



Visit Mississippi Gulf Coast

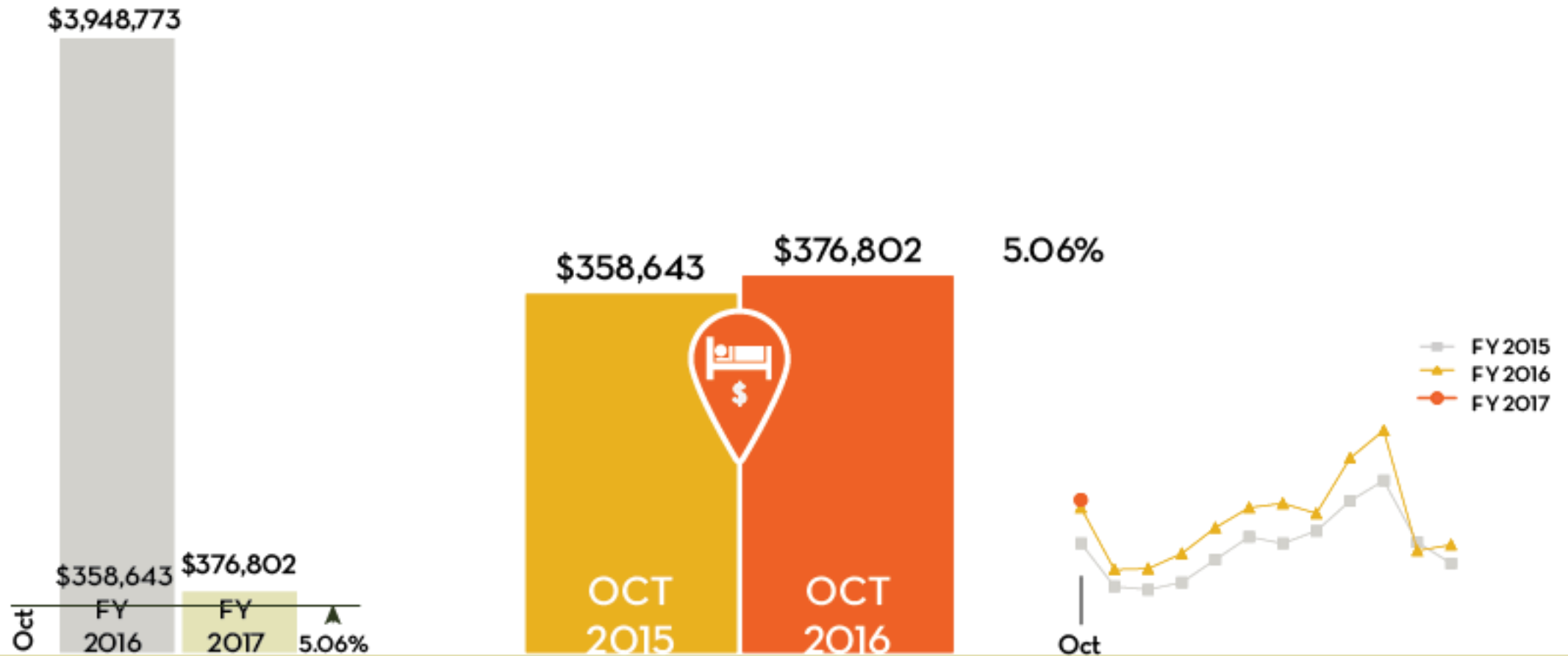
KEY PERFORMANCE INDICATORS

DECEMBER 2016

Occupancy Tax Receipts



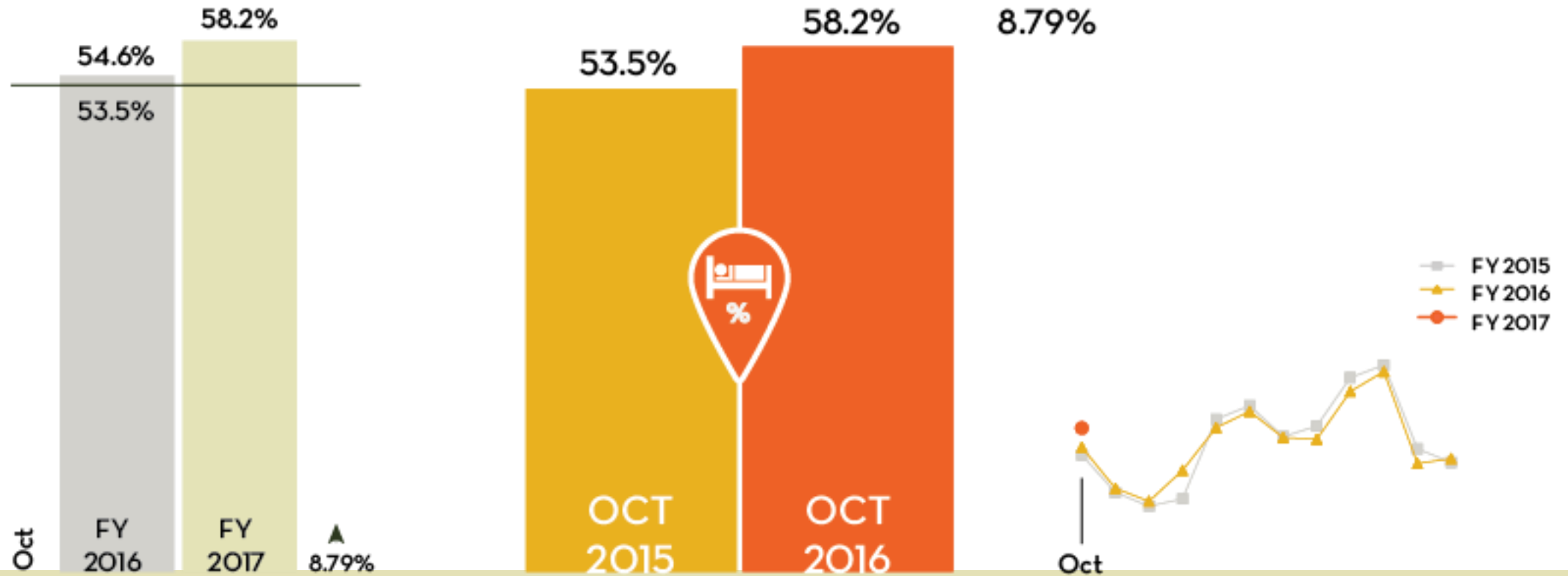
MS Department of Revenue



Occupancy Rate Non-Casino



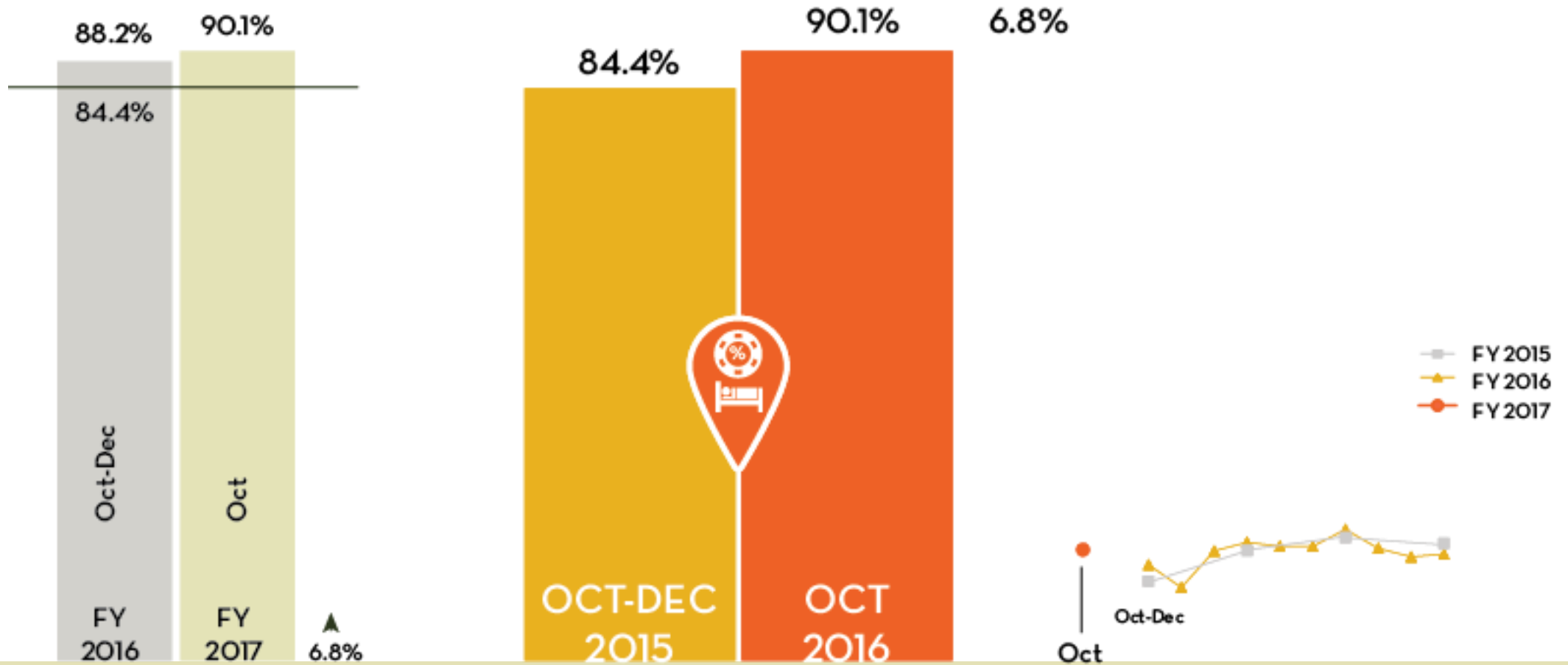
STR



Occupancy Rate Casino



