

MISSISSIPPI GULF COAST REGIONAL CONVENTION & VISITORS BUREAU  
OFFICIAL MINUTES  
JULY 22, 2014

The MS Gulf Coast Regional Convention & Visitors Bureau Commissioners met Tuesday, July 22, 2014 at 1:30 p.m., at 2350 Beach Blvd, Suite A, Biloxi, MS 39531.

Commissioners Present: Kim Fritz, president; Rich Westfall, vice president; Jeff Descher, secretary; Richard Chenoweth; Rip Daniels; Danny Hansen; Bill Holmes; Jerry Levens; Duncan McKenzie George Schloegel; Carla Todd

Commissioners absent: Jimmie Ladner, treasurer; CeCe Shabazz; Clay Wagner

HCTC Staff Members Present: Crystal Johnson, acting manager; Traci Dauro; Janice Jones, Internet/e marketing manager; Torye Hurst, director, sports marketing

Others Present: Renée Areng; Je'Nell Blum, legal counsel; Linda Hornsby, MS Hotel & Lodging Assn; Myrna Green, HCTDB; Beverly Martin Burkholder and John Boyle, MS Hospitality & Rest Assn; Janice Jefferson, MCCCC; Jonathan Jones, MCCA; Clay Williams, Airport Authority; Rhonda Roberts, Attractions Assn; Marcia Crawford, HC Development Commission; Nikki Moon, HC Tourism Development Bureau; Alyssa Meisner, WXXV25; Jennifer Fink, Masterminds

President Fritz called the meeting to Order.

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

Commissioner Westfall	Voted --- Yes	Commissioner Ladner	Voted --- A&E
Commissioner Descher	Voted --- Yes	Commissioner Chenoweth	Voted --- Yes
Commissioner Daniels	Voted --- Yes	Commissioner Hansen	Voted --- Yes
Commissioner Holmes	Voted --- Yes	Commissioner Levens	Voted --- Yes
Commissioner McKenzie	Voted --- Yes	Commissioner Schloegel	Voted --- Yes
Commissioner Shabazz	Voted --- A&E	Commissioner Todd	Voted --- Yes
Commissioner Wagner	Voted --- A&E		

The motion having been duly made, seconded, and a favorable vote received from the Commission, the president declared the motion adopted July 22, 2014.

2. Commissioner Hansen made the motion to approve the minutes as presented from the June 24, 2014 meeting. Seconded by Commissioner Descher, the president called the question, with the following results:

Commissioner Westfall	Voted --- Yes	Commissioner Ladner	Voted --- A&E
Commissioner Descher	Voted --- Yes	Commissioner Chenoweth	Voted --- Yes
Commissioner Daniels	Voted --- Yes	Commissioner Hansen	Voted --- Yes
Commissioner Holmes	Voted --- Yes	Commissioner Levens	Voted --- Yes
Commissioner McKenzie	Voted --- Yes	Commissioner Schloegel	Voted --- Yes
Commissioner Shabazz	Voted --- A&E	Commissioner Todd	Voted --- Yes
Commissioner Wagner	Voted --- A&E		

The motion having been duly made, seconded, and a favorable vote received from the Commission, the president declared the motion adopted July 22, 2014.

3. Linda Hornsby, MS Hotel & Lodging Assn reported on the June hotel occupancy report. Occupancy was up 3.5%, at 72.3% compared to the same time last year; ADR was \$94.87 compared to \$88.73; RevPAR is \$68.64 compared to \$62.03, so June looks like a good indicator for the remainder of the summer.
4. Clay Williams, Airport Authority, reported that his Board had passed the Taxi Cab transportation regulations in May. Since that time a couple of amendments have been made, but everything seems

to be moving forward. The Airport has set up meeting with different industry partners to discuss the future of air service.

5. Crystal Johnson, Acting Manager Report

A. Marketing Department

1. Public/Media Relations position – the job opening has closed for the public/media relations position and we have received 34 resumes/applications as a result. All of those have been copied and have been forwarded to Renee for her to evaluate.
2. We have identified 11 articles that have been written about the Mississippi Gulf Coast that the Marketing Department has provided with information for each of them.

B. Sales/Sports Department

1. Travel (upcoming and completed):

C. Crystal Johnson along with Janice Jefferson, MCCCC and Kay Hall with Courtyard by Marriott were in Atlanta making sales calls to meeting planners. Had appointments with groups like: Honda Manufacturing, Southern Newspaper Publishers Association, National Ornamental & Miscellaneous Metals Association, Coca-Cola, and several third party meeting planner companies.

A. Connect Marketplace and Connect Sports – Orlando, FL August 19 – 23, 2014.

B. HSMAI MEET in Washington DC – September 3-4, 2014.

C. Meetings Focus Live – New Orleans, LA – September 21 – 24, 2014

1. The Convention Fam Tour and Leisure Group Fam Tour is planned for August 24 – 27, 2014. Evite invitations have been sent and RSVP's are coming in now.
2. Convention Sales Leads (year to date) are pacing ahead of last fiscal year by 20.9% in total tentative leads. Bookings are pacing slightly up this month (year to date) by 9.5% over last fiscal year.
3. Sports Leads (year to date) are pacing slightly ahead of last fiscal year by 10.3% while bookings are up 38.1%. The bookings increase is due to better tracking and growth in the number of events as well as targeting events that are a good fit for current facilities.

UPDATES:

1. Highway 90 Street Sign Numbering Project – all three counties (Hancock, Harrison and Jackson) have signed off on the MOU which will now go to MDOT for signature and permitting. A sample design has been sent to Kelly Castleberry with MDOT for approval or changes. Supervisor Rockco is checking to see if the Harrison County sign department can print the signs for free. We received the list of stop lights along Highway 90 in all three counties and its 79 – we can go ahead and get the numbers on the map.
2. Dining & Attractions Guide – we met with representatives from the Attractions Association and Restaurant Association to get their feedback on the listings, etc. Janice has been working closely with M2 Media to get them the most up-to-date listing information. The anticipated date for delivery is still

Sales Departments Production Report – June 2014

A. Convention Sales: (Please review full reports) June 2014

1. Convention Sales Leads generated: Twelve (12)/YTD – 104; 6,545 delegates/YTD – 35,117; 11,886 room nights/YTD - 54,210; Estimated economic impact \$4,908,750.00
2. Bookings/Definite: Eleven (11)/YTD – 46; 1,624 delegates/YTD – 8,052; 3,341 room Nights/YTD – 13,573; Estimated economic impact \$1,218,000.00
3. Lost Business Report: (See full report): Five (5)/YTD - 47
4. MGC Conventions/Groups Serviced: (See full report): Groups – 21/YTD – 68; Delegates – 15,375/YTD – 29,915; Economic Impact - \$6,731,250.00; CVB Cost to service - \$1,618.57

Group/Leisure Travel: @ \$200. Per room night (See full report)

