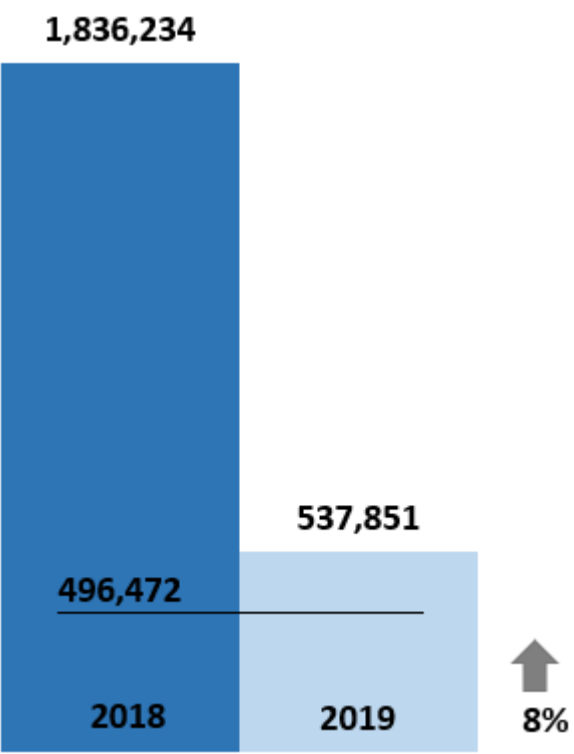
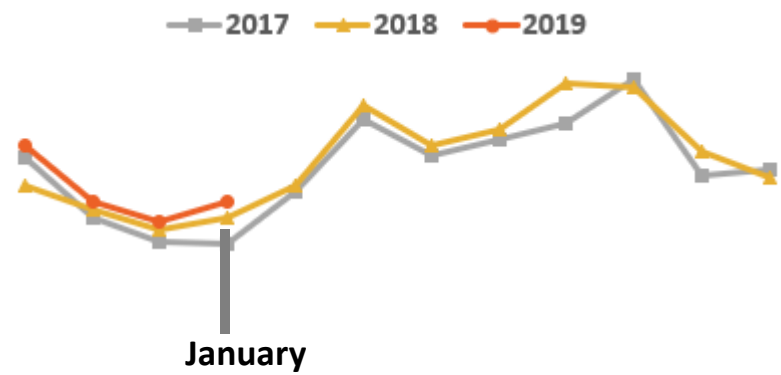


# Visit Mississippi Gulf Coast

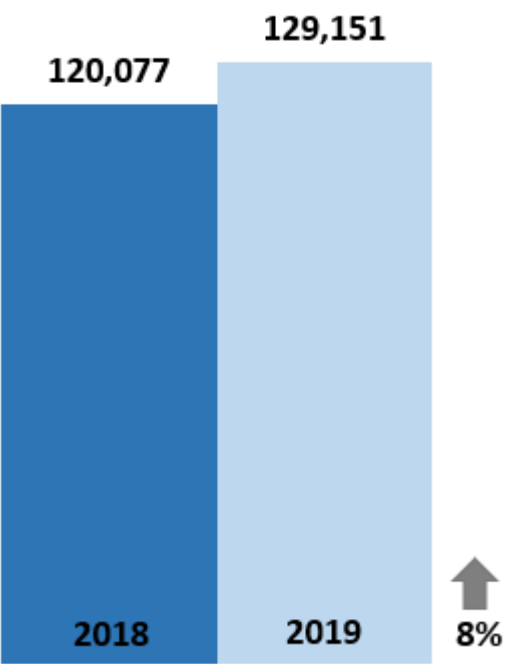
KEY PERFORMANCE INDICATORS

JANUARY 2019

# Non-Casino Rooms Sold

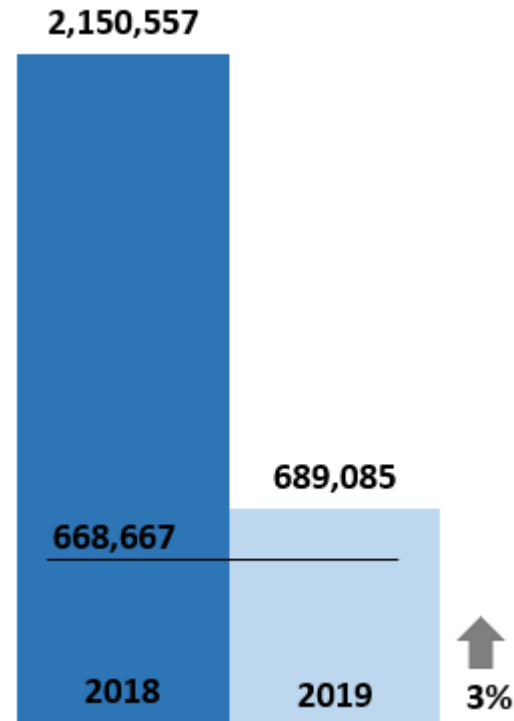
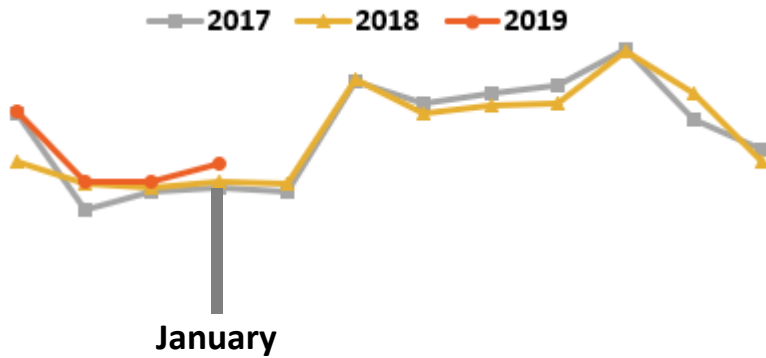


Fiscal Year To Date

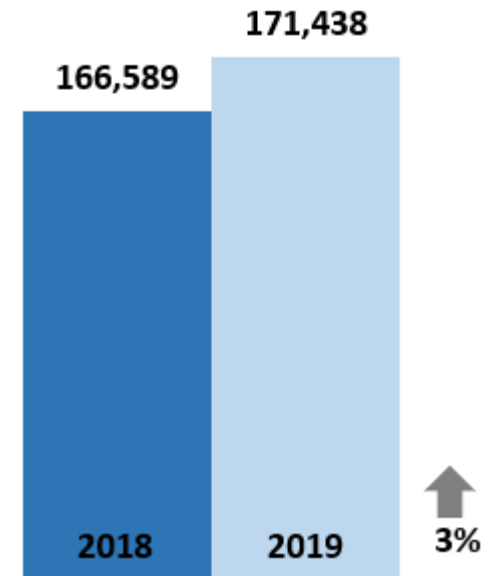


January over January

# Casino Rooms Sold

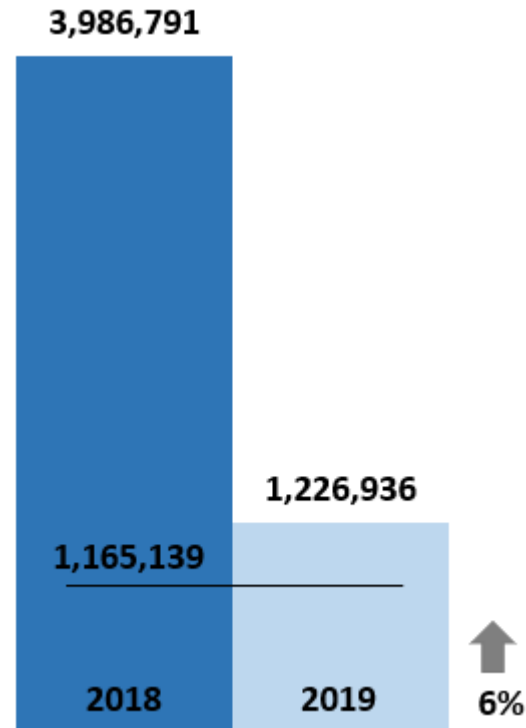
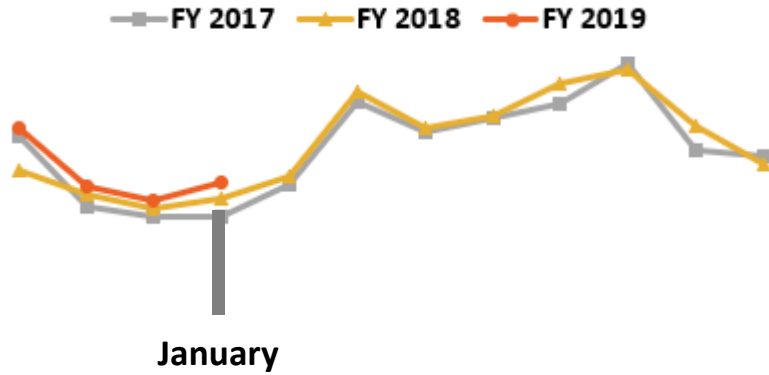


Fiscal Year To Date

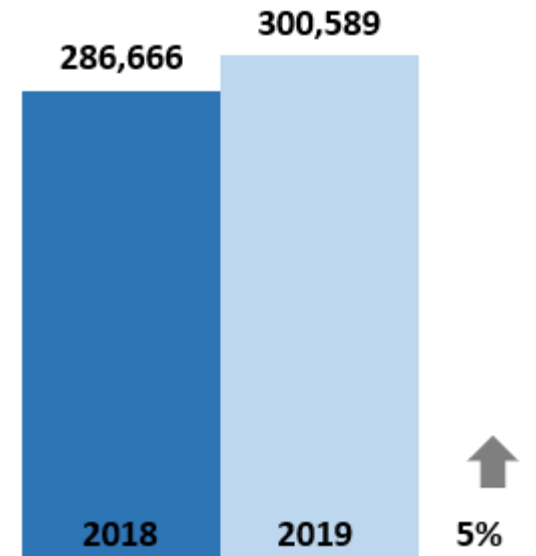


January over January

# All Rooms Sold

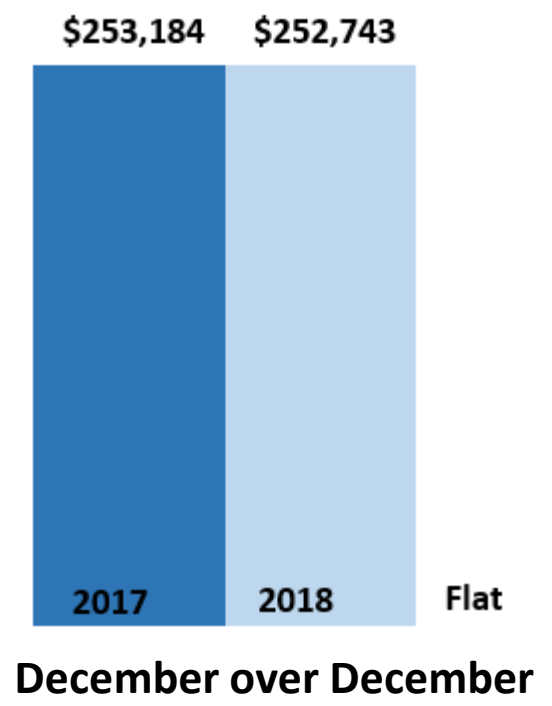
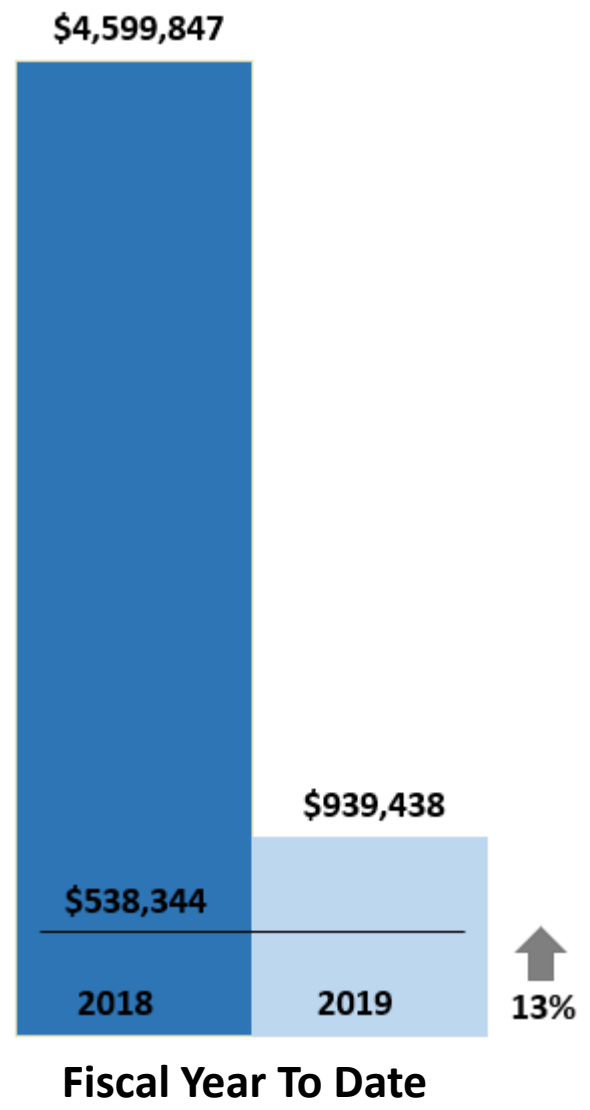
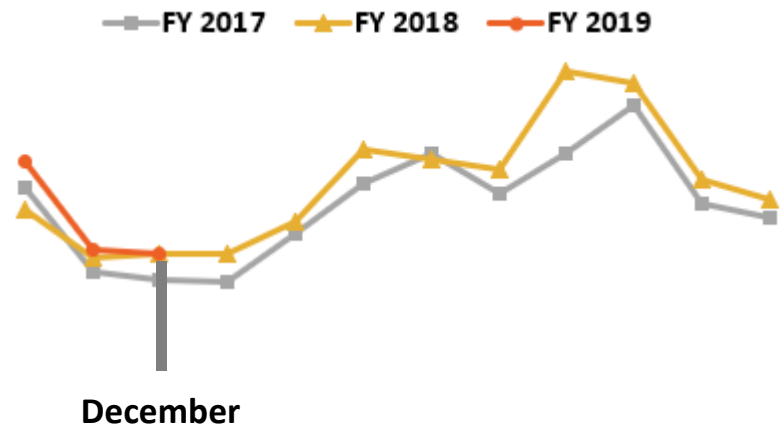


