



Meetings. Music. Meals. Memories.

As we close the book on another Domestic Showcase, we are humbled by the notes of thanks, compliments and praise given on this extraordinary, record-setting marketplace. We owe a debt of gratitude to our gracious hosts: Visit Mississippi's Gulf Coast and Visit Mississippi. As the saying goes, "it keeps getting better."

Visit Mississippi Gulf Coast hosted close to 700 delegates at the 36th Annual Travel South Showcase, including 180 tour operators, bus operators, and journalists along with the state tourism office and 340 destination market organizations, hotels, attractions, restaurants, outfitters and travel service providers.

The Travel South Journalist Program continues to gain steam. While in Biloxi, there were 38 journalists, 33 of which were designated appointment taking delegates. They requested 957 appointments; plus each had pre-scheduled appointments with media representatives from each of the 12 state tourism offices.

It is estimated that the economic value of Domestic Showcase in Biloxi, Miss. was approximately \$750,000.

In terms of appointment requests, a record was set. Approximately 20,000 appointments were created, *representing a 30% percent increase from 2017.*

Several mentioned wanting to know the names of the bands that performed:

- Party Like a Local - Opening Night Reception – [Compositionz](#)
- Relax & Unwind on Myrtle Beach Time – Final Night Reception – [TruSol](#)

What's Next?

We take things to the eastern seaboard when Myrtle Beach, South Carolina hosts Domestic Showcase 2019. Mark your calendars for Feb. 24 - 27, 2019. Registration opens Summer 2018.

