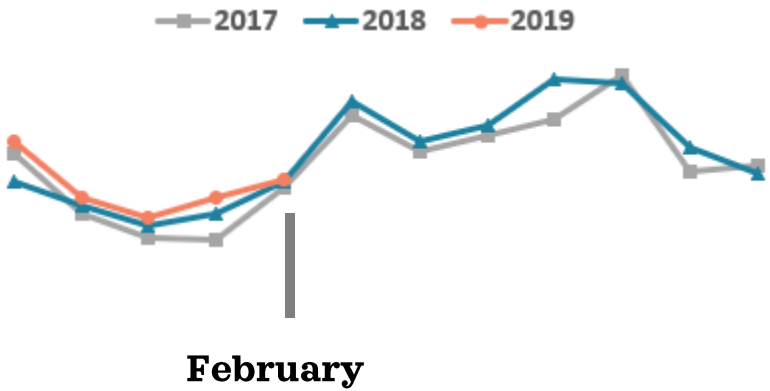
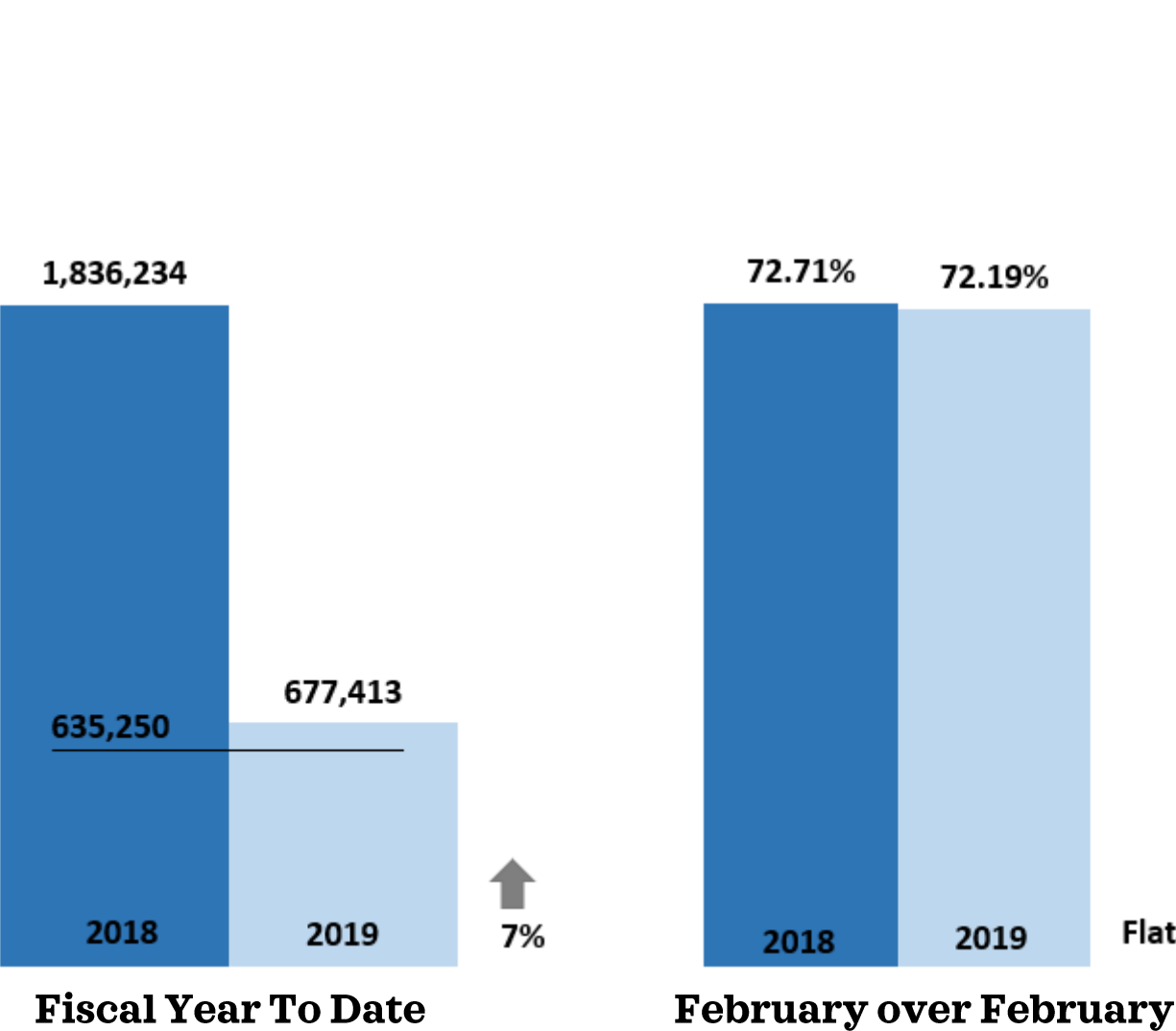


# coastal MISSISSIPPI *— The Secret Coast —*

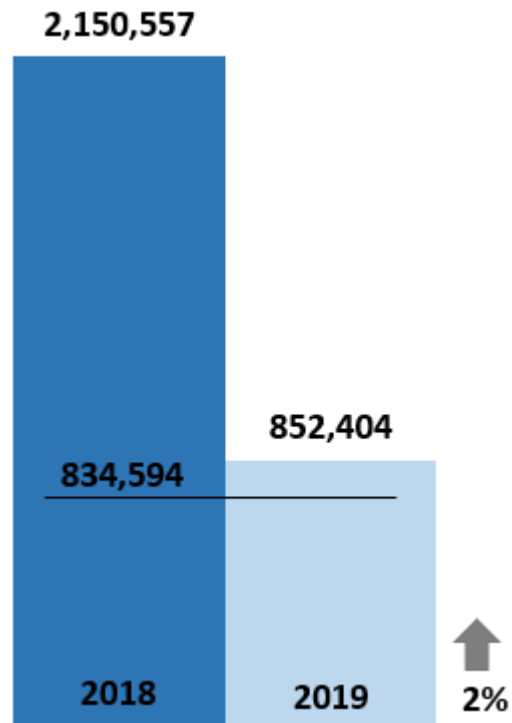
- Key Performance indicators
- February 2019

