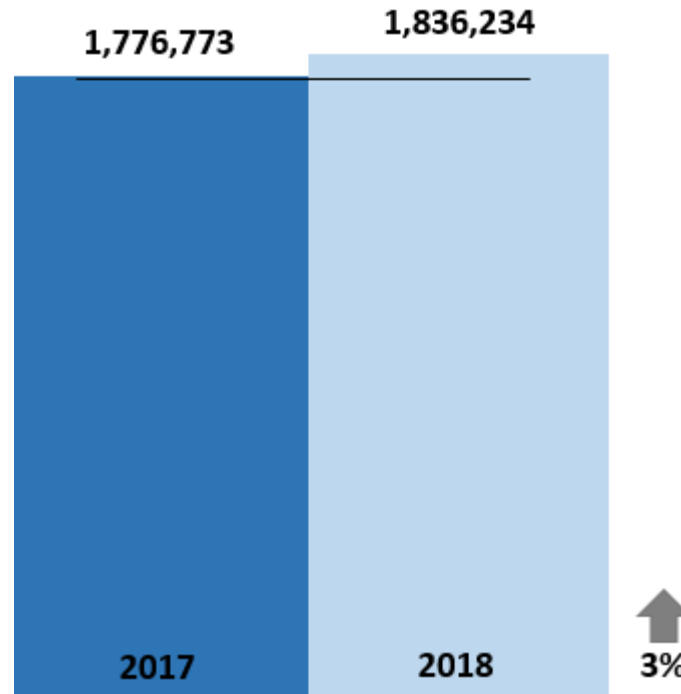
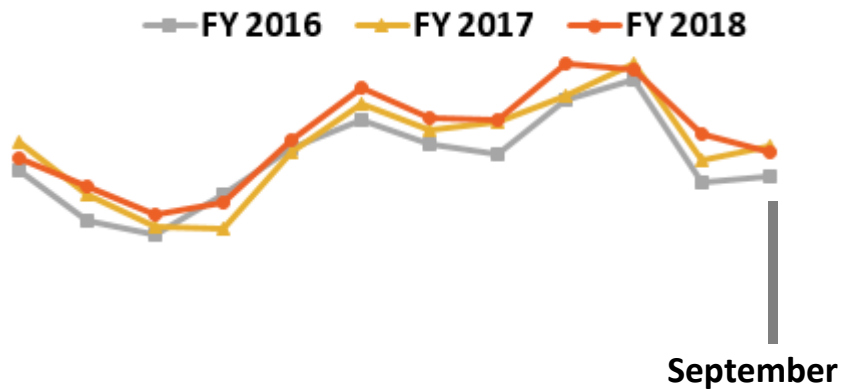


Visit Mississippi Gulf Coast

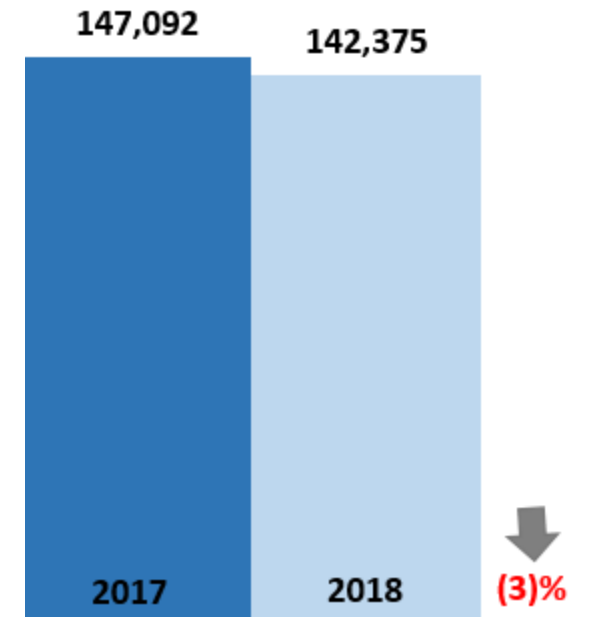
KEY PERFORMANCE INDICATORS

SEPTEMBER 2018

Non-Casino Rooms Sold

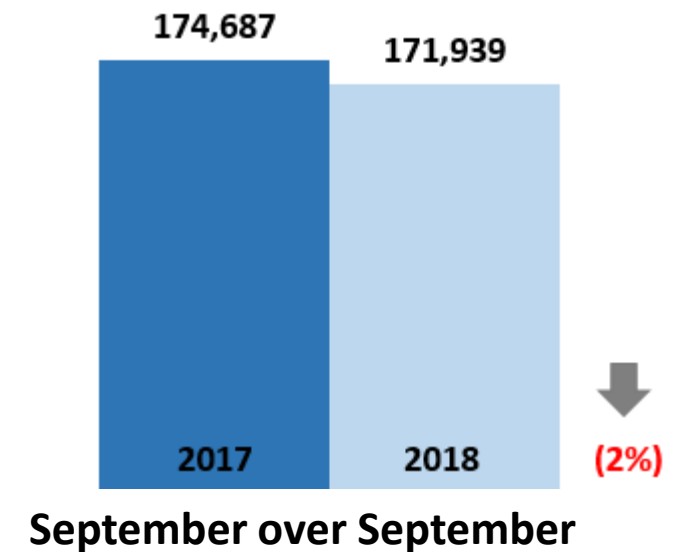
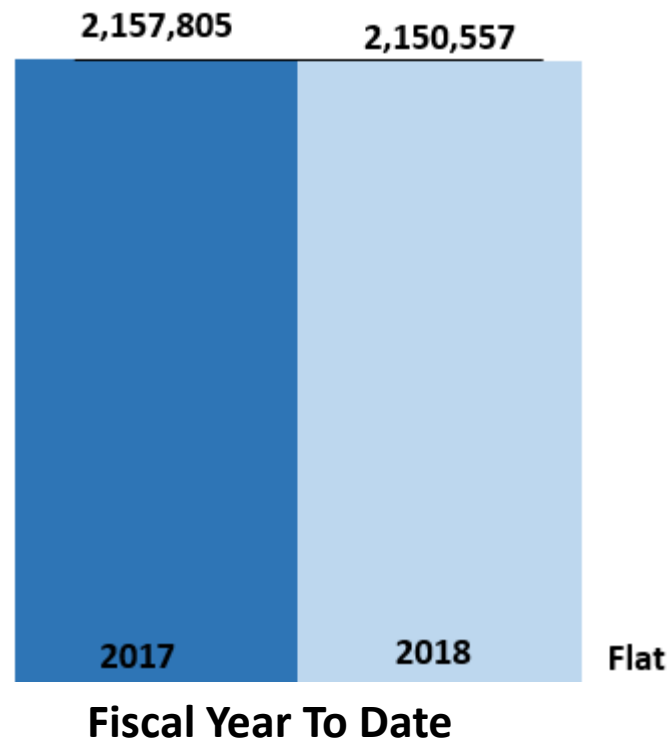
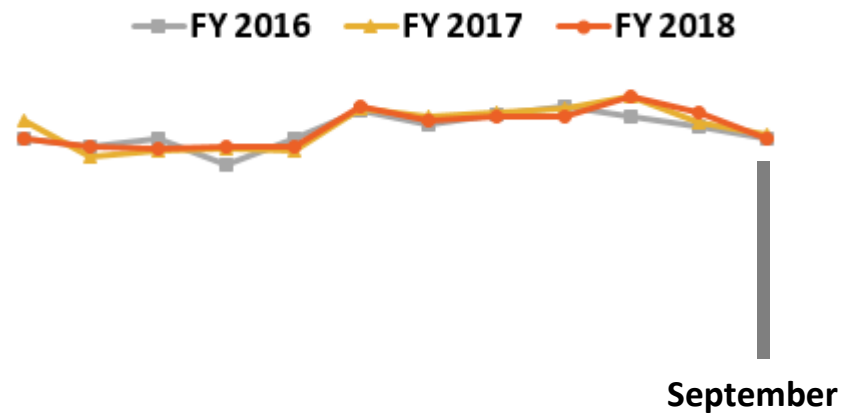


Fiscal Year To Date

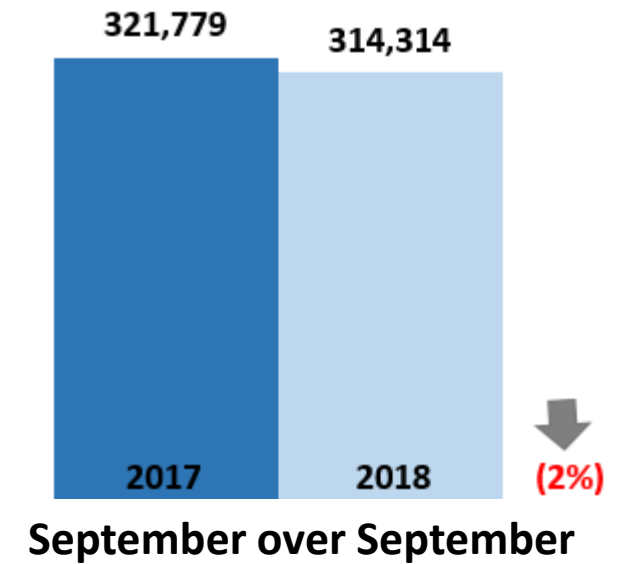
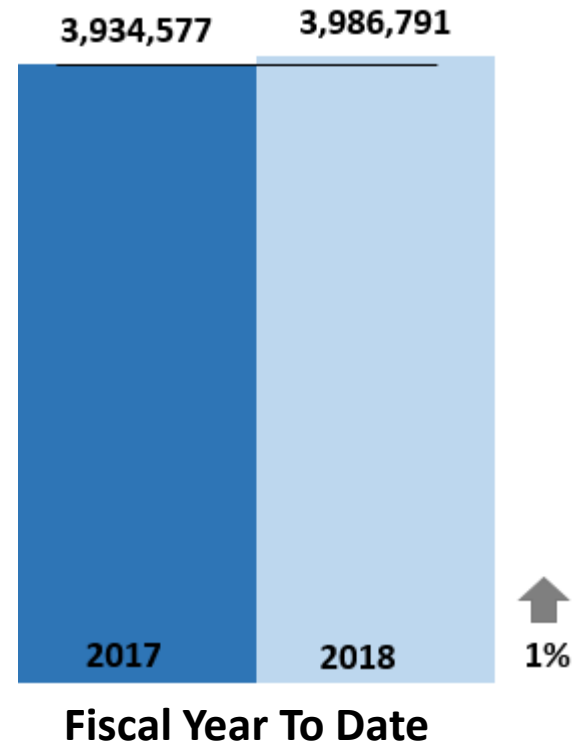
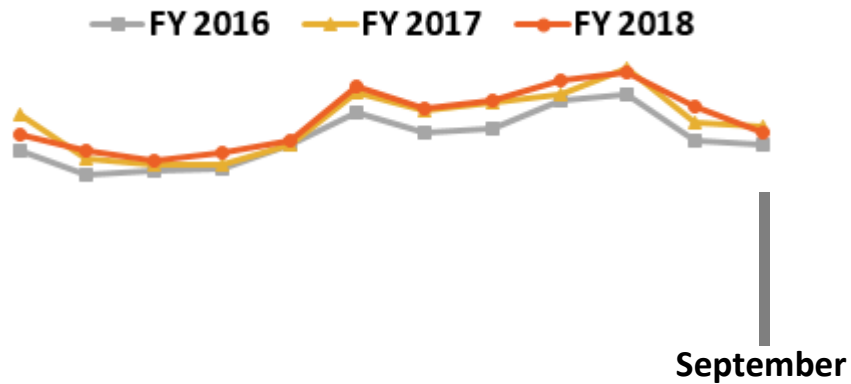


September over September

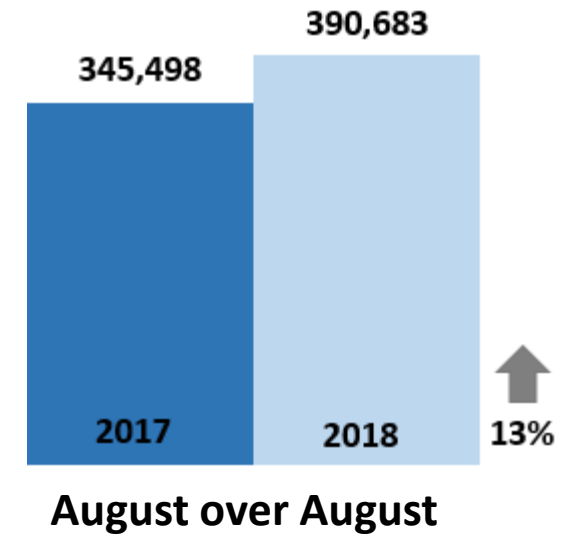
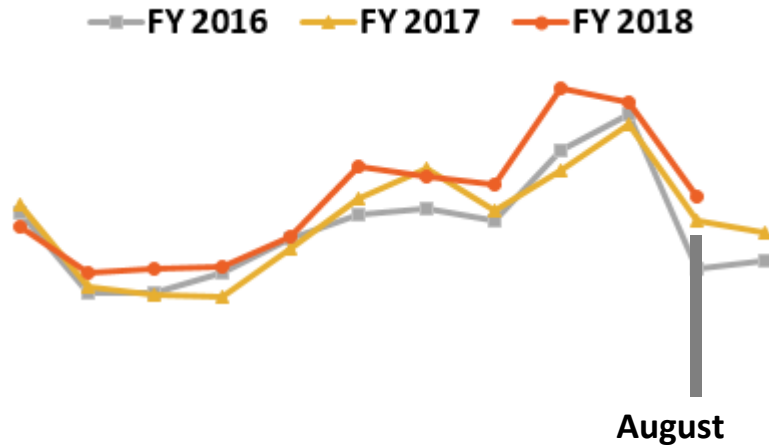
Casino Rooms Sold



