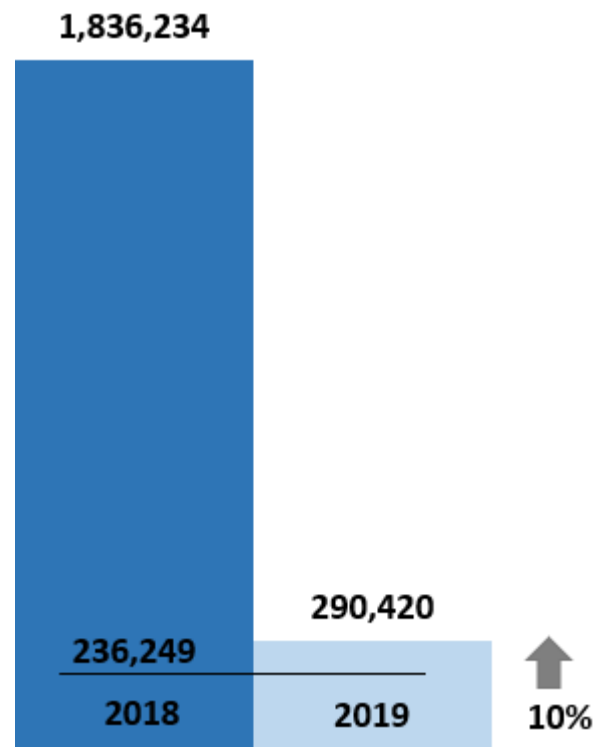
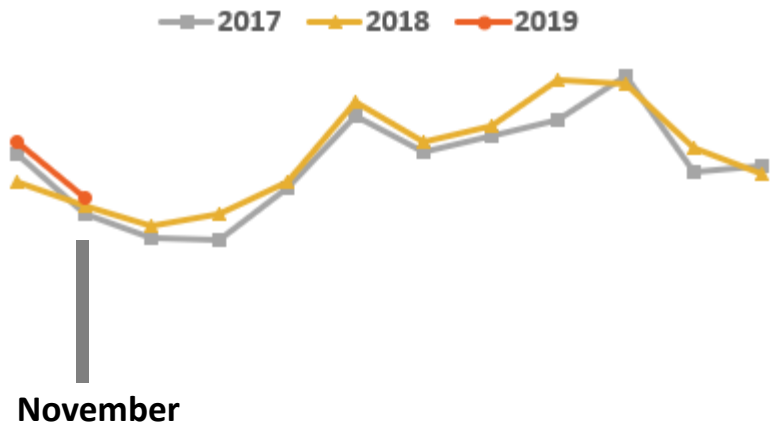


Visit Mississippi Gulf Coast

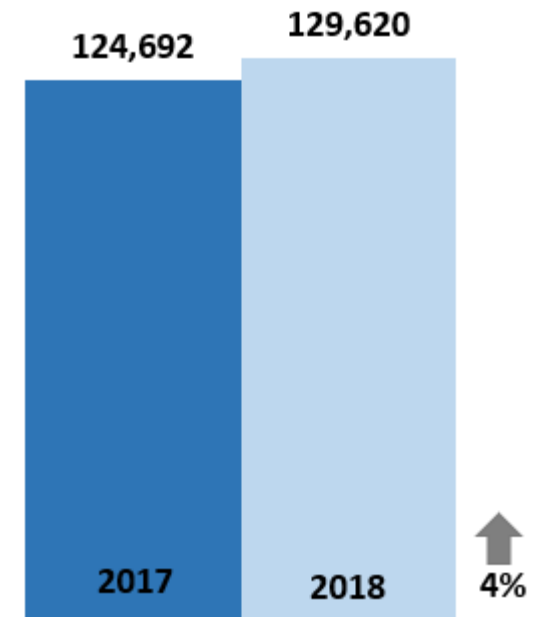
KEY PERFORMANCE INDICATORS

NOVEMBER 2018

Non-Casino Rooms Sold

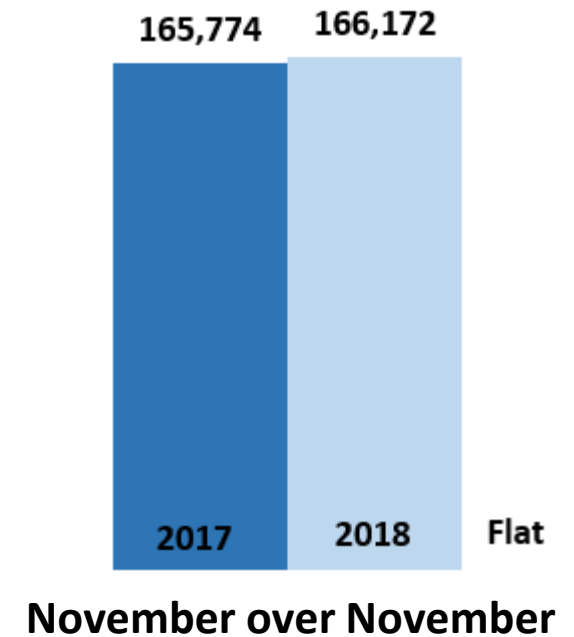
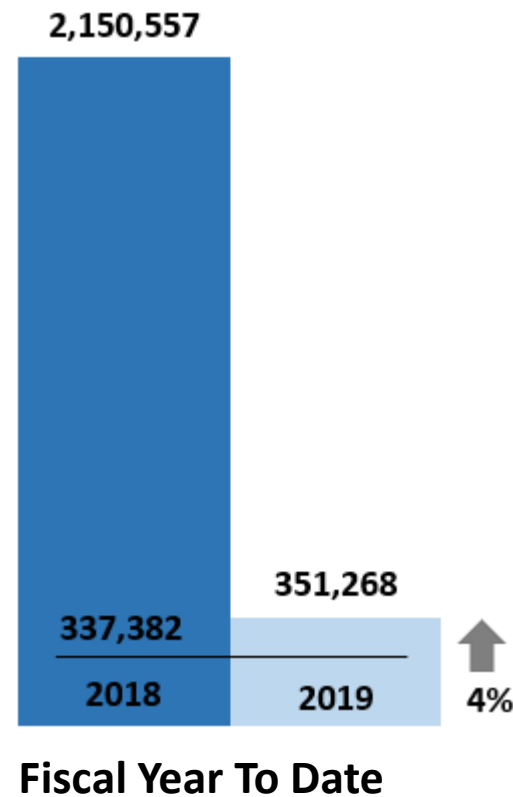
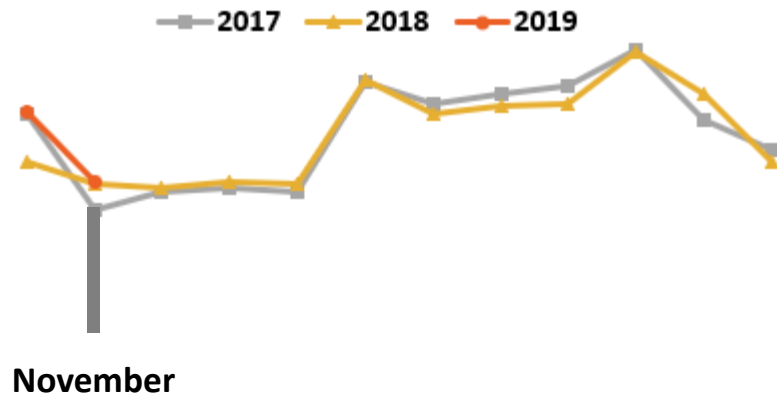


Fiscal Year To Date

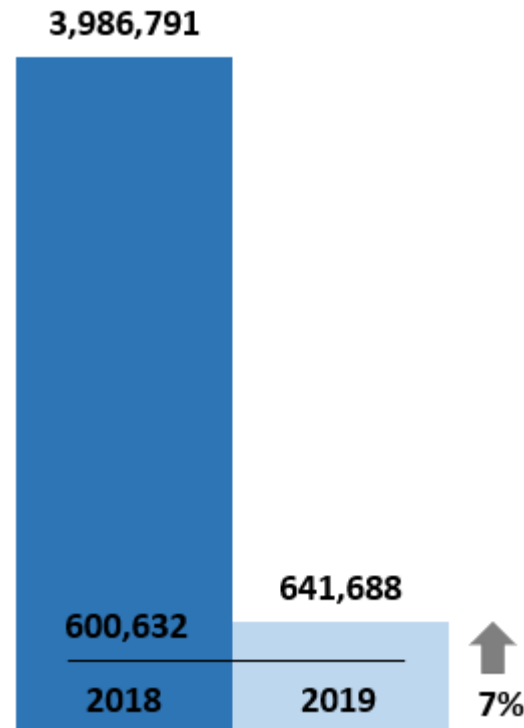
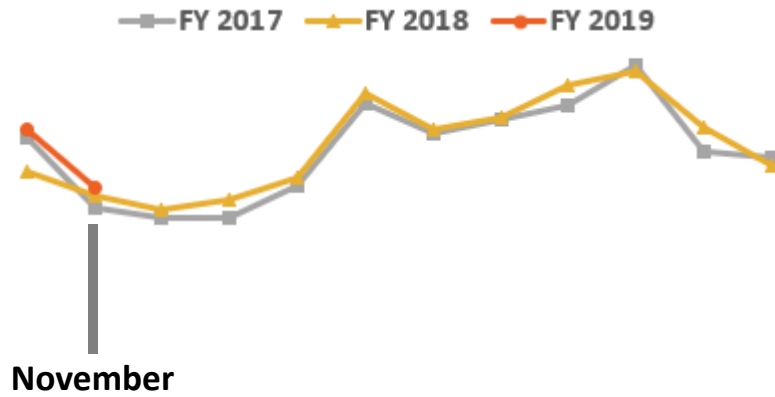


