

VISIT MISSISSIPPI GULF COAST BOARD
FEBRUARY 22, 2018
OFFICIAL MINUTES

The Visit Mississippi Gulf Coast Board met Thursday, February 22, 2018 at 3:00 p.m. at its office located at 2350 Beach Blvd, Suite A, Biloxi, Mississippi.

Commissioners Present: Bill Holmes, President; Danny Hansen, Vice-President; Richard Chenoweth, Treasurer; Nikki Moon, Secretary; Carla Todd; Dan Wittmann; John Carter; Mary Spain; Myron Webb; Rich Westfall, Richard Marsh; Rusty David

Commissioners Present via Phone: Clay Wagner, Kim Fritz

Commissioners Absent: LuAnn Pappas

Staff Members Present: Cindy Jo Calvit, Executive Administrative Assistant; Karen Conner, Director of Marketing; Janice Jefferson, Director of Sales; Lisa Jones, Finance Manager; Janice Jones

Others Present: Hugh Keating, Legal Counsel; VMGC Advisory Members: Cynthia Sutton, Ocean Springs Chamber of Commerce-Main Street-Tourism Bureau; Donna Brown, Gulf Hills Hotel and Conference Center and Gloria Frey, MS Coast Coliseum and Convention Center; Myrna Green, Hancock County Tourism Development Bureau; Kim Marmalich, AVL; Marcia Crawford, Harrison County Development Commission; Teckie Hinkebein, Gulfport-Biloxi Airport Authority; Susan Perkins, MS Coast Restaurant and Beverage Association; Mary Perez, Sun Herald; Keith Wilson, Biloxi-D'Iberville Press

President Holmes called the meeting to Order.

1. Commissioner Hansen made the motion to accept the agenda as presented. Seconded by Commissioner Chenoweth, the president called the question, with the following results:

Commissioner Carter	Voted --- Yes	Commissioner Pappas	Voted --- Absent
Commissioner Chenoweth	Voted --- Yes	Commissioner Spain	Voted --- Yes
Commissioner David	Voted --- Yes	Commissioner Todd	Voted --- Yes
Commissioner Fritz	Voted --- Yes	Commissioner Wagner	Voted --- Yes
Commissioner Hansen	Voted --- Yes	Commissioner Webb	Voted --- Yes
Commissioner Marsh	Voted --- Yes	Commissioner Westfall	Voted --- Yes
Commissioner Moon	Voted --- Yes	Commissioner Wittmann	Voted --- Yes

The motion having been duly made, seconded, and a favorable vote received from the Board, the president declared the motion adopted February 22, 2018.

2. Commissioner Moon made the motion to accept the minutes from the January 25, 2018 Visit Mississippi Gulf Coast Board Meeting as presented. Seconded by Commissioner Marsh, the president called the question, with the following results:

Commissioner Carter	Voted --- Yes	Commissioner Pappas	Voted --- Absent
Commissioner Chenoweth	Voted --- Yes	Commissioner Spain	Voted --- Yes
Commissioner David	Voted --- Yes	Commissioner Todd	Voted --- Yes
Commissioner Fritz	Voted --- Yes	Commissioner Wagner	Voted --- Yes
Commissioner Hansen	Voted --- Yes	Commissioner Webb	Voted --- Yes
Commissioner Marsh	Voted --- Yes	Commissioner Westfall	Voted --- Yes
Commissioner Moon	Voted --- Yes	Commissioner Wittmann	Voted --- Yes

The motion having been duly made, seconded, and a favorable vote received from the Board, the president declared the motion adopted February 22, 2018.

3. President's Report:

- Recognized and welcomed all Advisory Members and Guests
- President Holmes (Financial), Janice Jefferson (Sales) and Karen Conner (Marketing) presented the Key Performance Indicators for December 2017 (attached).

4. Commissioner Wagner made the motion to approve the appointment of Advisory Member Natalie Guess to the Marketing and Conventions/Group Sales Committee and Advisory Member Cynthia Sutton to the Development and Government Relations Committee. Seconded by Commissioner Webb, the president called the question, with the following results:

Commissioner Carter	Voted --- Yes	Commissioner Pappas	Voted --- Absent
Commissioner Chenoweth	Voted --- Yes	Commissioner Spain	Voted --- Yes
Commissioner David	Voted --- Yes	Commissioner Todd	Voted --- Yes
Commissioner Fritz	Voted --- Yes	Commissioner Wagner	Voted --- Yes
Commissioner Hansen	Voted --- Yes	Commissioner Webb	Voted --- Yes
Commissioner Marsh	Voted --- Yes	Commissioner Westfall	Voted --- Yes
Commissioner Moon	Voted --- Yes	Commissioner Wittmann	Voted --- Yes

The motion having been duly made, seconded, and a favorable vote received from the Board, the president declared the motion adopted February 22, 2018.

