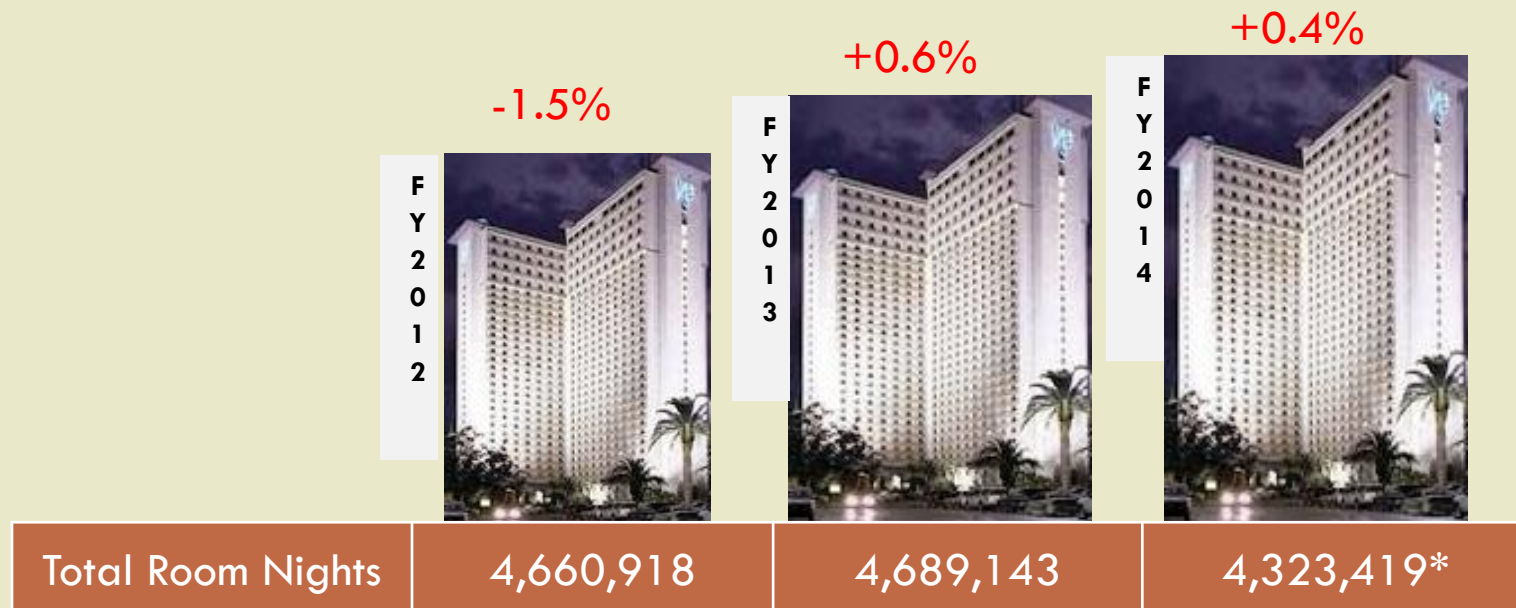




2

# HOTEL OCCUPANCY

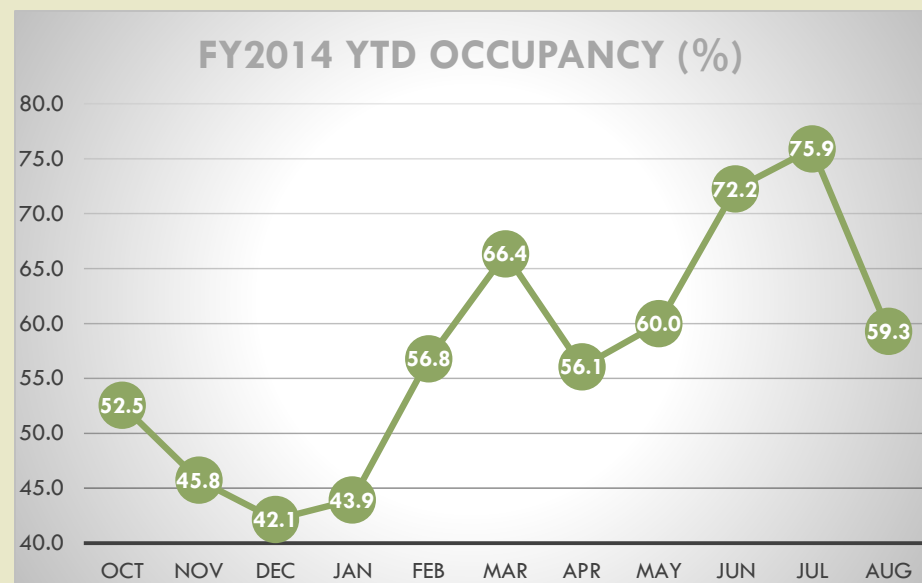


\*Note: FY2014 numbers are FY YTD, August 2014

# Regional Hotel Occupancy

3

| Annual      | FY2012 | FY2013 | FY2014* |
|-------------|--------|--------|---------|
| Occupancy % | 63.0   | 59.4   | 57.4    |
| % Δ         | +2.5%  | -5.7%  | -4.4%   |
| ADR (\$)    | 82.00  | 83.62  | 86.20   |
| % Δ         | -1.3%  | +2.0%  | +2.7%   |
| RevPAR (\$) | 51.93  | 49.65  | 49.50   |
| % Δ         | +1.1%  | -4.4%  | -1.8%   |



| FY2014-YTD    | Oct   | Nov   | Dec   | Jan   | Feb   | Mar   | Apr   | May   | Jun   | Jul   | Aug   |
|---------------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|
| Occupancy (%) | 52.5  | 45.8  | 42.1  | 43.9  | 56.8  | 66.4  | 56.1  | 60.0  | 72.2  | 75.9  | 59.3  |
| ADR           | 87.45 | 76.74 | 75.53 | 74.59 | 80.38 | 84.24 | 86.61 | 89.44 | 94.95 | 95.54 | 89.25 |
| RevPAR        | 45.95 | 35.11 | 31.84 | 32.77 | 45.65 | 55.90 | 48.56 | 53.66 | 68.60 | 72.52 | 52.96 |

\*Note: FY2014 numbers are FY YTD, August 2014

# Occupancy and ADR – September 2014

Weekday vs. Weekend (Running 28 Day)

4

| Harrison County | Sun   | Mon   | Tues  | Wed   | Thurs | WD    | Fri   | Sat   | WE    | Total |
|-----------------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|
| Occupancy (%)   | 48.6  | 43.1  | 50.3  | 50.5  | 47.4  | 48.0  | 62.9  | 75.5  | 69.2  | 54.1  |
| ADR (\$)        | 89.08 | 82.60 | 84.26 | 83.89 | 82.84 | 84.58 | 93.67 | 99.91 | 97.07 | 89.15 |
| RevPAR (\$)     | 43.33 | 35.62 | 42.38 | 42.38 | 39.26 | 40.59 | 58.96 | 75.39 | 67.17 | 48.19 |

| Jackson County | Sun   | Mon   | Tues  | Wed   | Thurs | WD    | Fri   | Sat   | WE    | Total |
|----------------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|
| Occupancy (%)  | 41.5  | 40.4  | 44.3  | 44.3  | 41.9  | 42.5  | 47.1  | 56.2  | 51.7  | 45.1  |
| ADR (\$)       | 62.75 | 63.13 | 64.74 | 64.64 | 62.77 | 63.64 | 65.58 | 70.16 | 68.07 | 65.09 |
| RevPAR (\$)    | 26.03 | 25.48 | 28.70 | 28.61 | 26.30 | 27.02 | 30.91 | 39.41 | 35.16 | 29.35 |

| Gulf Coast Region | Sun   | Mon   | Tues  | Wed   | Thurs | WD    | Fri   | Sat   | WE    | Total |
|-------------------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|
| Occupancy (%)     | 47.0  | 42.0  | 48.4  | 48.6  | 45.8  | 46.4  | 59.7  | 71.6  | 65.6  | 51.9  |
| ADR               | 83.88 | 78.26 | 80.07 | 79.79 | 78.64 | 80.17 | 88.66 | 94.67 | 91.94 | 84.42 |
| RevPAR            | 39.45 | 32.91 | 38.79 | 38.79 | 36.02 | 37.19 | 52.90 | 67.75 | 60.33 | 43.80 |

