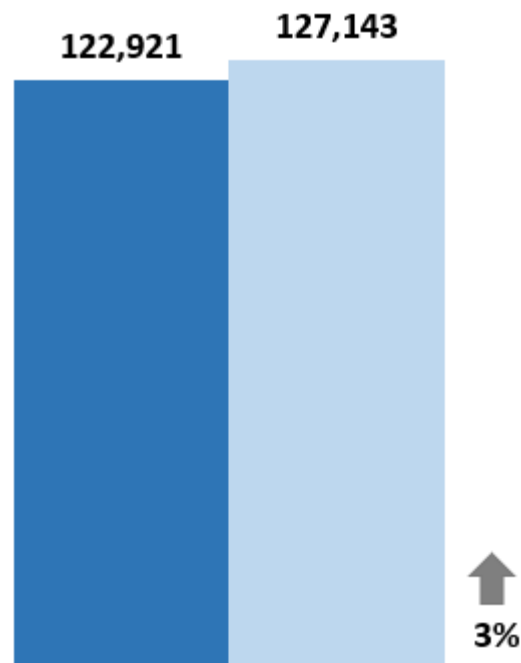


# coastal MISSISSIPPI *The Secret Coast*

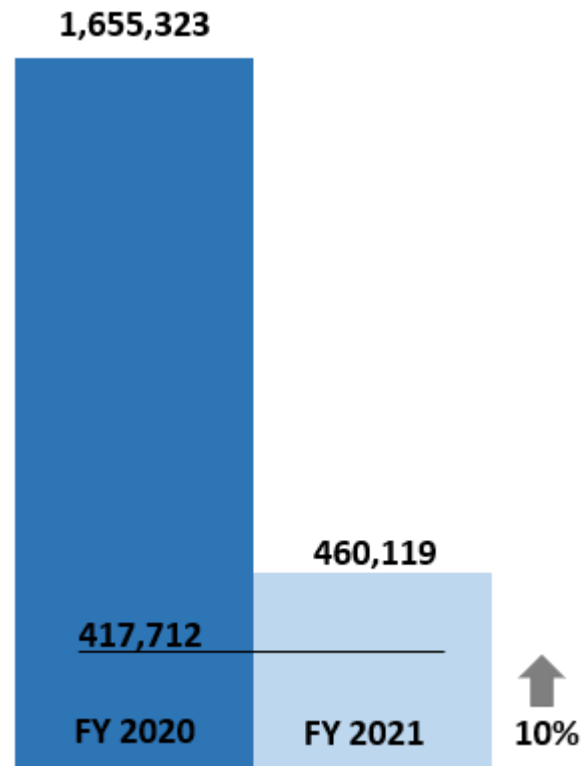
- Key Performance indicators
- December 2020

# Non-Casino Rooms Sold

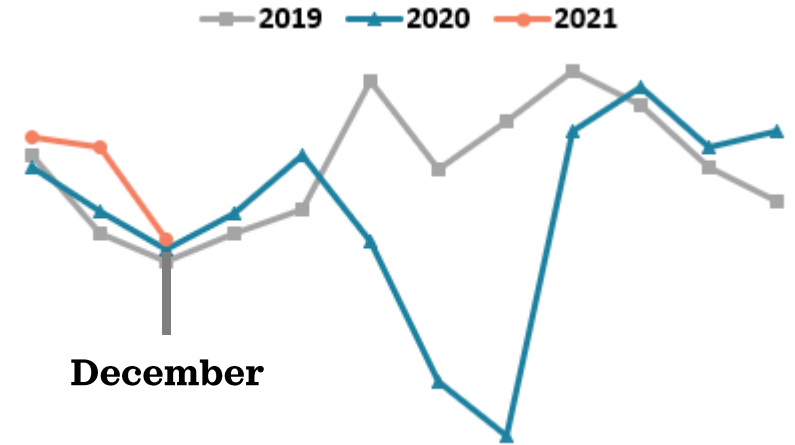


**December 2019 over December 2020**

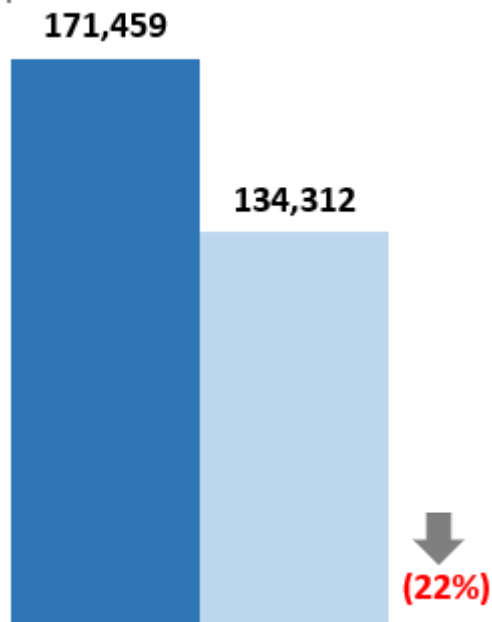
Source: STR



**Fiscal Year To Date**  
October-December

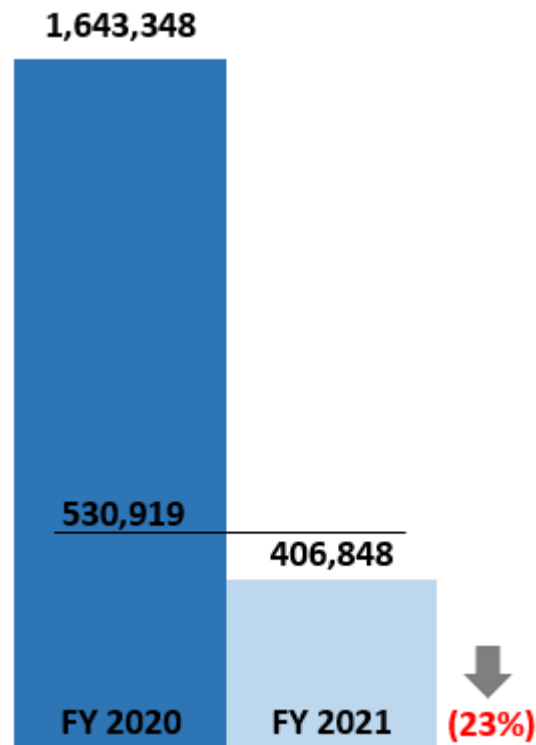


# Casino Rooms Occupied

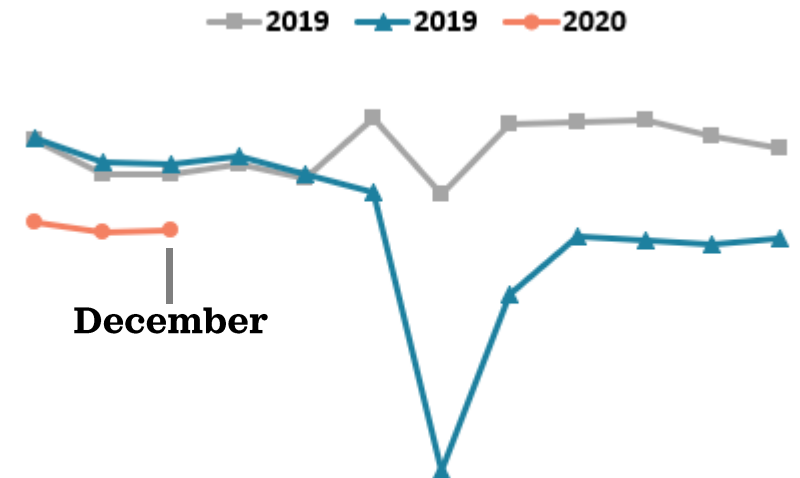


**December 2019 over December 2020**

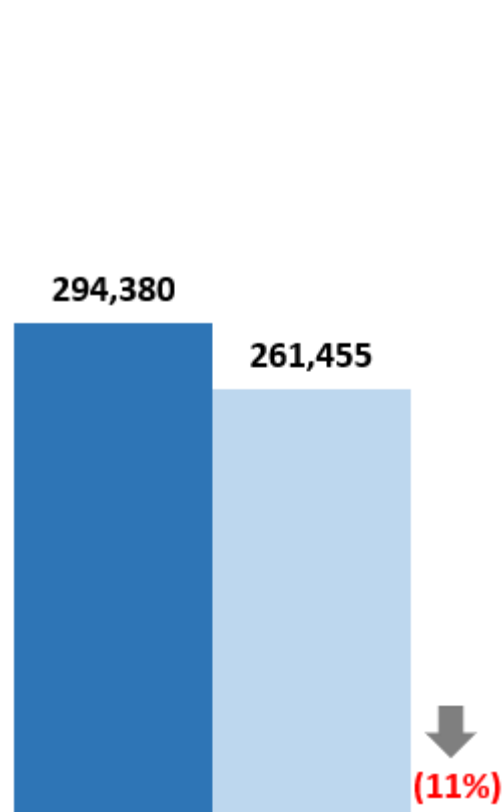
Source: MS Gaming Commission



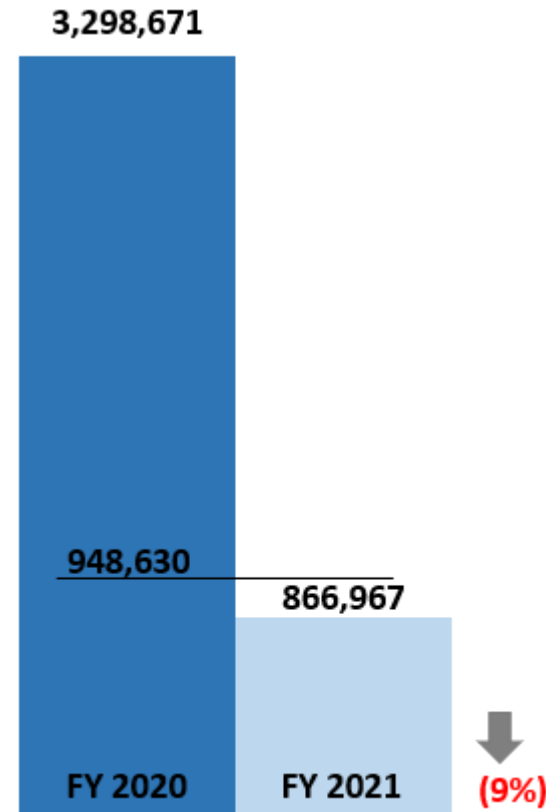
**Fiscal Year To Date**  
October - December



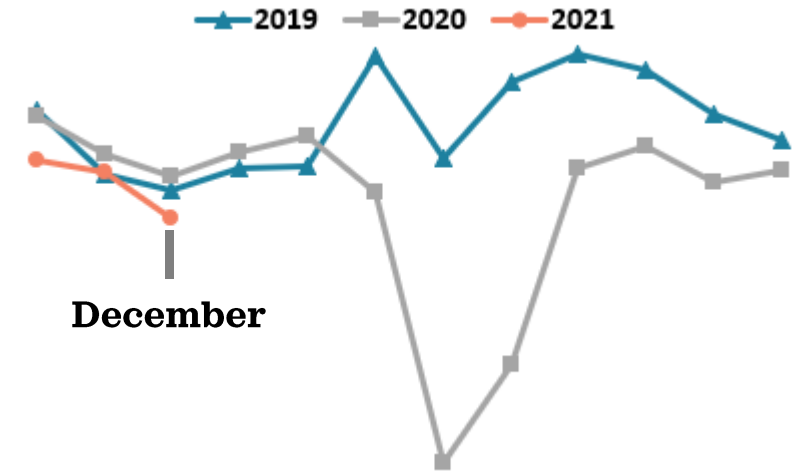
# All Rooms Sold/Occupied



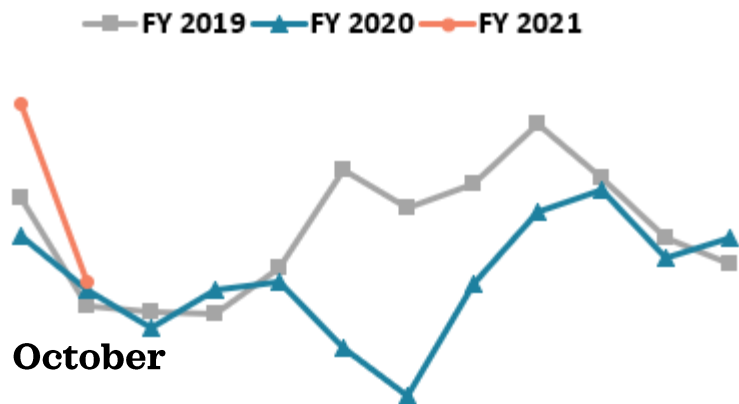
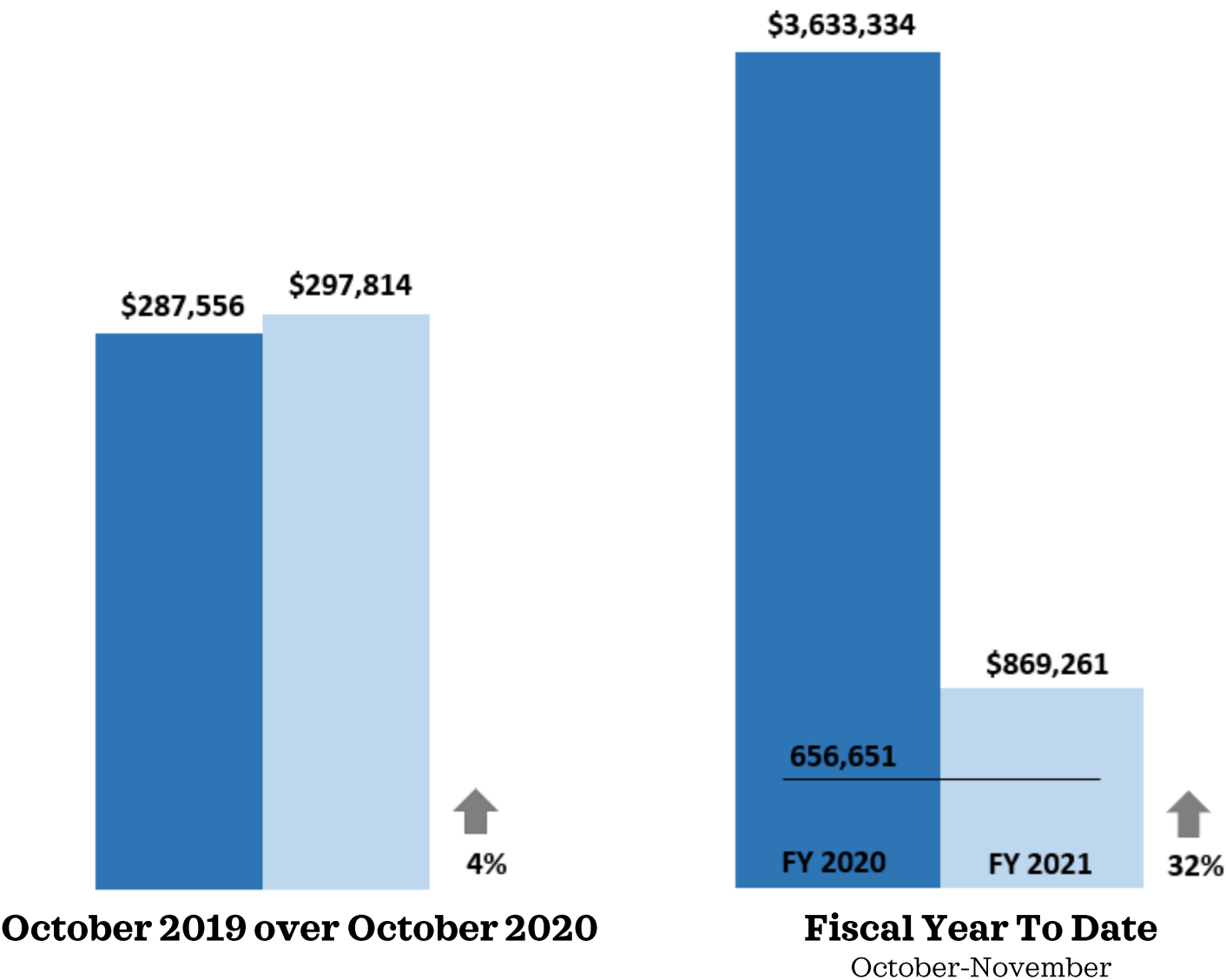
**December 2019 over December 2020**