Fiscal Year To Date

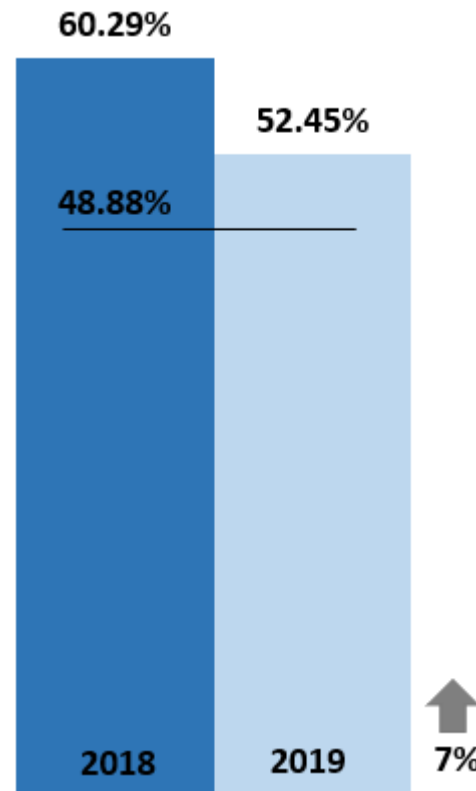
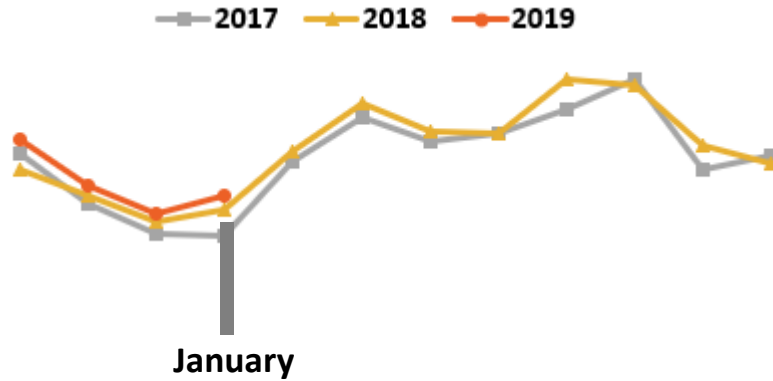


January over January

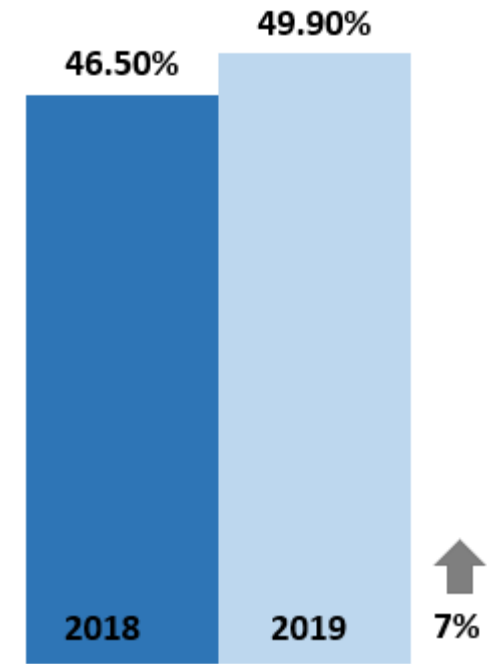
# Occupancy Tax Receipts



# Non-Casino Occupancy

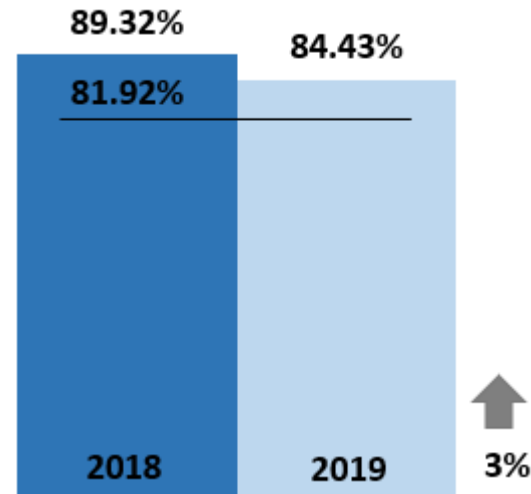
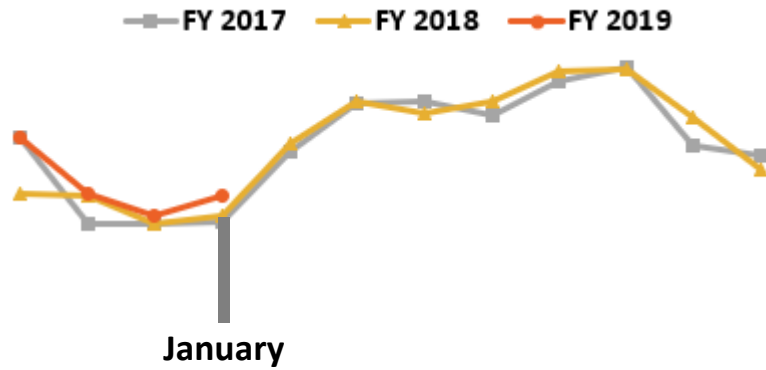


Fiscal Year To Date

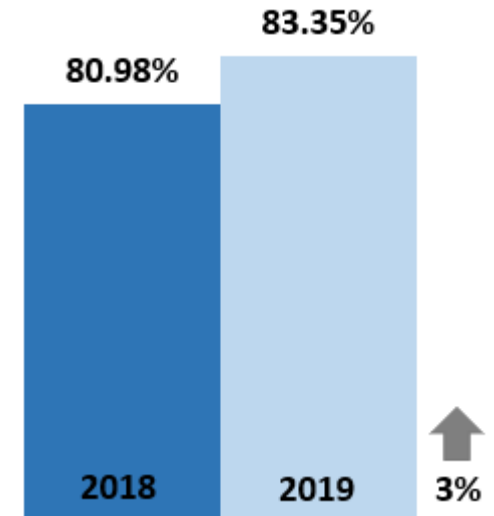


January over January

# Casino Occupancy

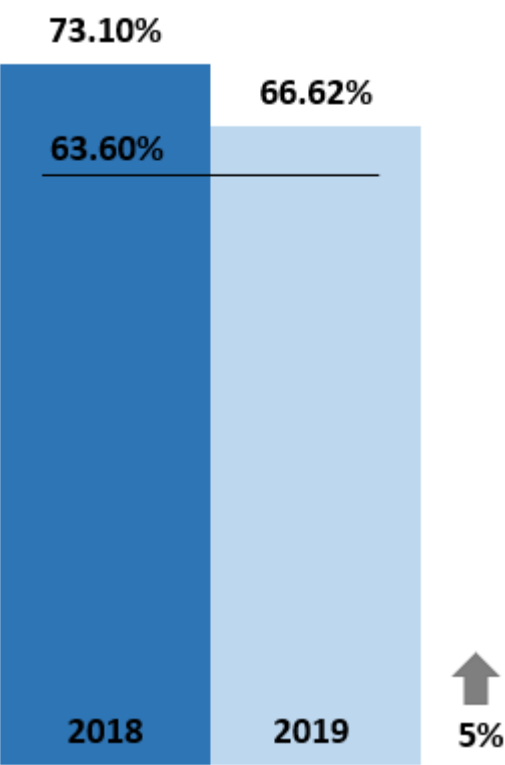
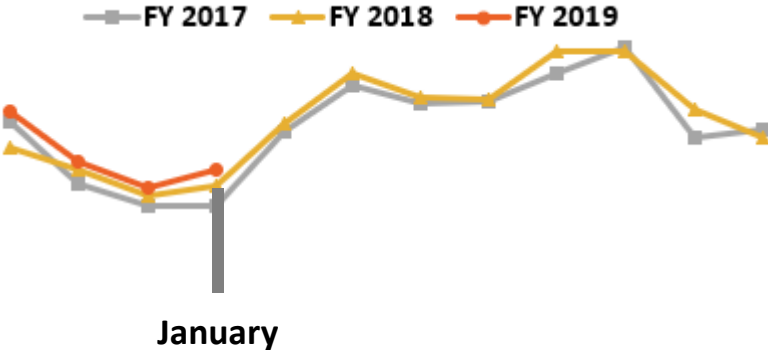


Fiscal Year To Date



January over January

# All Occupancy

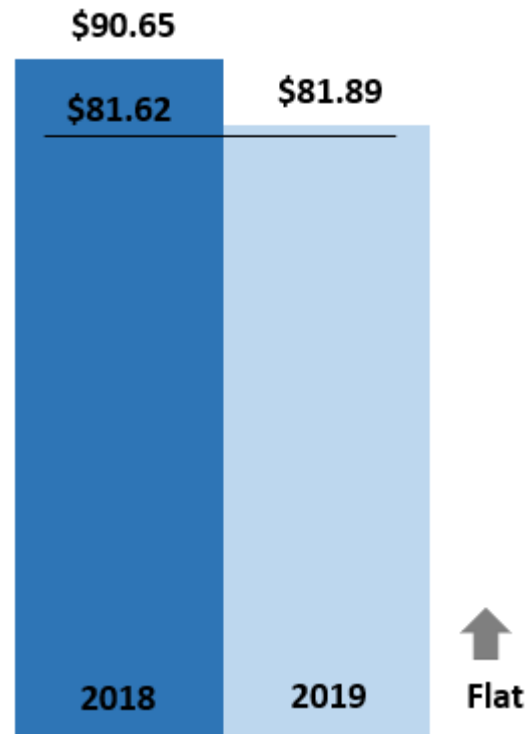
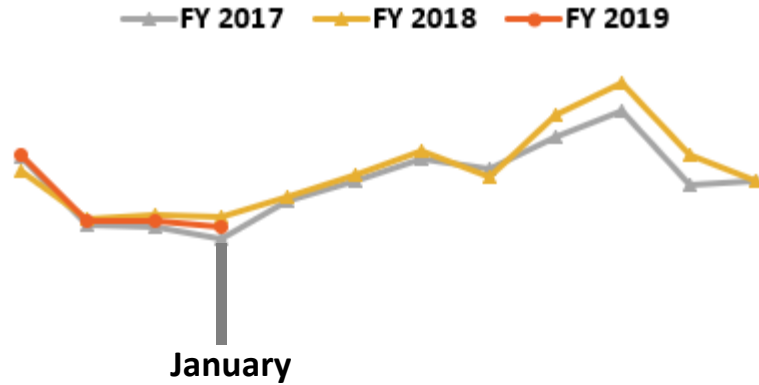


