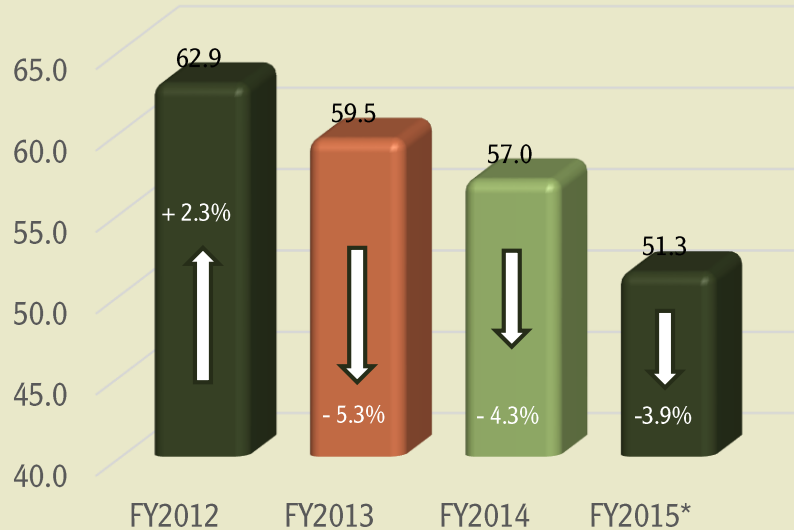




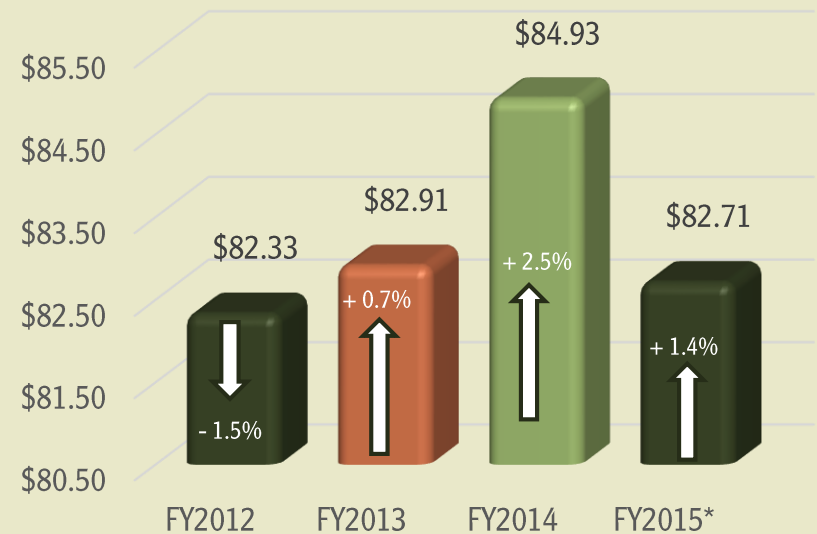
# HOTEL OCCUPANCY & ADR - Annual

## Occupancy (%)



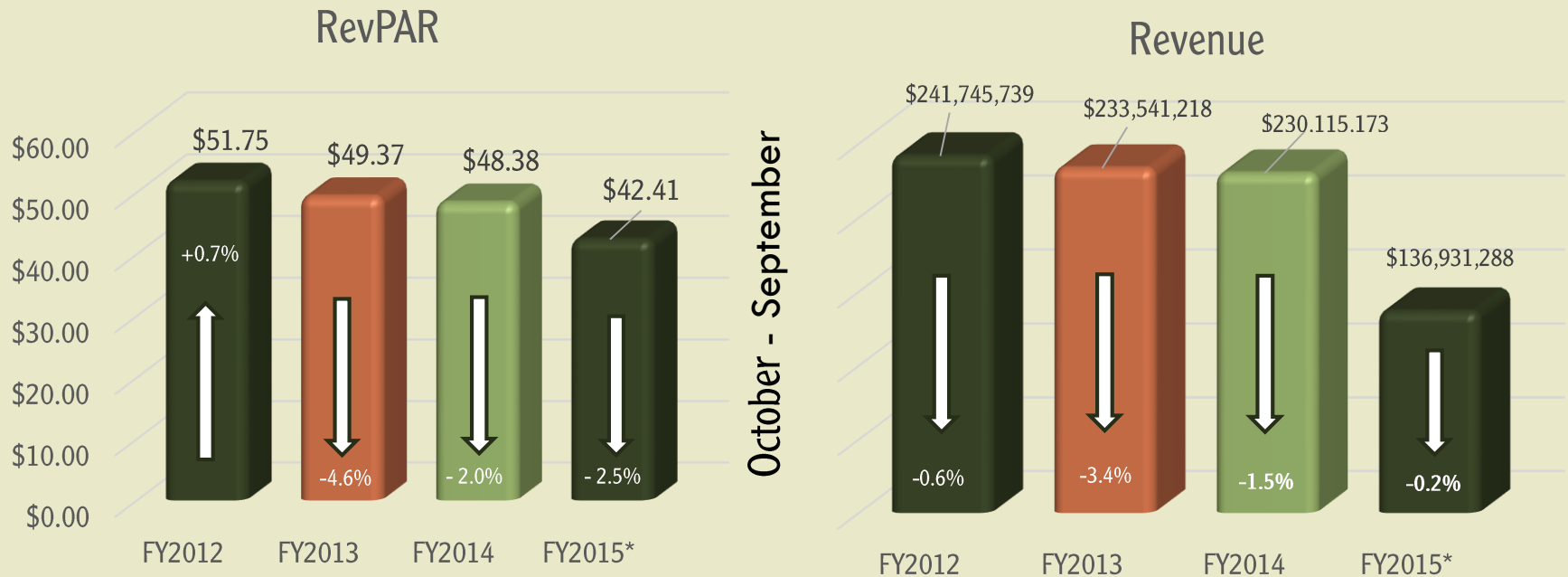
## Average Daily Rate

October - September



\*Note: FY2015 numbers are FY YTD, October 2014 – May 2015

# HOTEL REVPAR & REVENUE - Annual



\*Note: FY2015 numbers are FY YTD, October 2014 – May 2015

# Occupancy and ADR – May 2015

## Weekday vs. Weekend

4

Harrison County	Sun	Mon	Tues	Wed	Thurs	WD	Fri	Sat	WE	Total
Occupancy (%)	47.7	48.9	54.4	55.8	52.7	74.7	84.4	51.9	79.5	59.0
ADR (\$)	89.45	84.00	85.13	85.77	84.93	103.15	108.50	85.91	105.99	92.89
RevPAR (\$)	42.70	41.06	46.27	47.82	44.77	77.02	91.59	44.60	84.31	54.85
Jackson County	Sun	Mon	Tues	Wed	Thurs	WD	Fri	Sat	WE	Total
Occupancy (%)	46.7	46.1	50.6	51.8	51.5	64.9	71.7	49.4	68.3	54.3
ADR (\$)	60.71	61.31	63.24	62.94	60.70	69.49	73.48	61.76	71.58	64.95
