



2

# Total Room Night - Annual

+ 0.9%

F  
Y  
2  
0  
1  
2



- 4.1%

F  
Y  
2  
0  
1  
3



- 3.9%

F  
Y  
2  
0  
1  
4



- 1.9%

F  
Y  
2  
0  
1  
5  
Y  
T  
D



Total Room Nights

2,936,224

2,815,829

2,706,634

927,327\*

\*Note: FY2015 numbers are FY YTD, October 2014 - February 2015

3

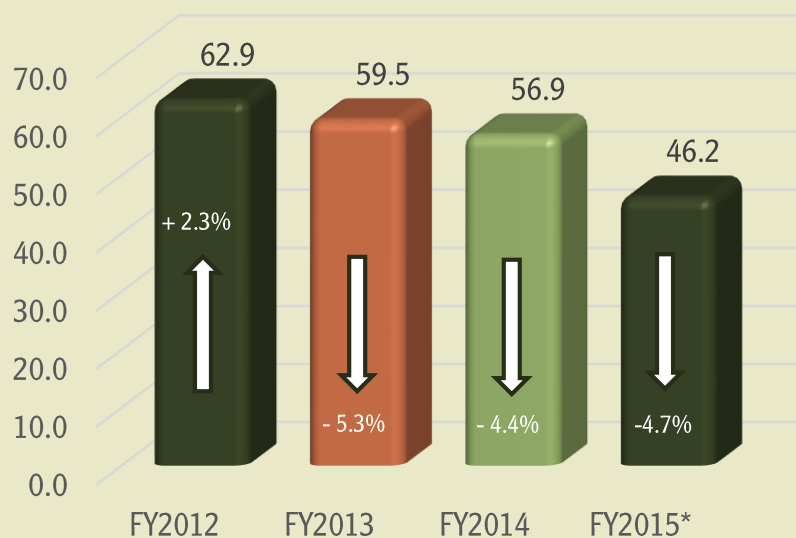
# Total Room Night - February



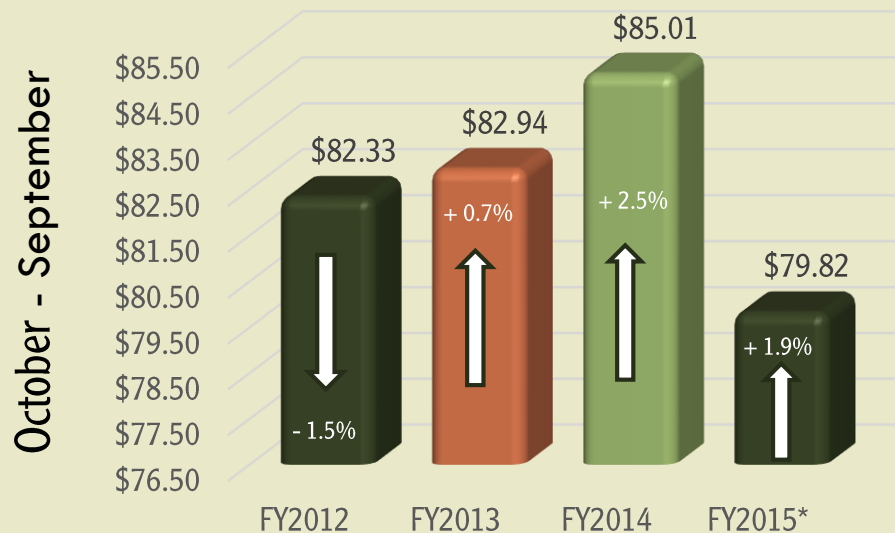
Total Room Nights	224,914	251,411	206,316	221,233
Total Room Supply	368,358	363,832	361,592	372,036

# HOTEL OCCUPANCY & ADR - Annual

## Occupancy (%)

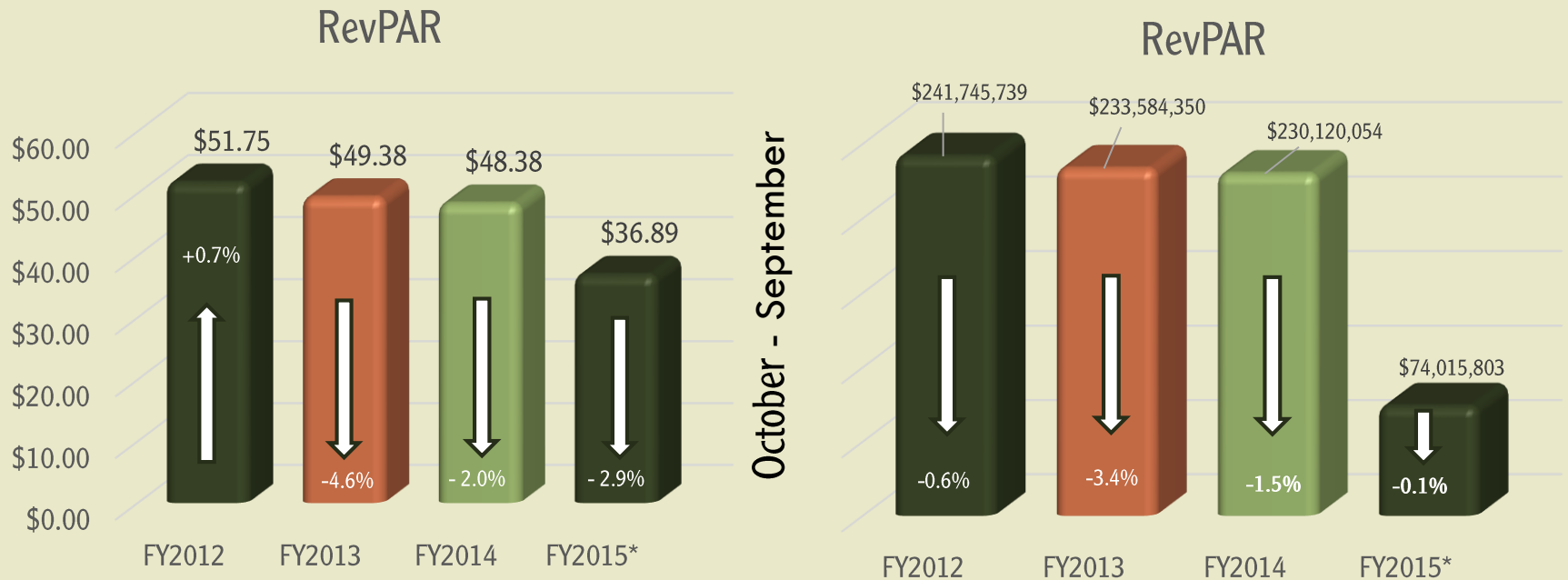


## Average Daily Rate



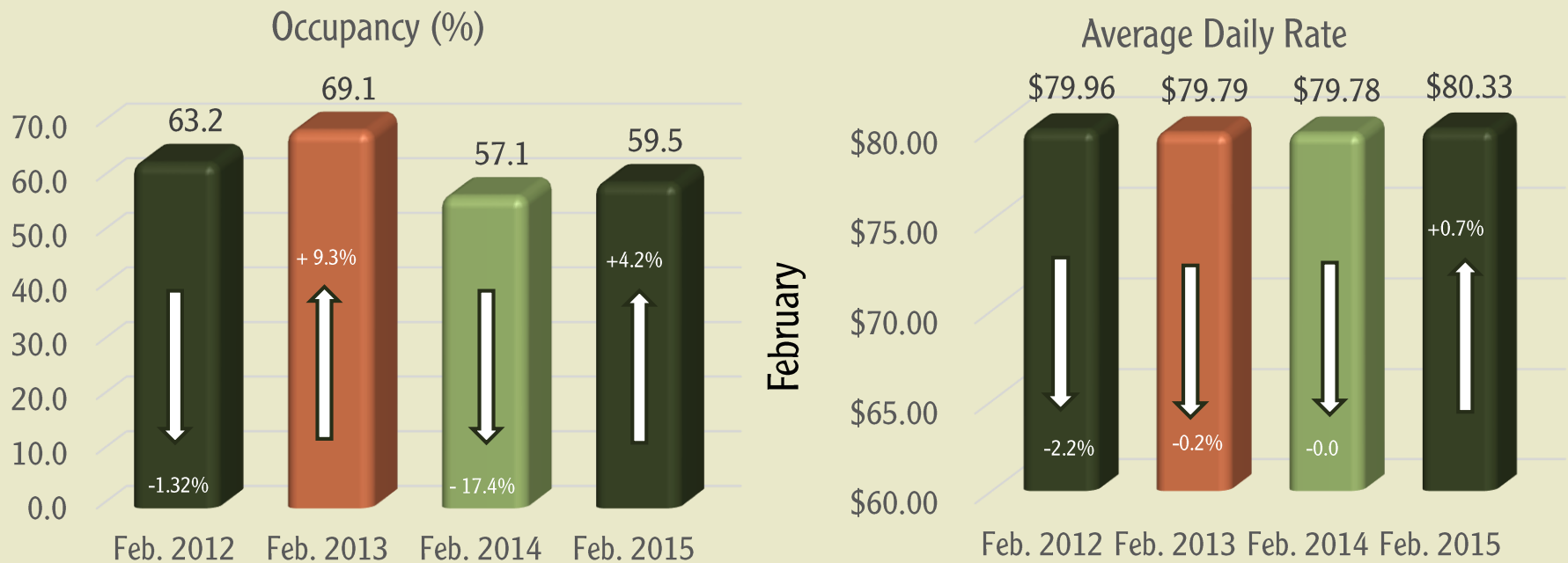
\*Note: FY2015 numbers are FY YTD, October 2014 – February 2015