Fiscal Year To Date

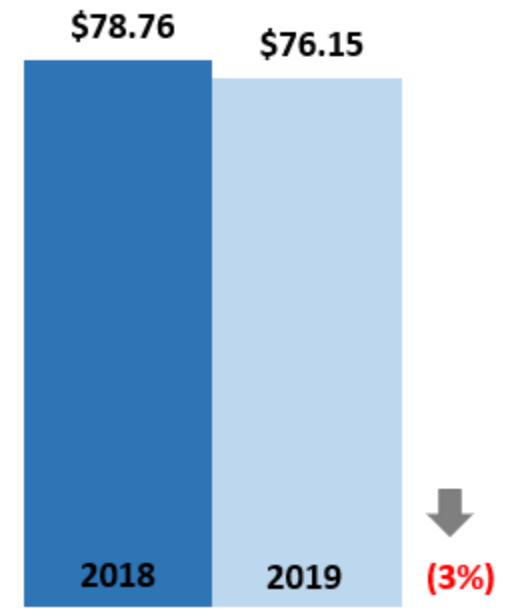


January over January

# Non-Casino ADR

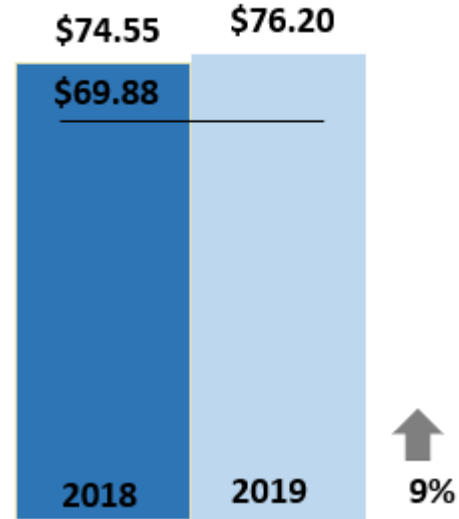
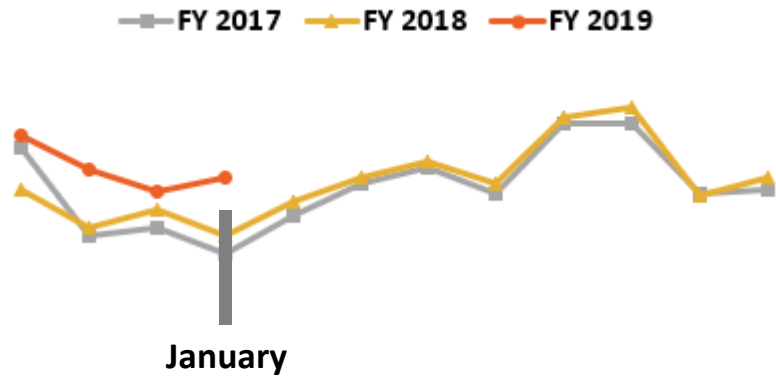


Fiscal Year To Date

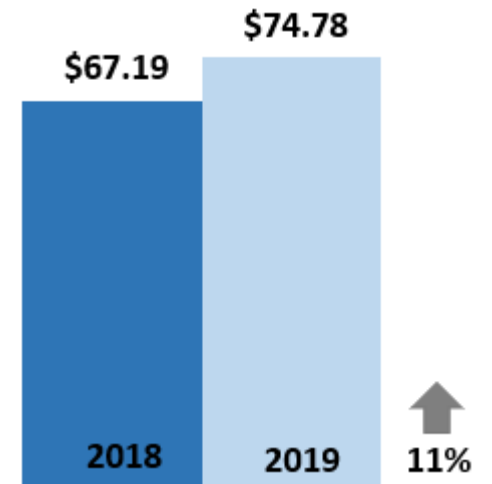


January over January

# Casino ADR

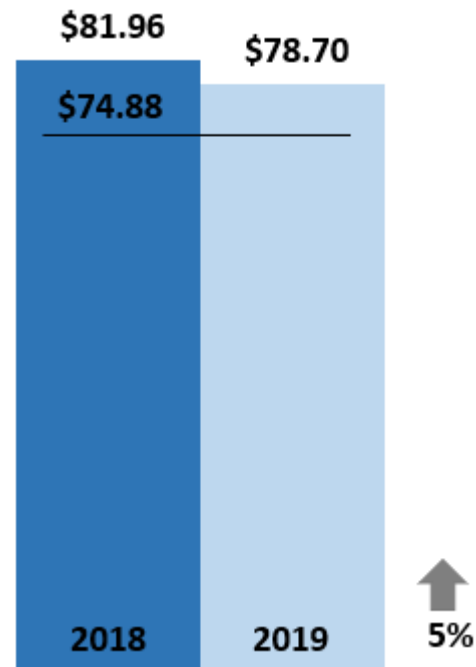
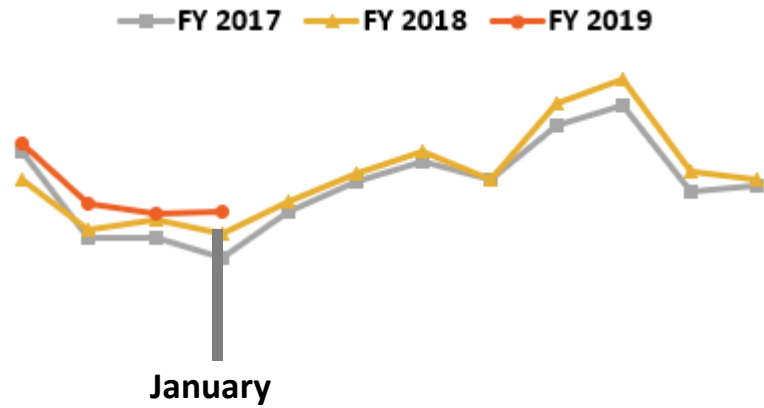


Fiscal Year To Date

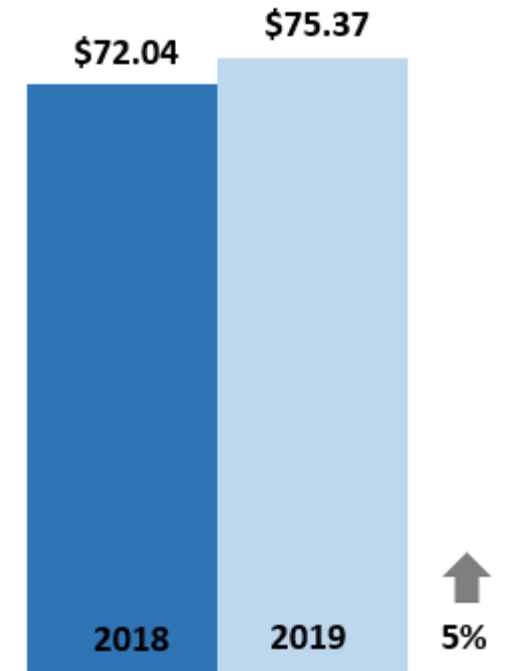


January over January

# All ADR

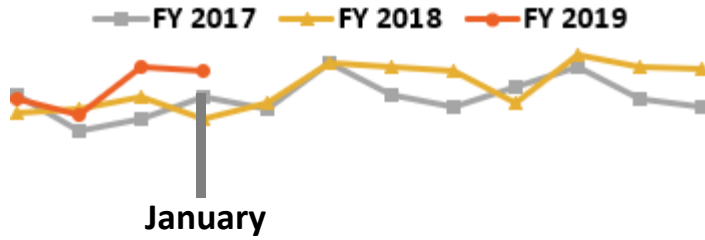


Fiscal Year To Date

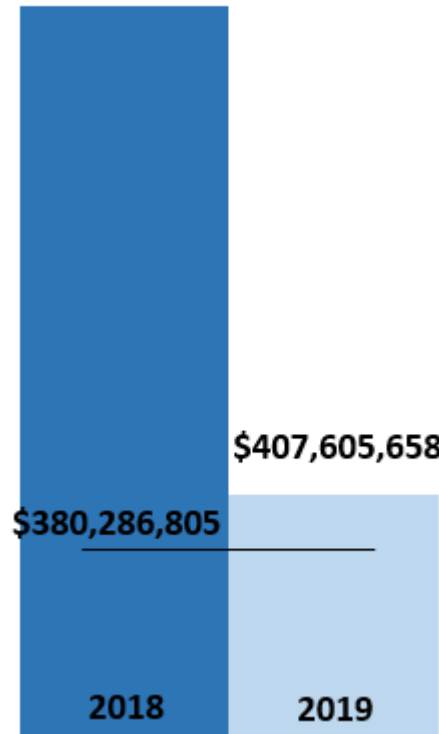


January over January

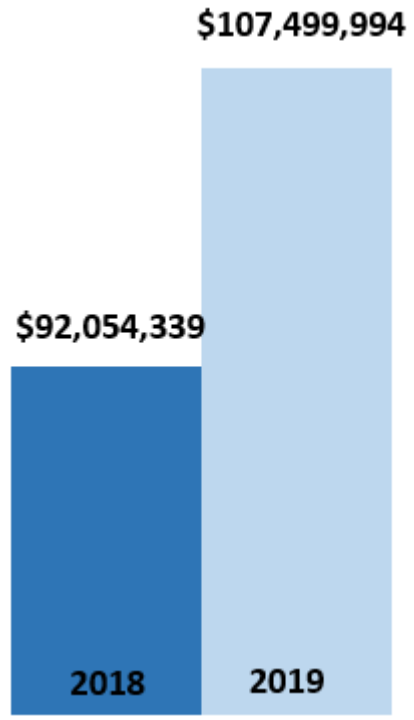
# Gaming Revenue



\$1,228,964,074

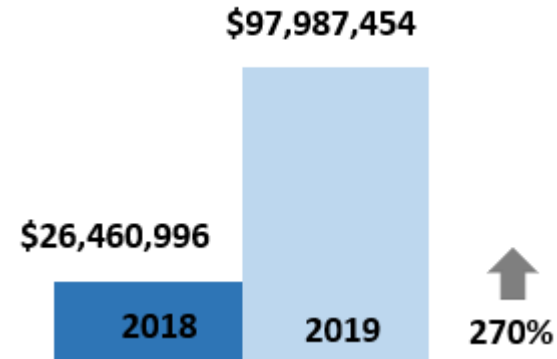


Fiscal Year To Date



January over January

## Sports Betting Revenue

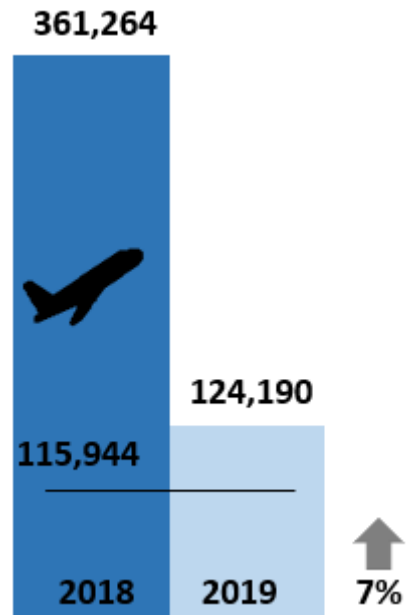
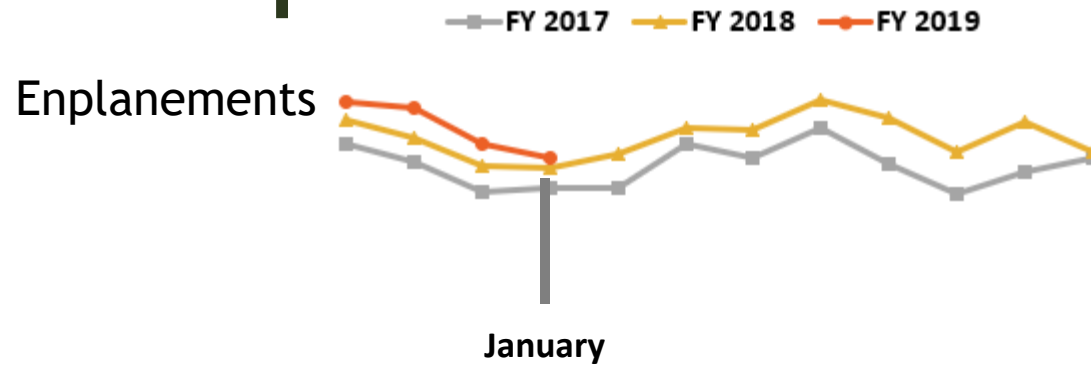


