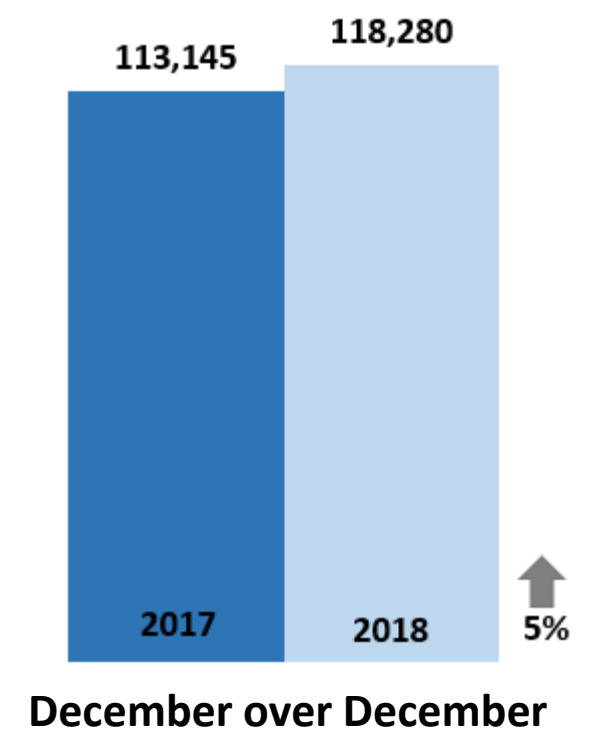
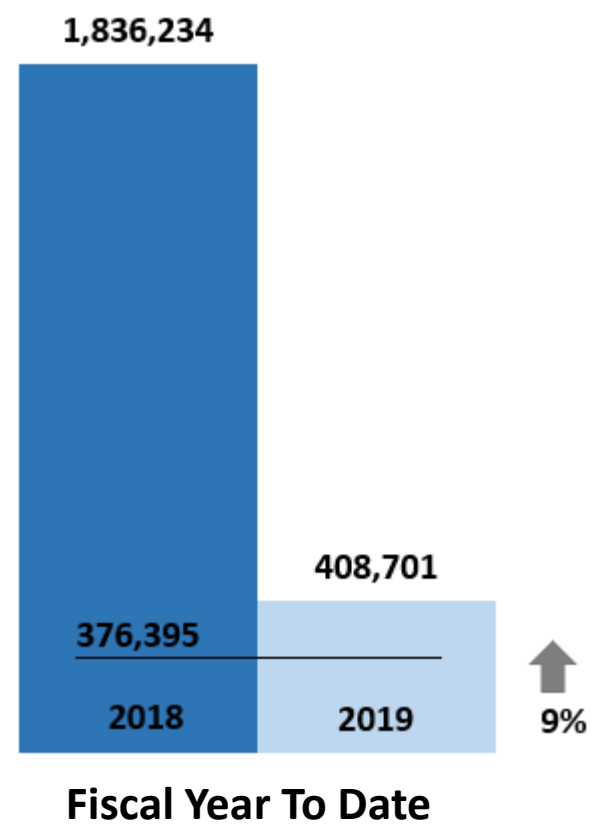
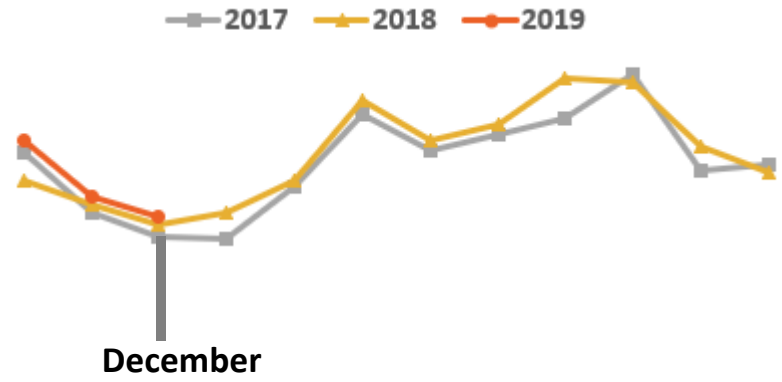


Visit Mississippi Gulf Coast

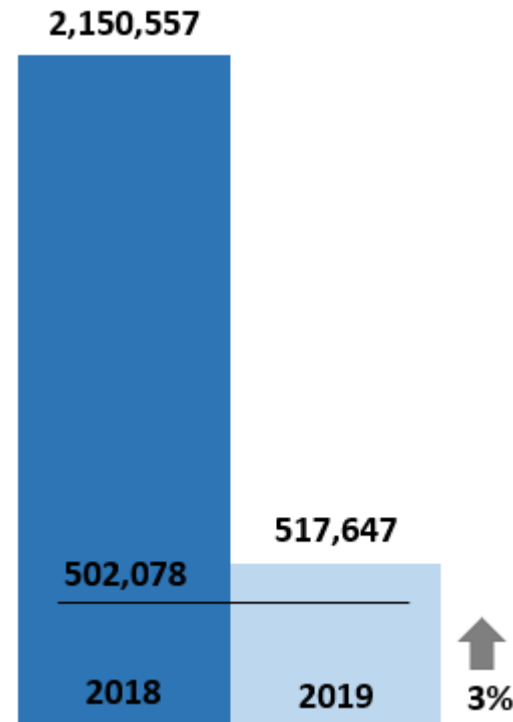
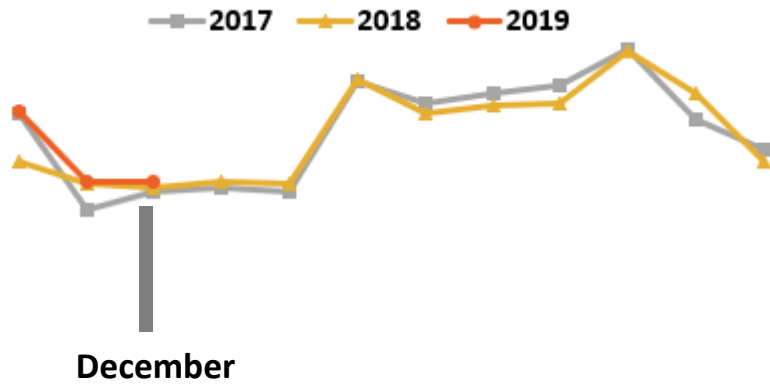
KEY PERFORMANCE INDICATORS

DECEMBER 2018

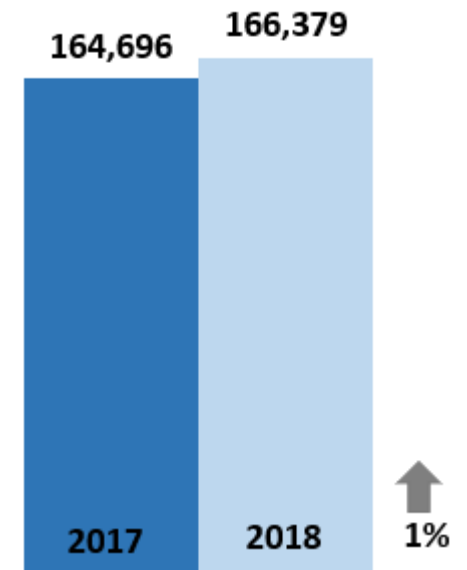
Non-Casino Rooms Sold



Casino Rooms Sold

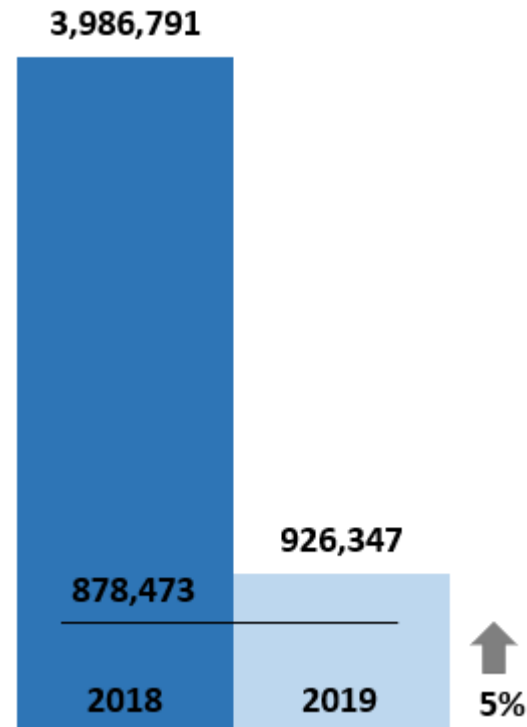
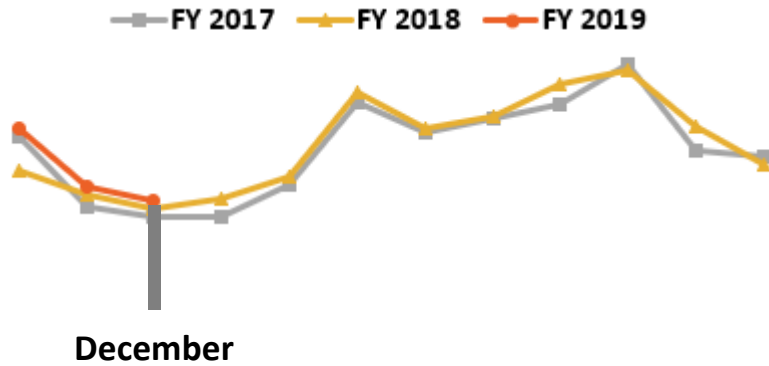


Fiscal Year To Date

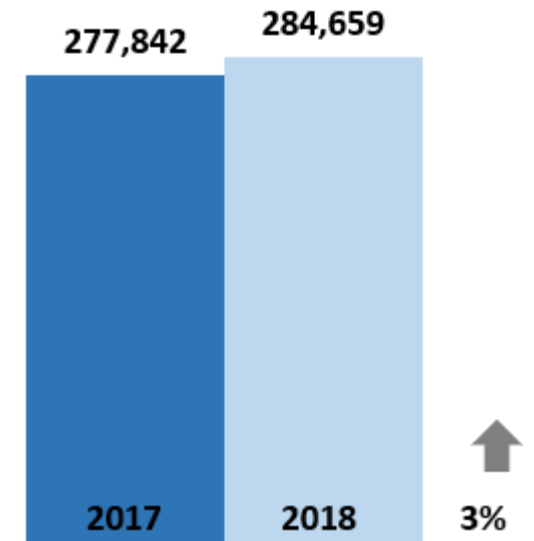


December over December

All Rooms Sold

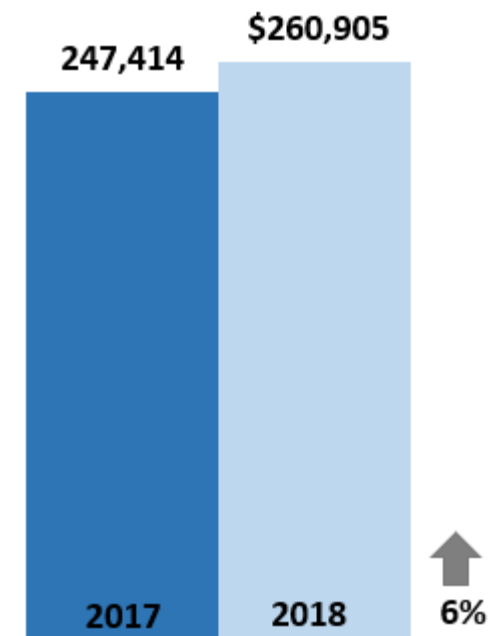
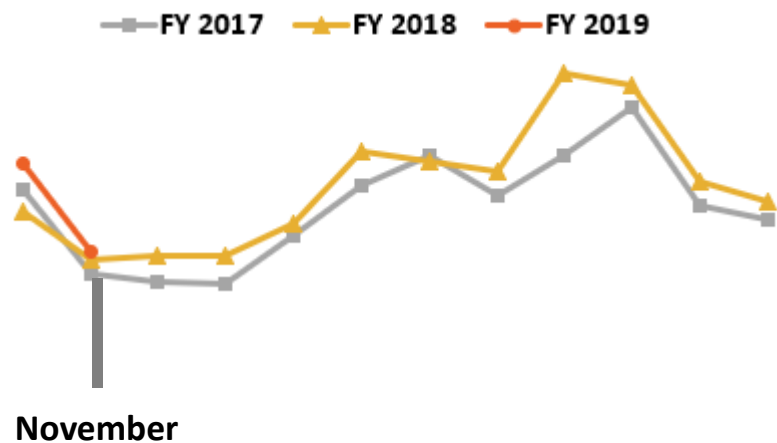