# CASINO OCCUPANCY

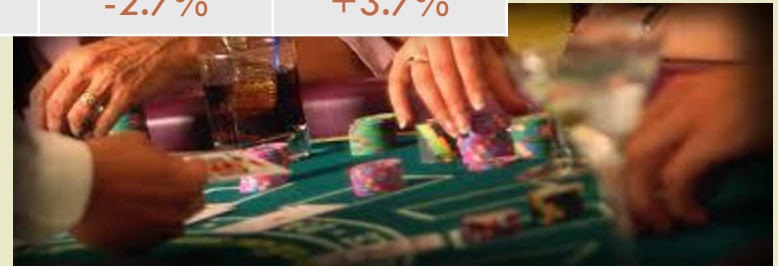
| Annual            | FY2012    | FY2013    | FY2014*   |
|-------------------|-----------|-----------|-----------|
| Total Room Nights | 2,057,744 | 2,021,005 | 1,545,635 |
| % Δ               | +1.0%     | -1.8%     | +2.2%     |
| Occupancy %       | 86.7      | 85.9      | 88.7      |
| % Δ               | +5.2%     | -0.8%     | +4.7%     |
| ADR (\$)          | 74.84     | 83.62     | 85.88     |
| % Δ               | -1.3%     | +2.0%     | +2.7%     |
| RevPAR (\$)       | 51.93     | 49.65     | 49.15     |
| % Δ               | +1.1%     | -4.4%     | -1.0%     |

\*Note: FY2014 numbers are FY YTD, Quarterly Reports ending June 30, 2014

# Regional Casino Statistics

6

| Annual                          | FY2012     | FY2013     | FY2014*    |
|---------------------------------|------------|------------|------------|
| # of Conferences                | 832        | 920        | 796        |
| % Δ                             | N/A        | +10.6%     | +19.0%     |
| Conference Attendees            | 110,820    | 121,231    | 88,779     |
| % Δ                             | N/A        | 9.4%       | 30.7%      |
| Ticketed Show/Concert Attendees | 304,993    | 400,519    | 365,345    |
| % Δ                             | N/A        | 31.3%      | 37.5%      |
| # of Patrons                    | 14,916,344 | 14,514,756 | 11,368,329 |
| % Δ                             | -4.2%      | -2.7%      | +3.7%      |



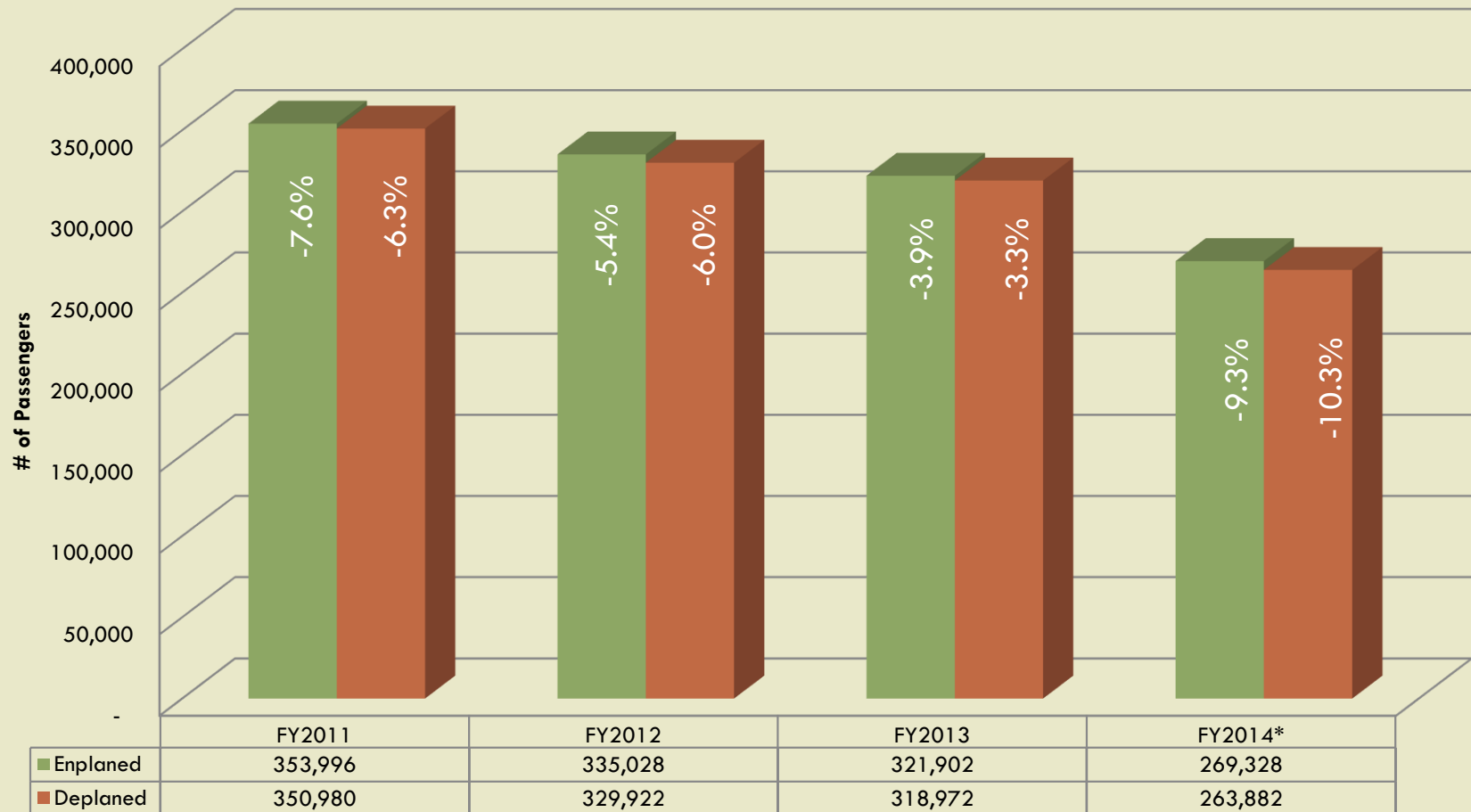
\*Note: FY2014 numbers are FY YTD: Mississippi Gaming Commission, Quarterly Reports ending June 30, 2014

