

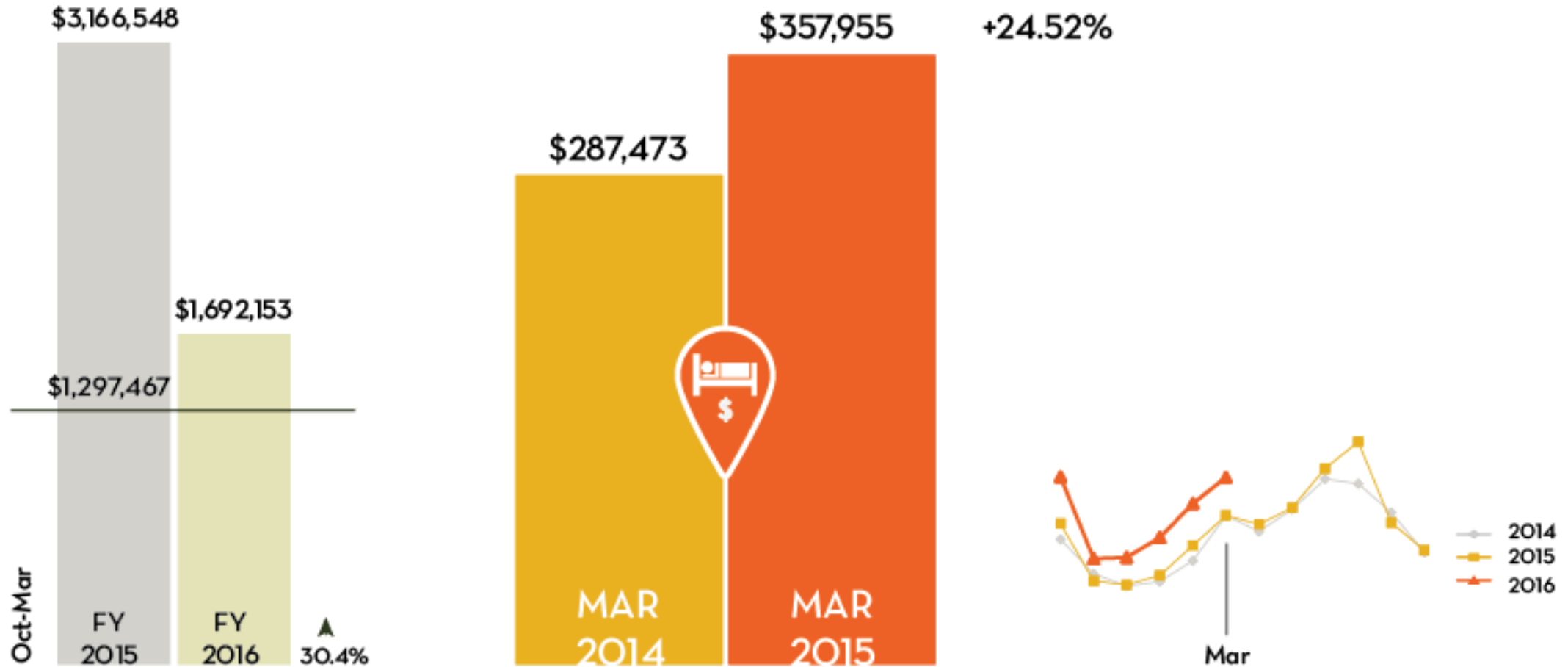


Visit Mississippi Gulf Coast

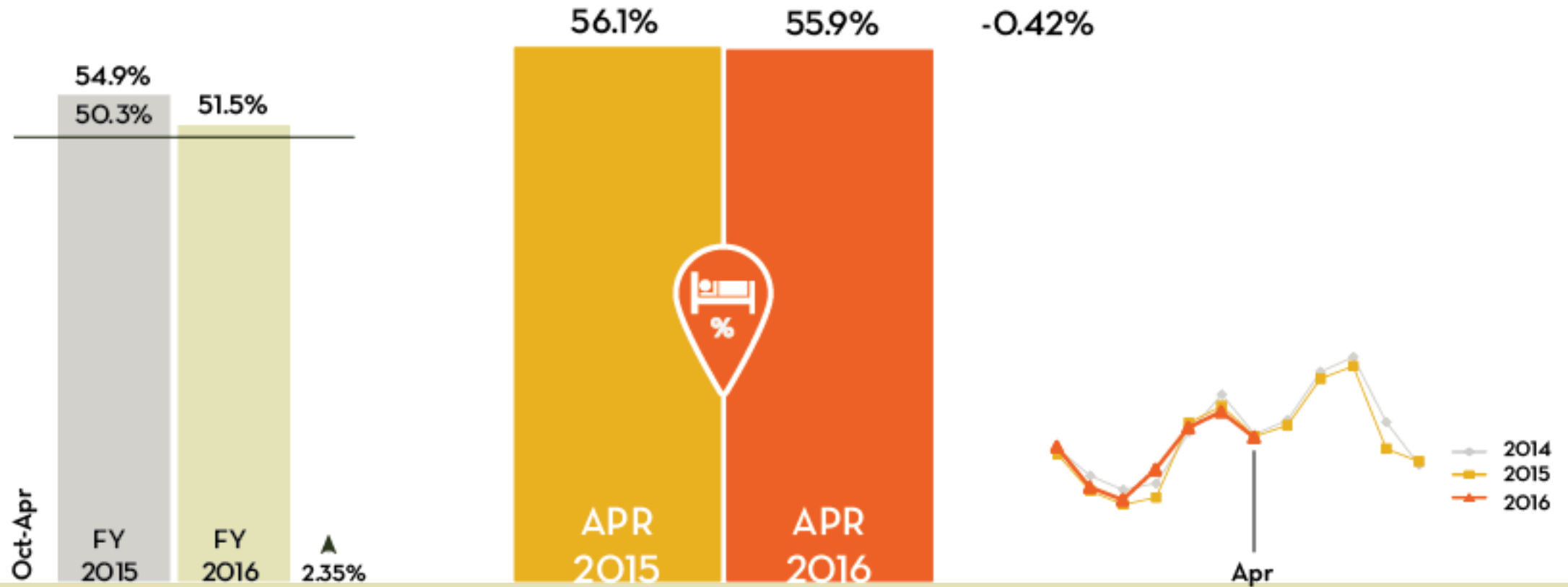
KEY PERFORMANCE INDICATORS

MAY 2016

