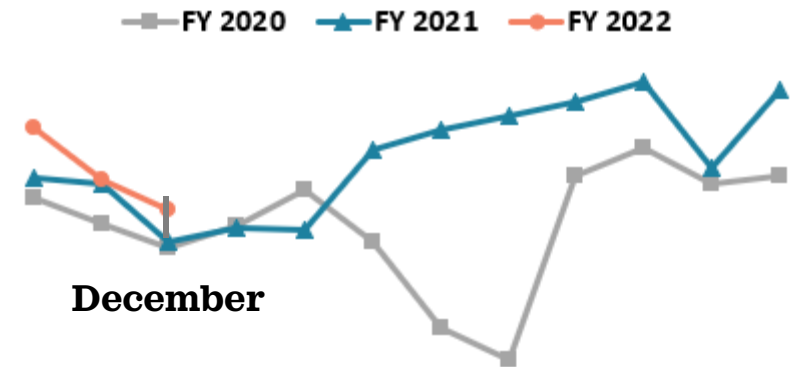
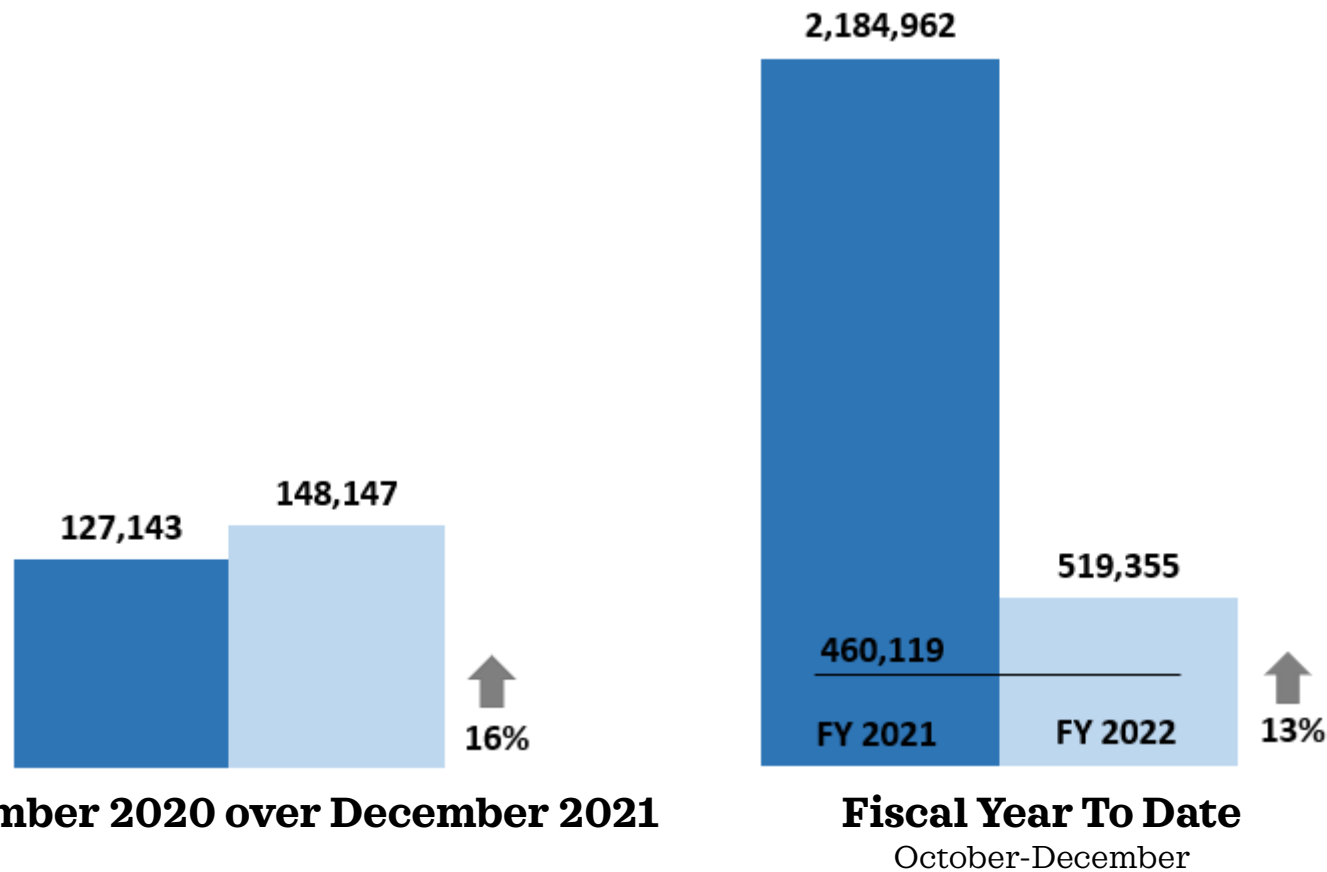


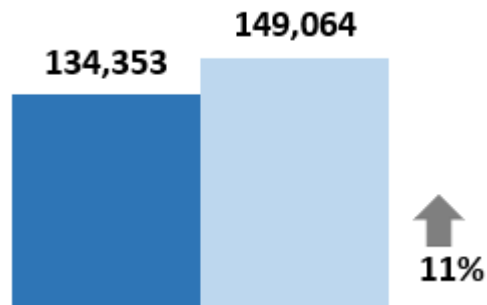
# coastal MISSISSIPPI *The Secret Coast*

- Key Performance indicators
- December 2021

# Non-Casino Rooms Sold

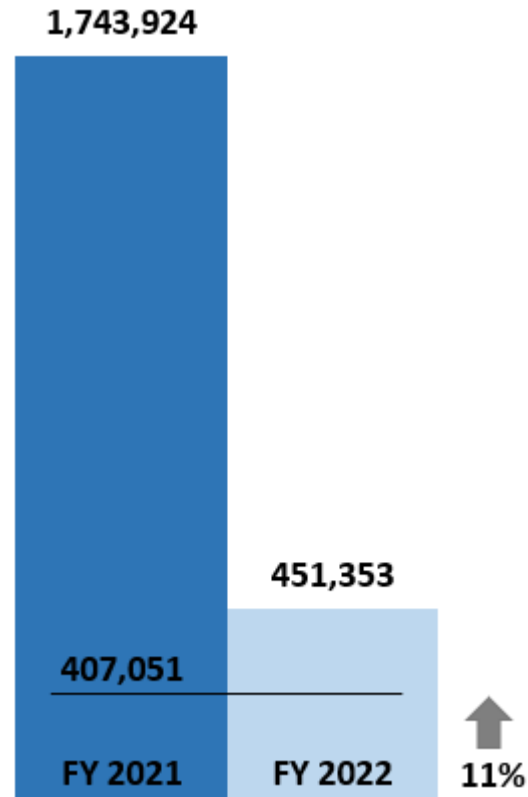


# Casino Rooms Occupied

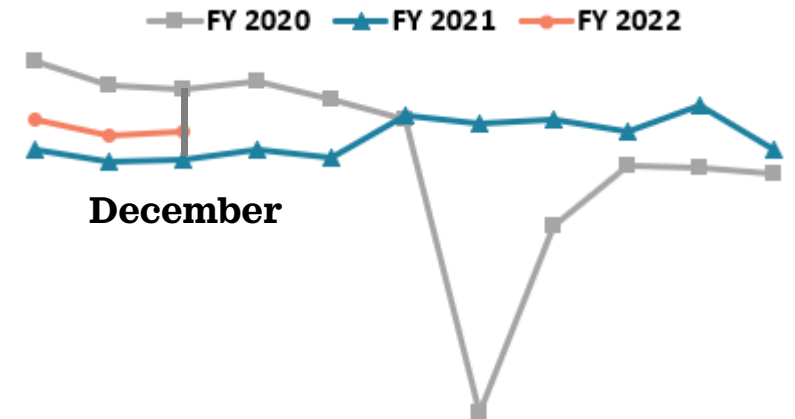


**December 2020 over December 2021**

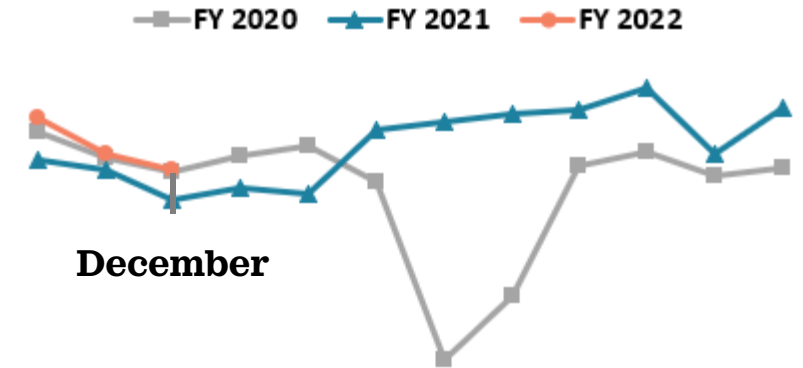
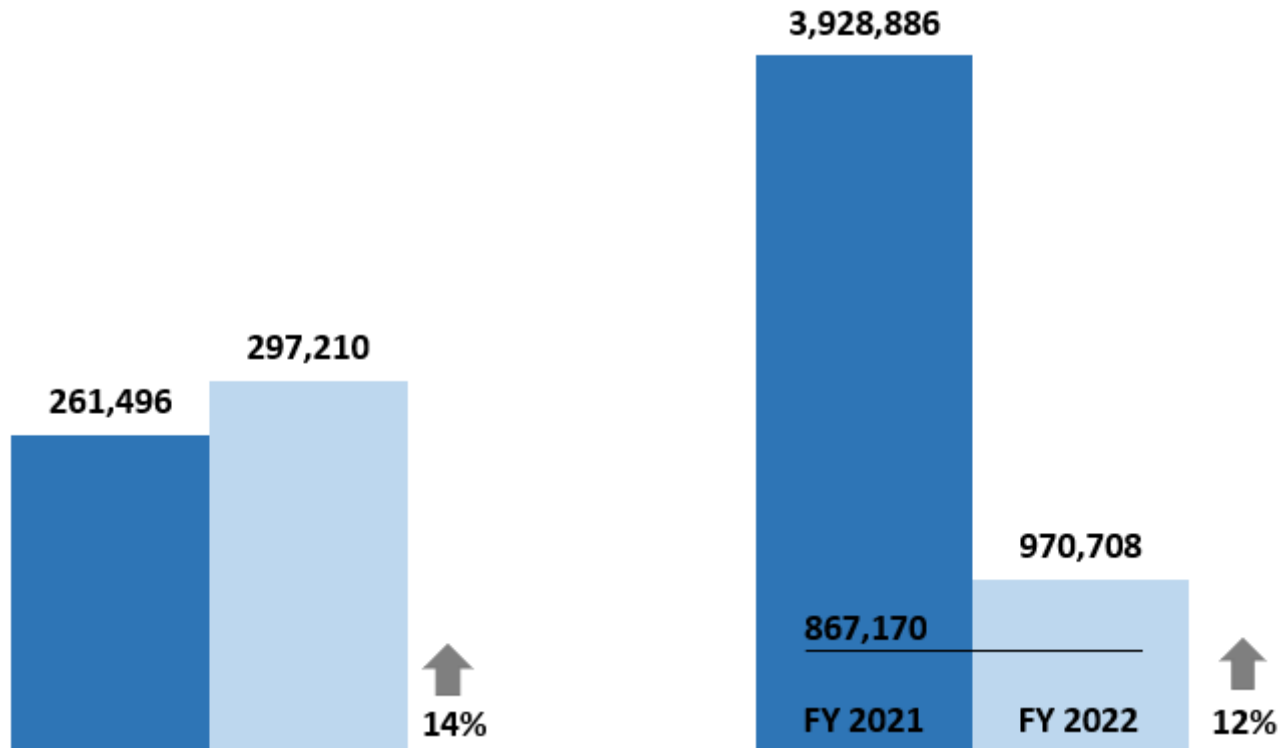
Source: STR



**Fiscal Year To Date**  
October-December



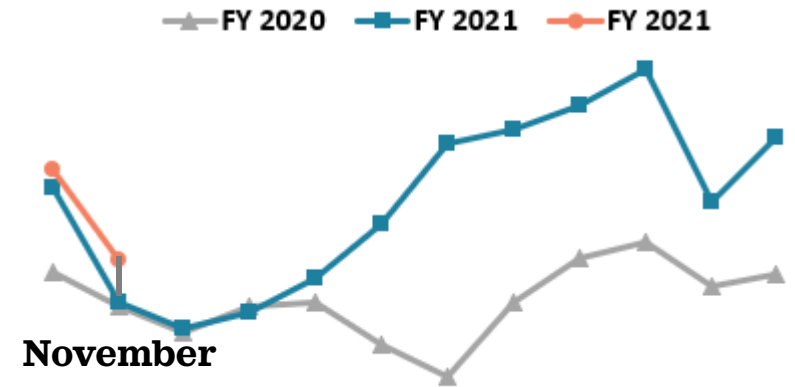
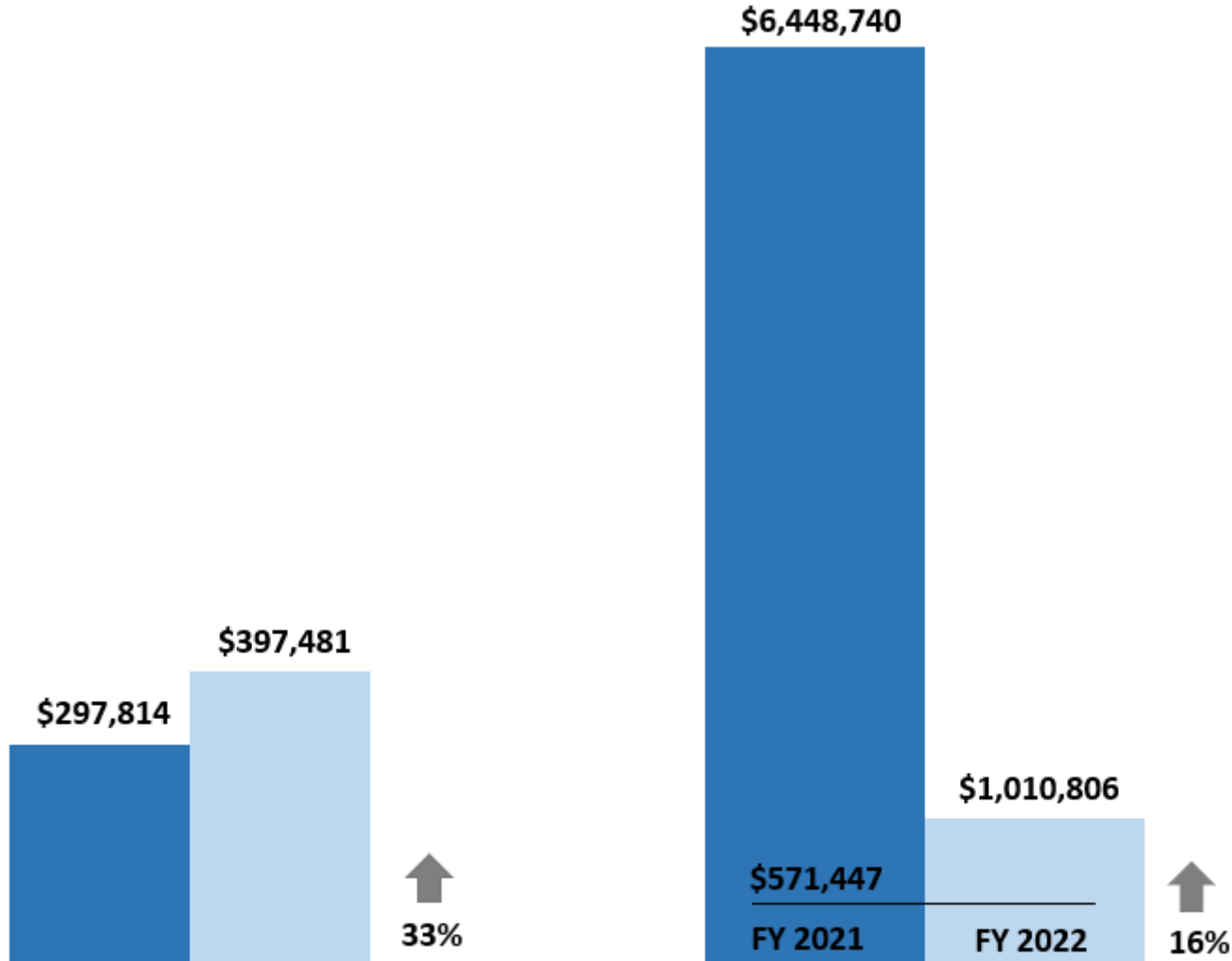
# All Rooms Sold/Occupied