Fiscal Year To Date



December over December

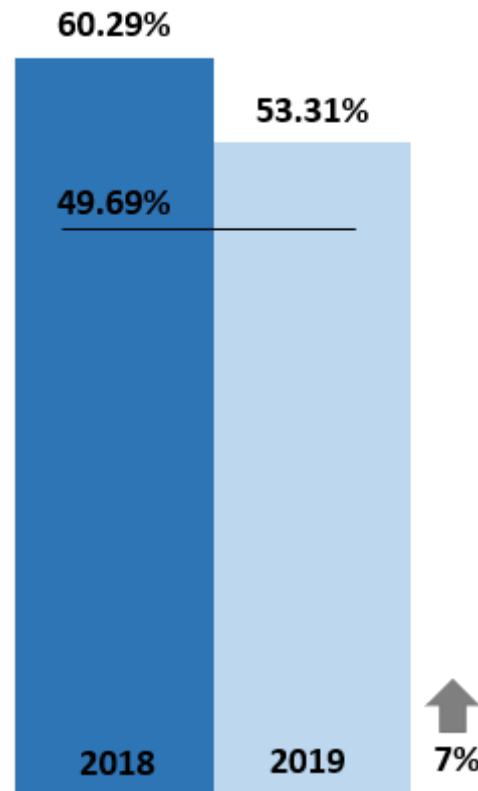
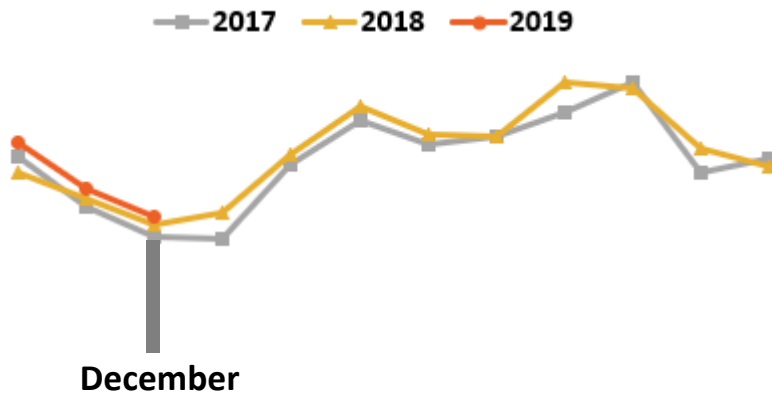
Occupancy Tax Receipts



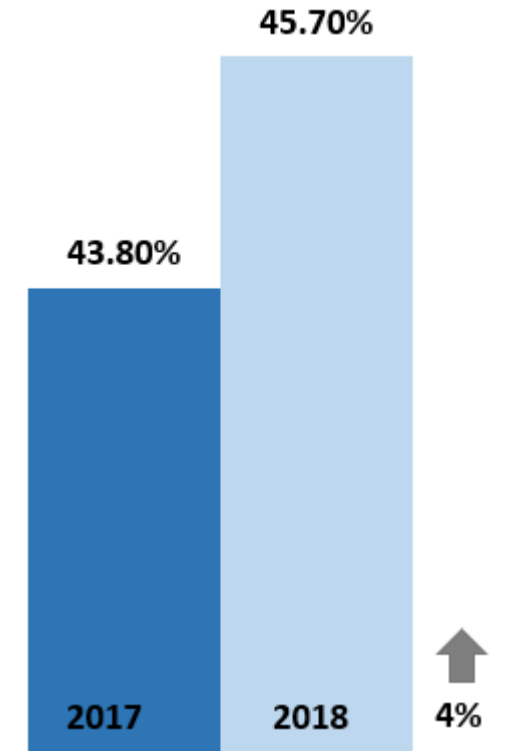
Fiscal Year To Date

November over November

Non-Casino Occupancy

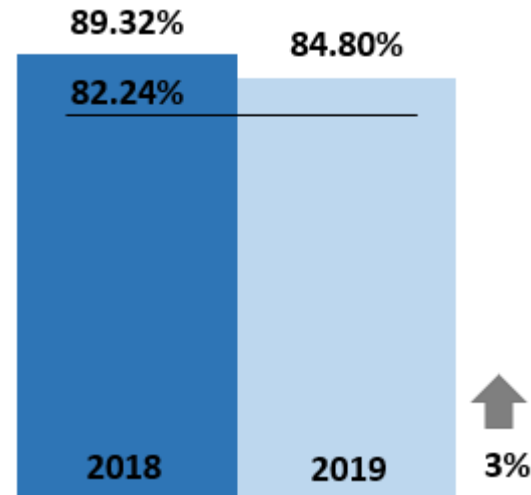
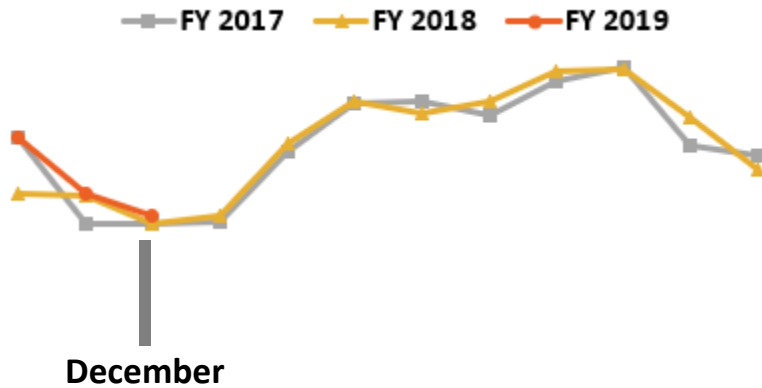


Fiscal Year To Date

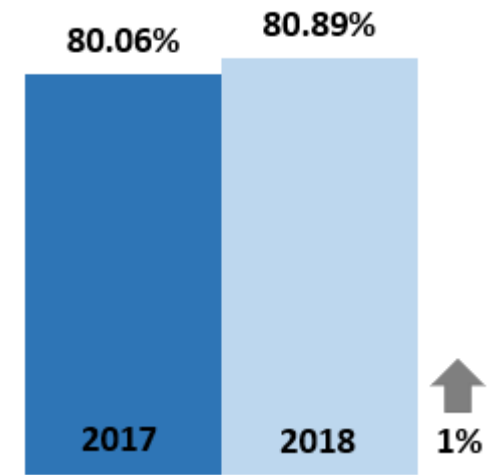


December over December

Casino Occupancy

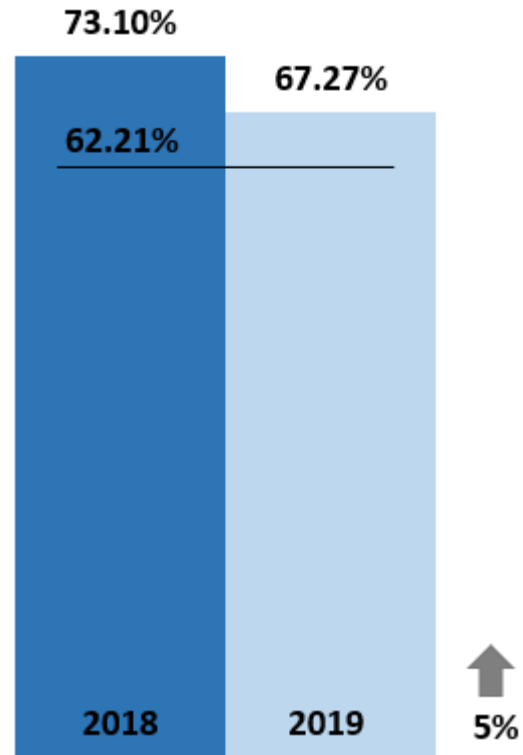
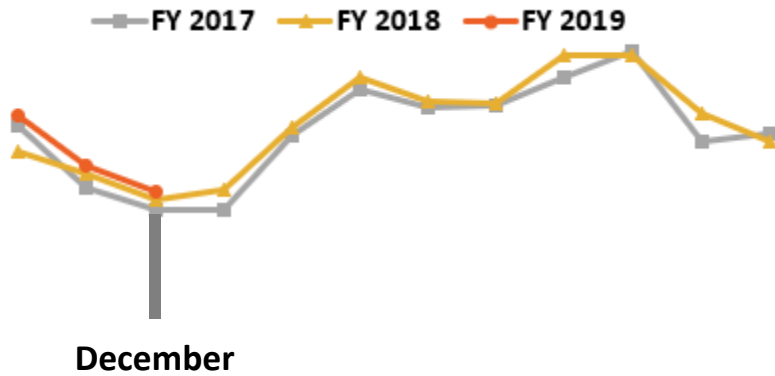


Fiscal Year To Date

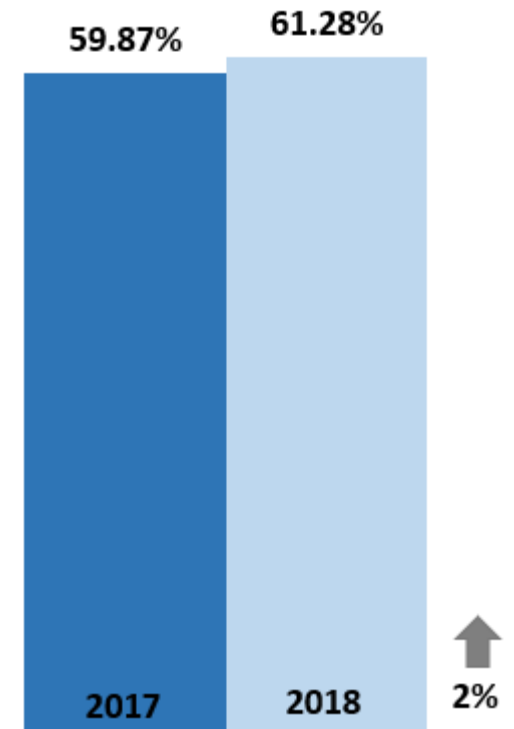


December over December

All Occupancy

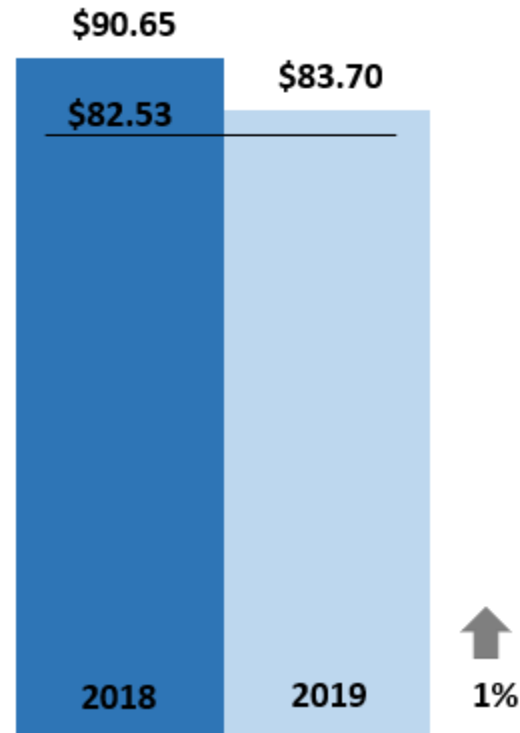
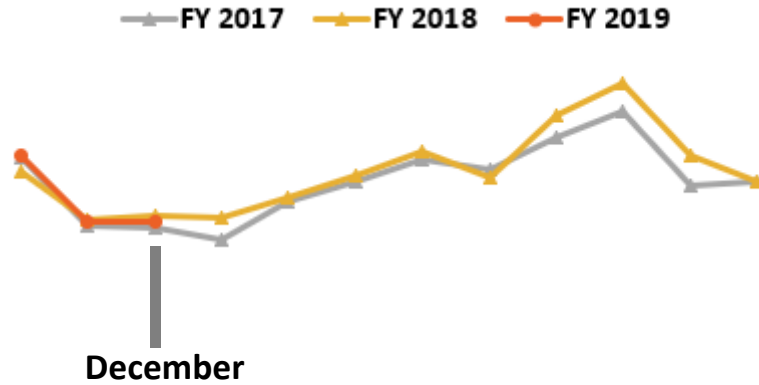


