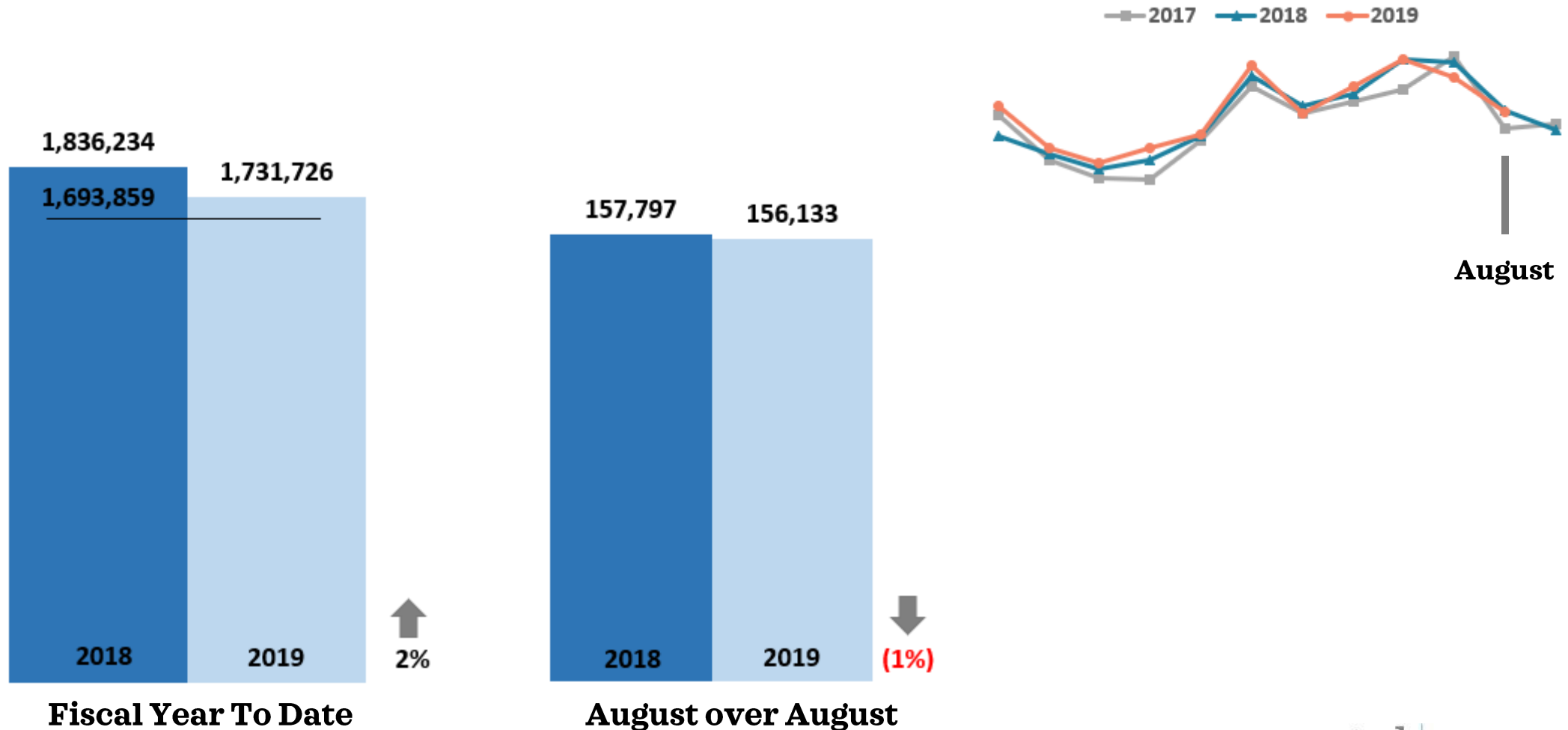


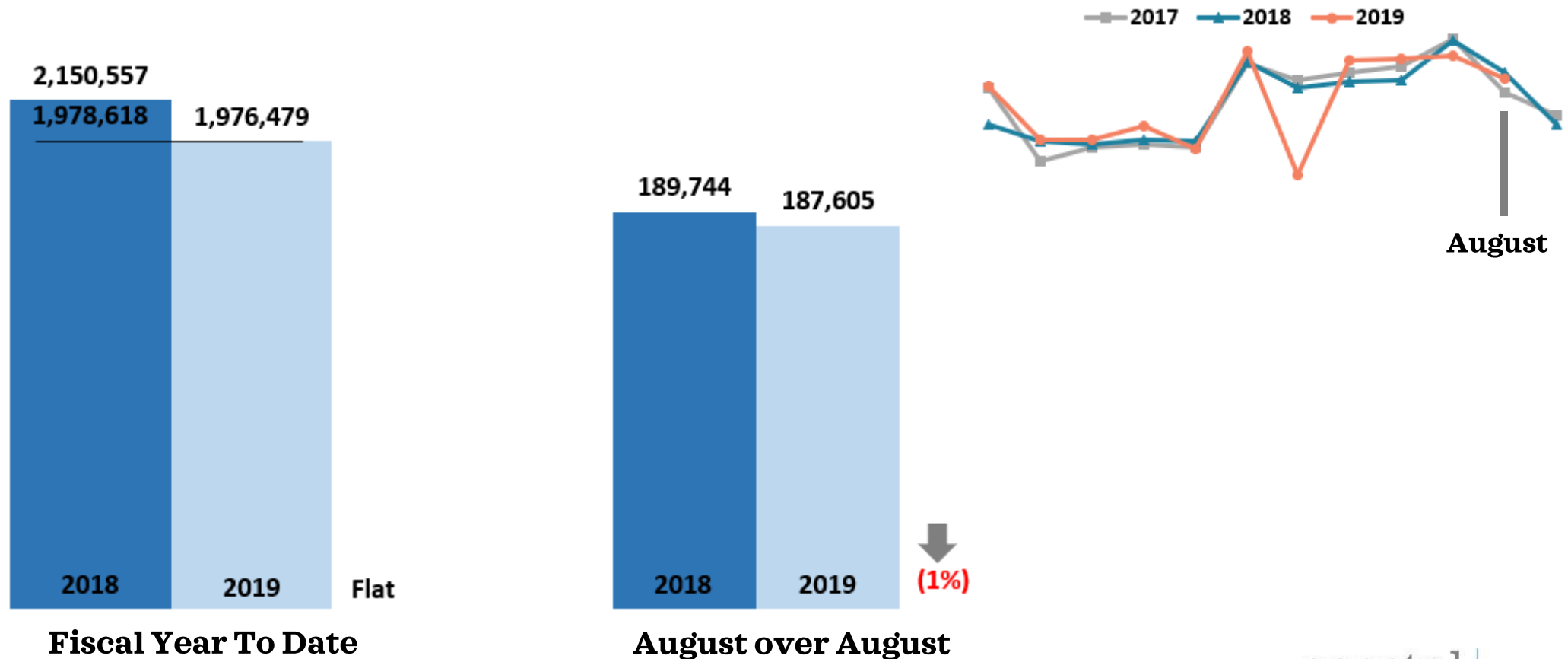
coastal MISSISSIPPI *— The Secret Coast —*