MS Gaming Commission

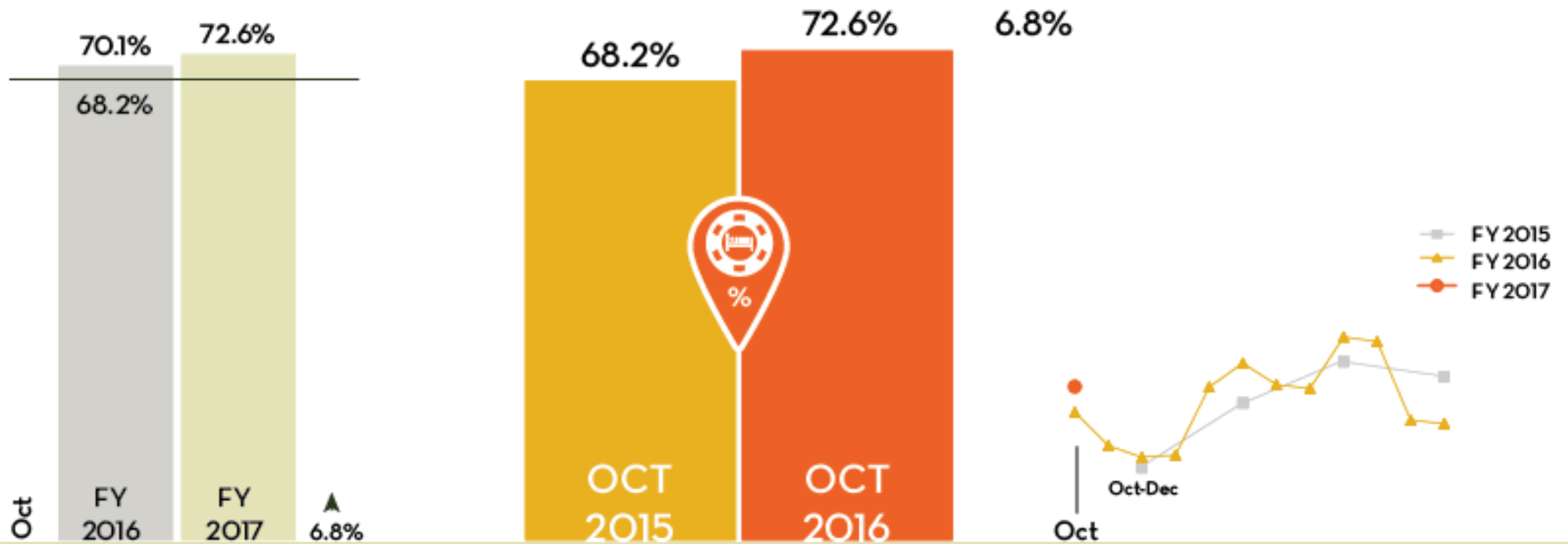


Occupancy Rate

All



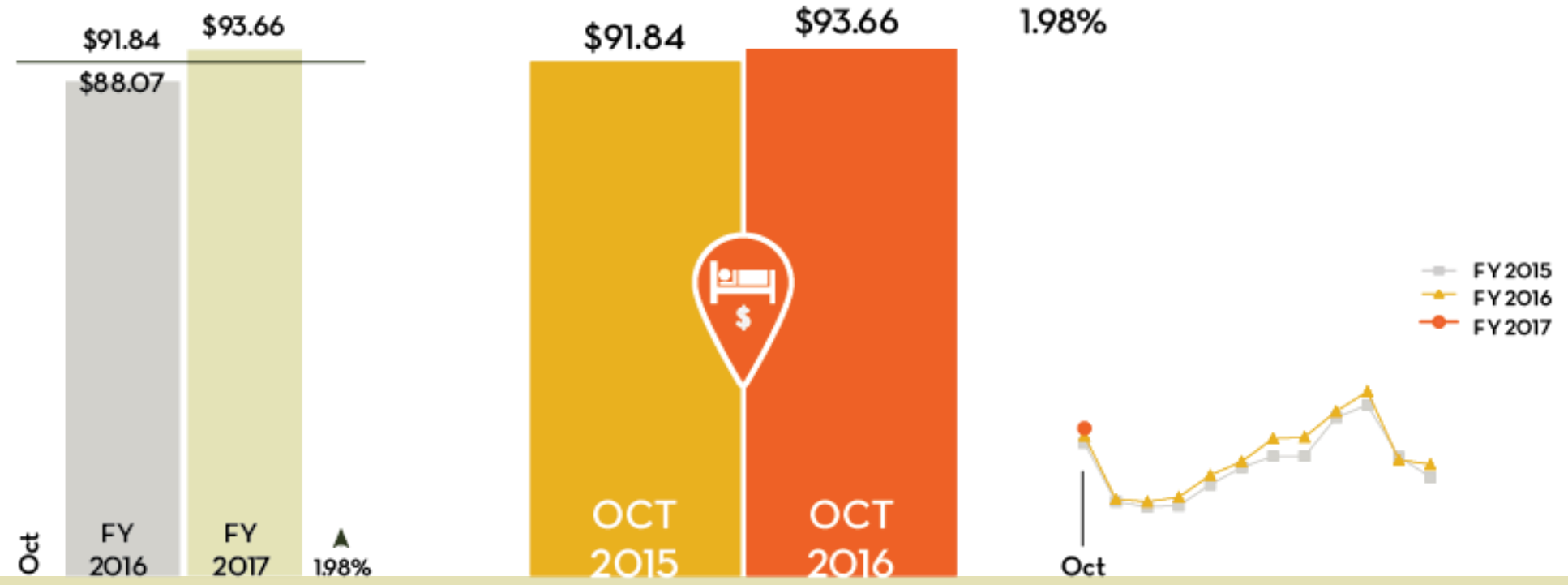
STR & MSGC



Average Daily Rate Non-Casino



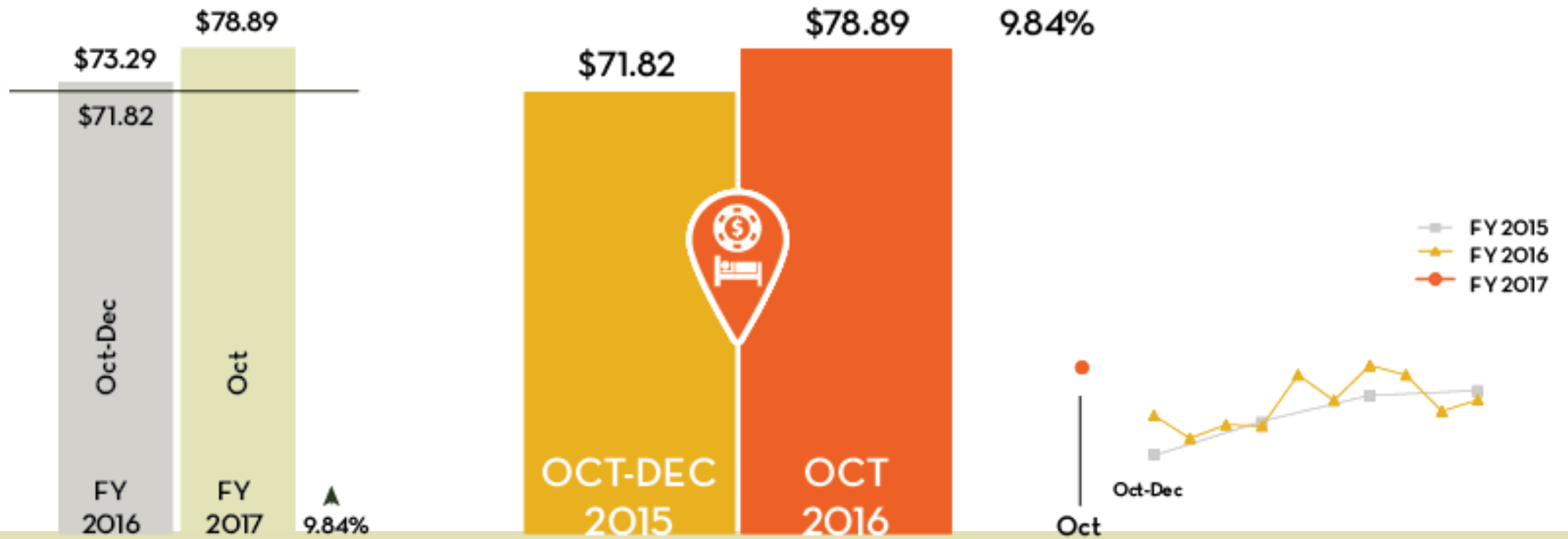
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Average Daily Rate Casino



