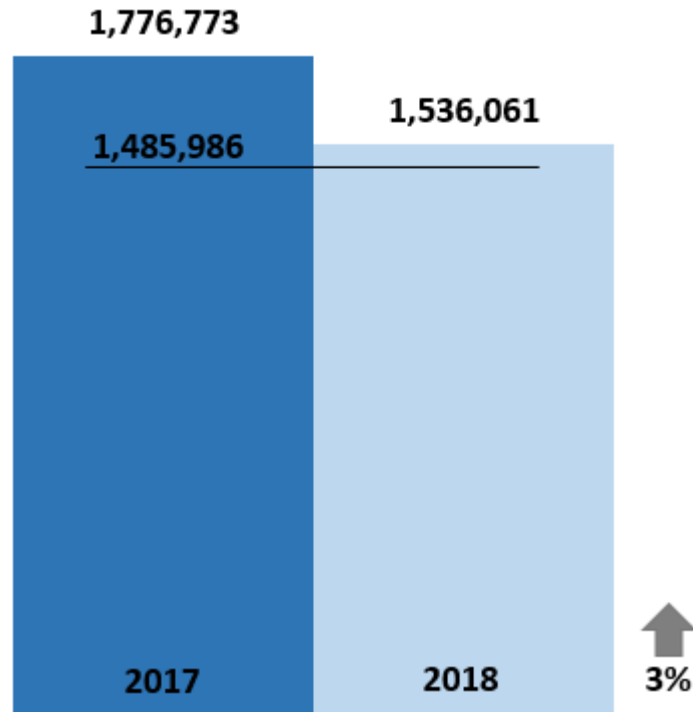
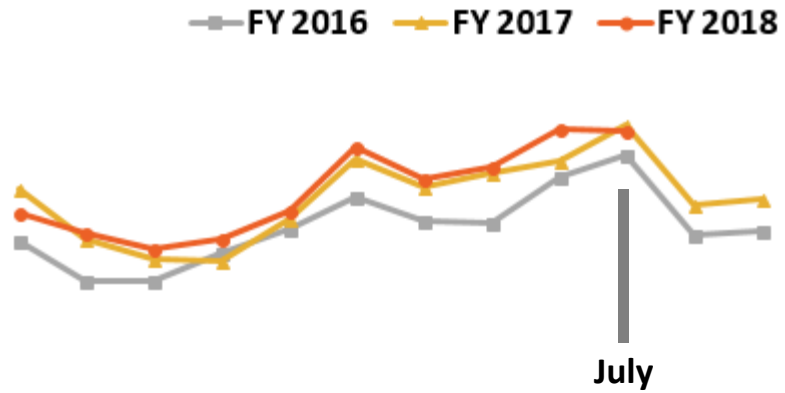


Visit Mississippi Gulf Coast

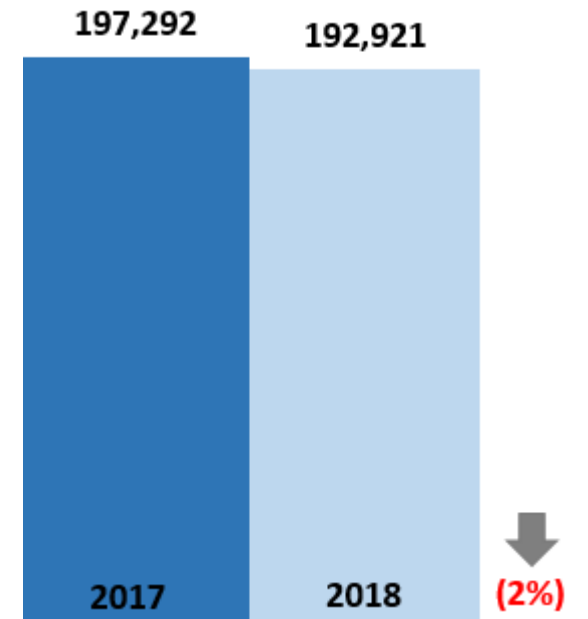
KEY PERFORMANCE INDICATORS

JULY 2018

Non-Casino Rooms Sold

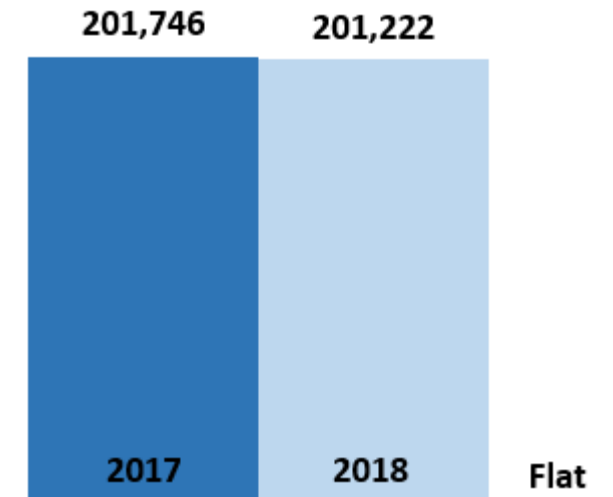
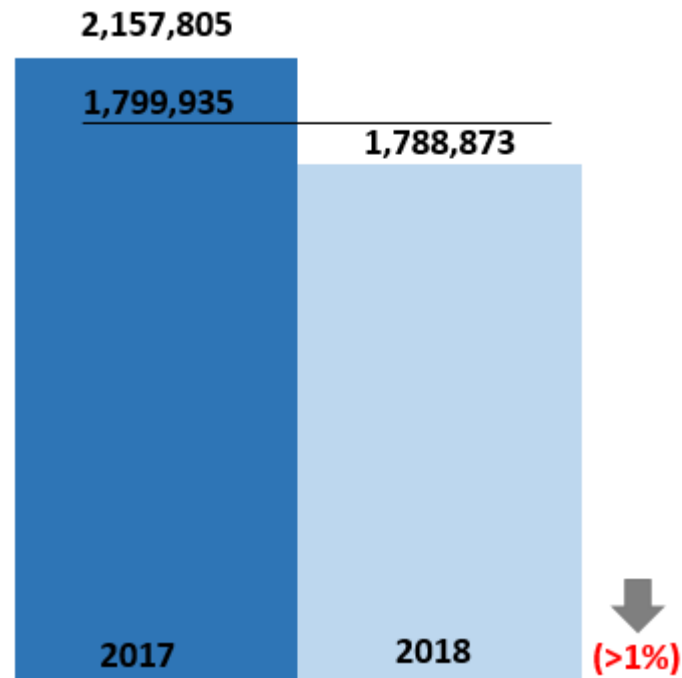
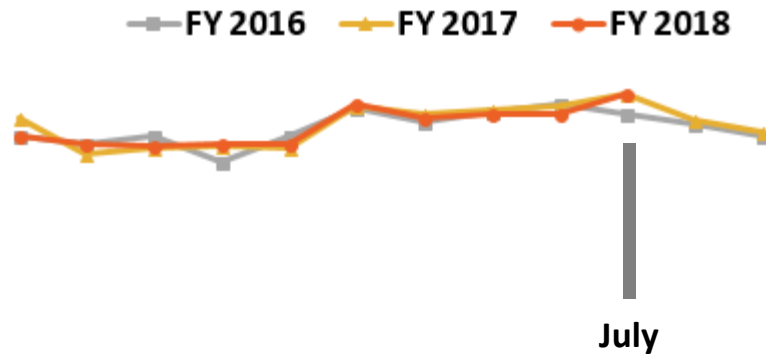


Fiscal Year To Date



July over July

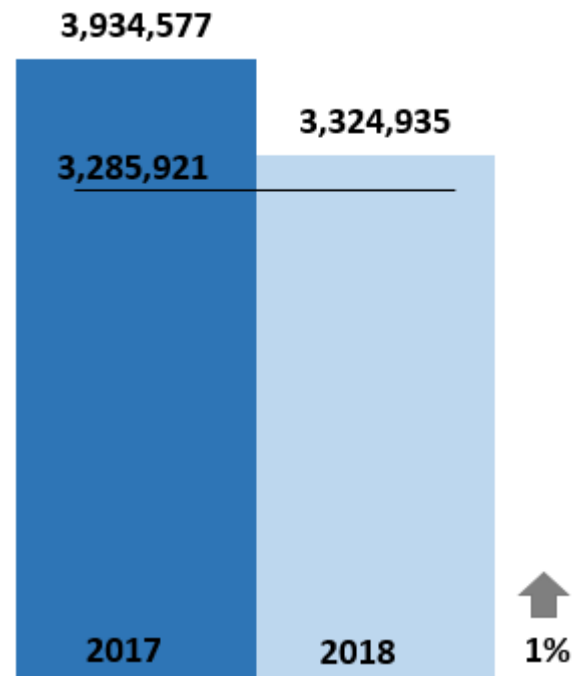
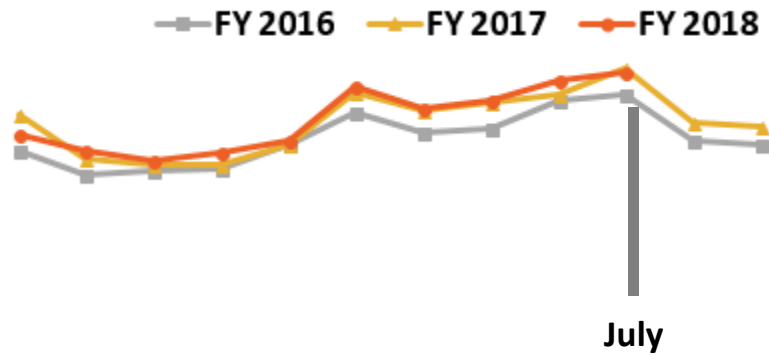
Casino Rooms Sold



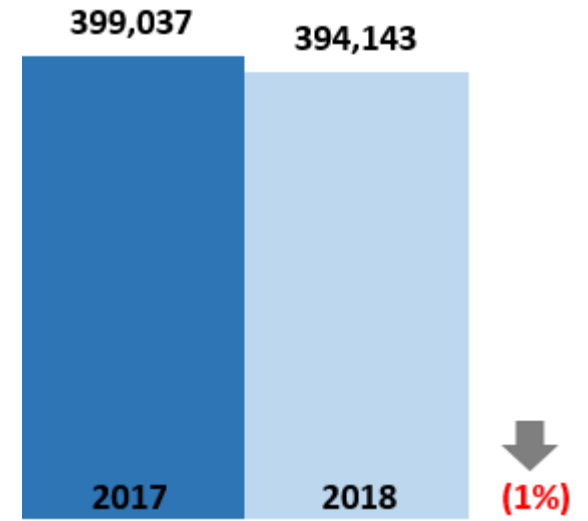
Fiscal Year To Date

July over July

All Rooms Sold

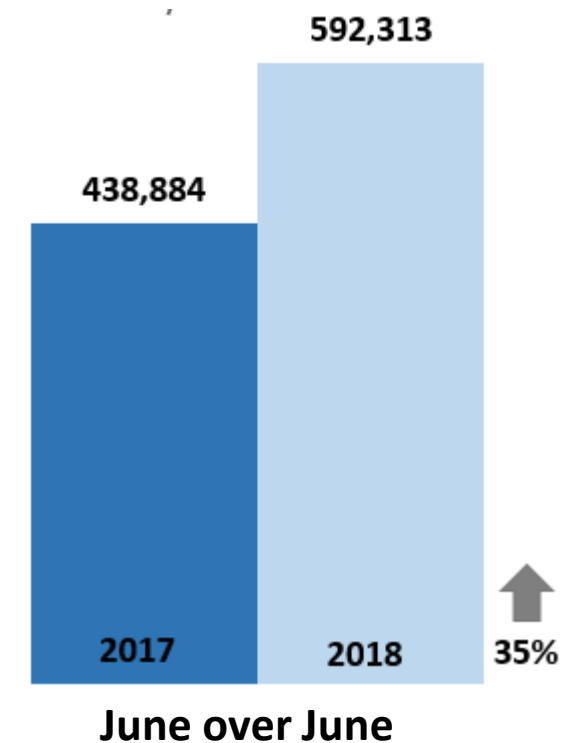
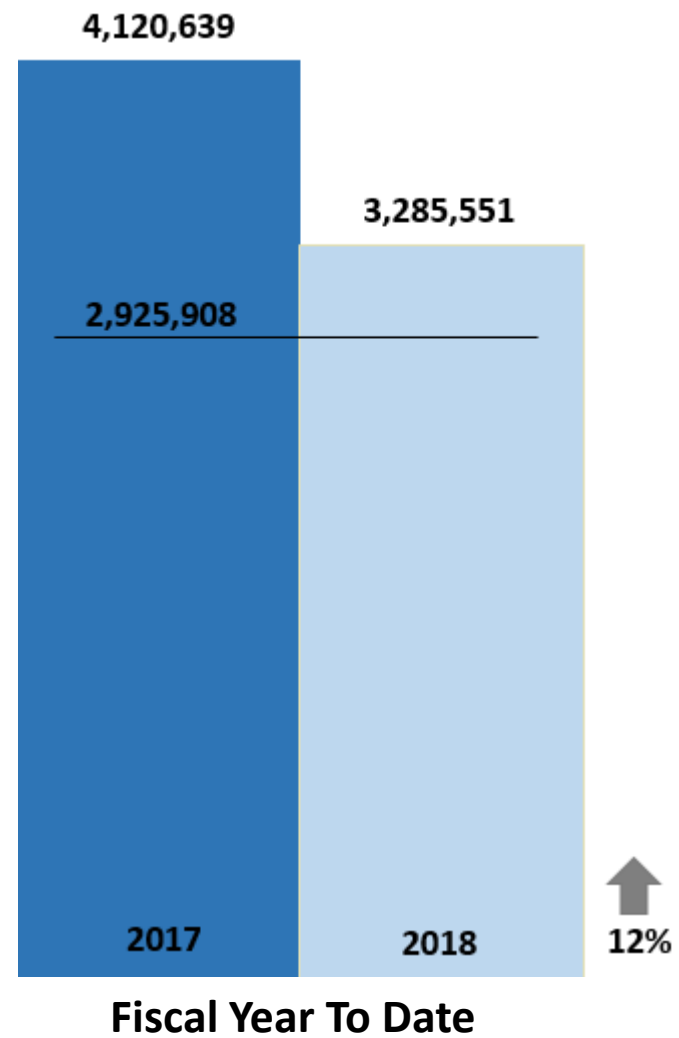
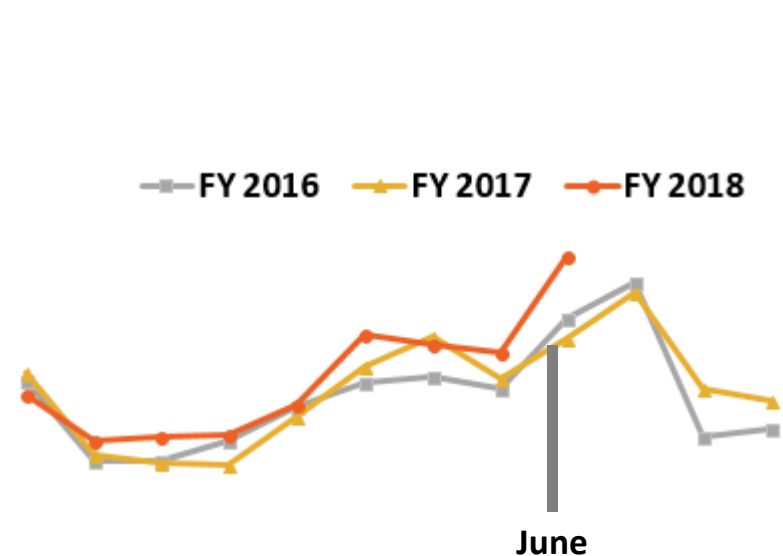


