

A lighthouse stands on a wooden pier extending into the ocean at night. The sky is dark blue with some stars visible. In the water, several jellyfish are glowing with various colors like blue, purple, and green. The lighthouse is illuminated from below, casting a warm glow.

coastal

MISSISSIPPI

The Secret Coast

Annual Update



Nikki Moon

Board of Commissioners President



coastal

MISSISSIPPI

The Secret Coast





Milton Segarra, CDME

CEO

THANK YOU



2019

coastal
MISSISSIPPI
The Secret Coast

IN REVIEW

Coastal Mississippi FY2019
KPI Year in Review

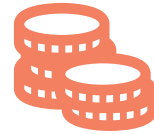
ADDITIONAL KPI'S & ACCOMPLISHMENTS



Marketing Industry Summit



Strategic Partnerships
(Expedia, Delta Vacations, AA Vacations)



Tourism Economics Report -
DMO's competitive set budgets comparison & Economic Impact potential



Airlines Co-op agreements
in partnership with GPT
(Sun Country, Allegiant)



Trip Advisor Reputation
Management Seminars
(one per county)

32,710 Hospitality Jobs = 5% ↑

RevPar 2% ↑

Total Revenue 3% ↑

JANUARY – SEPTEMBER (YTD) HISTORICAL KPI'S COMPARISON

	2016	2017	2018	2019
All Rooms Sold	2,256,788	2,397,716	2,446,461	3,104,840
Occupancy	60.4 %	61.3%	64.0%	63.4%
All Occupancy	74.42%	75.45%	77.11%	75.45%
ADR	\$88.22	\$92.69	\$94.81	\$93.53
All ADR	\$80.82	\$82.23	\$84.39	\$90.02
RevPAR	\$53.29	\$56.80	\$60.64	\$59.34
Supply	3,548,217	3,639,303	3,633,336	4,113,013
Demand	2,143,414	2,230,224	2,323,651	2,604,499
Revenue	\$189,094,923	\$206,715,836	\$220,313,084	\$244,053,518



Karen Conner

Director of Marketing

F19 HIGHLIGHTS

- **63 million ad impressions** delivered across Drive and Fly markets
- **469,145 clicks from digital advertising** to the Coastal Mississippi website
- **607,375 actions** taken on website attributed to exposure to and/or interaction with digital ads
- Despite the challenging year, we saw **9% growth in quality visits*** to the website – approximately 110,000 more quality visits than FY18

**Quality site visits are sessions that do not bounce – sessions in which visitors remain on the site to explore rather than leaving immediately after viewing the initial page.*

GOALS & OBJECTIVES

- **Support** the brand and **elevate** awareness of Coastal Mississippi
- Continued **partnership** with Gulfport-Biloxi International Airport to support existing service and encourage new service



-
- **Increase visitation** of Experiential Travelers, including Boomers, Millennials and Family Traveler segments
 - **Increase passengers** flying into Gulfport-Biloxi International Airport

SPARKLOFT



PETERMAYER

TARGET AUDIENCE



EXPERIENTIAL TRAVELERS

ADAM & CHRISTINA | THE CLARKS

AGE	OCCUPATION	FINANCES (\$)
32	HEALTHCARE MANAGEMENT + SALES	80K HOUSEHOLD INCOME

ACTIVE ENTHUSIASTS
Driven by excitement, always on the lookout for stimulating and unique experiences to share together

CURIOSITY
ADVENTURE + EXCITEMENT
AUTHENTICITY + FREEDOM
ENJOYING LIFE

ACTIVITIES/HOBBIES
Going to the beach
Baking & BBQing
Entertaining friends & family
Indulging their foodie side
Reading books