**Fiscal Year To Date**  
October - December



# Occupancy Tax Receipts

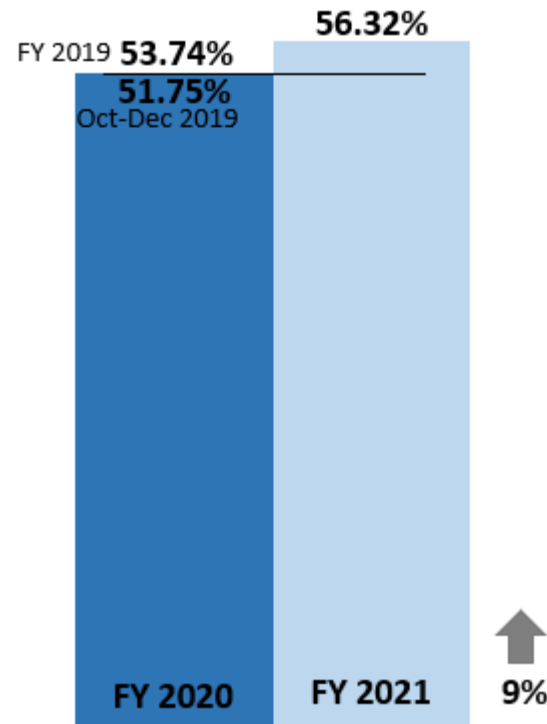


Source: MS Department of Revenue

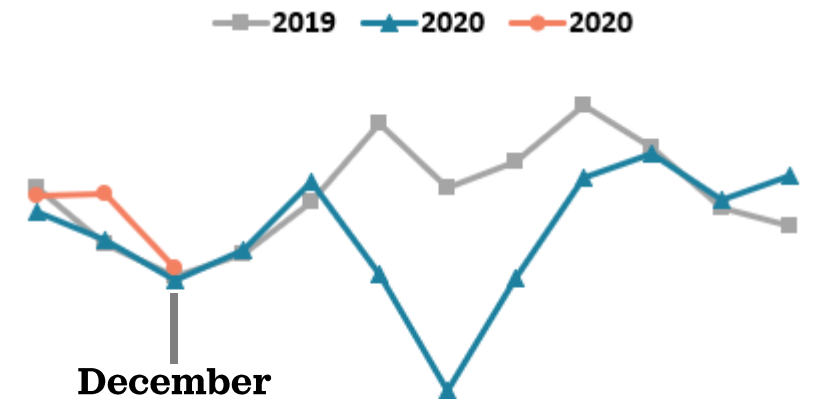
# Non-Casino Occupancy



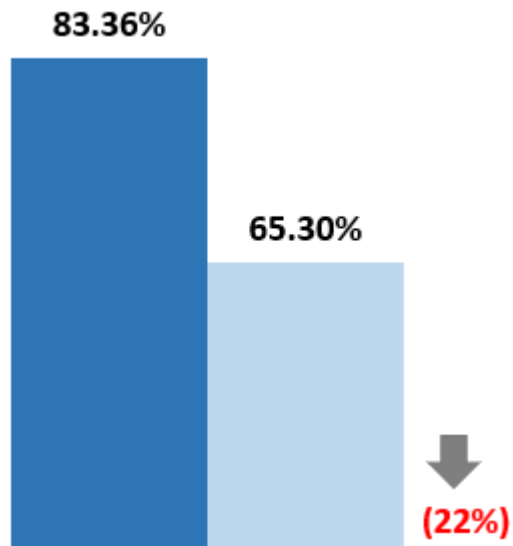
December 2019 over December 2020



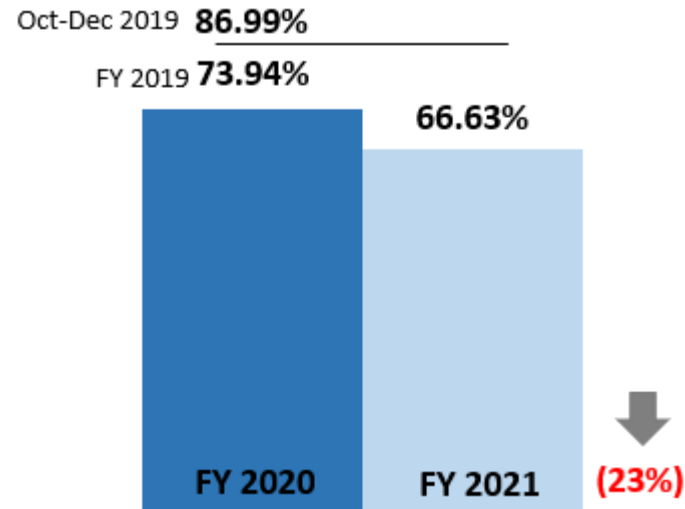
Fiscal Year To Date  
October - December



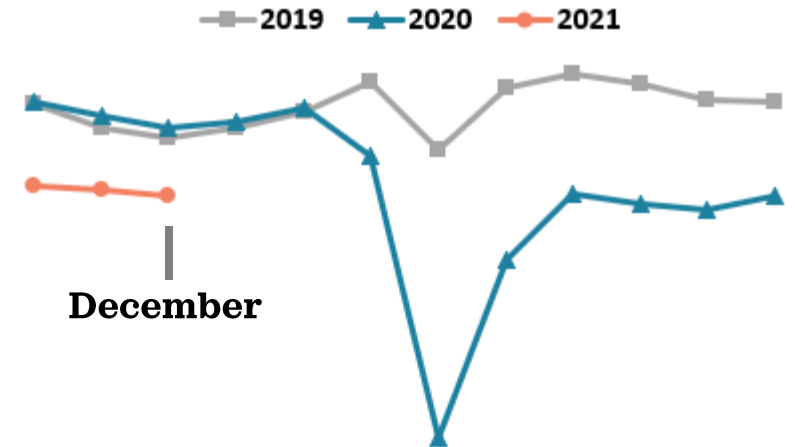
# Casino Occupancy



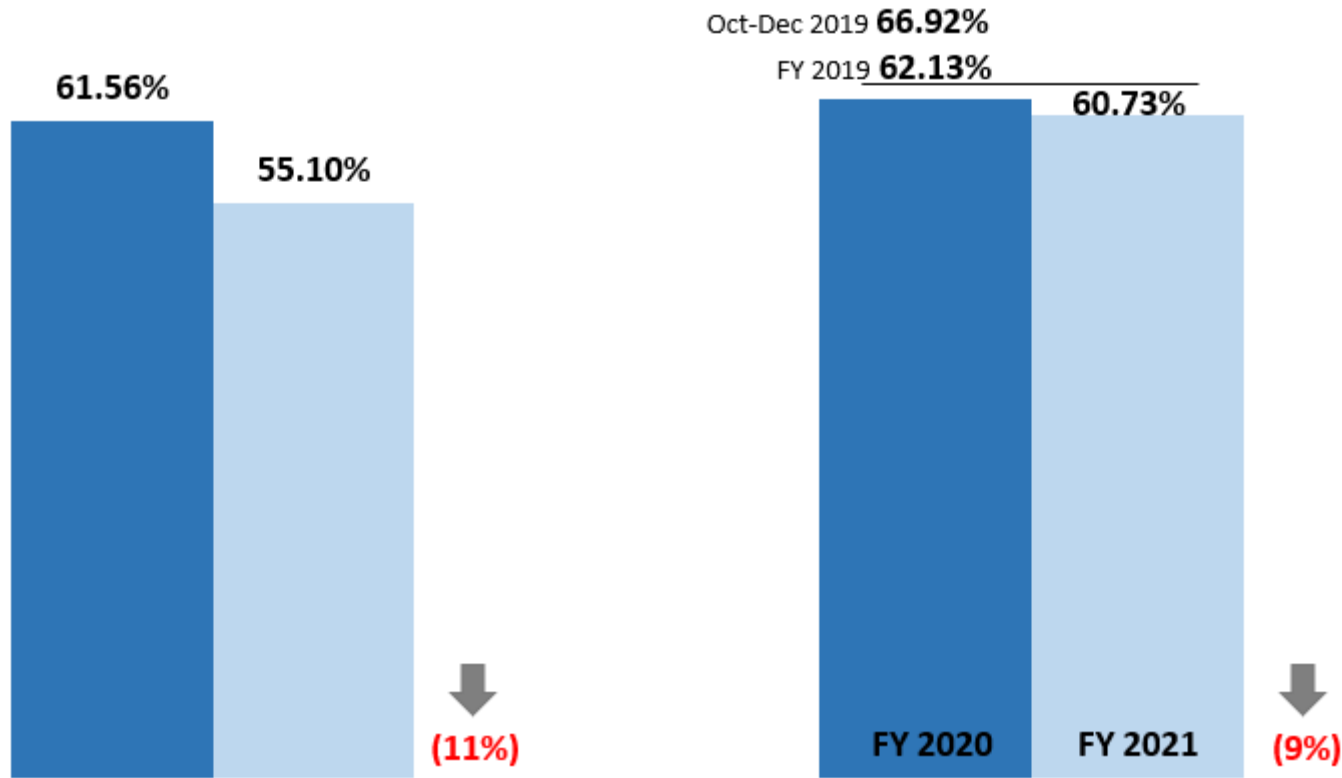
**December 2019 over December 2020**



**Fiscal Year To Date**  
October - December

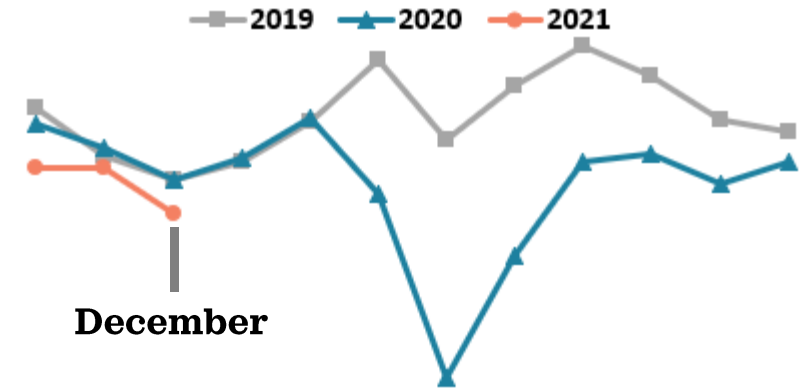


# All Occupancy



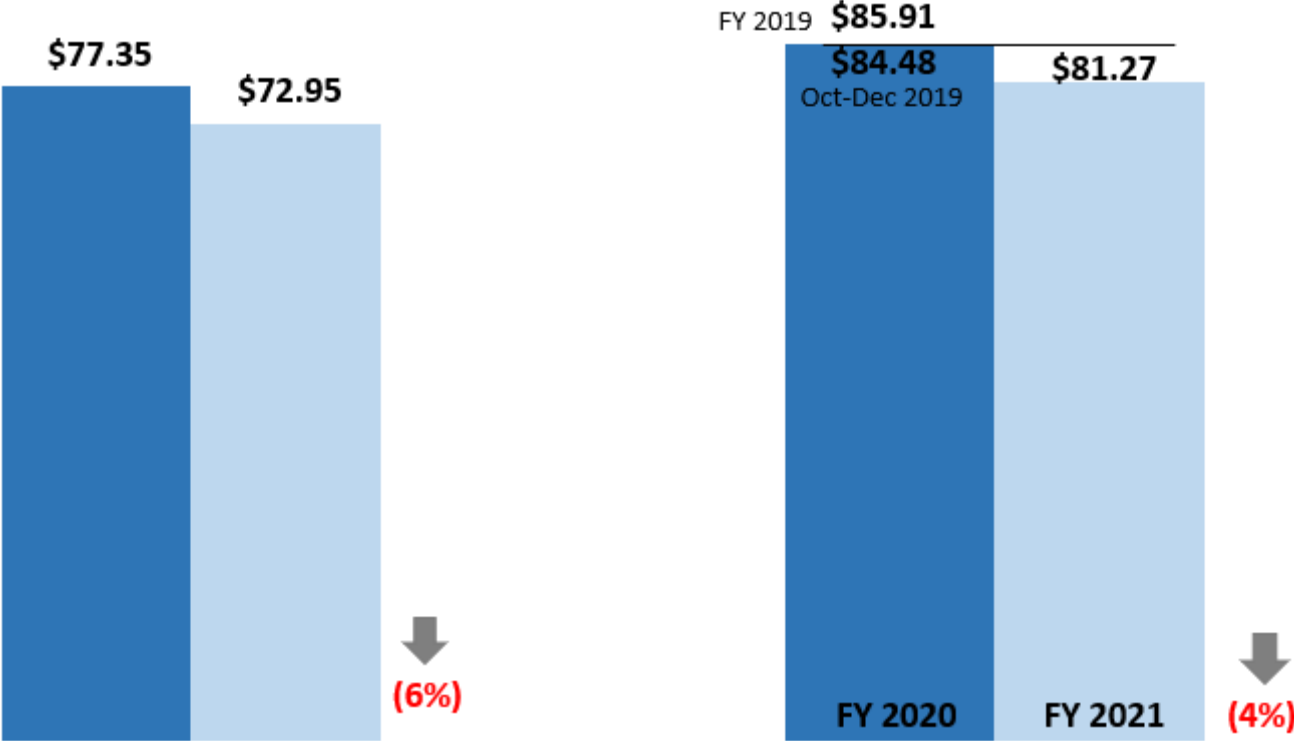
**December 2019 over December 2020**

**Fiscal Year To Date**  
October - December





# Non-Casino ADR

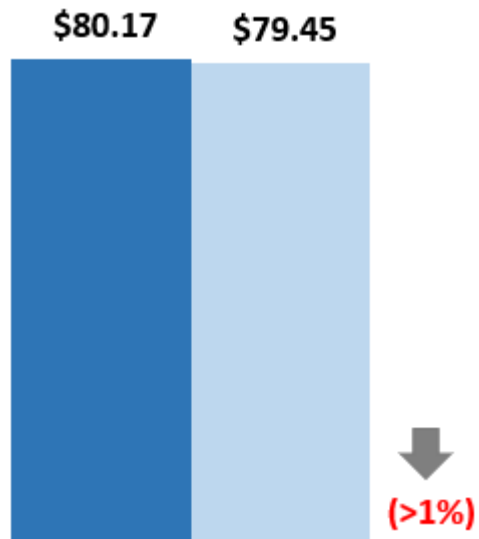


December 2019 over December 2020

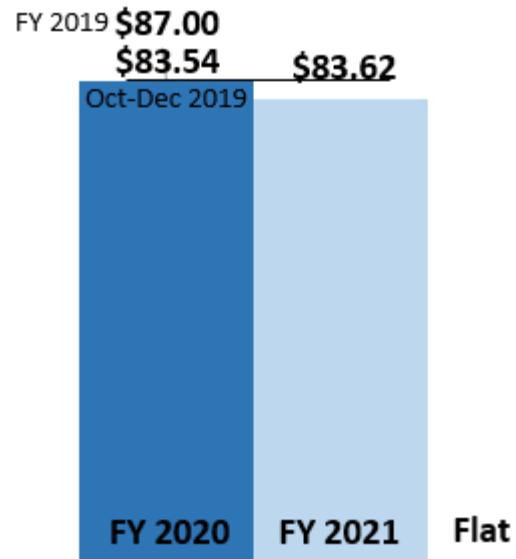
Fiscal Year To Date  
October - December

Source: STR

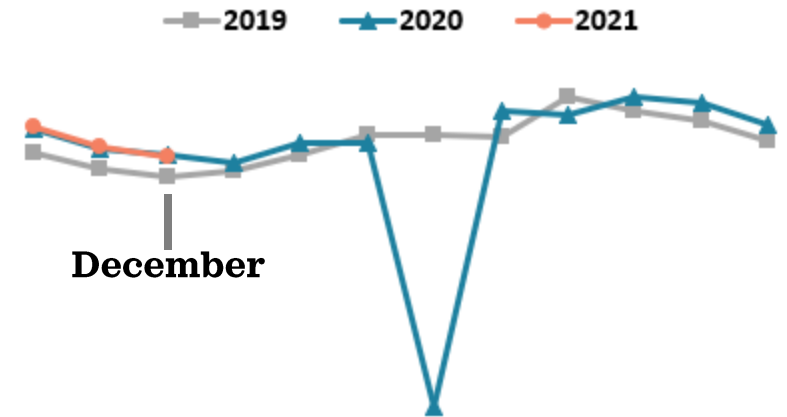
# Casino ADR



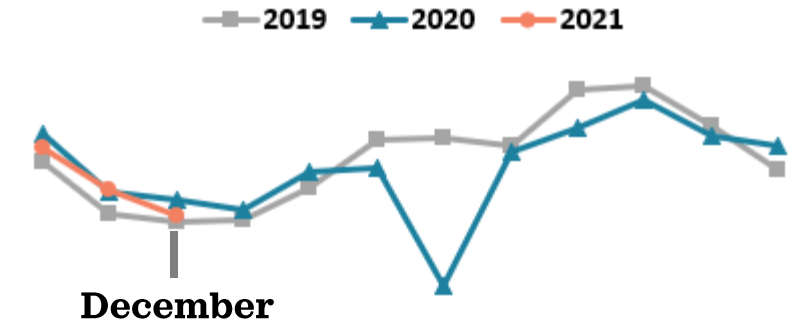
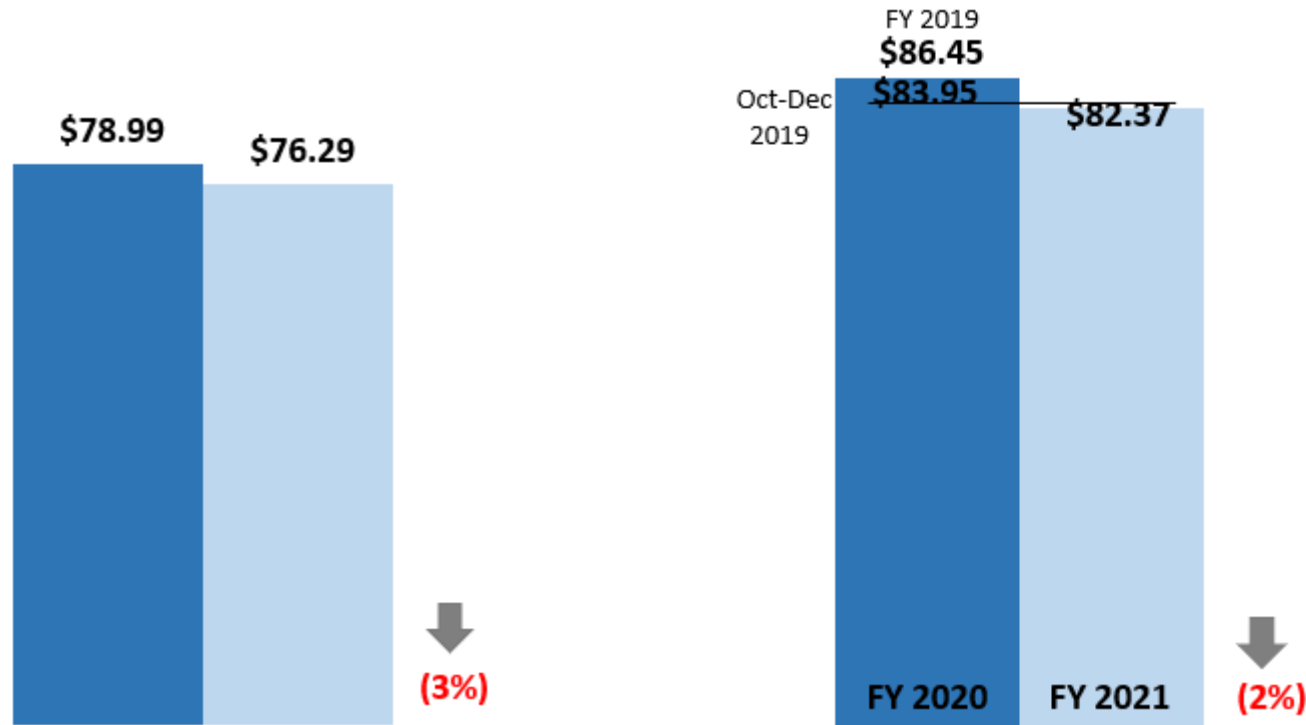
**December 2019 over December 2020**



