



Visit Mississippi Gulf Coast

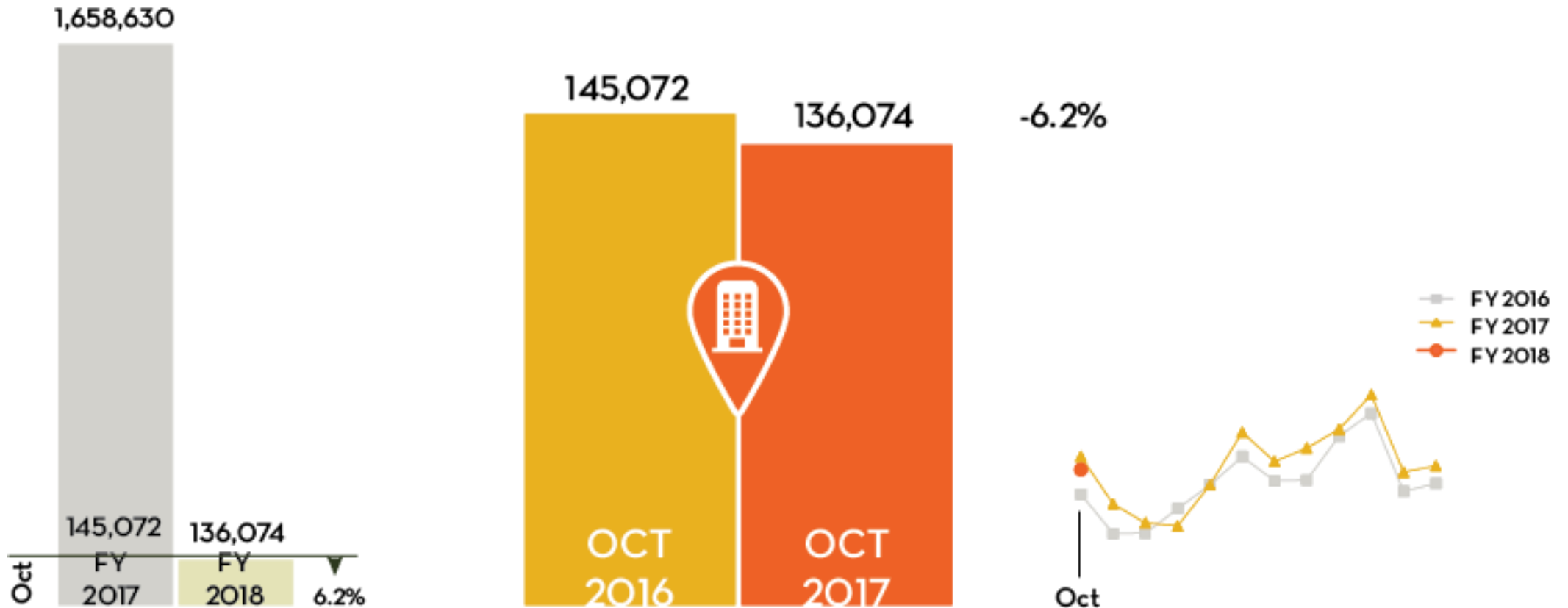
KEY PERFORMANCE INDICATORS

NOVEMBER 2017

Non-Casino Rooms Sold



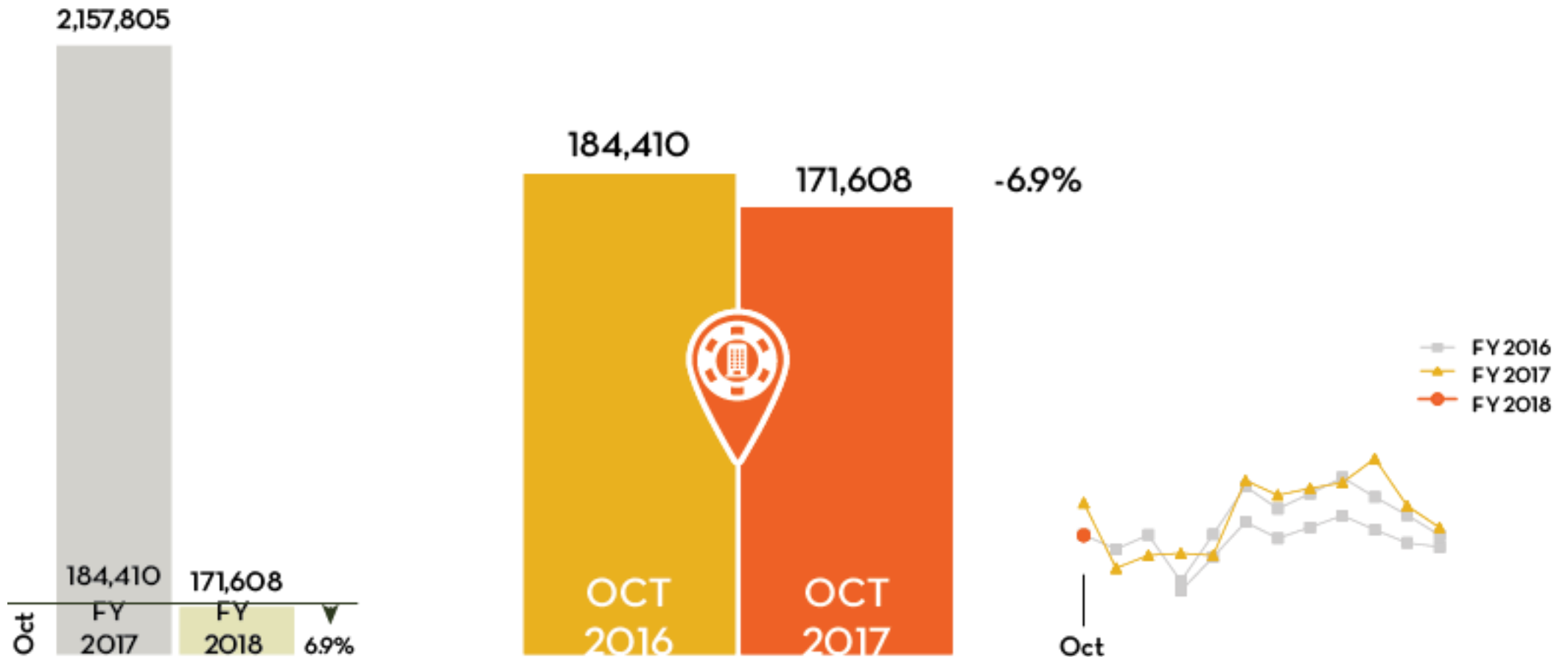
STR



Casino Rooms Sold



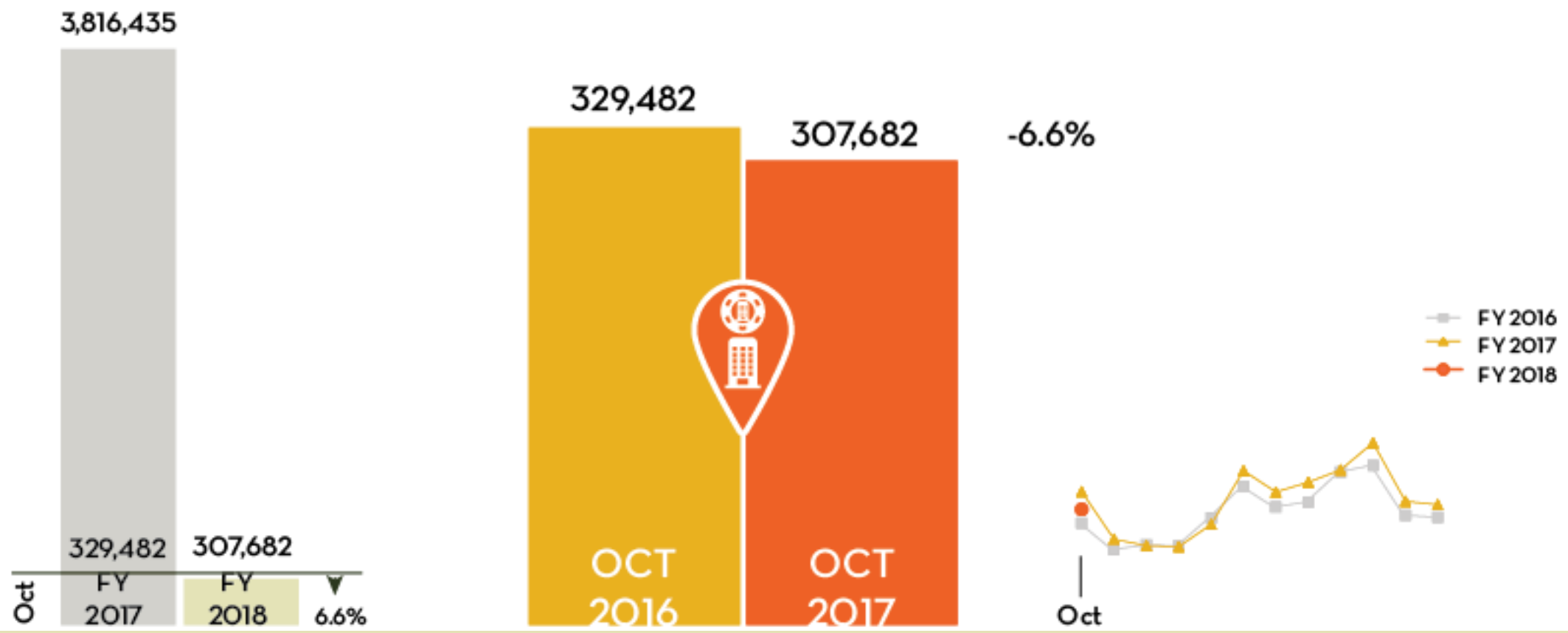
MS Gaming Commission



All Rooms Sold



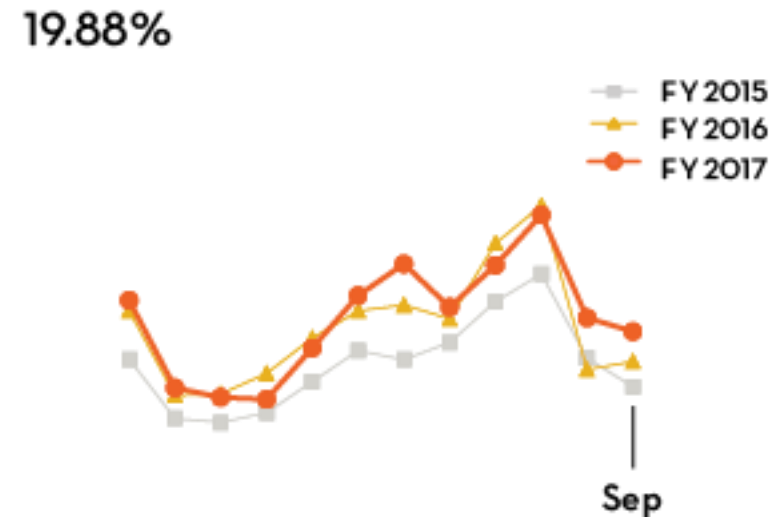
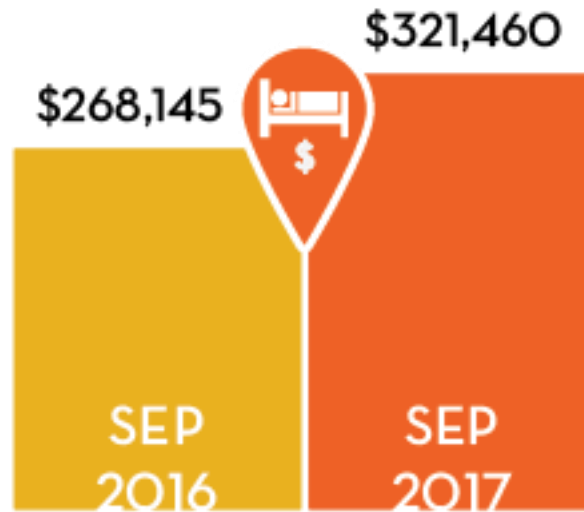
STR & MSGC



