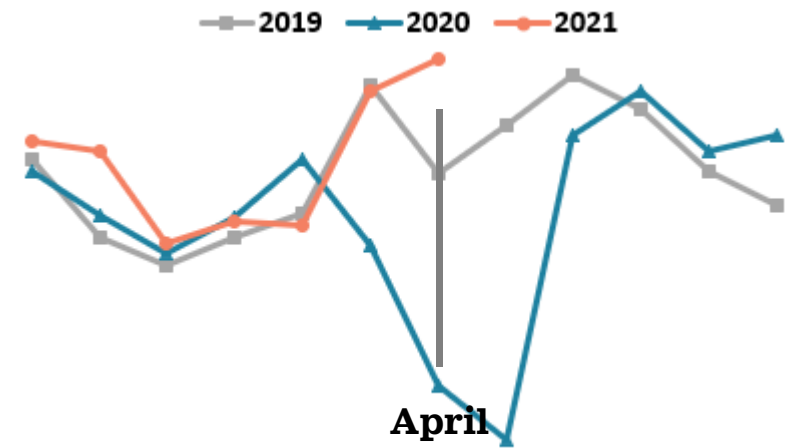
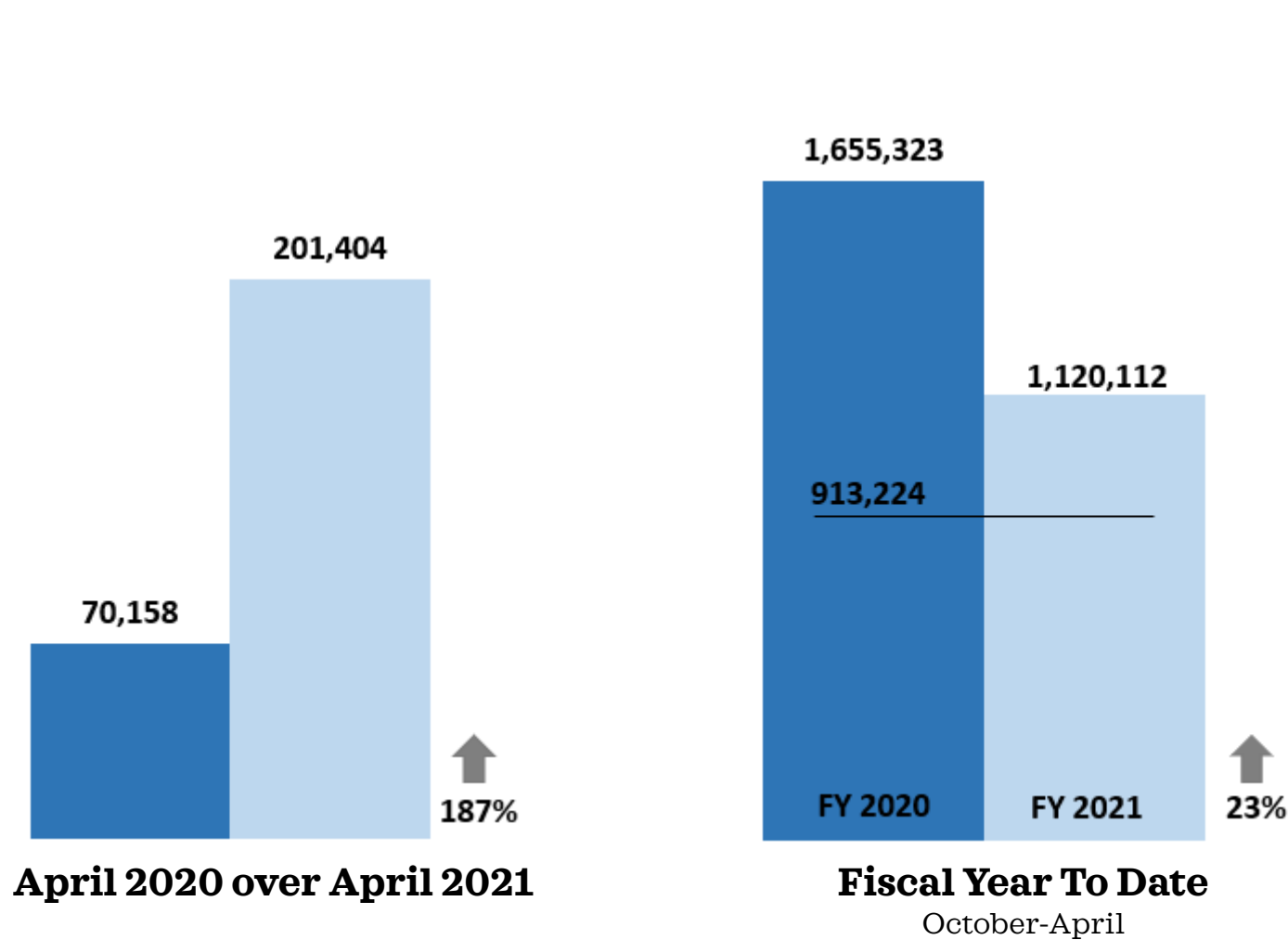


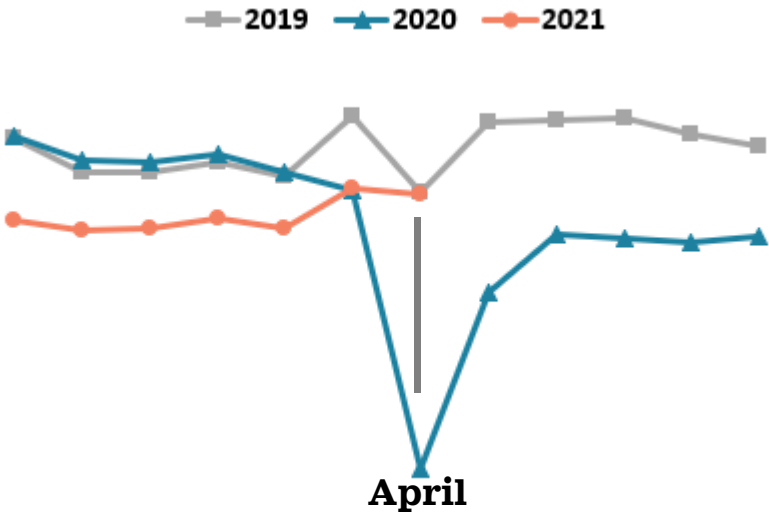
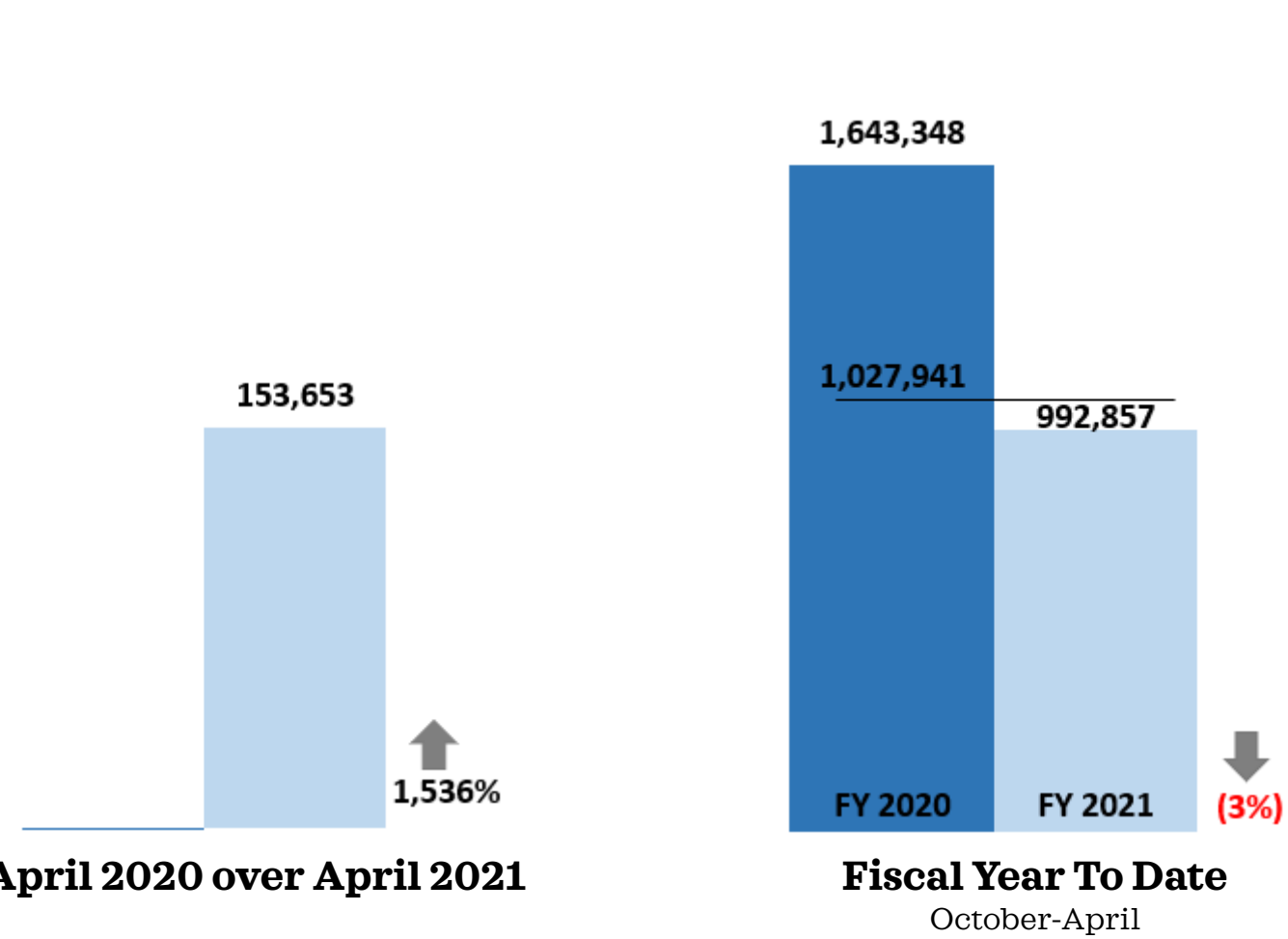
coastal MISSISSIPPI *— The Secret Coast —*

- Key Performance indicators
- April 2021

Non-Casino Rooms Sold

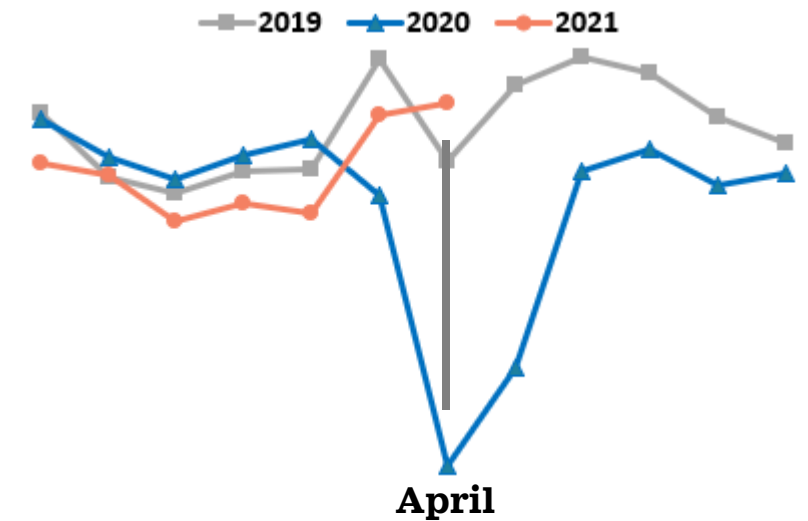
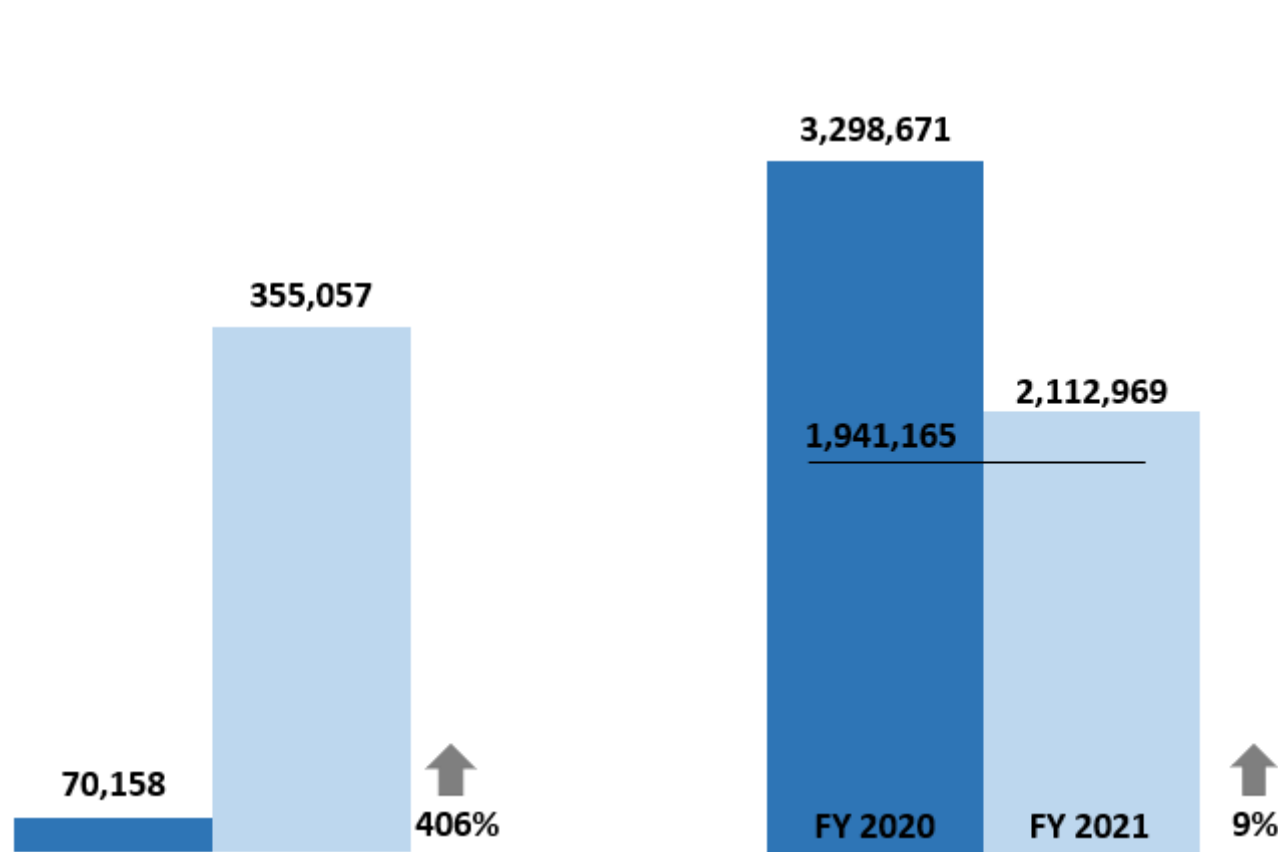


