



Visit Mississippi Gulf Coast

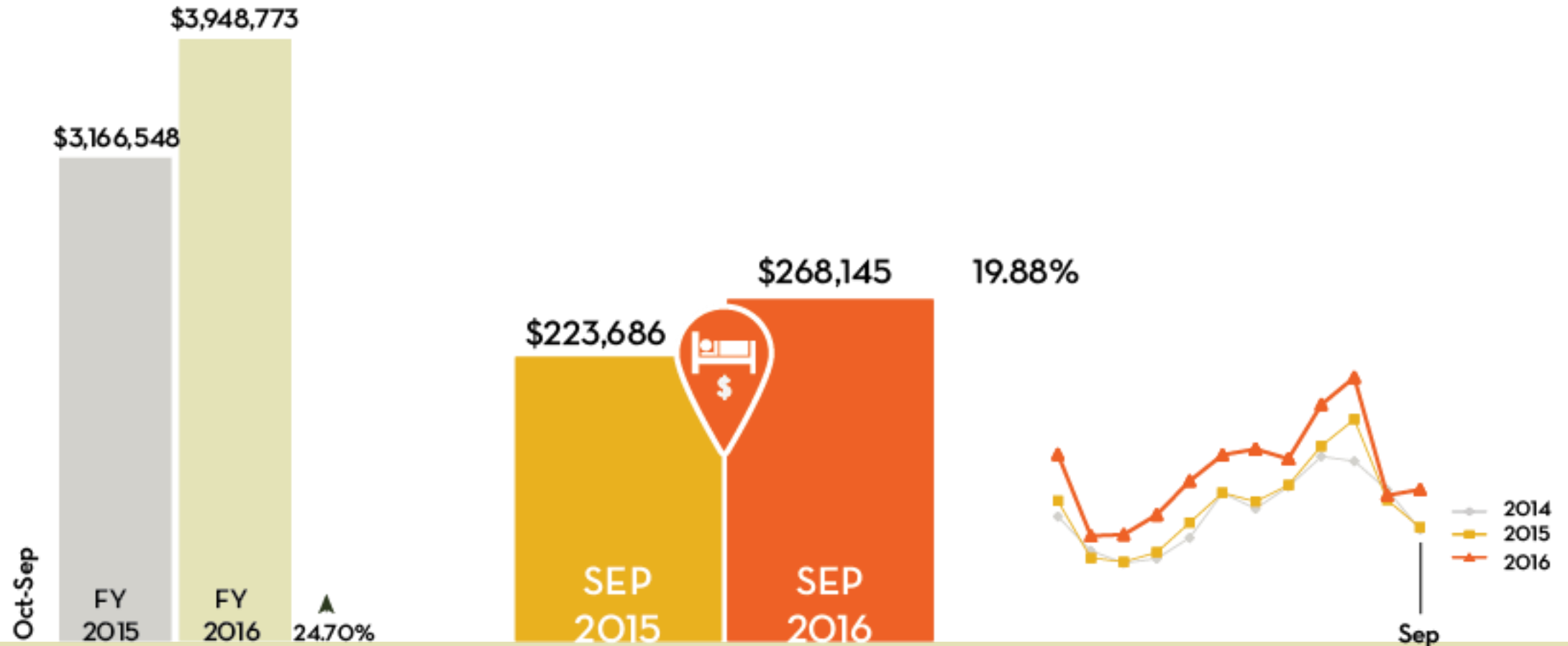
KEY PERFORMANCE INDICATORS

NOVEMBER 2016

Occupancy Tax Receipts