Fiscal Year To Date

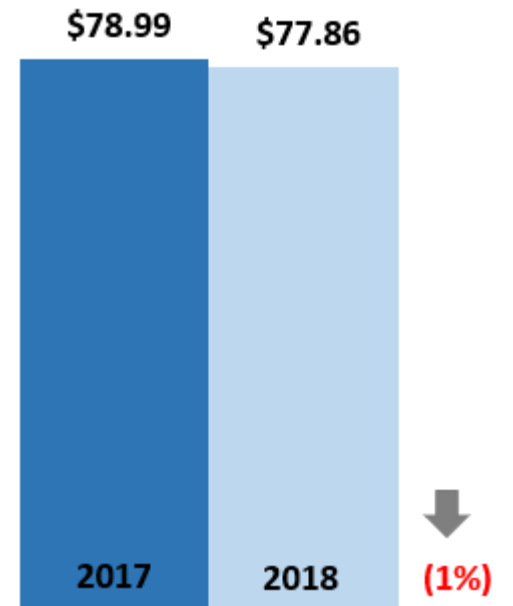


December over December

Non-Casino ADR

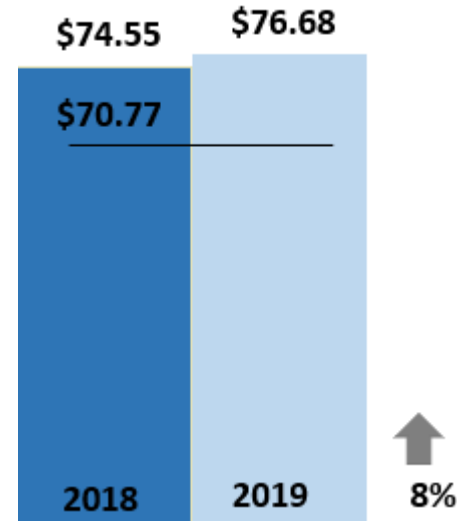
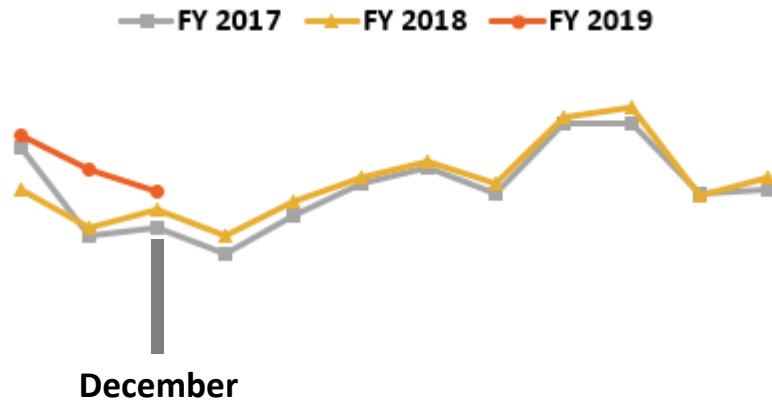


Fiscal Year To Date

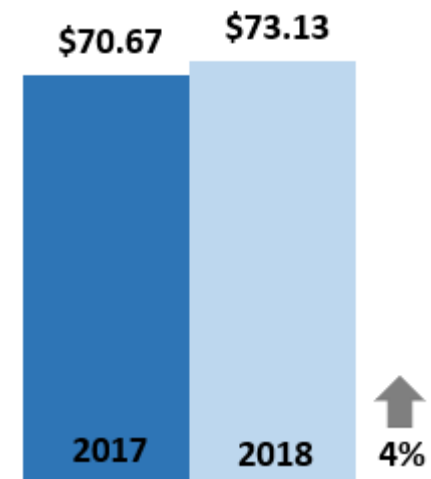


December over December

Casino ADR

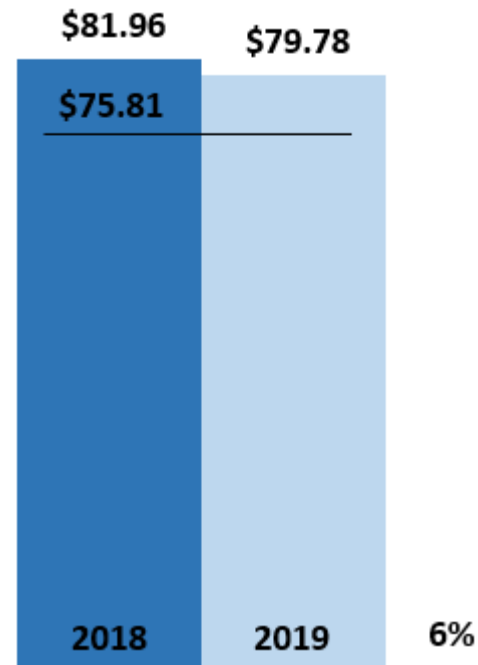
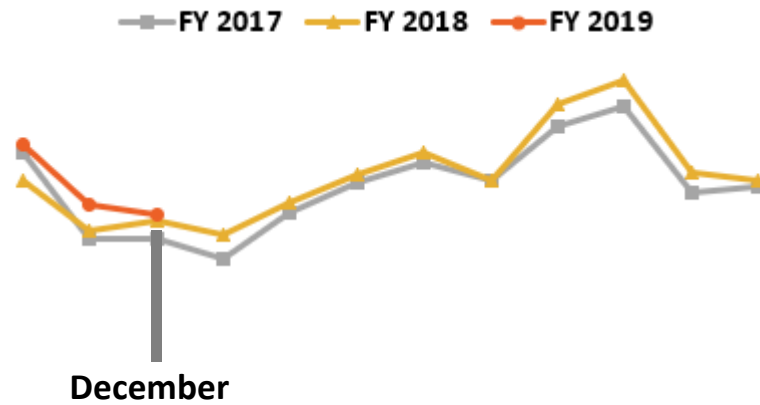