# Non-Casino Rooms Sold

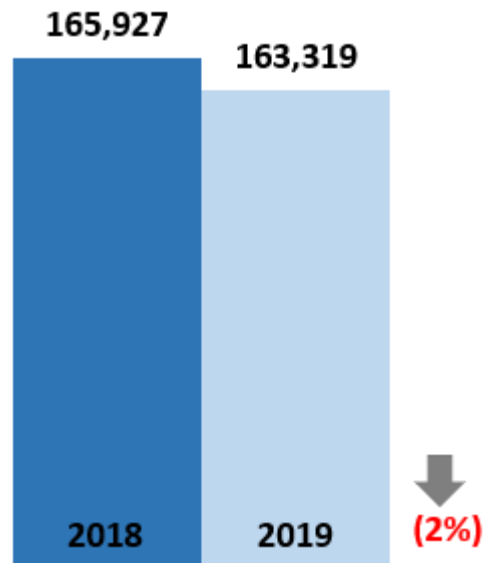


Source: STR

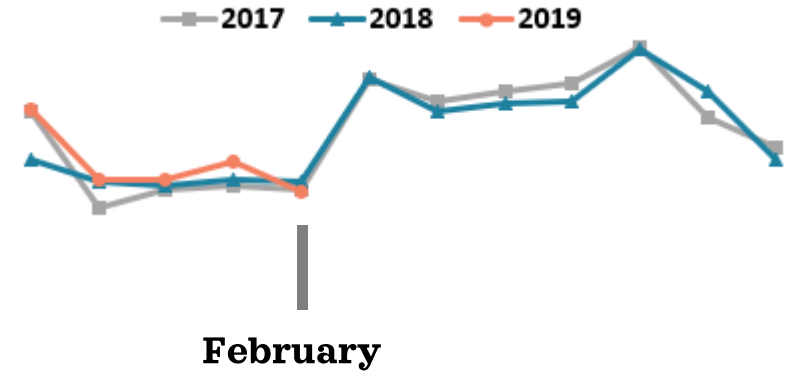
# Casino Rooms Sold



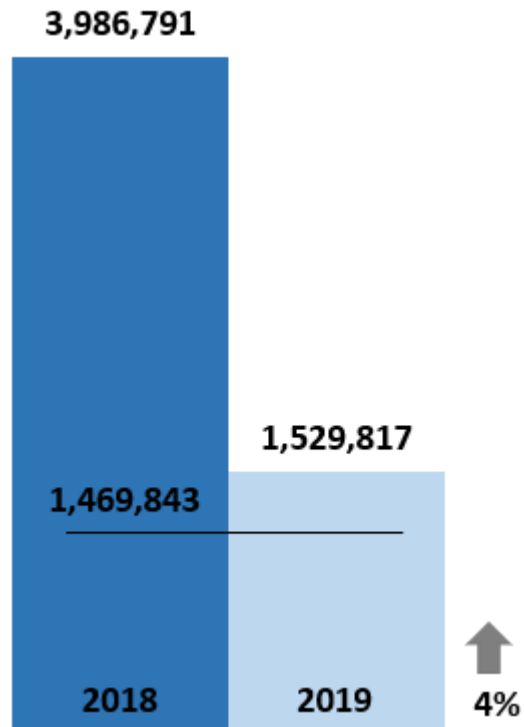
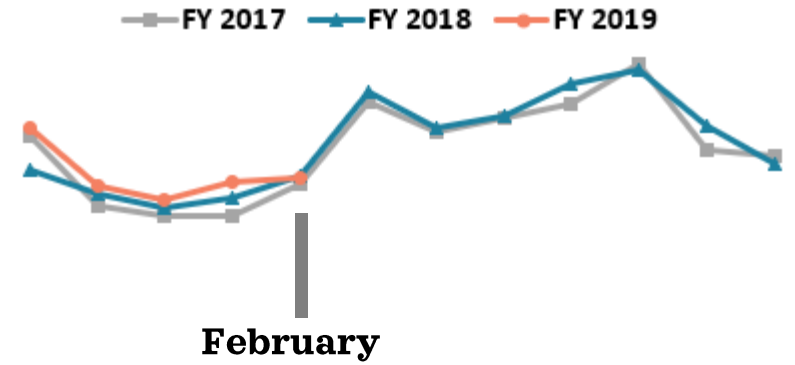
**Fiscal Year To Date**



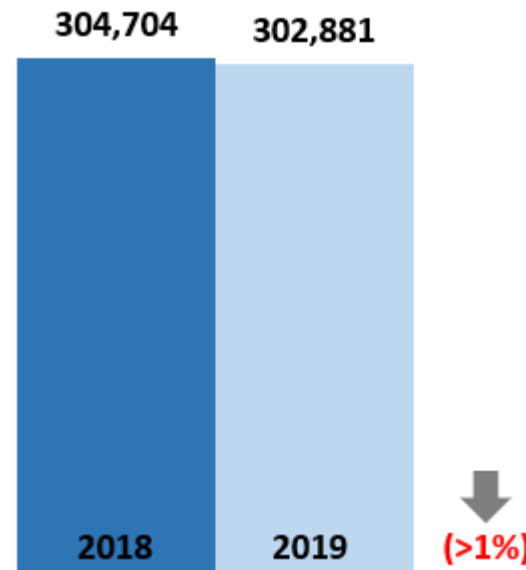
**February over February**



# All Rooms Sold

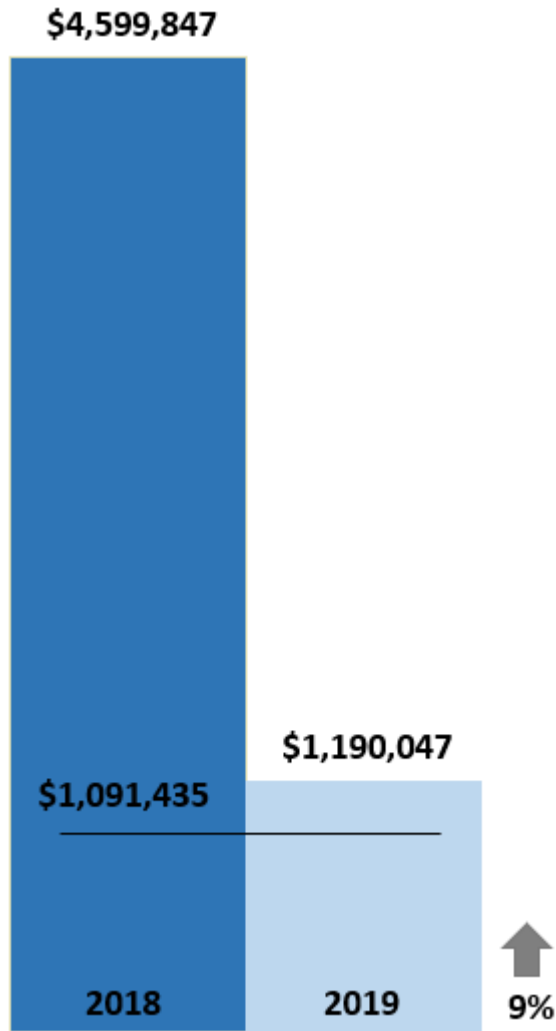


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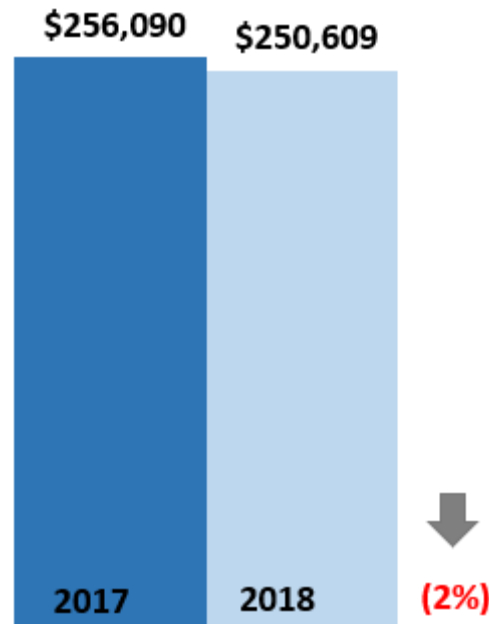


