

VISIT MISSISSIPPI GULF COAST BOARD

September 27, 2018

OFFICIAL MINUTES

The Visit Mississippi Gulf Coast Board met Thursday, September 27, 2018 at 3:00pm at its office located at 2350 Beach Blvd, Suite A, Biloxi, Mississippi.

Commissioners Present: Richard Chenoweth, President; Nikki Moon, Vice President; Carla Todd, Treasurer; Mary Cracchiolo Spain, Secretary; Bill Holmes; Clay Wagner; Danny Hansen; Dan Wittmann; Mark Henderson; Richard Marsh; Rusty David

Commissioners Absent: John Carter; Rich Westfall

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

Others Present: Hugh Keating, Legal Counsel; VMGC Advisory Members: Donna Brown, Gulf Hills Hotel and Conference Center and Gloria Frey, Mississippi Coast Coliseum and Convention Center; Myrna Green, Hancock County Tourism Development Bureau; Susan Perkins, Mississippi Restaurant and Beverage Association; Teckie Hinkebein, Gulfport-Biloxi Airport Authority; Mark Mayer, Peter Mayer Advertising Agency; Lauren Wegmann, Peter Mayer Advertising Agency; Keith Wilson, Streetcar PR

President Chenoweth called the meeting to Order.

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

Commissioner Carter	Voted ---- A&E	Commissioner Moon	Voted ---- Yes
Commissioner David	Voted ---- Yes	Commissioner Spain	Voted ---- Yes
Commissioner Hansen	Voted ---- Yes	Commissioner Todd	Voted ---- Yes
Commissioner Henderson	Voted ---- Yes	Commissioner Wagner	Voted ---- Yes
Commissioner Holmes	Voted ---- Yes	Commissioner Westfall	Voted ---- A&E
Commissioner Marsh	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 September 27, 2018.

- 2. Commissioner Hansen made the motion to accept the minutes from the August 30, 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 ---- A&E	Commissioner Moon	Voted ---- Yes
Commissioner David	Voted ---- Yes	Commissioner Spain	Voted ---- Yes
Commissioner Hansen	Voted ---- Yes	Commissioner Todd	Voted ---- Yes
Commissioner Henderson	Voted ---- Yes	Commissioner Wagner	Voted ---- Yes
Commissioner Holmes	Voted ---- Yes	Commissioner Westfall	Voted ---- A&E
Commissioner Marsh	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 September 27, 2018.

- 3. President’s Report:

- Recognized and welcomed all Advisory Members and Guests

- 4. Milton Segarra’s Report:

- Presented CEO Report (attached)
- Introduced Pam Tomasovsky, VMGC New Director of Finance

5. Commissioner Hansen made the motion to approve the Financial Statements as of August 31, 2018 as presented. Seconded by Commissioner Henderson, the president called the question, with the following results:

Commissioner Carter	Voted ---- A&E	Commissioner Moon	Voted ---- Yes
Commissioner David	Voted ---- Yes	Commissioner Spain	Voted ---- Yes
Commissioner Hansen	Voted ---- Yes	Commissioner Todd	Voted ---- Yes
Commissioner Henderson	Voted ---- Yes	Commissioner Wagner	Voted ---- Yes
Commissioner Holmes	Voted ---- Yes	Commissioner Westfall	Voted ---- A&E
Commissioner Marsh	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 September 27, 2018.

6. Commissioner Moon made the motion to ratify the expenses paid by check/ACH in the amount of \$239,684.38 and to amend the check/ACH disbursements document for a check to be added in the amount of \$9,894.39 paid to Hancock County Tourism Development Bureau. Seconded by Commissioner Marsh, the president called the question, with the following results:

Commissioner Carter	Voted ---- A&E	Commissioner Moon	Voted ---- Yes
Commissioner David	Voted ---- Yes	Commissioner Spain	Voted ---- Yes
Commissioner Hansen	Voted ---- Yes	Commissioner Todd	Voted ---- Yes
Commissioner Henderson	Voted ---- Yes	Commissioner Wagner	Voted ---- Yes
Commissioner Holmes	Voted ---- Yes	Commissioner Westfall	Voted ---- A&E
Commissioner Marsh	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 September 27, 2018.

7. Commissioner Spain made the motion to ratify the expenses paid by credit card in the amount of \$39,594.23. Seconded by Commissioner Hansen, the president called the question, with the following results:

Commissioner Carter	Voted ---- A&E	Commissioner Moon	Voted ---- Yes
Commissioner David	Voted ---- Yes	Commissioner Spain	Voted ---- Yes
Commissioner Hansen	Voted ---- Yes	Commissioner Todd	Voted ---- Yes
Commissioner Henderson	Voted ---- Yes	Commissioner Wagner	Voted ---- Yes
Commissioner Holmes	Voted ---- Yes	Commissioner Westfall	Voted ---- A&E
Commissioner Marsh	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 September 27, 2018.

