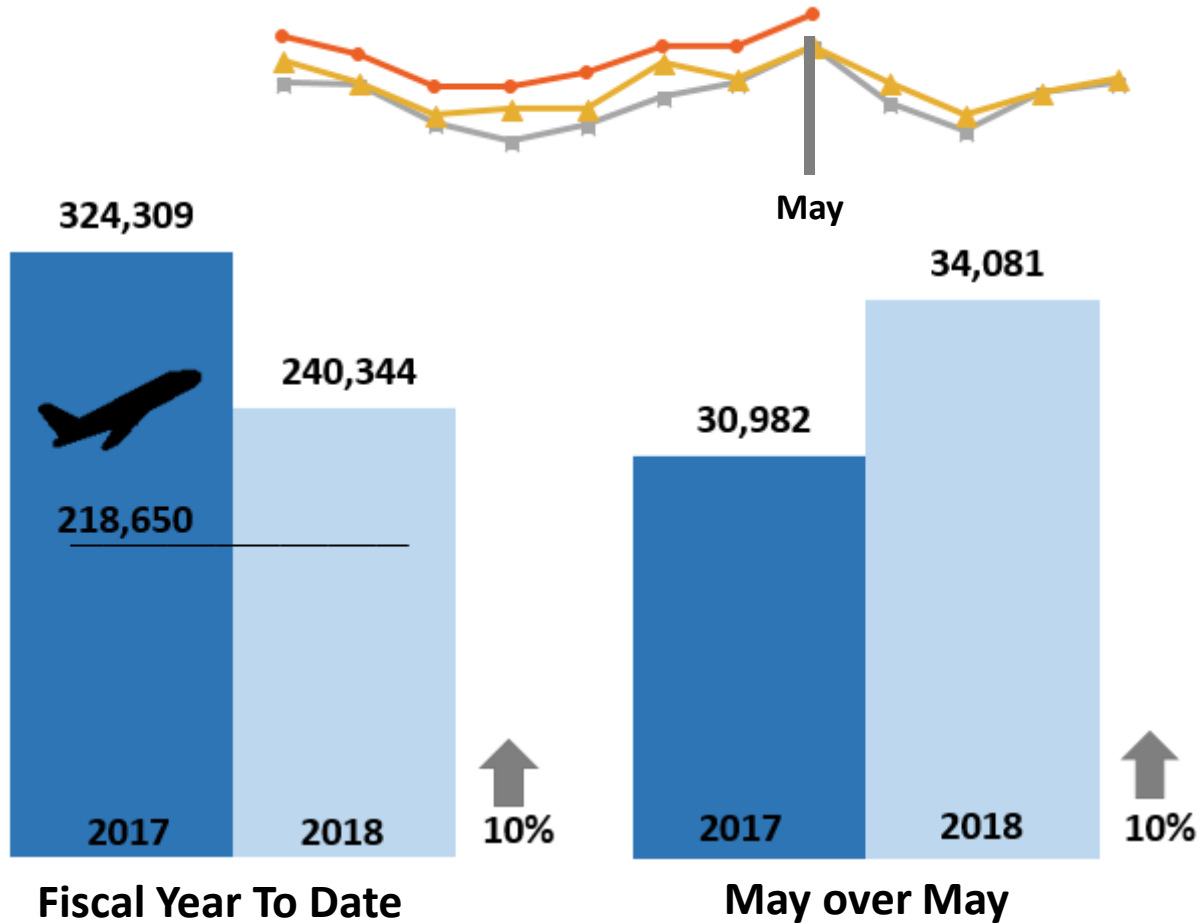
# Gaming Revenue



# Airport

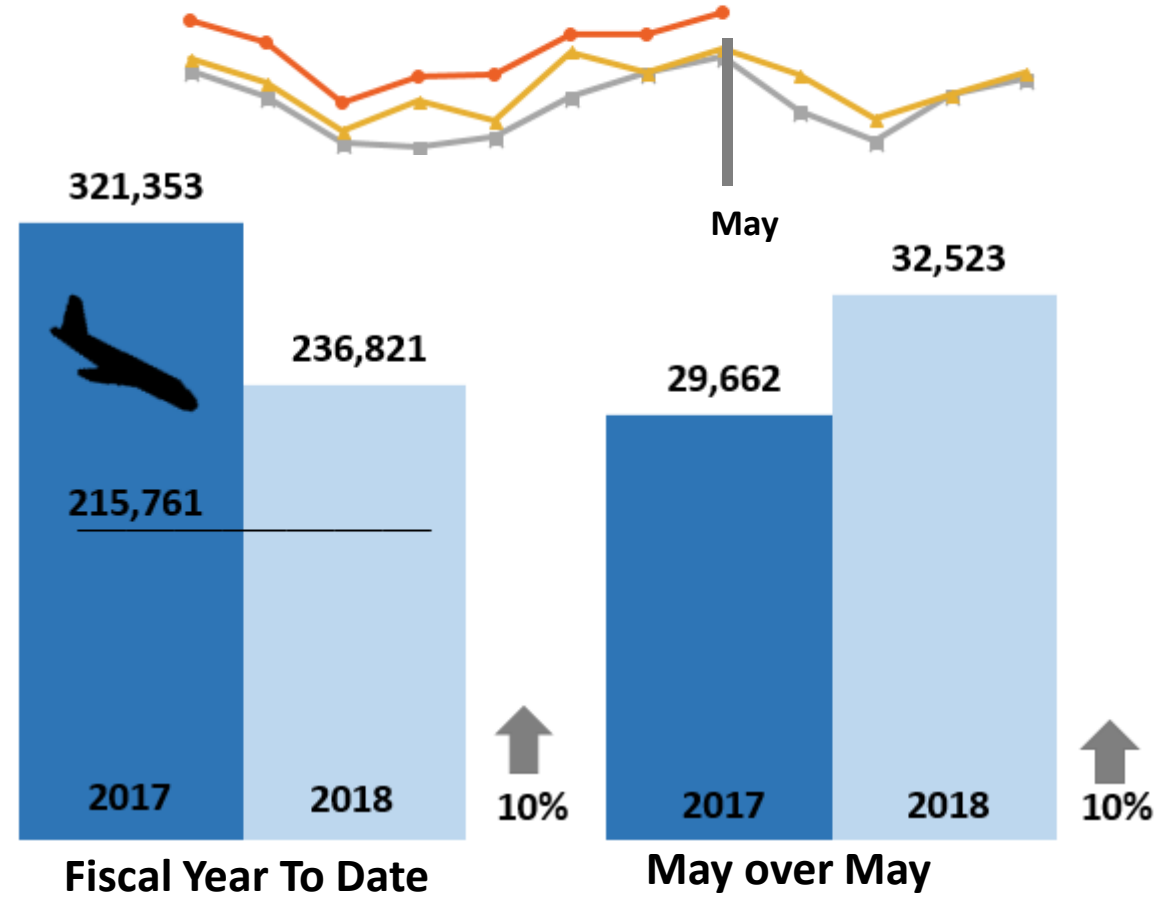
## Enplanements

— FY 2016 — FY 2017 — FY 2018

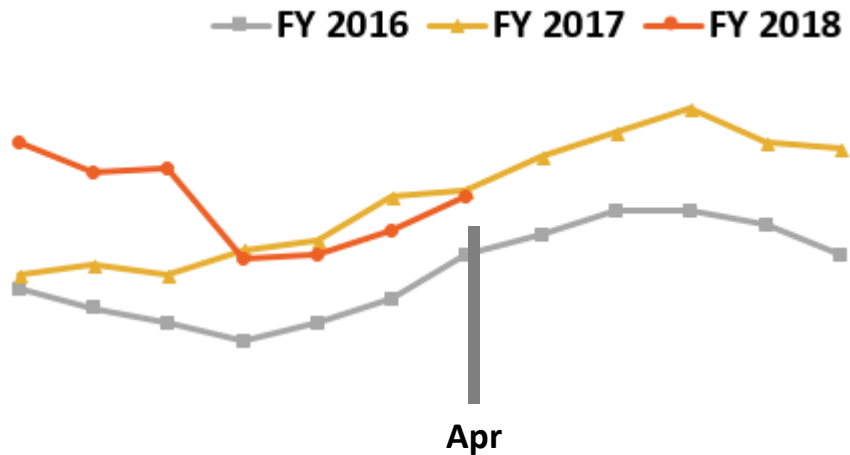


## Deplanements

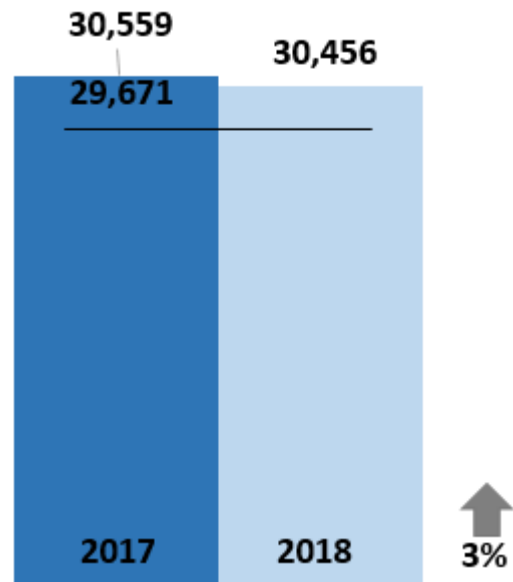
— FY 2016 — FY 2017 — FY 2018



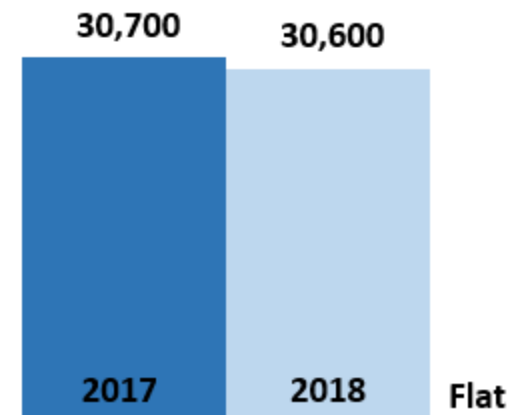
# Leisure & Hospitality Jobs



Yearly numbers reflect an average of all months in the FY.



