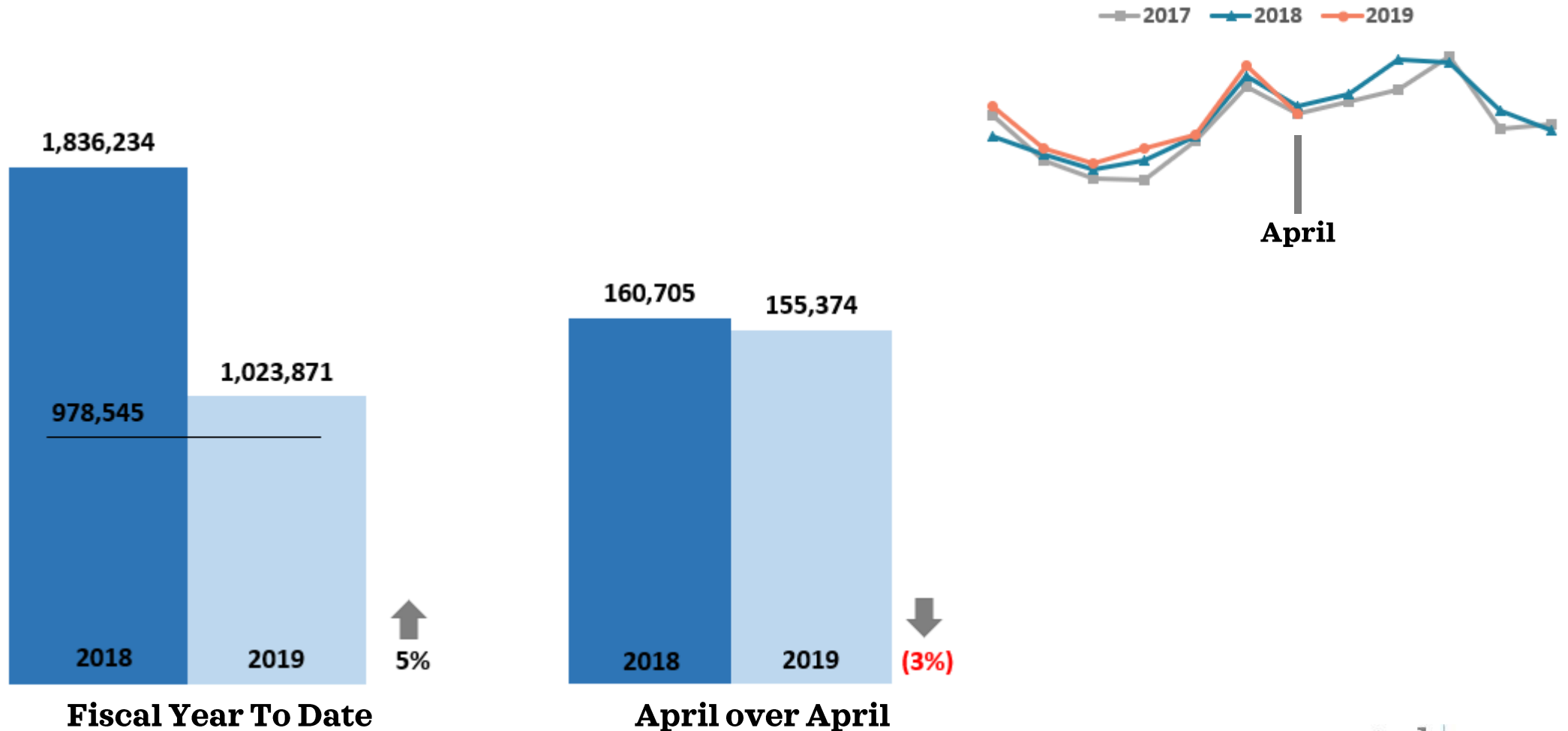




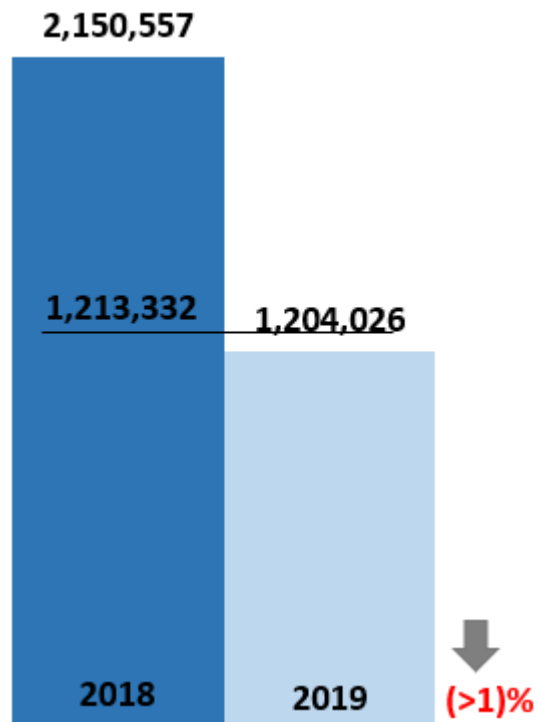
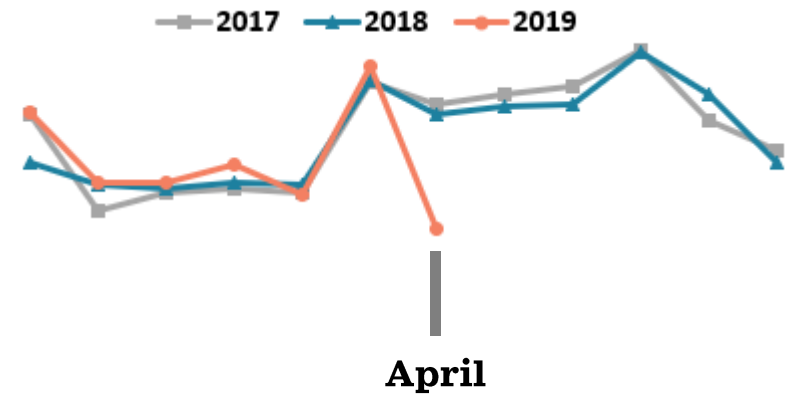
- Key Performance indicators
- April 2019

Non-Casino Rooms Sold

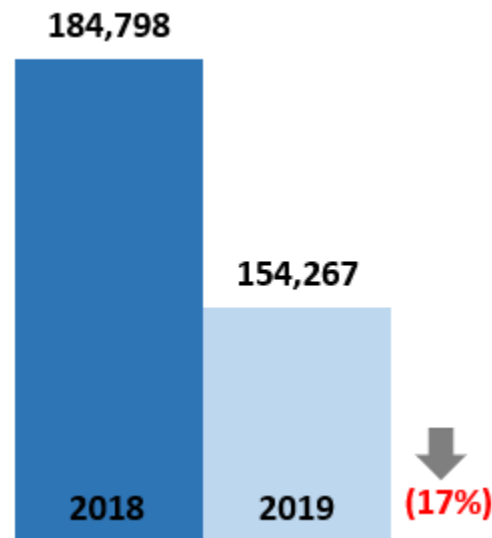


Source: STR

Casino Rooms Sold

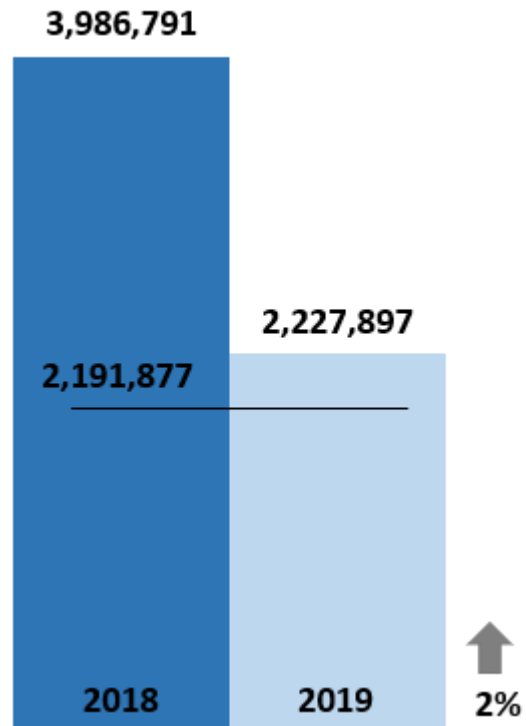


Fiscal Year To Date

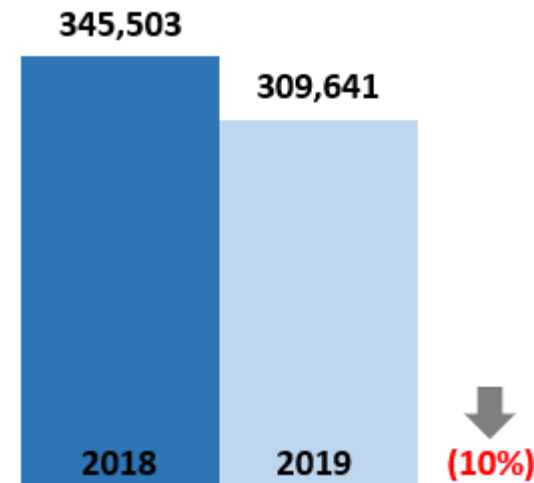
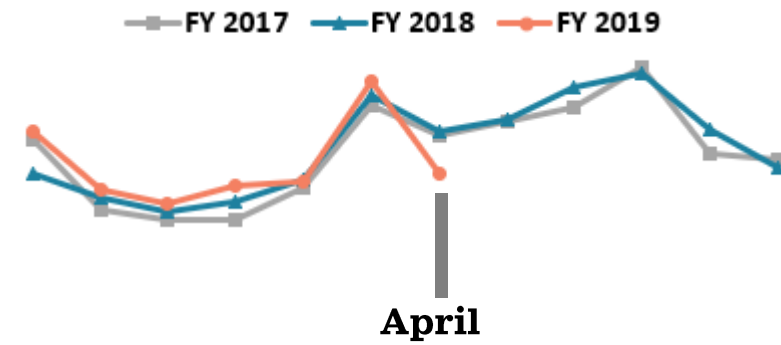