Occupancy Tax Receipts



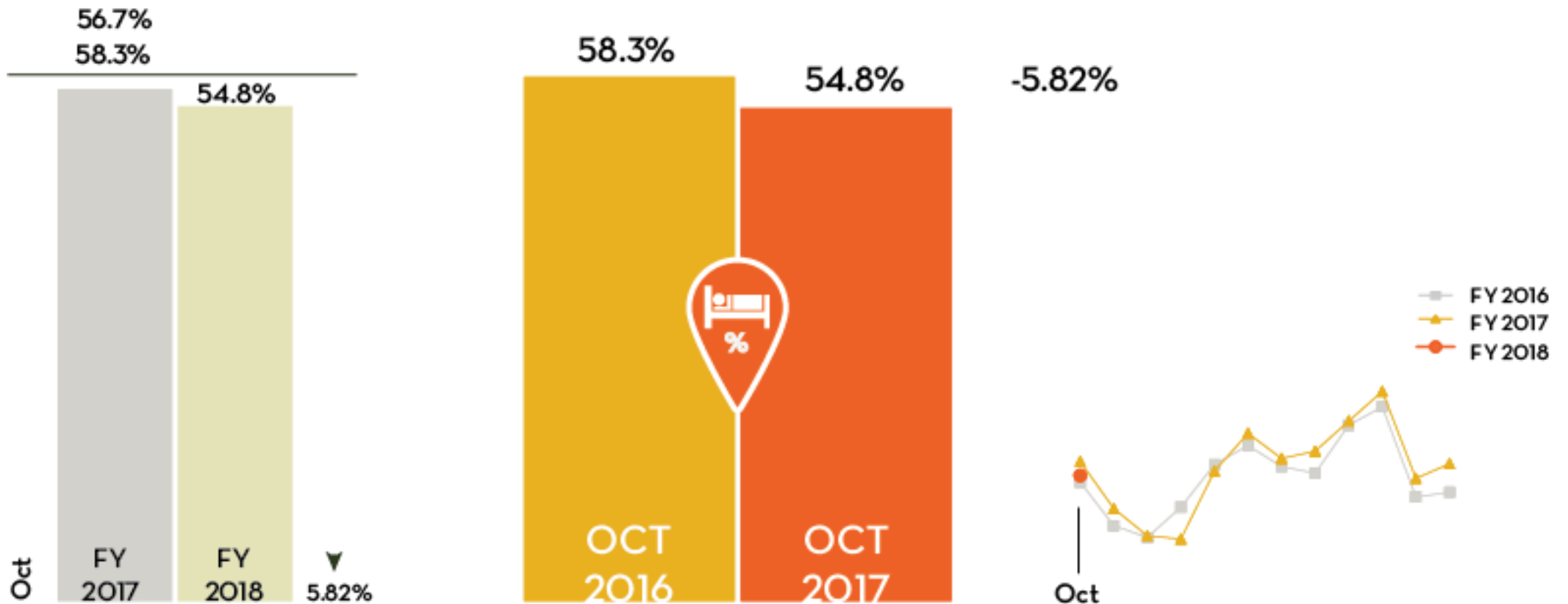
MS Department of Revenue



Non-Casino Occupancy



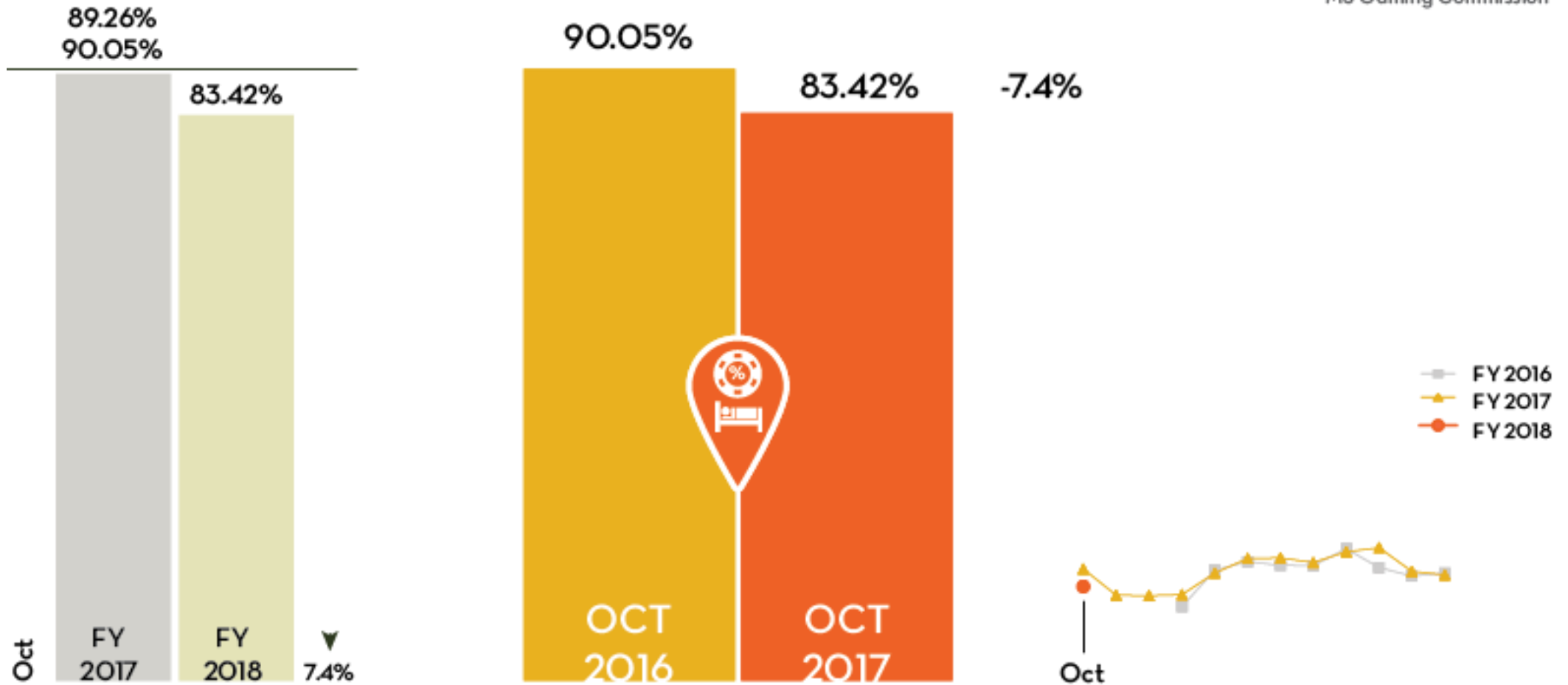
STR



Casino Occupancy



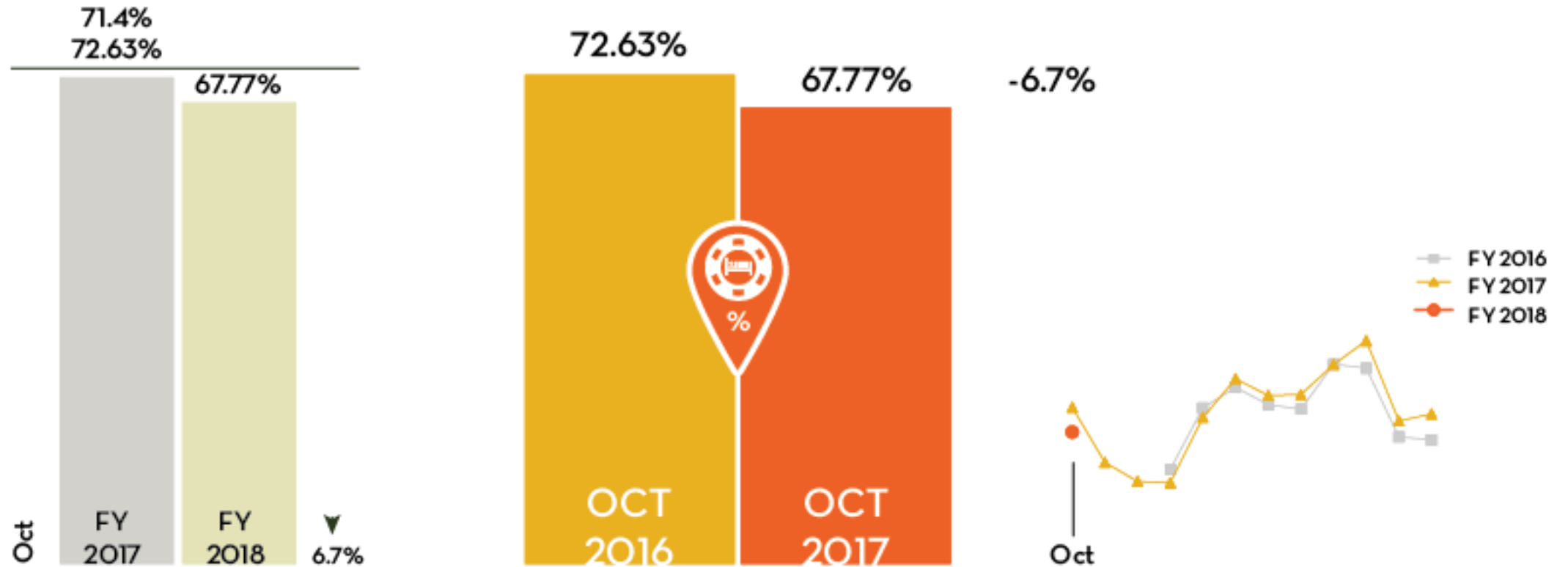