MS Department of Revenue

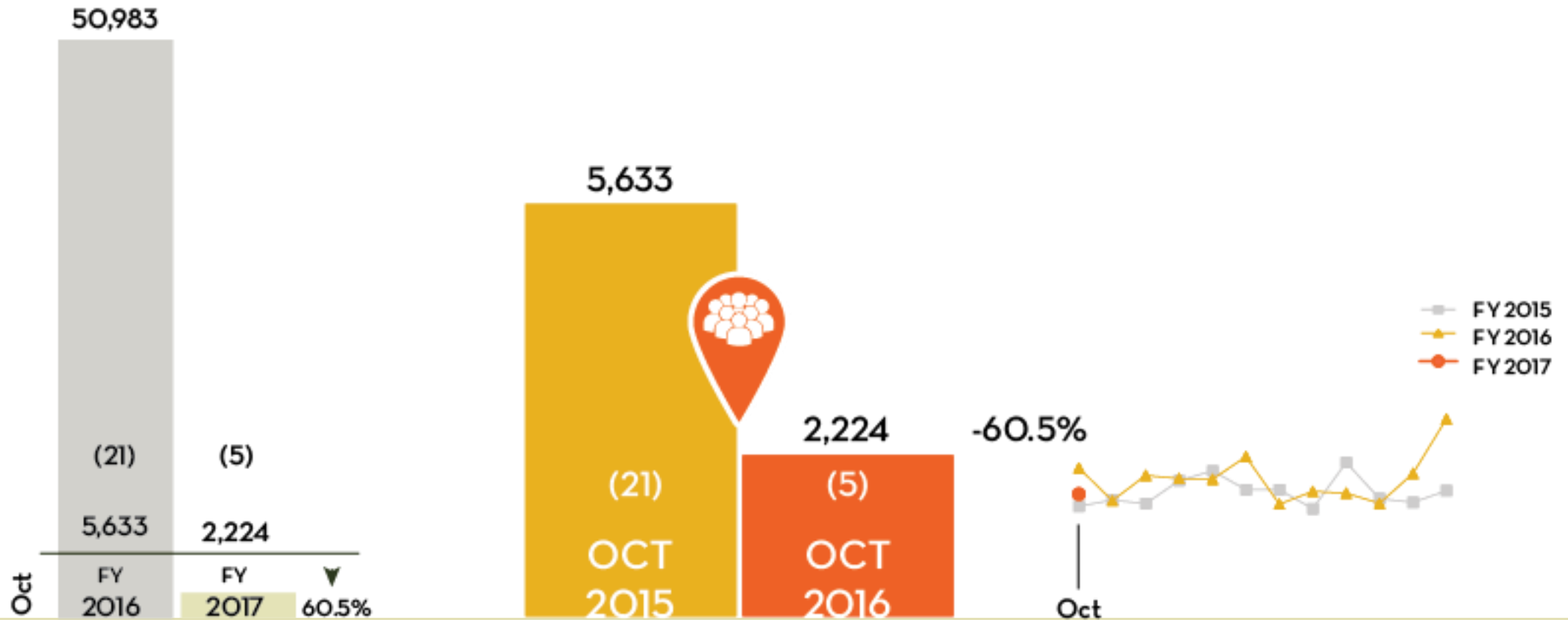


Definite Bookings



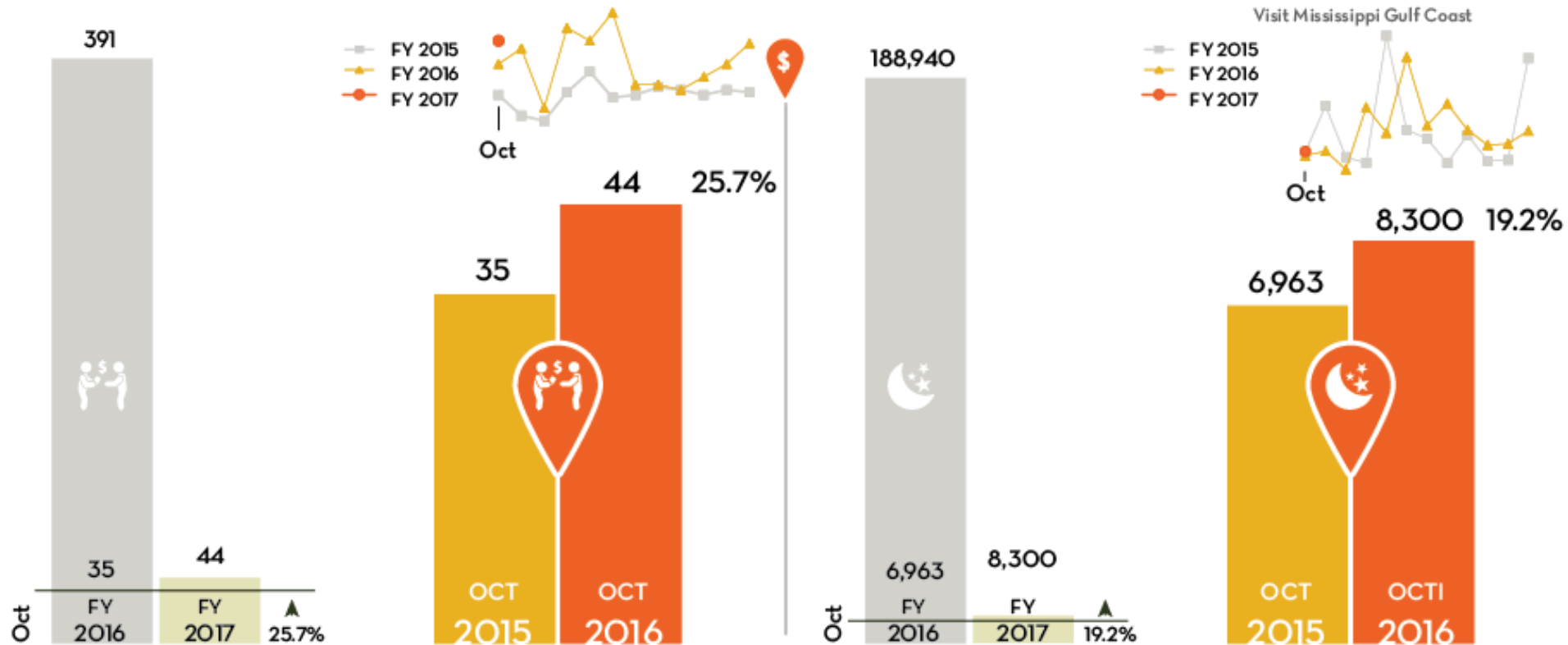
Room Nights/(Groups)