Fiscal Year To Date

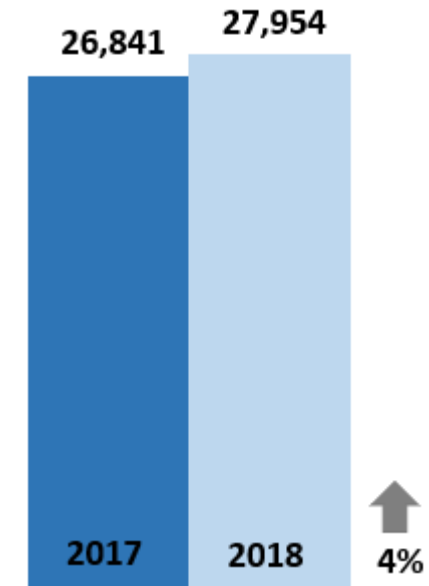
\$21,232,906

January 2019

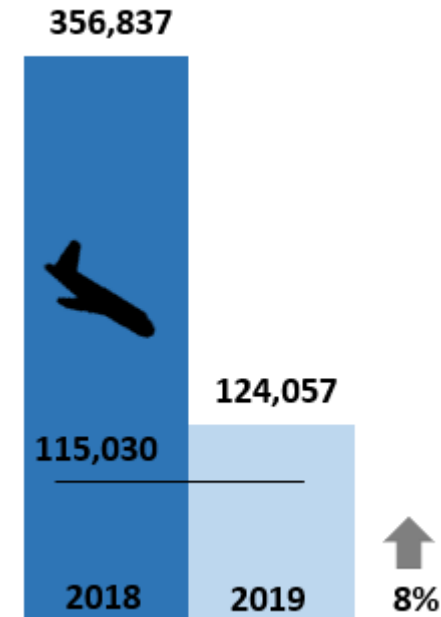
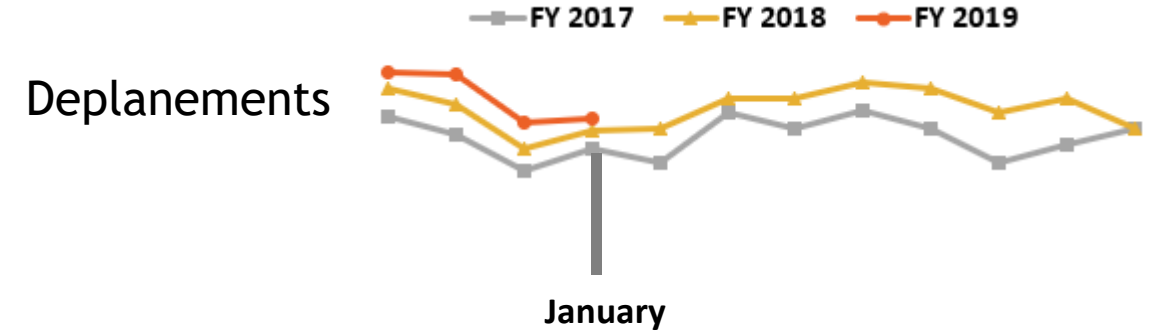
# Airport



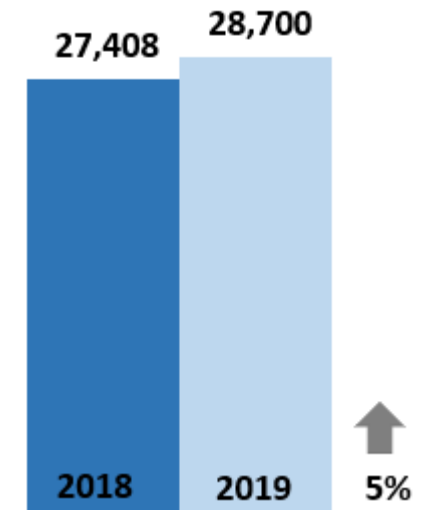
Fiscal Year To Date



January over January

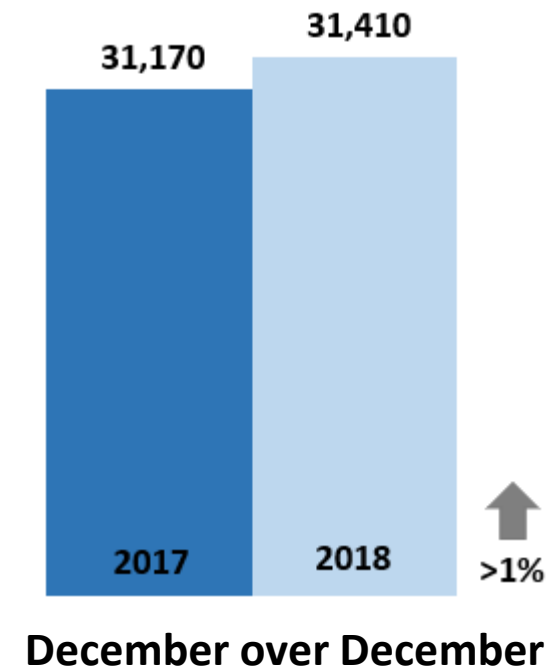
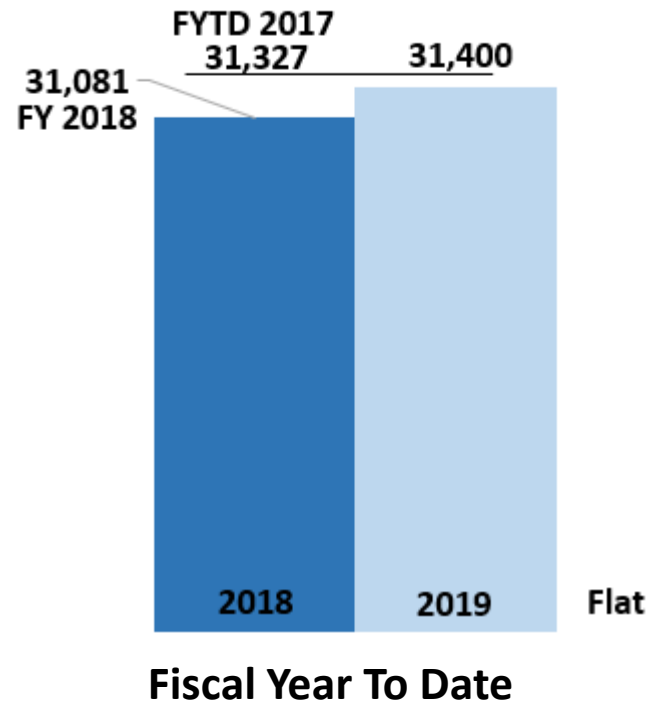
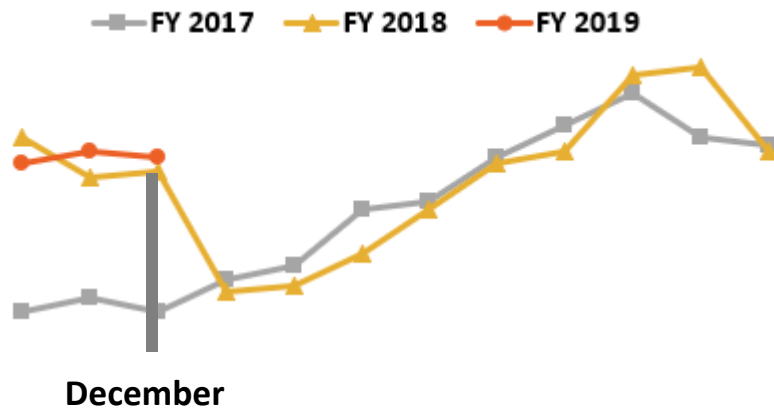


Fiscal Year To Date



January over January

# Leisure & Hospitality Jobs

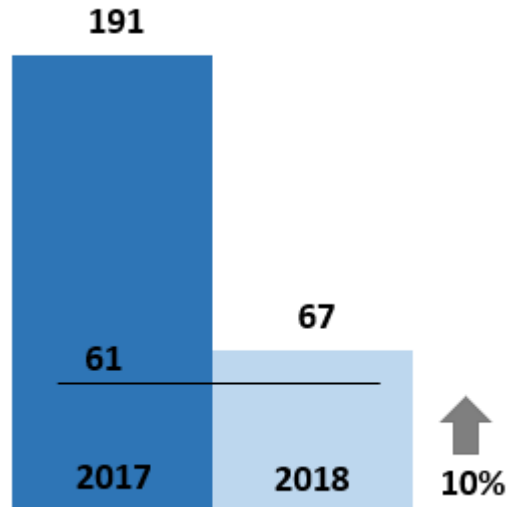
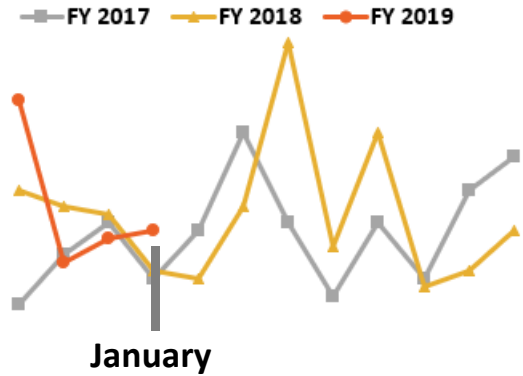


Yearly numbers reflect an average of all months in the FY.

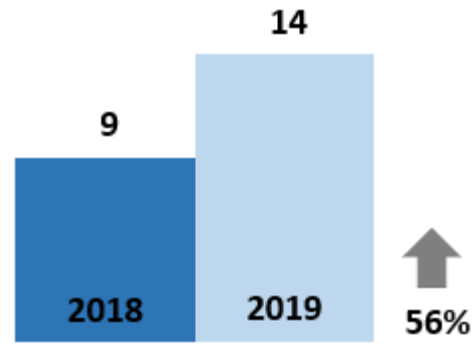
# Definite Bookings

Definite bookings and room nights are up across the board reflecting year end signed contracts received in January.

## Bookings

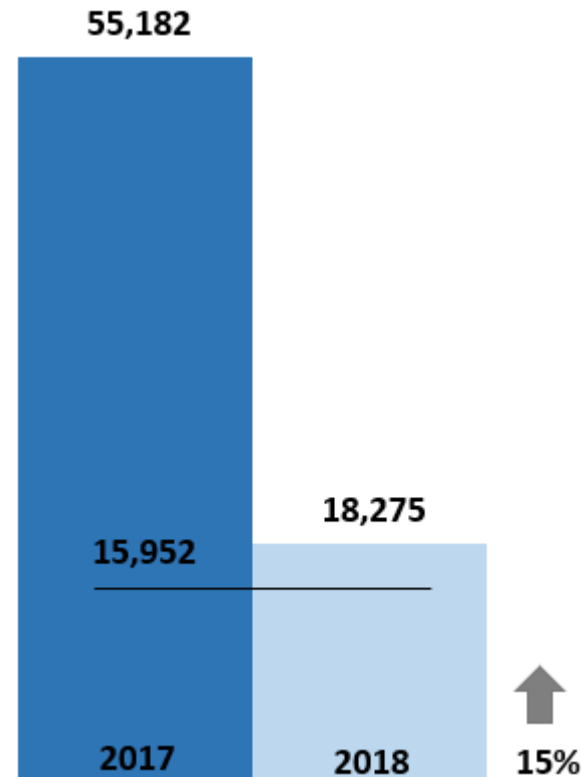
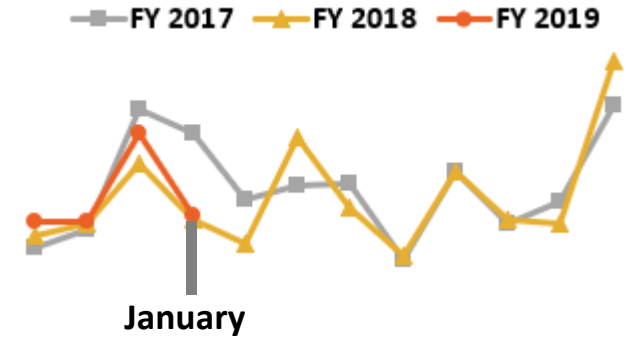