# HOTEL REVPAR & REVENUE - Annual



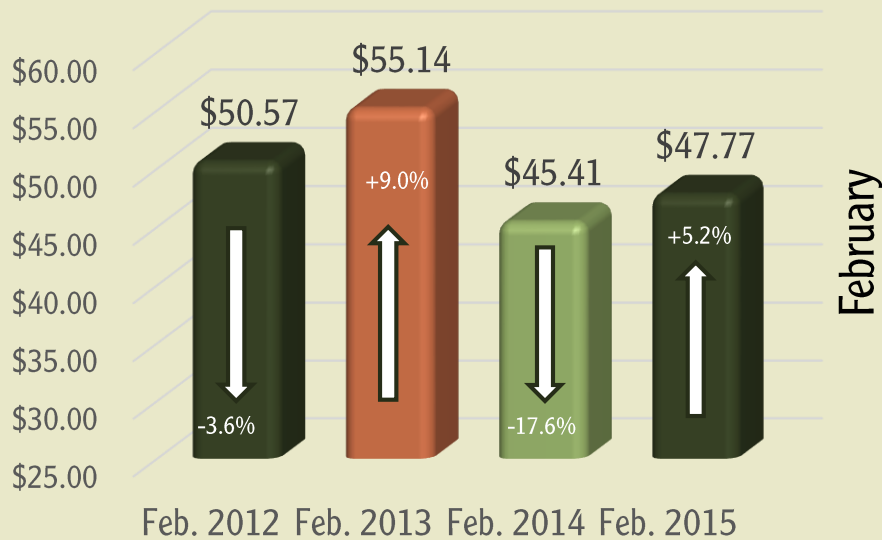
\*Note: FY2015 numbers are FY YTD, October 2014 – February 2015

# HOTEL OCCUPANCY & ADR - Monthly

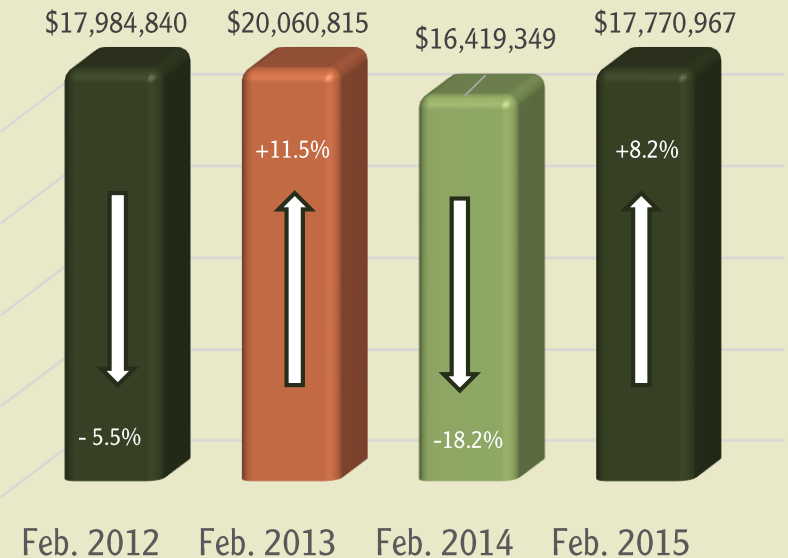


# HOTEL REVPAR & REVENUE - Monthly

## RevPAR



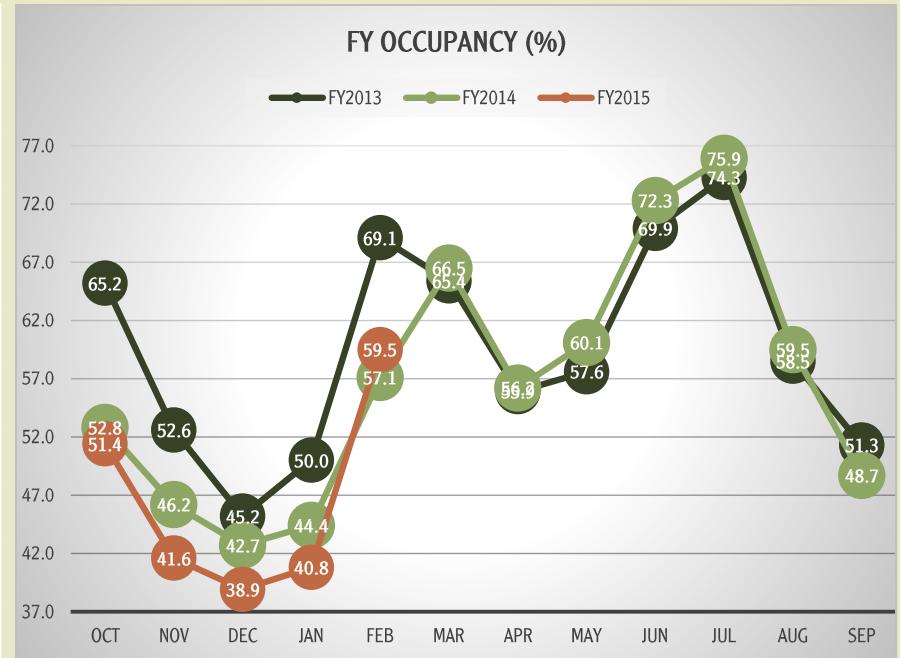
## Revenue



# Regional Hotel Occupancy – Annual

8

Annual	FY2013	FY2014	FY2015YTD
Total Room Nights	2,815,829	2,706,634	927,327
	-4.1%	-3.9%	-1.9%
Occupancy %	59.5	56.9	46.2
	-5.3%	-4.4%	-4.7%
ADR (\$)	82.94	85.01	79.82
	+0.7%	+2.5%	+1.9%
RevPAR (\$)	49.38	48.38	36.89
	-4.6%	-2.0%	-2.9%
Revenue (\$)	233,584,350	230,120,054	74,015,803
	-3.4%	-1.5%	-0.1%



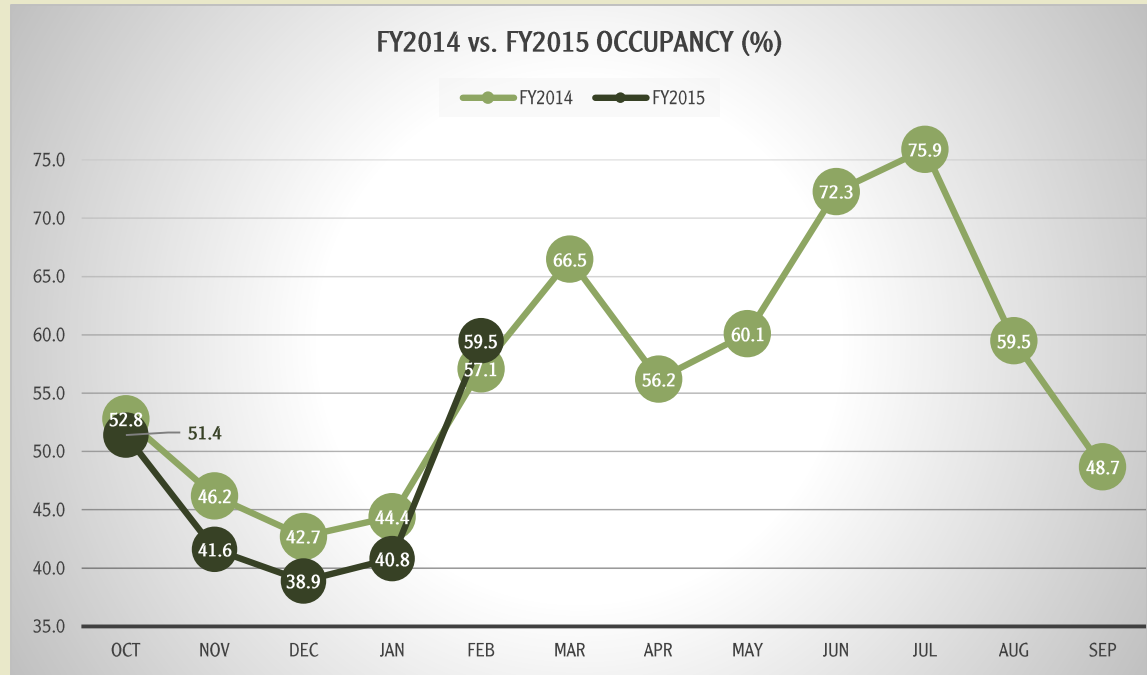
FY2014	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
Occupancy (%)	52.8	46.2	42.7	44.4	56.9	66.5	56.2	60.1	72.3	75.9	59.5	48.7
ADR	86.60	75.85	74.29	73.50	79.78	83.66	85.91	88.79	94.38	94.95	88.55	79.55
RevPAR	45.75	35.03	31.74	32.62	45.42	55.59	48.32	53.37	68.19	72.05	52.70	38.72