Casino Rooms Occupied



Source: STR

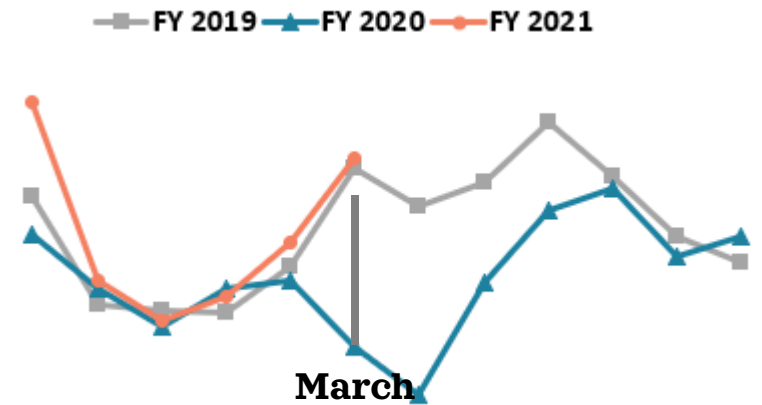
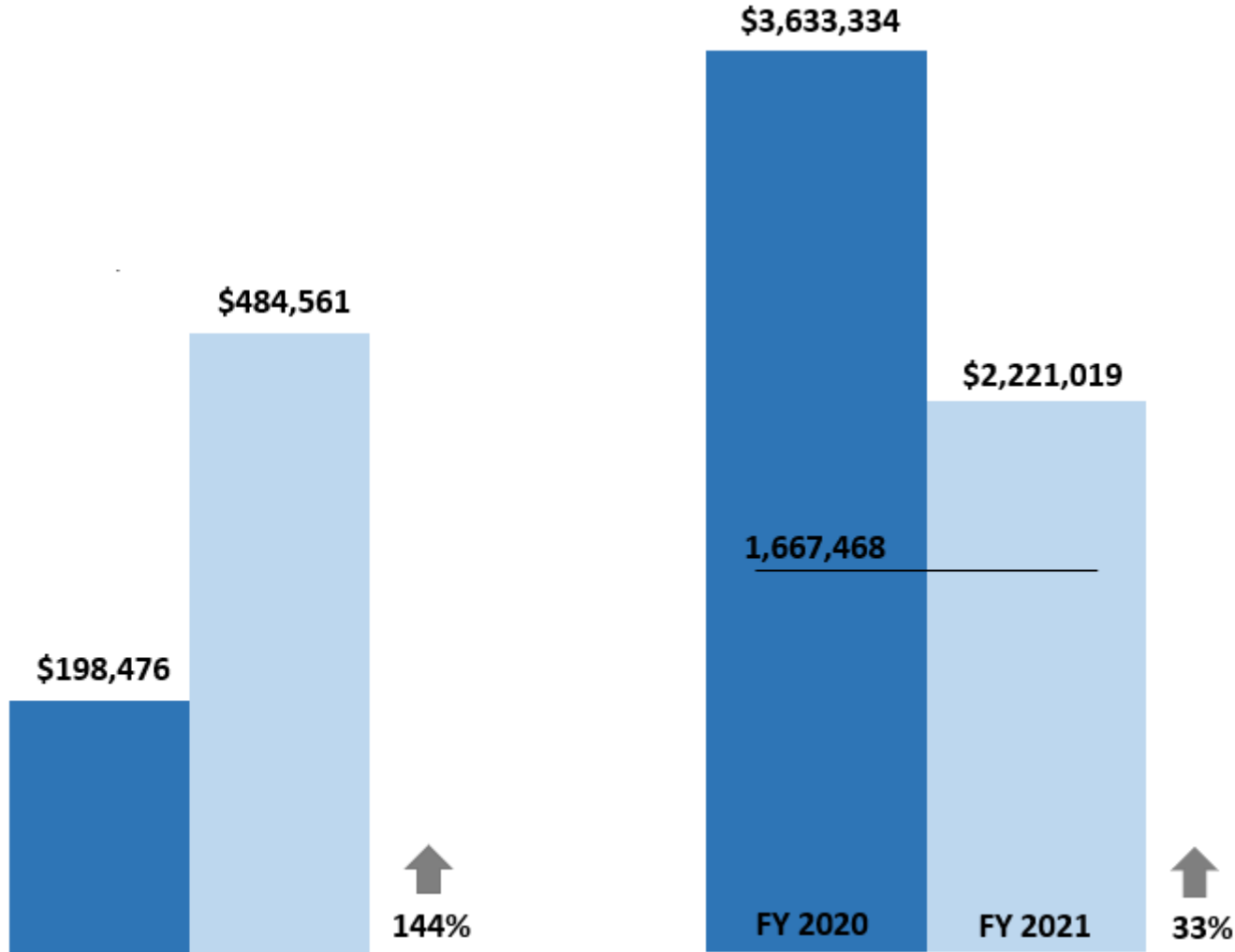
All Rooms Sold/Occupied



April 2020 over April 2021

Fiscal Year To Date
October - April

Occupancy Tax Receipts

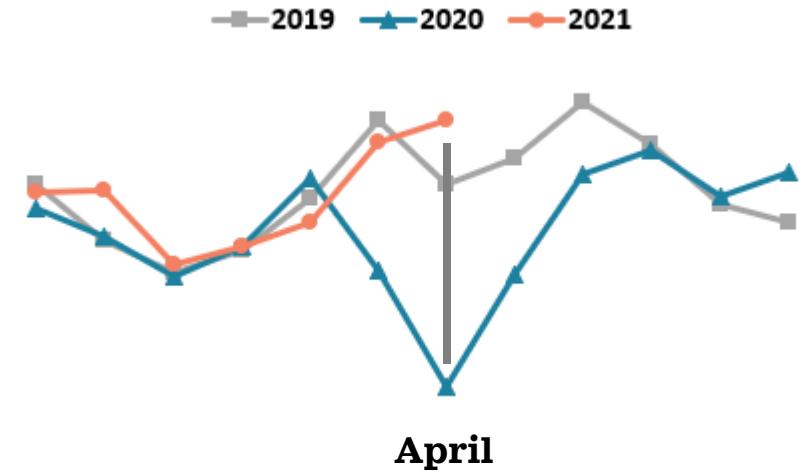
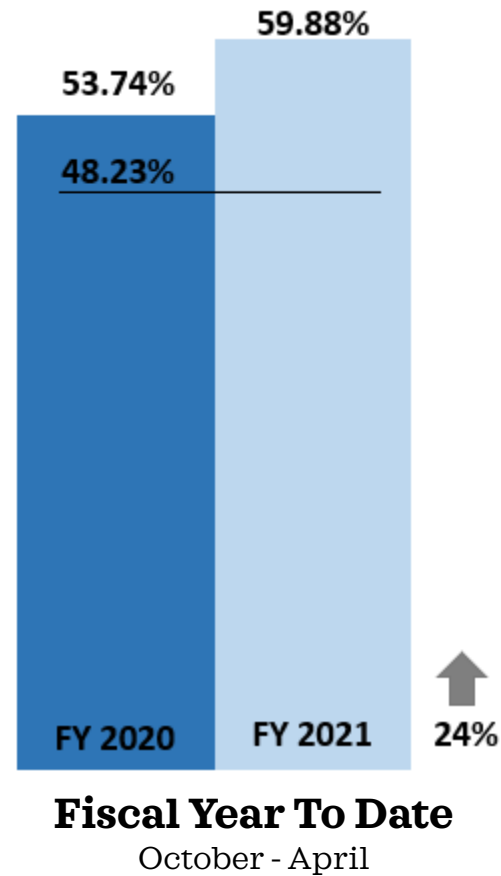
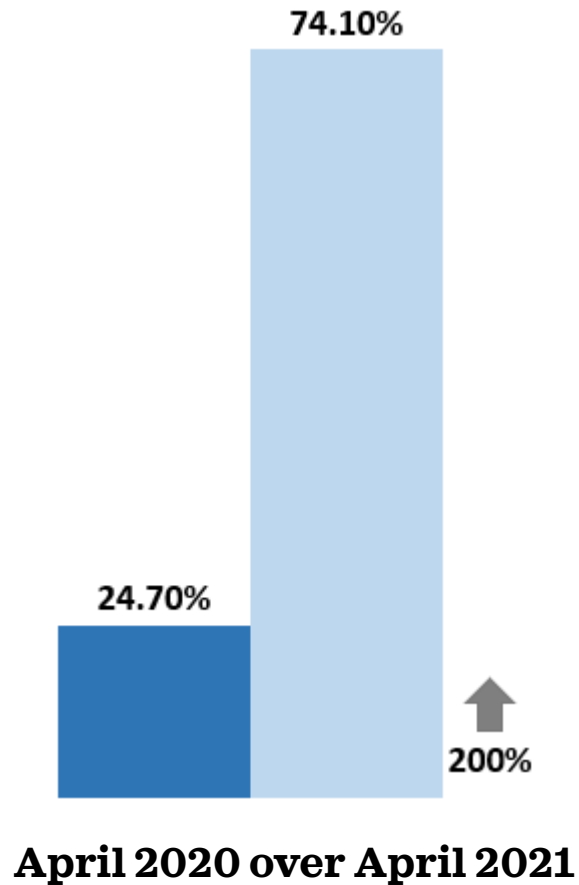


March 2020 over March 2021

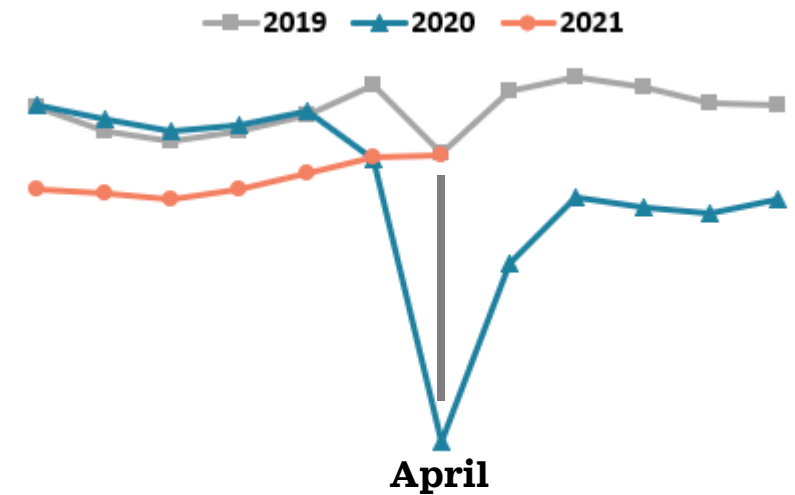
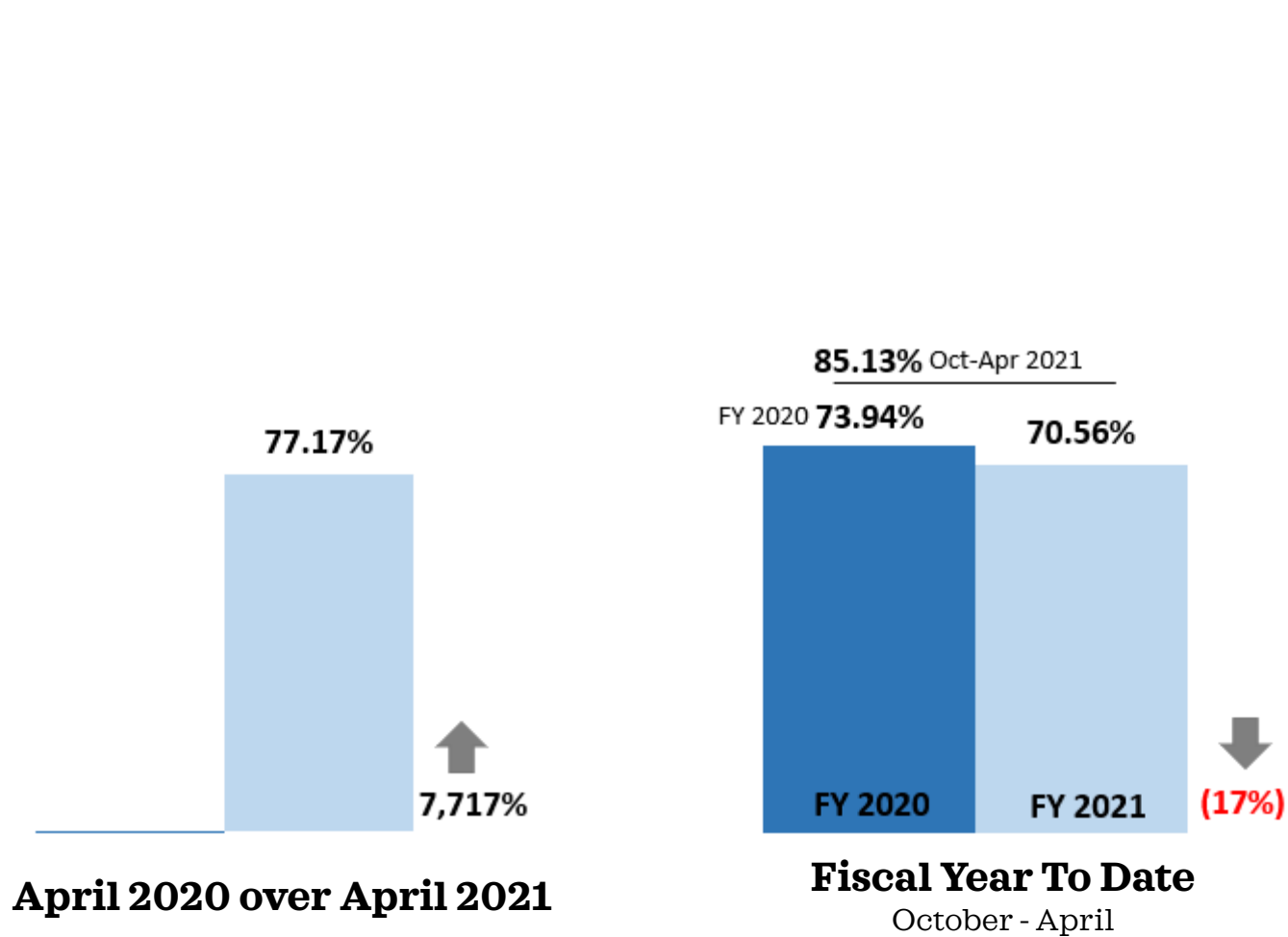
Fiscal Year To Date

October-March

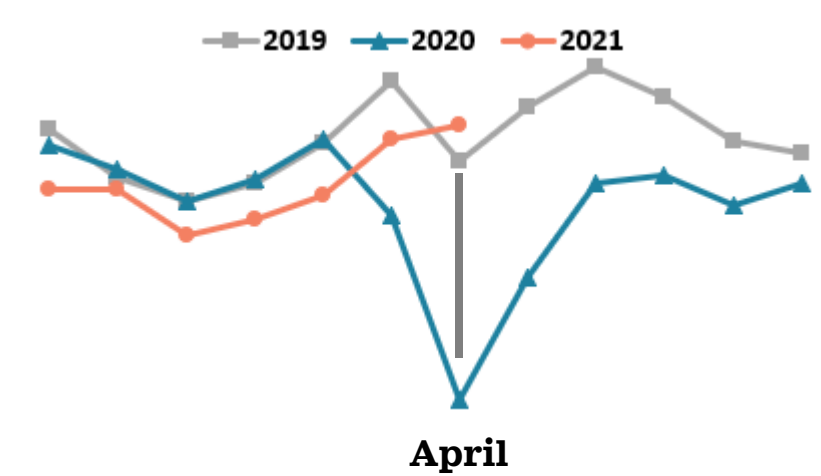
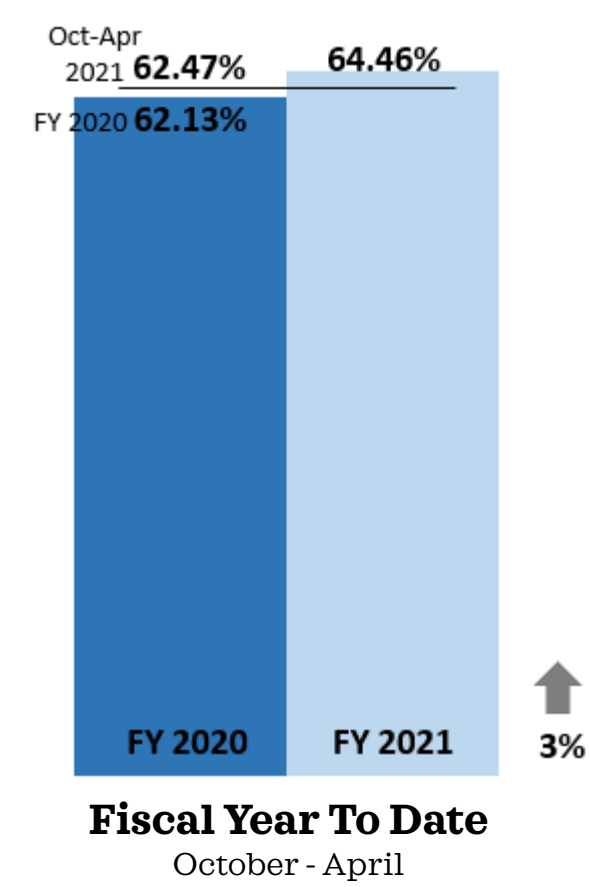
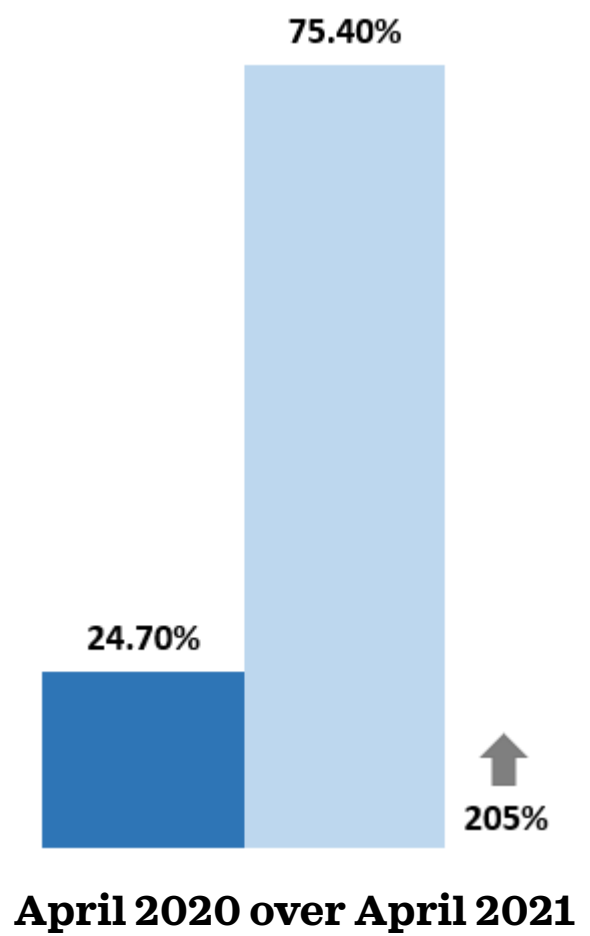
Non-Casino Occupancy