MS Gaming Commission

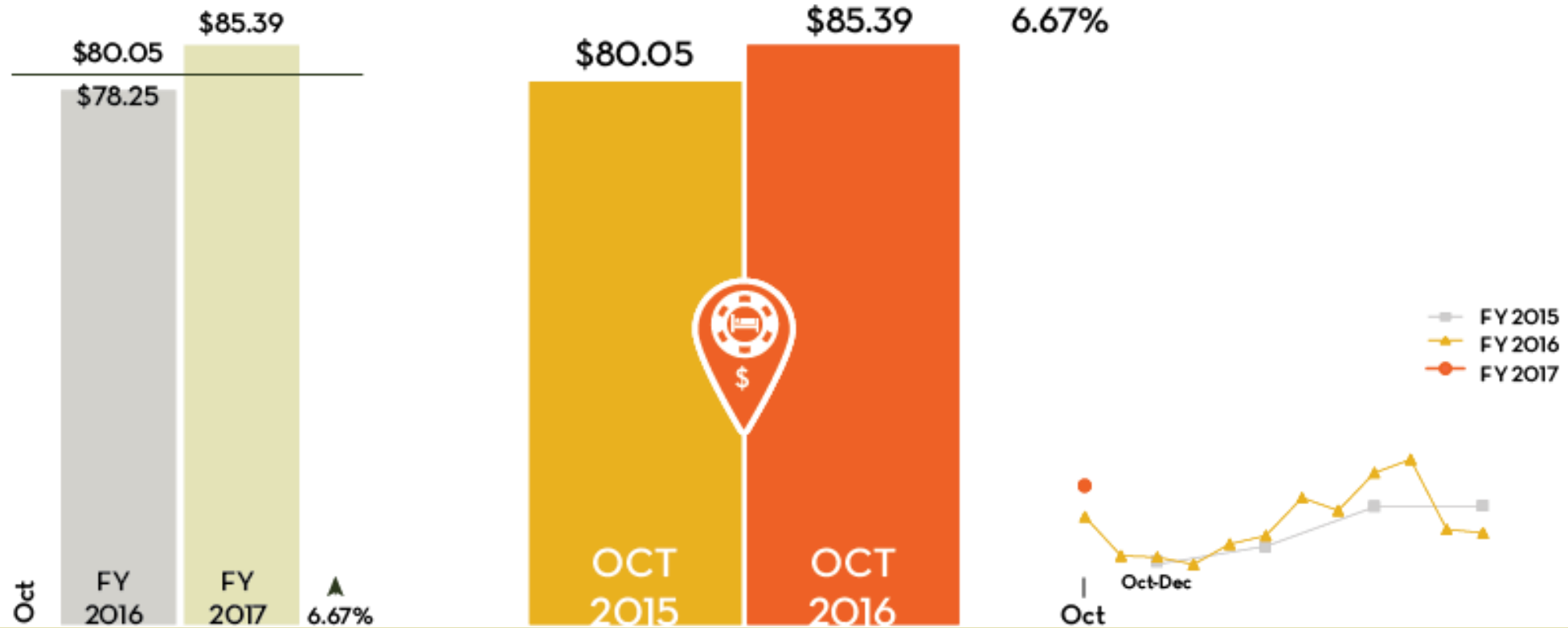


Average Daily Rate

All



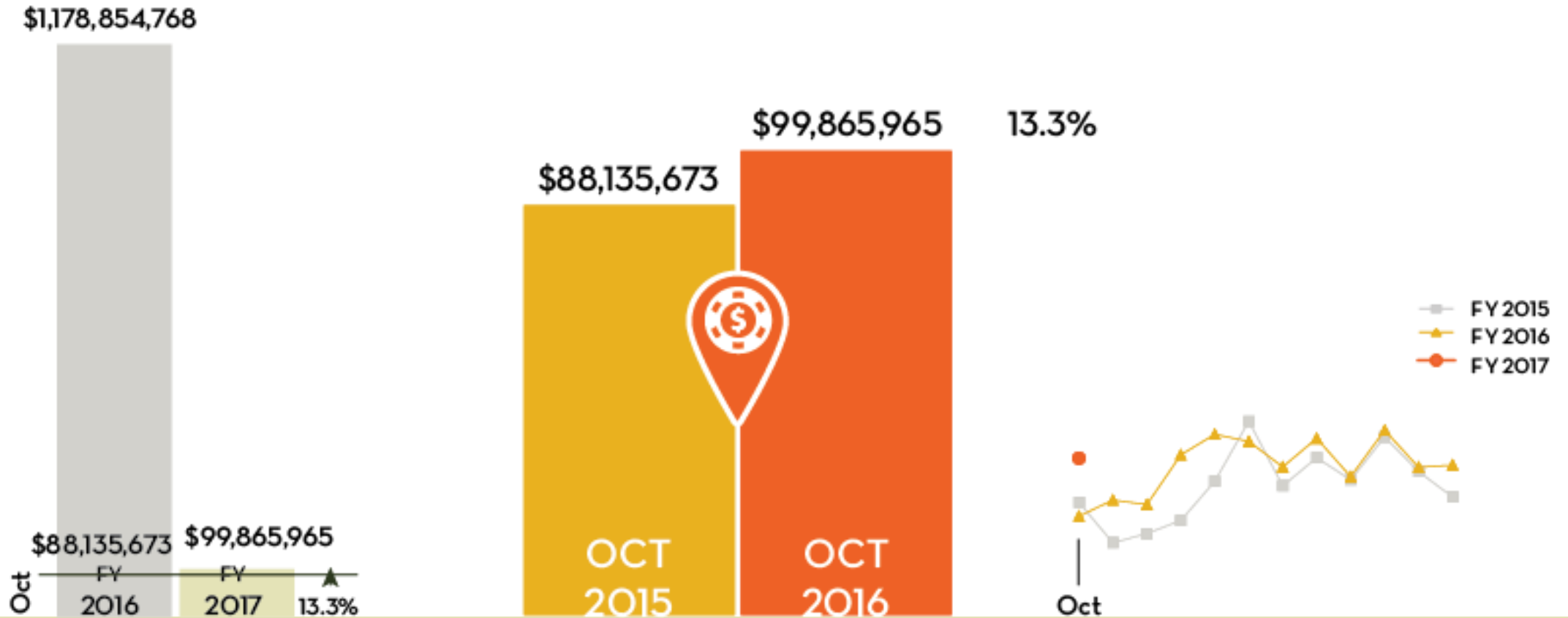
STR & MSGC



Gaming Revenue

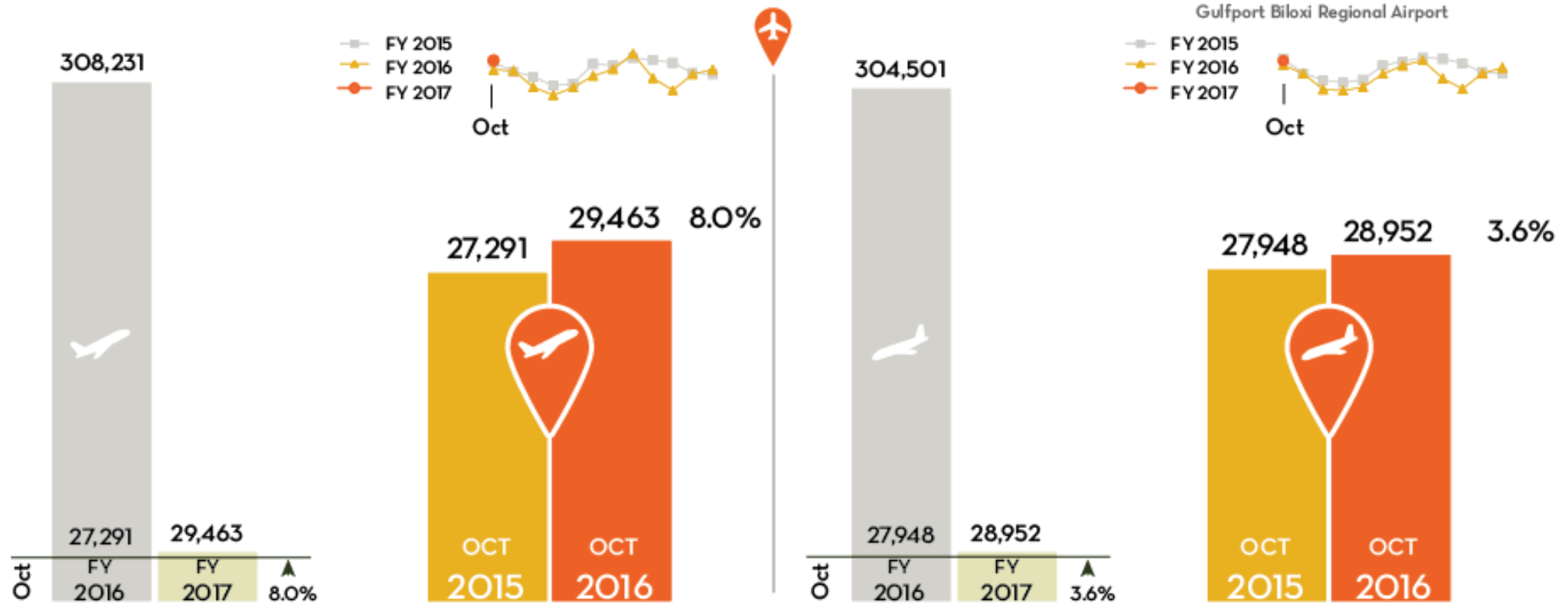