SHOPPING BRANDS
amazon
TJ-maxx
TARGET

TV CHANNELS
HBO
CNN
HGTV

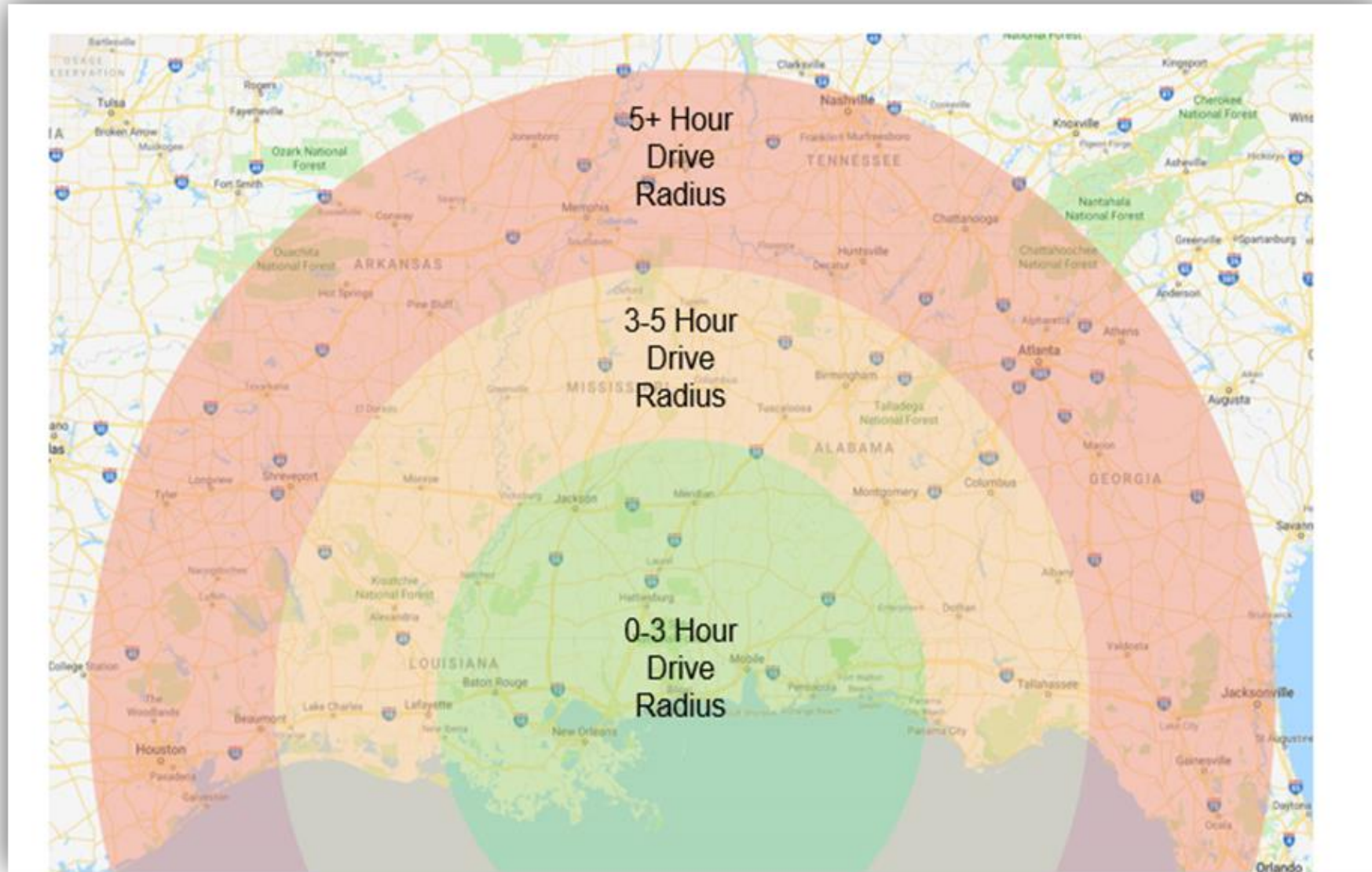
MOST TRUSTED MEDIA



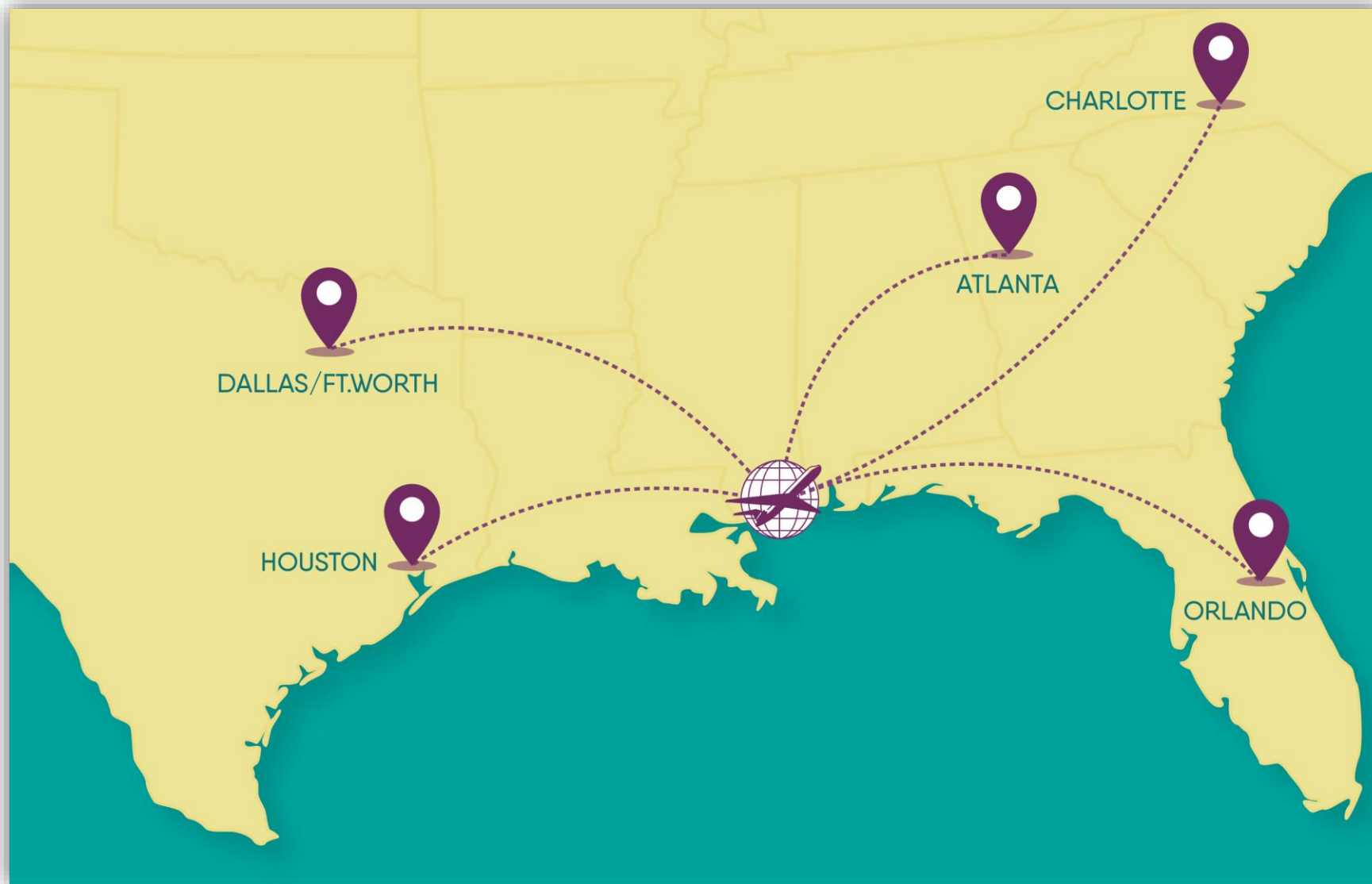
FAMILY TRAVELERS & BOOMERS



TARGET MARKETS



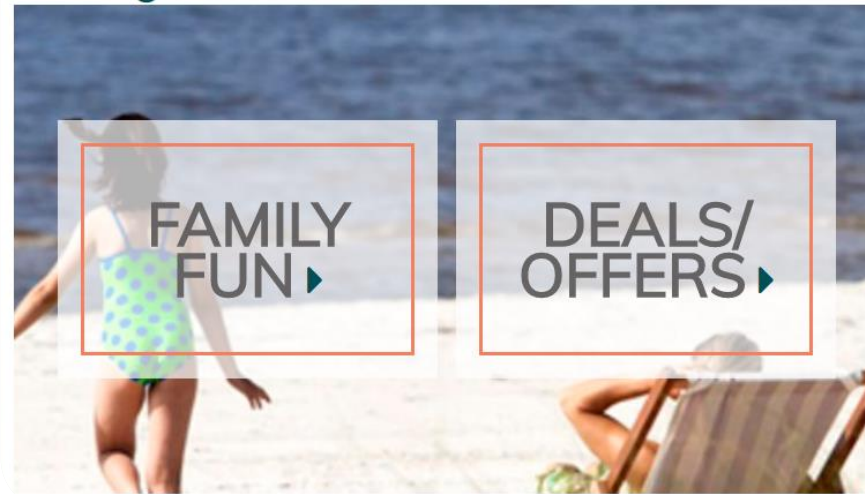
TARGET MARKETS



MEDIA STRATEGY

