



# Visit Mississippi Gulf Coast

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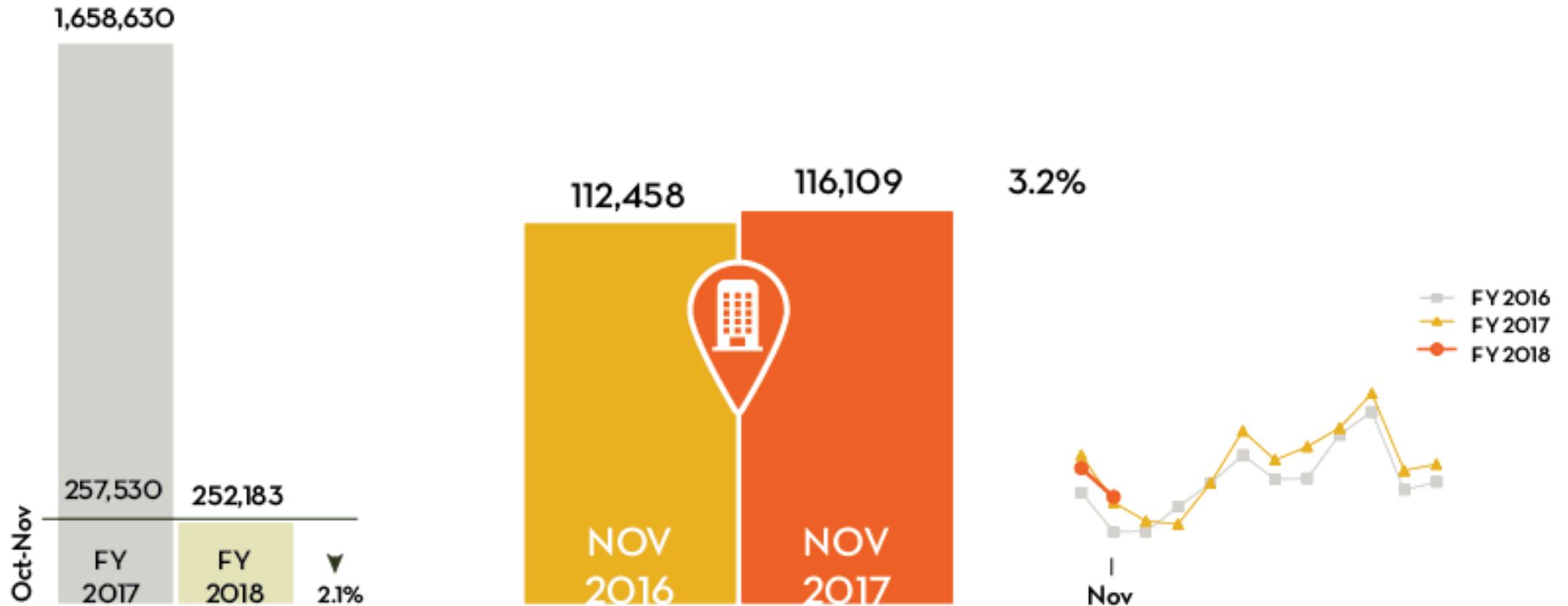
**KEY PERFORMANCE INDICATORS**

**DECEMBER 2017**

# Non-Casino Rooms Sold



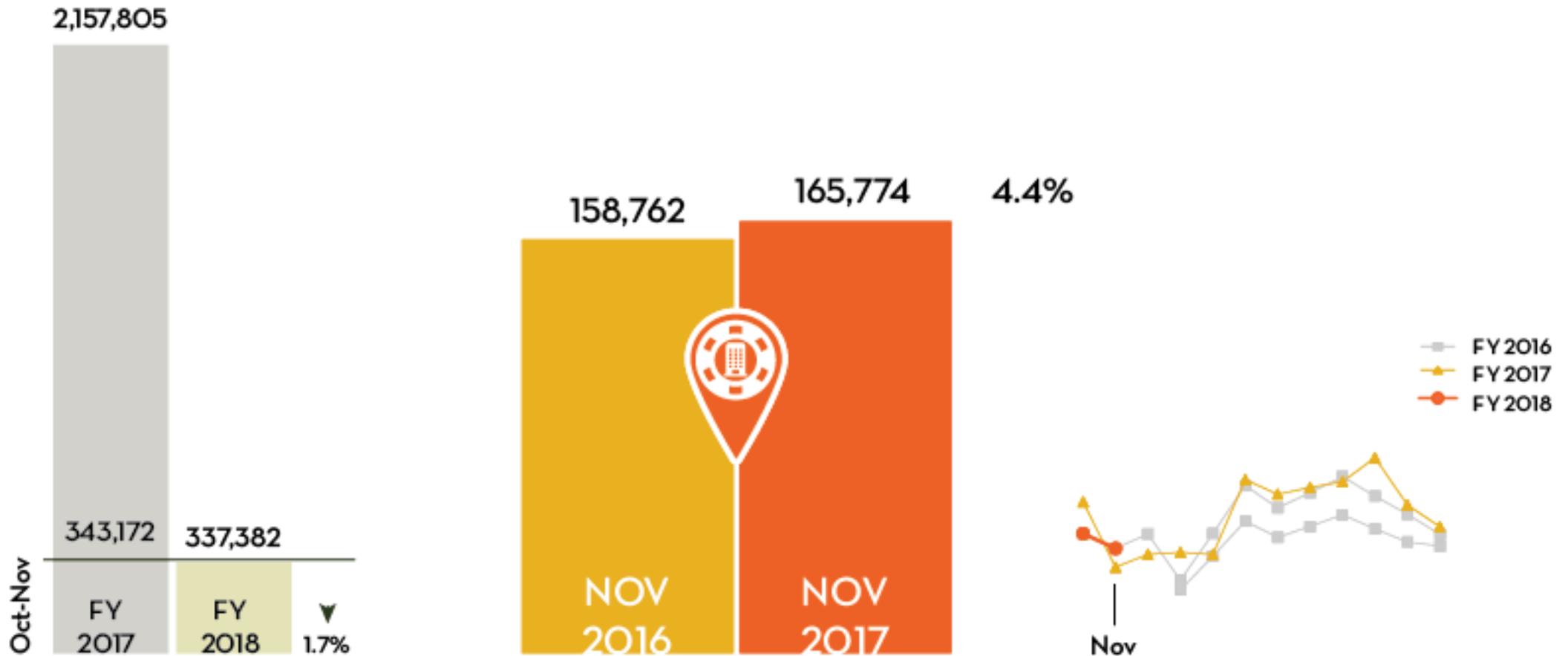
STR



# Casino Rooms Sold



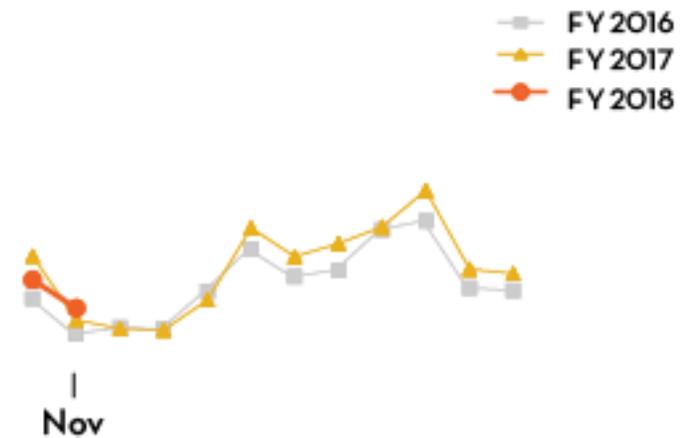
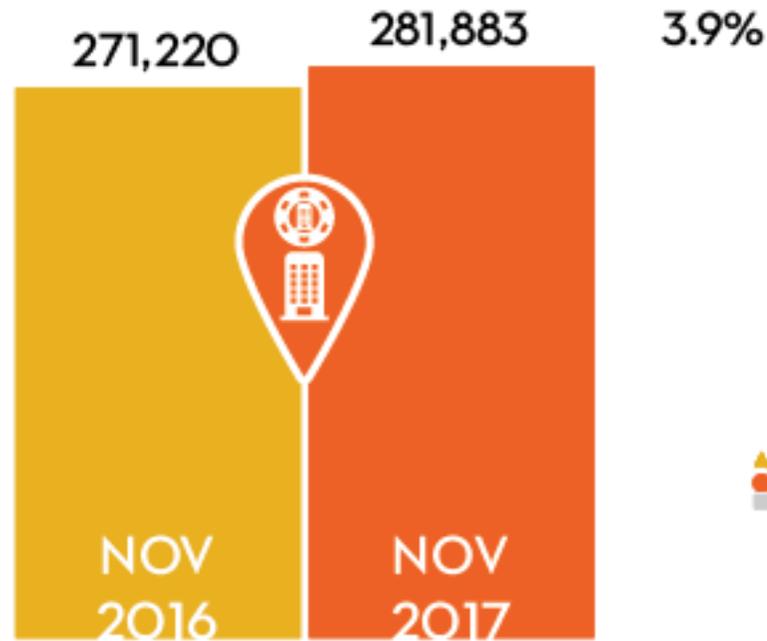
MS Gaming Commission



