



Visit Mississippi Gulf Coast

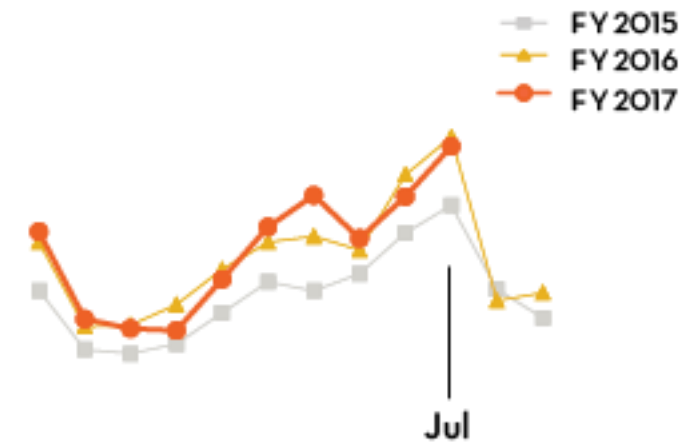
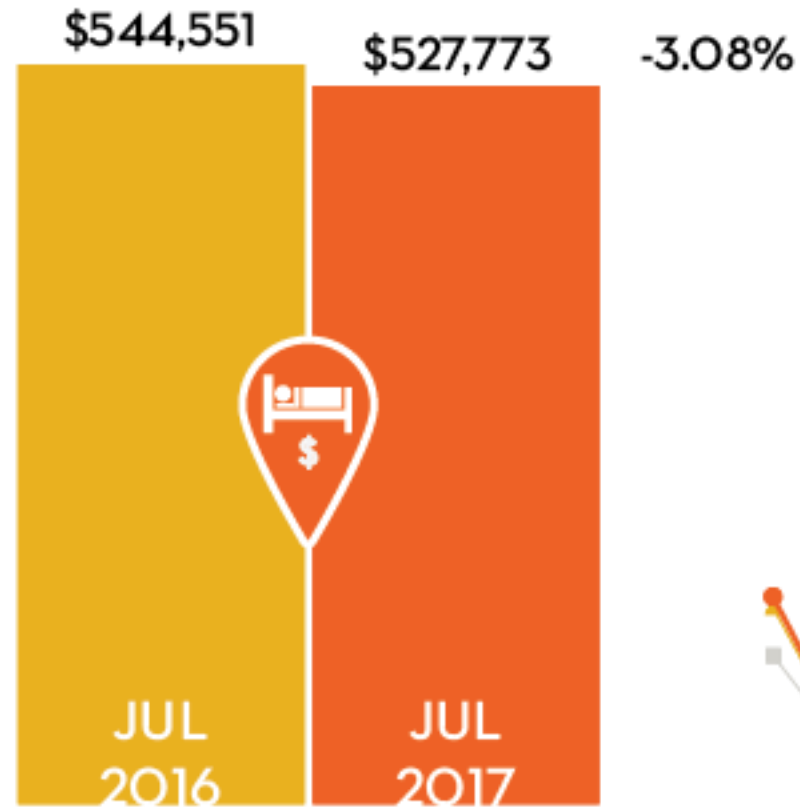
KEY PERFORMANCE INDICATORS

SEPTEMBER 2017

Occupancy Tax Receipts



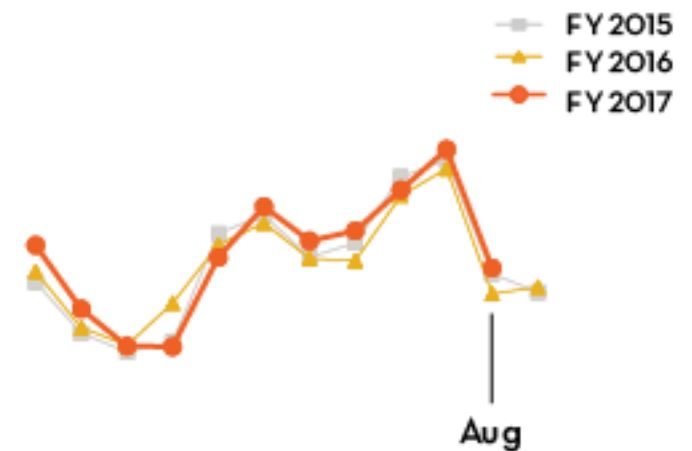
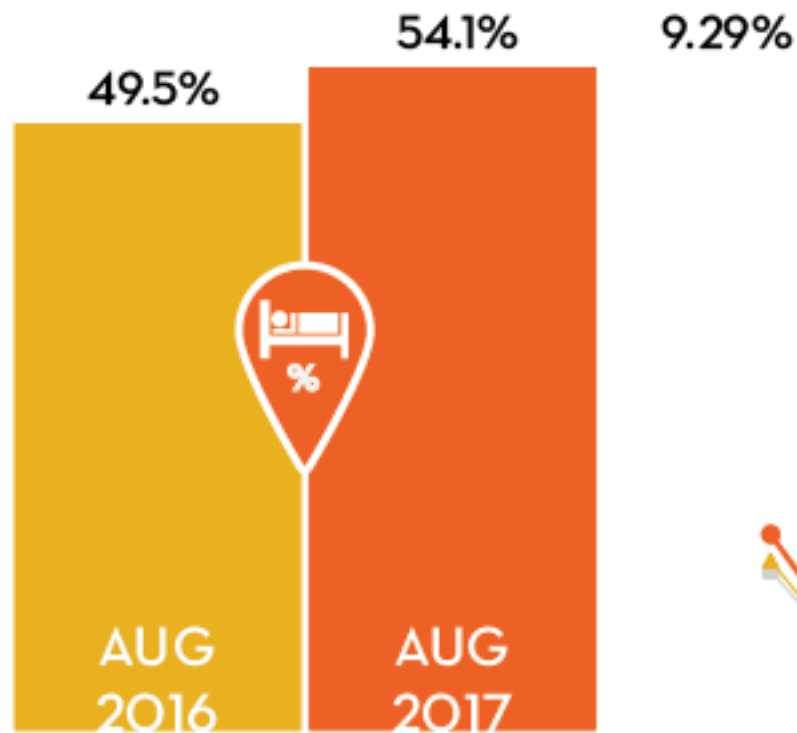
MS Department of Revenue