5. Kim Marmalich with AVL presented the Visit Mississippi Gulf Coast FY2017 Audit. The Audit was presented with no findings. Commissioner Hansen made the motion to accept the Audit as presented. Seconded by Commissioner Todd, the president called the question, with the following results:

Commissioner Carter	Voted --- Yes	Commissioner Pappas	Voted --- Absent
Commissioner Chenoweth	Voted --- Yes	Commissioner Spain	Voted --- Yes
Commissioner David	Voted --- Yes	Commissioner Todd	Voted --- Yes
Commissioner Fritz	Voted --- Yes	Commissioner Wagner	Voted --- Yes
Commissioner Hansen	Voted --- Yes	Commissioner Webb	Voted --- Yes
Commissioner Marsh	Voted --- Yes	Commissioner Westfall	Voted --- Yes
Commissioner Moon	Voted --- Yes	Commissioner Wittmann	Voted --- Yes

The motion having been duly made, seconded, and a favorable vote received from the Board, the president declared the motion adopted February 22, 2018.

6. Milton Segarra presented his CEO Report (attached) and presented the VMGC Board with a Brand Development Timeline for approval.

7. Commissioner Moon made the motion to approve the Brand Development Timeline as presented. Seconded by Commissioner Spain, the president called the question, with the following results:

Commissioner Carter	Voted --- Yes	Commissioner Pappas	Voted --- Absent
Commissioner Chenoweth	Voted --- Yes	Commissioner Spain	Voted --- Yes
Commissioner David	Voted --- Yes	Commissioner Todd	Voted --- Yes
Commissioner Fritz	Voted --- Yes	Commissioner Wagner	Voted --- Yes
Commissioner Hansen	Voted --- Yes	Commissioner Webb	Voted --- Yes
Commissioner Marsh	Voted --- Yes	Commissioner Westfall	Voted --- Yes
Commissioner Moon	Voted --- Yes	Commissioner Wittmann	Voted --- Yes

The motion having been duly made, seconded, and a favorable vote received from the Board, the president declared the motion adopted February 22, 2018.

8. Commissioner Chenoweth made the motion to adopt the Purchase of Alcoholic Beverages Policy as presented. Seconded by Commissioner Moon, the president called the question, with the following results:

Commissioner Carter	Voted --- Yes	Commissioner Pappas	Voted --- Absent
Commissioner Chenoweth	Voted --- Yes	Commissioner Spain	Voted --- Yes
Commissioner David	Voted --- Yes	Commissioner Todd	Voted --- Yes
Commissioner Fritz	Voted --- Yes	Commissioner Wagner	Voted --- Yes
Commissioner Hansen	Voted --- Yes	Commissioner Webb	Voted --- Yes
Commissioner Marsh	Voted --- Yes	Commissioner Westfall	Voted --- Yes
Commissioner Moon	Voted --- Yes	Commissioner Wittmann	Voted --- Yes

The motion having been duly made, seconded, and a favorable vote received from the Board, the president declared the motion adopted February 22, 2018.

Commissioner Todd left meeting due to another commitment.

9. Every two-three years VMGC must request proposals from Banking Institutions for banking deposit relationship. Commissioner Carter made the motion to authorize the publication of request for proposals for VMGC banking relationship. Seconded by Commissioner Chenoweth, the president called the question, with the following results:

Commissioner Carter	Voted --- Yes	Commissioner Pappas	Voted --- Absent
Commissioner Chenoweth	Voted --- Yes	Commissioner Spain	Voted --- Yes
Commissioner David	Voted --- Yes	Commissioner Todd	Voted --- Yes
Commissioner Fritz	Voted --- Yes	Commissioner Wagner	Voted --- Yes
Commissioner Hansen	Voted --- Yes	Commissioner Webb	Voted --- Yes
Commissioner Marsh	Voted --- Yes	Commissioner Westfall	Voted --- Yes
Commissioner Moon	Voted --- Yes	Commissioner Wittmann	Voted --- Yes

The motion having been duly made, seconded, and a favorable vote received from the Board, the president declared the motion adopted February 22, 2018.

10. Commissioner Spain made the motion to approve the M2 Media Corporation Agreement as presented. Seconded by Commissioner Carter, the president called the question, with the following results:

Commissioner Carter	Voted --- Yes	Commissioner Pappas	Voted --- Absent
Commissioner Chenoweth	Voted --- Yes	Commissioner Spain	Voted --- Yes
Commissioner David	Voted --- Yes	Commissioner Todd	Voted --- Yes
Commissioner Fritz	Voted --- Yes	Commissioner Wagner	Voted --- Yes
Commissioner Hansen	Voted --- Yes	Commissioner Webb	Voted --- Yes
Commissioner Marsh	Voted --- Yes	Commissioner Westfall	Voted --- Yes
Commissioner Moon	Voted --- Yes	Commissioner Wittmann	Voted --- Yes

The motion having been duly made, seconded, and a favorable vote received from the Board, the president declared the motion adopted February 22, 2018.