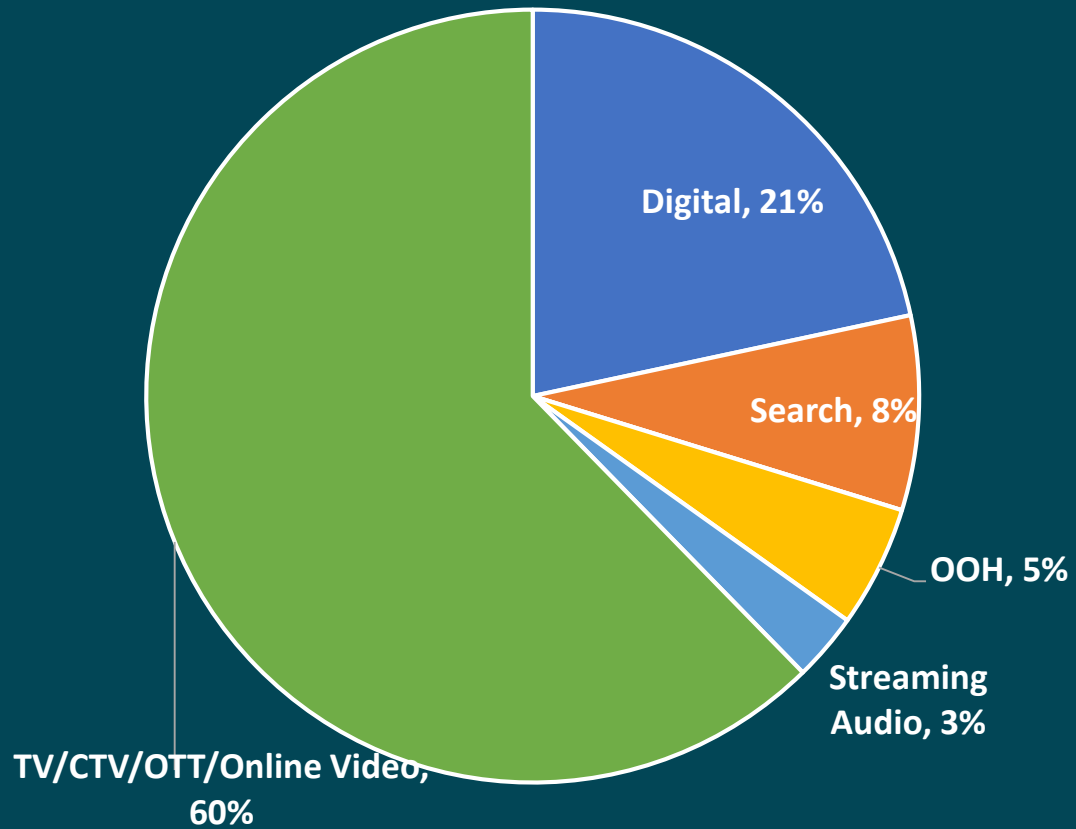
- **Media goals:**
 - Continue to build **top of mind awareness (TOMA)** as a destination worth visiting
 - Drive online research and planning activities (**onsite engagement**)
 - Ultimately, **increase overnight room bookings** in the destination