\*Note: FY2015 numbers are FY YTD, Oct. 2014 – Feb. 2015



# Regional Hotel Occupancy – February

Annual	Feb. 2014	Feb. 2015
Total Room Nights	206,316	221,233
	-17.9%	+7.2%
Total Room Supply	361,592	372,036
	-0.6%	+2.9%
Occupancy %	57.1	59.5
	-17.4%	+4.2%
ADR (\$)	79.78	80.33
	0.0%	+0.7%
RevPAR (\$)	45.41	47.77
	-17.6%	+5.2%
Revenue (\$)	16,419,349	17,770,967
	-18.2%	+8.2%



FY2015	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
Occupancy (%)	51.4	41.6	38.9	40.8	59.5							
ADR	90.41	76.26	74.27	74.60	80.33							
RevPAR	46.47	31.71	28.92	30.47	47.77							

# Occupancy and ADR – February 2015

## Weekday vs. Weekend

10

Harrison County	Sun	Mon	Tues	Wed	Thurs	WD	Fri	Sat	WE	Total
Occupancy (%)	43.4	50.1	52.3	52.2	49.3	49.5	77.8	86.0	81.9	58.7
ADR (\$)	78.04	80.36	81.90	82.06	79.97	80.56	92.89	96.41	94.74	86.21
RevPAR (\$)	33.90	40.23	42.83	42.88	39.41	39.85	72.23	82.91	77.57	50.63
Jackson County	Sun	Mon	Tues	Wed	Thurs	WD	Fri	Sat	WE	Total
Occupancy (%)	57.3	63.4	65.5	66.0	63.3	63.1	76.5	84.3	80.4	68.0
ADR (\$)	57.56	60.34	61.79	61.73	59.81	60.32	64.47	67.28	65.94	62.22
RevPAR (\$)	33.01	38.24	40.50	40.75	37.83	38.07	49.35	56.70	53.02	42.34
Gulf Coast Region	Sun	Mon	Tues	Wed	Thurs	WD	Fri	Sat	WE	Total
Occupancy (%)	46.0	52.3	54.4	54.4	51.6	51.8	77.2	85.4	81.3	60.2
ADR (\$)	72.28	74.80	76.35	76.42	74.39	74.94	86.63	90.10	88.45	80.15
RevPAR	33.28	39.14	41.54	41.60	38.42	38.79	66.85	76.92	71.88	48.25

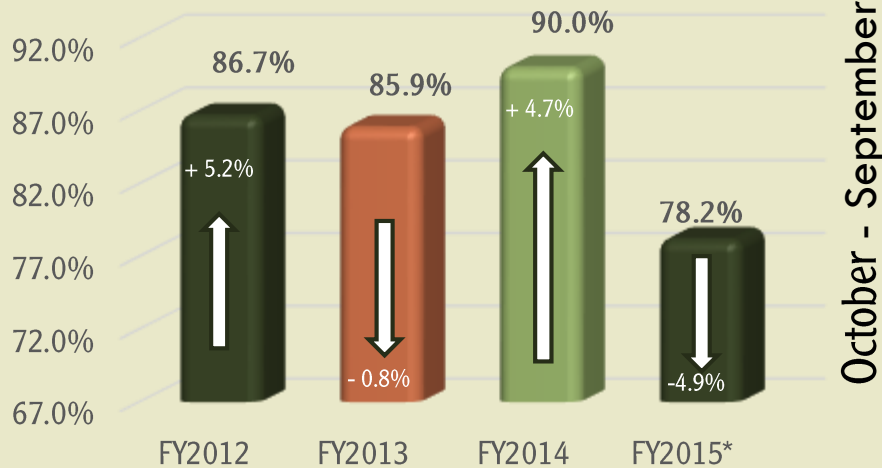
# CASINO OCCUPANCY

Annual	FY2012	FY2013	FY2014	FY2015*
Total Room Nights Available	2,057,744	2,021,005	2,079,405	524,400
	+1.0%	-1.8%	+2.9%	+3.9%
Total Room Nights	1,784,064	1,736,043	1,871,465	410,081
	+6.3%	-2.7%	+7.8%	-1.1
Occupancy %	86.7	85.9	90.0	78.2
	+5.2%	-0.8%	+4.7%	-4.9%
ADR (\$)	71.48	72.75	72.97	66.05
	-4.5%	+1.8%	+0.3%	-4.1%
RevPAR (\$)	62.27	62.63	65.82	51.64
	+0.8%	+0.6%	+5.1%	-8.8%
Revenue (\$)	127,529,327	126,292,810	136,560,765	27,085,837
	+1.5%	-1.0%	+8.1%	-5.2%

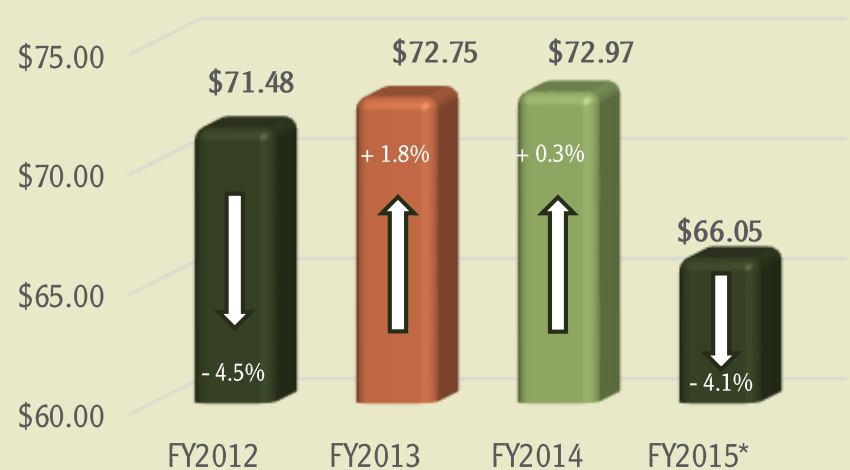
Note: Mississippi Gaming Commission, FY2015 is YTD, Quarterly Reports ending December 31, 2014

# CASINO OCCUPANCY & ADR

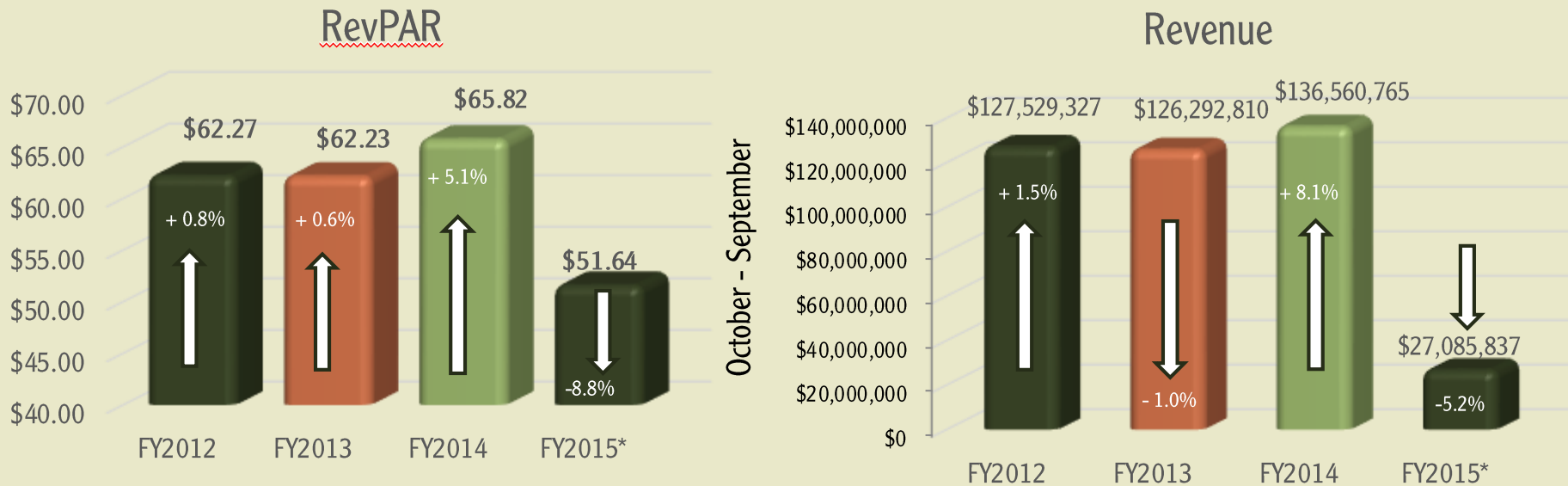
## Occupancy Rate



## Average Daily Rate



# CASINO REVPAR & REVENUE



Note: Mississippi Gaming Commission, FY2015 is YTD, Quarterly Reports ending December 31, 2014

