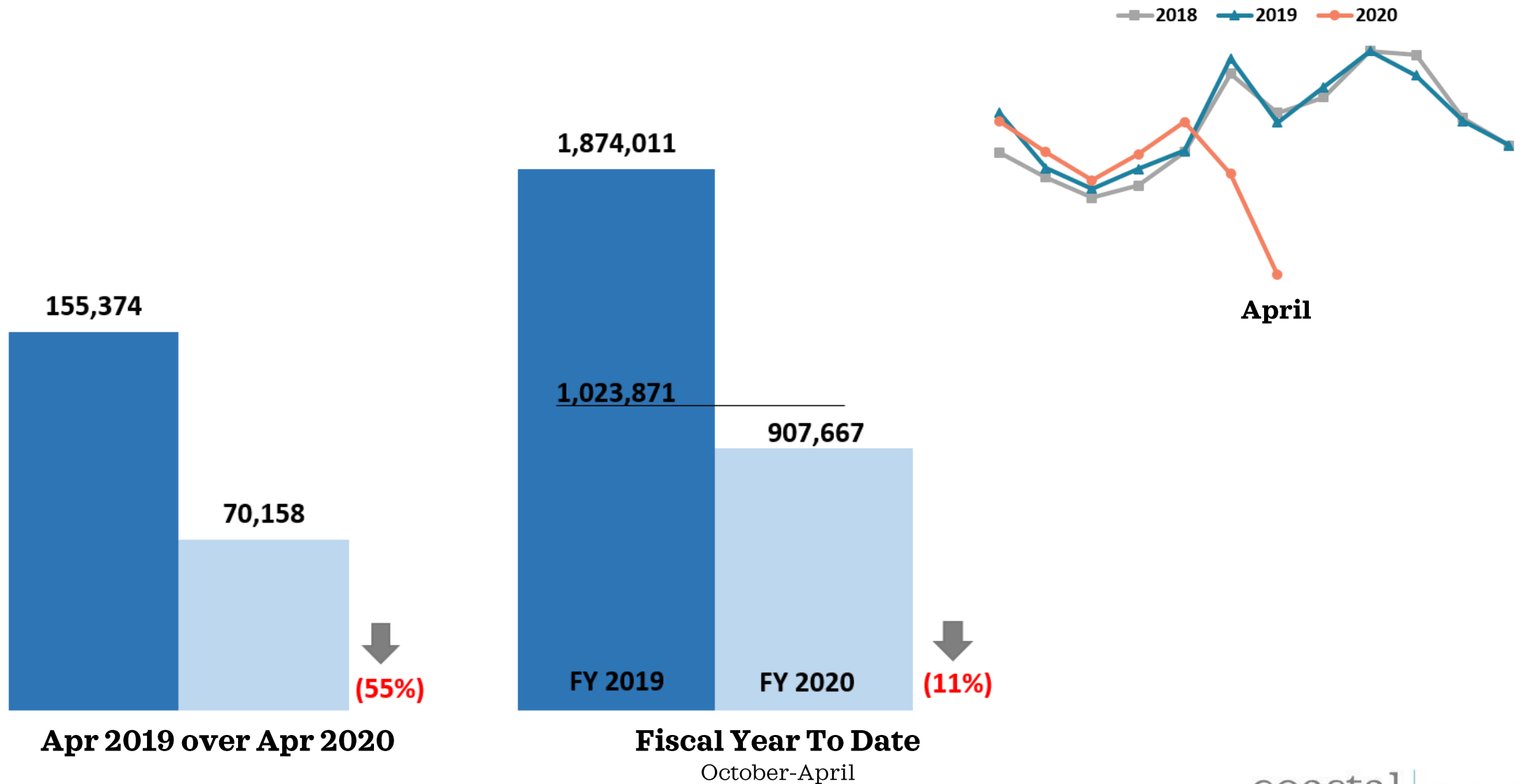


coastal MISSISSIPPI *The Secret Coast*

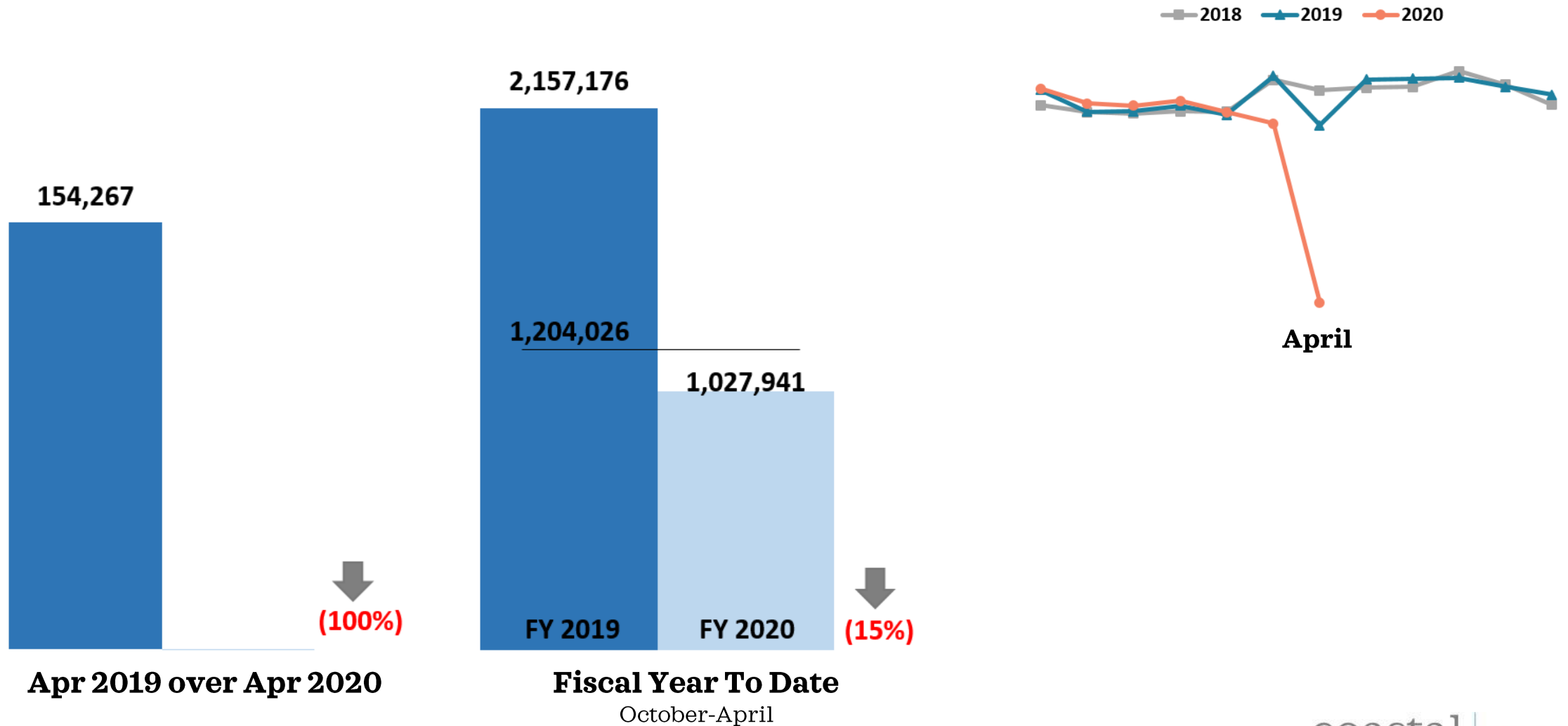
- Key Performance indicators
- April 2020

Non-Casino Rooms Sold

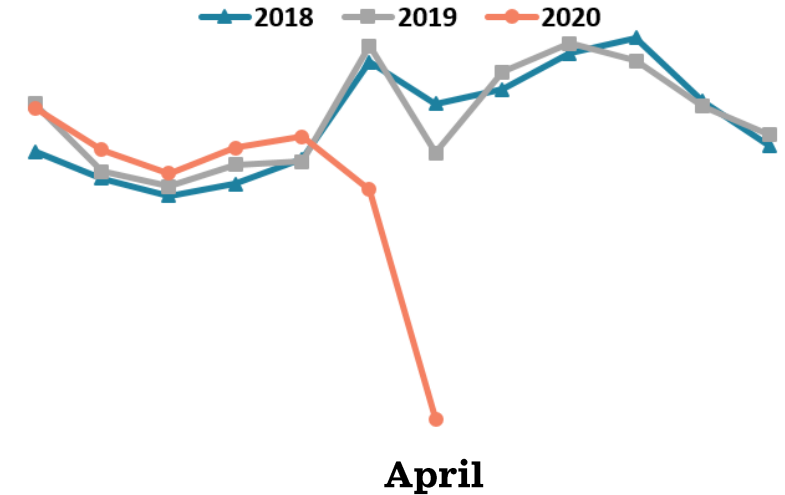
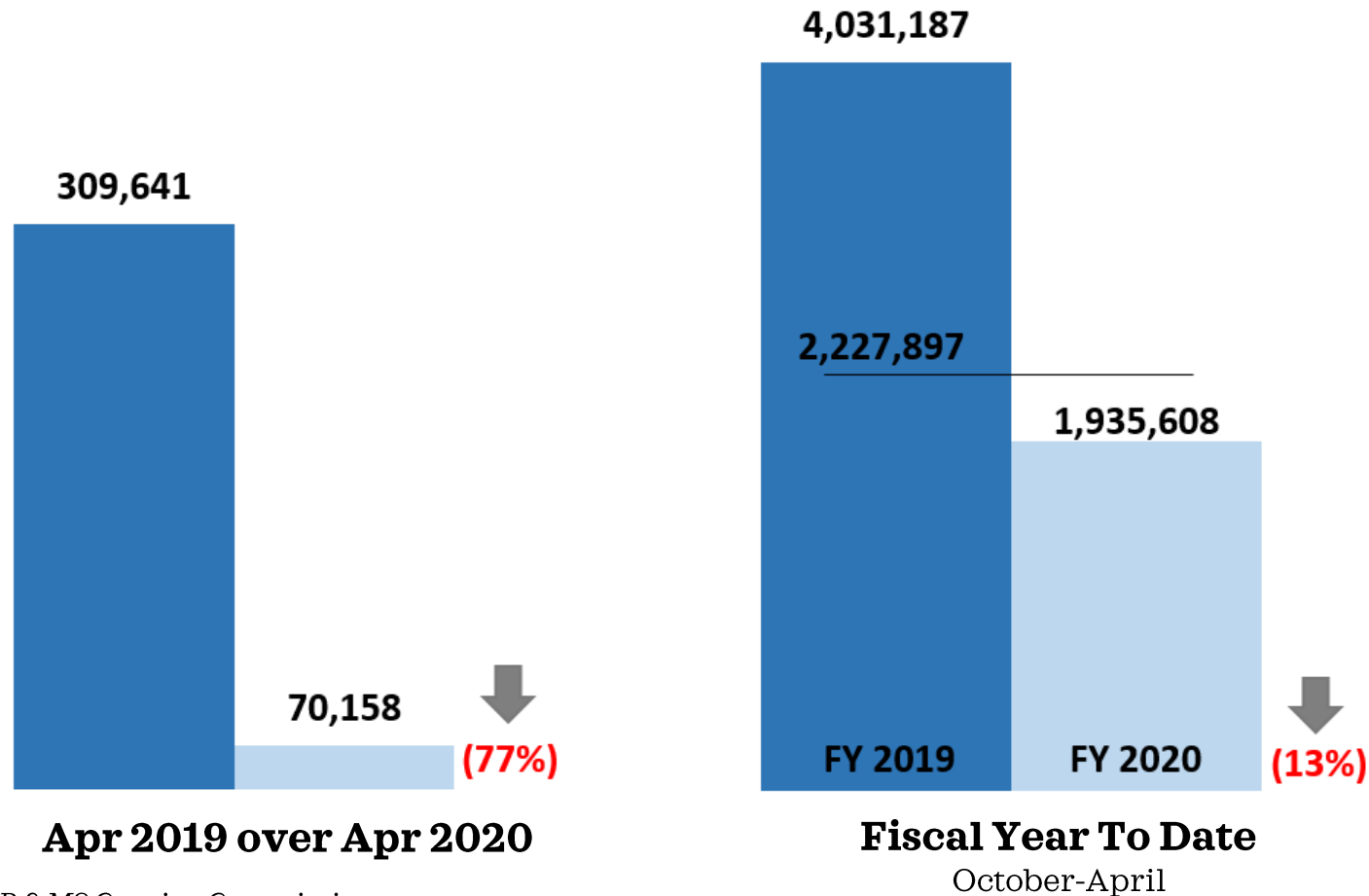


