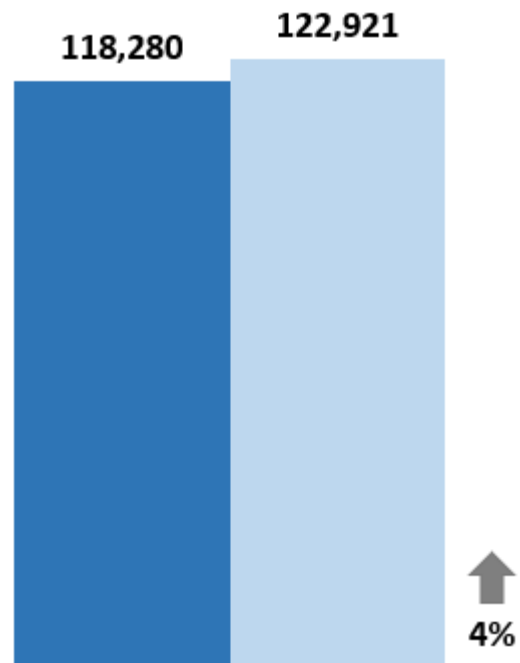


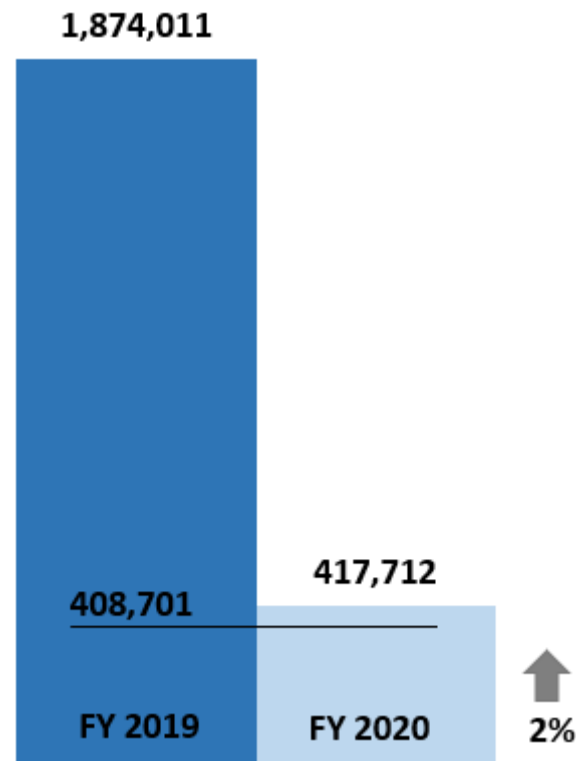
coastal MISSISSIPPI *The Secret Coast*

- Key Performance indicators
- December 2019

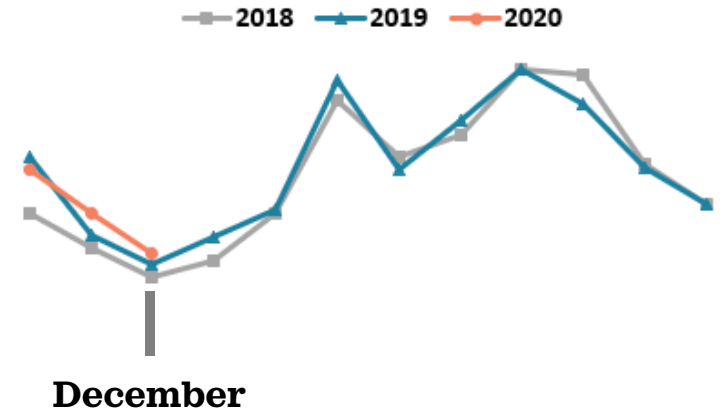
Non-Casino Rooms Sold



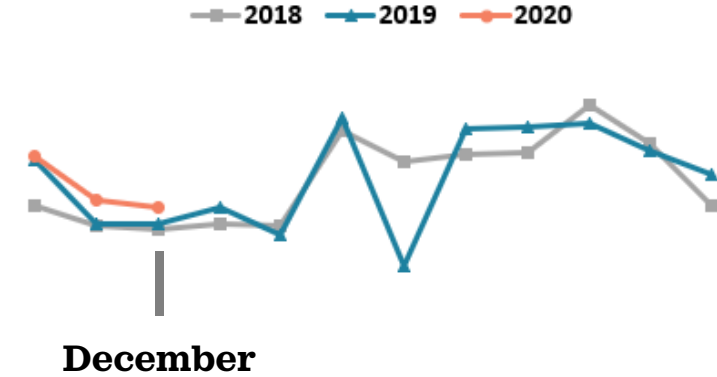
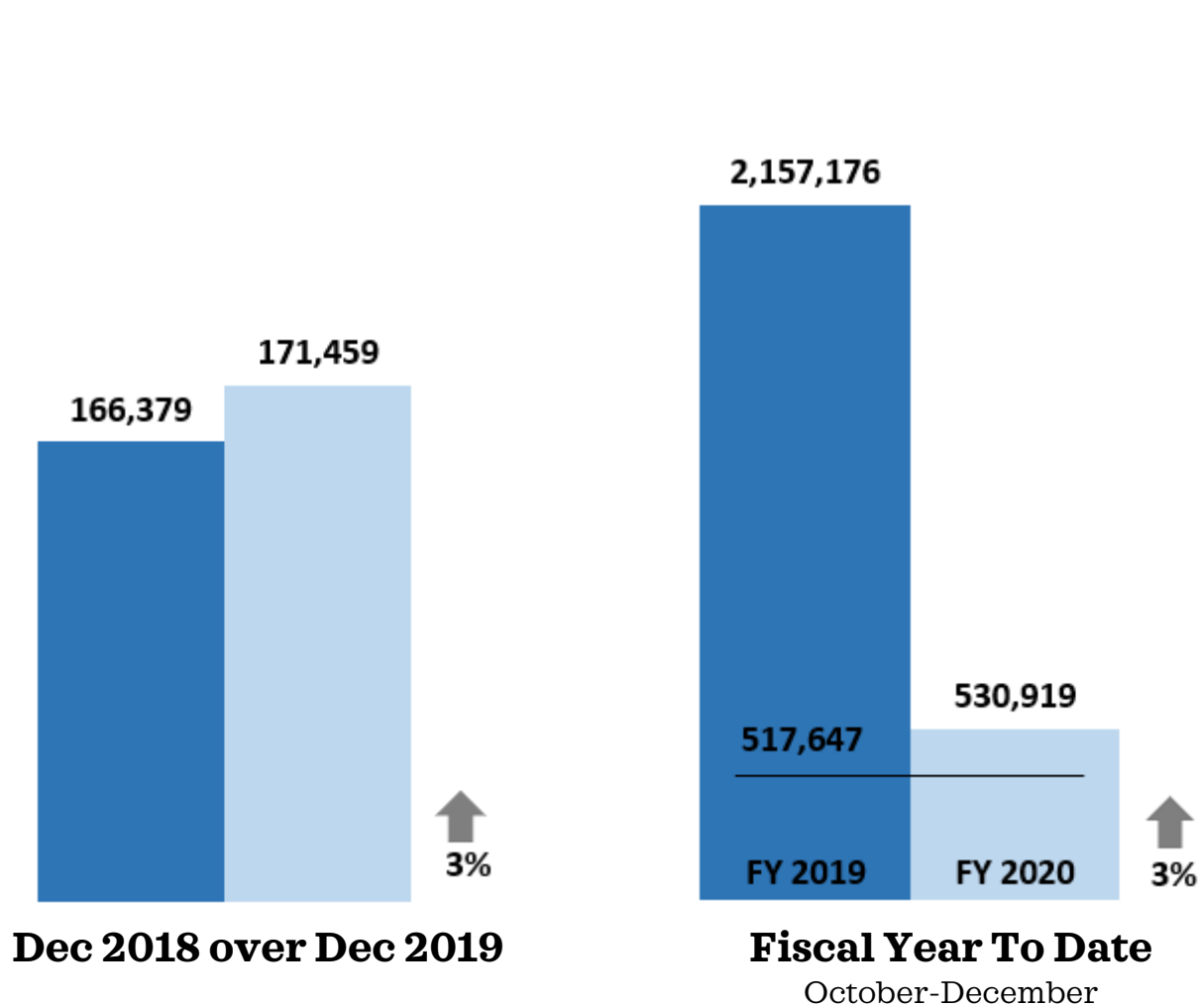
Dec 2018 over Dec 2019



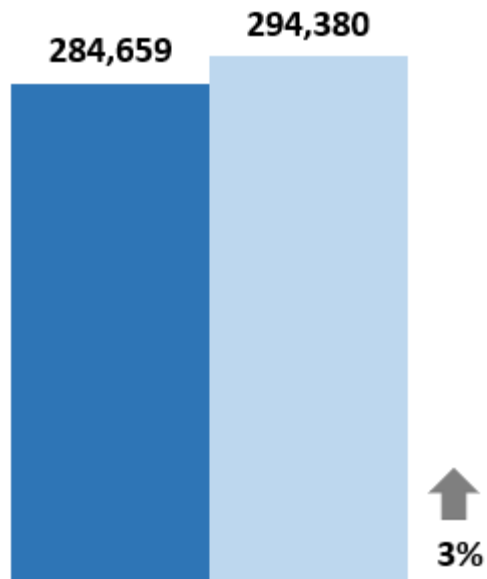
Fiscal Year To Date
October-December



Casino Rooms Occupied

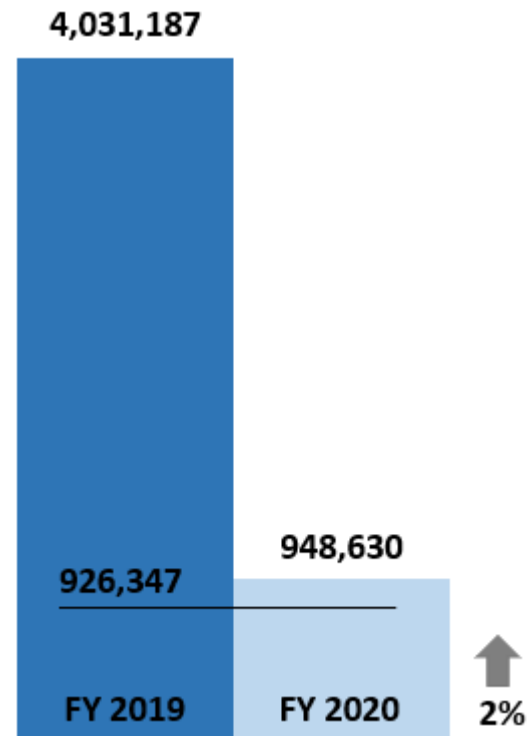


All Rooms Sold/Occupied



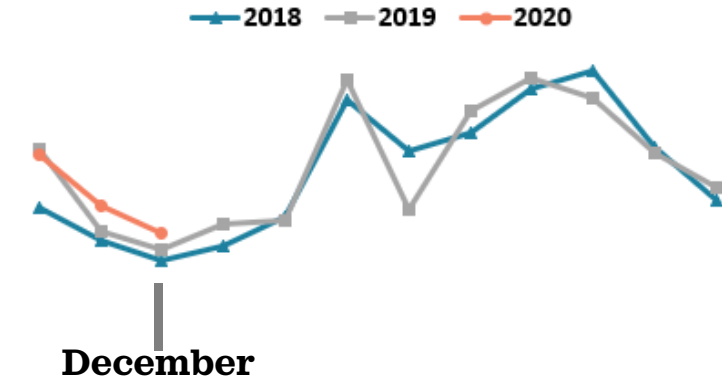
Dec 2018 over Dec 2019

Source: STR & MS Gaming Commission

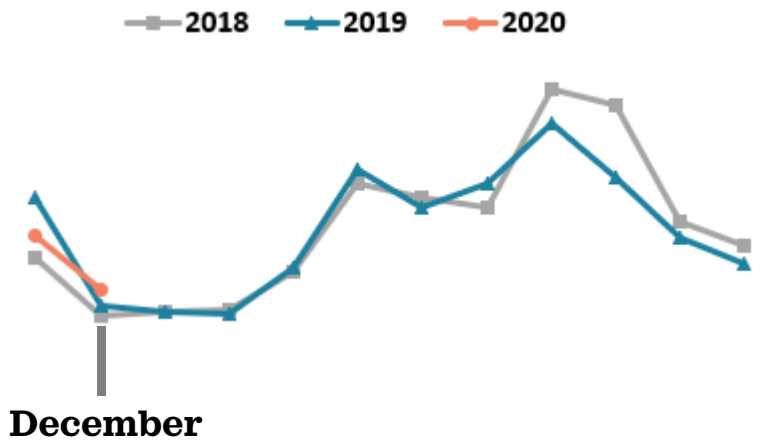
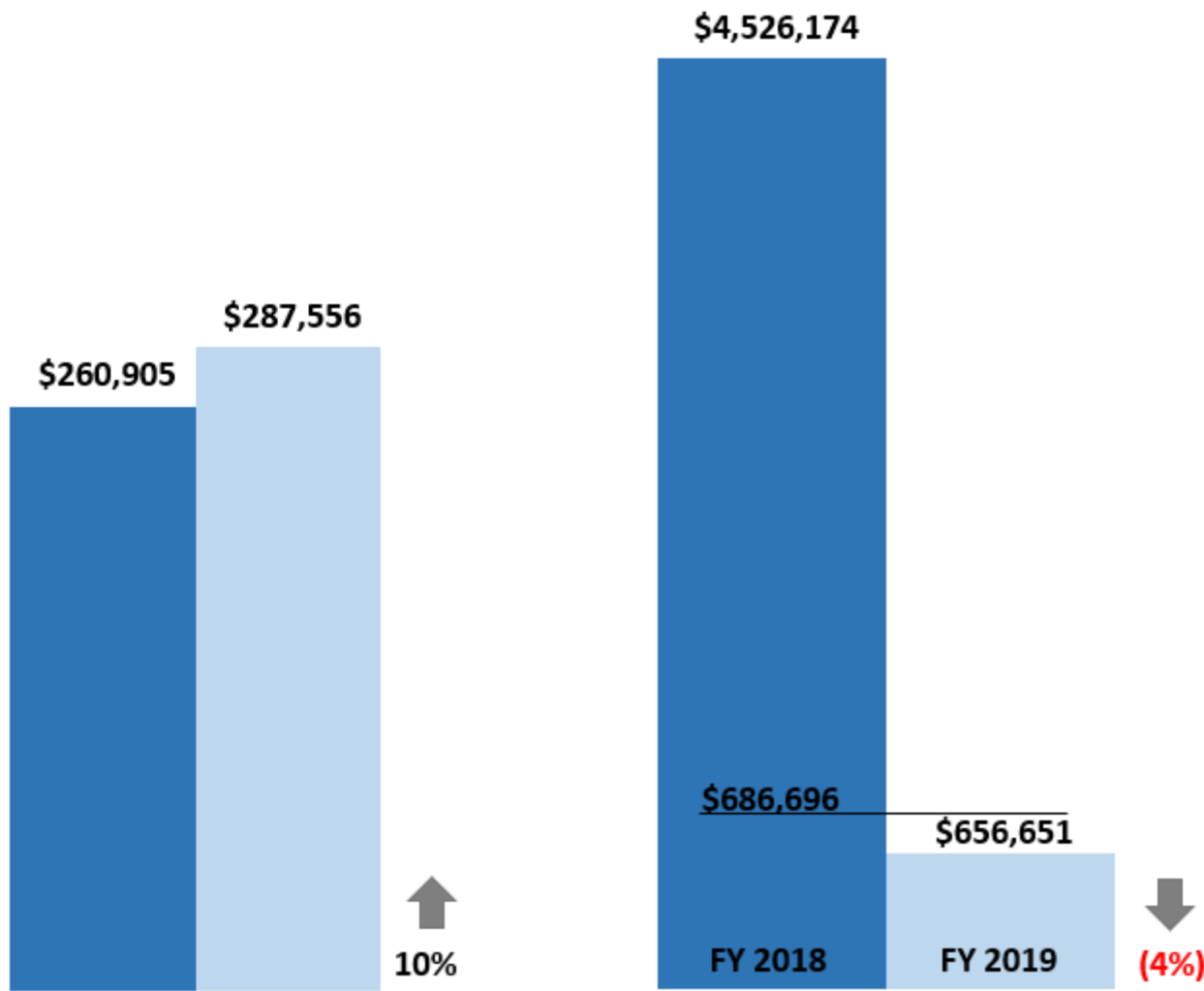


