

MISSISSIPPI GULF COAST REGIONAL CONVENTION & VISITORS BUREAU
OFFICIAL MINUTES
MARCH 27, 2014

The MS Gulf Coast Regional Convention & Visitors Bureau Commissioners met Thursday, March 27, 2014 at 1:30 p.m., at 2350 Beach Blvd, Suite A, Biloxi, MS 39531.

Commissioners Present: Kim Fritz, vice president; Jimmie Ladner, treasurer; Danny Hansen; Bill Holmes; Jerry Levens; Chett Harrison; Carla Todd; CeCe Shabazz; Clay Wagner – via teleconference

Commissioners absent: Duncan McKenzie, president; Rich Westfall, secretary; Richard Chenoweth; Rip Daniels; Jeff Descher; George Schloegel;

HCTC Staff Members Present: Crystal Johnson, acting manager; Torye Hurst, director, sports marketing; Traci Dauro; Janice Jones, Internet/e marketing manager

Others Present: Hugh Keating, legal counsel; Linda Hornsby, & Bob Bennett, MS Hotel & Lodging Assn; Janice Jefferson, MS Coast Coliseum; Marcia Crawford, HC Development Commission; Myrna Green, HCTDB; Courtney Haggerty, Residence Inn Gulfport; Carol Messer & Kevin O'Brien, Ohr – O'Keefe Museum

Vice President Fritz called the meeting to Order.

1. Commissioner Hansen made the motion to accept the agenda as presented. Seconded by Commissioner Todd, the vice president called the question, with the following results:

Commissioner McKenzie	Voted ---- A&E	Commissioner Ladner	Voted ---- Yes
Commissioner Westfall	Voted ---- A&E	Commissioner Chenoweth	Voted ---- A&E
Commissioner Daniels	Voted ---- A&E	Commissioner Descher	Voted ---- A&E
Commissioner Hansen	Voted ---- Yes	Commissioner Harrison	Voted ---- Yes
Commissioner Holmes	Voted ---- Yes	Commissioner Levens	Voted ---- Yes
Commissioner Schloegel	Voted ---- A&E	Commissioner Shabazz	Voted ---- Yes
Commissioner Todd	Voted ---- Yes	Commissioner Wagner	Voted ---- Yes – via phone

The motion having been duly made, seconded, and a favorable vote received from the Commission, the vice president declared the motion adopted March 27, 2014.

2. Commissioner Hansen made the motion to approve the minutes from the February 25, 2014 meeting as present. Seconded by Commissioner Harrison, the vice president called the question, with the following results:

Commissioner McKenzie	Voted ---- A&E	Commissioner Ladner	Voted ---- Yes
Commissioner Westfall	Voted ---- A&E	Commissioner Chenoweth	Voted ---- A&E
Commissioner Daniels	Voted ---- A&E	Commissioner Descher	Voted ---- A&E
Commissioner Hansen	Voted ---- Yes	Commissioner Harrison	Voted ---- Yes
Commissioner Holmes	Voted ---- Yes	Commissioner Levens	Voted ---- Yes
Commissioner Schloegel	Voted ---- A&E	Commissioner Shabazz	Voted ---- Yes
Commissioner Todd	Voted ---- Yes	Commissioner Wagner	Voted ---- Yes – via phone

The motion having been duly made, seconded, and a favorable vote received from the Commission, the vice president declared the motion adopted March 27, 2014.

3. Commissioner Hansen made the motion to approve the minutes from the February 25, 2014 meeting as present. Seconded by Commissioner Harrison, the vice president called the question, with the following results:

Commissioner McKenzie	Voted ---- A&E	Commissioner Ladner	Voted ---- Yes
Commissioner Westfall	Voted ---- A&E	Commissioner Chenoweth	Voted ---- A&E
Commissioner Daniels	Voted ---- A&E	Commissioner Descher	Voted ---- A&E

Commissioner Hansen	Voted ---- Yes	Commissioner Harrison	Voted ---- Yes
Commissioner Holmes	Voted ---- Yes	Commissioner Levens	Voted ---- Yes
Commissioner Schloegel	Voted ---- A&E	Commissioner Shabazz	Voted ---- Yes
Commissioner Todd	Voted ---- Yes	Commissioner Wagner	Voted ---- Yes – via phone

The motion having been duly made, seconded, and a favorable vote received from the Commission, the vice president declared the motion adopted March 27, 2014.

4. Commissioner Hansen made the motion to approve the minutes from the March 12, 2014 meeting as presented. Seconded by Commissioners Harrison, the vice president called the question, with the following results:

Commissioner McKenzie	Voted ---- A&E	Commissioner Ladner	Voted ---- Yes
Commissioner Westfall	Voted ---- A&E	Commissioner Chenoweth	Voted ---- A&E
Commissioner Daniels	Voted ---- A&E	Commissioner Descher	Voted ---- A&E
Commissioner Hansen	Voted ---- Yes	Commissioner Harrison	Voted ---- Yes
Commissioner Holmes	Voted ---- Yes	Commissioner Levens	Voted ---- Yes
Commissioner Schloegel	Voted ---- A&E	Commissioner Shabazz	Voted ---- Yes
Commissioner Todd	Voted ---- Yes	Commissioner Wagner	Voted ---- Yes – via phone

The motion having been duly made, seconded, and a favorable vote received from the Commission, the vice president declared the motion adopted March 27, 2014.