Source: STR

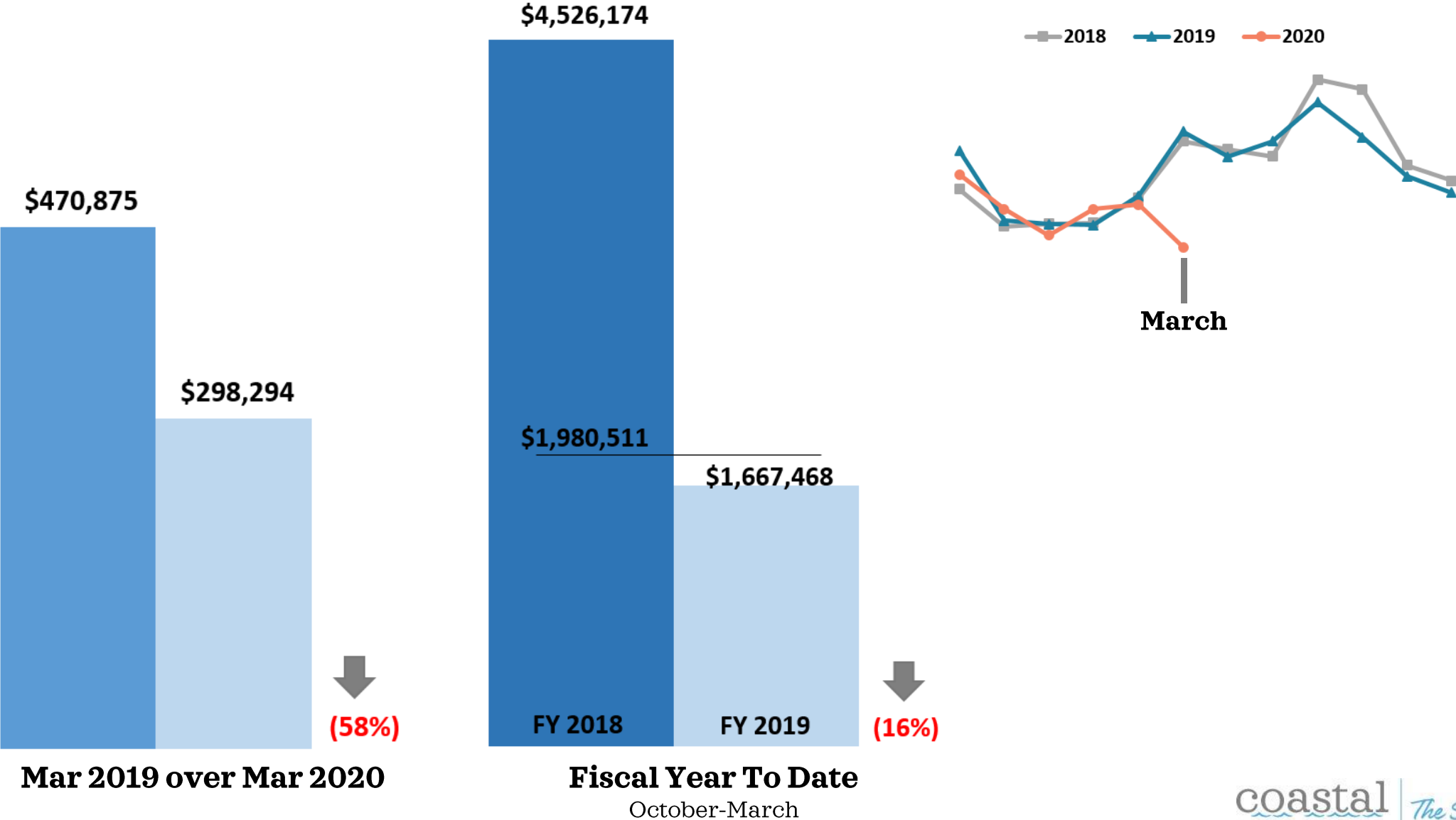
Casino Rooms Occupied



All Rooms Sold/Occupied

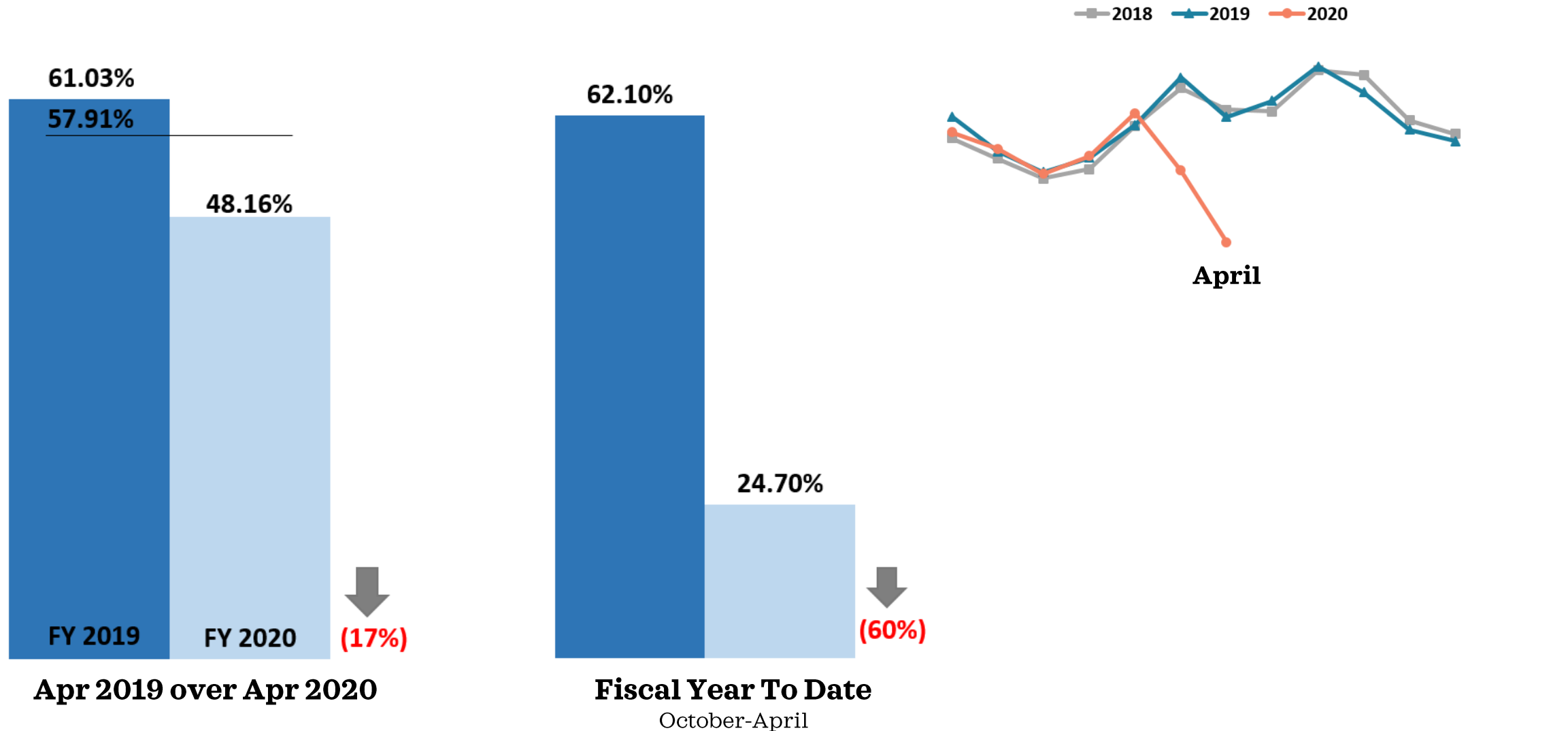


Occupancy Tax Receipts

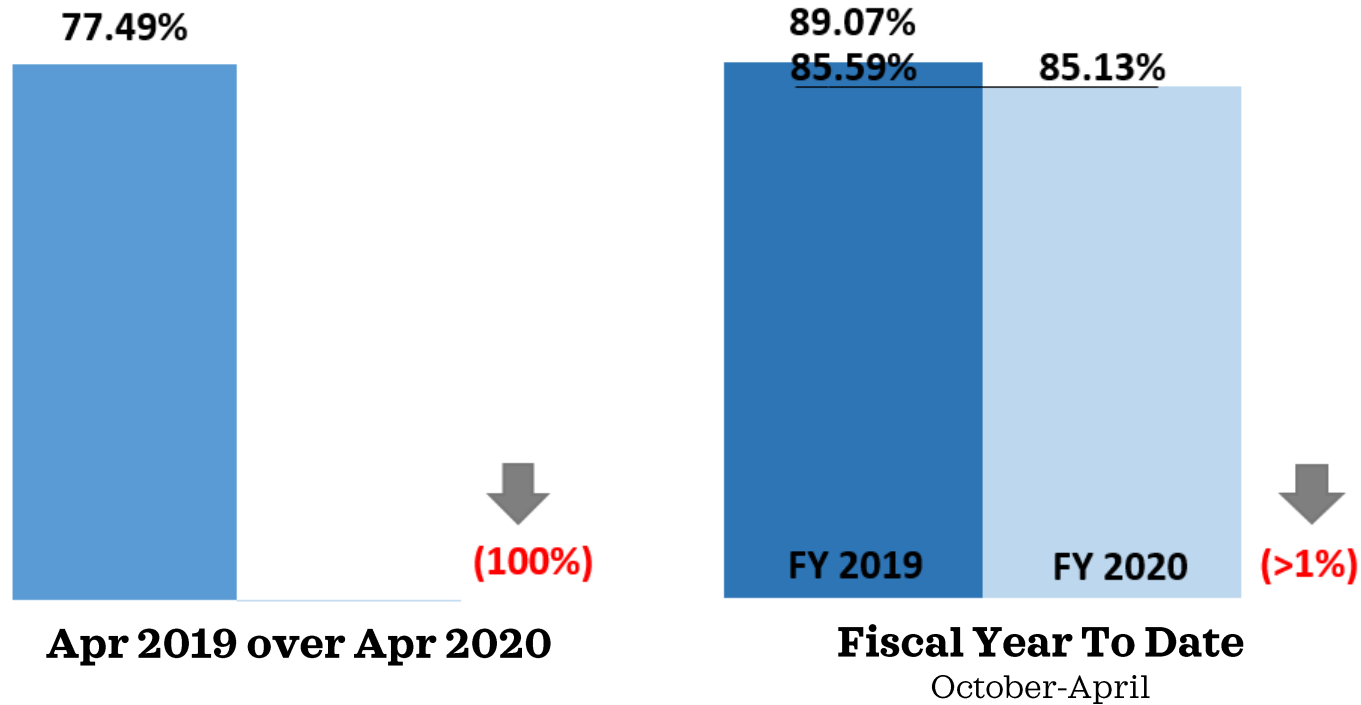
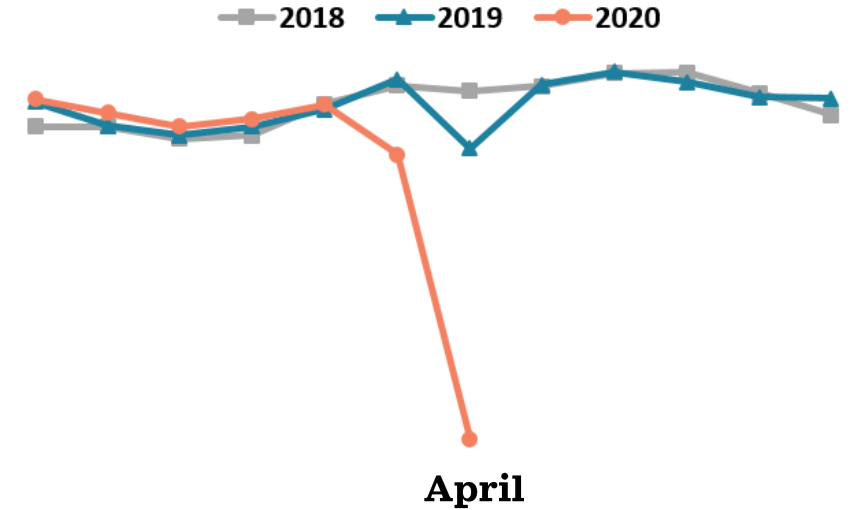


Source: MS Department of Revenue

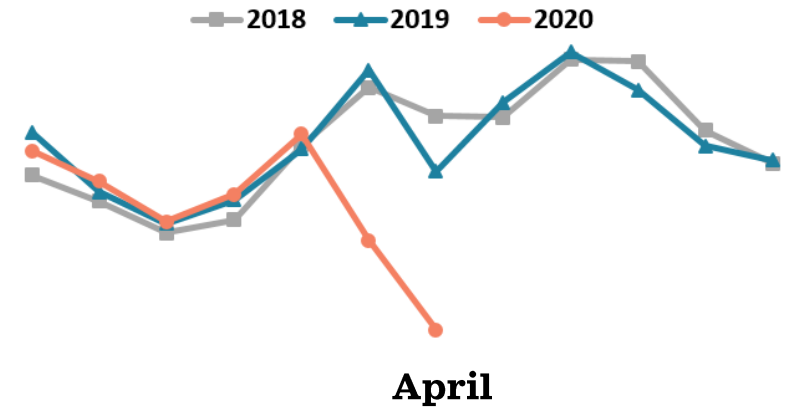
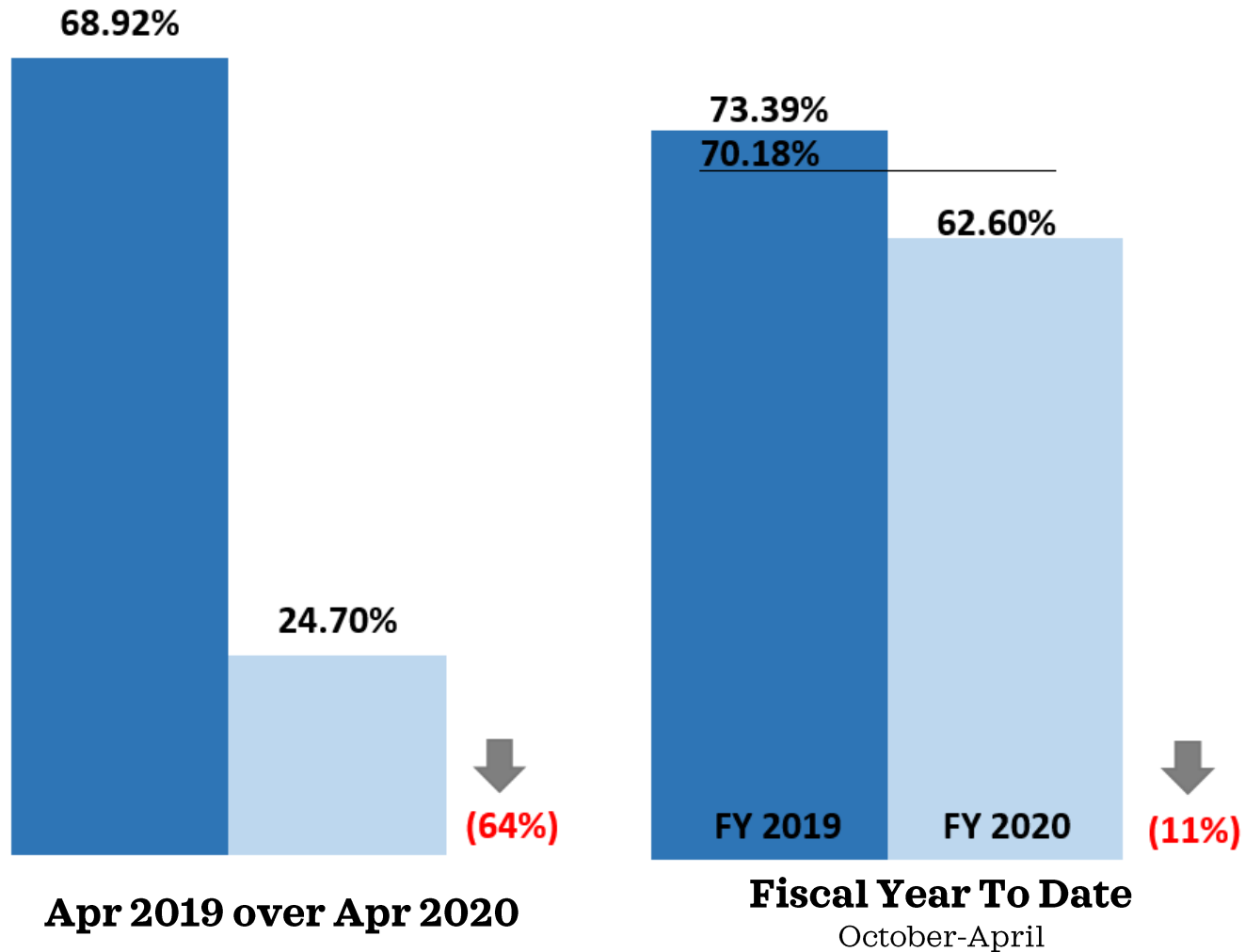
Non-Casino Occupancy



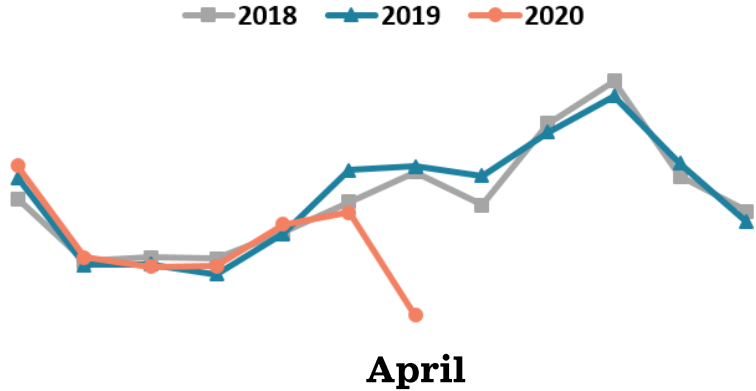
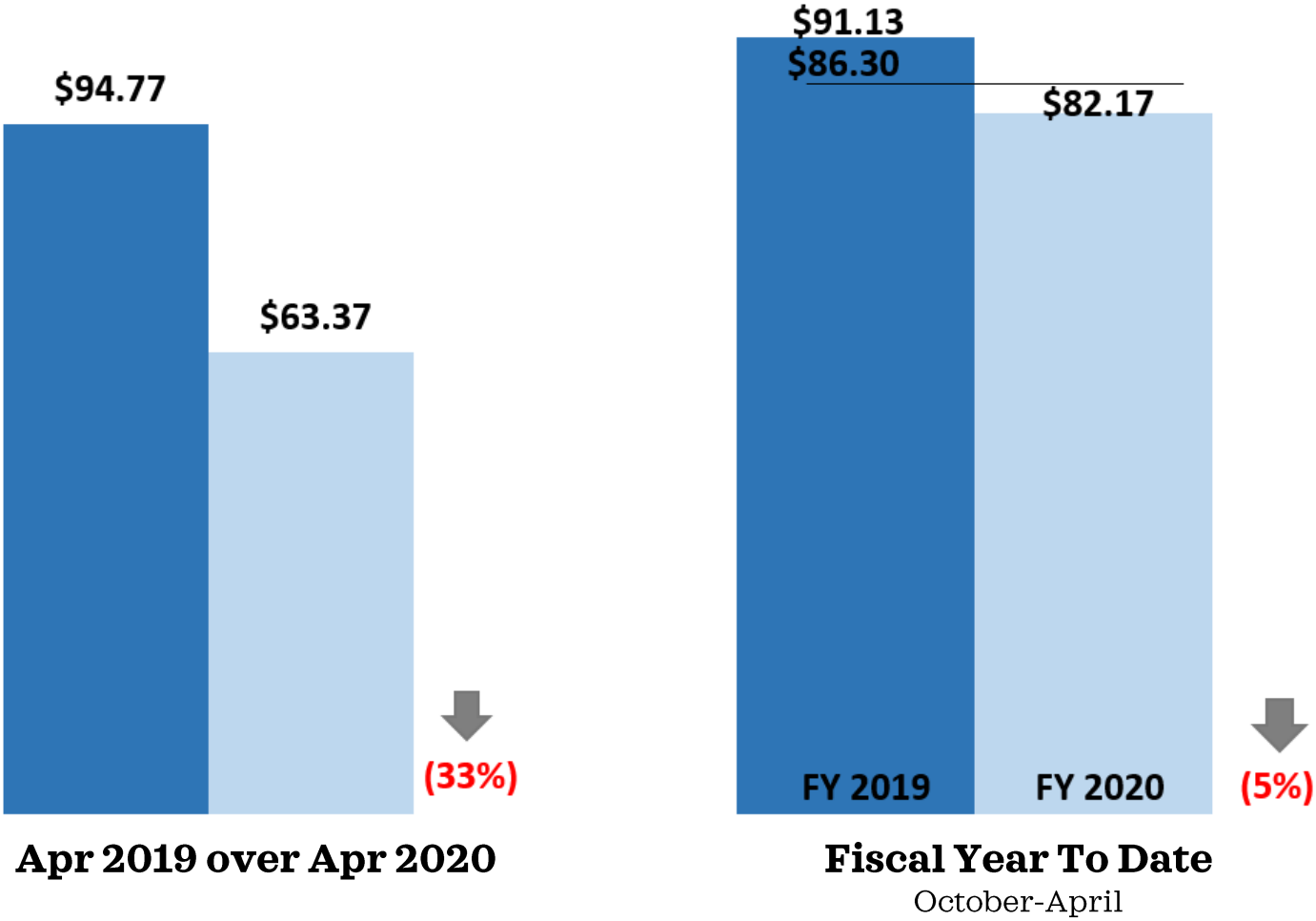
Casino Occupancy