- Key Performance indicators
- August 2019

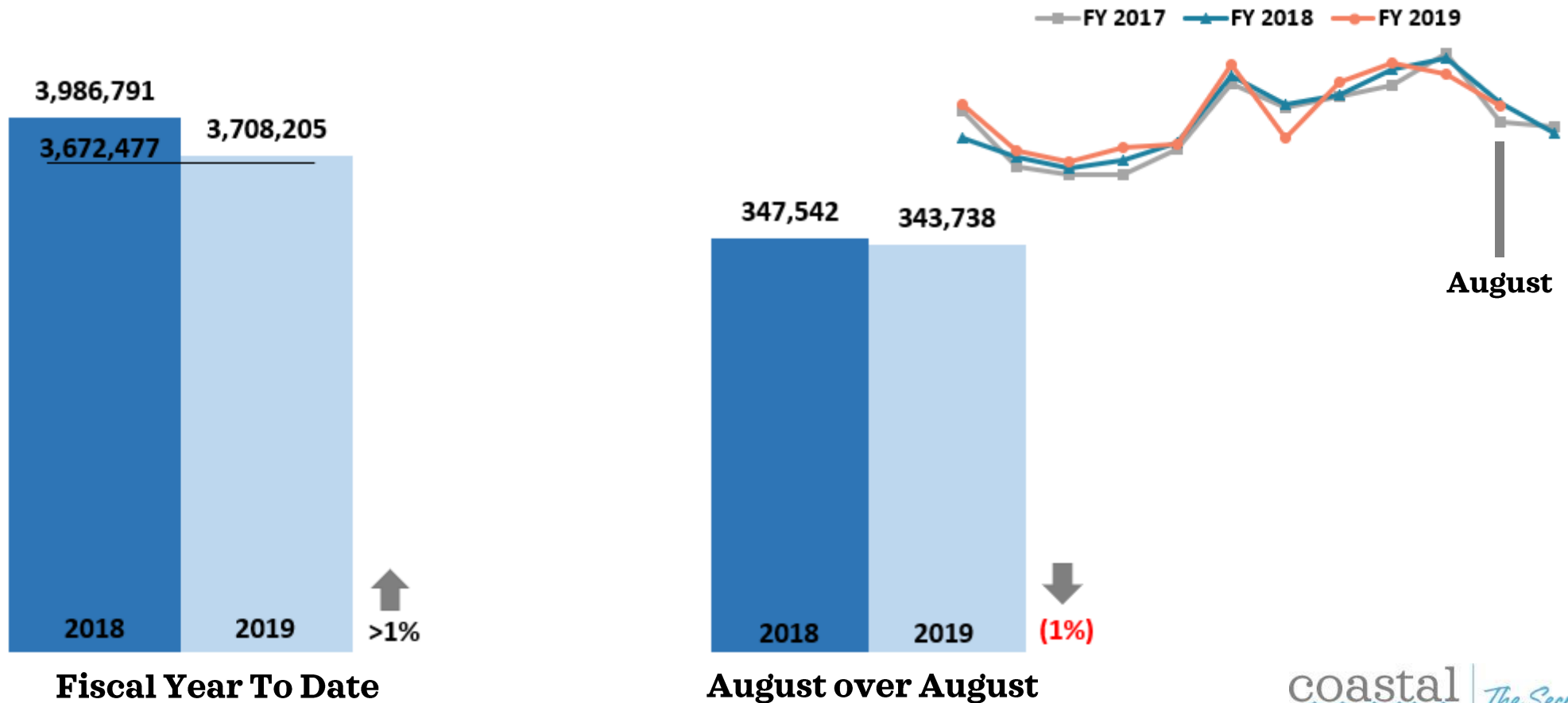
Non-Casino Rooms Sold



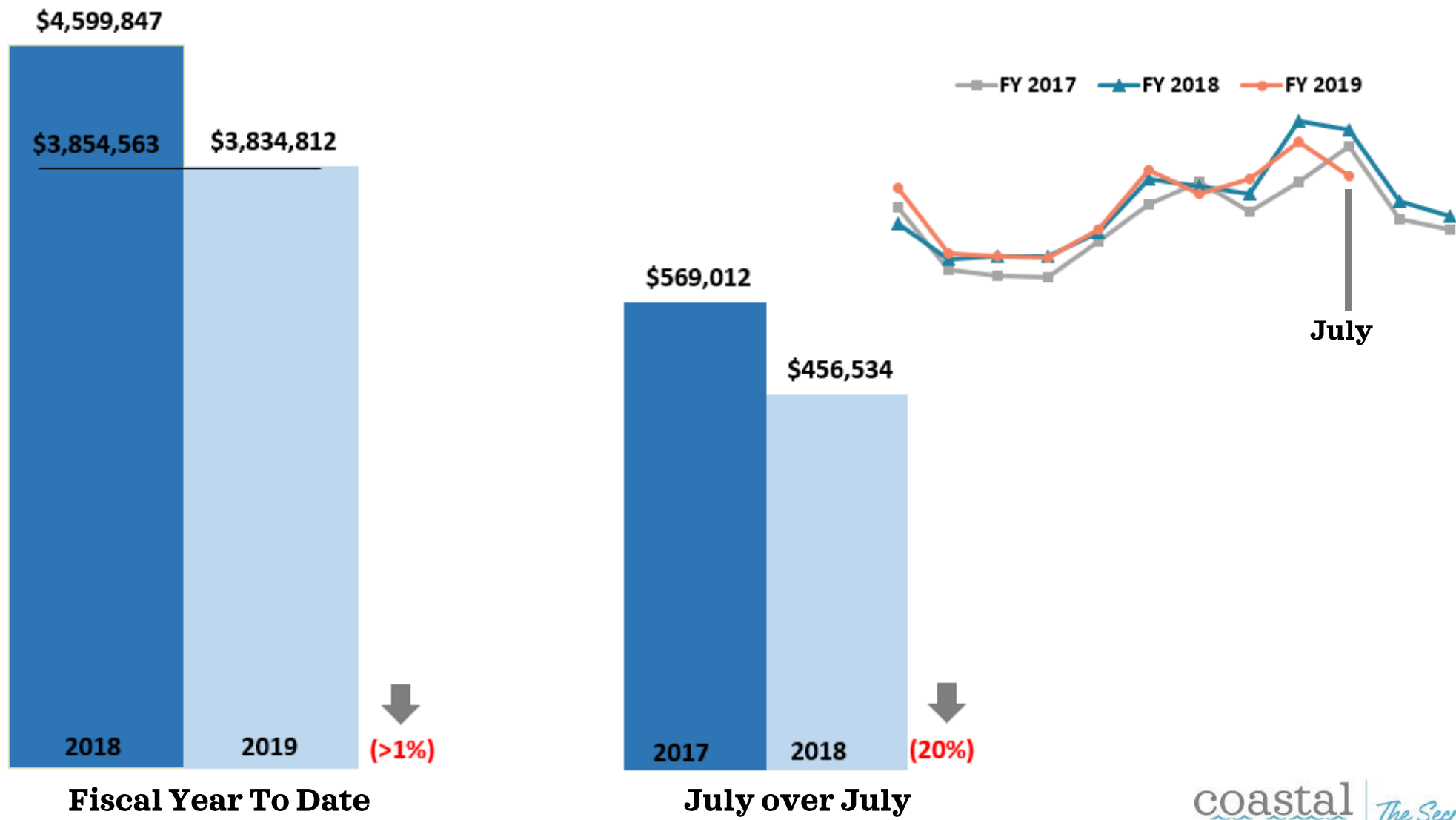
Casino Rooms Occupied



All Rooms Sold/Occupied

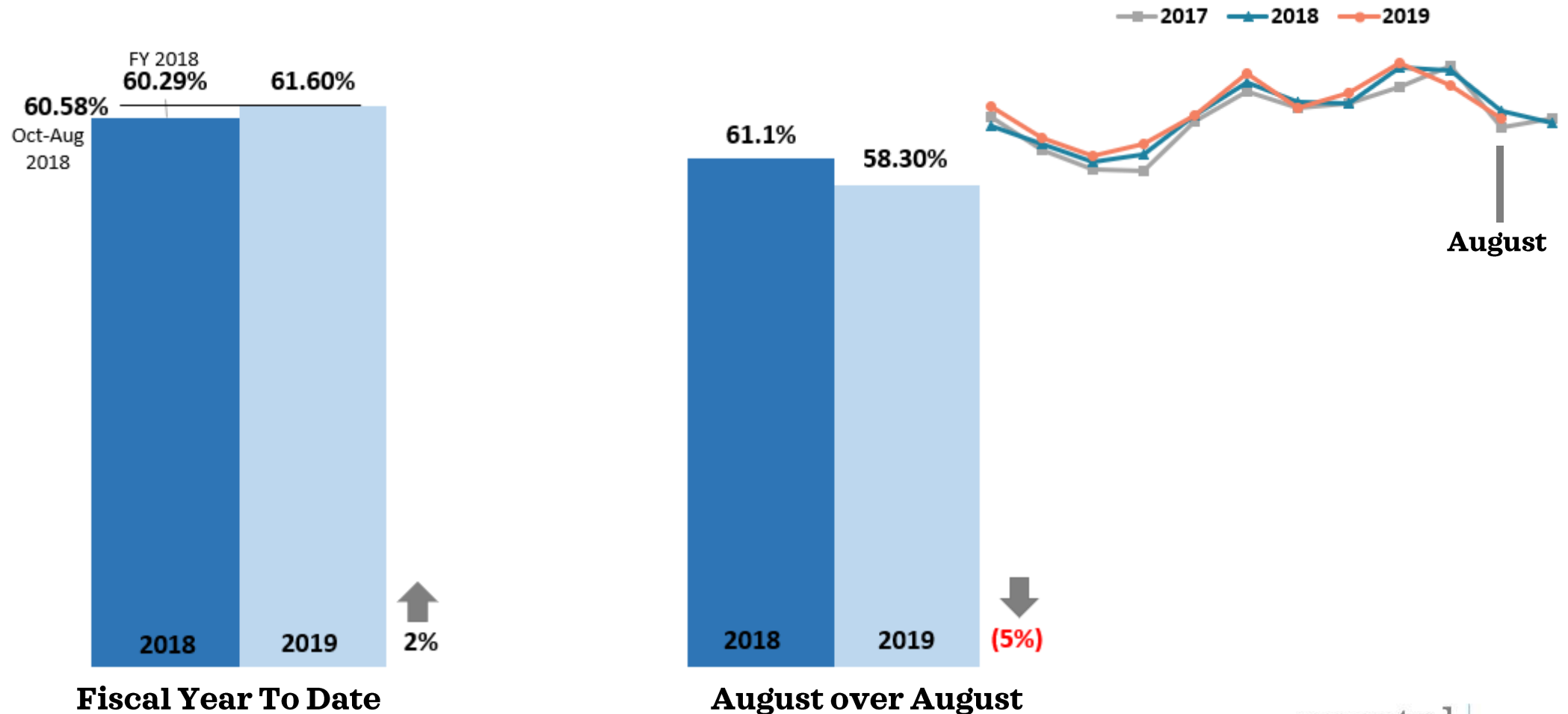


Occupancy Tax Receipts

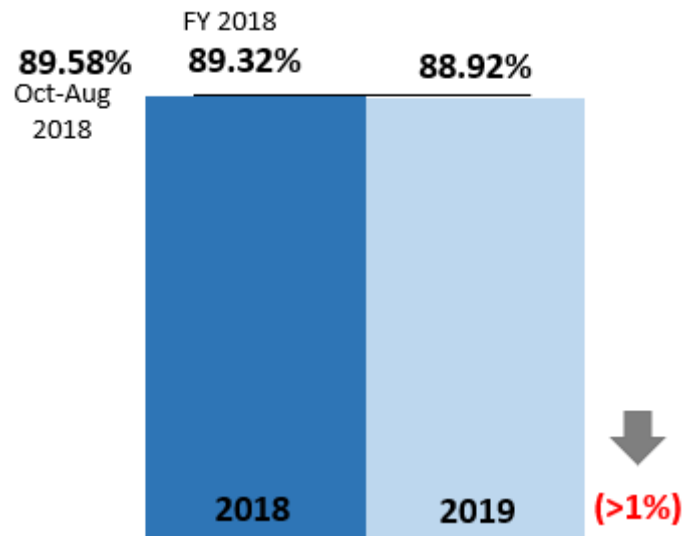
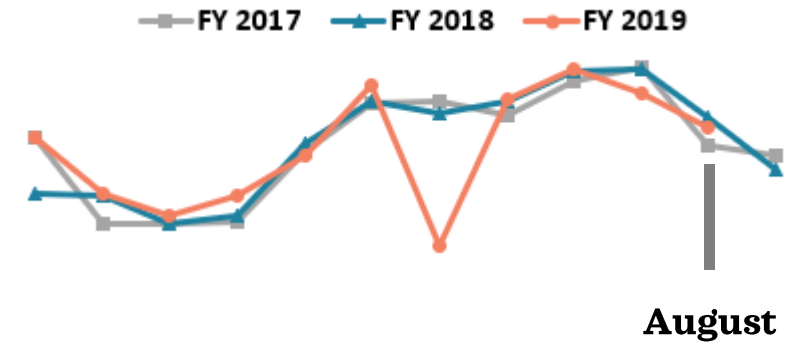