Fiscal Year To Date

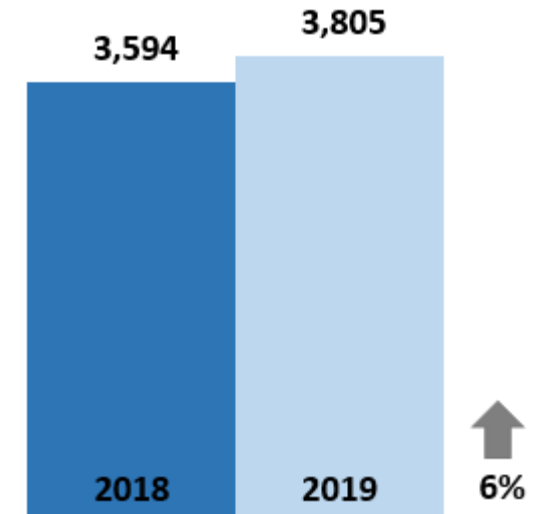


January over January

## Room nights

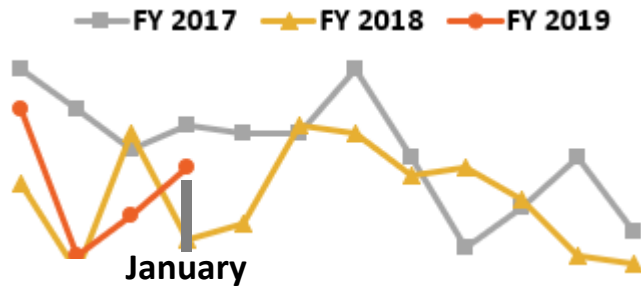


Fiscal Year To Date



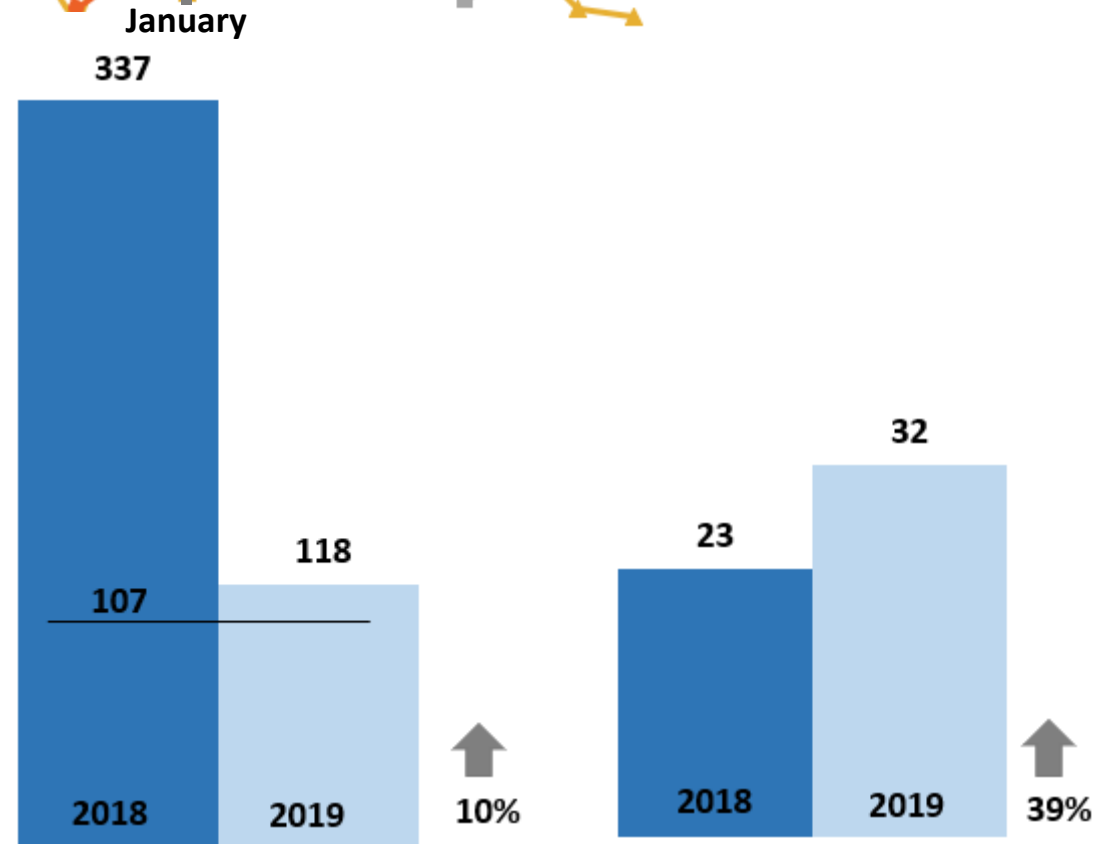
January over January

# Leads Issued



Leads are up YTD and month over month, due to results of two successful shows attended by staff in November & December.

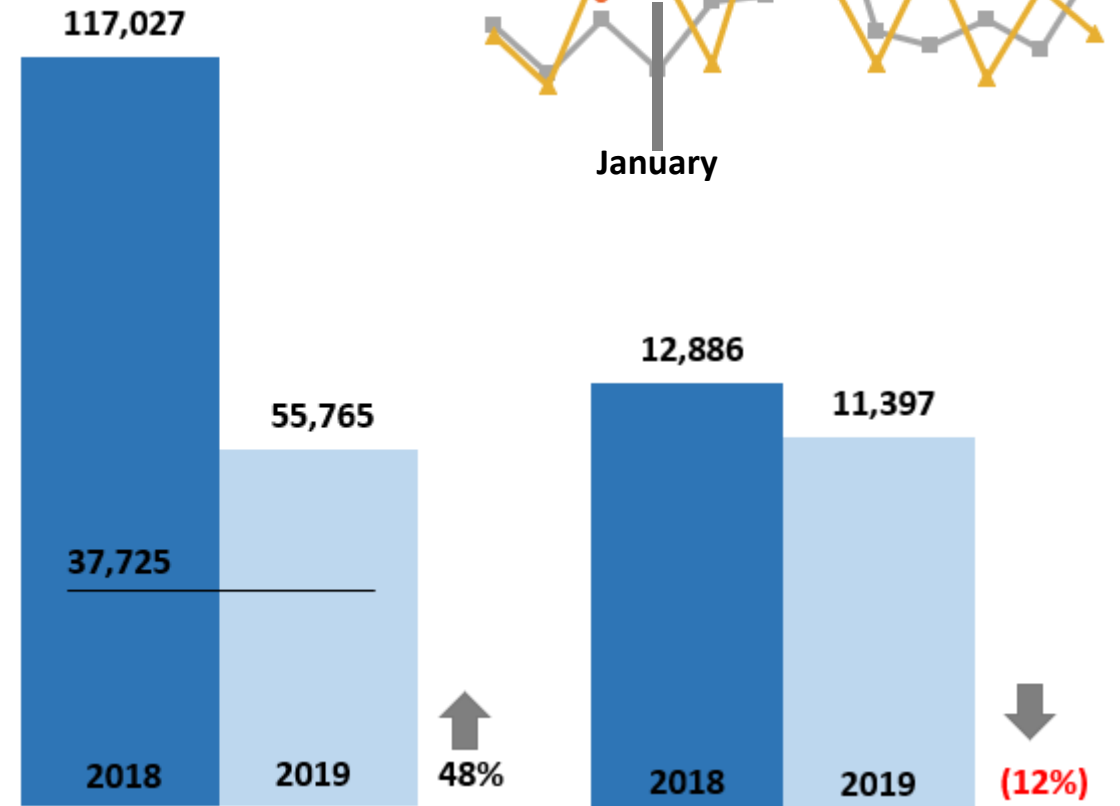
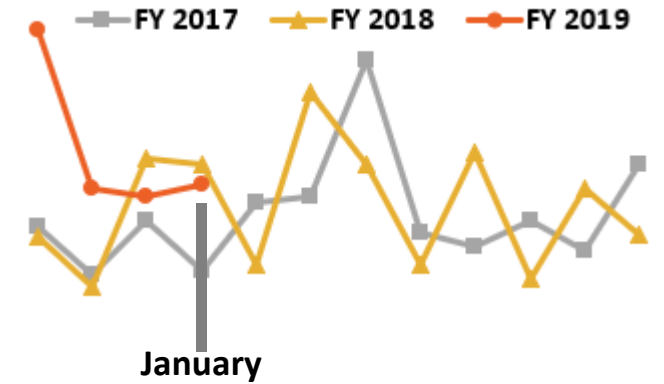
Potential room nights are slightly down indicating smaller meetings being sourced.



Fiscal Year To Date

January over January

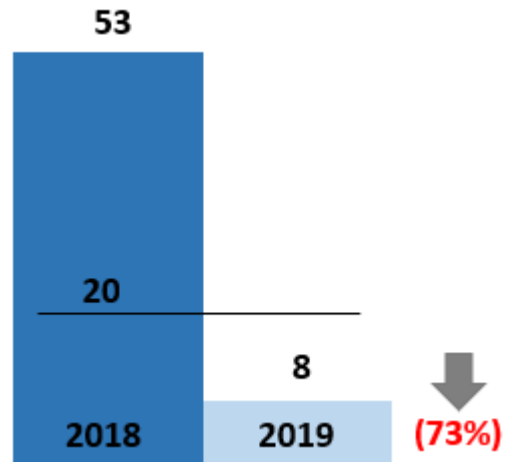
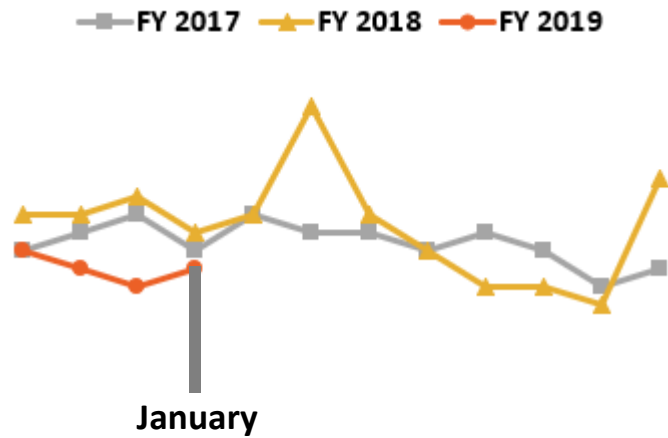
# Potential Room Nights



