2020 COASTAL MISSISSIPPI MEETINGS IMAGE & AWARENESS STUDY

REPORT OF FINDINGS

November 2020

Destination Analysts



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RESEARCH OVERVIEW & METHODOLOGY

This report presents the comprehensive findings of a survey of meeting planners conducted by Destination Analysts on behalf of Coastal Mississippi.

The survey was conducted online via an email invitation and asked meeting planners from around the country to share their opinions, attitudes and perceptions of Coastal Mississippi as a meetings destination. The survey invitation was sent to Destination Analysts' proprietary panel of meeting planners as well as a list of Coastal Mississippi's meeting planner customers and prospects.

Planners were incentivized to complete the survey with a cash payment.

A total of 415 fully completed surveys were collected in this process.

RESEARCH OBJECTIVES

The primary objectives of this research were to understanding Coastal Mississippi as a meetings destination and meeting planners' sentiments and perceptions about the destination. To support these primary objectives of this study, this research will:

- Measure awareness and image of the Coastal Mississippi area as a meetings destination
- · Identify meeting opportunities and barriers for meeting professionals as a whole and in key sub-groups
- Understand what aspects of the destination are most appealing to meeting planners
- Identify competitive destinations by meeting planner and meetings type
- Further define the best meeting planner type and meetings business for Coastal Mississippi to target postpandemic and likely timeframe for live meetings business to resume in the destination
- Determine perceptions of Coastal Mississippi meetings destination brand in the post-pandemic era
- Identify meeting planners' desires in terms of engagement and outreach with/from the Coastal Mississippi sales team

KEY TERMS USED IN REPORT

The following terms are used in the summaries, analysis, charts and/or data tables within this report.

- Meeting Planners All respondents surveyed.
- Corporate Planners Those who plan meetings exclusively for the business entity by which they are employed.
- Third Party Planners Those who are an independent or third-party meeting and events planner.
- Association Planners Those who work for an association management company.
- Sports Planners Those who plan sporting event plan for sports groups or sporting organizations and/or athletic/sports/recreation industry.
- South Regional Planners Those who plan meetings for the South U.S. Region.
- Planners Familiar with Coastal MS Those who are "Very familiar" or "Familiar" with Coastal MS as a place to hold meetings and events.
- Planners Unfamiliar with Coastal MS Those who are "Unfamiliar" or "Very unfamiliar" with Coastal MS as a place to hold meetings and events.
- **High Frequency Planners** Those who plan 16 or more meetings annually.
- Medium Frequency Planners Those who plan 6-15 meetings annually.
- Low Frequency Planners Those who plan 1-5 meetings annually.
- Planners Likely to Source Coastal MS Those who are likely to choose Coastal Mississippi as a meeting/event site in the next 5 years.

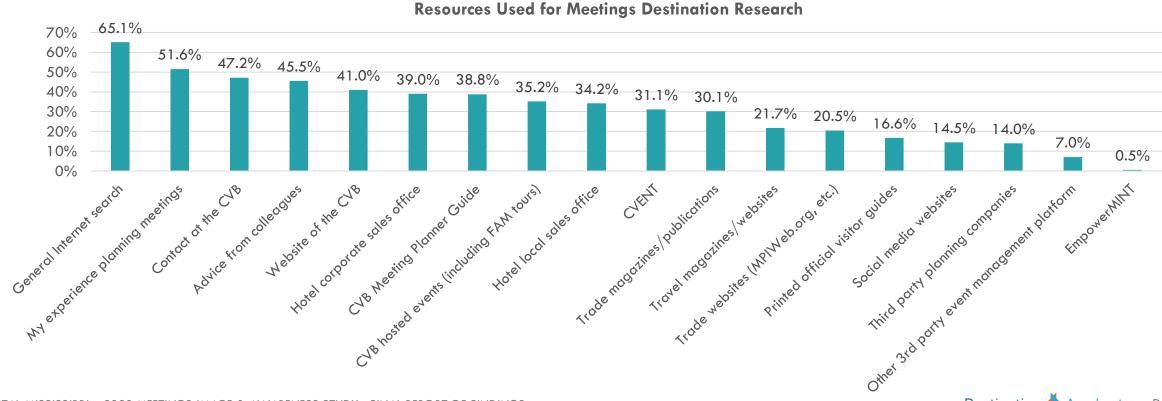


- When it comes the recovery of conventions and other group meetings & events, third-party planners and sports planners are the likeliest to say their business/clients will be returning to live events soonest—with approximately one third of these planners saying the return will be before the end of Q1 2021. In regard to live tradeshows and events for their own industry—even with over a third of meeting planners preferring to be contacted by CVBs through these events—the majority of planners anticipate they themselves will not be back to these industry events until Q2 2021 or later, with one-in-five saying they won't be back to these events until 2022.
- Across the 408 meeting planners surveyed, 25.5 percent had planned a meeting in Coastal Mississippi in their professional career. Those who have held a meeting in Coastal Mississippi in the past have planned an average of 2.1 meetings in the destination, and 49.1 percent have held an event in the destination within the last 3 years.
- Those familiar with Coastal Mississippi as a meetings destination are more likely to be independent/third party meeting planners. Corporate planners are less likely to be familiar with Coastal MS. These third-party planners are the most likely to use Convention Centers



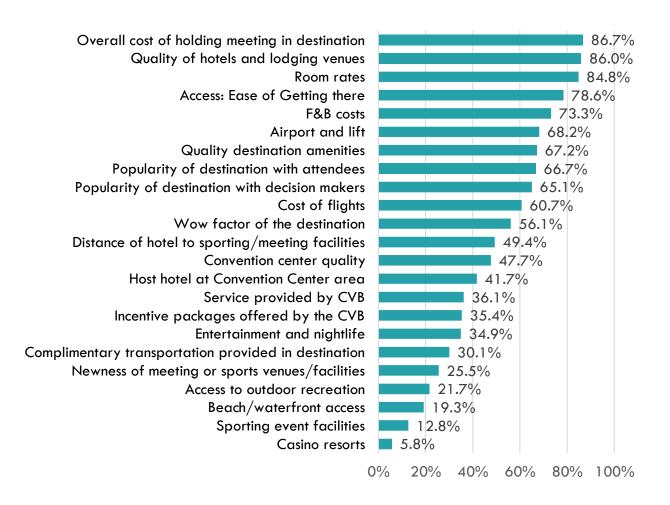


• Highlighting the need for a good search marketing and content strategy, two-thirds of meeting planners say they regularly conduct searches on the Internet to research destinations to hold meetings. They also get the opinions of their professional network. Meeting planners also rely heavily on CVB resources when researching a destination. Four of the top ten resources cited by meeting planners for their destination research are CVB related, including CVB-produced events and meeting planner guides, CVB websites, and the planners' own contacts at CVBs. In addition, nearly half of meeting planners distribute their RFPs to CVBs, with Association, sports and third-party planners the likeliest to do so. Just under a third reported using CVENT to distribute their RFPs.



When it comes to the attributes meeting planners are seeking, factors related to costs—the overall cost of the destination, room rates, F&B are critical to planners in deciding where to hold their meeting. Along with costs, meeting planners also most seek quality from the hotels and facilities to overall amenities in the destination. Ease of getting to the destination, including air lift, is also a key factor for the majority of planners. Akin to quality is the destination's brand—the popularity of the destination with event attendees, as well key decision makers. Meeting planners who are familiar with Coastal Mississippi place even more importance on a destination's wow factor and its popularity with attendees. These planners also heavily consider the distance of the hotel to meeting facilities, as well as the services and the support provided by local CVB.

Attributes Important to Meetings Destination Selection (Rating Each as "High importance" or "Extremely high importance")



- Those that plan meetings in which they utilize Convention Centers are looking for similar destination attributes as other planners: cost, quality hotels, accessibility. However, they, of course, place importance on the quality of the Convention Center, as well (57.9%). Nearly half say that having a host hotel at the Convention Center is a top destination attribute they are seeking. Incentive packages and other services provided by the CVB are even more important to these planners than the typical meeting planner.
- Third-party planners who utilize Convention Centers are most open to sourcing meetings in Coastal Mississippi, despite its Convention Center not having a hotel attached to it and with the destination's complimentary transportation (35.9% say they would still be likely to source a meeting in the region). Conversely, Association planners who utilize Convention Centers are the least open to holding a meeting in Coastal Mississippi because of the lack of lodging at the Convention Center (37.0%).



When those Convention Center-utilizing planners who feel unlikely to source meetings in Coastal Mississippi due to the lack of Convention Center hotel were asked what the destination could do to increase their likelihood of sourcing the destination for a future meeting or event, the top response was developing an attached resort/hotel to the Convention Center (37.5%). This opinion was held most commonly by those planners familiar with the destination, as well as Association planners. In addition to developing a hotel at the Convention Center, these planners also cited improving airlift into the destination (15.0%), extensive marketing (12.5%) and FAM tours (10.0%) as a way of increasing the their likelihood of choosing Coastal Mississippi for their future business.

• Meeting planners for whom casino resorts is a top attribute they are seeking are likeliest to be corporate planners, and more likely to plan incentive meetings. Nearly two-thirds find Coastal Mississippi an appealing meeting destination, and rate the destination highly for its casino resorts, hotel quality and its wow factor. Unlike many other planners, they see Coastal Mississippi as ideal for larger groups (200+ peak room nights). Nevertheless, Coastal Mississippi is still in a competitive situation for their business, as these planners are likely to say they would be holding a meetings in Memphis, Birmingham and Pensacola in the next 5 years at a higher rate than Coastal Mississippi. These meeting planners top impediments to choosing Coastal Mississippi are perceptions that it is too difficult to travel to, there is not enough airlift, and general lack of knowledge about the region's facilities.

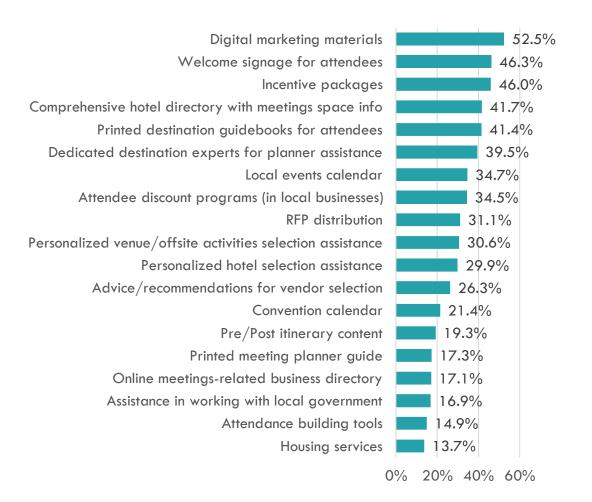
- Coastal MS is most typically seen as being ideal for meetings under 200 peak room nights. While half of those familiar with the destination see it as an ideal destination for meetings in the 201-500 peak room night range, relatively few perceive the destination as fitting a larger event. Thus, the region is not seen as an ideal destination for large consumer or tradeshows, however it is largely seen as ideal for board meetings and retreats, annual meetings and reunions.
- Those familiar with Coastal Mississippi see it as the best destination for incentive groups among the competitive destinations. However, other beach destinations like Gulf Shores are most competitive for this type of business. In addition to incentive business, Coastal Mississippi is also seen as particularly competitive for SMERF business, especially among those familiar with the region. Coastal Mississippi faces stiffer competition for Association and Corporate business, even among those familiar with the destination, particularly against urban destinations like Memphis and Birmingham. Coastal Mississippi is not yet known well and thus not seen as a competitive destination for sports business.
- When asked to describe the Coastal Mississippi region as a place for meetings, meeting planners familiar with the region focused on its attractiveness, budget friendliness, accessibility, beaches & casinos. Even those unfamiliar with the region see it as a beautiful beach destination, although concerns about weather, hurricanes, air lift and accessibility come up for them. 57.8% of all meeting planners surveyed view Coastal Mississippi as at least a somewhat appealing destination for meetings. Third-party planners are most likely to view the destination as appealing—it has relative weakness with Association planners.





- Meeting planners typically see Coastal Mississippi as having good beach/waterfront access, outdoor recreation opportunities and affordable hotel rates and other costs. Meeting planners familiar with Coastal Mississippi also rate the destination highly for its amenities, wow factor, entertainment and nightlife, casino resorts and popularity.
- Even among planners familiar with Coastal Mississippi, the region is not rated particularly highly for ease of access and airlift—attributes that are important to a majority of planners. Beyond the access issues, the other top impediments meeting planners cited about holding a meeting in the destination relate to a lack of familiarity with the destination and its product.
- The top services meeting planners desire from the Coastal Mississippi CVB should they hold a meeting there include digital marketing materials, welcome signage for their groups, incentive packages, a comprehensive hotel directory, printed destination guidebook and a dedicated destination expert for assistance. Third party planners are most likely to use these services.
- Meeting planners most prefer for CVBs to reach out to them through email.

Coastal Mississippi CVB Services Planners Would Likely Use



PROFILE SUMMARY OF KEY MEETING PLANNER SEGMENTS

These summaries outline details about the segments, competitive situation, how to message them and how to reach each segment.

The following pages present key characteristics of these meeting planner segments:

- Meeting Planners Likely to Source Coastal Mississippi
- Corporate Meeting Planners
- Association Meeting Planners
- Third Party Meeting Planners
- Sports Planners
- Planners who Source in the South
- Meeting Planners by Planning Frequency
- Meeting Planners by Peak Room Nights



About this Segment:

- Planners who said they are likely to source Coastal Mississippi for a program in the next 5 years are similarly likely to be Association (29.7%), Third-Party (28.1%) or Corporate (25.0%) meeting professionals. On average these planners typically plan 12.3 meetings/events per year. Just 17.2 percent say they do not typically use/source convention centers for the events they plan, while 51.6 percent say they "sometimes" do and under a third (31.3%) say they do typically use convention centers.
- Those likely to source Coastal Mississippi (i.e. "Likely Planners") are likelier to plan for corporate groups, state associations and regional associations.

 Compared to planners who said they are not likely to source Coastal MS, Likely Planners also more commonly plan for social organizations/hobby groups and reunions.
- Likely Planners most commonly have experience planning for the following industries: Educational, Health/Medical, Athletics/Sports, Financial,
 Government/Public Administration and Agriculture. The most common types of meetings/events they plan include: Annual meetings, board retreats,
 business/sales meetings, educational meetings, conventions and incentive trips.

About this Segment: (continued)

• While they most typically plan small to mid-sized events (64.1% plan for groups of 10-200 peak room nights and 48.4% plan for groups of 201-500 peak room nights), over a quarter (26.6%) also plan meetings with 501-1000 room nights on peak and just over one-in-ten (12.5%) plan larger events with over 1,000 room nights on peak.

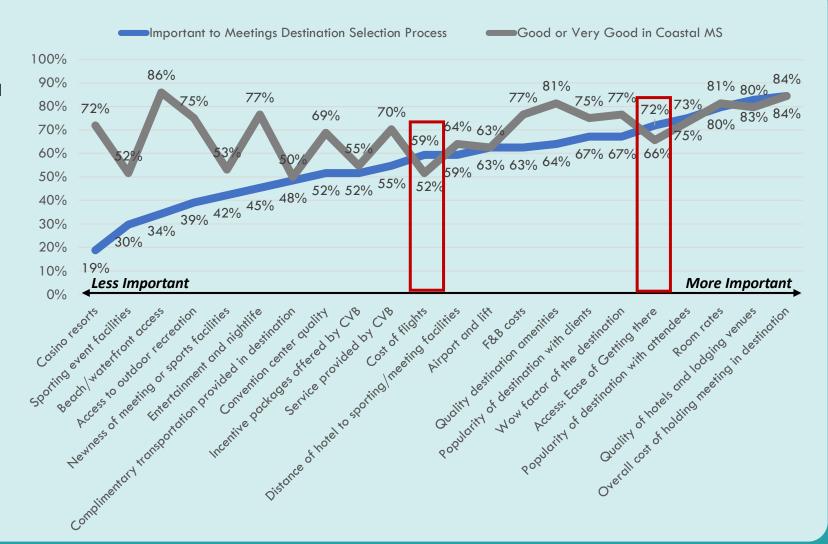
Competitive Situation:

- The regional competitors they are also likely to source in the next 5 years include Memphis, TN; Pensacola, FL and Gulf Shores, AL. Highlighting Coastal Mississippi's competitive advantages against these destinations, particularly in relation to overall cost of holding a meeting in the destination, quality of hotels/venues, room rates, popularity of the destination and ease of getting to the destination, will be key to attracting meetings business away from these competitors.
- These planners were most likely to consider Coastal Mississippi to be the best fit (amongst the regional competitors tested) for Incentive meetings and SMERF meetings. Meanwhile, Memphis was considered the best fit for Association and Corporate Meetings (with Coastal MS ranking second overall after Memphis).

How to Message to Them:

The most important attributes these planners consider when sourcing destinations are overall cost of holding a meeting in the destination, quality of hotels/venues, room rates and popularity of the destination with attendees, access/ease of getting to the destination and wow factor. Due to their high importance, these attributes should be prioritized in market messaging.

It should be noted that the volume of Likely Planners who considers Coastal MS to be good or very good for "access/ease of getting to the destination" and "cost of flights" is lower than the rate who considers these attributes important to their selection process. Messaging against the perception that Coastal MS is difficult to access and expensive to fly into may increase planners' consideration of the destination for a future program.



How to Message to Them:

• When asked what their five most likely impediments would be to selecting Coastal Mississippi as a place for their meetings/events the top selections were "it is too difficult to travel to," "airfare is too expensive" and "there is not enough air service." Secondary to these are a lack of knowledge about the destination and its meetings-related assets such as facilities.

How to Reach Them:

- Likely Planners overwhelmingly want to be solicited by the Coastal Mississippi sales team via email to arrange further contact (85.9%).

 Additionally 28.1 percent would also like to be contact at tradeshows/exhibitions and 20.3 percent prefer being solicited by U.S. mail.
- In looking to when these planners will personally attend industry meetings/tradeshows/events again, few are looking to the immediate future. Just 12.5% say they plan to attend such events immediately and 10.9% are looking to Q1 of 2021. Meanwhile, 20.3% plan to attend industry events in Q2 of 2021, 26.6% are looking to Q3 of 2021 and 29.7% are looking to Q4 of 2021 or later.

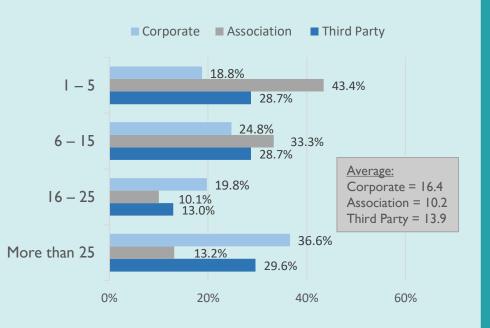


CORPORATE PLANNERS

About this Segment:

- Corporate meeting planners are the likeliest of all meeting planner types to plan more than 25 meetings/events per year. On average this segment plans 16.4 events annually (see chart at right).
- Just under one-in-five (18.8%) said they typically source convention centers for their meetings/events and 59.4% said they only sometimes use/source these types of venues. Not having a Convention Center with an attached resort/hotel has a notable impact on Corporate Planners' likelihood to source Coastal MS with 31.6% stating they would be unlikely to source Coastal MS for this reason despite complimentary transportation being provided in-market.
- While these planners work with a variety of industries, the most common are software/technology, health/medical, financial, manufacturing and educational sectors.
- When asked about Coastal Mississippi's key assets, Corporate Planners most often said they were "unfamiliar" with the destination and "not easily accessible/lack of airlift"—highest compared to association and Third-Party planners. Yet, they still perceive the destination as "attractive beach/coastal region" and "desirable/enjoyable."

<u>Meeting/Events Planned Annually</u> <u>by Corporate/Association/Third Party Planners</u>



CORPORATE PLANNERS (CONTINUED)

Competitive Situation:

- Of the competitive set tested, Corporate Planners by far have the highest level of familiarity with Memphis as a destination for meetings/events followed by Pensacola and Birmingham (see chart at right). Coastal MS was among the destinations this segment is least familiar with (17.8% considers themselves familiar).
- The destinations they are most familiar with are of course the destinations they've
 most commonly sourced for meetings and events in the past five years. One-in-five
 have sourced Memphis and Pensacola while 15% have sourced Birmingham
 previously. In comparison, just 8% have hosted a program in Coastal MS

	Familiar or Very Familiar		
Competitive Set	with Destination	Sourced in Past 5 Years	Likely to Source Next 5 Years
Memphis, TN	49.5%	20.8%	28.7%
Pensacola, FL	35.6%	20.8%	25.7%
Birmingham, AL	28.7%	14.9%	21.8%
Gulf Shores/Foley, AL	23.8%	6.9%	14.9%
Jackson, MS	19.8%	7.9%	11.9%
Coastal Mississippi	17.8%	7.9 %	15.8%
Mobile, AL	16.8%	5.0%	12.9%

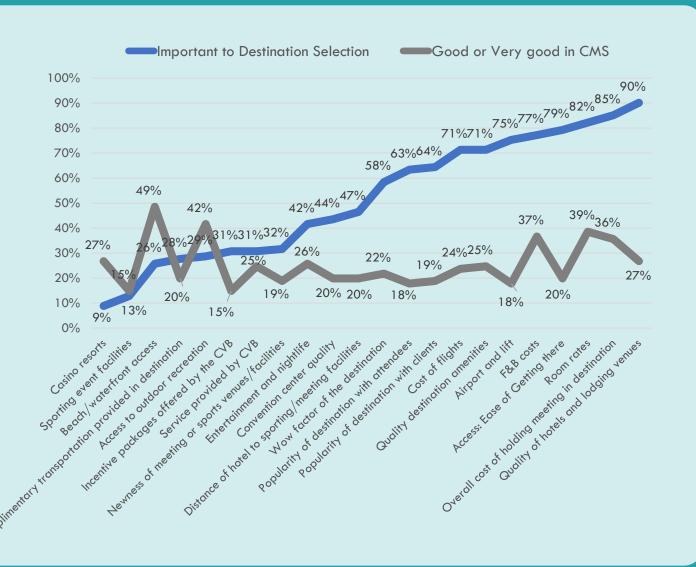
Memphis, Pensacola and Birmingham appear to be Coastal Mississippi's biggest competitors in attracting corporate meetings business in the next five years with higher rates of this segment saying they are likely to source these competitors for meetings compared to Coastal Mississippi.
 Additionally, Memphis, Pensacola and Birmingham were considered more ideal for association, corporate and SMERF meetings than Coastal MS. For incentive meetings, Coastal MS was considered a more ideal destination than Birmingham—however, Pensacola, Gulf Shores and Memphis still outpaced Coastal MS as the perceived ideal destination for this meeting type. These perceptions are largely driven by Corporate Planners' general lack of familiarity with Coastal MS.