# All Rooms Sold



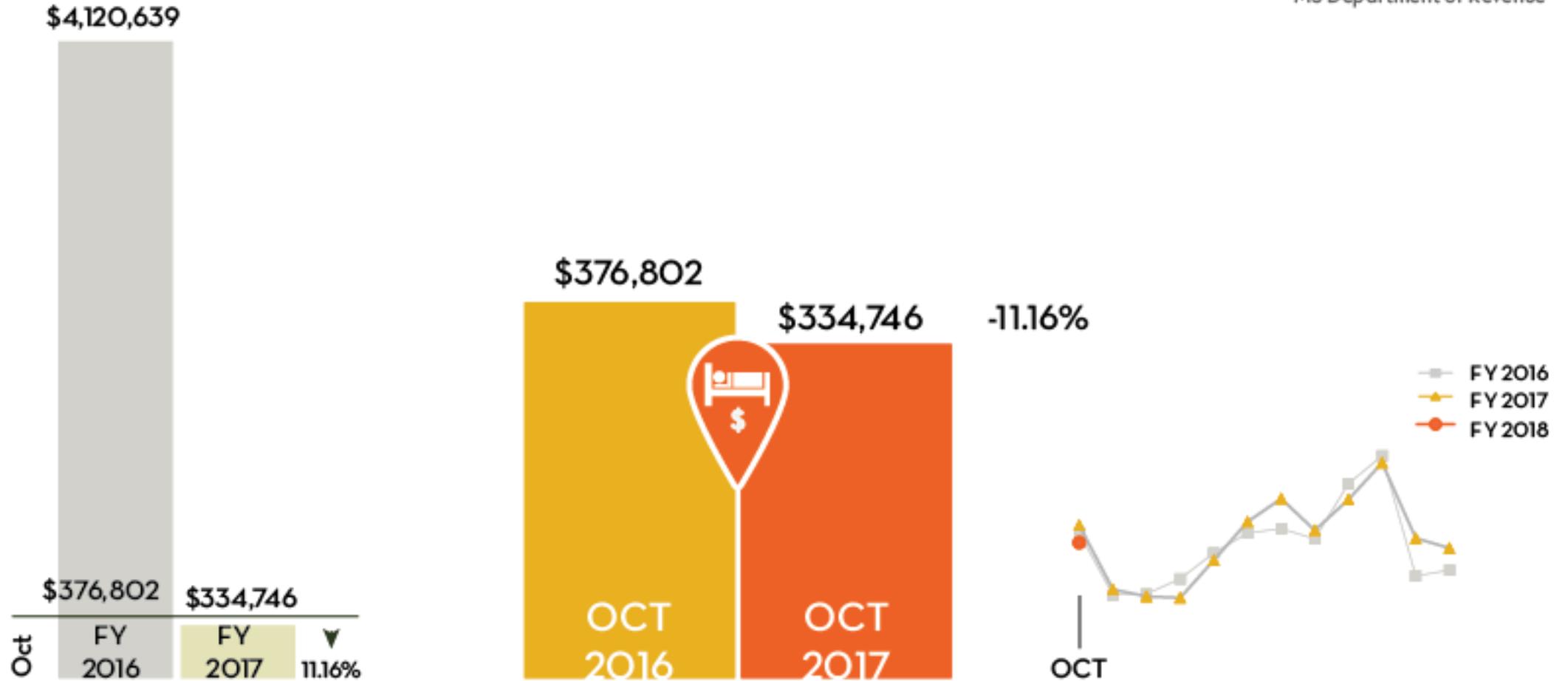
STR & MSGC



# Occupancy Tax Receipts



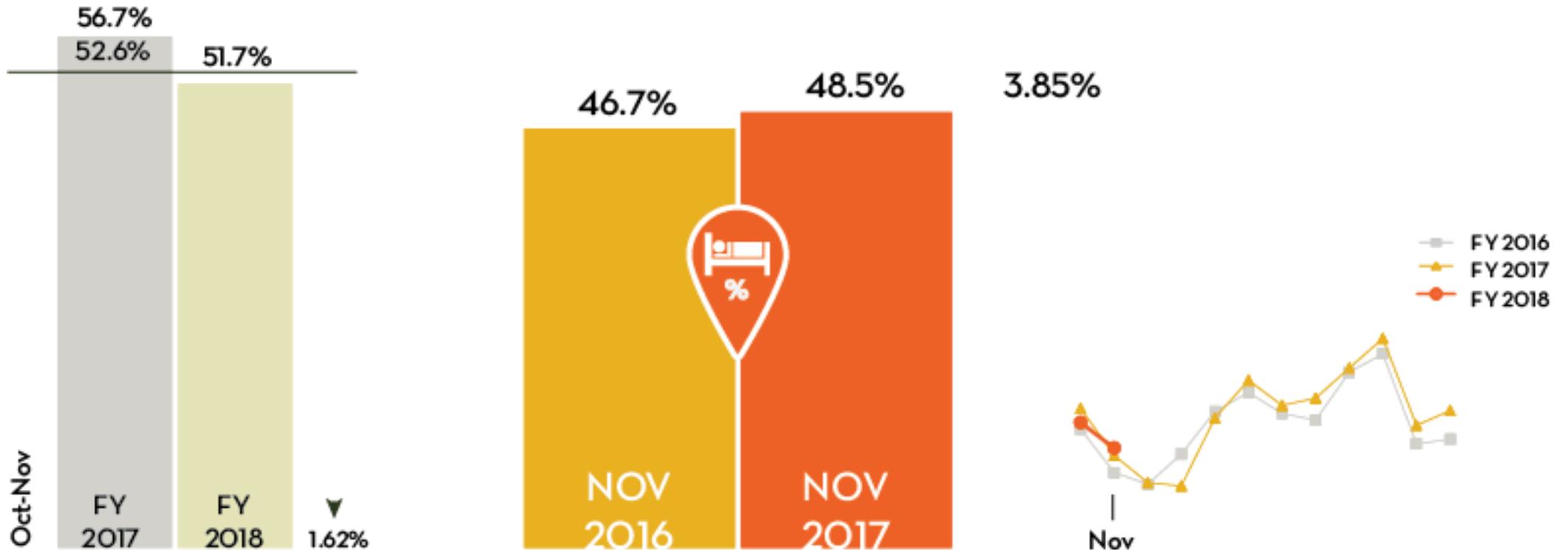
MS Department of Revenue



# Non-Casino Occupancy



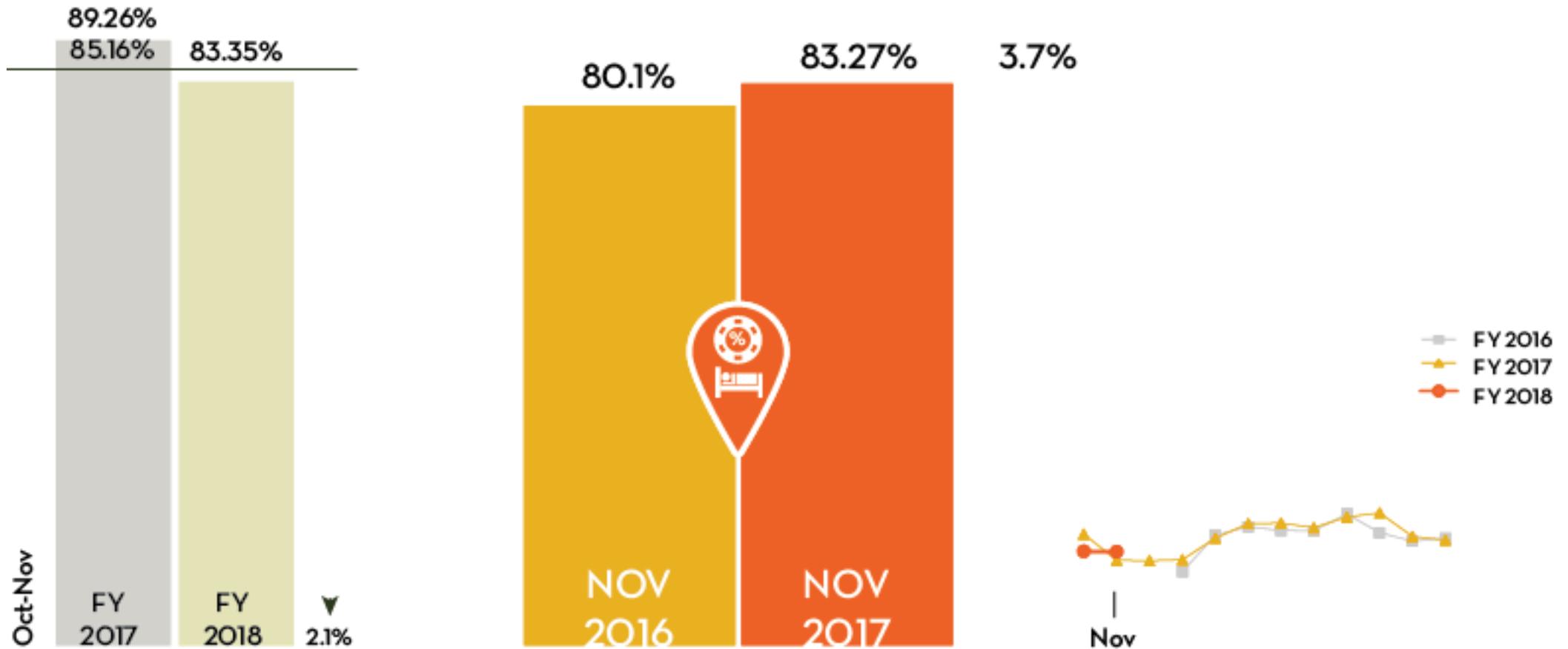
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# Casino Occupancy



