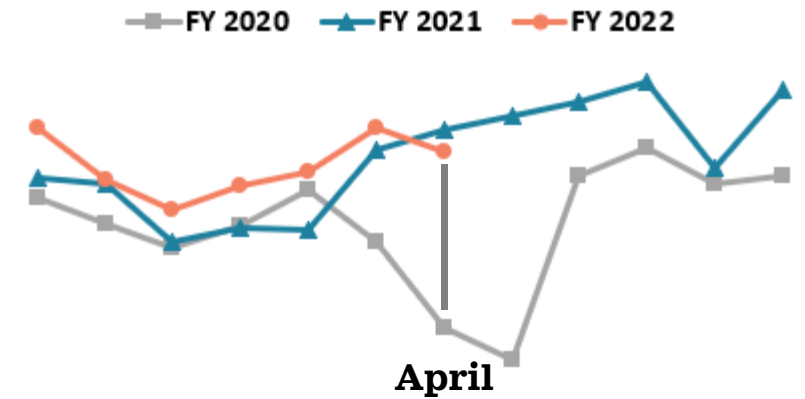
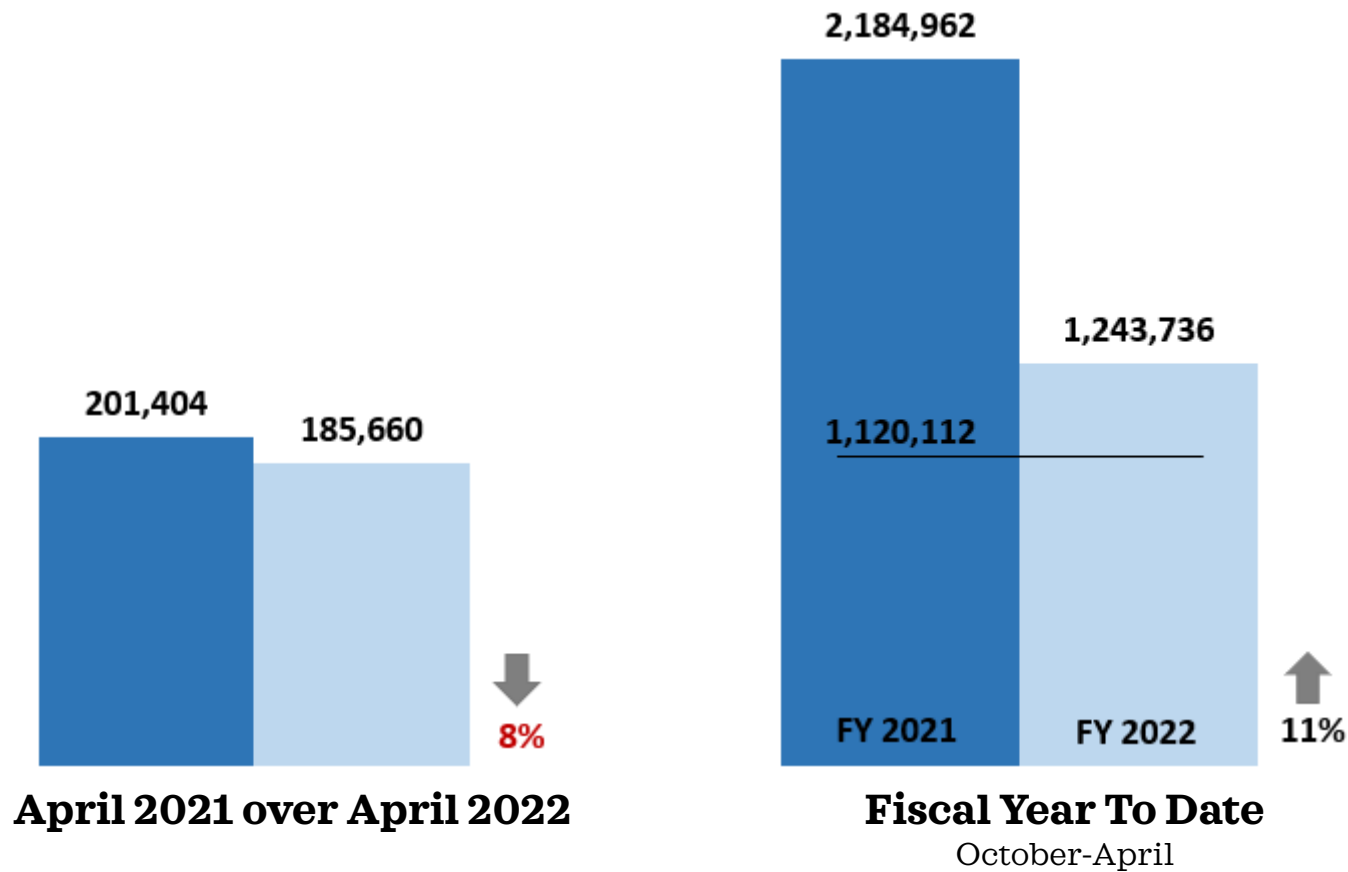


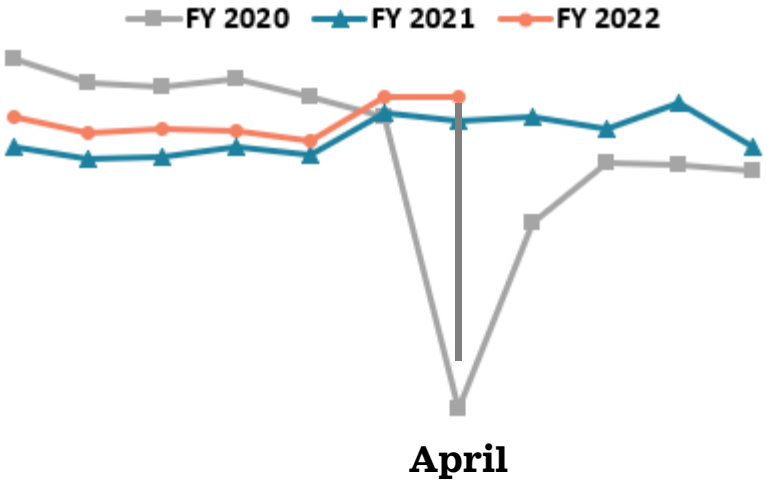
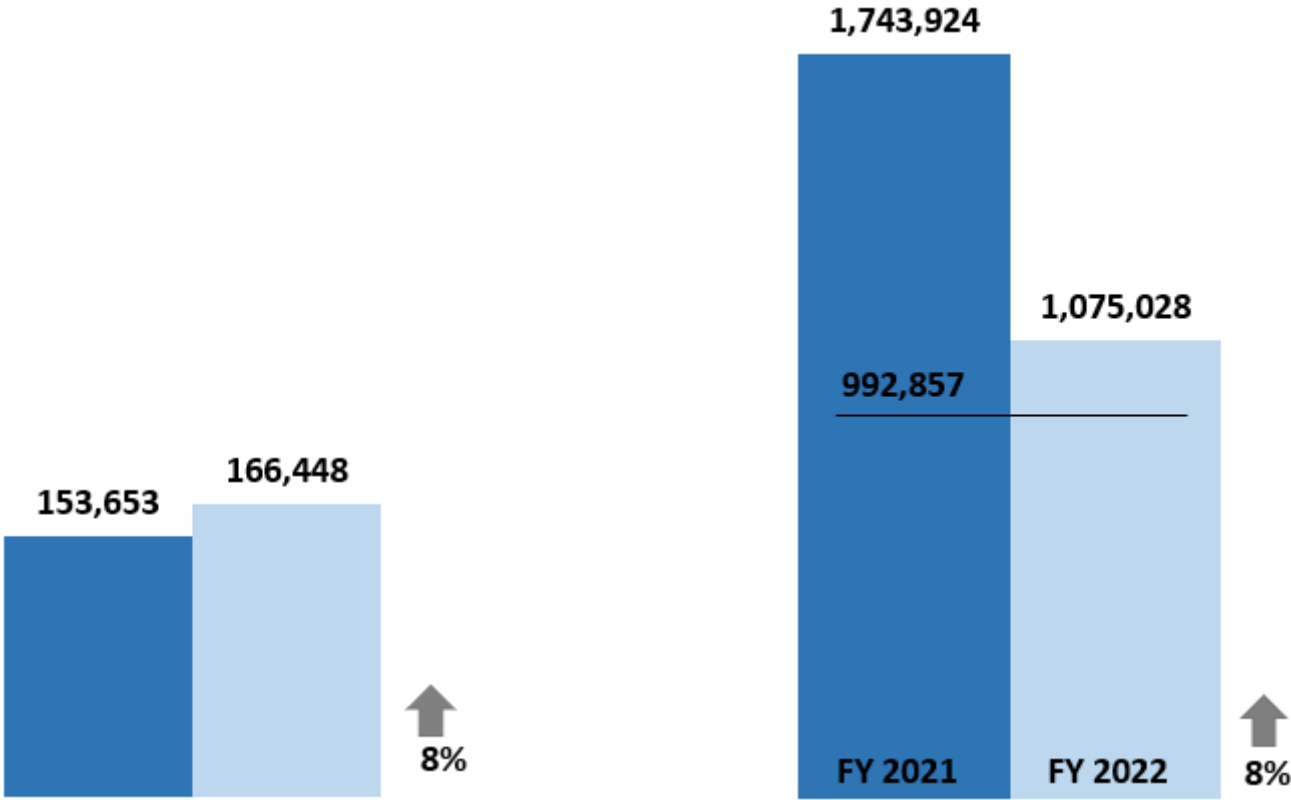
# coastal MISSISSIPPI *The Secret Coast*

