



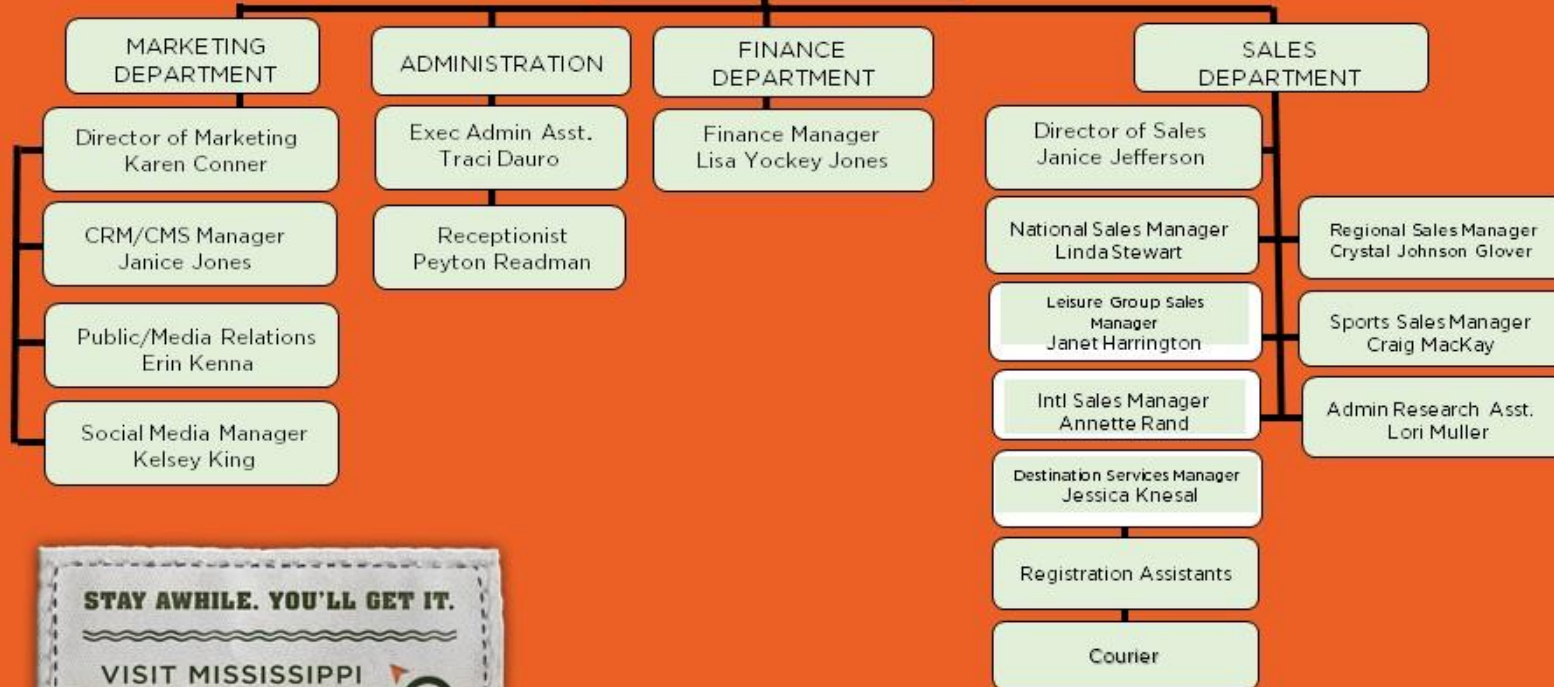
# Visit Mississippi Gulf Coast Annual Meeting December 10, 2015



Visit Mississippi Gulf Coast Board Members FY 2016

Rich Westfall, President	Jeff Descher, Vice President	Clay Wagner, Secretary
Pam Meinzinger, Treasurer	John Carter	Richard Chenoweth
Kim Fritz	Danny Hansen	Chett Harrison
Bill Holmes	Jimmie Ladner	CeCe Shabazz
Duncan McKenzie	Myron Webb	Carla Todd
	Hugh Keating, Legal Counsel	

EXECUTIVE DIRECTOR  
Renée Areng



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[www.gulfcoast.org](http://www.gulfcoast.org)