Source: MS Department of Revenue

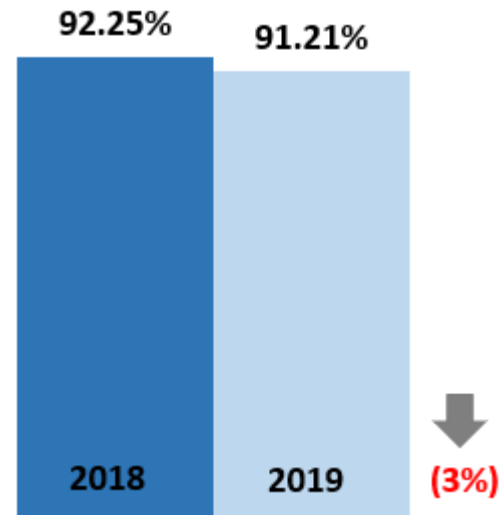
Non-Casino Occupancy



Casino Occupancy

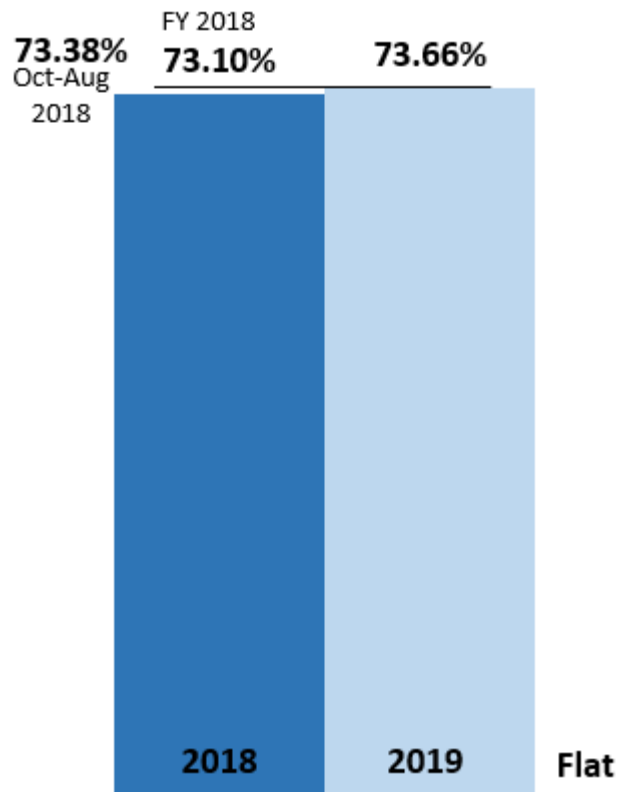


Fiscal Year To Date

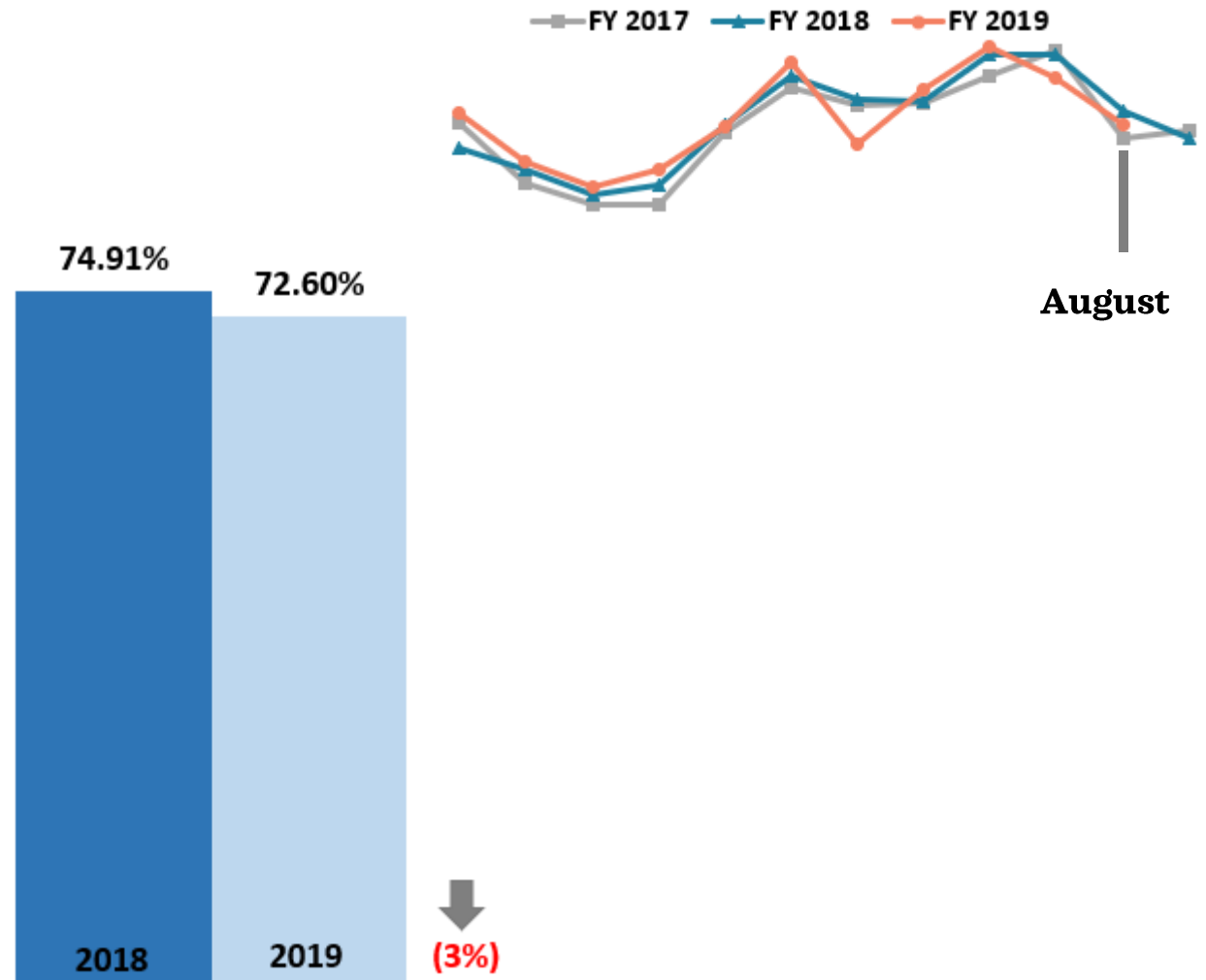


August over August

All Occupancy

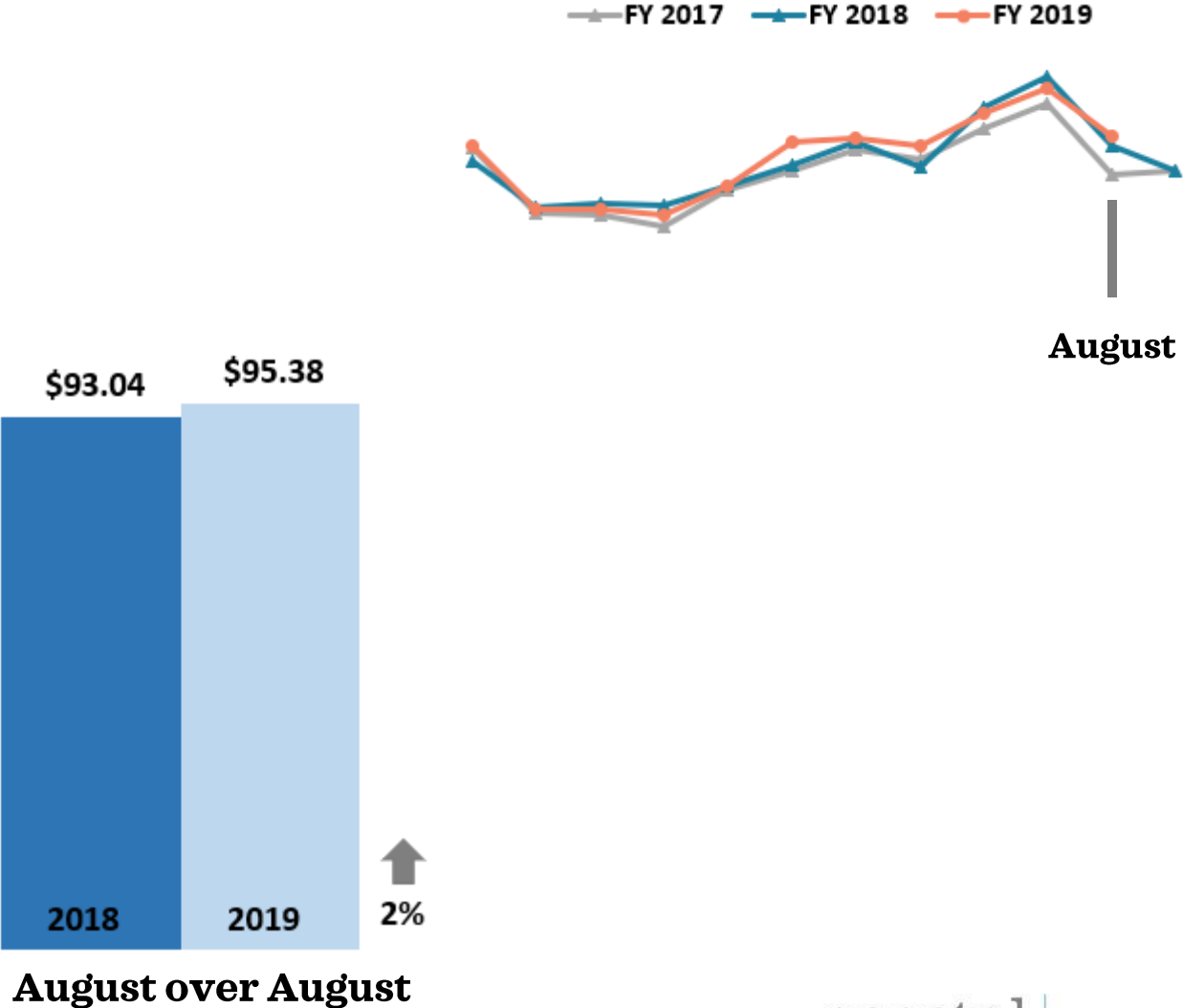
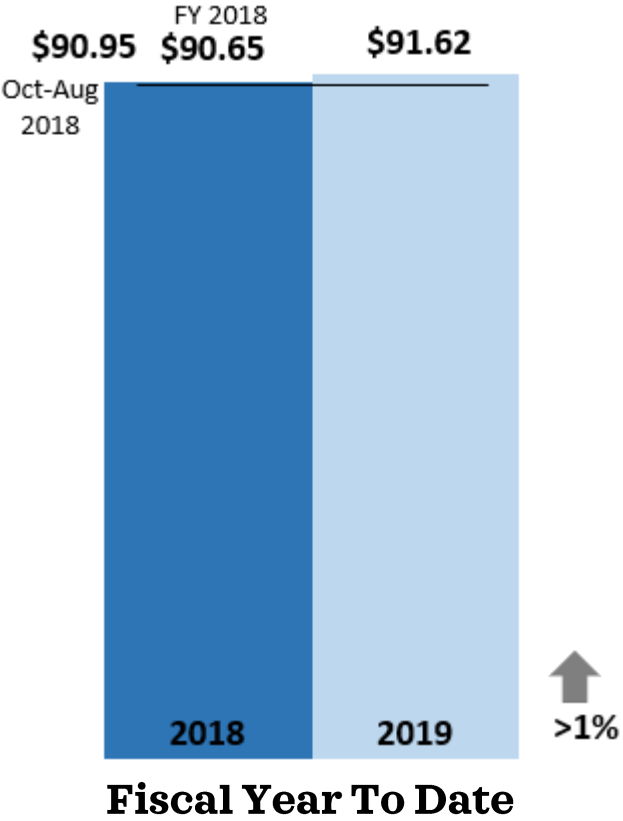