MS Gaming Commission



Gulfport-Biloxi International Airport

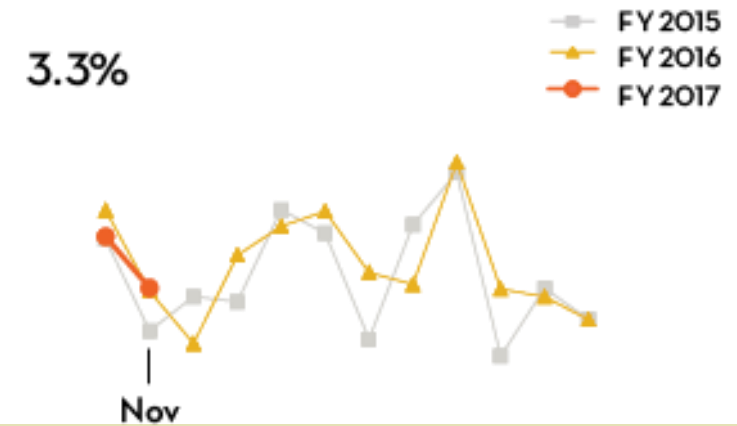
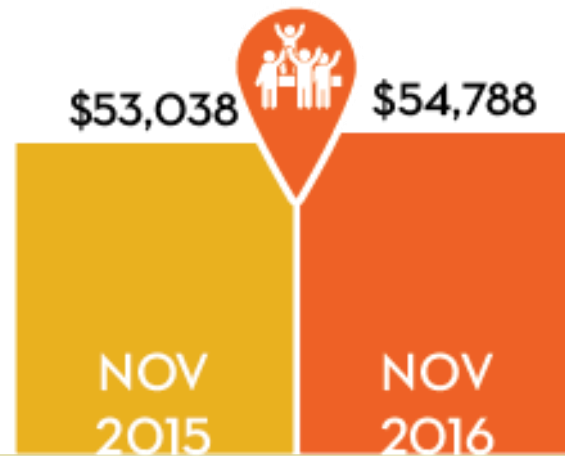
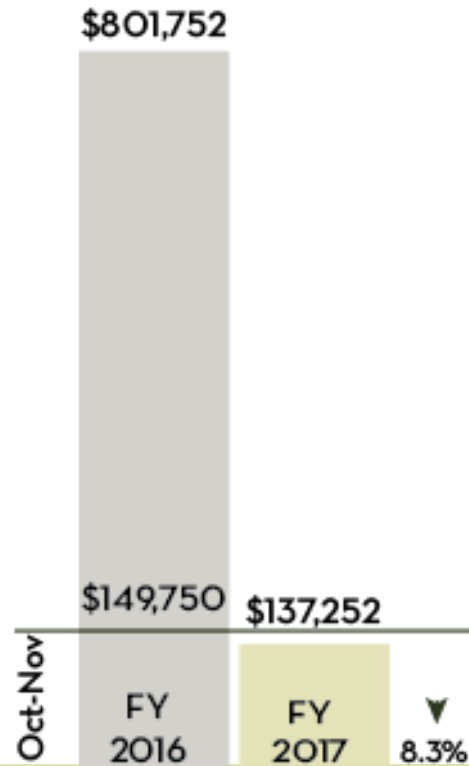
Enplanements — Deplanements