Fiscal Year To Date

October-December



Occupancy Tax Receipts



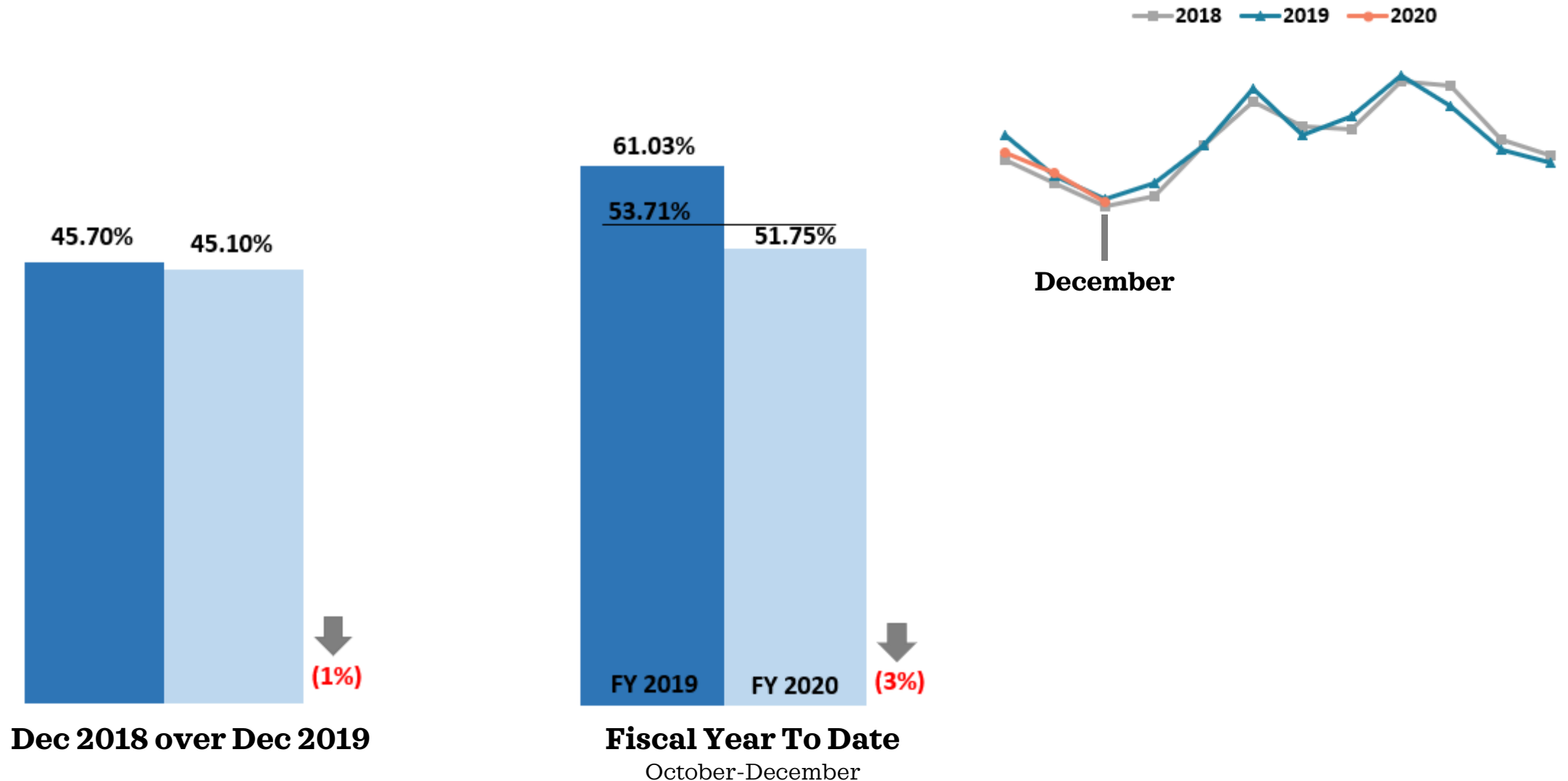
Nov 2018 over Nov 2019

Fiscal Year To Date

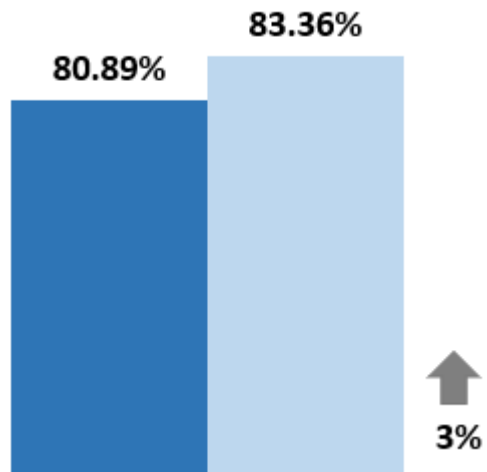
October-November

Source: MS Department of Revenue

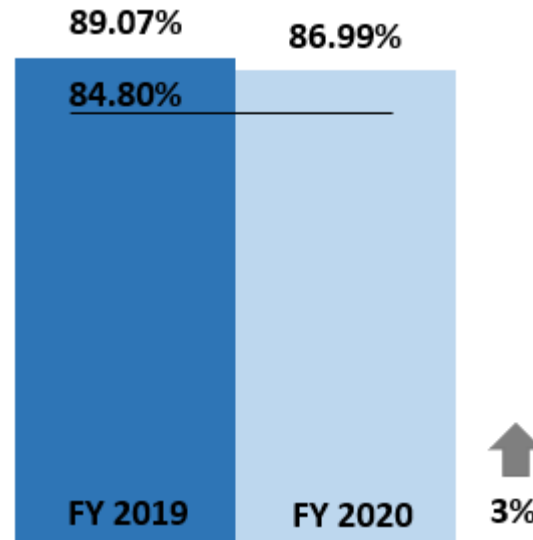
Non-Casino Occupancy



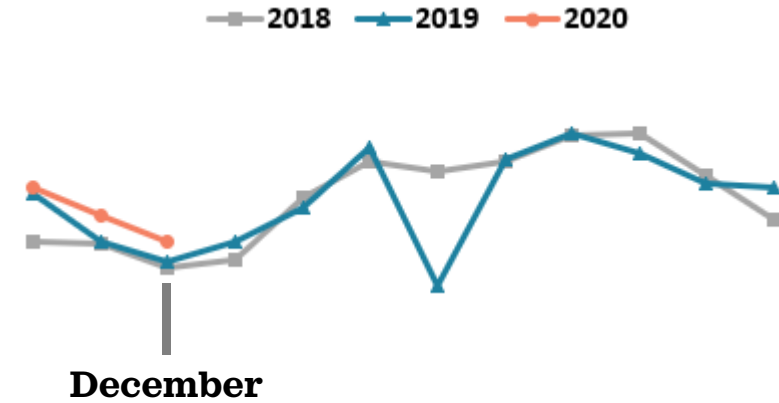
Casino Occupancy



Dec 2018 over Dec 2019



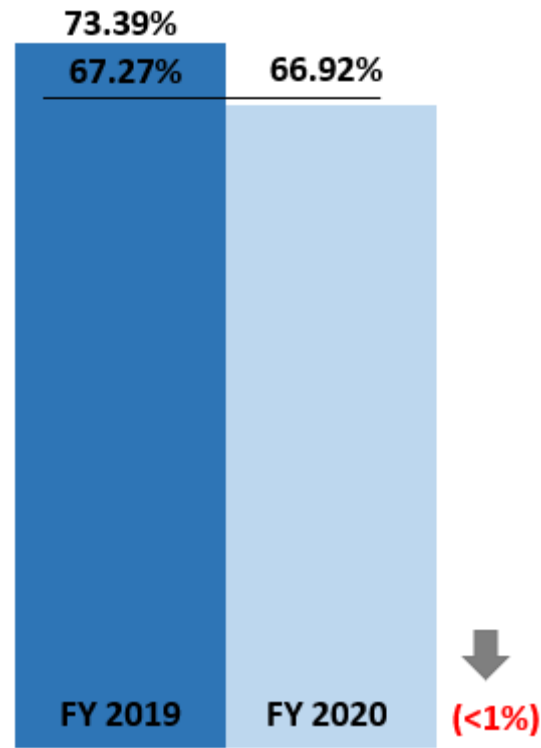
Fiscal Year To Date
October-December



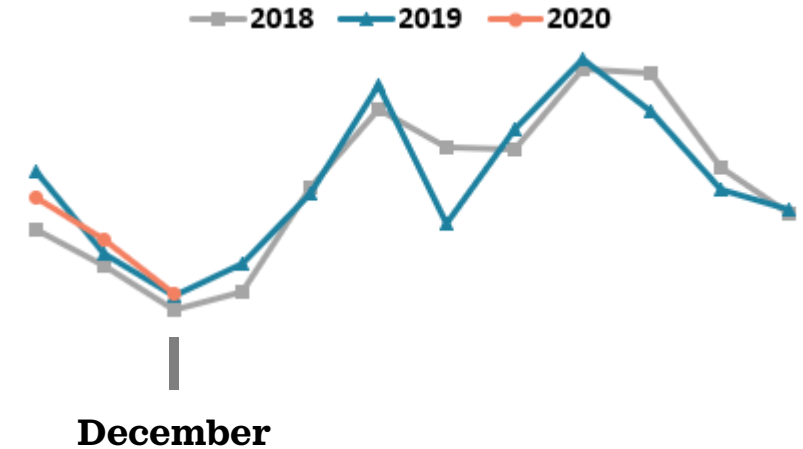
All Occupancy



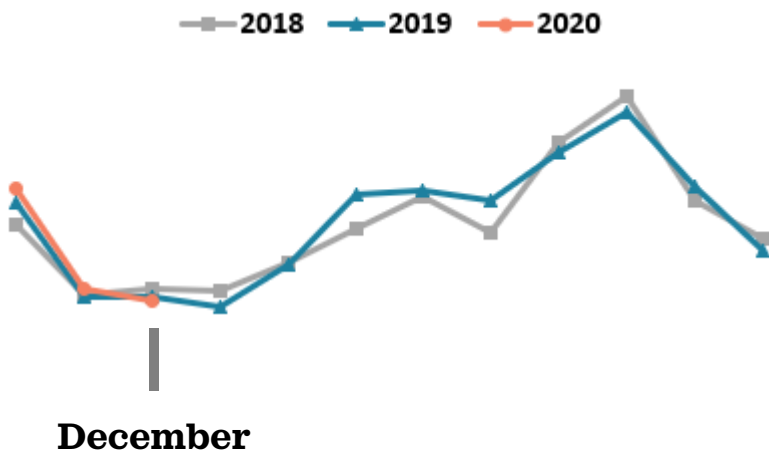
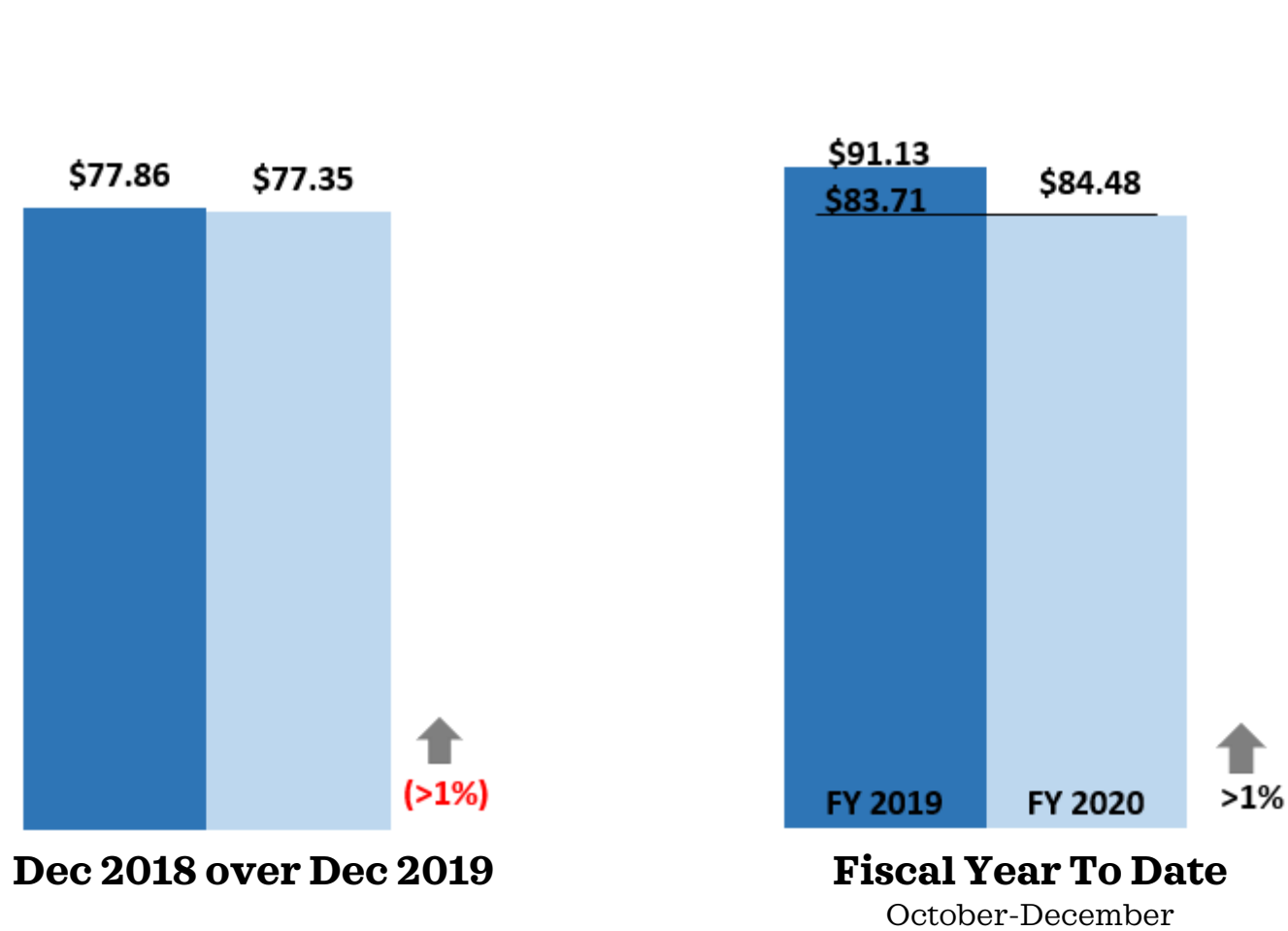
Dec 2018 over Dec 2019