February over February

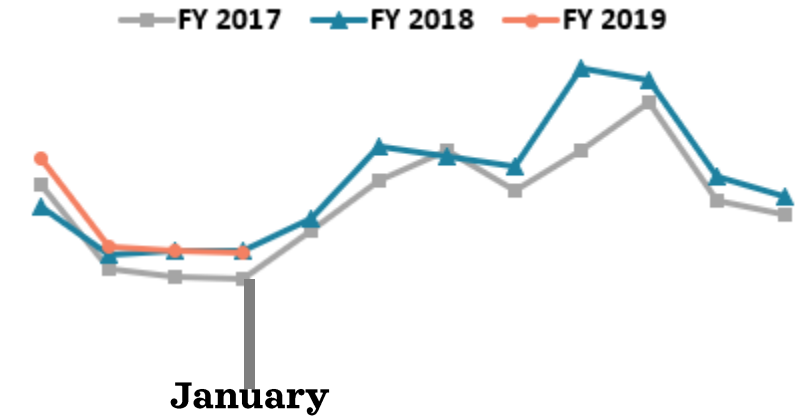
# Occupancy Tax Receipts



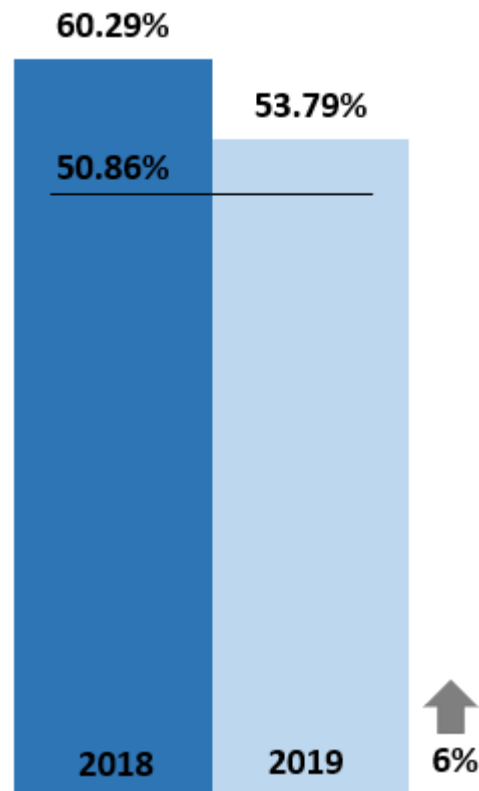
Fiscal Year To Date



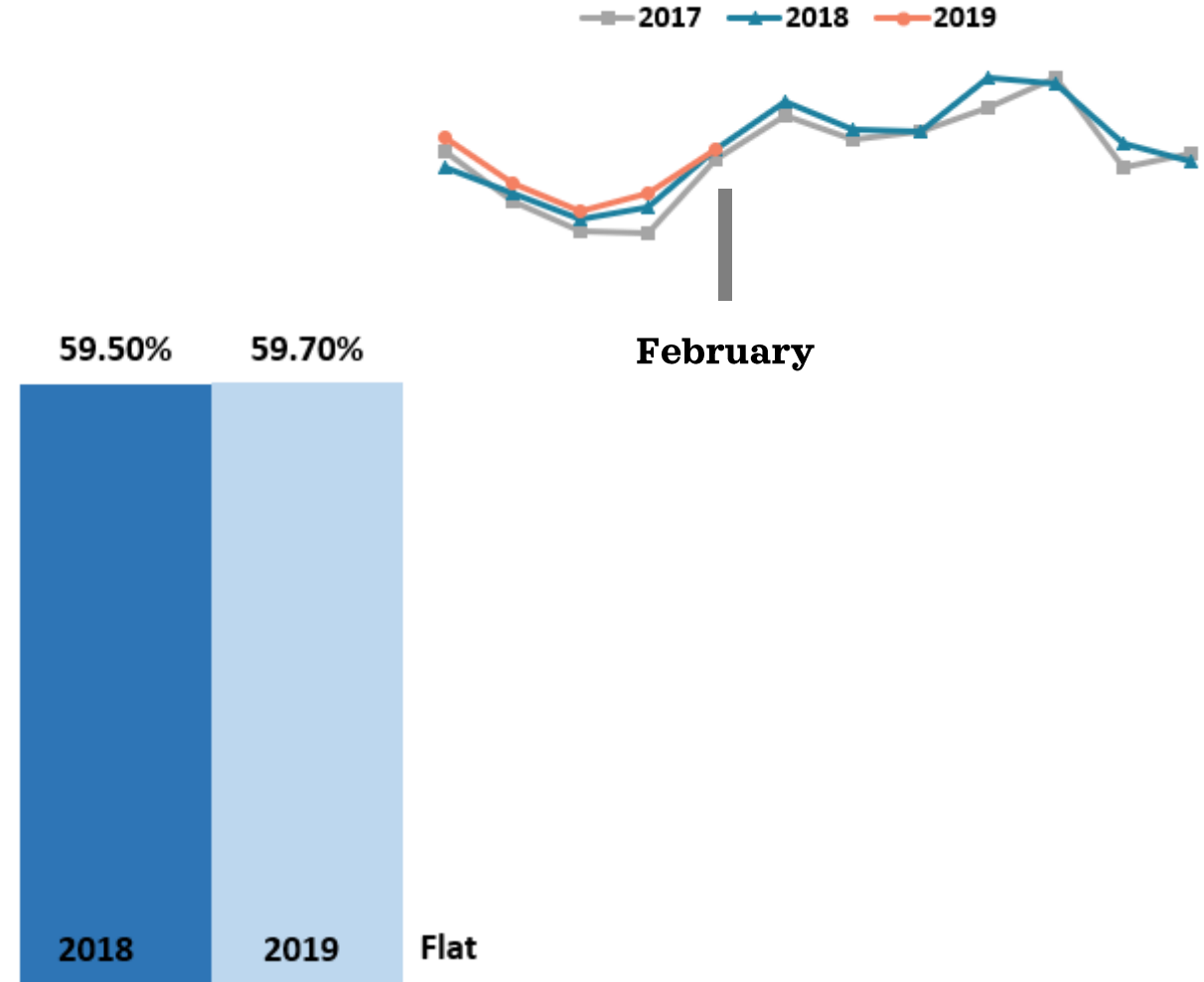
January over January



# Non-Casino Occupancy

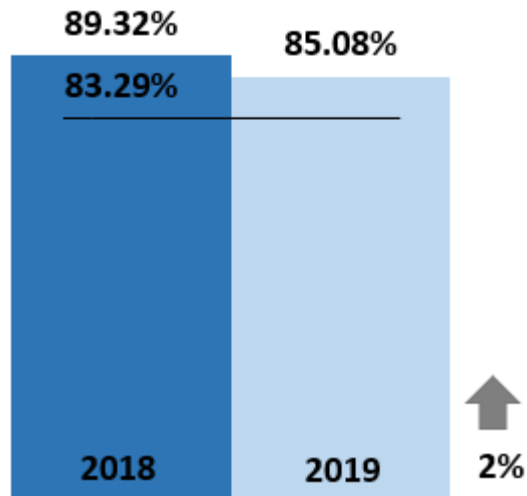
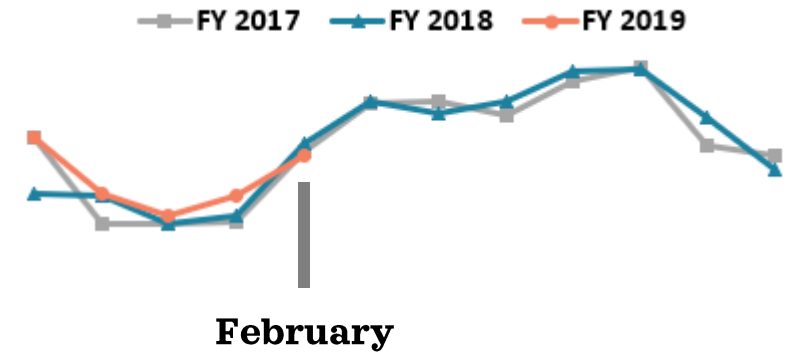


