



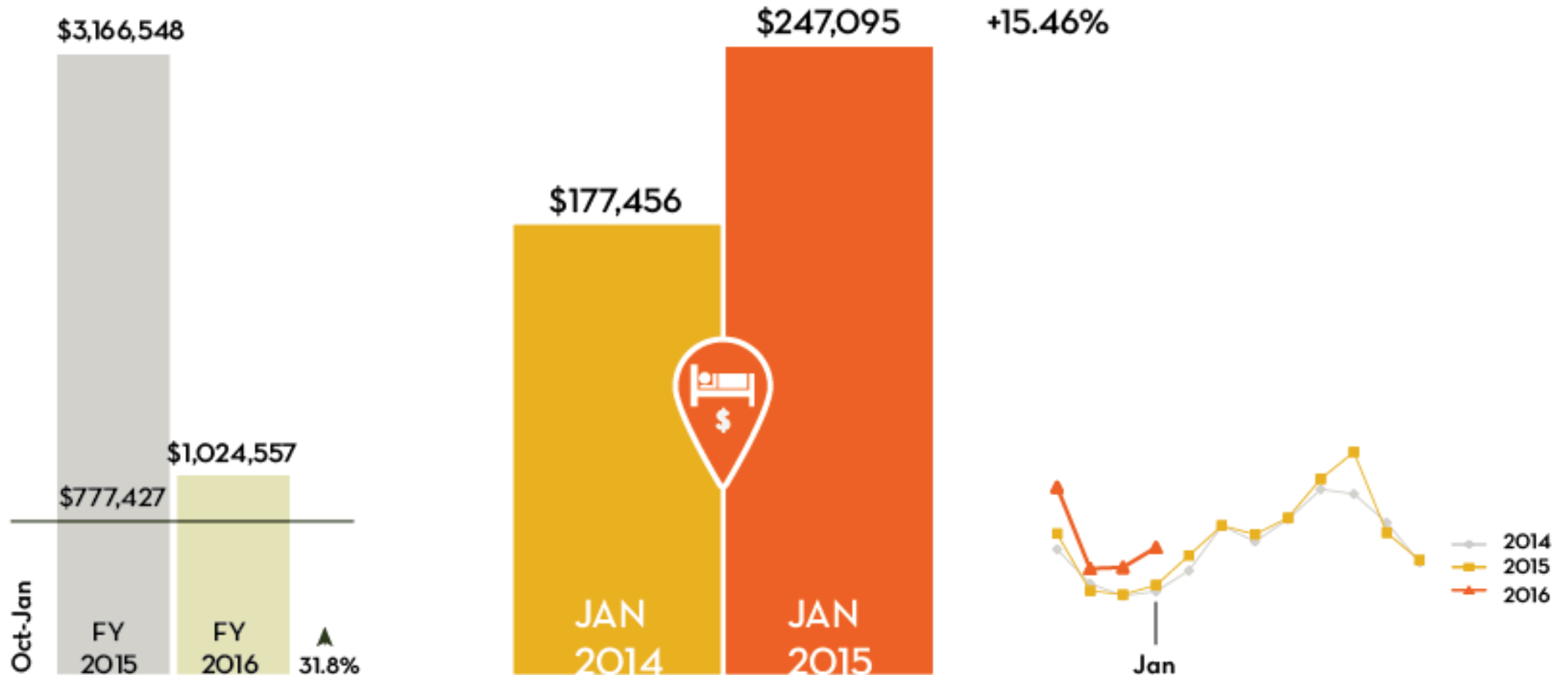
# Visit Mississippi Gulf Coast

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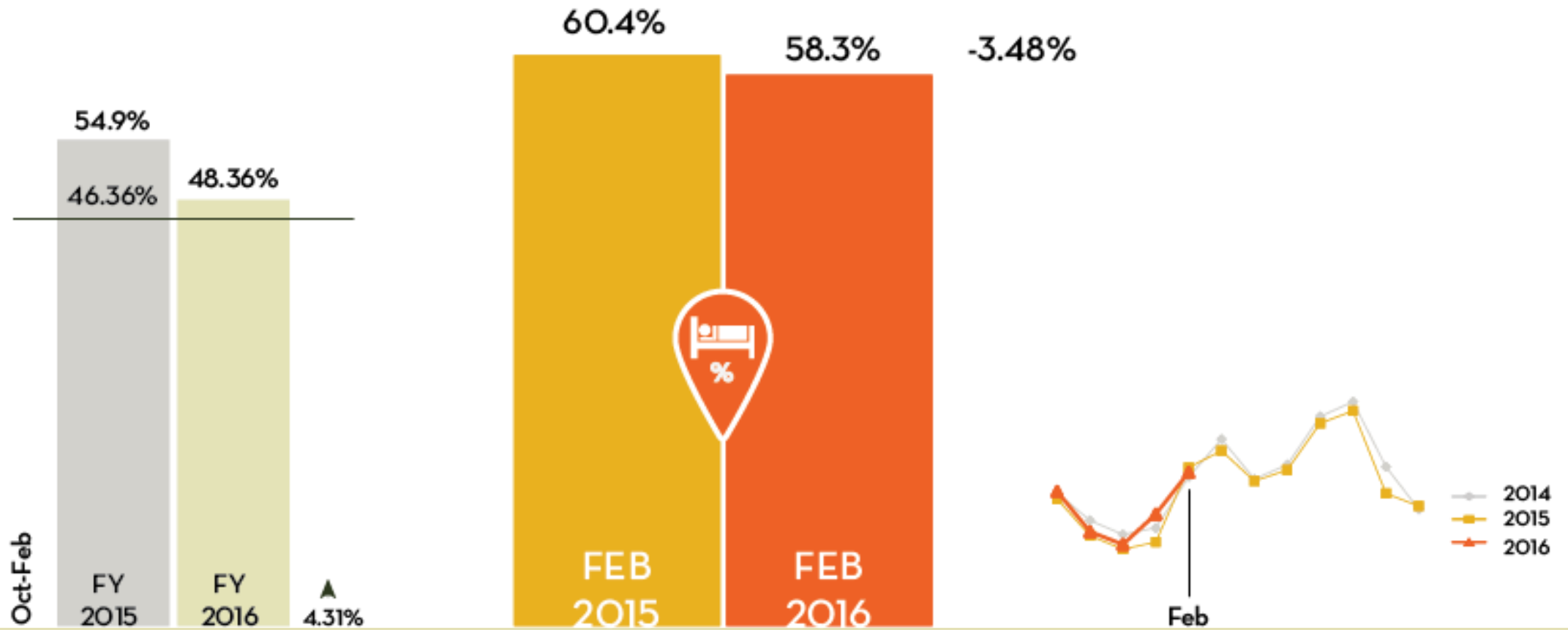
**KEY PERFORMANCE INDICATORS**