Things to Do on the Gulf Coast

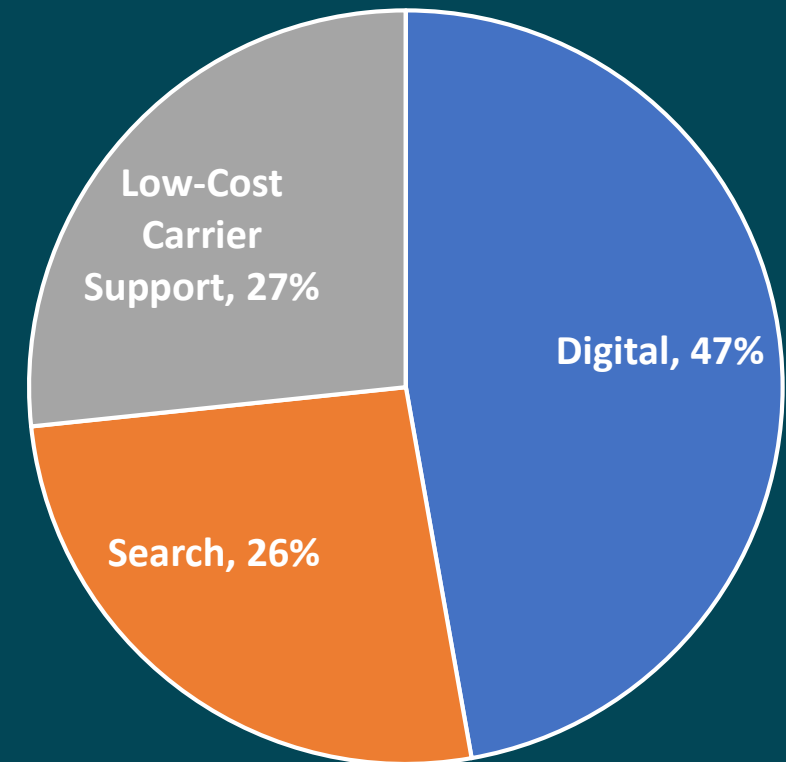


MEDIA MIX

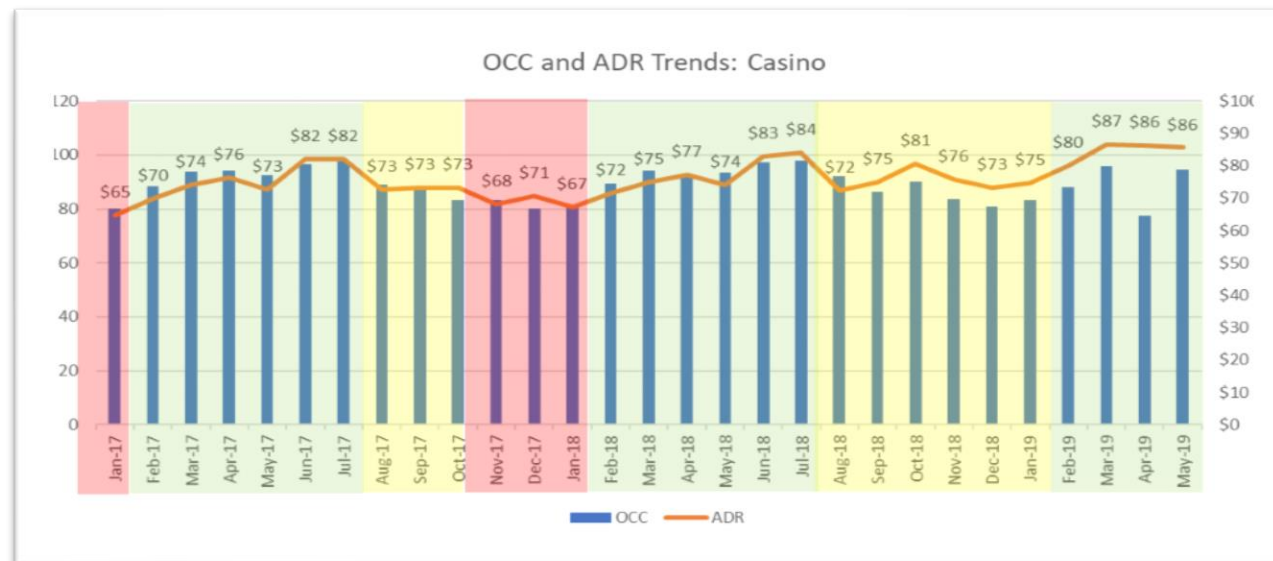
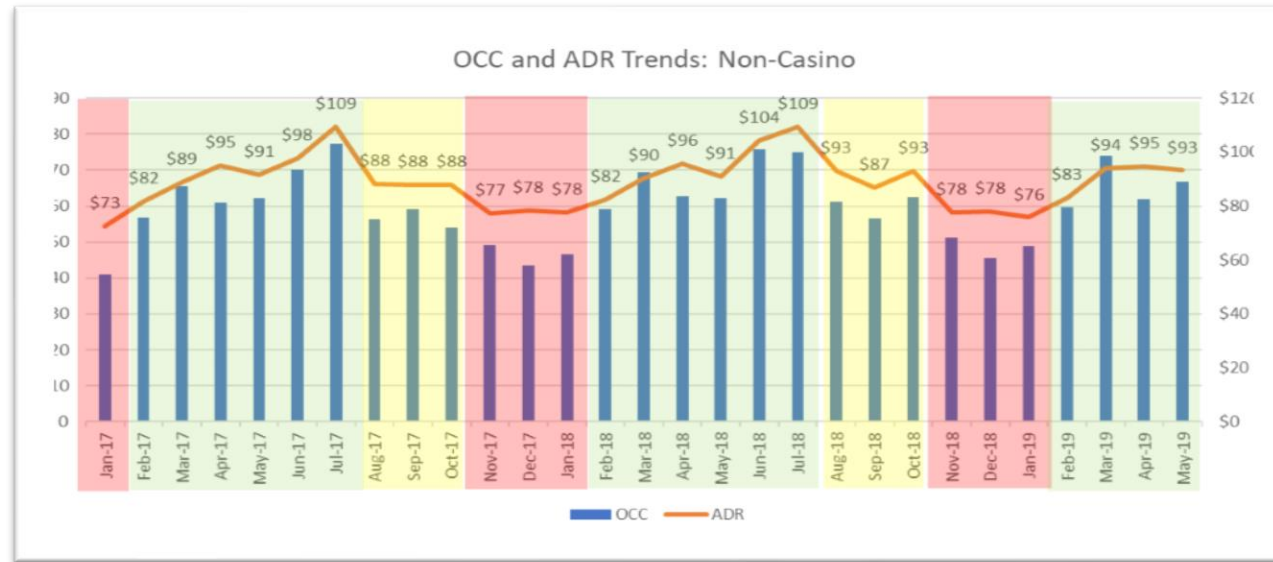
DRIVE MARKETS



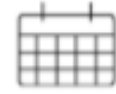
FLY MARKETS



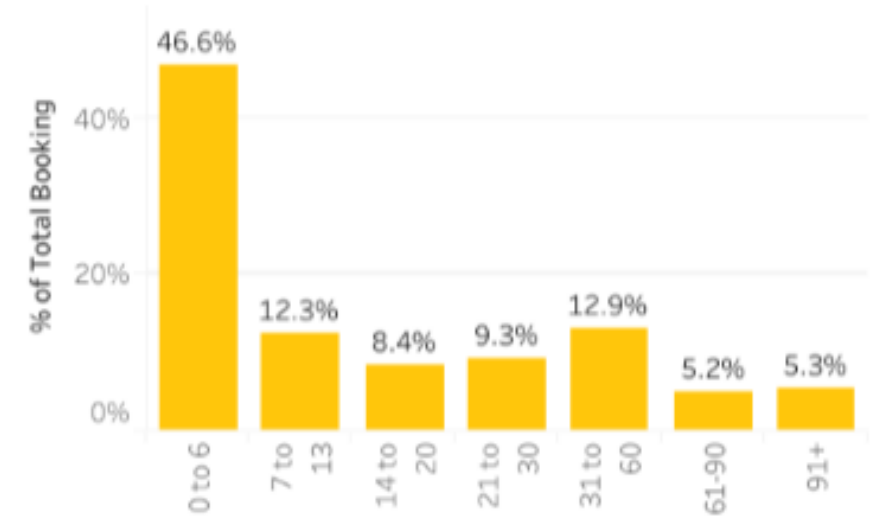
MEDIA FLIGHTING



MEDIA FLIGHTING



Travel Window (Days)



SOCIAL MEDIA FY19 SUCCESSES

LESS IS MORE

By focusing on high-quality assets for our organic and paid content, our efforts became more intentional, prioritizing meaningful ads + content pieces for our social media audience.

CREATIVE PUSHES

We've integrated new Creative such as dynamic ads, carousel ads, instant experiences, story ads, Instagram stories and more video content.