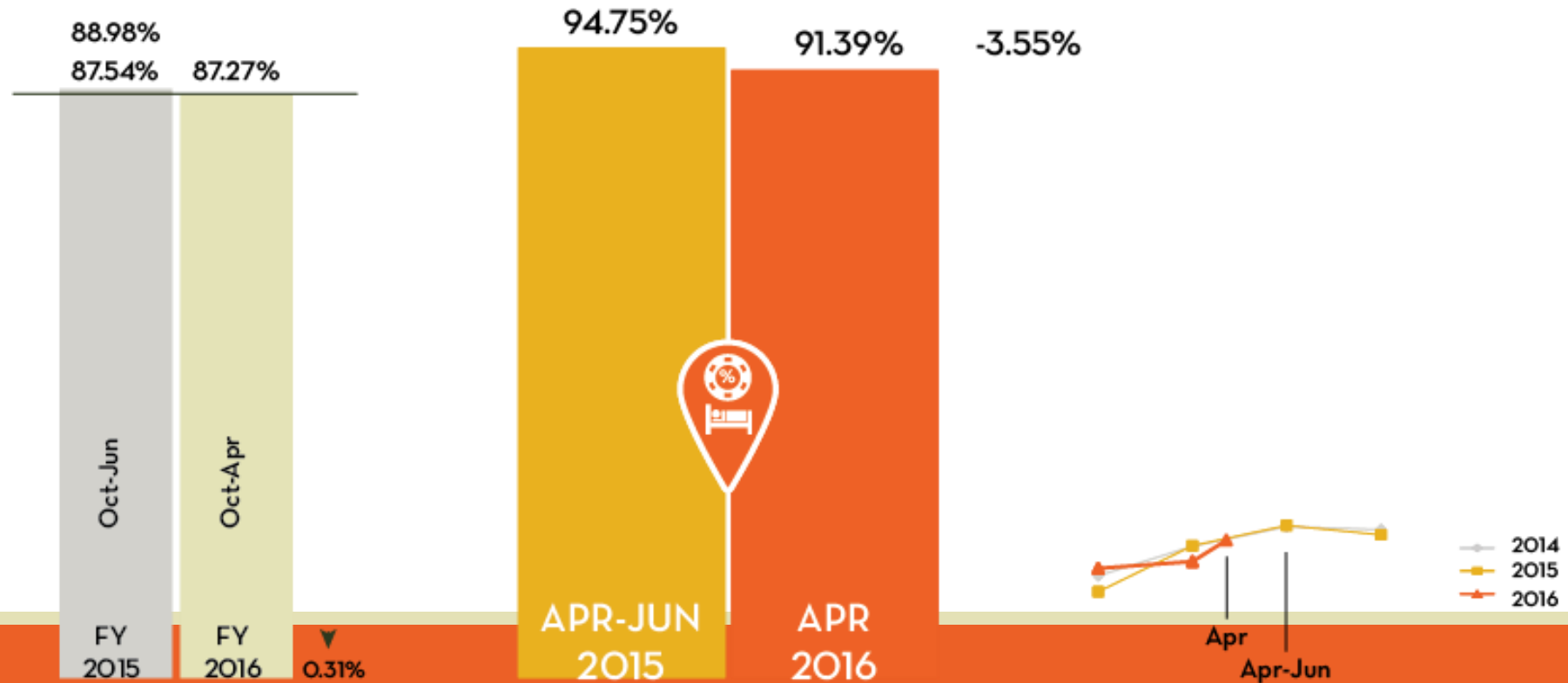
Occupancy Tax Receipts



Occupancy Rate Non-Casino

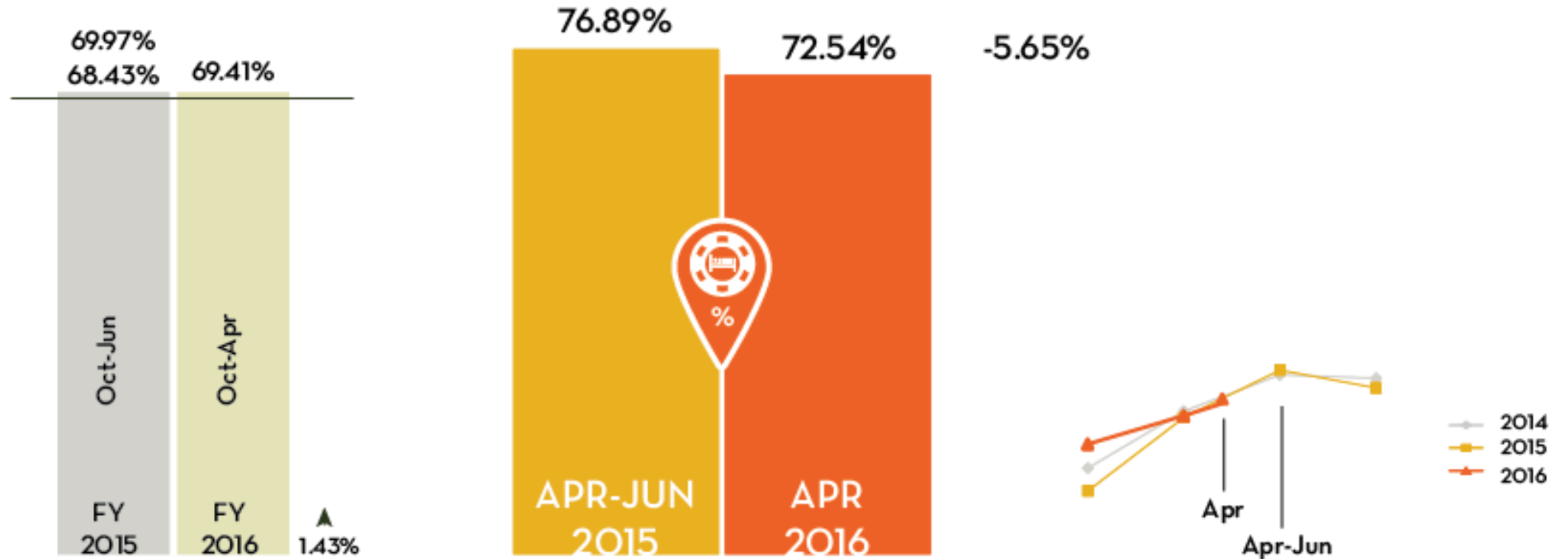


Occupancy Rate Casino

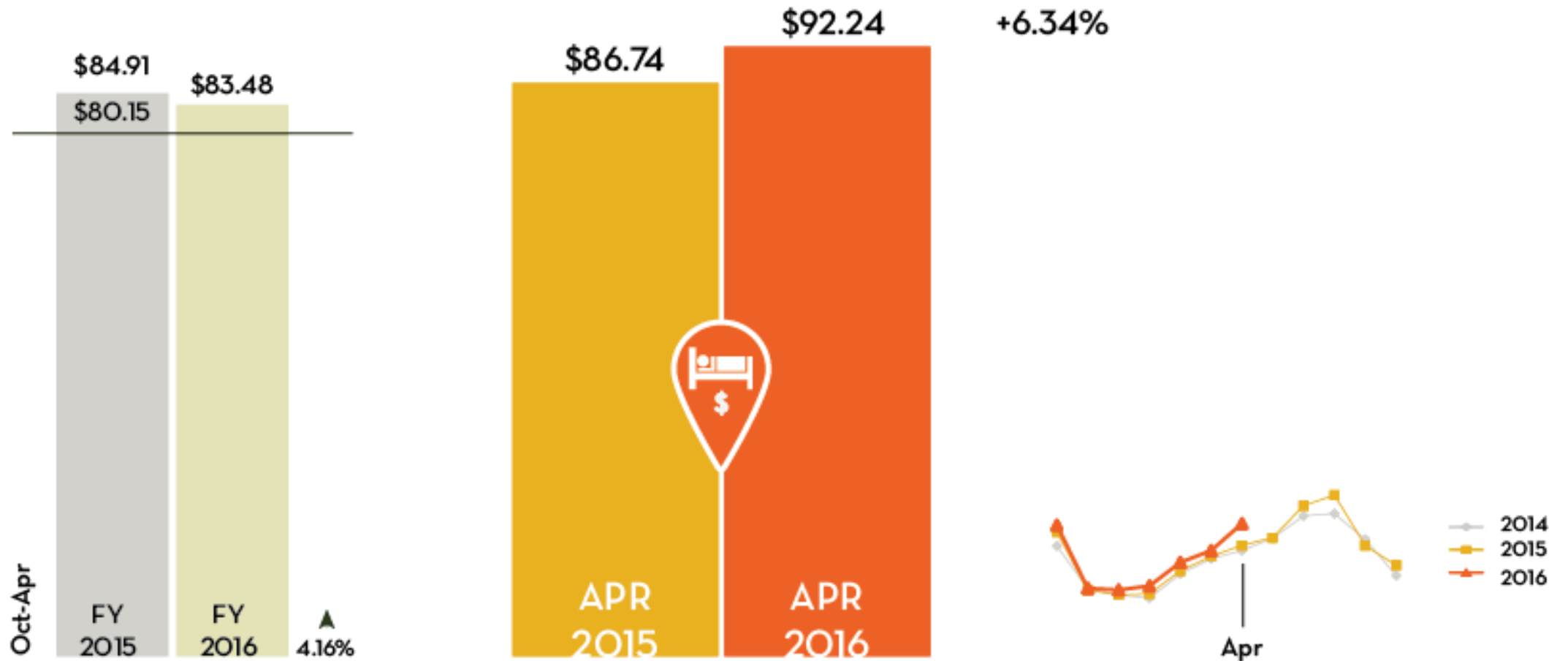