Fiscal Year To Date

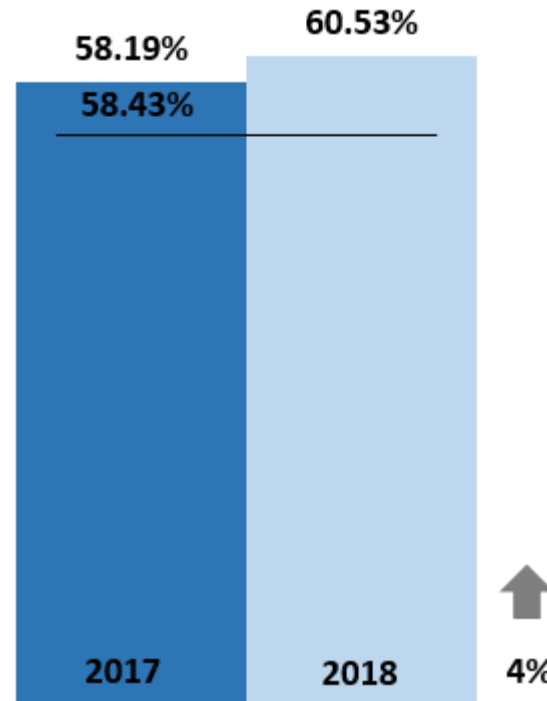
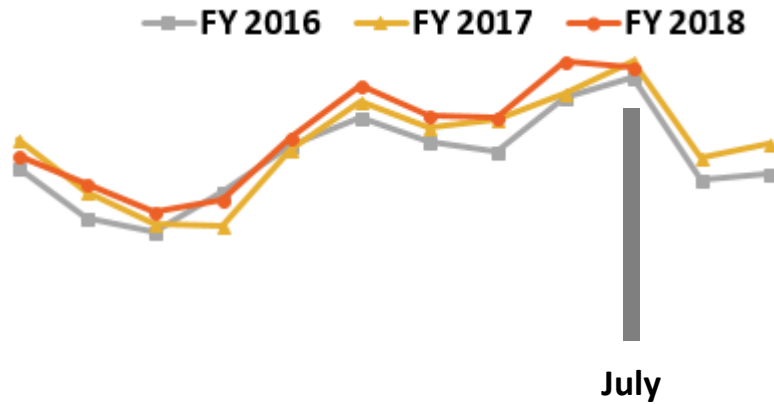


July over July

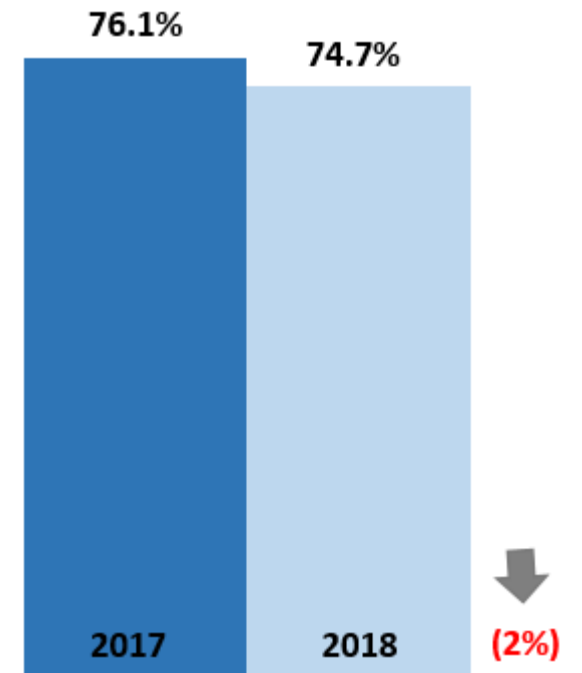
Occupancy Tax Receipts



Non-Casino Occupancy

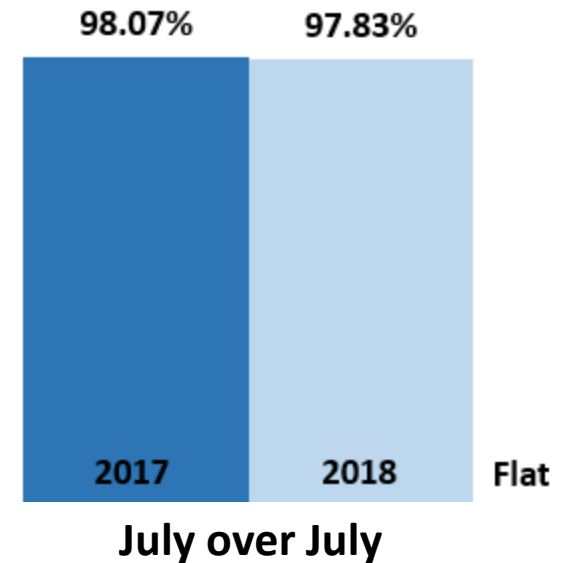
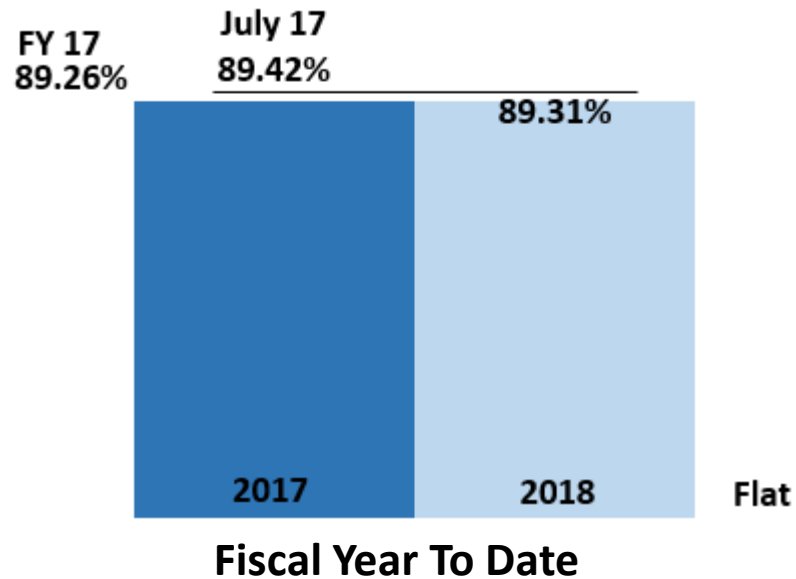
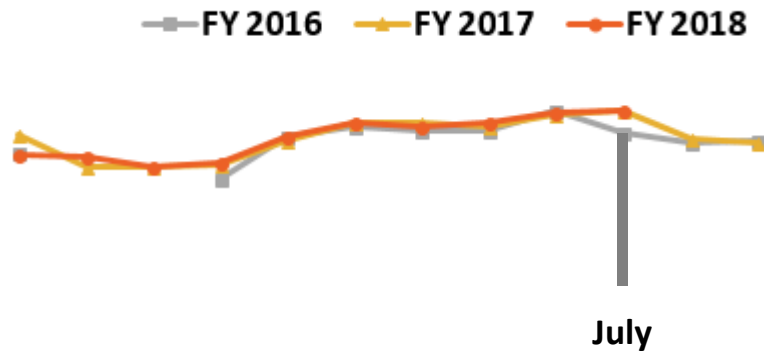


Fiscal Year To Date

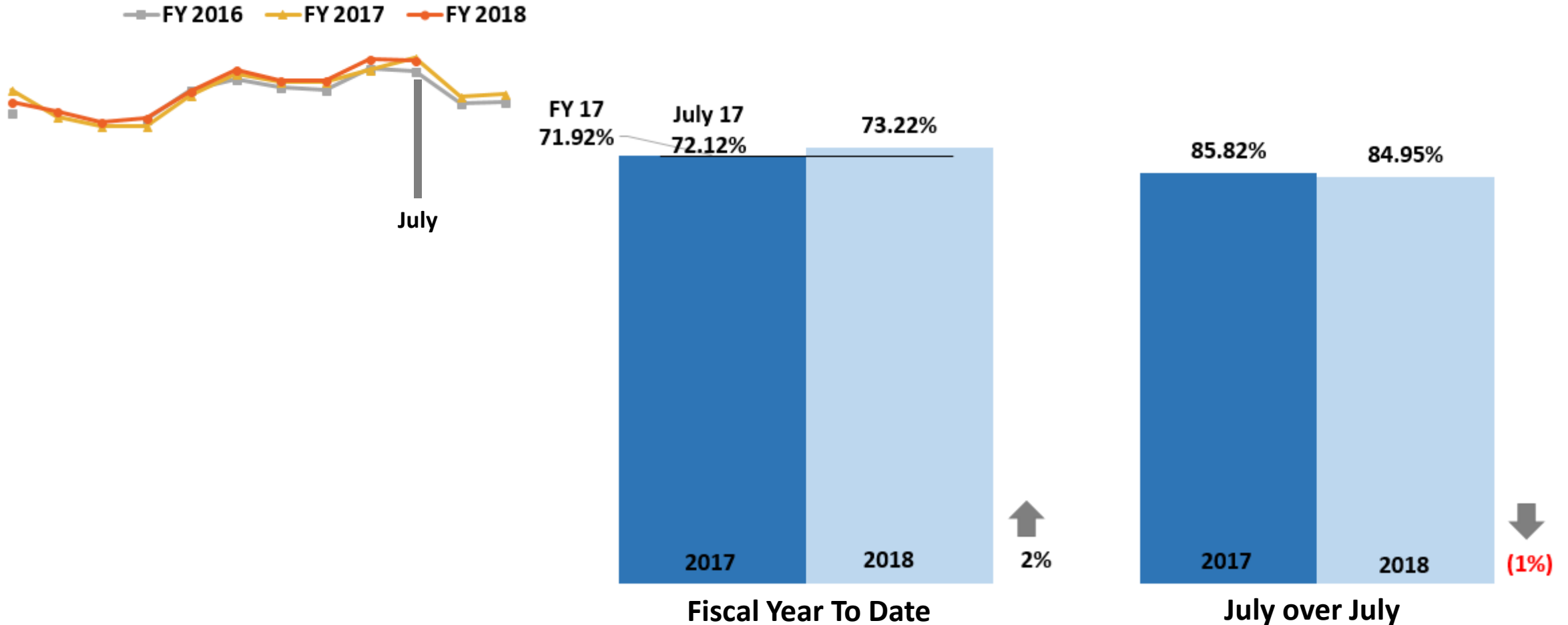


July over July

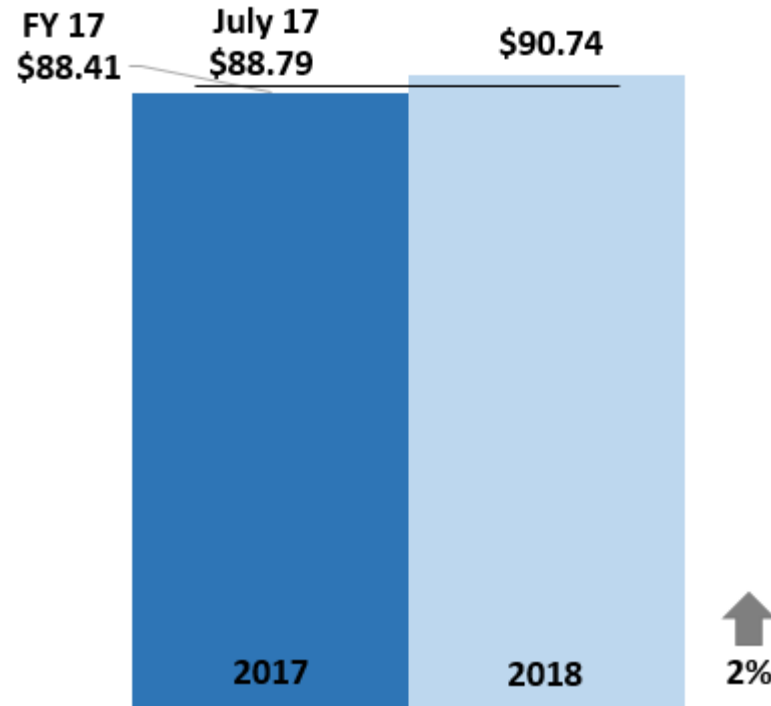
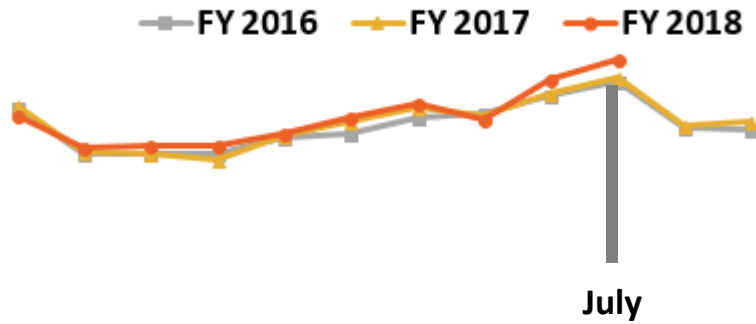
Casino Occupancy