# AIRPORT ENPLANEMENTS



# Enplaned/Deplaned

8

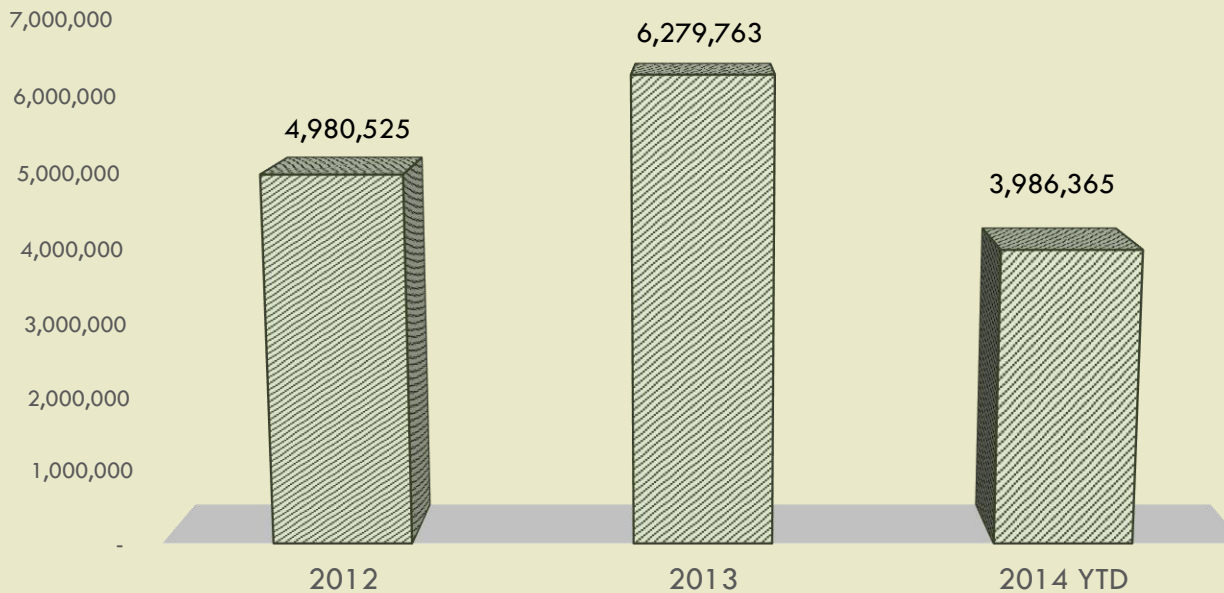


\*Note: FY2014 numbers are FY YTD, August 2014



# MSGC ATTRACTIONS

## ATTRACTION VISITORS



\*Note: FY2014 numbers are FY YTD, August 2014

# Number of Attraction Visitors

10

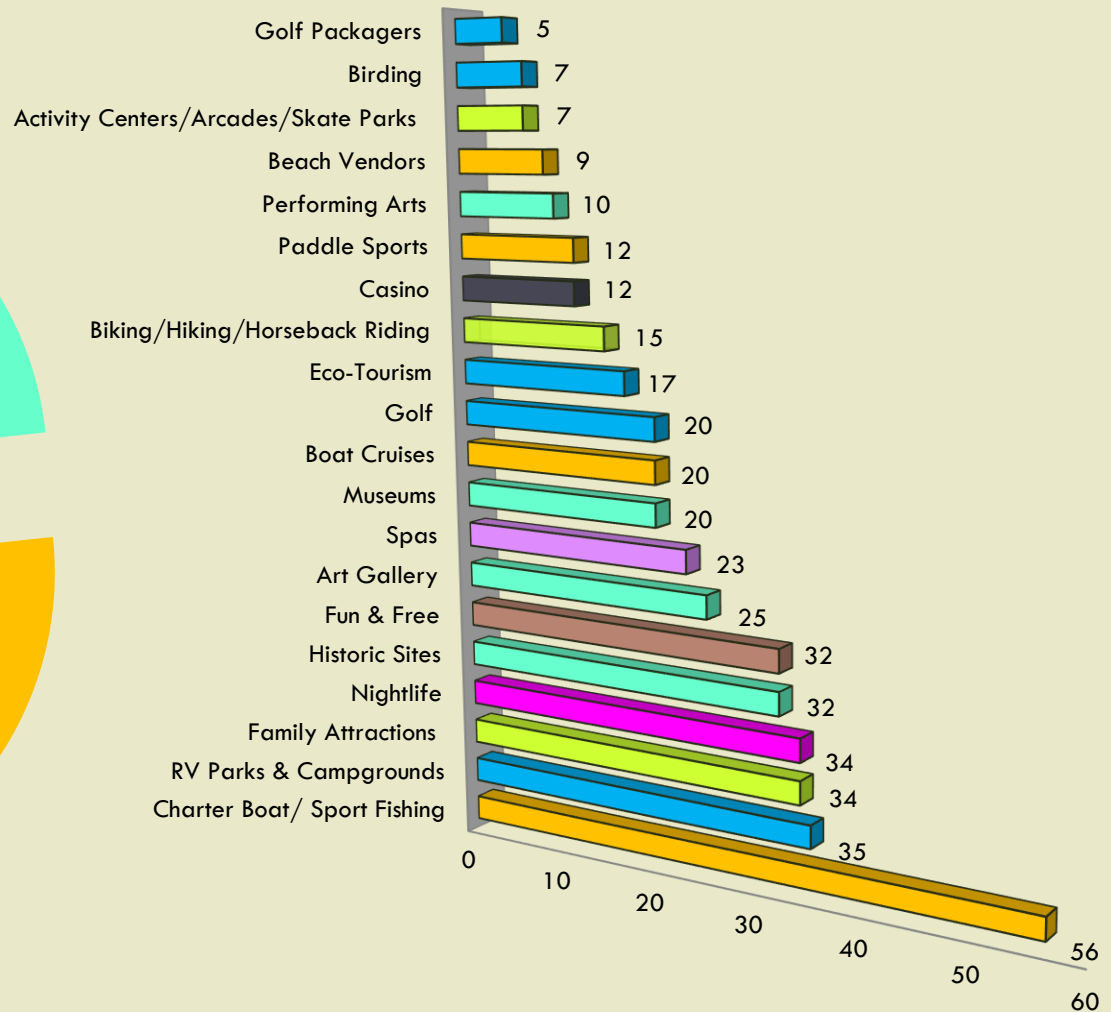
| Category                     | 2011      | 2012      | 2013      | 2014 YTD  | % Reporting |
|------------------------------|-----------|-----------|-----------|-----------|-------------|
| <i>All Attractions</i>       | 4,271,770 | 4,980,525 | 6,279,762 | 3,986,364 | 32%         |
| Arts & Culture               | 299,608   | 597,947   | 1,061,664 | 577,725   | 21%         |
| Beaches & Outdoor Activities | 171,280   | 170,229   | 182,096   | 135,983   | 22%         |
| Casinos                      | 301,629   | 317,102   | 500,007   | 168,782   | N/A         |
| Family                       | 504,583   | 907,942   | 1,533,846 | 1,129,567 | 24%         |
| Golf                         | 116,909   | 108,196   | 91,980    | 55,886    | 18%         |
| Nightlife                    | 2,864,619 | 2,864,619 | 2,895,003 | 1,907,495 | 15%         |
| Spas                         | 13,141    | 14,491    | 15,167    | 10,927    | 11%         |

