



Visit Mississippi Gulf Coast

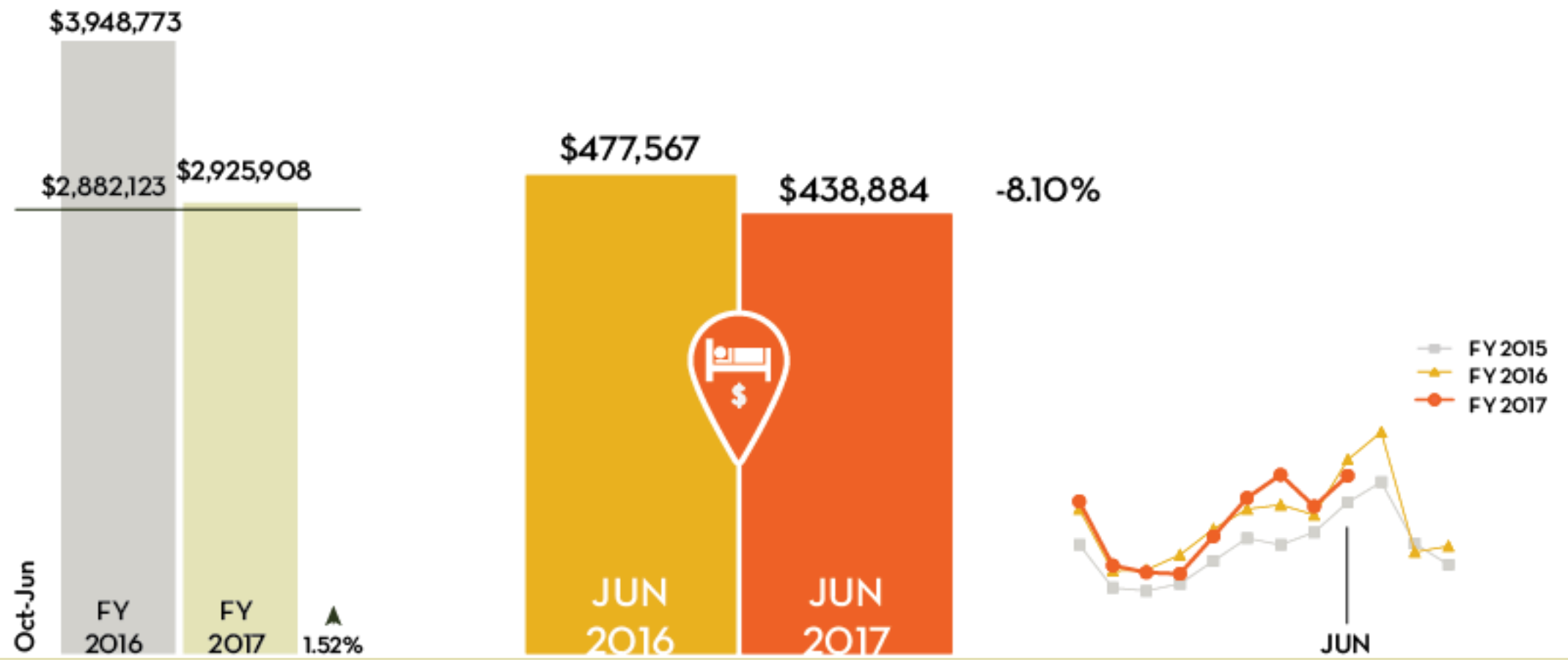
KEY PERFORMANCE INDICATORS

AUGUST 2017

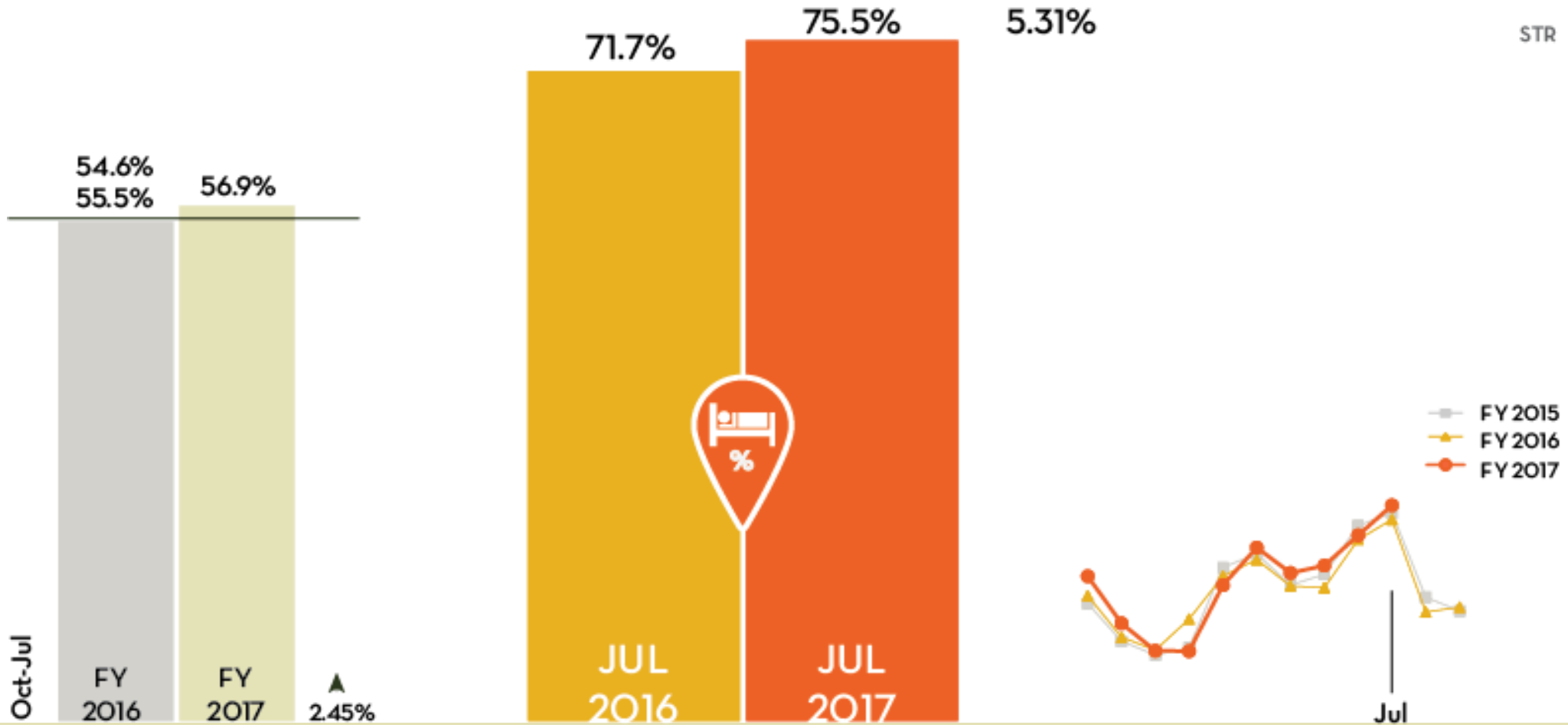
Occupancy Tax Receipts



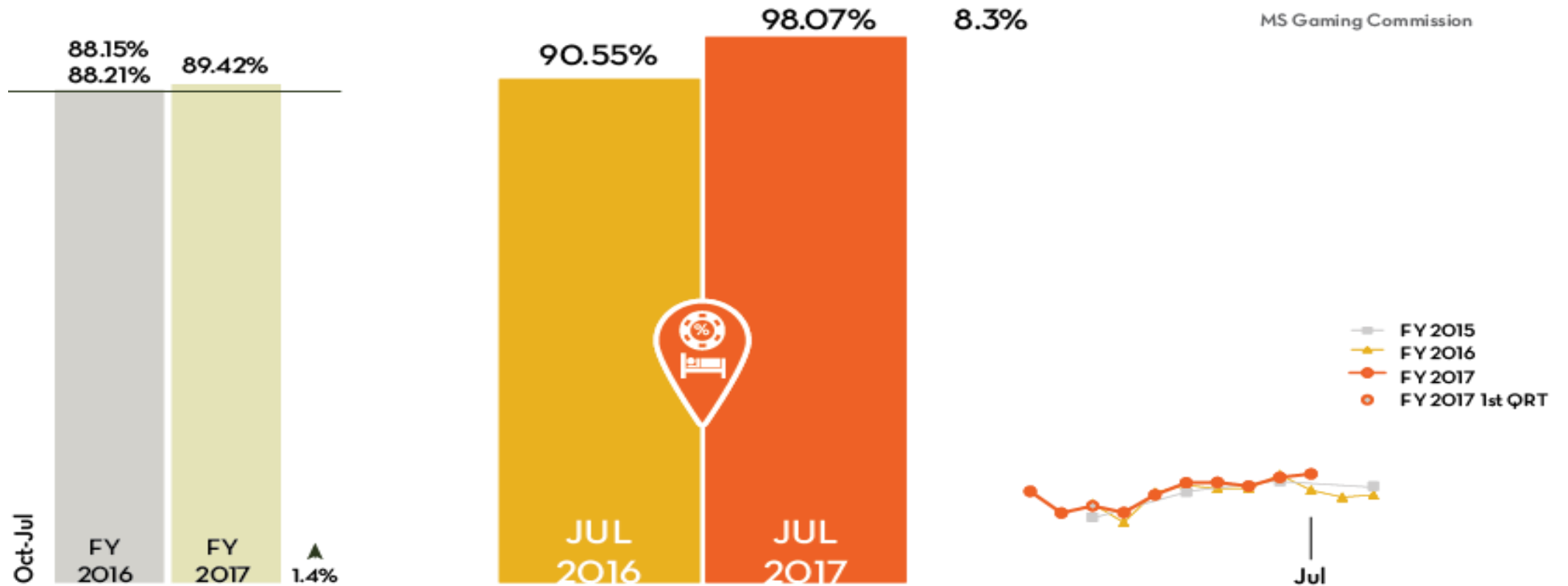