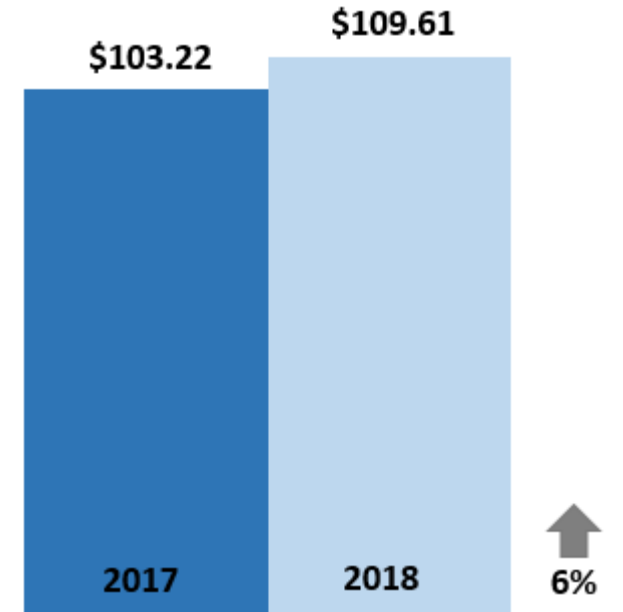
All Occupancy



Non-Casino ADR

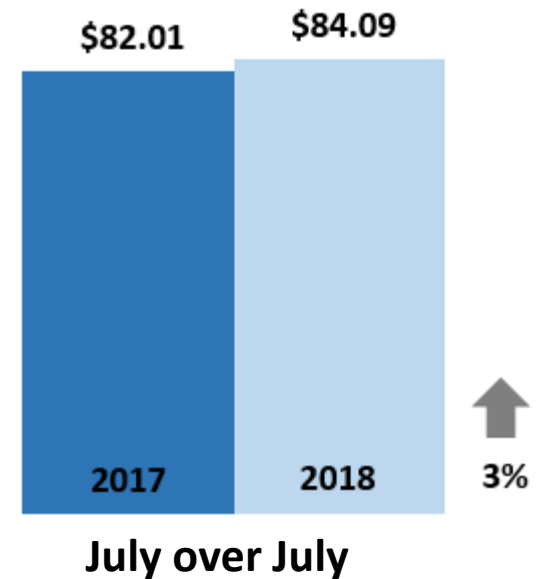
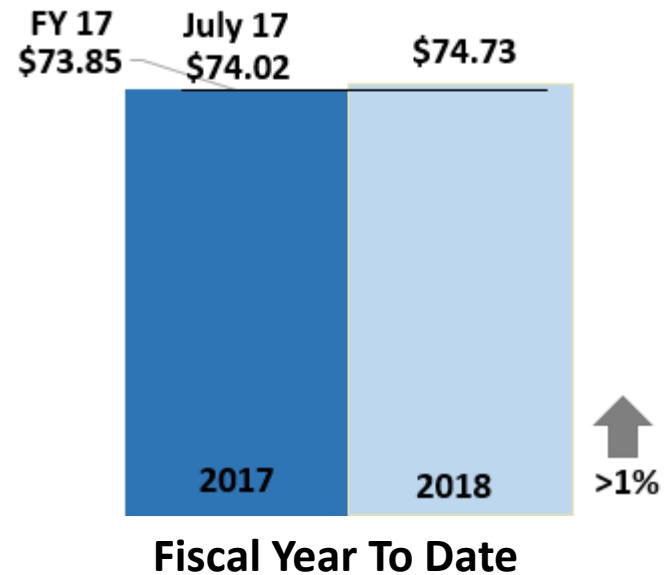
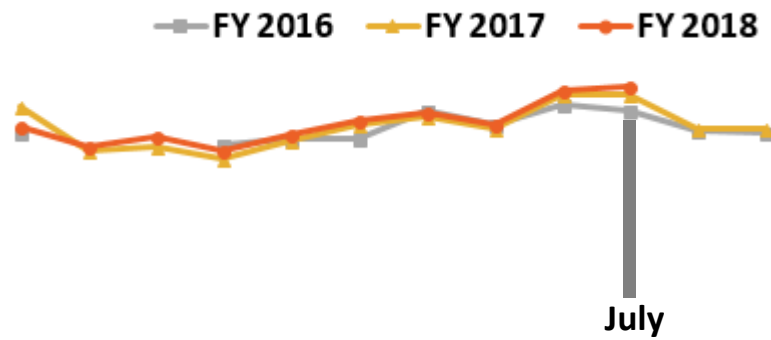


Fiscal Year To Date

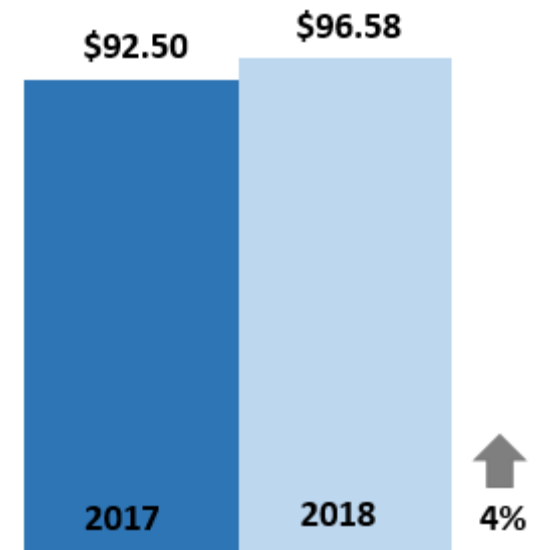
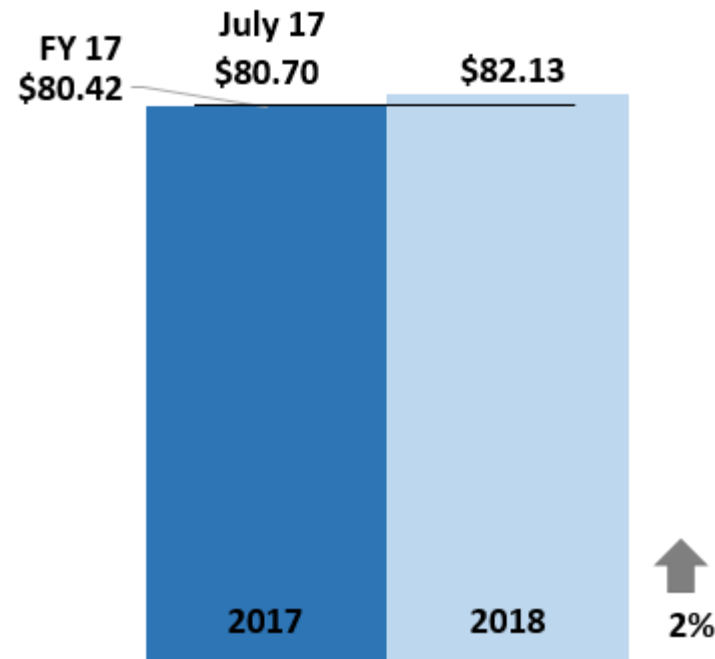
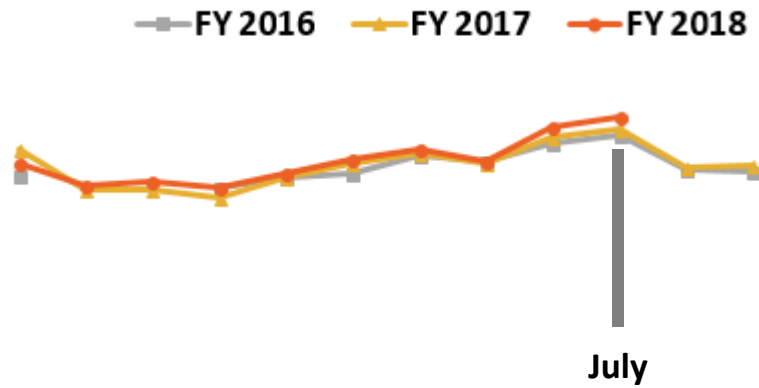


July over July

Casino ADR



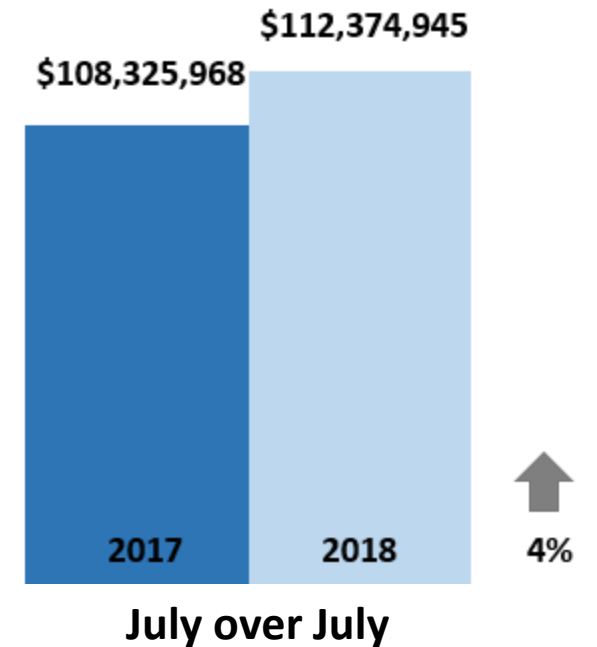
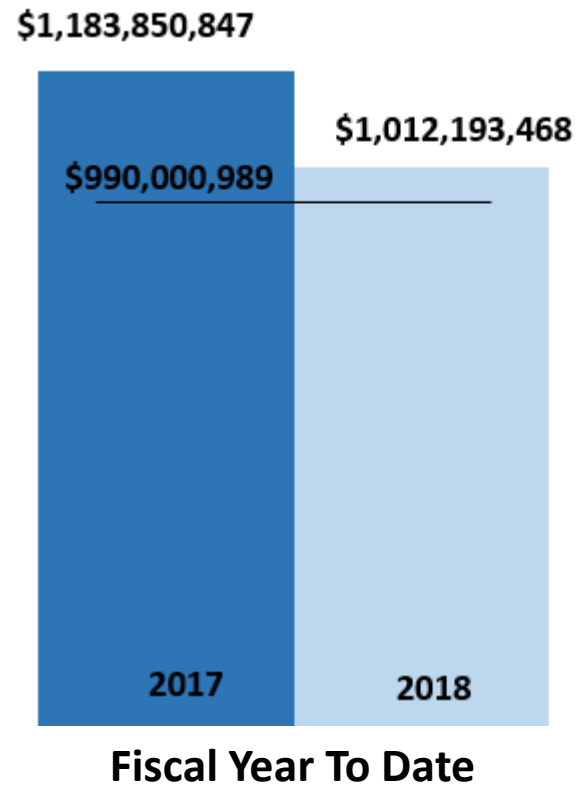
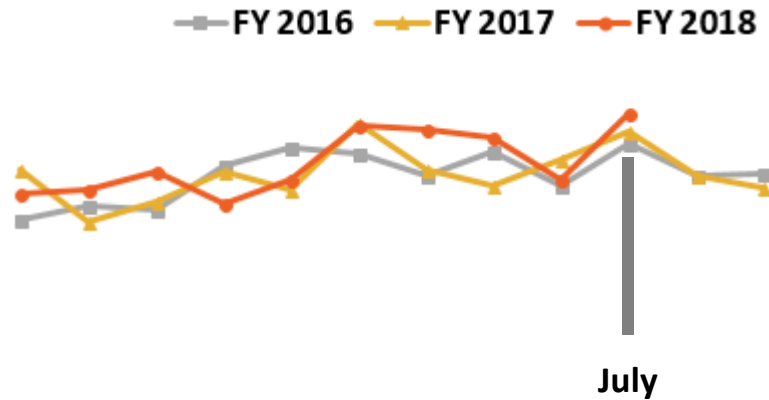
All ADR



