



Visit Mississippi Gulf Coast

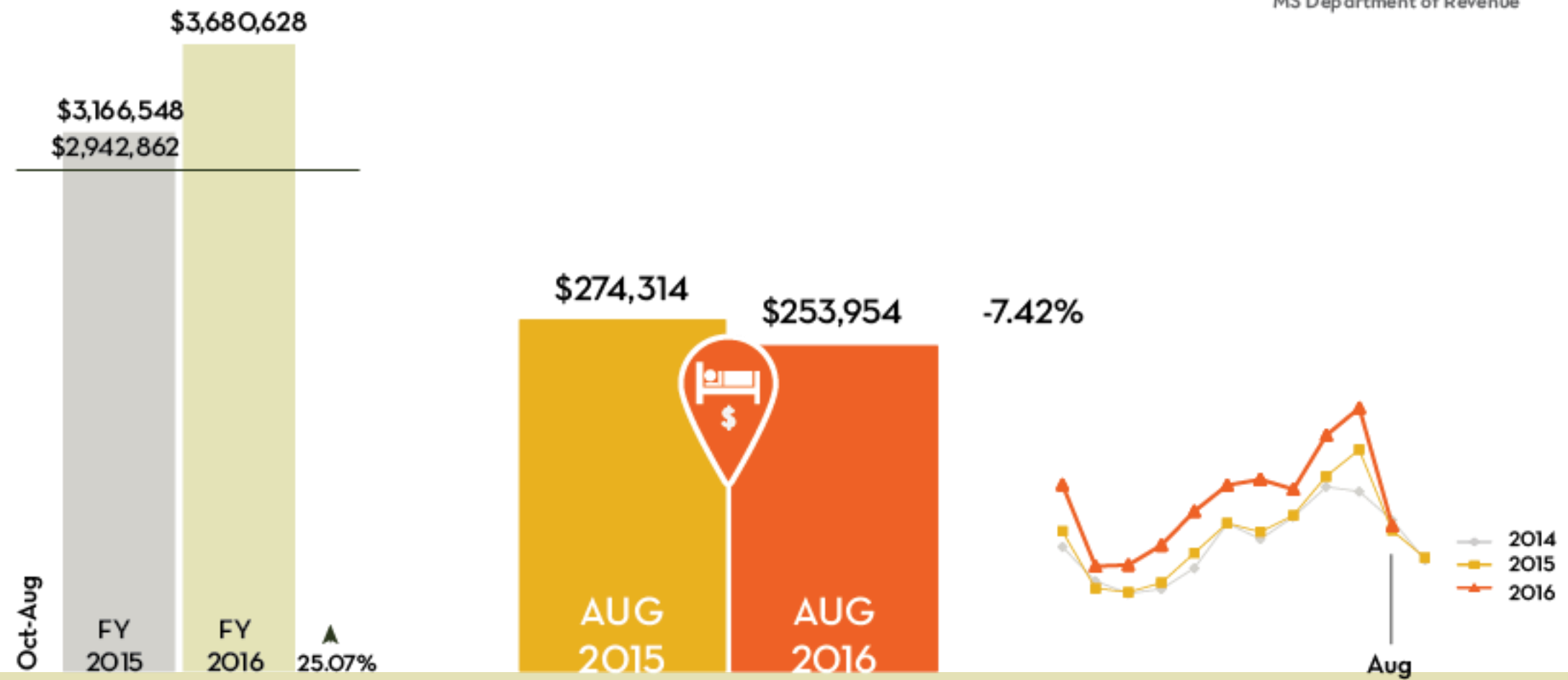
KEY PERFORMANCE INDICATORS

OCTOBER 2016

Occupancy Tax Receipts



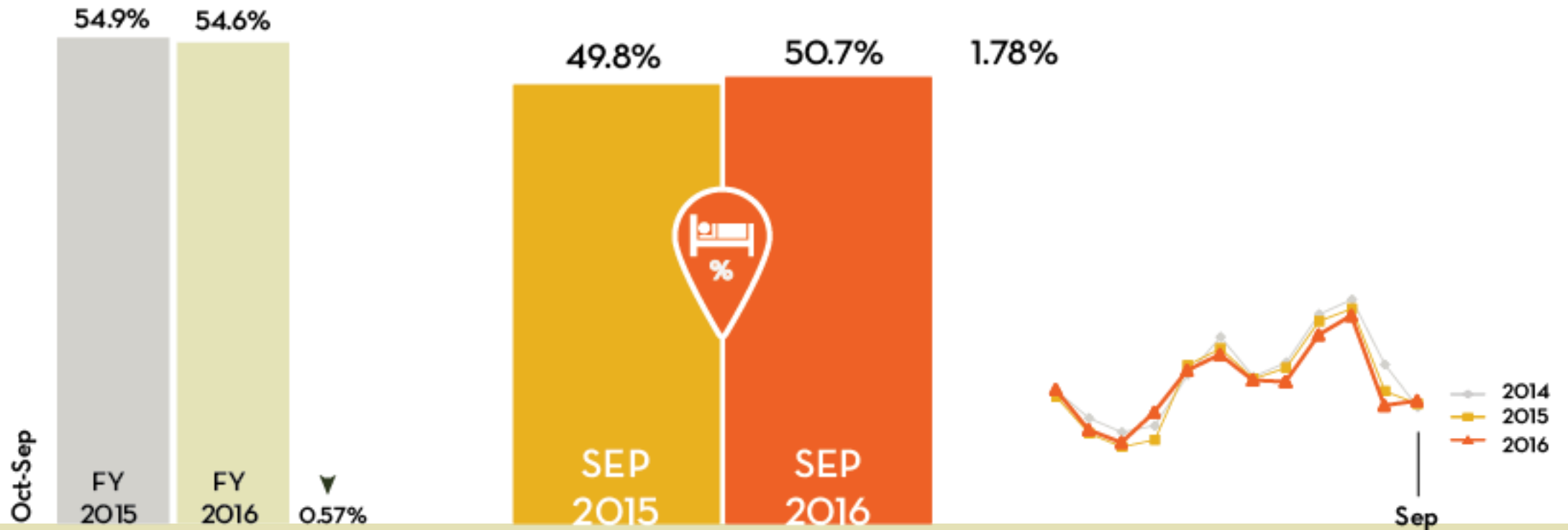
MS Department of Revenue