MS Department of Revenue



Non-Casino Occupancy



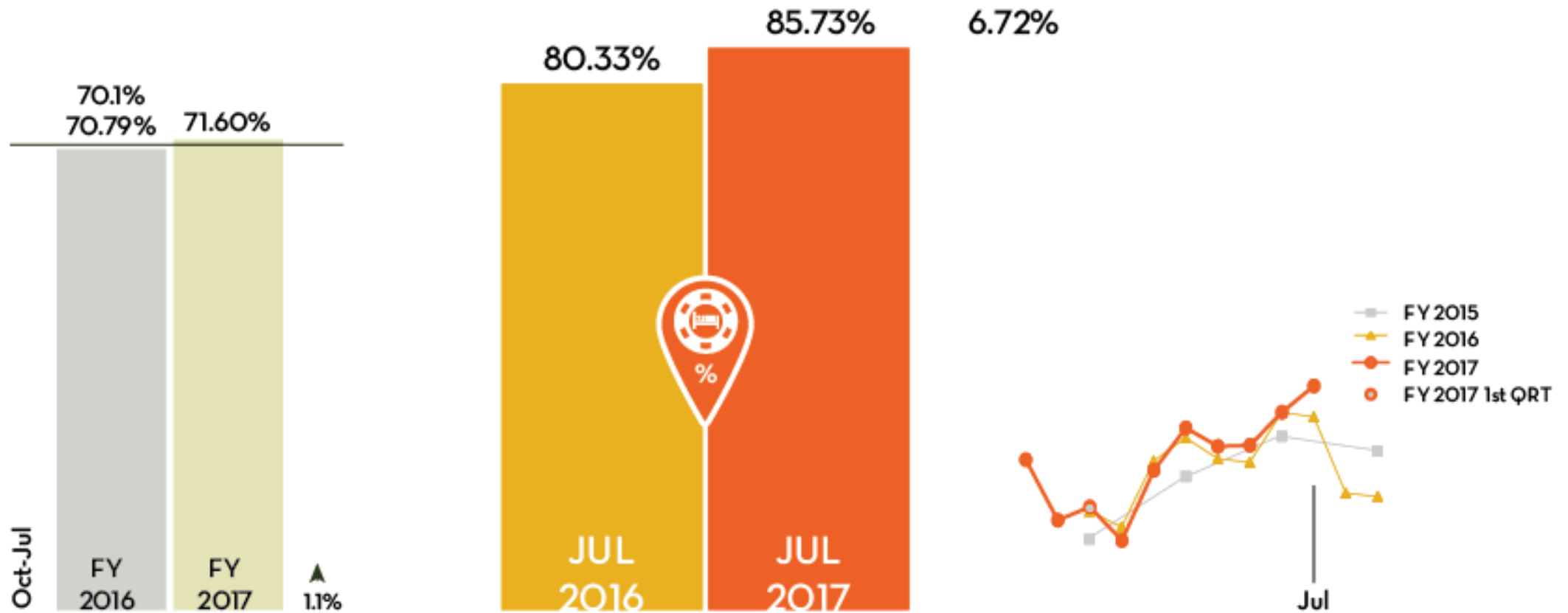
Casino Occupancy



All Occupancy



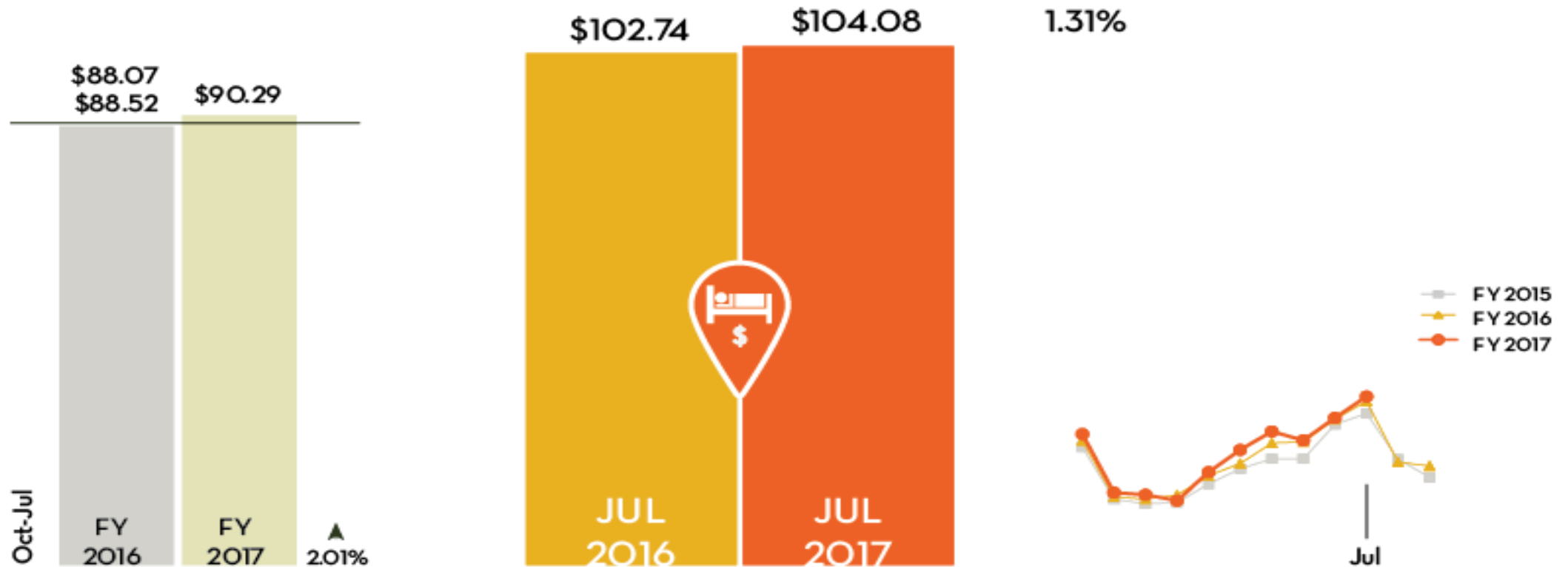
STR & MSGC



Non-Casino ADR



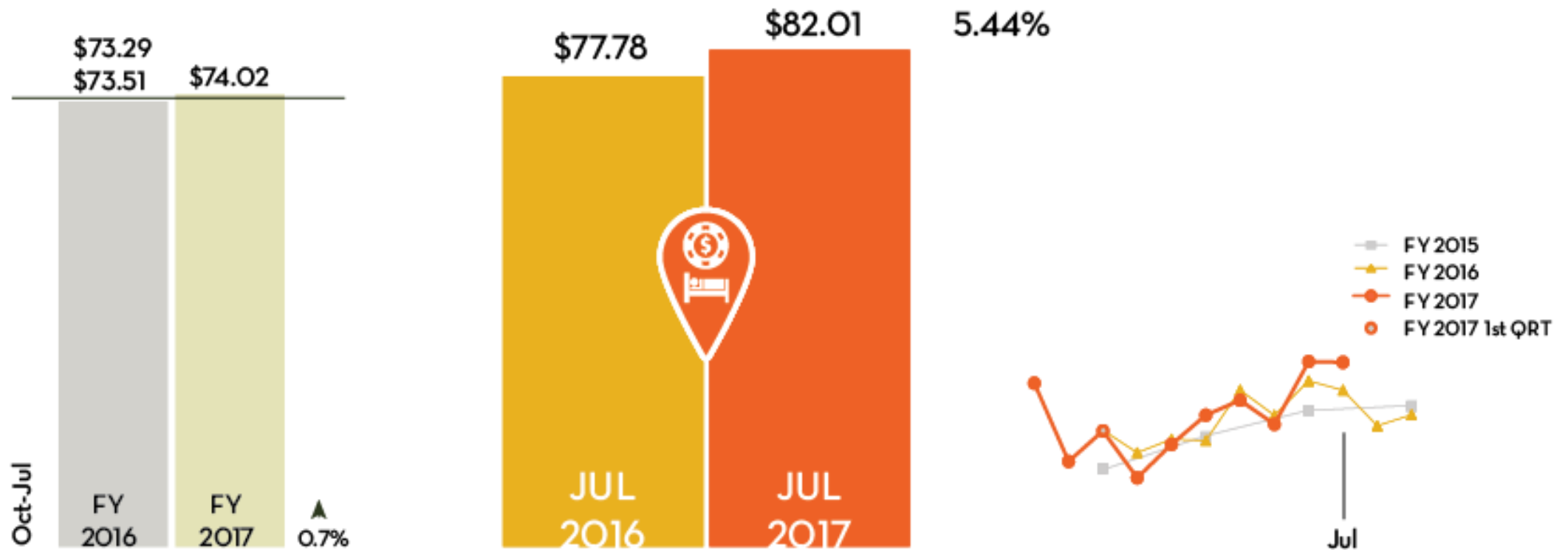
