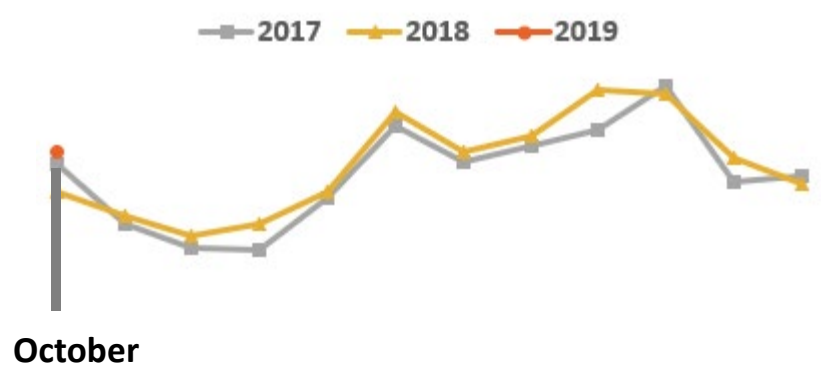


Visit Mississippi Gulf Coast

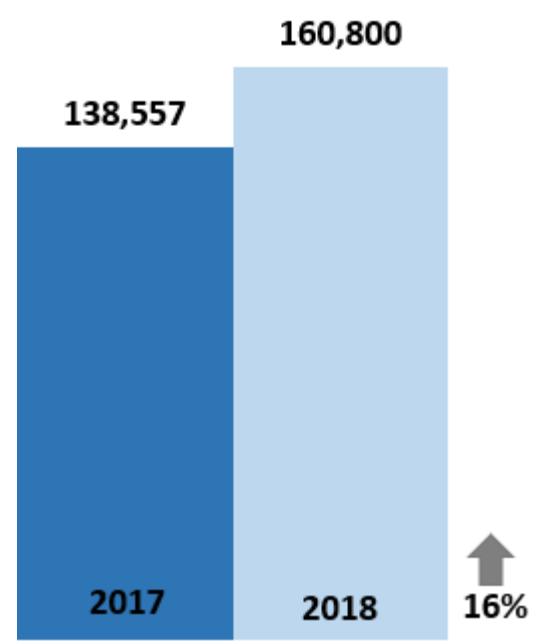
KEY PERFORMANCE INDICATORS

OCTOBER 2018

Non-Casino Rooms Sold

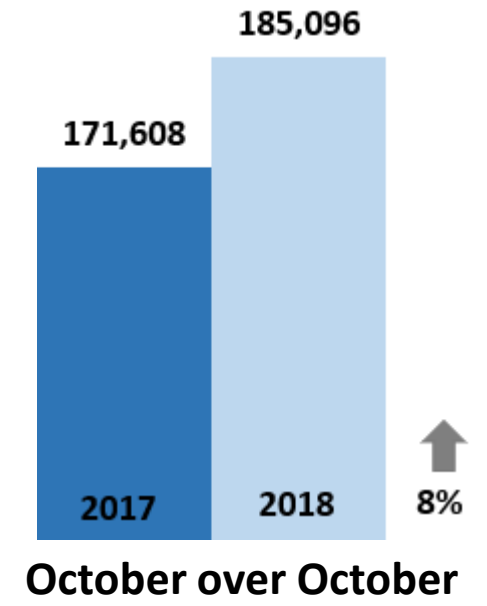
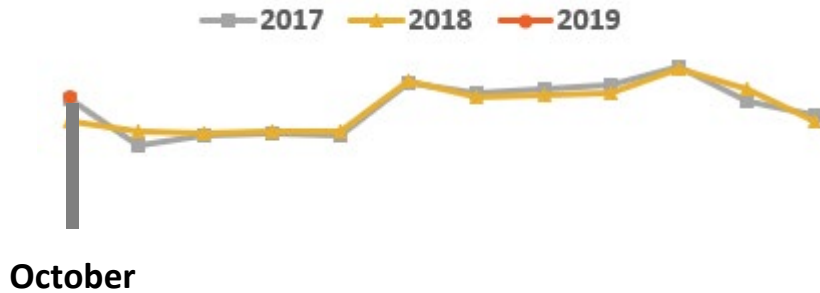


Fiscal Year To Date

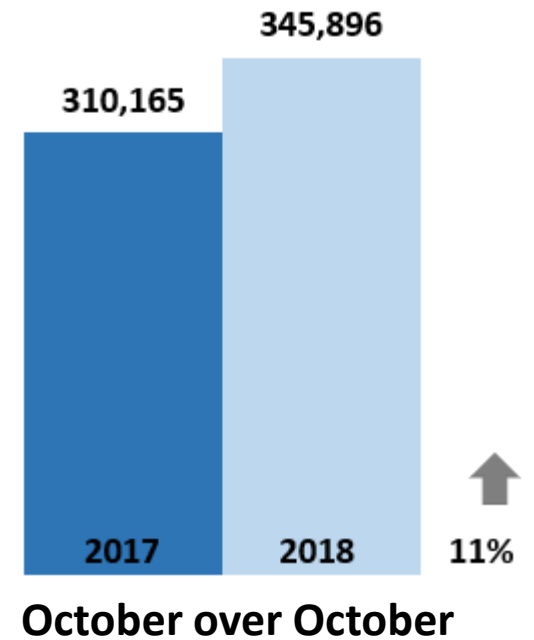
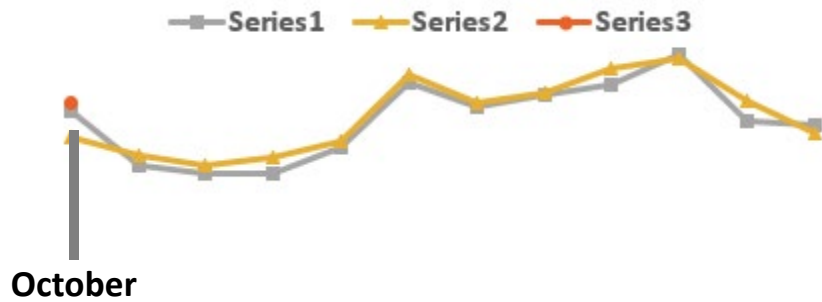


October over October

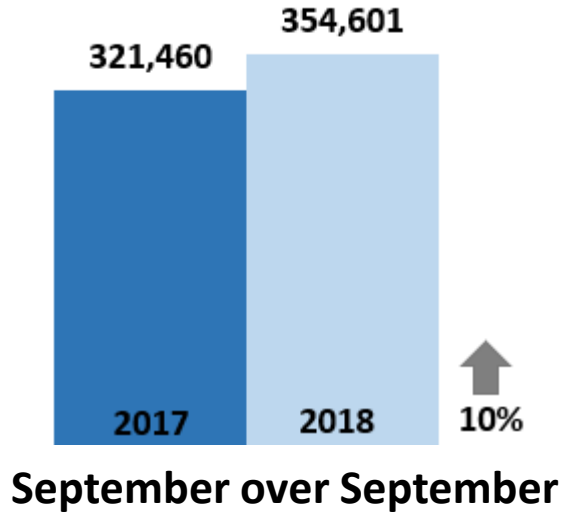
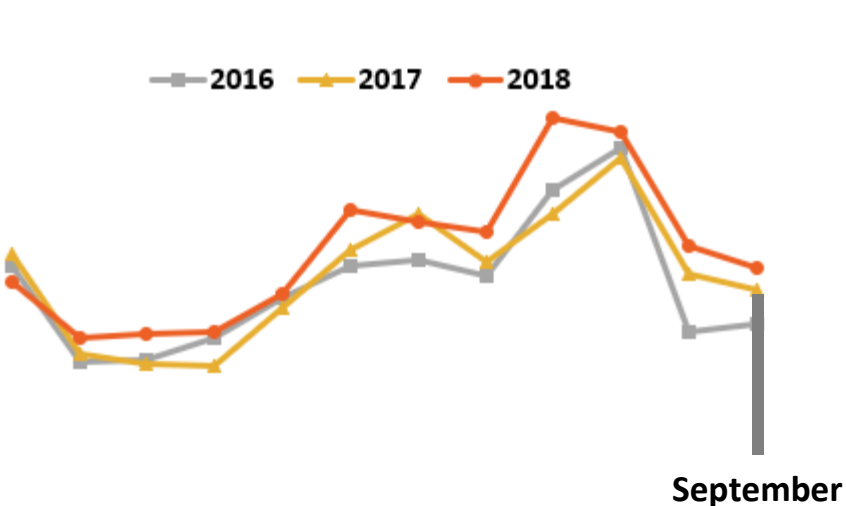
Casino Rooms Sold