1. Leads: Three (3)/YTD – 27; Passengers – 120/YTD – 2,094; Room nights – 165/YTD – 5,471; Estimated economic Impact- \$60,000.000
2. Definite Bookings: @200. Per person 2.5 nights: Four (4)/YTD- 14; Passengers – 190/YTD- 704; Room nights – 3,716/YTD- 4,233; Estimated impact - \$95,000.00

Sports Sales and Marketing: (See full report) June 2014

1. Leads: Three (3)/ YTD – 29; Attendees – 3,720/YTD – 30,482; Room nights – 7,796/YTD – 25,851; Estimated Economic Impact - \$744,000.00

2. Definite Bookings: Two (2)/YTD – 21; Attendees – 1,500/YTD – 24,972; Room Nights – 905/YTD – 15,910; Economic Impact - \$300,000.00
  3. Meetings/Activities: (See full report)
  4. Lost/Cancelled Business: None
- Marketing & Communications Department: (Please See full report)
1. Article Media: Eleven (11) Articles
  2. Advertising Inquiries/fulfillment: USA 800 Top 10 AD Inquiries - June – 1,425/YTD – 9,332
  3. USA 800 Top 3 AD Source – June: Web – 579; Search Engine – 292; Unknown - 118
  4. USA 800 Top 3 AD Source: YTD – Web - 3,386; Search Engine - 1,964; Fall Travel Planner (Compass) – 639
  5. USA 800 Top 3 AD Source by State – June: Mississippi – 215; Louisiana – 187; Texas - 171; June Totals for USA 800 = 1,424
  6. USA 800 Top 3 AD Source by State – YTD: Mississippi - 964; Texas – 855; Illinois – 580; YTD Totals for USA 800 = 9,341
  7. CVB In-House Ad Sources: Contact Us – 52; Search Engine – 19; Friend Referral – 17; June Totals for In-House Requests = 163
  8. CVB In-House Inquiry by States: Mississippi – 25; Louisiana – 19; Texas – 18; YTD Totals for In-House Inquiries = 1,025
  9. Web Statistics– GulfCoast.org Google Analytics – June vs. May YTD: Visits - 181,136/+45,187/1,013,420; Unique Visitors - 141,255/+34,936/728,543; Page Views - 669,261/+157,951/3,563,728; Pages Visited - 3.76/-; Avg. Visit Duration - 04:08; Bounce Rate - 40.45%/ -; New Visits - 69.51%/+
  10. Outbound referrals to Marketing Partners Web Sites – June: Partners received referrals – 827; Top 3 outbound sites and numbers - Beau Rivage - 1,490; Big Play - 1,092; Hard Rock Hotel - 1,067
  11. Mobile Statistics – June vs. May: Visits - 53,283/+11,733; Unique Visitors - 43,808/+11,096; Page Views - 412,159/+85,260; Avg. Visit Duration - 2:53/-; Bounce Rate - 20.39%/ -; New Visits % - 71.88%/ -
  12. Web Banner Advertising (gulfcoast.org) Page impressions: Island View Casino Resort - 27,789; Palace Casino - 27,789; South Beach Biloxi Hotel & Suites - 22,253; MHLA Golf Ad/Hotels - 22,253; Preserve Golf Course - 3,603; MHLA Golf Ad /Golf - 3,603
  13. Click Through events: Island View Casino Resort – 521; South Beach Biloxi – 619; Palace Casino – 411; MHLA / Golf – 39; Preserve Golf Course – 62; MHLA / Hotels - 25

6. Commissioner Holmes made the motion approving the appointment of John Boyle as an Advisory member to the Future Funding Committee. Seconded by Commissioner McKenzie, the president called the question, with the following results:

Commissioner Westfall	Voted ---- Yes	Commissioner Ladner	Voted ---- A&E
Commissioner Descher	Voted ---- Yes	Commissioner Chenoweth	Voted ---- Yes
Commissioner Daniels	Voted ---- Yes	Commissioner Hansen	Voted ---- Yes
Commissioner Holmes	Voted ---- Yes	Commissioner Levens	Voted ---- Yes
Commissioner McKenzie	Voted ---- Yes	Commissioner Schloegel	Voted ---- Yes
Commissioner Shabazz	Voted ---- A&E	Commissioner Todd	Voted ---- Yes
Commissioner Wagner	Voted ---- A&E		

The motion having been duly made, seconded, and a favorable vote received from the Commission, the president declared the motion adopted July 22, 2014.

7. Commissioner Hansen made the motion to approve the ratification of the final executed Executive Director's Employment Contract. Seconded by Commissioner Levens, the president called the question, with the following results:

Commissioner Westfall	Voted ---- Yes	Commissioner Ladner	Voted ---- A&E
Commissioner Descher	Voted ---- Yes	Commissioner Chenoweth	Voted ---- Yes
Commissioner Daniels	Voted ---- Yes	Commissioner Hansen	Voted ---- Yes
Commissioner Holmes	Voted ---- Yes	Commissioner Levens	Voted ---- Yes
Commissioner McKenzie	Voted ---- Yes	Commissioner Schloegel	Voted ---- Yes
Commissioner Shabazz	Voted ---- A&E	Commissioner Todd	Voted ---- Yes
Commissioner Wagner	Voted ---- A&E		

The motion having been duly made, seconded, and a favorable vote received from the Commission, the president declared the motion adopted July 22, 2014.

8. Jennifer Fink with Masterminds reported on the following items:

- Visitors guide – changing the name from Fun Time Guide to possibly “Going Coastal”
- Social Media – Working to combine pages from the partnership and MGCRCVB – Facebook now has 83,500 views; 3,935 twitter followers; 376 pins from Pinterest; YouTube – 164 videos; Google Plus – 80
- The Partnership is providing the funding for a 40’s couple video, will start filming in late August.
- Website update: Itineraries and Visitors guide added. For the itinerary section possibly adding 6 set standard items for 3 months at a time with hotels, restaurant, and attractions. Suggestions were made to have a randomizer button for hotels, restaurants, attractions.

9. Commissioner Westfall made a motion to include on the itineraries pages having a randomizer button on the website and include a rotation of the itinerary section when the website is converted. Seconded by Commissioner Chenoweth, the president called the question, with the following results:

Commissioner Westfall	Voted ---- Yes	Commissioner Ladner	Voted ---- A&E
Commissioner Descher	Voted ---- Yes	Commissioner Chenoweth	Voted ---- Yes
Commissioner Daniels	Voted ---- Yes	Commissioner Hansen	Voted ---- Yes
Commissioner Holmes	Voted ---- Yes	Commissioner Levens	Voted ---- Yes
Commissioner McKenzie	Voted ---- Yes	Commissioner Schloegel	Voted ---- Yes
Commissioner Shabazz	Voted ---- A&E	Commissioner Todd	Voted ---- Yes
Commissioner Wagner	Voted ---- A&E		

The motion having been duly made, seconded, and a favorable vote received from the Commission, the president declared the motion adopted July 22, 2014.