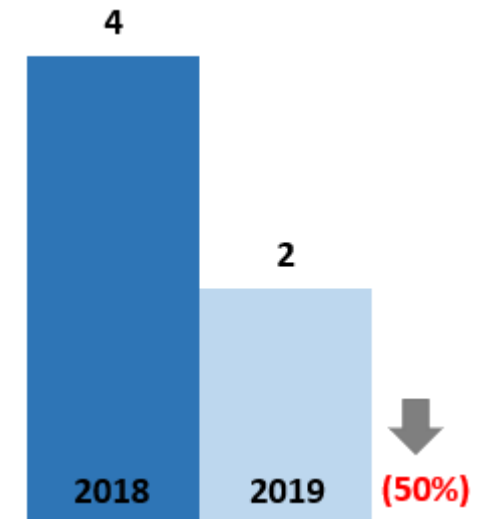
Fiscal Year To Date

January over January

# Convention Center Leads



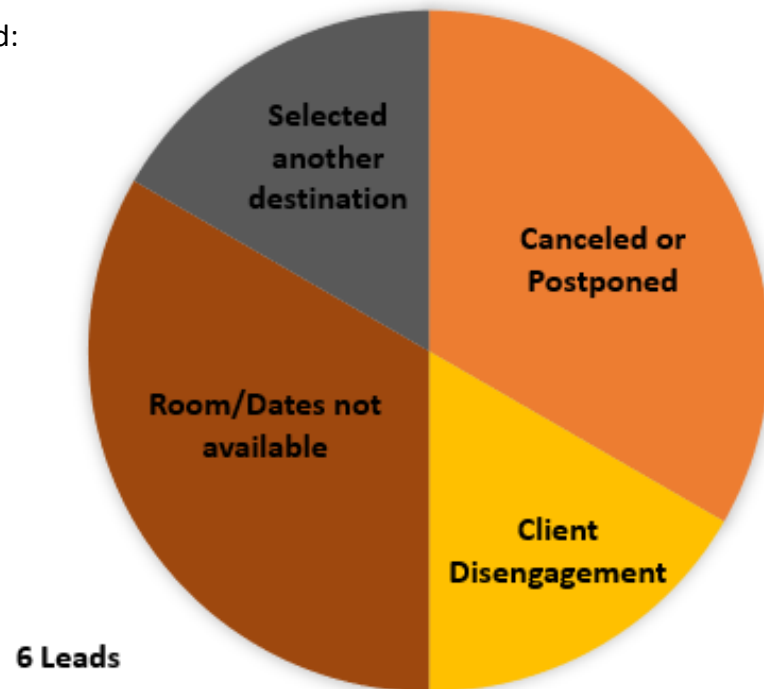
Fiscal Year To Date



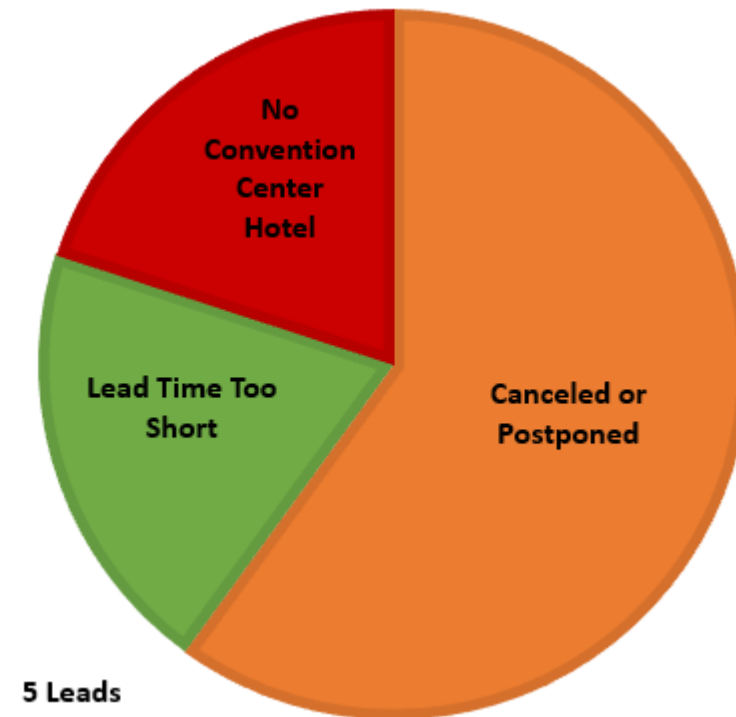
January over January

# Lost Business

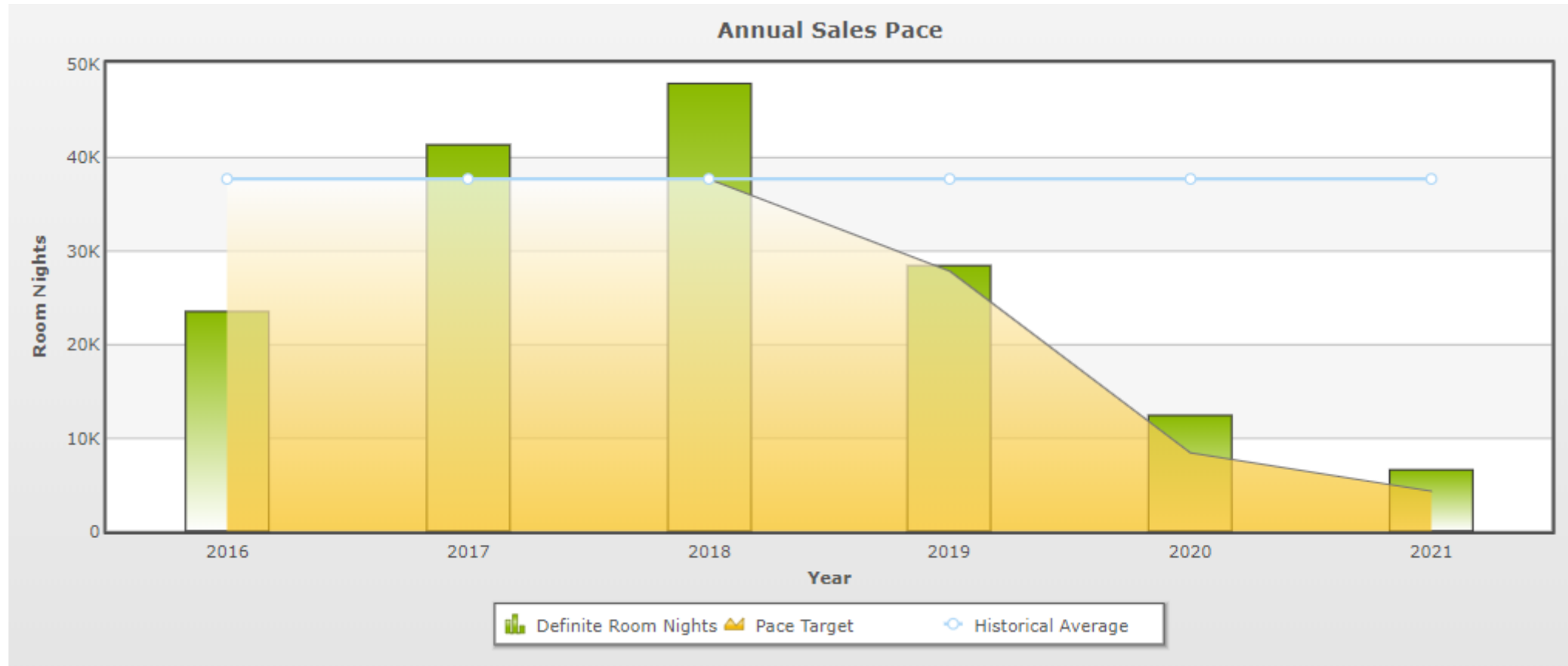
January 2018



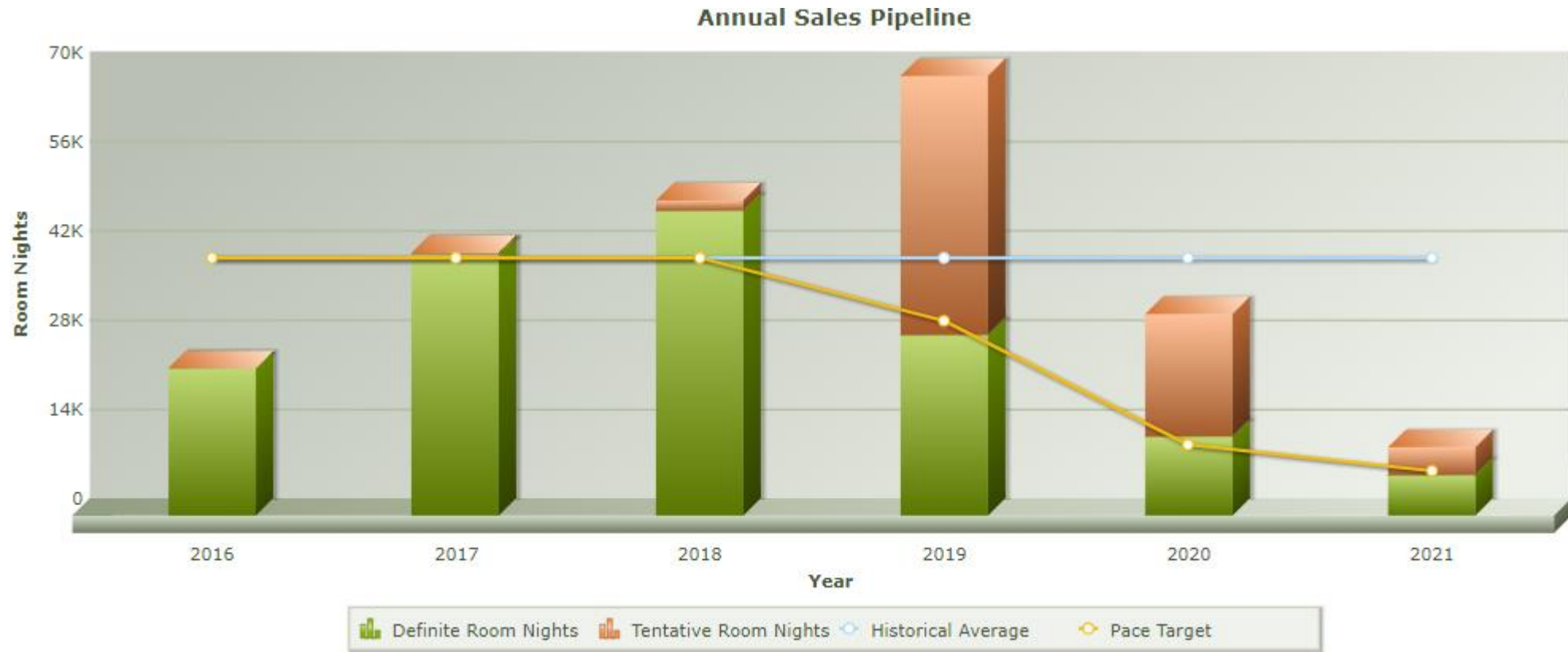
January 2019



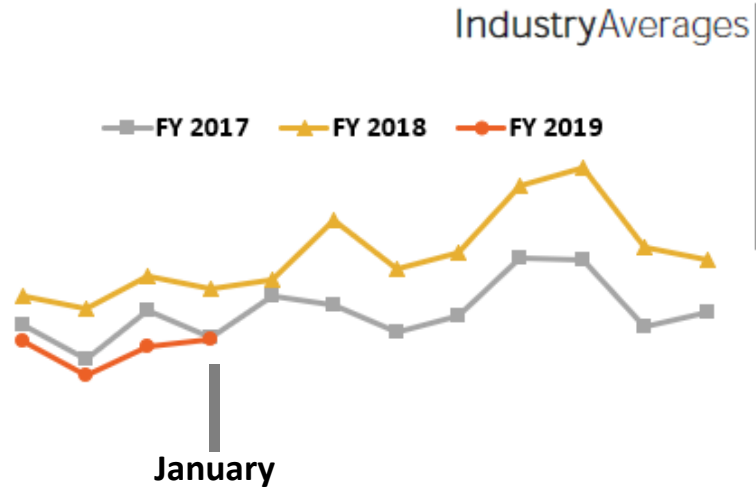
# Pace Report



# Pace Report - Pipeline



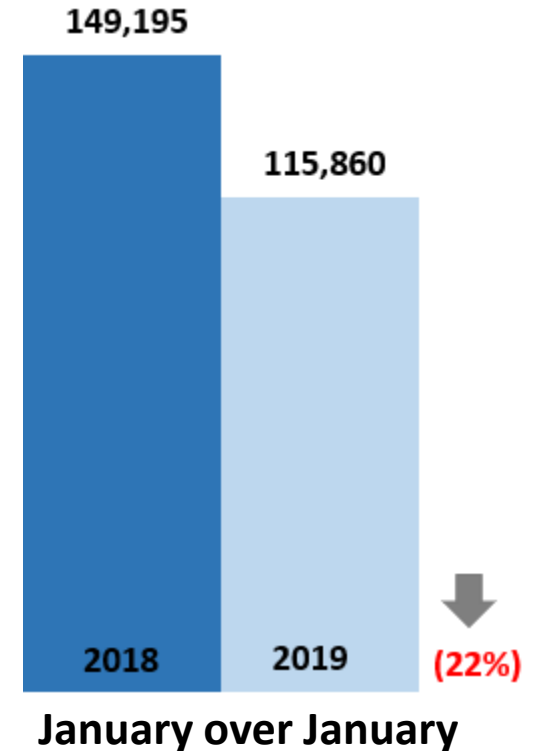
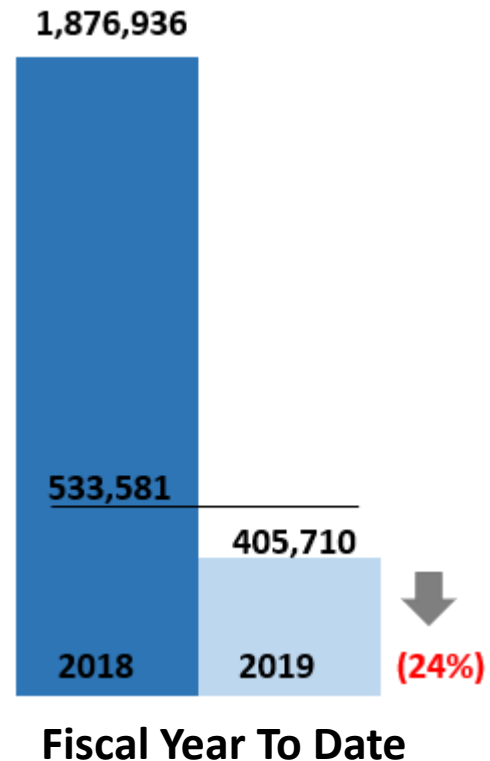
# Google Analytics - Users



Traffic Overview - In January, overall sessions to the site decreased. This decrease can primarily be attributed to a 60% decrease in Paid Display Traffic and Paid Search YOY. This decrease is not unexpected, as it is a part of our strategy, reserving budget until the launch of the new brand in March.