Fiscal Year To Date
October-December

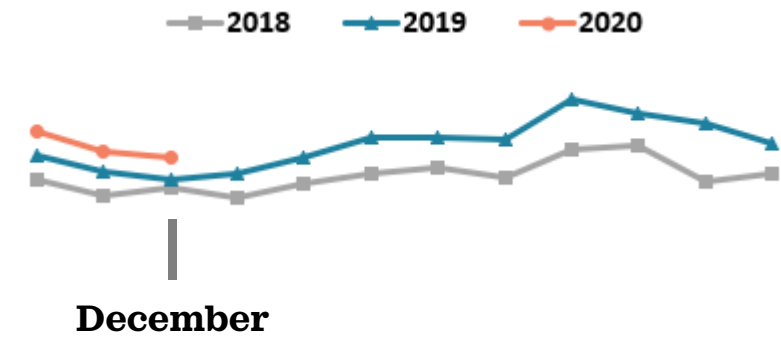
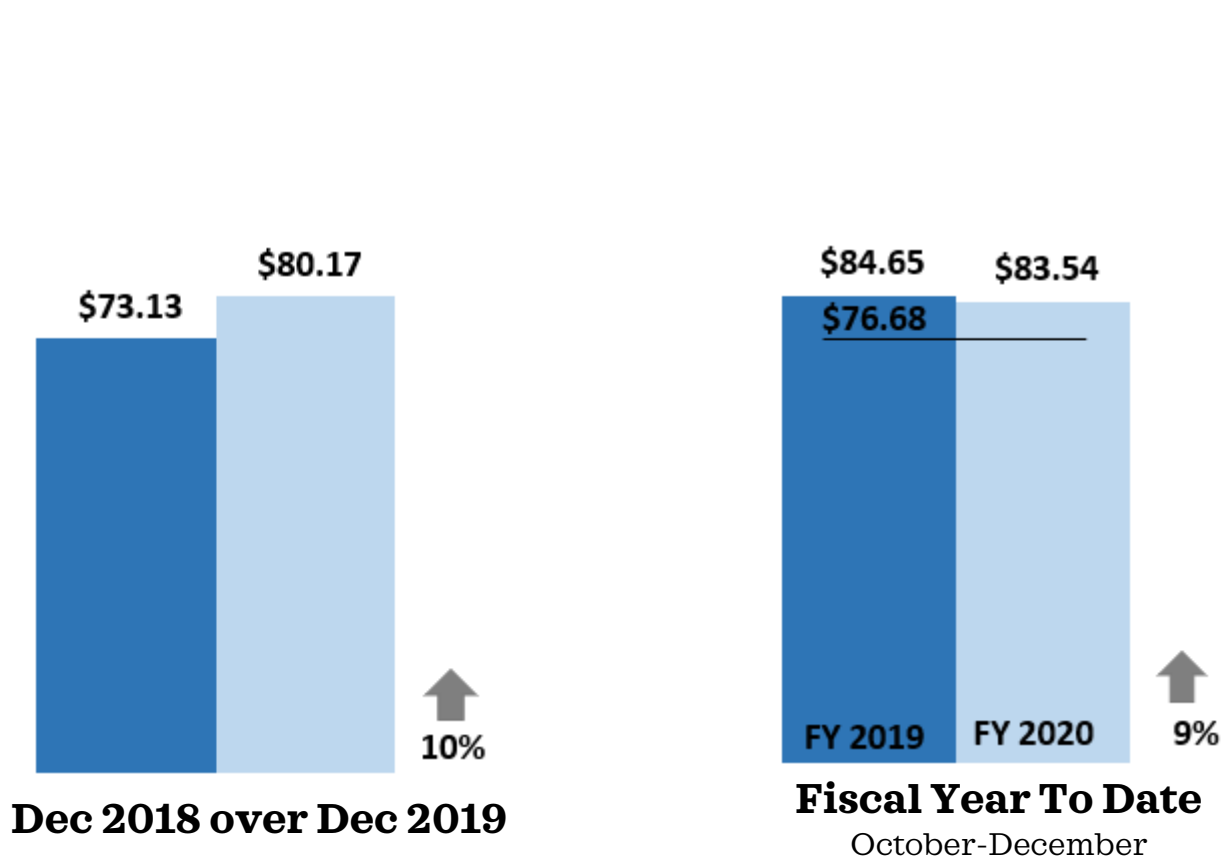


Non-Casino ADR

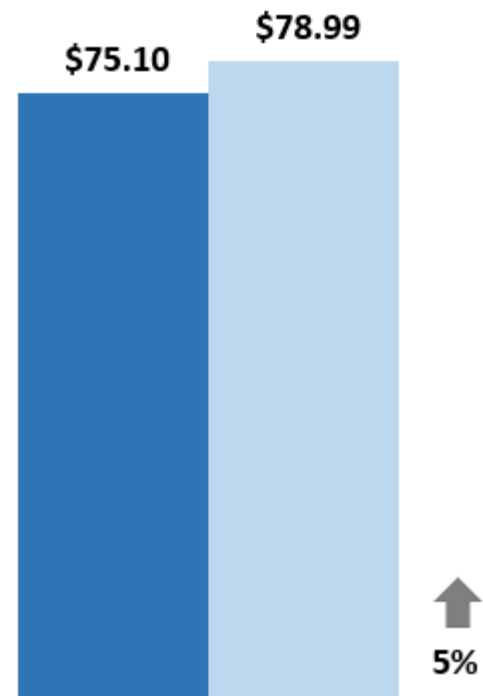


Source: STR

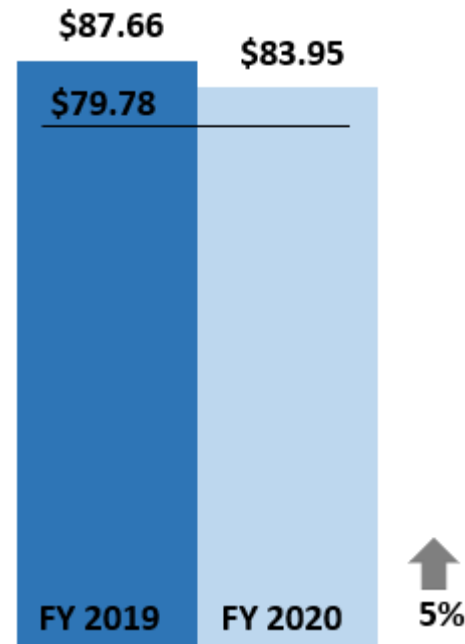
Casino ADR



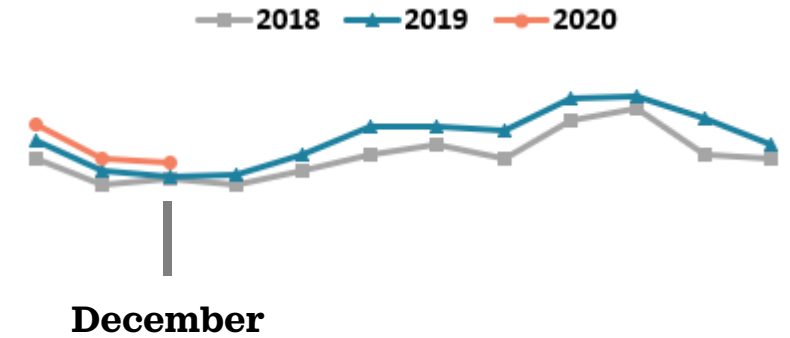
All ADR



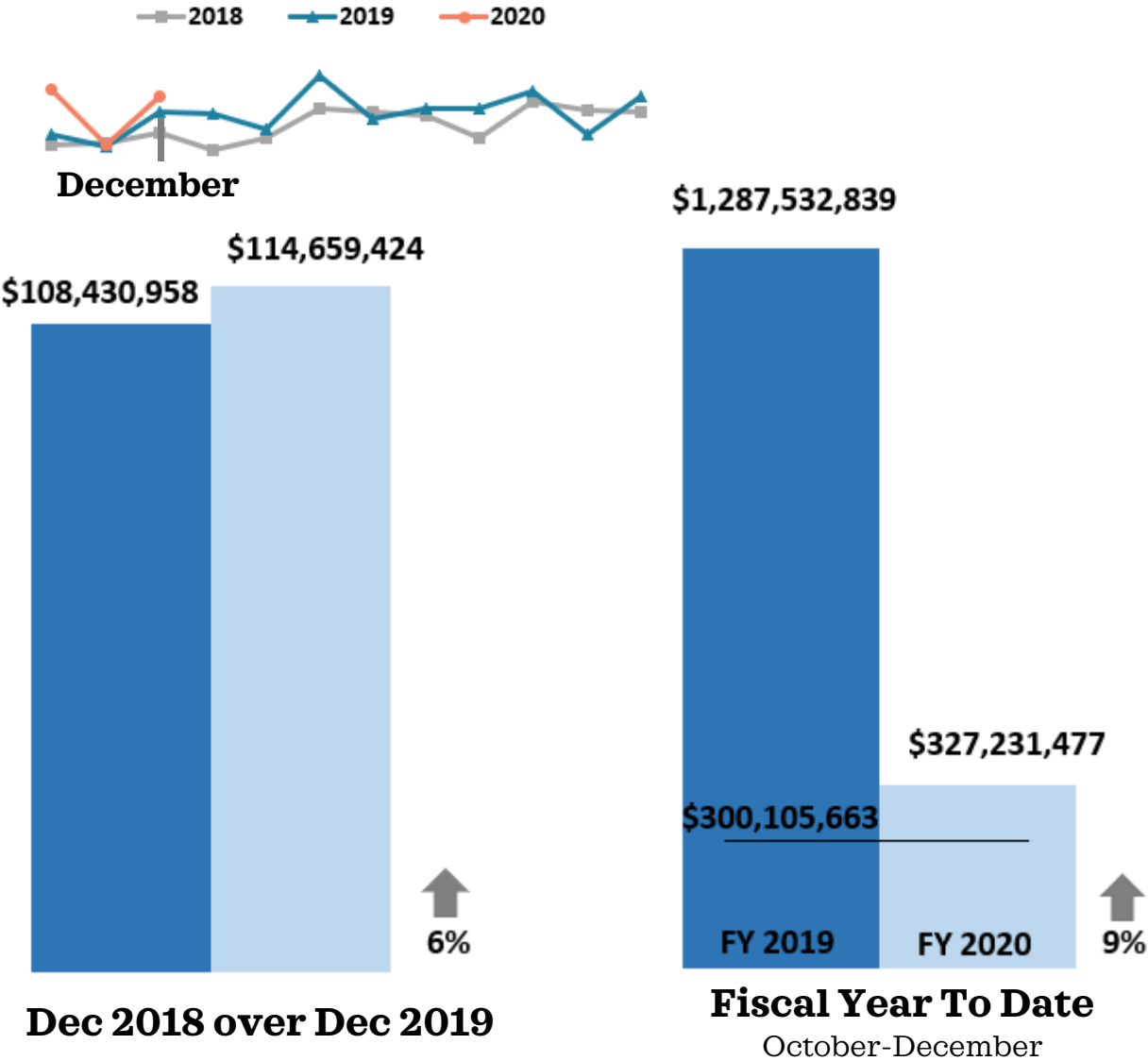
Dec 2018 over Dec 2019



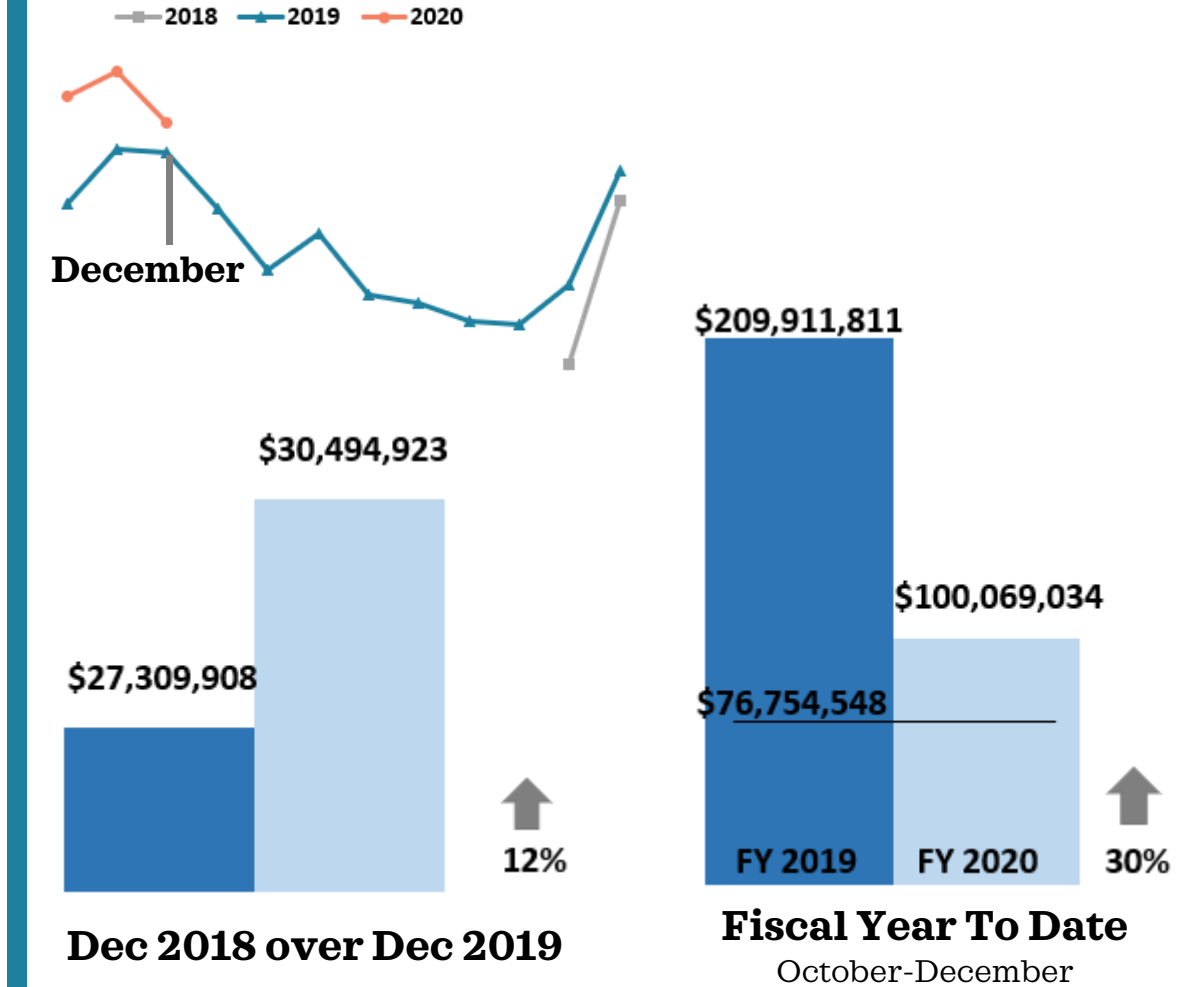
Fiscal Year To Date
October-December



Gaming Revenue



Sports Betting Wagers

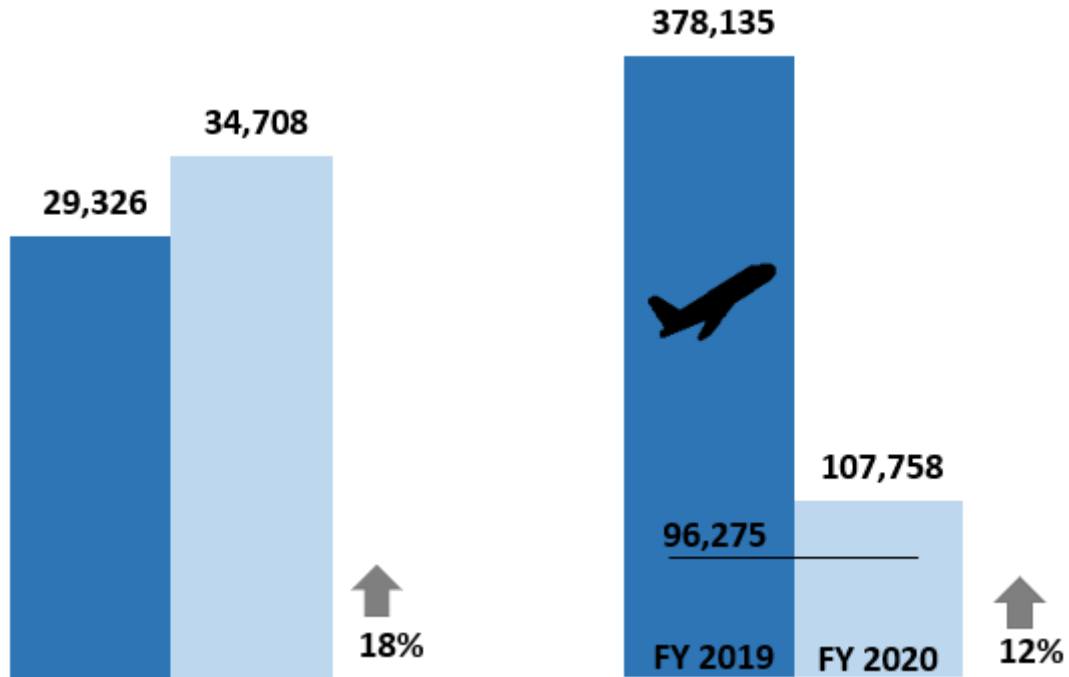
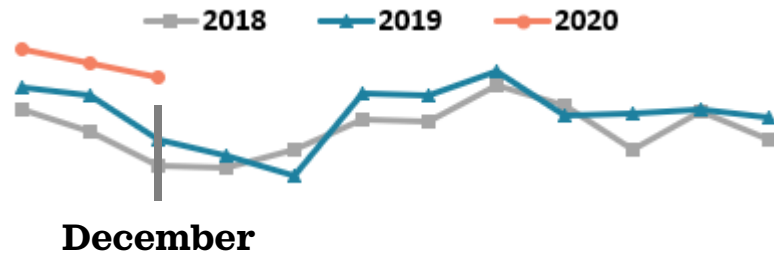