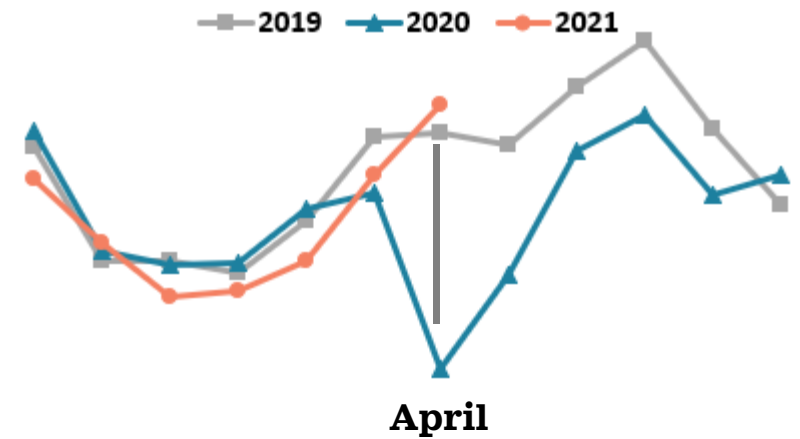
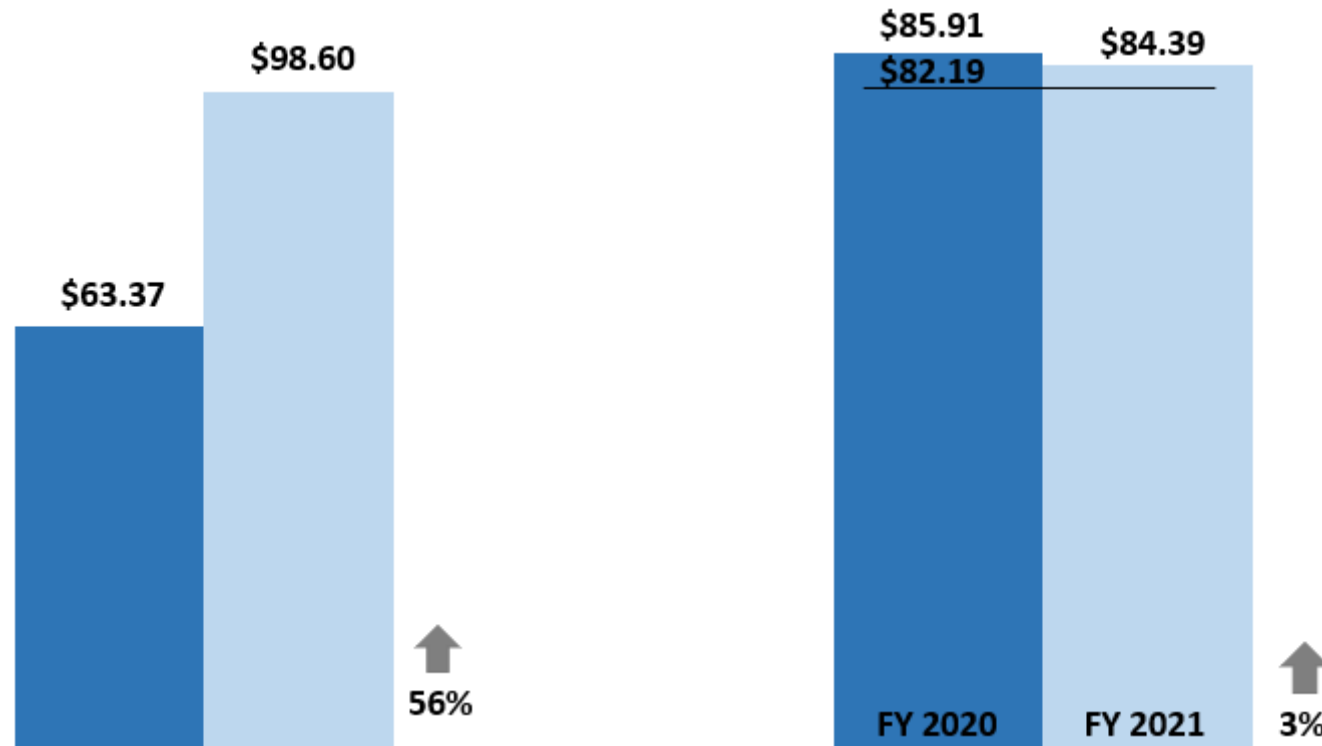
Casino Occupancy



