

**HARRISON COUNTY TOURISM COMMISSION
OFFICIAL MINUTES
JUNE 21, 2011**

The Harrison County Tourism Commission met Tuesday, June 21, 2011 at 1:30 p.m., at its office located at 2350 Beach Blvd, Suite A, Biloxi, MS 39531.

Commissioners Present: Kenneth Montana, president; Rip Daniels, vice president; Beverly Martin, secretary; Drew Allen, treasurer; John Carter; Judge Danny Guice; Danny Hansen; Jon Lucas; Wilma Rizzardi; Bill Holmes, ex-officio

HCTC Staff Members Present: Crystal Johnson, director, sales; Traci Dauro, executive assistant

Others Present: Je’Nell Blum , legal counsel; Laura Hasty, Reed Guice, Andy Hurt, and Meredith Chase, the Big Three; Linda Hornsby, MS Hotel & Lodging Assn; Bob Bennett, Edgewater Inn; Scott Ratcliff, MS Sports Commission; Bridgette Varone, MS Hospitality & Rest Assn; Kit Musgrove, Hampton Inn Gulfport; Danny Ehrat, Shular properties; Clay Wagner, Hancock Bank; Kevin Drum, MS Gulf Coast Golf Assn

Commissioner Montana called the meeting to order.

Commissioner Martin made the motion to accept the agenda as presented. Seconded by Commissioner Carter, the president called the question, with the following results:

Commissioner Allen	Voted -----	Yes
Commissioner Carter	Voted -----	Yes
Commissioner Daniels	Voted -----	Yes
Commissioner Guice	Voted -----	Yes
Commissioner Hansen	Voted -----	Yes
Commissioner Lucas	Voted -----	Yes
Commissioner Martin	Voted -----	Yes
Commissioner Rizzardi	Voted -----	Yes

The motion having been duly made, seconded, and a favorable vote received from the Commission, the president declared the motion adopted June 21, 2011.

Public

Bill Holmes, reported on the following items:

- Convention Center business – AKC Dog Show; Classic Arm Gun & Knife Show; MS Rural Water Assn; Summer Fair; Keith Urban; Scrapin’ the Coast
- Upcoming events: Motley Crew; Northrop Grumman Apprentice Graduation; 2nd Annual Power Shack Classic

Linda Hornsby, MS Hotel & Lodging Assn reported on the OTA Legislation wholesale vs online rates.

Bob Bennett, President, MS Hotel & Lodging Assn. discussed the advertising opportunity for AAA Tours. The President assigned this to the Advertising Committee for a recommendation.

Bridgette Varone, MS Hospitality & Restaurant Assn. discussed the ongoing work for Chefs of the Coast. Also working on promoting the Gulf Coast as a Culinary Tourism Destination.

<i>Kenneth Montana</i> <i>President</i>	<i>Rip Daniels</i> <i>Vice President</i>	<i>Drew Allen</i> <i>Treasurer</i>	<i>Beverly Martin</i> <i>Secretary</i>	<i>Hugh Keating</i> <i>Legal Counsel</i>	<i>Bill Holmes</i> <i>Ex-Officio</i>
<i>John Carter</i> <i>Commissioner</i>	<i>Danny Guice</i> <i>Commissioner</i>	<i>Danny Hansen</i> <i>Commissioner</i>	<i>Jon Lucas</i> <i>Commissioner</i>	<i>Wilma Rizzardi</i> <i>Commissioner</i>	

Clay Wagner, Gulf Coast Business Council reported on the Partnership. The Partnership has a draft of the by-laws for the organization they are making changes. Heidi with BP met with the Partnership on funding and the MOU is very close to being signed. Subcommittee of Rip Daniels, Kim Fritz, Chet Harrison are working with the Big 3 on "Wish you were here" to run until November 2010.

Staff

Linda Robinson, Marketing Department, Administrative Research Assistant, briefed the Commission on her job responsibilities.

Lori Muller, Sales department, Administrative Research Assistant, briefed the Commission on her job responsibilities.

Minutes

Commissioner Daniels made a motion to accept the minutes from the May 17, 2011 meeting as presented. Seconded by Commissioner Hansen, the president called the question, with the following results:

Commissioner Allen	Voted -----	Yes
Commissioner Carter	Voted -----	Yes
Commissioner Daniels	Voted -----	Yes
Commissioner Guice	Voted -----	Yes
Commissioner Hansen	Voted -----	Yes
Commissioner Lucas	Voted -----	Yes
Commissioner Martin	Voted -----	Yes
Commissioner Rizzardi	Voted -----	Yes

The motion having been duly made, seconded, and a favorable vote received from the Commission, the president declared the motion adopted June 21, 2011.

Old Business

Commissioner Martin made the motion to approve the request to sponsor from the NGA/Hooters Tour Professional Golf Tournament being held August 15 – 21, 2011 for a Pro-Am Sponsorship in the amount of \$4,000. Seconded by Commissioner Guice, the president called the question with the following results:

Commissioner Allen	Voted -----	Yes
Commissioner Carter	Voted -----	Yes
Commissioner Daniels	Voted -----	Yes
Commissioner Guice	Voted -----	Yes
Commissioner Hansen	Voted -----	Yes
Commissioner Lucas	Voted -----	Yes
Commissioner Martin	Voted -----	Yes
Commissioner Rizzardi	Voted -----	Yes

The motion having been duly made, seconded, and a favorable vote received from the Commission, the president declared the motion adopted June 21, 2011.

Commissioner Martin made the motion to approve the request to sponsor from the MS Hospitality & Rest. Assn, Chefs of the Coast being held September 23 – 25, 2011 in the amount of \$5,500. Seconded by Commissioner Hansen, the president called the question, with the following results:

Commissioner Allen	Voted -----	Yes
Commissioner Carter	Voted -----	Yes
Commissioner Daniels	Voted -----	Yes
Commissioner Guice	Voted -----	Yes
Commissioner Hansen	Voted -----	Yes
Commissioner Lucas	Voted -----	Yes
Commissioner Martin	Voted -----	Yes
Commissioner Rizzardi	Voted -----	Yes

The motion having been duly made, seconded, and a favorable vote received from the Commission, the president declared the motion adopted June 21, 2011.

Commissioner Martin made the motion to approve the request to sponsor for the Southern Gaming Magazine, Casino Cook-off in conjunction with the Chefs of the Coast being held September 23 – 25, 2011 in the amount of \$2,500. Seconded by Commissioner Rizzardi, the president called the question, with the following results:

Commissioner Allen	Voted -----	Yes
Commissioner Carter	Voted -----	Yes
Commissioner Daniels	Voted -----	Yes
Commissioner Guice	Voted -----	Yes
Commissioner Hansen	Voted -----	Yes
Commissioner Lucas	Voted -----	Yes
Commissioner Martin	Voted -----	Yes
Commissioner Rizzardi	Voted -----	Yes

The motion having been duly made, seconded, and a favorable vote received from the Commission, the president declared the motion adopted June 21, 2011.

Commissioner Allen made the motion to approve the request to sponsor for the Real Cowboy Assn, 2nd Annual Gulf Coast Black Rodeo being held July 23, 2011 in the amount of \$5,000. Seconded by Commissioner Hansen, the president called the question, with the following results:

Commissioner Allen	Voted -----	Yes
Commissioner Carter	Voted -----	Yes
Commissioner Daniels	Voted -----	Abstained
Commissioner Guice	Voted -----	Yes
Commissioner Hansen	Voted -----	Yes
Commissioner Lucas	Voted -----	Yes
Commissioner Martin	Voted -----	Yes
Commissioner Rizzardi	Voted -----	Yes

The motion having been duly made, seconded, and a favorable vote received from the Commission, the president declared the motion adopted June 21, 2011.