- Key Performance indicators
- April 2022

# Non-Casino Rooms Sold

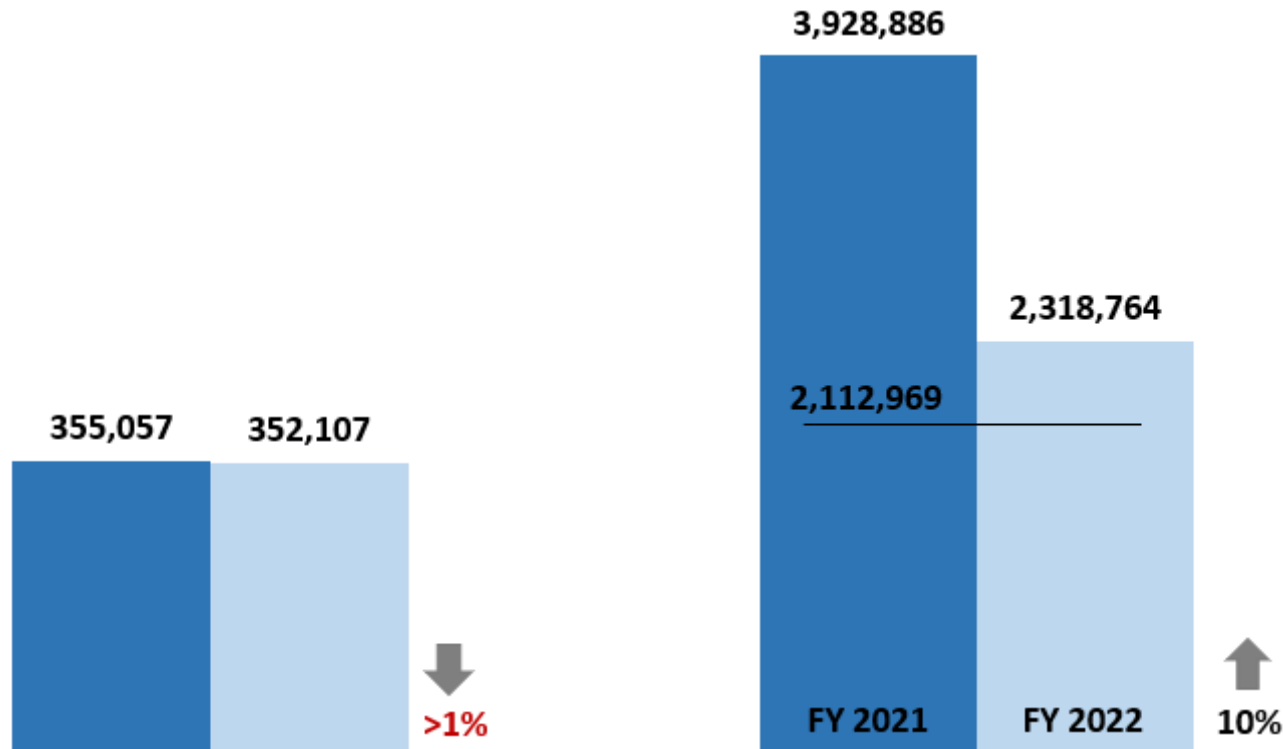


# Casino Rooms Occupied



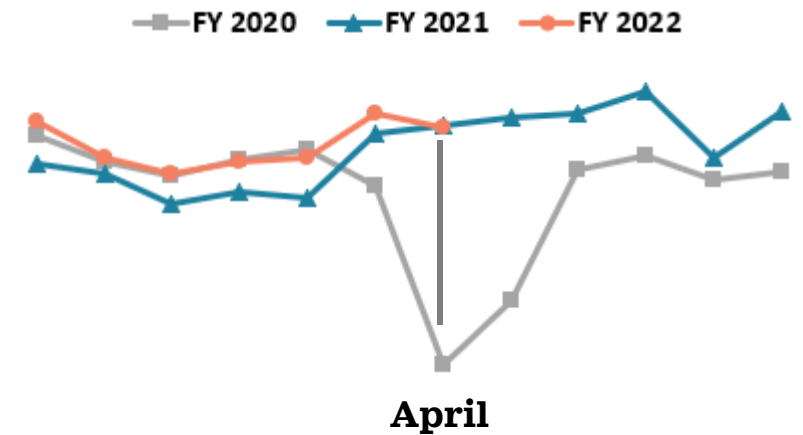
Source: STR

# All Rooms Sold/Occupied

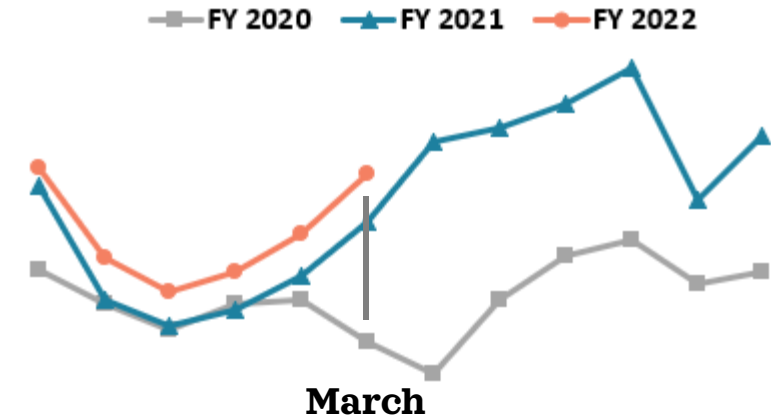
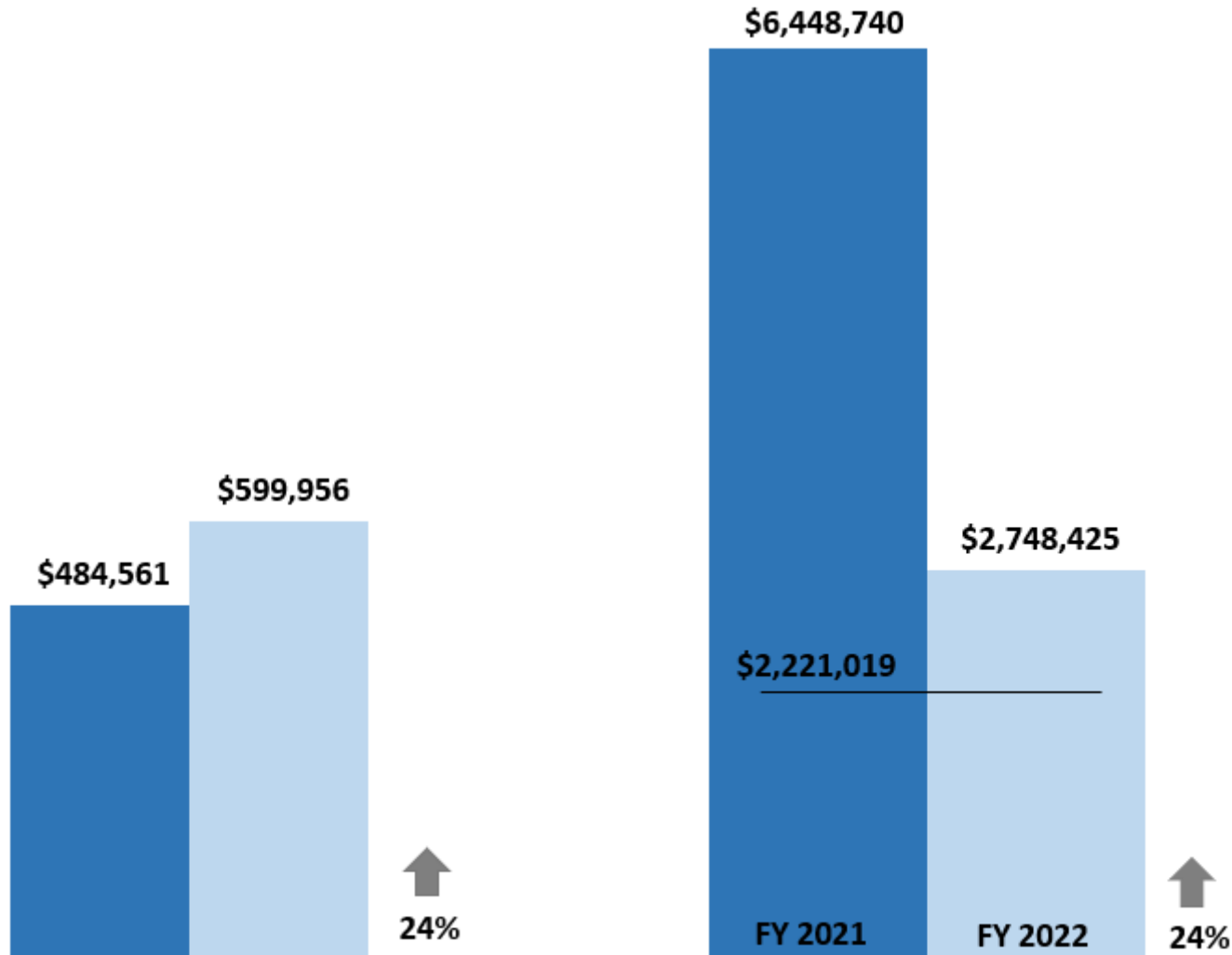


**April 2021 over April 2022**

**Fiscal Year To Date**  
October-April



# Occupancy Tax Receipts

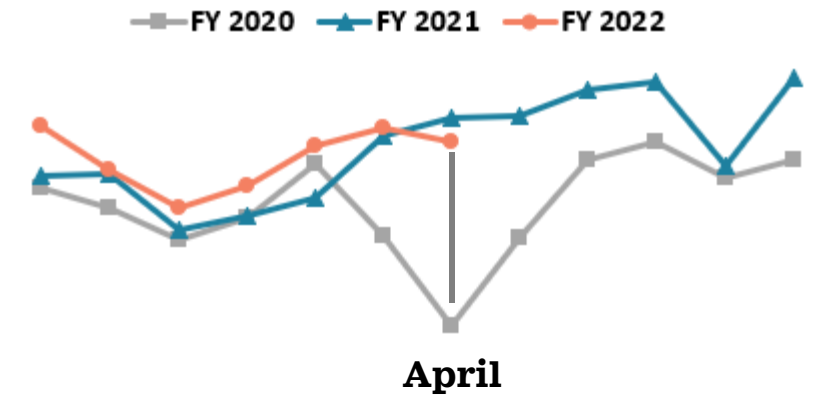
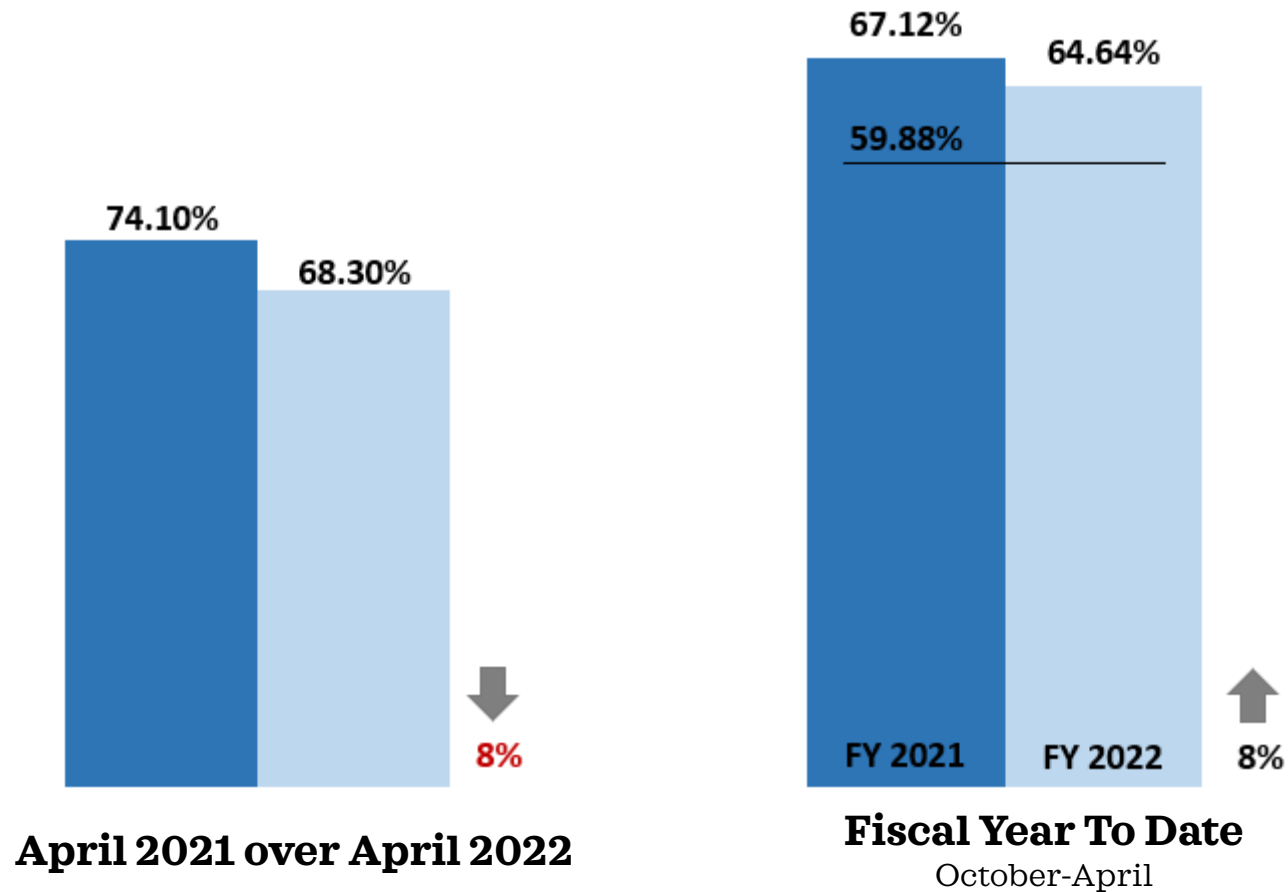


March 2020 over March 2021

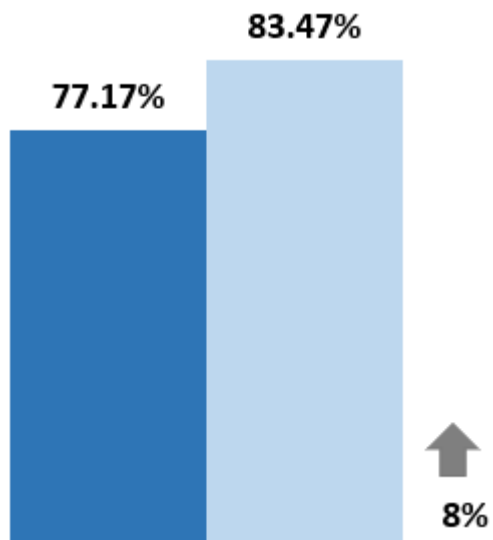
Fiscal Year To Date

October-March

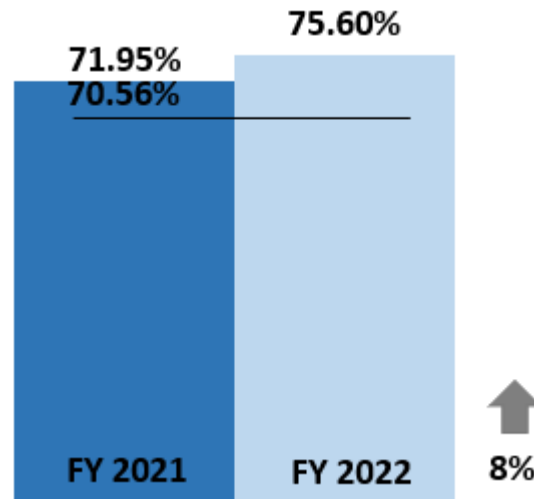
# Non-Casino Occupancy



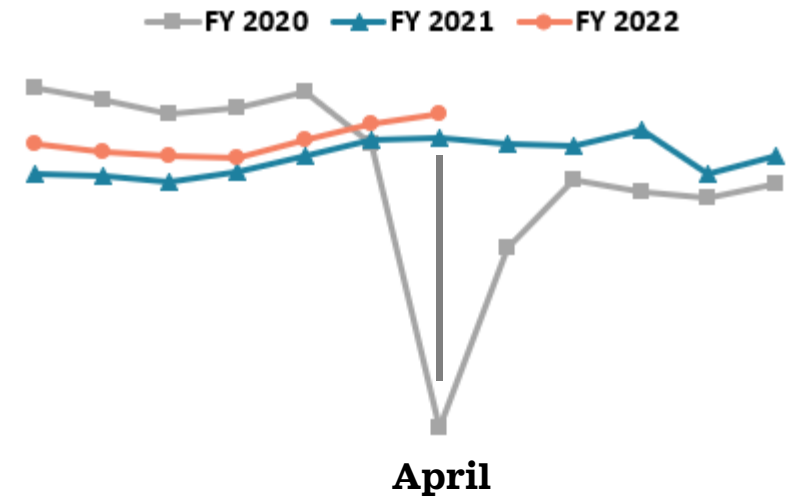
# Casino Occupancy



**April 2021 over April 2022**



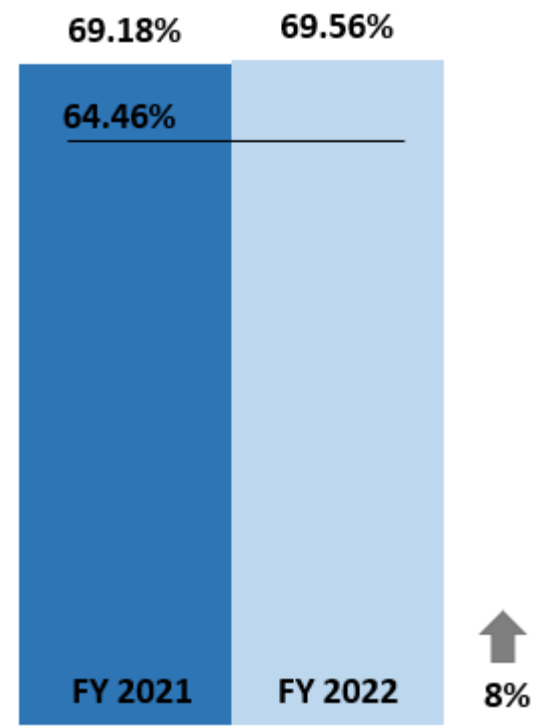
**Fiscal Year To Date**  
October-April



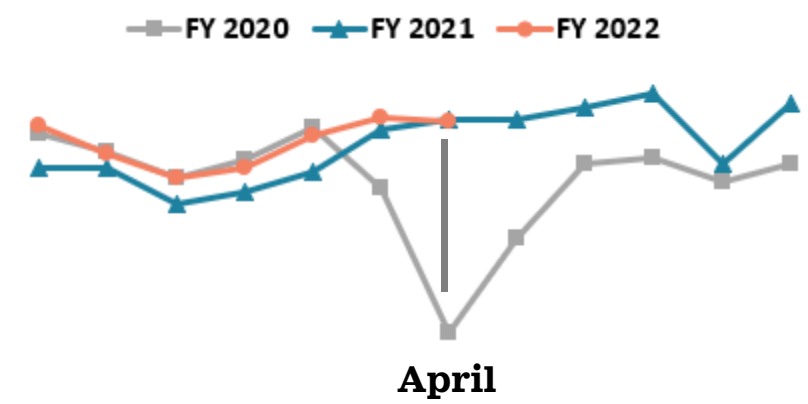
# All Occupancy



**April 2021 over April 2022**

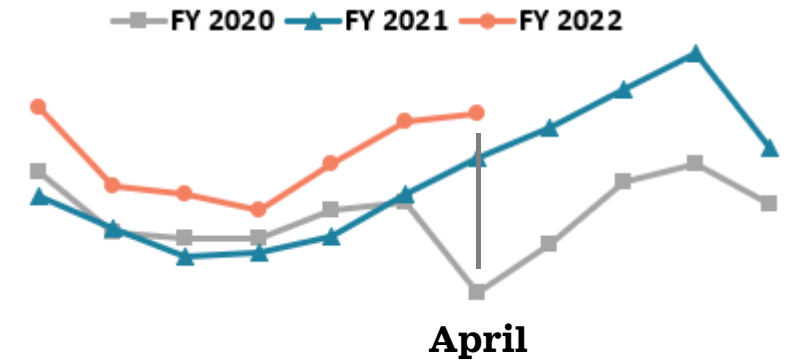
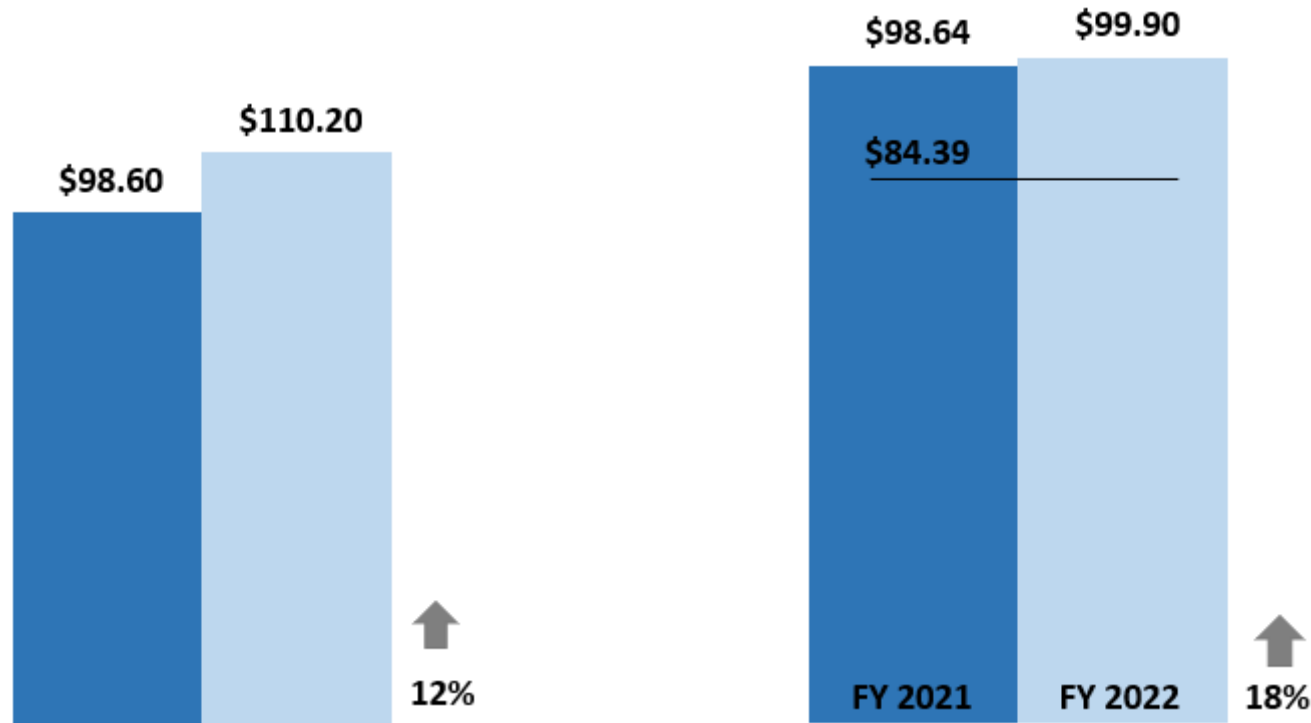