**MARCH 2016**

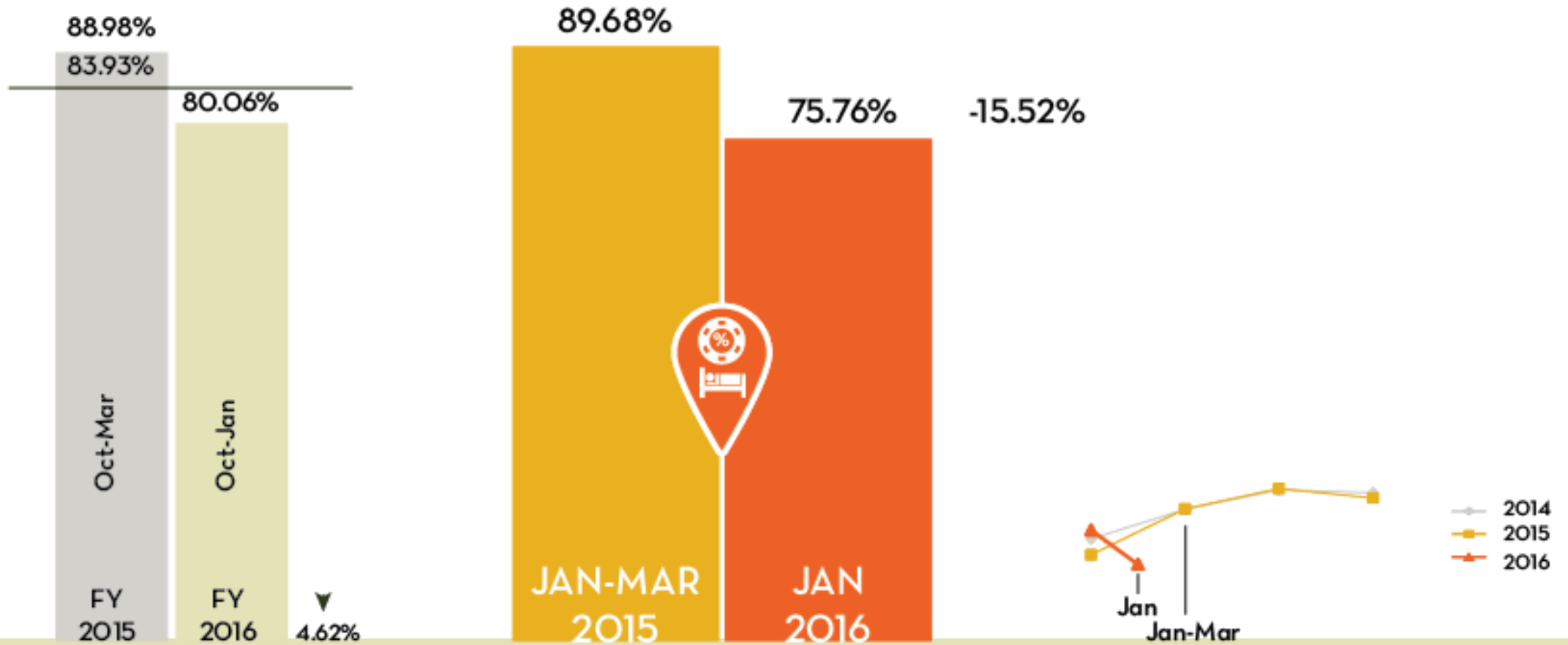
# Occupancy Tax Receipts



# Occupancy Rate Non-Casino

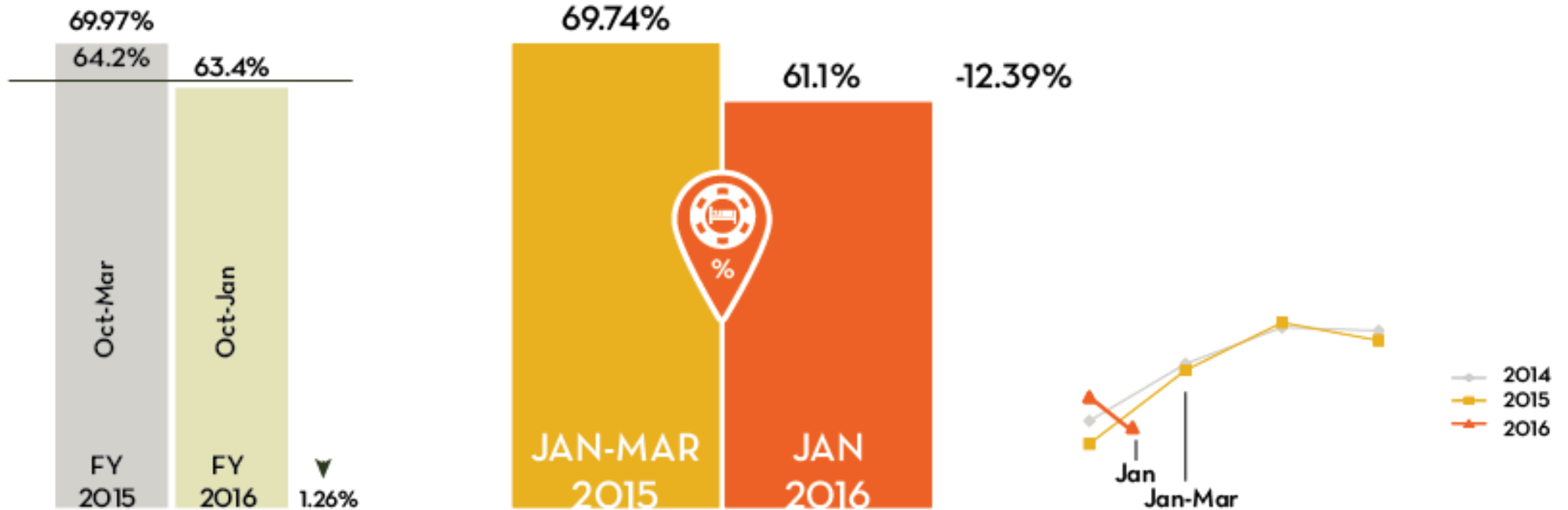


# Occupancy Rate Casino

