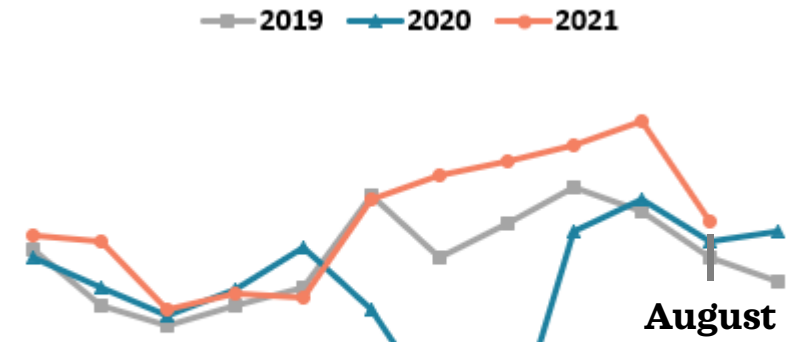
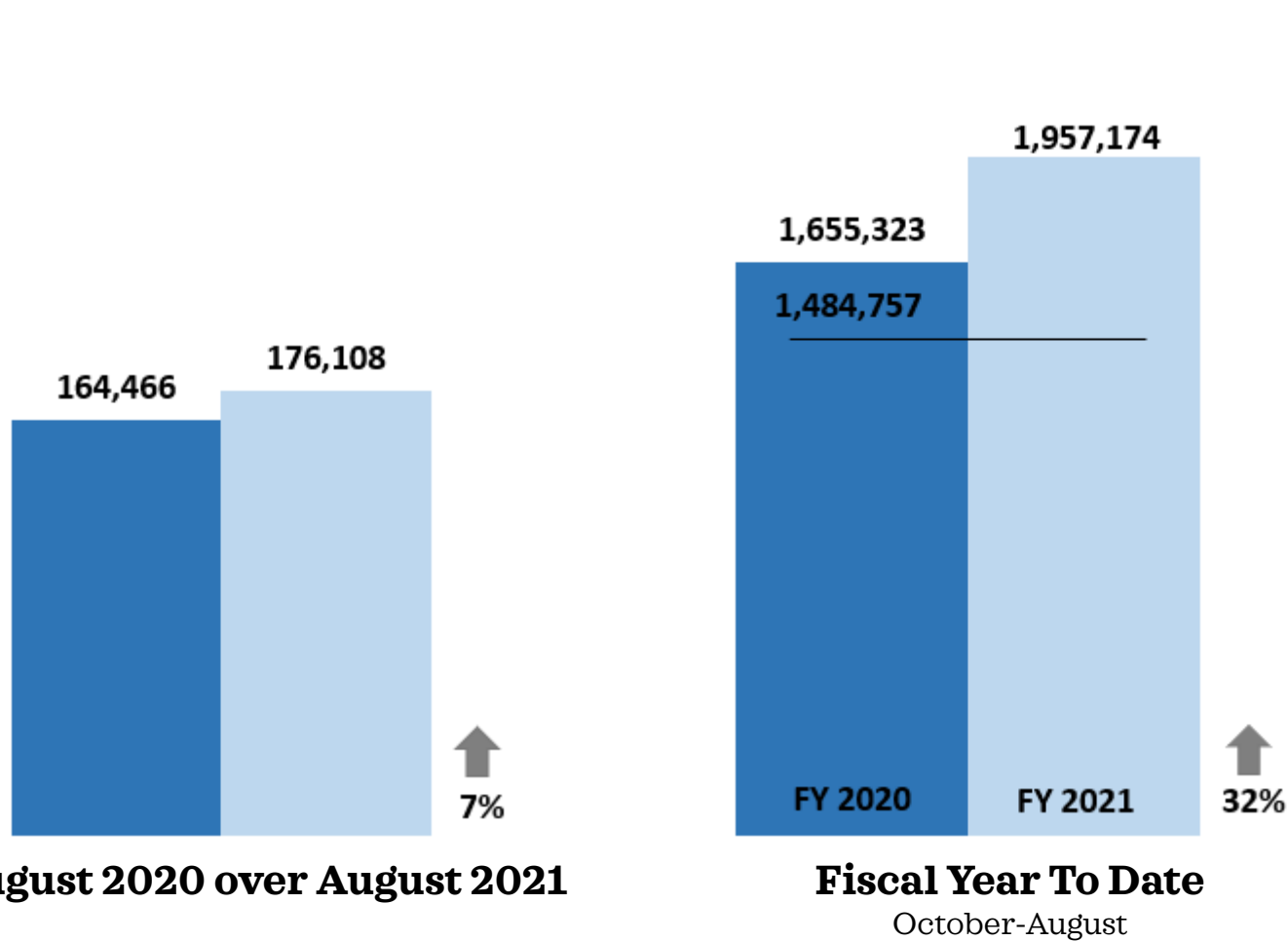


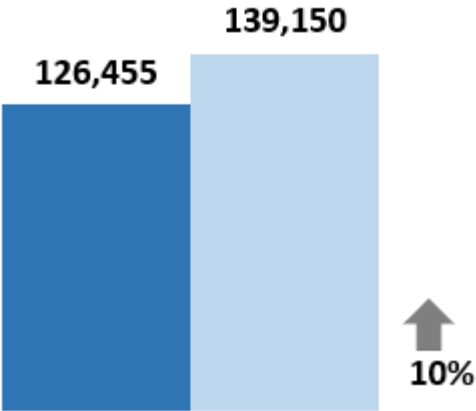
coastal MISSISSIPPI *The Secret Coast*

- Key Performance indicators
- August 2021

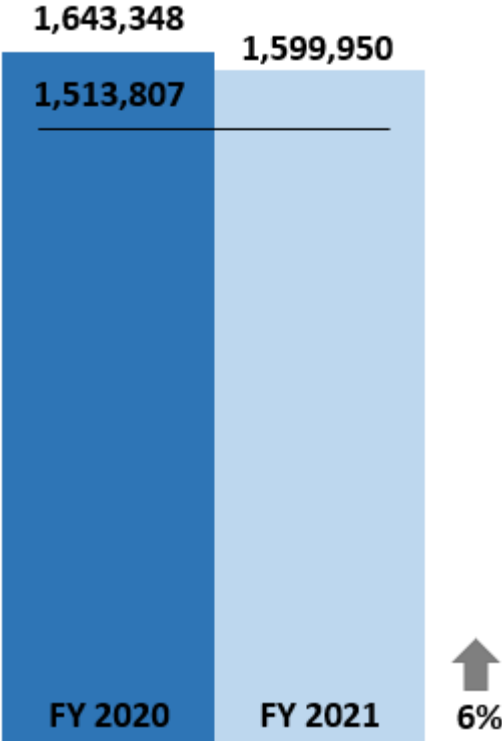
Non-Casino Rooms Sold



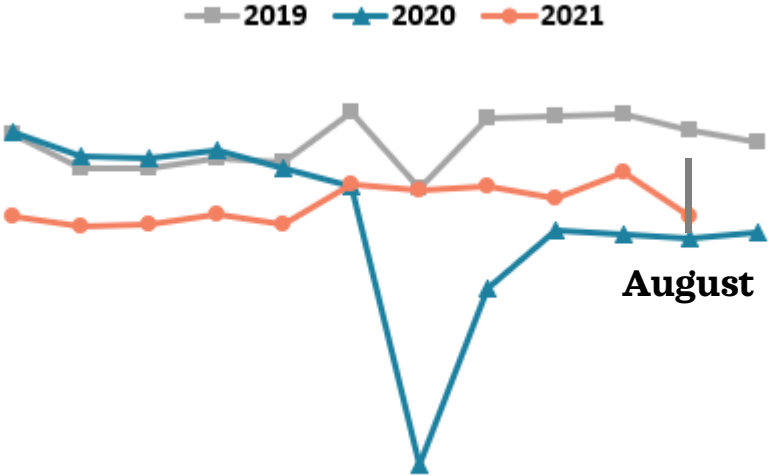
Casino Rooms Occupied



August 2020 over August 2021

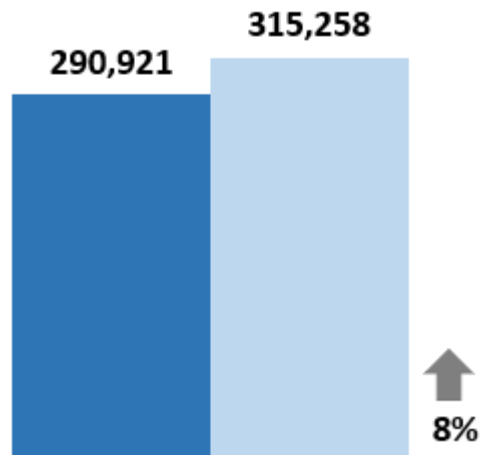


Fiscal Year To Date
October-August

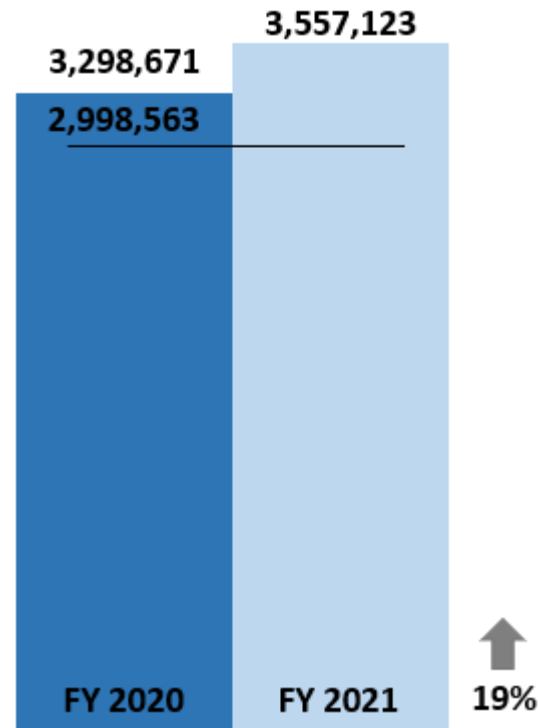


Source: STR

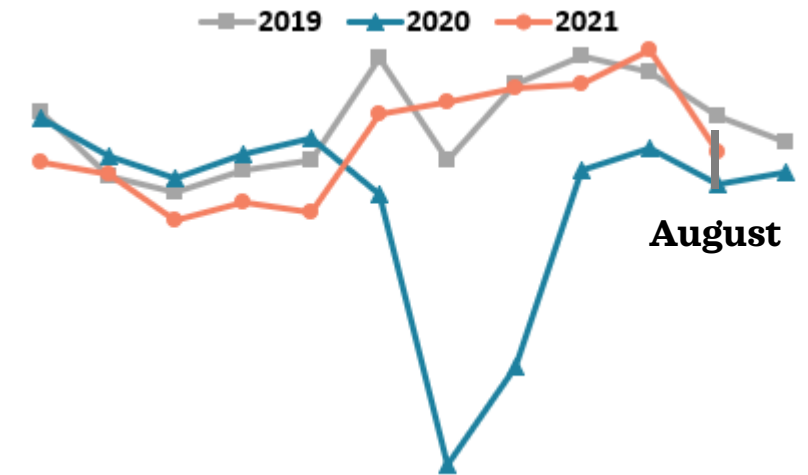
All Rooms Sold/Occupied



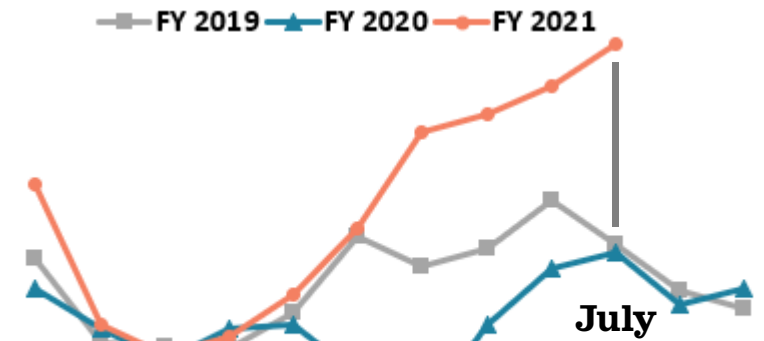
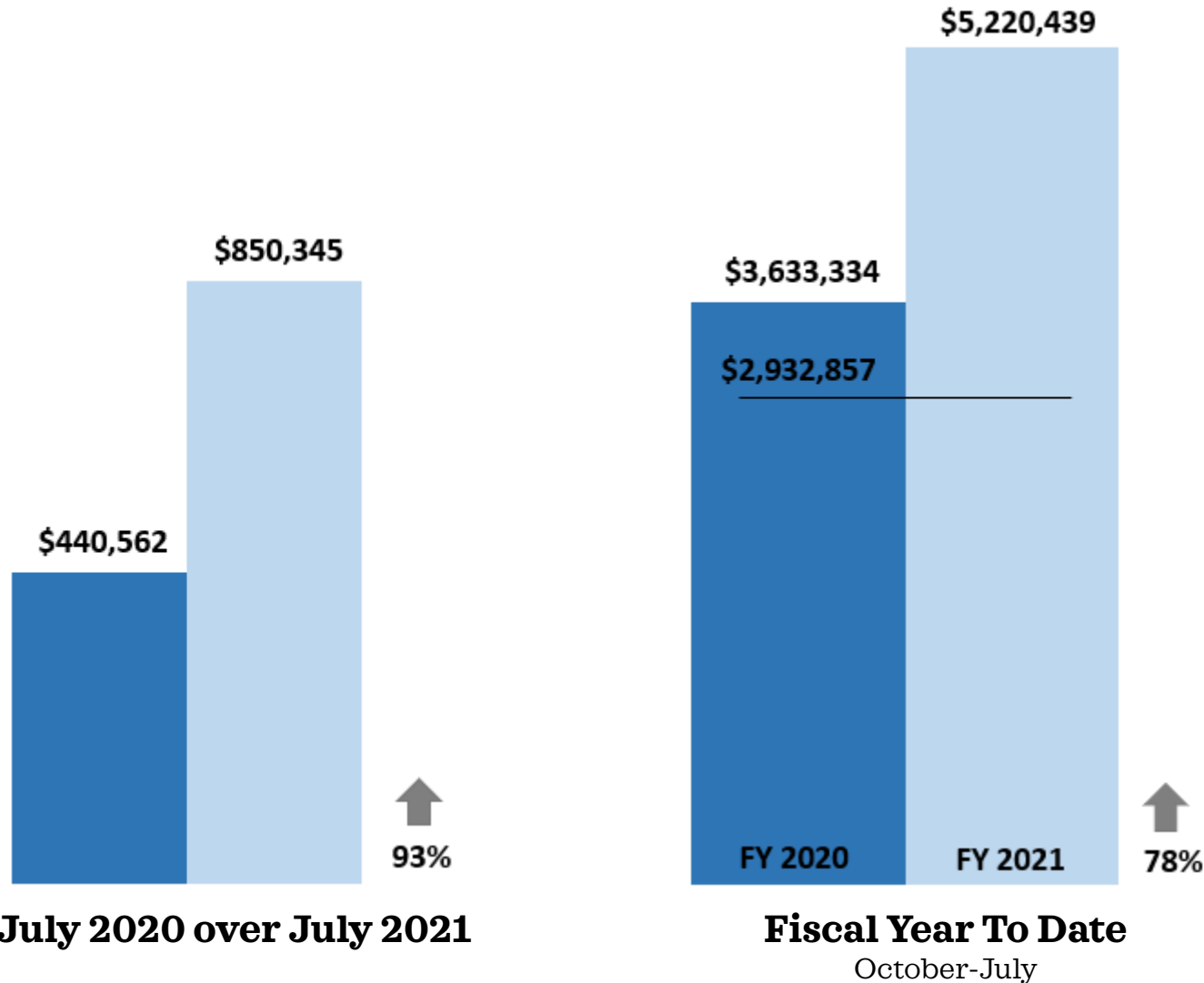
August 2020 over August 2021



