Regional gaming markets throughout the country are struggling with the challenge of aging demographics and declining visitor counts.

The need to increase length-of-stay and broaden the demographic appeal of the casino gaming product has intensified in importance.

Hear from gaming and tourism leaders in the southern region what steps are being taken to address these challenges, as well as their assessment of the changes that will continue to impact regional gaming markets as they move forward.
Hot Topic: Gaming Tourism Roundtable

Moderator:

• Michael Bruffey, Deputy Director, Mississippi Gaming & Hospitality Association

Panelists:

• Renee Areng, Executive Director, Visit Mississippi Gulf Coast

• Webster Franklin, President & CEO, Tunica Convention & Visitors Bureau

• John Hairston, Former Chairman, Mississippi Gaming Commission

• Misty Shaw, Director of Programs & Services, Louisiana Office of Tourism

• Rick Taylor, President of Mississippi Tourism Association and Executive Director, Hattiesburg Tourism
A review of the Louisiana Visitation and Spend numbers...
2013 – 27.4 million visitors to Louisiana
2013 Spend - $10.80 billion

2014 – 28.7 million visitors to Louisiana
2014 Spend - $11.20 billion
A review of the Mississippi Visitation and Spend numbers...
Mississippi Total Visitation

<table>
<thead>
<tr>
<th>Year</th>
<th>Visitation</th>
</tr>
</thead>
<tbody>
<tr>
<td>2010</td>
<td>19,500,000</td>
</tr>
<tr>
<td>2011</td>
<td>20,800,000</td>
</tr>
<tr>
<td>2012</td>
<td>21,300,000</td>
</tr>
<tr>
<td>2013</td>
<td>21,600,000</td>
</tr>
<tr>
<td>2014</td>
<td>22,000,000</td>
</tr>
</tbody>
</table>
**Mississippi Total Visitor Spending**

<table>
<thead>
<tr>
<th>Year</th>
<th>Total Tourist Spending</th>
</tr>
</thead>
<tbody>
<tr>
<td>2010</td>
<td>$5,600,000,000</td>
</tr>
<tr>
<td>2011</td>
<td>$5,970,000,000</td>
</tr>
<tr>
<td>2012</td>
<td>$6,100,000,000</td>
</tr>
<tr>
<td>2013</td>
<td>$6,250,000,000</td>
</tr>
<tr>
<td>2014</td>
<td>$6,090,000,000</td>
</tr>
</tbody>
</table>
2013 - 21.6 million visitors to Mississippi
2013 Spend - $6.20 billion

2014 - 22 million visitors to Mississippi
2014 Spend - $6.09 billion
Mississippi and Louisiana

50 million visitors
$17.3 billion in spend

The Southern Gaming Region
Discussion of Different Visitation Drivers:
- Casinos
- Non-Gaming Amenities
- Special Events
- Marketing
- Access
Casinos

AGA Annual 2013 Report

53% of visitors to casino engage in tourism activities outside casino
65% in a younger demographic

MS Statistics

In 2014, 15 million out of state visits to a MS casino
In 2014, over $106 million spent on advertising and promotions

LA Statistics

In 2014, 30 million visits to LA casinos/racinos
Non-Gaming Amenities

2011 PWC Study

Rule 1.5 of MGC

Effective Jan 1, 2014: A project will now include an amenity unique to market and will encourage economic development and promote tourism.

2014 MS Casino Total Revenues: $2.86 billion

Gaming: $2.08 billion
Non-Gaming $780 million = 27%
Special Events

Louisiana Marathon
Began in 2012
3 days long.
6,476 Race participants (66% non-local)*
$3.6 Million Est Spend *
* Study done by Kent State on 2014 race.

Cruisin’ the Coast
Began in 1996, 2014 was 18th Cruisin’
8 days long
7,293 Registered participants in 2014 (93% non-local)
More than 100,000 spectators over the 8 days
$25 Million Estimated Spend in Mississippi
*Study done by Bradley Research Group
Special Events

Mardi Gras
Began in 1718.
Season length varies.

New Orleans study, by Tulane University & Freeman Consulting Group. showed that:

In 2014 it contributed $465 million in spending which equals $17.5 million in tax revenues.