Organic sessions decreased by 0.61% compared to last year. Mardi Gras was in early February last year, and is in March this year, our site has not yet seen the peak level of holiday traffic.

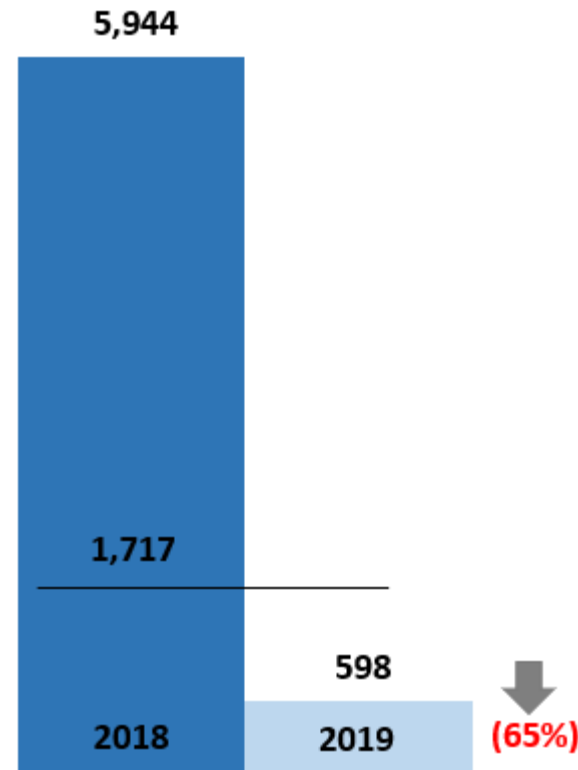
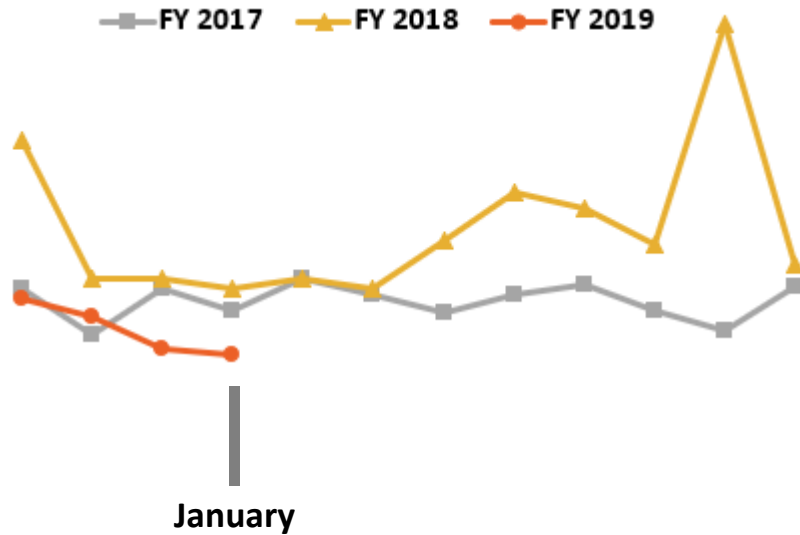
Engagement Metrics	Industry Average	GulfCoast.org	% Difference
Total Pages Per Visit:	2.08	1.84	-13.28%
Total Average Visit Duration:	0:01:53	0:01:57	3.35%
Total Bounce Rate:	53.44%	38.66%	-38.23%
Organic Pages Per Visit:	2.27	2.20	-3.26%
Organic Average Visit Duration:	0:02:09	0:02:25	11.33%
Organic Bounce Rate:	46.92%	31.84%	-47.38%



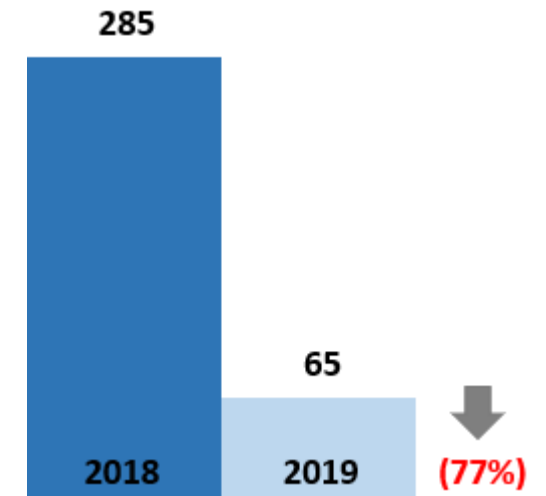
# Number of Articles

## Content Drivers:

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

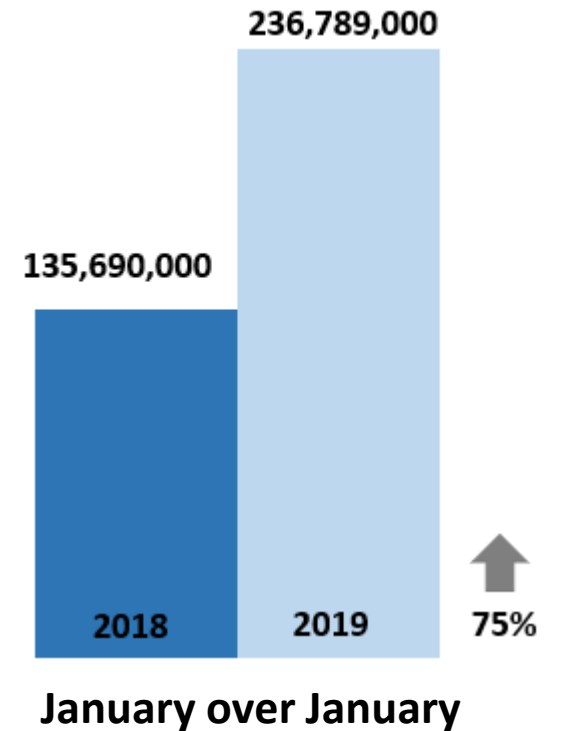
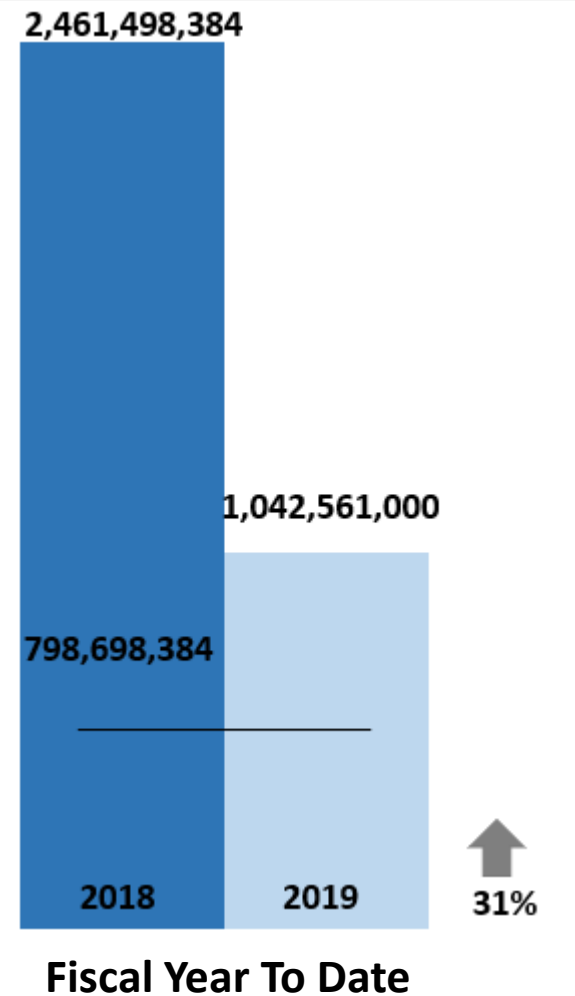
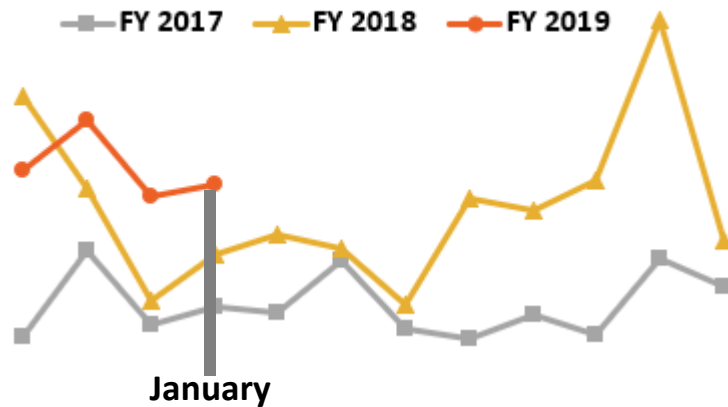


Fiscal Year To Date



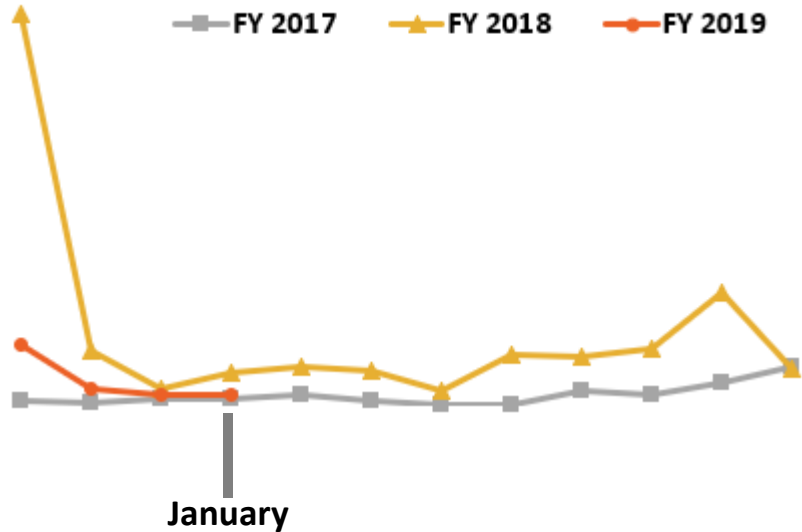
January over January

# Impressions

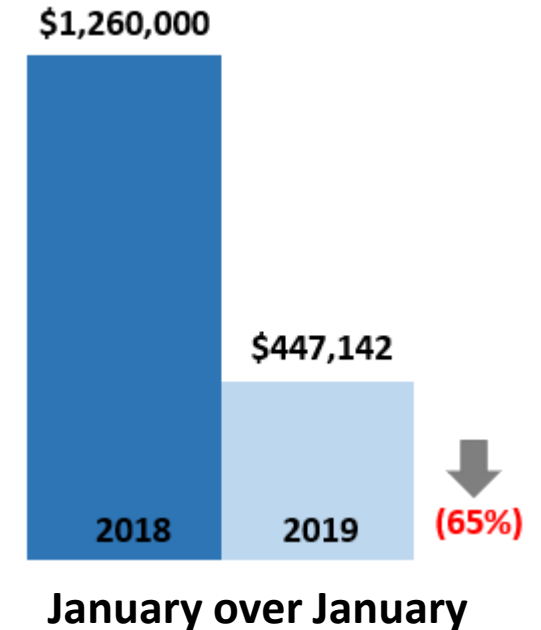
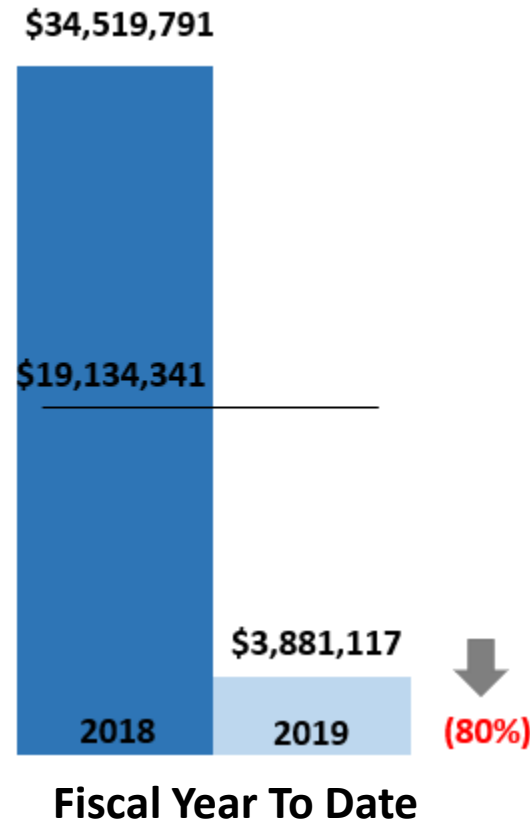


- Major Outlet Drivers:
- MSN - 87 M
  - USA Today - 22 M
  - Yahoo! Finance - 15 M
  - Cosmopolitan - 10 M
  - Food Network - 9 M
  - Food & Wine - 2 M

# 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

## Key Messages:

- Food & Drink
- Winter Travel
- Unique Lodging

**Number of articles:** 12

**Aggregate Readership (Impressions):** 10.305 million

**AVE:** \$20,522





## Coast tourism leaders optimistic about 2019

Tourism leaders are optimistic that 2019 will be a good year for the industry. Last year, numbers in all areas of tourism were up. Visit Mississippi Gulf Coast CEO Milton Segarra shares his insight.



just <sup>SHORT  
OF</sup> crazy

## HOW TO EXPERIENCE SHRIMP AROUND BILOXI, MS



On a recent visit to Biloxi, MS, I loved learning about the shrimp and seafood industry and how it's a vital part of the culture along the Mississippi Gulf Coast. That had me thinking about all the ways someone could experience shrimp while visiting.