Occupancy Rate Non-Casino



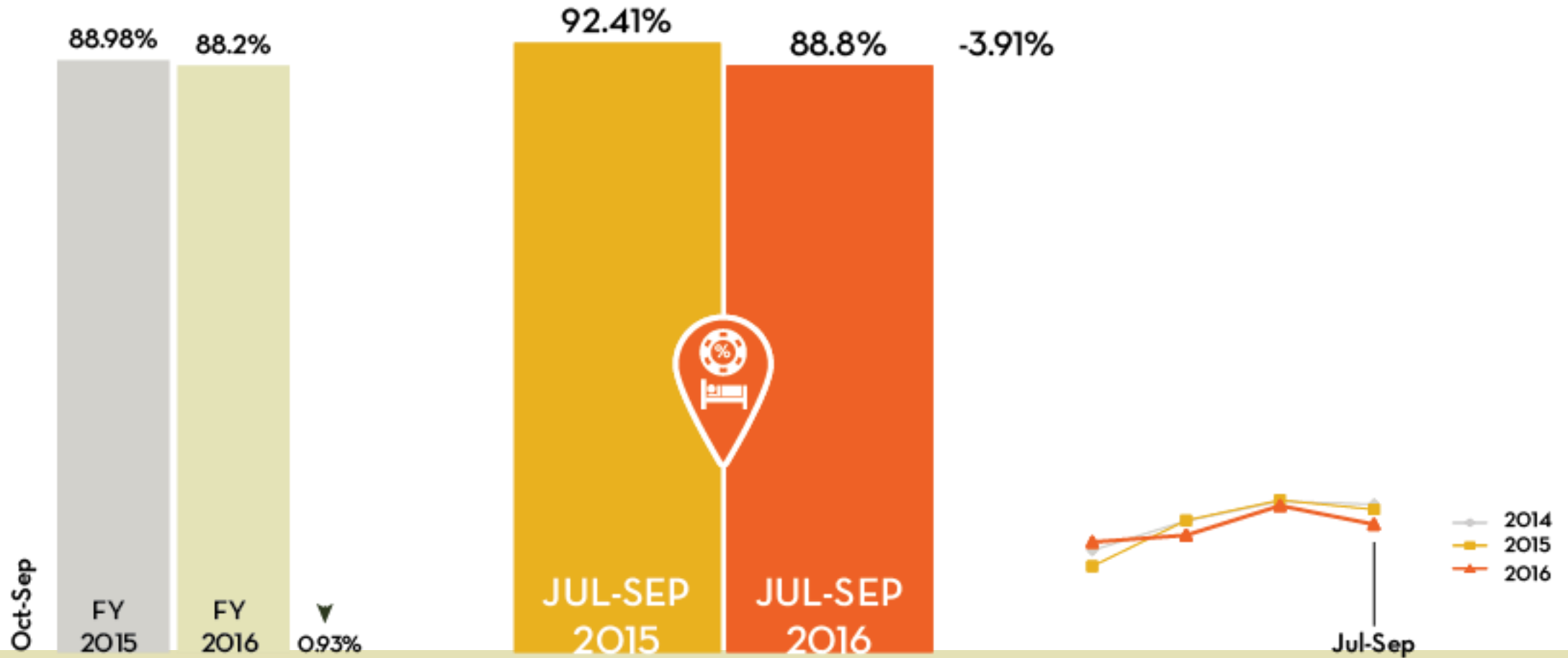
STR



Occupancy Rate Casino



MS Gaming Commission

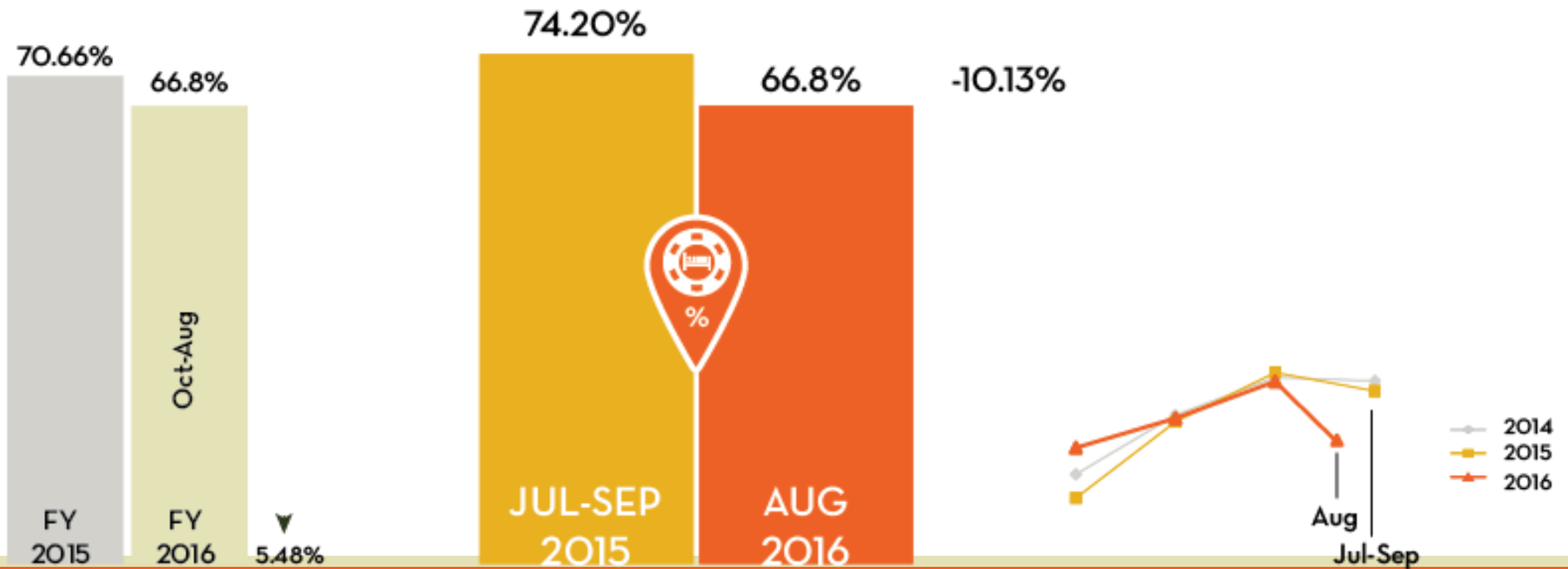


Occupancy Rate

All