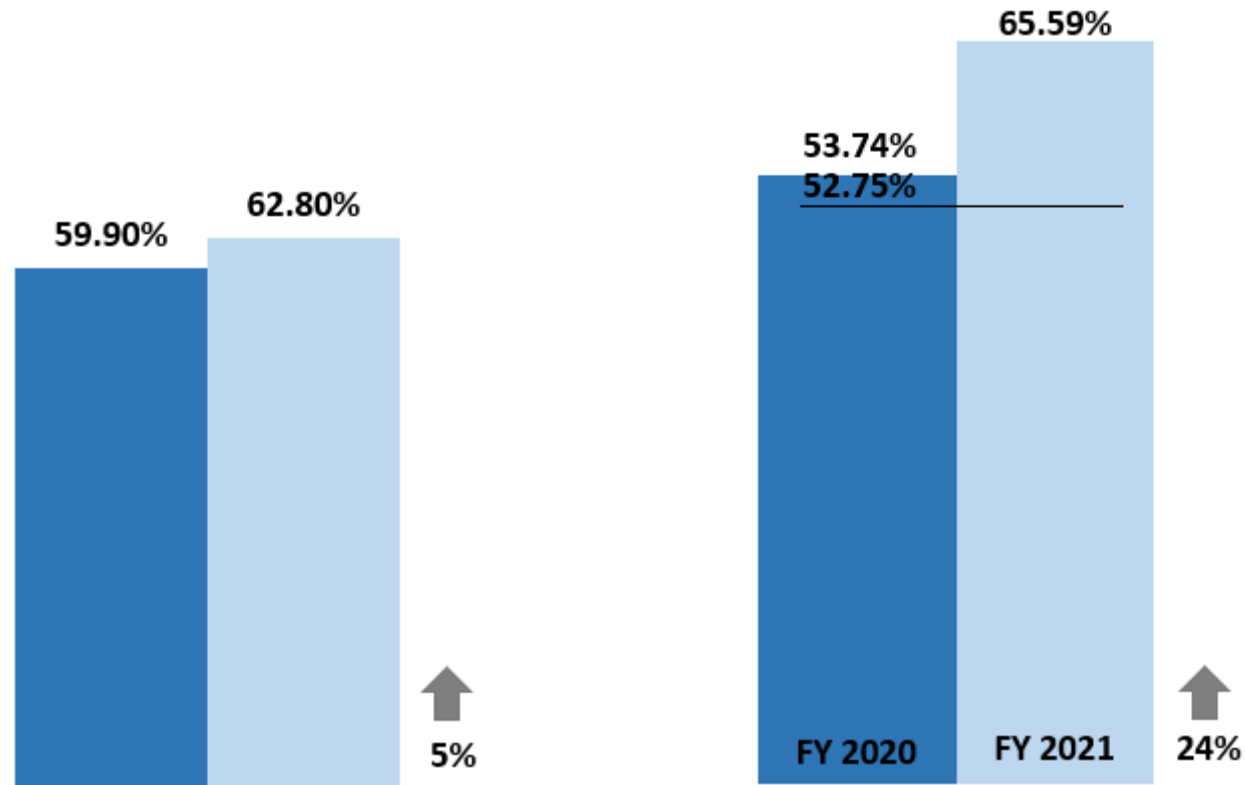
Fiscal Year To Date
October - August



Occupancy Tax Receipts

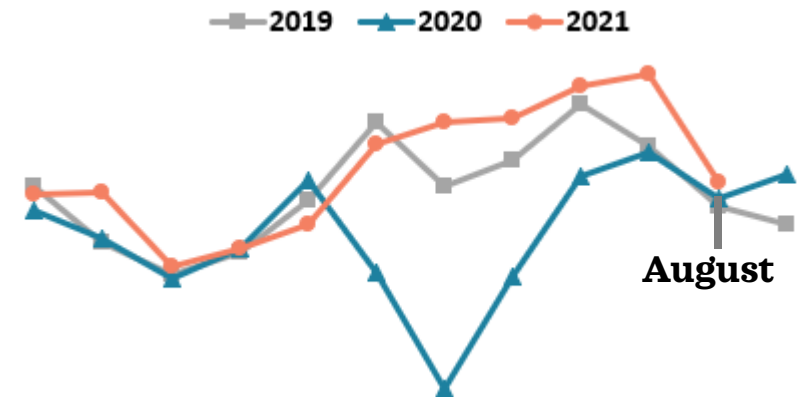


Non-Casino Occupancy

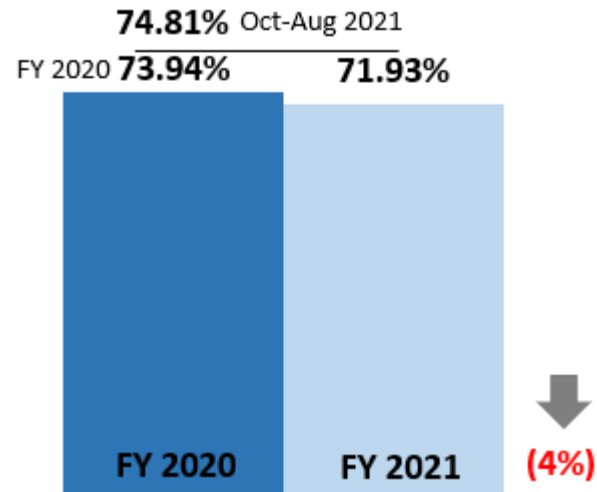
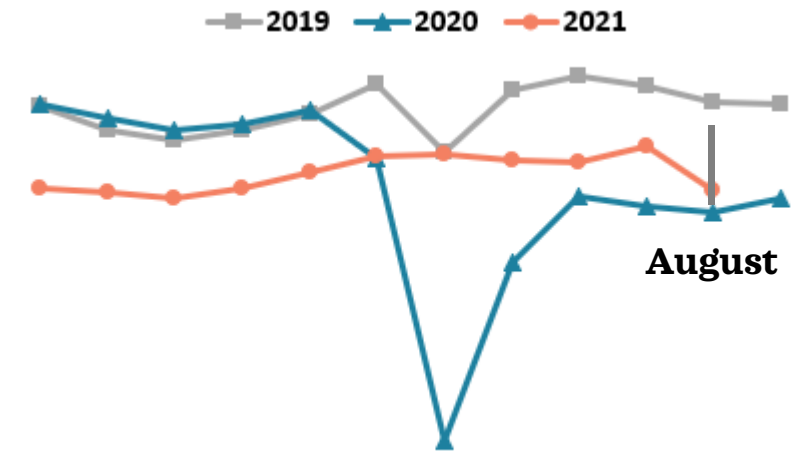


August 2020 over August 2021

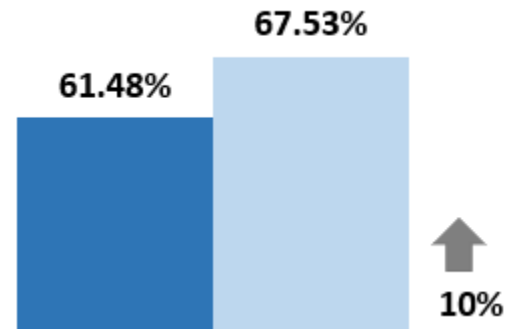
Fiscal Year To Date
October - August



Casino Occupancy

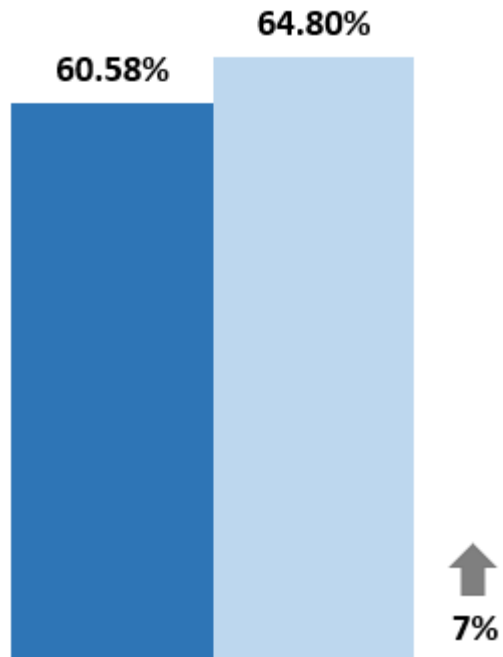


August 2020 over August 2021

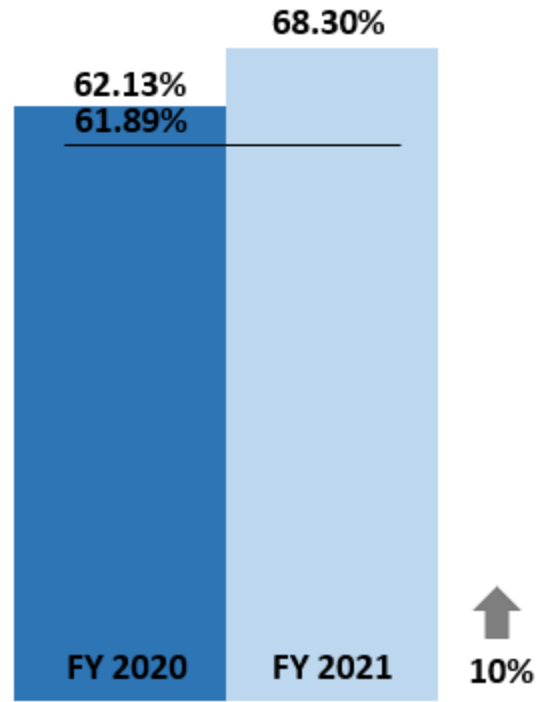


Fiscal Year To Date
October - August

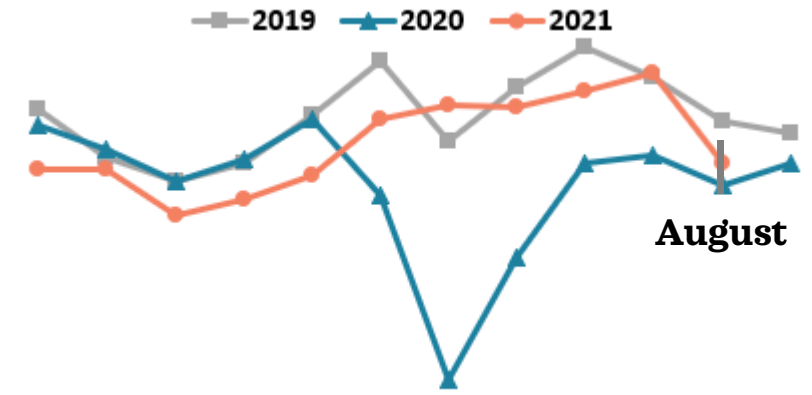
All Occupancy



August 2020 over August 2021

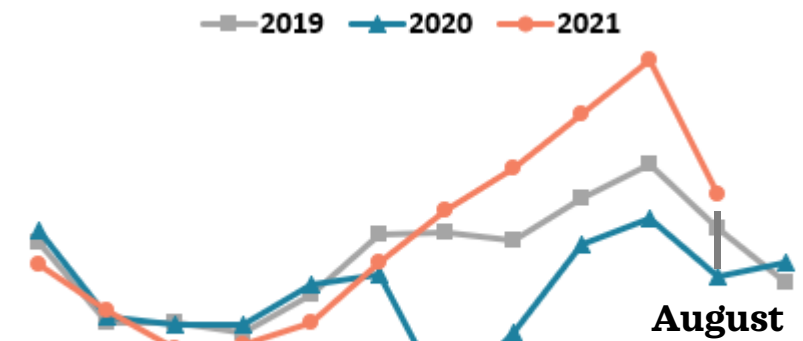
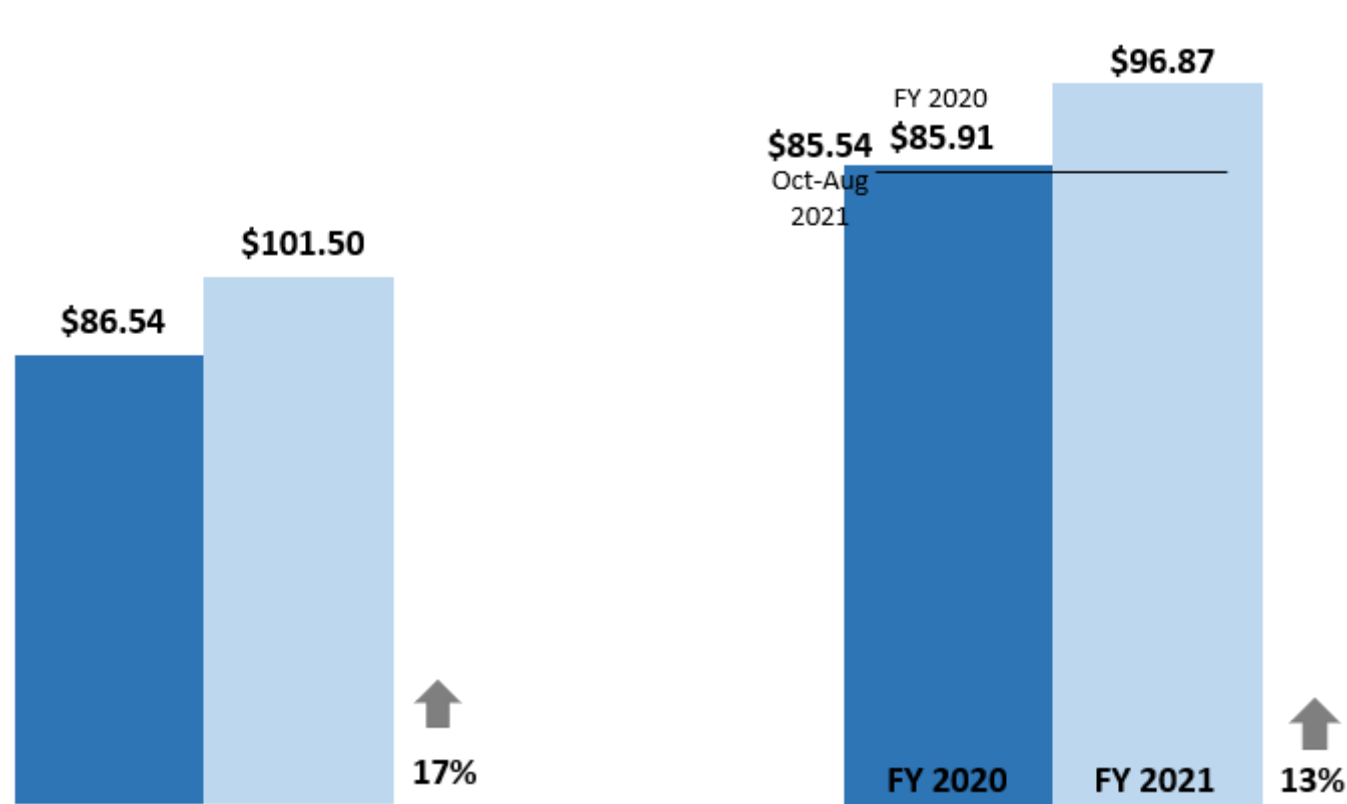


