



# **Visit Mississippi Gulf Coast Annual Meeting October 27, 2016**

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# Core Purpose

To have a positive impact on the quality of life for residents of the Mississippi Gulf Coast through the advancement of the tourism industry.



# TRAVEL

IS THE WORLD'S  
LARGEST INDUSTRY,

LETS START ACTING LIKE IT.

## U.S. Travel Industry Impact

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- ❑ \$947.1 Billion Direct Spend
- ❑ 147.9 Billion in Direct Taxes
- ❑ 15.1 Million Jobs Supported

# Destination Promotion

Leading Mississippi Gulf Coast to Premier Status!



# *Customer journey / User Experience*

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**INSPIRATION**

FILMED CONTENT  
360 / VR  
SOCIAL MEDIA  
WORD OF MOUTH /  
TESTIMONIALS  
ADVERTISING  
GUIDE BOOKS  
POPULAR CULTURE/  
NEWS

**BOOKING/  
PURCHASE**

PROMOTIONS  
INCENTIVES  
EVENTS  
PARTNER BRANDS

**PLANNING**

DESTINATION GUIDE  
SOCIAL MEDIA  
WORD OF MOUTH  
PARTNER BRANDS

**ENGAGEMENT**

SOCIAL MEDIA  
INCENTIVES  
WORD OF MOUTH  
DESTINATION GUIDE

**REVIEW**

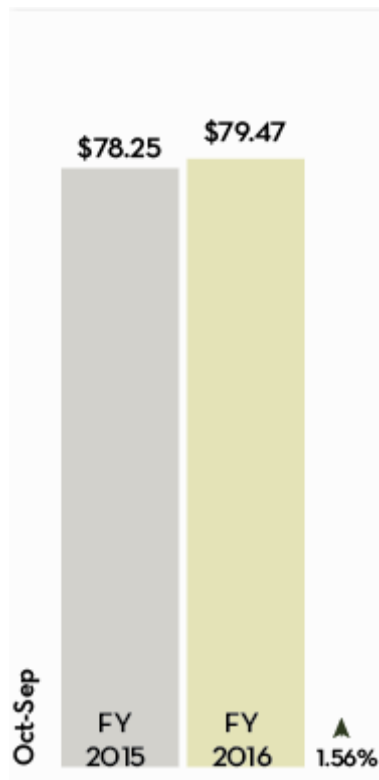
SOCIAL MEDIA  
INCENTIVES  
WORD OF MOUTH

# Core Values

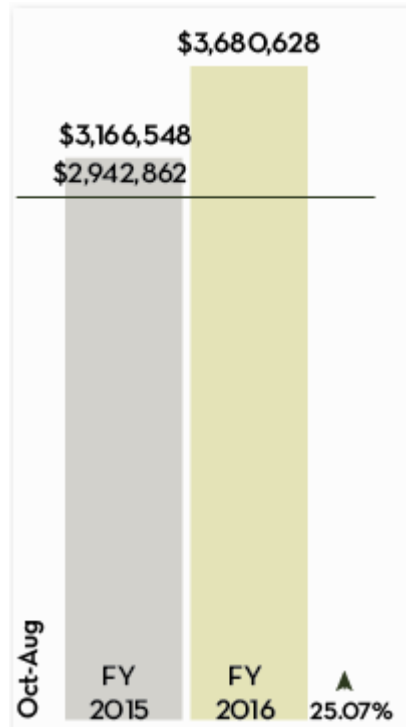
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- ❑ Collaboration
- ❑ Teamwork
- ❑ Unity
- ❑ Championship of a positive image for the Mississippi Gulf Coast