All Occupancy

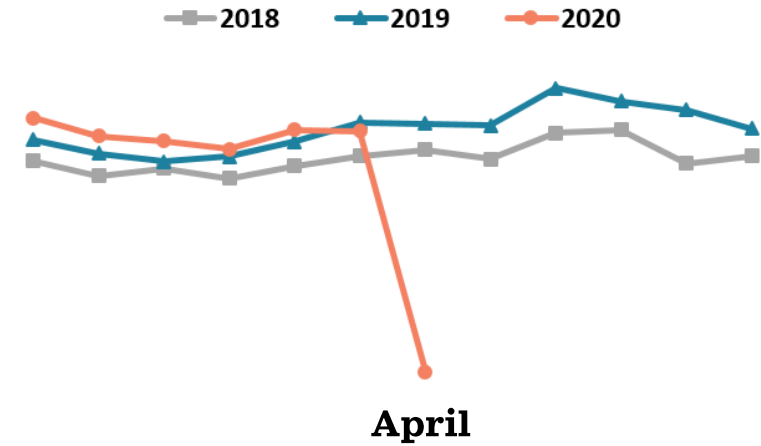
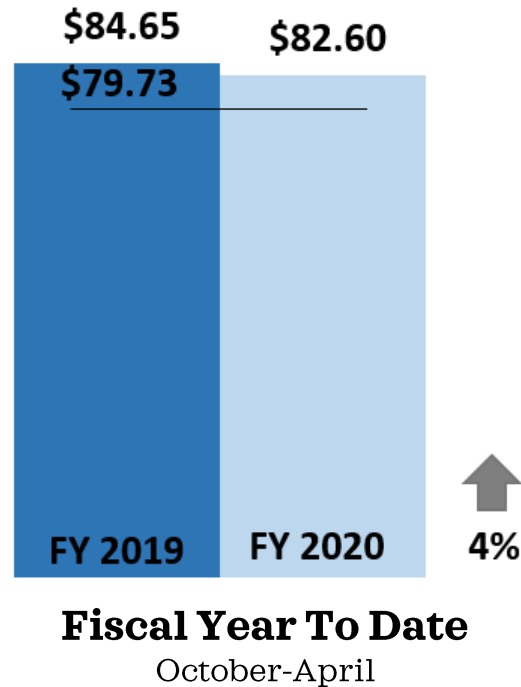
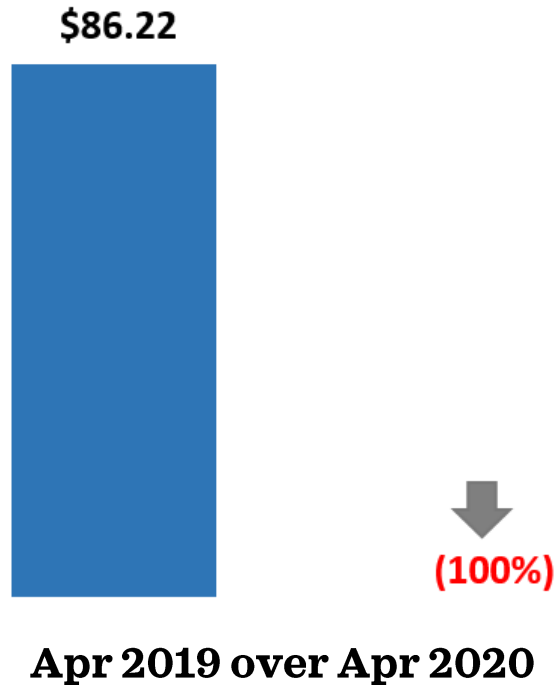


Non-Casino ADR

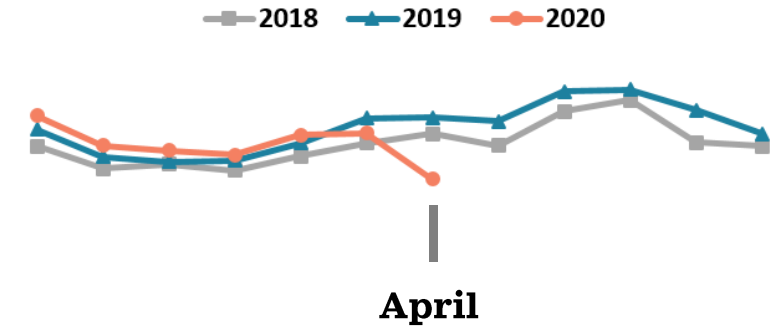
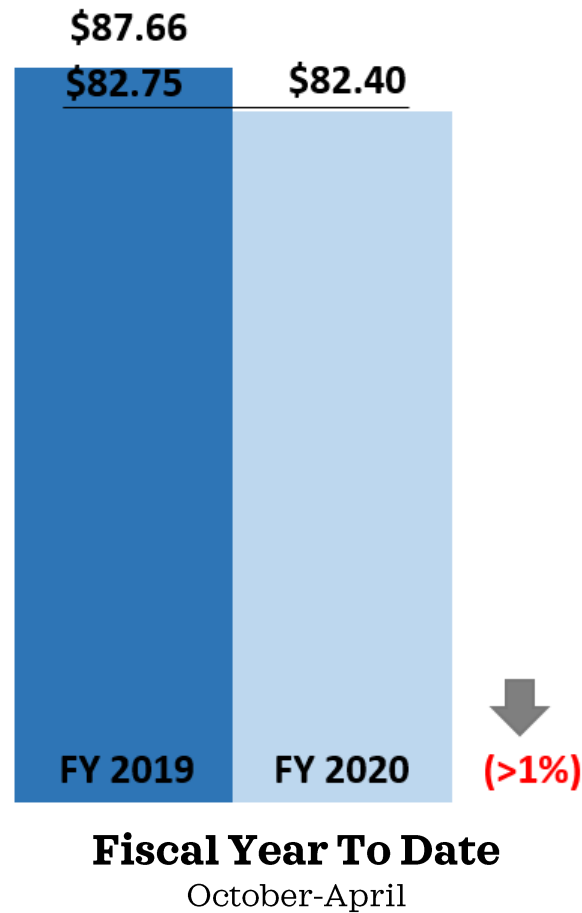
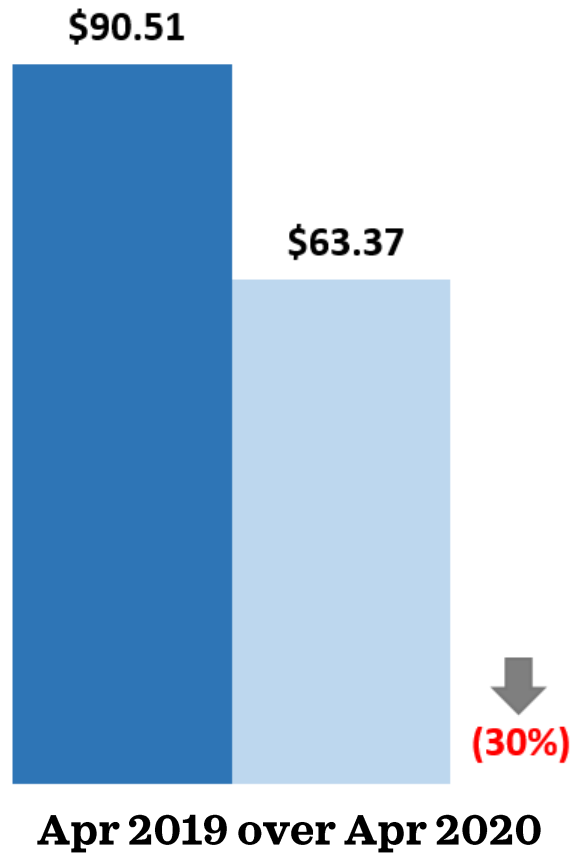


Source: STR

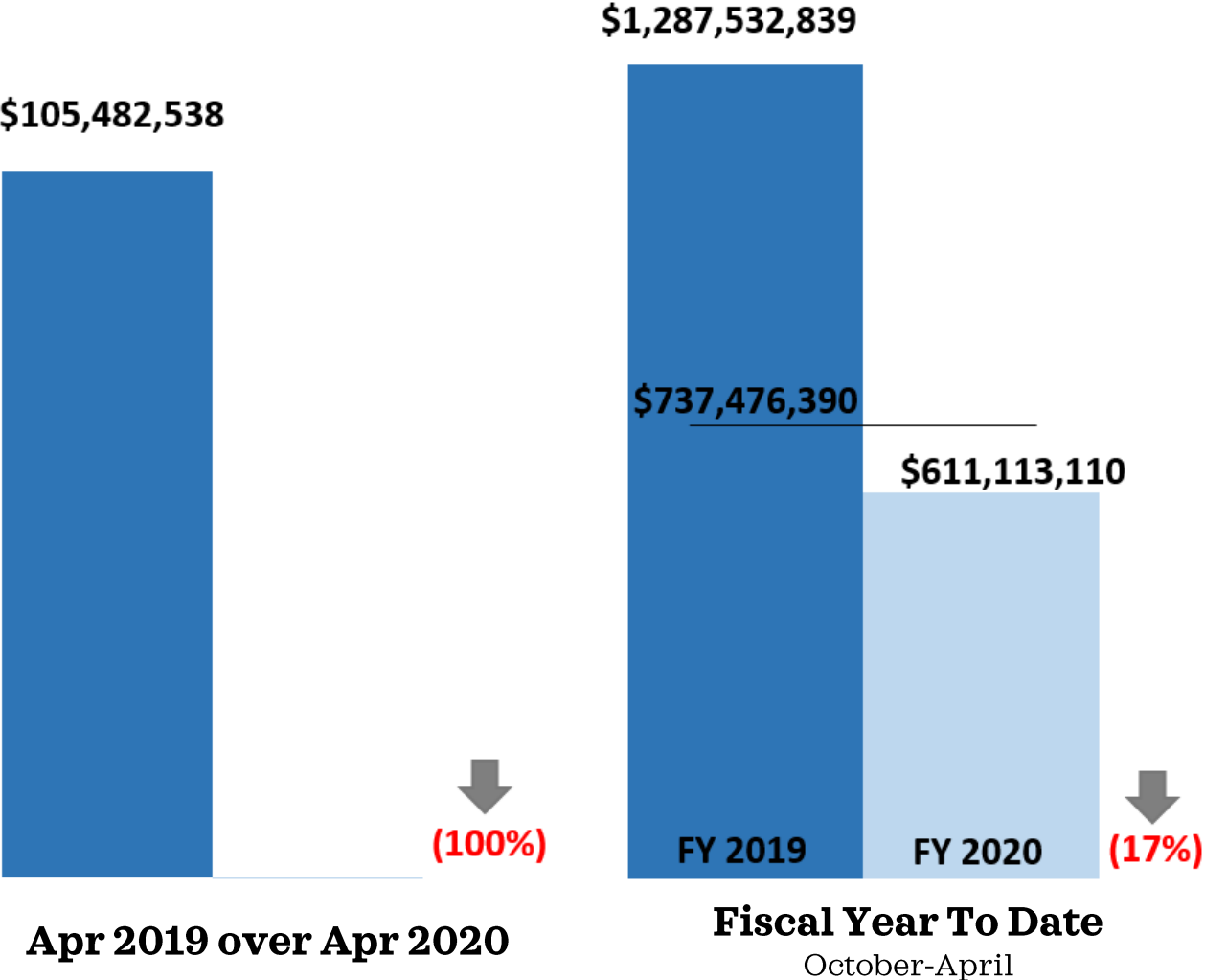
Casino ADR



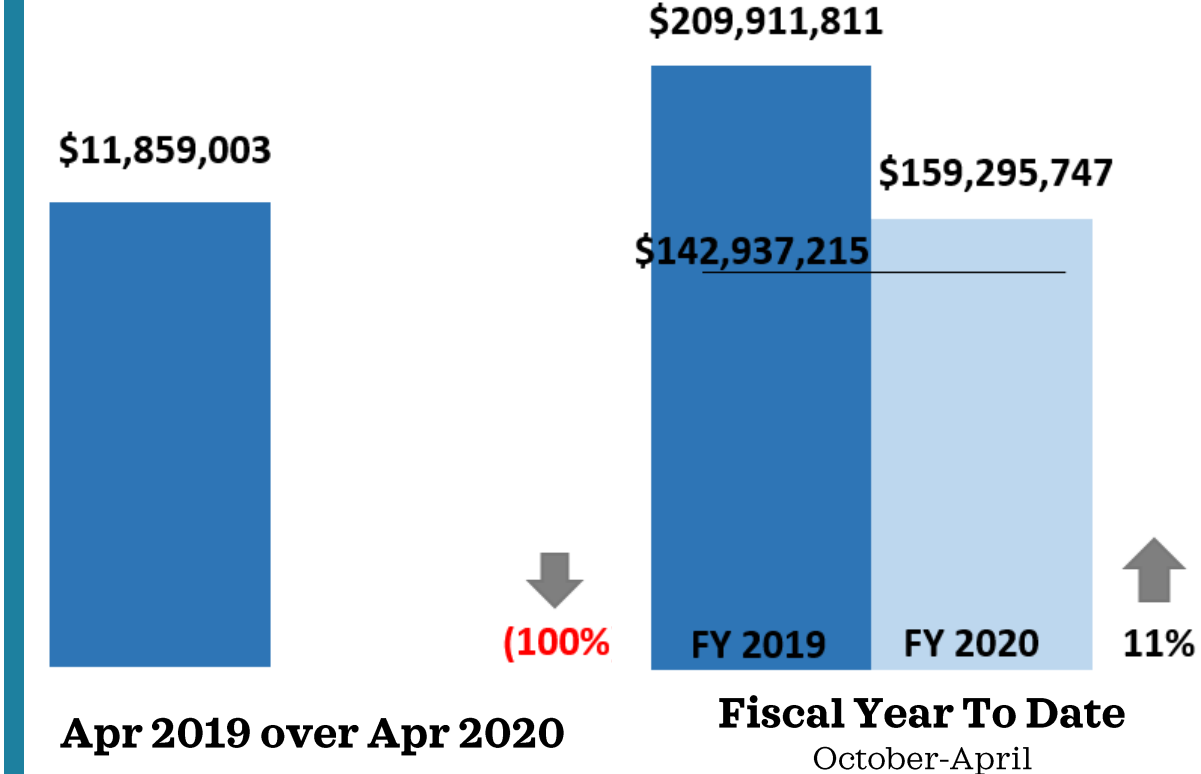
All ADR



Gaming Revenue



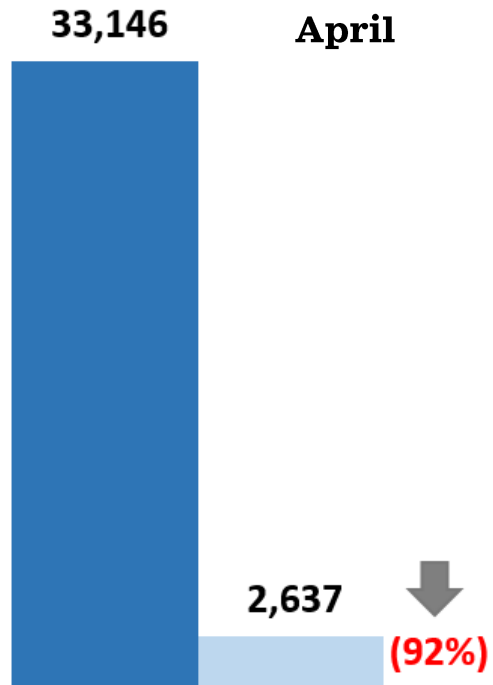
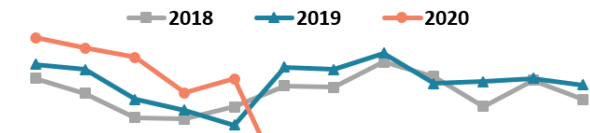
Sports Betting Wagers