April over April

All Rooms Sold

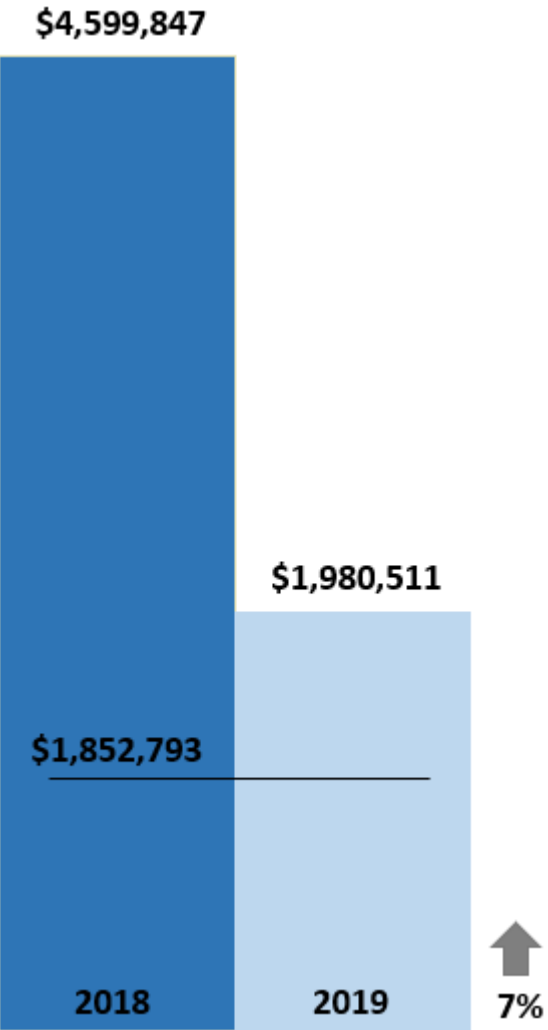


Fiscal Year To Date

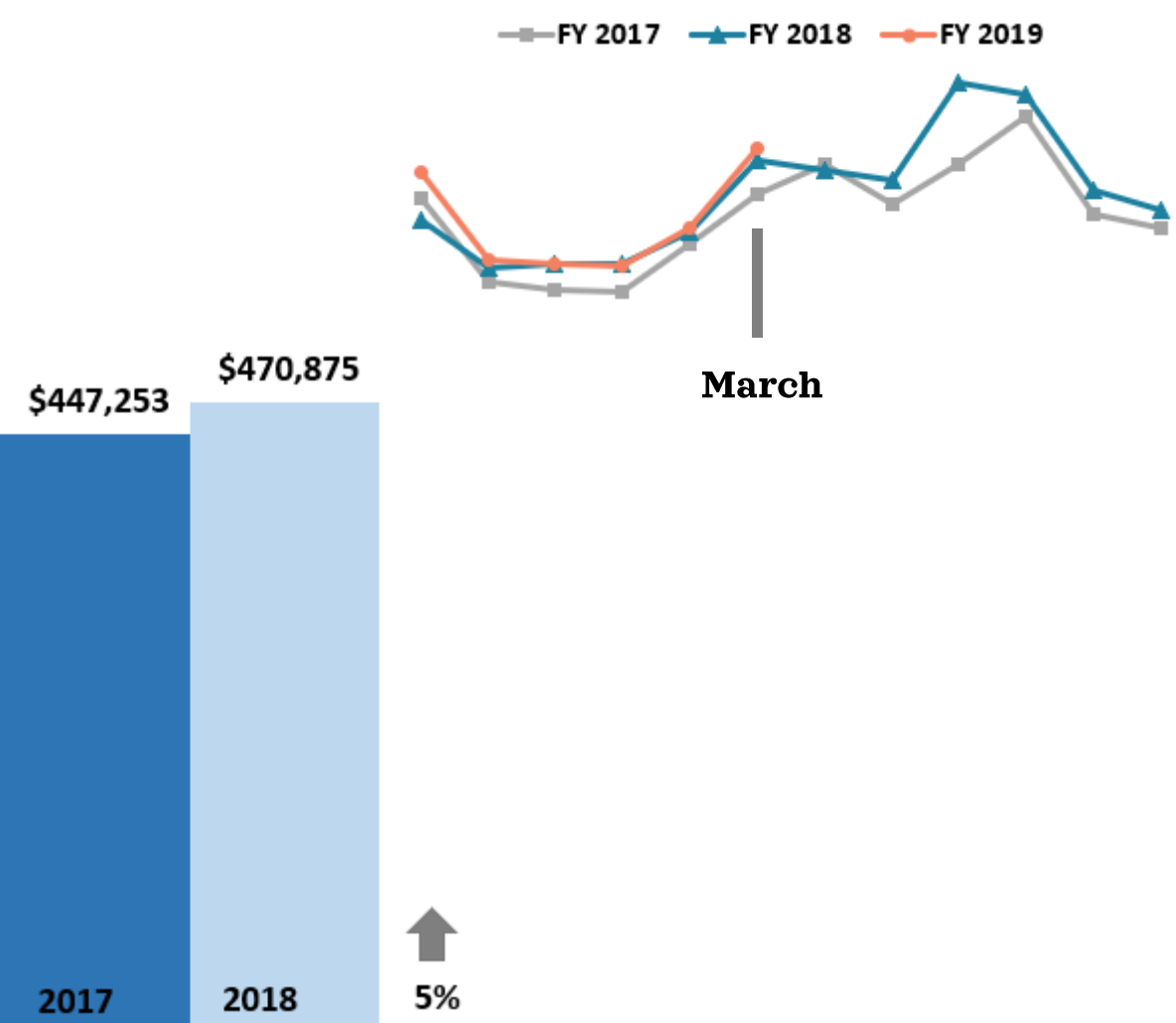


April over April

Occupancy Tax Receipts



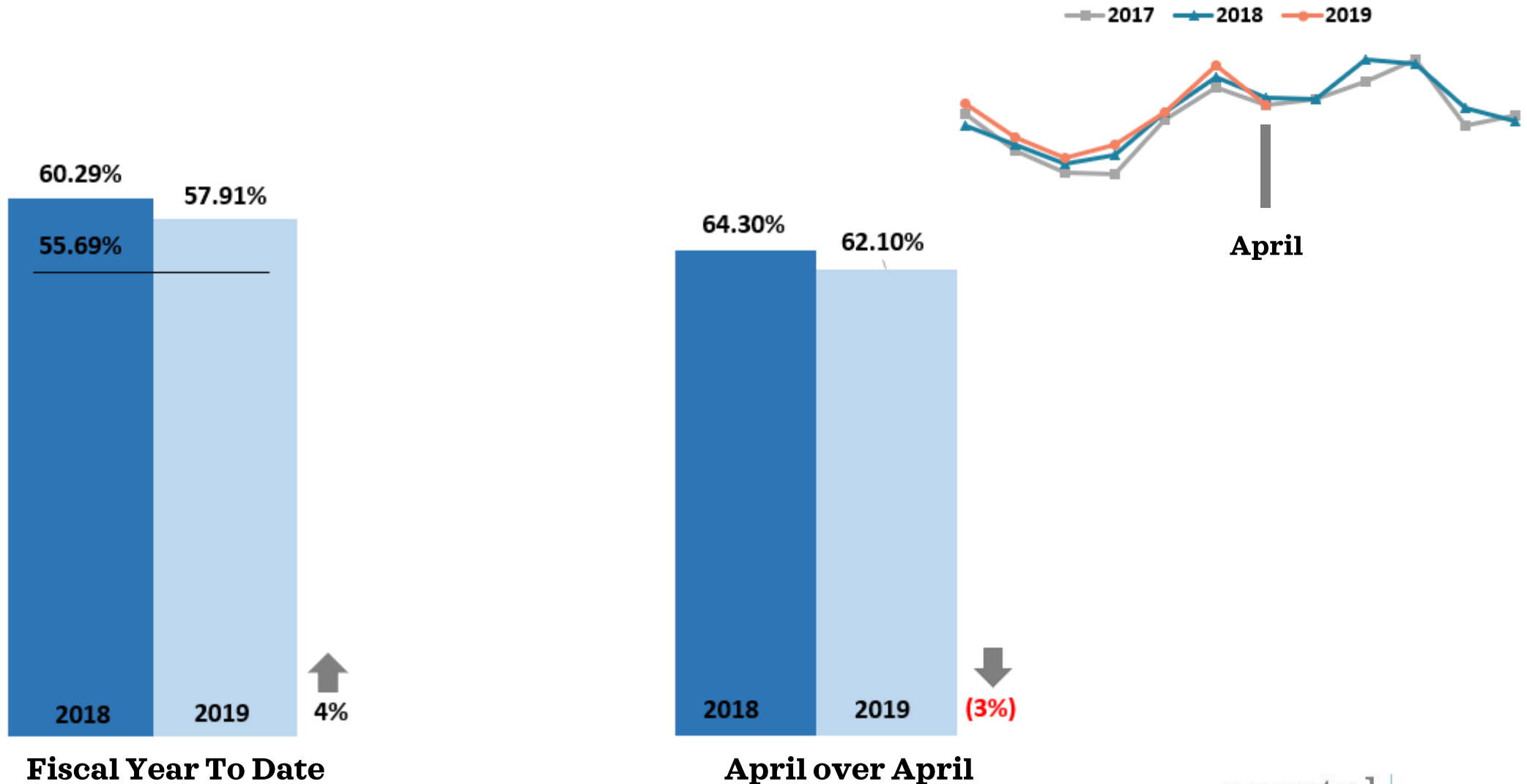
Fiscal Year To Date



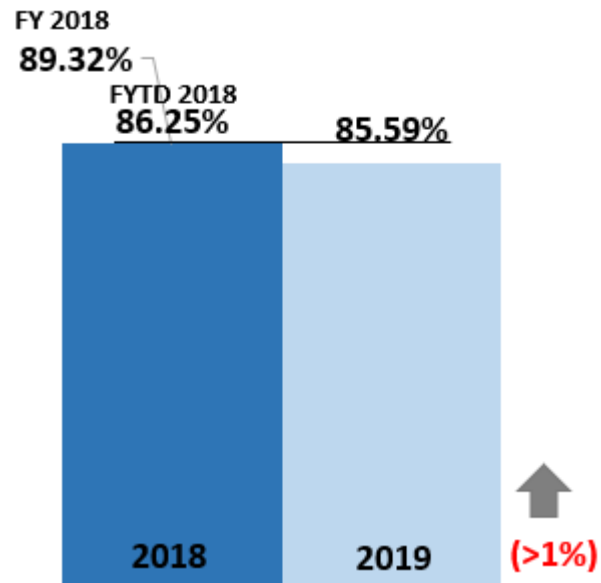
March over March

Source: MS Department of Revenue

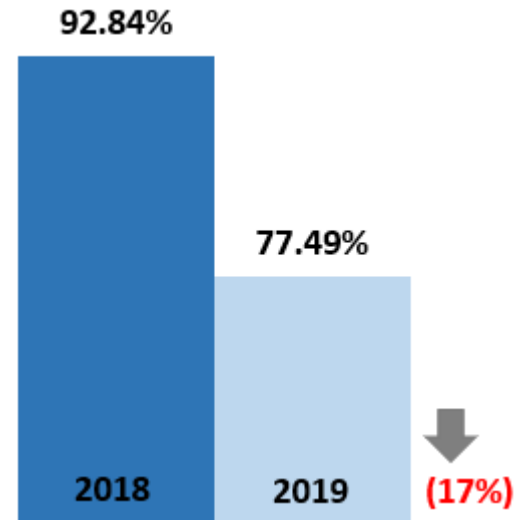
Non-Casino Occupancy



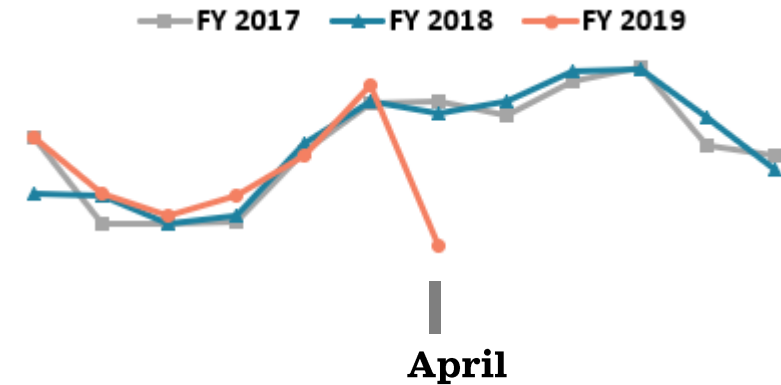
Casino Occupancy



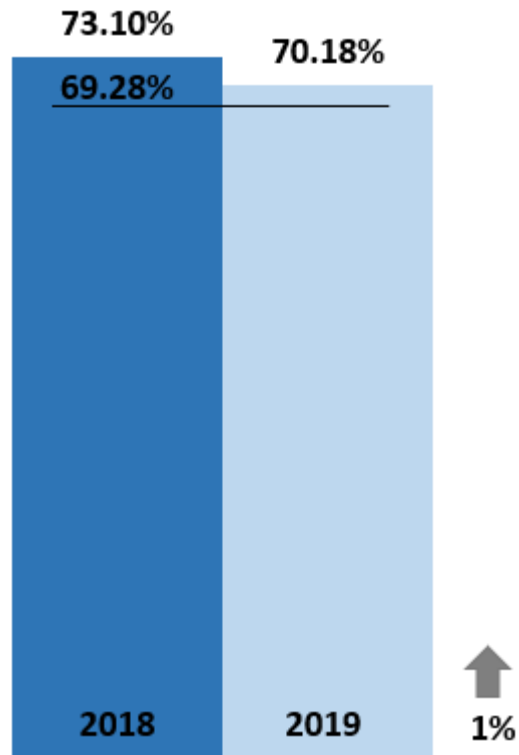
Fiscal Year To Date



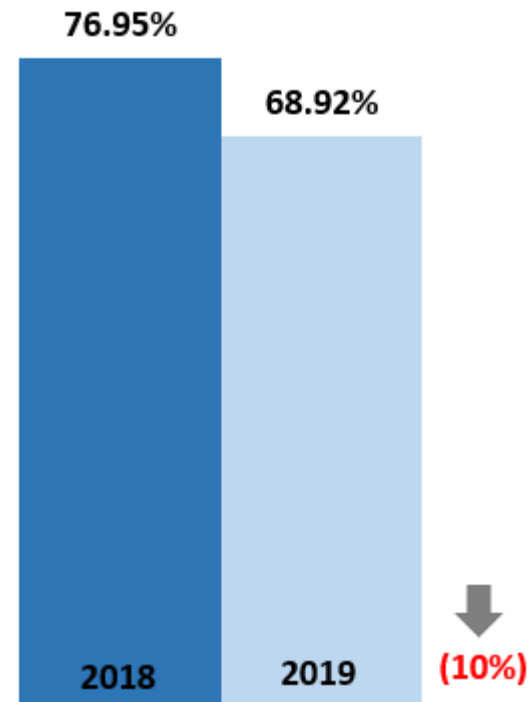
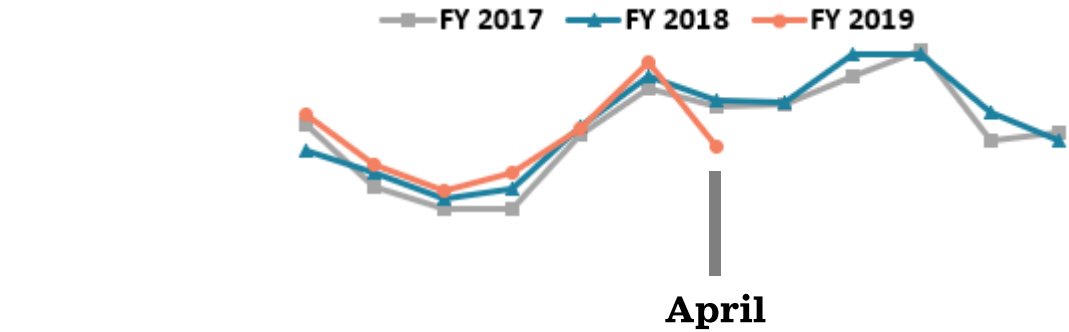
April over April