Fiscal Year To Date
October - August



August

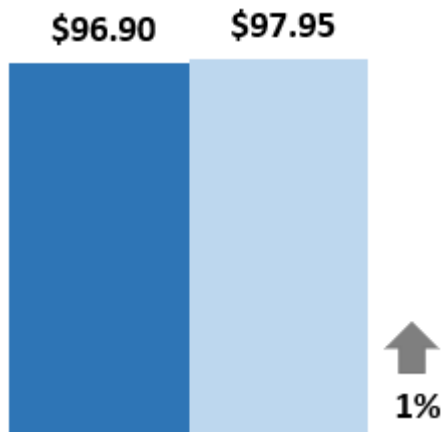
Non-Casino ADR



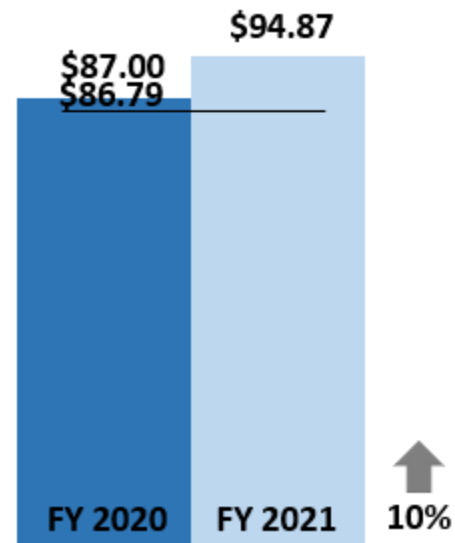
August 2020 over August 2021

Fiscal Year To Date
October - August

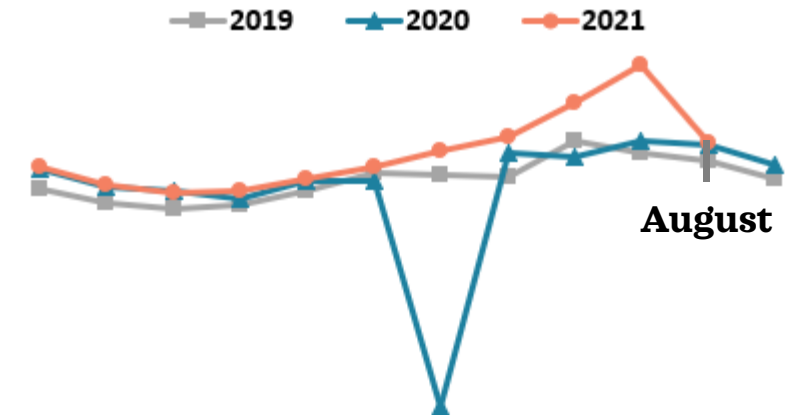
Casino ADR



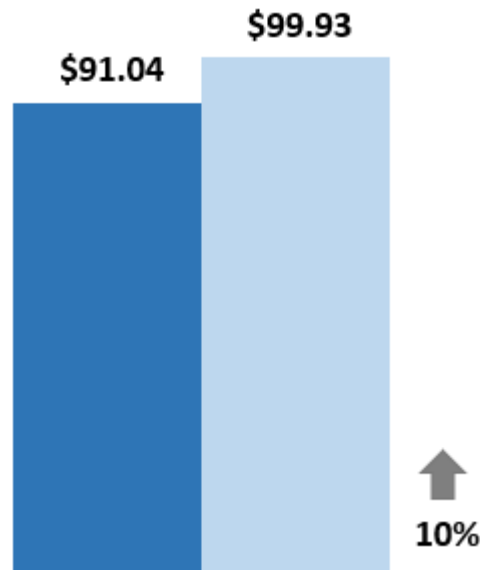
August 2020 over August 2021



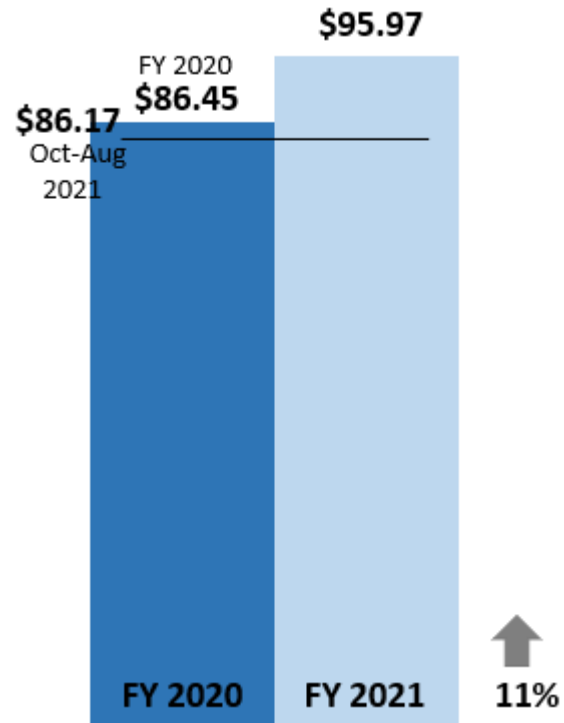
Fiscal Year To Date
October - August



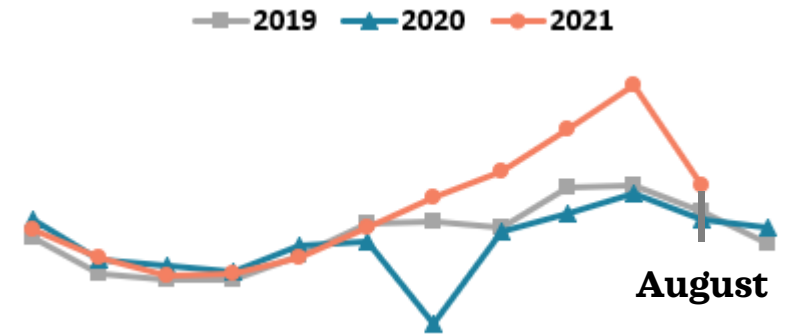
All ADR



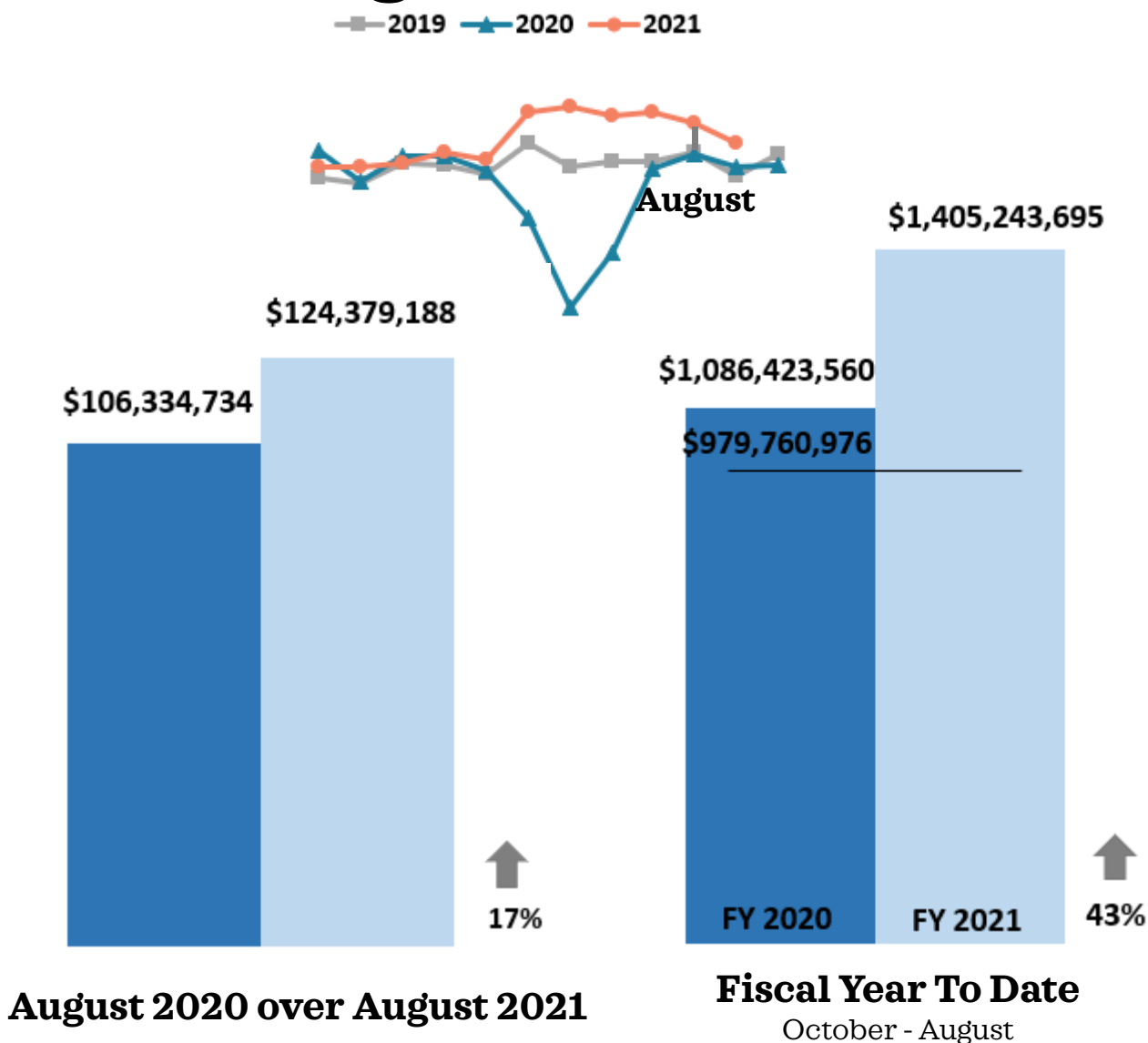
August 2020 over August 2021



Fiscal Year To Date
October - August

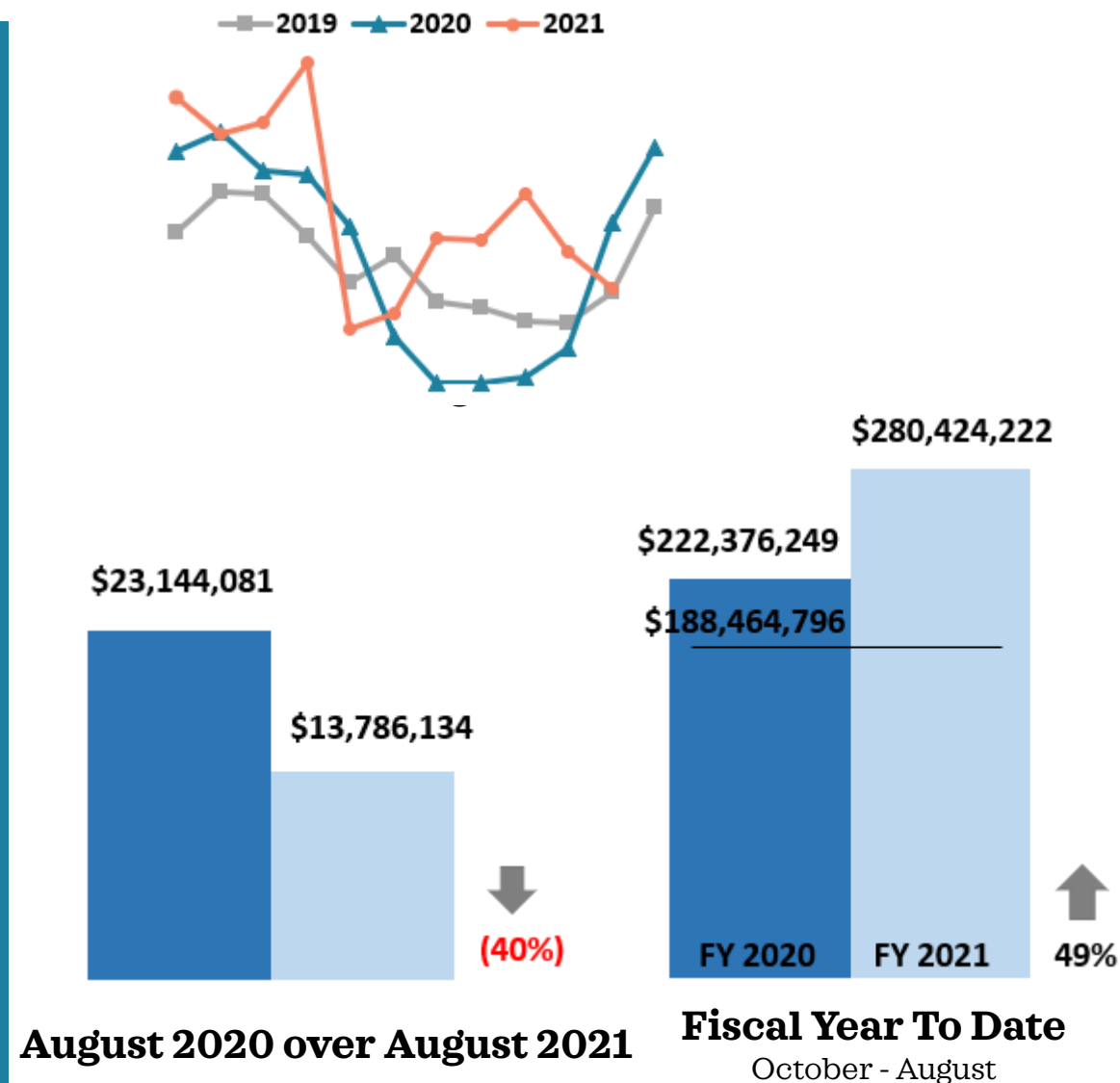