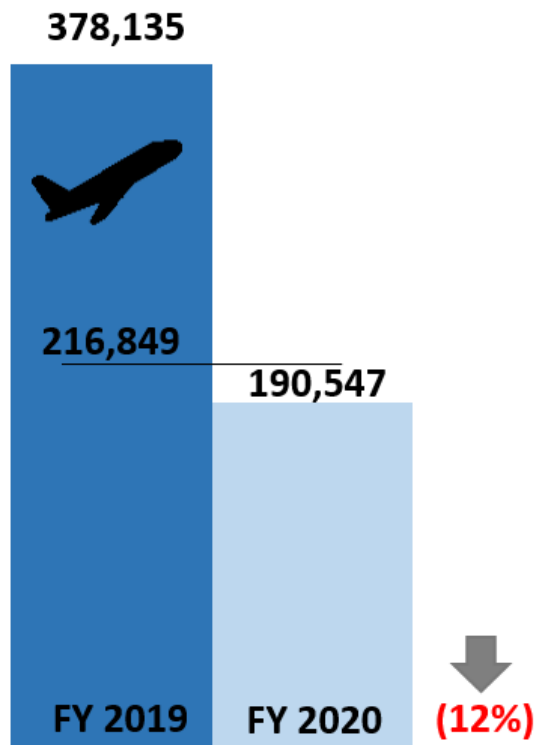
Source: MS Gaming Commission

* Sports Betting began August 2018

Airport Enplanements

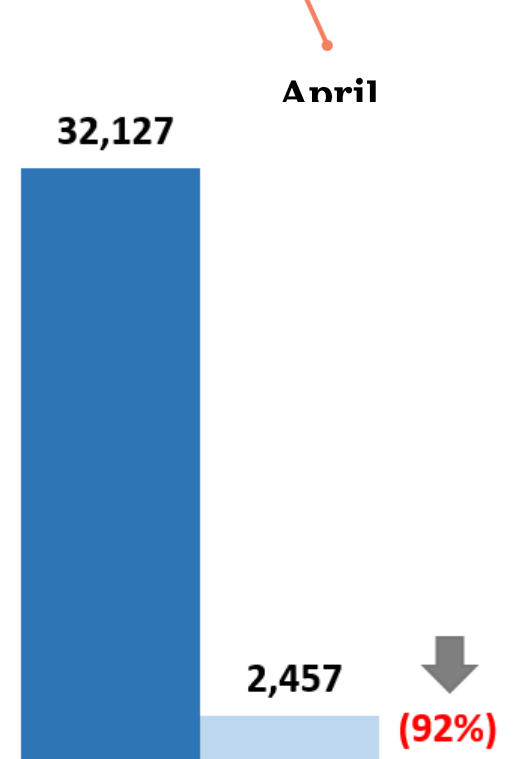
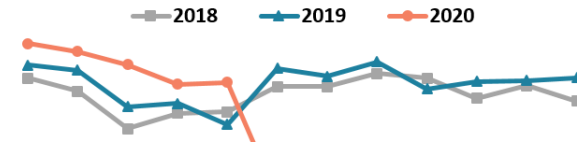


Apr 2019 over Apr 2020

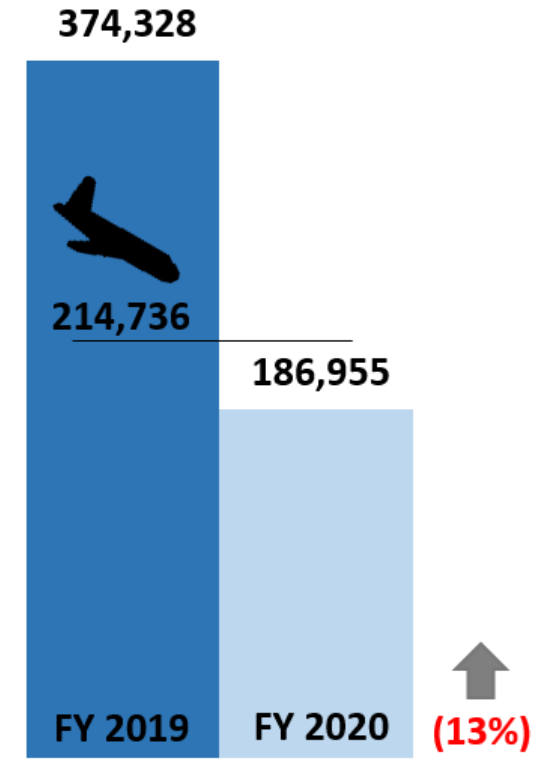


Fiscal Year to Date
October-April

Deplanements

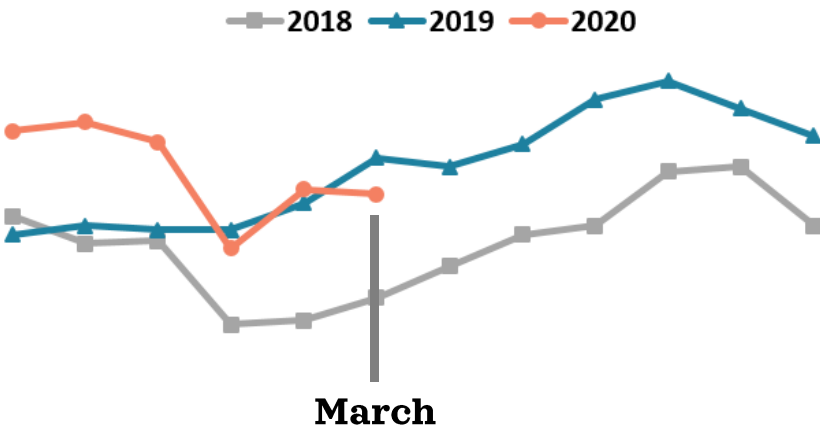
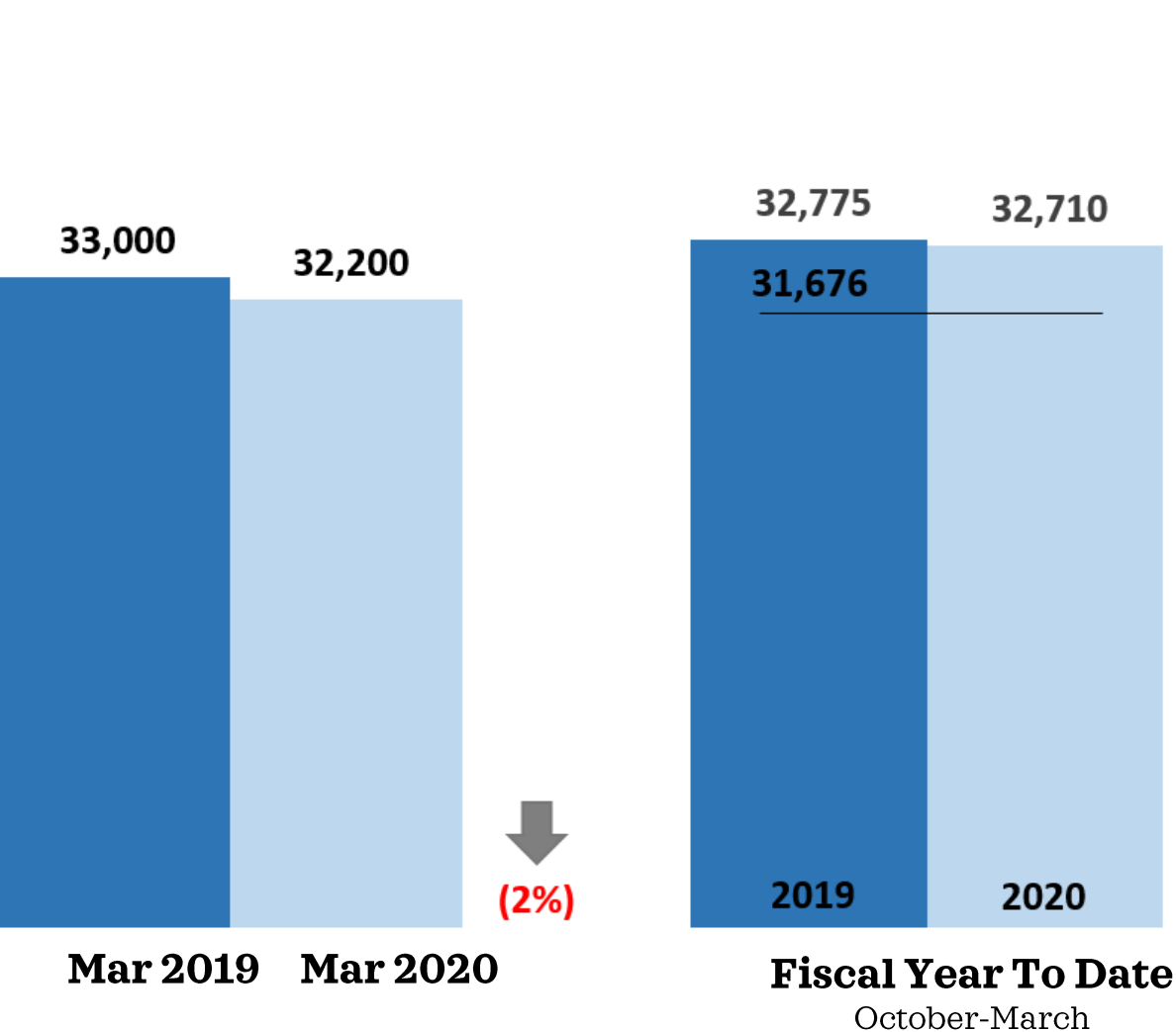


Apr 2019 over Apr 2020



Fiscal Year to Date
October-April

Leisure & Hospitality Jobs

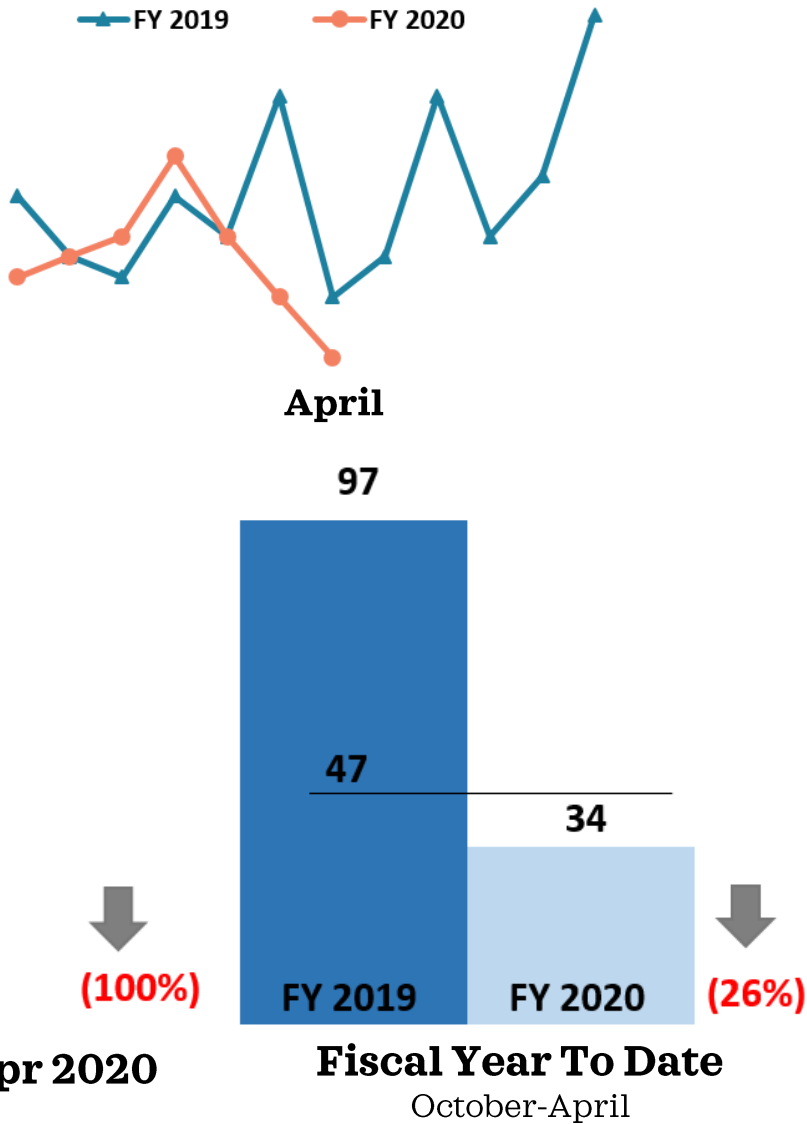


Yearly numbers reflect an average of all months in the FY.

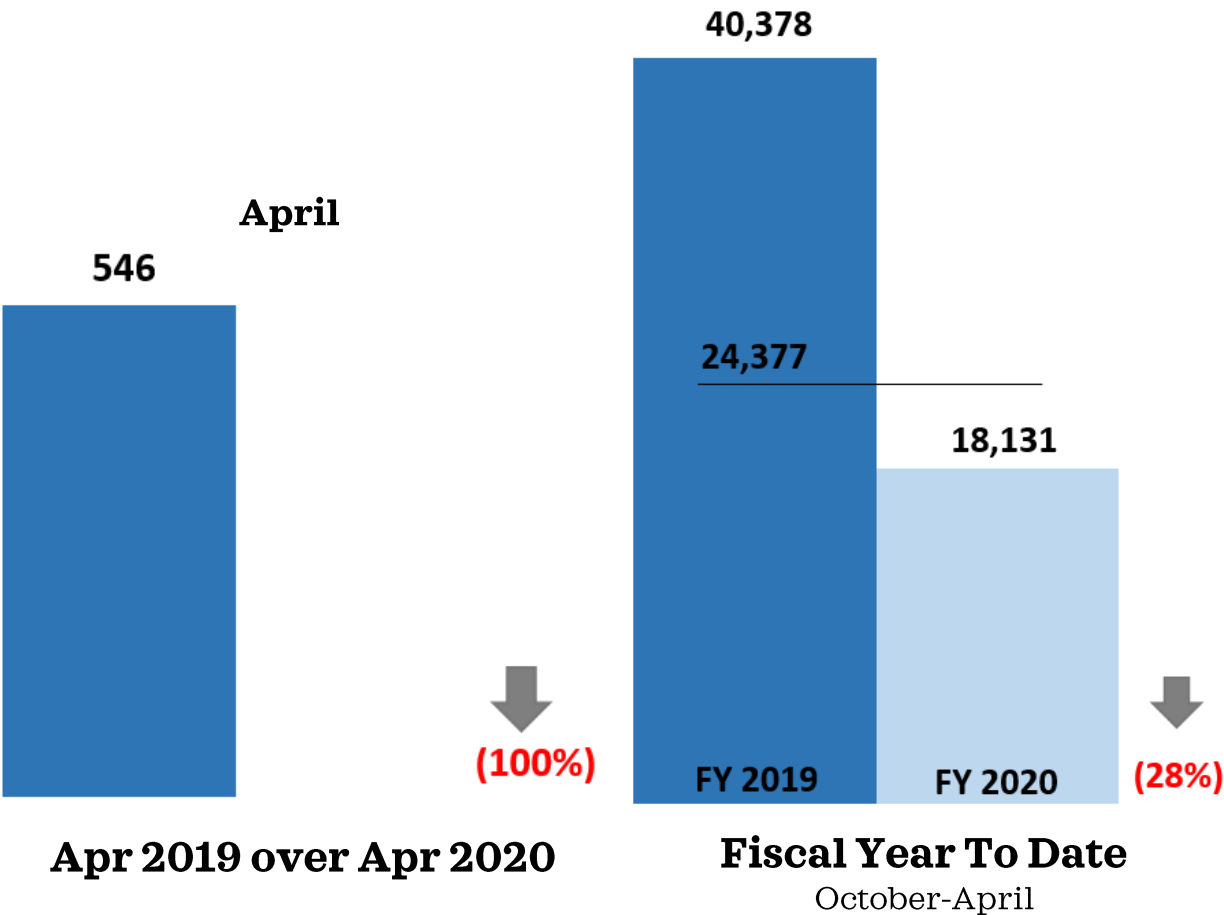
Source: MS Department of Employment Security