All Occupancy

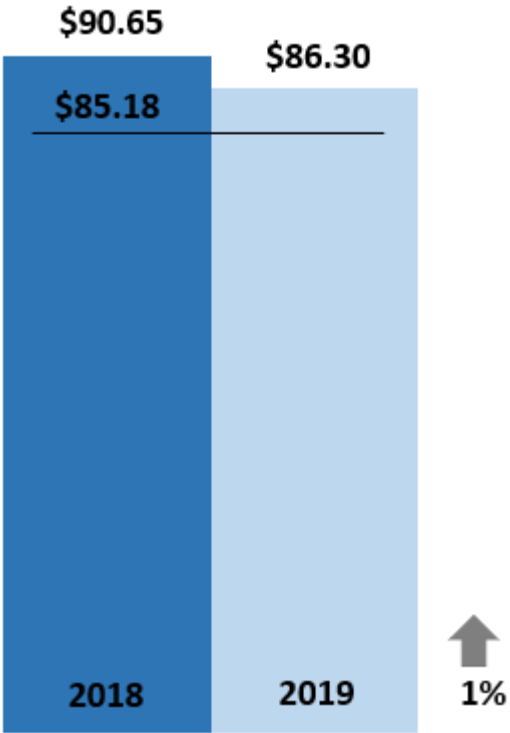
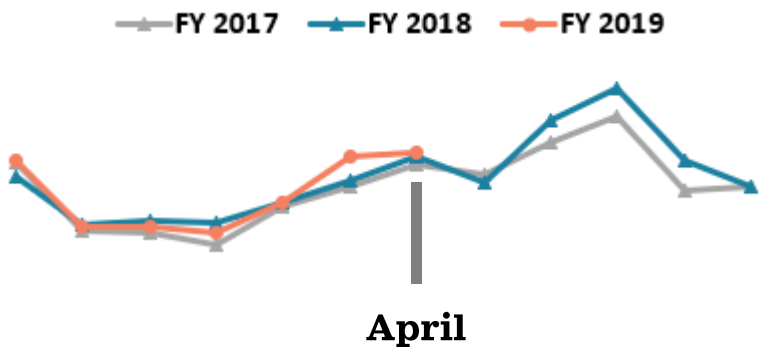


Fiscal Year To Date



April over April

Non-Casino ADR



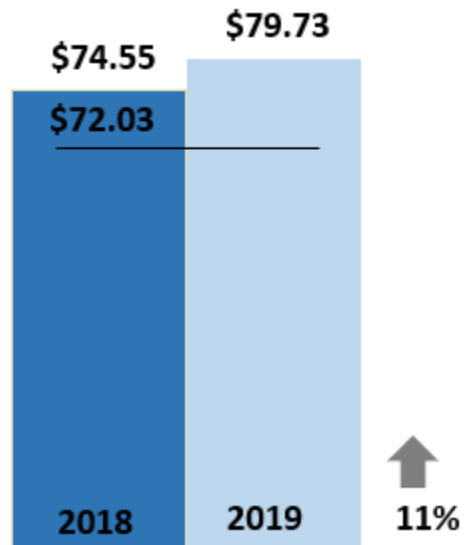
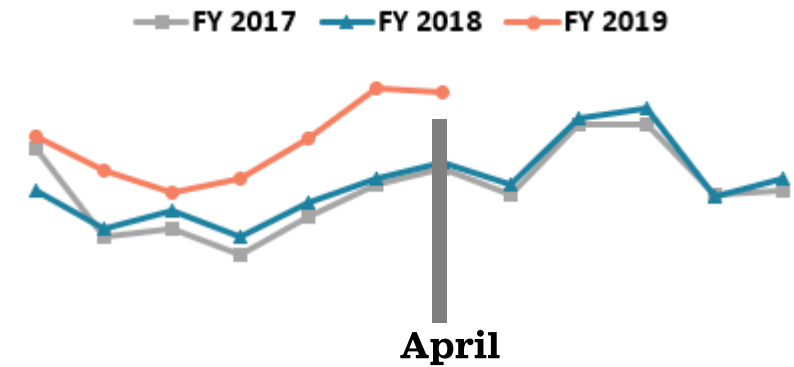
Fiscal Year To Date



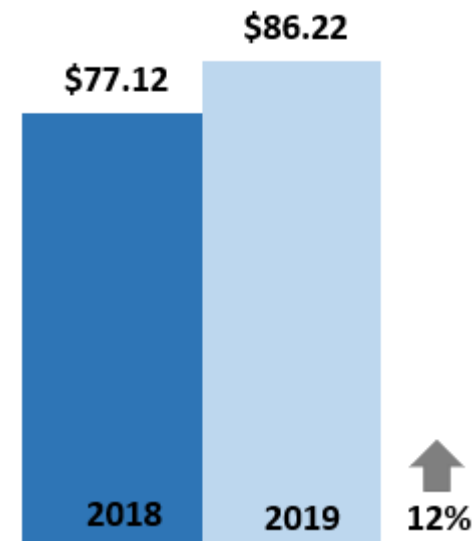
April over April

Source: STR

Casino ADR

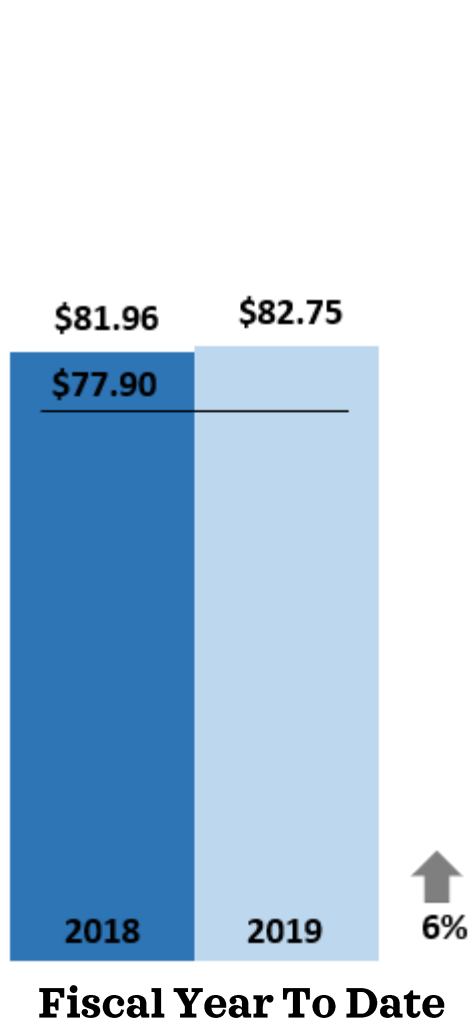


Fiscal Year To Date



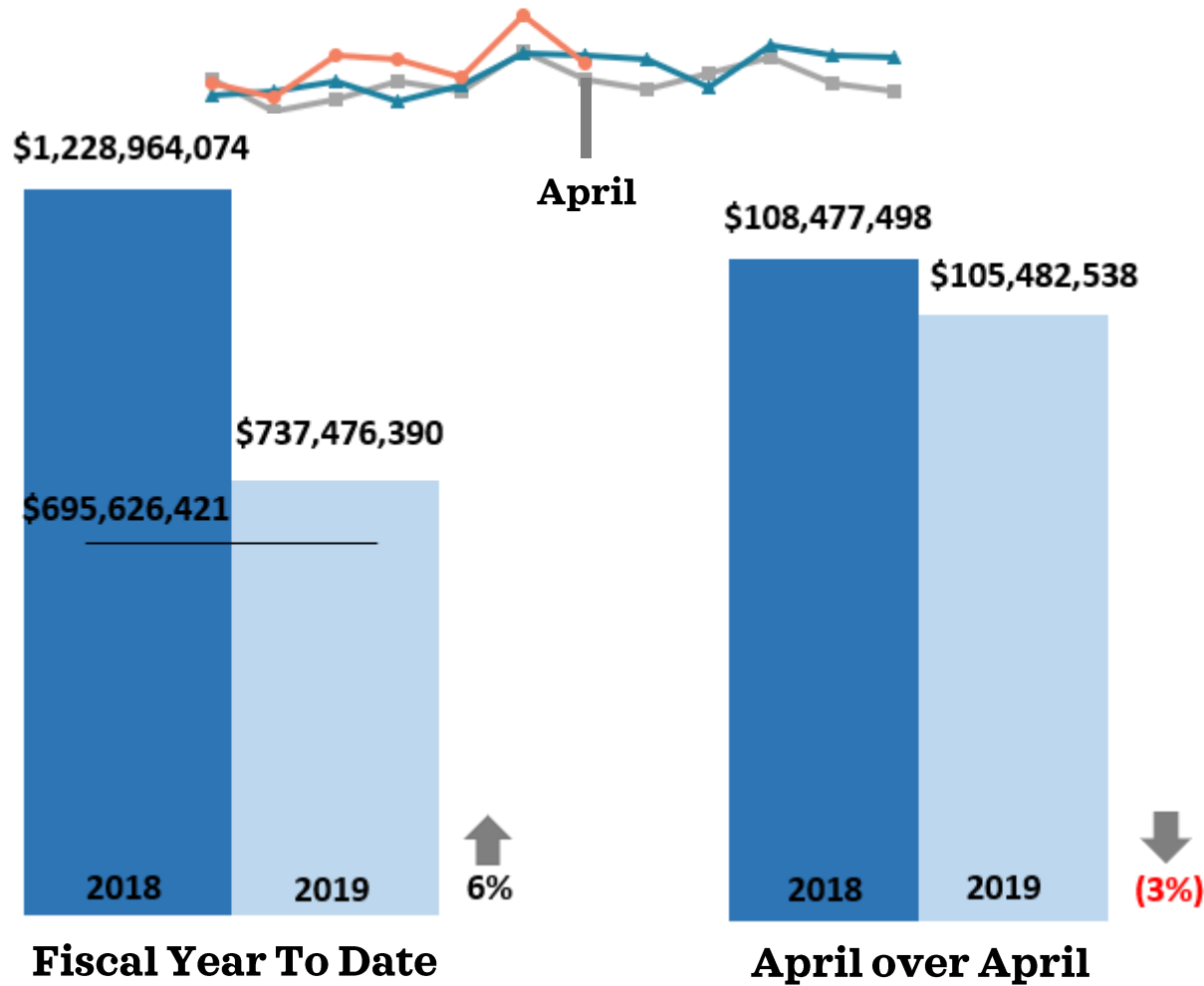
April over April

All ADR



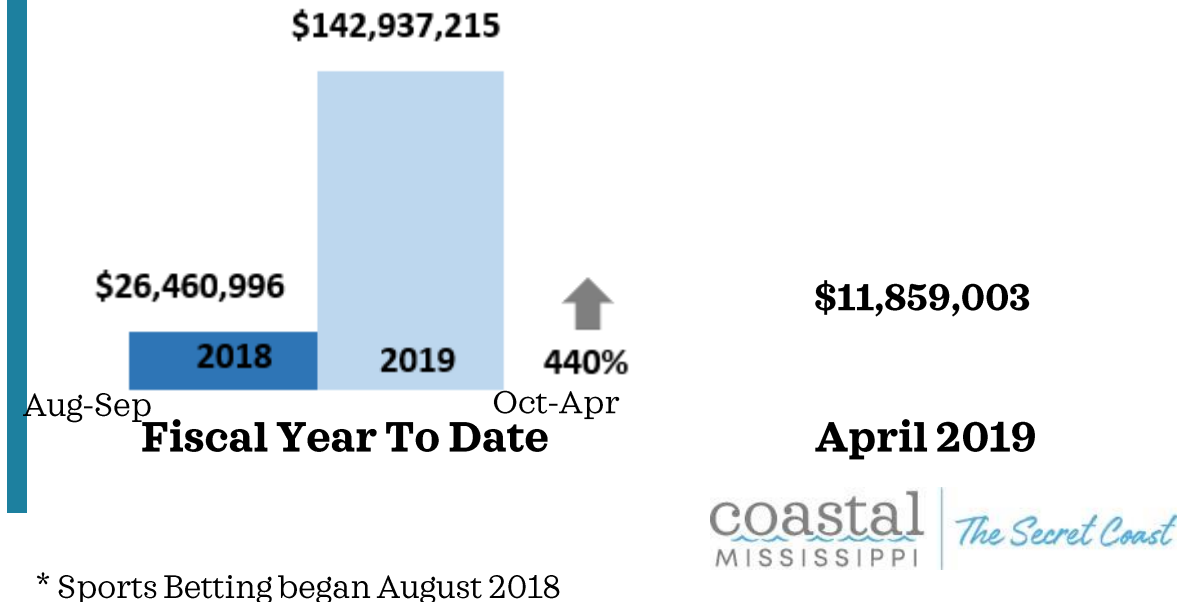
Gaming Revenue

— FY 2017 — FY 2018 — FY 2019



Source: MS Gaming Commission

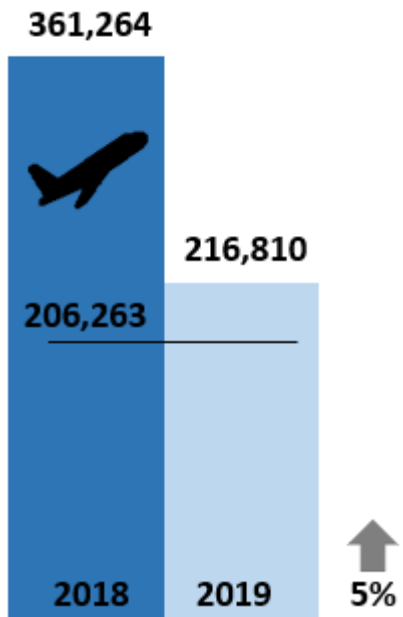
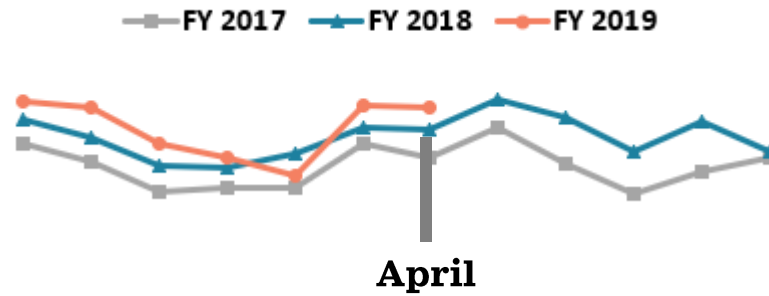
Sports Betting Revenue