Occupancy Rate

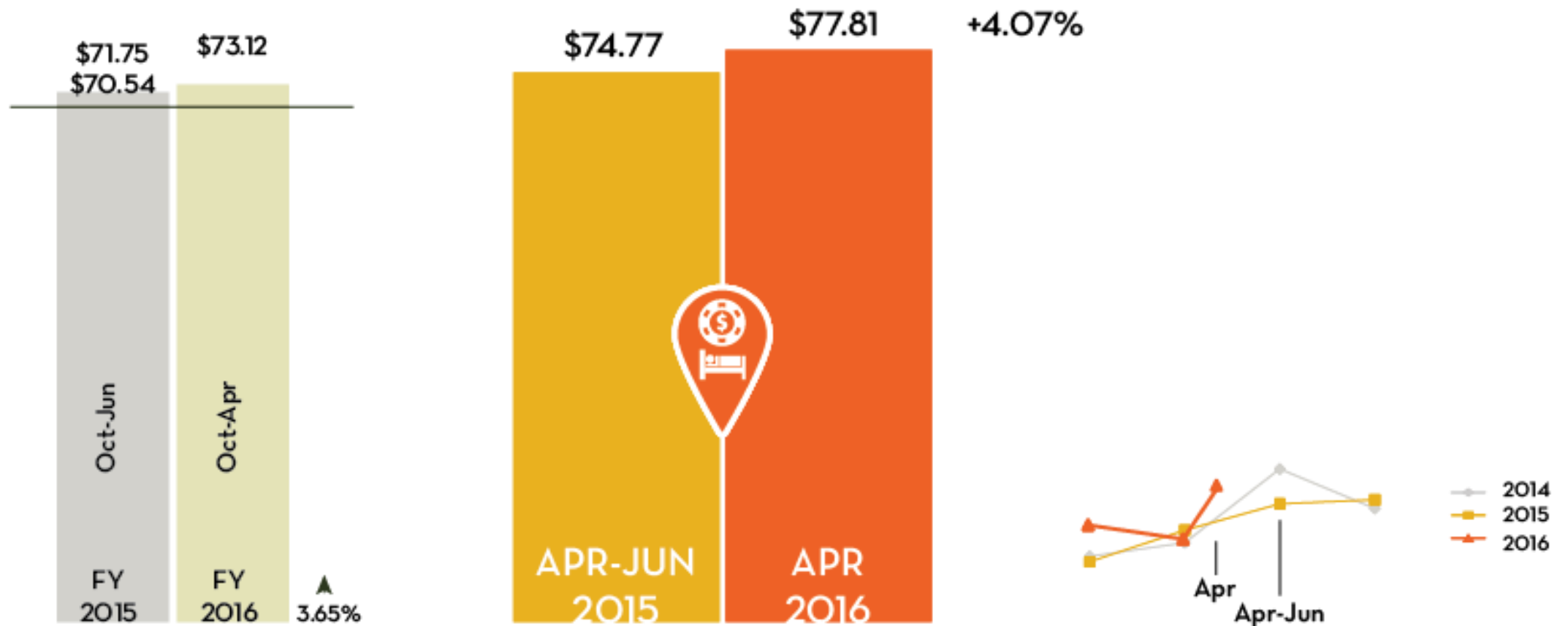
All



Average Daily Rate Non-Casino

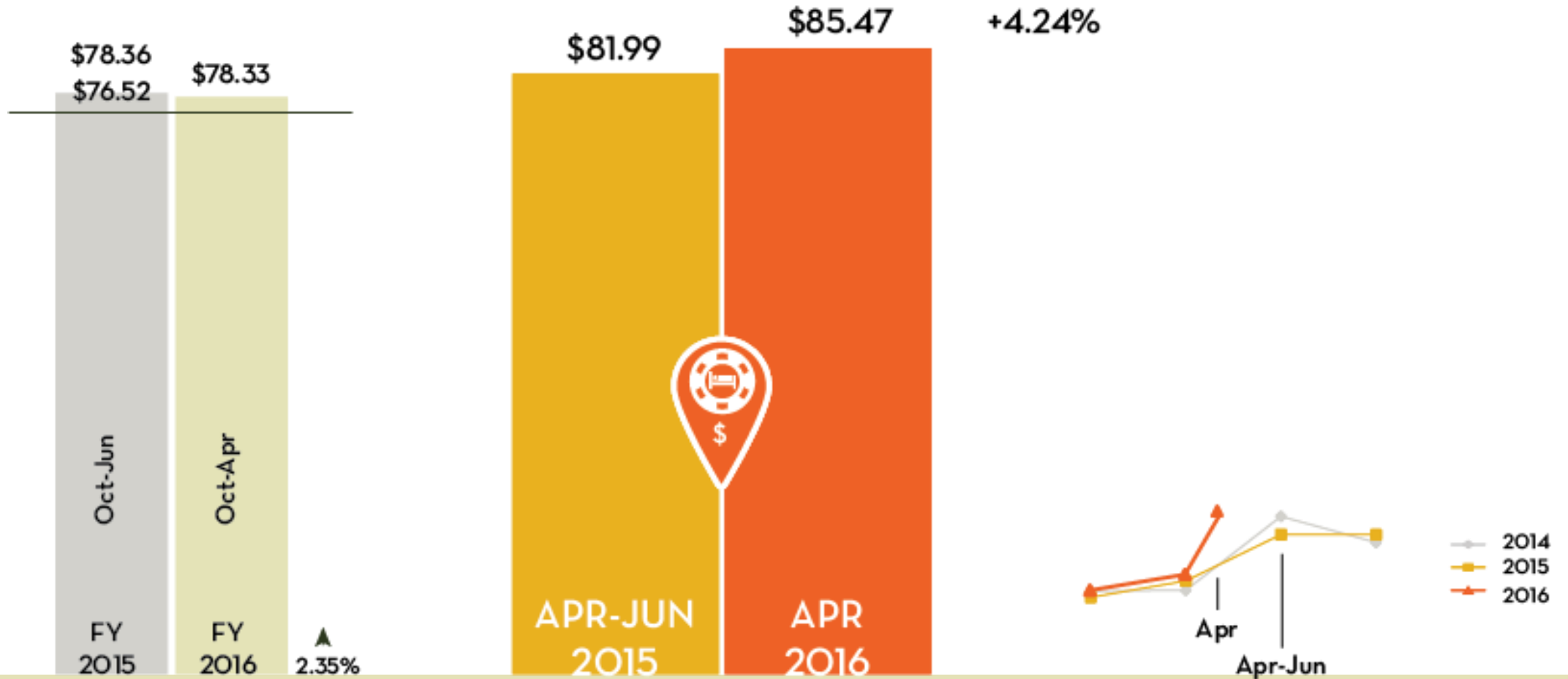


Average Daily Rate Casino