5. Linda Hornsby, MS Hotel & Lodging Assn, reported on the February room occupancy report.

6. Crystal Johnson

Highlights:

- A. Scheduled weekly updates conference calls with Masterminds – the calls will be every Monday morning at 9:30 a.m. – Masterminds is working on the following:

1. Interim website – redirecting www.visitmiscoast.org to www.gulfcoast.org – advertising for the Partnership started on 3/24/14.
2. They are reviewing all the assets/materials that they received from The Big 3 and from Godwin Group.
3. Working on a 2013/2014 media/budget flowchart to include all previously placed media
4. Creative/Website/Social Media – recommendations to be presented at April meeting

- B. Media Relations – invitations have been mailed to 55 media. The initial “save the date” that was emailed to them, resulted in 15 people responding that they would be interested.

Sales Departments Production Report – February 2014

- Convention Sales: February 2014: Convention Sales Leads generated: Eighteen (18)/YTD - 55; 3,790 delegates/YTD- 14,023; 5,528 room nights/YTD – 20,538; Estimated economic impact \$2,842,500.00
- Bookings/Definite: Ten (10)/YTD – 22; 2,505 delegates/YTD – 3,680; 3,018 room nights/YTD – 6,407; Estimated economic impact \$1,878,750.00
- Lost Business Report: (See full report): Seven (7)/YTD - 27
- MGC Conventions/Groups Serviced: (See full report): Groups – 3/YTD – 24; Delegates – 1,200/YTD – 8,940; Economic Impact - \$900,000.00; CVB Cost to service - \$400.50
- Group/Leisure Travel: @ \$200. Per room night (See full report): Leads: Four (4)/ YTD – 17; Passengers – 333/ YTD – 1,664; Room nights -271/YTD – 1,555; Estimated economic Impact- \$166,500.00

Sports Sales and Marketing: (See full report) February 2014

- Leads: Three (3)/YTD – 13; Attendees – 1,585/YTD – 14,580; Room nights – 1,425/ YTD – 7,905; Estimated Economic Impact - \$317,000.00
- Definite Bookings: One (1)/YTD – 10; Attendees – 1,500/YTD – 11,495; Room Nights – 800/YTD – 7,655; Economic Impact - \$300,000.00
- Meetings/Activities: (See full report)
- Lost/Cancelled Business - None

Marketing & Communications Department: (Please See full report)

- Article Media: Eight (8) Articles
- Advertising Inquiries/fulfillment: USA 800 Top 10 AD Inquiries; February – 809/YTD – 4,157
- USA 800 Top 3 AD Source – February: Web – 303; Search Engine – 256; Unknown – 51
- USA 800 Top 3 AD Source: YTD: Web - 1,311; Search Engine – 782; Fall Travel Planner (Compass) 630
- USA 800 Top 3 AD Source by State – February: Mississippi – 87; Missouri – 87; Illinois - 75; February Totals for USA 800 = 1,016
- USA 800 Top 3 AD Source by State – YTD: Illinois – 295; Texas – 290; Missouri - 279; YTD Totals for USA 800 = 4,236
- CVB In-House Ad Sources: Contact Us – 32; Internet E-Mail Request - 20; Search Engine – 15; February Totals for In-House Requests = 130
- CVB In-House Inquiry by States: Missouri – 13; Michigan – 12; Mississippi – 12; YTD Totals for In-House Inquiries = 476
- Web Statistics– GulfCoast.org Google Analytics – February vs. January YTD
Visits - 114,498/+18,309/442,862; Unique Visitors - 89,322/+12,738/327,151; Page Views - 384,809/+34,312/1,465,084; Pages Visited - 3.36/-; Avg. Visit Duration - 03:46; Bounce Rate - 42.53%/+; New Visits - 68.49%/-
- Outbound referrals to Marketing Partners Web Sites – February: Partners received referrals – 789; Top 3 outbound sites and numbers; Beau Rivage – 949; Grand Biloxi – 877; Hard Rock Hotel 658
- Mobile Statistics – February vs. January: Visits - 39,859/+15,223; Unique Visitors - 30,231/+10,506; Page Views - 271,437/+87,552; Avg. Visit Duration - 2:37/-; Bounce Rate - 21.80%/+; New Visits % - 75.04%/+
- Web Banner Advertising (gulfcoast.org) – Page impressions: Island View Casino Resort - 16,730; South Beach Biloxi Hotel & Suites - 16,730; Palace Casino - 8,694; MHLA Golf Ad/Golf - 8,694; Preserve Golf Course - 2,310; MHLA Golf Ad /Hotels - 2,310
- Click Through events: Island View Casino Resort – 253; South Beach Biloxi – 301; Palace Casino – 291; MSHLA / Golf – 17; Preserve Golf Course – 77; MSHLA / Hotels – 52; Shular Properties - 16
- Social Media – Facebook - Fans/Likes – 16,947 up 319 fans in February; Twitter Followers- @MSGulfCoastCVB- 1,742 up 54 in Feb/Tweets- 3,794/Followers- @MeetMSGulfCoast- 362 up 26 in Feb Tweets- 779; Pinterest - Boards - 15 Pins- 368/Followers- 403; YouTube - February Views – 776/Lifetime views- 57,741; Food Spotting - Spots- 80 up 2 in Feb/Points- 2,825 (points on likes/responses)

