



Visit Mississippi Gulf Coast

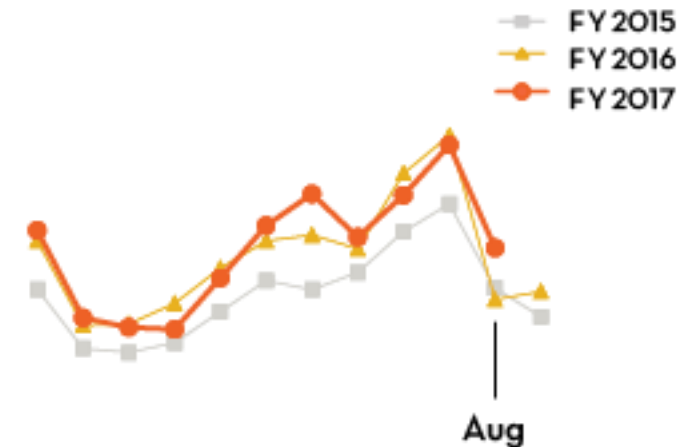
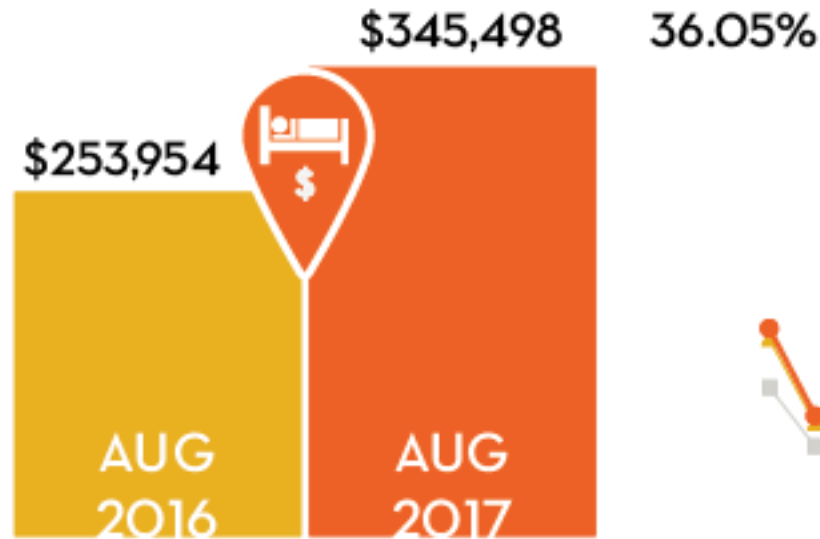
KEY PERFORMANCE INDICATORS

