

2018 BRAND DEVELOPMENT SURVEY

Summary

In evaluating our current consumer advertising campaign, an eight question survey was sent to nearly 1,000 stakeholders & partners. In total, there were 164 respondents. Below is a summary of the results:

Q1 Contact Information (Optional)

Answered: 119 Skipped: 45

Q2 Select the three adjectives that you believe best describe the Mississippi Gulf Coast's key personality traits.

Answered: 164 Skipped: 0

Top 10 Answers:

1 – Welcoming	57.32%	6 – Easy-Going	22.56%
2 – Affordable	53.05%	7 – Genuine	15.24%
3 – Scenic/Beautiful	50.0%	8 – Surprising	14.63%
4 – Family-Friendly	31.71%	9 – Adult Playground	9.15%
5 – Relaxing	23.17%	10 – Quaint	4.88%

Q3 What is the most important thing you would tell potential visitors to get them to visit the Mississippi Gulf Coast?

Answered: 164 Skipped: 0

Below is a snapshot of some of the responses:

Centrally located on the Gulf Coast with easy access to a variety of attractions. I boast about our Southern Hospitality.

There's something for everyone – Adult entertainment with casinos, family friendly entertainment from young kids to teens, easy going for anyone who just wants to relax.

This is a family friendly affordable area with so much to offer, you have to see it to believe it.

Very relaxing with extremely friendly people.

There is no other place like this on earth. The people, culture, food, and natural beauty combined with exciting activities that will make your stay one to remember and to repeat.

The people of the Coast are hospitable and there are many family activities to keep people of all ages engaged. Nature (Islands/Rivers/Parks), Art (Museums & Local Artists), Cuisine.

How easy it is to see the entire coast, and all its different communities.

You have to see it with your own eyes to experience how wonderful the hospitality you receive from the community and the exciting opportunities available along 26 mile sand beach and the adjoining coastal communities.

I think it's important for potential visitors to know how special the Gulf Coast is. Yes, we are still Mississippi as a whole, but the Coast has something special that's all its own. This is one of the most hospitality-driven places I've ever been, both in terms of our tourism and the mindset of the locals. Without them, the Coast wouldn't be such a strong tourism destination.

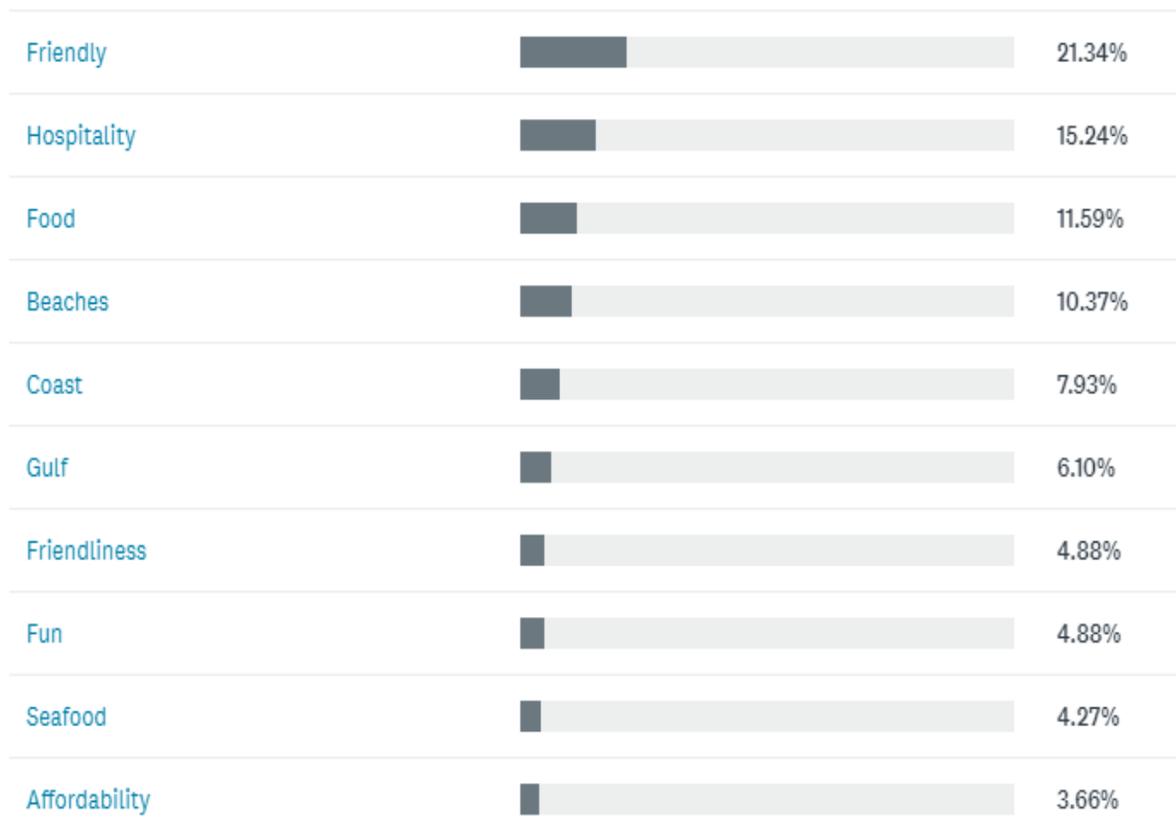
We are passionate about Hospitality and live to serve others, for us it is a way of life both on the job and away from work. All who come as guests leave as friends!