Definite Bookings - Meeting/Sports

Bookings



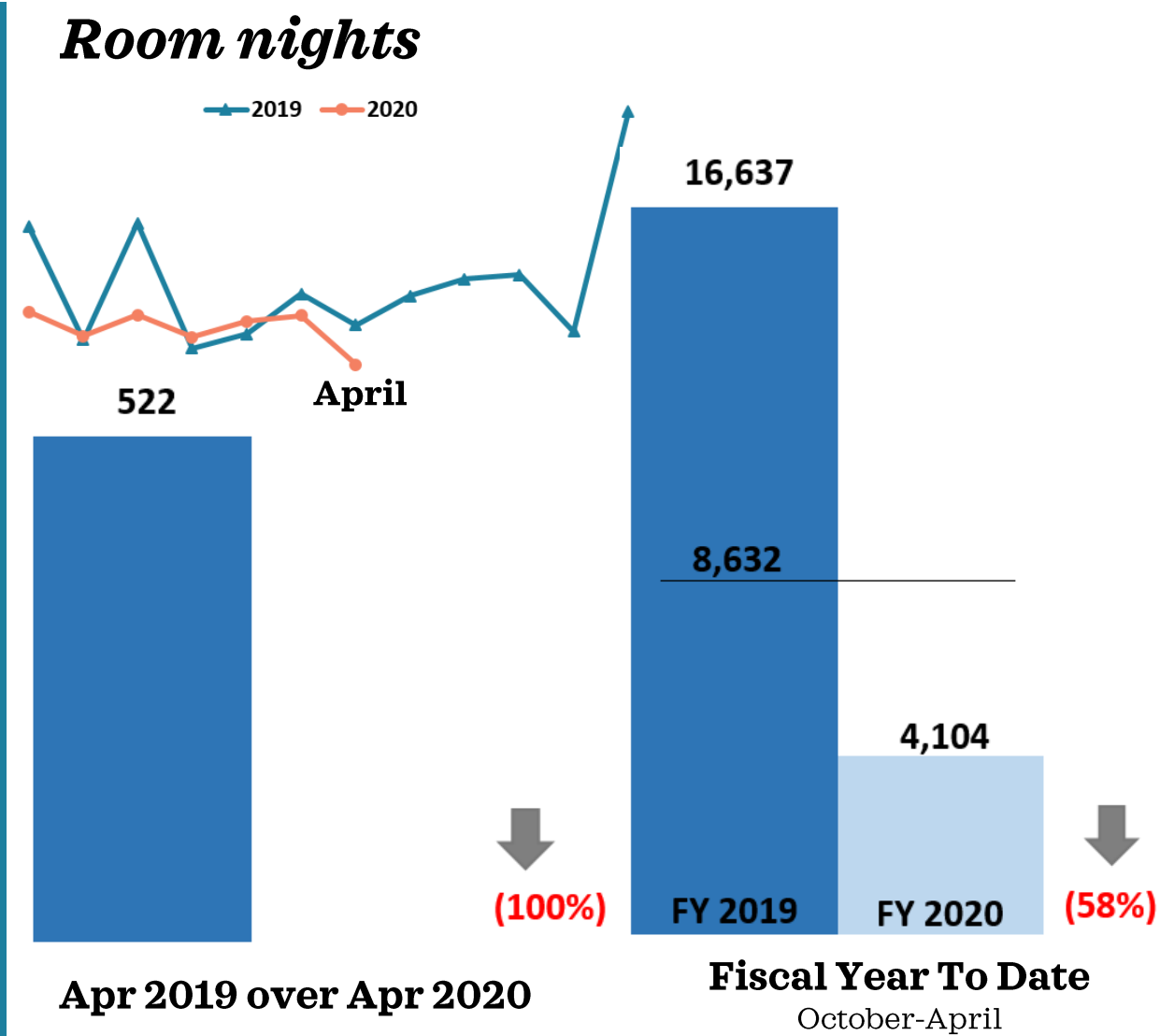
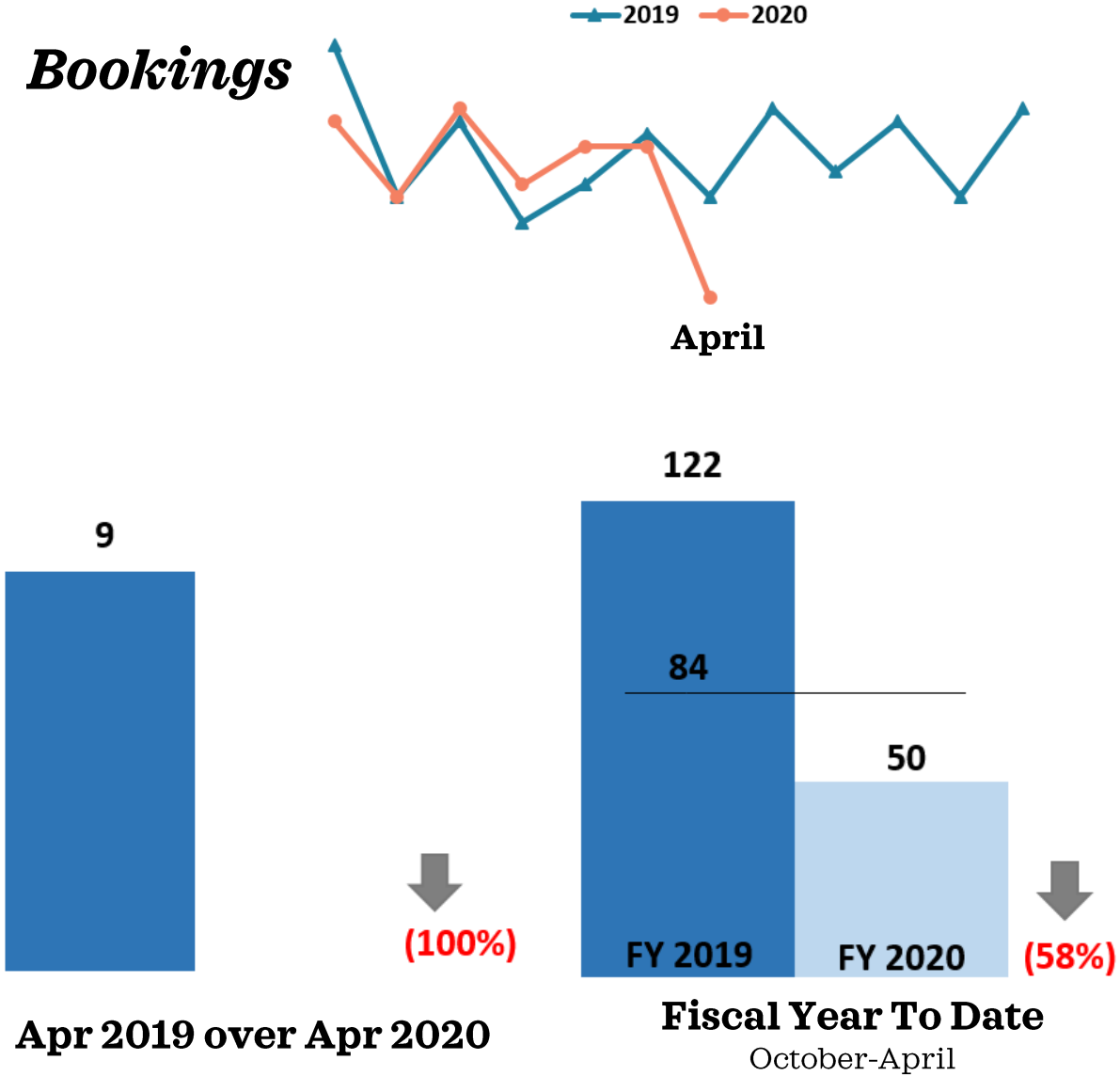
Room nights



Source: Coastal Mississippi

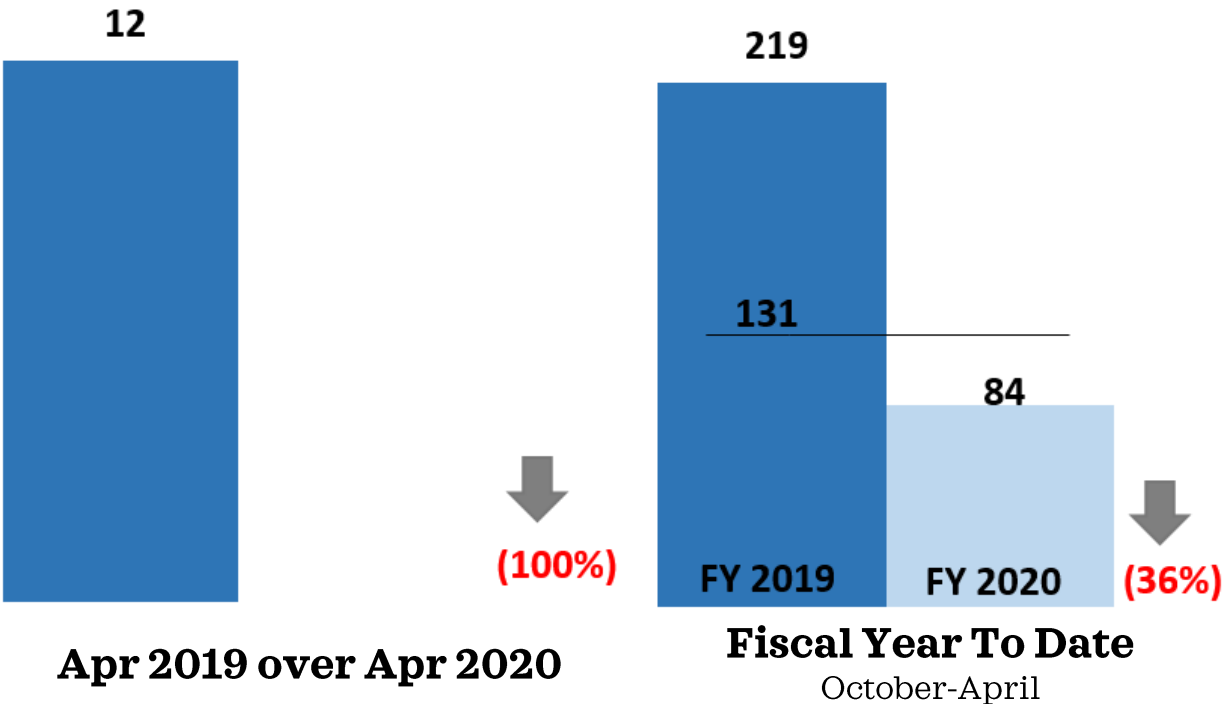
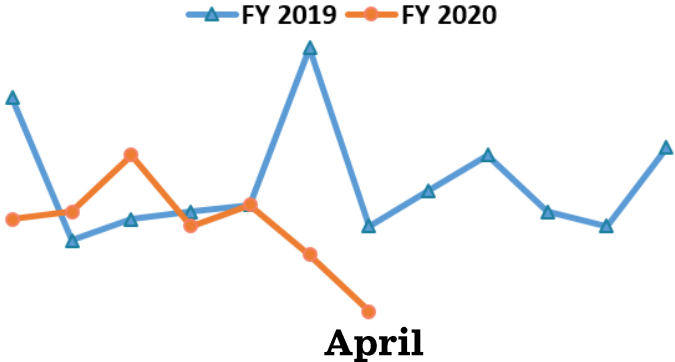
Definite Bookings - Leisure

FY 2019 Leisure booking and room nights included FIT business which is not being included in the FY 2020 numbers.

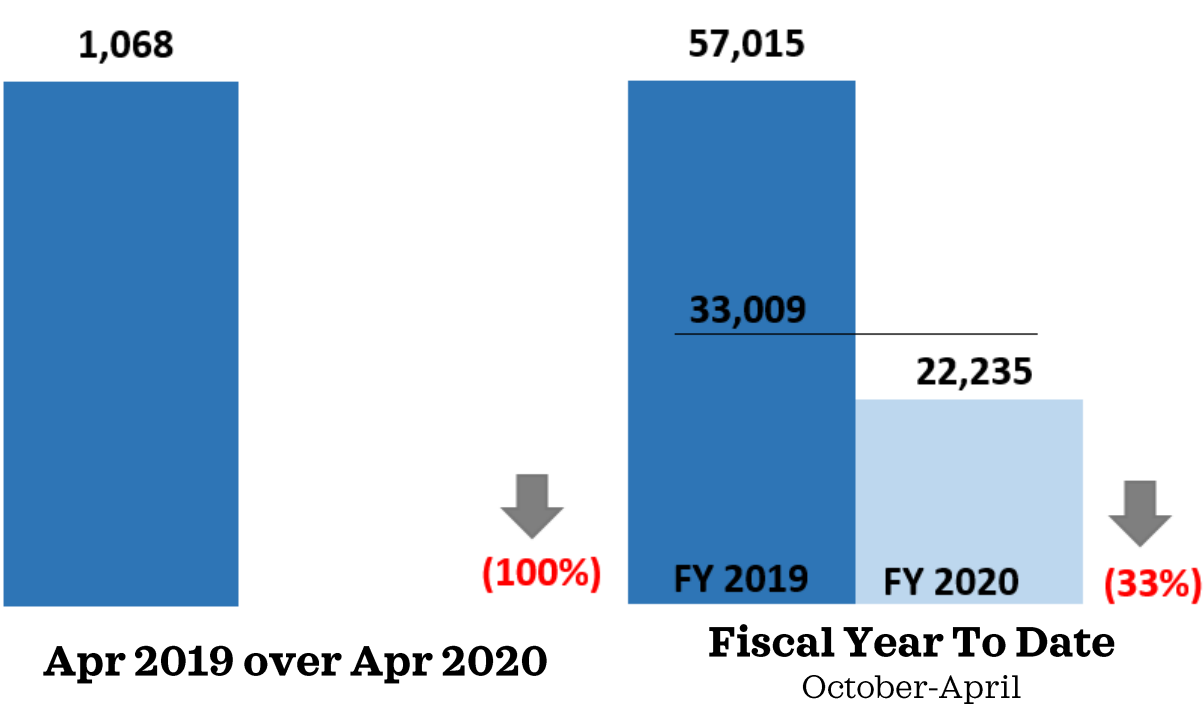
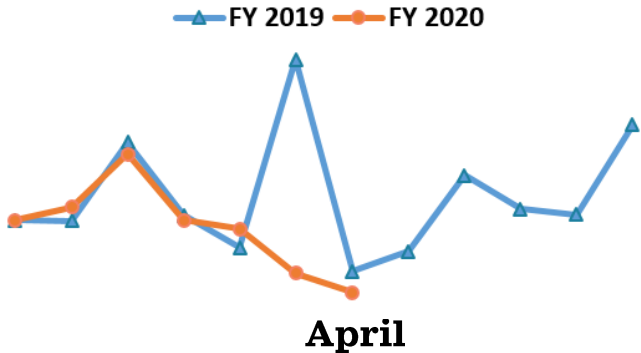