Fiscal Year To Date

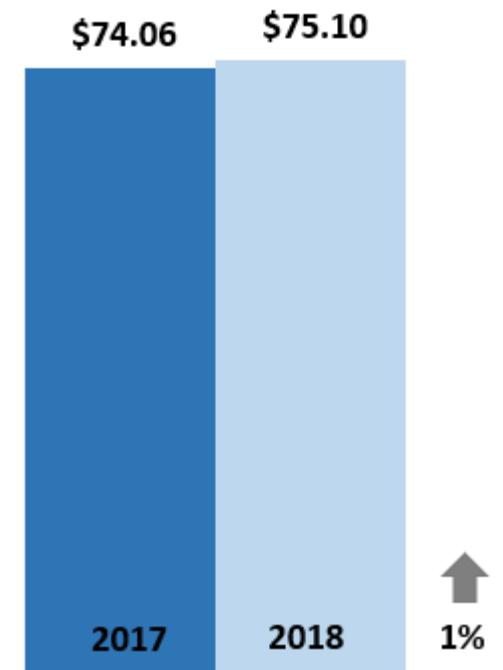


December over December

All ADR

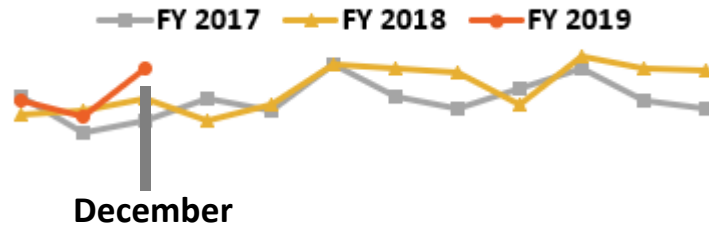


Fiscal Year To Date

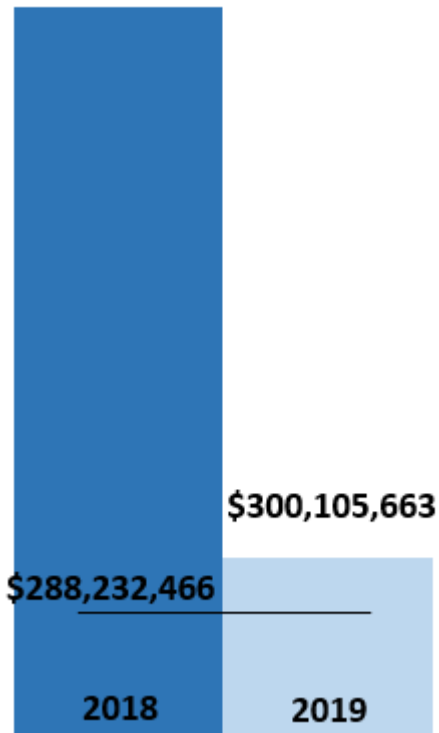


December over December

Gaming Revenue



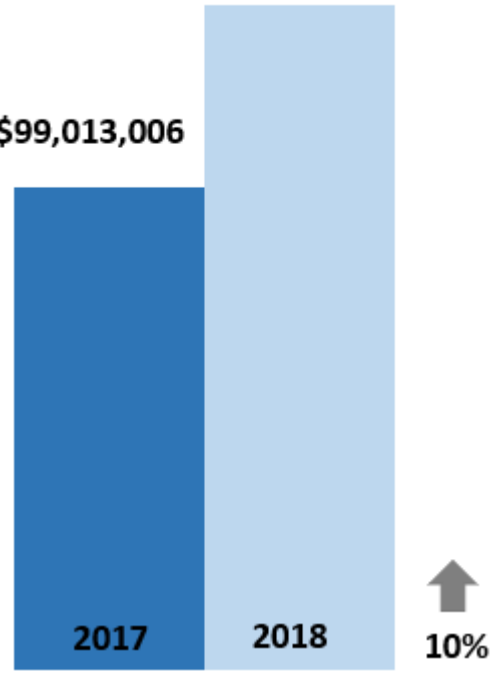
\$1,228,964,074



Fiscal Year To Date

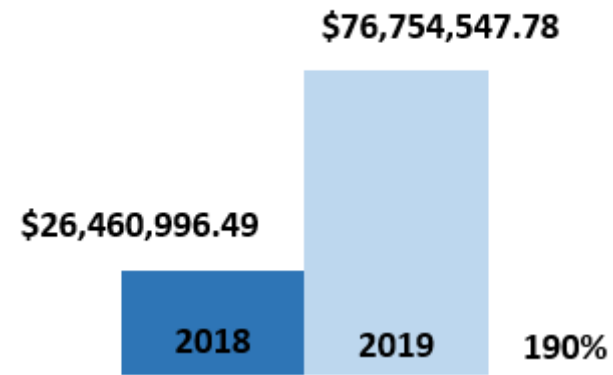
\$99,013,006

\$108,430,958



December over December

Sports Betting Revenue



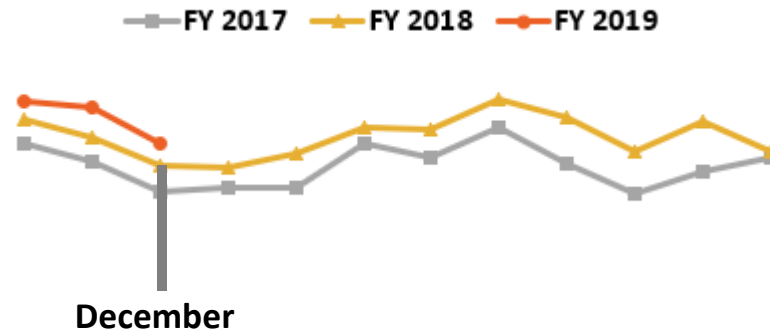
Fiscal Year To Date

\$27,754,640.27

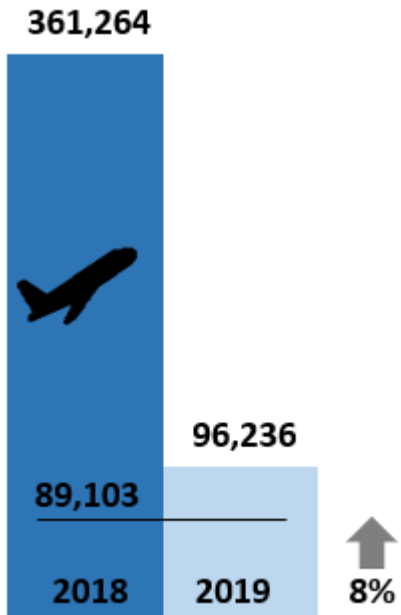
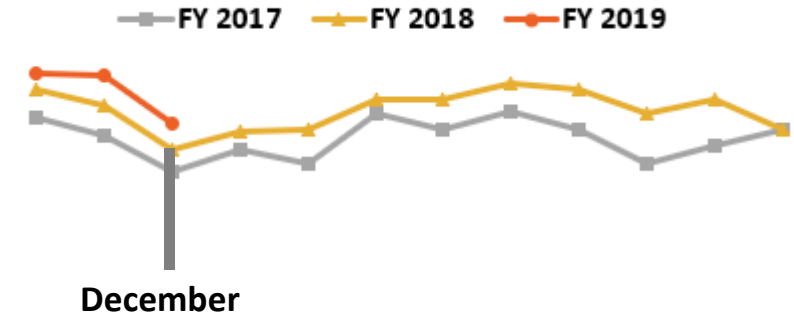
December 2018

Airport

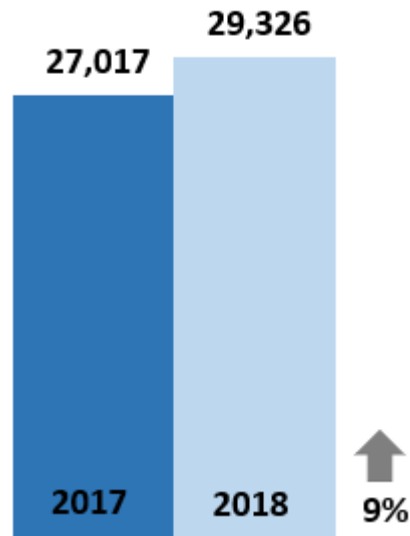
Enplanements



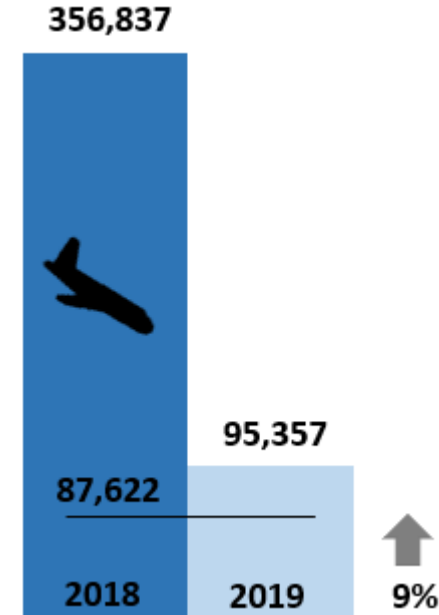
Deplanements



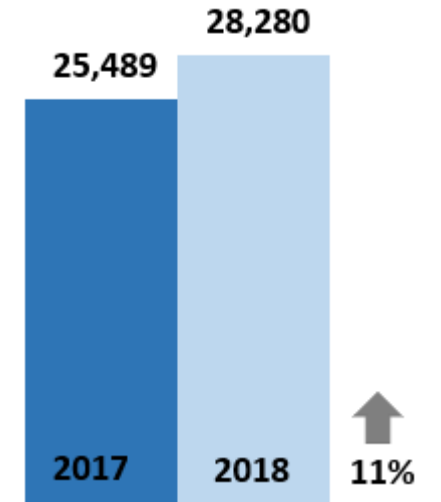
Fiscal Year To Date



December over December

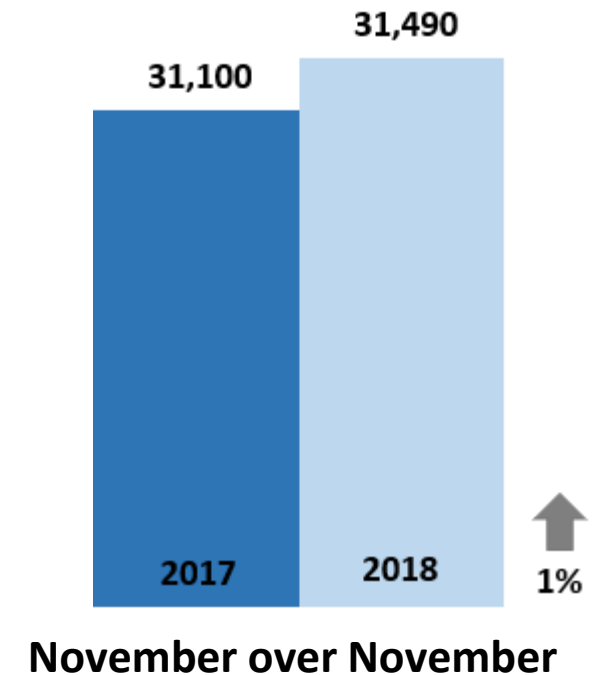
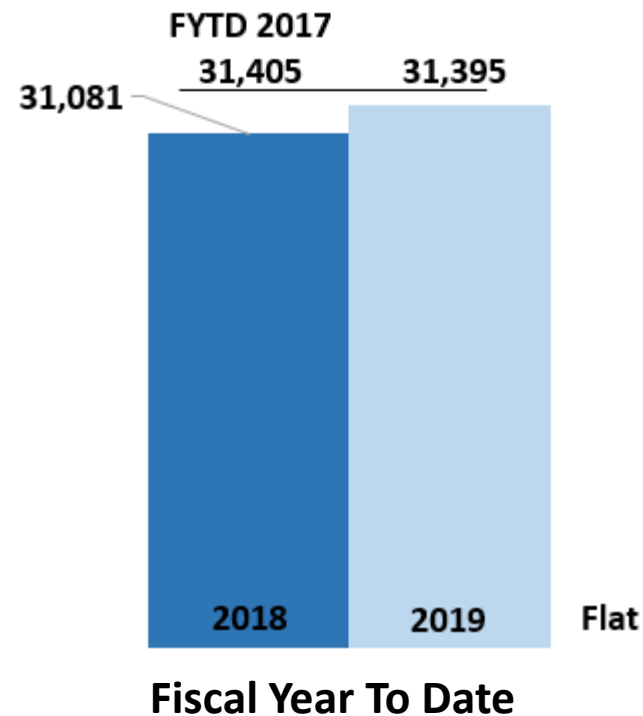
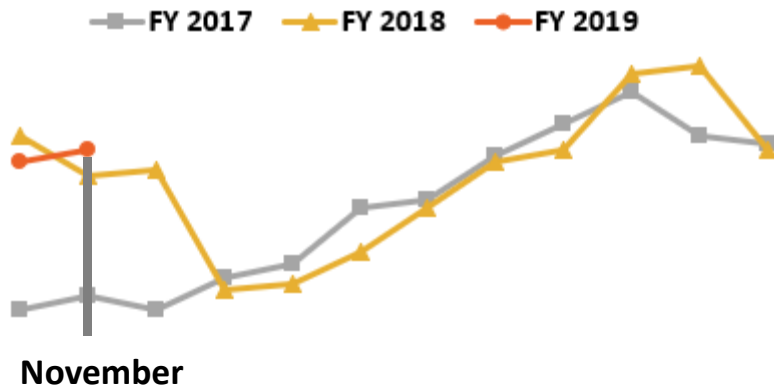


Fiscal Year To Date



December over December

Leisure & Hospitality Jobs

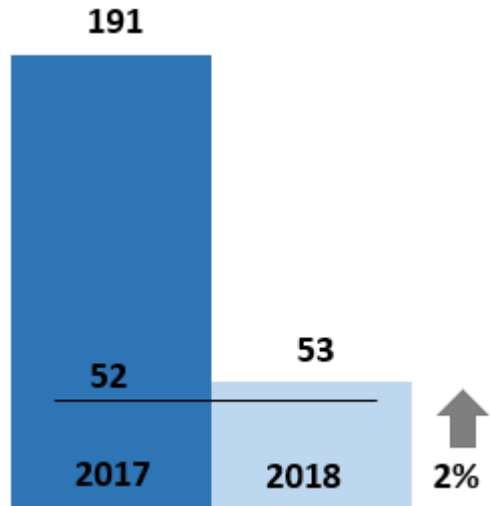
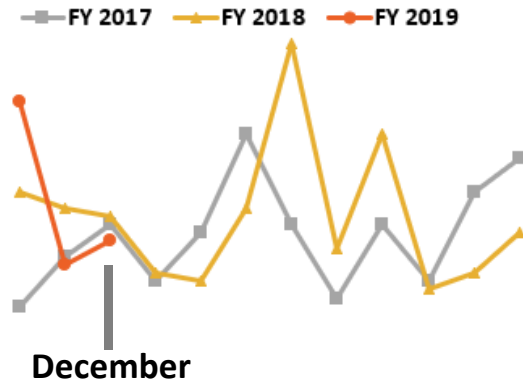


Yearly numbers reflect an average of all months in the FY.

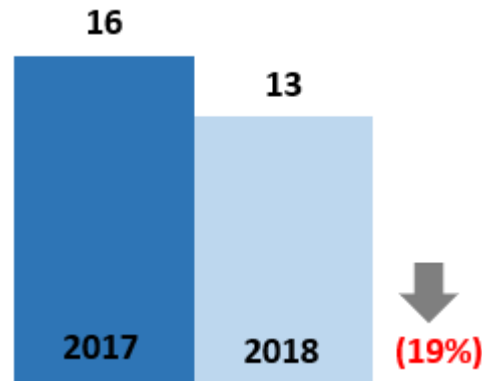
Definite Bookings

Although the number of bookings were down in December, room nights were up due to larger groups turning definite in the month. Number of bookings FYTD are up due to strong Oct & Nov resulting in FYTD room nights being on target with goal.