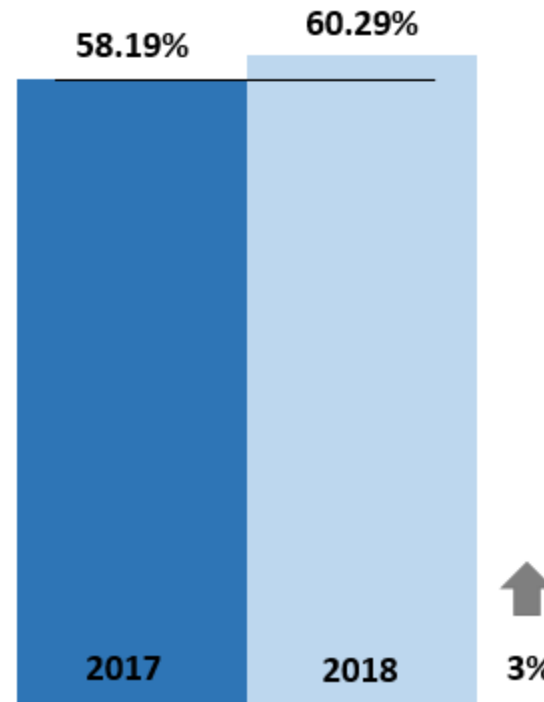
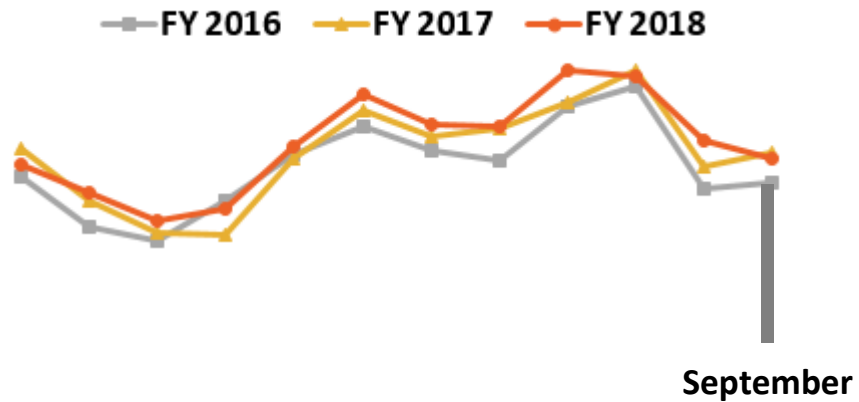
All Rooms Sold



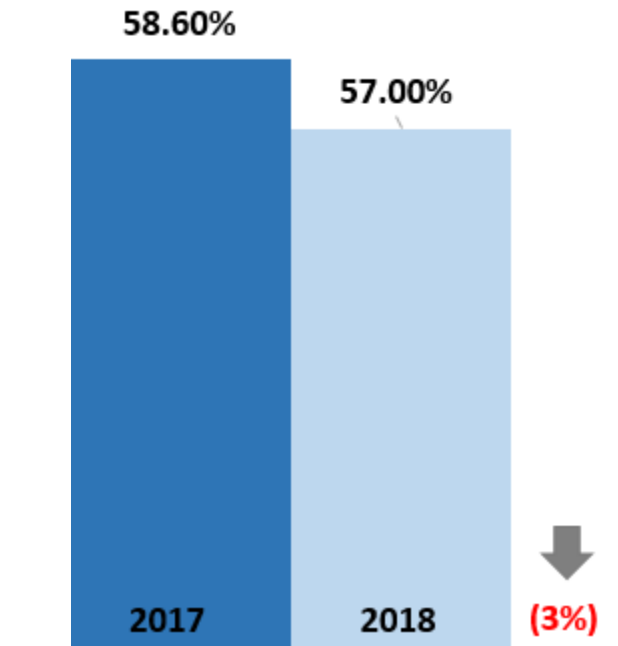
Occupancy Tax Receipts



Non-Casino Occupancy

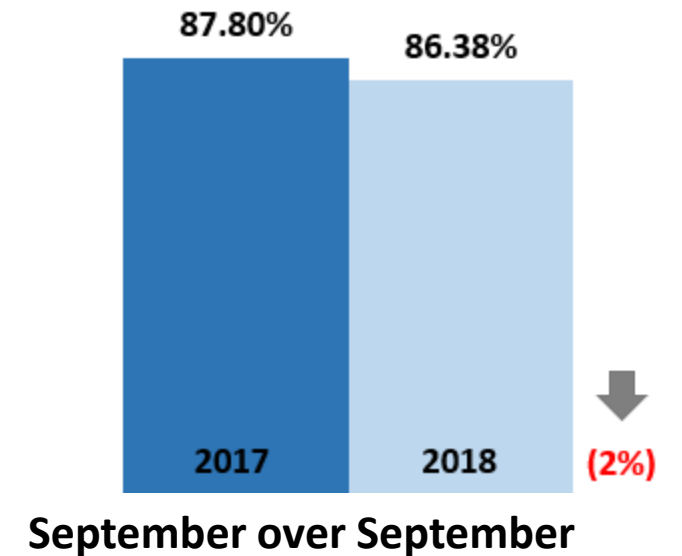
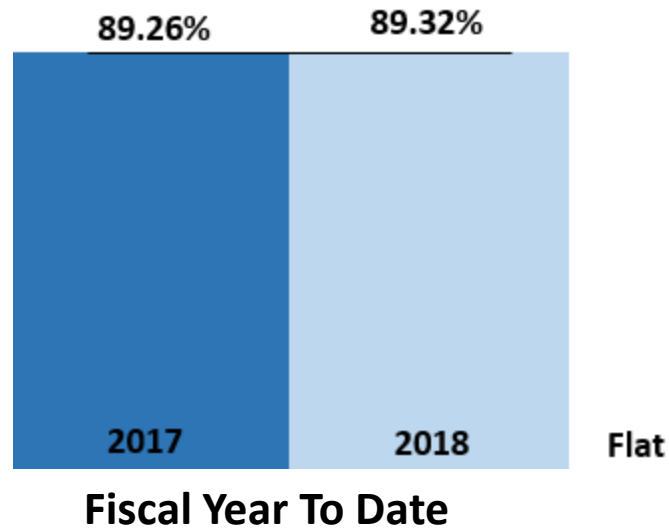
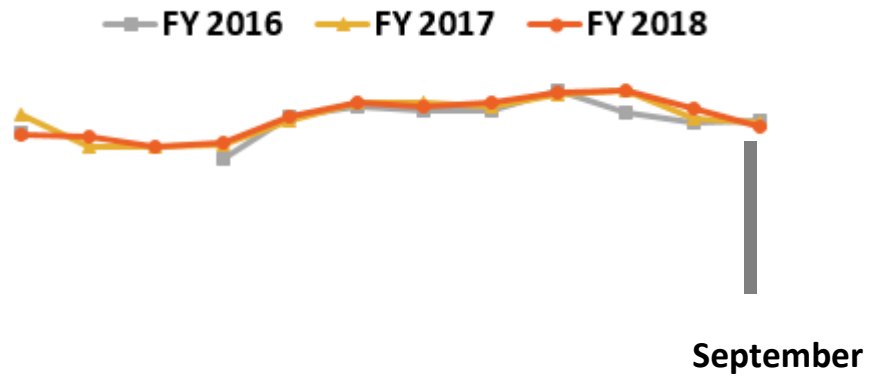


Fiscal Year To Date

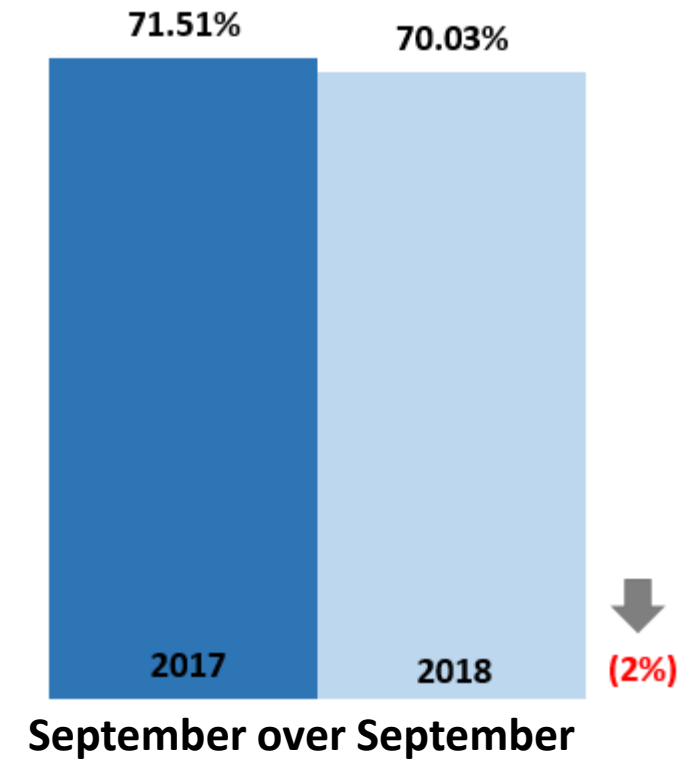
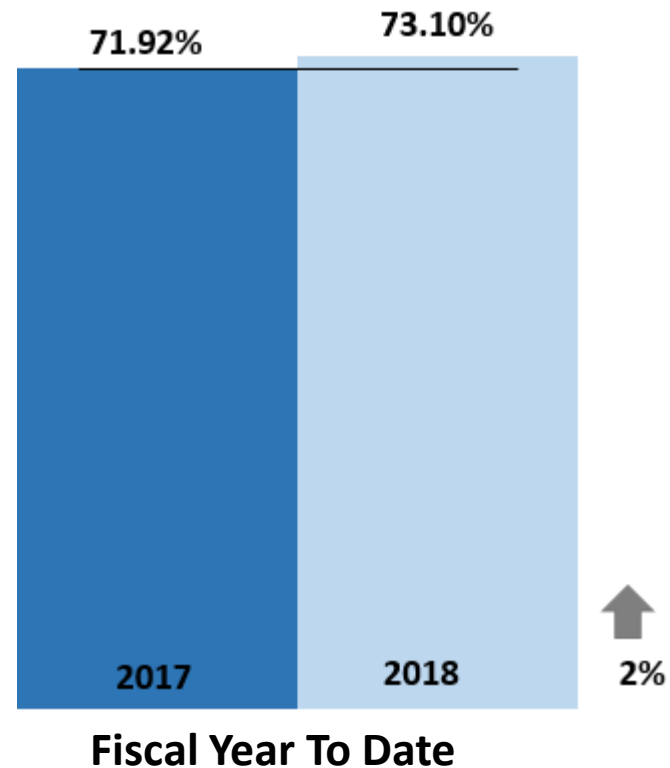
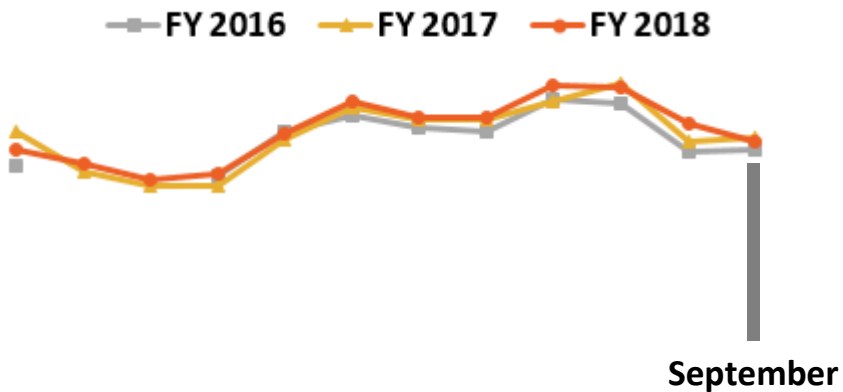