OCTOBER 2017

Occupancy Tax Receipts



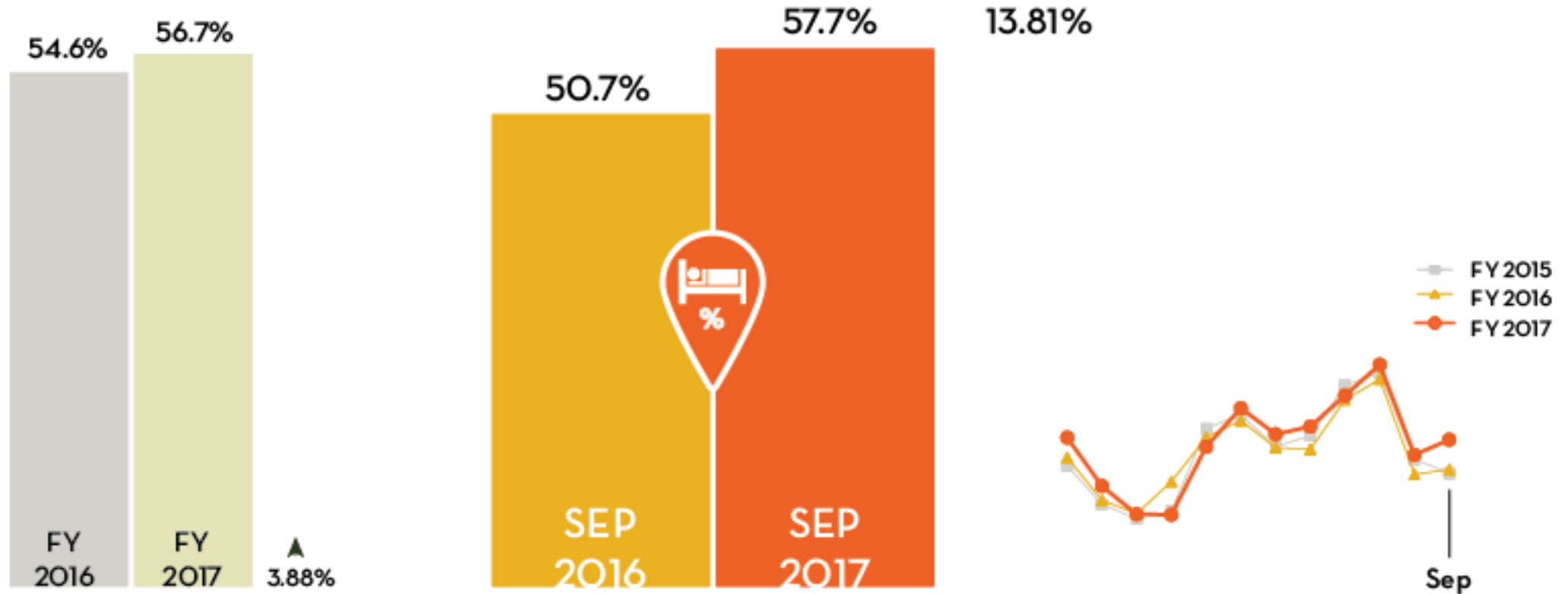
MS Department of Revenue



Non-Casino Occupancy



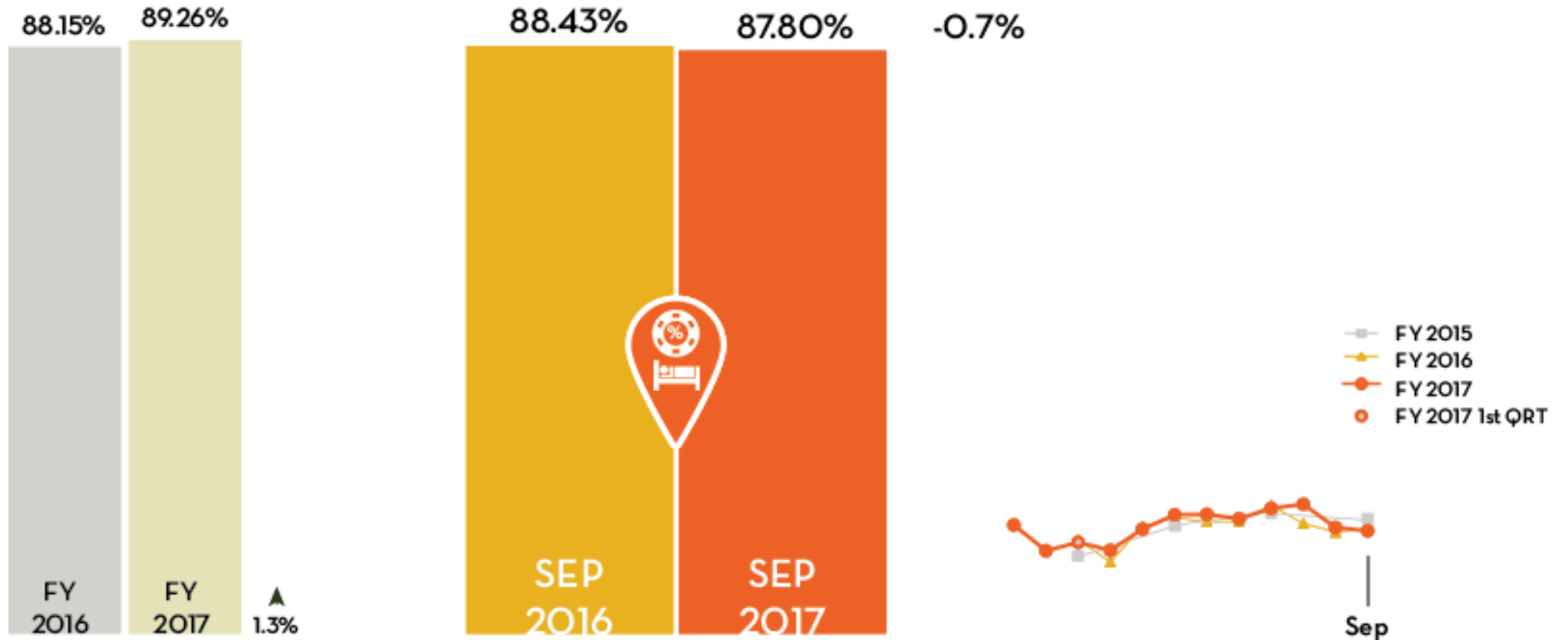
STR



Casino Occupancy



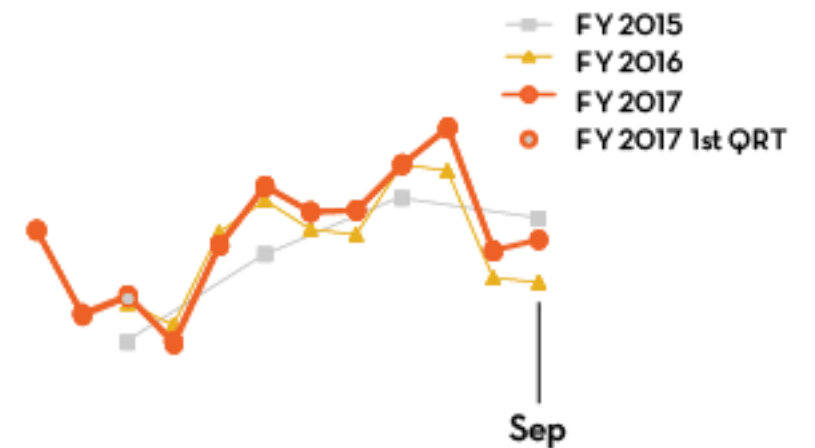
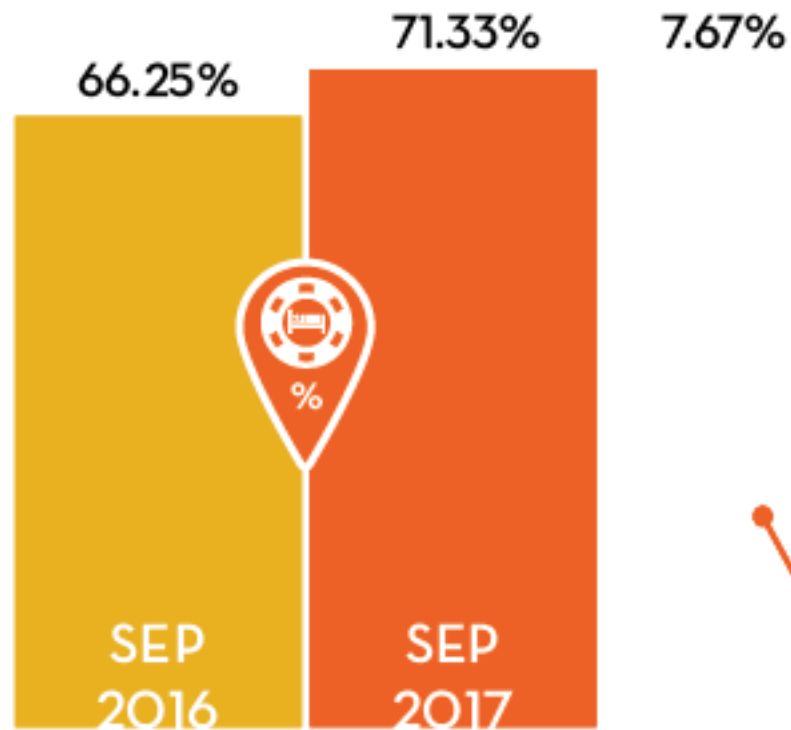
MS Gaming Commission



All Occupancy



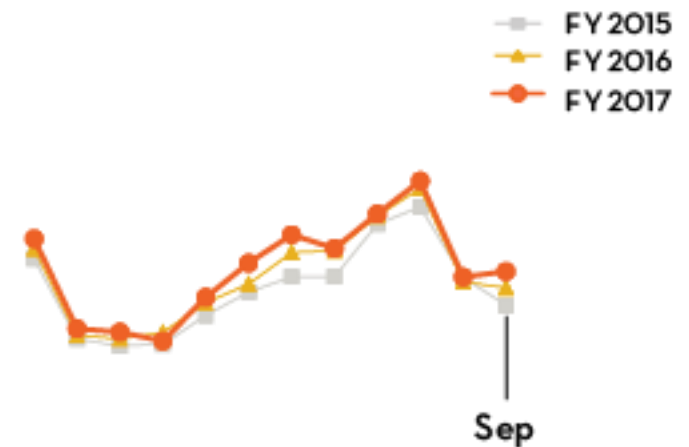
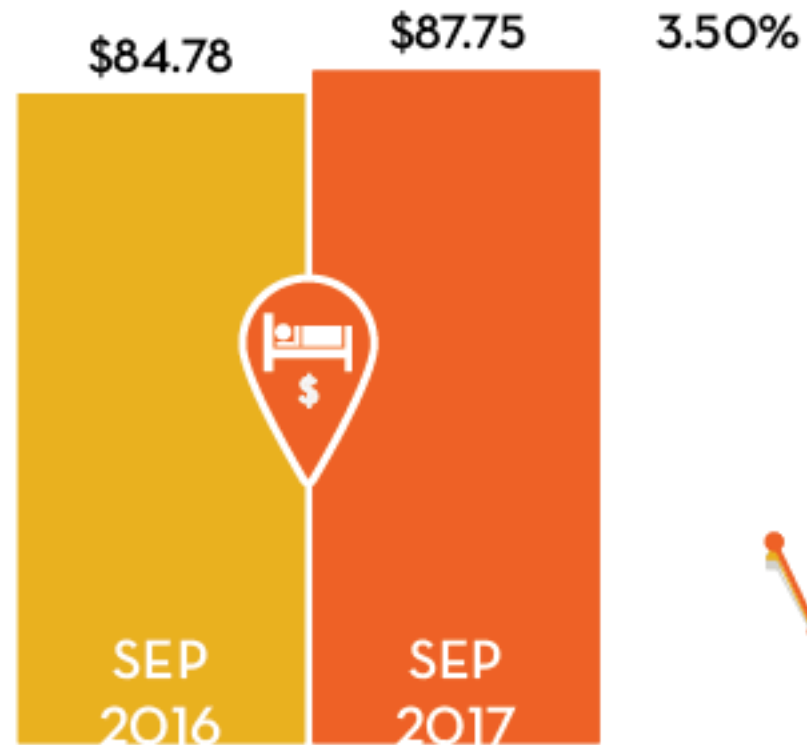
STR & MSGC