RevPAR (\$)	28.34	28.29	32.00	32.63	31.28	45.12	52.67	30.54	48.89	35.28
Gulf Coast Region	Sun	Mon	Tues	Wed	Thurs	WD	Fri	Sat	WE	Total
Occupancy (%)	47.3	47.8	52.9	54.3	52.1	72.5	81.8	50.9	77.1	57.7
ADR (\$)	83.24	79.05	80.43	80.81	79.58	96.58	101.92	80.67	99.41	87.14
RevPAR	39.38	37.77	42.51	43.87	41.43	70.06	83.33	41.06	76.69	50.26

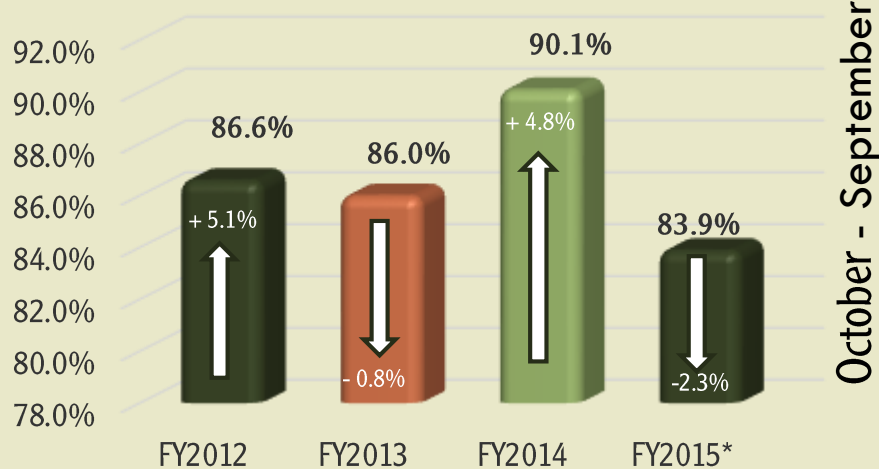
# CASINO OCCUPANCY

Annual	FY2012	FY2013	FY2014	FY2015*
Total Room Nights Available	2,057,746	2,020,768	2,079,286	1,042,440
	+1.0%	-1.8%	+2.9%	+2.4%
Total Room Nights	1,782,696	1,737,471	1,872,907	874,763
	+6.2%	-2.5%	+7.8%	0.0%
Occupancy %	86.6	86.0	90.1	83.9
	+5.1%	-0.8%	+4.8%	-2.3%
ADR (\$)	71.82	72.90	73.24	68.57
	-4.2%	+1.5%	+0.5%	-0.5%
RevPAR (\$)	62.22	62.68	65.97	57.54
	+0.7%	+0.7%	+5.2%	-2.7%
Revenue (\$)	128,038,635	126,663,190	137,165,351	59,985,314
	+1.8%	-1.1%	+8.3%	-0.4%

