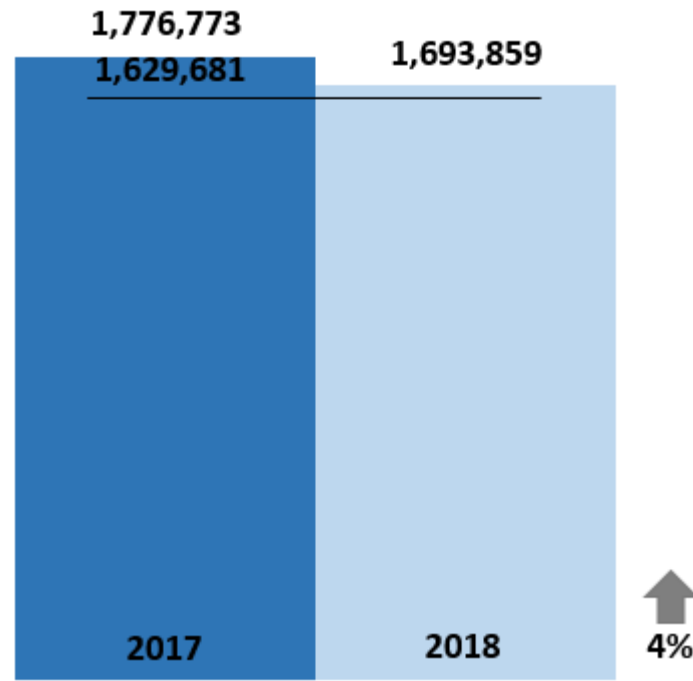
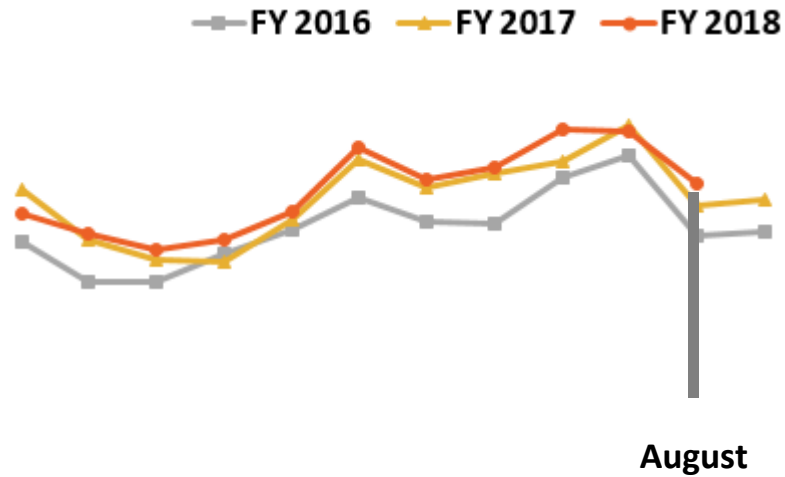


Visit Mississippi Gulf Coast

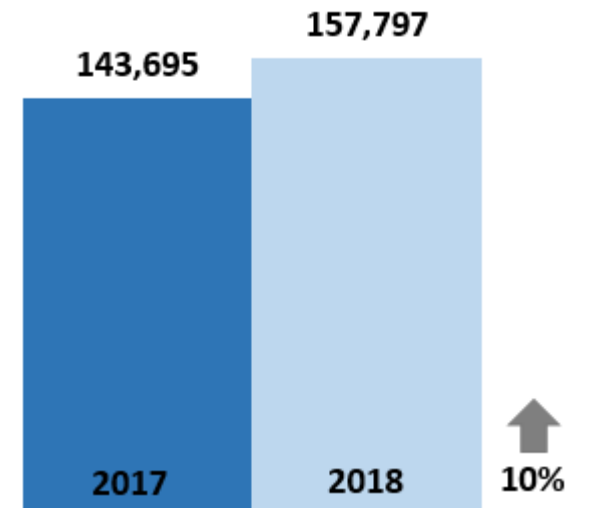
KEY PERFORMANCE INDICATORS

AUGUST 2018

Non-Casino Rooms Sold

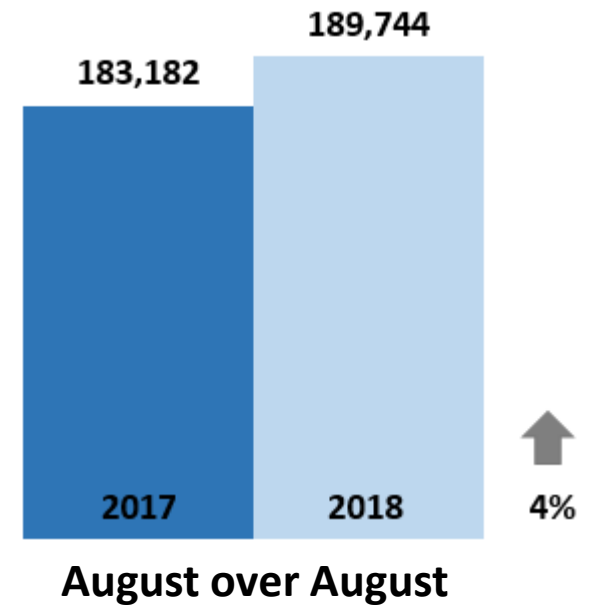
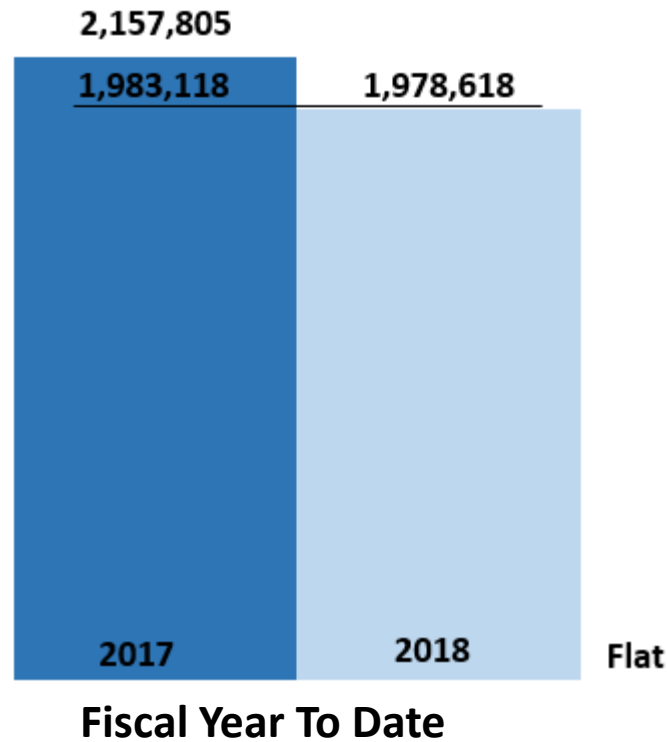
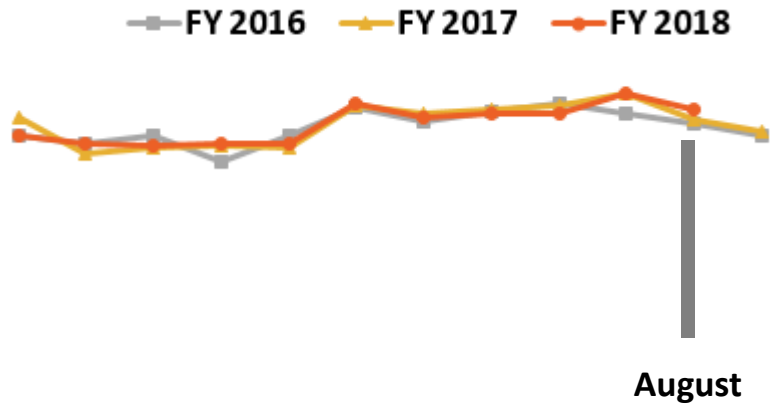


Fiscal Year To Date

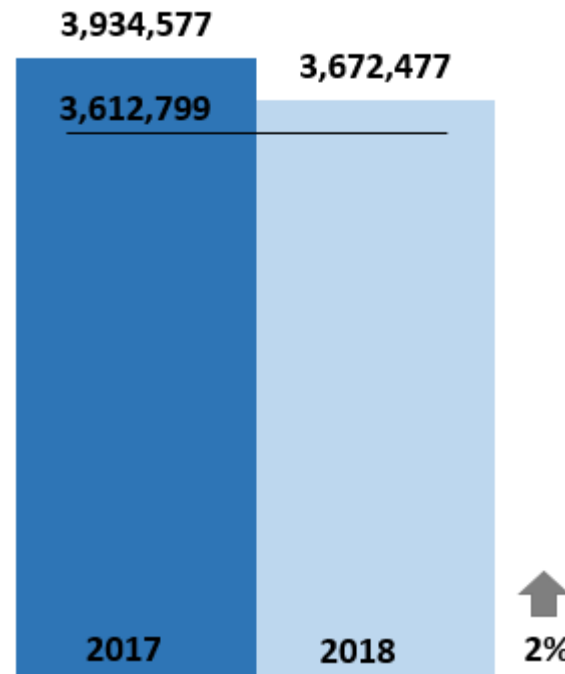
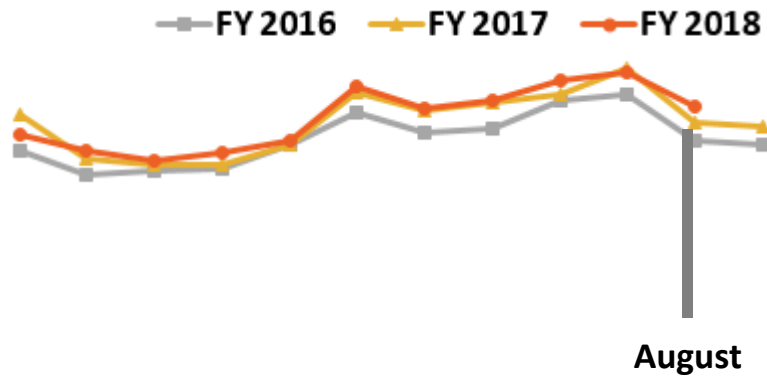


August over August

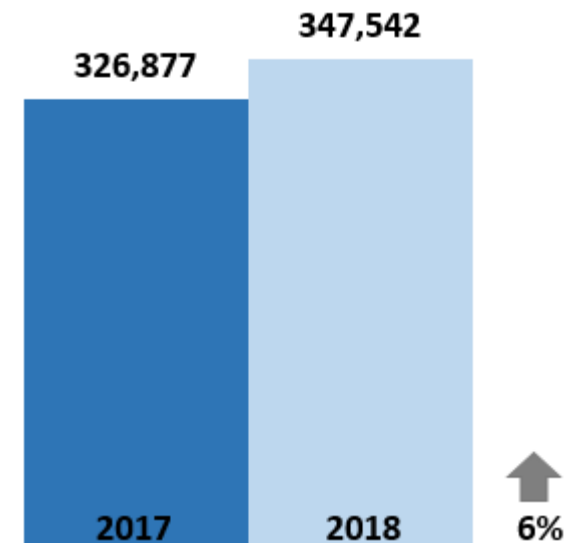
Casino Rooms Sold



All Rooms Sold

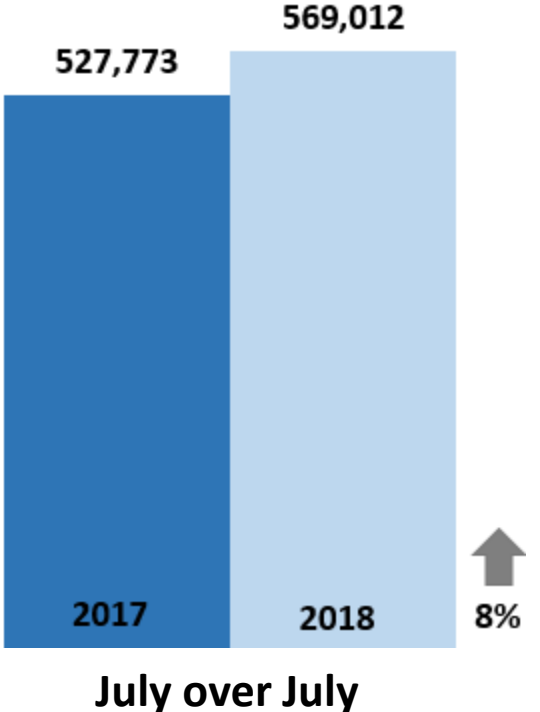
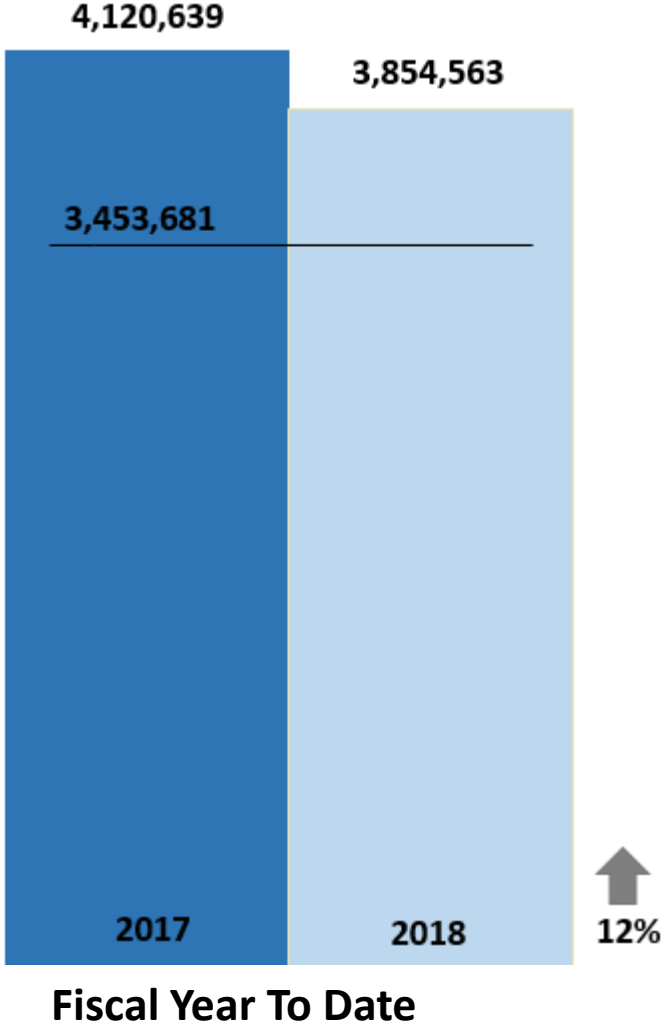
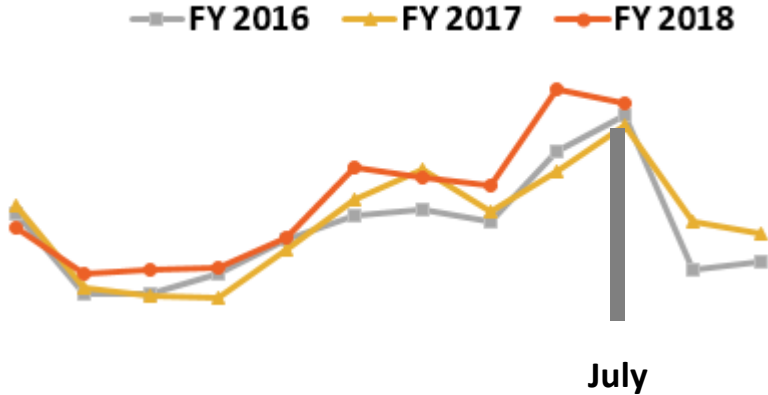