\*Note: FY2014 numbers are FY YTD, August 2014

# Attraction Segmentation

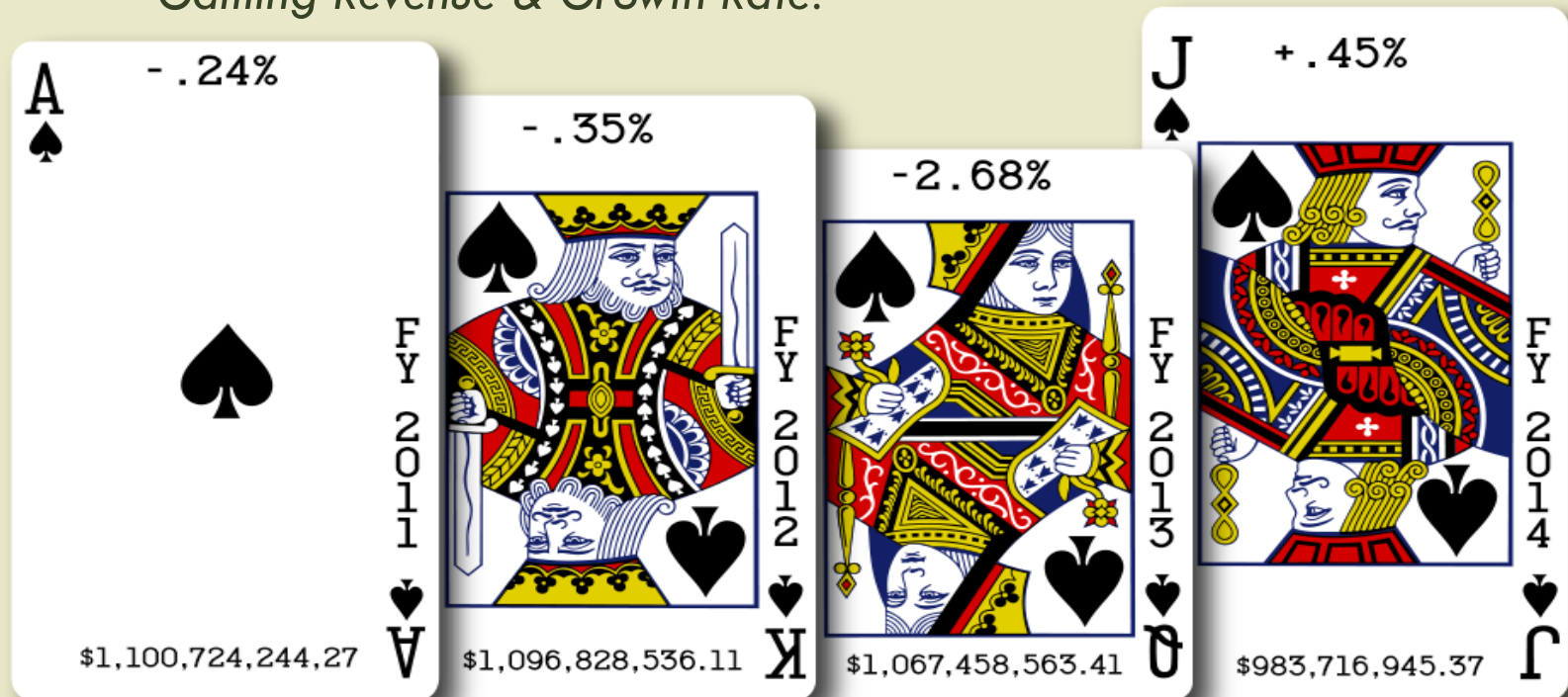
# Category Breakdown

11



# MSGC GAMING REVENUE

*Gaming Revenue & Growth Rate:*



\*Note: FY2014 numbers are FY YTD, August 2014

# Gaming Revenue by FY

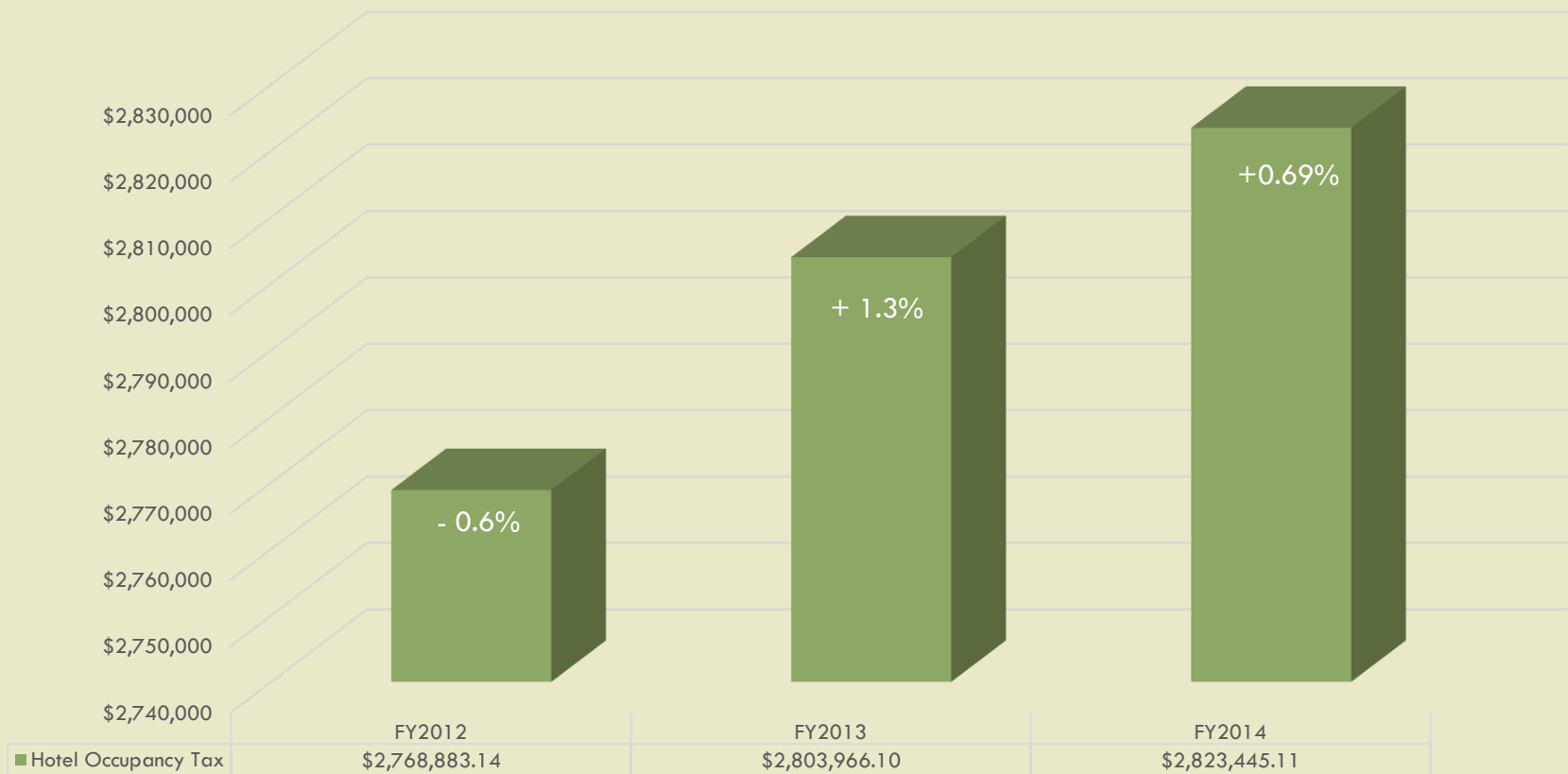
13



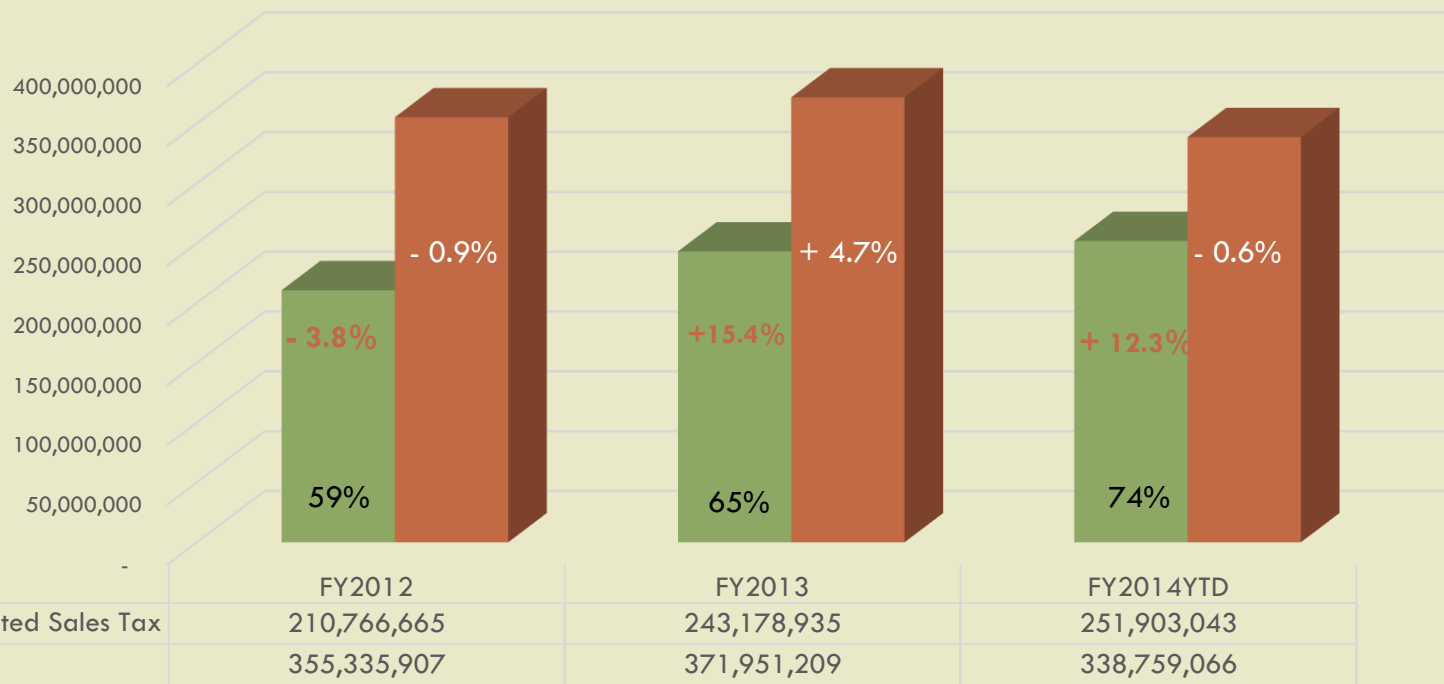
\*Note: FY2014 numbers are FY YTD, August 2014