All Occupancy



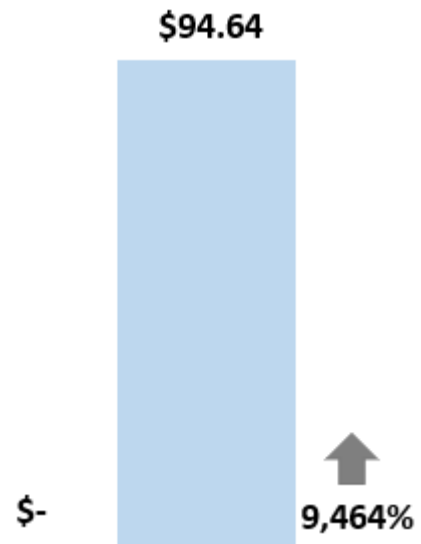
Non-Casino ADR



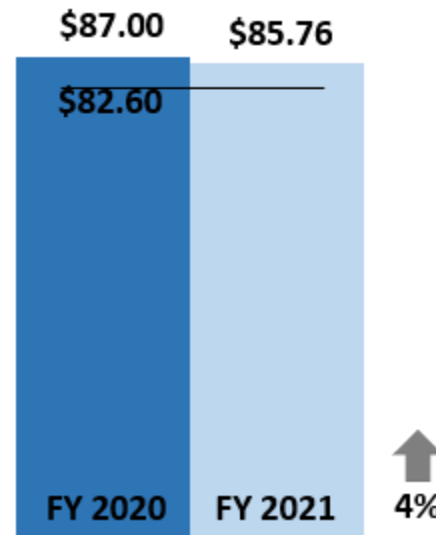
April 2020 over April 2021

Fiscal Year To Date
October - April

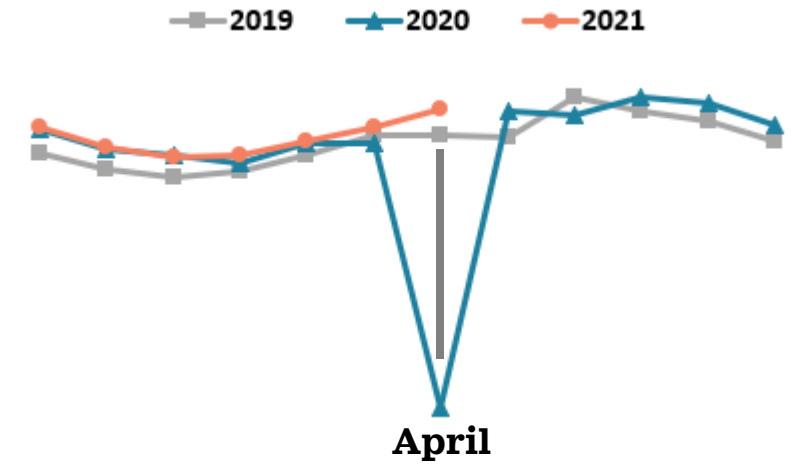
Casino ADR



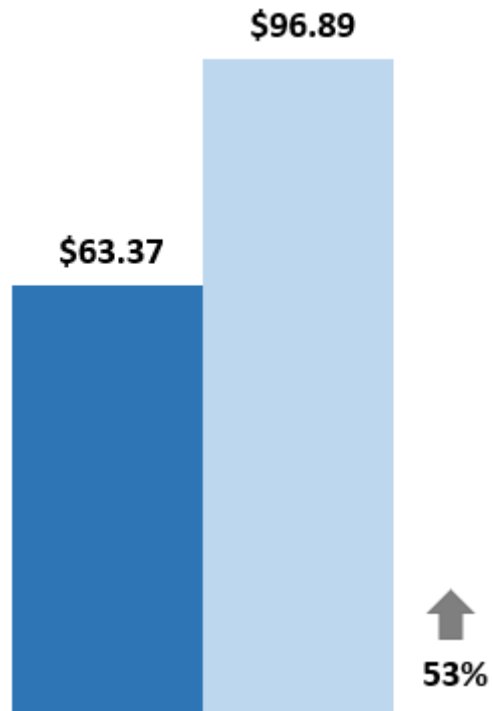
April 2020 over April 2021



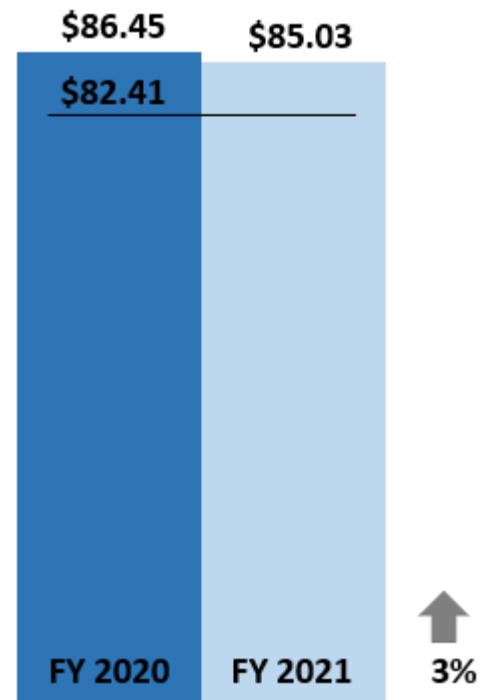
Fiscal Year To Date
October - April



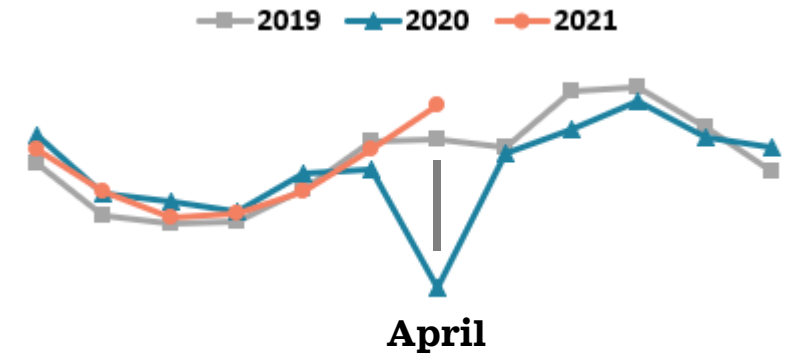
All ADR



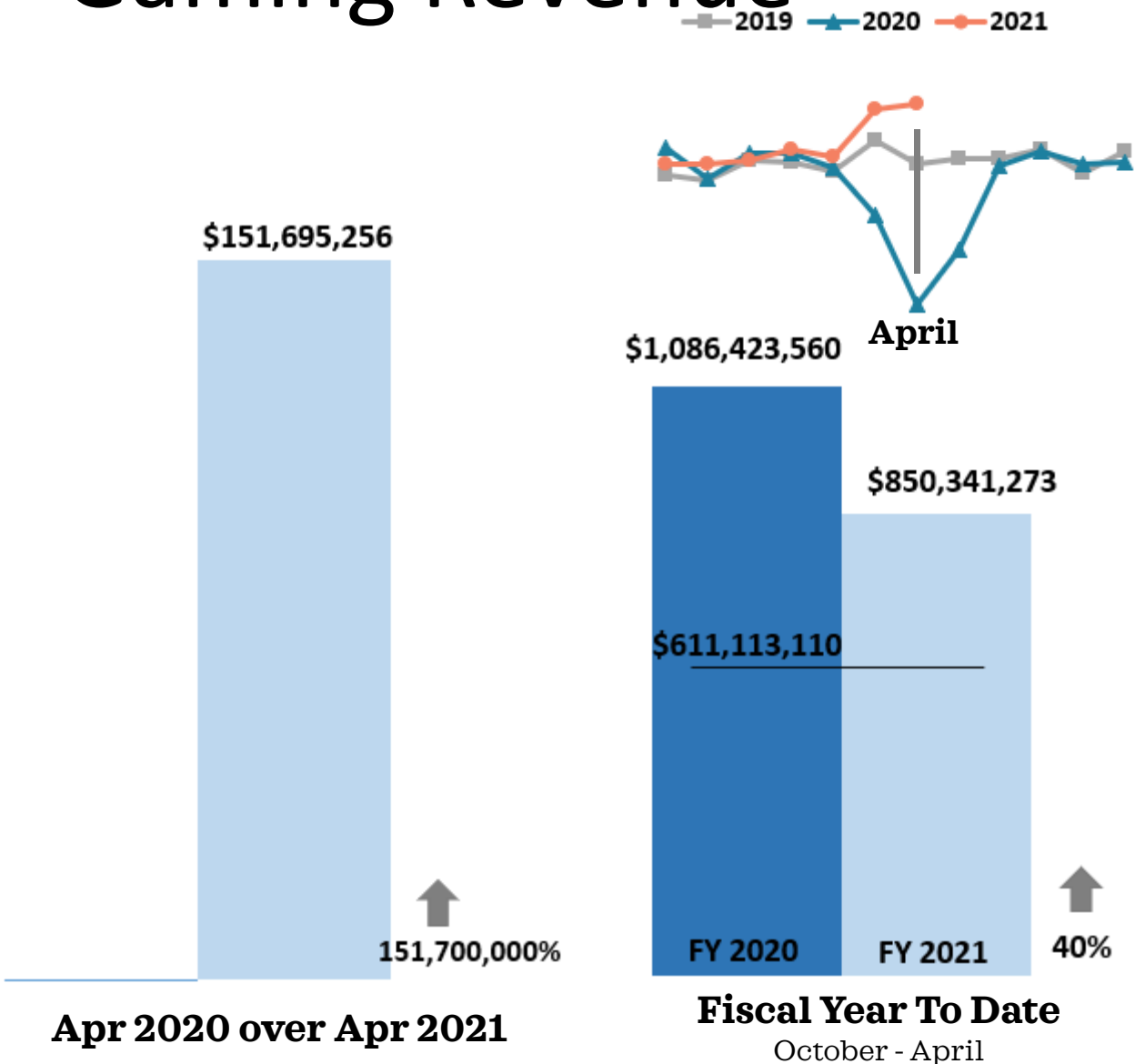
April 2020 over April 2021



Fiscal Year To Date
October - April

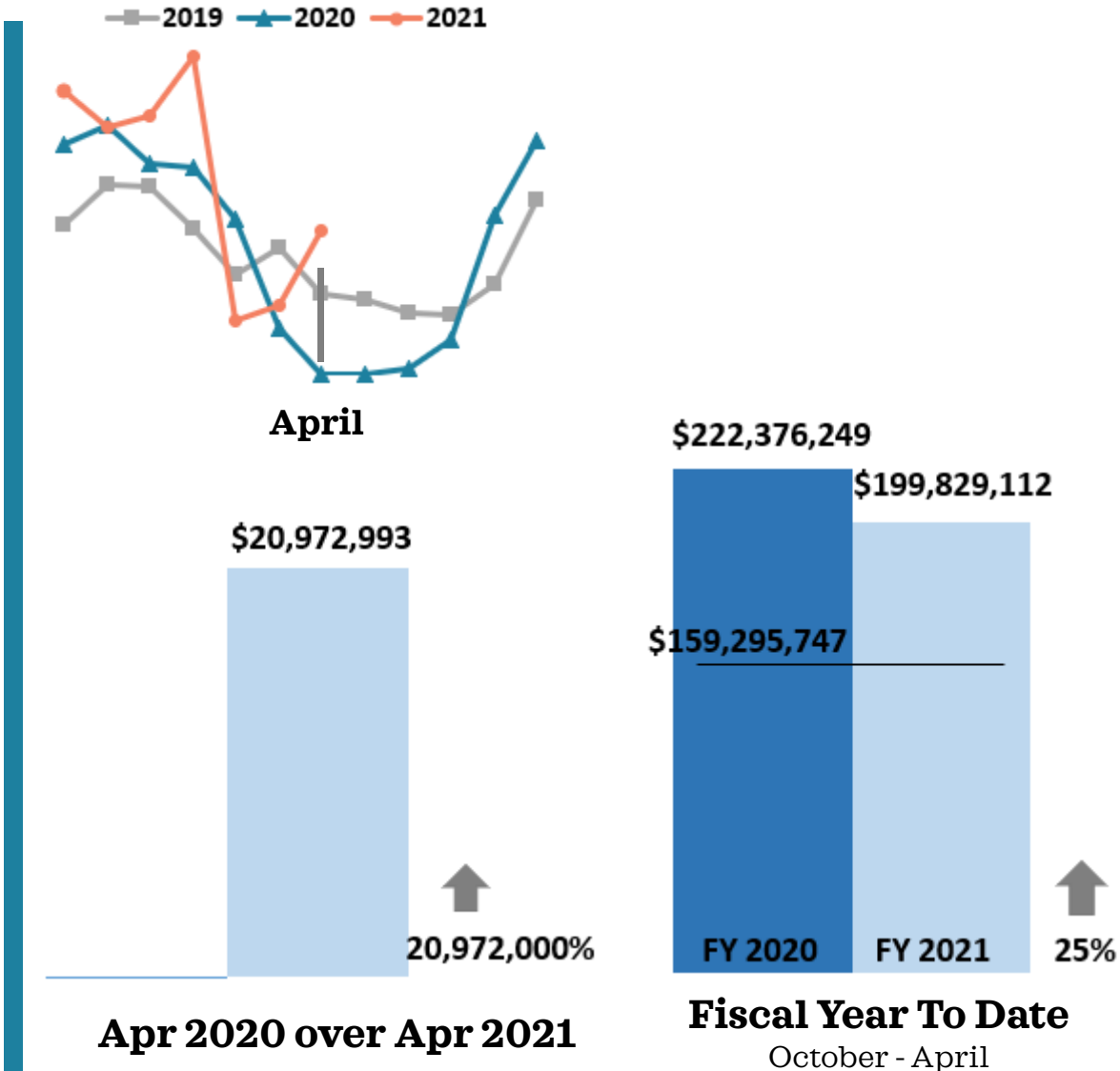


Gaming Revenue



Source: MS Gaming Commission

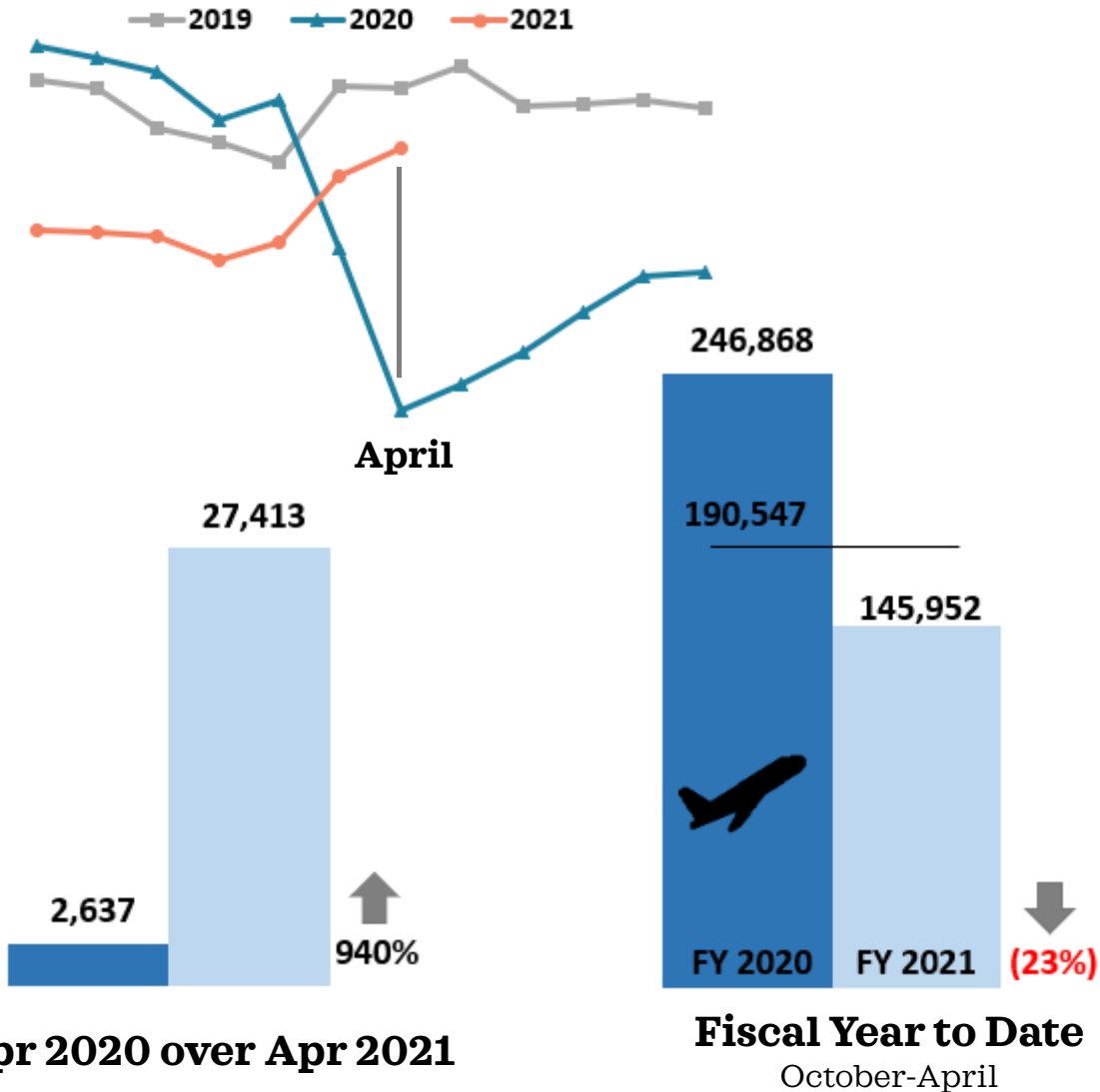
Sports Betting Wagers



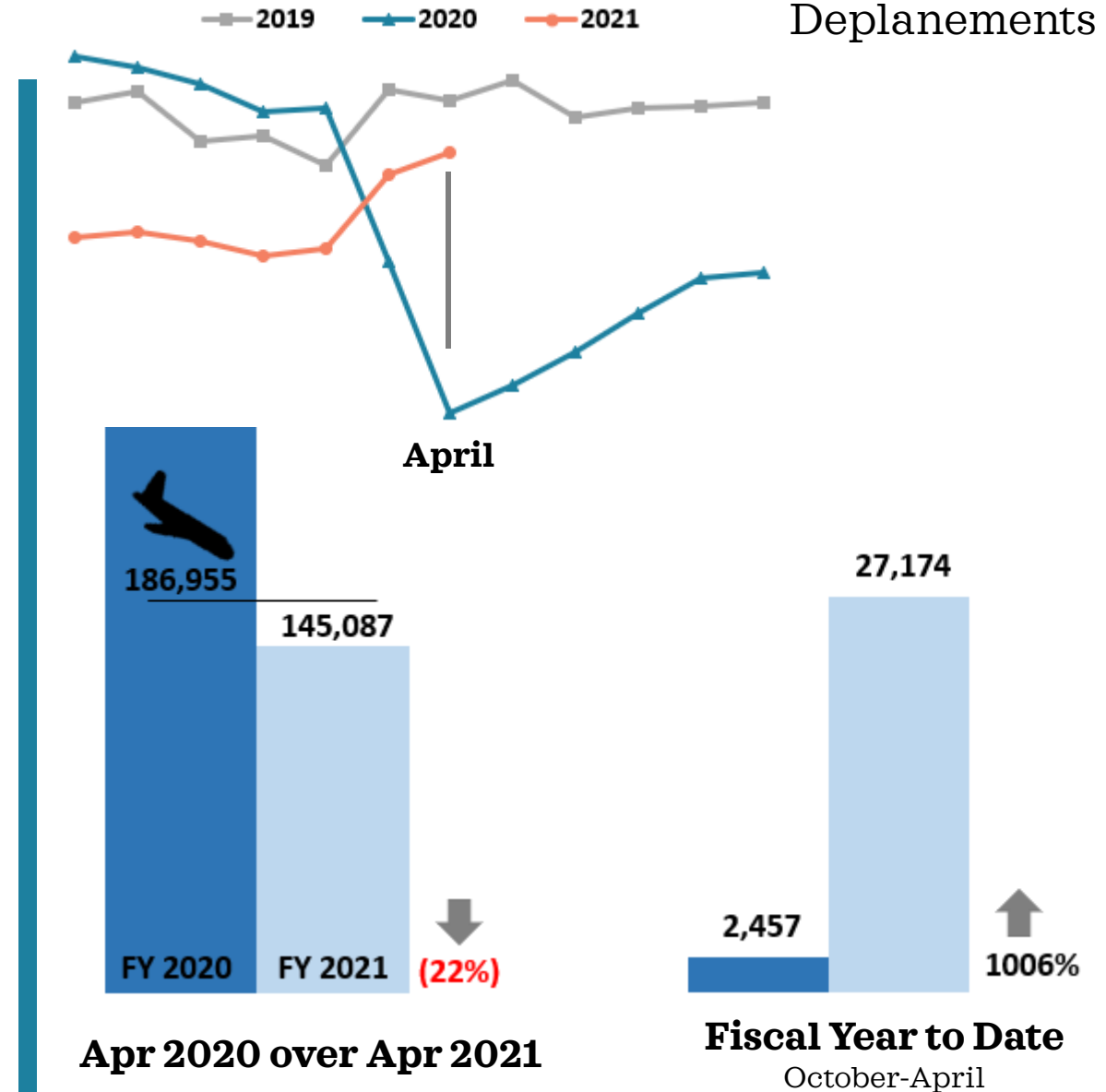
* Sports Betting began August 2018

Airport

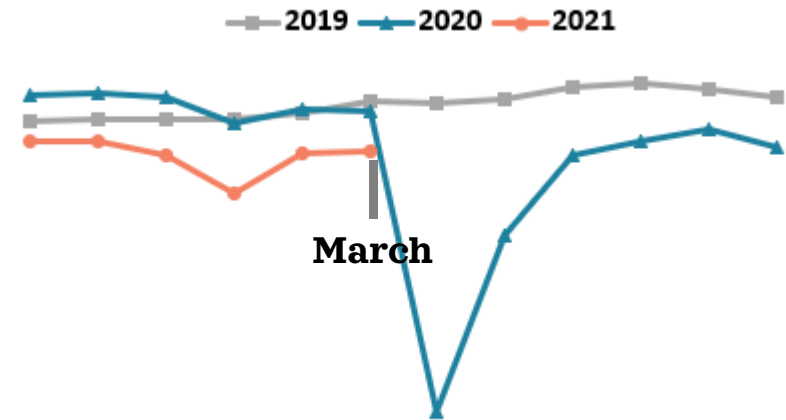
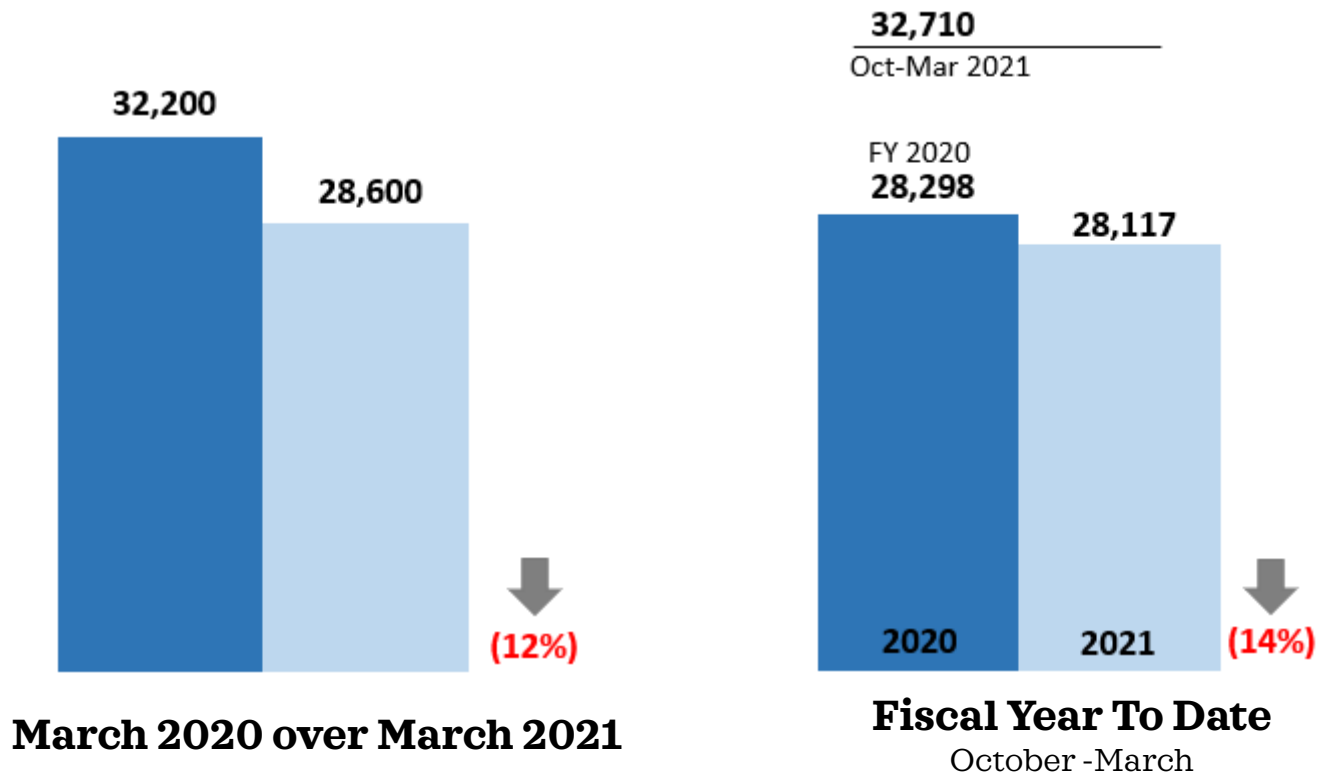
Enplanements



Deplanements



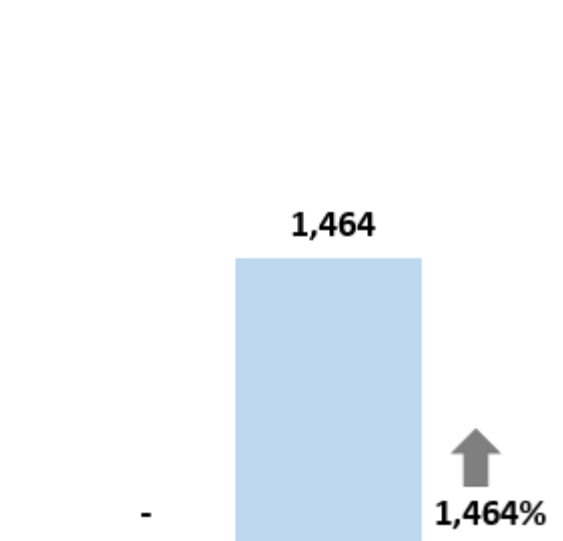
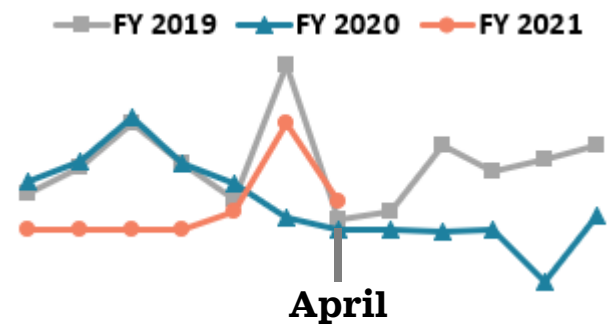
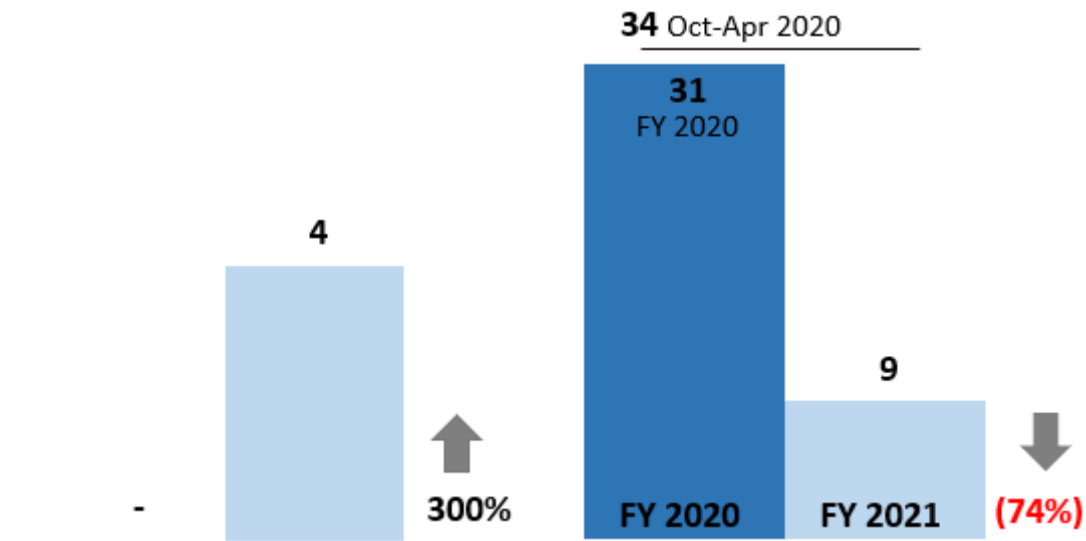
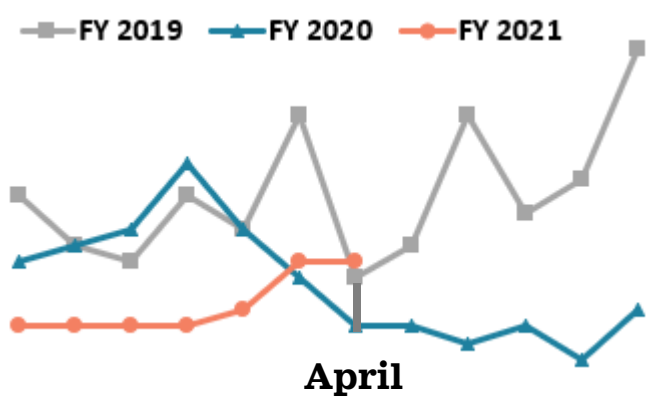
Leisure & Hospitality Jobs



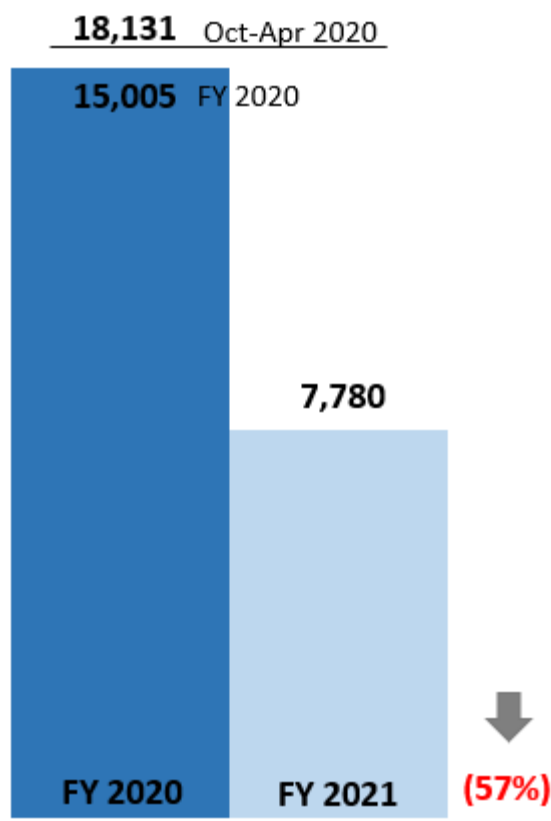
Yearly numbers reflect an average of all months in the FY.