Non-Casino ADR



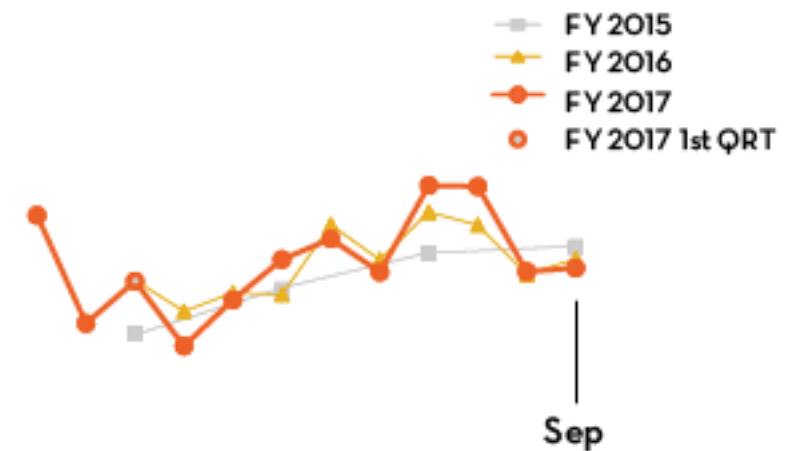
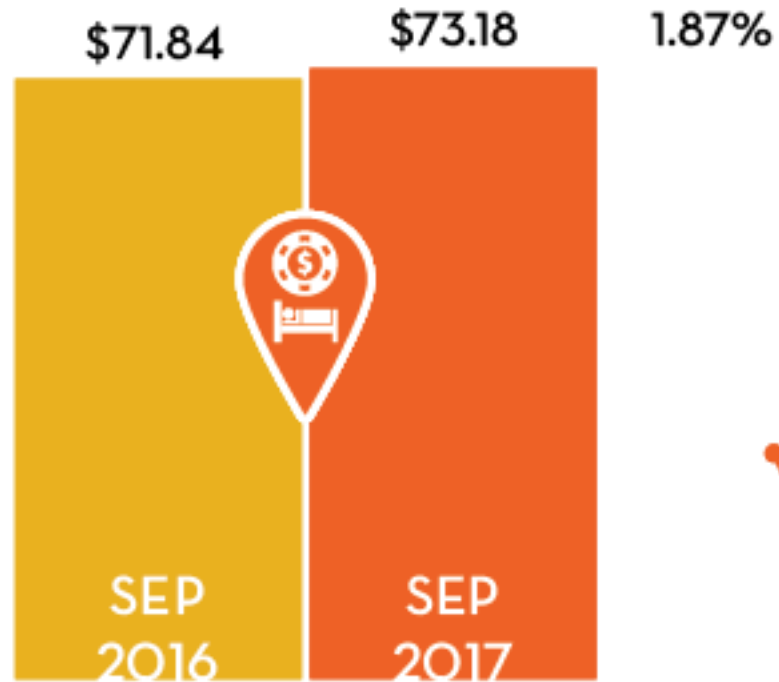
STR



Casino ADR



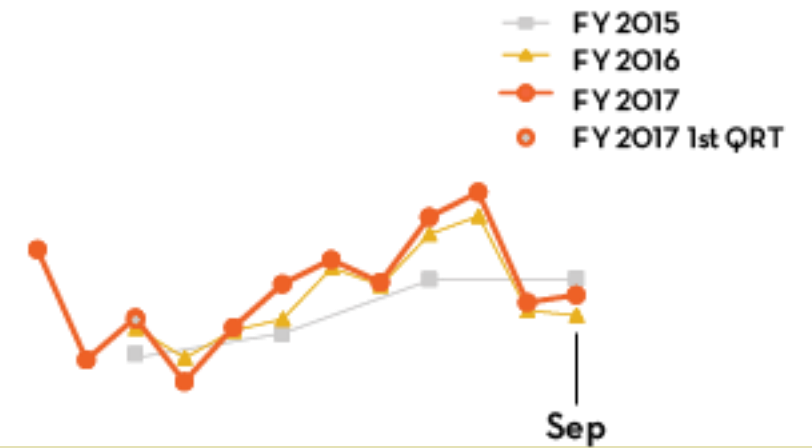
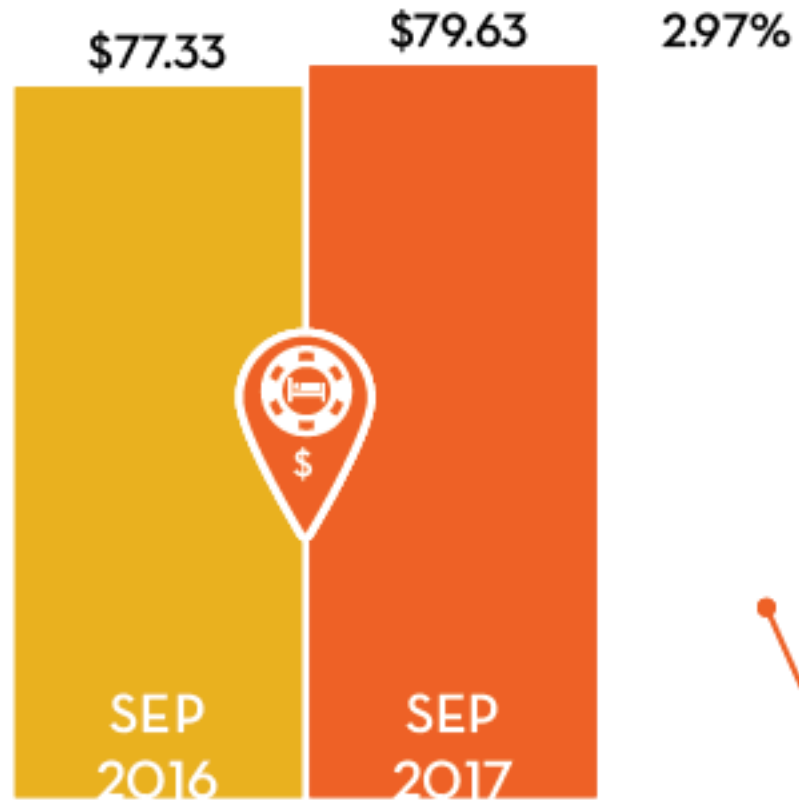
MS Gaming Commission