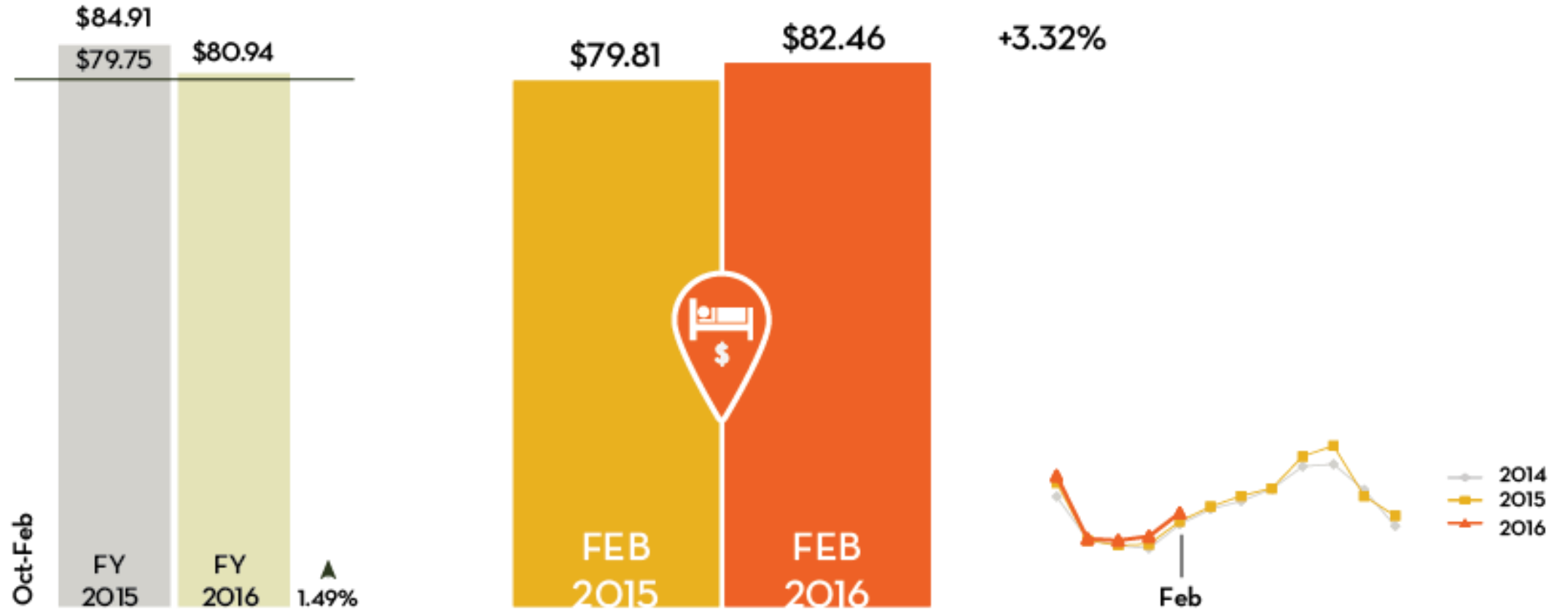


# Occupancy Rate

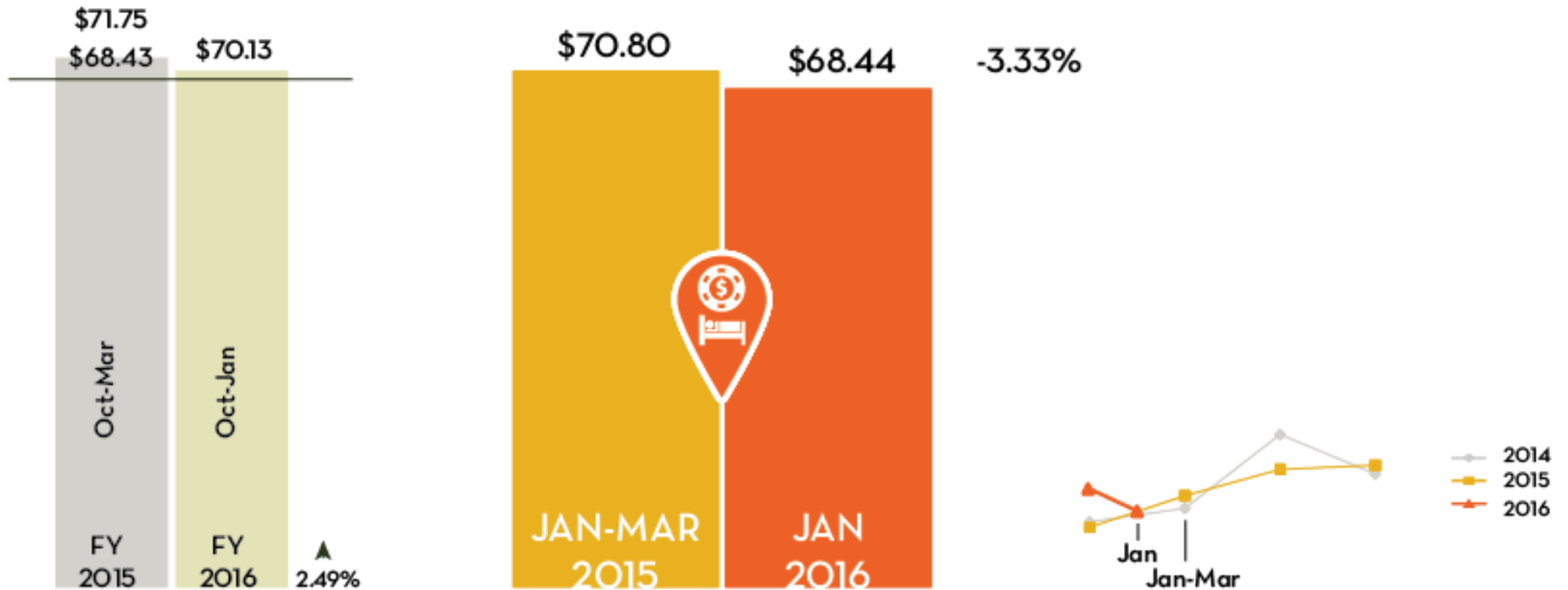
## All



# Average Daily Rate Non-Casino

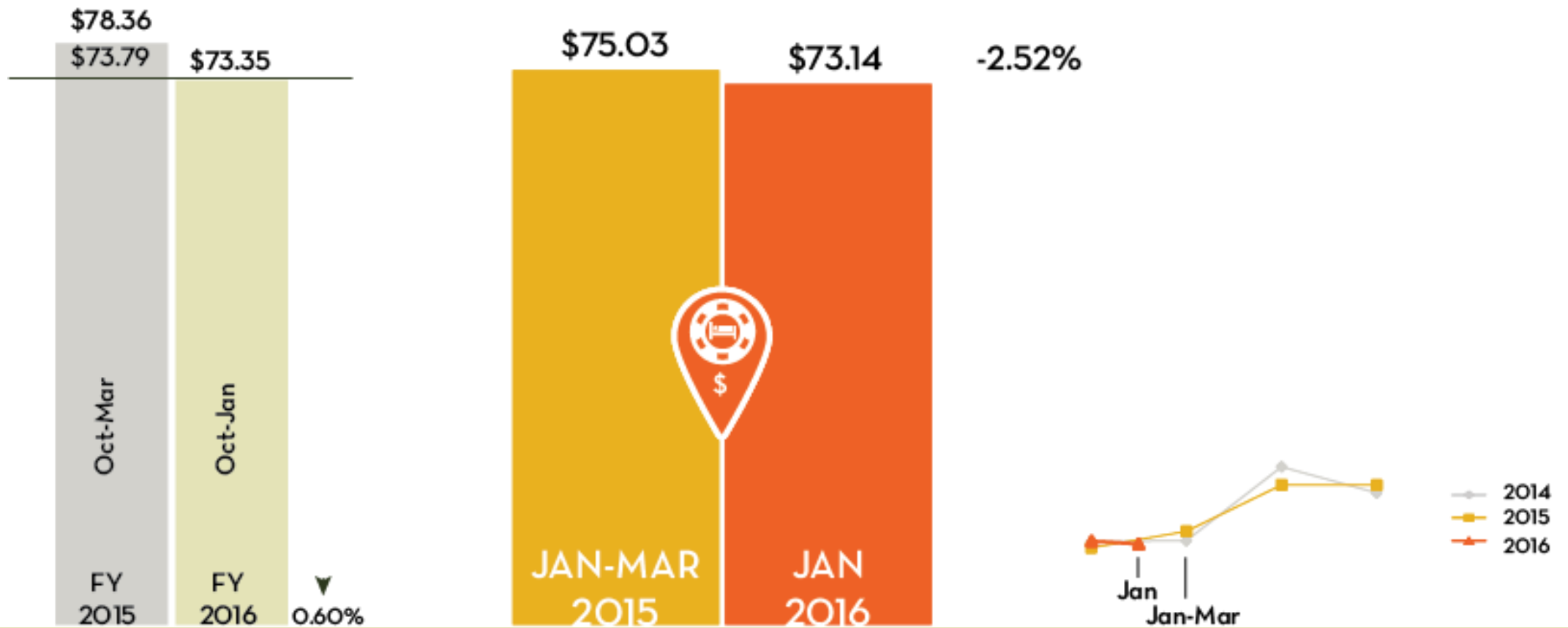