Definite Bookings – Meeting/Sports

Bookings



Room nights

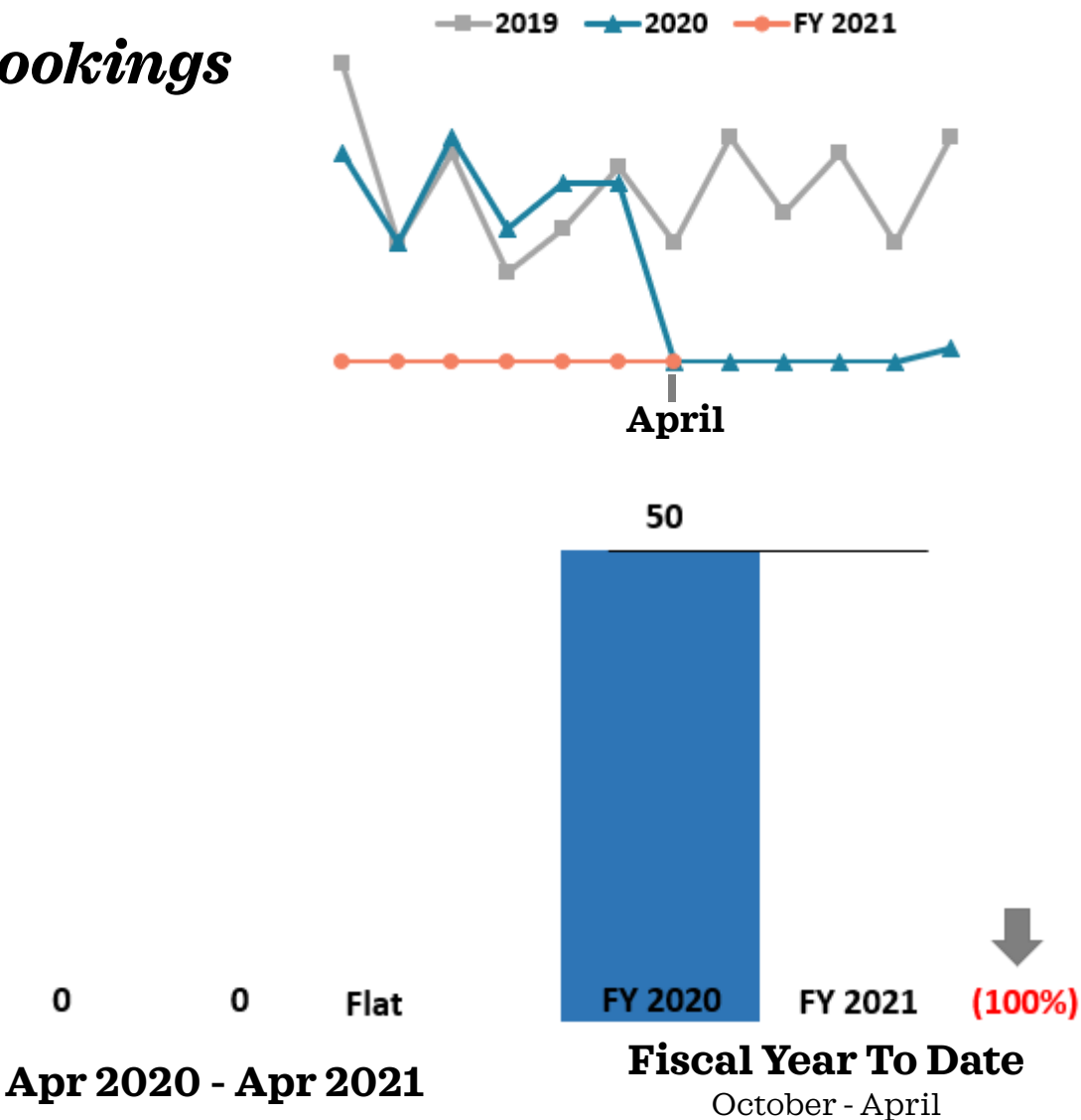


Source: Coastal Mississippi

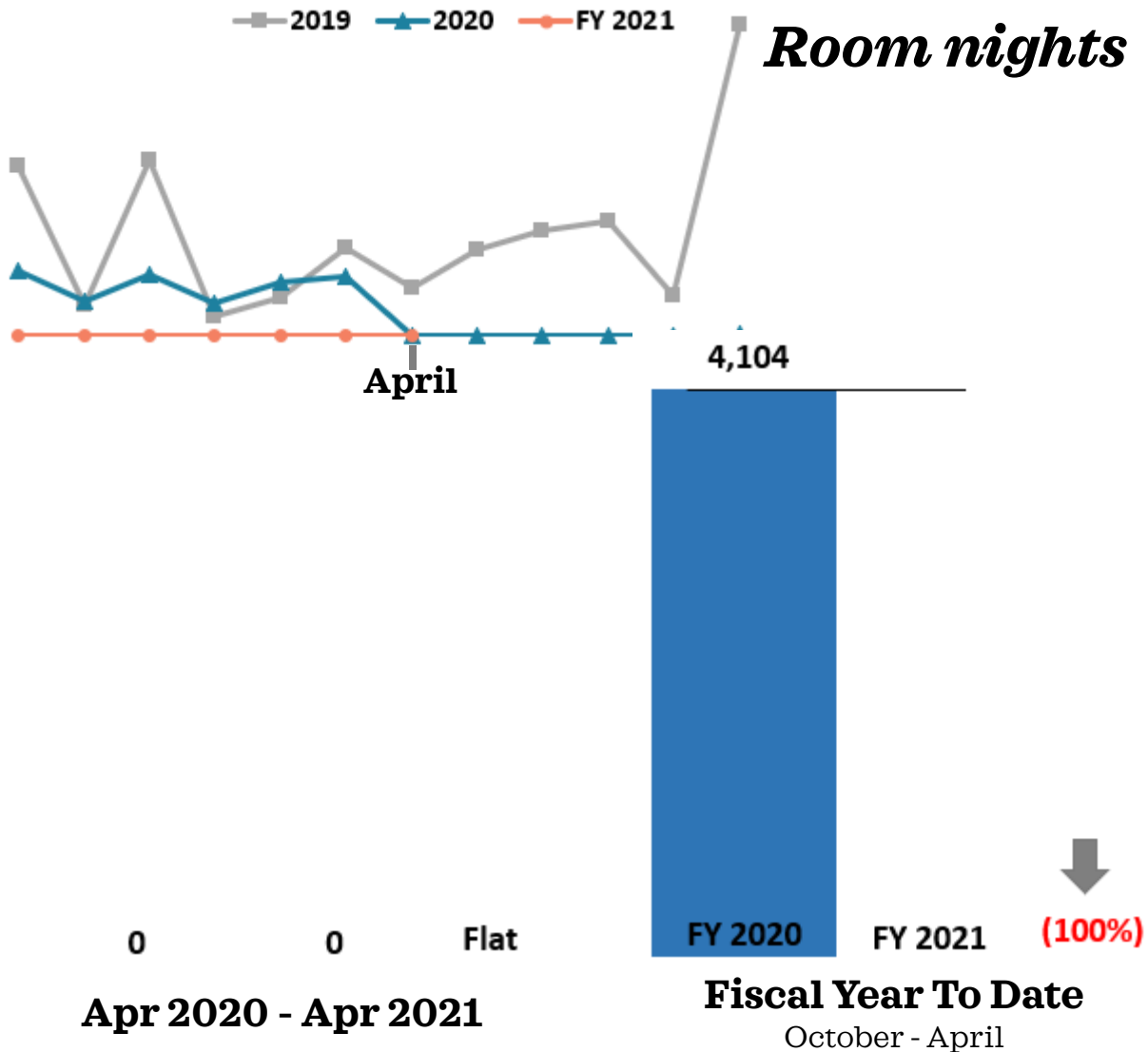
Monthly room night and bookings are higher than the FY 2020 total due to lost business recorded later in the FY year.

Definite Bookings – Leisure

Bookings

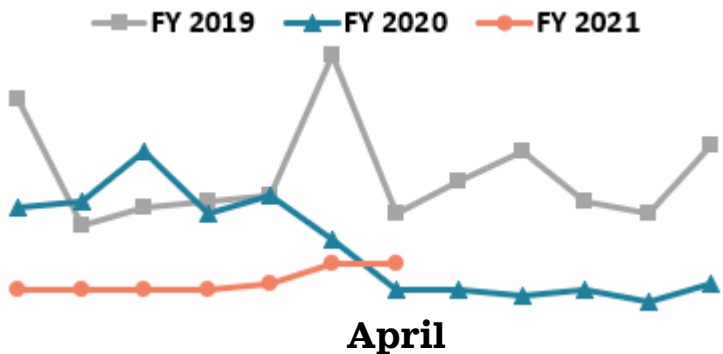


Room nights

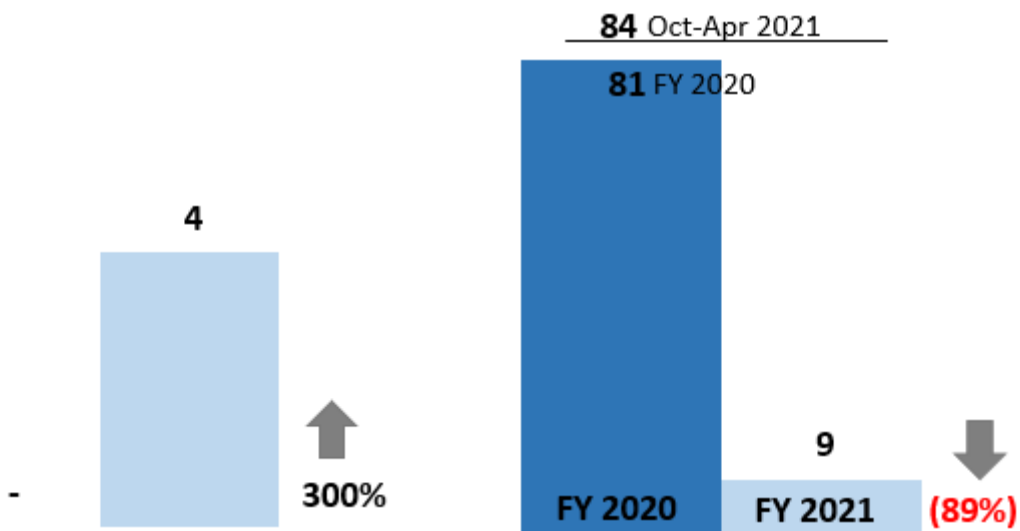
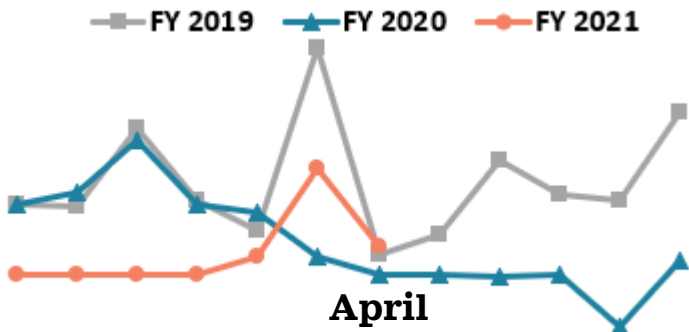