10. Commissioner Westfall update the Commission on the proposed Tourism Summit, sponsored by the GC Regional Tourism Partnership. The purpose of the Summit is to share information with stakeholders on the economics of tourism. More information will be provided soon.

11. The Commission recognized Renée Areng, and welcomed her to the meeting.

12. Commissioner Todd reported on the July 22, 2014 disbursements as follows: check disbursements for 07/22/14--\$412,395.72; total travel advance/reimbursement for the month of July - \$1,456.47; grand total disbursements--\$413,852.19. Commissioner Descher moved these disbursements be approved. Seconded by Commissioner McKenzie, the president called the question, with the following results:

Commissioner Westfall	Voted ---- Yes	Commissioner Ladner	Voted ---- A&E
Commissioner Descher	Voted ---- Yes	Commissioner Chenoweth	Voted ---- Yes
Commissioner Daniels	Voted ---- Yes	Commissioner Hansen	Voted ---- Yes
Commissioner Holmes	Voted ---- Yes	Commissioner Levens	Voted ---- Yes
Commissioner McKenzie	Voted ---- Yes	Commissioner Schloegel	Voted ---- Yes
Commissioner Shabazz	Voted ---- A&E	Commissioner Todd	Voted ---- Yes
Commissioner Wagner	Voted ---- A&E		

The motion having been duly made, seconded, and a favorable vote received from the Commission, the president declared the motion adopted July 22, 2014.

13. Commissioner Todd reported on the following items:

- Room sales tax revenue of room sales tax collections for July 22, 2014 – actual 5% collection was \$644,503.49 with HCBOS’s 2.75% share being \$354,476.92 and MGCRCVB’s 2.25% share being \$290,026.57 for a 18.03% change in total collection, and total loss of -0.36% year to year changes.
- World Choice Travel Revenue collections for the month of June 2014 being \$648.08, with a total year to date \$5,937.05.

14. Commissioner Descher made the motion to approve the Marketing Assistance Grant application submitted by Cruisin' the Coast being held October 5 – 12, 2014, in the amount of up to \$10,000, pending budget funding verification. Seconded by Commissioner Todd, the president called the question, with the following results:

Commissioner Westfall	Voted ---- Yes	Commissioner Ladner	Voted ---- A&E
Commissioner Descher	Voted ---- Yes	Commissioner Chenoweth	Voted ---- Yes
Commissioner Daniels	Voted ---- Yes	Commissioner Hansen	Voted ---- Yes
Commissioner Holmes	Voted ---- Yes	Commissioner Levens	Voted ---- Yes
Commissioner McKenzie	Voted ---- Yes	Commissioner Schloegel	Voted ---- Yes
Commissioner Shabazz	Voted ---- A&E	Commissioner Todd	Voted ---- Yes
Commissioner Wagner	Voted ---- A&E		

The motion having been duly made, seconded, and a favorable vote received from the Commission, the president declared the motion adopted July 22, 2014.

15. Commissioner Descher made the motion to approve the Request to Host for the Alabama Council of Assn Executives being held October 1 – 3, 2014 in the amount of up to \$7,500 with the MS Coast Coliseum & Convention Center listed as a co-op partner for an offsite event, pending budget funding verification. Seconded by Commissioner Chenoweth, the president called the question, with the following results:

Commissioner Westfall	Voted ---- Yes	Commissioner Ladner	Voted ---- A&E
Commissioner Descher	Voted ---- Yes	Commissioner Chenoweth	Voted ---- Yes
Commissioner Daniels	Voted ---- Yes	Commissioner Hansen	Voted ---- Yes
Commissioner Holmes	Voted ---- Abstain	Commissioner Levens	Voted ---- Yes
Commissioner McKenzie	Voted ---- Yes	Commissioner Schloegel	Voted ---- Yes
Commissioner Shabazz	Voted ---- A&E	Commissioner Todd	Voted ---- Yes
Commissioner Wagner	Voted ---- A&E		

The motion having been duly made, seconded, and a favorable vote received from the Commission, the president declared the motion adopted July 22, 2014.

16. Commissioner Descher made the motion to approve the Request to Host for the Service Club Leaders Conference being held November 18 – 22, 2014 in the amount of up to \$3,000 with the MS Coast Coliseum & Convention Center listed as a co-op partner for the event, pending budget funding verification. Seconded by Commissioner Hansen, the president called the question, with the following results:

Commissioner Westfall	Voted ---- Yes	Commissioner Ladner	Voted ---- A&E
Commissioner Descher	Voted ---- Yes	Commissioner Chenoweth	Voted ---- Yes
Commissioner Daniels	Voted ---- Yes	Commissioner Hansen	Voted ---- Yes
Commissioner Holmes	Voted ---- Abstain	Commissioner Levens	Voted ---- Yes
Commissioner McKenzie	Voted ---- Yes	Commissioner Schloegel	Voted ---- Yes
Commissioner Shabazz	Voted ---- A&E	Commissioner Todd	Voted ---- Yes
Commissioner Wagner	Voted ---- A&E		

The motion having been duly made, seconded, and a favorable vote received from the Commission, the president declared the motion adopted July 22, 2014.

17. Commissioner Descher made the motion to approve the recommendation from the Marketing & Conventions/Sales committee to deny the Request for Incentive Funding for the Southern Assn of Student Financial Aid Administrators being held February 10 – 15, 2017, due to the event being held at a single property. Seconded by Commissioner Chenoweth, the president called the question, with the following results:

Commissioner Westfall	Voted ---- Yes	Commissioner Ladner	Voted ---- A&E
Commissioner Descher	Voted ---- Yes	Commissioner Chenoweth	Voted ---- Yes
Commissioner Daniels	Voted ---- Yes	Commissioner Hansen	Voted ---- Yes
Commissioner Holmes	Voted ---- Yes	Commissioner Levens	Voted ---- Yes
Commissioner McKenzie	Voted ---- Yes	Commissioner Schloegel	Voted ---- Yes

Commissioner Shabazz	Voted ---- A&E	Commissioner Todd	Voted ---- Yes
Commissioner Wagner	Voted ---- A&E		

The motion having been duly made, seconded, and a favorable vote received from the Commission, the president declared the motion adopted July 22, 2014.

18. Commissioner Descher made the motion to approve the Convention Sales department show substitution for the Kellen Company Managers Summit for Chicago Sales Mission being held August 6 – 8, 2014 for the Chicago Sales Trip, in the amount of \$2,050. Seconded by Commissioner Westfall, the president called the question, with the following results:

Commissioner Westfall	Voted ---- Yes	Commissioner Ladner	Voted ---- A&E
Commissioner Descher	Voted ---- Yes	Commissioner Chenoweth	Voted ---- Yes
Commissioner Daniels	Voted ---- Yes	Commissioner Hansen	Voted ---- Yes
Commissioner Holmes	Voted ---- Yes	Commissioner Levens	Voted ---- Yes
Commissioner McKenzie	Voted ---- Yes	Commissioner Schloegel	Voted ---- Yes
Commissioner Shabazz	Voted ---- A&E	Commissioner Todd	Voted ---- Yes
Commissioner Wagner	Voted ---- A&E		

The motion having been duly made, seconded, and a favorable vote received from the Commission, the president declared the motion adopted July 22, 2014.