Gaming Revenue



Source: MS Gaming Commission

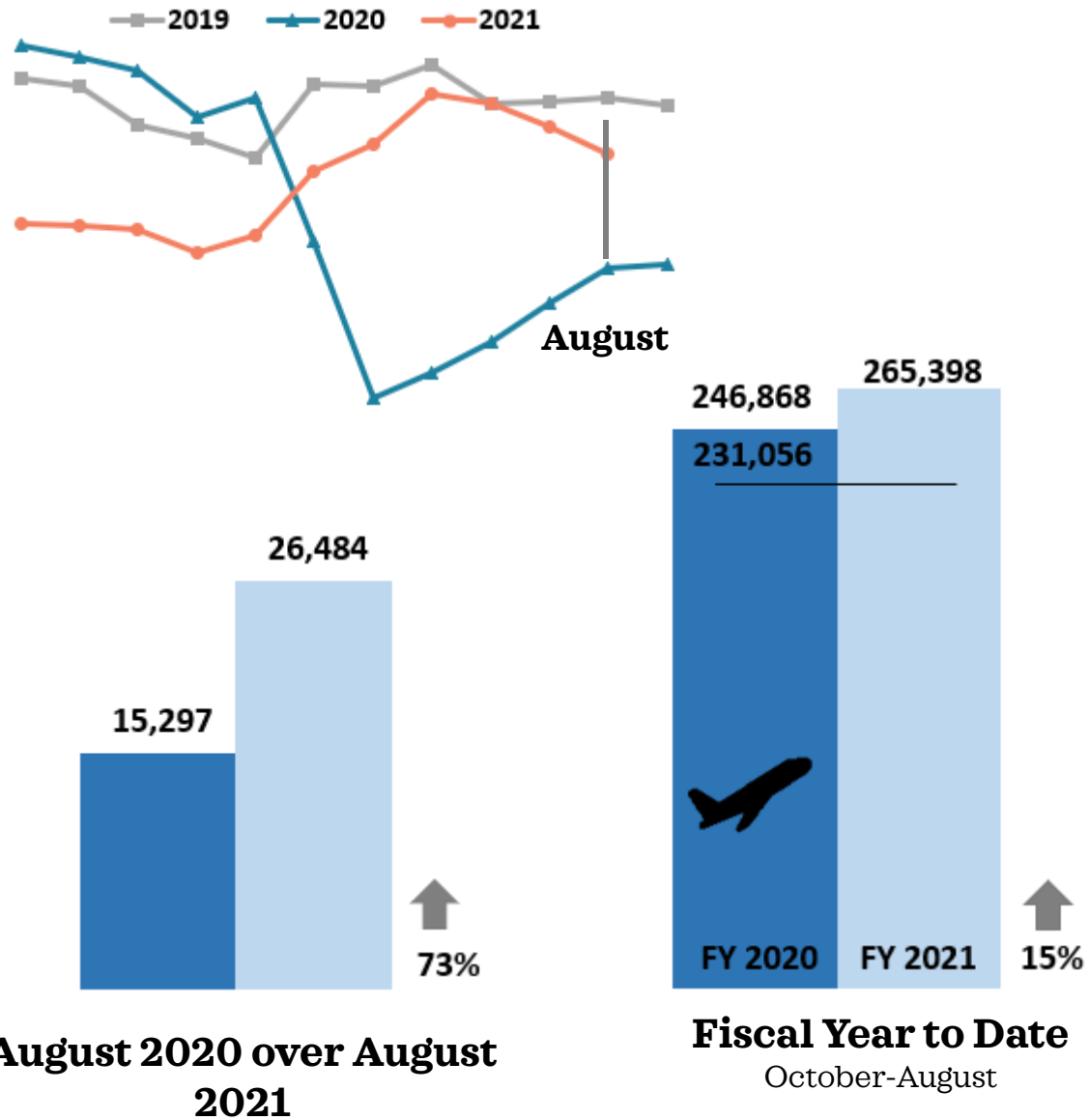
Sports Betting Wagers



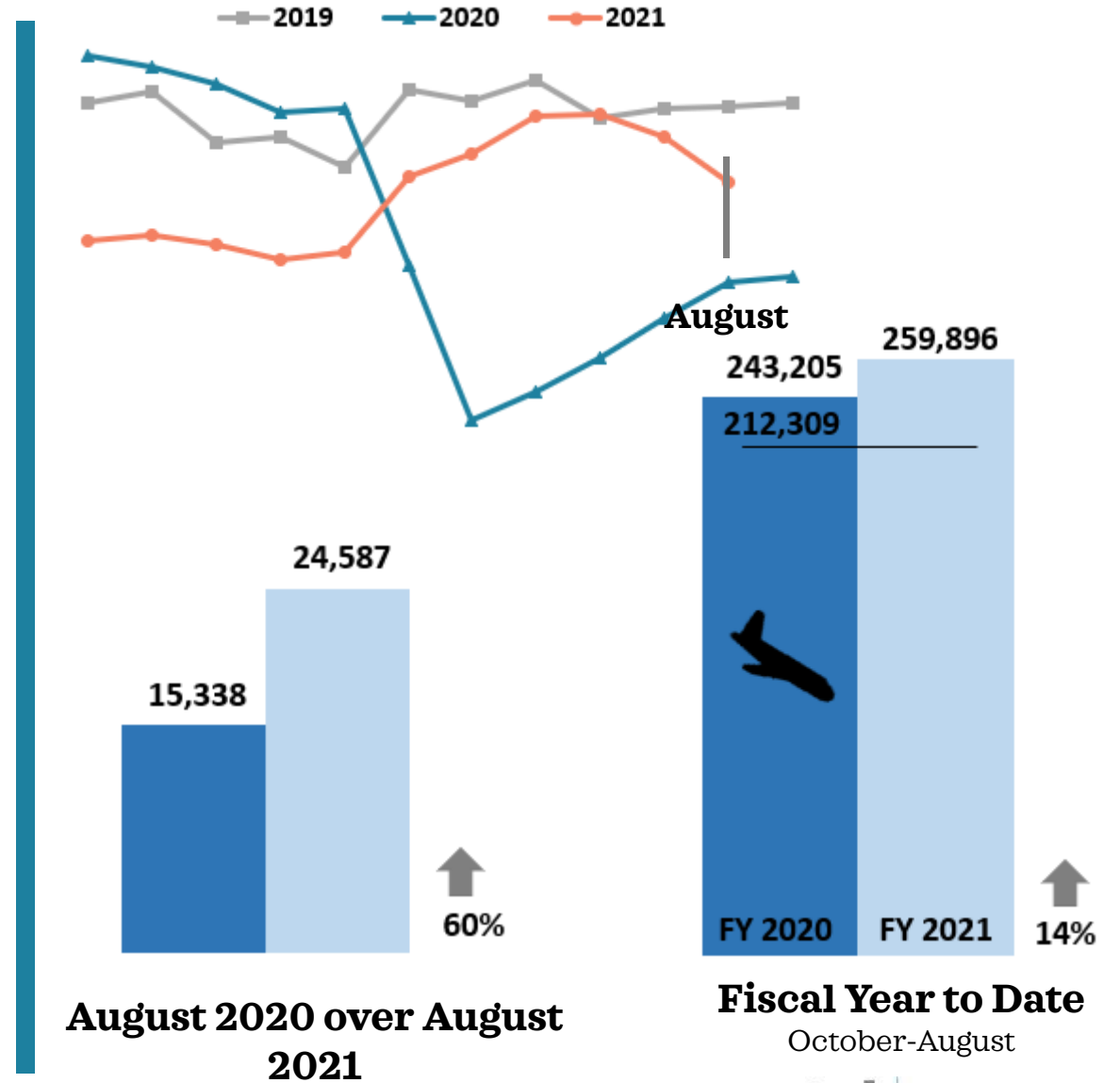
* Sports Betting began August 2018

Airport

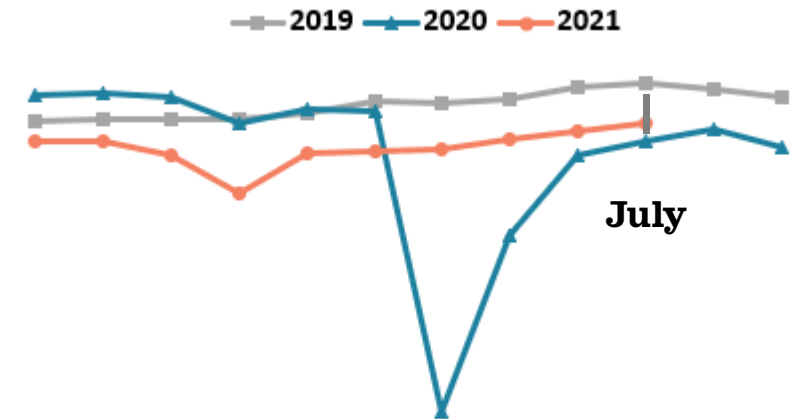
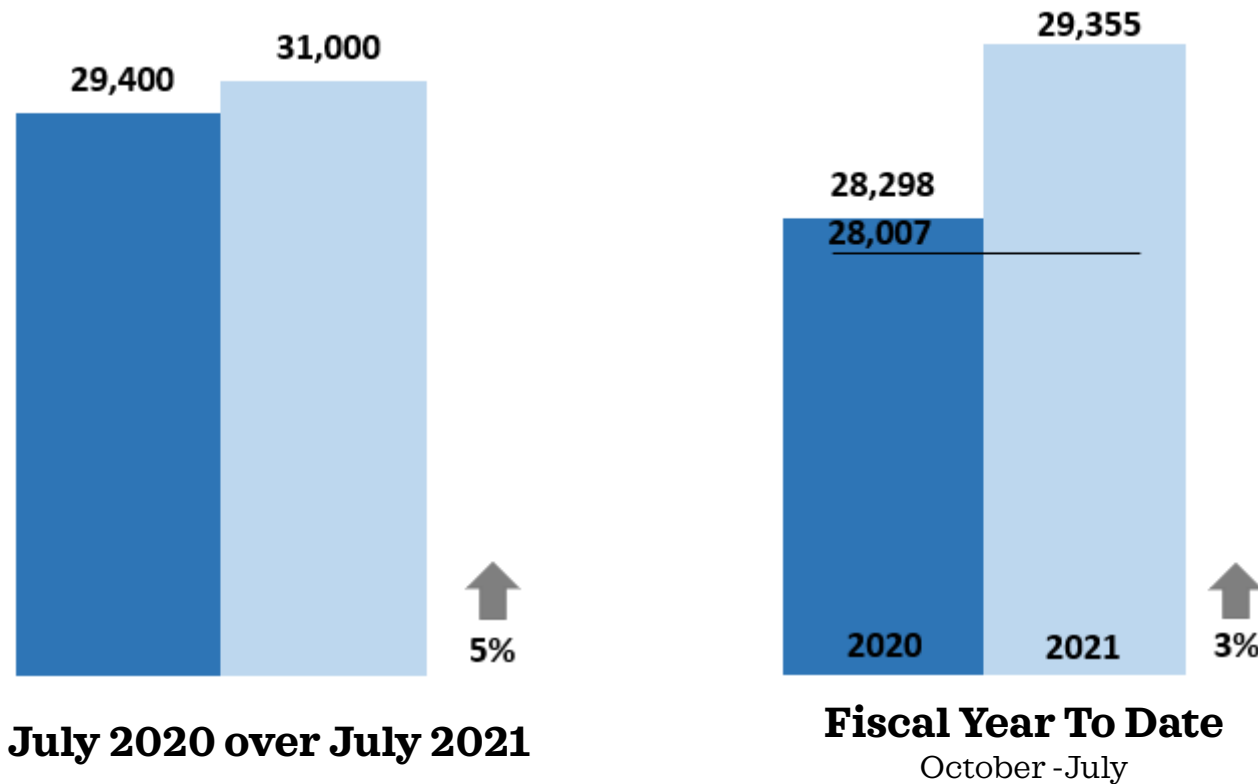
Enplanements



Deplanements



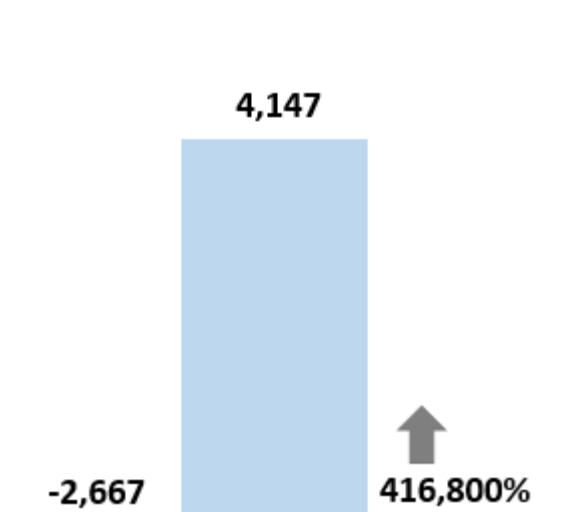
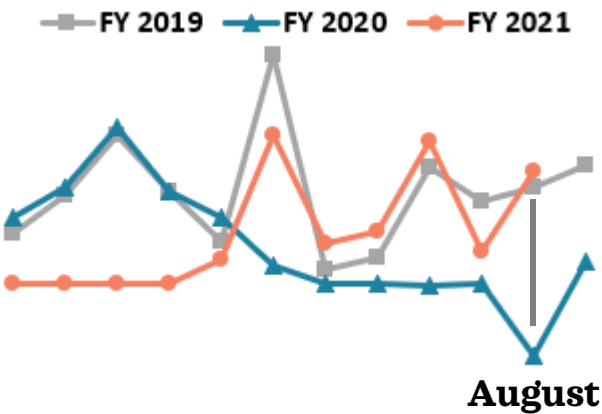
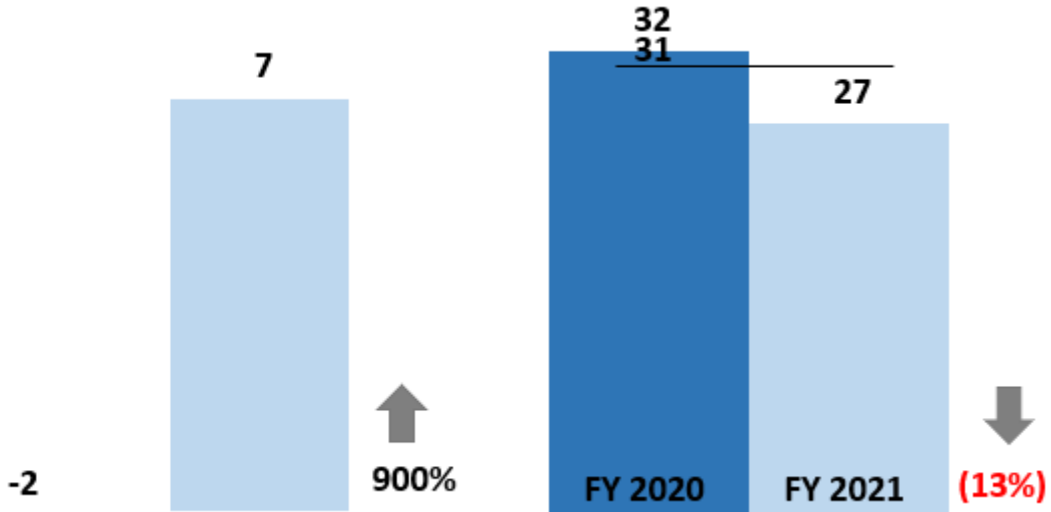
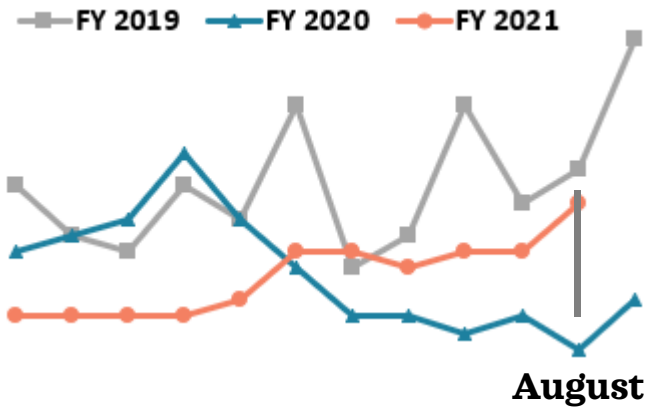
Leisure & Hospitality Jobs



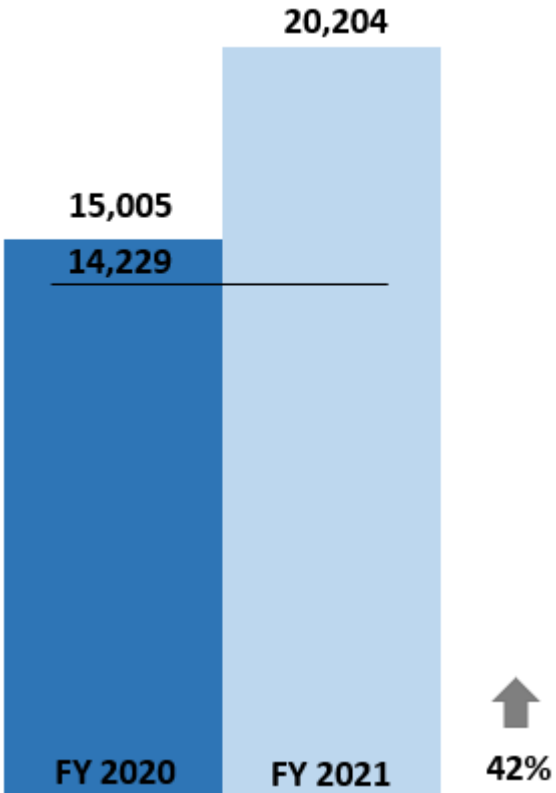
Yearly numbers reflect an average of all months in the FY.