Bookings

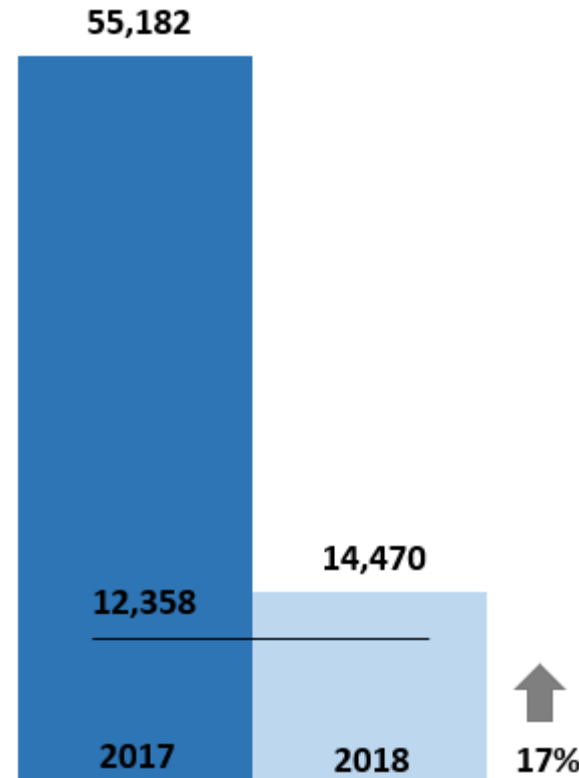
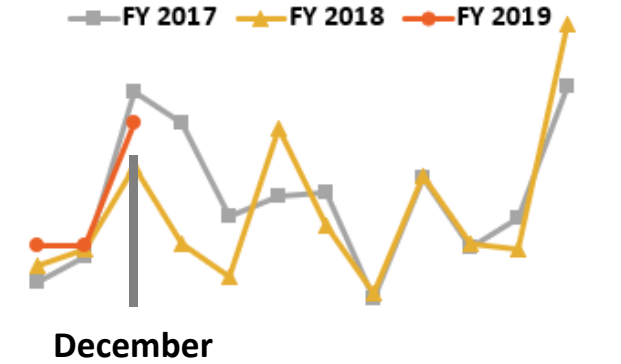


Fiscal Year To Date

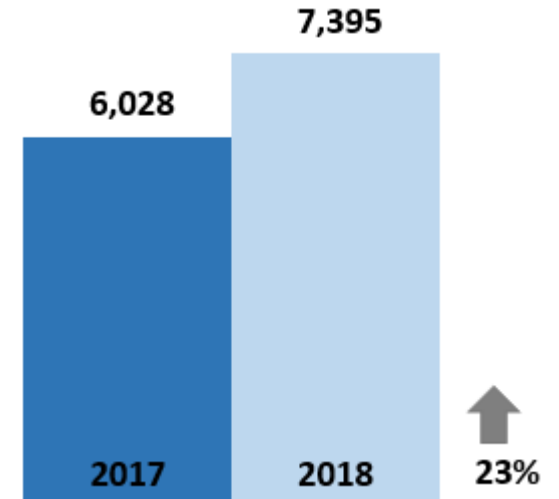


December over December

Room nights



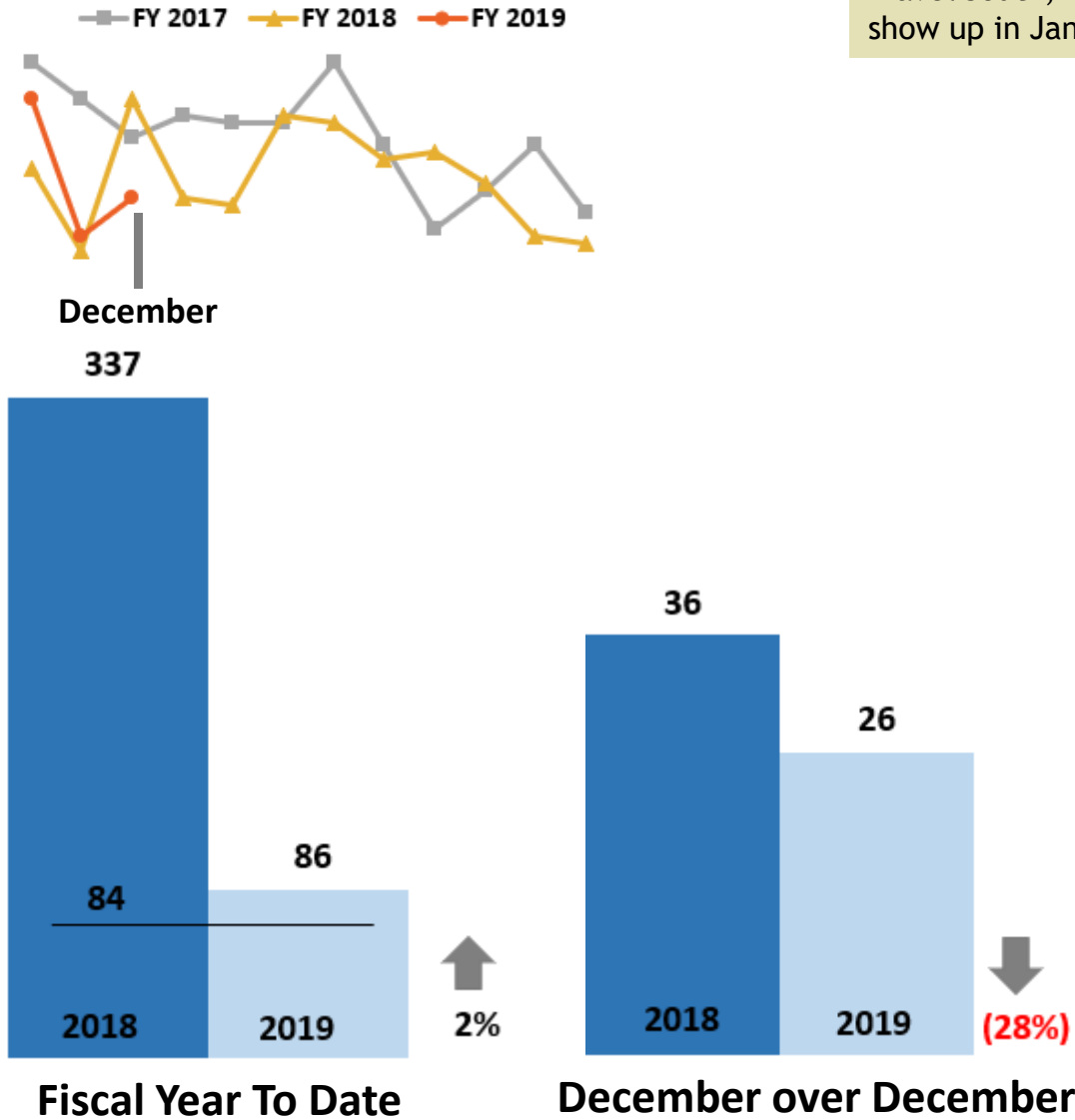
Fiscal Year To Date



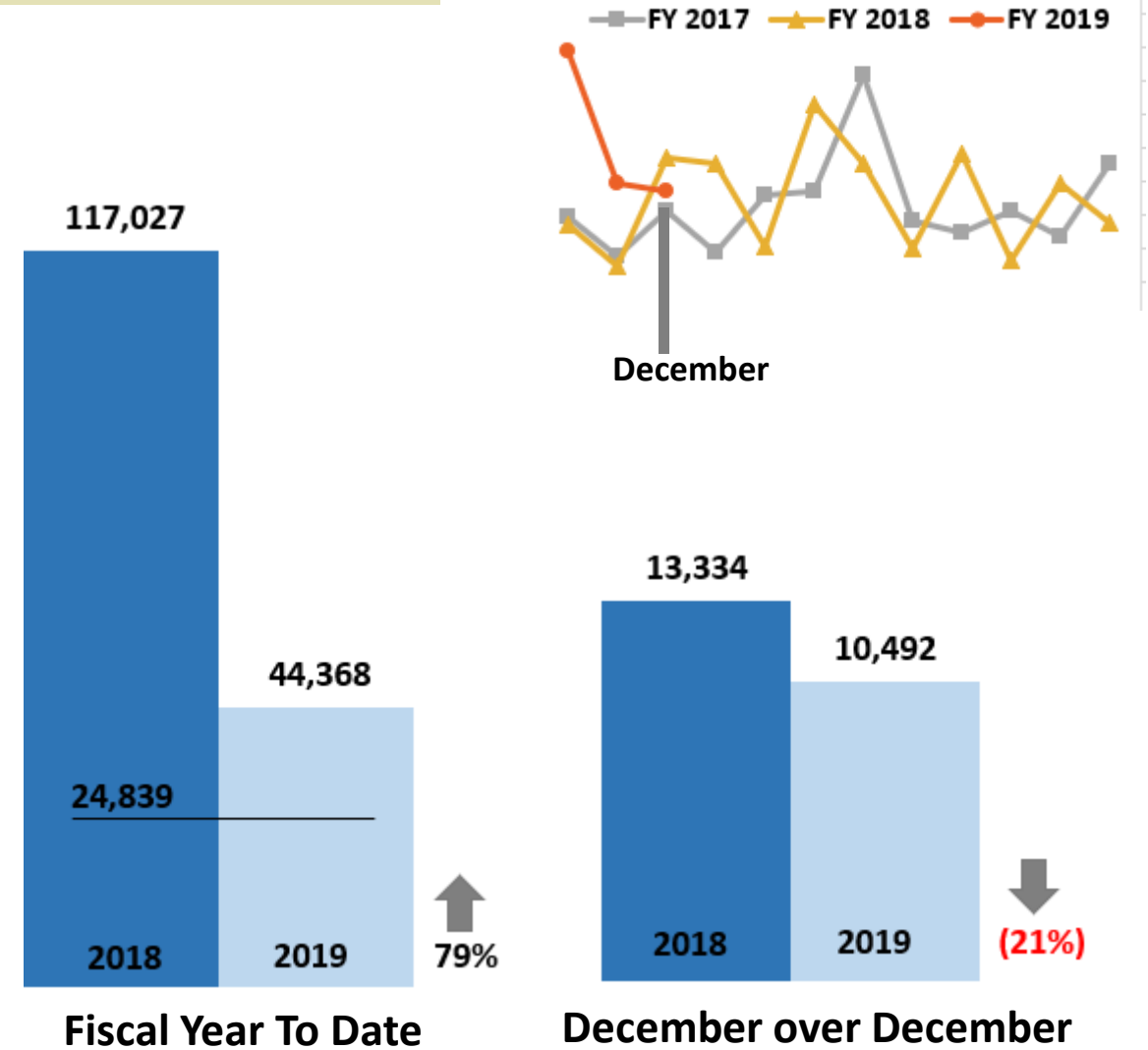
December over December

Leads Issued

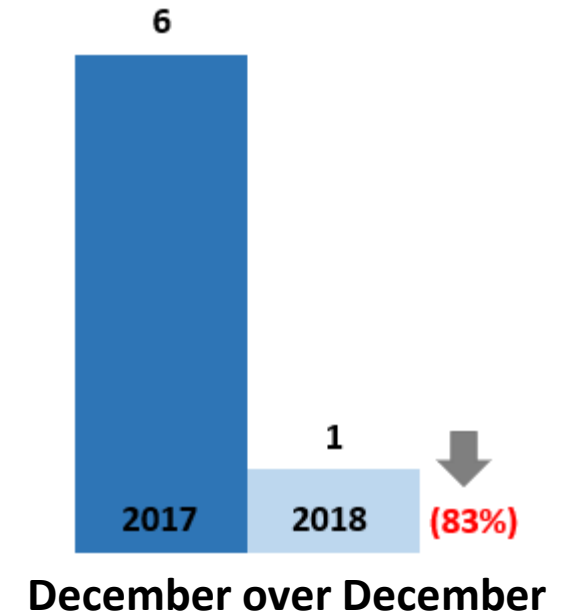
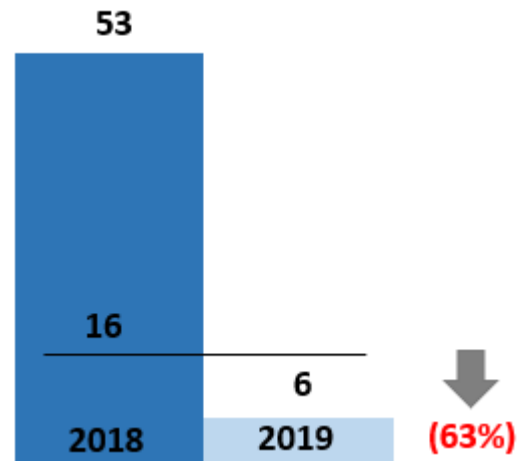
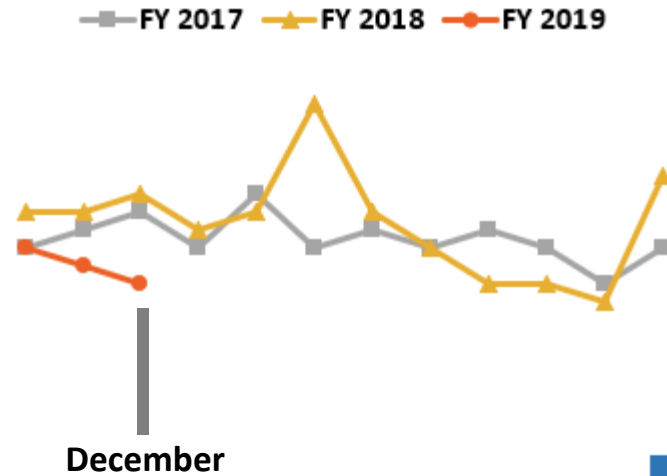
FYTD numbers for Leads & Potential room nights are up indicating a strong pipeline. The month of December reflects leads entered in 2018 from a successful show at Travel South, however, 2019 leads from Travel South will show up in January numbers.