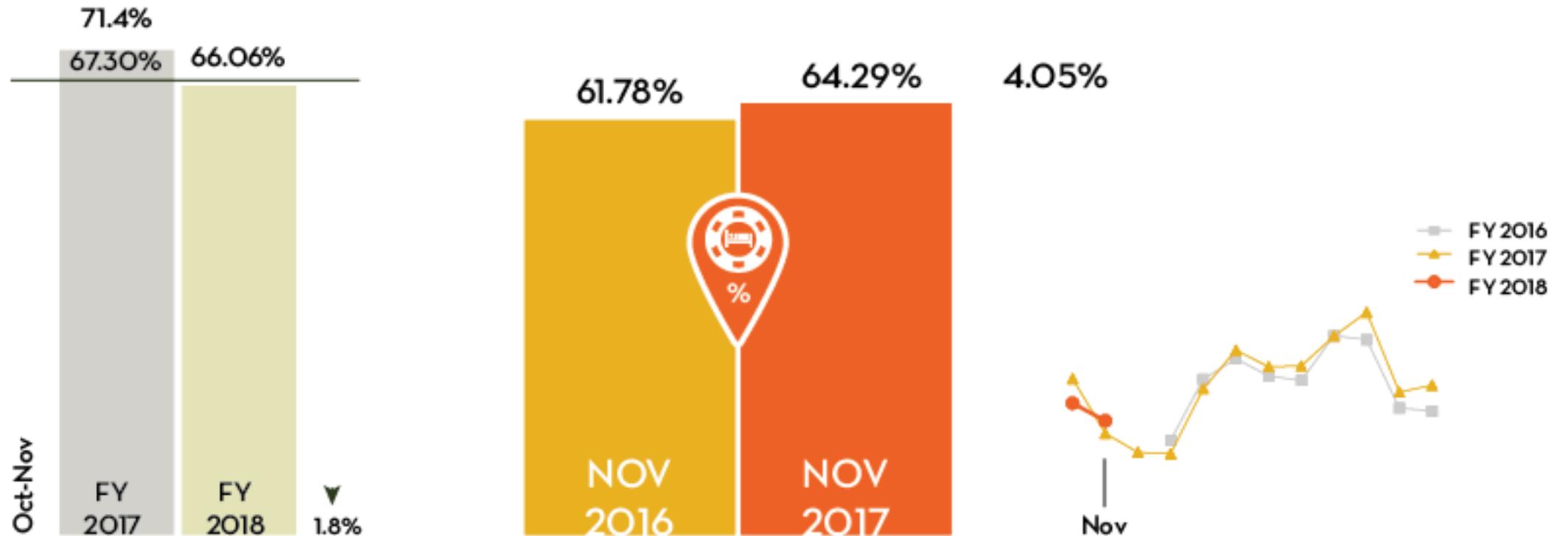
MS Gaming Commission



# All Occupancy



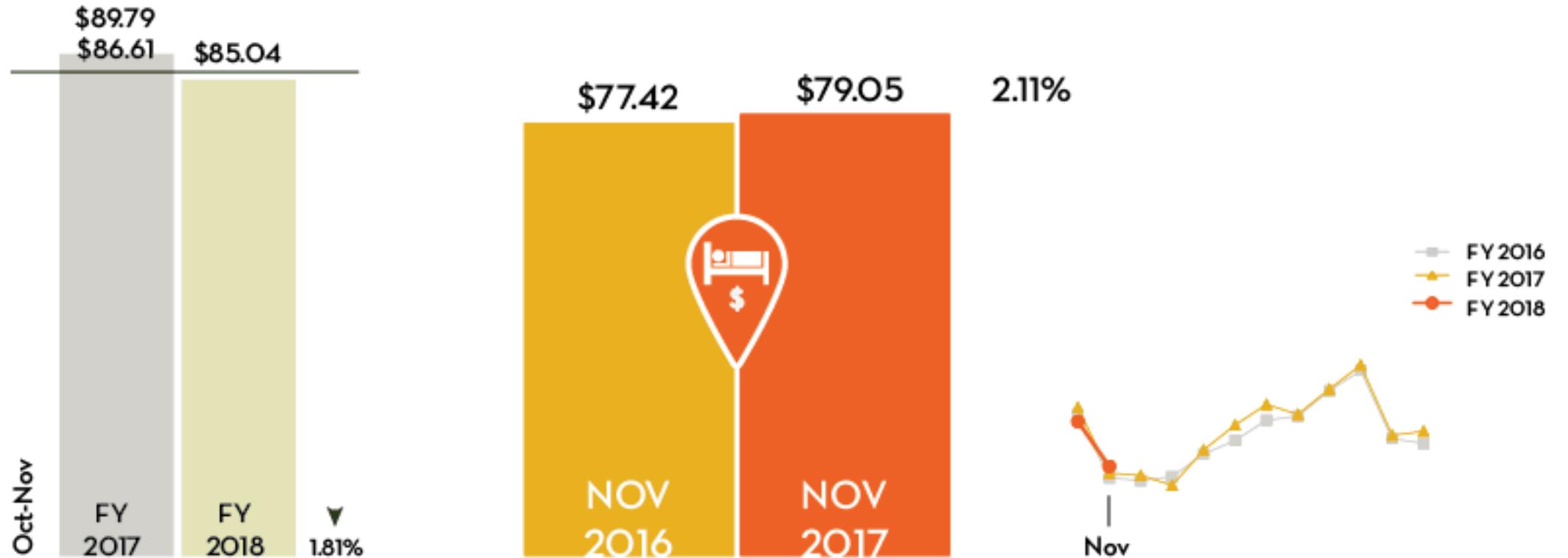
STR & MSGC



# Non-Casino ADR



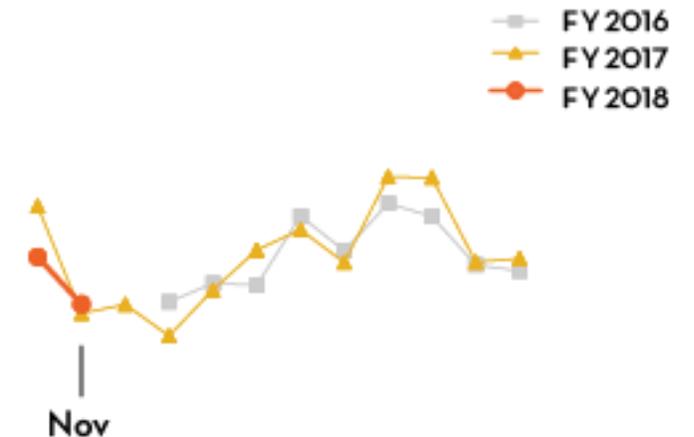
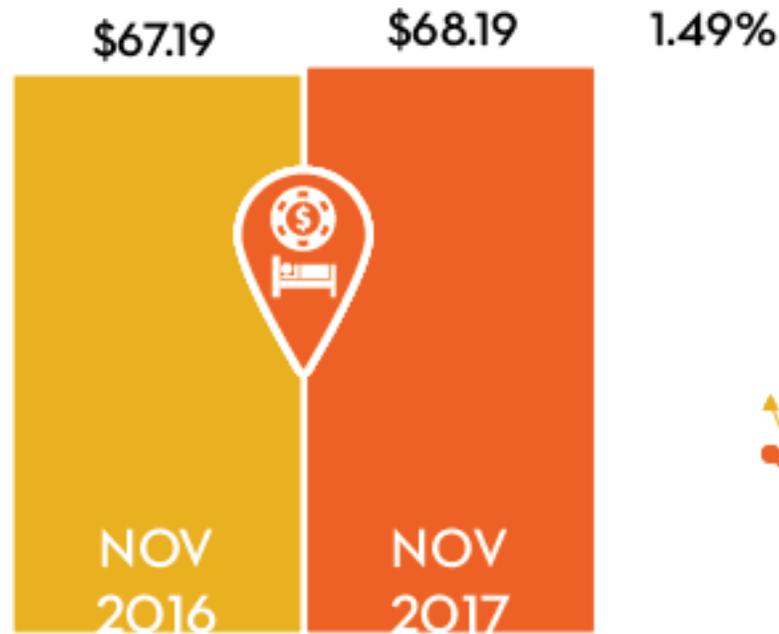
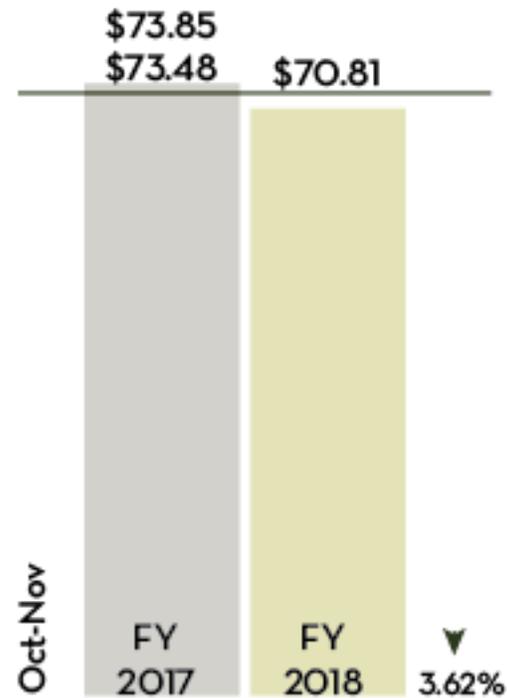
STR