November over November

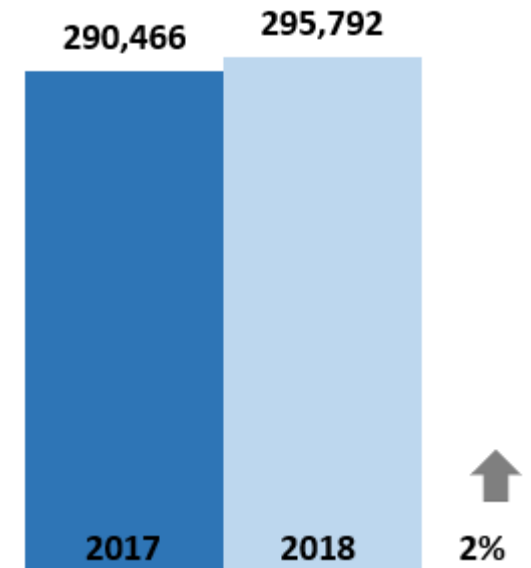
Casino Rooms Sold



All Rooms Sold

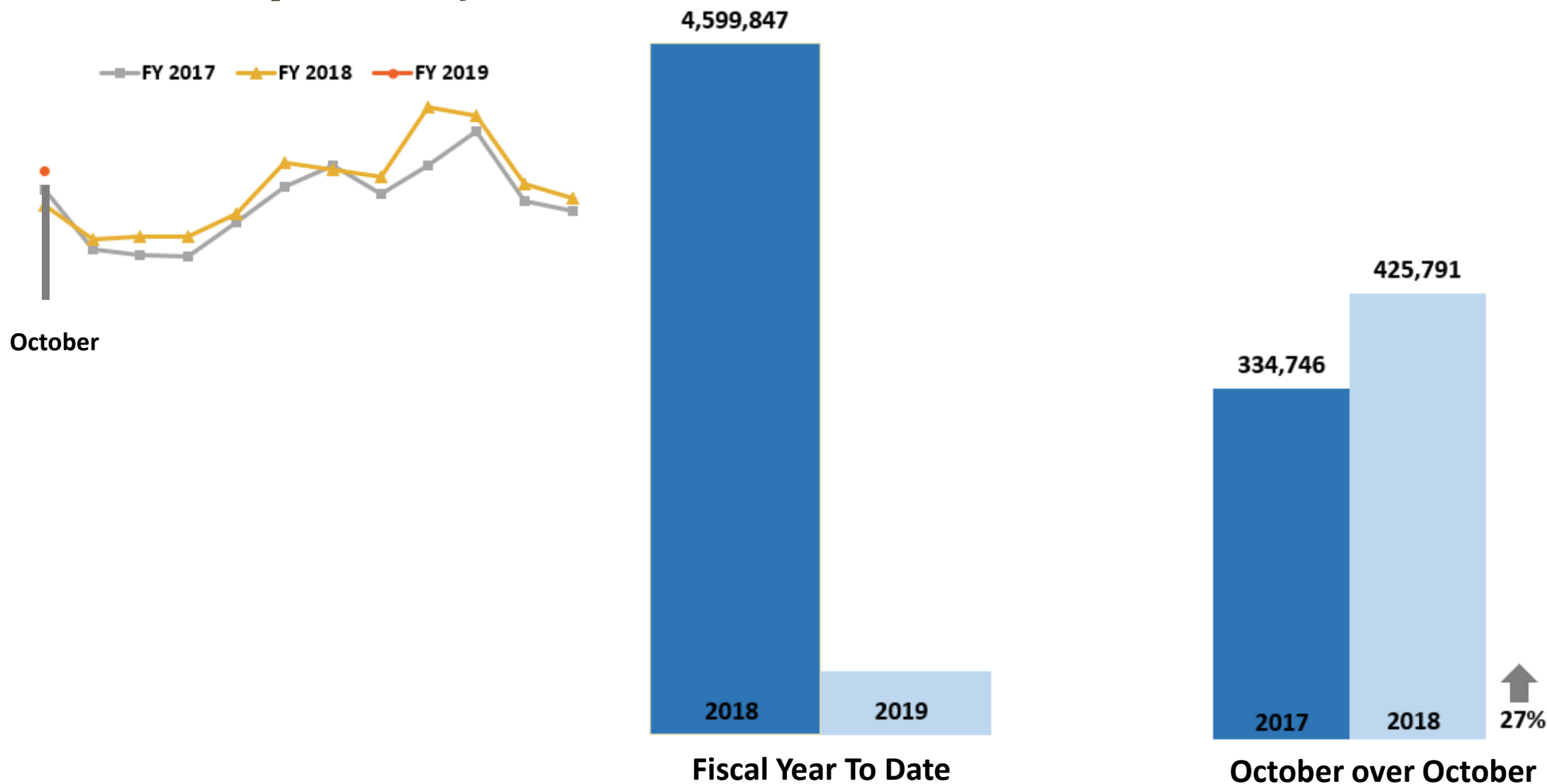


Fiscal Year To Date

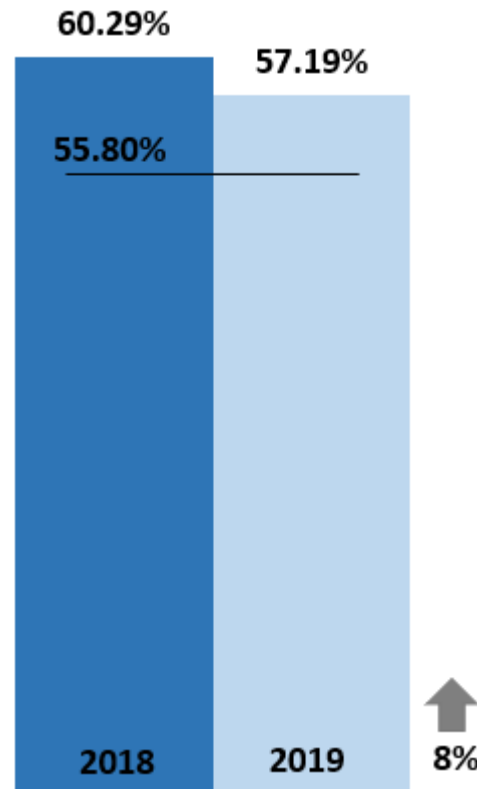
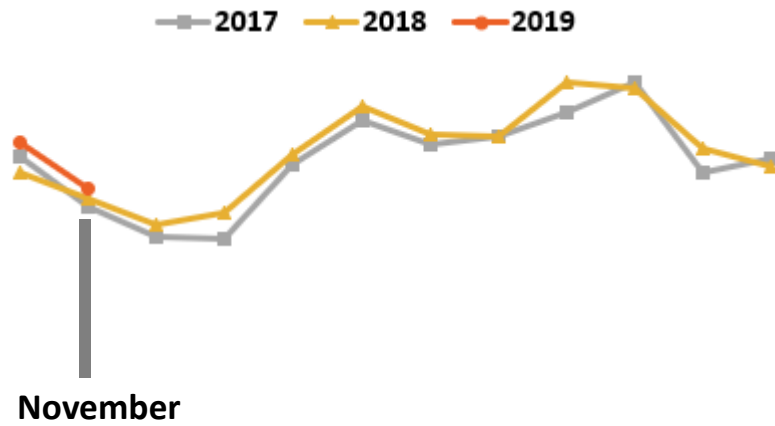


November over November

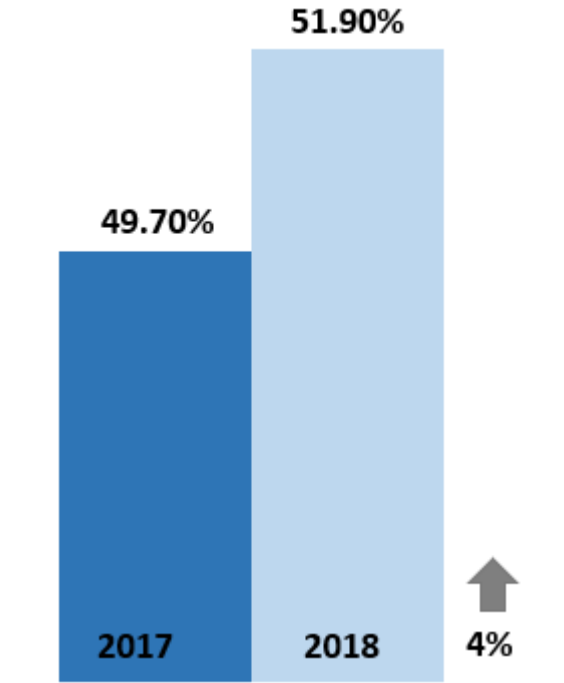
Occupancy Tax Receipts



Non-Casino Occupancy

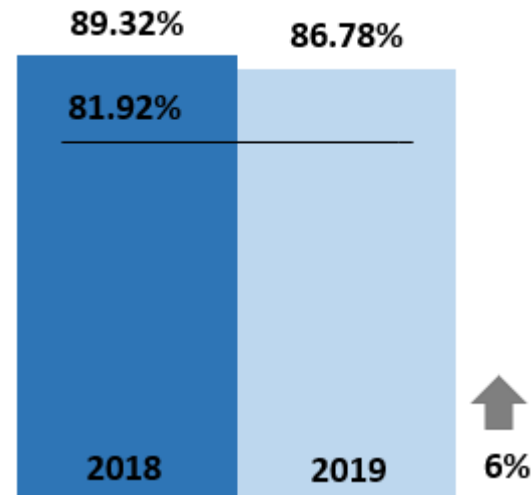
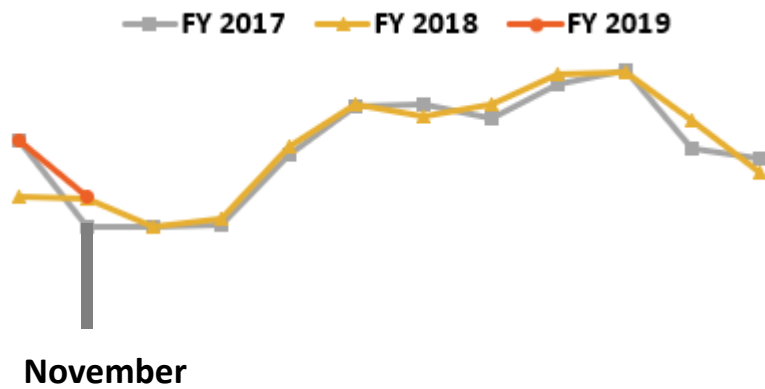


Fiscal Year To Date

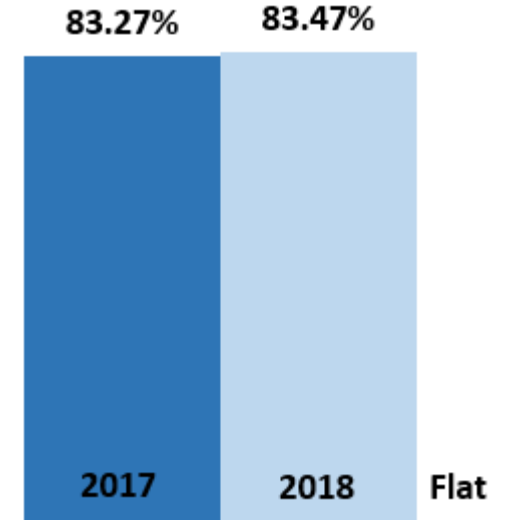


November over November

Casino Occupancy

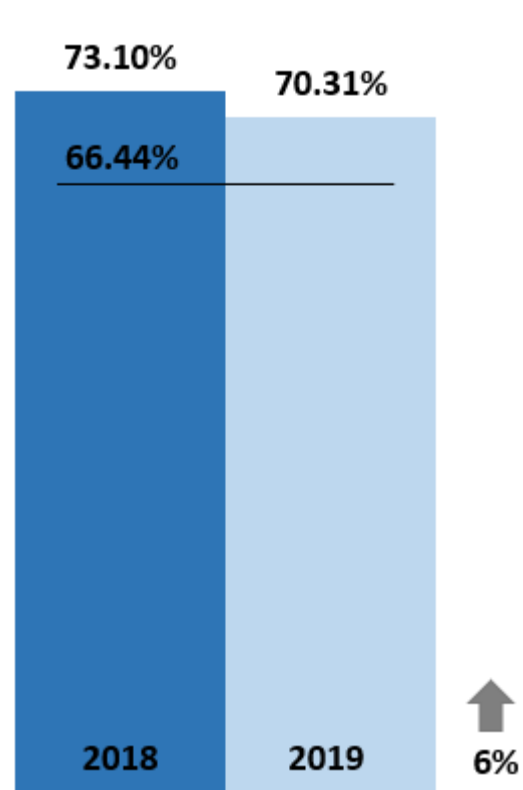
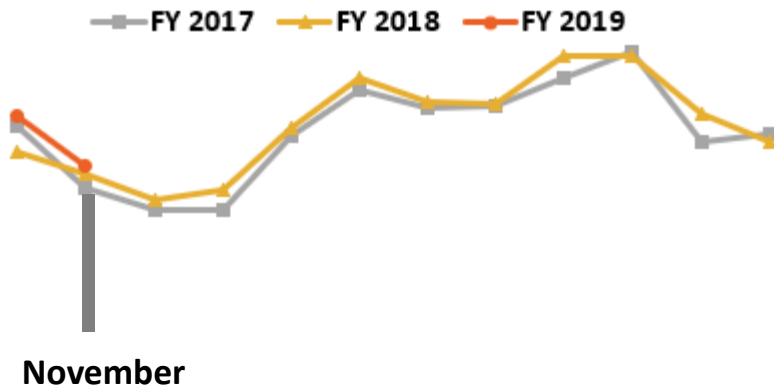


Fiscal Year To Date

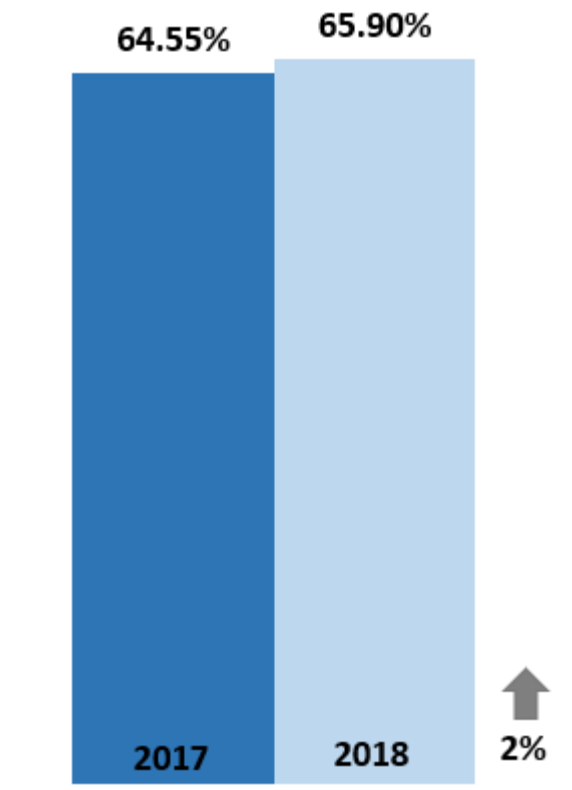


November over November

All Occupancy

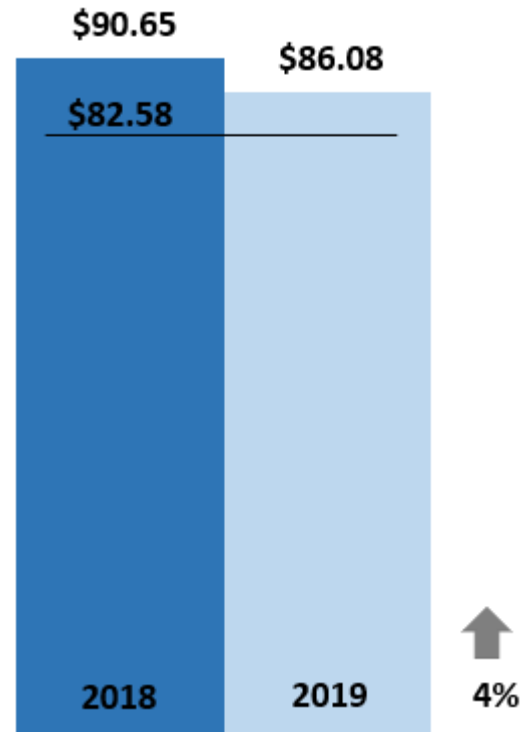
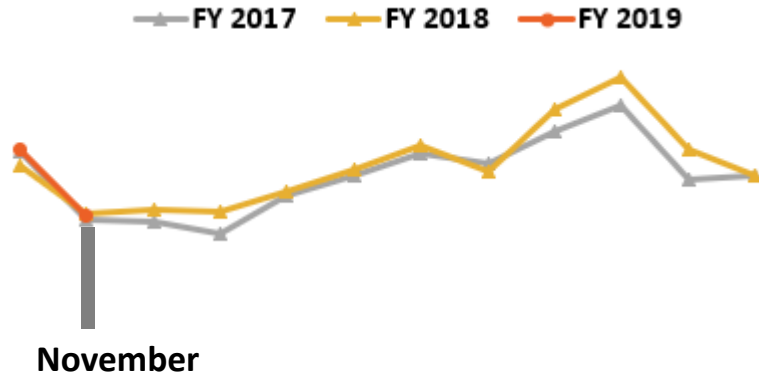