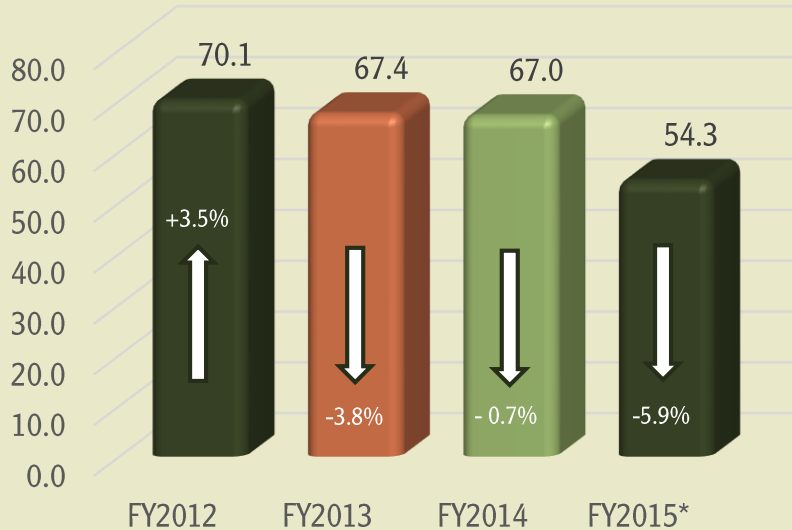
# ALL PROPERTY TYPES OCCUPANCY

Annual	FY2012	FY2013	FY2014	FY2015*
Total Room Nights Available	6,734,681	6,751,156	6,835,930	1,746,834
	-0.5	+0.2%	+1.3%	+3.2%
Total Room Nights	4,723,844	4,553,650	4,579,972	947,940
	+3.0%	-3.6%	+0.6%	-2.9%
Occupancy %	70.1	67.4	67.0	54.3
	+3.5%	-3.8%	-0.7%	-5.9%
ADR (\$)	78.36	79.11	80.19	74.67
	-2.6%	+1.0%	+1.4%	-0.4%
RevPAR (\$)	54.96	53.36	53.73	40.52
	+0.8%	-2.9%	+0.7%	-6.3%
Revenue (\$)	370,143,382	360,247,540	367,285,405	70,780,226
	+0.3%	-2.7%	2.0%	-3.2%

Note: FY2015 is YTD, Quarterly Reports ending December 31, 2014

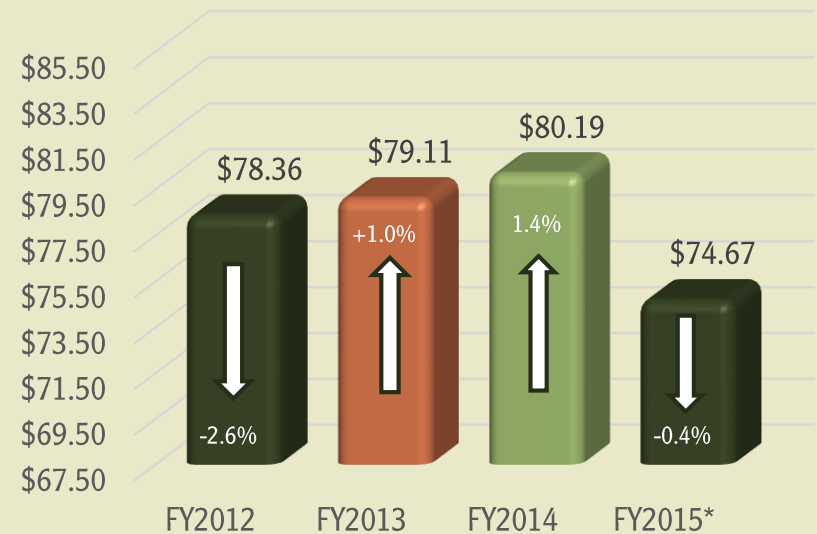
# ALL OCCUPANCY & ADR - Annual

## Occupancy (%)



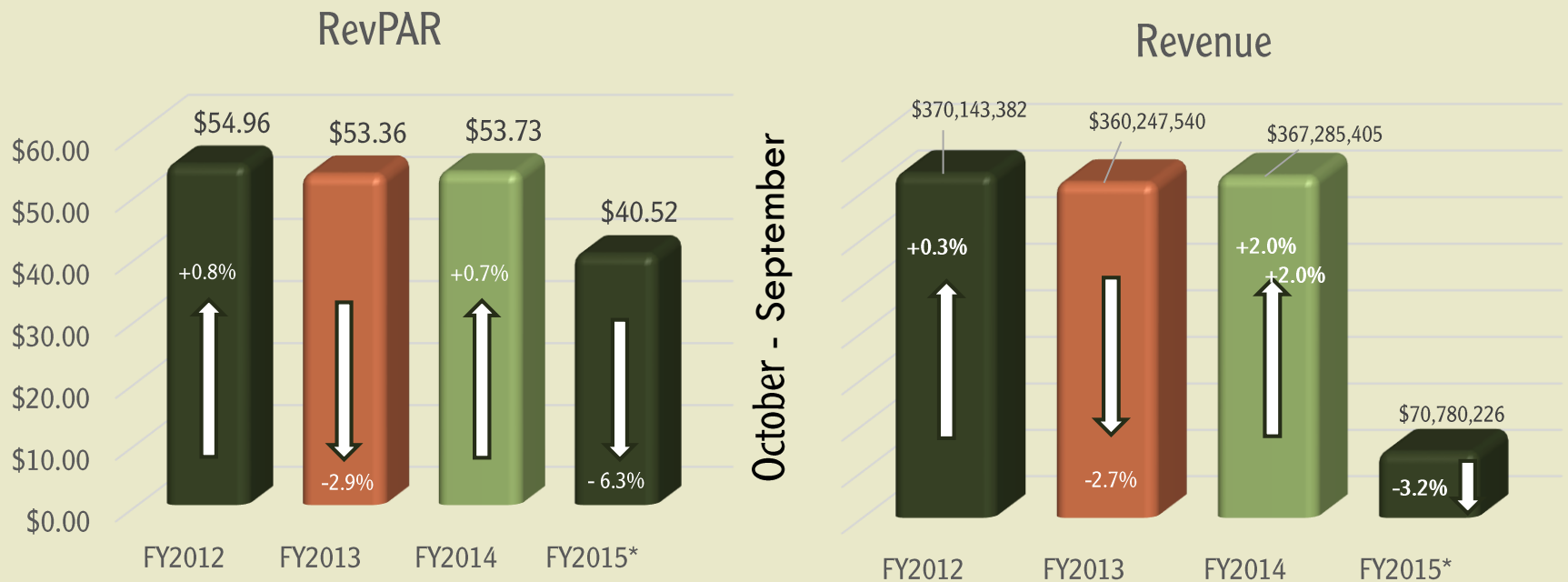
## Average Daily Rate

October - September



\*Note: FY2015 is YTD, Quarterly Reports ending December 31, 2014

# ALL REVPAR & REVENUE - Annual



\*Note: FY2015 is YTD, Quarterly Reports ending December 31, 2014



# Regional Casino Statistics

Annual	FY2012	FY2013	FY2014	FY2015*
# of Conferences	832	920	1,050	211
	N/A	+10.6%	+14.1%	-6.6%
Conference Attendees	110,820	121,231	153,650	34,639
	N/A	9.4%	26.7%	23.4%
Ticketed Show/Concert Attendees	304,993	400,519	462,044	28,956
	N/A	31.3%	15.4%	-85.3%
# of Patrons	14,916,344	14,514,756	15,300,982	3,368,215
	-4.2%	-2.7%	+5.4%	-4.1%