Fiscal Year To Date

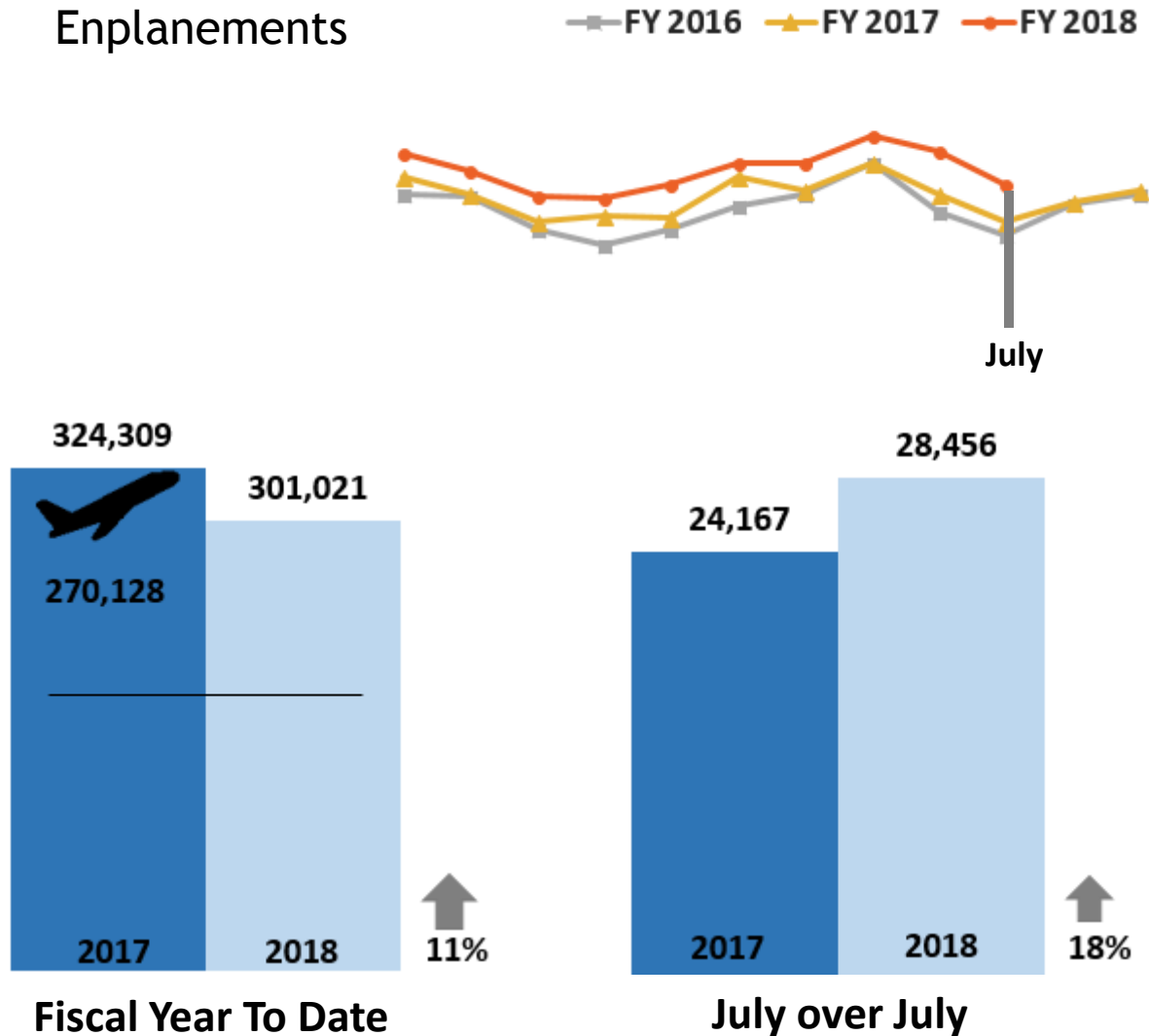
July over July

Gaming Revenue

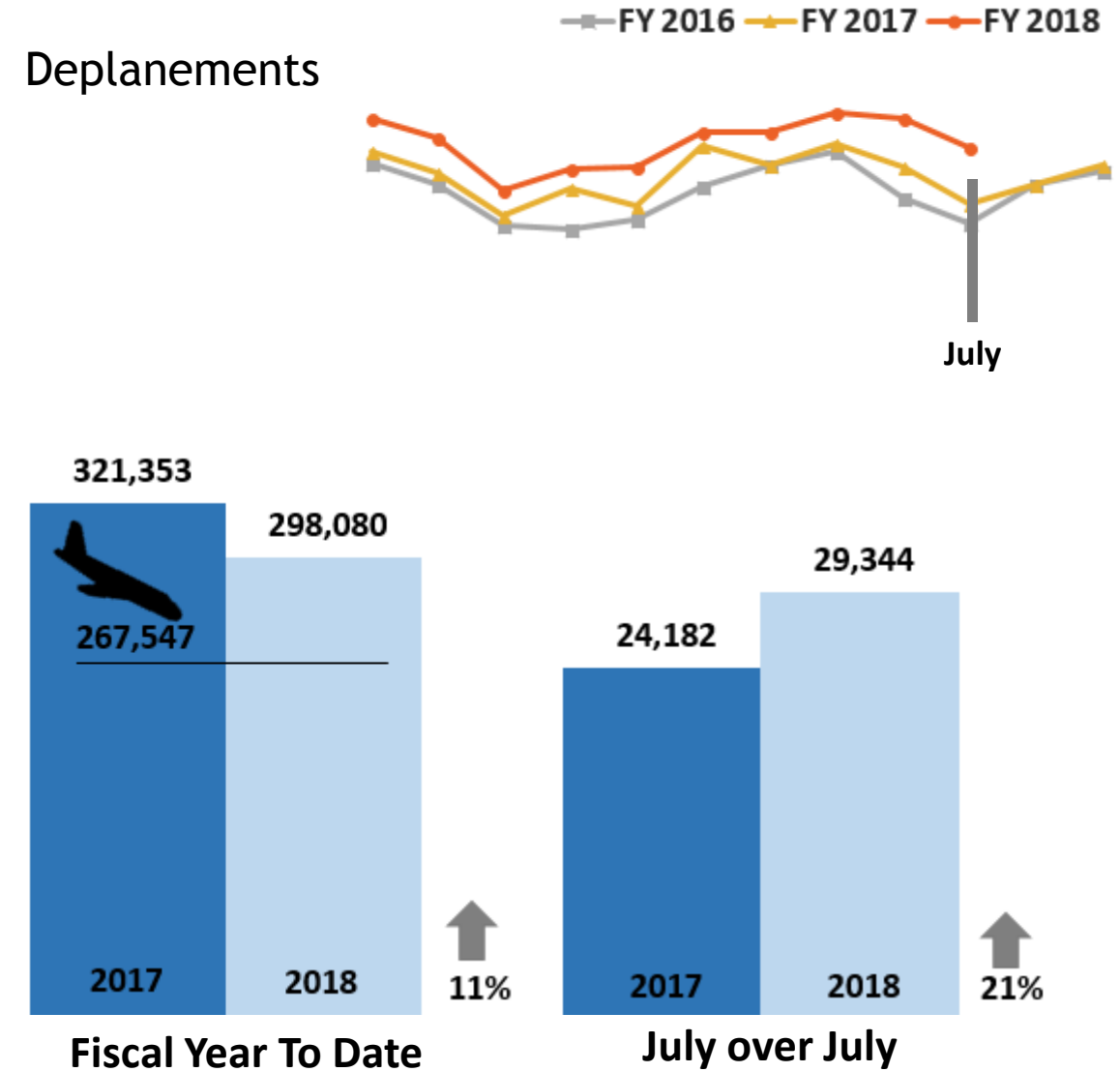


Airport

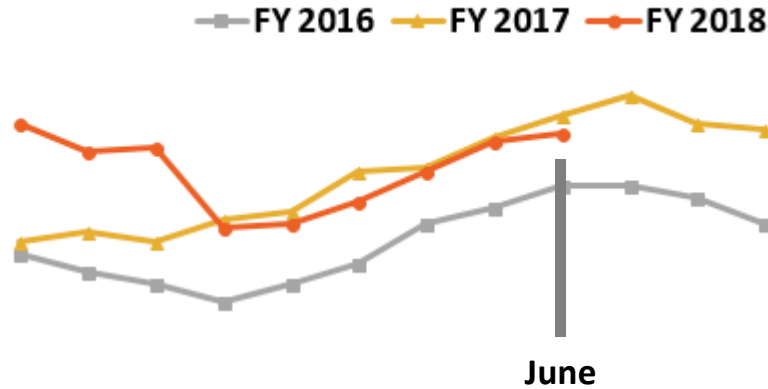
Enplanements



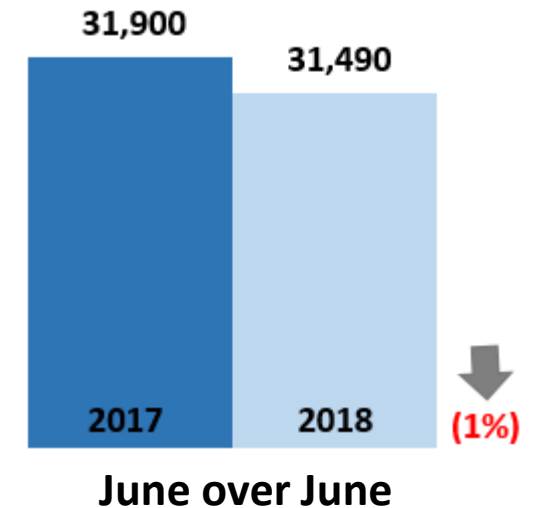
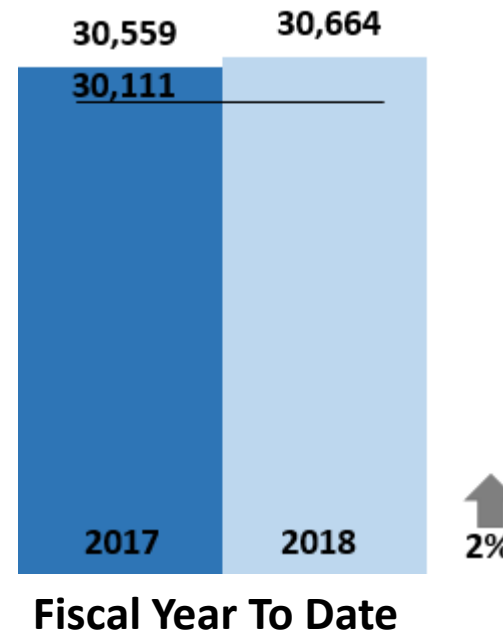
Deplanements



Leisure & Hospitality Jobs



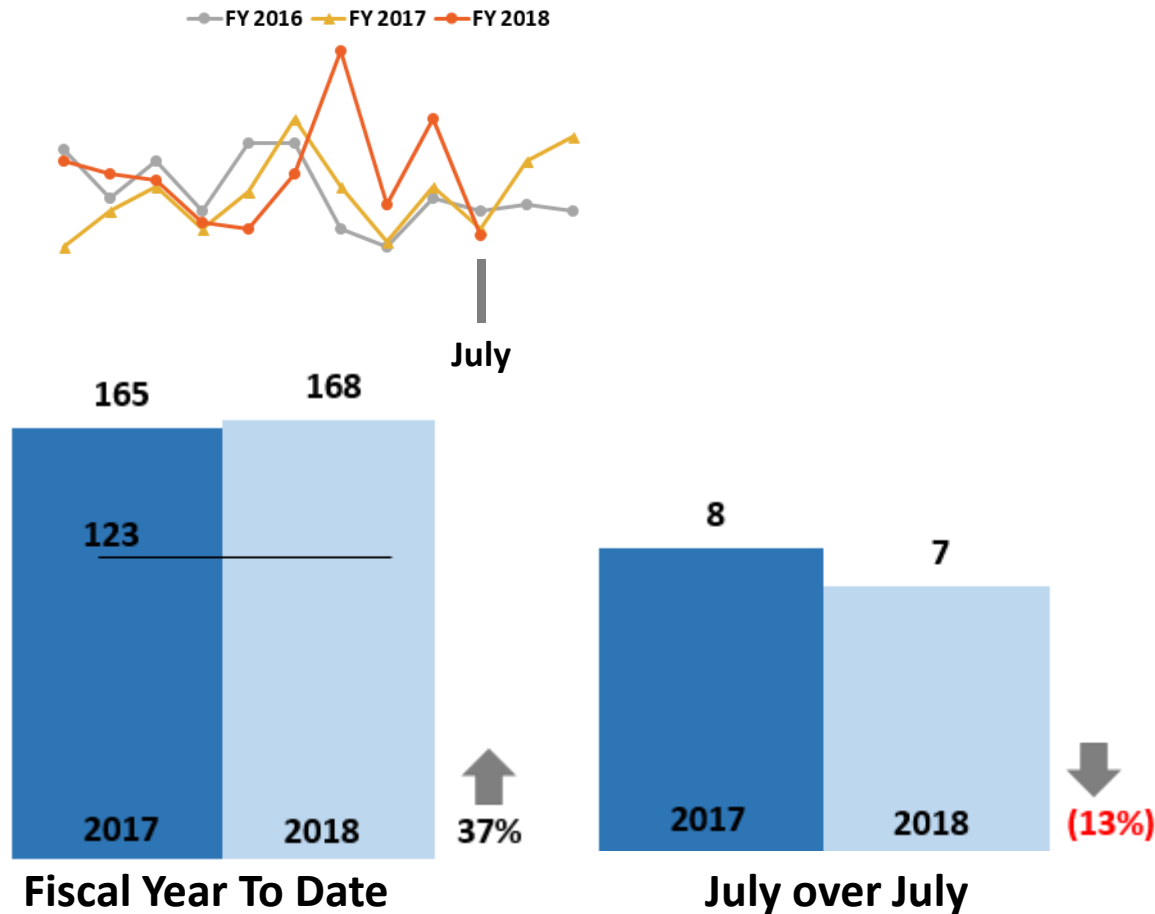
Yearly numbers reflect an average of all months in the FY.



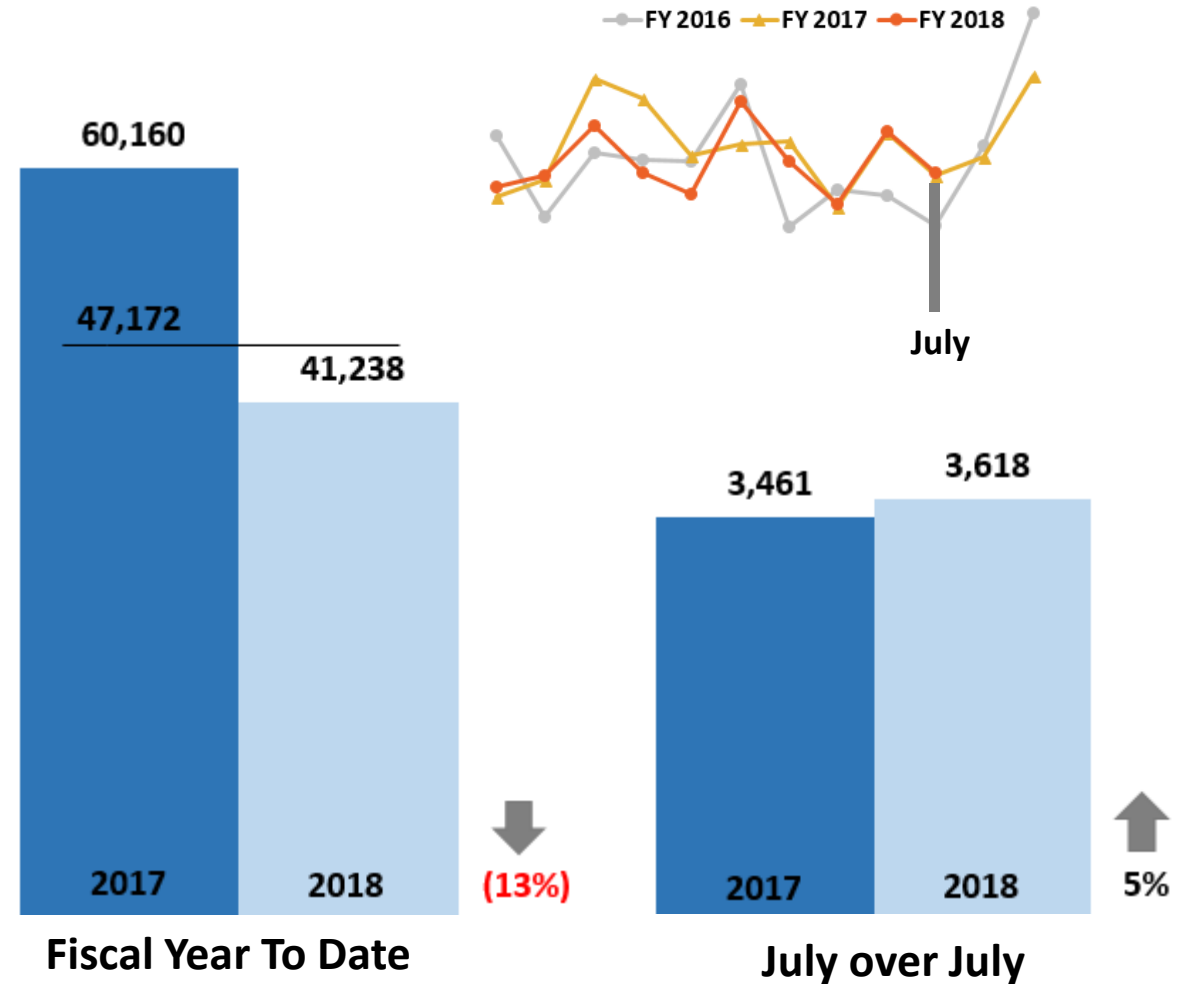
Definite Bookings

FYTD 2018 room nights are gaining on FYTD 2017 reflecting pipeline business that is turning definite.