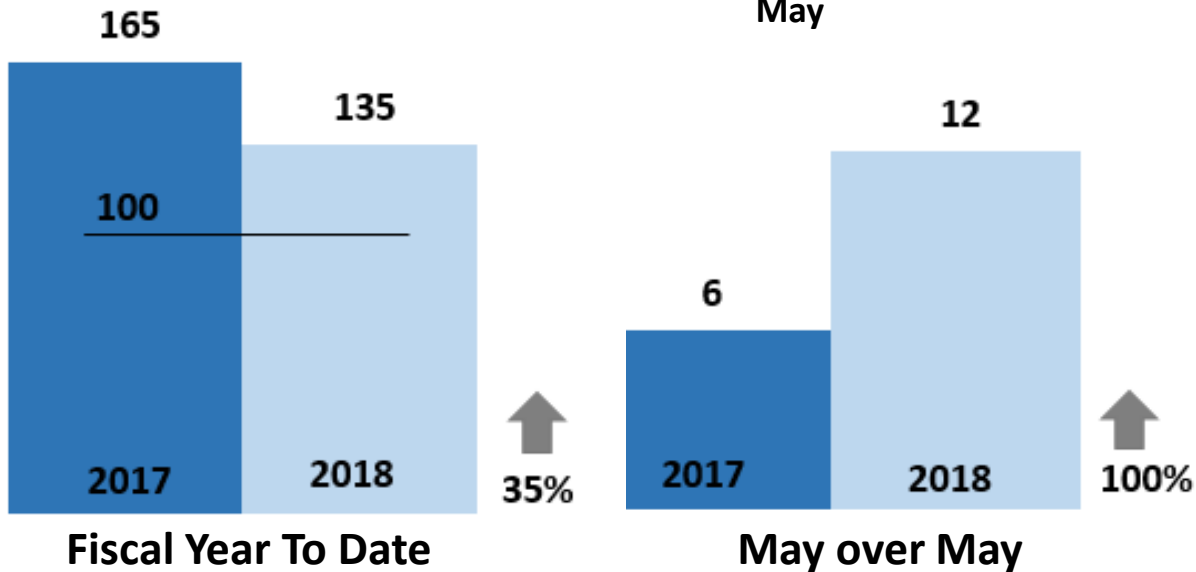
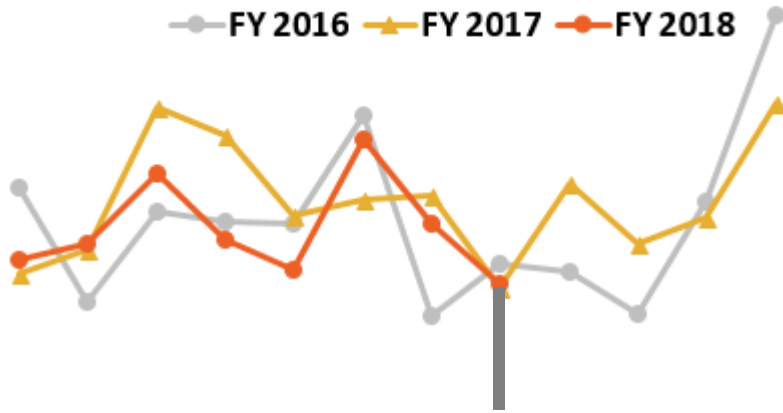
Fiscal Year To Date



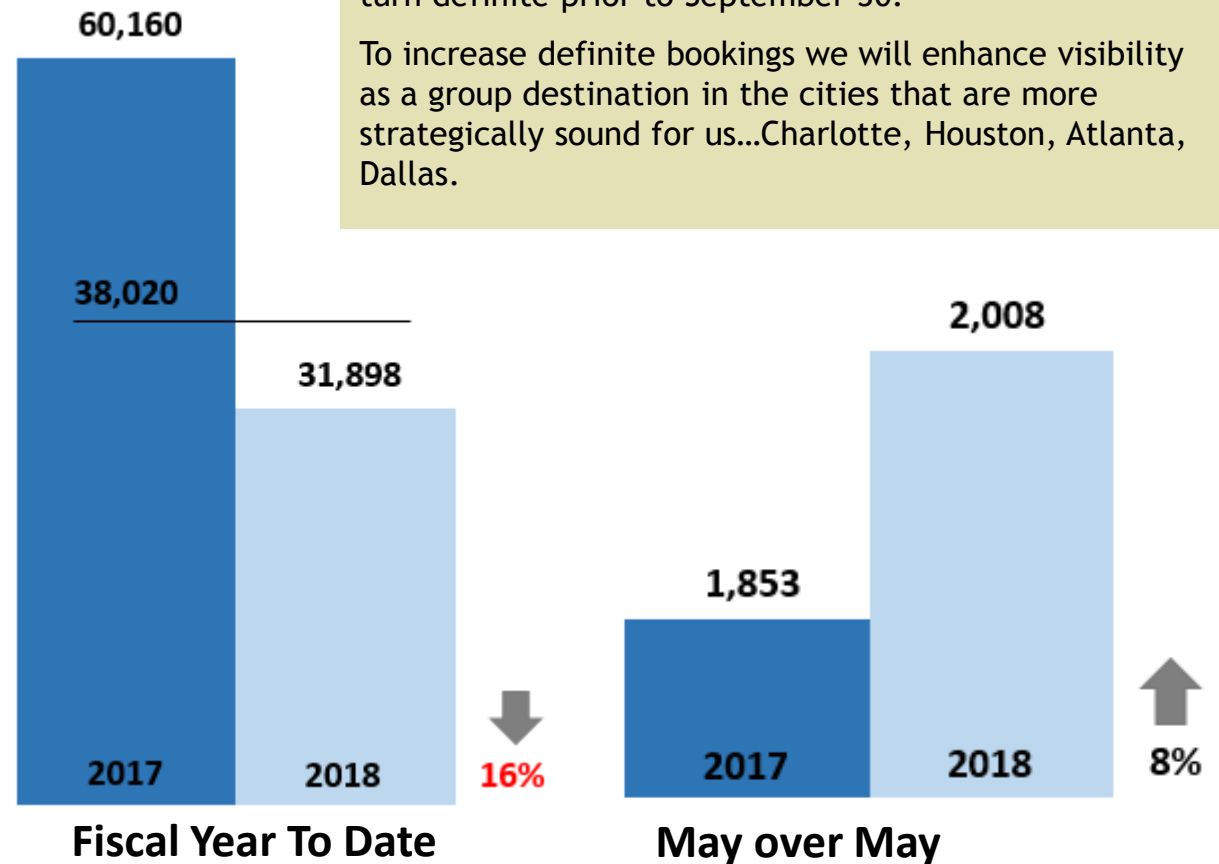
April over April

# Definite Bookings

## Bookings



## Room nights



Year over year bookings are evenly divided between leisure and regional markets.

Repeat business contracts continue to add to the increase of month over month bookings.