# Average Daily Rate Casino



# Average Daily Rate

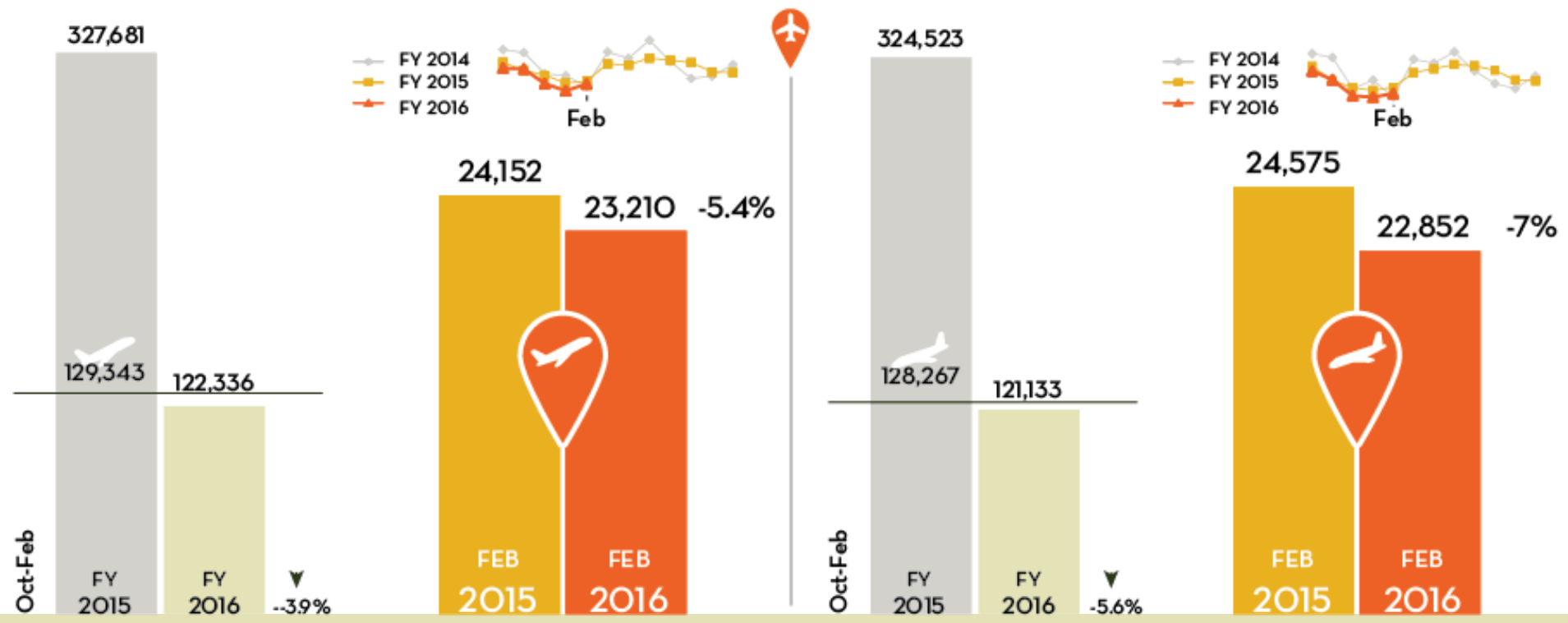
## All



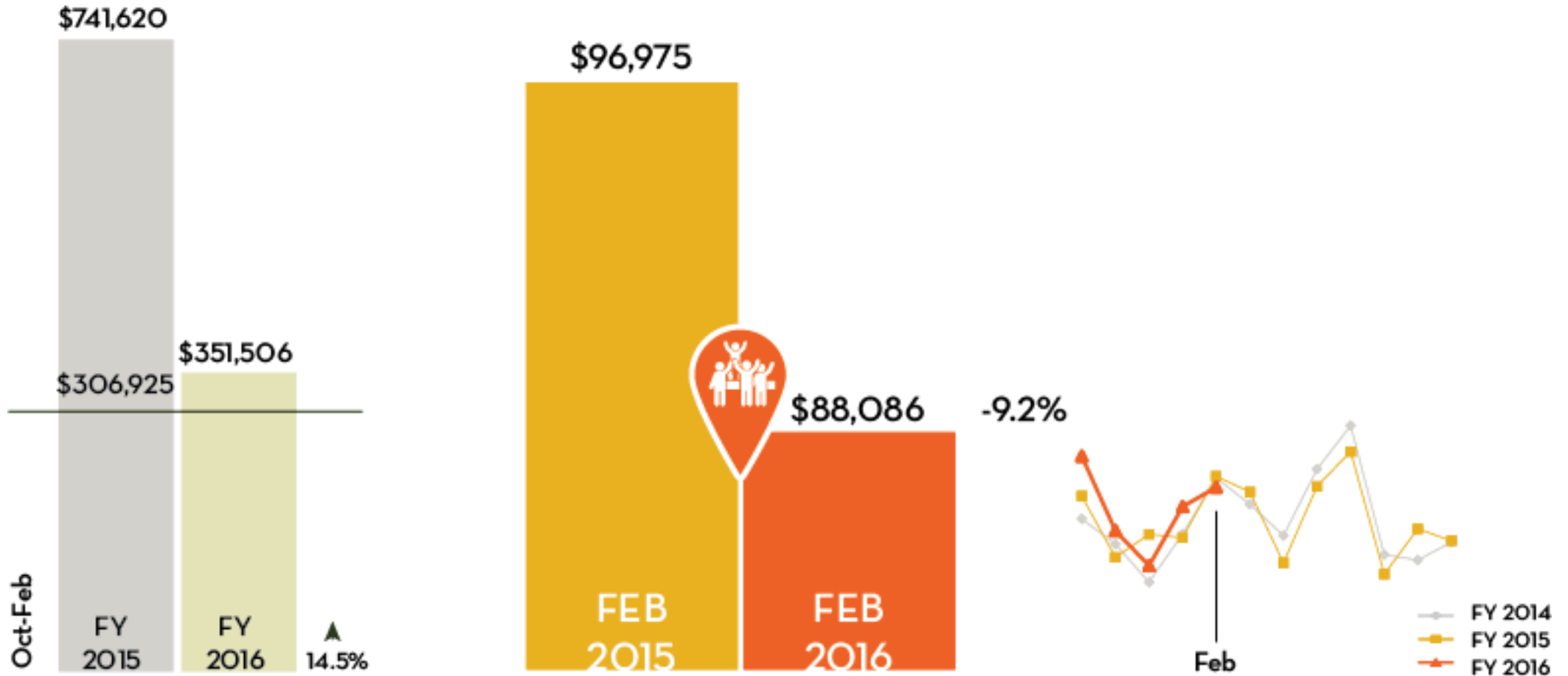


# Gulfport-Biloxi International Airport