New Business - None

Legal Counsel Report

Commissioner Allen made the motion to approve the first addendum to the current advertising agreement for the Big Three as presented. Seconded by Commissioner Daniels, the president called the question, with the following results:

Commissioner Allen	Voted -----	Yes
Commissioner Carter	Voted -----	Yes
Commissioner Daniels	Voted -----	Yes
Commissioner Guice	Voted -----	Yes
Commissioner Hansen	Voted -----	Yes
Commissioner Lucas	Voted -----	Yes
Commissioner Martin	Voted -----	Yes
Commissioner Rizzardi	Voted -----	Yes

The motion having been duly made, seconded, and a favorable vote received from the Commission, the president declared the motion adopted June 21, 2011.

HCTC Reports

Commissioner Martin reported on the Convention Development & Travel held June 20th with the following recommendations:

Commissioner Martin made the motion to approve the request to attend for MLT Vacations University being held October 1 – 5, 2011 in St. Paul, MN for Annette Rand at an estimated expenses of (including registration and travel) \$3,599.00 within budget. Seconded by Commissioner Allen, the president called the question, with the following results:

Commissioner Allen	Voted -----	Yes
Commissioner Carter	Voted -----	Yes
Commissioner Daniels	Voted -----	Yes
Commissioner Guice	Voted -----	Yes
Commissioner Hansen	Voted -----	Yes
Commissioner Lucas	Voted -----	Yes
Commissioner Martin	Voted -----	Yes
Commissioner Rizzardi	Voted -----	Yes

The motion having been duly made, seconded, and a favorable vote received from the Commission, the president declared the motion adopted June 21, 2011.

Commissioner Martin made the motion to approve the request to attend for the National Tour Association - Annual Convention and Marketplace being held November 5 – 9, 2011 in Las Vegas, NV for Janet Harrington at an estimated expenses of (including registration and travel) \$2,860.00 within budget. Seconded by Commissioner Guice, the president called the question, with the following results:

Commissioner Allen	Voted -----	Yes
Commissioner Carter	Voted -----	Yes
Commissioner Daniels	Voted -----	Yes
Commissioner Guice	Voted -----	Yes
Commissioner Hansen	Voted -----	Yes
Commissioner Lucas	Voted -----	Yes
Commissioner Martin	Voted -----	Yes
Commissioner Rizzardi	Voted -----	Yes

The motion having been duly made, seconded, and a favorable vote received from the Commission, the president declared the motion adopted June 21, 2011.

Commissioner Martin made the motion to approve the request to attend for the United States Tour Operator Association - 2011 Marketplace being held December 11 – 13, 2011 in Marco Island, FL for Annette Rand at an estimated expense of (registration only) \$875.00 within budget. Seconded by Commissioner Allen, the president called the question, with the following results:

Commissioner Allen	Voted -----	Yes
Commissioner Carter	Voted -----	Yes
Commissioner Daniels	Voted -----	Yes
Commissioner Guice	Voted -----	Yes
Commissioner Hansen	Voted -----	Yes
Commissioner Lucas	Voted -----	Yes
Commissioner Martin	Voted -----	Yes
Commissioner Rizzardi	Voted -----	Yes

The motion having been duly made, seconded, and a favorable vote received from the Commission, the president declared the motion adopted June 21, 2011.

Commissioner Martin made the motion to approve the request to attend for the Destination Marketing Association International - Annual Conference being held July 20 – 23, 2011 in New Orleans, LA for Taryn Sammons at an estimated expense of \$230.00 (within budget). Seconded by Commissioner Allen, the president called the question, with the following results:

Commissioner Allen	Voted -----	Yes
Commissioner Carter	Voted -----	Yes
Commissioner Daniels	Voted -----	Yes
Commissioner Guice	Voted -----	Yes

Commissioner Hansen	Voted -----	Yes
Commissioner Lucas	Voted -----	Yes
Commissioner Martin	Voted -----	Yes
Commissioner Rizzardi	Voted -----	Yes

The motion having been duly made, seconded, and a favorable vote received from the Commission, the president declared the motion adopted June 21, 2011.

Washington DC Sales Calls and Reception (2 staff members) - Fall 2011 - Washington, DC
 Estimated Expenses: \$8,000.00, Crystal will be talking with the Coliseum and other industry partners about possibly co-opting the trip.

Treasurer's Report

Commissioner Allen reported the June 21, 2011 disbursements as follows: check disbursements for 06/21/11--\$378,375.15; total travel advance/reimbursements for May 2011 -- \$3,917.17; grand total disbursements--\$382,292.32. Commissioner Allen moved these disbursements be approved. Seconded by Commissioner Hansen, the president called the question, with the following results:

Commissioner Allen	Voted -----	Yes
Commissioner Carter	Voted -----	Yes
Commissioner Daniels	Voted -----	Yes
Commissioner Guice	Voted -----	Yes
Commissioner Hansen	Voted -----	Yes
Commissioner Lucas	Voted -----	Yes
Commissioner Martin	Voted -----	Yes
Commissioner Rizzardi	Voted -----	Yes

The motion having been duly made, seconded, and a favorable vote received from the Commission, the president declared the motion adopted June 21, 2011.

Commissioner Allen presented the April 30, 2011, financial statements, reporting total assets of \$2,661,159.38; total liabilities \$100,620.98; total fund balance \$2,650,538.40; total liabilities & fund balance \$2,661,159.38; current revenue \$214,102.98; current expenditures \$287,045.49; for a net loss of (\$72,942.51). Commissioner Allen moved these financial statements be approved. Seconded by Commissioner Hansen, the president called the question with the following results:

Commissioner Allen	Voted -----	Yes
Commissioner Carter	Voted -----	Yes
Commissioner Daniels	Voted -----	Yes
Commissioner Guice	Voted -----	Yes
Commissioner Hansen	Voted -----	Yes
Commissioner Lucas	Voted -----	Yes
Commissioner Martin	Voted -----	Yes
Commissioner Rizzardi	Voted -----	Yes

The motion having been duly made, seconded, and a favorable vote received from the Commission, the president declared the motion adopted June 21, 2011.

Commissioner Allen presented the May 31, 2011, financial statements, reporting total assets of \$2,679,682.91; total liabilities \$100,620.98; total fund balance \$2,579,061.93; total liabilities & fund balance \$2,679,682.91; current revenue \$261,641.14; current expenditures \$243,117.61; for a net income of \$18,523.53. Commissioner Allen moved these financial statements be approved. Seconded by Commissioner Hansen, the president called the question with the following results:

Commissioner Allen	Voted -----	Yes
Commissioner Carter	Voted -----	Yes
Commissioner Daniels	Voted -----	Yes
Commissioner Guice	Voted -----	Yes

Commissioner Hansen Voted ----- Yes
 Commissioner Lucas Voted ----- Yes
 Commissioner Martin Voted ----- Yes
 Commissioner Rizzardi Voted ----- Yes

The motion having been duly made, seconded, and a favorable vote received from the Commission, the president declared the motion adopted June 21, 2011.

Commissioner Allen reported on the World Choice Travel revenue for May 18, 2011 in the amount of \$157.20 for a year to date total of \$1,761.18.

Commissioner Allen reported on the room tax receipts. Fiscal year comparison of hotel sales tax collections for June 16, 2011 – actual 3% collection was \$317,170.21 with HCTC's 2.25% share being \$237,877.66 for a -7.34% change in total collection, and total income of 7.86% year to year changes, reflecting just this month's collections.