Fiscal Year To Date



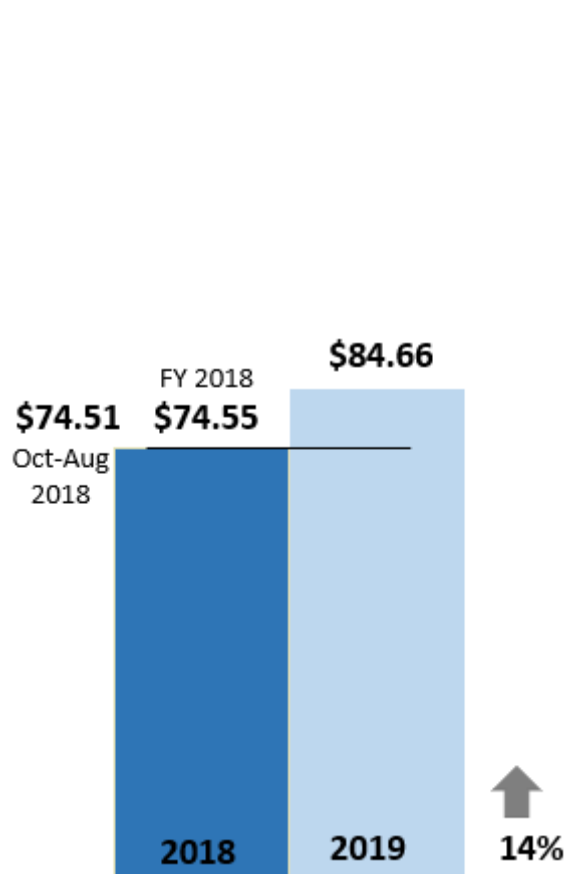
August over August

Non-Casino ADR

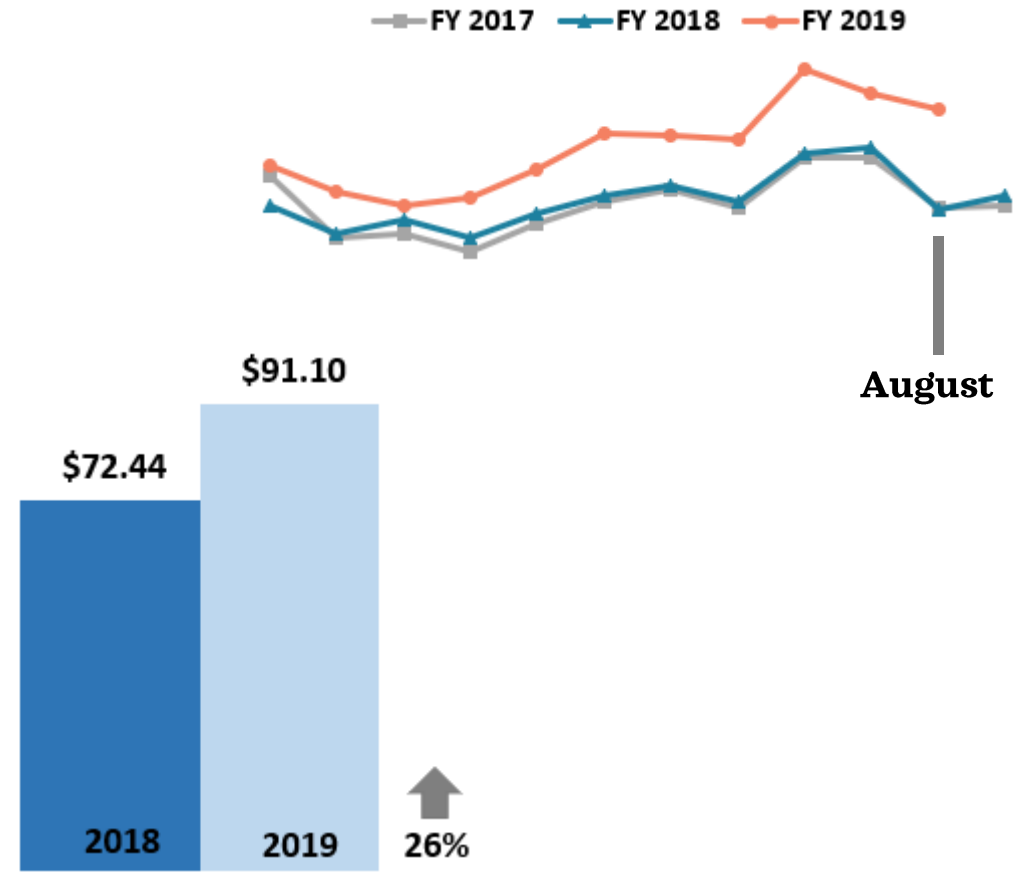


Source: STR

Casino ADR

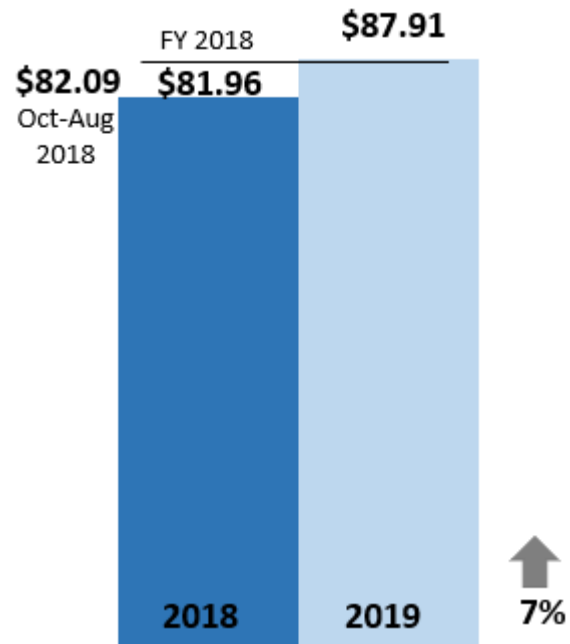


Fiscal Year To Date

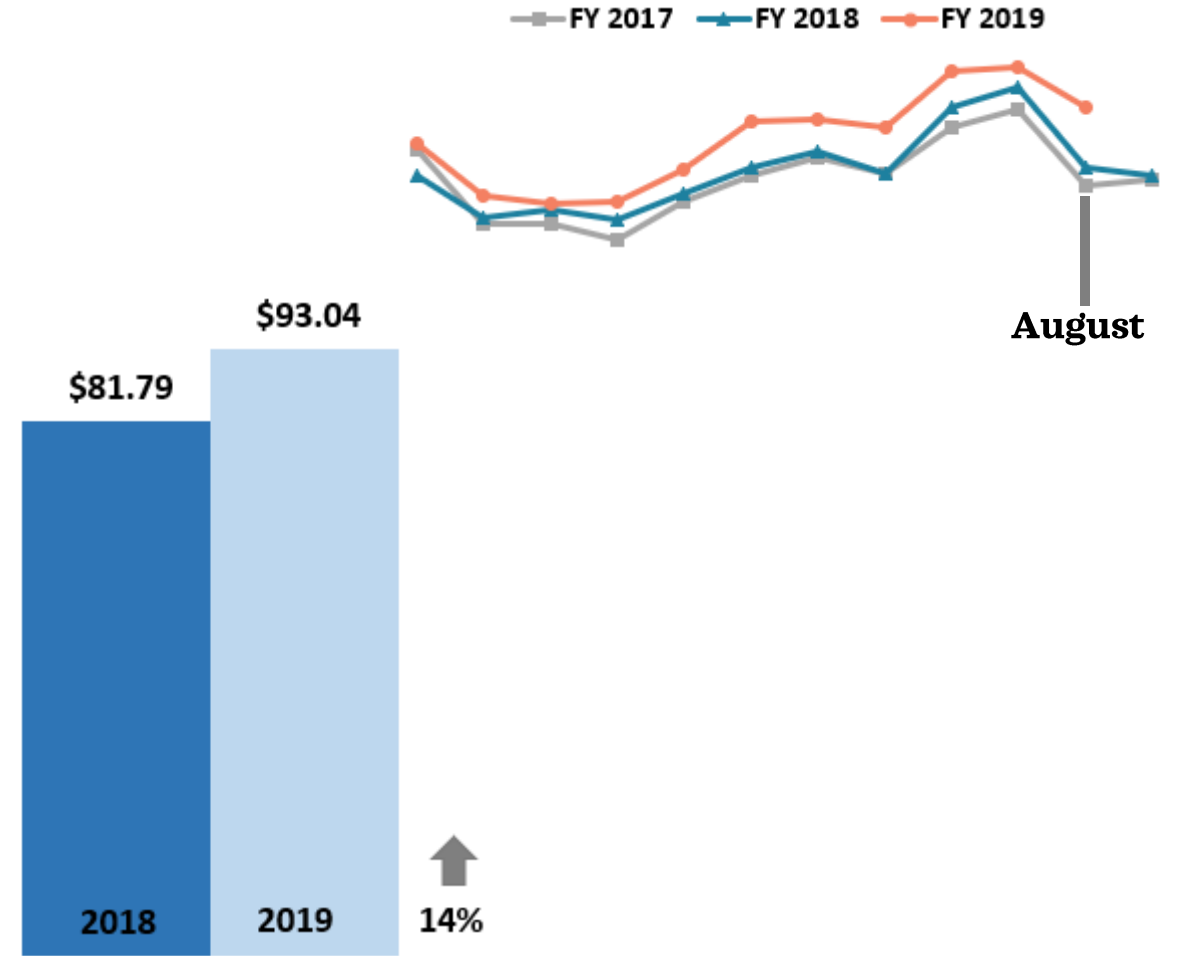


August over August

All ADR

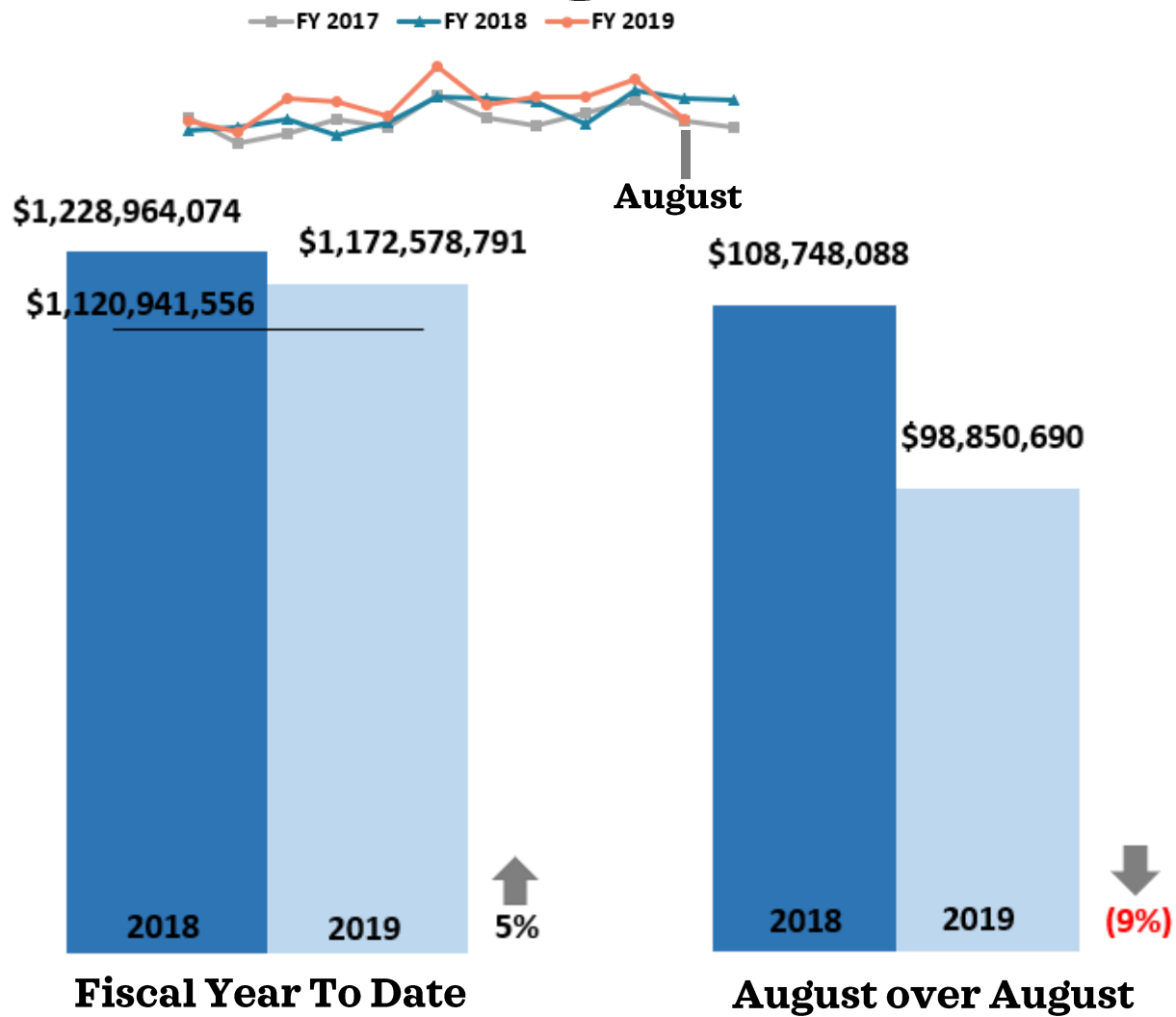


Fiscal Year To Date



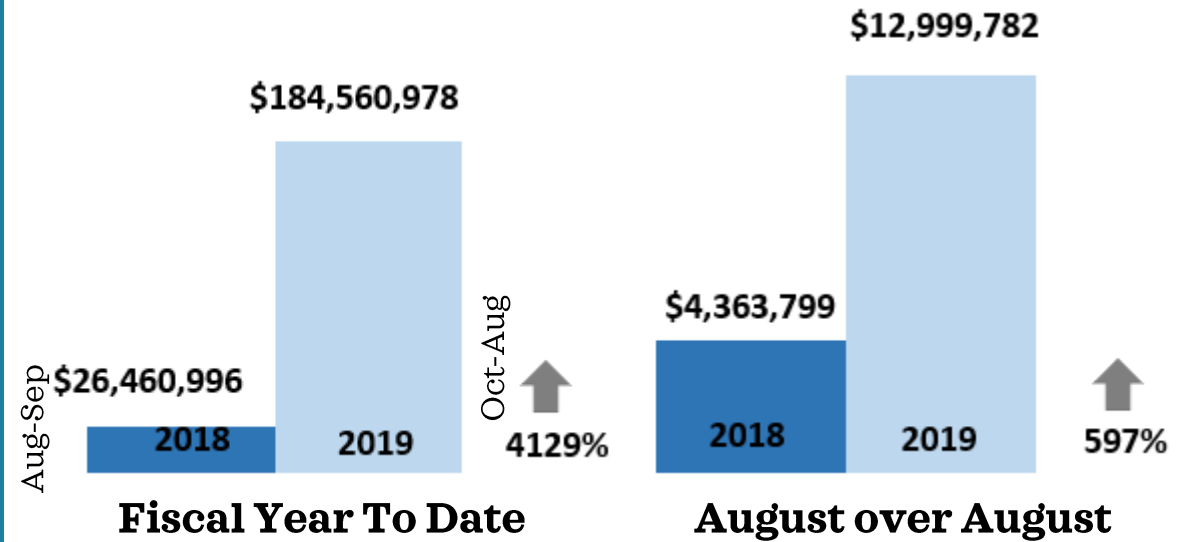
August over August

Gaming Revenue



Source: MS Gaming Commission

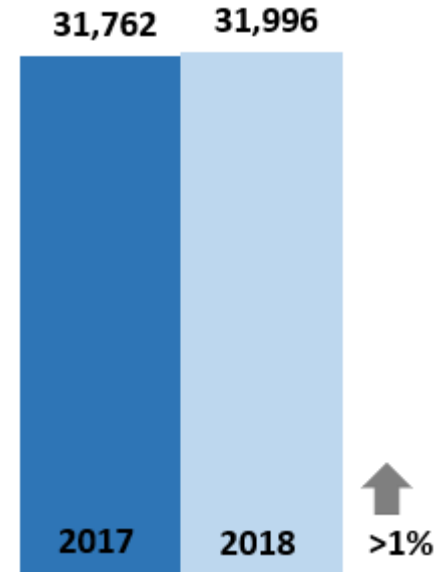
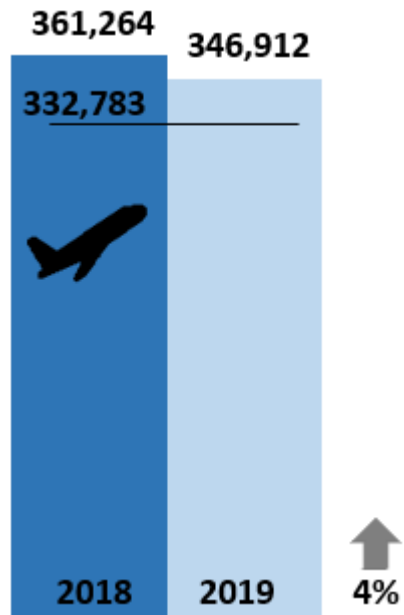
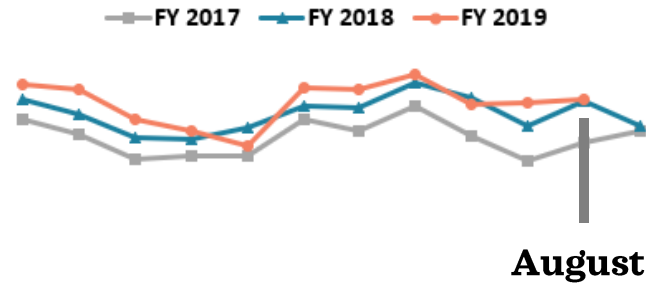
Sports Betting Wagers



* Sports Betting began August 2018

Airport

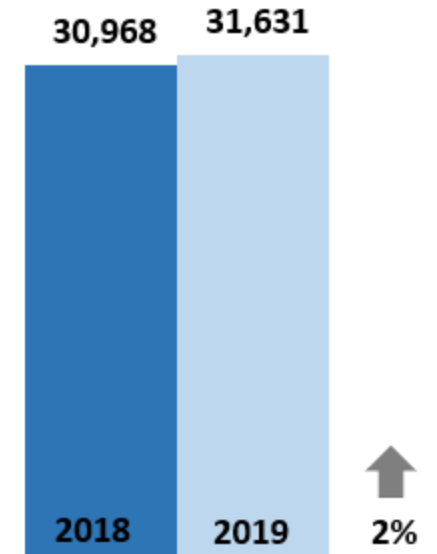
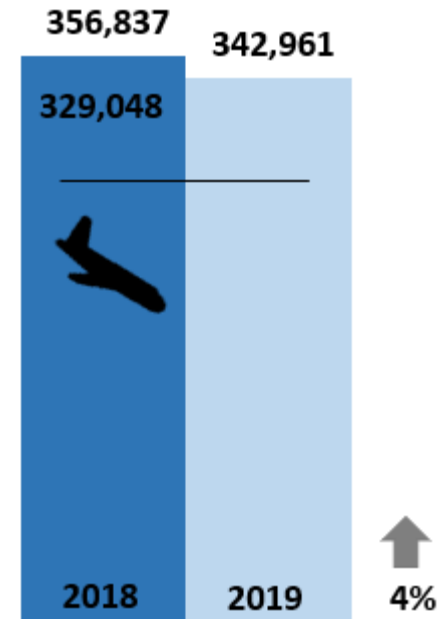
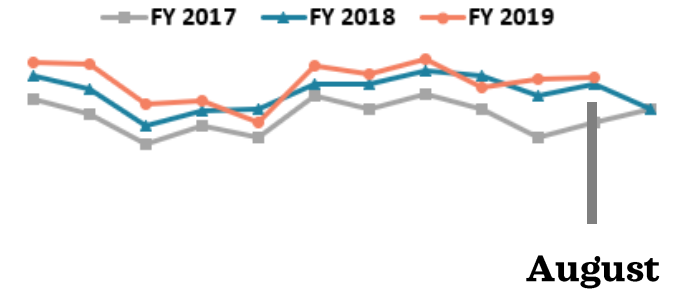
Enplanements



Fiscal Year To Date

August over August

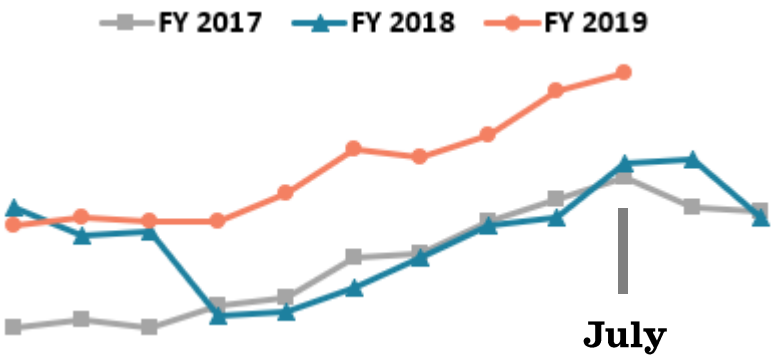
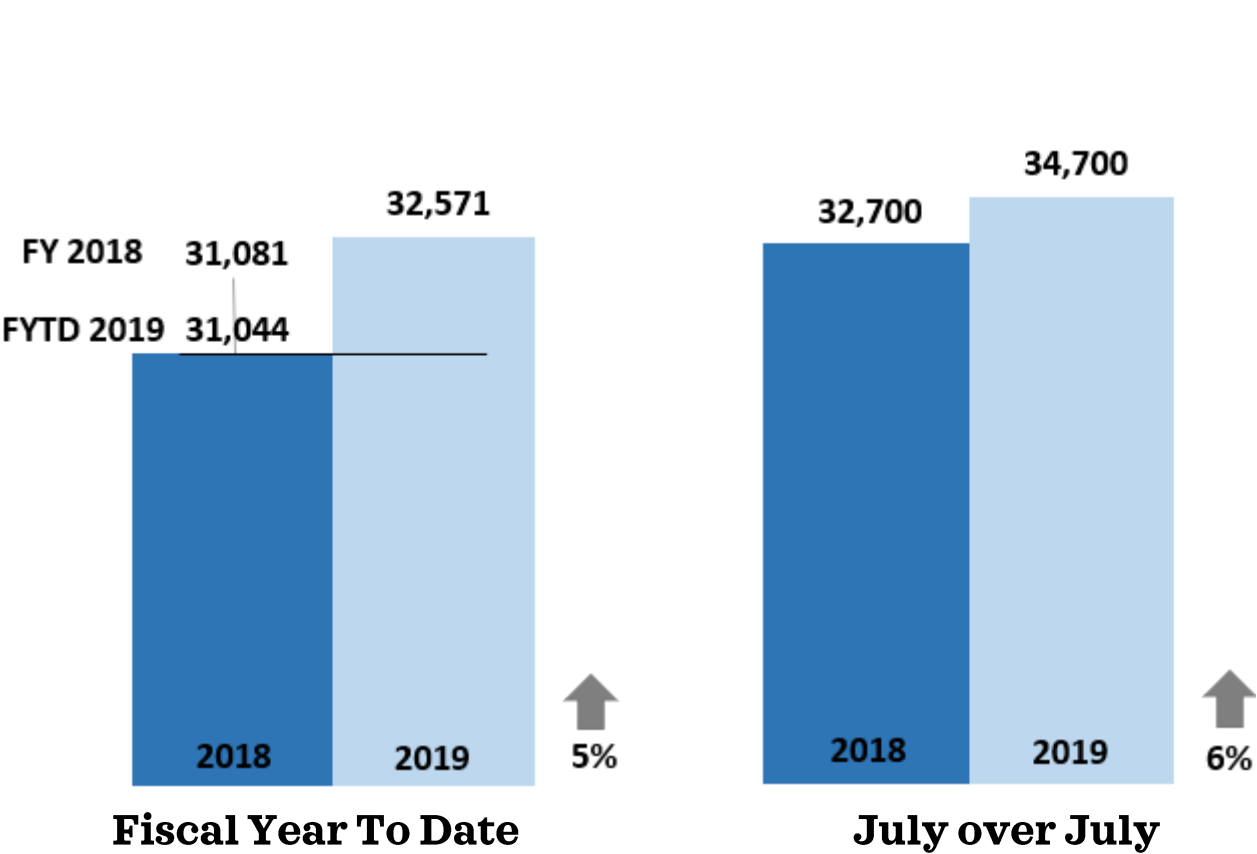
Deplanements