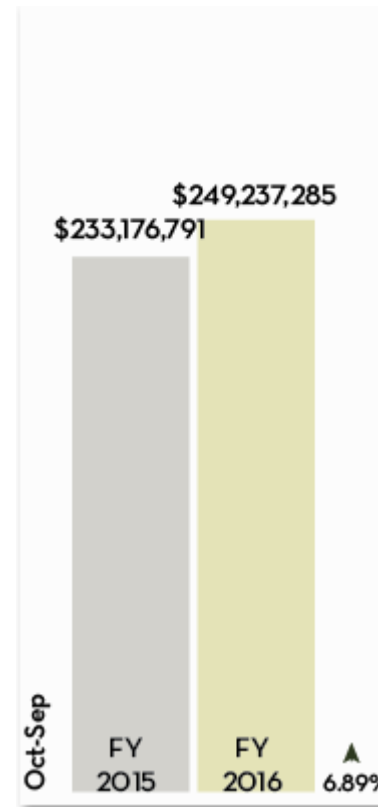




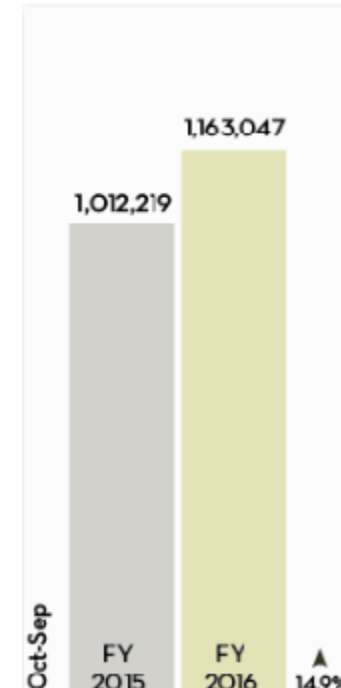
**ADR**



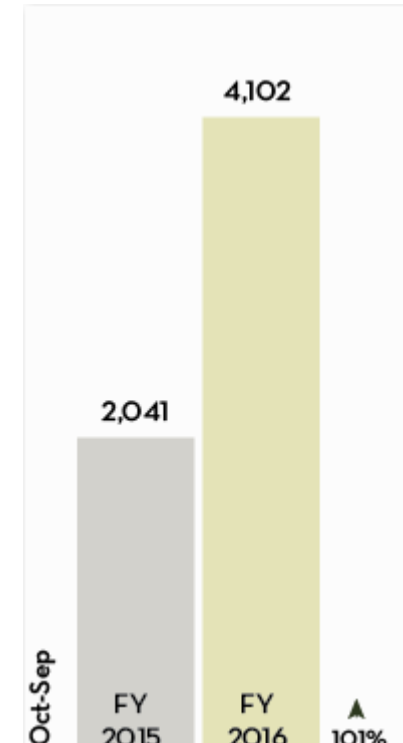
**Occupancy Taxes**



**Hotel Revenue**



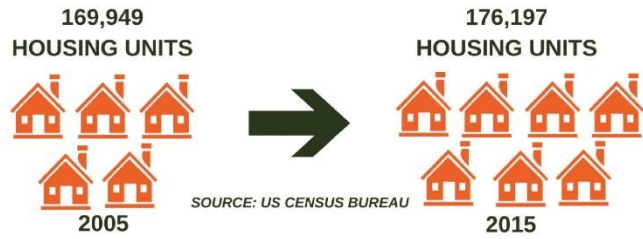
**Unique Visits**



**Articles**

**Where are we now?**

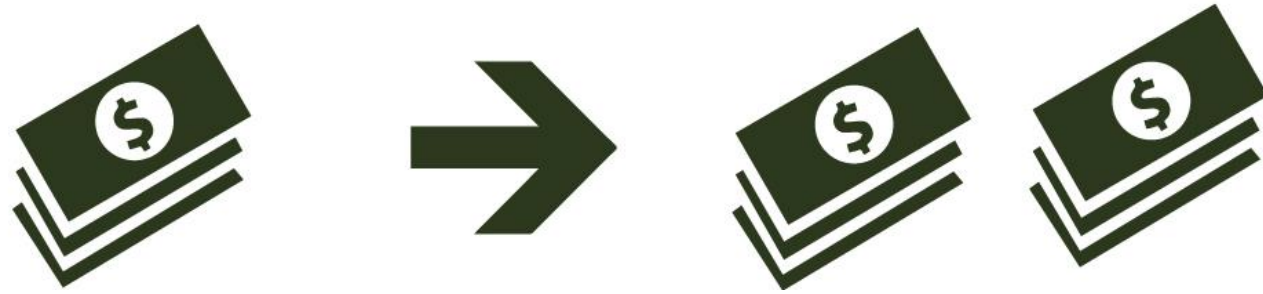




**Where are we now?**

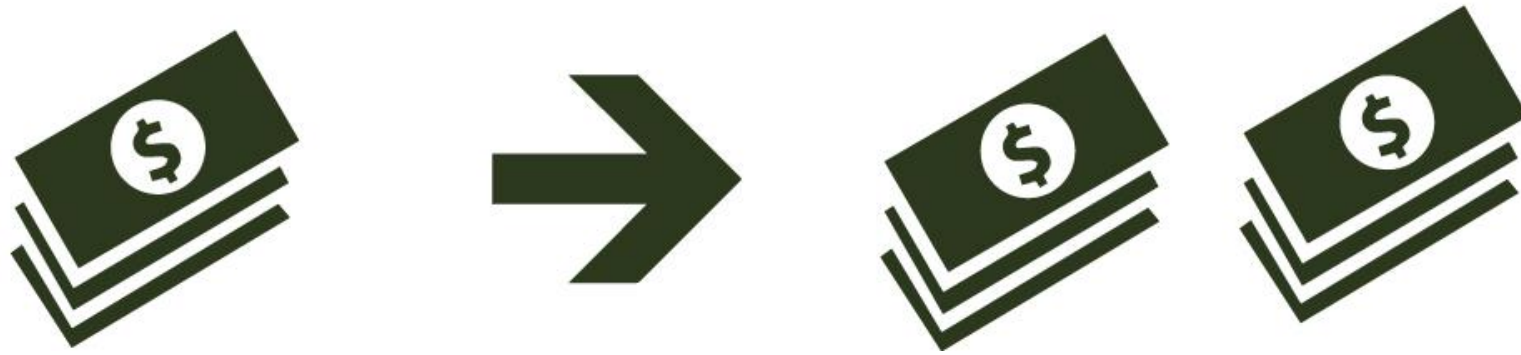


For every **\$1** spent on advertising,  
**\$2** in taxes were gained,  
**SAVING** Mississippi Gulf Coast  
residents **\$561 IN TAXES** annually.