Crystal Johnson, director, sales
 Sales report

MISSISSIPPI GULF COAST CVB
 SALES DEPARTMENT
 HCTC REPORT
 MAY 2011

CONVENTION SALES:

LEADS:

May 2011: 11 leads representing 5,167 attendees and 10,926 room nights

MAY DEFINITE BUSINESS: 6 leads representing 4,660 attendees and 12,855 room nights

	Meeting Date	Room Attendees	Total Blocked Rooms	Headquarter Hotel
ACTS Now, Inc.				
Mississippi Damage Prevention Summit	11/7/2011	300	190	Four Points by Sheraton
Superior Meeting Services				
Law Enforcement Group out of Mississippi	6/10/2012	160	555	IP Casino Resort Spa
Mississippi High School Pageant				
MS High School Pageant	8/5/2011	150	80	Edgewater Inn
Nations Baseball				
Nations Summer World Series	7/20/2011	1,400	4,000	Ramada Gulfport Airport Conference Center
Premier Baseball World Series	7/10/2011	2,500	8,000	Ramada Gulfport Airport Conference Center
GEEIA/EI				
2011 Reunion	6/14/2011	150	30	Treasure Bay Casino & Hotel

Convention Services:

Group Name	Dates:	Location:	Registration	Goodies:	Total Spent:	Room Nights Picked Up:
501 and 615th AC&W Reunion	May 2- 6, 2011	Quality Inn	0	Name badges, bags, pens, notepads, FTG	\$100.00	148
MS/LA Association of Broadcasters	May 4 – 6, 2011	Beau Rivage	1	Name badges, bags, pens, notepads, FTG	\$100.00	174
MS Association of Drug Court Professionals	May 4- 6, 2011	Beau Rivage	0	Name badges, holders, Pens, notepads, bags, FTG	\$300.00	562
MS Bio Mass & Renewable Energy	May 10 – 11, 2011	Beau Rivage	0	Bags, pens, and notepads	\$80.00	97
MS Development Summit	May 12 – 13, 2011	Beau Rivage MCCCC	1	Name badges	\$205.00	
MS Credit Union Association	May 12 – 14, 2011	Beau Rivage	2	Name badges, bags, pens, notepads, FTG	\$341.00	93
MS Opticians Association	May 13 – 15, 2011	IP Casino	0	Name badges, bags, pens, notepads, FTG	\$200.00	92
MS Al Anon Family Group	May 13 – 14, 2011	Super 8	0	Name badges, bags, pens, notepads, FTG	\$100.00	
MS Development Authority Procurement Conference	May 16 – 18, 2011	IP MCCCC	1	Bags, pens, notepads	\$295.00	114
MS Rehab Services	May 24 – 26, 2011	Beau Rivage	2	Bags, pens, notepads	\$622.00	605
USS Sterrett	May 19 – 21, 2011	Isle Casino	0	FTG		90
M 'Q	May 23 – 25, 2011	Beau Rivage	0	Bags, pens, notepads	\$53.00	
Southern Minority Leadership Conference	May 29 – June 3, 2011	IP Casino	0	FTG, pens, notepads	\$40.00	756
Total					\$2,436.00	2,583+

MAY LOST BUSINESS: 8 leads representing 2,470 attendees and 5,153 room nights

	Meeting Date	Room Attendees	Total Blocked Rooms	Lost Reason
Lucas & Company, LLC Land Surveyors & Engineers Conference Sixel Consulting Group	8/21/2011	200	600	Group has selected the Omni Hotel in New Orleans. Offered them a rate they could not refuse.
Small Community Air Service Conference Society of American Travel Writers 2012 Mid-Year Board Meeting	11/1/2011 3/25/2012	60 35	100 88	Group selected Destin, FL for the Fall Conference. With Vision expanding at VPS we thought that would create some excitement, similar to having Direct Air at MYR last year and VPS came up with a substantial sponsorship. We were not selected as the destination for the 2012 Board Meeting.
The Aerospace Alliance LA/MS/AL/FL Inaugural Meeting	5/19/2011	400	400	Group has decided to postpone the meeting until a later date. Will reissue lead when a date has been selected.
EventLink International Adrenaline Dance Regional USN MCB 128 Reunion Group 2012 Reunion	1/19/2012 4/17/2012	200 125	160 240	Could not work out timelines with Convention Center. Will be holding it in Mobile, AL. Lack of interest from hotel properties that he met with. Group is going to Mobile for the 2012 Reunion.
HDW, Inc. (Hardware Distribution Warehouses) 2013 Spring Dealer Market	2/28/2013	450	1,050	The committee decided to keep the show in Jackson or Shreveport, they do not want the delegates to get distracted from attending the tradeshow floor with all of our great amenities the coast has to offer. They will keep us in mind for smaller events.
Kansas State University 2014 Joint Meeting of Ichthyologists and Herpetologists	7/7/2014	1,000	2,515	The Beau and IP both denied bidding on it due to the fact they cannot meet the room block requirements and rates.

Client Meetings/Functions:

- Canadian Golf Fam – Welcome Reception/Golf – May 1 – 2, 2011
- 601 and 615 AC&W Association Military Reunion – May 2, 2011 – met with meeting planner
- WCS Financial Services – May 16, 2011 – Group welcome
- Armed Forces Retirement Home – Local Expo – May 25, 2011 – set-up booth with local information for residents
- Red Horse Military Reunion – Ed Busby – May 24, 2011 – reunion to be held in 2012

Tradeshows:

- Collaborate Marketplace
Houston, TX
May 3 – 6, 2011
*See attached tradeshow evaluation

Site Tours:

- Fireball Run Adventurably – Site tour/Press Conference – May 3 – 5, 2011
J Sanchez and Casey D'Albor
- MSAE/LSAE Fall Conference - Committee Meeting – May 9, 2011
Shannon Kuittemeyer, Jody Boudreaux, and Amy Wilson @ IP Casino Resort Spa

LEAD TRAVEL:

Sales Leads:

May 2011: 8 leads representing 374 passengers and 379 room nights

May Definites: 6 definite leads representing 266 passengers and 282 room nights

	Tour Date	PAX	Room Nights	Booked Location
Ionosphere Tours Ionosphere Tours – Overnight Trip	6/7-8/2011	54	34	Beau Rivage Resort & Casino
Jane's Journey's – IL Spring 2012 Gaming and Touring	4/16 – 19/2012	50	75	Beau Rivage Resort & Casino
Sandra Jackman Friends Weekend Trip	3/10-13/2011	48	72	Four Points by Sheraton
Sports Leisure Vacations New Orleans and Biloxi	3/14 – 16/12	30	32	Beau Rivage Resort & Casino
Star Destinations Gulf Coast Touring	5/2 – 4/12	54	54	Four Points by Sheraton
Word's Tour Group Word's Tour Travel Group	5/21 – 22/11	30	15	Palace Casino Resort

May Cancellations: 1 cancellations representing 50 passengers and 75 room nights

	Tour Date	PAX	Room Nights	Reason Cancelled
Fun Travels Fun Travels Gaming Trip – Motorcoach	6/1 – 4/2011	50	75	Company waiting for Branson Air to fly back into Gulfport before booking tour. Wants to do fly/drive program.