**Fiscal Year To Date**  
October - December



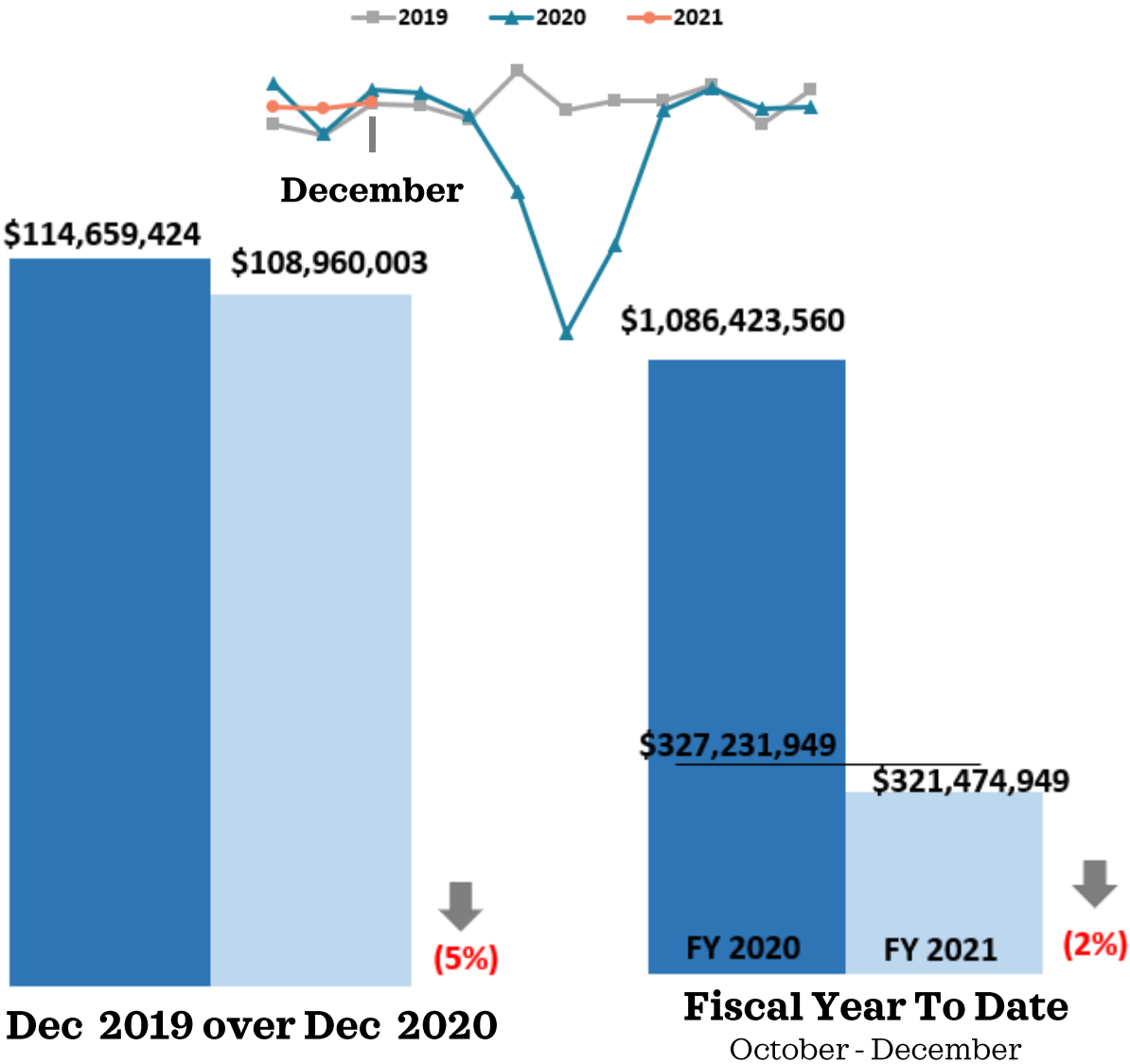
# All ADR



**December 2019 over December 2020**

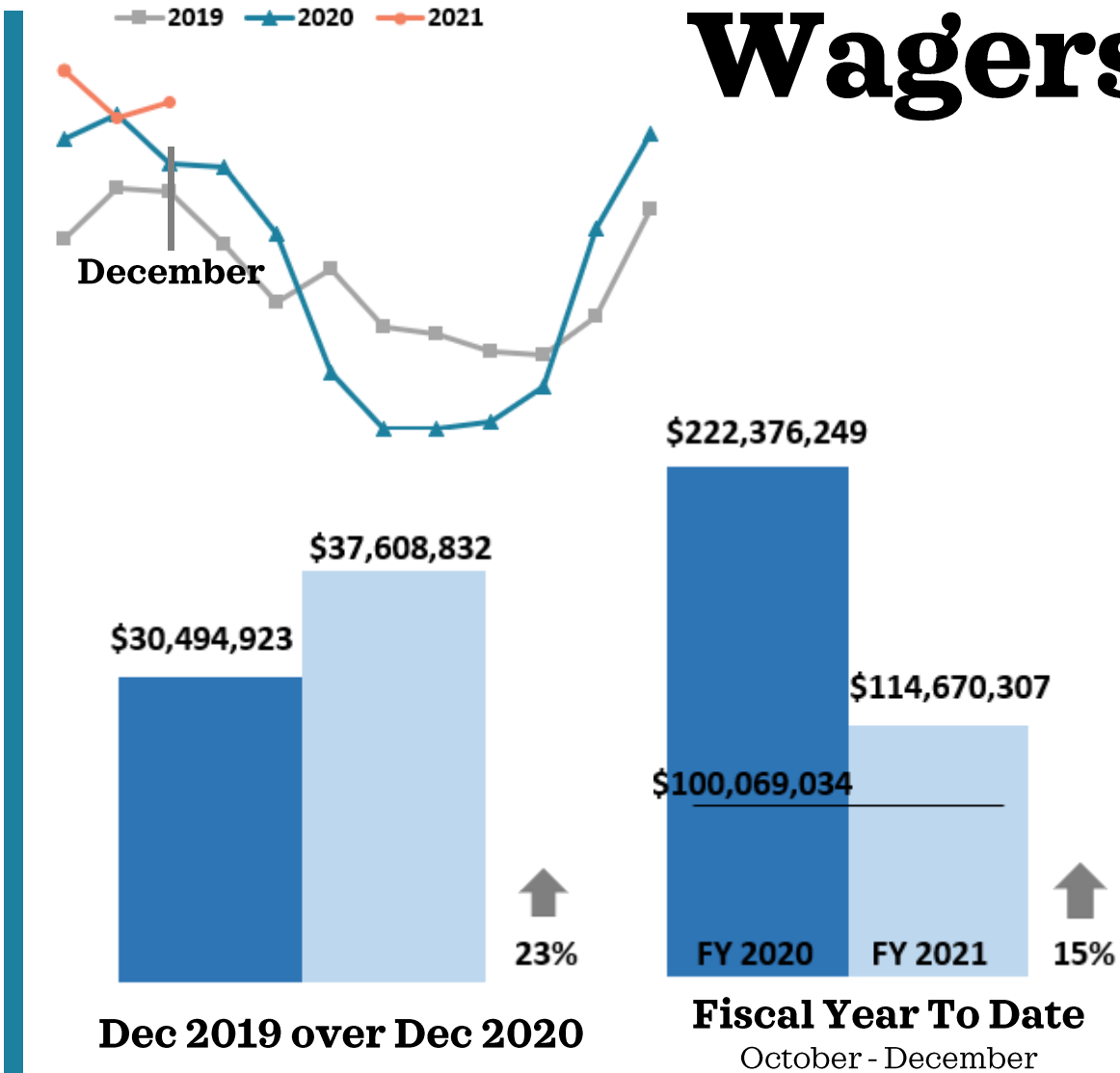
**Fiscal Year To Date**  
October - December