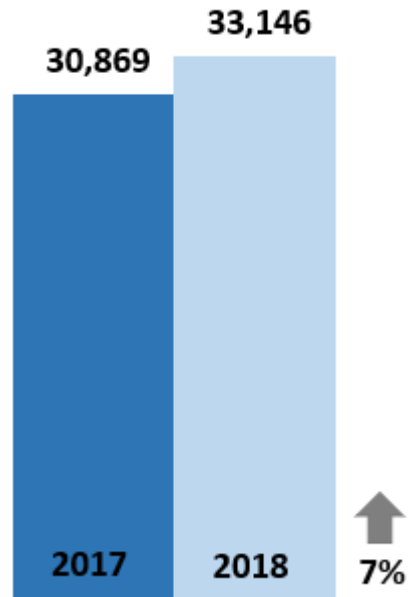
* Sports Betting began August 2018

Airport

Enplanements

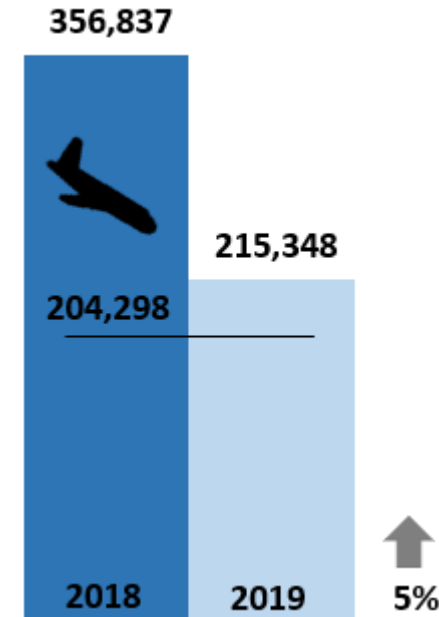
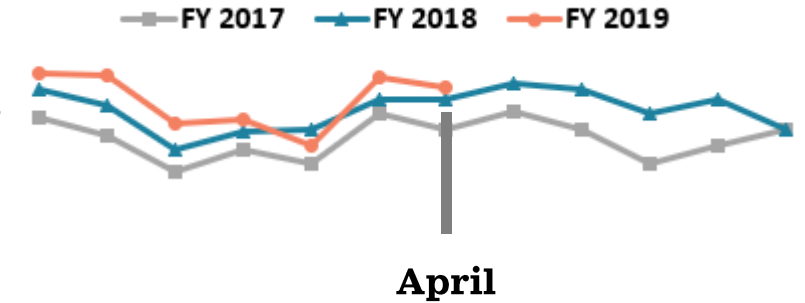


Fiscal Year To Date

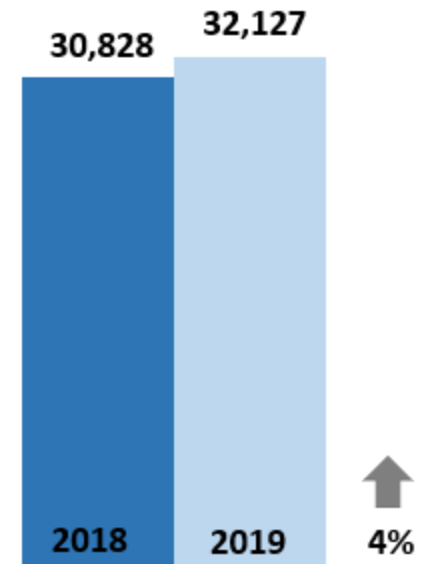


April over April

Deplanements

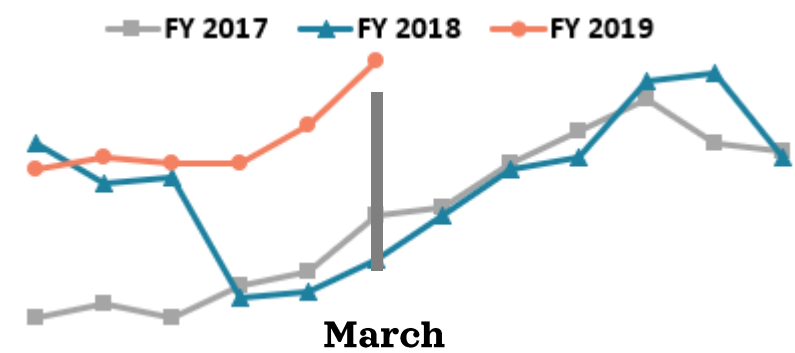
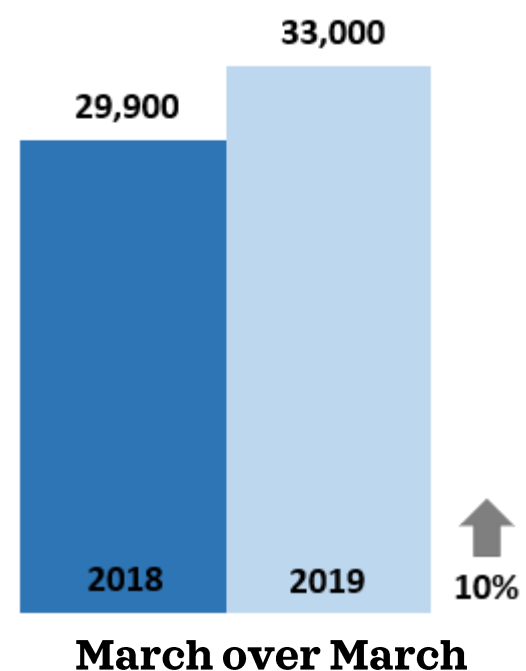
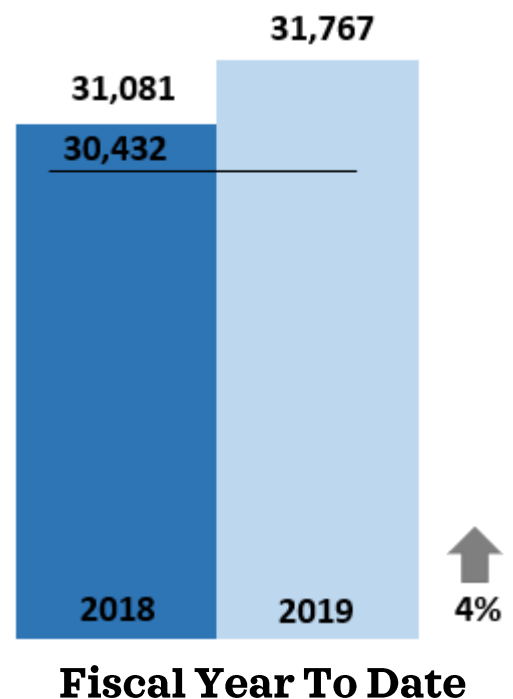


Fiscal Year To Date



April over April

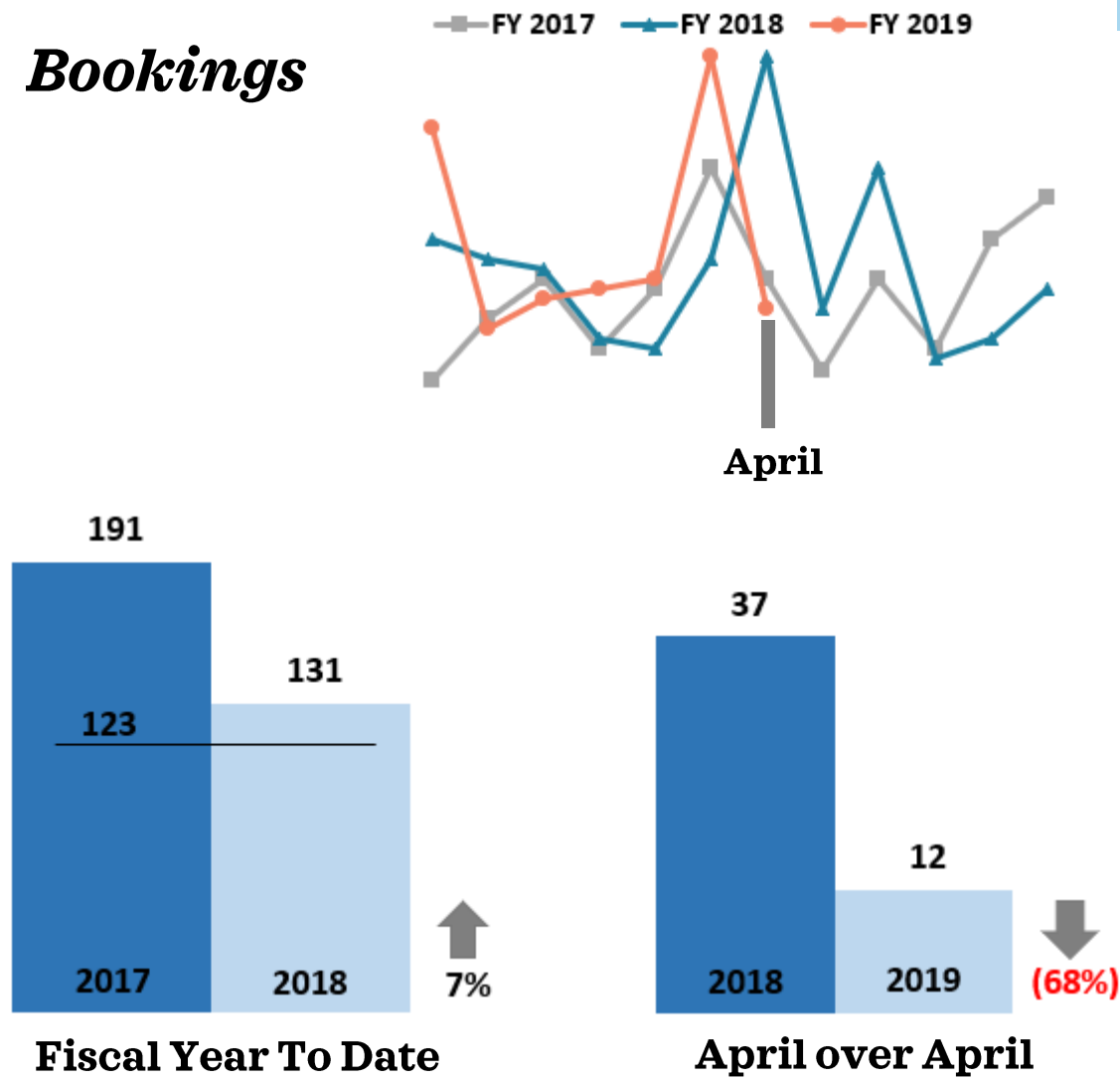
Leisure & Hospitality Jobs



Yearly numbers reflect an average of all months in the FY.