All ADR



STR & MSGC



Gaming Revenue

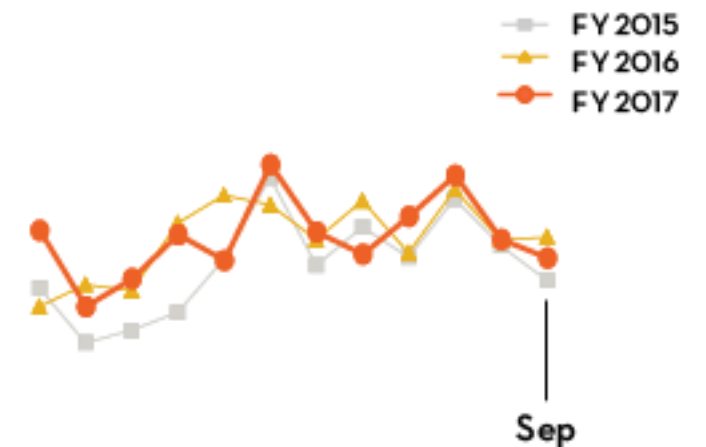


MS Gaming Commission

\$1,178,854,768 \$1,183,850,847



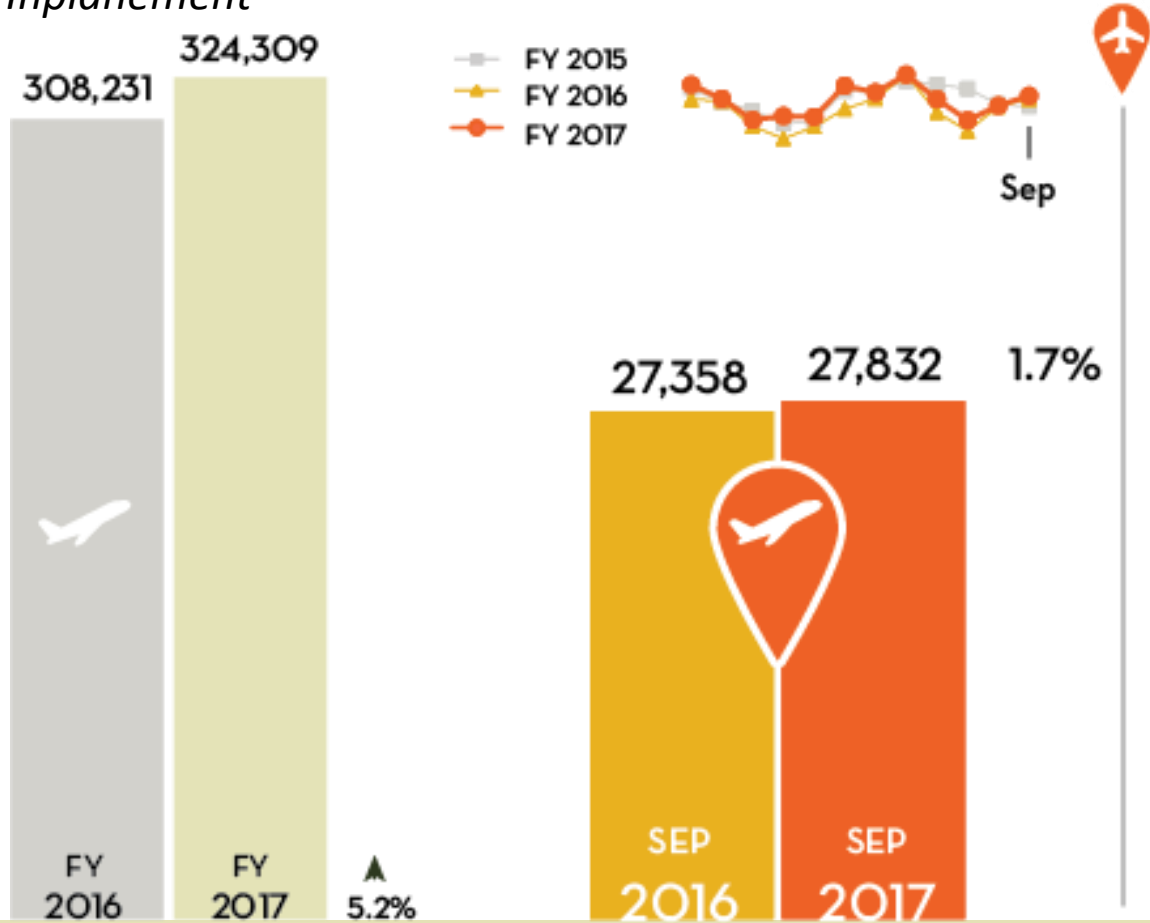
\$98,499,137 \$95,488,329 -3.1%



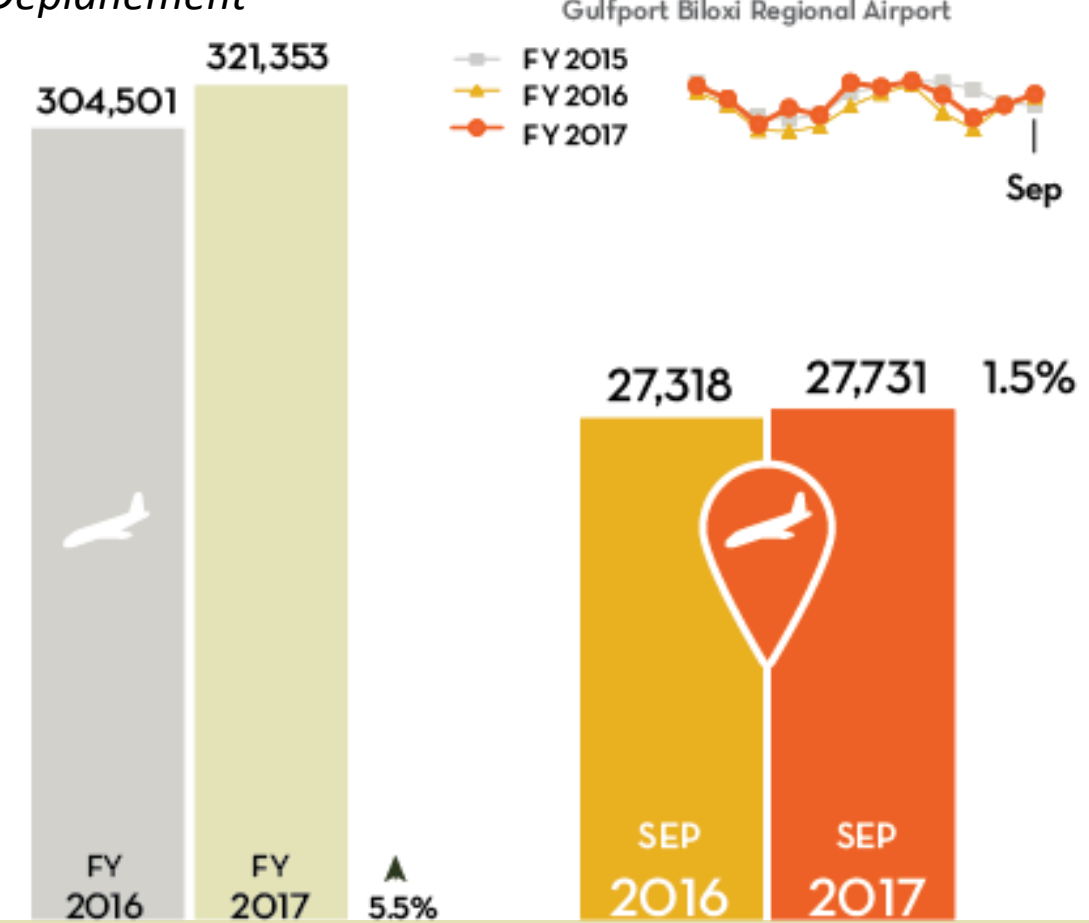
Airport



Inplanement