Non-Casino Occupancy



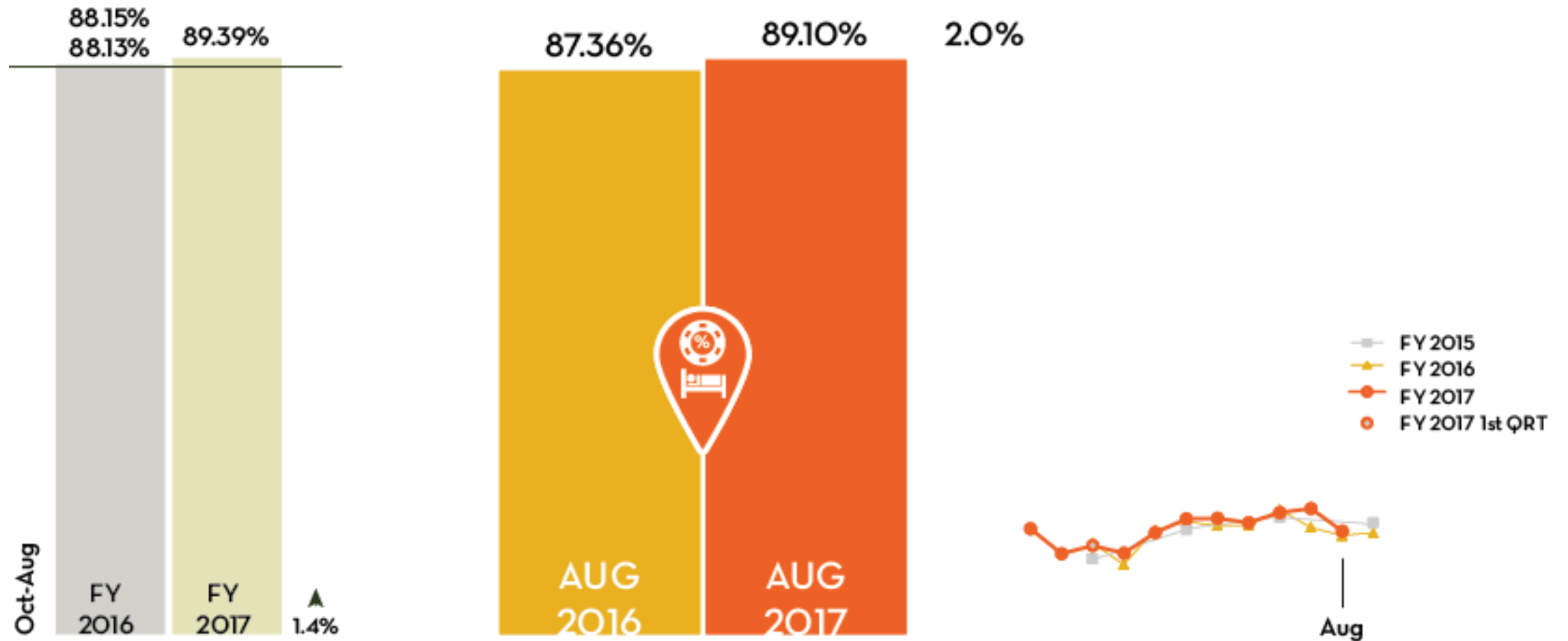
STR



Casino Occupancy



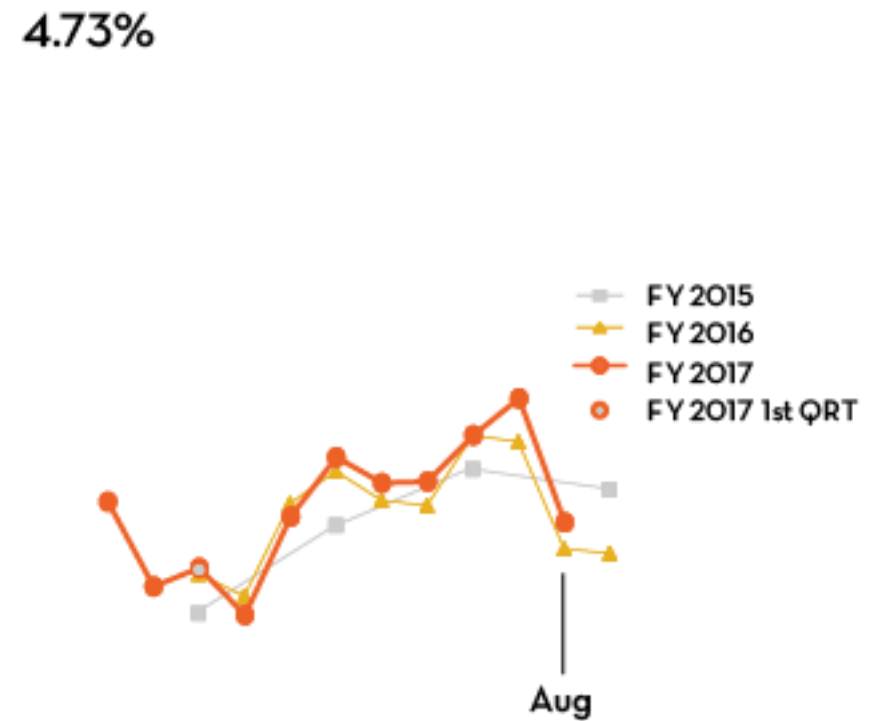
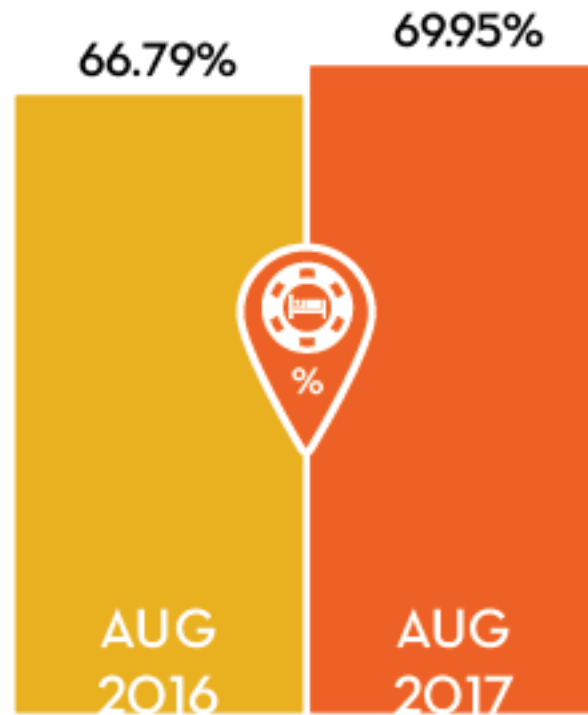
MS Gaming Commission



All Occupancy



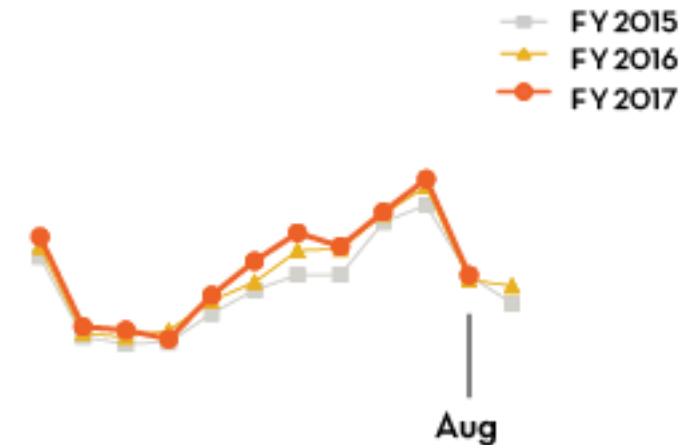
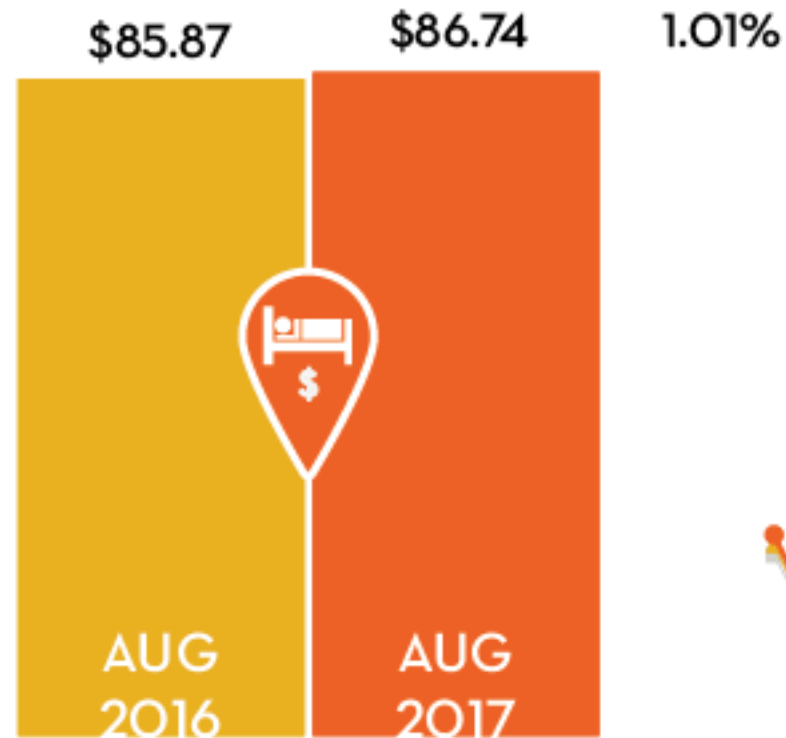
STR & MSGC