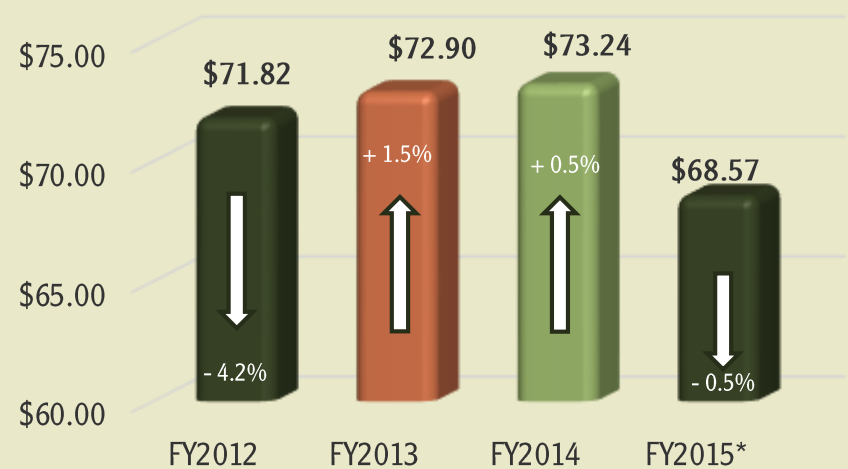
Note: Mississippi Gaming Commission, FY2015 is YTD, Quarterly Reports ending March 31, 2015

# CASINO OCCUPANCY & ADR

## Occupancy Rate



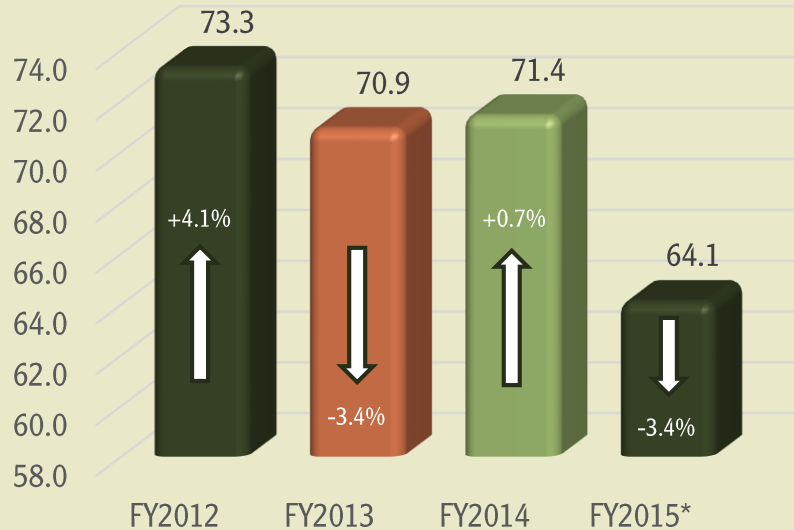
## Average Daily Rate



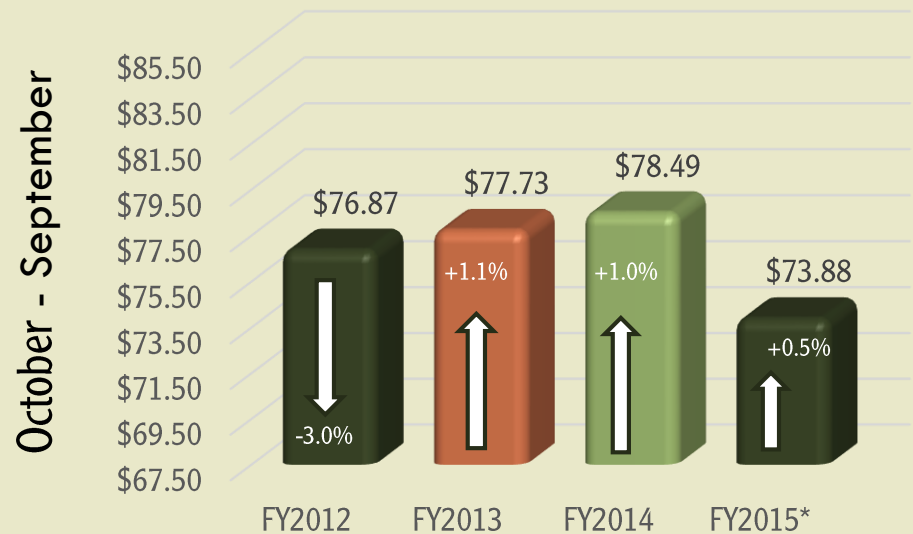
Note: Mississippi Gaming Commission FY2015 is YTD, Quarterly Reports ending March 31, 2015