Potential Room Nights

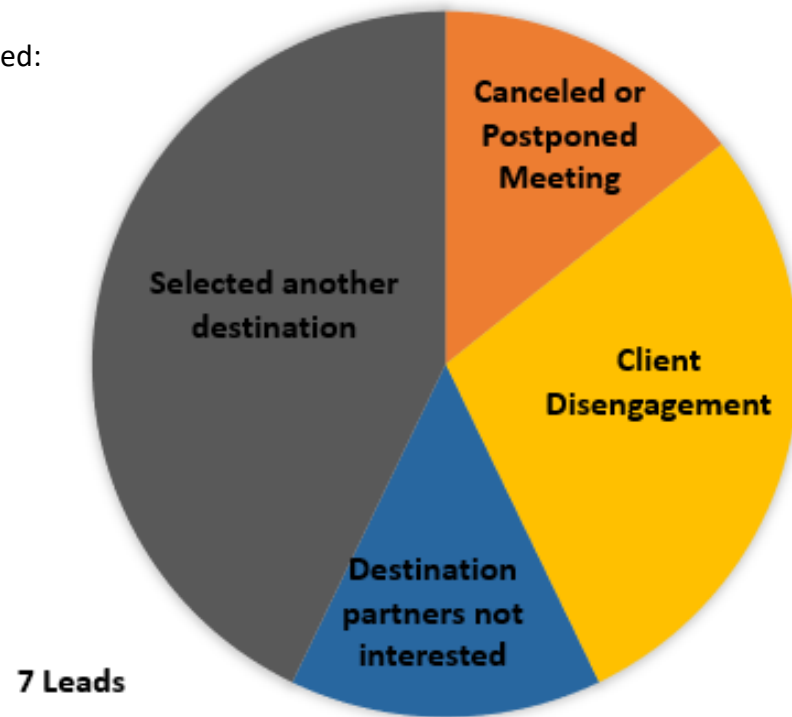


Convention Center Leads



Lost Business

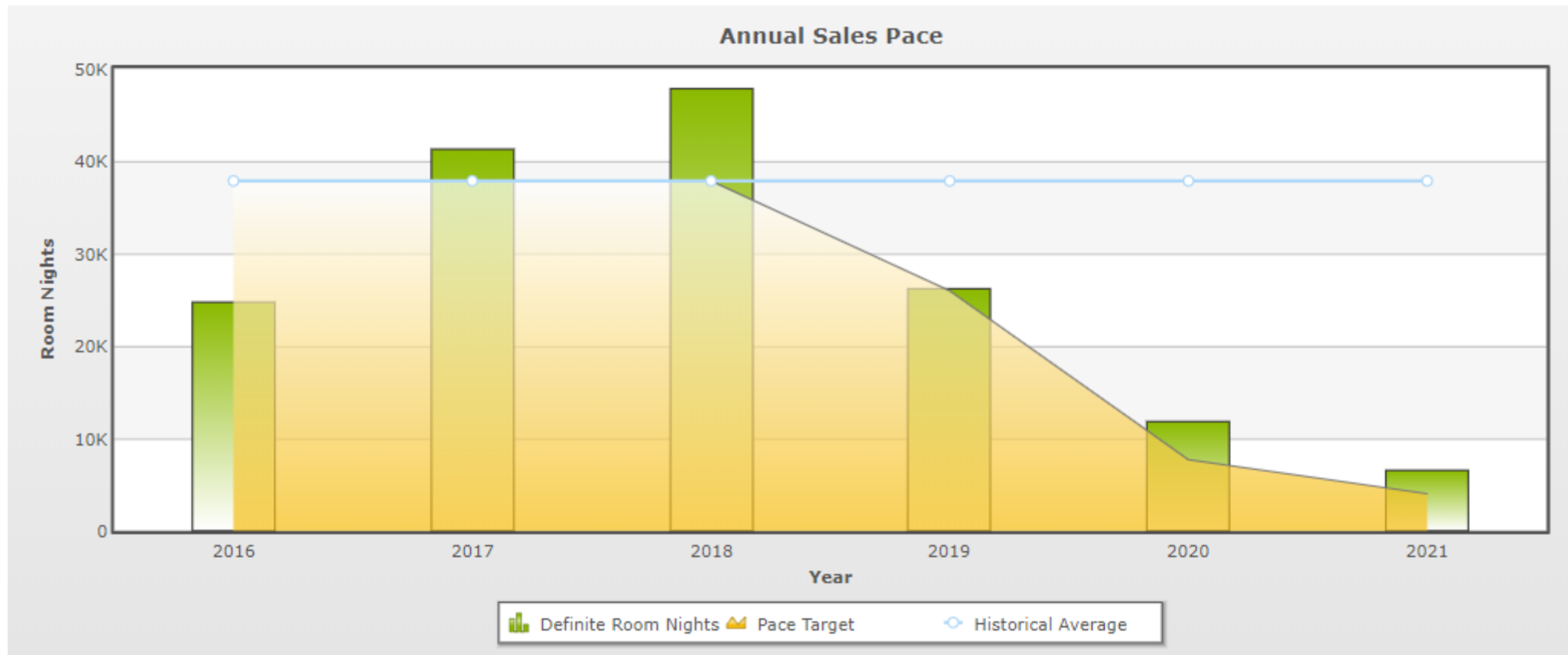
December 2017



December 2018



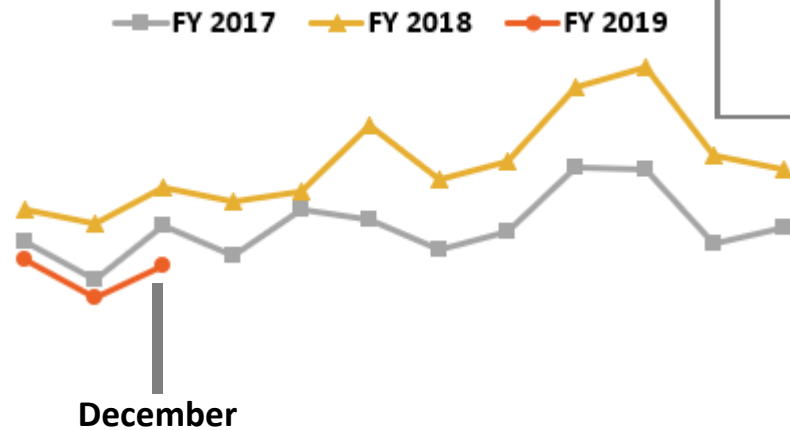
Pace Report



Pace Report - Pipeline



Google Analytics - Users



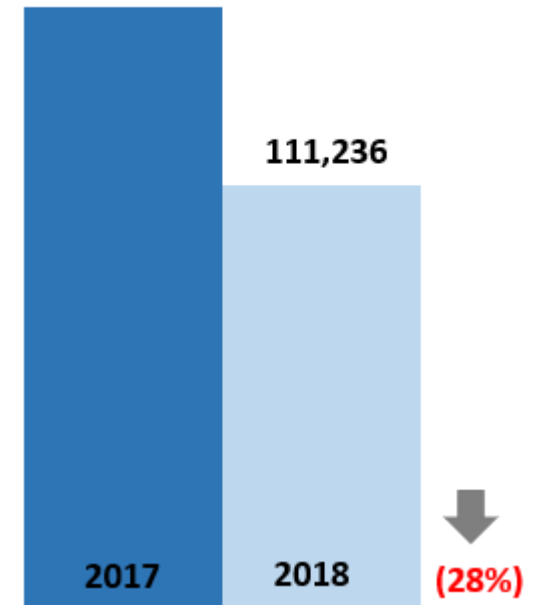
| Engagement Metrics | Industry Average | GulfCoast.org | % Difference |
|---------------------------------|------------------|---------------|--------------|
| Total Pages Per Visit: | 1.94 | 1.75 | -10.60% |
| Total Average Visit Duration: | 0:01:44 | 0:01:56 | 10.10% |
| Total Bounce Rate: | 53.06% | 39.89% | -33.02% |
| Organic Pages Per Visit: | 2.01 | 2.03 | 1.06% |
| Organic Average Visit Duration: | 0:01:53 | 0:02:12 | 14.49% |
| Organic Bounce Rate: | 50.42% | 35.89% | -40.49% |

1,876,936



Fiscal Year To Date

157,886

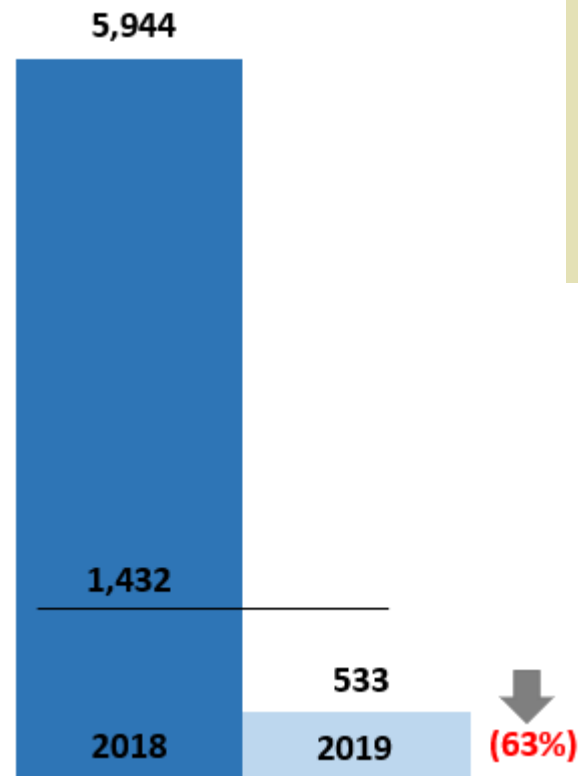
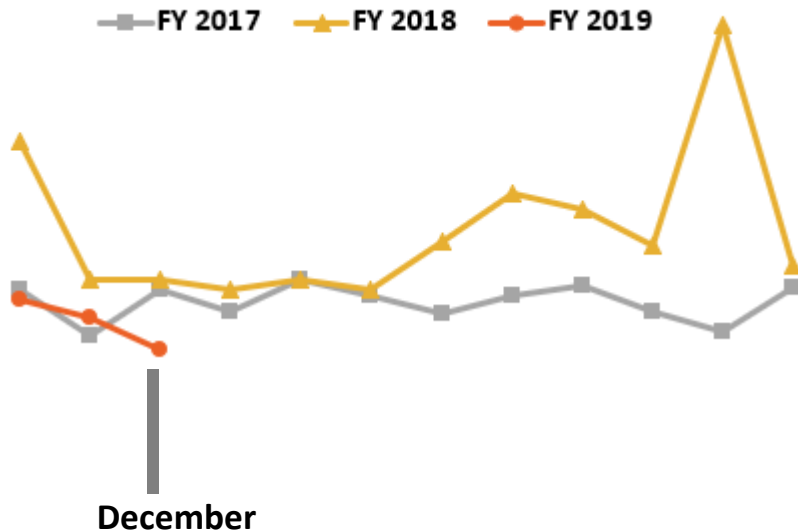


December over December

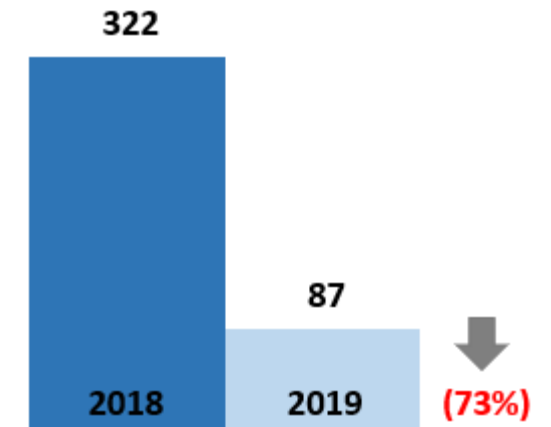
Traffic Overview - Decrease is due to the nearly 50% reduction in paid media for Q1. This reduction is a part of the strategy, reserving budget until the launch of the new brand in March.