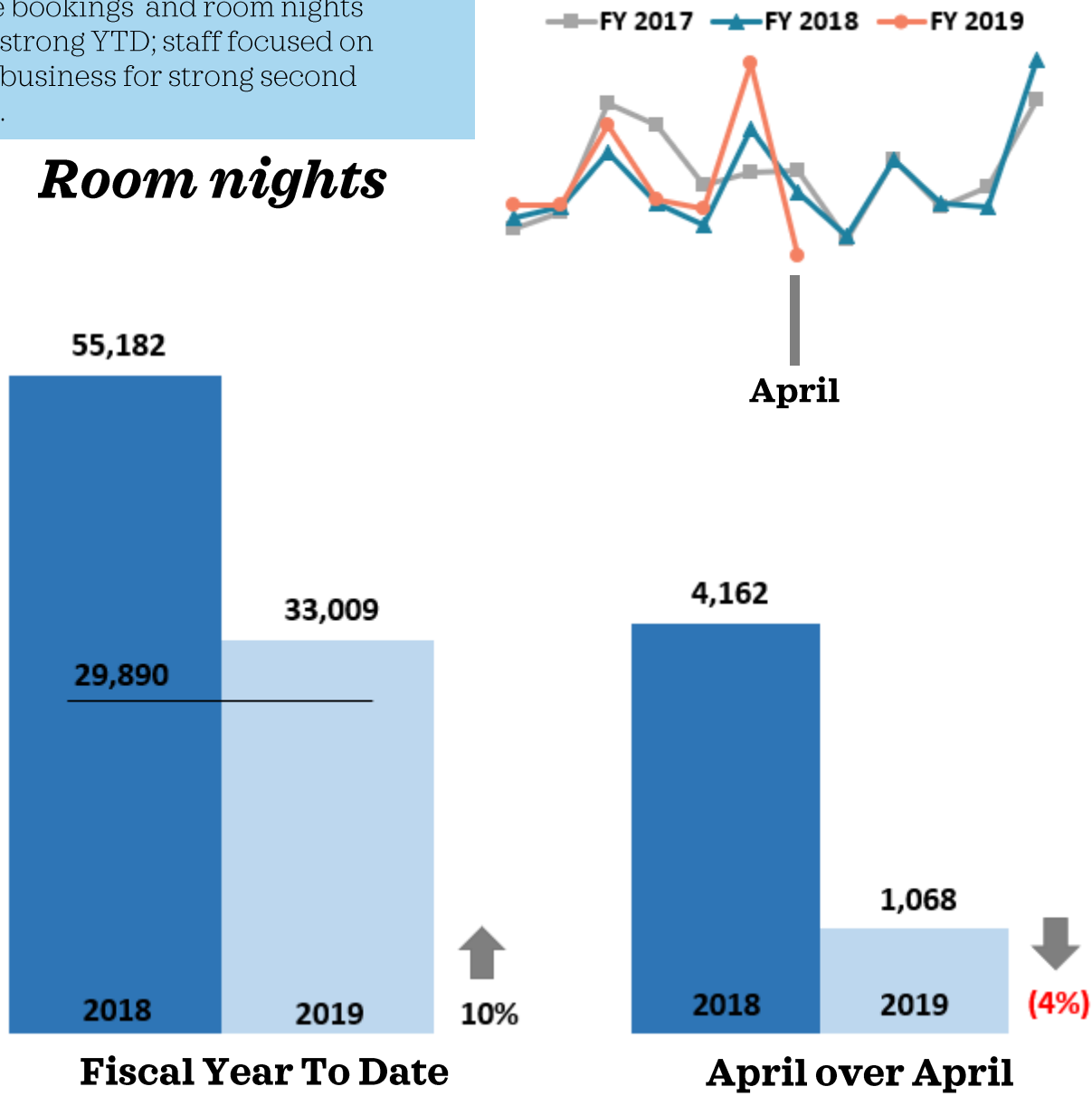
Definite Bookings

Bookings



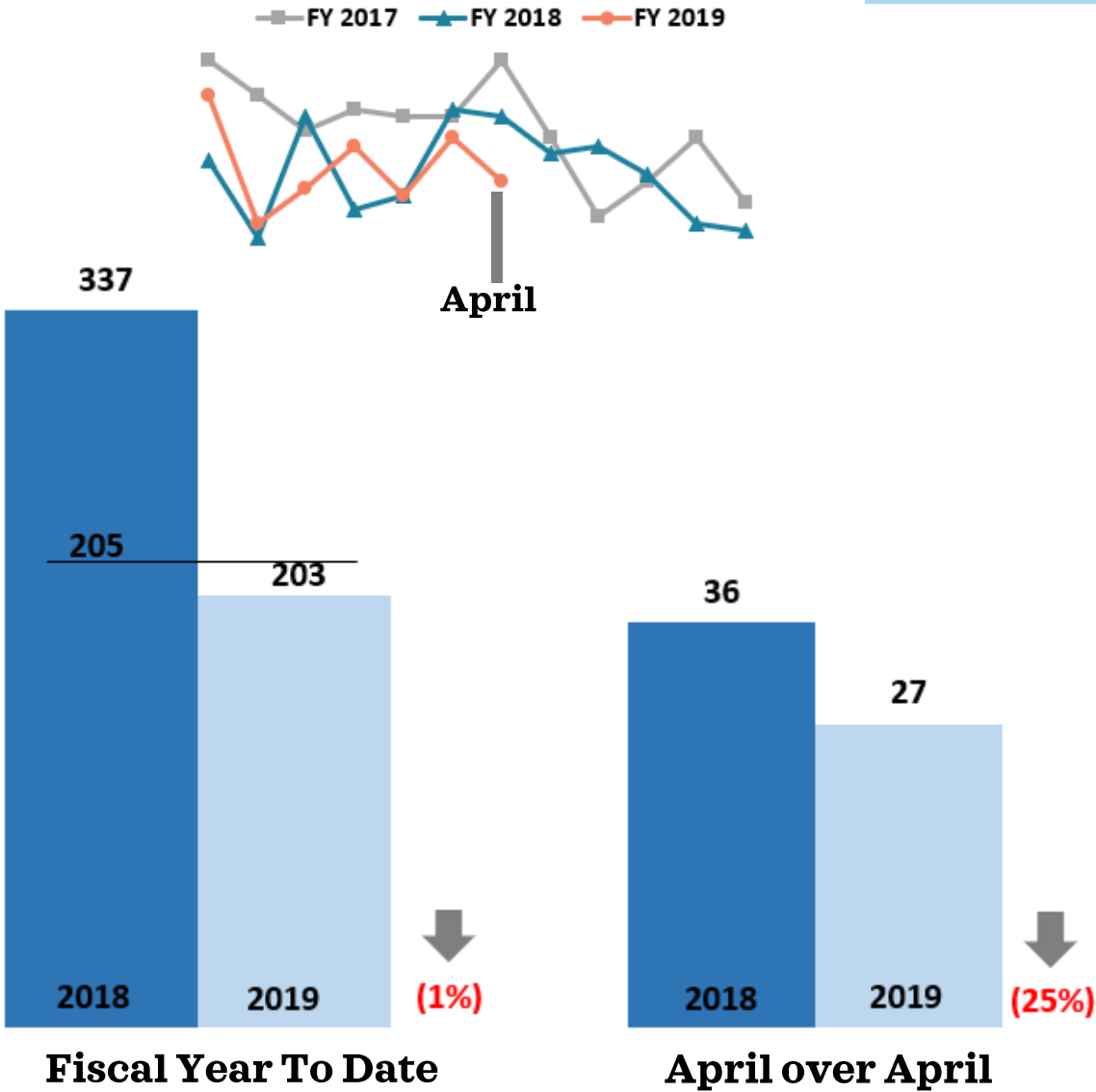
Definite bookings and room nights remain strong YTD; staff focused on closing business for strong second quarter.

Room nights

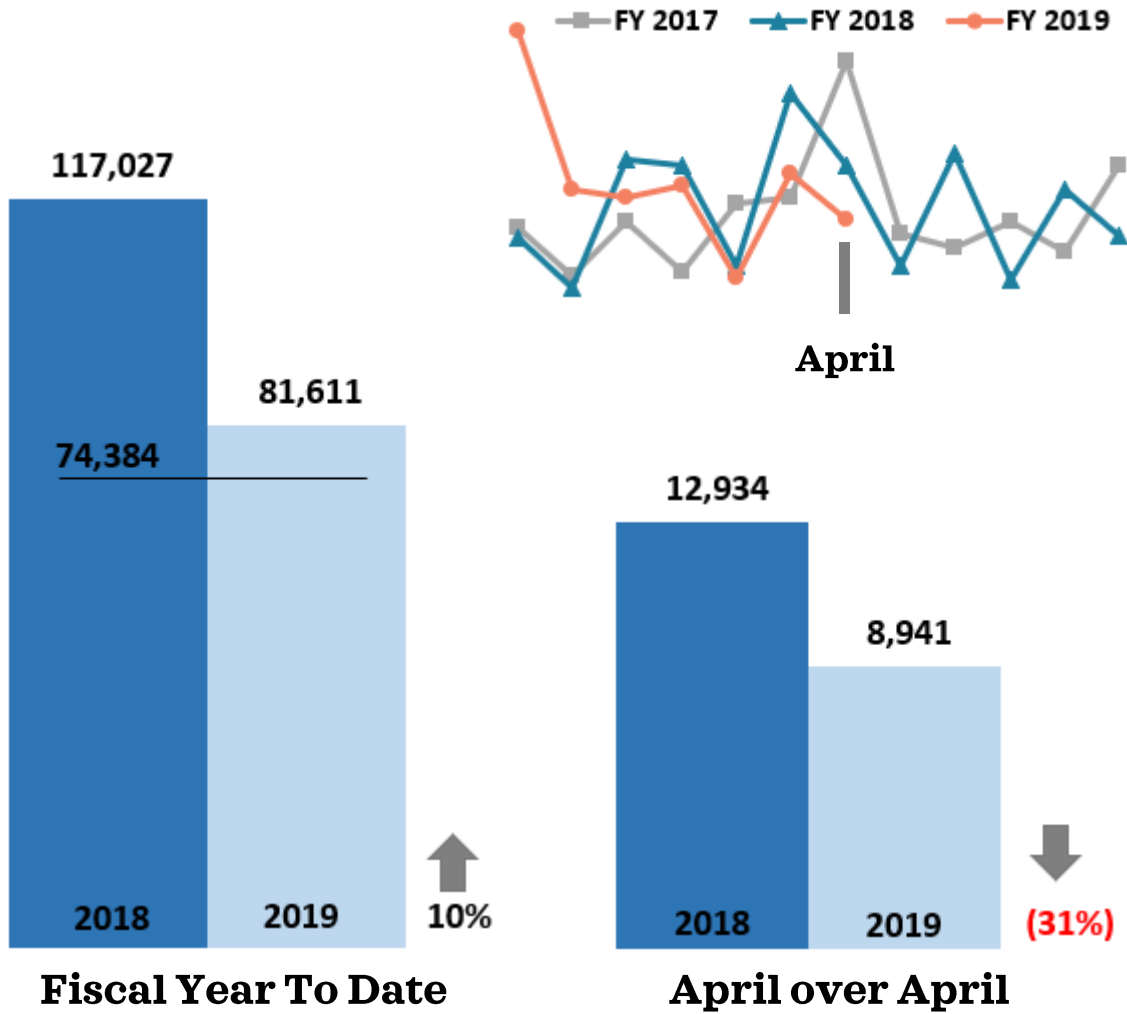


Leads Issued

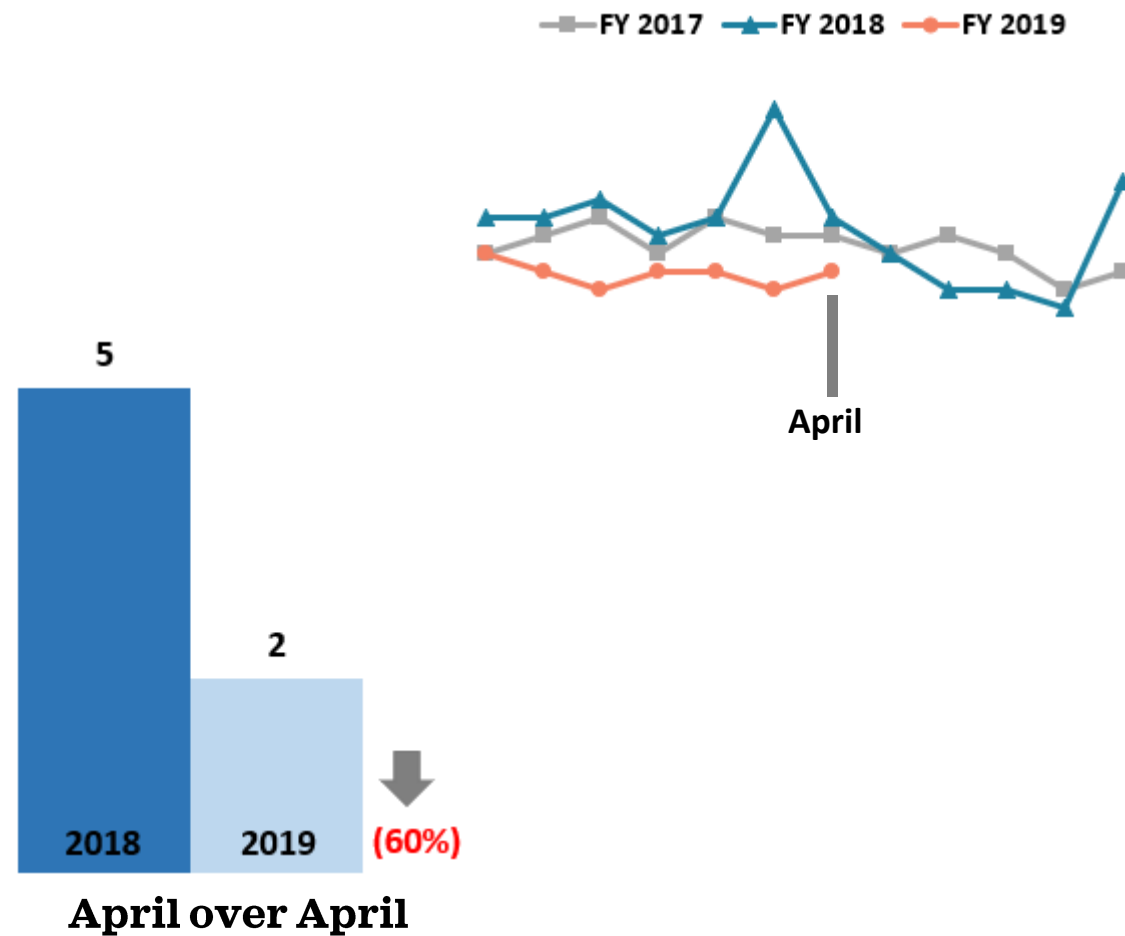
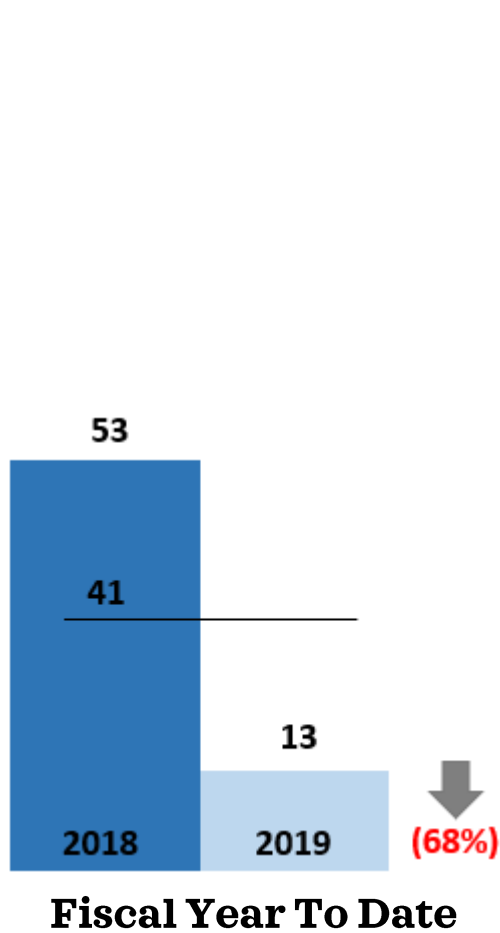
Leads for the month are down due to heavy staff travel, May should reflex the success of the shows.