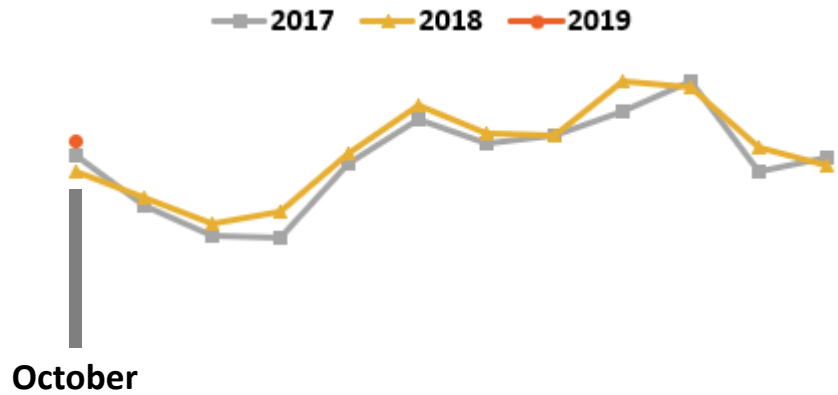
All Rooms Sold



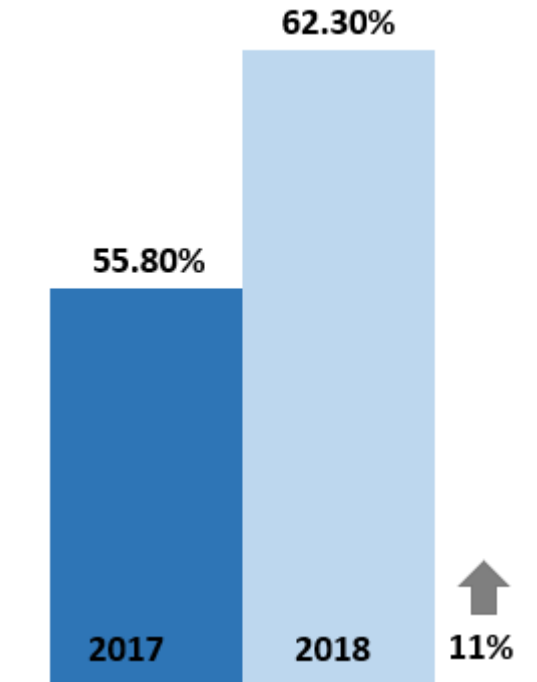
Occupancy Tax Receipts



Non-Casino Occupancy

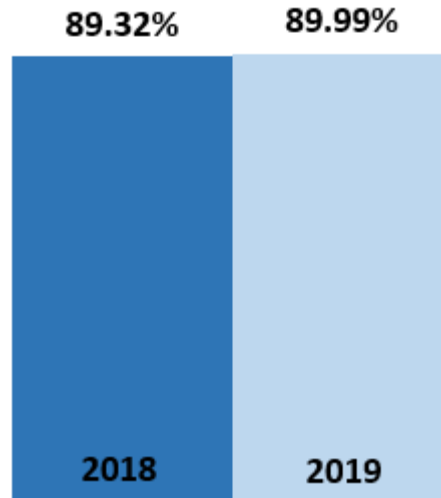
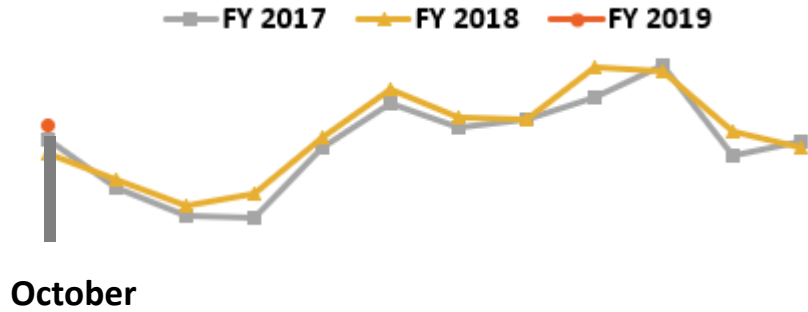


Fiscal Year To Date

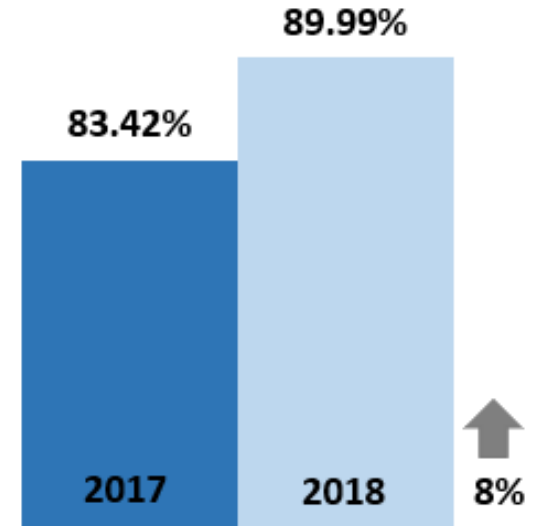


October over October

Casino Occupancy

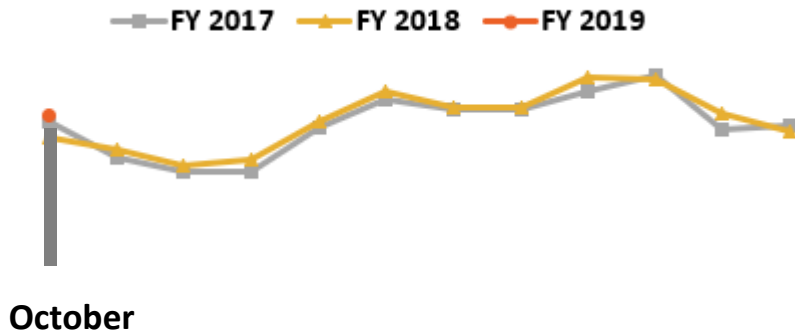


Fiscal Year To Date



October over October

All Occupancy

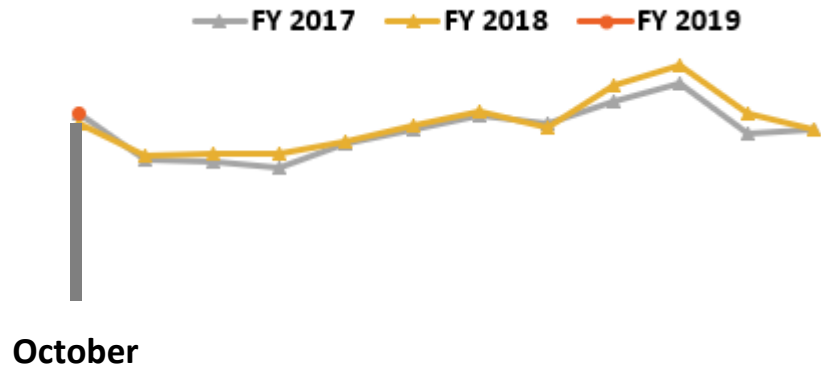


Fiscal Year To Date

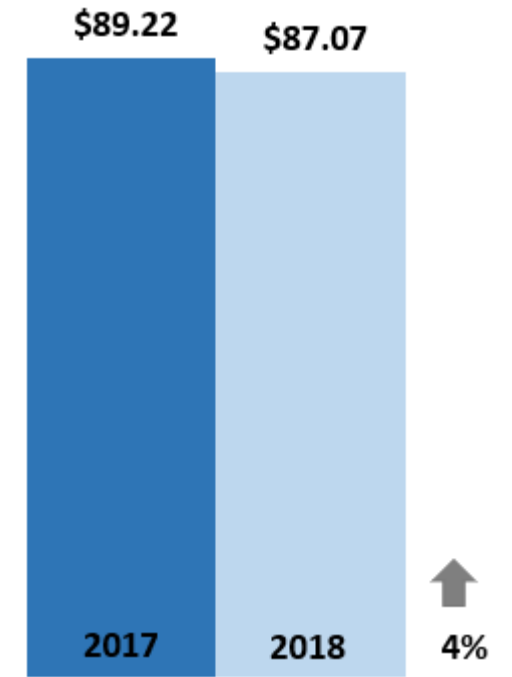


October over October

Non-Casino ADR

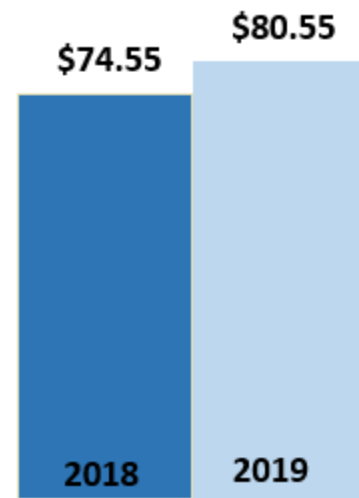
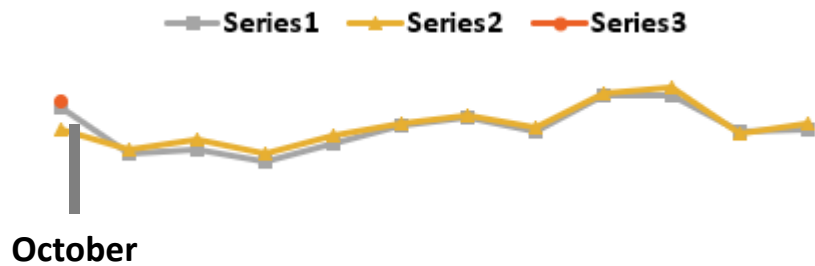