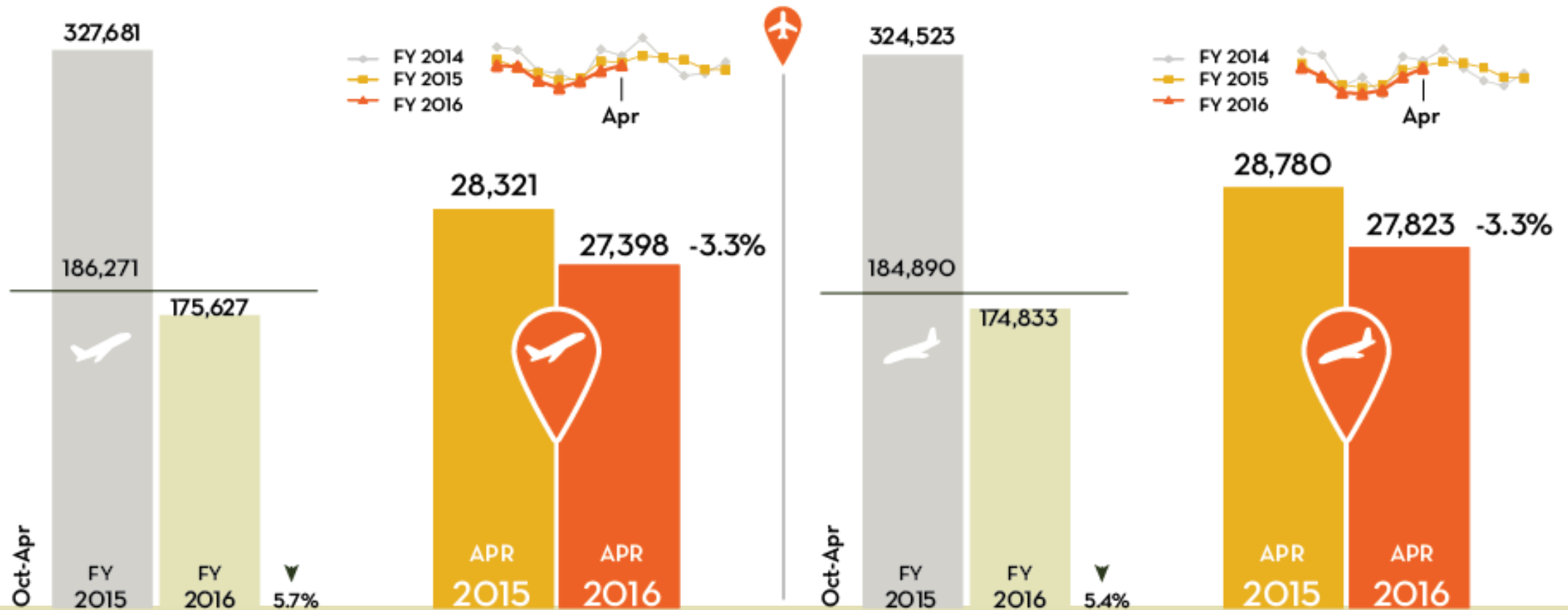
Average Daily Rate

All

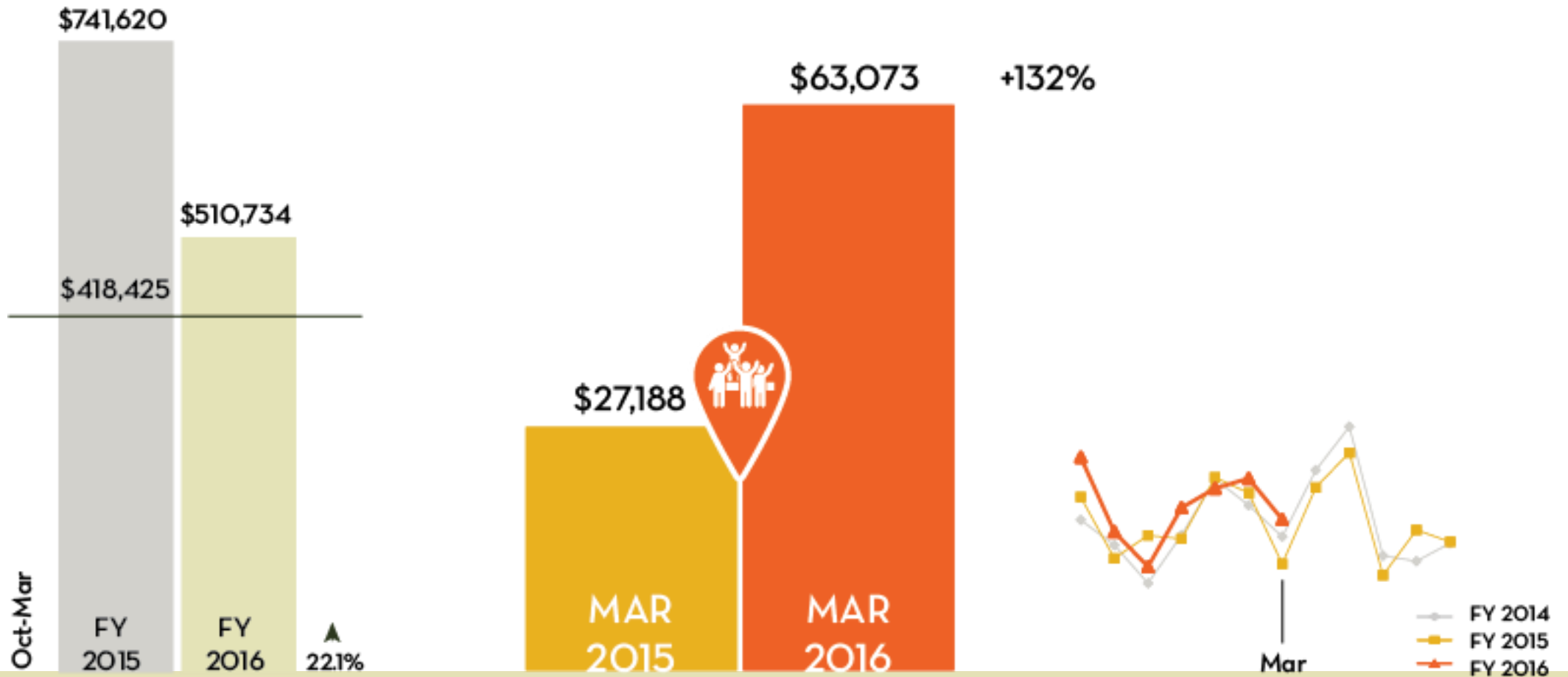


Gulfport-Biloxi International Airport