STR



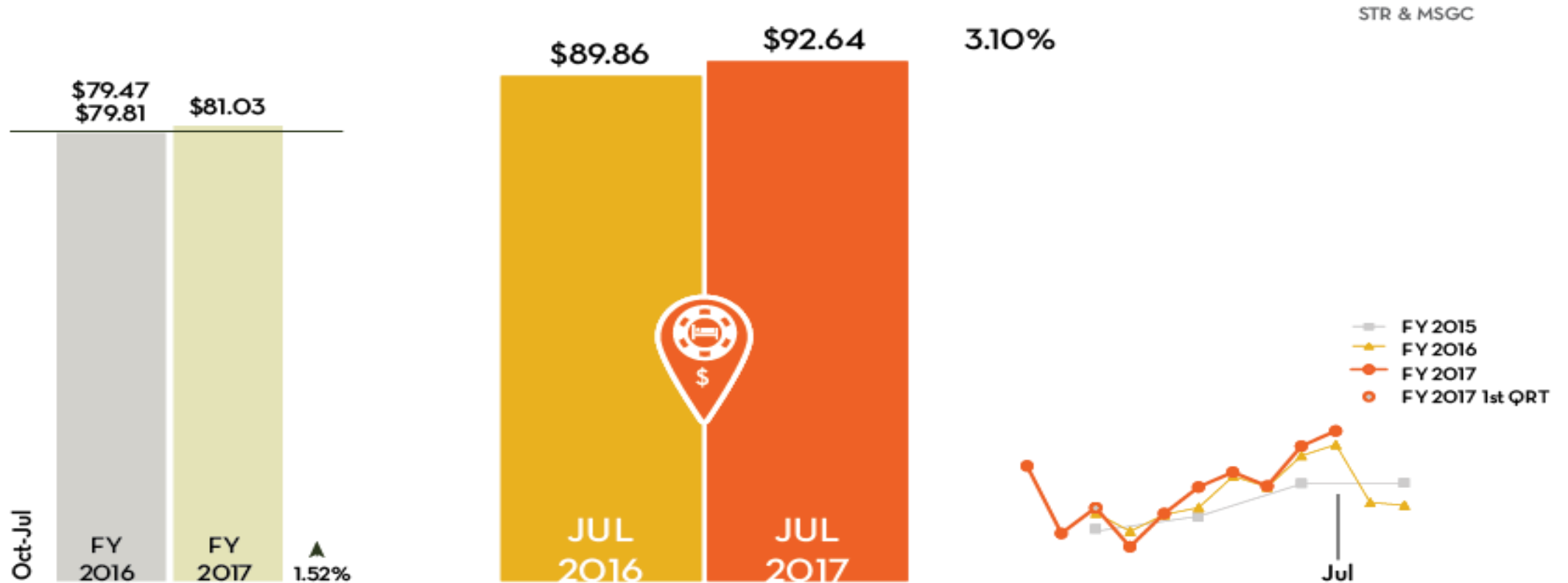
Casino ADR



MS Gaming Commission



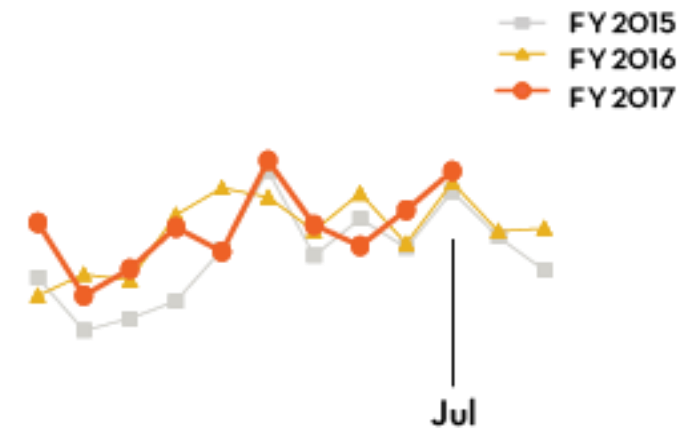
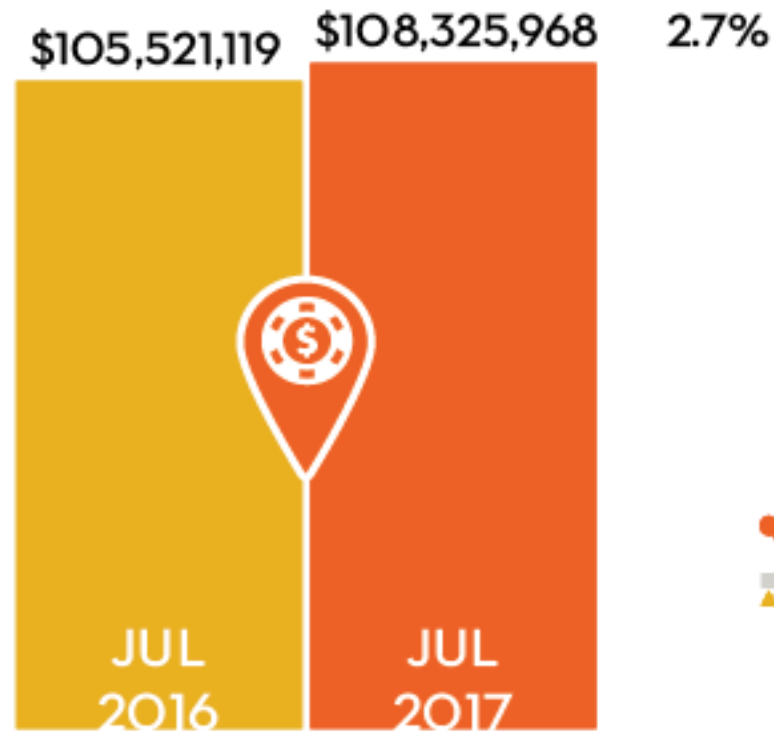
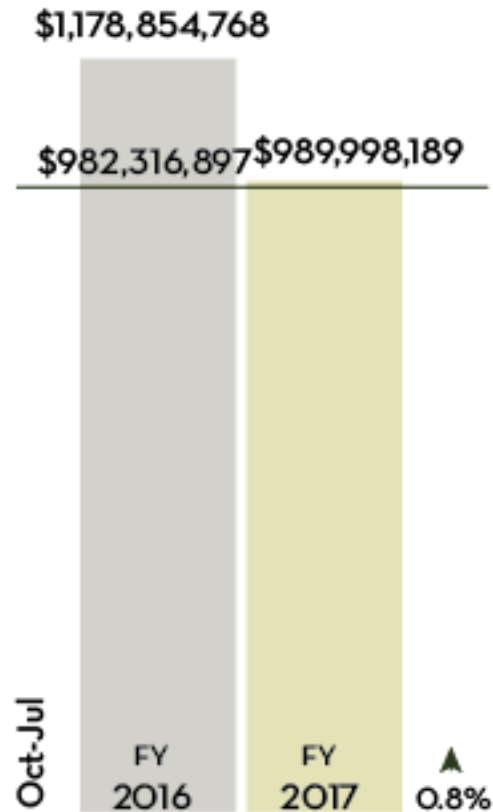
All ADR