MS Gaming Commission



All Occupancy



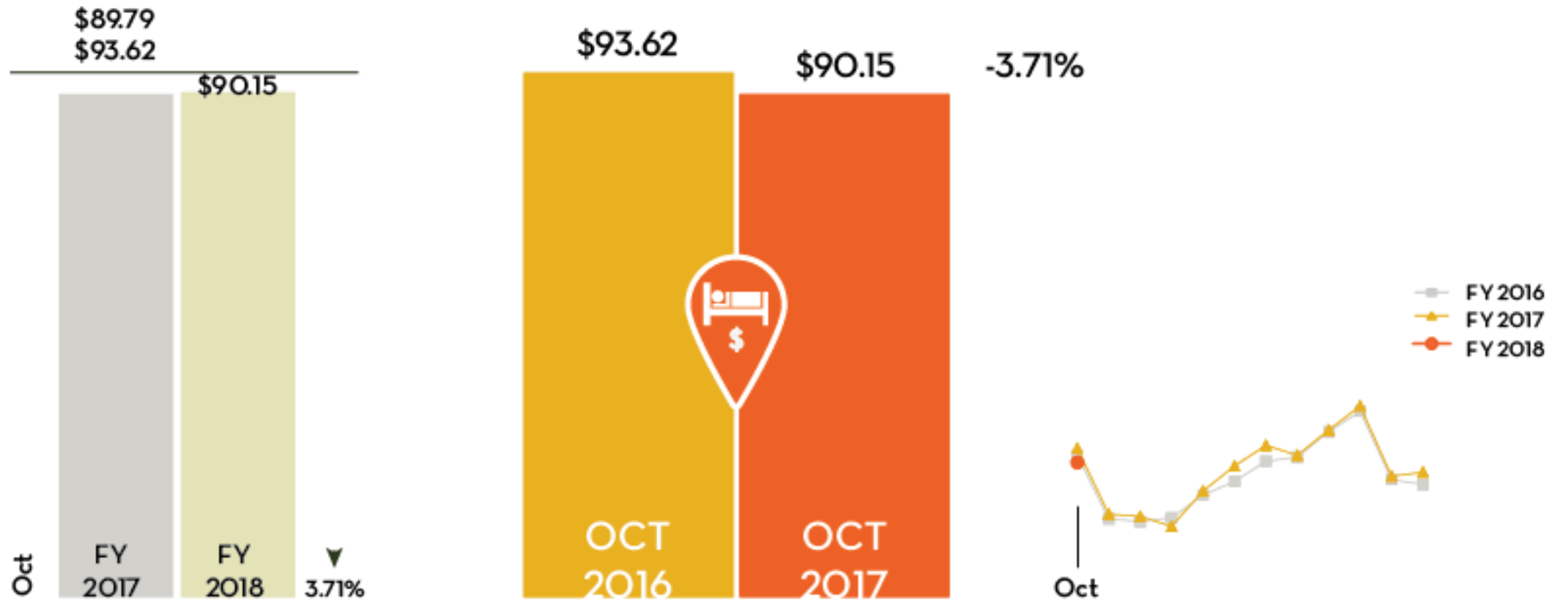
STR & MSGC



Non-Casino ADR



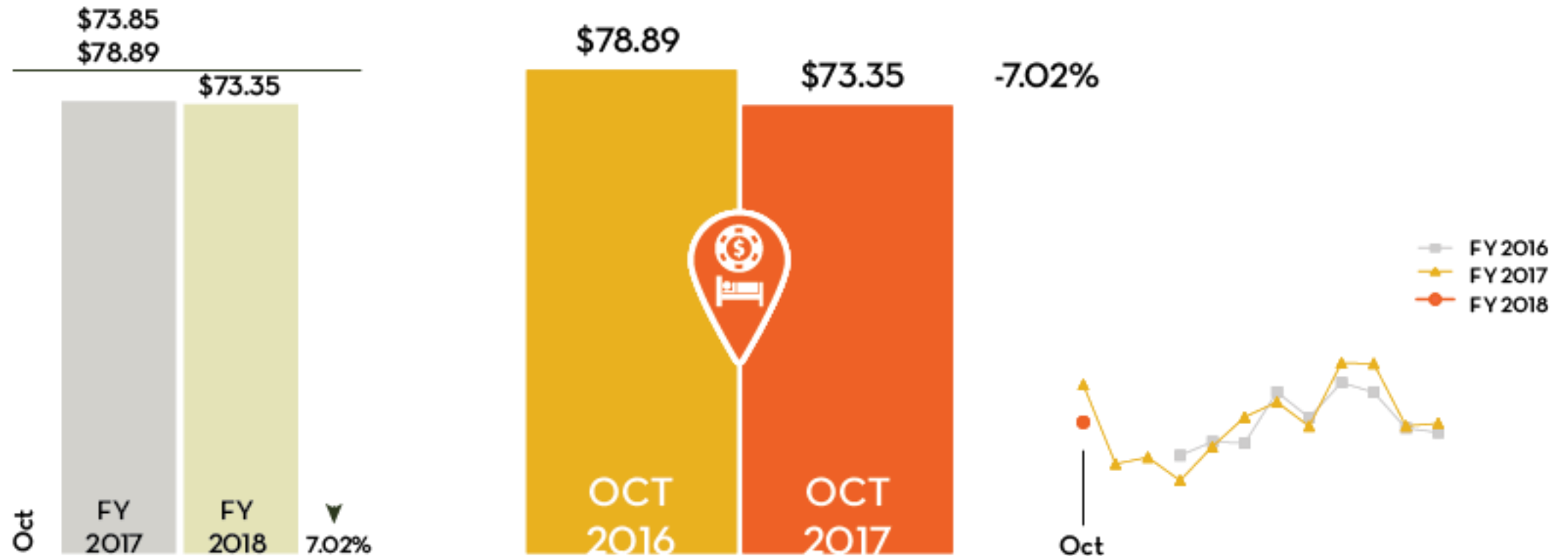
STR



Casino ADR