Deplanement

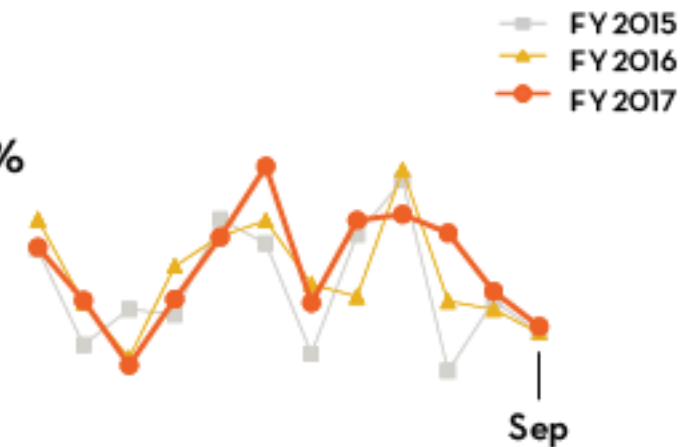


Gulfport Biloxi Regional Airport

Convention Center Revenue



MS Coast Coliseum and Convention Center

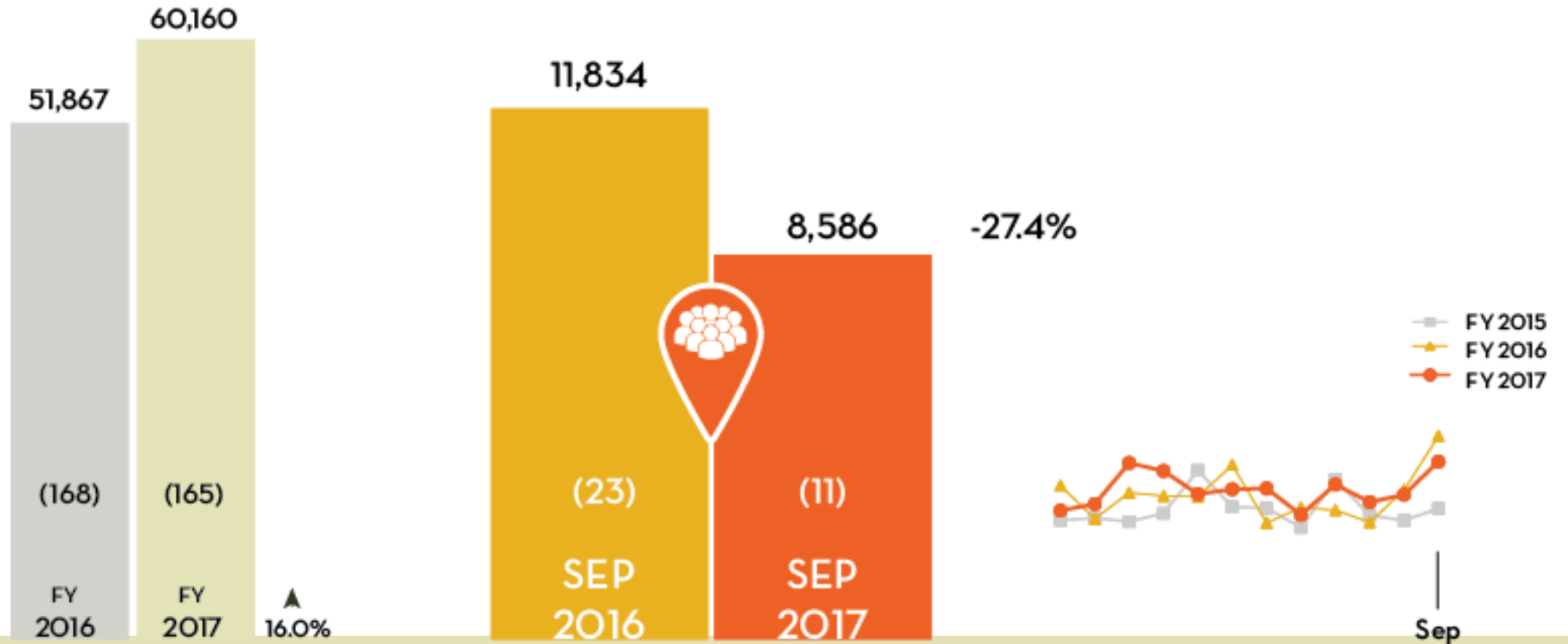


Definite Bookings



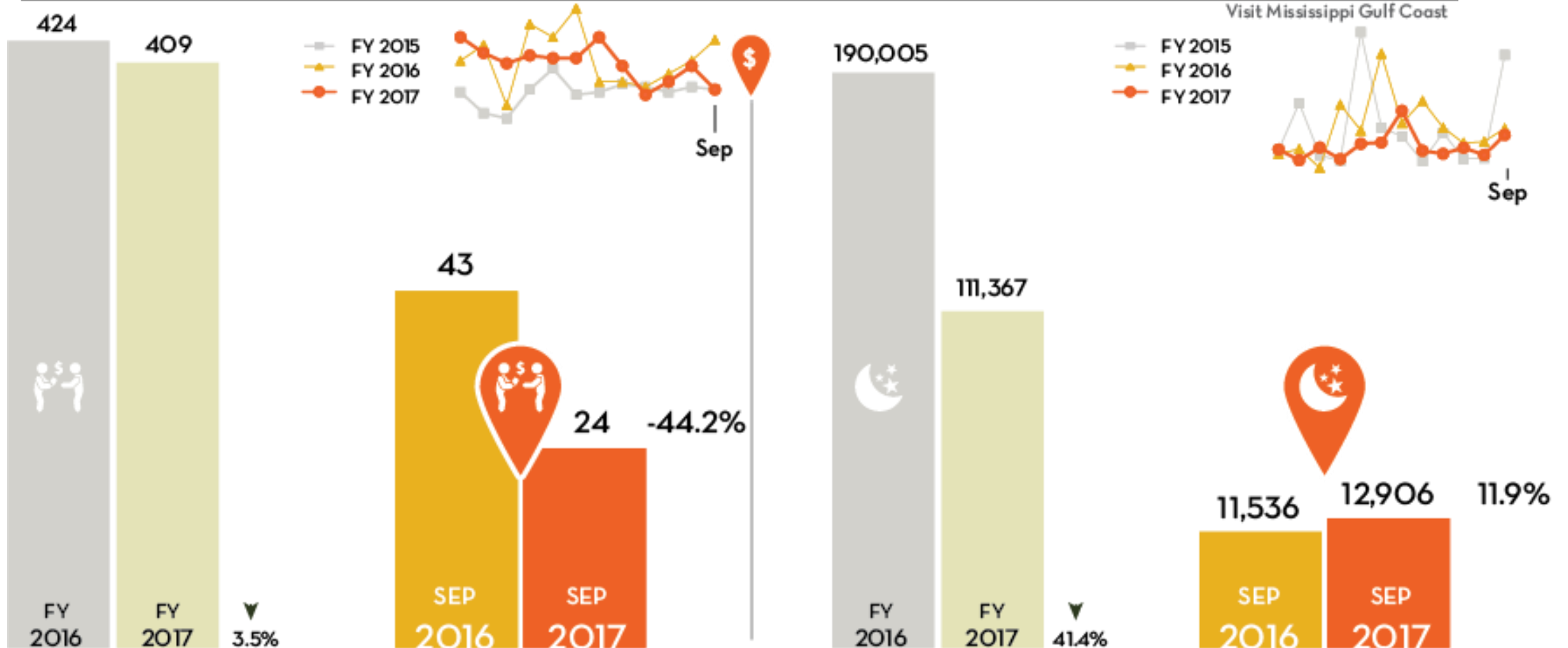
Room Nights/(Groups)