Fiscal Year To Date

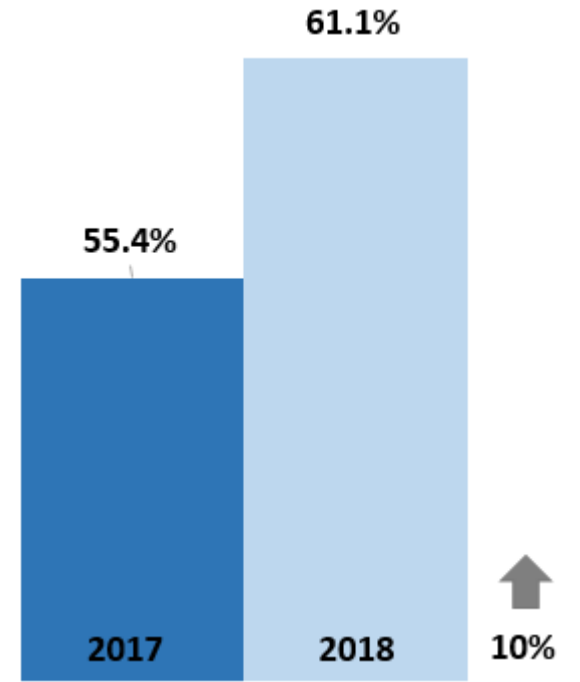
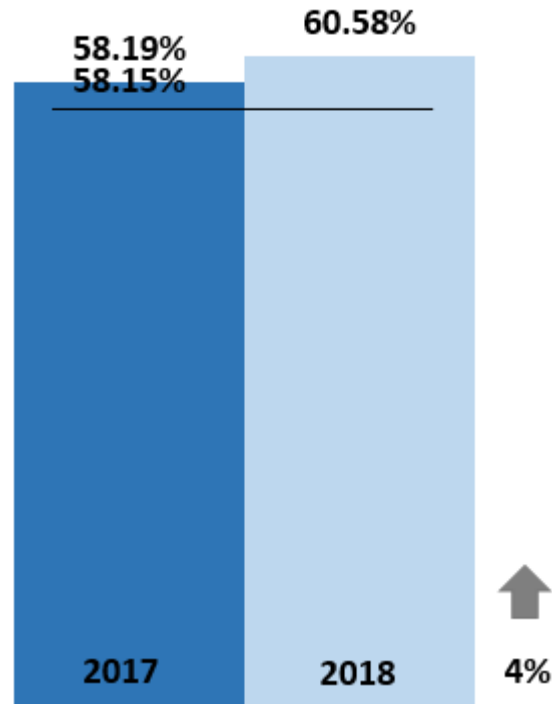
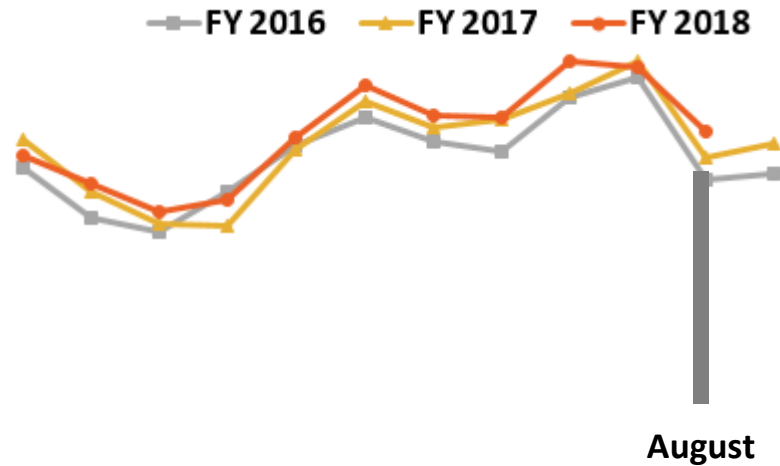


August over August

Occupancy Tax Receipts



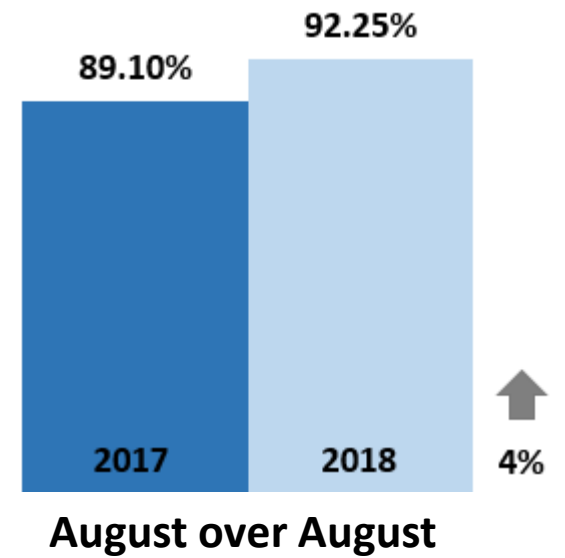
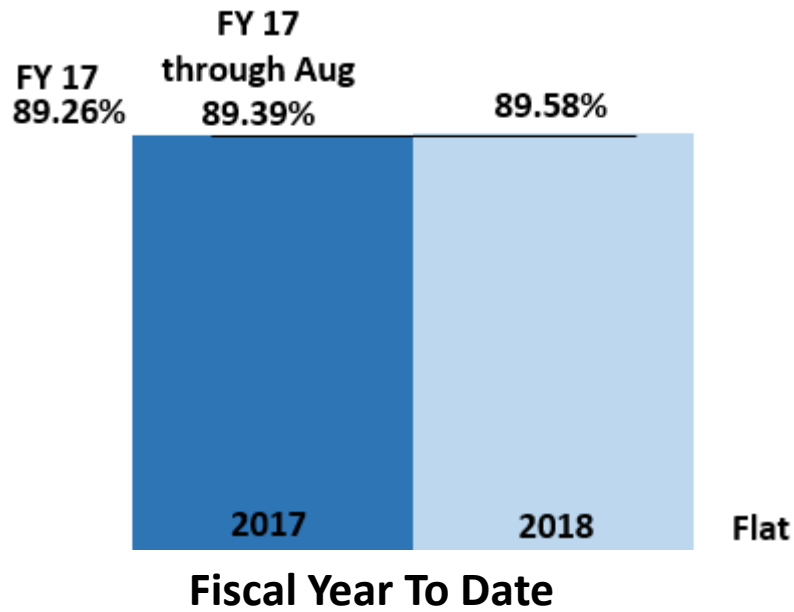
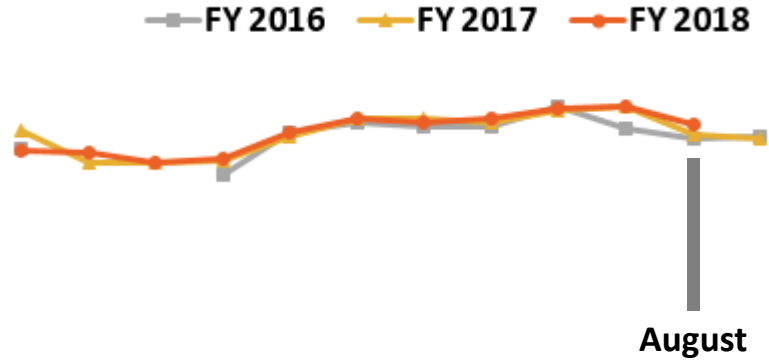
Non-Casino Occupancy



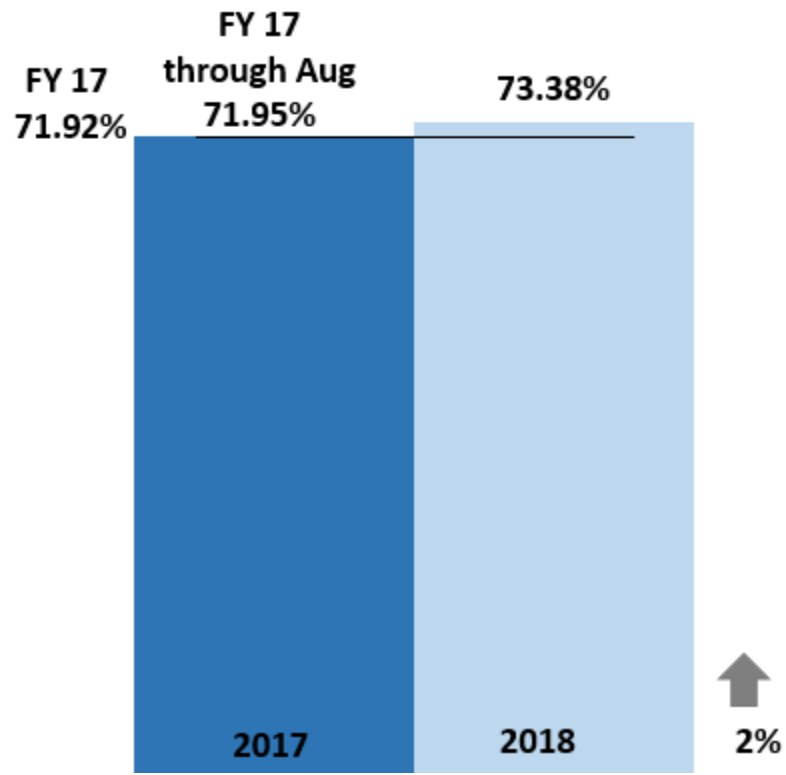
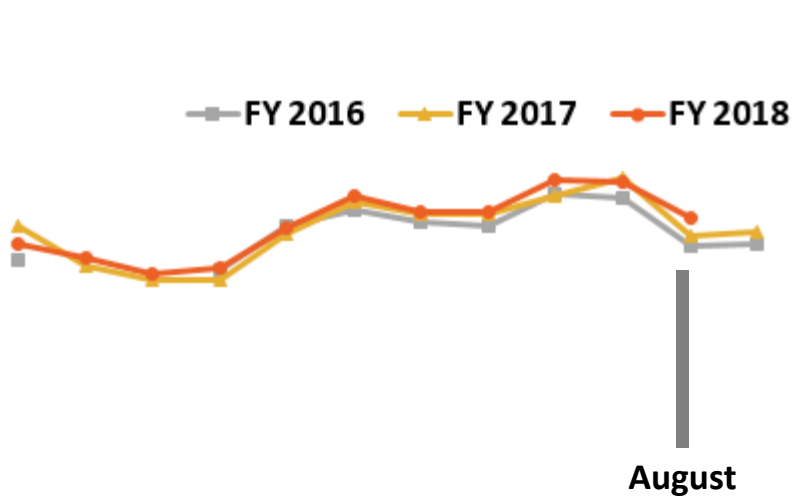
Fiscal Year To Date

