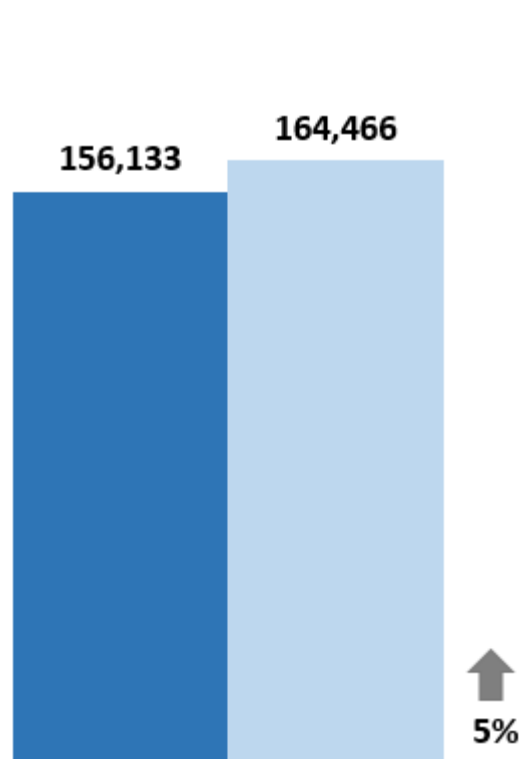


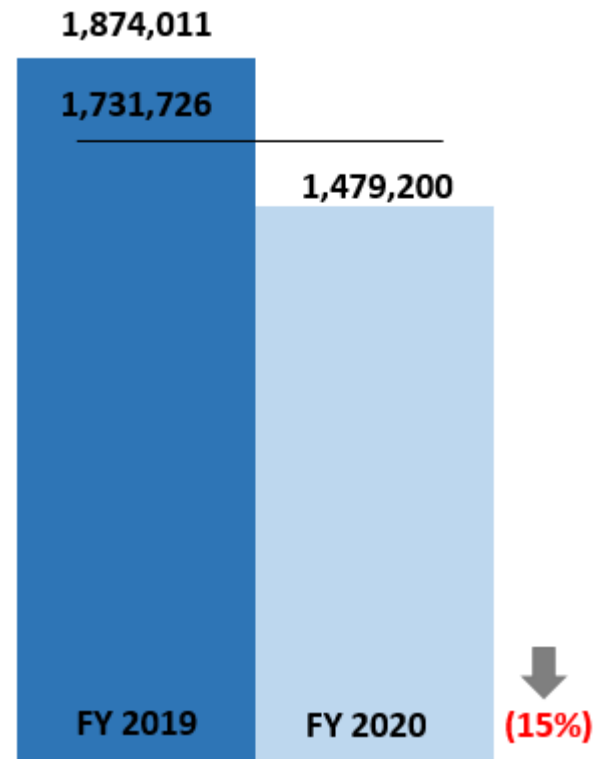
# coastal MISSISSIPPI *The Secret Coast*

- Key Performance indicators
- August 2020

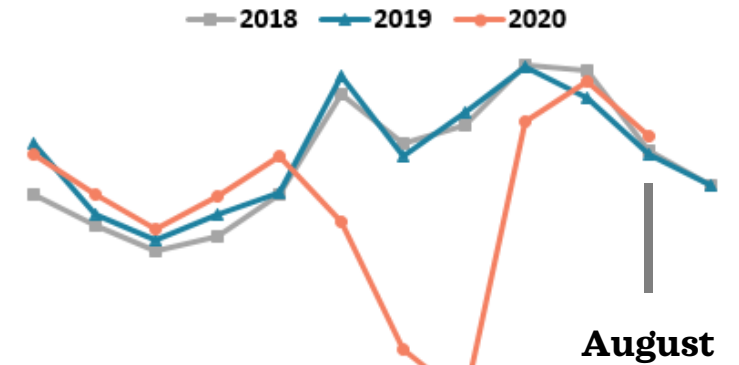
# Non-Casino Rooms Sold



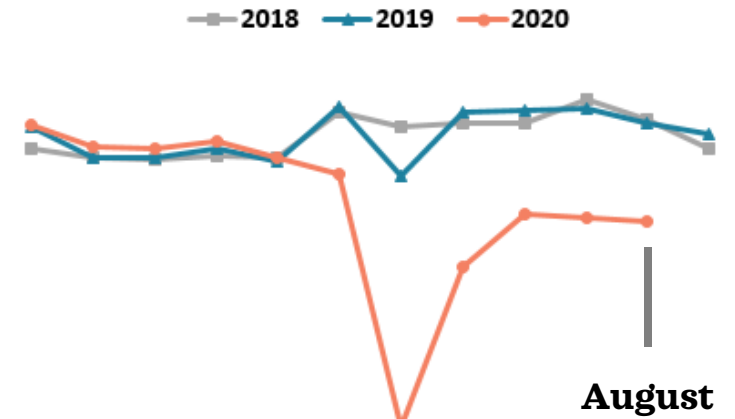
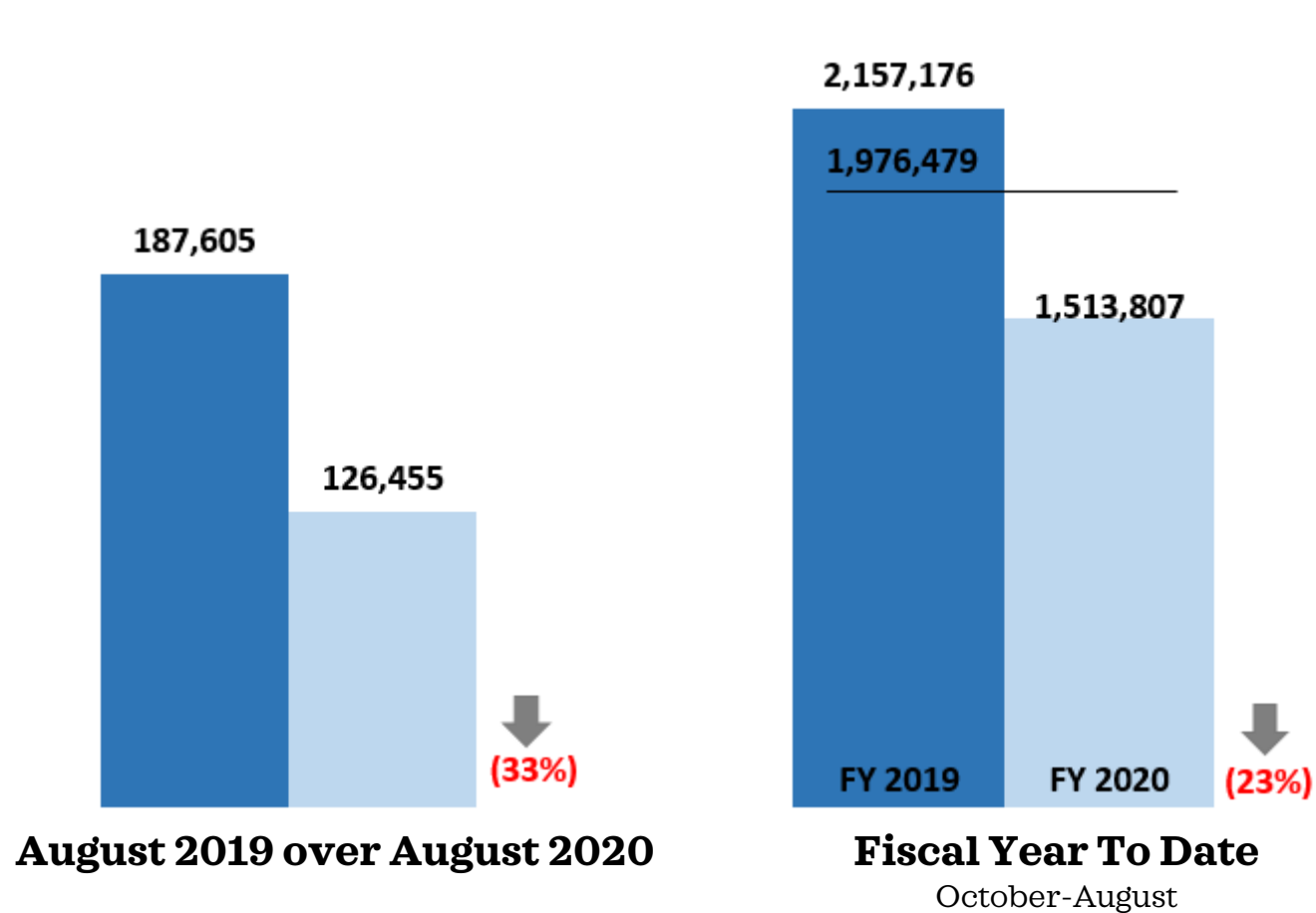
**August 2019 over August 2020**



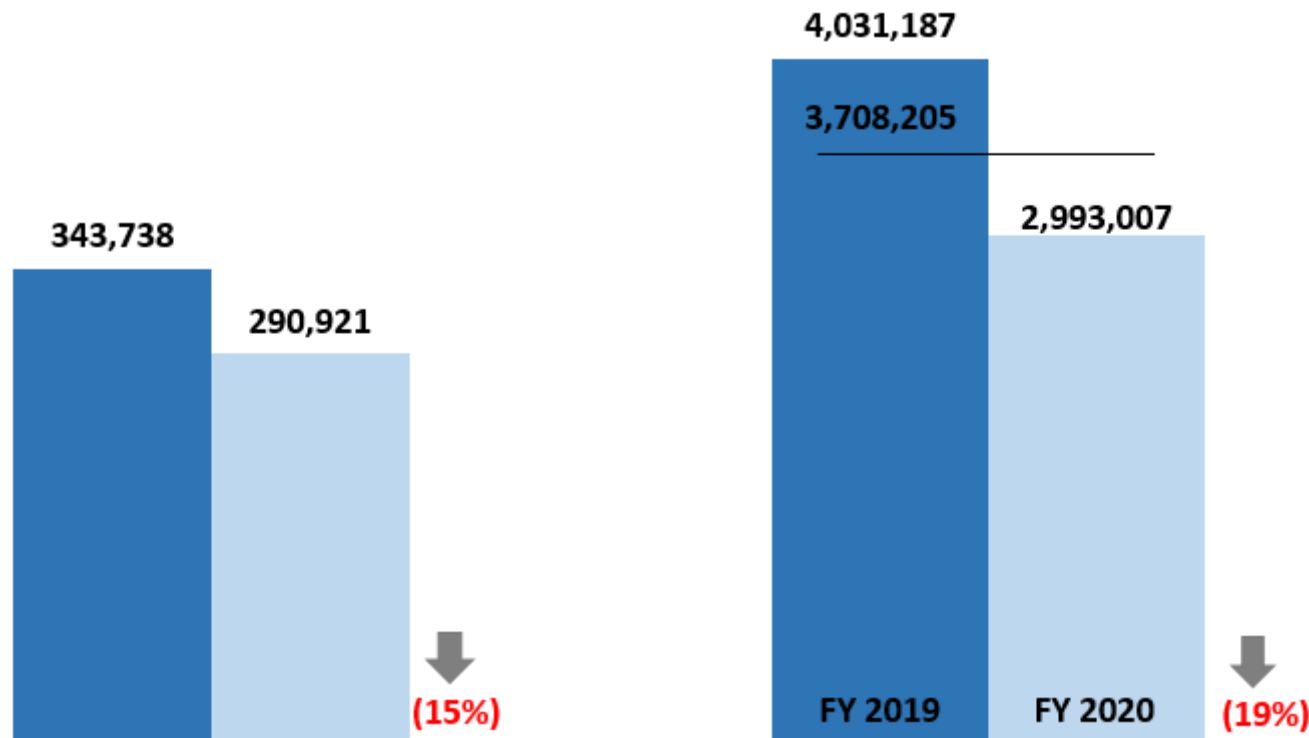
**Fiscal Year To Date**  
October-August



# Casino Rooms Occupied



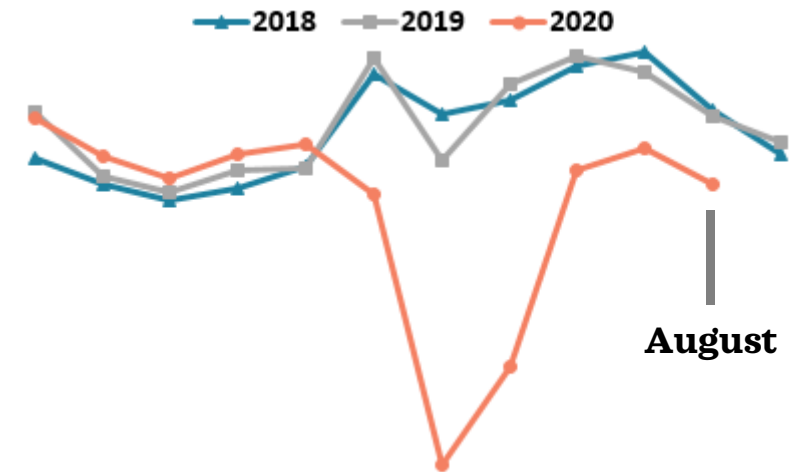
# All Rooms Sold/Occupied



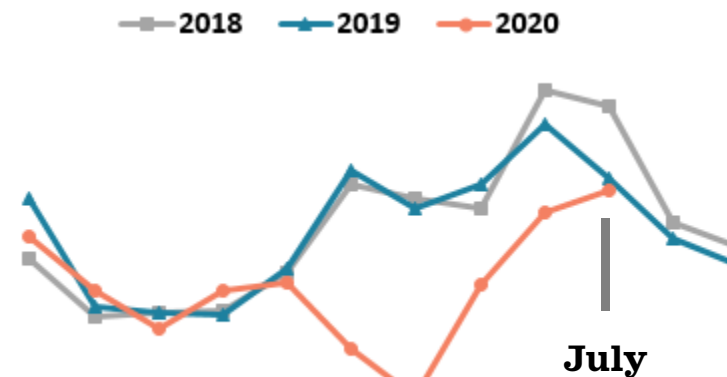
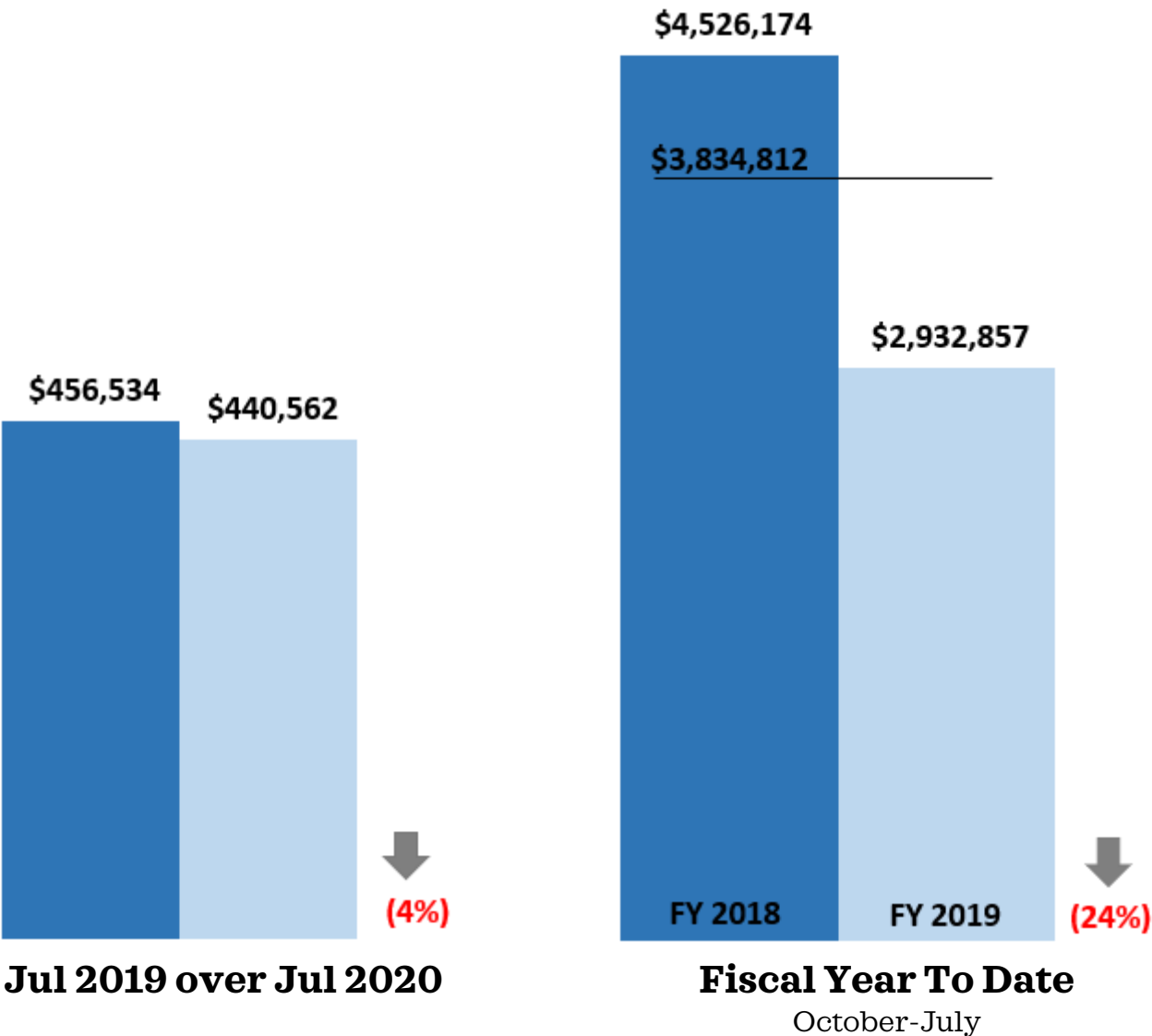
**August 2019 over August 2020**