## Enplanements — Deplanements



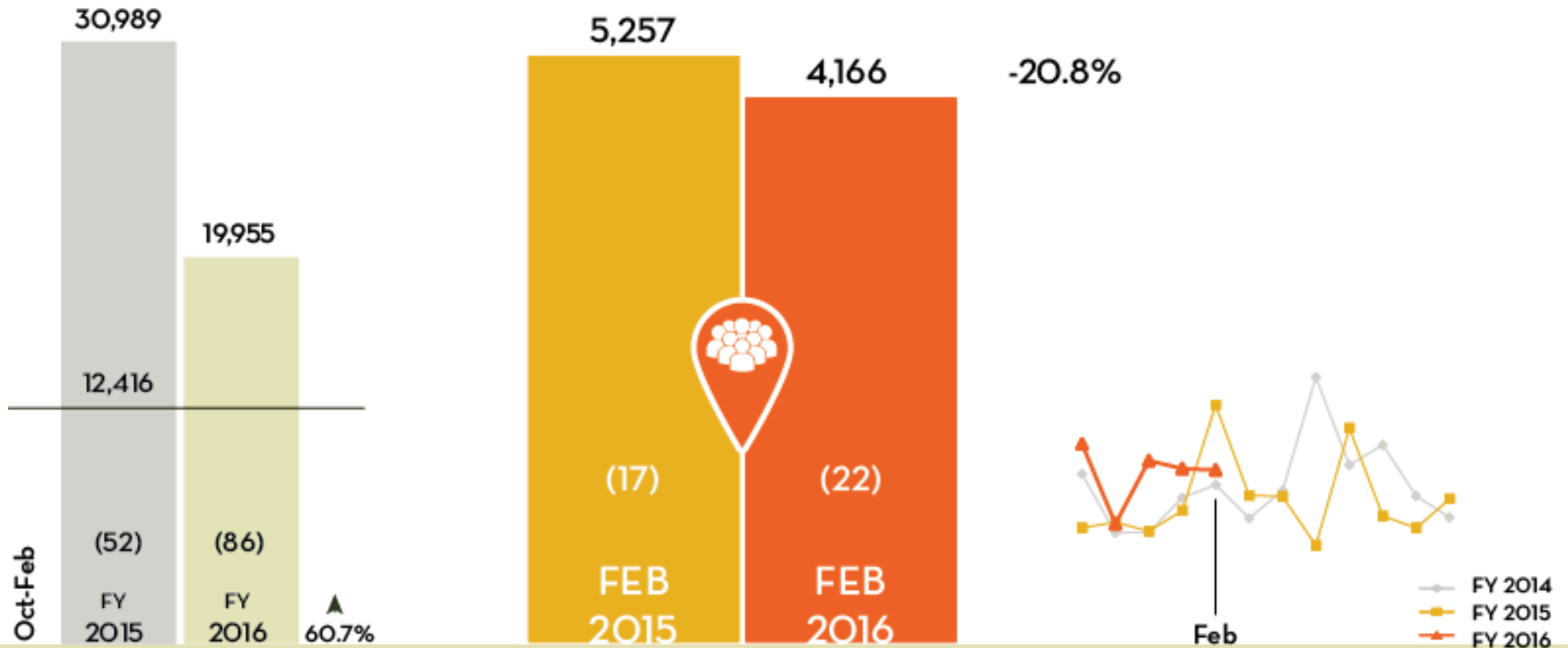
# Convention Center Revenue



# Definite Bookings

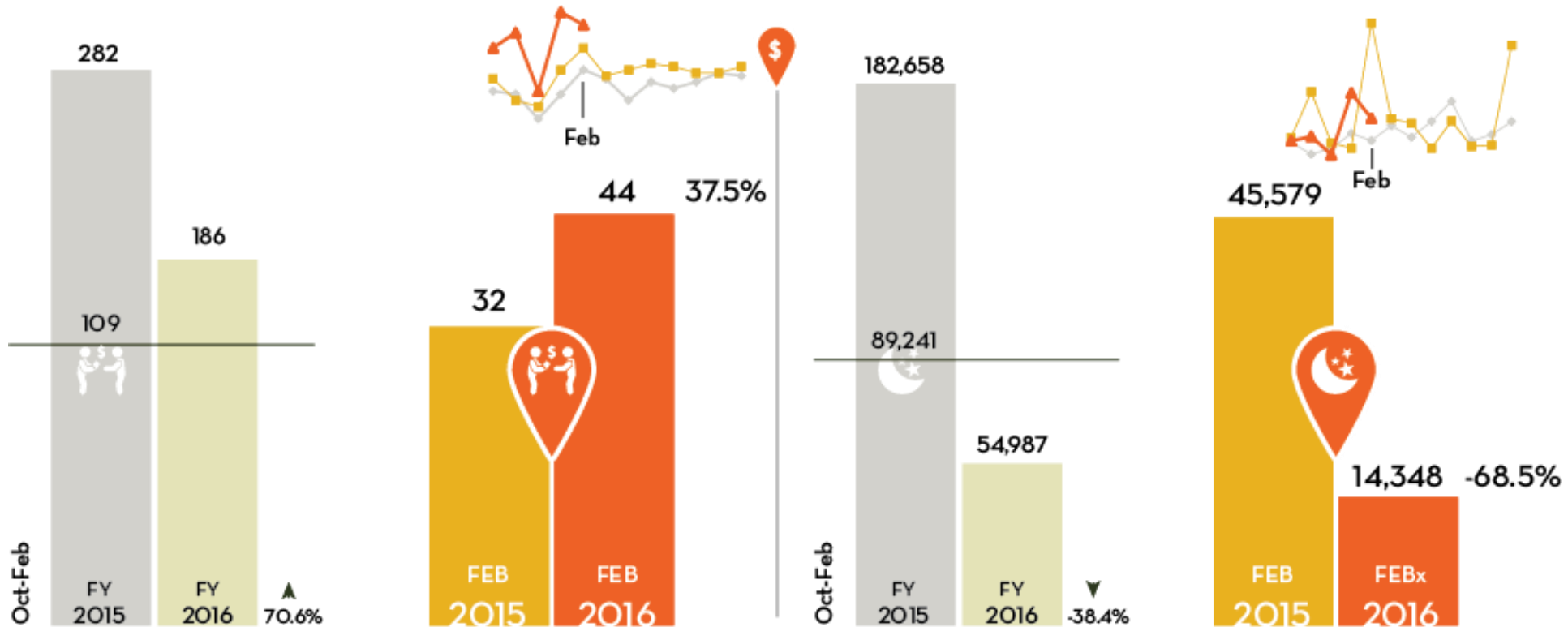


Room Nights/(Groups)

