

Visit Mississippi Gulf Coast

FY 18 Annual Report & Marketing Summit

November 9, 2018





Milton Segarra, CDME

CEO, Visit Mississippi Gulf Coast

Inspiring A New Way to Travel



Thank You!



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FY 2018 Annual Report

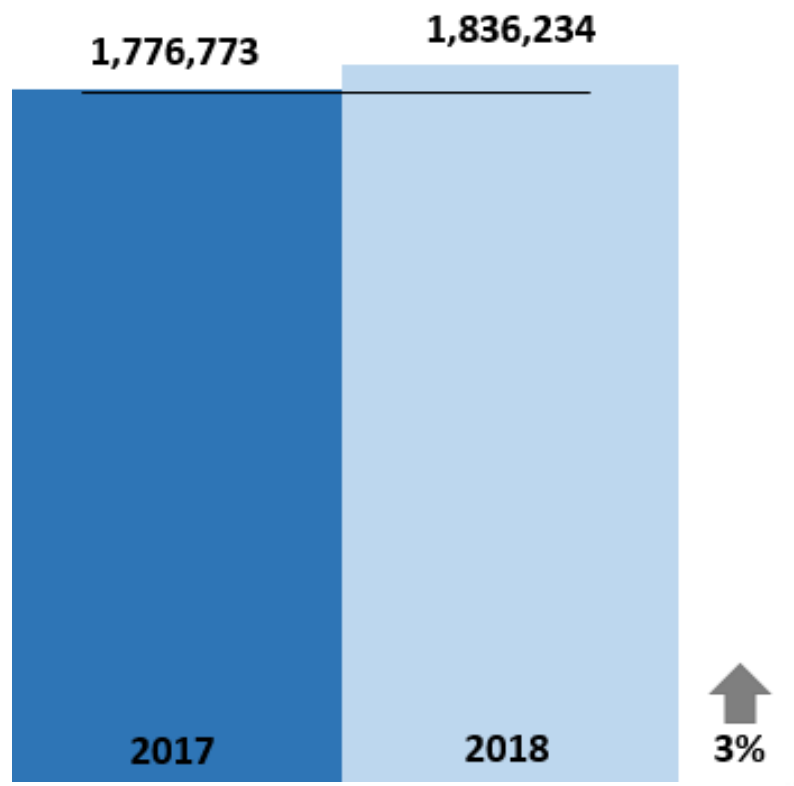
Key Performance Indicators



Entertaining
Destination

Key Performance Indicators

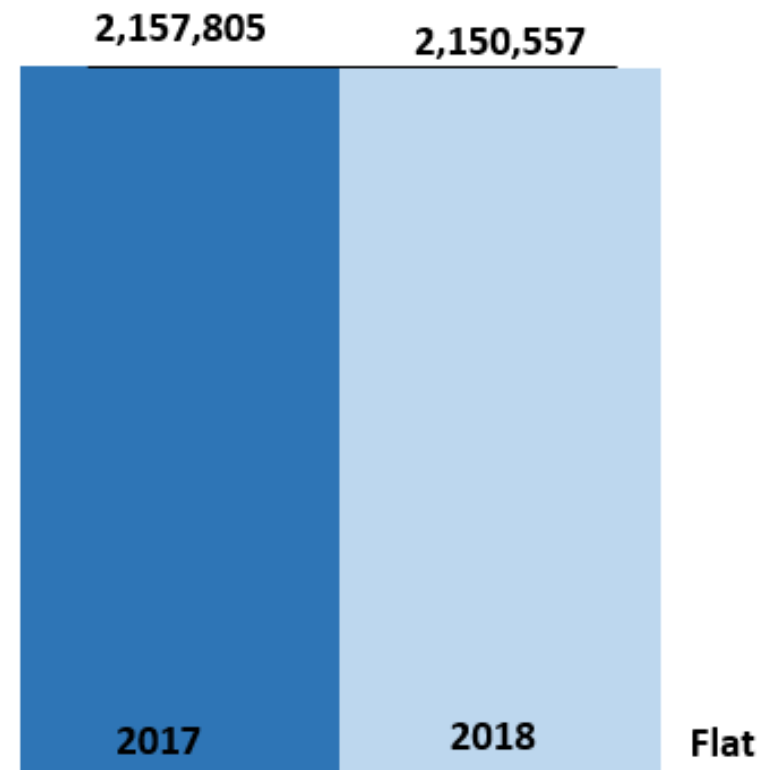
Non-Casino Rooms Sold



Fiscal Year To Date

Key Performance Indicators

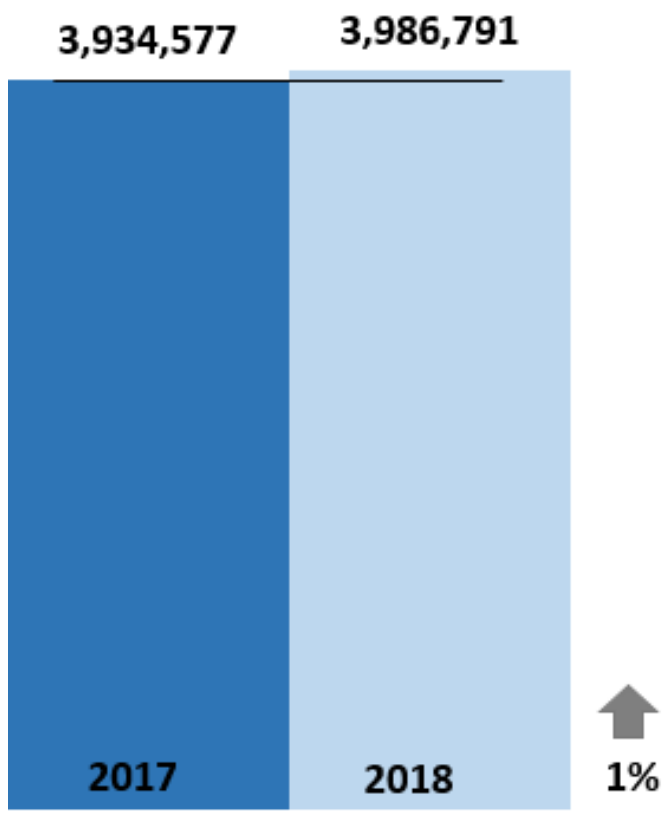
Casino Rooms Sold



Fiscal Year To Date

Key Performance Indicators

All Rooms Sold



Fiscal Year To Date

Key Performance Indicators

Occupancy Tax Receipts

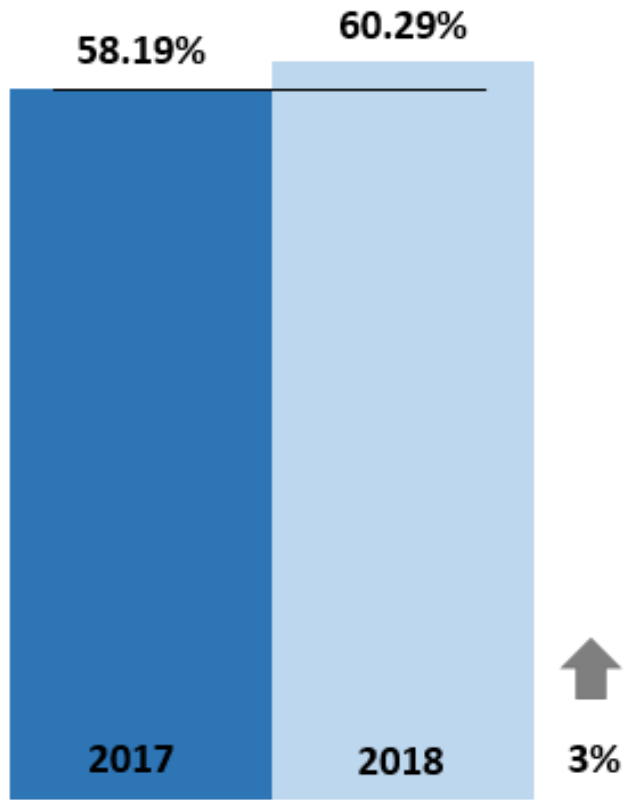


October 2017 to August 2018

Fiscal Year To Date

Key Performance Indicators