ACCOUNT GROWTH

By putting our best content forward, our content has reached and engaged more people while growing our follower base across our social platforms.

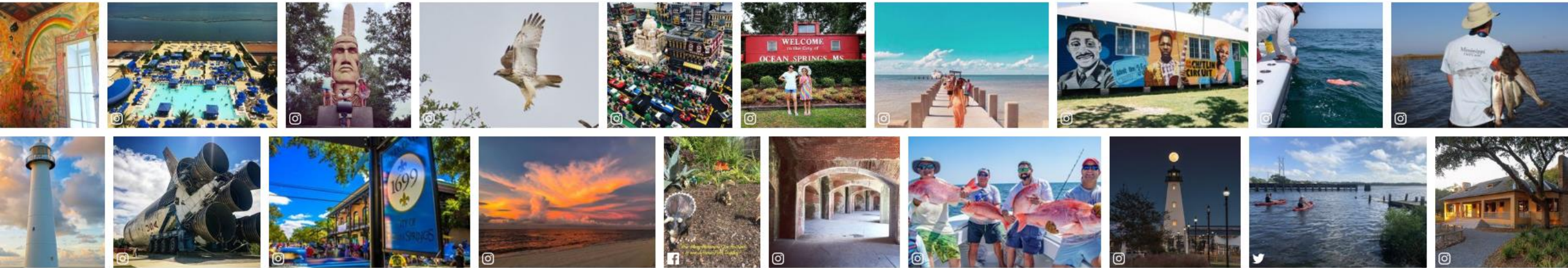
SOCIAL MEDIA FY20 PLAN

TARGET AUDIENCE

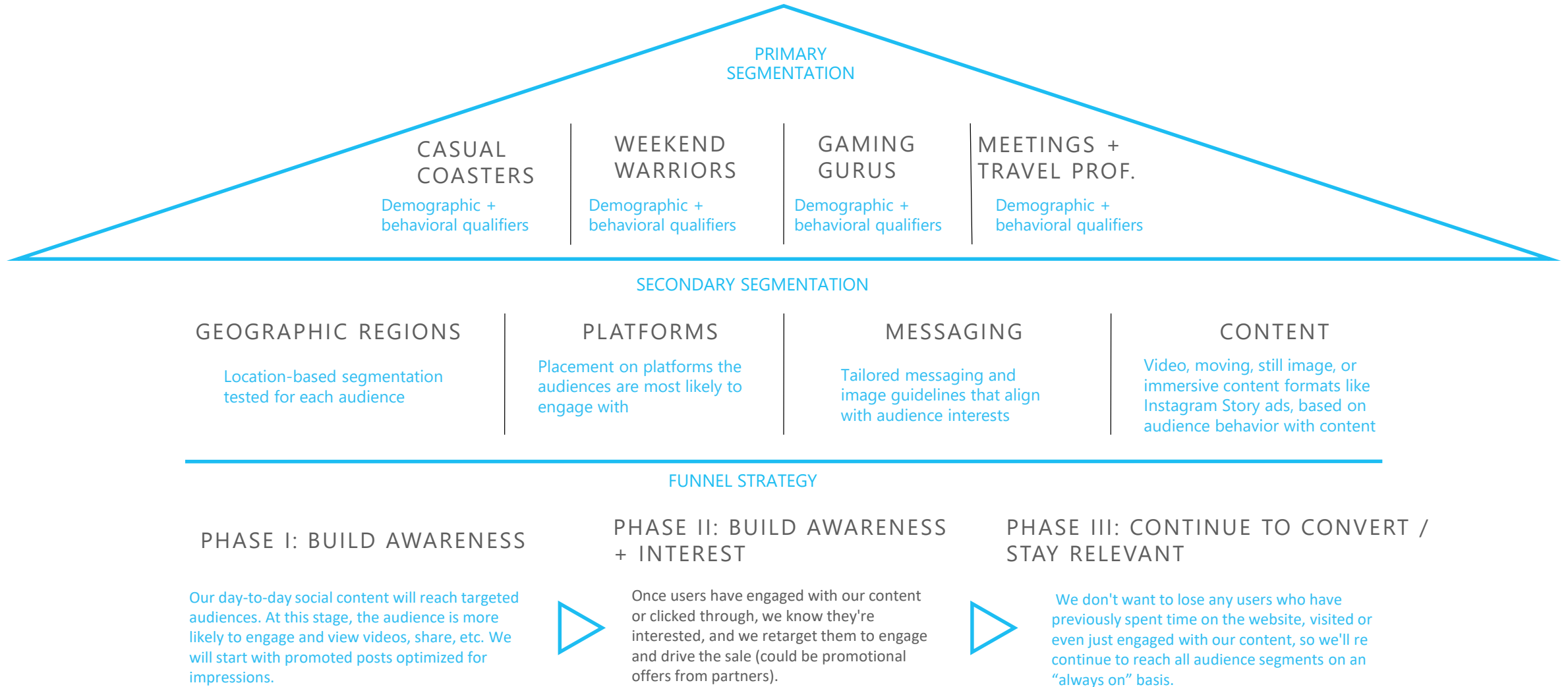
- Experiential Travelers, Family Travelers & Boomers