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# HOSPITALITY OCCUPANCY TAX



# SALES TAX



\*State reporting methodology changed in FY2013

\*Note: FY2014 numbers are FY YTD, August 2014

# CVB PERFORMANCE

## MEDIA RELATIONS:

| Articles    | March      | April        | May         | June           | July        | August       | FYTD           |
|-------------|------------|--------------|-------------|----------------|-------------|--------------|----------------|
| Media Value | \$8,642.41 | \$637,767.55 | \$28,540.56 | \$1,965,163.11 | \$26,387.41 | \$199,747.61 | \$7,856,349.41 |
| Identified  | 5          | 6            | 26          | 49             | 16          | 13           | 400            |

## INQUIRIES:

|              | August | FYTD   |
|--------------|--------|--------|
| USA 800      | 970    | 11,590 |
| CVB In-House | 101    | 1,272  |

## GOOGLE ANALYTICS:

| VISITOR OVERVIEW         | August  | FYTD      |
|--------------------------|---------|-----------|
| Sessions (Visits)        | 159,414 | 1,728,589 |
| Users (Unique Visits)    | 126,896 | 1,261,238 |
| Page Views               | 658,594 | 7,595,914 |
| Pages per Session        | 4.13    | 4.39      |
| Average Session Duration | 0:03:00 | 0:03:37   |
| Bounce Rate              | 44.69%  | 40.97%    |
| % of New Sessions        | 72.81%  | 71.02%    |



# CVB PERFORMANCE

## BANNER ADVERTISEMENTS:

| August 2014                    | Banner Page Impressions | Click Thru | Average Time on Banner Page | FYTD Banner Page Impressions | FYTD Click Thru |
|--------------------------------|-------------------------|------------|-----------------------------|------------------------------|-----------------|
| Mississippi Gulf Seafood Trail | 14,083                  | 170        | 2:23                        | 61,130                       | 815             |
| South Beach Biloxi Hotel       | 3,545                   | 256        | 1:52                        | 85,798                       | 3,591           |
| Island View Casino Resort      | 18,191                  | 304        | 1:11                        | 179,081                      | 3,124           |
| Palace Casino                  | 18,191                  | 208        | 1:11                        | 197,388                      | 2,743           |
| Preserve Golf Course           | 2,578                   | 42         | 1:18                        | 26,691                       | 596             |
| MSHLA Golf Ad/Golf             | 2,578                   | 27         | 1:18                        | 26,691                       | 398             |
| MSHLA Golf Ad/Hotels           | 3,545                   | 12         | 1:52                        | 85,798                       | 171             |

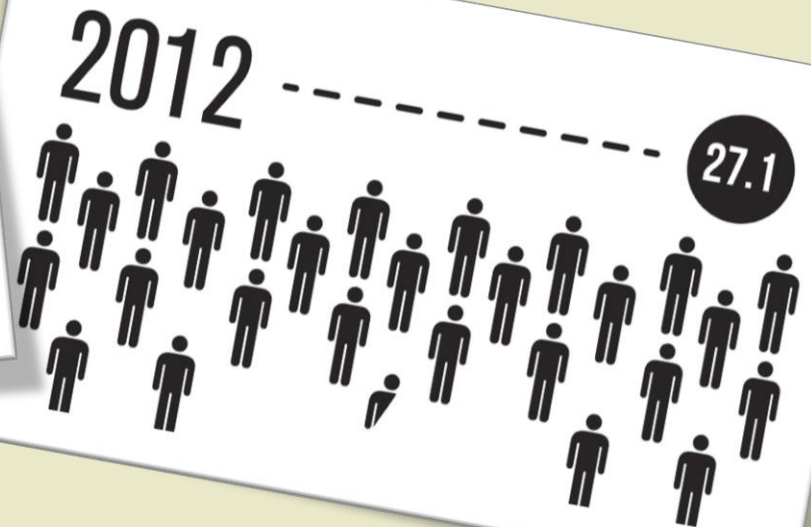
\*Note: FY2014 numbers are FY YTD, August 2014

# CVB PERFORMANCE

## CONVENTION SALES:

| MS Gulf Coast        | August | FYTD   | Goal    | Est. Direct Spend |
|----------------------|--------|--------|---------|-------------------|
| Tentative Leads      | 17     | 137    | 200     | \$2,479,500       |
| Attendees            | 3,306  | 40,915 |         |                   |
| Room Nights          | 8,216  | 67,828 | 100,000 |                   |
| Definite Bookings    | 2      | 53     | 100     | \$918,750         |
| Attendees            | 1,225  | 11,267 |         |                   |
| Room Nights          | 2,535  | 18,058 | 50,000  |                   |
| Conventions Serviced | 6      | 106    | 110     | \$1,788,750       |
| Attendees            | 2,385  | 36,165 |         |                   |

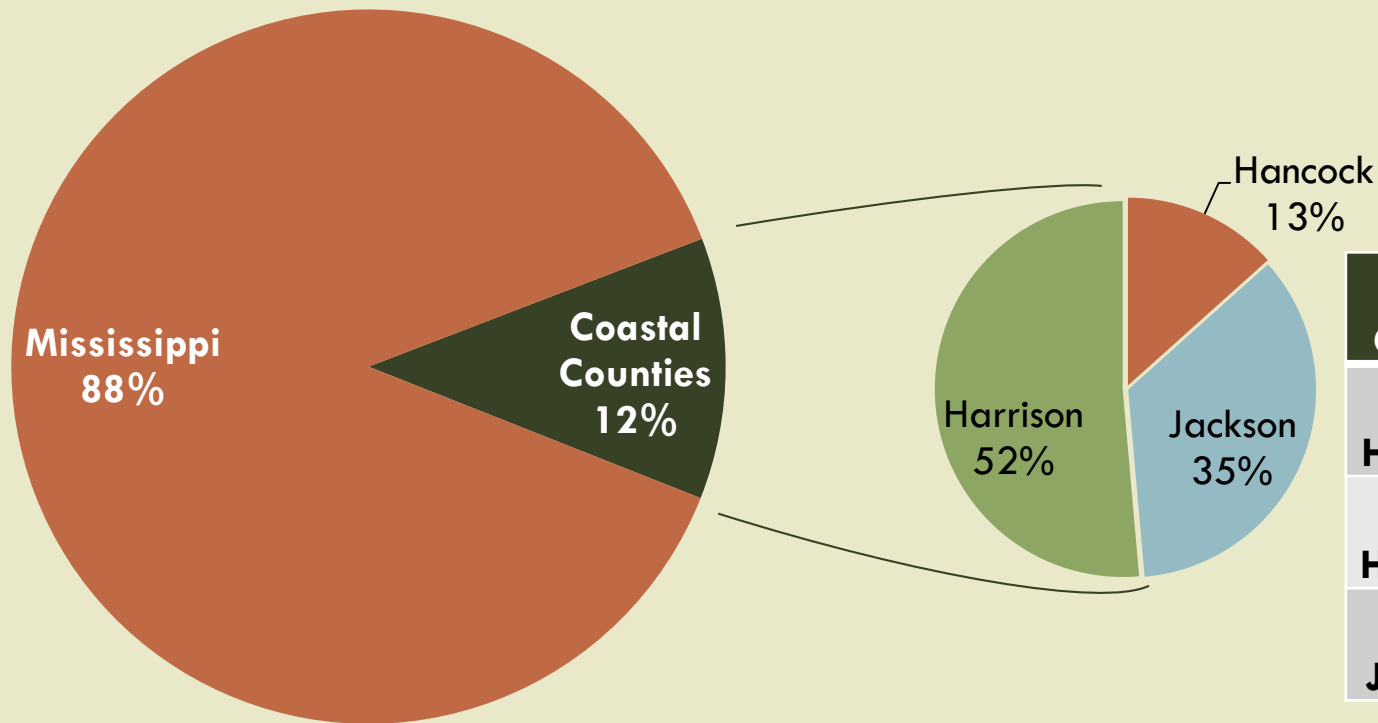
# HOSPITALITY EMPLOYMENT



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## COASTAL COUNTY HOUSEHOLDS