8. Commissioner Moon made the motion to approve the Visit Mississippi Gulf Coast Accounting Procedures Handbook as presented. Seconded by Commissioner Wagner, the president called the question, with the following results:

Commissioner Carter	Voted ---- A&E	Commissioner Moon	Voted ---- Yes
Commissioner David	Voted ---- Yes	Commissioner Spain	Voted ---- Yes
Commissioner Hansen	Voted ---- Yes	Commissioner Todd	Voted ---- Yes
Commissioner Henderson	Voted ---- Yes	Commissioner Wagner	Voted ---- Yes
Commissioner Holmes	Voted ---- Yes	Commissioner Westfall	Voted ---- A&E
Commissioner Marsh	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 September 27, 2018.

9. Commissioner Hansen made the motion to approve the AVL Engagement Letter for FY2018. Seconded by Commissioner Moon, the president called the question, with the following results:

Commissioner Carter	Voted --- A&E	Commissioner Moon	Voted --- Yes
Commissioner David	Voted --- Yes	Commissioner Spain	Voted --- Yes
Commissioner Hansen	Voted --- Yes	Commissioner Todd	Voted --- Yes
Commissioner Henderson	Voted --- Yes	Commissioner Wagner	Voted --- Yes
Commissioner Holmes	Voted --- Yes	Commissioner Westfall	Voted --- A&E
Commissioner Marsh	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 September 27, 2018.

10. Commissioner Hansen made the motion to direct a portion of the FY2018 excess revenue to FY2019 Marketing and Research and direct the remaining portion to Dedicated Future Operations Fund. Seconded by Commissioner Henderson, the president called the question, with the following results:

Commissioner Carter	Voted --- A&E	Commissioner Moon	Voted --- Yes
Commissioner David	Voted --- Yes	Commissioner Spain	Voted --- Yes
Commissioner Hansen	Voted --- Yes	Commissioner Todd	Voted --- Yes
Commissioner Henderson	Voted --- Yes	Commissioner Wagner	Voted --- Yes
Commissioner Holmes	Voted --- Yes	Commissioner Westfall	Voted --- A&E
Commissioner Marsh	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 September 27, 2018.

Commissioner David recused himself due to a conflict of interest with the following motion.

11. Commissioner Hansen made the motion to approve the Marketing Assistance Request for the King Master Fishing Tournament being held May 27 – June 2, 2019 at Point Cadet Plaza up to the amount of \$8750. Seconded by Commissioner Holmes, the president called the question, with the following results:

Commissioner Carter	Voted --- A&E	Commissioner Moon	Voted --- Yes
Commissioner David	Voted --- Yes	Commissioner Spain	Voted --- Yes
Commissioner Hansen	Voted --- Yes	Commissioner Todd	Voted --- Yes
Commissioner Henderson	Voted --- Yes	Commissioner Wagner	Voted --- Yes
Commissioner Holmes	Voted --- Yes	Commissioner Westfall	Voted --- A&E
Commissioner Marsh	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 September 27, 2018.

12. Commissioner Marsh made the motion to approve the Visit Mississippi Gulf Coast Sales Team Goals for FY2019 as presented. Seconded by Commissioner Moon, the president called the question, with the following results:

Commissioner Carter	Voted --- A&E	Commissioner Moon	Voted --- Yes
Commissioner David	Voted --- Yes	Commissioner Spain	Voted --- Yes
Commissioner Hansen	Voted --- Yes	Commissioner Todd	Voted --- Yes
Commissioner Henderson	Voted --- Yes	Commissioner Wagner	Voted --- Yes
Commissioner Holmes	Voted --- Yes	Commissioner Westfall	Voted --- A&E
Commissioner Marsh	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 September 27, 2018.

Commissioner Holmes left the meeting for a prior commitment.

13. Commissioner Wagner made the motion to approve the STR Renewal Agreement as presented. Seconded by Commissioner Todd, the president called the question, with the following results:

Commissioner Carter	Voted ---- A&E	Commissioner Moon	Voted ---- Yes
Commissioner David	Voted ---- Yes	Commissioner Spain	Voted ---- Yes
Commissioner Hansen	Voted ---- Yes	Commissioner Todd	Voted ---- Yes
Commissioner Henderson	Voted ---- Yes	Commissioner Wagner	Voted ---- Yes
Commissioner Holmes	Voted ---- Yes	Commissioner Westfall	Voted ---- A&E
Commissioner Marsh	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 September 27, 2018.