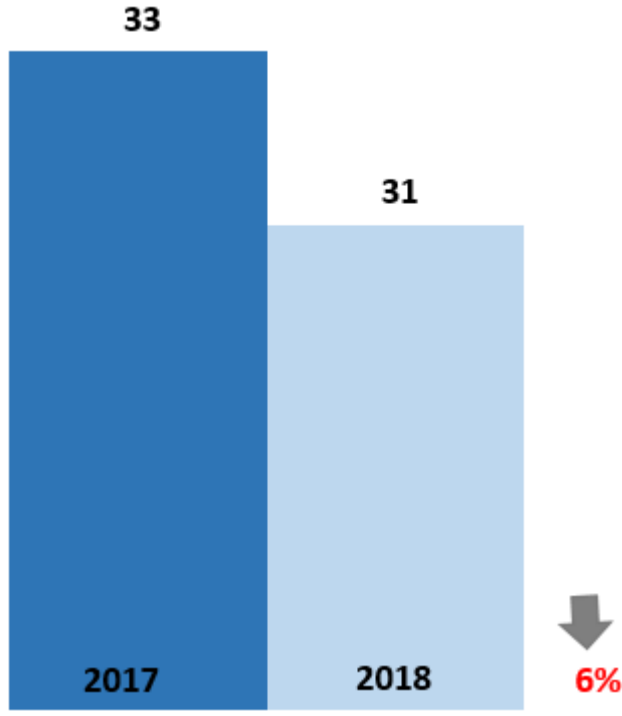
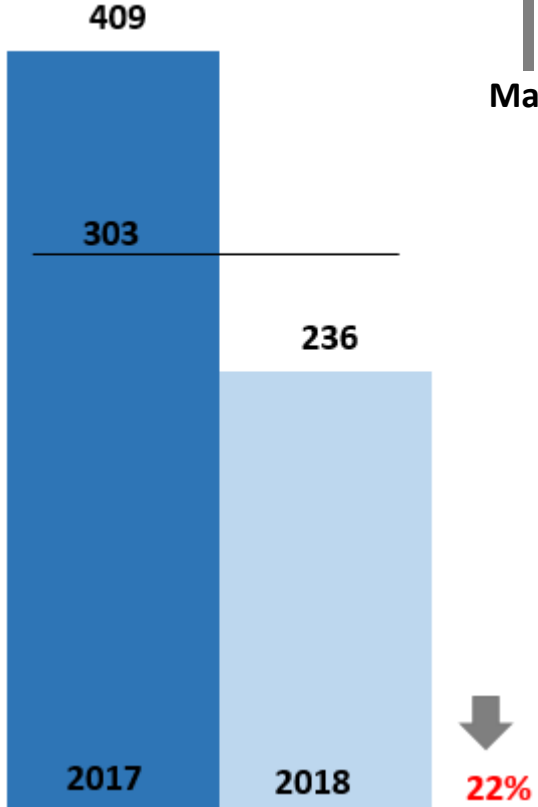
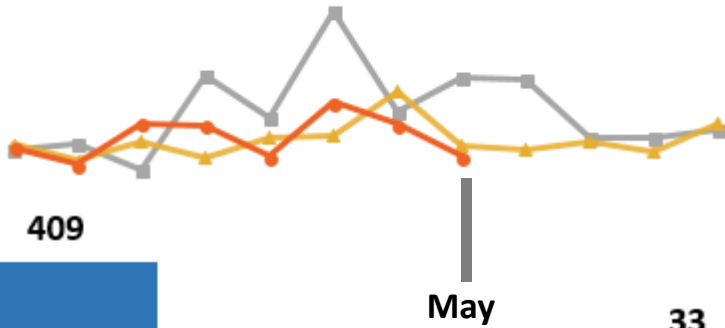
Month over month room nights increased due to National business - DC area

Year over year room nights are down but we have many pieces of business (over 24,000) in our pipeline that will turn definite prior to September 30.

To increase definite bookings we will enhance visibility as a group destination in the cities that are more strategically sound for us...Charlotte, Houston, Atlanta, Dallas.

# Leads Issued

— FY 2016 — FY 2017 — FY 2018

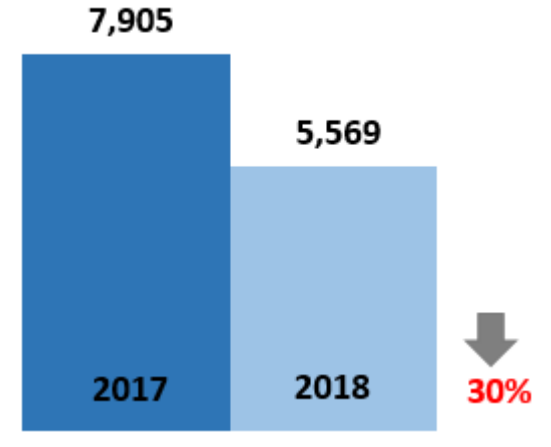
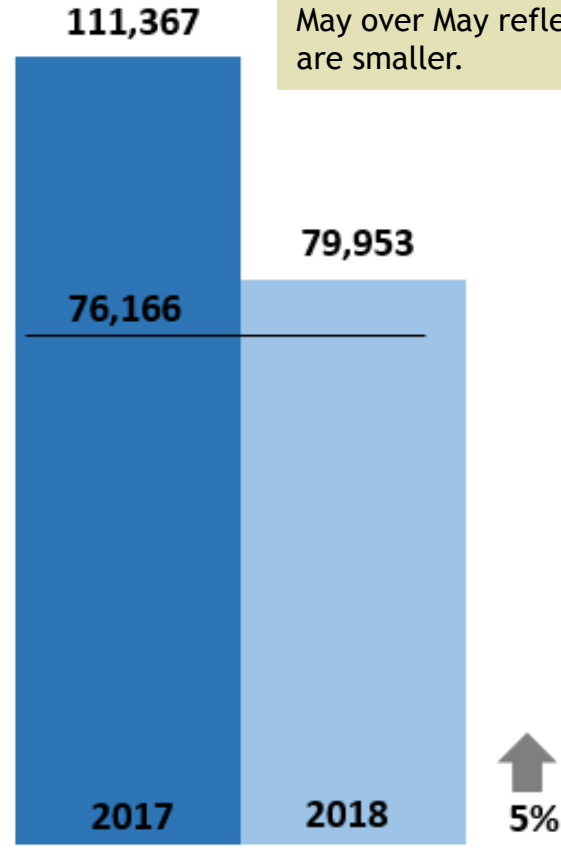


# Potential Room Nights

Service requests were included in the 2017 reporting for year over year and month to month. This means that year over year and May 2018 actually increased.

Year over year potential room nights include several pieces of large state and national business.

May over May reflects groups that we have been sourcing that are smaller.



Fiscal Year To Date

May over May

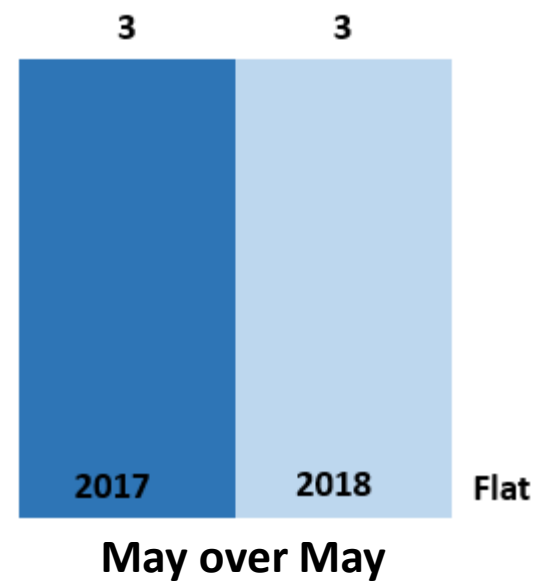
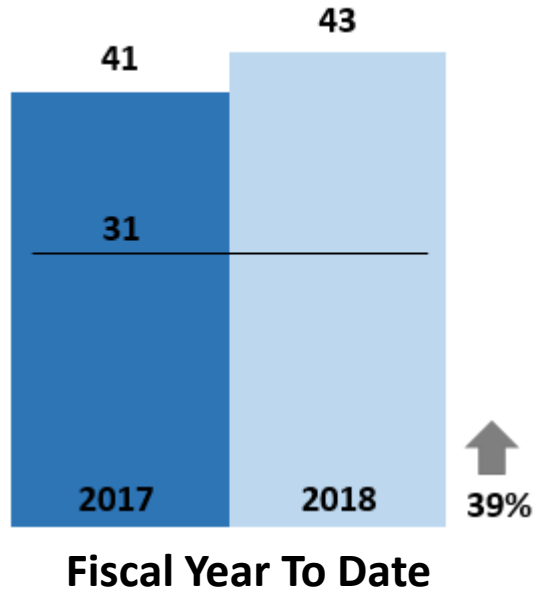
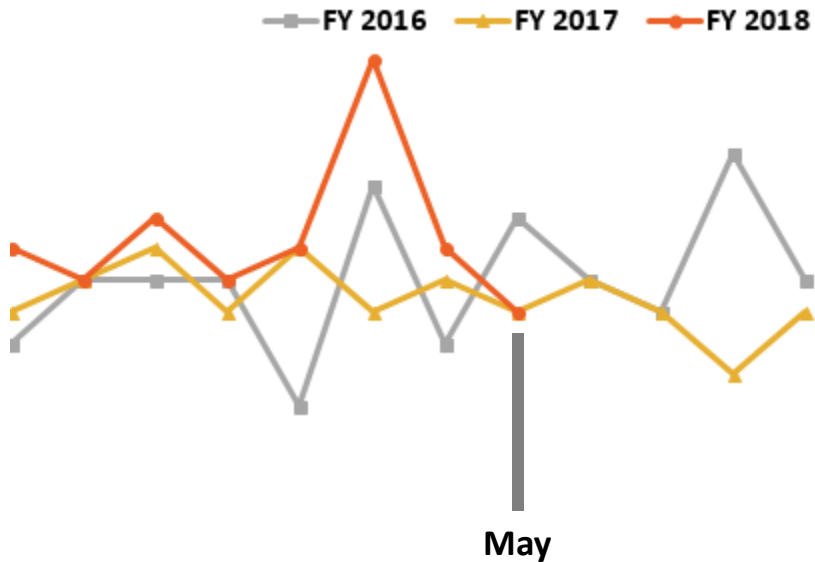
Fiscal Year To Date