**Fiscal Year To Date**  
October-April





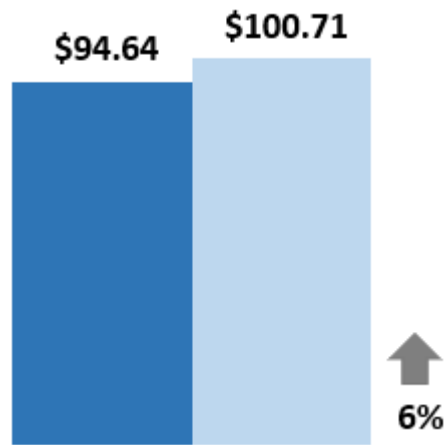
# Non-Casino ADR



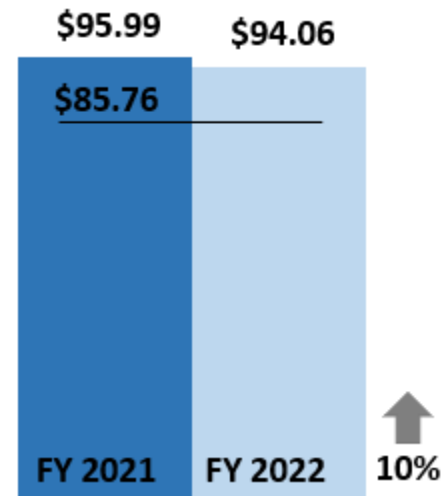
April 2021 over April 2022

Fiscal Year To Date  
October-April

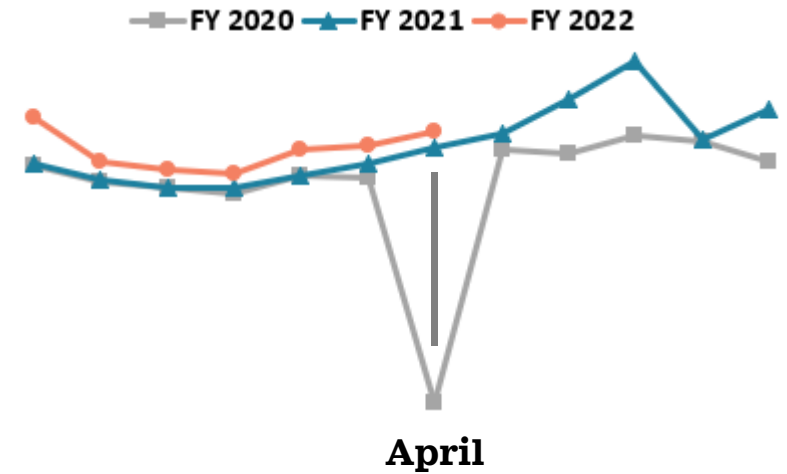
# Casino ADR



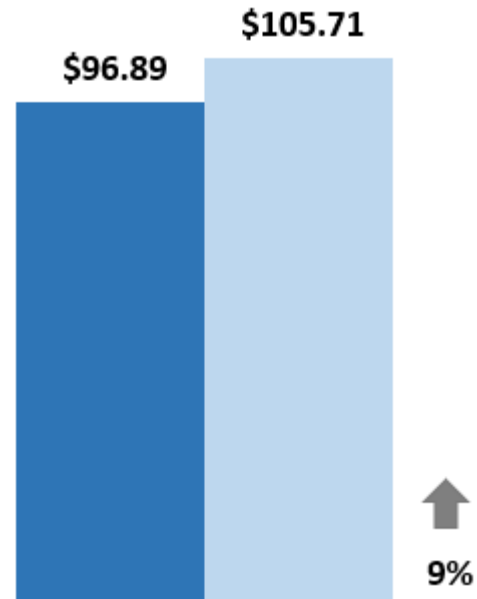
**April 2021 over April 2022**



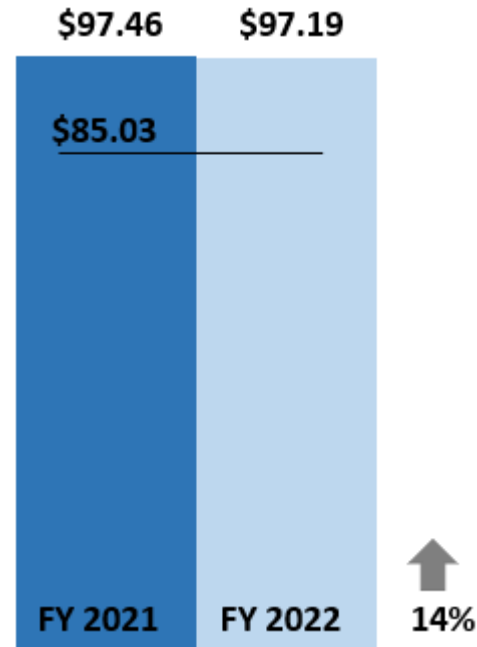
**Fiscal Year To Date**  
October-April



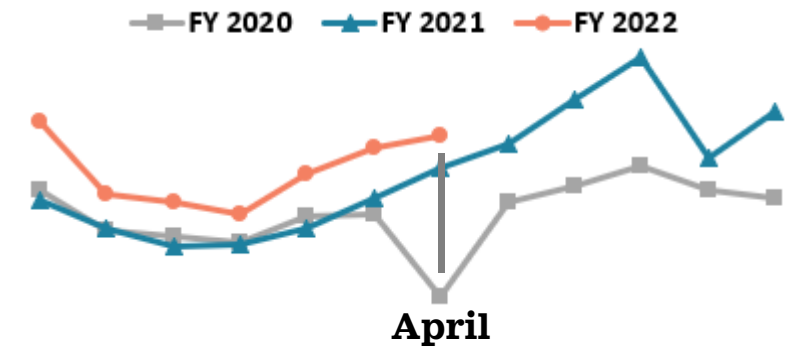
# All ADR



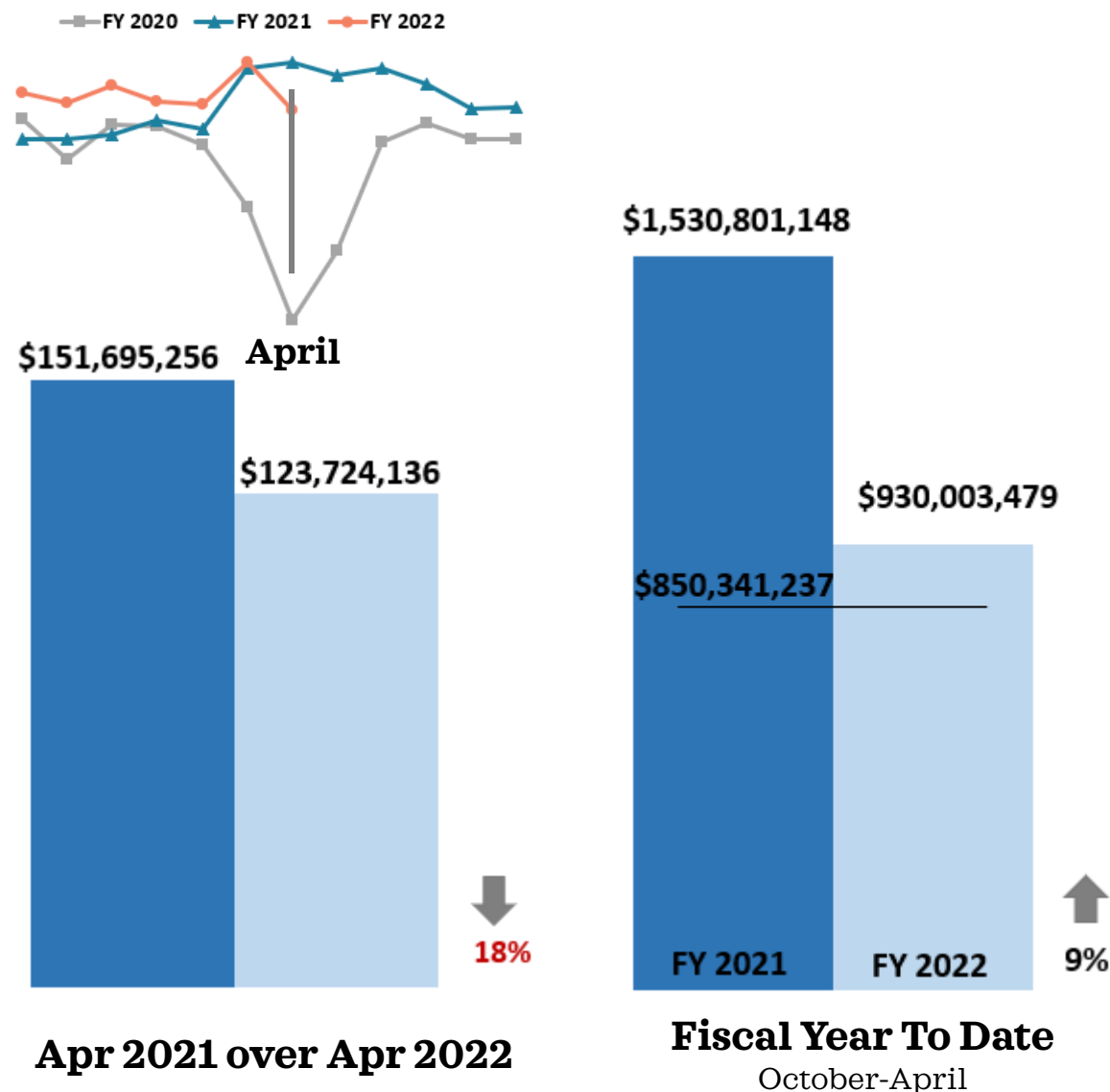
**April 2021 over April 2022**



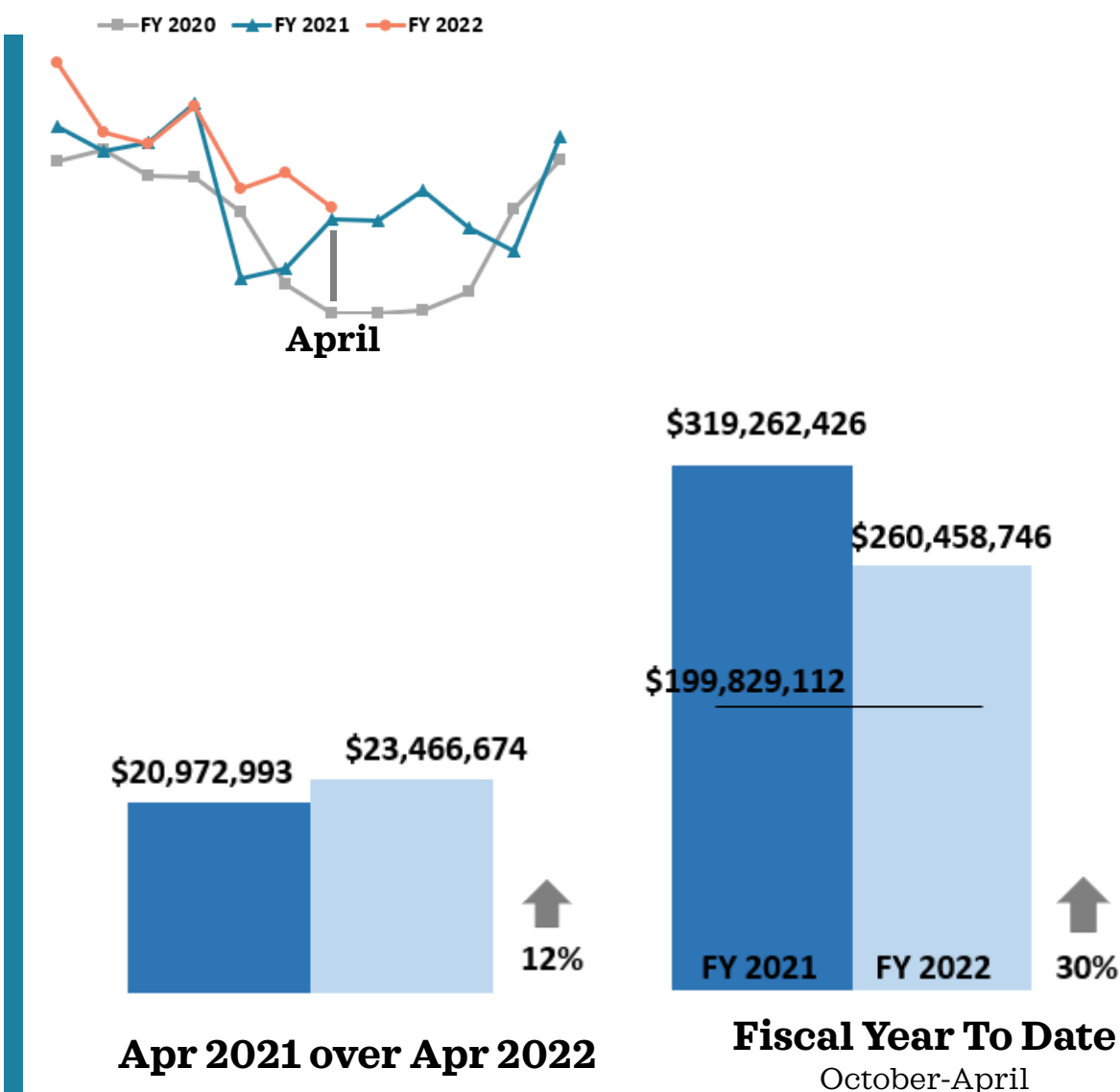
**Fiscal Year To Date**  
October-April



# Gaming Revenue



# Sports Betting Wagers

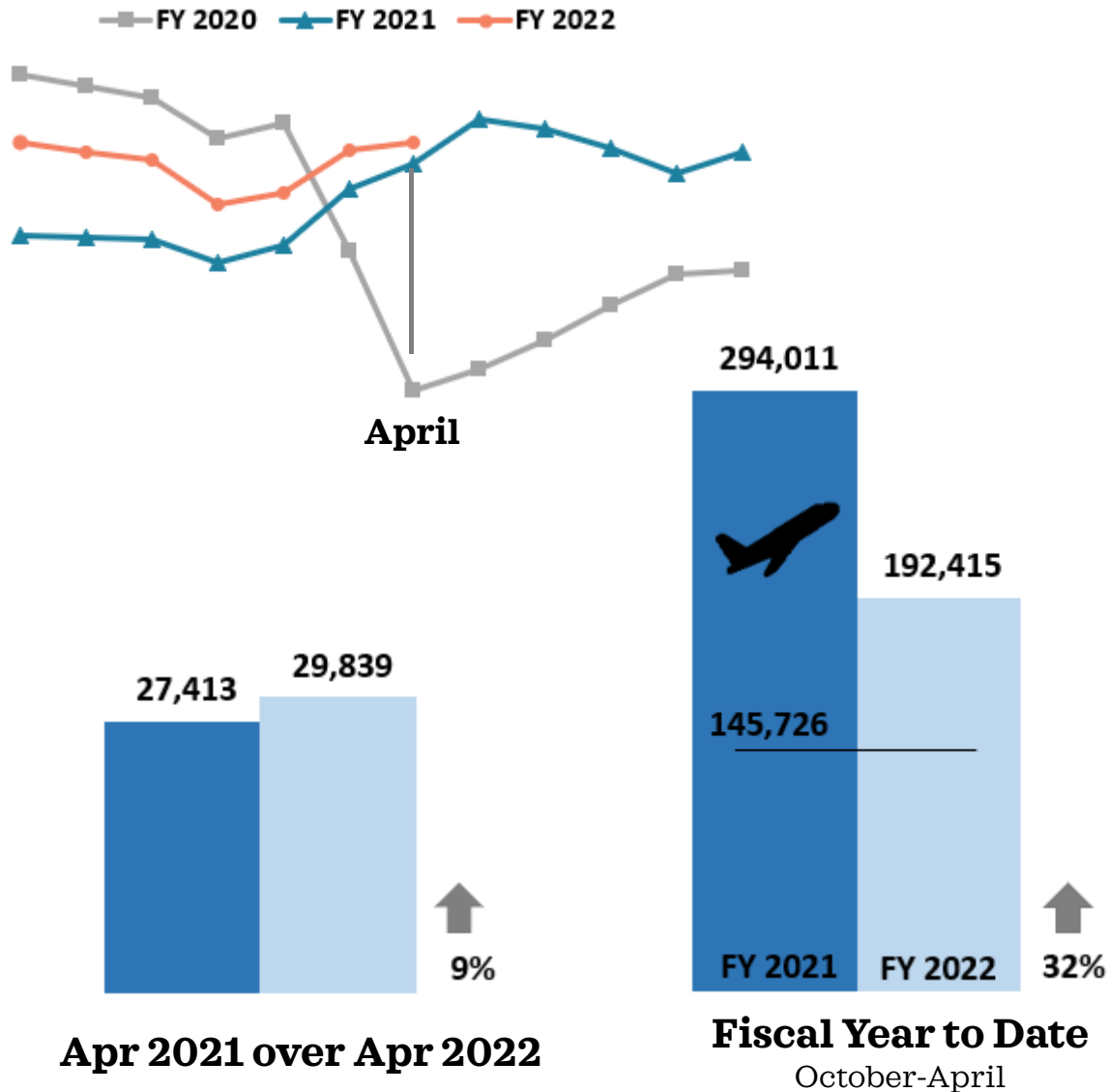