14. Commissioner Marsh made the motion to approve the agreement with Tourism Economics to research and prepare a Competitive Analysis of Visit Mississippi Gulf Coast Destination Marketing Budget on the terms and conditions set forth in Exhibit A, a copy of which is attached hereto and incorporated herein, which agreement includes and provides for the procurement of current rights to future services related to use of: (1) the existing data base of Tourism Economics, (2) the business model for Tourism Economics, (3) the analytical methodology utilized by Tourism Economics, (4) the expertise and retention of personnel to be assigned to this project and (5) the timing of services and allocation of personnel by Tourism Economics. Further, as part of the same motion, it was acknowledged and moved that Tourism Economics has sufficient capacity to provide the services described in the agreement. Seconded by Commissioner Wagner, the president called the question, with the following results:

Commissioner Carter	Voted ---- A&E	Commissioner Moon	Voted ---- Yes
Commissioner David	Voted ---- Yes	Commissioner Spain	Voted ---- Yes
Commissioner Hansen	Voted ---- Yes	Commissioner Todd	Voted ---- Yes
Commissioner Henderson	Voted ---- Yes	Commissioner Wagner	Voted ---- Yes
Commissioner Holmes	Voted ---- Yes	Commissioner Westfall	Voted ---- A&E
Commissioner Marsh	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 September 27, 2018.

15. Commissioner Marsh made the motion to approve the agreement with Arrivalist for monitoring and targeting services provided to Visit Mississippi Gulf Coast Destination Marketing Budget on the terms and conditions set forth in Exhibit B, a copy of which is attached hereto and incorporated herein, which agreement includes and provides for the procurement of current rights to future services related to use of: (1) the existing data base of Arrivalist, (2) the business model for Arrivalist, (3) the analytical methodology utilized by Arrivalist, (4) the expertise and retention of personnel to be assigned to this project, (5) the timing of services and allocation of personnel by Arrivalist and (6) procuring a license. Further, as part of the same motion, it was acknowledged and moved that Arrivalist has sufficient capacity to provide the services described in the agreement. Seconded by Commissioner Spain, the president called the question, with the following results:

Commissioner Carter	Voted ---- A&E	Commissioner Moon	Voted ---- Yes
Commissioner David	Voted ---- Yes	Commissioner Spain	Voted ---- Yes
Commissioner Hansen	Voted ---- Yes	Commissioner Todd	Voted ---- Yes
Commissioner Henderson	Voted ---- Yes	Commissioner Wagner	Voted ---- Yes
Commissioner Holmes	Voted ---- Yes	Commissioner Westfall	Voted ---- A&E
Commissioner Marsh	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 September 27, 2018.

16. Commissioner Hansen made the motion to approve the Peter Mayer Advertising Agency Public Relations Retainer Agreement as presented. Seconded by Commissioner Moon, the president called the question, with the following results:

Commissioner Carter	Voted ---- A&E	Commissioner Moon	Voted ---- Yes
Commissioner David	Voted ---- Yes	Commissioner Spain	Voted ---- Yes
Commissioner Hansen	Voted ---- Yes	Commissioner Todd	Voted ---- Yes
Commissioner Henderson	Voted ---- Yes	Commissioner Wagner	Voted ---- Yes
Commissioner Holmes	Voted ---- Yes	Commissioner Westfall	Voted ---- A&E
Commissioner Marsh	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 September 27, 2018.

17. Public

- Myrna Green gave an update on Hancock County Tourism

18. Reminders

- Visit Mississippi Gulf Coast Monthly Board Meeting- October
Thursday, October 25, 2018 3:00pm – 4:30pm VMGC Board Room

19. Commissioner Moon made the motion to enter into Closed Session to discuss the need to enter into Executive Session. Seconded by Commissioner Marsh, the president called the question, with the following results:

Commissioner Carter	Voted ---- A&E	Commissioner Moon	Voted ---- Yes
Commissioner David	Voted ---- Yes	Commissioner Spain	Voted ---- Yes
Commissioner Hansen	Voted ---- Yes	Commissioner Todd	Voted ---- Yes
Commissioner Henderson	Voted ---- Yes	Commissioner Wagner	Voted ---- Yes
Commissioner Holmes	Voted ---- Yes	Commissioner Westfall	Voted ---- A&E
Commissioner Marsh	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 September 27, 2018.

20. Commissioner Wagner made the motion to enter into Executive Session to discuss personnel job performance. Seconded by Commissioner Hansen, the president called the question, with the following results:

Commissioner Carter	Voted ---- A&E	Commissioner Moon	Voted ---- Yes
Commissioner David	Voted ---- Yes	Commissioner Spain	Voted ---- Yes
Commissioner Hansen	Voted ---- Yes	Commissioner Todd	Voted ---- Yes
Commissioner Henderson	Voted ---- Yes	Commissioner Wagner	Voted ---- Yes
Commissioner Holmes	Voted ---- Yes	Commissioner Westfall	Voted ---- A&E
Commissioner Marsh	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 September 27, 2018.