May over May



# Convention Center Leads

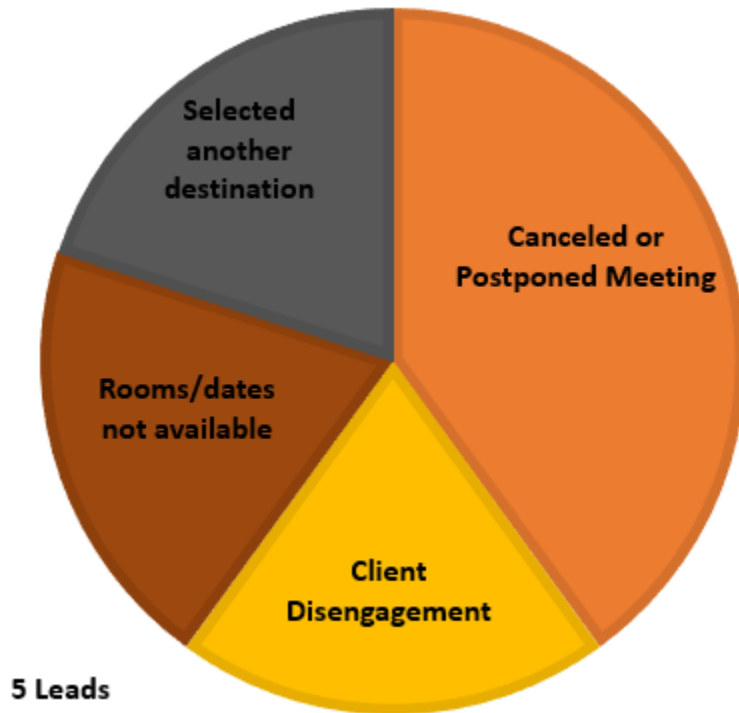
- Year over year convention center leads have increased due to new multi-year opportunities.
- Staff have been diligently seeking business that can utilize the convention center.



# Lost Business

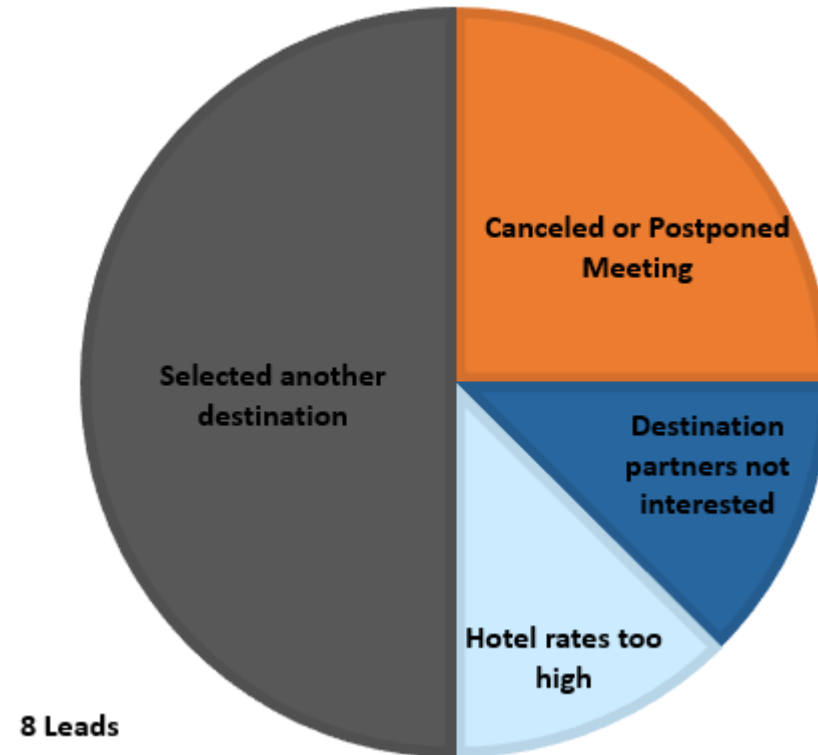
May 2017

City Selected:  
Chicago



May 2018

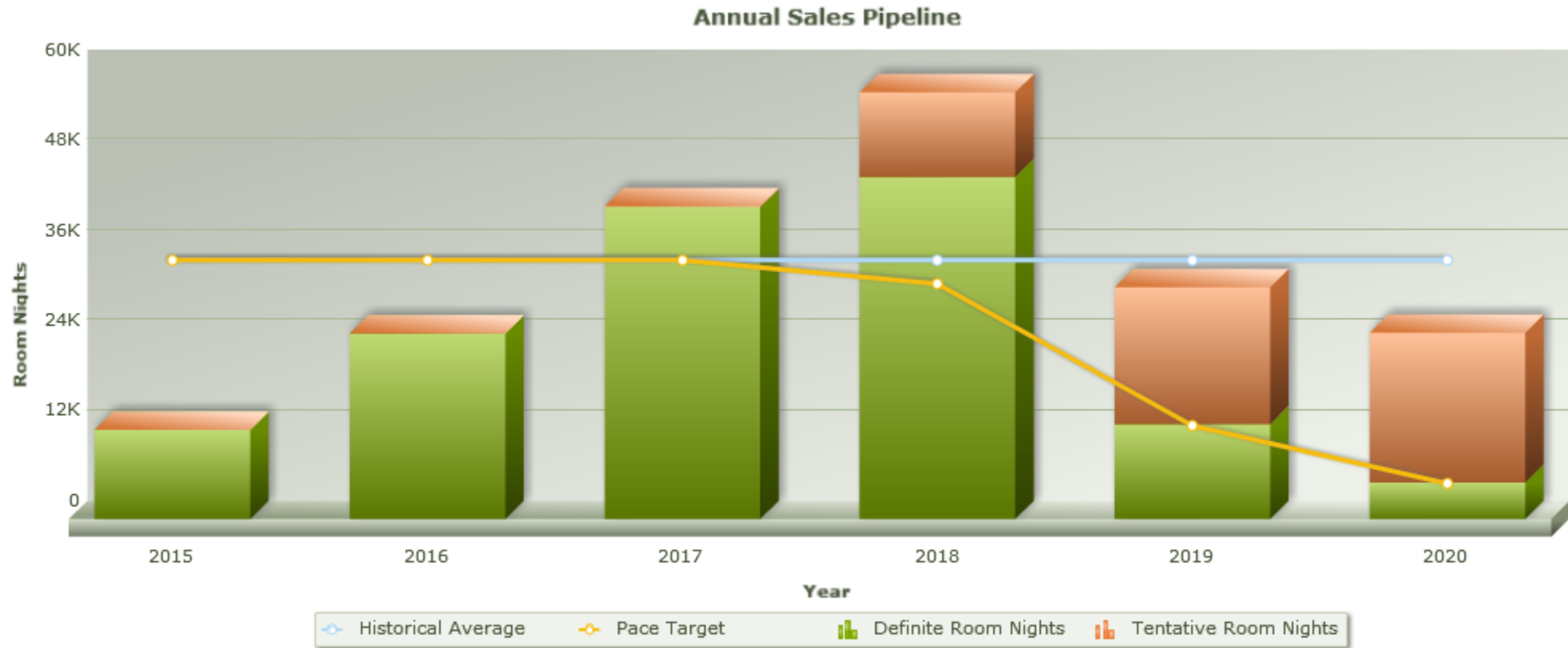
Cities Selected:  
Jackson, MS (2)  
Mobile, AL  
Tampa, FL