**Fiscal Year To Date**

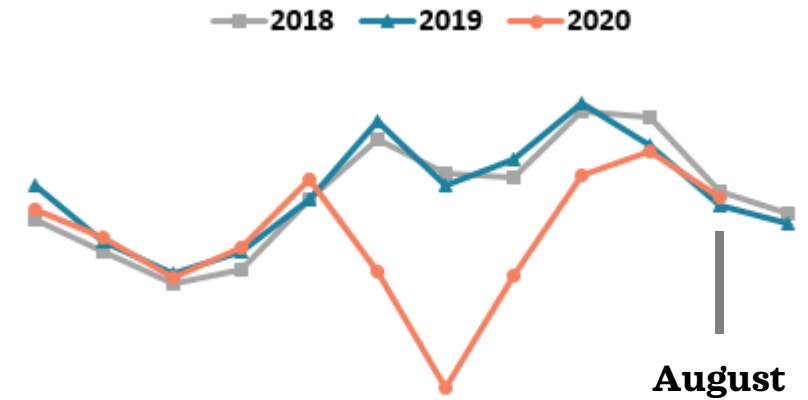
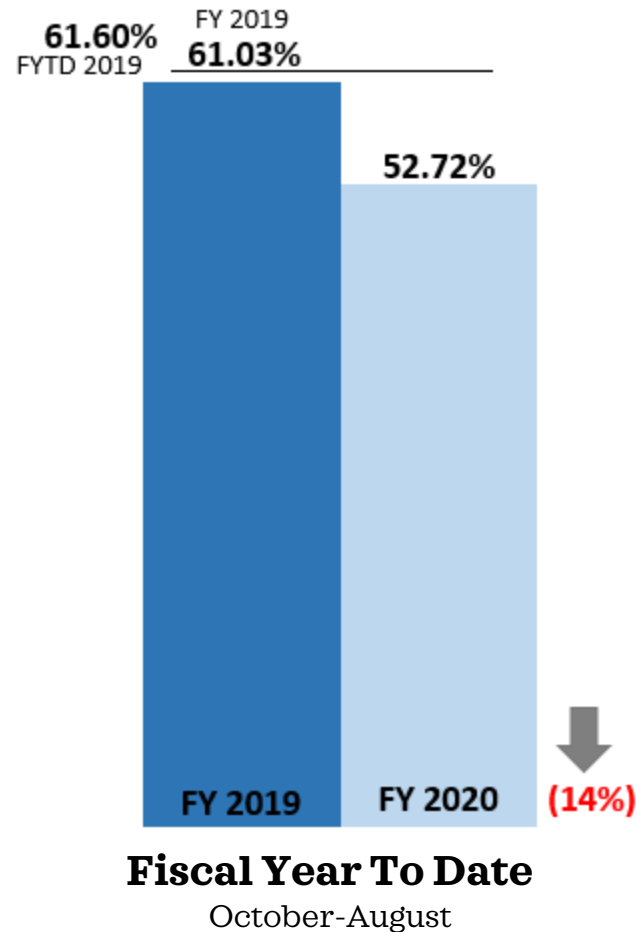
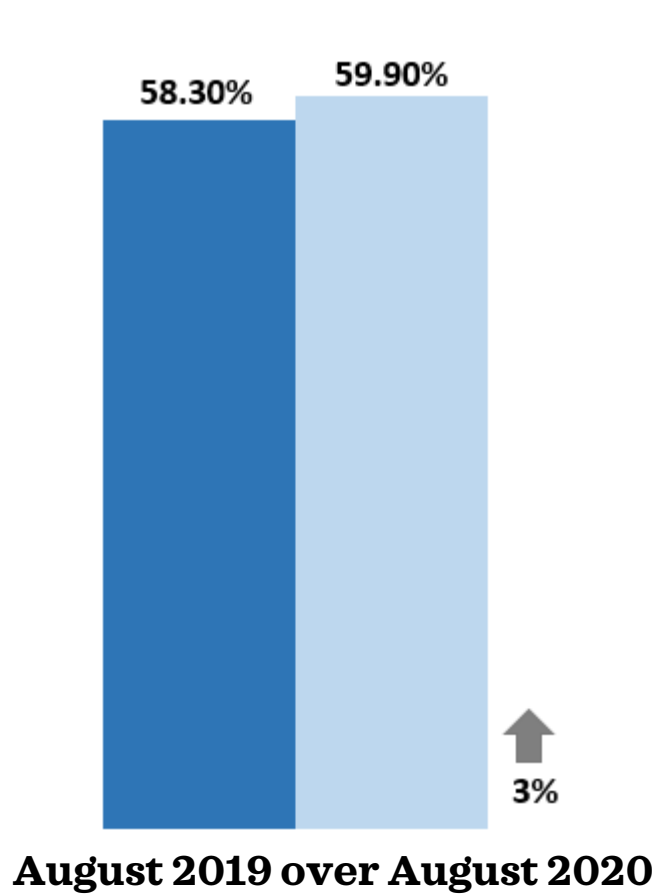
October-August



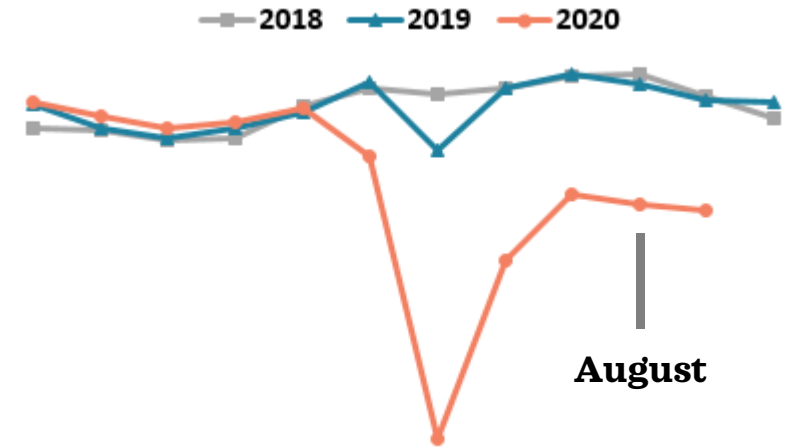
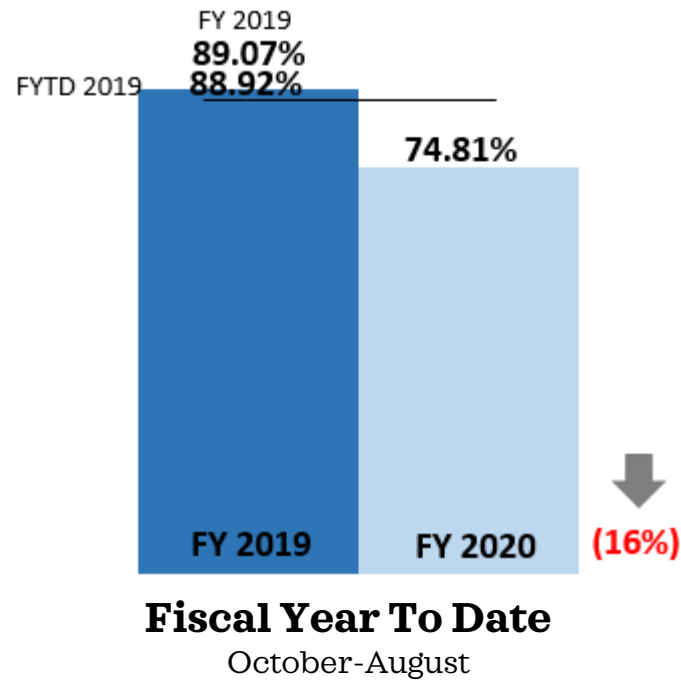
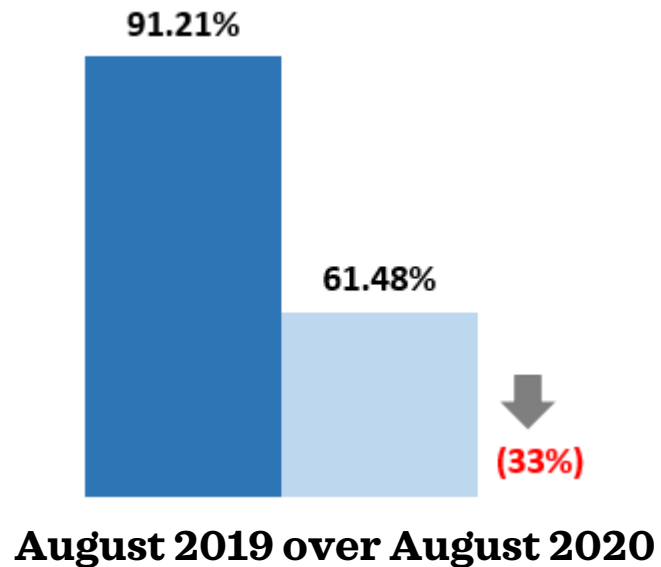
# Occupancy Tax Receipts



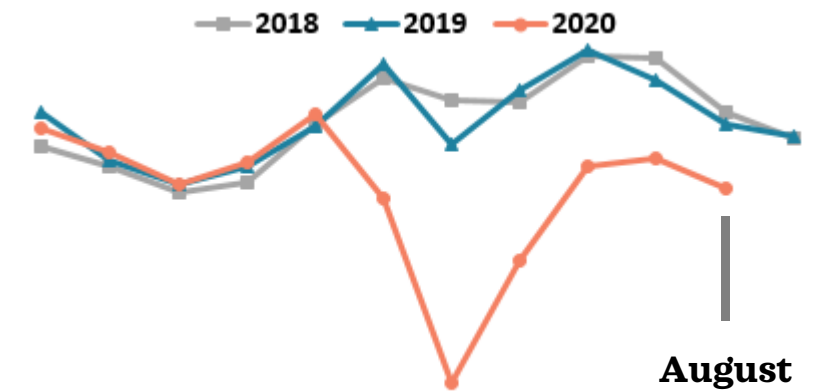
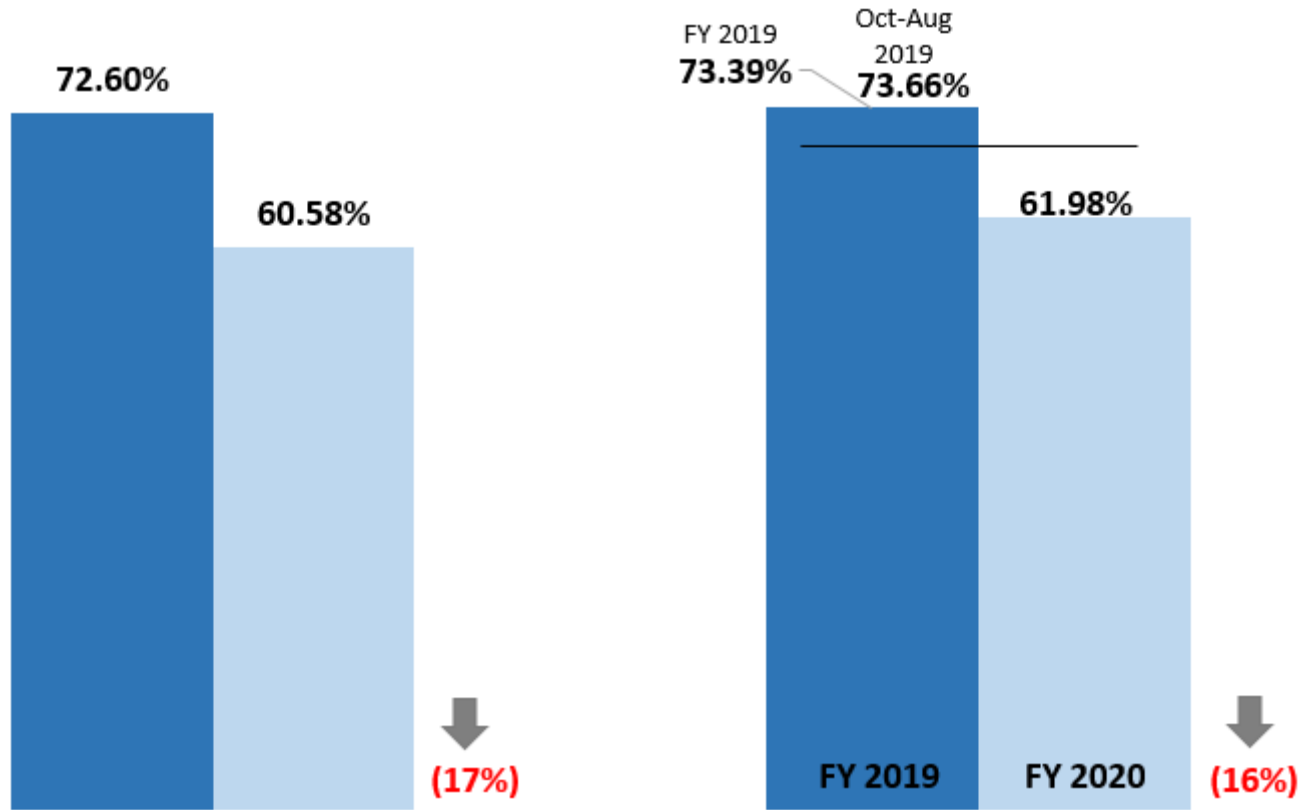
# Non-Casino Occupancy



# Casino Occupancy



# All Occupancy

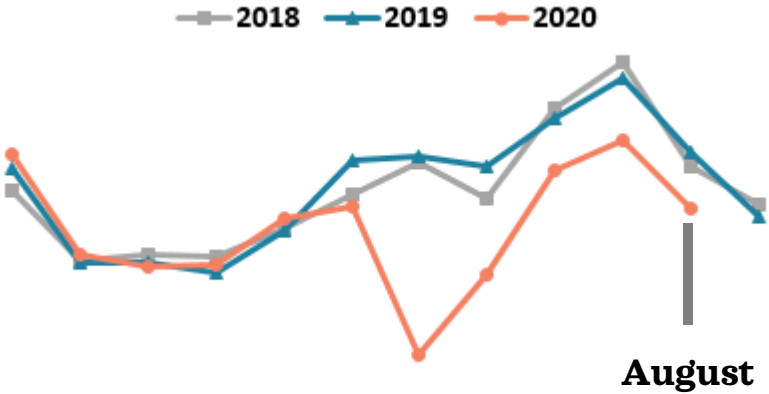
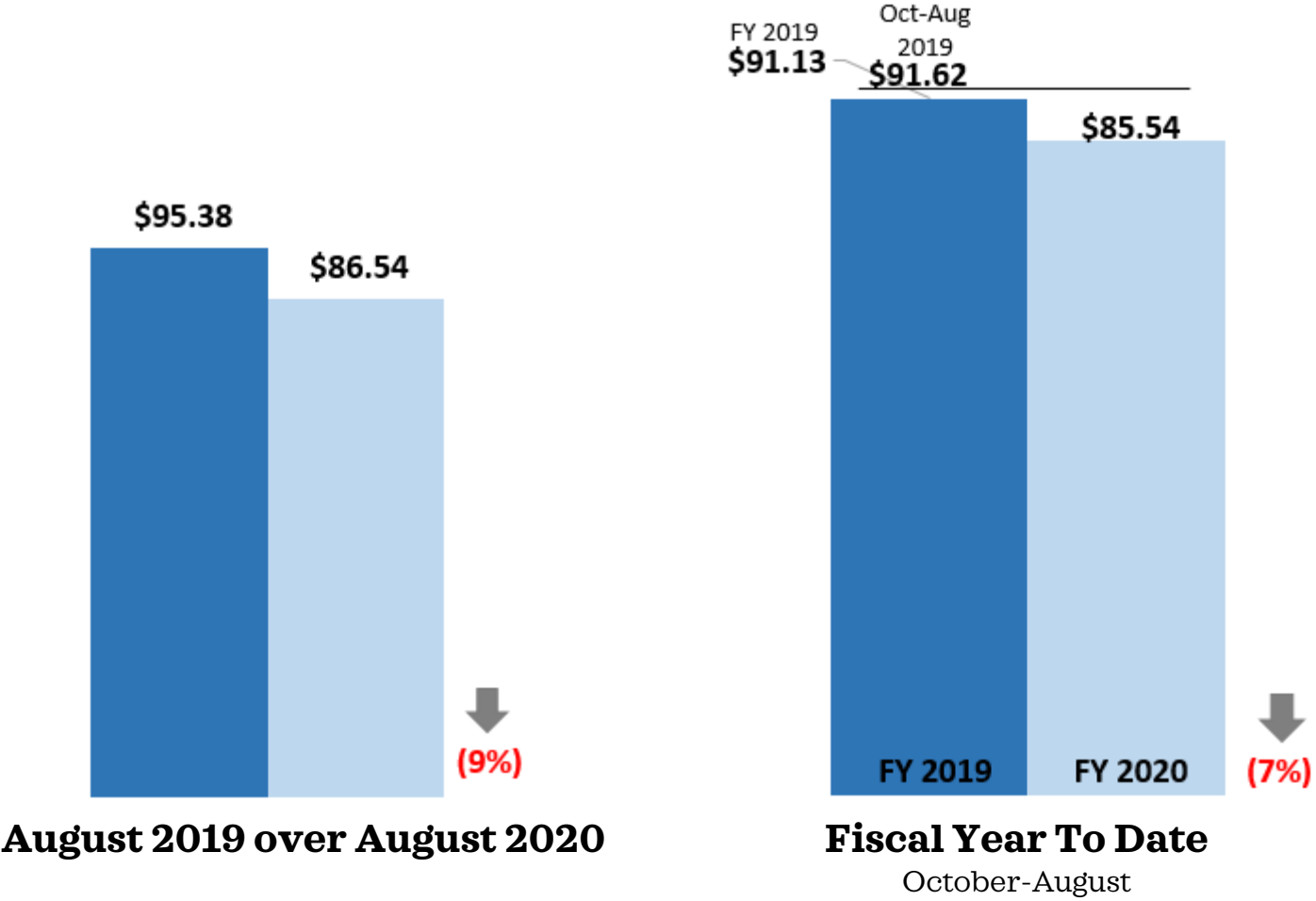