December 2020 over December 2021

Fiscal Year To Date  
October-December

# Occupancy Tax Receipts



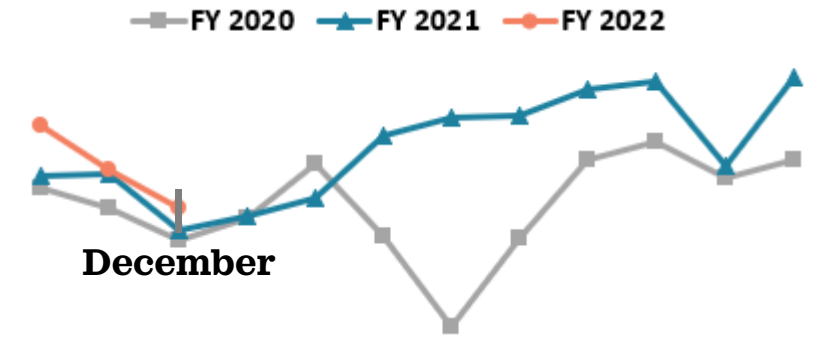
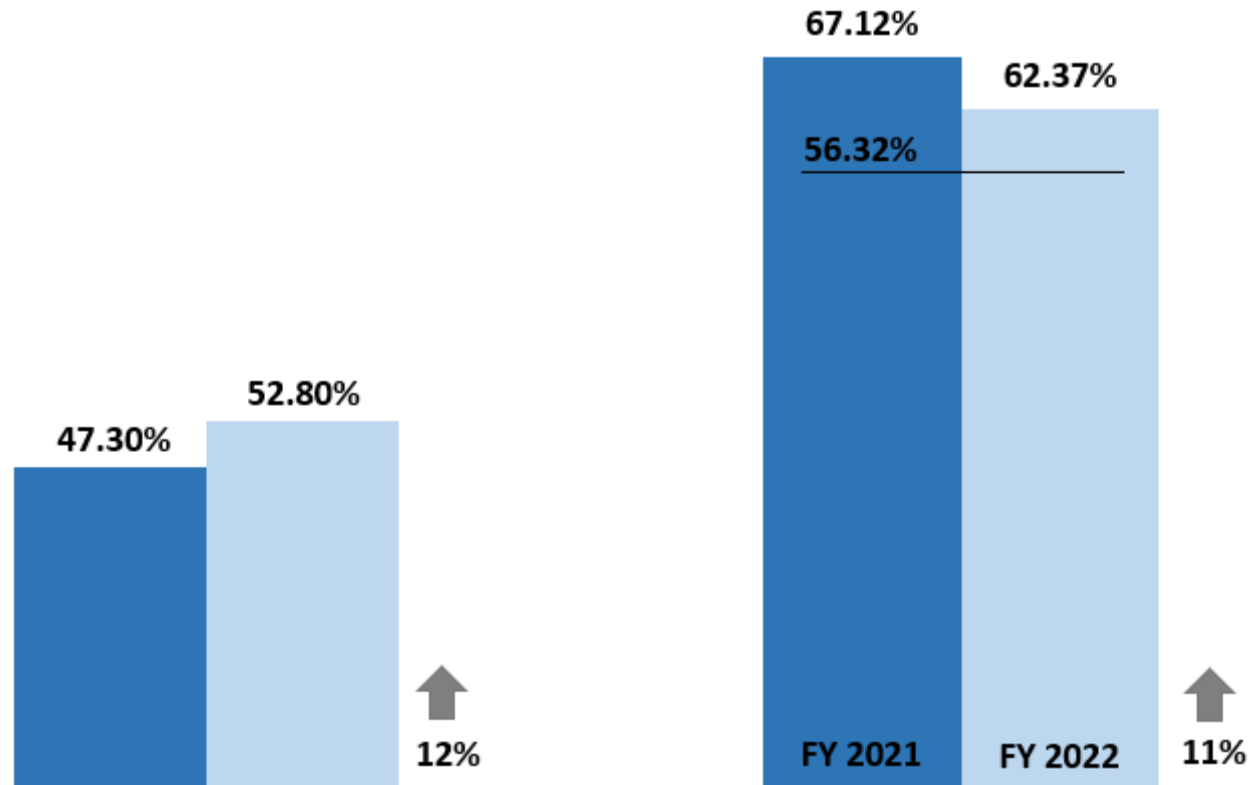
November 2020 over November 2021

Fiscal Year To Date

October-November

Source: MS Department of Revenue

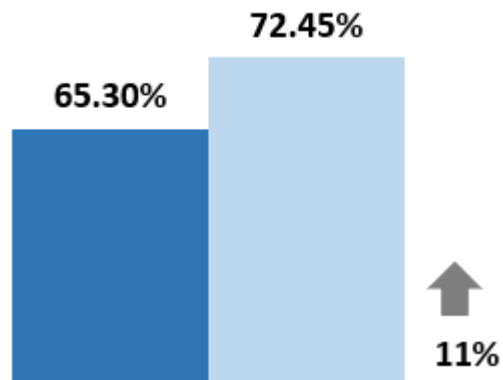
# Non-Casino Occupancy



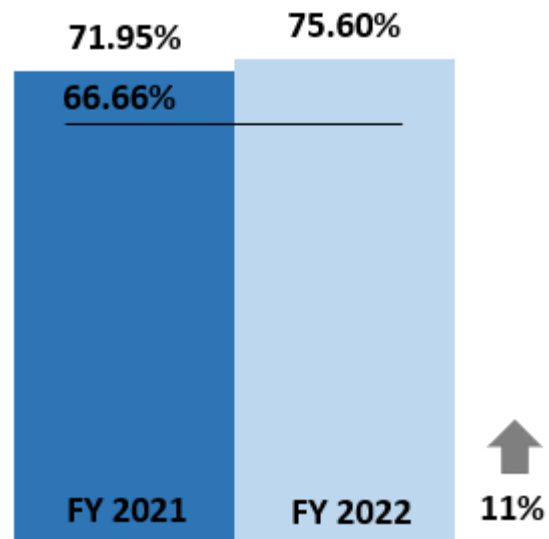
**December 2020 over December 2021**

**Fiscal Year To Date**  
October-December

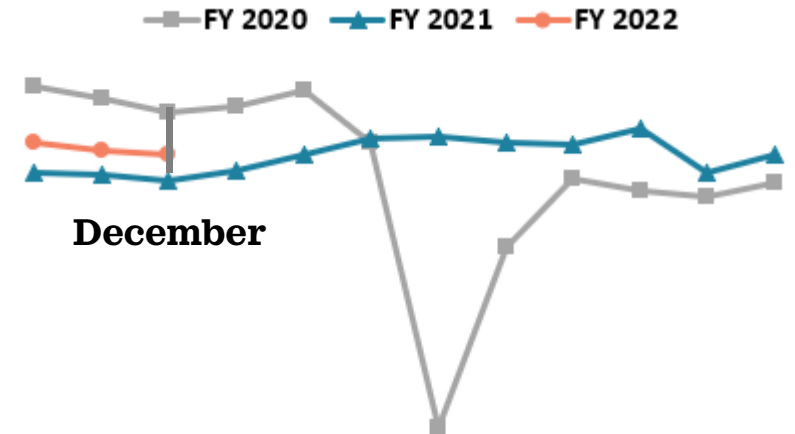
# Casino Occupancy



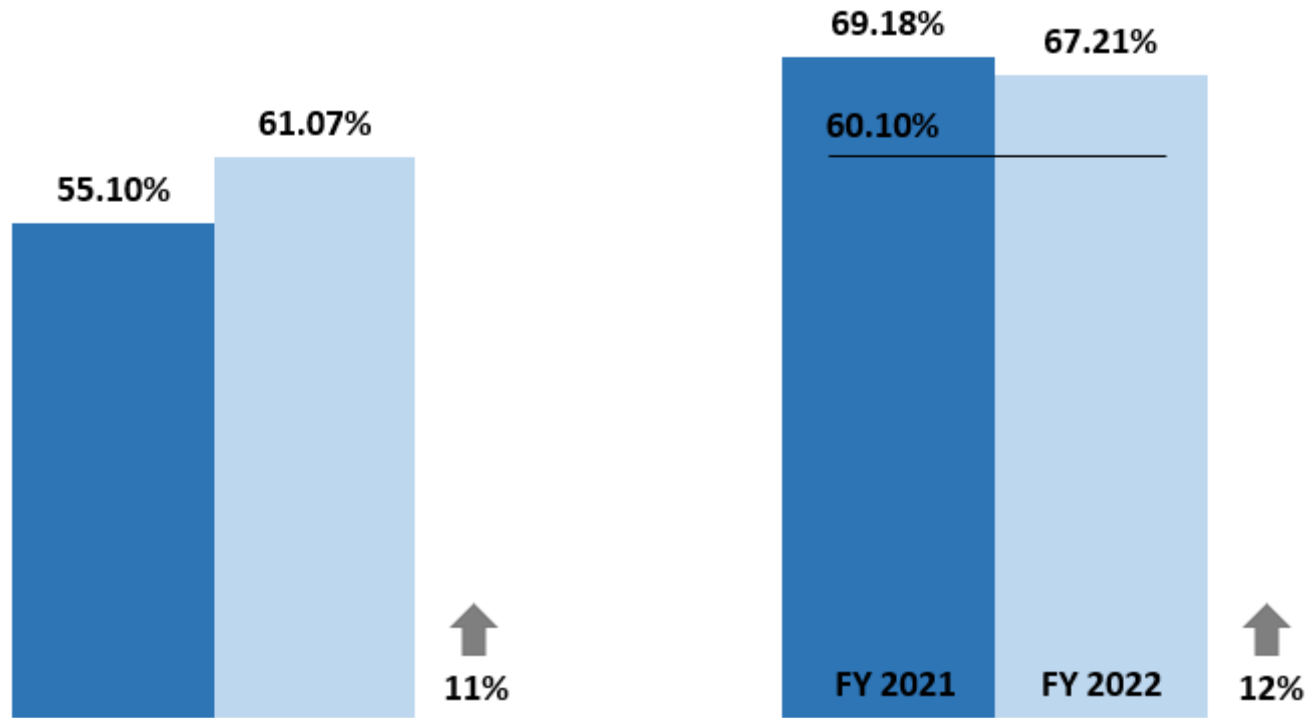
**December 2020 over December 2021**



**Fiscal Year To Date**  
October-December

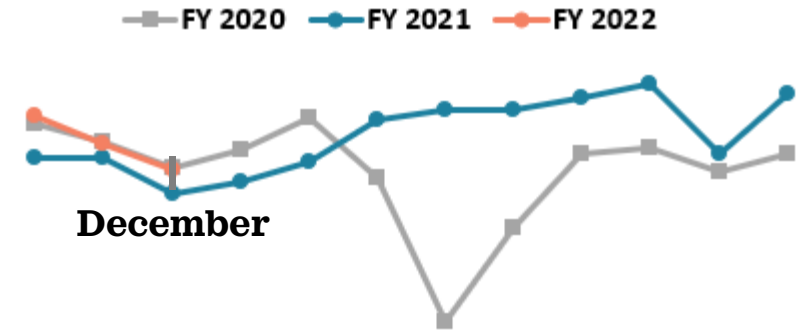


# All Occupancy



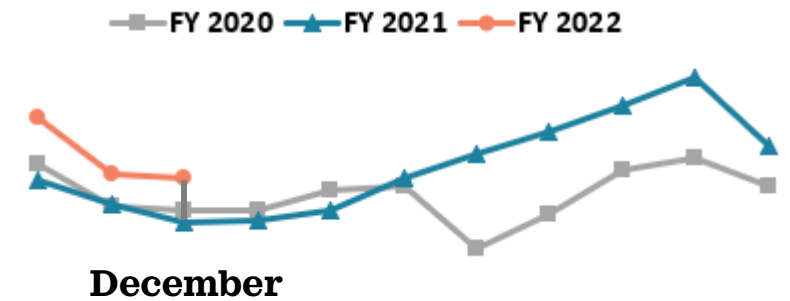
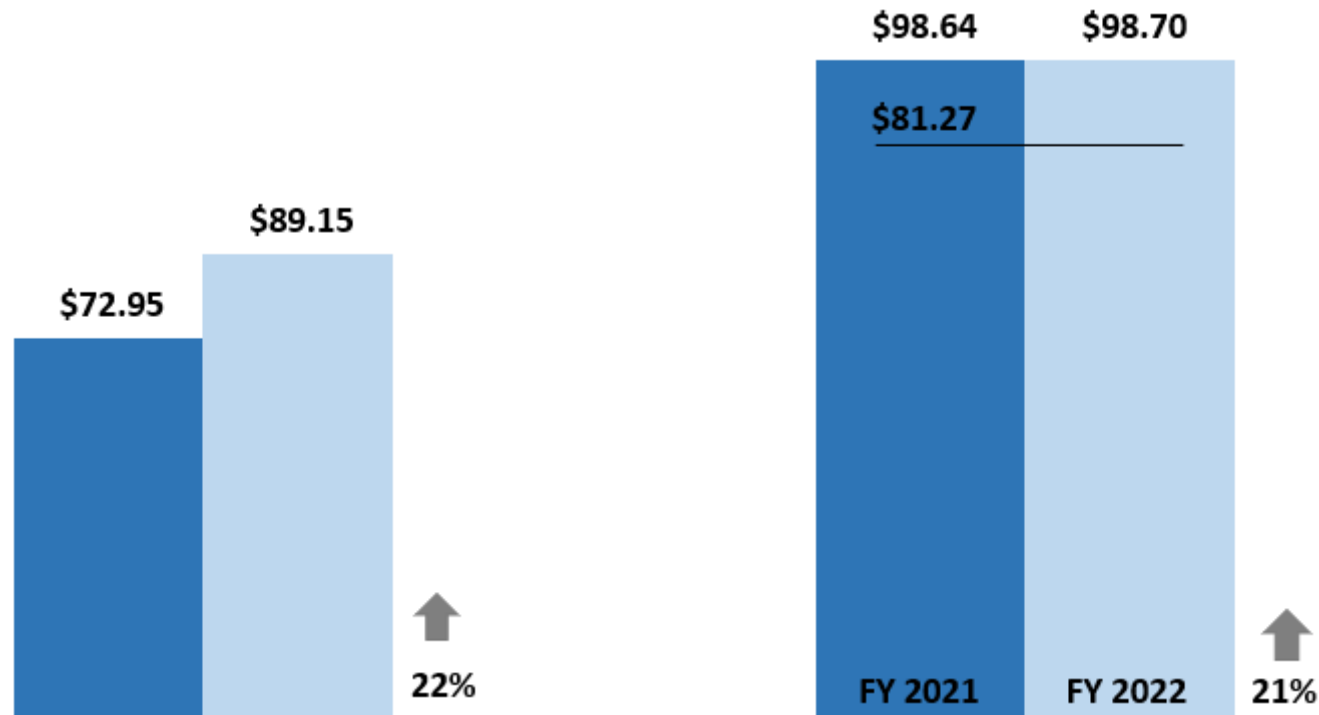
**December 2020 over December 2021**