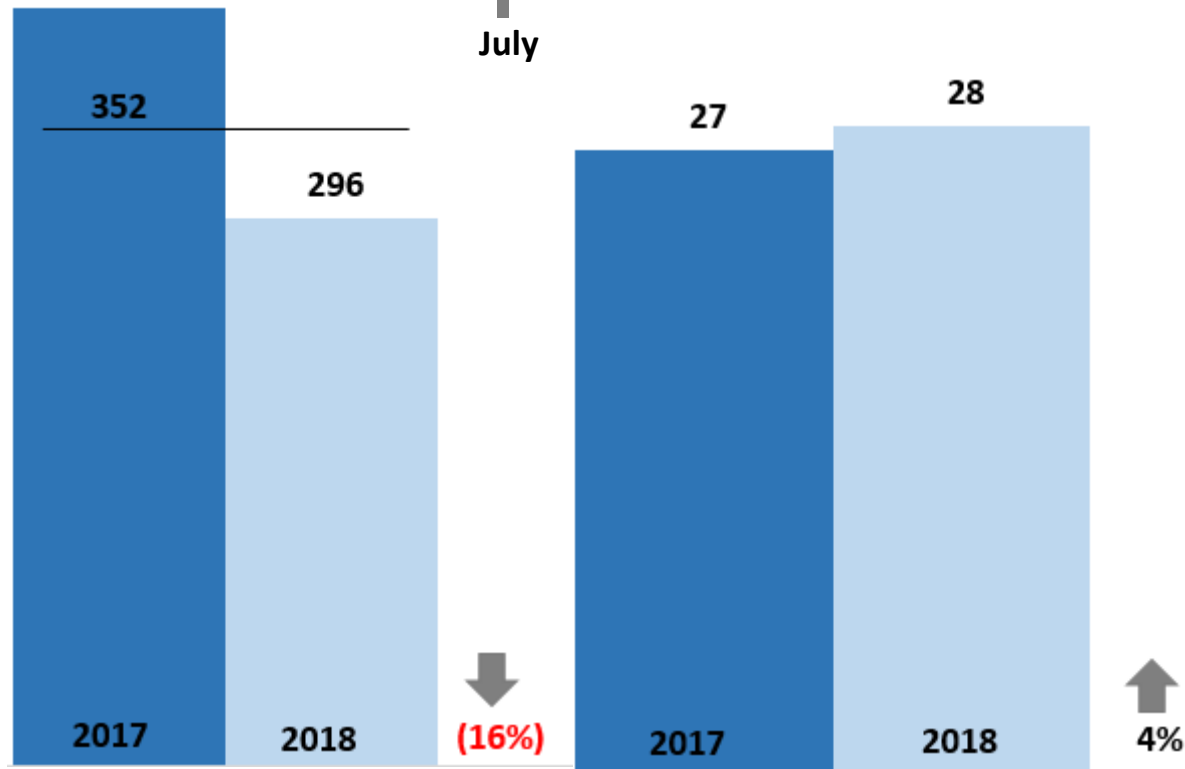
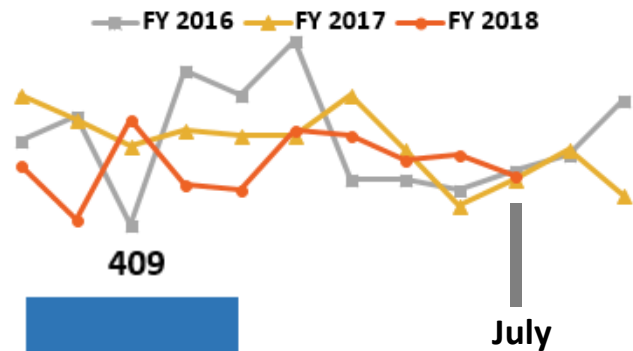
Bookings



Room nights



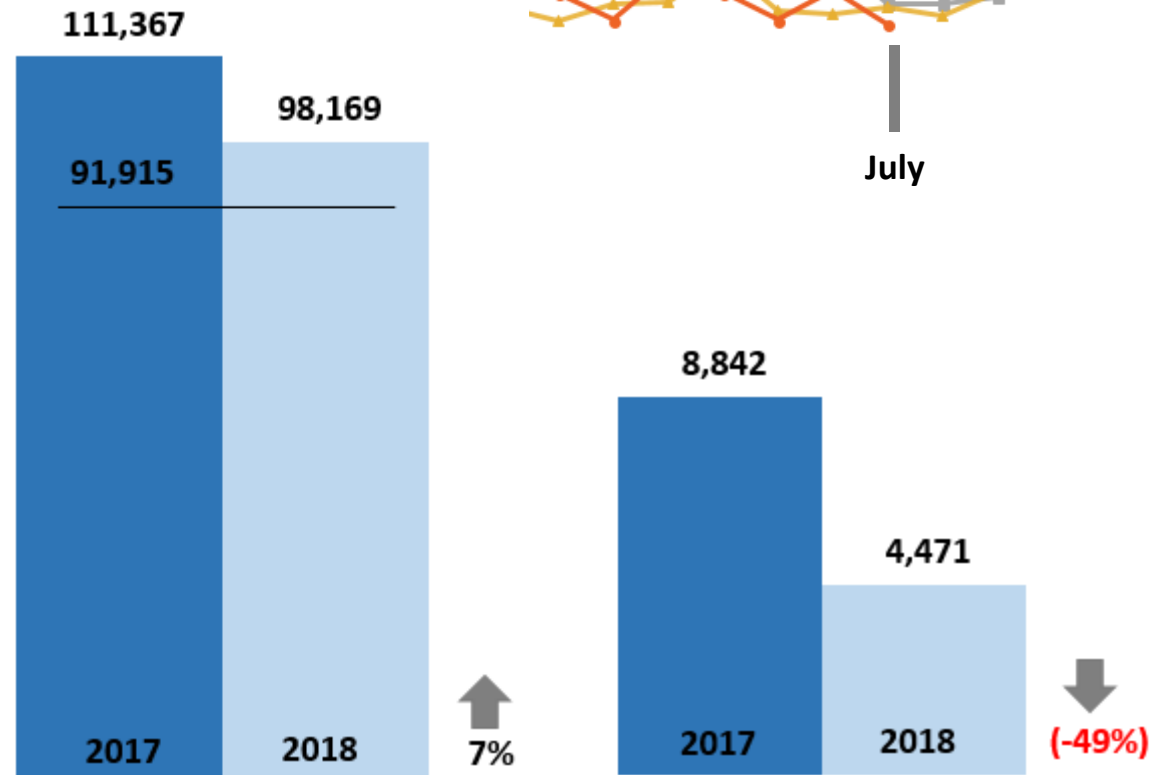
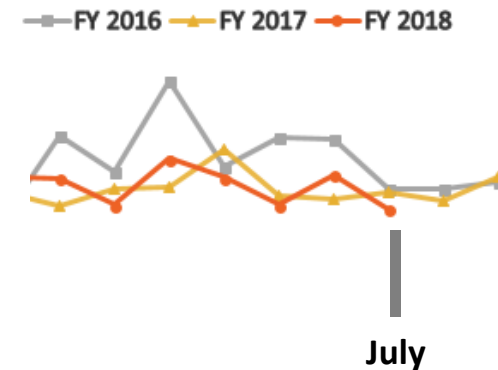
Leads Issued



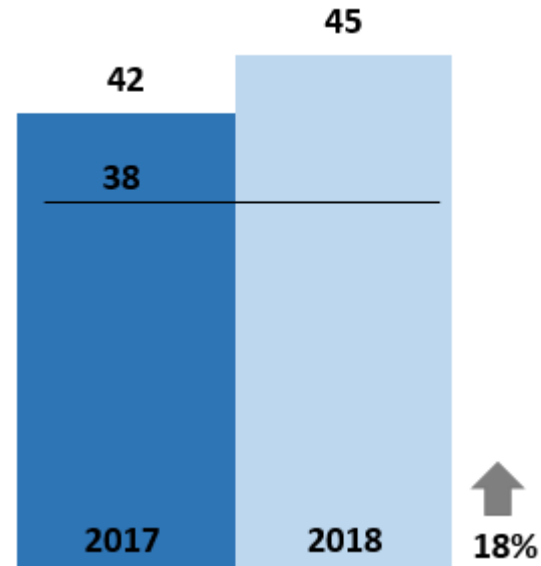
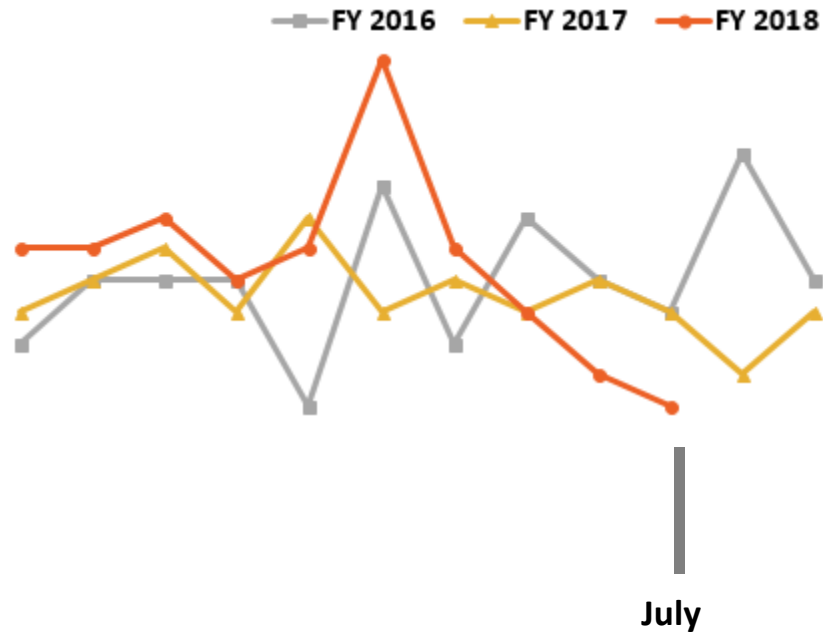
FY 2018 we no longer include service requests as leads. In FY 2017 there were 76.

Potential Room Nights are up Year over Year. July's numbers reflect staff sourcing regional groups (smaller attendance), not national (larger attendance).

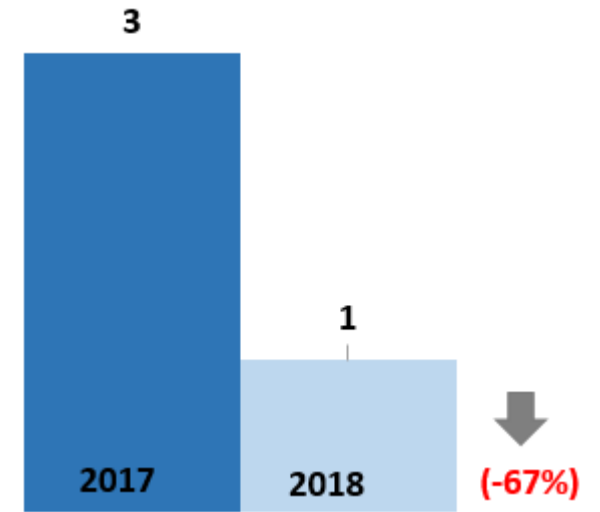
Potential Room Nights



Convention Center Leads



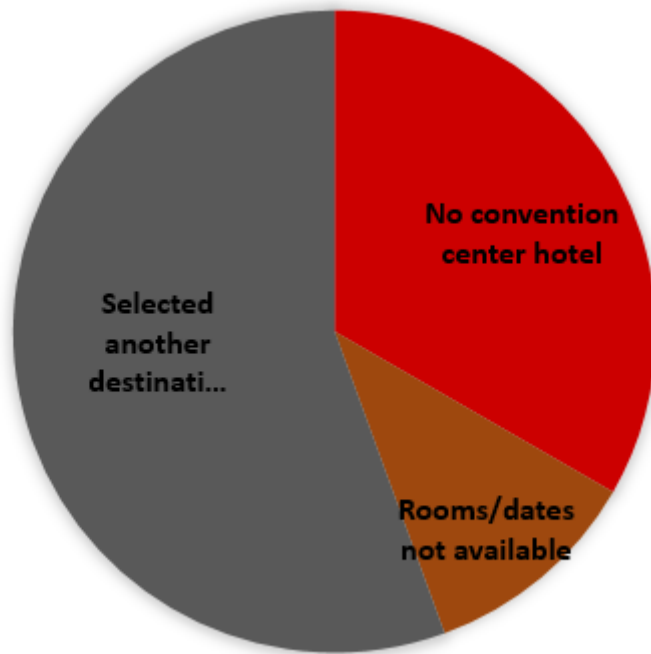
Fiscal Year To Date



July over July

Lost Business

July 2017

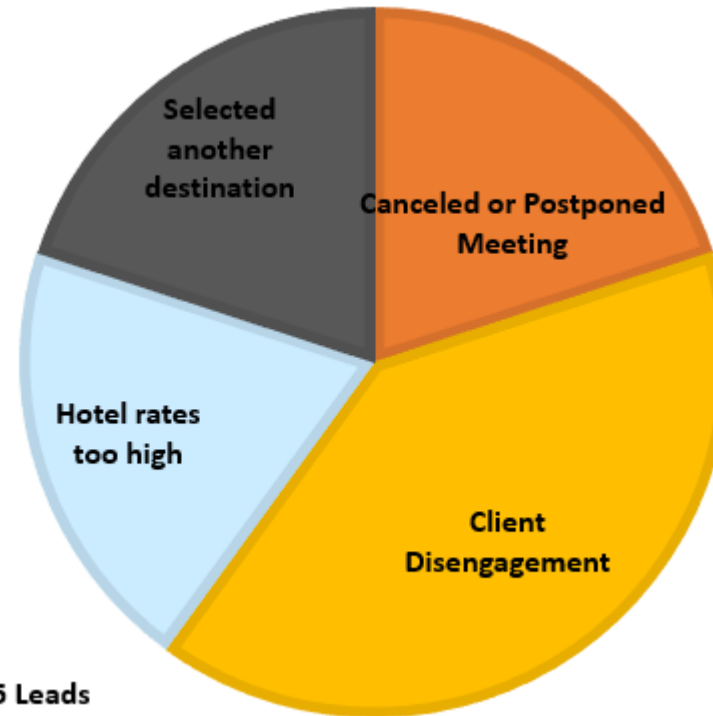


9 Leads

Other Cities Selected:

Dallas TX
Mobile, AL
New Orleans, LA
Oxon Hill, MD
St Louis, MO
Tupelo, MS

July 2018

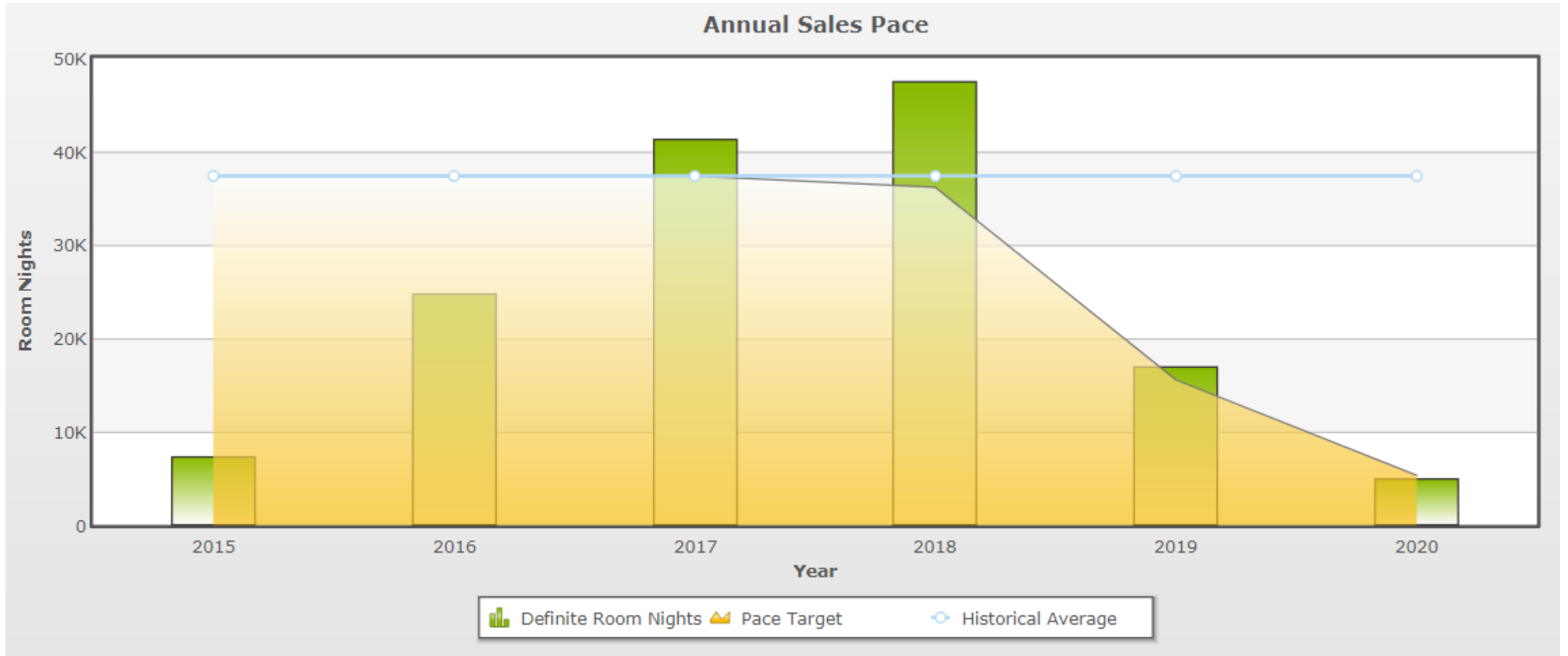


5 Leads

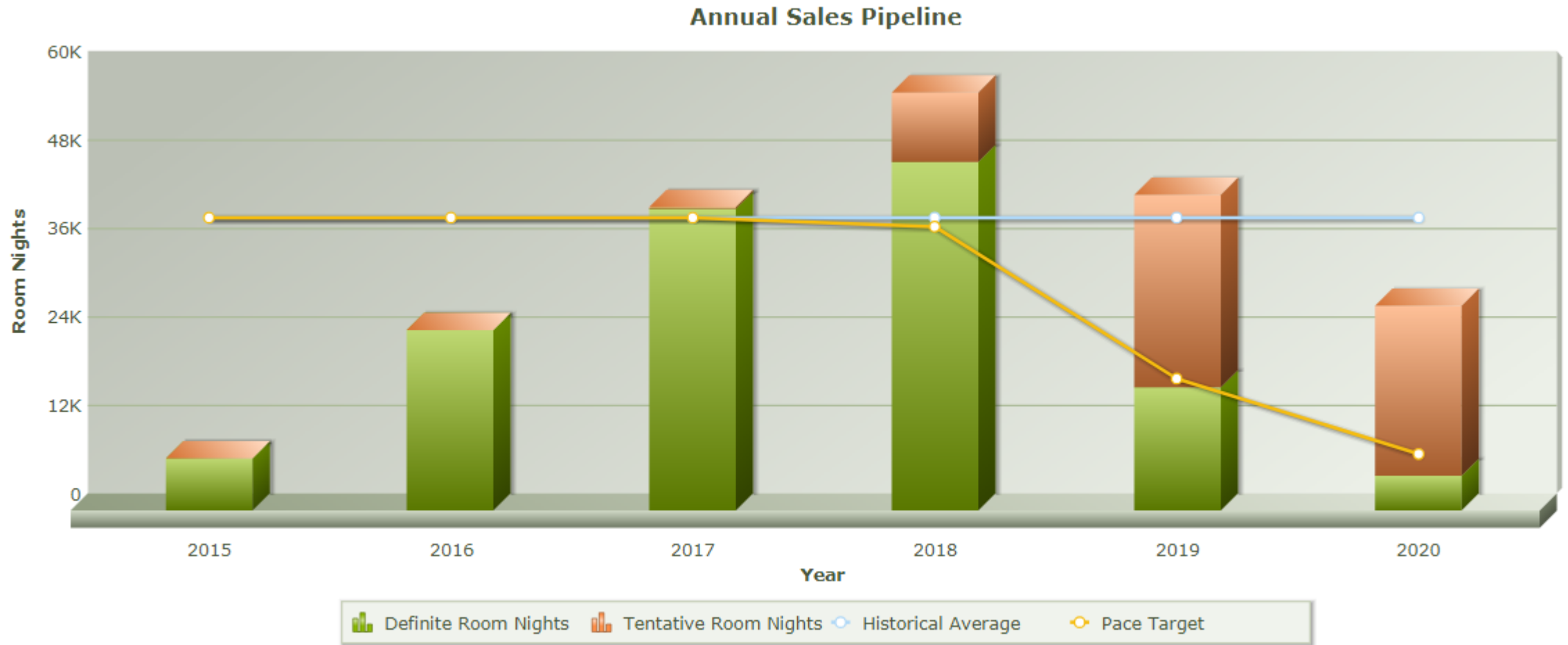
Other Cities Selected:

Rochester, NY

Pace Report

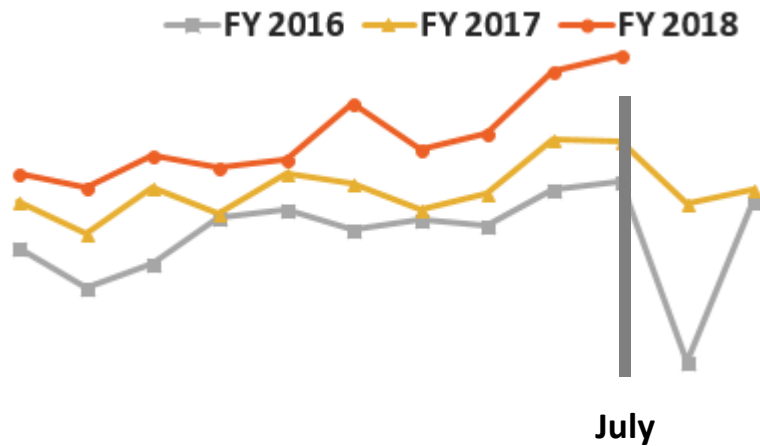


Pace Report - Pipeline

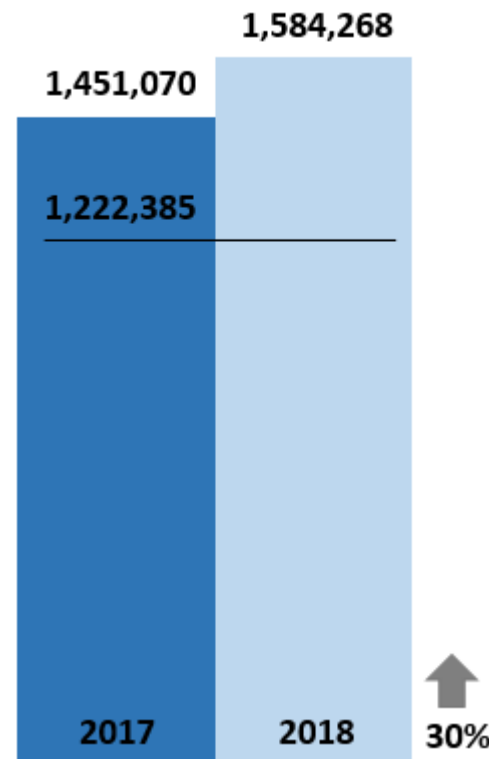


Google Analytics - Users (Formerly Unique Visits)

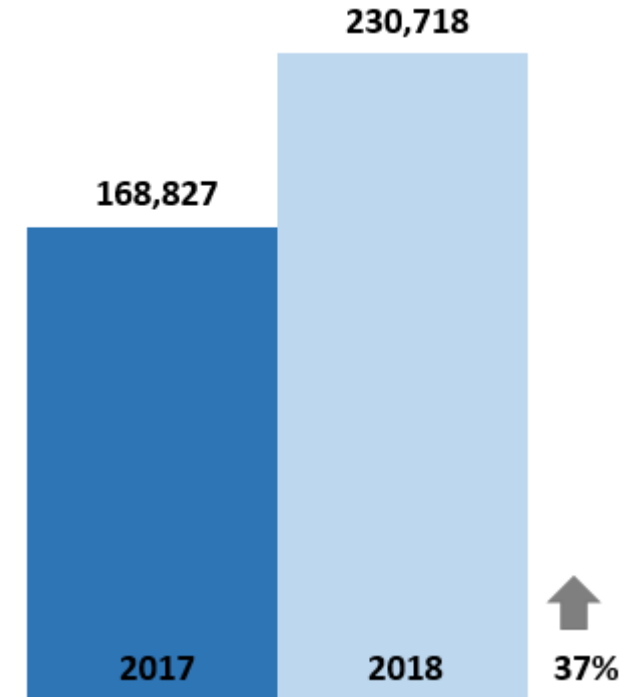
This increase can be attributed to the Blues Over Biloxi event. The landing page for the event combined with the events page had over 27,000 visits.



In an ever changing effort to report accurate unique visitors Google Analytics has changed their algorithm resulting in a difference in Unique Users (now Users) from last year.

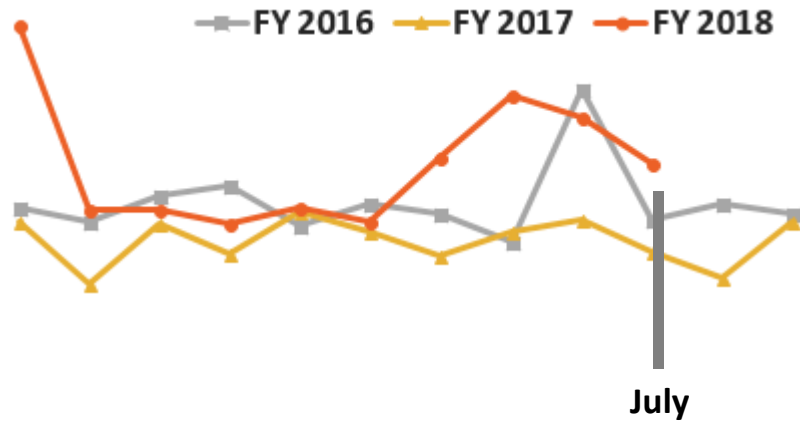


Fiscal Year To Date



July over July

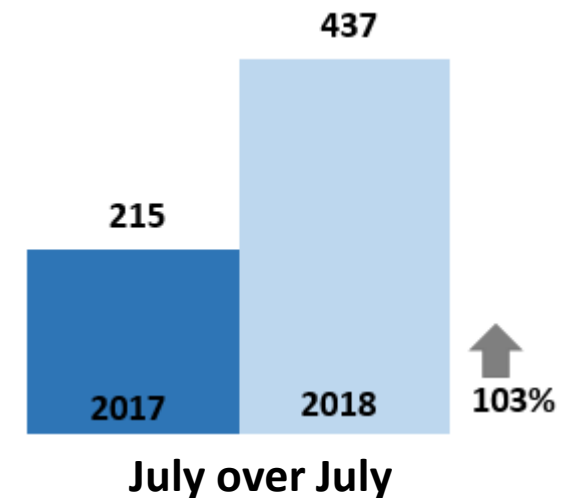
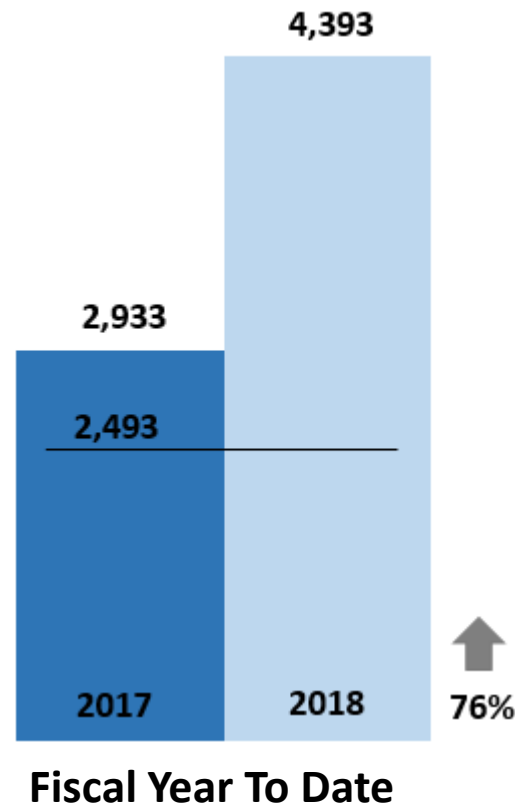
Number of Articles