Tradeshows:

- International Association of Golf Tour Operators
Monterey, CA
May 18-21, 2011
*See attached tradeshow evaluation
- U.S. Travel Association International Pow Wow
San Francisco, CA
May 21 – 25, 2011
*See attached tradeshow evaluation

Department-wide Activities:

- May 3 – 5, 2011: Southern Gaming Summit – MS Coast Coliseum & Convention Center – setup, staffed booth, tear-down
- May 6, 2011: Sponsorship Committee Meeting
- May 9 – 13, 2011: National Tourism Week Promotion – Jackson and Hancock County Welcome Centers (served popcorn)
- May 13, 2011: MS Gulf Coast Development Summit – MS Coast Coliseum & Convention Center
- May 16, 2011: Full Staff Meeting
- May 17, 2011: HCTC Monthly Meeting
- May 18, 2011: Fireball Run Meeting with City of Gulfport
- May 18, 2011: YouTube Video Shoot @ South Coast Paddling
- May 18, 2011: Toured GI Museum, NERR, Gulf Islands National Seashore Visitors Center
- May 20, 2011: Sales Staff Meeting
- May 23, 2011: Fireball Run Meeting @ IslandView Casino
- May 24, 2011: Full Staff Meeting
- May 31, 2011: Sales Staff Meeting

May 12, 2011

Memorandum

To: Crystal Johnson
Director, Sales

From: Linda Stewart
National Sales Manager

Subject: Collaborate Marketplace 2011

What a great investment!

This was a reverse tradeshow with appointments. I had 30 scheduled appointments and was able to pick up four extras during the event.

Each planner had 44 appointments, 22 on each day. The suppliers went from appointment to appointment and the planners stayed at their table.

All planners were corporate accounts and I came home with three RFP's and more pending. I already sent out three leads the week after I returned.

The general sessions and educational sessions were very good too.

This was held at the George Brown Convention Center in Houston and our rooms were at the Hilton Americas – it was connected with a sky bridge to the convention center.

This is the best show I have attended in a long time. 700 people were in total attendance and I have already inquired about the MS Gulf Coast submitting a bid for the event and was told our airlift is the reason, still too hard for folks to get in and out.

The Beau Rivage and IP Casino also attended and they had their own appointments. So we had three MS Gulf Coast folks on the floor.

Next year it is April 25-27, 2012 in Las Vegas at the Red Rock.

**MISSISSIPPI GULF COAST CONVENTION & VISITORS BUREAU
TRADESHOW & MARKETPLACE EVALUATION REPORT**

Name of Marketplace:	USTA International Pow Wow
Date of Marketplace:	May 21-25, 2011
Location of Marketplace:	San Francisco, CA
Attendance Profile:	International wholesalers Receptive Operators Media
Projected Attendance:	5000
Number of Leads Acquired:	36 International/Receptive
Budgeted Cost of Marketplace:	\$5000.00
Actual Cost of Marketplace:	\$7611.11

Marketing Partners Who Participated: Mary Straton Smith and Rachel Obermier, our German rep attended the show and Media Marketplace and on behalf of the state.

Comments

We had a booth right next to the State office booth for USTA Pow Wow Marketplace. There were still some questions regarding the Deepwater Horizon/oil spill disaster in the Gulf Coast region, and we were able to let the contacts know what was actually going on in our areas. I believe that with our continued presence at this and other shows and in the international markets, contacts are becoming more and more familiar with the Deep South as a unique, authentic holiday destination. We have seen evidence of this growth in popularity in the brochures and trade offerings of many companies in our main markets. Both trade professionals and media expressed great interest in upcoming events and culinary, literary, music and cultural trips as well as new and unique itineraries including other Deep South areas such as Memphis, New Orleans and Nashville, among others.

I was able to acquire actual room night numbers from several of the international companies that I have been working with for the 2010/2011 year.
Ultimate/Merit Golf-126 room nights for 2010
Gendron Golf-550 room nights for Fall 2010-Spring 2011
Golf Holiday-138 room nights for Fall 2010-Spring 2011

This is always a very good show for our organization and we are able to make the contacts, especially with the UK and German markets, without having to attend shows abroad. The Canadian markets are also well represented and all my appointments with them went very well and will be strong for golf. I am continuing to work the leads from this show and follow up for new contracts and renewals with area properties for 2011-2012.

**MISSISSIPPI GULF COAST CONVENTION & VISITORS BUREAU
TRADESHOW & MARKETPLACE EVALUATION REPORT**

Name of Marketplace:	Int'l Association of Golf Tour Operators
Date of Marketplace:	May 18-21, 2011
Location of Marketplace:	Monterey, CA
Attendance Profile:	International wholesaler golf operators
Projected Attendance:	200
Number of Leads Acquired:	30 Operators
Actual Cost of Marketplace:	\$1949.14

Marketing Partners Who Participated: Janet Leach, Chris Chapman and Claudio DeMarchi, our Canadian rep attended the show on behalf of the state.

Comments

We attended this show at the request of our state office, as we are bidding on it for 2012 on the Gulf Coast. The state has been involved in this organization since their inception and has attended all the North American shows and many of the shows held internationally.

We met with the staff of IAGTO and it looks very promising that they will have the show here at the IP in May 2012. It should bring over 100 International Golf operators and 200 suppliers to our area.

Beverly Martin
Marketing report
MARKETING DEPARTMENT ACTIVITY FOR MAY 2011
Janice Jones, Manager, Internet/E-Marketing Manager

- Reviewed Google alerts for articles

- Fielded numerous advertising opportunities and forwarded to ad agency for point of view
- Request from Charles and Mary Love, **Charleston Style & Design**, to “catch up” on the Mississippi Gulf Coast. Would like to come in July or August
- Chere Coen, **The Advocate**, requested information on specials to our destination
- Presented a ticket for the Mobi Manage mobile web site that was down. Back up soon after.
- Updated Gulf Islands Water Park logo and listing and Added Priceless Car and Truck Rental during Jaffe’s absence
- Sent Biloxi shoreline images for use on the South Beach Biloxi web site
- LeReeca Rucker, **Clarion-Ledger**, interviewed me on Memorial Day activities and events, requested images. I sent an e-mail requesting images to Gulf Islands Water Park, Maritime Museum, and Gulfport Dragway.
- Ray Martino, **Cruisin in Style**, requested room assistance for his editor during Cruisin’, October 5 -9
- Sent request to casinos on any recent and proposed updates to the property and awards won over the last 2 years for the New York Trip
- Assisted Annette Rand in locating alternative photography for the Governor’s Conference on Tourism logo, additional assistance provided by OOMA
- Received a request from Carolyn Singletary for a listing of casino marketing staff for Jason Aldridge
- Reviewed a video by **American Casino Guide** for editing purposes.
- Created landing URL/Page for Saltwater Sportsman, updated the Fall Travel Planner and O Magazine page – extended ending date to December 31, 2011.
- Made calls for the New York Trip – one appointment with The Golfer, Kevan Pickens
- 8 Ads reviewed for approval
- **Southern Living, Leisure Group Travel, MS Business Journal, Connect & Collaborate, Conventions South, O Magazine, Meetings South, Fall Travel Planner**
- Identified **15 articles, 1 youtube video** where we assisted the writer or were interviewed – Cheapflights.com (picked up and run in LA Times, Baltimore Sun, Canada.com), bootsnall, Times Picayune, Forbes, Times Picayune (run in Gulf Coast Rising), CNN, FOX, Picayune Item, Hattiesburg American, WWL, AAA Southern Traveler, American Casino Guide – video
- E-Newsletter posted and sent to database