Fiscal Year To Date

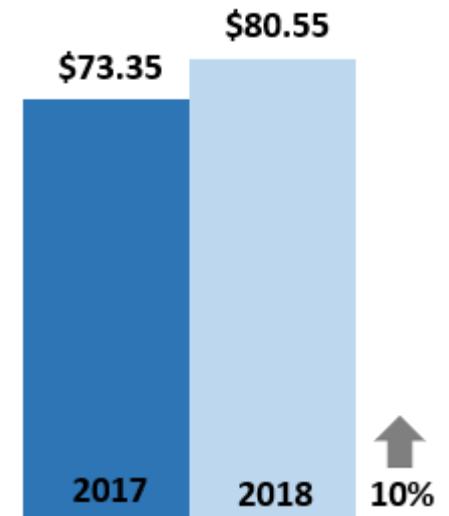


October over October

Casino ADR

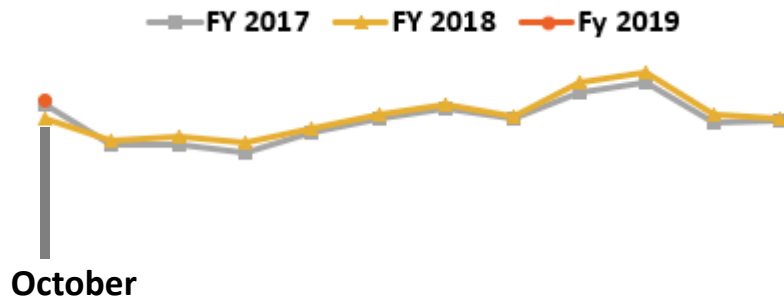


Fiscal Year To Date

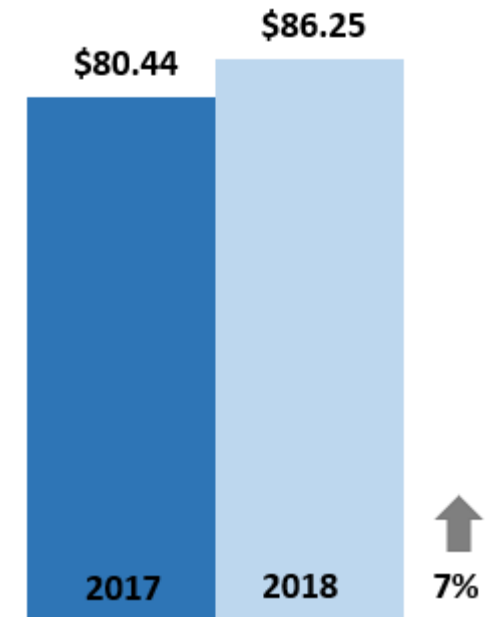


October over October

ALL ADR

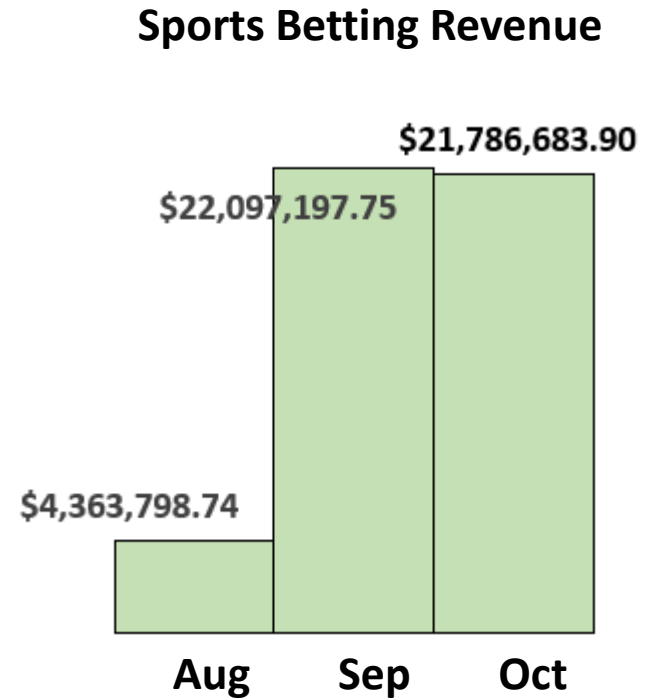
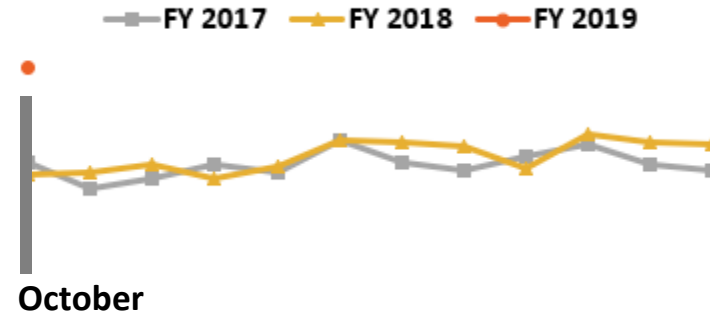
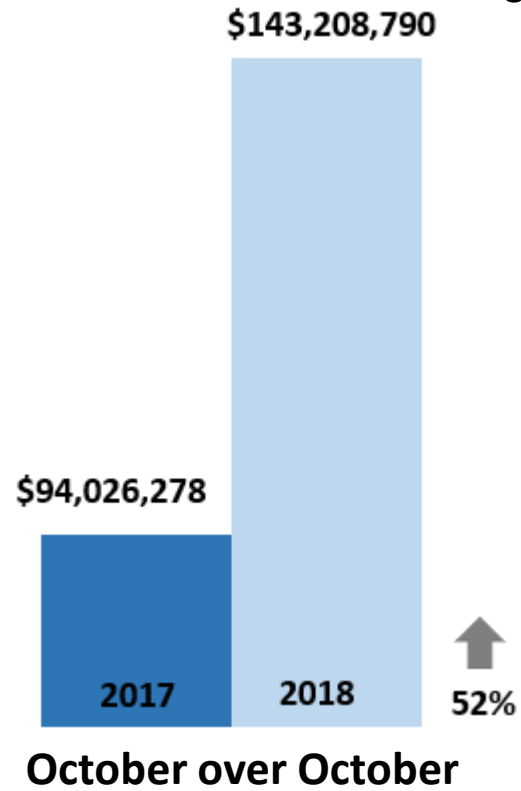