**How does tourism impact the Coast's economy?**

For every **\$1** spent on advertising,  
**\$43** is spent by visitors on the  
Mississippi Gulf Coast.



**How does tourism impact the Coast's economy?**



# Envisioned Future

**The Mississippi Gulf Coast is one of the top vacation destinations, places to meet and do business, and places to live in the Southeast region of the United States. The economy is booming. It is visually attractive, easy to navigate with a variety of quality amenities, services, facilities and products and of a high value for both residents and visitors to enjoy.**





## Vision Statement

The vision of Visit Mississippi Gulf Coast is to establish the Mississippi Gulf Coast as a premier travel destination.

- Increase annual visitation from 5 million in 2012 to 7 million annually
- Transform current \$1.6 billion annual tourism spending into \$2.3 billion
- Create 10,000 new tourism jobs on the Mississippi Gulf Coast



# Mission Statement

The mission of Visit Mississippi Gulf Coast is to positively impact the economy of the three county area by taking a dynamic leadership and visionary role to successfully market and assist in the development of the Mississippi Gulf Coast as a premier travel destination, competing effectively for leisure and group business through the development and execution of integrated marketing, communications, sales and research.



# The Brand

Our promise is an authentic, spirited, year-round coastal destination that will leave you feeling connected to the Coast –her setting, her offerings, her people and her way of life.

STAY AWHILE. YOU'LL GET IT.

VISIT MISSISSIPPI  
GULF COAST 





# Pillars

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- Authenticity
- Approachability
- Celebratory
- Variety



# Content Segments

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- Outdoors and Nature-based**
- Fishing and Boating**
- Beaches and Coastal**
- Culture and History**
- Casinos and Nightlife**
- Golf**
- Culinary**



## Visit Mississippi Gulf Coast Board FY2017

Clay Wagner, President  
 Pam Meinzinger, Vice President  
 Duncan McKenzie, Treasurer  
 Carla Todd, Secretary

John Carter  
 Richard Chenoweth  
 Kim Fritz  
 Danny Hansen  
 Chett Harrison  
 Bill Holmes

Nikki Moon  
 LuAnn Pappas  
 Cecelia Shabazz  
 Myron Webb  
 Rich Westfall  
 Hugh Keating, Legal Counsel

EXECUTIVE DIRECTOR  
 Renée Areng

### MARKETING DEPARTMENT

Director of Marketing  
 Karen Conner

CRM/CMS Manager  
 Janice Jones

Public/Media Relations Manager  
 Erin Kenna

Social Media Manager  
 Kelsey King

### ADMINISTRATION

Executive Administrative Assistant  
 Cindy Jo Calvit

Administrative Assistants  
 Sandra Keown  
 Patricia Williams

### FINANCE DEPARTMENT

Finance Manager  
 Lisa Yockey-Jones

### SALES DEPARTMENT

Director of Sales  
 Janice Jefferson

National Sales Manager  
 Cameron George

International Sales Manager  
 Annette Rand

Regional Sales Manager  
 Crystal Glover

Leisure Group Sales Manager  
 Kristen Livingston

Sports Development Manager  
 Craig Mackay

Destination Services Manager  
 Jessica Knesal

Destination Services Coordinator  
 Ari Strutton

Registration Assistant

Courier

STAY AWHILE. YOU'LL GET IT.

VISIT MISSISSIPPI  
**GULF COAST**



2350 Beach Blvd, Suite A - Biloxi, MS 39535  
 228-896-6699 - Fax 228-896-6788  
[www.gulfcoast.org](http://www.gulfcoast.org)