Source: MS Gaming Commission

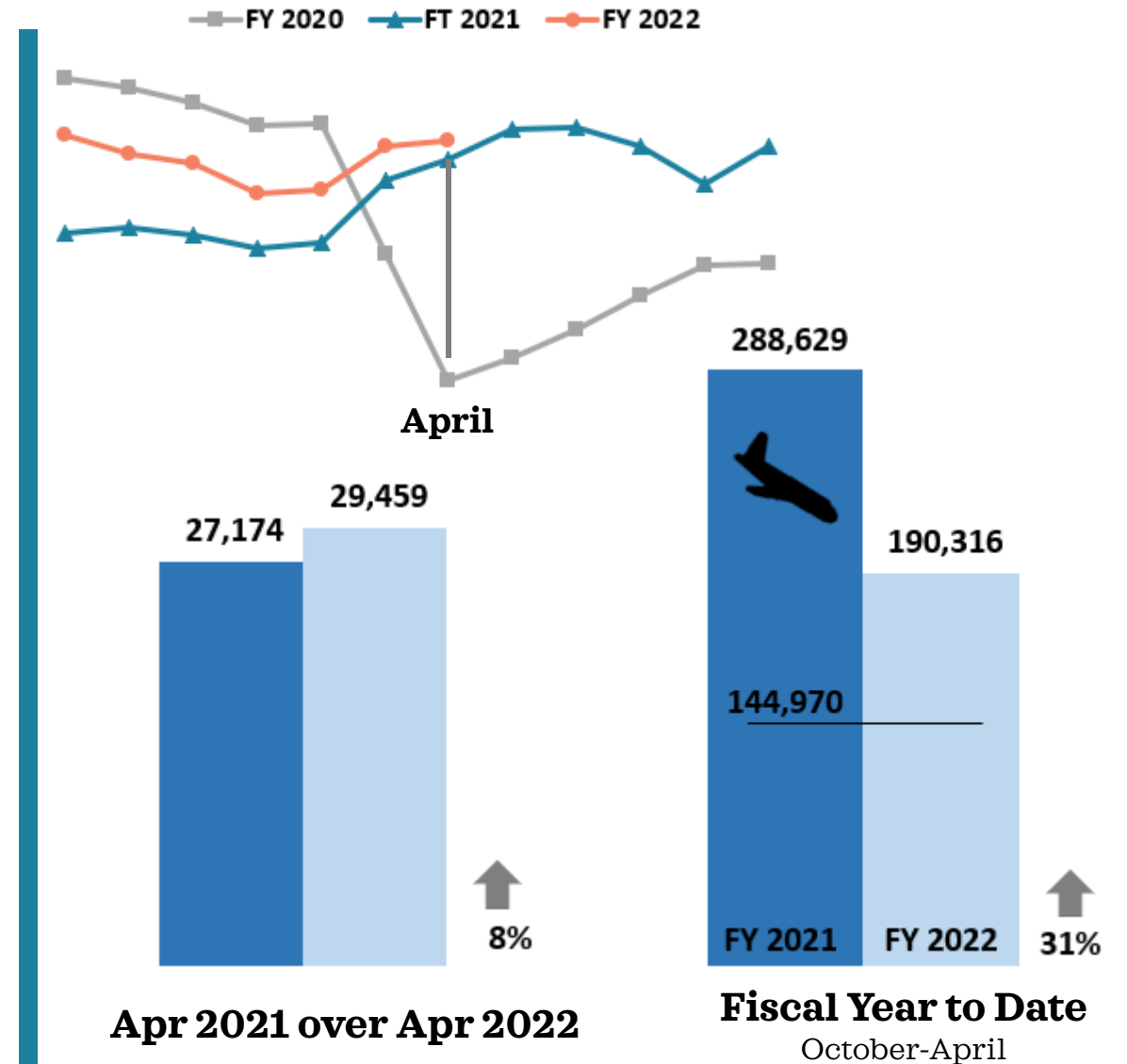
\* Sports Betting began April 2018

# Airport

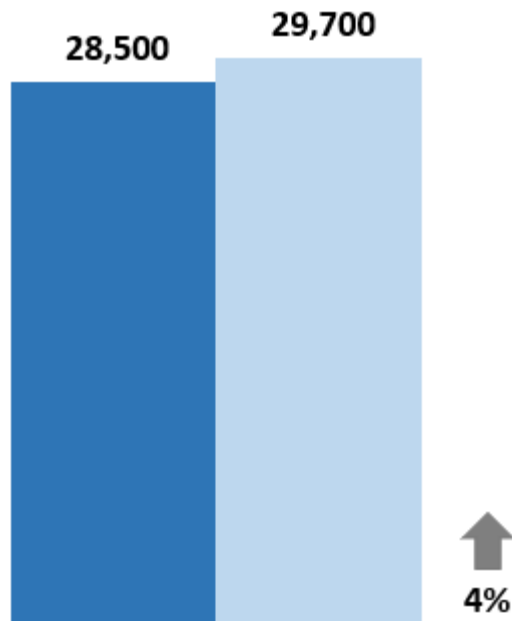
## Enplanements



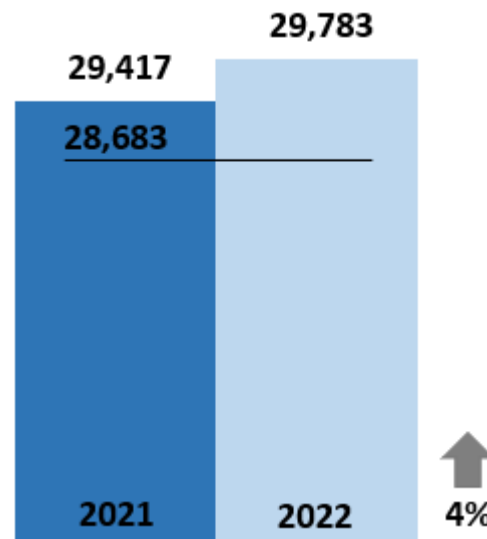
## Deplanements



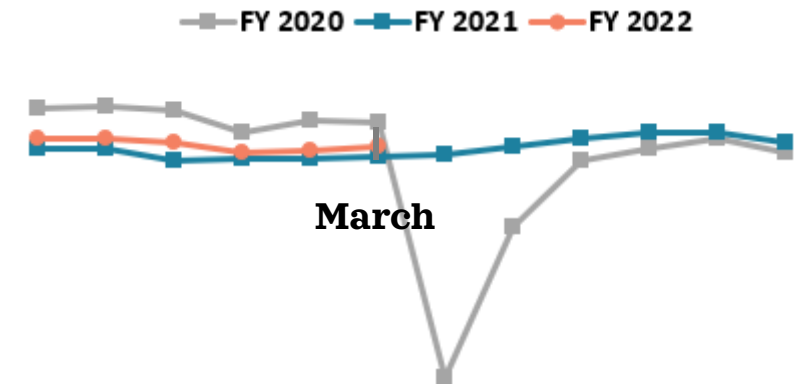
# Leisure & Hospitality Jobs



**March 2021 over March 2022**



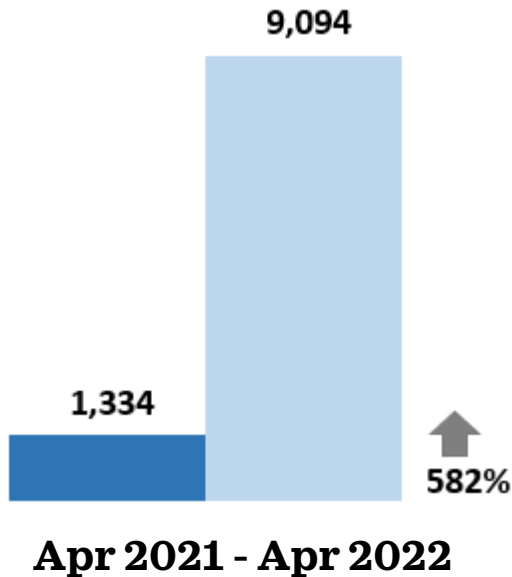
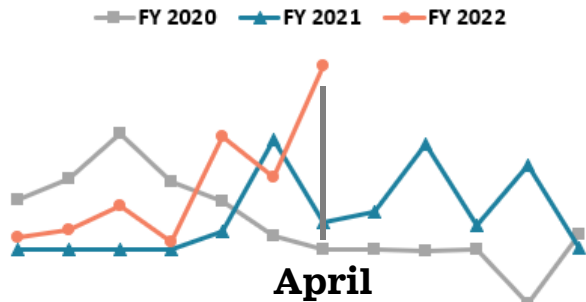
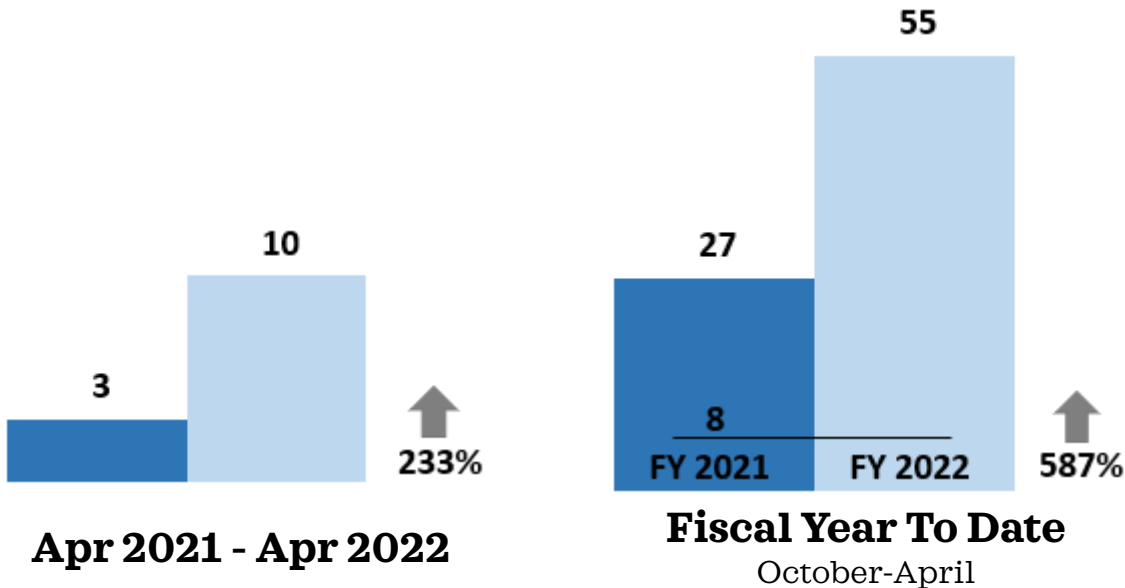
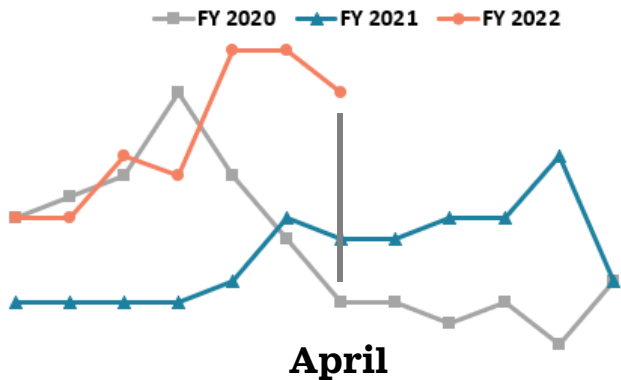
**Fiscal Year To Date**  
October -March



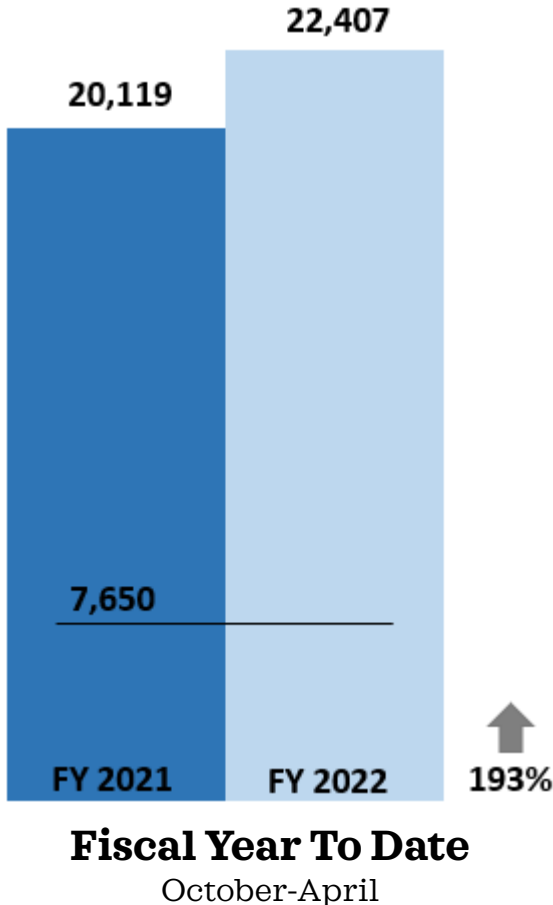
Yearly numbers reflect an average of all months in the FY.

