Welcome
Visit Mississippi Gulf Coast
State of the Tourism Industry Meeting
Bill Holmes, President
Visit Mississippi Gulf Coast
Service, Leadership, and Contributions of Duncan M. McKenzie
2016-2017 Summary of Results
OCCUPANCY TAX COLLECTIONS

2016
$3,948,773

2017
$4,100,000

2018 Projection
$4,225,000

*MDA & MS Bureau of Revenue
ROOM INVENTORY

Pre-Katrina: 16,092 Rooms

2016: 14,519

2017: 14,646 Rooms (91% of the way there)

2018: 15,532 Projected
OCCUPANCY RATE

2016 70.05%

2017 71.43%

2018 Projection FLAT

*STR Inc. & MS Gaming Commission
2016 $79.45
2017 $80.72
2018 Projection $81.69
ADR

*STR Inc. & MS Gaming Commission
GAMING REVENUE

2016
$1,178,000,000

2017
$1,183,851,000

2018
Projected
$1,188,800,000

*MS Gaming Commission
LEISURE & HOSPITALITY JOBS

2015: 30,310 LEISURE & HOSPITALITY JOBS

2016: 32,400 LEISURE & HOSPITALITY JOBS

7%
2015: 5.8 MILLION VISITORS

2016: 6.2 MILLION VISITORS

VISITATION

*MDA
VISITOR SPENDING

2015: $1.88 BILLION

2016: $1.99 BILLION

↑5.7%
Janice Jefferson, Director of Sales
Definite Room Nights

2016/2017 Goal: 50,000

2016 51,867
2017 60,160
2018 Projection 63,000
Leads

- 2016: 390
- 2017: 327
- 2018: 350 projections
FY 2016

**Room Nights**
- Leisure: 16040
- Sports: 7685
- Regional: 18155
- National: 9227
- Family Reunions: 97

**Leads**
- Leisure: 156
- Sports: 70
- Regional: 50
- National: 97
- Family Reunions: 156
FY 2017

Market Segments

- Leisure: 6464
- Sports: 8137
- Regional: 24202
- National: 20118
- Family Reunions: 8137

Room Nights

Leads

- Leisure: 53
- Sports: 88
- Regional: 59
- National: 89
- Family Reunions: 53
New Business
How Do We Get There?

- Sales Missions/Tradeshows
- Sports Development Growth
- Meetingmax
- New properties in the 3 Coastal Counties
- Partner Involvement
- Targeted advertising, social media and public relations efforts
Notable Groups

National Veterans Golden Age Games
Athletx
International Network of Golf
TN Motor Coach Association
MeetingsQuest
TravelSouth
Oceans2020
World Golfers USA
Commercial Vehicle Safety Alliance
Karen Conner, Director of Marketing
Looking Back

- Launched a new coast-wide event *Mississippi Gulf Coast Marathon*
- Increased advertising spend for branding the destination to $1,871,000
- Provided nearly $400,000 in incentives for tourism events, participant sporting events, and meetings & conventions
- Conducted a Visitor Profile Study
Visitor Profile Study
Key Findings

- In 2015, Mississippi Gulf Coast had 12.7 million person trips. Of these trips, 43% were overnight trips.
- The overnight trips generated $1.07 billion in spending.
- “Casino” (at 35%) was the most frequent purpose for an overnight trip to Mississippi Gulf Coast. Marketable trips (those influenced by marketing efforts) were 66% of the total overnight trips.
- For overnight trips, the top state markets for Mississippi Gulf Coast visitors were Louisiana, Florida, and Mississippi. Among DMAs, the top three visitor sources were New Orleans, Mobile, and Atlanta.
- Over two-thirds (71%) of Mississippi Gulf Coast visitors, were very satisfied with the overall trip experience. Most satisfaction elements were similar to the national average.
- Of the overnight respondents, 85% have visited at least once. Seventy-four (74%) percent had visited in the past year.
- The average number of nights spent in Mississippi Gulf Coast for 2015 was 3.3 nights. An increase of 0.75 over previous year research findings. The average travel party size was 3.0 persons.
- The top five overnight trip activities and experiences were “Casino,” “Shopping,” “Beach/Waterfront,” “Fine Dining,” and “Swimming.”
3,000 ARTICLES THIS YEAR

MEDIA VALUE OF $5 MILLION
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
SOUTHERNLIVING.COM

Get More Likes, Comments and Shares
Boost this post for $20 to reach up to 7,400 people.