Fiscal Year To Date

August over August

Leisure & Hospitality Jobs

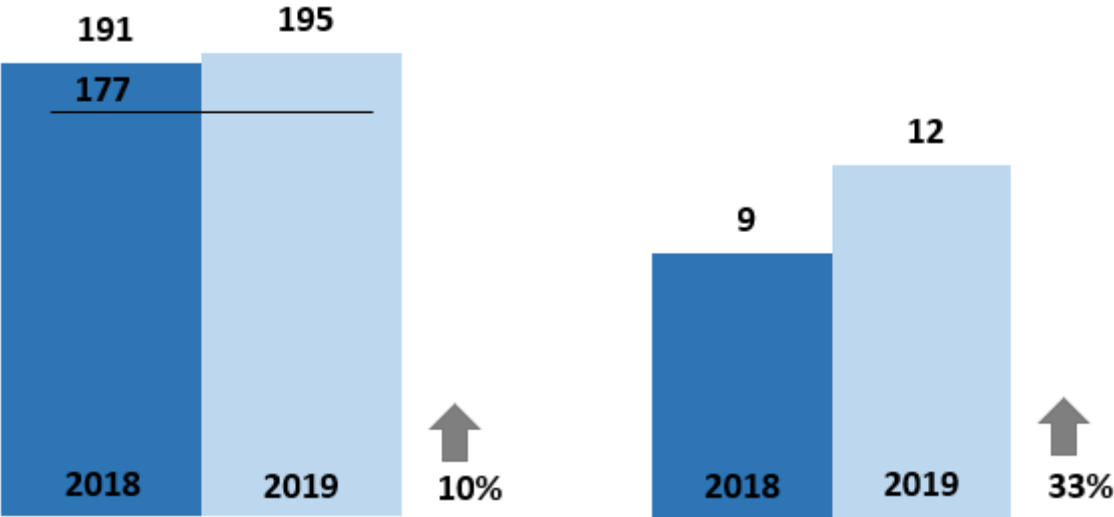
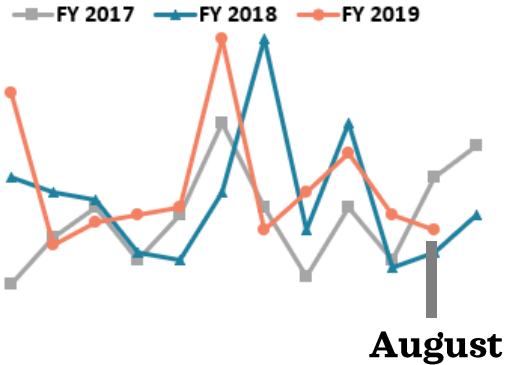


Yearly numbers reflect an average of all months in the FY.

Source: MS Department of Employment Security

Definite Bookings

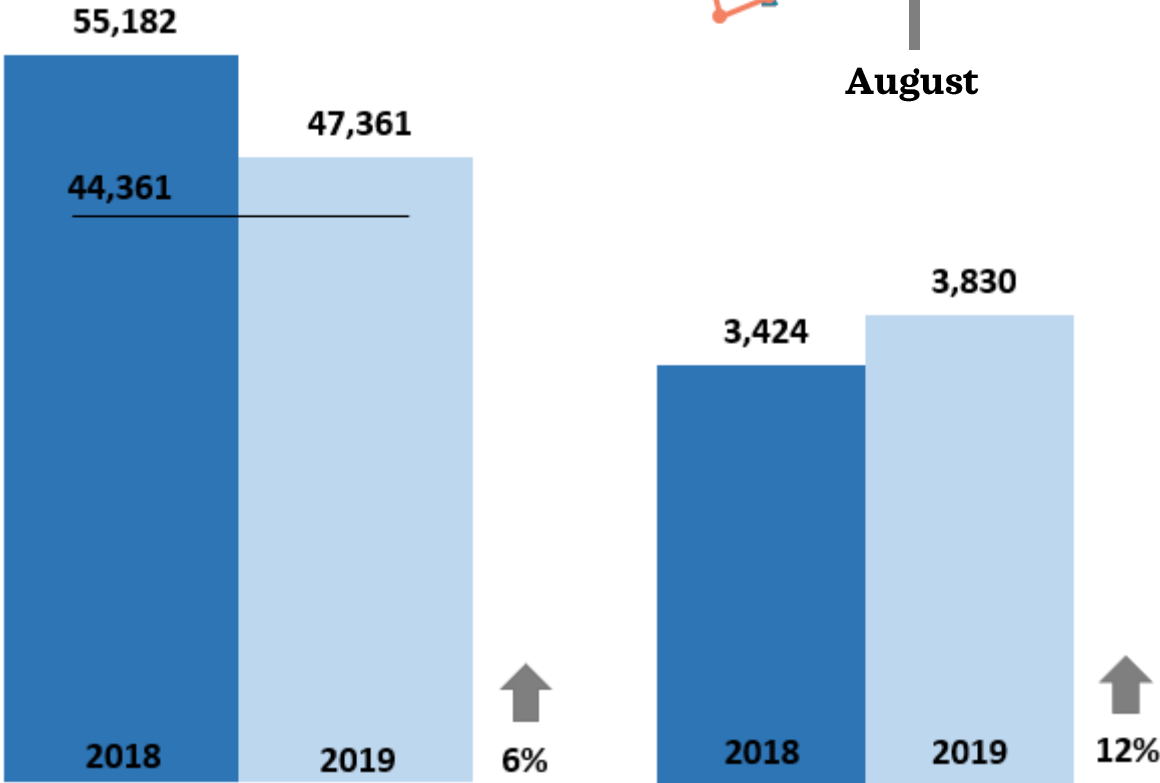
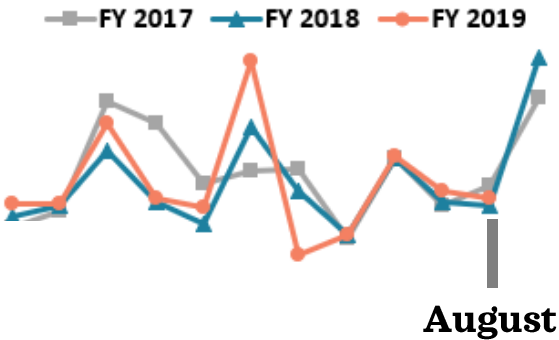
Bookings