Convention Center Revenue



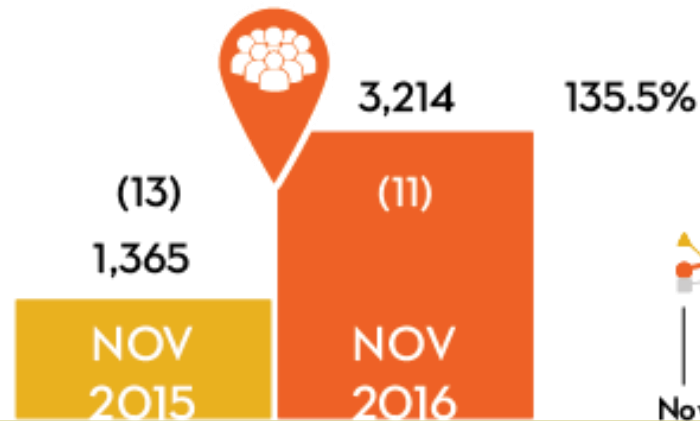
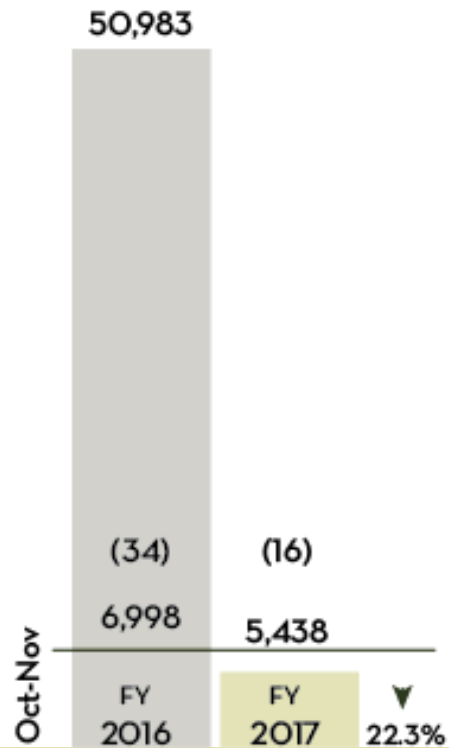
MS Coast Coliseum and Convention Center



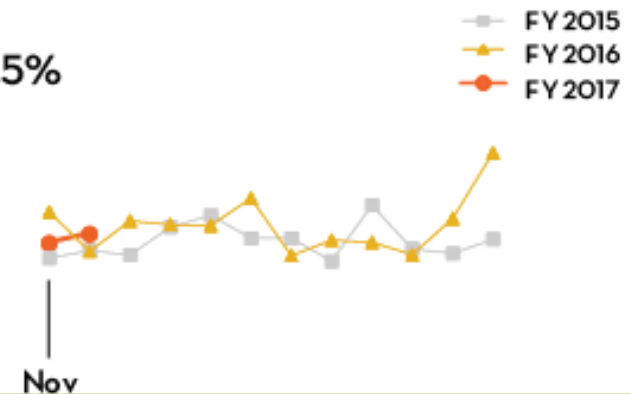
Definite Bookings



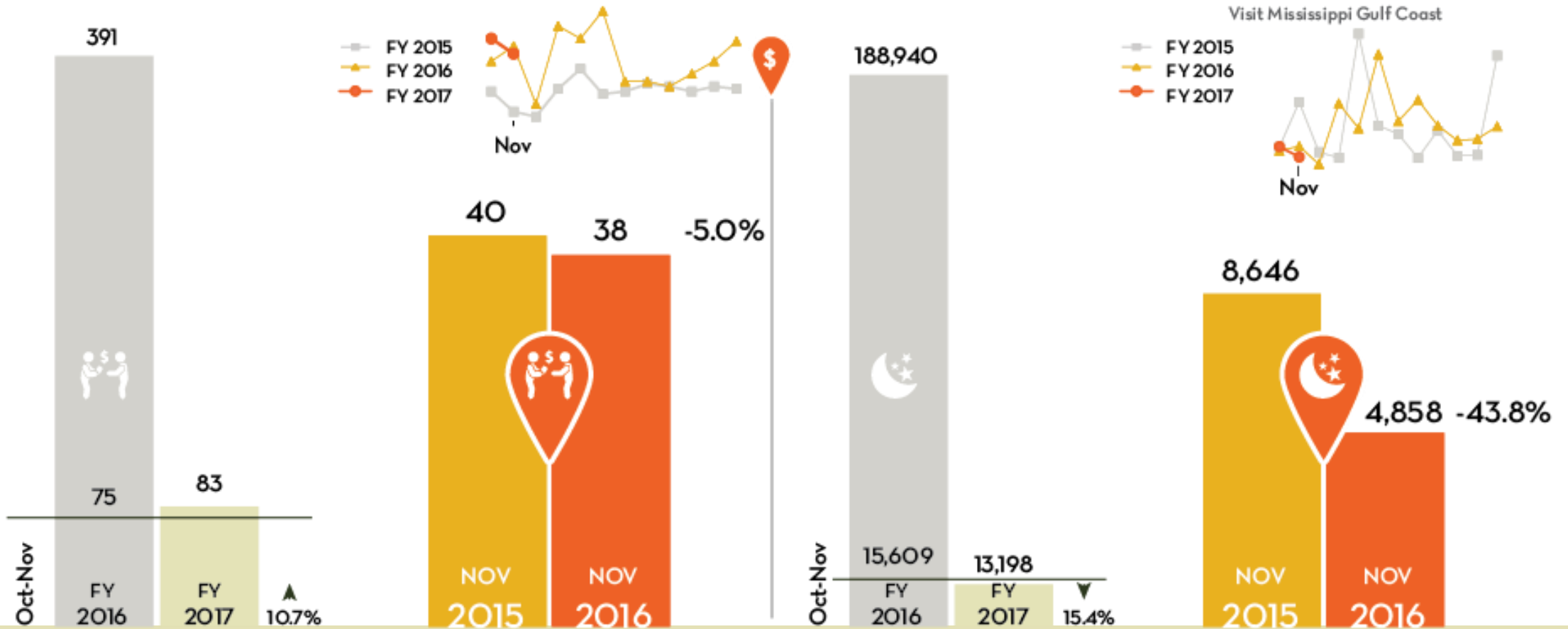
Room Nights/(Groups)