Taryn Sammons, Manager, Social Media/Media Relations

- Sent email and mail invitations for NYC Sales Trip.
- Helped Mike Jones with Mississippi Tourism obtain Katrina film footage.
- May 10 – Conversation with Alice Speed (golf writer) about her upcoming trip to the Coast. Helped Steve Bourie with **American Casino Guide** get pictures for upcoming issue.
- May 11 – Worked the morning at the Hancock County Welcome Center for National Travel & Tourism week. Interviewed by Millie Ball with **The Times Picayune** on a story to be published May 22.
- Approved CleanPix image requests for Sherry Queen with SouthBeach for their website.
- Approved CleanPix image requests for Kevin Richardson with **The Clarion-Ledger** for their Memorial Day weekend story
- Finished DMAI video. Filmed at Oak Crest Mansion Inn in Pass Christian. Sent lead for Lynn Marie Squillace.
- Made calls for NYC Sales Trip.
- Approved CleanPix image request for Lauren with **Bus Tours Magazine**. Went through Google Alerts from the last three days.
- Edited Ship Island Excursions YouTube video. Recommended pizza parlors to Kara Kimbrough with **Beach Blvd.** Magazine.
- Uploaded South Coast Paddling video to YouTube and posted on Facebook. Emailed Ship Island Excursions and South Coast Paddling the links to their YouTube videos through our channel. Went through Google Alerts from last two days. *Sun Herald* interview.
(<http://www.sunherald.com/2011/05/28/3151167/holiday-a-gauge-of-tourisms-return.html> & <http://www.hattiesburgamerican.com/comments/article/20110529/NEWS01/105290328/Gulf-Coast-hoping-tourism-recovery>)

- Talked with Jeff from www.wegoplaces.com who asked for permission to use our YouTube videos on the website. I uploaded specific attraction videos (Ship Island Excursions, Ohr-O'Keefe Museum of Art, Beauvoir, our CVB, Lynn Meadows Discovery Center, & Gulf Islands Waterpark) to listings on their website. This will be great exposure not only to the attractions but also linked back to our YouTube channel. Emailed Narissa with Residence Inn and Fallon with Four Points to let them know Rudi & Rita Schneider enjoyed their stay there and to thank them for providing complimentary accommodations. Resent lead for Lynn Marie Squillace due to no response the first time. Spoke with Fallon at Four Points who will provide complimentary lodging for Lynn Marie. Started press release for what is new and upcoming on the Mississippi Gulf Coast. Spoke with Adam DeSutter with FELD Entertainment, Inc. about giving 100 tickets for promotions through Facebook and Twitter for the Ringling Brothers Circus which will be in town July 4.
- May 25 – Approved CleanPix images for Terri Mendez with the Mississippi Society of Association Executives USA. Phone interview with Mary Foster with **The Associated Press** on what we expect the upcoming tourist season to be like. Filmed and edited YouTube video for Scranton's Restaurant. Posted video on YouTube and Facebook. Went through Google Alerts from the past two days. Updated CVB listing on www.wegoplaces.com. Talked to Jody Reed, travel journalist, about being added to any upcoming FAM invitations. Also talked about whether we will host travel writers on an individual basis. Finished and sent press release on What's New and upcoming to local and regional media.
- May 31 – Received email from Lynn Marie Squillace, cancelling her upcoming trip for July. Emailed Fallon at Four Points by Sheraton to cancel room. Voted for Four Points by Sheraton for the Signature Worldwide Makeover Contest and posted the link on Facebook for our fans to vote. Reviewed Facebook Insights for the previous week. Responded to Kristy Bennett at the airport about filming a YouTube video next week. Received magazines from **Golf Chicago**, with a featured article on the MS Gulf Coast, resulting from the Mardi Gras FAM. Sent article published over the weekend to distribution list (staff & HCTC members). Counted and printed entries for May Photo Contest. Chose winner (Marivel Edwards) and posted winner on Facebook. Posted two additional entries on Facebook. Posted three entries on Twitter. Emailed winner of Boomtown Casino buffet giveaway last week to confirm receipt of certificate that I mailed last week. Emailed thank you's to Brandy with The Biloxi Shrimping Trip, Julie with Ohr-O'Keefe, and Captain Kathy with Eco-Tours of South MS for providing free passes and tours to Rudi & Rita Schneider.

Jaffe Perniciaro, Manager, Tourist Information

- Added 14 new coupons to website, renewed 31 that were expiring end of month, 1 did not renew due to expansion, 2 didn't renew - out of business, 3 did not renew.
- Continued with updating and adding descriptions to listings on website by contacting each listing and verifying information.
- Added the following NEW Businesses, Restaurants, Events, Attractions, Activities & Meeting Facilities:
Blues @ The Beach, Tradewinds Emporium, This & That A Gift Shop, Biloxi Cruise Company, Biloxi Tour Company, Dolphin Encounter & Interaction Show, Stalla, St. Clare Seafood Festival, Priceless Car & Truck Rental, Candlelight Tour of Fort Massachusetts, Big Mike's Speakeasy, Best Western Cypress Creek, Motel 6 Ocean Springs, South MS Horseshow & Rodeo, National Barrel Horse Assn Competitions, Gran Jaripeo y Baile Mexican Rodeo & Dance, Team Roping USA, MS Gulf Coast Winter Classic All Breed Conformation Show, Half Shell Oyster House – Biloxi, Dusti Bonge' Photography Exhibit, Annual Rockin' The Coast Fund Benefit, Inaugural Memorial Day Biloxi Bay Bridge Bike Ride, Explore A Shore – Horn Island Excursion, Sun-N-Fun Quarter Horse Show, Taste of Jazz in The Pass, Herman Leonard Film Screening, Art Exhibit @ Mary C, Pinocchio, Originals, The River Niger, Karaoke @ Quench, Gulf South Shuttle & Taxi, Chevrolet Fireball Run 2011, Annual Wings Performing Arts Dinner Theatre Production, Corn Maze & Haunted Hay Rides @ Seward Farms, Craft Beer Pairing @ Oak Crest Mansion, Almanett Restaurant, McCoy's Sunset River Cruises, New Harmonies Smithsonian Events,
- Worked on new Fun Times Guide
- Answered numerous tourism inquiries by telephone & email
- Delivered 3 cases Fun Time Guides & 1 cases map pads & 1 cases of Spring Calendars throughout the month

Linda Robinson, Administrative Research Assistant

- Gathered, copied and filed publications and news articles on events for Southeast Tourism Society.
- Fulfilled requests for Fun Time Guides and attraction information
- Checked magazines and publications for write-ups and ads: **Golf Magazine**-Best Trips, The Mississippi Gulf Coast; **Southern Gaming**-Hot Summer Travel; Better Homes and Garden-May 2011 ad
- Assisted as Tourism Receptionist
- Submit Big 3 jobs for approval and review ads: Fireball Run Press Conference Open Job Forms, Salt Water Sportsman/Sport Fishing 2011; August Southern Living ad; Leisure Group Travel ad; Photo Shoot Open Job Forms; Saltwater Sportsman and SportsFishing Ads; Ms Business Journal ad; Fall Travel Planner; July Meeting South
- Prepared and mailed sponsorship and marketing assistance agreements to the following organizations: Scrapin' The Coast
- Proofread and assisted with editing the Fun Times Guide
- Worked at Hancock and Jackson County Welcome Centers for Tourism Week
- Approved CleanPix requests: Julie Templet, Northshore Parents Magazine; Megan Whitten, Fairview Inn; Andrea Lorentz, Great Canadian Holidays & Coaches
- Delivered Fun Time guides: Fox's RV Park, Biloxi Visitors Center
- Updated website listing: Palace Casino Resort-removed the Wahoo's poolside bar & grill live entertainment listing; Jackson County Fair date change; Ship Island 2011 Summer Coupon; Pascagoula Gun Show
- Exported data from airport travel survey into survey monkey
- Assist with Billy Creel invitation mailouts
- Revised sponsorship and marketing assistance applications and other correspondence with updated contact information.