September over September

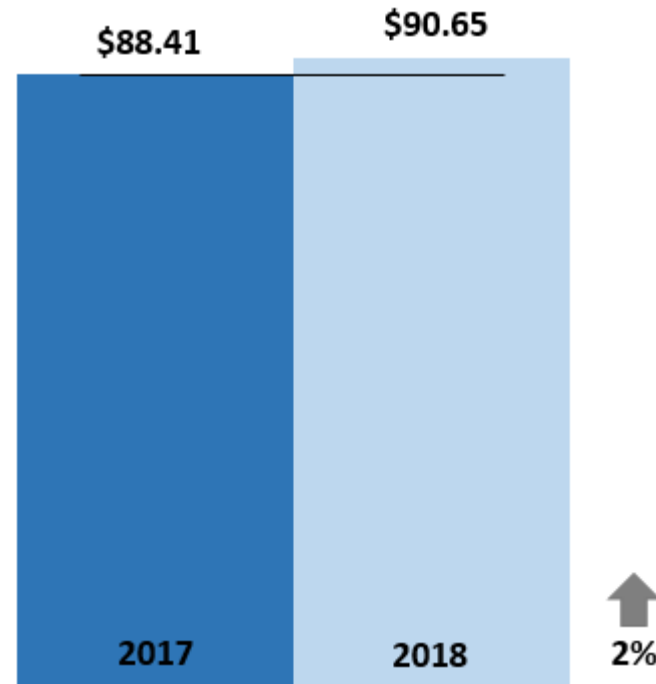
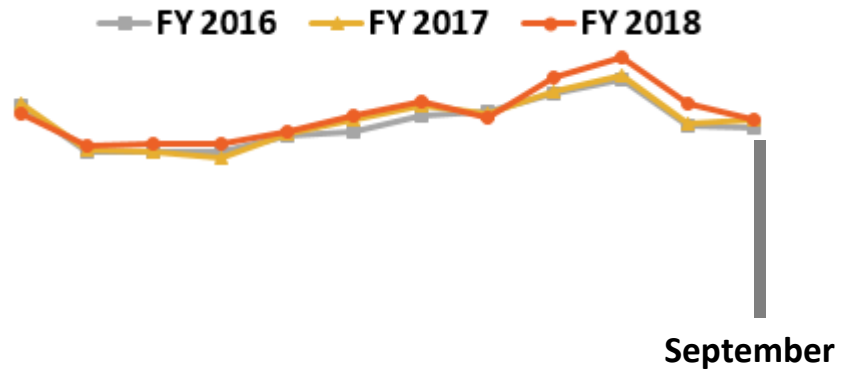
Casino Occupancy



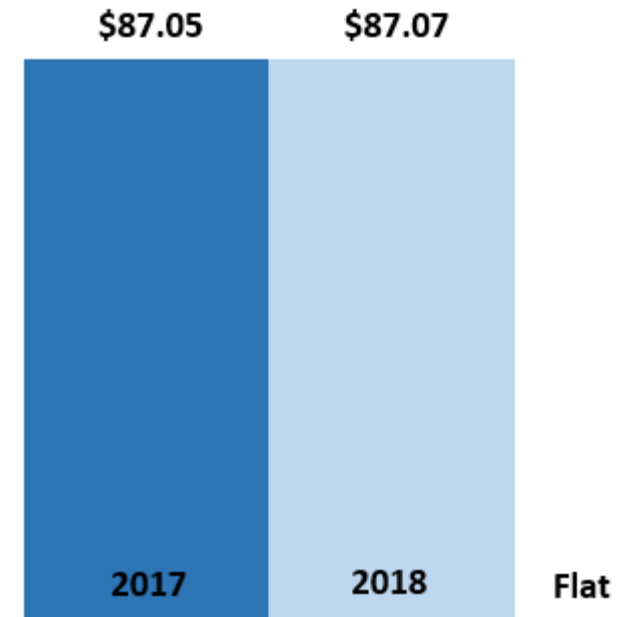
All Occupancy



Non-Casino ADR

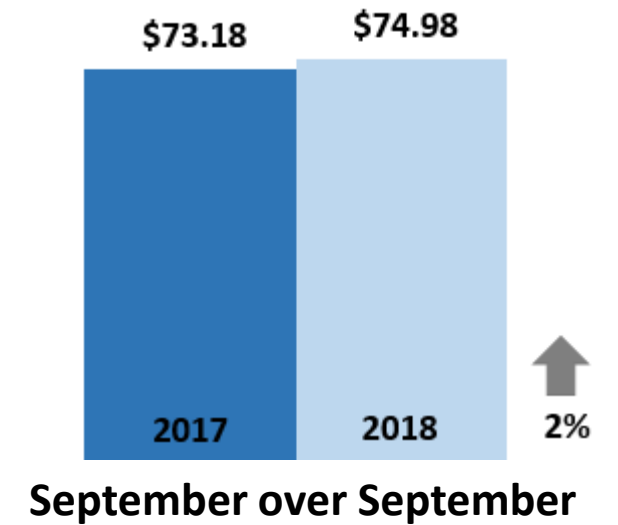
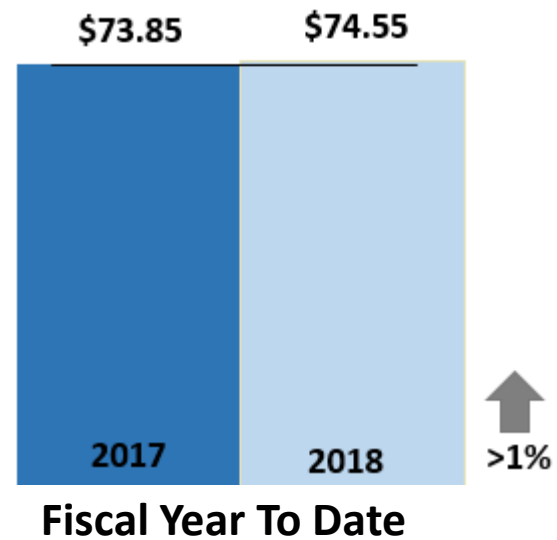
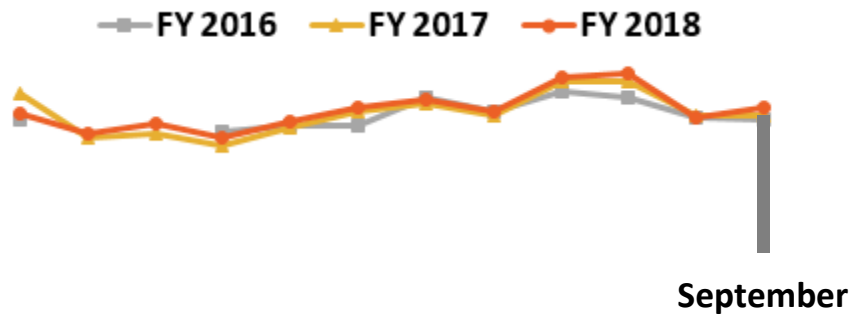


Fiscal Year To Date

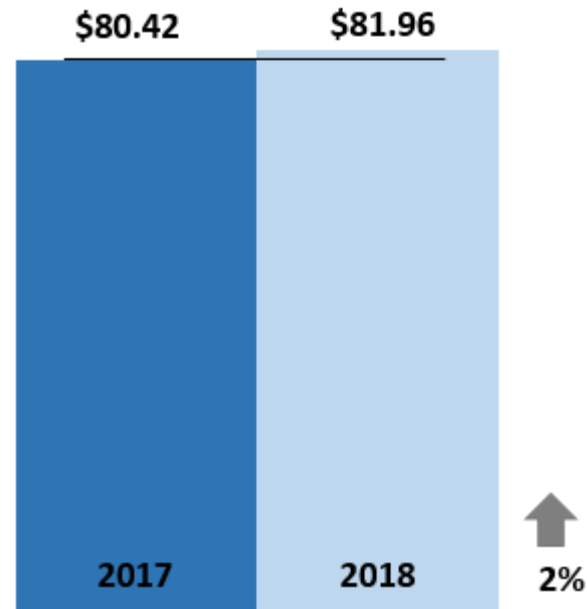
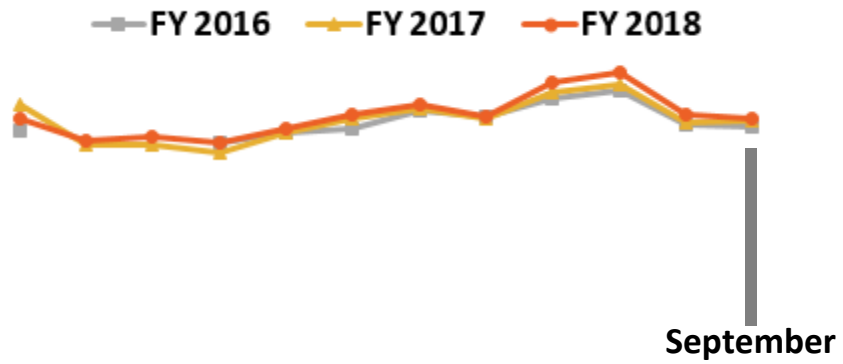