Fiscal Year To Date



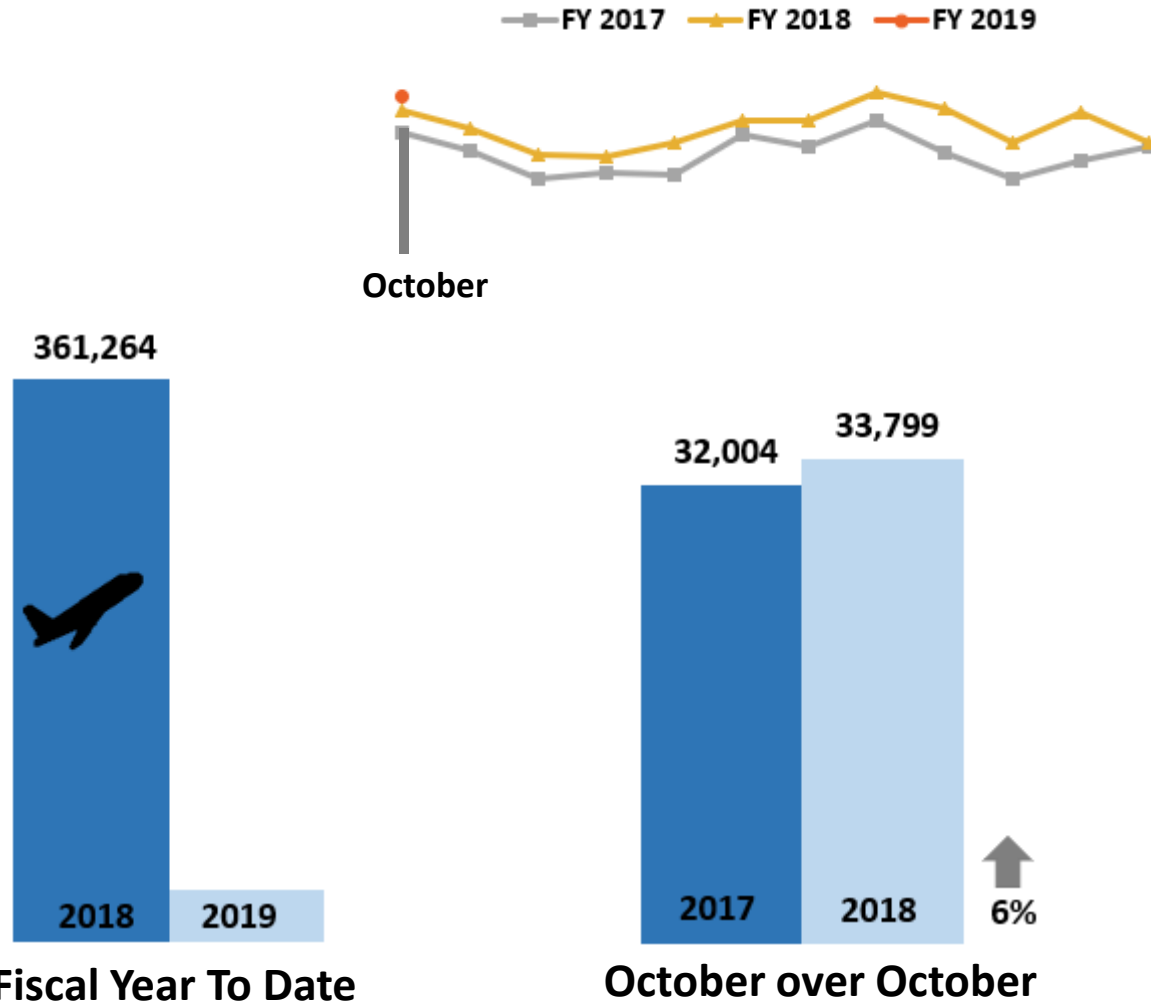
October over October

Gaming Revenue

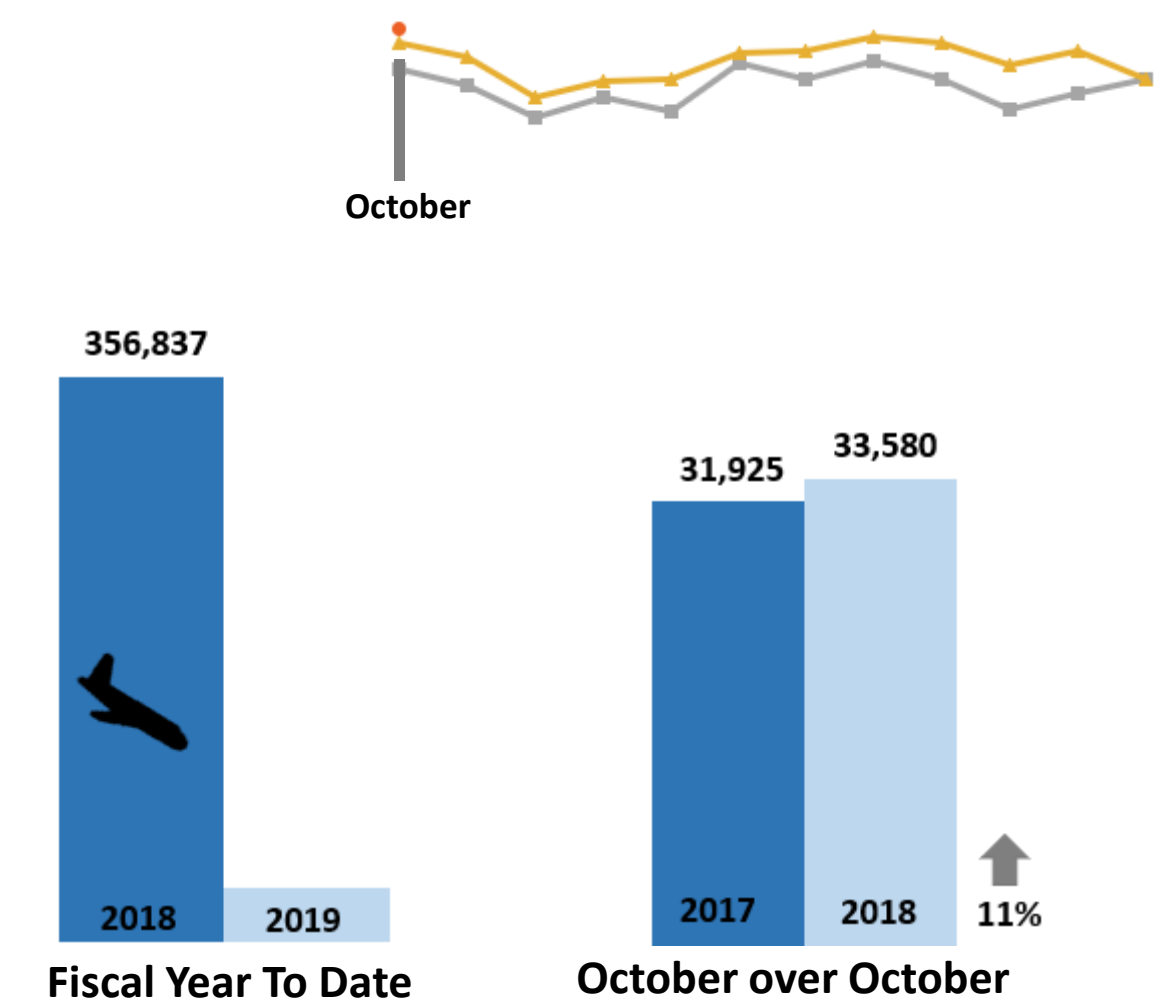


Airport

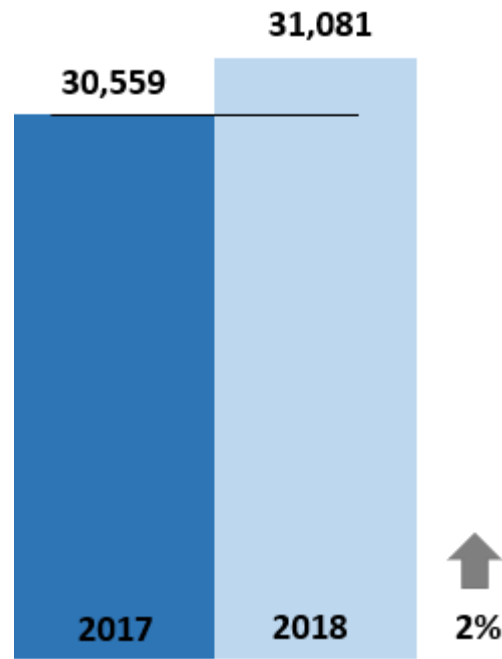
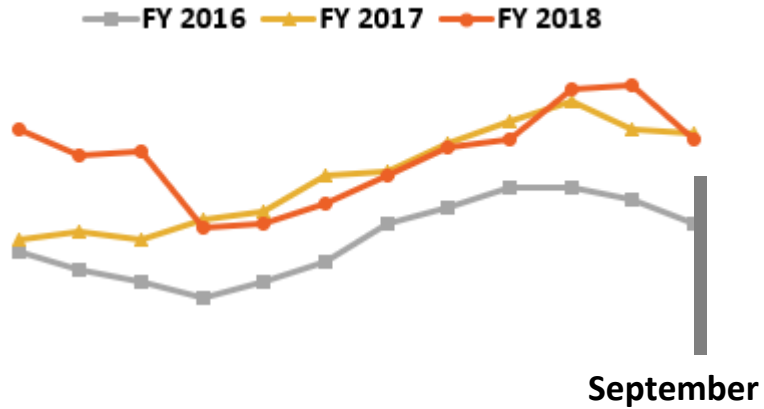
Enplanements



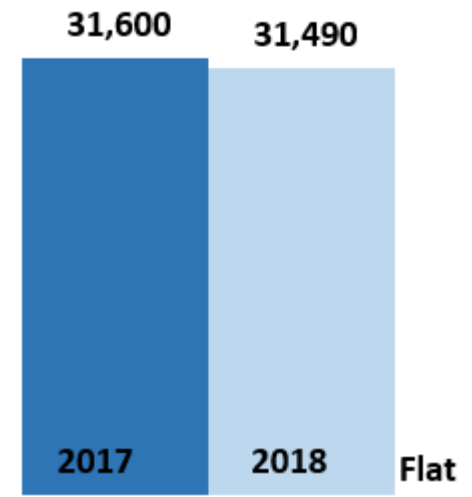
Deplanements



Leisure & Hospitality Jobs



Fiscal Year To Date

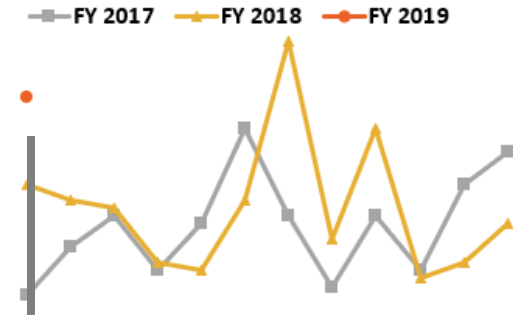


September over September

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

Definite Bookings

Bookings

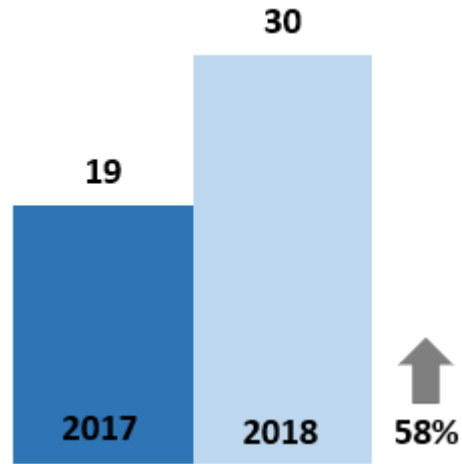


October

Strong start to FY 2019.
Fiscal year 2018 numbers reflect staffs concentrated efforts on turning tentative year-end leads in the pipeline definite. This carried over into October as signed contracts were received.