**Fiscal Year To Date**  
October-December





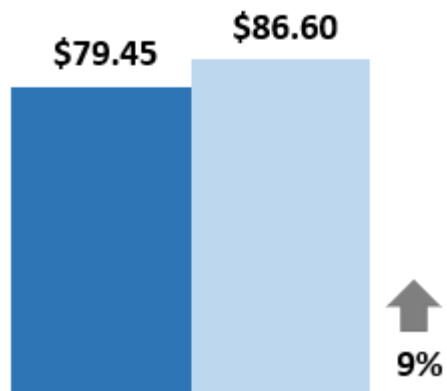
# Non-Casino ADR



December 2020 over December 2021

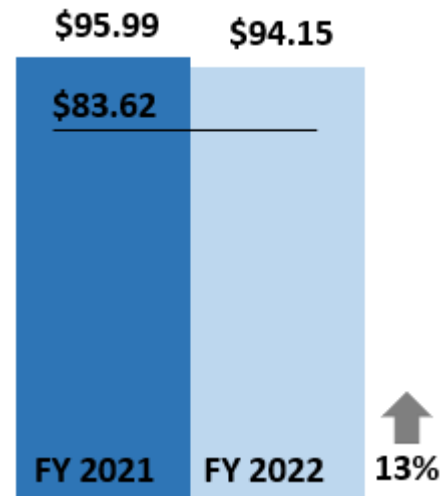
Fiscal Year To Date  
October-December

# Casino ADR

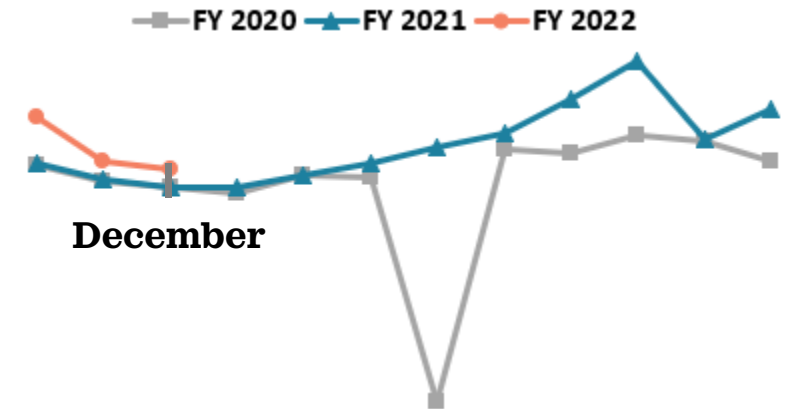


**December 2020 over December 2021**

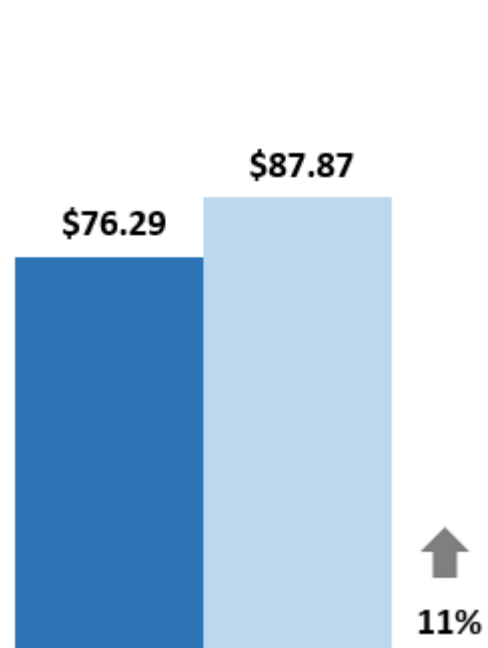
Source: MS Gaming Commission



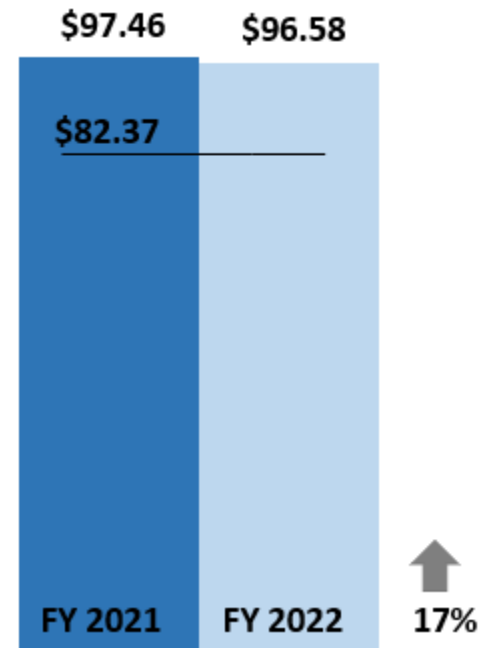
**Fiscal Year To Date**  
October-December