# ALL OCCUPANCY & ADR - Annual

## Occupancy (%)



## Average Daily Rate



October - September

\*Note: FY2015 is YTD, Quarterly Reports ending March 31, 2015

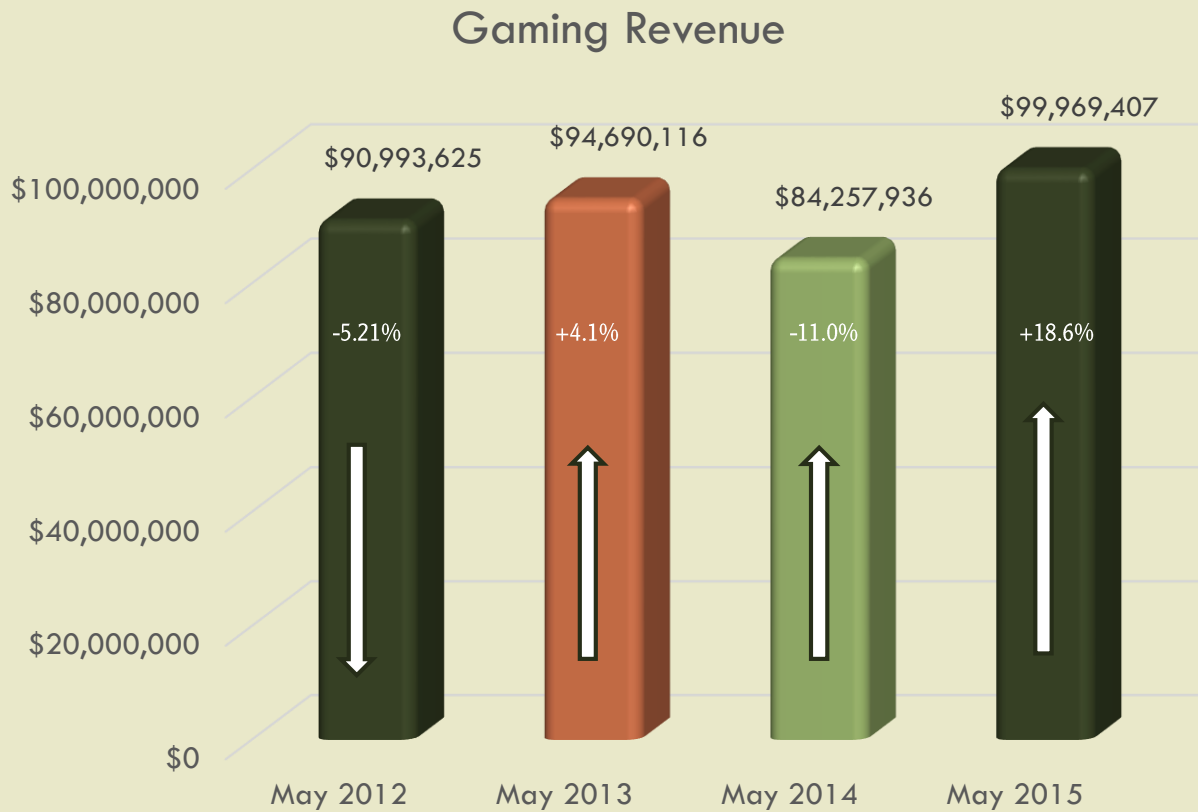
# Gaming Revenue by FY



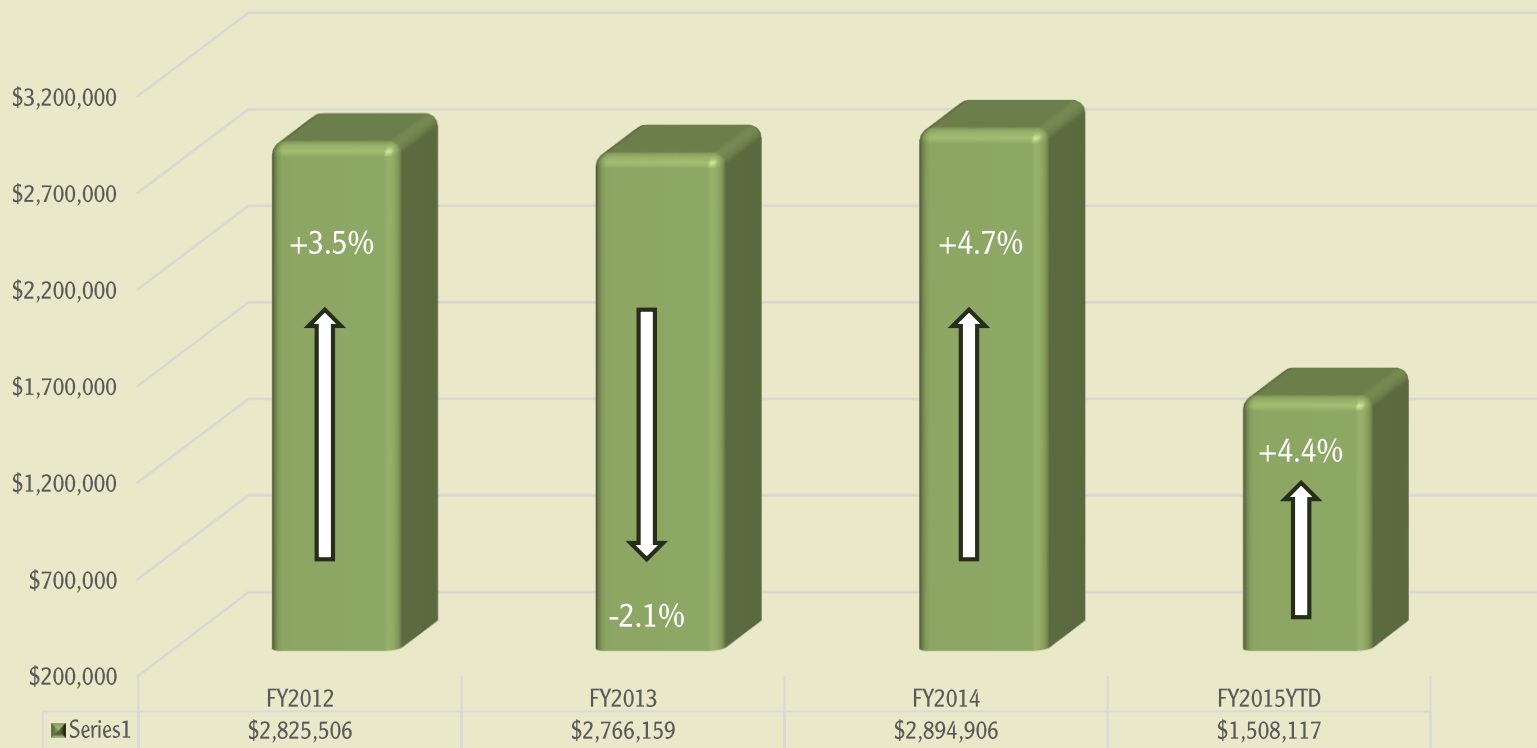
\*Note: FY2015 numbers are FY YTD, October - May 2015