CORPORATE PLANNERS (CONTINUED)

How to Message to Them:

The most important attributes Corporate Planners consider when sourcing destinations are quality of hotels/venues, overall cost of holding a meeting in the destination, room rates, access/ease of getting to the destination, F&B costs, airport lift, quality destination amenities, cost of flights and popularity of the destination with clients and attendees. Due to their high importance, these attributes should be prioritized in market messaging.

Far fewer planners rated the most important destination attributes they consider (towards the right side of the chart) to be "good" or "very good" in Coastal MS, but this is largely due to lower familiarity with the destination—reiterating the need to educate planners about these specific attributes to increase their consideration of the destination for future programs.



CORPORATE PLANNERS (CONTINUED)

How to Message to Them: (continued)

- Not knowing enough about the destination or the facilities, popularity of destination with attendees, difficulty traveling there and lack of wow factor are top impediments in selecting Coastal MS as a place for Corporate Planners' meetings. Coastal Mississippi's market messaging must address these barriers.
- When asked which CVB provided services they are most likely to use when planning a meeting/event in Coastal Mississippi, corporate planners
 would most likely use digital marketing materials, followed by a comprehensive hotel directory, dedicated destination experts and welcome
 signage.

How to Reach Them:

- When it comes to researching destinations to hold meetings, besides general internet searches, Corporate Planners are most likely to turn to CVENT and hotel corporate sales offices. Secondary resources for destination research include meeting planner guides published by CVBs, trade magazines/publications, contacts at CVBs and CVB websites.
- A majority of Corporate Planners typically distributes their RFP for they meetings directly through hotels and are the least likely of all meeting planners to go through the Convention & Visitors Bureau or DMO.



ASSOCIATION PLANNERS

About this Segment:

- Association Planners most commonly have experience planning meetings for the educational, health/medical, government,
 scientific/engineering/technical/computer industries.
- They are likeliest of all meeting planners to plan a low volume of programs annually (43.4% plan 1 5 meetings per year). with mainly 10 200 room nights in peak. They also most typically plan small to mid-sized programs. 58.9% plan events with 10-200 peak room nights and 48.1% plan events with 201-500 room night on peak. Although less common, 22.5% also plan larger meeting with 501-1000 PRN and 13.2% plan large-scale events with 1,000+ PRN.
- Few (17.8%) say they will consider holding a live event between now and Q1 of 2021. A third (32.6%) are looking to Q2 of 2021 for hosting inperson programs again but just under half (49.6%) are looking to the second half of 2021 or beyond.
- Over three-quarters (77.5%) say they typically (16.3%) or sometimes (61.2%) source convention centers for their meetings/events. Not having a Convention Center with an attached resort/hotel has the biggest negative impact on Association Planners' likelihood to source Coastal MS with 37.0% stating they would be unlikely to source the destination for this reason despite complimentary transportation being provided in-market. Only 18.0% percent of Association Planners who source convention centers say they are still likely to source Coastal MS given this situation.

ASSOCIATION PLANNERS

Competitive Situation:

- One-in-five (20.6%) Association Planners have previously sourced Coastal Mississippi for a program, but only 7.0% have used the destination in the last 5 years. However, it appears that Association Planners anticipate sourcing Coastal MS twice as much in the next 5 years (14.7% say they are likely or very likely to do so).
- Memphis and Birmingham appear to be Coastal Mississippi's biggest competitors in attracting association meetings business in the next five years.

	Familiar or Very Familiar		
	with	Sourced in Past Likely to Sour	
	Destination	5 Years	Next 5 Years
Memphis, TN	49.6%	1 <i>7</i> .1%	25.6%
Birmingham, AL	27.1%	7.8%	14.7%
Mobile, AL	24.0%	4.7%	10.9%
Pensacola, FL	23.3%	7.0%	12.4%
Coastal Mississippi	23.3%	7.0%	14.7%
Jackson, MS	17.8%	7.0%	10.1%
Gulf Shores/Foley, AL	16.3%	3.1%	8.5%

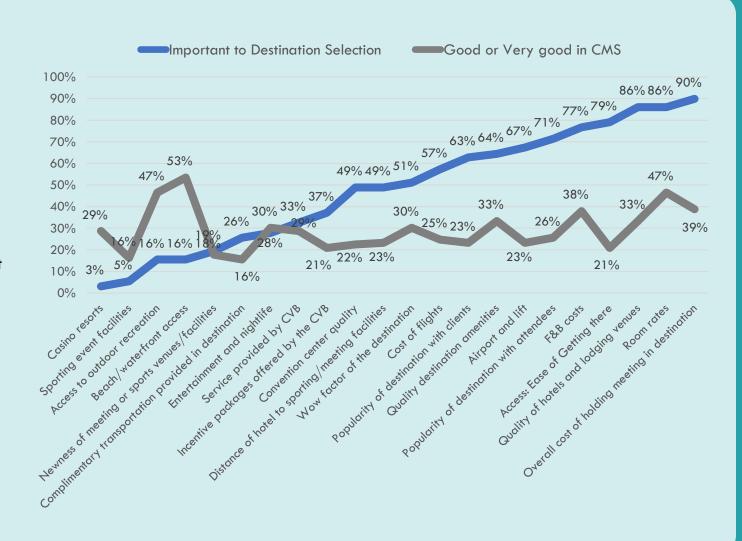
- Memphis in particular will be competitive to Coastal Mississippi for attracting association meetings. When asked which destination (of the competitive set) was most ideal for this meeting type, nearly half of Association Planners selected Memphis (47.3%). Only 8.5% selected Coastal MS, which also ranked behind Pensacola (15.5%), Mobile (10.1%) and Birmingham (9.3%).
- Coastal MS (18.6%) is perceived to be the best destination for SMERF meetings after Pensacola (24.8%) amongst Association Planners. Memphis ranks closely behind Coastal MS for this meeting type at 17.8%.

ASSOCIATION PLANNERS (CONTINUED)

How to Message to Them:

The most important attributes Association Planners consider when sourcing destinations are overall cost of holding a meeting in the destination, room rates, quality of hotels/venues, access/ease of getting to the destination, F&B costs, popularity with attendees, airport lift and quality destination amenities. Due to their high importance, these attributes should be prioritized in market messaging.

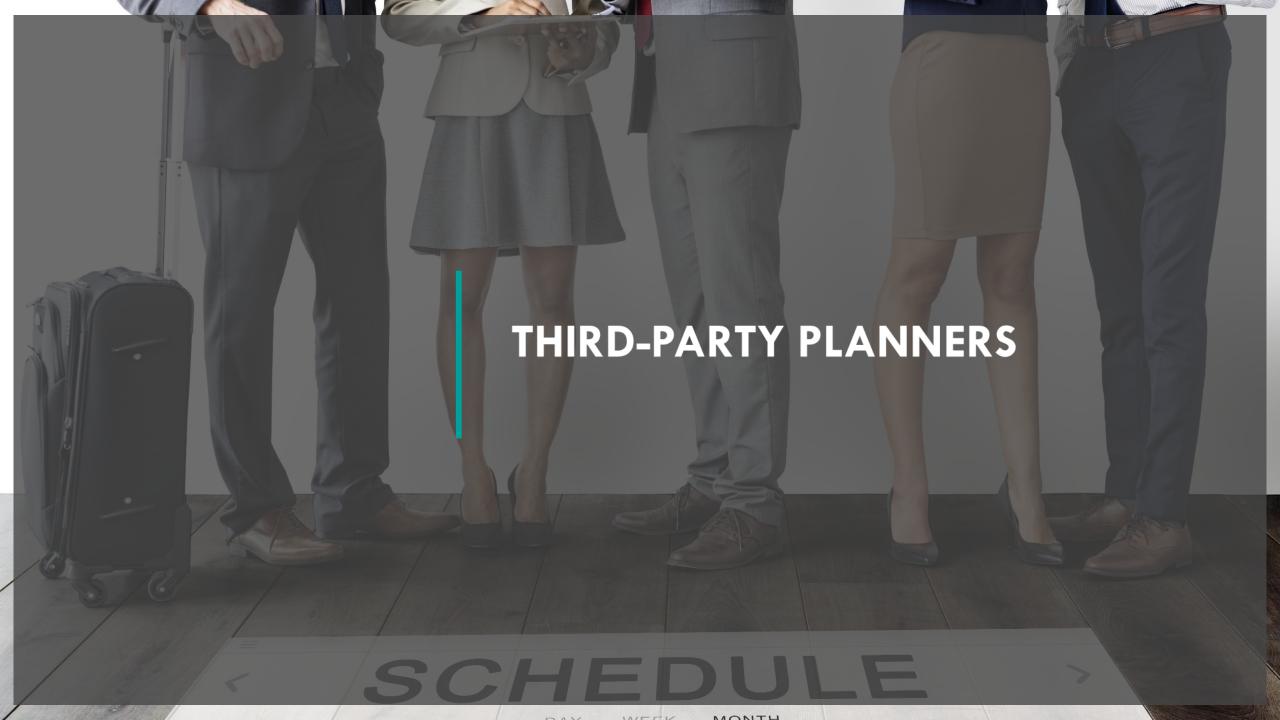
Casino resorts, sporting event facilities, access to outdoor recreation, waterfront access and newness of meeting venues/facilities are among the least important attributes Association Planners consider and do not need to be prioritized in the positioning of Coastal MS as a meetings destination.



ASSOCIATION PLANNERS (CONTINUED)

How to Reach Them:

- When it comes to researching destinations to hold meetings, Association Planners are most likely to turn to general internet searches, contacts at CVBs, websites of CVBs and hotel corporate sales offices. Secondary research resources include meeting planner guides published by CVBs,
 CVB hosted events and hotel local sales offices.
- Digital marketing materials, incentive packages and welcome signage for attendees are Coastal Mississippi's CVB services Association Planners are most likely to use if planning a meeting in the destination. They are also more likely than other planners to seek out personalized hotel selection assistance from the CVB.
- Similar to all meeting planners, approximately two-thirds of association planners prefer to be solicited by the Coastal Mississippi sales team via Email arranging further contact. The second preferred method is by way of contact at tradeshows and exhibitions, followed by U.S. mail.
- Association Planners distribute their RFPs directly through hotels or Convention & Visitors Bureaus when soliciting quotes for upcoming events.



THIRD-PARTY PLANNERS

About this Segment:

- Third-Party Meeting Planners surveyed plan for a variety of groups, but most commonly for private sector businesses, national associations, state associations, non-profits, regional associations and incentive.
- They are more likely than their counterparts to have experience in planning meetings for every type of industry, especially in the educational, health/medical, financial, athletic and scientific sector.
- On average they plan 13.9 meetings per year. In terms of meeting sizes, they largely plan smaller meetings (77.8% plan 10-200 PRN and 53.7% plan meetings with 201-500 PRN), however Third-Party Planners are more likely than Corporate or Association Planners to plan events with 501-100 PRN (24.1%) and 1,000+ PRN (17.6%).
- Third-Party Planners are the most likely (compared to Corporate and Association Planners) to say they will consider holding a live event between now and Q1 of 2021 (29.6%). However a majority are still looking to later in 2021. A third (33.3%) are looking to Q2 of 2021 and 37.0% are looking to the second half of 2021 or beyond.
- They are also the most likely to use/source convention centers. 85.2% say they typically (21.3%) or sometimes (63.9%) source these venues for their meetings/events. Not having a Convention Center with an attached resort/hotel has the least negative impact on Third-Party Planners' likelihood to source Coastal MS with 35.9% stating they would be still be likely to source the destination given complimentary in-market transportation is provided. Only 21.7% percent of Third-Party Planners who source convention centers say they are unlikely to source Coastal MS due to the lack of a host hotel being attached to the convention center.

THIRD PARTY PLANNERS

Competitive Situation:

- One-third (34.0%) of Third-Party Planners have previously sourced Coastal Mississippi for a program—the highest of any meeting planner segment, but only 10.2% have used the destination in the last 5 years. Looking ahead, 16.7% of this segment says they are likely or very likely to source Coastal MS for a program in the next 5 years.
- Coastal MS faces significant competition from regional destinations in attracting
 meetings business from Third-Party Planners. Memphis and Pensacola in particular are
 poised to be sourced most by this audience in the next 5 years. Meanwhile just under
 one-in-five Third-Party Planners say they are also likely to source Birmingham, Mobile
 and Coastal Mississippi.

	Familiar or			
	Very Familiar		Likely to	
	with	Sourced in	Source Next 5	
	Destination	Past 5 Years	Years	
Memphis, TN	53.7%	25.0%	37.0%	
Birmingham, AL	41.7%	20.4%	18.5%	
Pensacola, FL	33.3%	11.1%	22.2%	
Mobile, AL	30.6%	11.1%	18.5%	
Coastal Mississippi	27.8 %	10.2%	16.7%	
Jackson, MS	19.4%	8.3%	5.6%	
Gulf Shores/Foley, AL	16.7%	5.6%	12.0%	

- Memphis, Birmingham and Pensacola will be most competitive to Coastal Mississippi for attracting association and corporate meetings. When asked
 which destination (of the competitive set) was most ideal for these meeting types, these three competitors outpaced Coastal MS.
- Of the meeting types tested, Coastal MS was more commonly perceived to be the best destination for Incentive (18.5%) and SMERF (14.8%).

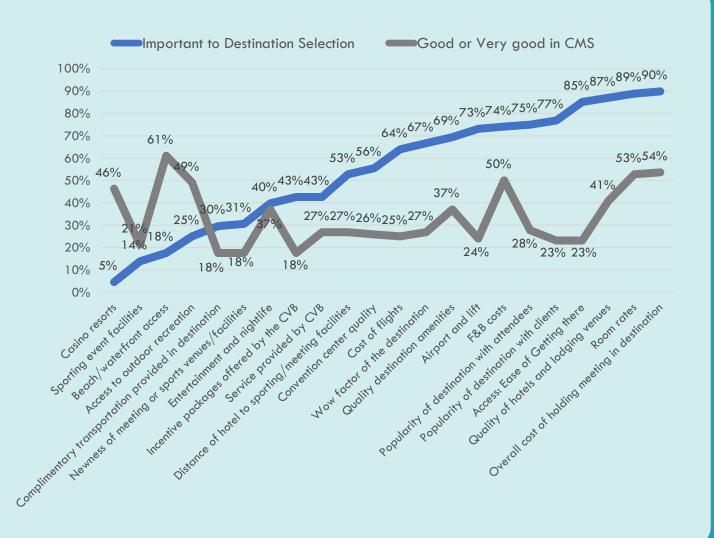
 Pensacola, Memphis and Gulf Shores will be Coastal MS's main competitors for incentive business while Pensacola, Memphis and Birmingham will be the biggest competitors for SMERF business.

THIRD PARTY PLANNERS (CONTINUED)

How to Message to Them:

The most important attributes Third-Party Planners consider when sourcing destinations are overall cost of holding a meeting in the destination, room rates, quality of hotels/venues, access/ease of getting to the destination, popularity with clients and attendees, F&B costs, airport lift and quality destination amenities. Due to their high importance, these attributes should be prioritized in market messaging.

Additionally, when determining the destination in which to hold a meeting, Third-Party planners place a higher level of importance than other planners on the popularity of the destination and the wow factor.



THIRD PARTY PLANNERS (CONTINUED)

How to Message to Them: (Continued)

- A vast majority of Third-Party Planners feel that Coastal Mississippi is ideal for mid-sized meetings with under 500 peak room nights and the meeting types they feel the destination is most ideal for include organizational retreats, annual meetings, reunion events and business or board meetings.
- Digital marketing materials, welcome signage for attendees, incentive packages, dedicated destination experts on staff and printed destination guidebooks for attendees are the Coastal Mississippi CVB services Third-Party Planners would most likely use if planning a meeting in the destination.

How to Reach Them:

- When it comes to researching destinations to hold meetings, Third-Party Planners are most likely to turn to general internet searches, contacts at CVBs, meeting planner guides published by CVBs and CVB hosted events. Just under half of this segment also utilizes CVB websites, hotel corporate sales offices and CVENT.
- As is the case with Corporate and Association Planners, Third-Party Planners prefer to be solicited by email or through contact at tradeshows and exhibitions. Nearly a quarter are also open to be contacted by the Coastal Mississippi sales team via U.S. mail.
- In total, over half of Third-Party Planners typically distribute RFPs through DMOs and an additional 44.4% go directly to hotels and CVENT each.



SPORTS PLANNERS

About this Segment:

- Nearly half (46.6%) of the Sports Planners surveyed were Third-Party Planners while 10.2% were Association Planners and 11.4% said they primarily plan sporting events.
- These Sports Planners plan an average of 14.6 events annually. However, a third (34.1%) of this group are higher frequency planners, planning over 25 events each year.
- The most common sporting events they plan include golf, basketball, baseball, soccer, volleyball, dace, football, running and softball.
- While 15.9% of this segment feels comfortable hosting live events in the remainder of 2020, 44.3% are looking to the first half of 2021 to resume live events and 35.2% appear to be waiting to the second half of next year.

Competitive Situation:

- Sports planners are most familiar with Memphis, TN (51.1%), Birmingham, AL (37.5%) and Pensacola, FL (33.0%) as places for meetings and events. Unsurprisingly these are the same destinations they have most commonly sourced for events in the past five years (see table at right).
- In comparison, just 11.4% have sourced Coastal Mississippi for an event since 2015 and 26.1% considers themselves familiar with the destination.
- Memphis and Pensacola appear to be Coastal Mississippi's biggest regional competitors for sporting event business. When asked which destination (amongst the competitive set) was best for sports events/tournaments about a quarter selected Memphis (27.3%) or Pensacola (25.0%). In comparison, 11.4% selected Coastal MS.

	Familiar or	
	Very familiar	Sourced
	with	Destination in
Destinations Tested	Destination	Past 5 Years
Memphis, TN	51.1%	25.0%
Birmingham, AL	37.5%	26.1%
Pensacola, FL	33.0%	13.6%
Mobile, AL	28.4%	12.5%
Coastal Mississippi (Biloxi-Gulfport Area)	26.1%	11.4%
Gulf Shores/Foley, AL	25.0%	10.2%
Jackson, MS	17.0%	9.1%

SPORTS PLANNERS (CONTINUED)

How to Message to Them:

- Similar to the typical meeting planner (across all segments), the most important destination attributes Sports Planners consider when sourcing destinations include overall cost of holding a meeting in the destination room rates, quality of hotels/venues, access/ease of getting to the destination, quality destination amenities such as restaurants and entertainment, F&B costs and popularity of the destination with both attendees and decision makers. These attributes should be highlighted in market messaging to increase consideration of Coastal Mississippi.
- When asked which sports groups Coastal MS is ideal for, over half of Sports Planners felt the destination was most fitting for youth, amateur and college sports.
- Regional tournaments are considered most ideal for Coastal MS followed by state tournaments.
 The destination is perceived to be less ideal for national and international tournaments/events.
- The sporting event types considered the best fit for the destination include fishing, beach volleyball, baseball, golf, softball, water skiing, soccer, swimming and volleyball.

Ideal Type of Sporting Groups for CMS

Youth Sports - 68.2%

Amateur Sports - 54.5%

College Sports - 51.1%

Professional Sports - 8.0%

Ideal Tournament Types for CMS

Regional - 87.5%

State - 61.4%

National - 23.9%

International - 4.5%

SPORTS PLANNERS (CONTINUED)

How to Message to Them: (continued)

• The top deterrents to sourcing Coastal MS amongst Sports Planners are a lack of knowledge about the destination in general and a lack of knowledge about the facilities. Secondary to these are the perception that it is not a popular destination for their attendees and the perception that it lacks "wow factor." Outreach efforts to these planners to increase their awareness and familiarity with the destination should again prioritize information that positions Coastal MS as an accessible, affordable but also desirable destination with quality lodging options, venues and destination amenities.

How to Reach Them:

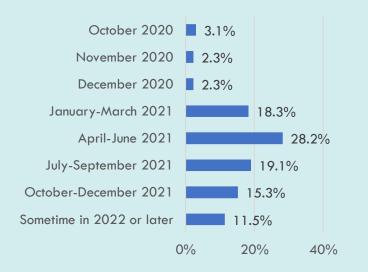
- These Sports Planners rely heavily on CVB resources for destination research. In addition to the use of general internet searches, their own experience planning meetings, word of mouth advice from colleagues and CVENT, the other top resources they turn to for researching meetings destinations include a contact at the CVB, meeting planner guides published by CVBs, CVB hosted events and CVB websites.
- No different than typical event planners, Sports Planners generally prefer to be solicited by email to arrange further contact (68.2%). In addition, just under half (45.5%) are open to be solicited at tradeshows and exhibitions. Just 15.9% say they plan to attend such events immediately and 13.6% are looking to Q1 of 2021. Meanwhile, 25.0% plan to attend industry events in Q2 of 2021, 19.3% are looking to Q3 of 2021 and 26.1% are looking to Q4 of 2021 or later.