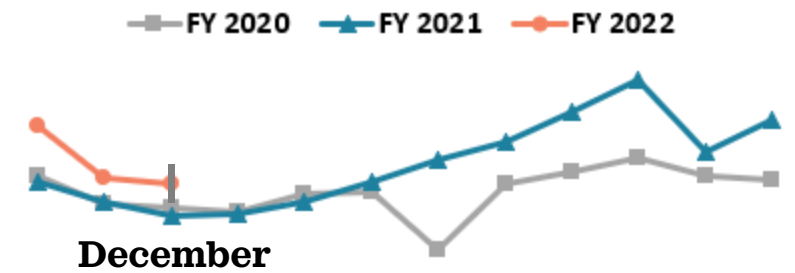
# All ADR



**December 2020 over December 2021**

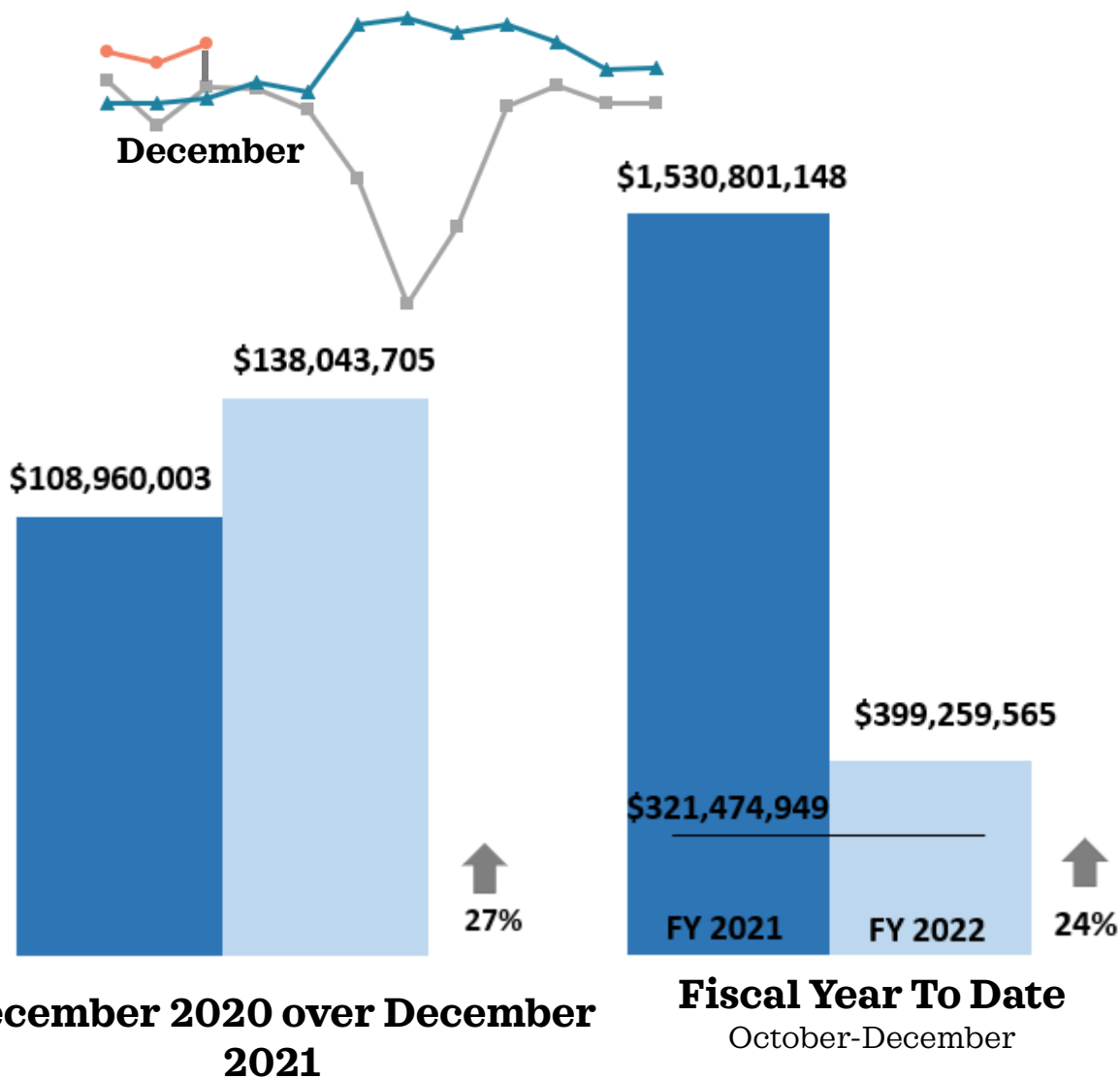


**Fiscal Year To Date**  
October-December



# Gaming Revenue

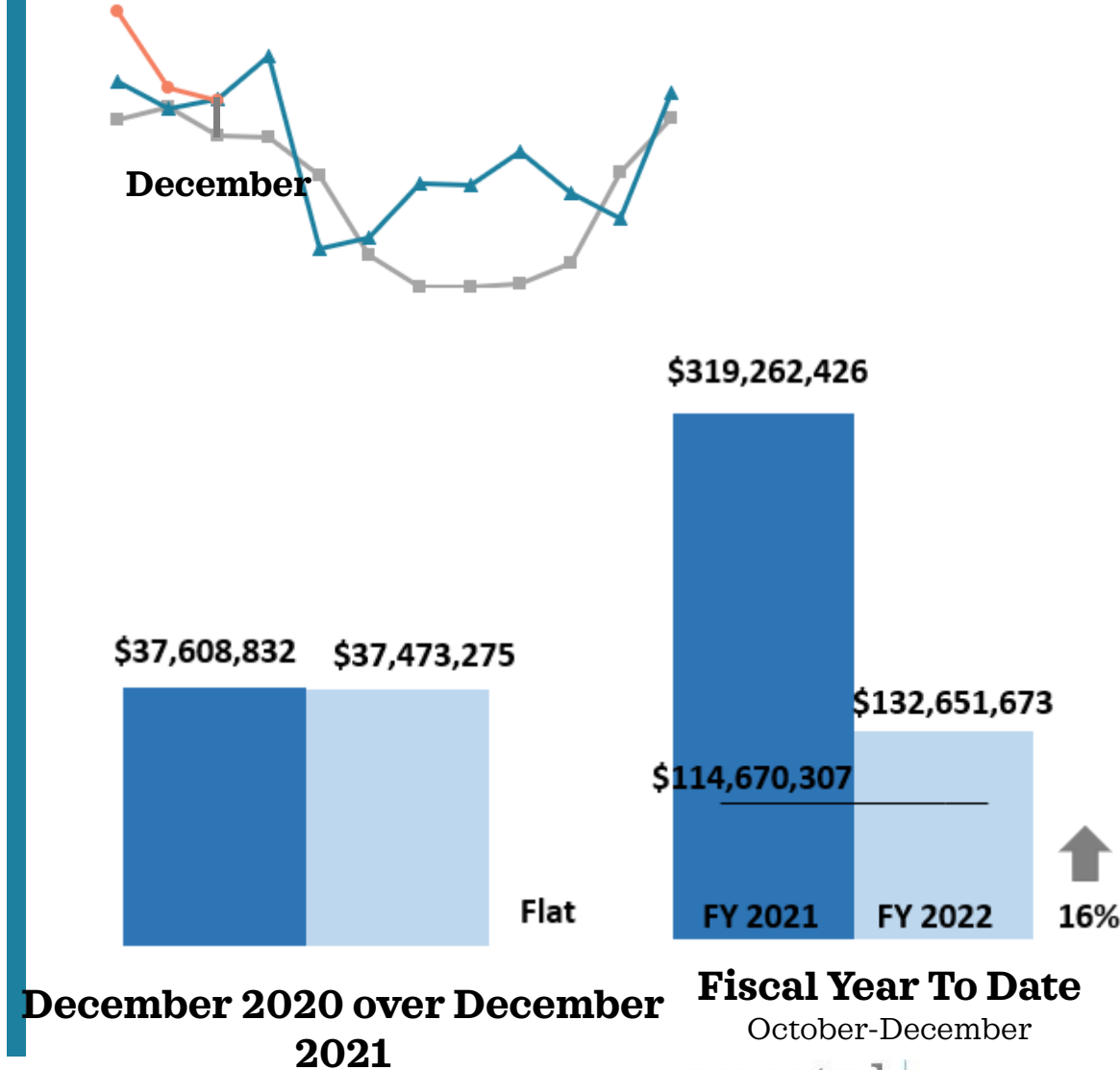
— FY 2020 — FY 2021 — FY 2022



Source: MS Gaming Commission

# Sports Betting Wagers

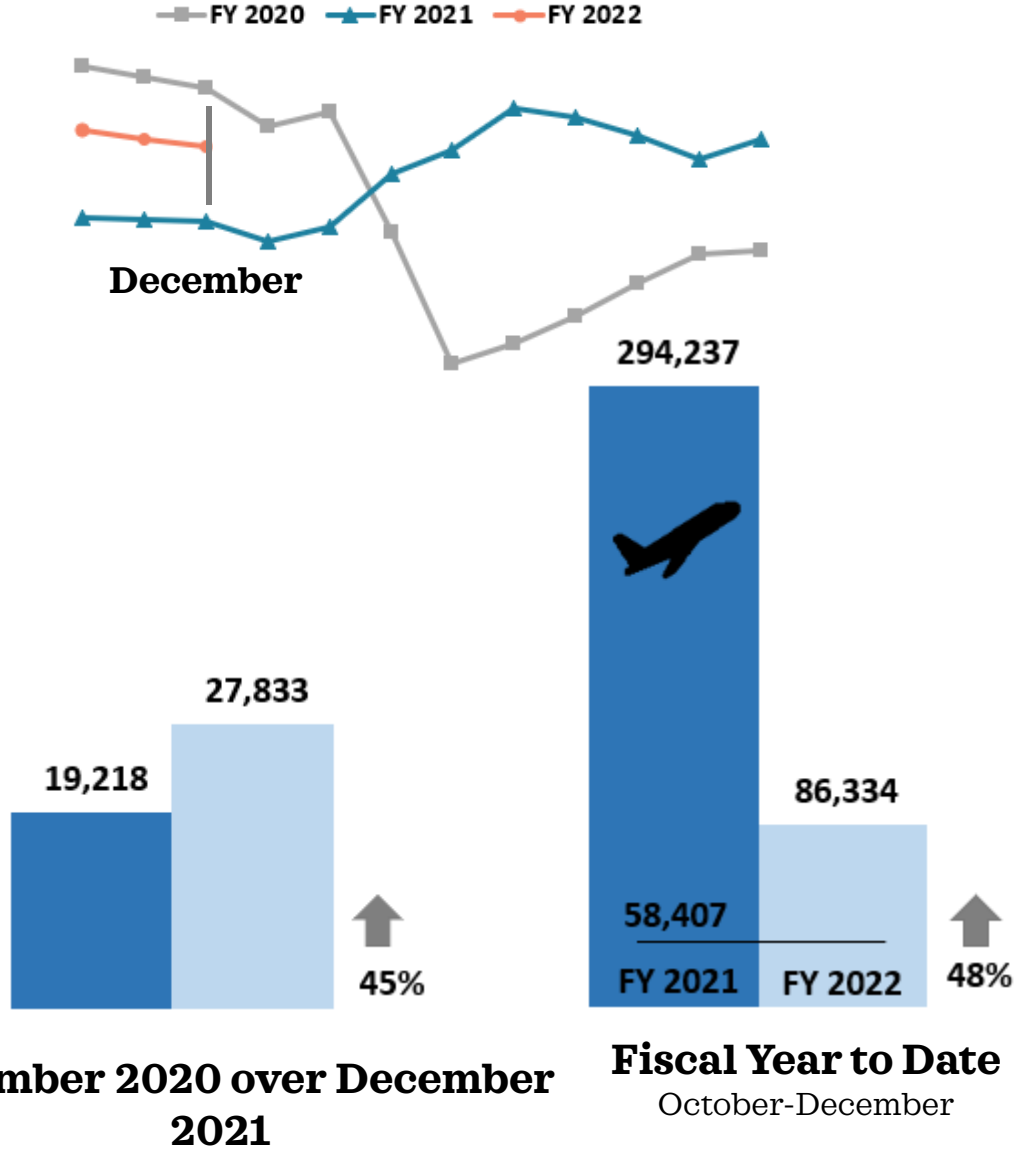
— FY 2020 — FY 2021 — FY 2022



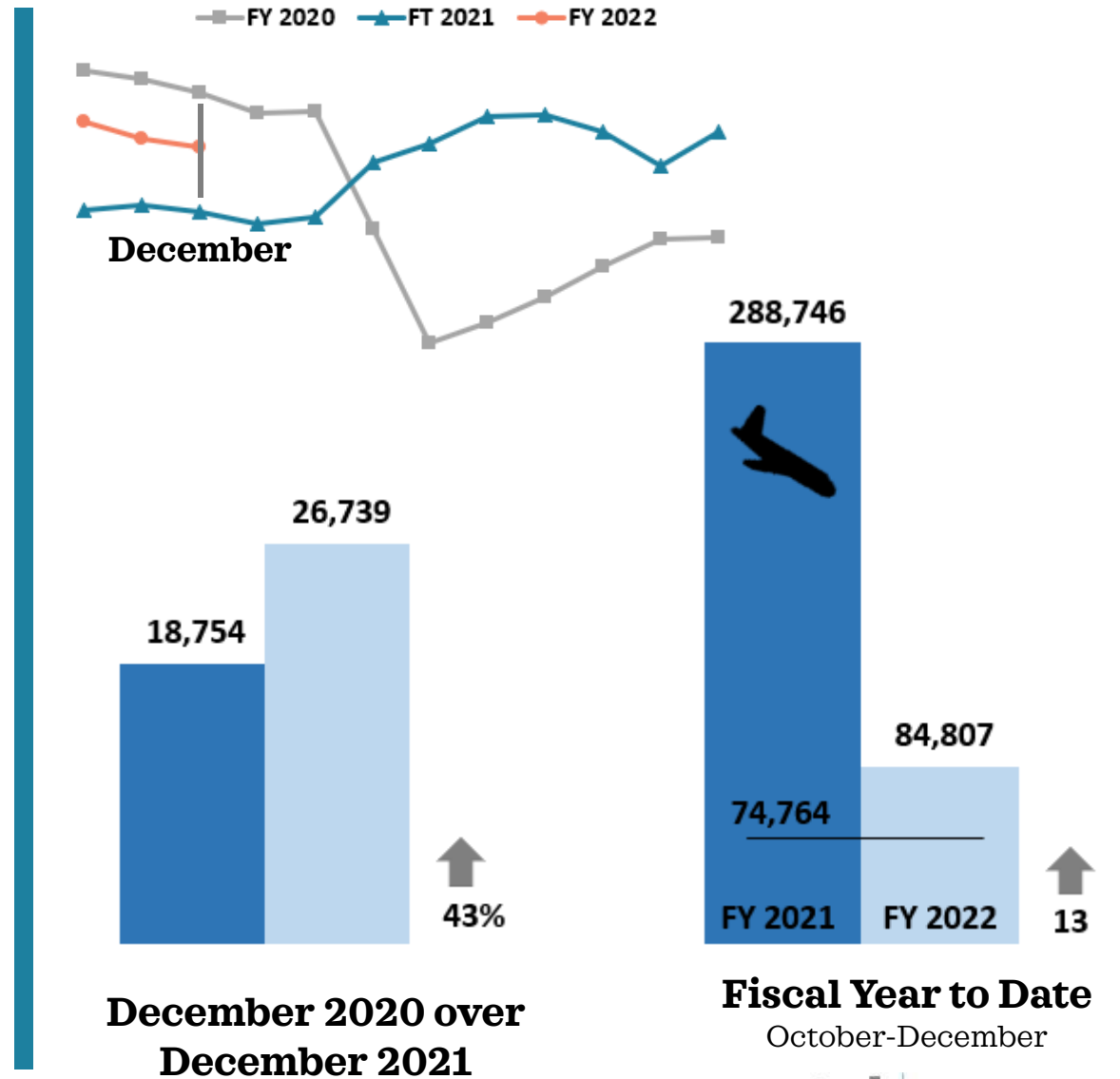
\* Sports Betting began December 2018

# Airport

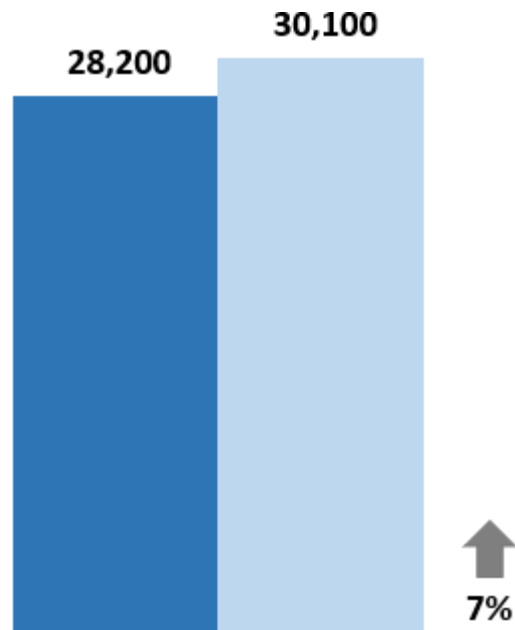
## Enplanements



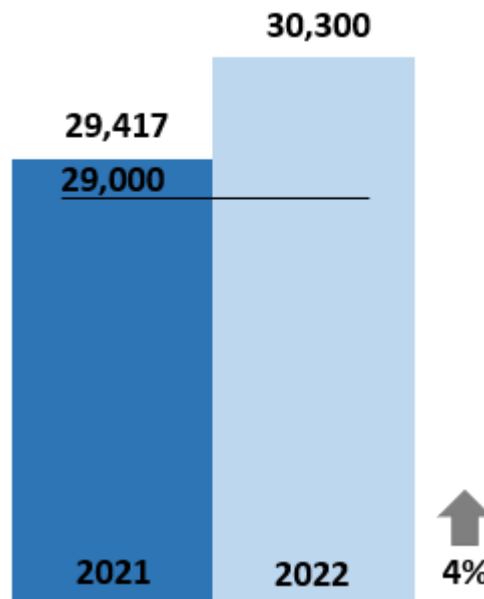
## Deplanements



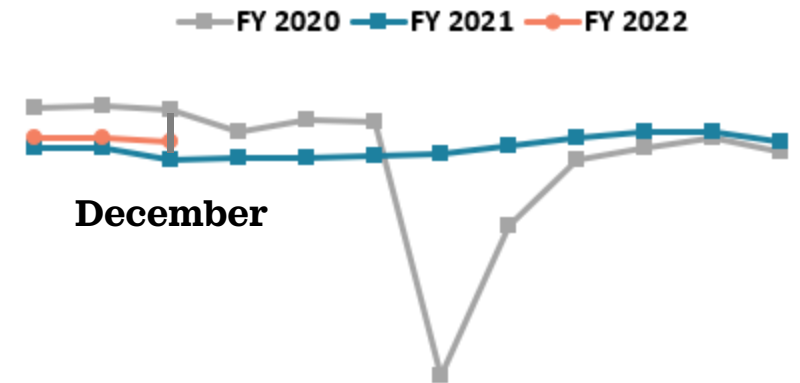
# Leisure & Hospitality Jobs



**December 2020 over December 2021**



**Fiscal Year To Date**  
October - December

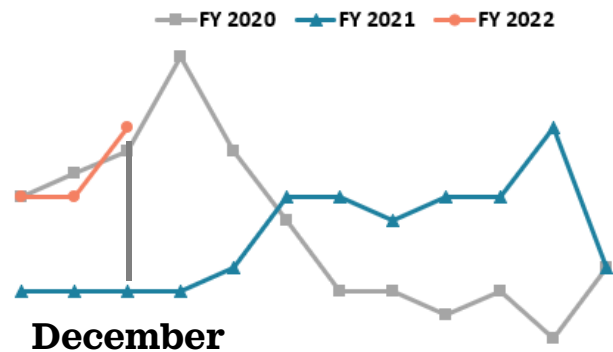


December

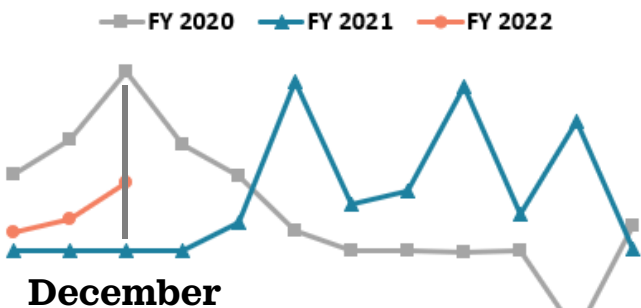
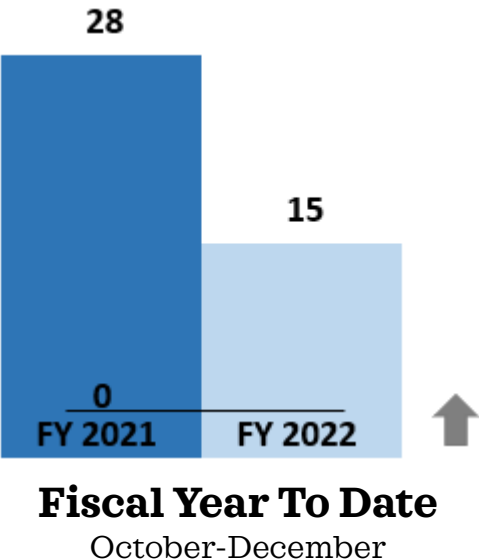
Yearly numbers reflect an average of all months in the FY.

# Definite Bookings – Meeting/Sports

## Bookings

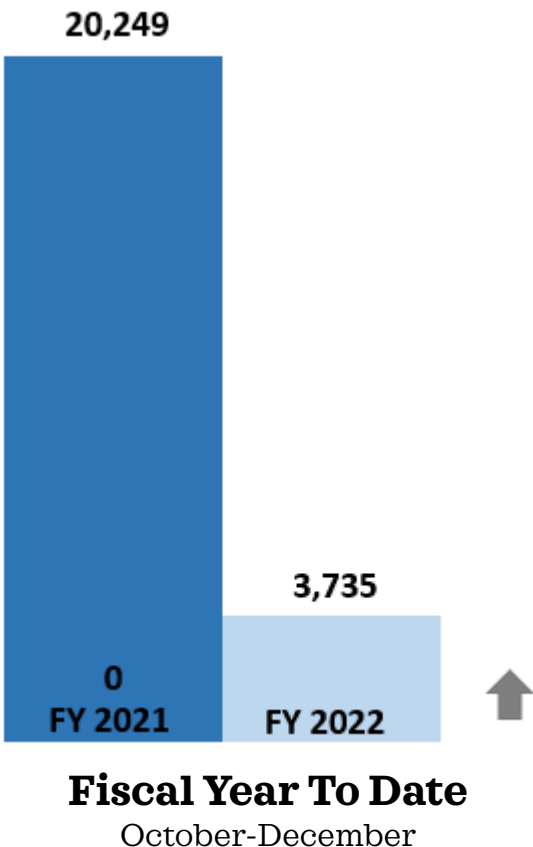


December 2020 - December 2021



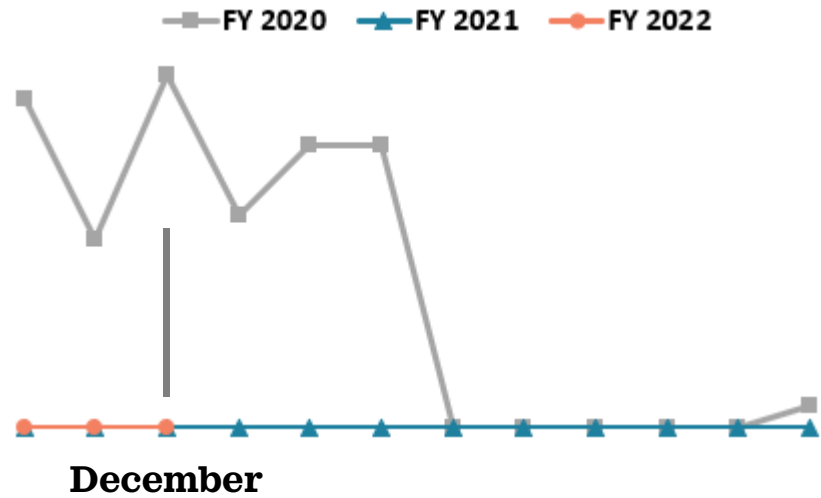
December 2020 - December 2021

## Room nights



# Definite Bookings – Leisure

*Bookings*

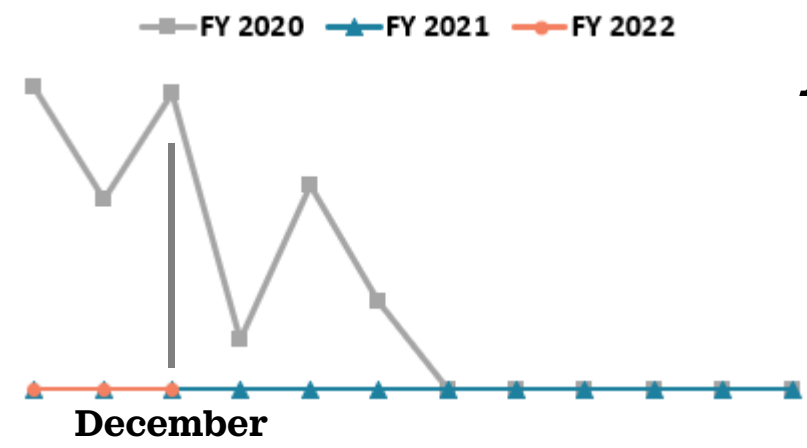


- - Flat  
**December 2020 - December 2021**

**Fiscal Year To Date**  
October-December

Source: Coastal Mississippi

*Room nights*



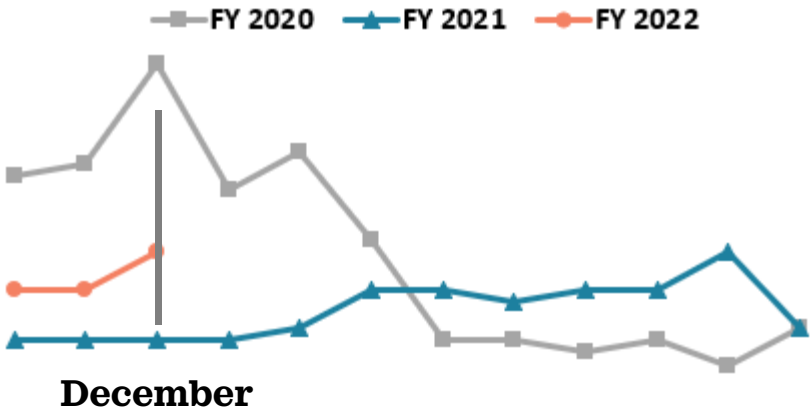
- - Flat  
**December 2020 - December 2021**