CREATIVE

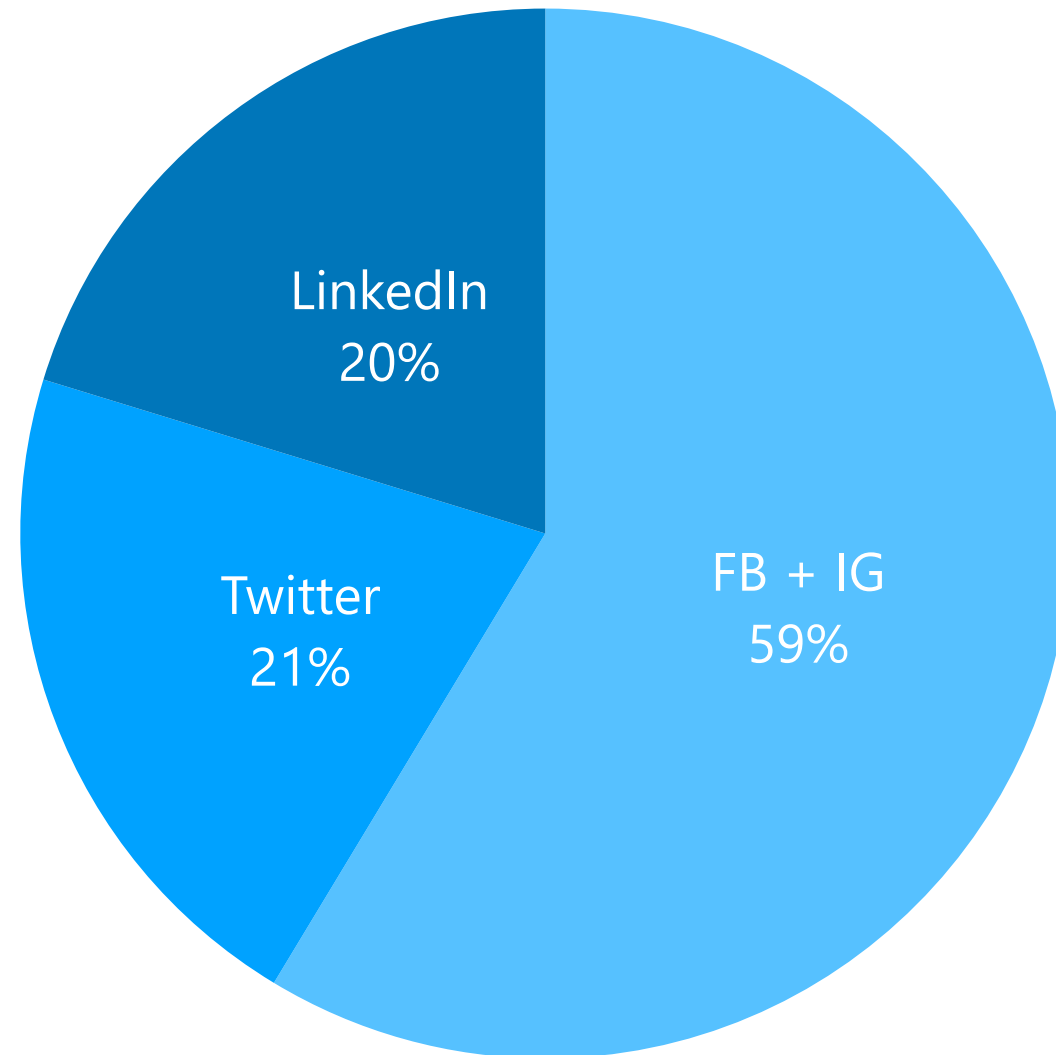
- Audience-Driven



MEDIA FUNNEL



MEDIA SPEND BY PLATFORM



coastal
MISSISSIPPI
— The Secret Coast —

Augmented Reality
The Future of Tourism



ERIN ROSETTI

**Director of COMMUNICATIONS
AND ENGAGEMENT**

Harmful Algal Bloom: A Case Study

- **Threefold messaging strategy**
- **Collaborating with official sources**
- **Call-to-Action campaign to drive immediate visitation**

Summer Is Still Here





Harmful Algal Bloom: A Case Study

- **Balanced the message**
- **Managed future crisis response**
- **Corrected misinformation in real time**



FY20 PRIORITIES

- Sharing the Story of Coastal Mississippi**
- Year of recovery**
- Partner agency collaboration**
- Compelling human interest pieces and first person video**

Coastal Mississippi Attractions Pass



FY20 PRIORITIES



Content Pillars

- Family and friends
- Outdoors and nature
- Culinary
- Gaming and entertainment
- History and culture
- Sustainability



FY20 PRIORITIES

fahlgren  mortine

SPARKLOFT

- Partner Agencies
- National pitching efforts
- Developing high level priorities for social content
- Cohesive messaging
- Optimizing workflows
- Establishing a strong sense of place

FY20 PRIORITIES



Stakeholder Engagement

- ❖ **Evolution of Coast Champions**
- ❖ **Coastal Mississippi Staff Familiarization Trips**
- ❖ **Continuing partner dialogue**
- ❖ **Help us share the message and elevate the destination**



**COASTAL
MISSISSIPPI
PRIDE**



Zachary Holifield

**Director of Leisure Business
Development**

STRATEGIC PARTNERSHIPS

THREE CAMPAIGNS

- ✓ Investment: \$90,000
- ✓ 92,931 Room nights sold
- ✓ Gross Estimated Booking Revenue \$14.7 Million
- ✓ Leisure sales grew 8% YoY

Campaign	Investment	Room Nights	Est Gross Booking Revenue
State Co-op (Visit MS)	\$10,000	14,770	\$1.6 Million
Winter Campaign 2018-2019	\$50,000	45,761	\$8 Million
Fall Campaign 2019	\$30,000	32,400	\$5.1 Million
Total:	\$90,000	92,931	\$14.7 Million

Co-op: New Campaign Starting December 1st





MOTOR COACH BUSINESS

Grew **22%** in FY19 from FY18

Co-Op:

- Tradeshow booth sharing
- Catalog advertising
- Sales blitz mission



TRI-REGIONAL MOTOR COACH ASSOCIATION MARKETPLACE

July 2020

Co-op:

- Booth space availability
- Sponsorship opportunities





MISSISSIPPI GULF COAST

Gulf Coast

gulfcoast.org f visitmscoast

The Mississippi Gulf Coast's 62 miles of scenic coastline offer an incredible variety of attractions, excursions and activities, from outdoor adventures, such as kayaking, boating, fishing and hiking, to a wide variety of attractions, museums, festivals, world-class gaming and championship golf courses.

Each coastal community across the region has something different to offer; from scenic harbour towns and beautiful, walkable downtown areas shaded with live oaks, to world-renowned shows and casino headliner entertainment.

Enjoy eco-tours of the rivers, marshes and bayous, a sunset Schooner Sail or Riverboat Paddle on the Gulf of Mexico or even a Shrimping Trip excursion to dive deep into the region's fascinating maritime heritage.

Visit the Lynn Meadows Discovery Center, a nationally-rated children's museum, cheer on the Biloxi Shuckers baseball team at MGM Park, or even tour INFINITY Science Center, where you can explore the farthest reaches of outer space, uncharted depths of the oceans and more!

The culinary scene is brimming with an array of offerings, from quaint seafood spots serving the freshest Gulf seafood, to farm-to-table fine dining and fusion cuisine.