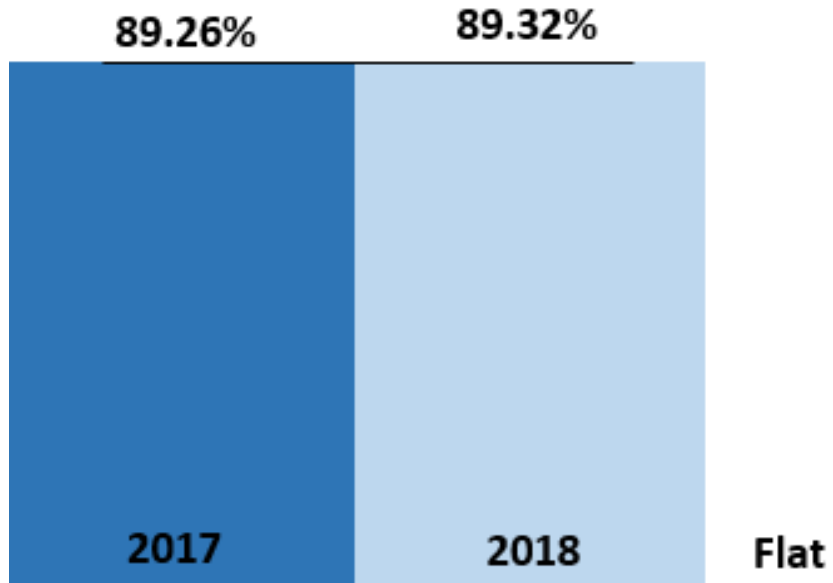
Non-Casino Occupancy



Fiscal Year To Date

Key Performance Indicators

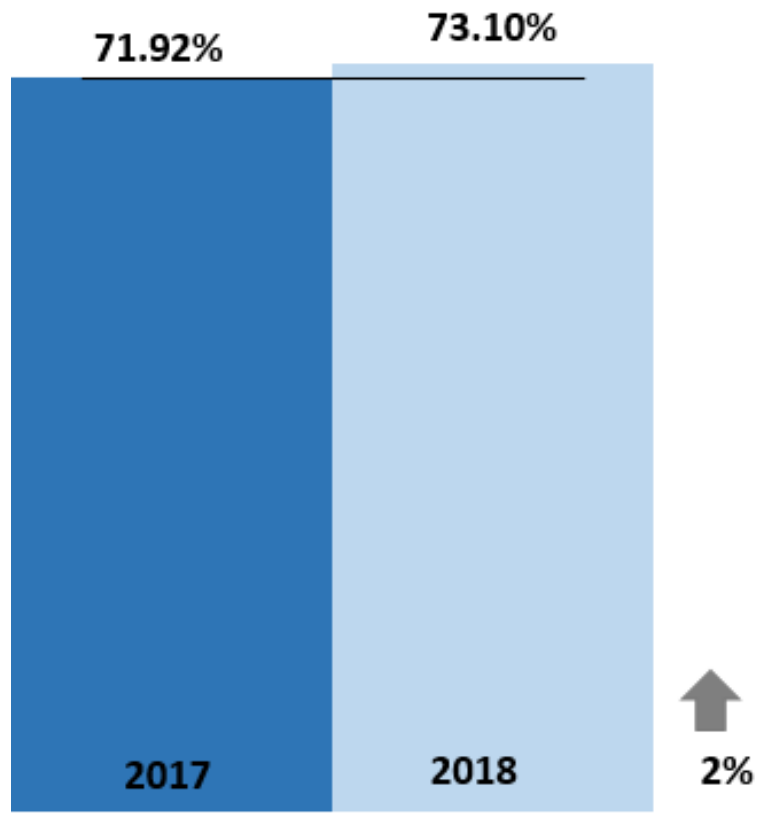
Casino Occupancy



Fiscal Year To Date

Key Performance Indicators

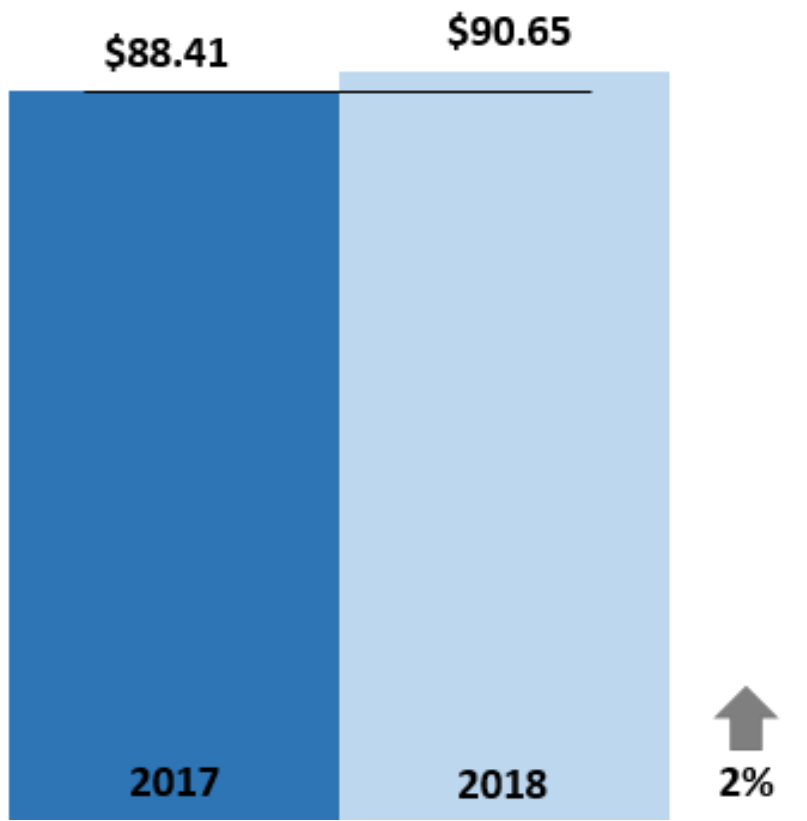
All Occupancy



Fiscal Year To Date

Key Performance Indicators

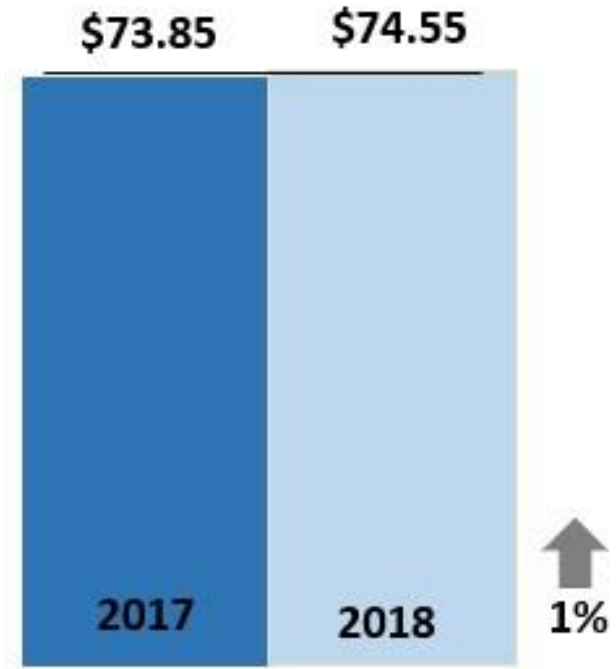
Non-Casino ADR



Fiscal Year To Date

Key Performance Indicators

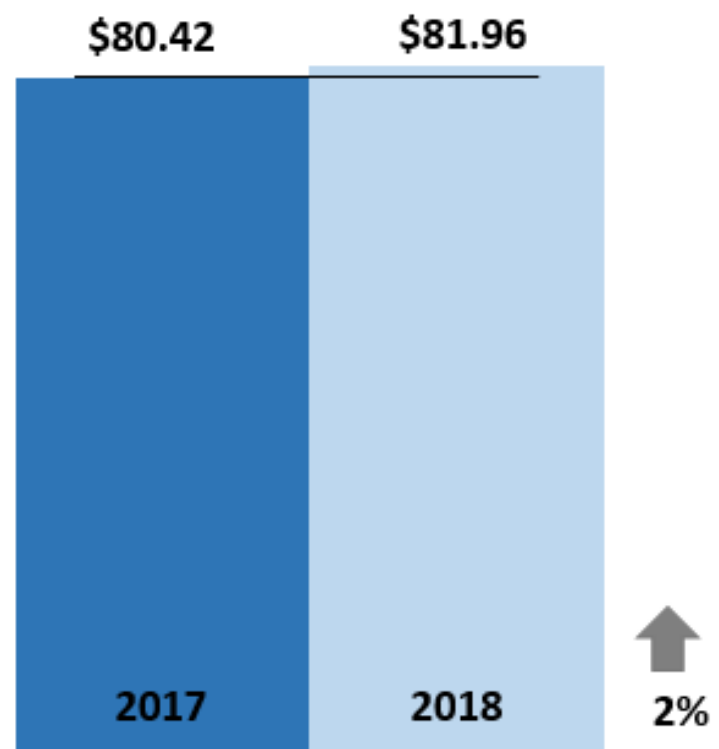
Casino ADR



Fiscal Year To Date

Key Performance Indicators

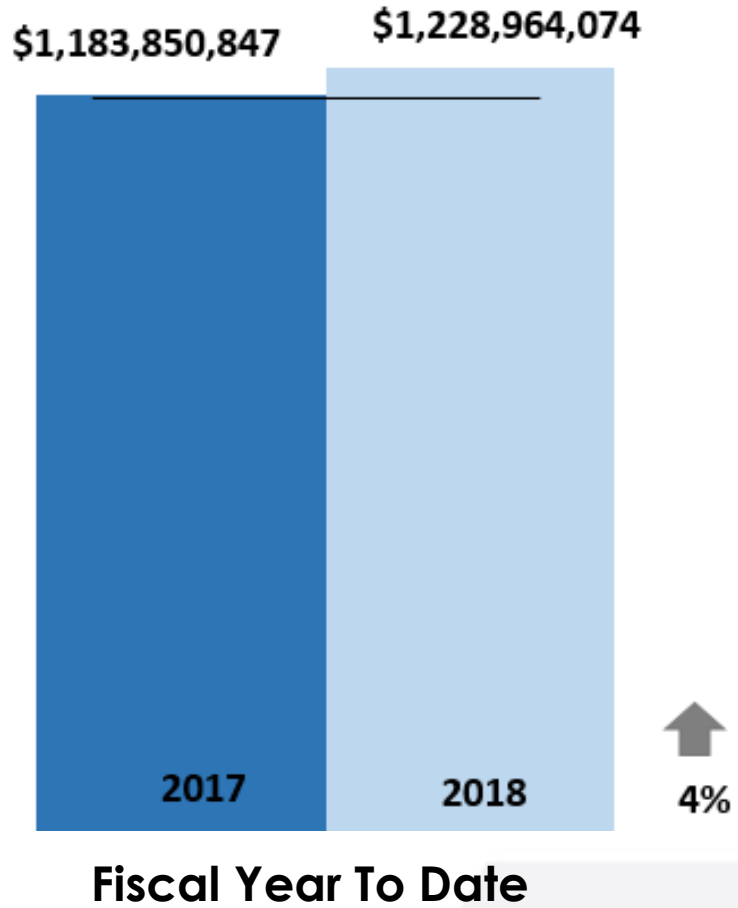
All ADR



Fiscal Year To Date

Key Performance Indicators

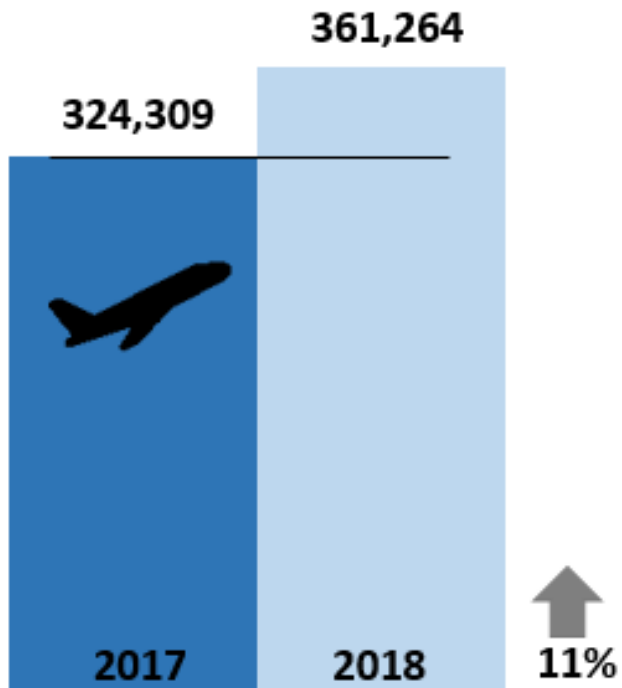
Gaming Revenue



Key Performance Indicators

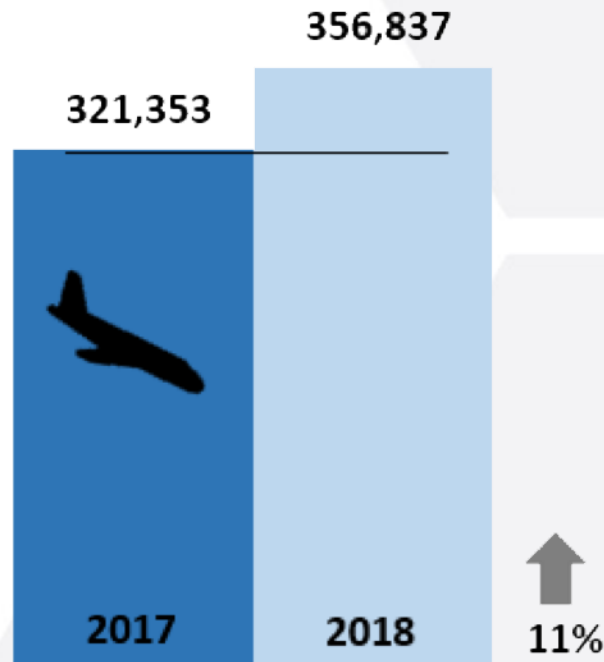
Airports

Enplanements



Fiscal Year To Date

Deplanements



Fiscal Year To Date

Industry Numbers