Definite Bookings - All Sales

Bookings

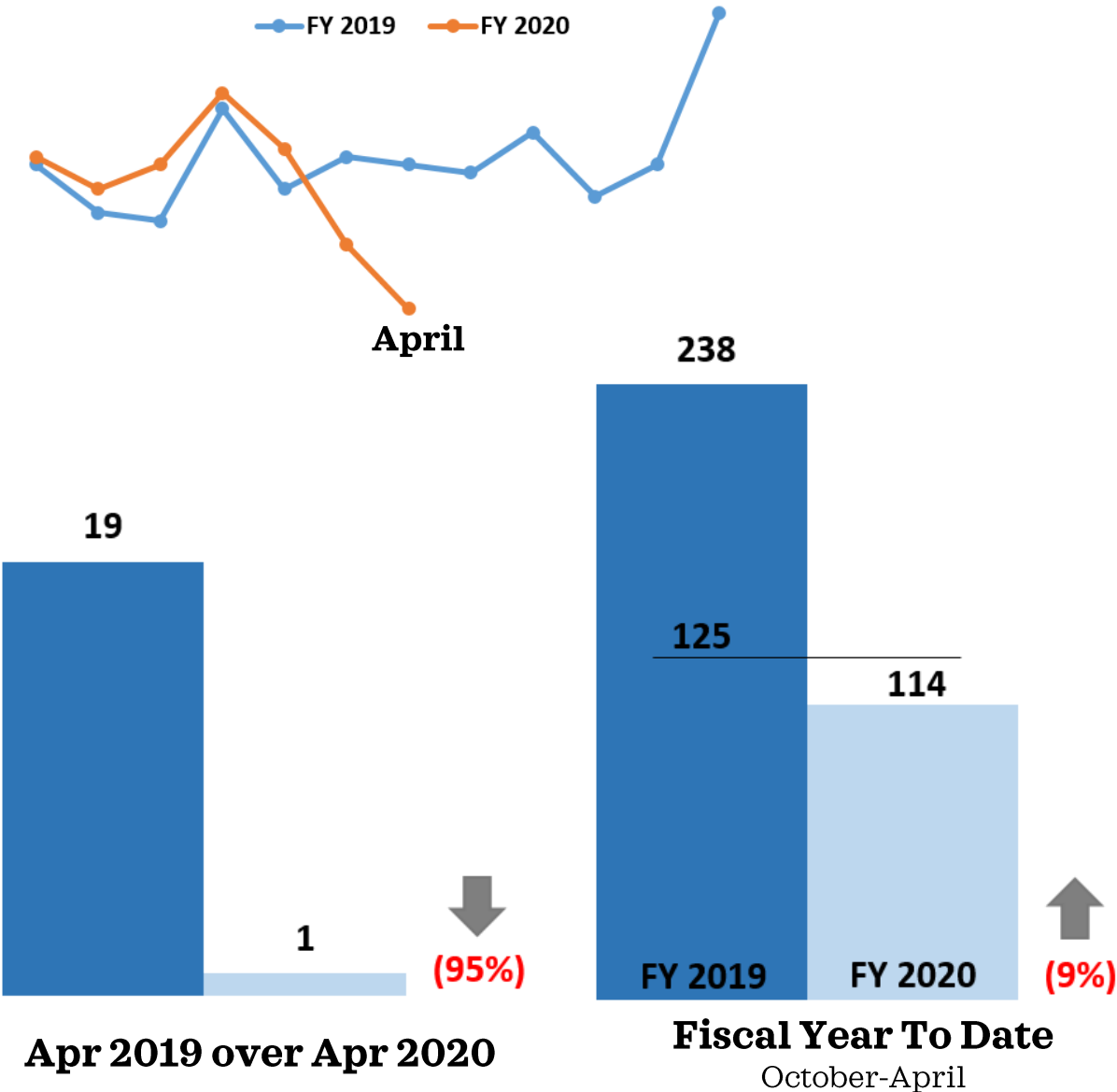


Room nights

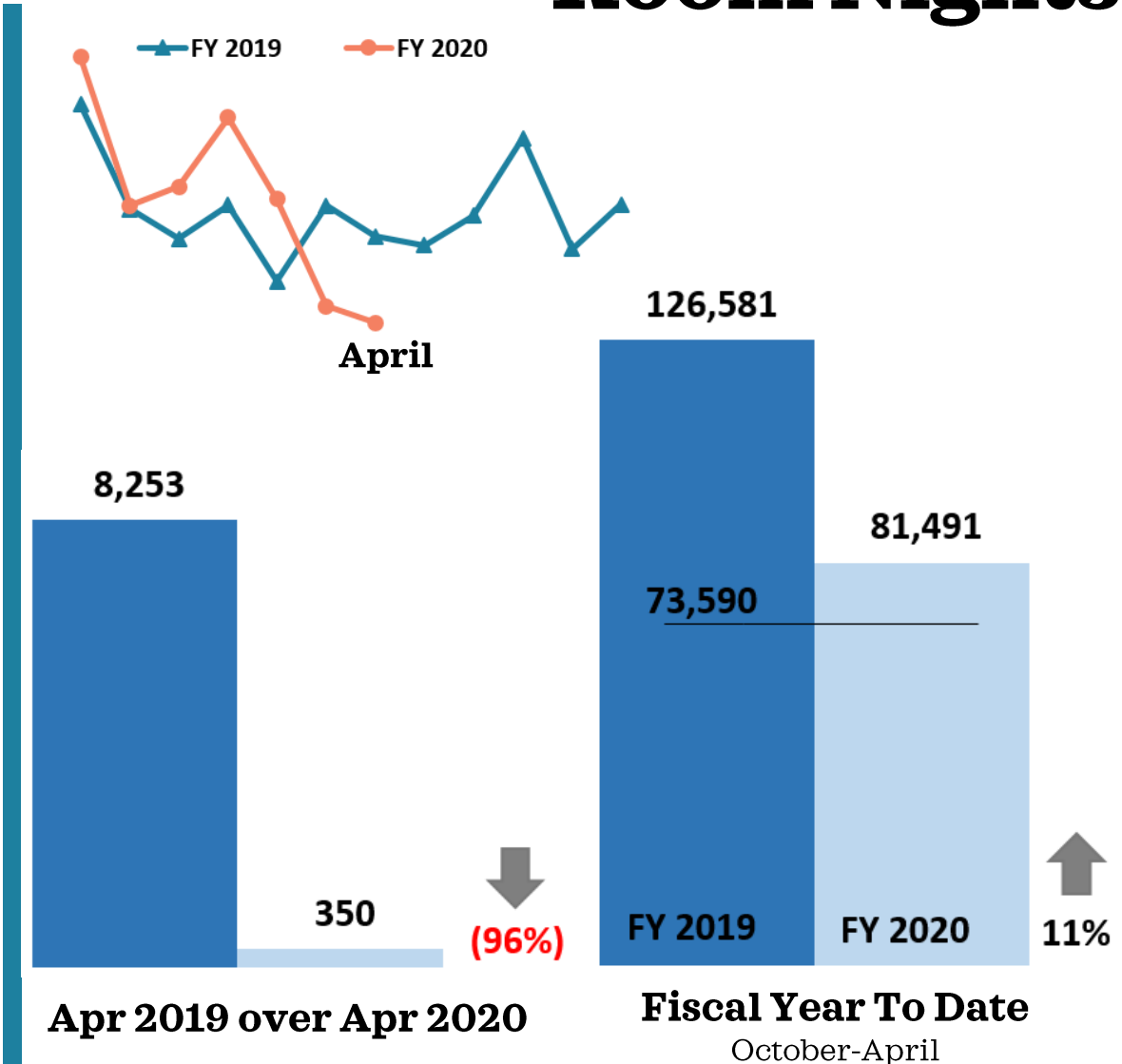


Source: Coastal Mississippi

Leads Issued - Meetings/Sports

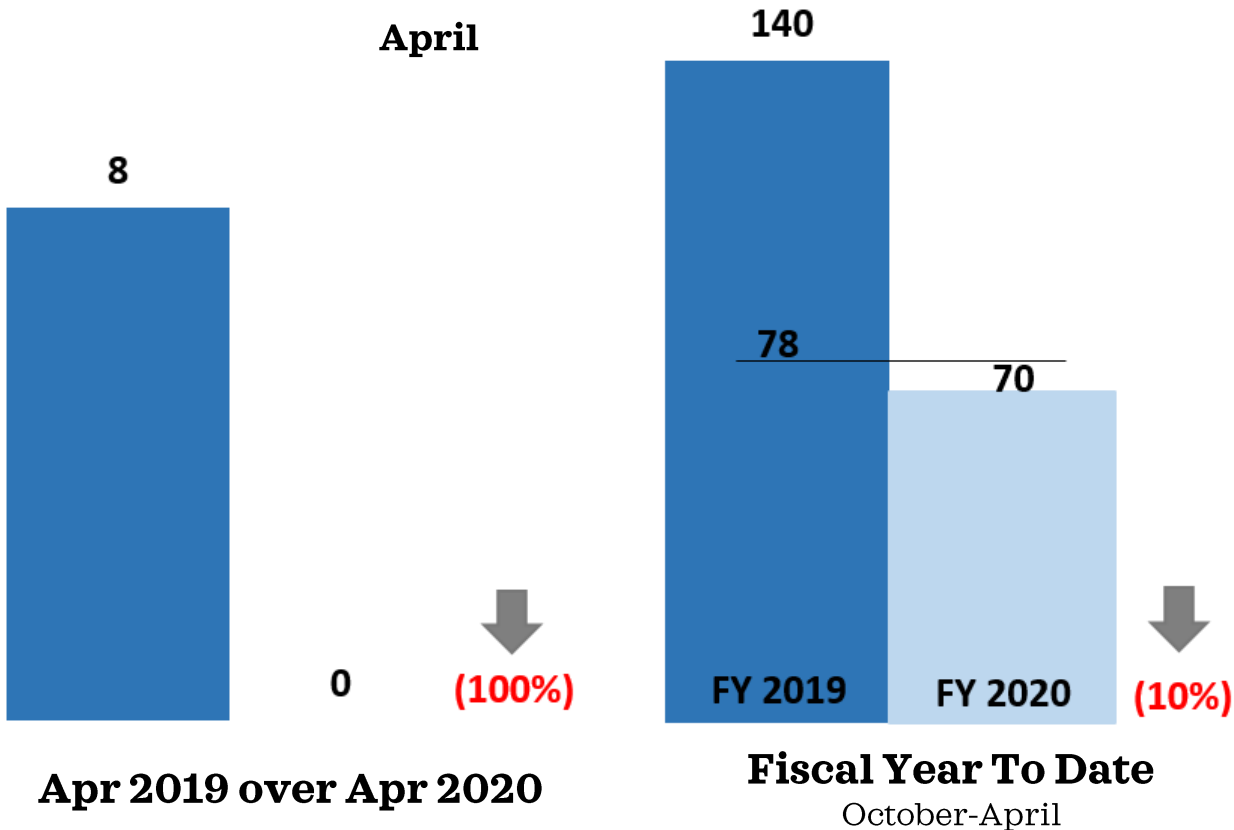
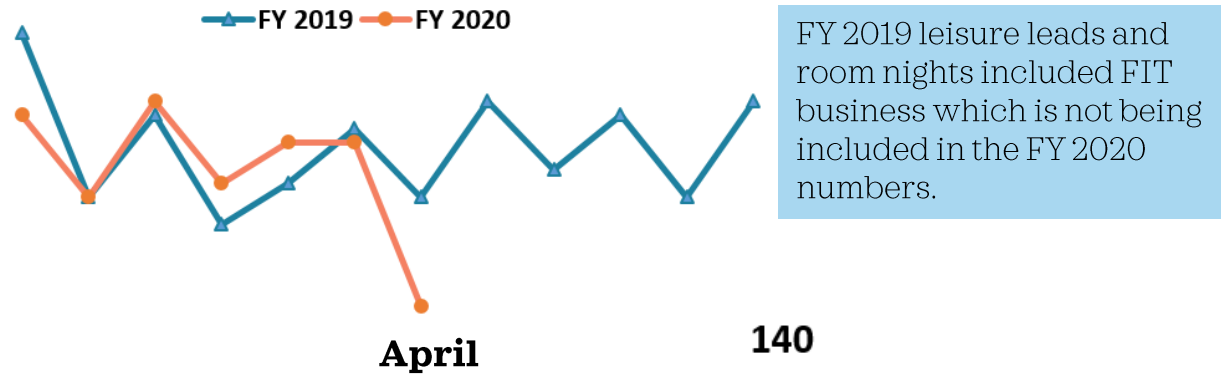


Potential Room Nights

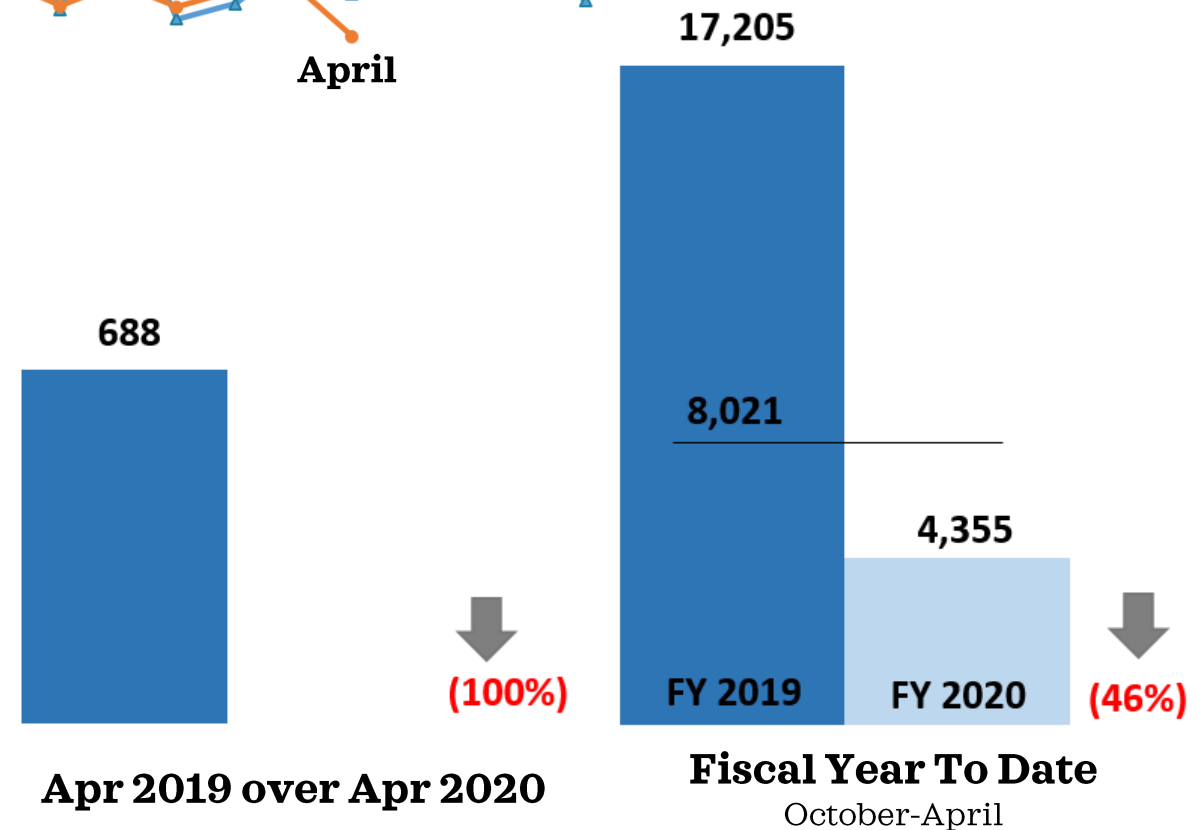
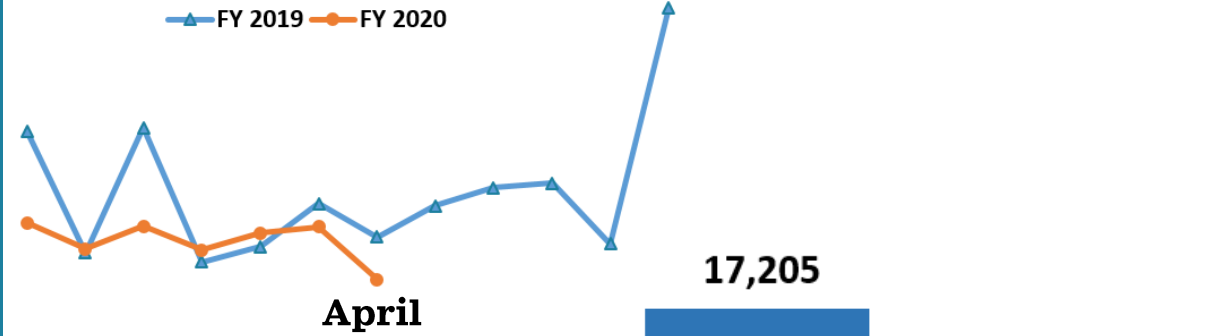


Source: Coastal Mississippi

Leads Issued - Leisure



Potential Room Nights



Leads Issued - All Sales



(96%)

Apr 2019 over Apr 2020



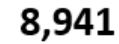
FY 2019

FY 2020

Fiscal Year To Date

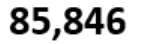
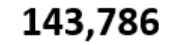
October-April

Potential Room Nights



(96%)