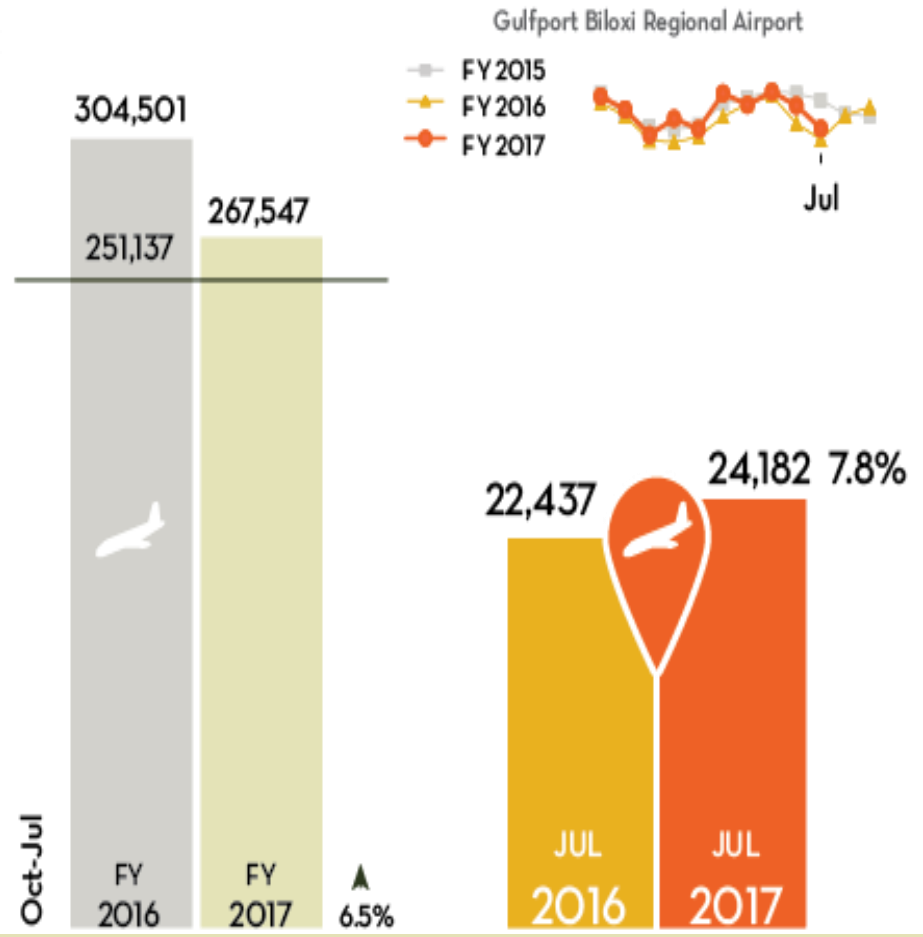
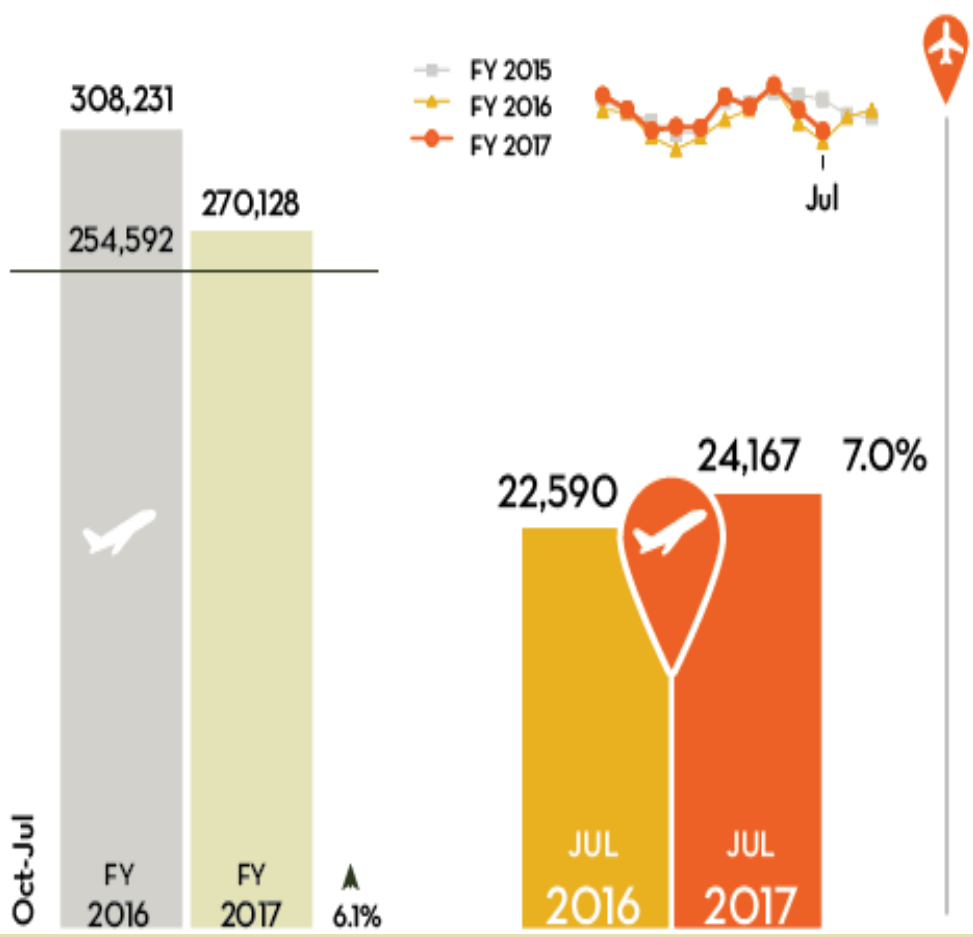
Gaming Revenue



MS Gaming Commission



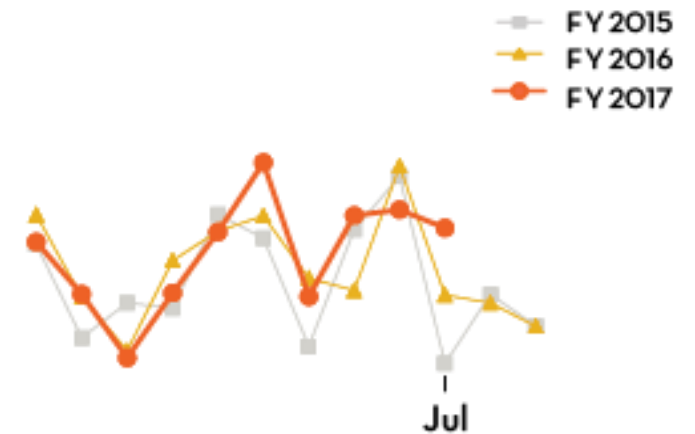
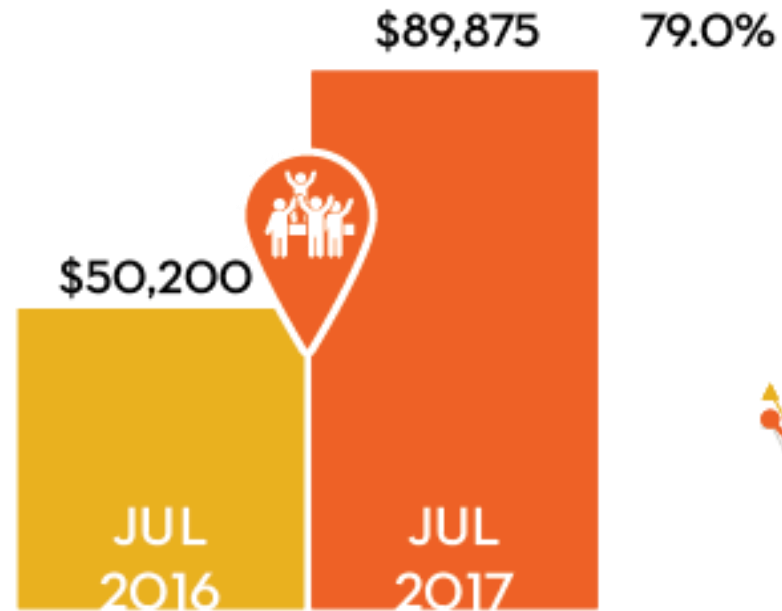
Airport