Source: MS Gaming Commission

* Sports Betting began August 2018

Airport

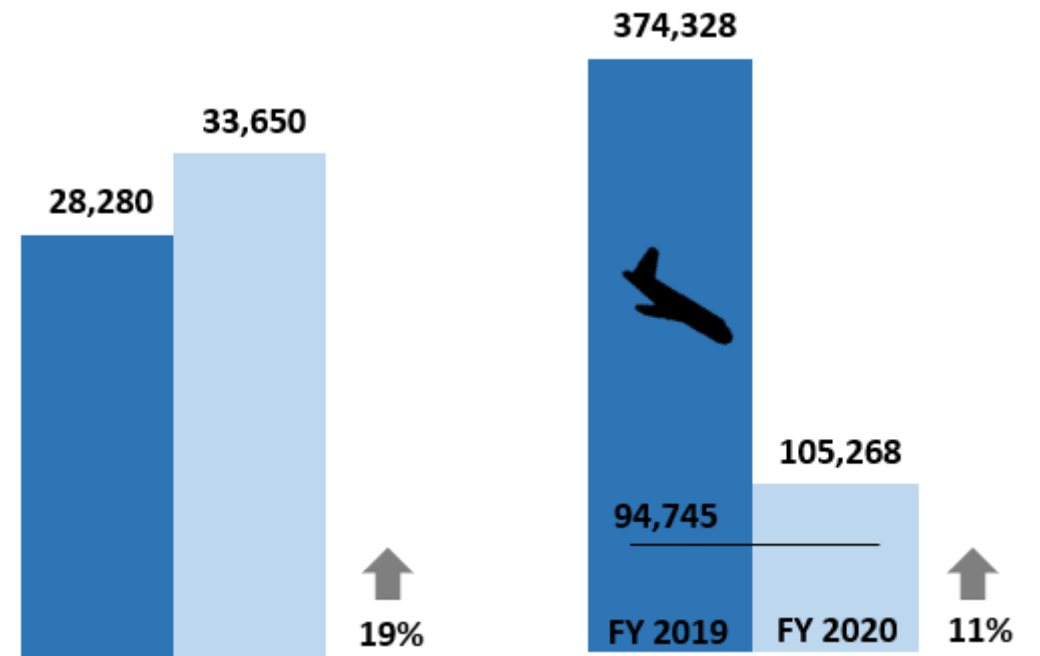
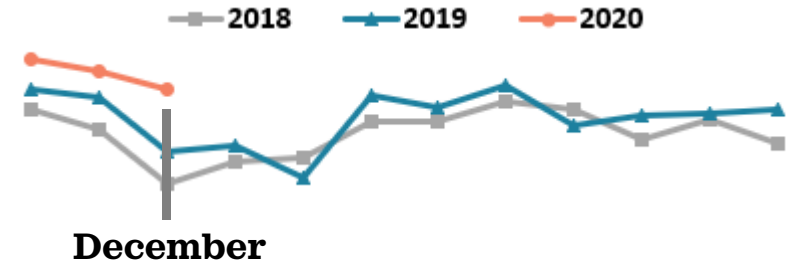
Enplanements



Dec 2018 over Dec 2019

Fiscal Year to Date
October-December

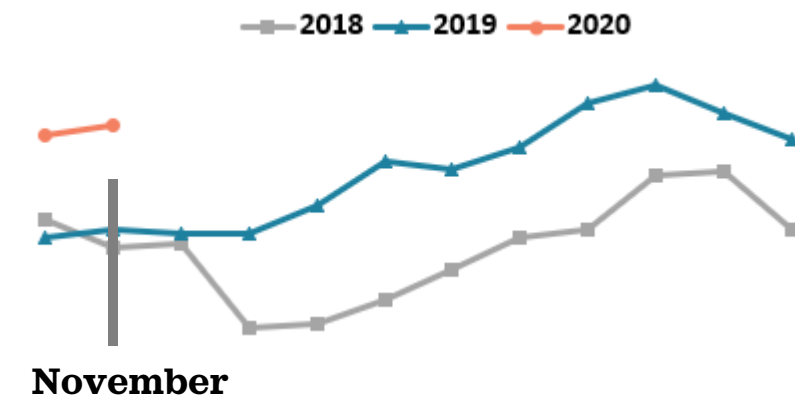
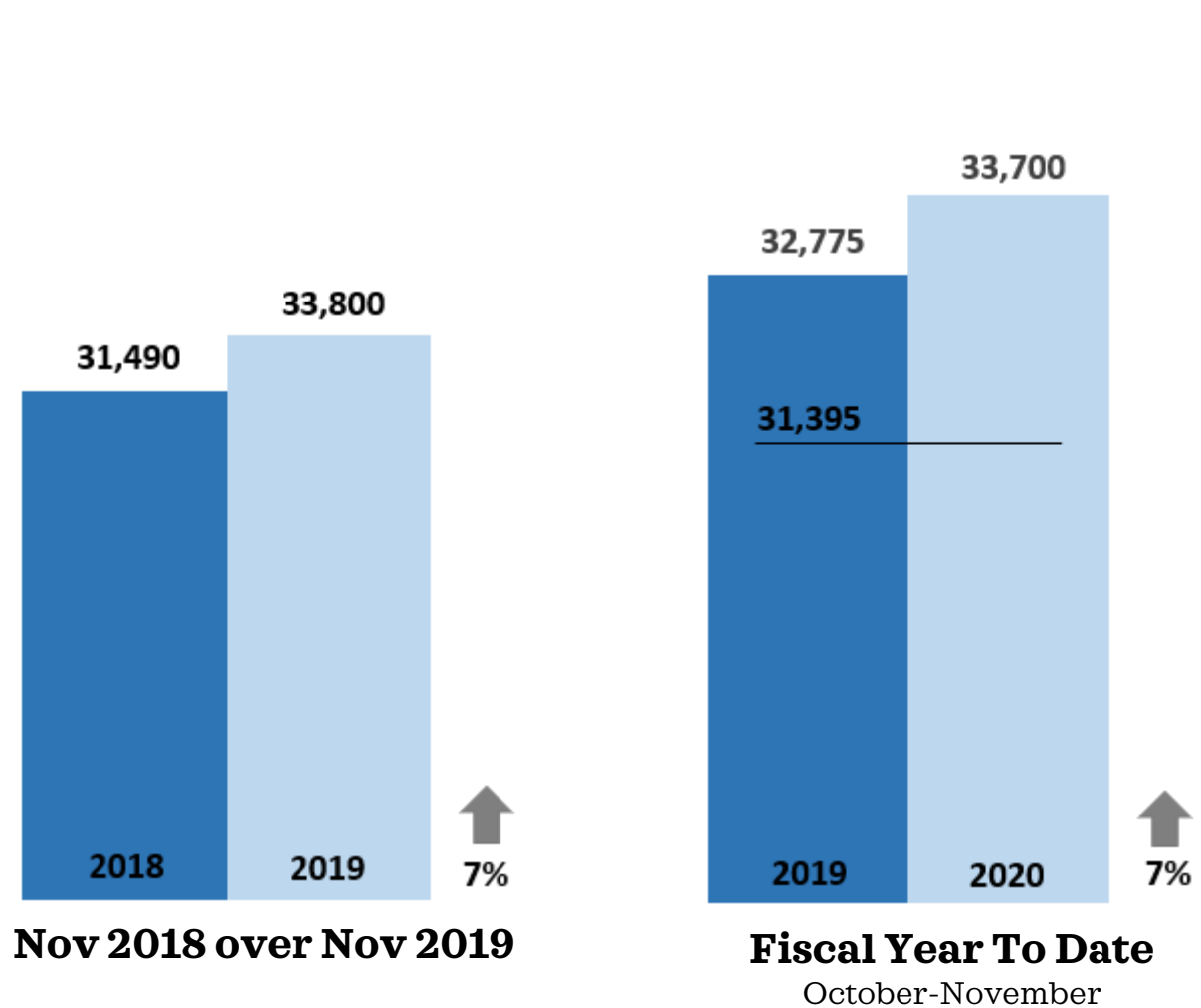
Deplanements



Dec 2018 over Dec 2019

Fiscal Year to Date
October-December

Leisure & Hospitality Jobs

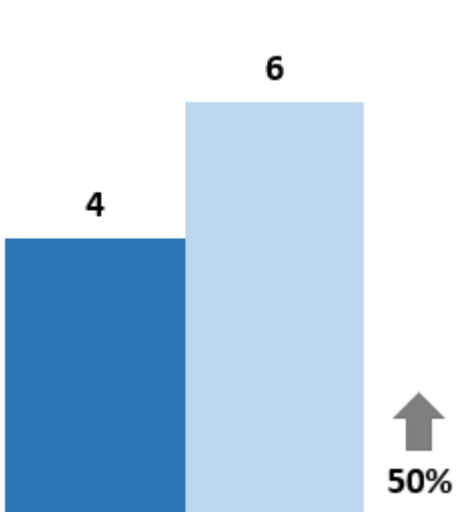
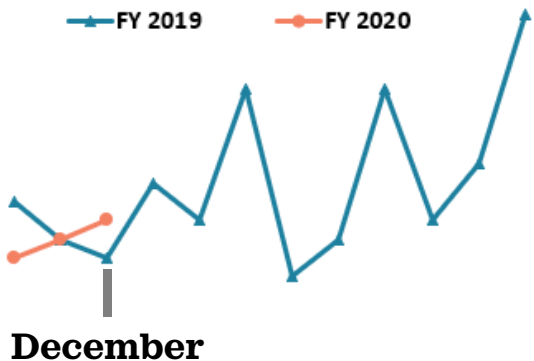


Yearly numbers reflect an average of all months in the FY.

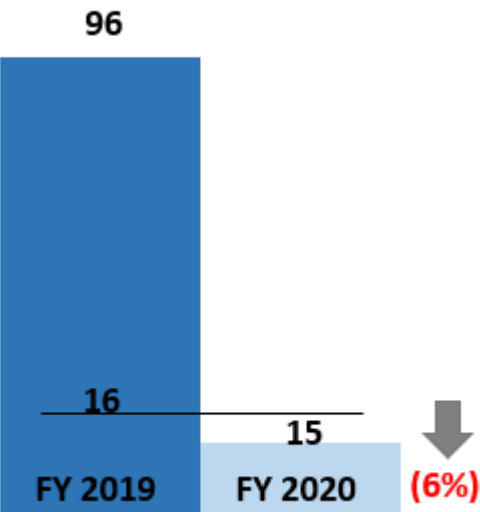
Source: MS Department of Employment Security

Definite Bookings - Meeting/Sports

Bookings

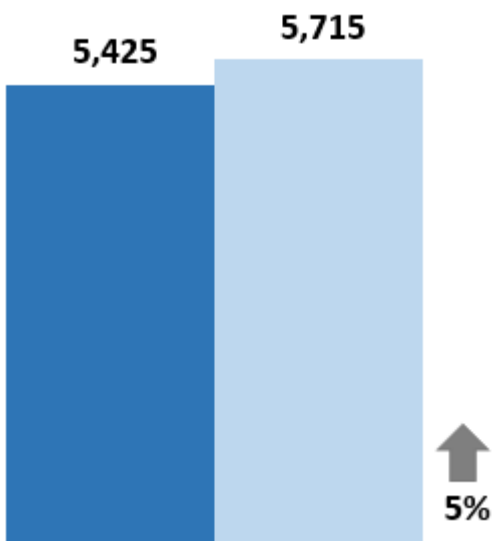
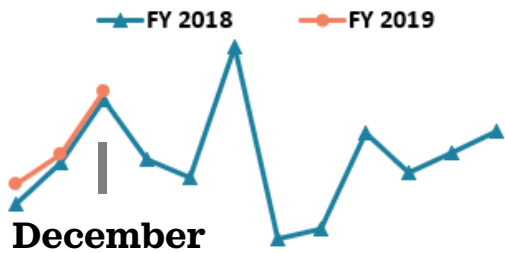


Dec 2018 over Dec 2019

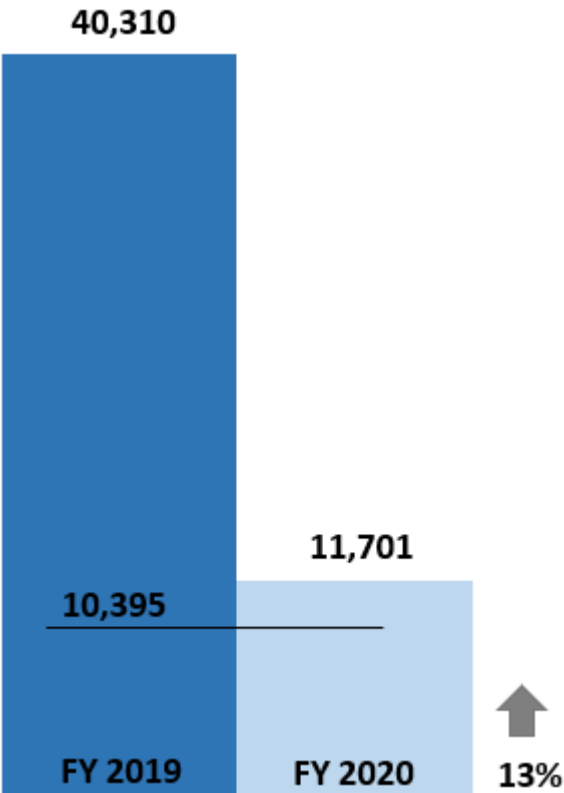


Fiscal Year To Date
October-December

Room nights



Dec 2018 over Dec 2019

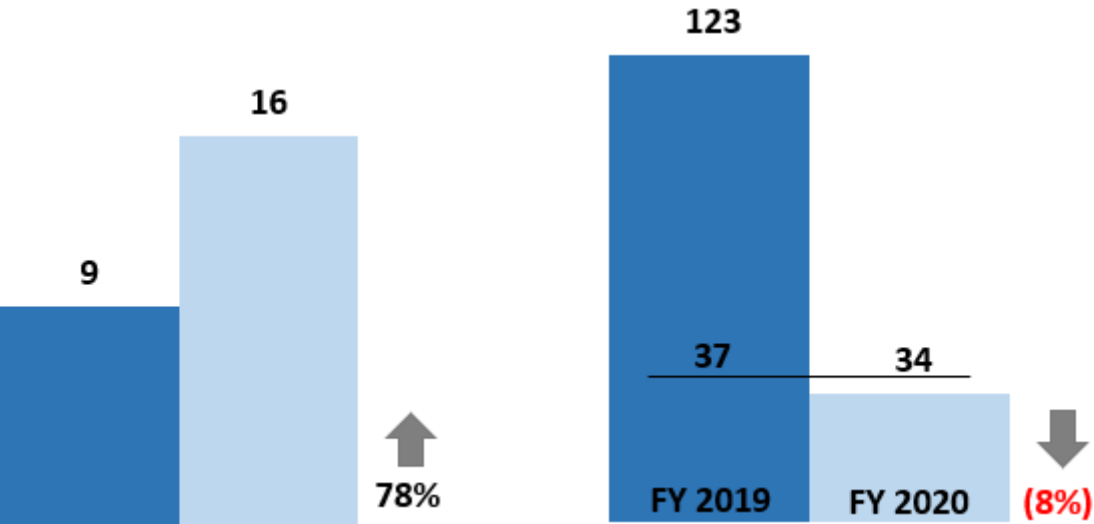
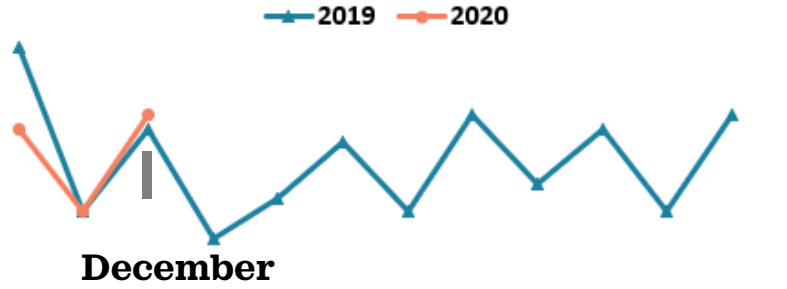