# Gaming Revenue - May

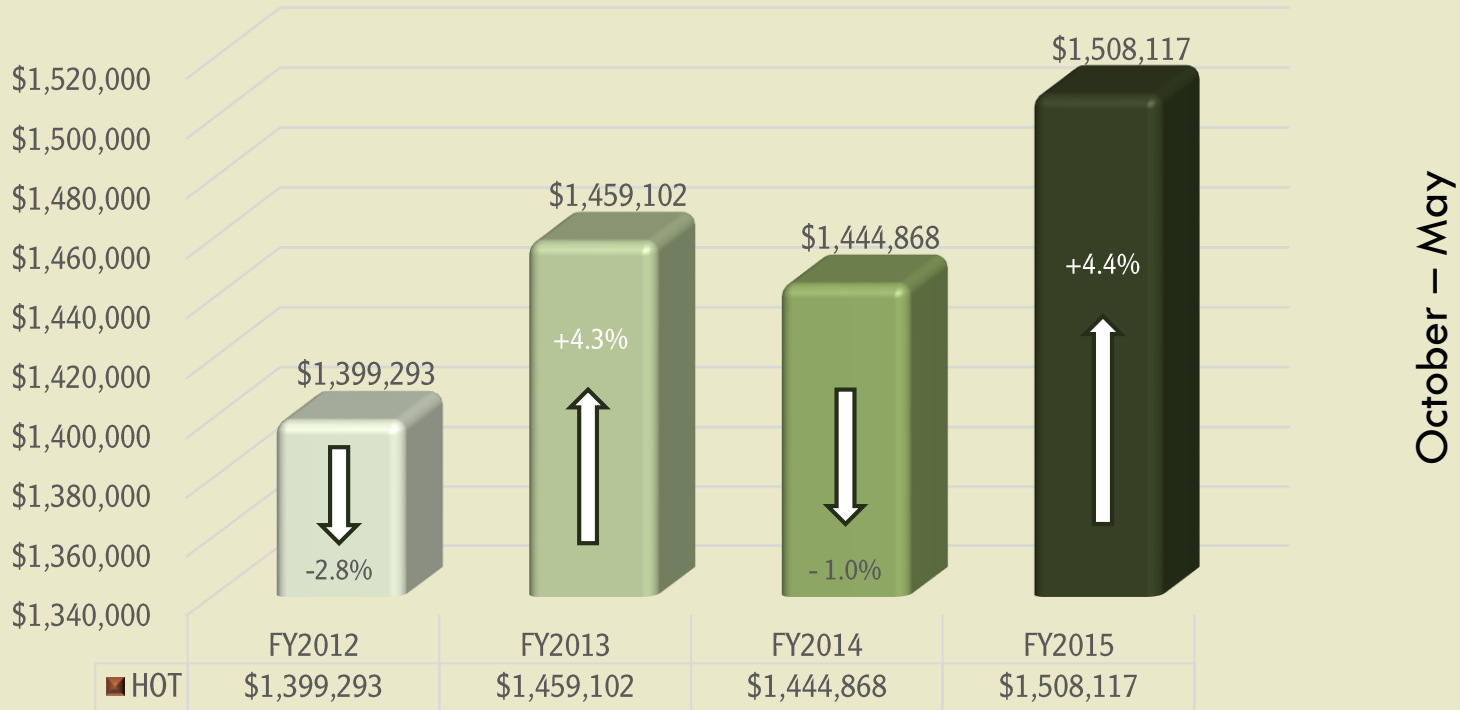


# HOSPITALITY OCCUPANCY TAX



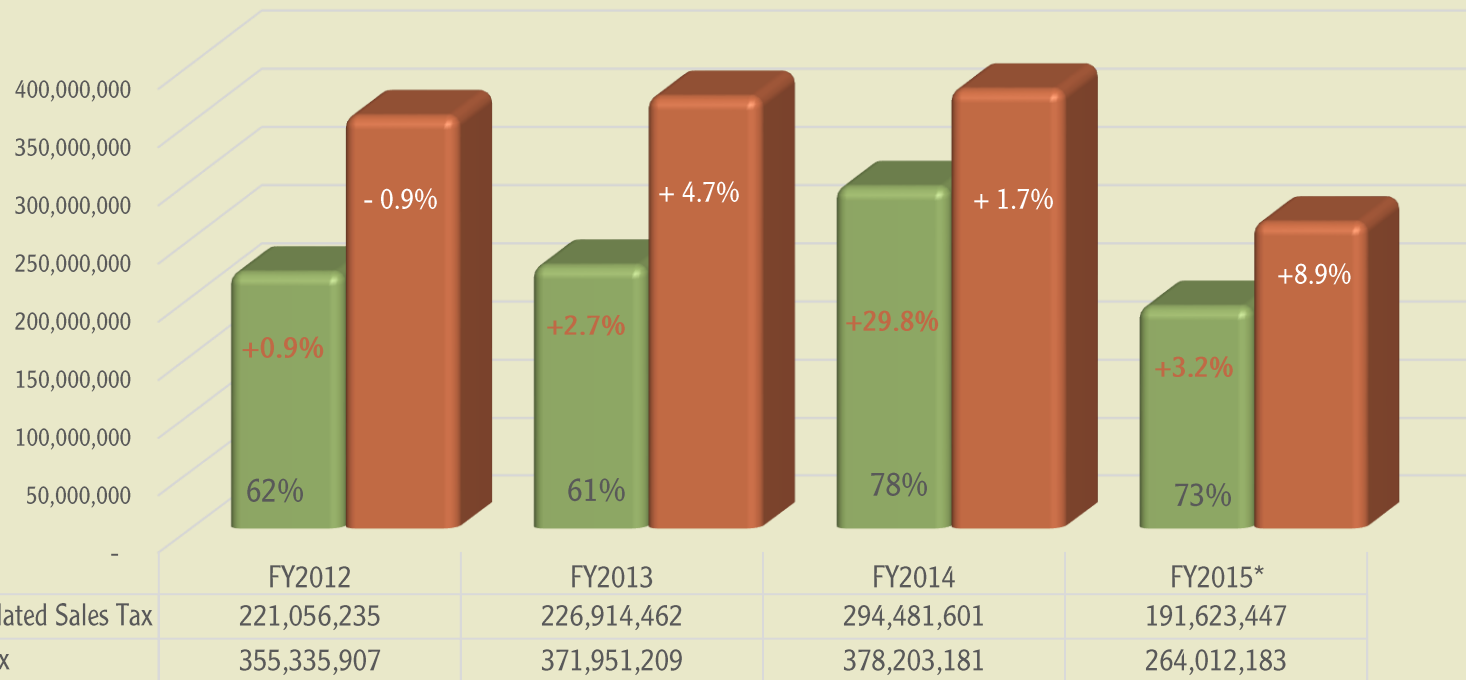
\*Note: FY2015 numbers are FY YTD, May 2015