Fiscal Year To Date

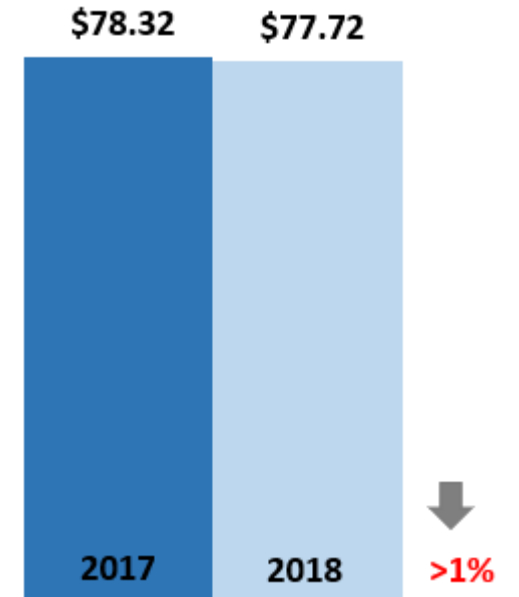


November over November

Non-Casino ADR

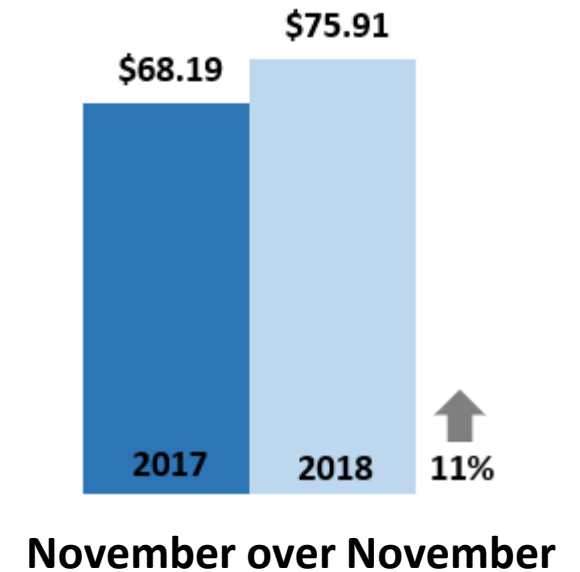
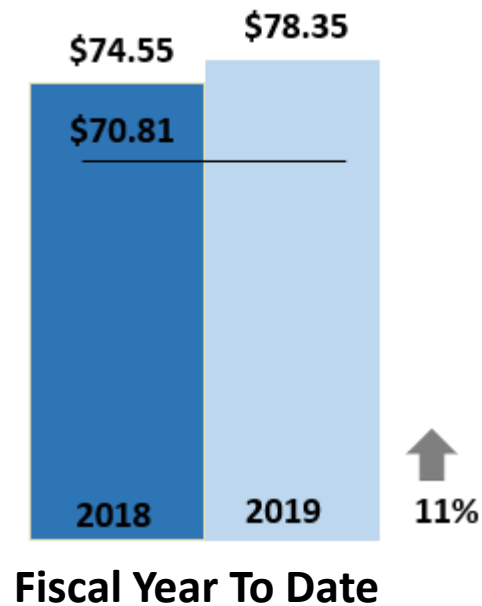
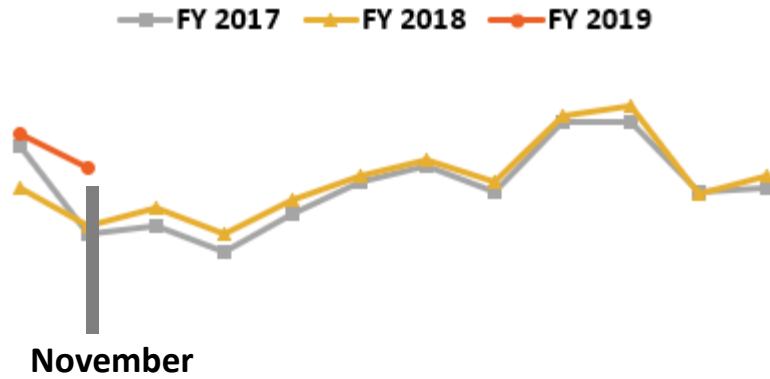


Fiscal Year To Date

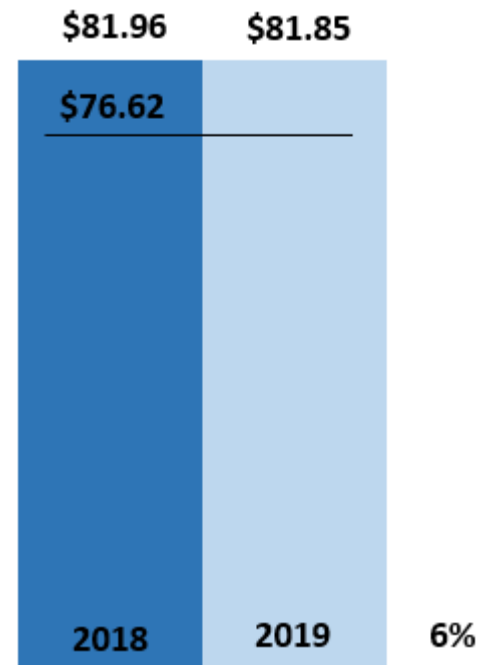
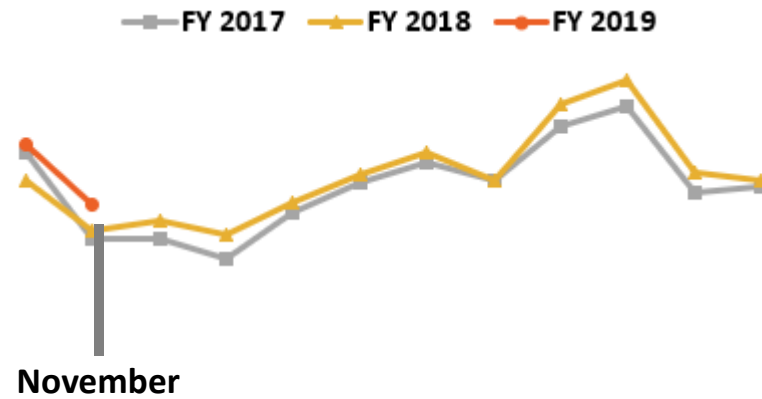