Potential Room Nights



Convention Center Leads

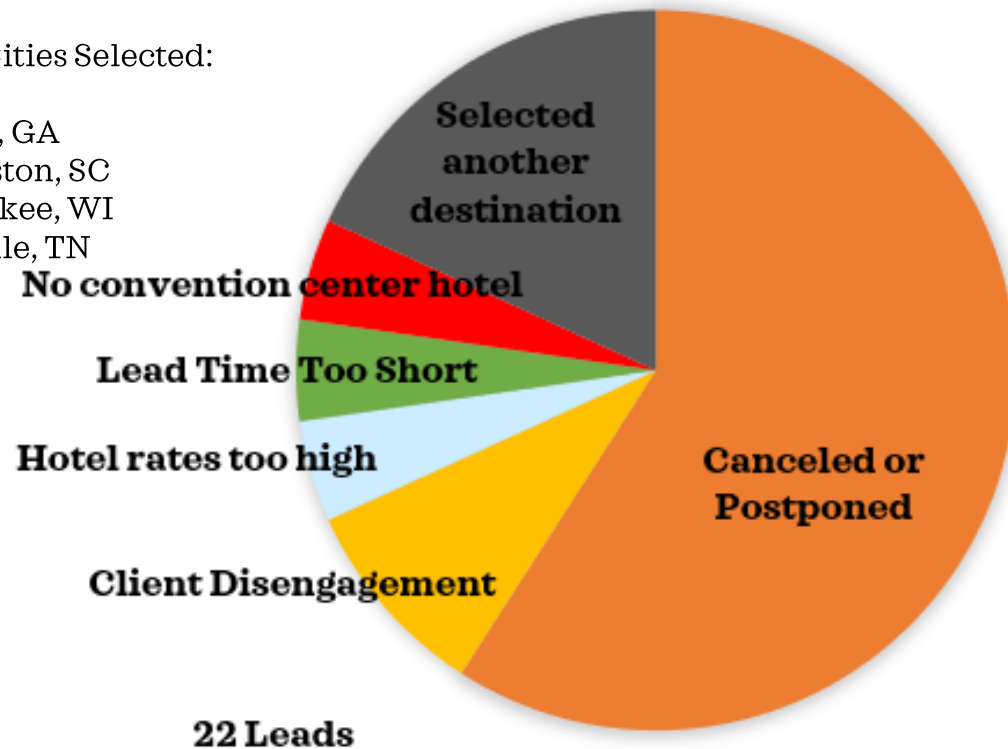


Lost Business

April 2018

Other Cities Selected:

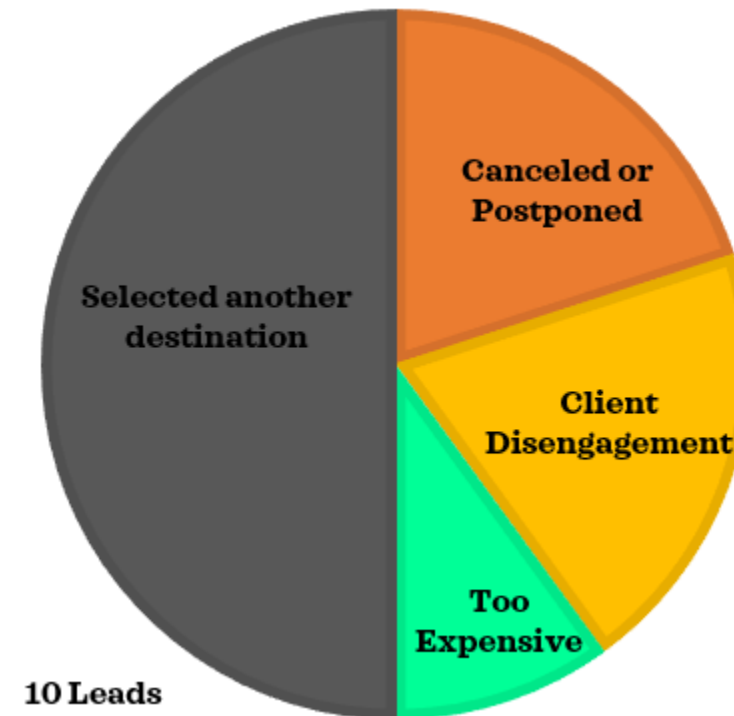
Atlanta, GA
Charleston, SC
Milwaukee, WI
Nashville, TN



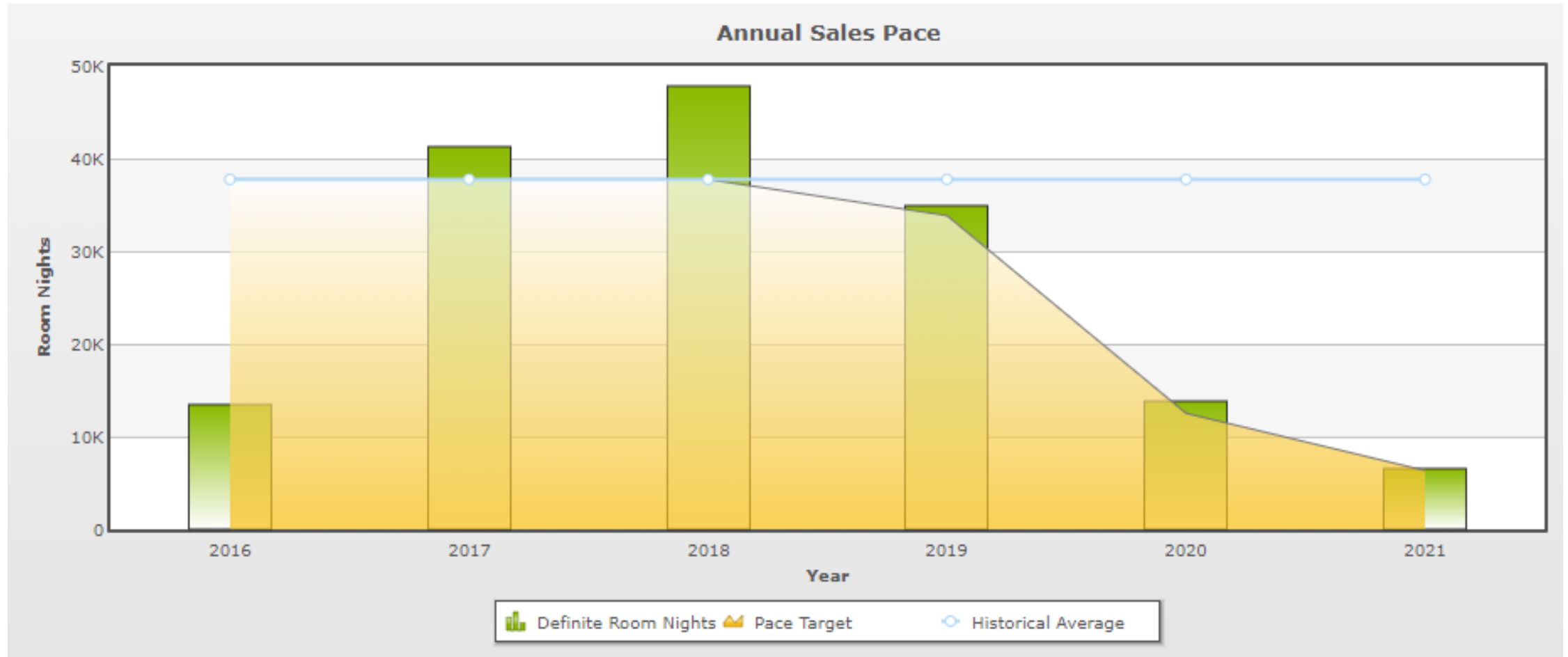
April 2019

Other Cities Selected:

Branson, MO
Jackson, MS (2)
San Antonio, TX
Unnamed location



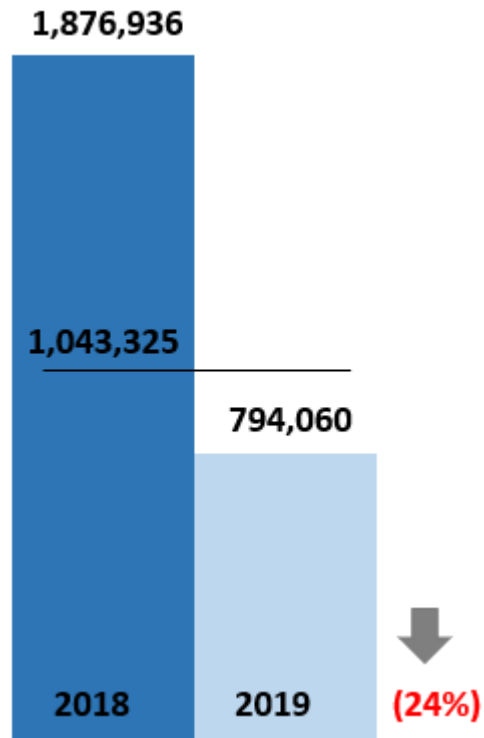
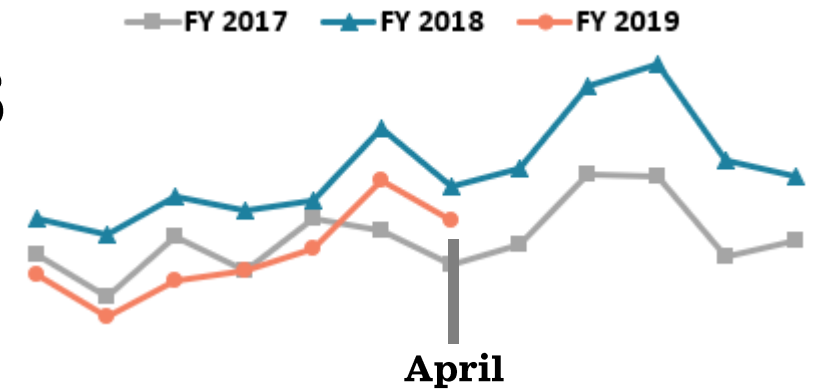
Pace Report