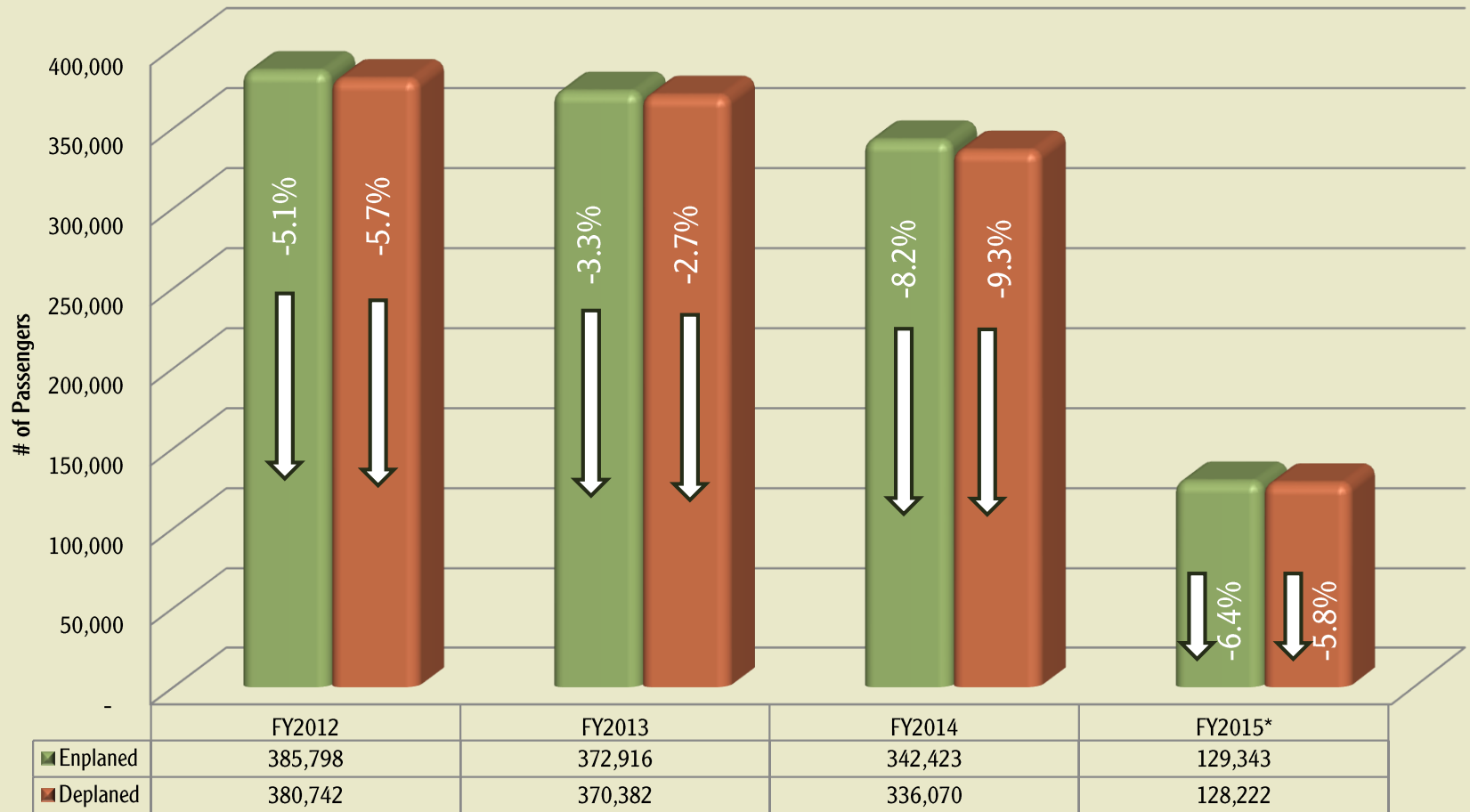


Note: Mississippi Gaming Commission, FY2015 is YTD, Quarterly Reports ending December 31, 2014

# AIRPORT ENPLANEMENTS



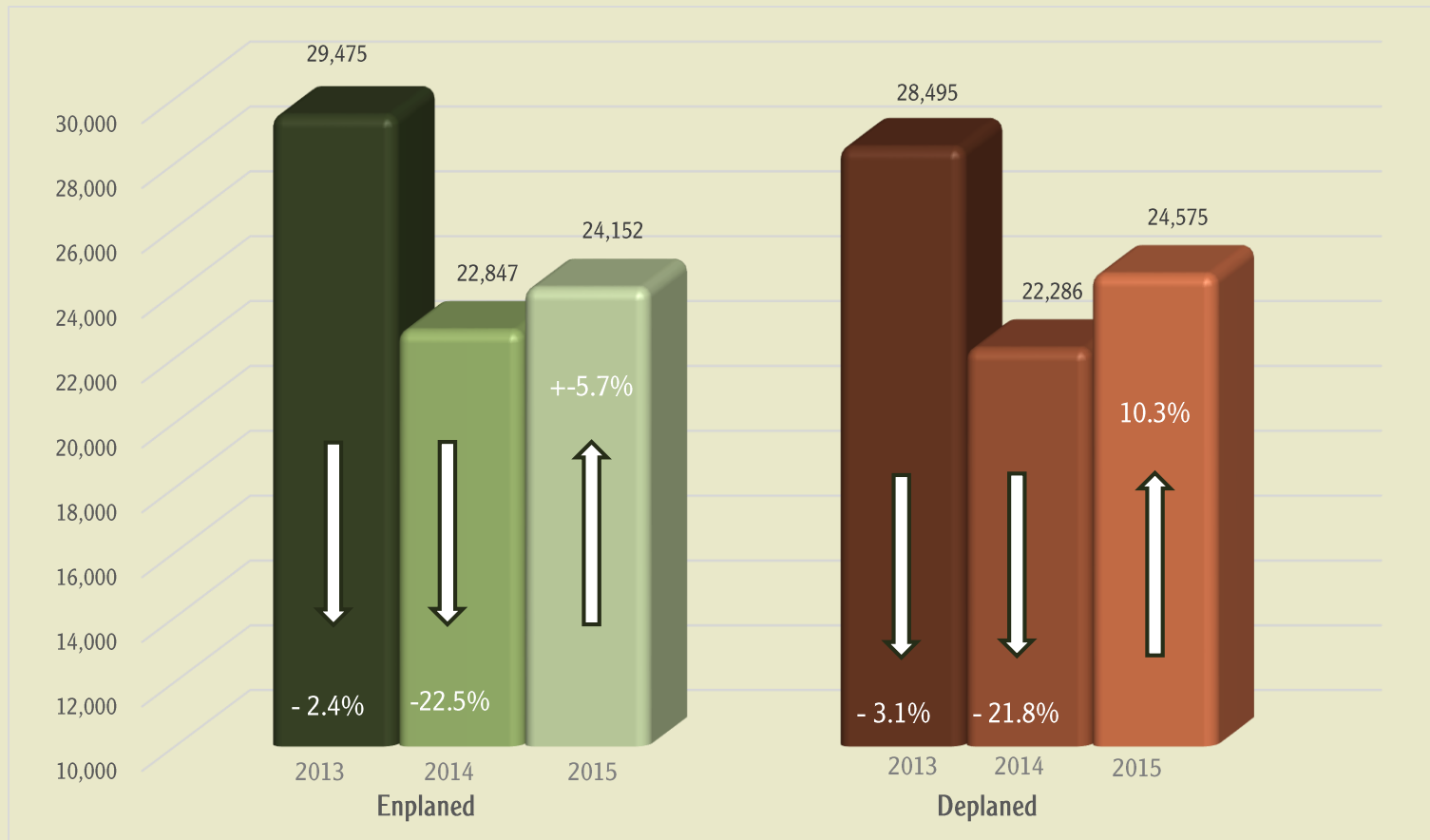
# Enplaned/Deplaned – Annual



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

# Enplaned/Deplaned – Monthly

20



February

# Number of Attraction Visitors

Category	2011	2012	2013	2014	% Reporting
<i>All Attractions</i>	<i>4,231,380</i>	<i>4,467,792</i>	<i>4,993,967</i>	<i>4,870,357</i>	<i>32%</i>
Arts & Culture	363,338	390,662	429,238	464,219	21%
Beaches & Outdoor Activities	102,145	101,518	108,595	116,214	22%
Casinos	301,629	317,102	500,007	353,975	N/A
Family	504,583	706,263	1,019,575	977,071	24%
Golf	118,078	109,278	92,900	116,000	18%
Nightlife	2,828,333	2,828,333	2,828,333	2,828,333	15%
Spas	13,273	14,636	15,318	14,545	11%

\*Note: Numbers are by calendar year.