# Organizational Chart

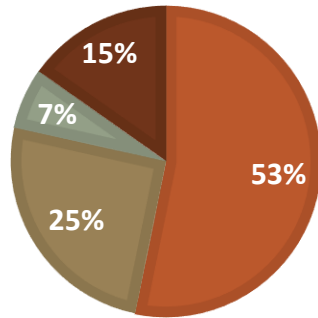


# Media Spend Overview

## OUTER MARKETS

\$1,133,378

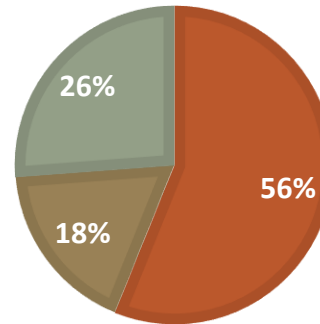
■ TV ■ Digital ■ Search ■ Social



## INNER MARKETS

\$237,061

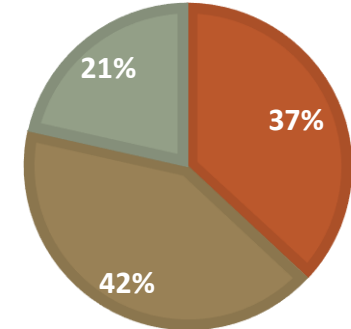
■ Digital ■ Search ■ Social



## MEETINGS & CONVENTIONS

\$125,678

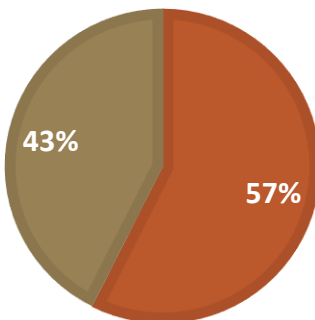
■ Digital ■ Print ■ Social



## FLY-IN MARKETS

\$115,000

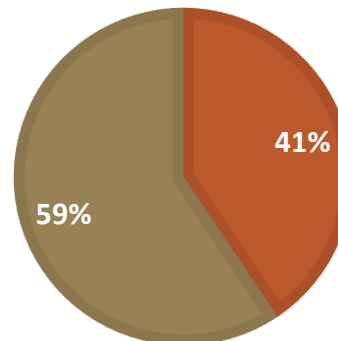
■ Search ■ Social



## MIDWEST MARKETS

\$93,500

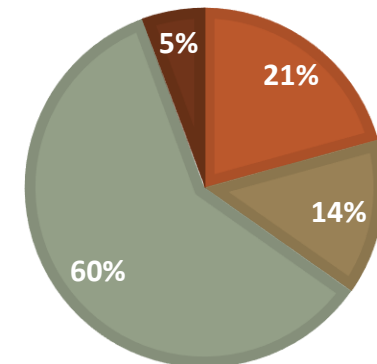
■ Search ■ Social



## MISCELLANEOUS

\$43,253

■ Print ■ Golf



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

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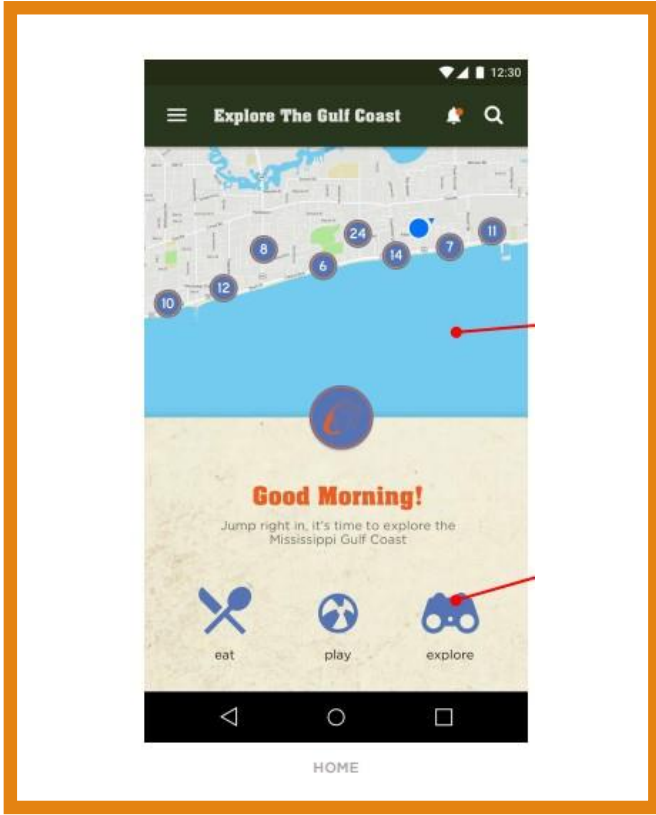
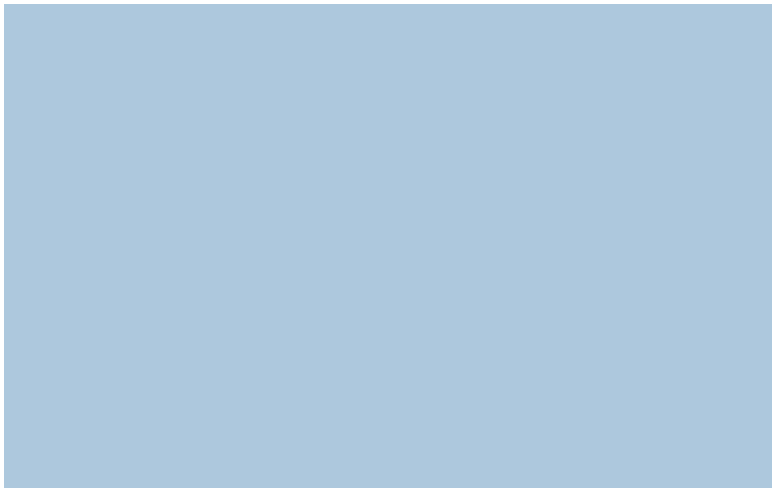
SKIFT

#SKIFT2020

## **Building Ambassadors!**

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**Build a place that people  
want to live and work  
and the traveler will  
follow!**



**There is an app for that!**

# Coast-wide training

Nearly 600 Gulf-coasters from  
all three counties have become  
Coast Champions!