Visit Mississippi Gulf Coast Team



## Marketing Pillars and initiatives

- Mid-week and off-peak in Harrison County
- Efforts for weekend groups in Jackson and Hancock Counties
- Golf
- Gaming
- Outdoor and recreation
- Culinary
- Culture





- 5% growth in number of hotel rooms over 2014
- 5% growth in Visit Mississippi Gulf Coast revenues
- 5% growth in gaming revenue

5% Growth in 2015



**28,300 FULL-TIME  
EMPLOYEES IN  
HOSPITALITY INDUSTRY**



**JULY 2005**



**LET'S MOVE THE  
TOURISM NEEDLE  
TOGETHER**

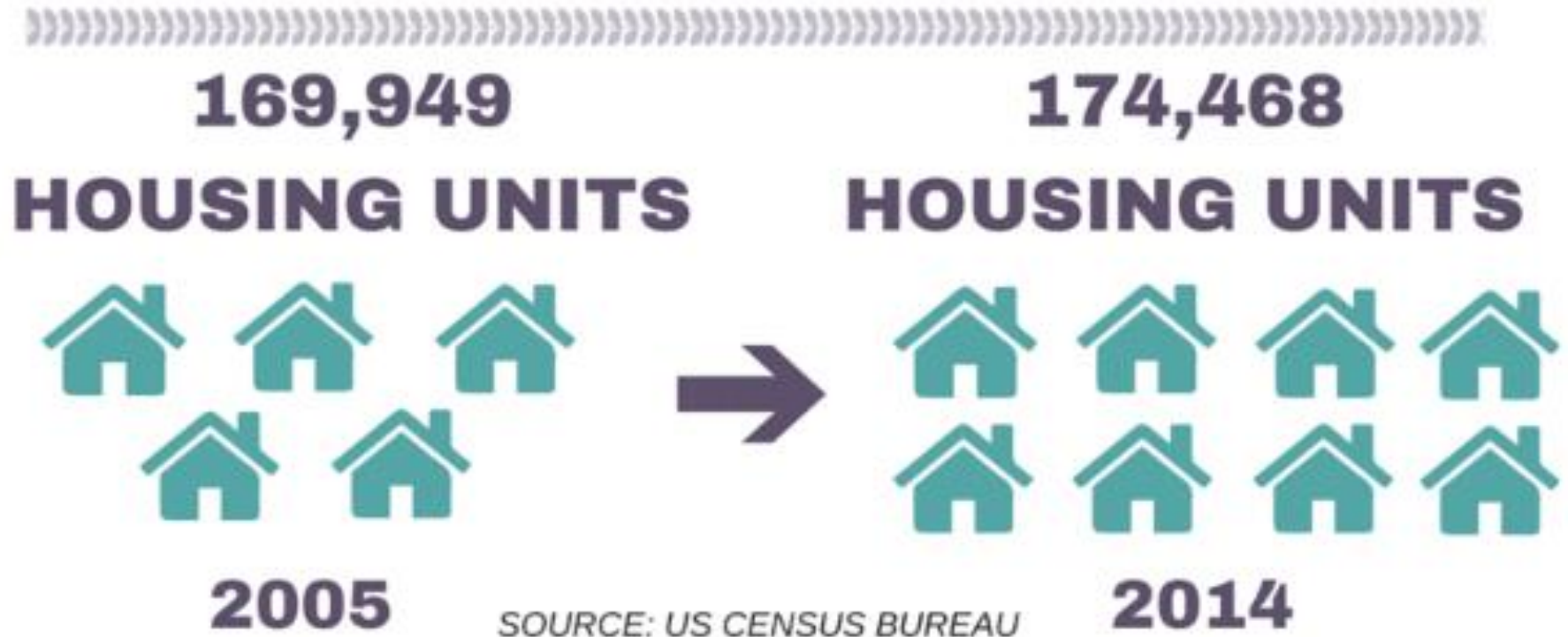
**29,500 FULL-TIME  
EMPLOYEES IN  
HOSPITALITY INDUSTRY**