111,989 people reached
122 Comments 541 Shares

10 Amazing Restaurants Along The Mississippi Coast You Must Try Before You Die
These coastal eateries NEED to be on your bucket list!
ONLYINYOURSTATE.COM

Get More Likes, Comments and Shares
Boost this post for $20 to reach up to 4,500 people.

58,093 people reached
9 Comments 370 Shares

13 Amazing American Beach Towns You Can Actually Afford to Live In
THRILLIST.COM

Get More Likes, Comments and Shares
Boost this post for $20 to reach up to 6,800 people.

35,531 people reached
9 Comments 166 Shares
Loved the experience and the views!!
Can't wait to go back! **I love the Mississippi Gulf Coast!**
Such a beautiful area!! It's so beautiful here!
Can't wait to be down there again. The BEST shrimp!
Sunset was beautiful!!! Favorite place to visit.
My special place. I loved every day spent there.
Beautiful, welcoming place! **So much to do!**
Everything is beautiful.

**Wonderful People.**
**Love that part of the world.** What a great place!
Fantastic Coast! One of my all-time favorite places.
Awesome!!!!!!!!!!!!!!!!!!!!!! This place has it all!
It's a regular on my road trip list. **Those sunsets!!!**
So much fun! **Take me back to the Mississippi Coast!**
**Good food, good people, good fishing...you name it!** Love it!
It's just a beautiful place......A place apart.
1,685 
OUTBOUND CONTENT POSTS

AVERAGE 4.6 POSTS PER DAY

115,272 
Followers

13,932 
Followers

5,925 
Followers

10.5 MILLION
FYTD SOCIAL MEDIA IMPRESSIONS
600 Champions to Date
My Gulf Coast App

2,640 Downloads
Moving Forward

Visit Mississippi Gulf Coast FY 2018 Marketing Plan
The Brand

Promise
- An authentic, spirited, year-round coastal destination that will leave you feeling connected to the Coast – its setting its offerings, its people and its way of life

Pillars
- AUTHENTICITY
- APPROACHABILITY
- CELEBRATORY
- VARIETY
Advertising Objectives

- Increase awareness of the Mississippi Gulf Coast as an authentic coastal destination
- Increase awareness of specific offerings on the Mississippi Gulf Coast
- Increase traffic to GulfCoast.org
- Support meeting and event efforts
- Increase overnight visitation
Target Audience

Pinpoint those likely to travel for longer periods:
- Young Adults Without Children – 25-34
- Mature Adults – 45-64
- HHI $50k+
- “Geotourists”

And who have interest in the offerings of the Coast:
- Outdoors & Ecotourism
- Culture, Culinary, History
- Casino
- Golf
- Fishing & Boating
- Beach & Coast
Messaging

Deliver authentic brand messaging at each touch point:

- Exciting
- Fun
- Great destination for adults
- Worry-free, feeling comfortable and welcomed
Advertising | Creative
Media Markets | Outer Market

- Dallas
- Washington DC
- Houston
- Atlanta
- Tampa
- Orlando
- Charlotte
- Nashville
- Birmingham
- Memphis
- Little Rock

*New Market Addition in FY 18

Target Audience:
18,151,000
Adults 25-34 / 45-64
Outer Market Spend

- TV: 40%
- Digital: 27%
- Search: 13%
- Social: 20%

Total Spend: $1,095,651
Media Markets | Inner Markets

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<tr>
<th>Market</th>
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<tbody>
<tr>
<td>New Orleans</td>
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<tr>
<td>Mobile-Pensacola</td>
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<td>Meridian</td>
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<td>Greenwood-Greenville</td>
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Target Audience:

3,707,000
Adults 25-34 / 45-64
Inner Market Spend

$237,061.57

- Digital: 55%
- Social: 27%
- Search: 18%
Media Markets | Midwest Markets (Seasonal / Snowbirds)

- Chicago
- Detroit
- Minneapolis
- Cleveland
- Indianapolis
- Kansas City
- Milwaukee
- Cincinnati
- Grand Rapids-Kalamazoo-Battle Creek

Target Audience:
11,958,000
Adults 50+
Midwest Market Spend

$93,500

- Social: 59%
- Search: 41%
For every $1 spent on advertising, $43 is spent by visitors on the Mississippi Gulf Coast.
Signature Events
2nd Annual Mississippi Gulf Coast Marathon

2017 Update:

- 2,300+ Registered
- 44 U.S. States

December 8-10, 2017