**August 2019 over August 2020**

**Fiscal Year To Date**  
October-August

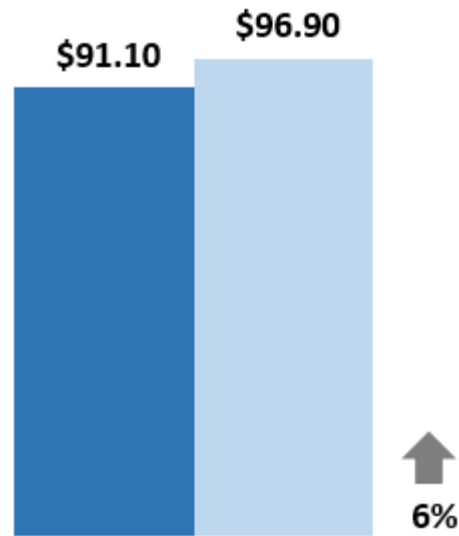


# Non-Casino ADR

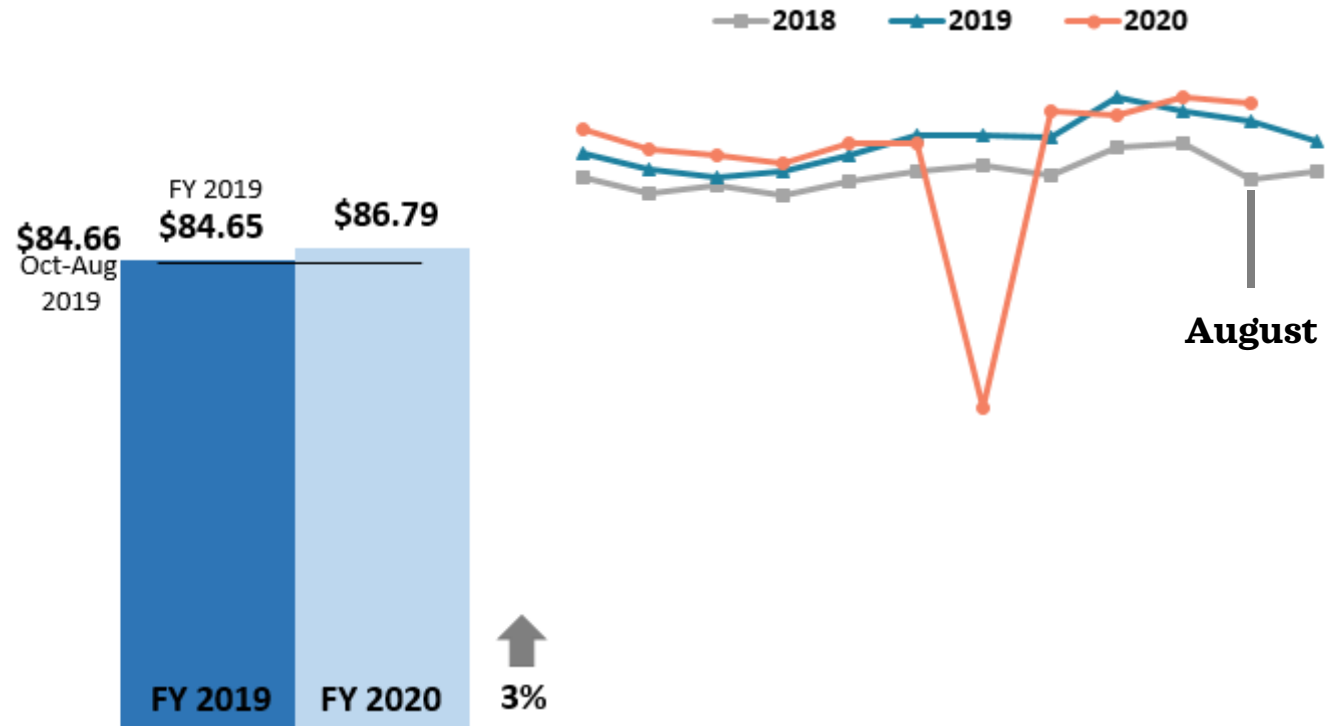


Source: STR

# Casino ADR

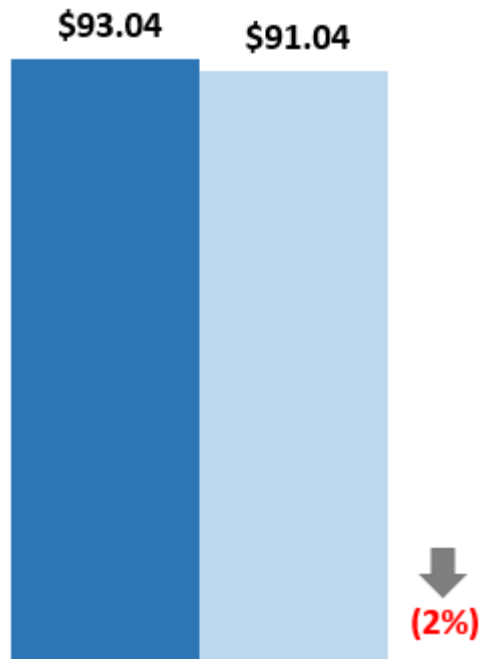


**August 2019 over August 2020**

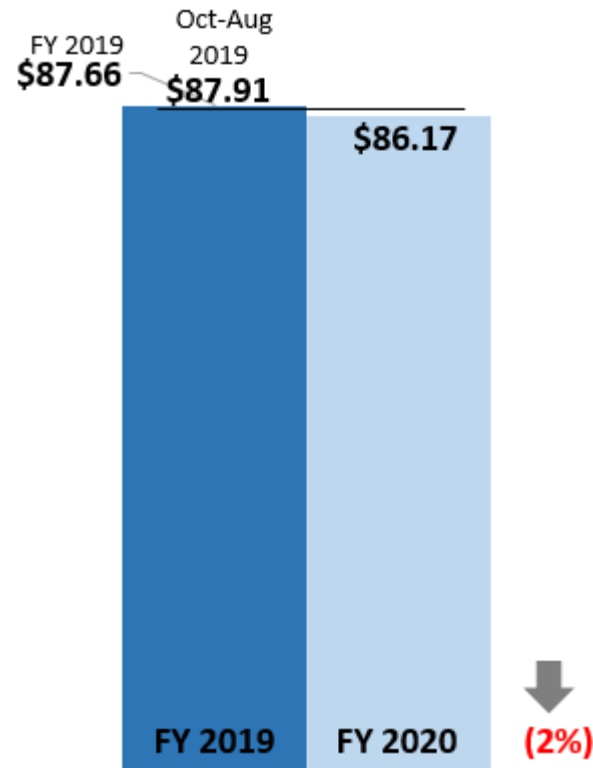


**Fiscal Year To Date**  
October-August

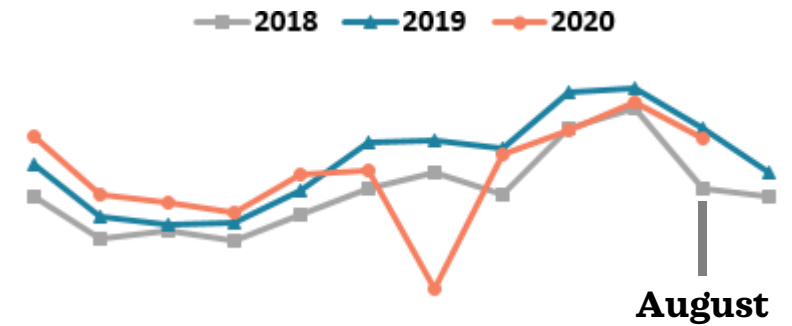
# All ADR



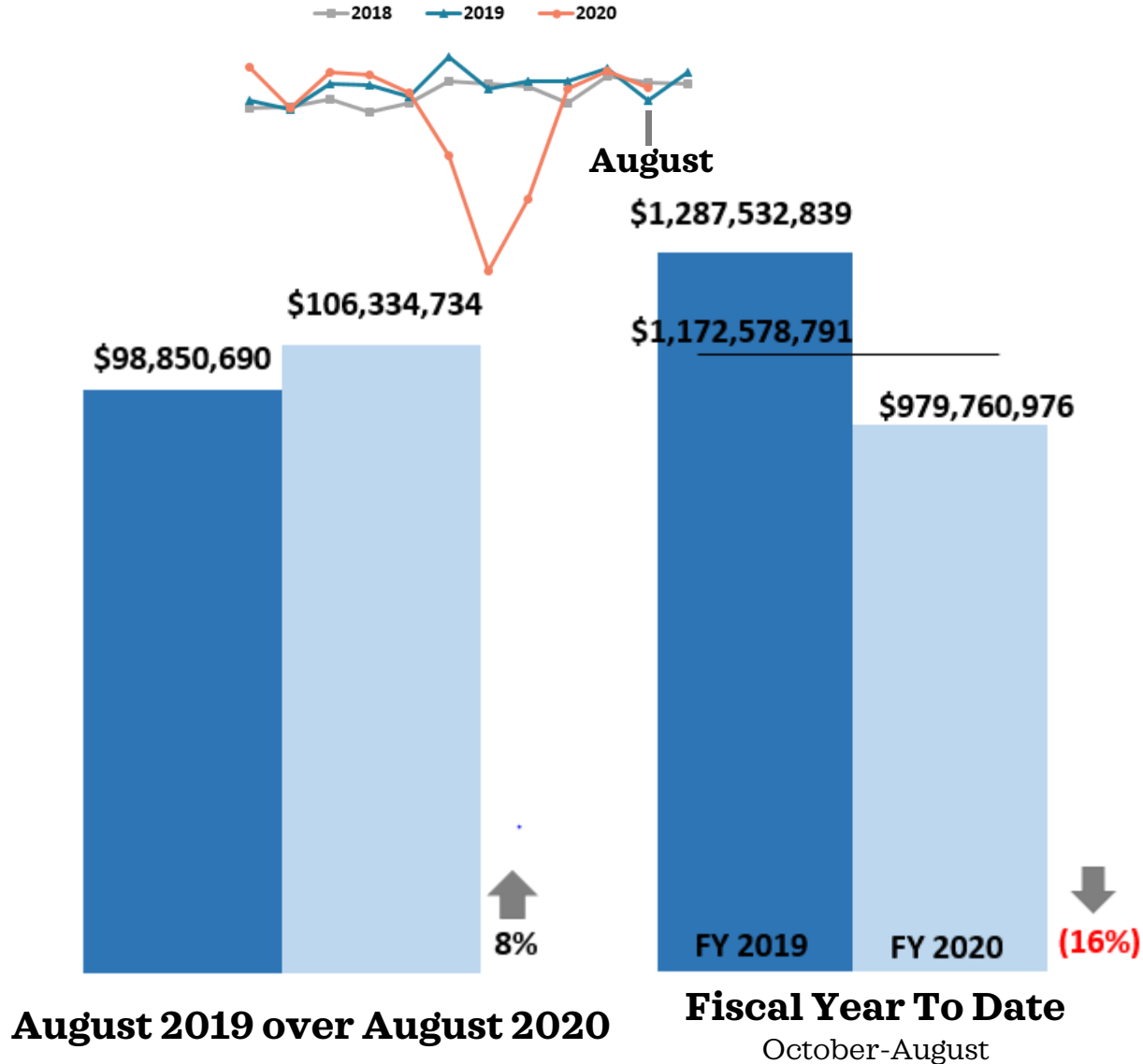
**August 2019 over August 2020**



**Fiscal Year To Date**  
October-August

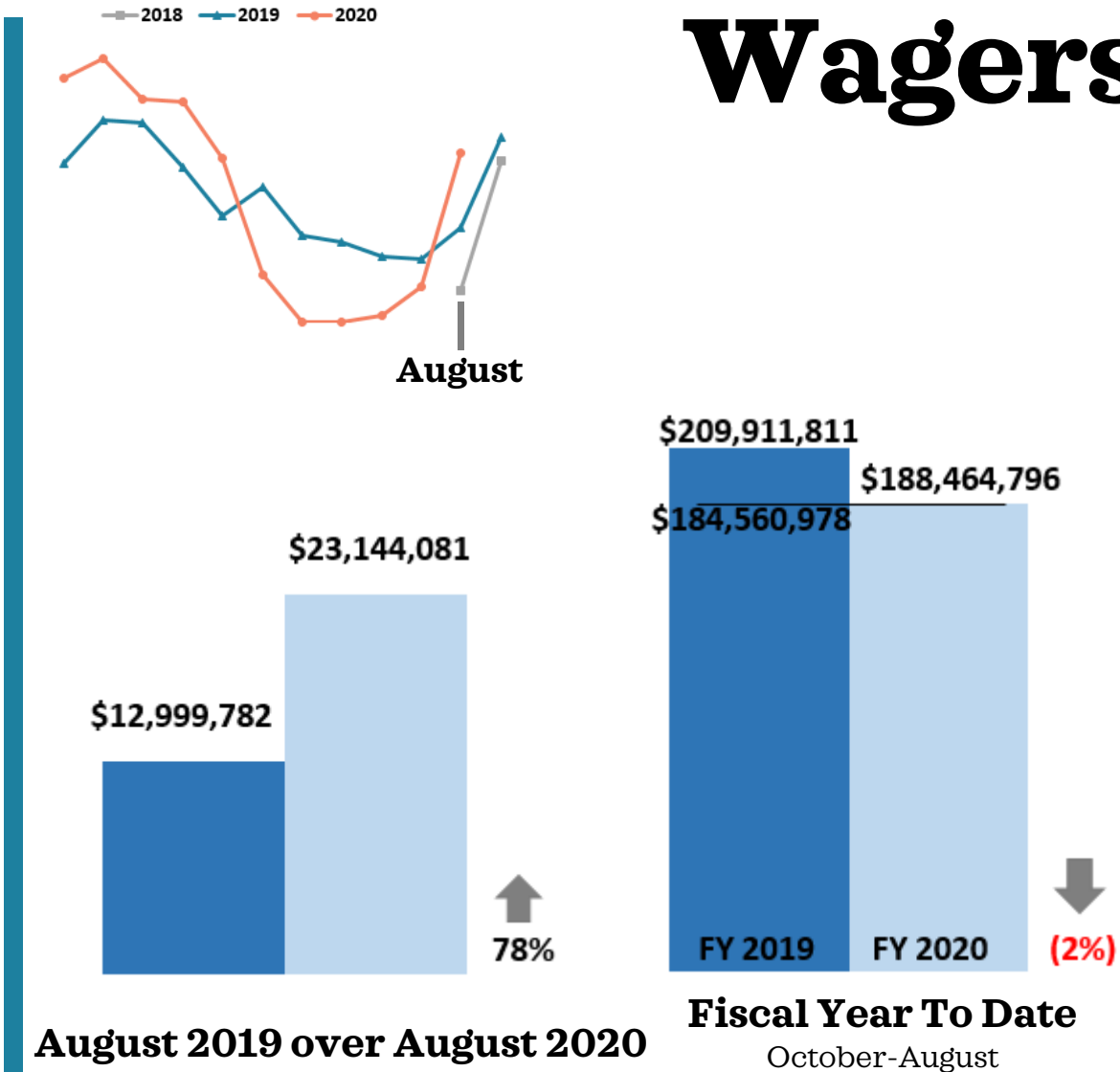


# Gaming Revenue



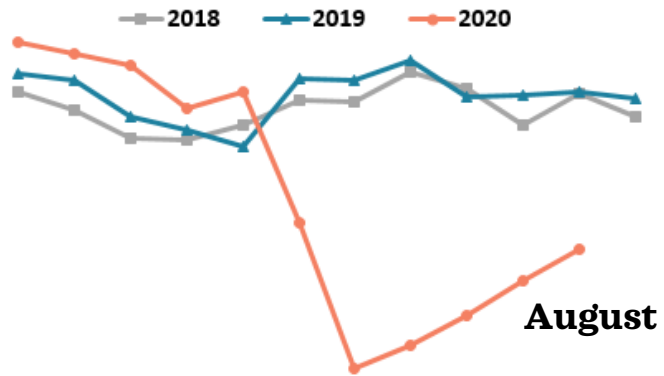
Source: MS Gaming Commission

# Sports Betting Wagers



\* Sports Betting began August 2018

# Airport Enplanements



31,996

15,297

(65%)

**August 2019 over August 2020**

378,135

346,951

231,056

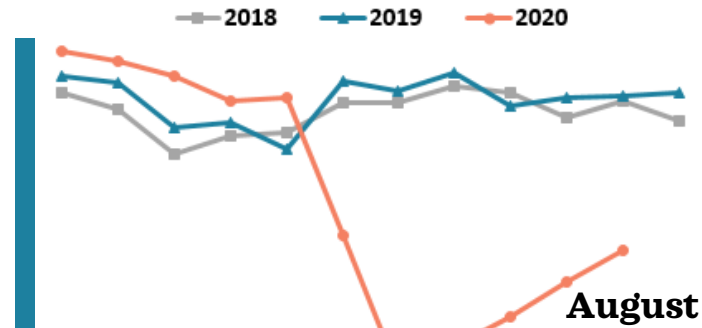
FY 2019

FY 2020

(33%)

**Fiscal Year to Date**  
October-August

# Deplanements



August

31,631

15,338

(52%)