September over September

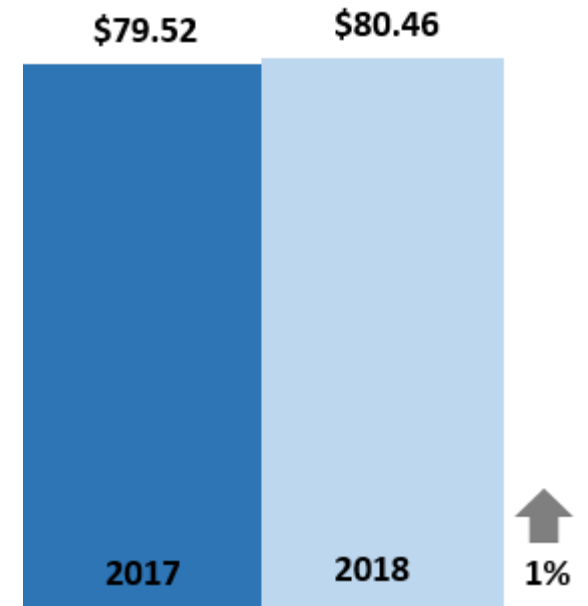
Casino ADR



All ADR

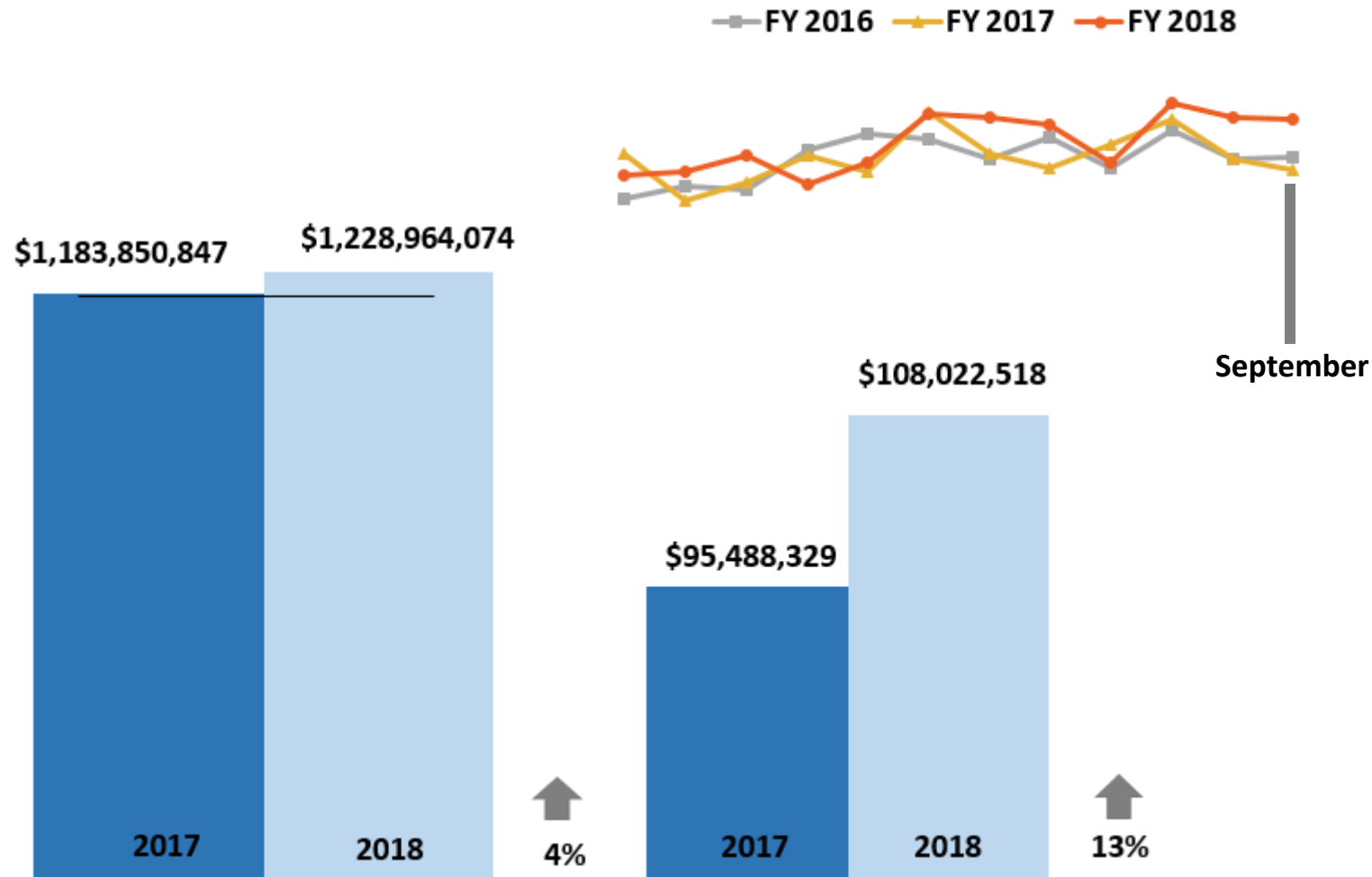


Fiscal Year To Date

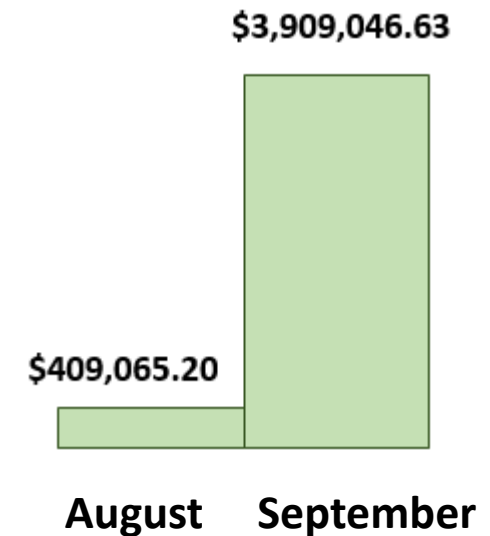


September over September

Gaming Revenue

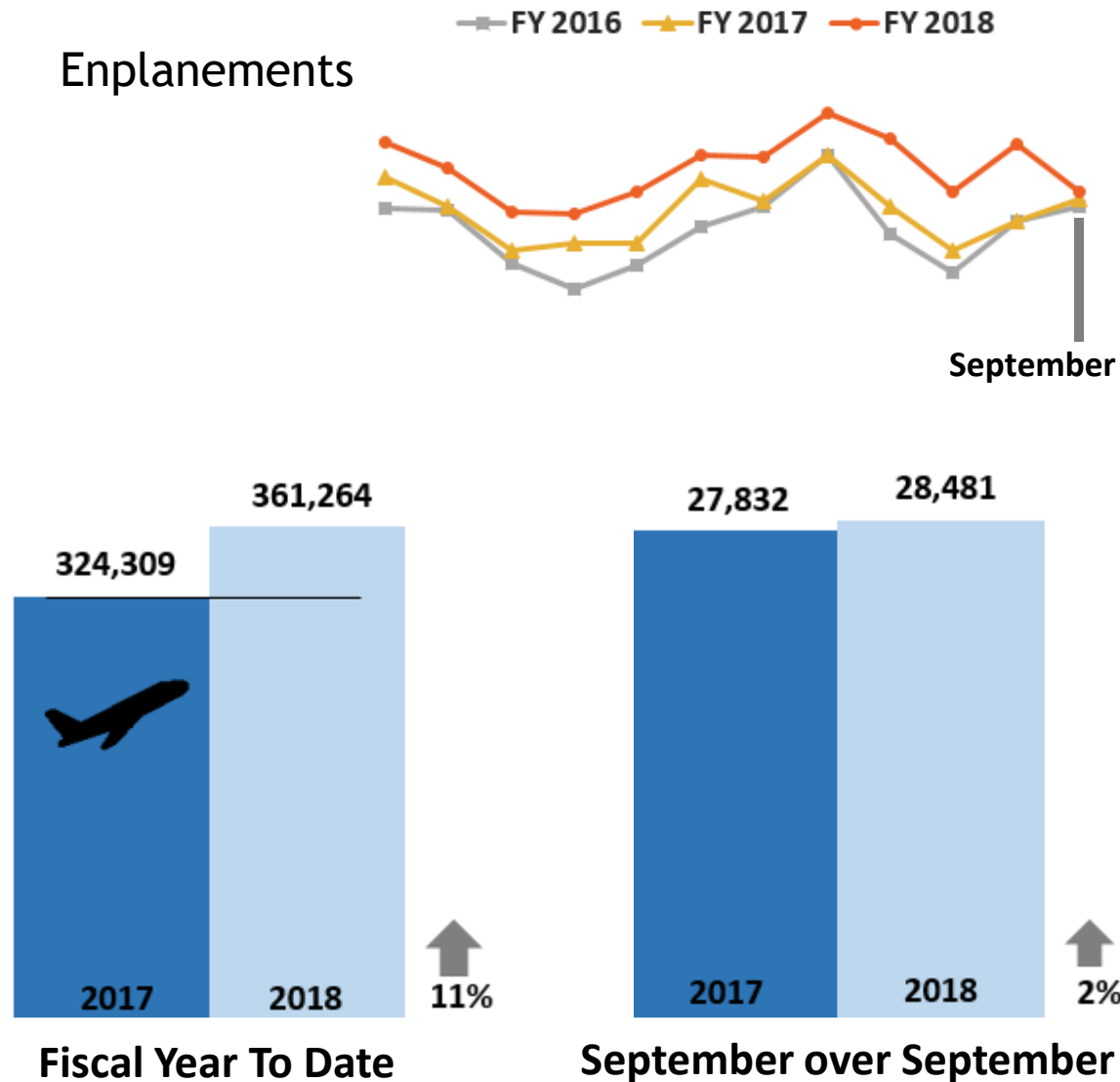


Sports Betting Revenue

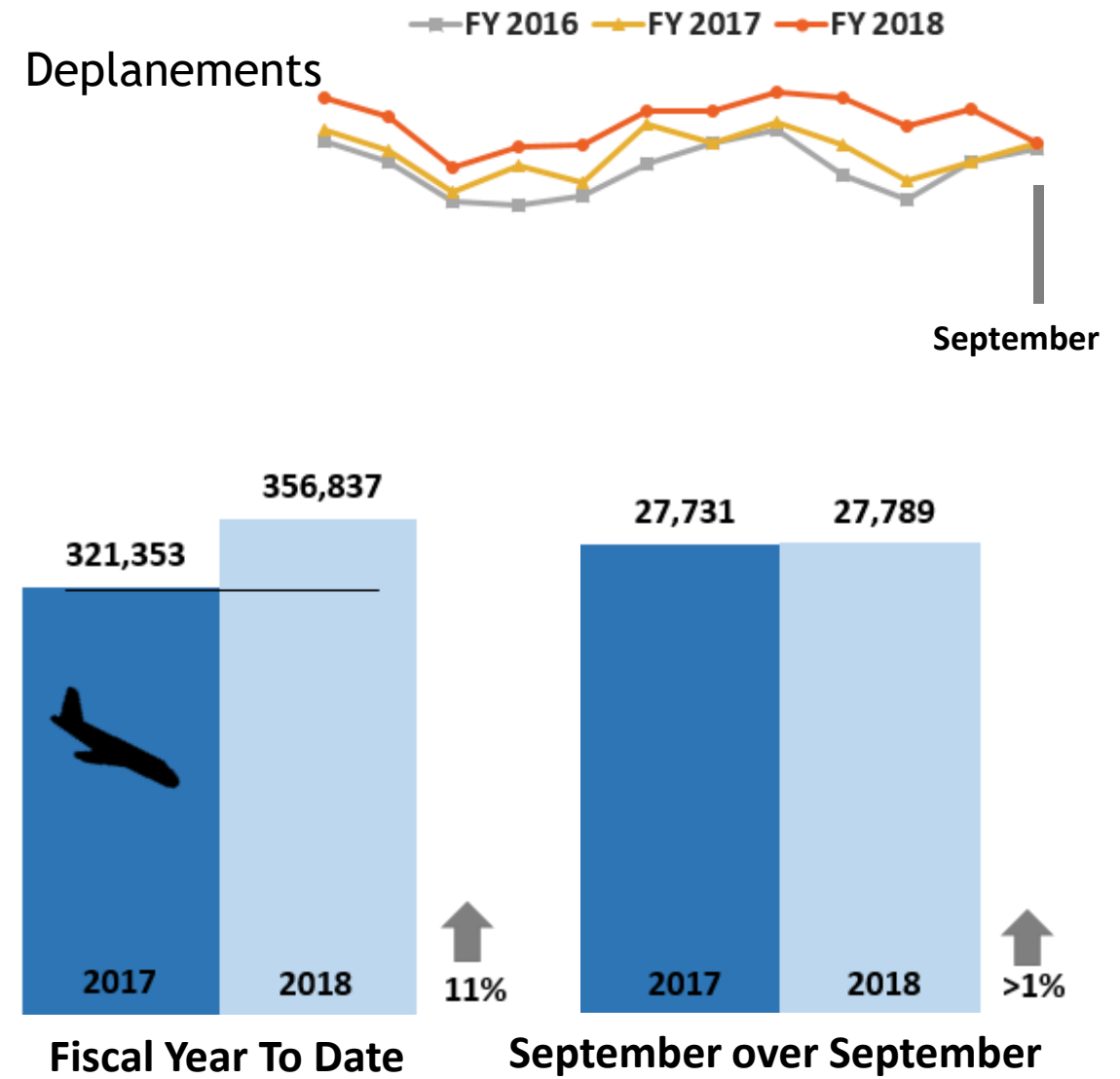


Airport

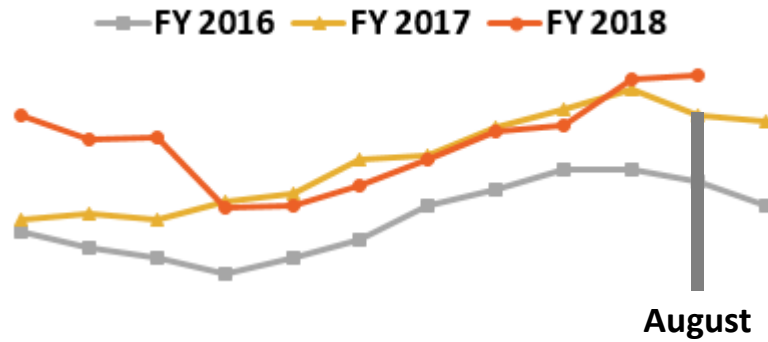
Enplanements



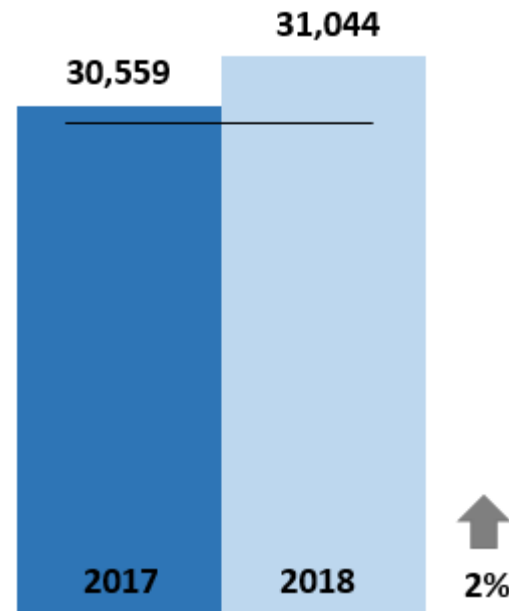
Deplanements



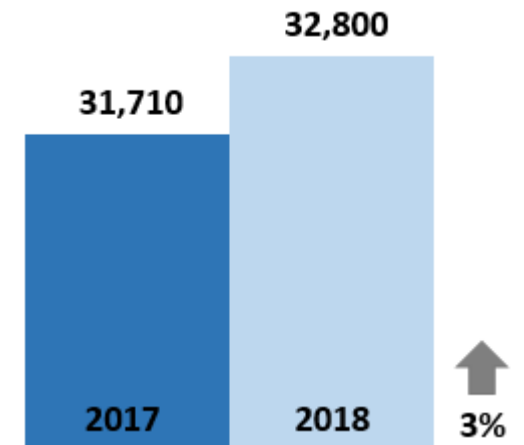
Leisure & Hospitality Jobs



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



Fiscal Year To Date

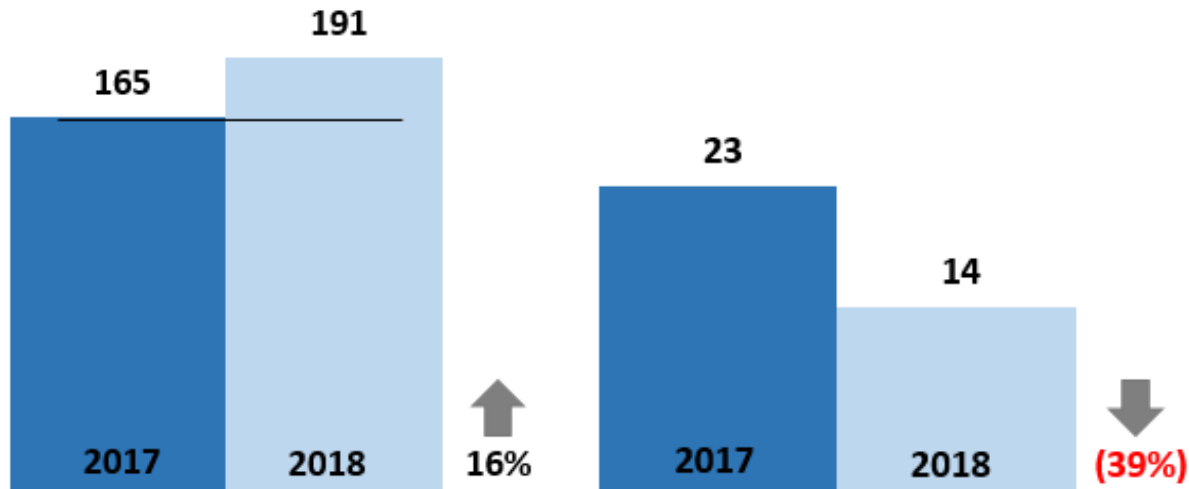
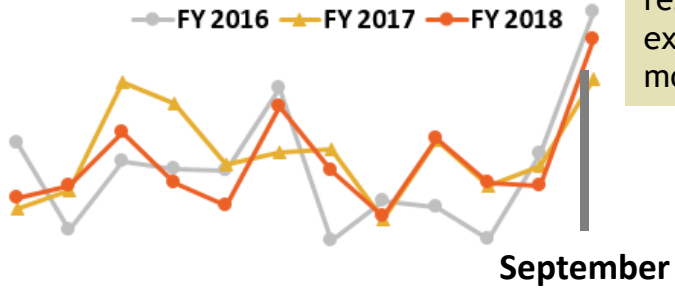