There is always something to celebrate on the Mississippi Gulf Coast, with festivals held throughout the year, showcasing the region's crafts, artisan-made items, local delicacies, seafood, talented musicians and much more.

The Mississippi Gulf Coast offers an array of lodging options to cater to any preference, from luxury casino resorts and international hotel brands, to boutique hotels and coastal bed-and-breakfast inns.

Like a Local

Get your coastal culture fix at the world-renowned Otr-O'Keefe Museum of Art in Biloxi designed by Frank Gehry or discover the idiosyncratic world of the illustrious Anderson family at the Waller Anderson Museum of Art and Showroom in Ocean Springs.

Otr-O'Keefe Museum of Art
38 Beach Boulevard
Biloxi, MS

Otr-O'Keefe Museum of Art



FREQUENT INDEPENDENT TRAVELER & INTERNATIONAL MARKETS

Co-op: Tour Operator Catalog Advertising

MENU OF CO-OP OPTIONS

- **Expedia Winter Campaign: December 1 – March 2020**
- **American Airlines Leisure Sales Blitz: Dallas, TX Spring 2020**
- **Motor Coach Industry:**
 - Booth share availability
 - Catalog advertising
 - Winter sales blitz
- **Motor Coach Association Marketplace July 2020**
 - Booth space availability
 - Event sponsorships
 - FAM Tours
- **FIT/International Opportunities**
 - Co-op Advertising in catalogs
 - FAM Tours





Janice Jefferson

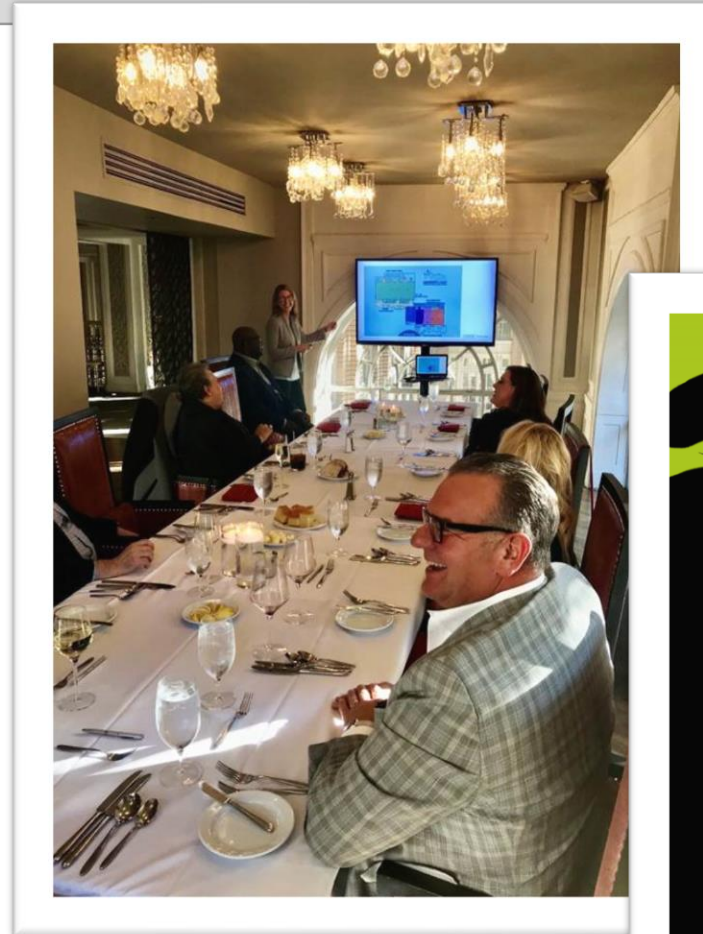
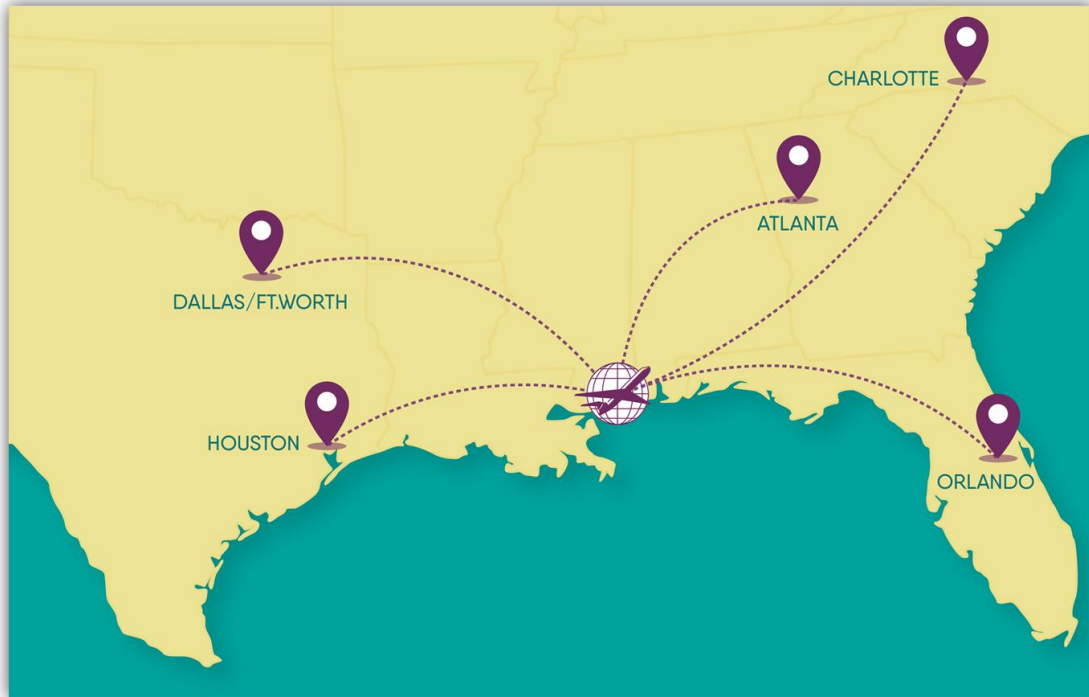
**Director of Sales Coastal
Mississippi**



FY20 INITIATIVES

REGIONAL APPROACH

- ❖ Sales missions
- ❖ Focus on need periods
- ❖ Tradeshows



coastal
MISSISSIPPI
The Secret Coast

Join
Coastal
Mississippi

**FOR A WICKED
GOOD TIME**

.....