Join now at [GulfCoast.org](http://GulfCoast.org)!







# Mississippi Gulf Coast Marathon

*a coastal running fest*

December 9-11, 2016

Pacing for 4,000 runners in inaugural year!

Coast-wide!



**Forbes**

Amazing coverage!



**Forbes**

## America's Newest Marathon Is A Great 26.2 Miles - Especially For First Time Runners

**Larry Olmsted**, CONTRIBUTOR  
*I travel to learn, eat, golf and ski, but mostly for travel's sake*

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Opinions expressed by Forbes Contributors are their own.

MISSISSIPPI GULF COAST

A photograph of a beach scene at sunset. In the foreground, a wooden sign reads "MISSISSIPPI GULF COAST" with two seagull statues on either side. The sign is supported by wooden posts. The background shows a sandy beach, palm trees, and the ocean under a bright orange and yellow sunset sky.



← Video Journals



Biloxi, Mississippi

## The Mississippi Gulf Coast: Seeking Sun, Sea and Sand

By Victoria Shepherd



My tour of Mississippi was coming to an end, and I looked forward to visiting the Gulf Coast and having the sunshine settle on my shoulders as I strolled along the white sandy beaches I'd heard so much about. The "Riviera of the South" was within easy reach.



### When you go

*Where to Stay*  
White House Hotel  
whitehousebiloxi.com

*Things to Do*

← Entdecken



Mississippi

## Die Golfküste von Mississippi: Sonne, Sand und Meer



Meine Tour durch Mississippi neigte sich dem Ende zu und ich freute mich auf meinen Abstecher an die Golfküste. Ich konnte es kaum erwarten, mir die Sonne auf die Schultern scheinen zu lassen und über die weißen Sandstrände zu schlendern, von denen ich schon so viel gehört hatte. Die „Riviera der Südstaaten“ war nur noch wenige Schritte entfernt.



Sehen Sie sich Inspirationen für Ausflüge in der Nähe an

Erfahren Sie mehr über Mississippi

Hier geht's zu

# Partners

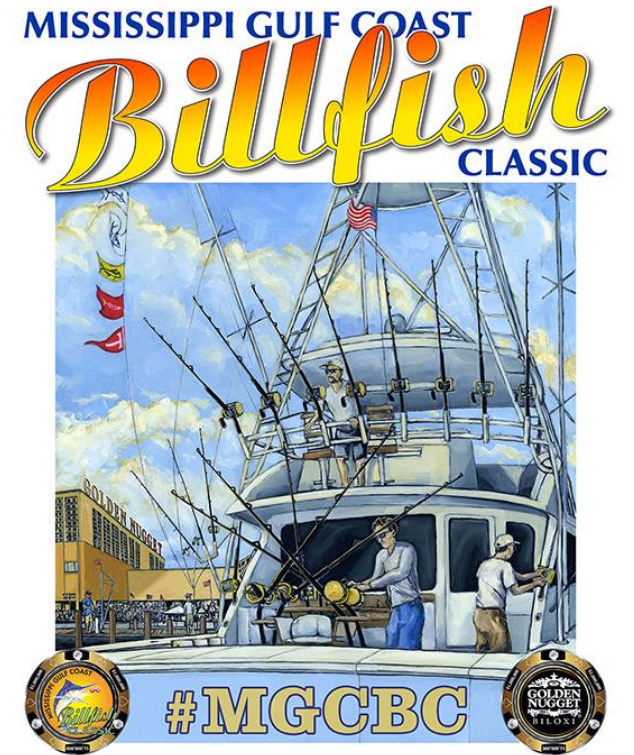
Brand USA – furthering the international message





## Partners

Cruisin' The Coast – great 2016!



19th Annual Gulf Coast Winter Classics  
February 8 - March 19, 2017  
On The Beautiful Mississippi Gulf Coast  
Harrison County Fairgrounds & Equestrian Center, Gulfport, Miss.  
USEF AA Rated / USEF Jumper Levels 4 & 5

## Partners

Signature events share branding and marketing for destination awareness and event growth



**Gulfport-Biloxi International Airport**

*We Make Flying Easier.*



## **Partners**

Similar partnerships with our promotional partners extend our marketing dollars



# Accolades

Accreditation, Tourism Office of the Year for Southeast Tourism Society and Mississippi Tourism Association, among others!