August over August

Definite Bookings

Bookings

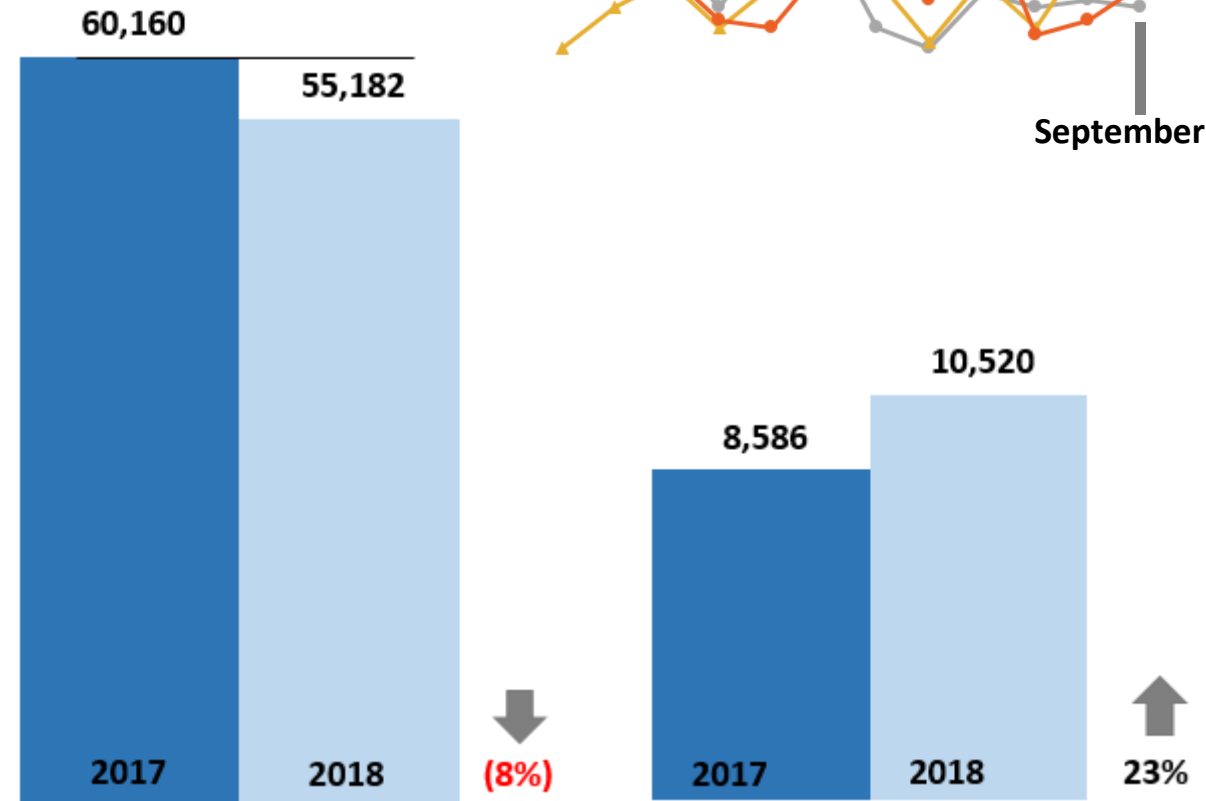
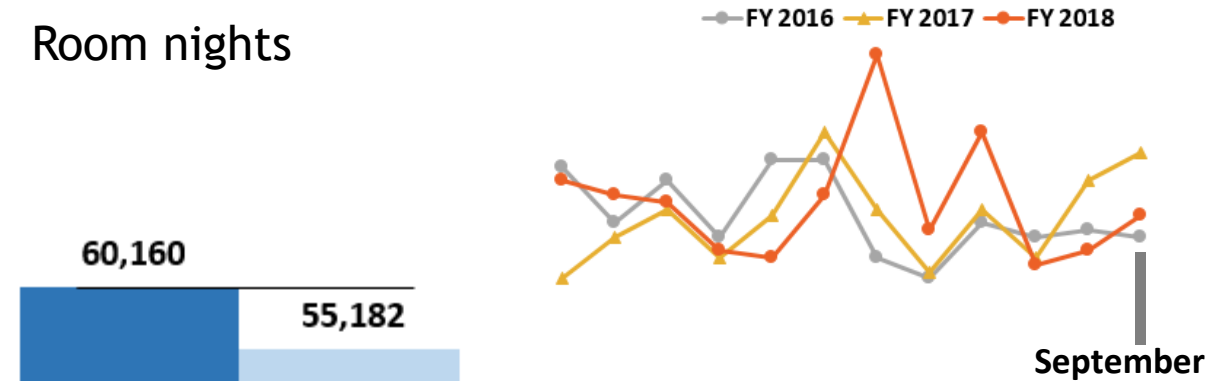
Although number of bookings were down for the month, FY18 exceed FY17 resulting in staff meeting and exceeding room night goal for the month and fiscal year.



Fiscal Year To Date

September over September

Room nights



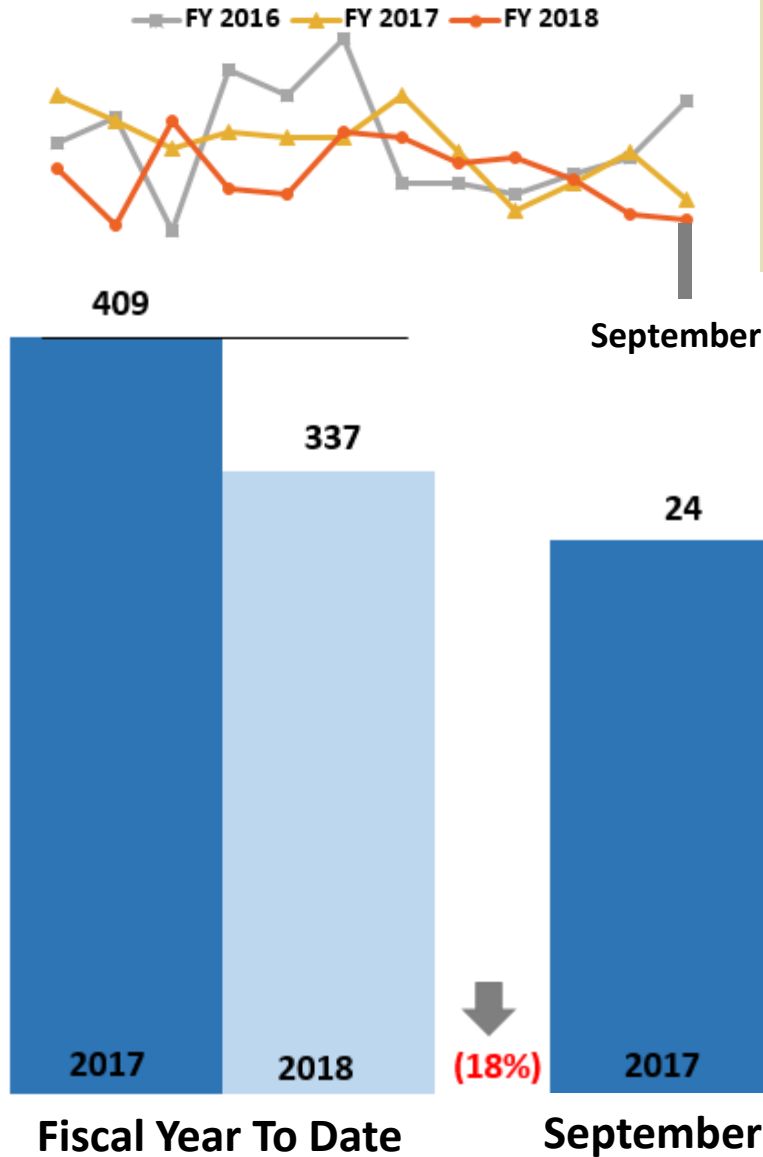
Fiscal Year To Date

September over September

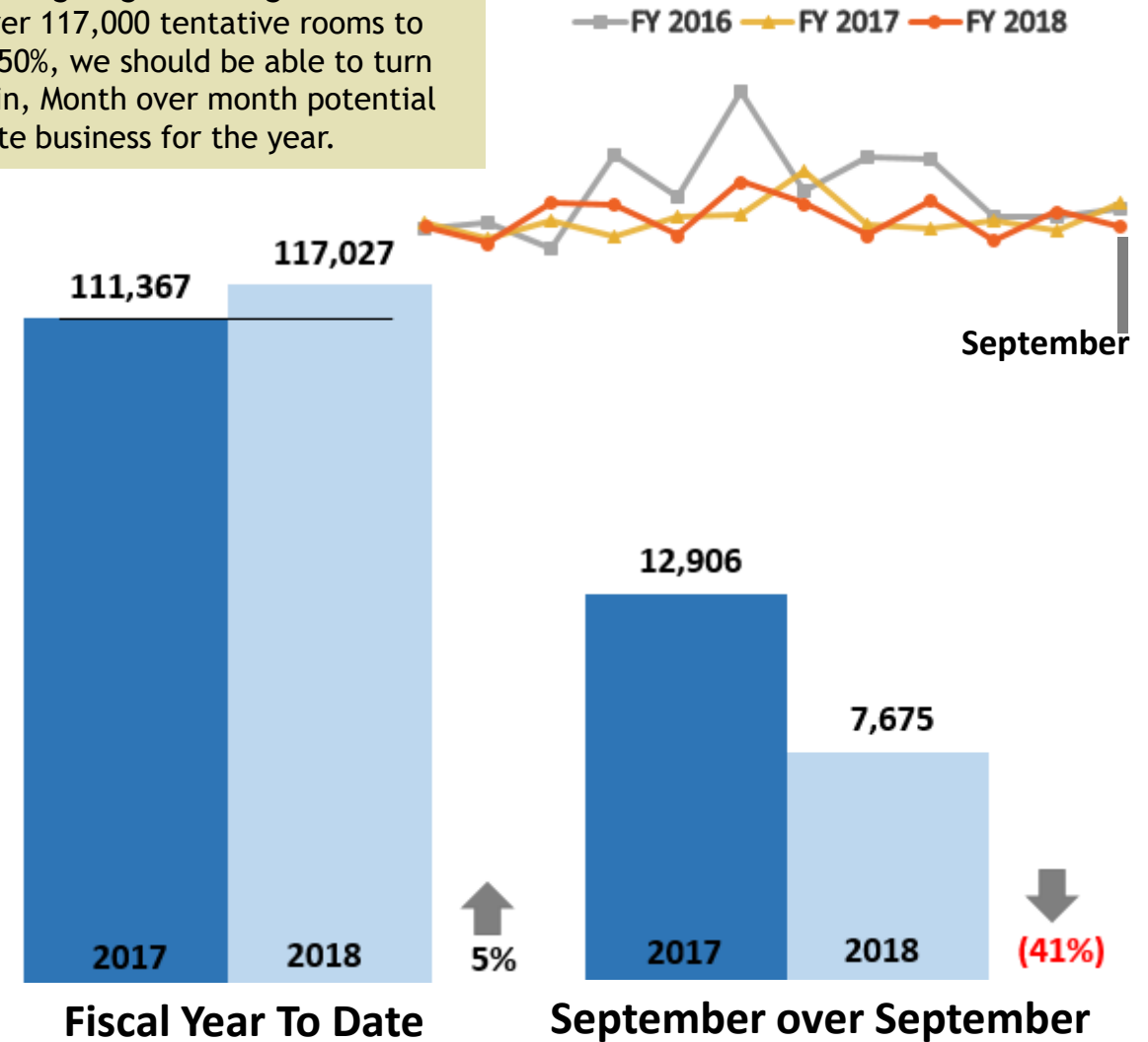
Leads Issued

FY 2018 does not count service requests as leads. FY 2017 there were 76 service requests. (not counting service request, we're actually 4 leads ahead of last year). Month over Month reflects staff's concentrating on closing business.