November over November

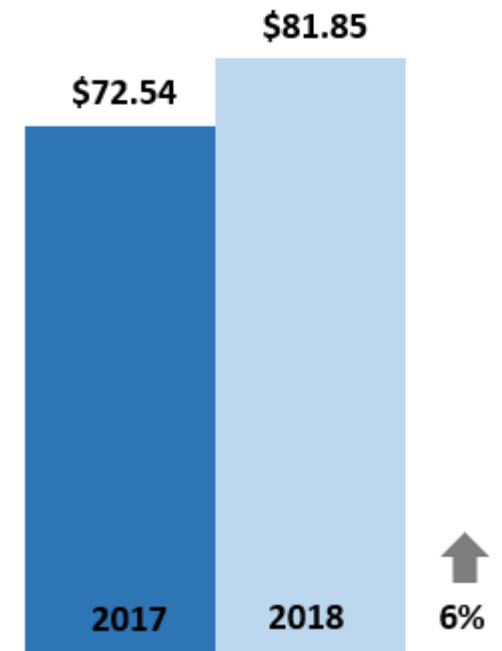
Casino ADR



All ADR

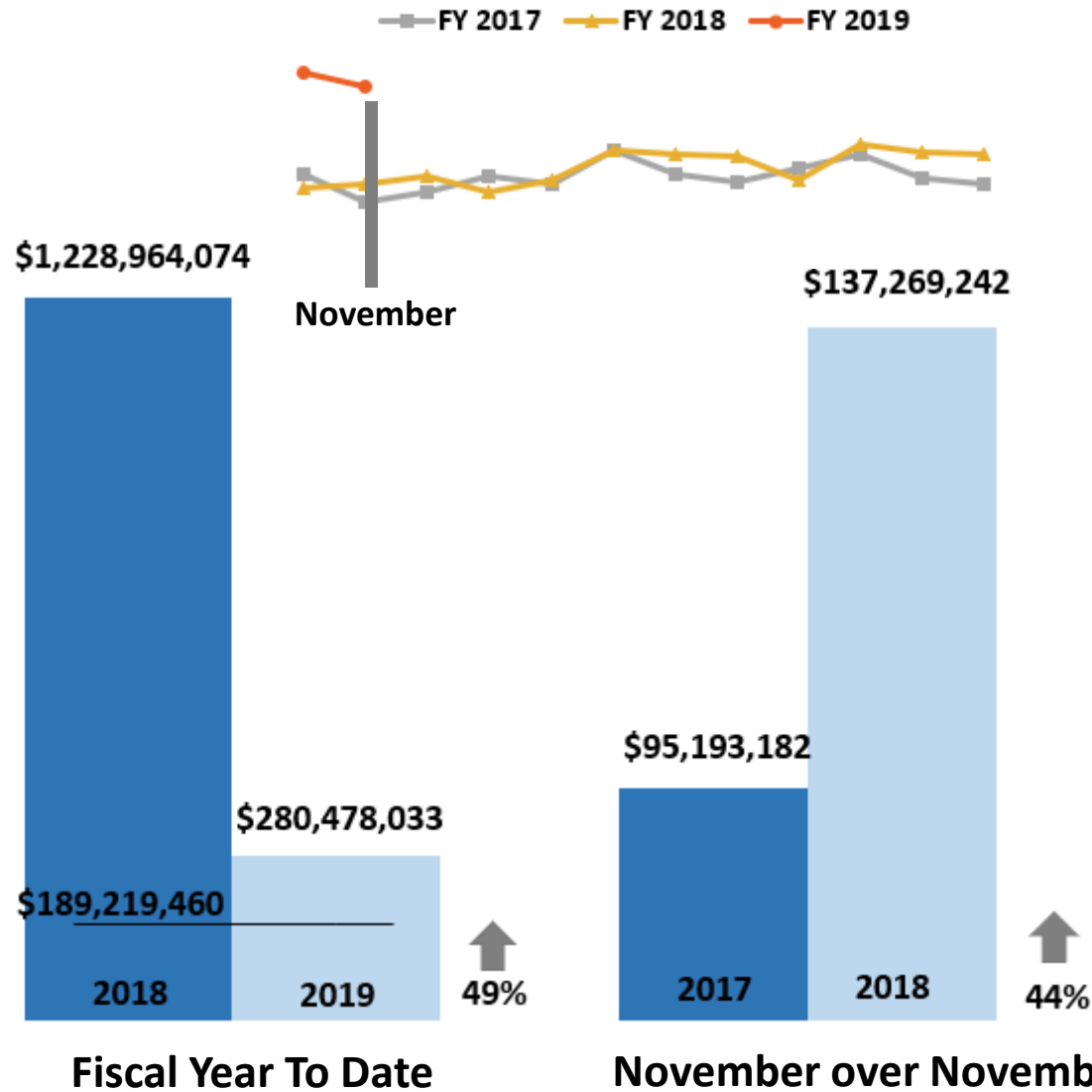


Fiscal Year To Date

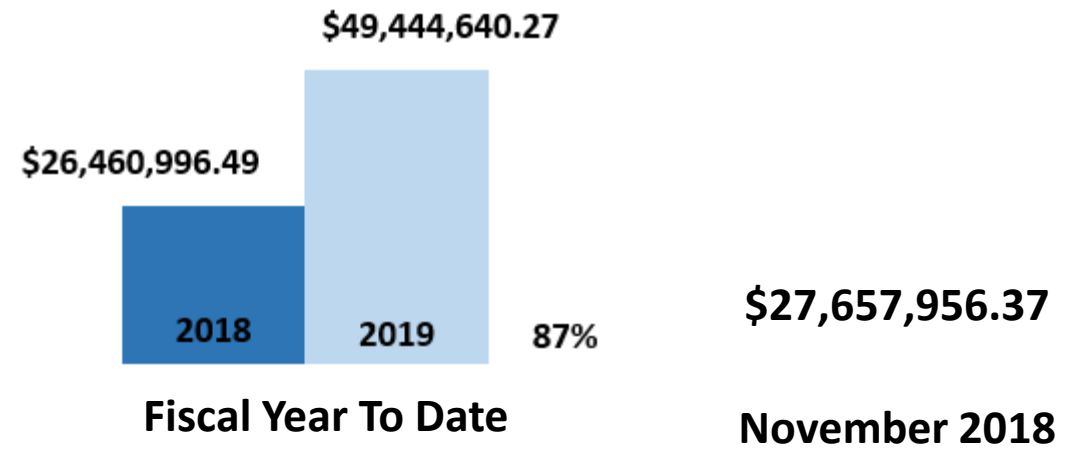


November over November

Gaming Revenue

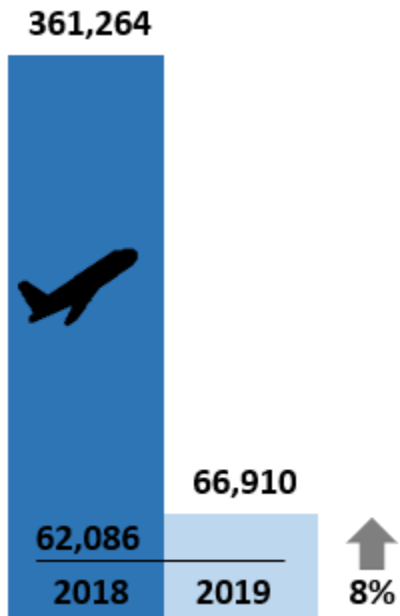
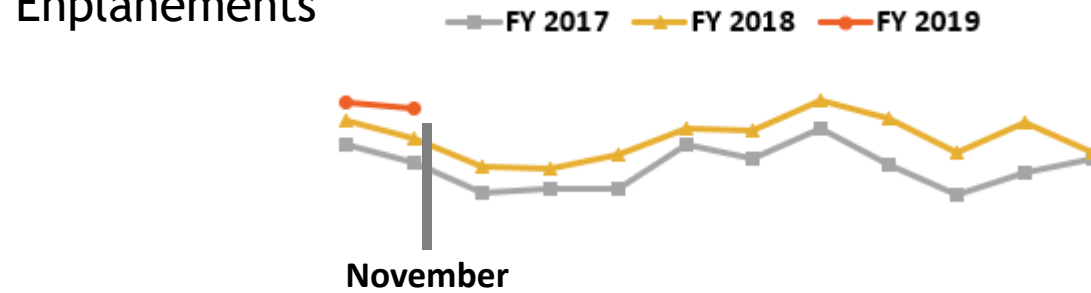


Sports Betting Revenue

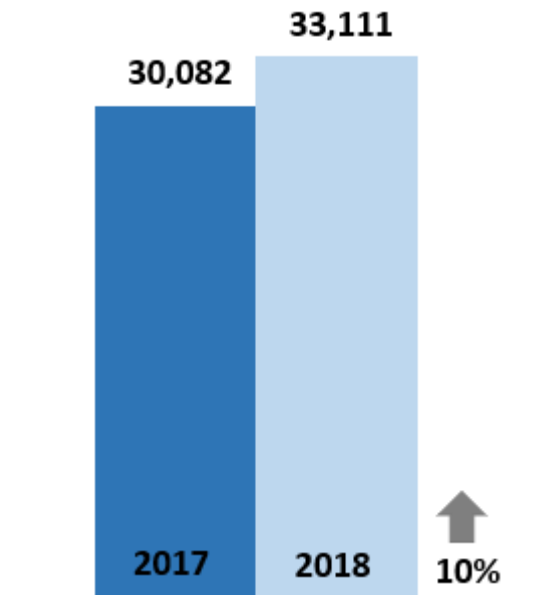


Airport

Enplanements

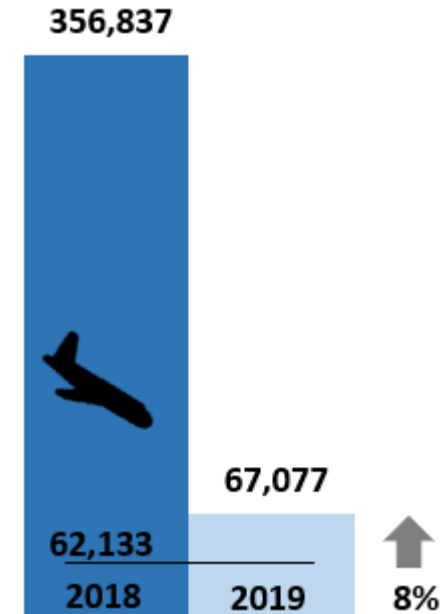
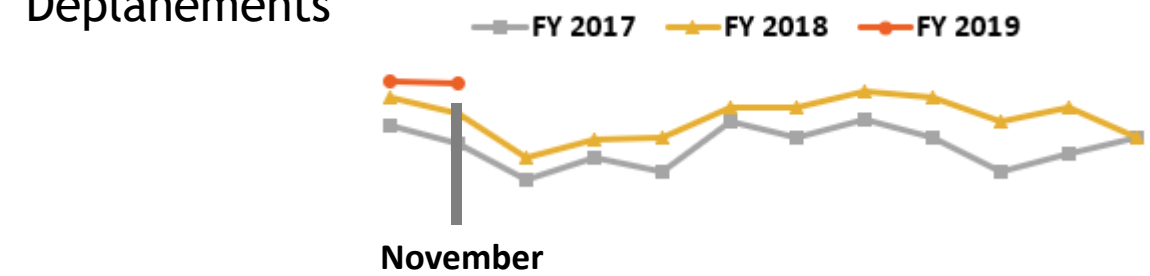