August over August

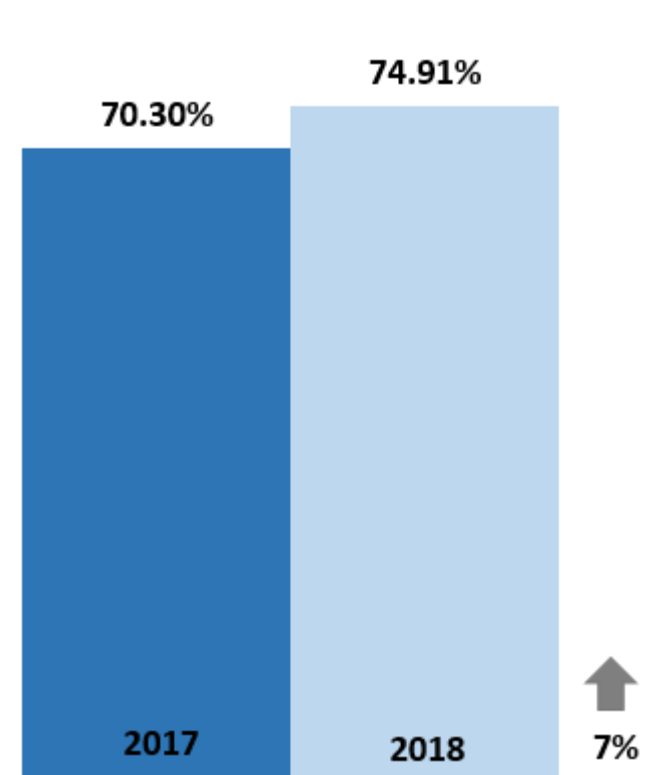
Casino Occupancy



All Occupancy

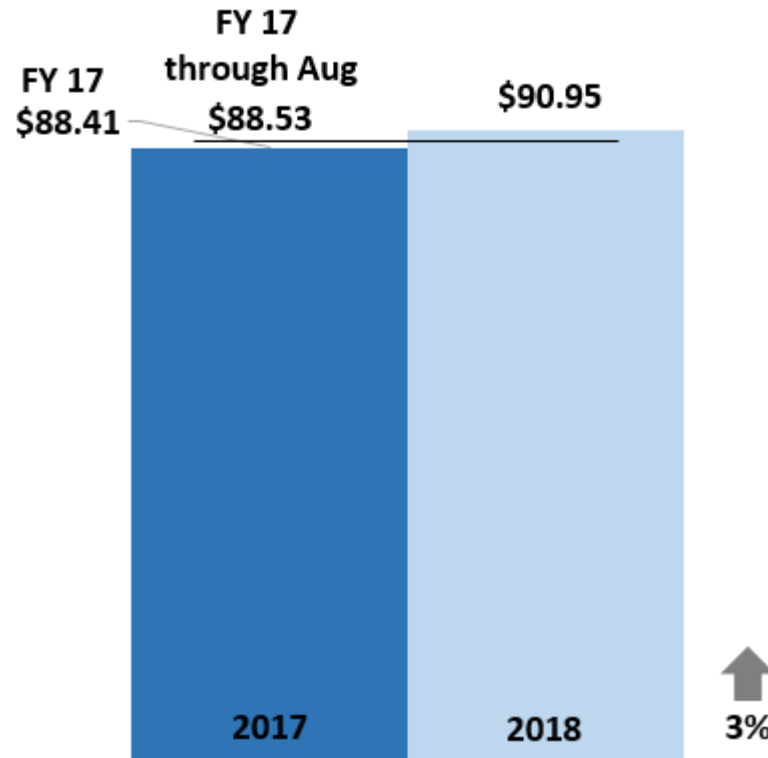
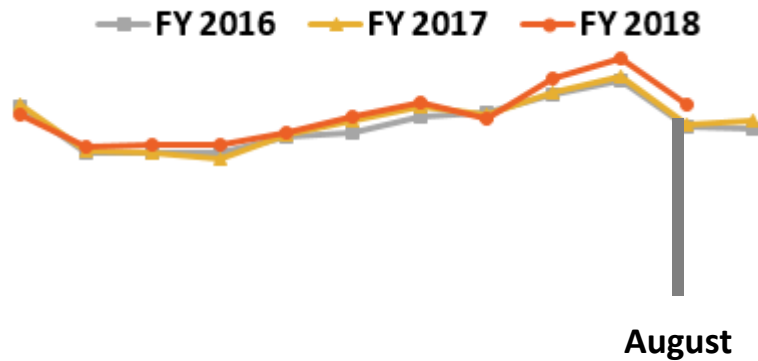


Fiscal Year To Date

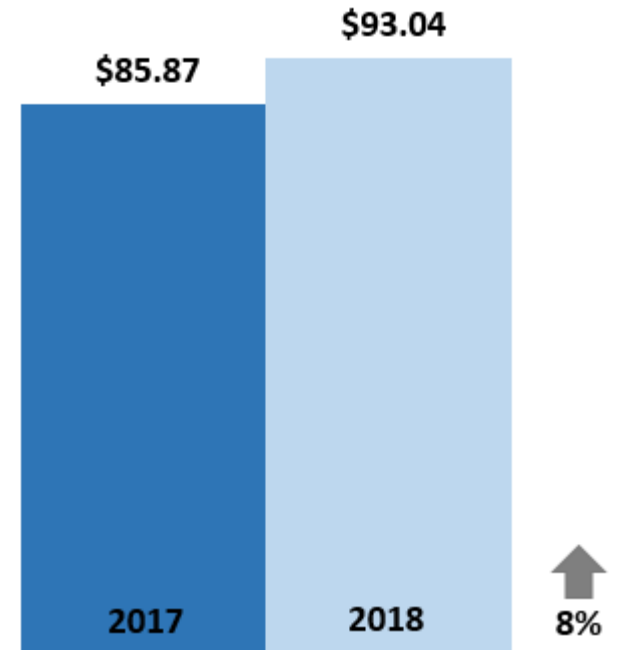


August over August

Non-Casino ADR

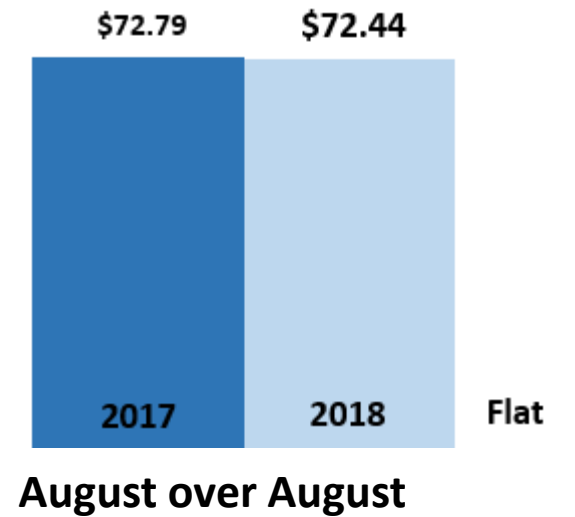
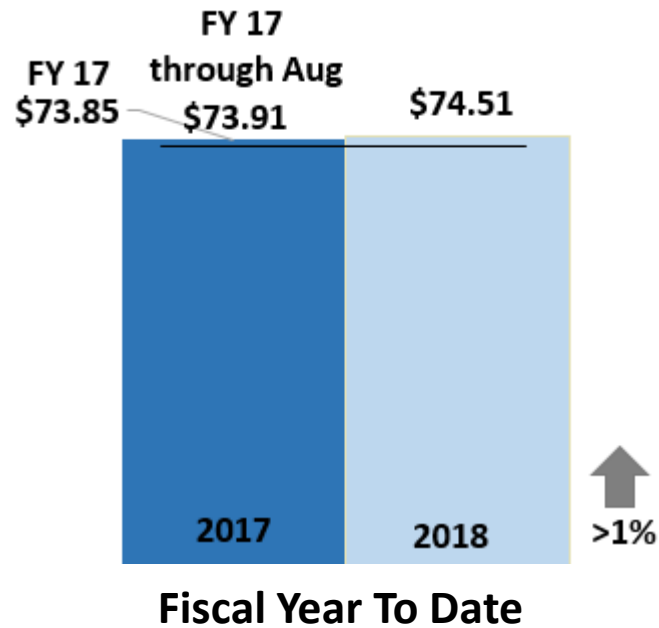
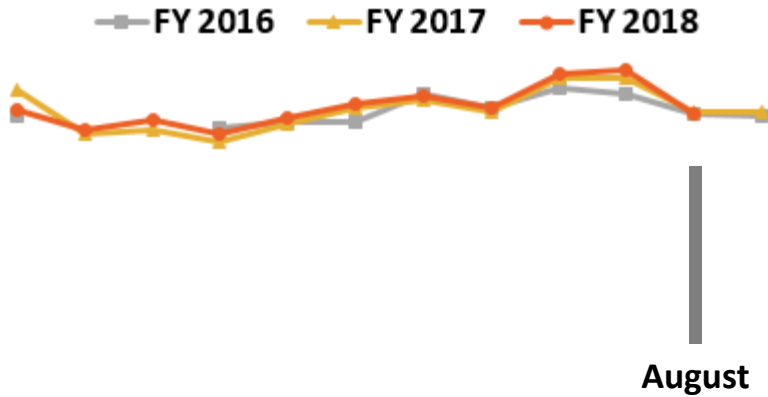


Fiscal Year To Date

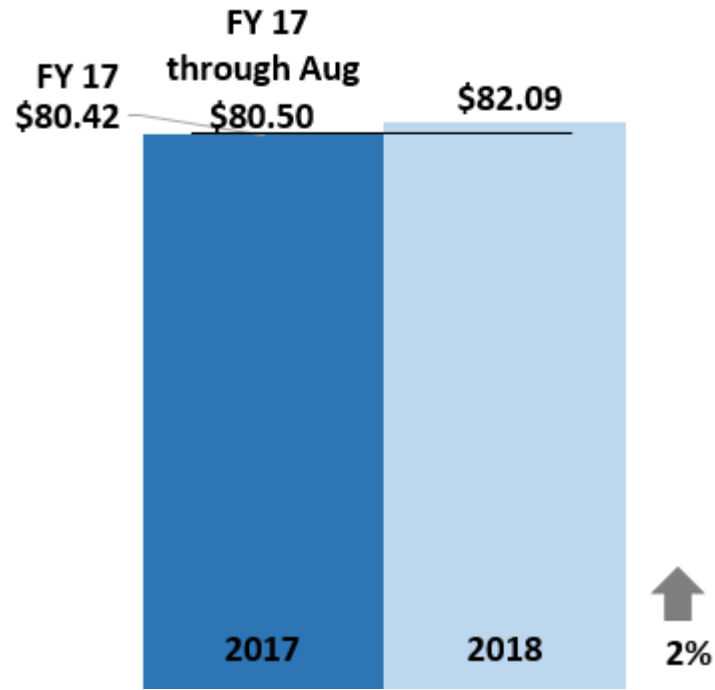
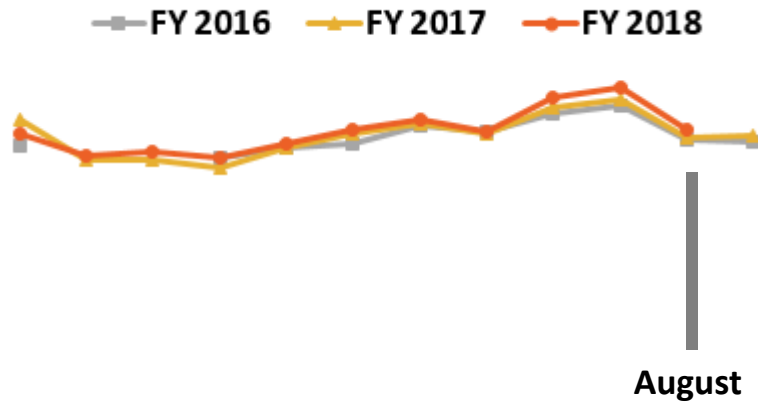