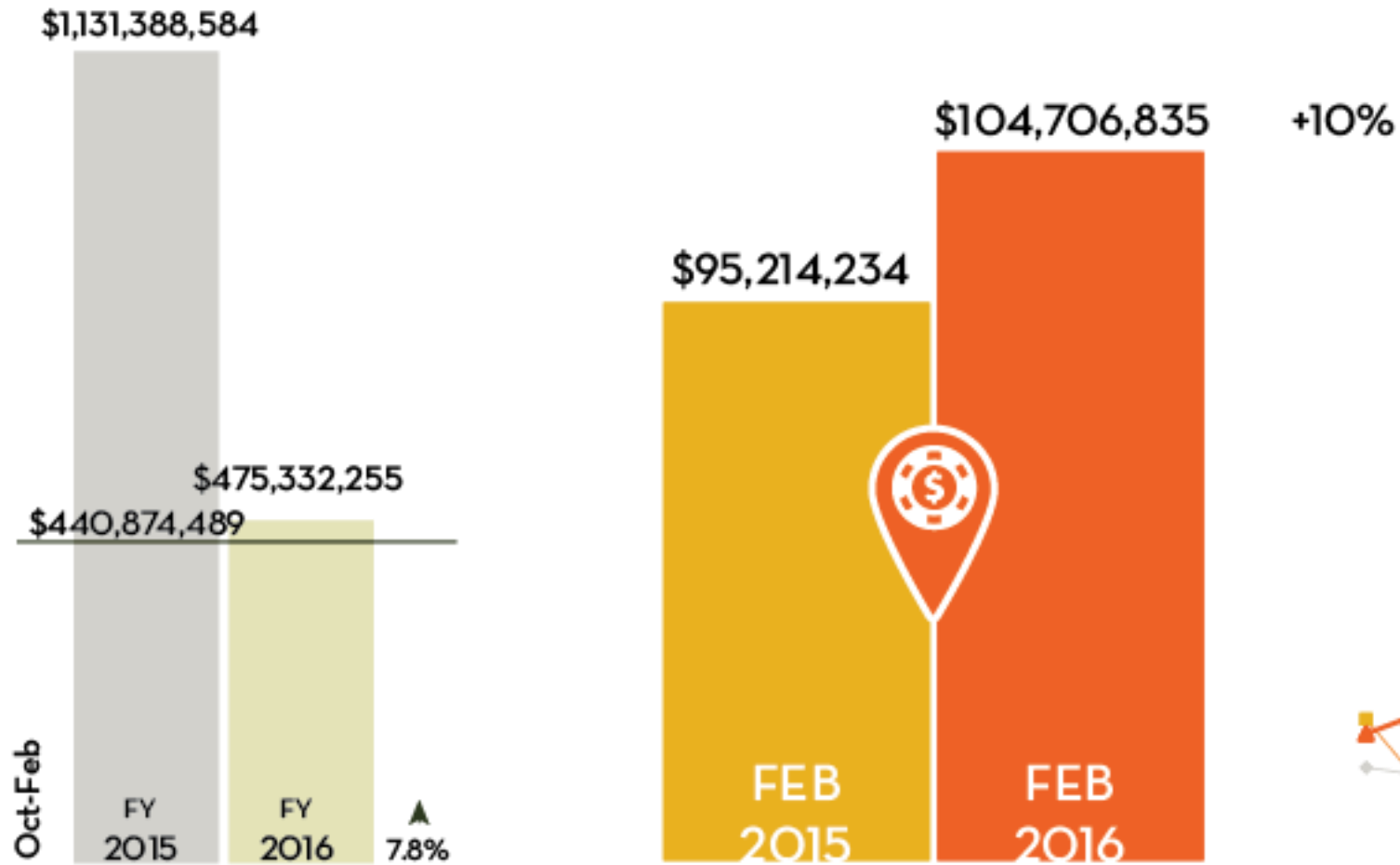




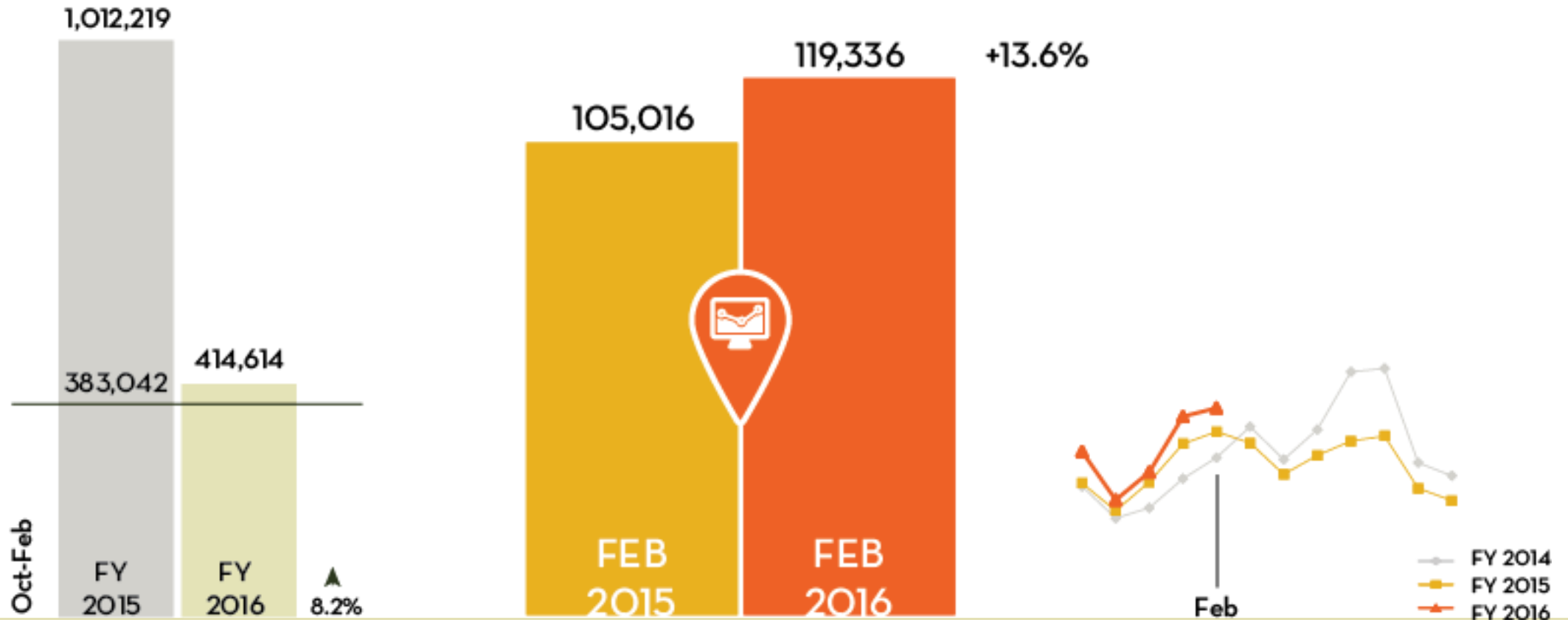
# Leads Issued & Potential Room Nights



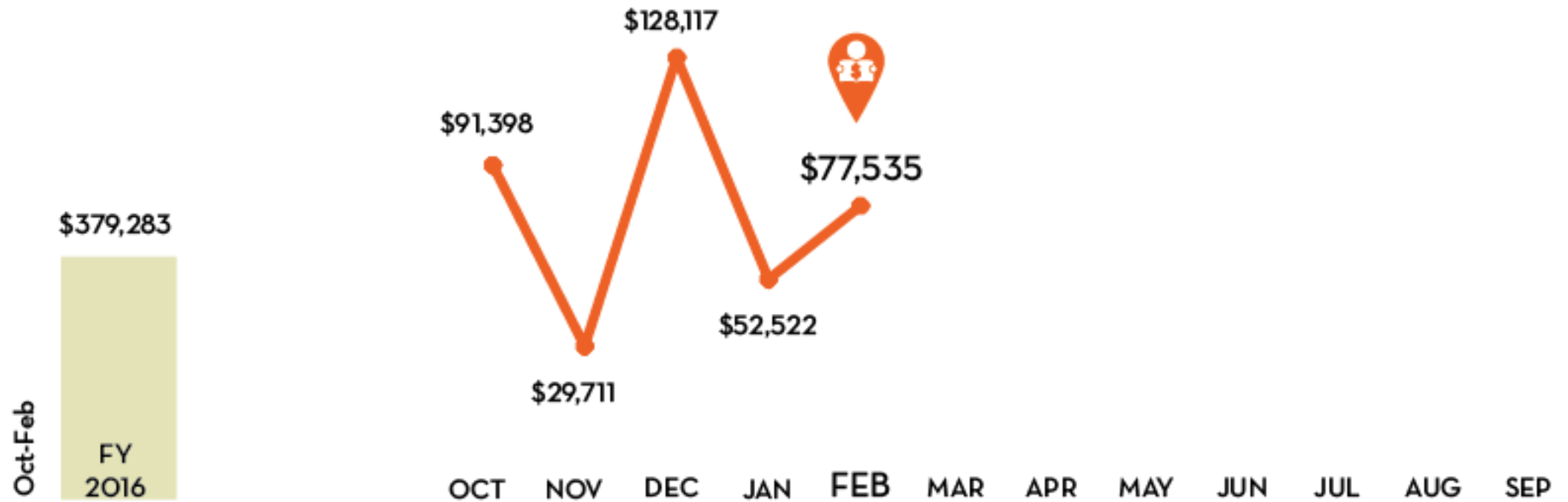