Apr 2019 over Apr 2020



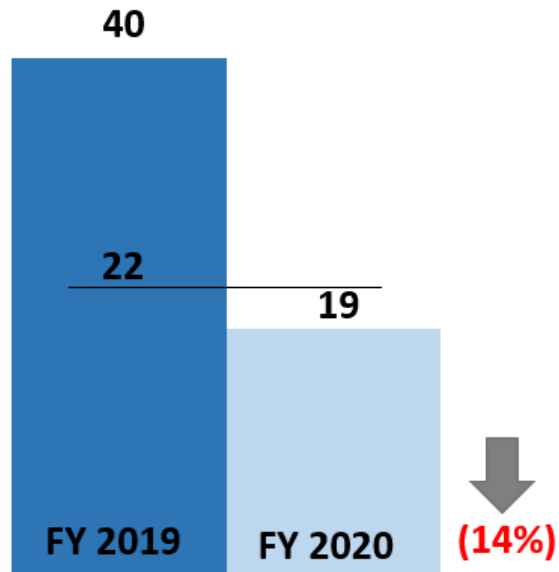
FY 2019

FY 2020

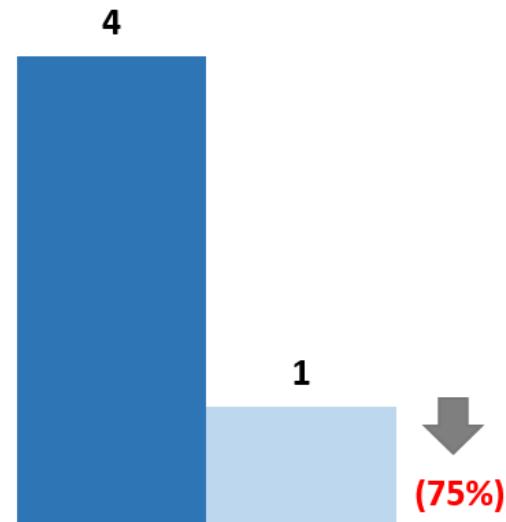
Fiscal Year To Date

October-April

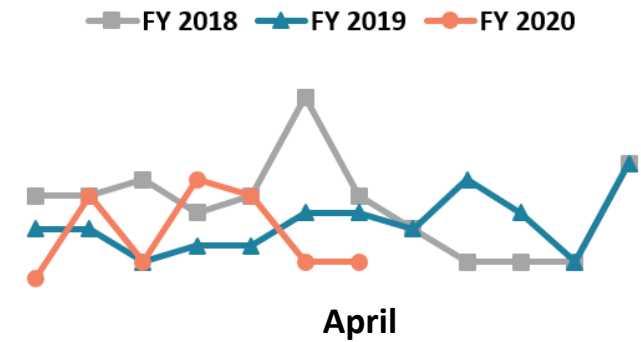
Convention Center Leads



Apr 2019 over Apr 2020



Fiscal Year To Date
October-April

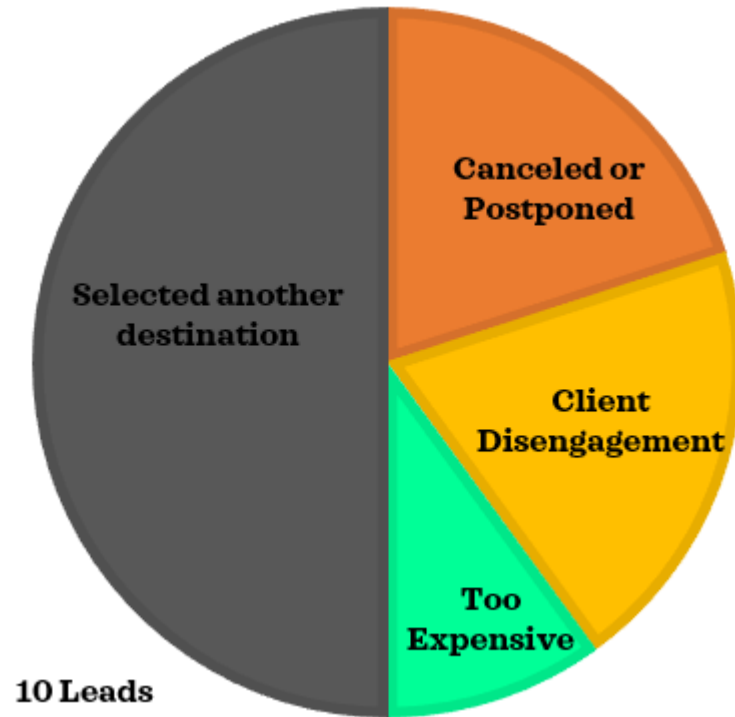


Lost Business

April 2019

Other Cities Selected:

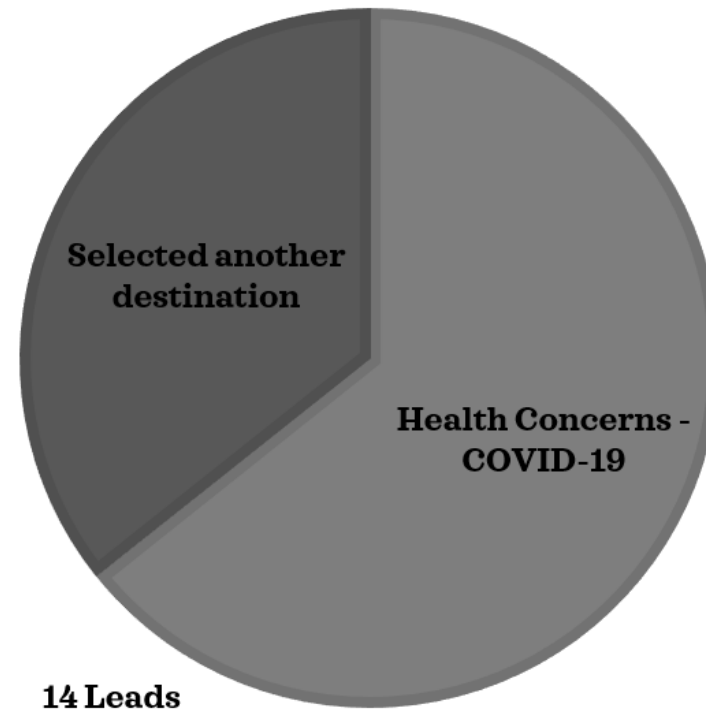
- Branson, MO
- Jackson, MS (2)
- San Antonio, TX
- Unnamed location



April 2020

Other Cities Selected:

- Natchez, MS
- St Louis, MO
- Not stated



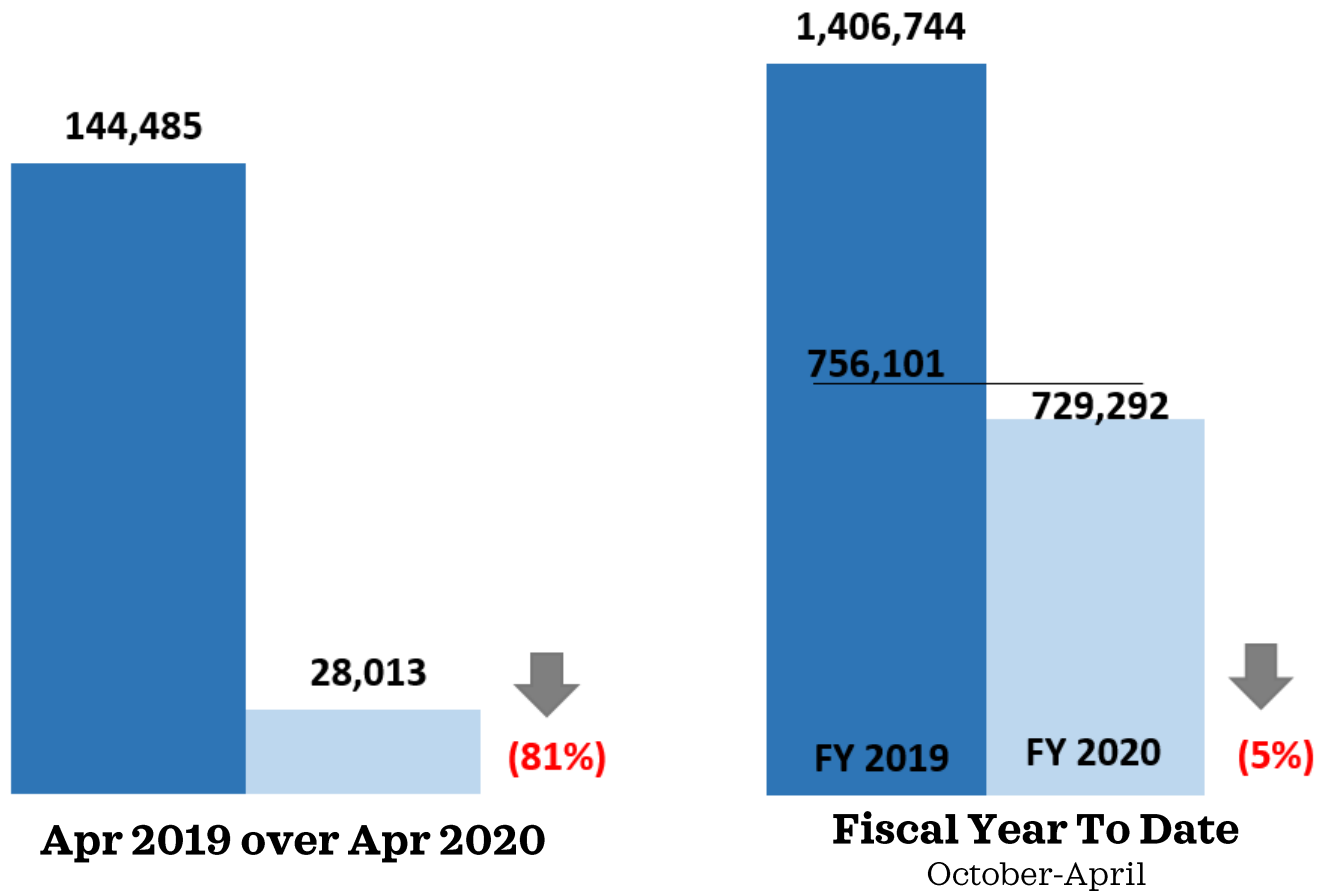
Pace Report



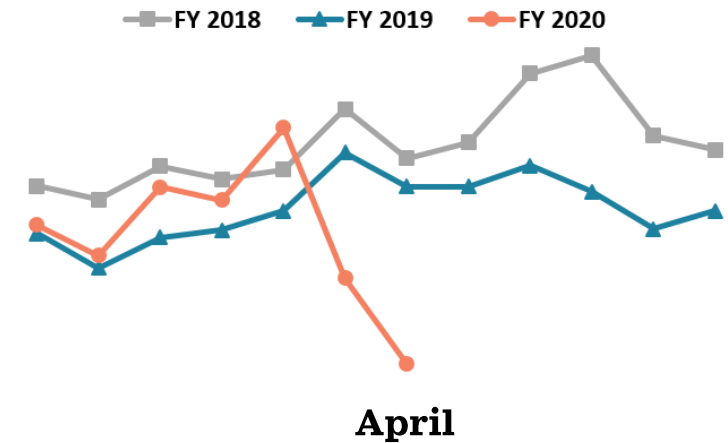
Pace Report - Pipeline



Google Analytics - Users



Traffic Analysis: Emergency pages created to carry COVID-19 updates did very well. Overall traffic decreased by 82% in April, compared to last year. All channels of traffic decreased year over year as COVID-19 restrictions continued to impact travel & leisure.



Site Engagement

A snapshot of actions taken by visitors to our site. Newsletter sign up allows us the opportunity to engage with users based on their interests.

FY 2020	Oct	Nov	Dec	Jan	Mar	Apr	Apr	May	Jun	Jul	Aug	Sep
Newsletter Signup	140	140	135	193	210	131	66					
Total Active Newsletter Recipients 19,621												
Request the Guide	226	192	204	563	478	209	225					
Digital Guide Viewed	267	291	340	472	573	251	43					

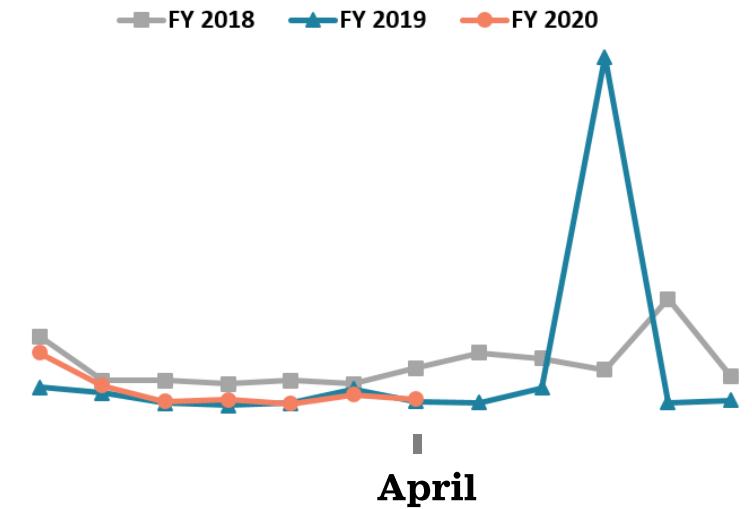
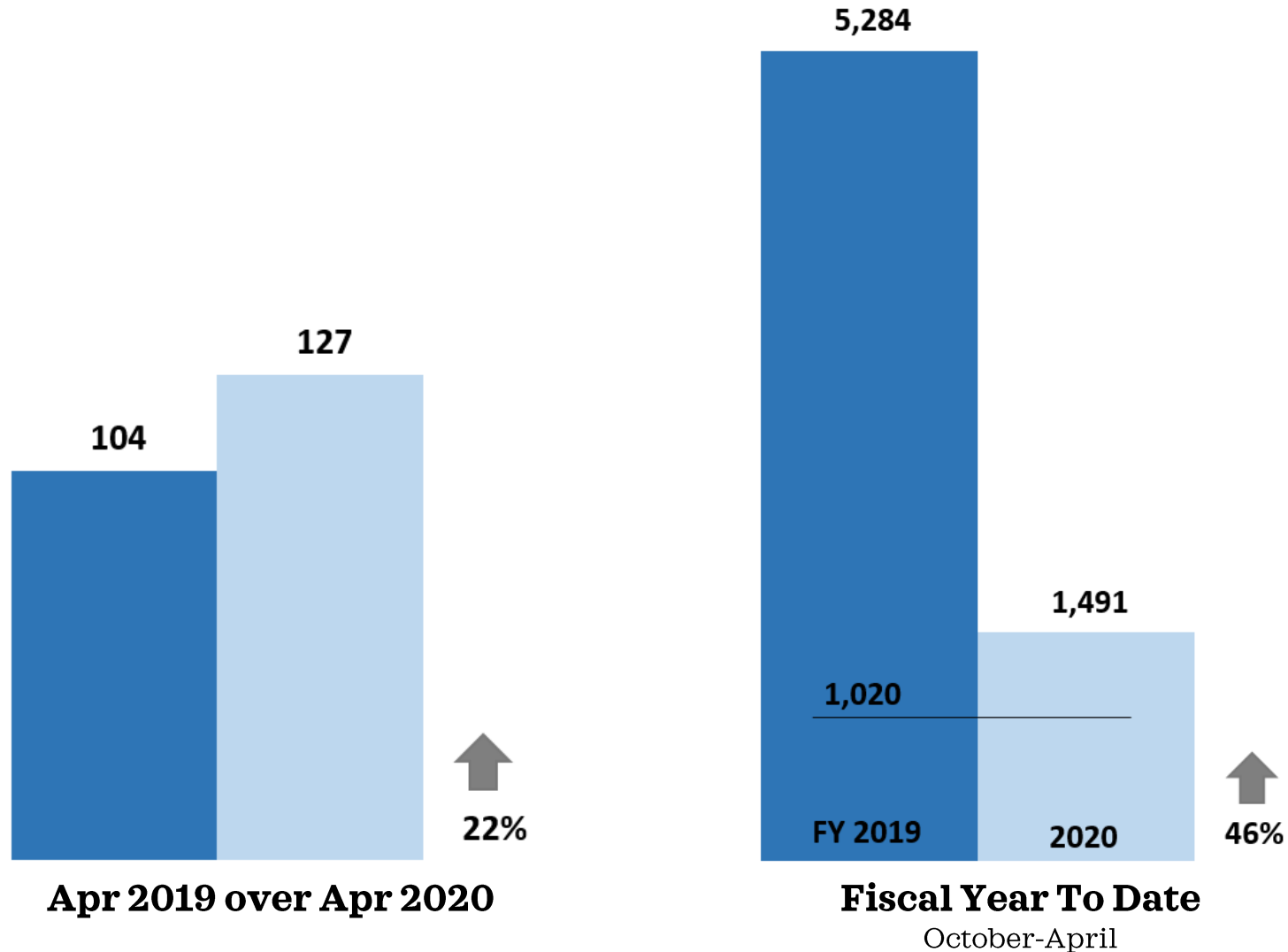
Action Taken

Total number of partner events and listings viewed by visitors on our site.