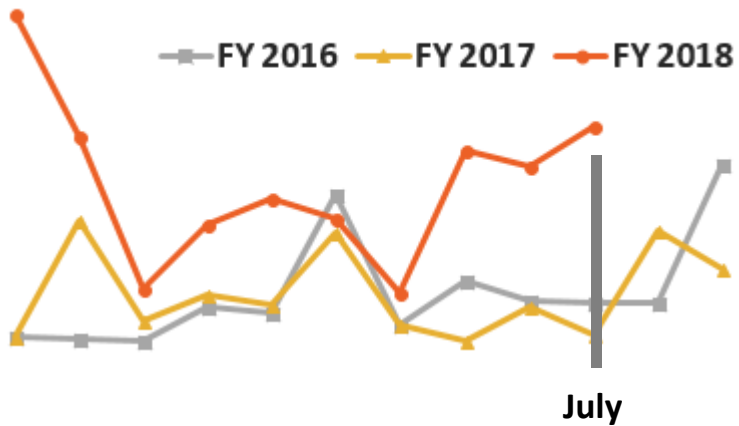
Content Drivers:

- Community - Human Interest
- Sports Betting
- Affordability
- Development
- Relocation/Employment
- Environment
- Culinary

*October increase due to Hurricane Nate Coverage



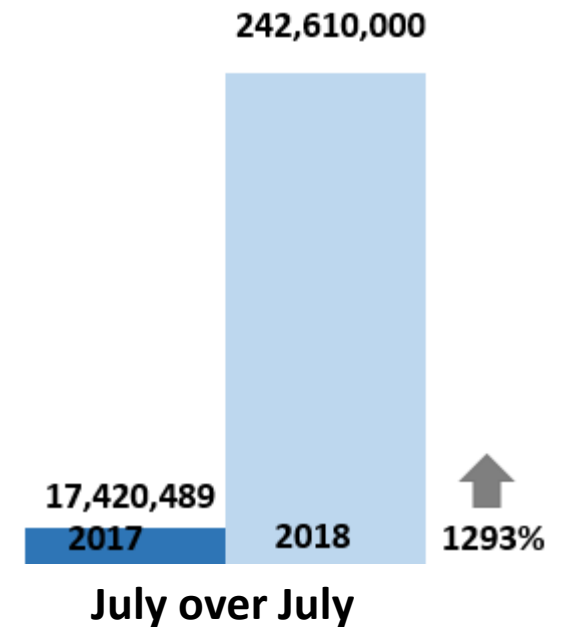
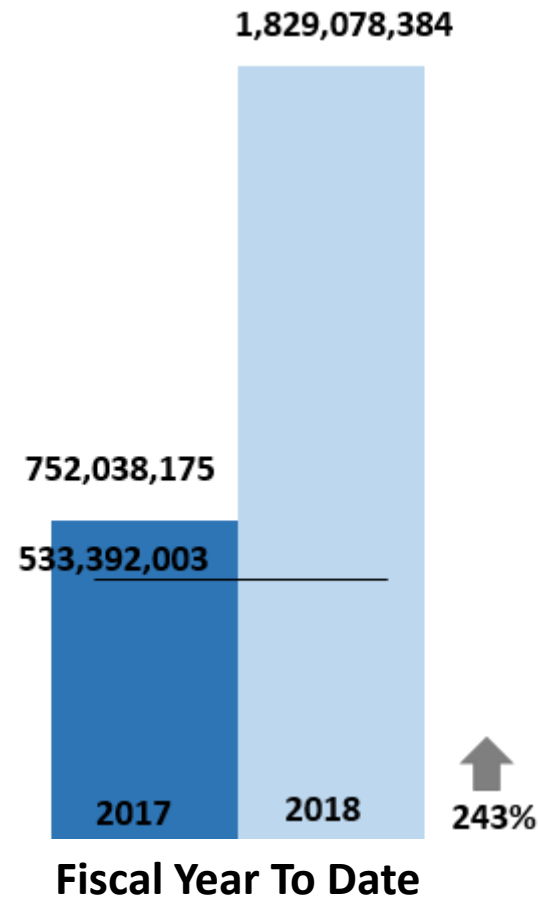
Impressions



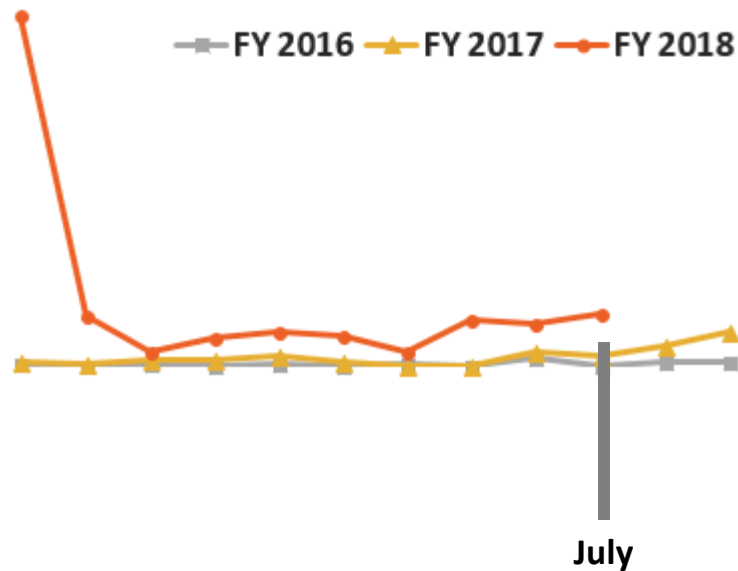
*October increase due to Hurricane Nate Coverage

Major Outlet Drivers:

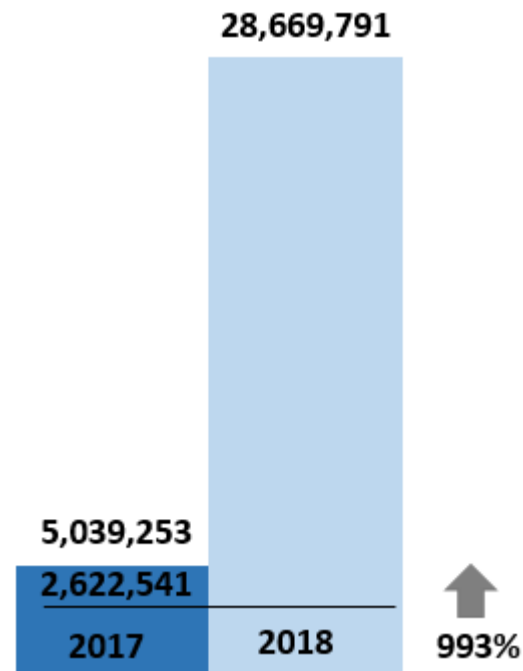
- TIME Magazine - 19M reach
- CBS - 18.3M reach
- CNBC - 18.2M reach
- Chron - 16.7M reach
- US News - 13.8M reach
- US News - 13.8M reach
- Thrillist - 7.48M reach
- Space.com - 3.94M reach



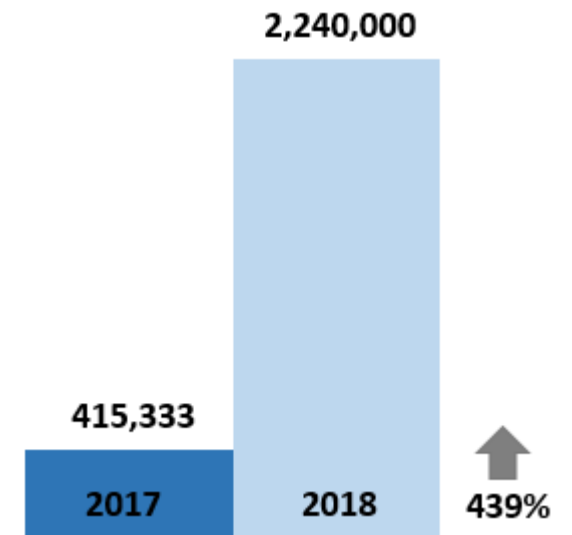
Advertising Value Equivalency



*October increase due to Hurricane Nate Coverage



Fiscal Year To Date



July over July



Tourism numbers up on the Coast, officials want to see more growth



The average age of visitors to the coast is 48, and Segarra believes sports betting will help attract younger tourists. (Photo source: WLOX)

SOUTH MISSISSIPPI (WLOX) - A recently released survey on tourism shows that the number of people visiting the Mississippi Gulf Coast is going up. The survey was released Wednesday and shows a 6.3% increase in visitors from 2015 to 2017.

You don't have to look hard to find tourists on the Coast's waterfront. Jackie Kamenske and her family from Tennessee make regular trips to South Mississippi.

"I like to come down here to the beach because it's very relaxing. It's not overrun, and you can enjoy it," said Kamenske.

Research conducted by Longwoods International for Visit Mississippi Gulf Coast found most people agree with Kamenske

about trips to the Coast.

"People in all the key components including safety and security ranked the Gulf Coast 80% or higher, very satisfied," said Visit MS Gulf Coast CEO Milton Segarra.

An area where Segarra wants to see improvement is keeping people on the Coast for multiple nights.

According to the survey of the 13.5 million visitors in 2017, 7.7 million were one-day visits, and the average length of stay dropped from 3.3 nights in 2015 to 2.5 nights in 2017.

"If we're successful to communicate the many things people can do here from nature adventures to casino, to entertainment, shopping and laying out on the beach, I'm sure that average length of stay will increase," Segarra said.

The average age of visitors to the coast is 48, and Segarra believes [sports betting](#) will help attract younger tourists.

"They might come the first time just to the casino, but the next time they come they will go to a different restaurant, to a different bar and do some of the attractions," Segarra. "That's something [\[sports betting\]](#) that is going to help tremendously."

While Kamenske enjoys the Coast, she sort of feels like it's her secret. "A lot of people don't realize what all there is to offer in this area. I think marketing wise it needs to be marketed more," she said.

Segarra agrees this survey is part of a process to create a new branding and marketing campaign. "We need to make sure that we have one message that can certainly impact any type of demographic that we're targeting," he said.

According to Segarra, the Mississippi Coast's new tourism brand will be launched in January 2019. To view the full tourism report, click [HERE](#).



Blue Angels show brought a boom for local businesses



Big events like Blues Over Biloxi bring in lots of money for Mississippi's tourism industry and local businesses. (Photo Source: WLOX)

BILOXI, MS (WLOX) - A first class event like Blues over Biloxi goes a long way towards building the Mississippi Coast's brand.

On the heels of an extremely successful weekend, with the Blue Angels drawing nearly 150,000 people to the show, the economic benefits are being talked about.

Hotels, restaurants and tourism in general all got a big shot in the arm. Tourism officials realize that to take the Coast to the next level we need to go beyond beautiful beaches, top flight restaurants and casinos.

The key is booking more big time events like the Blues over Biloxi Air Show. "That's why it's so important that we have a series of events. When you have an event like we had this weekend, thinks like Cruisin' the Coast and other things that's an important part of

our strategy," said Visit Mississippi Gulf Coast CEO.

Gas stations, fast food and sit down restaurants, gaming properties, beach vendors and local

"Number one, its an important shot of money immediately. Number two it raises the visibility of the coast as a destination. number three it reaches markets that may not pay attention to us," said Segarra.

Wednesday morning it should be in the high 50 percent range. I'm talking about from state line to state line, the three coastal counties," Hornsby said.

It was apparent by Saturday that hotel rooms were hot commodities. "As of Saturday afternoon we were only able to identify only four properties on the coast that had a dozen or half dozen rooms left. They filled those before the day was over," according to Hornsby.



Family fun a focal point on the Coast as new attractions lead \$135 million in development

It's already been a big year for new attractions in South Mississippi and lots more fun is on the way.

More than \$135 million in building permits were issued for the first 6 months of 2018 and the largest project are all family attractions.

Leading the way is a \$51 million construction permit for the [Mississippi Aquarium](#) in Gulfport. Drone footage provides an overhead view of the progress that can't be seen by those driving past the site along U.S. 90.

Among the [indoor and outdoor exhibits](#) will be the "Gulf Tunnel," a 30-foot long tube that will surround visitors with sea life. The aquarium is expected to open in late 2019 or early 2020, according to the attraction's website.

In addition to providing more fun for local families, South Mississippi is opening attractions that appeal to more visitors, "Proving we're a very diverse and welcoming destination," said Milton Segarra, chief executive officer of Visit MS Gulf Coast.

Thanksgiving and the holiday movies. Also coming to the mall early next year is [Sky Zone Trampoline Park](#), which will have large windows so people passing in the mall can see the fun inside.

Biloxi casinos gearing up for sports gambling



BILOXI, Miss. (WPMI) — Casino officials on the coast are calling it the biggest gambling opportunity in Mississippi since 1990.

Now that the federal ban on sports betting has been lifted, Biloxi casinos are getting ready to open their sports betting books to take wagers as soon as possible.

The Mississippi Gaming Commission adopted regulations for sports betting back in June. Now a 30-day waiting period makes Sunday, July 22nd, the first day sports bets can be placed at Mississippi casinos.

NBC 15 is getting an inside look at the construction in the works as the top casinos in Biloxi brace for this major opportunity right in time for football season.



NEXT STOP MS: BEST OF MS CITIES; THE MS GULF COAST



51:55

Today we continue with our "Best of MS Cities" series. This month we're featuring The MS Gulf Coast. We'll start this coastal trip off with Anna Roy, Public Media Manager with Visit Mississippi Gulf Coast, then we'll talk with Captain Louis Skrmetta with Ship Island Excursions. Next we'll speak to Roxy Condrey with The Roost Boutique Hotel and end the trip with Musician Rochelle Harper, so hold on tight because we're going on a MS Gulf Coast ride here on Next Stop MS!