Definite Bookings – All Sales

Bookings

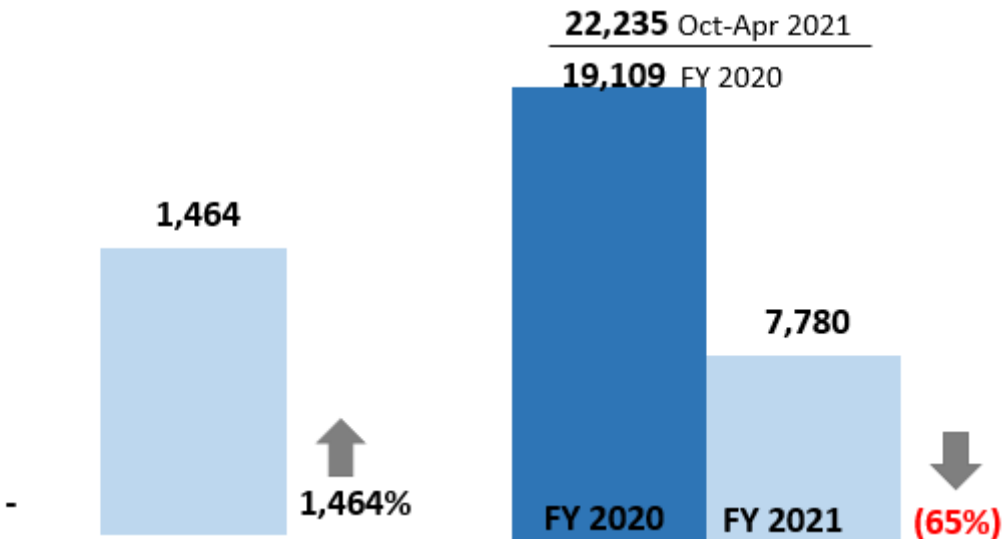


Room nights



Fiscal Year To Date

October - April



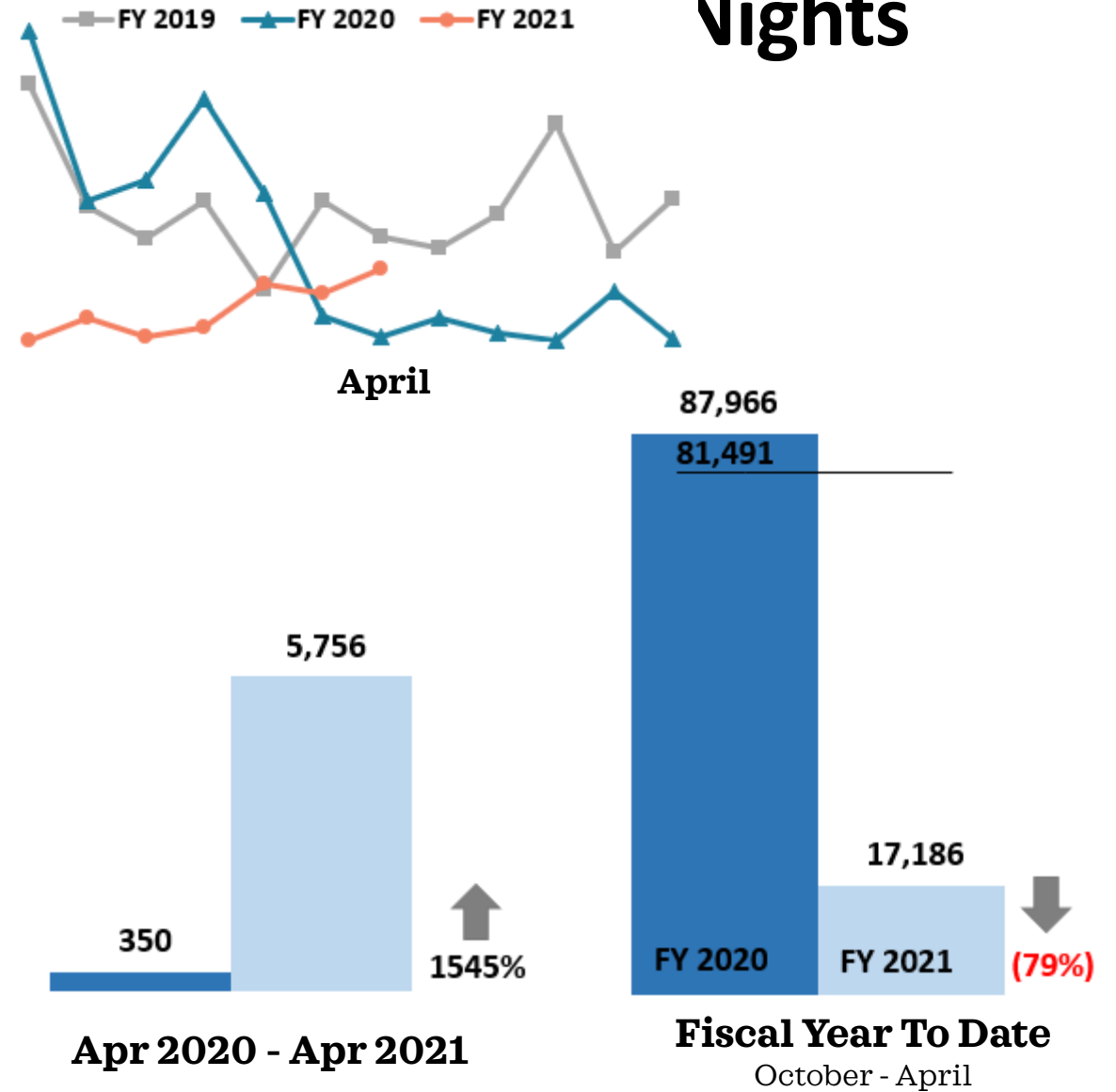
Apr 2020 - Apr 2021

Fiscal Year To Date

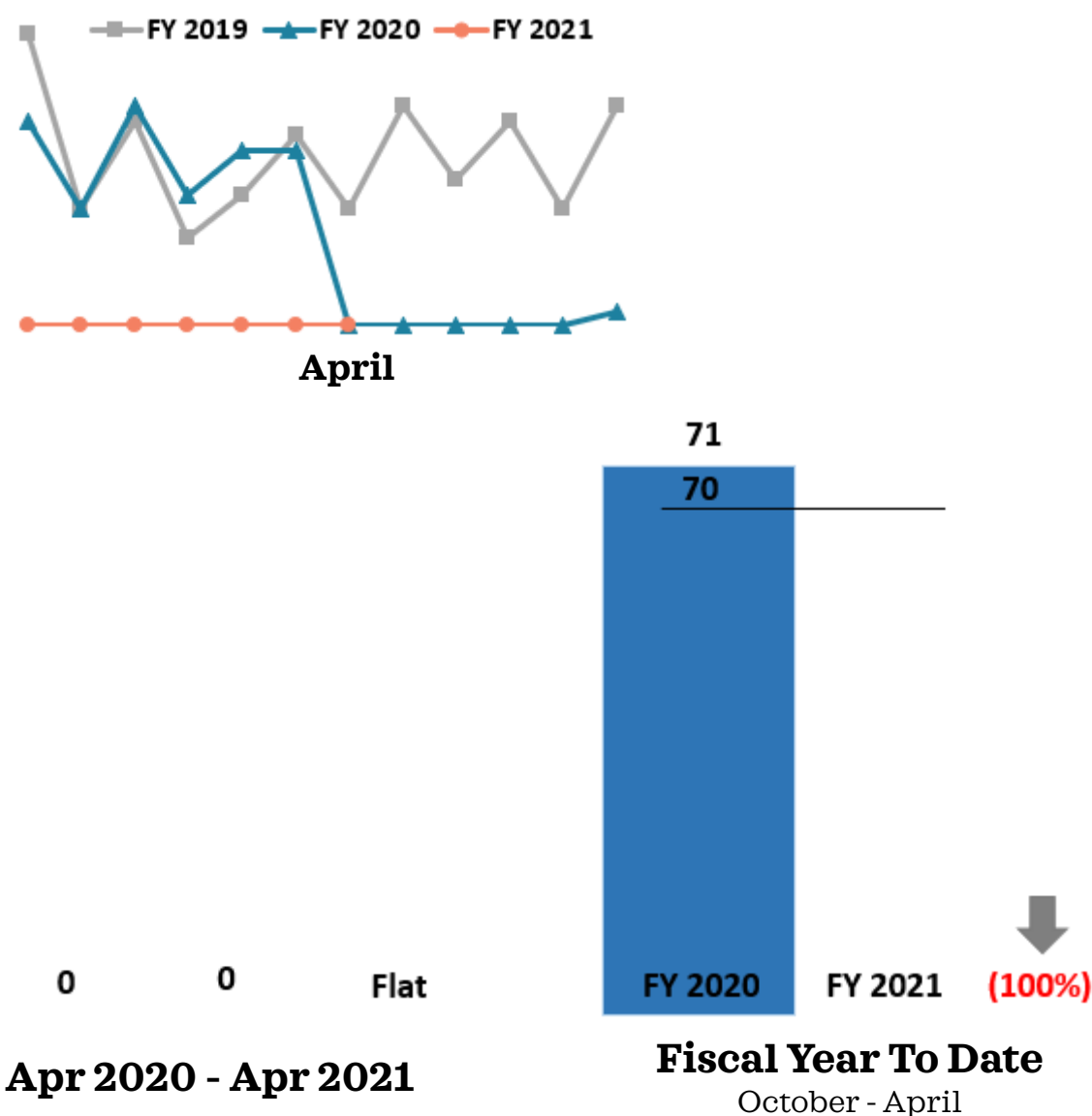
October - April

Monthly room night and bookings are higher than the FY 2020 total due to lost business recorded later in the FY year.

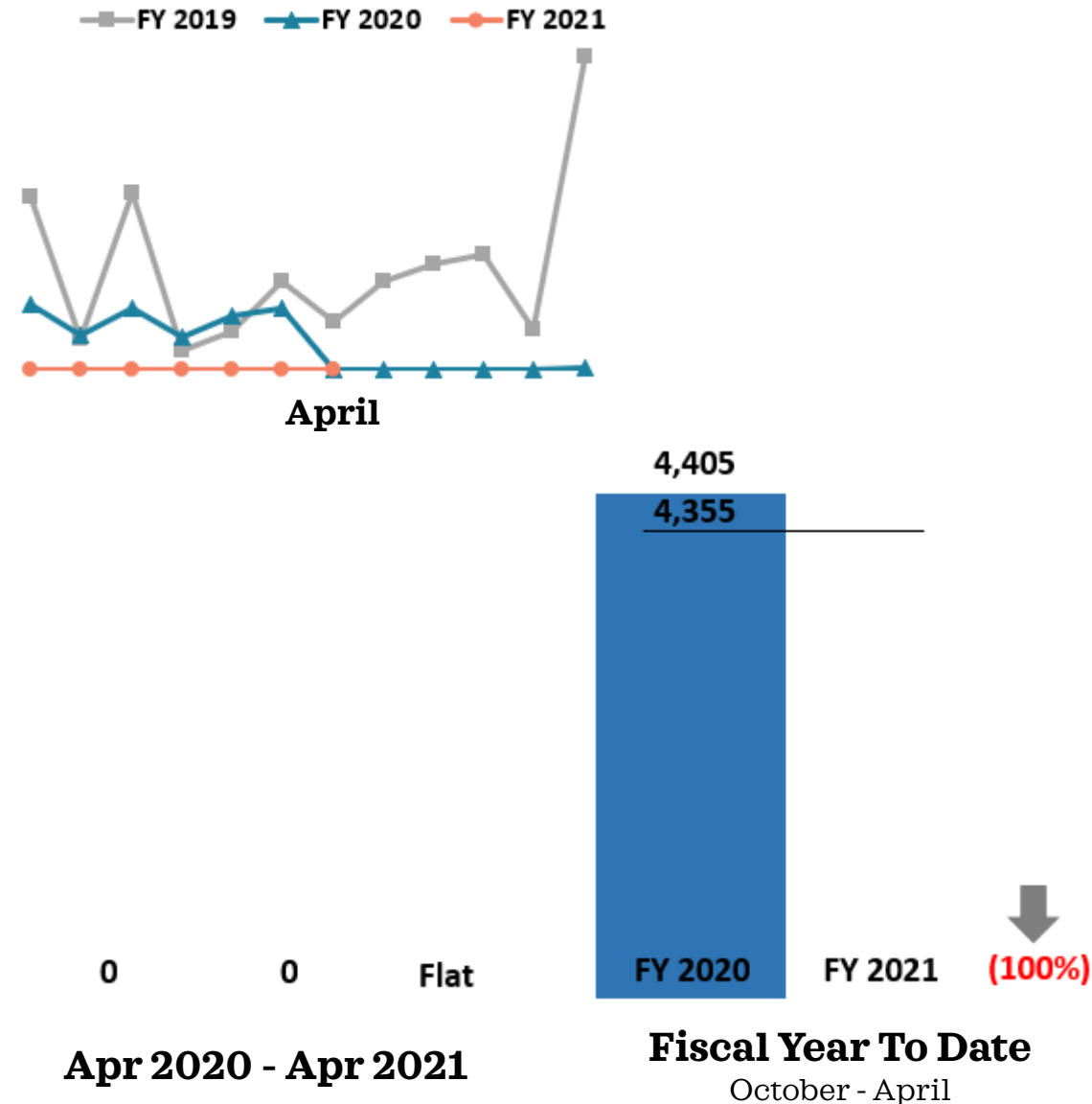
Potential Room Nights



Leads Issued – Leisure

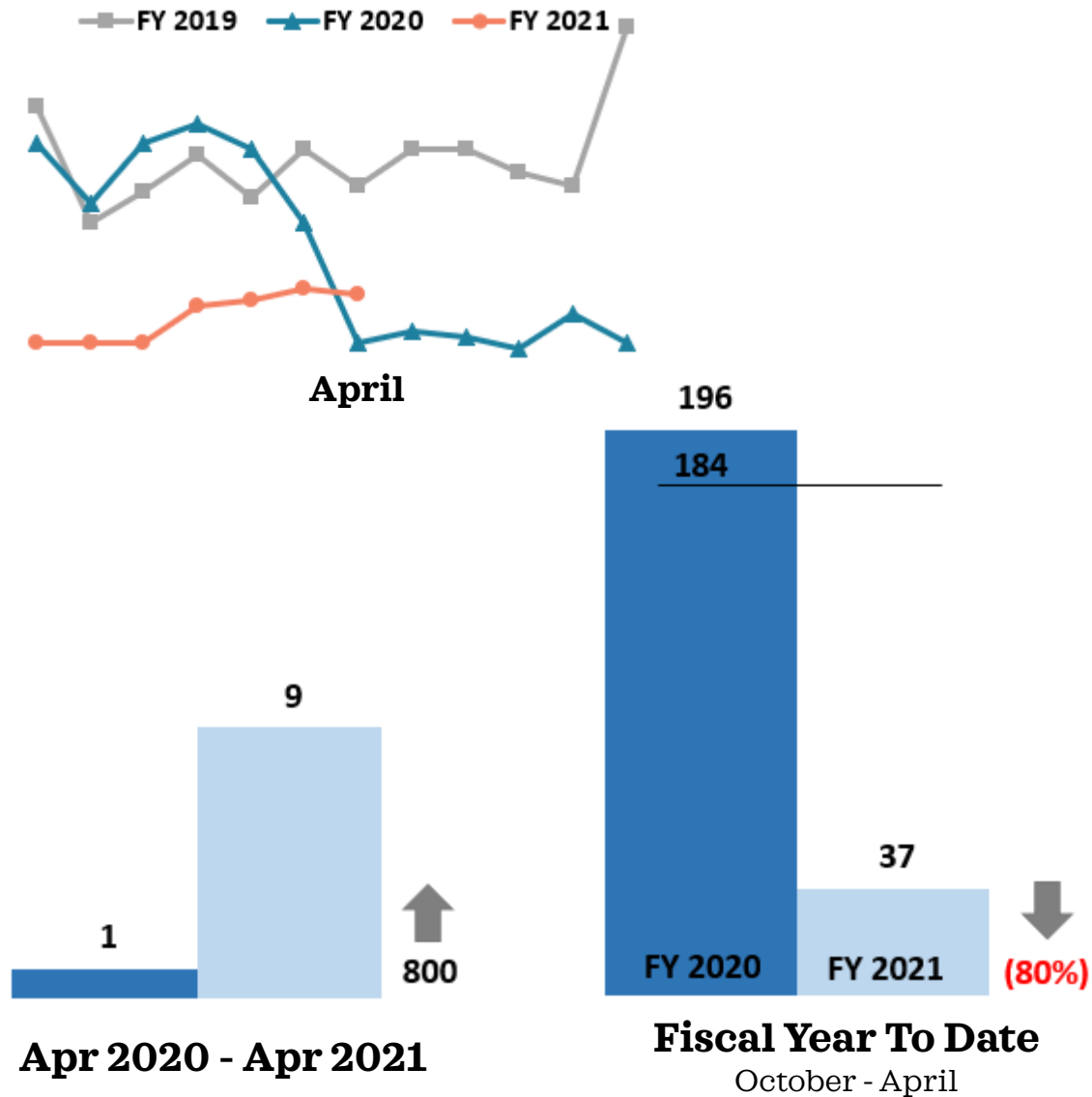


Potential Room Nights

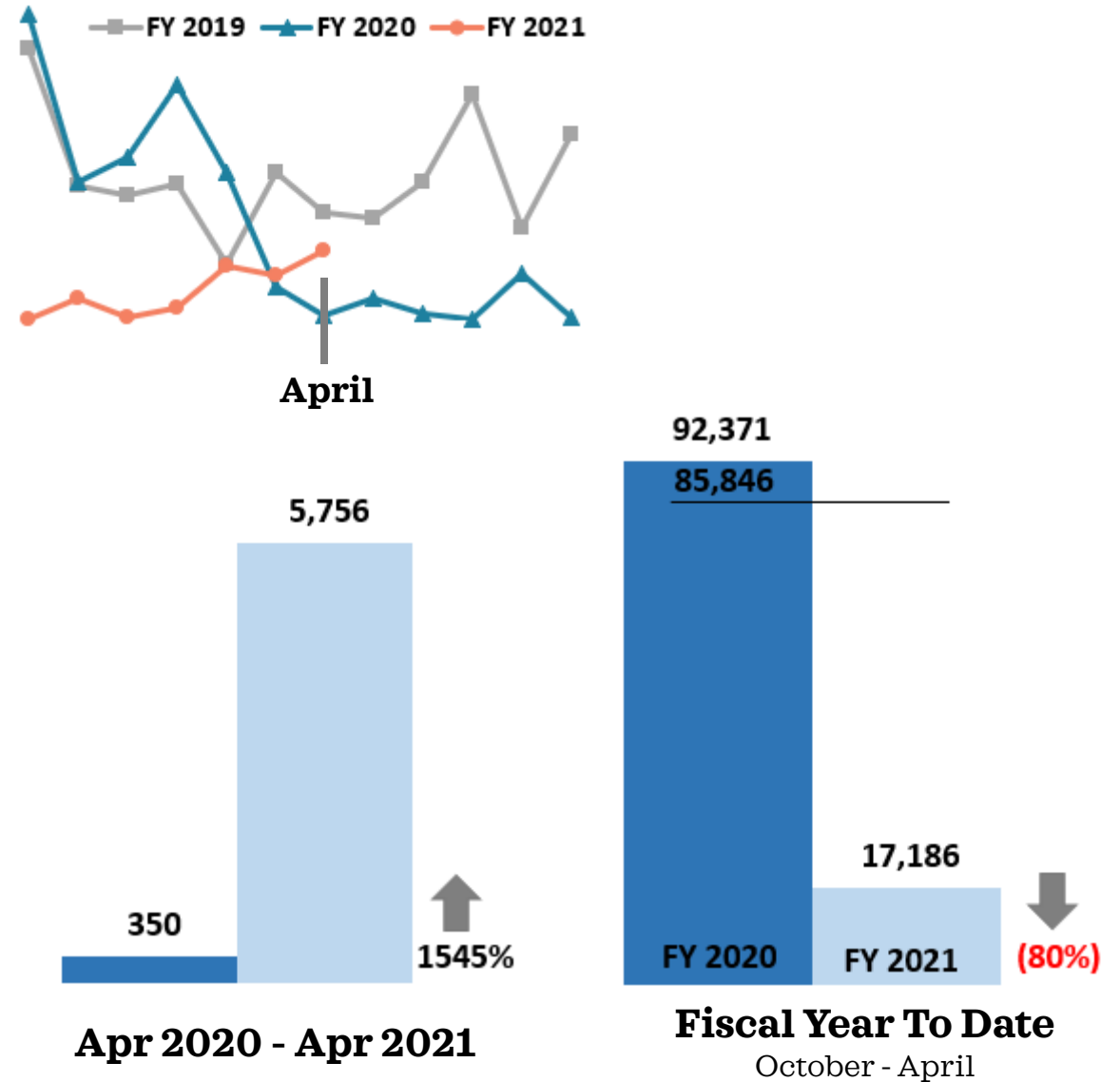


Source: Coastal Mississippi

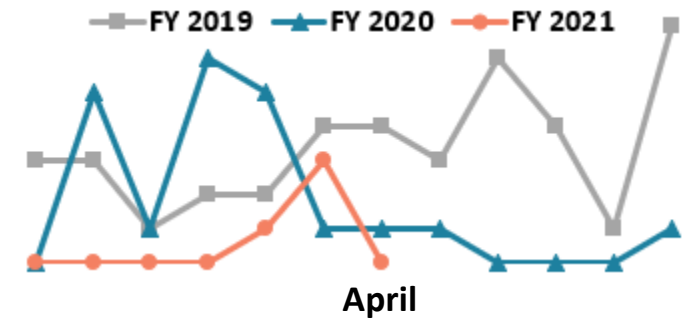
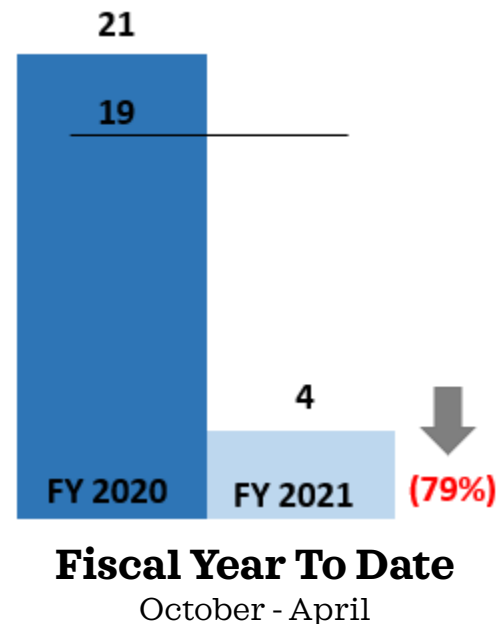
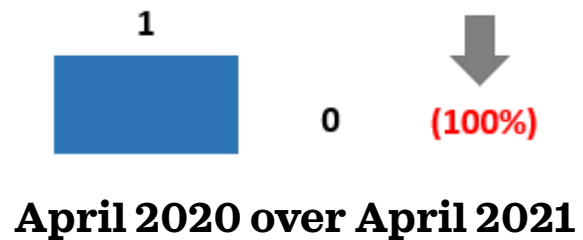
Leads Issued – All Sales