19. Commissioner Descher reported on the MS Tourism Assn – 2014 MTA Tourism Awards are due August 1, 2014. Crystal reported the CVB will possibly submit applications for up to 5 events/tourism nominations.

20. Commissioner Hansen made the motion to approve advertising in the ABA – 2015 Annual Events Publication, for a full page, full color piece in the amount of \$2,435. Seconded by Commissioner Westfall, the president called the question, with the following results:

Commissioner Westfall	Voted ---- Yes	Commissioner Ladner	Voted ---- A&E
Commissioner Descher	Voted ---- Yes	Commissioner Chenoweth	Voted ---- Yes
Commissioner Daniels	Voted ---- Yes	Commissioner Hansen	Voted ---- Yes
Commissioner Holmes	Voted ---- Yes	Commissioner Levens	Voted ---- Yes
Commissioner McKenzie	Voted ---- Yes	Commissioner Schloegel	Voted ---- Yes
Commissioner Shabazz	Voted ---- A&E	Commissioner Todd	Voted ---- Yes
Commissioner Wagner	Voted ---- A&E		

The motion having been duly made, seconded, and a favorable vote received from the Commission, the president declared the motion adopted July 22, 2014.

21. Commissioner Descher made the motion to deny the marketing assistance grant application submitted for the Beauvoir Fall Muster being held October 17 – 19, 2014, due to the application submitted July 21, 2014, advertising budget provided did not meet requirements as per guidelines. Seconded by Commissioner Westfall, the president called the question, with the following results:

Commissioner Westfall	Voted ---- Yes	Commissioner Ladner	Voted ---- A&E
Commissioner Descher	Voted ---- Yes	Commissioner Chenoweth	Voted ---- Yes
Commissioner Daniels	Voted ---- Yes	Commissioner Hansen	Voted ---- Yes
Commissioner Holmes	Voted ---- Yes	Commissioner Levens	Voted ---- Yes
Commissioner McKenzie	Voted ---- Yes	Commissioner Schloegel	Voted ---- Yes
Commissioner Shabazz	Voted ---- A&E	Commissioner Todd	Voted ---- Yes
Commissioner Wagner	Voted ---- A&E		

The motion having been duly made, seconded, and a favorable vote received from the Commission, the president declared the motion adopted July 22, 2014.

22. Commissioner Holmes reported on the Future Funding committee meeting. Discussed the 2013 DMO Financial Profile Study.

23. Commissioner Levens, Governance Committee stated that evaluations for committee's and commission members would be sent out, this is one of the items outlined in the Operating agreement.

24. Commissioner Levens updated the Commission on the audits.

- FYE 9/30/12 audit - Chuck Benevenuti's staff is or will be working on pulling invoices selected or to be selected by auditor for testing , including expansion of search for account payable at BOY FYE 9/30/11. This process may be delayed about a week due to Chuck' assigned staff, Carol Ann Simpson, is on vacation next week. Dean has targeted the FYE 9/30/12 audit for delivery by 8/15/14.
- FYE 9/30/13 audit - Dean has targeted a delivery by 9/30/14, based on continued cooperation and progress of Chuck's staff and CVB staff.

25. Myrna Green, HCTDB, reported on the following items:

- July 4<sup>th</sup> weekend turned out great, Harbor had a soft opening
- Dixie girls softball tournament world series held in Hancock county this past weekend
- Magnolia Money has had been going well, people from more than 42 states have signed up for the cards.

26. Commissioner Westfall reported that the Jackson County Board of Supervisors has approved the MOU for improved signage on Hwy 90.

27. Commissioner Holmes reported that the Lego tour is coming in December and that they have already sold over 1,000 tickets.

28. Reminders

1. MGCRCVB meeting – Tuesday, August 26<sup>th</sup> @ 1:30pm

29. Commissioner Hansen made a motion to adjourn the meeting. Seconded by Commissioner Descher, the president called the question, with the following results:

Commissioner Westfall	Voted ---- Yes	Commissioner Ladner	Voted ---- A&E
Commissioner Descher	Voted ---- Yes	Commissioner Chenoweth	Voted ---- Yes
Commissioner Daniels	Voted ---- Yes	Commissioner Hansen	Voted ---- Yes
Commissioner Holmes	Voted ---- Yes	Commissioner Levens	Voted ---- Yes
Commissioner McKenzie	Voted ---- Yes	Commissioner Schloegel	Voted ---- Yes
Commissioner Shabazz	Voted ---- A&E	Commissioner Todd	Voted ---- Yes
Commissioner Wagner	Voted ---- A&E		

The motion having been duly made, seconded, and a favorable vote received from the Commission, the president declared the motion adopted July 22, 2014.

Sales Department

**CONVENTION SALES:**

<b>Tentative Leads:</b>			
<b>June 2014: 12</b>		<b>Fiscal YTD: 104</b>	<b>Goal: 200</b>
<b>Name</b>	<b>Meeting Date</b>	<b># Attendees / # Room Nights</b>	<b>Origin</b>
Mississippi Psychological Association – 2015 Annual Convention	Sep 8 – 12, 2015	40 / 100	Client relationship
Mississippi Public Service Commission – NAPSR Southern Region Conference	Apr 18 – 22, 2016	40 / 160	Phone Call
Louisiana Farm Bureau – District Summer Meeting	Aug 27 – 29, 2014	15 / 15	Sales Call Appointment
National Association of Castastrophe Adjusters – NACA Annual Convention & Expo	Jan 8 – 15, 2016	125 / 282	CVENT
Association of Boards of Certification – ABC's 29 <sup>th</sup> Annual Conference & Trainers Workshop	Jan 24 – 30, 2016	115 / 392	CVENT
Delta Sigma Theta Sorority, Inc. – 2018 Southern Regional Conference <b>(Convention Center Lead)</b>	Jun 5 – 10, 2018	4,000 / 2,515	Phone Call
Gulf of Mexico Fishery Management Council – Council Meeting	Mar 29 – Apr 4, 2015	100 / 265	

Hotel Guy – Pandora Radio (Convention Center Lead)	May 11 – 15, 2015	700 / 2,400	Marketing Partner Referral
National Association of Community Health Centers – 2016 PCA and HCCN Conference	Nov 11 – 17, 2016	300 / 793	CVENT
Service Club Leaders – 2015 Service Club Leaders Conference	Nov 18 – 22, 2015	60 / 194	Client Relationship
Site Services – International Code Council Annual Conference (Convention Center Lead)	Sep 21 – Oct 3, 2017	1,000 / 4,650	Email
Cooper Miller Family Reunion – 2015 Cooper-Miller Reunion	July 9 – 12, 2015	50 / 120	Phone Call
<b>TOTALS</b>		<b>6,545 / 11,886</b>	
<b>YTD TOTALS</b>		<b>35,117 / 54,210</b>	<b>Goal: 100,000 Room nights</b>
Estimated Economic Impact: \$4,908,750.00 (based upon \$300.00 per person for an average of 2.5 nights)			

### Site Visits:

<b>June 2014: 2</b>		<b>Fiscal YTD: 14</b>
Name	Tentative Dates	# Attendees / # Room Nights
SE Regional IDEA	November 2015	350 / 350
National Rural Water Association	Possibly 2018	1,400 / ???