21. Commissioner Moon made the motion to exit Executive Session and reconvene in open meeting. Seconded by Commissioner Marsh, the president called the question, with the following results:

Commissioner Carter	Voted ---- A&E	Commissioner Moon	Voted ---- Yes
Commissioner David	Voted ---- Yes	Commissioner Spain	Voted ---- Yes
Commissioner Hansen	Voted ---- Yes	Commissioner Todd	Voted ---- Yes
Commissioner Henderson	Voted ---- Yes	Commissioner Wagner	Voted ---- Yes
Commissioner Holmes	Voted ---- Yes	Commissioner Westfall	Voted ---- A&E
Commissioner Marsh	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 September 27, 2018.

22. Legal Counsel stated there was no official action taken in Executive Session.

23. Commissioner Hansen made the motion to accept the Employment Agreement for Janice Jefferson, Director of Sales, as presented. Seconded by Commissioner Wittmann, the president called the question, with the following results:

Commissioner Carter	Voted ---- A&E	Commissioner Moon	Voted ---- Yes
Commissioner David	Voted ---- Yes	Commissioner Spain	Voted ---- Yes
Commissioner Hansen	Voted ---- Yes	Commissioner Todd	Voted ---- Yes
Commissioner Henderson	Voted ---- Yes	Commissioner Wagner	Voted ---- Yes
Commissioner Holmes	Voted ---- Yes	Commissioner Westfall	Voted ---- A&E
Commissioner Marsh	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 September 27, 2018.

24. Commissioner Marsh made the motion to accept the Employment Agreement for Marquez Singleton, Sports and Events Development Manager, as presented. Seconded by Commissioner Todd, the president called the question, with the following results:

Commissioner Carter	Voted ---- A&E	Commissioner Moon	Voted ---- Yes
Commissioner David	Voted ---- Yes	Commissioner Spain	Voted ---- Yes
Commissioner Hansen	Voted ---- Yes	Commissioner Todd	Voted ---- Yes
Commissioner Henderson	Voted ---- Yes	Commissioner Wagner	Voted ---- Yes
Commissioner Holmes	Voted ---- Yes	Commissioner Westfall	Voted ---- A&E
Commissioner Marsh	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 September 27, 2018.

25. Commissioner Wagner made the motion to adjourn the meeting. Seconded by Commissioner Henderson, the president called the question, with the following results:

Commissioner Carter	Voted ---- A&E	Commissioner Moon	Voted ---- Yes
Commissioner David	Voted ---- Yes	Commissioner Spain	Voted ---- Yes
Commissioner Hansen	Voted ---- Yes	Commissioner Todd	Voted ---- Yes
Commissioner Henderson	Voted ---- Yes	Commissioner Wagner	Voted ---- Yes
Commissioner Holmes	Voted ---- Yes	Commissioner Westfall	Voted ---- A&E
Commissioner Marsh	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 September 27, 2018.

Visit Mississippi Gulf Coast

Board of Commissioners Meeting



CEO REPORT

September 2018

Milton Segarra, CDME
9/27/18

CITY & COUNTY LEADERSHIP

- Biloxi City Council Workshop- Discuss Waterfront Property at Point Cadet & Related Areas
- Jackson County Board of Supervisors Meeting
- Harrison County Council of Governments Meeting
- State of the County Address – Hancock
- Breakfast with Mayor Gilich

COMMUNITY

- Jackson County Chamber of Commerce- Leadership Retreat
- Mississippi Hotel & Lodging Association Meeting

MEDIA

- Interviews regarding Tropical Storm Gordon: WLOX \ Weather Channel \ Fox News Atlanta
- Governor Bryant- Press Conference on Tropical Storm Gordon
- Phone Interview with Mississippi Tour Guide, Kelli Bozeman
- Conference USA- Interview with WLOX & WXXV on Sports Market
- Radio Interview with Supertalk Jackson, Rebecca Turner

INDUSTRY / BUSINESS DEVELOPMENT

- Governor Bryant- Signing of BP Bill
- Meeting with Southcoast Consulting, Stacy Pair
- Public Relations Association of Mississippi- Speaking Engagement
- Gulf Coast Legislative Reception- Committee Meeting
- Conference Call with Dr. Campbell and Dr. Miller at USM
- Mississippi Tourism Association- Governor's Conference
- Meeting with the Bruno Group- Rapiscan Systems Presentation