Visit Mississippi Gulf Coast





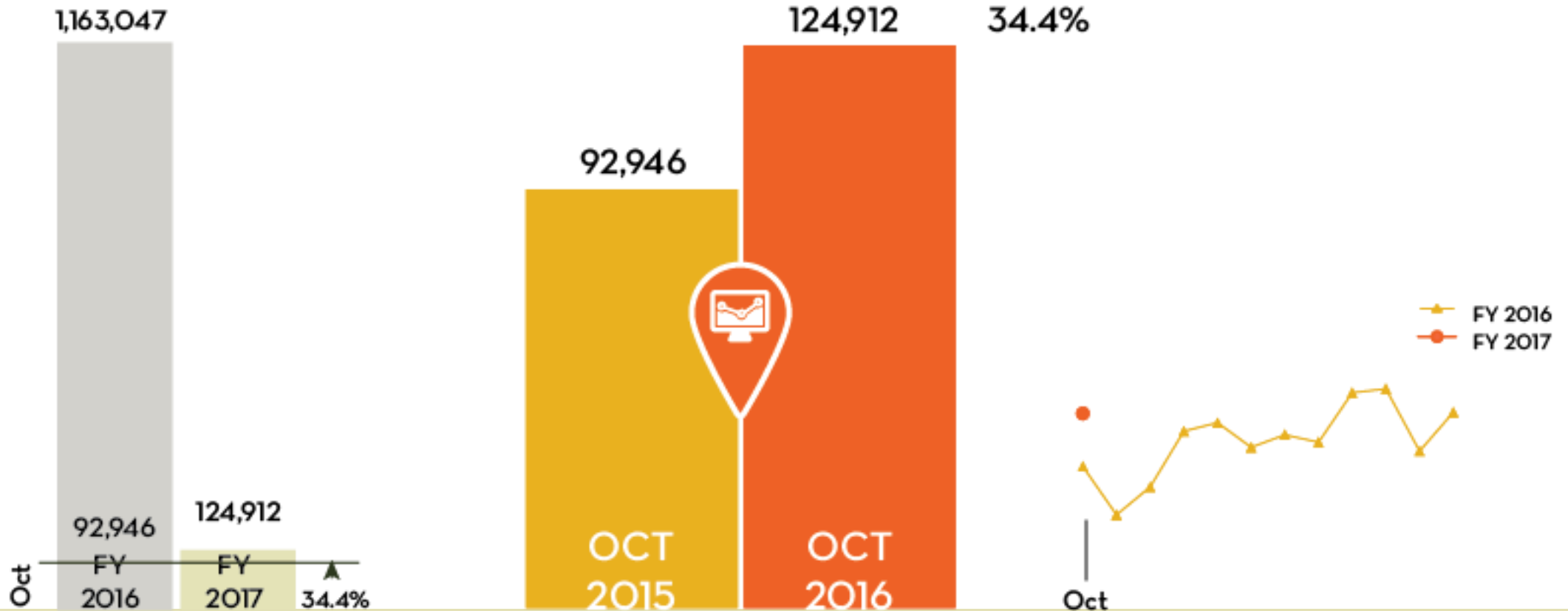
Leads Issued & Potential Room Nights



Google Analytics - Unique Visits