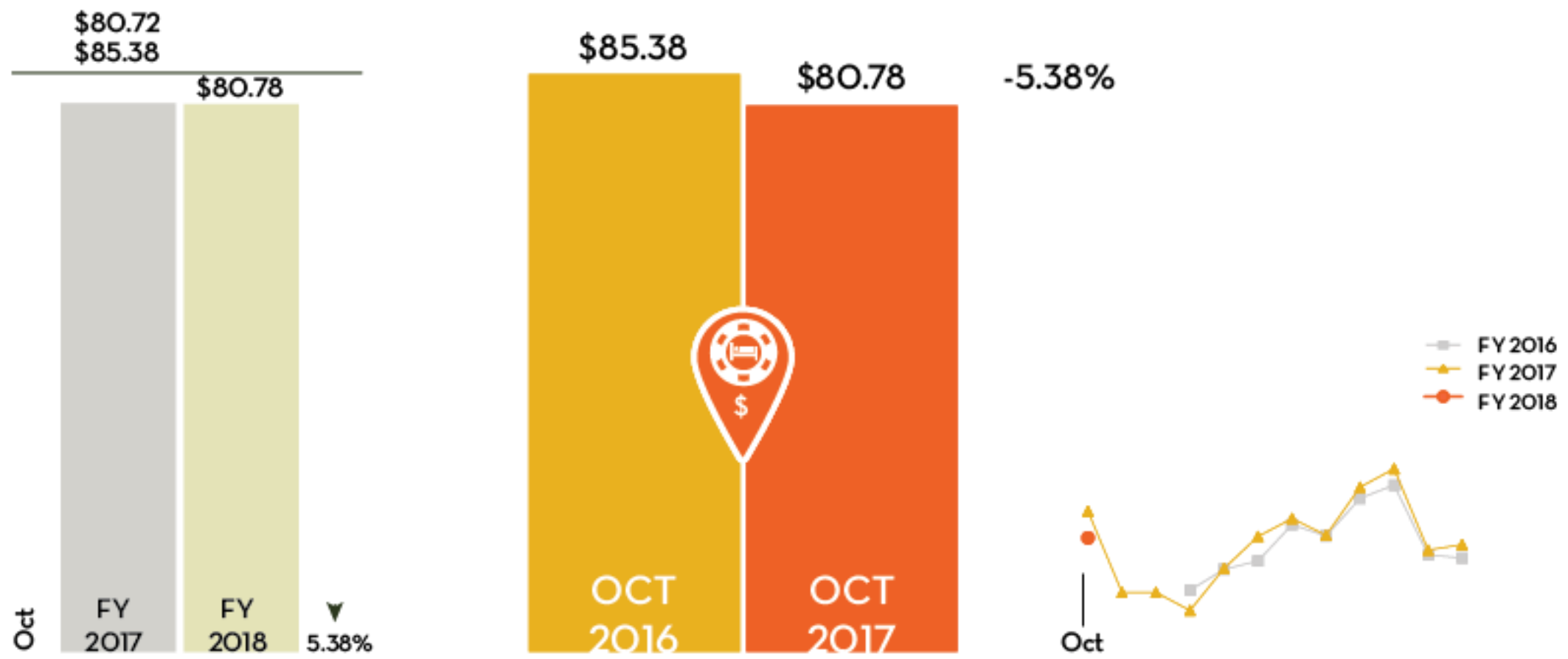
MS Gaming Commission



All ADR



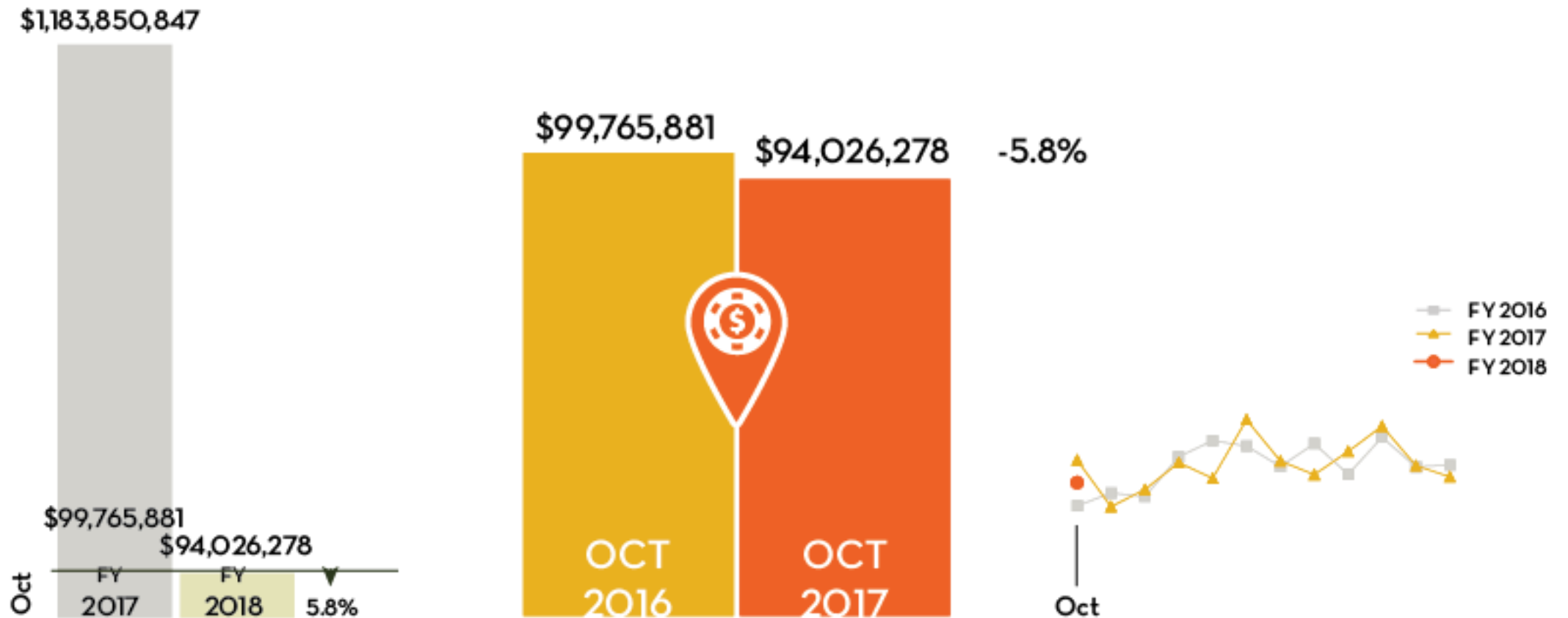
STR & MSGC



Gaming Revenue



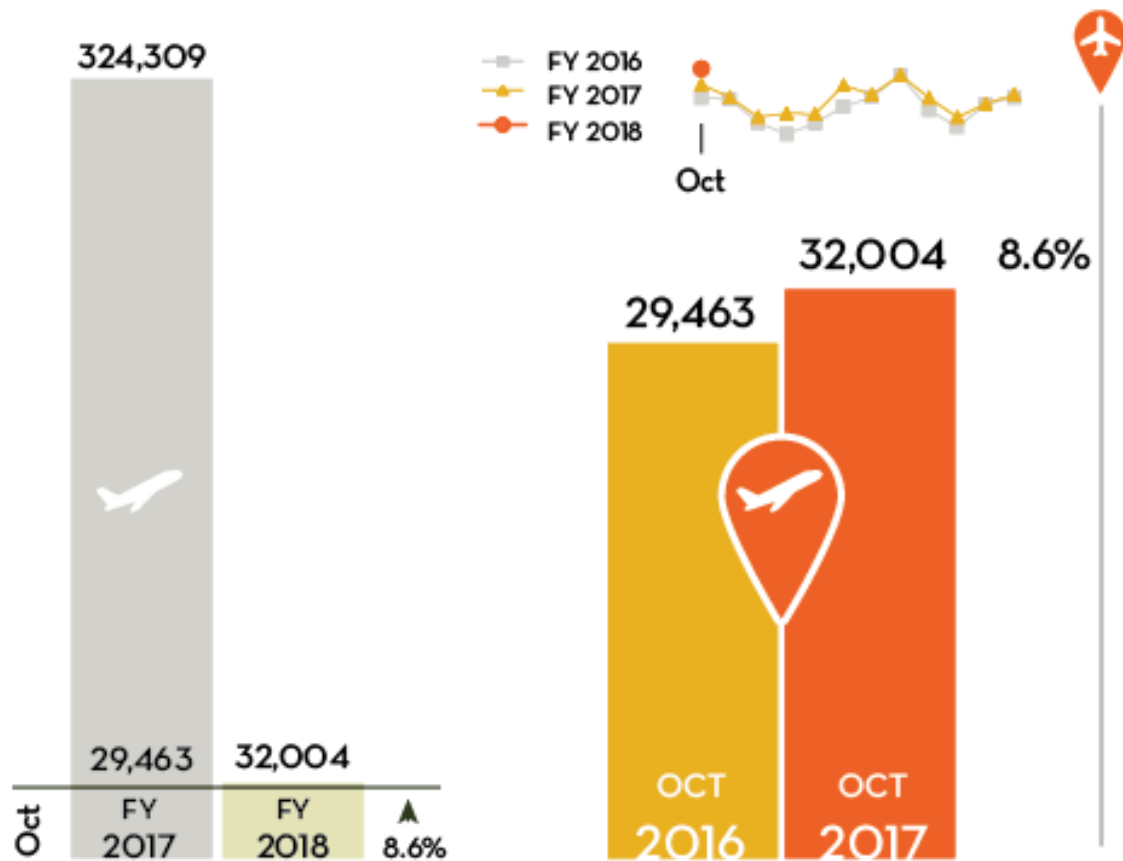
MS Gaming Commission