CEO MONTHLY REPORT – September 2018

- Stakeholders, Community and Government Leadership Outreach
- Support, trust and confidence from local decision makers and other key organizations
- Excellent communication, integration and team work with Board of Commissioners and different Committees
- Effective access to media. Respect and trust
- Regular meetings with Mayors, Supervisors, City Councils and State Legislators
- Positive feedback and support from Governor Bryant, Lt. Governor Reese, Visit Mississippi's Craig Ray and MDA's marketing and economic development teams to our plans and efforts
- Seat at Mississippi Tourism Association's Board of Directors
- 17 VMGC strategic approach presentations across the Gulf Coast, all sort of organizations
- 20 press trips, 58 journalists
- Over 25 media interviews
- Editorial Boards: Sun Herald and WLOX
- RFQ/RFP for new advertising agency (Peter Mayer and Sparkloft)
- Resonance Company Brand Assessment workshop
- Customer Advisory Board (CAB)

2018 In Review

- Longwood's Study 2017
- New Business Plan, "Destination's Innovation and Strategic Growth Plan"
- Enhanced business model and strategic approach to regional business opportunities
- Financial stability, enhanced accounting procedures
- Revised compensation structure, competitive as per industry standards
- Boosted team's morale and performance
- Jackson County 2% room tax – period extension
- Hancock County Tourism Development Board room tax amendment
- Strategic partnerships with key industry partners: Trip Advisor, Expedia, Matador, Curiosity, Northstar Publication, Carbon Media, NOLA Saints promo, Houston Astros MLB event
- 5 sales missions and special events in partnership with hotel partners
- Host destination to Travel South 2018 and Meetings Quest
- New leisure sales and marketing strategy and staff
- Strategic and collaborative model for key VMGC suppliers
- Awards
- YTD destination performance ahead of last year

2018 In Review

Visit Mississippi Gulf Coast Analysis of Room Tax Revenue Collections



Fiscal Year	Gulf Coast Hotels – Total Room Revenue **	VMGC Total Room tax Revenue Potential ***	VMGC Actual Room Tax Received	MSDOR Collection Rate	VMGC Uncollected Room Tax	ERTR ****
2016	\$291,633,496	\$5,657,690	\$3,948,773	70%	\$1,708,917	1.35%
2017	\$316,428,872	\$6,138,720	\$4,120,639	67%	\$2,018,081	1.30%
2018*	\$273,061,802	\$5,297,399	\$3,854,563	73%	\$1,442,836	1.41%

*Calculations based on ten months of revenue
 **Based on STR, Mississippi Department of Revenue & Mississippi Gaming Commission data
 ***Potential revenue based on 2% of total room revenue less 3% MS DOR administrative fee
 ****Effective room tax rate



Mississippi Performance



Hotels: 704
Rooms: 59,936



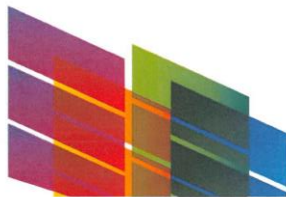
STR Hotel
Participation:
58.1%

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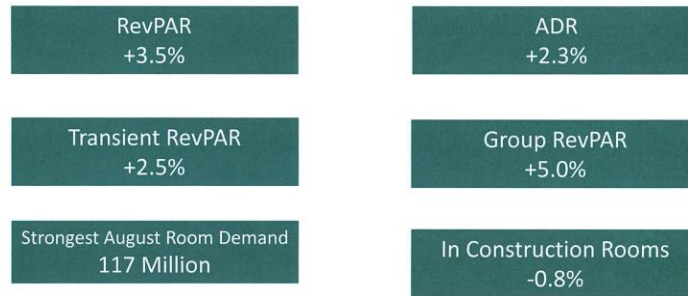
Introducing Casino STAR

The online benchmarking report designed for Casino properties



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August 2018



August 2018, Total US Results

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Mississippi: ADR Growth Drives RevPAR Growth



Total MS Results, August 2018 12MMA

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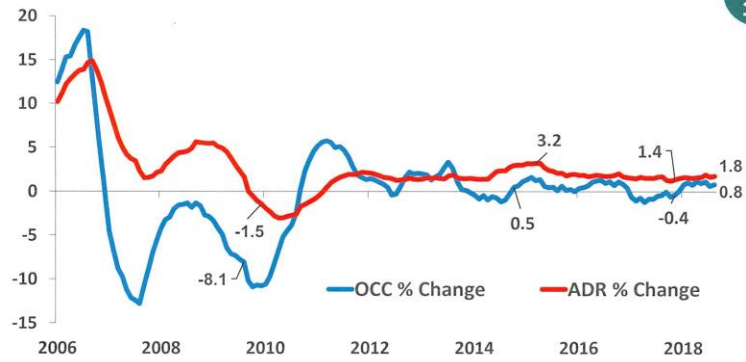
Mississippi Demand Growth outpacing Supply Growth Throughout 2018