### Client Meetings / Client Events / Client Projects:

<b>June 2014: 4</b>		
Name	Dates	# Attendees / # Room Nights
MS Association of Supervisors Conference	June 17-18, 2014	1,500 / 1,437
Lego Conference Call	June 20, 2014	24,000 / ???
Delta Sigma Theta – SE Region Conference	June 4, 2014	4,000 / 2,515
National Lime Association	June 7, 2014	150 / 485

### Travel:

<b>June 2014: 2</b>		
Name	Dates	Sales Manager(s) Attending
SE Association of Fire Chiefs Conference – Knoxville, TN	June 18 - 20, 2014	Linda Stewart
Atlanta Sales Trip	June 23 - 26, 2014	Crystal Johnson

### Conventions Serviced:

<b>June 2014: 21</b>		<b>Fiscal YTD: 68</b>	<b>Goal: 110</b>
Name	Meeting Date	# Attendees	Service included:
MS Constables Association	June 2 - 6	150	Bags, pens, guides
American Federation of Gov't. Employees	June 6 - 8	50	Bags, pens, guides
Lee – Walker Family Reunion	June 6 - 8	65	Name badges, pens, bags
Mississippi Engineering Society	June 8 - 11	150	Bags, pens, guides
New Teacher Institute	June 9 - 11	500	Bags, pens, guides
MS Athletic Trainers Association	June 10 - 12	475	Name badges, pens, bags
Southern Regional Educational Svc Agency	June 10 - 13	200	Registration assistance, brochures
MS Association of Supervisors	June 15 - 20	1,500	Brochures
MS Association of Chiefs of Police	June 16 - 21	205	Pens, brochures
NOBEL Women	June 19 - 22	500	Registration assistance
American Assn. of Motor Vehicle Administrators	June 21 - 22	250	Registration assistance, brochures
Gulfport High School 1984 Reunion	June 20 – 22	150	Bags, pens, guides
Century Family Reunion	June 20 - 22	125	Bags, pens, guides



Star – Walker Family Reunion	June 20 – 23	150	Bags, pens, guides
Mississippi Municipal League	June 22 – 25	2,500	Pens, brochures
Living Proof Live with Beth Moore	June 26 – 28	8,000	Registration assistance, pens, brochures
MVSU Summit	June 26 – 28	200	Name badges, pens, bags
Earl Shepherd Thompson Reunion	June 27 - 29	75	Bags, pens, guides
Higgins – Cotton Family Reunion	June 27 – 29	30	Bags, pens, guides
Coffee Family Reunion	June 27 – 29	80	Bags, pens, guides
MS Dept of Rehabilitation	June 30 – July 2	20	Bags, pens, guides
<b>TOTALS</b>		<b>15,375</b>	
<b>YTD TOTALS</b>		<b>29,915</b>	<b>Goal: 26,000 room nights</b>
<b>Total HCTC Investment in Services: \$1,618.57</b>			
<b>Estimated Economic Impact: \$6,731,250.00 (based upon \$300.00 per person for an average of 2.5 nights)</b>			

### Definite Bookings:

**June 2014 : 11** **Fiscal YTD: 46 Goal: 100**

Name	Meeting Date	# Attendees / # Room Nights	Headquarter Hotel
Mississippi Department of Education – MIS Summer Data Conference 2014	July 22 – 24, 2014	300 / 700	Biloxi property
Mississippi Judicial College – Court Administrators Spring 2015 Conference	Apr 21 – 24, 2015	120 / 255	Biloxi property
Mississippi Office of State Public Defenders – Fall Youth Court Defenders Conference	Sep 10 – 12, 2014	35 / 70	Bay St. Louis property
Louisiana Farm Bureau – District Summer Meeting	Aug 24 - 29, 2014	15 / 15	Biloxi property
Biloxi High School Reunions – Biloxi High School Class of 1984	June 27 – 29, 2014	35 / 10	Biloxi property
Gulf of Mexico Fishery Management Council – Council Meeting	Mar 29 – Apr 4, 2015	100 / 265	Biloxi property
HOF Reunion Association – 2015 Annual Reunion	Oct 17 – 24, 2015	235 / 680	Biloxi property
Knights of Columbus Mississippi State Council – 2015 State Convention	Apr 23 – 26, 2015	350 / 330	Biloxi property
National AMBUCS –National Conference	Sep 27 – Oct 4, 2015	350 / 760	Biloxi property
Special D Events: W.D. Kellogg Foundation Fellows’ Sessions	Aug 5 – 9, 2014 Dec 2 – 6, 2014	42 / 128	Biloxi property
W.D. Kellogg Foundation Fellows’ Sessions		42 / 128	Biloxi property
<b>TOTALS</b>		<b>1,624 / 3,341</b>	
<b>YTD TOTALS</b>		<b>8,052 / 13,573</b>	<b>Goal: 50,000 room nights</b>
<b>Estimated Economic Impact: \$1,218,000.00 (based upon \$300.00 per person for an average of 2.5 nights)</b>			

### Lost /Cancelled Business:

**June 2014: 5** **Fiscal YTD: 47**

Name	Meeting Date	# Attendees / # Room Nights	Reason Lost	Incentive Offered
Fresenius Medical Care – 2014 Meeting	Sep 3 – 5, 2014	100 / 70	Company has gone through a reorganization and there is no money available for training. Meeting has been cancelled.	
Iowa Soybean Association – Soybean States Staff Meeting 2015	Apr 12 – 16, 2015	150 / 261	Renaissance Birmingham Ross Bridge Golf Resort & Spa (AL - Birmingham)	

National Lime Association – 2016 Annual Conference	Jun 5 - 10, 2016	150 / 485	Biloxi was not selected the board felt it was too soon after New Orleans (2014) to return to the area. With Chicago for 2015, they wanted either farther east or west to be fair to the members that live in those areas.
Site Services – International Code Council Annual Conference	Sep 21 – Oct 3, 2018	1,000 / 4,650	No convention center hotel: MS Gulf Coast was taken off the list because of no hotels within walking distance to the convention center
Watts Family Reunion – 2015 Watts Family Reunion	July 16 -19, 2015	25 / 75	Committee has decided to go to meet in the middle of the state.