Fiscal Year To Date

August over August

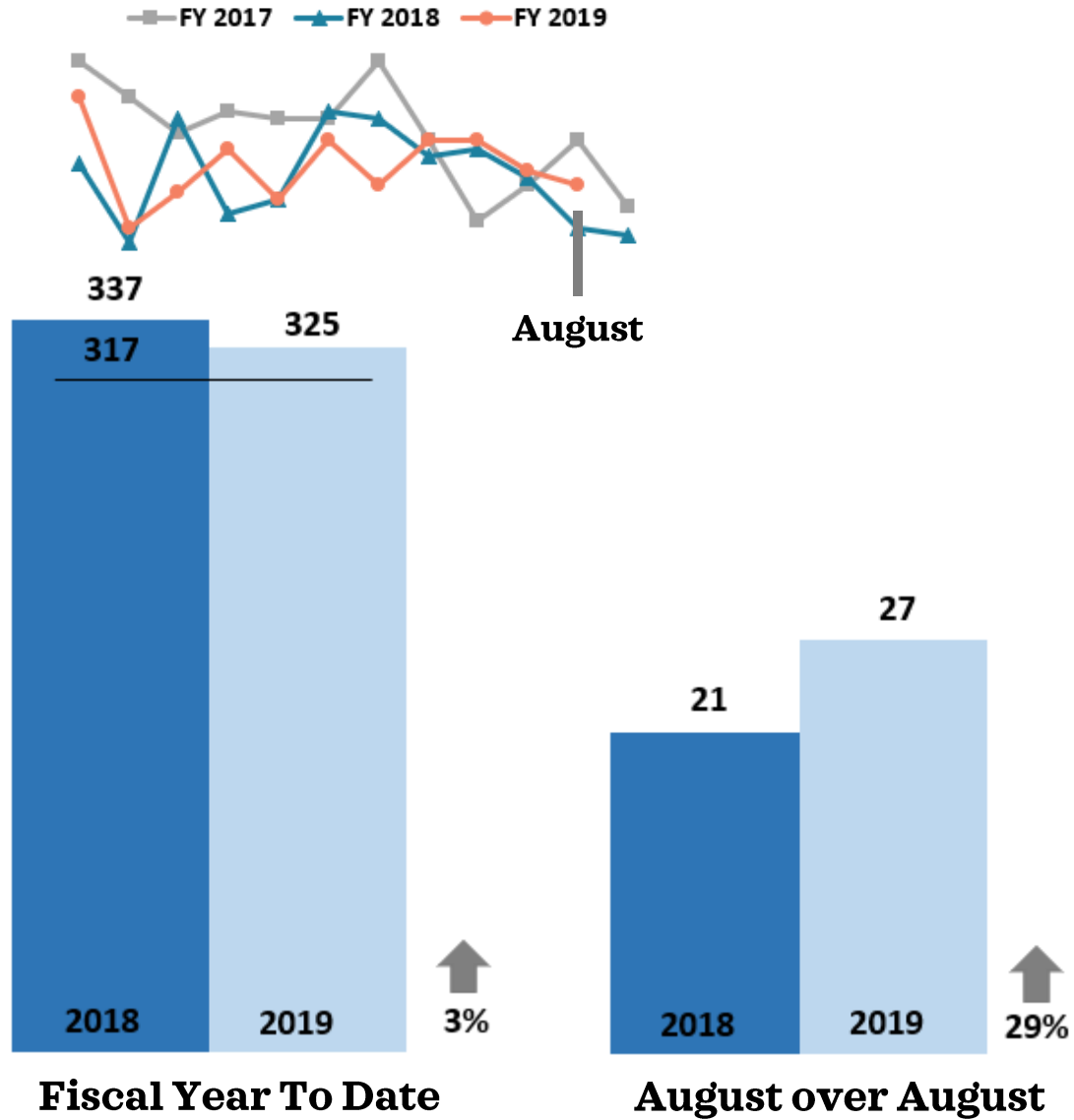
Room nights



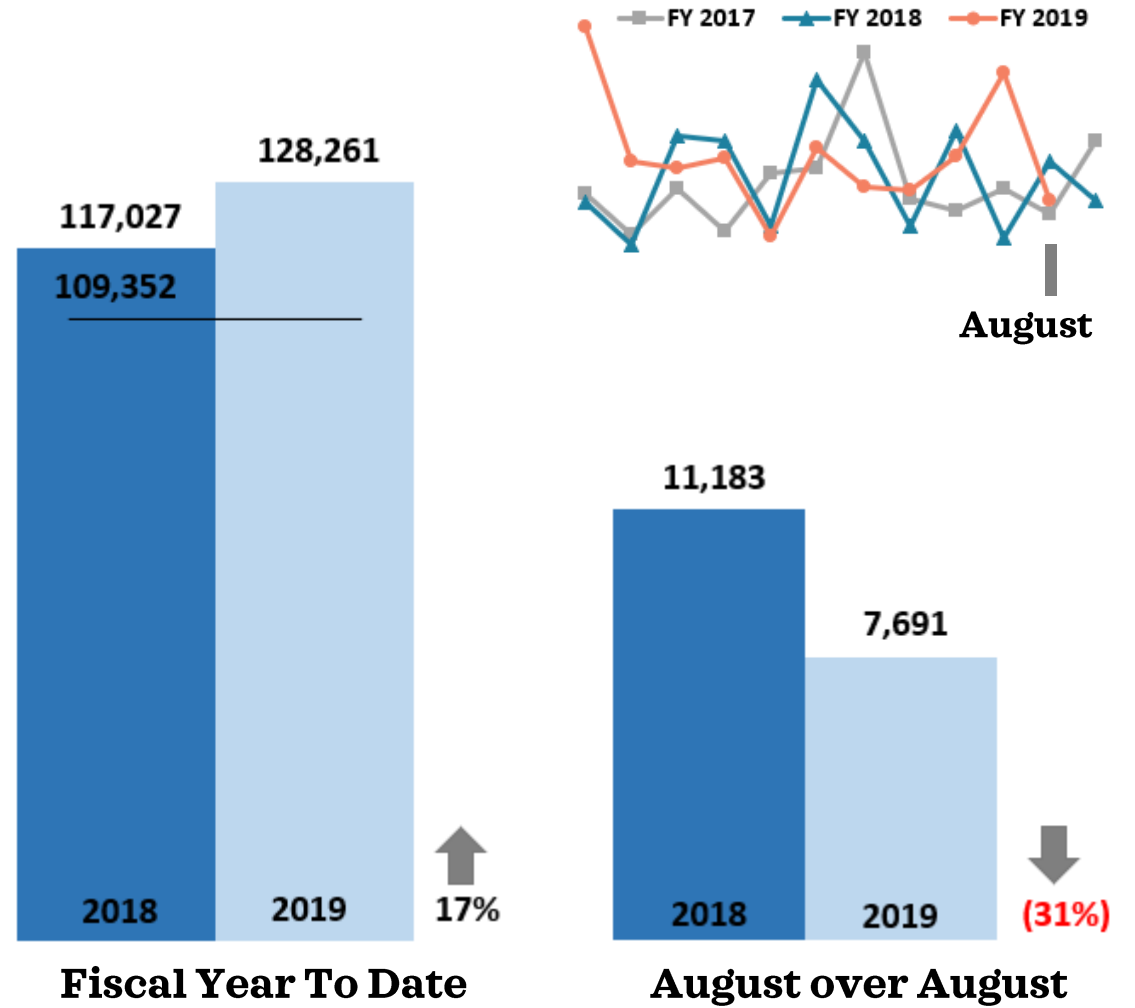
Fiscal Year To Date

August over August

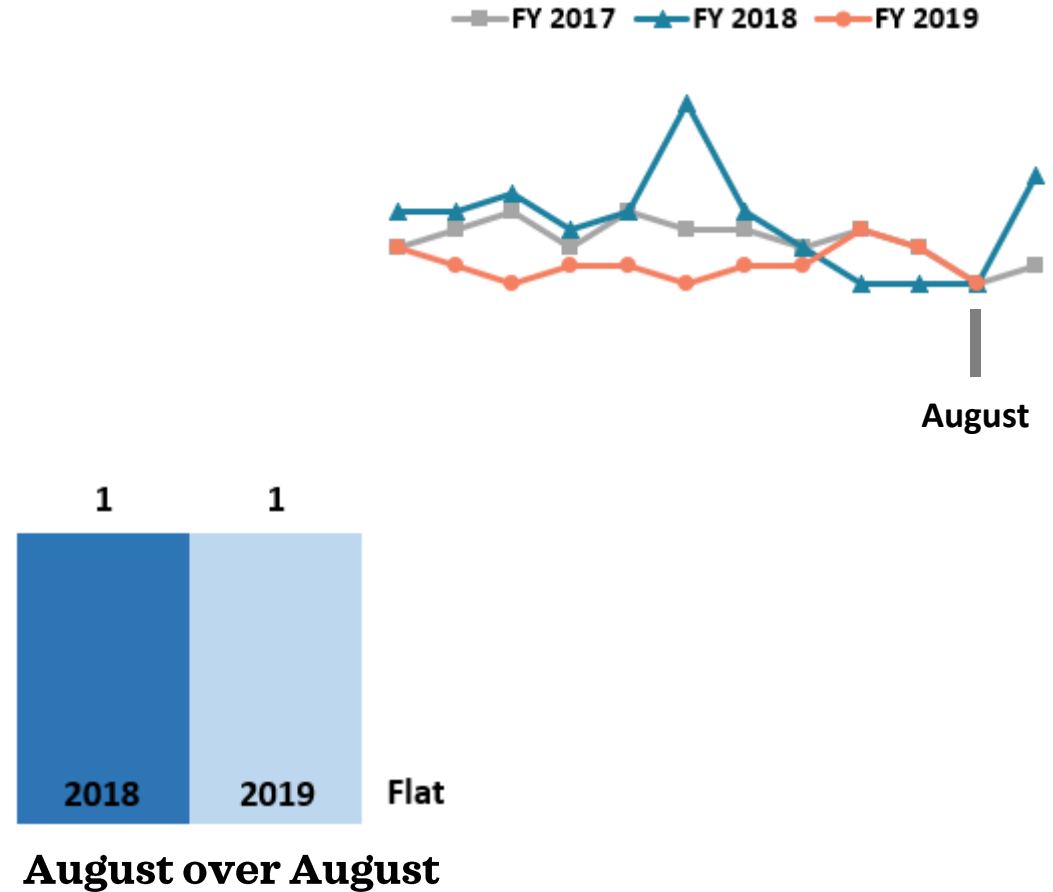
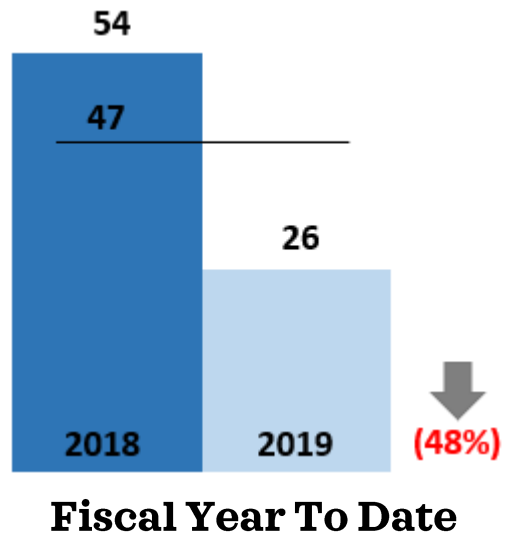
Leads Issued



Potential Room Nights

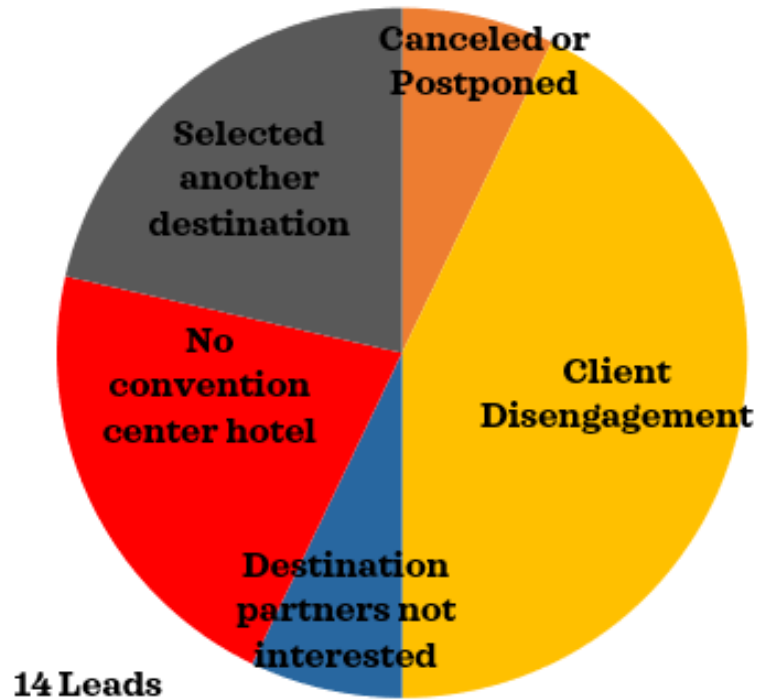


Convention Center Leads



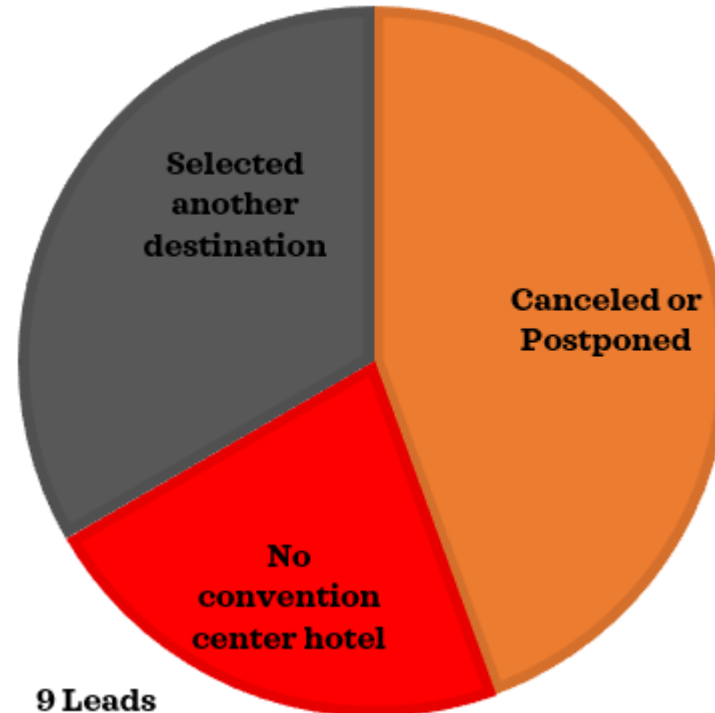
Lost Business

August 2018



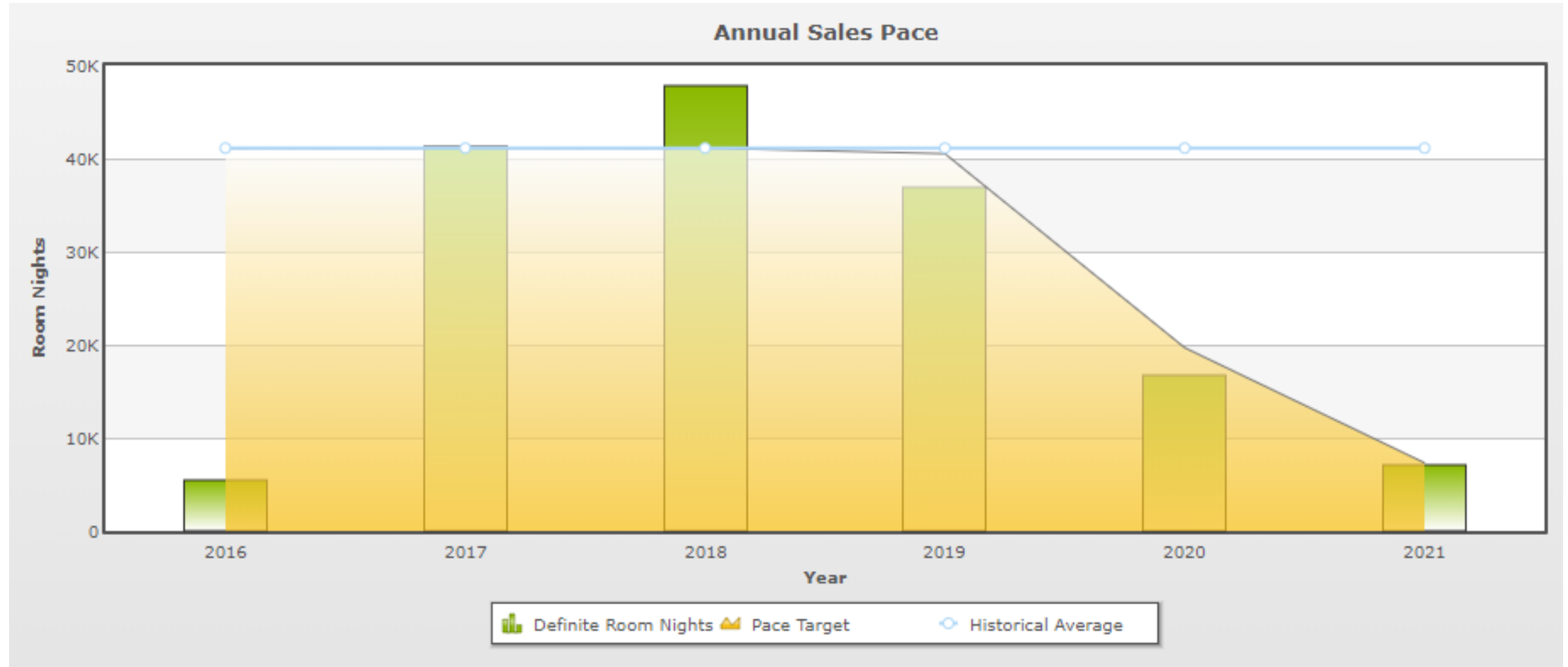
Other Cities Selected:
West Palm Beach, FL (3)