About this Segment:

- Meeting planners who source in the southern region of the U.S. were much likelier to be Association meeting professionals (35.9%), while one-quarter were corporate meeting planners (25.2%) and 17.6% were Third-Party Planners. Nearly one-in-five (18.3%) say they typically use a convention center for the meetings/events they plan and an additional 53.4% say they sometimes source such venues. On average, this segment plans 9.5 meetings/events annually, slightly lower than those who source destinations in the West (10.2), Midwest (11.2), Northeast (9.6) or nationally (16.2). About one-third have planned a meeting in Coastal MS previously (32.8%).
- The groups they most typically plan for include corporate, regional/state/national associations, non-profits, hobby organizations and reunions. Additionally, the sectors they have the most experience in include educational, health/medical, government, sports, advertising, consumer products and religious. The most typical event types planned by this segment are annual meetings, organizational retreat, business/board meetings, educational meetings and conventions.
- It is much more common for this segment to plan smaller meetings that are between 10-200 room nights on peak (68.7%). In addition 39.7% typically plan programs with 201-500 nights on peak, while only 13.0% plan programs with 501-1,000 peak room nights and 5.3% plan programs with 1,000+ peak room nights.
- As shown in the chart at right, very few of this segment anticipates holding live events again in the remainder of 2020 (7.6%) and only 18.3% are looking to Q1 of 2021. The largest proportion (28.2%) is currently looking to Q2 of next year to host in-person meetings again.

When They Anticipate Holding Live Events Again



Competitive Situation:

- Of destinations tested, planners who source in the south by far have the highest levels of familiarity with Memphis as a meetings destination followed by Pensacola and Coastal Mississippi. While familiarity with Memphis is significantly higher, these planners were only slightly more likely to have sourced it for a meeting/event in the past 5 years compared to Coastal MS (18.3% vs. 16.0%, respectively).
- However, Coastal MS still faces significant competition from these regional competitors for attracting meetings business in the next 5 years. When asked how likely these planners are to source the competitive set tested, Memphis appears to be the most likely followed closely by Coastal MS, Pensacola Birmingham, Mobile and Gulf Shores.

Coastal MS vs. Regional Competitors

			Likely or
	Familiar or		Extremely
	Very familiar		likely to
	with	Sourced in	Source in Next
	Destination	Past 5 Years	5 Years
Memphis, TN	52.7%	18.3%	32.1%
Pensacola, FL	38.2%	12.2%	25.2%
Coastal Mississippi	37.4 %	16.0%	26.7 %
Birmingham, AL	36.6%	10.7%	22.1%
Mobile, AL	34.4%	7.6%	22.1%
Gulf Shores/Foley, AL	29.8%	7.6%	21.4%
Jackson, MS	29.0%	9.2%	16.8%

Competitive Situation:

- These planners were most likely to consider Coastal Mississippi to be the best fit (amongst the regional competitors tested) for Incentive meetings after Pensacola. However, for all other meeting types tested Coastal MS was most often middle-of-the pack, ranking behind Memphis and Pensacola.
- Given that Association Planners make up the largest proportion of planners who source in the south, it will be key to position Coastal MS as an ideal destination for association groups—affordable with quality lodging and easily accessible.

Best for Incentive Meeting	gs
Pensacola, FL	27.5%
Coastal Mississippi	22.9%
Gulf Shores/Foley, AL	21.4%
Memphis, TN	16.0%
Birmingham, AL	5.3%
Mobile, AL	3.8%
Jackson, MS	3.1%

Best for Association Meetings						
Memphis, TN 29.8%						
Pensacola, FL	16.0%					
Gulf Shores/Foley, AL	14.5%					
Birmingham, AL	13.7%					
Coastal Mississippi	12.2%					
Mobile, AL	9.2%					
Jackson, MS	4.6%					

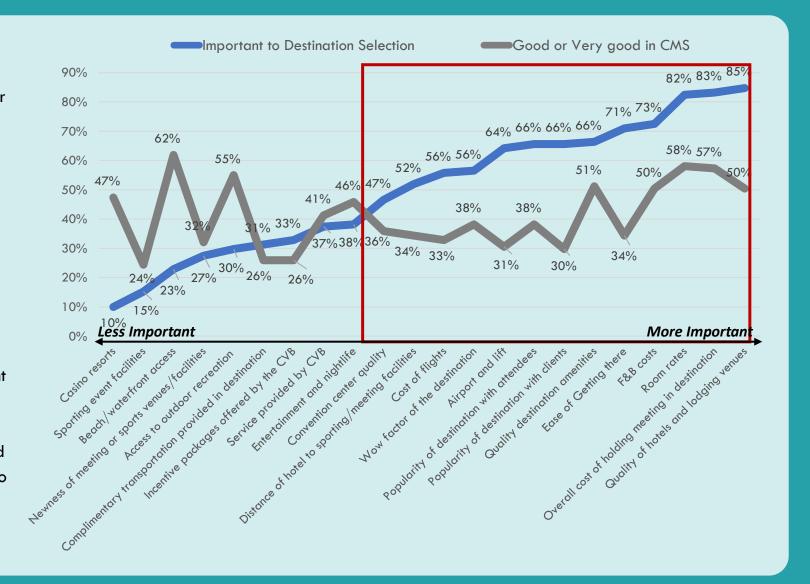
Best for Corporate Meeting	gs
Memphis, TN	35.1%
Pensacola, FL	19.8%
Birmingham, AL	13.7%
Coastal Mississippi	9.2%
Gulf Shores/Foley, AL	8.4%
Mobile, AL	6.9%
Jackson, MS	6.9%

Best for SMERF Meetings						
Pensacola, FL	22.9%					
Memphis, TN	19.8%					
Coastal Mississippi	14.5%					
Gulf Shores/Foley, AL	13.7%					
Birmingham, AL	13.0%					
Mobile, AL	8.4%					
Jackson, MS	7.6%					

How to Message to Them:

The most important attributes these planners consider when sourcing destinations are quality of hotels/venues, overall cost of holding a meeting in the destination, room rates, F&B costs, access/ease of getting to the destination, quality destination amenities, popularity of the destination with clients and attendees and airport lift. Due to their high importance, these attributes should be prioritized in market messaging.

Far fewer planners rated the most important destination attributes they consider (towards the right side of the chart) to be "good" or "very good" in Coastal MS, but this is largely due to lower familiarity with the destination—reiterating the need to educate planners about these specific attributes to increase their consideration of the destination for future programs.



How to Message to Them:

• When asked what their five most likely impediments would be to selecting Coastal Mississippi as a place for their meetings/events the top reasons were not knowing enough about the destination, popularity of destination with attendees, the perception that it is too difficult to travel to, a lack of knowledge about the facilities and the perception that it lacks "wow factor." A campaign to increase awareness and familiarity with the destination amongst meeting planners and convention attendees is necessary but also positioning Coastal MS as an accessible destination with a desirable leisure brand will also help to overcome these barriers.

How to Reach Them:

- Email to arrange further contact (67.9%) is the preferred solicitation method followed by contact at tradeshows (30.5%)
- In addition to the use of general internet searches, their own experience planning meetings and word of mouth advice from colleagues, these planners often turn to CVB resources and hotel sales offices for destination research including a contact at the CVB, CVB websites, meeting planner guides published by CVBs, hotel local sales offices and hotel corporate sales offices.



About these Segments:

- Corporate and Independent Planners plan meetings/events with higher frequency. Meanwhile, Association Planners comparatively plan less events annually.
- Low Frequency Planners are much less likely to use convention centers for the meetings/event they plan (66.7% say they use them) compared to Medium and High Frequency Planners (both at 81.0%).
- Low and Medium Frequency Planners make up the largest share of planners who source meetings/events in the Southern region (42.6% and 39.7%, respectively).
- High Frequency Planners more commonly have experience planning for the financial, software/technology, agriculture and pharmaceutical industries compared to Medium and Low Frequency Planners.
- High Frequency Planners are much likelier to plan larger programs with 501+ room nights on peak (see chart at right). In contrast, Low Frequency Planners most commonly plan small programs with 10-200 room nights on peak.

Meeting Planner Type	High Frequency Planner (16+ programs per year)	Medium Frequency Planner (6-15 programs per year)	Frequency Planner (1-5 programs per year)
Association meeting professional	19.0%	37.1%	39.7%
Independent/Third-Party meeting professional	29.1%	26.7%	22.0%
Corporate meeting professional	36.1%	21.6%	13.5%
Government meeting professional	6.3%	3.4%	3.5%

Typical Meeting Size	High Frequency Planner	Medium Frequency Planner	Low Frequency Planner (1-5	
More than 1,000 Peak Room Nights	22.2%	9.5%	5.7%	
501-1,000 Peak Room Nights	31.0%	19.8%	7.8%	
201-500 Peak Room Nights	57.0%	56.0%	26.2%	
10-200 Peak Room Nights	69.0%	60.3%	76.6%	

(CONTINUED)

About these Segments: (continued)

- High, Medium and Low Frequency Planners alike, consider overall cost of holding meeting in destination, quality of lodging venues, room rates, and access/getting there to be of utmost importance when deciding where to host a meeting.
 However, their strategies differ in how they typically distribute RFPs.
- High Frequency Planners distribute nearly equally amongst CVENT (46.2%), directly to hotels (44.9%), CVBs (43.7%) and National hotel sales offices (43.7%). Medium Frequency Planners tend to distribute most often through CVBs (62.1%) and directly to hotels (58.6%), while Low Frequency Planners are more likely to distribute directly to hotels (58.9%) followed by a CVB (45.4%).
- Compared to Low Frequency Planners, High and Medium Frequency planners are more open to holding live events in the first quarter of 2021.

RFP Distribution Channels	High Frequency	Medium Frequency	Low Frequency
CVENT	46.2%	29.3%	12.8%
Directly to hotels	44.9%	58.6%	58.9%
CVB/ DMO	43.7%	62.1%	45.4%
National Sales Office of Hotel Brand(s)	43.7%	44.0%	24.1%
Third Party	21.5%	19.0%	22.0%
Other digital RFP distribution system	3.8%	6.9%	6.4%
Other	1.3%	2.6%	5.0%

(CONTINUED)

How to Message to Them:

- Top impediments to sourcing Coastal MS amongst High, Medium and Low Frequency planners were similar with not knowing enough about the destination or the facilities being key objections to overcome. However, Low Frequency Planners also consider Coastal MS being difficult to travel to as a top impediment whereas High and Medium Frequency Planners were more likely to consider the destination's popularity with their attendees to be a negatively impacting factor.
- When it comes to services offered by a CVB, all planners said digital marketing materials such as images, e-postcards and e-brochures would be of highest value. However, Low Frequency Planners are more likely to also seek out incentive packages compared to the High and Medium Frequency Planners.

Impediments for High Frequency Planners

- Don't' know enough about Coastal MS 53.2%
- Don't know enough about the facilities 50.0%
- Popularity of destination with attendees 46.2%

Impediments for Medium Frequency Planners

- Don't' know enough about Coastal MS 50.0%
- Popularity of destination with attendees 43.1%
- Don't know enough about the facilities 39.7%

<u>Impediments for Medium Frequency Planners</u>

- Don't' know enough about Coastal MS 50.4%
- It's too difficult to travel to 46.8%
- Don't know enough about the facilities 44.0%

(CONTINUED)

How to Reach Them:

- All planners most commonly use general internet searches and their own experience planning meetings when researching destinations to hold
 meetings/events. Interestingly, High and Medium Frequency planners are much likelier to also turn to CVB resources such as a contact at the CVB,
 CVB website and meeting planner guides published by CVBs compared to Low Frequency Planners. Additionally, High Frequency Planners are
 much likelier to utilize hotel corporate sales offices and CVENT for destination research compared to their counterparts.
- Across all three segments, email arranging further contact is the preferred solicitation method by Coastal MS's sales team followed by contact at tradeshows/exhibitions.
- In looking to when these planners will personally attend industry meetings/tradeshows/events again, High Frequency Planners are the likeliest to say they would attend such events now (15.2% vs. 6.9% for Medium and 8.5% for Low Frequency Planners)—however the majority are not anticipating attending industry events until Q2 of 2021 or later (75.3%). In contrast, a majority of Medium and Low Frequency planners appear to be pushing off industry events to the second half of 2021 or later (55.2% and 59.6%, respectively).



About these Segments:

- Planners who typically host 501 1,000 and 1000+ peak room nights have a higher tendency to have experience planning in the health/medical, financial, software/technology, sports, scientific/engineering and pharmaceutical industries.
- Additionally, planners in the 501 1,000 peak meeting room group are more inclined to source more types of meetings which include annual,
 educational, board, convention, networking, trade show, incentive and team building. Planners who host 1,000+ peak room nights are more likely to host sports, consumer shows and product reveal meetings.
- Compared to meeting planners in other peak room night segments, planners in the 1,000+ peak room nights segment consider overall cost of holding meeting in destination to be the most important factor when deciding where to host a meeting. Interestingly, those in the 1,000+ segment rated convention center quality (77.8%) and host hotel at convention center(70.4%) more important than the other peak room night segments.
 Alternatively, those in the 201-500 peak room night segment rated ease of getting to destination higher in importance compared to other segments.
- Meeting planners across all peak room night segments use various methods to distribute RFPs for their meetings. Planners in the 10-200 peak room segment distribute RFPs for meetings most often directly to hotels (55.1%), while planners in the 201-500 peak room nights group typically to distribute most often through the CVB (59.4%), directly to hotels (50.0%) and national sales offices (47.4%). Those in the 501, 1,000 peak room segment most typically share these RFPs with CVENT and planners with 1,000+ peak room nights distribute these mostly to CVBs (57.4%), followed by a national sales office (50.0%).

(CONTINUED)

Competitive Situation:

- Of the competitive set tested, Memphis and Birmingham were the most commonly sourced meetings destination in the past 5 years across all peak room night segments followed by Pensacola and Coastal Mississippi.
- Looking forward to the next 5 years, it appears that the 501-1000 peak room night (PRN) segment is the most likely to say they are likely or very likely to source Coastal Mississippi (20.5%) followed by the 201-500 PRN segment (16.1%).

				Likely to				
	Sourced in	Likely to Source	Sourced in	Source in Next	Sourced in	Likely to Source	Sourced in	Likely to Source in
	Past 5 Years	in Next 5 Years	Past 5 Years	5 Years	Past 5 Years	in Next 5 Years	Past 5 Years	Next 5 Years
	10-200 pea	k room nights	201-500 peal	k room nights	501-1,000 pe	eak room nights	More than 1,00	00 peak room nights
Memphis, TN	20.2%	28.6%	22.4%	35.4%	27.7%	44.6%	25.9%	33.3%
Birmingham, AL	14.6%	16.4%	20.8%	26.0%	28.9%	34.9%	25.9%	25.9%
Pensacola, FL	12.2%	20.6%	13.5%	21.9%	15.7%	26.5%	13.0%	18.5%
Coastal Mississippi	10.5%	14.3%	8.3%	16.1%	10.8%	20.5%	5.6%	14.8%
Jackson, MS	8.0%	8.4%	6.8%	12.0%	10.8%	13.3%	9.3%	7.4%
Mobile, AL	7.0%	13.2%	7.3%	16.1%	9.6%	16.9%	14.8%	18.5%
Gulf Shores/Foley, AL	5.9%	11.5%	5.7%	13.5%	8.4%	13.3%	7.4%	5.6%

(CONTINUED)

How to Message to Them:

- Across all peak room night segments, the most important attributes they consider when sourcing destinations are overall cost of holding a
 meeting in the destination, room rates, quality of hotels/venues, access/ease of getting to the destination and F&B costs. Communicating
 how hosting in Coastal MS is both cost effective and high in quality for its lodging and venue offerings will be successful in attracting meetings of
 various sizes.
- Not having a Convention Center with an attached resort/hotel is most impactful for the 1,000+ peak room night segment with 38.5% stating they would be unlikely to source Coastal MS for this reason. Meanwhile, this appears to be least impactful for those in the 201-500 peak room night segment with 30.4% saying they would still be likely or very likely to source Coastal MS despite a host hotel not being attached to the convention center, given complimentary in-market transportation is provided.

Question: The convention center is not attached to a hotel but the destination offers complimentary in-market transportation to offset this. How does this affect your consideration of Coastal Mississippi for the meetings and events you typically plan?

	10-200 peak	201-500 peak room nights	501-1,000 peak room nights	More than 1,000 peak room nights
Top 2 Box Score	24.5%	30.4%	28.4%	25.0%
Very likely to source	4.2%	4.4%	5.4%	3.8%
Likely to source	20.3%	25.9%	23.0%	21.2%
Neutral	46.2%	39.9%	48.6%	36.5%
Unlikely to source	15.6%	20.9%	14.9%	23.1%
Very unlikely to source	13.7%	8.9%	8.1%	15.4%
Bottom 2 Box Score	29.2%	29.7%	23.0%	38.5%

(CONTINUED)

How to Reach Them:

- Email was the preferred method of solicitation by the Coastal Mississippi CVB across all peak room night segments, with those in the 501-1,000 peak segment being most interested in receiving this type of solicitation (72.3%).
- When it comes to researching destinations to hold meetings, general internet search serves as the top resource for all peak room night segments, with those in the 10-200 peak room night segment using this method most frequently (67.6%). Planners who typically plan 1,000+ peak room nights are most likely to utilize a CVB, either via their website (59.3%) or by getting in touch with a contact at the organization (57.4%). Planners in the 501-1,000 peak segment are more apt to use CVENT (45.8%) compared to the other peak room night groups.

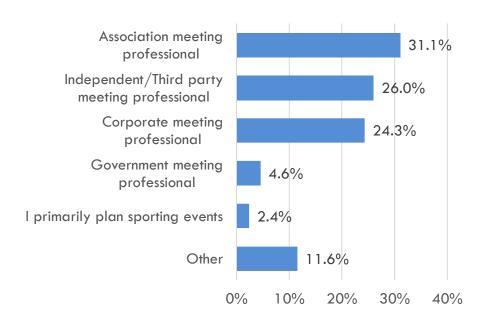




CURRENT ROLE IN THE MEETINGS INDUSTRY

Association, Third-Party and corporate planners are the most common types of meeting professionals represented within the survey sample. In total, 31.1 percent of respondents are currently association meeting professionals, while approximately a quarter are independent/Third-Party planners (26.0%) and corporate meeting professionals (24.3%).

Figure 1: Current Role in the Meetings Industry



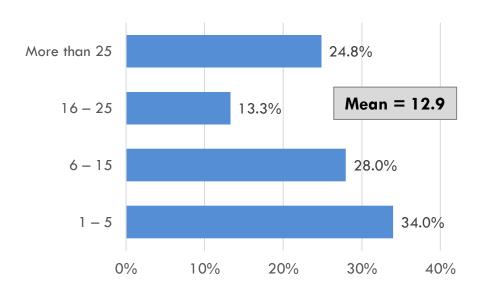
Question: Which of the following best describes your current role? (Select one) Base: All respondents. 415 responses.

	Familiar	Not familiar	High frequency	Medium frequency	Low frequency
Association meeting professional	31.6%	30.9%	19.0%	37.1%	39.7%
Independent/Third party meeting professional	31.6%	24.4%	29.1%	26.7%	22.0%
Corporate meeting professional	18.9%	25.9%	36.1%	21.6%	13.5%
Government meeting professional	5.3%	4.4%	6.3%	3.4%	3.5%
I primarily plan sporting events	3.2%	2.2%	2.5%	1.7%	2.8%
Other	9.5%	12.2%	7.0%	9.5%	18.4%
Base	95	320	158	116	141

NUMBER OF MEETINGS/EVENTS PLANNED PER YEAR

On average, meeting planners surveyed plan 12.9 meetings per year. Corporate and Sports Planners are the most likely to plan more than 25 meetings per year (36.6% and 34.1%, respectively), while association planners typically plan 1-5 meetings/events per year (43.4%). Those familiar with Coastal Mississippi plan an average of 12.0 meetings per year.

Figure 2: Number of Meetings/Events Planned Per Year



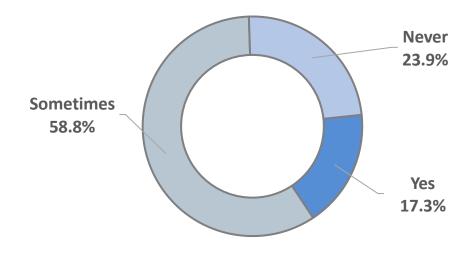
Question: How many meetings/events per year do you typically plan? (Select one) Base: All respondents. 415 responses.

	Corporate	Association	Third party	Sports	Familiar	Not familiar
More than 25	36.6%	13.2%	29.6%	34.1%	22.1%	25.6%
16 – 25	19.8%	10.1%	13.0%	12.5%	9.5%	14.4%
6 – 15	24.8%	33.3%	28.7%	25.0%	33.7%	26.3%
1 – 5	18.8%	43.4%	28.7%	28.4%	34.7%	33.8%
Mean	16.4	10.2	13.9	14.6	12.0	13.1
Base	101	129	108	88	95	320

Use of Convention Centers for Meetings and Events

About one-in-five meeting planners typically use convention centers for the events they plan (17.3%). The majority of meeting planners say they "sometimes" source convention centers for meetings and events they plan (58.8%). Third party planners are the most likely to source convention centers for their events (21.3%).

Figure 3: Use of Convention Centers for **Meetings and Events**



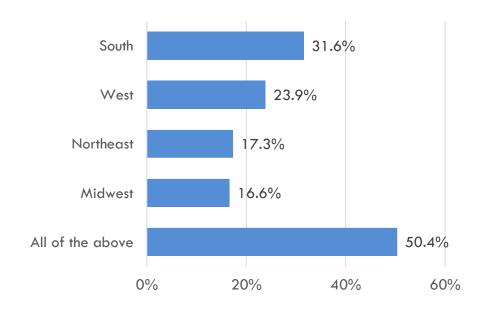
Question: Do you typically use/source convention centers for the meetings and events you plan? Base: All respondents. 415 responses.