## **LEISURE TRAVEL:**

### **Tentative Leads:**

<b>June 2014: 3</b>		<b>Fiscal YTD: 27</b>	<b>Goal: 85</b>
Name	Tour Date	# Attendees / # Room Nights	
B & D Travel – Summer Gaming Trip – 2 Nights	Aug 3 – 8, 2014	30 / 30	
Fun Tours – Allied Tour & Travel – Gulf Coast Spring Tour	Mar 23 – 26, 2015	40 / 60	
Senior Community Tours – Spring Trip to The Deep South	Mar 15 – 18, 2015	50 / 75	
<b>TOTALS</b>		<b>120 / 165</b>	
<b>YTD TOTALS</b>		<b>2,094 / 5,471</b>	
Estimated Economic Impact: \$60,000.00 (based upon \$200.00 per person for an average of 2.5 nights)			

### **Definite Bookings:**

<b>June 2014: 4</b>		<b>Fiscal YTD: 14</b>	
Name	Tour Date	# Passenger / # Room Nights	Headquarter Hotel
Bespoke Travel – Production Crew	June 5 – July 21, 2014	75 / 3525	Biloxi property
Fun Tours – Allied Tour & Travel – Gulf Coast Spring Tour	Mar 23 – 26, 2015	40 / 60	Biloxi property
Gaten’s Adventures Unlimited, LLC – Gaten’s – Updated, Any Weekend	Sep 5, 2014 – Mar 29, 2015	25 / 56	Biloxi/Ocean Springs property
Senior Community Tours – Spring Trip to The Deep South	Mar 15 – 18, 2015	50 / 75	Biloxi property
<b>TOTALS</b>		<b>190 / 3,716</b>	
<b>YTD TOTALS</b>		<b>704 / 4,233</b>	
Estimated Economic Impact: \$95,000.00 (based upon \$200.00 per person for an average of 2.5 nights)			

### **Assists:**

<b>June 2014: 1</b>		<b>Fiscal YTD: 9</b>	
Name	Tour Date	# Passenger / # Room Nights	Assisted with...
Fayette Co Senior Services – Mardi Gras 2015	Feb 15 – 18, 2015	50 / 75	Mardi Gras Trip Information
<b>TOTALS</b>		<b>50 / 75</b>	
<b>YTD TOTALS</b>		<b>494 / 533</b>	
Estimated Economic Impact: \$25,000.00 (based upon \$200.00 per person for an average of 2.5 nights)			

### **Site Visits:**

<b>June 2014: 1</b>		<b>Fiscal YTD:</b>	
Name	Tentative Dates	# Attendees / # Room Nights	
Margaritaville Travel Adventures	Future Tours	???	

**Staff Meetings:****June 2014:**

Meeting Name:	Staff Member
Full Staff Meetings (weekly)	All Staff
Sales Meeting	Crystal Johnson, Torye Hurst, Lori Muller, Linda Stewart, Gary Benson, Annette Rand
MTA Board Retreat – Hattiesburg, MS	Annette Rand

## Sports Department

**Tentative Leads:****June 2014: 3****Fiscal YTD: 29 Goal: 40**

Name	Meeting Date	# Attendees / # Room Nights	Origin
2015 Conference USA Baseball Tournament	May 20-24, 2015	330 / 746	Client Call
USSSA Summer Games (baseball)	July 17-20, 2014	1500 / 2700	Client Call
USFA Southern National (softball)	July 24-27, 2014	1890 / 4350	Client Call
<b>TOTALS</b>		<b>3720 / 7796</b>	

Monthly Estimated Economic Impact: \$744,000.00 (based upon \$100.00 per person x 3720 attendees for an average of 2.0 nights)

Monthly Direct Room Night Impact: \$779,600.00 (based on \$100 per room x 7796 room nights)

YTD Estimated Economic Impact: \$5,352,400.00 (based upon \$100.00 per person x 30,482 attendees for an average of 2.0 nights)

YTD Direct Room Night Impact: \$2,585,100.00 (based on \$100 per room x 25,851 room nights)

**Definite Bookings:****June 2014: 2****Fiscal YTD: 21 Goal: 20**

Name	Meeting Date	# Attendees / # Room Nights	Headquarter Hotel
USFA Magnolia Classic (softball)	June 9-11, 2014	600 / 500	Various
USSSA All-Star World Series (baseball)	July 2-5, 2014	900 / 405	Various
<b>TOTALS</b>		<b>1500 / 905</b>	

Monthly Estimated Economic Impact: \$300,000.00 (based upon \$100.00 per person x 1,500 attendees for an average of 2.0 nights)

Monthly Direct Room Night Impact: \$90,500.00 (based on \$100 per room x 905 room nights)

YTD Estimated Economic Impact: \$4,994,400.00 (based upon \$100.00 per person x 24,972 attendees for an average of 2.0 nights)

YTD Direct Room Night Impact: \$1,591,000.00 (based on \$100 per room x 15,910 room nights) **Goal: \$3,000,000.00**YTD Room Nights: 15,091 **Goal: 30,000**YTD Attendees: 23,972 **Goal: 35,000****Site Visits:****June 2014: 0****Fiscal YTD: 7**

Name	Tentative Dates	# Attendees / # Room Nights
None		

**Events Serviced:****June 2014: 2****Fiscal YTD: 4**

Name	Meeting Date	# Attendees	Service included:
APA NOLA Pool Tournament	June 6-8, 2014	600	Welcome Bags: FTG, RB, Attractions
USTA State 40+ Tennis Tourney	June 13-15, 2014	600	Welcome Bags: FTG, RB, Attractions
<b>TOTALS</b>		<b>1200</b>	

Total MGCRCVB Investment in Services: \$300,000.00

Estimated Economic Impact: (based upon \$100.00 per person for an average of 2.5 nights)

**Meetings:****June 2014:**

Meeting/Contacts	Staff Member	Description
Monthly Sales Meeting	Gary Benson, Torye Hurst	Meeting with Hotel Management, Convention Center Sales Staff, and CVB staff on June 5, 2014.
MS Gulf Coast Golf Association	Gary Benson, Torye Hurst	Presentation of the new website was submitted for approval with changes to be made by mid-July.
Gulf Coast Heritage Trails Partnership Advisory Board	Gary Benson	Monthly Advisory Board Meeting
International Assoc. of Golf Tour Operators	Gary Benson	Attended meeting held in Charleston, S.C. to meet with various golf wholesalers to inform, educate and sell the MS Gulf Coast as well as hearing their needs in order to put packages together.
Executive Director Interviews	Torye Hurst	Airport pickup and tour of area with two candidates.
Hospitality and Restaurant Association	Torye Hurst	Attended monthly meeting to present CVB report.
Gulf Coast Heritage Trails Partnership Board of Directors	Gary Benson	Special Advisory Board Meeting to discuss goals and objectives with the Board of Directors. Gary Benson has been asked to represent the Advisory Board at future BOD meetings.
Hotel/Lodging Association	Torye Hurst	Attended monthly meeting to present CVB Report