Visit Mississippi Gulf Coast



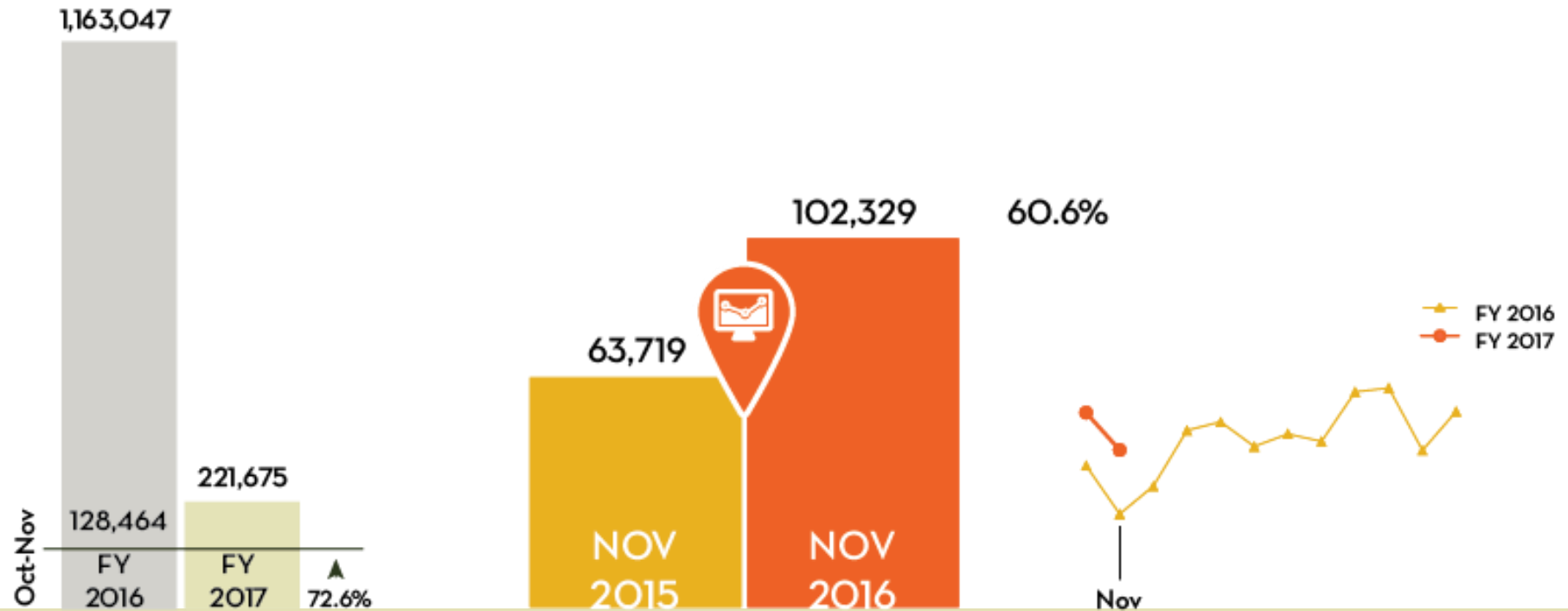
Leads Issued & Potential Room Nights



Google Analytics - Unique Visits



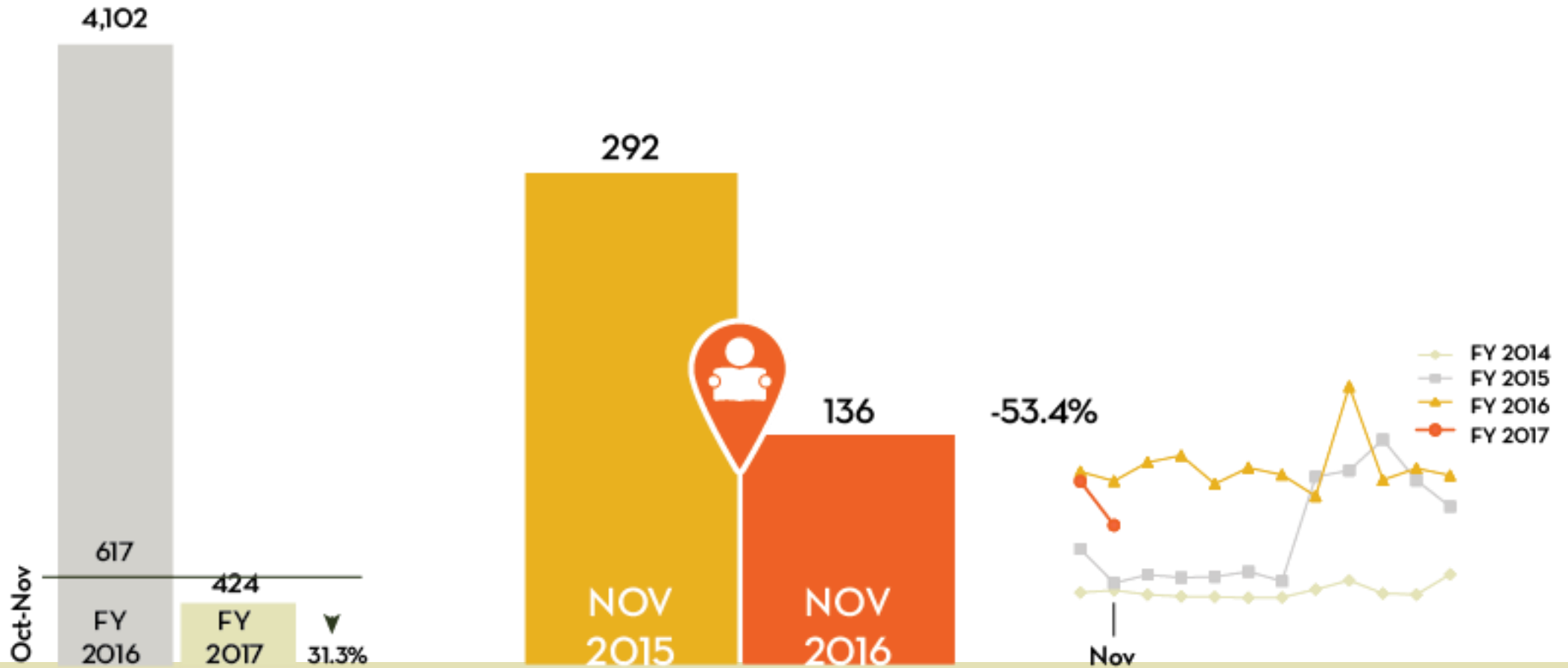
Google Analytics



Number of Articles



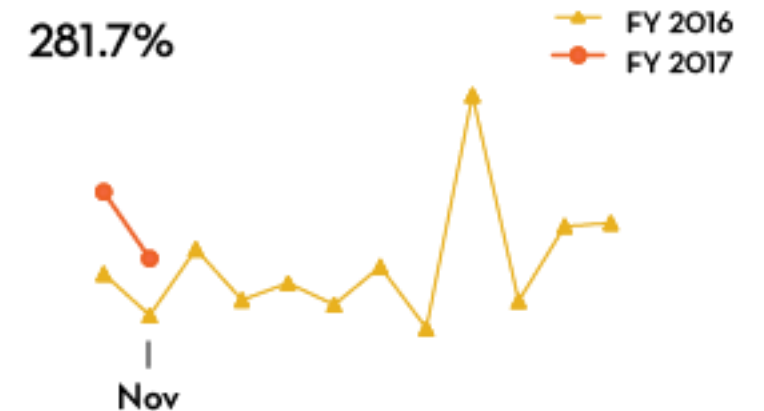
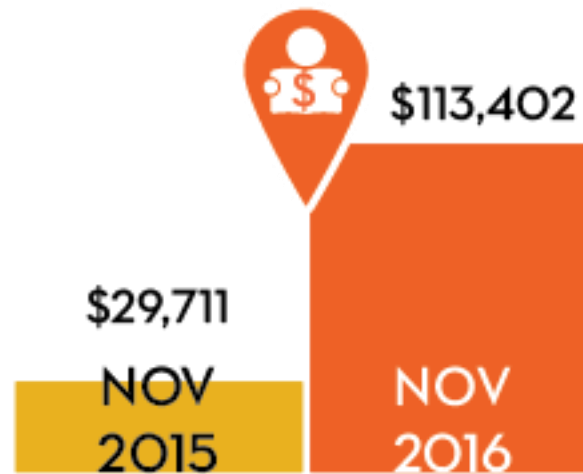
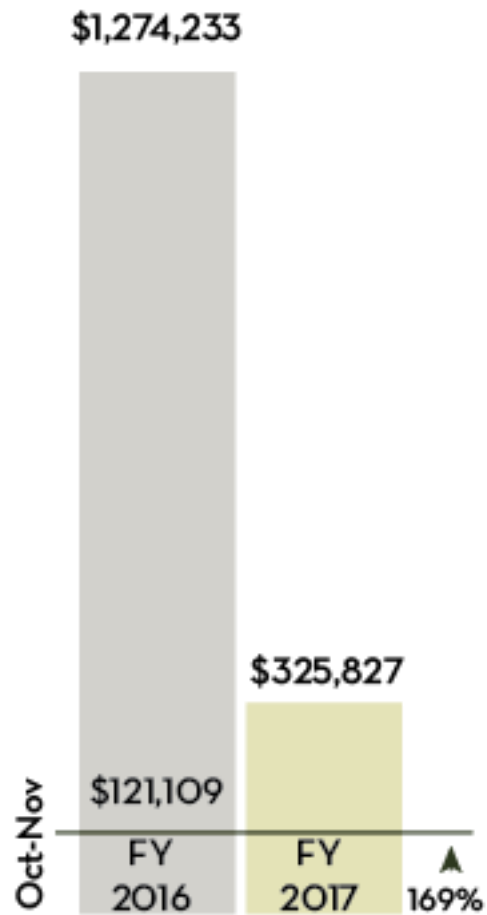
Critical Mention



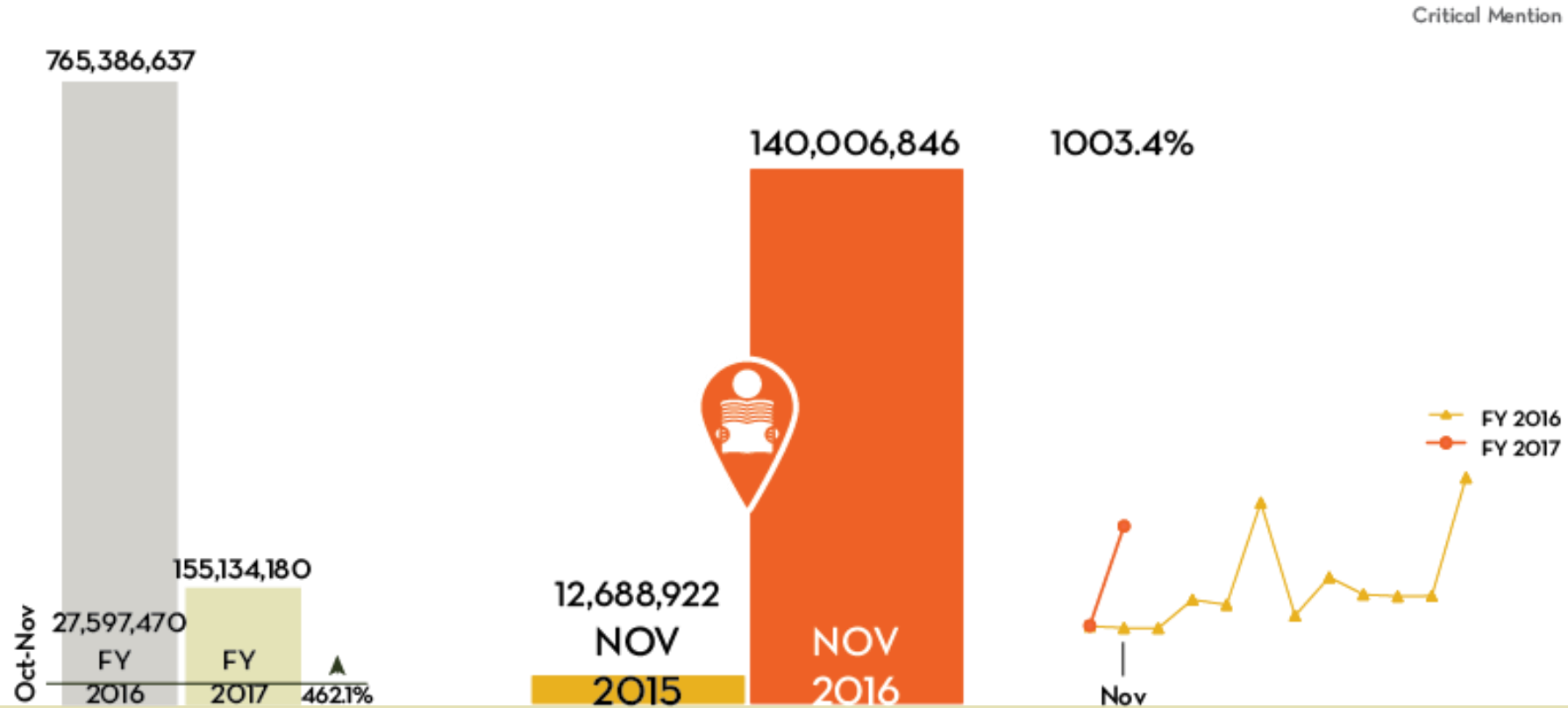
Media Value



Critical Mention



Impressions



8 Unique and Relaxing Getaways Every Mom Squad Needs This Fall

Perri O. Blumberg • Thu Nov 24 2016

3. **WhiteHouse Hotel in Biloxi, Mississippi:** The stunning charm of Mississippi's Gulf Coast offers a dizzying array of arts, culture and first-rate relaxation for you and your friends to enjoy. The picturesque hotel dates back to the 1890s and makes for an ideal place to rest your weary limbs on Biloxi's beachfront. When you set out on the town, hit up [Fishbone Alley](#), a funky pedestrian strip outfitted with colorful murals and locals' artwork, before checking out [Ohr-O'Keefe Museum](#) (designed by Frank Gehry). Are your gals water babies? Set sail at the [Maritime Museum](#), or make an overnight detour to experience Mississippi's enchanted barrier islands, just a short boat ride away from the mainland. (Photo via Mississippi Gulf Coast)

Enjoy family fun on Mississippi's free-flowing Pascagoula River

By JENNI FRANKENBERG VEAL - Published on November 13, 2016



I wasn't expecting to lose my heart in Mississippi. However, on a recent trip with my family, I was entirely surprised by the outdoor adventure to be experienced along the Mississippi Gulf Coast.