**August 2019 over August 2020**

374,328

342,349

227,508

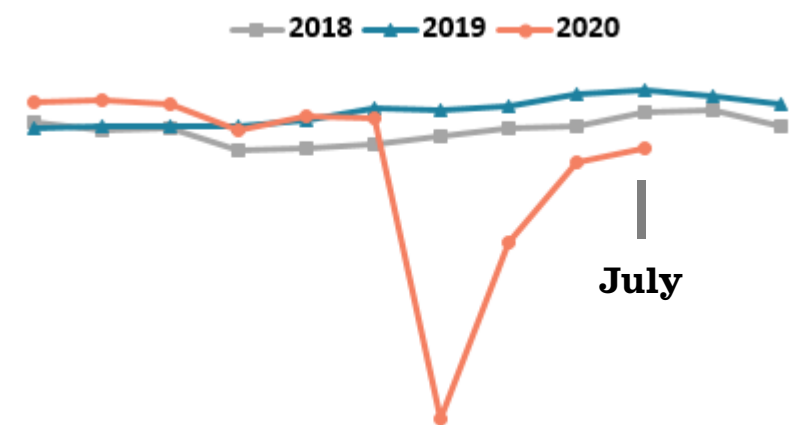
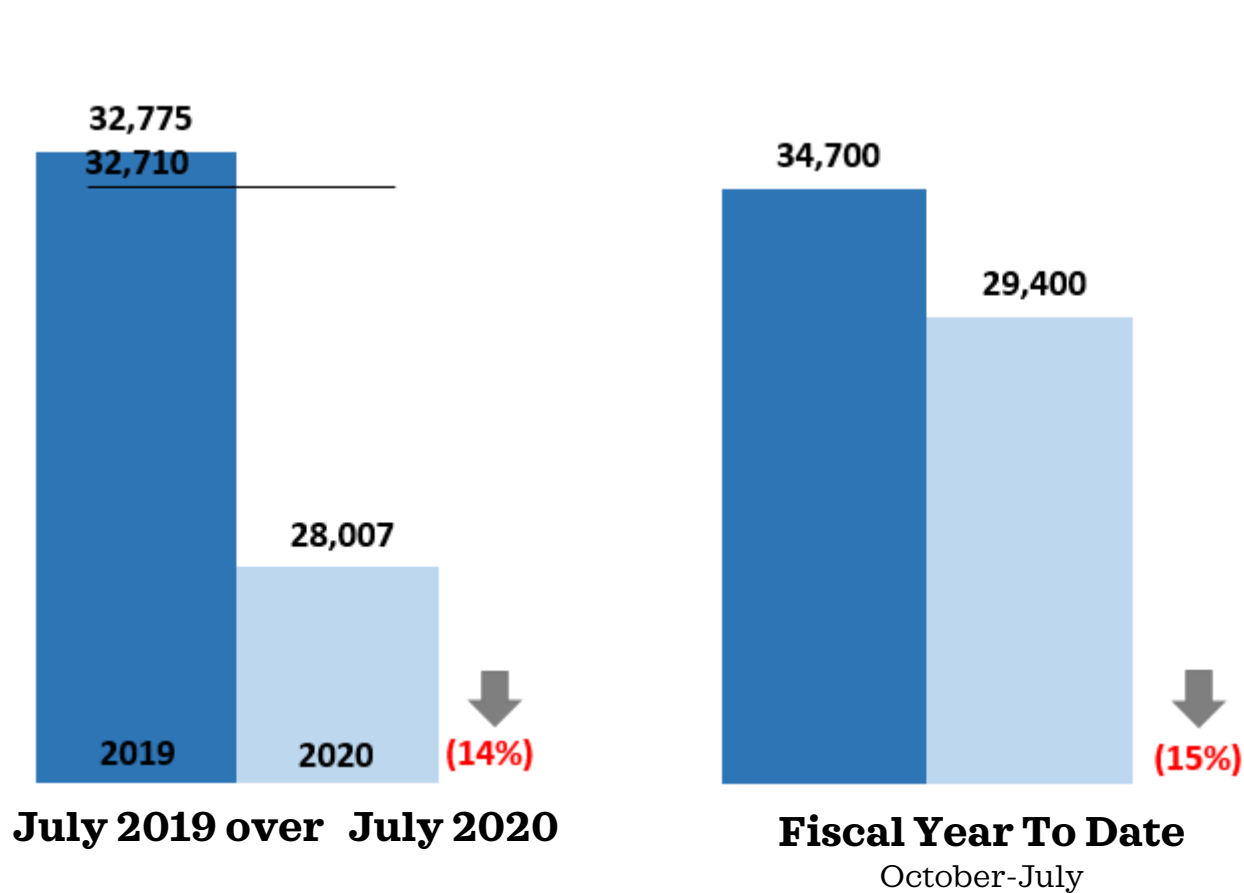
FY 2019

FY 2020

(34%)

**Fiscal Year to Date**  
October-August

# Leisure & Hospitality Jobs

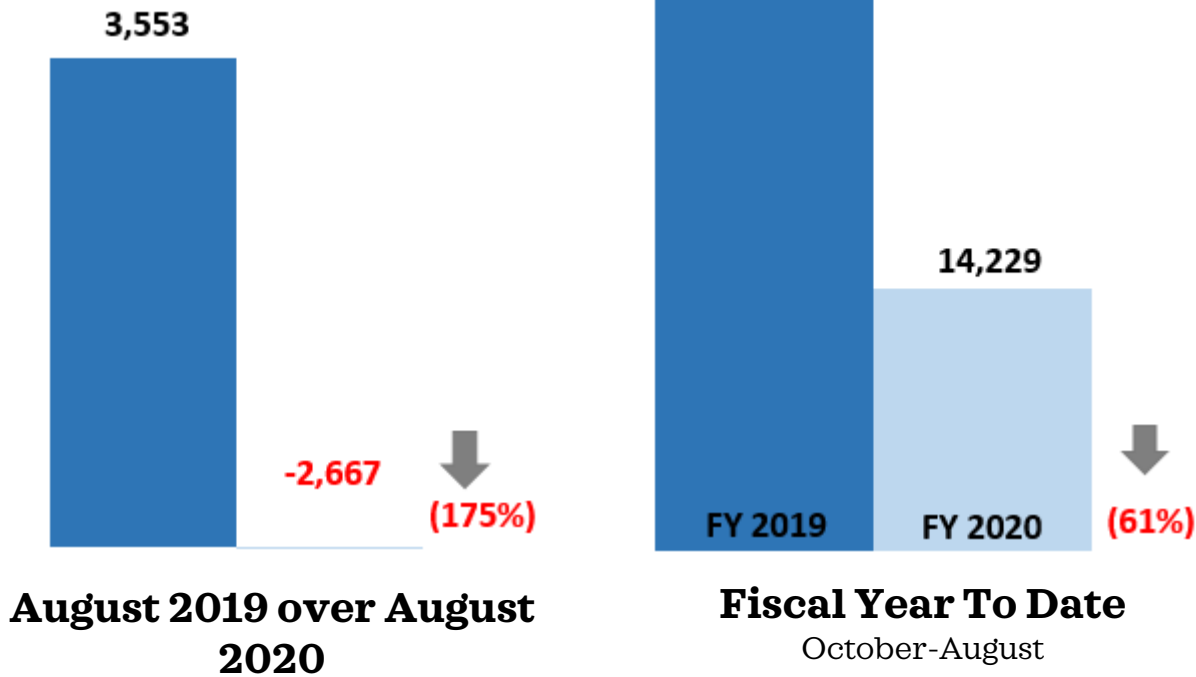
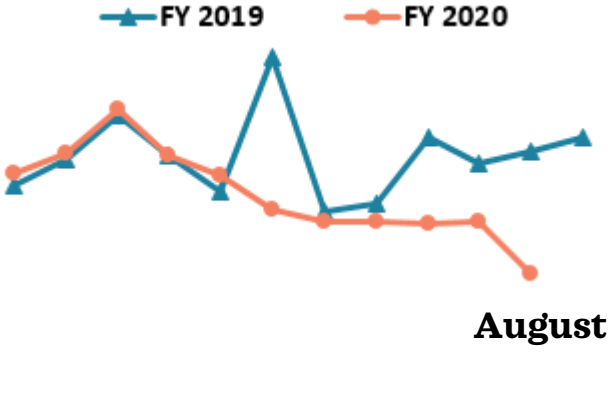
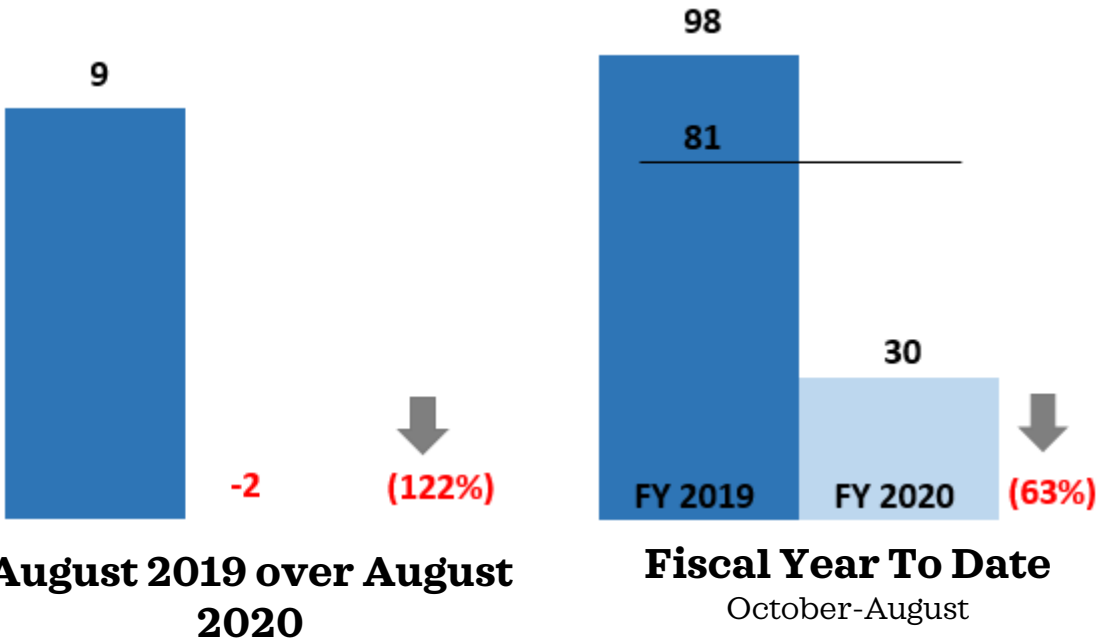
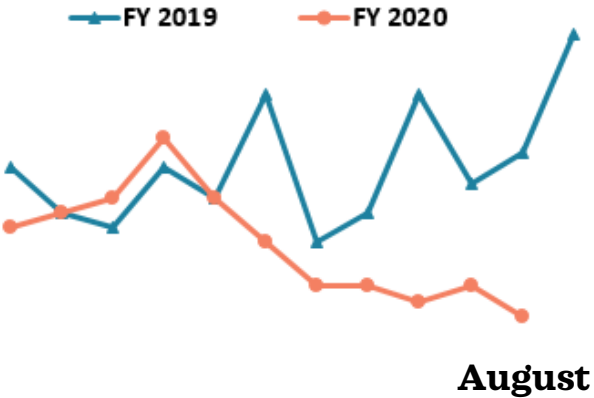


Yearly numbers reflect an average of all months in the FY.

Source: MS Department of Employment Security

# Definite Bookings - Meeting/Sports

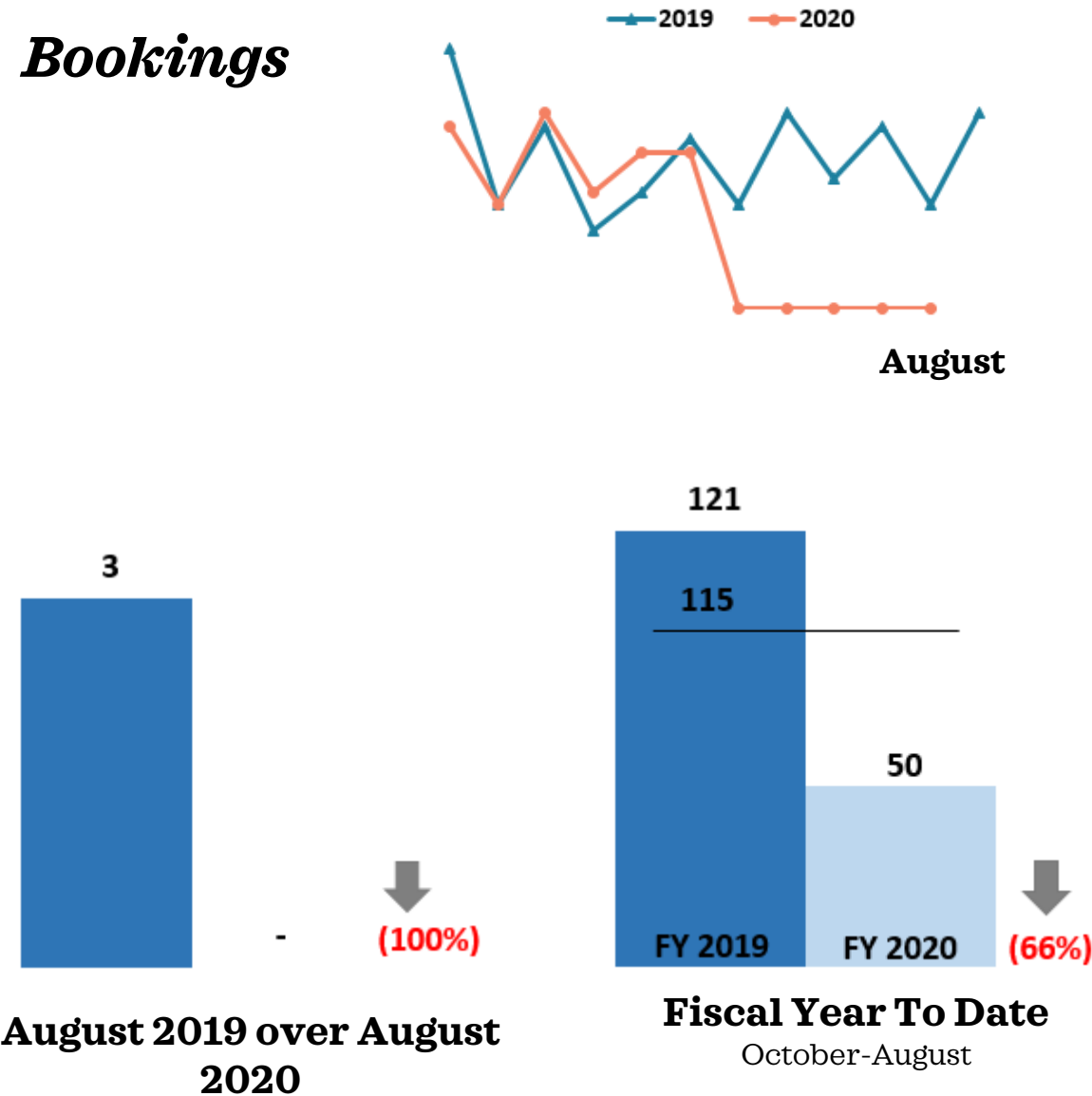
## Bookings



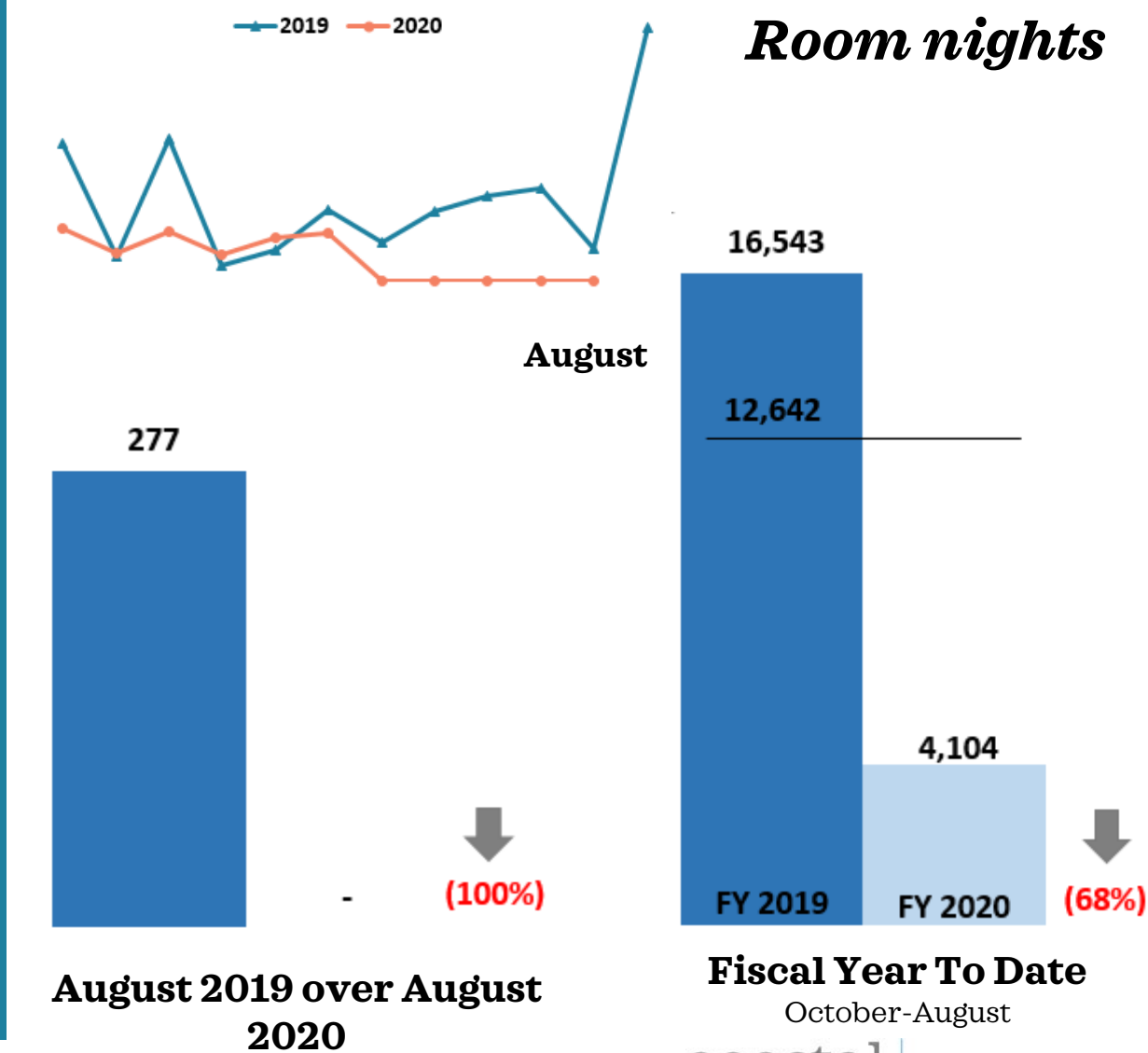
# Definite Bookings - Leisure

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

## Bookings



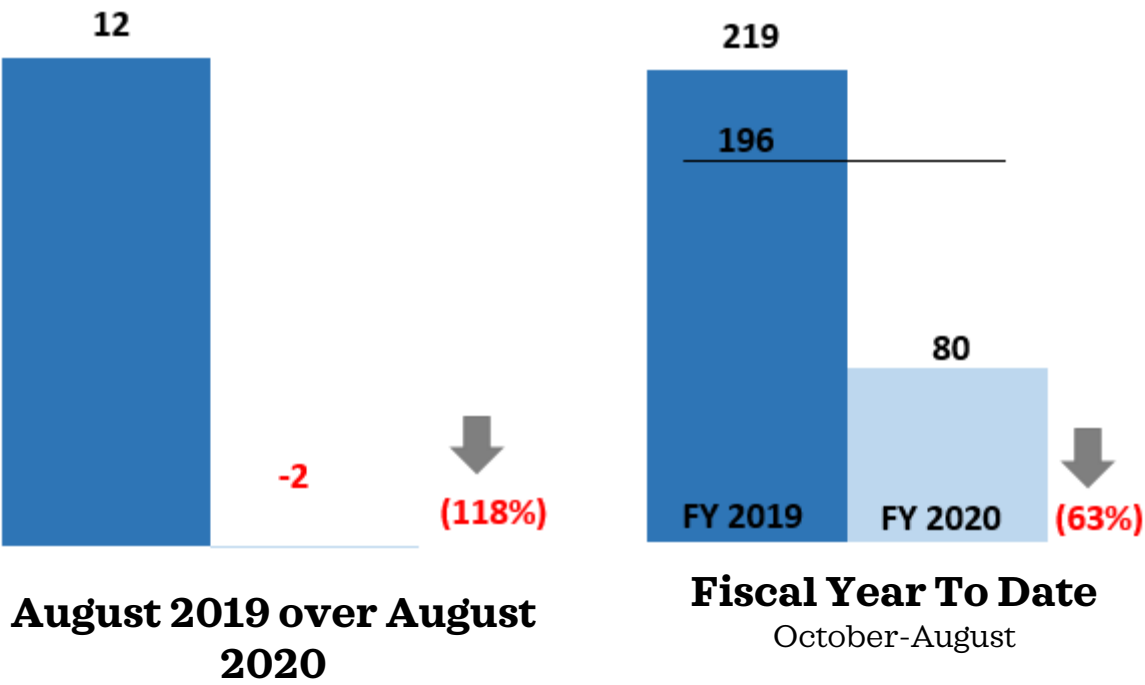
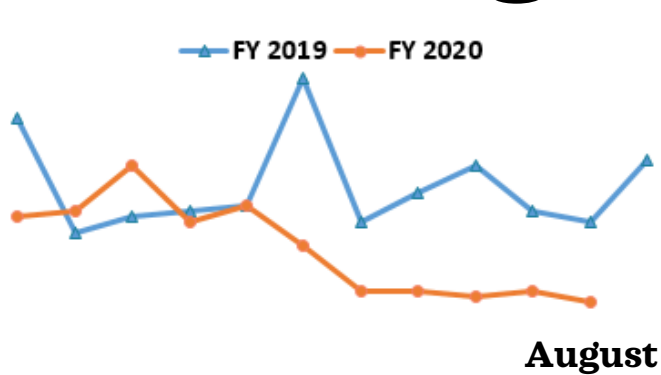
## Room nights