**Travel:****June 2014:**

Name	Dates	Sales Manager Attending
International Assoc. of Golf Tour Operators (IAGTO)	June 8-12, 2014	Gary Benson

**Lost /Cancelled Business:****June 2014:**

Name	Meeting Date	# Attendees / # Room Nights	Reason Lost	Incentive Offered
None				
<b>Total Lost/Cancelled Business</b>		<b>0 / 0</b>		

**MARKETING DEPARTMENT****MEDIA RELATIONS:**

Articles	January	February	March	April	May	June	FYTD
Media Value	\$348.00	\$	\$	\$	\$	\$	<b>\$106,520.35</b>
Identified	8	10	7	3	15	11	<b>116</b>

**INQUIRIES:****USA 800 Ad Sources**

<b>June 2014</b>	<b>1,425</b>	<b>FYTD</b>	<b>9,332</b>
Web	579	Web	3,386
Search Engine	292	Search Engine	1,964
Another Web Site	127	Another Web Site	648
Unknown	118	Fall Travel Planner (Compass)	639
Friend Referral	84	Unknown	616
go.mississippi.com	44	go.mississippi.com	534
Mississippi Travel Guide	32	Friend Referral	435
Southern Living	18	Mississippi Travel Guide	165
Mississippi Tour Guide	17	AAA Tour Book	147
AAA Tour Book	15	Mississippi Tour Guide	106

**USA 800 States**

<b>June</b>	<b>1,424</b>	<b>FYTD</b>	<b>9,341</b>
Mississippi	215	Mississippi	964
Louisiana	187	Texas	855
Texas	171	Louisiana	740
Tennessee	116	Missouri	605
Missouri	80	Illinois	580
Arkansas	76	Tennessee	507
Georgia	62	Florida	454
Illinois	60	Arkansas	405
Florida	47	Georgia	346
Alabama	46	Wisconsin	336

**CVB In-House Ad Sources**

<b>June 2014</b>	<b>163</b>	<b>FYTD</b>	<b>1,026</b>
Contact Us	52	Contact Us	294
Chamber of Commerce Referral	21	Internet E-mail Request	136
Search Engine	19	Search Engine	116
Friend or Family Member	17	Friend Referral	102
Internet E-mail request	17	Chamber of Commerce Referral	81
AAA Southern Traveler	6	Previous Visitor	50
Unknown	6	Unknown	39
Another Web Site	3	AAA Tour Book	36
Mississippi Tour Guide	3	Magazine/Newspaper	30
Mississippi Travel Guide	3	Another Web Site	30

**CVB In-House States**

<b>June 2014</b>	<b>163</b>	<b>FYTD</b>	<b>1,025</b>
Mississippi	25	Mississippi	129
Arkansas	19	Louisiana	83
Louisiana	19	Texas	72
Texas	18	Arkansas	67
Tennessee	10	Missouri	62
Florida	8	Florida	57
Alabama	6	Tennessee	55
Missouri	6	Illinois	48
Georgia	4	Georgia	47

Illinois	4	Alabama	40
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## **GOOGLE ANALYTICS:**

### **VISITOR OVERVIEW – GULFCOAST.ORG**

<b>June 2014:</b>	<b>141,255</b>	<b>May</b>	<b>June</b>		<b>FYTD:</b>	<b>728,543</b>
Sessions (Visits)		135,949	181,136	45,157		1,013,420
<b>Users (Unique Visits)</b>		<b>106,319</b>	<b>141,255</b>	<b>39,945</b>		<b>728,543</b>
Pageviews		511,310	669,261	157,951		3,563,728
Pages per Session		3.76	3.69	-		3.52
Average Session Duration		0:04:08	0:03:54	-		0:03:56
Bounce Rate		40.45%	41.51%	+		41.89%
% of New Sessions		69.51%	70.61%	+		69.18%

### **OUTBOUND REFERRALS**

<b>June 2014 Link Report</b>	<b>May Visits</b>	<b>May Unique Visits</b>	<b>June Visits</b>	<b>June Unique Visits</b>	<b>FYTD: 218,837</b>
Listings	28,657	12,025	37,127	15,577	
World Choice Travel	12,592	9,676	19,566	15,096	
Events	7,132	5,419	8,847	6,831	
Visitors Guide	3,025	2,361	3,866	3,071	
Banners	1,291	1,104	1,883	1,625	
mseastcoast.com	357	306	455	424	
mswestcoast.com	296	266	411	379	

### **Listings**

<b>June 2014:</b>	<b>827</b>	<b>Total Referrals</b>	<b>Unique Referrals</b>	<b>FYTD:</b>	<b>1,014</b>
Beau Rivage Resort & Casino		1,490	1,347		
Big Play Family Fun Center		1,092	756		
Hard Rock Hotel & Casino		1,067	984		
Golden Nugget Biloxi		1,057	947		
Island View Casino Resort		827	756		
IP Casino Resort & Spa		751	685		
Treasure Bay Casino & Hotel		734	672		
Hollywood Casino		623	567		
Palace Casino Resort		549	507		
Biloxi Beach Company		524	460		

### **Events**

<b>June 2014:</b>	<b>369</b>	<b>Total Referrals</b>	<b>Unique Referrals</b>	<b>FYTD:</b>	<b>1,358</b>
66th Annual Mississippi Deep Sea Fishing Rodeo		1,736	1,215		
12th Annual Scrapin the Coast		1,175	921		
18th Annual Mississippi Gulf Coast Billfish Classic		914	676		
28th Annual Coast Coliseum Summer Fair		864	727		
Saltoriya		422	388		
Biloxi 4th of July Fireworks Display		383	363		
29th Annual Our Lady of the Gulf "Crab Festival"		354	289		
Homegrown Country Live Party		236	191		
Gulfport 4th of July Fireworks		187	158		

9th Annual Red, White & Blueberry Festival	140	133	

## SEARCH SOURCES

Organic & Referral June 2014	Visits	Pages / Visit	Avg. Visit Duration	Requested FTG
google / organic	74,039	4.24	0:04:47	62
m.gulfcoast.org / referral	38,469	3.05	0:02:45	16
(direct) / (none)	11,261	3.16	0:03:36	9
bing / organic	10,643	4.29	0:04:29	8
google / cpc	9,803	1.71	0:00:52	1
yahoo / organic	8,434	4.56	0:05:24	16
biloxi.ms.us / referral	6,486	6.3	0:07:01	18
Facebook / Facebook Ads	3,977	1.6	0:00:50	0
Rocket Fuel / Display	3,737	1.36	0:00:36	0
gbid.adbuyer.com / referral	2,179	1.41	0:00:39	0