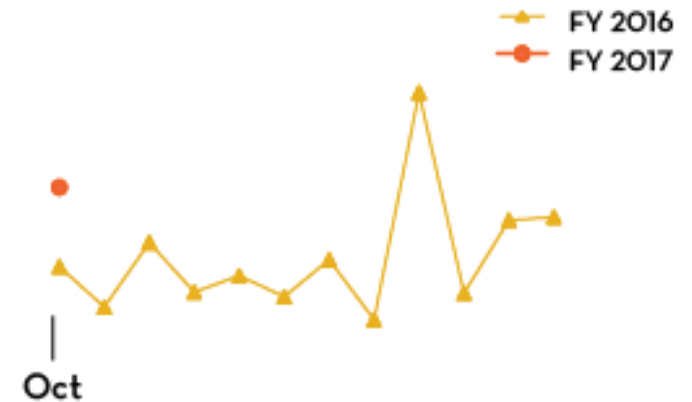
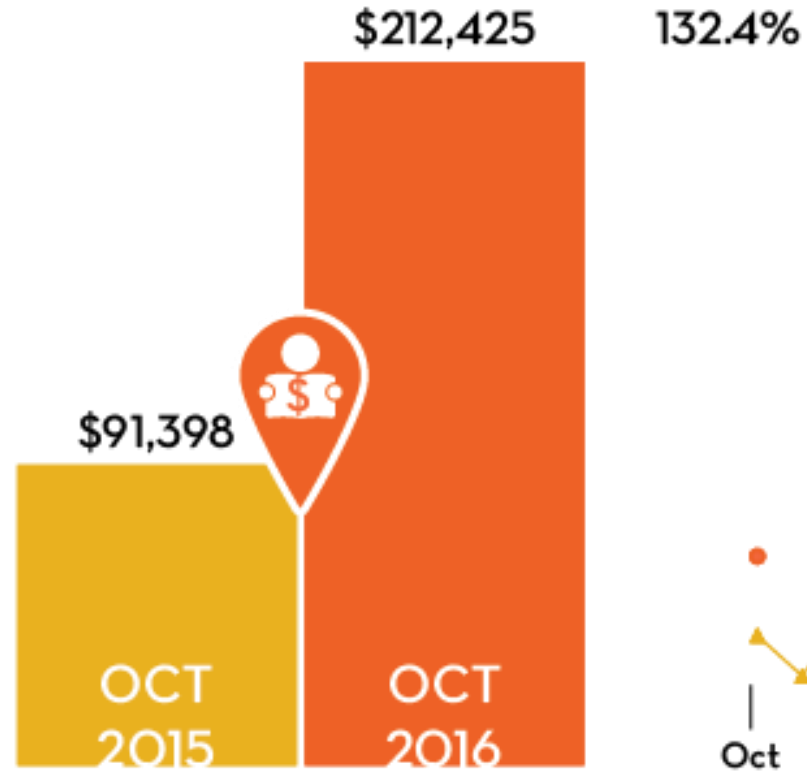
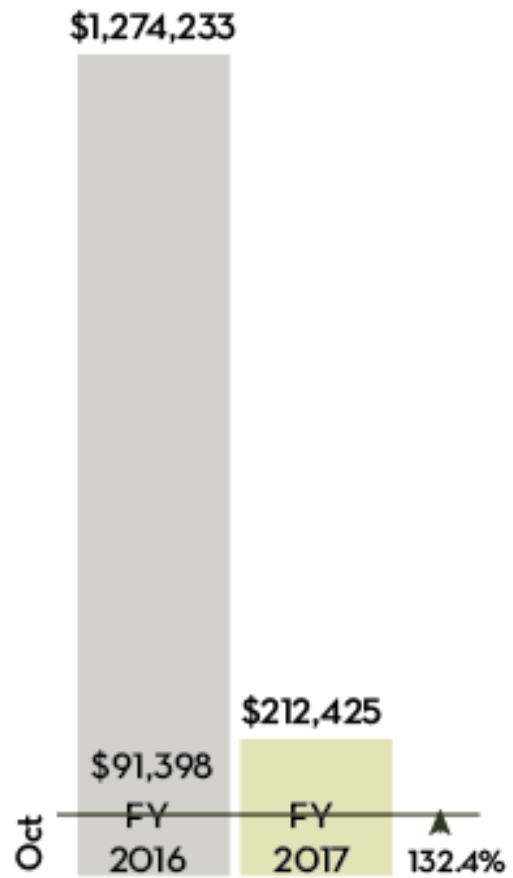
Google Analytics