7. Commissioner Ladner reported the March 27, 2014 disbursements as follows: check disbursements for 03/27/14--\$154,590.56; grand total disbursements--\$154,590.56. Commissioner Hansen moved these disbursements be approved. Seconded by Commissioner Levens, the vice president called the question, with the following results:

Commissioner McKenzie	Voted ---- A&E	Commissioner Ladner	Voted ---- Yes
Commissioner Westfall	Voted ---- A&E	Commissioner Chenoweth	Voted ---- A&E
Commissioner Daniels	Voted ---- A&E	Commissioner Descher	Voted ---- A&E
Commissioner Hansen	Voted ---- Yes	Commissioner Harrison	Voted ---- Yes
Commissioner Holmes	Voted ---- Yes	Commissioner Levens	Voted ---- Yes
Commissioner Schloegel	Voted ---- A&E	Commissioner Shabazz	Voted ---- Yes
Commissioner Todd	Voted ---- Yes	Commissioner Wagner	Voted ---- Yes – via phone

The motion having been duly made, seconded, and a favorable vote received from the Commission, the vice president declared the motion adopted March 27, 2014

8. Room sales tax revenue of room sales tax collections for March 21, 2014 – actual 5% collection was \$355,279.33 with HCBOS's 2.75% share being \$195,403.63 and MGCRCVB's 2.25% share being \$159,875.70 for a 3.23% change in total collection, and total loss of -2.30% year to year changes.
9. World Choice Travel Revenue collections for the month of March 2014 being \$358.15, with a total year to date \$4,195.42.
10. Commissioner Ladner reported on the Finance Committee meeting to discuss the three Request for Qualifications for Research Services firms. The Committee will meet again to discuss some of the key issues with each firm whom submitted a proposal. Will have a recommendation for the April 22, 2014 meeting.
11. Commissioner Hansen made the motion to approve the sponsorship of MSAE 2014 Mid-Year Conference, being held in Bay St Louis in the amount of up to \$6,000, monies within budgeted items, payable from line item 5800 – Marketing Promotions. Seconded by Commissioner Holmes, the vice president called the question, with the following results:

Commissioner McKenzie	Voted ---- A&E	Commissioner Ladner	Voted ---- Yes
Commissioner Westfall	Voted ---- A&E	Commissioner Chenoweth	Voted ---- A&E
Commissioner Daniels	Voted ---- A&E	Commissioner Descher	Voted ---- A&E
Commissioner Hansen	Voted ---- Yes	Commissioner Harrison	Voted ---- Abstained
Commissioner Holmes	Voted ---- Yes	Commissioner Levens	Voted ---- Yes
Commissioner Schloegel	Voted ---- A&E	Commissioner Shabazz	Voted ---- Yes
Commissioner Todd	Voted ---- Yes	Commissioner Wagner	Voted ---- Yes – via phone

The motion having been duly made, seconded, and a favorable vote received from the Commission, the vice president declared the motion adopted March 27, 2014.
12. Mr. Keating reported on the following items:
 - Support letter ready for president's signature – ref: Deactivation & relocation of 815th AS/345th – Keesler AFB
 - Open meetings Act – official meetings of public bodies to be public and open; provisions for teleconference and video meetings – MS Code Ann - Section 25-41-5.
 - Also, Commissioner Daniels sent an email asking to change his vote on the March 12th minutes, item #5 from No to Abstain. Mr. Keating will look into the guidelines for changing a vote once the minutes have been approved and report back to the full Commission.
13. Vice President Fritz gave the report for the Search Committee, as sent by Commissioner Westfall: I was going to thank everyone for taking some time to visit with Mark Gnatovic with SearchWide last week. He was very impressed with the passion and dedication we have for our community and the potential of tourism for the Coast. Mark utilized the information he gained from the interviews along with the Playbook and Marketing Plan to develop his version of a Position Overview which we have copied for everyone to review. He will use this document to market the position to prospective candidates.
14. Marketing & Convention/Sales Committee – no report at this time
15. Development Committee – Report under tab 3 of the March 18th meeting
16. Audit Committee – no report at this time
17. Myrna Green, HCTDB reported on the following items:
 - Diamond Tours had 75 plus tours to the area last year, and have sent contracts for 2015
 - Vacation Rentals – Not sure if they are paying occupancy taxes, hard to follow up on.Commissioner Fritz stated that this was one of the reasons the Development & Government Relations Committee was formed, maybe they could approach the Tax Commission or Legislators.

- Magnolia Money will start soon
- April events – Stella Blues & BBQ Festival; Gospel Palooza; Hundred Men Hall – Homemade Jams

18. Commissioner Holmes reported that official dates have been set for Spring Break, they will be April 11th, 12th, 13th. He has been working with the promoter of the event, and contracts have been signed to hold different events at the Coliseum. Commissioner Holmes discussed the need for additional funding for the CVB, he has been in contact with Legislators and no discussion would be considered until possible 2016. It was suggested creating a sub-committee which would be formed under the Finance & Funding Committee, to consider ways to increase future increase funding for the CVB.