11. Legal Counsel explained Reservation and Booking Fees/Commissions are not subject to Sales Tax and spoke about the collection of Sales and Room Taxes for VRBO & Airbnb Vacation Home Rentals.

12. Public:

- Myrna Green- Gave an update on events happening in Hancock County.

13. Commissioner Moon made the motion to approve the Financial Statements as of January 31, 2018. Seconded by Commissioner Spain, the president called the question, with the following results:

Commissioner Carter	Voted --- Yes	Commissioner Pappas	Voted --- Absent
Commissioner Chenoweth	Voted --- Yes	Commissioner Spain	Voted --- Yes
Commissioner David	Voted --- Yes	Commissioner Todd	Voted --- Yes
Commissioner Fritz	Voted --- Yes	Commissioner Wagner	Voted --- Yes
Commissioner Hansen	Voted --- Yes	Commissioner Webb	Voted --- Yes
Commissioner Marsh	Voted --- Yes	Commissioner Westfall	Voted --- Yes
Commissioner Moon	Voted --- Yes	Commissioner Wittmann	Voted --- Yes

The motion having been duly made, seconded, and a favorable vote received from the Board, the president declared the motion adopted February 22, 2018.

14. Commissioner Hansen made the motion to ratify the expenses paid by check/ACH in the amount of \$528,983.93. Seconded by Commissioner Marsh, the president called the question, with the following results:

Commissioner Carter	Voted ---- Yes	Commissioner Pappas	Voted ---- Absent
Commissioner Chenoweth	Voted ---- Yes	Commissioner Spain	Voted ---- Yes
Commissioner David	Voted ---- Yes	Commissioner Todd	Voted ---- Yes
Commissioner Fritz	Voted ---- Yes	Commissioner Wagner	Voted ---- Yes
Commissioner Hansen	Voted ---- Yes	Commissioner Webb	Voted ---- Yes
Commissioner Marsh	Voted ---- Yes	Commissioner Westfall	Voted ---- Yes
Commissioner Moon	Voted ---- Yes	Commissioner Wittmann	Voted ---- Yes

The motion having been duly made, seconded, and a favorable vote received from the Board, the president declared the motion adopted February 22, 2018.

15. Commissioner Wagner made the motion to ratify the expenses paid by credit card in the amount of \$25,261.99. Seconded by Commissioner Hansen, the president called the question, with the following results:

Commissioner Carter	Voted ---- Yes	Commissioner Pappas	Voted ---- Absent
Commissioner Chenoweth	Voted ---- Yes	Commissioner Spain	Voted ---- Yes
Commissioner David	Voted ---- Yes	Commissioner Todd	Voted ---- Yes
Commissioner Fritz	Voted ---- Yes	Commissioner Wagner	Voted ---- Yes
Commissioner Hansen	Voted ---- Yes	Commissioner Webb	Voted ---- Yes
Commissioner Marsh	Voted ---- Yes	Commissioner Westfall	Voted ---- Yes
Commissioner Moon	Voted ---- Yes	Commissioner Wittmann	Voted ---- Yes

The motion having been duly made, seconded, and a favorable vote received from the Board, the president declared the motion adopted February 22, 2018.

16. Per the approved VMGC Accounting Handbook, the List of Recurring Bills Paid By Credit Card must be approved every year. Commissioner Marsh made the motion to approve the List of Recurring Bills Paid By Credit Card as presented. Seconded by Commissioner Wagner, the president called the question, with the following results:

Commissioner Carter	Voted ---- Yes	Commissioner Pappas	Voted ---- Absent
Commissioner Chenoweth	Voted ---- Yes	Commissioner Spain	Voted ---- Yes
Commissioner David	Voted ---- Yes	Commissioner Todd	Voted ---- Yes
Commissioner Fritz	Voted ---- Yes	Commissioner Wagner	Voted ---- Yes
Commissioner Hansen	Voted ---- Yes	Commissioner Webb	Voted ---- Yes
Commissioner Marsh	Voted ---- Yes	Commissioner Westfall	Voted ---- Yes
Commissioner Moon	Voted ---- Yes	Commissioner Wittmann	Voted ---- Yes

The motion having been duly made, seconded, and a favorable vote received from the Board, the president declared the motion adopted February 22, 2018.

17. Commissioner Chenoweth made the motion to approve the Group Incentive Request for the 2018 Mississippi Gulf Coast Volleyball Open held March 2-4, 2018 at the MS Coast Coliseum and Convention Center up to the amount of \$19,600 and give the CEO and Director of Sales the authority to negotiate giving the group up to \$19,600 next year if they sign agreement for 2019 or future business. Seconded by Commissioner Marsh, the president called the question, with the following results:

Commissioner Carter	Voted ---- Yes	Commissioner Pappas	Voted ---- Absent
Commissioner Chenoweth	Voted ---- Yes	Commissioner Spain	Voted ---- Yes
Commissioner David	Voted ---- Yes	Commissioner Todd	Voted ---- Yes
Commissioner Fritz	Voted ---- Yes	Commissioner Wagner	Voted ---- Yes
Commissioner Hansen	Voted ---- Yes	Commissioner Webb	Voted ---- Yes
Commissioner Marsh	Voted ---- Yes	Commissioner Westfall	Voted ---- Yes
Commissioner Moon	Voted ---- Yes	Commissioner Wittmann	Voted ---- Yes

The motion having been duly made, seconded, and a favorable vote received from the Board, the president declared the motion adopted February 22, 2018.