# Casino ADR



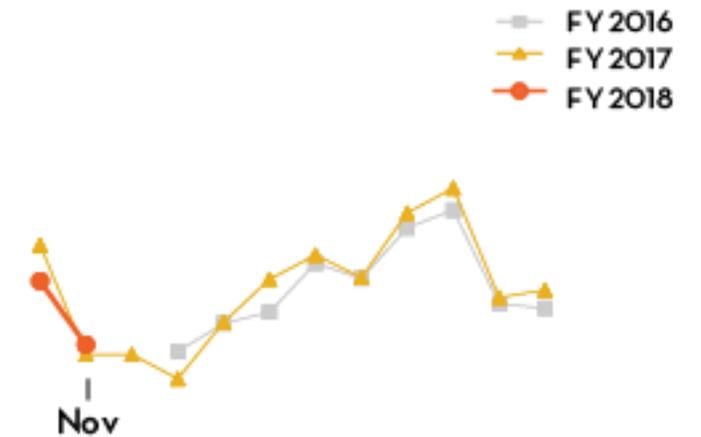
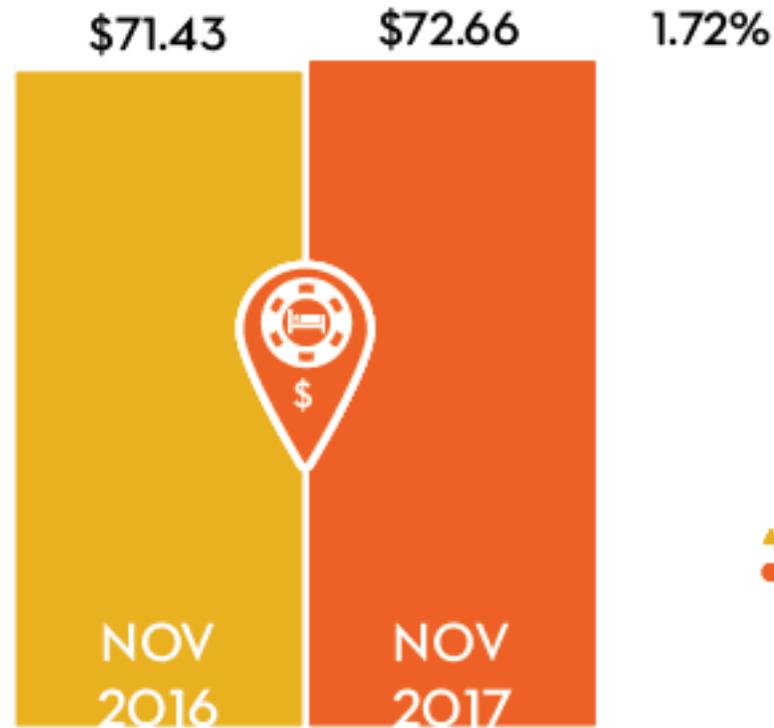
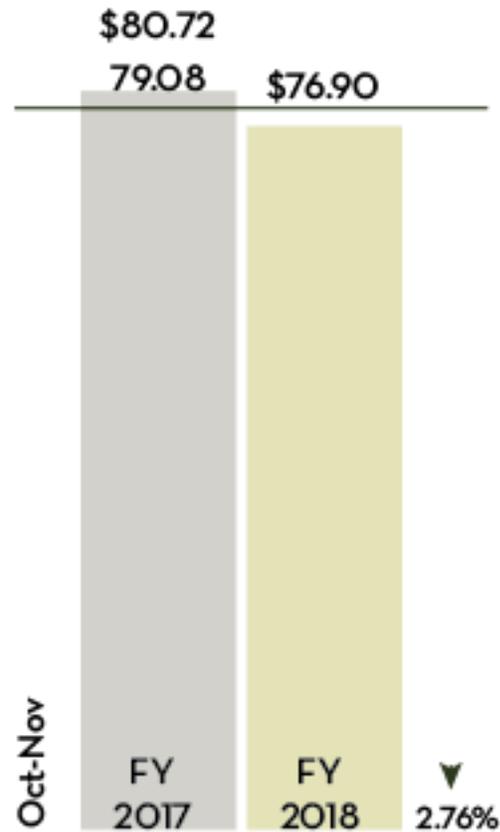
MS Gaming Commission