# Pace Report

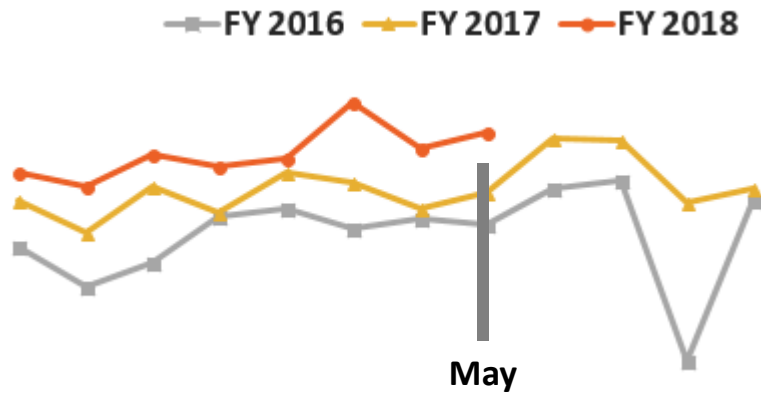


# Pace Report - Pipeline

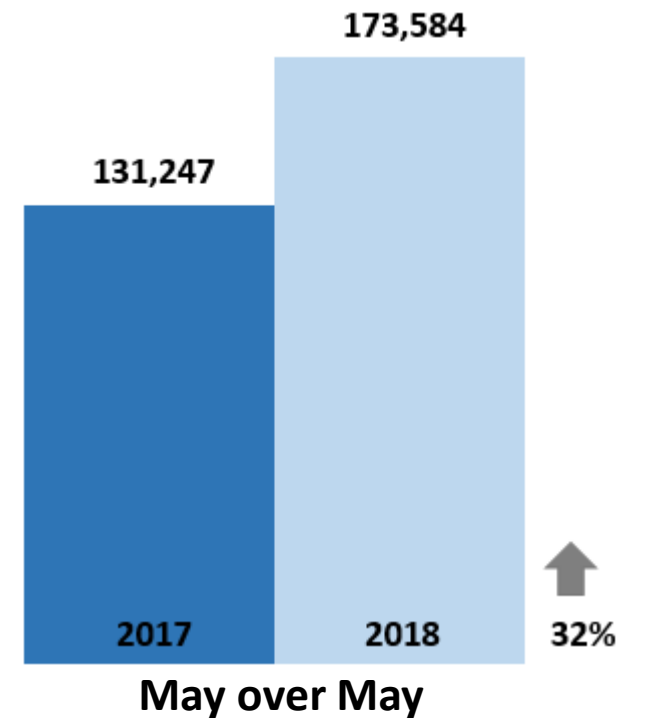
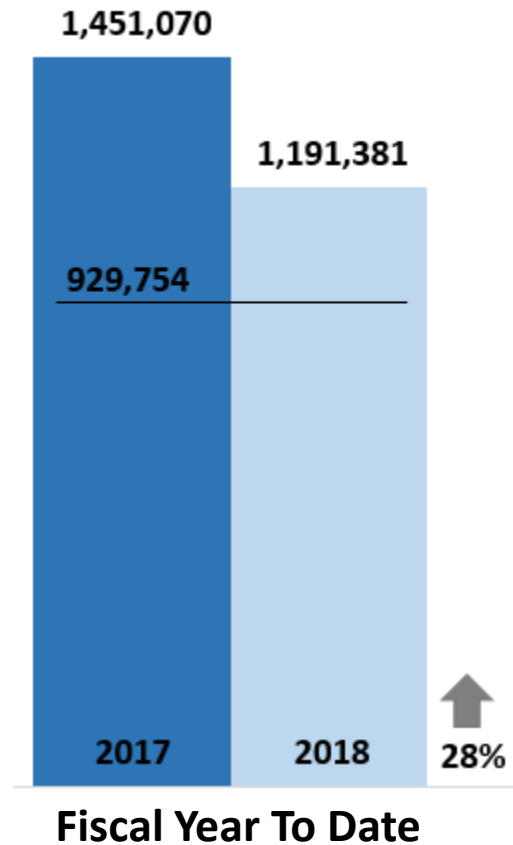


# Google Analytics - Users (Formerly Unique Visits)

Traffic to individual city landing pages, increased YoY anywhere between 23% to 1700%. Some of this increase can be attributed to the Premium Destination Partnership with Trip Advisor.

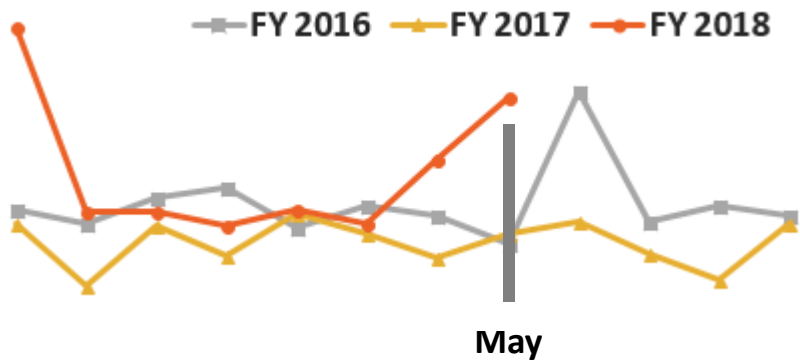


In an ever changing effort to report accurate unique visitors Google Analytics has changed their algorithm resulting in a difference in Unique Users (now Users) from last year.

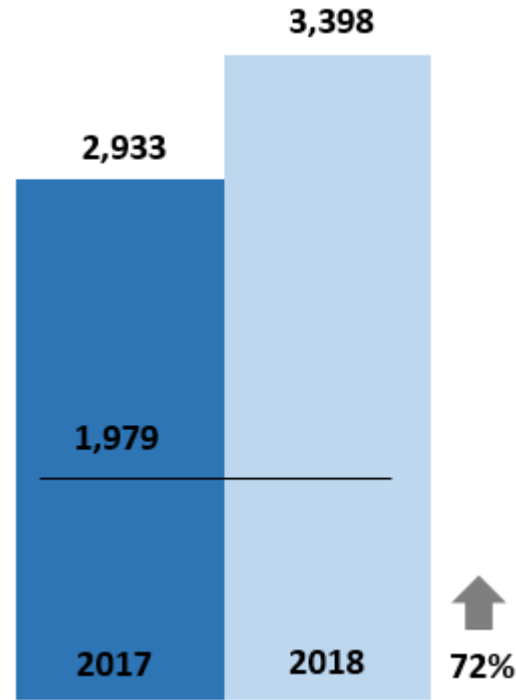


# Number of Articles

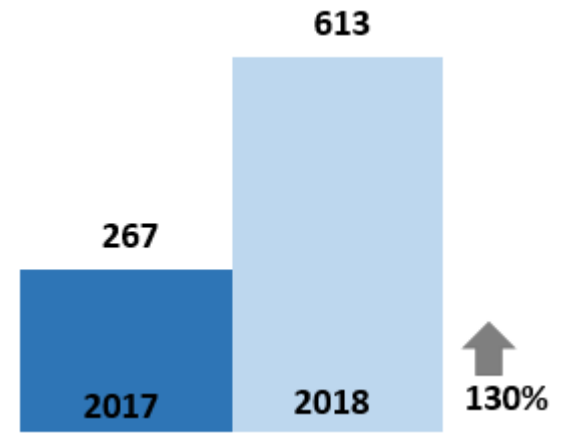
- Content Drivers:
- Outdoors/Affordability
  - Culinary
  - Outdoors/Culture
  - Sports Betting
  - Affordability



\*October increase due to Hurricane Nate Coverage



Fiscal Year To Date

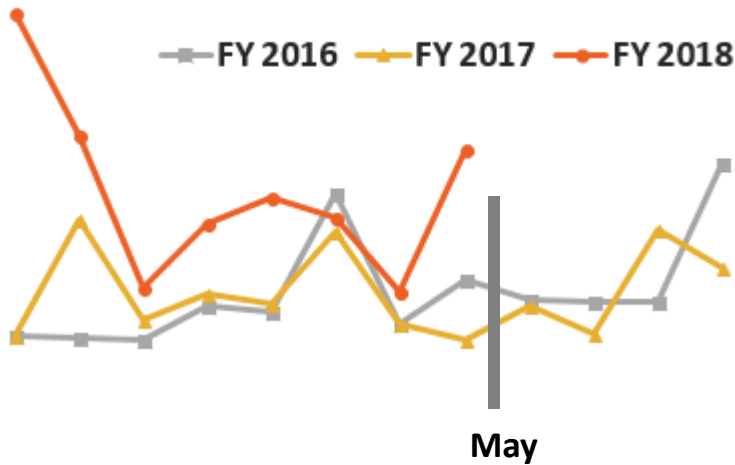


May over May

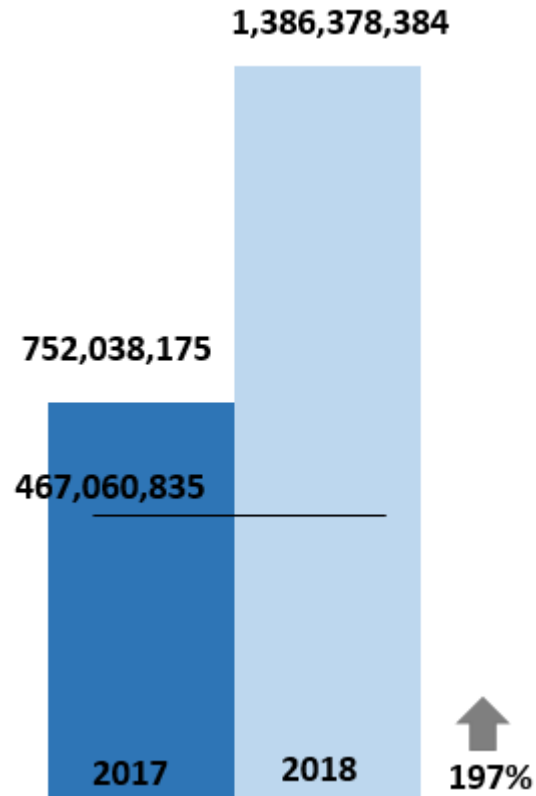
# Impressions

## Major Outlet Drivers:

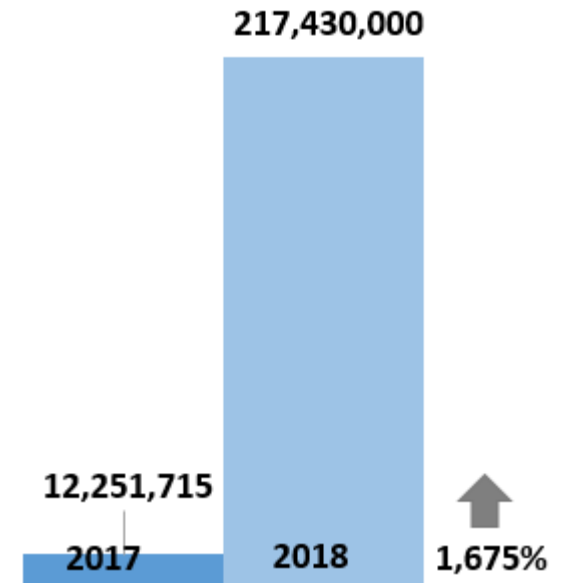
- Business Insider 31.3M Reach
- USA Today 27.1M Reach
- US News & World Report 15.4M Reach
- Yahoo! Sports 10.9M Reach