WEDNESDAY, OCTOBER 23
5:00 PM DINNER AT LIVINGSTON
7:30 PM BROADWAY SHOW "WICKED"
AT THE FOX THEATER IN ATLANTA

FY20 INITIATIVES

ROBUST TRAVEL SCHEDULE

FY 20 Travel Schedule-Sales		
Show Name	Location	Dates
TEAMS	Anaheim, CA	November 11-14, 2019
eSports Travel Summit	Anaheim, CA	November 11-14, 2019
SportsETA 4S Summit (formerly NASC)	Providence, RI	October 8-10, 2019
Connect Sports Marketplace	Louisville, KY	August, 2019
Alabama Council of Association Executives	Point Clear	October 9-11, 2019
MS Society of Association Executives	Coastal Mississippi	November 17-19, 2019
PCMA	San Francisco, CA	January 5-8, 2020
Rendezvous South (Convention South)	Winston-Salem, NC	March 2-4, 2020
Destinations Showcase DC	Washington, DC	February 5, 2020
Helms Brisco Annual Business Conference	Las Vegas, NV	May 19-21, 2020
Connect Marketplace Associations	New Orleans, LA	August, 17-19, 2020
Connect Marketplace Corporate	New Orleans, LA	August 17-19, 2020
Louisiana Society of Association Executives	Shreveport Hilton, LA	September 20-22, 2020
Charlotte Sales Calls	Charlotte, NC	December 3 - 5, 2019
Birmingham Sales Calls	Birmingham, AL	November 13-14, 2019
Texas Sales Call with Partners (Dallas, Austin & Houston)	Houston, TX	December 9 - 11, 2019
Atlanta Sales Calls + Client Event	Atlanta, GA	October 22-24, 2019
Louisiana Sales Calls (2)	Baton Rouge, LA	TBD
Jackson Sales Calls (Multiple including client appreciation event)	Jackson, MS	TBD
South Carolina Sales Calls	Myrtle Beach, SC	TBD
Florida Sales Calls	Orlando, FL	TBD
Alabama Sales Calls (B'ham, Montgomery) Sports	Foley, AL & Hoover, AL	TBD
Colorado Sales Calls	Colorado Springs, CO	TBD
North Carolina Sales Calls	Charlotte, NC	TBD
Indiana Sales Calls	Indianapolis, IN	TBD

FY20 INITIATIVES

STRATEGIC PARTNERSHIPS



VERTICAL MARKETS

- Financial Services/Banking
- Manufacturing
- Energy (oil & gas)
- Government (specially IT)



FY20 INITIATIVES

FAMs

- Two Trips Planned for April and August



FY20 INITIATIVES

SPORTS

- ❖ Tradeshows
- ❖ Sales Calls
- ❖ TEAMS and Connect



FY20 INITIATIVES

MARKETING EFFORTS

- ❖ Destination Ad placements
- ❖ Support via Social
- ❖ CVENT

cvent



Coastal Mississippi is the Best Kept Secret for Meetings



The Secret's Out About Coastal Mississippi Meetings

Coastal Mississippi
3,643 followers
4d

Coastal Mississippi can't wait to host OCEANS 2020!

Our own Renata Flot-Patterson is representing and promoting the destination at this year's event in Seattle, seen here with the Maritime Technology Society (MTS/OES).

A group of five people, three men and two women, are standing together in front of a trade show booth. They are all wearing lanyards. The booth has a sign that says "Coastal MISSISSIPPI" and another that says "OCEANS * 2021". There are various displays and banners in the background.

25

Like Comment



coastal
MISSISSIPPI | *The Secret Coast*



Milton Segarra, CDME

CEO



The Future of Tourism
in Coastal Mississippi

Coastal Mississippi:
A Brighter Future Together

INDUSTRY PROJECTS IN DEVELOPMENT

➤ over **\$668,700,000** in investments



GOMESA



GULF COAST
RESTORATION ACT
FUNDS



NEW INVESTMENTS



Coast Transit Authority



COUNTIES/CITIES
INFRASTRUCTURE
INVESTMENTS

TRANSFORMATION



INNOVATION



COLLABORATION

INNOVATION AND STRATEGIC GROWTH BUSINESS PLAN

BRAND PROMISE (Marketing Plan)

- Brand Value Proposition
- Strategic Plan and Initiatives (S&M)
- Public Relations and Media Management
- Partnerships (strategic, local community, regional)
- Performance Metrics

PUBLIC POLICY INTEGRATION

- Gulf Coast Restore Act (BP Funds)
- Coastal Mississippi New Funding Source Options
- Promotion of Current Investment Incentives or New Codes
- Infrastructure Development (transportation, Wi-Fi, facilities)
- Beautification and Conservation Programs (*US 90, beaches, natural resources, landscaping, cleanliness*)

EXPERIENCE DEVELOPMENT

- Product Development
- B&B, Small Inns, Limited Service Hotels
- Events
- Tours and Attractions
- Workforce Development
- Community Outreach & Integration
- Service and Hospitality Culture

GAMING EDGE

- Integration
- Partnership
- Sports betting- New Opportunities
- Message Amplification
- Performance Metrics

DEVELOPMENT MASTER PLAN

- Intellectual Support for Region's Economic Development Efforts
- Brain Trust for Regional Talent (*stakeholders, partners, communities*)
- Coastal Mississippi Tourism Investment Summit
- List of Potential Investments and Projects (*turn-key approach*)

COLLABORATION

Collaboration will play a vital role in our success as a destination.



GAMING PARTNERS



BILOXI



COMMUNITY PARTNERS



City of Pass Christian
On the Mississippi Gulf Coast



COMMUNITY PARTNERS



Mississippi Gulf Coast
Chamber of Commerce, Inc.



U.S. Chamber of Commerce Accredited ★★★★★



COASTAL MISSISSIPPI CONTRIBUTORS





OUR COMMITMENT TO YOU

❖ Destination Stewardship

Balancing economic development, sustainable tourism and quality of life and place

❖ Community Alignment

Building public support around a shared vision for the destination

❖ Digital Conversion

Connecting with visitors on mobile devices to drive real-time sales in-destination to achieve total engagement



CHRIS FAIR

**PRESIDENT AND FUTURIST
RESONANCE CONSULTANCY**