	Corporate	Association	Third party	Sports	Familiar	Not familiar	High frequency	Medium frequency	Low frequency
Yes	18.8%	16.3%	21.3%	17.0%	25.3%	15.0%	16.5%	20.7%	15.6%
Sometimes	59.4%	61.2%	63.9%	62.5%	57.9%	59.1%	64.6%	60.3%	51.1%
Never	21.8%	22.5%	14.8%	20.5%	16.8%	25.9%	19.0%	19.0%	33.3%
Base	101	129	108	88	95	320	158	116	141

REGION OF MEETINGS/EVENT SITES

Half of all meeting planners surveyed source meetings and events in all four U.S. regions (50.4%). As expected, those most familiar with Coastal Mississippi source meetings in the Southern U.S. Relative to other regions of the U.S., the South is used more frequently by sports and association planners.

Figure 4: Region of Meetings/Event Sites



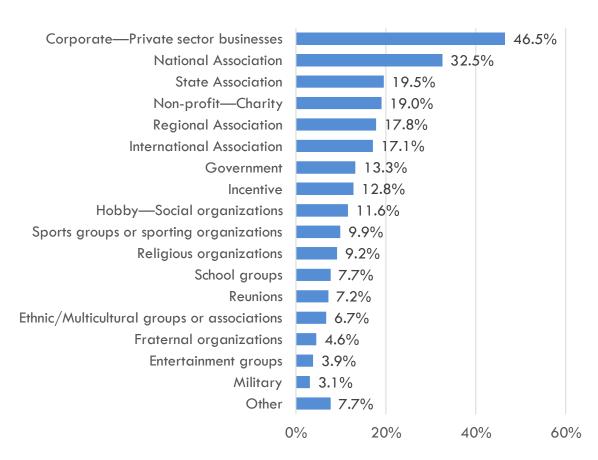
Question: Which region(s) of the U.S. do you source meetings/event sites within? (Select all that apply) Base: All respondents. 415 responses.

	Corporate	Association	Third party	Sports	Familiar	Not familiar	High frequency	Medium frequency	Low frequency
South	32.7%	36.4%	21.3%	25.0%	51.6%	25.6%	15.8%	39.7%	42.6%
West	31.7%	25.6%	13.0%	18.2%	23.2%	24.1%	14.6%	29.3%	29.8%
Northeast	25.7%	17.8%	11.1%	13.6%	18.9%	16.9%	7.6%	26.7%	20.6%
Midwest	24.8%	14.7%	12.0%	15.9%	22.1%	15.0%	12.7%	19.8%	18.4%
All of the above	49.5%	47.3%	63.9%	55.7%	45.3%	51.9%	72.2%	44.8%	30.5%
Base	101	129	108	88	95	320	158	116	141

GROUPS THEY PLAN MEETINGS FOR

Meeting planners surveyed plan for a variety of groups, with corporate/private sector businesses and national associations being the most common types of groups. Approximately one-in-five planners source meetings for state associations (19.5%), non-profits (19.0%), regional associations (17.8%) and/or international associations (17.1%). In total, 9.9 percent typically plan for sports organizations. Compared to other meeting planners, Third-Party planners (16.7%), planners familiar with Coastal Mississippi (13.7%) and high frequency planners (13.9%) are the likeliest to plan for sports groups.

Figure 5: Groups They Plan Meetings For



Question: Which types of these groups do you most typically plan meetings for? (Select all that apply) Base: All respondents. 415 responses.

GROUPS THEY PLAN MEETINGS FOR - BY PLANNER TYPE

Detail by Meeting Planner Type

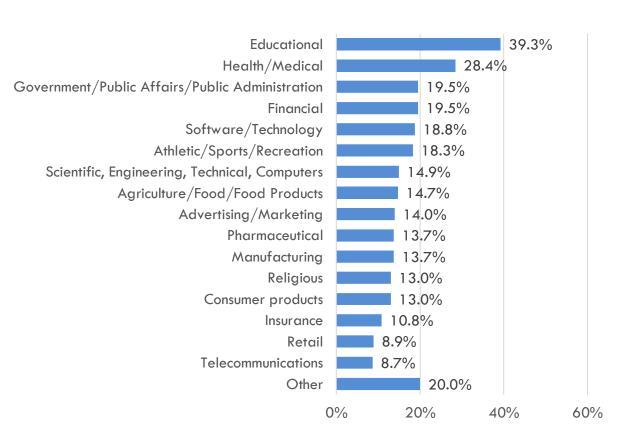
							High	Medium	Low
	Total	Corporate	Association	Third party	Familiar	Not familiar	frequency	frequency	frequency
Corporate—Private sector businesses	46.5%	93.1%	14.7%	63.9%	45.3%	46.9%	66.5%	44.0%	26.2%
National Association	32.5%	7.9%	49.6%	44.4%	26.3%	34.4%	36.1%	39.7%	22.7%
State Association	19.5%	5.0%	22.5%	33.3%	28.4%	16.9%	23.4%	20.7%	14.2%
Non-profit—Charity	17.8%	5.9%	1 <i>7</i> .1%	31.5%	23.2%	17.8%	19.6%	18.1%	19.1%
Regional Association	19.0%	4.0%	21.7%	30.6%	26.3%	15.3%	20.9%	19.8%	12.8%
International Association	17.1%	6.9%	23.3%	25.9%	13.7%	18.1%	22.8%	12.1%	14.9%
Government	13.3%	4.0%	5.4%	24.1%	14.7%	12.8%	20.3%	10.3%	7.8%
Incentive	12.8%	13.9%	2.3%	29.6%	12.6%	12.8%	18.4%	12.1%	7.1%
Hobby—Social organizations	11.6%	7.9%	5.4%	21.3%	10.5%	11.9%	13.9%	10.3%	9.9%
Sports groups or sporting organizations	9.9%	6.9%	1.6%	16.7%	13.7%	8.8%	13.9%	7.8%	7.1%
Religious organizations	9.2%	4.0%	1.6%	21.3%	11.6%	8.4%	10.8%	9.5%	7.1%
School groups	7.7%	1.0%	1.6%	18.5%	7.4%	7.8%	7.0%	4.3%	11.3%
Reunions	7.2%	1.0%	3.9%	14.8%	14.7%	5.0%	5.7%	5.2%	10.6%
Ethnic/Multicultural groups or associations	6.7%	0.0%	3.1%	17.6%	8.4%	6.3%	8.9%	6.9%	4.3%
Fraternal organizations	4.6%	1.0%	0.0%	14.8%	7.4%	3.8%	8.2%	0.0%	4.3%
Entertainment groups	3.9%	5.0%	0.8%	6.5%	4.2%	3.8%	5.7%	4.3%	1.4%
Military	3.1%	3.0%	2.3%	4.6%	3.2%	3.1%	3.8%	3.4%	2.1%
Other	7.7%	4.0%	6.2%	5.6%	9.5%	7.2%	8.2%	6.9%	7.8%
Base	415	101	129	108	95	320	158	116	141

Question: Which types of these groups do you most typically plan meetings for? (Select all that apply) Base: All respondents. 415 responses.

INDUSTRIES THEY PLAN MEETINGS FOR

Meeting planners have experience in a wide range of industries, with education and health/medical being the most prevalent. Third party planners are more likely than other types of planners to have experience planning meetings for the different industries tested, particularly in education (57.4%), health/medical (42.6%) and government (31.5%) industries.

Figure 6: Industries They Plan Meetings For



Question: Which of the following industries do you have experience planning meetings for or in? (Select all that apply) Base: All respondents. 415 responses.

Industries They Plan Meetings For - By Planner Type

Detail by Meeting Planner Type

	Total	Corporate	Association	Third party	Familiar	Not familiar	High frequency	Medium frequency	Low frequency
Educational	39.3%	16.8%	38.8%	57.4 %	40.0%	39.1%	36.1%	43.1%	39.7%
Health/Medical	28.4%	22.8%	31.0%	42.6 %	28.4%	28.4%	39.9%	29.3%	14.9%
Government/Public Affairs/Public Administration	19.5%	5.9%	15.5%	31.5%	17.9%	20.0%	24.1%	19.8%	14.2%
Financial	19.5%	21.8%	10.1%	38.0%	22.1%	18.8%	32.3%	23.3%	2.1%
Software/Technology	18.8%	25.7%	9.3%	32.4%	12.6%	20.6%	27.8%	19.0%	8.5%
Athletic/Sports/Recreation	18.3%	12.9%	6.2%	33.3%	22.1%	17.2%	22.2%	17.2%	14.9%
Scientific, Engineering, Technical, Computers	14.9%	7.9%	13.2%	27.8%	15.8%	14.7%	18.4%	18.1%	8.5%
Agriculture/Food/Food Products	14.7%	9.9%	7.8%	26.9%	14.7%	14.7%	22.8%	14.7%	5.7%
Advertising/Marketing	13.7%	11.9%	10.9%	21.3%	12.6%	14.4%	17.1%	15.5%	9.2%
Pharmaceutical	13.7%	14.9%	6.2%	28.7%	17.9%	12.5%	22.8%	15.5%	2.1%
Manufacturing	14.0%	17.8%	10.1%	21.3%	11.6%	14.4%	19.0%	14.7%	7.1%
Religious	13.0%	4.0%	4.7%	28.7%	15.8%	12.2%	16.5%	12.9%	9.2%
Consumer products	13.0%	14.9%	6.2%	24.1%	13.7%	12.8%	17.7%	16.4%	5.0%
Insurance	10.8%	14.9%	4.7%	18.5%	13.7%	10.0%	19.0%	9.5%	2.8%
Retail	8.9%	8.9%	3.1%	17.6%	7.4%	9.4%	13.9%	6.9%	5.0%
Telecommunications	8.7%	8.9%	6.2%	14.8%	6.3%	9.4%	13.3%	7.8%	4.3%
Other	20.0%	16.8%	27.9%	10.2%	21.1%	19.7%	17.7%	16.4%	25.5%
Base	415	101	129	108	95	320	158	116	141

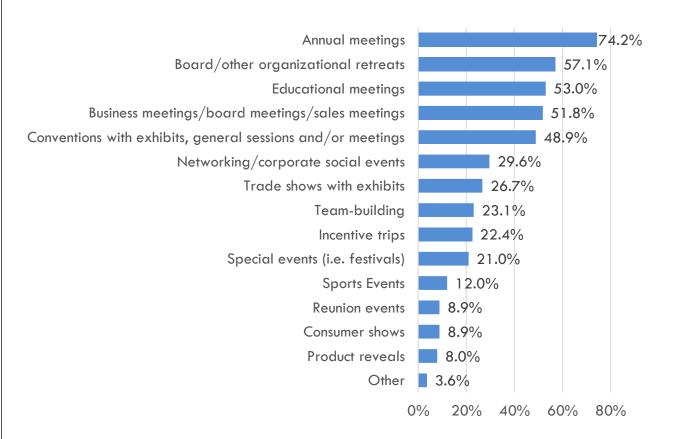
Question: Which of the following industries do you have experience planning meetings for or in? (Select all that apply) Base: All respondents. 415 responses.

TYPICAL MEETING TYPES

In addition to annual meetings, planners surveyed typically plan board/organizational retreats, educational meetings, business meetings and conventions. Planners familiar with Coastal Mississippi are more likely to plan consumer shows (15.8%) compared to other types of meeting planners, while Third-Party planners are the likeliest to plan sporting events (18.5%).

Full detail by meeting planner type is outlined on the following page.

Figure 7: Typical Meeting Types



Question: Which best describes the types of meetings/events you typically plan? (Select all that apply) Base: All respondents. 415 responses.

TYPICAL MEETING TYPES - BY PLANNER TYPE

Detail by Meeting Planner Type

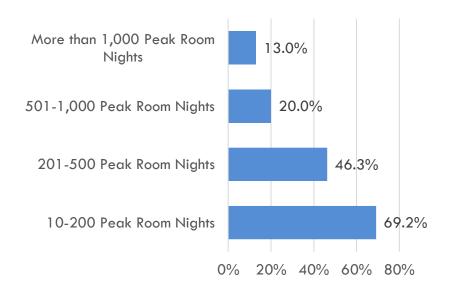
	Total	Componento	Association	Third name	Familiar	Not familiar	High	Medium	Low
Annual meetings	74.2%	75.2%	82.9%	75.0%	75.8%	73.8%	frequency 80.4%	frequency 77.6%	frequency 64.5%
Board/other organizational retreats	57.1%	52.5%	62.8%	65.7%	65.3%	54.7%	62.0%	68.1%	42.6%
Educational meetings	53.0%	46.5%	60.5%	59.3%	54.7%	52.5%	65.2%	57.8%	35.5%
Business meetings/board meetings/sales meetings	51.8%	62.4%	45.7%	65.7%	55.8%	50.6%	70.3%	50.0%	32.6%
Conventions with exhibits, general sessions and/or meetings	48.9%	41.6%	59.7%	60.2%	51.6%	48.1%	58.2%	53.4%	34.8%
Networking/corporate social events	29.6%	41.6%	26.4%	26.9%	29.5%	29.7%	41.1%	33.6%	13.5%
Trade shows with exhibits	26.7%	23.8%	22.5%	40.7%	24.2%	27.5%	35.4%	28.4%	15.6%
Team-building	22.4%	40.6%	8.5%	26.9%	18.9%	24.4%	34.2%	16.4%	16.3%
Incentive trips	23.1%	29.7%	3.9%	45.4%	27.4%	20.9%	32.3%	22.4%	11.3%
Special events (i.e. festivals)	21.0%	16.8%	15.5%	25.9%	16.8%	22.2%	20.3%	25.9%	17.7%
Sports Events	12.0%	7.9%	3.9%	18.5%	13.7%	11.6%	16.5%	7.8%	10.6%
Reunion events	8.9%	2.0%	4.7%	15.7%	13.7%	7.5%	8.9%	4.3%	12.8%
Consumer shows	8.9%	10.9%	5.4%	13.0%	15.8%	6.9%	11.4%	12.1%	3.5%
Product reveals	8.0%	9.9%	1.6%	16.7%	8.4%	7.8%	13.9%	6.9%	2.1%
Other	3.6%	3.0%	0.0%	4.6%	6.3%	2.8%	5.7%	0.9%	3.5%
Base	415	101	129	108	95	320	158	116	141

Question: Which best describes the types of meetings/events you typically plan? (Select all that apply) Base: All respondents. 415 responses.

TYPICAL MEETINGS/EVENTS SIZE IN PEAK ROOM NIGHTS

Meeting planners typically plan events under 200 peak room nights in size (69.2%). Meanwhile, events with 1,000 or more peak room nights are less common (13.0%). However, High Frequency, Sports and Third-Party Planners are the most likely to plan events of 1,000 or more peak room nights.

Figure 8: Typical Meetings/Events Size in Peak **Room Nights**



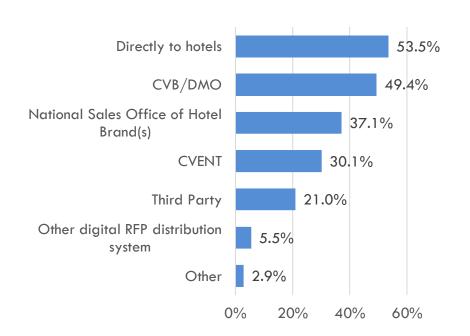
Question: Based on your peak room night, how large are the meetings/events you typically plan? (Select all that apply) Base: All respondents. 415 responses.

	Corporate	Association	Third party	Sports	Familiar	Not familiar	High frequency	Medium frequency	Low frequency
More than 1,000 Peak Room Nights	13.9%	13.2%	17.6%	18.2%	10.5%	13.8%	22.2%	9.5%	5.7%
501-1,000 Peak Room Nights	23.8%	22.5%	24.1%	30.7%	26.3%	18.1%	31.0%	19.8%	7.8%
201-500 Peak Room Nights	50.5%	48.1%	53.7%	44.3%	51.6%	44.7%	57.0%	56.0%	26.2%
10-200 Peak Room Nights	65.3%	58.9%	77.8%	72.7%	67.4%	69.7%	69.0%	60.3%	76.6%
Base	101	129	108	88	95	320	158	116	141

RFP DISTRIBUTION CHANNELS

Meeting planners typically distribute their RFPs directly to hotels (53.5%) and CVBs (49.4%). Nearly two-thirds of meeting planners familiar with Coastal Mississippi (63.2%) and medium frequency planners (62.1%) distribute their RFPs through CVBs. Meanwhile, over half of Association (57.4%), Third-Party (54.6%) and Sports Planners (54.5%) typically distribute RFPs through CVBs.

Figure 9: RFP Distribution Channels



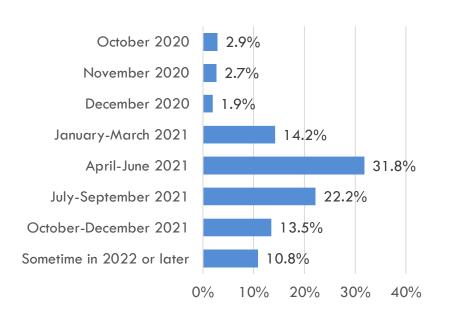
Question: Through which channels do you typically distribute your RFPs for your meetings? (Select all that apply) Base: All respondents. 415 responses.

			Third			Not	High	Medium	Low
	Corporate	Association	party	Sports	Familiar	familiar	frequency	frequency	frequency
Directly to hotels	52.5%	57.4%	44.4%	44.3%	51.6%	54.1%	44.9%	58.6%	58.9%
CVB/DMO	35.6%	57.4 %	54.6%	54.5%	63.2%	45.3%	43.7%	62.1 %	45.4%
National Sales Office of Hotel Brand(s)	36.6%	42.6%	39.8%	31.8%	45.3%	34.7%	43.7%	44.0%	24.1%
CVENT	42.6%	17.8%	44.4%	29.5%	37.9%	27.8%	46.2%	29.3%	12.8%
Third Party	22.8%	23.3%	20.4%	23.9%	22.1%	20.6%	21.5%	19.0%	22.0%
Other digital RFP distribution system	6.9%	4.7%	5.6%	5.7%	4.2%	5.9%	3.8%	6.9%	6.4%
Other	2.0%	0.8%	1.9%	1.1%	3.2%	2.8%	1.3%	2.6%	5.0%
Base	101	129	108	88	95	320	158	116	141

EXPECTED RETURN TO LIVE EVENTS

Meeting planners are primarily looking into 2021 to start holding live events again. Third party planners and Sports Planners are more likely than their counterparts to start holding events between January - March 2021.

Figure 10: Expected Return to Live Events



Question: Which month would you say is the soonest you will consider holding live events again? (Select one) Base: All respondents. 415 responses.

	Cornorate	Association	Third party	Sports	Familiar	Not familiar	High frequency	Medium frequency	Low frequency
October 2020	2.0%	3.9%	1.9%	6.8%	2.1%	3.1%	5.1%	1.7%	1.4%
November 2020	2.0%	0.0%	5.6%	5.7%	6.3%	1.6%	5.7%	0.0%	1.4%
December 2020	1.0%	1.6%	1.9%	3.4%	3.2%	1.6%	1.3%	3.4%	1.4%
January – March 2021	10.9%	12.4%	20.4%	20.5%	17.9%	13.1%	15.2%	15.5%	12.1%
April – June 2021	33.7%	32.6%	33.3%	23.9%	31.6%	31.9%	31.0%	38.8%	27.0%
July – September 2021	27.7%	27.1%	14.8%	21.6%	16.8%	23.8%	21.5%	23.3%	22.0%
October - December 2021	12.9%	12.4%	12.0%	13.6%	13.7%	13.4%	12.7%	12.1%	15.6%
Sometime in 2022 or later	9.9%	10.1%	10.2%	4.5%	8.4%	11.6%	7.6%	5.2%	19.1%
Base	101	129	108	88	95	320	158	116	141

EXPECTED RETURN TO ATTENDING INDUSTRY EVENTS

Meeting planners are starting to personally attend industry events—with Third-Party planners being the likeliest to immediately attend such events (19.4%). However, as is the case with holding their first live meeting, the majority of meeting planners expect to personally attend their first industry event in April 2021 or later.

Figure 11: Expected Return to Attending Events



Question: When do you plan on attending industry meetings/tradeshows/ events personally? (Select one) Base: All respondents. 415 responses.

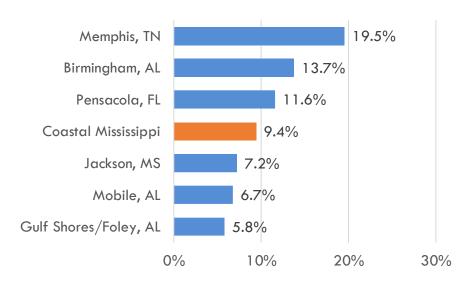
	Corporate	Association	Third party	Sports	Familiar	Not familiar	High frequency	Medium frequency	Low frequency
Immediately	6.9%	7.8%	19.4%	15.9%	17.9%	8.4%	15.2%	6.9%	8.5%
January-March 2021	9.9%	12.4%	16.7%	13.6%	11.6%	11.6%	9.5%	16.4%	9.9%
April-June 2021	20.8%	23.3%	26.9%	25.0%	25.3%	23.8%	27.8%	21.6%	22.0%
July-September 2021	23.8%	22.5%	16.7%	19.3%	21.1%	19.7%	22.2%	20.7%	17.0%
October-December 2021	18.8%	16.3%	8.3%	12.5%	15.8%	14.1%	8.2%	18.1%	18.4%
Sometime in 2022 or later	19.8%	17.8%	12.0%	13.6%	8.4%	22.5%	17.1%	16.4%	24.1%
Base	101	129	108	88	95	320	158	116	141

COMPETITIVE SITUATION

MEETINGS/EVENTS DESTINATIONS IN THE PAST FIVE YEARS

Of the competitive destinations tested, Memphis (19.5%), Birmingham (13.7%) and/or Pensacola (11.6%) were the most used for an event in the past five years. Approximately 10 percent of planners surveyed held a meeting in the Coastal Mississippi area in the last five years (9.4%).