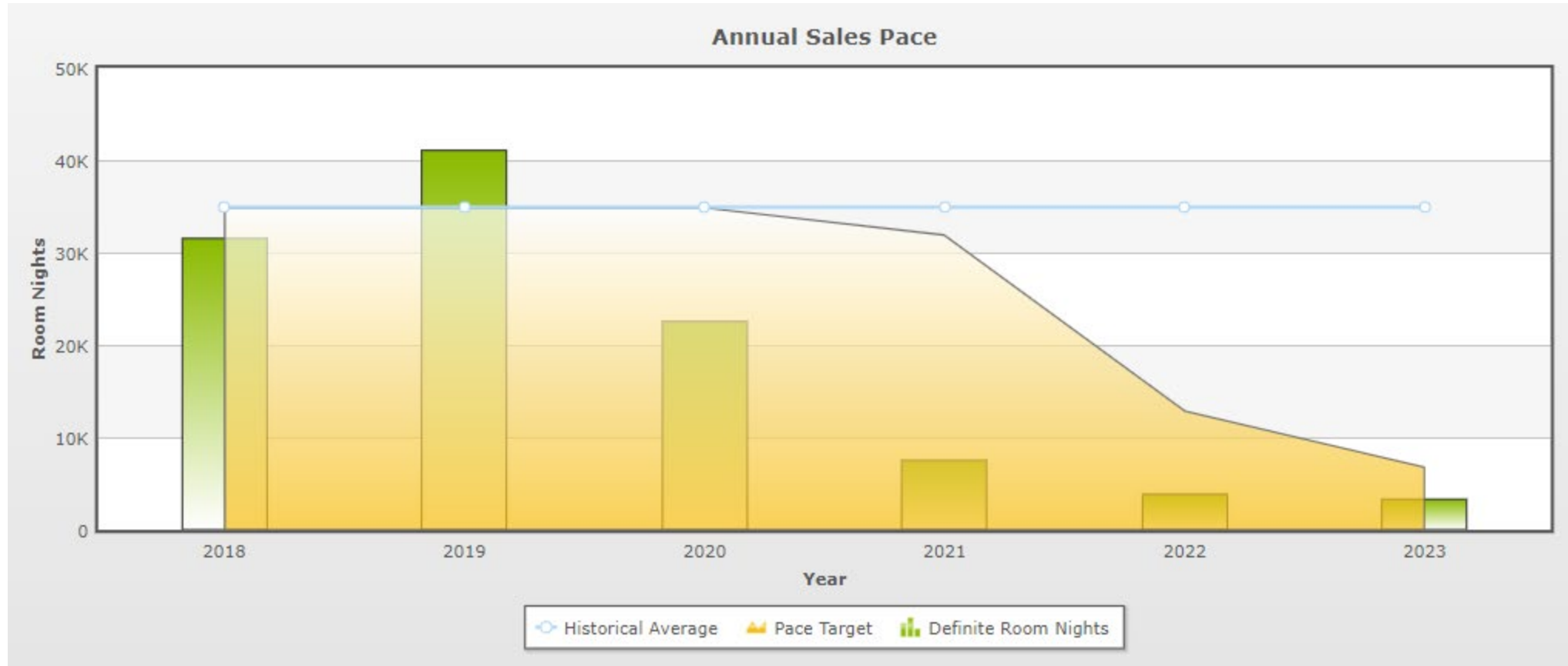
Potential Room Nights



Convention Center Leads



Pace Report



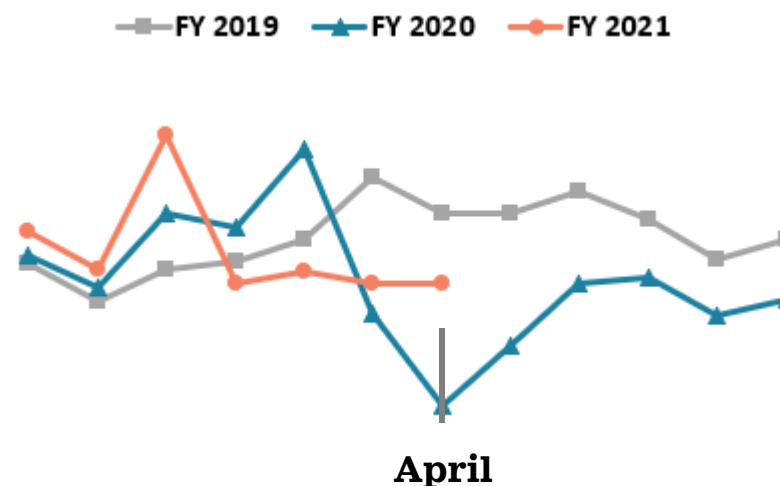
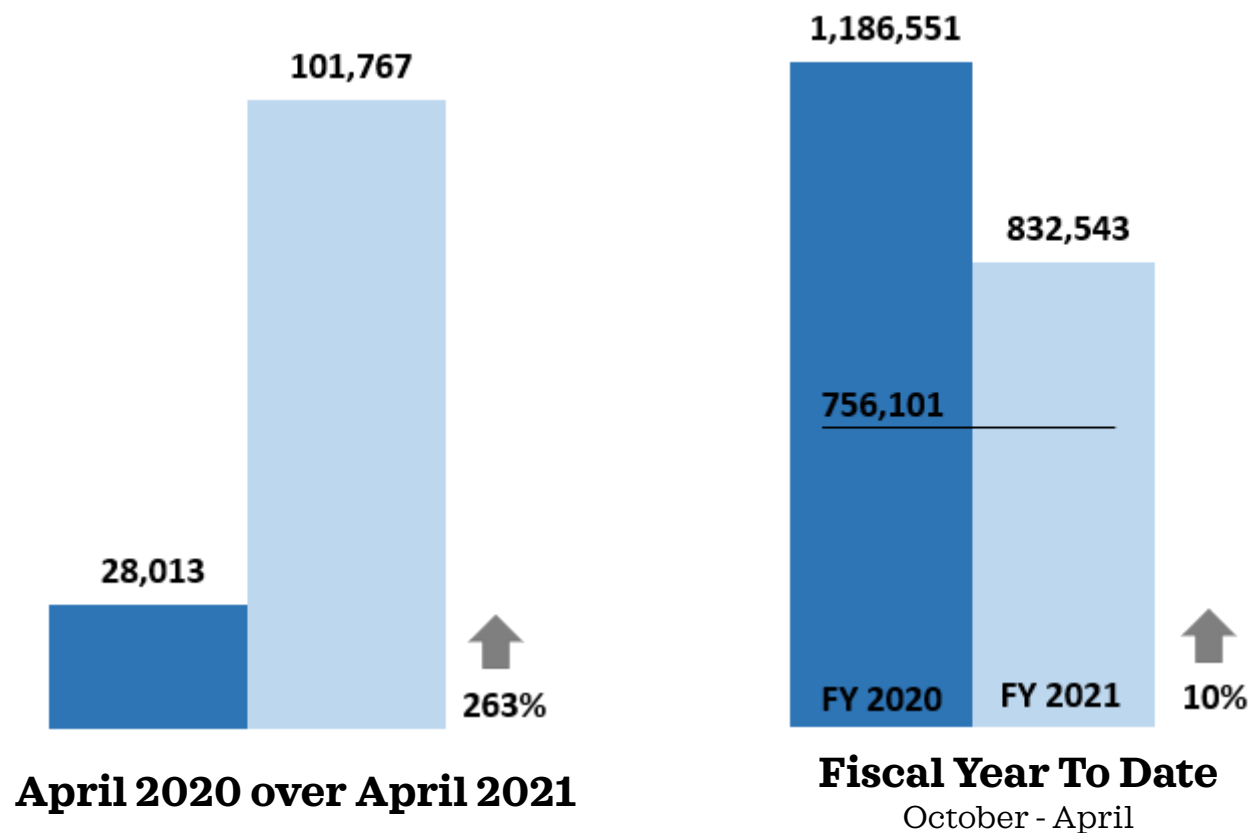
Pace Report - Pipeline



Google Analytics – Users

Traffic Analysis:

- Our new site was launched April 2020 resulting in a decrease in overall traffic.
- The organic session duration increased by 236.9% YOY.
- Organic average time on site was over 2 minutes. This is a YOY increase of 28%
- Events continue to lead in Landing Page activity.



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 2021	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
Newsletter Signup	241	213	497	234	247	325	368					
Total Active Newsletter Recipients 25,121												
Request the Guide	568	440	542	784	797	1,143	1,080					
Digital Guide Views	118	69	88	131	129	196	182					

Action Taken

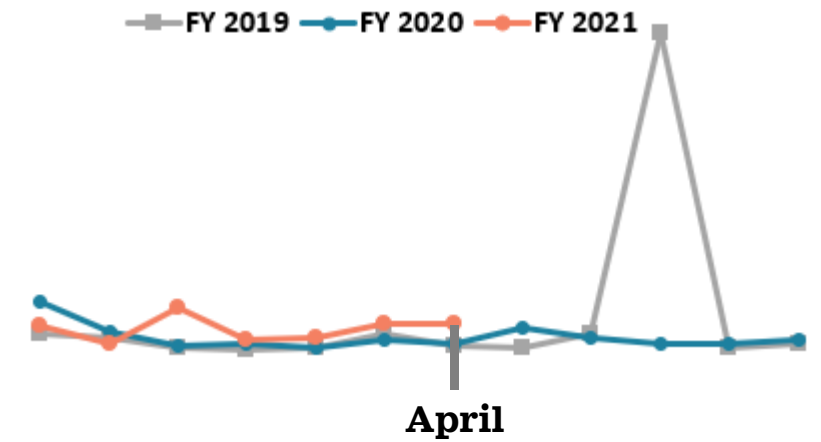
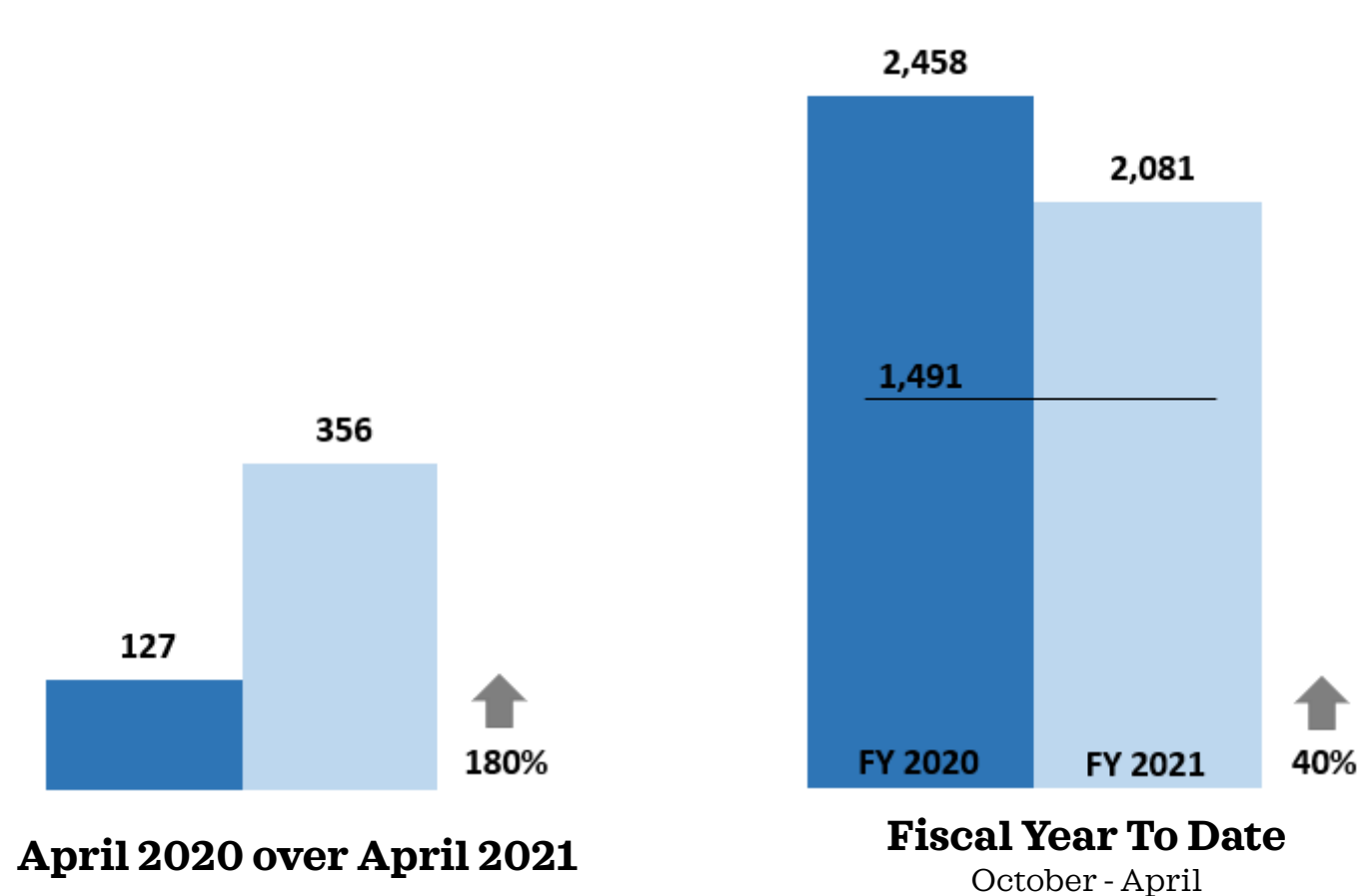
Total number of partner events and listings viewed by visitors on our site.