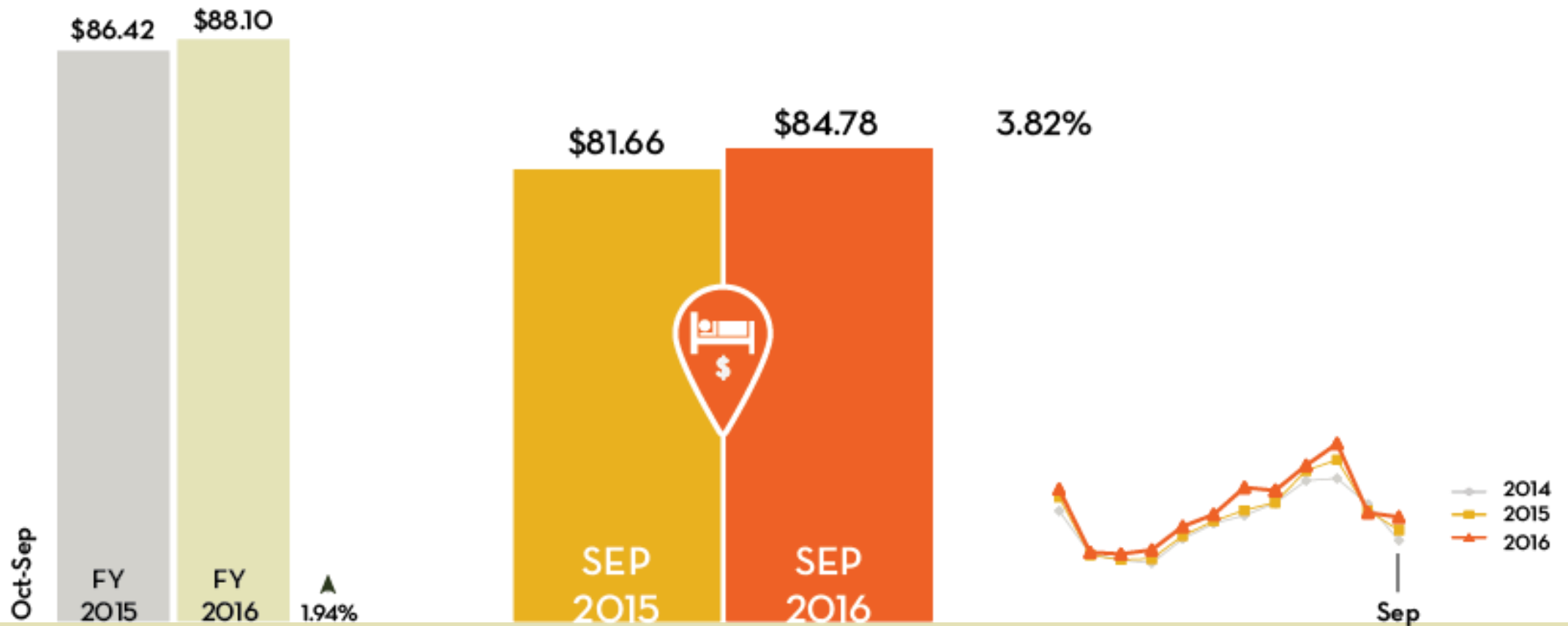
STR & MSGC



Average Daily Rate Non-Casino



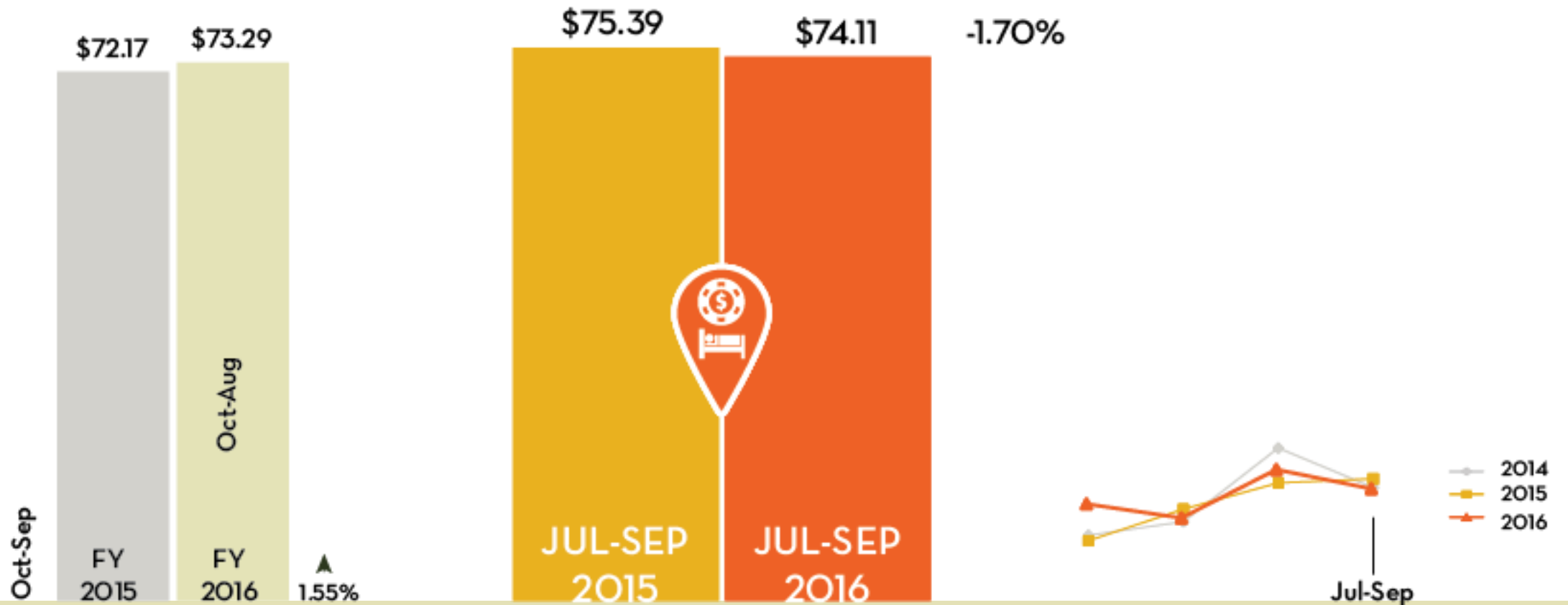
STR



Average Daily Rate Casino



MS Gaming Commission

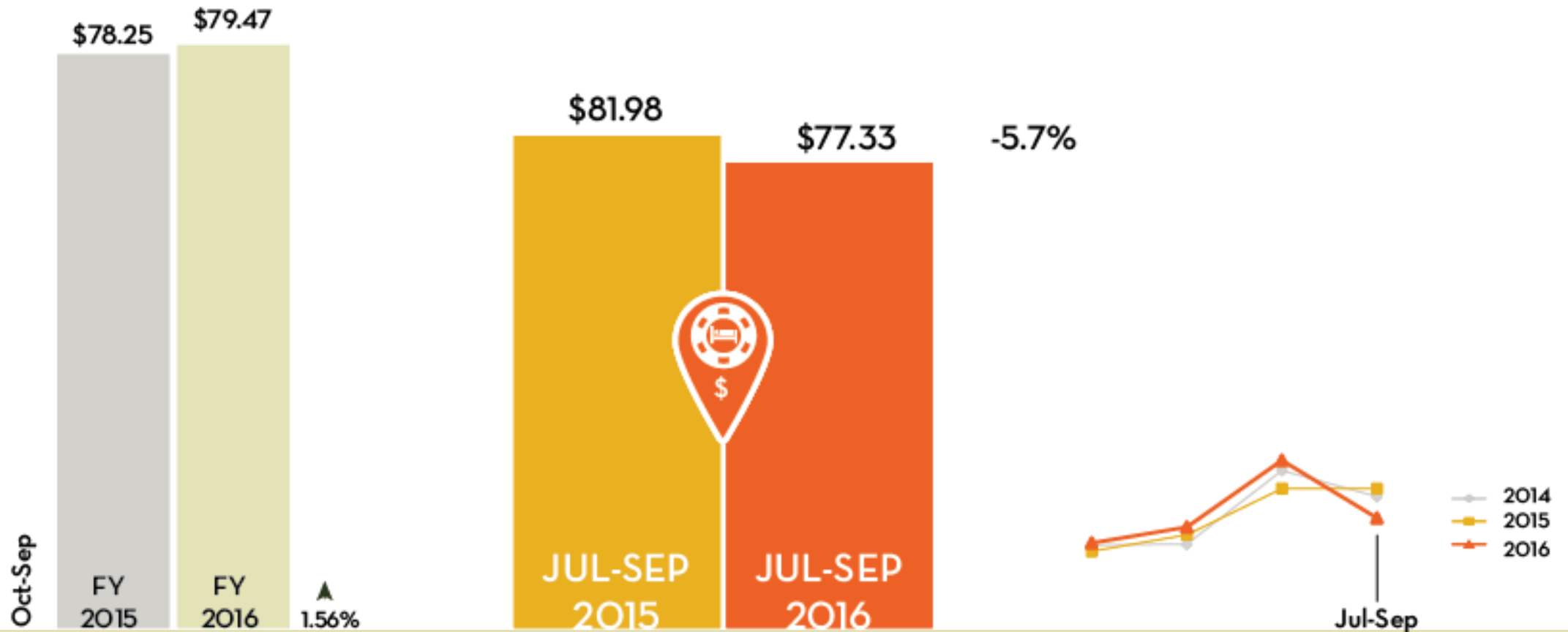