Non-Casino ADR



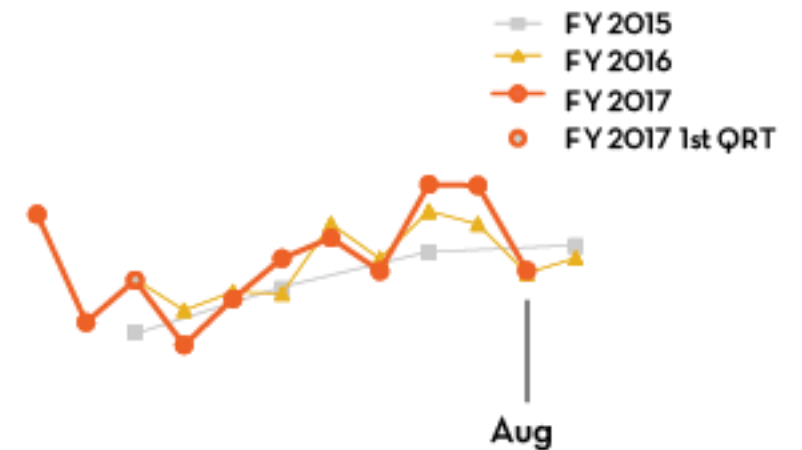
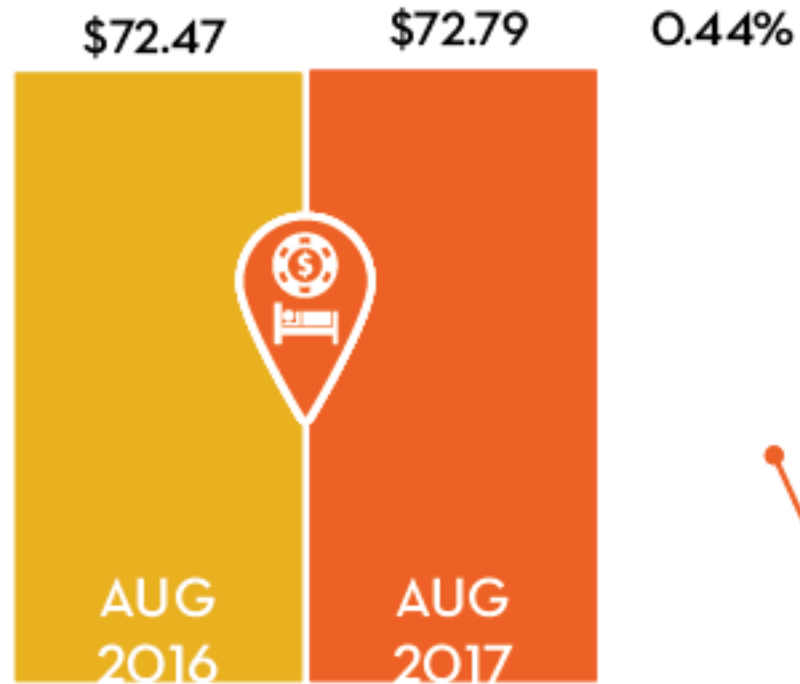
STR



Casino ADR



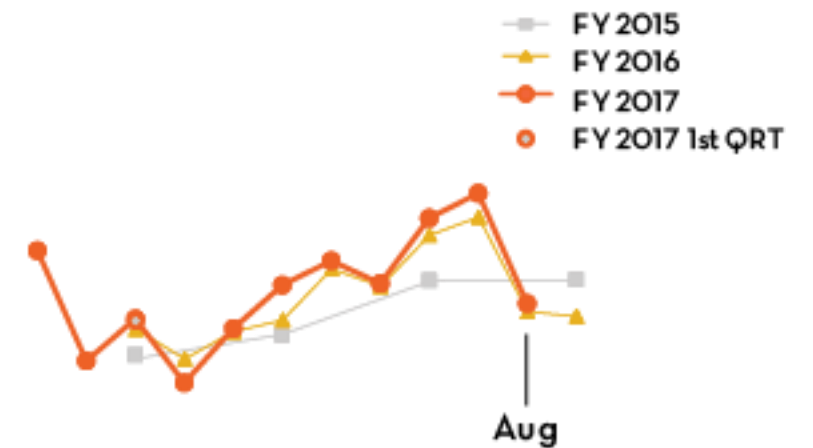
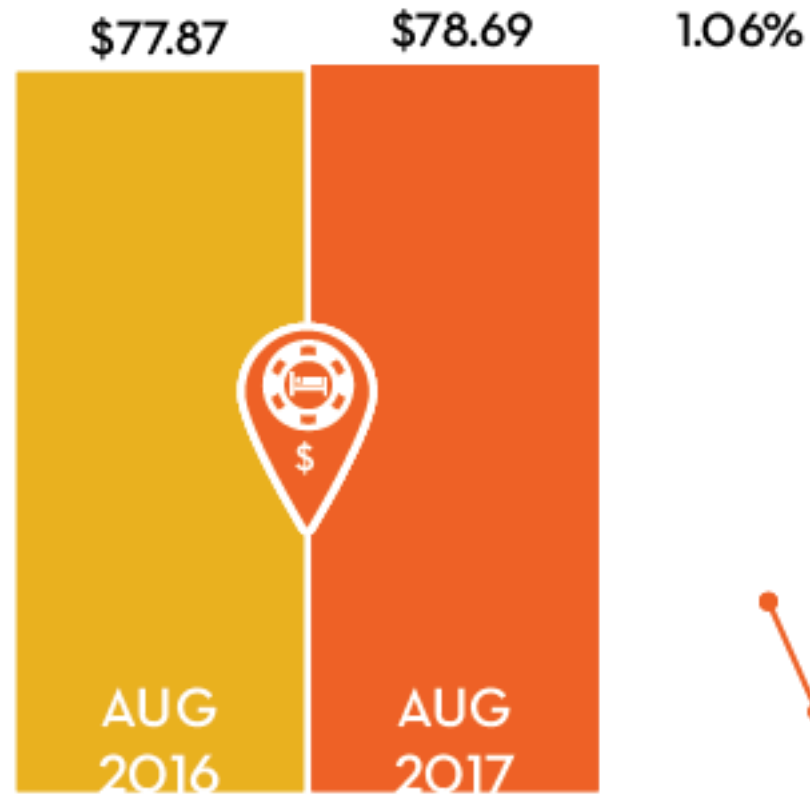
MS Gaming Commission



All ADR



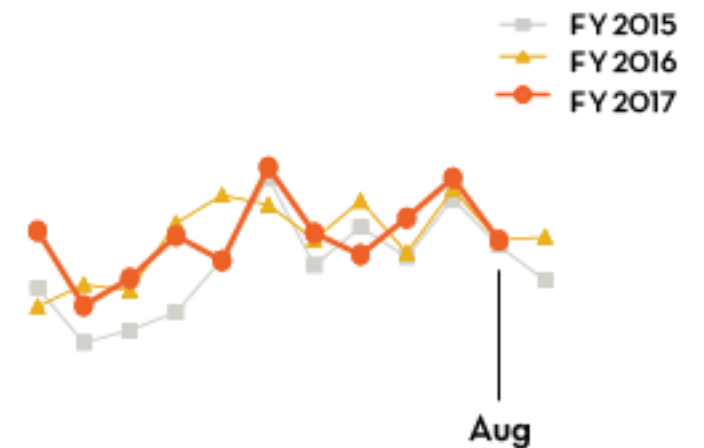
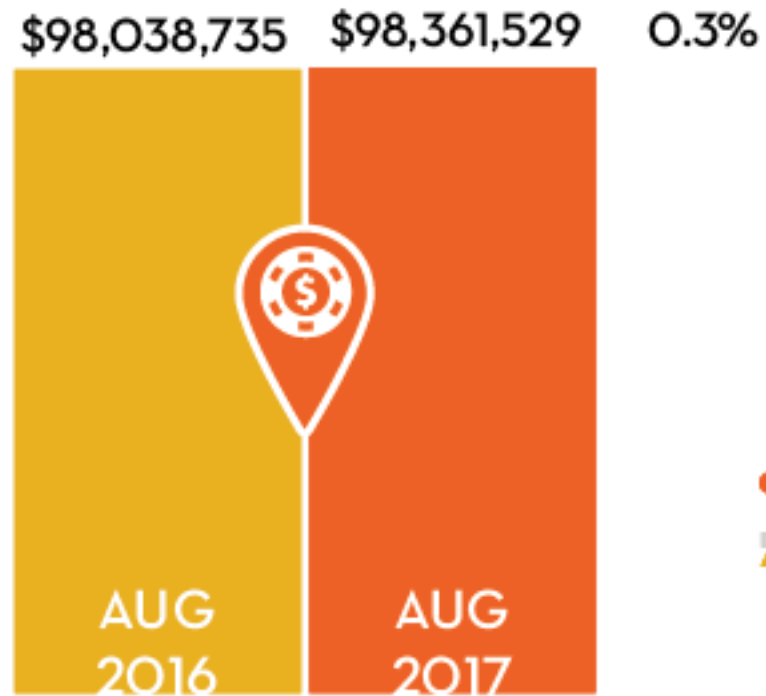
STR & MSGC