Enplanements — Deplanements



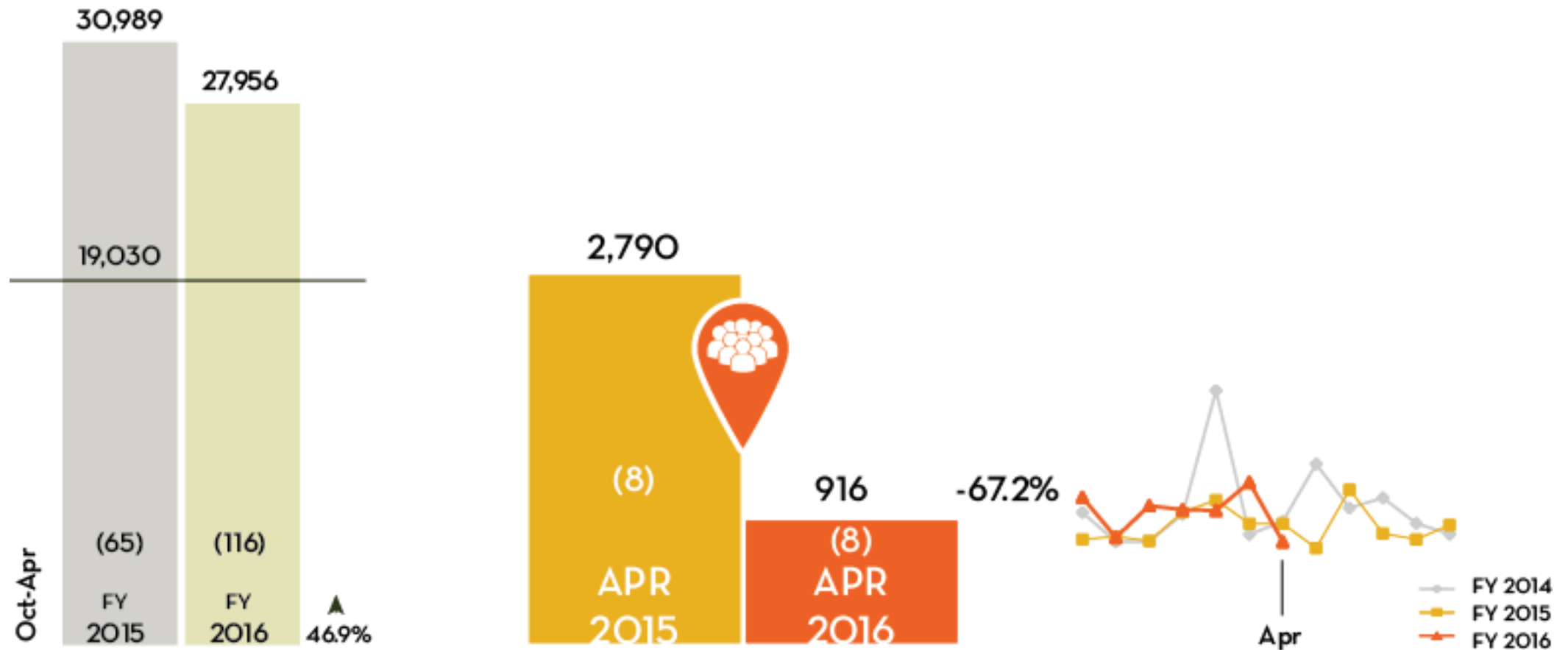
Convention Center Revenue



Definite Bookings

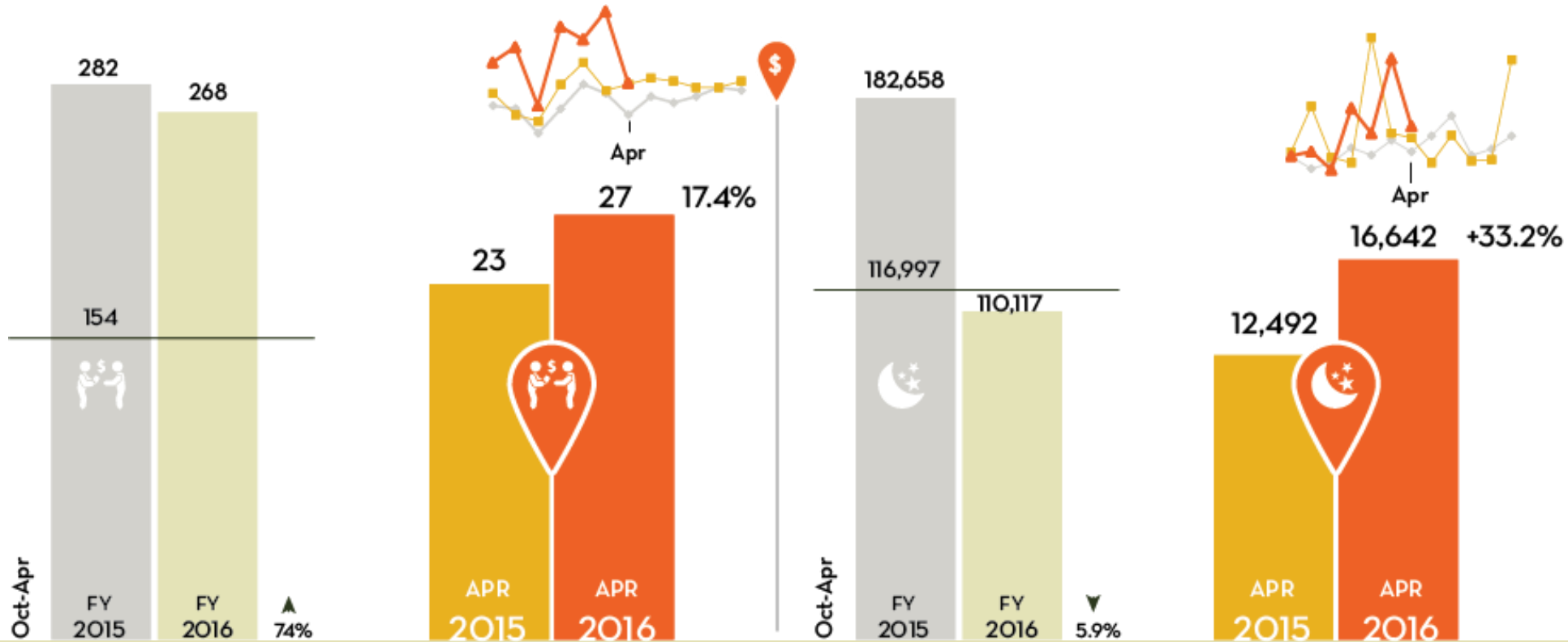


Room Nights/(Groups)