**Fiscal Year To Date**

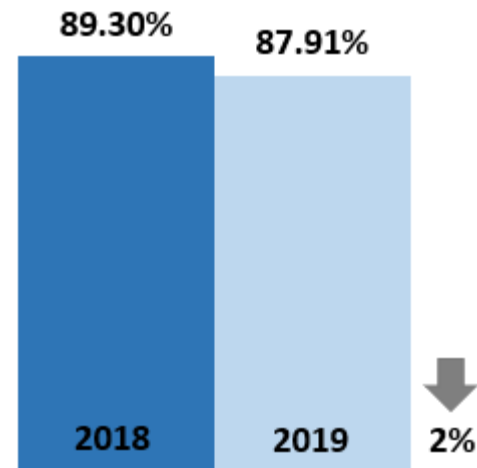


**February over February**

# Casino Occupancy

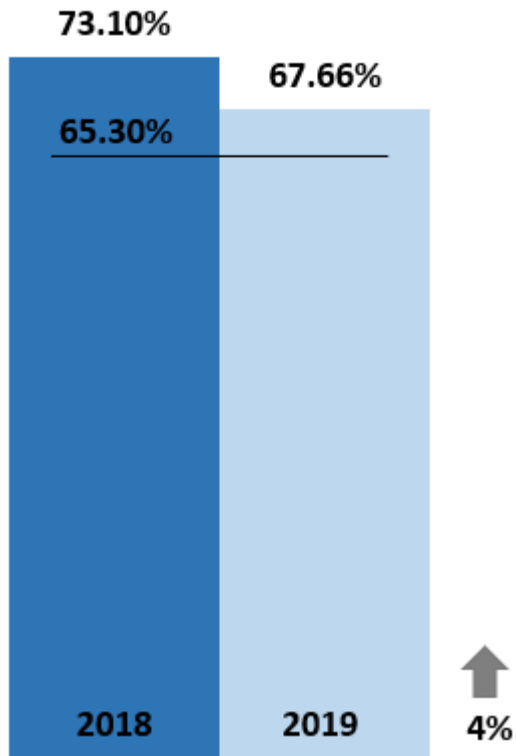


**Fiscal Year To Date**

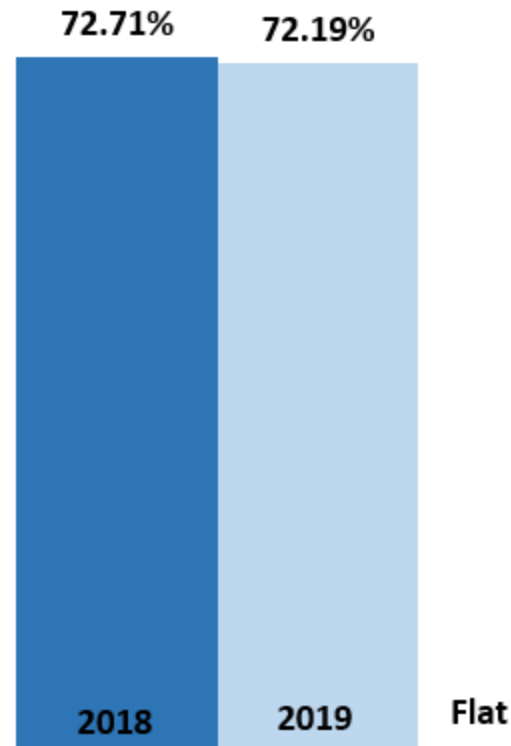


**February over February**

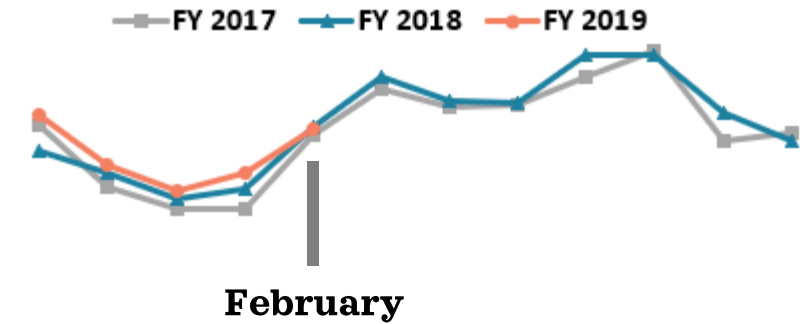
# All Occupancy



**Fiscal Year To Date**

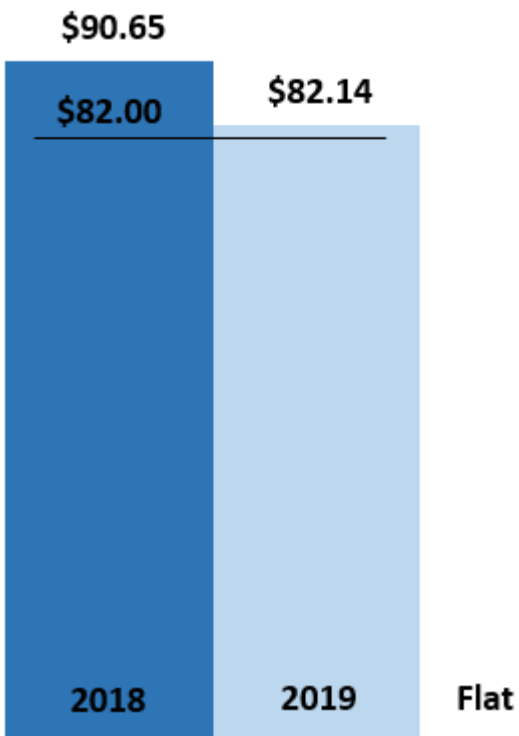