# MSGC GAMING REVENUE

*Gaming Revenue & Growth Rate:*



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

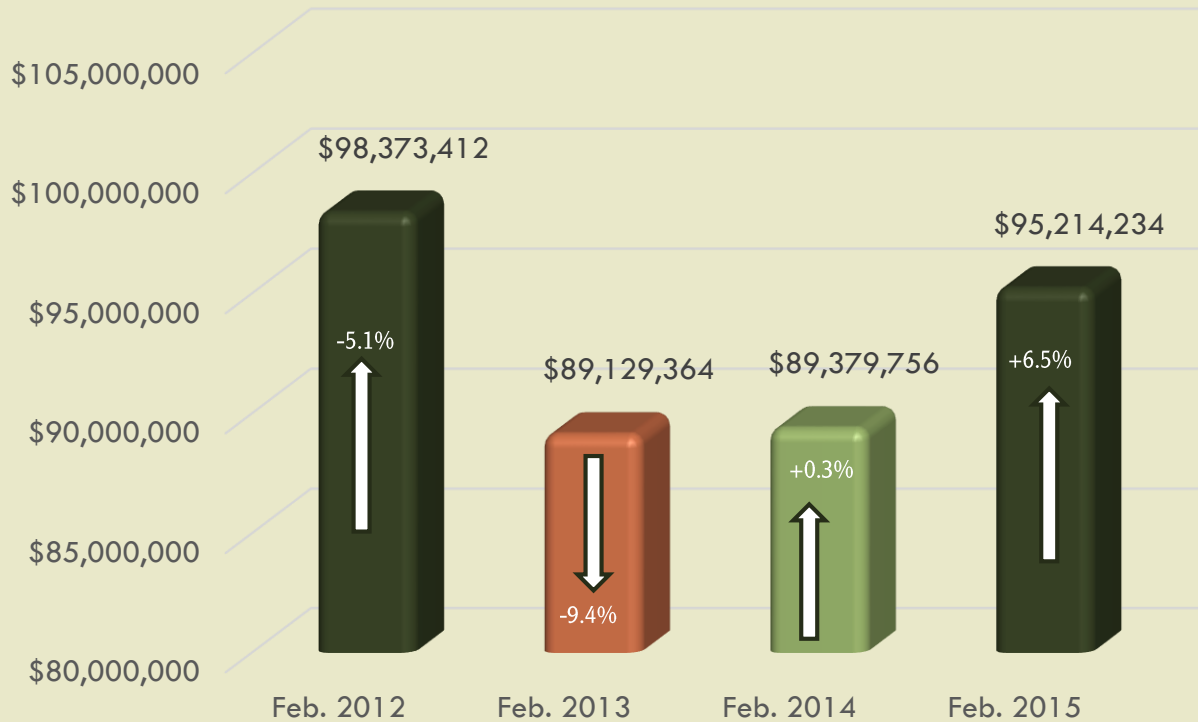
# Gaming Revenue by FY



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

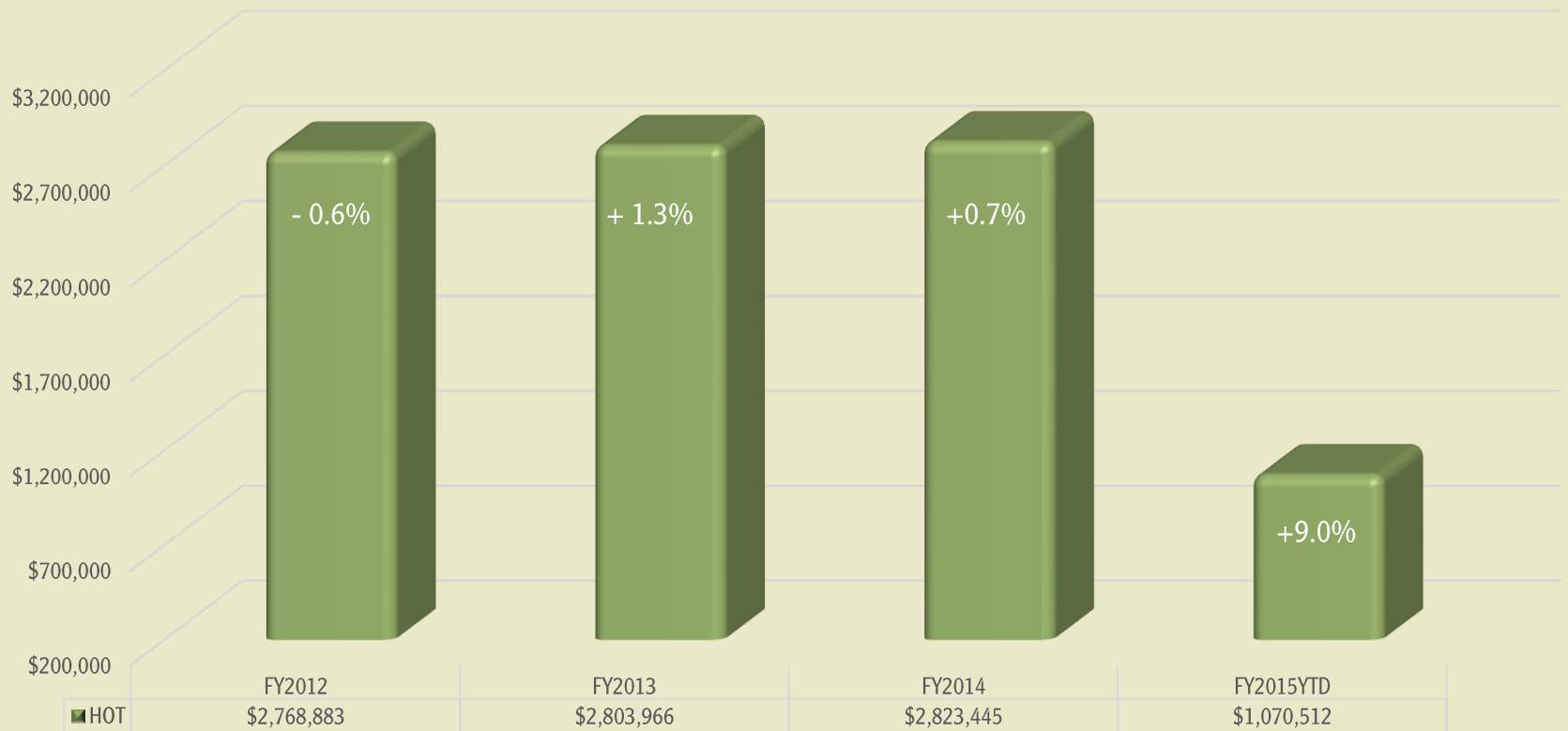
# Gaming Revenue - February

## Gaming Revenue



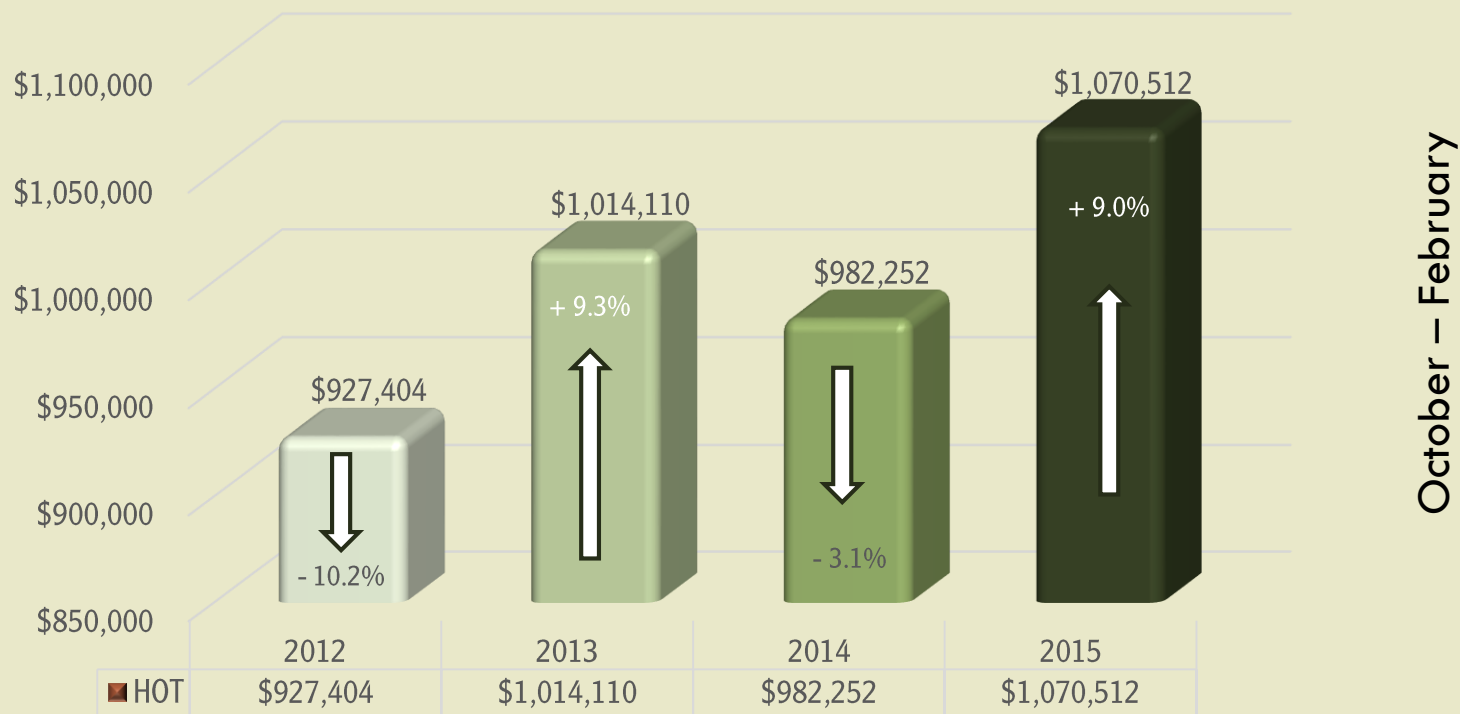