Travel Industry impact in US:

- \$2.4 trillion economic output generated
- 15.6 million jobs (direct and indirect)
- \$259 billion in wages
- \$158 billion in taxes paid
- \$258 billion on food services
- 2.7% of USA GDP
- \$84 billion surplus to USA trade balance
- Top employer in 49 of 50 states

FY 19 Innovation and Strategic Growth Business Plan

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- Brand Promise
- Destination's Experience Development
- Gaming Edge
- MS Gulf Coast Development
- Public Policy Integration

FY 19 Innovation and Strategic Growth Business Plan

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Embrace Challenge



Provide foundations for several other strategic components



To transform our organization, brand, business model, community engagement, ignite economic development, enhance quality of life

- Customer centric and data driven to build a new modern marketing and business intelligence model to transform the promotion and consumer engagement.
- Measure ROI and Economic Impact

Business Plan Component

Destination Experience Development

- Is the era of the empowered consumer
- Adventure | Individuality | Authenticity
- Brand promise adoption
- Development of robust collaborative business strategies, sharing marketplace intelligence and educational programs
- Destination Culinary Council
- Empower the industry with insights and business tools
- Engage with stakeholders and communities through the creation of reliable programs across multiple disciplines
- Creation of Visit Mississippi Gulf Coast Institutional Partners Fund

Business Plan Component

Gaming Edge

- 1,000 casinos in US in 40 states
 - Total gaming revenue is \$240 billion