August over August

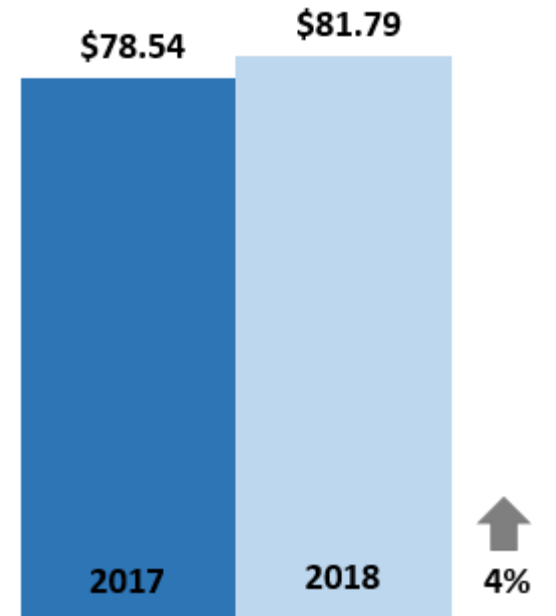
Casino ADR



ALL ADR

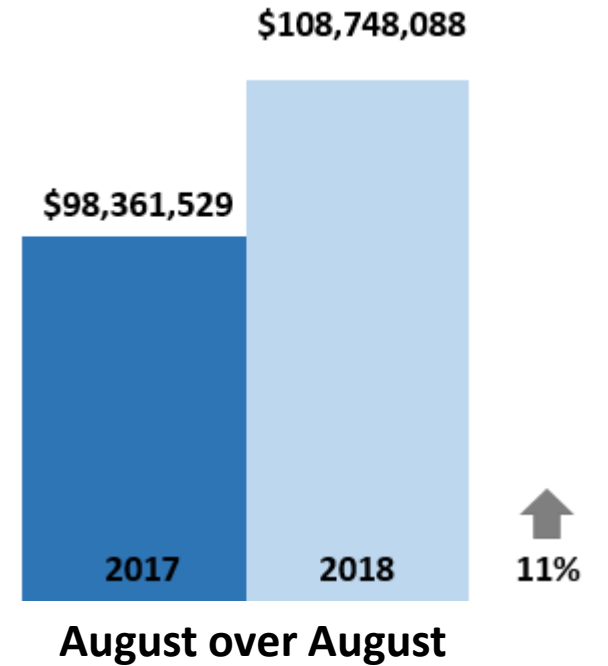
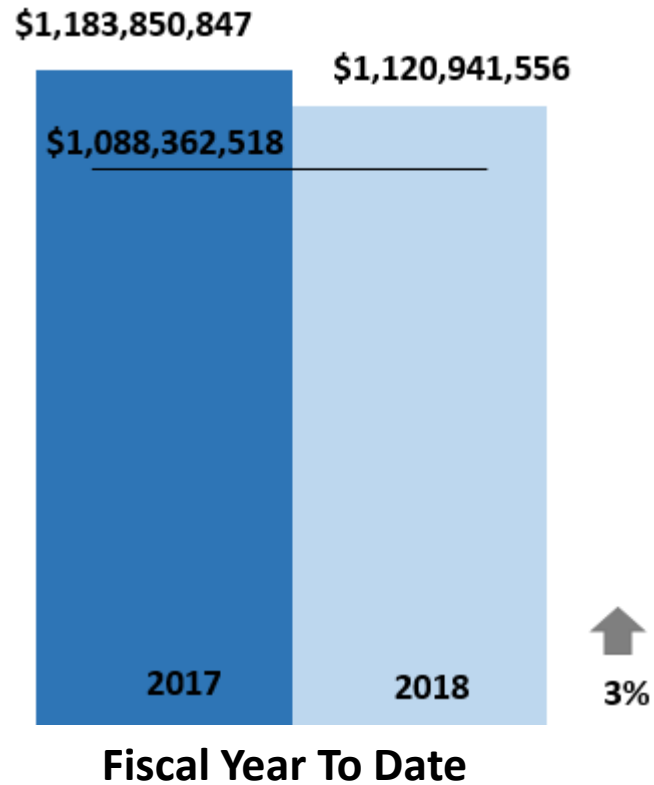
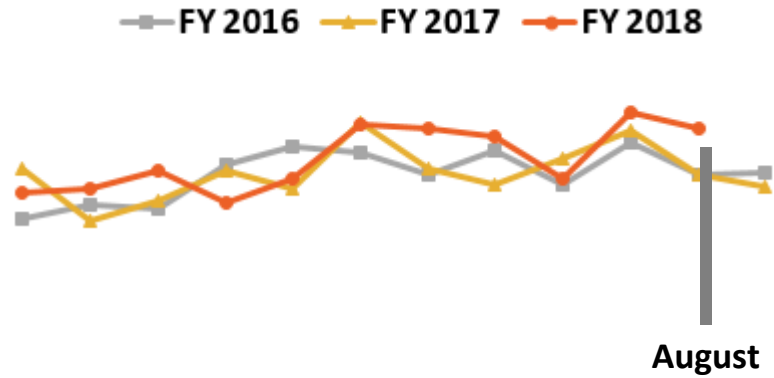


Fiscal Year To Date



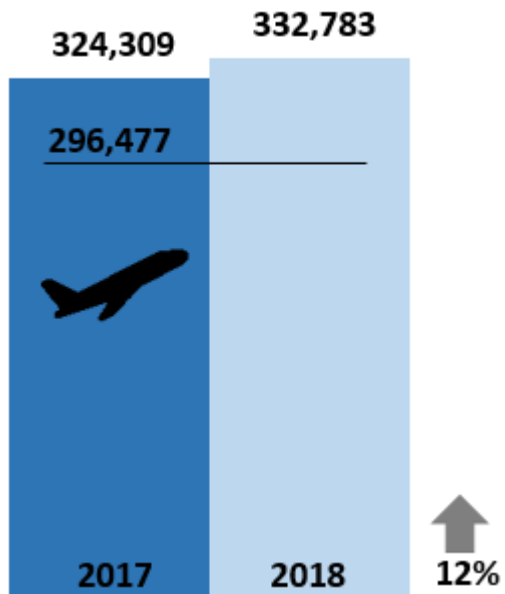
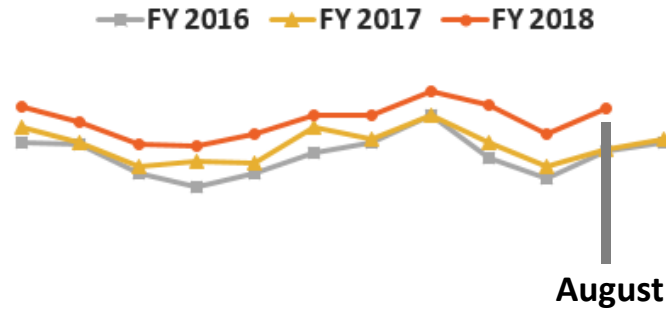
August over August

Gaming Revenue

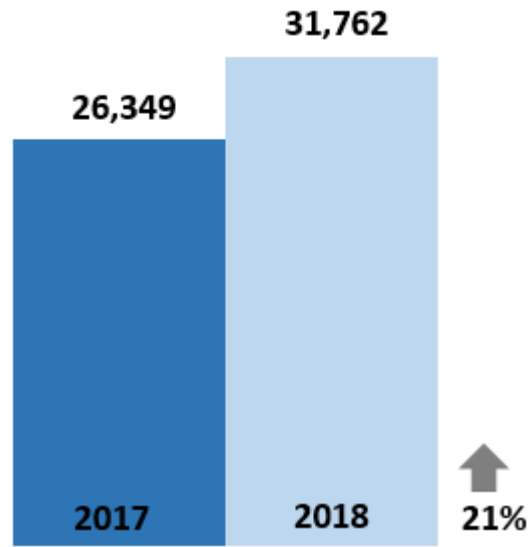


Airport

Enplanements

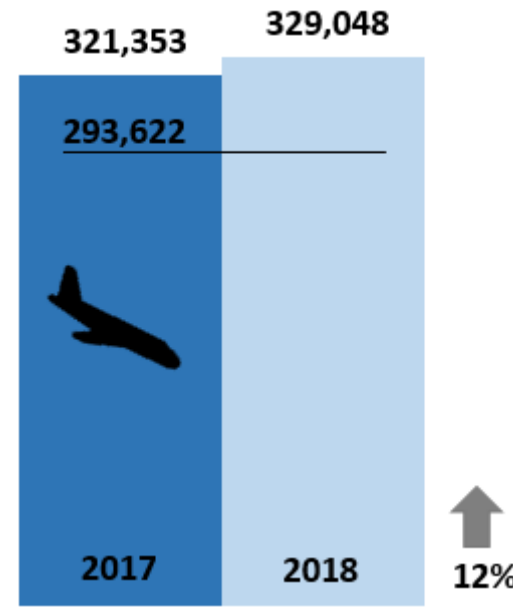
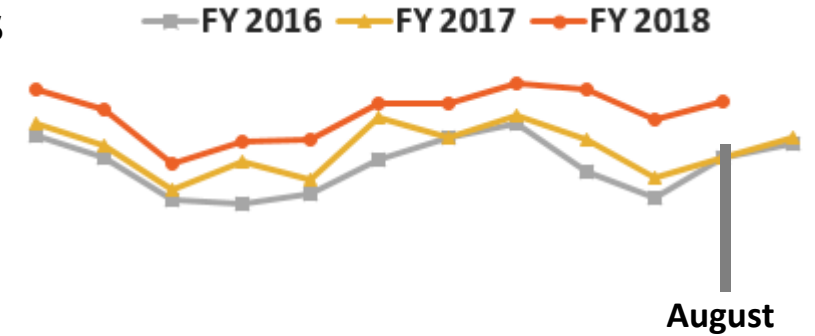


Fiscal Year To Date

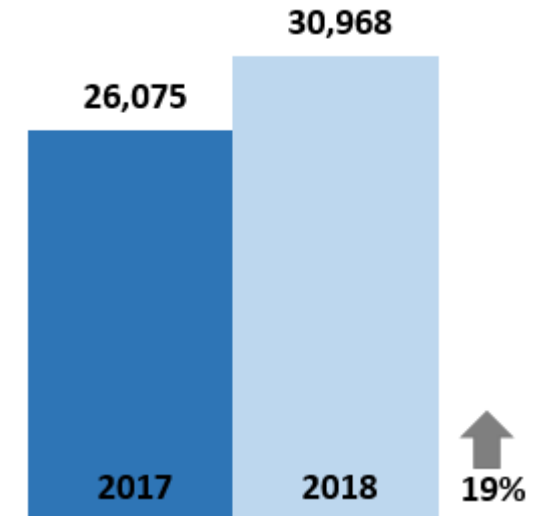


August over August

Deplanements



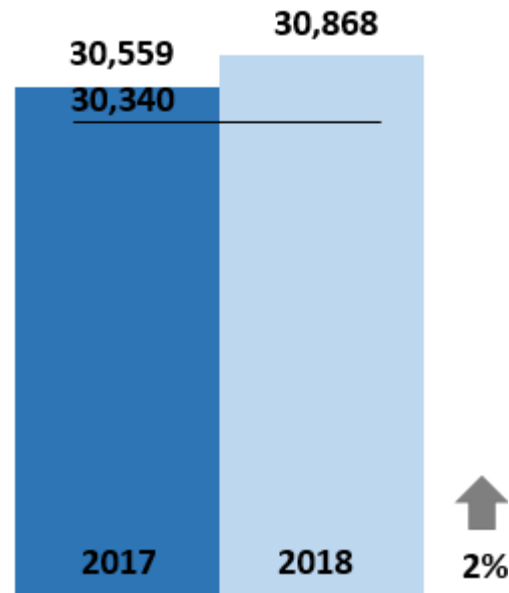
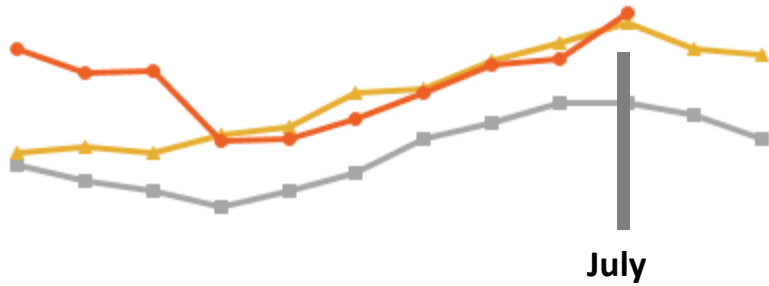
Fiscal Year To Date



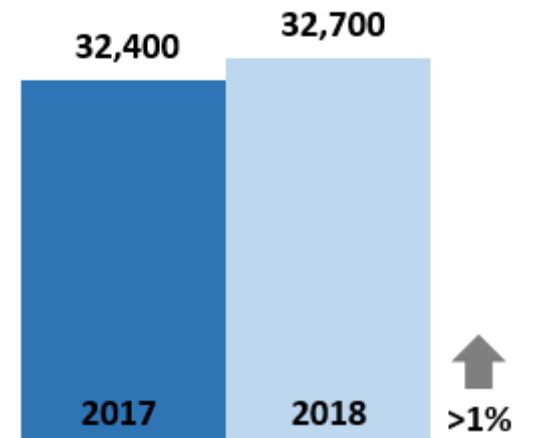
August over August

Leisure & Hospitality Jobs

—■ FY 2016 —▲ FY 2017 —● FY 2018



Fiscal Year To Date

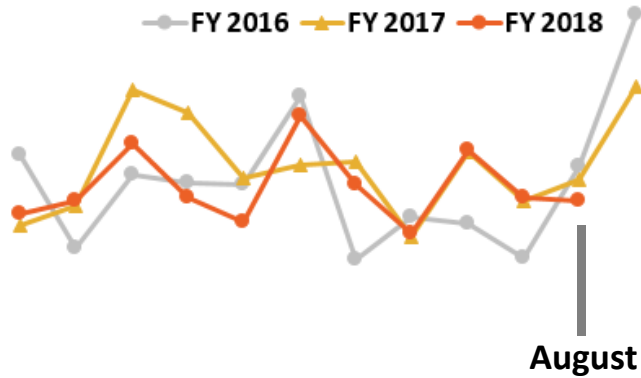


July over July

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

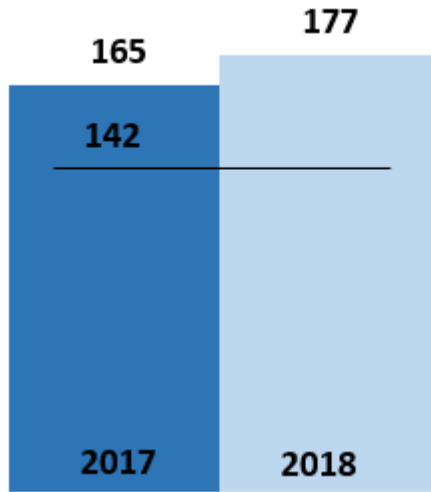
Definite Bookings

Bookings

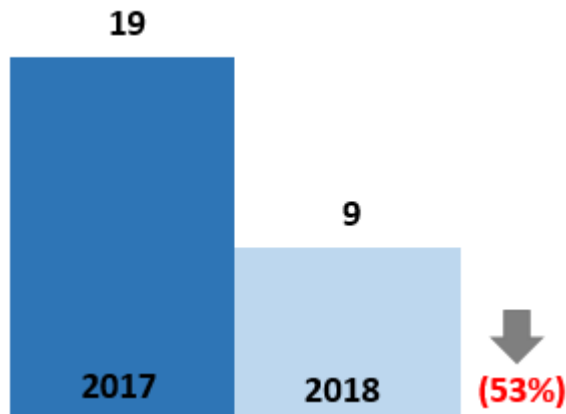


FYTD bookings are up due to focus on regional business

Room nights reflect regional groups which are smaller than national

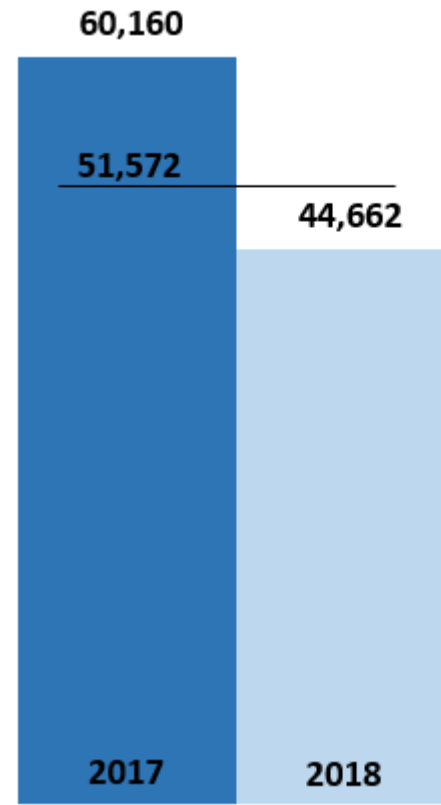
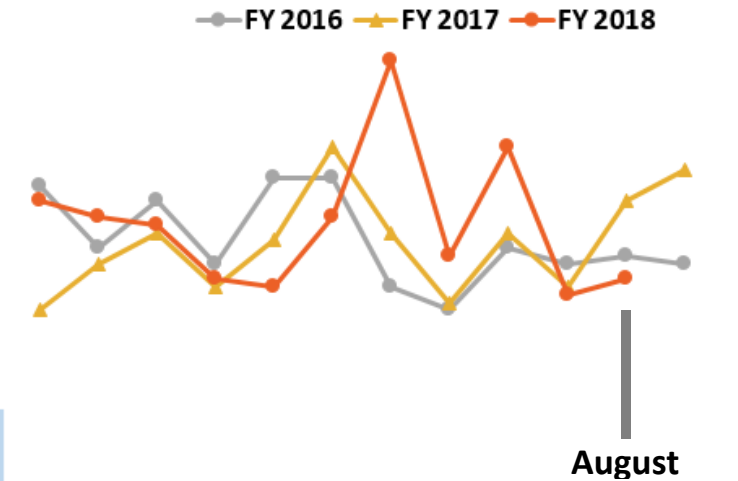