Total MS: Supply & Demand % Change; 12 MMA 2006 – August 2018

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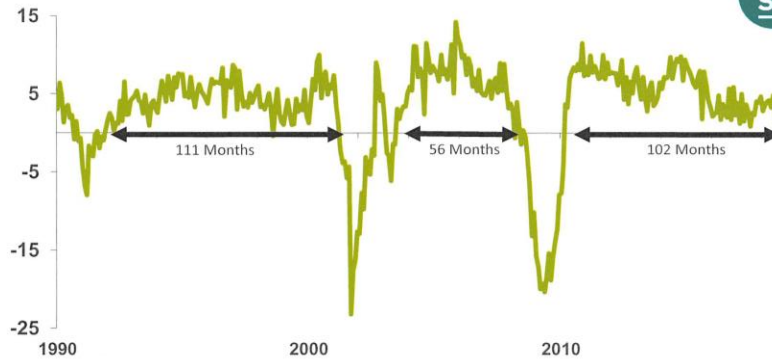
Mississippi ADR Growth Trending Positive/Steady Since 2011



Total MS: ADR & OCC % Change; 12 MMA 2006 – August 2018

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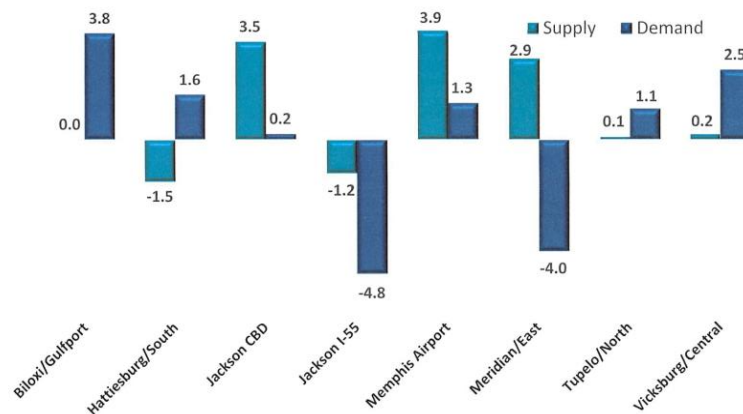
102 Consecutive Months of RevPAR Growth! (Let's See What October Holds)



Total U.S., RevPAR % Change, 1/1990 – 08/2018

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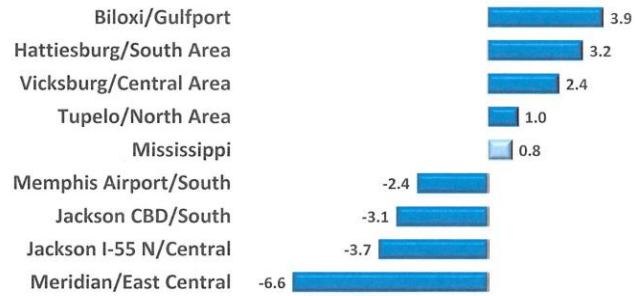
Supply and Demand Growth Across the Markets



MS Submarkets Supply/Demand % change, 12MMA August 2018

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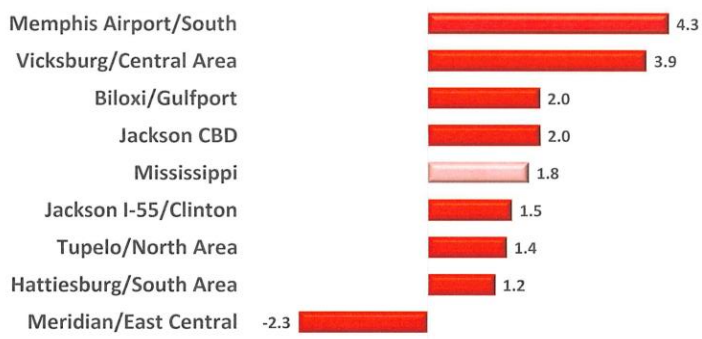
Half of Mississippi Submarkets Seeing Positive Occupancy Growth



MS Submarkets, OCC % Change, 12MMA August 2018

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Positive ADR Growth in 7 of the 8 Submarkets



MS Submarkets : ADR % Change; 12MMA August 2018

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Absolute Occ / ADR – Rooms Full 2.5 Out of 5 Nights