*# of Coastal County Households (2013): 172,207*



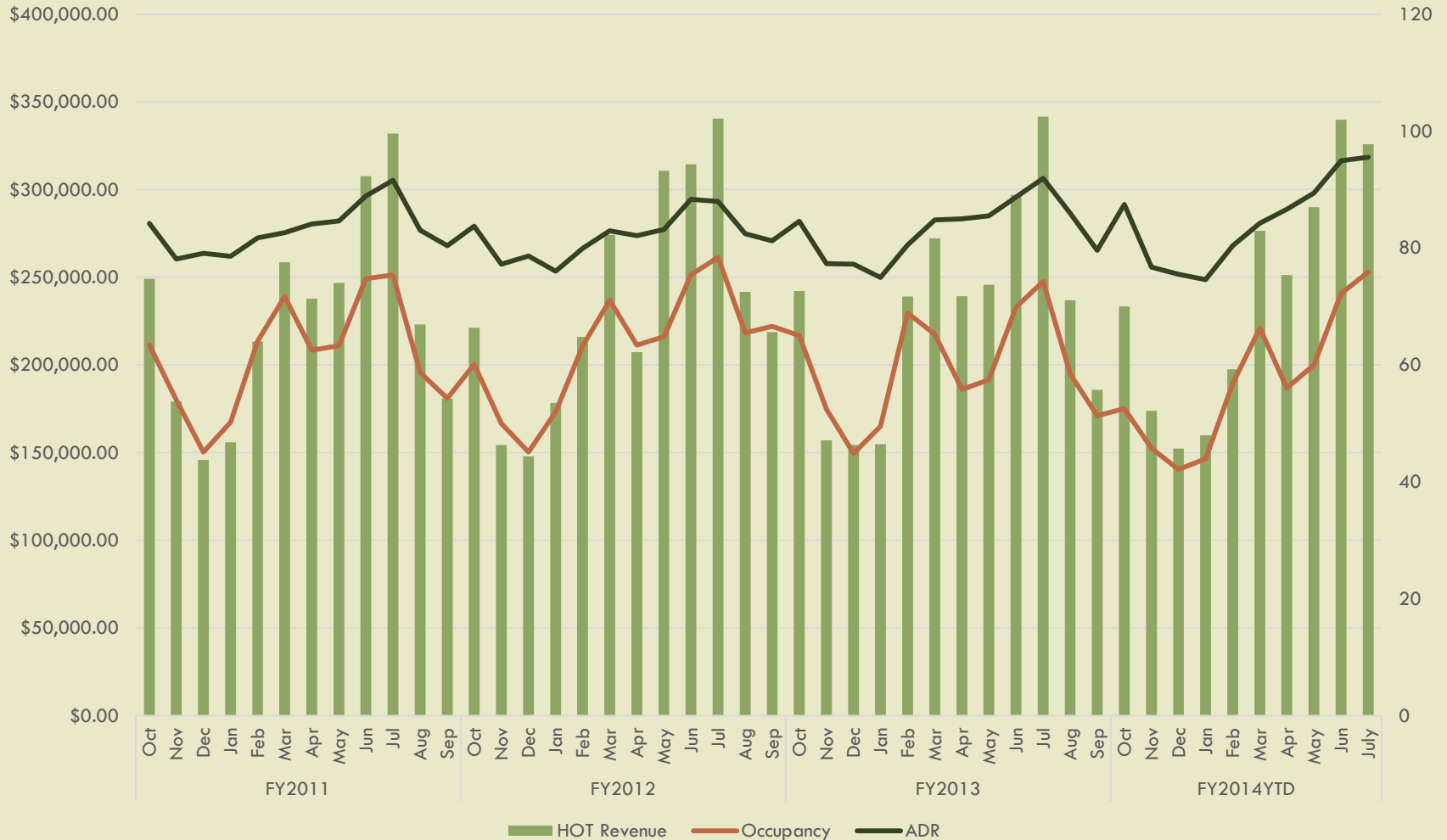
*\*Coastal Counties include: Hancock, Harrison & Jackson County  
Source: US Census Bureau*