Fiscal Year To Date

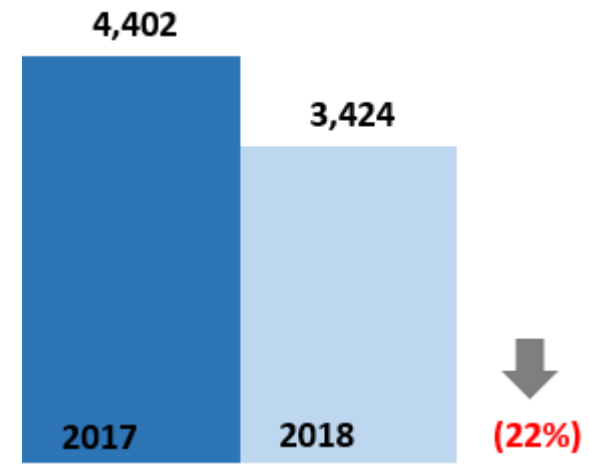


August over August

Room nights

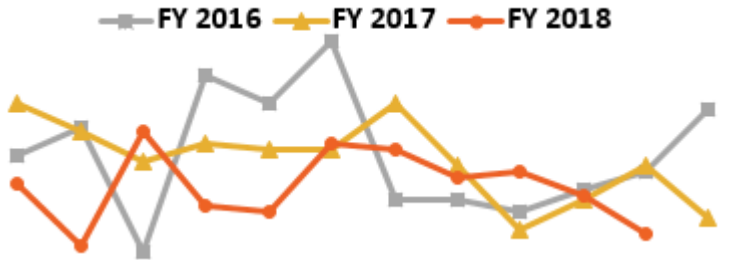


Fiscal Year To Date



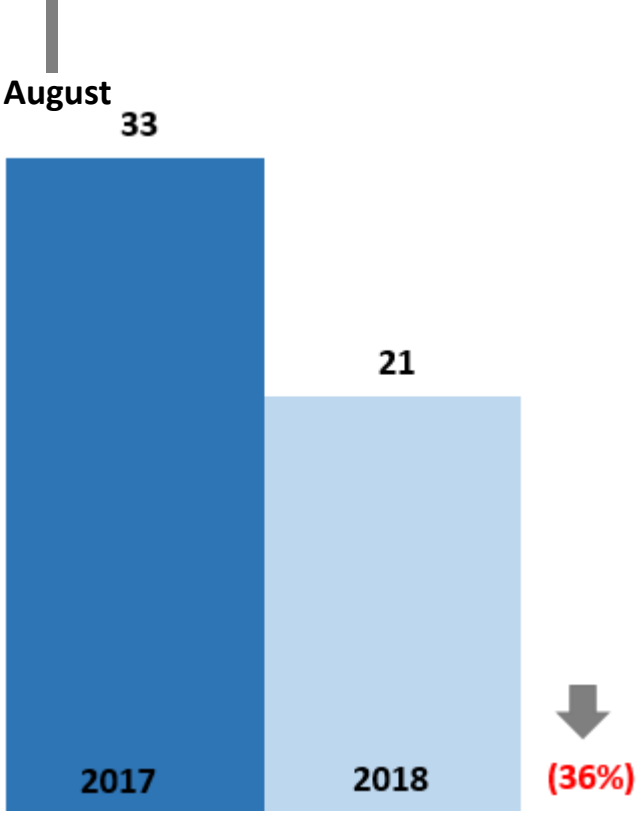
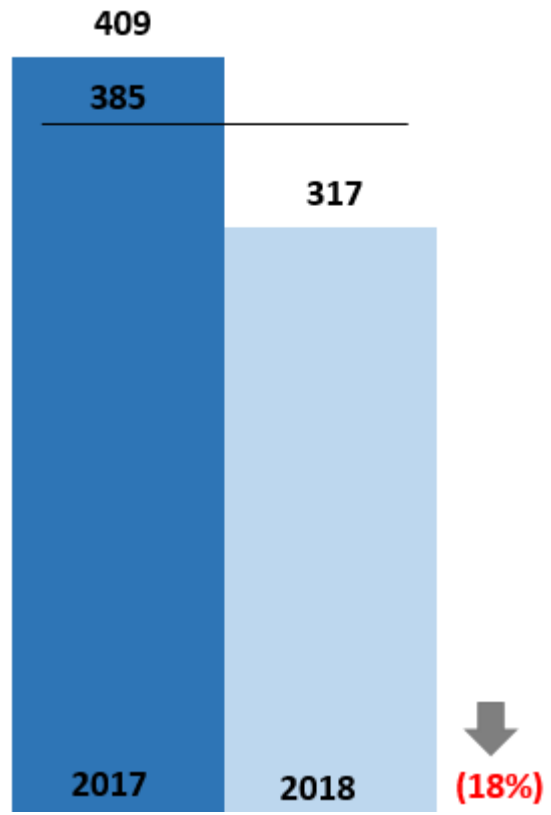
August over August

Leads Issued

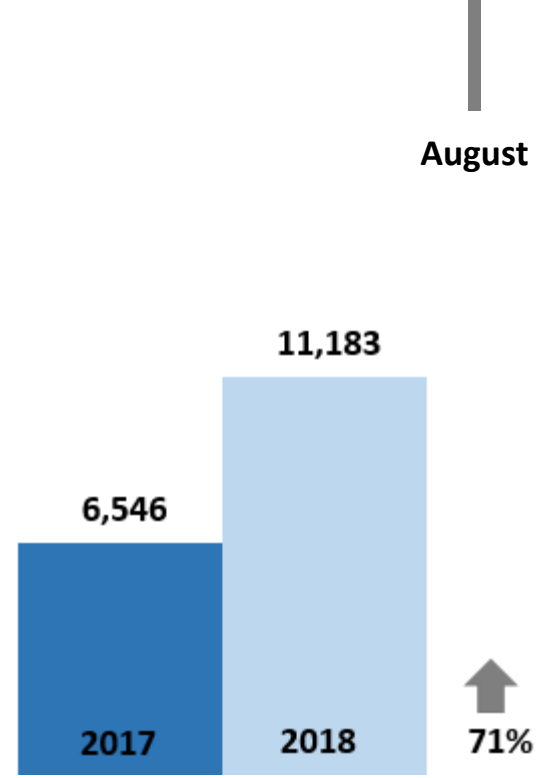
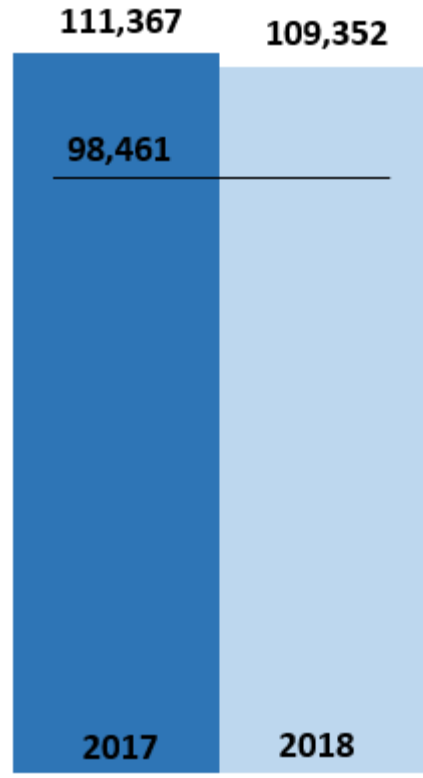
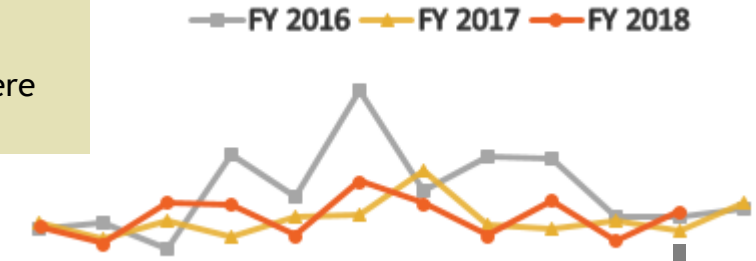


Potential Room Nights are up year over year and month over month due to several large groups looking at our destination

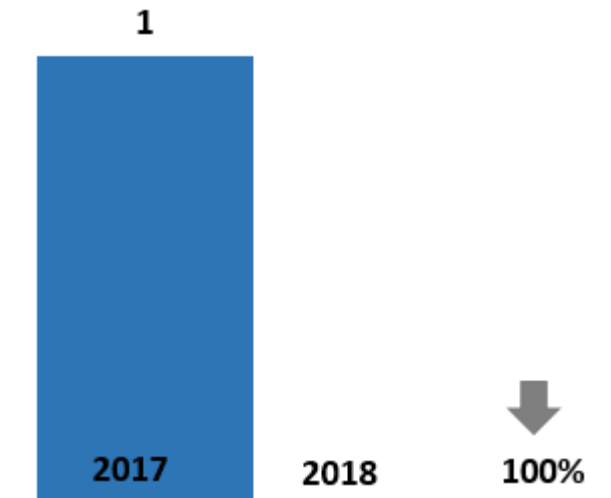
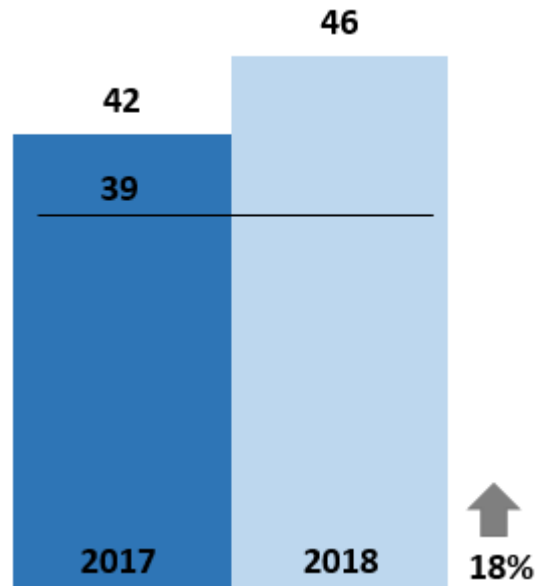
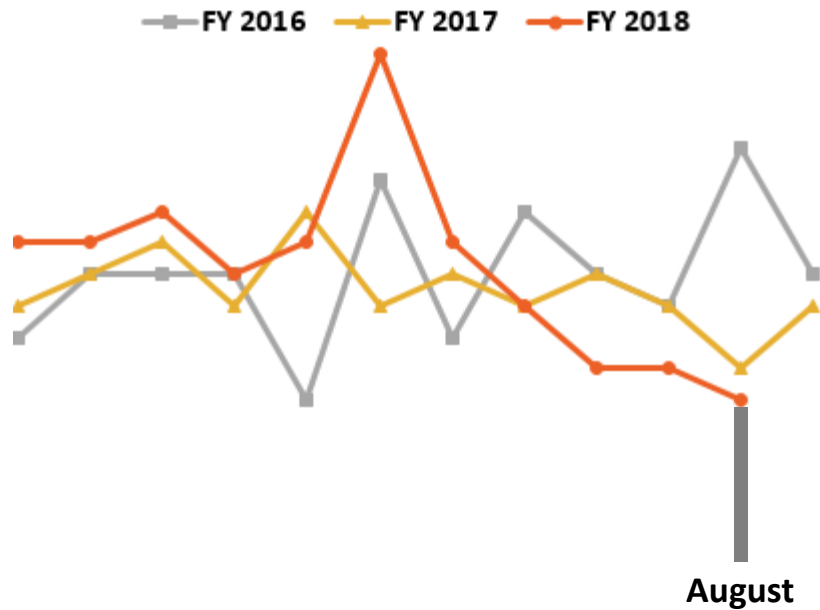
FY 2018 does not count service requests as leads. FY 2017 there were 76 service requests.