# Definite Bookings – Meeting/Sports

## Bookings



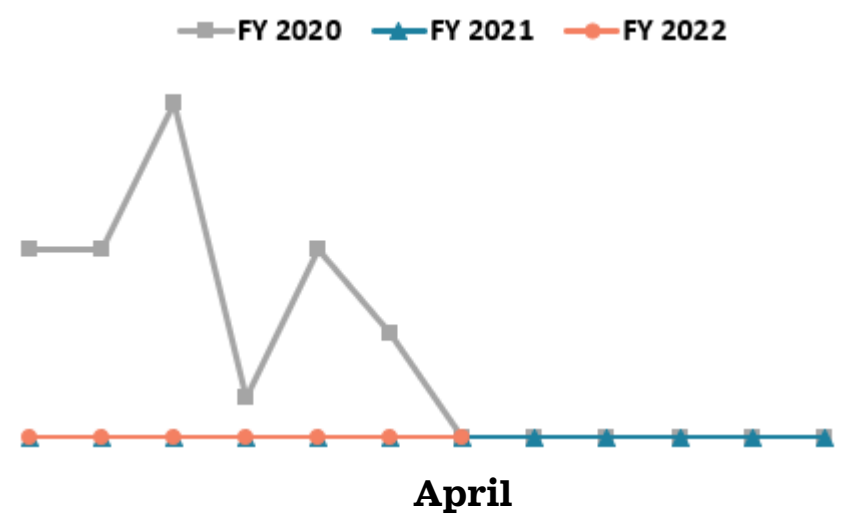
## Room nights



Source: Coastal Mississippi

# Definite Bookings – Leisure

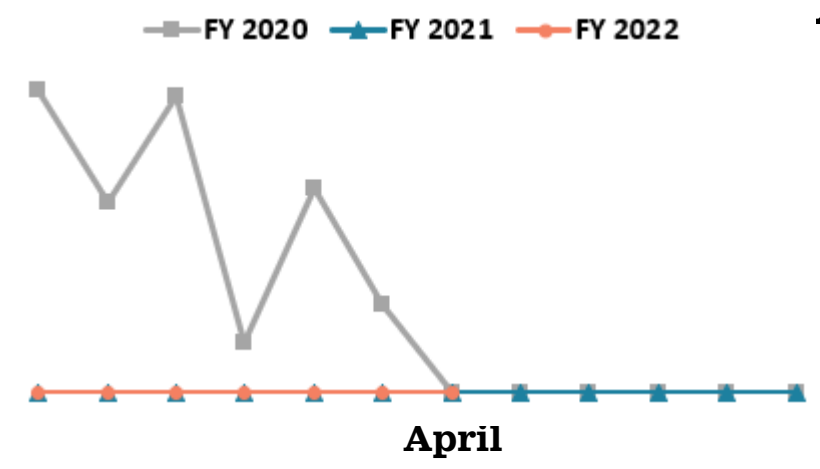
*Bookings*



0      0      Flat      FY 2021      FY 2022      Flat

**Apr 2021 - Apr 2022**      **Fiscal Year To Date**  
October-April

*Room nights*



0      0      Flat      FY 2021      FY 2022      Flat

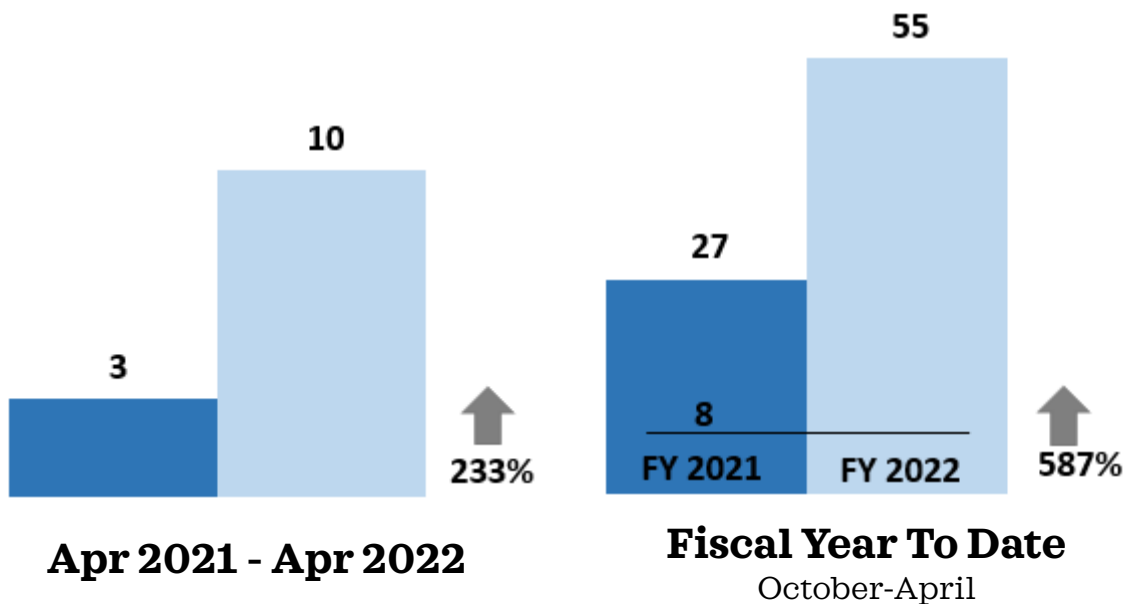
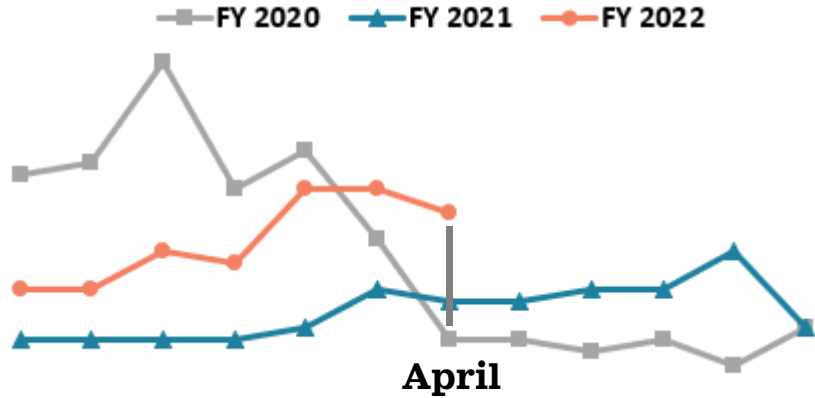
**Apr 2021 - Apr 2022**      **Fiscal Year To Date**  
October-April

Source: Coastal Mississippi

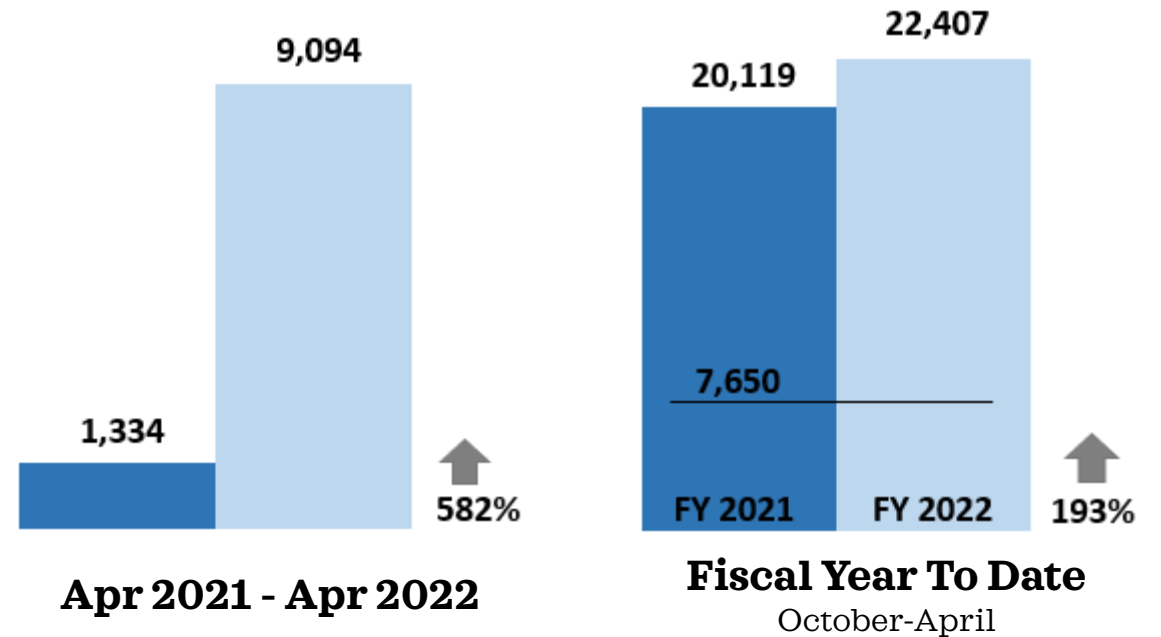
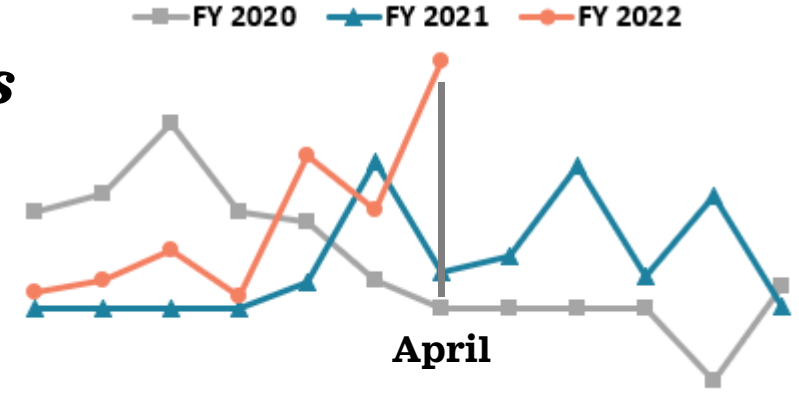


# Definite Bookings – All Sales

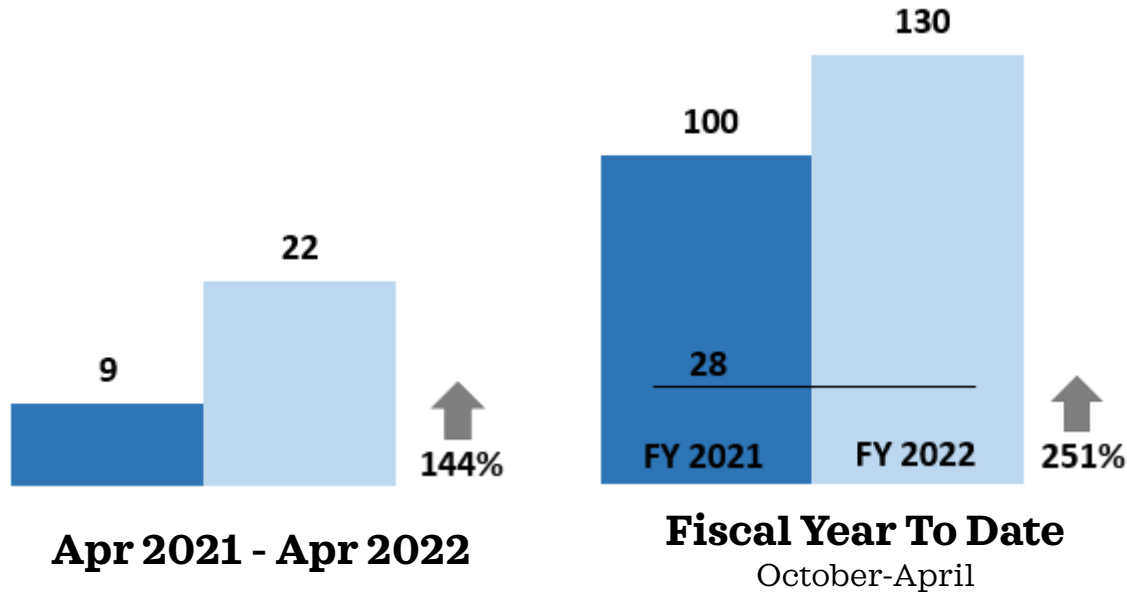
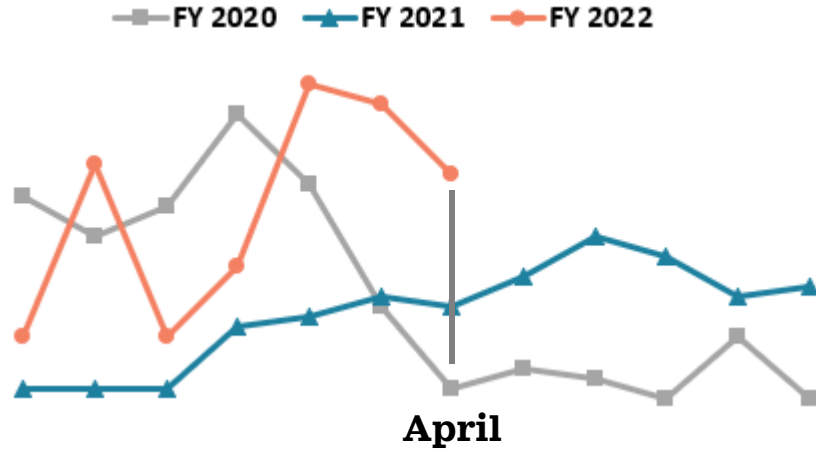
## *Bookings*



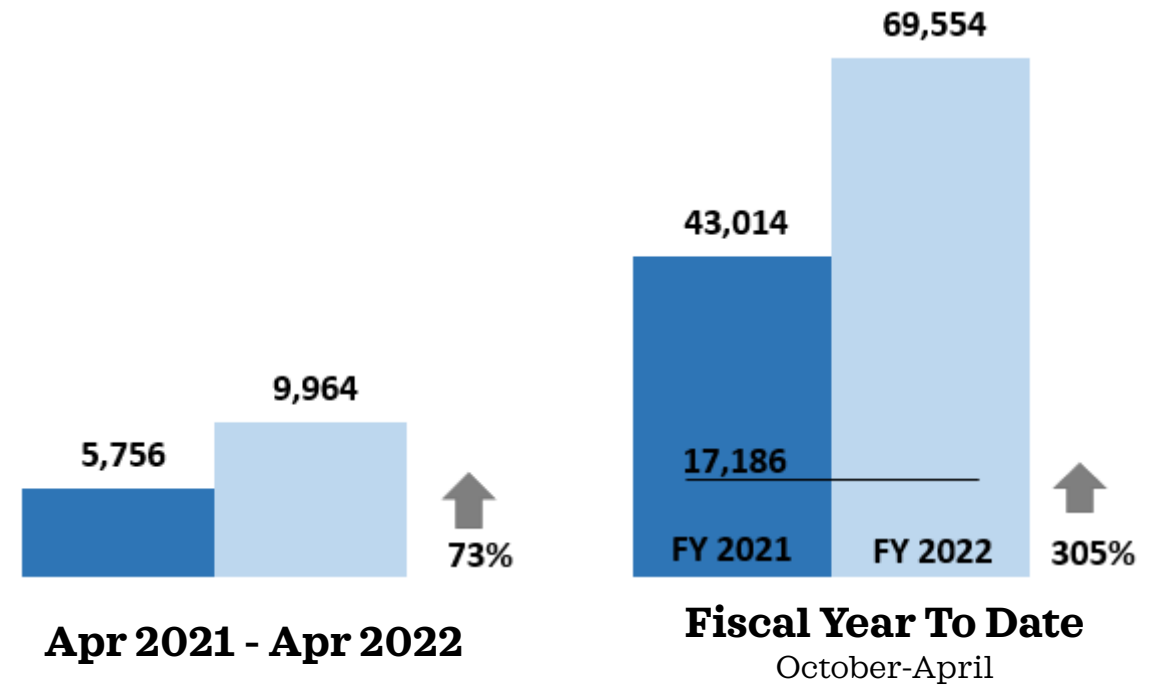
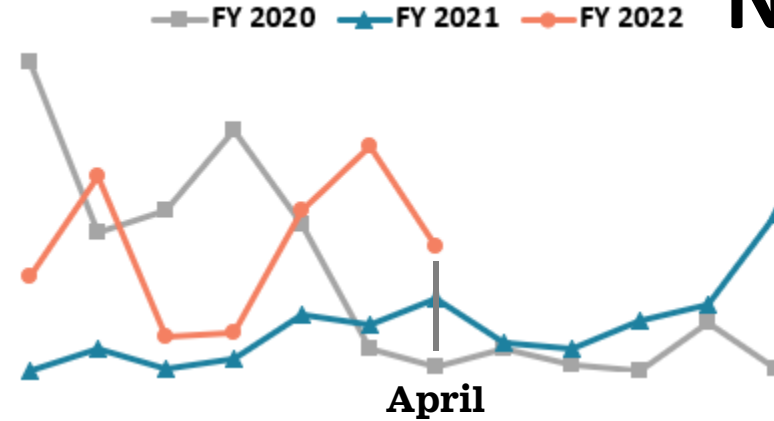
## *Room nights*