# Gaming Revenue



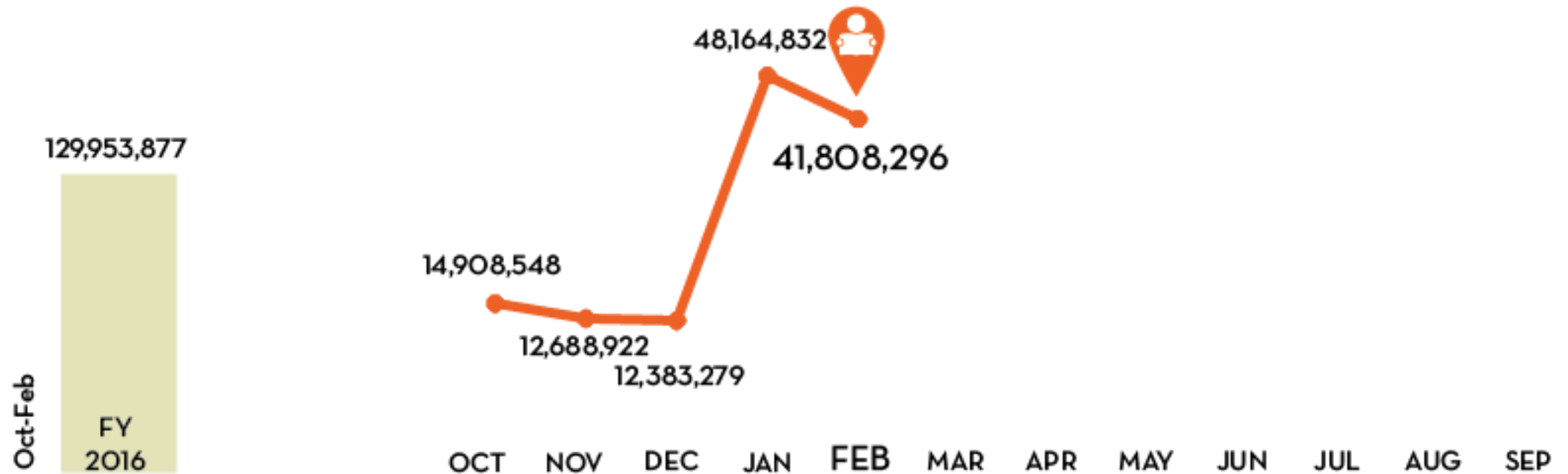
# Google Analytics - Unique Visits



# Media Value