Convention Center Revenue



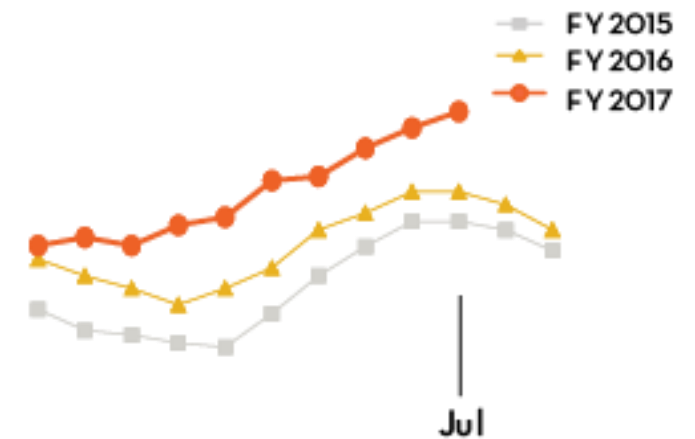
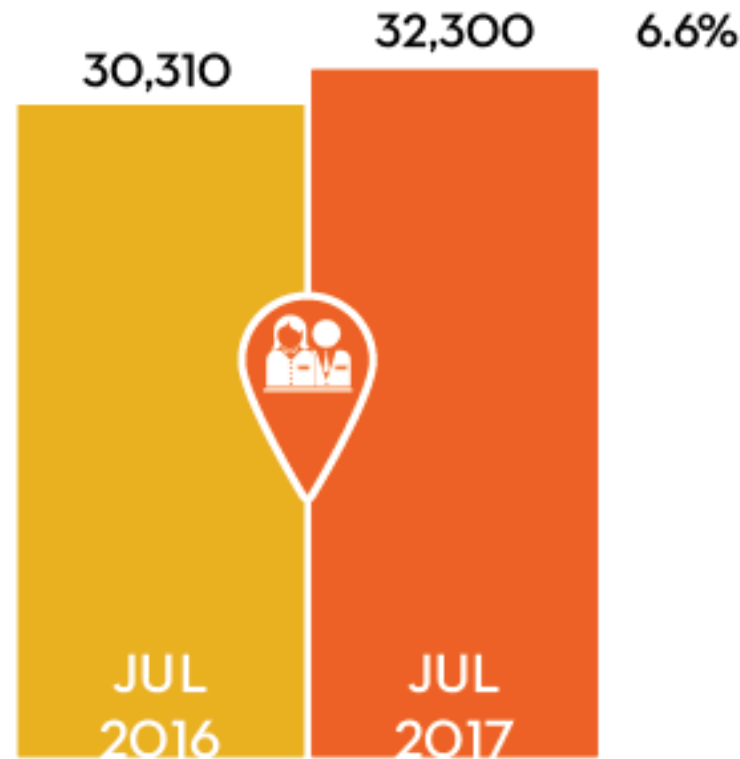
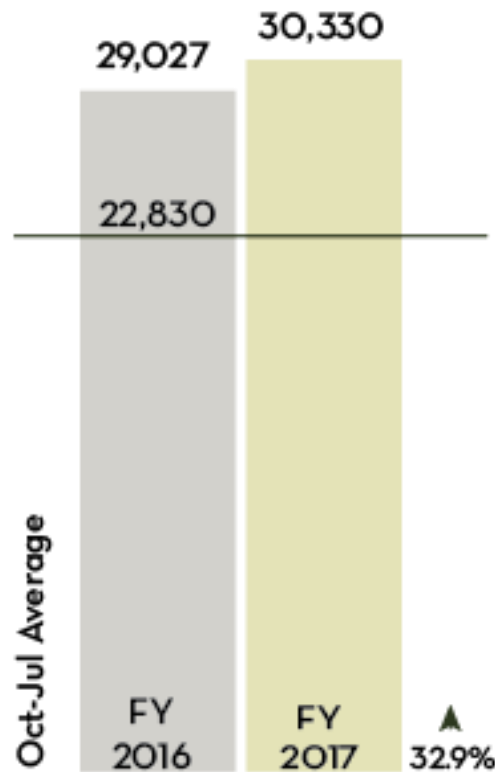
MS Coast Coliseum and Convention Center



Leisure & Hospitality Jobs



MS Dept of Employment Security

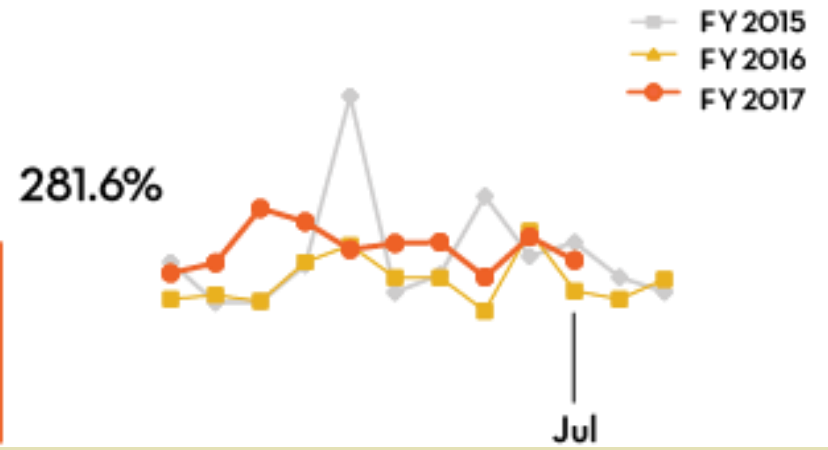
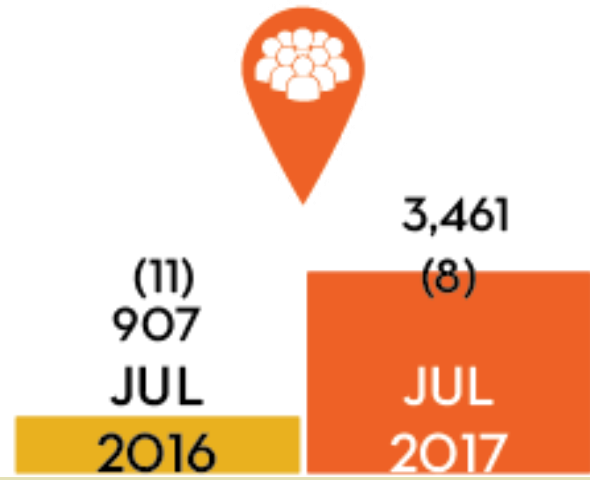
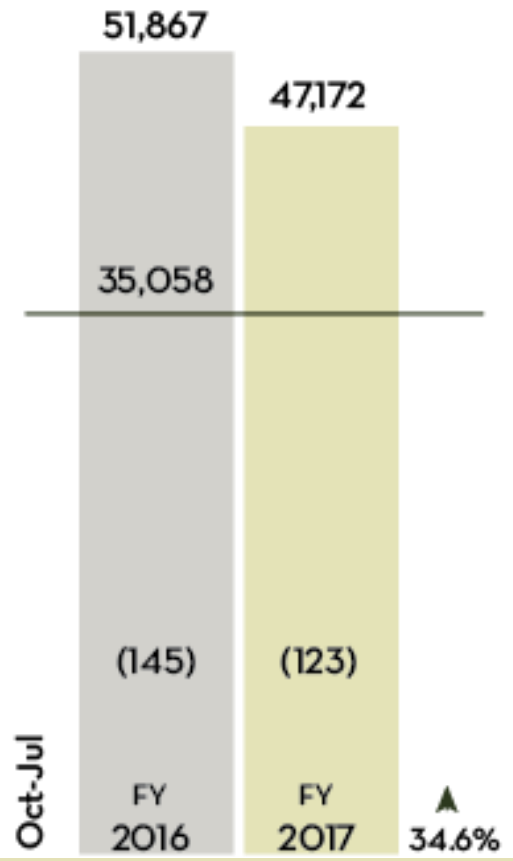