# HOSPITALITY OCCUPANCY TAX



\*Note: Numbers are FY YTD, May 2015

# SALESTAX - Annual



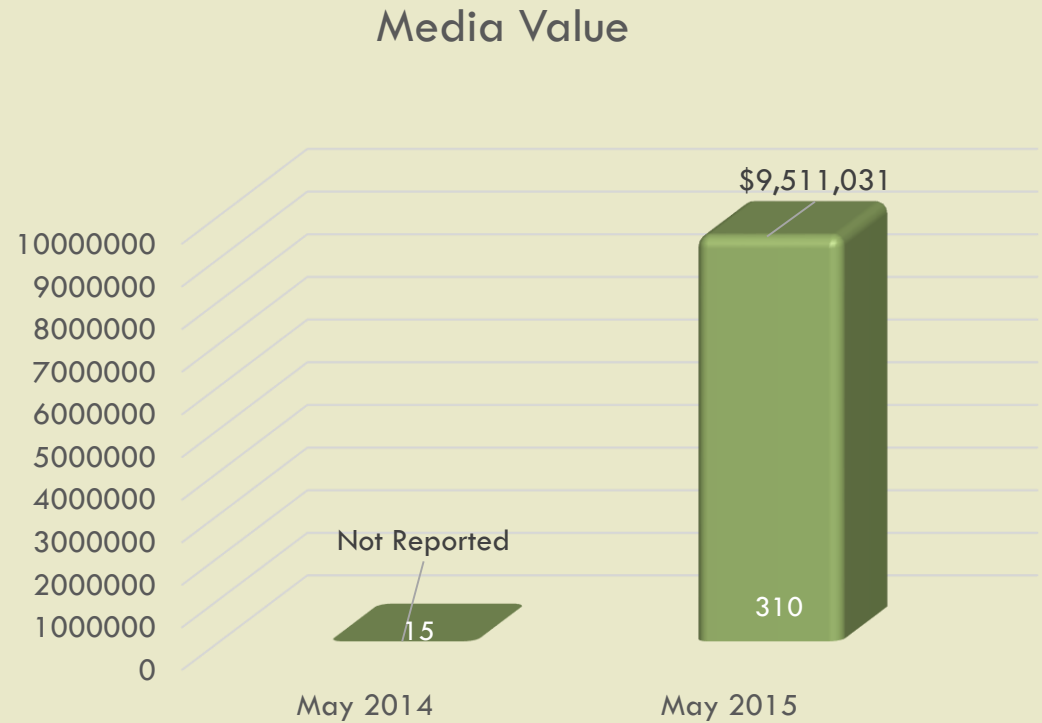
\*State reporting methodology changed in FY2013

\*Note: FY2015 numbers are FY YTD, May 2015

# CVB PERFORMANCE

## MEDIA RELATIONS:

Articles	May 2015	FYTD
Media Value	\$9,511,030.94	\$31,887,145.30
Identified	308	773