Figure 12: Meetings/Events Destinations in the **Past Five Years**



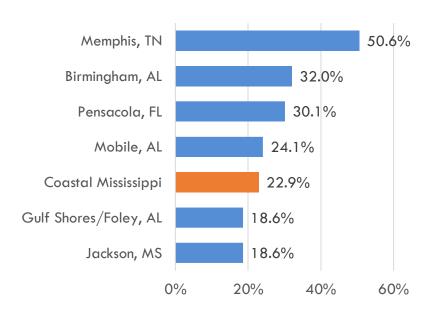
Question: In the PAST FIVE (5) YEARS, in which of these destinations have you planned a meeting or event? (Select all that apply) Base: All respondents. 415 responses.

			Third			Not	High	Medium	Low
	Corporate	Association	party	Sports	Familiar	familiar	frequency	frequency	frequency
Memphis, TN	20.8%	17.1%	25.0%	25.0%	29.5%	16.6%	33.5%	14.7%	7.8%
Birmingham, AL	14.9%	7.8%	20.4%	26.1%	18.9%	12.2%	22.2%	12.1%	5.7%
Pensacola, FL	20.8%	7.0%	11.1%	13.6%	24.2%	7.8%	16.5%	12.9%	5.0%
Coastal Mississippi	7.9 %	7.0%	10.2%	11.4%	32.6%	2.5%	8.9%	12.1%	7.8%
Jackson, MS	7.9%	7.0%	8.3%	9.1%	21.1%	3.1%	9.5%	6.0%	5.7%
Mobile, AL	5.0%	4.7%	11.1%	12.5%	16.8%	3.8%	11.4%	4.3%	3.5%
Gulf Shores /Foley, AL	6.9%	3.1%	5.6%	10.2%	15.8%	2.8%	6.3%	3.4%	7.1%
Base	101	129	108	88	95	320	158	116	141

FAMILIARITY WITH MEETINGS/EVENTS DESTINATIONS

Approximately one-quarter of planners are familiar with Coastal Mississippi as a meetings destination. However, planners reported higher levels of familiarity with the other destinations tested—including Memphis, Birmingham, Pensacola and Mobile—demonstrating an opportunity to boost levels of familiarity with Coastal Mississippi. Third party and Sports Planners are the most familiar with Coastal Mississippi (27.8% and 26.1%, respectively).

Figure 13: Familiarity with Meetings/Events Destinations (Top-Two Box Score--% Rating Each as "Familiar" or "Very familiar")



Question: Now rate each destination for each attribute following using the 5point scales provided. Your personal familiarity with the destination as a meetings/event destination. Base: All respondents. 415 responses.

Detail by Meeting Planner Type

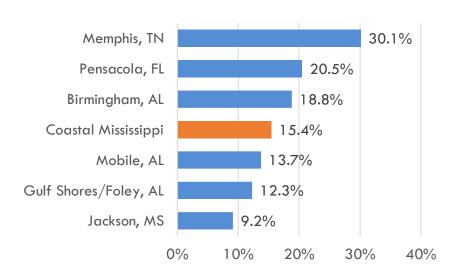
(Top-Two Box Score--% Rating Each as "Familiar" or "Very familiar")

	Corporate	Association	Third party	Sports	High frequency	Medium frequency	Low frequency
Memphis, TN	49.5%	49.6%	53.7%	51.1%	59.5%	48.3%	42.6%
Birmingham, AL	28.7%	27.1%	41.7%	37.5%	36.1%	28.4%	30.5%
Pensacola, FL	35.6%	23.3%	33.3%	33.0%	31.6%	32.8%	26.2%
Mobile, AL	16.8%	24.0%	30.6%	28.4%	25.3%	22.4%	24.1%
Coastal Mississippi	17.8%	23.3%	27.8%	26.1%	19.0%	27.6%	23.4%
Gulf Shores /Foley, AL	23.8%	16.3%	16.7%	25.0%	16.5%	19.8%	19.9%
Jackson, MS	19.8%	17.8%	19.4%	17.0%	19.6%	19.8%	16.3%

LIKELIHOOD OF SOURCING DESTINATIONS FOR MEETINGS/EVENTS

Aligning with their higher levels of usage and familiarity, Memphis, Pensacola and Birmingham are the top destinations meeting planners will likely choose as an event site in the next five years. Although 15.4 percent of planners surveyed are "likely" or "extremely likely" to host a meeting in Coastal Mississippi, there is an opportunity to increase the likelihood that planners will choose Coastal Mississippi in the future. Meanwhile, half of familiar planners are likely to select Coastal Mississippi for an event in the next five years (51.6%).

Figure 14: Likelihood of Sourcing for Meetings/Events (Top-Two Box Score--% Rating Each as "Likely" or "Extremely likely")



Question: Now rate each destination for each attribute following using the 5point scales provided: Likelihood to choose as a meeting/event site in the next 5 years. Base: All respondents. 415 responses.

Detail by Meeting Planner Type

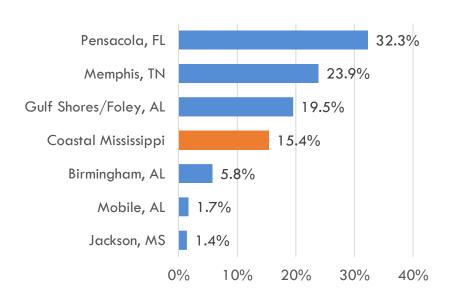
(Top-Two Box Score--% Rating Each as "Likely" or "Extremely likely")

	Corporate	Association	Third party	Sports	Familiar	Not familiar	High frequency	Medium frequency	Low frequency
Memphis, TN	28.7%	25.6%	37.0%	37.5%	55.8%	22.5%	39.9%	30.2%	19.1%
Pensacola, FL	25.7%	12.4%	22.2%	30.7%	45.3%	13.1%	22.8%	24.1%	14.9%
Birmingham, AL	21.8%	14.7%	18.5%	22.7%	46.3%	10.6%	24.1%	19.0%	12.8%
Coastal Mississippi	15.8%	14.7%	16.7%	17.0%	51.6%	4.7%	13.3%	19.0%	14.9%
Mobile, AL	12.9%	10.9%	18.5%	18.2%	44.2%	4.7%	15.2%	15.5%	10.6%
Gulf Shores /Foley, AL	14.9%	8.5%	12.0%	19.3%	35.8%	5.3%	10.8%	17.2%	9.9%
Jackson, MS	11.9%	10.1%	5.6%	6.8%	33.7%	1.9%	9.5%	12.1%	6.4%

BEST DESTINATION FOR INCENTIVE MEETINGS

Approximately 15 percent of meeting planners surveyed consider Coastal Mississippi to be the best destination for incentive meetings, driven largely by planners who are familiar with the destination (34.7%). Nevertheless, Pensacola (32.3%), Memphis (23.9%) and Gulf Shores/Foley (19.5%) are more commonly seen as the best destinations for incentive meetings.

Figure 15: Best Destination for Incentive Meetings



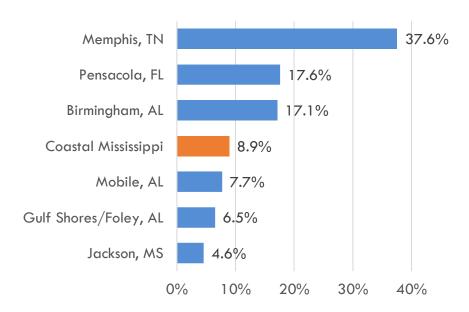
Question: Of the destinations you just evaluated, which is best for each of the following? Incentive Meetings. Base: All respondents. 415 responses.

	Corporate	Association	Third party	Sports	Familiar	Not familiar	High frequency	Medium frequency	Low frequency
Pensacola, FL	37.6%	34.1%	29.6%	26.1%	20.0%	35.9%	33.5%	39.7%	24.8%
Memphis, TN	19.8%	24.0%	23.1%	23.9%	13.7%	26.9%	20.3%	24.1%	27.7%
Gulf Shores /Foley, AL	21.8%	16.3%	19.4%	25.0%	17.9%	20.0%	24.7%	17.2%	15.6%
Coastal Mississippi	12.9%	17.8%	18.5%	18.2%	34.7%	9.7%	15.2%	13.8%	17.0%
Birmingham, AL	5.9%	3.1%	6.5%	5.7%	8.4%	5.0%	6.3%	3.4%	7.1%
Mobile, AL	1.0%	1.6%	2.8%	1.1%	2.1%	1.6%	0.0%	1.7%	3.5%
Jackson, MS	1.0%	3.1%	0.0%	0.0%	3.2%	0.9%	0.0%	0.0%	4.3%
Base	101	129	108	88	95	320	158	116	141

BEST DESTINATION FOR ASSOCIATION MEETINGS

Memphis is, by far, perceived as the best destination for association meetings. About 40 percent of meeting planners surveyed selected Memphis as the best destination for association meetings, followed by similar percentages who cited Pensacola and Birmingham (17.6% and 17.1%, respectively). Approximately 10 percent say that Coastal Mississippi is the best for association meetings (8.9%), again largely driven by planners who are familiar with the destination (21.1%).

Figure 16: Best Destination for Association Meetings



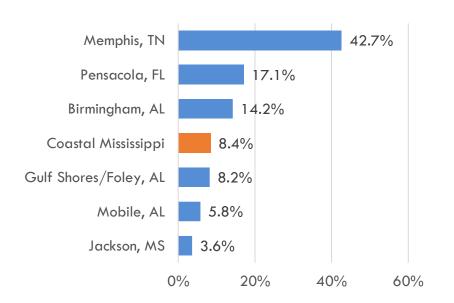
Question: Of the destinations you just evaluated, which is best for each of the following? Association Meetings. Base: All respondents. 415 responses.

	Corporate	Association	Third party	Sports	Familiar	Not familiar	High frequency	Medium frequency	Low frequency
Memphis, TN	26.7%	47.3%	31.5%	•	20.0%	42.8%	37.3%	37.9%	37.6%
Pensacola, FL	22.8%	15.5%	19.4%	21.6%	7.4%	20.6%	12.7%	22.4%	19.1%
Birmingham, AL	24.8%	9.3%	22.2%	23.9%	20.0%	16.3%	24.7%	13.8%	11.3%
Coastal Mississippi	9.9%	8.5%	8.3%	5.7%	21.1%	5.3%	8.9%	6.9%	10.6%
Mobile, AL	5.0%	10.1%	8.3%	11.4%	11.6%	6.6%	8.2%	6.9%	7.8%
Gulf Shores /Foley, AL	5.9%	4.7%	5.6%	6.8%	11.6%	5.0%	3.2%	6.9%	9.9%
Jackson, MS	5.0%	4.7%	4.6%	5.7%	8.4%	3.4%	5.1%	5.2%	3.5%
Base	101	129	108	88	95	320	158	116	141

BEST DESTINATION FOR CORPORATE MEETINGS

Similar to the best destination for association meetings, Memphis is considered the best destination for corporate meetings. In total, 42.7 percent of planners surveyed selected Memphis as the best destination. Preceded by Pensacola (17.1%) and Birmingham (14.2%), Coastal Mississippi was reported as the best destination for corporate meetings by 8.4 percent of planners. As seen for other types of meetings, planners familiar with Coastal Mississippi are the likeliest to say that it is the best for corporate meetings (15.8%).

Figure 17: Best Destination for Corporate Meetings



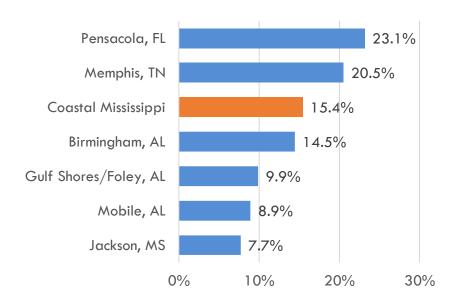
Question: Of the destinations you just evaluated, which is best for each of the following? Corporate Meetings. Base: All respondents. 415 responses.

			Third			Not	High	Medium	Low
	Corporate	Association	party	Sports	Familiar	familiar	frequency	frequency	frequency
Memphis, TN	43.6%	46.5%	38.9%	31.8%	31.6%	45.9%	48.1%	44.8%	34.8%
Pensacola, FL	18.8%	14.7%	17.6%	18.2%	7.4%	20.0%	12.7%	15.5%	23.4%
Birmingham, AL	17.8%	9.3%	16.7%	25.0%	18.9%	12.8%	19.6%	12.1%	9.9%
Coastal Mississippi	7.9%	7.0%	12.0%	8.0%	15.8%	6.3%	6.3%	8.6%	10.6%
Gulf Shores /Foley, AL	7.9%	7.8%	7.4%	10.2%	9.5%	7.8%	5.7%	7.8%	11.3%
Mobile, AL	3.0%	9.3%	3.7%	4.5%	9.5%	4.7%	5.1%	6.0%	6.4%
Jackson, MS	1.0%	5.4%	3.7%	2.3%	7.4%	2.5%	2.5%	5.2%	3.5%
Base	101	129	108	88	95	320	158	116	141

BEST DESTINATION FOR SMERF MEETINGS

In addition to being the best destination for incentive meetings, Pensacola is also the best destination for SMERF meetings (23.1%). Pensacola is closely followed by Memphis (20.5%). Meanwhile, Coastal Mississippi ranks third for SMERF meetings (15.4%), only slightly outranking Birmingham (14.5%). Not surprisingly, meeting planners familiar with Coastal Mississippi are the likeliest to consider the destination best for SMERF meetings (30.5%).

Figure 18: Best Destination for SMERF Meetings



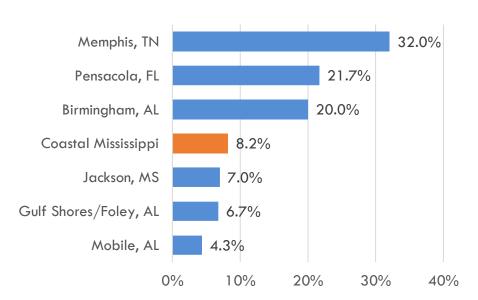
Question: Of the destinations you just evaluated, which is best for each of the following? SMERF Meetings. Base: All respondents. 415 responses.

			Third			Not	High	Medium	Low
	Corporate	Association	party	Sports	Familiar	familiar	frequency	frequency	frequency
Pensacola, FL	20.8%	24.8%	23.1%	20.5%	13.7%	25.9%	19.0%	25.0%	26.2%
Memphis, TN	19.8%	17.8%	23.1%	15.9%	11.6%	23.1%	22.8%	18.1%	19.9%
Coastal Mississippi	15.8%	18.6%	14.8%	14.8%	30.5%	10.9%	17.1%	12.9%	15.6%
Birmingham, AL	16.8%	11.6%	13.0%	18.2%	13.7%	14.7%	15.8%	13.8%	13.5%
Gulf Shores /Foley, AL	7.9%	10.9%	9.3%	12.5%	11.6%	9.4%	8.9%	10.3%	10.6%
Mobile, AL	9.9%	9.3%	8.3%	9.1%	8.4%	9.1%	8.9%	11.2%	7.1%
Jackson, MS	8.9%	7.0%	8.3%	9.1%	10.5%	6.9%	7.6%	8.6%	7.1%
Base	101	129	108	88	95	320	158	116	141

BEST DESTINATION FOR SPORTING EVENTS/TOURNAMENTS

Memphis, Pensacola and Birmingham, are seen as the best destinations for sporting events and tournaments. About one-third of meeting planners cited Memphis (32.0%), followed by one-in-five who selected Pensacola (21.7%) and Birmingham (20.0%) as the best destination for sports events. Ranking fourth, 8.2 percent of planners surveyed selected Coastal Mississippi as the best destination for sporting events.

Figure 19: Best Destination for Sporting Events/ **Tournaments**



Question: Of the destinations you just evaluated, which is best for each of the following? Sporting events/tournaments. Base: All respondents. 415 responses.

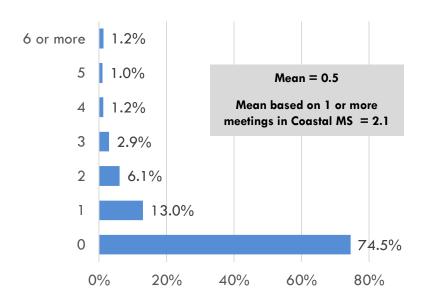
	Corporate	Association	Third party	Sports	Familiar	Not familiar	High frequency	Medium frequency	Low frequency
Memphis, TN	36.6%	28.7%	28.7%	27.3%	23.2%	34.7%	34.8%	31.0%	29.8%
Birmingham, AL	25.7%	17.1%	19.4%	20.5%	21.1%	19.7%	23.4%	21.6%	14.9%
Pensacola, FL	15.8%	24.0%	24.1%	25.0%	13.7%	24.1%	17.7%	20.7%	27.0%
Coastal Mississippi	9.9%	9.3%	8.3%	11.4%	15.8%	5.9%	8.9%	5.2%	9.9%
Gulf Shores /Foley, AL	3.0%	6.2%	8.3%	11.4%	10.5%	5.6%	4.4%	10.3%	6.4%
Jackson, MS	5.9%	9.3%	6.5%	3.4%	9.5%	6.3%	7.6%	6.0%	7.1%
Mobile, AL	3.0%	5.4%	4.6%	1.1%	6.3%	3.8%	3.2%	5.2%	5.0%
Base	101	129	108	88	95	320	158	116	141

The Coastal Mississippi Meetings Destination Brand

MEETINGS HELD IN COASTAL MISSISSIPPI

One-quarter of meeting planners surveyed have planned a meeting in Coastal MS (25.5%). Those who have held a meeting in Coastal MS in the past have planned an average of 2.1 meetings in the destination. High Frequency Planners and Corporate Planners have held more meetings in Coastal MS on average. In contrast Association Planners were the least likely to have sourced Coastal MS previously.

Figure 20: Meetings Held in Coastal Mississippi



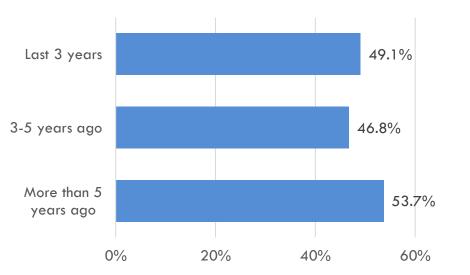
Question: In total, how many meetings or events have you ever planned or been involved in the organization of in the Coastal Mississippi area? Base: All respondents. 408 responses.

	Corporate	Association	Third-Party	High Frequency	Medium Frequency	Low Frequency
6 or more	2.0%	0.8%	0.9%	1.9%	1.8%	0.0%
5	2.0%	0.0%	0.0%	1.9%	0.0%	0.7%
4	0.0%	0.8%	2.8%	1.9%	1.8%	0.0%
3	4.0%	3.2%	2.8%	4.5%	2.6%	1.4%
2	8.9%	2.4%	7.5%	5.2%	7.0%	6.5%
1	11.9%	13.5%	19.8%	11.0%	17.5%	11.5%
0	71.3%	79.4%	66.0%	73.5%	69.3%	79.9%
Mean	0.7	0.4	0.6	0.7	0.6	0.3
Mean based on 1 or more meetings in Coastal MS	2.3	1.8	1.8	2.5	2.0	1.6
Base	101	126	106	155	114	139

WHEN THEY HELD MEETINGS IN COASTAL MISSISSIPPI

Of previously held meetings in Coastal MS, 49.1 percent have been hosted within the last 3 years. However, 26.2 percent of planners who have sourced the destination previously haven't planned a meeting in Coastal MS within the last 5 years. Association Planners, Third-Party Planners and Low Frequency Planners (i.e. those who only plan 1-5 meetings annually) have the highest proportion of lapsed planners (i.e. those who have not hosted in Coastal MS in the last 5 years).

Figure 21: When They Held Meetings in Coastal Mississippi (% selecting at least one for each)



Question: How many meetings or events have you held in the Coastal Mississippi area in each of the following time periods? Base: Meeting planners who planned a meeting in Coastal Mississippi before. 109 responses.

Detail by Meeting Planner Type (% selecting at least one for each)

	Corporate	Association	Third-Party	High Frequency	Medium Frequency	Low Frequency
Last 3 years	55.2%	48.1%	35.1%	54.8%	52.8%	36.7%
3-5 years ago	55.2%	37.0%	42.1%	46.5%	44.4%	50.0%
More than 5 years ago	34.5%	65.4%	57.9%	60.5%	41.7%	58.6%
Lapsed planners (Only selected More than 5 years ago)	13.8%	34.6%	32.4%	28.6%	16.7%	34.5%
Base	29	26	38	43	36	29

TOP-OF-MIND DESCRIPTIONS OF COASTAL MISSISSIPPI

Coastal MS is typically described as a "desirable/enjoyable destination" that is "beautiful," "accessible" and "budget friendly" amongst those familiar with the destination. Familiar planners also often cited experiential offerings in the destination such as outdoor recreational opportunities, casinos and relaxing atmosphere. In contrast, those unfamiliar with the destination were more likely to cite "weather concerns" and "not easily accessible," however Coastal MS is also seen as an "attractive" destination with "outdoor recreational opportunities" which is particularly attractive during the pandemic era.

Figure 22: Top-of-Mind Descriptions of Coastal Mississippi

Familiar with Coastal Mississippi

Unfamiliar with Coastal Mississippi



Question: How would you describe the Coastal Mississippi area and its key assets as a meetings and/or sports destination? Please feel welcome to be as descriptive as possible. Base: All non-sports meeting planner respondents. 235 responses.

