

Type of trip this trip?

Trip Type	Percentage
Day Trip	6.50%
Weekend Getaway (1-3 nights)	30.89%
Weekday Getaway (1-3 nights)	13.26%
Vacation (4+ nights)	46.34%

Visit the Mississippi Gulf Coast primarily to participate in a meetings, sports, or group event?

Response	Percentage
Yes	14.50%
No	85.50%

Visited other gaming destinations within past two years?

Gaming Destination	Percentage
Other (specify)	33.51%
Las Vegas	32.45%
Tunica	20.74%
Atlantic City	10.11%
Shreveport-Bossier	6.38%
Mohegan Sun	5.85%

Other beach destinations visited within past two years (TOP four):

**Myrtle Beach, South Carolina**  
**Destin, Florida**  
**Panama City, Florida**  
**Daytona Beach, Florida**

***Top communities visited on your trip to the Mississippi Gulf Coast:***

Community	Percentage
Biloxi	89.63%
Gulfport	78.52%
Pass Christian	24.44%
D'Iberville	16.30%
Long Beach	15.56%
Saucier	2.96%
Orange Grove	2.96%
Lyman	2.22%

During this visit did any member of your party:

Participate in any non-beach recreation: fishing, golf, hiking, cycling, birding, etc?

Response	Percentage
Yes	27.27%
No	72.73%

Participate in gaming?

Response	Percentage
Yes	77.61%
No	22.39%

Visit a museum or historic site?

Response	Percentage
Yes	32.84%
No	67.16%

Did any member of your party shop?

Response	Percentage
Yes	68.66%
No	31.34%

Did any member of your party spend time on the beach?

Response	Percentage
Yes	58.65%
No	41.35%

Travel with pets this trip?

Response	Percentage
Yes	8.47%
No	91.53%

Activities:			
Dining out	92.59%	Visit a spa	6.67%
Gaming/gambling	77.78%	Mardi Gras	6.67%
Shopping	70.37%	Boating	6.67%
Driving/sightseeing	66.67%	Water sports (skiing, jet ski, windsurf, etc.)	5.93%
Sun/swim/walk/sit on beach	48.89%	Business	5.19%
Sleep late/nap/rest	37.78%	Other (specify)	5.19%
Tour historic site/house	31.85%	Convention/meeting	4.44%
Visit a museum	20.00%	Attend a cultural event	3.70%
Golf	14.07%	Cycling	2.22%
Bird watching/wildlife/nature excursions	10.37%		
Fishing	8.89%		
Attend a festival	8.89%		

**Attractions visited and ratings:**

<b><u>Attractions</u></b>	<b><u>Visited</u></b>	<b><u>Rating</u></b>
Beauvoir, The Jefferson Davis Home	9.63%	4.47
Armed Forces Museum at Camp Shelby	1.48%	4.80
Lynn Meadows Discovery Center	1.48%	5.00
Ohr – O’Keefe Museum of Art	4.44%	4.63
West End Hose Company #3 Museum	0.00%	NR
Scranton Nature Center	1.48%	4.60
US Navy Civil Engineer Corp./Seabee Museum	3.70%	4.40
Walter Anderson Museum of Art	1.48%	4.25
Gulf Islands Waterpark	3.70%	4.86
Ship Island and the Gulf Islands National Seashore	16.30%	4.58
Biloxi Shrimping Trip	4.44%	4.75
Biloxi Schooners (cruises of the sound)	2.22%	4.00
Stennis Space Center	2.96%	4.89
Camille & Karina Memorials/sculptures	8.89%	4.67
Gulf Coast Gator Ranch & Swamp Tour	8.15%	4.27
Wolf River Tours	0.00%	NR
Highway 90 tree sculptures	17.04%	4.59
Shearwater Pottery	0.74%	4.67
St. Rose De Lima/Christ of the Oaks	0.00%	NR
Mississippi Sandhill National Refuge	2.96%	4.57
<b><u>Golf</u></b>		
Any golf course (specify)	7.41%	4.64
Any golf course (specify)	3.70%	4.40
<b><u>Casinos</u></b>		
Beau Rivage Resort & Casino	42.96%	4.54
Boomtown Casino	22.22%	4.08
Grand Biloxi Casino Hotel & Spa	35.56%	4.22
Hard Rock Casino & Hotel	24.44%	4.37
IP Casino Resort Spa	20.74%	4.31
Island View Casino Resort	14.81%	4.43
Isle of Capri Casino Resort	34.07%	4.25
Palace Casino Resort	18.52%	4.10
Treasure Bay Casino & Hotel	23.70%	3.92
Hollywood Bay Casino St. Louis	9.63%	4.18
Silver Slipper Casino	5.93%	4.10
<b><u>Fishing &amp; Excursions</u></b>		
Fishing charter (specify)	2.96%	4.60
Guided Excursion (specify)	2.96%	4.80
<b><u>Other attractions, festivals or events visited in the Mississippi Gulf Coast</u></b>		
Specify	8.89%	4.57

**Likes and Dislikes**

Top Reported Likes	Top Reported Dislikes
Casinos/Gaming (24)	Katrina destruction (9)
Friendly people (15)	Beaches dirty/unusable (5)
Weather (14)	Not enough time (5)
Beaches (13)	Nothing/none (4)

Amenity	Rating
Quality of the lodging rooms	4.40
Quality of the casinos	4.18
Level of service/employee training	4.18
Lodging value you received for the price paid	4.16
Range of choices for dining	4.09
Signage and wayfinding	4.05
Overall appeal of attractions	4.03
Ease of finding visitor information	3.97
Variety of shopping	3.88
Quality of the beaches	3.82
<b>Overall Visit Rating:</b>	<b>4.27</b>

**Average Daily Spending Per Travel Party – Average Length of Stay = 3.83 nights**

Spending Category	Amount	% of whole	7% Tax Sales	5% Tax Lodging
Gaming/gambling	\$123.70	26.84%		
Lodging	\$111.67	24.23%	\$7.82	\$5.58
Transportation, fuel, airfare, etc.	\$64.70	14.04%	\$4.53	
Food/meals	\$62.47	13.55%	\$4.37	
Shopping	\$55.57	12.06%	\$3.89	
Attractions/amusements	\$42.77	9.28%	\$2.99	
<b>Average Daily Expense</b>	<b>\$460.88</b>	<b>100.00%</b>	<b>\$23.60</b>	
<b>Average number of nights</b>	<b>3.83</b>		<b>3.83</b>	
<b>Total Trip Expenditures</b>	<b>\$1,765.17</b>		<b>\$90.39</b>	

Are you planning to visit the Mississippi Gulf Coast in the next year?

Response	Percentage
Yes	67.23%
No	32.77%

How often do you stop at a visitor center to get information on things to see and do in an area or information on places to stay?

Frequency	Percentage
Never	6.52%
Rarely	17.93%
Fairly often	45.65%
Frequently	29.89%