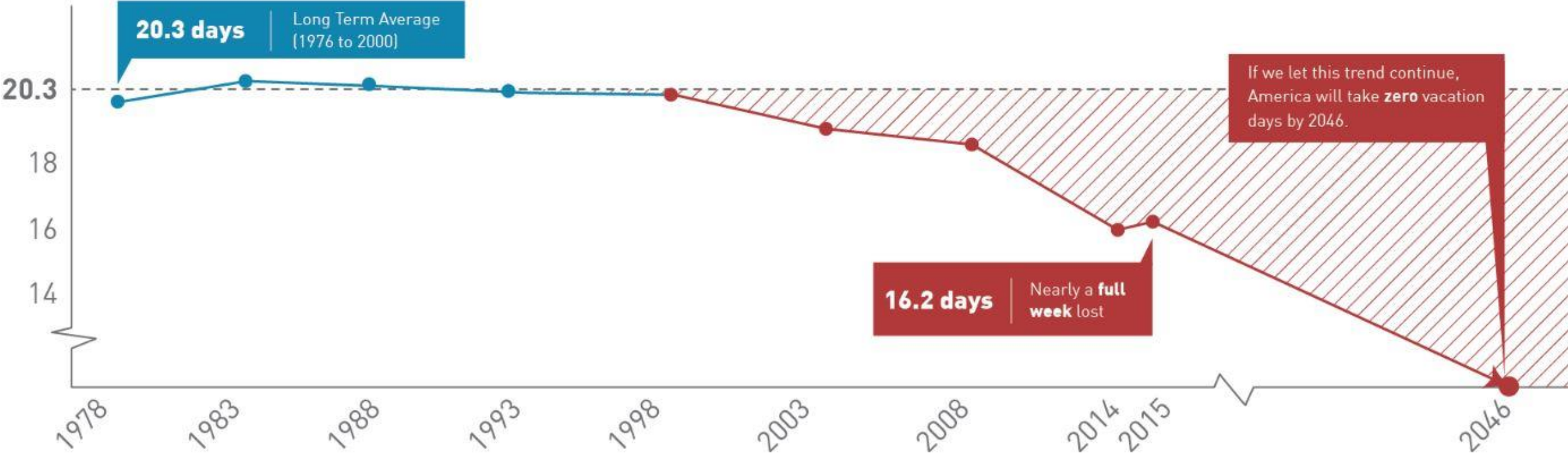
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# Destination Marketing Accreditation Program

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- 94 pillars to exceed Industry Standards
- VMGC was the 201<sup>st</sup> DMO to receive accreditation out of 206 accredited DMO's worldwide!

# AMERICA'S DECLINING VACATION USAGE



## Project Time Off

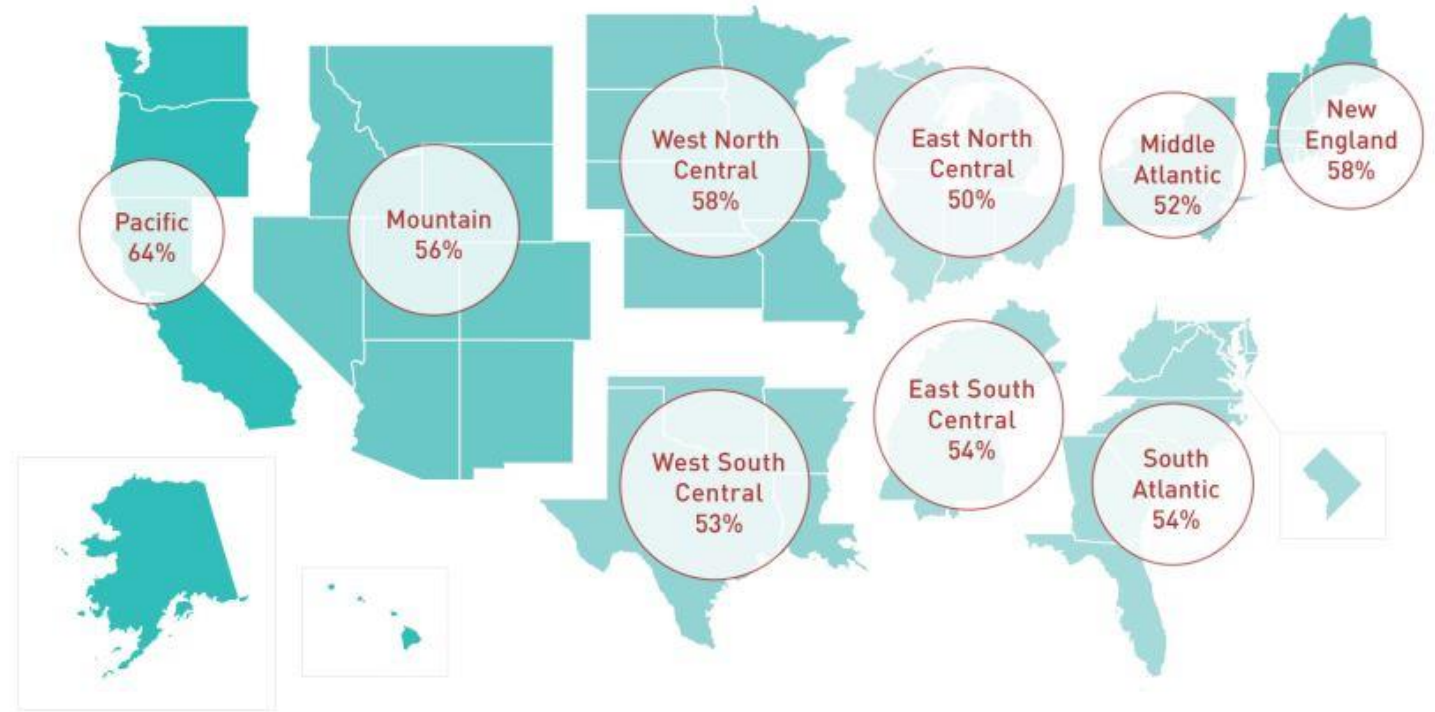
More than 55% of employees left days unused in 2015!