**JULY 2015**

Key Performance Indicators





Key Performance Indicators



SOURCE: MISSISSIPPI DEVELOPMENT AUTHORITY

Key Performance Indicators



SOURCE: MISSISSIPPI DEVELOPMENT AUTHORITY

# Key Performance Indicators





#FilmMississippi



SOUTHEAST  
TOURISM SOCIETY



The Gulf Coast Classic Company Presents  
**2016 Gulf Coast WINTER CLASSICS™**  
USEF Premier (AA) Rated Event | USEF Jumper Level 4  
FEBRUARY 10-MARCH 20, 2016

MILLION DOLLARS IN PRIZE MONEY and awards

<b>WEEK 1</b>	\$10,000 Welcome \$25,000 Grand Prix
<b>WEEK 2</b>	\$10,000 USHA International Hunter Derby \$10,000 Welcome \$25,000 Grand Prix
<b>WEEK 3</b>	\$10,000 Welcome \$35,000 Grand Prix
<b>WEEK 4</b>	\$10,000 Welcome \$35,000 Grand Prix
<b>WEEK 5</b>	\$10,000 Welcome \$35,000 Grand Prix \$77,700 USHA International Hunter Derby
<b>WEEK 6</b>	\$10,000 Welcome \$10,777 Jumper Derby \$50,777 Grand Prix

USHA National Hunter Derbies  
USHA Pre-Green Challenges  
USHA Pre-Green Incentive Classes

gulfcoastclassiccompany.com

**MH&LA** Mississippi Hotel & Lodging Association



**MISSISSIPPI MCHA**  
GAMING & HOSPITALITY ASSOCIATION

Strategic Partnerships



There will be an app for that!



Mississippi Gulf Coast National Heritage Area





Visit Mississippi Gulf Coast!



A rectangular piece of light-colored, textured burlap fabric is shown. The fabric has a coarse, woven appearance. In the center, the hashtag "#MSCOASTLIFE" is printed in a large, bold, black, sans-serif font. The fabric is bordered by a dark, decorative stitching pattern, possibly a decorative hem or a border made of small, dark stitches. The background is plain white.

**#MSCOASTLIFE**

Social media engagement - more than 2 million impressions!





 alohapaddlingco FOLLOWING

33 likes

alohapaddlingcompany This makes me smile...  
Photo credit @humanperformancelab  
#mscoastlife #sunset #suplife #lovelylife  
#blow #burningman #gullife  
#oceansprings #beach #lifeisbeautiful  
#endoftheday @lindsaymyra #ringsuplife  
#preedingthealoha  
humanperformancelab Lindsey enjoying life! Awesome!  
darrenblatt



 popbrothers FOLLOWING

20 likes

popbrothers #Repost @foodieamigos with @repostapp  
...  
#popbrothers #popsicles #yummy I had cucumber jalapeño lime... #foodieamigos #furtherout #astronaut #mscoastlife #streetgulfport

Add a comment...

## More than 20 partners actively participated in #MSCoastLife throughout November



 holidayinn FOLLOWING

wilmscoast and mikesdpl\_judd like this

holidayinn Stay cozy drinking hot chocolate or coffee when you stay at the Holiday Inn Gulfport #holidayinn #mscoastlife #hg #hgwardsclub #vstms

Add a comment...

Social media engagement - more than 2 million impressions!



- 83% surveyed visited the Coast
- Rated experience on the Coast 8.5 out of 10!
- Experiences while here:
  - Dining
  - Gaming
  - Beaches
  - Golf
  - Culinary
  - Shopping



“What is the first thing that comes to mind when you think of the Mississippi Gulf Coast?”







- Total spend per trip \$1,608
- Stayed an average of 4.46 days
- Average number of travel party is 2.9
- \$124.32 spent per day per person



Visitor Spending



BOOK NOW!