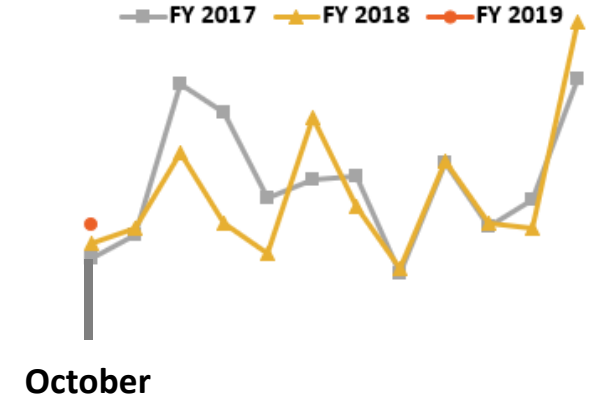


Fiscal Year To Date

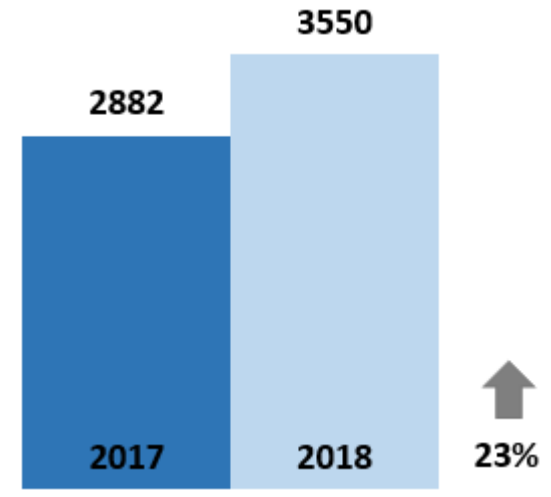


October over October

Room nights



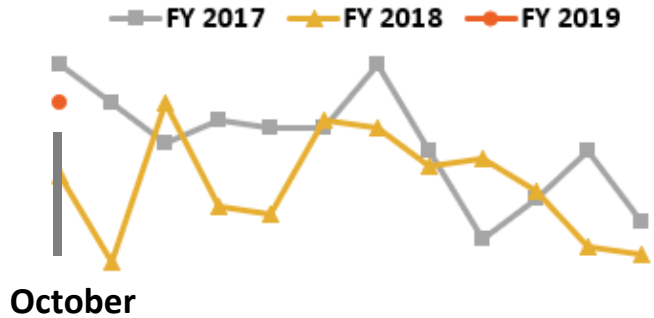
Fiscal Year To Date



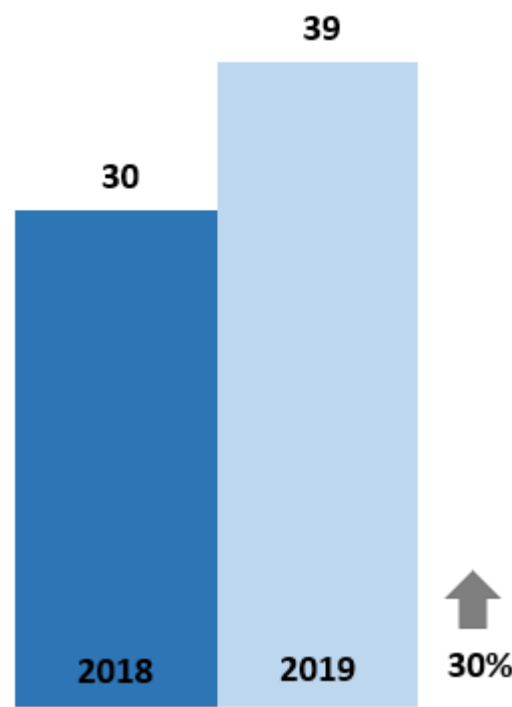
October over October

Leads Issued

The increase of potential room nights reflect larger groups.
Lead issued include multiple year potential business.



Fiscal Year To Date

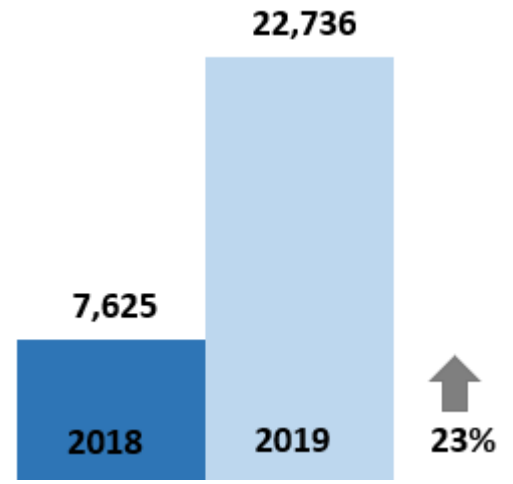
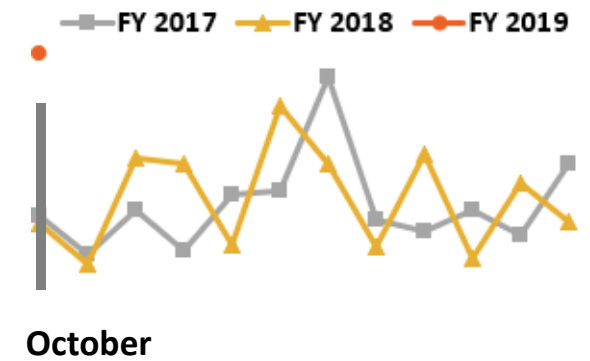


October over October



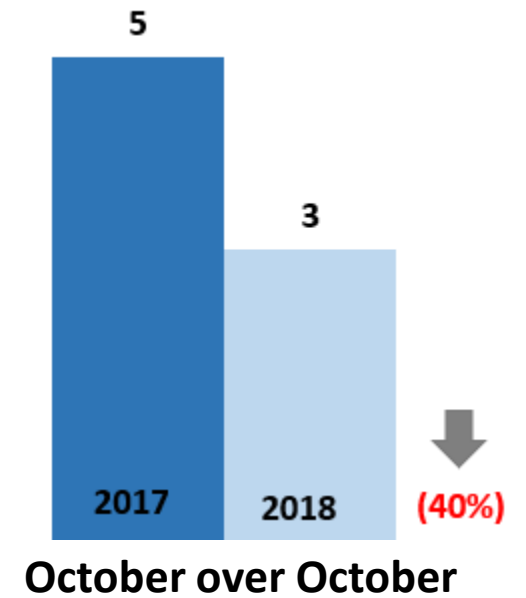
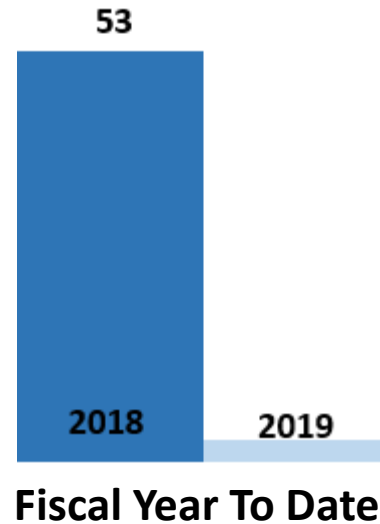
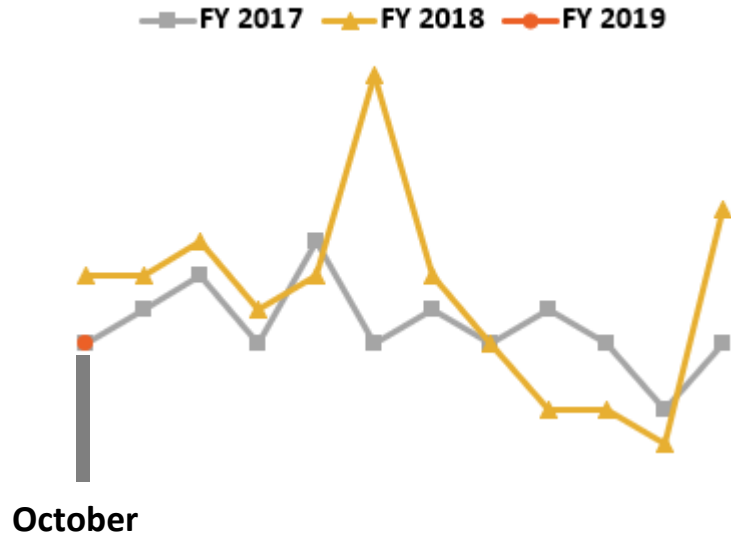
Fiscal Year To Date