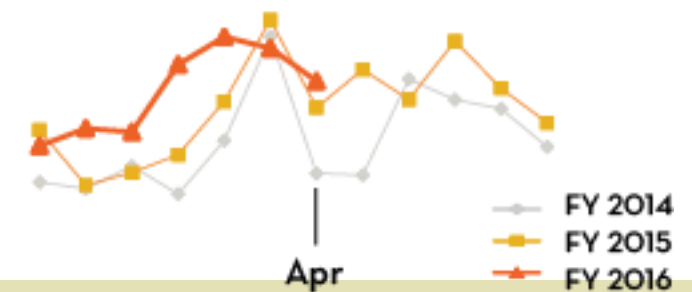
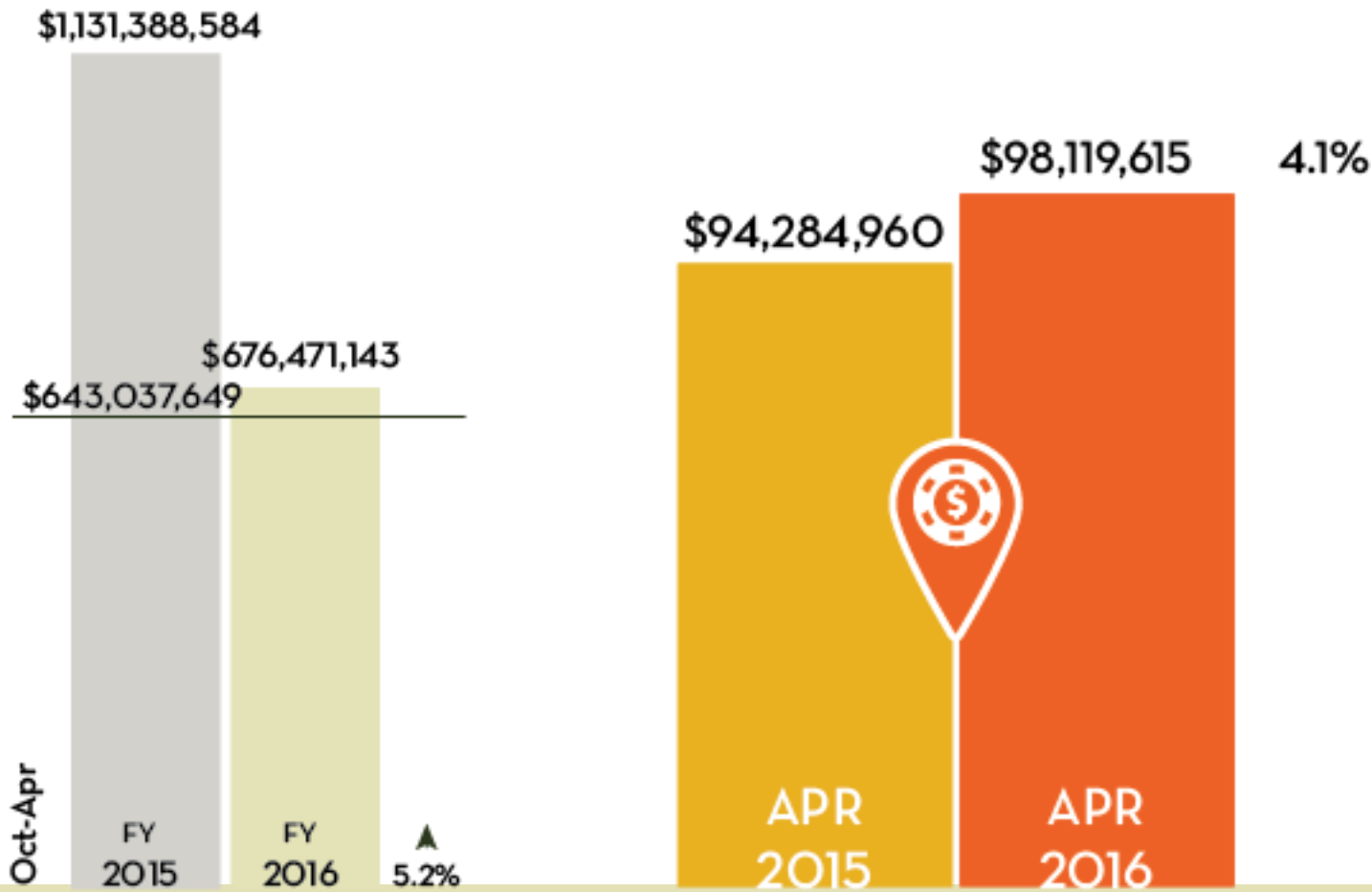