NOLA’s MG impact had a 54% growth from 2011.

* Office of Tourism has not performed an economic impact for state-wide Mardi Gras due to scope and subsequent cost.
May 7, 2015
10:15 a.m. – 11:15 a.m.
Hall D, Rooms 5-6
Hot Topic: Gaming Tourism Roundtable

Marketing

Direct Spend Ratios
MS - $6.46 to $1 on advertising
LA - $17 to $1 on advertising
Raleigh Durham - $25 to $1 advertising
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Access

Drive In Markets – Roads

Convenience Gaming

Air Service
A look at Louisiana visitation numbers and capital/investment by casinos...
### Louisiana Total Gaming Admissions

<table>
<thead>
<tr>
<th></th>
<th>2010</th>
<th>2011</th>
<th>2012</th>
<th>2013</th>
<th>2014</th>
</tr>
</thead>
<tbody>
<tr>
<td>Riverboats</td>
<td>22,297,717</td>
<td>21,248,278</td>
<td>20,783,618</td>
<td>21,154,241</td>
<td>21,586,843</td>
</tr>
<tr>
<td>Racinos</td>
<td>6,464,753</td>
<td>5,900,247</td>
<td>5,726,260</td>
<td>5,287,667</td>
<td>4,721,075</td>
</tr>
<tr>
<td>Land Based</td>
<td>5,260,130</td>
<td>4,892,678</td>
<td>5,043,127</td>
<td>4,896,571</td>
<td>4,970,168</td>
</tr>
</tbody>
</table>

May 7, 2015
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Hall D, Rooms 5-6
Hot Topic: Gaming Tourism Roundtable

Since 2012, Capital Invested by LA Casinos

Margaritaville – Bossier City - $220 million
L’Auberge – Baton Rouge - $380 million
Golden Nugget – Lake Charles - $700 million
Total: $1.3 billion
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A look at Mississippi visitation and capital / investment numbers...
Since May 2011, when the Mississippi River Casinos closed for an average of 25 days, casino visitation numbers have shown a downward trend.

Arkansas 2011 (1.8 million) → 2014 (1.1 million)
Tennessee 2011 (3.3 million) → 2014 (1.8 million)
42% decline
Capital Investment Since 2011

Palace Casino: $50 million
IP Casino: $288 million + $60 million
Golden Nugget: $50 million + $100 million
Hard Rock: $250 million + $32.50 million
Harrah’s Gulf Coast: $30 million

→ continued ...
Capital Investment continued ...

Silver Slipper: $17.5 million
Island View: $60 million
MGM Park: $32.5 million
Scarlett Pearl: $250 million

Total: over $1.5 billion
May 7, 2015
10:15 a.m. – 11:15 a.m.
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Hot Topic: Gaming Tourism Roundtable

Impact of Capital Investment
Louisiana Gaming Revenue Totals

<table>
<thead>
<tr>
<th>Year</th>
<th>Revenue Totals</th>
</tr>
</thead>
<tbody>
<tr>
<td>2010</td>
<td>$2,373,929,529</td>
</tr>
<tr>
<td>2011</td>
<td>$2,374,244,338</td>
</tr>
<tr>
<td>2012</td>
<td>$2,401,669,162</td>
</tr>
<tr>
<td>2013</td>
<td>$2,442,900,149</td>
</tr>
<tr>
<td>2014</td>
<td>$2,471,782,169</td>
</tr>
</tbody>
</table>
# MGC General Conclusions and Specifics for 2014

<table>
<thead>
<tr>
<th>Region</th>
<th>Year End 2014</th>
<th>Year End 2013</th>
</tr>
</thead>
<tbody>
<tr>
<td>North River Region</td>
<td>$687,683,015</td>
<td>$748,905,815</td>
</tr>
<tr>
<td>South River Region</td>
<td>$307,866,406</td>
<td>$326,594,658</td>
</tr>
<tr>
<td>Gulf Coast Region</td>
<td>$1,078,635,757</td>
<td>$1,066,855,458</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>$2,074,185,178</strong></td>
<td><strong>$2,142,355,931</strong></td>
</tr>
</tbody>
</table>
# Mississippi Gaming Industry – 1st Quarter 2015