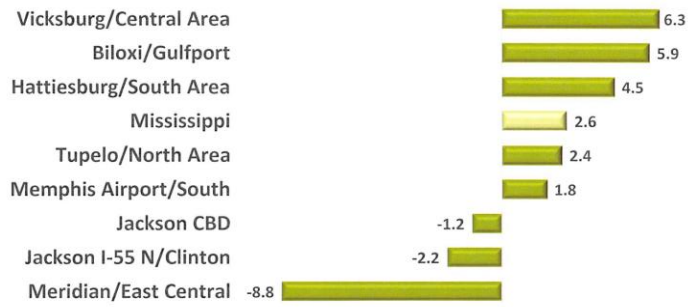


Submarket	Occupancy	ADR
Biloxi/Gulfport	60%	\$91
Hattiesburg/South	55%	\$76
Jackson CBD/South	57%	\$81
Jackson I-55/Clinton	58%	\$81
Memphis Airport/South	62%	\$84
Meridian/East Central	54%	\$83
Tupelo/North Area	57%	\$90
Vicksburg/Central Area	55%	\$82

MS Submarkets, Absolute Occupancy / ADR 12MMA August 2018

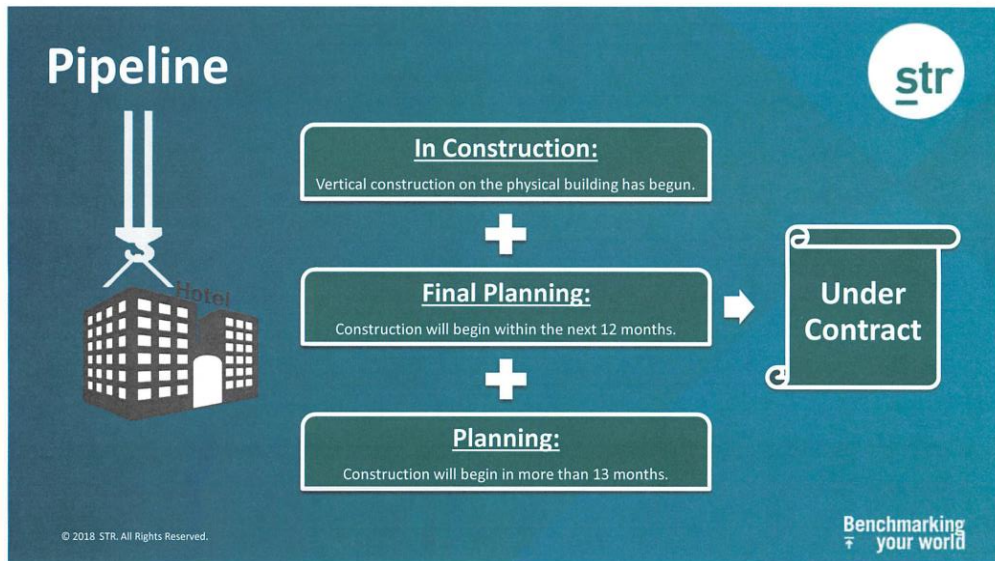
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Positive RevPAR Growth in 5 of the 8 Submarkets

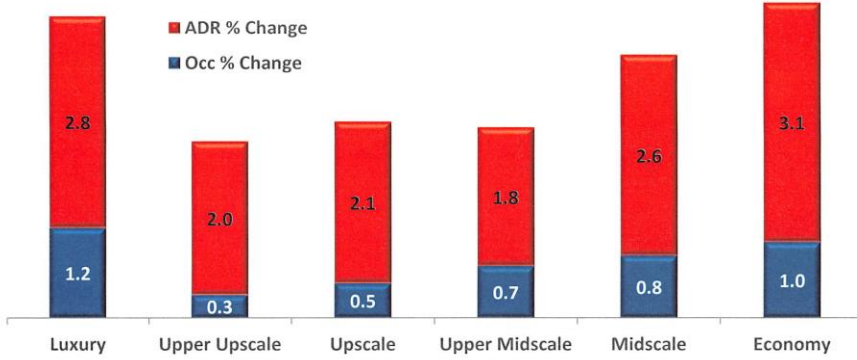


MS Submarkets, RevPAR % Change, 12MMA August 2018

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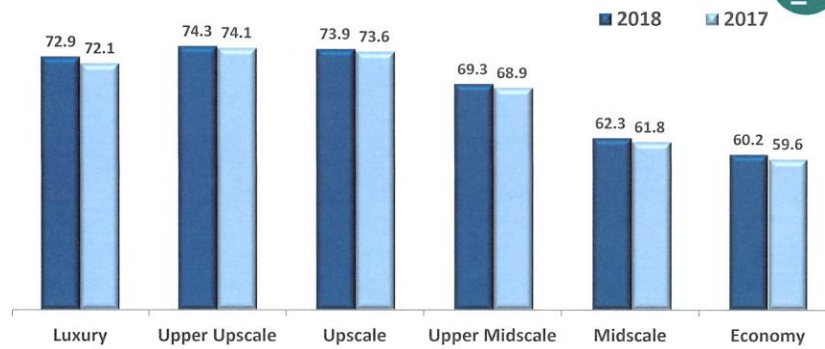
Class: An Excellent Year For High and Low End Hotels (... Good For All Others)