Definite Bookings



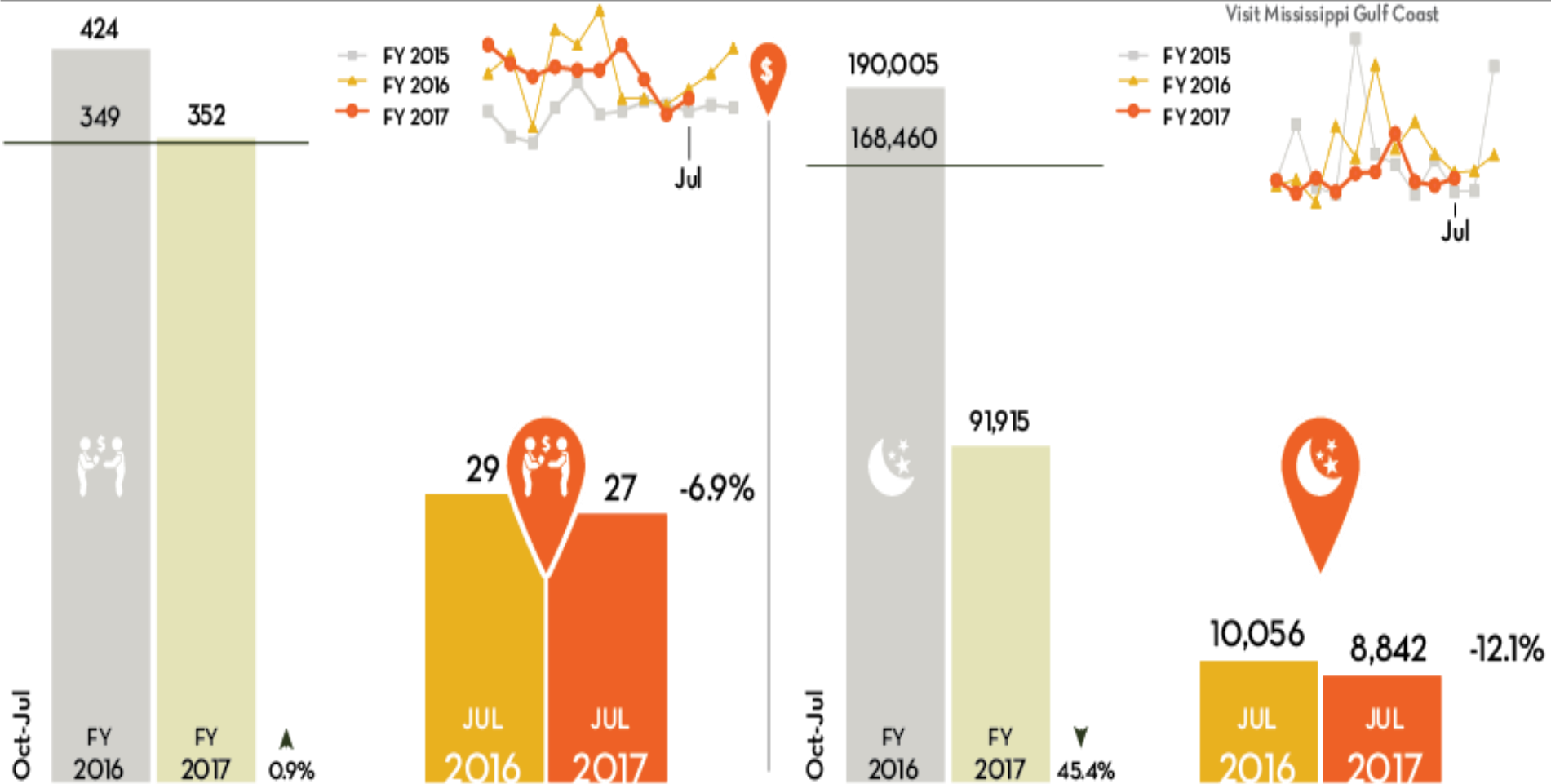
Room Nights/(Groups)

Visit Mississippi Gulf Coast





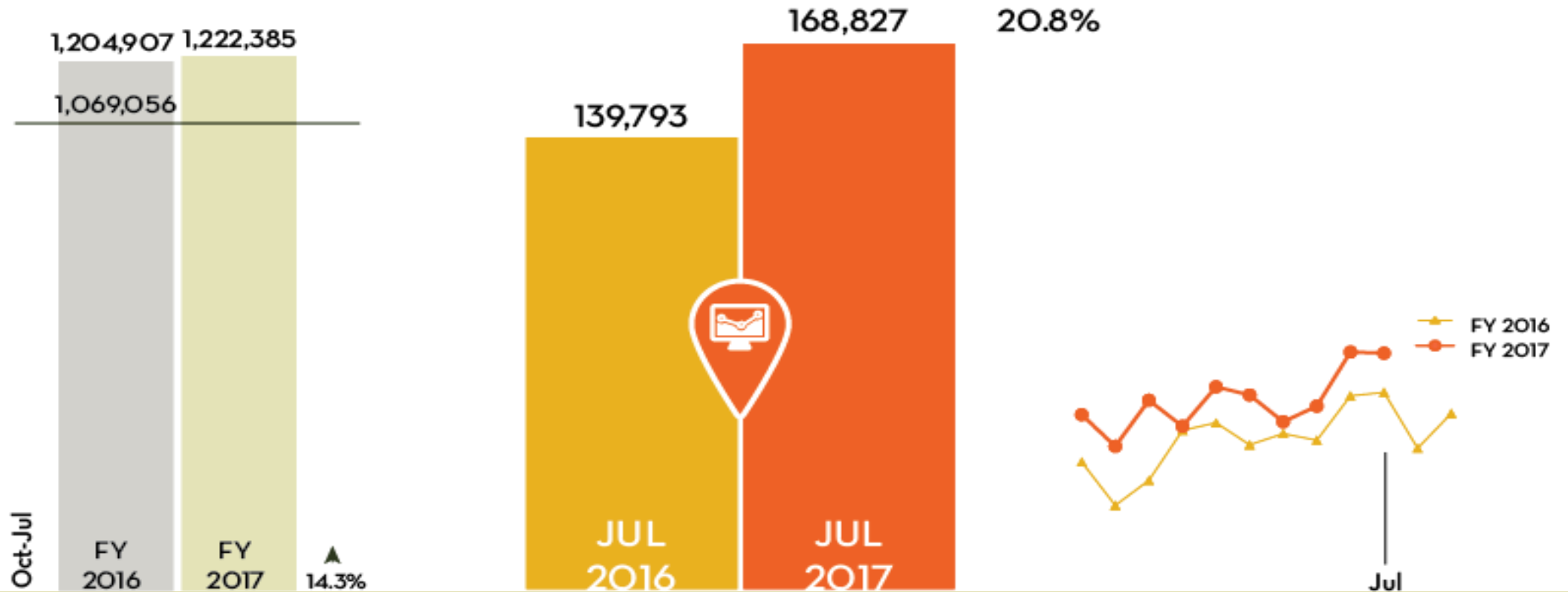
Leads Issued & Potential Room Nights



Google Analytics - Unique Visits



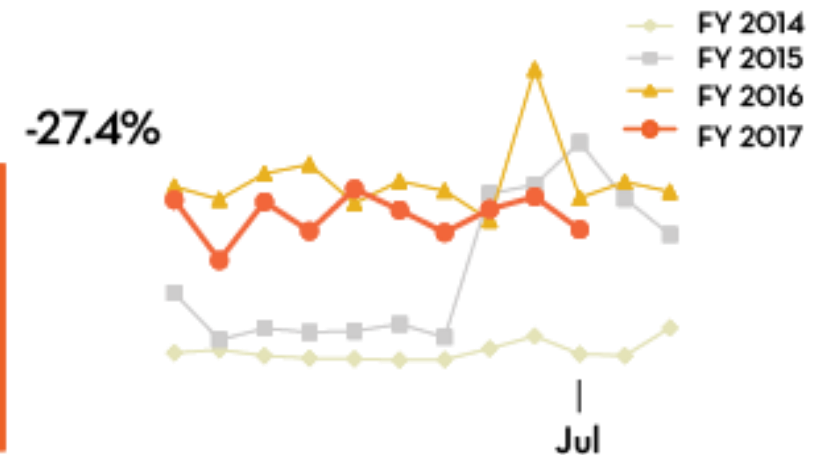
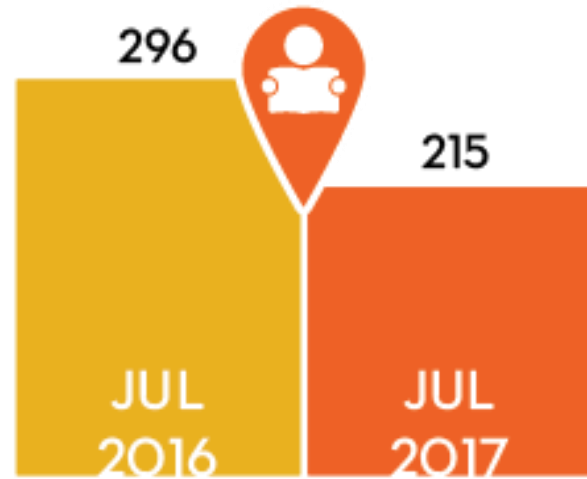
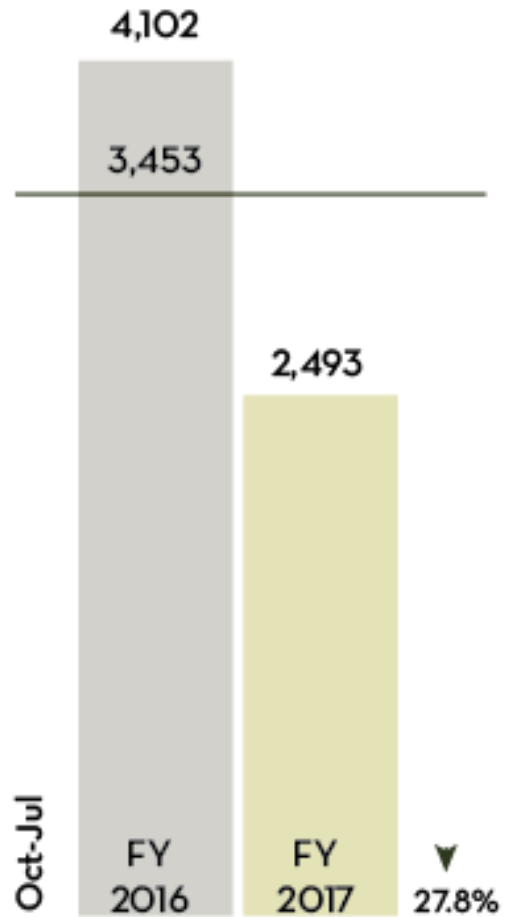
Google Analytics