**February over February**





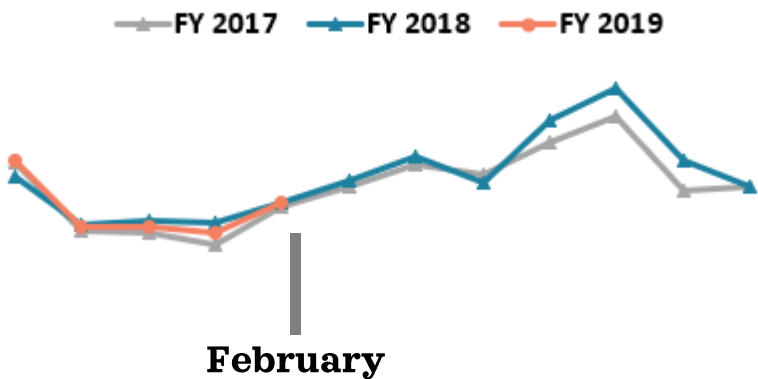
# Non-Casino ADR



Fiscal Year To Date

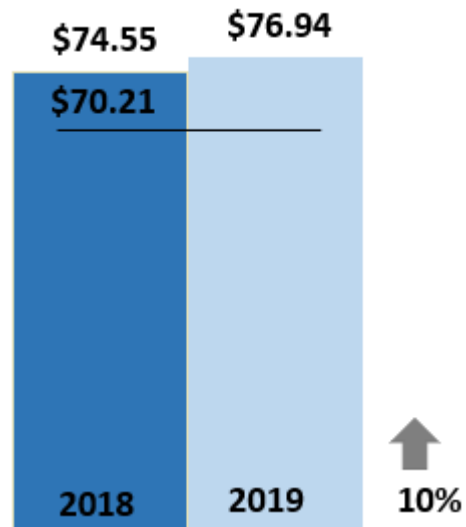
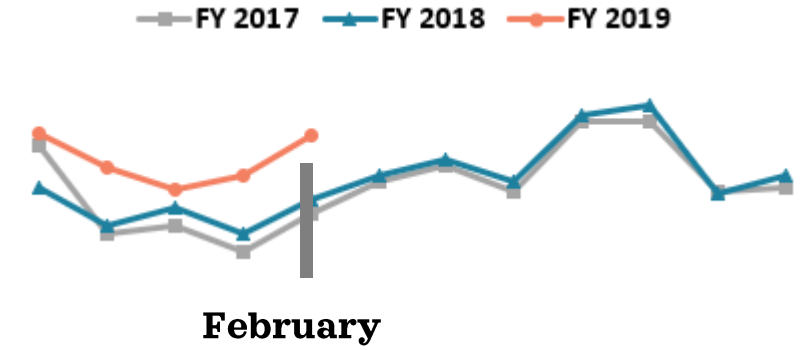


February over February

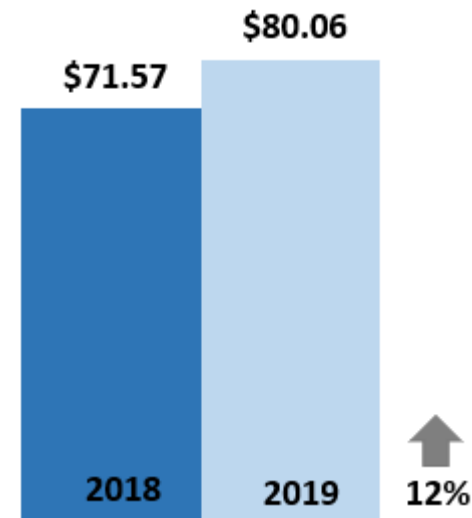


Source: STR

# Casino ADR

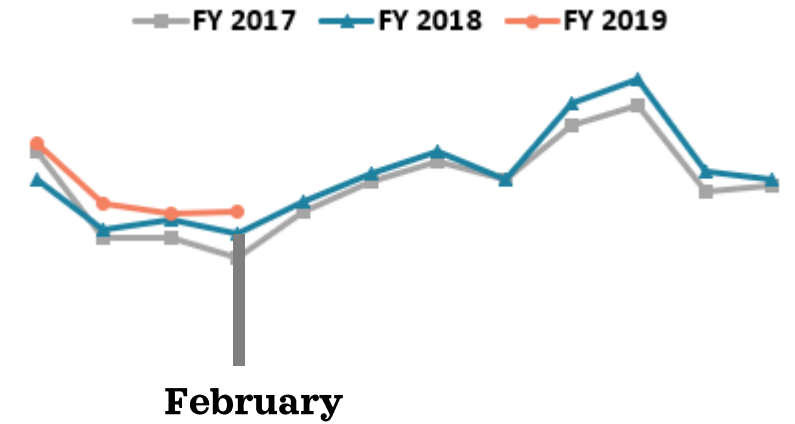
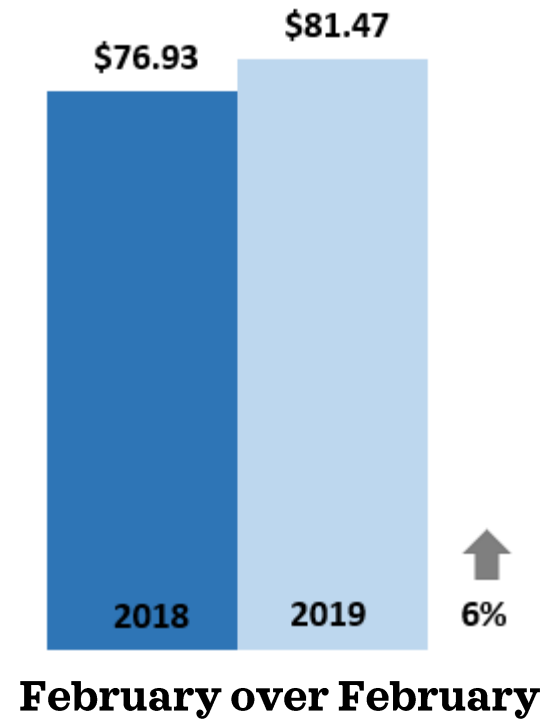
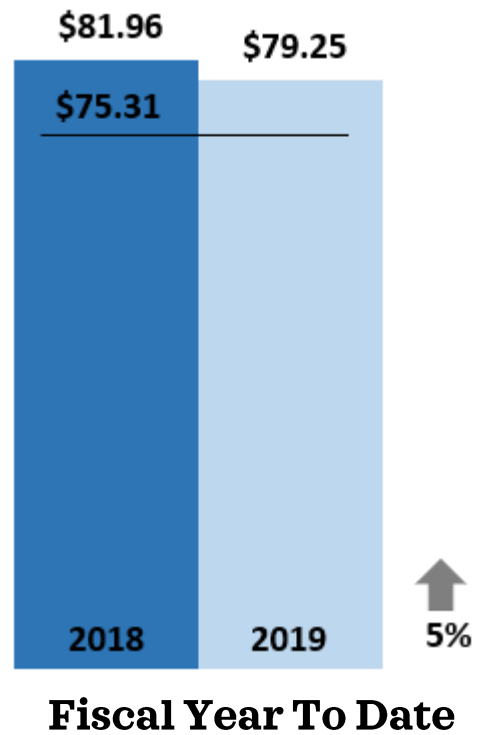