# Gaming Revenue



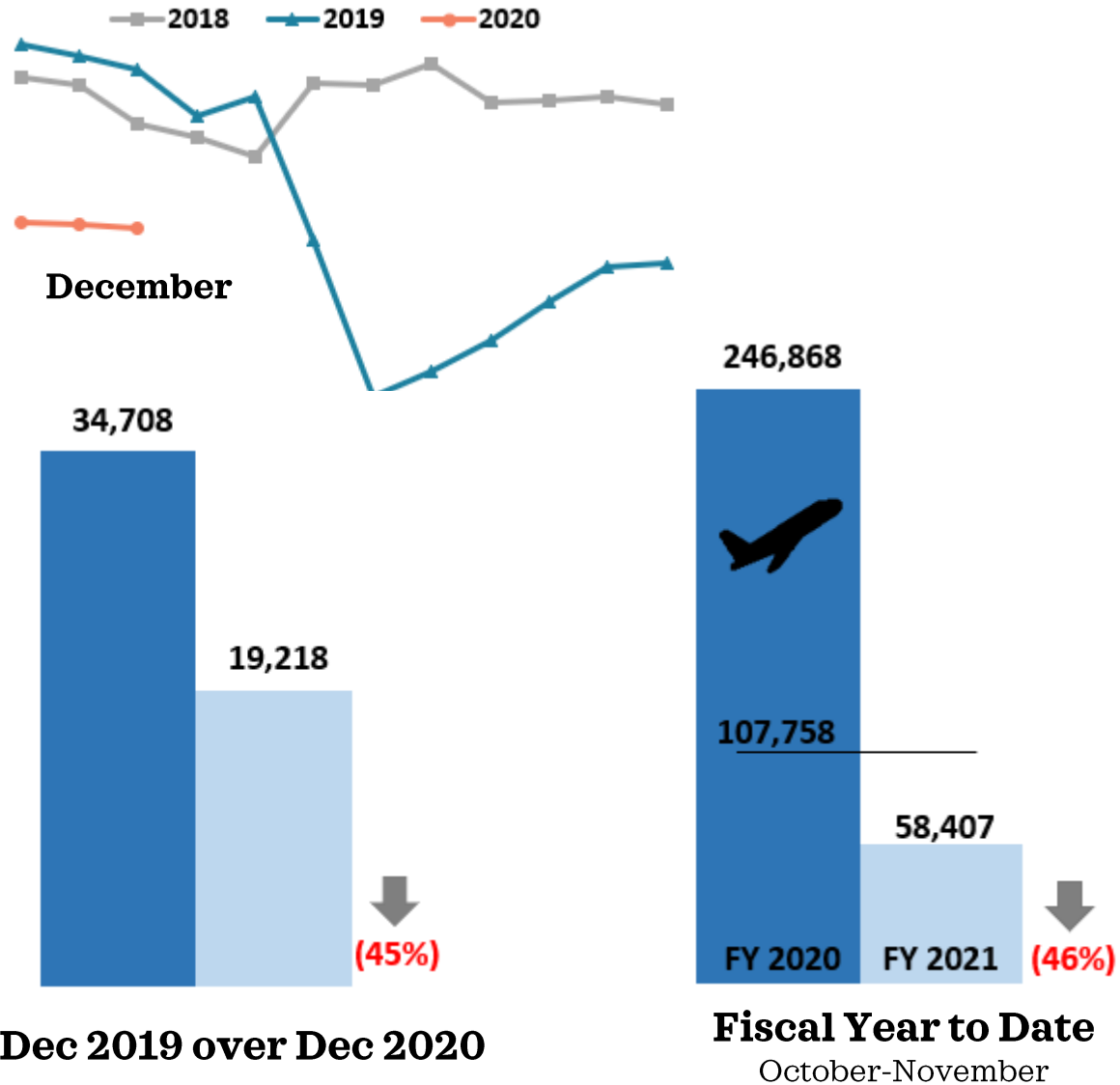
Source: MS Gaming Commission

# Sports Betting Wagers

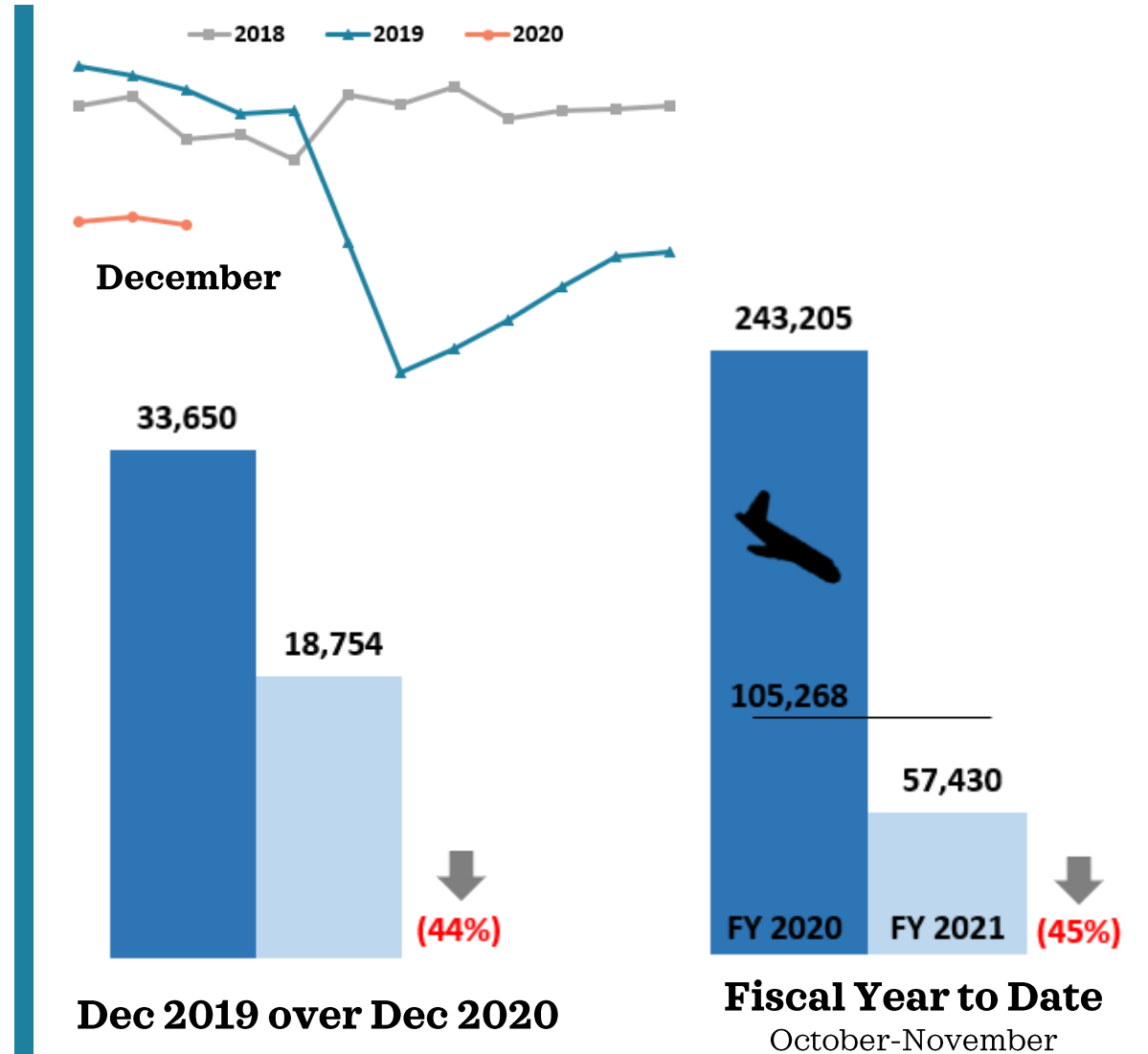


\* Sports Betting began August 2018

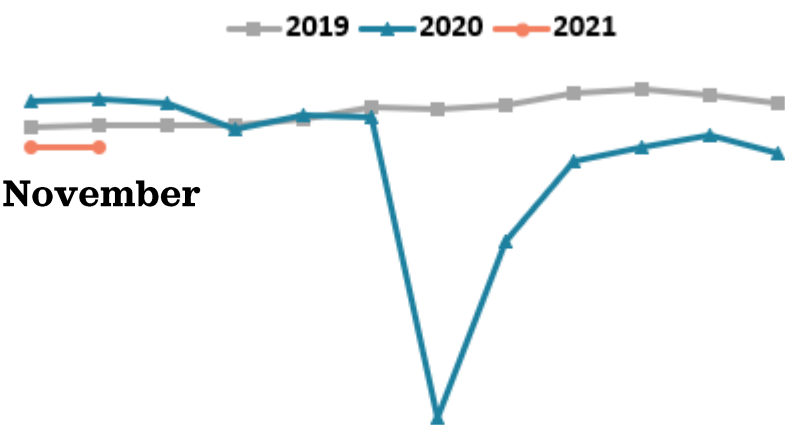
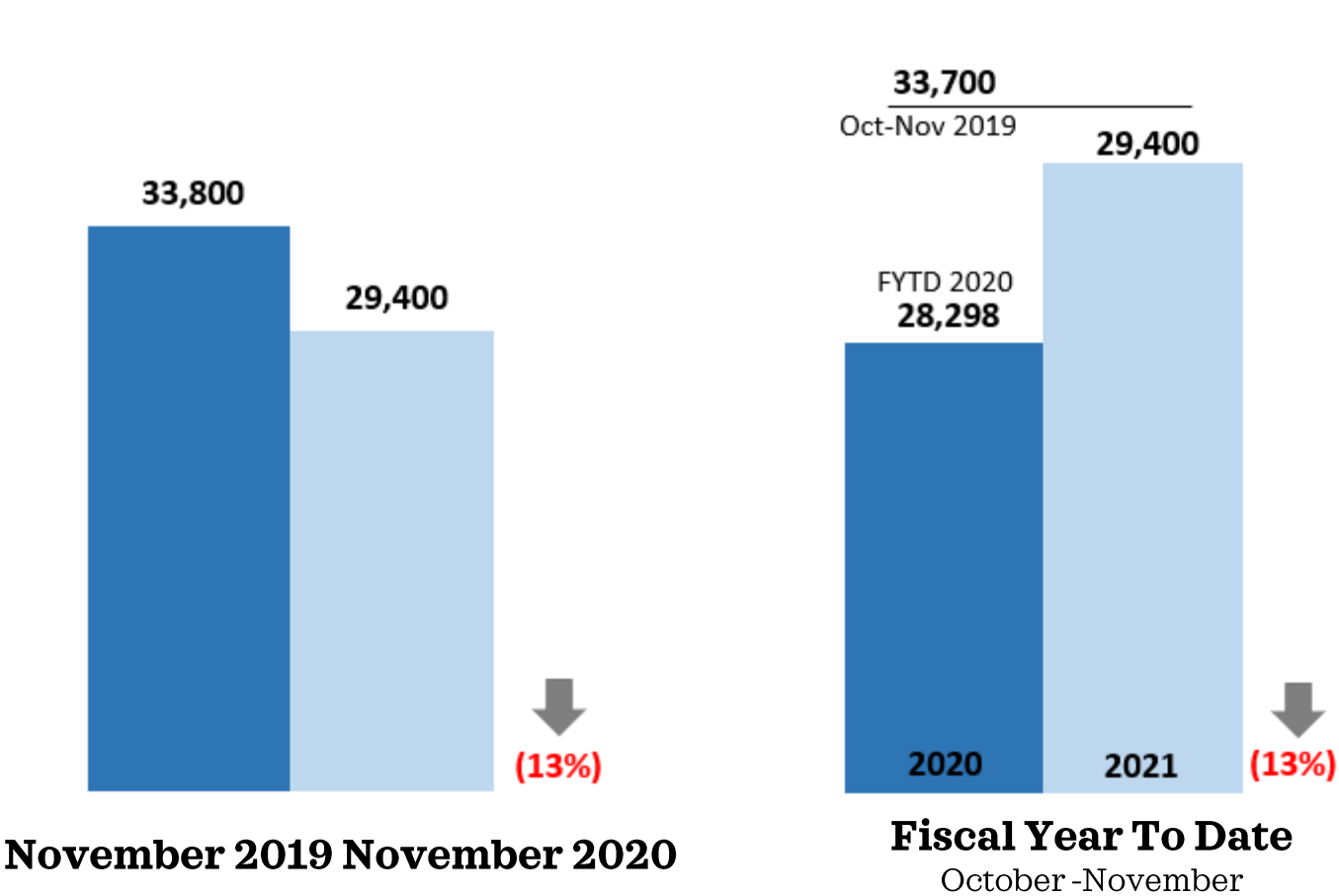
# Airport Enplanements



# Deplanements



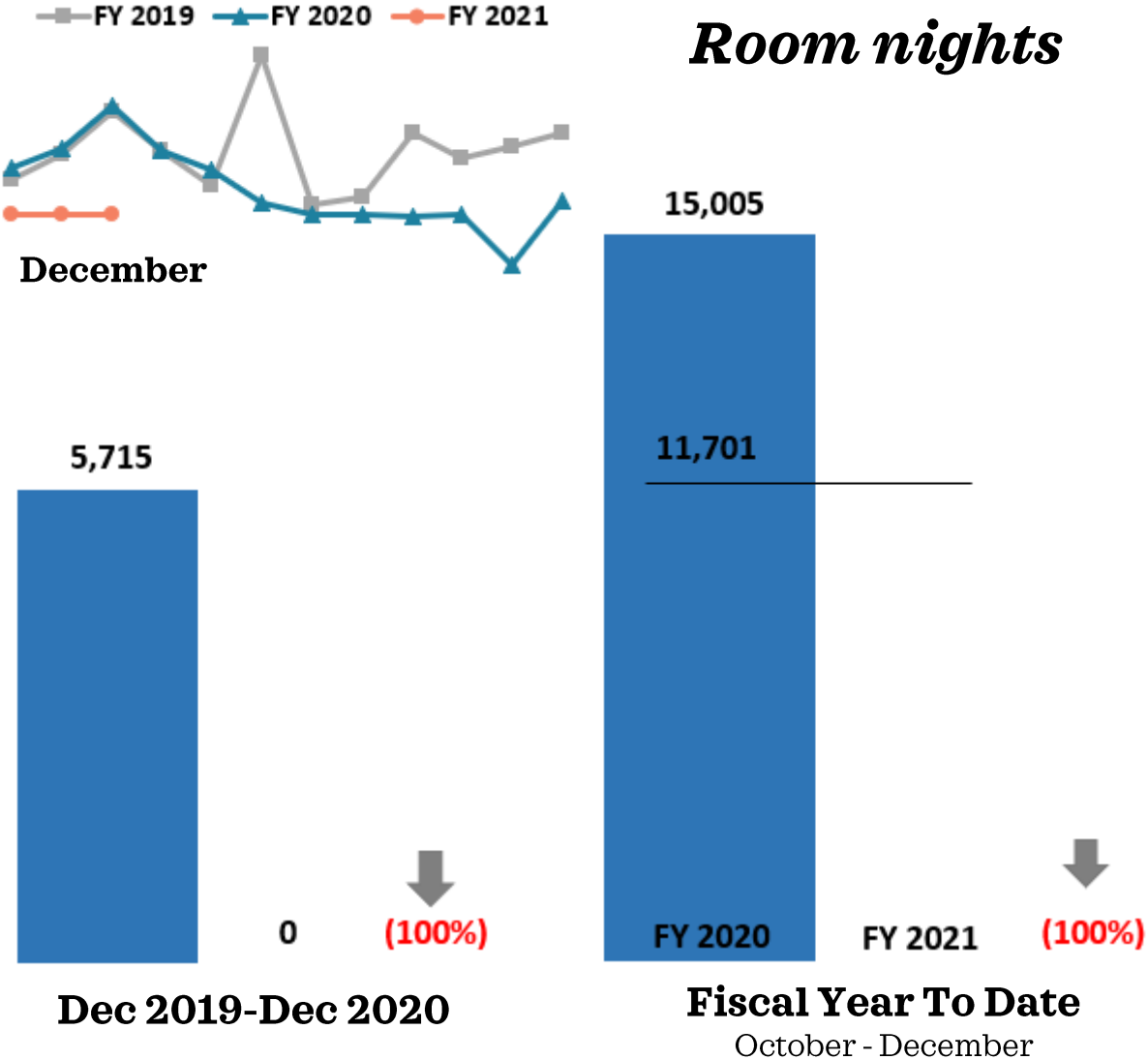
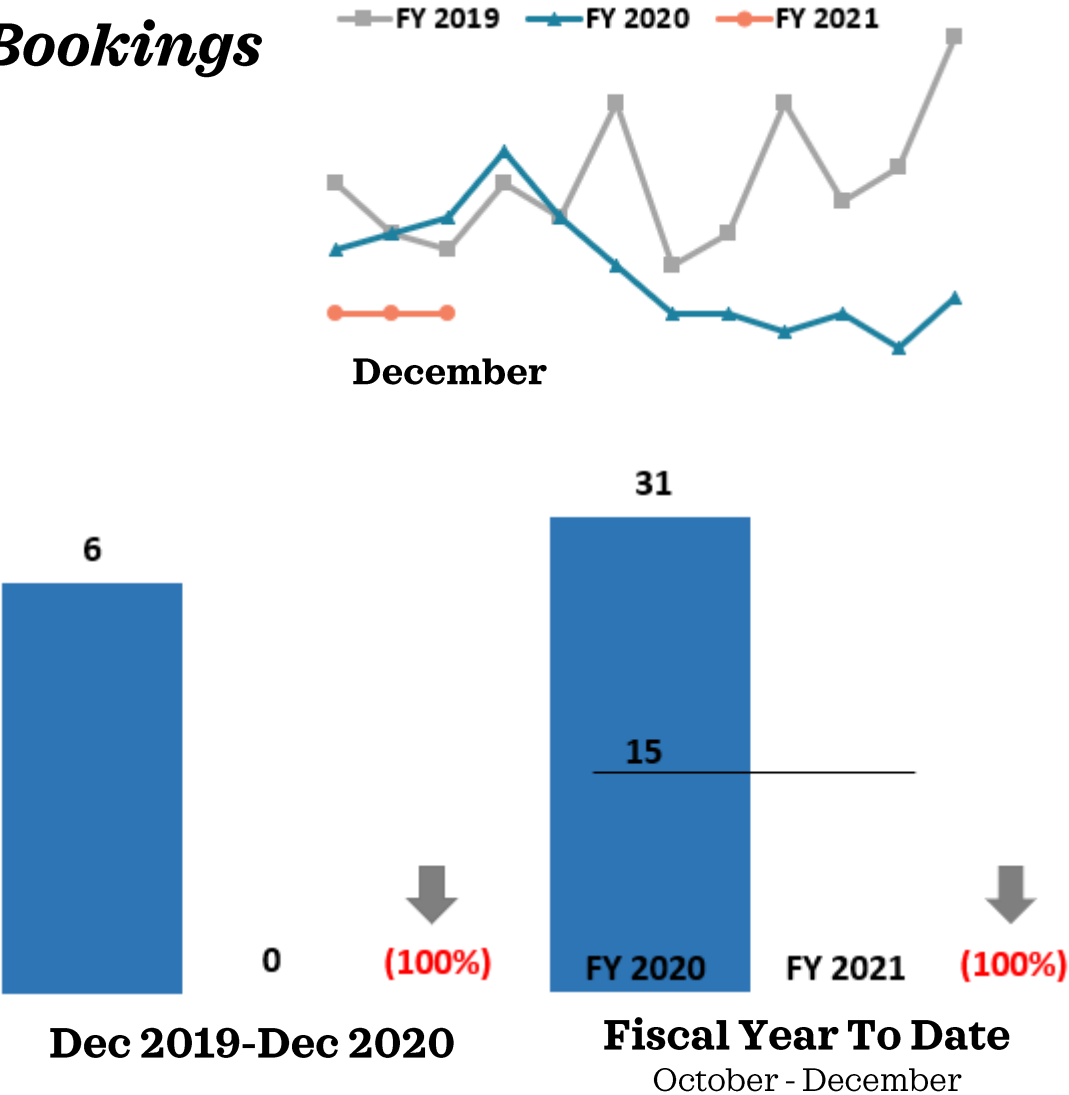
# Leisure & Hospitality Jobs



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

# Definite Bookings - Meeting/Sports

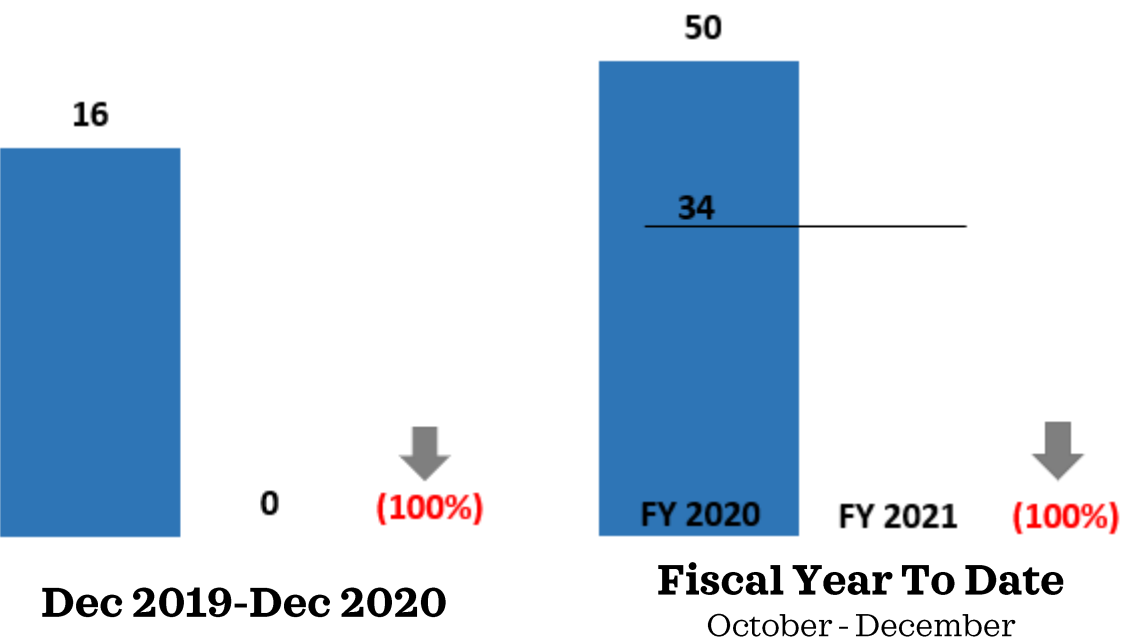
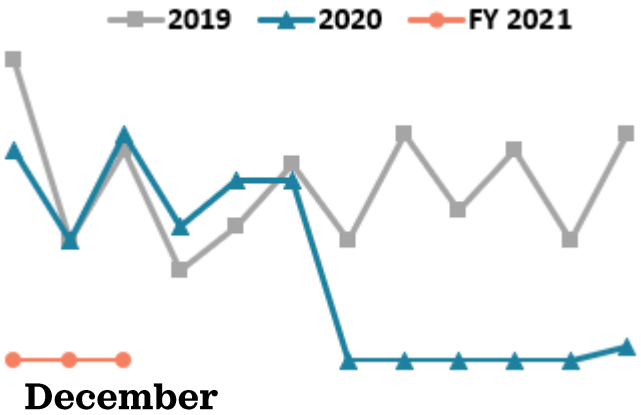
## Bookings



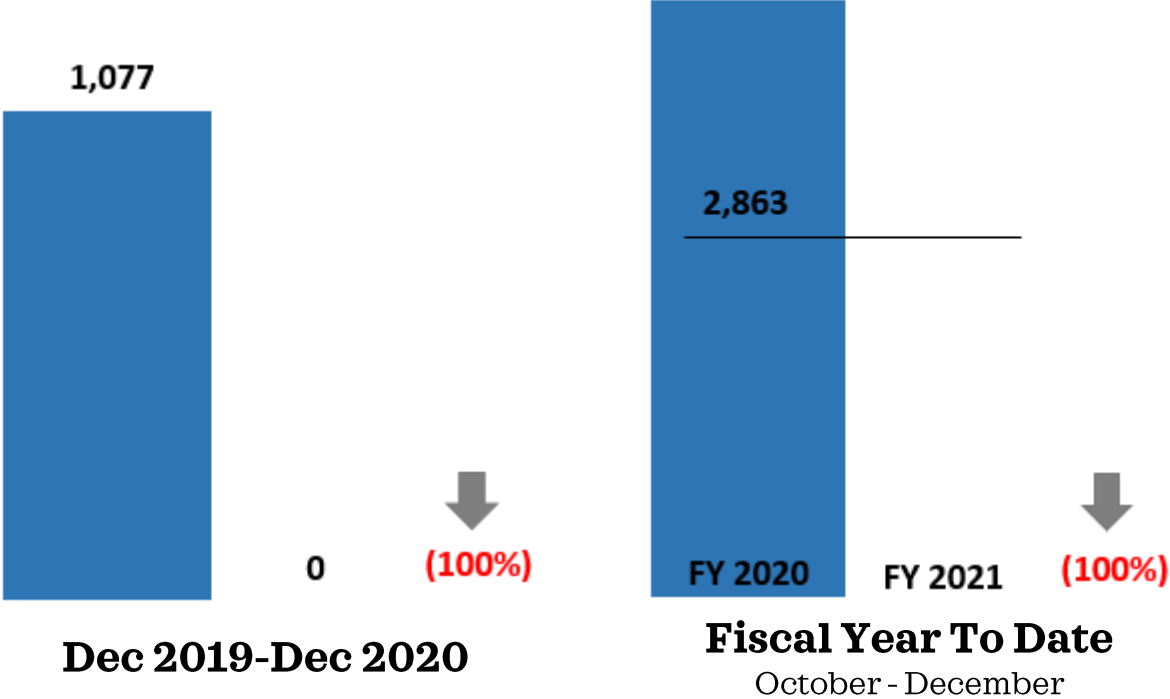
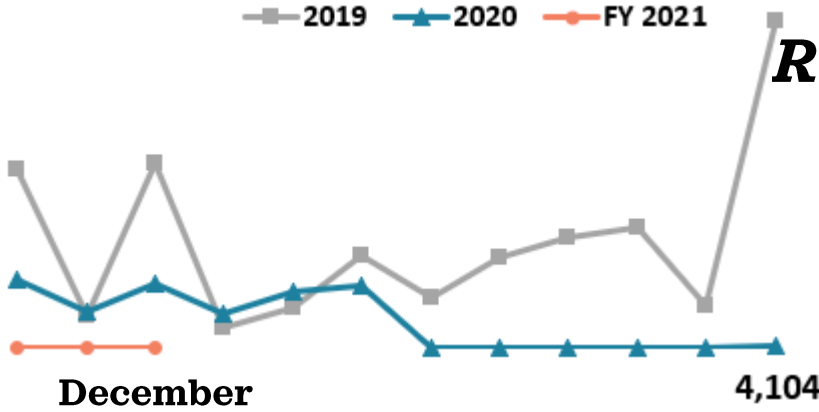
# Definite Bookings - Leisure

FY 2019 Leisure booking and room nights included FIT business which is not being included in FY 2020 or 2021 numbers.