Definite Bookings – Meeting/Sports

Bookings

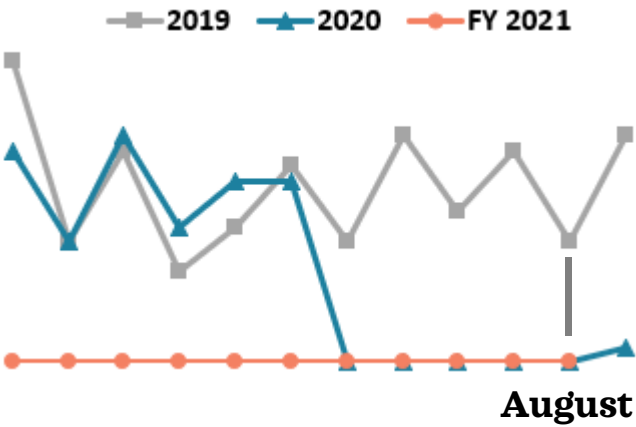


Room nights



Definite Bookings – Leisure

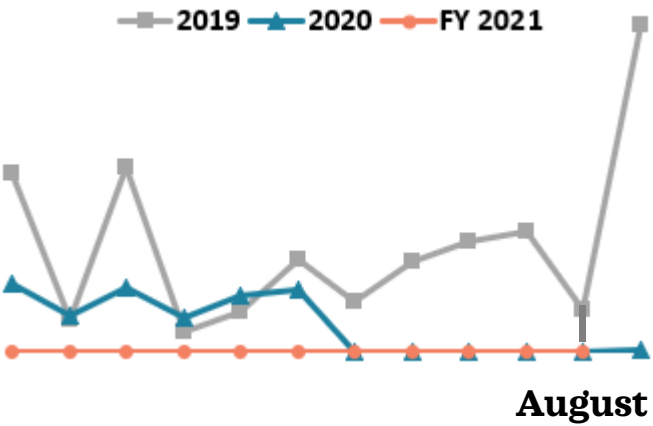
Bookings



August 2020 - August 2021

Fiscal Year To Date
October - August

Room nights

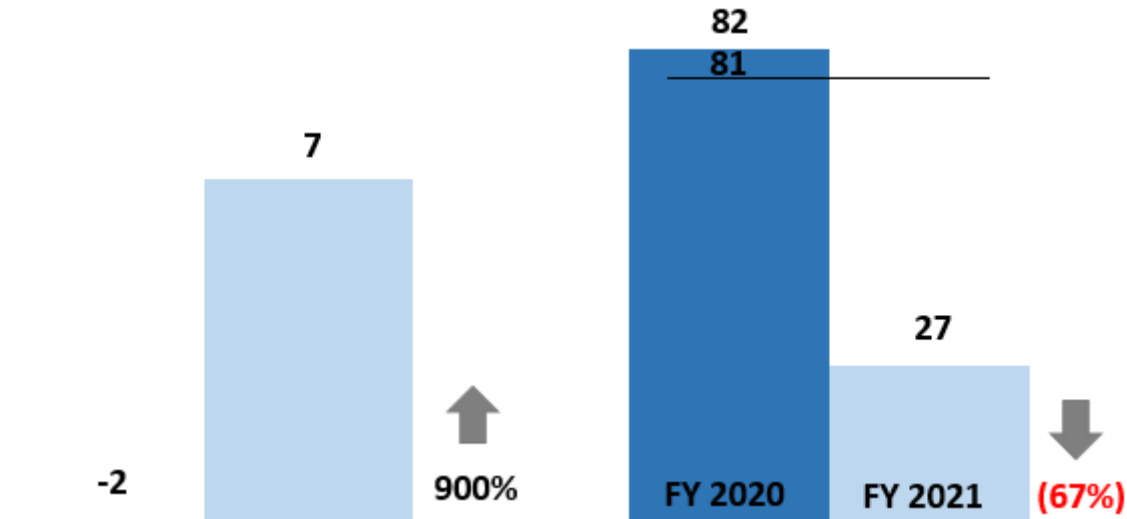
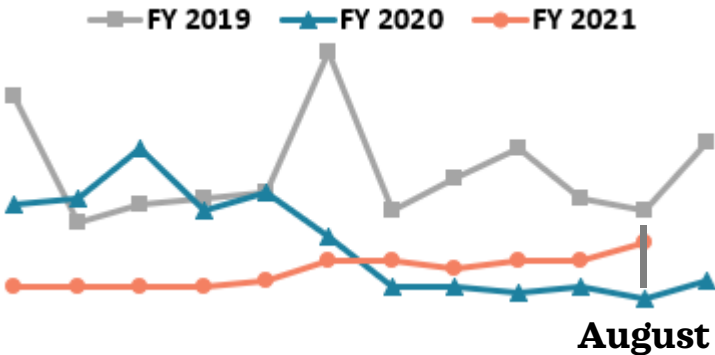


August 2020 - August 2021

Fiscal Year To Date
October - August

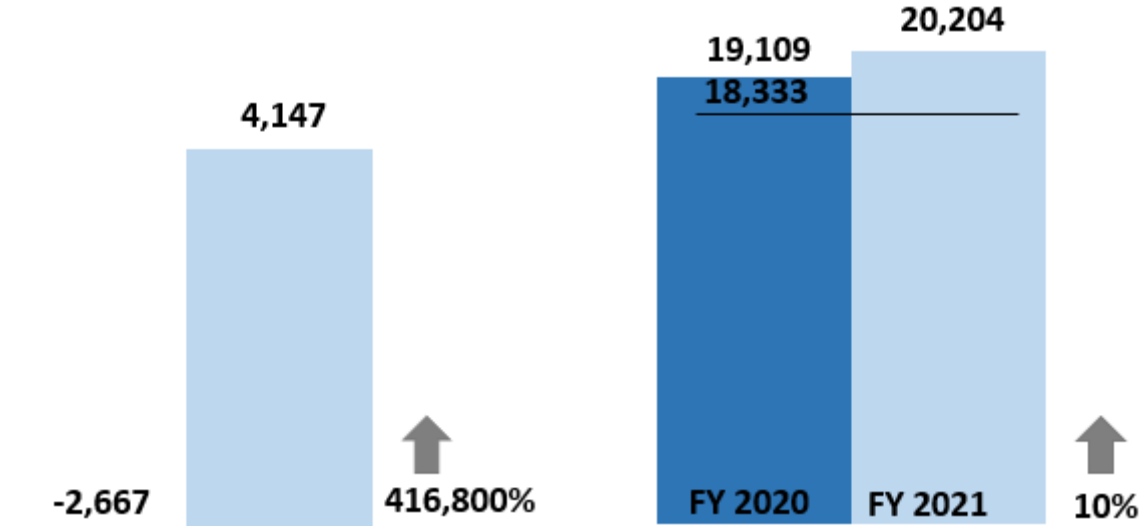
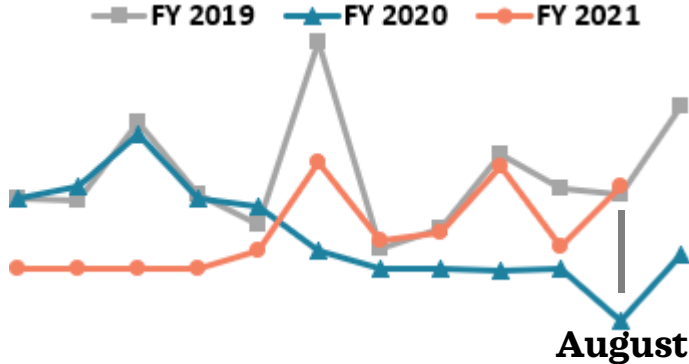
Definite Bookings – All Sales

Bookings



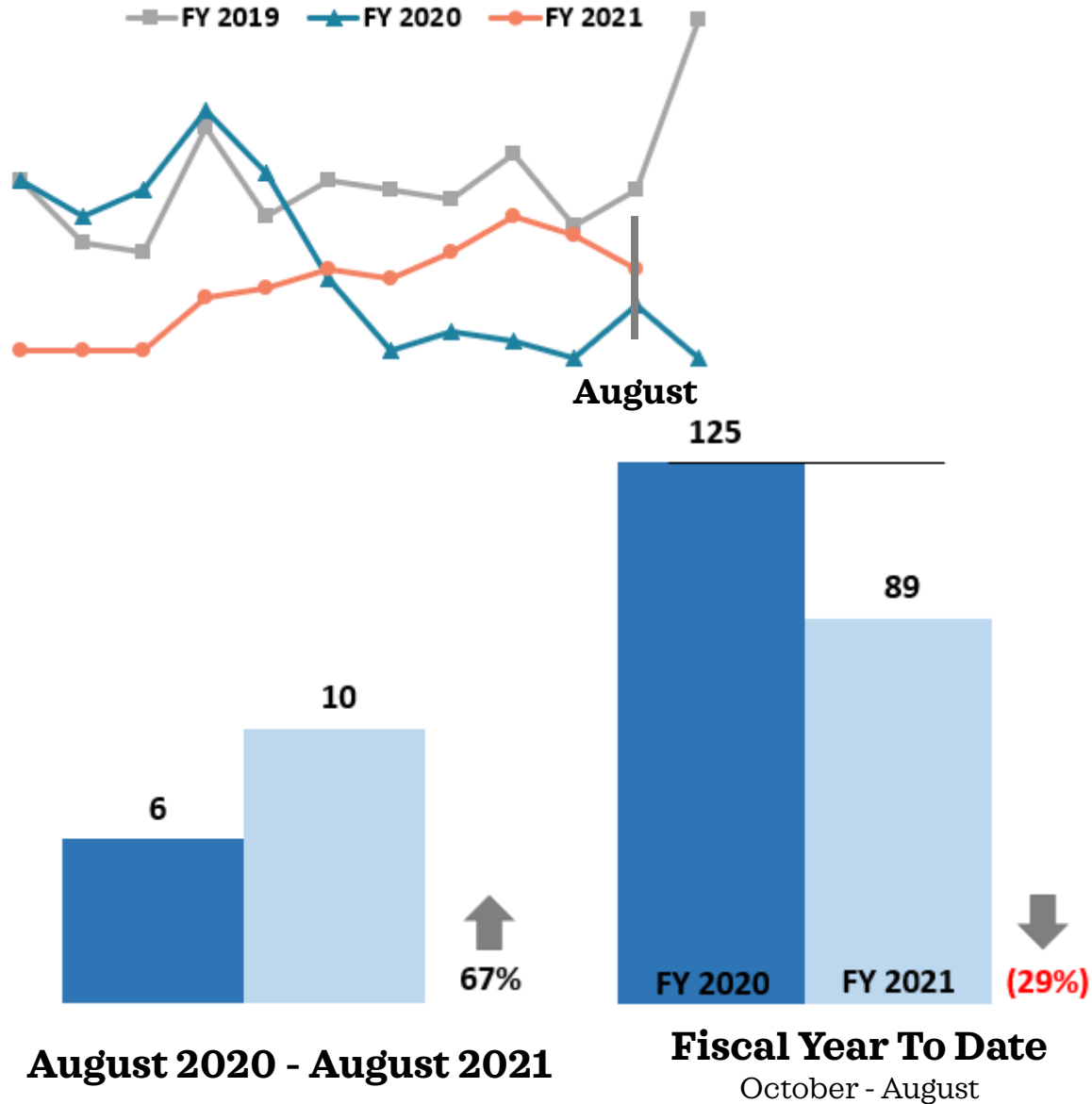
August 2020 - August 2021 Fiscal Year To Date
October - August