Gaming Revenue



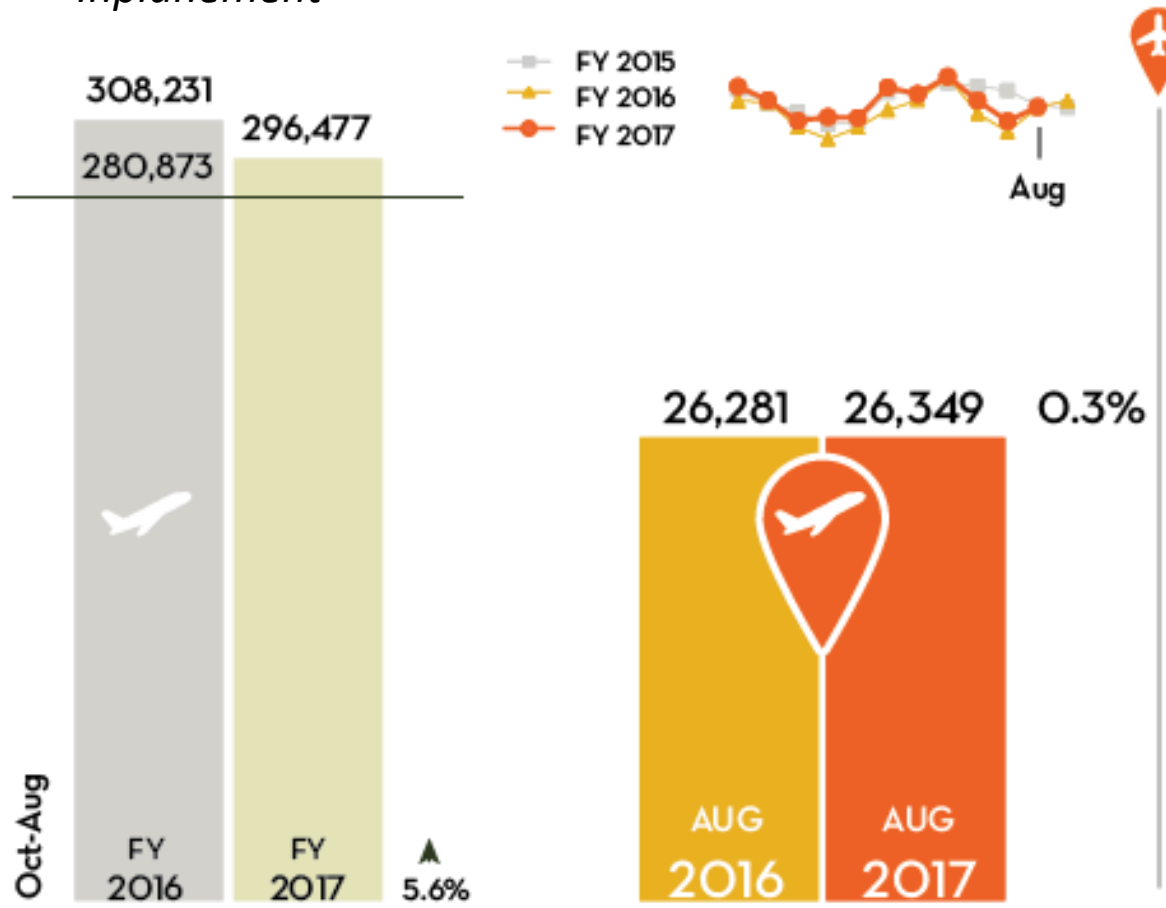
MS Gaming Commission



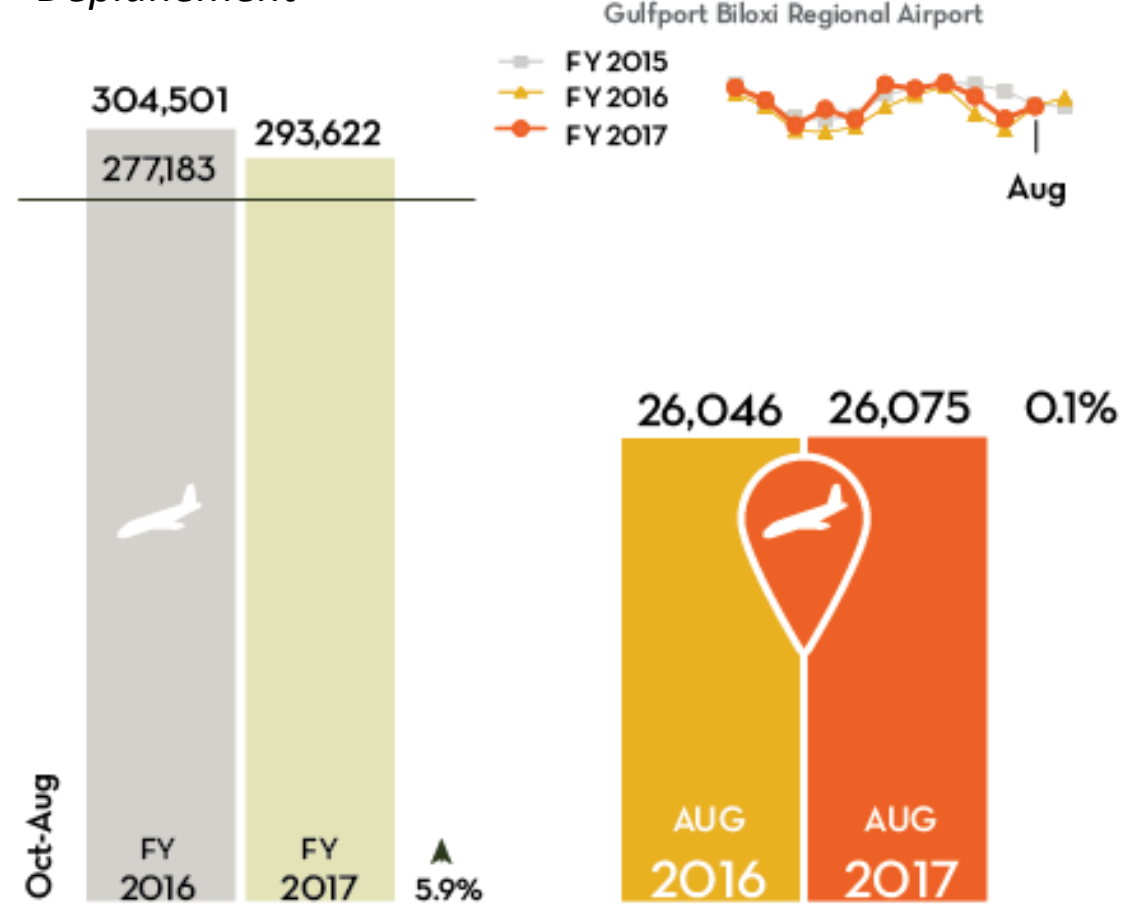
Airport



Inplanement



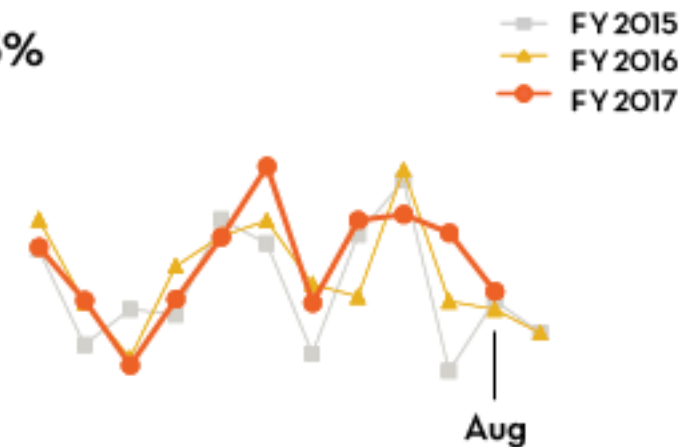
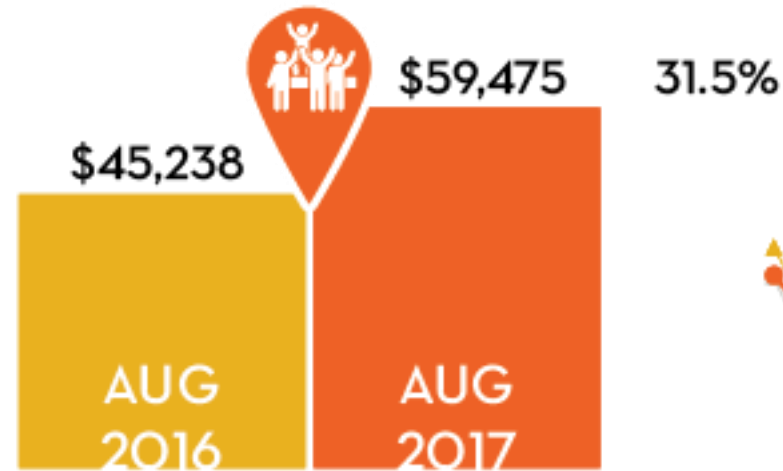
Deplanement