19. Reminders

1. MGCRCVB meeting – Tuesday, April 22nd @ 1:30 pm
2. Holiday – Office Closed – Monday, April 28th – Confederate Memorial Day

20. Commissioner Holmes made the motion to adjourn the meeting. Seconded by Commissioner Levens, the vice president called the question, with the following results:

Commissioner McKenzie	Voted ---- A&E	Commissioner Ladner	Voted ---- Yes
Commissioner Westfall	Voted ---- A&E	Commissioner Chenoweth	Voted ---- A&E
Commissioner Daniels	Voted ---- A&E	Commissioner Descher	Voted ---- A&E
Commissioner Hansen	Voted ---- Yes	Commissioner Harrison	Voted ---- Yes
Commissioner Holmes	Voted ---- Yes	Commissioner Levens	Voted ---- Yes
Commissioner Schloegel	Voted ---- A&E	Commissioner Shabazz	Voted ---- Yes
Commissioner Todd	Voted ---- Yes	Commissioner Wagner	Voted ---- Yes – via phone

The motion having been duly made, seconded, and a favorable vote received from the Commission, the vice president declared the motion adopted March 27, 2014.

Reports

CONVENTION SALES:

Tentative Leads:			
February 2014: 18		Fiscal YTD: 55	Goal: 200
Name	Meeting Date	# Attendees / # Room Nights	Origin
Mississippi Board of Psychology – 2014 Board Retreat	June 19 – 21, 2014	10 / 20	State Tourism Office
Geekonomicon – 2014 Event	Dec 11 – 15, 2014	500 / 300	MCCCC Referral
Best Friends Animal Society – 2015 Meeting	July 15 – 18, 2015	1,200 / 1,950	MCCCC Referral / CVENT
American Backflow Prevention Association – 31 st Annual International Education Conference	April 16 – 23, 2015	200 / 603	Phone Call
Mississippi Department of Human Services – MDHS February Meeting	February 18 – 22, 2014	75 / 0	Phone Call
Biloxi High School Reunions – Class of 1984	June 27 – 29, 2014	35 / 20	Phone Call
ConferenceDirect – Achieving the Dream 2014 Fall Coaches Retreat	October 14 – 19, 2014	80 / 180	CVENT
H.T. Hackney – Convenience Expo 2016	February 14 – 19, 2016	800 / 770	Marketing Partner Referral
H.T. Hackney – Convenience Expo 2017	February 19 – 24, 2017	800 / 770	Marketing Partner Referral
Mississippi Fire Investigators Association – 2015 Spring Annual Meeting	March 24 – 27, 2015	70 / 210	Phone Call
National Academic Advising Association – 2015 July Summer Institute	July 25 – Aug 2, 2015	120 / 410	Website Inquiry
National Academic Advising Association – 2015 June Summer Institute	June 20 – 28, 2015	120 / 410	Website Inquiry

National Academy for State Health Policy – 31 st Annual State Health Policy Conference 2018	Sept 29 – Oct 3, 2018	600 / 1,220	Email
RIPE (Resource Information & Planning for the Elderly) – 2014 RIPE Conference	May 14 – 16, 2014	200 / 200	Phone Call
CCSC Army Communications – 2014 Reunion	October 16 – 19, 2014	30 / 45	Website
Department of MS Veterans of Foreign Wars – 2015 Mid-Winter Conference	January 23 – 25, 2015	75 / 225	Website
Earl Shepherd Thompson Reunion – 2014 Reunion	June 27 – 29, 2014	15 / 45	Phone Call
Little Rock Central High School Class of 56 – 2015 Reunion	Sept 28 – 20, 2015	60 / 100	Website
TOTALS		3,790 / 5,528	
YTD TOTALS		14,023 / 20,538	Goal: 100,000 Room nights

Estimated Economic Impact: \$2,842,500.00 (based upon \$300.00 per person for an average of 2.5 nights)

Conventions Serviced:

February 2014: 3 **Fiscal YTD: 24**
Goal: 110

Name	Meeting Date	# Attendees	Service included:
Mississippi Quilting Association	Feb 7 – 8, 2014	150	Bags, pens
MS Gulf Coast Coaching Clinic	Feb 11 – 14, 2014	800	Name badges, registration assistance
2 nd Liners Mardi Gras	February 21, 2014	250	Registration assistance
TOTALS		1,200	
YTD TOTALS		8,940	Goal: 26,000 room nights

Total HCTC Investment in Services: \$400.50

Estimated Economic Impact: \$900,000.00 (based upon \$300.00 per person for an average of 2.5 nights)

Client Meetings / Client Events / Client Projects:

February 2014:

Name	Dates	# Attendees / # Room Nights
MSAE – Mid Year Conference	April 29 – May 2, 2014	100 / 210
Living Proof Live with Beth Moore – Betsy Langmade	June 26 – 28, 2014	5,000 / 1,297

Travel:

February 2014:

Name	Dates	Sales Manager(s) Attending
Louisiana Society of Association Executives – Baton Rouge, LA	February 12 – 14, 2014	Janet Harrington

Definite Bookings:

February 2014 : 10 **Fiscal YTD: 22** **Goal: 100**

Name	Meeting Date	# Attendees / # Room Nights	Headquarter Hotel
Mississippi Association of Student Financial Aid Administrators – 2015 Annual Meeting	May 19 – 22, 2015	125 / 225	Biloxi property
Mississippi Counseling Association – 2015 Annual Convention	November 3 – 6, 2015	800 / 795	Biloxi property
Mississippi D.A.R.E. Officer Association – 2014 Annual Conference	July 13 – 18, 2014	85 / 300	Biloxi property
Mississippi Emergency Management Agency – 2014 Conference	May 26 – 29, 2014	500 / 410	Biloxi property