Potential Room Nights



Convention Center Leads

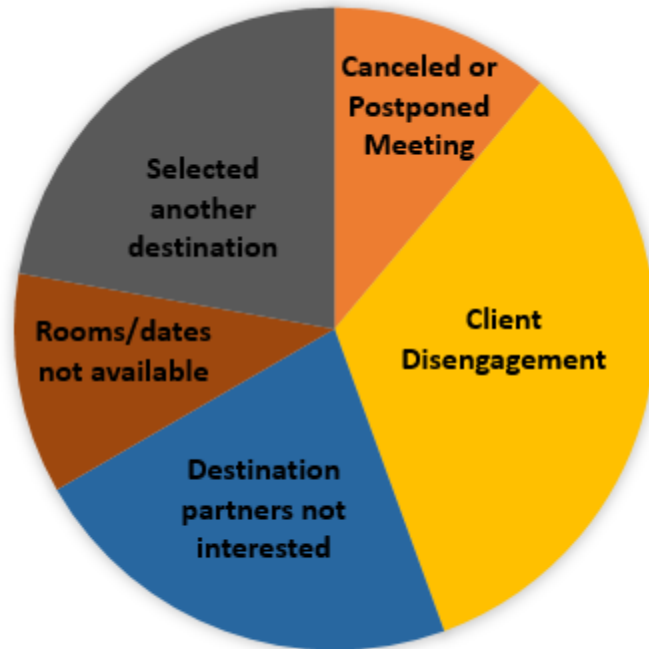


Fiscal Year To Date

August over August

Lost Business

August 2017

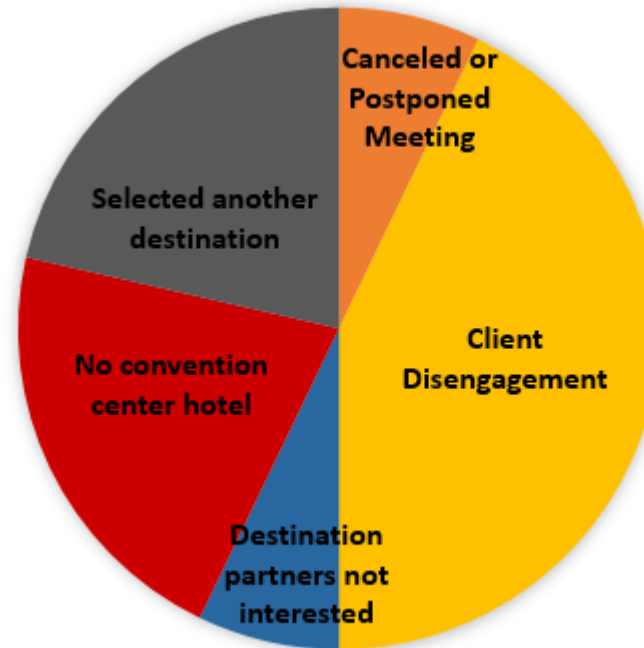


9 Leads

Other Cities Selected:

Mobile, AL
Charleston, SC

August 2018

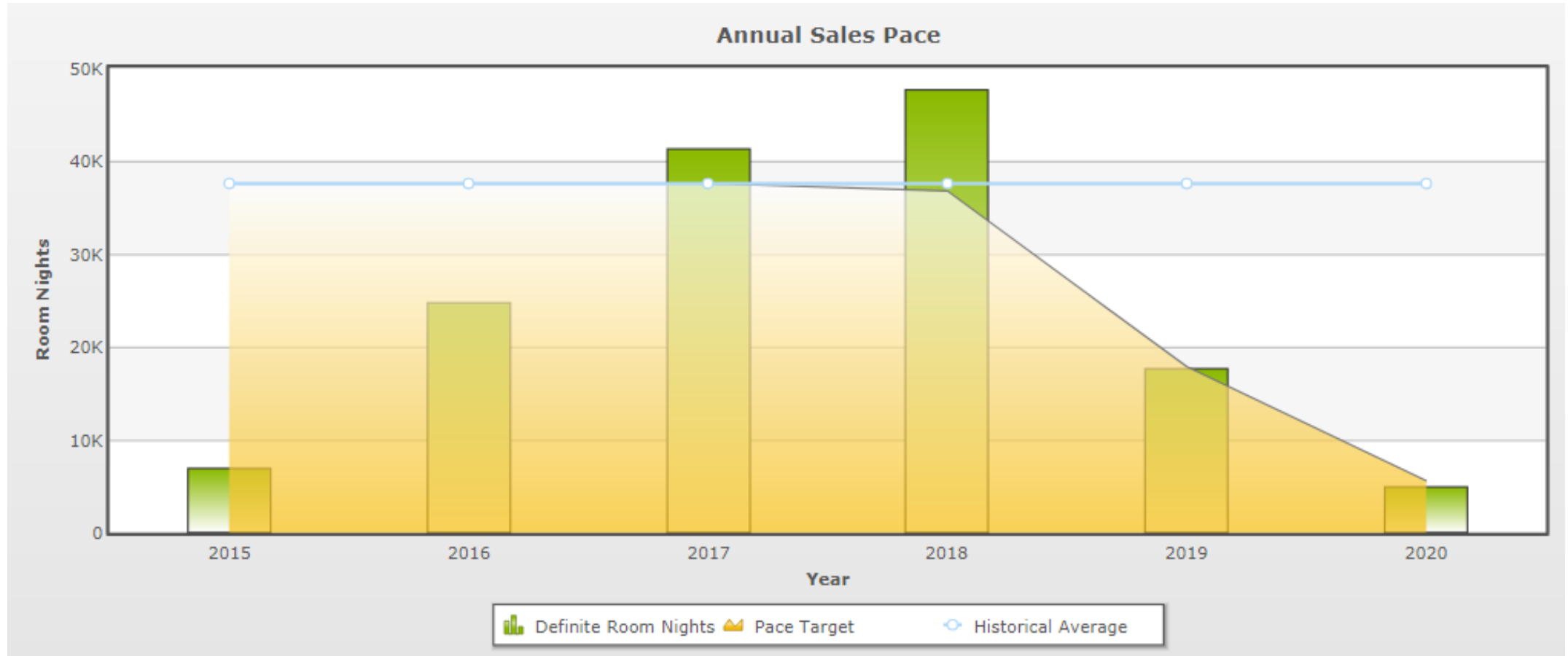


14 Leads

Other Cities Selected:

West Palm Beach, FL (3)

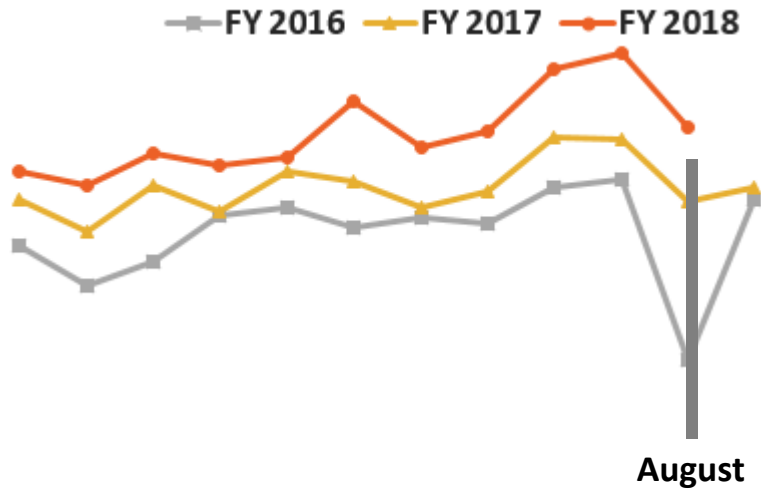
Pace Report



Pace Report - Pipeline

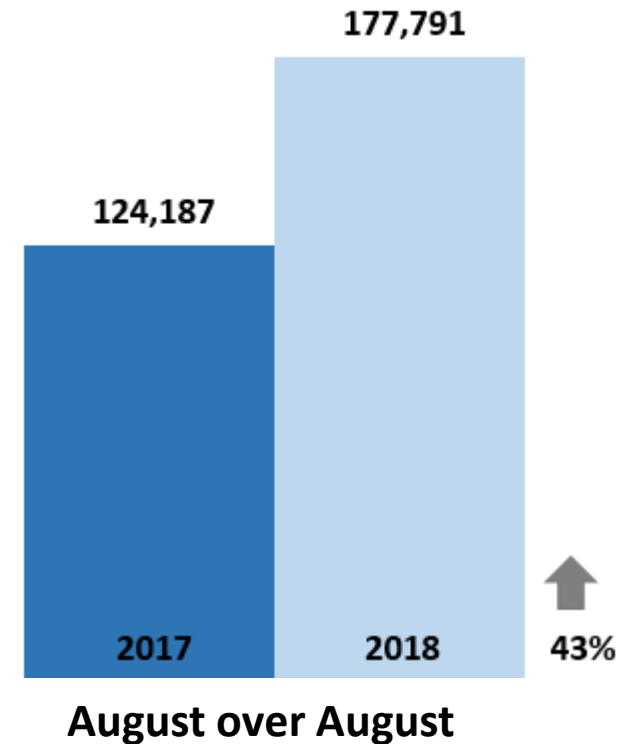
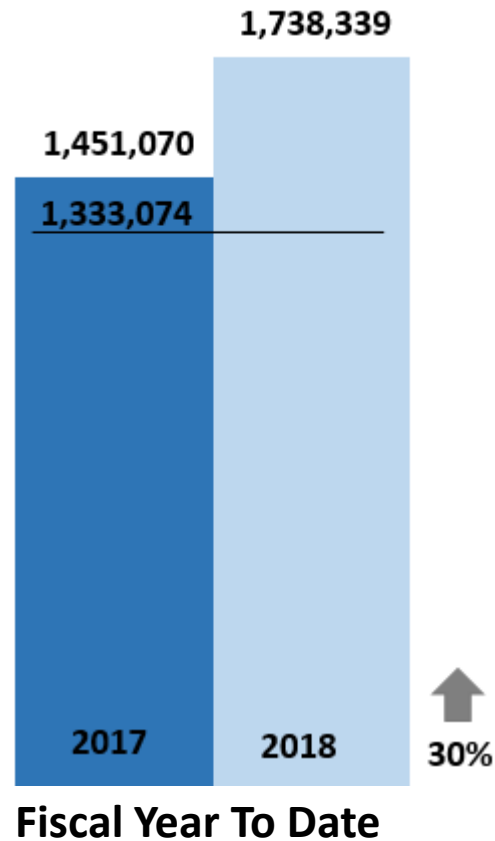


Google Analytics - Users (Formerly Unique Visits)



- Sports Books at most of the casinos opened resulting in National media coverage
- Ran an on-air promotion during three Saints games
- Supported both with Digital Campaigns

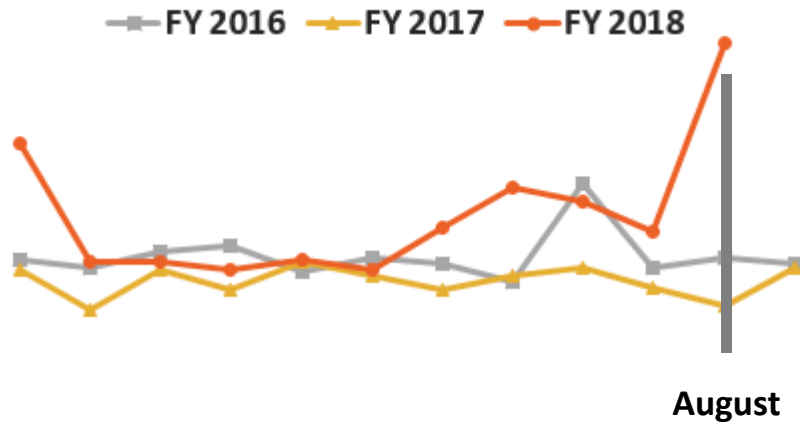
In an ever changing effort to report accurate unique visitors Google Analytics has changed their algorithm resulting in a difference in Unique Users (now Users) from last year.