# All ADR



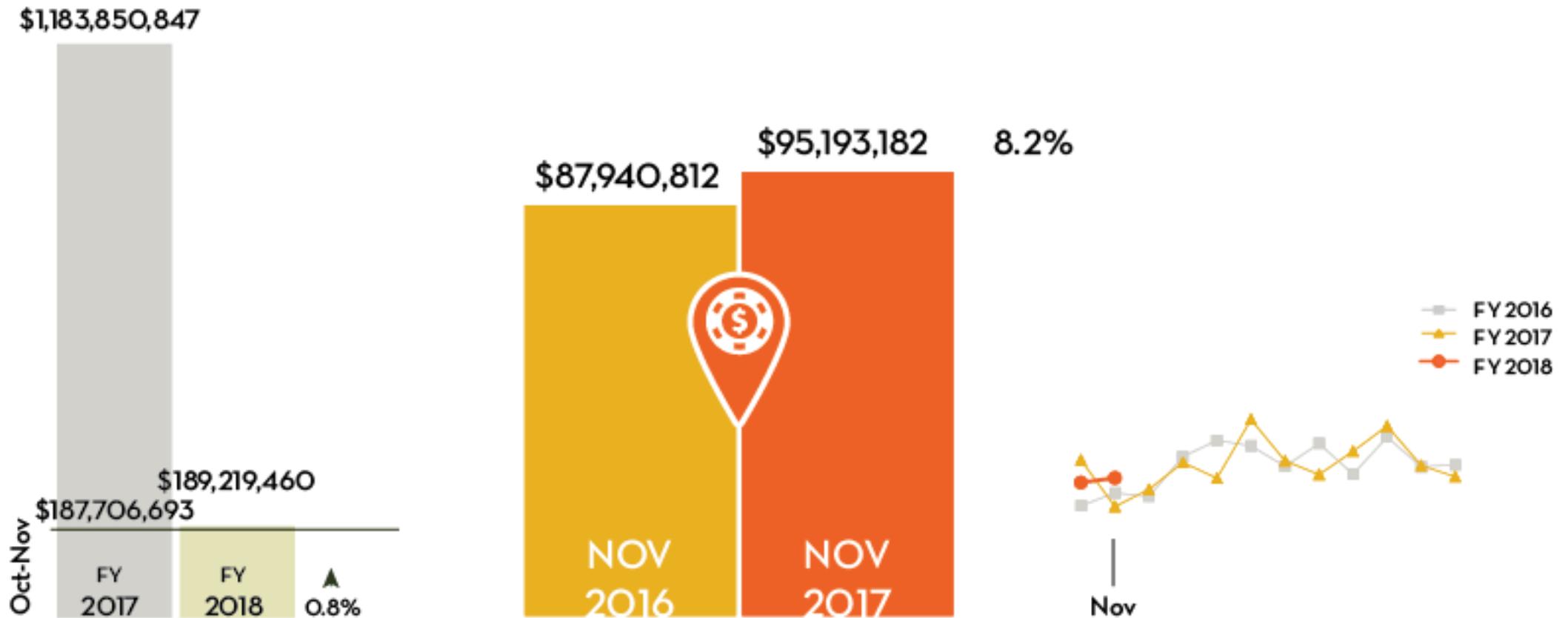
STR & MSGC



# Gaming Revenue



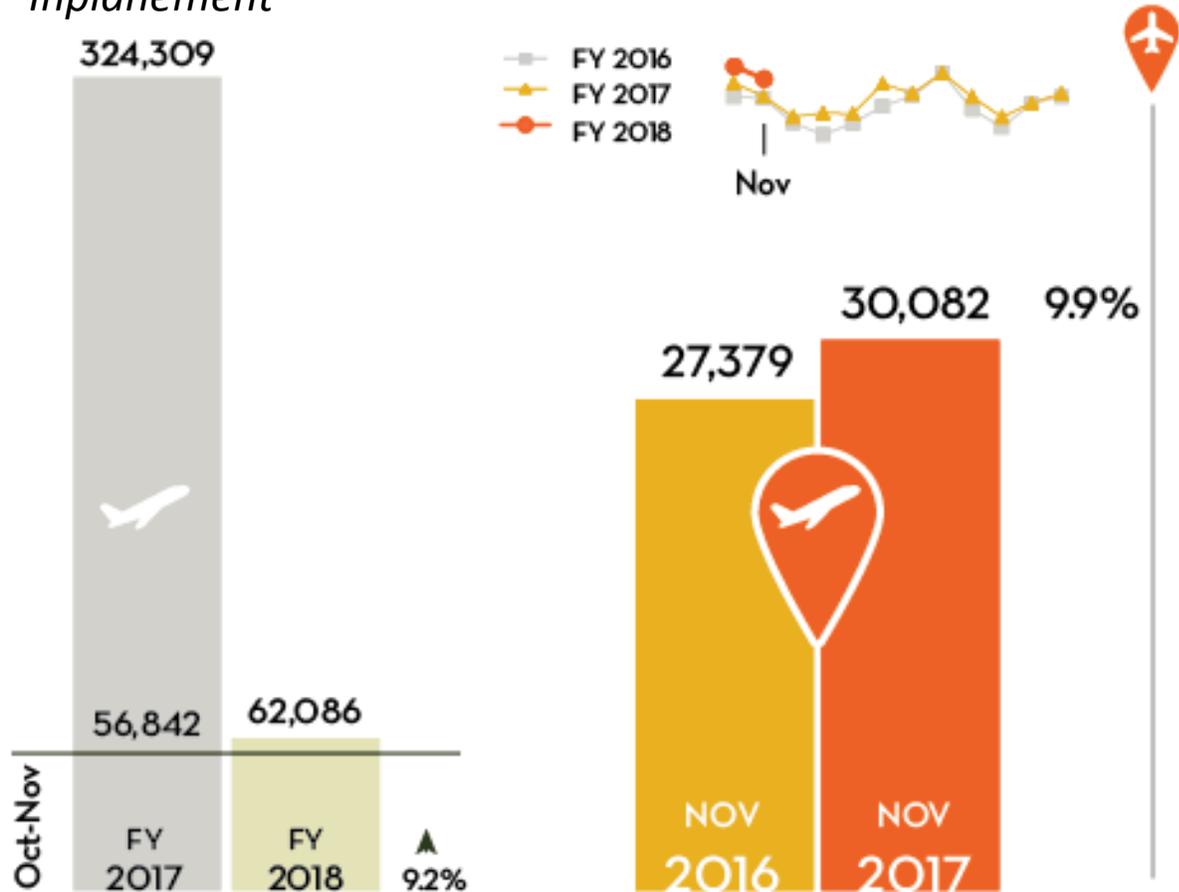
MS Gaming Commission



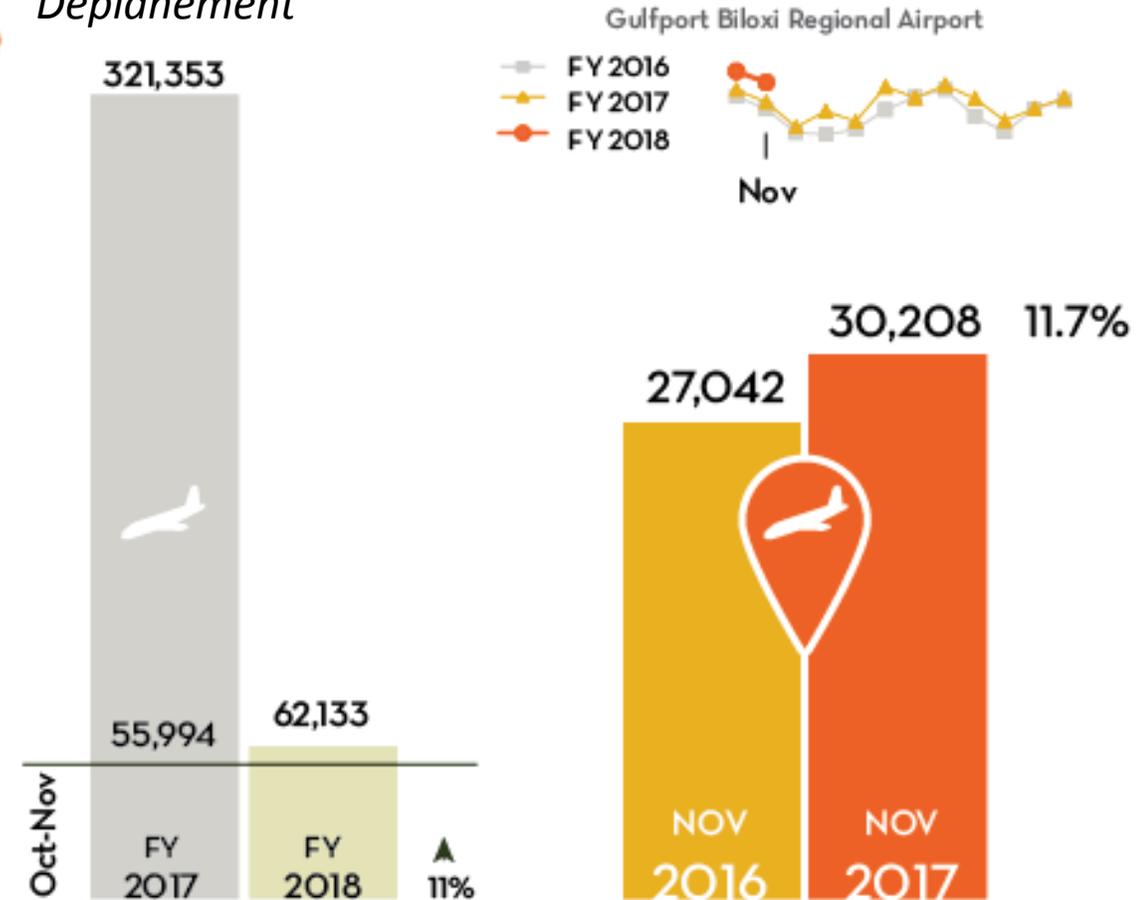
# Airport



## Inplanement



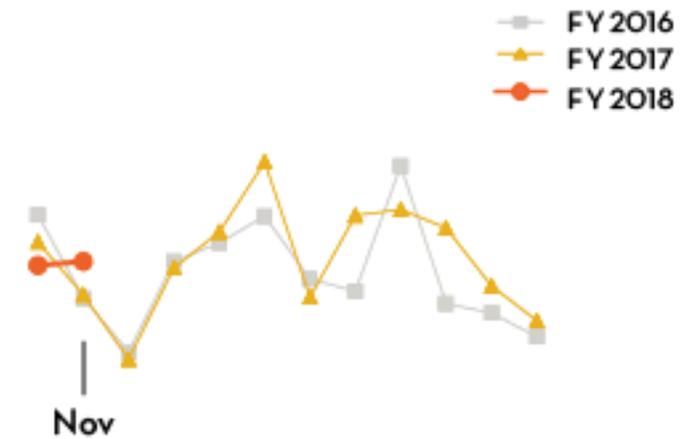
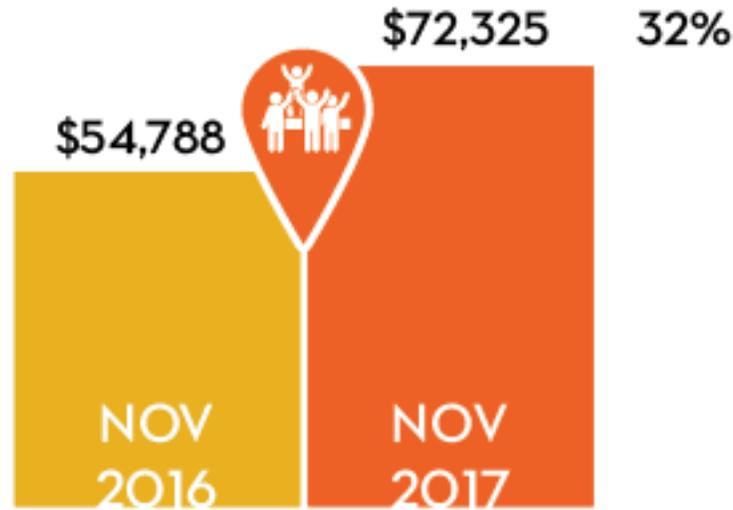
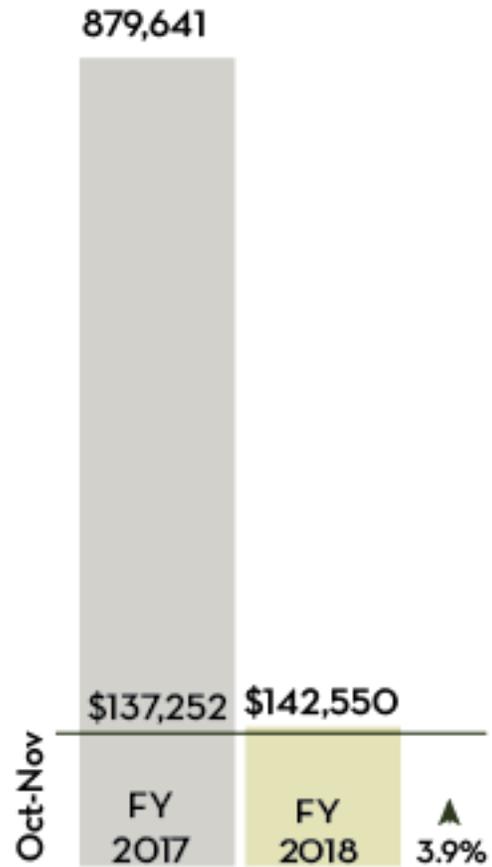
## Deplanement