Fresh Seafood Sunsets Ready Pascagoula Options Historic Think
 Discover **Gulf Coast** Gulf of Mexico Food Barrier Islands
 Beautiful Pleasantly Surprised **Beaches** Hidden Gem
 Hospitality Special **Friendly** Entire Enjoy Love
 Amenities Region **Kept Secret** Undiscovered Scenic

Q4 What do your customers say is the best part of their Mississippi Gulf Coast experience?

Answered: 164 Skipped: 0

Top ten words used in responses:



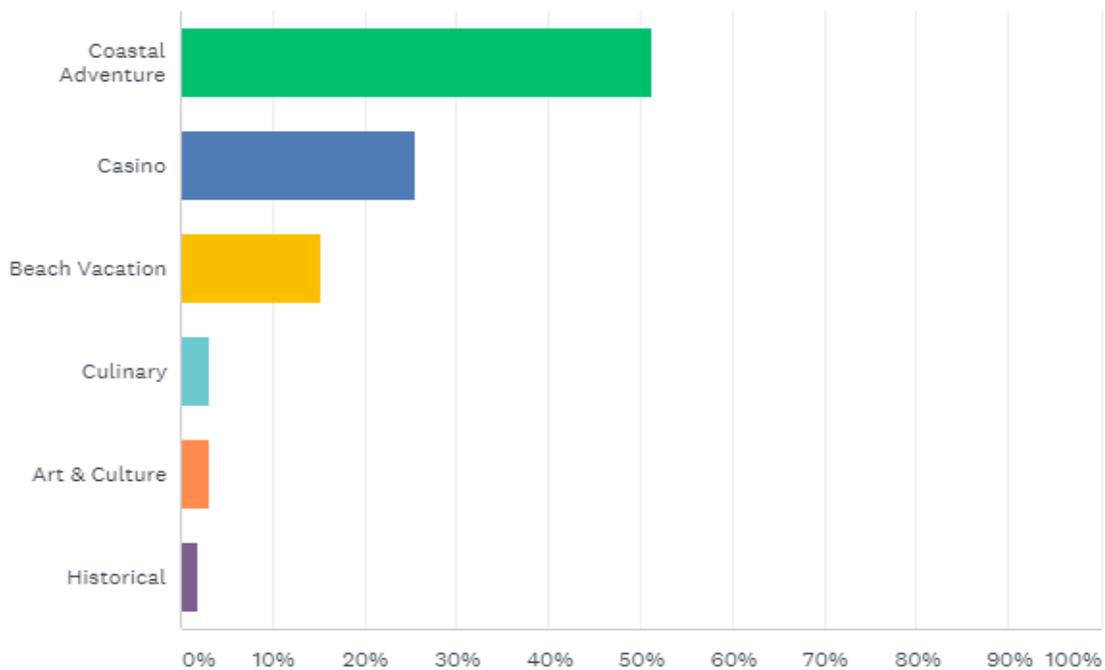
Q5 In your experience, when visitors come to the Mississippi Gulf Coast, what activities do they primarily partake in?