11 THINGS YOU NEED TO GRILL LIKE A PRO THIS SUMMER

THE RIGHT RUBS AND SAUCES

If you cooked it correctly, your meat should stand up without the dousing of outside products. But if you still want a little something extra to amplify that marbling, go for a rub. A pitmaster's rub is a sacred mixture of salt, pepper, and secrets, but barbecue maven Jess Pryles generously shares hers in her [online store](#). To really turn up the taste, try the Amplify, which somehow boosts umami flavors without the addition of MSG. If you're looking for sauce instead, take cues from the [barbecue grand champions](#) from [The Shed](#) in Ocean Springs, MS. They offer seven different sauces and marinades, from Mississippi Gold to the Beef Blaster.

DRR-„MUSIC-ROADTRIP“-Das Reise-Tagebuch vom 21.06. bis 05.07.18



Highway 90: Entspanntes Fahren

05. Juli 2018

Mit Anna Roy zum Frühstück verabredet. Sie ist zuständig fürs „PR und Medien“ der Mississippiküste. Sie entführt mich zu einem eher ungewöhnlichen Frühstücksspot. Das „Green House“ ist in Laufweite vom Hotel und bietet wundervolle Frühstücksbisquits (wahlweise herzhafte und/oder süße) und dazu brüht man frisch gemahlene Filterkaffee aus dem „Melitta-Keramik-Filter“. Wählen kann man zudem unter täglich wechselnden Kaffeesorten. Zum Frühstück sitzt man dann in einem ehemaligen Treibhaus. Man kann auch nach draußen in einen kleinen Garten gehen. Hätten wir das mal gemacht, denn draußen ist es bedeutend luftiger. Das stellen wir aber erst fest, als wir uns zum Interview ein ruhigeres Fleckchen suchen. Die „Mississippi Coast Line“ kriegt dann demnächst noch ihre eigene Podcast-Story. Dann, wenn der Herbst droht und man wieder beginnt, von heller Sonne und Strand zu träumen.

Biloxi Bliss

Get to the Mississippi gulf



Mississippi has 80 miles more seacoast than Oklahoma – which isn't saying much, since Oklahoma has no seacoast. But the little stretch the Magnolia State has, they put to good use. Biloxi is the largest city on the Mississippi coast, and for a good part of its history was dependent on the Gulf for its economic base. While the seafood industry and marine services are still a big factor, today the major player in Biloxi is fun. It's a perfect trifecta: tourism, gaming and some of the world's best seafood.

Biloxi and environs live up to the soubriquet, "The Resilient Coast." Its history with severe weather is daunting; if Oklahoma is in Tornado Alley, Biloxi sits in Hurricane Alley. It's survived many brushes with severe tropical storms, but the most devastating were Camille in 1969 and Katrina in 2005. The entire Mississippi coast – and miles inland – were affected. With 140 mph winds and a 34-foot storm surge during Katrina, 90 percent of the buildings along the coast were destroyed.

It was Biloxi's gaming industry that came to the city's rescue. These properties were restored and back open in a matter of months. Today's visitors see a vibrant community.

America's 25 Favorite Beach Towns

It isn't summer without a trip to the beach.

Bay St. Louis

WHERE: Mississippi

Katrina hit this Gulf town hard in 2005, but it's come back strong. Old Town, overlooking the marina, bay, and white-sand beach, thrives with buzzy restaurants (Starfish Café) and artsy shops (Bay-Tique, The French Potager, and Gallery 220, representing local artists). Instead of cars, many people get around town by golf cart, on foot, by bike, or even by kayak. Whatever your mode, keep an eye out for the town's "Angels in the Bay," created by chainsaw-wood sculptor Dayle Lewis from live oaks that died in Katrina's wake.

The free Bay St. Louis Mardi Gras Museum features beautiful Mardi Gras costumes, and provides information on the history of Mardi Gras on the Mississippi Gulf Coast.

Beau Rivage Resort and Casino Review



An MGM Resorts International property, the Beau Rivage Resort & Casino brings headliner performers and unique entertainment to the Mississippi Gulf Coast. On the weekend we visited, comedian Jim Gaffigan filled the 1,550-seat theater. Throughout the summer, the intimate space will feature a Cirque-style production, *Circovia*, and a variety of entertainers from Gladys Knight to Better Than Ezra.

Located east of New Orleans and west of Mobile, Ala., the resort's entrance with some three dozen live oak trees, azaleas, camellias and evergreens creates a lush Southern welcome. Inside, thousands of potted chrysanthemums and several trees border the lobby walkway. Mosaic tile floors and carpeting repeat the floral motifs throughout the resort. Abundant sunlight from the soaring glass ceiling illuminates the indoor garden.

We walked past several retail shops. A glittery pair of Mary Jane pumps made me pause. The new display featured shoes designed by *Sex In The City* star Sarah Jessica Parker. The promenade of shops carries a variety of designer clothing, jewelry, gifts, accessories and home décor items.

Our 15th-floor ocean-view king guestroom looked out on the Gulf of Mexico. The 400-square-foot space included a coffeemaker, safe and free WiFi. The hotel features an outdoor swimming pool with an adjacent fitness center on the second floor. For a bit of pampering, schedule a massage or facial at the spa and salon.



The best places for a bachelorette party in all 50 states

Mississippi

The Gulf Coast is the Magnolia State's ideal weekend destination. Grab a "to-go cup" of your favorite beverage and stroll the streets of Gulfport, or press your luck at the numerous casinos in Biloxi. The art scene is an absolute gem: Get your culture fix at the world-renowned **Ohr-O'Keefe Museum of Art** (designed by famed architect Frank Gehry), and discover the beautifully eccentric world of the illustrious Anderson family at the **Walter Anderson Museum of Art and Shearwater Pottery Workshop and Showroom**. Jump on a **Tasty Tour** to experience the very essence of the Mississippi Gulf Coast's culinary scene. Stay at **Beau Rivage** in Biloxi.

PureWow

The Best Summer Activities for Kids in Every Single State

MISSISSIPPI: THE INSTITUTE FOR MARINE MAMMAL STUDIES

Dolphin encounters abound at this research institution in Gulfport near Mississippi City, the perfect spot for your kids to learn about the conservation efforts and humane treatment of this aquatic creature.

[Plan Your Visit](#)

MISSISSIPPI: INFINITY SCIENCE CENTER

Your kids will relish the chance to see firsthand what an international space station setup looks like at this Pearlington-based site. The motion and cockpit simulators are another crowd pleaser. And for older ones, so is the bus tour of a NASA rocket-testing facility.

[Plan Your Visit](#)

SMARTERTRAVEL

4 Hidden, Cheap Beach Destinations on the Gulf Coast



Just five miles east of Biloxi is the quiet coastal community of Ocean Springs, where small-town charm meets gorgeous white-sand beaches for an affordable Gulf Coast getaway. Outdoor activity options include stand-up paddleboarding, fishing, kayaking, and canoeing. The town is popular with art lovers, too, thanks to its many shops and galleries, as well as the [Walter Anderson Museum of Art](#) downtown.

The town is near the Davis Bayou section of [Gulf Islands National Seashore](#), where visitors can go fishing, hiking, or bird watching in a protected marshland area. Admission is free.

Where to stay: There were dozens of vacation rentals on [TripAdvisor](#) under \$1,000 a week for the dates I checked, and hotels are equally affordable. Most of them are familiar chains, such as the [Holiday Inn Express Biloxi-Ocean Springs](#), but you can also stay in independent properties like the [Gulf Hills Hotel & Conference Center](#).

Getting there: Ocean Springs is just a 10-minute drive from Biloxi and about 90 minutes from New Orleans.

Women'sHealth

The Best Wellness Destination In Every State

Whether you're a hiker with wanderlust or a runner with a serious bucket list.



Biloxi, MS: Best Resort Perks

The Mississippi Gulf Coast is known for its pristine beaches, and Biloxi is no exception. Visit the casinos hugging the shoreline (they were originally floating barges, per state law, but were rebuilt on land post-Hurricane Katrina)—not just for gambling, but for access to luxury spas, fitness centers, pools, and high-end restaurants.



STATE SPOTLIGHT

MISSISSIPPI

MARGARITAVILLE ON THE COAST

Because beach music superstar Buffett is a Mississippi native, it's only fitting that his Margaritaville brand should have a home on the Mississippi Gulf Coast. Last year saw the opening of the Margaritaville Resort, a 371-room, 23-story resort in Biloxi themed around the music and culture that made Buffett famous.

Though many people know Biloxi for its gaming properties, Margaritaville has no casino. Instead, the city was built with families in mind and features a wide variety of activities for people of all ages. A 55,000-square-foot indoor entertainment center features a 48-foot-high rock-climbing wall in the shape of a volcano, as well as ropes courses, golf simulators, bowling alleys and a "cloud coaster." Outdoors, the pool complex features a 450-foot-long lazy river, a splash pad and other amenities.

Adult groups will find plenty of fun at the resort as well, including a variety of dining options themed around concepts from other popular Buffett songs. Favorites include the Landshark Bar and Grill, the 5 O'Clock Somewhere Bar and Doe's Eat Place.

WWW.MARGARITAVILLERESORTBILOXI.COM



DIVING DEEP

In Pearlington, a town on the Gulf Coast just across the border from Louisiana, the Infinity Science Center just unveiled a new \$9.8 million overhaul that added several new immersive experiences for visitors.

Among the most popular of the new exhibits is Deep Ocean Explorer, an interactive simulator that lets visitors virtually dive into the depths of the Gulf of Mexico using joysticks and monitors to see dolphins, turtles and other sea life. A new 3D theater shows films about earth and space, and the Hurricane Prediction Lab allows visitors to try their hand at measuring atmospheric conditions and monitoring hurricanes in a digital environment. New outdoor features include a butterfly garden and a boardwalk through forests and wetlands.

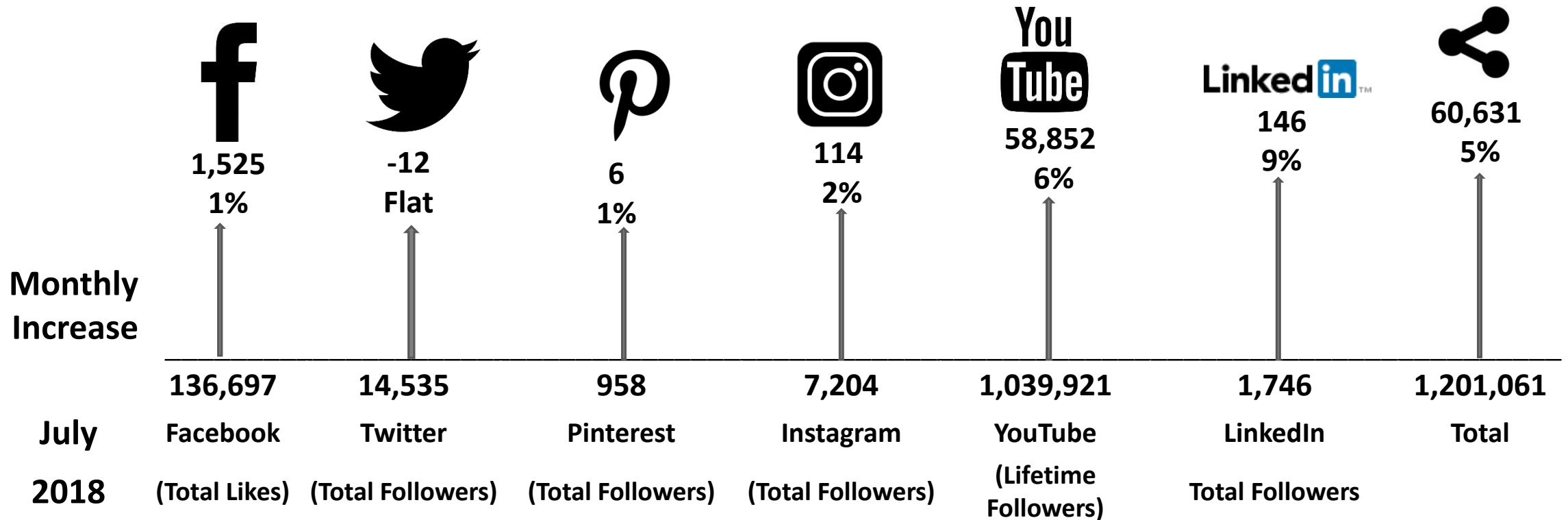
The funding for the museum overhaul was provided by BP as part of its continuing efforts to help the Gulf Coast tourism community recover from the effects of the Deepwater Horizon oil spill in 2010.

WWW.VISITINFINITY.COM

Social Media Metrics

July's most engaging Facebook post was an embedded video promoting the Blue Angels airshow. Across all social platforms, posts about the Blue Angels performed extremely well.

Running video ads through Google / YouTube



Visit Mississippi Gulf Coast

Published by Wiley Anderson [?] · July 3 at 7:45 PM ·

Everyone get excited! The U.S. Navy Blue Angels will be performing on the Mississippi Gulf Coast for the first time since 2011! Come check out their shows on July 21st and 22nd in Biloxi! There will be food trucks, refreshments, live music and more 🤘 Just be sure to bring your own chairs!

Blues Over Biloxi

01:05

Get More Likes, Comments and Shares
Boost this post for \$5 to reach up to 1,600 people.

338,772 people reached

1.6K

122 Comments 1.2K Shares

Like

Comment

Share

Performance for Your Post

338,772

People Reached

145,893

Video Views

4,492

Reactions, Comments & Shares

2,422	1,491	931
Like	On Post	On Shares
287	187	100
Love	On Post	On Shares
8	6	2
Haha	On Post	On Shares
49	33	16
Wow	On Post	On Shares
2	2	0
Angry	On Post	On Shares
488	166	322
Comments	On Post	On Shares
1,239	1,203	36
Shares	On Post	On Shares
19,835	Post Clicks	
13,040	273	6,522
Clicks to Play	Link Clicks	Other Clicks

NEGATIVE FEEDBACK

29

Hide Post

2

Hide All Posts

1

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0

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

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Bay Saint Louis, Mississippi

visitmscoast Sunsets don't get much prettier than in the Bay! #MSCoastLife @jasawyer_imaging

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lisa_kei_ @poppy_szekeres

jamiegood1 Beautiful!!

jennalubmeier @hopenewell there's the source of that weird sunset!

spirit_of_adoption_ministry ❤️❤️❤️

hopenewell @jennalubmeier yes!!

maryfindjoysmallthings Awesome photo !

542 likes

JULY 1

Add a comment...

Visit MS Gulf Coast @VisitMSCoast

See which Mississippi Gulf Coast town made @fodorstravel's list of America's favorite beach towns! <http://bit.ly/2L2Fgl8> #MSCoastLife pic.twitter.com/Ysv4fyDlrG

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Impressions

7,833

Total engagements

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Likes

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Media engagements

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8

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5

Profile clicks

2

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