Meetings Attended

- May 1-4 - Simpleview Summit, Tucson, Arizona
- May 10 - Jackson County Welcome Center for National Travel & Tourism Week
- May 11 – Lunch with Alicia DDiStefano with Atlanta Journal Constitution
- May 13 – Hancock County Welcome Center for National Travel & Tourism Week
- May 17 – HSMIA luncheon
Commission meeting at 1:30pm
- May 23 – Lunch with Rudi & Rita Schneider, German radio hosts. While at Burger Burger, Rudi was able to get an interview with the owner, Martha.
Fun Times Guide conference call with Compass, staff and Big 3
- May 24 – Lunch with Rudi & Rita Schneider, German radio hosts
Full Staff meeting
- May 25 – PRAM/Ad Fed Special Luncheon @ Bonefish Grill – Guest Speaker: Steve Lance
- May 26 - WLOX interview with Rhonda Weidner
MPB interview with Rhonda Miller
CRM General Training Webinar
- May 30 interview with WWL-TV

STATE/COUNTRY	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	TOTAL
Alabama	172	227	3,851	35	77	137	462	626	5,587
Alaska	1	1	-	-	6	2	8	1	19
Arizona	14	26	16	6	30	38	74	91	295
Arkansas	39	36	21	38	70	128	126	398	856

California	93	62	31	13	40	108	220	205	772
Colorado	18	24	17	10	58	34	72	66	299
Connecticut	22	13	12	5	8	29	73	49	211
Delaware	8	5	3	1	4	12	21	14	68
Florida	143	119	63	57	89	174	515	413	1,573
Georgia	279	393	6,061	56	72	113	271	926	8,171
Hawaii	3	4	3	-	-	1	7	6	24
Idaho	11	6	1	3	23	2	10	12	68
Illinois	139	109	93	62	171	316	607	379	1,876
Indiana	121	59	114	46	84	177	420	161	1,182
Iowa	25	31	24	26	49	77	104	61	397
Kansas	26	37	22	18	83	47	71	62	366
Kentucky	184	209	30	18	45	120	215	481	1,302
Louisiana	73	51	2,437	54	97	196	423	608	3,939
Maine	8	7	2	1	3	11	20	11	63
Maryland	27	18	9	11	10	32	99	64	270
Massachusetts	29	22	10	2	17	34	83	59	256
Michigan	98	51	70	33	86	238	310	134	1,020
Minnesota	38	26	33	28	50	124	133	80	512
Mississippi	147	159	3,000	97	125	190	292	535	4,545
Missouri	59	95	71	81	147	194	371	260	1,278
Montana	5	1	1	-	5	4	6	10	32
Nebraska	13	22	6	3	63	25	34	38	204
Nevada							22	19	

	18	5	2	2	11	22			101
New Hampshire	7	1	-	2	3	13	20	10	56
New Jersey	56	30	22	7	23	65	274	120	597
New Mexico	6	8	6	3	24	12	41	27	127
New York	105	60	44	25	46	117	279	209	885
North Carolina	293	415	22	19	32	71	245	548	1,645
North Dakota	-	7	2	-	5	3	4	5	26
Ohio	148	107	195	39	109	273	926	992	2,789
Oklahoma	25	31	15	21	82	38	136	347	695
Oregon	27	15	7	3	41	13	35	36	177
Pennsylvania	99	61	37	11	40	85	351	211	895
Rhode Island	5	6	1	-	2	12	9	11	46
South Carolina	105	177	13	12	18	35	90	267	717
South Dakota	5	2	1	2	4	9	5	9	37
Tennessee	297	278	5,312	49	95	189	316	752	7,288
Texas	175	132	91	76	183	495	865	1,716	3,733
Utah	4	6	3	1	4	11	20	19	68
Vermont	4	1	-	2	6	2	9	3	27
Virginia	166	262	8	17	26	55	120	372	1,026
Washington	-	-	-	-	-	-			-
Washington DC	3	1	1	2	1	4	5	4	21
West Virginia	64	31	10	10	17	54	121	114	421
Wisconsin	60	50	46	43	94	166	304	107	870
Wyoming	4	2	1	3	4	1	4	1	20
Total States							9,248	11,649	

	3,471	3,501	21,840	1,053	2,382	4,308			57,452
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COUNTRIES

Canada	20	35	27	19	11	91	85	110	398
Puerto Rico	1						1		2
Virgin Islands		1							1
Total Countries	21	36	27	19	11	91	86	110	401

Total inquiries YTD
Monthly US Total **11,649**
Monthly International
Total **110**
11,759

May 2011	
Texas	1,716
Ohio	992
Georgia	926
Tennessee	752
Alabama	626
Louisiana	608
North Carolina	548
Mississippi	535
Kentucky	481
Florida	413

YTD 2010-2011	
Georgia	8,171
Tennessee	7,288
Alabama	5,587
Mississippi	4,545
Louisiana	3,939
Texas	3,733
Ohio	2,789
North Carolina	1,645
Florida	1,573
Kentucky	1,302

Canada	110
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Ad Source	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Totals
AAA Southern Traveler	3	1	4	8	13	14	12	4	59
America's Best Vacations	1,185	1,860	20,451	-	1	3	2	4,002	27,504
ANOTHER WEB SITE	-	33	29	94	104	110	89	77	536
Arthur Frommer Budget Travel	354	53	10	2	3	-	5	1	428
BANNER ADVERTISEMENT	2	1	2	1	4	5	1	5	21
Better Homes & Gardens	1	2	2	4	1	8	777	761	1,556
City/Regional Magazine Insert						1			

	1	2	3	1	1		2		11
Don't Know/Refused	28	21	11	16	4	22	46	25	173
Explore the Southeast Spring						2	3,642	1	3,645
Fall Travel Planner			1	1	-	-		2	4
Family Circle	145	125	-	4	643	452	808	616	2,793
FRIEND OR FAMILY MEMBER	23	25	20	61	58	66	51	53	357
Go Magazine (Air Tran Magazine)							1	1	2
Golf Digest					2	2	2		6
Mississippi Tour Guide	24	23	22	50	37	50	43	32	281
OPRAH Magazine	1,327	1,047	968	7	722		2,575	1,376	8,022
Radio	3	5	3	3	4	2,778	1	3	2,800
Saltwater Sportsman					1	1		1	3
SEARCH ENGINE	140	112	123	298	272	286	238	254	1,723
Southern Breeze	-	1	-	2	1	3	1	1	9
Southern Living	48	47	23	36	49	36	486	713	1,438
Spring Travel Planner	-	1	-	2	-	6	92	1,787	1,888
State Referrals	-	1	2	3	5	5	4	5	25
STS Spring Insert								1,551	1,551
Television or Radio Ad	6	18	24	37	37	55	23	27	227
Travel 50 & Beyond	1	-	-	1	2	5	4	4	17
TravelMeredith.com	4	2	2	2	1	3	8	4	26
Unknown/Newspaper/Magazine	69	79	66	143	183	208	181	193	1,122
Web	148	101	117	319	314	323	299	299	1,920
TOTALS	3,512	3,560	21,883	1,095	2,462	4,444	9,393	11,798	58,147

TOP 10 AD SOURCES -May 2011

America's Best Vacations	4,002
Spring Travel Planner	1,888
STS Spring Insert	1,551
OPRAH Magazine	

Top 10 Ad Sources Year to Date

America's Best Vacations	27,504
Oprah Magazine	8,022
Explore the Southeast Spring	3,645
Radio	2,800

	1,376
Better Homes & Gardens	761
Southern Living	713
Family Circle	616
Web	299
SEARCH ENGINE	254
Unknown/Newspaper/Magazine	193

Family Circle	2,793
Web site	1,920
Spring Travel Planner	1,888
SEARCH ENGINE	1,723
Better Homes & Gardens	1,556
STS Spring Insert	1,551