MEDIA COVERAGE

Epic Girls' Getaway Destinations In Every State In America



Redbook

Perri O. Blumberg
10/27/2016

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1/51 SLIDES © Provided by Redbook

WHERE TO VACATION WITH YOUR BFFS IN EVERY STATE

Whether you're booking a bachelorette or just need a weekend sans husbands/kids, one of these epic destinations will do the trick.

8 underrated US destinations you should visit right now



Toby Orton, Oyster.com

Nov. 30, 2016, 11:52 AM 🔥 5,301

6. Mississippi Gulf Coast, Mississippi



MEDIA COVERAGE

The Savory South

By Carolyn Blackburn

Mississippi cooks up a smorgasbord of foodie fun for groups

Exploring Mississippi's cuisine scene, which is as diverse as it is tasty, is a great way for groups to learn about the state's culture.

Cooking classes incorporating seafood from the Gulf, foodie tours in interesting neighborhoods, brewery tours and tastings, hopping on the Hot Tamale Trail, dining at group-friendly restaurants featuring Southern specialties, and sampling pecan vodka are among the culinary-centric activities awaiting groups who would like to add a little flavor to their Mississippi meeting.

Gulf Coast Region

Cooking classes with popular local chefs are being served up along the Gulf Coast.

Chef Danie Rodriguez from LUNCH in Biloxi teaches sushi-making and how to prepare a fresh catch from the Gulf, and Chef Owner Cheri Hiers from the Mary C. O'Keefe Cultural Center of Arts & Education in Ocean Springs demonstrates how to make dishes using ingredients found while foraging at the Pascagoula River Audubon Center.

"Not only will participants learn valuable cooking techniques and escape the mundane of sightseeing or touring multiple mu-

seums, but they also have the opportunity to explore our culture through their taste buds," said Kristen Livingston, leisure group sales manager at Visit Mississippi Gulf Coast.

Group-friendly restaurants are aplenty on the Gulf Coast, including The Shed BBQ & Blues Joint in Ocean Springs and Sal & Mookie's New York Pizza & Ice Cream Joint in Biloxi, where "indoor and outdoor seating and a separate Pie Lounge bar area is available for groups," Livingston said.

A favorite restaurant in Hancock County is the Bay St. Louis-based Cuz's, which has a semi-private dining area for groups.

"This restaurant has that Gulf Coast feel with local favorites and New Orleans traditions," said Myrna Green, manager of the Hancock County Tourism Bureau, who noted that specialty menu items include seafood baskets and po'boys.

To wash it down, groups can head over to Kiln-based Lazy Magnolia Brewing Company, Mississippi's oldest brewery, for a tour and tasting. Beers here include



A True 19th-Hole Destination

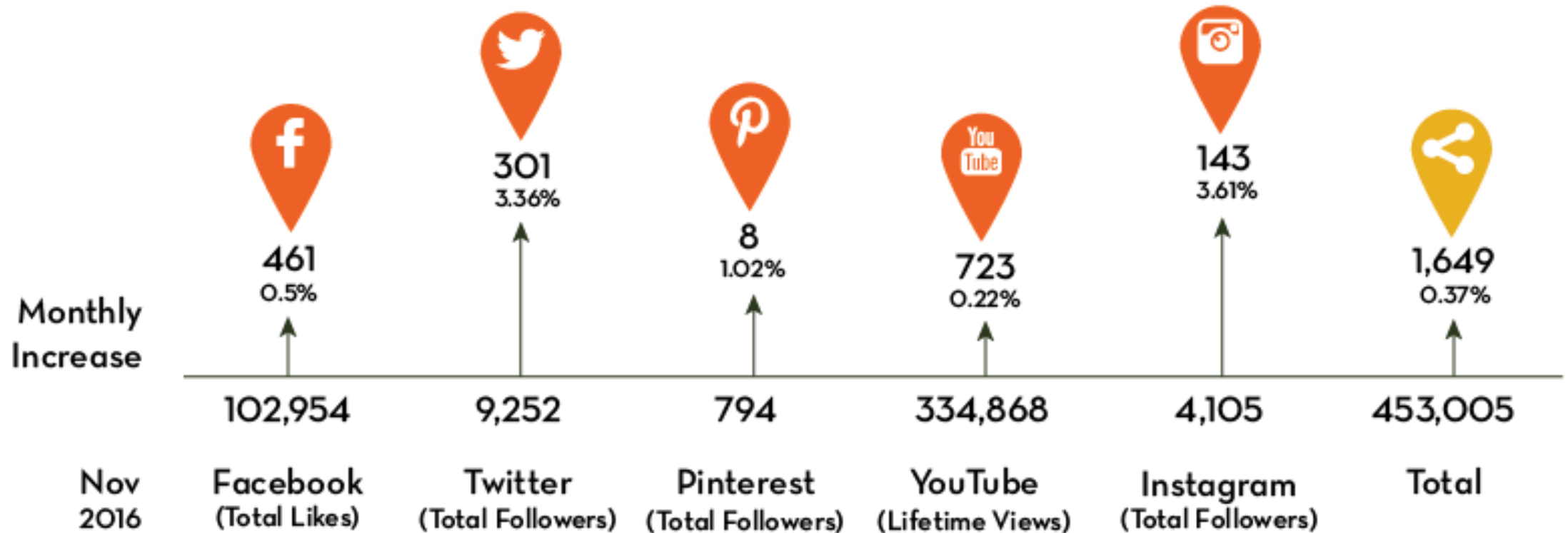
The Mississippi Gulf Coast is home to a wide variety of golf options, ranging from championship caliber to laid back, and designed by the likes of Jack Nicklaus, Arnold Palmer and Tom Fazio, according to Craig Mackay, sports development manager of Visit Mississippi Gulf Coast.



CHEF CHERI HIERS AT MARY C. O'KEEFE CULTURAL CENTER OF ARTS & EDUCATION, OCEAN SPRINGS

MEDIA COVERAGE

Social Media Metrics



Coast Champions



28 Trainings with nearly 600 graduates!



Mississippi Gulf Coast Marathon



Nearly 3,500 runners in all events!



Gulf Coast Marathon attracts runners across U.S., beyond

Beautiful weather, personal bests greet first Mississippi Gulf Coast Marathon





MISSISSIPPI
GULF COAST MARATHON

FULL • HALF • 5K • KIDS

DECEMBER 10 - 11, 2016

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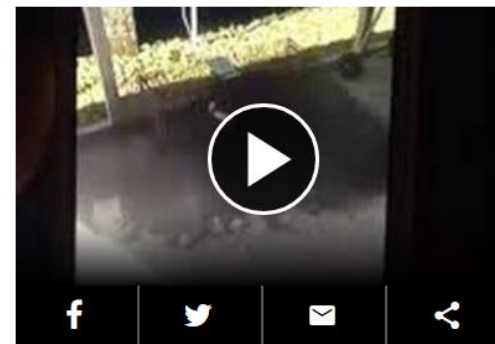
Congratulations on Your Race

Gulf Coast Marathon should be annual tourism event



Sissy Moreland and Marcos Rodrigues cross the finish line at the Mississippi Gulf Coast Marathon on Sunday. **Tim Isbell** -

VIDEOS



Viral video of Coast animal abuse: May be

Mississippi Gulf Coast Marathon by the Numbers



Occupancy	+ 13.6 %
Average Daily Rate	+ 7%
Demand	+ 18%
Revenue	+ 23.6%