Answered: 164 Skipped: 0

Most commonly used words and phrases:

- 1 -Casinos/Gaming/Gambling
- 2 – Fishing
- 3 – Golf
- 4 – Dining
- 5 – Shopping
- 6 – Events/Festivals
- 7- Museums
- 8 – Ship Island
- 9 - Entertainment
- 10 – Enjoying the Beach
- 11 – Family Friendly Activities
- 12 – Experience nature & wildlife
- 13 – Exploring

Q6 Although the Mississippi Gulf Coast does have all of the following activities, choose the one option that best describes it as a destination.



Additional comments:

I can't pick one and I think that is what makes us great.

Fun & Festive (the reason they come is there is more than one).

I would say casino, but I do like brand of coastal adventure. PLEASE, PLEASE, PLEASE DO NOT CHOOSE BEACH VACATION!

Variety get-away.

We are a coastal adventure that includes gaming.

Q7 Taking into consideration your answer to Q6, please select four destinations you believe are our biggest direct competitors.

Answered: 164 Skipped: 0

Answer Choices:

Gulf Shores/Orange Beach, AL	95.12%
Pensacola/Florida Panhandle	90.85%
Other (please specify)	Responses 42.07%
Las Vegas, NV	35.37%
Hilton Head, SC	22.56%
Galveston, TX	20.73%
Savannah, GA	18.90%
Tampa, FL	16.46%
Atlantic City, NJ	12.80%
Fort Lauderdale, FL	12.20%
Daytona, FL	9.76%
St. Augustine, FL	9.15%
Charleston, SC	9.15%
Virginia Beach, VA	4.88%

Other:

New Orleans, Destin, Panama City, Memphis, Mobile

Q8 Please feel free to share any other comments or information you would like us to know about the future of marketing of the Mississippi Gulf Coast.

Answered: 93 Skipped: 71

Below is a snapshot of some of the responses:

There is sun and fun, history, family friendly activities, weekend festivals, and also adult events. What more do you need?

Lets continue to be ourselves. It is our best trait.

Promote experiences / adventures more.

I hope you will focus on the things that make us special and separate use from coastal AL and the FL panhandle. Eco tourism combined with casinos, golf, museums, clean water, etc. will lift us up as a destination. Protecting what we have that makes us unique is important if we want tourism to thrive and grow in a positive manner. Asking the public what we think is a great way to start, thank you!

The local population needs to become more informed about how, where and why marketing dollars are spent by tourism. They should get involved in promoting our message but consistent with tourism efforts.

I personally think the majority of our tourism is driven by the casinos. I would like to see a push for a "more affordable" beach vacation destination. I've spoken with people before who had no idea Mississippi had a beach or how the coast was so full of fun entertainment and amazing cuisine.

Outside the casinos there is not a lot for visitors to do- we need to support development initiatives outside casinos, eating and drinking. For example do we talk about what a great place this is to paddleboard (and to we have enough businesses that support this initiative). This is a great place to run - but do we highlight our 26 miles of great running along the coast. Golf... etc.

Since I am a part owner in two courses on the Mississippi Gulf Coast I would like to see golf marketed more. I am a native of Biloxi and have seen the coast change over the last 55 years. The beach is no longer a major draw for people coming to the coast. The Florida panhandle and Gulf Shores has a large market share because of the great beaches and clear water. Gaming is at the forefront of our tourism market. With casinos opening up throughout the country we must be more than just gaming. What sets us apart from other gaming markets?

It is just not a gambling destination, we should focus on one day trips from our boarding states and within our own state. We can be their whole vacation, adults, children, and seniors.

We need more family entertainment activities. My biggest obstacles are funding for family activities and a thought process that has been perpetuated by some that we are and will always want to be an adult play ground.

The biggest problem we have is trash. You can not drive five miles without seeing a mass amount of trash on I-10! From what I hear, that is one of our biggest complaints. You can just focus on the good, you need to focus on the bad, so that it can be fixed.

People complain that the beaches are closed all the time

We need to make more of Gulfport Sportsplex. It's ridiculous that we have that year-round venue that literally is near capacity every weekend yet no one can see it from I-10 and access is horrible. All of these travel baseball and soccer teams come here to the coast in many cases for the first time and become fans of the area. If you look at the big world of travel sports, the MS coast is becoming a big hub between Baton Rouge and Florida panhandle and is central to all. Separately, we need convention space in east biloxi where all the hotel rooms are. Our existing convention space is utilized mostly for gun shows and carnivals. :)

I would like to see ads specific to our destination. I've seen some that gives an impression of us being in the deep South of Louisiana. Our brand should always be "Coastal" while continuing to include our culture, culinary, historical, coastline and casinos.