Visit Mississippi Gulf Coast





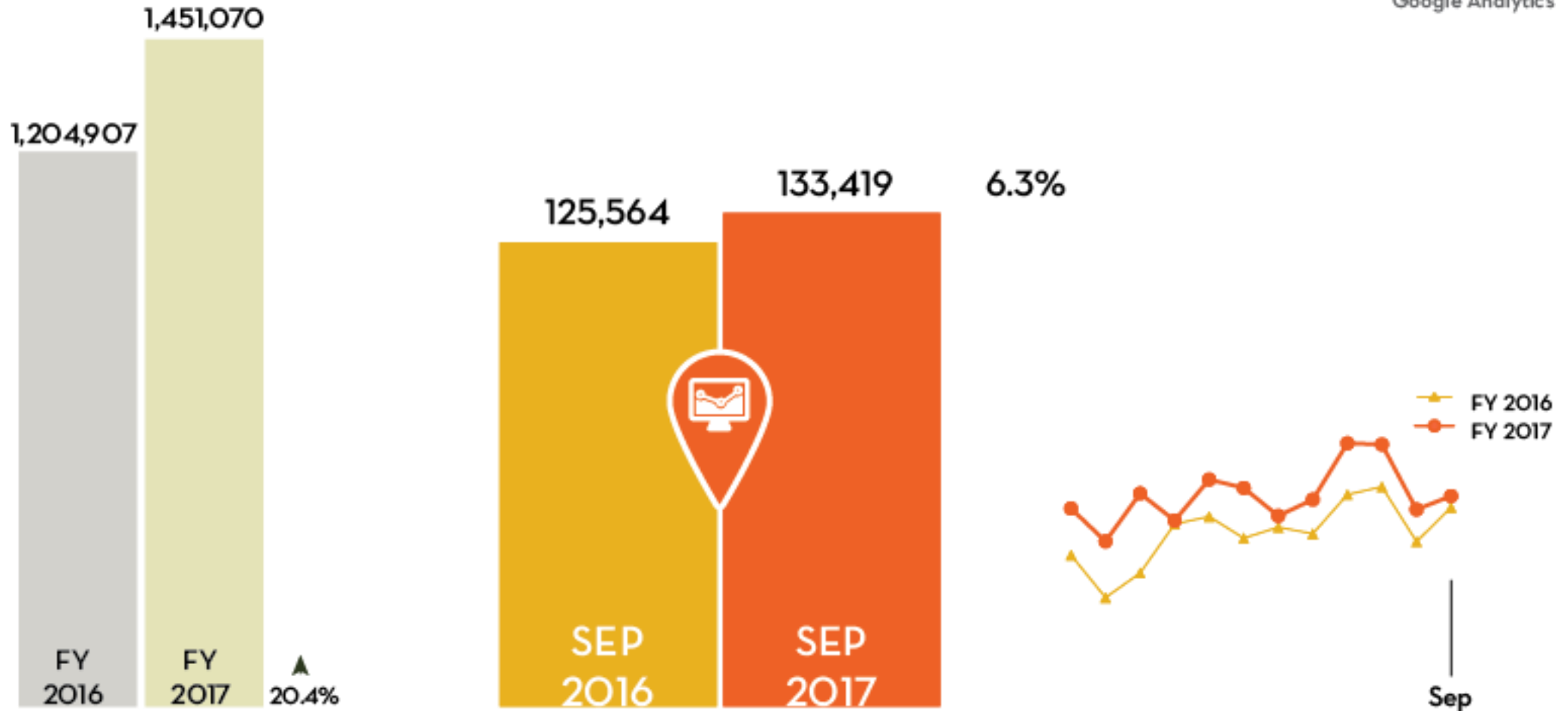
Leads Issued & Potential Room Nights



Google Analytics - Unique Visits



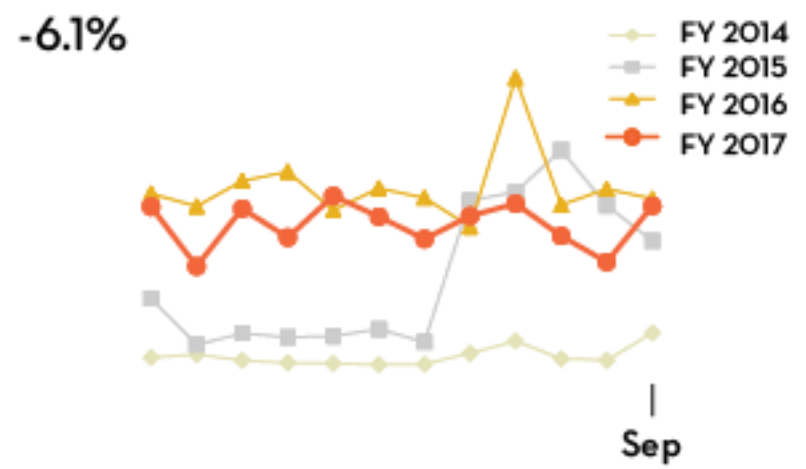
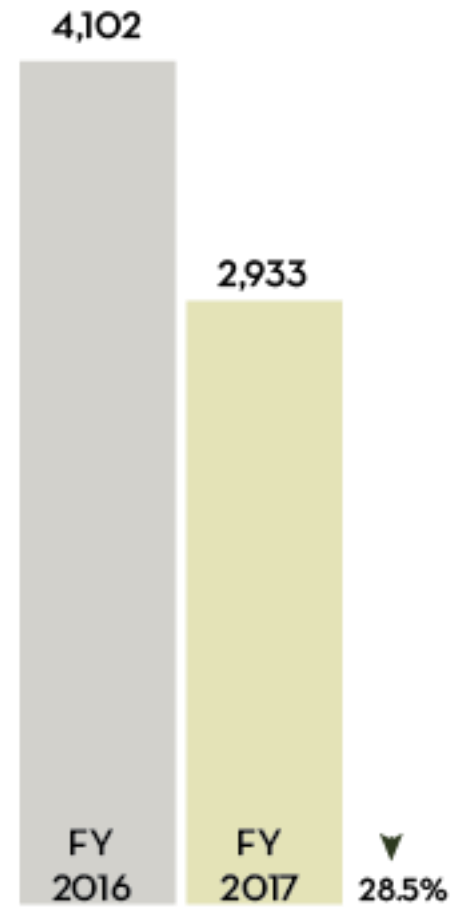
Google Analytics