Check-in   Check-out   Choose    OR CALL 800-555-5555

~~~~~ **WELCOME TO THE MISSISSIPPI GULF COAST** ~~~~~

Come visit the Mississippi Gulf Coast and see for yourself what the fuss is about. Whether you want to relax at the beach, play a few rounds of golf, eat fresh Gulf seafood or explore world-class casinos, our 62 miles of scenic shoreline has what you're looking for. So go on, get plannin' and we'll see you when you get here.





- 5% growth in number of hotel rooms over 2014
- 5% growth in Visit Mississippi Gulf Coast revenues
- 5% growth in gaming revenue



5% Growth in 2015



- Filmed at more than 40 locations
- Worked with more than 20 partners in all three counties
- WLOX and Sun Herald joined on treks and will be publishing stories

Google Trekker!







FY 2016



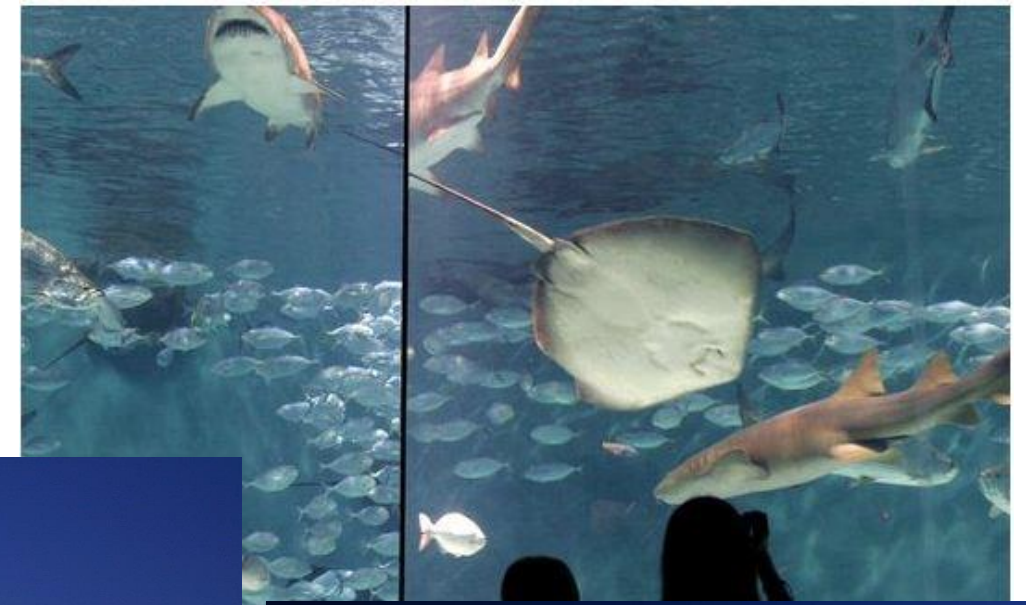
CARING FOR LOCALS FIRST  
MEANS BEING BETTER  
ON THE GLOBAL STAGE.

SKIFT

#SKIFT2020

Front line Training in partnership with USM





Development across the Coast!





# TRAVEL

IS THE WORLD'S  
LARGEST INDUSTRY,

**LETS START ACTING LIKE IT.**

SKIFT

#SKIFT2020



▲ Respondents expect increase over previous year  
▼ Respondents expect decrease over previous year

## Number of Meetings Planned

|                                         | NORTH AMERICA | EUROPE | CENTRAL/<br>S. AMERICA | ASIA   |