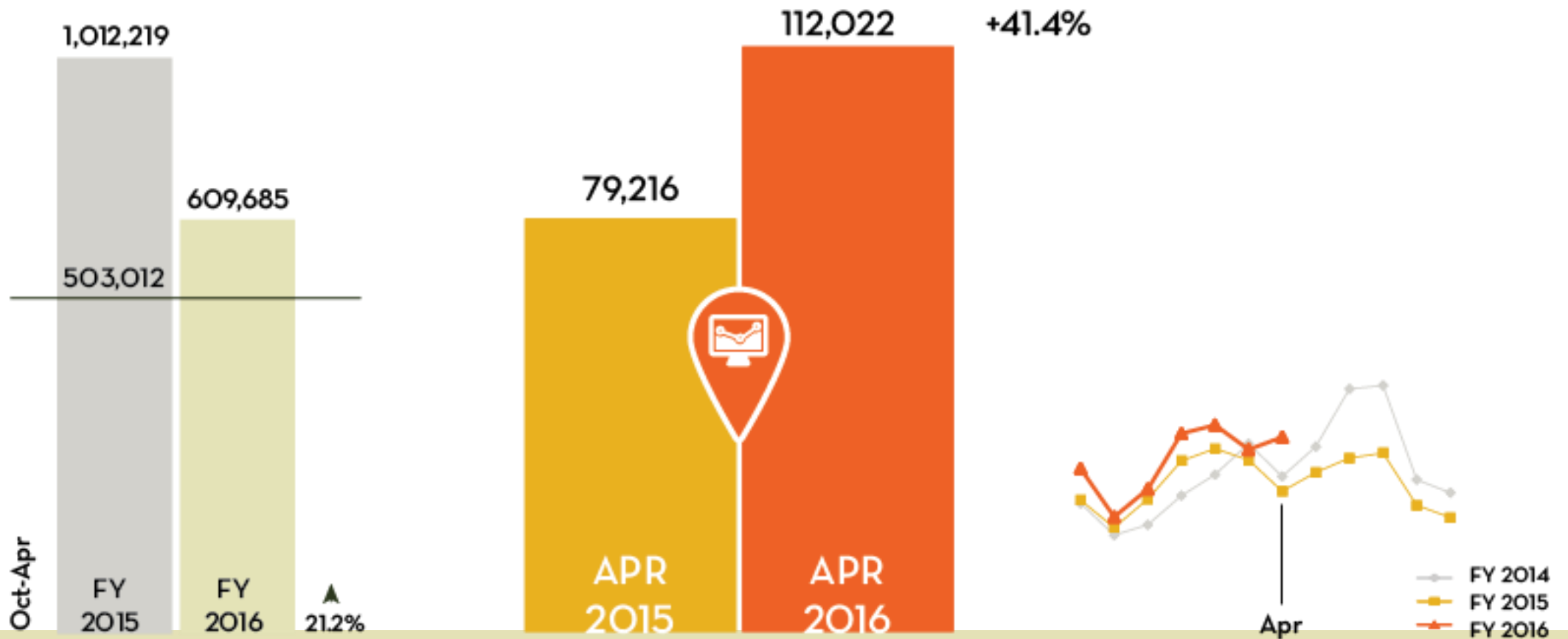
Leads Issued & Potential Room Nights



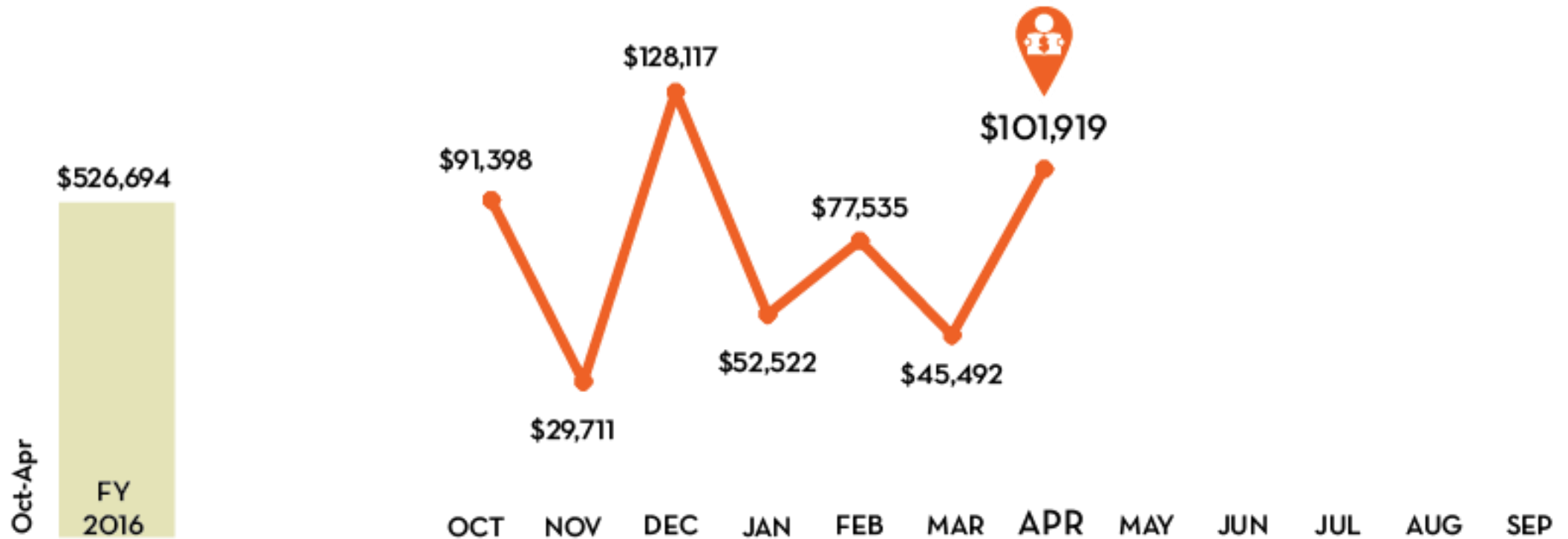
Gaming Revenue



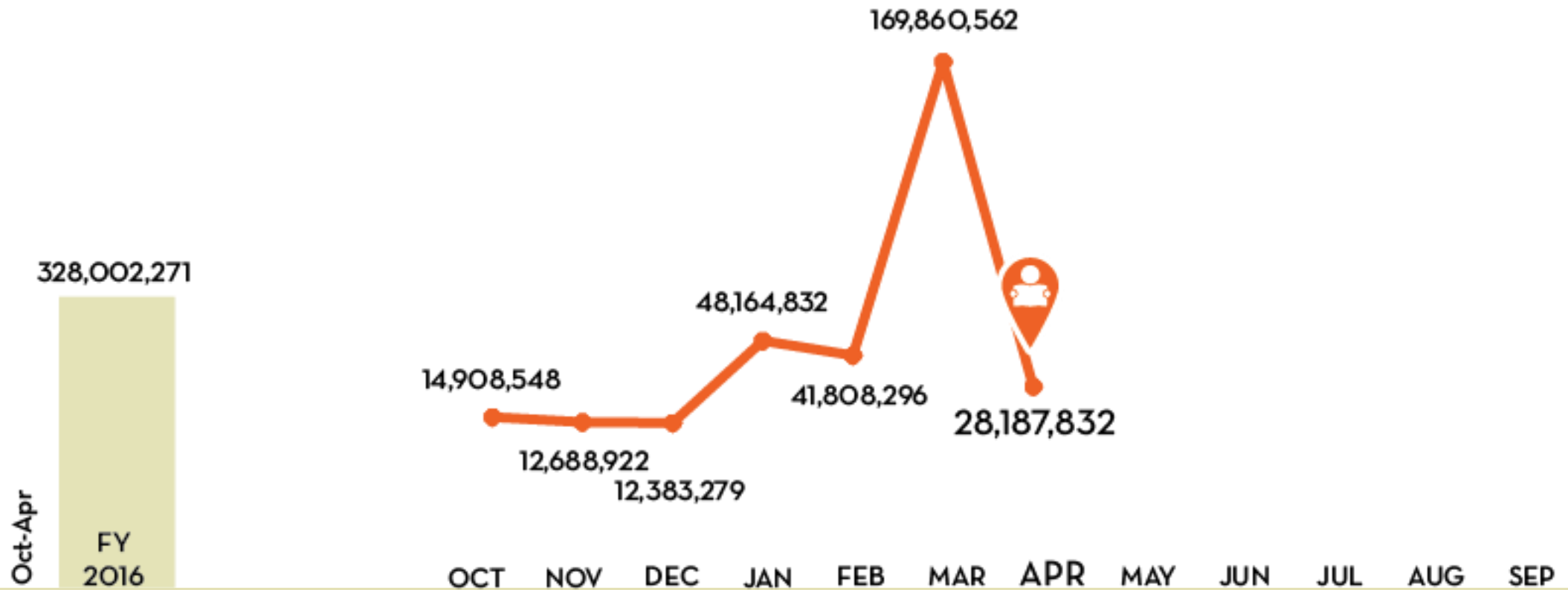
Google Analytics - Unique Visits