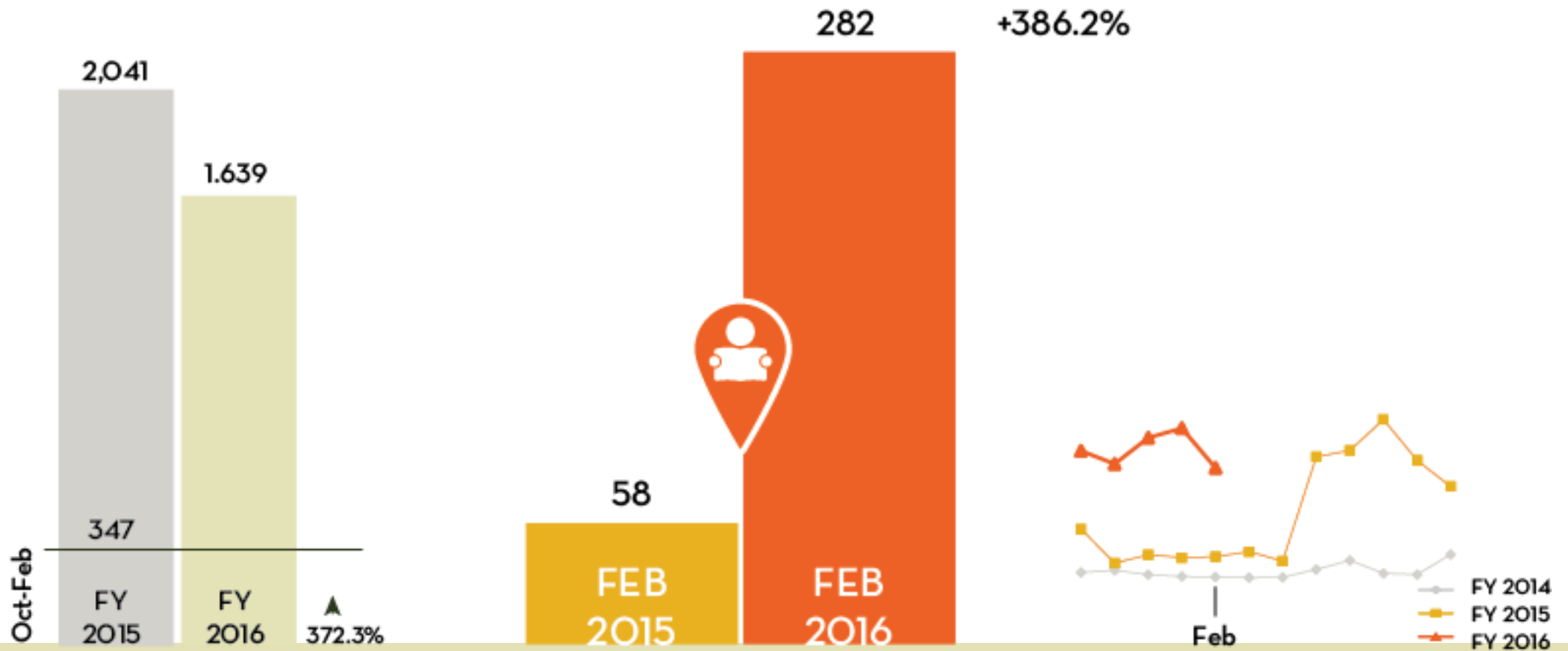


# Impressions

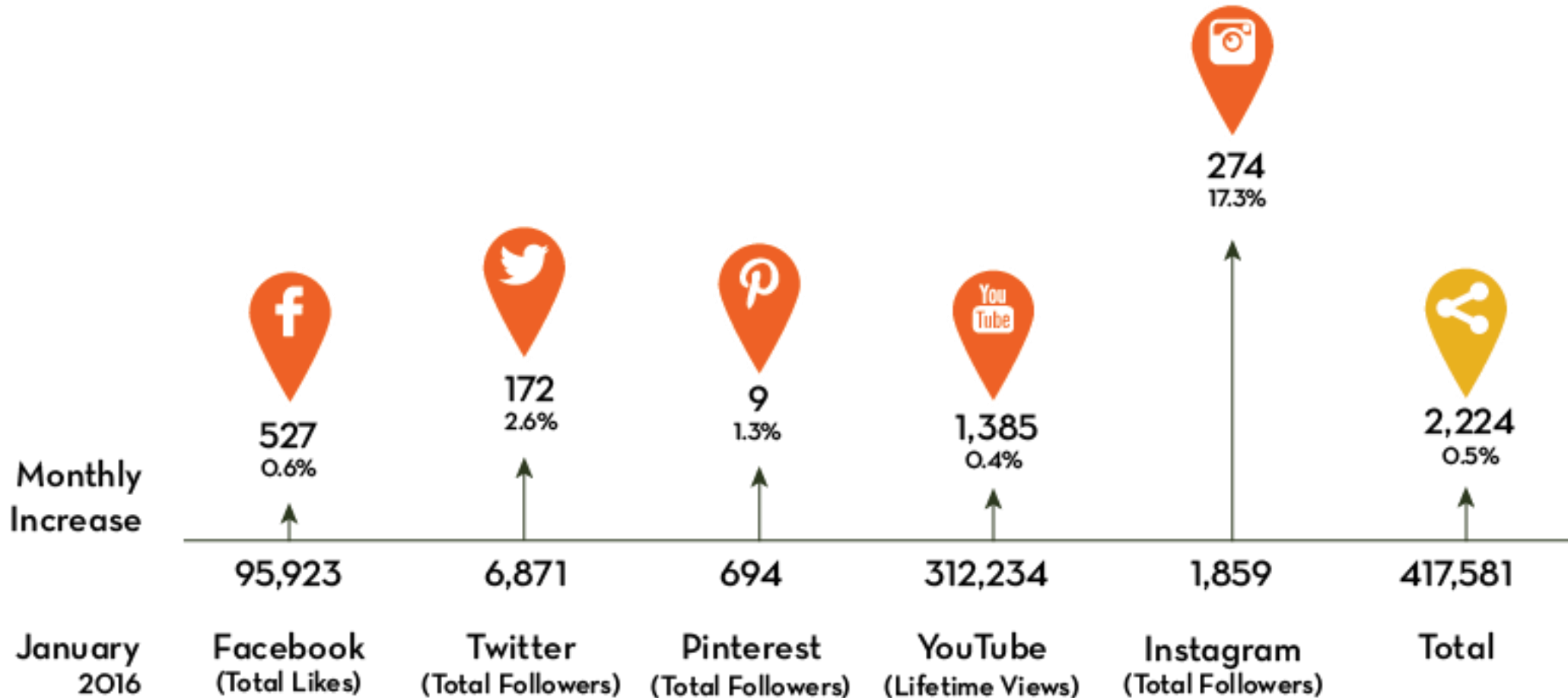




# Number of Articles



# Social Media Metrics



# Awards