Fiscal Year To Date

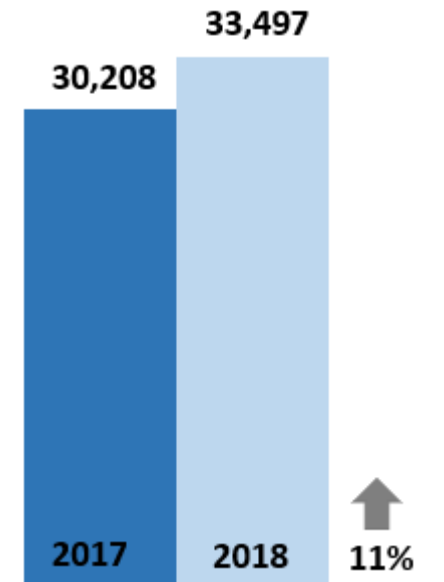


November over November

Deplanements

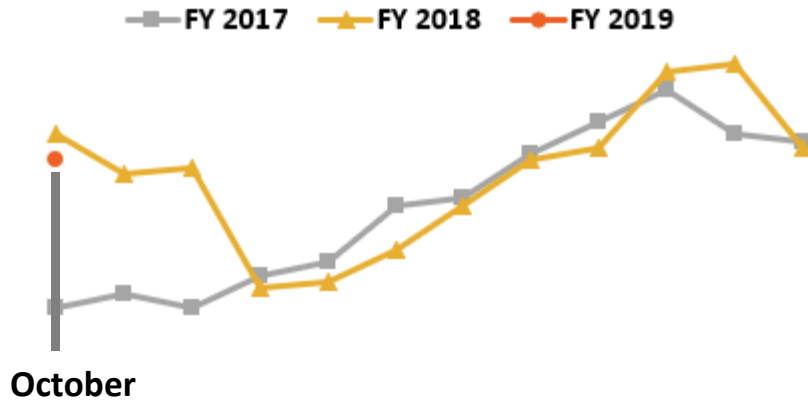


Fiscal Year To Date



November over November

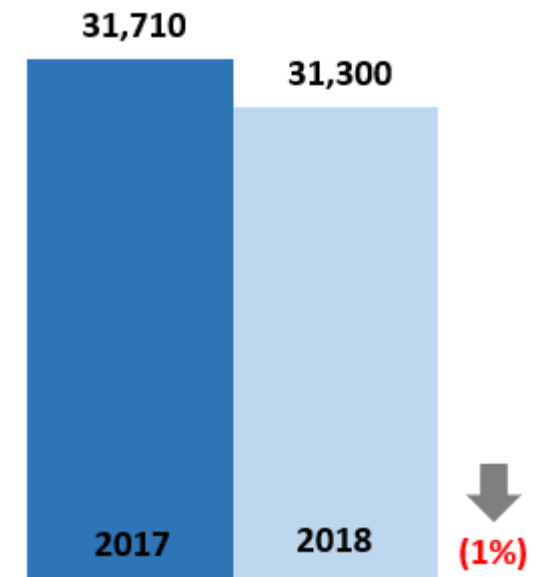
Leisure & Hospitality Jobs



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



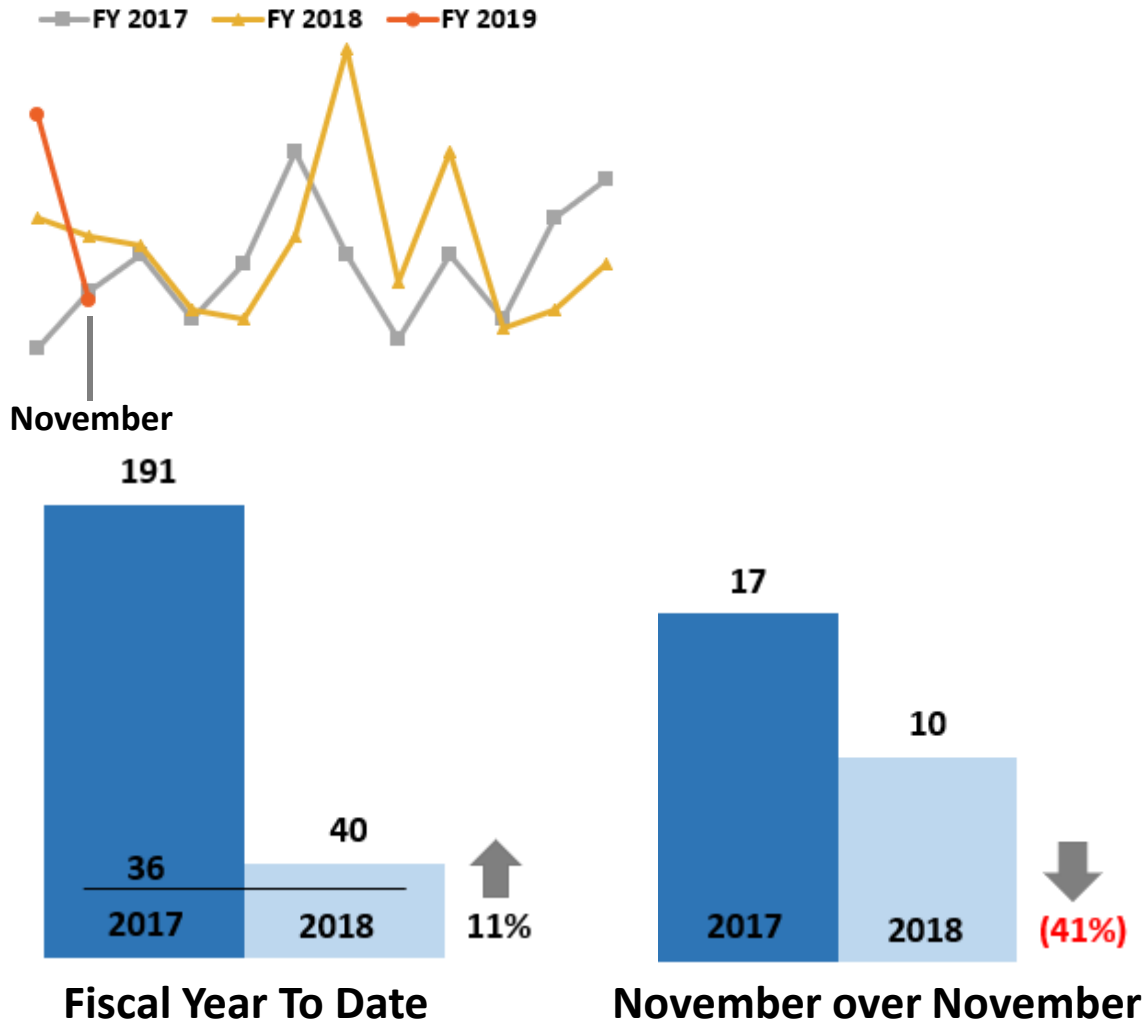
Fiscal Year To Date



October over October

Definite Bookings

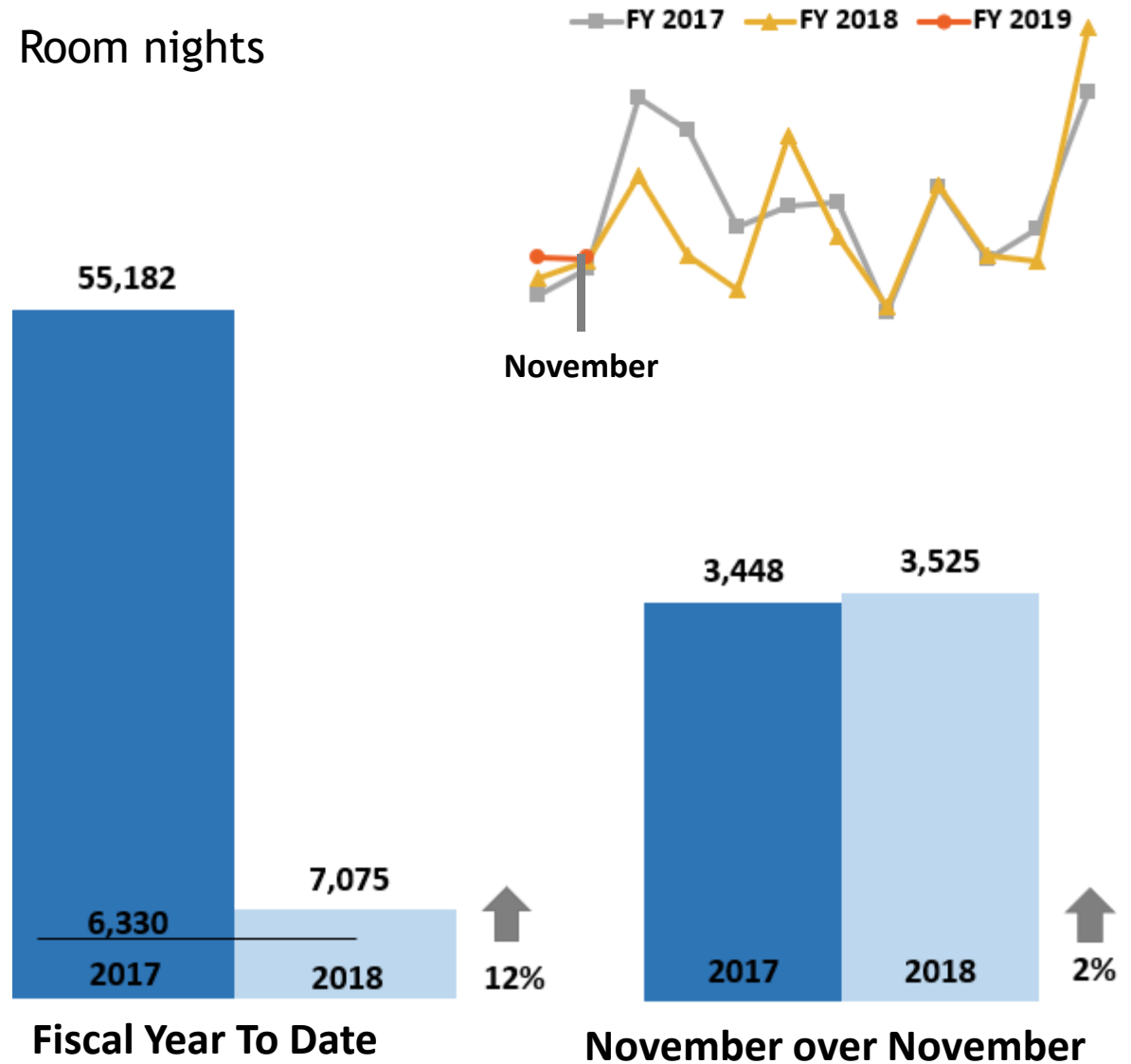
Bookings



FYTD numbers are up due to staff's efforts to close end of year business.

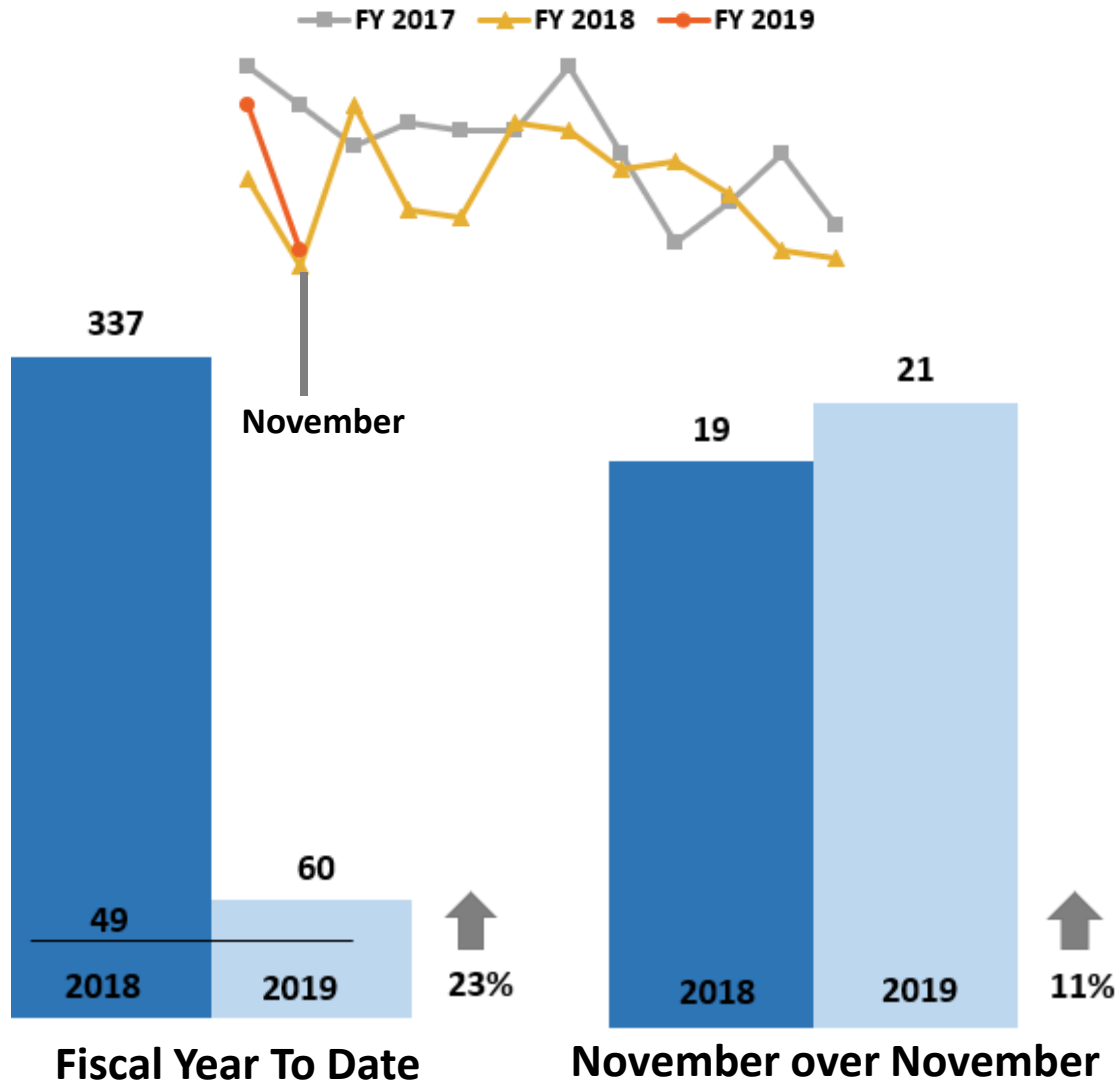
Room nights reflects larger groups being booked.