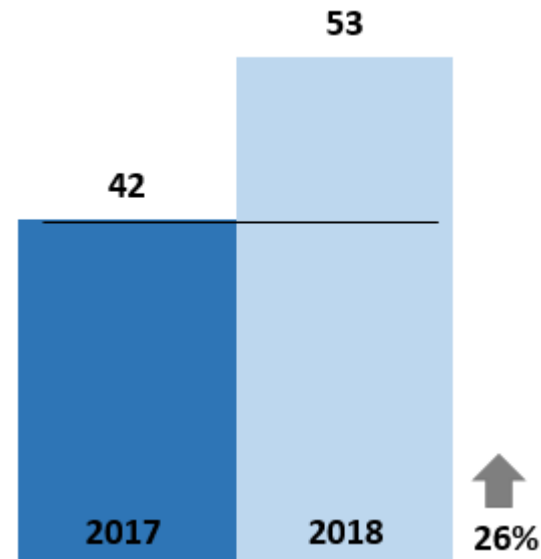
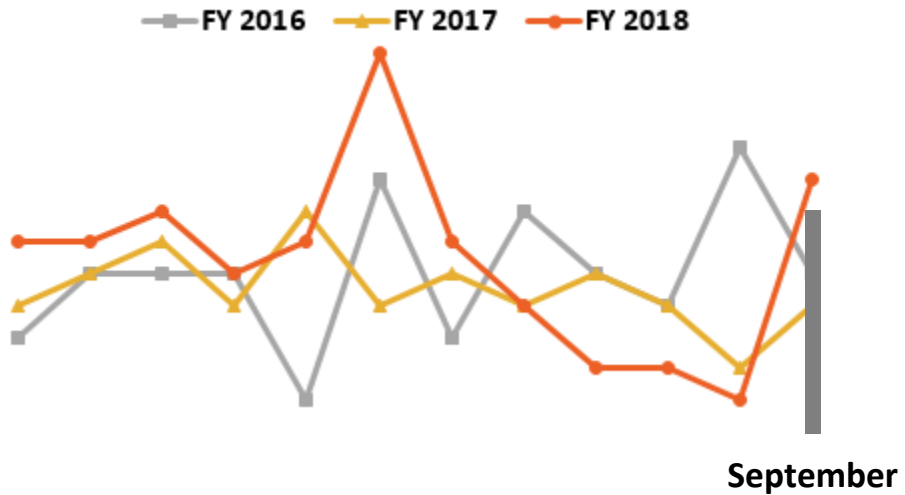
Fiscal year to date Potential Room Nights gives us a great start moving into the new year with over 117,000 tentative rooms to close. With a conversion rate of 50%, we should be able to turn 58,000 rooms nights in FY19. Again, Month over month potential room nights reflect closing definite business for the year.



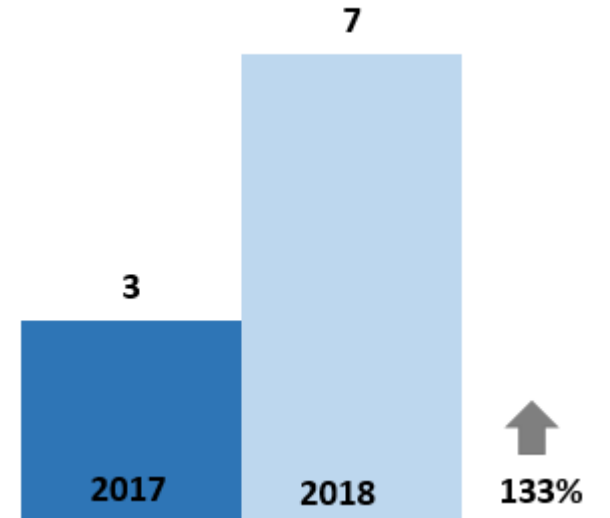
Potential Room Nights



Convention Center Leads



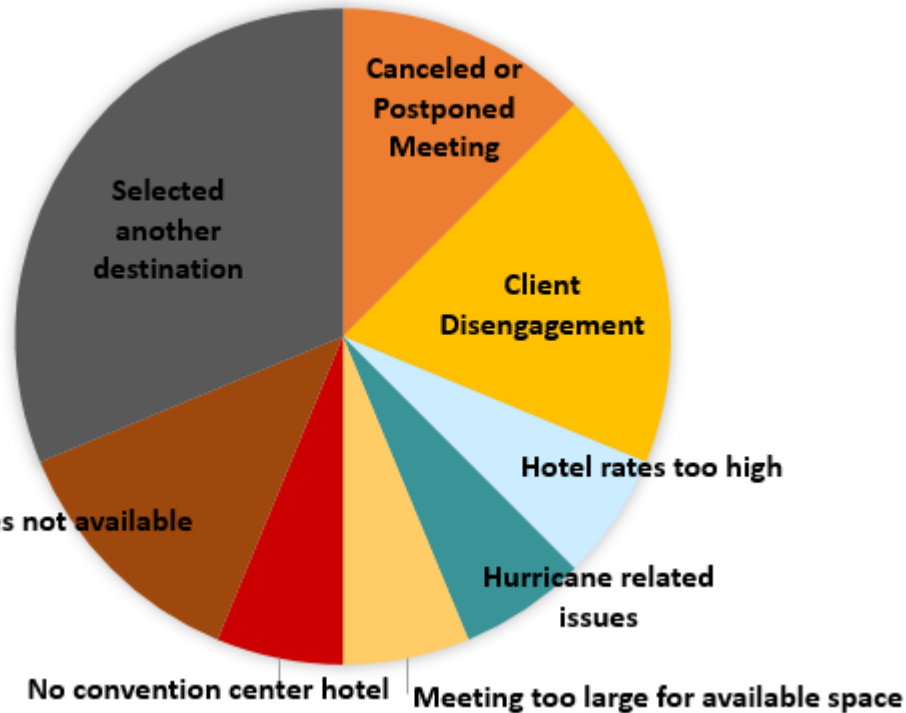
Fiscal Year To Date



September over September

Lost Business

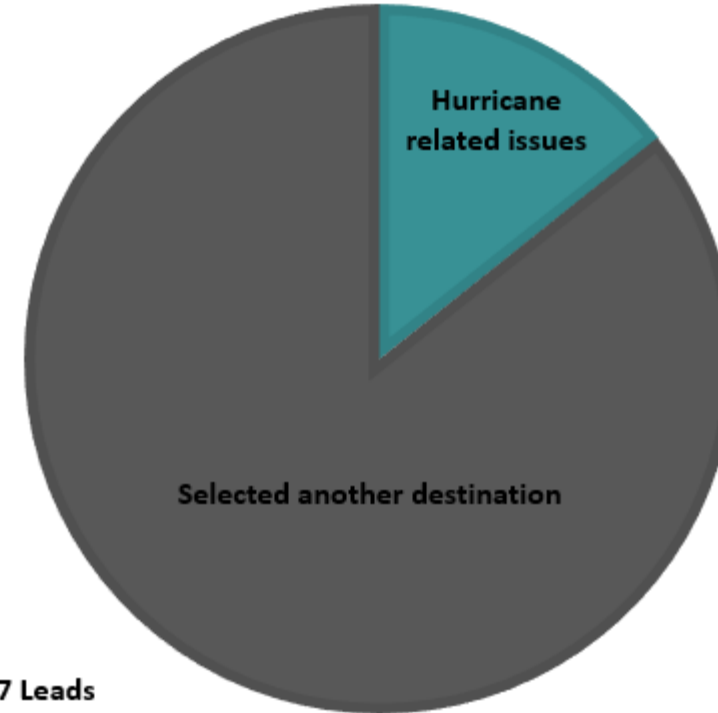
September
2017



Other Cities Selected:

Pittsburgh, PA
Savannah, GA (2)
Washington DC or FL
West Coast

September
2018



Other Cities Selected:

Destin, FL
Lake Charles, LA
Memphis, TN
Natchez, MS
New Orleans, LA
Ridgeland, MS

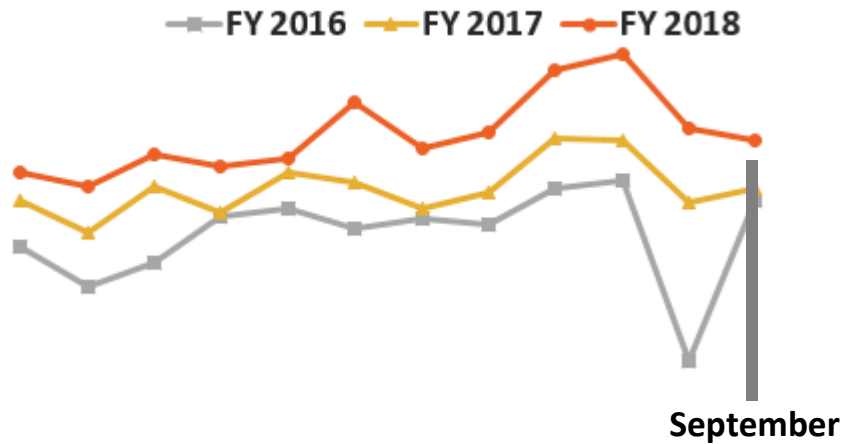
Pace Report



Pace Report - Pipeline

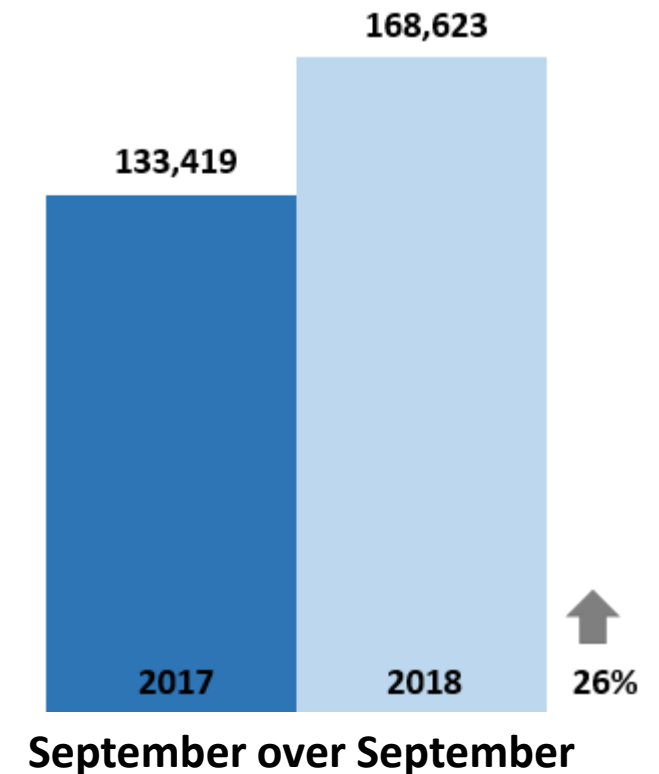
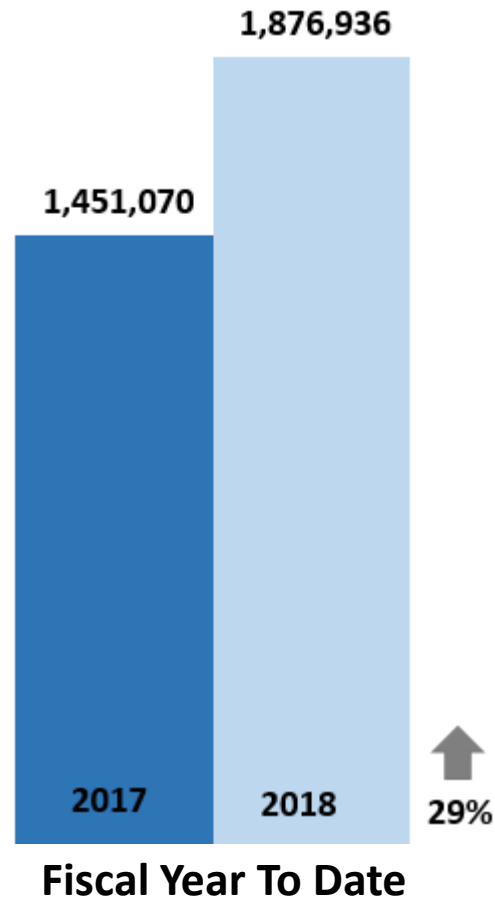


Google Analytics - Users (Formerly Unique Visits)

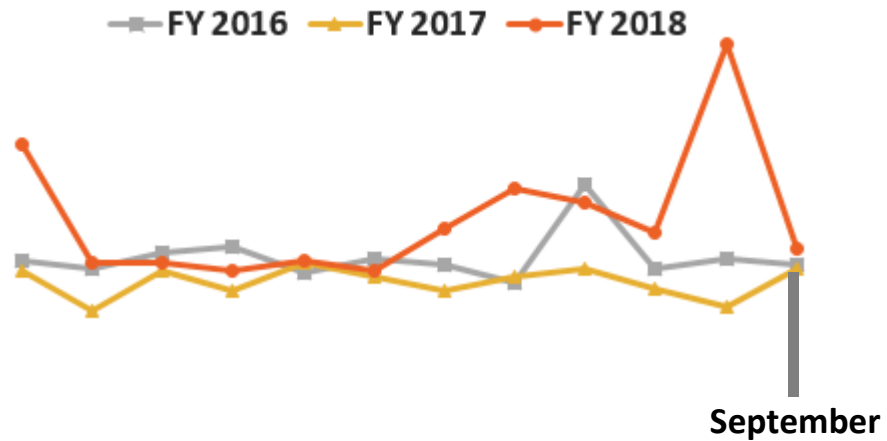


In an ever changing effort to report accurate unique visitors Google Analytics has changed their algorithm resulting in a difference in Unique Users (now Users) from last year.