# Convention Center Revenue



MS Coast Coliseum and Convention Center

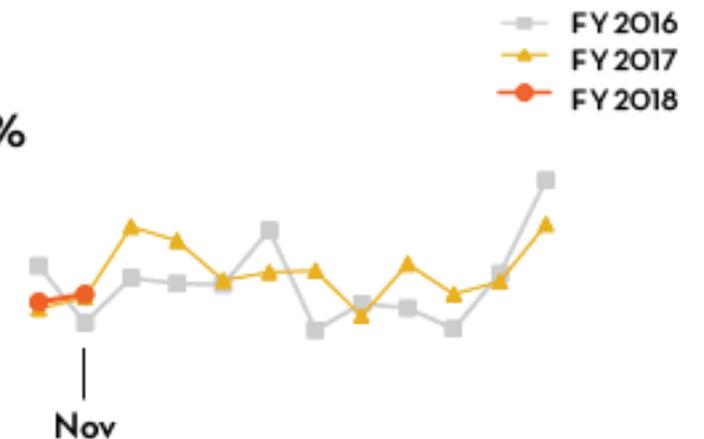
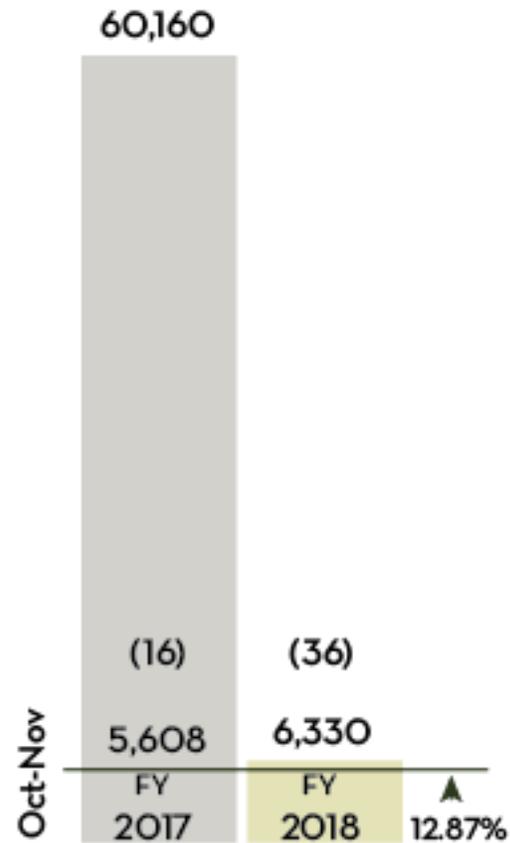


# Definite Bookings

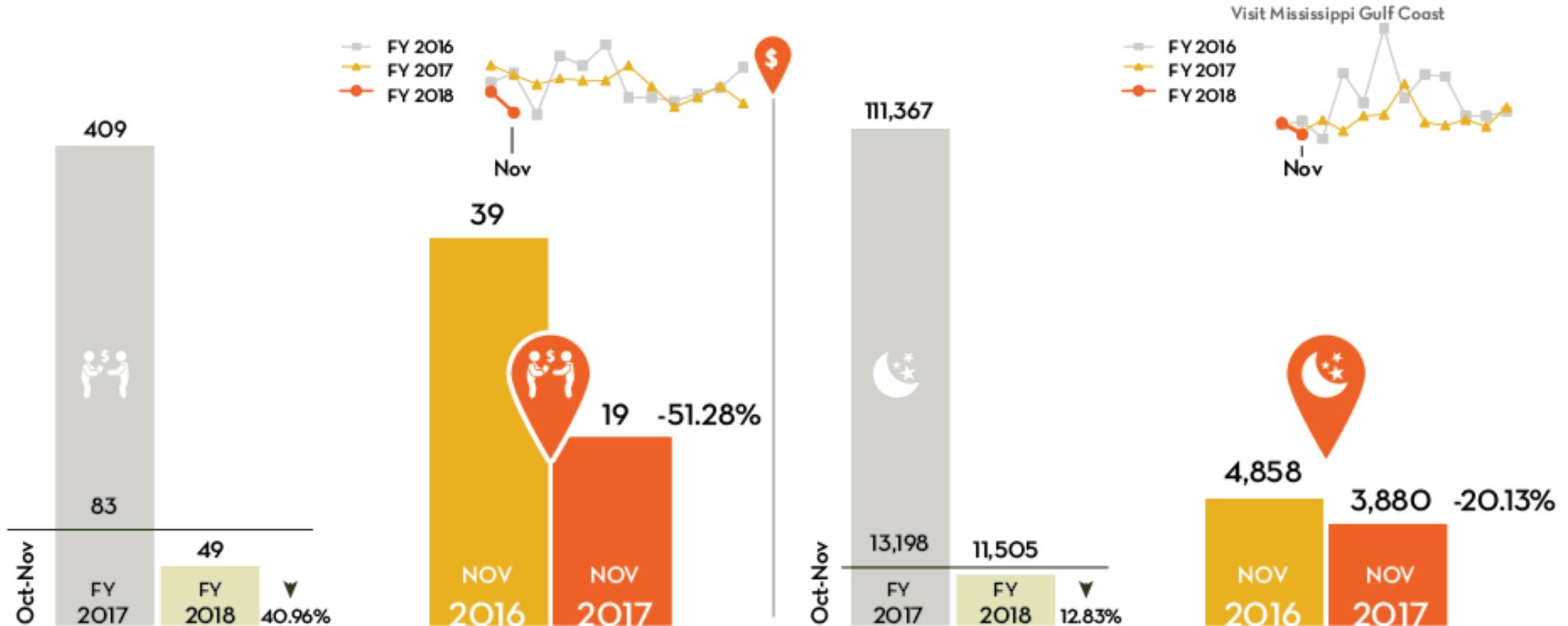


Room Nights/(Groups)