*RevPAR % Change by Contribution of OCC / ADR % Change, by Class, August 2018 YTD

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Class: Strong Demand Drives Stellar OCC Results



*OCC %, by Class, August 2018 & 2017 YTD

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US Pipeline: Lack of In Construction Rooms Growth Aids Healthy Industry Results

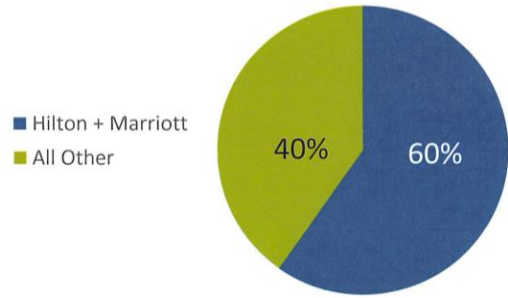


Phase	2018	2017	% Change
In Construction	187	189	-0.8%
Final Planning	215	216	-0.7%
Planning	203	174	17.4%
Under Contract	607	580	4.6%

*Total US Pipeline, by Phase, '000s Rooms, August 2018 and 2017

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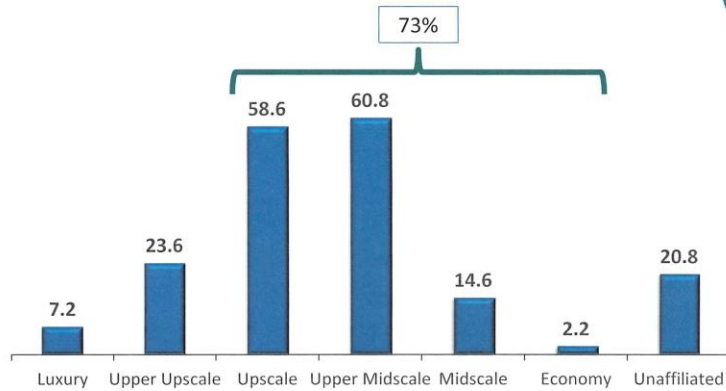
In Construction Rooms Are Dominated By Two Players: Hilton & Marriott



*US Pipeline, Rooms In Construction, Share of HLT & MAR of total, August 2018

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Limited Service Construction Is The Name Of The Game



*US Pipeline, Rooms In Construction, '000s Rooms, by Scale, August 2018

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Increases in Supply to Come – Mississippi

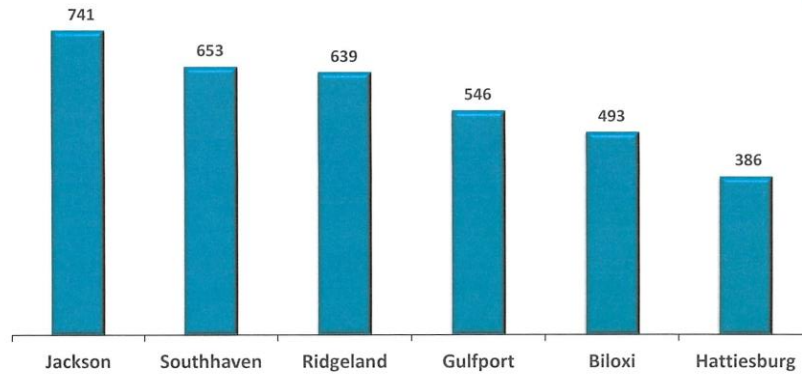


Phase	Projects	Rooms
In Construction	25	2,526
Final Planning	21	2,330
Planning	19	1,412
Total Under Contract Pipeline	65	6,268

Mississippi State Pipeline, by Project Phase August 2018

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Cities with the most hotel rooms in STR Pipeline



Mississippi Pipeline, Rooms Under Contract, August 2018

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Total United States Key Performance Indicator Outlook (% Change vs. Prior Year) 2018F – 2019F



Outlook		
Metric	2018 Forecast	2019 Forecast
Supply	2.0%	1.9%
Demand	2.6%	2.1%
Occupancy	0.6%	0.2%
ADR	2.6%	2.4%
RevPAR	3.2%	2.6%

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Mississippi Take-Aways



- 1 • As Demand growth continues to outpace Supply growth, positive (albeit muted) Occ will continue
- 2 • RevPAR growth will lean more on ADR growth moving forward
- 3 • Upscale & Upper Midscale Dominate the Pipeline

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Thank you!

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