# HOSPITALITY OCCUPANCY TAX



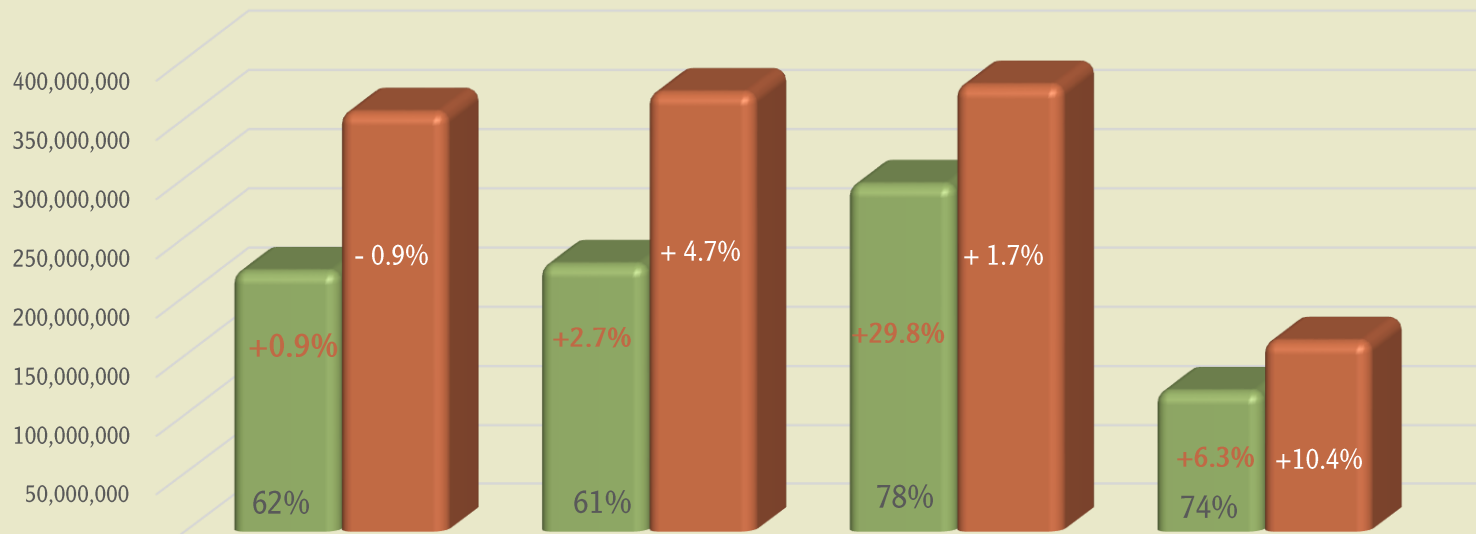
\*Note: FY2015 numbers are FY YTD, February 2015

# HOSPITALITY OCCUPANCY TAX



\*Note: Numbers are FY YTD, February 2015

# SALES TAX - Annual

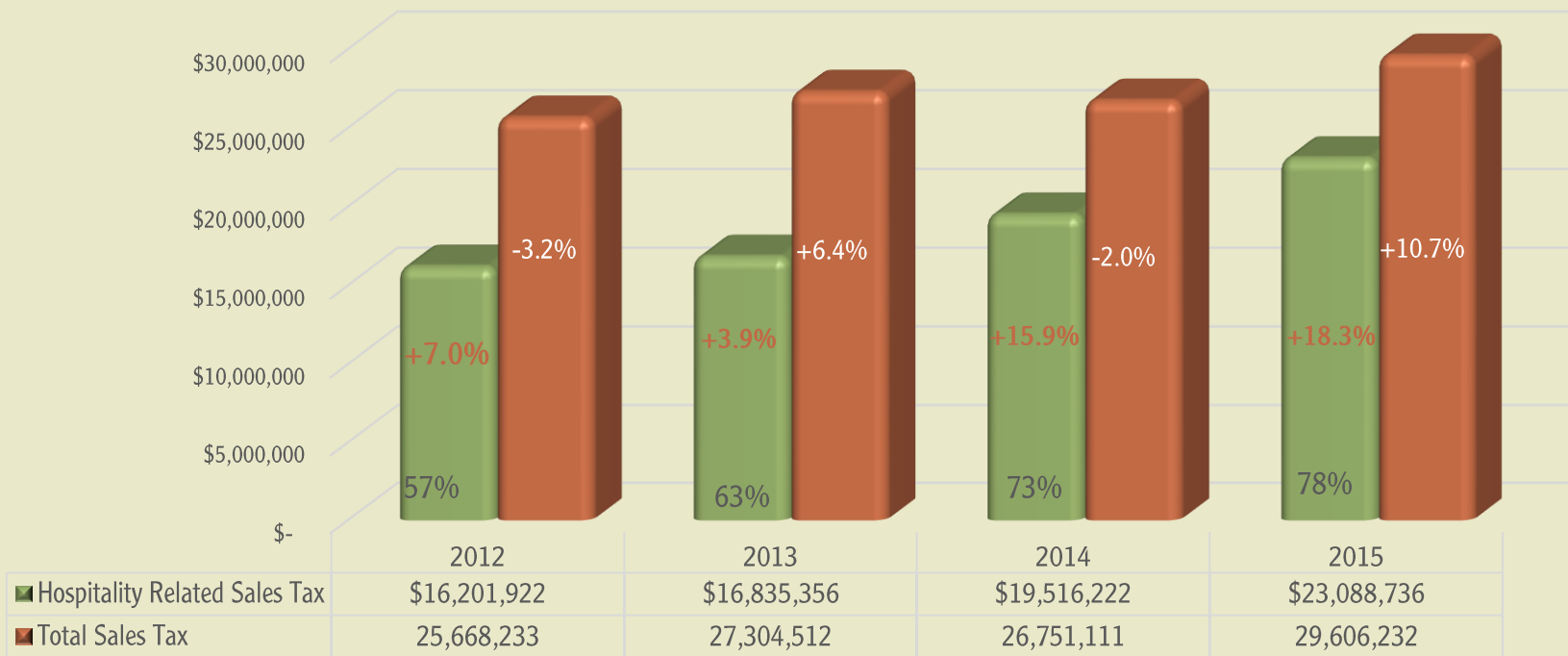


	FY2012	FY2013	FY2014	FY2015*
■ Hospitality Related Sales Tax	221,056,235	226,914,462	294,481,601	119,747,577
■ Total Sales Tax	355,335,907	371,951,209	378,203,181	162,043,529