## Bookings



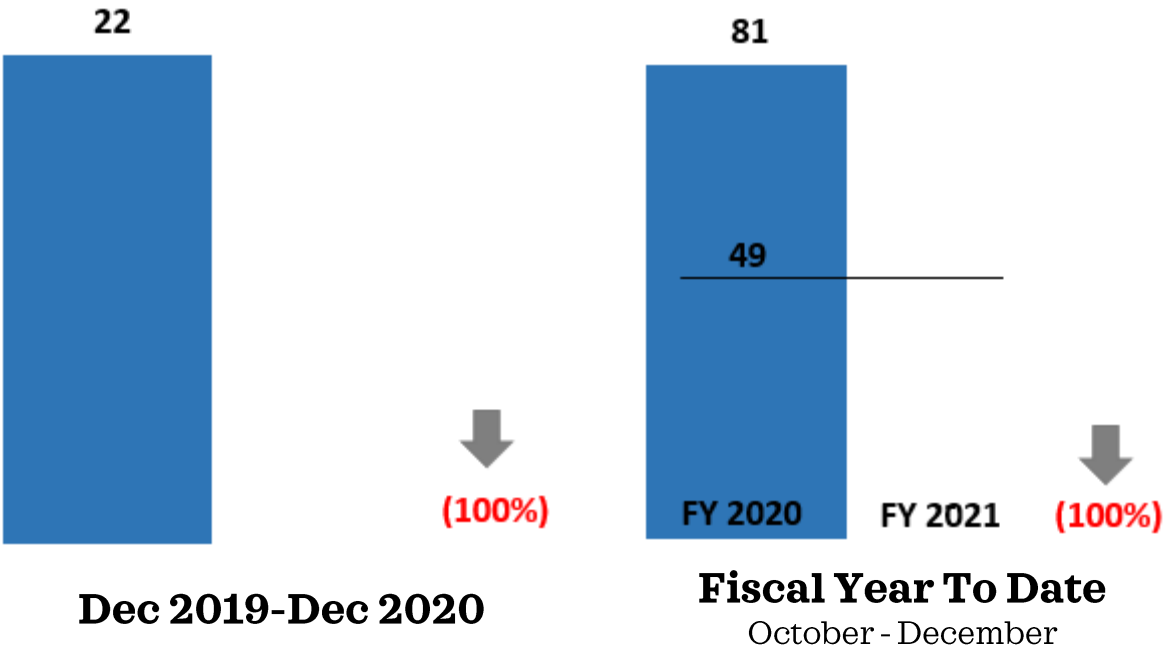
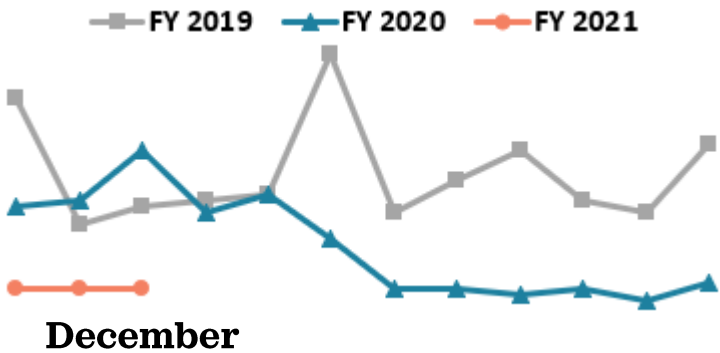
## Room nights



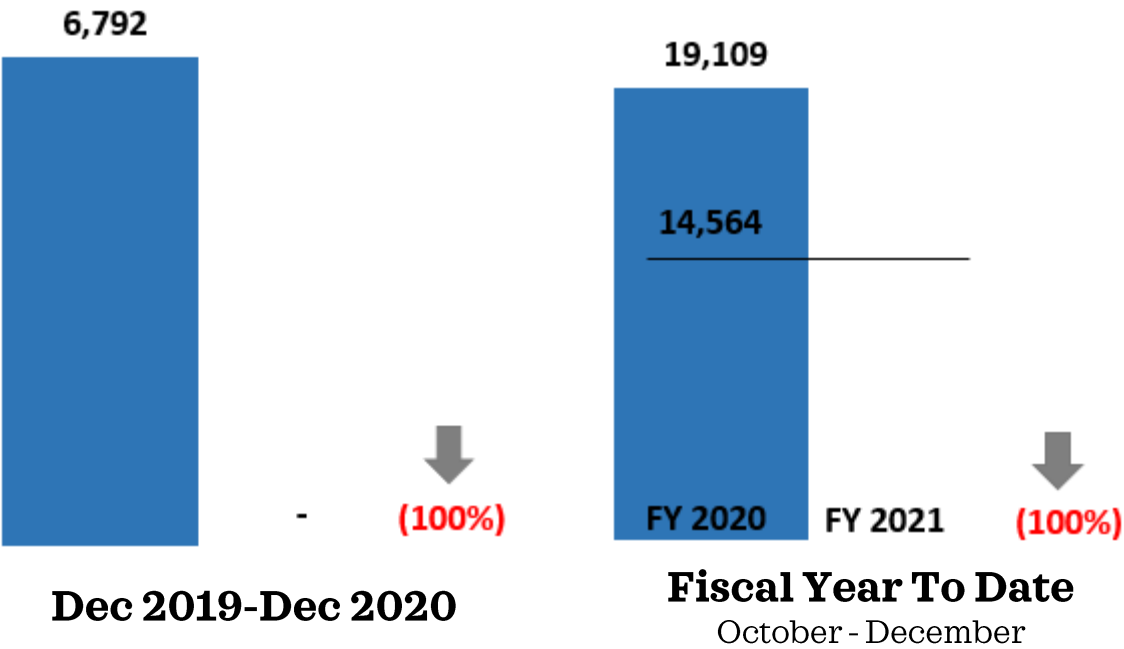
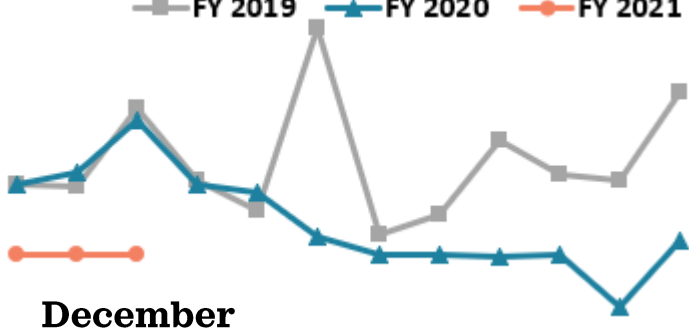