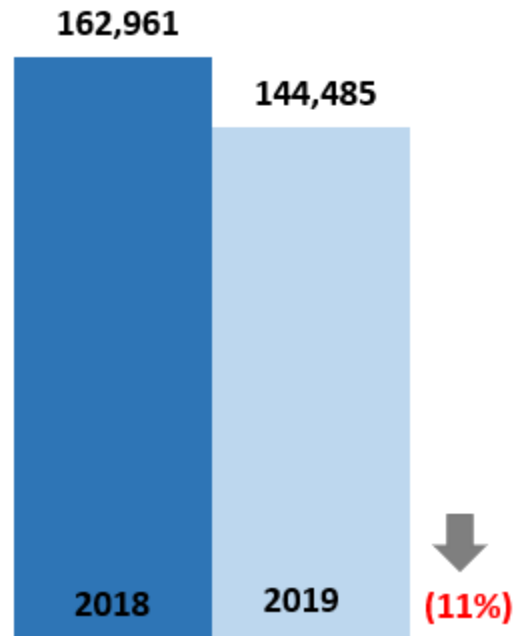
Pace Report - Pipeline



Google Analytics - Users



Fiscal Year To Date

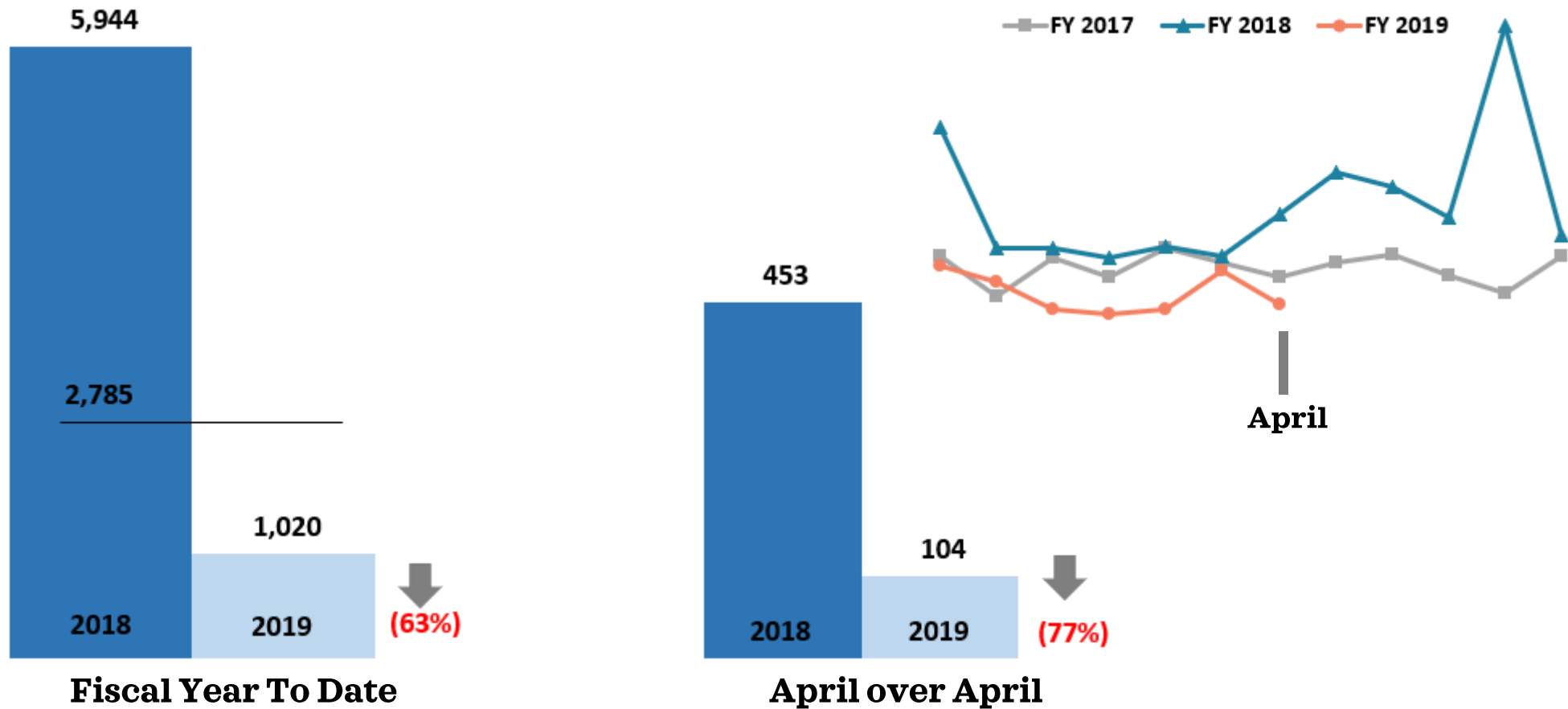


April over April

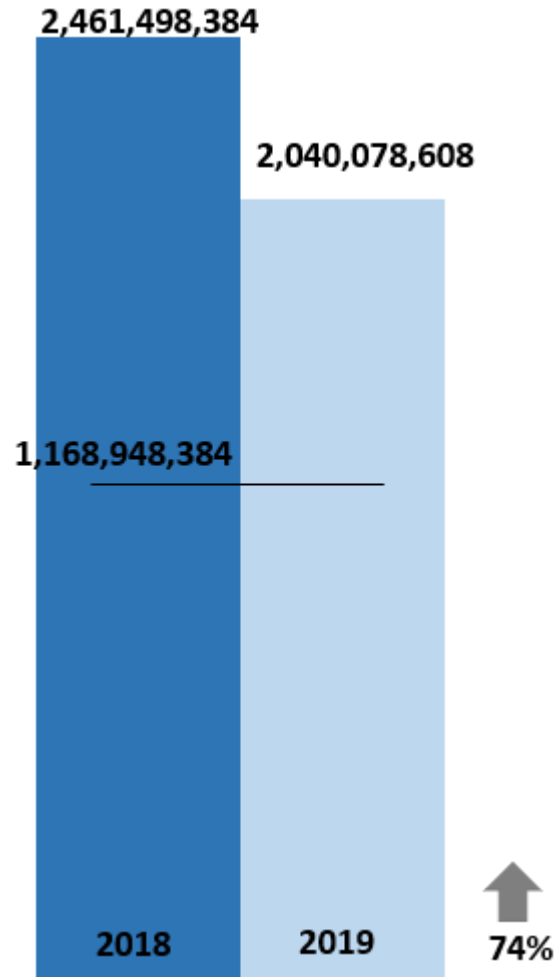
Traffic Overview -

- Overall traffic is down slightly
- Bounce Rate has dropped dramatically - to 44% from 66% - so quality of site visits has improved
- Time-on-site is up year-over-year as well, to 103 seconds versus 89 seconds in April 2018

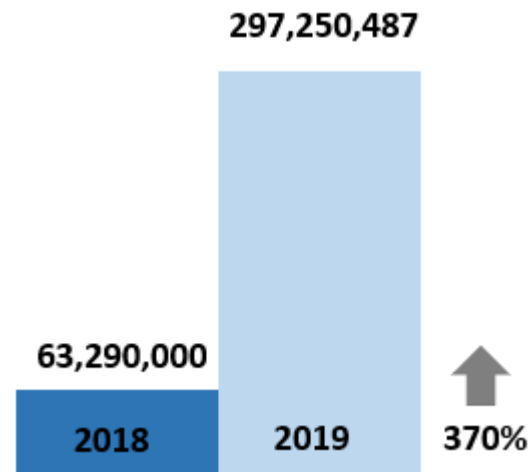
Number of Articles



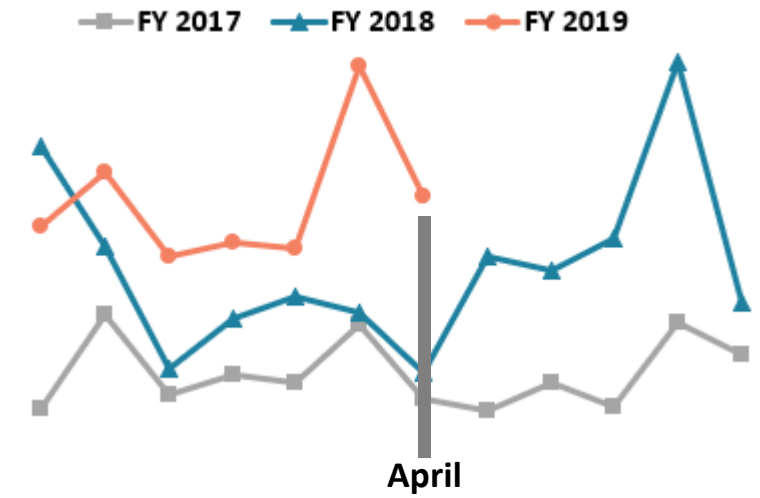
Impressions



Fiscal Year To Date

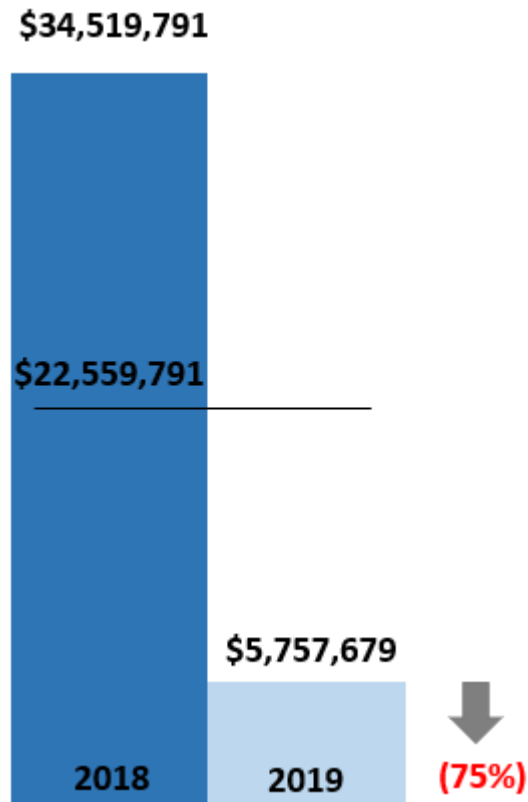


April over April

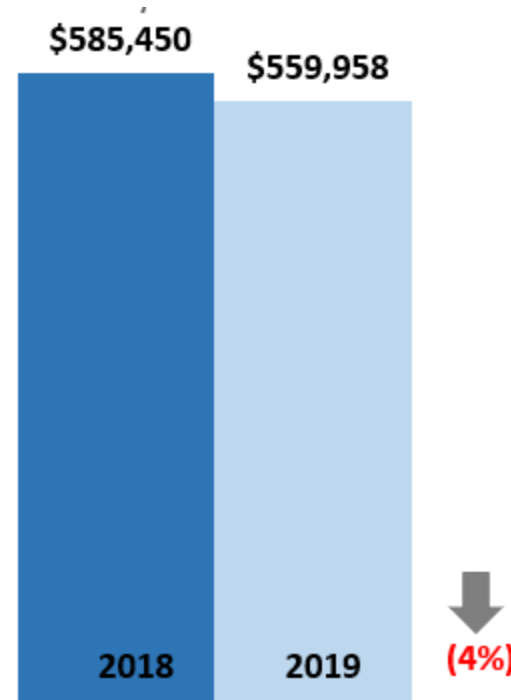


Advertising Value Equivalency

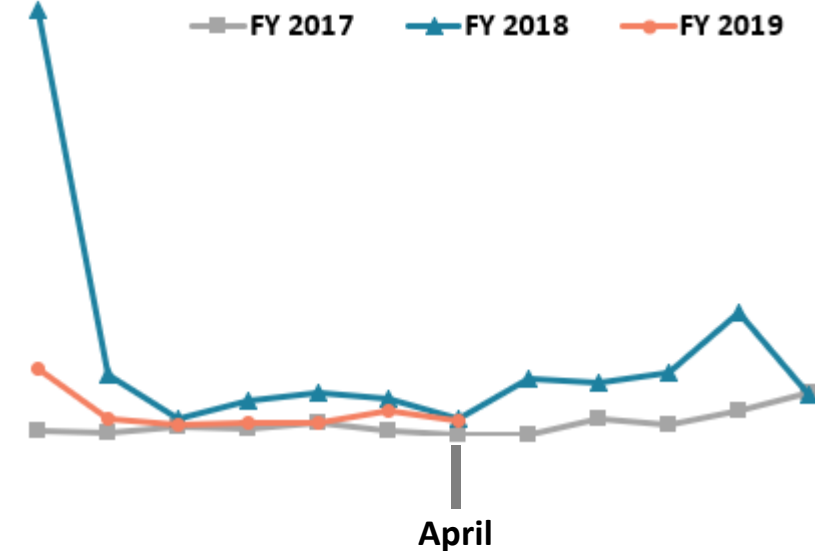
Declining AVE numbers related to changes in the monitoring platform. Industry standards are shifting away from AVE and towards methods that focus on measuring how coverage is relevant to the brand and its goals. This is an ongoing process and we are currently exploring multiple options for how we measure success.



Fiscal Year To Date



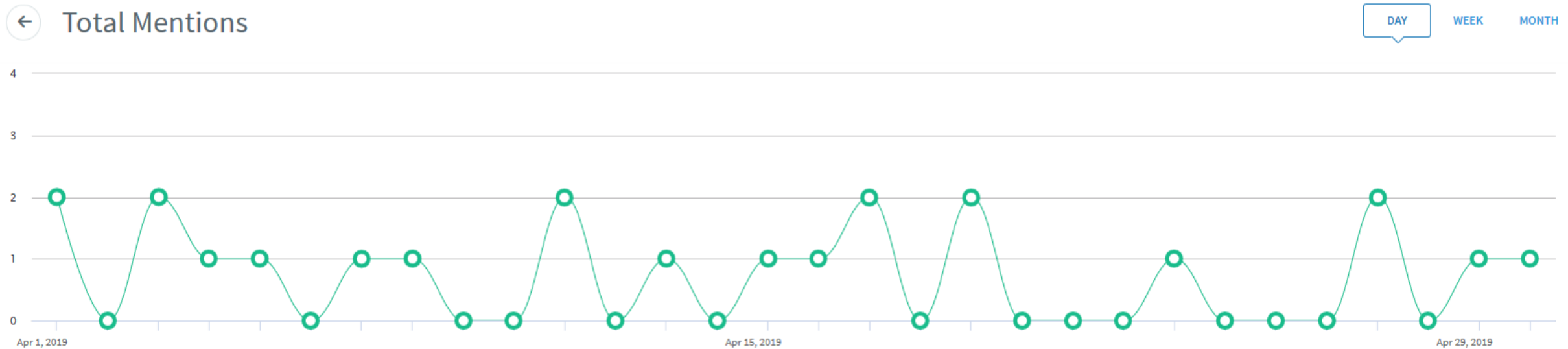
April over April



Earned Media

Content Drivers:

- Summer travel
- Food & drink
- Golf/Rapiscan Systems Classic
- Development





Conventions mean big business for Gulf Coast economy

Thursday is Global Meetings Industry Day. The emphasis is on the economic impact conventions have on the business and tourism communities.