August 2019



Other Cities Selected:
Philadelphia, MS
Orlando, FL
Tallahassee, FL

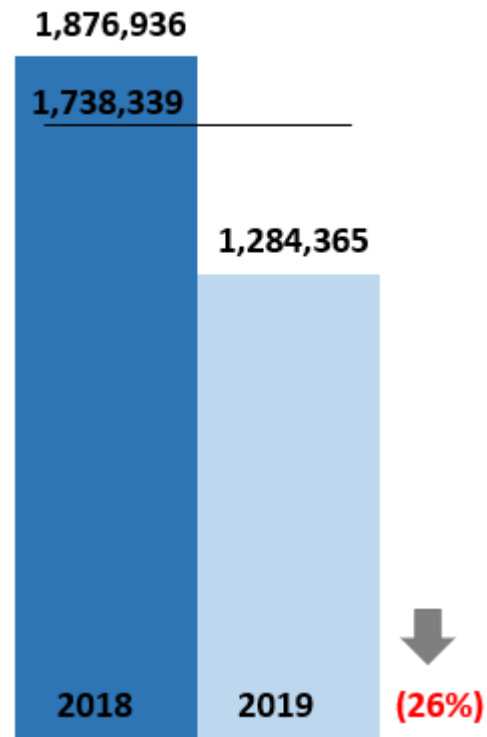
Pace Report



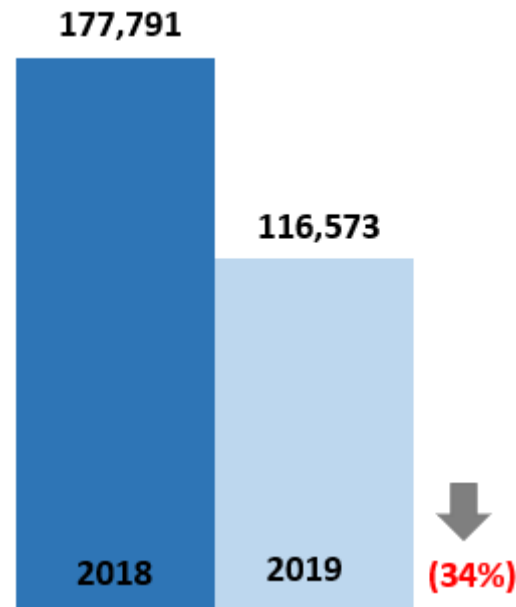
Pace Report - Pipeline



Google Analytics - Users



Fiscal Year To Date

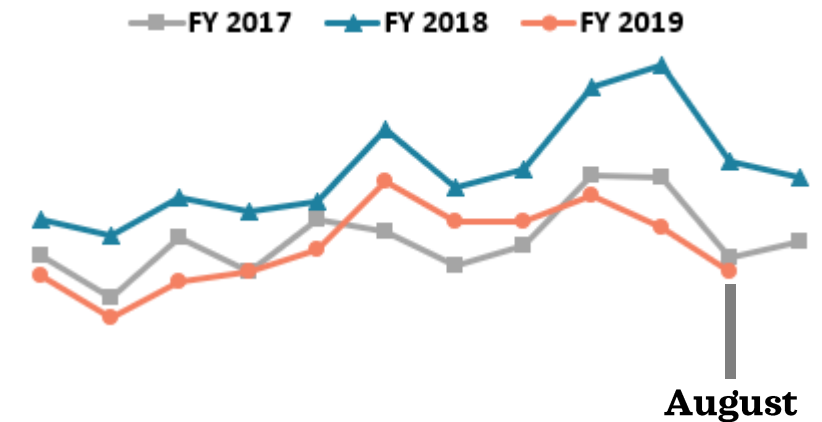


August over August

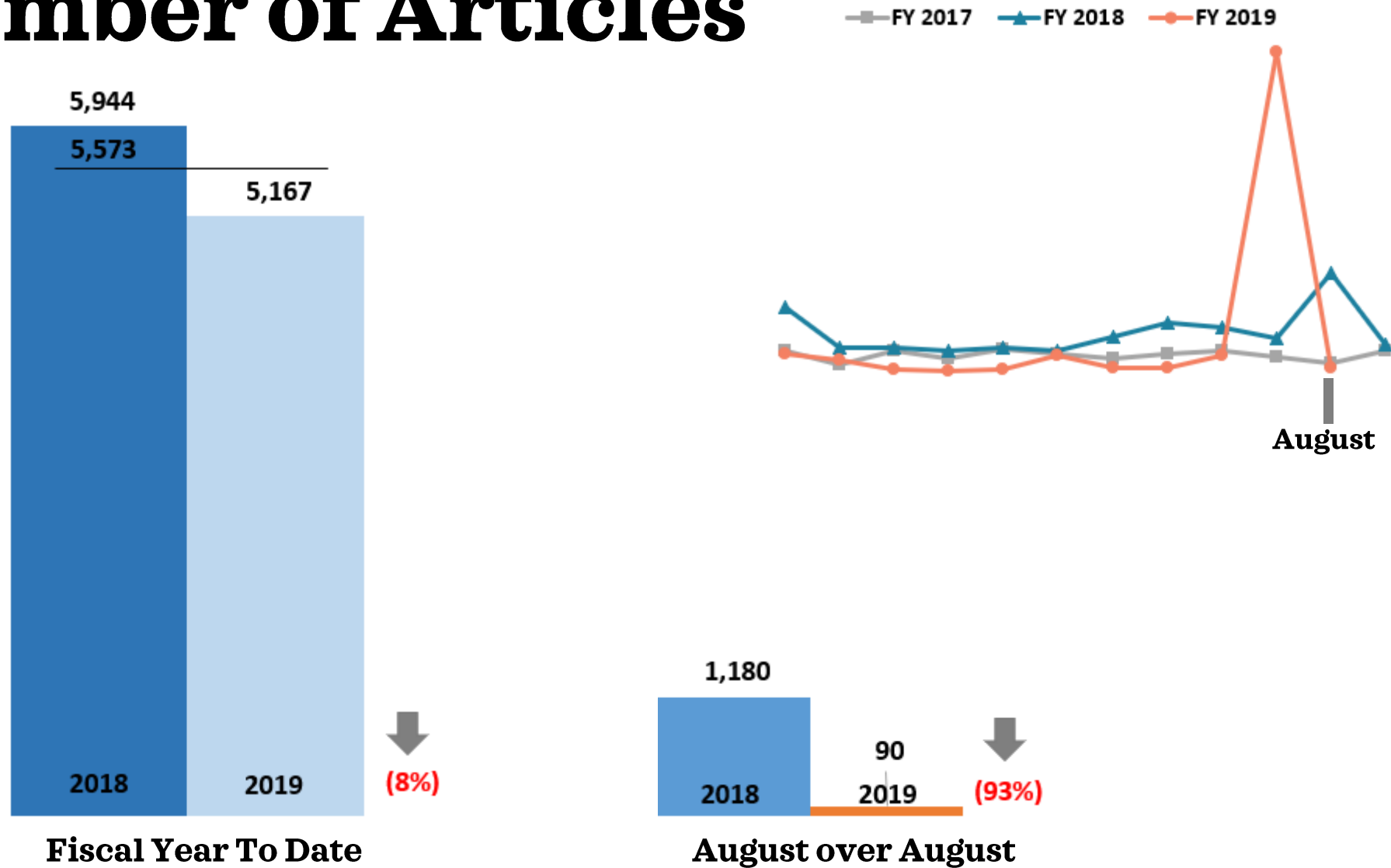
Traffic Overview – Events have always been a big driver of traffic to the website. With Google’s recent update to display events above organic results, our traffic continues to see a decline.

Good news:

- Two blogs posted in the month saw traffic increases to the pages, between 129% to 352%
- Traffic to our site is engaging with the content and it is performing better than the industry average in pages/visit, session duration and bounce time

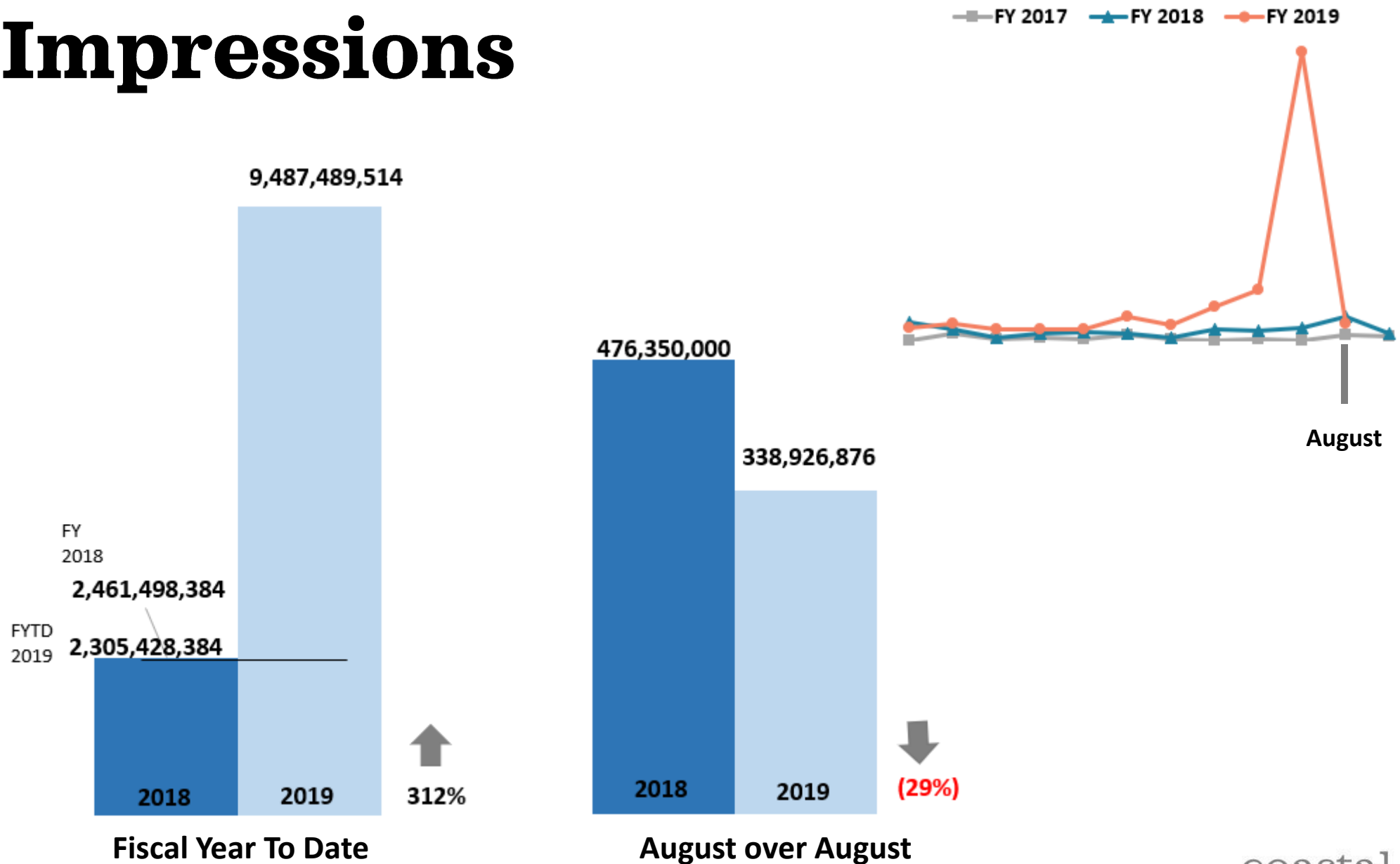


Number of Articles



September 2018 increase due to Tropical Storm Gordon
August 2019 increase due to Algal Bloom coverage

Impressions

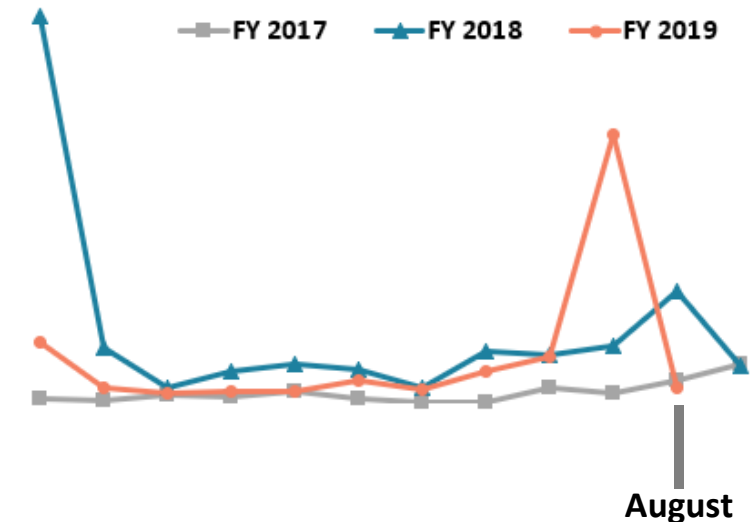
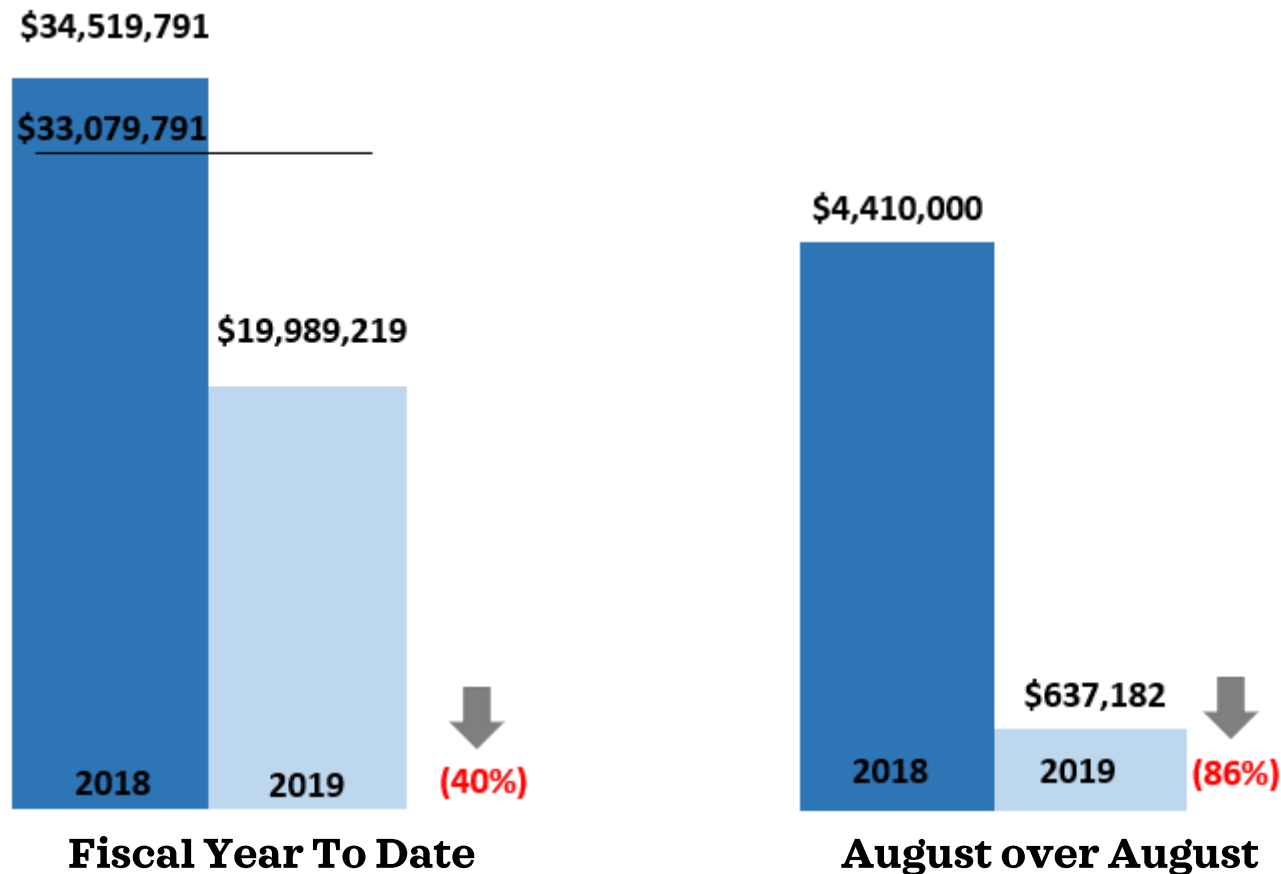


Source: Trendkite

September 2018 increase due to Tropical Storm Gordon
August 2019 increase due to Algal Bloom coverage

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.

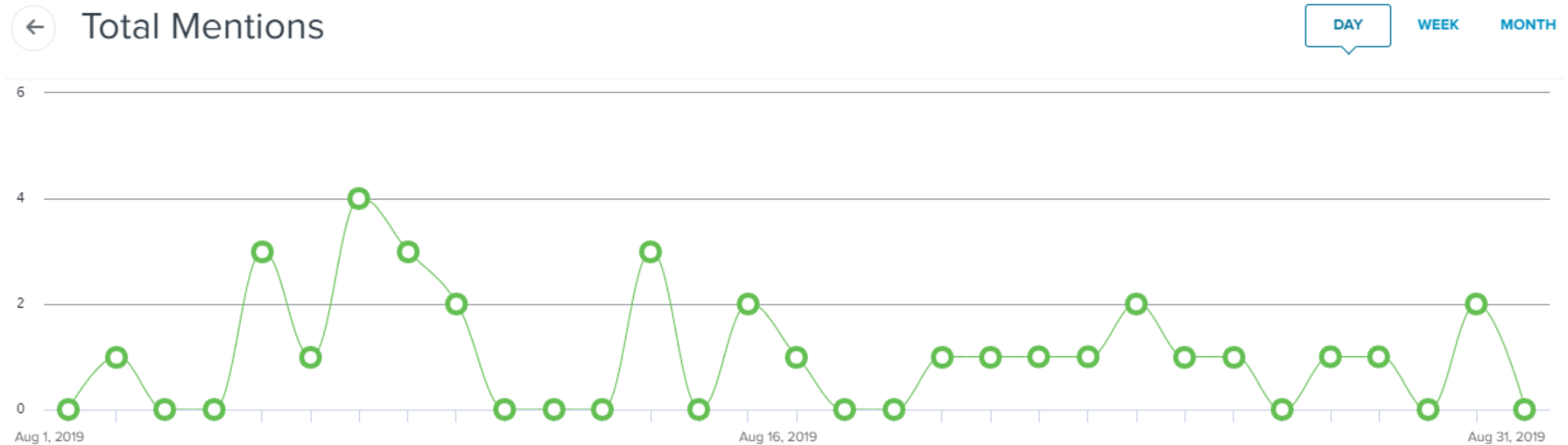


September 2018 increase due to Tropical Storm Gordon
August 2019 increase due to Algal Bloom coverage

Earned Media

Content Drivers:

- Environmental Quality (Bonnet Carre Spillway, Algal Bloom)
- Development
- Summer/Holiday Getaways
- Affordability
- Events



Travel AND Tour WORLD

For Mississippi Tourism, the summer of 2019 will be remembered as the season of the blue-green algae

Published on : Wednesday, August 21, 2019



For many in the tourism industry, the summer of 2019 will be remembered as the summer of the blue-green algae.