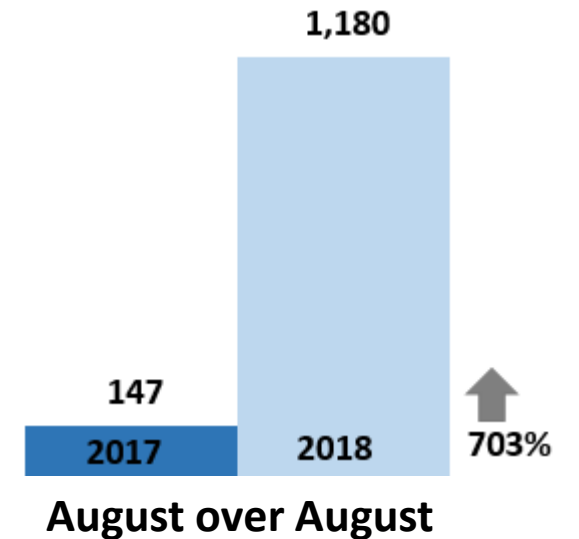
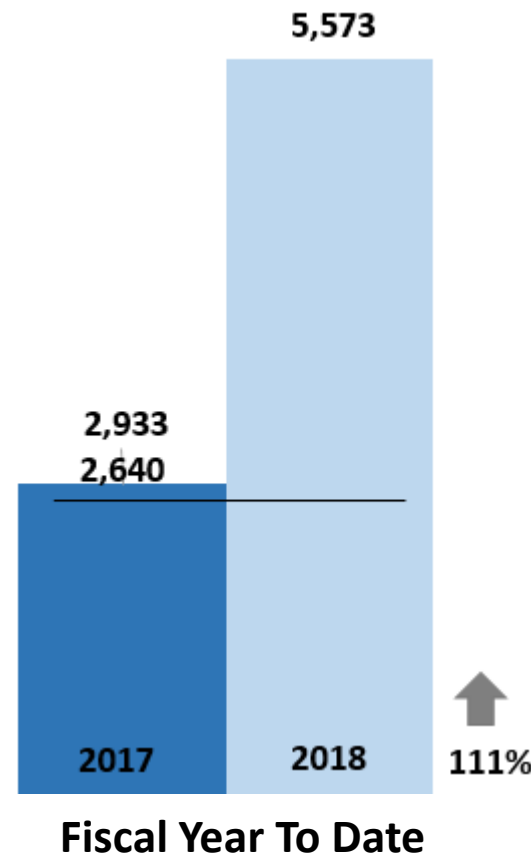
Number of Articles

Content Drivers:

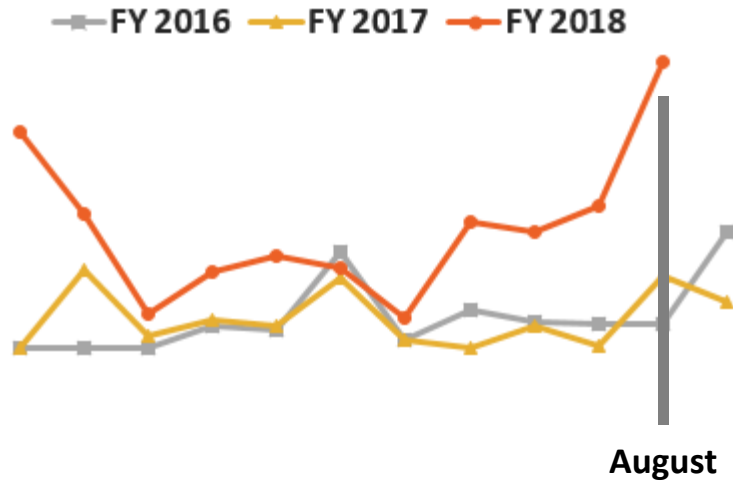
- Sports Betting
- Culinary
- NASA
- Affordability/End of Summer Getaway



*October increase due to Hurricane Nate Coverage

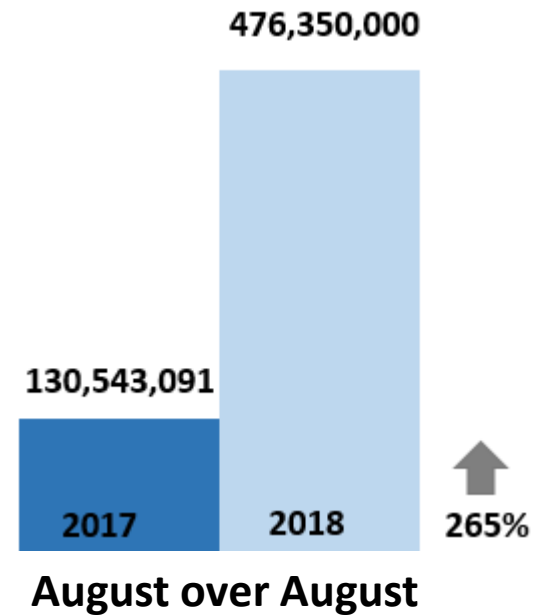
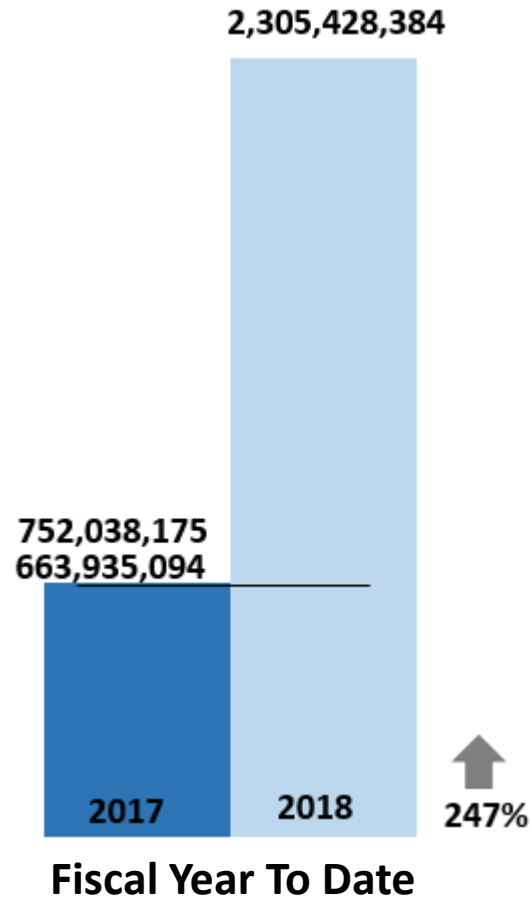


Impressions

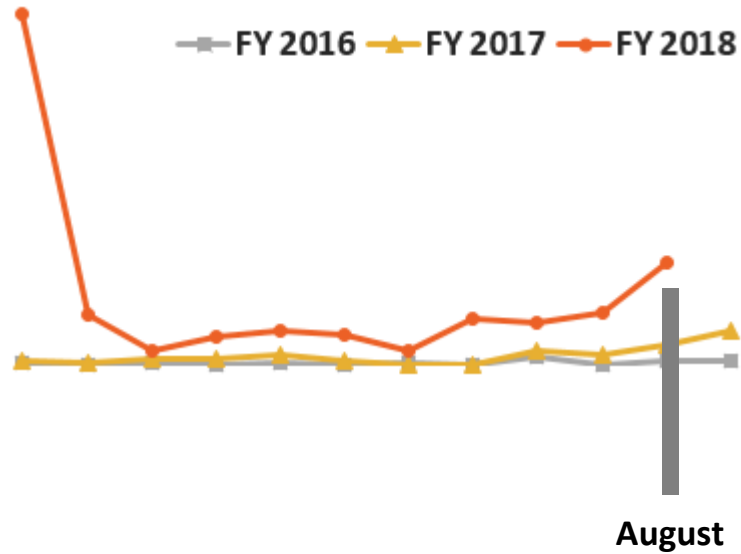


*October increase due to Hurricane Nate Coverage

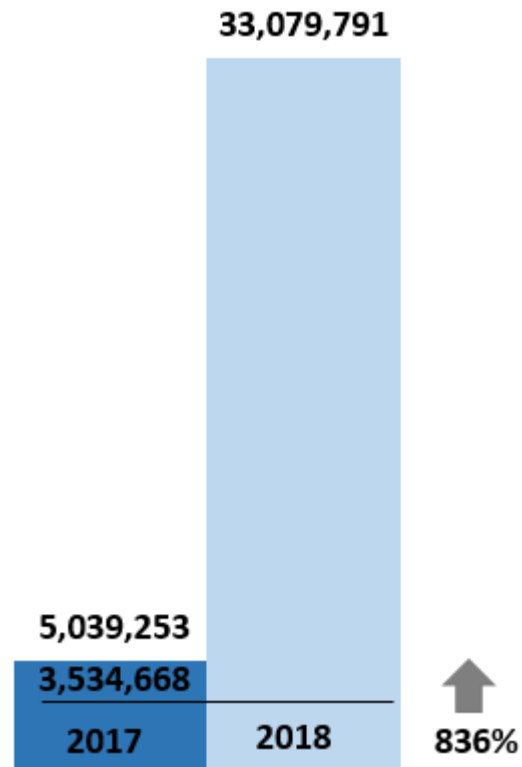
- Major Outlet Drivers:
- The Washington Post - 34.2 M
 - Business Insider - 32.4 M
 - Fox News - 27.6 M
 - USA Today - 25.6 M
 - Yahoo! Finance - 15.7 M
 - Chron - 15.4 M
 - US News & World Report - 12.9 M
 - ABC News - 12.6 M



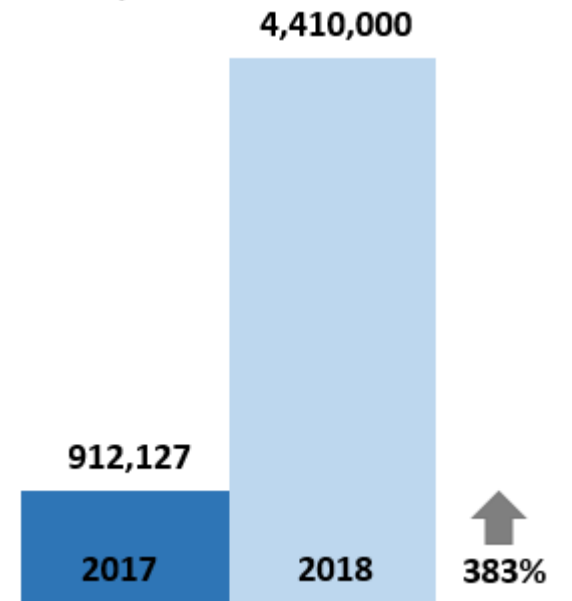
Advertising Value Equivalency



*October increase due to Hurricane Nate Coverage



Fiscal Year To Date



August over August



Tourism experts visit the Coast, give ideas for attracting more visitors



The advisory board will conclude their three-day tour of the Coast on Friday. (Photo source: WLOX)

SOUTH MISSISSIPPI (WLOX) - Thirteen tourism industry experts from around the nation are on the Coast this week serving on an advisory board for Visit Mississippi Gulf Coast.

Their mission is to look around the area then give ideas on ways to attract more visitors.

"The trick is figuring out what attributes to focus on and how to group those together to present an authentic brand image of what's already here, but in a way that people can quickly absorb and then make a decision that they should check it out," said David Fiss with Sustainable Brands.

Melissa Cherry is serving on the advisory board. Her parents were from the Coast, and she spent a lot of time in South Mississippi growing up.

Now she lives in Washington, D.C. and works with Destinations International. Based on her research, Cherry explained what she believes tourists look for when planning a trip.

"Visitors and tourists want to have unique experiences. They want authentic moments when they travel," Cherry said. "This is one of those kind of areas and regions that are able to offer another part of that decision process when they look to travel."

The advisory board will conclude their three-day tour of the Coast on Friday.

"Visitors and tourists want to have unique experiences. They want authentic moments when they travel," Cherry said. "This is one of those kind of areas and regions that are able to offer another part of that decision process when they look to travel."

The advisory board will conclude their three-day tour of the Coast on Friday.

Ramon Sanchez runs a hospitality company in Puerto Rico. Sanchez said from what he's seen the Mississippi Gulf Coast is a prime area to see a growth in tourism.

"You've got everything here," said Sanchez. "You've got beaches, great restaurants, some of the most beautiful architecture I've ever seen, and you've got great people. Everybody I've met has been wonderful."

Visit Mississippi Gulf Coast is in the process of creating a new marketing brand. The advisory board's feedback will be key to providing advancements in sales, marketing and operational activities.

"The involvement of each of these esteemed Customer Advisory Board members is extremely valuable to our organization and plays a crucial role in a summer-long series of events that will differentiate the Mississippi Gulf Coast and guide the future design, marketing, and communications for our region," said Milton Segarra, CEO of Visit Mississippi Gulf Coast.

According to a release from Visit Mississippi Gulf Coast, the results and feedback will be shared when the final report is provided.

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WLOX Editorial: Congratulations to all in our tourism industry



SOUTH MISSISSIPPI (WLOX) - There is good news to report for Mississippi Gulf Coast tourism. More people are visiting, up to 13.5 million in 2017. An increase of 6.3% over 2015. That's double the national tourism growth. Lots of people drive in and leave in the same day, but 43% are overnight trips bringing in \$1.17 billion in tourism spending.

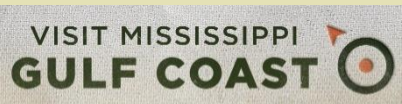


VISIT MISSISSIPPI GULF COAST BOARD OF COMMISSONERS MEETING

Looking to attract more tourists to South Mississippi, the Visit Mississippi Gulf Coast Board of Commissioners held a meeting in Biloxi.

The meeting covered a variety of things like recent revenue coming into the Coast and how the Coast could benefit from BP settlement funds. One method to bring more tourists to the Coast is to focus on millennials.

The marketing team showed research this demographic visits the Coast more due to the driving radius and the mindset of the living in the now in regards to touring experience. Peter Mayer Advertising Vice President and Director of Client Service David Crane said, "We craft our message to these different audiences to the things that motivate them. So, we want to understand when I'm talking to a younger experiential traveler versus an older



LOCAL MEDIA COVERAGE



Tourism in South Mississippi



Tourism in South Mississippi. Tourists and the dollars they bring are a life blood for our community. This week a new ad agency... Peter Mayer out of New Orleans. named to come up with marketing and selling the Mississippi Gulf Coast.



Two more coast casinos open sports book operations



BILOXI, MS (WLOX) - Two more coast casinos jumped into the sports betting game Monday. Harrah's Gulf Coast and Palace Casino raised the curtain on what analysts are calling a game changer.

The ribbon was cut and sports betting was off and running at Harrah's Gulf Coast inside what's called The Book.

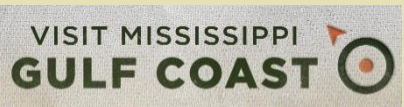
"This is our new sports book at Harrah's Gulf Coast. We've got five windows. We have 22 big screen TVs. We'll take bets on all kinds of action. We have a good team assembled from our sister properties in Las Vegas. We couldn't be more excited about being ready to take bets," said General Manager Jonathan Jones.

Bets were placed by several invited guests, including former New Orleans Saints star Deuce McAllister who thinks sports betting is going to translate into big business.

"It's just another opportunity for them to bring customers in. You talk about tourism, with Mississippi being the only game in town with sports betting, they'll pull people from other areas. It's very cool," McAllister said.