Fiscal Year To Date
October-December

Definite Bookings - Leisure

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

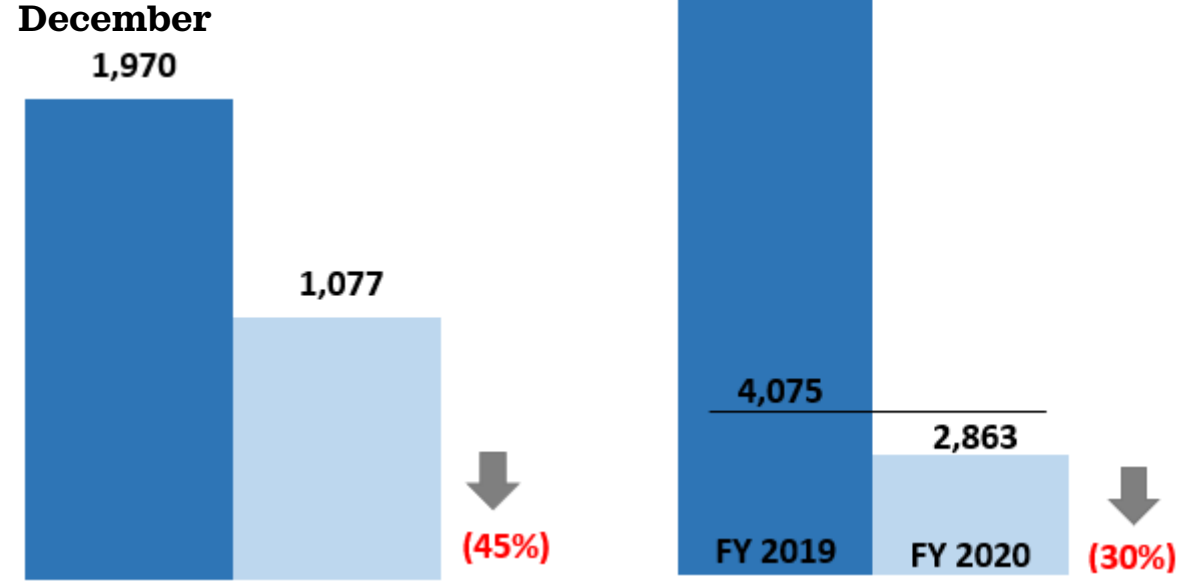
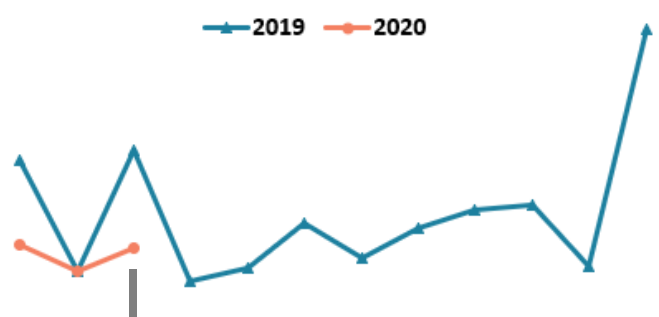
Bookings



Dec 2018 over Dec 2019

Fiscal Year To Date
October-December

Room nights

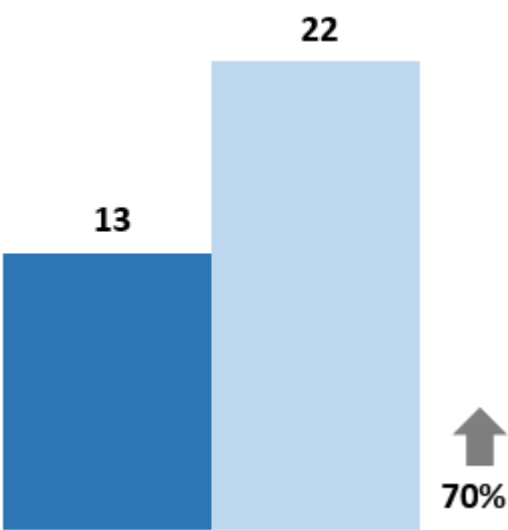
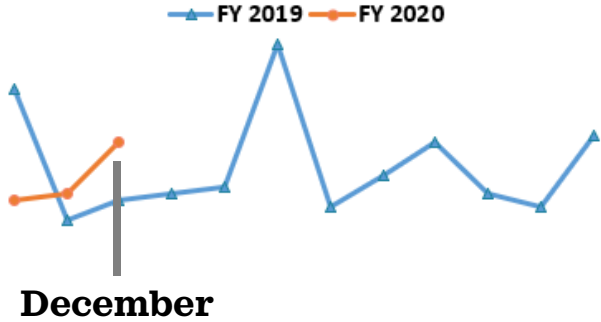


Dec 2018 over Dec 2019

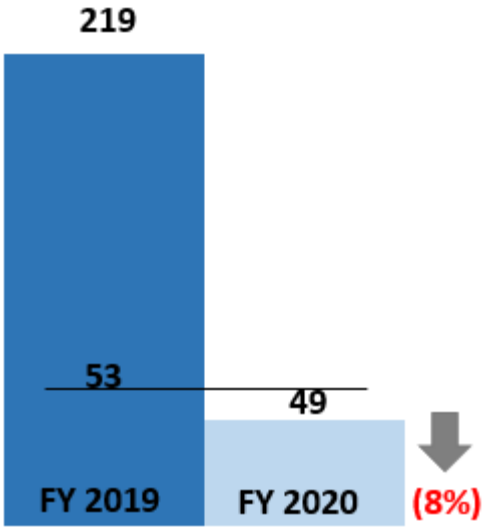
Fiscal Year To Date
October-December

Definite Bookings - All Sales

Bookings

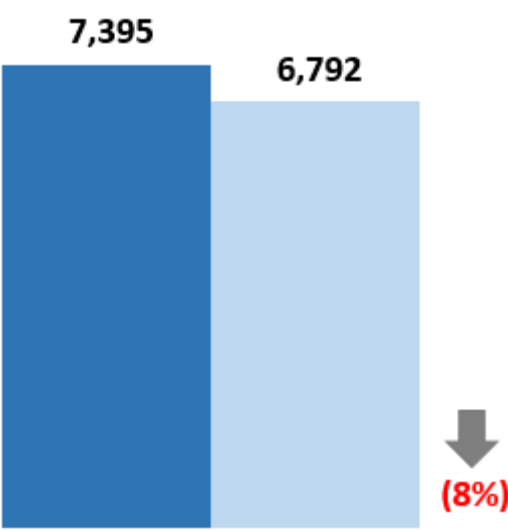
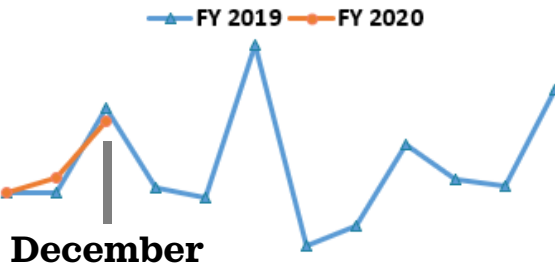


Dec 2018 over Dec 2019

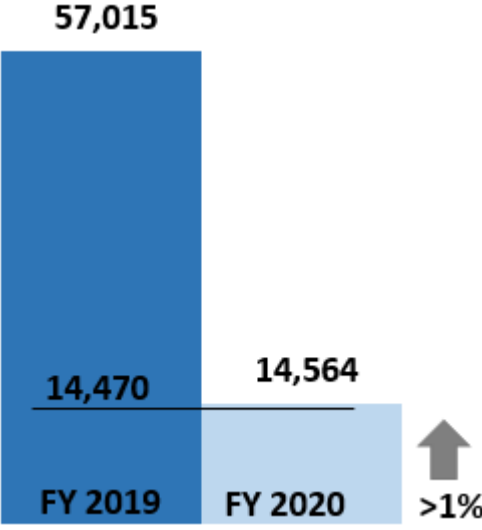


Fiscal Year To Date
October-December

Room nights

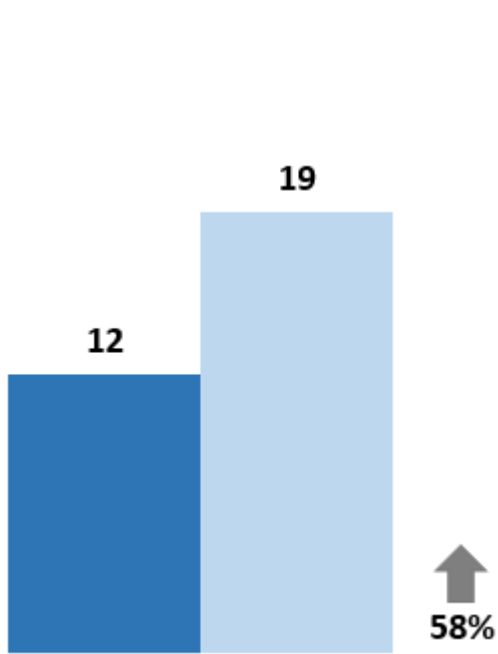
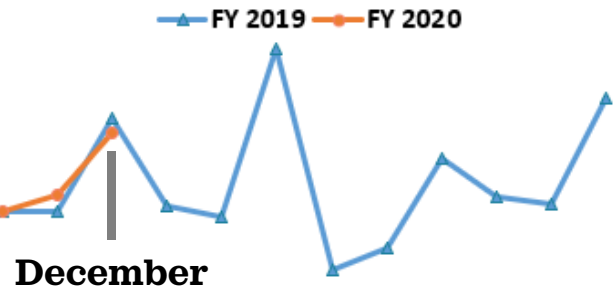


Dec 2018 over Dec 2019

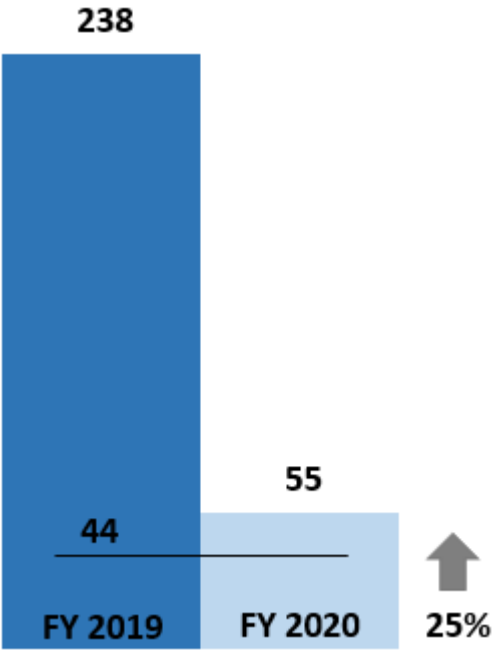


Fiscal Year To Date
October-December

Leads Issued – Meetings/Sports

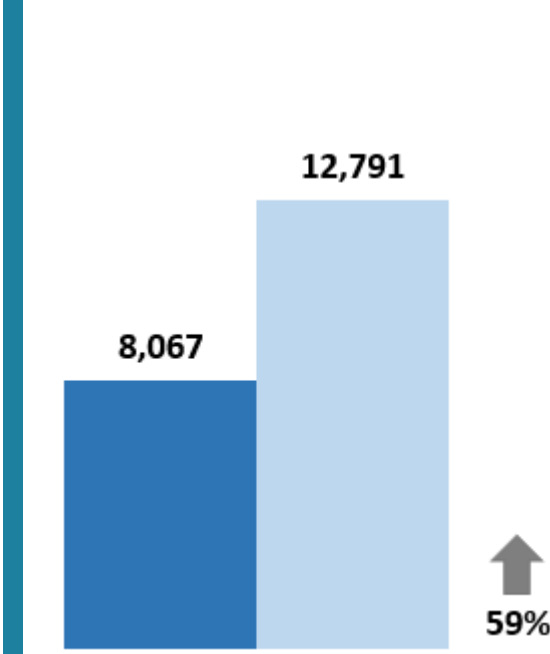
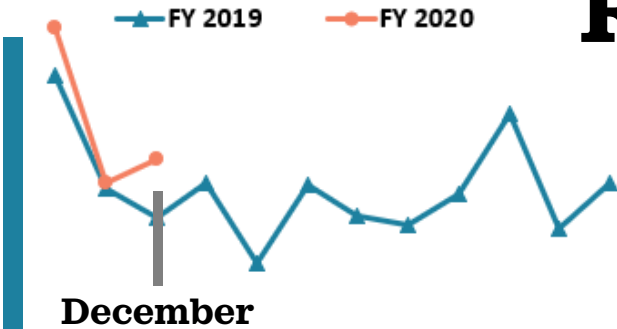


Dec 2018 over Dec 2019

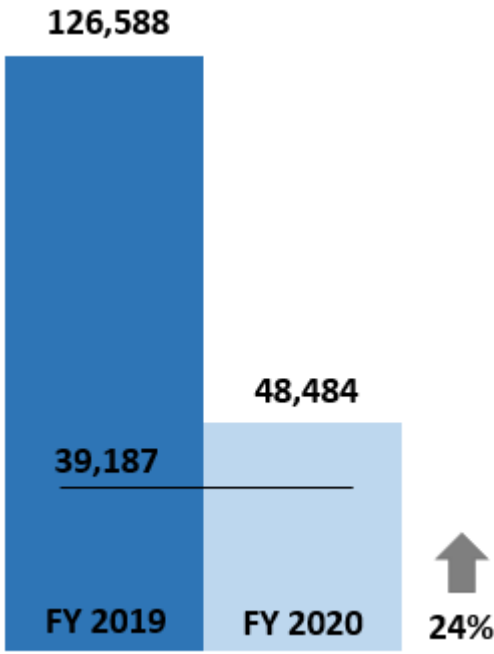


Fiscal Year To Date
October-December

Potential Room Nights

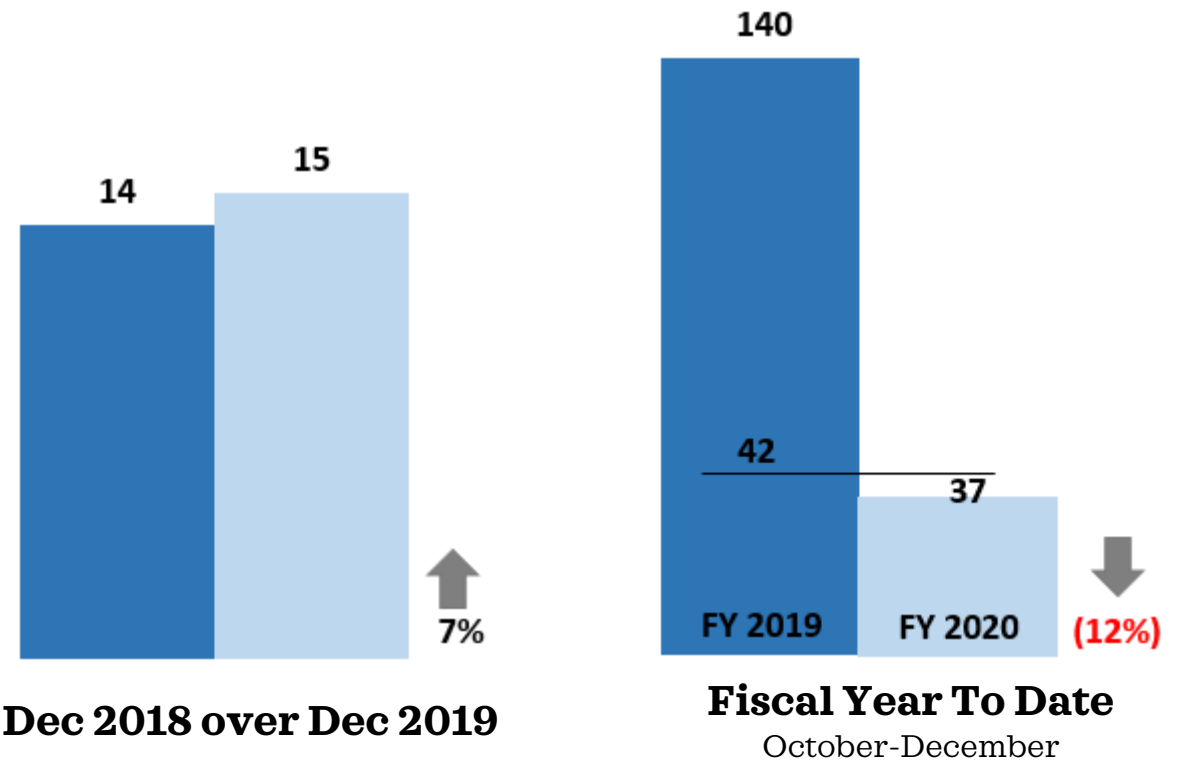
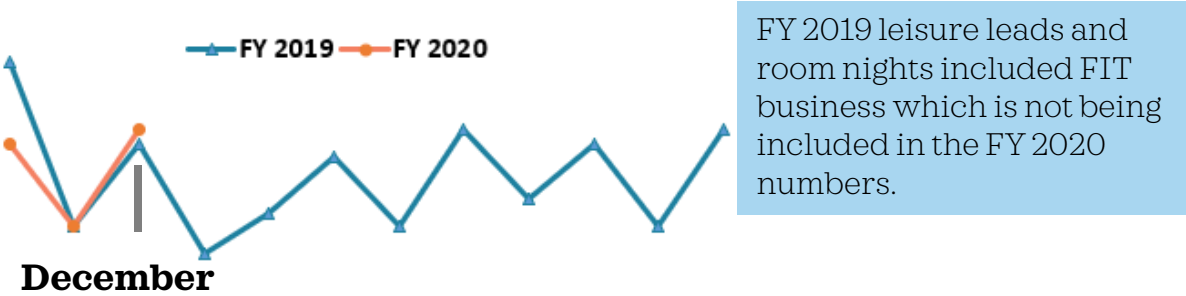