Average Daily Rate

All



STR & MSGC

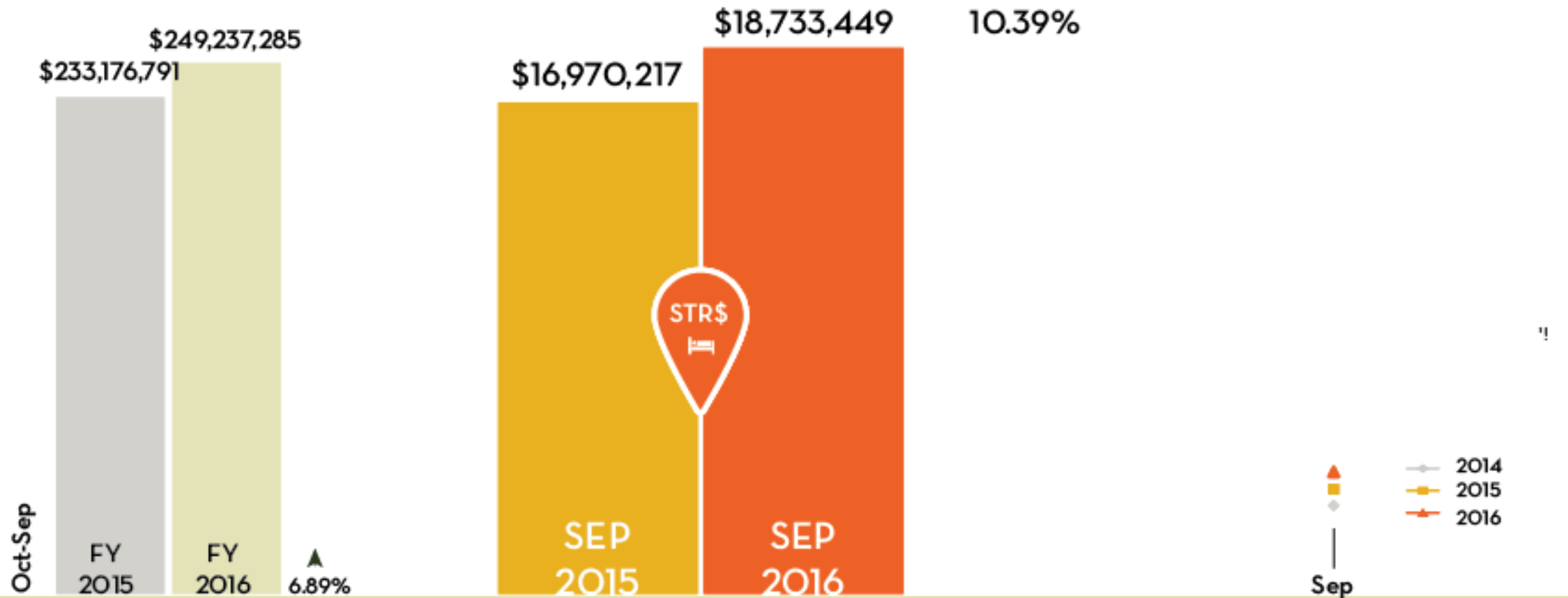


Revenue

All



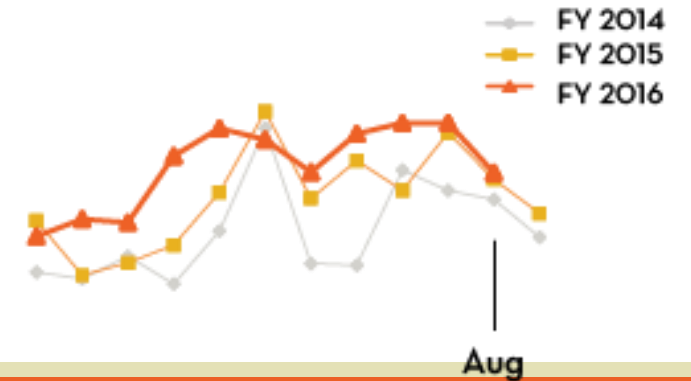
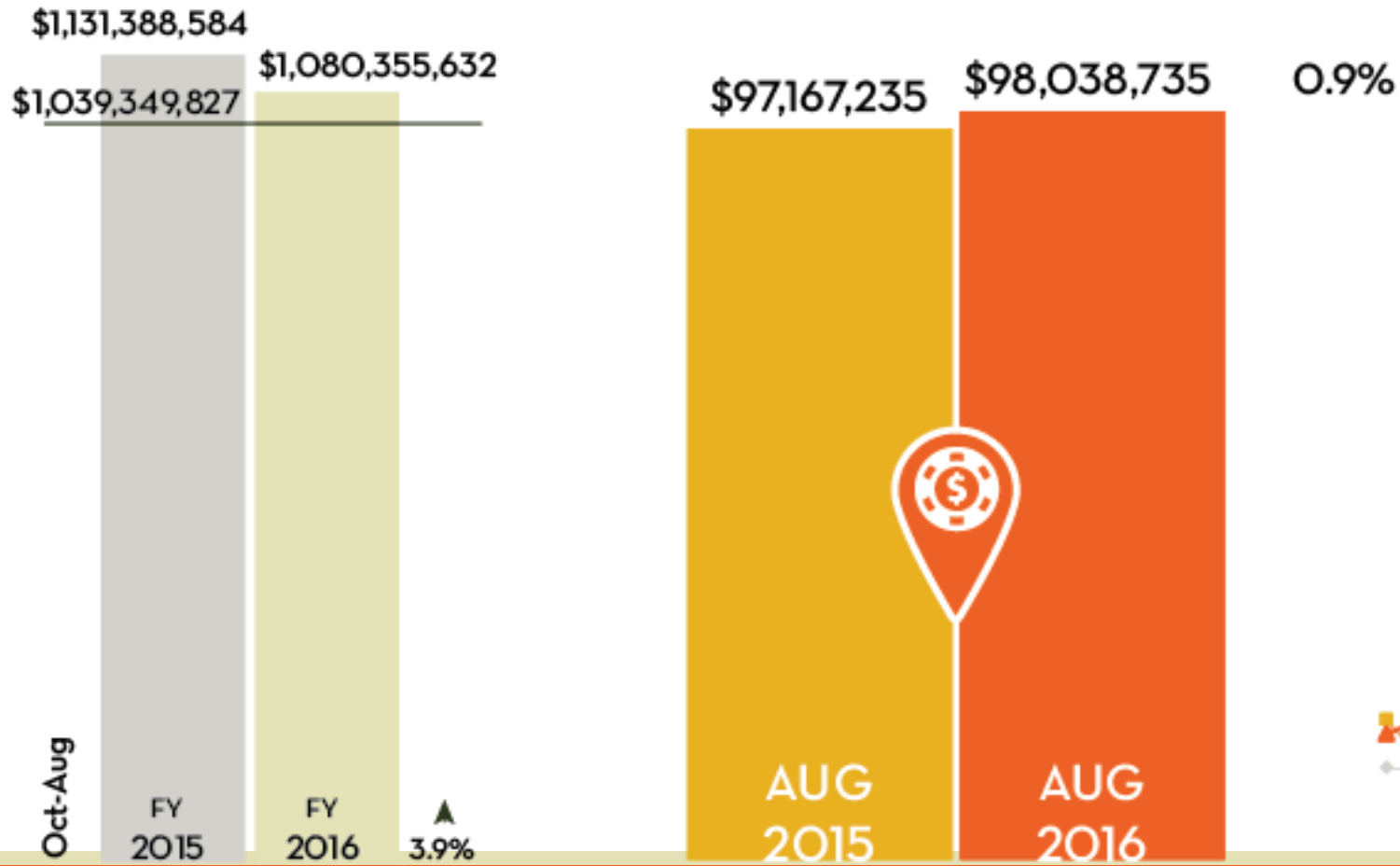
STR