Commissioner Spain recused herself and left the meeting room due to conflict of interest with next item.

18. Commissioner Hansen made the motion to approve the Group Incentive Request for the 2018 Southern Gaming Summit being held May 2-3, 2018 at Beau Rivage up to the amount of \$20,000. Seconded by Commissioner Moon, the president called the question, with the following results:

Commissioner Carter	Voted --- Yes	Commissioner Pappas	Voted --- Absent
Commissioner Chenoweth	Voted --- Yes	Commissioner Spain	Voted --- Recused
Commissioner David	Voted --- Yes	Commissioner Todd	Voted --- Yes
Commissioner Fritz	Voted --- Yes	Commissioner Wagner	Voted --- Yes
Commissioner Hansen	Voted --- Yes	Commissioner Webb	Voted --- Yes
Commissioner Marsh	Voted --- Yes	Commissioner Westfall	Voted --- Yes
Commissioner Moon	Voted --- Yes	Commissioner Wittmann	Voted --- Yes

The motion having been duly made, seconded, and a favorable vote received from the Board, the president declared the motion adopted February 22, 2018.

Commissioner Spain rejoined the meeting.

19. Commissioner Spain made the motion to approve the Group Incentive Request for the 2018 Youth Basketball of America Mississippi Super Regional Championship being held May 18-20, 2018 in Ocean Springs, Biloxi and Gulfport up to the amount of \$5,000. Seconded by Commissioner Carter, the president called the question, with the following results:

Commissioner Carter	Voted --- Yes	Commissioner Pappas	Voted --- Absent
Commissioner Chenoweth	Voted --- Yes	Commissioner Spain	Voted --- Yes
Commissioner David	Voted --- Yes	Commissioner Todd	Voted --- Yes
Commissioner Fritz	Voted --- Yes	Commissioner Wagner	Voted --- Yes
Commissioner Hansen	Voted --- Yes	Commissioner Webb	Voted --- Yes
Commissioner Marsh	Voted --- Yes	Commissioner Westfall	Voted --- Yes
Commissioner Moon	Voted --- Yes	Commissioner Wittmann	Voted --- Yes

The motion having been duly made, seconded, and a favorable vote received from the Board, the president declared the motion adopted February 22, 2018.

20. Commissioner Marsh made the motion to approve the Group Incentive Request for the 2018 Athletx Youth Baseball and Softball Nationals being held July 13-19, 2018 at the Ocean Springs Sports Complex up to the amount of \$25,000 and give the CEO and Director of Sales the authority to negotiate giving the group up to \$25,000 next year if they sign agreement for 2019 and use VMGC's Housing System. Seconded by Commissioner Westfall, the president called the question, with the following results:

Commissioner Carter	Voted --- Yes	Commissioner Pappas	Voted --- Absent
Commissioner Chenoweth	Voted --- Yes	Commissioner Spain	Voted --- Yes
Commissioner David	Voted --- Yes	Commissioner Todd	Voted --- Yes
Commissioner Fritz	Voted --- Yes	Commissioner Wagner	Voted --- Yes
Commissioner Hansen	Voted --- Yes	Commissioner Webb	Voted --- Yes
Commissioner Marsh	Voted --- Yes	Commissioner Westfall	Voted --- Yes
Commissioner Moon	Voted --- Yes	Commissioner Wittmann	Voted --- Yes

The motion having been duly made, seconded, and a favorable vote received from the Board, the president declared the motion adopted February 22, 2018.

21. Reminder

- Travel South Domestic Tradeshow- VMGC and Visit Mississippi Hosting
Sunday, March 19th – Tuesday, March 21, 2018
- Visit Mississippi Gulf Coast Monthly Board Meeting- March
Thursday, March 29, 2018 3:00pm – 4:30pm VMGC Board Room

22. Commissioner Chenoweth made the motion to adjourn the meeting. Seconded by Commissioner Moon, the president called the question, with the following results:

Commissioner Carter	Voted ---- Yes	Commissioner Pappas	Voted ---- Absent
Commissioner Chenoweth	Voted ---- Yes	Commissioner Spain	Voted ---- Yes
Commissioner David	Voted ---- Yes	Commissioner Todd	Voted ---- Yes
Commissioner Fritz	Voted ---- Yes	Commissioner Wagner	Voted ---- Yes
Commissioner Hansen	Voted ---- Yes	Commissioner Webb	Voted ---- Yes
Commissioner Marsh	Voted ---- Yes	Commissioner Westfall	Voted ---- Yes
Commissioner Moon	Voted ---- Yes	Commissioner Wittmann	Voted ---- Yes

The motion having been duly made, seconded, and a favorable vote received from the Board, the president declared the motion adopted February 22, 2018.