Alliance Safety Council – Southeast Manpower Tripartite (SEMTA)	May 12 – 14, 2014	275 / 120	Biloxi property
Mississippi Department of Human Services – MDHS February Meeting	February 18 – 22, 2014	75 / 0	Gulfport property
Navy CB Battalion, Shreveport, LA – Battalion Decommissioning, Banquet and Ball	May 17 – 18, 2014	175 / 75	Bay St. Louis property
Tattoo and Arts Festival – Due South Tattoo Expo	December 2 – 8, 2014	100 / 173	Biloxi property
Center for Deployment Psychology – Henry M. Jackson Foundation CDP All Staff	March 17 – 21, 2014	120 / 240	Biloxi property
United States Postal Service – AL District	May 28 – 31, 2014	250 / 680	MS Coast Coliseum & Convention Center
TOTALS		2,505 / 3,018	
YTD TOTALS		3,680 / 6,407	Goal: 50,000 room nights
Estimated Economic Impact: \$1,878,750.00 (based upon \$300.00 per person for an average of 2.5 nights)			

Lost /Cancelled Business:

February 2014: 7

Fiscal YTD: 27

Name	Meeting Date	# Attendees / # Room Nights	Reason Lost	Incentive Offered
Mississippi Society of Association Executives – 2015 Mid Year	April 27 – 29, 2015	100 / 140	Coming to the MS Gulf Coast in 2014 and Tupelo for 2015	
Singing River Health Systems – Strategic Planning Meeting 2015	July 9 – 11, 2015	100 / 195	Weekend in the summer and they chose Perdido Beach Resort	
Singing River Health Systems – Strategic Planning Meeting 2016	July 14 – 16, 2016	100 / 195	Weekend in the summer and they chose Perdido Beach Resort	
HDW, Inc. – 2015 Fall Market	Sept 10 – 13, 2015	400 / 807	Group chose Shreveport, LA for the Fall Market	
HDW, Inc. – 2016 Spring Market	Jan 22 – 25, 2016	400 / 807	Group chose Jackson, MS for the Spring Market	
Southeastern Association of Housing Officers – 2016 Conference	Feb 7 – 13, 2015	475 / 1,015	Group has decided to look at the MS Gulf Coast for 2018	
Southeastern Association of Housing Officers – 2017 Conference	Feb 5 – 11, 2016	475 / 1,015	Group has decided to look at the MS Gulf Coast for 2018	

LEISURE TRAVEL:

Tentative Leads:

February 2014: 4

Fiscal YTD: 17

Goal: 85

Name	Tour Date	# Attendees / # Room Nights
GTA – New York – 2012 Definite Room Nights	Jan 1 – Dec 31, 2012	25 / 53
GTA – New York – 2013 Definite Room Nights	Jan 1 – Dec 31, 2013	228 / 114
Awesome Adventures Unique Destinations – Gaming Trip – 2 Night Stay December	Dec 9 – 11, 2014	50 / 50
Country Tours – IL	April 7 – 10, 2014	30 / 54
TOTALS		333 / 271
YTD TOTALS		1,664 / 1,555

Estimated Economic Impact: \$166,500.00 (based upon \$200.00 per person for an average of 2.5 nights)

Assists:

February 2014: 2

Fiscal YTD: 6

Name	Tour Date	# Passenger / # Room Nights	Assisted with...
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Christian Tours /Burke International – Biloxi and New Orleans Winter Escape	Feb 11 – 13, 2014	50 / 54	Tour ideas
Fayette County Senior Services – Gulf Coast March Tour	March 9 – 11, 2014	100 / 100	Touring information, restaurants
TOTALS		150 / 154	
YTD TOTALS		344 / 308	

Estimated Economic Impact: \$75,000.00 (based upon \$200.00 per person for an average of 2.5 nights)

Lost/Cancelled Business:

February 2014: 5

Fiscal YTD: 8

Name	Tour Date	# Attendees / # Room Nights	Reason Lost/Cancelled
All About Travel – Ladies Group – Feb or March 2014	Feb 24 – 27, 2014	40 / 60	Unable to reconnect with client – tour date passed.
Leisure Time Charters & Tours – Mardi Gras 2014	March 3 – 5, 2014	50 / 50	Client doesn't think the tour will sell because of the cost of the rooms.
Louisiana Travel Services – Overnighter – Sunday night	March 16 – 17, 2014	50 / 25	Group cancelled
Tally Ho Vacations – Antebellum South and the Civil War	March 17 – 21, 2014	50 / 52	Group cancelled – not enough people signed up for the trip.
Tourco's Firstline Tours, Inc. – Gulf Coast Gambler Express	Feb 19 – 22, 2014	50 / 75	Not enough seats sold to run the tour.

Travel:

February 2014:

Name	Dates	Sales Manager(s) Attending
Receptive Services America Association (Washington, DC)	February 3 – 6, 2014	Annette Rand
National Tour Association (Los Angeles, CA)		Janet Harrington

Site Visits:

February 2014:

Name	Tentative Dates	# Attendees / # Room Nights
Awesome Adventures/Unique Destinations – Sandi Sagrera	Multiple tour dates	50 / 50 each

Staff Meetings:

February 2014:

Meeting Name:	Staff Member
Meeting with Christine Duhe – MGCCC	Linda / Taryn
CVB Marketing Committee Meeting	Crystal Johnson
Meeting with JoAnne Lowe – Courtyard Marriott	Crystal Johnson
Breakfast with the Mayor	Linda Stewart
Meeting with Amanda Schmidt – Paddles Up	Sales Staff
Meeting with Angie Zok – Brand USA	Annette Rand
Meeting with Conde Nast Traveler / Bon Appetit	Crystal Johnson
Meeting with Benvenuti CPA's	Crystal Johnson
Phone interview with Ted Carter – MS Business Journal	Crystal Johnson / Annette Rand
Dinner with German Writer – Bettina Winterfield	Annette Rand

Sports

SPORTS:**Tentative Leads:****February 2014: 3****Fiscal YTD: 13 Goal: 40**

Name	Meeting Date	# Attendees / # Room Nights	Origin
2014 International Long Drive Golf Series	October 17, 2014	35 / 105	Client Call
2016 Chinese Shar-Pei Nationals	October 22, 2014	50 / 320	Client Call
2014 Gulf Coast Hoops Fest	April 25-27, 2014	1500 / 1,000	Client Call
TOTALS		1585 / 1425	

Monthly Estimated Economic Impact: \$317,000.00 (based upon \$100.00 per person x 1,585 attendees for an average of 2.0 nights)

Monthly Direct Room Night Impact: \$142,500.00 (based on \$100 per room x 1,425 room nights)

YTD Estimated Economic Impact: \$2,470,000.00 (based upon \$100.00 per person x 12,350 attendees for an average of 2.0 nights)

YTD Direct Room Night Impact: \$950,500.00 (based on \$100 per room x 9,505 room nights)

Definite Bookings:**February 2014: 1****Fiscal YTD: 10 Goal: 20**

Name	Meeting Date	# Attendees / # Room Nights	Headquarter Hotel
2014 Youth Basketball of America	April 25-26, 2014	1500 / 800	Various
TOTALS		1500 / 800	

Monthly Estimated Economic Impact: \$300,000 (based upon \$100.00 per person x 1500 attendees for an average of 2.0 nights)

Monthly Direct Room Night Impact: \$80,000.00 (based on \$100 per room x 800 room nights)

YTD Estimated Economic Impact: \$2,092,000.00 (based upon \$100.00 per person x 10,460 attendees for an average of 2.0 nights)

YTD Direct Room Night Impact: \$669,500 (based on \$100 per room x 6,695 room nights) **Goal: \$3,000,000.00**YTD Room Nights: 6,695 **Goal: 30,000**YTD Attendees: 10,460 **Goal: 35,000****Site Visits:****February 2014: 0****Fiscal YTD: 3**

Name	Tentative Dates	# Attendees / # Room Nights
None in February		

Events Serviced:**February 2014: 0****Fiscal YTD: 0**

Name	Meeting Date	# Attendees	Service included:
None in February			
TOTALS			

Total MGCRCVB Investment in Services: \$

Estimated Economic Impact: (based upon \$100.00 per person for an average of 2.5 nights)

Meetings:**February 2014:**

Meeting/Contacts	Staff Member	Description
Monthly Hotel Sales	Gary Benson	Meeting with Hotel Management, Convention Center Sales Staff, and CVB staff
Madison Golf Show	Torye Hurst	Attended golf show and assisted in co-op booth with MDA Tourism Division. CVB participated in a Gulf Coast Golf package for two promotion. Other entities represented were: Shular Properties, Kirkwood National and MDA Tourism.
MS Gulf Coast Collegiate Softball Classic	Torye Hurst	Weekly meetings leading up to Feb. 28 – March 2 event at the Gulfport Sportsplex. Worked event serving as media coordinator and statistical liaison with coaching staff as well public address announcer supervisor.
St. Louis Golf Show	Gary Benson	Attended golf show and assisted in co-op booth with MDA Tourism Division. Other entities represented: DeSoto CVB, Diamondhead Country Club, Island View Casino/Windance, Palace Casino/Preserve Golf Club.
MGCRCVB Marketing Committee	Torye Hurst	Attended meeting on February 24, 2014.
MGCRCVB Commission	Torye Hurst	Attended meeting on February 25, 2014.
MS Heritage Trail Advisory Board	Gary Benson	Ongoing meetings in an attempt to establish Goals and Objectives to assist in moving the trail project along toward more recognition and funding
Chicago Golf Show	Gary Benson	Attended golf show and assisted in co-op booth with MDA Tourism Division. Other entities represented: DeSoto CVB, Diamondhead Country Club, Island View Casino/Windance, Palace Casino/Preserve Golf Club, Links of Cottonwoods, Hard Rock Casino, South Beach Hotel and MDA Tourism. Largest golf show with approx. 20,000 attendees.
MS Gulf Coast Senior Games	Torye Hurst	Attended planning meeting for annual April event.

"Bird Wise" Small Business Seminar	Gary Benson	Half day seminar hosted by the Pascagoula River Audubon Center. Businesses were informed on the growing economic impact of birding and nature tourism on the Gulf Coast. Presentation by Mark LaSalle of the Audubon Center on how to connect business to this demographic.
MS Gulf Coast Hotel & Lodging Association	Torye Hurst	CVB representative to inform group of ongoing CVB activities.
Gulfport/Biloxi International Airport Board	Torye Hurst	CVB representative to inform board of ongoing CVB activities.