Gaming Revenue

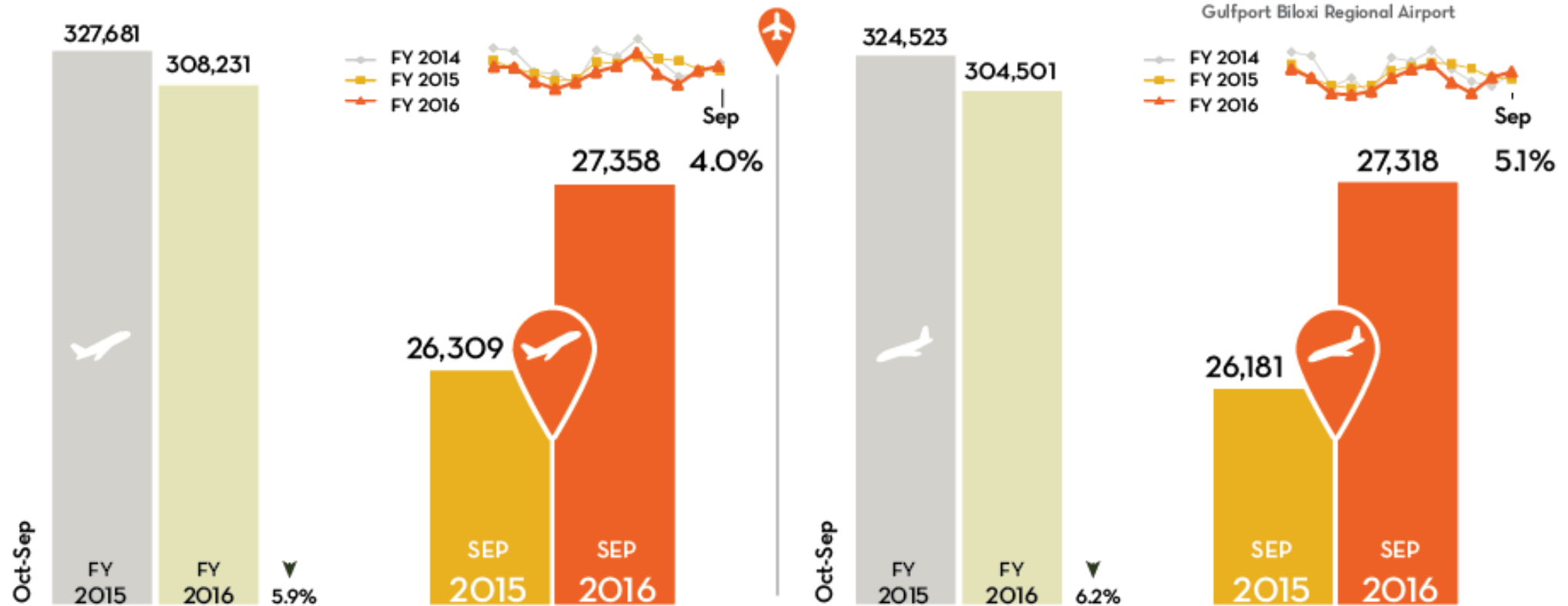


MS Gaming Commission

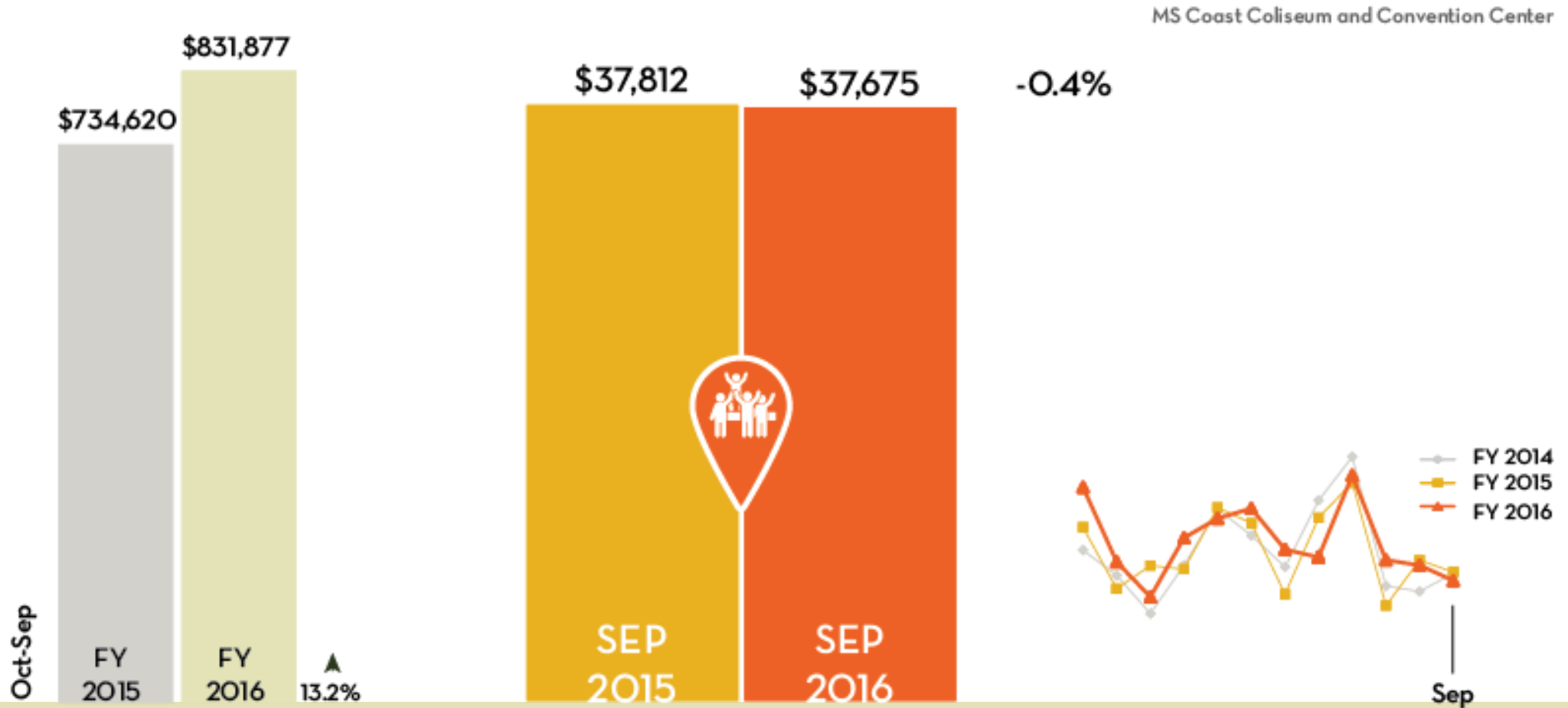


Gulfport-Biloxi International Airport

Enplanements — Deplanements