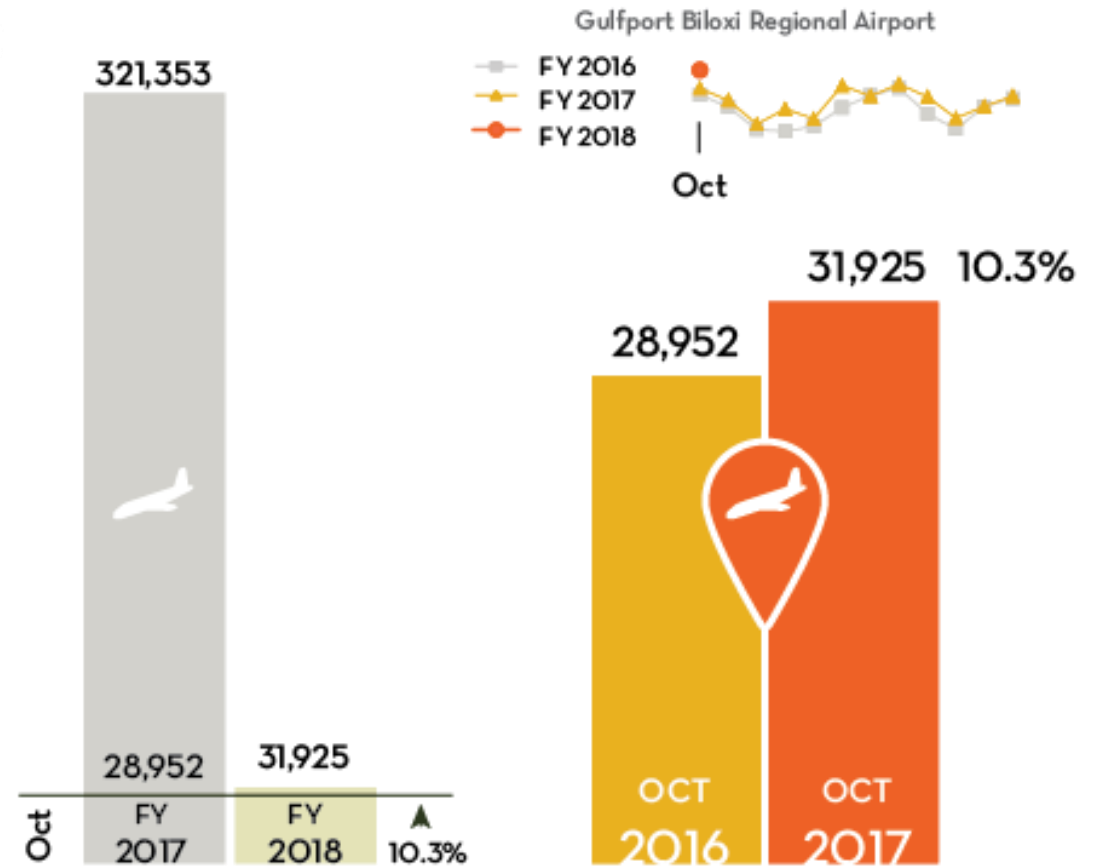
Airport



Inplanement



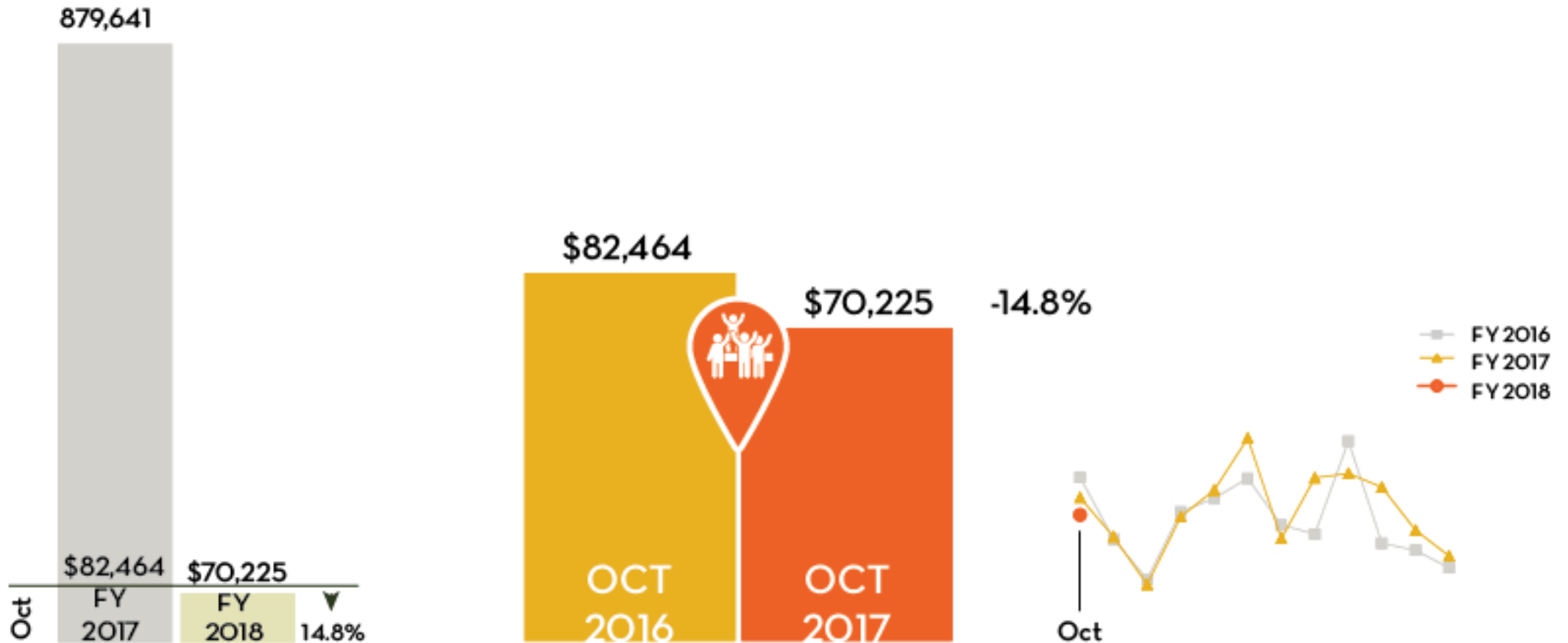
Deplanement



Convention Center Revenue



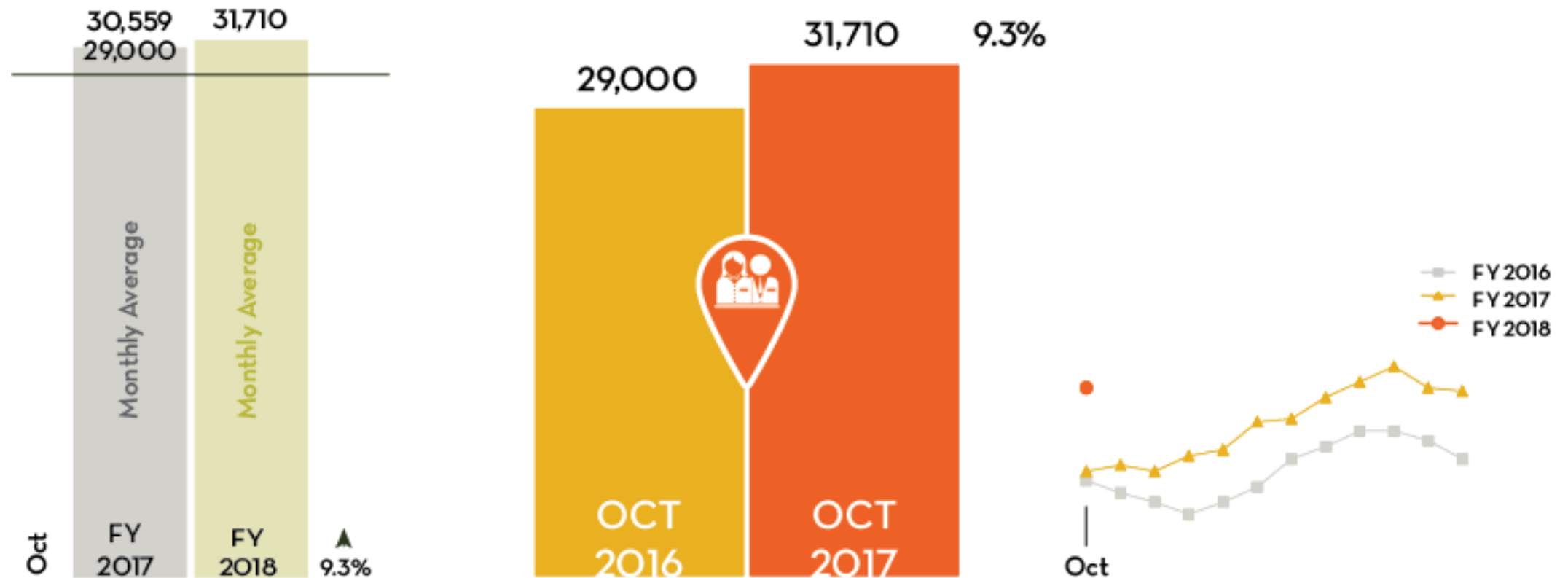
MS Coast Coliseum and Convention Center