What do you know, there are quite a few ways that you can go shrimping around Biloxi, MS and they all sound like a lot of fun. I've put together a list of the things I'd love to try while visiting.

Hope you find something to add to your Mississippi Gulf Coast vacation as well.

Note, if you're looking for a place to stay during your visit check out **Beau Rivage Resort!**

enterprise

## POTTERY SHOPPING DAY TRIP FROM NEW ORLEANS



Discover great places to eat and browse pottery in New Orleans and along the Gulf Coast.

Fine china is a thing in the South. My mother — and especially my grandmother — love to talk shop about dishes: patterns, colors and brands. Oh, the brand is very important. My mother's side happens to be partial to Noritake. But I find that it's like bagels in New York or po'boys here in New Orleans — we all have our favorites. Even though I've been gifted with my grandmother's set of wedding china, I wouldn't dare be caught without my own: a 12-piece set of Noritake (naturally) Crestwood Platinum to be removed from the display hutch when serving any meal that's not eaten in front of the television.

But I'm more of a no-nonsense kind of gal — and while fine etched china is well, fine, I prefer my set of handmade ceramic dishware. It's simple, a bit worn and totally imperfect. I think it's a good analogy to marriage. In fact, my very own set of ceramic dishes is what inspired my love for handmade pottery.

It makes sense that I treasure such a craft — I live in an area where, next to food, art is celebrated and pottery has strong roots. So, I decided to take a road trip that marries two of my passions: pottery and food.



Romantic Hotels in North America: Places to Stay in Canada, Caribbean, and USA



#### **The Roost, Mississippi**

See why [The Roost](#) was named by *Architectural Digest* as one of the [most beautiful new hotels in the southern United States](#). I love how The Roost owners use reclaimed wood, oyster shell walls, and things like a 200 year old tub. When you do leave your romantic home away from home, walk a few blocks and enjoy magnificent southern oak trees, quaint shops, and hidden gem restaurants —like Vestige, Charred, and Maison de Lu.

# THRILLIST

## ***The Most Underrated Brewery in Every State***

Think about your favorite craft brewery in the state you live in. Because we can read your mind (... don't worry, we'll leave your brain better than we found it), we've probably mentioned that brewery in our story about the best brewery in every state.

### ***Mississippi***

#### **Crooked Letter Brewing Company**

*Ocean Springs*

#### **Top-rated brewery: Southern Prohibition Brewing**

After having a year-long hiatus to reorganize things internally and adjust to favorable alterations of some infamously archaic Mississippi laws, Crooked Letter founder and CEO Paul Blacksmith is ready to pour his award-winning selections once again. They initially made a great impression during their 2012 launch in Ocean Springs, but now their portfolio shows even more complexity and invention, including the Stabello European style lager, Gipsy IPA, and Winterset German roggenbier, a dunkelweizen brewed with rye. Honestly, Mississippi as a whole has a ways to go before achieving the accolades numerous other states are reaping, but here's to the scrappy breweries like Crooked Letter who have the passion to change that. -- AS



## Beautiful, Secret Stand-ins for 9 of America's Most Crowded Beaches



### Gulf Shores, Alabama vs. Gulf Coast, Mississippi

While the Gulf Shores of Alabama is lauded for its beaches, trails, pier and more, the [Mississippi Gulf Coast](#) has bragging rights, too. It is a year-round destination for water activities, be it swimming, kayaking, paddle boarding, fishing or boating. If you're more comfortable on the water than in it, go Schooner sailing, shrimping and explore the barrier islands that sit just miles off the coast. With white-sand beaches and beautiful Gulf waters, the islands are perfect for a day trip.



## WHY YOU SHOULD TAKE A TASTY TOUR OF OCEAN SPRINGS, MS

### Ocean Spring, MS Tasty Tour

My Tasty Tour started at the Ocean Springs Chamber of Commerce where Main Street Tourism shared about their destination while we dined on biscuits by [Greenhouse on Porter](#). Now, I've done a fair amount of travel in the south and probably eaten more southern biscuits than I should have (the proof shows on my hips) and I can honestly say this was one of the best biscuits I've ever eaten. Anywhere. Mercy, so very good.



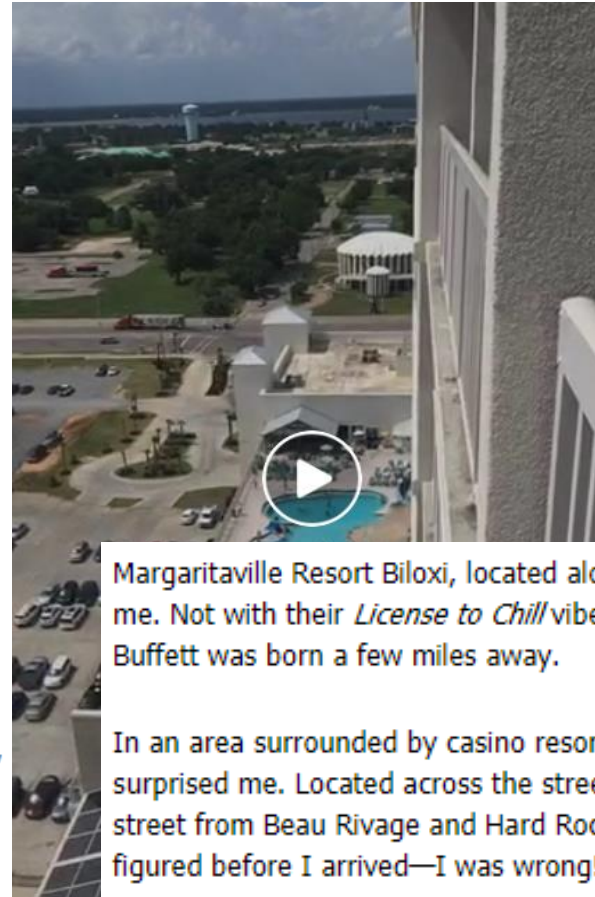
## The Best Winter Destination in Every State

### Mississippi: Ocean Springs

Just east of Biloxi along the Gulf coast visitors will find this small beach town that's big on winter activities. It won't be as scorching hot as summer, so guests can enjoy comfortable weather for golfing, biking, bird watching, and nature treks through Gulf Islands National Seashore. But besides the outdoor activities, the charming, historic downtown of [Ocean Springs](#) features a flourishing arts scene, with tons of galleries and shops to find unique treasures. Plus, choose from over 100 restaurants, including Murky Waters BBQ and Vestige, for delicious seafood and southern-style eats. Find out more of [the best-ever off-season travel destinations](#).



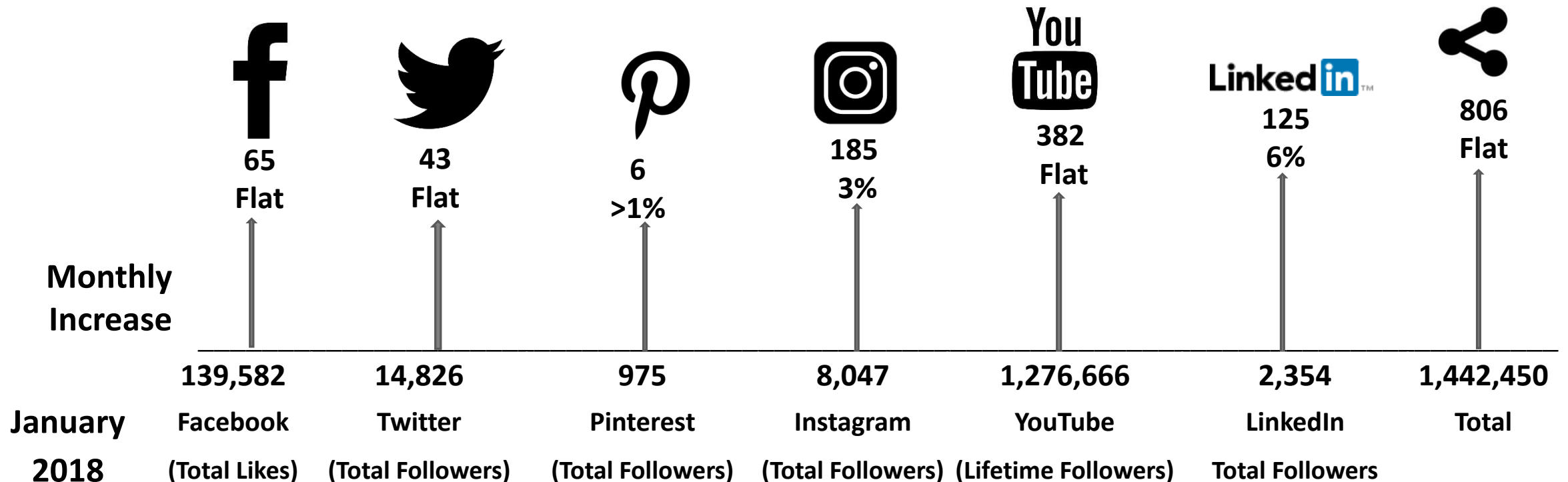
### Margaritaville Resort Biloxi: Fun Lodging Along the Mississippi Coast




Margaritaville Resort Biloxi, located along the magnificent [Mississippi Gulf Coast](#), really surprised me. Not with their *License to Chill* vibe, because, after all, founder and King Parrothead Jimmy Buffett was born a few miles away.

In an area surrounded by casino resorts, Margaritaville Biloxi is a family resort with no casino. That surprised me. Located across the street from Harrah's, next to Golden Nugget, and down the street from Beau Rivage and Hard Rock, Margaritaville Biloxi was just another casino property I figured before I arrived—I was wrong!


# Social Media Metrics



**Visit Mississippi Gulf Coast**

Published by Sparkloft Media [?] · January 3 at 4:30 PM · 🌐

What pairs best with all-you-can-eat-catfish? A spectacular Mississippi Gulf Coast waterfront view.



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Engagements

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1K

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💬 Comment

➦ Share

🌐

Performance for Your Post

153,482 People Reached

1,853 Reactions, Comments & Shares ⓘ

1,323 👍 Like	1,025 On Post	298 On Shares
89 ❤️ Love	63 On Post	26 On Shares
3 😂 Haha	3 On Post	0 On Shares
15 😮 Wow	12 On Post	3 On Shares
5 😡 Angry	5 On Post	0 On Shares
165 Comments	95 On Post	70 On Shares
253 Shares	253 On Post	0 On Shares

8,943 Post Clicks

0 Photo Views	8,257 Link Clicks ⓘ	686 Other Clicks ⓘ
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Impressions	3,148
Total engagements	82
Likes	30
Media engagements	20
Detail expands	14
Retweets	10
Hashtag clicks	3
Profile clicks	3
Link clicks	2