Visit Mississippi Gulf Coast

Board of Commissioners Meeting



CEO REPORT

January 2018

Milton Segarra, CDME

2/22/18



Meetings Update

Mayors:

- 12 Mayors
- 1 Week

Key Outcomes:

- Extremely proud of their cities and the potential to generate more visitors to each city and the Gulf Coast
- Need for enhanced communications between the cities and us
- More opportunities to participate and develop initiatives to work together

Next Steps:

- At least quarterly meetings with each Mayor
- One-Page Newsletter to Mayors and Supervisors with key and relevant information of the industry, Visit Mississippi Gulf Coast and trends
- Designation of an in-house contact person per county



Meetings Update

Board of Supervisors:

- | | | |
|-------------------|---------|----------------------------------------------|
| ➤ Jackson County | 2-05-18 | Rich Westfall, Richard Chenoweth, Carla Todd |
| ➤ Harrison County | 2-12-18 | Bill Holmes, Richard Marsh, Rusty David |
| ➤ Hancock County | 2-20-18 | Nikki Moon |

City Councils:

- | | |
|-------------------------|---------|
| ➤ City of Gulfport | 2-06-18 |
| ➤ City of Biloxi | 2-20-18 |
| ➤ City of Bay St. Louis | 2-20-18 |

Gulf Coast Casino Leadership:

- | | |
|------------------------------------|--------------------------------------|
| ➤ Bill Boasberg and Executive Team | Beau Rivage Resort and Casino |
| ➤ Jonathan Jones | Harrah's Gulf Coast Hotel and Casino |
| ➤ Duncan McKenzie | IP Casino Resort and Spa |





Administrative Update

- Additional metrics and reports added to Key Performance Indicators Report
- New and enhanced Year-Over-Year/Month To Date Report and explanations for changes
- Simpleview Dash Board for Commissioners
- Organizational Manuals:
 - Personnel Policy Manual
 - Accounting Procedures Handbook



2018 / 2019 Brand Development Road Map





True Brand:

- ✓ One Message: Capable to inspire people to visit us and link them to unique and authentic experiences
- ✓ Generate Engagement: True bonding with our different audiences and markets
- ✓ Emotional benefit to our visitors
- ✓ Sense of Pride to all of us
- ✓ Stimulates stakeholders and communities to participate and support



Big Question:

Should we continue with the evolution of our existing Brand?

or

Should we initiate a revolution of our Brand?



Survey Results

Select the three adjectives that you believe best describe the Mississippi Gulf Coast's key personality traits.

Top 10 Answers:

1 – Welcoming	57.32%	6 – Easy-Going	22.56%
2 – Affordable	53.05%	7 – Genuine	15.24%
3 – Scenic/Beautiful	50.0%	8 – Surprising	14.63%
4 – Family-Friendly	31.71%	9 – Adult Playground	9.15%
5 – Relaxing	23.17%	10 – Quaint	4.88%

What is the most important thing you would tell potential visitors to get them to visit the Mississippi Gulf Coast?

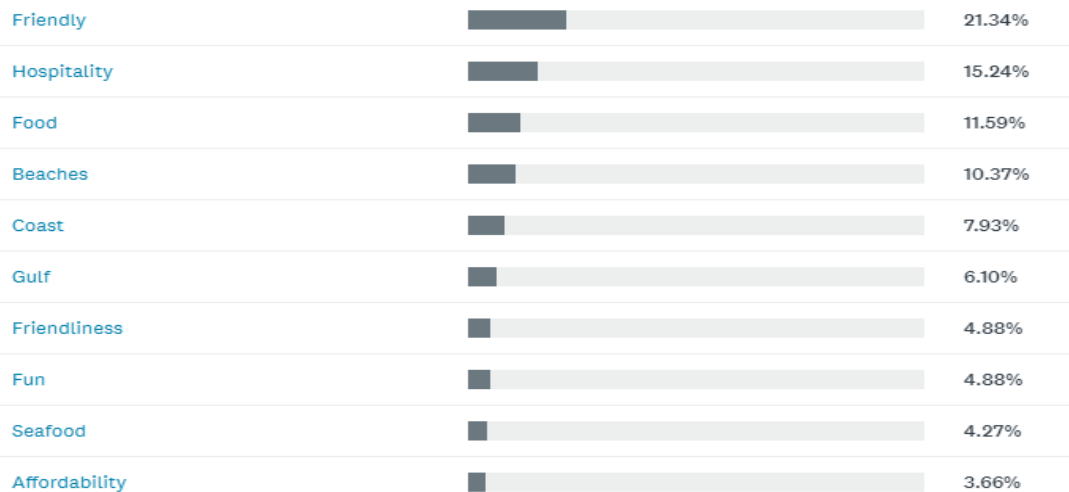
- Centrally located on the Gulf Coast with easy access to a variety of attractions. I boast about our Southern Hospitality.
- There's something for everyone – Adult entertainment with casinos, family friendly entertainment from young kids to teens, easy going for anyone who just wants to relax.
- This is a family friendly affordable area with so much to offer, you have to see it to believe it.
- Very relaxing with extremely friendly people.
- There is no other place like this on earth. The people, culture, food, and natural beauty combined with exciting activities that will make your stay one to remember and to repeat.
- The people of the Coast are hospitable and there are many family activities to keep people of all ages engaged. Nature (Islands/Rivers/Parks), Art (Museums & Local Artists), Cuisine.
- How easy it is to see the entire coast, and all its different communities.
- You have to see it with your own eyes to experience how wonderful the hospitality you receive from the community and the exciting opportunities available along 26 mile sand beach and the adjoining coastal communities.
- I think it's important for potential visitors to know how special the Gulf Coast is. Yes, we are still Mississippi as a whole, but the Coast has something special that's all its own. This is one of the most hospitality-driven places I've ever been, both in terms of our tourism and the mindset of the locals. Without them, the Coast wouldn't be such a strong tourism destination.
- We are passionate about Hospitality and live to serve others, for us it is a way of life both on the job and away from work. All who come as guests leave as friends!