# Project Time Off

We are no better in the Southeast than the rest of the country!

## Unused Vacation Time By Region



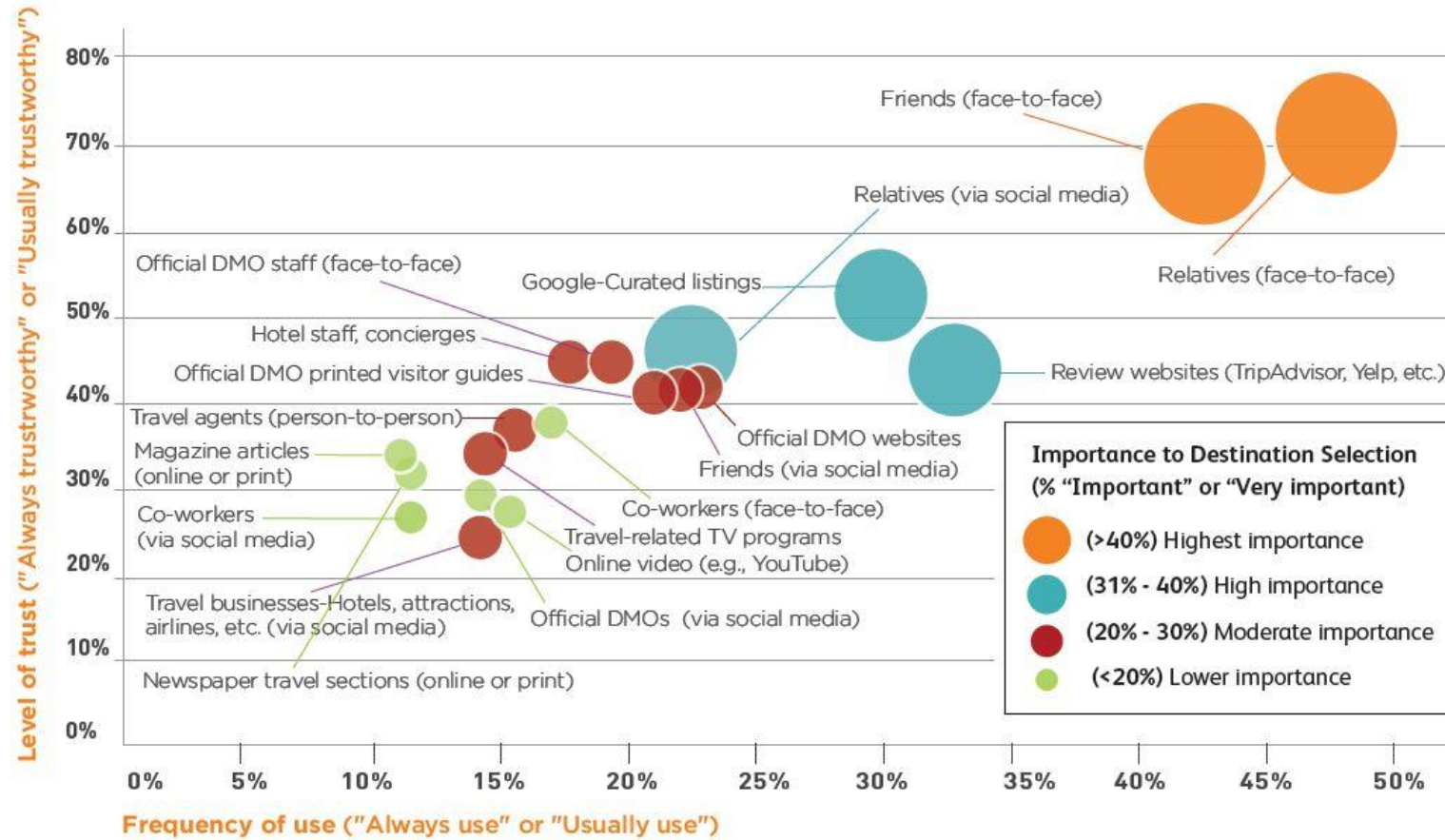
Source: Project: Time Off



**One More Day campaign from MasterCard**

## Trust Me, Use Me, Value Me

A visualization of the trust levels, usage rates and importance of the key resources used in travel research