**Fiscal Year To Date**

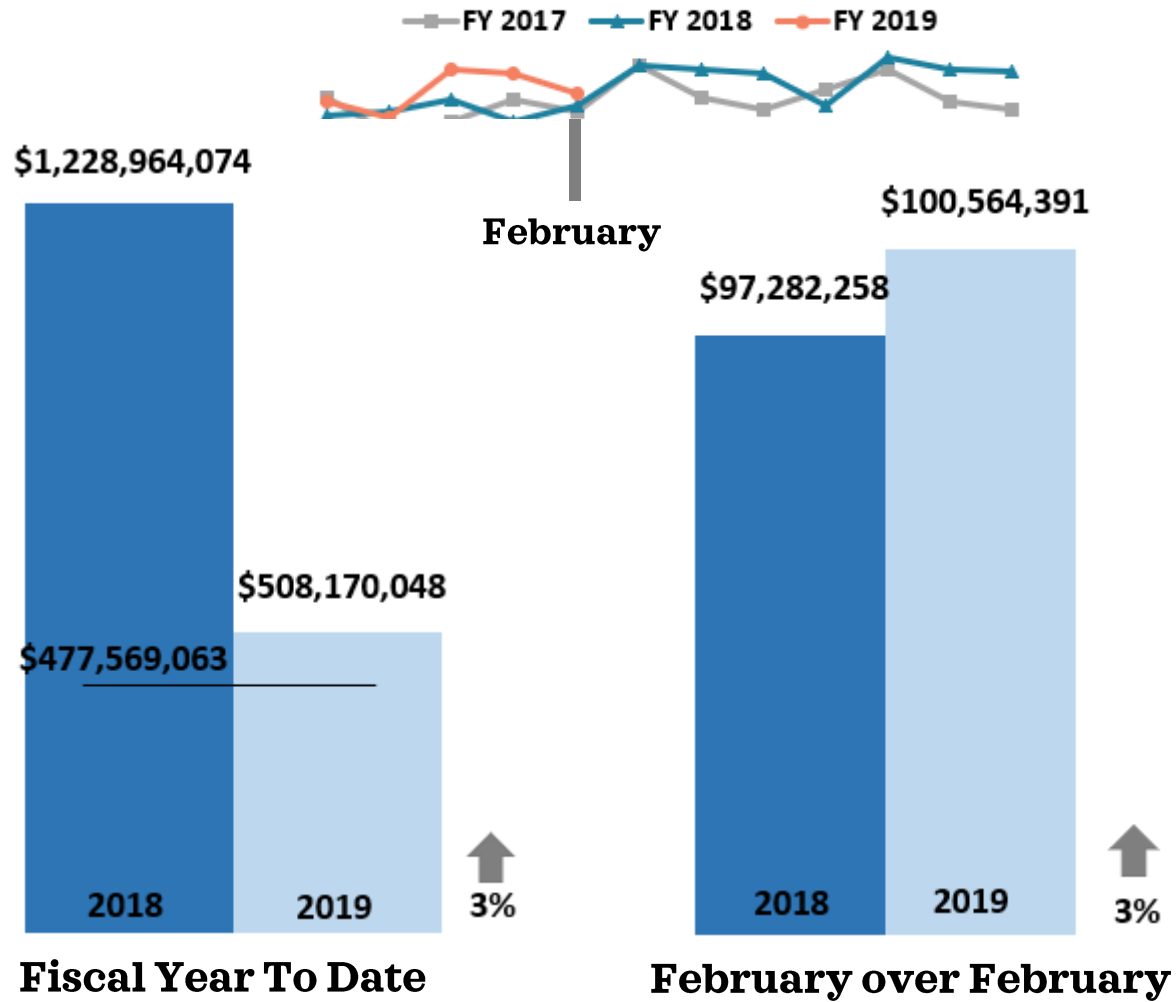


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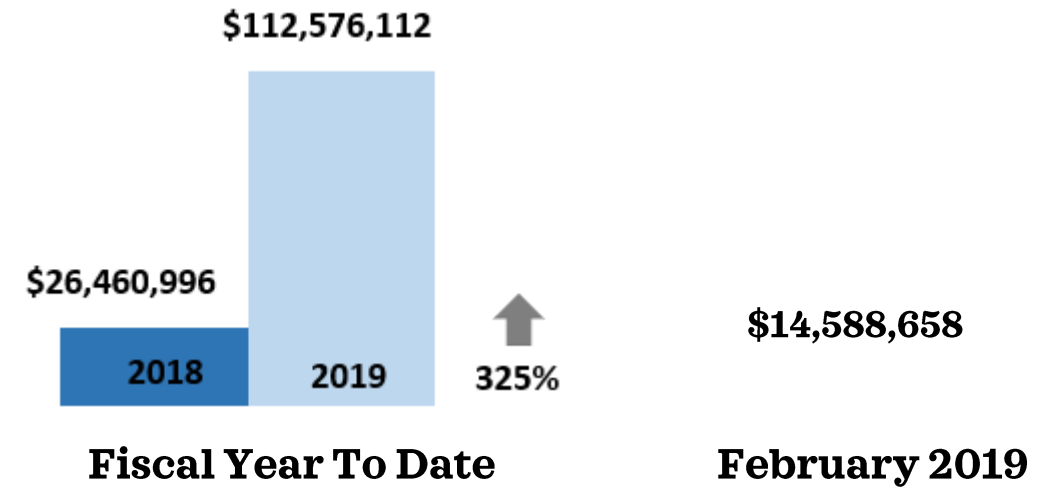
# All ADR