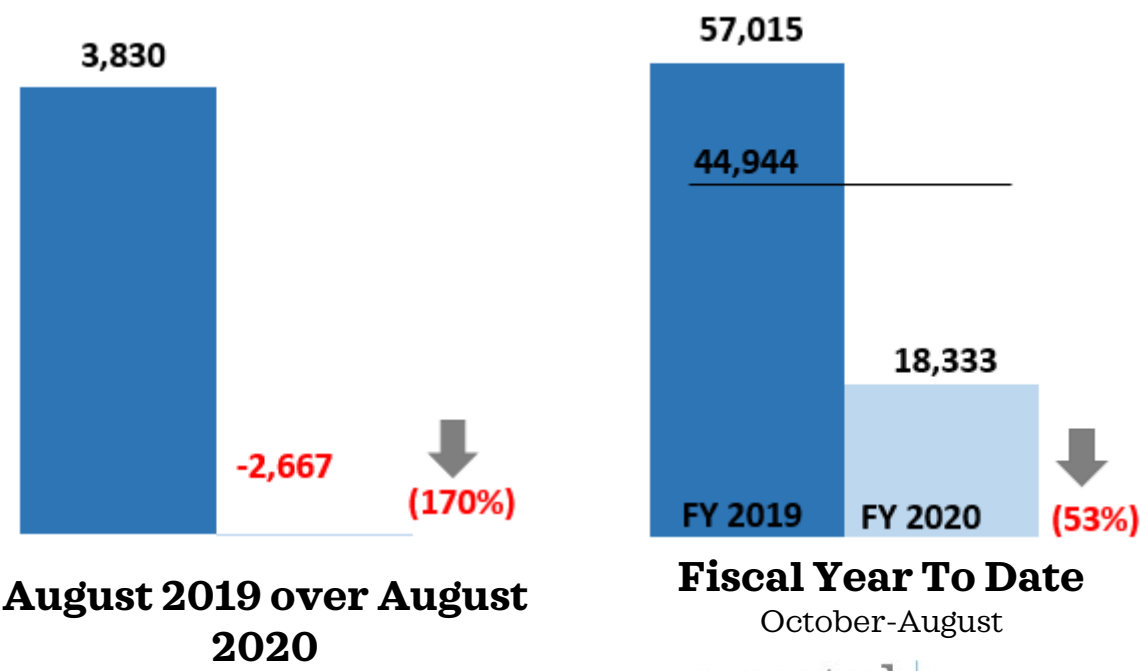
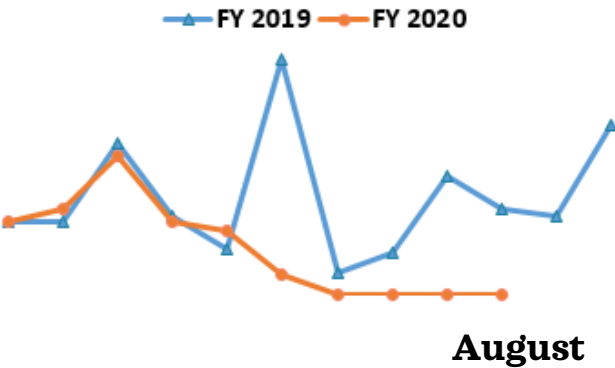


# Definite Bookings - All Sales

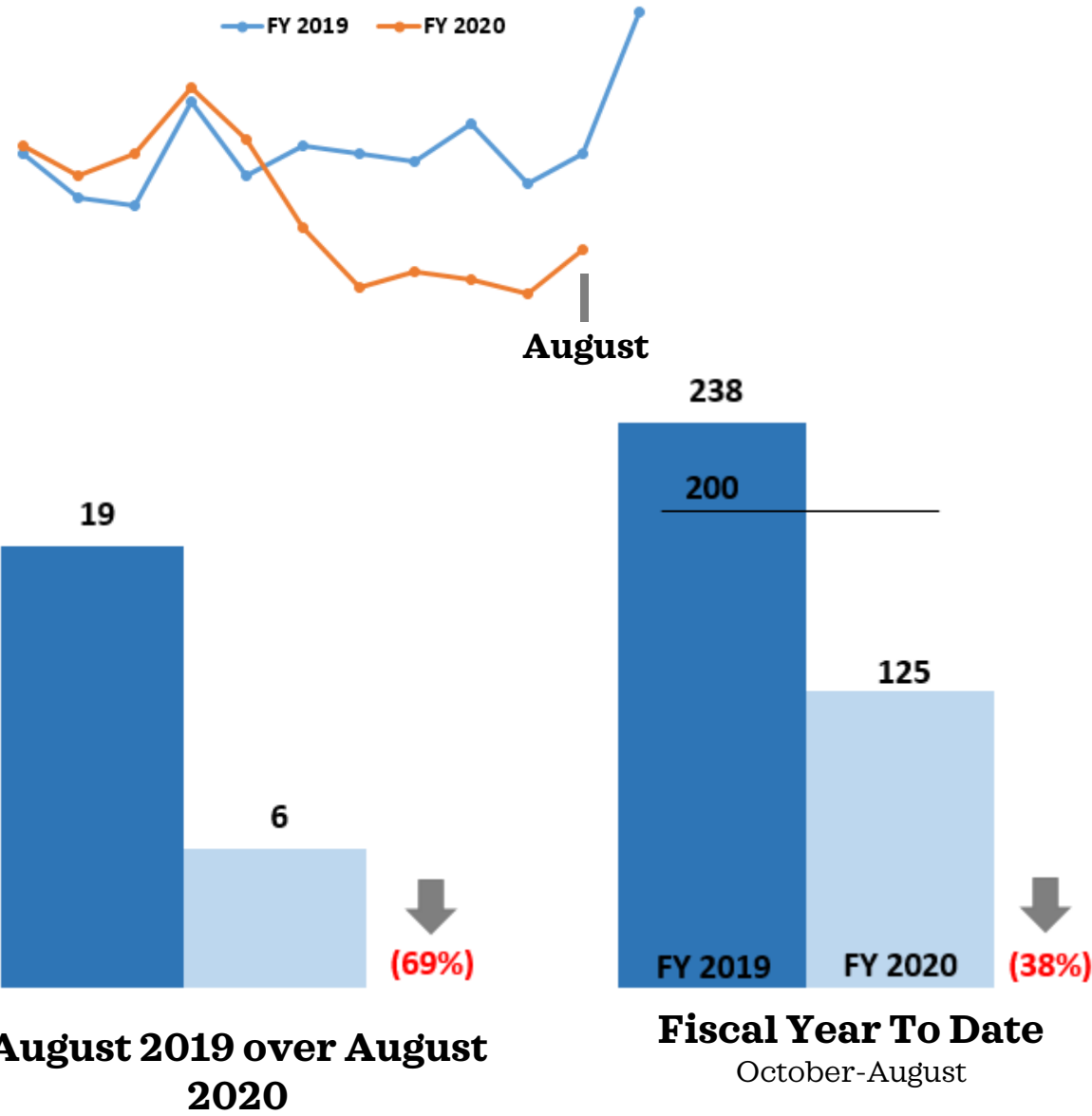
## Bookings



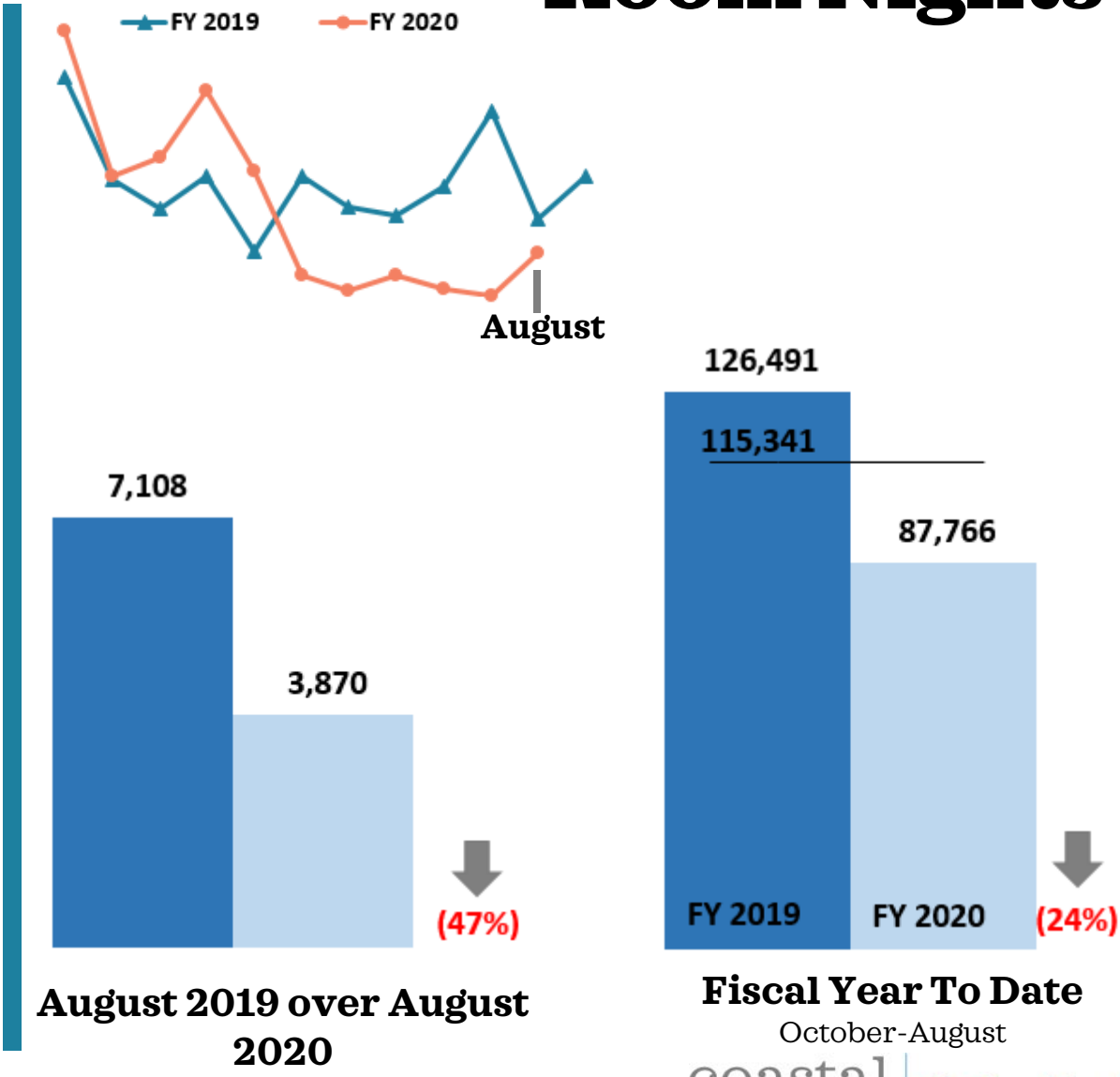
## Room nights



# Leads Issued – Meetings/Sports

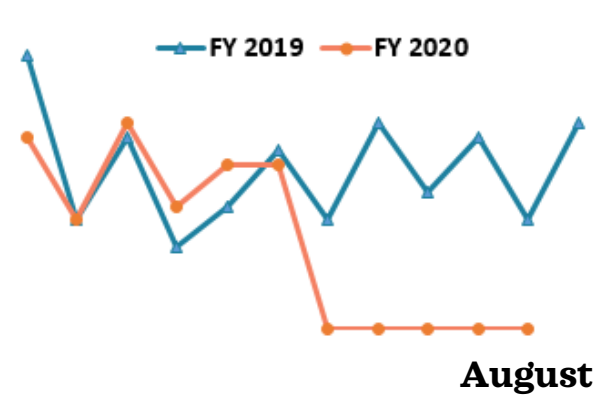


# Potential Room Nights

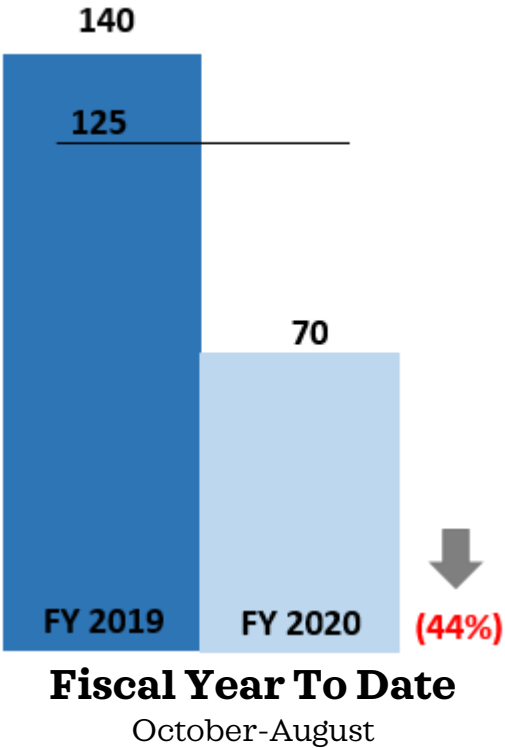
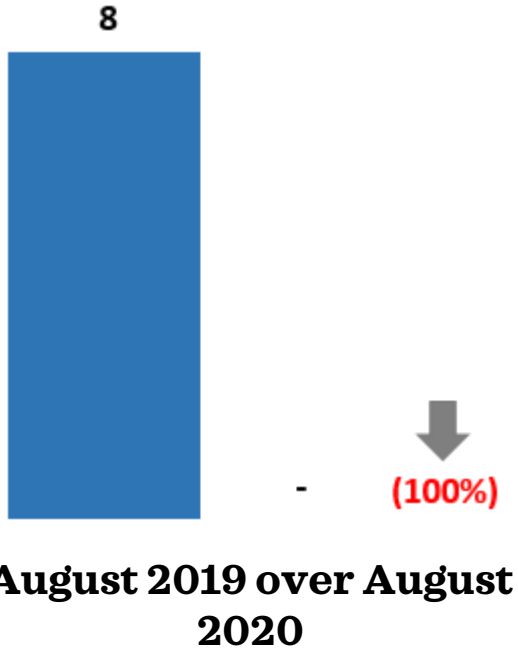


Source: Coastal Mississippi

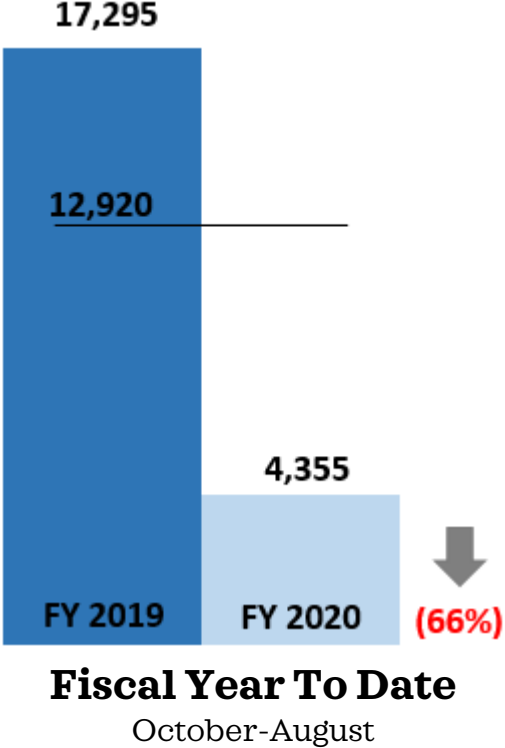
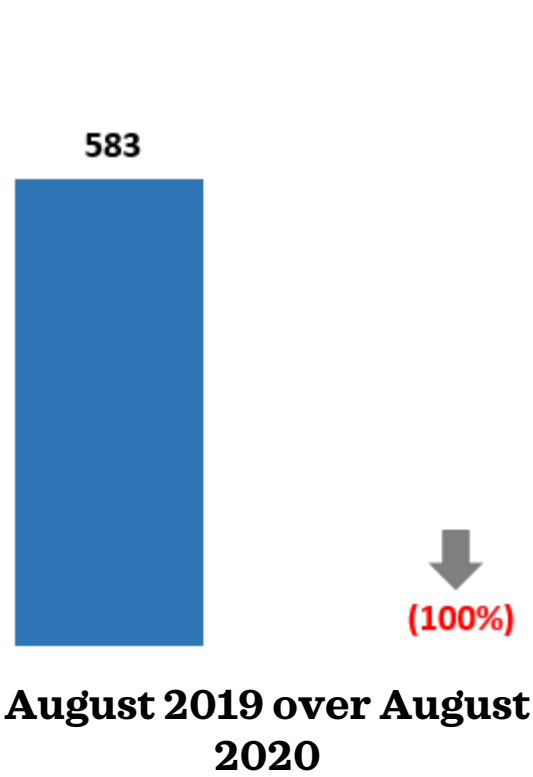
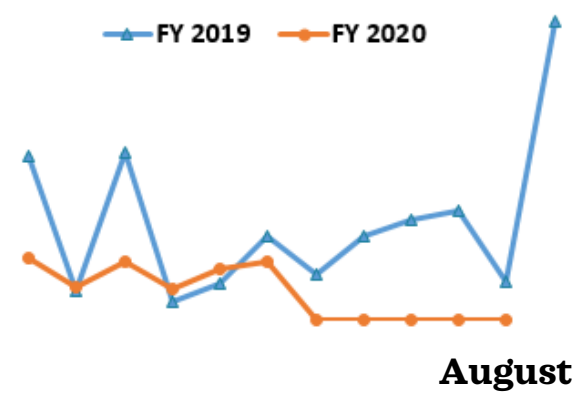
# Leads Issued - Leisure