Visitors Overview

May 1, 2011 – May 31, 2011

80,601 people visited this site

- 100,640 [Visits](#)
- 80,601 [Absolute Unique Visitors](#)
- 498,067 [Pageviews](#)
- 4.95 [Average Pageviews](#)
- 00:04:50 [Time on Site](#)
- 39.05% [Bounce Rate](#)
- 69.33% [New Visits](#)

Mobile visits – May 2011 vs. May 2010

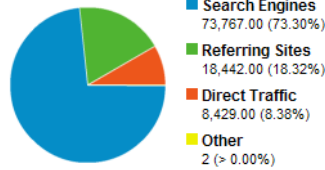
2011 Visits = 12,746
 2010 Visits = 3,337 (281.96%)

New VS. Returning

Visitor Type	Visits	% visits
New Visitor	57,144	70.42%
Returning Visitor	24,006	29.58%

All traffic sources sent a total of 100,640 visits

- 8.38% [Direct Traffic](#)
- 18.32% [Referring Sites](#)
- 73.30% [Search Engines](#)



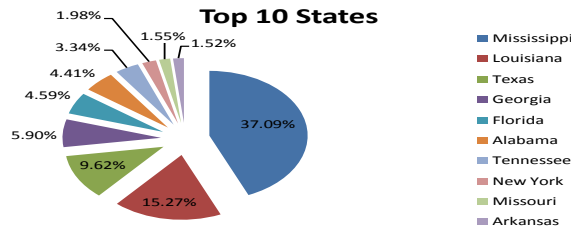


Top 10 Search Engines

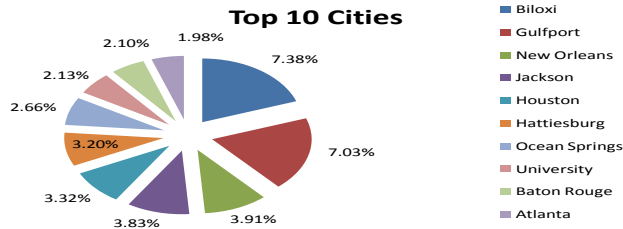
Referring Sites

Visits 73,767 % of Site Total: 73.30%	Pages/Visit 4.71 Site Avg: 4.95 (-4.90%)	Avg. Time on Site 00:04:31 Site Avg: 00:04:50 (-6.62%)
Source	Visits	Pages/Visit
1. google	57,326	4.30
2. yahoo	6,830	6.27
3. bing	6,209	6.09
4. aol	1,435	5.58
5. search	1,222	6.34
6. ask	732	6.02
7. msn	3	8.00
8. seznam	3	1.00
9. lycos	2	7.50
10. netscape	2	4.00

Visits 18,442 % of Site Total: 18.32%	Pages/Visit 6.15 Site Avg: 4.95 (24.36%)	Avg. Time on Site 00:06:12 Site Avg: 00:04:50 (28.29%)
Source	Visits	Pages/Visit
1. biloxi.ms.us	9,416	7.79
2. google.com	1,128	2.96
3. 172.16.254.254	827	1.33
4. mississippi.gov	668	4.23
5. facebook.com	452	2.89
6. search.mywebsearch.com	414	4.82
7. keesler.af.mil	336	4.45
8. visitscoast.org	325	6.48
9. mscoastcoliseum.com	248	5.54
10. answers.yahoo.com	185	9.90



Visits 99,081 % of Site Total: 98.45%	Pages/Visit 4.97 Site Avg: 4.95 (0.47%)	Avg. Time on Site 00:04:52 Site Avg: 00:04:50 (0.52%)	% New Visits 69.22% Site Avg: 69.32% (-0.14%)	Bounce Rate 38.87% Site Avg: 39.05% (-0.47%)	
	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
1. Mississippi	36,745	4.27	00:04:10	59.92%	45.27%
2. Louisiana	15,125	6.03	00:05:44	74.12%	30.14%
3. Texas	9,531	5.10	00:05:08	73.60%	35.96%
4. Georgia	5,841	4.26	00:04:08	73.45%	46.26%
5. Florida	4,543	4.86	00:04:33	76.03%	37.73%
6. Alabama	4,372	5.08	00:04:55	76.46%	36.80%
7. Tennessee	3,312	6.68	00:06:29	76.03%	25.82%
8. New York	1,959	3.80	00:04:18	74.12%	48.03%
9. Missouri	1,539	6.63	00:07:07	72.97%	25.80%
10. Arkansas	1,506	7.29	00:07:09	73.51%	23.97%



Visits 99,081 % of Site Total: 98.45%		Pages/Visit 4.97 Site Avg: 4.95 (0.47%)	Avg. Time on Site 00:04:52 Site Avg: 00:04:50 (0.52%)	% New Visits 69.22% Site Avg: 69.32% (-0.14%)	Bounce Rate 38.87% Site Avg: 39.05% (-0.47%)	
	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate	
1.	Biloxi	7,429	3.14	00:03:01	45.52%	57.45%
2.	Gulfport	7,074	3.27	00:02:59	56.64%	51.24%
3.	New Orleans	3,934	5.00	00:04:38	74.76%	34.85%
4.	Jackson	3,855	6.25	00:06:28	65.91%	29.75%
5.	Houston	3,343	4.38	00:04:18	70.06%	43.34%
6.	Hattiesburg	3,216	4.38	00:04:14	67.75%	40.73%
7.	Ocean Springs	2,677	3.01	00:02:29	58.76%	53.01%
8.	University	2,140	2.72	00:03:12	66.40%	57.24%
9.	Baton Rouge	2,109	6.43	00:05:52	73.21%	27.07%
10.	Atlanta	1,996	3.06	00:02:55	71.24%	56.36%

Top 10 Countries

Visits 100,640 % of Site Total: 100.00%		Pages/Visit 4.95 Site Avg: 4.95 (0.00%)	Avg. Time on Site 00:04:50 Site Avg: 00:04:50 (0.00%)	% New Visits 69.44% Site Avg: 69.32% (0.17%)	Bounce Rate 39.05% Site Avg: 39.05% (0.00%)	
	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate	
1.	United States	99,081	4.97	00:04:52	69.22%	38.87%
2.	Canada	276	4.94	00:05:02	78.62%	34.06%
3.	United Kingdom	182	3.23	00:02:59	81.87%	48.35%
4.	Germany	111	4.12	00:03:09	87.39%	46.85%
5.	(not set)	86	2.55	00:02:34	70.93%	50.00%
6.	India	48	2.19	00:02:14	87.50%	56.25%
7.	Brazil	48	1.62	00:01:25	81.25%	79.17%
8.	Japan	47	3.23	00:01:45	87.23%	46.81%
9.	Australia	38	3.45	00:02:27	89.47%	57.89%
10.	Netherlands	37	6.32	00:06:50	67.57%	40.54%



Top 10 Landing Pages

100,640 visits entered the site through 2,626 pages

Entrances 100,640 % of Site Total: 100.00%		Bounces 39,297 % of Site Total: 100.00%	Bounce Rate 39.05% Site Avg: 39.05% (0.00%)	
	Page	Entrances	Bounces	Bounce Rate
1.	/	28,605	7,572	26.47%
2.	/events/	11,936	5,866	49.15%
3.	/events/index.cfm?EventID=2733 - Gulfport Music Festival	5,974	4,375	73.23%
4.	/attractions/	4,296	714	16.62%
5.	/coupons/	3,946	833	21.11%
6.	/casinos/	3,350	821	24.51%
7.	/visitors/attractions/family-activities/	3,096	327	10.56%
8.	/visitors/attractions/beaches-and-harbor-activities/	2,775	909	32.76%
9.	/visitors/events/index.cfm?EventID=2733 - Gulfport Music Festival	2,370	1,711	72.19%
10.	/events/index.cfm?EventID=1678 - Bridge Fest	1,610	1,119	69.50%