Organic sessions increased by nearly 15%, year over year with positive numbers in engagement metrics.

Number of Articles



Fiscal Year To Date



December over December

Content Drivers:

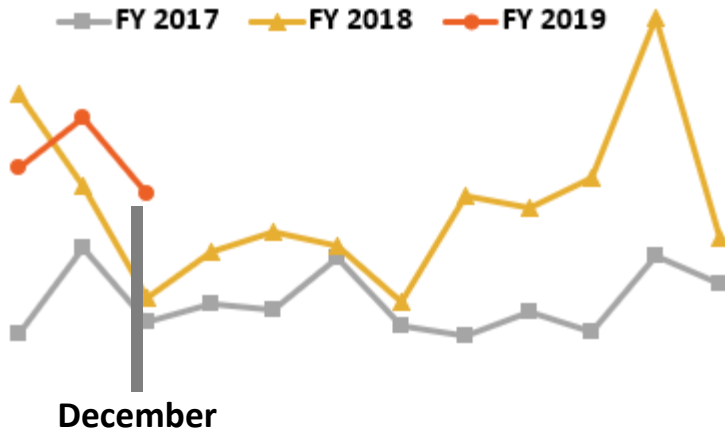
- Affordability
- Food & Drink
- Winter Events
- Outdoor activities

New media tracking through Trendkite implemented December 1.

Numbers significantly lower due to:

- Now only reporting on earned and positive organic media pertaining specifically to the MS Gulf Coast tourism industry.
- Syndicated media duplicates as well as negative coverage of external factors such as weather and politics are no longer included.

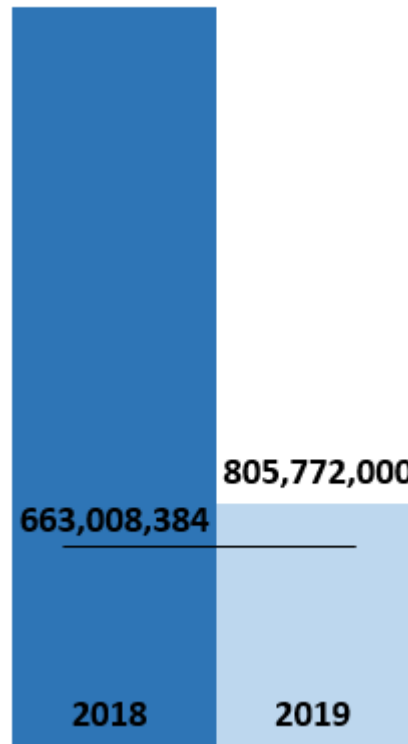
Impressions



Major Outlet Drivers:

- MSN - 87 M
- USA Today - 22 M
- Yahoo! Finance - 15 M
- Cosmopolitan - 10 M
- Food Network - 9 M
- Food & Wine - 2 M

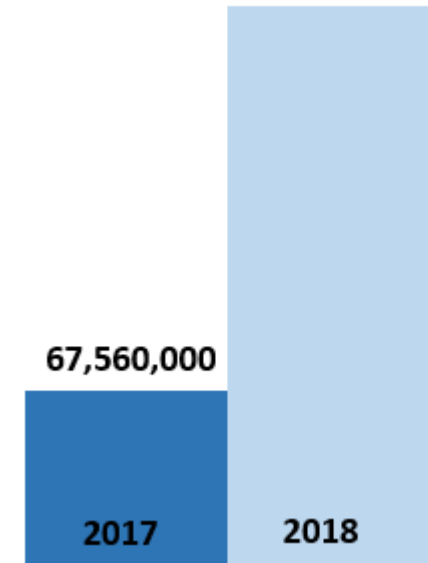
2,461,498,384



Fiscal Year To Date

↑
22%

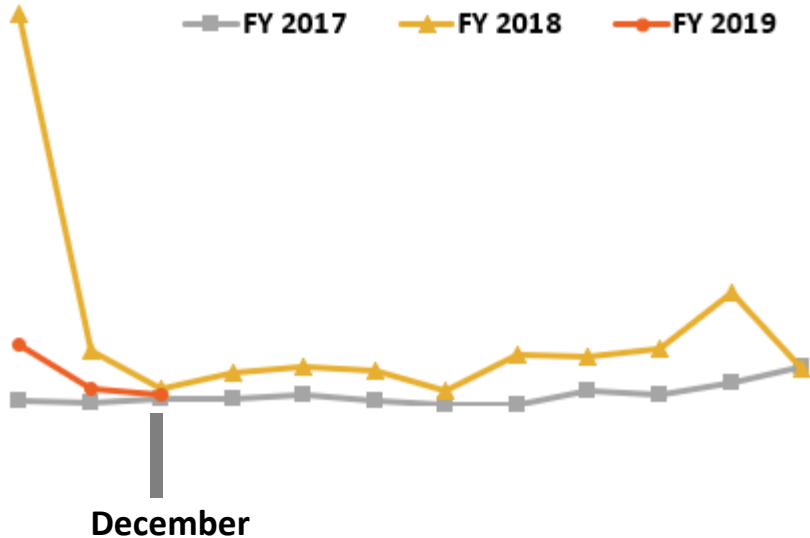
217,946,000



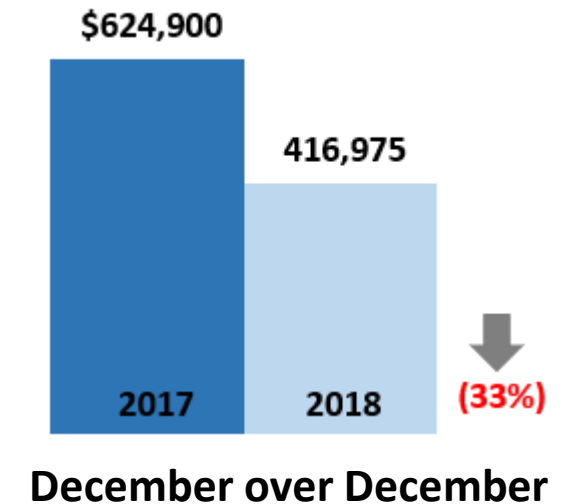
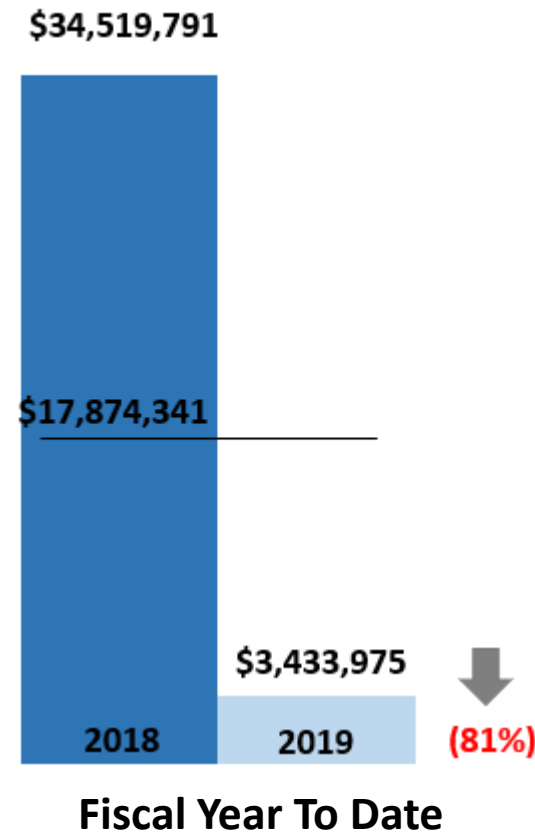
December over December

↑
223%

Advertising Value Equivalency



Declining AVE numbers related to changes in the monitoring platform. Industry standards are shifting away from AVE and towards methods that focus on measuring how coverage is relevant to the brand and its goals. This is an ongoing process and we are currently exploring multiple options for how we measure success.



Earned Media

Number of articles: 35

Aggregate Readership (Impressions): 85.511 million

AVE: \$167,997

Key Messages:

- VMGC Mentions (from 12/19 press release on outlook for 2019): 11
- General Travel: 9
- Golf: 4
- Events: 4
- Attractions: 3
- Community: 3
- Food & Drink: 1





Gulf Coast tourism numbers are up and expected to keep increasing



SOUTH MISSISSIPPI (WLOX) - Tourism numbers on the Mississippi Gulf Coast continue to grow and are expected to be even higher next year. Visit Mississippi Gulf Coast said 2019's numbers are on track to surpass those of 2018.

The first quarter of the 2019 fiscal year is coming to a close at the end of December. Occupancy tax revenue received in December for October room sales was strong, coming in at 27 percent above October 2018's tax revenue.

With less than two weeks left in 2018, the number of hotel rooms booked for next year are already exceeding last year's numbers by 16 percent. As the fiscal year heads into its second quarter, the number of tentative room nights has increased by 47 percent.

Gulfport looks to expand downtown with new 'Innovation District'



Visit Mississippi Gulf Coast CEO Milton Segarra sees a lot of potential in this project to entice new travelers to make a stop in Gulfport.

"This type of development, really being a small one, provides an opportunity for people to come in, locals and visitors, and get to know Gulfport and all of the other facilities we have," Segarra said.



Tourism on the Mississippi Coast is up, but 2019 looks even more promising. Here's why.

The coming year looks promising for tourism and, as a result, the Coast economy, Visit Mississippi Gulf Coast says.

The region's tourism bureau reports room reservations are up for 2018 and group bookings headed into 2019 are already strong. The group bookings are for business meetings and sports teams visiting places such as the Gulfport Sportsplex.

"We have spoken to several hotels across the region, and have received extremely positive forecasts for 2019," Milton Segarra, CEO of Visit Mississippi Gulf Coast, says in a news release. "From what we have heard so far, 2018 seems to have been a positive year for the hotel industry, exceeding budgeted occupancy and revenue, and seeing an increase in results over 2017."

October room sales were up 27 percent over the previous year, the latest tax figures from the state show. Overall, hotel stays for 2018 are up 16 percent.

Traffic to the tourism website gulfcoast.org is up 18 percent over 2017, Segarra said.

Segarra attributes the increased web traffic to advertising the website and the growing number of people who use the internet to book trips.

Tourists are visiting the Coast for casinos, festivals and events, the beach and recreational opportunities, and, Segarra said, because "we are well-known for our Southern hospitality here."

He said the Coast also has a list of 20 to 25 events that are drawing visitors.

VMGC has been more strategic in marketing the region, he said.

"We are focusing more on the opportunity to attract more business that is within six hours or less of driving time," he said, "because almost 80 percent of our visitors are driving. We have found that the return on investment on those markets has been so important to us."

VMGC is [re-branding the region](#) with a marketing campaign that rolls out in March. It will be based on extensive research and work with community members, stakeholders, elected officials, clients and tourism executives.

Segarra said VMGC asked hundreds of questions, from how to be more effective to what they believe are the Coast's strongest assets.

"Working together is the key to bringing more visitors to the Mississippi Gulf Coast" he said, "and we look forward to an exciting future of increased visitation, deepened partnerships and broadened horizons."



Mississippi

The Gulf Coast, A True Southern Gem

While it may not have the amount of coastline as its neighbors in Alabama and Louisiana, Mississippi's Gulf Coast is proof that size isn't everything. What it doesn't have in shore, it makes up for in personality and sun-filled activities.

From island time to boating, these are the must-do adventures you can only find on the Mississippi Gulf Coast.