Visit Mississippi Gulf Coast



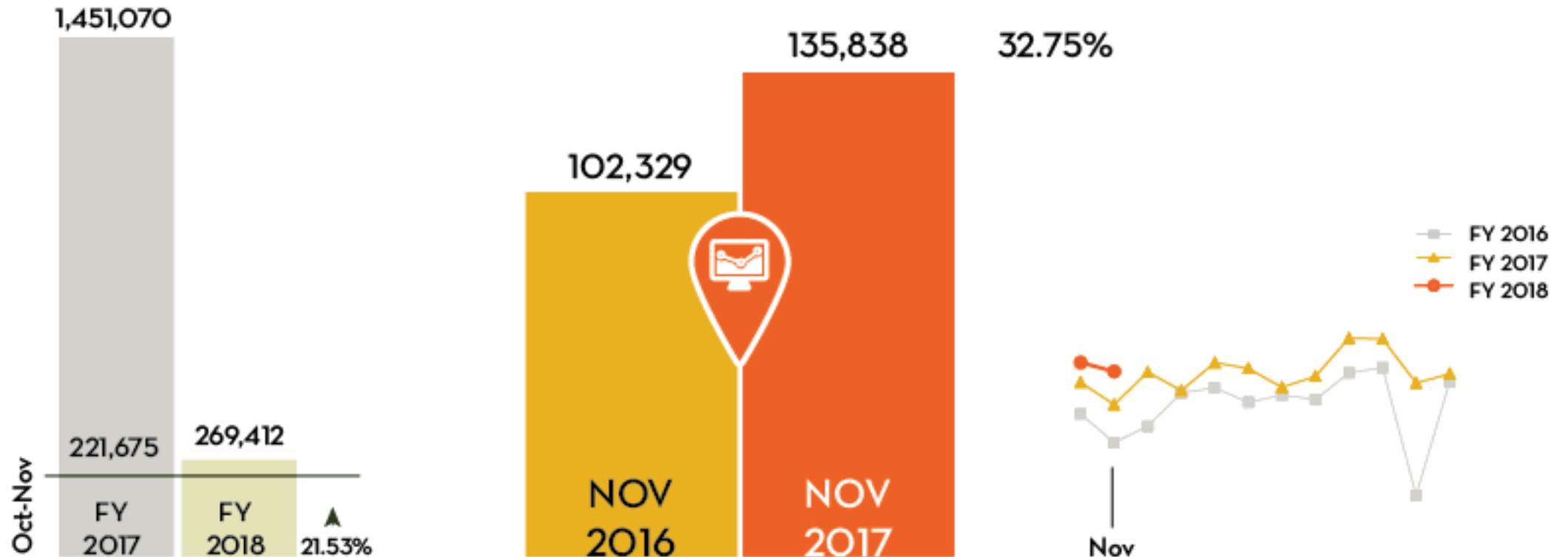
# Leads Issued & Potential Room Nights



# Google Analytics - Unique Visits



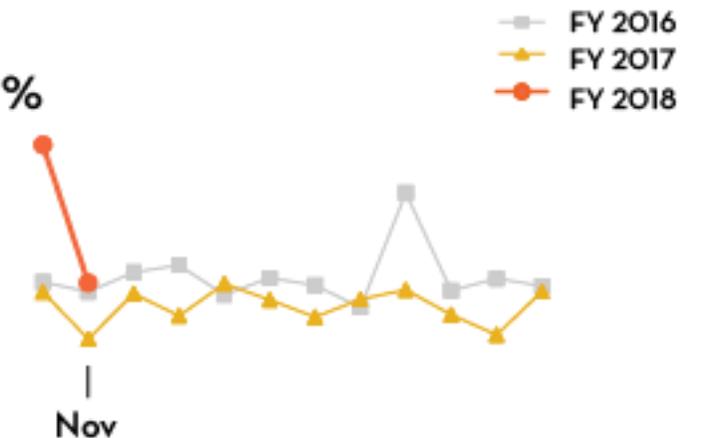
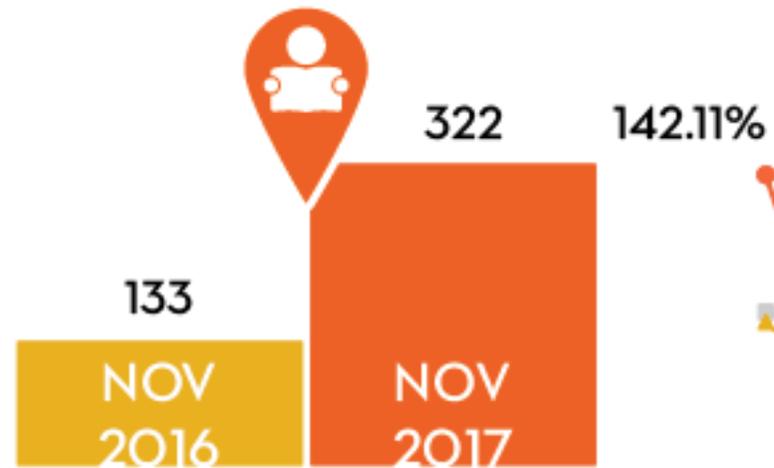
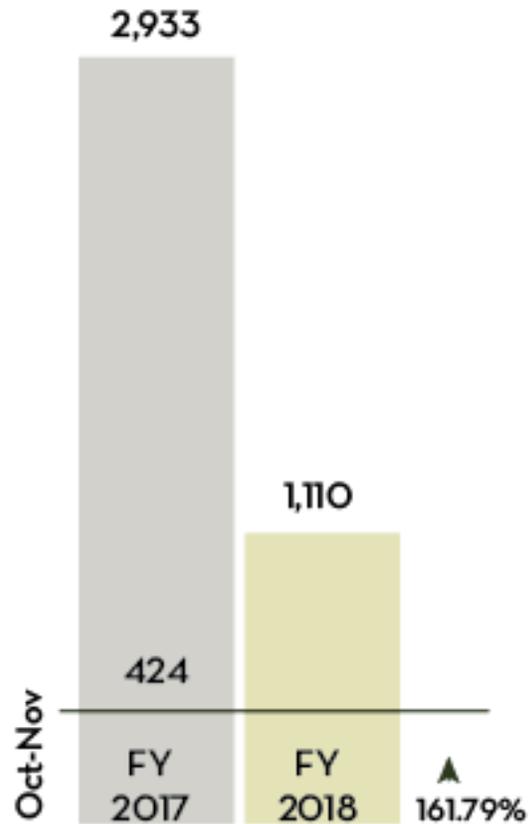
Google Analytics



# Number of Articles



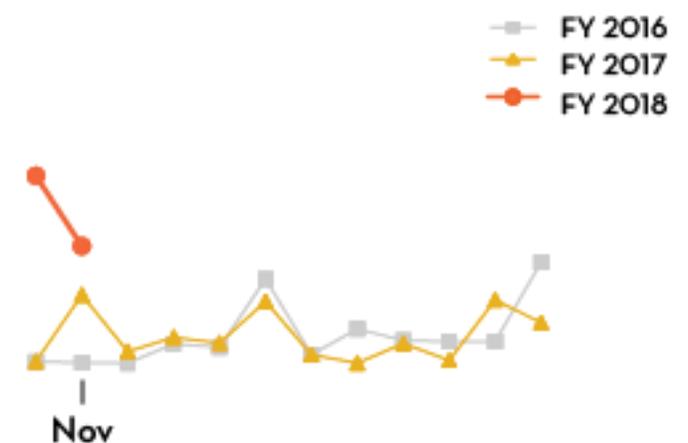
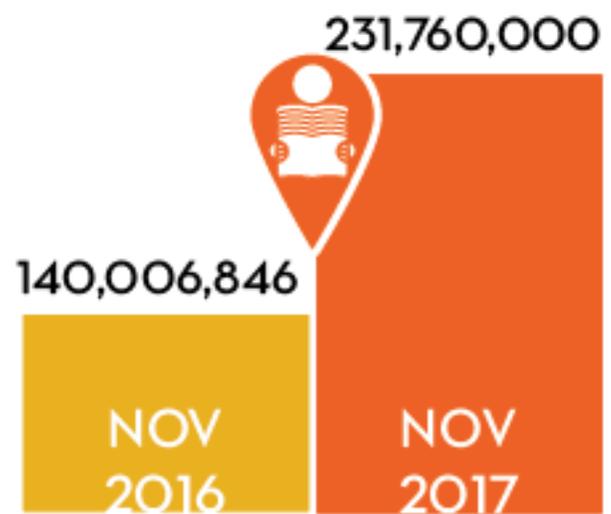
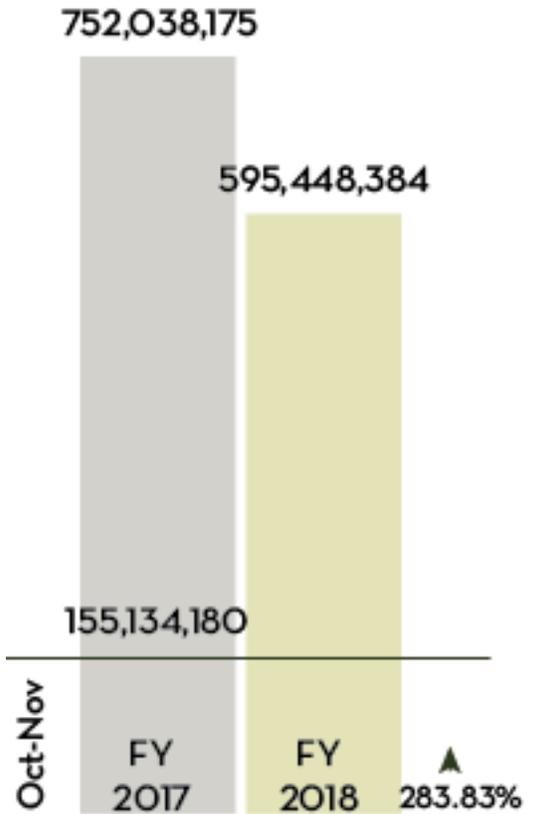
Critical Mention