Number of Articles



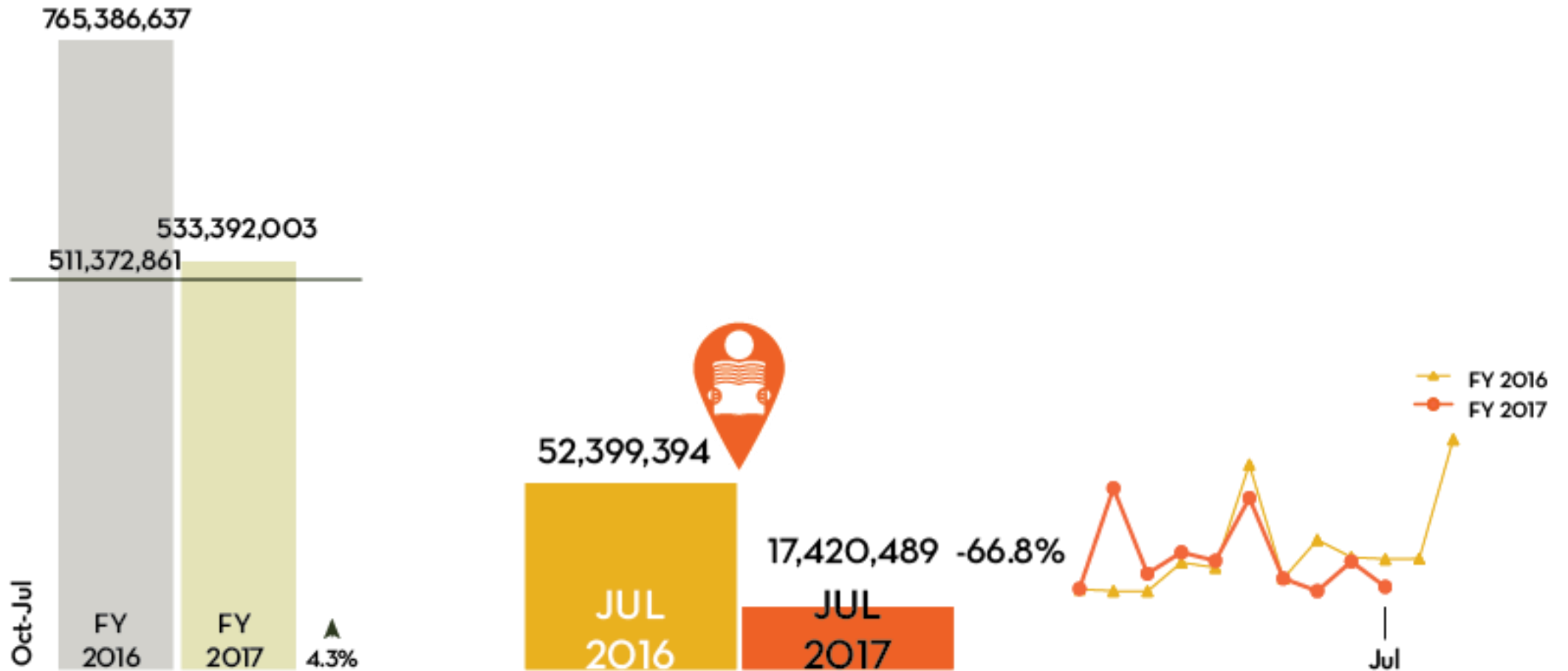
Critical Mention



Impressions



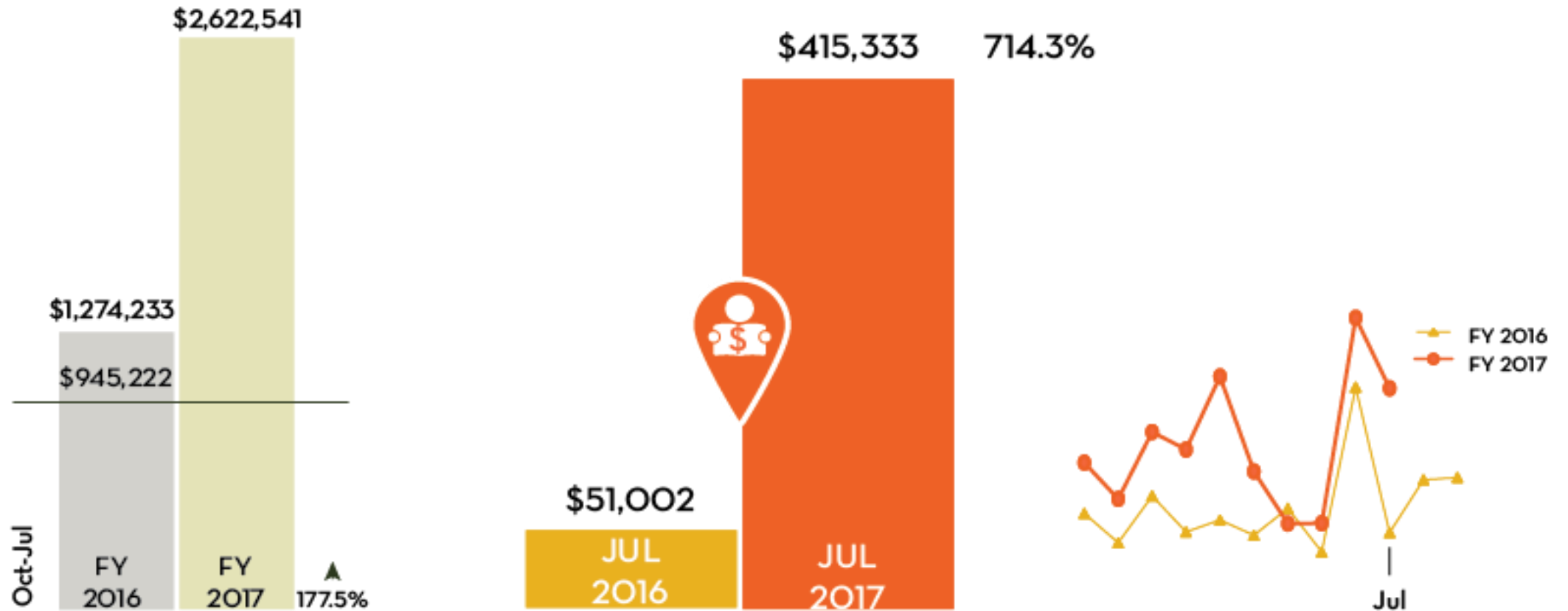
Critical Mention



Media Value



Critical Mention



The Great American Barbecue Bucket List



Fifty spots worth road-tripping for.

Perri Ormont Blumberg

Mississippi: The Shed BBQ

The endearingly kitschy establishment has won many awards for its bayou-side barbecue. And if this picture doesn't make you want to head to The Shed in Ocean Springs immediately, well, consider the Shed Sample Platter: It comes loaded with baby back ribs, spareribs, pork, brisket, chicken, sausage, and three sides. Plus, there's live blues on the weekends. theshedbbq.com



24 of 50 Courtesy of Visit Mississippi Gulf Coast

Mississippi

The biggest fireworks display in Mississippi takes place in Biloxi. It starts at 9 p.m. and the fireworks are shot from Deer Island and explode over the Mississippi Sound. [More info.](#)

MEDIA COVERAGE

MISSISSIPPI GULF COAST

Spend an affordable, family weekend along the quiet, cozy, and charming Mississippi Coast.