Number of Articles



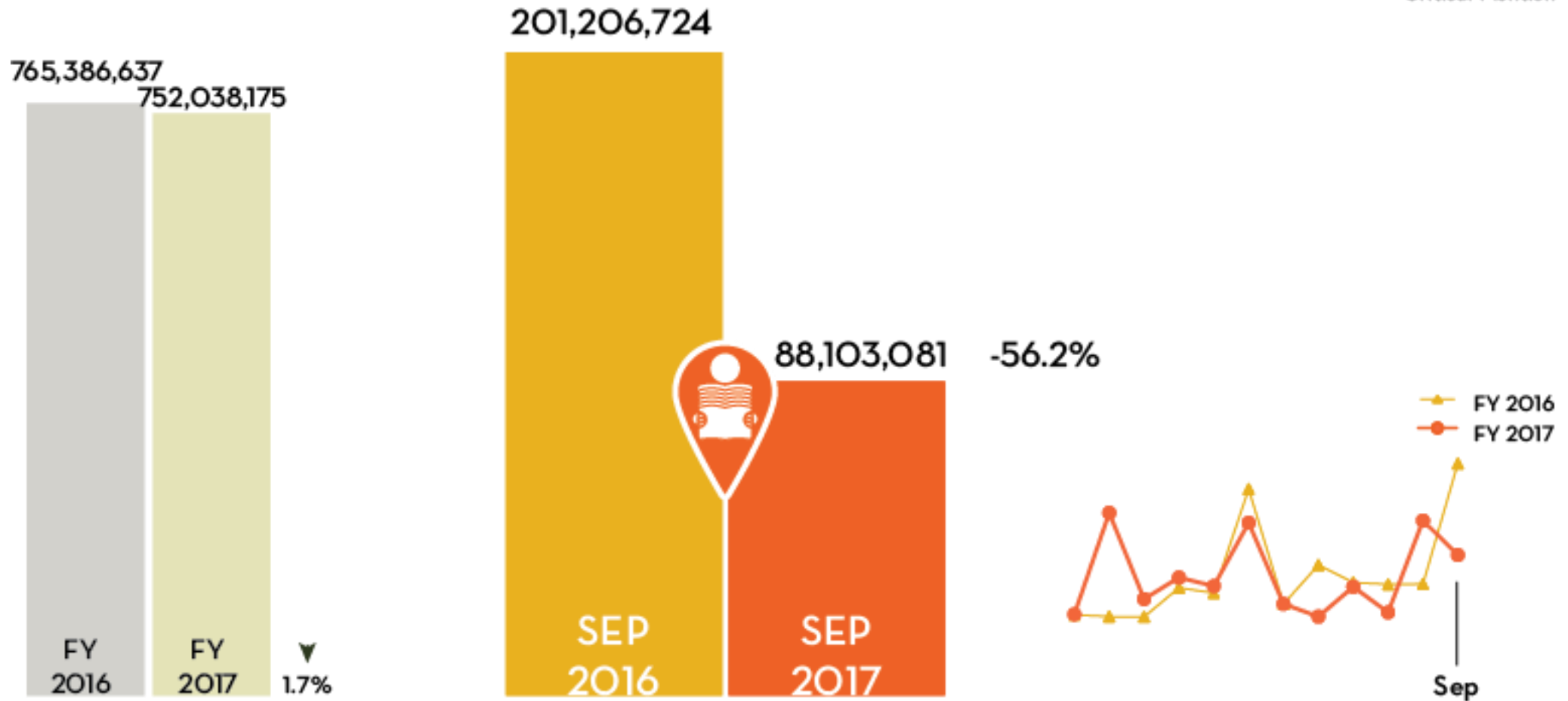
Critical Mention



Impressions



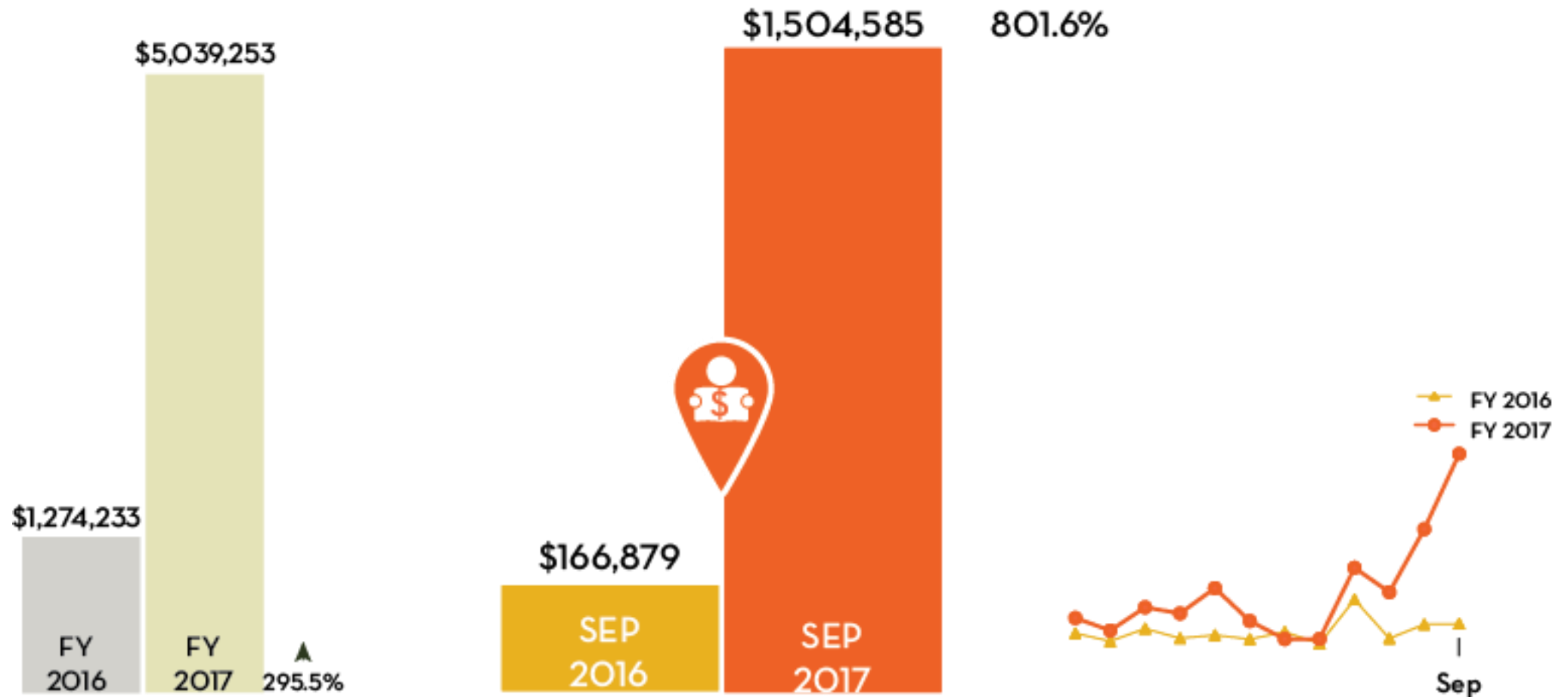
Critical Mention



Media Value



Critical Mention



The Mississippi cafe for fresh Gulf seafood on weekdays

Larry Olmsted, Special for USA TODAY Published 6:42 a.m. ET Sept. 21, 2017



The cafe inside a Gulf Coast seafood distribution center



(Photo: Larry Olmsted, for USA TODAY)

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The scene: When going out for seafood, dining on the water, especially on a coast famed for its fishing, is always a good bet. If you want to put the odds of having a great meal with the best-quality fish even more squarely in your favor, it's best to go straight to the source, and Rosetti's Old Biloxi Café hits all these high notes in Mississippi. It is a very casual eatery located within the large retail and distribution headquarters of Quality Poultry &

10 Budget-Friendly Girlfriend Getaways for Fall



Perri Ormont Blumberg

Ocean Springs, Mississippi

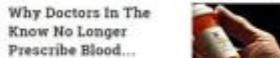
Kick off vacation with your dearest pals by clinking milkshakes at the delightfully retro [Lovelace Drugstore and Soda Fountain](#). Then, continue exploring the historic downtown area ([Miner's Doll & Toy Store](#) is a must-stop for picking up a surprise for the kids back at home), or lounge beachside at the [Gulf Islands National Seashore](#). For bigger groups, you may want to consider a beachfront picnic by [Eat Drink Love Catering](#) (BYOB!). Our favorite venues for counting sheep? [Cottages of Rosetti Park](#), where rates as low as \$89 will get you a night's stay, free bike rentals, and an outdoor fireplace and grill. Or check out [Front Beach Cottages](#) with beautifully decorated homes that are a quick walk to the white sands of Ocean Springs Front Beach; rates start at \$135 per evening (free use of beach cruiser bikes, paddleboards, and kayaks included).

MEDIA COVERAGE

How One Coastal Mississippi City Is Helping Its Texas Neighbor After Harvey



You May Like [by Outbrain](#)



Gulfport, Mississippi is helping the small town of Rockport, Texas in a big way. Together, the City of Gulfport, the Gulfport Police Department, and the Gulfport Fire Department are partnering with Rockport, Texas to provide support for the town. The small coastal community of around 10,600 residents was the point of landfall for Hurricane Harvey—and many homes were destroyed or severely damaged.

Gulf Coast

The Mississippi Gulf Coast is a blend of charming oak-lined streets and luxury casino resorts. The area features 26 miles of beaches, barrier islands and waterways ideal for water sports.

Hotel rooms: 15,000

Major facilities: Gulfport Sportsplex covers 250 acres and includes nine terraced ball fields with hybrid sand-based turf and four international-size soccer fields. American Star Field at MGM Park is a 6,000-plus-seat Minor League ballpark. Ocean Springs Sports Complex consists of four softball fields, five baseball fields, four soccer fields and two football fields. A.J. Holloway Sports Complex is a 68-acre site featuring three soccer fields, four softball fields, an adult baseball field, Little League fields and eight tennis courts.