Convention Center Revenue



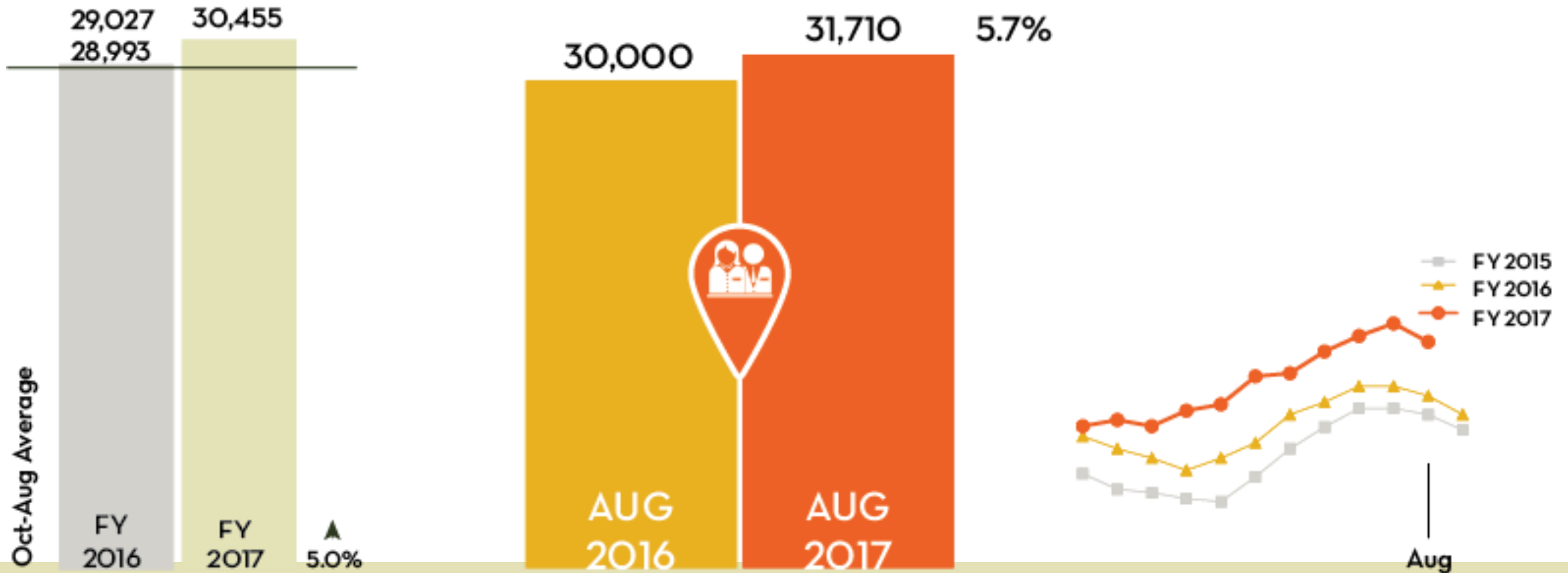
MS Coast Coliseum and Convention Center



Leisure & Hospitality Jobs



MS Dept of Employment Security

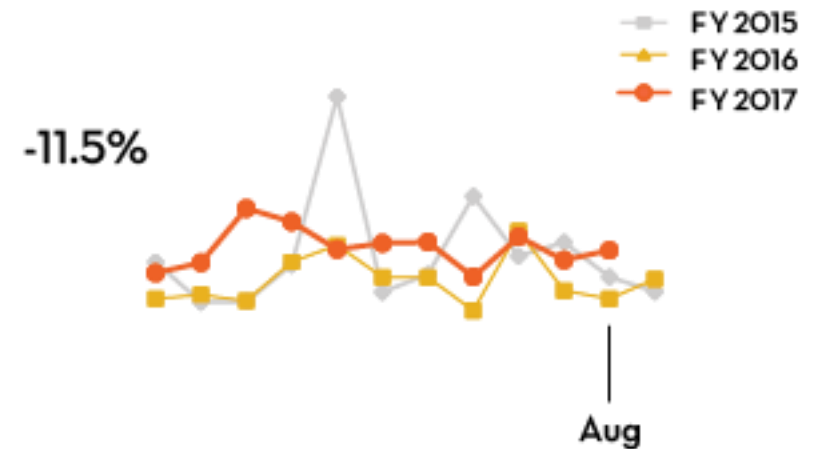
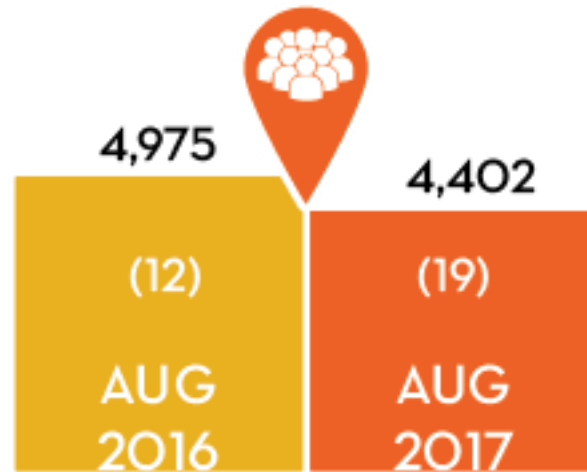
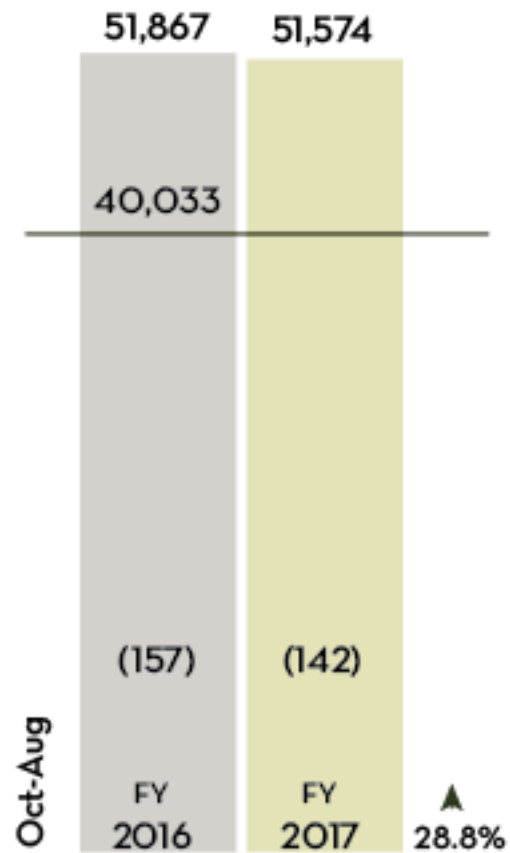