Top content

7,978 pages were viewed a total of 498,067 times

Pageviews 498,067 % of Site Total: 100.00%		Unique Pageviews 374,917 % of Site Total: 100.00%	Avg. Time on Page 00:01:13 Site Avg: 00:01:13 (0.00%)	Bounce Rate 39.05% Site Avg: 39.05% (0.00%)	
	Page	Pageviews	Unique Pageviews	Avg. Time on Page	Bounce Rate
1.	/	38,592	31,062	00:01:06	26.47%
2.	/events/	30,347	20,749	00:02:30	49.15%
3.	/hotels/	21,458	12,772	00:00:47	17.78%
4.	/attractions/	19,855	14,222	00:00:40	16.62%
5.	/coupons/	18,155	12,040	00:01:10	21.11%
6.	/casinos/	16,514	8,468	00:00:56	24.51%
7.	/visitors/attractions/beaches-and-harbor-activities/	11,325	8,609	00:01:31	32.76%
8.	/includes/itinerary/	11,297	9,346	00:00:26	35.23%
9.	/visitors/hotels/hotel-motel/	10,891	5,217	00:01:02	15.74%
10.	/visitors/attractions/family-activities/	9,734	7,442	00:00:44	10.56%

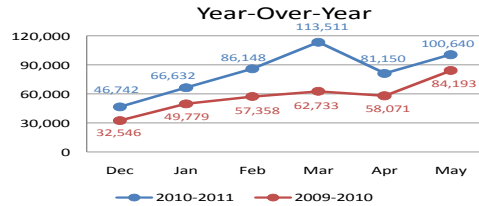


TrafficOverview:

	Dec	Jan	Feb	Mar	Apr	May
Visits:	46,742	66,632	86,148	113,511	81,150	100,640
Unique Visitors:	38,815	55,423	69,577	89,524	65,551	80,080
Bounce Rate:	40%	36%	39%	40%	38%	39%
Pageviews:	202,069	327,425	386,439	522,821	401,347	498,067
Avg Pageview per Visit:	4.32	4.91	4.49	4.61	4.95	4.95
Avg Time on Site:	0:04:15	0:04:52	0:04:28	0:04:36	0:04:53	0:04:50
Total Organic Search Traffic:	32,856	47,009	62,814	82,911	56,932	73,767
% of Traffic From Organic Search:	70%	71%	73%	73%	70%	73%
Entry Pages From Search:	1,614	2,034	2,053	2,293	2,049	2,209
Total Organic Keywords:	17,628	22,390	27,174	34,331	23,384	26,202



SEO Overview:	
* Visitation has increased by 20% year over year.	
* Absolute unique visitors have increased by 25% over last year.	
* Pageviews have increased by 14% compared to last April.	
* Organic search engine traffic has increased by 60% year over year.	
* Gulfport music festival drove 8,354 search engine visits in May	
* Traffic has increased by 47% to the Events page compared to last year	



RankingHighlights:

Keyword	Google	Bing	Yahoo
Biloxi	4	13	16
Gulfport	3	8	7
Gulfport activities	3	15	15
Gulfport airport	5	3	3
Gulfport attractions	1	2	2
Gulfport casinos	1	1	1
Gulfport convention center	1	1	1
Gulfport event calendar	1	2	2
Gulfport resorts	7	30	30
Gulfport tourism	1	1	1
Gulfport vacation	2	10	9
Mississippi Gulf Coast	1	1	1
Mississippi Gulf Coast beaches	1	1	1
Mississippi Gulf Coast casinos	1	1	1
Mississippi Gulf Coast entertainment	1	1	1
Mississippi Gulf Coast event calendar	1	1	1
Mississippi Gulf Coast fishing	1	1	1
Mississippi Gulf Coast hotels	1	1	1
Mississippi Gulf Coast map	2	5	5
Mississippi Gulf Coast meeting RFP	1	1	1
Mississippi Gulf Coast packages	1	1	1
Mississippi Gulf Coast restaurants	1	2	2
Mississippi Gulf Coast vacation	1	1	1
Mississippi Gulf Coast weddings	1	1	1
things to do in Mississippi Gulf Coast	1	3	3

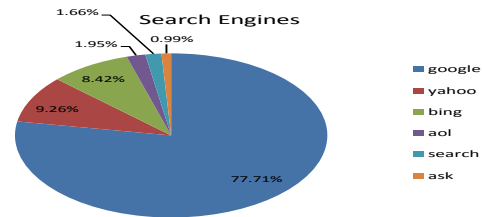
Legend	
1st Page Result	
2nd Page Result	
3rd Page Result	
After 3rd Page	

Organic Traffic:

Organic Traffic	% of Total Site Traffic	
Visits	73,767	73.30%

Organic Engagement compared to Site Engagement		
Pageviews Per Visit	4.71	-4.90%
Avg. Time on Site	0:04:31	-6.62%
New Visits	69.52%	0.29%
Bounce Rate	40.41%	3.50%

Search Engine	Visits	Percent
google	57,326	77.71%
yahoo	6,830	9.26%
bing	6,209	8.42%
aol	1,435	1.95%
search	1,222	1.66%
ask	732	0.99%



Exact Keyword	Visits	Percent
gulfport music festival	4,228	5.73%
mississippi gulf coast	2,212	3.00%
gulfport music festival 2011	1,949	2.64%
gulfport ms	1,722	2.33%
mississippi beaches	933	1.26%
biloxi ms	813	1.10%
ms gulf coast	670	0.91%
gulf coast	631	0.86%
biloxi mississippi	550	0.75%
gulfport mississippi	535	0.73%

Top Landing Pages	Visits	Percent
/	19,599	26.57%
/events/	9,950	13.49%
/events/index.cfm?EventID=2733 - Gulfport Music Festival	5,651	7.66%
/coupons/	3,139	4.26%
/casinos/	2,909	3.94%
/visitors/attractions/beaches-and-harbor-activities/	2,480	3.36%
/visitors/events/index.cfm?EventID=2733 - Gulfport Music Festival	2,238	3.03%
/events/index.cfm?EventID=1678 - Bridge Fest	1,526	2.07%
/hotels/	1,278	1.73%
/visitors/transportation/airports/	1,248	1.69%

Executive Session – None

Reminders:

1. MS Hotel & Lodging Assn meeting – Wednesday, June 22nd – 4pm – Four Points Sheraton, Biloxi Beach – Commissioner Martin/Carter
2. Airport Authority Special meeting – Thursday, June 23 @ 1:30pm – Commissioner Carter
3. Gulf Coast Business Council – Tuesday, June 28th – 8am – Commissioner Hansen
4. Office Closed – July 4th
5. Harrison County Board of Supervisors – Tuesday, July 5th – 9:30 am – Gulfport – Commissioner Martin
6. Airport Authority meeting – Wednesday, July 6th @ 1:30pm – Commissioner Carter
7. Harrison County Board of Supervisors – Monday, July 11th – 9:30am - Biloxi
8. HCTC meeting – Tuesday, July 19th – 1:30pm

Commissioner Guice moved that the meeting be adjourned. Seconded by Commissioner Allen, the president called the question, with the following results:

Commissioner Allen	Voted -----	Yes
Commissioner Carter	Voted -----	Yes
Commissioner Daniels	Voted -----	Yes
Commissioner Guice	Voted -----	Yes
Commissioner Hansen	Voted -----	Yes
Commissioner Lucas	Voted -----	Yes
Commissioner Martin	Voted -----	Yes
Commissioner Rizzardi	Voted -----	Yes

The motion having been duly made, seconded, and a favorable vote received from the Commission, the president declared the motion adopted June 21, 2011.