TOP-OF-MIND DESCRIPTIONS OF COASTAL MISSISSIPPI-BY PLANNER TYPE

Detail by Meeting Planner Type

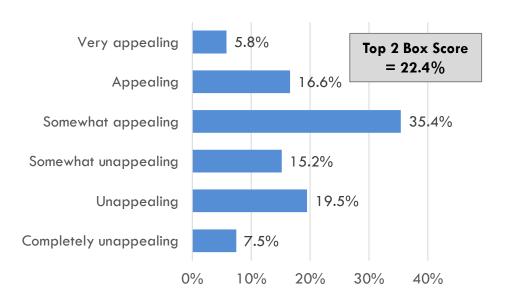
	Total	Corporate	Association	Third-Party	Familiar	Not familiar	High Frequency	Medium Frequency	Low Frequency
Unfamiliar with destination	24.7%	38.7%	19.5%	14.9%	1.8%	32.0%	28.9%	21.9%	22.8%
Attractive beach/coastal region	17.9%	11.3%	23.0%	10.6%	10.5%	20.2%	22.9%	9.6%	20.3%
Ample recreational opportunities	10.2%	6.5%	5.7%	17.0%	14.0%	9.0%	9.6%	9.6%	11.4%
Weather/hurricane concerns	10.2%	11.3%	8.0%	17.0%	5.3%	11.8%	10.8%	11.0%	8.9%
Not easily accessible/lack of airlift	10.2%	16.1%	9.2%	10.6%	8.8%	10.7%	15.7%	8.2%	6.3%
Desirable/enjoyable destination	9.8%	9.7%	11.5%	8.5%	26.3%	4.5%	9.6%	8.2%	11.4%
Beautiful setting/scenic area	8.9%	4.8%	11.5%	10.6%	19.3%	5.6%	6.0%	13.7%	7.6%
Accessible/airlift/centralized	6.4%	3.2%	4.6%	12.8%	15.8%	3.4%	7.2%	5.5%	6.3%
Casinos/gaming	6.4%	0.0%	6.9%	12.8%	10.5%	5.1%	6.0%	2.7%	10.1%
Undesirable/non-suitable location	5.5%	6.5%	6.9%	0.0%	1.8%	6.7%	2.4%	11.0%	3.8%
Budget friendly	4.7%	3.2%	4.6%	10.6%	7.0%	3.9%	6.0%	4.1%	3.8%
Southern hospitality/charm	4.3%	6.5%	2.3%	6.4%	7.0%	3.4%	1.2%	8.2%	3.8%
Base	235	62	87	47	57	178	83	73	79

Question: How would you describe the Coastal Mississippi area and its key assets as a meetings and/or sports destination? Please feel welcome to be as descriptive as possible. Base: All non-sports meeting planner respondents. 235 responses.

Appeal of Coastal Mississippi as a Meetings Destination

Over half (57.8%) of meeting planners consider Coastal MS to be at least "somewhat appealing" as a destination for their meetings. As expected, those who are familiar with the destination are most likely to rate it as "Appealing" or "Very appealing" (58.9% vs. 11.6% for those who are unfamiliar). By meeting planner type, Third-Party Planners were the likeliest to rate Coastal MS as appealing.

Figure 23: Appeal of Coastal Mississippi as a **Meetings Destination**



Question: How generally appealing is the Coastal Mississippi area as a destination for meetings you typically plan? Base: All respondents. 415 responses.

	Corporate	Association	Third- Party	Familiar	Not familiar	High Frequency	Medium Frequency	Low Frequency
Top 2 Box Score	20.8%	1 <i>7</i> .1%	25.9%	58.9%	11.6%	24.7%	23.3%	19.1%
Very appealing	5.0%	4.7%	5.6%	21.1%	1.3%	5.1%	6.9%	5.7%
Appealing	15.8%	12.4%	20.4%	37.9%	10.3%	19.6%	16.4%	13.5%
Somewhat appealing	30.7%	38.8%	35.2%	24.2%	38.8%	32.9%	26.7%	45.4%
Somewhat unappealing	18.8%	14.0%	18.5%	7.4%	17.5%	17.1%	12.1%	15.6%
Unappealing	22.8%	21.7%	13.9%	7.4%	23.1%	20.3%	23.3%	15.6%
Completely unappealing	6.9%	8.5%	6.5%	2.1%	9.1%	5.1%	14.7%	4.3%
Base	101	129	108	95	320	158	116	141

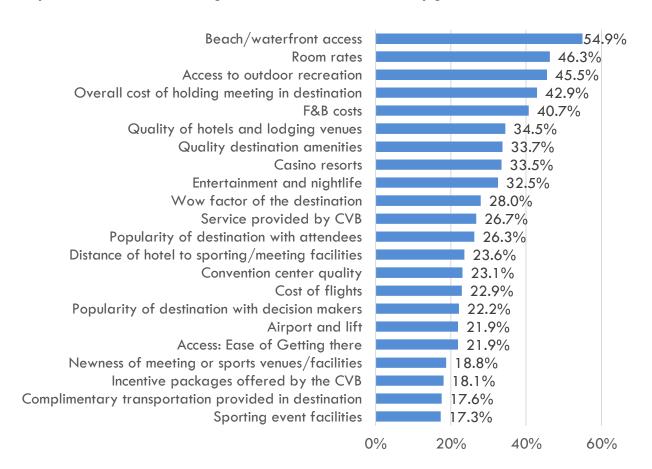
RATING OF COASTAL MISSISSIPPI'S ATTRIBUTES

Beach/waterfront access, room rates, access to outdoor recreation, overall cost of holding a meeting in the destination and F&B costs were Coastal MS's highest rated attributes as a destination for meetings. Presented with a set list of destination attributes, meeting planners were asked to rate Coastal MS for each attribute using a five-point scale from "Extremely poor" to "Extremely good." The chart at right illustrates the percent of planners who rated Coastal MS as "Good" or "Extremely good" for each attribute.

It should be noted that although about half or less of planners rated Coastal MS as "good" or "extremely good" for each attribute tested, the lower scores are largely due to a lack of familiarity with the destination with a significant proportion rating each as "I don't know" (see table on next page). When looking at Coast MS's rating amongst planners familiar with the destination, the destination's rating for each attribute increases significantly. However, the attributes that received the largest bottom-two box score (i.e. a "poor" or "very poor" rating) include popularity of the destination with clients (21.7%) and attendees (17.3%), access (21.2%), "wow factor" (16.1%) and airport lift (14.9%).

See full rating scale on following page.

Figure 24: Rating of Coastal Mississippi's Attributes (Top-Two Box Score--% Rating Each as "Good" or "Extremely good")



Question: How would you rate the Coastal Mississippi area for each of the following? Again, please base this on your current perceptions. Base: All respondents. 415 responses.

RATING OF COASTAL MISSISSIPPI'S ATTRIBUTES - FULL RATING SCALE

	Top 2 Box			Neutral (neither good		Extromoly	Don't Know/Not
	Score	Excellent	Good	nor poor)	Poor	Extremely Poor	Applicable
Beach/waterfront access	54.9%	26.0%	28.9%	20.2%	1.4%	0.7%	22.7%
Access to outdoor recreation (hiking, kayaking, fishing, golf)	45.5%	14.7%	30.8%	22.7%	1.9%	1.0%	28.9%
Room rates	46.3%	13.0%	33.3%	22.7%	0.7%	1.0%	29.4%
Overall cost of holding meeting in destination	42.9%	11.3%	31.6%	22.9%	1.7%	0.7%	31.8%
F&B costs	40.7%	10.6%	30.1%	25.3%	0.7%	0.7%	32.5%
Quality of hotels and lodging venues	34.5%	9.6%	24.8%	28.2%	2.7%	1.0%	33.7%
Casino resorts	33.5%	14.9%	18.6%	25.8%	1.4%	1.4%	37.8%
Quality destination amenities (restaurants, entertainment, etc.)	33.7%	13.7%	20.0%	28.4%	3.1%	1.4%	33.3%
Entertainment and nightlife	32.5%	10.8%	21.7%	26.3%	6.3%	1.2%	33.7%
Wow factor of the destination	28.0%	7.0%	21.0%	32.0%	12.3%	3.9%	23.9%
Service provided by Convention & Visitors Bureau	26.7%	10.6%	16.1%	30.4%	1.2%	1.0%	40.7%
Popularity of destination with attendees	26.3%	8.2%	18.1%	29.6%	14.2%	3.1%	26.7%
Convention center quality	23.1%	7.7%	15.4%	28.4%	3.1%	1.0%	44.3%
Distance of hotel to sporting/meeting facilities	23.6%	5.8%	17.8%	31.8%	1.9%	1.4%	41.2%
Popularity of destination with clients/Board of Directors/other decision makers	22.2%	7.5%	14.7%	30.4%	16.1%	5.5%	25.8%
Airport and lift	21.9%	4.6%	17.3%	30.1%	11.3%	3.6%	33.0%
Cost of flights	22.9%	5.1%	17.8%	32.5%	7.5%	1.9%	35.2%
Access: Ease of Getting there	21.9%	5.5%	16.4%	29.2%	16.1%	5.1%	27.7%
Newness of meeting or sports venues/facilities	18.8%	5.3%	13.5%	33.0%	3.6%	1.4%	43.1%
Sporting event facilities	17.3%	4.3%	13.0%	32.5%	4.6%	2.2%	43.4%
Incentive packages offered by the Convention & Visitors Bureau	18.1%	5.1%	13.0%	33.0%	1.4%	1.4%	46.0%
Complimentary transportation provided in destination	17.6%	4.8%	12.8%	34.5%	1.2%	1.2%	45.5%

Question: How would you rate the Coastal Mississippi area for each of the following? Again, please base this on your current perceptions. Base: All respondents. 415 responses.

RATING OF COASTAL MISSISSIPPI'S ATTRIBUTES - BY PLANNER TYPE

Detail by Meeting Planner Type (Top-Two Box Score--% Rating Each as "Good" or "Extremely Good")

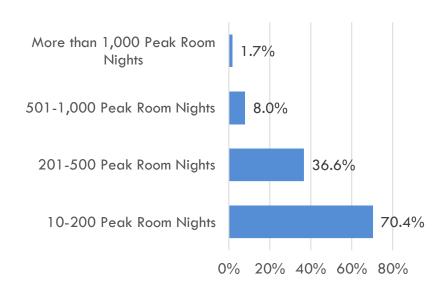
							High	Medium	Low
	Total	Corporate	Association	Third-Party	Familiar	Not familiar	Frequency	Frequency	Frequency
Beach/waterfront access	54.9%	48.5%	53.5%	61.1%	78.9%	47.8%	54.4%	55.2%	55.3%
Room rates	46.3%	38.6%	46.5%	52.8%	76.8%	37.2%	44.3%	50.9%	44.7%
Access to outdoor recreation	45.5%	41.6%	46.5%	49.1%	70.5 %	38.1%	43.0%	50.9%	44.0%
Overall cost of holding meeting in destination	42.9%	35.6%	38.8%	53.7 %	74.7 %	33.4%	39.9%	48.3%	41.8%
F&B costs	40.7%	36.6%	38.0%	50.0%	69.5%	32.2%	38.0%	45.7%	39.7%
Quality of hotels and lodging venues	34.5%	26.7%	33.3%	40.7%	74.7%	22.5%	26.6%	37.1%	41.1%
Quality destination amenities	33.7%	24.8%	33.3%	37.0%	74.7%	21.6%	28.5%	36.2%	37.6%
Casino resorts	33.5%	26.7%	28.7%	46.3%	71.6%	22.2%	29.1%	37.1%	35.5%
Entertainment and nightlife	32.5%	25.7%	30.2%	37.0%	72.6%	20.6%	27.2%	36.2%	35.5%
Wow factor of the destination	28.0%	21.8%	30.2%	26.9%	65.3%	16.9%	24.1%	28.4%	31.9%
Service provided by CVB	26.7%	24.8%	28.7%	26.9%	53.7%	18.8%	22.2%	37.1%	23.4%
Popularity of destination with attendees	26.3%	17.8%	25.6%	27.8%	63.2%	15.3%	22.2%	26.7%	30.5%
Distance of hotel to sporting/meeting facilities	23.6%	19.8%	23.3%	26.9%	53.7%	14.7%	18.4%	29.3%	24.8%
Convention center quality	23.1%	19.8%	22.5%	25.9%	51.6%	14.7%	20.9%	27.6%	22.0%
Cost of flights	22.9%	23.8%	24.8%	25.0%	43.2%	16.9%	21.5%	24.1%	23.4%
Popularity of destination with decision makers	22.2%	18.8%	23.3%	23.1%	57.9%	11.6%	19.0%	25.0%	23.4%
Airport and lift	21.9%	17.8%	23.3%	24.1%	52.6%	12.8%	1 <i>7.</i> 7%	24.1%	24.8%
Access: Ease of Getting there	21.9%	19.8%	20.9%	23.1%	53.7%	12.5%	1 <i>7</i> .1%	26.7%	23.4%
Newness of meeting or sports venues/facilities	18.8%	18.8%	17.8%	17.6%	48.4%	10.0%	1 <i>7</i> .1%	19.8%	19.9%
Incentive packages offered by the CVB	18.1%	14.9%	20.9%	17.6%	43.2%	10.6%	14.6%	22.4%	18.4%
Complimentary transportation provided in destination	17.6%	19.8%	15.5%	17.6%	40.0%	10.9%	12.7%	20.7%	20.6%
Sporting event facilities	17.3%	14.9%	16.3%	21.3%	44.2%	9.4%	15.2%	21.6%	16.3%
Base	415	101	129	108	95	320	158	116	141

Question: How would you rate the Coastal Mississippi area for each of the following? Again, please base this on your current perceptions. Base: All respondents. 415 responses.

IDEAL MEETING SIZE FOR COASTAL MISSISSIPPI

Coastal MS is most typically seen as being ideal for meetings under 200 peak room nights. Additionally over a third (36.6%) feels the destination is also ideal mid-sized meetings with 201-500 room nights on peak. However, those familiar with Coastal MS and Association Planners are slightly more likely to think that Coastal MS would be ideal for larger meetings.

Figure 25: Ideal Meeting Size for Coastal Mississippi



Question: In terms of peak room nights, which size meetings do you think the Coastal Mississippi area is ideal for? (Select all that apply) Base: All respondents. 415 responses.

	Corporate	Association	Third- Party	Familiar	Not familiar	High Frequency	Medium Frequency	Low Frequency
More than 1,000 Peak Room Nights	0.0%	2.3%	0.9%	4.2%	0.9%	1.9%	1.7%	1.4%
501-1,000 Peak Room Nights	9.9%	10.9%	6.5%	13.7%	6.3%	7.6%	8.6%	7.8%
201-500 Peak Room Nights	33.7%	39.5%	36.1%	49.5%	32.8%	38.0%	36.2%	35.5%
10-200 Peak Room Nights	69.3%	64.3%	76.9%	60.0%	73.4%	70.3%	71.6%	69.5%
Base	101	129	108	95	320	158	116	141

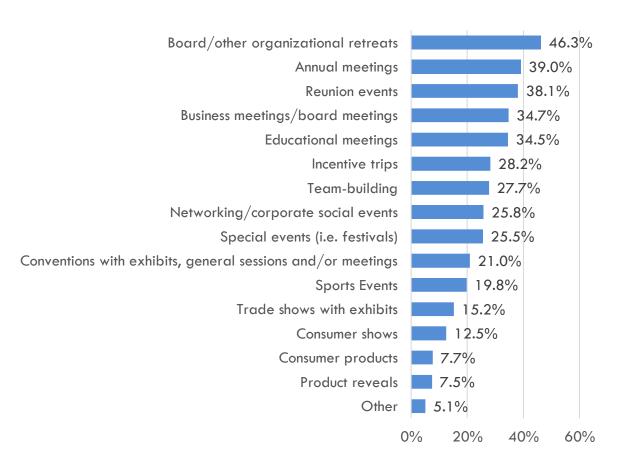
IDEAL MEETING TYPES FOR COASTAL MISSISSIPPL

Coastal MS is considered ideal for various types of meetings—with board/organizational retreats (46.3%), annual meetings (39.0%), reunion events (38.1%), business meetings (34.7%) and educational meetings (34.5%) being most ideal for the destination in the minds of meeting planners. Additionally, Familiar Planners are much likelier to consider Coastal MS to be ideal for incentive trips (45.3% vs. 28.2% for all planners).

In contrast, the destination is perceived to be least ideal for meetings with trade shows with exhibits, consumer shows, consumer products and product reveals.

Full detail by meeting planner type is outlined on the following page.

Figure 26: Ideal Meeting Types for Coastal Mississippi



Question: Which of the following types of meetings do you think the Coastal Mississippi area is an ideal meetings destination for? (Select all that apply) Base: All respondents. 415 responses.

IDEAL MEETING TYPES FOR COASTAL MISSISSIPPI - BY PLANNER TYPE

Detail by Meeting Planner Type

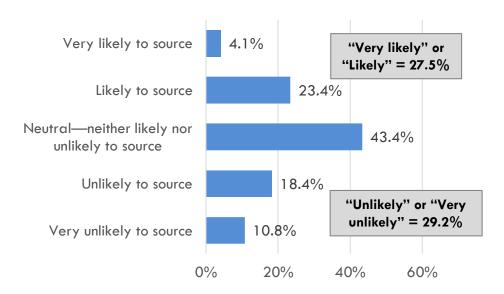
		_				Not	High	Medium	Low
	Total	Corporate	Association	Third-Party	Familiar	familiar	Frequency	Frequency	Frequency
Board/other organizational retreats	46.3%	38.6%	51.9%	50.0%	62.1 %	41.6%	44.3%	49.1%	46.1%
Annual meetings	39.0%	35.6%	39.5%	38.0%	57.9 %	33.4%	27.8%	39.7%	51.1%
Reunion events	38.1%	38.6%	33.3%	47.2%	41.1%	37.2%	42.4%	32.8%	37.6%
Business meetings/board meetings	34.7%	32.7%	29.5%	43.5%	56.8%	28.1%	32.9%	35.3%	36.2%
Educational meetings	34.5%	36.6%	31.0%	36.1%	49.5%	30.0%	38.0%	35.3%	29.8%
Incentive trips	28.2%	20.8%	24.8%	36.1%	45.3%	23.1%	24.1%	28.4%	32.6%
Team-building	27.7%	23.8%	23.3%	29.6%	26.3%	28.1%	31.6%	25.9%	24.8%
Networking/corporate social events	25.8%	20.8%	26.4%	29.6%	30.5%	24.4%	25.3%	21.6%	29.8%
Special events (i.e. festivals)	25.5%	20.8%	27.9%	23.1%	27.4%	25.0%	25.3%	20.7%	29.8%
Conventions with exhibits, general sessions and/or meetings	21.0%	15.8%	17.1%	25.9%	34.7%	16.9%	17.1%	21.6%	24.8%
Sports Events	19.8%	16.8%	13.2%	27.8%	24.2%	18.4%	24.7%	13.8%	19.1%
Trade shows with exhibits	15.2%	15.8%	10.1%	19.4%	23.2%	12.8%	13.3%	11.2%	20.6%
Consumer shows	12.5%	9.9%	13.2%	12.0%	22.1%	9.7%	10.1%	13.8%	14.2%
Consumer products	7.7%	6.9%	8.5%	8.3%	16.8%	5.0%	6.3%	11.2%	6.4%
Product reveals	7.5%	5.9%	7.8%	7.4%	11.6%	6.3%	10.1%	5.2%	6.4%
Other	5.1%	5.0%	5.4%	3.7%	2.1%	5.9%	5.1%	6.9%	3.5%
Base	415	101	129	108	95	320	158	116	141

Question: Which of the following types of meetings do you think the Coastal Mississippi area is an ideal meetings destination for? (Select all that apply) Base: All respondents. 415 responses.

EFFECTS OF CONVENTION CENTER NOT ATTACHED TO A HOTEL— PLANNERS WHO USE CONVENTION CENTERS

Meeting planners who typically or sometimes use convention centers were split on whether they would still be likely to source Coastal MS given it does not have a convention center attached to a hotel. While 43.4 percent of this group were "neutral," over one-quarter said they were still "very likely" or "likely to source" (27.5%) given complimentary in-market transportation is provided. In contrast, a similar proportion (29.2%) are unlikely to do so. By meeting planner type, Association Planners appear to be the least inclined to source Coastal MS due to this logistical obstacle.

Figure 27: Effects of Convention Center Not Attached to a Hotel



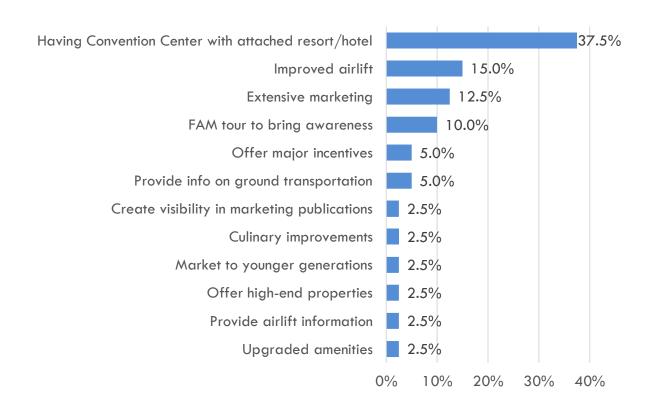
Question: The convention center is not attached to a hotel but the destination offers complimentary in-market transportation to offset this. How does this affect your consideration of Coastal Mississippi for the meetings and events you typically plan? Base: Meeting/event planners who use convention centers. 316 responses.

						High	Medium	Low
	Corporate	Association	Third-Party	Familiar	Not familiar	Frequency	Frequency	Frequency
"Very likely" or "Likely"	27.8%	18.0%	35.9%	43.0%	22.4%	27.3%	35.1%	20.2%
"Unlikely" or "Very unlikely"	31.7%	37.0%	21.7%	13.9%	34.2%	27.4%	30.9%	29.8%
Very likely to source	3.8%	3.0%	4.3%	11.4%	1.7%	4.7%	5.3%	2.1%
Likely to source	24.1%	15.0%	31.5%	31.6%	20.7%	22.7%	29.8%	18.1%
Neutral—neither likely nor unlikely to source	40.5%	45.0%	42.4%	43.0%	43.5%	45.3%	34.0%	50.0%
Unlikely to source	24.1%	24.0%	13.0%	11.4%	20.7%	18.8%	16.0%	20.2%
Very unlikely to source	7.6%	13.0%	8.7%	2.5%	13.5%	8.6%	14.9%	9.6%
Base	<i>7</i> 9	100	92	79	237	128	94	94

Ways to Increase Likelihood of Sourcing Destination for Future Meeting— Planners Who Use Convention Centers & Said They are Unlikely to Source Coastal MS

When asked what could increase their likelihood of sourcing Coastal MS (after stating they would be unlikely to consider the destination given it does not have a host hotel near the convention center), the top suggestions—beyond adding a hotel to the area—were improved airlift into the destination, extensive marketing of the other benefits of hosting in the destination and being invited on a FAM tour to increase their awareness of the other assets in the destination. Other suggestions provided include offering major incentives, beyond complimentary inmarket transportation, and providing information on other ground transportation options.