\*October increase due to Hurricane Nate Coverage



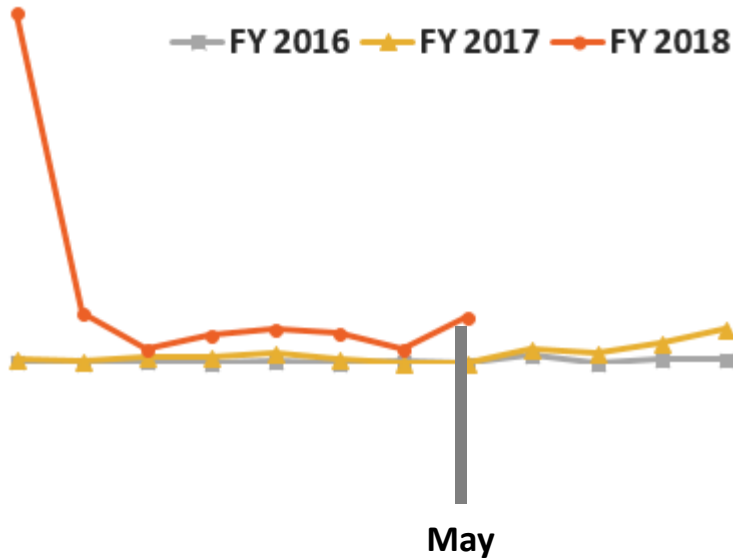
Fiscal Year To Date



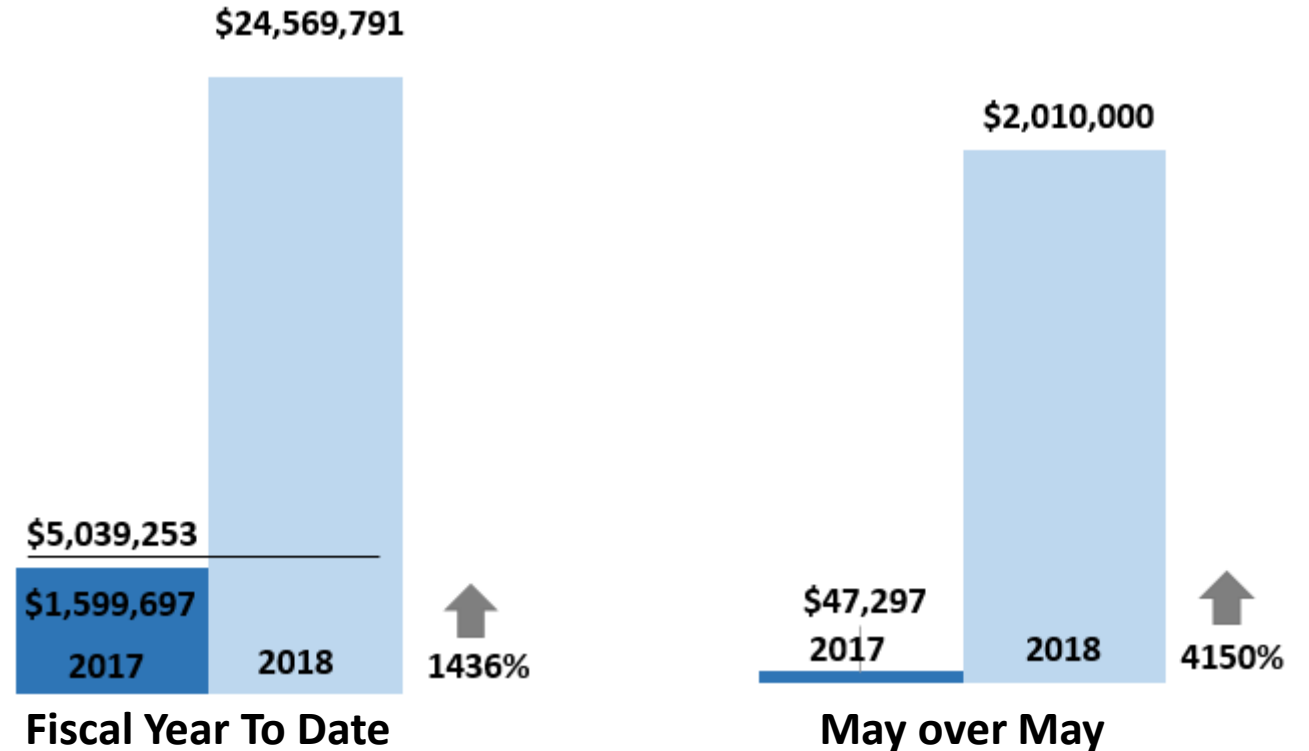
May over May

# Advertising Value Equivalency

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







# New casino and gaming tech showcased at the Southern Gaming Summit



The latest tech in the gaming industry was on display at the 2018 Southern Gaming Summit. (Photo Source: WLOX)

BILOXI, MS (WLOX) - The Southern Gaming Summit brings industry insiders to the coast to talk about issues impacting casinos and the business of gaming.

Casino operators and analysts are meeting at Beau Rivage to also get a look at some of the latest trends.

The newest technology in the gaming industry is on full display. Important issues affecting casinos are being discussed by experts who study new laws and regulations.

With gambling now legal in so many states the Southern Gaming Summit attracts people from around the country. For local casino

operators, that means it's a golden opportunity to show people how far the coast has come in terms of being a player in gaming.

"I always get a kick out of people who come here for the first time. We always exceed what they expect to see. They expect to come here and see riverboat gambling and they see beautiful casinos and facilities and wonderful restaurants," said Duncan McKenzie, General Manager of IP Casino.

The gaming industry is so closely tied to tourism. It's all about attracting visitors and creating a destination environment.

"People want to visit a destination and the destination has to be strong and diversified. The gaming industry is important to being a successful destination," according to Milton Segarra, CEO of Visit Mississippi Gulf Coast.

# SunHerald

## Sports complexes are the new money-makers for Coast cities. Here's why.

When the new fields open in Gulfport they will have water in the dugouts, a high-tech warning system to alerts officials of a lightning strike within a certain distance and a large pavilion to provide protection during a storm. All the fields are recessed, so it's almost like the experience of stepping onto a major league field for the kids, said Gus Wesson, director of leisure services for Gulfport.

### Investing in kids

D'Iberville, Gulfport and other Coast cities and counties are building sports complexes that combine several baseball fields, soccer fields and other sports facilities in one place. Typically the fields are used by local youth teams during the week and rented for championships on the weekends.

Sports is becoming one of the area's most important economic development opportunities, said Milton Segarra, chief executive officer of [Visit Mississippi Gulf Coast](#). "The economic impact is incredible," he said.

Last year the [Gulfport Sportsplex](#) hosted 68 tournaments and 2,748 teams, for an economic impact of \$16.5 million, said Jase Payne, Gulfport's marketing manager. Six new ball fields with synthetic grass — a feature no other complex in the region can match — and two new soccer fields are about to open and he expects those numbers to grow substantially.



# NATIONAL TRAVEL AND TOURISM WEEK

Today kicks off the start of National Travel and Tourism Week and the Gulf Coast has a lot to celebrate.

According to visit Mississippi Gulf Coast, occupancy has increased to 67.7 percent and the average daily rate has increased to \$76.81, which generated a nine percent increase in occupancy tax collection. These numbers clearly reflect the growth of the tourism industry on the Gulf Coast and its importance to the region.

- Advertisement -

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In 2017, the number of leisure and hospitality jobs was up to over 32,000 on the Coast. Visit Mississippi Gulf Coast CEO Milton Segarra says job creation is one of the most important aspects of tourism. "We are talking about generating economic activity through different activities, through hotels and casinos and small hotels to all the restaurants and venues and attractions, some of them new that coming in the next summer. So, we are talking about

good jobs, immediate jobs that we need so much and I think that as the number of visitors increase the number of jobs will increase as well."

According to Visit Mississippi's tourism economic impact report, the Gulf Coast welcomed 6.3 million visitors in 2017 who spent \$2.41 billion.



# Coast tourists and leaders celebrate National Travel and Tourism Week



Summer 2018 is expected to be a great year for Coast tourism. (Photo Source: Jim Howton/ Visit Mississippi Gulf Coast)

SOUTH MISSISSIPPI (WLOX) - Area tourism officials say the next six months look very promising for the Coast.

A beautiful day on the Coast is just what the tourism doctor ordered for Kenny and Susan Warr. They live in Texas, but love visiting South Mississippi. Kenny says it's been something he's been doing for a long time.