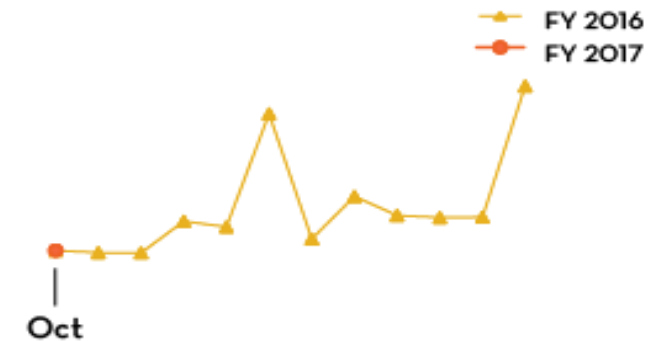
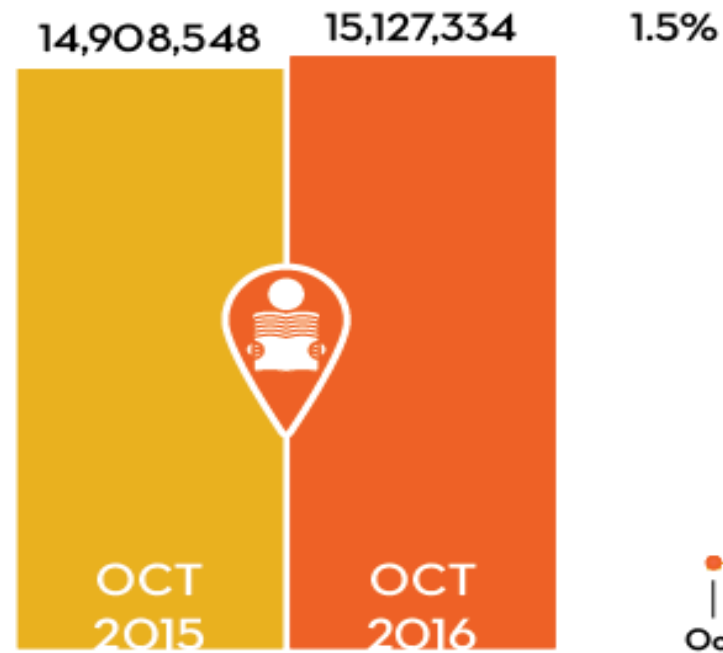
Media Value



Critical Mention



Impressions



Critical Mention

24

GULF COAST, MISSISSIPPI

This under-the-radar gem is as warm and welcoming as it is laidback, making it ideal for a weekend escape with your friends. If you and your friends enjoy wandering sans agenda, start out in [Fishbone Alley](#), a funky walkway with colorful artwork and string lights as you weave your way towards [Pop Brothers](#) for a refreshing, small-batch popsicles made with herbs, spices, and fresh fruit from local producers. Make a detour to [The Greenhouse on Porter](#) for yoga, a dance party, or even a 7- or 8-mile bike ride known by locals as the "Porter Pedal." Accommodations-wise, you can't do better than the supremely chic [White House Hotel](#), where Cora's will spoil you and your girls with a selection of 40 wines and 16 beers on tap. P.S. You'll find it especially hard to pry yourself out of the hot tub — it's got ocean views.

For more information visit gulfoast.org.

Hemispheres

R H A P S O D Y



"I haven't ever found any shrimp better in the world," says Ed Layton, the vice president overseeing food and beverage for Gulfport's Island View casino, which serves royal reds at its Beach Boulevard Steamer. "It's delicate, sweet—more like scallop or crab."