Definite Bookings

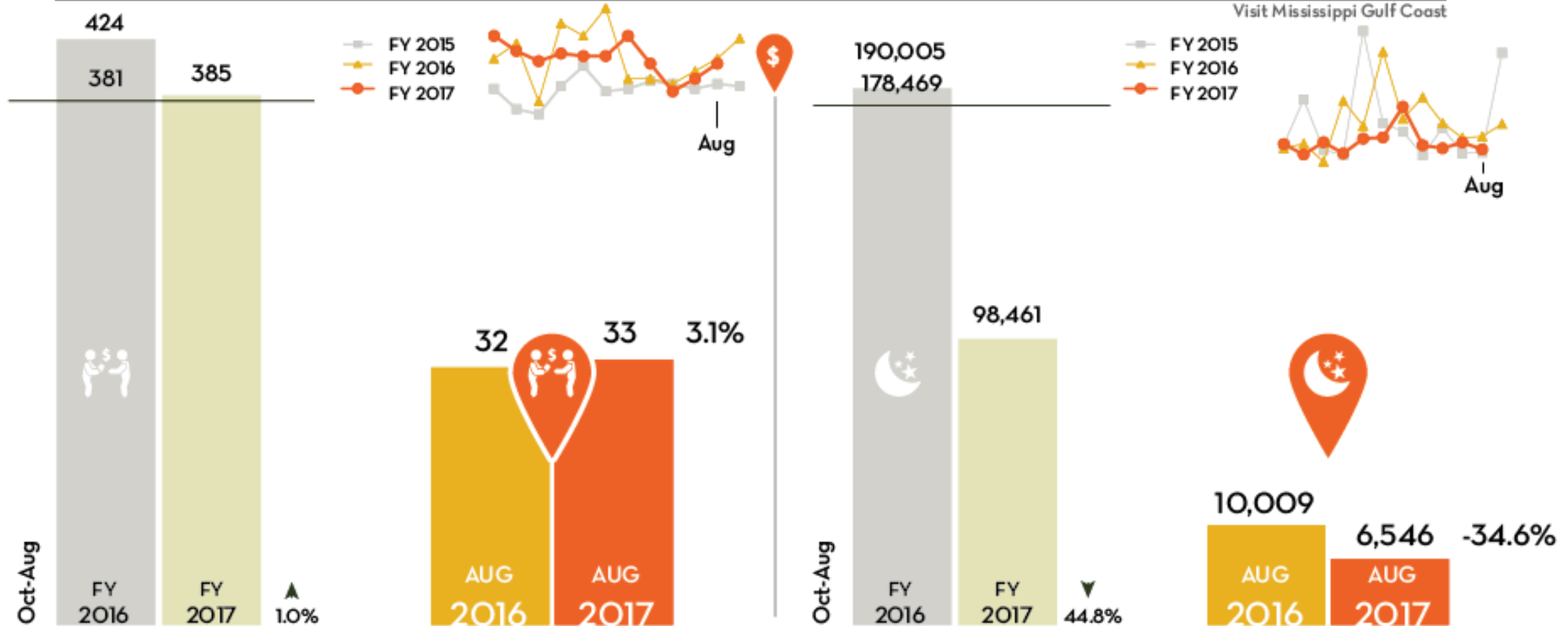


Room Nights/(Groups)

Visit Mississippi Gulf Coast



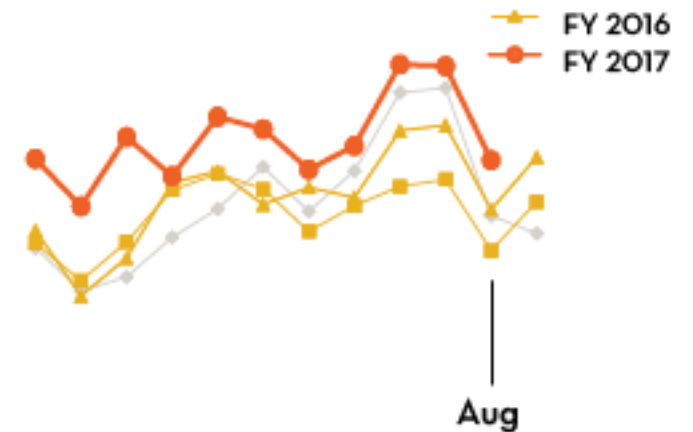
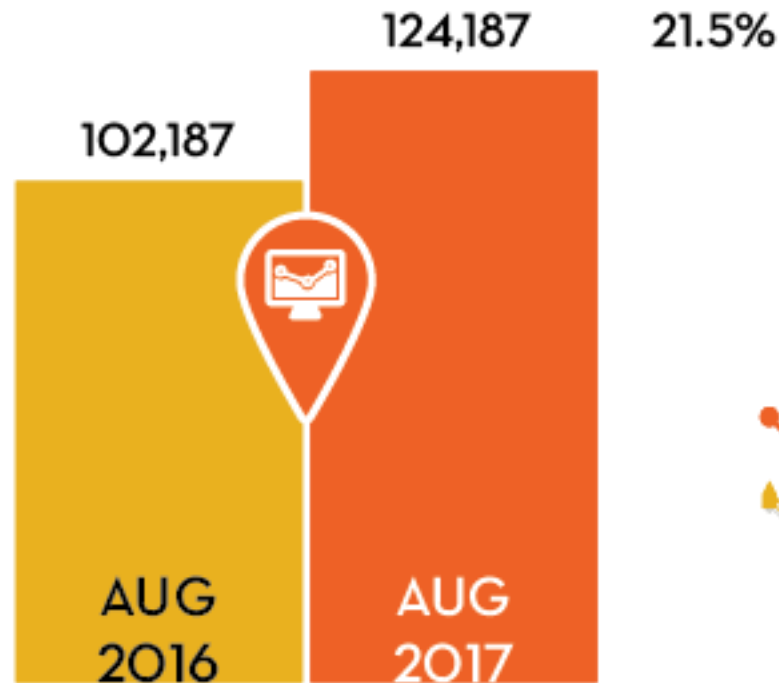
Leads Issued & Potential Room Nights



Google Analytics - Unique Visits



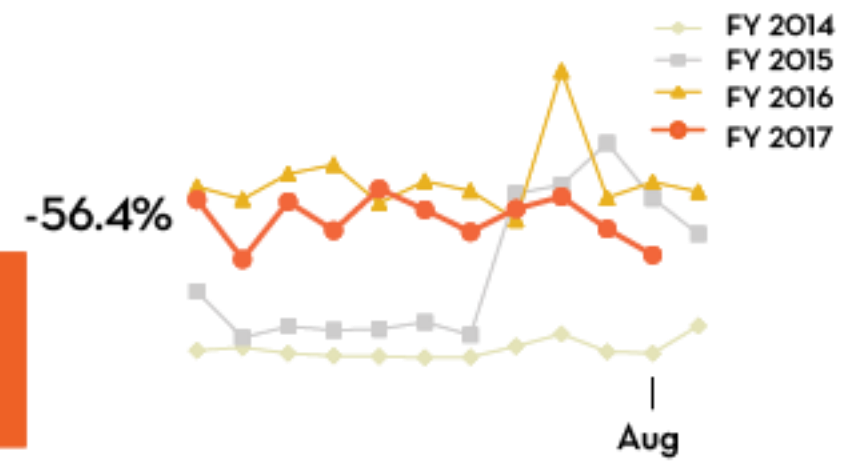
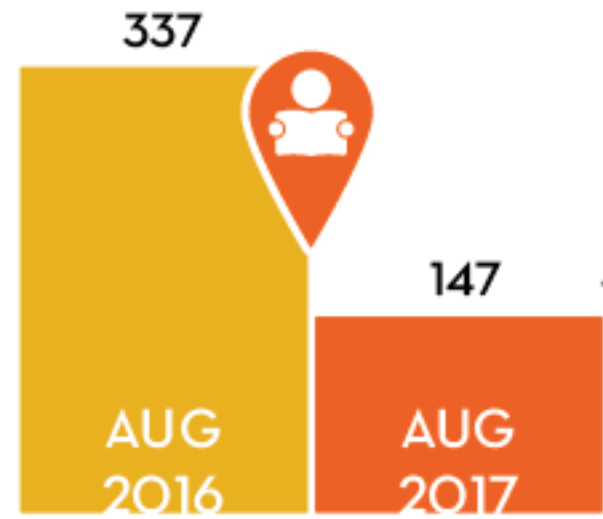
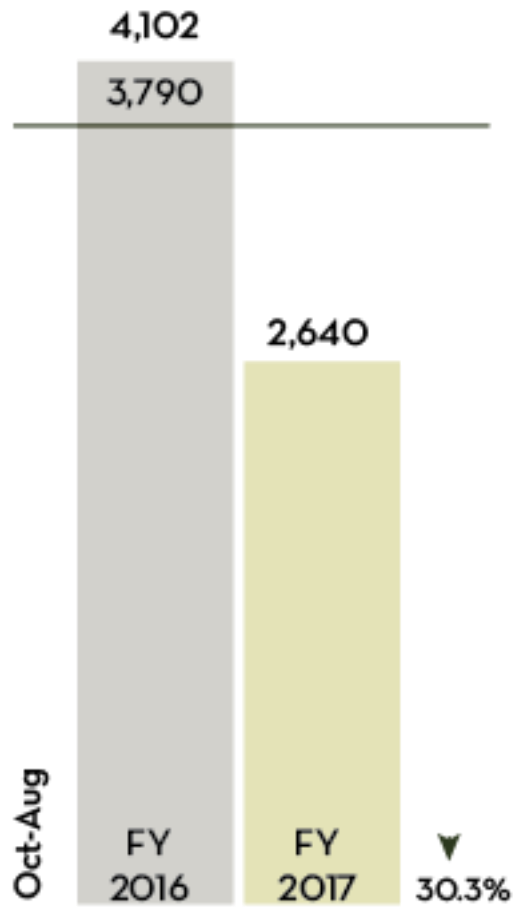
Google Analytics