Dec 2018 over Dec 2019

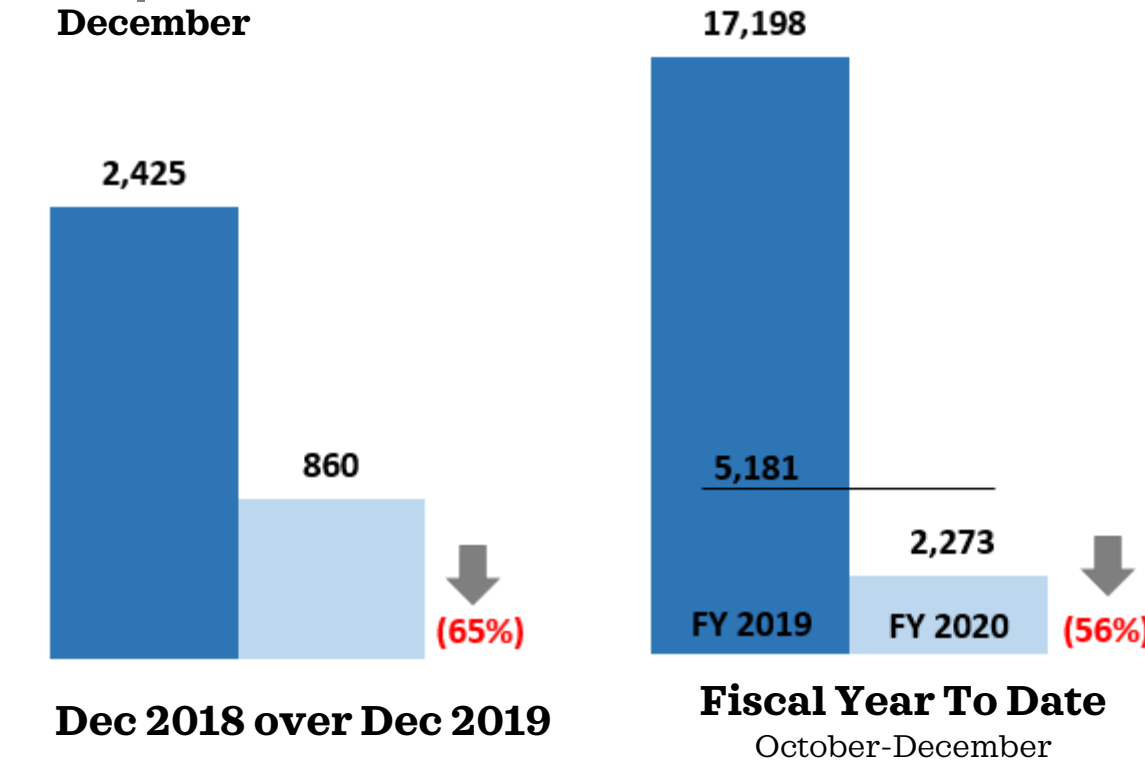
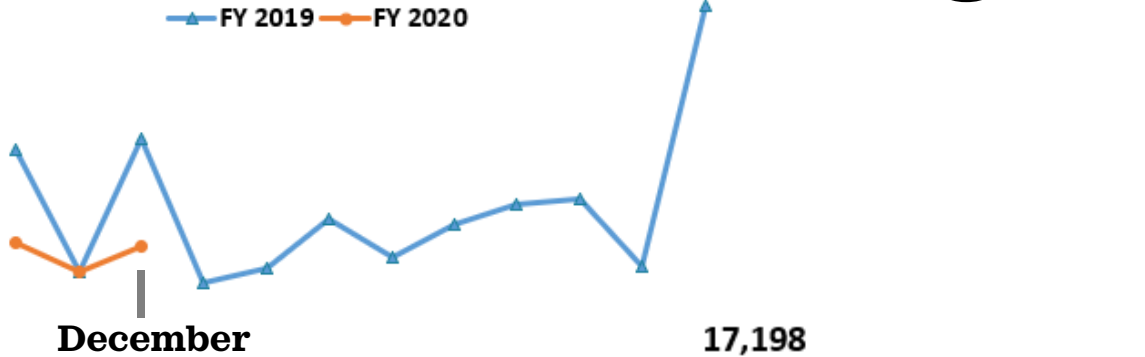


Fiscal Year To Date
October-December

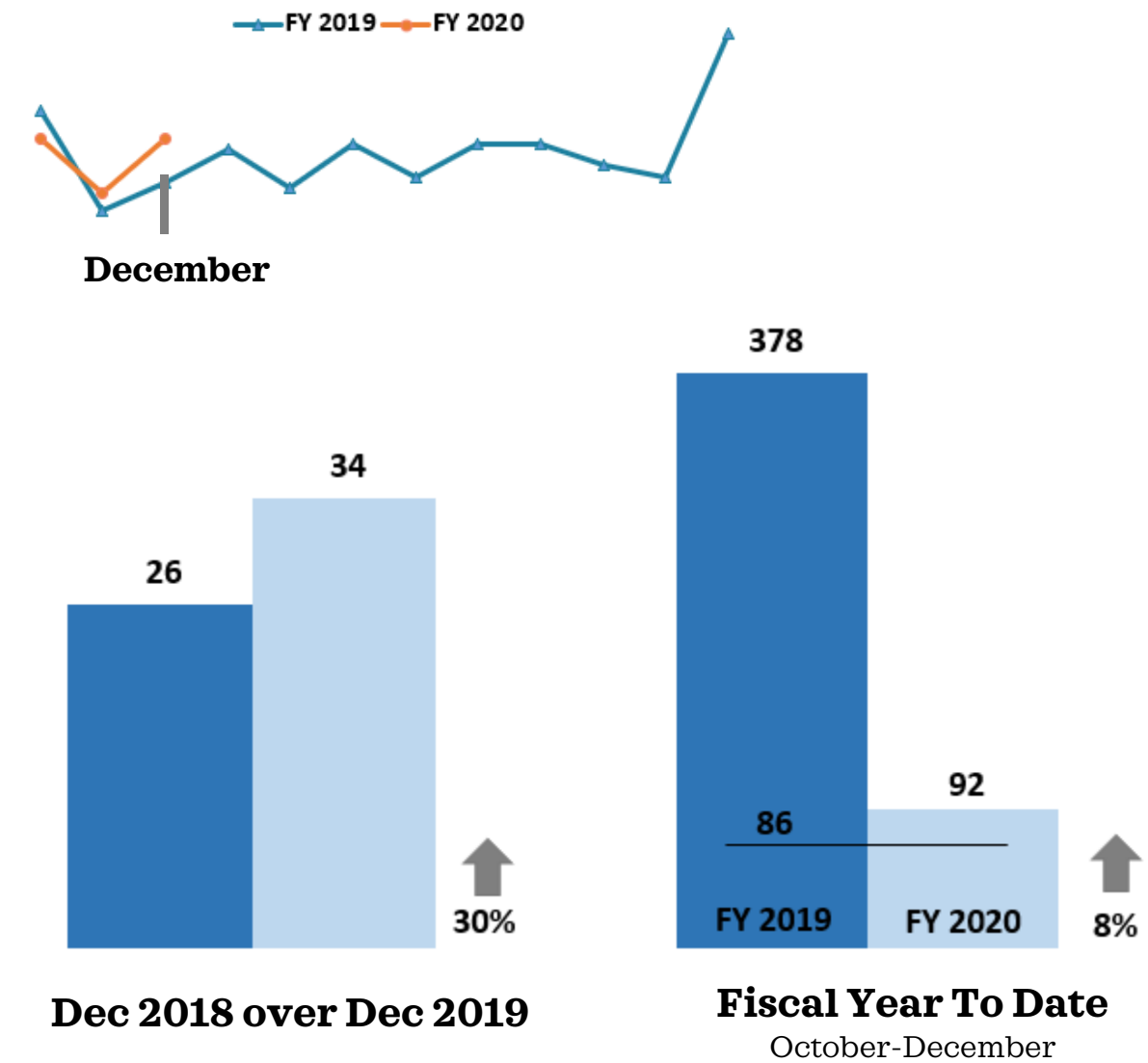
Leads Issued - Leisure



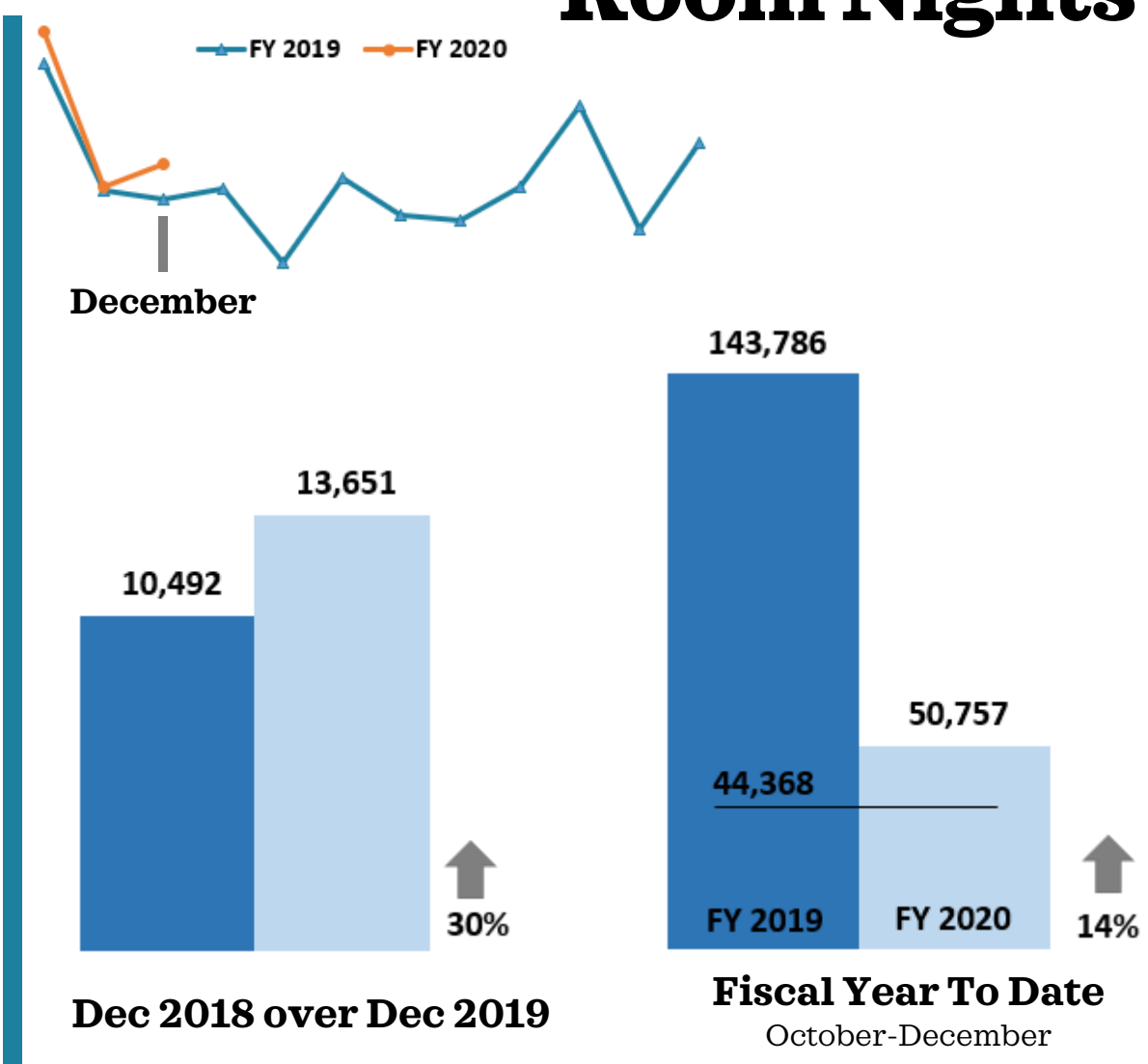
Potential Room Nights



Leads Issued - All Sales

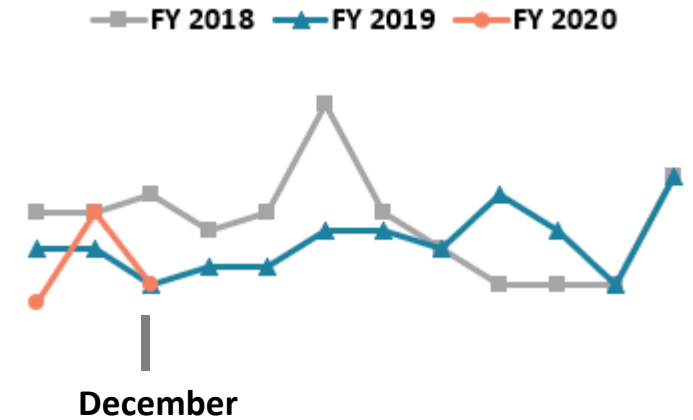
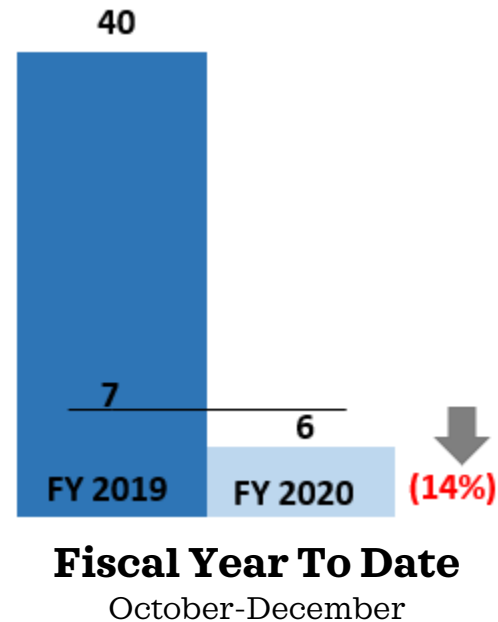
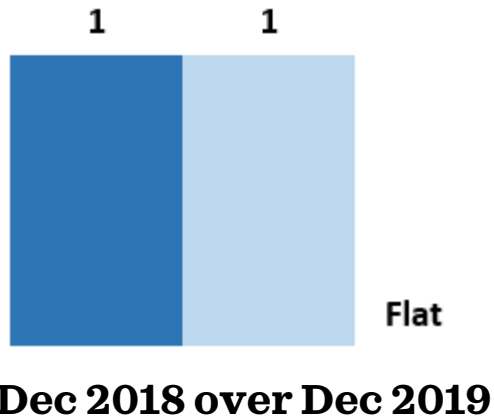


Potential Room Nights



Source: Coastal Mississippi

Convention Center Leads



Lost Business

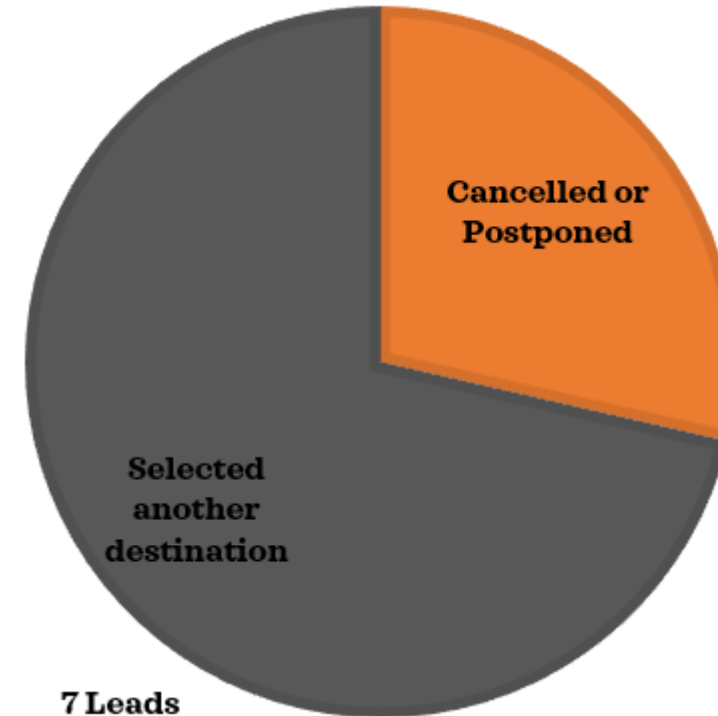
December 2018



Other Cities Selected:

Alabama
Ellisville, MS
Little Rock, AR

December 2019



Other Cities Selected:

Alabama
Ft Lauderdale Beach, FL
Sandestin, FL
Savannah, GA
Not given

Pace Report

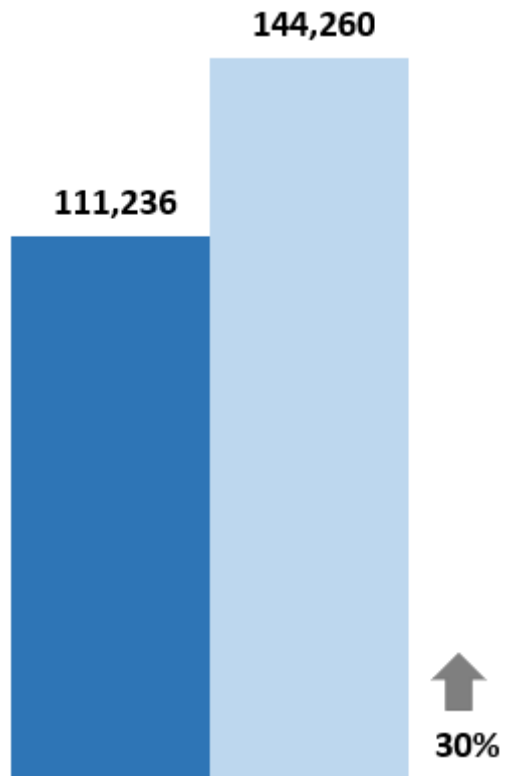


Pace Report - Pipeline

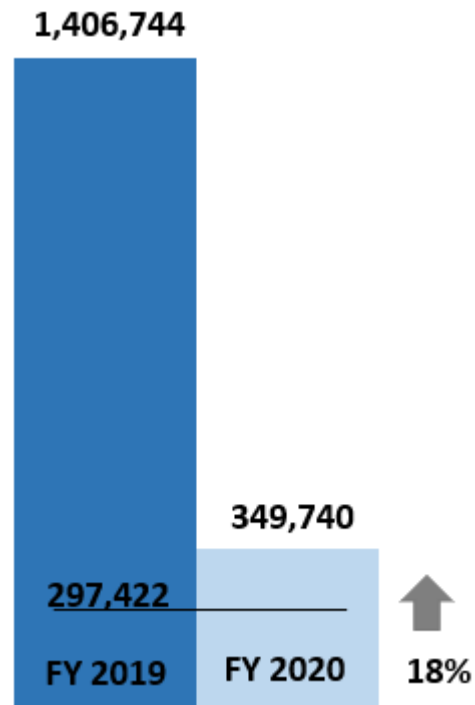


Google Analytics - Users

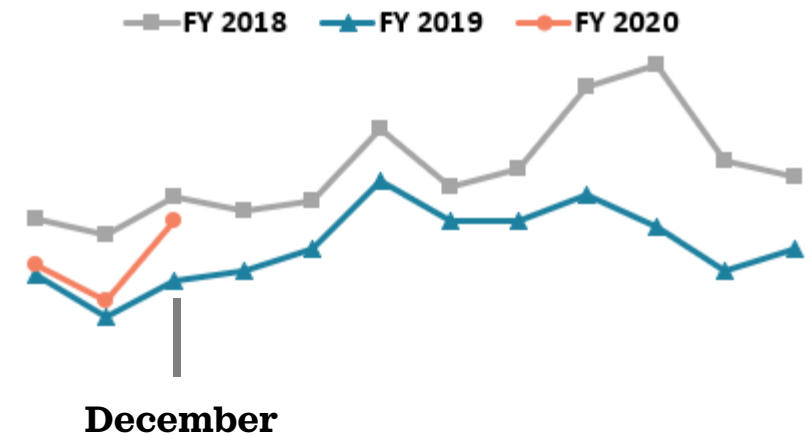
Traffic Analysis - Overall traffic increased 30% YOY. Pages that saw significant increases included Gulfport Harbor Lights, Restaurants Open for Christmas, and the Christmas on the Bayou.



Dec 2018 over Dec 2019



Fiscal Year To Date
October-December



Site Engagement

A snapshot of actions taken by visitors to our site. Newsletter sign up allows us the opportunity to engage with users based on their interests.

FY 2020	Nov	Dec	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
Newsletter Signup	140	140	135									
Total Active Newsletter Recipients 19,120												
Request the Guide	226	192	204									
Digital Guide Viewed	267	291	340									

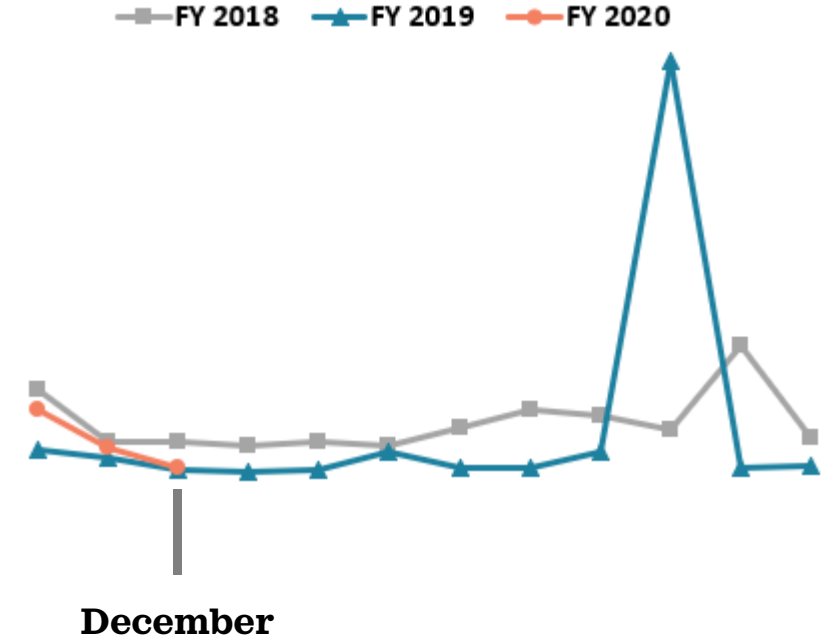
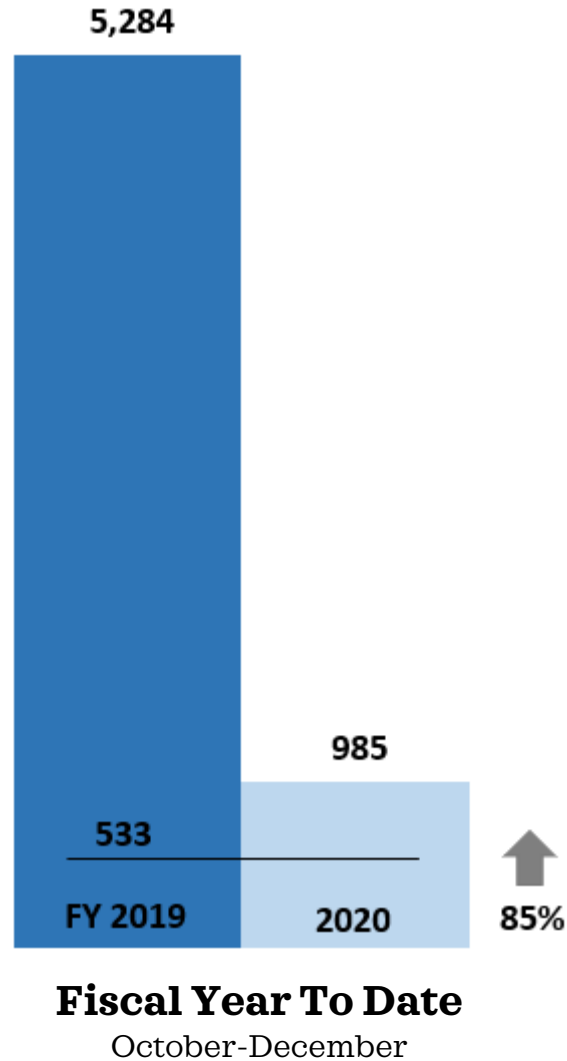
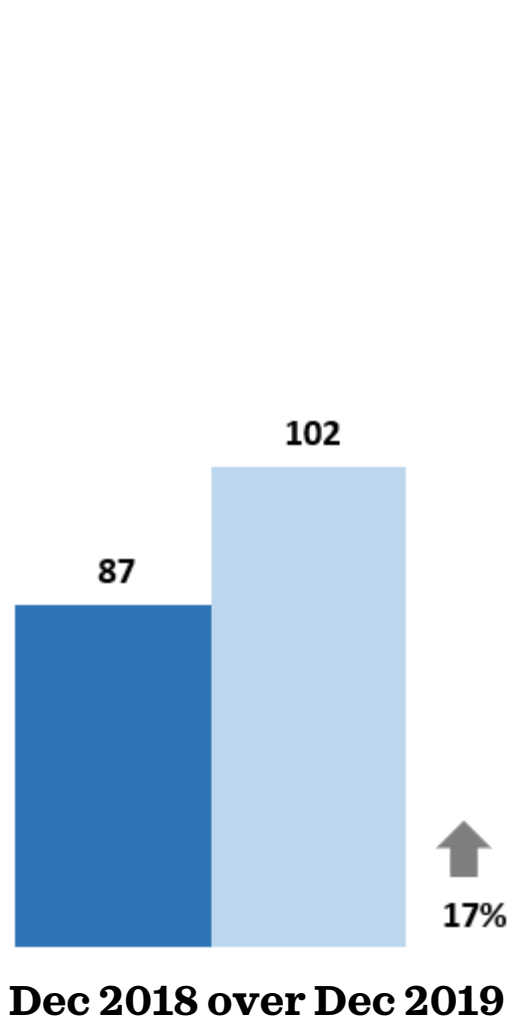
Action Taken

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

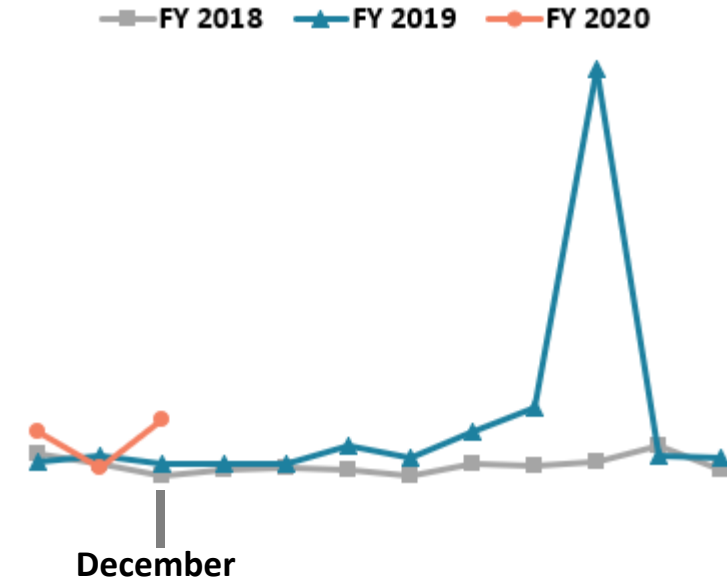
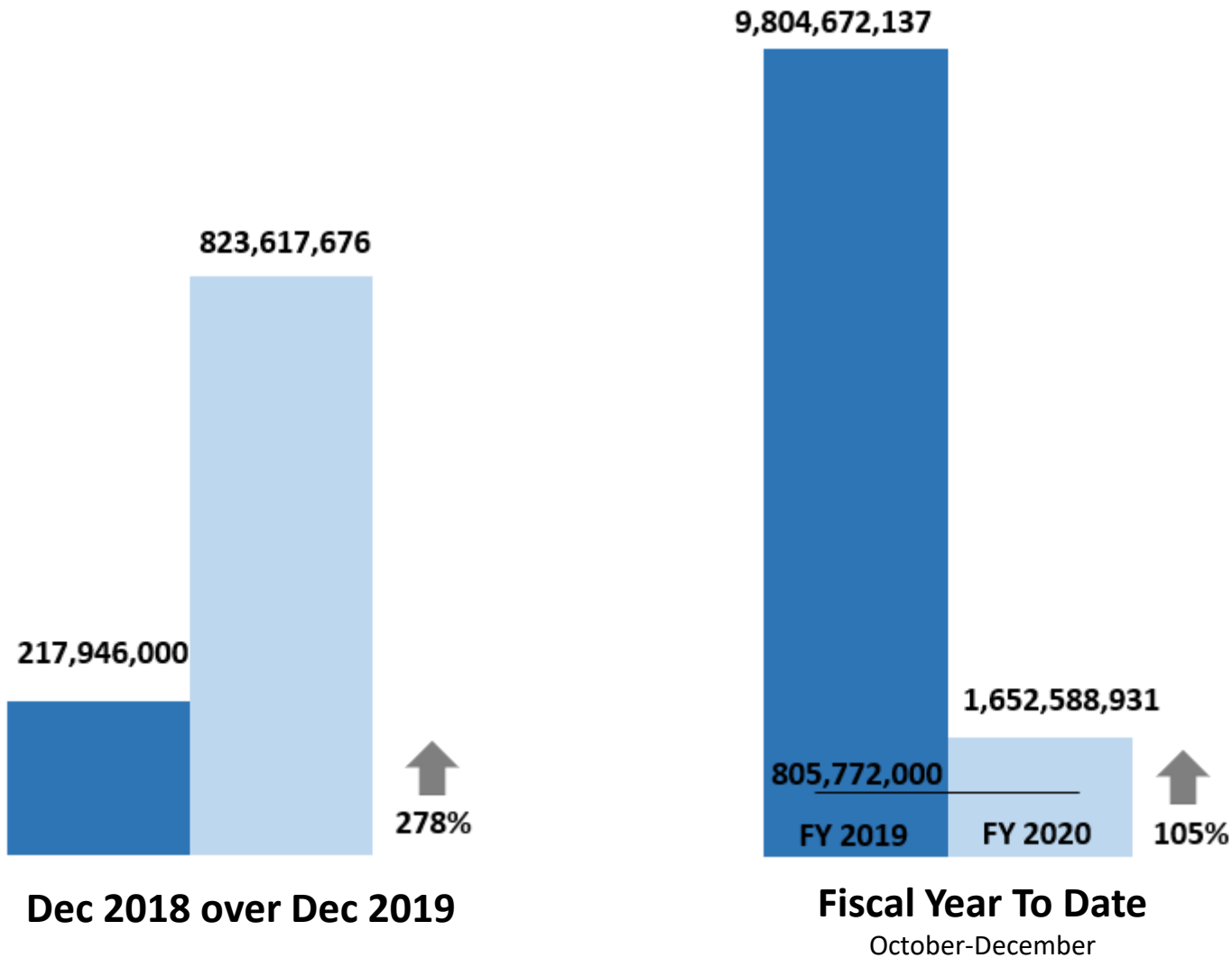
Website Referral – Referrals to partner websites from any of our pages.