**Fiscal Year To Date**  
October-December

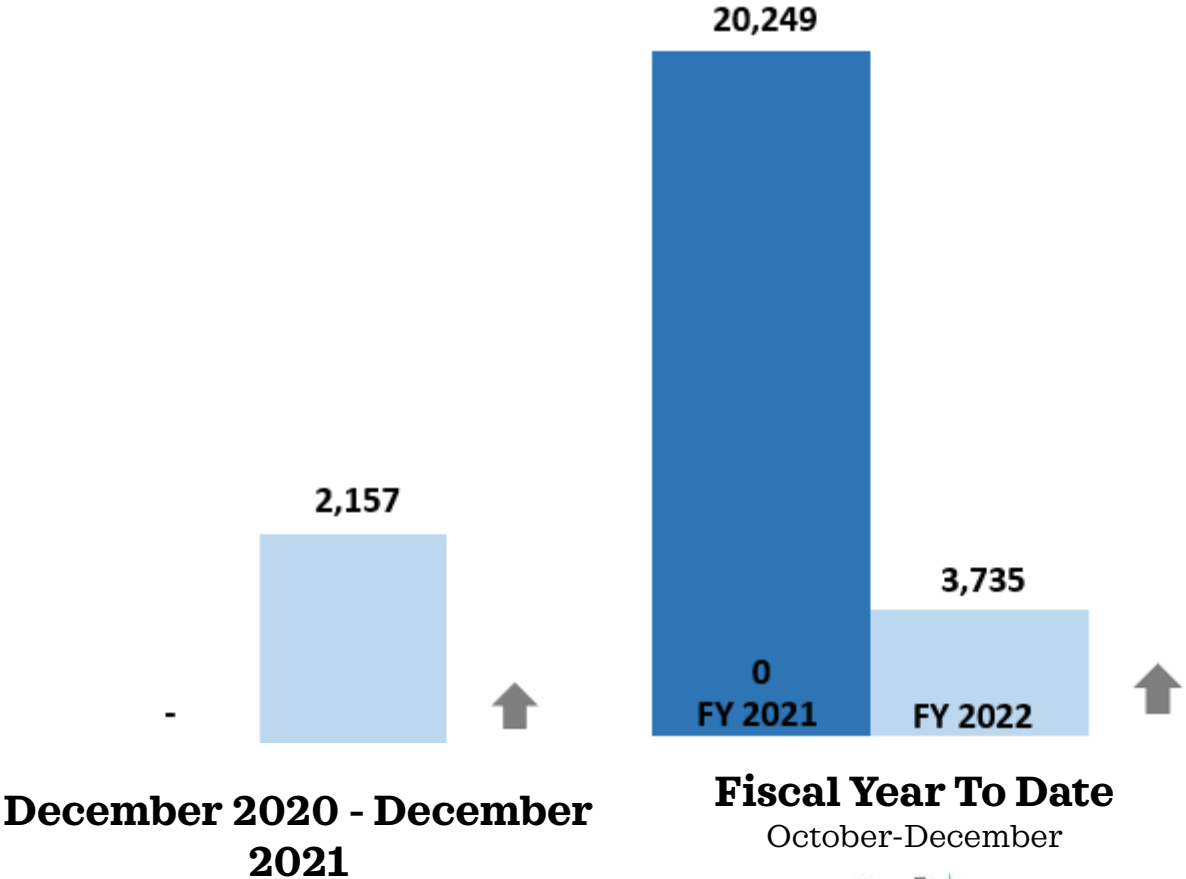
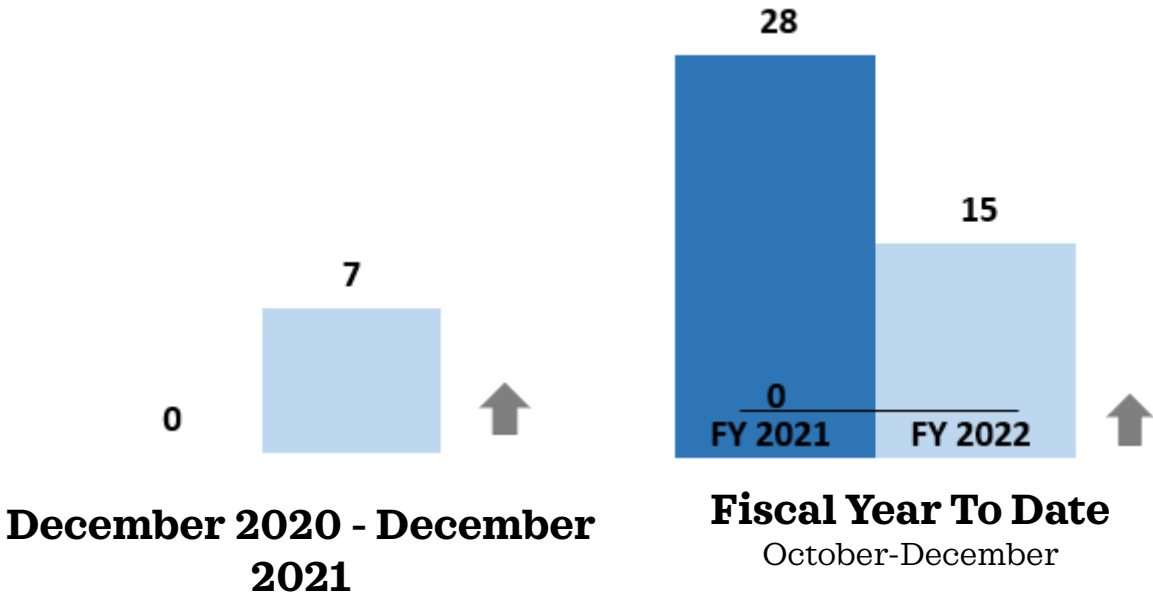
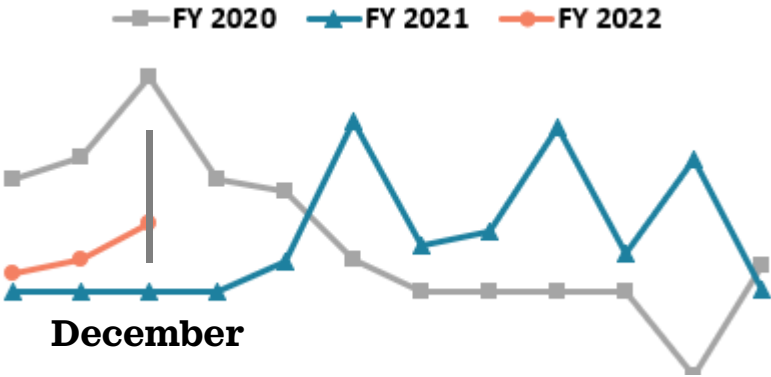