# Impressions



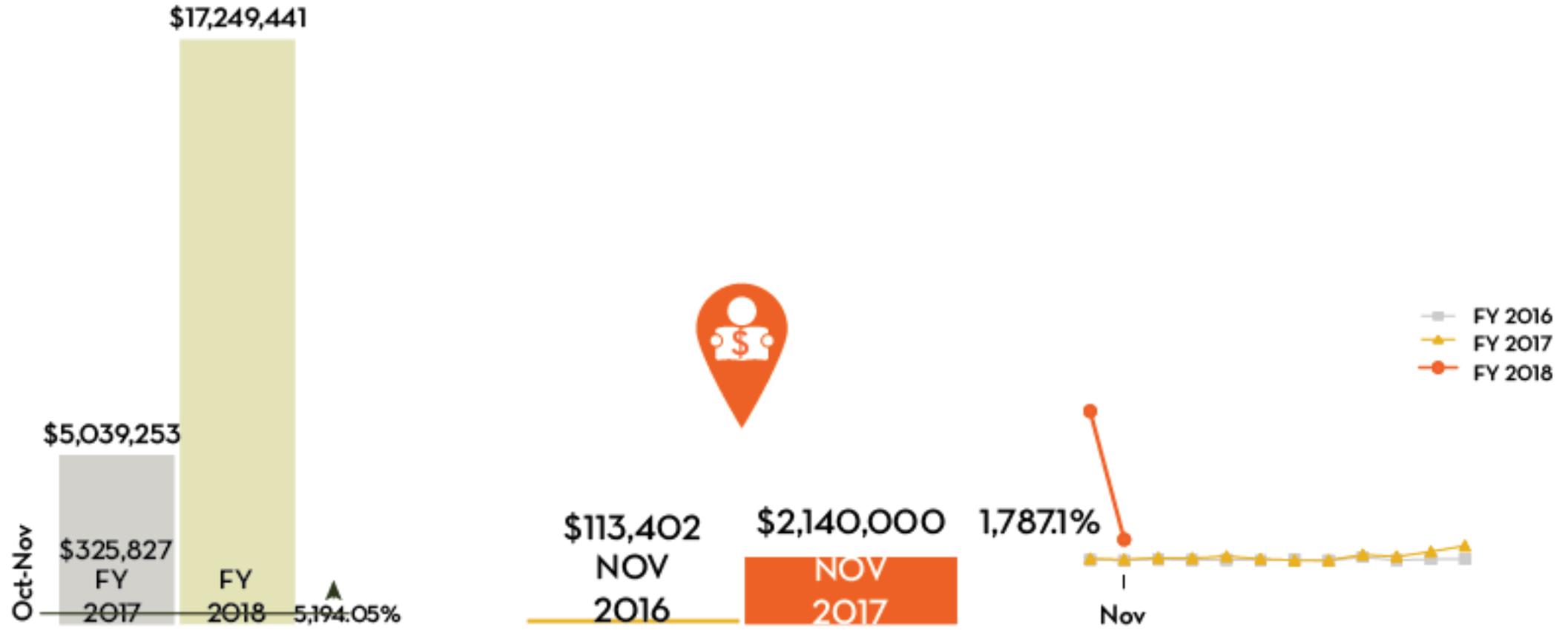
Critical Mention



# Media Value



Critical Mention



## Gorgeous Gulf Coast Beaches for a Relaxing Getaway



### Biloxi Beach, Mississippi

Referred to as "The Playground of the South," Biloxi, Mississippi is widely known for its casinos, golfing, and amusement parks, which all conveniently sit alongside the beautiful Gulf Coast shoreline. Don't be fooled by its wild side, though. There's a certain charm that this beach town holds for tourists of every age, from its boat charters and museums to mini-golf and historical sites. After a day of soaking up the sun, head to the Biloxi Lighthouse or take a ferry to Ship Island, located 12 miles off the coast, where the beauty of the Gulf Coast is at its peak.

TRAVEL

## The Most Beautiful Hotel in Every State in America

Before you set out on your next Stateside journey, consult our list of the country's most awe-inspiring properties

TEXT BY [HANNAH HUBER](#) · Posted November 9, 2017



Photo: Courtesy of The Roost



### Mississippi: The Roost Ocean Springs

For an authentic and relaxing getaway to the Gulf Coast, the Roost's chic beach-shack decor will give you vacation vibes upon entry. [roostoceansprings.com](http://roostoceansprings.com)

# MEDIA COVERAGE

## The Ultimate Mississippi Road Trip

You need to explore this southern gem that is the home to some of America's greatest literary minds and beloved musicians.

By **Maryellen Kennedy Duckett**

Celebrate legendary musicians, literary giants, and civil rights pioneers on a scenic capital-to-the-coast loop through Mississippi. The roughly 800-mile route begins and ends in Jackson, leads through rural areas and college towns, and includes stops on the Mississippi Blues Trail.

### BILOXI/OCEAN SPRINGS



# Tennessean.

PART OF THE USA TODAY NETWORK

## Discover natural wonders beyond Biloxi's casinos

Tom Adkinson, Special to Nashville Tennessean / USA TODAY NETWORK — TENNESSEE Published 2:00 p.m. CT Nov. 19, 2017



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(Photo: Tom Adkinson / For The Tennessean)

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In times B.C. (that's Before Casinos), it was the natural world that drew visitors to Mississippi's three coastal counties. Slot machines' flashing lights and ringing bells are alluring these days, but Mother Nature offers golden sunsets over the Mississippi Sound, chirping birds and lapping waves to entertain you outdoors.

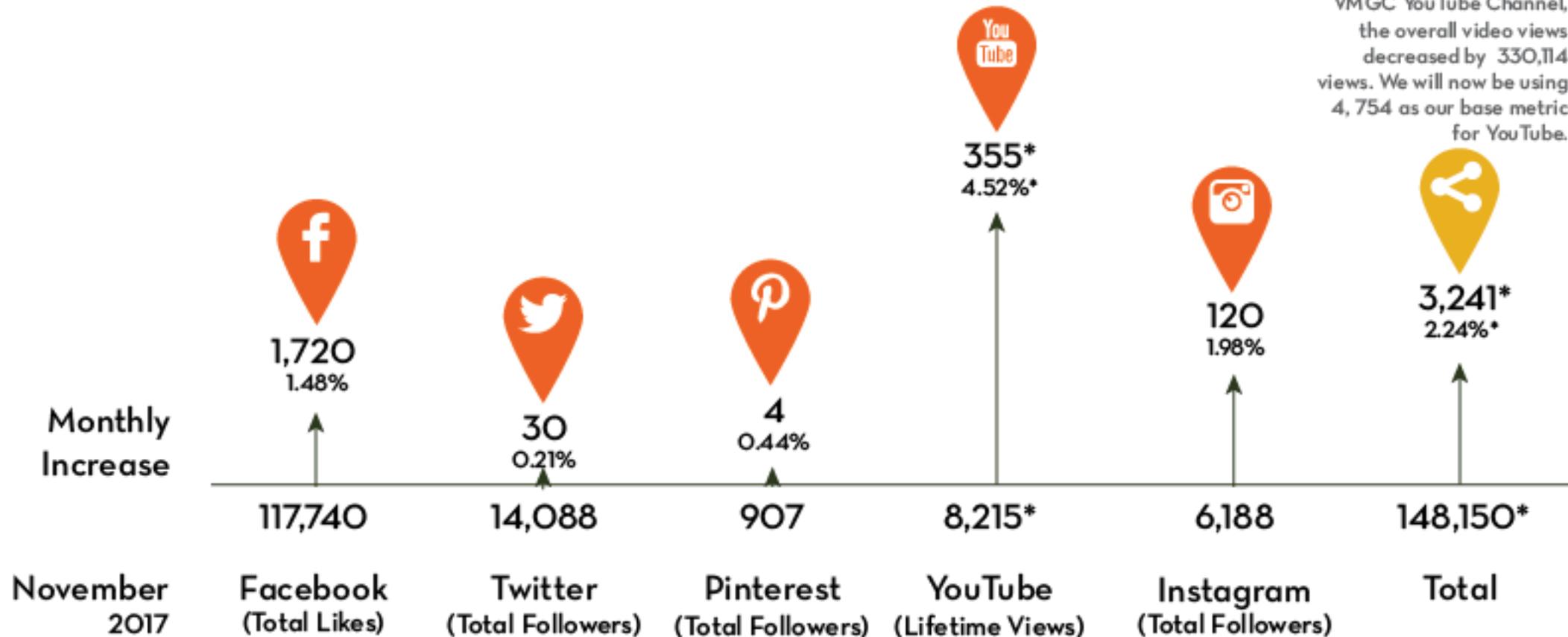
It's surprisingly easy to have a stare-down with an alligator, float on a "singing river" and spot one of the rarest birds in North America, the Mississippi sandhill crane, just minutes from the casino floor. There are only 129 of the long-legged birds, and I saw six in one morning. That means I saw almost five percent of the world's population — better odds than winning at a blackjack table, I'll bet.

# 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.



Post Details

**Visit Mississippi Gulf Coast**  
Published by Wiley Anderson [?] · November 18 at 12:25pm · 🌐

"No sampling of Mississippi cuisine would be complete without a roast beef po-boy, and you'll find one of the best" at this Mississippi Gulf Coast gem 😊  
Find out which Mississippi Gulf Coast restaurant made the list of great Mississippi eateries #MSCoastLife



These 10 Restaurants Are What Mississippi Cuisine Is All About  
Get a true taste of the Magnolia State at these iconic eateries!

ONLYINYOURSTATE.COM

Get More Likes, Comments and Shares  
When you boost this post, you'll reach up to more people.

Organic	Paid
37,404	57,334

94738 people reached

2.8K reactions

68 Comments 375 Shares

Like Comment Share

94,738 People Reached

3,673 Reactions, Comments & Shares

2,990 Like	2,788 On Post	202 On Shares
117 Love	102 On Post	15 On Shares
2 Haha	2 On Post	0 On Shares
37 Wow	37 On Post	0 On Shares
1 Sad	1 On Post	0 On Shares
149 Comments	96 On Post	53 On Shares
379 Shares	375 On Post	4 On Shares

5,557 Post Clicks

1 Photo Views	4,187 Link Clicks	1,369 Other Clicks
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NEGATIVE FEEDBACK

33 Hide Post 6 Hide All Posts

0 Report as Spam 0 Unlike Page

Insights activity is reported in the Pacific time zone. Ads activity is reported in the time zone of your ad account.



Tweet activity



**Visit MS Gulf Coast** @VisitMSCoast  
It looks like your furry friends will be welcome at even more @BiloxiShuckers games next season! Don't forget to buy your season tickets! 🐾🐾 #MSCoastLife  
<http://bit.ly/2z4zUXa> @WLOX  
[pic.twitter.com/FRWVYu44Jv](http://pic.twitter.com/FRWVYu44Jv)

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

Get started

Impressions	2,823
Total engagements	35
Likes	9
Media engagements	7
Link clicks	7
Detail expands	7
Retweets	4
Hashtag clicks	1

visitmscoast  
Henderson Point, Mississippi

visitmscoast "I shoot this the first Monday after the time change every year" 📸  
@alexnorthphotographer #MSCoastLife #PassChristian

coloradomtn\_girl I think this is stunning. ✕

j\_s0138 One of my favorite places 🍷 ✕

melissa\_r\_wagner Beautiful! I saw this firsthand too...actually saw you taking this pix! @alexnorthphotographer great job ✕

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615 likes

NOVEMBER 6

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# SOCIAL MEDIA