Potential Room Nights



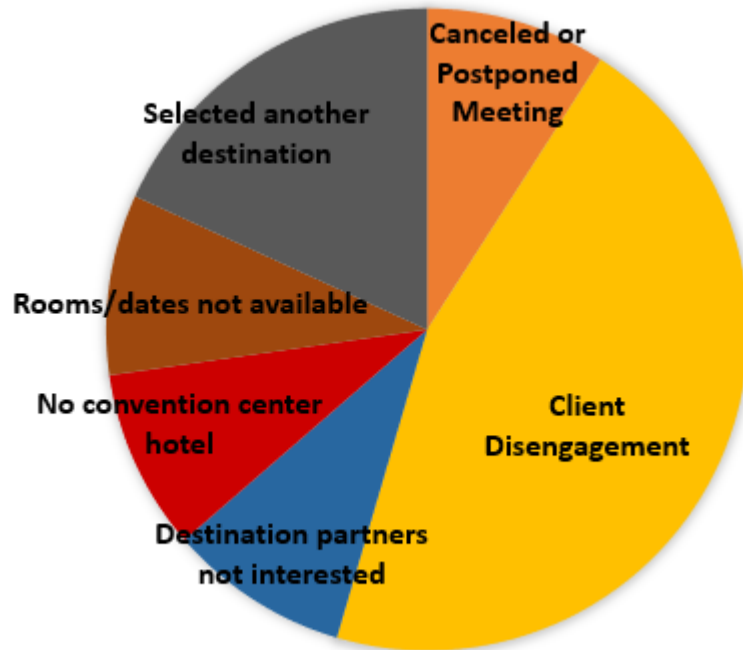
October over October

Convention Center Leads



Lost Business

October 2017

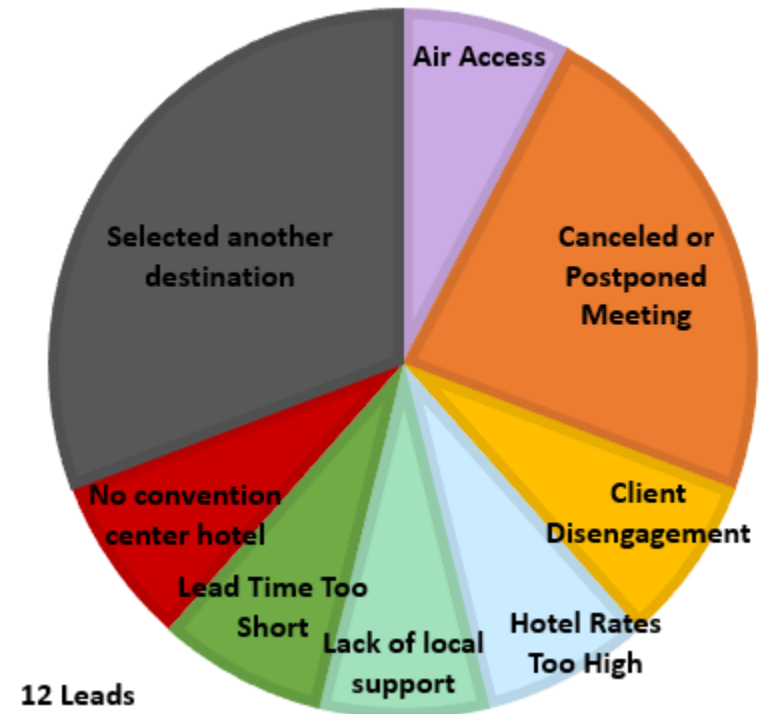


11 Leads

Other Cities Selected:

Not stated
Orlando, FL

October 2018



12 Leads

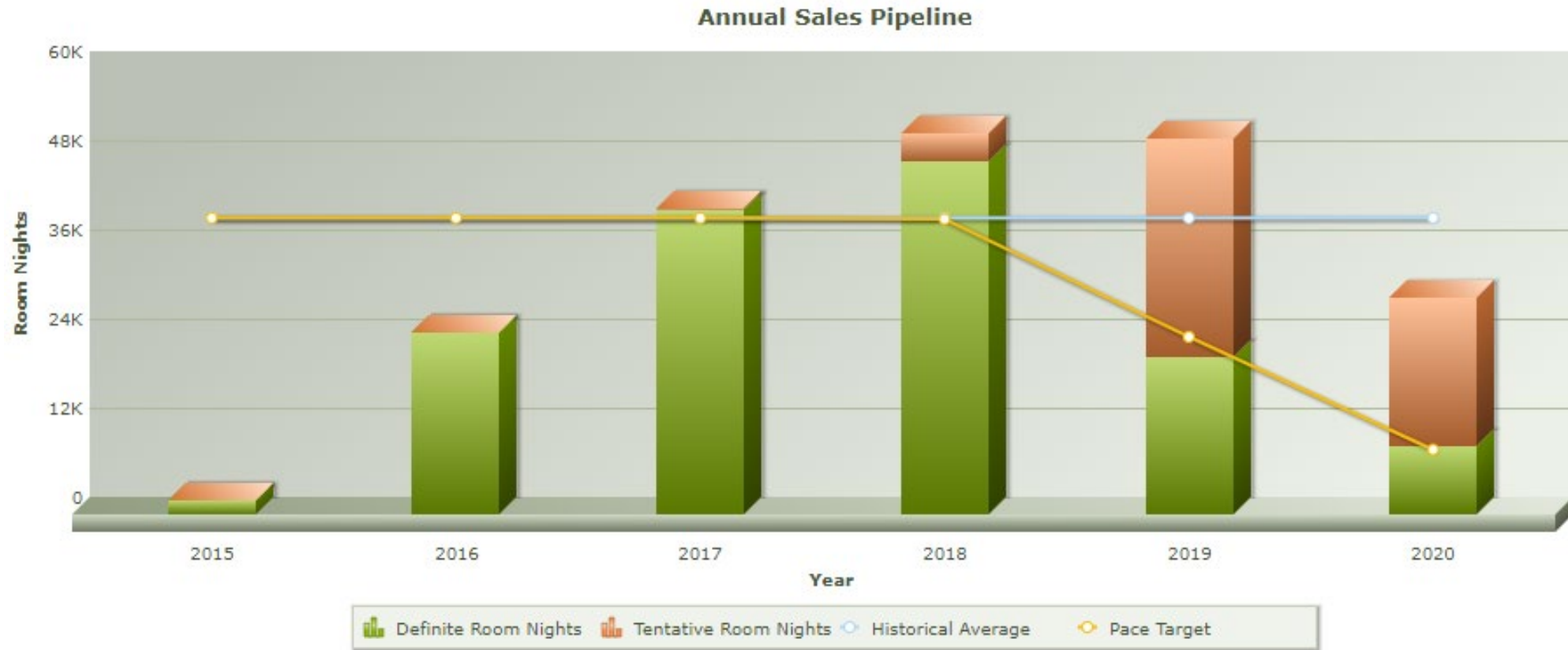
Other Cities Selected:

Not stated (3)
Point Clear, AL

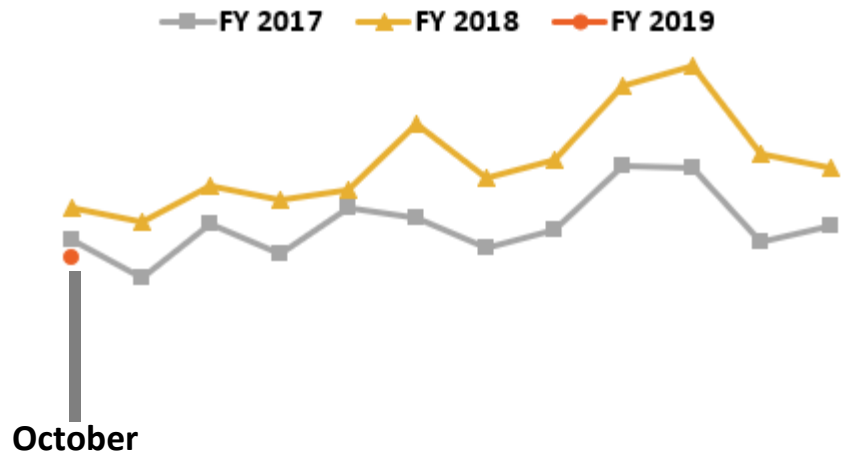
Pace Report



Pace Report - Pipeline

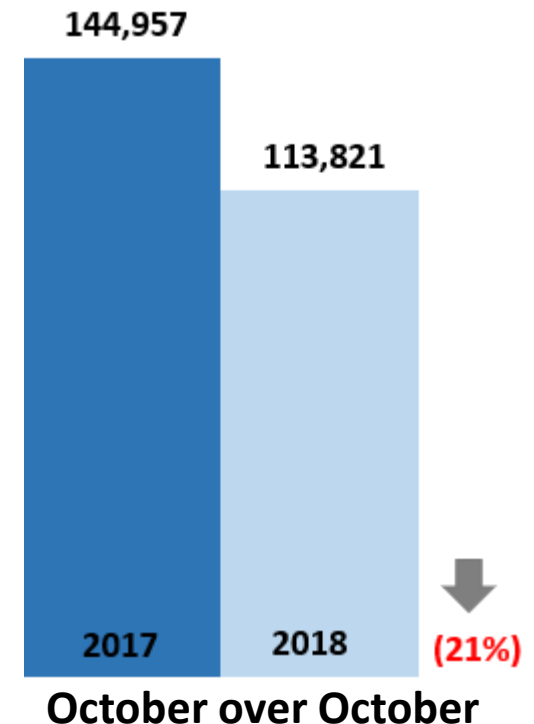


Google Analytics - Users (Formerly Unique Visits)

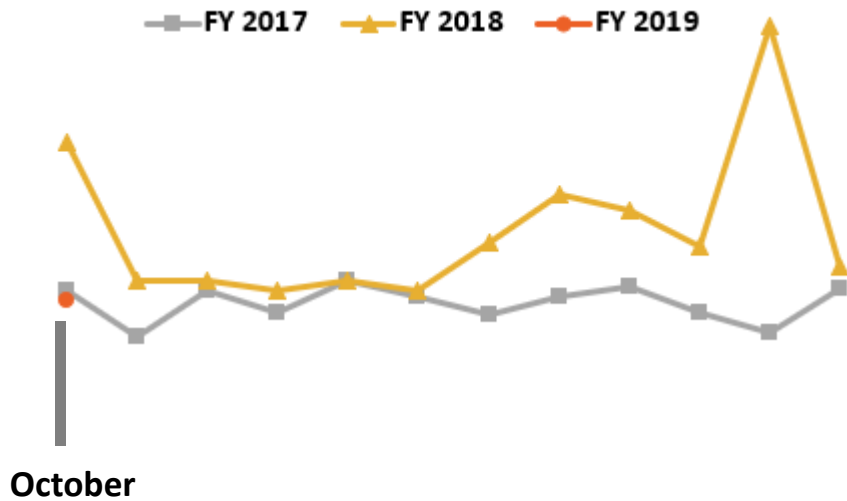


- Traffic Overview - Overall sessions decreased 21%, compared to 2017. There were significant decreases in paid sources of traffic including Display and Paid Search. These decreases are reflected in the Bridge Media Plan. Organic sessions increased by about 24%, year over year.

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.