\*State reporting methodology changed in FY2013

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

# SALES TAX - February

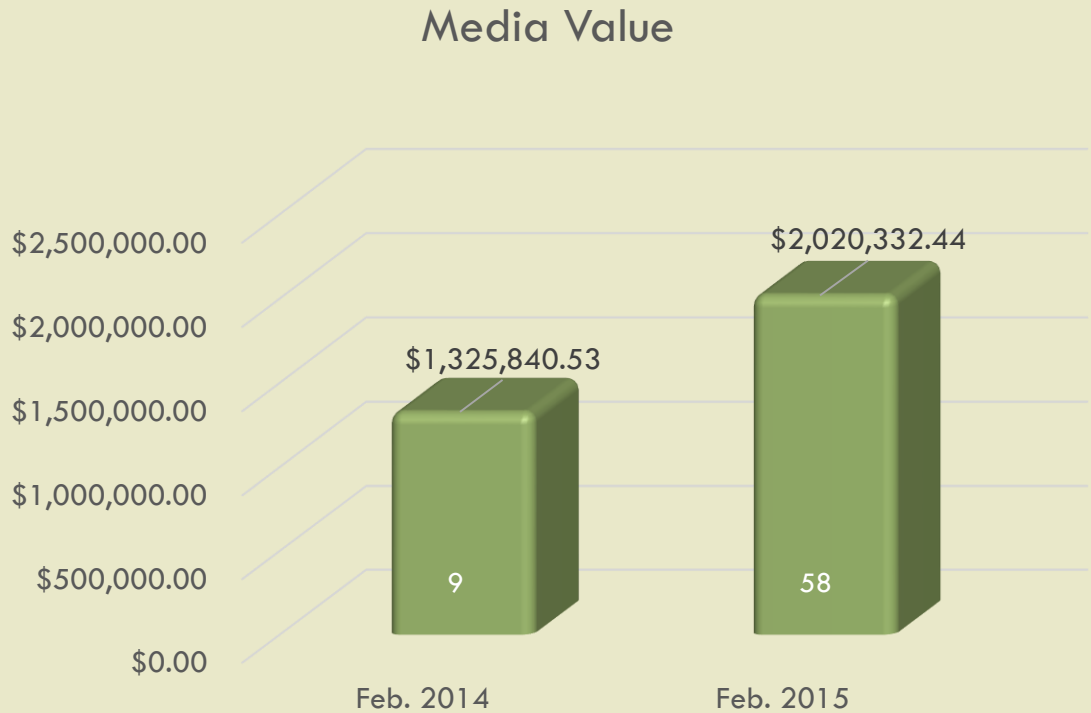


\*State reporting methodology changed in FY2013

# CVB PERFORMANCE

## MEDIA RELATIONS:

Articles	Feb. 2015	FYTD
Media Value	\$2,020,332.44	\$18,207,613.16
Identified	58	347



# CVB PERFORMANCE

## INQUIRIES:

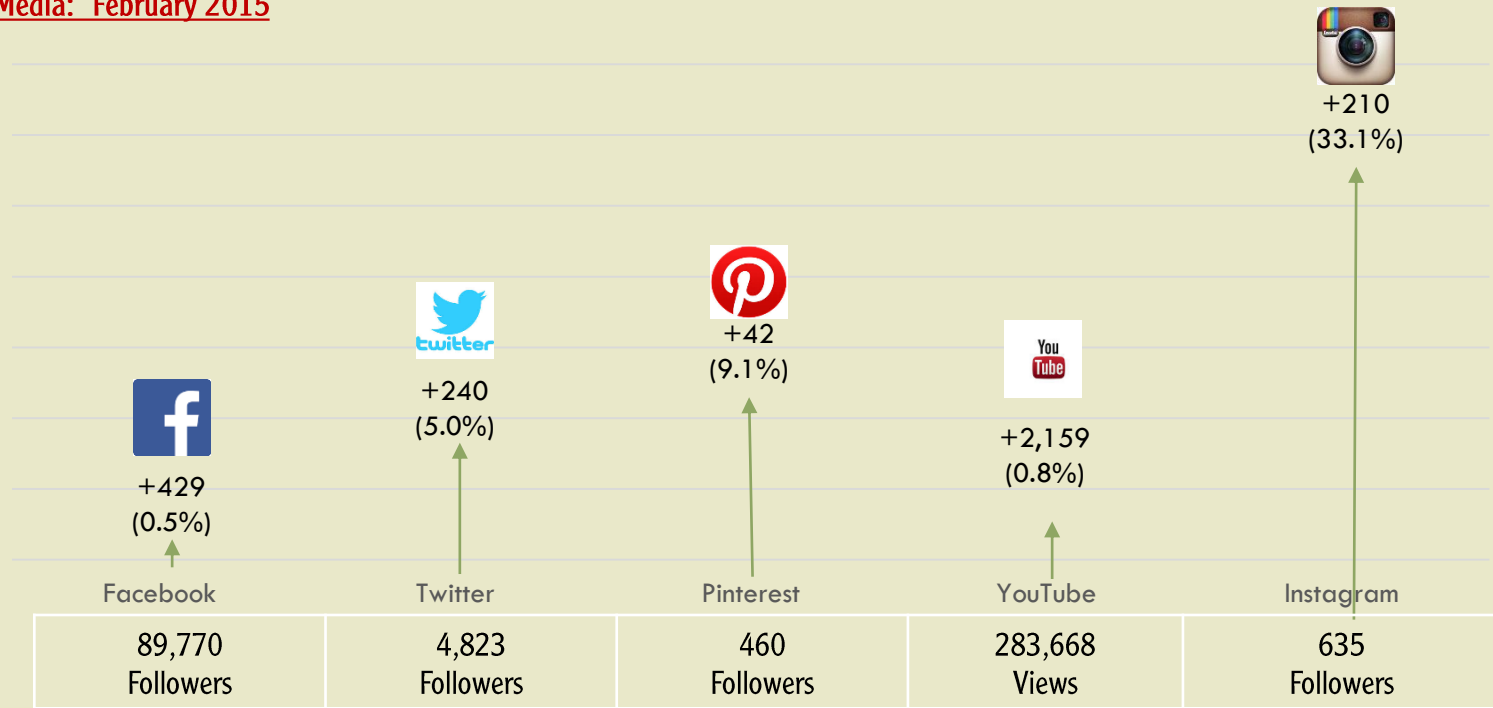
AD Sources	February	FYTD
USA 800	970	8,764
CVB In-House	104	412

## GOOGLE ANALYTICS:

VISITOR OVERVIEW	February	FYTD
Sessions (Visits)	136,034	517,950
Users (Unique Visits)	<b>105,016</b>	<b>383,042</b>
Page Views	386,428	1,571,500
Pages per Session	2.84	3.03
Average Session Duration	0:02:55	0:03:03
Bounce Rate	47.30%	46.75%
% of New Sessions	67.77%	69.63%

# CVB PERFORMANCE

YTD Social Media: February 2015



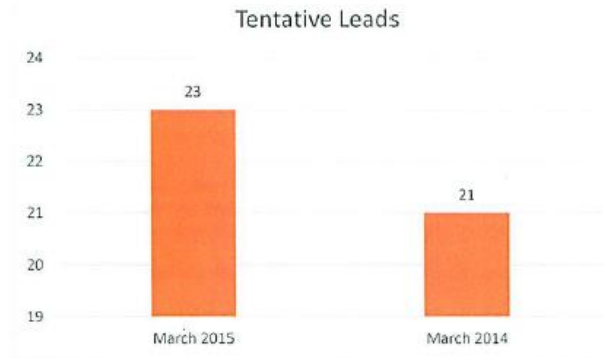
# CVB PERFORMANCE

## CONVENTION SALES: March

### TENTATIVE LEADS:

Tentative Leads March 2015: 23

Tentative Leads March 2014: 21



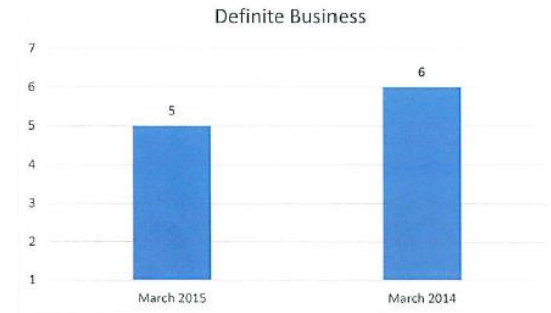
Year to Date 2015: 130

Year to Date 2014: 109

### DEFINITE BUSINESS:

March 2015: 5  
Room Nights: 2,800

March 2014: 6  
Room Nights: 1,701



Year to Date 2015: 57

Room Nights: 15,004

Year to Date 2014: 43

Room Nights: 13,558



# Film and Television

## Shooting

- Isolation- Small Budget film set in the Bahamas. Filming on Cat Island and Pass Christian

## Wrapped

- Shark Lake- Small Budget film set in Tahoe. Filmed at Martin's Lake and Flint Creek/Wiggins
- Slap Yo Mammass Barbeque commercial for WLOX Shot on Highway 49 location.

## Scouting

- Blue Bayou-May June Preproduction schedule
- Off- Currently in Preproduction
- Midnight Sun-Preproduction TBD
- Inconceivable- Preproduction TBD
- Welshgate- June-July Start date
- Rattleman- TBD