# Gaming Revenue

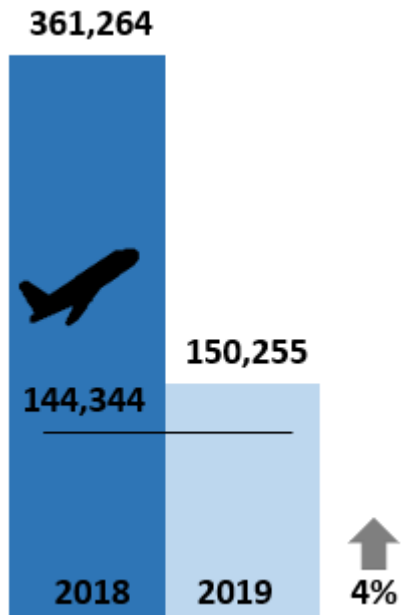
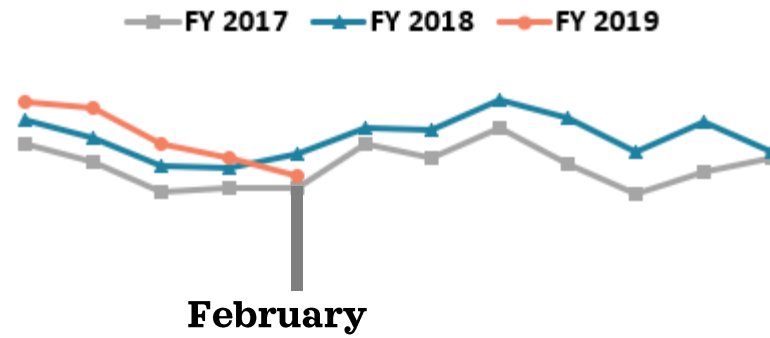


# Sports Betting Revenue

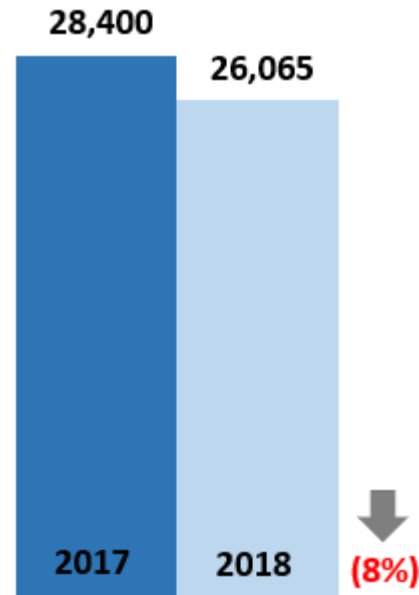


# Airport

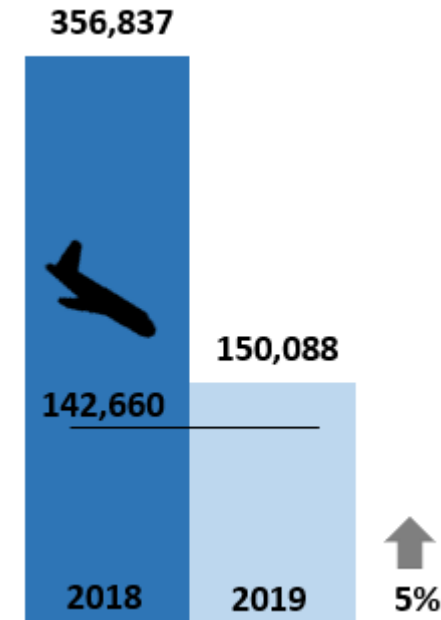
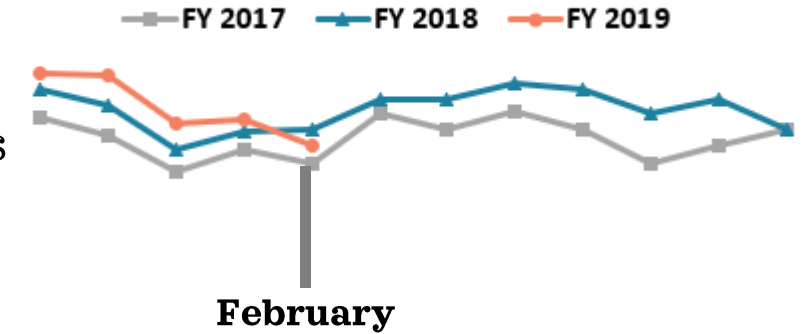
## Enplanements



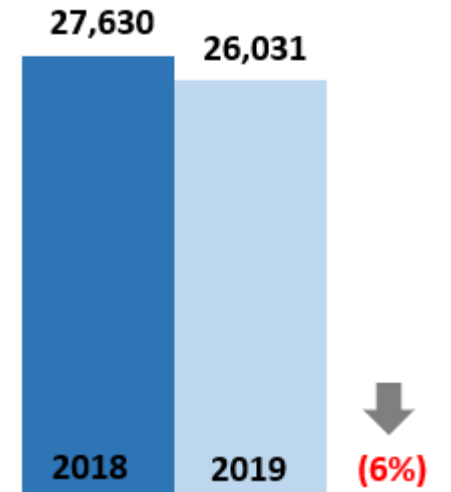
## February over February



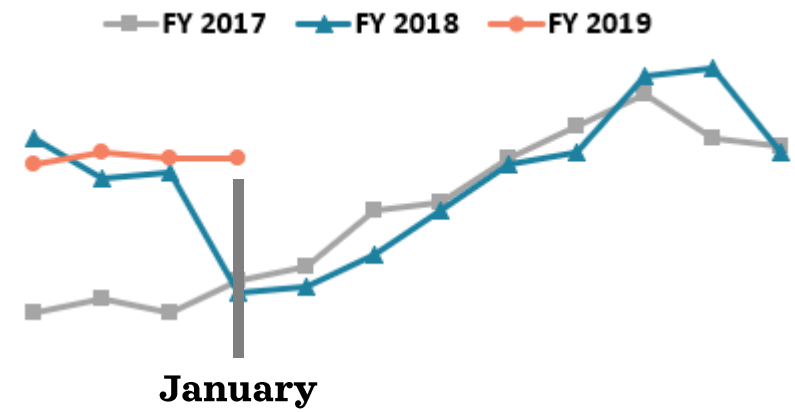
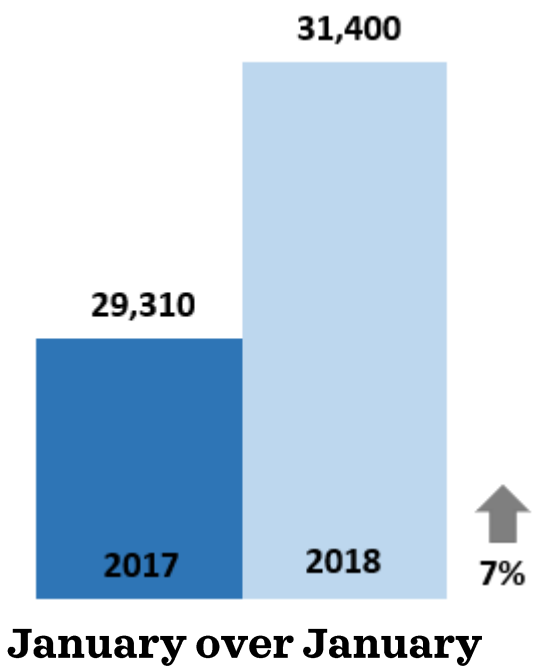
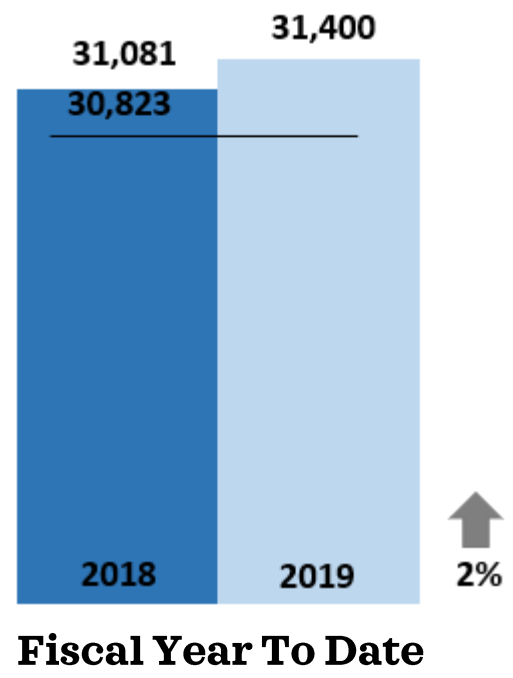
## Deplanements