Leisure & Hospitality Jobs



MS Dept of Employment Security

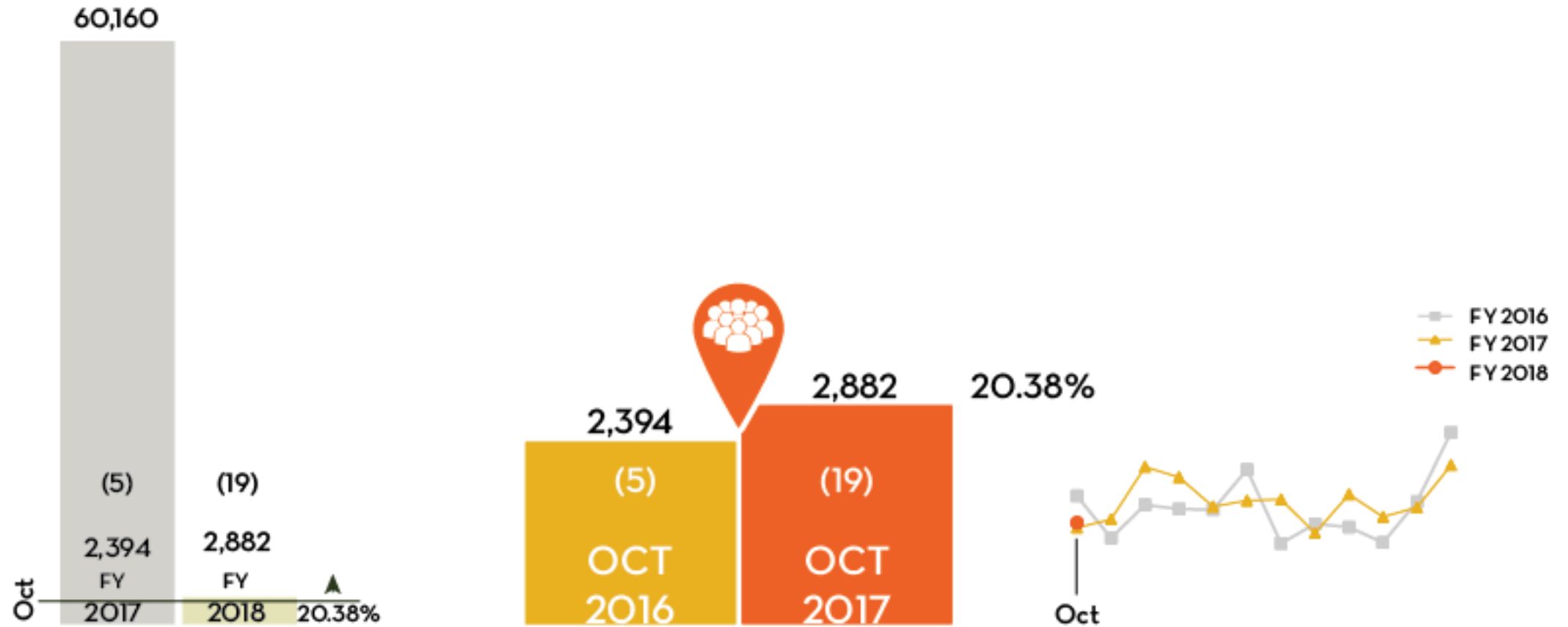


Definite Bookings

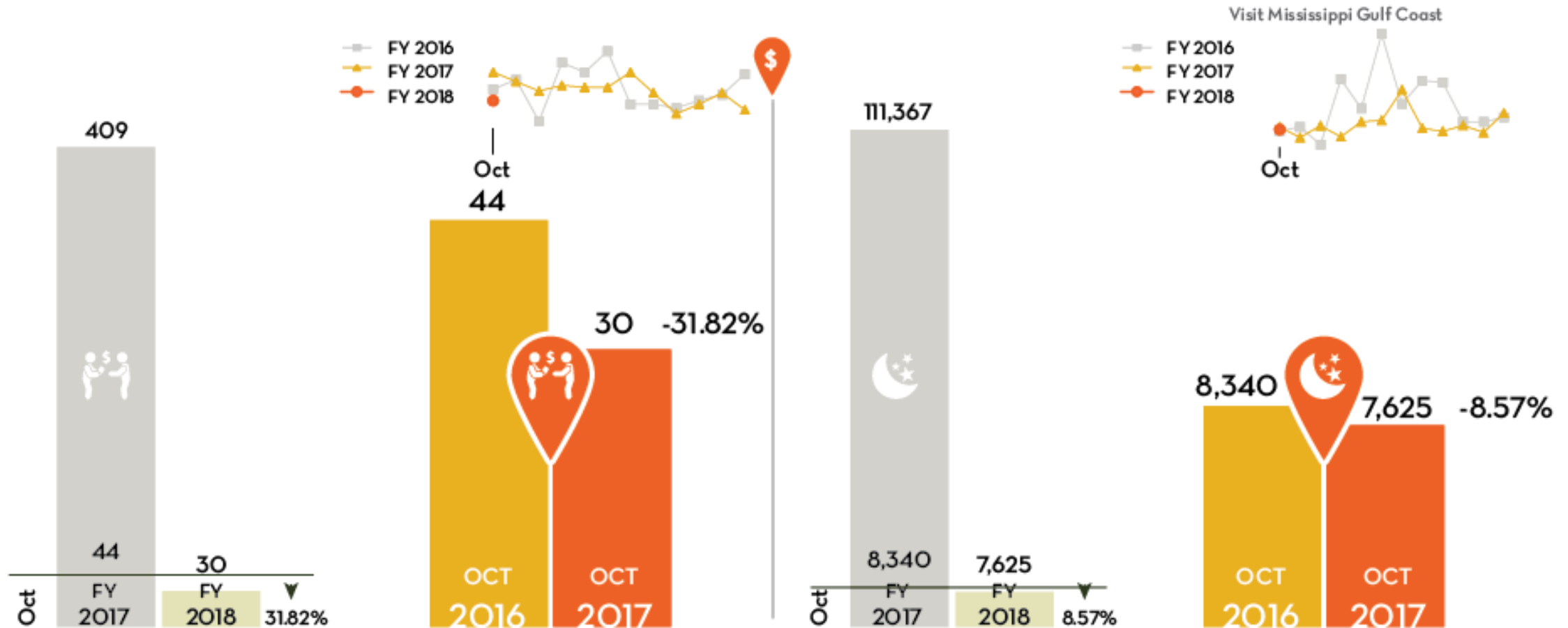


Room Nights/(Groups)