Room nights

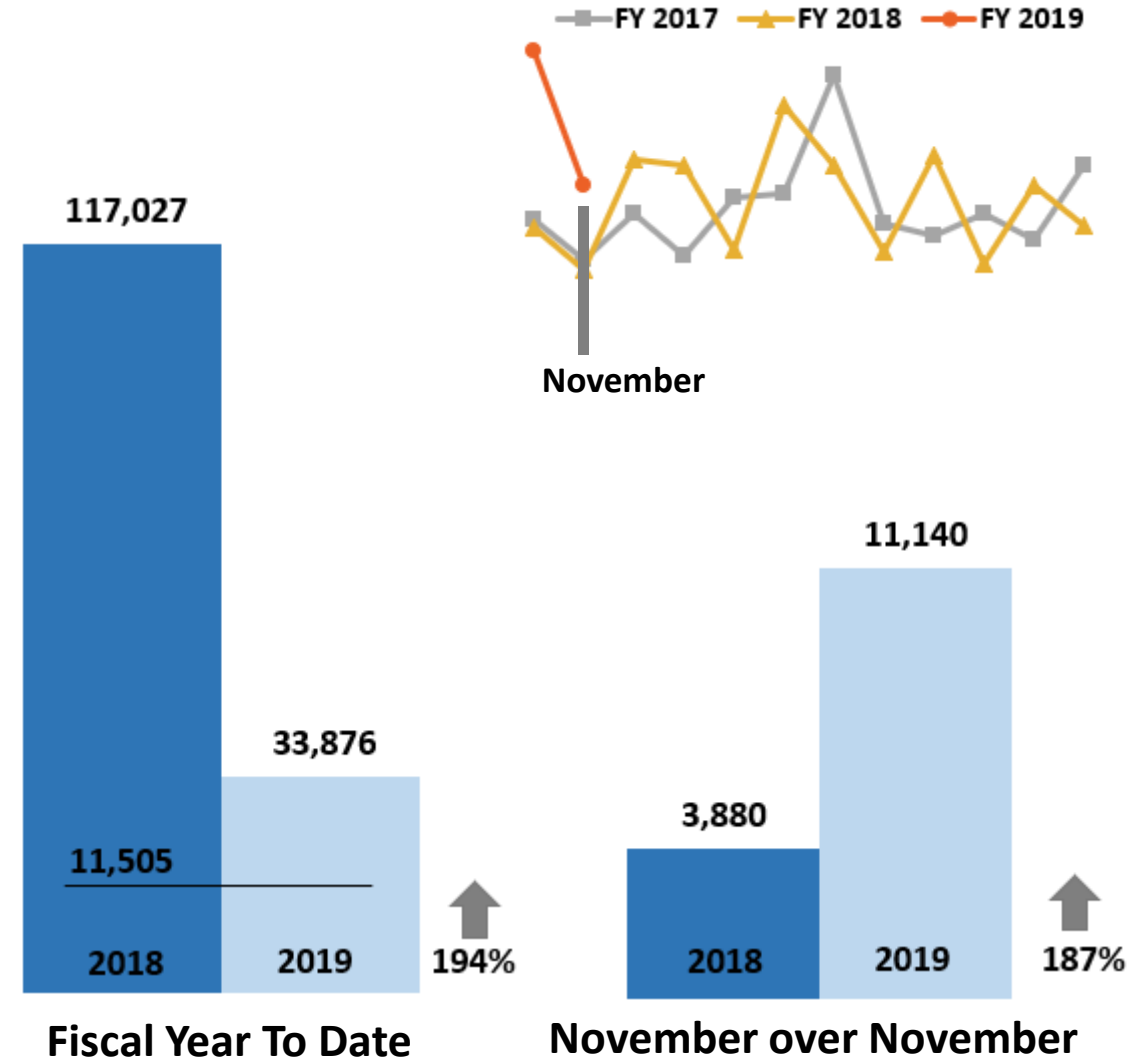


Leads Issued

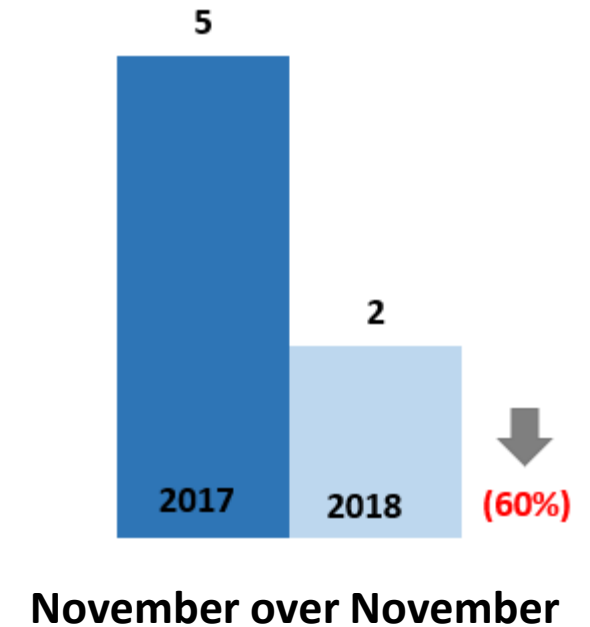
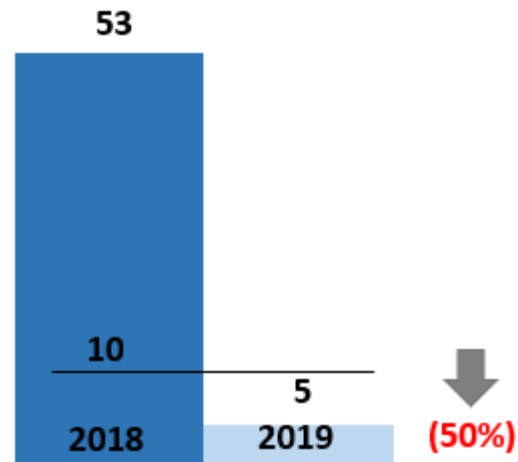
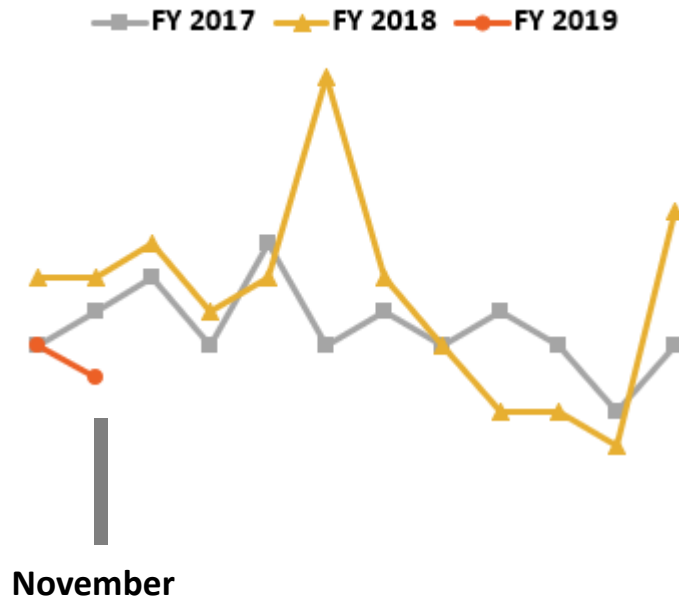
Leads issued include several multi-year opportunities and industry conferences. YTD Sports has produced high potential room nights.



Potential Room Nights

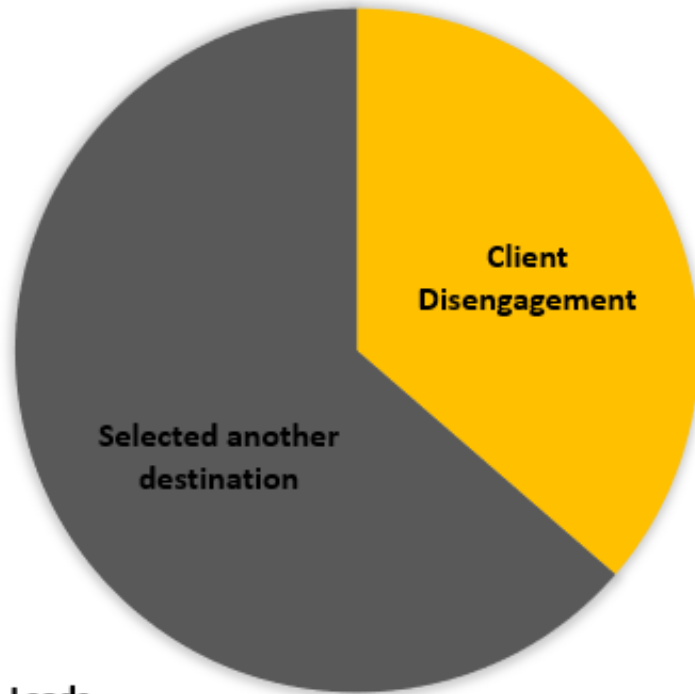


Convention Center Leads



Lost Business

November
2017

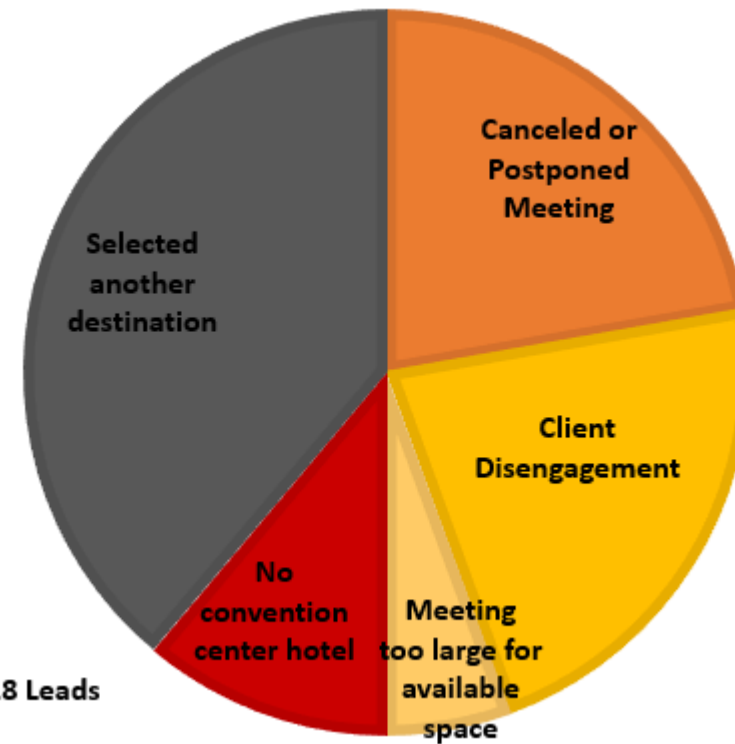


11 Leads

Other Cities Selected:

Daytona Beach, FL
Jackson, MS (2)
Montgomery, AL
Not stated
Panama City/Destin, FL
Providence, RI

November
2018

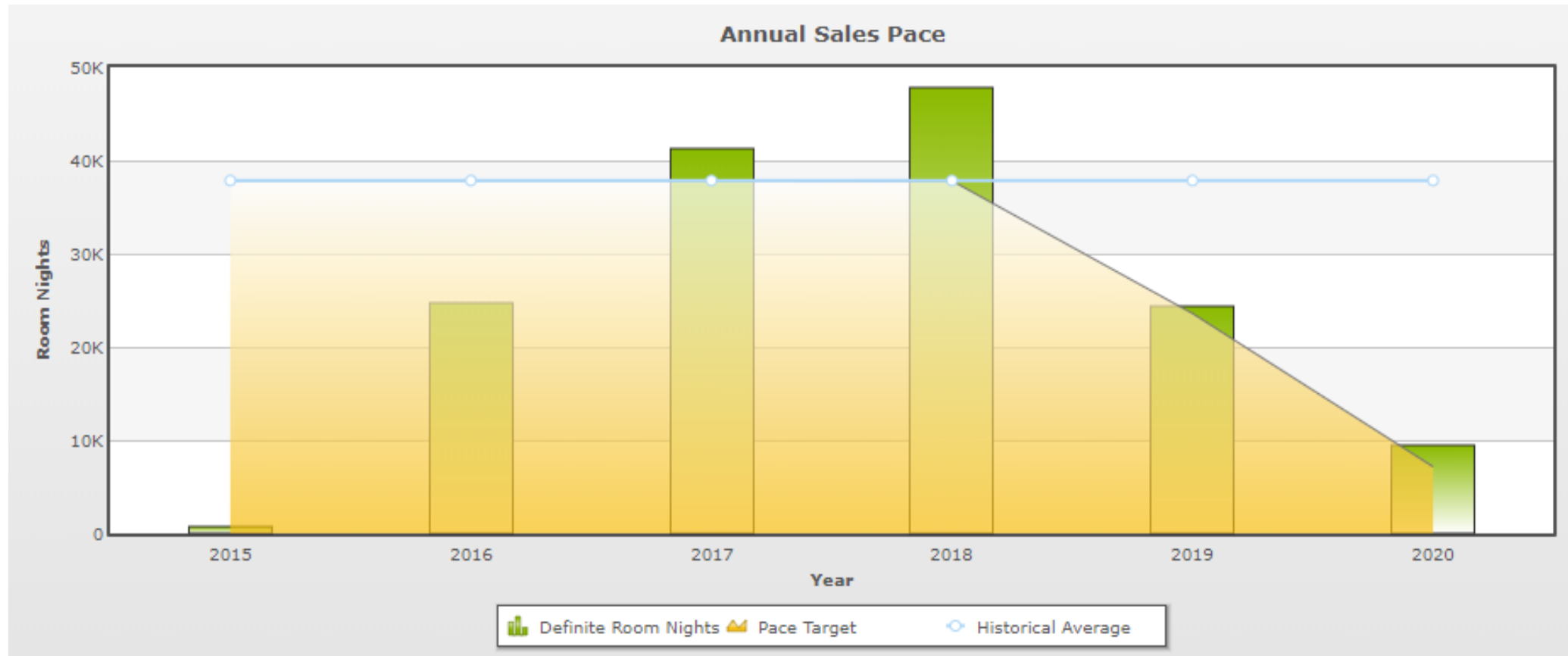


18 Leads

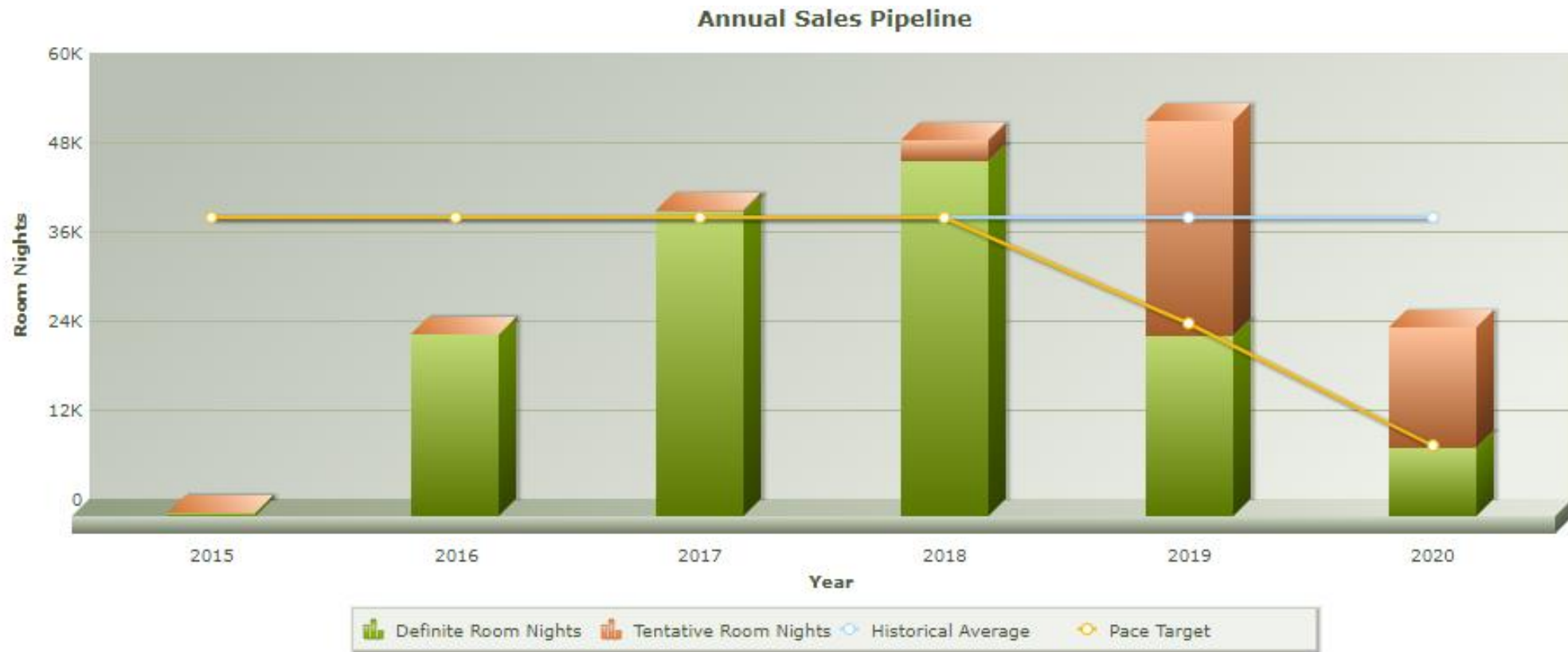
Other Cities Selected:

California
Jackson, MS
Milwaukee, WI
Myrtle Beach, SC
New Hampshire
Not stated
Oklahoma City, OK