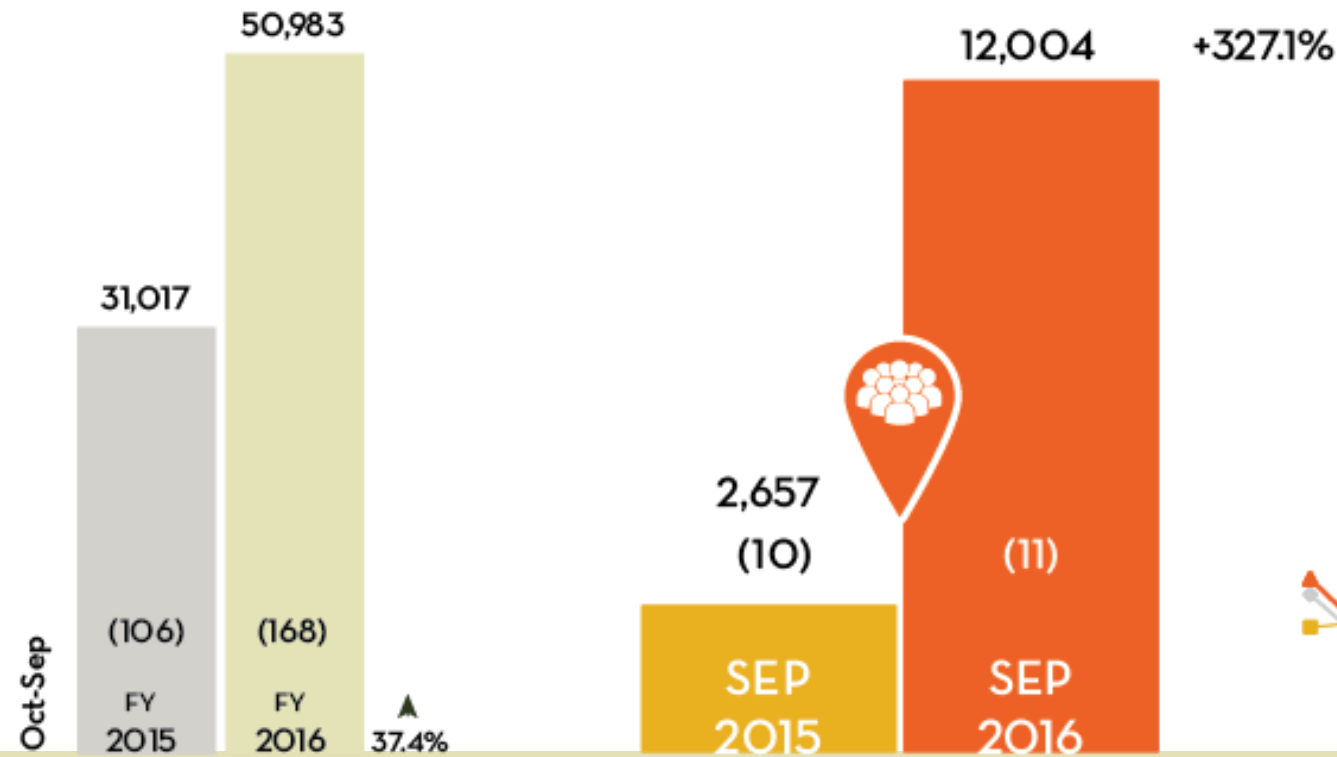
Convention Center Revenue



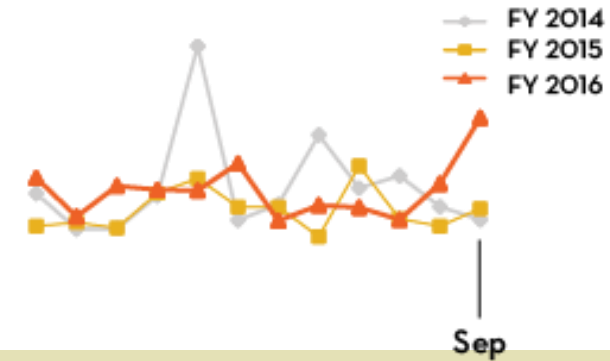
Definite Bookings



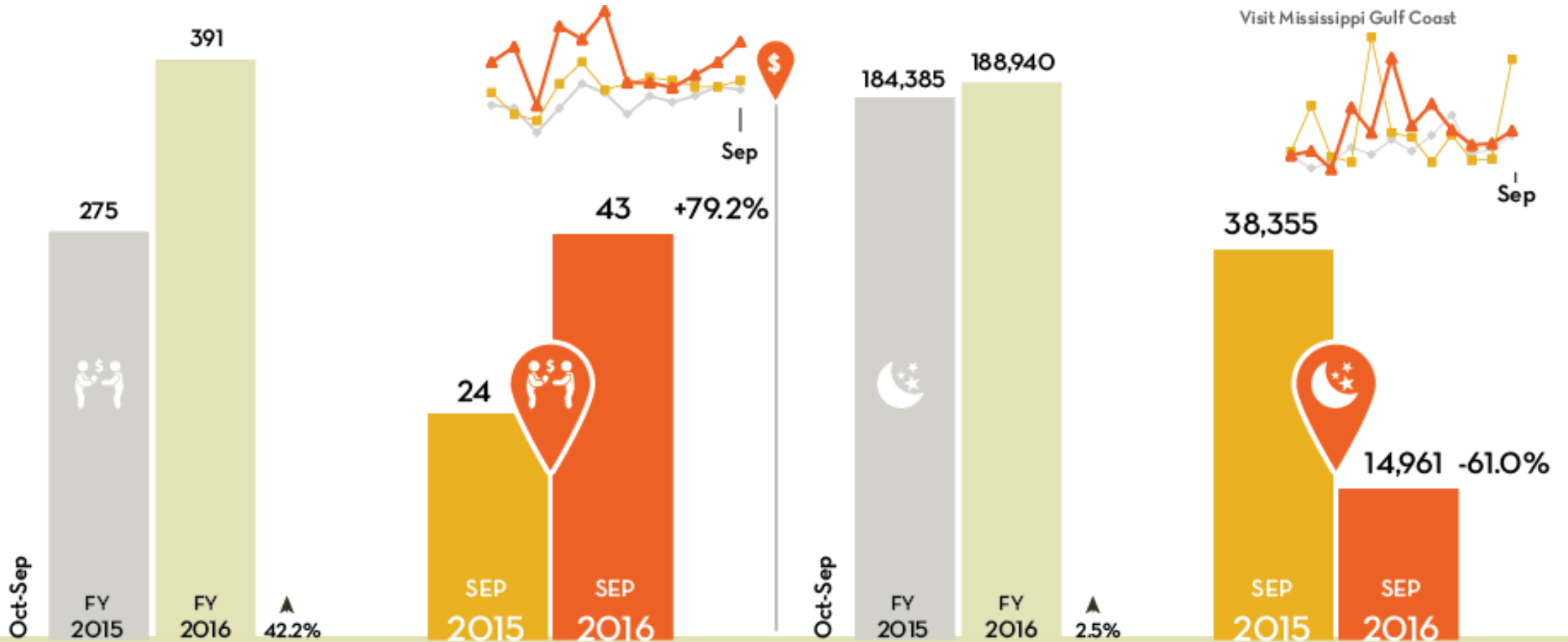
Room Nights/(Groups)