# Definite Bookings - All Sales

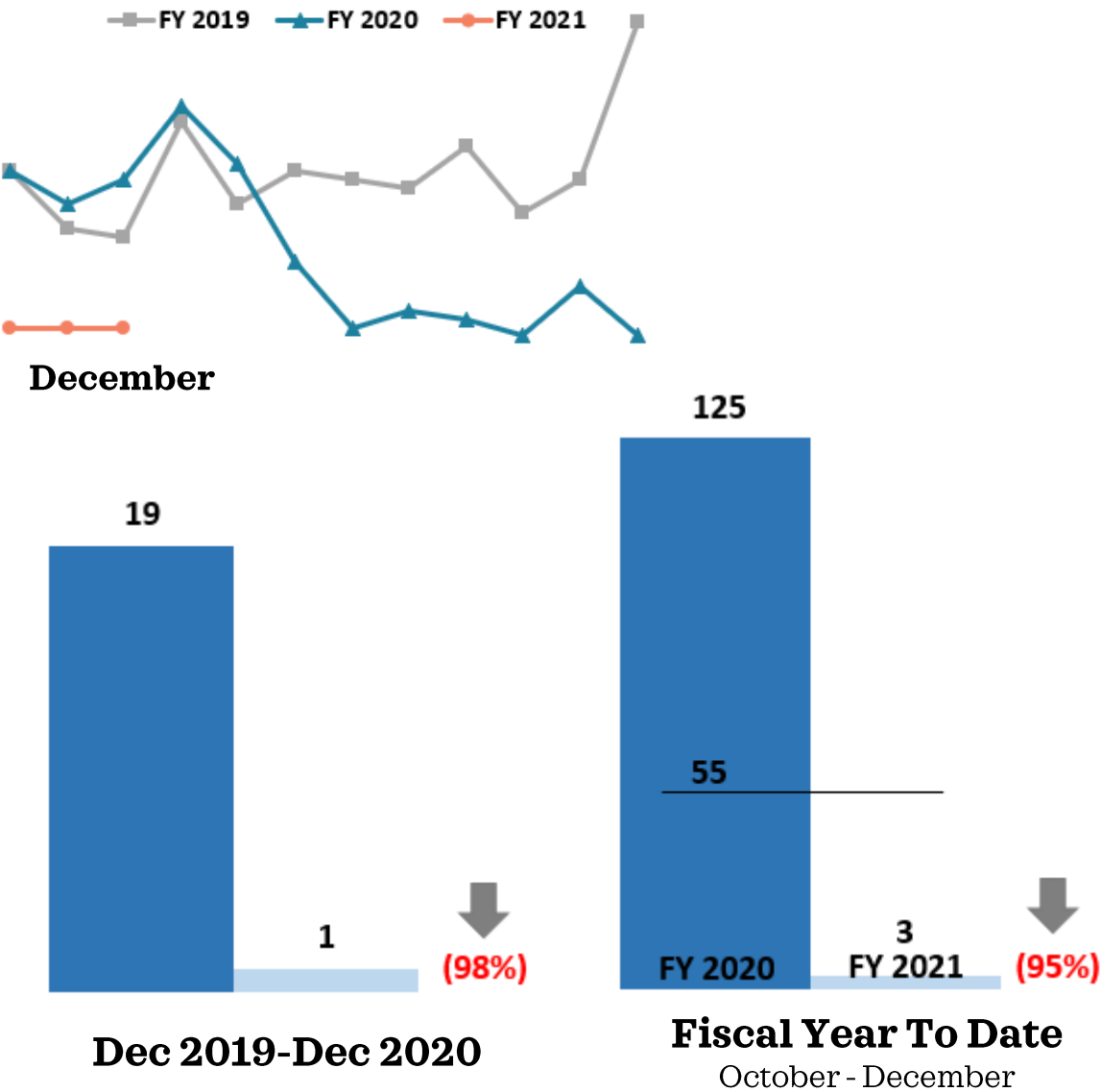
## Bookings



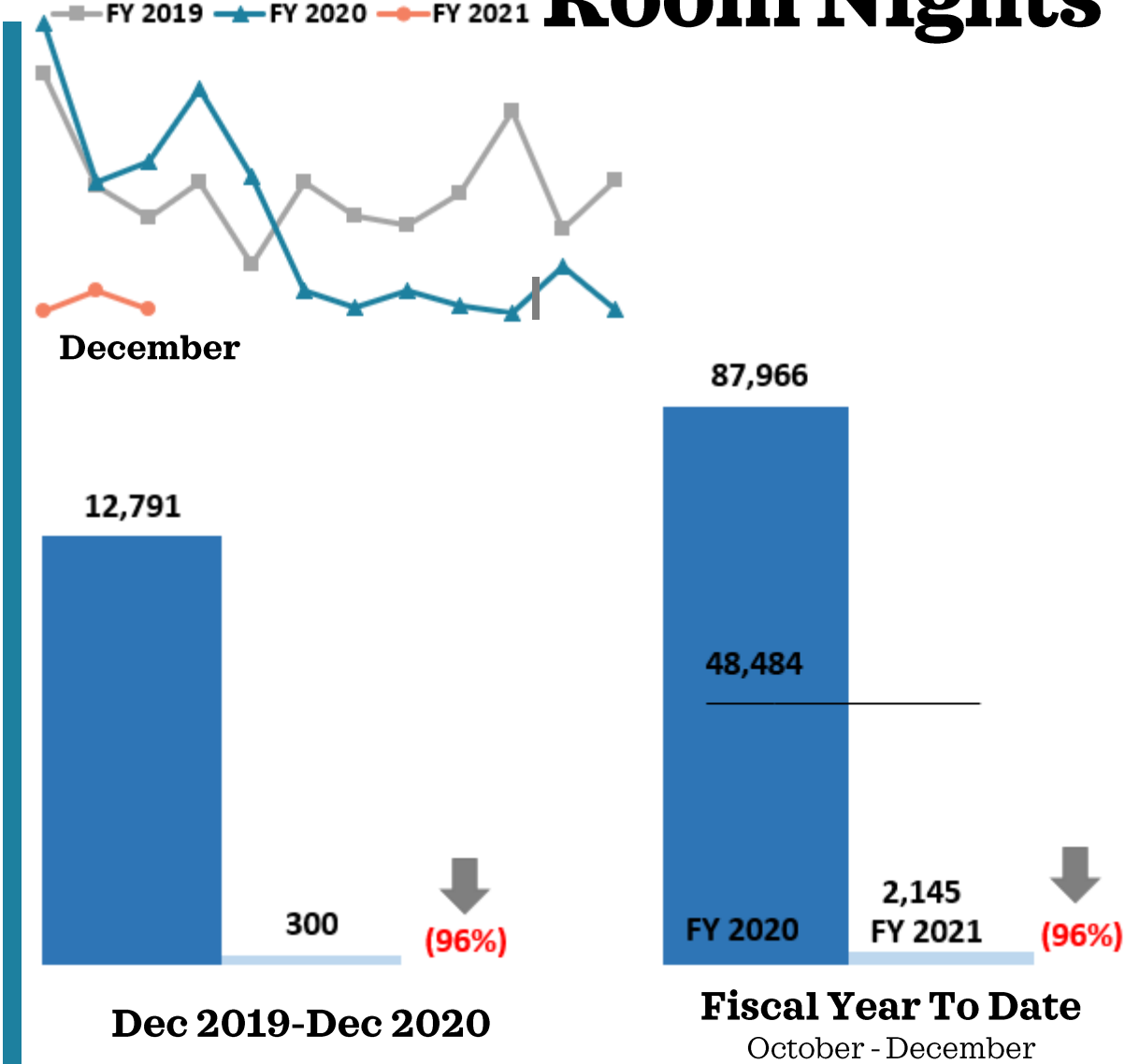
## Room nights



# Leads Issued – Meetings/Sports

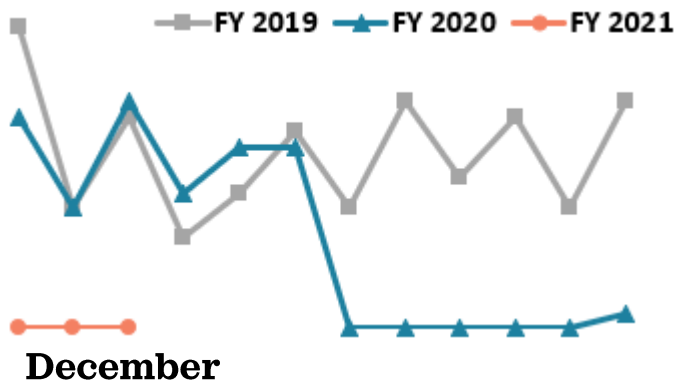


# Potential Room Nights

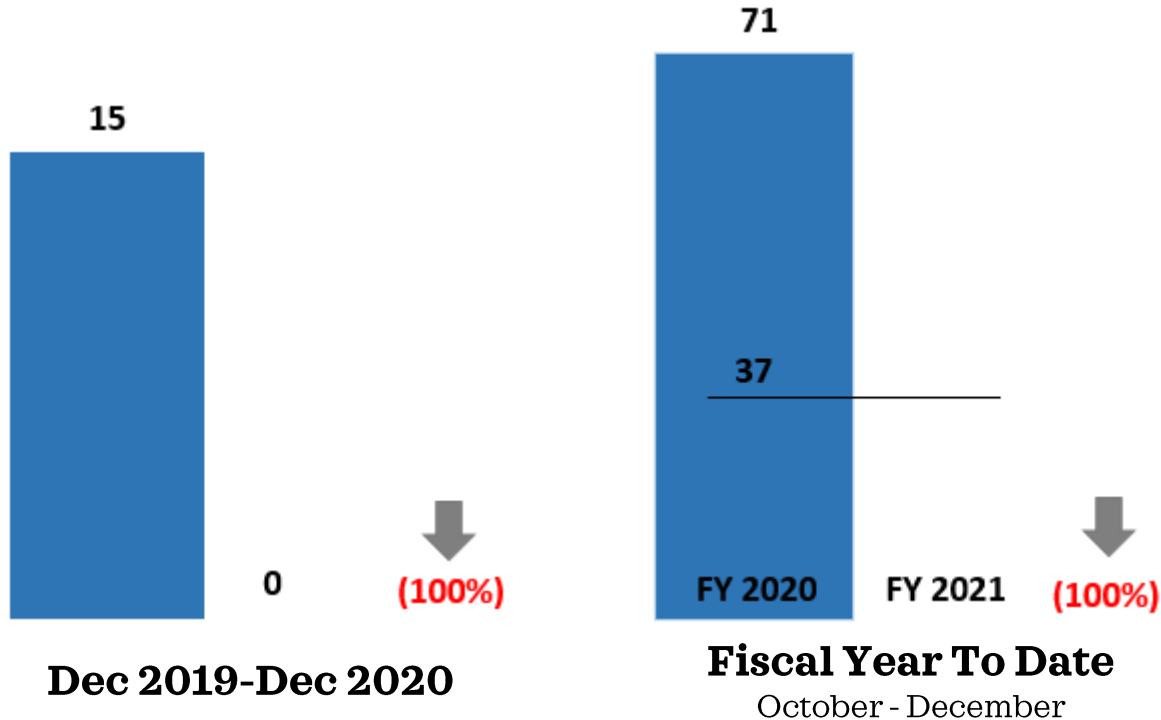


Source: Coastal Mississippi

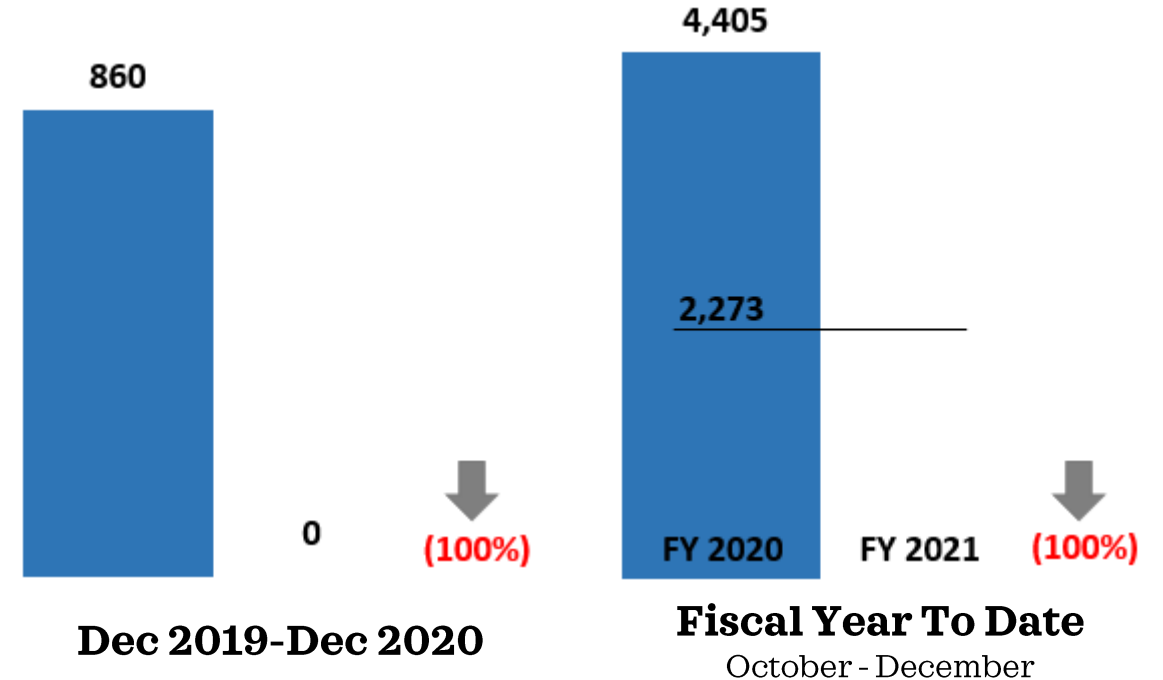
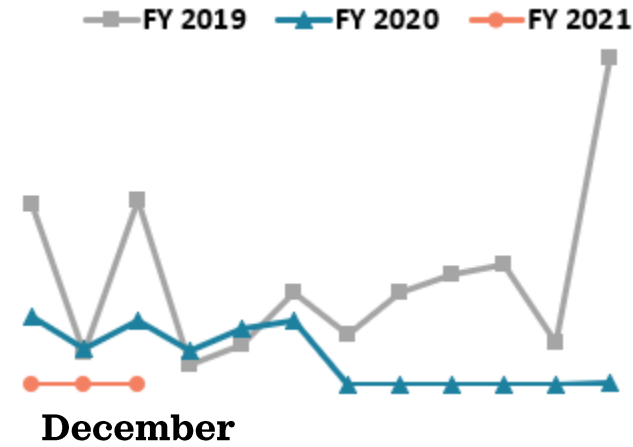
# Leads Issued - Leisure



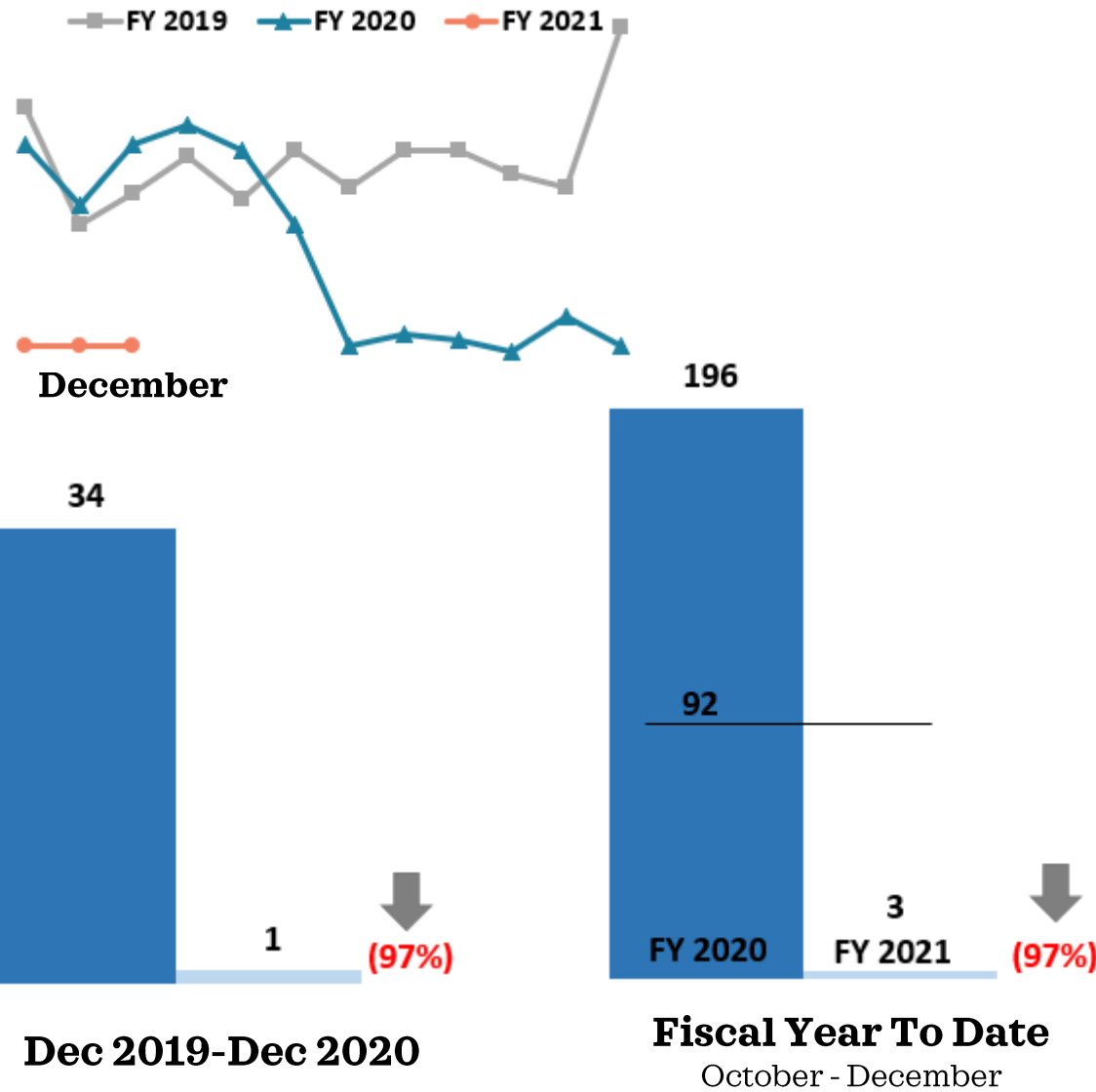
FY 2019 leisure leads and room nights include FIT business which is not being included in FY 2020 or 2021 numbers.



