Visit Mississippi Gulf Coast
Annual Meeting
October 27, 2016
Core Purpose

To have a positive impact on the quality of life for residents of the Mississippi Gulf Coast through the advancement of the tourism industry.
Travel is the world’s largest industry, let’s start acting like it.
Destination Promotion
Leading Mississippi Gulf Coast to Premier Status!
Customer journey / User Experience

INSPIRATION
- FILMED CONTENT
- 360 / VR
- SOCIAL MEDIA
- WORD OF MOUTH / TESTIMONIALS
- ADVERTISING
- GUIDE BOOKS
- POPULAR CULTURE / NEWS

BOOKING / PURCHASE
- PROMOTIONS
- INCENTIVES
- EVENTS
- PARTNER BRANDS

PLANNING
- DESTINATION GUIDE
- SOCIAL MEDIA
- WORD OF MOUTH
- PARTNER BRANDS

ENGAGEMENT
- SOCIAL MEDIA
- INCENTIVES
- WORD OF MOUTH
- DESTINATION GUIDE

REVIEW
- SOCIAL MEDIA
- INCENTIVES
- WORD OF MOUTH
Core Values

- Collaboration
- Teamwork
- Unity
- Championship of a positive image for the Mississippi Gulf Coast
Where are we now?

- ADR
- Occupancy Taxes
- Hotel Revenue
- Unique Visits
- Articles
Where are we now?
For every $1 spent on advertising, $2 in taxes were gained, SAVING Mississippi Gulf Coast residents $561 IN TAXES annually.
For every $1 spent on advertising, $43 is spent by visitors on the Mississippi Gulf Coast.

How does tourism impact the Coast’s economy?
Envisioned Future

The Mississippi Gulf Coast is one of the top vacation destinations, places to meet and do business, and places to live in the Southeast region of the United States. The economy is booming. It is visually attractive, easy to navigate with a variety of quality amenities, services, facilities and products and of a high value for both residents and visitors to enjoy.
Vision Statement

The vision of Visit Mississippi Gulf Coast is to establish the Mississippi Gulf Coast as a premier travel destination.

- Increase annual visitation from 5 million in 2012 to 7 million annually
- Transform current $1.6 billion annual tourism spending into $2.3 billion
- Create 10,000 new tourism jobs on the Mississippi Gulf Coast
Mission Statement

The mission of Visit Mississippi Gulf Coast is to positively impact the economy of the three county area by taking a dynamic leadership and visionary role to successfully market and assist in the development of the Mississippi Gulf Coast as a premier travel destination, competing effectively for leisure and group business through the development and execution of integrated marketing, communications, sales and research.
The Brand

Our promise is an authentic, spirited, year-round coastal destination that will leave you feeling connected to the Coast—her setting, her offerings, her people and her way of life.
Pillars

- Authenticity
- Approachability
- Celebratory
- Variety
Content Segments

- Outdoors and Nature-based
- Fishing and Boating
- Beaches and Coastal
- Culture and History
- Casinos and Nightlife
- Golf
- Culinary
Media Spend Overview

OUTER MARKETS
$1,133,378
- TV: 15%
- Digital: 25%
- Search: 7%
- Social: 53%

INNER MARKETS
$237,061
- Digital: 26%
- Search: 18%
- Social: 56%

MEETINGS & CONVENTIONS
$125,678
- Digital: 21%
- Print: 42%
- Social: 37%

FLY-IN MARKETS
$115,000
- Search: 43%
- Social: 57%

MIDWEST MARKETS
$93,500
- Digital: 59%
- Search: 41%

MISCELLANEOUS
$43,253
- Print: 60%
- Golf: 14%
- Social: 21%
Caring for locals first means being better on the global stage.

Building Ambassadors!

Build a place that people want to live and work and the traveler will follow!

SKIFT

#SKIFT2020
There is an app for that!
Coast-wide training
Nearly 600 Gulf-coasters from all three counties have become Coast Champions!

Join now at GulfCoast.org!
Mississippi Gulf Coast Marathon
*a coastal running fest*

December 9-11, 2016
Pacing for 4,000 runners in inaugural year!
Coast-wide!
Forbes

Amazing coverage!

America’s Newest Marathon Is A Great 26.2 Miles - Especially For First Time Runners

Larry Olmsted, CONTRIBUTOR
I travel to learn, eat, golf and ski, but mostly for travel's sake

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Biloxi, Mississippi

The Mississippi Gulf Coast: Seeking Sun, Sea and Sand
By Victoria Shepherd

My tour of Mississippi was coming to an end, and I looked forward to visiting the Gulf Coast and having the sunshine settle on my shoulders as I strolled along the white sandy beaches I'd heard so much about. The “Riviera of the South” was within easy reach.

When you go
Where to Stay
Where to shop
Where to eat

Mississippi
Die Golfküste von Mississippi: Sonne, Sand und Meer

Meine Tour durch Mississippi riebte sich dem Ende zu und ich freute mich auf den Besuch an die Golfküste. Ich konnte kaum erwarten, mir die Sonne auf die Schultern heftigen und über die weiten Sandstrände zu schlendern, von denen ich schon so viel gehört hatte. Die „Riviera der Südstaaten“ war nun noch weniger Schritte entfernt.
Partners
Cruisin’ The Coast – great 2016!
Partners
Signature events share branding and marketing for destination awareness and event growth
Partners
Similar partnerships with our promotional partners extend our marketing dollars
Accolades

Accreditation, Tourism Office of the Year for Southeast Tourism Society and Mississippi Tourism Association, among others!
94 pillars to exceed Industry Standards
VMGC was the 201st DMO to receive accreditation out of 206 accredited DMO’s worldwide!
Project Time Off
More than 55% of employees left days unused in 2015!
Project Time Off

We are no better in the Southeast than the rest of the country!
One More Day campaign from MasterCard
2017 Trends to Watch
Word of mouth – friends and family are the best influencers!

Source: Destination Analysts
Trends in Travel

Adoption of new technology by older travelers has not budged, leaving newer methods of collecting travel information still largely the realm of the Millennial.
**Who do They Trust? DMOs versus Google-Curated Content**  
*(All Leisure Travelers)*

<table>
<thead>
<tr>
<th>Option</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>I trust the local tourism office <em>much more</em></td>
<td>13.7%</td>
</tr>
<tr>
<td>I trust the local tourism office <em>more</em></td>
<td>25.8%</td>
</tr>
<tr>
<td>Neutral - I trust them both the same</td>
<td>49.0%</td>
</tr>
<tr>
<td>I trust Google-Curated Content <em>more</em></td>
<td>9.6%</td>
</tr>
<tr>
<td>I trust Google-Curated Content <em>much more</em></td>
<td>1.9%</td>
</tr>
</tbody>
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**Question:** Which content, opinions and advice would you generally trust more?  
A local visitor bureau/tourism office or Google-Curated Content? (Select one)

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**2017 Trends to Watch**  
The good news is travelers trust DMO sites as much as friends Facebook posts and Google content!

**Source:** Destination Analysts
HOW IT WORKS

User views Arrivalist Powered Ads or Content → User Moves → Technology finds user in new location → Technology notifies advertiser of arrival → User gets relevant ads while in market → Advertiser Receives report which shows ads resulted in arrivals

Arrivalist Technology
(Patent Pending)

Types of Media:
- Site Visit
- Banners
- Email
- Video
- Paid Search
- Paid Social
- Content Marketing

Presence = ROI
We are Mississippi Gulf Coasters!

Thank you all for a wonderful year! We are looking forward to even better years to come!
Don Welsh
President and CEO
Destination Marketing Association International