Source: Survey Monkey

Answered: 164

Skipped: 0

What do your customers say is the best part of their Mississippi Gulf Coast experience?



Source: Survey Monkey

Answered: 164

Skipped: 0

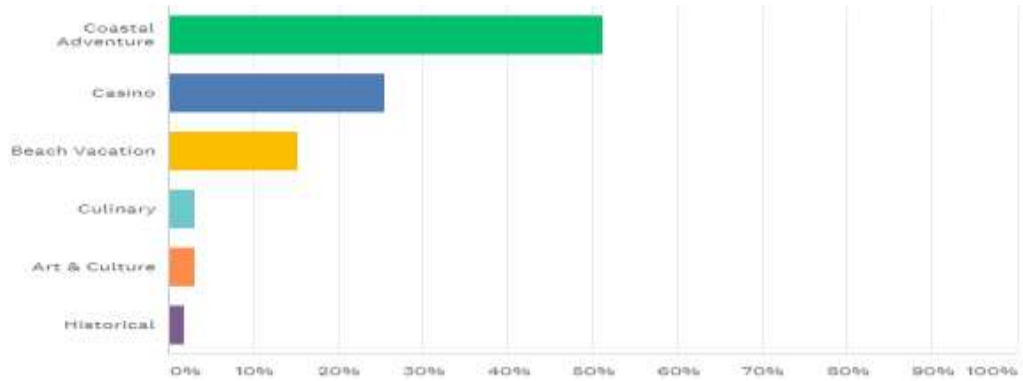
In your experience, when visitors come to the Mississippi Gulf Coast, what activities do they primarily partake in?

Most commonly used words and phrases:

- 1 – Casinos/Gaming/Gambling
- 2 – Fishing
- 3 – Golf
- 4 – Dining
- 5 – Shopping
- 6 – Events/Festivals
- 7 – Museums
- 8 – Ship Island
- 9 – Entertainment
- 10 – Enjoying the Beach
- 11 – Family Friendly Activities
- 12 – Experience nature & wildlife
- 13 – Exploring

Source: Survey Monkey Answered: 164 Skipped: 0

Although the Mississippi Gulf Coast does have all of the following activities, choose the one option that best describes it as a destination.



Additional comments:

- I can't pick one and I think that is what makes us great. • Fun & Festive (the reason they come is there is more than one).
- I would say casino, but I do like brand of coastal adventure. PLEASE, PLEASE, PLEASE DO NOT CHOOSE BEACH VACATION!
- Variety get-away. • We are a coastal adventure that includes gaming.

Source: Survey Monkey Answered: 164 Skipped: 0

Taking into consideration your answer to Q6, please select four destinations you believe are our biggest direct competitors.

Gulf Shores/Orange Beach, AL	95.12%		
Pensacola/Florida Panhandle	90.85%		
Other (please specify)	42.07%		
<i>-New Orleans, Memphis, Mobile, Myrtle Beach, Dauphin Island, Point Clear/Fairhope, Lake Charles, Orlando, Atlanta, Jacksonville, Louisiana gaming areas, Reno</i>			
Las Vegas, NV	35.37%		
Hilton Head, SC	22.56%		
Galveston, TX	20.73%		
Savannah, GA	18.90%	Daytona, FL	9.76%
Tampa, FL	16.46%	St. Augustine, FL	9.15%
Atlantic City, NJ	12.80%	Charleston, SC	9.15%
Fort Lauderdale, FL	12.20%	Virginia Beach, VA	4.88%