|-----------------------------------------|---------------|--------|------------------------|--------|
| Sales/Marketing                         | 12.2 ▲        | 20.1 ▲ | 11.7 ▲                 | 12.3 ▲ |
| Training                                | 15.7 ▲        | 21.9 ▲ | 12.1 ▲                 | 10.6 ▲ |
| Internal Team Meeting                   | 14.7 ▲        | 22.7 ▲ | 11.0                   | 10.7 ▲ |
| Product Launch (Internal/External)      | 5.1 ▲         | 8.3 ▲  | 11.8 ▲                 | 5.0 ▲  |
| Conferences/Trade shows                 | 10.0 ▲        | 20.2 ▲ | 11.8 ▲                 | 8.9 ▲  |
| Senior Leadership Meeting/Board Meeting | 8.1 ▲         | 12.9 ▲ | 10.9 ▲                 | 6.3 ▲  |
| Advisory Board                          | 7.6 ▲         | 11.3 ▲ | 8.1 ▲                  | 7.5 ▲  |
| Incentive/Special events                | 6.2 ▲         | 8.2 ▲  | 9.7 ▲                  | 6.4 ▲  |

Meetings Trends



# WE BELIEVE

THE BUSINESS  
FUTURE OF TRAVEL  
IS AT THE  
INTERSECTION  
OF **TECHNOLOGY**  
**+ MARKETING.**

SKIFT

#SKIFT2020



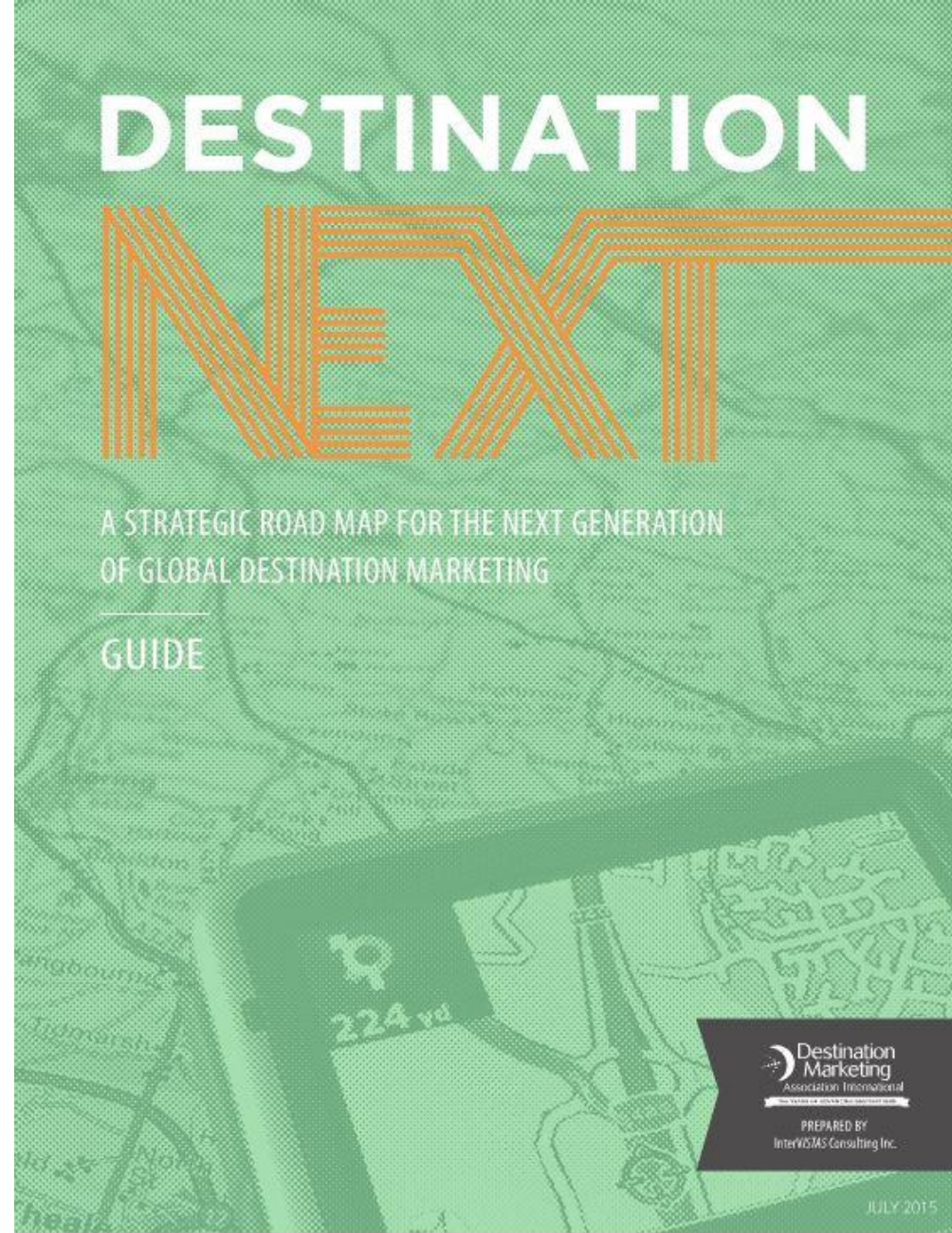
# DESTINATION

# NEXT

A STRATEGIC ROAD MAP FOR THE NEXT GENERATION  
OF GLOBAL DESTINATION MARKETING

Destination Next





Destination Next Phase 2



## Community Support & Engagement



Destination Next Phase 2

# Destination Strength



Destination Next Phase 2



Thank you for joining us!