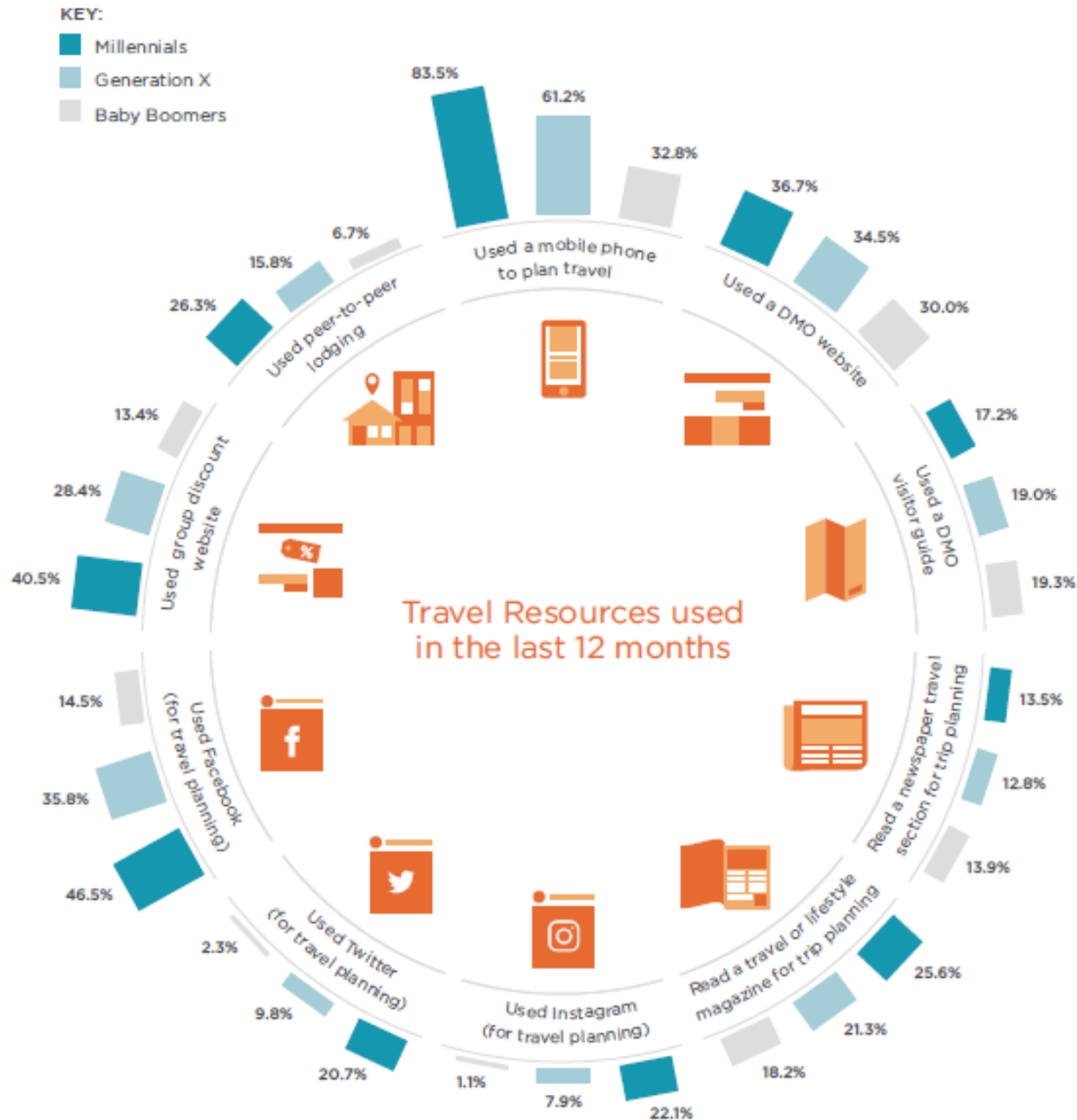
# 2017 Trends to Watch

Word of mouth – friends and family are the best influencers!

Source:







# Trends in Travel

Adoption of new technology by older travelers has not budged, leaving newer methods of collecting travel information still largely the realm of the Millennial

## Who do They Trust? DMOs versus Google-Curated Content (All Leisure Travelers)



DMOS HOLD A TRUST  
ADVANTAGE OVER  
GOOGLE-CURATED  
CONTENT.

**Question:** Which content, opinions and advice would you generally trust more?  
A local visitor bureau/tourism office or Google-Curated Content? (Select one)

## 2017 Trends to Watch

The good news is travelers trust DMO sites as much as friends Facebook posts and Google content!

Source:

Destination  Analysts

# HOW IT WORKS



**Arrivalist Technology**  
(Patent Pending)



## Types of Media:

- Site Visit
- Banners
- Email
- Video
- Paid Search
- Paid Social
- Content Marketing

**Presence = ROI**



# **We are Mississippi Gulf Coasters!**

**Thank you all for a wonderful year! We  
are looking forward to even better  
years to come!**





# Don Welsh

President and CEO

Destination Marketing Association International