

Cruise into Beau Rivage for 2025 Cruisin' The Coast Festivities



BILOXI, Miss. (Sept. 15, 2025) – Visitors and locals are invited to cruise into Beau Rivage for a week of vintage, classic cars and entertainment as Coastal Mississippi hosts its 29th Annual Cruisin' The Coast, Oct. 5-12. Dubbed “America’s Largest Block Party,” the weeklong event is expected to draw more than 10,000 registered vehicles from around the globe.

What began in 1996 with 374 registered cars has grown into one of the nation’s premier events for classic car enthusiasts, earning the title of Best Car Show Competition in the U.S. by readers of USA TODAY for the last five years. Last year, 9,961 registered vehicles from the United States, Canada, and England participated in the event that spans Coastal Mississippi. Cruisers showcase their classic rides along 30 miles of beachside highway that connects the numerous venues showcasing live music, car shows, swap meets, and vendors.

Beau Rivage hits full throttle on Wed, Oct. 8, hosting Cruisin' the Coast's Official Party featuring the “Britishmania Beatles Tribute” and appearances by some of television’s favorite car celebrities. The party keeps rolling all week long with free nightly live entertainment, food & drink specials, giveaways, and dedicated parking for cruisers.

“Beau Rivage has proudly sponsored Cruisin' the Coast since opening our doors in 1999, and every year we look forward to the excitement of Biloxi’s official Cruisin' Day and the celebration that follows,” said Beau Rivage President & COO Brandon Dardeau. “Welcoming cruisers throughout the week creates an energy that makes the event fun and memorable for everyone involved.”

Wednesday, Oct. 8 - Cruisin' The Coast “Britishmania Beatles Tribute” Party -Beau Rivage Theatre

Get ready to take a trip back to the 60s to experience the wonderful sound and stage persona of The Beatles. Featuring iconic replica instruments and amplifiers, re-live what it was like to see them in their epic periods in their career, from The Ed Sullivan Show era., followed by the Shea Stadium era., then moving to the Sgt. Pepper/Magical Mystery Tour era and finally the Abbey Road/Let It Be era. Tickets are \$20 plus tax and may be purchased by visiting the Beau Rivage Box Office or by calling 888.566.7469. Doors open at 6 p.m.

From 6-7:30 p.m., join auto enthusiasts and gear heads outside Beau Rivage Theatre for a complimentary Celebrity Meet & Greet Autograph Session featuring:

Dennis Gage of “My Classic Car,” now in its 30th season

Cristy Lee of “Garage Squad” on MotorTrend, and Host of “Celebrity IOU: Joyride” on Discovery +

Courtney Hansen, Star of MotorTrend’s “The Ride of Your Life,” “Overhaulin,” and “Powerblock”

Joe and Amanda Martin of Martin Bros. Customs/“Iron Resurrection” on Velocity Networks

Johnny Dawg of NaNaSha and the Triggerproof All Stars keep the party going from 8 p.m.- 1 a.m. in EIGHT75. Admission is free.

Free Nightly Entertainment in EIGHT75

Each night during Cruisin' the Coast, head to EIGHT75 for free live music featuring Chris Gavin on Sunday, Monday, and Tuesday and Triggerproof on Wednesday, Thursday, Friday, and Saturday.

Triggerproof puts a variety of favorites from pop, rock and hip-hop through the musical blender to recreate both popular and classic radio-friendly hits.

Jamey Johnson - Friday, October 10

Country music singer/songwriter Jamey Johnson brings his outlaw country to Beau Rivage Theatre on Friday, October 10, for an 8 p.m. show.

He is best known for his hit single, "In Color," and hit songs he wrote for others, including "Honky Tonk Badonkadonk" and "Ladies Love Country Boys" for Trace Adkins and "Give It Away" for George Strait.

Tickets are \$55.00, \$65.00, \$75.00 & \$89.00 + tax & service charge and can be purchased by calling the Beau Rivage Theatre Box Office at 888-566-7469 or online at ticketmaster.com

Cruisin' The Coast Tumbler Giveaway

Guests earning \$2 SLOT DOLLARS between 12 a.m. Thursday, Oct. 9 and 7:50 p.m. Saturday, Oct. 11, can print a voucher redeemable for a tumbler with the Cruisin' The Coast logo. Vouchers may be redeemed from 2 p.m. to 6 p.m. each day at the Events Desk, located in the non-smoking casino area.

Enjoy a cocktail – or a mocktail

Whether you are the designated driver or just along for the ride, Beau Rivage has specialty cocktails and mocktails available at Eight75, Bet MGM and LUX Lounge.

The "leaded" cocktails are \$8 each. Choose from the Pin Up or the Rockabilly. The Pin Up is an Aperol Spritz made with Aperol, Prosecco and sparkling water with an orange slice to wet your whistle. The Rockabilly is a Mai Tai made with Bacardi 8 Rum, Cointreau, Orgeat Syrup, lime juice, lime and a Maraschino cherry.

The "unleaded" cocktails are \$6 and are the Johnny B. Goode and the Barbara Ann. The Johnny B Goode is blueberry lavender syrup, lemon and lime juice, sparkling water and a pineapple crisp. The Barbara Ann is non-alcoholic Cabernet wine with blackberry and strawberry syrup, pineapple juice, muddle citrus and berries.

Grab a bite to eat

Get the feel of a drive-in or diner with Blue Plate Specials at Salt & Ivy or a burger, fries and root beer float at Roasted Bean. These featured meals are available during Cruisin' The Coast.

Salt & Ivy is offering Blue Plate Specials each weekday for \$18 that include dinner and dessert. The dine-in only specials are:

Monday – Red Beans & Rice with collard greens and a lemon bar

Tuesday – Three hard-shell beef tacos and a churro

Wednesday – Meatloaf with mashed potatoes and green beans, and fried apple pie

Thursday – Spaghetti and meatballs, garlic bread, salad, and an Oreo bar

Friday – Grouper sandwich with pickle, coleslaw, and an ice cream parfait

Roasted Bean takes you back to those drive-in days when a burger, fries, and a root beer float hit the spot. Grab that combo and enjoy the nostalgia—and a great burger—available daily starting at 11 a.m.

The Daiquiri Shop will be open from 12 p.m. to 9 p.m. Wednesday through Sunday, offering frozen concoctions, tacos, nachos, and some ready-made options for those on the go. The outdoor patio will also be open, so Cruisers can enjoy a bite to eat and still see the parade of classic cars pass by.

Visit www.beaurivage.com to book a Beau Rivage getaway, make dinner reservations, or purchase show tickets.

For a full schedule of Cruisin' the Coast events, visit <https://cruisinthecoast.com/schedule/>.

Supporting artwork can be found in the [Beau Rivage 2025 Cruisin' The Coast Digital Press Kit](#)

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ABOUT BEAU RIVAGE

Already known as the crown jewel of the Gulf Coast, Beau Rivage Resort & Casino continues to raise the bar. MGM Resorts International's destination resort on the beach in Biloxi is home to 13 restaurants, four bars and lounges, and an 85,000-square-foot gaming area that includes the Buffalo Zone and BetMGM Book Bar and Grill, Mississippi's full-service sports betting and entertainment destination. The resort also offers live entertainment in its 1,550-seat theatre, an upscale shopping

promenade with LUX Lounge and MGM Golf, a world-class spa & salon and Fallen Oak, a Tom Fazio-designed championship golf course. For more information and reservations, call (888) 567-6667 or visit beaurivage.com

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<https://newsroom.mgmresorts.com/press-releases?item=122675>