Visit Mississippi Gulf Coast



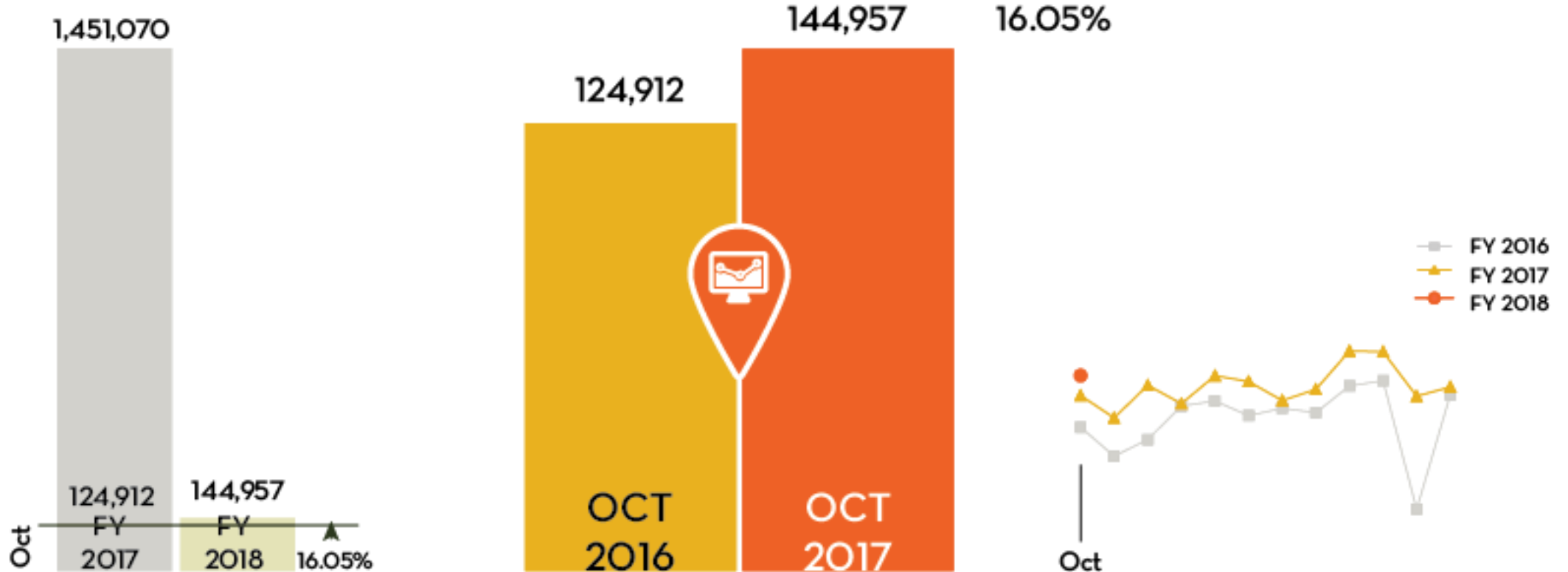
Leads Issued & Potential Room Nights



Google Analytics - Unique Visits



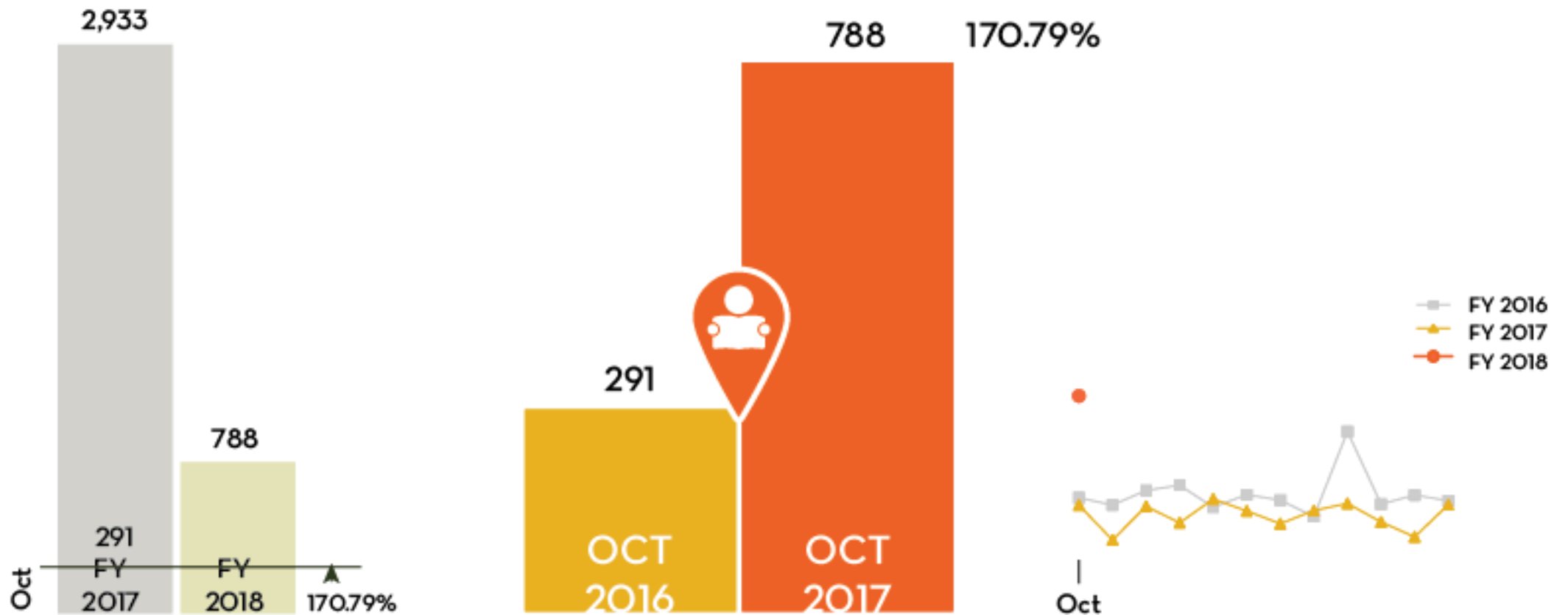
Google Analytics



Number of Articles



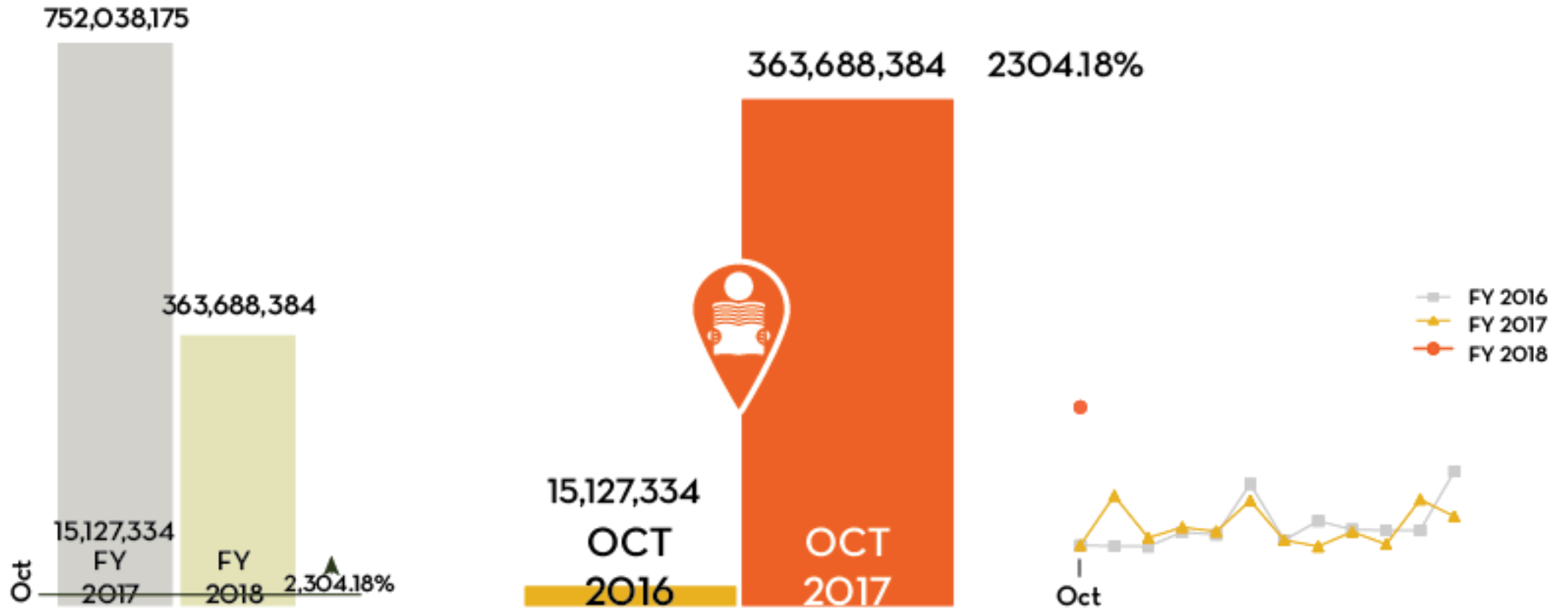
Critical Mention



Impressions



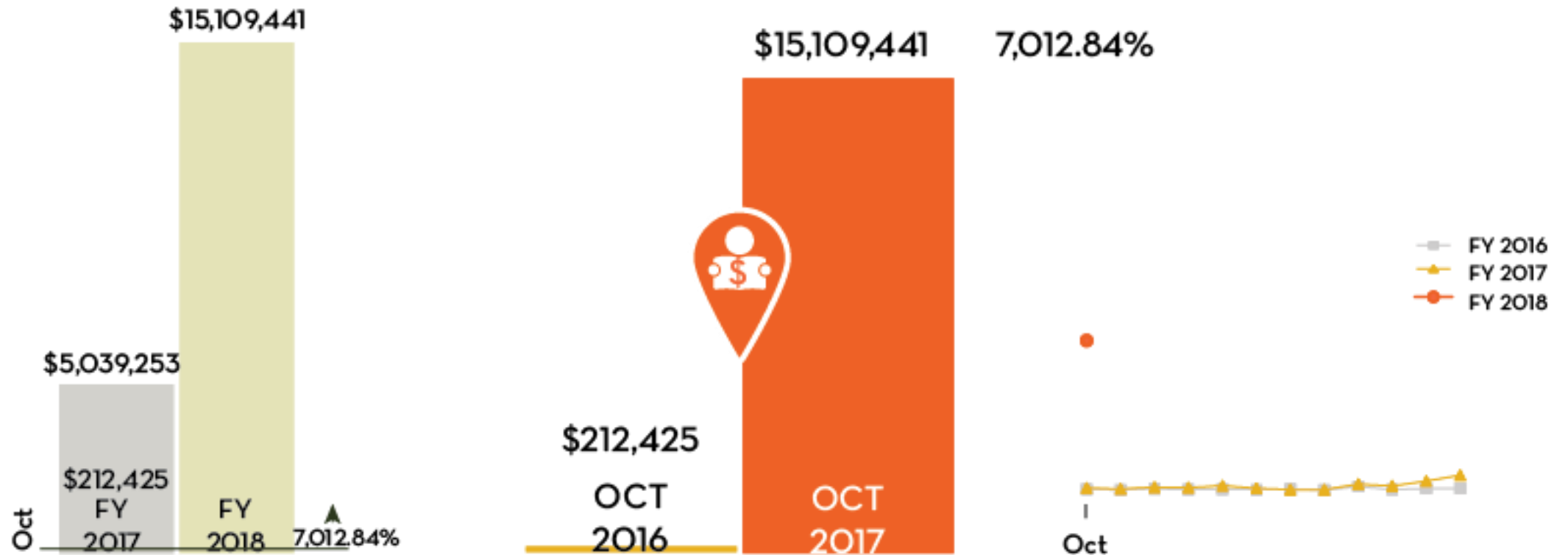
Critical Mention



Media Value



Critical Mention



Wednesday, October 25, 2017

The Porch Taproom at Lazy Magnolia Brewery

by Charley Pierce

A few weeks ago I had the chance to visit the [Lazy Magnolia Brewing Company](#) located in Kiln, MS. At their quaint taproom, affectionately named The Porch, I was able to enjoy some food and delicious taproom only brews. Needless to say, I'm looking forward to my next visit.