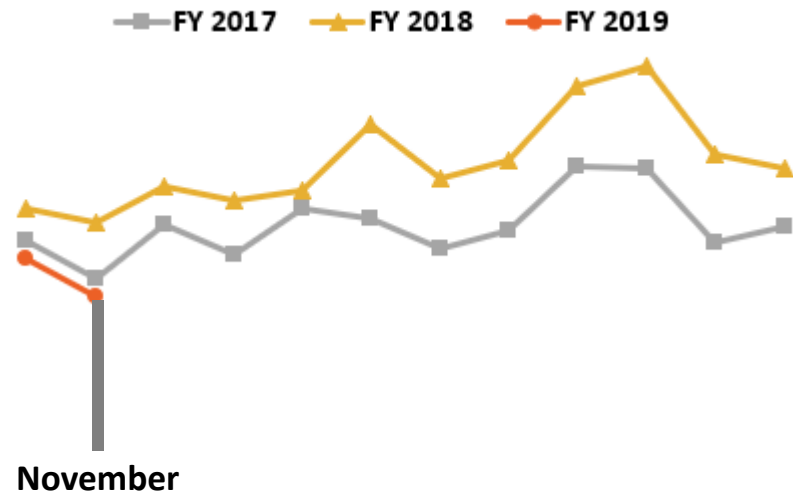
Pace Report



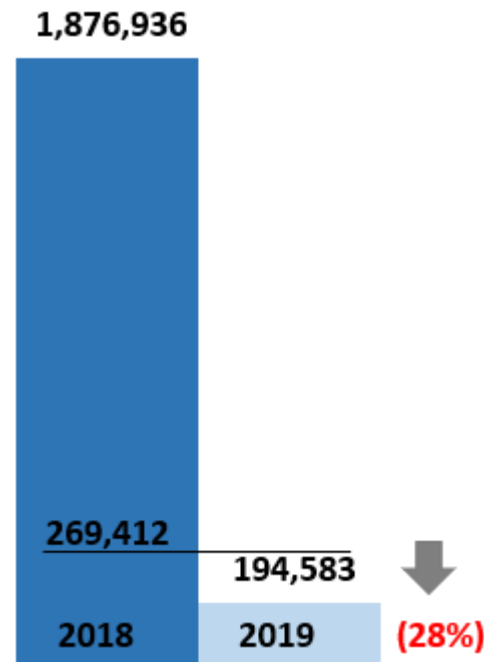
Pace Report - Pipeline



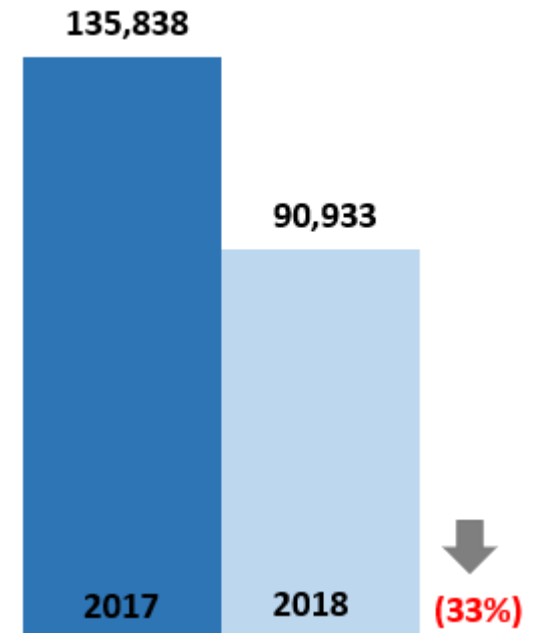
Google Analytics - Users



Traffic Overview - Overall traffic decreased due to decreases in paid sources of traffic. It is noteworthy that with less paid traffic, engagement has improved significantly.

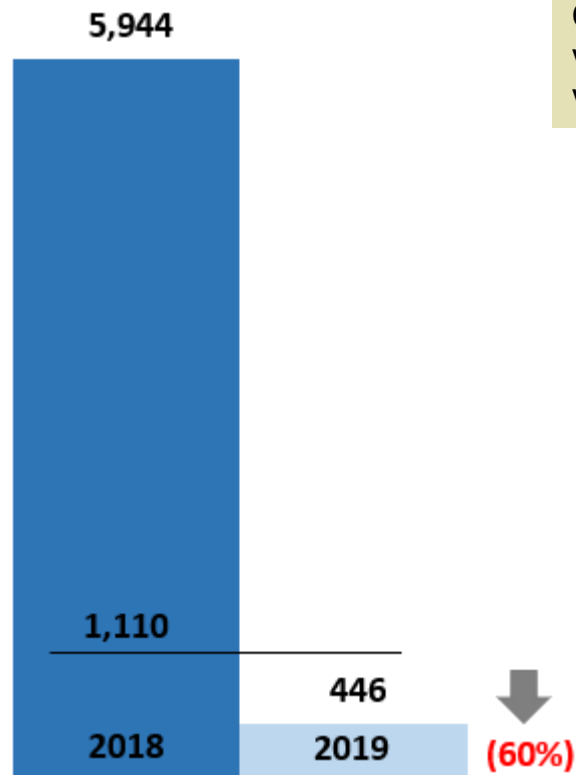
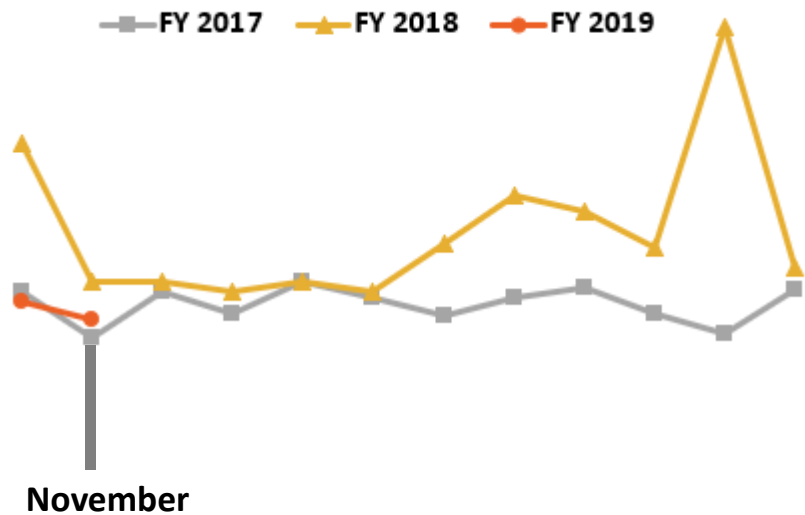


Fiscal Year To Date

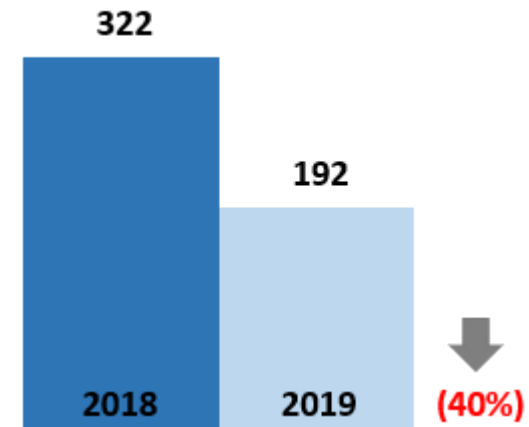


November over November

Number of Articles



Fiscal Year To Date



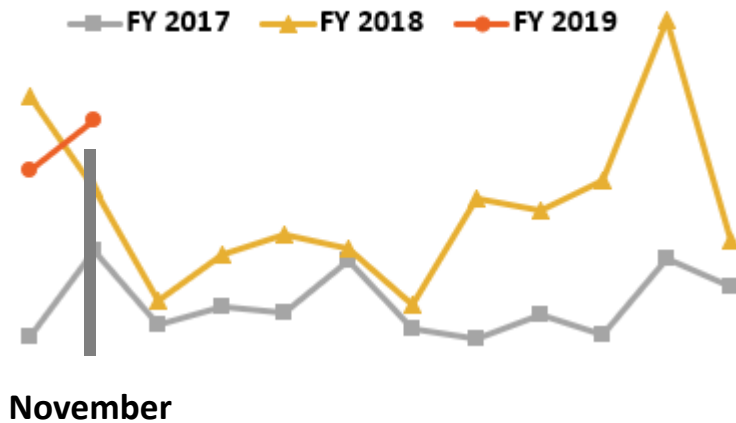
November over November

Content Drivers:

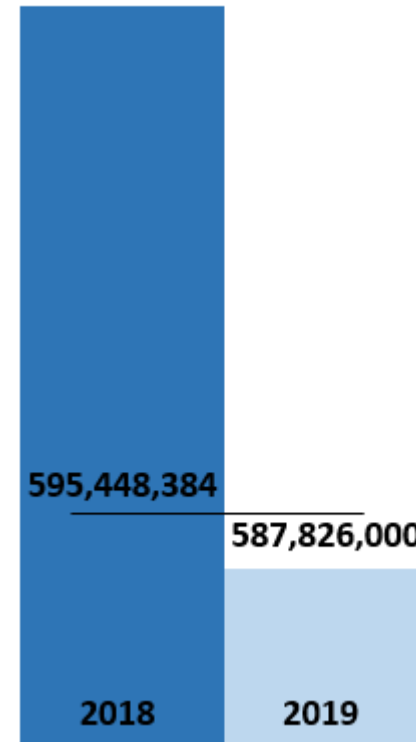
- Winter Travel
- Food & Drink
- Peter Anderson Festival
- Sports Betting

New media tracking through Trendkite implemented November 1. 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



2,461,498,384

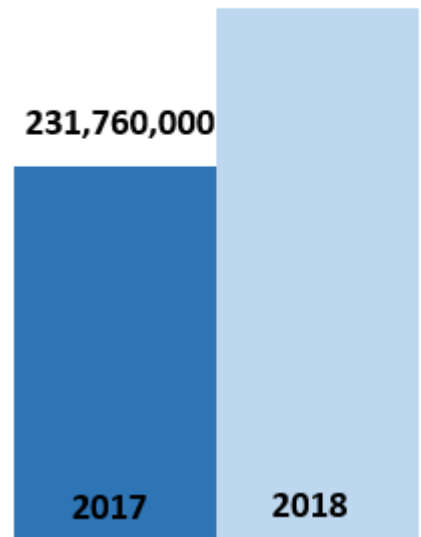


Fiscal Year To Date

Major Outlet Drivers:

- Yahoo! Finance - 17.5 M
- NerdWallet - 4.9 M
- Southern living - 1.7 M
- The Baltimore Sun - 1.1 M
- Matador Network - 1.1 M
- Archdigest.com - 1.0 M

330,296,000



November over November

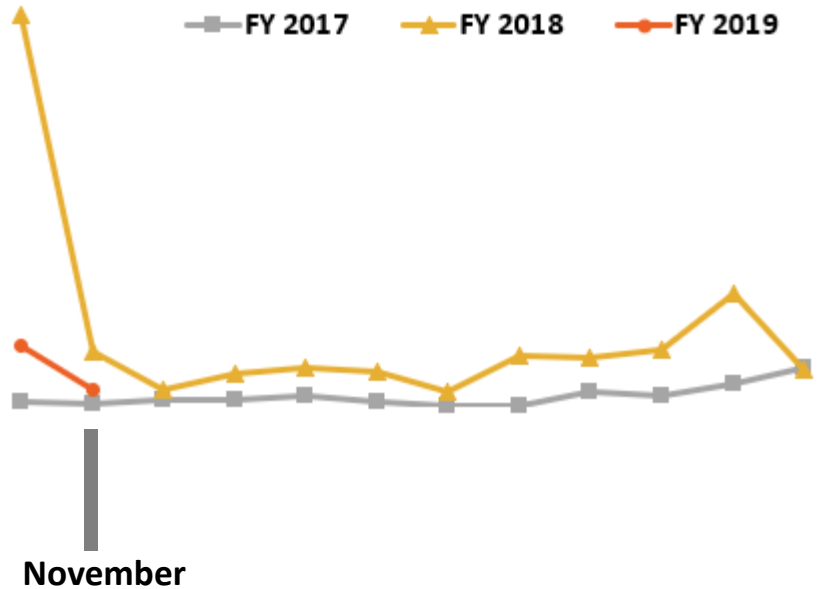


(1%)

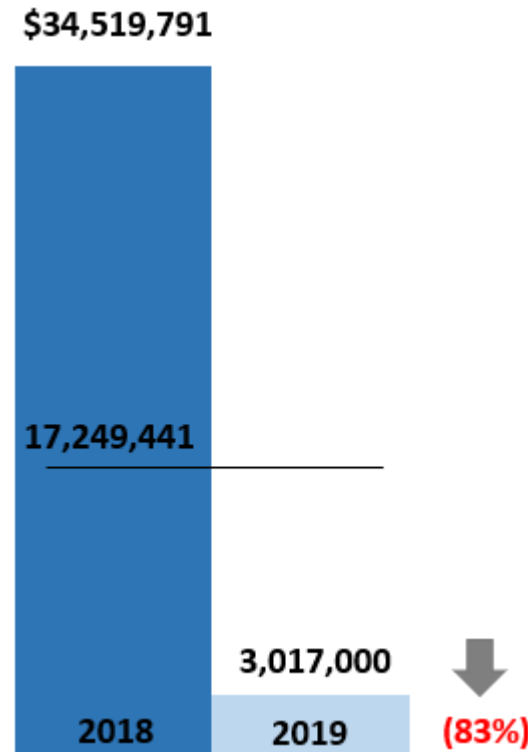


43%

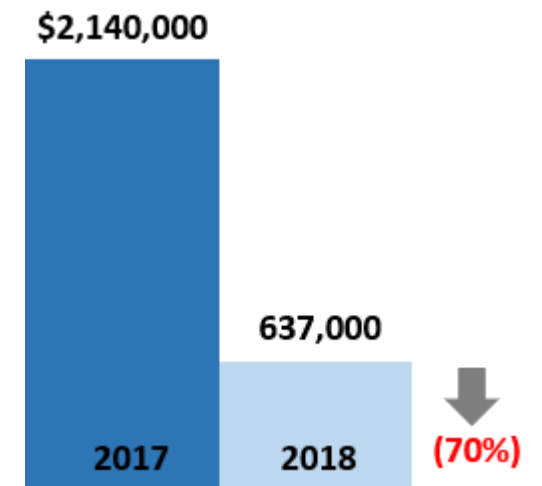
Advertising Value Equivalency



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.