<table>
<thead>
<tr>
<th>Region</th>
<th>1st Quarter GGR</th>
<th>Increase/Decrease</th>
</tr>
</thead>
<tbody>
<tr>
<td>North River Region</td>
<td>$168,540,642</td>
<td>-11%</td>
</tr>
<tr>
<td>South River Region</td>
<td>$86,464,499</td>
<td>&lt;1%</td>
</tr>
<tr>
<td>Coastal Region</td>
<td>$290,321,914</td>
<td>6%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>$545,327,055</strong></td>
<td></td>
</tr>
</tbody>
</table>
Estimated Gulf Coast Gaming Revenue - 2015

<table>
<thead>
<tr>
<th>Year</th>
<th>Revenue Totals</th>
</tr>
</thead>
<tbody>
<tr>
<td>2011</td>
<td>$1,100,000,000</td>
</tr>
<tr>
<td>2012</td>
<td>$1,090,000,000</td>
</tr>
<tr>
<td>2013</td>
<td>$1,060,000,000</td>
</tr>
<tr>
<td>2014</td>
<td>$1,074,000,000</td>
</tr>
<tr>
<td>2015</td>
<td>$1,160,000,000</td>
</tr>
</tbody>
</table>
Mississippi and Louisiana represent the second largest gaming market in the United States:

Casinos: 47*
Total Slots: 55,364*
Table Games: 1,521*
Total Gaming Revenue: $4.54 billion**

*Includes commercial casinos (43) and racetracks (4)
**$4.54 billion is net of video poker revenue
A Closer Look at the Mississippi Casino numbers...
Mississippi Gaming Impact on Overall State Tourism Indicators

Total Travel & Tourism Expenditures - $6.086 Billion

- $3.375 Billion / 55.5%
- $2.711 Billion / 44.5%

Total Direct Employees - 84,225

- 45,460 / 54%
- 38,765 / 46%

Total State & Local Taxes - $619 Million

- $310 Million / 50.1%
- $309 Million / 49.9%

75 Non-Gaming Counties

7 Gaming Counties

*Visit Mississippi Annual Report
## Mississippi Gaming Industry
**Visitor State of Origin**

<table>
<thead>
<tr>
<th></th>
<th>North</th>
<th>Central</th>
<th>Coast</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Mississippi</strong></td>
<td>23%</td>
<td>70%</td>
<td>32%</td>
</tr>
<tr>
<td><strong>Tennessee</strong></td>
<td>31.8%</td>
<td>.7%</td>
<td>1.7%</td>
</tr>
<tr>
<td><strong>Alabama</strong></td>
<td>5.3%</td>
<td>.7%</td>
<td>16.7%</td>
</tr>
<tr>
<td><strong>Arkansas</strong></td>
<td>17.5%</td>
<td>6.1%</td>
<td>.3%</td>
</tr>
<tr>
<td><strong>Florida</strong></td>
<td>-.8%</td>
<td>.3%</td>
<td>15%</td>
</tr>
<tr>
<td><strong>Louisiana</strong></td>
<td>-.4%</td>
<td>11.1%</td>
<td>17.5%</td>
</tr>
</tbody>
</table>

- 72.4% = 3 states
- 81% = 2 states
- 81.2% = 4 states

*Mississippi Gaming Commission Quarterly Survey*
May 7, 2015
10:15 a.m. – 11:15 a.m.
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Discussion of Demographics between a Casino Goer and a Tourist

... How can tourism boards work with casinos?
Co-sponsoring events
Branding and Marketing
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Hall D, Rooms 5-6
Hot Topic: Gaming Tourism Roundtable

Collaboration between MS and LA

... 

Discussion of Ideas / Regionalism
May 7, 2015
10:15 a.m. – 11:15 a.m.
Hall D, Rooms 5-6
Hot Topic: Gaming Tourism Roundtable

Questions or Comments from Audience

...
Hot Topic: Gaming Tourism Roundtable

Moderator:

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