Number of Articles



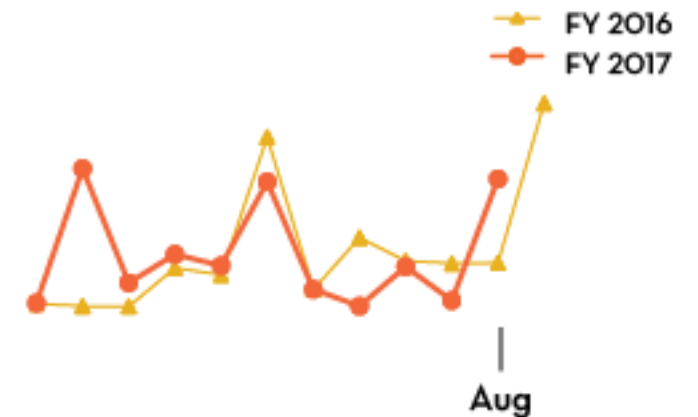
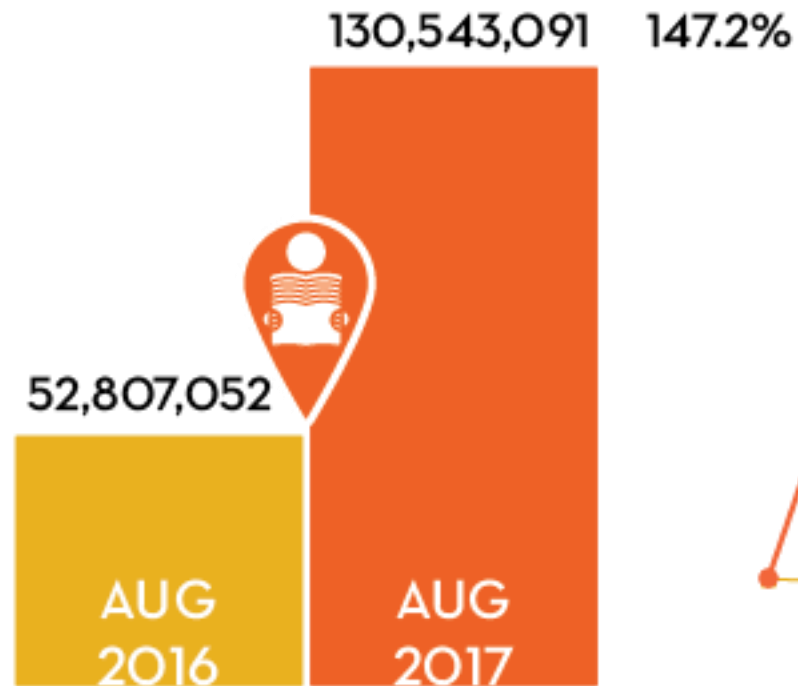
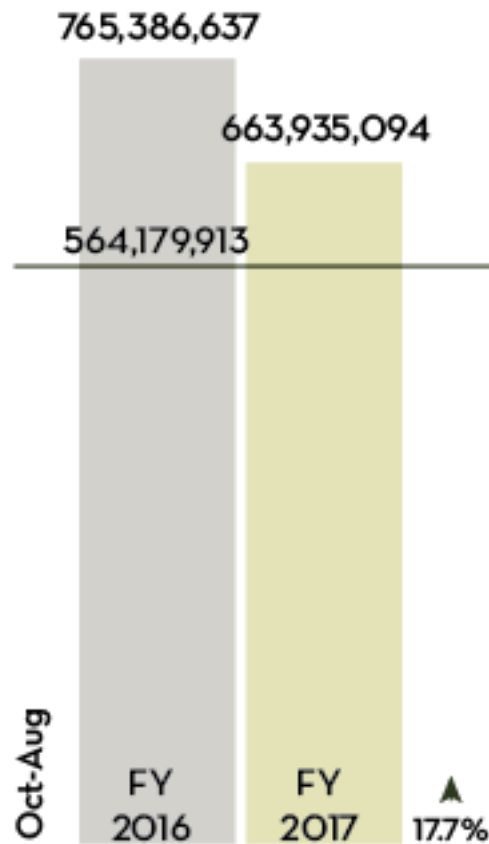
Critical Mention



Impressions



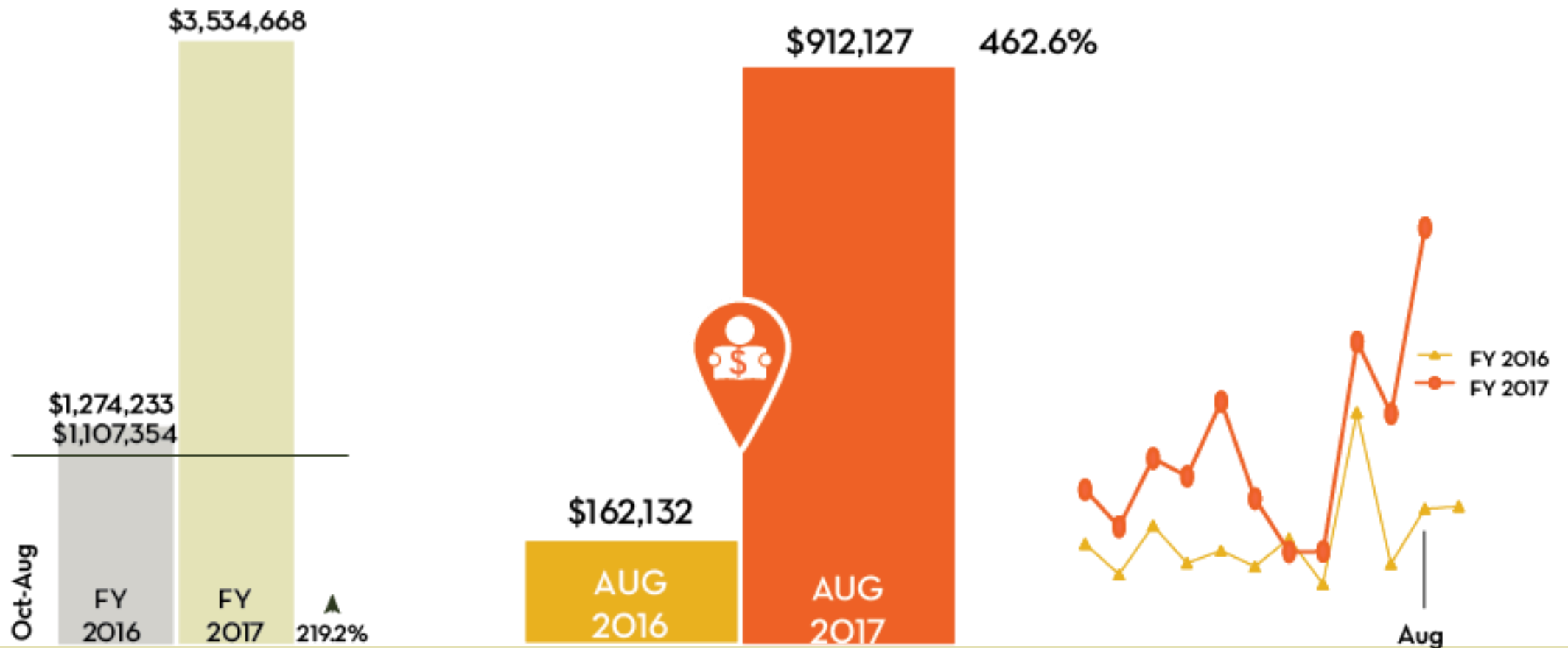
Critical Mention



Media Value



Critical Mention





15 charming cities in the American South you may have overlooked

Perri Ormont Blumberg, CNN • Updated 4th August 2017

10. Gulfport, Mississippi

EAT

Start at [Triplett-Day Drug Co.](#), a family-owned soda fountain that will teleport you to the "Leave it to Beaver" glory days.