Kenny recalled, "When I was a kid, I had a grandmother that lived up in Alabama. We used to come all the way down here before they had I-10, so we always come through here and I just want to

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occup  
same

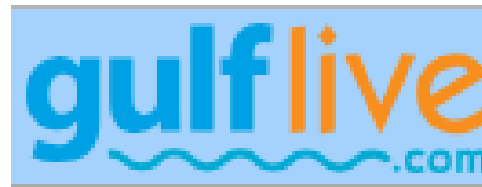
come back here and enjoy it!" That's the kind of news local tourism leaders like to hear as the breeze ushers in the busy summer season. According to [Visit Mississippi Gulf Coast](#), hotel occupancy rates increased more than 67 percent in the first quarter of this year compared to the same time in 2017.

Biloxi councilman Kenny Glavan says the city is adjusting for the growing industry. "We've put a lot of things in place. We're making the climate rite for developers, People are wanting to get out and travel more," he noted.

As hotel occupancy rates are going up, so are two new hotels in Biloxi. The Hilton Garden Inn, which is Mar.

It's new Visit Mississippi Gulf Coast says in the digital world, traffic on the website is up by 900,000 more hits than it was at this time last year.

attractions like the soon to be completed Finish Line Go Kart track, should kick the Coast's economy into a higher gear this summer.



# As MS Gulf Coast makes plans for sports betting, LA lawmaker looks to revive his failed bill



FOX 8 Graphic

NEW ORLEANS, LA (WVUE) - Along with its sandy beaches, the Mississippi Gulf Coast offers a number of casinos. And the area is eager to expand its gaming offerings [thanks to the U.S. Supreme Court](#).

"This new era in sports betting is phenomenal," said Milton Segarra, chief executive officer of Visit Mississippi Gulf Coast, which works to attract tourists to the area.

legalize betting on sports, despite opposition from major sports leagues and the Trump administration.

"There is a correlation between the destination that has casino betting and bringing important major sports events," Segarra said.

Mississippi is in position to take advantage of the new opportunity. Its legislature already voted to allow betting on sports.

Island View Casino in Gulfport is preparing to offer sports betting.

"It'll be a complete setup with designated areas with TVs and sports book in a nice place. We've done our homework. We've got some nice places that are going to be pretty spectacular," said Rick Carter of Island View Casino.

A Louisiana state legislator said the Bayou State is missing a huge opportunity.

"The Mississippi Gulf Coast is just dying to cannibalize the New Orleans market," said Sen. Danny Martiny, R-Kenner.

This week, Martiny's bill to let local voters decide if sports betting should be allowed fell flat in the Legislature.

# Business is booming in Ocean Springs



"We have growth in Gulfport. We have growth in Biloxi and you can see it happening along the coast. But in Ocean Springs it's something which we need to pay more attention to," said Milton Segarra, CEO of Mississippi Gulf Coast Convention & Visitors Bureau.

"Let me explain why," Segarra continued. "We have certain specific points along the coast which are very important to the overall experience on the coast. Ocean Springs is one of those points. Ocean Springs brings a very distinctive flair to the experience. The culture, the arts, the sense of community, the beachfront, downtown shops, food and entertainment opportunities -- all make Ocean Springs a very serious destination for visitors."

A hand...  
or are...  
this ye...  
office...  
purchased Swingster property; construction at the former Manhattan Grill site; Sugar Delights; and the Italian Garden. (Warren Kulo/The Mississippi Press)

# The Best Campsite in Every State



24/50 SLIDES © Getty Images

Full screen

Mississippi — Davis Bayou Campground, Gulf Islands National Seashore  
[Come for the bayous, stay for the beach.](#) Visitors spot armadillos and alligators as they explore a pair of bayous via nature trail or paddle trip, then hop a boat ride to uninhabited barrier islands where there's sun, sand and little else. When you crave more civilization, Ocean Springs has numerous art galleries as well as killer pulled pork at the Shed.



## Biloxi on the Beach Review – Prime Time on the Mississippi Gulf Coast

Along the Gulf of Mexico on the Mississippi shore lies the beautiful city of Biloxi. One of the oldest cities in the U.S., Biloxi was settled in 1699, when sailors reached the Mississippi Sound. Today, Biloxi still retains its authentic Southern charm with miles of beautiful beaches, lots of outdoor recreation, championship golf courses, historic sights and 24-hour casino resorts. Did I mention award-winning seafood restaurants, where much of the fish comes from straight out the back door? It doesn't get much fresher than this.



### What to Do

Climb to the top of the Biloxi Lighthouse for expansive views as far as you can see. Tours are offered daily. Sail with the two replica Schooners along the Biloxi coastline. To learn more about the fishing industry, head to the Maritime and Seafood Industry Museum for exhibits on boatbuilding and seafood-processing. For a hands-on experience, try the Biloxi Shrimping Trip and go out on the water to see how they net the fish.

### Where to Eat

How can you miss "Slap Ya Momma's BBQ Smokehouse" right on Beach Blvd.? This local favorite serves up wood-smoked meats, Southern side dishes like potato salad made with sour cream and cold brews, all in a funky, colorful joint. Dine at the Half Shell Oyster House for upscale-casual Southern seafood serving oysters, Po' boys and steak. For a taste of authentic Cajun, try the Cajun Crawfish Hut with fried seafood and other delectable Cajun dishes at this informal eatery on stilts.



## A Review of the Bay Town Inn on the Mississippi Gulf Coast



### The Suites Are So Spacious!

Set up more like an apartment, the Bay Town Inn feels like a home away from home. We had a seating area with couch, chairs, and tables, a kitchenette with microwave and small fridge, beautiful bathroom with toiletries and super plush rug, and a very spacious bedroom with king bed, dresser, TV, and closet (that held cushy waffle-weave robes!). The details of the beach and ocean-themed decor were incredible. I will never get over the lamp made from a knot of rope!

### Special Welcoming Touches

Not only were we greeted with this fantastic space, but there was a light left on for us, a sweet hand-written welcome note from owner Nikki Moon, and COOKIES! We were so pumped to change into comfy pj's and snack on cookies! The perfect before-bed snack after a long day!

### The Property Is Gorgeous

The next morning, the full beauty of the property came into view in the sunlight. In the middle of the courtyard, the most perfectly precious frog (with a crown) fountain sprays water into a very inviting pool. Tables, chairs, and lounge chairs are available for guests. The landscaping, while beautiful, is really brought to life with little whimsical touches of metal art and statues. Overall, the entire property just felt welcoming, aliy, carefree, and FUN!



## Mississippi's Gulf Coast replenishes visitors with plenty of food and fun.

BY MELISSA CORBIN



**Left: Sunset on Biloxi Beach.**  
Alex North Photography/Visit Mississippi Gulf Coast

**Above: Kayaking and stand up paddleboarding are popular Gulf-area pastimes.** Visit Mississippi Gulf Coast

and James McConnell, through a varied collection in a variety of media. AAA members receive an admission discount.

From the museum, it's about a 1/2-mile walk to Front Beach, but once there you can sink your toes into the sand and get lost in a good book like Anderson's *The Horn Island Logs of Walter Inglis Anderson*, a beautiful account of the watercolorist's experiences on one of the Gulf's barrier islands.

Type-A personalities might try Paddles Up (1018 Government St.), a shop that offers stand-up paddleboards and kayak rentals. Keep an eye out for dolphins and other marine life. Then cool off with an artisanal ice pop at Pop Brothers (800 Bellande Ave.). For a more substantial snack, the Tatonut Donut Shop on Government Street serves gluten-free donuts made with potato flour.

Outstanding barbecue and live music can be found at The Shed Barbecue & Blues Joint on

state Highway 57. Pitmasters use pecan wood to smoke the meat.

### THE FRUIT OF THE SEA

Like Bubba Blue said in *Forrest Gump*, you can broil, bake, and boil shrimp, and you won't find anything fresher than Gulf shrimp in Biloxi. Walk its piers on any given morning and you'll find a host of shrimping boats ready to sell fresh seafood by the buckets.

Hop aboard the Biloxi Shrimping Trip's (693 Beach Blvd.) *Sailfish* for an educational cruise about the shrimping industry, which brims in Biloxi with Vietnamese culture.

There's no better place to savor the Vietnamese culinary expression than Le Bakery (280 Oak St.). Try the *bánh mì* po-boys, which are a lunch specialty.

Learn more about the business of fishing at the Maritime & Sea-

## Vacation Zen

A traveler's mind, body, and soul are fed at Mississippi's Gulf Coast. One need only walk a span of the 62-mile coastline to feel renewed by the area's natural beauty. Any of the communities within the region's three counties will feed a body with inventive and comforting Southern cuisine, while attractions provide insight into area culture and industry.

This destination, often noted for its many casinos, is a sure bet for a restorative weekend.