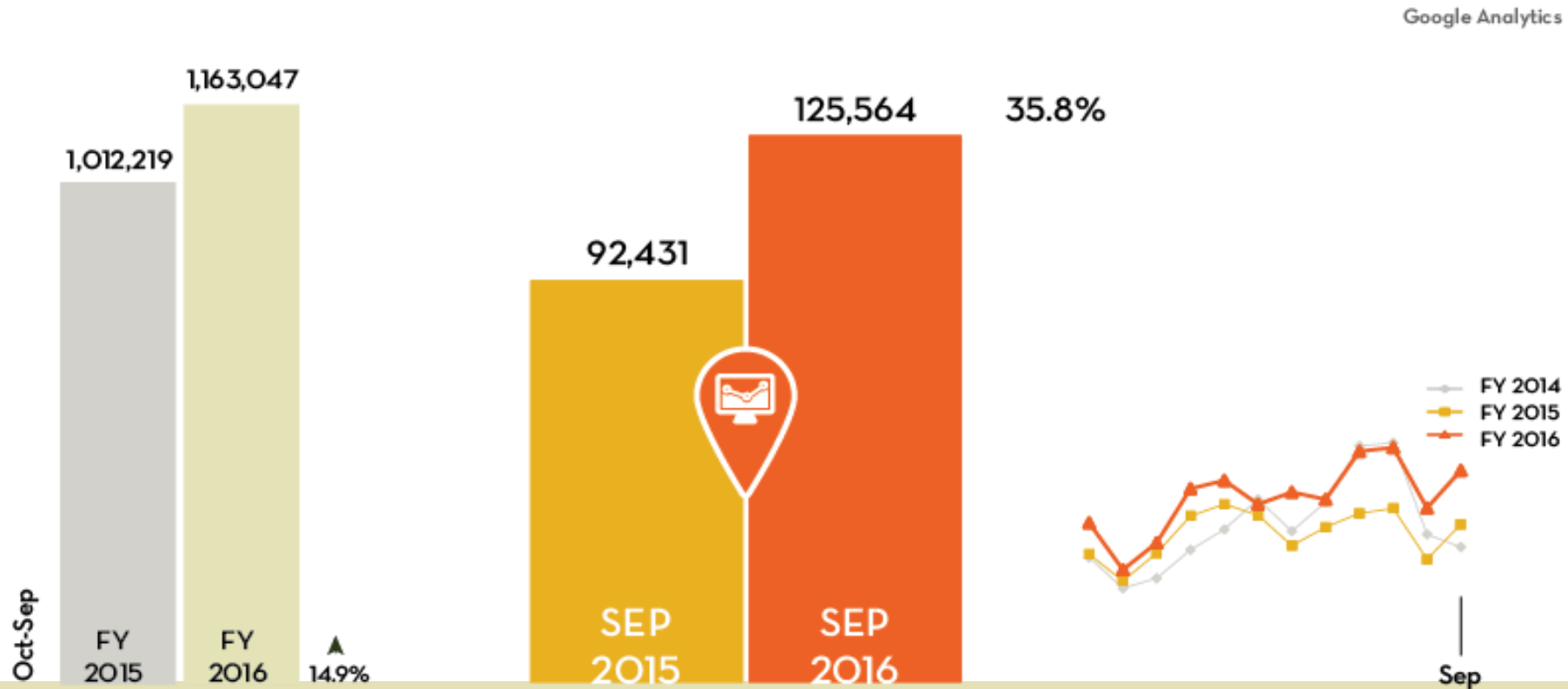
Visit Mississippi Gulf Coast



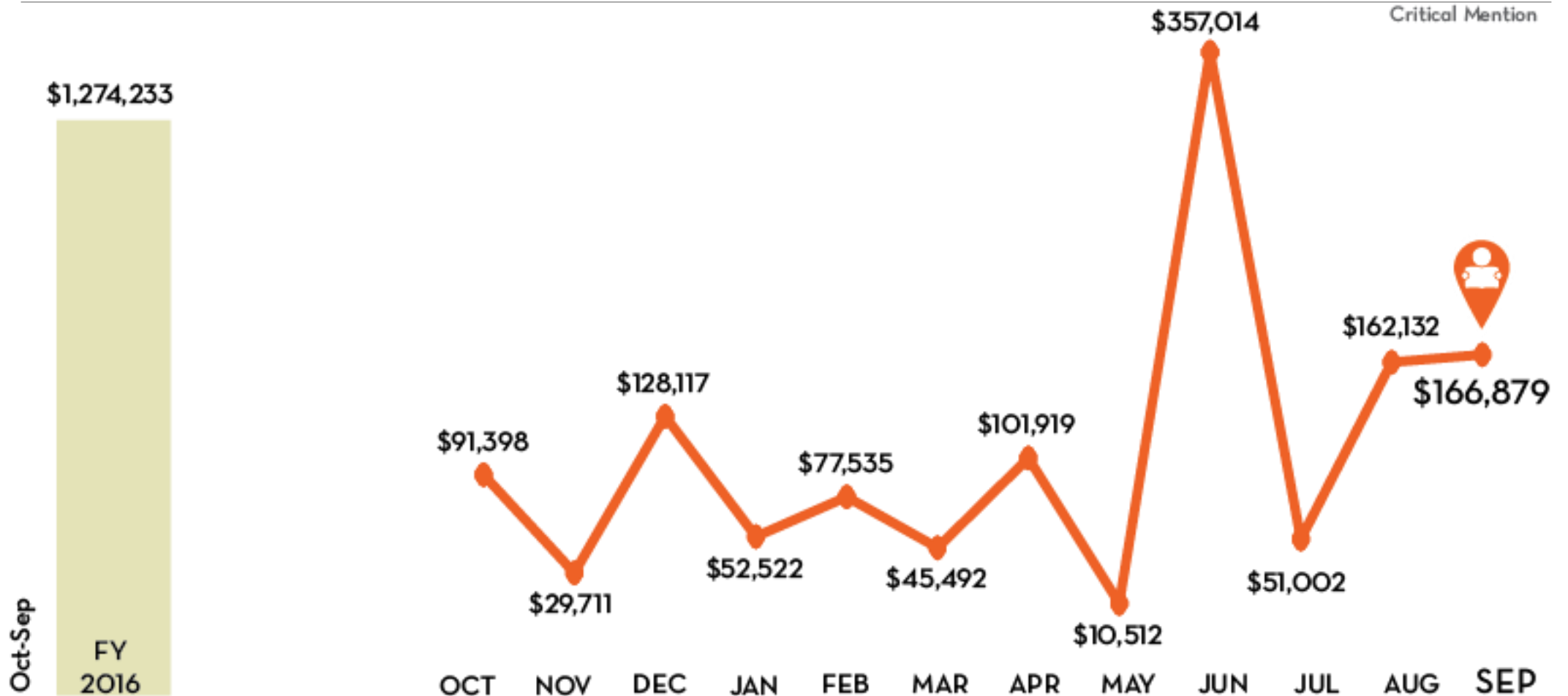
Leads Issued & Potential Room Nights



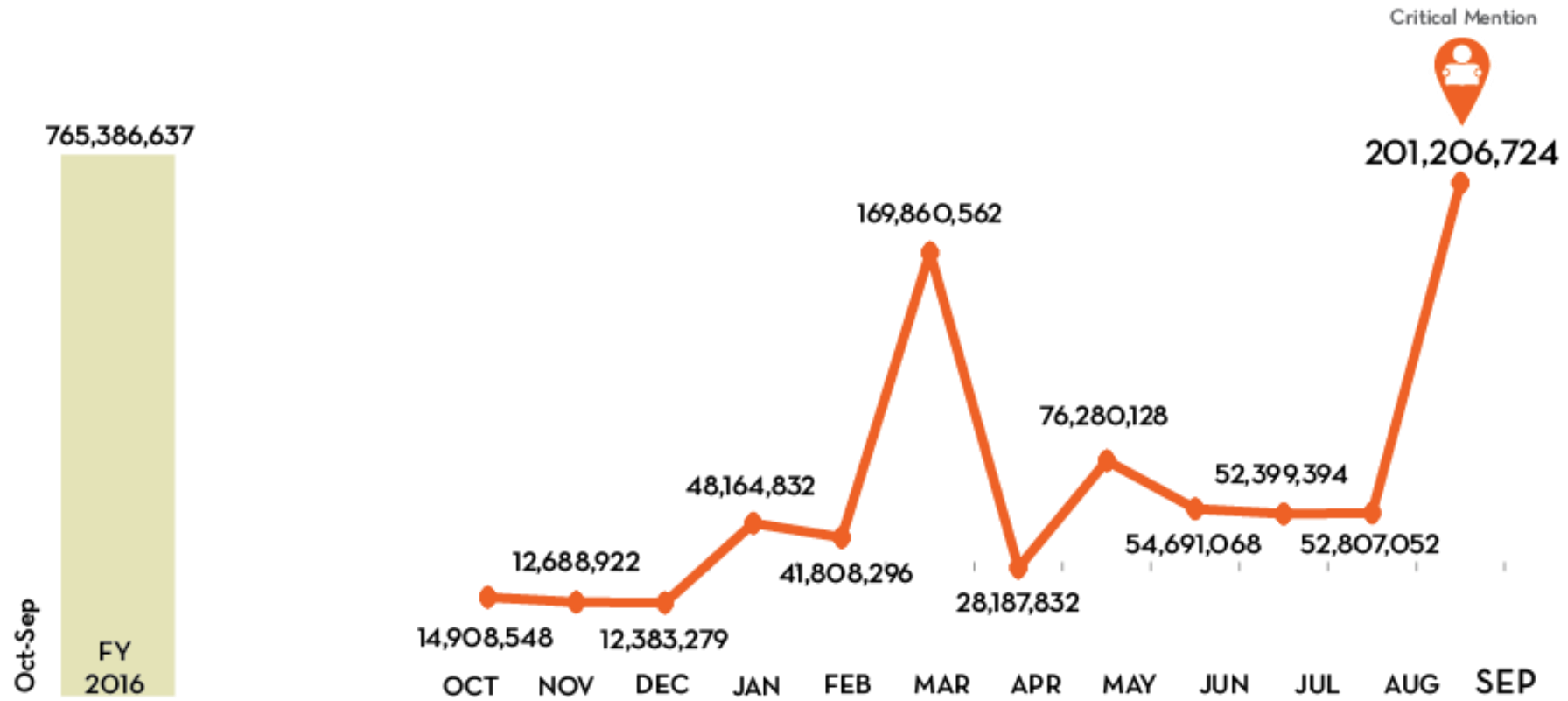
Google Analytics - Unique Visits



Media Value



Impressions





13 Affordable and Romantic Fall Getaways



Cheapism

Sheryl Nance-Nash
9/15/2016

SHARE

TWEET

SHARE

EMAIL



11/14 SLIDES © Cheapism

GULF COAST, MISSISSIPPI



Bushwhacker at Ajax Seafood Kitchen & Bar: Gulfport, Miss.

Sit by the water at this lively Mississippi Gulf Coast restaurant and bar and let all your cares float away over sips of [this classic coastal drink](#). Generous portions of coconut rum, Kahlua, high-proof rum, fresh cream and milk are blended with ice and served in your choices of sizes, with an optional floater of more rum for an extra-spirited summer sipper.

STAY AWHILE. YOU'LL GET IT.

VISIT MISSISSIPPI

GULF COAST 

FIELD & STREAM *Hook Shots*



[Enlarge Image](#)

The Deal: With just 44 miles of coastline, it's fair to say that Gulf-bound anglers often overlook Mississippi in favor of states like Florida, Louisiana, and Texas. That's a huge mistake, because not only does Mississippi offer fishermen an incredible variety of species to chase without long boat rides, opportunities abound here almost year-round with less pressure than other Gulf destinations. Big bull reds make large showings in fall and spring, though they're available (as we learned) even in the heat of summer. During the hot months, several inshore shark species will scream a rod faster than you can blink, and for fly and light-tackle junkies, the summer run of trophy jack crevalle can be downright intense. Speckled trout? You bet. Tripletail? On almost every crab pot. As long as the conditions are in your favor during a visit, you'll be hooked up.