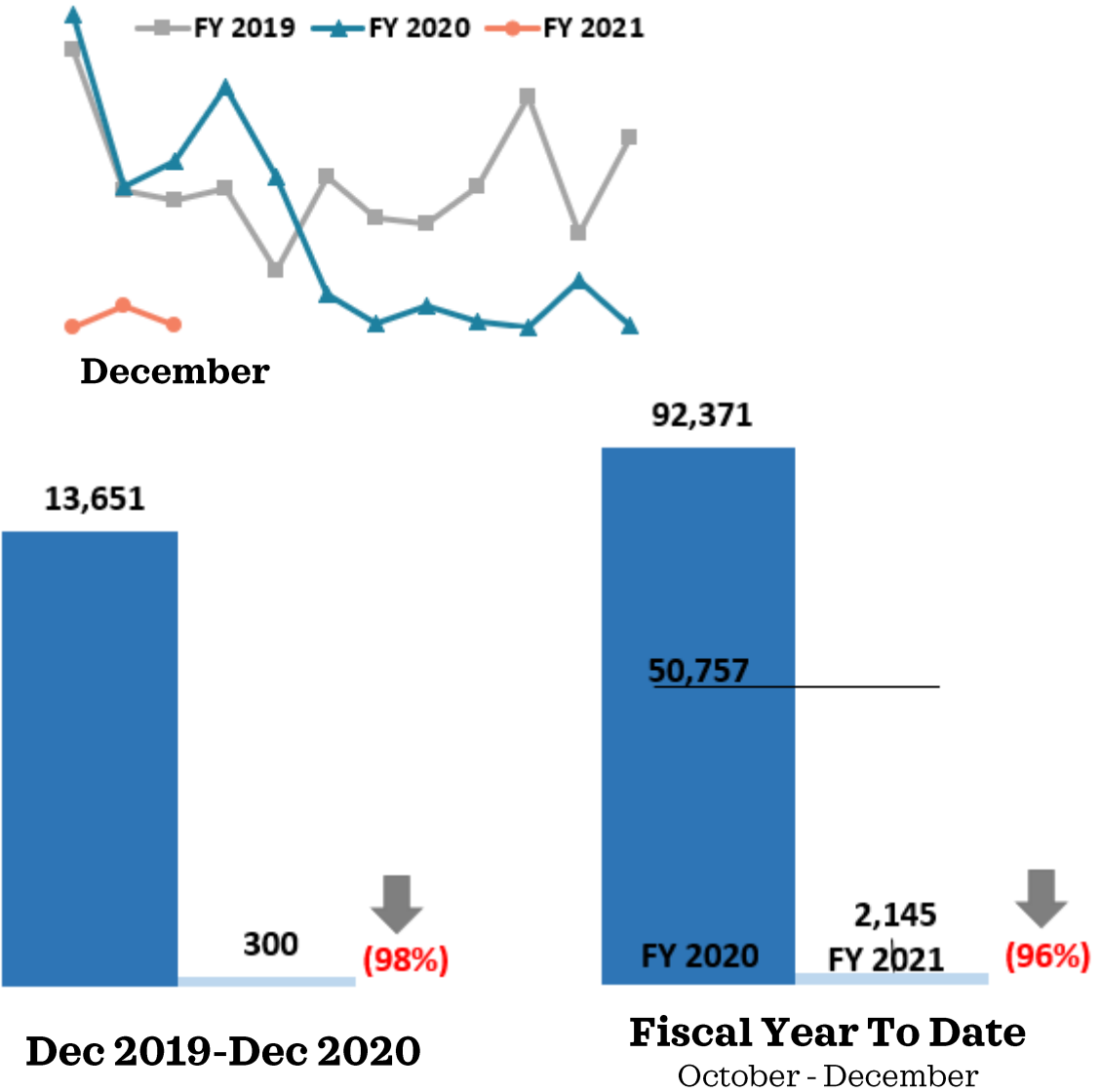
# Potential Room Nights



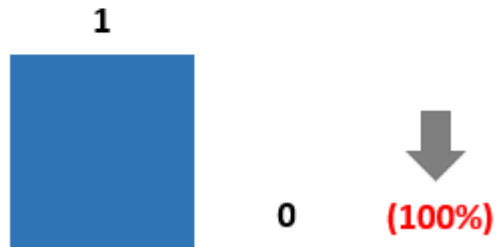
# Leads Issued - All Sales



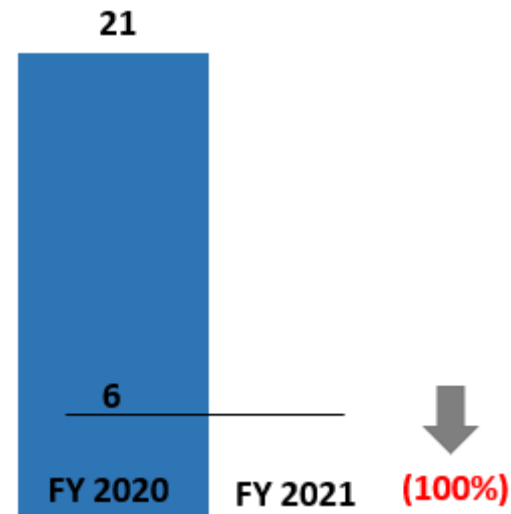
# Potential Room Nights



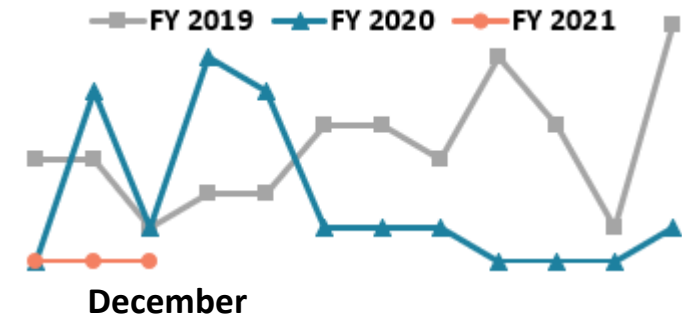
# Convention Center Leads



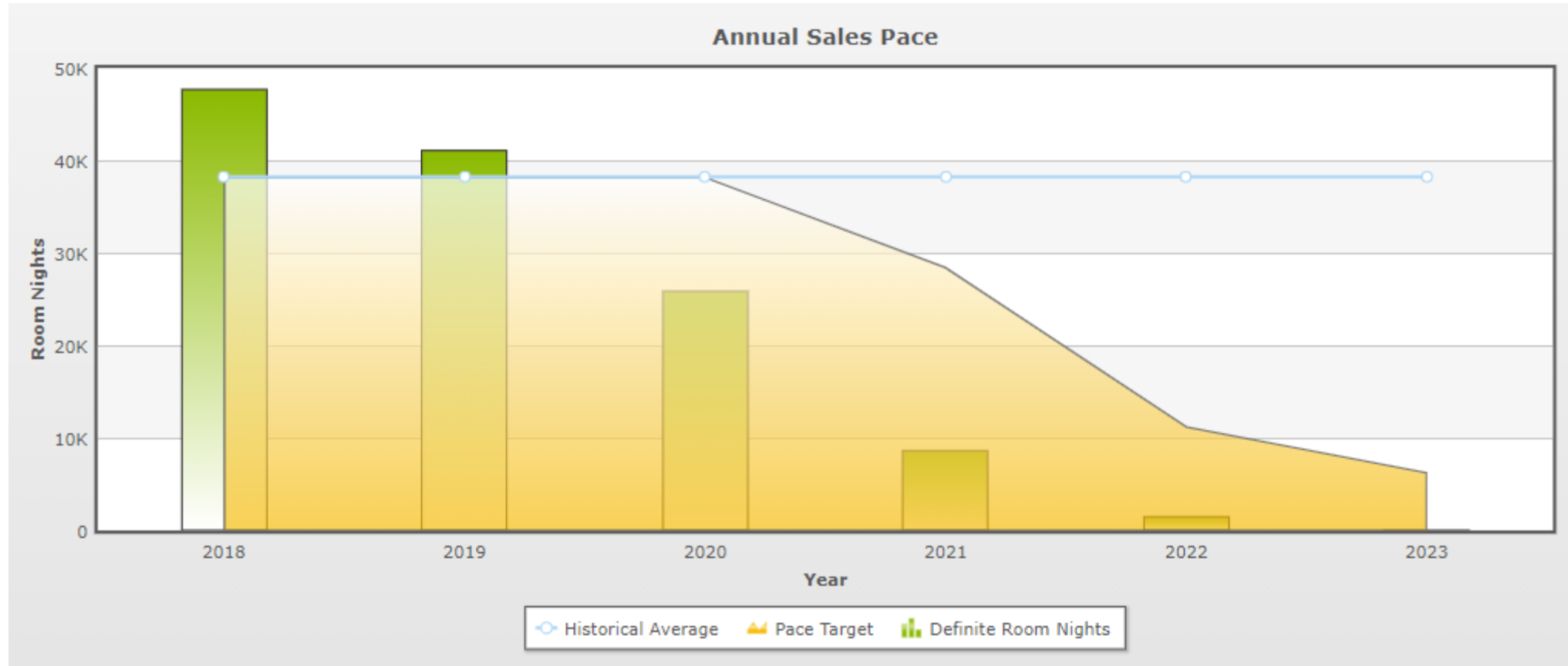
**December 2019 over December 2020**



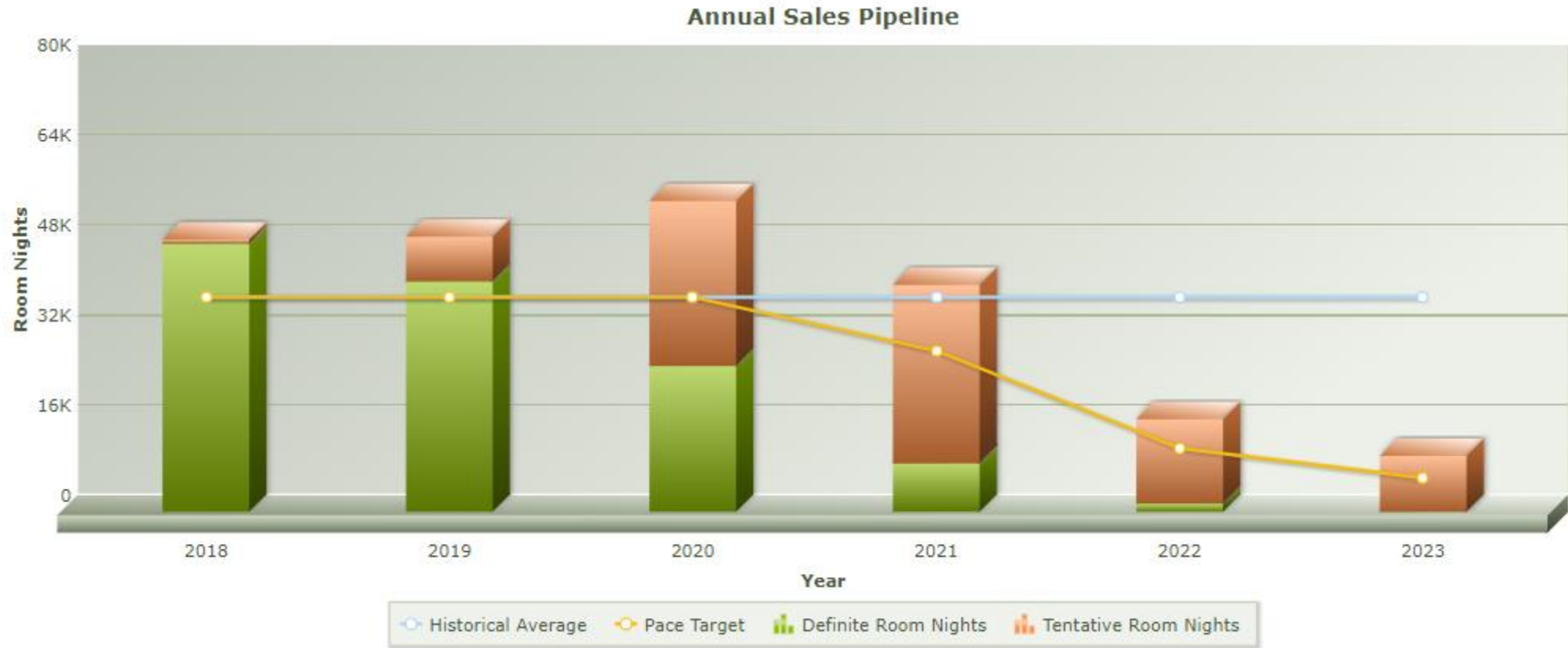
**Fiscal Year To Date**  
October - December



# Pace Report



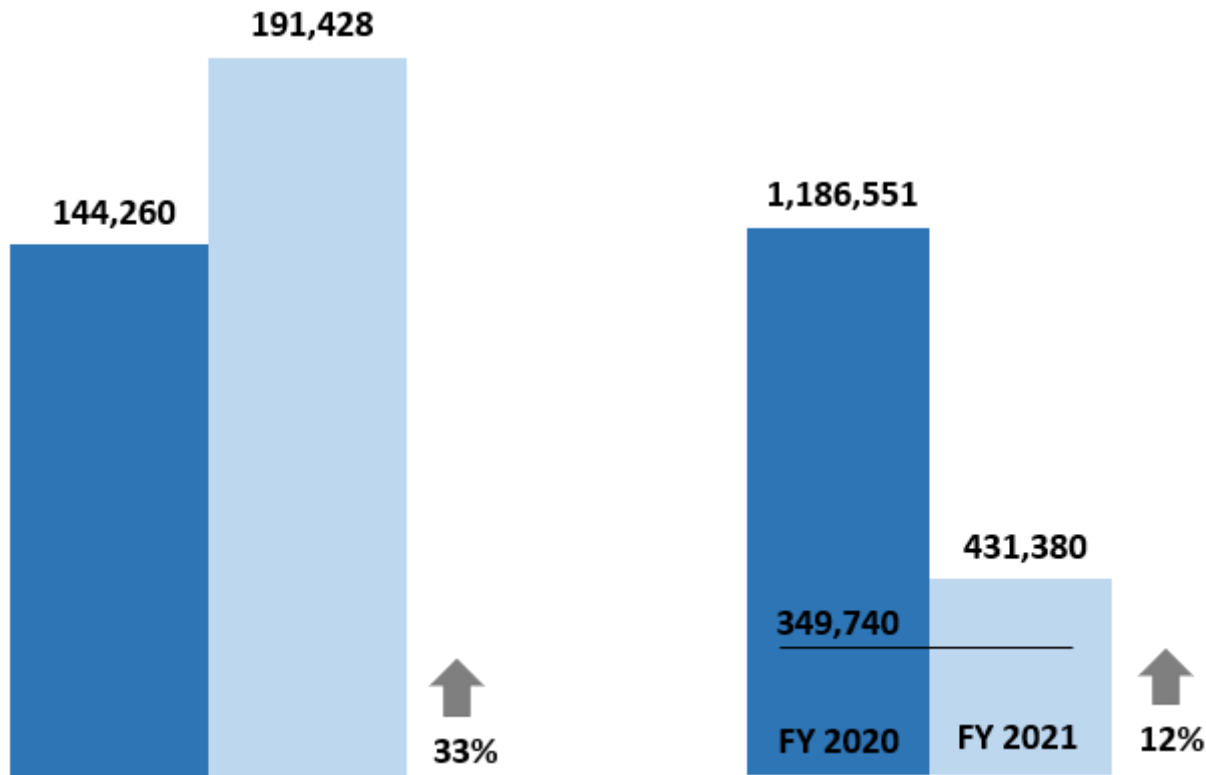
# Pace Report - Pipeline



# Google Analytics - Users

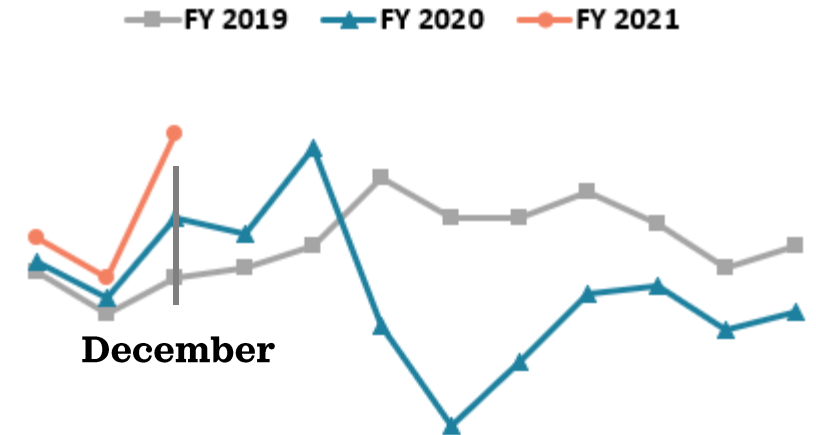
## Traffic Analysis:

- Overall traffic increased in December, compared to last year. Sources of traffic that increased YoY included Paid Social (488%), Display (+145%), Social (+32%), and Other (+17,586%) driven by Viant native ads.
- The site's organic clicks (-36%) and impressions (-3%) were down but its average ranking position improved by 10% compared to last year.



December 2019 over December 2020

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 2021	Oct	Dec	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
Newsletter Signup	241	213	497									
Total Active Newsletter Recipients 19,735												
Request the Guide	568	440	542									
Digital Guide Views	118	69	88									

# Action Taken

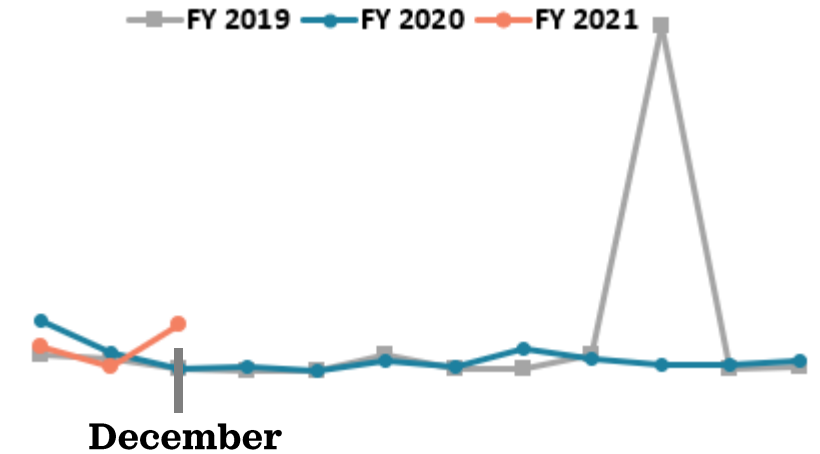
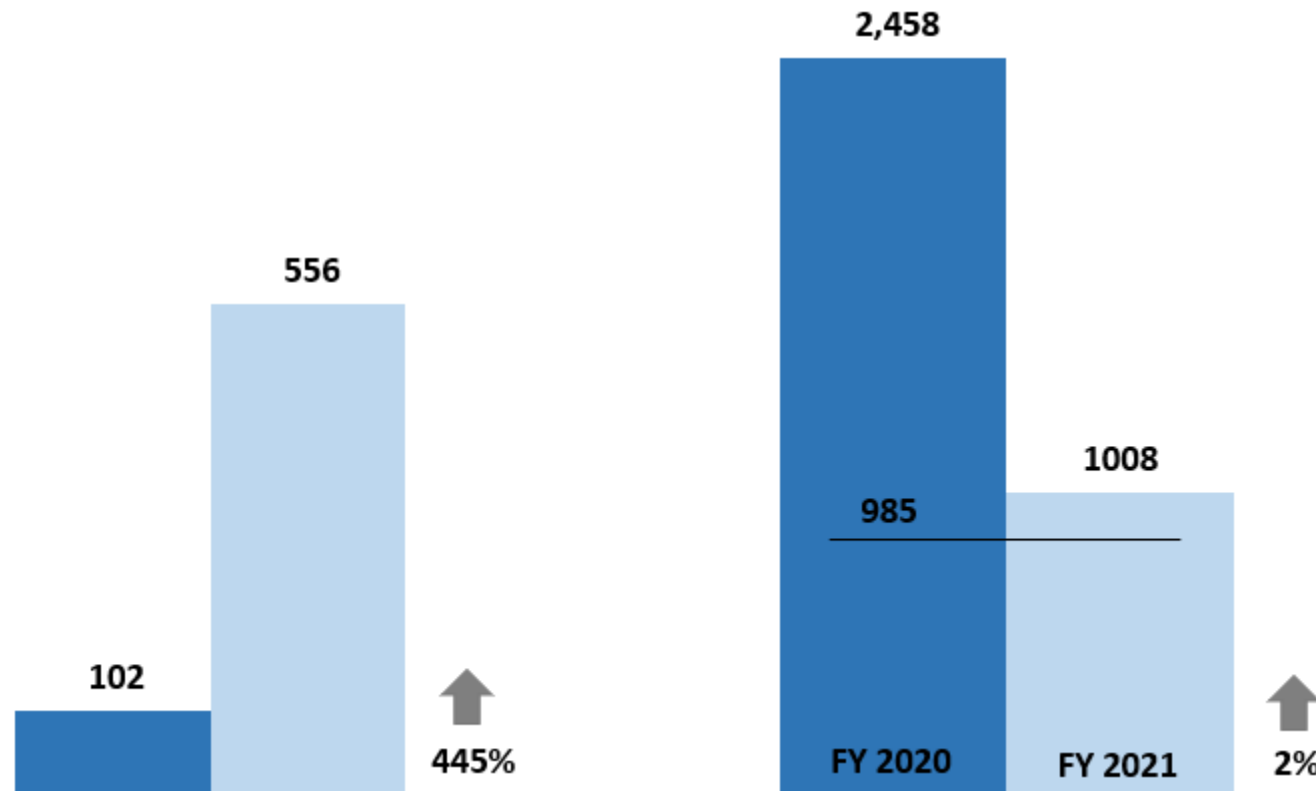
Total number of partner events and listings viewed by visitors on our site.

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

Event Detail	5,339	6,729	9,279									
Listing Detail	10,648	7,466	9,064									
Website referral	14,105	8,955	9,549									

# Number of Articles

Increase in coverage due to paid MAT and Newswire releases.

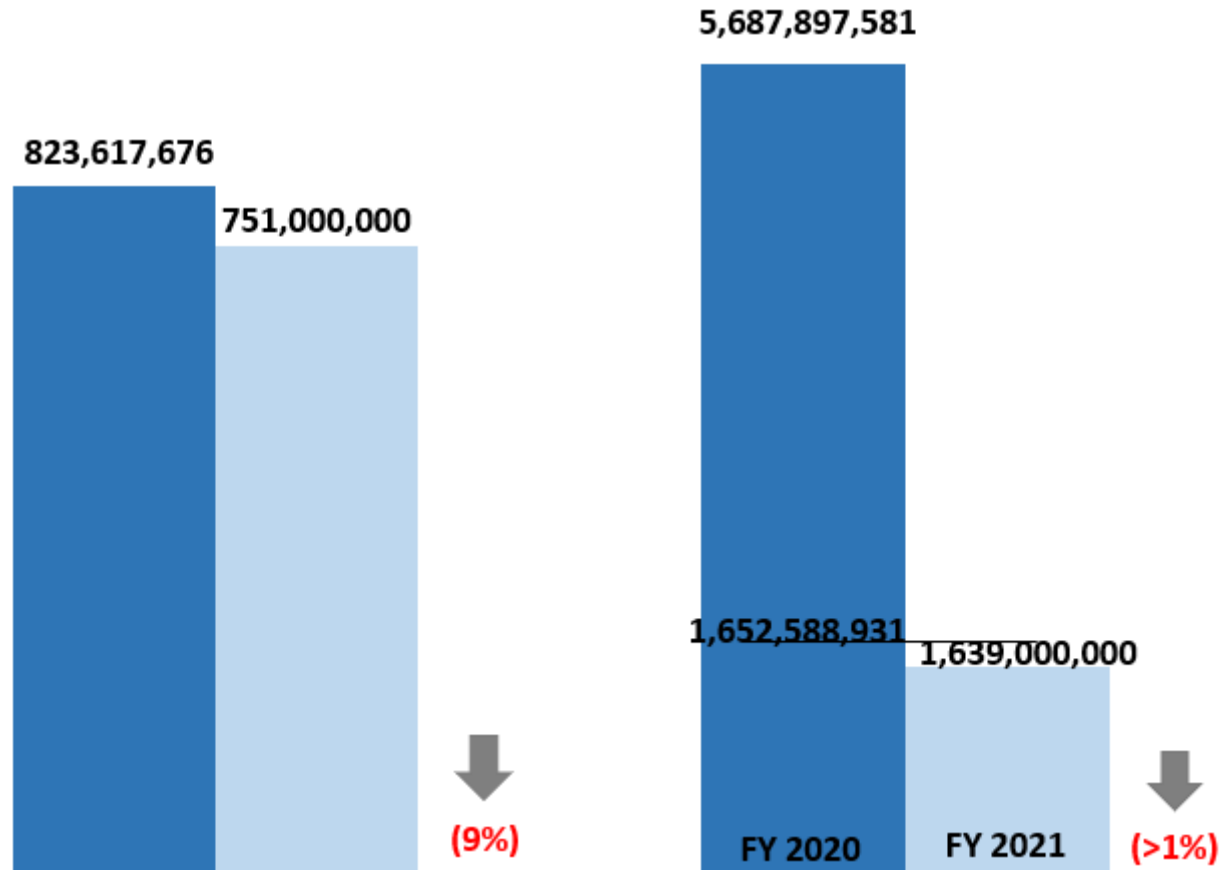


December 2019 over December 2020

Fiscal Year To Date  
October - December

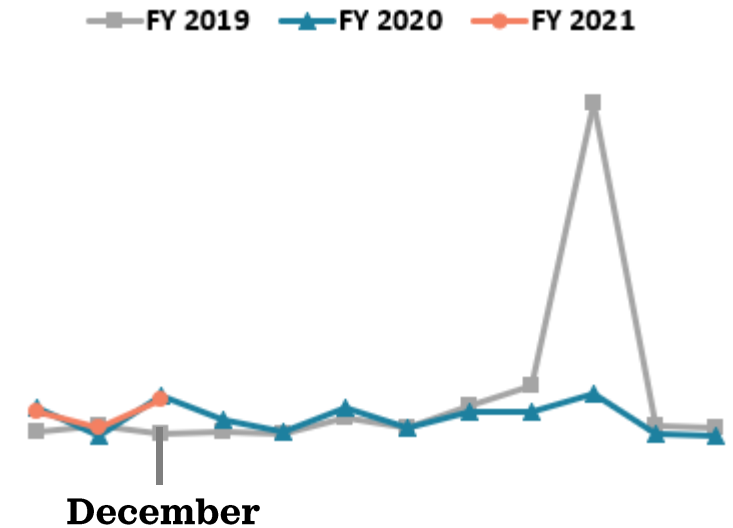
# Impressions

December 2020 Increase in coverage due to paid MAT and Newswire releases.