Source: Survey Monkey

Answered: 164

Skipped: 0

Destination Key Performance Facts



- Demographic
- Performance Indicators
- Product Integration



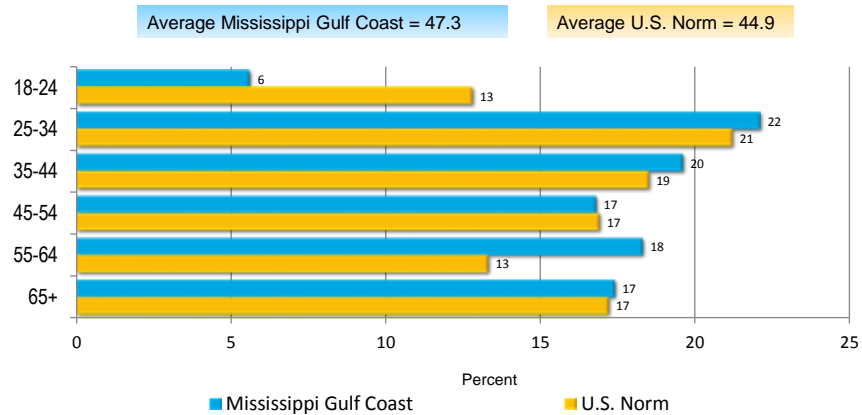
Demographics

Source: Longwood's International Gulf Coast Visitors Profile 2015/2016

Age



Base: Total Overnight Person-Trips

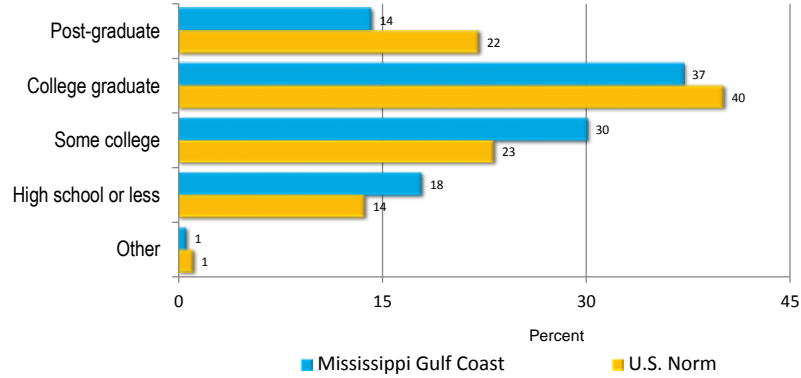


Source: Longwood's International Gulf Coast Visitors Profile 2015/2016



Education

Base: Total Overnight Person-Trips

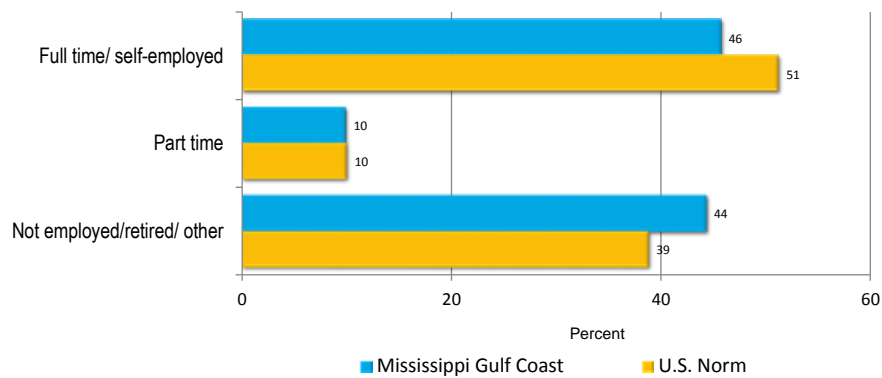


Source: Longwood's International Gulf Coast Visitors Profile 2015/2016



Employment

Base: Total Overnight Person-Trips

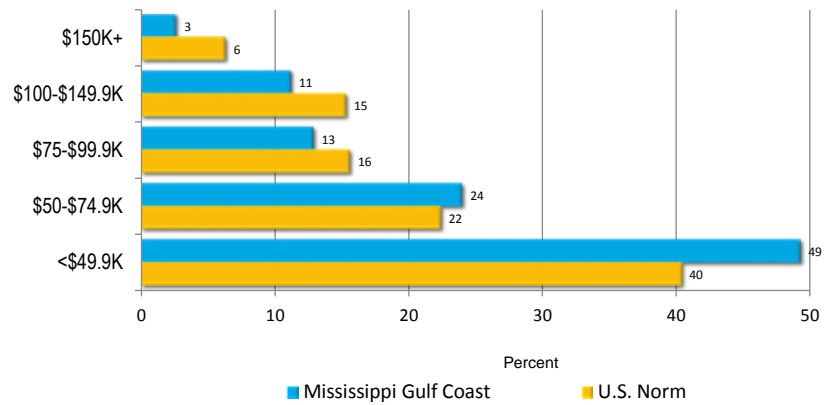