Fiscal Year To Date



November over November

Earned Media

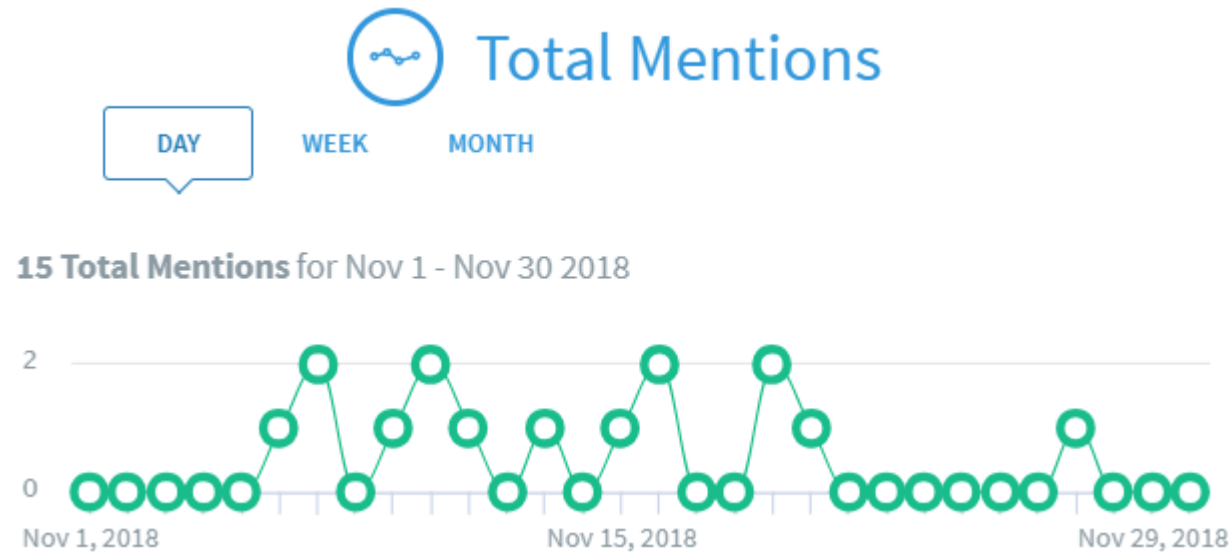
Number of articles: 15

Aggregate Readership (Impressions): 28.366 million

AVE: \$54,154

Key Messages:

- Travel: 4 Articles
- Food & Drink: 3 Articles
- VMGC Mentions: 3 Articles (Annual Report & Marketing Summit)
- Attractions: 2 Articles
- Meetings & Conventions: 1 Article
- Community: 1 Article





Tourism summit introduces leaders to new way of promotion



Hotel stays are up, gaming revenues are up, airport arrivals and departures are up.

But Visit Mississippi Gulf Coast CEO Milton Segerra isn't satisfied.

"The market has changed, and you have to move your destination, all your assets, all the things that you can bring to the table into a new brand that will take you to the actual levels that you have accomplished to a different plateau," he said.

Friday's Visit Mississippi Gulf Coast Annual Report and Marketing Summit drew business professionals and political leaders to hear some good news, but also to get a game plan on what to do next.



Changes for the tourism industry in South Mississippi





Groups Find a Year-Round Destination With the Mississippi Gulf Coast

With 62 miles of scenic shoreline, the Mississippi Gulf Coast offers a year-round destination for MICE groups.

The region has venues to suit any event, such as the Mississippi Coast Coliseum and Convention Center, which offers over 400,000 sf of meeting space and can accommodate up to 6,000 attendees. The region also boasts nearly 15,000 guest rooms at accommodations ranging from luxury casino resorts to boutique hotels.

Outdoor Activities

“There is an incredible amount to do, see and experience across the [Mississippi Gulf Coast](#),” says Janice Jefferson, sales director at Visit Mississippi Gulf Coast. “From outdoor activities, such as kayaking, boating, fishing and hiking, to a wide variety of attractions, museums, world-class gaming and championship golf courses. When it comes to food, this is also the place to be—coastal seafood shacks to fine dining, we’ve got it all.”



10 Newly Popular Destinations to Visit This Holiday Season

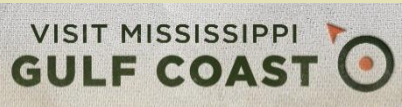
Want to travel somewhere new this holiday season but not sure where to go?

Priceline has identified 10 international and domestic destinations travelers could explore between Thanksgiving and New Year’s Day, based on the site’s proprietary data that revealed which cities saw the biggest increase in hotel and air travel bookings for the 2017 holiday season versus the year prior.

Start updating your bucket list, and check out some free or cheap things to do in each of the 10 cities:

3. Biloxi, Mississippi

Tour the Biloxi Lighthouse, one of the first cast-iron lighthouses erected in the South. [Tickets are just \\$5 for adults](#) and \$2 for children between the ages of two and 12. Group discounts are also available.



VMGC ASSISTED MEDIA COVERAGE

The Most Beautifully Designed Bar in Each State in America

From a bar that brings back the look of old New York City to a modern design in Nashville, these bars don't just serve the best drinks—they do so in a space that's like no other



Photo: The Wilbur/Christy Ryan

The Wilbur (Ocean Springs, Mississippi)

Riffing on the nearby coastline's driftwood, the bar inside the Wilbur features walls crafted from distressed wood, plus pretty blue walls under the bar and see-through chair backs.

HOUSE METHOD

20 Small Towns Perfect for a Winter Getaway



Bay St. Louis, Mississippi

Choose Bay St. Louis, Mississippi, for that nice and easy southern winter vacation. This beautiful harbor town on Mississippi's Gulf Coast is quaint, quiet, and clocks winter temperatures in the 60s.

Between Thanksgiving and New Year's Eve, visit Bay St. Louis for [Snowflakes in the Bay](#) to see the 100-year-old live oaks donning twinkling snowflakes, or catch the Bay St. Louis Christmas Parade in early December.

Bay Saint Louis is part of a chain of charming little coastal communities, which includes Gulfport and Biloxi, so there are an endless number of day trips to be had from this lovely hideaway.

Discover the Best Hidden Gem Destinations in Every State



Mississippi: Bay St. Louis

Cost: From about \$60 nightly for lodging

There's St. Louis, and then there's Bay St. Louis, which dubs itself "a place apart." Here, beach life collides with folk art. Catch the Arts Alive event in March, when dozens of artists' studios collide for a community-enriching arts festival that features local works, live music, theater, literature and lots of food.

The best dive bar in every state



Mississippi: Gil's Fish Camp (Ocean Springs)

[Gil's Fish Camp](#) in Ocean Springs is a laid-back beach-hut bar with cheap booze, tasty crawfish, and a splendid waterfront view. Pitchers of Shock Top and Bud Light are as cheap as a single beer at some joints, giving true meaning to the phrase "happy hour."

Best malls in every state



ROB LOUD, GETTY IMAGES

Gulfport Premium Outlets

Where: Gulfport

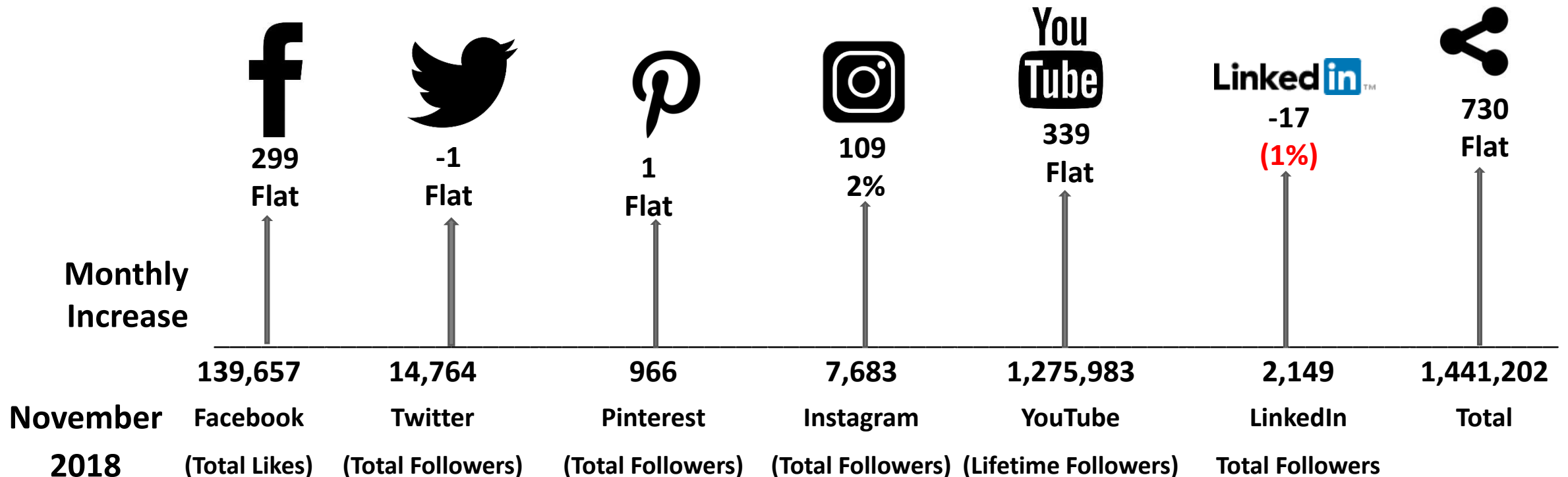
What you should know: The discount outlets offer over 50 stores, and recently added Kate Spade, Vera Bradley and H&M.

Southern Living

The Best College Football Bars in Every State,
According to Yelp



Social Media Metrics



Visit Mississippi Gulf Coast

Published by Sparkloft Media [?] · November 15 at 5:00 PM ·

A hearty Edd's Drive-In chili cheeseburger or a handmade Rebel Dip milkshake - relive the good ol' days with a bite from these classic Gulf Coast spots.

ONLYINYOURSTATE.COM
These 7 Mississippi Drive-In Restaurants Are Fun For An Old Fashioned Night Out

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

9,739
People Reached

710
Engagements

Boost Post

Paula Schuck, Ricky Carlisle and 144 others

4 Comments 36 Shares

Like

Comment

Share

Performance for Your Post

9,739 People Reached

240 Reactions, Comments & Shares

176 Like	139 On Post	37 On Shares
11 Love	7 On Post	4 On Shares
4 Wow	3 On Post	1 On Shares
13 Comments	4 On Post	9 On Shares
36 Shares	36 On Post	0 On Shares

471 Post Clicks

0 Photo Views	288 Link Clicks	183 Other Clicks
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NEGATIVE FEEDBACK

14 Hide Post	6 Hide All Posts
0 Report as Spam	0 Unlike Page

Reported stats may be delayed from what appears on posts

Visit MS Gulf Coast
@VisitMSCoast

Seasons greetings come early in @CityofGulfport Mississippi's most anticipated light show dazzles the Gulf Coast Nov 23rd: bit.ly/2SUUoYL #MSCoastLife

5:30 PM - 6 Nov 2018

6 Retweets 13 Likes

Impressions 3,387
Total engagements 52
Likes 13
Media engagements 10
Link clicks 10
Detail expands 9
Retweets 6
Profile clicks 3
Hashtag clicks 1

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

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