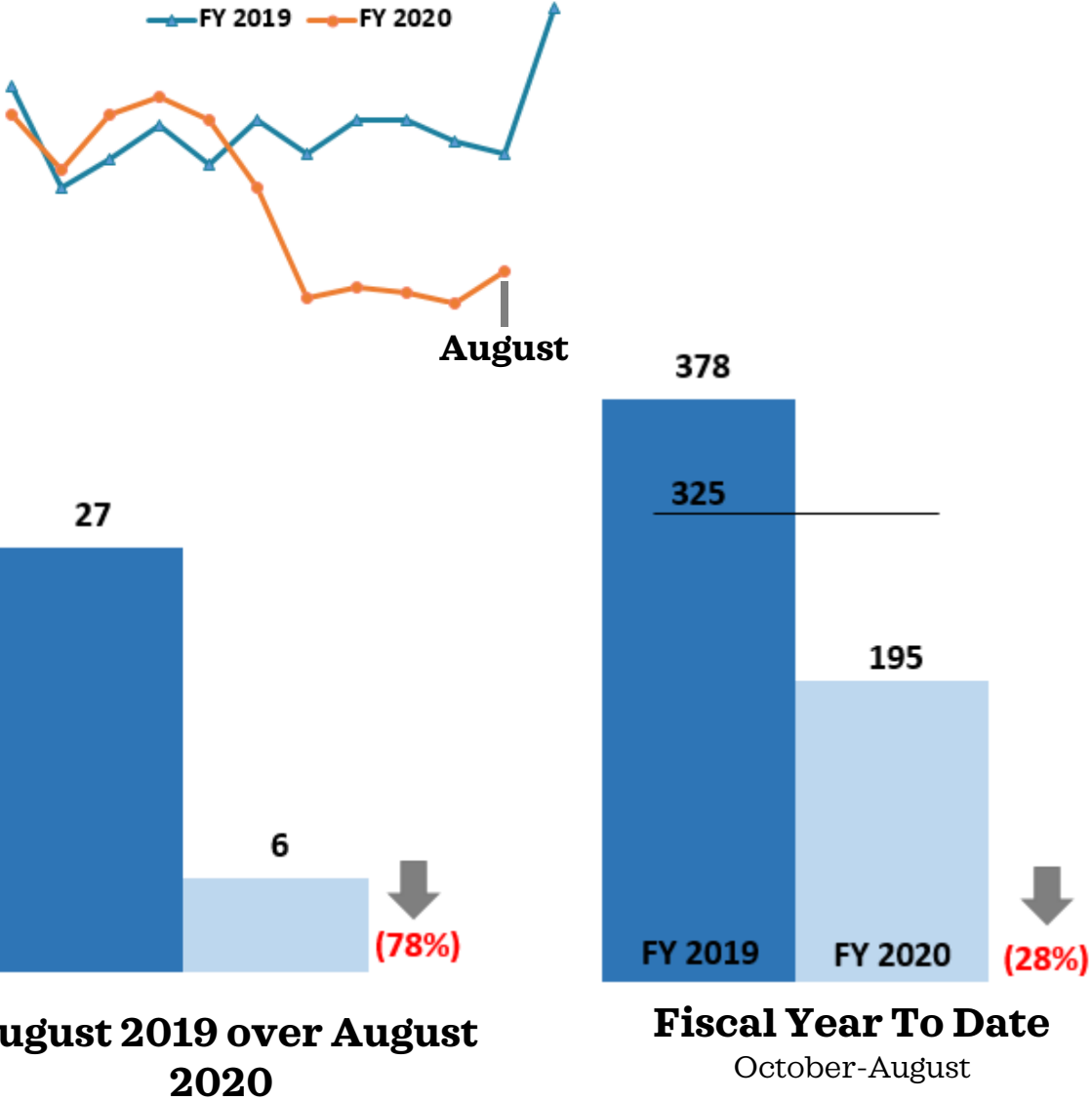
FY 2019 leisure leads and room nights included FIT business which is not being included in the FY 2020 numbers.



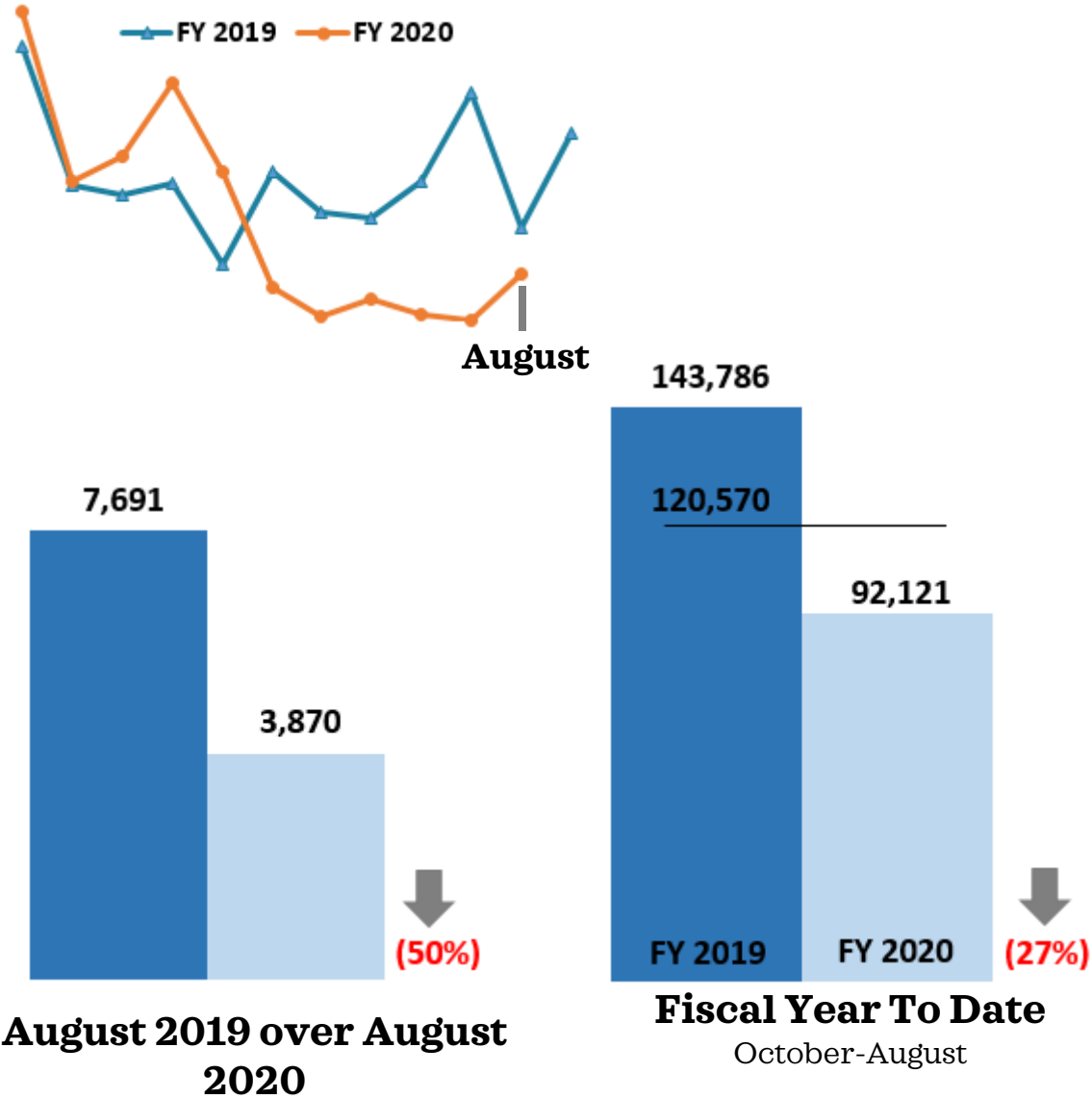
# Potential Room Nights



# Leads Issued - All Sales

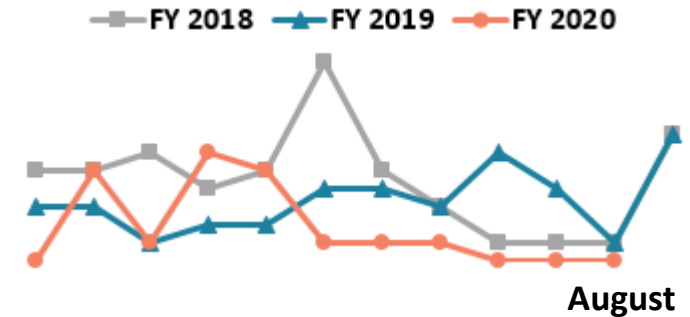
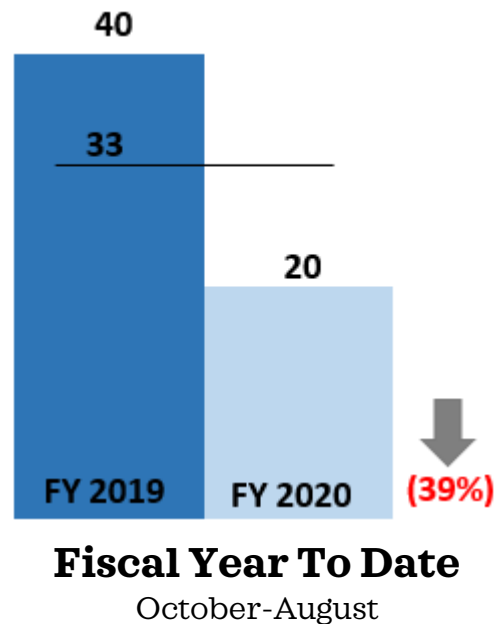
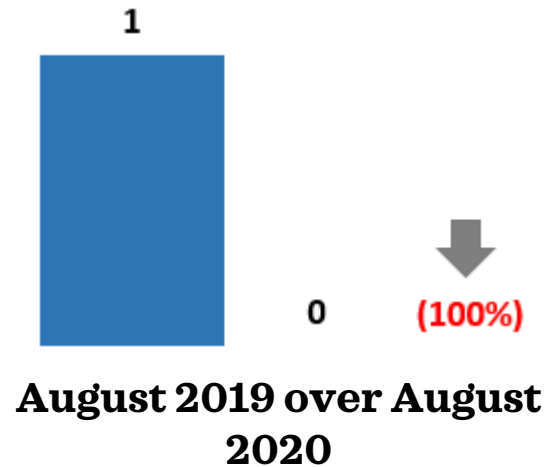


# Potential Room Nights

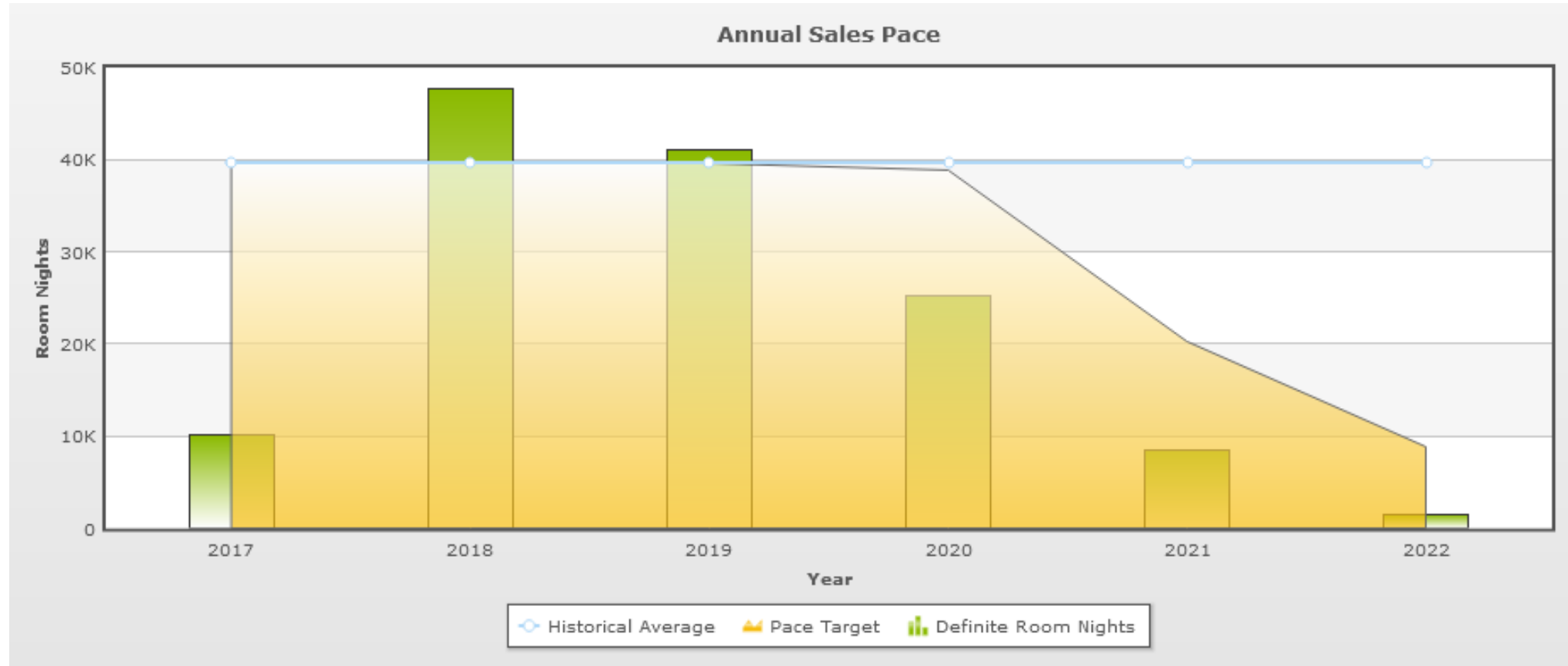


Source: Coastal Mississippi

# Convention Center Leads



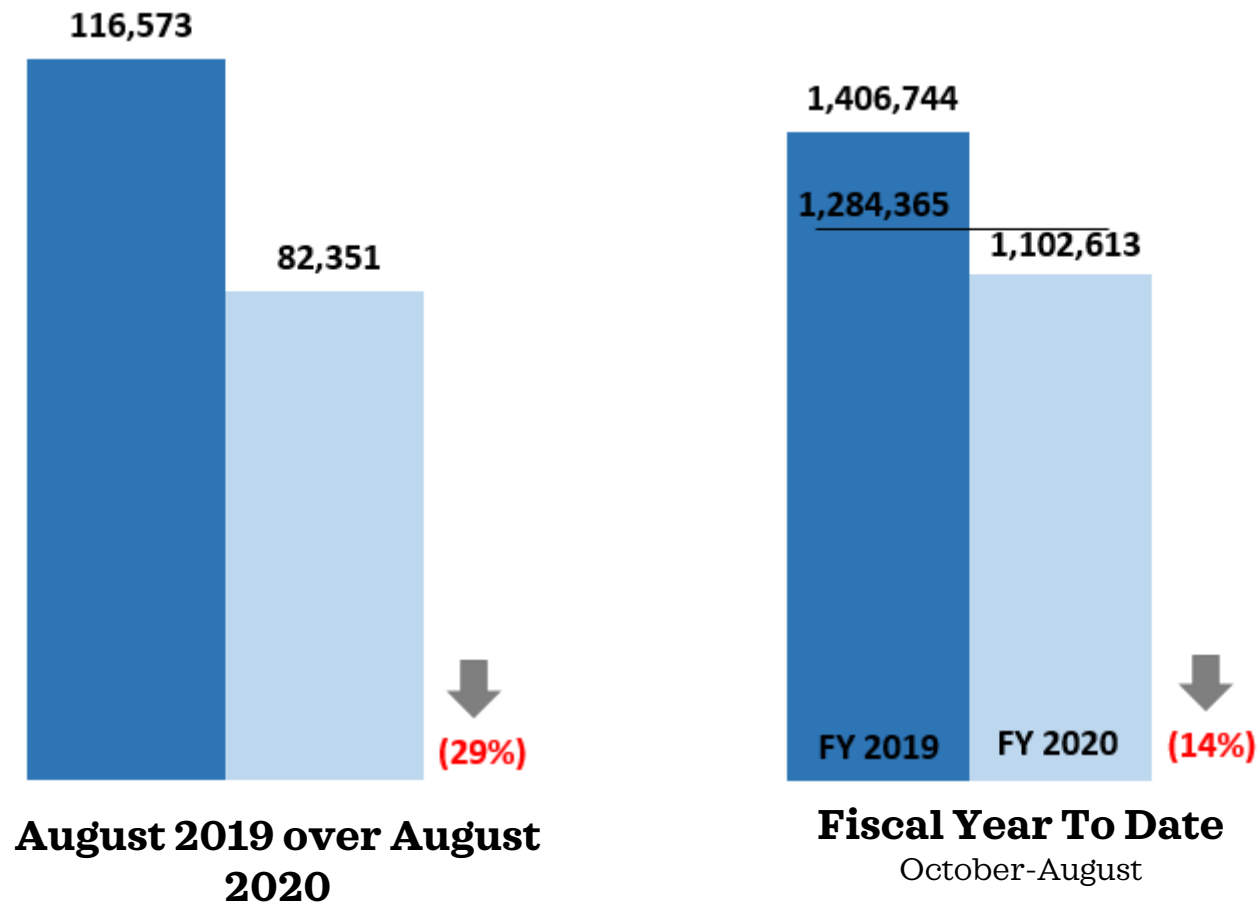
# Pace Report



# Pace Report - Pipeline



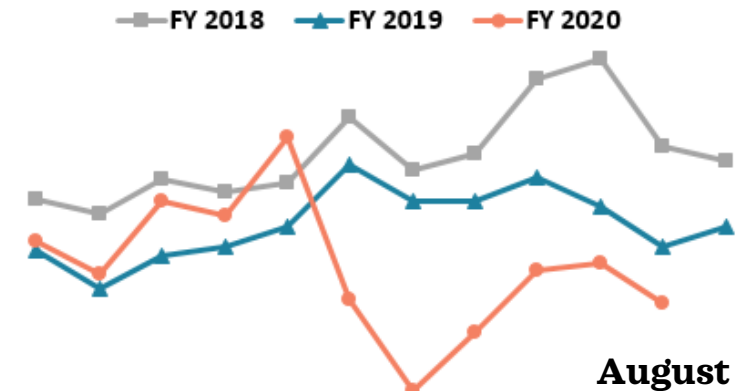
# Google Analytics - Users



Source: Google Analytics

## Traffic Analysis:

- In August, organic traffic was down 26% (-19,923 sessions) compared to last year. This was a smaller YoY decline than we saw last month so it seems like traffic is once again moving in the right direction.
- The Events page was the top organic landing page in August. People are looking for both things to do as well as status updates on the events that typically occur around this time.
- The Cruisin the Coast event detail added 23% more sessions than last year. Also adding sessions were the Travel Updates page (1,518 sessions) and the Beatnik listing (985 sessions).