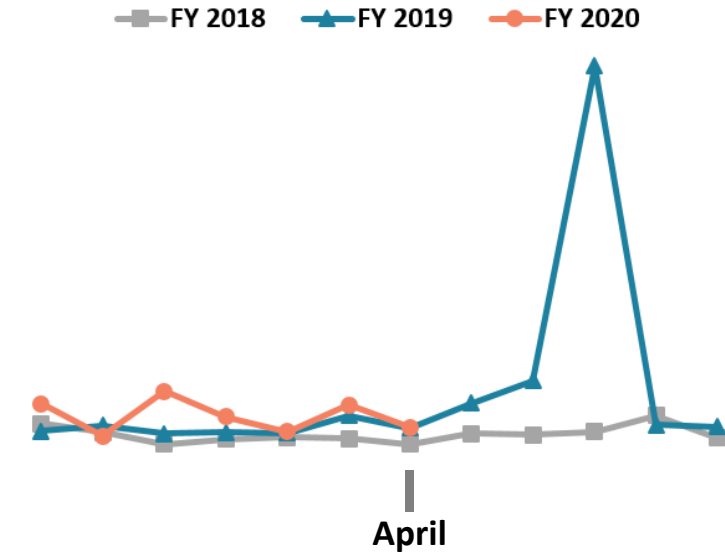
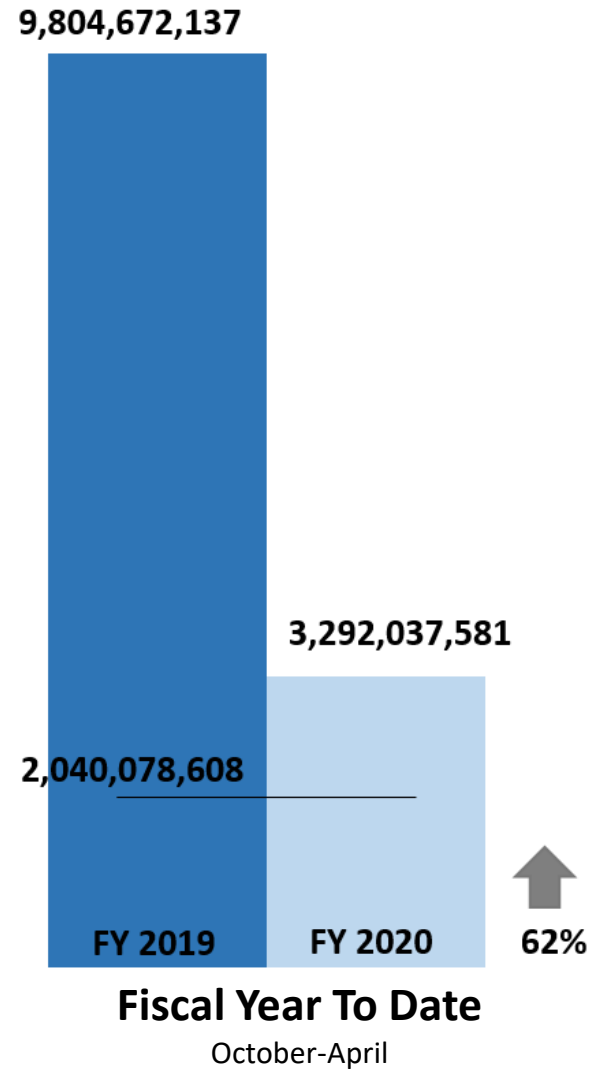
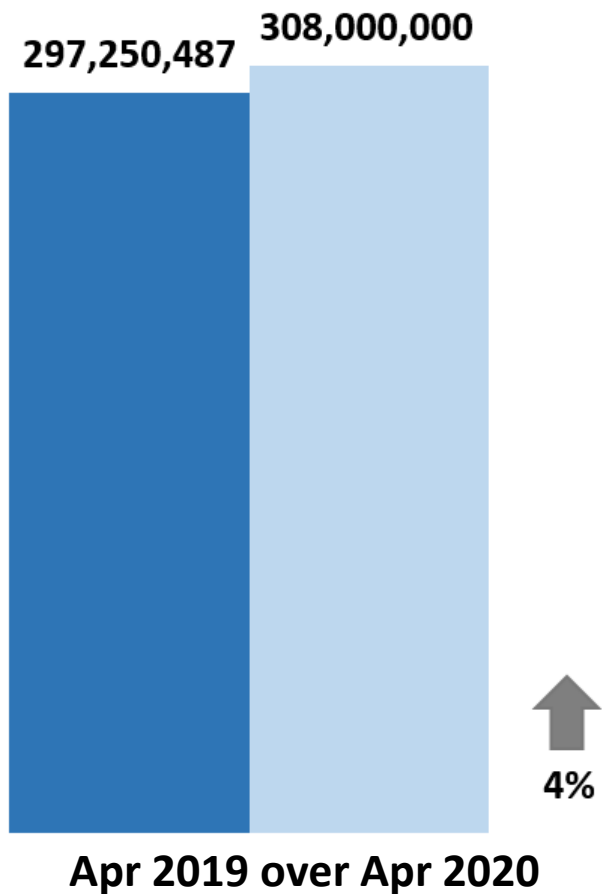
Website Referral – Referrals to partner websites from any of our pages.

Event Detail	12,074	13,261	22,531	13,490	17,303	6,141	572					
Listing Detail	9,730	7,633	7,926	12,639	13,739	8,831	2,786					
Website referral	19,886	16,651	23,700	21,985	38,625	14,639	4,022					

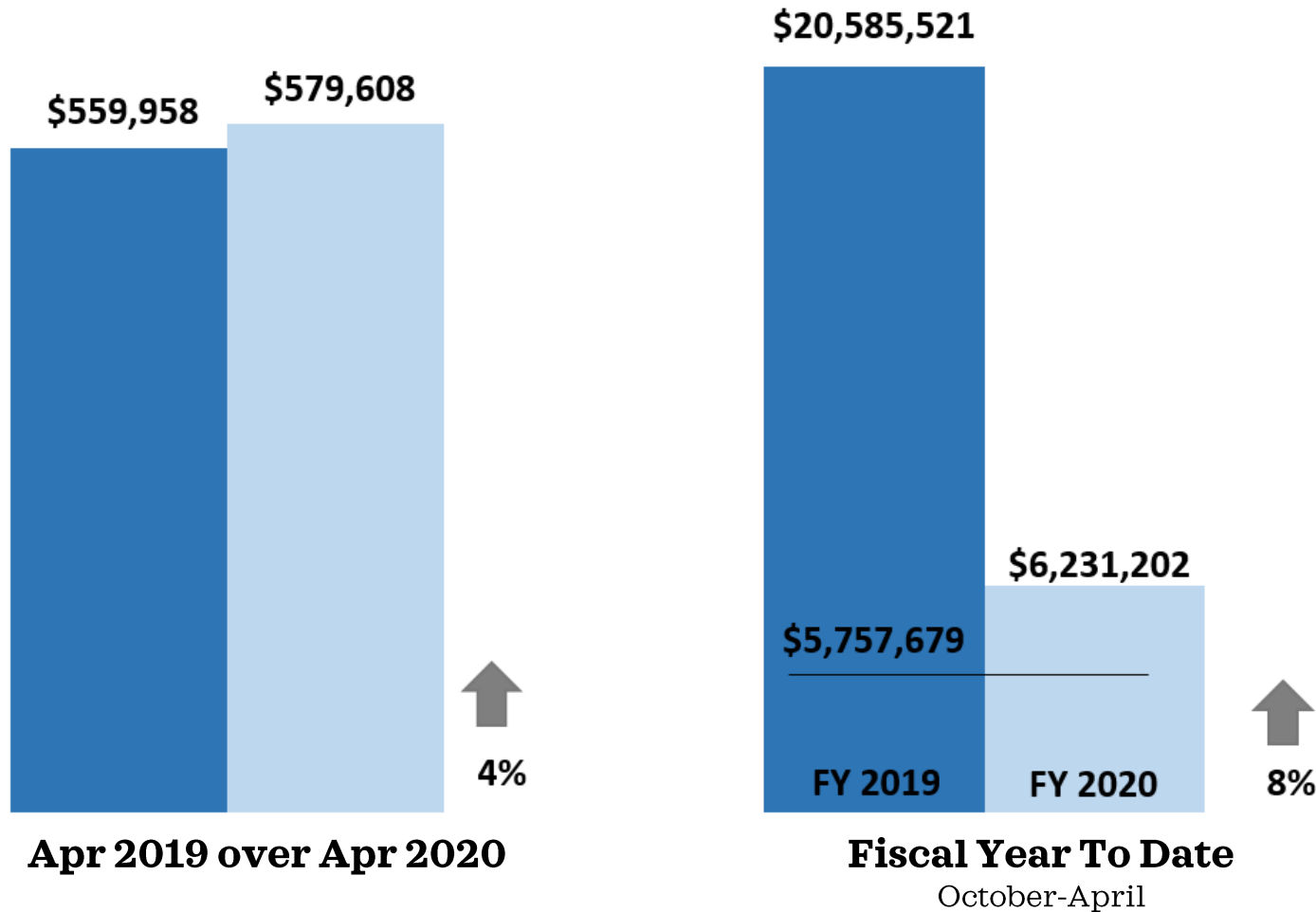
Number of Articles



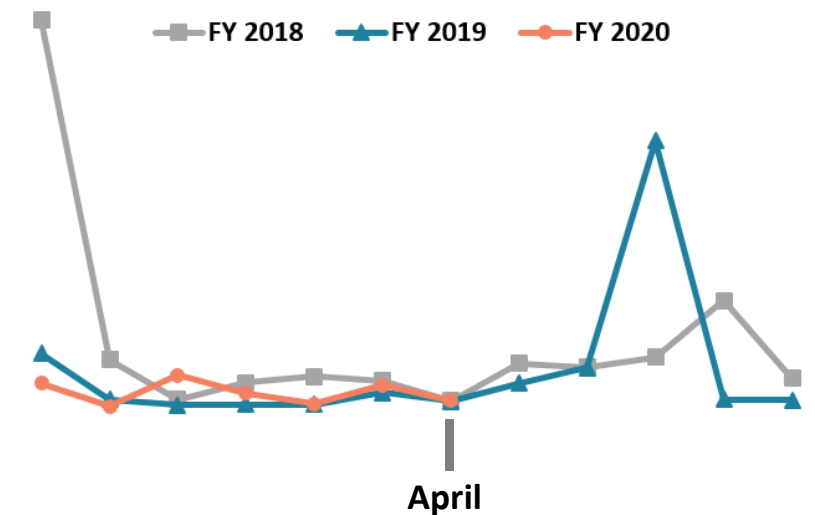
Impressions



Advertising Value Equivalency



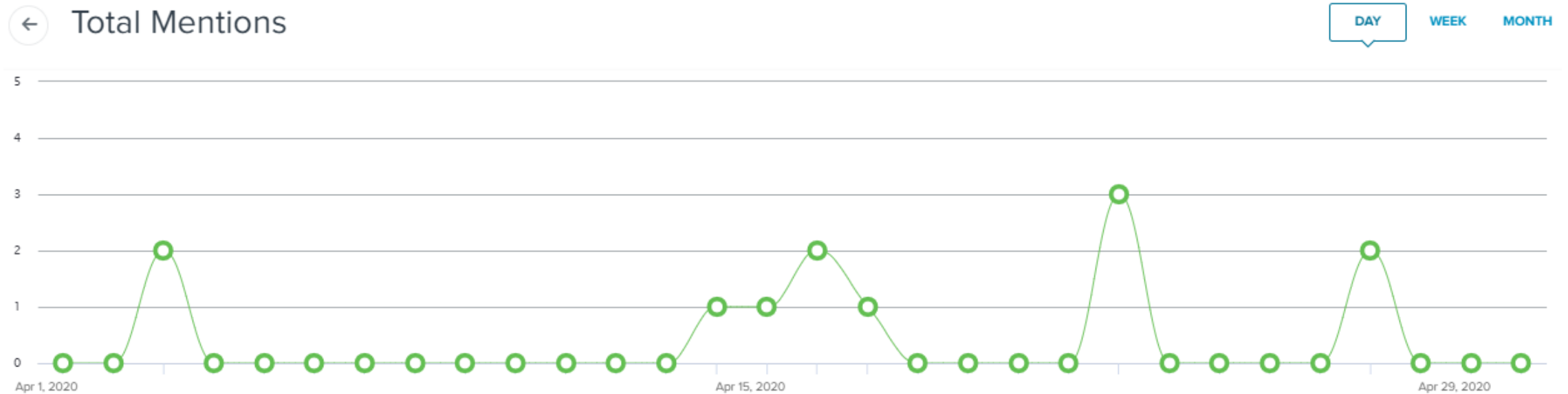
Declining AVE numbers related to changes in the monitoring platform. Industry standards are shifting away from AVE and towards methods that focus on measuring how coverage is relevant to the brand and its goals. This is an ongoing process and we are currently exploring multiple options for how we measure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



Earned Media

Content Drivers:

- COVID-19
- Virtual Tours
- BP Oil Crisis





When will the coast reopen to tourists?

When the shelter-in-place order is lifted and COVID-19 restrictions are eased, how does coast tourism open back up? Coastal Mississippi CEO Milton Segarra tells us what tourism leaders are thinking.



COVID-19 HITS TOURISM INDUSTRY HARD



Local Media Coverage - Assisted





Why America's Least-Visited States Deserve a Spot on Your Bucket List



When you can't talk about Buddy Guy anymore, there are also 26 miles of pristine water and white sand beaches here, without anywhere near the number of tourists or tacky T-shirt shops you'd find in Florida. And -- unlike other beach towns on the Gulf -- Biloxi and Gulfport have casinos. While you're there, hit the Beau Rivage for the best nightlife in the state, or head to the Walter Anderson Art Museum in nearby Ocean Springs.



StyleBlueprint

CONNECTING WOMEN TO THEIR COMMUNITY

Virtual Vacation: Travel to Coastal Mississippi

Tucked away between New Orleans, LA, and Mobile, AL, [Coastal Mississippi's](#) 62 miles of scenic coastline offer a little slice of Southern coastal heaven. Whether you crave beachfront relaxation, thrilling outdoor activities or world-class gaming, you'll find endless experiences here. Take a virtual tour of 'The Secret Coast' to see all it has to offer.

Take a Virtual Tour of Coastal Mississippi



Coastal Mississippi Assisted Media Coverage





Fun Ways to Revisit The Coast While Home During the Pandemic

The charm of Coastal Mississippi is an easy, subtle, one that washes over you gently when you visit. As soon as you leave, you'll want to **revisit the coast**. Believe me, I know.

Missing Coastal Mississippi Right Now?

Of course, you and I both know that if you have ever been to Coastal Mississippi, you probably can't wait to return. But, right now, that's not so simple, is it? Currently, we are all doing our best here right now to follow the protocols and be safe during the pandemic. In fact, it's the only option and the best weapon we have against the virus.

Late last year, I was able to visit Coastal Mississippi for the first time on a 12-day **girl's Gulf Coast getaway**. That was quite an amazing adventure. We arrived in Mississippi from Louisiana. It was our third destination and my first time ever in Mississippi. After a scrumptious southern lunch, we walked a bit of the Biloxi coastline and were stupefied by some of the most incredible sunsets we'd ever seen.



Escape the House with these Beach Webcams from Around the World



Who knew staying home would be so hard? As the weather warms up, I am longing to dig my toes in the sand, take a long stroll along the water's edge, and listen to the pounding of the waves that quiets my soul. With

beaches closed, that isn't an option. But that doesn't mean that I can't get my beach fix through live beach webcams.

Biloxi, Mississippi

Be transported to coastal Mississippi with views from the top of the 200-year-old [Biloxi Lighthouse](#), a symbol of the region's resilience. The [Biloxi Lighthouse live stream](#), also used as a traffic cam, overlooks part of the longest man-made beach in the nation and the Mississippi Sound. As this live stream camera faces west, it captures some of Coastal Mississippi's famously stunning sunsets.

Coastal Mississippi Assisted Media Coverage

24 Destinations You Can Visit (Virtually) Right Now



Coastal Mississippi

The [Mississippi Gulf Coast](#) is known for its beaches, charming towns, and casinos. Until you can see for yourself, Google Street View provides the opportunity to explore the region's landmarks with 360-degree maps. They include [Gulf Islands National Seashore](#) in Ocean Springs, the [Pascagoula River Audubon Center](#) in Moss Point, and inside the [Biloxi Lighthouse](#) in Biloxi.

just SHORT OF crazy

TAKE A VIRTUAL WEEKEND GETAWAYS – 100+ LIVE
WEBCAMS FROM AROUND THE WORLD



One of my favorite places to visit.

CONTINUE READING

Social Media Metrics



Monthly
Increase

44
Flat

22
Flat

1
Flat

294
3%

377
Flat

213
5%

951
Flat

April
2019

148,947
Facebook
(Total Likes)

15,826
Twitter
(Total Followers)

1,040
Pinterest
(Total Followers)

11,870
Instagram
(Total Followers)


1,643,137
YouTube
(Lifetime Followers)

4,777
LinkedIn
Total Followers

1,825,597
Total

Coastal Mississippi was live — in Pass Christian, Mississippi. Published by Patrick Clay 171 · April 20 at 6:51 PM · 🌐

End your day the Coastal Mississippi way. 🌅 #MSCoastLife



Watch together with friends or with a group Start

81,776 People Reached 9,807 Engagements Boost Post

👍❤️ 1.1K 170 Comments 439 Shares 29K Views

Coastal Mississippi @SeeCoastalMS · Apr 17
 "If you were stranded on island..." - Coastal Mississippi style! 🌴

Where would YOU spend your quarantine? Let us know and tag a friend! #MSCoastLife

CHOOSE YOUR *Coastal Mississippi*
Quarantine Island

Cat Island Robin Roberts Edward Barq Devin Booker Bozo's Seafood Scarlet Pearl Casino Resort	Ship Island Jimmy Buffet Jesmyn Ward Tony Sipp Mockingbird Cafe Beau Rivage Resort & Casino
Deer Island Fred Haise Peter Anderson	Horn Island George E. Ohr Brett Favre

coastal
 MISSISSIPPI
The Secret Coast

12 4 22

Coastal Mississippi
 4,777 followers
 3w · 🌐

Sometimes, a little hope goes a long way.

#MSCoastLife | Beau Rivage Resort & Casino



👍❤️🌐 501 · 1 Comment

👍 Like 💬 Comment

Most Relevant ▼

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Liked by fredlsalinas and 784 others

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 #MSCoastLife

[View all 10 comments](#)

April 8

SOCIAL MEDIA

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