# Definite Bookings – All Sales

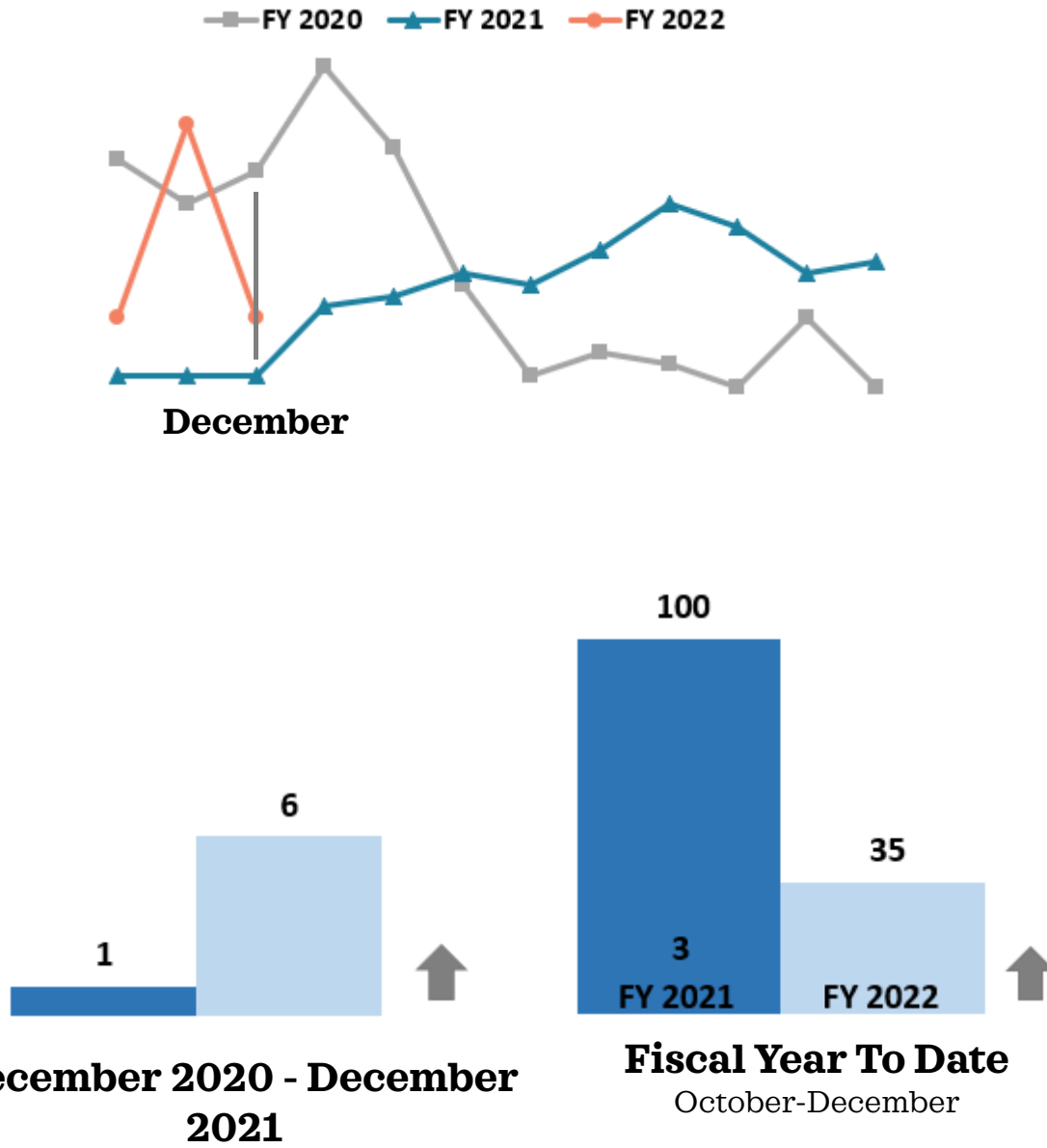
*Bookings*



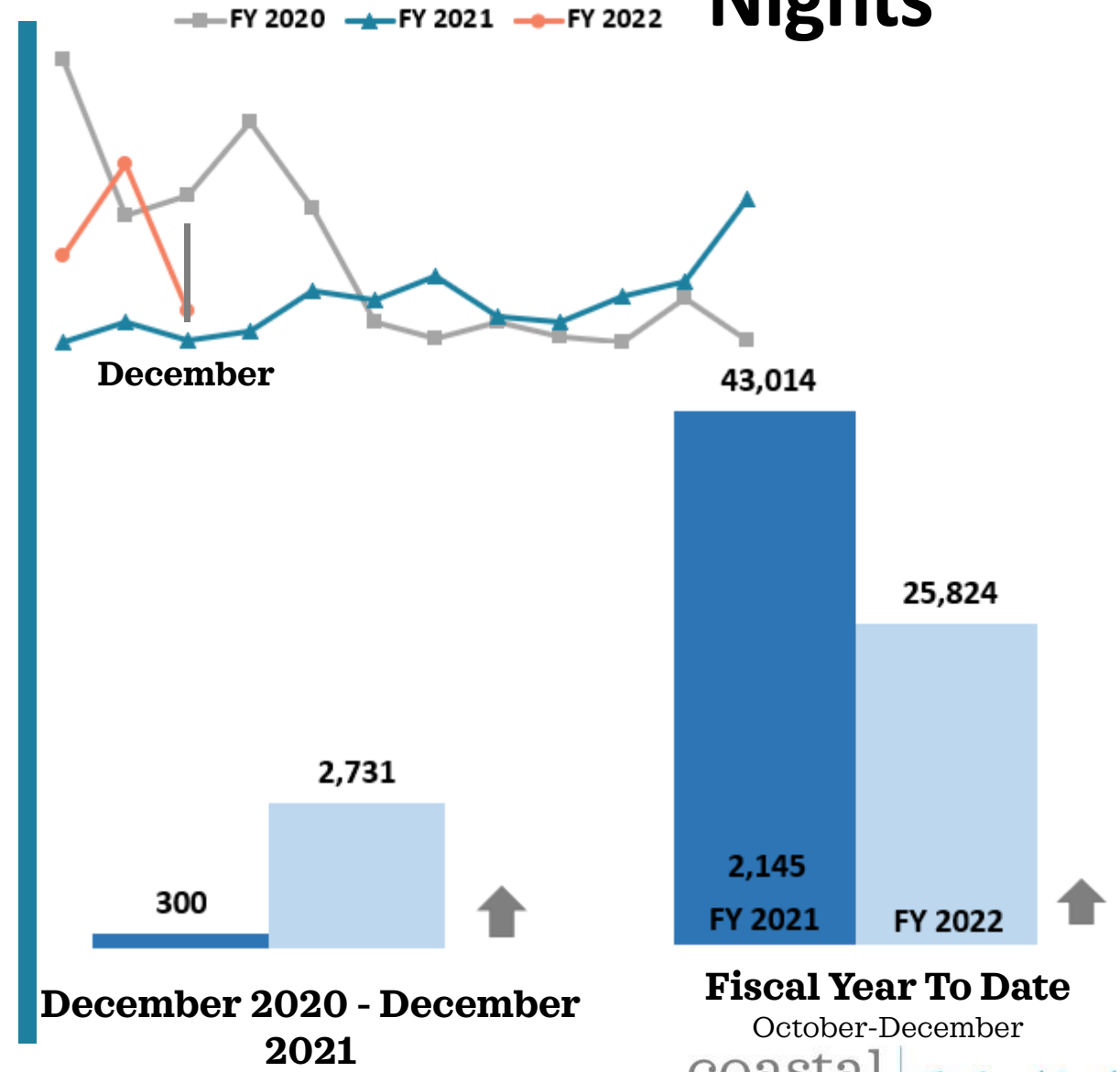
*Room nights*



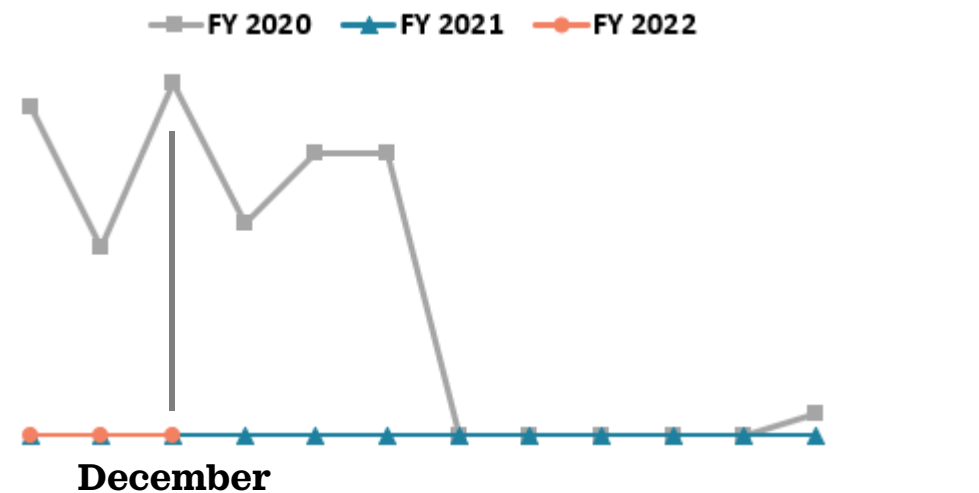
# Leads Issued – Meetings/Sports



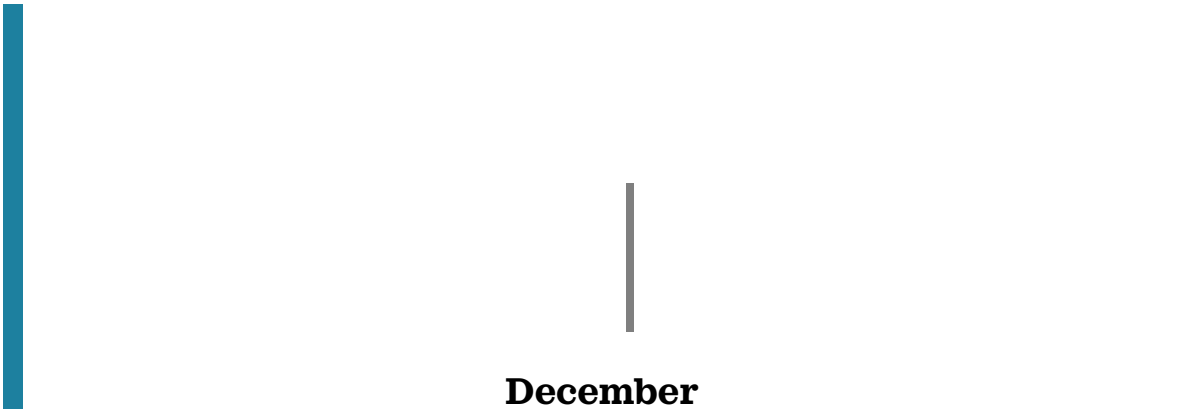
# Potential Room Nights



# Leads Issued – Leisure



# Potential Room Nights



December 2020 -  
December 2021

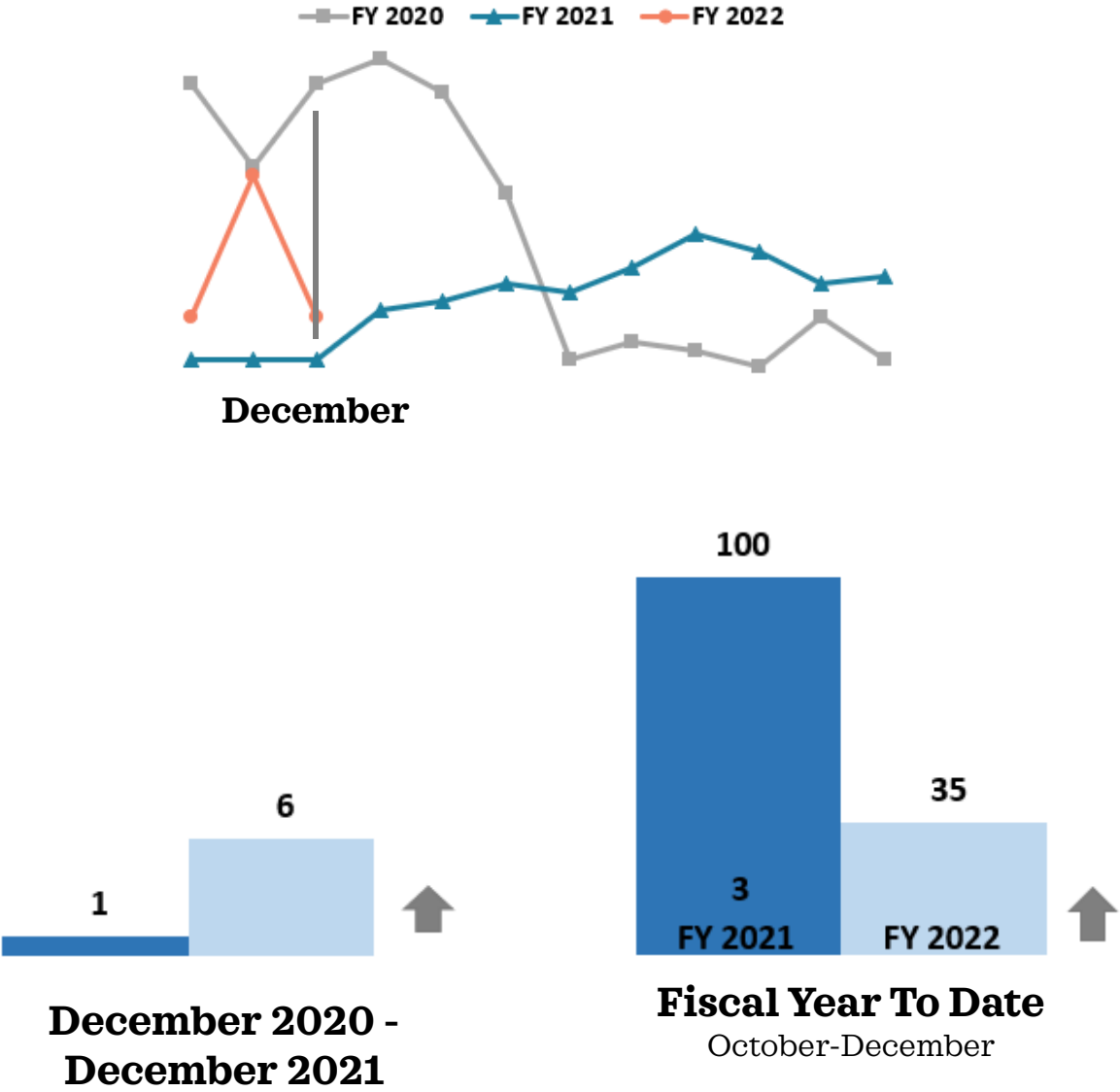
Fiscal Year To Date  
October-December

December 2020 - December  
2021

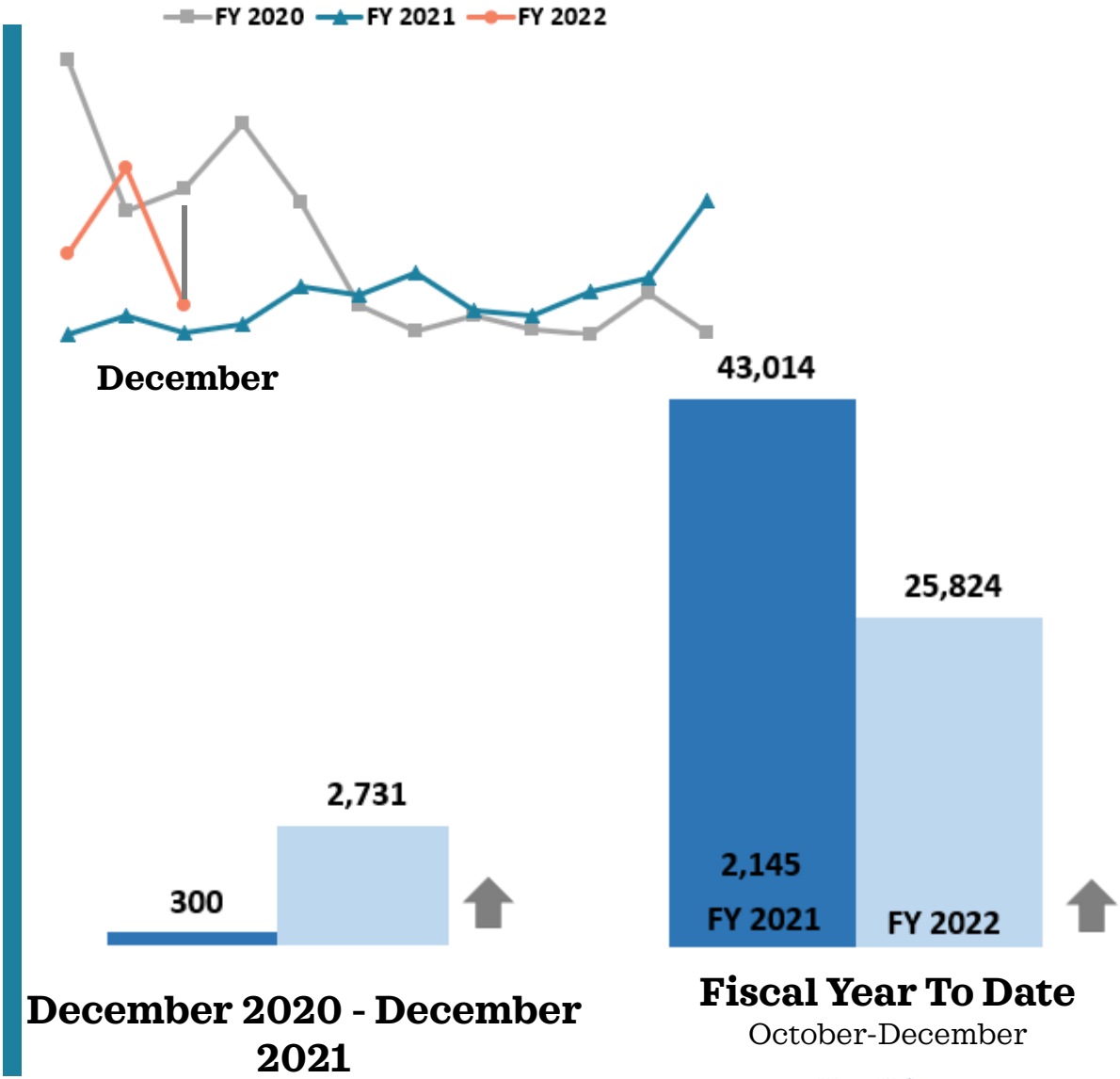
Fiscal Year To Date  
October-December

Source: Coastal Mississippi

# Leads Issued – All Sales



# Potential Room Nights



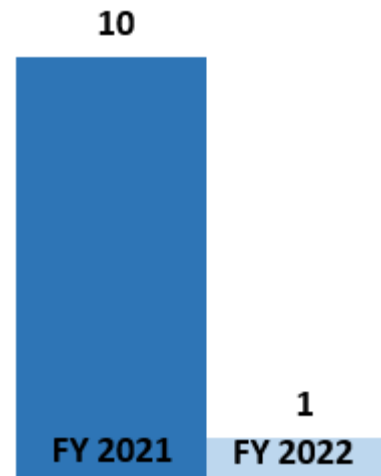
Source: Coastal Mississippi

# Convention Center Leads

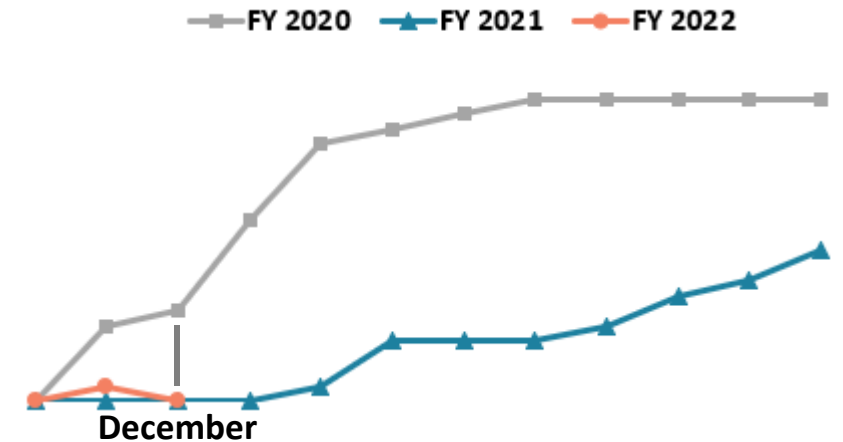
0 0 Flat

**December 2020 over December 2021**

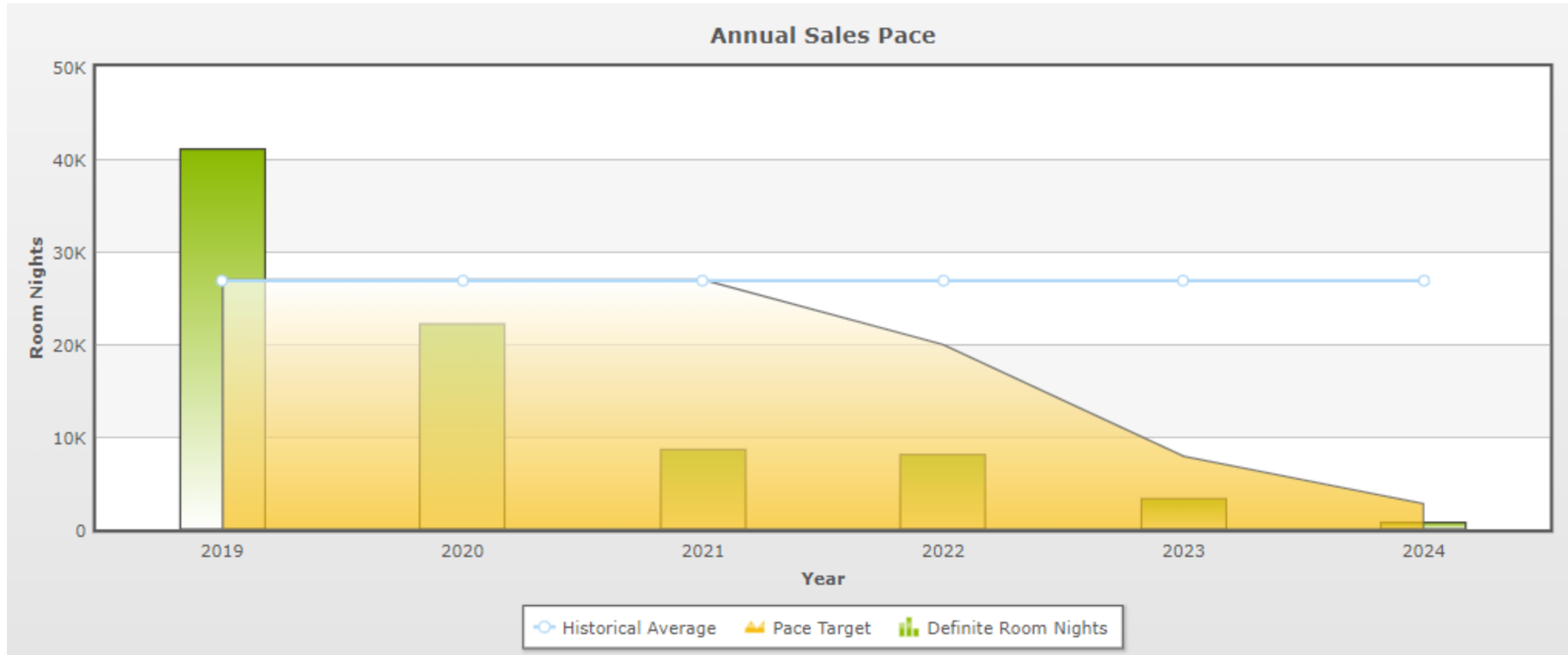
Source: Coastal Mississippi



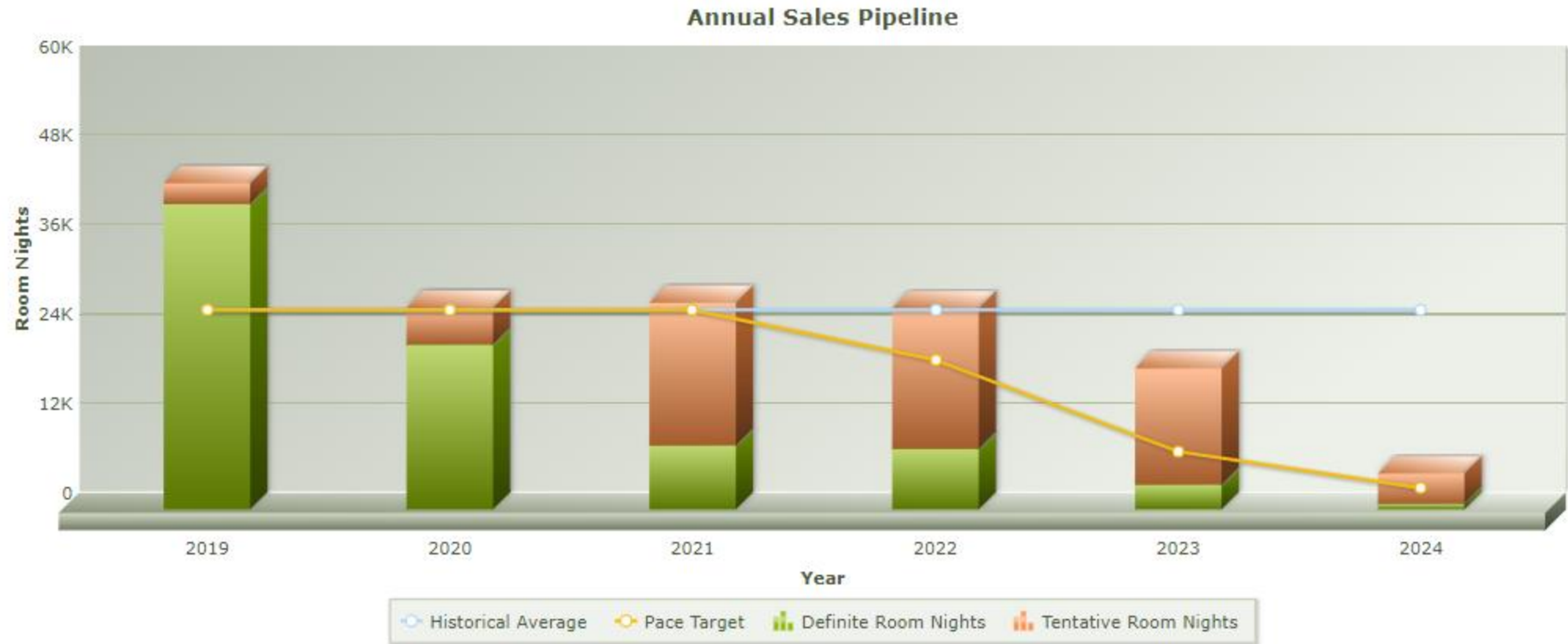
**Fiscal Year To Date**  
October-December



# Pace Report



# Pace Report - Pipeline

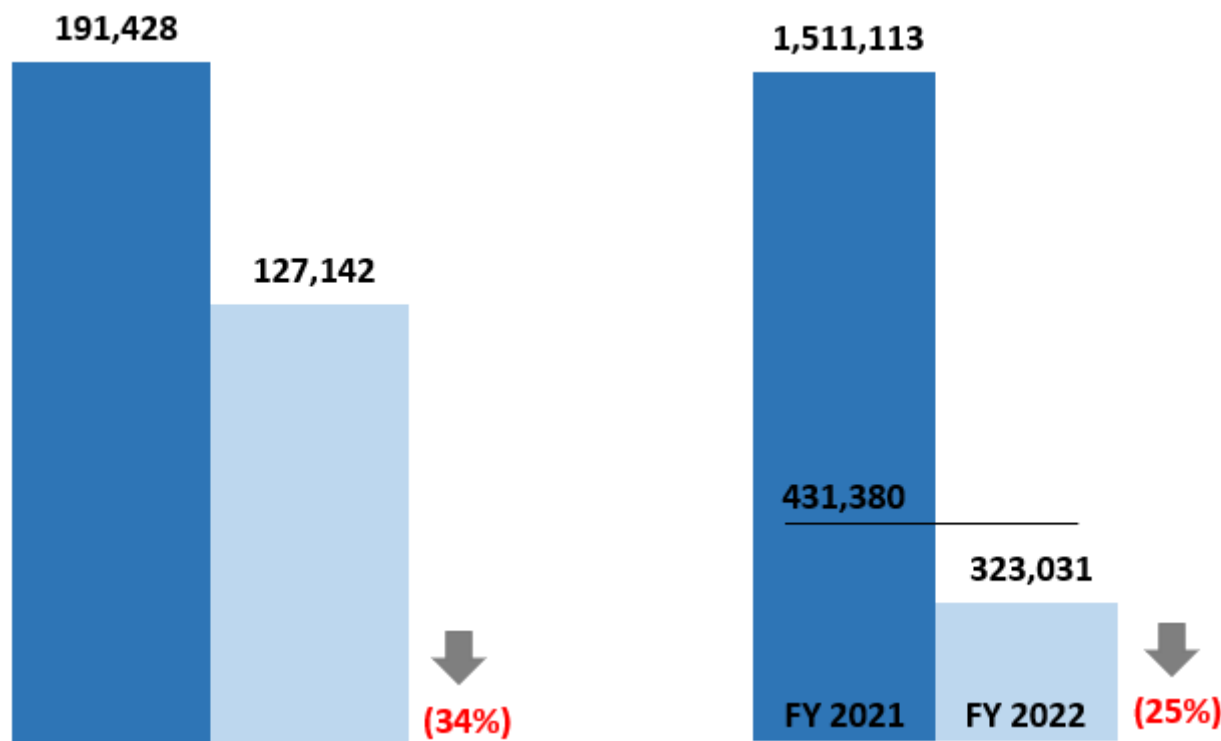


# Google Analytics – Users

## Organic Traffic Summary

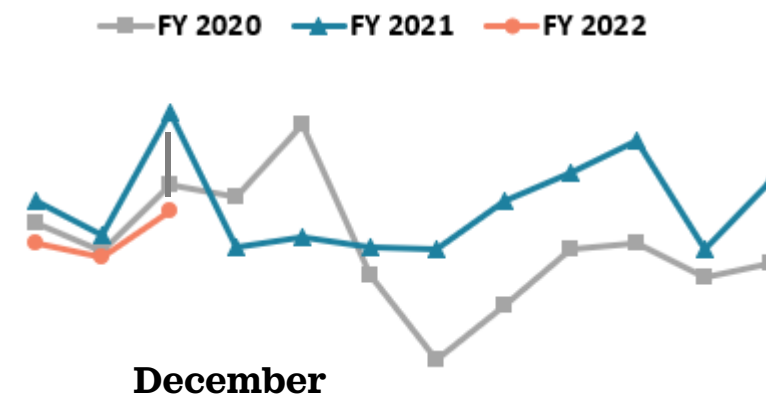