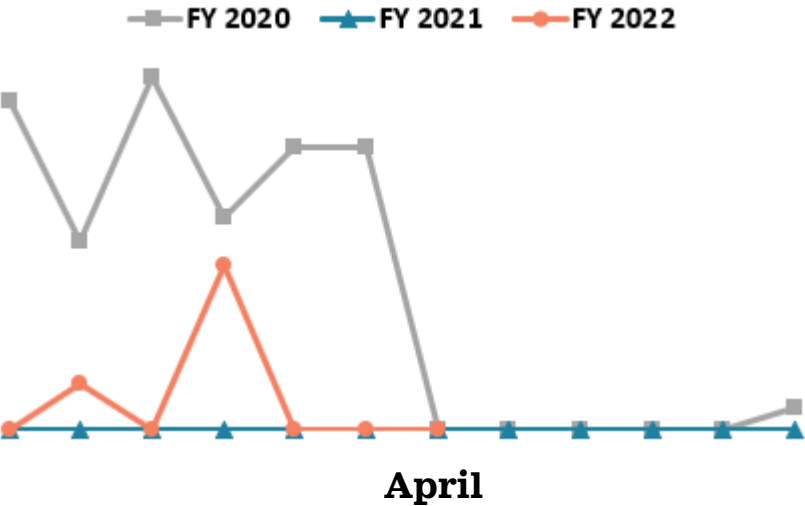
# Leads Issued – Meetings/Sports



# Potential Room Nights



# Leads Issued – Leisure



0

0

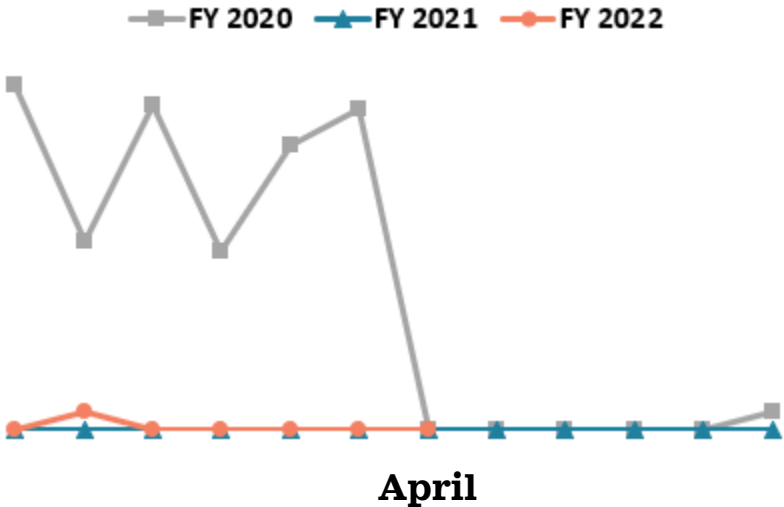
Apr 2021 - Apr 2022

FY 2021

9  
FY 2022

Fiscal Year To Date  
October-April

# Potential Room Nights



0

0

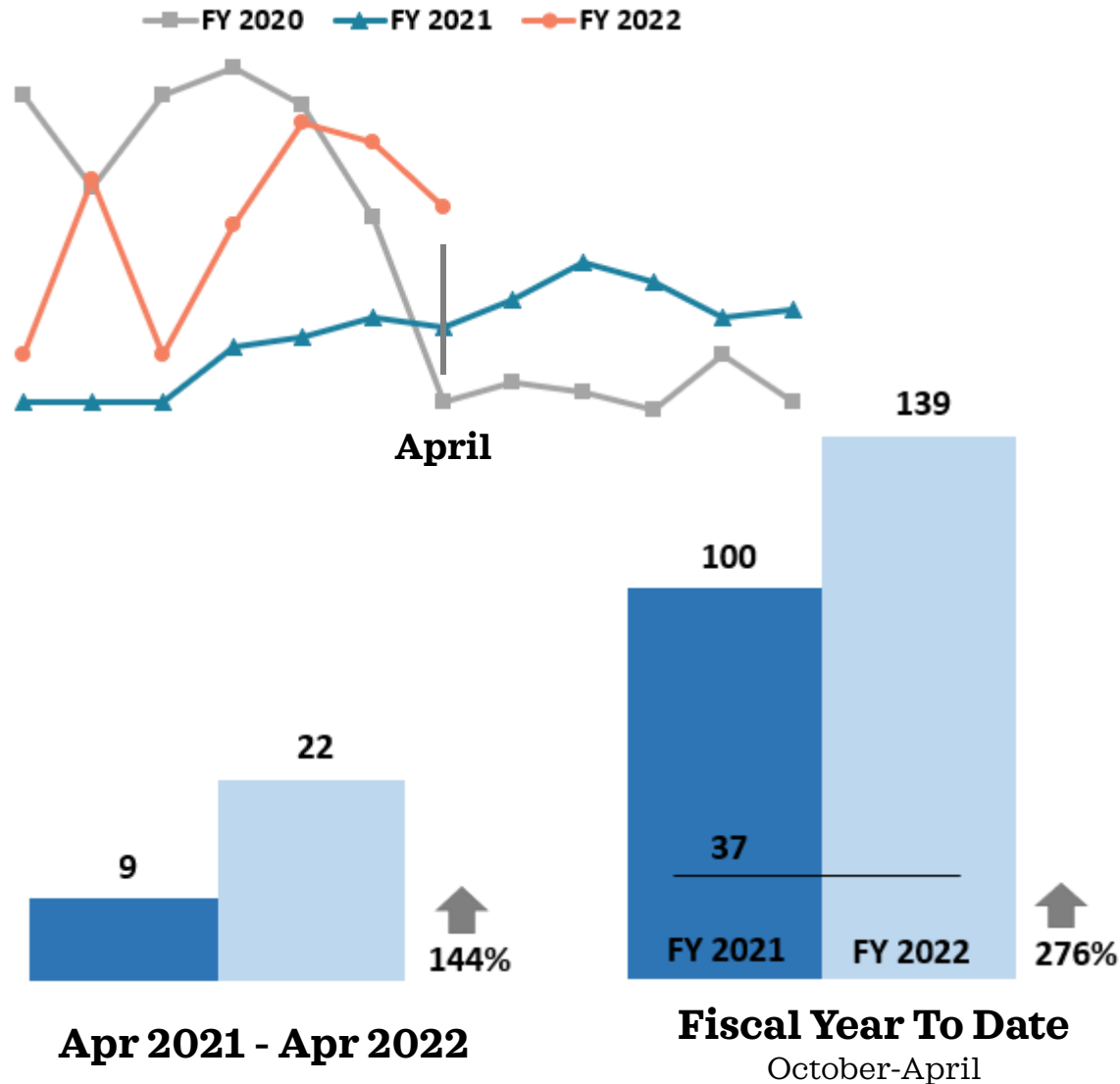
Apr 2021 - Apr 2022

FY 2021

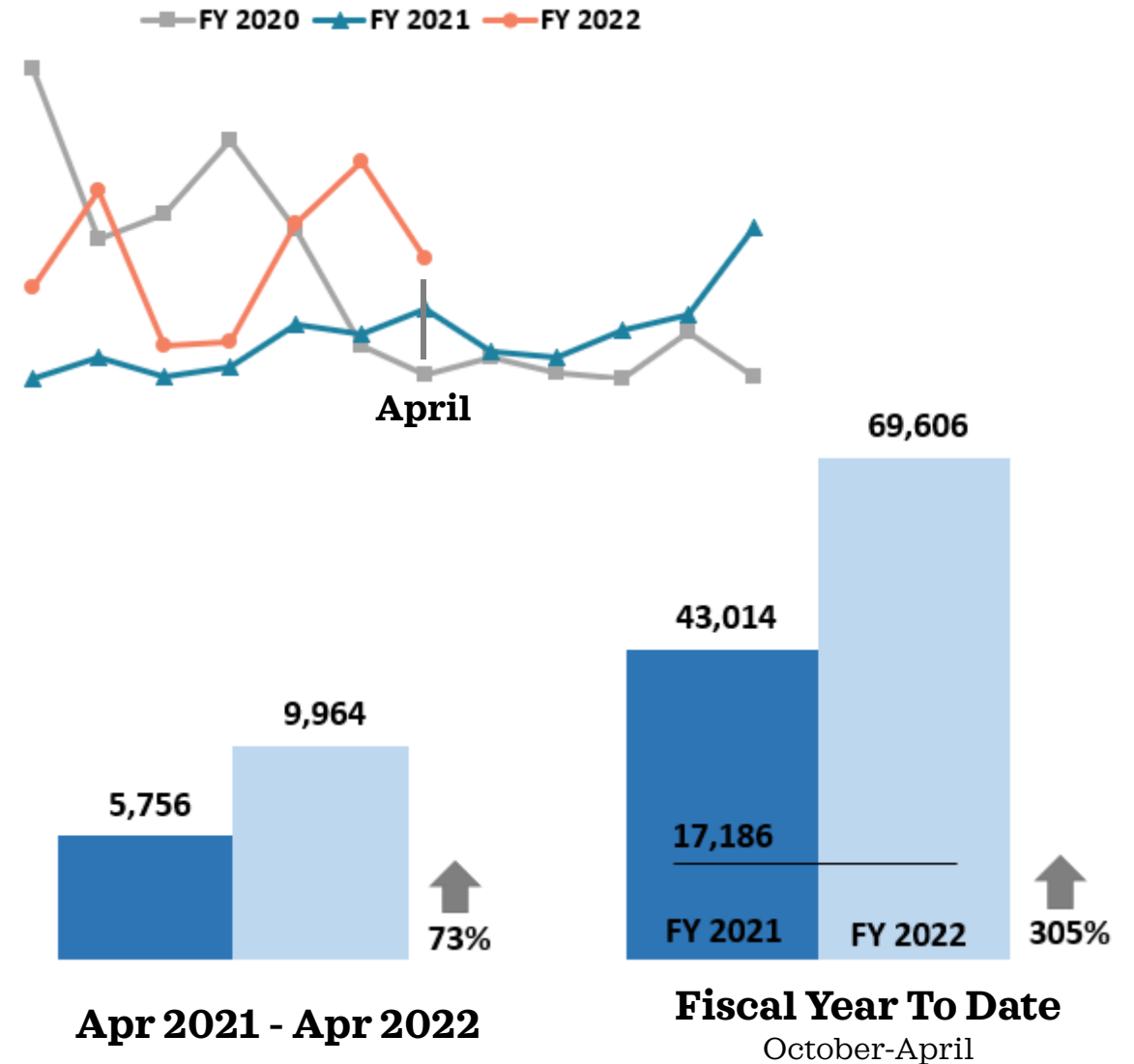
52  
FY 2022

Fiscal Year To Date  
October-April

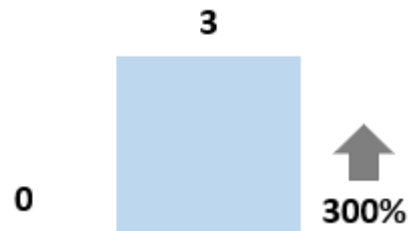
# Leads Issued – All Sales



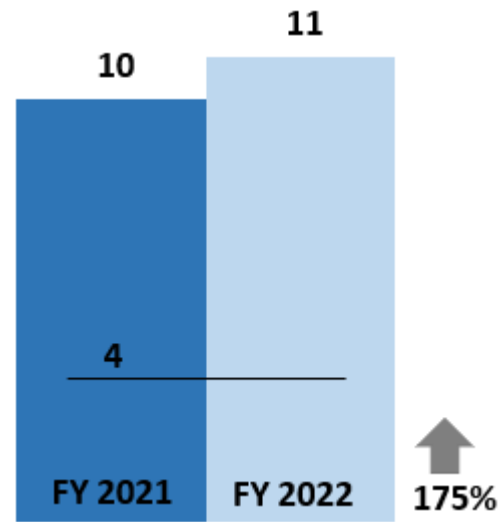
# Potential Room Nights



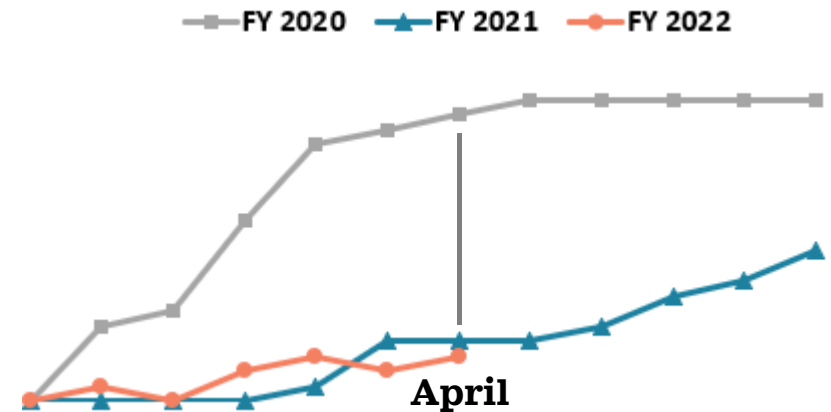
# Convention Center Leads



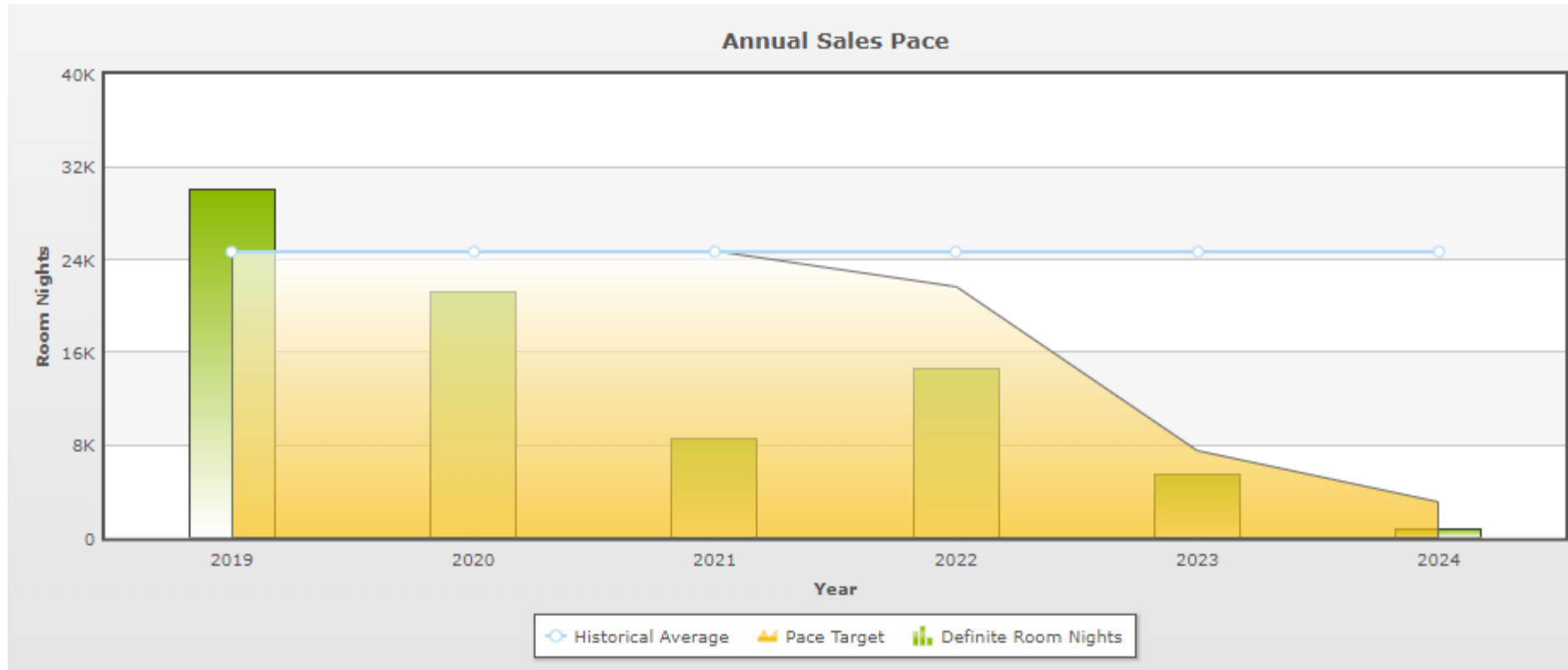
**April 2021 over April 2022**



**Fiscal Year To Date**  
October-April



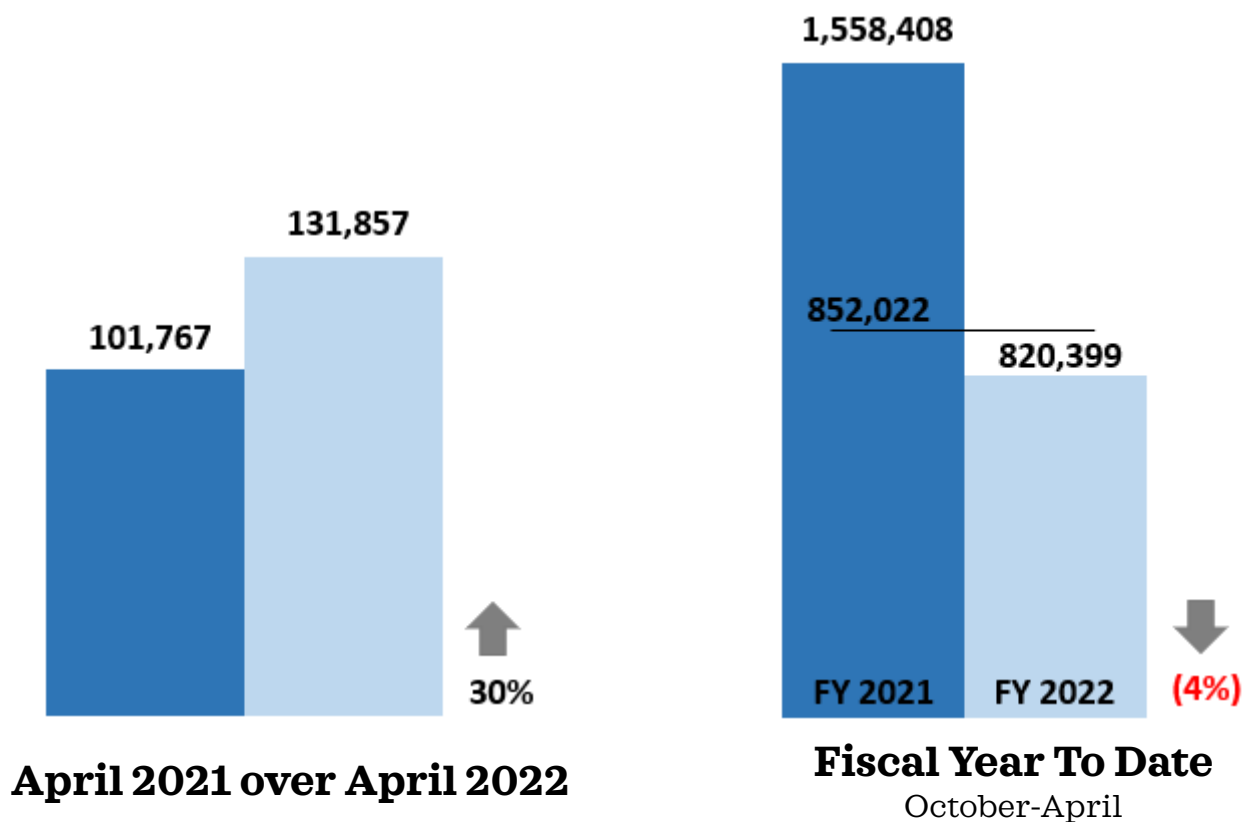
# Pace Report



# Pace Report - Pipeline



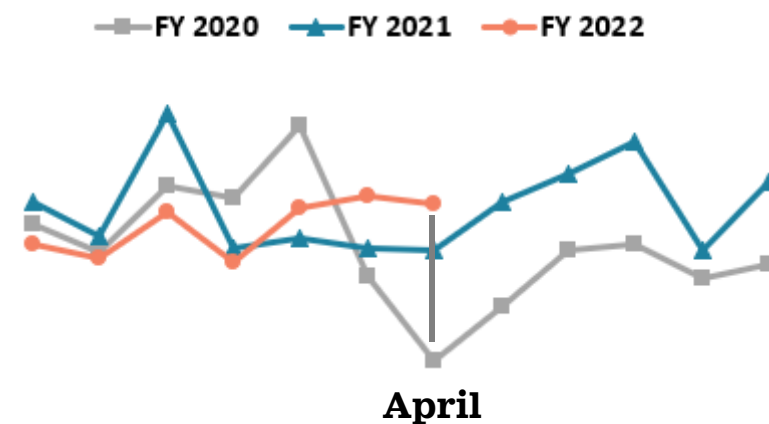
# Google Analytics – Users



Source: Google Analytics

## Organic Traffic Summary

- Organic sessions were up 18% over last year. Organic traffic to the Events page increased by 3% YoY and the Events This Weekend page increased 90%. Other notable pages include the Homepage, which had a 78% increase YoY, and traffic to the Things to Do in Bay St. Louis page increased by 2%.
- Referrals from events up 68%
- The site performed well in organic search rankings in April. It was up 9.8% in organic impressions, up 15.4% in organic clicks, and improved 2.2% in its average ranking position. The top keywords that drew traffic were CPR Fest, Cruisin the Coast, and Crawfish Festival.