Kayakin' the day away

Spending every summer day on the water, just make sure to abide by the Southern way of "Grammar lessons aside, the Gulf Coast waterways have some of the best boating in the South. One of the most popular ways to see the Gulf Coast is by kayak with South Coast Paddling Company. Ranging from overnight-guided camping tours to hourly trips, South Coast will help you see a different perspective of the bayous and rivers that feed into the Mighty Mississippi and have you feeling like a local in no time.

The fishing fan can't miss...

ty of shrimp in the Biloxi, but they didn't bother telling us about the amount of fish you can find. With over 200 species, it's safe to say some of the best fishing of your life can be found off the shores of Mississippi's Gulf Coast. And we're not talking about sitting by the dock of the bay. Deep sea fishing with local experts will help you reel in some of the largest fish you will ever see, including sharks! Ready to go? Check out this [quick list](#) of charters available on Mississippi's Gulf Coast.

Make it island time

have to go all the way to the Caribbean to experience island life. You can find it right off the coast at one of Mississippi's five barrier islands. Cat Island, Deer Island, Horn Island, Ship Island, and Petit Bois Island each offer exciting activities and a quick getaway from busy city life. If you don't have time to visit each of the islands, make Ship Island a priority. Protected by the National Park Service and accessible only by ferry, Ship Island blends history and relaxation in one unique setting with tours of Fort Massachusetts available seasonally and pristine waterfront and hiking areas available year round.



Absolutely Inspiring Places to Visit in 2019

Below are responses from over four dozen travel insiders and places from all over the world are included! The list is arranged basically in order of when I received the responses, rather than by geography. So please read the entire list as there are some amazing travel gems throughout this article. Surprisingly, no one suggested any place in Australia or New Zealand but every other continent is represented.

Charles McCool, McCool Travel (web : Facebook : Instagram) suggests **Mississippi Gulf Coast**.

Someone should have told me years ago about this magical land with gorgeous beaches (with remarkable sunsets), 500 year old majestic oak trees, the freshest seafood to be found anywhere in the world (#BigShrimpin), and a funky artsy laid-back vibe. After all, Jimmy Buffett was born here but I find even more telling that nearly everyone I met chooses to live here (#MSCoastLife). I cannot recall ever flying anywhere three times in one year, but in 2018 I did, to Mississippi Gulf Coast, a place I definitely suggest y'all visit in 2019.



ShermansTravel

Top Budget Destinations of 2019



The Mississippi Gulf Coast

The Gulf Coast of Mississippi, which has 26 miles of white-sand beaches, feels like a good secret. We love that each coastal community across the region has a different feel, from artsy Ocean Springs to charming Bay St. Louis. With loads of inexpensive lodging options, guests can stay in beachside boutique hotels, luxury casino resorts (and for much less than in, say, Vegas), and coastal inns. This wallet-friendly stretch of coastline lets you kayak, hop on a standup paddle board, or go boating and fishing for less than in higher-profile beaches in Florida or Texas. If you prefer museums and art, check out [the Ohr-O'Keefe Museum of Art](#) in Biloxi, or the [Walter Anderson Museum of Art](#) or [Shearwater Pottery Workshop and Showroom](#) in Ocean Springs. A range of the area's attractions can be found in the [Mississippi Gulf Coast Attraction Pass](#), which includes one entry to seven must-see attractions for \$32, and it never expires. Plan a visit around one of the region's free festivals held throughout the year, which showcase local crafts, fresh seafood, and live music.

Money

This Is the Best Place to Live in Every State

What makes a town worth living in? While beautiful scenery and a sense of community can help give a location character, features like affordability, safety, convenience, and a bustling economy are always critical factors.



Gulfport, Mississippi

Population: 73,115

Median Household Income: \$40,751

Median Home Listing Price: \$165,900

Sitting along the Gulf of Mexico's soft, sandy beaches, Gulfport looks much different than it did a decade ago. Battered by Hurricane Katrina in 2005, the city's unemployment rate [rose to a whopping 24.3%](#) as it grappled with the disaster. In the years that followed, Gulfport's unemployment rate returned to pre-storm levels as the city [rebuilt](#). Today, Gulfport is a great place to live, with affordable housing (homes are listed for a median \$165,900), projected job growth of 6.1% before 2022, and large local employers like the Naval Construction Battalion Center, Memorial Hospital, and Island View Casino. Meanwhile, improvements keep coming: A \$570 million expansion and restoration of the port that gives the city its name [wrapped up in early December](#).

House Beautiful

This Is The Best Designed Hotel In Every State



24 of 51

Mississippi: The Roost, Ocean Springs

Located in a restored historic building, this [Mississippi gem](#) is the epitome of shabby chic. The 10 individually designed suites balance character and rustic charm—and are the perfect backdrop for a relaxed stay.

COSMOPOLITAN

The Most Luxurious Staycation Destinations in Every State

Mississippi



[The Roost](#), a boutique hotel on the Mississippi Gulf Coast, features tons of artwork by local naturalist artists. Rent a bike and coast along the beach or charter a boat for a guided tour. Also, check out that room!



April 2018:

Mississippi Gulf Coast-

I returned to the destination of many of my childhood vacations- the **Mississippi Gulf Coast**. Visit Mississippi Gulf Coast sponsored our visit, so we had an amazing time staying in beautiful accommodations at the **Bay Town Inn** and the **Gulf Hills Hotel**, ate some delicious food, visited some unique museums, and made new friends. If you've not been to the Mississippi Gulf Coast in recent years, it's time to plan a trip! Our most-shared blog post of 2018 came from the Mississippi Gulf Coast, where our **Barq's Root Beer** post was shared almost 10,000 times!

- 5 Reasons to Visit the Mississippi Gulf Coast
- Serious Bread: This Mississippi Gulf Coast Bakery Is Seriously Delicious
- The Walter Anderson Museum of Art: Murals, Cats, and One Old Hat
- A Review of the Bay Town Inn on the Mississippi Gulf Coast
- Barq's Root Beer Was Born on the Mississippi Gulf Coast
- 4 Ways to Make Your Visit to the Mississippi Gulf Coast Easy Peasy
- Biloxi Shrimping Trip: Sealife, Pelicans, and TJ the Boat Dog (Mississippi Gulf Coast)
- Biloxi Fishing Trip: Catch Fish and a Sunset on the Mississippi Gulf Coast
- The Best Food We've Eaten on the Mississippi Gulf Coast (So Far!)
- A Review of the Gulf Hills Hotel on the Mississippi Gulf Coast
- 5 Things To See at the Maritime & Seafood Industry Museum on the Mississippi Gulf Coast



Mississippi Gulf Coast Hotels: Fun Lodging Along the Mississippi Coast

Where to Stay in Bay St Louis

Bay Town Inn

Thoughtful snacks at
Bay St. Louis. I have
fish, and sand dollar
favorite

Where to Stay in Pass Christian

Hotel Pass Christian

Hotels in Biloxi MS

Owner

Margaritaville Resort Biloxi

eat in B

breakfa

sunset

Mississi

Among

without

Somev

sunrise

Beau Rivage

Owned

DoubleTree Biloxi

Across the street from Biloxi Beach and The Levee, DoubleTree Biloxi is a short walking distance to

DoubleTree Biloxi

Where to Stay in Ocean Springs

The Roost

Architectur

southern U

one of the

An

The Inn at Ocean Springs

The In

Gulf Hills

Where to Stay in Pascagoula

The Grand Magnolia

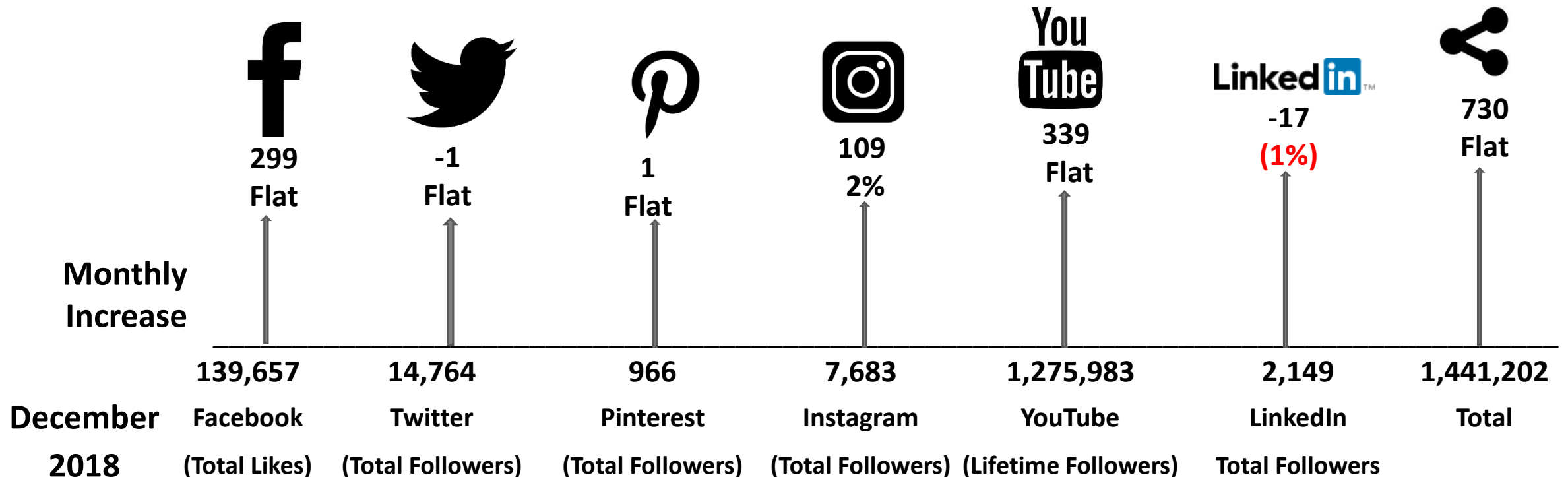
There are seven rooms available in the main house of the historic Grand Magnolia (built in 1894). The adjacent ballroom hosts weddings and events for up to 600 persons. Stay in *The Little Gem*,


or, Hotel
e four
cute Pass

recently stayed in a
CoastLife sunrise.

nder, Love Me
ners in the
ntage decor


Social Media Metrics




Visit Mississippi Gulf Coast

Published by Sparkloft Media [?] · December 10, 2018 at 5:00 PM ·

Christmas comes but once a year, though celebrating all month is more of the Mississippi Gulf Coast's style. <http://bit.ly/2GcAgyl>



33,198
 People Reached

1,260
 Engagements

Boost Post

Dale Rourk, Andrew Bergeron and 504 others

6 Comments

49 Shares

Like

Comment

Share

Performance for Your Post

33,198 People Reached

654 Reactions, Comments & Shares


| | | |
|-----------------------|-----------------------|------------------------|
| 503 Like | 445 On Post | 58 On Shares |
| 79 Love | 67 On Post | 12 On Shares |
| 7 Wow | 5 On Post | 2 On Shares |
| 16 Comments | 11 On Post | 5 On Shares |
| 50 Shares | 49 On Post | 1 On Shares |

606 Post Clicks

| | | |
|---------------------------|---------------------------|----------------------------|
| 189 Photo Views | 199 Link Clicks | 218 Other Clicks |
|---------------------------|---------------------------|----------------------------|


Visit MS Gulf Coast @VisitMSCoast

Nobody does the holidays like the @BeauBiloxi. : brianvermillion via Instagram #MSCoastLife <pic.twitter.com/51WLFtFMfl>


Promote your Tweet

Your Tweet has 2,682 total impressions so far. Get more impressions on this Tweet!


Visit MS Gulf Coast @VisitMSCoast · 12 Dec 2018

Nobody does the holidays like the @BeauBiloxi. : brianvermillion via Instagram #MSCoastLife



1
 6
 35

| | |
|-------------------|-------|
| Impressions | 2,682 |
| Total engagements | 123 |
| Media engagements | 71 |
| Likes | 35 |
| Retweets | 6 |
| Profile clicks | 5 |
| Detail expands | 4 |