Source: Longwood's International Gulf Coast Visitors Profile 2015/2016



Household Income

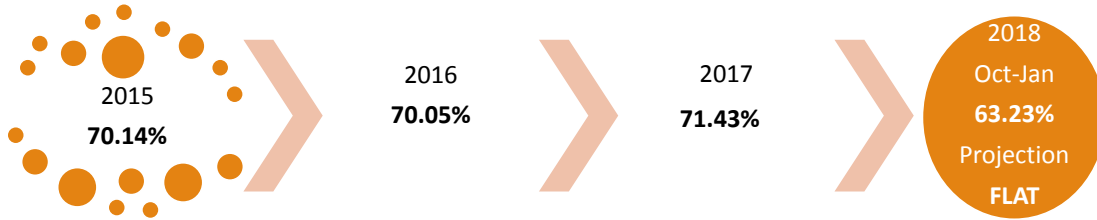
Base: Total Overnight Person-Trips



Source: Longwood's International Gulf Coast Visitors Profile 2015/2016

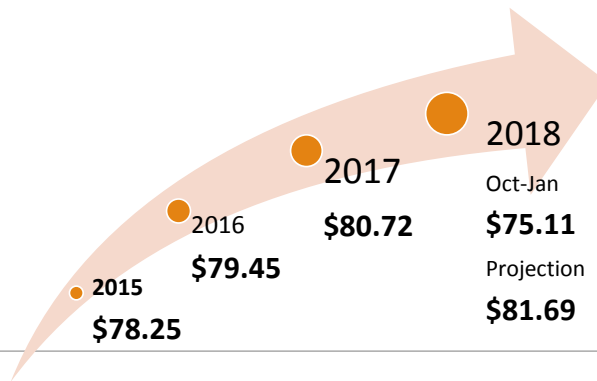


Performance Indicators



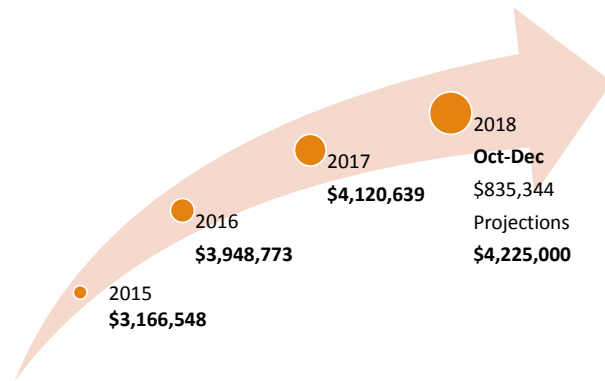
Occupancy Rate

*STR Inc. & MS Gaming Commission



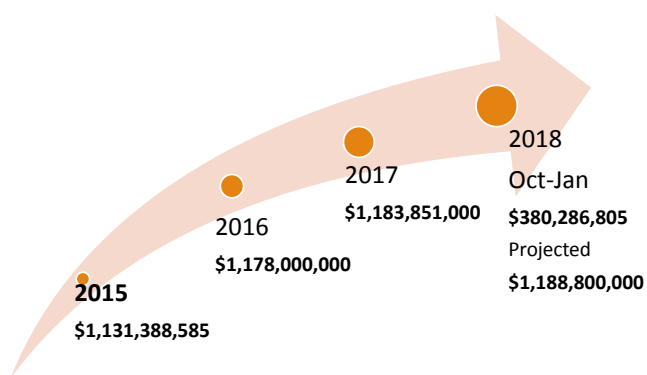
ADR

*STR Inc. & MS Gaming Commission



Occupancy Tax Collections

*MDA & MS Bureau of Revenue



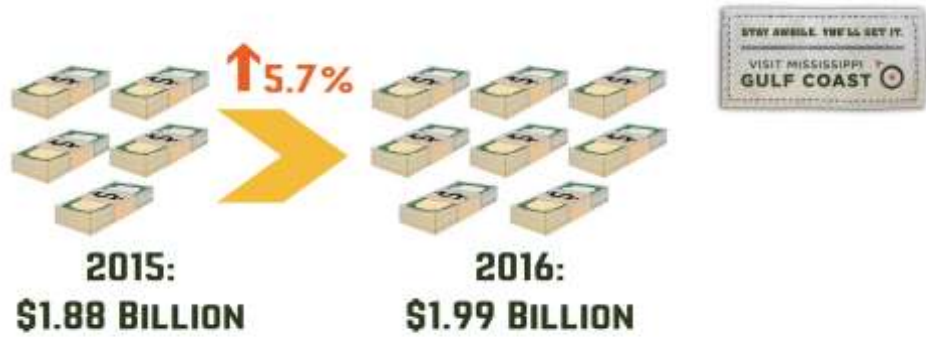
Gaming Revenue

*MS Gaming Commission



Visitation

*MDA



Visitor Spending

*MDA



Thank you!

Visit Mississippi Gulf Coast
Milton Segarra, CDME- Chief Executive Officer