# 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.

<b>FY 2022</b>	<b>Oct</b>	<b>Nov</b>	<b>Dec</b>	<b>Jan</b>	<b>Feb</b>	<b>Mar</b>	<b>Apr</b>	<b>May</b>	<b>Jun</b>	<b>Jul</b>	<b>Aug</b>	<b>Sep</b>
Newsletter Signup	207	236	212	207	303	397	324					
<b>Total Active Newsletter Recipients 26,153</b>												
Request the Guide	544	581	518	900	1063	1046	971					
Digital Guide Views	131	86	90	159	165	214	189					

## Guide Downloads

Meeting Planner	7	11	11	17	17	15	8					
Sports Planner	4	0	1	5	2	1	0					
Travel Trade	1	2	1			2	0					

## Attraction/Museum Month

	<b>Pageviews</b>	<b>Unique Pageviews</b>	<b>Avg. Time on Page</b>	<b>Entrances (Landing Page)</b>	<b>Bounce Rate</b>
Attraction/museum-month	4,459	3,583	0:01:08	3,320	43.35%
Blog/post/attraction-museum-month	306	252	0:01:47	28	72.41%

# Action Taken

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

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

## FY 2022    Oct    Nov    Dec    Jan    Feb    Mar    Apr    May    Jun    Jul    Aug    Sep

Event Detail	6,724	9,525	13,523	6,665	15,261	11,320	9,013					
Listing Detail	13,741	9,713	10,359	15,611	17,777	23,495	17,612					
Website referral	12,177	11,026	11,497	10,248	14,664	16,905	16,076					

### External Link - referral main pages

1,538 Homepage

481 Things to Do

466 Attractions Pass

394 Casinos

250 Restaurants

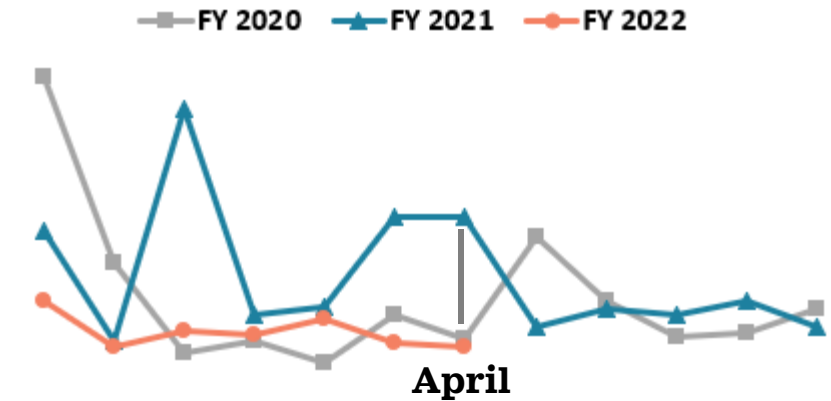
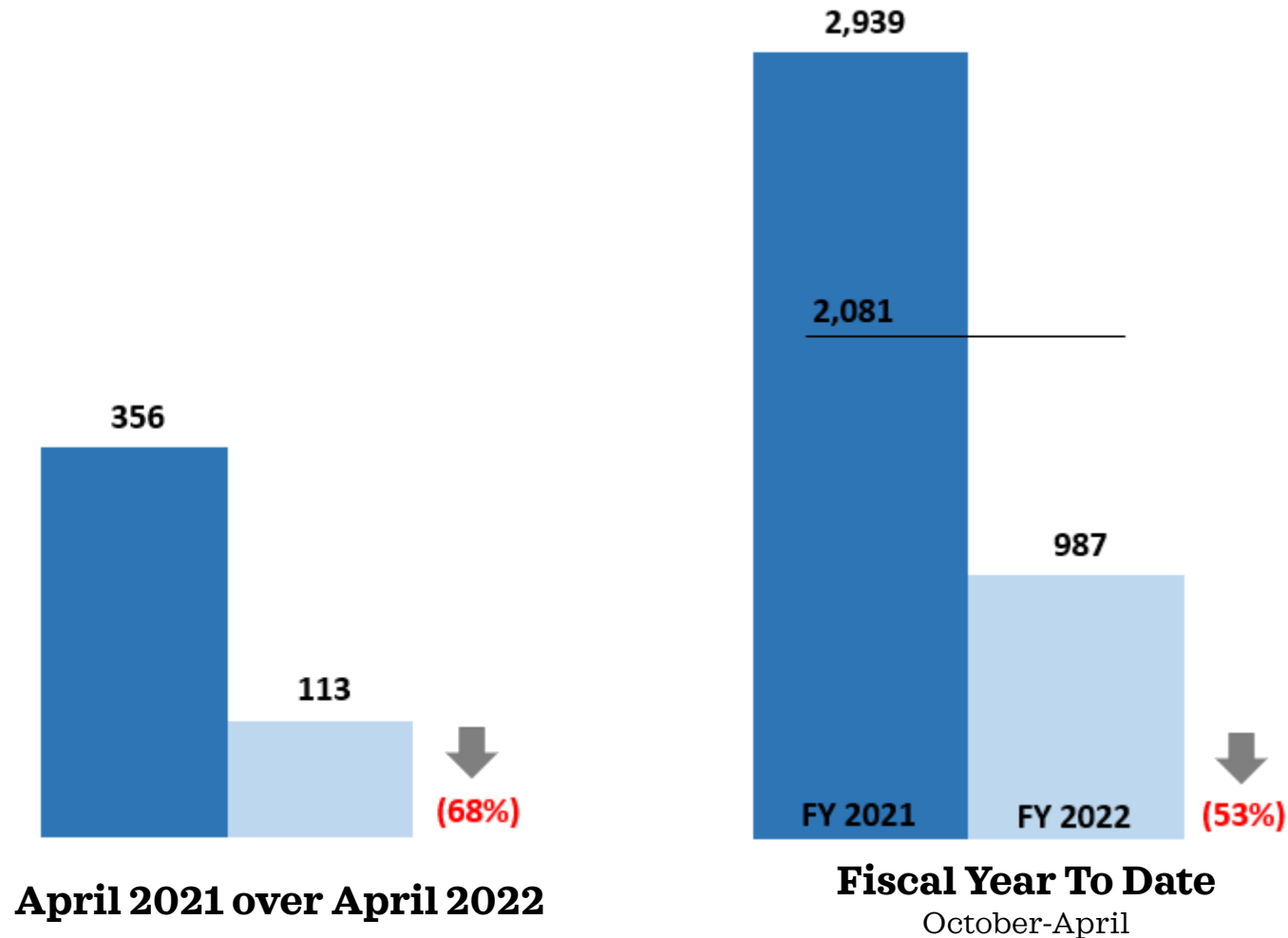
## Attraction Pass

Revenue	\$631	\$986	\$1551	\$202	\$679	\$3344	\$1582					
Passes Sold	17	21	37	4	17	98	37					
Free & Fun	50	137	15	10	20	65	142					
Show Your Badge	37	126				33	196					

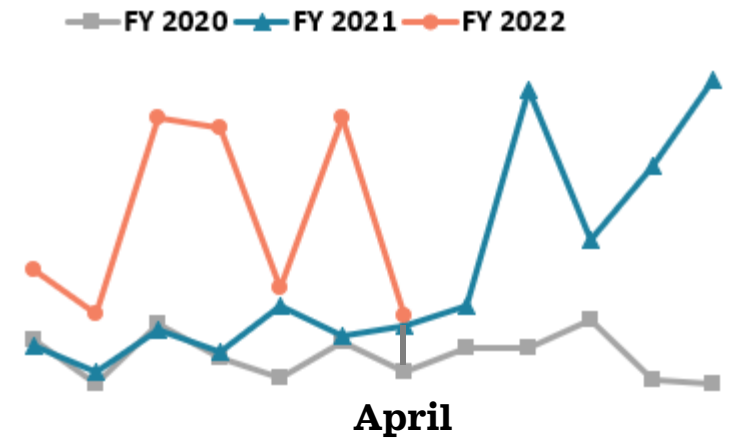
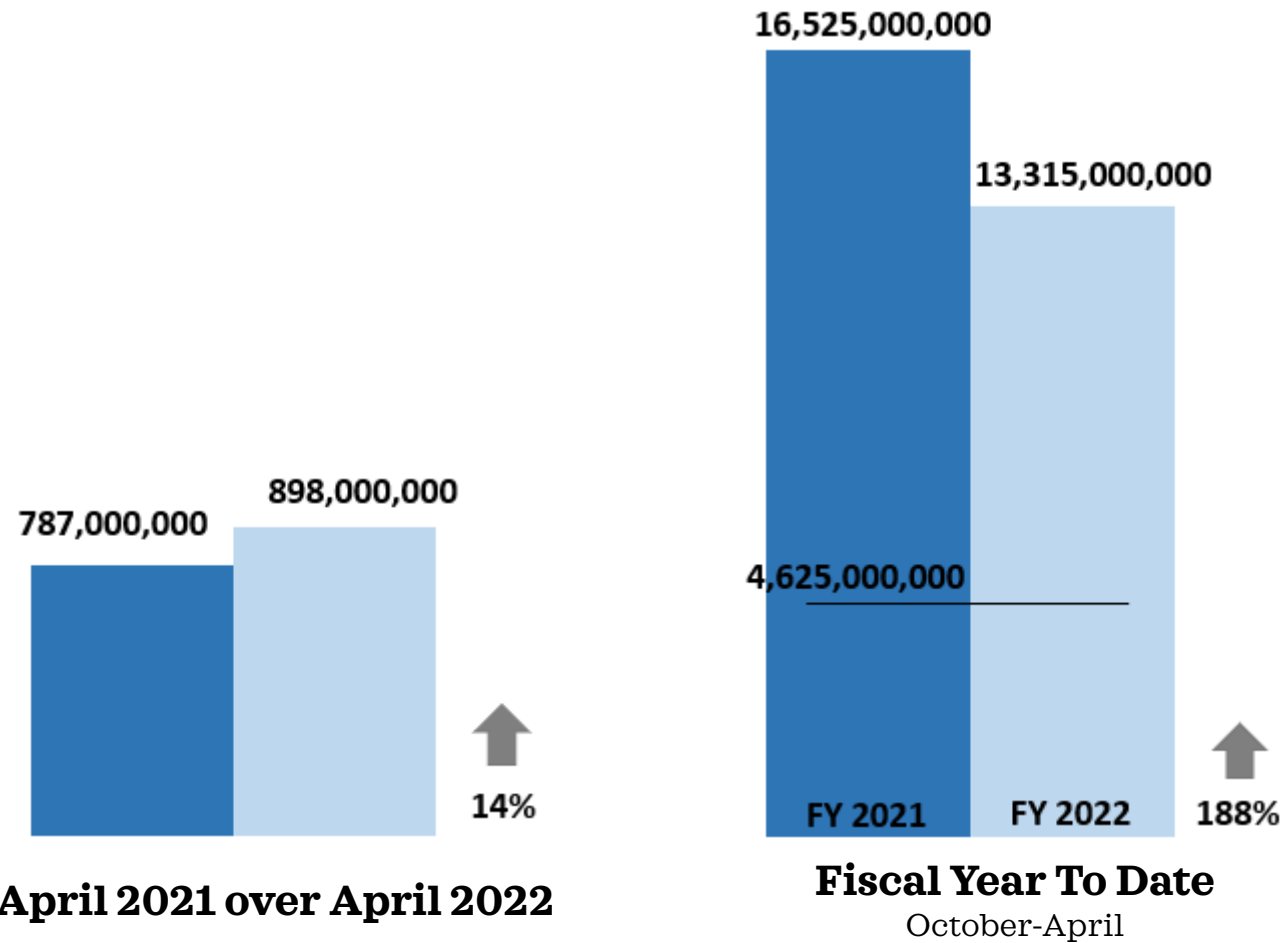
# Number of Articles