Travel:

February 2014:

Name	Dates	Sales Manager Attending
Madison Golf Show	February 6-10, 2014	Torye Hurst
St. Louis Golf Show	February 13-16, 2014	Gary Benson
Chicago Golf Show	February 20-23, 2014	Gary Benson

Lost /Cancelled Business:

February 2014:

Name	Meeting Date	# Attendees / # Room Nights	Reason Lost	Incentive Offered
None				
Total Lost/Cancelled Business		0 / 0		

Marketing Report

SOCIAL MEDIA:

Facebook

January 2014:	Monthly Increase	FYTD New Fans - 632
Total Fans	303	16,628

Twitter

	Followers	Monthly	FYTD Increase	Tweets	Monthly	FYTD Increase
MSGulfCoastCVB	1,688	43	334	3,756	29	2,221
MeetMSGulfCoast	336	32	104	761	17	485

Foodspotting

	Spots	Monthly	FYTD Increase	Points	Monthly	FYTD Increase
	80	2	7	2,825	220	595

Youtube

January 2014 Views	Lifetime Views	FYTD Increase
841	56,695	3,261

Pinterest

January 2014	Boards		Pins	FTYD Increase	Followers	FYTD Increase
	15		365	69	381	67

MEDIA RELATIONS:

Articles				October	November	December	January	FYTD
Media Value				\$59,535.80	\$45,781.80	\$854.75	\$348.00	\$106,520.35
Identified				18	24	14	8	64

INQUIRIES:

USA 800 Ad Sources

January 2014-	1,324		FYTD	3,348
Web	468		Web	1,008
Search Engine	308		Fall Travel Planner (Compass)	630
go-mississippi.com	180		Search Engine	526
Another Web Site	94		go.mississippi.com	255
Unknown	73		Another Web Site	215
Friend Referral	63		Unknown	181
Mississippi Travel Guide	27		Friend Referral	127
AAA Tour Book	21		America's Best Vacation	65
Mississippi Tour Guide	13		AAA Tour Book	57
Family Circle	10		Mississippi Travel Guide	56

USA 800 States

January 2014	1,252		FYTD	3,220
Texas	119		Texas	233
Illinois	88		Illinois	220
Mississippi	87		Florida	199
Missouri	83		Missouri	192
Wisconsin	82		Wisconsin	190
Florida	63		Mississippi	185
Louisiana	63		Michigan	132
Arkansas	58		Ohio	127
Tennessee	55		Louisiana	121
Indiana	51		Tennessee	120

CVB In-House Ad Sources

January 2014	151		FYTD	347
Contact Us	34		Contact Us	99
Internet E-mail Request	20		Internet E-mail Request	52
Friend Referral	19		Friend Referral	32
Search Engine	15		Search Engine	32
Previous Visitor	12		Previous Visitor	25
AAA Tour Book	11		AAA Tour Book	20
Another Web Site	6		Chamber of Commerce Referral	20
Chamber of Commerce Referral	6		Another Web Site	13
Magazine/Newspaper	6		Magazine/Newspaper	9
AAA Southern Traveler	5		AAA Southern Traveler	8

CVB In-House States

January 2014	151	FYTD	346
Missouri	11	Mississippi	28
Tennessee	10	Florida	26
Arkansas	9	Texas	22
Georgia	9	Missouri	20
Florida	8	Georgia	19
Mississippi	8	Tennessee	19
Texas	8	Illinois	18
Illinois	7	Louisiana	18
Louisiana	7	Michigan	15
Alabama	6	Wisconsin	14
January International -2		FYTD International - 6	

GOOGLE ANALYTICS:

VISITOR OVERVIEW – GULFCOAST.ORG

January 2014 - 76,584	December	January	FYTD	246,152
Visits	75,122	96,189	21,067	328,364
Unique Visits	58,938	76,584	17,646	246,152
Pageviews	237,483	350,497	113,014	1,080,275
Pages per visit	3.16	3.64	+	3.29
Average Visit Duration	0:03:49	0:04:07	+	0:03:48
Bounce Rate	42.40%	40.54%	-	43.61%
% of New Visits	68.75%	70.97%	+	69.43%

OUTBOUND REFERRALS

January 2014 Link Report	December Visits	December Unique Visits	January Visits	January Unique Visits	FYTD - 65,172
Listings	11,320	4,577	19,058	7,801	
World Choice Travel	3,742	2,913	6,712	5,274	
Events	8,282	5,801	6,630	4,869	
Visitors Guide	1,123	826	2,519	1,985	
Banners	539	457	989	866	
Outgoing links	232	134	457	324	

Listings

January 2014 - 788	Total Referrals	Unique Referrals	FYTD - 885
Beau Rivage Resort & Casino	949	837	
Grand Biloxi Casino Hotel & Spa	872	753	
Hard Rock Hotel & Casino	596	541	
Island View Casino Resort	568	512	
Golden Nugget Biloxi	537	470	
IP Casino Resort & Spa	468	428	
Treasure Bay Casino & Hotel	423	387	
Palace Casino Resort	366	340	
Margaritaville Casino & Restaurant Biloxi	357	335	
Hollywood Casino	331	312	

Events

January 2014 - 367	Total Referrals	Unique Referrals	FYTD - 805
Biloxi Beach Bull Run	788	529	
4th Annual Pass Christian Oyster Festival	751	562	

16th Annual Gulf Coast Winter Classics Horse Show	600	350	
11th Annual Lizana Mardi Gras Parade	401	253	
22nd Annual MS Coast Coliseum Crawfish Music Festival	387	317	
Beginning Wheel Throwing	361	278	
Christmas at Beauvoir	228	161	
Live Entertainment - Margaritaville Restaurant Stage	220	178	
4th Annual Gulfport Music Festival	201	194	
Hard Rock Live - Center Bar	185	129	