Organic sessions were up 22% over last year. Events dominated the top 10 landing pages. The events section (content + details) was up 25% YoY. Aside from Events, content that contributed to the growth included the Homepage (+157%), the Jones Park listing (+553%), and the Ocean Springs page (+463%).

Other YoY organic highlights: Bounce rate improved by 2%, average session duration up 2%, and referrals from listings up 24% and from events up 46%..



December 2020 over December 2021

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.

<b>FY 2022</b>	<b>Oct</b>	<b>Nov</b>	<b>Dec</b>	<b>Jan</b>	<b>Feb</b>	<b>Mar</b>	<b>Apr</b>	<b>May</b>	<b>Jun</b>	<b>Jul</b>	<b>Aug</b>	<b>Sep</b>
Newsletter Signup	207	236	212									
<b>Total Active Newsletter Recipients 26,807</b>												
Request the Guide	544	581	518									
Digital Guide Views	131	86	90									

# Action Taken

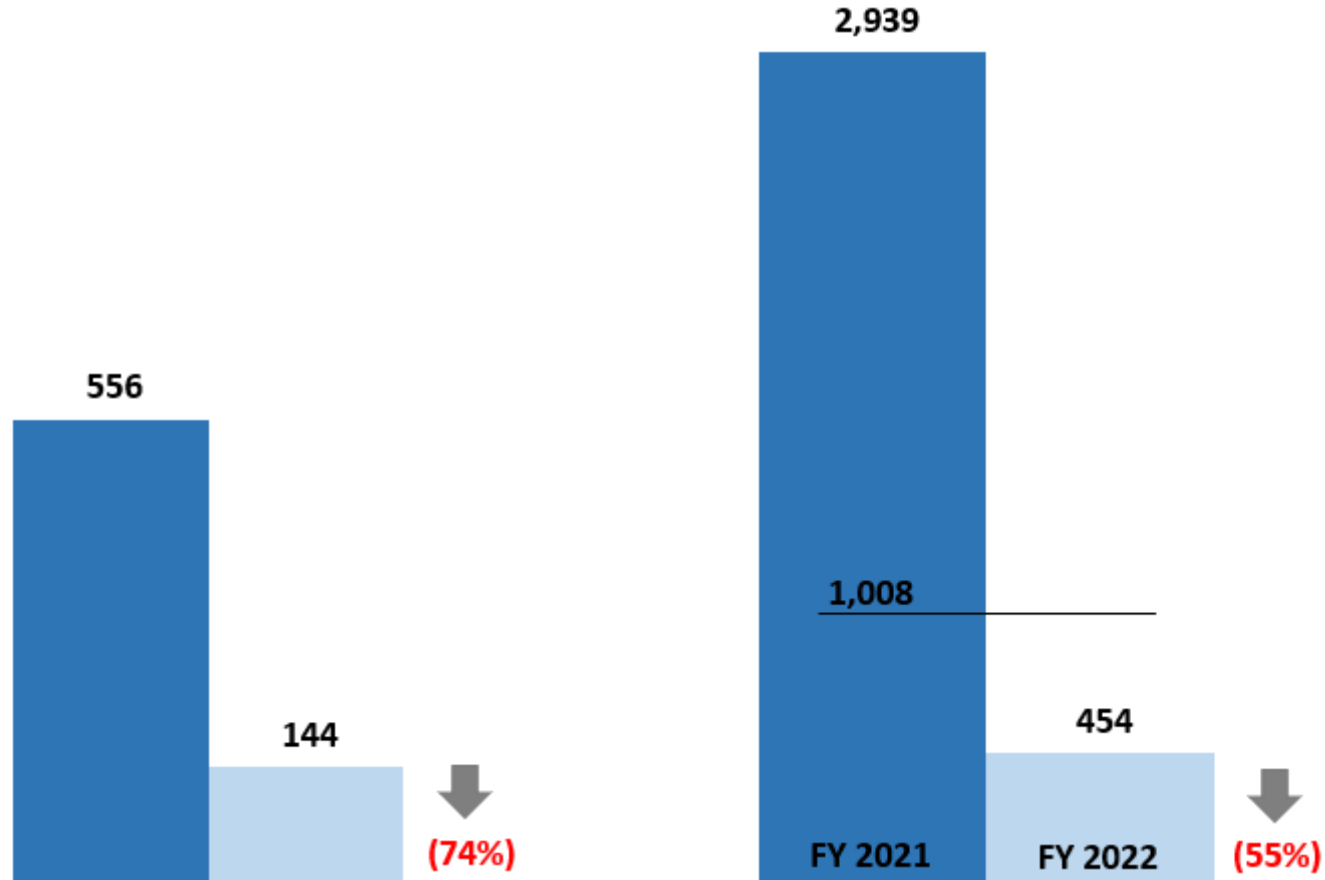
Total number of partner events and listings viewed by visitors on our site.

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

Event Detail	6,724	9,525	13,523									
Listing Detail	13,741	9,713	10,359									
Website referral	12,177	11,026	11,497									

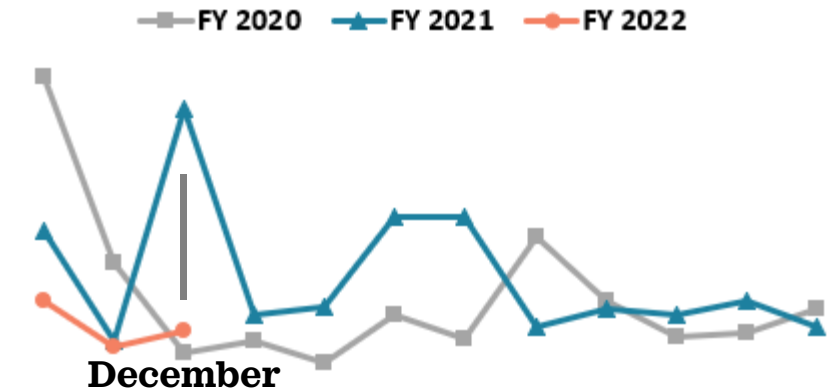
298 – Things to Do; 296– Casinos; 220 - Attraction-pass; 218 Xplorit ; 132 – Restaurants