# 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	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
Newsletter Signup	140	140	135	193	210	131	66	98	122	213		
Total Active Newsletter Recipients 19,459												
Request the Guide	226	192	204	563	478	209	225	582	719	624		
Digital Guide Views	267	291	340	472	573	251	43	120	191	162		

# Action Taken

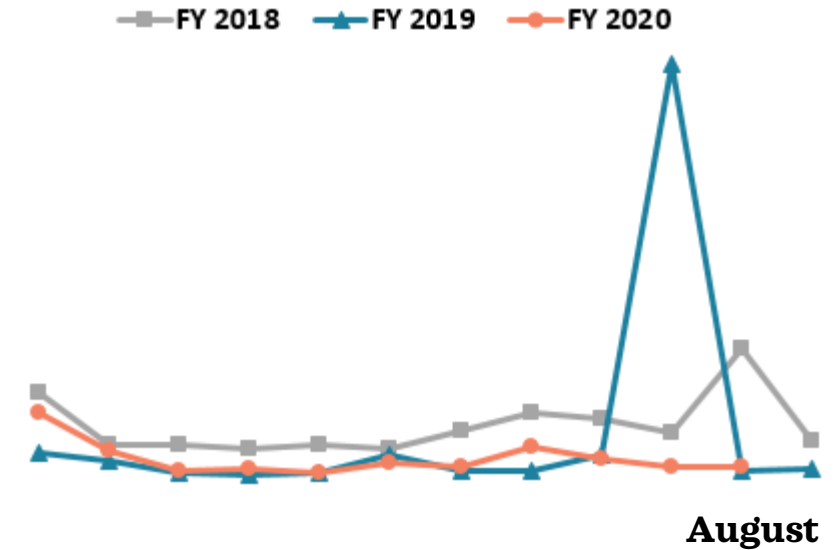
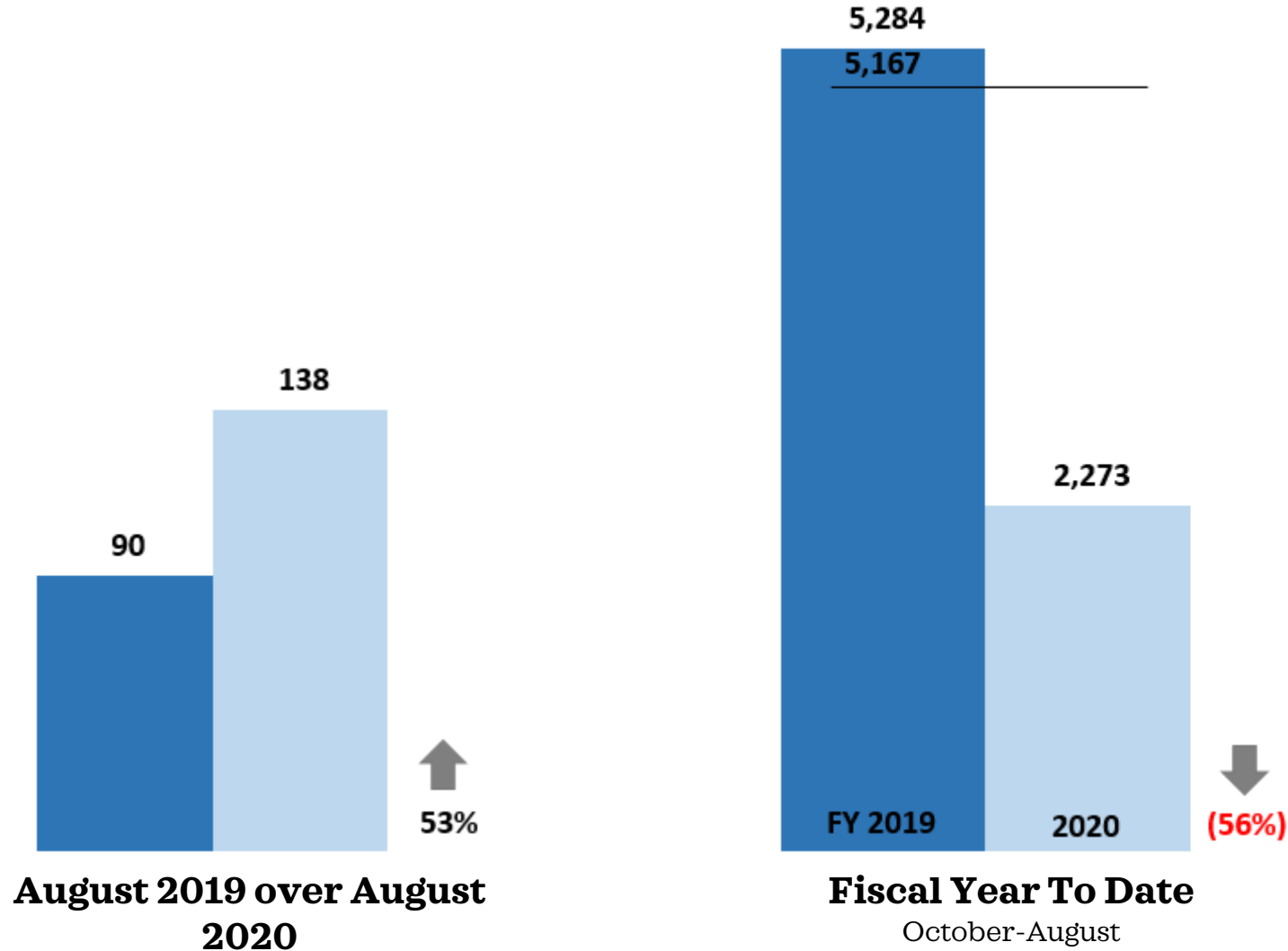
Total number of partner events and listings viewed by visitors on our site.

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	903	5,984	4,343		
Listing Detail	9,730	7,633	7,926	12,639	13,739	8,831	2,786	13,156	22,806	21,788		
Website referral	19,886	16,651	23,700	21,985	38,625	14,639	4,022	6,780	14,205	12,991		

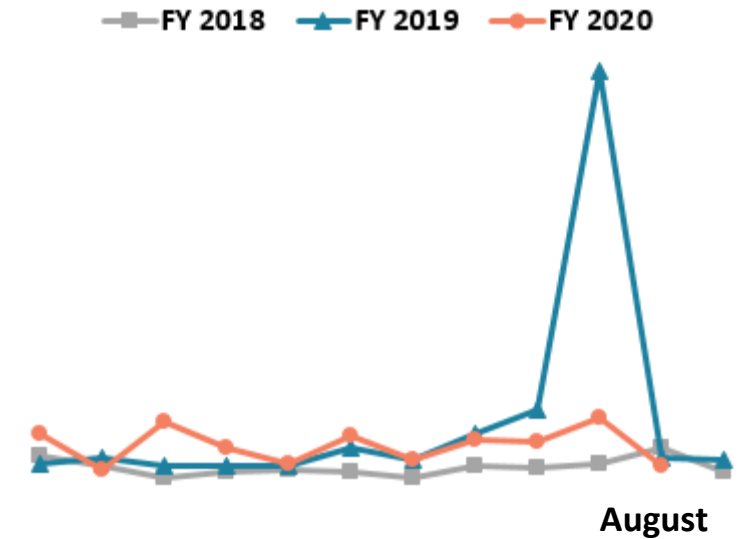
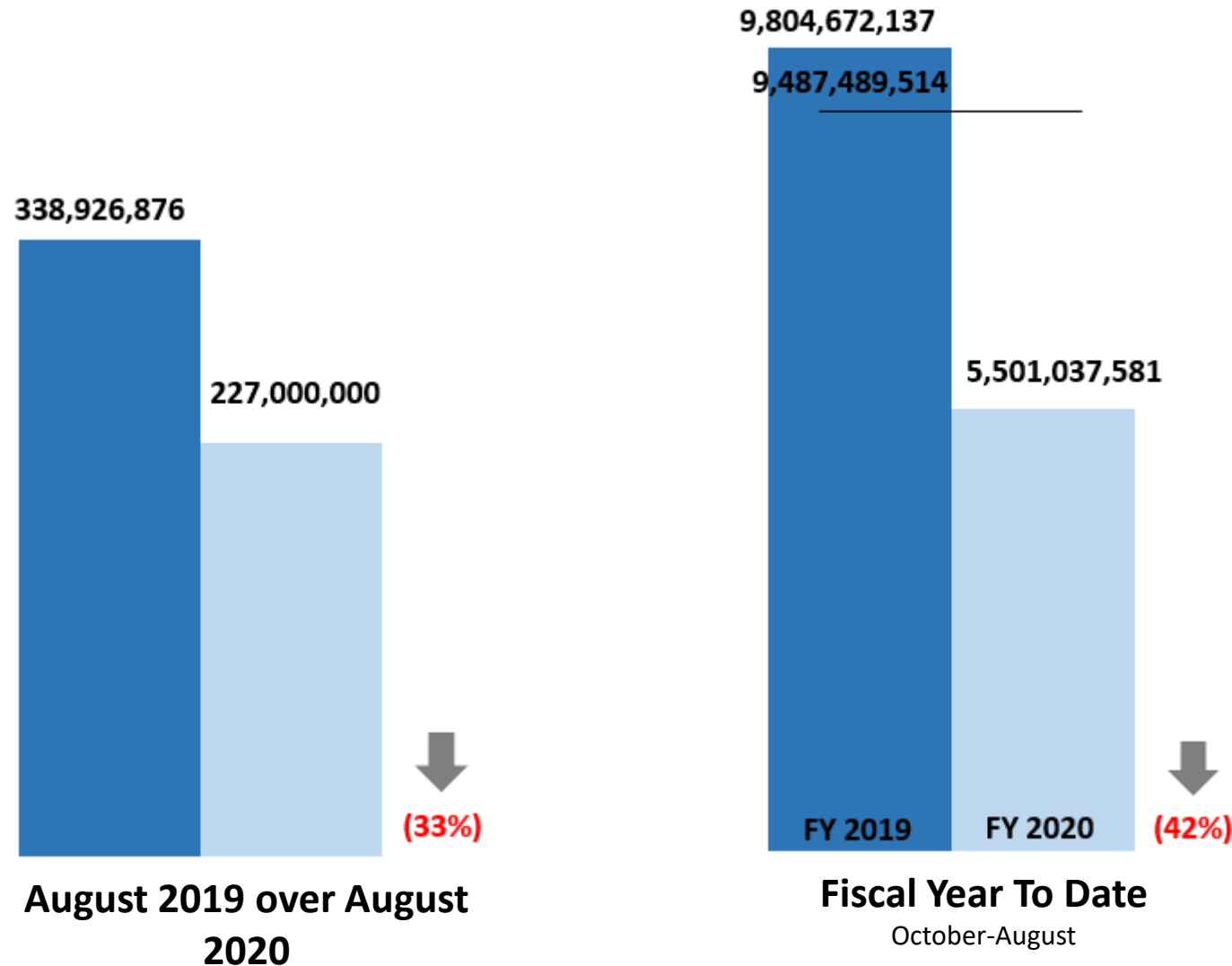
# Number of Articles

Decrease in articles year to date attributed to the heightened coverage (regional, national, top-tier outlets) in 2019 re: Harmful Algal Bloom/Freshwater Intrusion.



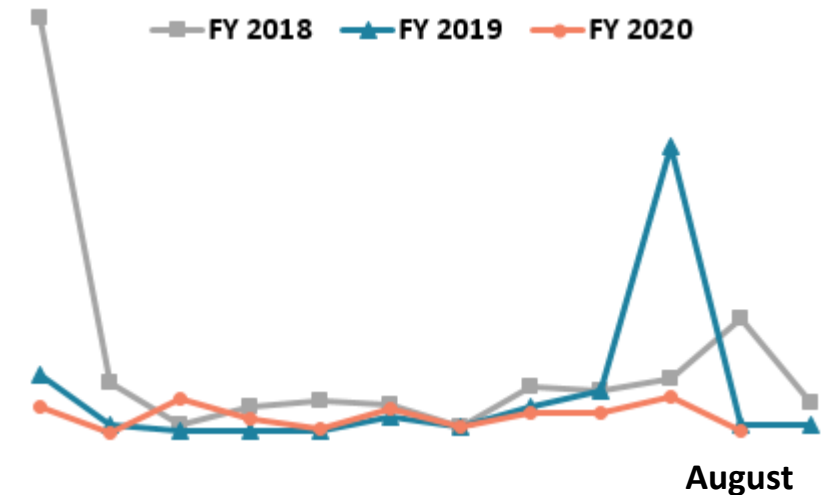
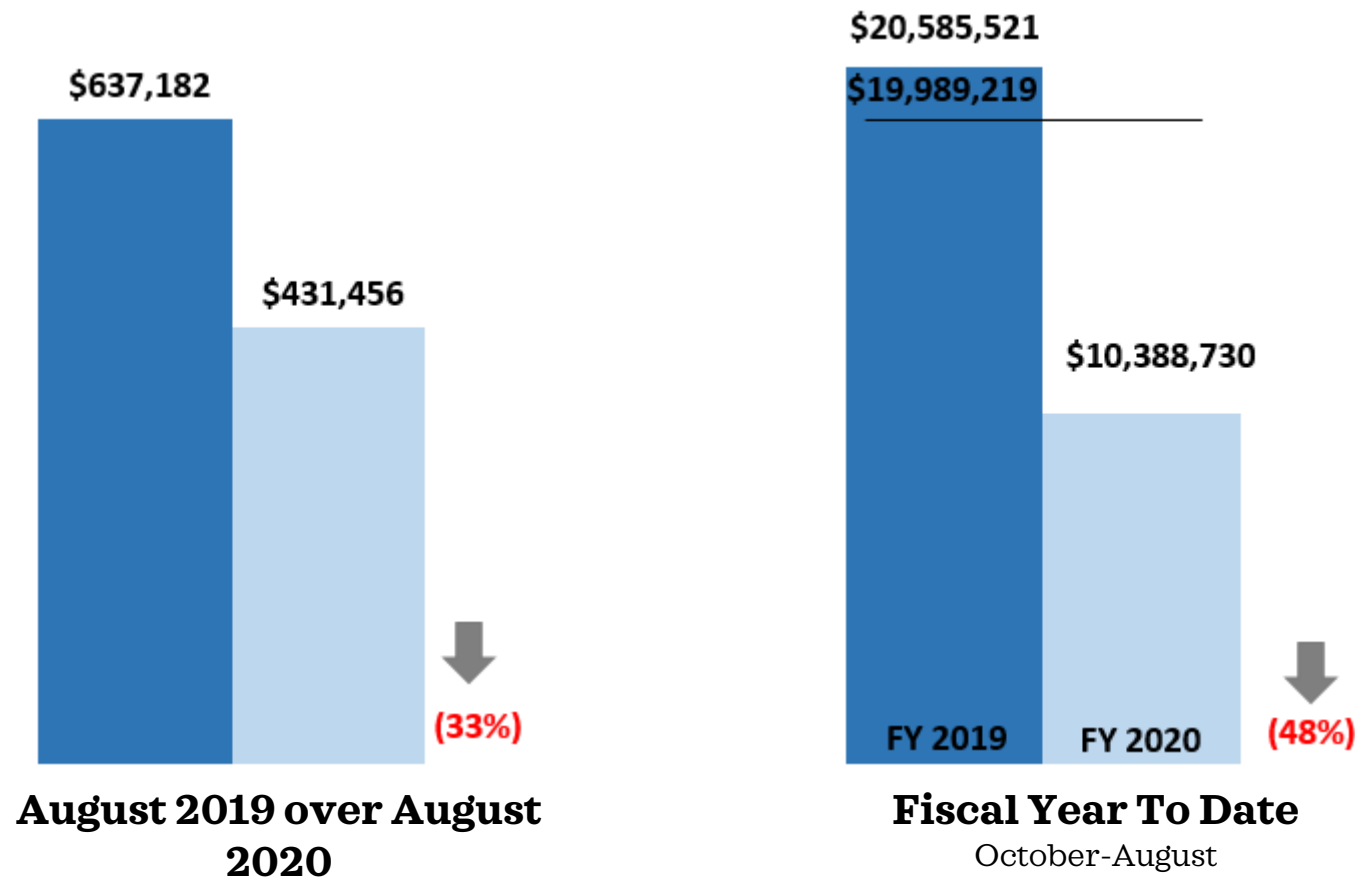
# Impressions

Decrease in impressions attributed to the heightened coverage (regional, national, top-tier outlets) in 2019 re: Harmful Algal Bloom/Freshwater Intrusion.