The Lazy Magnolia Brewery has been distributing delicious craft beer since opening in 2003. In the last few years they have been doing contract brewing for some smaller breweries, including Chafunkta Brewery out of Covington.



During my visit I tasted quite a fed of their taproom exclusives while enjoying some delicious pimento cheese and artisan bread from their kitchen.

Though all of them were tasty as hell, these are the ones that stuck out to me the most:

Greenwood, Natchez and the Mississippi Gulf Coast welcome girls-only groups with unique itineraries and a warm reception

Celebrating its bicentennial in 2017, Mississippi has been rolling out the red carpet to visitors all year. Long before the special observance, destinations in the Magnolia State were welcoming ladies' groups with itineraries based on their interests. Here are three places to get you started.

There's no better way to begin your coast getaway than dinner featuring fresh-caught seafood, even if your choice is a steak smothered with local crabmeat. From fine dining to local dives, there's sure to be a spot that satisfies your taste buds. Complete your evening at a music club or with entertainment and gaming at one of a dozen casinos.

Let your creativity flow at the **Ohr-O'Keefe Museum of Art** in Biloxi. Works by George E. Ohr, the self-proclaimed "Mad Potter of Biloxi," is featured along with rotating exhibits. Take a walk in the **Rue Magnolia Arts District**, which has galleries, gift shops and a craft center to fill your morning. After lunch enjoy a relaxing afternoon sailing on the **Biloxi Schooners**. Later, there's a chance to show off your hidden originality. A few bottles of wine and a private event at **Cocktails and Canvas** or **BYOB Brush** are perfect.

The coast offers ample experiences to fill your adventure time. Consider kayaking the **Davis Bayou** or **Pascagoula River** or guided tours deep into the bayous. Test your skill at stand-up paddleboarding along the



MEDIA COVERAGE



U.S. & WORLD

THE DAY'S TOP NATIONAL AND INTERNATIONAL NEWS

Cleanup Begins After Hurricane Nate Slams Gulf Coast With Flooding and Downed Power Lines

Hurricane Nate made landfall as a Category 1 storm near Biloxi, Mississippi, Sunday, leaving flooding and downed power lines in its wake. Now residents are working to clean up. NBC's Dan Scheneman reports.



Mississippi islands reopen following Hurricane Nate

Posted: Oct 18, 2017 12:48 PM CDT

Updated: Oct 18, 2017 12:48 PM CDT

By WALA Webstaff

OCEAN SPRINGS, MISS (WALA) - Gulf Islands National Seashore officials have completed all assessments and cleanup operations on the Mississippi islands, with the exception of West Ship Island.

Normal operations will resume on Cat, East Ship, Horn, West Petit Bois (Sand), and Petit Bois Islands immediately. Ferry trips to West Ship Island have been cancelled for the remainder of the season, and the islands developed areas, boardwalks, restrooms, historic fort, and pier, are closed to all visitor use or access.

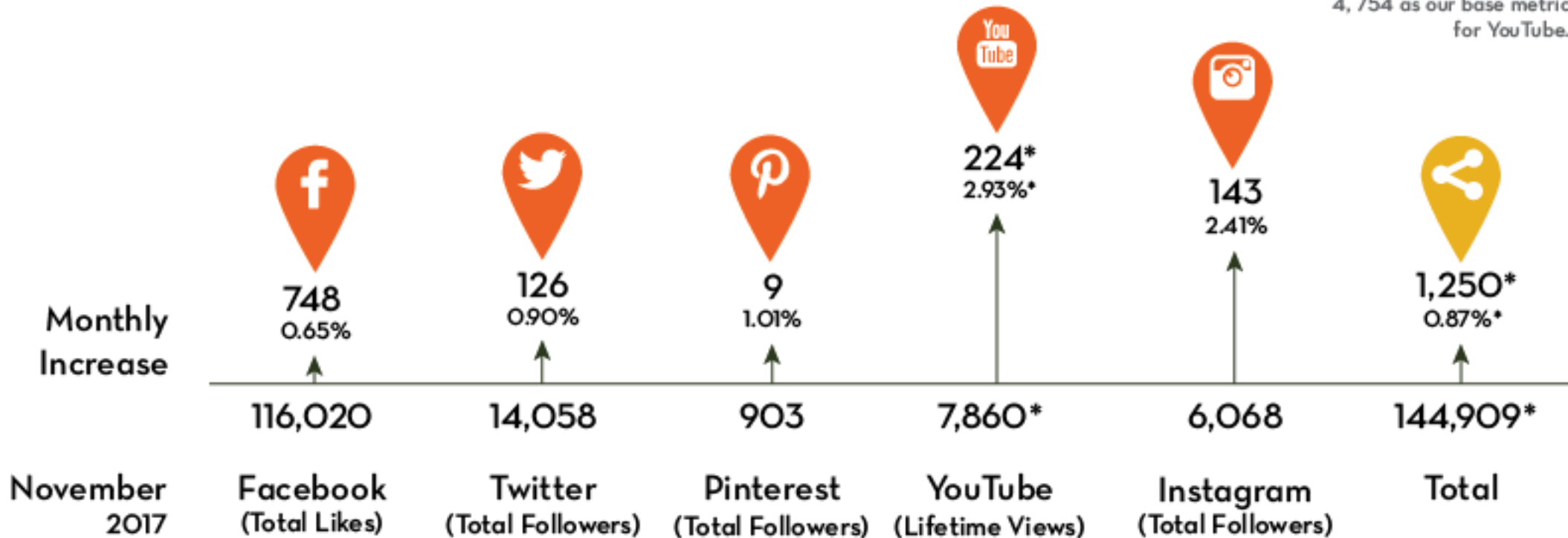


MEDIA COVERAGE

Social Media Metrics




*After deleting roughly 150 outdated videos from the VMGC YouTube Channel, the overall video views decreased by 330,114 views. We will now be using 4,754 as our base metric for YouTube.



Visit Mississippi Gulf Coast
Published by Tori Ward [?] · October 16 at 7:17pm · 🌐

Need weekend plans? There's a ton of great headliner entertainment on tap this weekend along the Coast! #MSCoastLife



Gulf Coast Music & Nightlife
Frankie Valli & The Four Seasons, Easton Corbin, Jake Owen, STYX and more this weekend!
GULFCOAST.ORG

👍 **Get More Likes, Comments and Shares**
Boost this post for \$20 to reach up to 4,900 people.

👤 **88,494 people reached** **Boost Post**

👍❤️👏 3.7K 63 Comments 353 Shares

88,494 People Reached

4,391 Reactions, Comments & Shares

3,764 Like	3,596 On Post	168 On Shares
127 Love	123 On Post	4 On Shares
3 Haha	2 On Post	1 On Shares
52 Wow	51 On Post	1 On Shares
1 Angry	1 On Post	0 On Shares
84 Comments	78 On Post	6 On Shares
362 Shares	353 On Post	9 On Shares

2,871 Post Clicks

0 Photo Views	2,232	639
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NEGATIVE FEEDBACK

26 Hide Post	0 Report as Spam
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visitmscoast
Bay Saint Louis, Mississippi

visitmscoast We are grateful that Hurricane Nate's impact wasn't as severe as anticipated and that our coastal communities saw a minimal amount of damage. There's still a bit of cleaning up to do, but we are ready to welcome visitors back to our shores! #MSCoastLife 📸:@saltydawgphoto

coteconstruction Good shot

visitmscoast #VisitMS #Mississippi #instatravel #travelgram #SouthMississippi #DiscoverMississippi #SETourism #TravelSouth #MississippiLife #CoastalLiving #MySouthernLiving #OnlyInMississippi #HurricaneNate

captryand Awesome shot!!

👍🗨️
400 likes
OCTOBER 9
Add a comment...

Visit MS Gulf Coast @VisitMSCoast

Grateful that #HurricaneNate's impact wasn't as severe as anticipated. We're ready to welcome visitors back to the MS Coast! 📸: @AlexNorth8 pic.twitter.com/b4QxFVLXo6

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

Get started

Impressions	10,065
Total engagements	365
Likes	186
Retweets	82
Media engagements	65
Detail expands	19
Profile clicks	7
Replies	3
Link clicks	2
Hashtag clicks	1

SOCIAL MEDIA