Room nights

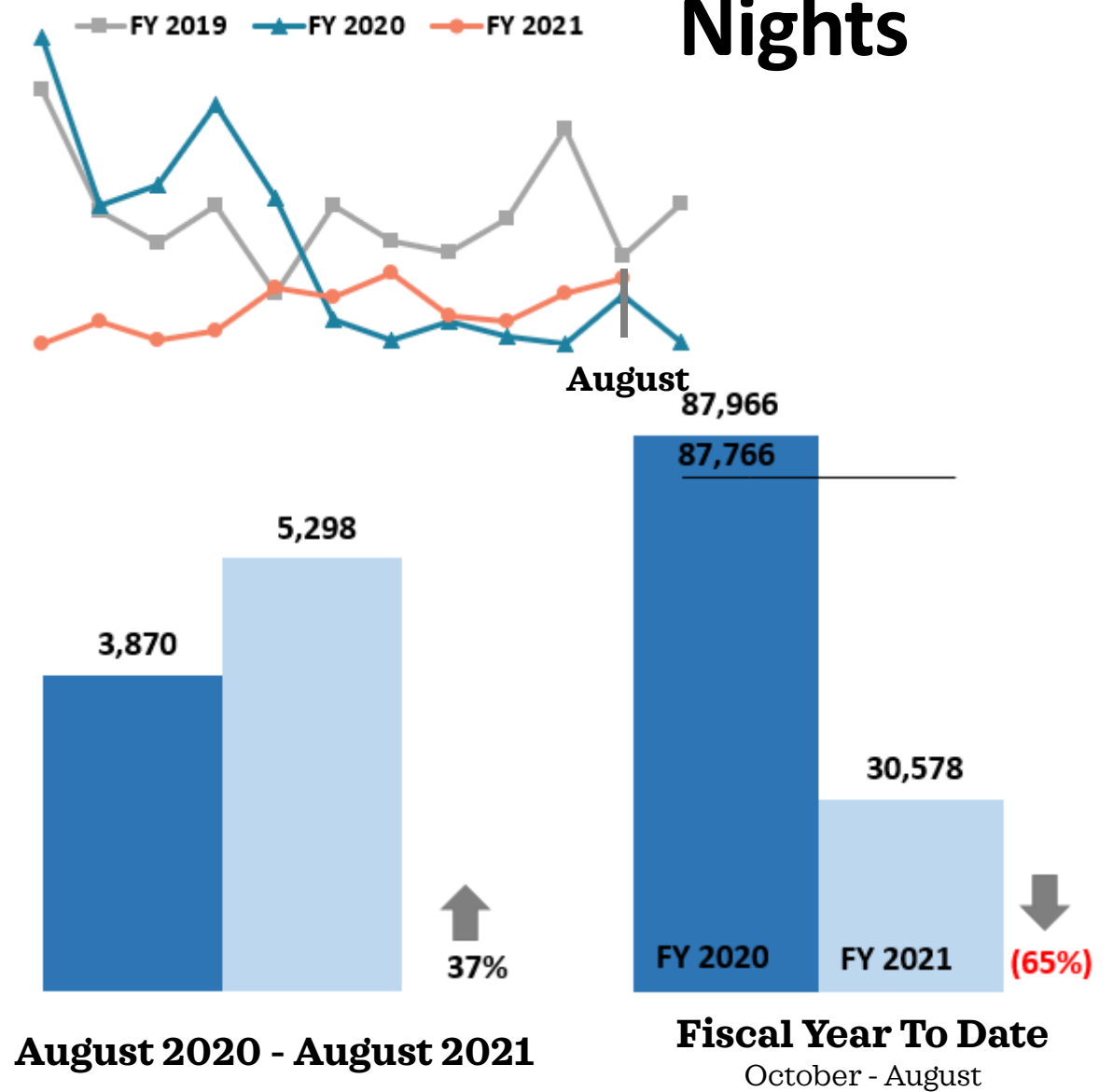


August 2020 - August 2021 Fiscal Year To Date
October - August

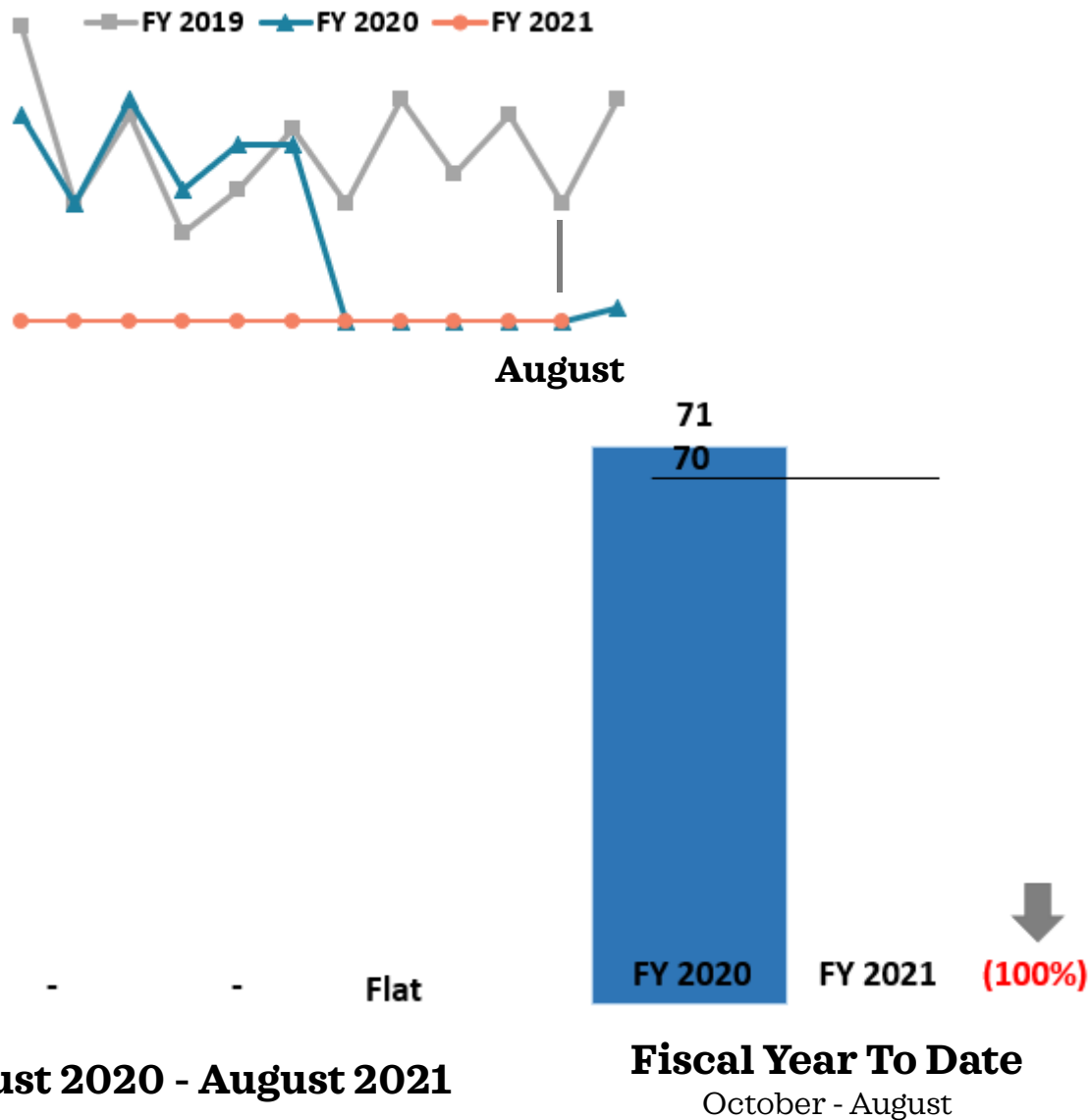
Leads Issued – Meetings/Sports



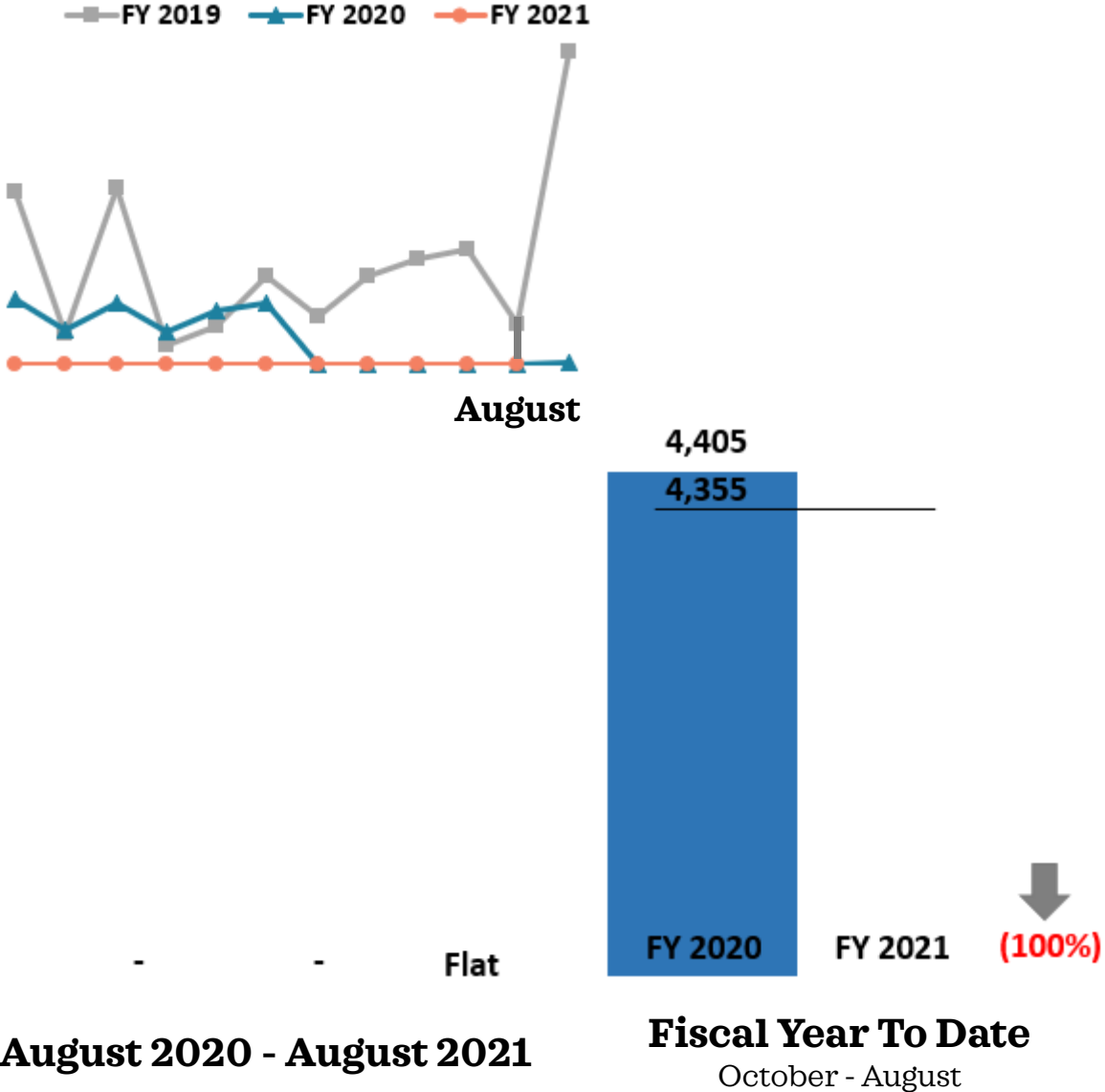
Potential Room Nights



Leads Issued – Leisure

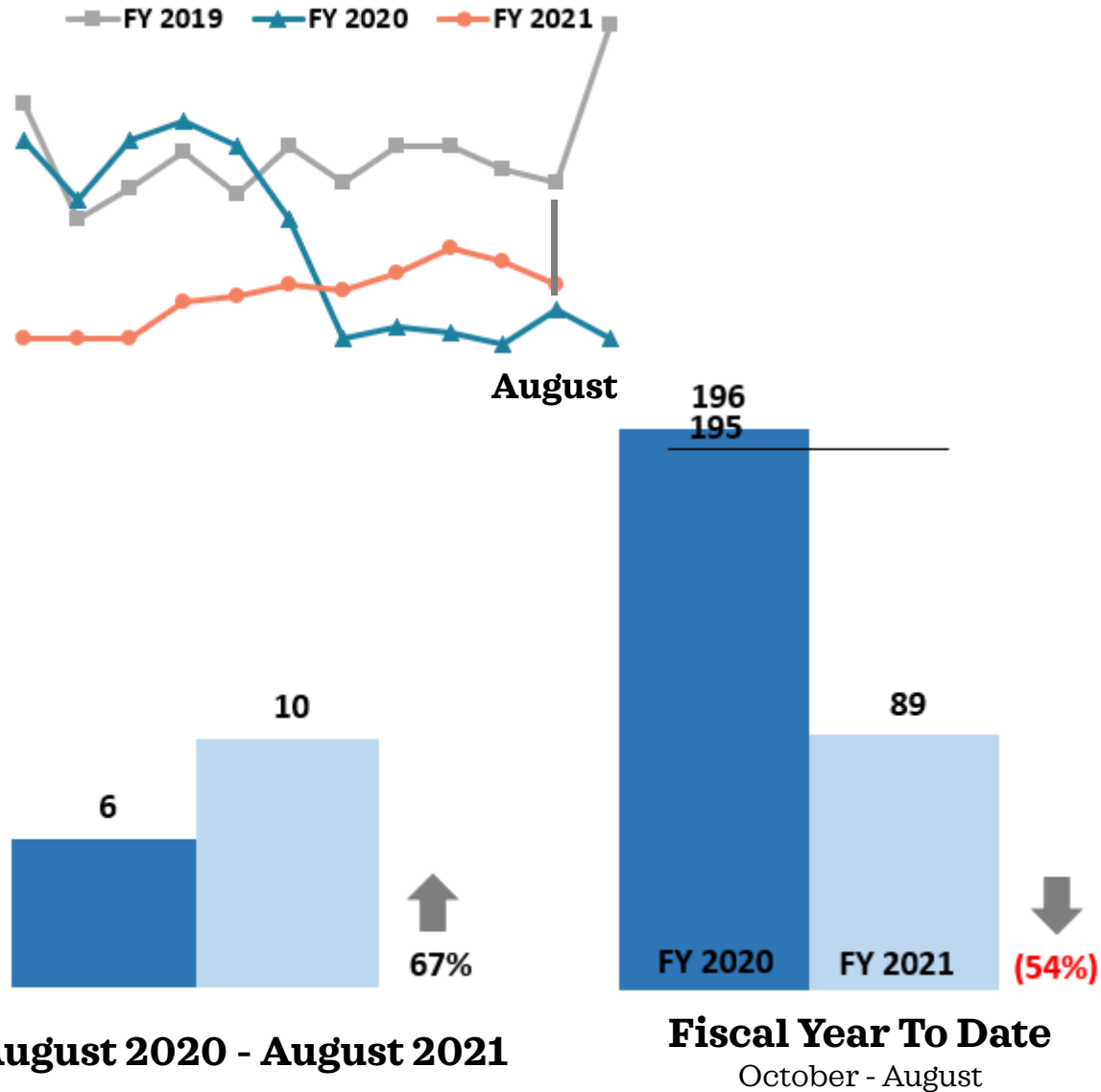


Potential Room Nights

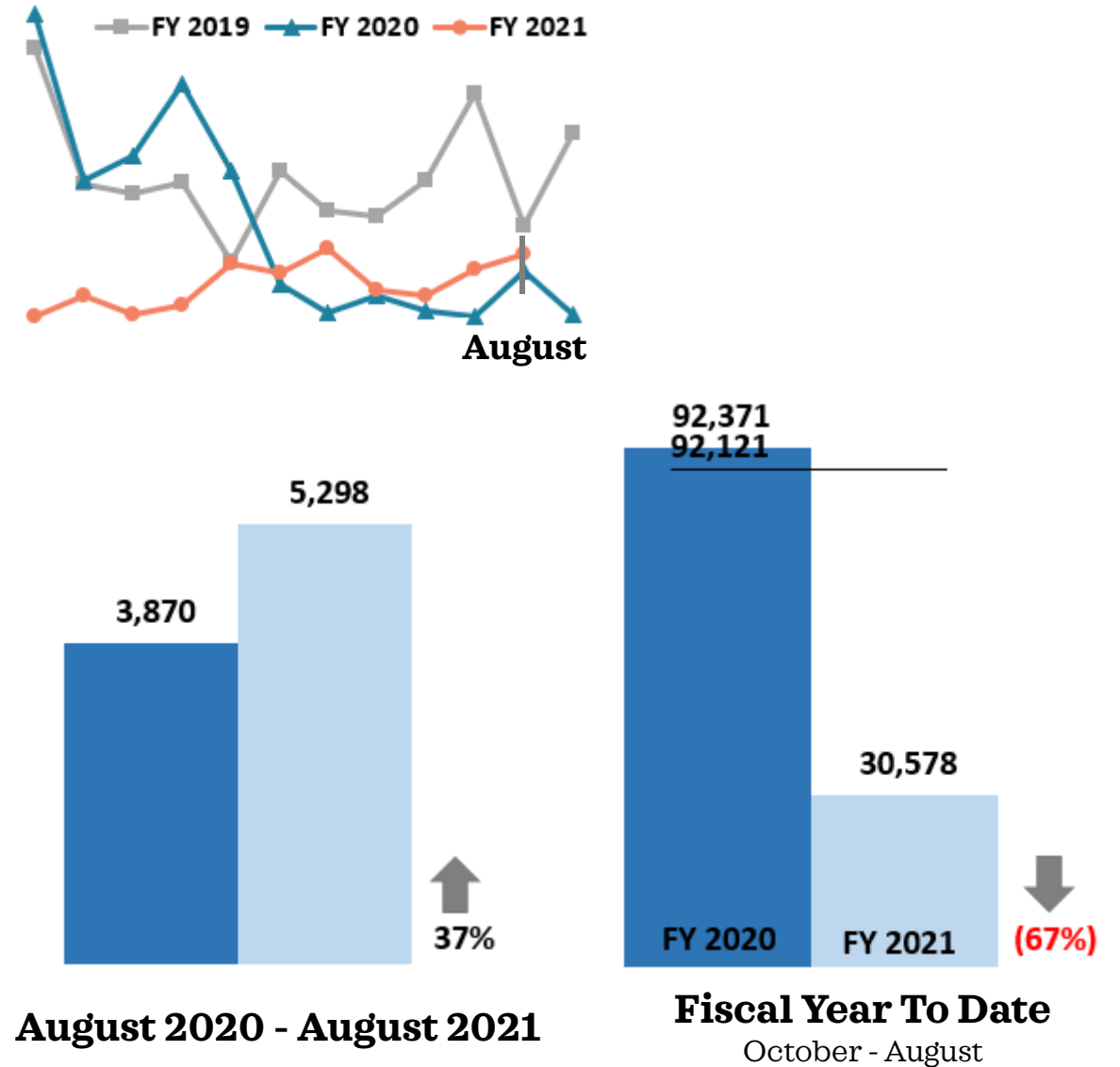


Source: Coastal Mississippi

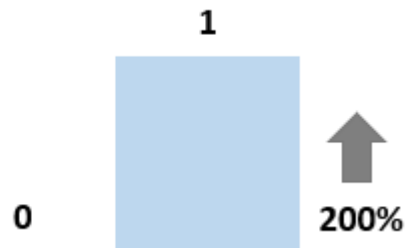
Leads Issued – All Sales



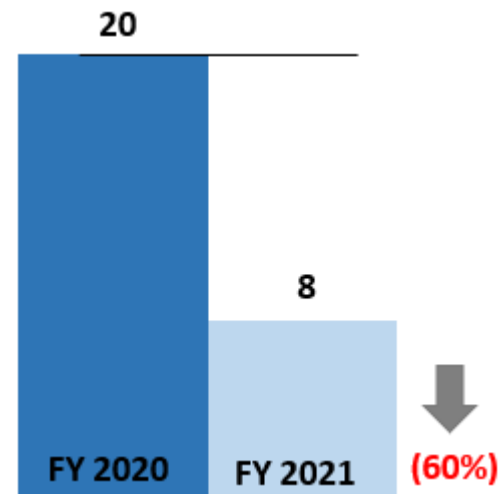
Potential Room Nights



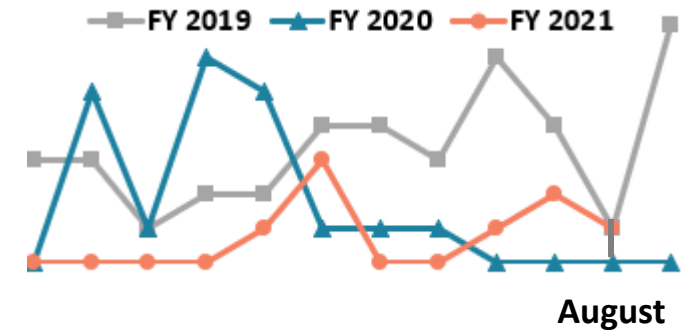
Convention Center Leads



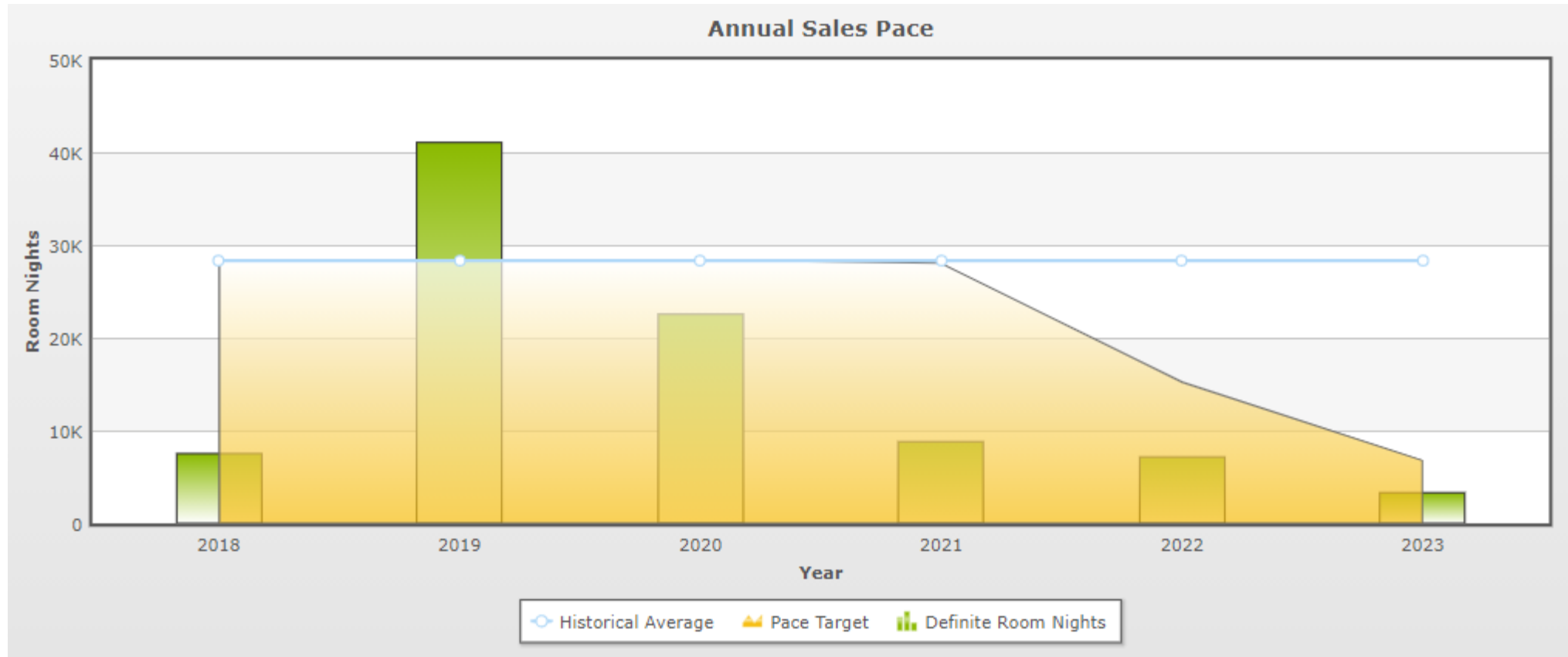
August 2020 over August 2021



Fiscal Year To Date
October - August



Pace Report



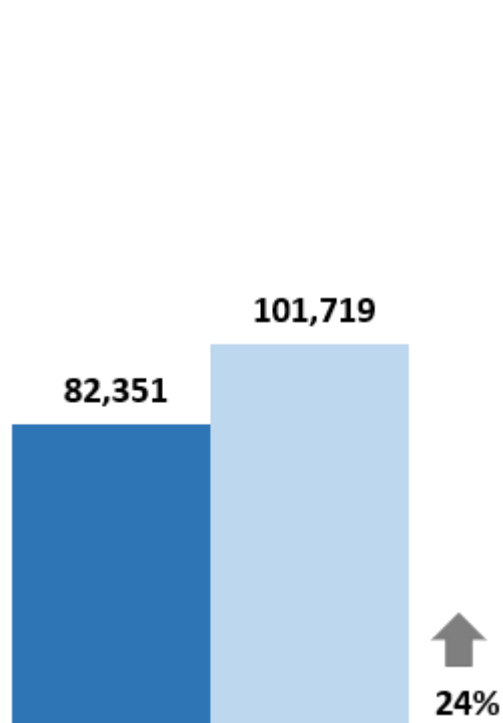
Pace Report - Pipeline



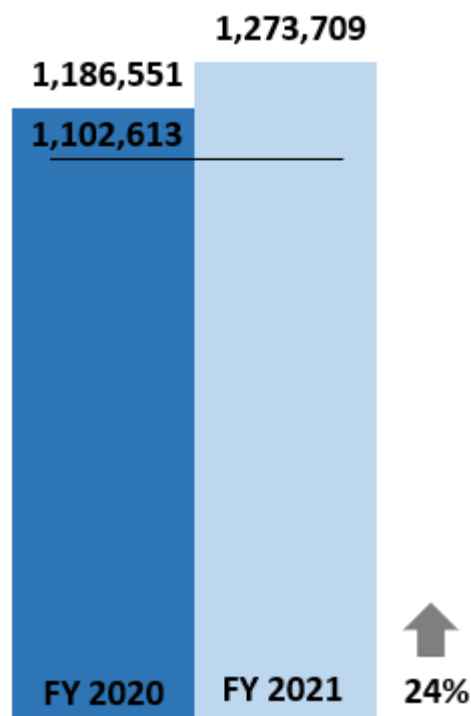
Google Analytics – Users

Traffic Analysis:

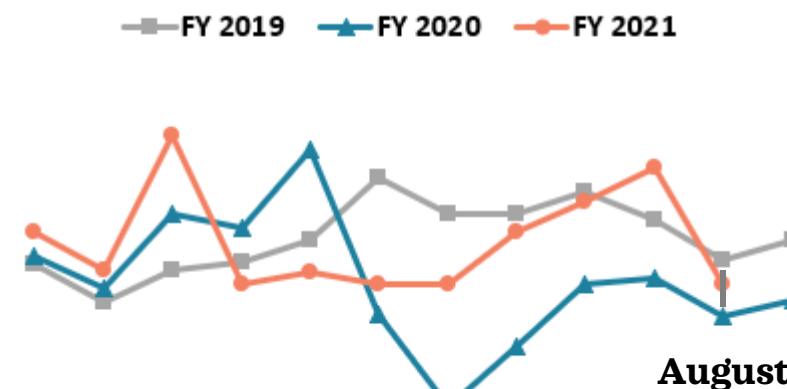