SEARCH SOURCES

Organic & Referral January 2014	Visits	Pages / Visit	Avg. Visit Duration	Requested FTG
google / organic	48,640	3.65	0:04:12	510
m.gulfcoast.org / referral	15,425	2.96	0:02:46	117
(direct) / (none)	8,081	3.36	0:04:01	103
bing / organic	6,974	3.93	0:04:25	106
biloxi.ms.us / referral	4,201	5.97	0:07:17	160
yahoo / organic	3,744	4.03	0:04:35	70
172.16.254.254 / referral	1,054	1.19	0:00:54	0
gulfport-ms.gov / referral	880	4.59	0:05:38	20
aol / organic	877	3.61	0:03:41	15
ask / organic	459	3.47	0:03:12	8
Referring Sites January 2014	Visits	Pages / Visit	Avg. Visit Duration	Requested FTG
m.gulfcoast.org	15,425	2.96	0:02:46	117
biloxi.ms.us	4,201	5.97	0:07:17	160
172.16.254.254	1,054	1.19	0:00:54	0
gulfport-ms.gov	880	4.59	0:05:38	20
visitmscoast.org	427	4.51	0:07:31	6
facebook.com	399	2.2	0:02:32	4
flygpt.com	209	3.21	0:03:06	5
search.tb.ask.com	194	4.27	0:05:09	4
search.mywebsearch.com	178	4.35	0:05:56	6
mscoastcoliseum.com	176	4.41	0:06:09	3

GEOGRAPHIC

Top 10 States	Visits		Top 10 Cities	Visits		Top 10 Countries	Visits
Mississippi	30,974		Biloxi	5,405		United States	93,710
Louisiana	10,470		Gulfport	5,083		Canada	856
Texas	7,063		Hattiesburg	4,842		United Kingdom	311
Alabama	5,385		New Orleans	2,671		Germany	141
Florida	5,106		Ocean Springs	2,471		India	127
Georgia	3,678		Houston	1,615		(not set)	68
Illinois	2,515		Long Beach	1,519		France	64
Missouri	2,445		Mobile	1,452		Japan	60
Tennessee	2,404		Jackson	1,212		Australia	56
Kentucky	1,644		Tupelo	1,015		Italy	48
Most Viewed Content				Visits	Unique Visits	Avg. Visit Duration	
/events/				29,409	19,310	0:02:30	
/ (homepage)				21,076	17,328	0:01:37	
/attractions/				17,939	12,645	0:00:51	
/?mobile=				17,343	14,526	0:01:08	

/casinos/	16,807	9,023	0:01:22
/visitors/events/mardigras/	10,132	8,578	0:03:29
/hotels/	9,093	6,644	0:01:11
/coupons/	8,225	6,044	0:01:07
/includes/itinerary/	7,224	5,840	0:00:53
/restaurants/	6,296	4,614	0:01:20

Sugar Bowl 2014 received a total of 1,521 unique views with an average time spent on the page of 3:28 - January 2014 was 107 unique views.

Top Landing Pages	Visits	Pages / Visit	Avg. Visit Duration	Requested Fun Times Guides
/ Homepage	15,561	2.69	0:02:33	488
/?mobile=	14,404	2.56	0:04:16	112
/events/	9,571	4.22	0:04:44	33
/visitors/events/mardigras/	5,035	5.07	0:05:31	7
/attractions/	4,550	4.27	0:05:38	113
/casinos/	4,345	2.12	0:04:08	43
/visitors/attractions/beaches-and-harbor-activities/	2,133	5.46	0:06:00	29
/visitors/attractions/family-activities/	1,840	1.99	0:03:43	44
/restaurants/	1,584	4.35	0:03:59	3
/coupons/	1,572	1.99	0:02:34	19

Simpleview Analytics:

VISITOR OVERVIEW – GULFCOAST.ORG

6 Month Traffic Overview	Aug	Sep	OCT	Nov	Dec	Jan
Visits:	98,145	86,976	90,613	66,440	75,122	96,189
Unique Visitors:	75,976	68,446	71,942	52,672	58,938	76,584
Bounce Rate:	41%	42%	47%	44%	42%	40%
Pageviews:	381,880	302,332	279,279	213,016	237,483	350,497
Average Pageview per Visit:	3.89	3.48	3.08	3.21	3.16	3.64
Average Time on Site:	0:04:15	0:03:55	0:03:28	0:03:44	0:03:49	0:04:07
Total Organic Search Traffic:	59,097	53,069	59,620	44,709	48,143	61,164
% of Traffic From Organic Search:	60%	61%	66%	67%	64%	64%
Entry Pages From Search:	2,015	1,997	2,072	1,793	1,725	1,902
Total Organic Keywords:	18,965	13,026	10,572	8,004	8,895	10,229
Mobile Site Visits:	23,311	22,100	22,979	16,284	21,897	24,636
All Traffic:	121,456	109,076	113,592	82,724	97,019	120,825

SEARCH ENGINE OPTIMIZATION Overview:

Pages per visit are up 2% Jan '14 as compared Jan '13

Average Visit Duration is up 6% year over year

Bounce Rate has improved 7% this Jan compared to last

New Visitation is up 5% year over year

Total visits are down by 9%. This loss is mostly due to Mardi Gras traffic and referrals from biloxi.ms.us