Convention center: The Mississippi Coast Coliseum & Convention Center offers more than 400,000 square feet of space. Past events include the National Veterans Golden Age Games, the Mississippi Gulf Coast Open and the Mississippi State



MUST SEE:

Ship Island

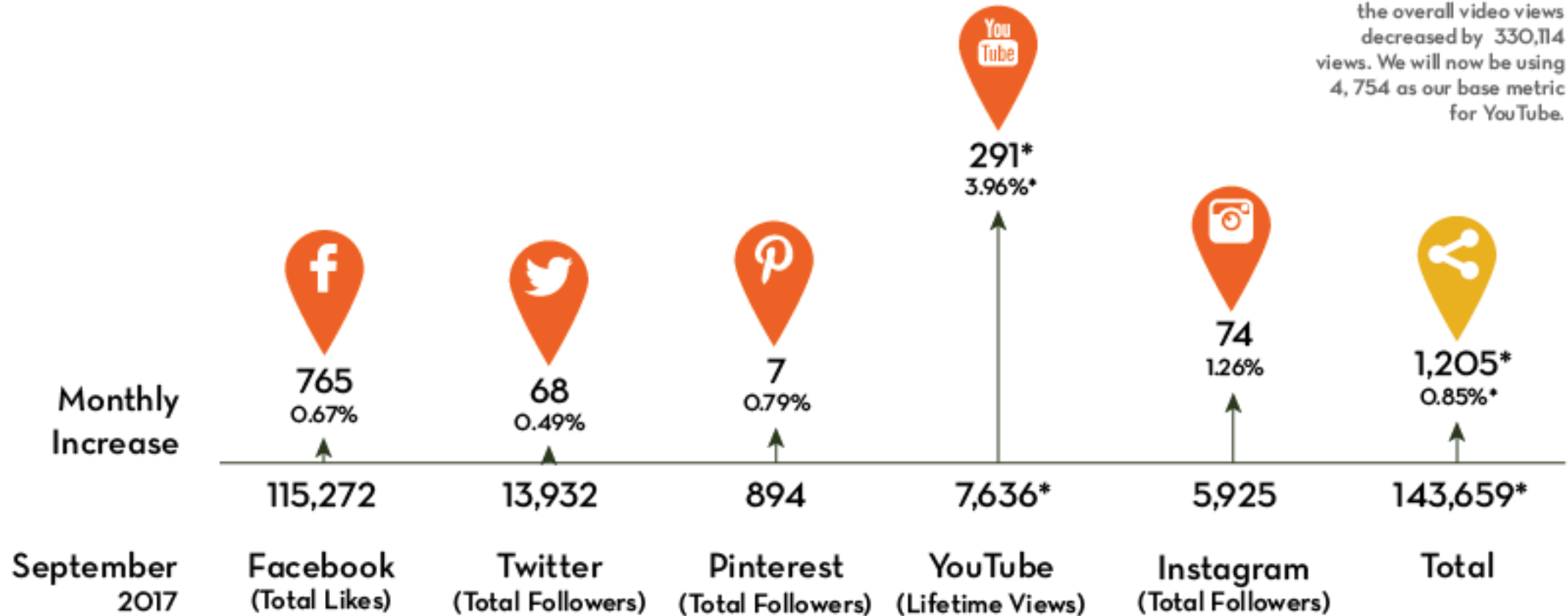
The Mississippi Gulf Coast features Ship Island, part of the Gulf Islands National Seashore. A public ferry transports visitors to enjoy the pristine and protected beaches. While there, be sure to take a tour of Fort Massachusetts, which was built following the War of 1812 and was used until 1903. Photo courtesy of DeltaResort.com

MEDIA COVERAGE

Social Media Metrics



*After deleting roughly 150 outdated videos from the VMGC YouTube Channel, the overall video views decreased by 330,114 views. We will now be using 4,754 as our base metric for YouTube.



Visit Mississippi Gulf Coast
Published by [Tori Ward](#) [?] · September 15 at 7:15pm · 🌐

Did you know that Margaritaville Resort Biloxi has 3 restaurants, a lazy river, and a 55,000-square-foot entertainment center?! #MSCoastLife



The Margaritaville Resort In Biloxi, Mississippi
Want to visit the Caribbean but don't want to pay for airfare? Head to the Margaritaville Resort in Biloxi, Mississippi.
BLOGLOVIN.COM

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Boost this post for \$20 to reach up to 4,900 people.

14,059 people reached **Boost Post**

👍❤️👏 240 10 Comments 77 Shares

14,059 People Reached

468 Reactions, Comments & Shares

341 Like	221 On Post	120 On Shares
28 Love	15 On Post	13 On Shares
1 Haha	0 On Post	1 On Shares
5 Wow	4 On Post	1 On Shares
18 Comments	11 On Post	7 On Shares
77 Shares	77 On Post	0 On Shares

850 Post Clicks

0 Photo Views	403 Link Clicks	447 Other Clicks
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NEC


16 R

0 R

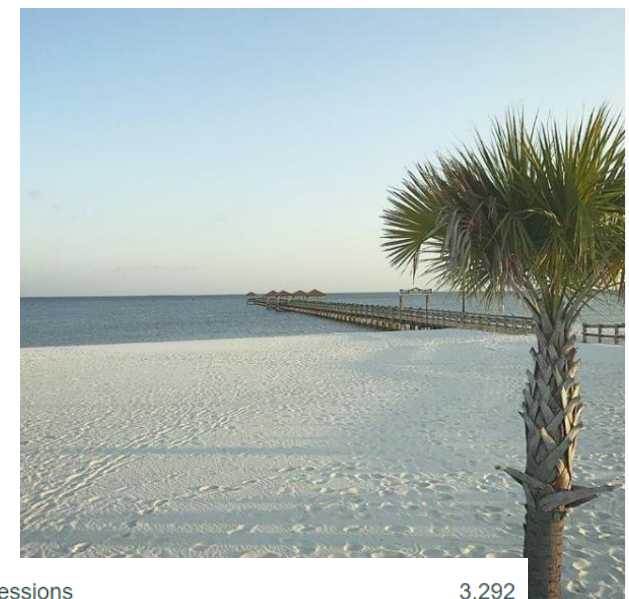
Ref



Visit MS Gulf Coast @VisitMSCoast
Early morning on the docks! #MSCoastLife
📷: [Jim Howton](#) pic.twitter.com/NFTJCWkQ9F

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

Get started



Impressions	3,292
Total engagements	66
Likes	29
Media engagements	22
Retweets	7
Detail expands	3
Profile clicks	3
Link clicks	1
Hashtag clicks	1

visitmscoast
Gulfport, Mississippi **Following**

visitmscoast Here on the Coast, beach days don't end when fall begins! 🌞🌴 #MSCoastLife 📷: @mwalkerm

visitmscoast #VisitMS #Mississippi #instatravel #travelgram #SouthMississippi #DiscoverMississippi #SETourism #TravelSouth #MississippiLife #CoastalLiving #MySouthernLiving #OnlyInMississippi #GulfportMS

coloradomtn_girl I miss that! 🌞🌴

mwalkerm Fall is my favorite time of year to be on the MS Gulf Coast. Thanks for using my photo to show others the beauty that's there!

visitmscoast @mwalkerm It's definitely beautiful this time of year! Thank you for allowing us to share your photo! 😊

[linda.belvroy](#) Next week I will visit again

❤️ 💬

385 likes
7 DAYS AGO

Add a comment... ⋮

SOCIAL MEDIA

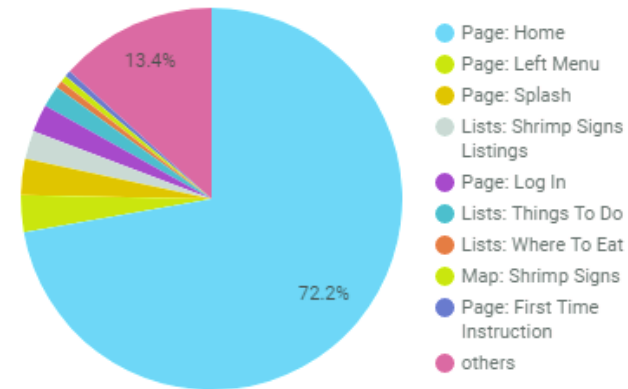


MY GULF COAST METRICS

SEPTEMBER

Total Users	2,640
New users	232
Sessions	11,665
Sessions per user	13.8
Avg. session duration	00.00:53
New iOS users	137 (59.1%)
New Android users	95 (40.9%)

Most Popular Screens
Total Screens by Screen Name



Geographic Usage
Sessions by Country