# CVB PERFORMANCE

## INQUIRIES:

AD Sources	May	FYTD
USA 800	896	11,697
CVB In-House	115	729

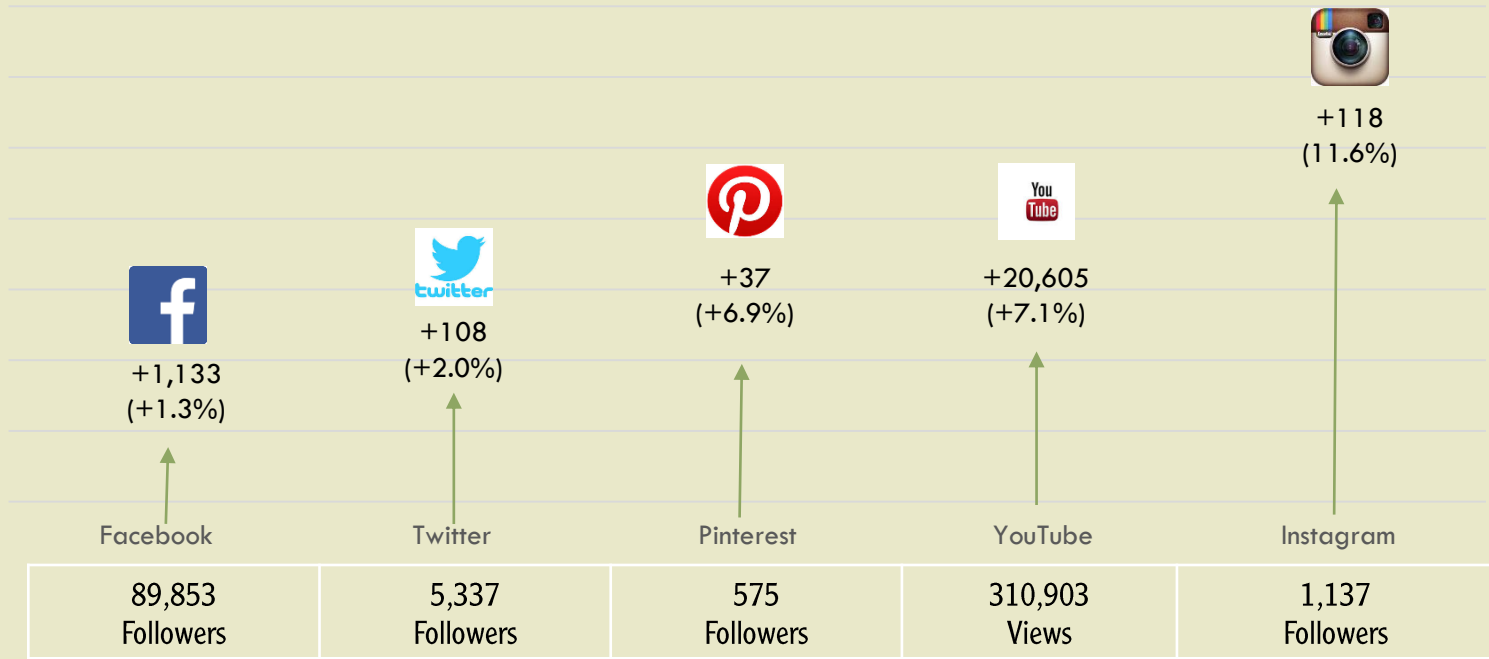
## GOOGLE ANALYTICS:

VISITOR OVERVIEW	May	FYTD
Sessions (Visits)	112,151	854,428
Users (Unique Visits)	90,714	625,660
Page Views	337,405	2,596,669
Pages per Session	3.01	3.04
Average Session Duration	0:03:13	0:03:08
Bounce Rate	47.55%	46.58%
% of New Sessions	72.38%	70.33%

15

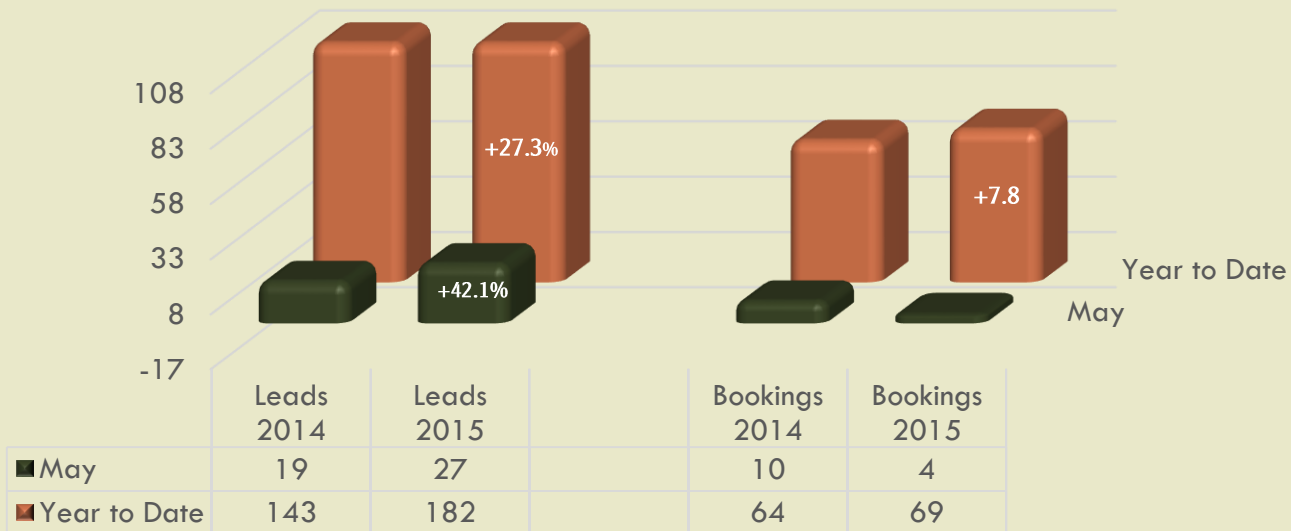
# CVB PERFORMANCE

YTD Social Media: May 2015



# CVB PERFORMANCE

## CONVENTION SALES: May





# Film and Television

## Shooting

- *Precious Cargo* with Bruce Willis wraps June 23

## Wrapped

- *Astronaut Wives Club* began airing on ABC June 18. June 25 show will feature the Gulf Coast!

## Scouting

- Several scouts in the area including future films for the production company of *Precious Cargo*