- Nearly 33% of page visits were related to events. Events are consistently the top source of search traffic.



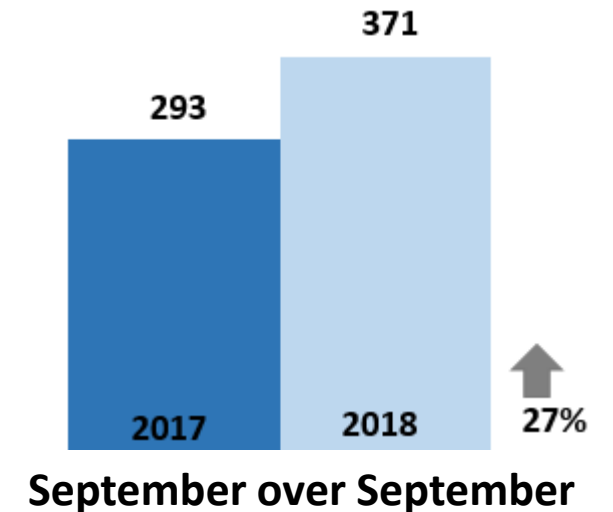
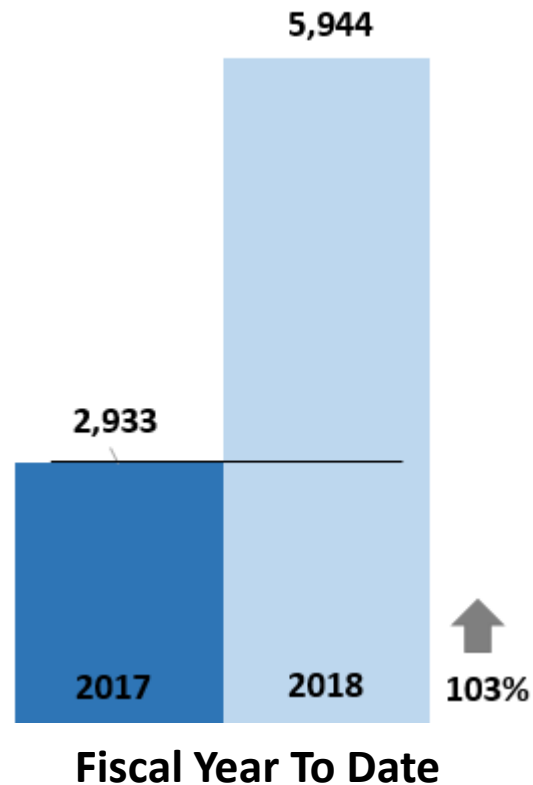
Number of Articles



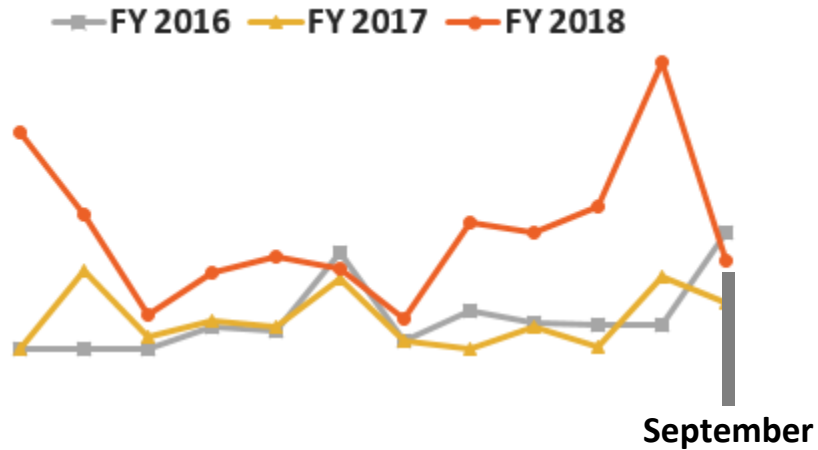
*October increase due to Hurricane Nate Coverage

Content Drivers:

- Weather (TS Gordon)
- Politics
- Sports Betting
- Development



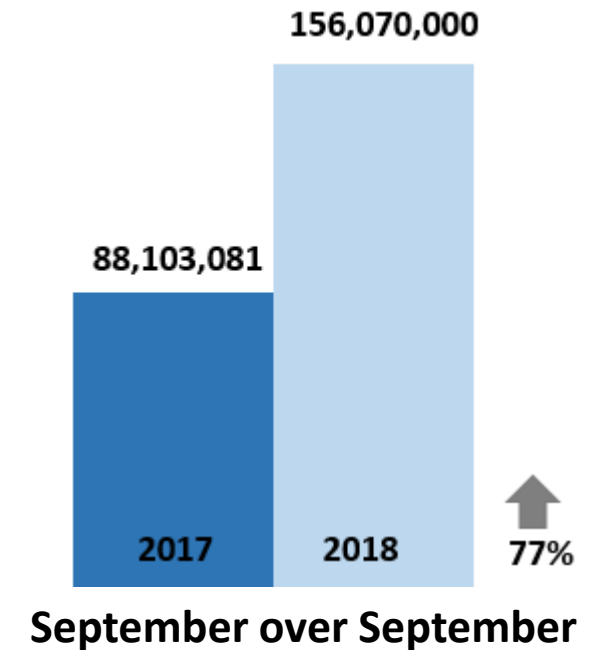
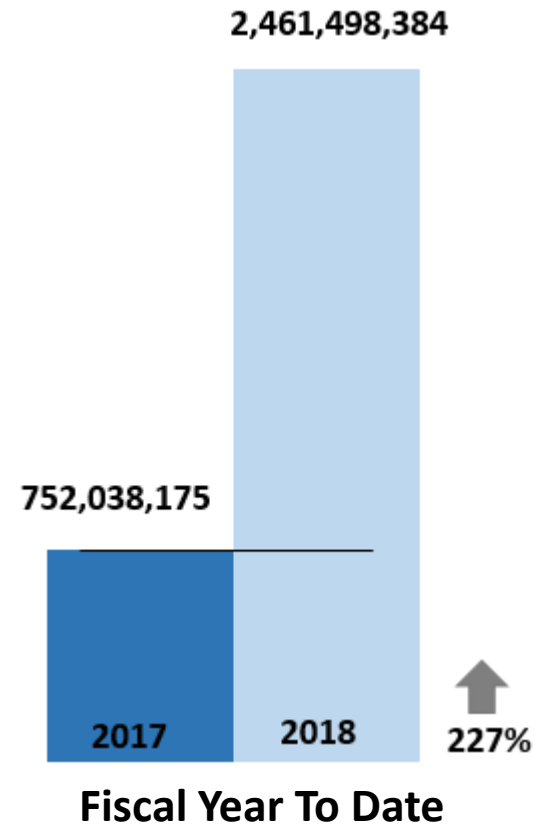
Impressions



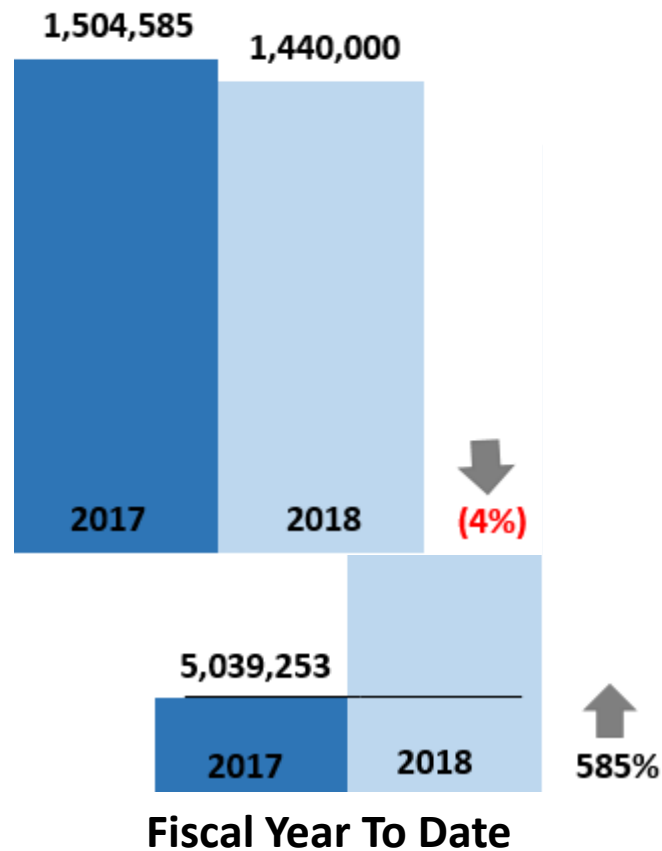
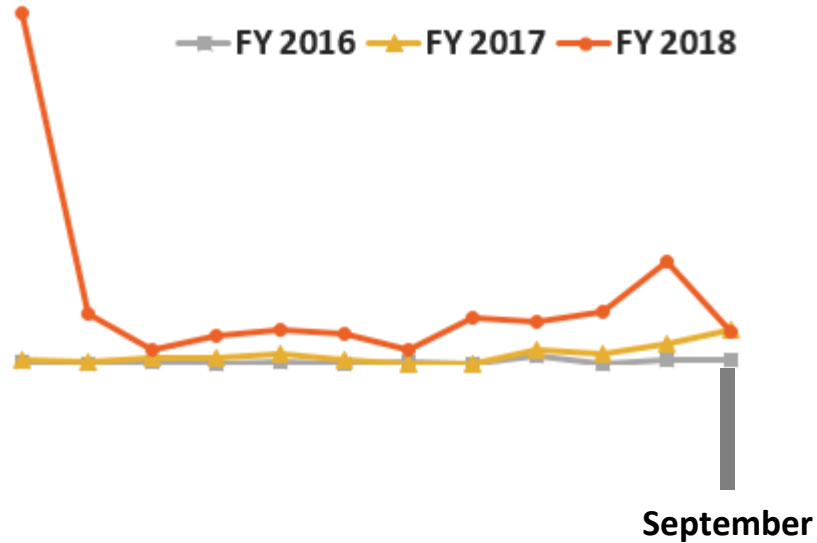
*October increase due to Hurricane Nate Coverage

Major Outlet Drivers:

- US News & World Report - 14.0 M
- Yahoo!Sports - 12.7 M
- Sports Illustrated - 5.04 M
- Att.com - 2.01 M
- WeddingWire.com - 1.18 M
- NOLA.com - 1.08 M
- The News & Observer - 987 K



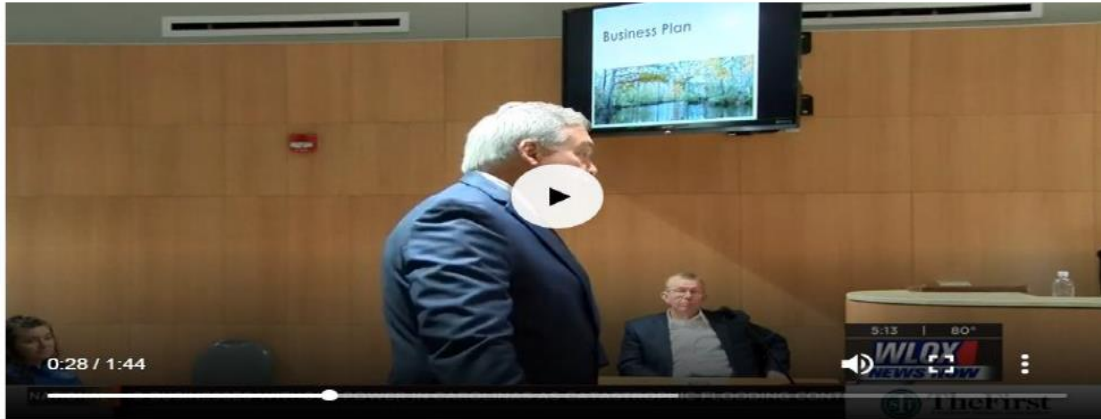
Advertising Value Equivalency



*October increase due to Hurricane Nate Coverage



'One Coast' tourism push continues in Jackson County



JACKSON COUNTY, MS (WLOX) - A new look at how the effort to market the entire Mississippi coast as one tourist destination is coming along.