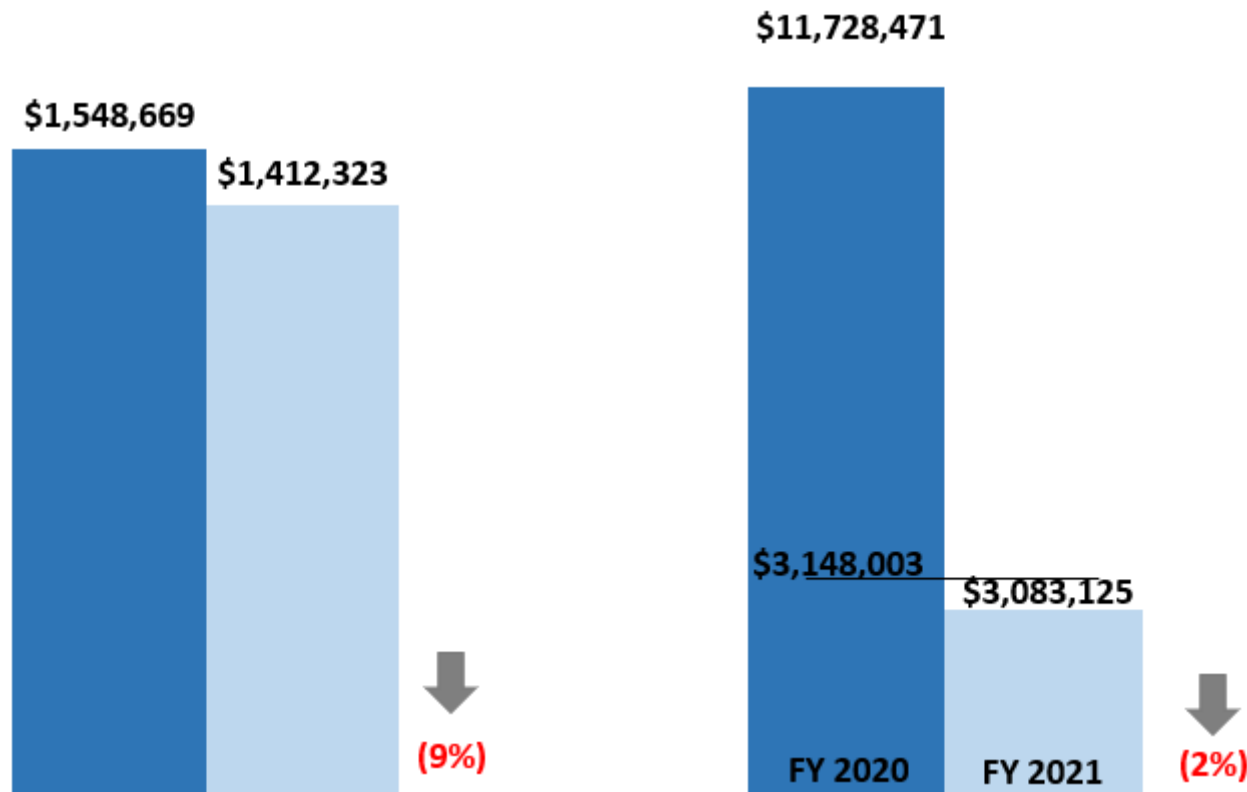
December 2019 over December 2020

Fiscal Year To Date  
October - December



# Advertising Value Equivalency

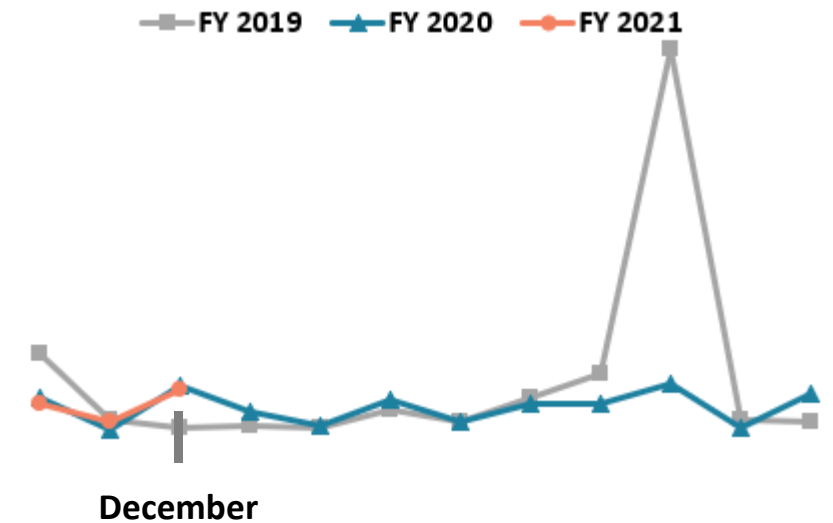
Declining AVE numbers related to changes in the monitoring platform. Industry standards are shifting away from AVE and towards methods that focus on measuring how coverage is relevant to the brand and its goals. This is an ongoing process and we are currently exploring multiple options for how we measure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



December 2019 over December 2020

Fiscal Year To Date  
October - December

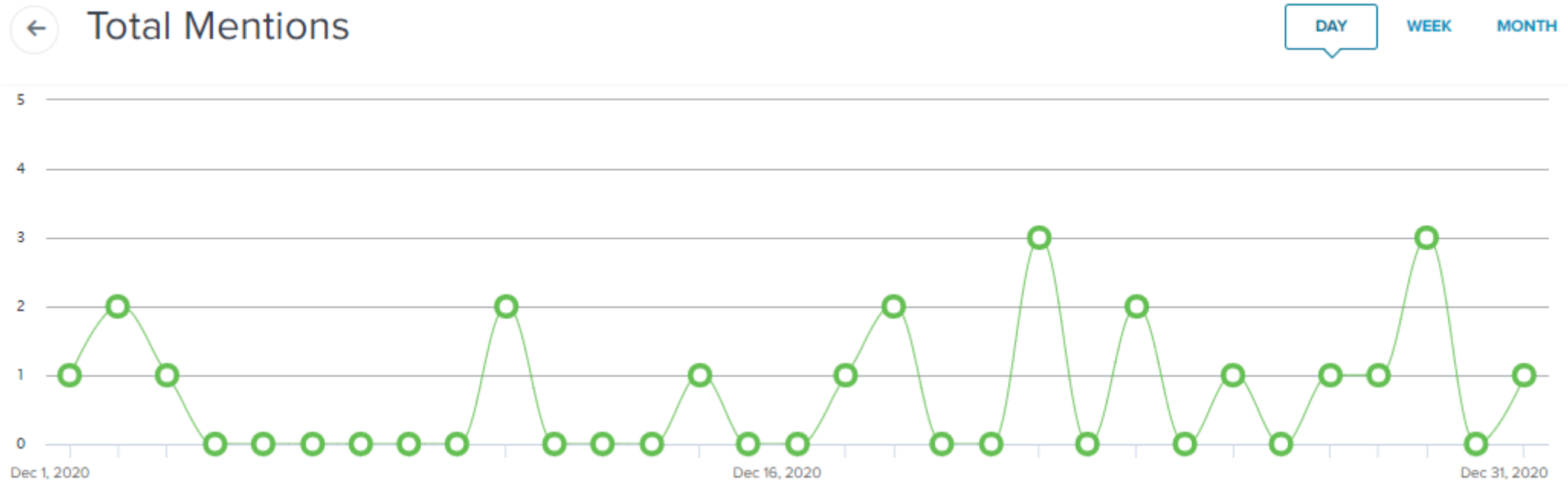
Source: Cision



# Earned Media

## Content Drivers:

- COVID-19
- Winter Travel
- Outdoor Experiences
- Holiday Events/Getaways





# ‘My Secret Coast’ contest brings in hundreds of photos, videos

A Vancleave man took home first prize for his drone video showcasing the Mississippi Gulf Coast.



The My Secret Coast ran from Oct. 1, 2020, to Dec. 15, 2020, and encouraged residents in the tri-county region to submit photos and videos of their favorite “secret” places that make Coastal Mississippi the unique destination that it is. More than 100 videos and 600 photos were submitted.

The first place prize of \$5,000 went to Jesse Hill of Vancleave for his drone video.

A second place prize of \$2,500 went to Emily Wieglosz of Ocean Springs. Caleb Van Nice of Gulfport took home the \$1,500 third place prize.

Here’s a recap video featuring some of the contest entries.



# Mississippi Tourism Association Governor’s Conference honors state’s tourism industry



Biloxi, Miss. – The Mississippi Tourism Association recognized the impact and accomplishments of the state’s tourism industry at the Governor’s Conference on Tourism held at the IP Casino Resort and Spa in Biloxi, Miss. on Nov. 30 – Dec. 2, 2020.

This annual educational and professional development event brought together more than 120 tourism industry professionals from across the state as well as tourism partners from the surrounding region.

# Local Media Coverage - Assisted







**MATADOR**  
network

## The 25 coolest towns in America to visit in 2021

### 2. Ocean Springs, Mississippi

Population: 17,809



You'll find the attention to artisanship everywhere in Ocean Springs, whether it's at the individually designed suites at the [Roost Hotel](#) or in the croissant case at [French Kiss Pastries](#), which smells like a Paris morning on a main street draped in Spanish moss. You'll find it at [Vestige](#), too, where James Beard-nominated chef Alex Perry uses local ingredients to create Japanese-inspired specialties.

Whether Ocean Springs is like the rest of Mississippi really depends on what you think the rest of the state is like. But if you imagine it as a warm, lush place with friendly people and great music, then Ocean Springs is about as Mississippi as it gets.

**Forbes**

### From Peeps To A Potato, The 6 Most Interesting New Year's Eve Drops

#### Oyster Ball Drop in Biloxi, Mississippi

In normal years, an Oyster Ball Drop tradition takes place at the [Maritime and Seafood Industry Museum](#) in Biloxi, Mississippi. A large bundle of shimmer oyster shells is lowered down a cable from the top of the museum and into an oyster basket. A factory whistle blows to ring in the New Year and fireworks are shot off in the background.



Coastal Mississippi Assisted Media Coverage

coastal  
MISSISSIPPI

*The Secret Coast*



## A beautiful winter travel destination in every state



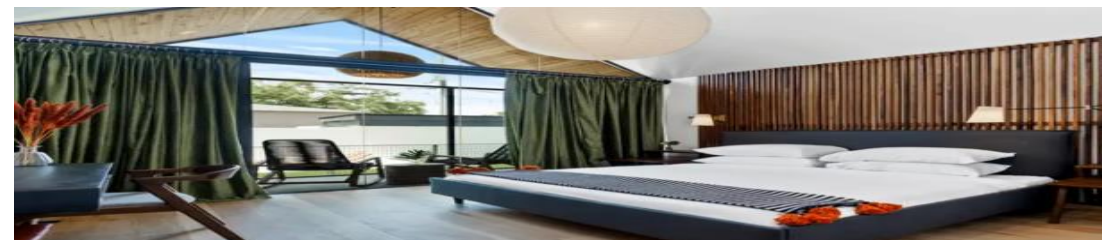
### Mississippi: Biloxi

Just up the Gulf Coast from New Orleans is the Mississippi city of Biloxi. If you want to spend some time this winter in a warmer climate, Biloxi deserves your consideration. You get a beachfront location, average winter temperatures between the 40s and 60s, plus everything that comes with visiting a hospitable Southern city. You'll have great food selections, including excellent seafood dishes, and you can have fun at the multiple casinos in the area.

## BUSINESS INSIDER

18 brand-new US hotels to add to your 2021 bucket list, including an all-inclusive adventure lodge and Napa Valley's first resort set on a working winery

### The Beatnik - Ocean Springs, Mississippi



Featuring four modern, "floating" cabins complete with wet bars and outdoor showers, [The Beatnik](#) just opened in the coastal Mississippi town of Ocean Springs. From the icy cool plunge pool to outdoor showers, native gardens, and fire pits, the hotel is ready for the next wave of travelers in the new year.





## The 21 Best Beaches In The US

### Mississippi Gulf Coast, Mississippi

*Submitted by Charles from McCool Travel*

Spacious soft sugar sand stretches, savory scrumptious seafood, and stunning scenery, sunsets, and sunrises spotlight several shining staples of spectacular Coastal Mississippi.

The highlight of [Mississippi Gulf Coast](#) is USA's largest manmade beach—200 feet wide and 26 miles of that gorgeous US Gulf Coast sugar sand from Biloxi to Gulfport, Long Beach, and Pass Christian. The western 12-mile section from Pass Christian to Gulfport features plenty of free parking along the beach but showers or restroom facilities are available only from Long Beach Harbor to Biloxi.

The calm Gulf of Mexico waters here create ideal conditions for swimming, kayaking, SUP, and small craft boat tours. Many boating and fishing excursions leave from harbors in Biloxi, Gulfport, and Bay St Louis.

A family favorite activity is the Biloxi Shrimping Trip on which guests can view and handle freshly caught sea creatures. Take a boat trip to Ship Island (part of Gulf Islands National Seashore) and explore Fort Massachusetts and what many consider the best beach along the Mississippi coast.



## Take a Gamble on Great Whisky at These Casino Bars

### MORTON'S THE STEAKHOUSE AT GOLDEN NUGGET CASINO—BILOXI, MISSISSIPPI

Even for this high-end prime steakhouse chain, its beachfront location goes above and beyond. About 75 whiskies from **around the world**, including private-barrel selections, are offered as 2-ounce pours, with square 2-inch “king” ice cubes for rocks fans. But the most inspired match-up here is the signature State Street Manhattan (\$17), featuring **Woodford Reserve** and Carpano Antica sweet vermouth infused with Toschi Amarena cherries and fresh orange peels, finished with a spritz of **Jack Daniel's Sinatra Select** and garnished with a slice of U.S.D.A. prime New York strip steak.

# Coastal Mississippi Assisted Media Coverage



# Skift.

## A Funding Crisis at Destinations Spurs New Tourism Marketing Models

When tourism came to an abrupt halt in March, destination marketing organizations saw their primary revenue stream — a percentage of lodging taxes or “bed taxes” — tumble overnight.

Seven months since [discussions began on how tourism would fund itself](#) going forward after the damage from the pandemic, most organizations have seen their budgets shrink by as much as 60 percent while having to do more with less. And although some so-called DMOs have received emergency government assistance, the continued global health emergency’s strain on U.S. state budgets in particular, means that getting funding for tourism isn’t likely to take priority going into 2021.

That is forcing DMOs to do some hard thinking about changing up models from the past, according to interviews conducted by Skift over the past several weeks as new surges in coronavirus cases raise new uncertainties for travel.

Coastal Mississippi has lost nearly \$1 million in hotel bed taxes since March, [despite faring better in tourism numbers over the summer](#), thanks of its drive destination appeal. CEO Milton Segarra told Skift the lost revenue had a very significant impact for the size of the DMO.

“It was a 20 percent [loss] on tax revenues, when you compare fiscal year 2019 with fiscal year 2020, and the total number was like \$900,000 less in room tax that we did not see happening,” Segarra said.



## America's hidden gems to visit in 2021








### Coastal Mississippi



Also known as Mississippi Gulf Coast or, appropriately, “The Secret Coast”, this 62-mile (100km) stretch may be something of a surprise to those who think Mississippi is all blues, BBQ and bayous. This area has a bit of that too, of course, alongside caster-sugar beaches, casinos, golf courses and fishing piers. Idyllic, shell-scattered Ship Island ([due to reopen](#) in March 2021) is a short ferry hop away. COVID-19 measures are in place – check [the official page](#) for updates.

# Coastal Mississippi Assisted Media Coverage

# Social Media Metrics

							
Monthly Increase	64 Flat	5 Flat	24 >1%	300 3%	72,465 3%	61 2%	72,919 3%
December 2020	151,335 Facebook (Total Likes)	15,859 Twitter (Total Followers)	953 Pinterest (Total Followers)	14,996 Instagram (Total Followers)	1,781,579 YouTube (Lifetime Followers)	5,436 LinkedIn Total Followers	1,970,158 Total





Coastal Mississippi

Posted by HeyOrca

Dec 13, 2020 · 🌐

Your holiday plans may look a little different this year, but unforgettable memories are still waiting to be made – safely – right here in Coastal Mississippi. 🌲💙

#VisitMSResponsibly



GULFCOAST.ORG

A Seasonal Staycation on The Secret Coast

👍❤️ 1.9K

22 Comments 179 Shares

👍 Like

💬 Comment

➦ Share

Post promoting our Seasonal Staycation on The Secret Coast blog

21,345 impressions  
2,978 interactions



Coastal Mississippi

@SeeCoastalMS

Morning everyone!

Looks like Jack Frost paid Coastal Mississippi a visit last night! 🤖❄️

#MSCoastLife



7:20 AM · 12/18/20 · Twitter for iPhone

||| View Tweet activity

2 Retweets 1 Quote Tweet 24 Likes

Tweet highlighting rare winter weather in Coastal Mississippi

3,353 impressions  
208 interactions



coastalms

Coastal Mississippi



View Insights

Promote

👍💬🚩

🔖

👤

Liked by oceanspringsinn and 2,591 others

coastalms

You don't need a bird's-eye view to soak in the beauty of Coastal Mississippi. 🇺🇸

👤

Linda Berzin #VisitMSResponsibly

View all 4 comments

lukas\_sedelmeier

👍👍👍

jbarrreralaw

Wow awesome view! 🤩

Sunset picture gathered from My Secret Coast Contest entry

3,434 impressions  
2,625 interactions



Coastal Mississippi

5,454 followers

2w · 🌐

The newest addition to the Bay St. Louis skyline is just days away from opening!

Story on the all-new Pearl Hotel by Shoofly Magazine: <https://bit.ly/38eqbMw>

#comingsoon #development #hotel



Pearl Hotel Opening Soon

bslshoofly.com · 2 min read

👍👤🗨️ 177

7 comments

👍 Like

💬 Comment

➦ Share

➦ Send

Article on Pearl Hotel opening in Bay St. Louis

6,544 impressions  
503 interactions

# SOCIAL MEDIA

coastal

MISSISSIPPI

The Secret Coast