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# COMPARATIVE DATA

# Hotel Occupancy Tax v. Occupancy Rate & ADR

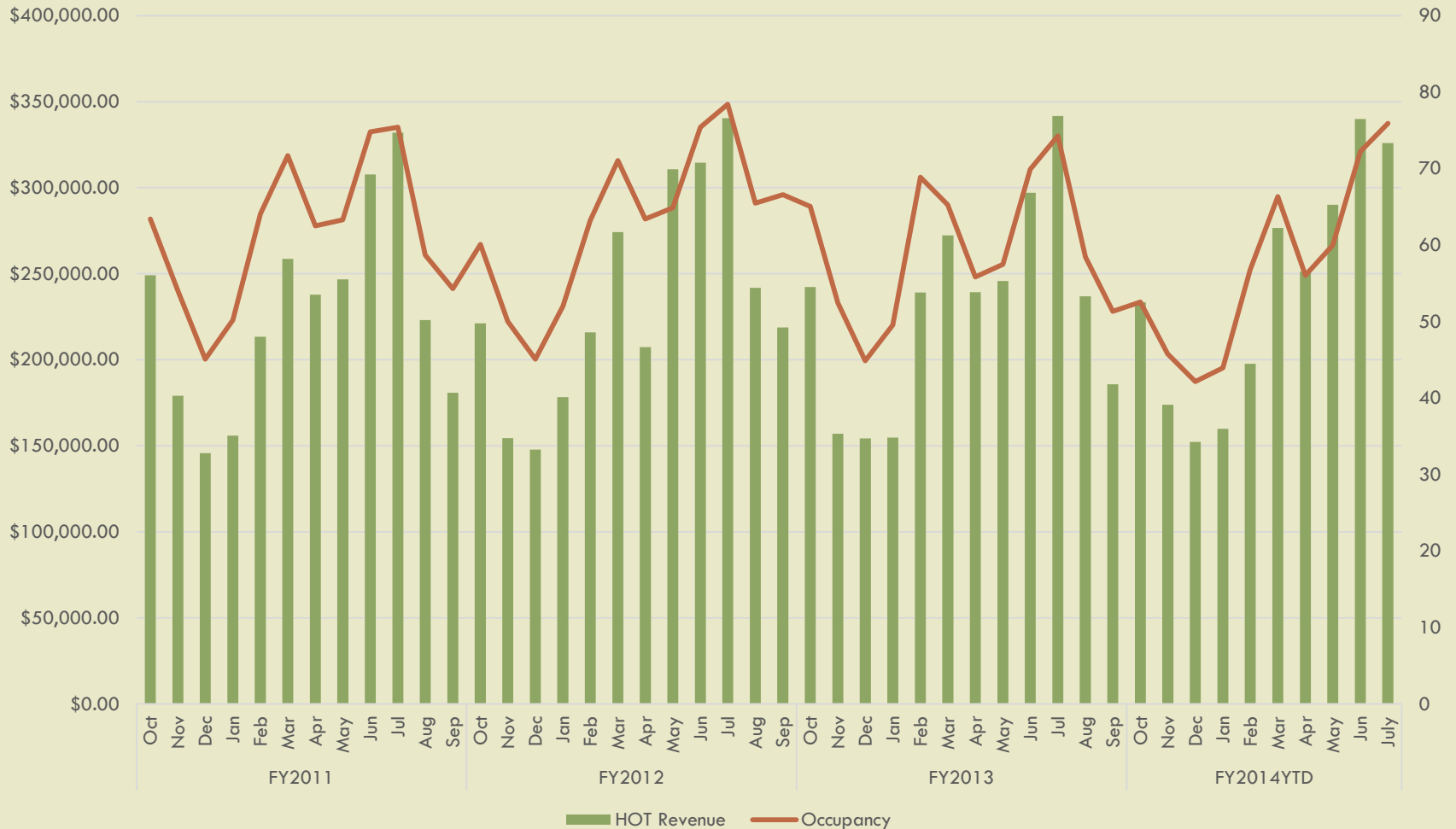
22



\*Note: FY2014 numbers are FY YTD, July 2014

# Hotel Occupancy Tax and Occupancy Rate

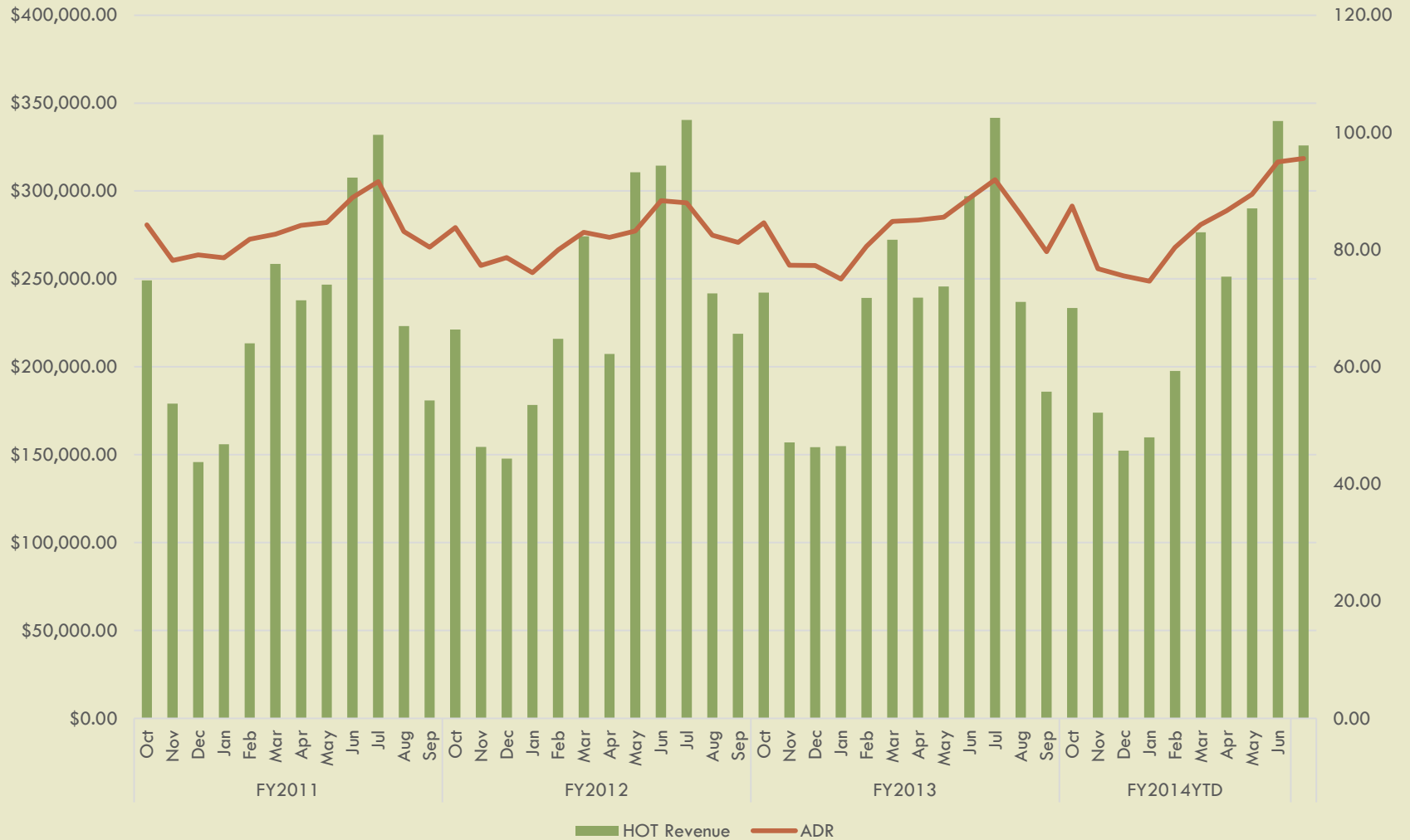
23



\*Note: FY2014 numbers are FY YTD, July 2014