Figure 28: Ways to Increase Likelihood of Sourcing Destination for Future Meeting



Question: What could Coastal Mississippi do to increase your likelihood of sourcing their destination for a future meeting or event? Base: Meeting/event planners who use convention centers and who are unlikely to source Coastal MS due to lack of hotel attachment to convention center. 40 responses.

^{*}Due to small sample size this data cannot be segmented by meeting planner type.

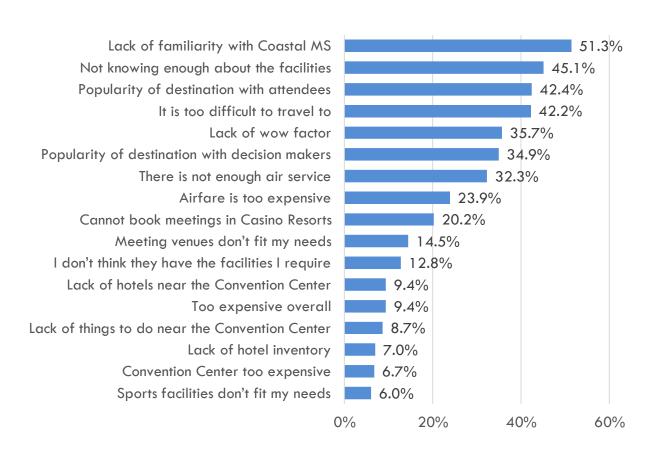
IMPEDIMENTS TO SELECTING COASTAL MISSISSIPPI

The top impediments to hosting a meeting in Coastal MS include lack of familiarity with the destination, not knowing enough about the facilities, popularity with attendees and being too difficult to travel to. Additionally, about one-third of all planners reported that the lack of a "wow factor," lack of popularity with decision makers and/or not having enough air service are anticipated reasons for not selecting Coastal MS for a meeting/event in the future.

Corporate and Third-Party planners were especially deterred from Coastal MS due to their lack of familiarity with the destination and its assets. These planner segments were also likelier to consider the destination to be less popular with their clients/decision makers and attendees. Association Planners and those familiar with Coastal MS were the most likely segments to say the destination being difficult to travel to was a top impediment to sourcing Coastal MS.

Full detail by meeting planner type is outlined on the following page.

Figure 29: Impediments to Selecting Coastal Mississippi



Question: What would be the FIVE MOST LIKELY IMPEDIMENTS to selecting Coastal Mississippi as a place for your meeting or event? (Select up to five) Base: All respondents. 415 responses.

IMPEDIMENTS TO SELECTING COASTAL MISSISSIPPI - BY PLANNER TYPE

Detail by Meeting Planner Type

						Not	High	Medium	Low
	Total	Corporate	Association	Third-Party	Familiar	familiar	Frequency	Frequency	Frequency
Lack of familiarity with Coastal Mississippi	51.3%	53.5%	44.2%	57.4 %	26.3%	58.8%	53.2%	50.0%	50.4%
Not knowing enough about the facilities	42.2%	51.5%	42.6%	37.0%	28.4%	50.0%	50.0%	39.7%	44.0%
Popularity of destination with attendees	45.1%	49.5%	45.0%	47.2%	30.5%	45.9%	46.2%	43.1%	37.6%
It is too difficult to travel to	42.4%	45.5%	49.6%	36.1%	47.4 %	40.6%	39.9%	39.7%	46.8%
Lack of wow factor	35.7%	44.6%	36.4%	35.2%	27.4%	38.1%	40.5%	35.3%	30.5%
Popularity of destination with decision makers	34.9%	35.6%	31.0%	42.6%	26.3%	37.5%	37.3%	32.8%	34.0%
There is not enough air service	32.3%	37.6%	27.9%	38.0%	40.0%	30.0%	38.6%	29.3%	27.7%
Airfare is too expensive	23.9%	12.9%	20.9%	32.4%	38.9%	19.4%	19.0%	22.4%	30.5%
Cannot book meetings in Casino Resorts	20.2%	18.8%	17.8%	24.1%	22.1%	19.7%	26.6%	19.8%	13.5%
Meeting venues don't fit my needs	14.5%	13.9%	17.1%	13.9%	15.8%	14.1%	13.9%	14.7%	14.9%
I don't think they have the facilities I require	12.8%	10.9%	16.3%	9.3%	11.6%	13.1%	13.9%	15.5%	9.2%
Lack of hotels near the Convention Center	9.4%	5.9%	11.6%	13.0%	17.9%	6.9%	8.9%	10.3%	9.2%
Too expensive overall	9.4%	6.9%	12.4%	4.6%	17.9%	6.9%	7.0%	6.0%	14.9%
Lack of things to do near the Convention Center	8.7%	7.9%	6.2%	14.8%	16.8%	6.3%	6.3%	12.9%	7.8%
Lack of hotel inventory	7.0%	5.9%	6.2%	11.1%	12.6%	5.3%	7.0%	8.6%	5.7%
Convention Center too expensive	6.7%	5.0%	9.3%	3.7%	18.9%	3.1%	3.8%	7.8%	9.2%
Sports facilities don't fit my needs	6.0%	6.9%	3.9%	4.6%	11.6%	4.4%	4.4%	6.9%	7.1%
Base	415	101	129	108	95	320	158	116	141

Question: What would be the FIVE MOST LIKELY IMPEDIMENTS to selecting Coastal Mississippi as a place for your meeting or event? (Select up to five) Base: All respondents. 415 responses.

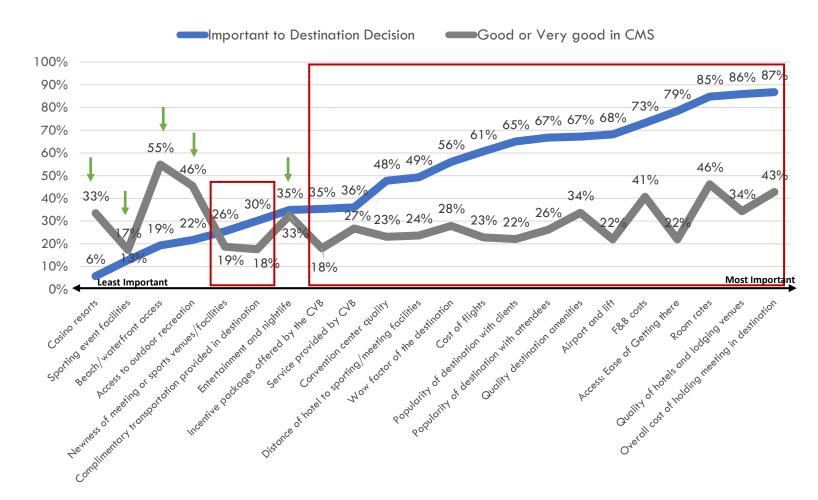
ATTRIBUTE IMPORTANCE TO DESTINATION DECISION VS. COASTAL MS RATING

Coastal MS performs well for beach/waterfront access, access to outdoor recreation, entertainment/nightlife, casino resorts and sporting event facilities (denoted by the green arrows), but underperforms for the attributes that are considered most important in selecting meetings destinations (red boxes).

The chart at right maps the percent of meeting planners who rated each attribute as "High importance" or "Extremely high importance" in selecting meetings destinations (blue line) against the percent who rated each attribute as "Good" or "Extremely good" in Coastal MS (gray line). It should be noted that although far fewer planners rated the most important destination attributes they consider (towards the right side of the chart) to be "good" or "extremely good" in Coastal MS, this is largely due to lower familiarity with the destination—reiterating the need to educate planners about these specific attributes to increase their consideration of the destination for future programs.

This exercise was also done with familiar planners only and is shown on the page following.

Figure 30: Attribute Importance to Destination Decision vs. Coastal MS Rating—All Meeting Planners



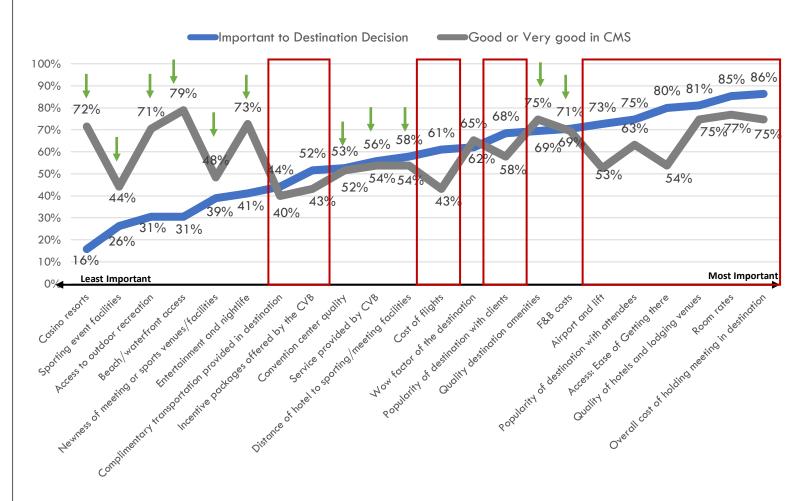
Questions: 1. In general, how important are each of the following in determining the destination in which you hold your meetings? 2. How would you rate the Coastal Mississippi area for each of the following? Again, please base this on your current perceptions. Base: All respondents. 415 responses.

ATTRIBUTE IMPORTANCE TO DESTINATION DECISION VS. COASTAL MS RATING—FAMILIAR PLANNERS

Amongst familiar planners, Coastal MS is rated much higher for each of the destination attributes tested, however it still underperforms for some of the most important attributes considered during the destination **selection process.** In particular, there is a notable deficit in Coastal MS's rating relative to attribute importance for access/ease of getting there, airport and lift, cost of flights, overall cost of holding a meeting in the destination, room rates, and popularity with attendees and clients. Addressing concerns about cost and access should be a high priority in its marketing messaging.

In addition, efforts to bolster the destination's leisure brand through increased awareness and familiarity could positively impact meeting planners' perceptions of the destination's popularity with clients and attendees.

Figure 31: Attribute Importance to Destination Decision vs. Coastal MS Rating—Familiar Planners



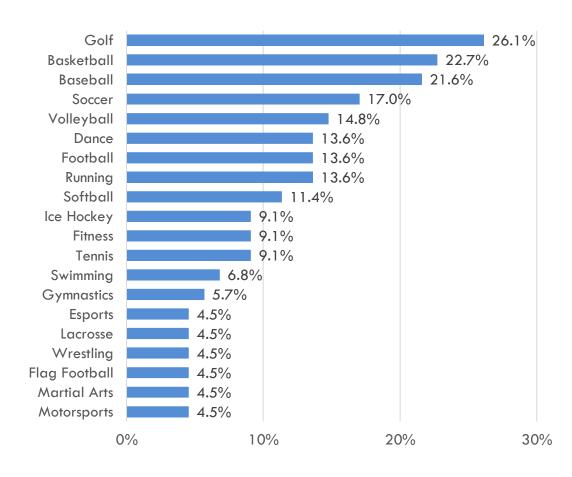
Questions: 1. In general, how important are each of the following in determining the destination in which you hold your meetings? 2. How would you rate the Coastal Mississippi area for each of the following? Again, please base this on your current perceptions. Base: Planners who are familiar with Coastal MS 95 responses.

THE COASTAL MISSISSIPPI SPORTS DESTINATION BRAND

SPORTS PLANNERS: SPORTING EVENTS THEY PLAN FOR

Sports planners surveyed plan a variety of sporting events but most commonly plan golf, basketball, baseball and soccer sporting events. Other top sporting events commonly planned for include volleyball, dance, football, running and softball.

Figure 32: Typical Sporting Event Types

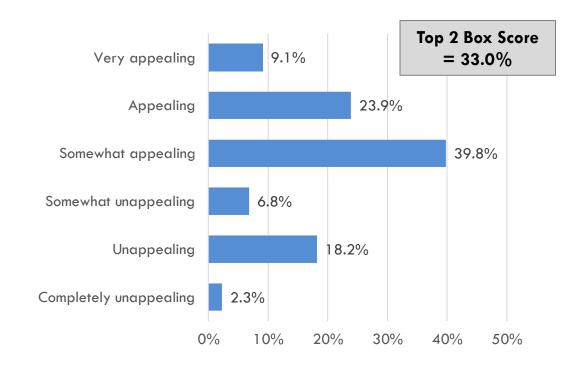


Question: Which types of sporting events you most typically plan? (Select all that apply) Base: Sporting event planners. 88 responses.

Appeal of Coastal Mississippi as a Meetings Destination

A majority of Sports Planners (72.7%) consider Coastal MS to be at least "somewhat appealing" as a destination for their meetings. In contrast, just over a quarter (27.3%) considers the destination to be unappealing for the events they typically plan—although this may be due to a lack of familiarity with the area as half (51.1%) of Sports Planners surveyed said they are "unfamiliar" or "very unfamiliar" with Coastal MS as a place for meetings/events.

Figure 33: Appeal of Coastal Mississippi as a Meetings Destination



Question: How generally appealing is the Coastal Mississippi area as a destination for meetings you typically plan? Base: All sports planner respondents. 88 responses.

TOP-OF-MIND DESCRIPTIONS OF COASTAL MISSISSIPPI

Although Sports Planners surveyed were mostly unfamiliar with Coastal MS, this segment's top-of-mind associations with the destination were largely positive. Top descriptors of Coastal MS amongst Sports Planners were "accessible/airlift," "attractive beach/coastal region," "recreational opportunities" and "budget friendly." However, the only sports-related references were more general such as "outdoor activities/sports." Additionally, there appears to be a slight perception that Coastal Mississippi has a "lack of sporting events."

Figure 34: Top-of-Mind Descriptions of Coastal Mississippi – Sports Planners

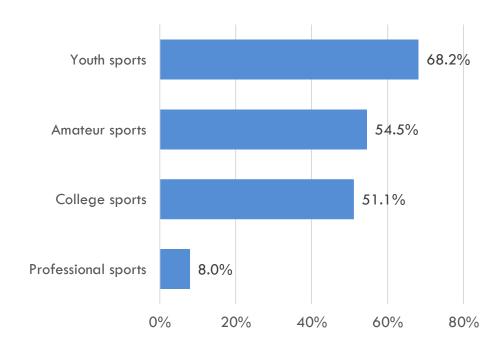


Question: How would you describe the Coastal Mississippi area and its key assets as a meetings and/or sports destination? Please feel welcome to be as descriptive as possible. Base: All sports planner respondents. 62 responses.

IDEAL SPORT GROUPS FOR COASTAL MISSISSIPPI

Nearly seven-in-ten Sports Planners considers Coastal MS to be an ideal destination for youth sports groups (69.4%). Additionally, over half also consider Coastal MS to be ideal for hosting amateur (54.5%) and college sports groups (51.1%).

Figure 35: Ideal Sport Groups for Coastal Mississippi

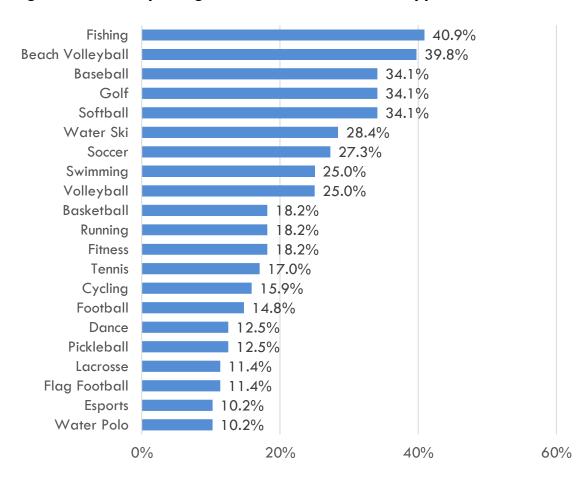


Question: Which types of sports groups do you think The Coastal Mississippi area is ideal for? (Select all that apply) Base: Sporting event planners. 88 responses.

IDEAL SPORTING EVENTS FOR COASTAL MISSISSIPPI

In terms of sporting events, Sports Planners consider Coastal MS to be most ideal for outdoor events such as fishing and beach volleyball (40.9% and 39.8%, respectively). Other events considered ideal for the area include baseball, golf, softball, water ski, soccer, swimming and volleyball.

Figure 36: Ideal Sporting Events for Coastal Mississippi

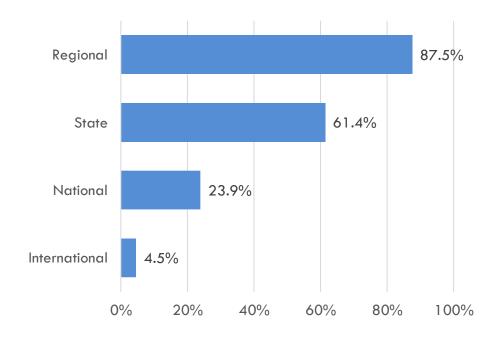


Question: Which types of sporting events do you think the Coastal Mississippi area is ideal for? (Select all that apply) Base: Sporting event planners. 88 responses.

IDEAL TYPES OF SPORTS TOURNAMENTS FOR COASTAL MISSISSIPPI

A large majority of Sports Planners surveyed perceive Coastal MS to be most ideal for regional tournaments (87.5%) and state tournaments (61.4%). Nearly a quarter of Sports Planners also feel the destination would be ideal to host national tournaments (23.9%).

Figure 37: Ideal Types of Sports Tournaments for Coastal Mississippi

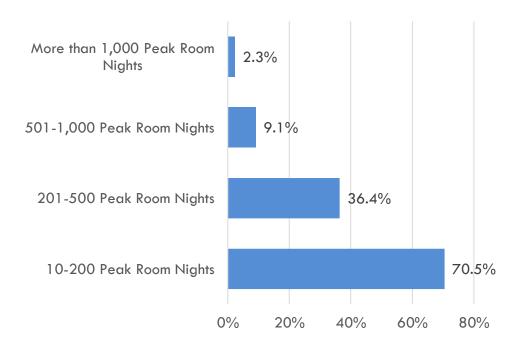


Question: Which types of sports tournaments do you think the Coastal Mississippi area is ideal for? (Select all that apply) Base: Sporting event planners. 88 responses.

IDEAL MEETING SIZE FOR COASTAL MISSISSIPPI

In terms of ideal event/meeting sizes, Sports Planners perceive Coastal MS to be most ideal for events with 200 peak room nights or less.

Figure 38: Ideal Meeting Size for Coastal Mississippi



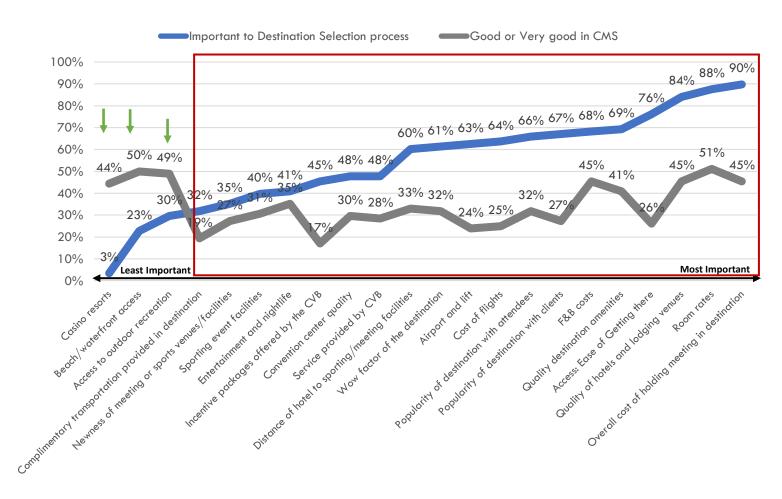
Question: In terms of peak room nights, which size meetings do you think the Coastal Mississippi area is ideal for? (Select all that apply) Base: All sports planner respondents. 88 responses.

ATTRIBUTE IMPORTANCE TO DESTINATION DECISION VS. COASTAL MS RATING —SPORTS PLANNERS

Coastal MS performs well for beach/waterfront access, access to outdoor recreation, and casino resorts (denoted by the green arrows), but underperforms for the attributes that are considered most important in selecting meetings destinations (red boxes). The chart at right maps the percent of Sports Planners who rated each attribute as "High importance" or "Extremely high importance" in selecting meetings/event destinations (blue line) against the percent who rated each attribute as "Good" or "Extremely good" in Coastal MS (gray line). The most important attributes for this audience are similar to other meeting planning segments with overall cost, room rates, quality of hotels, ease of getting there, quality destination amenities, F&B costs, popularity with clients and attendees and cost of flights having the highest levels of importance during the destination evaluation and selection phase.

Again, the lower ratings for Coastal MS are due to Sports Planners general lack of familiarity with the destination and about a quarter or more abstained from rating the destination (e.g. selected "I don't know"—see full rating chart on next page). However the attributes that received the highest bottom-two box score rating includes airport and lift (15.9%), ease of getting there (14.8%), popularity with attendees (12.5%) and wow factor (10.2%).

Figure 39: Attribute Importance to Destination Decision vs. Coastal MS Rating—Sports Planners



Questions: 1. In general, how important are each of the following in determining the destination in which you hold your meetings? 2. How would you rate the Coastal Mississippi area for each of the following? Again, please base this on your current perceptions. Base: All respondents. 88 responses.