# Advertising Value Equivalency

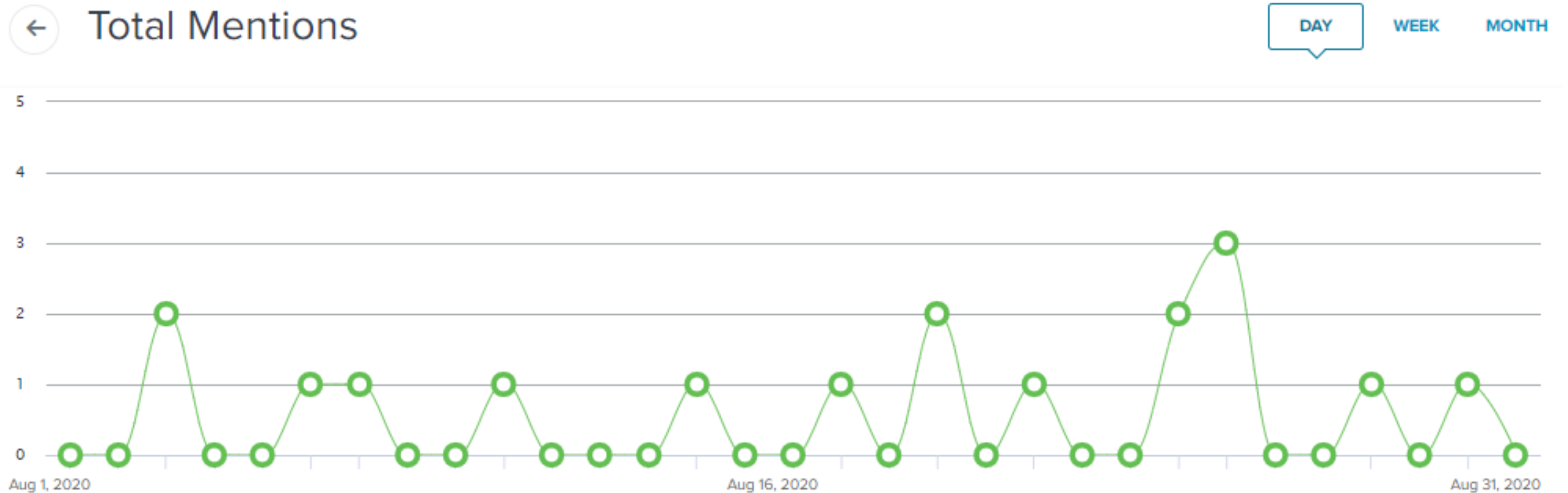
Declining AVE numbers related to changes in the monitoring platform. Industry standards are shifting away from AVE and towards methods that focus on measuring how coverage is relevant to the brand and its goals. This is an ongoing process and we are currently exploring multiple options for how we measure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



# Earned Media

## Content Drivers:

- COVID-19
- Storms/Hurricane Katrina Anniversary
- Mississippi Aquarium Opening
- Road Trips



## Tourism chief: Aquarium brings exciting new element

On behalf of the Coastal Mississippi staff and Board of Commissioners, I extend a heartfelt thanks to our industry partners and visitors for taking extraordinary precautions to keep our region safe during this unprecedented global pandemic.

In spite of the many challenges our area has faced throughout the last six months, the resilient nature of our destination and its people has truly shone. This is evidenced by the continuously low case numbers in our three coastal counties. Regional healthcare authorities have acted as true heroes to ensure the residents and visitors of Coastal Mississippi stay safe and healthy as we fight an invisible enemy. We appreciate the support provided by several of our healthcare authorities in developing our Coastal Mississippi Promise of health and safety.

As our partners, residents and visitors continue their commitment to keeping our community healthy by following recommended safety protocols, we are able to look forward to the exciting new developments coming to Coastal Mississippi. The upcoming opening of the Mississippi Aquarium on August 29 will invite our local community and visitors to explore a world-class hallmark attraction.

The impact of COVID-19 on Coastal Mississippi has been indelible, with the tourism economy suffering critically. Tourism is the lifeblood of our region, with the three coastal counties accounting for one-third of the state's employees, expenditures, and taxes. Please understand that Coastal Mississippi is here to support our partners in your efforts as we rise up to our challenges together. We thank every single member of our wonderful community for everything they do to make our beautiful Secret Coast so special, and we truly believe that our strong community will emerge from this with an unmatched power to heal and rebuild together.

*Milton Segarra is the CEO of Coastal Mississippi, the Coast's tourism bureau.*

## Local Media Coverage - Assisted



## Cracchiolo Spain appointed as president of Coastal Mississippi Board of Commissioners

Posted by: MBJ Newswires in Economic Development, NEWS, Newsmakers 08/03/2020

Coastal Mississippi has announced its board of commissioners for fiscal year 2021. Mary Cracchiolo Spain will serve as president, leading fellow Coastal Mississippi commissioners, who are charged with overseeing the promotion of the tri-county region as a tourism and convention destination worldwide. The mission of Coastal Mississippi centers on attracting ever-increasing numbers of leisure, convention, sports and business visitors to the area.

With more than 25 years of experience in the Mississippi tourism and hospitality industry, including 19 years with MGM Resorts International, Cracchiolo Spain brings extensive experience in marketing and communications to leading Coastal Mississippi tourism. She is the Regional Communications Director for MGM Mississippi's Beau Rivage and Gold Strike and served eight years on the board of the Public Relations Society of America (PRSA) Travel & Tourism Section, including board chair in 2014. Past president of the Public Relations Association of Mississippi and PRAM-Mississippi Beach Chapter, Cracchiolo Spain is a past recipient of the Southern Public Relations Federation's (SPRF) Professional Achievement Award, the organization's highest honor. Cracchiolo Spain is a longtime board member and past chair of the American Red Cross Southeast Mississippi Chapter and currently serves on the board of the Moon Tree Foundation.



MARY CRACCHIOLO  
SPAIN

"This is an unprecedented time in tourism, and I look forward to the challenge of leading the Coastal Mississippi Board of Commissioners and our tourism industry through this pivotal year," said Cracchiolo Spain. "In addition to driving visitation, generating revenue and sustaining operations, my goals include collaborating with industry leaders to address the evolving meetings and convention market and increasing engagement and community awareness of the significant role that travel and tourism plays in Coastal Mississippi."

## Resiliency of "Secret Coast": Op-ed from Coastal Mississippi CEO, Milton Segarra

*On behalf of the Coastal Mississippi staff and Board of Commissioners, I extend a heartfelt thanks to our industry partners and visitors for taking extraordinary precautions to keep our region safe during this unprecedented global pandemic.*

*In spite of the many challenges our area has faced throughout the last six months, the resilient nature of our destination and its people has truly shone. This is evidenced by the continuously low case numbers in our three coastal counties. Regional healthcare authorities have acted as true heroes to ensure the residents and visitors of Coastal Mississippi stay safe and healthy as we fight an invisible enemy. We appreciate the support provided by several of our healthcare authorities in developing our Coastal Mississippi Promise of health and safety.*

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### Related story

*The impact of COVID-19 on Coastal Mississippi has been indelible, with the tourism economy suffering critically. Tourism is the lifeblood of our region, with the three coastal counties accounting for one-third of the state's employees, expenditures, and taxes. Please understand that Coastal Mississippi is here to support our partners in your efforts as we rise up to our challenges together. We thank every single member of our wonderful community for everything they do to make our beautiful Secret Coast so special, and we truly believe that our strong community will emerge from this with an unmatched power to heal and rebuild together.*



# Coastal Mississippi Assisted Media Coverage



# This Underrated Coast Is a Parade of Hissing Gators and White-Sand Beaches



Americans sometimes forget we have a third coastline. Sure, we're aware the Gulf of Mexico has beaches, but we tend to lump those in with Florida, which then gets lumped in with the east coast, which means the whole rest of the coast from Alabama to Texas gets criminally overlooked. The Gulf Coast is a lot more than the "redneck Riviera" it's long since outgrown, a land of magical swamps, remote white-sand beaches, artists, musicians, and colorful characters. And it is the best coastal road trip few in America have taken.

Beginning at the end of Florida in Pensacola, then heading west to the north shore of Lake Pontchartrain near New Orleans, you'll skirt the turquoise waters of the gulf while dipping into lush marshlands and storybook small towns. You'll see a 50-foot lady in a lake, feed alligators, and discover a side of the south you never knew. Come along and see why the Gulf Coast truly is America's most under-appreciated coastal road trip.



## Complete Guide to Kayaking in Mississippi on the Gulf Coast

Adventurous Coastal Mississippians and Secret Coast visitors love kayaking in Mississippi on the Gulf Coast. As an honorary Coastal Mississippi local —thank you to several actual residents who have said so—I can meticulously mention three favorite Liquid Road Trip spots plus will include many more fun places to kayak in Coastal Mississippi.

With 62 miles of [Mississippi Gulf Coast beaches](#) and hundreds of miles of bayous and inland waterways, finding places to kayak in Mississippi Gulf Coast are not difficult. Here I will list dozens of #LiquidRoadTrip experiences for residents and visitors to Coastal Mississippi and the Mississippi Gulf Coast.

### Kayak to Mississippi Coast Islands

The Mississippi Gulf Coast is protected by a series of barrier islands, part of the [Gulf Islands National Seashore](#). Those islands absorb the Gulf of Mexico waves, those ensuring that the Mississippi Gulf Coast beaches continue to have that luscious soft sand.

Deer Island is a quick paddle across Biloxi Sound. I did an easy guided paddle with the owner of [Wild Flier](#). We launched from a spot near [Mississippi Blues](#) and the owner had a 30-minute tour. On Deer Island, there were other visitors and we explored a few paths,

### Kayaking in Pascagoula Mississippi

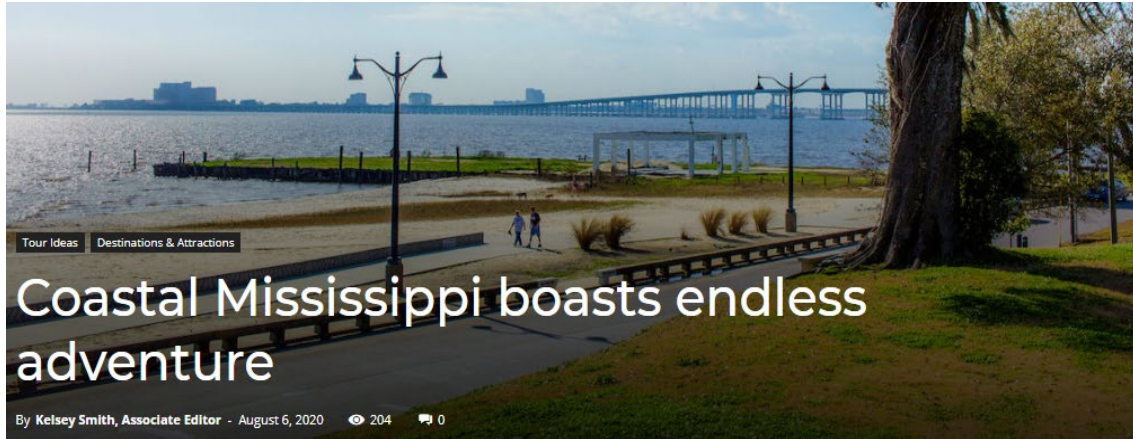
In addition to the Pascagoula River Blueway (see above) other places to kayak in Pascagoula include Escatawpa River Coastal Marsh Preserve (Moss Point) with several lakes and [connecting to the Pascagoula River](#). Round Island, Pascagoula Bay and Pascagoula River Marsh Coastal Preserve, and several Pascagoula River arm [National Estuarine Research](#)

### Kayaking in Bay St Louis Mississippi

You should be able to launch your kayak along the gorgeous Bay St Louis beaches. There is an official boat launch 1/4 mile south of the railroad crossing, a yacht club on the other side of highway 90, and a protected harbor downtown. The fishing pier next to the harbor, the railroad bridge, and the [Bay St Louis bridge](#) are nearby landmarks to paddle around. Rent a kayak or SUP from [Bodega Adventure](#) in downtown BSL.

St Louis Bay is popular especially for kayak fishing. The water is not too deep. On the east side of St Louis Bay (Pass Christian) are Bayou Portage Coastal Preserve and Wolf River Marsh Coastal Preserve. On the west side of the bay, past Hollywood Casino, access Bayou La Croix Coastal Preserve.

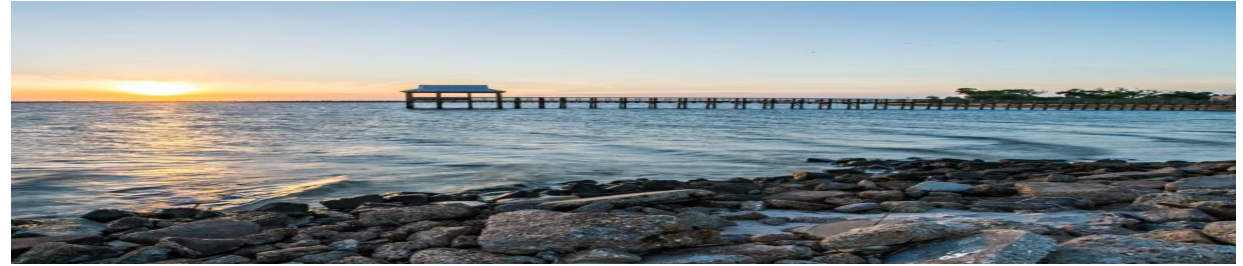




In coastal Mississippi, the tranquil waters entice groups, but it's the authenticity and Southern charm that has them coming back for more. Tucked between the cities of Mobile, Alabama; and New Orleans, Louisiana; there's 62 miles of Mississippi's coastline for groups to explore.

Mississippi's Gulf Coast region includes 12 communities: Bay St. Louis, Biloxi, D'Iberville, Diamondhead, Gautier, Gulfport, Long Beach, Moss Point, Ocean Springs, Pascagoula, Pass Christian and Waveland.

## Exploring Mississippi's Gulf Coast: 10 Fantastic Experiences



Located just an hour east of New Orleans is a sandy stretch known for its quirky charm, white sand beaches, and rich history. Mississippi's Gulf Coast is 60 miles long, sandwiched between the state's borders with Louisiana and Alabama. Long known as a place to escape the bayou's oppressive summer heat, the coast is still in the midst of a renaissance of sorts, after Katrina and the BP oil spill. That said, this vibrant slice of coast offers something for everyone, from outdoor enthusiasts to culture seekers to foodies.



## 10 Distinctive Places to Stay in Coastal Mississippi

7 minute read



## 10 PLACES TO STAY IN *Coastal Mississippi*



## 18 Favorite Mississippi Gulf Coast Restaurants



## 18 FAVORITE *Mississippi Gulf Coast* RESTAURANTS



# Social Media Metrics



Monthly  
Increase

60  
Flat

53  
Flat

9  
>1%

513  
5%

505  
Flat

72  
1%

1,212  
Flat

August  
2019

149,846  
Facebook  
(Total Likes)

15,816  
Twitter  
(Total Followers)

1,063  
Pinterest  
(Total Followers)

13,585  
Instagram  
(Total Followers)

1,645,539  
YouTube  
(Lifetime Followers)

5,201  
LinkedIn  
Total Followers

1,831,050  
Total




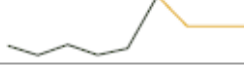

# Social Media Overview

August 2020 spent a total of \$3,850 in paid media (+10%) and had its largest growth within the Video Views objective.

The "Eat, Play, Stay" 15-second cuts utilized a significant amount of media spend this month on Facebook and Instagram, which led to this rise. Organic efforts also provided a piece of the growth, most notably the sunset livestream on Facebook. T


Total Impressions and Total Engagements only saw minor drops, however, the consistent organic posting and the interest of reopening information and destination updates are keeping everyone engaged with the channels.

The Mississippi Aquarium's opening day was very buzzworthy across all platforms, which is a strong sign of excitement that the Coastal Mississippi audience is ready to go whenever new things open up.

Overall	Current value	Monthly V.	Trend
Total Followers	184,335 Followers	+0.34%	
Total Impressions	2,126,100 Impressions	-3.94%	
Total Engagements	44,934 Engagements	-6%	
Total Video Views	317,877 Video Views	+495.76%	
Total Link Clicks	4,746 Link Clicks	-29.19%	

SOCIAL MEDIA





Coastal Mississippi is at Front Beach Ocean Springs.

Posted by HeyOrca

Aug 31 · 🌐

Fly like an eagle... 🦅 🇺🇸

@cparrish24



👍❤️😮 943

65 Comments 587 Shares

👍 Like


💬 Comment

➦ Share

UGC of sunset over Ocean Springs

61,643 impressions

5,283 interactions



Coastal Mississippi

@SeeCoastalMS

Our version of the Monday blues. 😊

🇺🇸

@cparrish24



7:30 PM · 8/31/20 · HeyOrca

||| View Tweet activity

25 Retweets 12 Quote Tweets 141 Likes

💬

↺


❤️

📤

UGC of sunset over Ocean Springs


8,481 impressions

1,319 interactions



coastalms

Coastal Waters Outfitters



View Insights

Promote

❤️💬📌

Liked by erinmrosetti and 6,570 others

coastalms Go fish. 🎣.


@captkylejohnson

View all 28 comments

UGC of fishing charter

7,597 impressions

6,653 interactions




Coastal Mississippi

5,201 followers

1mo · Edited · 🌐

Coastal Mississippi is thrilled to announce our board of commissioners for FY 2021, led by [Mary Cracchiolo Spain, APR](#) serving as president! ...see more



Mary Cracchiolo Spain Appointed as President of Coastal Mississippi Board of Commissioners

gulfcoast.org

👍👎❤️ 232

52 Comments

👍 Like

💬 Comment

Organic Impressions

7,933 >

Announcement of Coastal Mississippi Board of commissioners for FY 2021

7,937 impressions

285 interactions

# SOCIAL MEDIA

coastal MISSISSIPPI

The Secret Coast