# Number of Articles

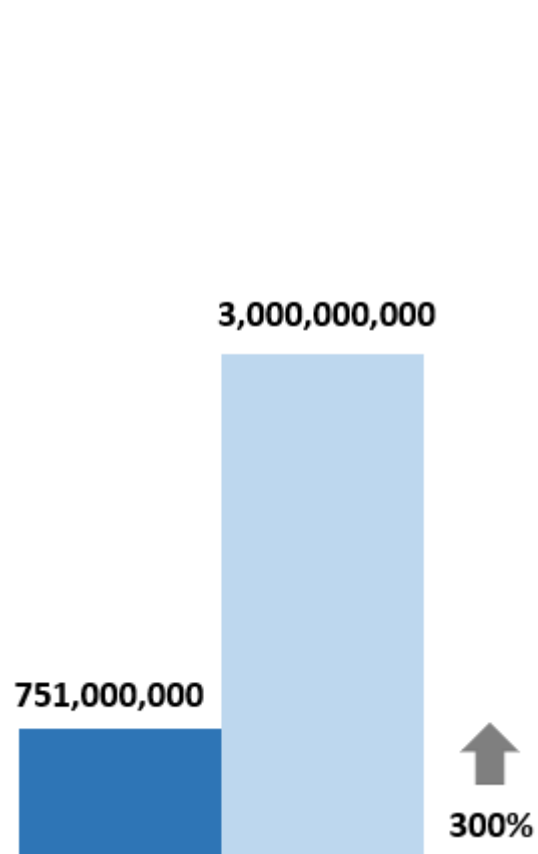


**December 2020 over December 2021**

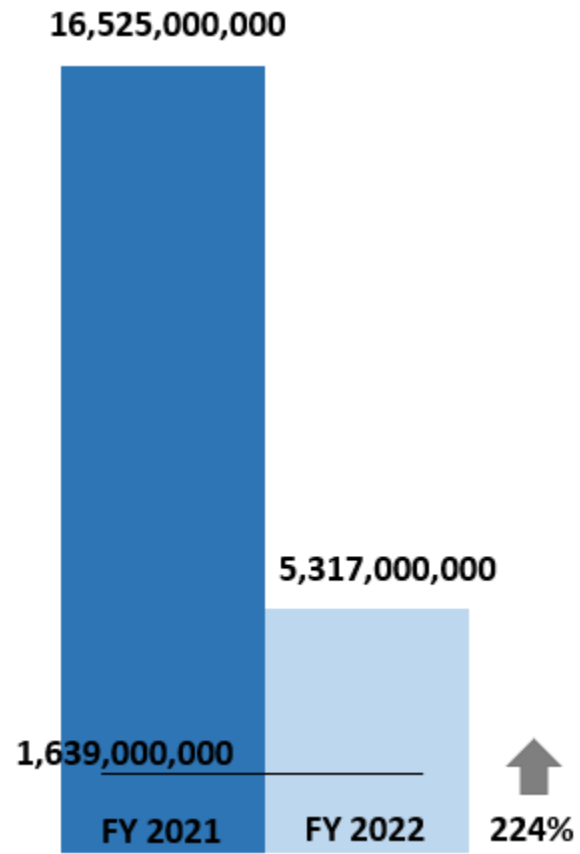
**Fiscal Year To Date**  
October-December



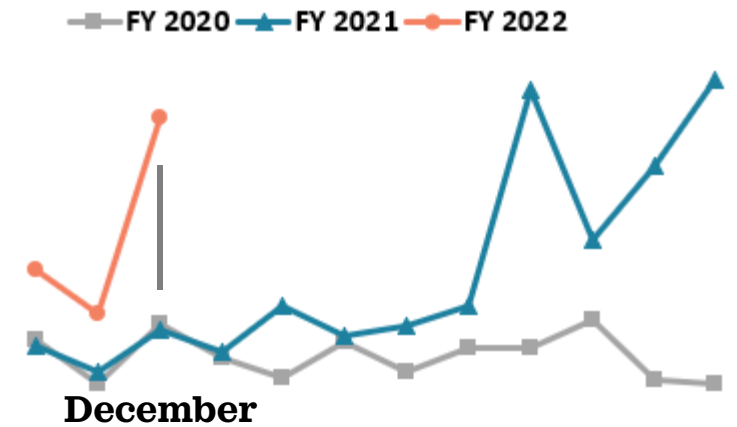
# Impressions



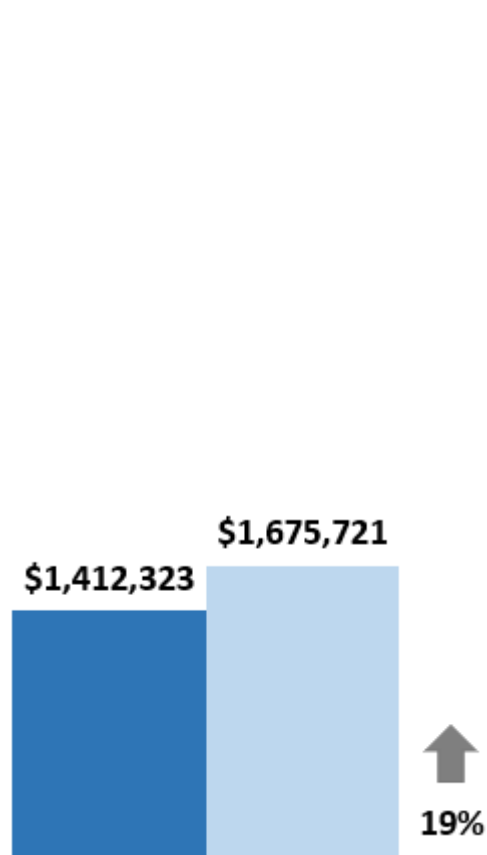
**December 2020 over December 2021**



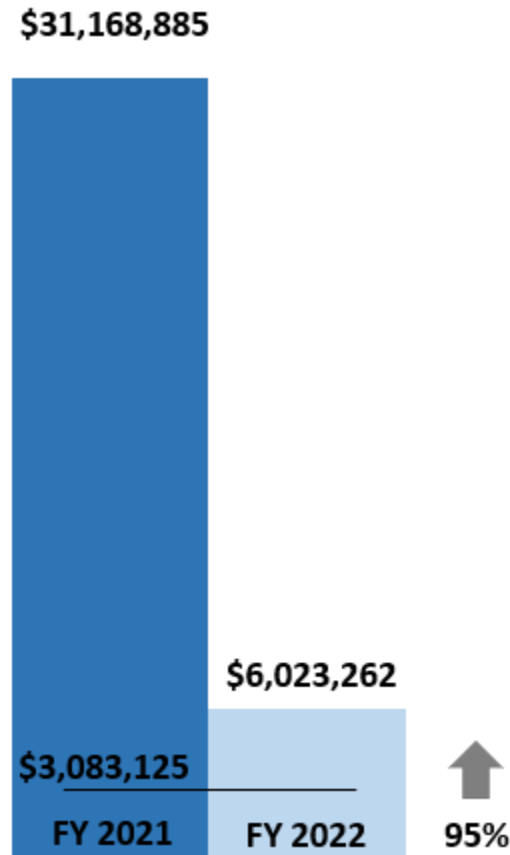
**Fiscal Year To Date**  
October-December



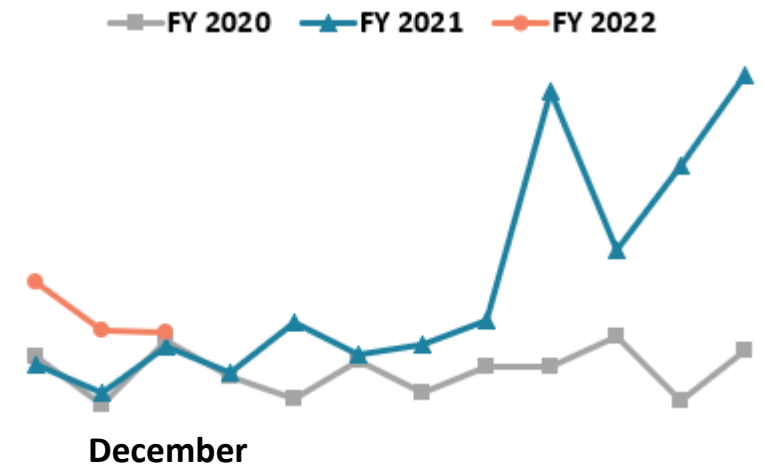
# Advertising Value Equivalency



**December 2020 over December 2021**



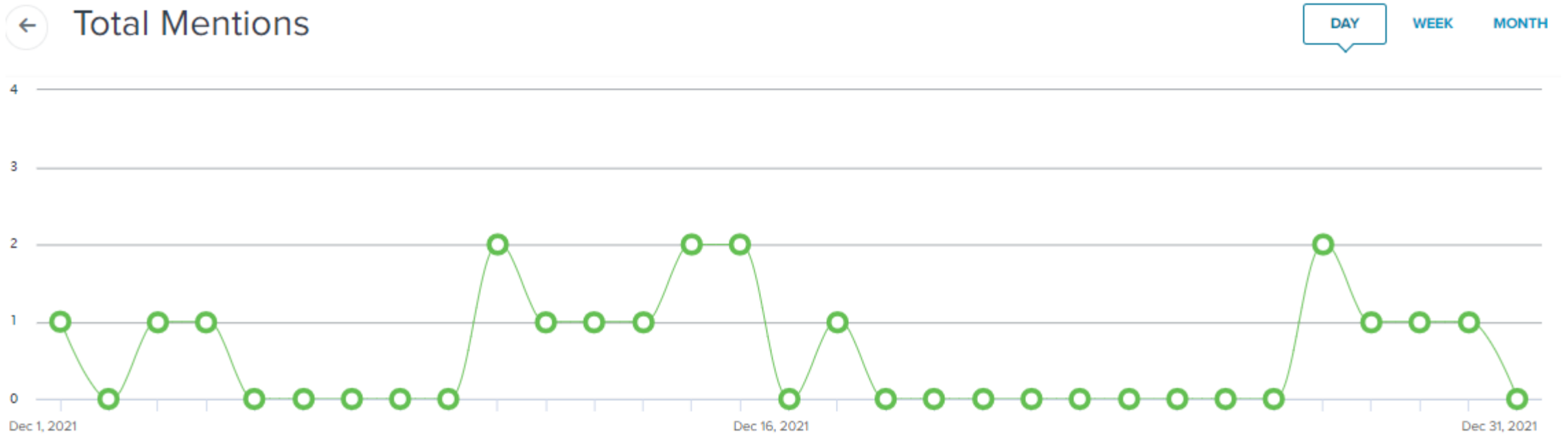
**Fiscal Year To Date**  
October-December



# Earned Media

## Content Drivers:

- Holiday/Winter Getaways
- Food & Drink
- Outdoor Destinations
- Small Towns





## The Must-Visit Small Town In Every State

### Mississippi: Ocean Springs

Population: 18,099

Sitting anywhere along Government St in Ocean Springs, you can hear live music—rock, country, bluegrass, hip-hop—coming from a bar only a few feet away. The small stretch of watering holes along this coastal city's main drag is a little slice of Austin or Nashville plopped on the Bayou, making a weekend bar crawl here as entertaining as anywhere. Your days are for paddle boarding and kayaking along the Gulf Islands National Seashore, and a short boat ride out to the barrier islands finds you on the kind of turquoise, white sand beaches you never knew existed in Mississippi. —MM



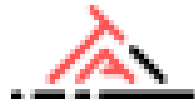
## Escape the crowds at these lesser-known US places



### 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 custer-sugar beaches, casinos, golf courses and fishing piers. Idyllic, shell-scattered [Ship Island](#) is a short ferry hop away. COVID-19 measures are in place – check [the official page](#) for updates.

# Coastal Mississippi Assisted Media Coverage



TRAVEL  
AWAITS

## 7 Aquariums To Visit Along The Gulf Coast



### 10. Bay St. Louis, Mississippi

One of the [best places to explore along Mississippi's Gulf Coast](#), Bay St. Louis lies between New Orleans and Biloxi. This [charming Mississippi coastal town](#) is home to [100 Men Hall](#), a rare gem of the [Mississippi Blues Trail](#). It also boasts [eclectic restaurants](#), where you can find a fantastic [po'boy](#). Seafood lovers should visit over the Fourth of July weekend for the [Our Lady of the Gulf Crab Festival](#).

## 17 Amazing Beach Towns That Top Our Readers' Travel List (2021)

### Mississippi Aquarium — Gulfport, Mississippi

The [Mississippi Aquarium](#) has one of the most incredible experiences you can have without going out scuba diving. It's called SeaTrek and you can literally swim with the fishes (in a good way.)

Participants don a wetsuit, put on a helmet, and dive underwater to explore the tank with the fish swimming around you. You can actually hear the guides in the helmet describing what you see as you walk along the bottom of the tank. And you don't need to know how to swim to take part.

# Coastal Mississippi Assisted Media Coverage





## *The Coastal Mississippi Coffee Trail*

### **Gulf Coast Coffee- The Birthplace of Coffee in America**

The Brits have their tea, and the French have their coffee. Long before coffee shops sprung up in Boston after that famous tea party, French settlers were brewing beans on the bayou. 1699 saw the first permanent European settlement on the Gulf Coast, Fort Maurepas, near Ocean Springs, Mississippi.

New Orleans, founded in 1718, became one of the largest importers of coffee in the United States. With the blockade of the harbor during the Civil War, New Orleanians stretched their coffee stores by mixing in roasted chicory root. Being good southerners, they'd also add a little lard to give the chicory a little face. After the war, the city remained a culinary hub for America, which is an attitude and tradition that extends along the Gulf Coast.



## Tasting Table.

### **The Best Coffee Shop In Every State**

#### **Mississippi: Bankhouse Coffee**



This shop in Long Beach along Mississippi's scenic Gulf coastline is housed in a 1924 bank building, listed on the National Register of Historic Places. Reminders of its financial history remain with the original vault on the ground floor, with photos from Long Beach's first post office adorning the walls.

But **Bankhouse** is a lot more than a history museum. It also serves up its brand name Coast Roast coffee, the most recognized flavor in the region, plus a whole slew of baked goods that make breakfast here the ideal way to start a day exploring Mississippi.

# Coastal Mississippi Assisted Media Coverage



# Eat This, Not That!

## Best Once-in-a-Lifetime Meal in Every State

### MISSISSIPPI: Vestige in Ocean Springs



Vestige is known for its ever-changing chef's tasting menu. The menu is filled with American and Japanese fusion food made with locally-sourced, sustainable ingredients. One reviewer called it a "foodie's dream" saying, "We had the Chef's prepared menu and were blown away with every course, the dishes were Michelin star quality in every way. Do not miss this place!"

GO [BankingRates](#)

## 10 Kid-Friendly Hotels That Cost Less Than \$199 a Night








If you are traveling as a family, the last thing you want is to pick a hotel that your kids won't enjoy. That's a sure-fire recipe for vacation disaster.

### Margaritaville Resort: Biloxi, Mississippi

- **Price:** \$89 per night on weekdays
- **Perks:** lazy river, water park, game room

As a resort, Margaritaville has everything you need in terms of dining (ice cream shop, too!) and entertainment (arcade rooms, pools, live music).

# Social Media Metrics


							
Monthly Change	122	3	-1	70	776	13	983
December 2021	159,294 Facebook (Total Likes)	15,457 Twitter (Total Followers)	987 Pinterest (Total Followers)	18,131 Instagram (Total Followers)	1,878,370 YouTube (Lifetime Followers)	6,057 LinkedIn Total Followers	2,078,296 Total

**Coastal Mississippi**  
December 3, 2021 · 🌐

Don't miss the Christmas on the Water Boat Parade tomorrow night! Catch it from Biloxi Beach, and stay for the fireworks 🎆🌊

More info on our website: <https://bit.ly/3FCCL7f>

#MSCoastLife #SecretCoast #MerryCoastmas #biloxi



👍 Get more likes, comments and shares  
When you boost this post, you'll show it to more people.


**56,552** People reached      **4,331** Engagements      [Boost post](#)

👍❤️😄 Joeey Poitevin, Dan Parker and 265 others      57 Comments      352 Shares

👍 Like      💬 Comment      ➦ Share

**Facebook**

**coastalms**  
Biloxi Beach



[View Insights](#)      [Boost Post](#)

❤️ 💬 📌

👤 Liked by [anna\\_m\\_roy](#) and 570 others

coastalms Don't miss the Christmas on the Water boat parade tomorrow night! Catch it from Biloxi Beach, and stay for the fireworks 🎆🌊 ... more

[View all 21 comments](#)

Impressions      Interactions  
8,225      685

**Instagram**

**Coastal Mississippi**  
6,057 followers  
1w · 🌐

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