Why go?

The unsung "Third Coast" (that is the Gulf Coast) continues to make its lively resurgence following the unfortunate devastation of Hurricane Katrina, and Mississippi's coastline is no exception. My family and I frequently find ourselves on the Mississippi coast, whether it's a quick trip from New Orleans or a stopover while traveling to Florida. And with three rambunctious boys, our family vacations are centered around outdoor activities that let them burn off all that pent-up energy after traveling. So the opportunity to discover a unique, less-traveled location along the Mississippi Coast was enticing, and its affordability was an added bonus. Outdoor barbecue? A pristine barrier island? A kids' discovery center? You had us at barbecue.

KidTripster Tip: Mississippi heat boils over in mid-summer, so plan to visit in the late spring or early summer for the best outdoor experience.

TRAVEL & ADVENTURE

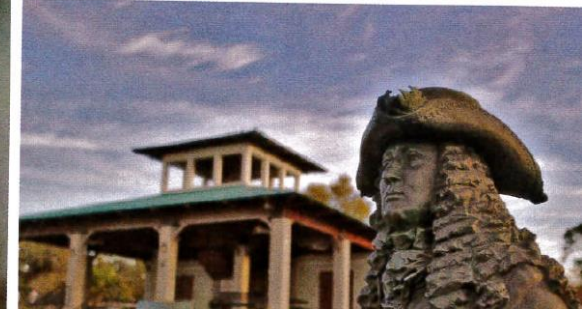
Small-town Spotlight



OCEAN SPRINGS

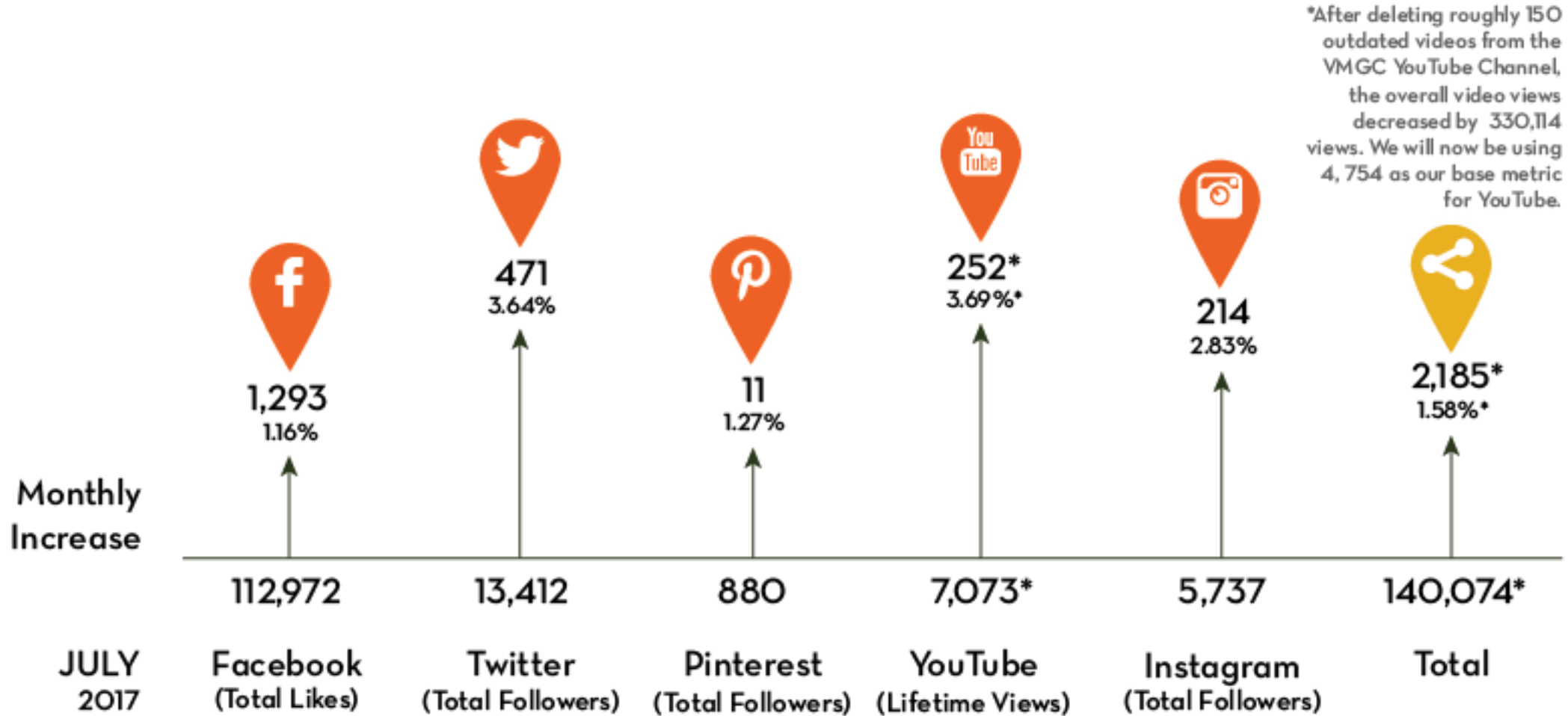
Beauty and the beach

story and photos by boyce uphold




MEDIA COVERAGE

Social Media Metrics



Visit Mississippi Gulf Coast
Published by [Tori Ward](#) · July 27 at 7:31pm · 🌐

"The coastal drive through Biloxi is a delightful contrast to other parts of Mississippi." See why Travelocity suggests adding Biloxi to your Mississippi road trip! #MSCoastLife



Mississippi Road Trips: 5 Can't Miss Stops
Travel writer Mike Shubic shares 5 Mississippi cities that beckon you to hit the road!
TRAVELOCITY.COM

👍 **Get More Likes, Comments and Shares**
Boost this post for \$20 to reach up to 6,600 people.

39,203 people reached Boost Post

👍 🤔 🙄 1.5K 59 Comments 237 Shares

39,203 People Reached

2,074 Reactions, Comments & Shares

1,632 Like	1,477 On Post	155 On Shares
103 Love	92 On Post	11 On Shares
4 Haha	2 On Post	2 On Shares
3 Wow	3 On Post	0 On Shares
1 Sad	1 On Post	0 On Shares
96 Comments	69 On Post	27 On Shares
238 Shares	237 On Post	1 On Shares
1,655 Post Clicks		
0 Photo Views	1,026 Link Clicks	629 Other Clicks

NEGATIVE FEEDBACK

38 Hide Post **13** Hide All Posts

0 Report as Spam **0** Unlike Page



visitmscoast
Ocean Springs, Mississippi

visitmscoast A spectacular view of our beautiful Mississippi Gulf Coast!
#MSCoastLife @chandler_borries

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

aqmby ☺

jlcrae82 Great shot @visitmscoast

407 likes

JULY 24

Add a comment...

Visit MS Gulf Coast @VisitMSCoast
Don't miss this weekend's upcoming events, including a performance by @ScottyMcCreery at @BeauBiloxi!
<http://buff.ly/2u8Lf2N> #MSCoastLife
pic.twitter.com/JivEQKmxsQ

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

Get started

Impressions	20,674
Total engagements	297
Likes	85
Media engagements	77
Detail expands	52
Retweets	26
Link clicks	23
Profile clicks	16
Hashtag clicks	10
Replies	8

SOCIAL MEDIA

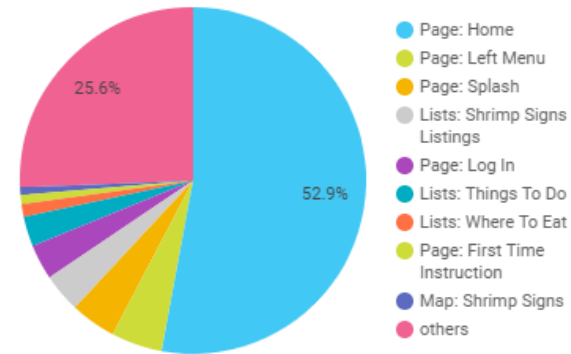
MY GULF COAST APP METRICS



JULY

Total Users	2,037
New users	563
Sessions	12,131
Sessions per user	10.54
Avg. session duration	00.01:31
New iOS users	309 (54.8%)
New Android users	255 (45.2%)

Most Popular Screens
Total Screens by Screen Name



Geographic Usage
Sessions by Country