## Content Drivers:

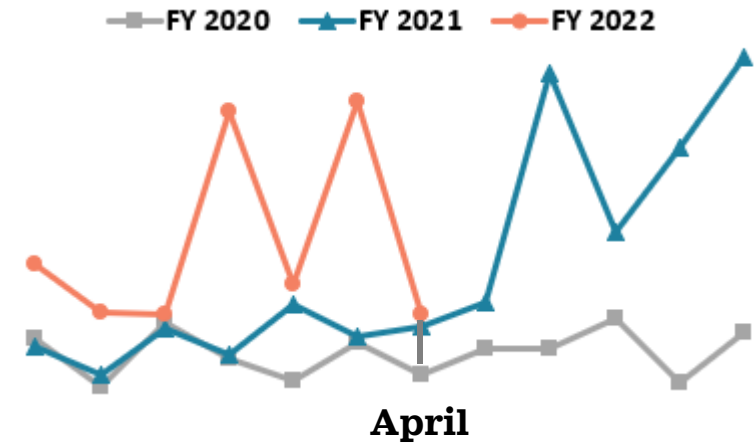
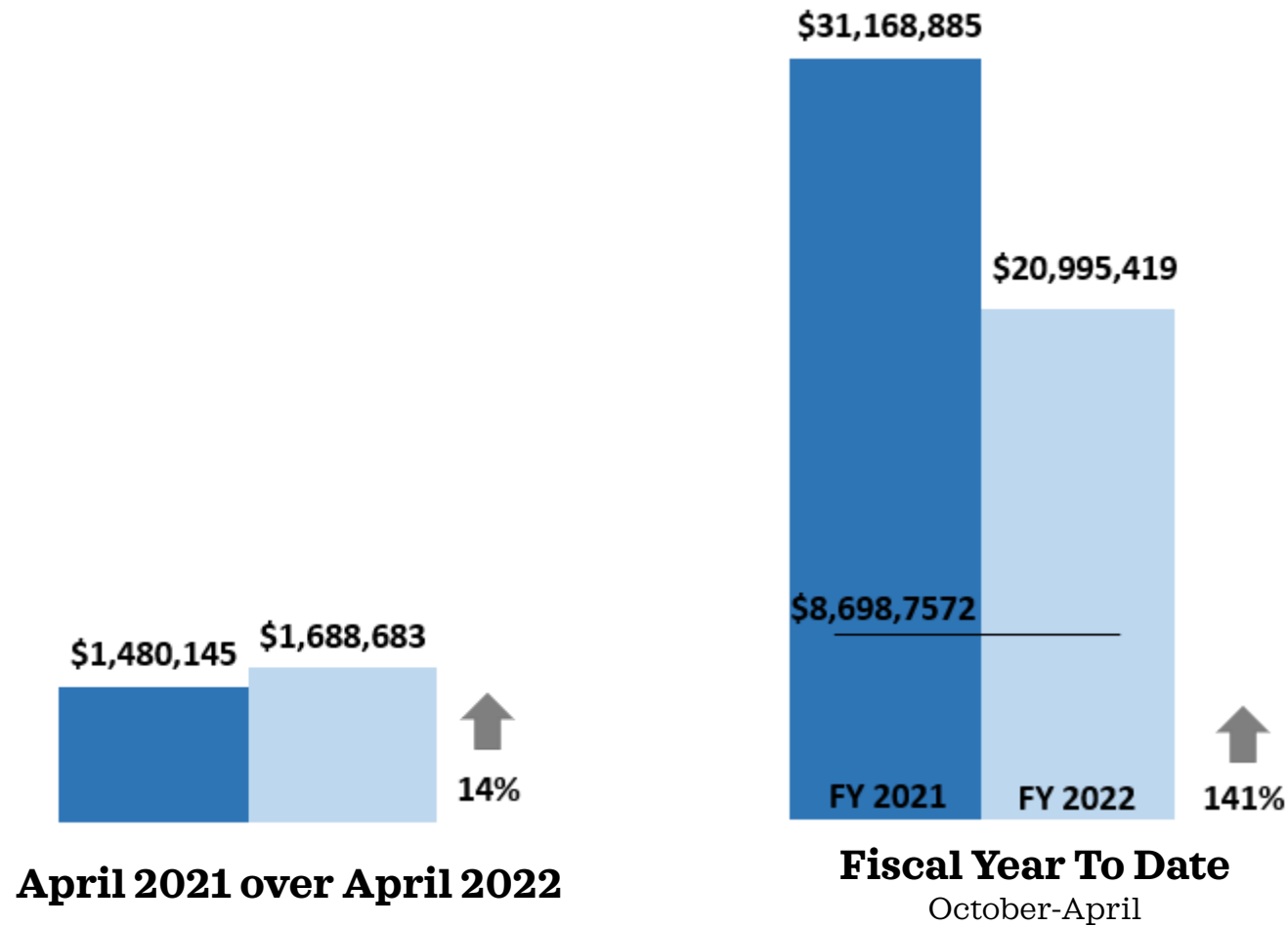
- Summer Travel
- Beach Destinations
- Road Trips
- Outdoor Activities



# Impressions



# Advertising Value Equivalency





## Coast celebrates Coastal Mississippi Attraction & Museum Month



This is the first weekend of the inaugural Coastal Mississippi Attraction & Museum Month, taking place throughout the month of April.

With that comes some exclusive discounts, deals and admission savings.

Operators and visitors alike are all in for the celebration.



## April is Attraction and Museum Month



Tourism leaders are hoping to showcase the array of family-friendly attractions along the Mississippi Gulf Coast throughout the month of April.

Coastal Mississippi Executive Director Judy Young is in studio with more.

# Local Media Coverage - Assisted



## Busy season anticipated at top Mississippi tourism destinations

The hospitality and tourism sector of the economy had two extremely tough years with COVID-19 keeping many people in isolation. With new cases of COVID-19 at the lowest levels seen since the beginning of the pandemic, there are hopes of a return to normalcy which will include people being able to travel again to enjoy vacations.

"We are expecting a very busy summer for domestic travel," said Danielle Morgan, executive director, Mississippi Tourism Association. "With many international restrictions still in place, people are still largely looking for nearby road trip destinations. Smaller, quaint towns are really hot right now. Mississippi is fortunate to have wonderful outdoor amenities and unique communities, which are also very popular."

"This is the year of the 'new traveler,' and new travelers expect new and different amenities from lodging and attractions," said Judy Young, executive director at Coastal Mississippi. "Health and safety standards are paramount. Technology — especially touchless check-in, liberal cancellation policies and affordable rates — drives those booking choices."

She predicts that coming out of such a long period of constraints and limitations, 2022 will be the year we wring every bit of richness and meaning out of our experiences. Thematically, it's all about adventure mixed with cultural immersion, ecological outdoor experiences, unique lodging, and even pop-up opportunities, definitely bucket-list and education.



## A road trip to see lighthouses spotlights Coastal Mississippi's maritime heritage



Dating to as early as 280 BC, lighthouses warned mariners of dangers and guided them home, but technological advances in radar and GPS have made many of these navigational landmarks obsolete. Those that remain in Mississippi now serve a different purpose—illuminating the history of these once-vital beacons and the coastal communities they once served.

Along **Coastal Mississippi's** 62 miles of scenic shoreline, 4 beautifully preserved relics and replications stand tall, offering road-trippers an opportunity to explore from land what boats and ships once relied upon for safe return while navigating inland from the Gulf of Mexico. These lofty monuments will guide your way on an intriguing historical road trip.

# Forbes

## For Earth Day: Five Idyllic Ecotourism Destinations Across The Southern U.S.

### The Gulf Coast, Mississippi



Equipped with 62 miles of shoreline alongside countless islands, Mississippi's **Gulf Coast** is an oft-underrated destination that packs a serious punch within the realm of ecotourism. Just east of Biloxi, the Davis Bayou Area provides ample opportunity for spotting the state reptile of Mississippi—the American alligator—while the nearby Mississippi Sandhill Crane National Wildlife Refuge offers some much-needed protection for a wealth of indigenous species ranging from the dusky gopher frog to the Mississippi sandhill crane, a distinct subspecies that's native to the Gulf of Mexico. For a truly memorable

# Coastal Mississippi Assisted Media Coverage

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# Southern Living

## The Best Southern Labor Day Getaways

17 of 21

### Ocean Springs, Mississippi

If you want to be on the water for Labor Day but don't want to be on an overcrowded beach in a touristy town, you should visit Ocean Springs, Mississippi. Ocean Springs has an adorable downtown with a buzzing entertainment district. The Saturday before Labor Day is Ocean Spring's annual Artwalk, so check out local artists, venues and over 30 restaurants before you hit the beach on Labor Day.



CREDIT: FACEBOOK/DOWNTOWN OCEAN SPRINGS



### Mighty Mississippi

Southern charm meets luxury at these top casinos



The Gulf Coast stretches along the Gulf of Mexico for hundreds of miles. Near the gulf waters you can see marshes, barrier islands, estuaries and bays, but more importantly, the top casinos in the country!

Here is a brief look at a few of the best.

BEAU RIVAGE RESORT & CASINO Biloxi, MS

GOLDEN NUGGET BILOXI Biloxi, MS

HARD ROCK HOTEL & CASINO BILOXI Biloxi, MS

ISLAND VIEW CASINO RESORT Gulfport, MS

IP CASINO RESORT SPA Biloxi, MS

PALACE CASINO RESORT Biloxi, MS

SCARLET PEARL CASINO RESORT D'Iberville, MS

# Coastal Mississippi Assisted Media Coverage

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# Vanilla Papers

## 31 BEST OFF THE BEATEN PATH TRAVEL DESTINATIONS

### 7. Coastal Mississippi, USA



Coastal Mississippi is a hidden gem with gorgeous beaches, fresh seafood and quaint towns just waiting to be discovered. And it's all just less than 90 minutes from New Orleans.

There's 62 miles of coastline with a mind boggling stretch of soft sugar sand and spectacular views of the Gulf of Mexico. The section from Henderson Point Beach to Gulfport is a scenic coastal drive with beach views and lots of free parking just steps away from the sand.

Coastal Mississippi invites intrepid explorers to dig into its secrets.

Paddle on Wolf River and find petrified wood, see gators in the empty bayous, or head to the barrier islands for some solitude. Stroll the quaint downtown streets of Bay St Louis and Ocean Springs. And discover more small beach towns before mass tourism hears of them.

## Coastal Mississippi Assisted Media Coverage



## 17 Spectacular Southern USA Road Trip Itinerary Ideas








### Mississippi Gulf Coast Scenic Byway

One of the best scenic coastal drives in the United States is the Gulf Coast Scenic Byway (US Highway 90 / Beach Boulevard) in **Coastal Mississippi**, where for 11 glorious miles there is nothing between you and the soft sugar sand and Gulf of Mexico water.

The most awe-inspiring section of the Gulf Coast Scenic Byway is from Henderson Point Beach to the Port of Gulfport Mississippi.

Drive this portion, or this entire road trip, in either direction, but we suggest west to east because you are closer to the water.

# Social Media Metrics

							
Monthly Change	82	37	4	88	399	38	648
March 2022	159,911 Facebook (Total Likes)	15,587 Twitter (Total Followers)	997 Pinterest (Total Followers)	18,732 Instagram (Total Followers)	1,880,268 YouTube (Lifetime Followers)	6,209 LinkedIn Total Followers	2,081,704 Total



**Coastal Mississippi is at La Pointe - Krebs House and Museum.**

Published by Sprout Social [?] · April 18 ·

Built in 1757, the oldest standing confirmed structure in the Mississippi Valley is the La Pointe-Krebs House in Pascagoula. After an extensive restoration, the house is now open to the public.

Take advantage of the special admission offer during the month of April for Attraction & Museum Month: <https://bit.ly/35J4JSM>

La Pointe - Krebs House and Museum... See more




94,953 People reached 20,960 Engagements

Boost post

Rena Duncan, John Estill and 5.9K others 65 Comments 315 Shares

## Facebook

\*Organic + Paid Performance



View insights Boost Post

Liked by [anna\\_m\\_roy](#) and 259 others

coastalms Explore the Biloxi Bay and Deer Island at your own pace with self-captained pontoon rentals from [@nautitoons.boats](#), or you can rent the water slide pontoon for endless play in The [#SecretCoast](#) sun.

Get special savings for 6 or 8 hour rentals during Attraction & Museum Month at the link in bio.

[@nautitoons.boats](#)

[#MSCoastLife](#) [#Biloxi](#)

View all 5 comments


Impressions 8,080 Interactions 23

## Instagram

Coastal Mississippi 6,209 followers 1mo ·

Have you made your way out to the [Oyster South](#) Symposium at the Ohr O'Keefe Museum of Art yet? 🦪🦪

...See more



Anna Manthey-Roy and 42 others 1 comment · 2 shares

Impressions  
1,531

Clicks  
298

Reactions  
43

Shares  
2

## LinkedIn

Coastal Mississippi @SeeCoastalMS

Who's ready for another great baseball season? Come out and support the [@biloxishuckers](#)' first home game at beautiful MGM Park tomorrow evening!

More info: [bit.ly/35J4JSM](https://bit.ly/35J4JSM)

[@ajwilliamsmedia](#)  
[#MSCoastLife](#) [#SecretCoast](#) [#Biloxi](#)



4:18 PM · Apr 11, 2022 · Sprout Social

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2 Retweets 1 Quote Tweet 20 Likes

Impressions 2,739 Engagements 90

Retweets 3 Likes 20

## Twitter

# SOCIAL MEDIA