TRAVEL & ADVENTURE

Small-town Spotlight



old town bay st. louis

Be who you are—on the beach.

story and photos by boyce upholt



CLOCKWISE FROM TOP LEFT: Bay-Tique's ambassador shares its motto: "slightly edgy, always fun." Starfish Cafe owner, Di Fillhart, provides a great program for ages 18-30 to gain job experience and skills. Smith & Lens Gallery is a popular place to find amazing art. A friendly staff member at Bay Life greets a customer. Since 2006, Mockingbird Café has been a favorite place for locals to land and enjoy terrific coffees and brunchy bites.



Southern Living

8 Things You're Missing in Gulfport

This beachfront city on Mississippi Sound offers Gulf breezes and plenty of entertainment.



myAJC

Ocean Springs, Miss.

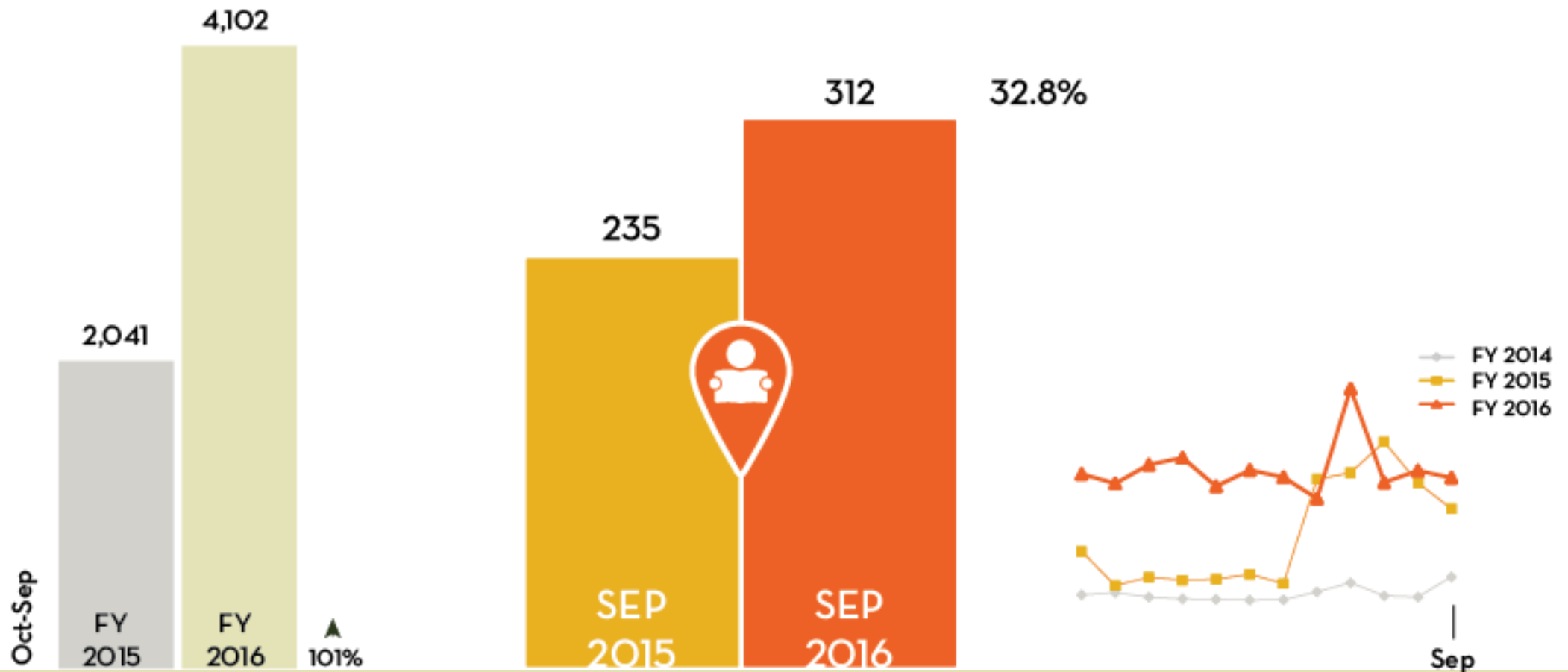
Dubbed the “City of Discovery,” Ocean Springs (gulfcoast.org, [@VisitMSCoast](https://www.instagram.com/VisitMSCoast)) is a haven for artists and art lovers. The Mississippi Gulf Coast town is home to the Ocean Springs Art Association, representing more than 300 local artists plus more than 200 independent locally owned shops, galleries, antique shops and restaurants (*photo by Fred Salinas*).

Most shops are located downtown on Washington Avenue and Government Street. Along the walkable route, musicians often entertain and tempting aromas waft from restaurants.

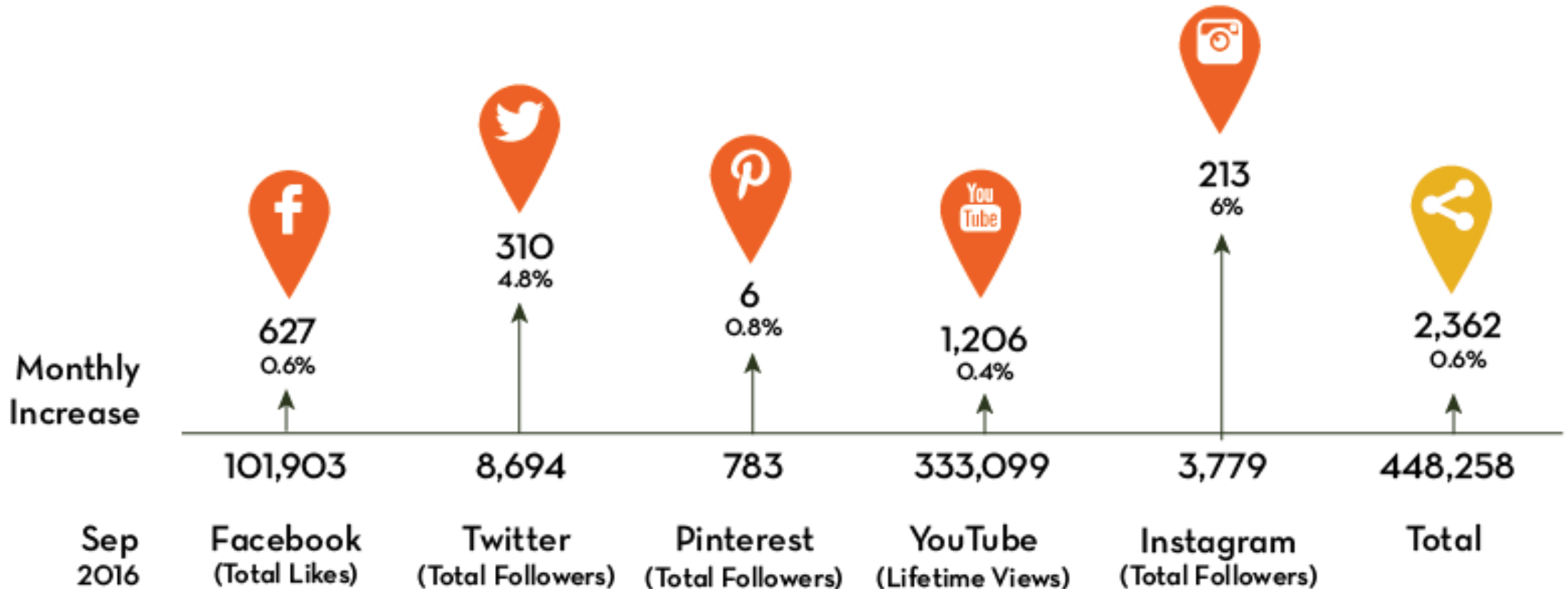
Number of Articles



Critical Mention



Social Media Metrics



Coast Champions



26 Trainings: 572 graduates!





Visit Mississippi Gulf Coast Annual Meeting October 27, 2016

Lynn Meadows Discovery Center
TODAY; 4:00