Organic sessions were up 18% over last year. The airport listing was up 8,363% YoY. Half of its sessions occurred in the last 3 days of the month as people were fleeing the effects of Hurricane Ida. Other contents that helped drive growth included the Homepage (+116%), Casinos (+289%), and Events This Weekend (+225%).



August 2020 over August 2021



Fiscal Year To Date
October - August



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	314	464	530	260	
Total Active Newsletter Recipients 25,801												
Request the Guide	568	440	542	784	797	1,143	1,080	1,163	1,305	1,349	779	
Digital Guide Views	118	69	88	131	129	196	182	207	259	205	146	

Action Taken

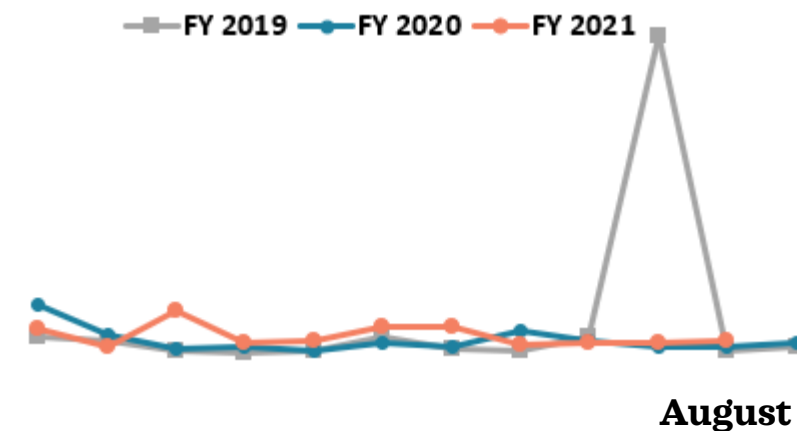
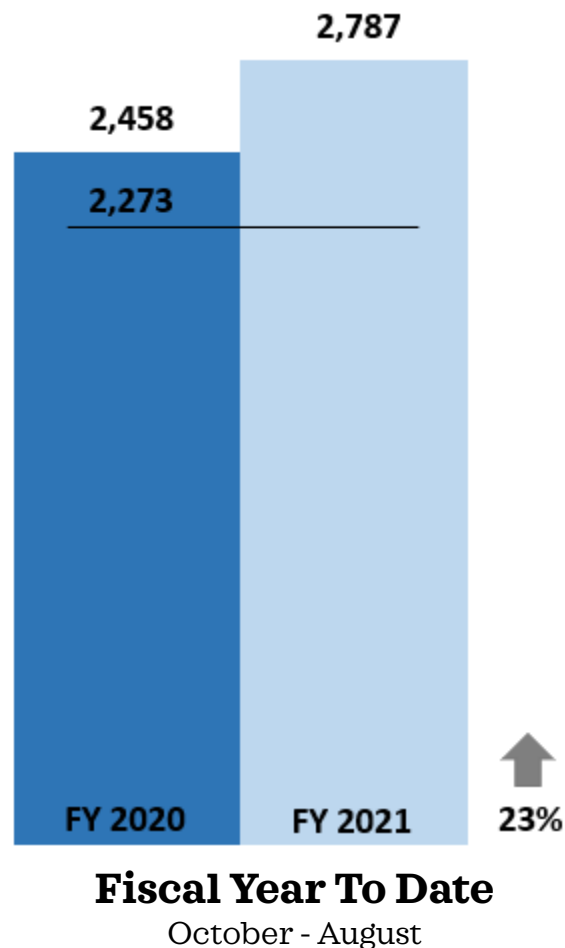
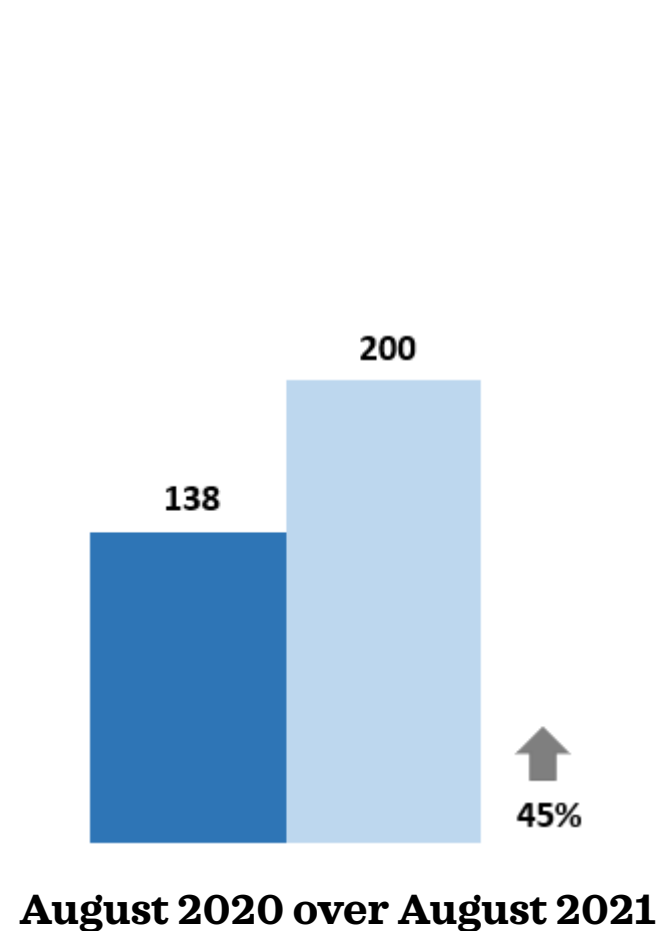
Total number of partner events and listings viewed by visitors on our site.

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

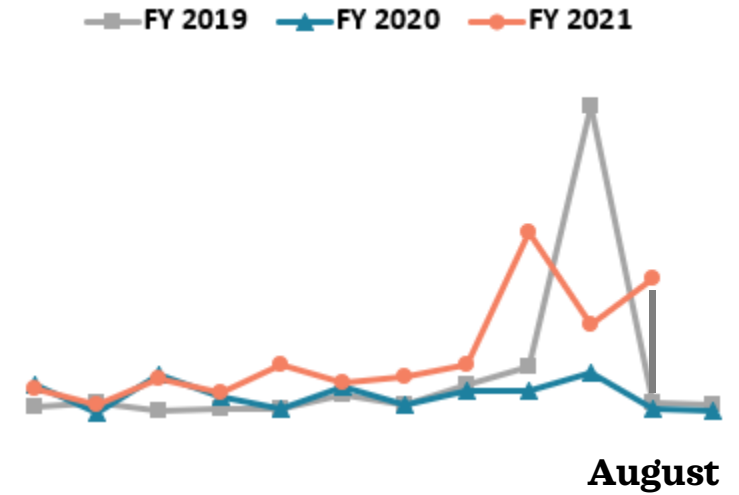
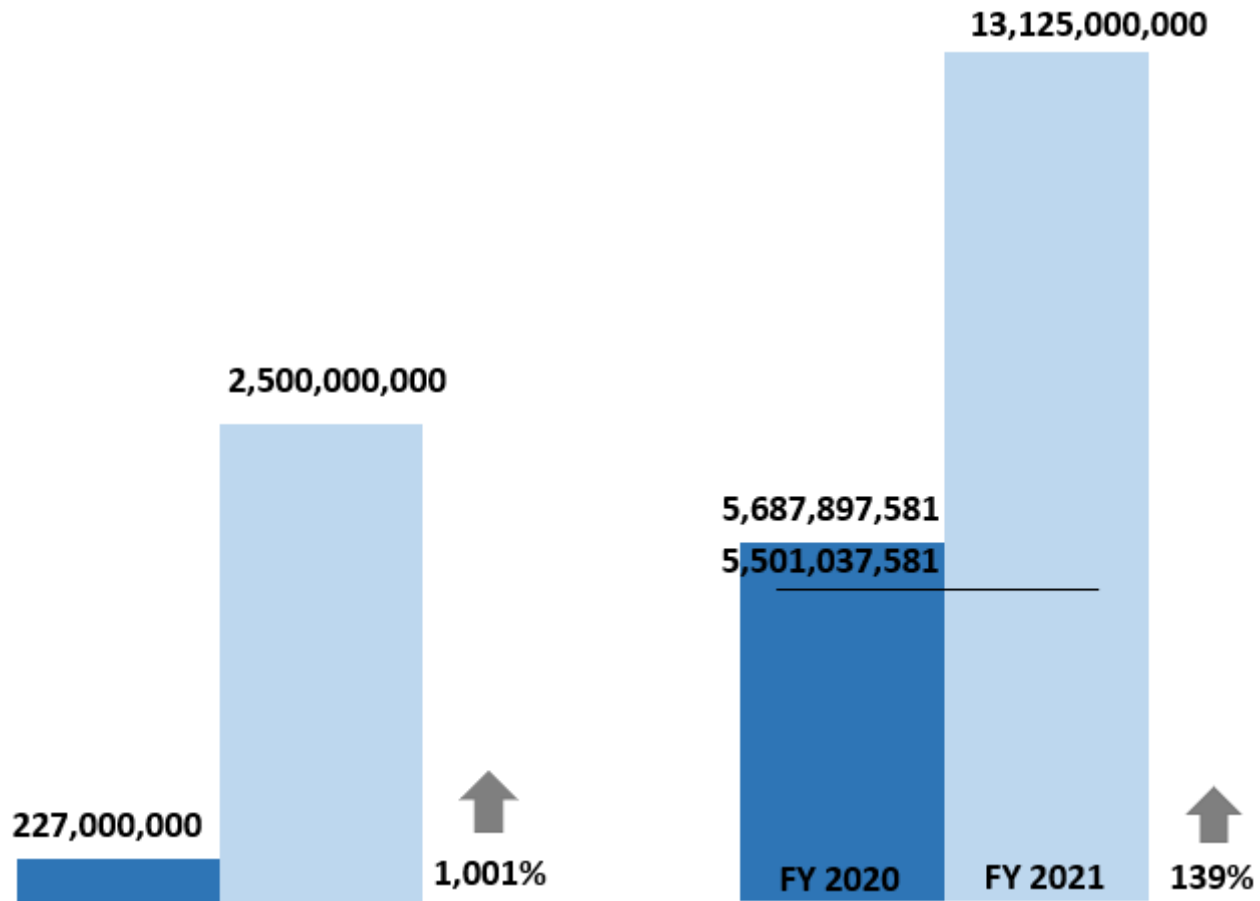
Event Detail	5,339	6,729	9,279	2,176	2,509	5,190	5,372	8,370	11,121	12,260	3,979	
Listing Detail	10,648	7,466	9,064	13,007	13,743	25,274	20,947	26,961	32,961	36,242	18,128	
External Link	14,105	8,955	9,549	7,740	8,390	13,196	13,920	18,676	22,613	22,764	12,004	