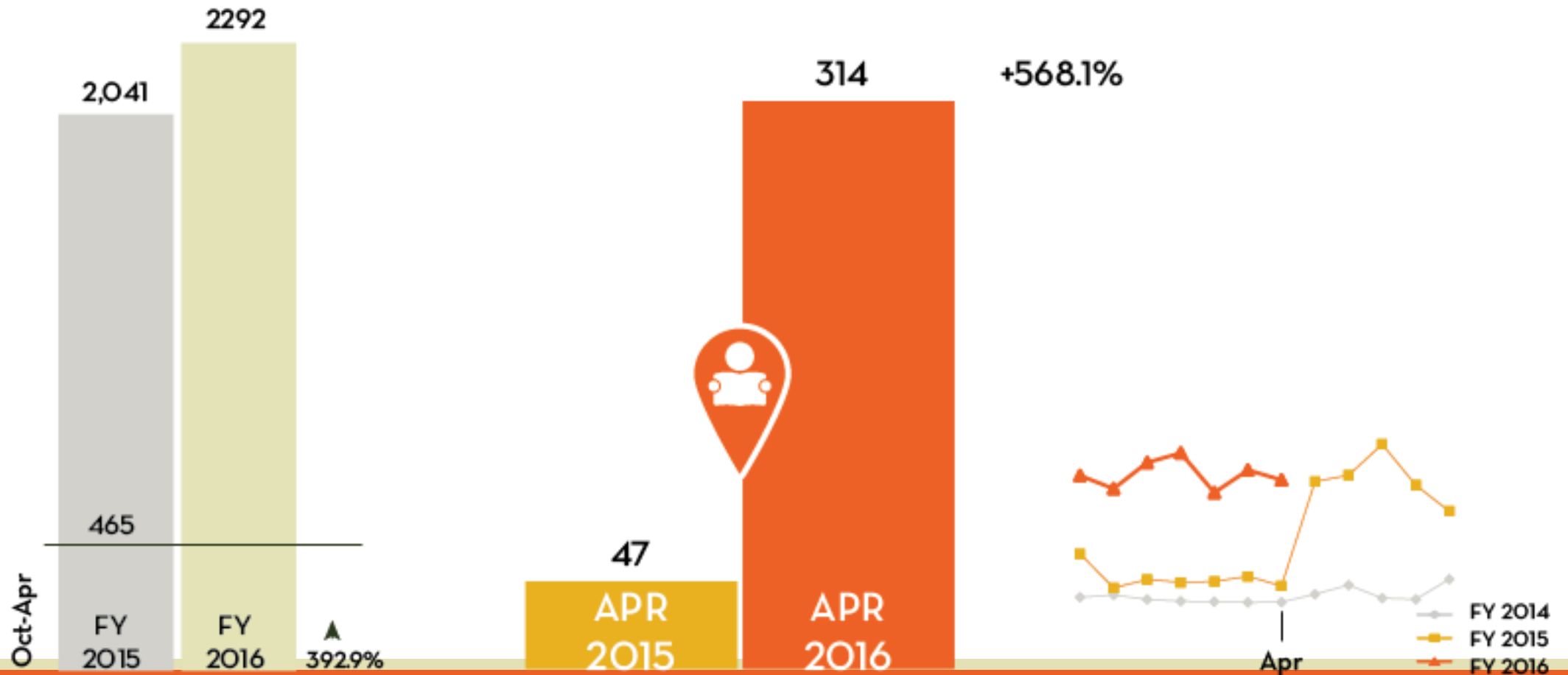
Media Value



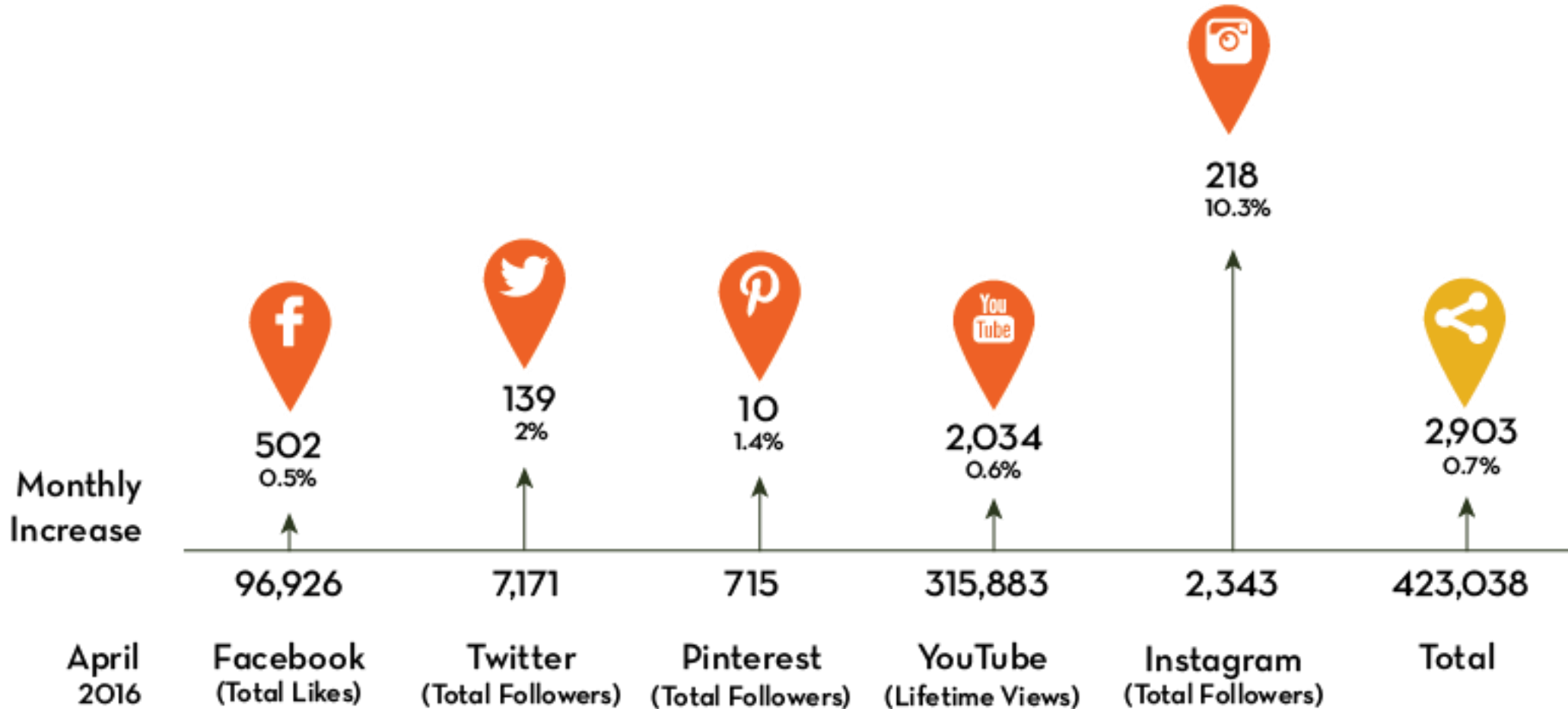
Impressions



Number of Articles



Social Media Metrics



Coast Champions



6:185!