15 Affordable Small Towns We Love



Bay St. Louis, Mississippi

If you dream of living in an artsy coastal town, consider Bay St. Louis. In Old Town, wander the shops, galleries, and restaurants along Main Street, Second Street, and Beach Boulevard, and check out the

Ocean Springs, Mississippi

Picture downtown streets shaded with giant live oaks and lined with locally owned shops, galleries, and restaurants, all with cottagey storefronts. A municipal park overlooks the waterfront, where you can hop onto a pedestrian walkway that's part of a bridge soaring over Biloxi Bay to the casinos and resorts of Ocean Springs' larger neighbor. The cost of living is excellent; the scenic boat rides to barrier islands

MEDIA COVERAGE

Beautiful lighthouses around the USA



Lighthouses around the USA

The Round Island Lighthouse stood off the coast of Pascagoula, Mississippi when it was completed in 1859. However, the lighthouse was toppled by Hurricane George in 1998. Afterwards, the base was moved to the mainland in 2010 and the lighthouse has been restored and can be seen inland. City of Pascagoula

Our Favorite Fall Beach Destinations



9 of 16 Ursula Noircent

Mississippi Gulf Coast

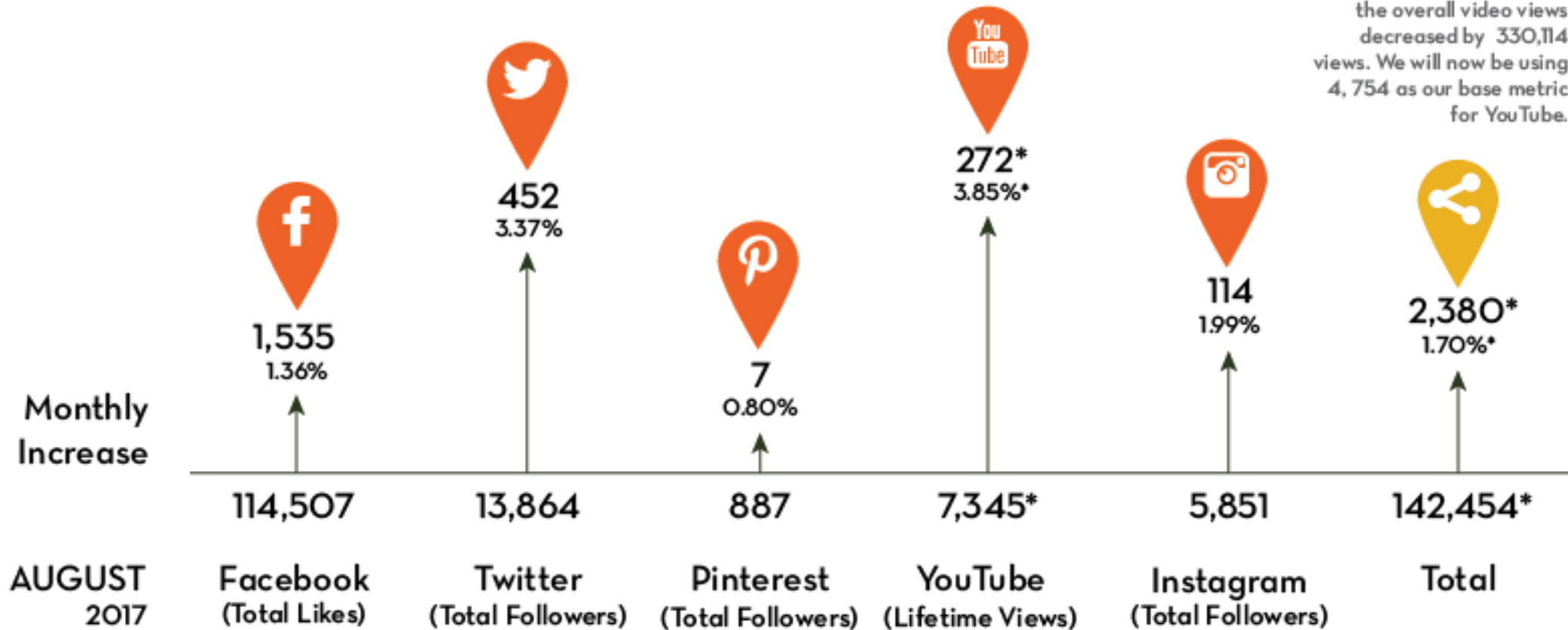
Fall getaways in the South always include fairs and festivals. October's *Cruisin' the Coast* is a doozy—a gathering of thousands of classic cars, with towns from Bay St. Louis to Ocean Springs offering food, live music, and special events.

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.



AUGUST
2017

Facebook
(Total Likes)

Twitter
(Total Followers)

Pinterest
(Total Followers)


YouTube
(Lifetime Views)

Instagram
(Total Followers)

Total

Visit Mississippi Gulf Coast
Published by Tori Ward (?) · August 15 at 7:54pm · 🌐

Southern Living recommends road tripping to Ocean Springs for "a small-town retreat with plenty of Southern charm, delicious seafood, and unexpected adventure." #MSCoastLife



11 Girlfriend Getaways To Take This Winter
The weather is mild, and the getaways are charming.
SOUTHERNLIVING.COM

Get More Likes, Comments and Shares
Boost this post for \$20 to reach up to 7,200 people.

111,989 people reached Boost Post

👍👎👁️ 2.1K 127 Comments 541 Shares

111,989 People Reached

3,546 Reactions, Comments & Shares

2,474 Like	1,964 On Post	510 On Shares
192 Love	148 On Post	44 On Shares
8 Haha	6 On Post	2 On Shares
12 Wow	7 On Post	5 On Shares
308 Comments	160 On Post	148 On Shares
555 Shares	541 On Post	14 On Shares

6,072 Post Clicks

5 Photo Views	4,493 Link Clicks	1,574 Other Clicks
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NEG

56 | 0 R | Insi | rept



Visit MS Gulf Coast @VisitMSCoast
New month, same gorgeous views. Happy August, y'all! #MSCoastLife 📸: JA Sawyer
Imaging pic.twitter.com/XZvkkRCUth

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

Get started



Impressions 3,819

Total engagements 131

Likes	56
Media engagements	36
Retweets	19
Detail expands	9
Replies	4
Profile clicks	4
Hashtag clicks	3

visitmscoast
Biloxi Lighthouse

visitmscoast A perfect Gulf Coast scene 🌈
#MSCoastLife 📸: @alexnorthphotographer

visitmscoast #VisitMS #Mississippi
#instatravel #travelgram #SouthMississippi
#DiscoverMississippi #SETourism
#TravelSouth #MississippiLife #CoastalLiving
#MySouthernLiving #OnlyInMississippi
#biloxilighthouse #Biloxi #BiloxiMS

nancyparcha So beautiful

469 likes
AUGUST 15

Add a comment...

SOCIAL MEDIA

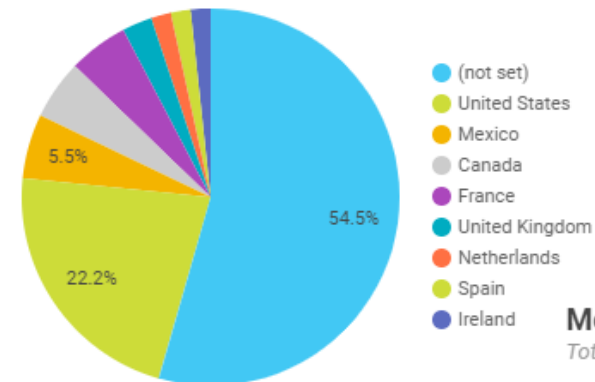


MY GULF COAST METRICS

August

Total Users	2,394
New users	352
Sessions	12,340
Sessions per user	13.03
Avg. session duration	00.01:00
New iOS users	194 (55.1%)
New Android users	158 (44.9%)

Geographic Usage
Sessions by Country



Most Popular Screens
Total Screens by Screen Name