### AWESOME OCEAN SPRINGS

Start this coastal quest by learning about a native who saw the beauty in his natural surroundings. In historical Ocean Springs, the Walter Anderson Museum of Art (510 Washington Ave.) showcases the works of Walter Inglis Anderson and that of his brothers, Peter

## Where to Find Family Fun in All 50 States

By [Mary Shustack](#)  
May 23, 2018

[comment](#)

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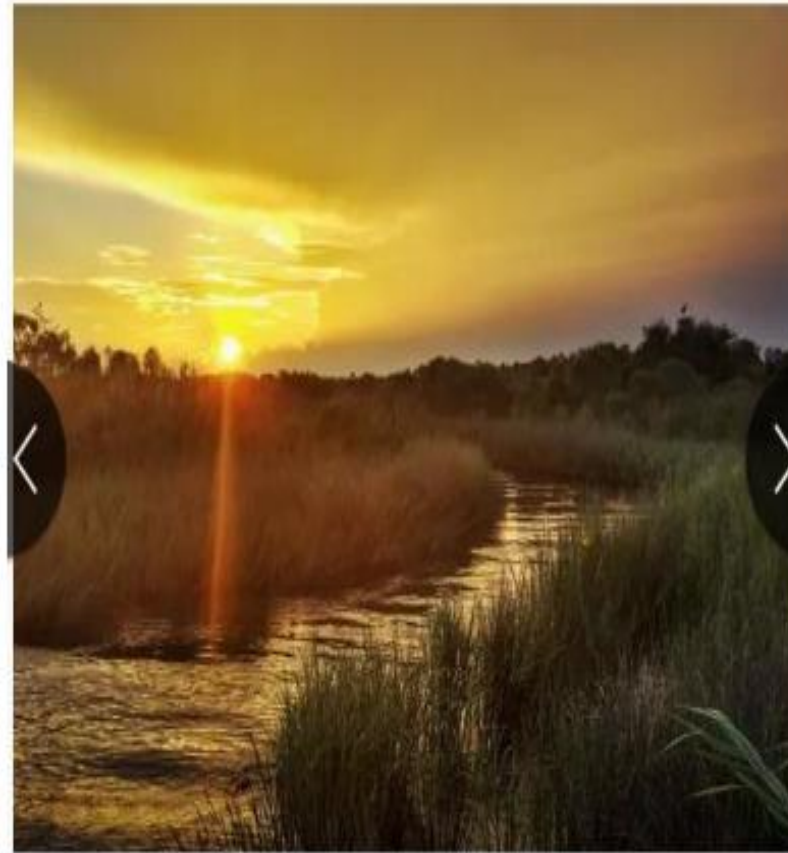
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### MISSISSIPPI: BILOXI SHRIMPING TRIP

Experience a Southern delicacy's route to the table with the [Biloxi Shrimping Trip](#), which traces its history back to the 1950s. The 70-minute sail combines history and heritage with the ins and outs of how the Mississippi Gulf Coast favorite is caught. **Rates:** \$16; \$11 for kids 4 to 11; free for kids 3 and under.



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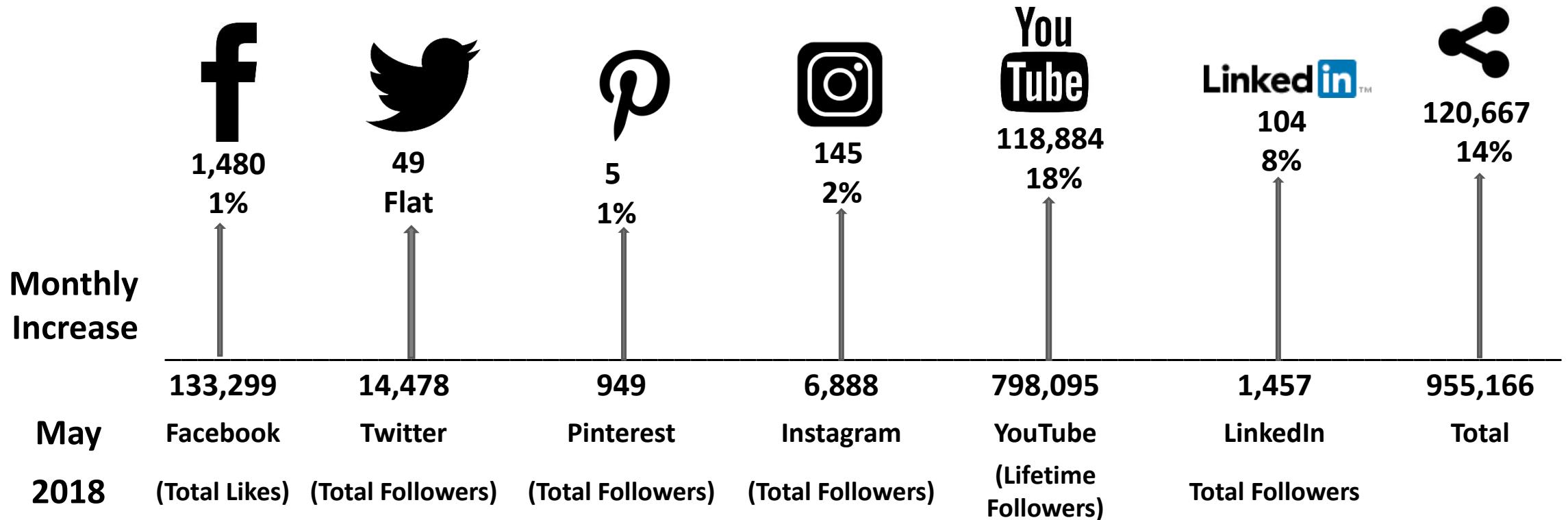
### Best hidden gem travel destinations in every state

Mississippi: Bay St. Louis (Cost: From about \$60 nightly for lodging): There's St. Louis, and then there's Bay St. Louis, which dubs itself "a place apart." Here, beach life collides with folk art. Catch the Arts Alive event in March, when dozens of artists' studios collide for a community-enriching arts festival that features local works,

# Social Media Metrics

May's most engaging Facebook posts featured stories about products and attractions native to the Coast. Top performing tweet was retweeted by Sen. Roger Wicker.

Running video ads through Google / YouTube



**Visit Mississippi Gulf Coast**  
Published by Wiley Anderson [?] · May 29 at 7:45pm · 🌐

The brand new Finishline Performance Karting in Biloxi is now open and people are raving about it! It's great for kids and adults, especially if you like to go fast 🏎️ #MSCoastLife



Mississippi's Newest Beachfront Attraction Is The Only One Of Its Kind In The Nation...And You'll Want To Visit

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🌱 **Get More Likes, Comments and Shares**  
Boost this post for \$3 to reach up to 730 people.

👤 125,855 people reached 📊 **Boost Post**

👍❤️😂 2K      184 Comments 1.3K Shares

👍 Like    💬 Comment    ➦ Share    🌐

### Performance for Your Post

**125,855** People Reached

**7,066** Reactions, Comments & Shares 📊

**4,088** Like      **1,957** On Post      **2,131** On Shares

**202** Love      **82** On Post      **120** On Shares

**11** Haha      **4** On Post      **7** On Shares

**117** Wow      **57** On Post      **60** On Shares

**1,315** Comments      **292** On Post      **1,023** On Shares

**1,339** Shares      **1,330** On Post      **9** On Shares

**10,855** Post Clicks

**1** Photo Views      **6,673** Link Clicks      **4,181** Other Clicks 📊

#### NEGATIVE FEEDBACK

**25** Hide Post      **1** Hide All Posts

**0** Report as Spam      **0** Unlike Page

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dawniebaby716 Wow beautiful!

traceyhanderson GORGEOUS

marcus\_aurelius\_of\_thenorth Great pic!!!! Love living down here.

lelump @van\_gau\_

van\_gau\_ @lelump 😊

📍    💬    📌

359 likes

7 DAYS AGO

Add a comment...    ...

**Visit MS Gulf Coast** @VisitMSCoast  
ICYMI: With help from @SenatorWicker and @CongPalazzo, the @CityofGulfport will be receiving a \$2.6 million federal grant to help build a bridge that will connect different parts of the downtown area! <http://bit.ly/2lyjzKm> #MSCoastLife @WLOX pic.twitter.com/vuutnNXeyW

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Get more engagements by promoting this Tweet!

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Impressions	6,539
Total engagements	92
Media engagements	46
Detail expands	14
Likes	13
Link clicks	9
Retweets	4
Hashtag clicks	3
Profile clicks	2
Replies	1



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## NASA's First Stop on the Way to Deep Space Is the Mississippi Gulf Coast

June 12, 2018  
Written by Joanie Faletto

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## The Largest Dolphin Population in the US Calls the Mississippi Gulf Coast Home

June 19, 2018  
Written by Ashley Hamer

There are plenty of vacation spots that will let you swim with the dolphins, but if you want to get up-close and personal with marine mammals the right way, your most ethical option is to do it at a facility that's actively working to help them. Luckily,

SPONSORED CONTENT



562



When you think of NASA, a few places probably pop into mind: the moon, Cape Canaveral, Houston, and maybe even the International Space Station. That list isn't wrong, but it's certainly not as complete as it could be. You're missing a location that's one of the most crucial in making it all possible: the southern tip of Mississippi.



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TAGS

[Space Exploration](#) [Technology](#)





## Digital Campaign Highlights

March – May

❖ **3.946 Million Impressions Served**

❖ **5,281 click throughs**

❖ **0.13% CTR**

*0.10% TripAdvisor / 0.04% travel industry*

❖ **24,959 total hours that paid ad content was in view**

**1,145** Arrivals to the Mississippi Gulf Coast

### Top Origin Markets:

- Hattiesburg
- New Orleans
- Jackson
- Baton Rouge
- Dallas
- Oxford

**Estimated Economic Impact**

**\$659,520**