Referring Sites June 2014	Visits	Pages / Visit	Avg. Visit Duration	Requested FTG
m.gulfcoast.org	38,469	3.05	0:02:45	16
biloxi.ms.us	6,486	6.3	0:07:01	18
gbid.adbuyer.com	2,179	1.41	0:00:39	0
gulfport-ms.gov	1,437	4.62	0:05:25	5
172.16.254.254	1,008	1.37	0:01:15	0
search.tb.ask.com	369	5.31	0:07:16	0
nym1.ib.adnxs.com	316	2.09	0:01:11	0
us.wow.com	286	4.47	0:04:41	3
l.facebook.com	219	2.84	0:04:50	0
facebook.com	160	2.9	0:03:34	0

## GEOGRAPHIC

Top 10 States	Visits	Top 10 Cities	Visits	Top 10 Countries	Visits
Mississippi	47,617	New Orleans	7,095	United States	178,894
Louisiana	30,955	Biloxi	7,087	Canada	566
Texas	21,706	Gulfport	6,685	United Kingdom	263
Alabama	11,497	Hattiesburg	5,896	India	142
Georgia	11,430	Houston	5,716	Germany	131
Florida	9,526	Tupelo	3,583	(not set)	115
Tennessee	6,731	Bowling Green	3,361	Mexico	80
Kentucky	4,686	Atlanta	3,160	Brazil	64
Arkansas	4,419	Ocean Springs	3,134	Australia	54
Missouri	3,591	Baton Rouge	2,846	Netherlands	49

## Most Viewed Content

Pages	Visits	Unique Visits	Avg. Visit Duration
/?mobile=	43,427	36,807	0:01:10
/events/	40,790	29,136	0:02:47
/attractions/	38,886	27,439	0:00:47
/ <a href="#">Homepage</a>	35,531	29,803	0:01:37

/casinos/	27,789	15,374	0:01:18
/visitors/attractions/beaches-and-harbor-activities/	24,927	19,527	0:01:40
/hotels/	22,253	16,586	0:01:11
/coupons/	19,999	14,271	0:01:08
/visitors/attractions/family-activities/	16,769	12,303	0:00:52
/includes/itinerary/	12,603	10,047	0:00:40

Top Landing Pages	Visits	Pages / Visit	Avg. Visit Duration	Requested Fun Times Guides
/?mobile=	36,436	3.07	0:02:42	15
/ <a href="#">Homepage</a>	26,360	4.21	0:04:31	33
/events/	13,620	2.94	0:03:41	6
/visitors/attractions/beaches-and-harbor-activities/	10,743	3.7	0:03:59	11
/attractions/	10,321	6.98	0:07:24	25
/casinos/	7,625	3.8	0:04:31	3
/hotels/	5,198	2.79	0:02:51	1
/fishing/	4,221	3.1	0:02:47	1
/coupons/	3,784	4.32	0:03:54	5
/visitors/attractions/family-activities/	3,629	6.2	0:06:54	1

### Simpleview Analytics:

#### VISITOR OVERVIEW – GULFCOAST.ORG

6 Month Traffic Overview	Jan	Feb	Mar	Apr	May	June
Visits:	96,189	114,498	140,887	112,586	135,949	181,136
Unique Visitors:	<b>76,584</b>	<b>89,322</b>	<b>108,039</b>	<b>88,181</b>	<b>106,324</b>	<b>141,255</b>
Bounce Rate:	40%	43%	41%	40%	40%	42%
Pageviews:	350,497	384,809	513,321	307,033	385,320	507,312
Average Pageview per Visit:	3.64	3.36	3.64	3.60	3.76	3.69
Average Time on Site:	0:04:07	0:03:46	0:04:05	0:04:05	0:04:08	0:03:54
Total Organic Search Traffic:	61,164	70,995	80,967	65,518	76,769	95,290
% of Traffic From Organic Search:	64%	62%	57%	58%	56%	53%
Entry Pages From Search:	1,902	1,987	2,358	2,186	2,261	2,448
Total Organic Keywords:	10,229	11,197	13,498	10,202	11,143	12,490
Mobile Site Visits:	24,636	39,859	49,988	35,618	41,550	53,283
All Traffic:	120,825	154,357	190,875	148,204	177,499	234,419

SEARCH ENGINE OPTIMIZATION Overview:
Total sessions to the main site are up 31% year over year
Users have increased 34% this June compared to last
Organic sessions are up 6% year over year
Direct traffic has increased 59% year over year across main+mobile sites
Pageviews have increased 14% this June compared to last
Total sessions to the main site are up 31% year over year

### MOBILE SITE STATISTICS:

#### VISITOR OVERVIEW – GULFCOAST.ORG – MOBILE

June 2014:	43,808	May	June	FYTD:	224,183
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Sessions (Visits)		41,550	53,283	11,733	306,094
<b>Users (Unique Visits)</b>		<b>32,712</b>	<b>43,808</b>	<b>11,096</b>	<b>224,183</b>
Pageviews		326,899	412,159	85,260	2,242,919
Pages per Session		7.87	7.74	-	7.33
Average Session Duration		0:02:53	0:02:28	-	0:03:13
Bounce Rate		20.39%	19.92%	-	21.70%
% of New Sessions		71.88%	76.07%	+	71.70%

### GEOGRAPHIC-Mobile

Top 10 States	Visits	Top 10 Cities	Visits	Top 10 Countries	Visits
Mississippi	15,483	New Orleans	3,994	United States	53,116
Texas	9,096	Tupelo	3,550	Canada	26
Louisiana	8,179	Hattiesburg	3,450	Venezuela	21
Georgia	3,773	Bowling Green	3,130	United Kingdom	16
Kentucky	3,269	Atlanta	2,253	Germany	12
Florida	2,928	San Antonio	1,934	Mexico	9
Alabama	2,352	Houston	1,914	Japan	8
Tennessee	1,358	Biloxi	1,752	Australia	6
Oklahoma	1,270	Gulfport	1,677	Russia	6
Arkansas	613	Waco	1,322	India	5

### **BANNER ADVERTISEMENTS:**

June 2014	Banner Page Impressions	Click Thru411	Average time on Banner Page	FYTD Banner Page Impressions	FYTD Click Thru
Palace Casino Resort	27,789	411	1:17	150,992	2,190
Island View Casino Resort (Started November 20)	27,789	521	1:17	132,685	2,352
South Beach Biloxi	22,253	619	1:10	75,404	2,838
MSHLA Golf Ad/Hotels	22,253	25	1:10	75,404	143
Preserve Golf course	3,603	62	1:17	20,692	506
MSHLA Golf Ad/Golf	3,603	39	1:17	20,692	354
Mississippi Seafood Trail (Started June 27)	6,014	73	2:39	6,014	73