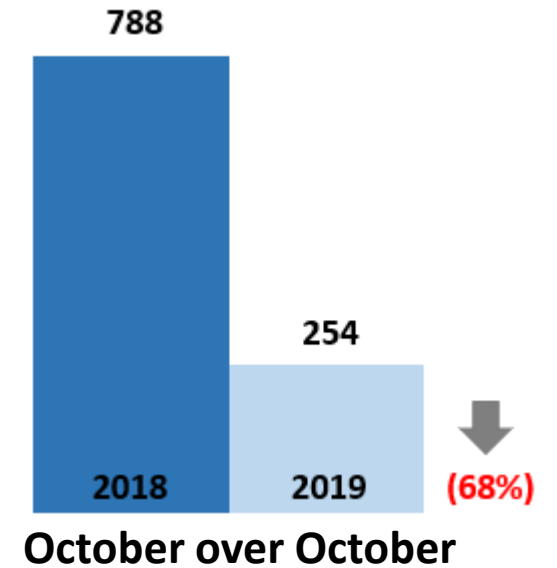
Number of Articles



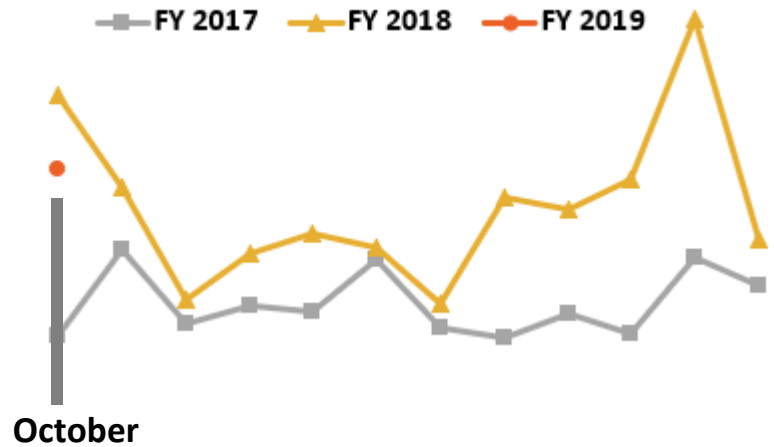
Content Drivers:

- Winter Travel
- Environment
- Cruisin' The Coast
- NASA

Year-over-year decrease due to coverage of Hurricane Nate.



Impressions



2,461,498,384

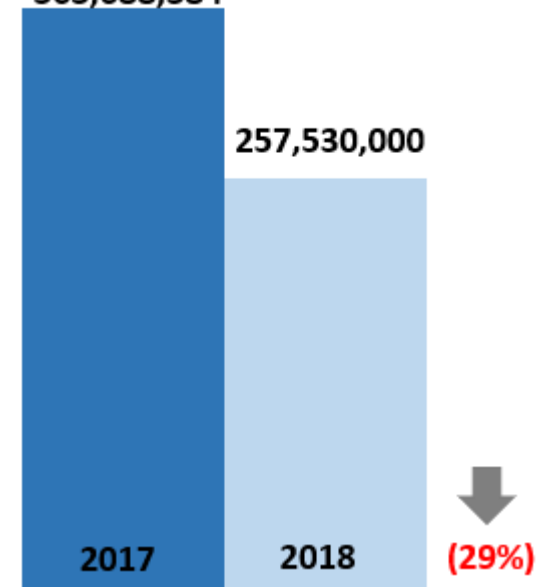


Fiscal Year To Date

Major Outlet Drivers:

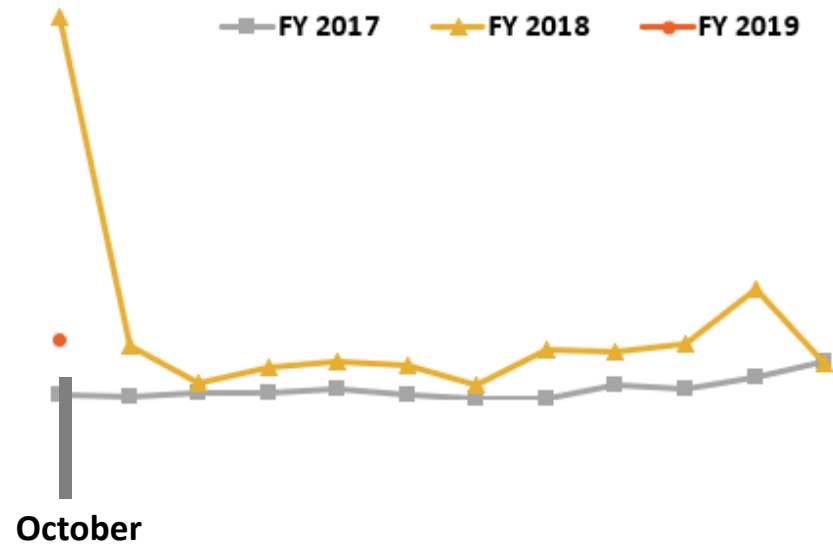
- TripAdvisor - 41.7 M
- Scribid - 39.9 M
- USA Today - 25 M
- US News & World Report - 14.2 M
- Chron.com - 14.2 M
- Associated Press - 4.31 M

363,688,384



October over October

Advertising Value Equivalency

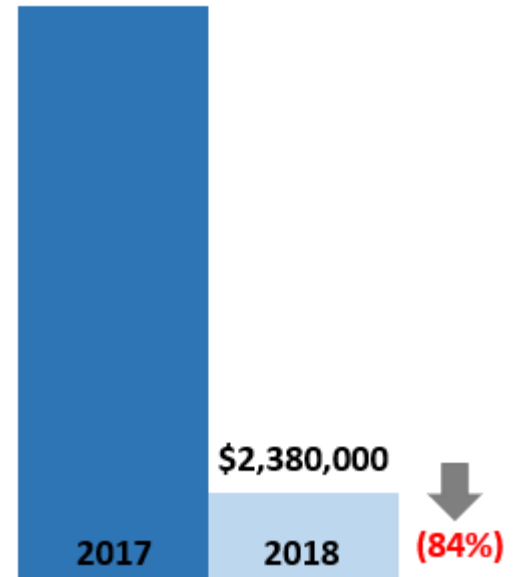


\$34,519,791



Fiscal Year To Date

15,109,441



October over October

*October 2017 increase due to Hurricane Nate Coverage



Airbnb helps put the fairness back into the fight



Sales taxes as well as local tourism taxes are being collected upfront from online sales.

“We for the past year have been collecting all the taxes, sending it through to the Mississippi Department of Revenue just like the local hotels do,” said Ben Breit with Airbnb. “And the state then kicks back whatever the local taxes are to the municipalities such as Gulfport and Biloxi.”

Visit Mississippi Gulf Coast CEO Milton Segerra is going to make sure that the money gets where it's supposed to go.

“We have to make sure once the money goes to the Department of Revenue, that money will end up here in our Coast, because I can tell you at least one third of that \$ 1 million should come this way,” he said.

Biloxi is considering a change in ordinances to help locate a growing number of legitimate short-term businesses, but unlicensed short-term rental businesses are also growing.

“It's worldwide. It's very popular,” said Jerry Creel, Biloxi community development director. “And it's a very difficult thing to police because unless we get a complaint call from a neighbor, then we don't know that the short-term rental's going on. We want to make sure that everybody that's doing short-term rentals are properly licensed and are paying the taxes that they're supposed to be paying.”

Mississippi BUSINESS JOURNAL



Cruisin' the Coast under way along Mississippi Gulf

Thousands of classic cars and trucks are on the Mississippi Gulf Coast this week for Cruisin' the Coast.

Gulf news outlets report that more than 8,000 participants were expected to bring their antique, classic and hot rod cars this year for a festival that started in 1996 with a few hundred cars. They participate at venues along a 30-mile stretch including Bay St. Louis, D'Iberville, Gulfport, Pass Christian, Ocean Springs and Pascagoula.

"Cruisin'" events began Saturday and Gulf Coast businesses and entertainment venues have events set through Sunday — including a chance to register for next year's events.



ELEVEN THINGS TO LOVE ABOUT THE MISSISSIPPI GULF COAST

I was recently offered the opportunity to visit the Mississippi Gulf Coast for the Hancock Whitney Splash Bash. It's been years since I've been to the Mississippi Coast and I was totally blown away by how much the area has grown and what an amazing job they're doing turning it into a real tourist destination. I stayed the weekend and was busy basically non-stop from the minute I got there until I left. If you're thinking about a mini-getaway, here are just a few things you can do should you choose to visit the Mississippi Gulf Coast.

THE GREENHOUSE ON PORTER

WALTER ANDERSON MUSEUM OF ART

BETSY ANN RIVERBOAT

HALF SHELL OYSTER HOUSE

WHITE PILLARS

SHAGGY'S

THE BEACHES

POP BROTHERS

LYNN MEADOWS DISCOVERY CENTER

LE CAFE BEIGNET



Fun Places to Kayak in US
CATEGORIES: ATTRACTIONS, FEATURED

Kayaking is one of my favorite outdoor activities and nearly any place with water can be a convenient place to kayak. Check out these fun places to kayak in US—a couple of which really surprised me—and let me know about your favorite kayaking spots.

Kayak the Mississippi Gulf Coast

Kayaking the Wolf River in the Mississippi Gulf Coast area was thrilling, especially because it was during a lightning storm. Wolf River Canoe & Kayak provides kayaks and canoes, transports you a few miles up river, and lets you float, row, or paddle back to the starting point at your own pace. I brought a collection of yummy goodies from Serious Bread in Bay St. Louis while another couple brought a whole cooler for their #LiquidRoadTrip adventure. **McCool Travel tip:** bring drinks and snacks and look for petrified wood along the river banks.