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

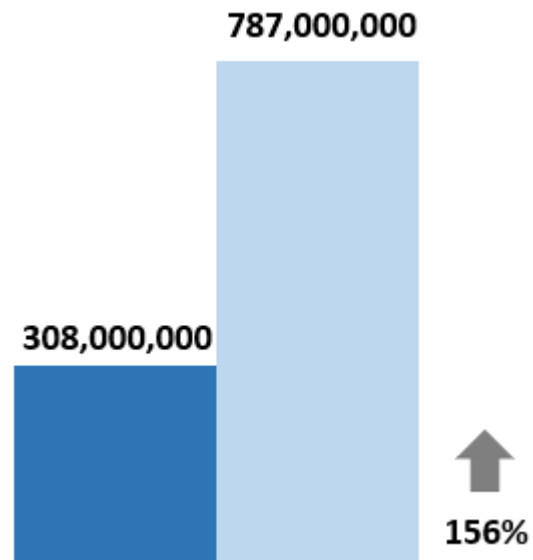
Event Detail	5,339	6,729	9,279	2,176	2,509	5,190	5,372					
Listing Detail	10,648	7,466	9,064	13,007	13,743	25,274	20,947					
External Link	14,105	8,955	9,549	7,740	8,390	13,196	13,920					

1,101 - Attraction-pass;- 404 - Allegiant-air;- 379 - thing to do; 306 - casinos

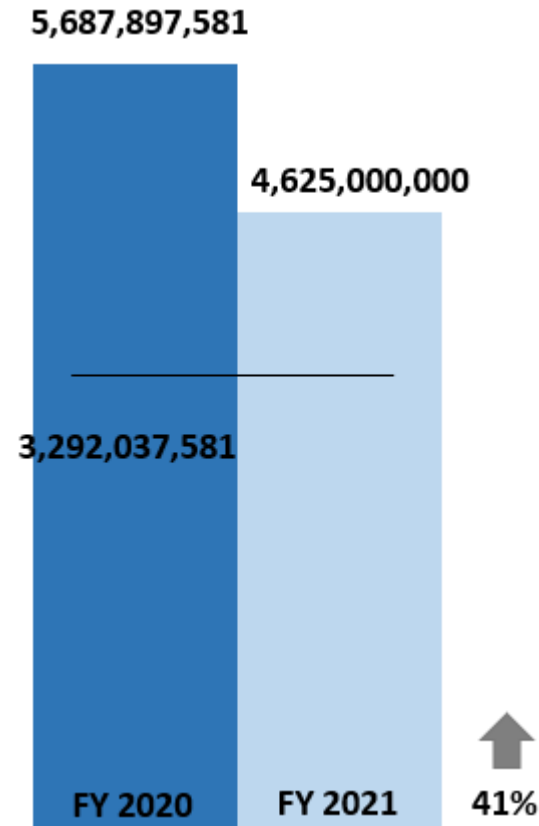
Number of Articles



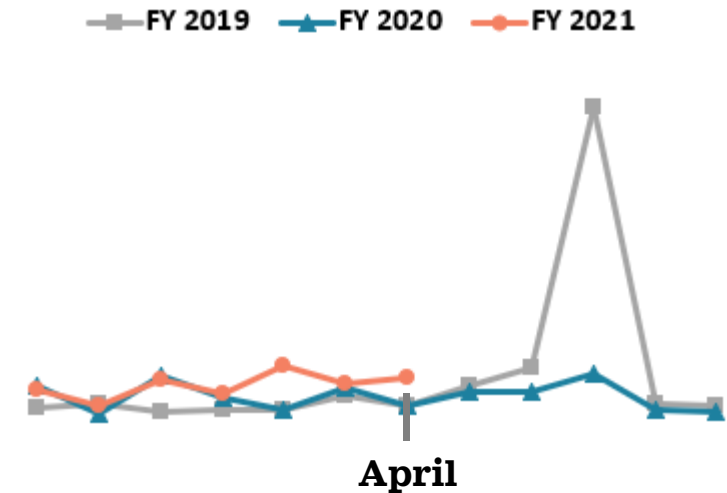
Impressions



April 2020 over April 2021

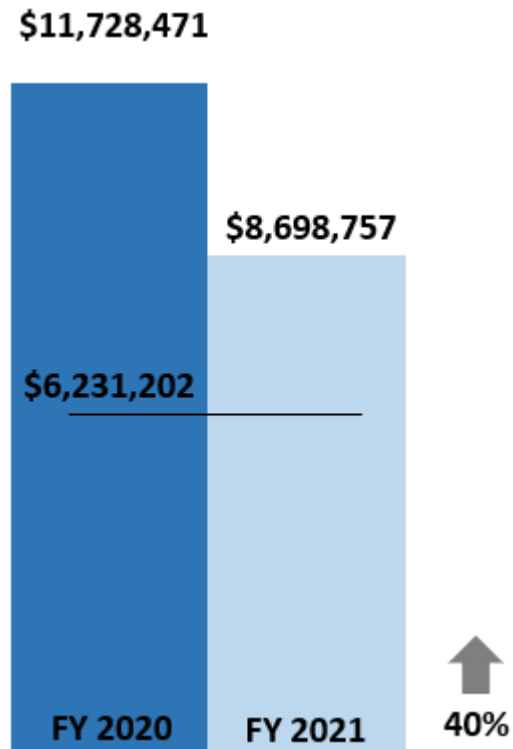


Fiscal Year To Date
October - April

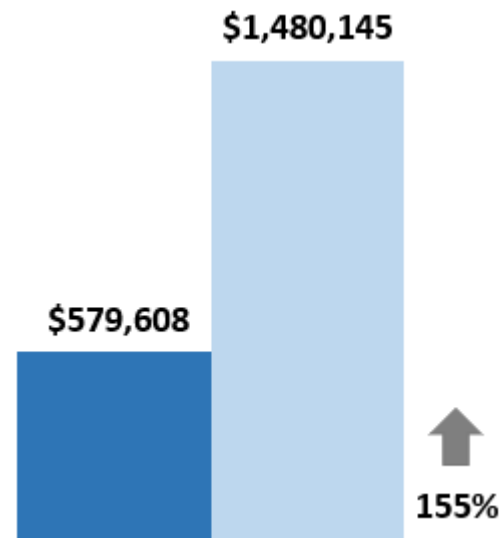


Advertising Value Equivalency

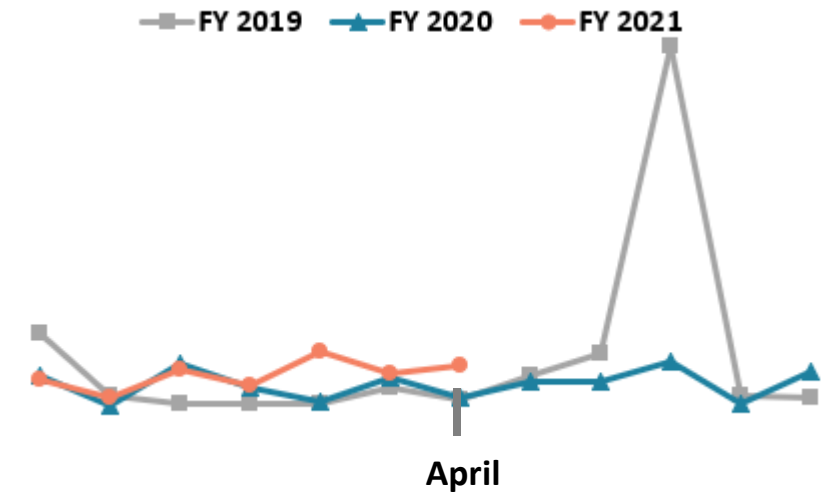
Declining AVE numbers related to changes in the monitoring platform. Industry standards are shifting away from AVE and towards methods that focus on measuring how coverage is relevant to the brand and its goals. This is an ongoing process and we are currently exploring multiple options for how we measure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



April 2020 over April 2021



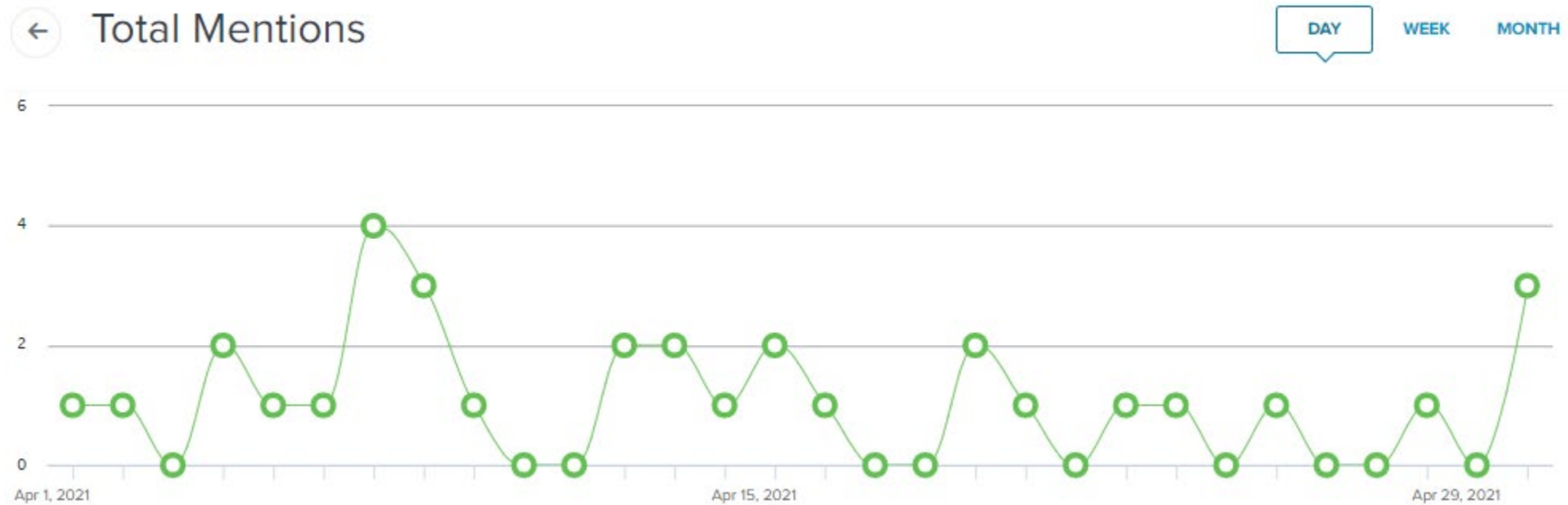
Fiscal Year To Date
October - April



Earned Media

Content Drivers:

- COVID-19
- Outdoor Destinations
- Small-town getaways
- Family Travel
- Road Trips



Now is the time to highlight the Mississippi Gulf Coast, tourism chief says

BY MILTON SEGARRA COASTAL MISSISSIPPI
APRIL 30, 2021 05:00 AM

As Coastal Mississippi looks toward a promising summer, I would like to invite you to join us in celebrating and highlighting the importance of the travel and tourism industry during National Travel and Tourism Week (NTTW), from May 2-8, 2021.

This annual celebration of the contributions and accomplishments of the U.S. travel industry will highlight the power of travel and the industry's role in bringing back our vibrant communities, restoring the U.S. economy, rebuilding our workforce and reconnecting America.

The 38th annual NTTW arrives at an opportune moment to recognize the importance to the U.S. economy of initiating a post-pandemic travel recovery. According to the U.S. Travel Association, travel spending is down nearly \$500 billion, costing the U.S. economy nearly \$1.1 trillion, and the number of travel-supported jobs decreased by 34%, from 17 million in 2019 to just 11 million in 2020.

\$2 million COVID grant to help tourism on the Coast

Just as the annual Crawfish Festival and other attractions return to South Mississippi, the U.S. Department of Commerce is sending \$2 Million in CARES Act Recovery money to boost the tourism economy on the Coast.

Commerce Secretary Gina Raimondo on Monday announced the grant will go to the Mississippi Gulf Coast Regional Convention and Visitors Bureau, operating [as Coastal Mississippi](#), to create a marketing campaign.

The grant will be matched with \$500,000 in local investment to draw tourists back to South Mississippi.

"The coronavirus pandemic has devastated travel this past year, and Mississippi's tourism industry is suffering," said U.S. Sen Roger Wicker.

U.S. Sen. Cindy-Hyde Smith said the grant "will be used to develop a plan to maximize the appeal of the region as a terrific tourist destination and place to do business."



Coastal Mississippi Attractions Pass



If you're looking to have some fun this summer, there's an inexpensive way to gain access to some of the popular attractions across the Coast.

Coastal Mississippi Director of Marketing Karen Conner is on set to tell us more about the Coastal Missis. Attractions Pass.

Local Media Coverage - Assisted



Coastal Mississippi Attractions Pass relaunched in mobile-friendly version



BILOXI, Miss. (WLOX) - Just in time for summer, the Coastal Mississippi Attractions Pass is back. And this time, the tickets are delivered instantly to your phone, making for a safer, easier, and more eco-friendly experience.

The Coastal Mississippi Attractions Pass gives you access to ten of the Mississippi Gulf Coast's top tourist destinations for one price. It's available as a 1-day, 2-day, 3-day, or annual pass to the following attractions:

- Beauvoir – The Jefferson Davis Home & Presidential Library
- Biloxi Lighthouse & Visitors Center
- Coastal Mississippi Mardi Gras Museum
- Lynn Meadows Discovery Center
- Maritime and Seafood Industry Museum
- Mississippi Aquarium
- Mississippi Aviation Heritage Museum
- Ohr-O'Keefe Museum of Art
- Pascagoula River Audubon Center
- Walter Anderson Museum of Art

yahoo!life

50 Epic Girls' Getaway Destinations In Every State Across America



Newsweek

25 Most Popular Beach Towns in America

Ocean Springs, Mississippi



The charming town of Ocean Springs, with many shops and restaurants dotting the tree-lined streets, is a great place for a relaxing visit along the Mississippi coast.

And in addition, the Riviera of the South is within easy reach, meaning visitors can mix dolphin watching with maritime history.

Coastal Mississippi Assisted Media Coverage

coastal
MISSISSIPPI | *The Secret Coast*



The Best Outdoor Activity in Each State



Mississippi: Getting Let In on the Secret Coast

They call it a secret for a reason, so head straight south in order to plant your chair in the sand and claim your section of Mississippi Gulf Coast beachfront property for the day—or a fortnight—before the word spreads.



America's lesser-known destinations you might not know about



Coastal Mississippi

Also known as Mississippi Gulf Coast or, appropriately, “The Secret Coast”, this 62-mile (100km) stretch may be something of a surprise to those who think Mississippi is all blues, BBQ and bayous. This area has a bit of that too, of course, alongside caster-sugar beaches, casinos, golf courses and fishing piers. Idyllic, shell-scattered [Ship Island](#) is a short ferry hop away. COVID-19 measures are in place – check [the official page](#) for updates.

Coastal Mississippi Assisted Media Coverage

How To Spend A Perfect Day In Pascagoula, Mississippi



Pascagoula is a town steeped in history, a town of mystery, and a town intimately linked with the Pascagoula River and the Gulf of Mexico. Located on the eastern edge of Mississippi's Secret Coast, this town of about 22,000 people lies midway between [Gulfport, Mississippi](#), and [Mobile, Alabama](#), south of Interstate 10. Staying on Interstate 10 and bypassing the Secret Coast's miles and miles of manmade white sand beaches and the town of Pascagoula is a mistake.

How To Spend A Long Weekend In Beautiful Ocean Springs, Mississippi



People all along [Mississippi's Secret Coast](#) are kind and welcoming in a way you don't always see. They'll invite a total stranger in, as they did me. That's the risk of visiting Ocean Springs for a long weekend. This charming town might just plant a seed, a feeling that this is the place to put down roots as you glance at the homes for sale on the realty office's window. Its appeal stems, of course, from the people and sense of community.

Social Media Metrics



Monthly
Increase

1,256
>1%

-3
Flat

-1
Flat

254
2%

524
Flat

57
1%

2,087
Flat

April
2020

152,569
Facebook
(Total Likes)

15,514
Twitter
(Total Followers)

970
Pinterest
(Total Followers)

16,230
Instagram
(Total Followers)

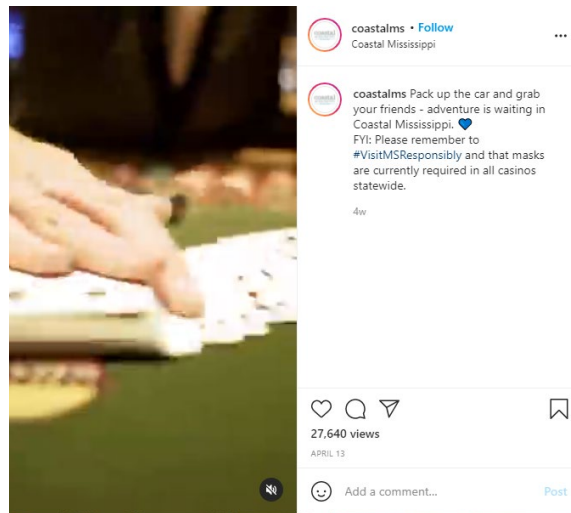
1,784,160
YouTube
(Lifetime Followers)

5,665
LinkedIn
Total Followers

1,975,108
Total



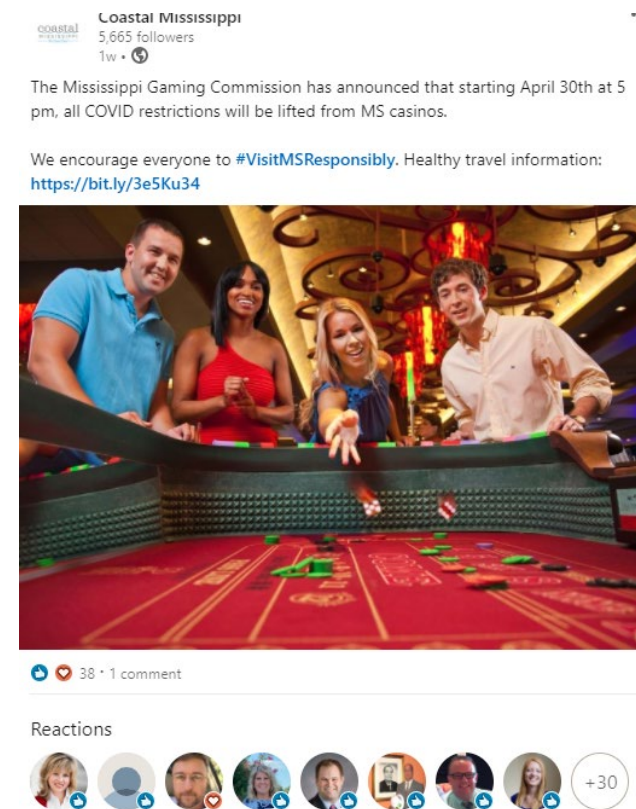
Facebook
Coastal Mississippi Health
Promise
178,700 impressions
49 interactions



Instagram
Meet us in Coastal
Mississippi Video
48,800 impressions
177 interactions



Twitter
Pass Christian Sunset
6,168 impressions
318 interactions



LinkedIn
Coverage of MS Gaming
Commission COVID
Restrictions
1,242 impressions
75 interactions

SOCIAL MEDIA