Local Media Coverage



WLOX Editorial: More coast beaches need to be dog friendly



By **Rick Williams** | April 11, 2019 at 6:31 AM CDT - Updated April 11 at 6:08 PM

BILOXI, MS (WLOX) - The Pascagoula City Council just reduced the no dog zones. The council is allowing dogs off leash and the freedom to run on the beach in an expanded area. We like this move.

Locals and visitors alike love their dogs. Mississippi is one of the top 10 states for dog ownership. Some other areas of the coast also allow dogs on the beach, but not many. We think other areas should consider opening more dog friendly beaches as well. Coastal Mississippi is even running TV ads in other markets showing dogs on a beach in Hancock County.

We allow dogs on planes and in so many buildings. It's time to open up our beaches as well. That's our opinion, we would like to hear yours. Email your thoughts to editorials@wlox.com.

Local Media Coverage

Houstonia.

Expect the Unexpected on the Mississippi Gulf Coast

1BAY SAINT LOUIS, 50 miles west of Biloxi, is home to Bay Town Inn, perched like a toy on the edge of the coast next to an enormous oak tree. The rooms here, overlooking the bay's gleaming white sands and unbelievably blue water, are not [Pass Christian](#)

Across the water from Bay Saint Louis lies this quaint town. With its glittering harbor full of yachts and sailboats and its white-trimmed, brightly painted houses, the place feels more East Coast than Gulf Coast. Pop into [Cat Island Café and Pass Christian Books](#) for excellent coffee and an even better bookstore selection.

Ocean Springs

Next time we visit this quaint town just east of Biloxi, we'll book a room at [The Roost](#), a lovely boutique hotel whose bar, the Wilbur Bar, was hailed by no less an authority than *Architectural Digest* as the "most beautifully designed bar in

Pascagoula

The Pascagoula River flows through this town of the same name, and that river is the main reason to make the half-hour drive east of Biloxi for a visit. Take one of the river or swamp tours run by the [Pascagoula River Audobon Center](#) and, with a little luck, you'll see birds and other wildlife that reside nowhere else in the world.

Local Media Coverage

Mic

8 instagrammable U.S. road trips to take this summer

Coastal Mississippi (& Alabama & Florida): U.S. 90

While you may not immediately think of Mississippi when you think of a scenic coastal route, that's not true when it comes to taking a road trip along [U.S. 90](#). "Year-round, it's an absolutely beautiful trip along miles and miles of white sand and stunning coastal towns that have yet to really be discovered," Anna Roy, media relations manager of [Coastal Mississippi](#), said in an email. Highway 90 runs alongside the Gulf Coast for most of the way from the Louisiana border to Alabama, and there's 12 coastal communities you can stop and explore, from harbor towns to walkable downtown areas. When you're not driving, you can go out on the water in a replica of a [Biloxi oyster schooner](#) and watch dolphins or take a [Biloxi Shrimping Trip](#), where a variety of marine life will be caught and explained, from shrimp to blue crabs. Or, you can simply go kayaking or [take a ferry to Ship Island](#). Suffice it to say, exploring the Gulf Coast will be a way to balance your road trip time with coastline time, too.

The 11 Best Day Trips from New Orleans



03 Bay St. Louis: The Mississippi Gulf Coast Scenic Byway

About an hour east of New Orleans lies the little beachside town of Bay St. Louis, Mississippi, a charming stop on the way to other Gulf Coast destinations or an enjoyable day trip on its own. Aside from miles of beaches, Bay St. Louis is home to a charming downtown, [two casinos](#), and the [Starr Boarding House](#), the leading role in Francis Ford Coppola's motion picture, "This Property Is Condemned."

04 of 11 Ocean Springs: Walter Anderson Museum of Art and Gulf Islands National Seashore

Just past the city of Biloxi along the Gulf Coast is Ocean Springs, Mississippi, a quiet picturesque town with restaurants, art galleries, and a small museum dedicated to Gulf Coast artist [Walter Anderson](#), known for his ethereal portraits of coastal landscapes and wildlife.

Foodie Fun in Coastal Mississippi by Bruce Levinson

People along the 62-mile Mississippi shoreline on the Gulf of Mexico refer to it as "the secret coast". How such a wide and pristine expanse of beach with exquisitely fine sand can be kept a secret is a mystery not only to me, but to millions of shrimp and other seafood delicacies who inhabit the adjacent bays and bayous. All hiding in plain sight. That the name of the local Double A minor league baseball team is the "Biloxi Shuckers" should be a dead giveaway! (The Shuckers play in an intimate park near the water, and a highlight of my visit to Coastal Mississippi was seeing a game close-up while savoring a delectable ice treat from one of their vendors, Pop Brothers.)

As for cuisine, Mississippi had me at hello. My first day I found Murky Waters BBQ in Gulfport and had a bite while sitting at the bar listening to live blues. This merely whetted my appetite for ribs, pulled pork and brisket (and banana pudding for the ages) at The Shed in Ocean Springs the next night. For lunch, I had gone to Bozos, also in Ocean Springs, where \$7 got me a po-boy with about 40 shrimp and a roll that had no chance of containing them all. In local parlance, "them's good eatin".

Coastal Mississippi Assisted Media Coverage

THINGS TO DO IN COASTAL MISSISSIPPI BEYOND THE CASINOS



My first time to the Mississippi Gulf Coast has really changed my view on the state. I will be honest I didn't know Coastal Mississippi had so many interesting things to do. When you come into the Mississippi Gulf Coast near Biloxi, it does look like a smaller version of Vegas with a strip of lit up hotels which doubles as a casino. So from just the immediate area, it looks like a casino strip and the major thing to do in the area.

There is actually way more to do in Coast Mississippi without haven't to even consider the casino for one's main entertainment. So much more to do here such as visit museums, lots of scenic views and shopping, and fun quaint unexpected places to eat. Check out a couple of things to do in Coast Mississippi that I enjoyed doing while on my trip!



Fun Coastal Mississippi Day Trips

These Mississippi Gulf Coast destinations offer beaches near New Orleans, mild adventure experiences, and transformative travel opportunities for all the senses.

— INFINITY Science Center in Pearlington MS

Distance and Time (from New Orleans): 43 miles, 45 minutes

— Art and History Road Trip to Bay St Louis MS

Distance and Time (from New Orleans): 58 miles, 64 minutes

— Wolf River Canoe & Kayak in Long Beach MS

Distance and Time (from New Orleans): 70 miles, 70 minutes

— Fishbone Alley (and coming soon Mississippi Aquarium) in Gulfport MS

Distance and Time (from New Orleans): 78 miles, 81 minutes

— Bahn Mi and #BigShrimpin in Biloxi MS

Distance and Time (from New Orleans): 91 miles, 86 minutes

— Get Artsy in Ocean Springs MS

Distance and Time (from New Orleans): 92 miles, 88 minutes

— Nature on a Pascagoula Day Trip

Distance and Time (from New Orleans): 109 miles, 99 minutes

Coastal Mississippi Assisted Media Coverage

Top 9 Things to Do in Biloxi, Mississippi

When many people think of visiting the coast in the U.S, vacations to the east coast or west coast come to mind. However, it's also fun to take a trip down to America's southern coast to the Gulf Shore areas of Mississippi, Alabama, Texas, Louisiana, and Florida. One [popular destination in Mississippi](#) is Biloxi, which offers lots of fun things to do in within its small city and the greater region. Here are the best ways to spend your days in Biloxi.

Explore the Maritime & Seafood Industry Museum ([Nearby Hotels](#))

Relax at the Beach ([Nearby Hotels](#))

Get Lucky at the Casinos ([Nearby Hotels](#))

Drink Biloxi Brewing Company Beer ([Nearby Hotels](#))

Ride a Beach Tricycle ([Nearby Hotels](#))

Try to Catch a Fish ([Nearby Hotels](#))

See the Hurricane Katrina Memorial ([Nearby Hotels](#))

See the Biloxi Lighthouse ([Nearby Hotels](#))

Coastal Mississippi Assisted Media Coverage



Fun US Gulf Coast Bars, Breweries, and Beverage Spots

CATEGORIES: [8 GREAT](#), [ATTRACTIONS](#), [DESTINATIONS](#), [FEATURED](#)

The US Gulf Coast has countless cool waterfront bars, craft breweries and distilleries, fun beach bars, and other places to drink. Well, I would love to count them. Maybe I will visit them all over the next couple of years! I have lovingly labelled this topic the **#USGulfCoast** portion of my **#USGulfCoast** coverage.

Fun Mississippi Gulf Coast Breweries and Bars

Hops and Growlers in Ocean Springs by Charles McCool

Come for the grit beer and stay for the 19 other brews. OK, [Hops and Growlers](#) in magnificent Ocean Springs may not always have a beer with grits but if they do, get it. Their 20 beers, always changing, range from a light pils to barrel sours to thick stouts.



Lazy Magnolia in Kiln by Amber Hoffman from With Husband in Tow

45 minutes down Interstate 10 from Biloxi, Mississippi lies the town of Kiln, population 2500. Tucked behind the local high school you'll find The Porch at [Lazy Magnolia Brewery](#), producers of some of the best craft beer on the [Gulf Coast](#). Mississippi's oldest brewery, Lazy Magnolia produces 16 different craft beers highlighted by the simply delicious Southern Pecan Stout. Tours of the brewery are available starting at \$10 per person.

Mississippi

GAMING MEETINGS / 1 MONTH AGO

Biloxi Area Casino Resorts Are Sure Bets for Meetings

Coastal Mississippi checks all of the boxes on any meeting planner's—and meeting attendee's—checklist. Its miles of beautiful beachfronts, world-class gaming and award-winning culinary offerings make it a prime destination for groups of all sizes.

The Biloxi area's all-in-one casino resorts provide all of this and then some. With their technologically advanced meeting spaces, comfortable guest rooms and on-site amenities that include gaming action, spas, golf and fine dining, they deal groups the best experiences for meetings and events.



Beau Rivage Resort & Casino Poolside Gaming

ASSOCIATION MEETINGS / 1 MONTH AGO

A Planner's Perspective: Q&A With Timothy L. Price of Southern Cotton Ginners Association

What did your attendees seem to enjoy the most about Biloxi?

The setting, food, friendliness, local entertainment, tourism sites and restaurants. And also the Golden Nugget, which provided the guest room needs in a prime location, as well as great meeting rooms, reasonable prices for good food, entertainment and fun casino activities.

Are there any group-friendly experiences you would recommend for groups meeting there?

There are numerous tourist attractions including local art museums, historic sites and, of course, the beauty of the Gulf Coast and related water and fishing experiences. The activities within the casino combined with things to do in the area provided attendees, and attendees with families, with a variety of interesting and fun activities.

How does Biloxi compare to other cities where you have hosted meetings?

Biloxi is the only city in our five membership states that offers the Gulf Coast location and oceanside setting.

Would you recommend Biloxi to other meeting planners?

Yes! It is a beautiful and friendly location with a variety of activities for all ages. It is easy to book great meeting facilities for the business aspects of the event and the area is perfect for an add-on vacation for attendees with families.

Coastal Mississippi Assisted Media Coverage

Social Media Metrics



Monthly
Increase

1,478
1%

72
>1%

4
Flat

156
2%

1,329
Flat

179
7%

3,218
Flat

April
2019

142,979
Facebook
(Total Likes)

15,149
Twitter
(Total Followers)

990
Pinterest
(Total Followers)

8,825
Instagram
(Total Followers)

1,279,769
YouTube
(Lifetime Followers)

2,879
LinkedIn
Total Followers

1,450,595
Total

SOCIAL MEDIA

Coastal Mississippi
@SeeCoastalMS

With room to spread your wings, there's no limit to what you can see and do. This is Coastal Mississippi: The Secret Coast.



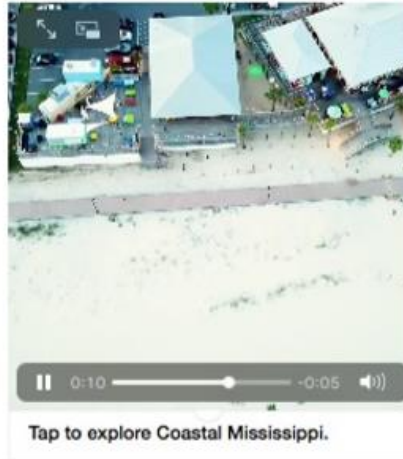
Link to Tweet

319 Likes, 71 RTs, 8 Replies

Paid promotion did provide it's usual post boosting (especially with a large spend for this video in particular). Pinning this tweet to the account also gave it a lot of attention as users visited the feed.

Coastal Mississippi
Sponsored · 9h

On the southern edge of Mississippi, you'll find a different kind of adventure.



Link to Post

1,579 Likes, 401 Shares, 92 Comments

A large media spend and a high quality asset made it no surprise the Instant Experience performed the best this month. The video Instant Experience ad was the most impressive for not only its engagements, but generating 28,848 link clicks.



Link to Post

7,002 Likes, 18 Comments

The Coastal MS audience resonated the most to the Hard Rock shot (as seen through where Facebook optimized the spend), likely due to its vibrant and colorful imagery and association with a well-known establishment.

THANK YOU

coastal
MISSISSIPPI
The Secret Coast