# Hotel Occupancy Tax and ADR

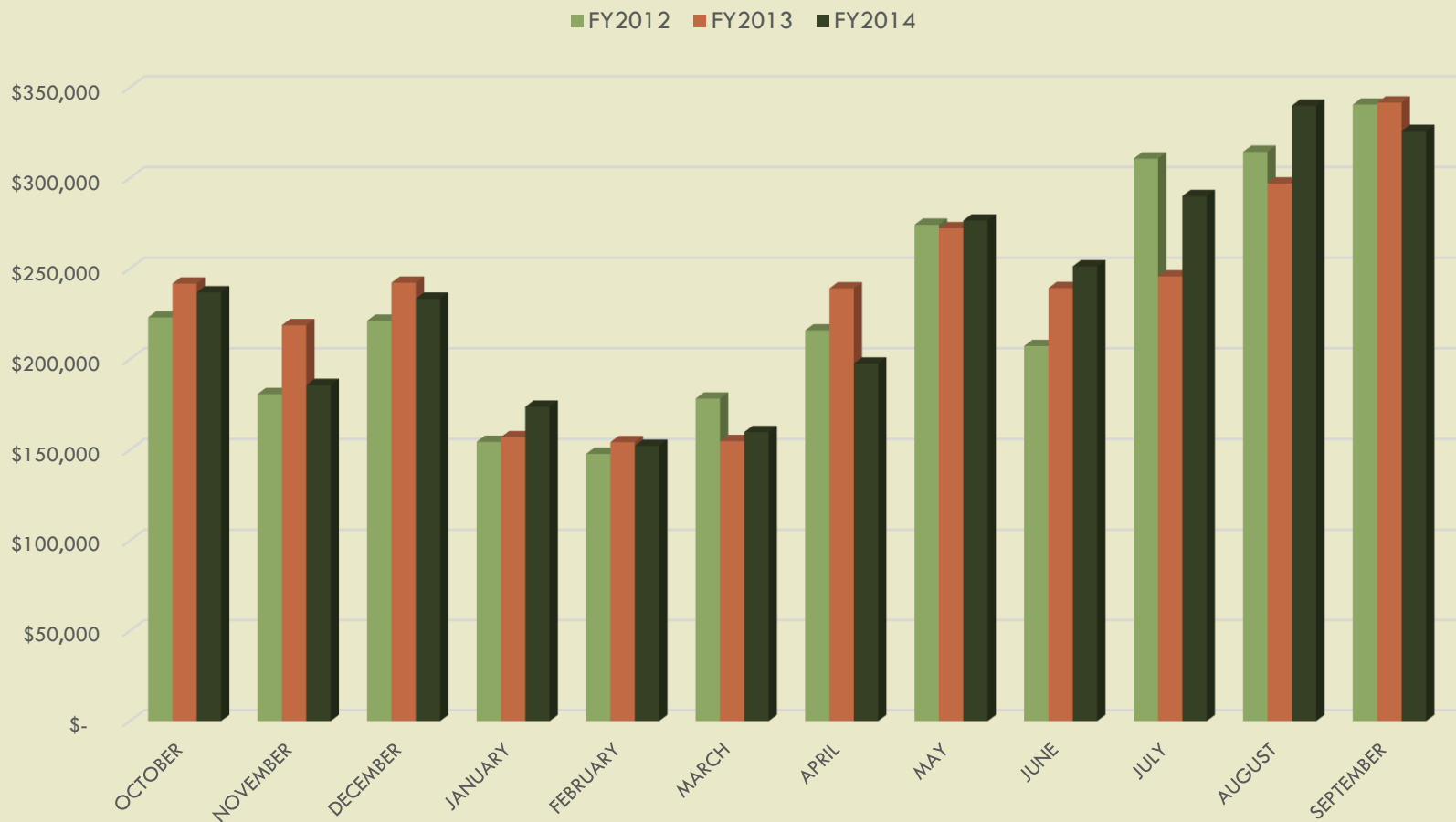
24





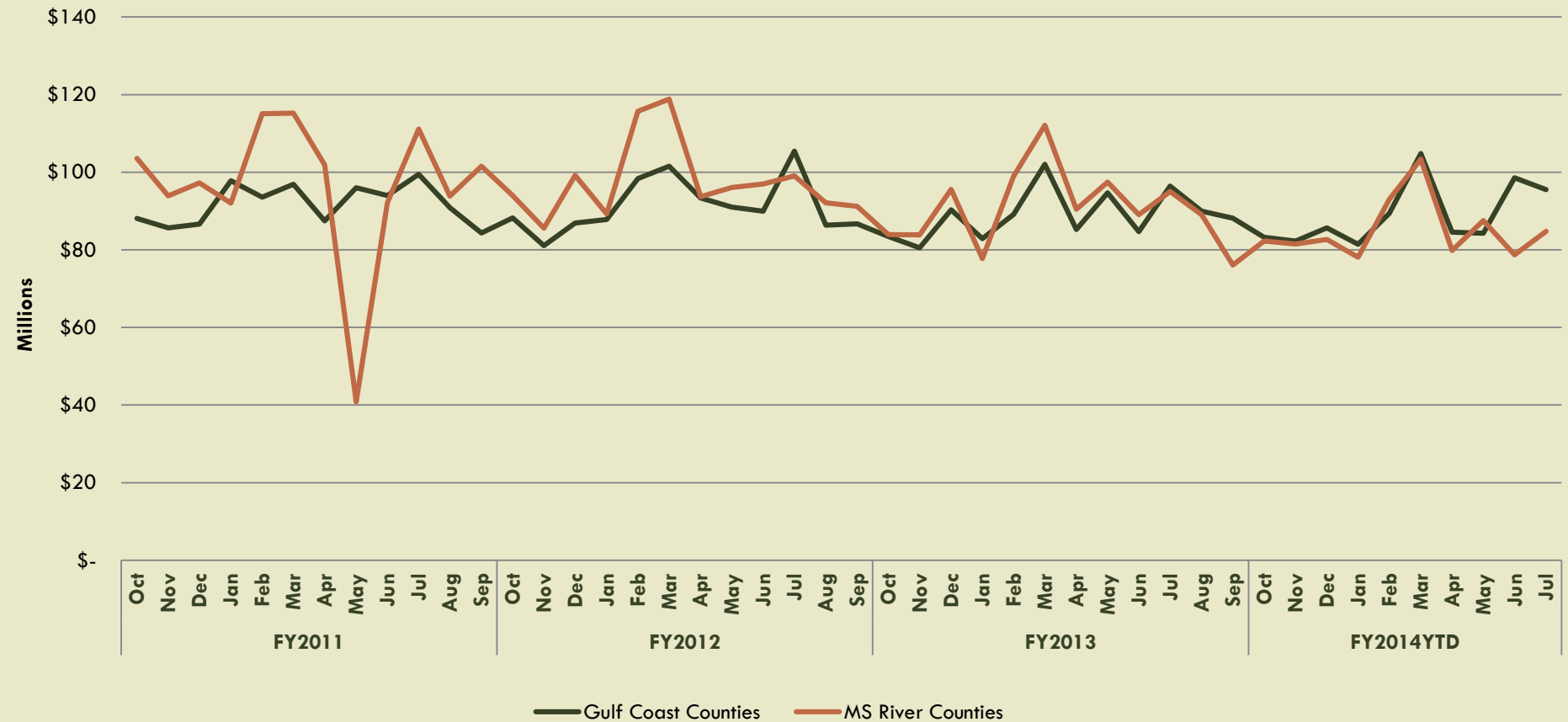
# Hotel Occupancy Tax Month to Month

25



# Gulf Coast vs. River Counties Gaming Revenue

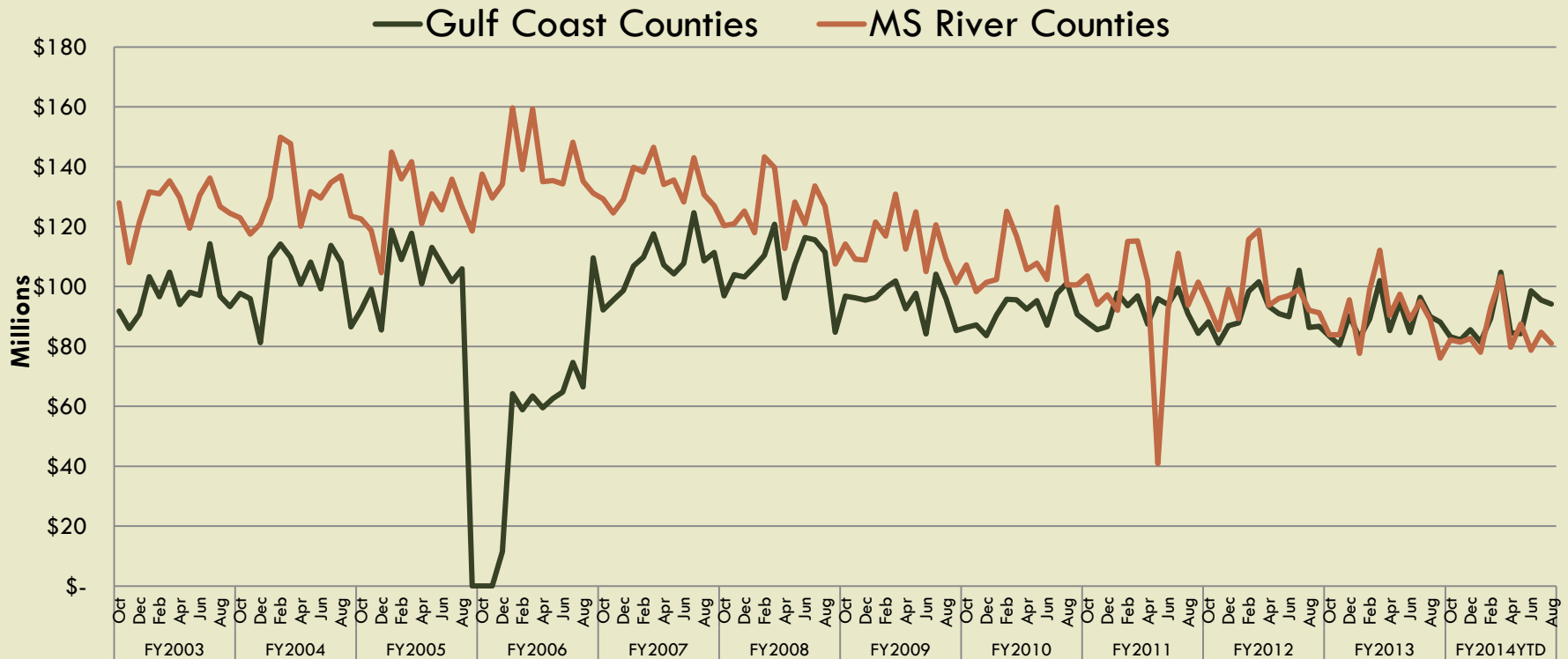
26



\*Note: FY2014 numbers are FY YTD, July 2014

# GC vs. River Counties Long Term Gaming Revenue Trend

27



\*Note: FY2014 numbers are FY YTD, August 2014