"People crave them," says chef Aimee Anglin of The Blind Tiger, a waterfront gastropub in Bay St. Louis, Mississippi. She serves them in tacos; atop char-grilled oysters; and with corn, sausage, and potatoes in the Low Country Boil. "*Succulent* is how I describe it—but you can't describe it. You have to taste it. They melt in your mouth." —LARRY OLMSTED

MEDIA COVERAGE

where



12 Small Towns With Big Southern Charm

BY DUSTIN TURNER & JAMIE LOWE ON 10/19/16, UPDATED 11/01/16



(©Ellis Anderson)

Bay St. Louis, Mississippi

“Bay St. Louis is truly a place apart—it seamlessly blends the coastal charm of the region with a thriving artistic community,” said Renee Areng, the Gulf Coast executive director of Visit Mississippi. “Spend a weekend browsing local artwork, attending one of the many unique festivals, checking out historical landmarks and more.”



De bouw van Getey's museum werd in 2005 brutaal verstoord toen orkaan Katrina een drijvend casino op de eerste stenen neersmet

The Mad Potter of Biloxi

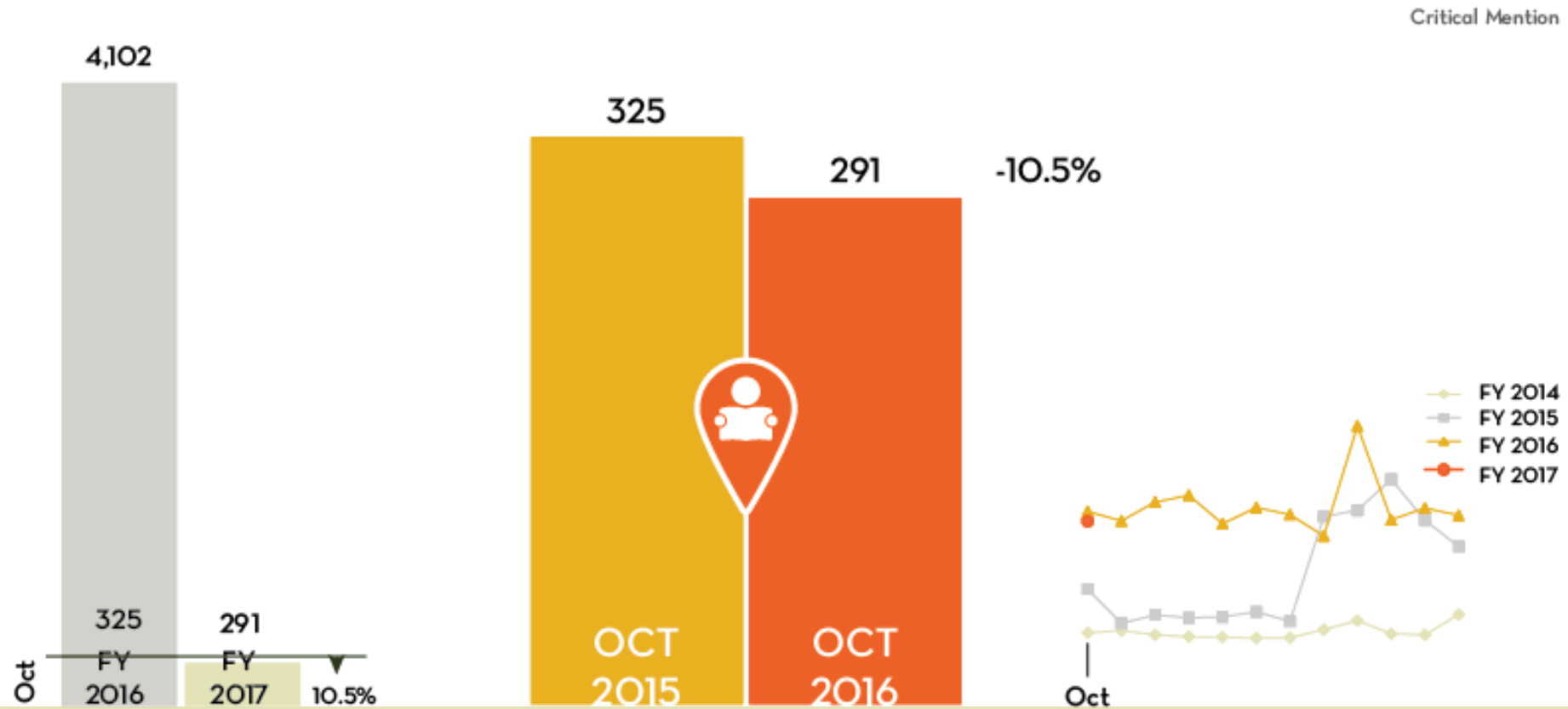
George E. Ohr bakte ze bruiner

De Mississippi Gulf Coast staat bekend om haar prachtige kustnatuur en opulente strandhuizen en casino's. Daarnaast biedt dit paradijsje nog een verrassend element dat zo aan het bekende rijtje zon, zee, strand toegevoegd kan worden: keramiek. Want het Ohr-O'Keefe Museum Of Art in Biloxi, Deep South, USA is een regelrechte must-see. *AmericA* ging kijken hoe bruin de excentrieke George E. Ohr zijn revolutionaire potten nu eigenlijk bakte.

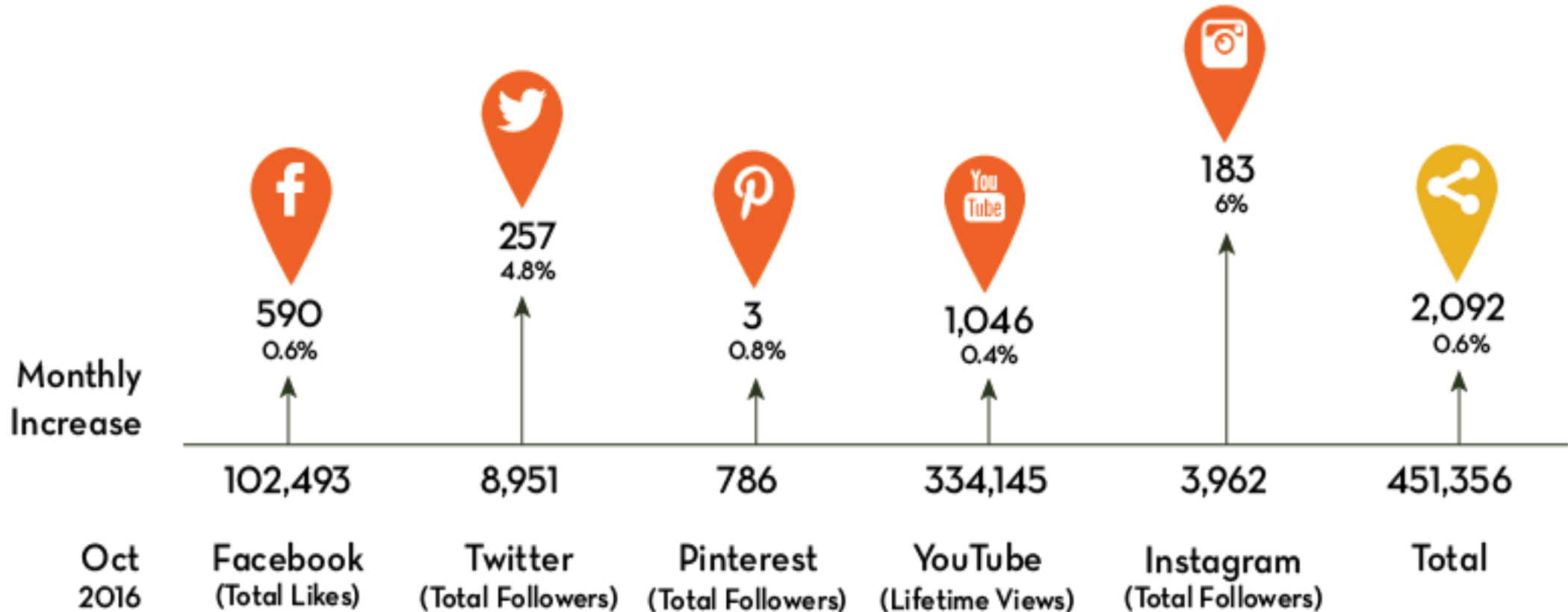
TEKST & FOTOGRAFIE → MARTIN SCHÄFER

MEDIA COVERAGE

Number of Articles



Social Media Metrics



Coast Champions



26 Trainings: 572 graduates!