Wolf River Kayak, Mississippi Gulf Coast



8 Places To Celebrate Halloween

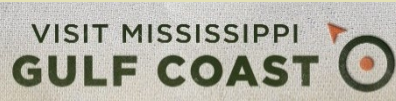


Beau Rivage Theatre. Credit: Beau Rivage Resort & Casino

Beau Rivage Resort & Casino

A warm-weather Gulf Coast escape, this Forbes Travel Guide Recommended resort provides plenty of ways to unwind this fall. There's an 85,000-square-foot casino, 10 restaurants, a cabana-lined pool, a Tom Fazio-designed championship golf course and much more.

But there's an extra incentive to visit on October 26. Enjoy Vegas-style entertainment with a spooky twist at this Biloxi, Mississippi, hotel when [Here Come the Mummies](#) take the stage at the Beau Rivage Theatre. This eight-piece funk-rock band may look like a novelty act with its members wrapped in tattered gauze, but the talent is dead serious – the group has played back-up for legends like Al Green, Cheap Trick, and KC and the Sunshine Band.



VMGC ASSISTED MEDIA COVERAGE

GOLF GEORGIA

NOVEMBER/DECEMBER 2018 | \$4.95



MISSISSIPPI GULF COAST / FALLEN OAK GOLF CLUB

TARGET: Mississippi Gulf Coast

LOCATION: Biloxi, Mississippi

FACTS: The DeSoto National Forest, several miles inland from the Gulf of Mexico, is an area of low, rumpled hills with creeks and rivers that drain into the Biloxi River basin. These remote woods would be an ideal place to lay low or become purposefully lost, and not surprisingly they happen to be location to two of the state's most hidden, pristine golf courses: **Grand Bear Golf Club**, designed by **Jack Nicklaus** in 1999, and **Fallen Oak Golf Club**, a **Tom Fazio** design that opened in 2006.

TACTICAL: Fallen Oak is affiliated with the **Beau Rivage Resort & Casino** in Biloxi. The arrangement is modeled after **Steve Wynn's** uber-exclusive vision in the late 1980s for his **MGM Grand** casino and hotel in Las Vegas that offered high rollers the rare chance to play **Shadow Creek**, a Shangri La of golf fiasco built for him in the remote Nevada desert. Like Shadow Creek, Fallen Oak is a man-made golf fantasy located at a remote location, 20 miles into the protected DeSoto National Forest. Beau Rivage guests have entrée into a world of luxurious golf

cut from a forest of oak, pine, pecan and magnolia trees. The holes are big and immaculate, with enormous greens and deep white sand bunkers sunk deep into the ground. Grand Bear is similarly isolated, with virtually no holes within sight of another. The course is positioned in a crux where two branches of the Biloxi River meet. The clubhouse sits on a higher central section with nines that flow out through the woods in clockwise and counter-clockwise orbits, with the 13th through 17th holes playing dramatically along the river. Together these two courses showcase getaway golf in the beauty and serenity of southern Mississippi.

- ▶ www.beaurivage.com
- ▶ www.grandbeargolf.com

TARGET: Dancing Rabbit Golf Club

LOCATION: Philadelphia, Mississippi

FACTS: The 36-hole **Dancing Rabbit Golf Club** is located adjacent to the **Beau Rivage Resort** on the Mississippi Coastal Recreation in central Mississippi.

lemoney Blog

21 Best Travel Destinations for 2018

If you are already thinking about your next vacation, a couple of destinations may come to mind.

There are so many options and places to go, planning a trip can be a challenge.

We've asked 21 travel bloggers about their favorite travel destinations of all time and tips for someone thinking about visiting these places.

9. Mississippi Gulf Coast

Advice from Charles – McCool Travel

I suggest the Mississippi Gulf Coast:

Tip #1) It is the shrimping capital of the world so there is always amazing food;

Tip #2) There is a vibrant clashing of cultures, including Croatian and Vietnamese, leading to more amazing cuisine varieties;

Tip #3) Along the Mississippi Gulf Coast, the artistic creativity is surprising and prevalent.

- Charles



Raising Your Pets Naturally
with Tonya Wilhelm

Top Dog-Friendly Luxury Hotels and Pet-Friendly 5 Star Boutique Hotels

Dog-Friendly Historic Hotel in Mississippi



The Roost

The Roost-Named Mississippi's Most Beautiful Hotel by Architectural Digest, The Roost is a dog-friendly boutique hotel located in a beautifully restored historic building within walking distance of the beach and all that downtown Ocean Springs has to offer. From maintaining the majestic 200-year-old oak trees to salvaging the original wood, which is showcased throughout the building, its mission is to illuminate this incredibly significant part of Ocean Springs' history. The Roost offers locally-made all-natural gourmet pet treats to guests with their furry friend at check-in. Ocean Springs, Mississippi



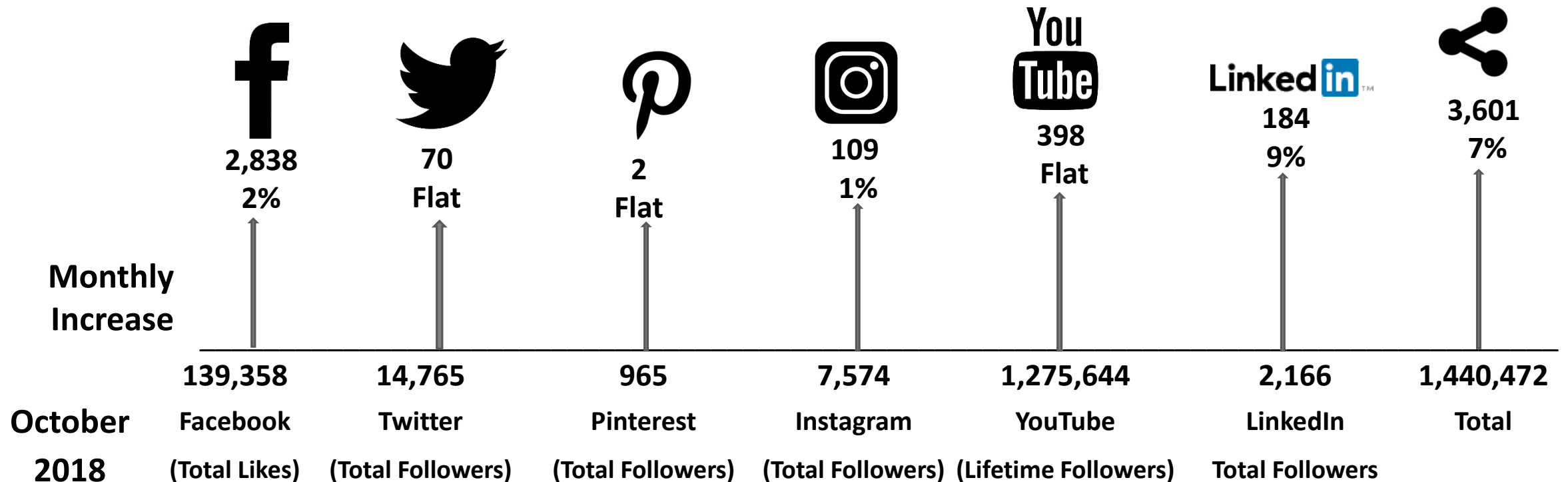
Tags drauf sitze ich am Ziel meiner Reise, am Strand von Ocean Springs, einem bilderbuchhaften Küstenort östlich von New Orleans, da geistert wieder dieser Satz von Ronald Lewis durch meinen Kopf: „Wasser hat unsere Kultur begründet. Aber Wassermassen können unsere Kultur nicht wegwaschen.“ ✈

Tipps

Hotels, Restaurants, Blues und mehr am Mississippi



Social Media Metrics





Visit Mississippi Gulf Coast

Published by Sparkloft Media [?] · October 17 at 4:00 PM · 🌐

Go ahead and add Peter Anderson Arts & Crafts Festival to your fall bucket list. Mississippi's largest art fest returns Nov 3 & 4! <http://bit.ly/2PDOadB>



208,325 People Reached 19,009 Engagements [Boost Post](#)

👍👎👉 2.2K 207 Comments 913 Shares

[Like](#) [Comment](#) [Share](#)

Performance for Your Post

208,325 People Reached

4,524 Reactions, Comments & Shares

2,797 Like	2,121 On Post	676 On Shares
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156 Love	113 On Post	43 On Shares
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2 Haha	0 On Post	2 On Shares
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17 Wow	9 On Post	8 On Shares
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2 Sad	1 On Post	1 On Shares
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6 Angry	6 On Post	0 On Shares
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611 Comments	308 On Post	303 On Shares
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934 Shares	913 On Post	21 On Shares
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14,485 Post Clicks	3,415 Photo Views	6,030 Link Clicks	5,040 Other Clicks
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NEGATIVE FEEDBACK

28 Hide Post 6 Hide All Posts

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 #theglobewanderer
 #forahappymoment #artofvisuals
 #travelon #thehappynow
 #darlingescapes #visitms
 #livecolorfully #sunset #optoutside
 #mississippi #instatravel #travel
 #passchristian #msgulfcoast
 #mscoastlife

charlesmccool Gorgeous scene! 🌅 ❤️

509 likes

OCTOBER 22

Impressions	4,046
Total engagements	95
Likes	39
Media engagements	26
Retweets	12
Detail expands	7
Profile clicks	5
Replies	4
Hashtag clicks	2