SPORTS PLANNERS: RATING OF COASTAL MISSISSIPPI'S ATTRIBUTES - FULL RATING SCALE

				Neutral (neither			Don't Know/Not
	Top 2 Box Score	Excellent	Good	good nor poor)	Poor	Extremely Poor	Applicable
Beach/waterfront access	50.0%	27.3%	22.7%	21.6%	1.1%	0.0%	27.3%
Access to outdoor recreation (hiking, kayaking, fishing, golf)	48.9%	20.5%	28.4%	21.6%	2.3%	0.0%	27.3%
Room rates	51.1%	15.9%	35.2%	21.6%	1.1%	0.0%	26.1%
Overall cost of holding meeting in destination	45.5%	12.5%	33.0%	21.6%	2.3%	0.0%	30.7%
F&B costs	45.5%	11.4%	34.1%	22.7%	1.1%	0.0%	30.7%
Quality of hotels and lodging venues	45.5%	13.6%	31.8%	21.6%	2.3%	0.0%	30.7%
Casino resorts	44.3%	18.2%	26.1%	17.0%	2.3%	0.0%	36.4%
Quality destination amenities (restaurants, entertainment, etc.)	40.9%	15.9%	25.0%	26.1%	3.4%	0.0%	29.5%
Entertainment and nightlife	35.2%	10.2%	25.0%	26.1%	6.8%	0.0%	31.8%
Wow factor of the destination	31.8%	3.4%	28.4%	35.2%	9.1%	1.1%	22.7%
Service provided by Convention & Visitors Bureau	28.4%	11.4%	17.0%	28.4%	3.4%	0.0%	39.8%
Popularity of destination with attendees	31.8%	8.0%	23.9%	31.8%	11.4%	1.1%	23.9%
Convention center quality	29.5%	8.0%	21.6%	22.7%	4.5%	0.0%	43.2%
Distance of hotel to sporting/meeting facilities	33.0%	9.1%	23.9%	26.1%	3.4%	0.0%	37.5%
Popularity of destination with clients/Board of Directors/other decision makers	27.3%	4.5%	22.7%	35.2%	9.1%	0.0%	28.4%
Airport and lift	23.9%	3.4%	20.5%	30.7%	12.5%	3.4%	29.5%
Cost of flights	25.0%	0.0%	25.0%	38.6%	6.8%	0.0%	29.5%
Access: Ease of Getting there	26.1%	4.5%	21.6%	36.4%	10.2%	4.5%	22.7%
Newness of meeting or sports venues/facilities	27.3%	4.5%	22.7%	30.7%	3.4%	1.1%	37.5%
Sporting event facilities	30.7%	6.8%	23.9%	28.4%	3.4%	0.0%	37.5%
Incentive packages offered by the Convention & Visitors Bureau	17.0%	4.5%	12.5%	31.8%	3.4%	0.0%	47.7%
Complimentary transportation provided in destination	19.3%	4.5%	14.8%	31.8%	3.4%	1.1%	44.3%

Question: How would you rate the Coastal Mississippi area for each of the following? Again, please base this on your current perceptions. Base: Sports Planners. 88 responses.

MARKETING TO MEETING PLANNERS

ATTRIBUTES IMPORTANT TO MEETINGS DESTINATION SELECTION

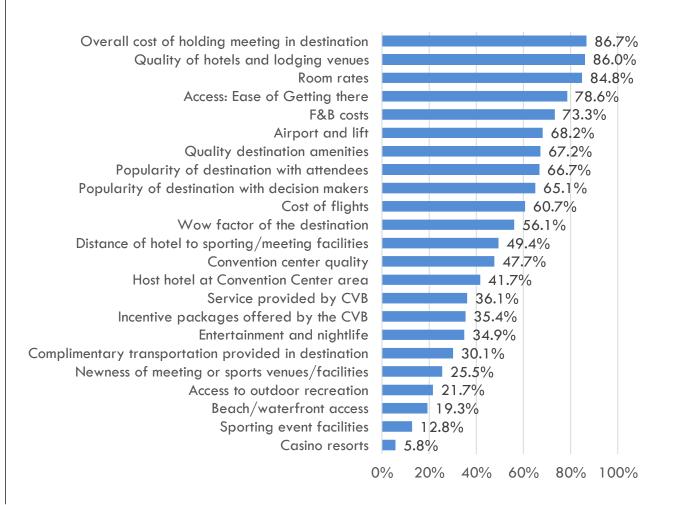
The overall cost of holding meetings in the destination, the quality of hotels and room rates are the most important attributes to the meetings destination selection process. Planners were presented with a set list of attributes and asked to rate how important each one is in determining the destinations for their meetings. The chart at right illustrates the percent of planners who consider each attribute to be of "high importance" or "extremely high importance."

Meeting planners familiar with Coastal Mississippi comparatively placed more importance on the popularity of the destination with attendees, wow factor, distance of the hotel to meeting facilities and services provided by the CVB.

Full detail by meeting planner type is outlined on the following page.

Question: In general, how important are each of the following in determining the destination in which you hold your meetings? Base: All respondents. 415 responses.

Figure 40: Attributes Important to Meetings Destination Selection (Top-Two Box Score--% Rating Each as "High importance" or "Extremely high importance")



ATTRIBUTES IMPORTANT TO MEETINGS DESTINATION SELECTION - BY PLANNER TYPE

Detail by Meeting Planner Type (Top-Two Box Score--% Rating Each as "High importance" or "Extremely high importance")

								High	Medium	Low
	Total	Corporate	Association	Third party	Sports	Familiar	Not familiar	frequency	frequency	frequency
Overall cost of holding meeting in destination	86.7%	85.1%	89.9%	89.8%	89.8%	86.3%	86.9%	86.7%	87.1%	86.5%
Quality of hotels and lodging venues	86.0%	90.1%	86.0%	87.0%	84.1%	81.1%	87.5%	91.8%	83.6%	81.6%
Room rates	84.8%	82.2%	86.0%	88.9%	87.5%	85.3%	84.7%	85.4%	85.3%	83.7%
Access: Ease of Getting there	78.6%	79.2%	79.1%	85.2%	76.1%	80.0%	78.1%	83.5%	80.2%	71.6%
F&B costs	73.3%	77.2%	76.7%	74.1%	68.2%	70.5%	74.1%	75.3%	74.1%	70.2%
Airport and lift	68.2%	75.2%	67.4%	73.1%	62.5%	72.6%	66.9%	72.8%	70.7%	61.0%
Quality destination amenities	67.2%	71.3%	64.3%	69.4%	69.3%	69.5%	66.6%	70.9%	68.1%	62.4%
Popularity of destination with attendees	66.7%	63.4%	71.3%	75.0%	65.9%	74.7%	64.4%	70.3%	69.8%	60.3%
Popularity of destination with decision makers	65.1%	64.4%	62.8%	76.9%	67.0%	68.4%	64.1%	69.0%	70.7%	56.0%
Cost of flights	60.7%	71.3%	57.4%	63.9%	63.6%	61.1%	60.6%	64.6%	56.0%	60.3%
Wow factor of the destination	56.1%	58.4%	51.2%	66.7%	61.4%	62.1%	54.4%	60.8%	53.4%	53.2%
Distance of hotel to sporting/meeting facilities	49.4%	46.5%	48.8%	52.8%	60.2%	57.9%	46.9%	47.5%	52.6%	48.9%
Convention center quality	47.7%	43.6%	48.8%	55.6%	47.7%	52.6%	46.3%	50.0%	48.3%	44.7%
Host hotel at Convention Center area	41.7%	37.6%	44.2%	47.2%	40.9%	51.6%	38.8%	42.4%	39.7%	42.6%
Service provided by CVB	35.4%	30.7%	32.6%	42.6%	47.7%	55.8%	30.3%	29.1%	44.0%	37.6%
Incentive packages offered by the CVB	36.1%	30.7%	37.2%	42.6%	45.5%	51.6%	30.6%	39.2%	36.2%	30.5%
Entertainment and nightlife	34.9%	41.6%	27.9%	39.8%	40.9%	41.1%	33.1%	37.3%	43.1%	25.5%
Complimentary transportation provided in destination	30.1%	27.7%	25.6%	29.6%	31.8%	44.2%	25.9%	23.4%	31.0%	36.9%
Newness of meeting or sports venues/facilities	25.5%	31.7%	19.4%	30.6%	35.2%	38.9%	21.6%	32.3%	21.6%	21.3%
Access to outdoor recreation	21.7%	28.7%	15.5%	25.0%	29.5%	30.5%	19.1%	20.3%	24.1%	21.3%
Beach/waterfront access	19.3%	25.7%	15.5%	17.6%	22.7%	30.5%	15.9%	22.2%	19.8%	15.6%
Sporting event facilities	12.8%	12.9%	5.4%	13.9%	39.8%	26.3%	8.8%	10.8%	15.5%	12.8%
Casino resorts	5.8%	8.9%	3.1%	4.6%	3.4%	15.8%	2.8%	2.5%	8.6%	7.1%
Base	415	101	129	108	88	95	320	158	116	141

Question: In general, how important are each of the following in determining the destination in which you hold your meetings? Base: All respondents. 415 responses.

DESTINATION RESEARCH RESOURCES

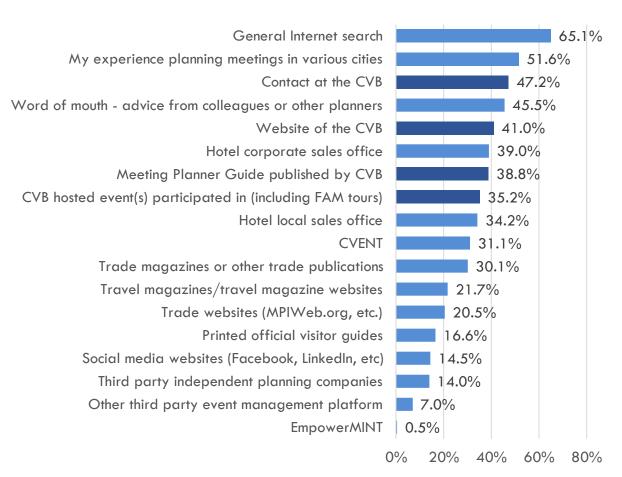
A general internet search, as well as past experience, are the most common resources meeting planners access to research destinations.

Additionally, planners heavily rely on CVB resources to research destinations for meetings and events. Of the top ten resources meeting planners regularly access, four are CVB-related. One-third or more reach out to a contact at the CVB (47.2%), use the CVB website (41.0%), read the CVB meeting planner guide (38.8%) and/or attend CVB-hosted events (35.2%).

Association, Third-Party, sports and medium frequency planners are the most likely types of planners who regularly contact the CVB. Additionally, association planners, those familiar with Coastal Mississippi and medium frequency planners are likelier to use meeting planner guides published by the CVB in their destination research. Compared to other meeting planners, Third-Party planners are the most inclined to participate in a CVB hosted event, such as a FAM tour.

Full detail by meeting planner type is outlined on the following page.

Figure 41: Destination Research Resources



Question: In general, which of the following resources do you regularly access when researching destinations in which to hold meetings or events? (Please only select those that you consider the most important sources.) Base: All respondents. 415 responses.

DESTINATION RESEARCH RESOURCES - BY PLANNER TYPE

Detail by Meeting Planner Type

	Total	Corporate	Association	Third party	Sports	Familiar	Not familiar	High frequency	Medium frequency	Low frequency
General Internet search	65.1%	69.3%	62.8%	63.9%	61.4%	56.8%	67.5%	62.7%	69.8%	63.8%
My experience planning meetings in various cities	51.6%	50.5%	55.0%	55.6%	54.5%	47.4%	52.8%	55.7%	51.7%	46.8%
Contact at the CVB	47.2%	31.7%	52.7%	58.3%	50.0%	44.2%	48.1%	48.7%	56.0%	38.3%
Word of mouth - advice from colleagues or other planners	45.5%	38.6%	48.1%	49.1%	46.6%	42.1%	46.6%	45.6%	44.8%	46.1%
Website of the CVB	41.0%	29.7%	41.1%	48.1%	40.9%	35.8%	42.5%	42.4%	44.0%	36.9%
Hotel corporate sales office	39.0%	39.6%	38.0%	46.3%	34.1%	31.6%	41.3%	49.4%	36.2%	29.8%
Meeting Planner Guide published by CVB	38.8%	35.6%	36.4%	50.9%	42.0%	50.5%	35.3%	39.2%	47.4%	31.2%
CVB hosted event(s) participated in (including FAM tours)	35.2%	20.8%	36.4%	50.0%	42.0%	43.2%	32.8%	38.6%	35.3%	31.2%
Hotel local sales office	34.2%	26.7%	35.7%	36.1%	29.5%	34.7%	34.1%	36.1%	30.2%	35.5%
CVENT	31.1%	40.6%	19.4%	45.4%	38.6%	29.5%	31.6%	46.8%	28.4%	15.6%
Trade magazines or other trade publications	30.1%	32.7%	27.1%	35.2%	33.0%	44.2%	25.9%	32.9%	33.6%	24.1%
Travel magazines/travel magazine websites	21.7%	26.7%	16.3%	26.9%	27.3%	35.8%	17.5%	24.1%	25.0%	16.3%
Trade websites (MPIWeb.org, etc.)	20.5%	27.7%	18.6%	24.1%	27.3%	35.8%	15.9%	25.3%	20.7%	14.9%
Printed official visitor guides	16.6%	13.9%	18.6%	19.4%	18.2%	26.3%	13.8%	14.6%	17.2%	18.4%
Social media websites (Facebook, LinkedIn, etc)	14.0%	12.9%	10.9%	18.5%	21.6%	16.8%	13.8%	15.8%	11.2%	15.6%
Third party independent planning companies	14.5%	15.8%	13.2%	13.9%	11.4%	12.6%	14.4%	15.2%	12.1%	14.2%
Other Third-Party event management platform	7.0%	6.9%	3.9%	14.8%	8.0%	4.2%	7.8%	10.8%	7.8%	2.1%
EmpowerMINT	0.5%	0.0%	0.8%	0.9%	1.1%	2.1%	0.0%	0.6%	0.0%	0.7%
Base	415	101	129	108	88	95	320	158	116	141

Question: In general, which of the following resources do you regularly access when researching destinations in which to hold meetings or events? (Please only select those that you consider the most important sources.) Base: All respondents. 415 responses.

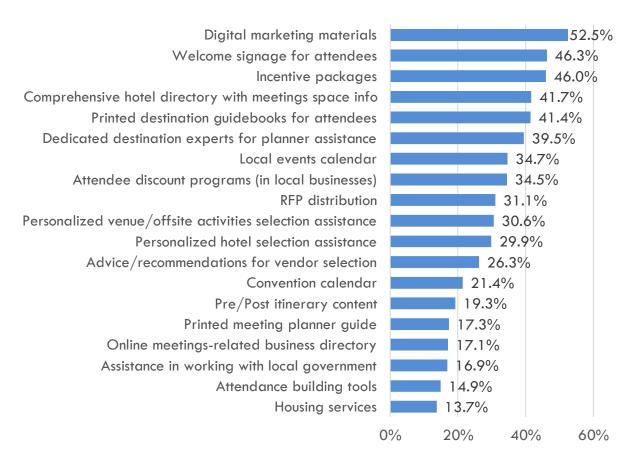
COASTAL MISSISSIPPI CVB SERVICES PLANNERS WOULD LIKELY USE

Meeting planners are likely to seek out a variety of Coastal Mississippi CVB services if hosting in the destination with digital marketing materials topping the list. Welcome signage, incentive packages, a comprehensive hotel directory, printed destination guidebook and a dedicated destination expert for assistance are also likely services they would use.

Third-Party Planners would be more likely to use these services compared to Corporate and Association Planners.

Full detail by meeting planner type is outlined on the following page.

Figure 42: Coastal Mississippi CVB Services Planners Would Likely Use



Question: Imagine you are planning a meeting/event in Coastal Mississippi. Which of the following services provided by the Convention & Visitors Bureau would you be likely to use? (Select all that apply) Base: All respondents. 415 responses.

LIKELY CVB SERVICES TO USE - BY PLANNER TYPE

Detail by Meeting Planner Type

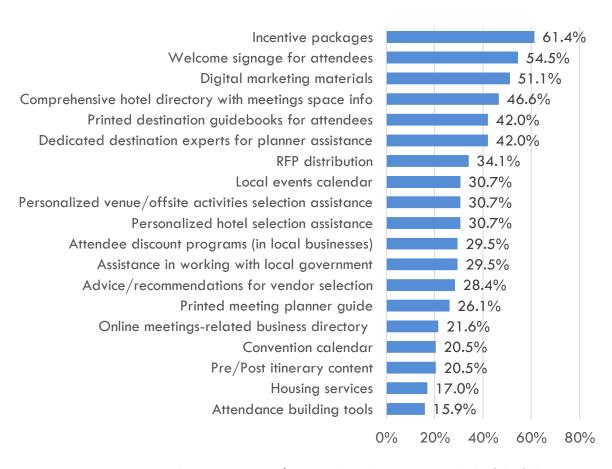
							High	Medium	Low
	Total	Corporate	Association	Third-Party	Familiar	Not familiar	Frequency	Frequency	Frequency
Digital marketing material	52.5%	51.5%	54.3%	61.1%	68.4%	47.8%	53.2%	54.3%	50.4%
Welcome signage for attendees	46.3%	39.6%	44.2%	58.3%	58.9 %	42.5%	45.6%	44.0%	48.9%
Incentive packages	46.0%	35.6%	46.5%	53.7 %	53.7%	43.8%	42.4%	44.8%	51.1%
Comprehensive hotel directory with meetings space info	41.4%	41.6%	40.3%	44.4%	41.1%	41.9%	38.6%	46.6%	41.1%
Printed destination guidebooks for attendees	41.7%	31.7%	38.8%	48.1%	53.7 %	37.8%	34.8%	41.4%	48.9%
Dedicated destination experts for planner assistance	39.5%	40.6%	34.1%	50.0%	44.2%	38.1%	40.5%	43.1%	35.5%
Local events calendar	34.7%	35.6%	29.5%	35.2%	45.3%	31.6%	31.6%	35.3%	37.6%
Attendee discount programs (in local businesses)	34.5%	23.8%	39.5%	38.9%	38.9%	33.1%	30.4%	36.2%	37.6%
RFP distribution	31.1%	26.7%	34.1%	35.2%	26.3%	32.5%	28.5%	36.2%	29.8%
Personalized venue/offsite activities selection assistance	30.6%	26.7%	28.7%	38.0%	25.3%	32.2%	31.6%	36.2%	24.8%
Personalized hotel selection assistance	29.9%	22.8%	34.9%	27.8%	34.7%	28.4%	27.8%	32.8%	29.8%
Advice/recommendations for vendor selection	26.3%	22.8%	24.8%	32.4%	21.1%	27.8%	29.1%	30.2%	19.9%
Convention calendar	21.4%	21.8%	19.4%	26.9%	27.4%	19.7%	20.3%	26.7%	18.4%
Pre/Post itinerary content	19.3%	11.9%	18.6%	26.9%	25.3%	17.5%	19.6%	17.2%	20.6%
Printed meeting planner guide	16.9%	12.9%	20.2%	23.1%	17.9%	17.2%	14.6%	18.1%	19.9%
Online meetings-related business directory	17.3%	13.9%	15.5%	22.2%	15.8%	17.5%	15.8%	18.1%	17.7%
Assistance in working with local government	17.1%	16.8%	8.5%	20.4%	18.9%	16.3%	23.4%	14.7%	11.3%
Attendance building tools	14.9%	9.9%	14.0%	23.1%	18.9%	13.8%	17.1%	14.7%	12.8%
Housing services	13.7%	8.9%	11.6%	20.4%	11.6%	14.4%	13.3%	13.8%	14.2%
Base	415	101	129	108	95	320	158	116	141

Question: Imagine you are planning a meeting/event in Coastal Mississippi. Which of the following services provided by the Convention & Visitors Bureau would you be likely to use? (Select all that apply) Base: All respondents. 415 responses.

SPORTS PLANNERS: COASTAL MISSISSIPPI CVB SERVICES THEY WOULD LIKELY USE

Incentive packages were the top CVB service Sports Planners would seek out if planning an event in Coastal MS. Over 40 percent of these planners would also turn to the CVB for assistance with welcome signage, digital marketing materials, a comprehensive hotel directory, printed destination guidebook and a dedicated destination expert for assistance.

Figure 43: Coastal Mississippi CVB Services Planners Would Likely Use



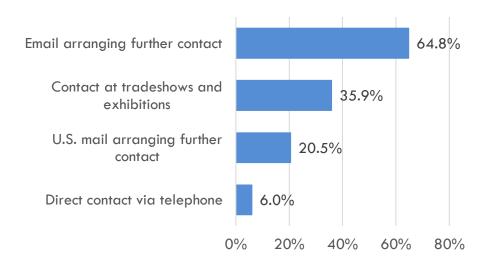
Question: Imagine you are planning a meeting/event in Coastal Mississippi. Which of the following services provided by the Convention & Visitors Bureau would you be likely to use? (Select all that apply) Base: All sports planner respondents. 88 responses.



PREFERENCE FOR CVB OUTREACH

Email arranging further contact is the preferred solicitation method amongst meeting planners. In addition, over one-third of planners would also like to be contacted at tradeshows/exhibitions (35.9%). The greatest opportunity to reach those unfamiliar with Coastal MS is through an email to setup further contact (60.0%).

Figure 44: Preference for CVB Outreach



Question: How would you generally prefer to be solicited by the Coastal Mississippi sales teams? (Select all that apply) Base: All respondents. 415 responses.

	Corporate	Association	Third-Party	Sports Planners	Familiar	Not familiar	High Frequency	Medium Frequency	Low Frequency
Email arranging further contact	67.3%	62.8%	64.8%	68.2%	81.1%	60.0%	67.1%	65.5%	61.7%
Contact at tradeshows and exhibitions	32.7%	28.7%	40.7%	45.5%	36.8%	35.6%	36.7%	38.8%	32.6%
U.S. mail arranging further contact	18.8%	20.2%	23.1%	20.5%	16.8%	21.6%	19.0%	23.3%	19.9%
Direct contact via telephone	5.9%	6.2%	4.6%	9.1%	10.5%	4.7%	7.0%	6.9%	4.3%
Base	101	129	108	88	95	320	158	116	141