376 - Attraction-pass; 373 - Casinos; 362 - Things to Do; 260 - Allegiant Air

Number of Articles



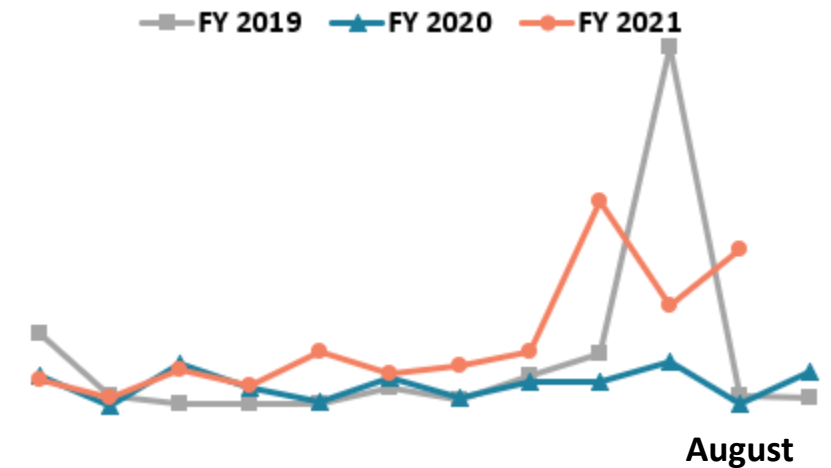
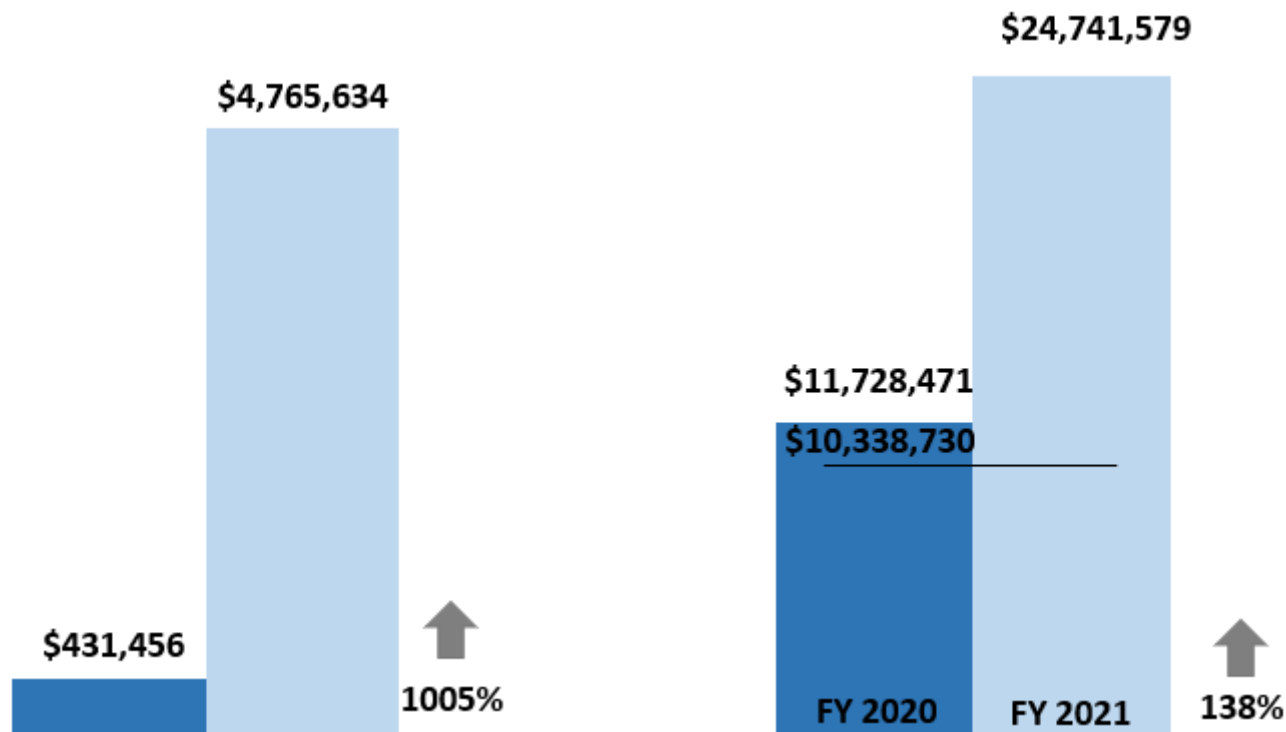
Impressions



August 2020 over August 2021

Fiscal Year To Date
October - August

Advertising Value Equivalency



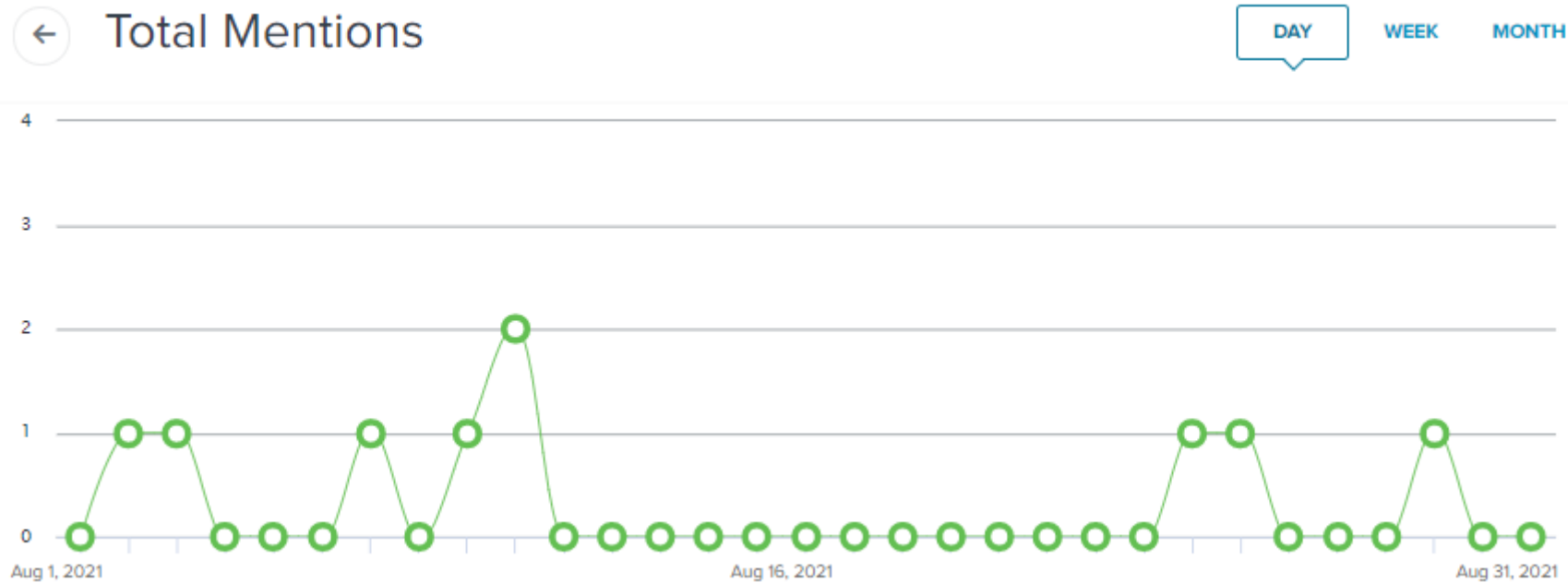
August 2020 over August 2021

Fiscal Year To Date
October - August

Earned Media

Content Drivers:

- COVID-19
- Hurricane Ida
- Food & Drink
- Summer getaways
- Outdoor activities





Coastal Mississippi wins industry website award



Coastal Mississippi has been awarded the gold dotCOMM award for best travel website. The Coastal Mississippi website (www.coastalmississippi.com) is developed and managed in conjunction with Simpleview, the travel and tourism industry's leading provider of CRM, CMS, website design, digital marketing, revenue generation, and mobile technologies for destination marketing organizations.

The dotCOMM Awards are administered and judged by the Association of Marketing and Communication Professionals. The international organization consists of several thousand marketing, communication, advertising, public relations, media production, and freelance professionals. AMCP oversees awards and recognition programs, provides judges, and rewards outstanding achievement and service to the profession. AMCP judges are industry professionals who look for companies and individuals whose talent exceeds a high standard of excellence and whose work serves as a benchmark for the industry.

Local Media Coverage - Assisted



Milton Segarra joins the conversation on Coast Vue with Ricky Mathews.



The best seaside restaurants in America

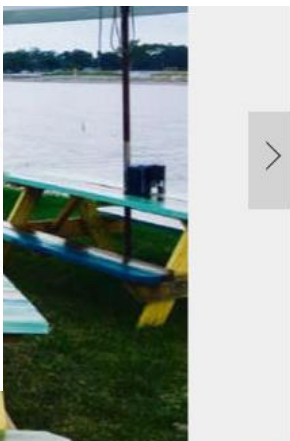


12/31 SLIDES © TheChimneysMS/Facebook

Full screen

The Chimneys, Gulfport, Mississippi

Mississippi has some of the best beaches in the US and a string of oceanfront resorts and restaurants to take full advantage of it. [The Chimneys](#), right opposite the water in Gulfport, strikes the perfect balance between Southern charm and relaxed, oceanfront vibes. The best tables are on the covered porch or right by the windows, which frame magnificent oak trees, a streak of pale-sand beach and the hazy



30/31 SLIDES © sealevelpasschristian/Facebook

Full screen

Sea Level, Pass Christian, Mississippi

The best seaside dining often involves sand in your toes and the ocean reflected in your eyes. [Sea Level](#) offers both of these things, plus tasty tacos, burgers and hot dogs too. The blue beach cottage, in a cove in West Pass Harbor, has a smattering of picnic tables on the sand, with ocean views and a cooling



25 Best Fall Vacations in the U.S.

Mississippi Gulf Coast



Coastal Mississippi is one of the best places to visit in October in the USA. The summer humidity has broken and the hurricane potential has ended. The fabulous weather invites visitors to savour the magnificent beaches and participate in countless outdoor adventures.

Try kayaking to Deer Island from Biloxi, down Wolf River in Pass Christian, or along the Ocean Springs shoreline and bayous, along with fishing, golfing, or splashing in the comfortable Gulf water off some of USA's prettiest beaches.

Early October in Coastal Mississippi means the region's largest annual event—Cruisin' the Coast, also called America's Largest Block Party. A 30-mile stretch of the scenic coastal highway is jam-packed with thousands of hot rods and antique or classic vehicles for an entire week. Cruisin' the Coast. celebrates its 25th anniversary in 2021.

Coastal Mississippi Assisted Media Coverage





5 Best Pass Christian Restaurants | Must-Try Restaurants in Pass Christian, Mississippi



Pass Christian is a tiny, scenic city located along the 62 miles of coastline overlooking the Mississippi Sound. It's also home to a gorgeous harbor whose history goes back to the beginning when French and Spanish explorers laid claim to the area. But Pass Christian really came into its own around the 1830s, years after Mississippi became a state.

Back in the day, Pass Christian was a thriving port city located between New Orleans and Mobile, Alabama. It was a center of trade and a sister city to New Orleans, having both the looks and the flavor of the Big Easy. It was a lovely spot with fantastic views.



10 Best Restaurants On Mississippi's Seafood Trail








9. Mosaic Tapas Bar

[Mosaic Tapas Bar](#) is a sophisticated casual, fine-dining restaurant with indoor and outdoor dining in Ocean Springs, Mississippi. It is open seven days a week and also has an adjoining beer house with 45 beers on tap, craft cocktails, and live music.

10. Felix's Restaurant & Oyster Bar

One of our favorite seafood restaurants in Mississippi is [Felix's Restaurant & Oyster Bar](#), a local Gulf Coast chain restaurant with three locations in Louisiana, plus one in Gulfport. Felix's is the first name in oysters, with various dishes and recipes to take it to the next level, though oysters on the half shell are still the most popular.

Social Media Metrics

							
Monthly Change	-71	7	3	463	554	55	1,011
August 2021	158,529	15,404	986	17,354	1,876,249	5,863	2,074,385
	Facebook	Twitter	Pinterest	Instagram	YouTube	LinkedIn	Total
	(Total Likes)	(Total Followers)	(Total Followers)	(Total Followers)	(Lifetime Followers)	Total Followers	

Coastal Mississippi
Aug 3, 2021 11:21 AM

Congratulations, Brittney Reese!
We're so proud of your incredible

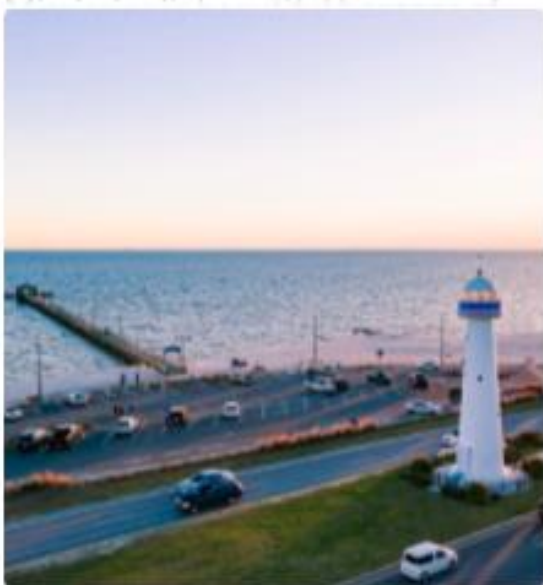


Clicks	Reactions	Comments
344	735	64
Shares	Reach	Impressions
57	13565	14073

Facebook

Coastal Mississippi
Aug 7, 2021 8:24 AM

This #NationalLighthouseDay, take
a road trip to discover Coastal



Likes	Comments	Saves
1116	17	21

Instagram

Coastal Mississippi
Aug 11, 2021 9:27 AM

From savoring sensational seafood,
things to do in Biloxi, Mississippi,



Likes	Comments	Shares	Clicks
98	2	6	80

LinkedIn

Coastal Mississippi
Aug 16, 2021 7:45 PM

How lucky are we to have views like
these? 🌅 #mscoastlife



Likes	Retweets
50	11

Twitter

SOCIAL MEDIA