Harrah's parent company Caesars Entertainment brings a wealth of experience to the table.

"We have three people from our sister properties in Las Vegas with over 25 years experience that have moved here," Jones said.



LOCAL MEDIA COVERAGE

THE 33 BEST BBQ JOINTS IN AMERICA

SELECTING THE BEST places to eat barbecue in America has always been a monumentally difficult task, but it's even more so now, thanks to a new generation of pitmasters that's combined with a still crafty old guard to make the landscape more

THE SHED BARBEQUE & BLUES JOINT

OCEAN SPRINGS, MISSISSIPPI

Competition circuit phenoms and Food Network reality stars the Orrisons paint the picture of the ideal barbecue family. Everyone chips in, with Daddy-O making the sauce, Brad managing the pits, Mom handling the marketing, and Brooke making sure the ship doesn't sink. Whole hog is their award-winning specialty at competitions, but at the ramshackle Ocean Springs restaurant, you can't go wrong with any order. And the meat tastes even better with a side of live music. -- DG



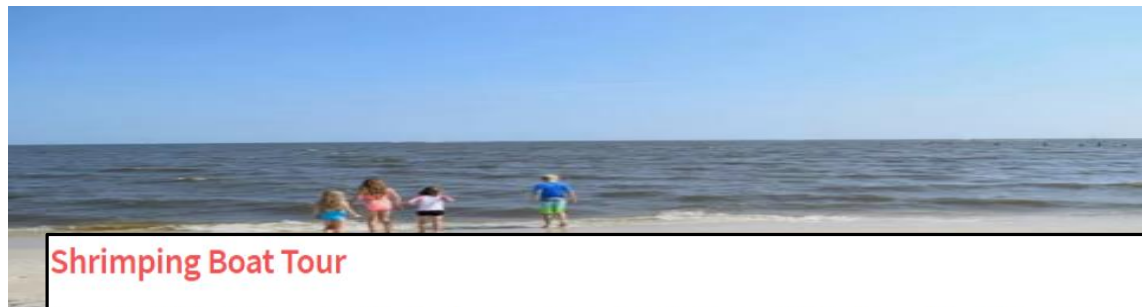
where fun, food, and faith collide

Family Vacation: Biloxi, Mississippi

When I first started researching family vacation destinations, I knew I wanted to head to the Gulf Coast. I have some great memories of visiting as a teenager, and I wanted my kids to experience the same.

Earlier this month we packed our bags and headed down to Biloxi, Mississippi for our first-ever beach vacation- woot!

Y'all, we had SUCH A SWEET TIME. Biloxi is a small city nestled between Gulfport and Ocean Springs. We found it to be incredibly family-friendly and overflowing with things to do!



Shrimping Boat Tour

We spent all day on a shrimping boat. It was an industry where you can see an animal that

The Beach

One of the best things about the Biloxi beaches is that they are free and public access. The kids spent a ton of time

Ocean Adventures Park and Center

Ocean Adventures Park and Center is an indoor and outdoor aquatic discovery center. They offer a daily stream of

shows and interactions with staff: dolphin shows, water polo. My kids' hands-down favorite part was the touch, and the kids loved the thrill of

peacefully in the water. I took the big kids (ages 9 and 10) to the science center on our last day of vacation and they were the perfect age to

but felt like they were on another planet. The artifacts, including

Lynn Meadows Discovery Center

For the youngest crowd, the Lynn Meadows Discovery Center is a fun way to spend a hot summer afternoon. The vision behind the Discovery Center is to create play spaces that reflect spaces in the wider community. For example, kids will have seen banana boats coming in on the dock while driving down the road with their parents. The Discovery Center has an exhibit set up like a port- banana boxes and all!

6 U.S. Scenic Byways You Must Discover

5. BEACH BOULEVARD SCENIC BYWAY, MISSISSIPPI



With a name like Beach Boulevard (gulfcoast.org), you'd think this route maps a West Coast drive, but in a plot twist, we're actually heading to [the Gulf Coast](#). Yes, the Southeast has its own beach Byway that traverses several states—and yes, Mississippi lays claim to the most beautiful part. Start out in Waveland, visit historic coastal towns, wend your way along 26 miles of beachfront, check out stately homes, and eat fresh seafood galore. If you want a bustling city, check out the casinos in Biloxi.

SEE: Mississippi Sound views from Pass Christian (aka “the Pass”) cannot be beat. Gulf Islands Water Park is a top pick for families, and be sure to check out the classic Main Street of artist enclave Ocean Springs—named one of our [10 Coolest Small Towns in America 2018](#).

EAT: There's a lot of good gumbo, fresh fish, and more along this route. Start the AM drive at PJ's Coffee in Pearlinton located on the “The Pearlinton Scenic Byway to Space,” just west of where Highway 90 becomes Beach Boulevard. Work up an appetite as you drive east and dive into lunch at Claw Daddy's, White Cap Seafood, or Half Shell Oyster House in Gulfport.

7 Most Underrated Family Vacations in the U.S.

2. Mississippi Gulf Coast

Instead of hitting up the overcrowded Florida beaches, consider visiting a more under-the-radar option in Mississippi, which is easy on the budget and every bit as exciting for kids.

Take your family on a shrimping trip in [Biloxi](#), which will show you how shrimpers cast their nets for these tasty critters - there's nothing fresher than this. Visit the Infinity Science Center, with exhibits on space travel and local ecology, plus a Hurricane Prediction Lab. And don't forget to make plenty of time for the beach and exploring nature. The Pascagoula River Audubon Center and the Center for Marine Education and Research have hands-on exhibits for learning about the wildlife that live in this coastal region. You can also charter a boat for a scenic cruise, or go fishing off the pier or shore.

Recommended Hotel: [Beau Rivage Resort & Casino Biloxi](#)





Fun Things To Do On The Mississippi Gulf Coast

CATEGORIES: DESTINATIONS, FEATURED

In my worldwide search for cool, fun, and happy destinations, I spent five exciting days exploring the Mississippi Gulf Coast and the region quickly moved up my happy travel destinations list. I expected the Biloxi casinos and a Fins Up vibe due to local hero Jimmy Buffett but many things along the Mississippi Gulf Coast surprised me.

Southern Oaks

Oaks, oaks, and more oaks. Mississippi Gulf Coast and I love seeing them. Morris Day and if there is an oak...

Celebrate Mardi Gras Year Round

While touring the Biloxi Shuckers (local AA baseball team) stadium, the marketing director mentioned that they will have a "half way to Mardi Gras" promotion in August. That sounded fun...

Mississippi Coast Funkiness #MSCoastLife

Certainly most beach communities have funky and artsy vibes but that art funkiness is pervasive and pervasive...

Science and Nature

Space exploration does not happen without the Mississippi Gulf Coast. While rockets launch from...

Ethnic Fusion

Biloxi has vibrant Vietnamese and Croatian communities. That was a surprise to me. Vietnamese fishermen brought...

#MSCoastLife People

So totally trite and overused (not by me, though) is the concept of people making the place special. The Mississippi Gulf Coast is one of best examples I have experienced. With casinos, military, and other industries present, the Mississippi Gulf Coast population is definitely transient. However, the people I met absolutely love it here. They choose to be here.



Meet

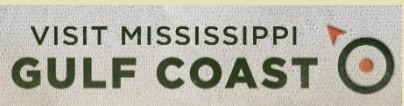
The Mississippi Gulf Coast has meeting venues to suit any event. The Mississippi Coast Coliseum & Convention Center offers over 400,000 square feet of state-of-the-art meeting space and can comfortably house groups of up to 6,000 people. Food and beverage provider Levy serves up dishes with delicious local ingredients and inspiration, such as fresh Gulf shrimp and freshly picked...

Sleep

With nearly 15,000 guest rooms, the region offers an array of accommodations, from luxury casino resorts...

Retreat

The Mississippi Gulf Coast's temperate climate, along with its 62 miles of scenic shoreline and astounding natural beauty, makes it the perfect year-round backdrop to any meeting. There is an incredible amount to do, see, and experience across the Mississippi Gulf Coast, including outdoor activities such as kayaking, boating, fishing, and hiking; a wide variety of attractions and museums; world-class gaming; headliner entertainment; fine dining; and championship golf courses. Take your group on a team-building outing they'll never forget!

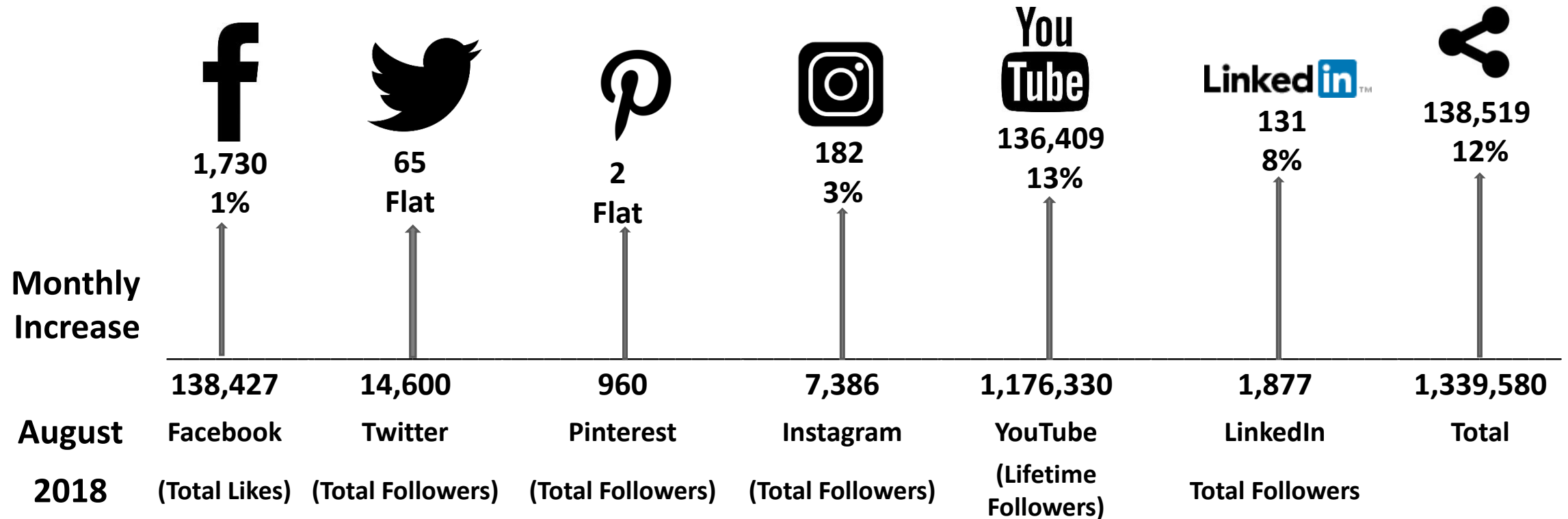


VMGC ASSISTED MEDIA COVERAGE

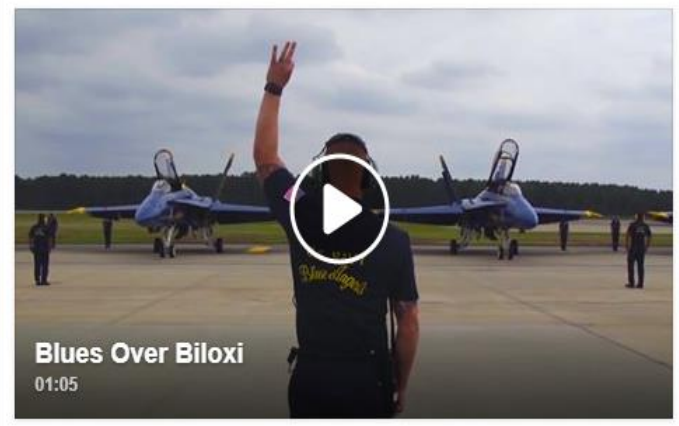
Social Media Metrics

August's

Running video ads through Google / YouTube



Everyone get excited! The U.S. Navy Blue Angels will be performing on the Mississippi Gulf Coast for the first time since 2011! Come check out their shows on July 21st and 22nd in Biloxi! There will be food trucks, refreshments, live music and more 🤘 Just be sure to bring your own chairs!



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Boost this post for \$5 to reach up to 1,600 people.

👤 338,772 people reached 🌐 **Boost Post**

👍❤️🤔 1.6K 122 Comments 1.2K Shares

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Performance for Your Post

338,772 People Reached

145,893 Video Views

4,492 Reactions, Comments & Shares 🌐

2,422 👍 Like	1,491 On Post	931 On Shares
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287 ❤️ Love	187 On Post	100 On Shares
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8 😂 Haha	6 On Post	2 On Shares
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49 😲 Wow	33 On Post	16 On Shares
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2 😡 Angry	2 On Post	0 On Shares
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488 Comments	166 On Post	322 On Shares
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1,239 Shares	1,203 On Post	36 On Shares
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19,835 Post Clicks

13,040 Clicks to Play 🌐	273 Link Clicks	6,522 Other Clicks 🌐
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visitmscoast Sunsets don't get much prettier than in the Bay! #MSCoastLife 📷 @jasawyer_imaging

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lisa_kei_ @poppy_szekeres

jamiegood1 Beautiful!!

jennalubmeier @hopenewell there's the source of that weird sunset!

spirit_of_adoption_ministry ❤️❤️❤️

hopenewell @jennalubmeier yes!!

maryfindjoysmallthings Awesome photo !

📍 542 likes
JULY 1

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Impressions	7,833
Total engagements	97
Link clicks	32
Likes	21
Media engagements	17
Hashtag clicks	12
Detail expands	8
Retweets	5
Profile clicks	2