Event Detail	12,074	13,261	22,531									
Listing Detail	9,730	7,633	7,926									
Website referral	19,886	16,651	23,700									

Number of Articles

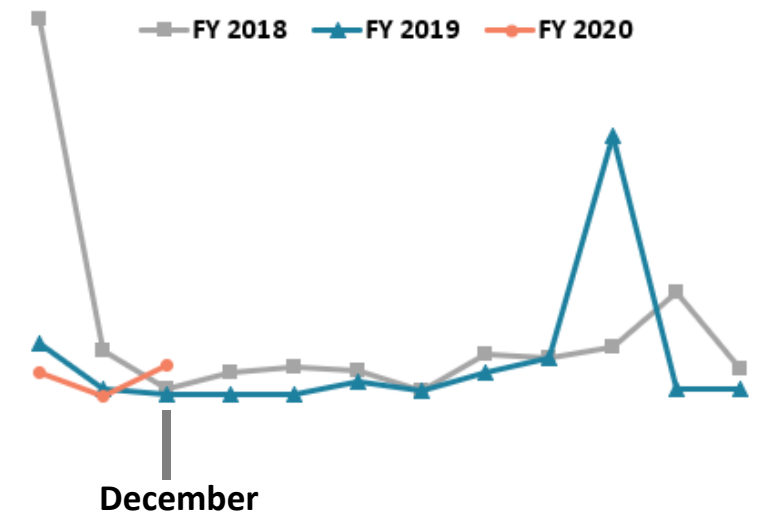
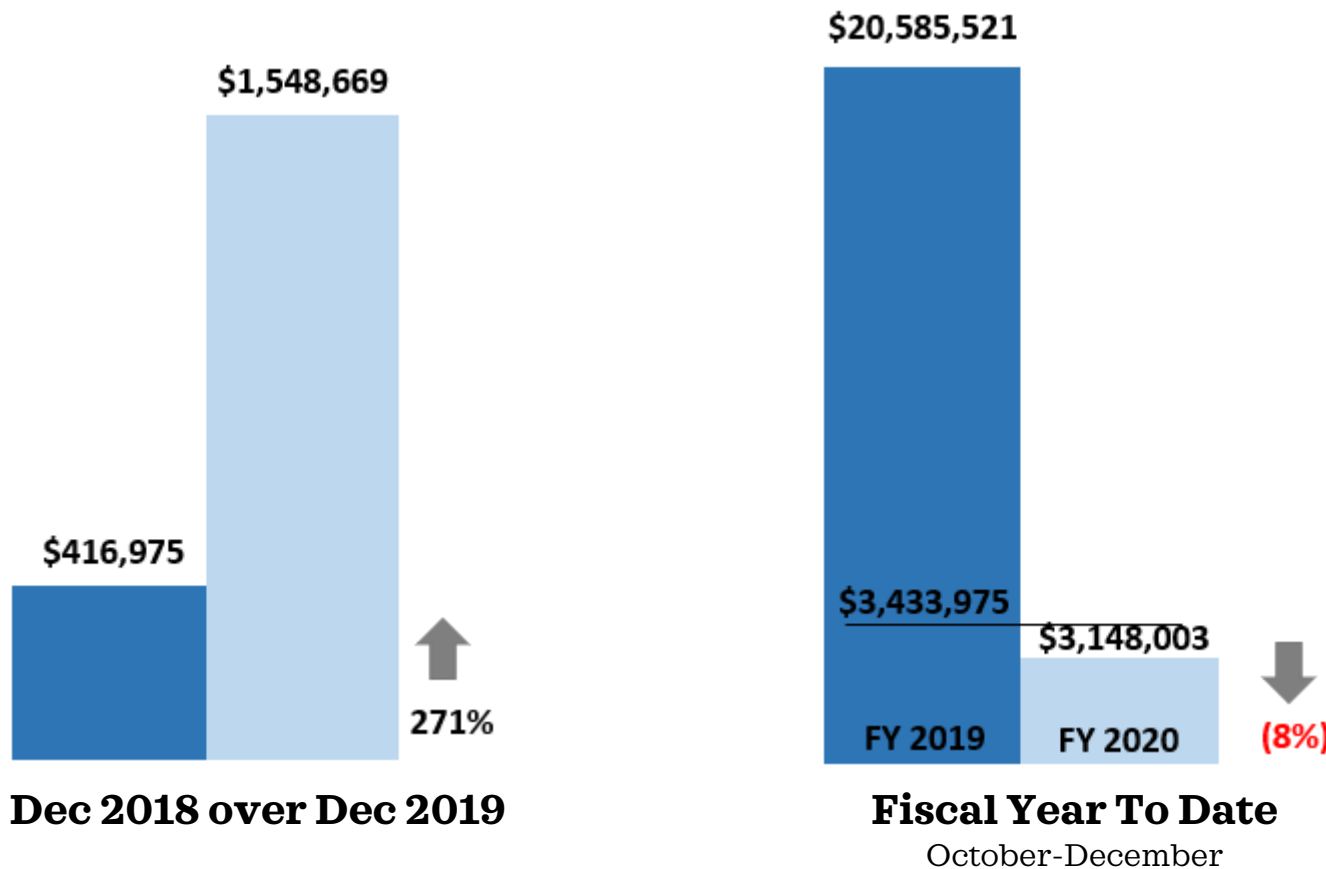


Impressions



Advertising Value Equivalency

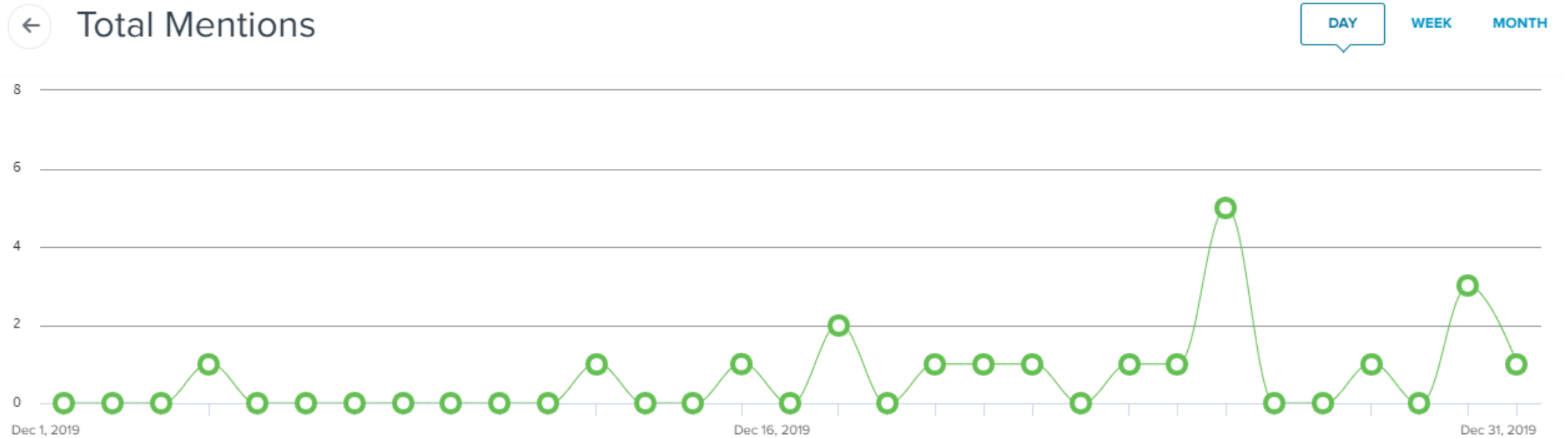
Declining AVE numbers related to changes in the monitoring platform. Industry standards are shifting away from AVE and towards methods that focus on measuring how coverage is relevant to the brand and its goals. This is an ongoing process and we are currently exploring multiple options for how we measure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



Earned Media

Content Drivers:

- Winter Getaways
- Holiday Events
- 2020 Travel
- Food & Drink





Rebranding Coastal Mississippi - The Secret Coast

The re-brand of South Mississippi's tourism industry was a big challenge that happened this year. Coastal Mississippi CEO Milton Segarra looks back at 2019.

By | December 20, 2019 at 5:30 PM CST - Updated December 20 at 5:30 PM



Local Media Coverage - Assisted

My Secret Coast – the Romance of Coastal Mississippi

DECEMBER 29, 2019 | BY: PAULA | 13 COMMENTS

Fifteen minutes into our drive through Coastal Mississippi, the sun loses its grip on the sky erupting in a blaze of citrus shades fanning out from the centre. We couldn't have timed the sunset better if we'd planned it.



Table of Contents

1. Discovering the Secret Coast
2. So What is the Big Secret to the Secret Coast?
 - 2.1. Three Coastal Counties
 - 2.2. History of the Area
3. What to Do in Coastal Mississippi
 - 3.1. The Angel Tree
 - 3.2. My Secret Coast Museums
 - 3.3. The OOMA
 - 3.4. Walter Anderson Museum of Art
 - 3.5. Maritime and Seafood Industry Museum
 - 3.6. Go Shrimping
 - 3.7. Pascagoula River Audubon Center

4. Where to Eat in Coastal Mississippi
 - 4.1. Creative, Fresh, Fare
 - 4.2. Lunch at Mockingbird Café
 - 4.3. Dinner in Biloxi
 - 4.4. Vestige
 - 4.5. The Greenhouse
5. Where to Stay in Coastal Mississippi
 - 5.1. Rule at The Roost
 - 5.2. Fanning Out From The Roost
 - 5.3. Miles of Peaceful Coastline
6. No Wonder It's the Secret Coast
 - 6.1. Related Posts

BONJOUR WORLD: DISCOVERING THE SECRET COAST



It is a secret that isn't really a secret at all.

Known as the "Secret Coast," this southern area of Mississippi includes 62 miles of coastline that touches the Gulf and winds into 13 coastal communities that offer exceptional charm.

Hitting the ground in Biloxi this past spring, I soon found that while it is called the Secret Coast, it extends well beyond the coastline and further inland. From a rich culture to activities and attractions that boast natural resources alongside art galleries, shopping, night life and a delicious cuisine, take a week or a weekend and start exploring.

Start in Biloxi located on what is called the Mississippi Sound. This is the coastal community that will draw you in to a smorgasbord of activities. From jet skiing for the active-oriented traveler to just dipping your toes in the sand on the beach, you will enjoy the easy-going charm.

Best Holiday Light Displays Across the U.S.

While decorated trees are the centerpieces of the holiday season, light displays also have their moment to shine. With illuminating designs, shapes and patterns, these displays are electrifying in providing a night out for taking in these seasonal delights. Across the United States, here is a rundown of some of the best holiday light displays by state.

Mississippi - Gulf Harbor Lights Winter Festival, Gulfport

Held at Jones Park, this Coastal Mississippi festival had some TV time in the Lifetime holiday movie, "Christmas in Mississippi." Crowds keep coming to see its over 1.5 million lights adorning its "dancing trees," over 150 static images, light tunnels that move along to festive songs, Santa's Big Wheel and train rides. Now through December 31, 2019.

Coastal Mississippi Assisted Media Coverage

Christmas on the Coast: the Gulf Seashores of Mississippi



The Gulf Coast isn't complete without a 'Pascagoula Run', so avoid I-10 and take Highway 90 instead to Pascagoula. Are you a Parrothead? Look for the Buffet Bridge near Buffet Beach, a 2015 honor for local-boy-made-good Jimmy Buffet. You can also stop by his childhood home on Madison and see a plaque, and imagine a young Jimmy listening to tales from his grandfather, a ship captain.

Heading west, consider stopping for the night at Ocean Springs. In the morning, be sure to grab a biscuit and a pour-over coffee at [Greenhouse on Porter](#)—they have a daily special combo of one sweet and one savory, and you can sit inside their actual greenhouse to eat your breakfast.

Crossing the bay bridge into [Bay St Louis](#), the small town features dozens of locally owned boutiques, b-and-b's, bars, yoga studios, art galleries, antique shops, and ice creameries. Dotted around town you can also find four different "Angel" tree statues carved by chainsaw artist Dayle Lewis, carved from oaks destroyed by Hurricane Katrina. There's a community garden, and I spotted at least two Little Free Libraries. Clearly this is a town that places a high value on community, which is nice to enjoy even when on vacation.

États-Unis. Prendre son temps sur les côtes du Mississippi

De sa frontière avec l'Alabama jusqu'à celle avec la Louisiane, le Mississippi offre près de 100 kilomètres de côtes le long du golfe du Mexique, où les plages de sable blanc côtoient des villes pittoresques où l'on cultive l'art de prendre son temps.



« Chaque commune côtière a quelque chose de différent à offrir », souligne Milton Segarra, président du comité du tourisme. « Il est ainsi possible de passer d'un petit port de pêche à une soirée de jeu dans un casino, ou d'un bar de bord de plage à un restaurant gastronomique, sans parler de boutiques d'artisans dans des centres historiques et de la vie culturelle. Tout cela est mis en valeur par un climat extrêmement doux toute l'année. »

Les choix sont en effet multiples. L'attraction des plages est bien souvent la plus forte. La finesse du sable blanc invite au farniente en journée ou aux promenades à vélo au soleil couchant, mais la région a davantage à offrir.



A Weekend in Coastal Mississippi

Coastal Mississippi is a sliver of land located between two large neighbors. To the east we have Mobile, AL and to the west we have New Orleans, LA. Many times, people looking for a beautiful area to visit overlook us. I'm here to tell you, it is well worth your time, money and effort to stop in for a few days and experience us for yourself. We have gorgeous scenery, a variety of places to see, and so many things to do in Coastal Mississippi that you can't go wrong spending a weekend in Coastal Mississippi, or an entire Mississippi Gulf Coast vacation.

Our local tourism board – Coastal Mississippi – as well as anyone living in the area, can tell you. We are the Secret Coast. We have a beautiful coastline and plenty of things to do for all ages, all walks of life and all interest levels.



Country Roads

19 Stories You Loved in 2019

Celebrated chefs, Mississippi meandering, tea in the South, puppies, conspiracy theories, and an ethical taxidermist

1. 90 Miles Down 90

The Mad Lifestyle Journalist of the Marigny meanders over to Mississippi

by Chris Turner-Neal



Coastal Mississippi Assisted Media Coverage



The Brave New World of Esports

The global rise of organized electronic gaming events and tournaments is providing a wealth of branding and revenue-producing opportunities for host cities and event owners. Although esports is digitally based, physical spaces are needed to house in-person events, prompting a growing number of destinations to build competitive gaming infrastructure such as dedicated esports stadiums, and to refurbish existing facilities.

Coastal Mississippi

Tucked away between New Orleans, Louisiana and Mobile, Alabama, Coastal Mississippi is ready to embrace the burgeoning esports market. The Mississippi Coast Coliseum and Convention Center is a beachfront facility offering 400,000 square feet of meeting space including an arena with seating capacity for 11,500.

Other venues across the tri-county region can accommodate smaller competitions, notably the Biloxi Civic Center (15,214 square feet) and D'Iberville Community Center (12,000 square feet).








The area also has 12 casino properties plus an array of non-casino venues that cater to esports gamers. "As an already well-established gaming destination, Coastal Mississippi has the potential to expand the sports betting side of esports by attracting a more mature gamer, targeting an age range of 21 to 35," says Janice Jefferson, Coastal Mississippi's director of sales.

"While Coastal Mississippi is new to the esports market, our strategy is to observe current trends to identify key events that fit in our destination. As we delve deeper into the world of esports, [we want to attract] small regional events within a 500-mile radius, focusing on our drive market."



Photo courtesy of Mississippi Coast Coliseum and Convention Center

Social Media Metrics

							
Monthly Increase	117 Flat	-7 Flat	3 Flat	120 2%	1,523 Flat	183 5%	1,939 Flat
December 2019	145,023 Facebook (Total Likes)	15,624 Twitter (Total Followers)	1,036 Pinterest (Total Followers)	10,841 Instagram (Total Followers)	1,640,442 YouTube (Lifetime Followers)	4,044 LinkedIn Total Followers	1,817,010 Total

Coastal Mississippi

Published by HeyOrca 191 · December 2, 2019 ·

"Awesome is Coming" to Coastal Mississippi, as Margaritaville Resort Biloxi undergoes a \$200 million expansion!

Coastal Mississippi: a Brighter Future Together. #MSCoastLife

40,041
People Reached

3,979
Engagements

Boost Post

215

90 Comments 232 Shares

Coastal Mississippi

@SeeCoastalMS

Happy birthday to our home, the great state of Mississippi! 🎂 🎉

202 years young, yet still so much to discover. 🌅

📷 by Aaron Luetzen | #MSCoastLife

1:01 PM · Dec 10, 2019 · HeyOrca

||| View Tweet activity

9 Retweets

32 Likes

coastalms

View Insights

Promote

Liked by nataleat and 1,744 others

coastalms Wishing you and yours a very Merry Christmas and Happy Holidays from Coastal Mississippi! #MSCoastLife 🌴 🎄

Coastal Mississippi

4,044 followers

1mo · Edited ·

"Awesome is Coming" to Coastal Mississippi, as Margaritaville Resort & Family Entertainment Center Biloxi undergoes a \$200 million expansion!

Coastal Mississippi: a Brighter Future Together. #MSCoastLife

145 · 5 Comments · 3,095 Views

SOCIAL MEDIA