Tourism leaders are tracking the Mississippi Department of Environmental Quality's (MDEQ) monitoring program, hoping for the best. Water contact warning signs, red flags, empty beaches, emptiness of vendors and visitors are still manifest at beaches across the Gulf Coast.

The presence of the harmful algae affected tourism in the peak months of June and July. Hence, tourism leaders are hoping to

recover in the next few weeks and plan ahead for next year.

"Some of our partners and the beach vendors are having one of the worse summers in their businesses, and we will try for more opportunities for them from now until September and be prepared for next summer in 2020," said Coastal Mississippi CEO Milton Segarra.

Officials at Coastal Mississippi are in constant contact with the agencies. While public safety comes first, they are simultaneously watching and waiting for good news.



Tourism officials: Hotel revenue losses close to \$4.1 million



BILOXI, Miss. (WLOX) - The newest numbers are not favorable for the hotel/motel industry from this past summer as a result of the algae bloom in the Mississippi Sound.

And the recent report from the Mississippi Department of Environmental Quality (MDEQ) that water contact warnings will remain in place is sort of like the final nail in the coffin. Hotel occupancy revenue losses in June and July alone are close to \$4.1 million for Coastal Mississippi. Tourism professionals say perception is almost as damaging at the algae bloom itself.

"We're treating this as a crisis," said Coastal Mississippi CEO Milton Segarra. "We're using all the resources at hand."

Hotel operators are in a tough spot, with people cancelling their reservations and heading to other destinations because of the water-contact advisories by the MDEQ.

"The perception is horrible," Segarra said. "And we need to make sure that we change this, and the first thing we need to do is to make sure we do as soon as possible, making all the considerations into safety, but we open the beaches. And MDEQ has to do that as soon as possible."

Water Quality Media Coverage - Assisted



Coast tourism officials: End of summer doesn't mean end of tourism season



CEO Milton Segarra is encouraging residents to invite family and friends for a visit.

"One of the beautiful things about living in Coastal Mississippi is the weather is so nice and August and September are our very good months," said Segarra. "Twenty-eight percent of all the people visiting Coastal Mississippi are family, friends and relatives. We're saying the end of the summer is a good time to come back and visit your family and friends before getting into full scale with your work and school."

Segarra says he's optimistic the tourism industry can close the year on a strong note with fall festivals coming up, and he believes football season will bring an influx of sports betters.

Motorcycle rally brings much needed tourism to the Coast



After the summer tourism slump caused by the blue-green algae and then Hurricane Barry, visitors could not come at a better time, according to Coastal Mississippi and the tourism board.

"We have them for the weekend, so we are expecting an economic impact anywhere from \$1.1-2 million" said Erin Rosetti, Coastal Mississippi's Director of Communications and Engagement.

That was part of the reason the event's chairs chose to stay in Gulfport, despite many other Mississippi cities trying to get them to reconsider.

"We tried to bring the proceeds to help Gulfport out," said David Hull, a chairman for the motorcycle rally.

Community service is a part of the roundup's mission. Riders are encouraged to think about ways they can give back to the host city.

Local Media Coverage - Assisted

Forbes

\$100 Million, 48-Acre Resort Opens On Mississippi Gulf Coast



The doors have opened on the Gulf Coast's newest draw in Gulfport, Mississippi. A beachfront, mixed-use hospitality and entertainment destination, [Centennial Plaza](#) is situated across 48 acres paralleling the majestic Mississippi Sound, on the former site of the [Veterans Administration Medical Center](#).

"Centennial Plaza is an absolutely phenomenal resort that will play a vital role in the elevation of Coastal Mississippi as a premier destination," said CEO Milton Segarra of [Coastal Mississippi](#), the regional convention and visitors bureau. "This remarkable waterfront investment truly reflects the importance of the travel and tourism industry and the significant economic impact that it has on the region and state as a whole."

Coastal Mississippi Assisted Media Coverage

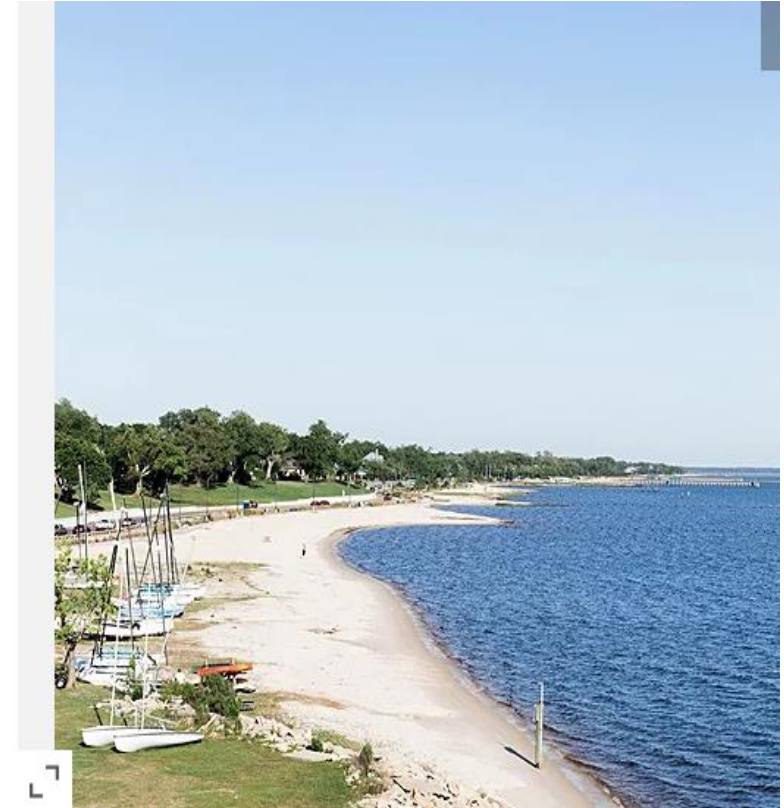
COASTAL LIVING

The Prettiest Beach Town in Every State

17 of 31

Ocean Springs, Mississippi

Lined with live oaks and old-fashioned, busy storefronts, this artsy town on the Gulf of Mexico has no commercial development marring its shoreline. Here, the streets lead to a pale-sand public beach with a fishing pier, a charming park, and glistening views out to the delicate and pristine Gulf Islands.



coastal
MISSISSIPPI | *The Secret Coast*

30 Most Affordable Last-Minute Summer Vacation Ideas

28. Biloxi, Mississippi

- **Cost for Week:** \$1,353.33

Biloxi probably isn't the first city that pops into your head when you think about summer vacation. However, this Southern city is known for its casino presence, seafood and American Confederate history, and it's a great place for those interested in learning more about the South. Popular tourist attractions include the historic Beauvoir — the former home of Jefferson Davis — as well as Beau Rivage Casino and Ship Island.

Biloxi is the third-most expensive city in cost per day at \$193.33, and it sits right in the middle for food costs at \$98 per day. Try visiting the Maritime & Seafood Industry Museum if you're interested in learning about how your seafood gets to your plate.

23. Gulfport, Mississippi

- **Cost for Week:** \$1,316

The second Mississippi city on this list, Gulfport is located on the state's coast and is about 30 minutes from Biloxi. Since it's the neighboring city of Biloxi, travelers can do activities in both cities to get the full Mississippian experience. For travelers interested in marine wildlife, Ocean Adventures Marine Park has dolphin encounters where attendees can meet dolphins face to face for \$75, and all ticket sales go to the Institute for Marine Mammal Studies.



Top 10 Mississippi Gulf Coast casino updates, openings and expansions

My first exposure to the 62 miles of white sand beaches on [Coastal Mississippi came in April 2009](#), when I was invited on a media trip to tour the region's casinos and [golf courses](#). Having never been to Mississippi, I had no idea what to expect as I flew south from Boston.

What I found out rather quickly was that there may not be a better place in the U.S. if you're on the hunt for an affordable combination of high-quality casinos, golf, food, music, culture, shoreline and optimal weather.

Since that initial trip a little more than a decade ago, I've had the good fortune to make it back to the area frequently, for both business and pleasure. With each return trip, my adulation for the region has only been magnified, thanks to the continuing string of new beach-side restaurants, a state-of-the-art [minor league baseball stadium](#), a [local brewery](#), INFINITY Science Center, an aquarium sitting on 5.3 acres in Gulfport (coming later this year) and more.

Oh, and that's not even touching on what's happening at the area's casinos.

Since this is a gambling column, today we present an in-depth look at just some of the new features and amenities being introduced at casinos, providing further evidence as to why you really need to make [Coastal Mississippi your next gambling destination](#).

Sports betting was promptly introduced in August 2018 in Mississippi, and 11 months later the state's sportsbooks have brought in over \$301 million with football (37.2%) and basketball (32.3%) attracting most of the action.

While the state won't come near its ceiling for sports betting revenue until it figures out a way to offer full-blown mobile and internet wagers, the introduction of a [brand new sportsbook at its crowned jewel casino](#) will most certainly help.

America's most beautiful lighthouses you can visit

Biloxi Lighthouse, Mississippi



Built in 1848, Biloxi was one of the first cast-iron lighthouses in the south. Standing at 64-feet (19.5m) tall, the lighthouse was in service until 1939. The tower has been battered by – and survived – many storms, including Hurricane Katrina, and has become a symbol of resilience. It's open to the public and can be visited daily for self-guided or group tours.

Island View Casino Resort Review



The music to *Disco Inferno* repeatedly played during our 21 rounds of bonus games on a slot machine at Island View Casino Resort in Gulfport, Mississippi. The sun-drenched beach casino with floor-to-ceiling windows looks out on the Mississippi Sound. The new \$75 million expansion is smoke-free.

Across the highway and accessible by a pedestrian bridge, the North Tower Casino allows smoking. The combined square footage of the property's casinos gives them bragging rights to the largest casino floor in the state.

The Island View Casino Resort has 970 guest rooms. On a Saturday morning, we checked into a wheelchair-accessible studio suite located in the Beach Tower, a completely non-smoking property. The large room contained two queen size beds, a flat-screen television, mini-fridge, coffee maker and complimentary WiFi. The faux wood flooring proved an excellent choice for accessible guestrooms. The bathroom provided ample turning radius for a wheelchair user and a roll-in shower. The hotel provides valet parking or complimentary self-parking.

COASTAL MISSISSIPPI: 62 MILES OF SECRET COAST AND IT'S EASY TO PLAN



Take it from someone who experienced almost all of it in one trip: Coastal Mississippi is a great destination for outdoorsmen and their families.

Now that I have a better idea of what the area's all about, I know I'll be back. I almost don't want to tell too many people about it (you know, leaking the secret and all).

But, keeping stuff like this to yourself is never as fun as sharing it.

THE SECRET COAST: FISH THE MISSISSIPPI GULF BEFORE THE WORD GETS OUT



We spent a week in Coastal Mississippi, which started with the perfect day on the water.

The conditions seemed perfect. We were steps from **the beach**, the sun had just casted its first orange, watercolor stroke across the horizon and the air offered a fresh, salty taste.

A light breeze preserved a glassy coat across the water that begged for wakes.

7 Best Things to Do in Bay St. Louis, MS

This city is situated in Mississippi, on the west side of the Bay of St Louis, on the Gulf Coast. The prevalent Creole culture is a fusion of French and African influences. The most defining event in recent history was the devastating Hurricane Katrina in 2005. The storm surge reached 30 feet and wreaked havoc, destroying many structures. Among those damaged were several seafront properties, the public library and the Bay St Louis Bridge which broke into segments. Many people were evacuated and some did not return. Others have rebuilt the city and rekindled tourism.



12 Best Family Vacations in the South on a Budget



1. Biloxi/Gulfport, MS

These neighboring cities on the Mississippi Gulf Coast offer a lot for families, starting with, of course, the beach. This free attraction offers hours of entertainment, whether bodysurfing in the waves, building sand castles or just reading a [book](#) in the shade of an [umbrella](#). Do you have kids (and parents!) who love trains? If so, do not miss the Mississippi Coast Model Railroad Museum in [Gulfport](#). This free museum contains multiple model train layouts, including an entire LEGO layout. Make sure you participate in the scavenger hunts so you catch every detail. Sports fans will enjoy a game with the [Biloxi Shuckers](#), a Double-A affiliate of the Milwaukee Brewers. You can score stadium seat tickets for \$10, and the views are fantastic regardless of where you sit. Of course, there is so much more to do in this area, including hiking, shrimping tours, swamp tours, museums and more, not to mention fantastic food.

Social Media Metrics



Monthly
Increase

271
Flat

52
Flat

4
Flat

326
5%

2,218
Flat

152
5%

3,023
Flat

August
2019

144,513
Facebook
(Total Likes)

15,479
Twitter
(Total Followers)

1,022
Pinterest
(Total Followers)

10,087
Instagram
(Total Followers)

1,286,504
YouTube
(Lifetime Followers)

3,401
LinkedIn
Total Followers

1,461,006
Total

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The Secret Coast