 - Accounts for 1.7 million jobs
-
- Maximize our gaming competitive edge by working in conjunction with our casino partners to generate a renewed interest in our destination, but most importantly, attract new visitors.
 - Rise destination visibility and top of mind awareness and as a result potentially decrease player acquisition cost.
 - Maximize Sports Betting advantage.

Business Plan

MS Gulf Coast Development Master Plan

Build economic advancement and strengthen the destination awareness to potential investors and developers.

- Development of designated Tourism Districts/Zones
- Investment Summit

Business Plan

Public Policy Integration

- “ The Amazing Power of Travel transcends politics”
- Total integration and coordination of efforts between our cities, Board of Supervisors, State Legislators and Central Government.
- Elevate the value of our organization with our community, government leadership and stakeholders.
- Total transparency, accountability and ROI.

BP Funding

PEER Report
Special Tax Levies

New legislation on
CVB's / DMO Structure

Business Plan

Brand Promise

Markets are changing, tech advancements in travel and destination marketing are paramount, demographic and generational changes and how to engage with them are critical and must be mastered.

- Summer Activities
- Timetable to the New Brand

Re-Engineering of Our Destination Organization

- Curators of Destination Content
- Adopters of Business Intelligence and Data Science
- Catalysts of Economic Development
- Activists in Community Place Making
- Collaborators within Strategic Networks

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In Closing

Our ultimate goal is to inspire a new way of travel...