The CEO of Visit Mississippi Gulf Coast hit the road to address the Jackson County board of supervisors. No doubt, Jackson County offers a lot for prospective visitors, from the Round Island lighthouse to Buffett Beach.

Three years into the plan to market the 80-mile long coastline, Milton Segarra also says the county is contributing in even bigger ways. "In room tax collections, we grew 12 percent. Jackson County itself grew 20 percent, which was the county that grew the most in terms of room collections in the previous year," Segarra explained.

The commitment to Jackson County has not gone unnoticed by supervisors, including Troy Ross. "I believe it's working in the direction, what our desire was when we first set up. I think we need to continue to improve and get better at it," he said.

Carla Todd, director of the county's Chamber of Commerce, said the biggest challenge will be getting the word out. She explained, "There are so many things that the average person does not know about when they come to the Mississippi Gulf Coast. We have a lot to offer, not only for the adults, but entire families."

Looking back on Tropical Storm Gordon and lessons learned



GULFPORT, MS (WLOX) - Tropical storm Gordon has come and gone, leaving very little impact on the Mississippi coast.

The storm veered to the east just before coming ashore last night, sparing the coast much of his wind and rain. At a press briefing earlier today, state emergency officials stressed that each storm must be taken seriously.

It cost the state nearly \$250,000 to put people and equipment in place in case Gordon did significant damage. It didn't, but spending the money was the right thing to do.

MEMA director Greg Michel said, "You can't put a price on life. We're going to always respond appropriately. We're not going to take risks and not respond and have what we need here when we need it."

While the coast was spared, our neighbor to the east was not. Mississippi is ready to help. "I have been in touch with Brian Hastings in Alabama. They are working their issues there, of course dealing with the same things we would have dealt here with flooding and power outages. They are working through those elements and we have extended a hand to assist them in the event they need any help," Michel added.

7 Mississippi Gulf Coast Wedding Venues for A Southern Affair

Getting married in the Magnolia State and looking for a spot that oozes Southern romance? Check out these gorgeous Mississippi Gulf Coast wedding venues.



- The Henry Smith House**
Located in Pica...
Magnolia Hall at Florence Gardens
- Lynn Meadows Discovery Center**
- Oak Crest Mansion Inn**
Oak Crest Mansion Inn is one of the most stunning Mississippi Gulf Coast wedding venues because of the
- Gulf Coast Event Center**
One of the newer Mississippi Gulf Coast wedding venues, Gulf Coast Event Center is a great place for
- Courtyard Marriott Gulfport Beachfront**
- Kroc Center Mississippi Coast**
Featuring soaring ceilings, a charming chapel, and a killer reception hall, The Kroc Center Mississippi Coast is a must-see for Coast couples. The Kroc Center is perfect for couples hoping to evoke a classic wedding style, since the reception hall is an ideal place for a formal sit-down dinner. The onsite chapel is also a great



ULTIMATE TRAVEL – MISSISSIPPI GULF COAST TRAVEL GUIDE



Here is the Ultimate Guide to family friendly activities along the Gulf Coast including Gulfport, Biloxi, Bay St. Louis, Ocean Springs and Pass Christian. This Mississippi Gulf Coast Travel Guide will help as you visit beaches and attractions on the Gulf Coast.

A HUGE thank you to [Hancock Whitney](#) and [Visit Mississippi Gulf Coast](#) for hosting our amazing getaway weekend full of exciting and fun travels.

This past weekend my husband and I had the perfect getaway while visiting the Mississippi Gulf Coast. There are so many quaint towns, quaint breakfast nooks, great coffee shops, awesome museums and attractions to keep you busy for days!

I'm here just to tell you our experience and our highest recommendations keeping in mind it is all family friendly and fun not to mention relaxing.

SWIRLED

The Best Southern U.S. City For Your Next Weekend Trip

The South is chock full of gems, y'all. We're talking about the cities that stay warm a little longer, where the locals have a dramatic drawl in their accents, and where the architecture will blow you away with its charm. And did we mention the food? While the region can seem a bit intimidating with its breadth and variety, we have some ideas on which city is right for you. Start with a weekend and then move on to the next one.

For Small-Town Fans: Bay St. Louis, Mississippi



Right on the Gulf of Mexico and not far from New Orleans, you'll find this town of 10,000 people. It's a quirky little spot — and resilient, having recovered from Hurricane Katrina — with a restaurant-filled Main Street, art gallery, antique shops and community theater. What more do you need out of a small town? A beach? They have that, too. Try the Mockingbird Cafe on your way to the sand.

The BITTER SOUTHERNER

THE MANY VOYAGES OF WALTER ANDERSON

To his small group of devoted followers, Walter Anderson is the greatest genius of Southern art. His watercolors were often inspired by his deep kinship with the natural world. But that connection came at a cost.

In the Gulf of Mexico, five miles off the Mississippi coast, is a line of sand and trees and swamps known as Horn Island. Among its many virtues is its ever-changing light: the sky might be a harsh blaze at midday, then soft and wavering near sunset, until a moody blue arrives upon moonrise.

The painter Walter Anderson was drawn by that light. Wearing a battered old fedora, he rowed across the Mississippi Sound, then lugged his boat onto the island's beach. He camped beneath that boat for weeks, dining on canned soup, crawling through marsh and mud to see that light. It drew him, he once told his wife, like a "physical craving, like hunger or sex, a necessity, a burning." He painted constantly and quickly — watercolors on typing paper, the compositions loose-lined and alive with color.



Blamed in baby's death, weakening Gordon spreads rain inland

DAUPHIN ISLAND, Ala. (AP) — Blamed for the death of a Florida baby and intense wind and rain that pummeled parts of the northern Gulf of Mexico coast, Tropical Depression Gordon weakened Wednesday but still spread bands of heavy rains across a swath of the South as it swirled over central Mississippi.

It promised more of the same on a forecast track expected to take it northeast into Arkansas, which was forecast to get heavy rain from the system by Wednesday night. By Saturday, what's left of the storm was forecast to hook to the north, then northeast on a path toward the Great Lakes. National Weather Service offices in Missouri and Oklahoma said Gordon's remnants could add to the rain caused by a frontal boundary already causing heavy rains in parts of the Midwest. Flash flood watches stretched from the Florida panhandle, through parts of southwest Alabama, Mississippi, Arkansas, Oklahoma, Kansas, Iowa and Illinois.

Gordon never reached hurricane strength by the time it came ashore Tuesday night just west of the

Mississippi. "We are happy to report that hotels, casinos, attractions and restaurants have resumed business as usual," Milton Segarra, CEO of the tourism organization Visit Mississippi Gulf Coast, said in a Wednesday news release.

"It was fine, just like a thunderstorm," said Pascagoula resident Trey Casey, who had been given the day off from work in anticipation of more serious damage.

"This is the price you pay to look at this beautiful water and enjoy the coast," Pascagoula resident Richard Whitlock said as he raked leaves and branches from his yard overlooking the Gulf.



Special Report: Hurricane Season Updates Hospitality Steps up

This week, Milton Segarra, CEO of [Visit Mississippi Gulf Coast](#), was among those who weathered the torrent of Tropical Storm Gordon. "As a Gulf Coast destination that welcomes over 13 million visitors a year, the Mississippi Gulf Coast maintains a high level of advance preparedness for storms and a commitment to quickly resume operations as soon as possible. Without the hard work and dedication of our exceptional hospitality employees, our destination would not be able to rebound as fast as it has done in the past, in order to start welcoming visitors back to the region."

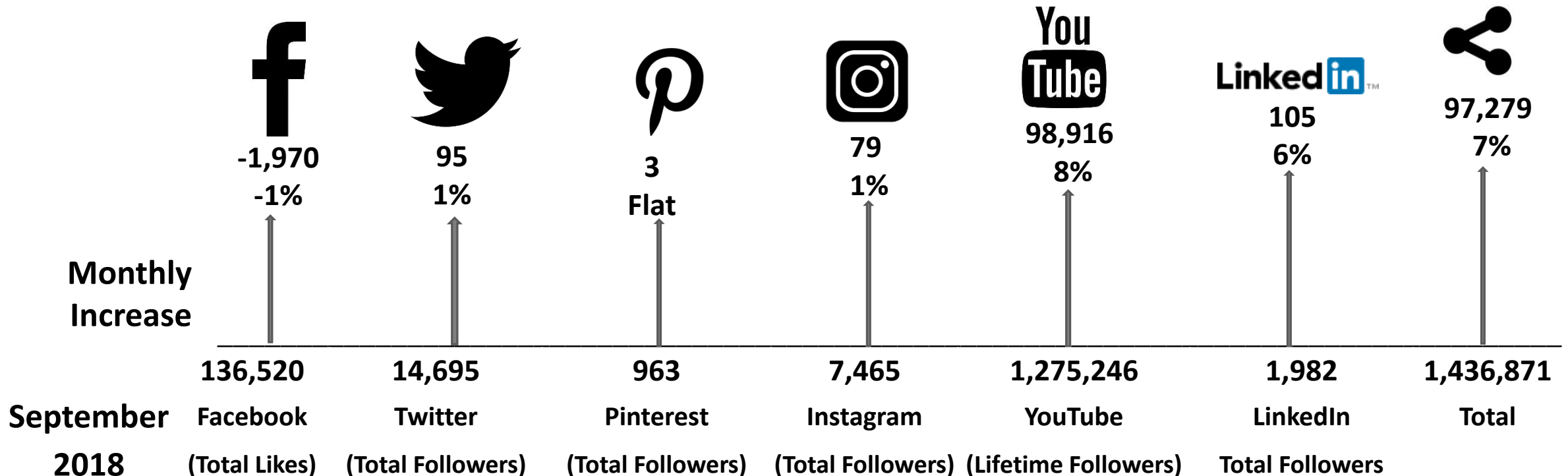
But Segarra was president and CEO of Meet Puerto Rico when Hurricane Irma ravaged that island last year, and thus is uniquely positioned to add, "After a hurricane, the hotel and hospitality industry is relied upon to house those who play a vital role in the rapid recovery of a destination, such as first responders, government officials, FEMA agents, insurance companies, and the media, which in turn helps to keep the economy in motion.

"Furthermore, the people who work in the meetings and hospitality industries have a great responsibility to represent the community and destination as a whole, and a fast, efficient and compassionate response to challenges such as hurricane damage perfectly reflects the community's resilience and capacity to overcome and thrive despite any adversity they may face."

Social Media Metrics


Decrease in FB is a result of the platform disabling over 500 million fake accounts to clean up and fight back against offensive content and abuse.

Running video ads through Google / YouTube



Visit Mississippi Gulf Coast
Published by Sparkloft Media [?] · September 10 at 11:20 AM · 🌐

Fried, chargrilled or raw? 'Ster up your week with the best oysters on the Mississippi Gulf Coast.



GULFCOAST.ORG

Your Guide to the Best Oysters on the Mississippi Gulf Coast
Before you and your friends or family make a trip down to the Mississippi...

53,332
People Reached

5,599
Engagements

1,520
Clicks

Boost Post

Randy Clark, Gerald Brewer and 4.6K others

158 Comments 417 Shares

👍 Like

💬 Comment

➦ Share

👤

Performance for Your Post			
53,332 People Reached			
5,599 Reactions, Comments & Shares			
4,555 👍 Like	4,407 On Post	148 On Shares	
297 ❤️ Love	273 On Post	24 On Shares	
6 😂 Haha	6 On Post	0 On Shares	
77 😲 Wow	70 On Post	7 On Shares	
1 😞 Sad	1 On Post	0 On Shares	
7 😡 Angry	7 On Post	0 On Shares	
237 Comments	177 On Post	60 On Shares	
420 Shares	417 On Post	3 On Shares	
1,520 Post Clicks			
0 Photo Views	851 Link Clicks	669 Other Clicks	



visitmscoast
Pass Christian, Mississippi

visitmscoast Ever experience those moments when you witness something so beautiful you find yourself speechless? Sunsets in Pass Christian are one of those moments. #MSCoastLife 📸: @alexnorthphotographer

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822 likes

SEPTEMBER 10

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Talk about hog heaven! Dig into @TheShedBBQ - one of @thrillist's picks for best BBQ joints in America: <http://bit.ly/2wOxcBW> #MSCoastLife

Impressions	4,825
Total engagements	26
Likes	18
Link clicks	6
Profile clicks	2