## February over February



# Leisure & Hospitality Jobs



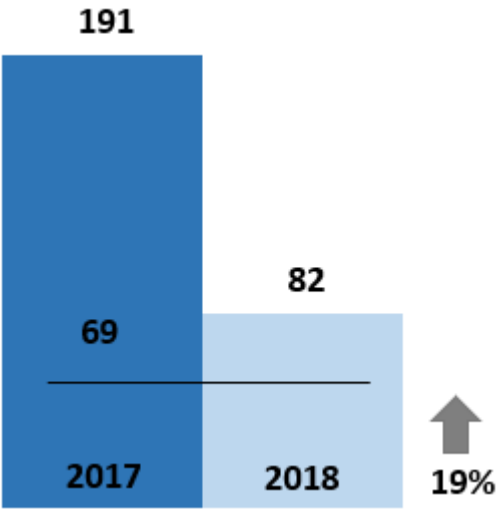
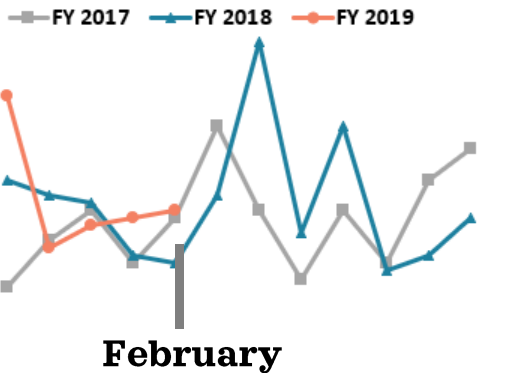
Yearly numbers reflect an average of all months in the FY.

Source: MS Department of Employment Security

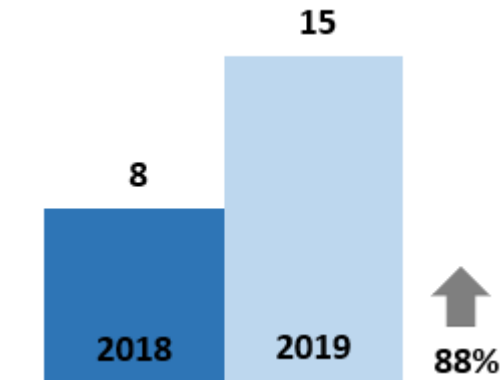
# Definite Bookings

Staff's concentration on closing tentative business has resulted in definite bookings being up in all market segments. Room nights reflect larger groups.

## Bookings

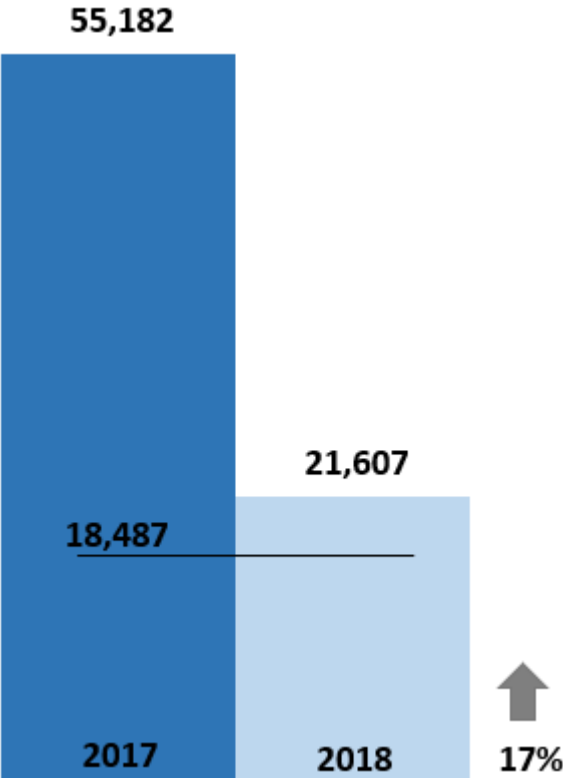
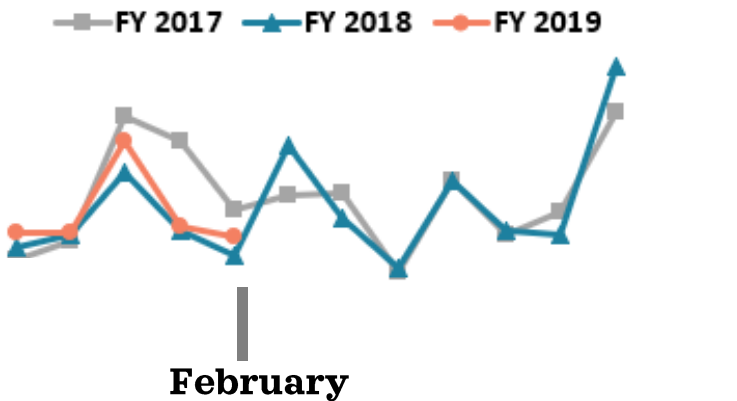


Fiscal Year To Date

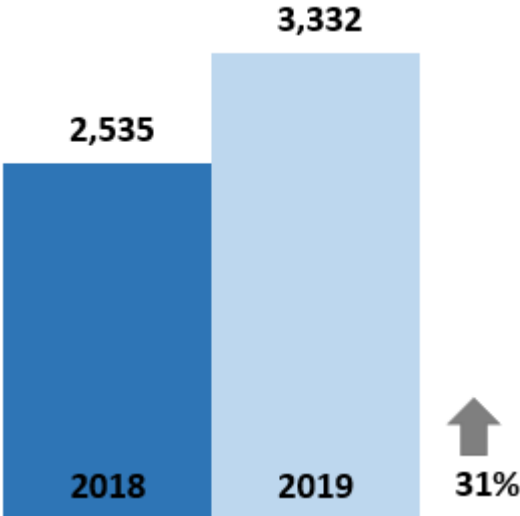


February over February

## Room nights



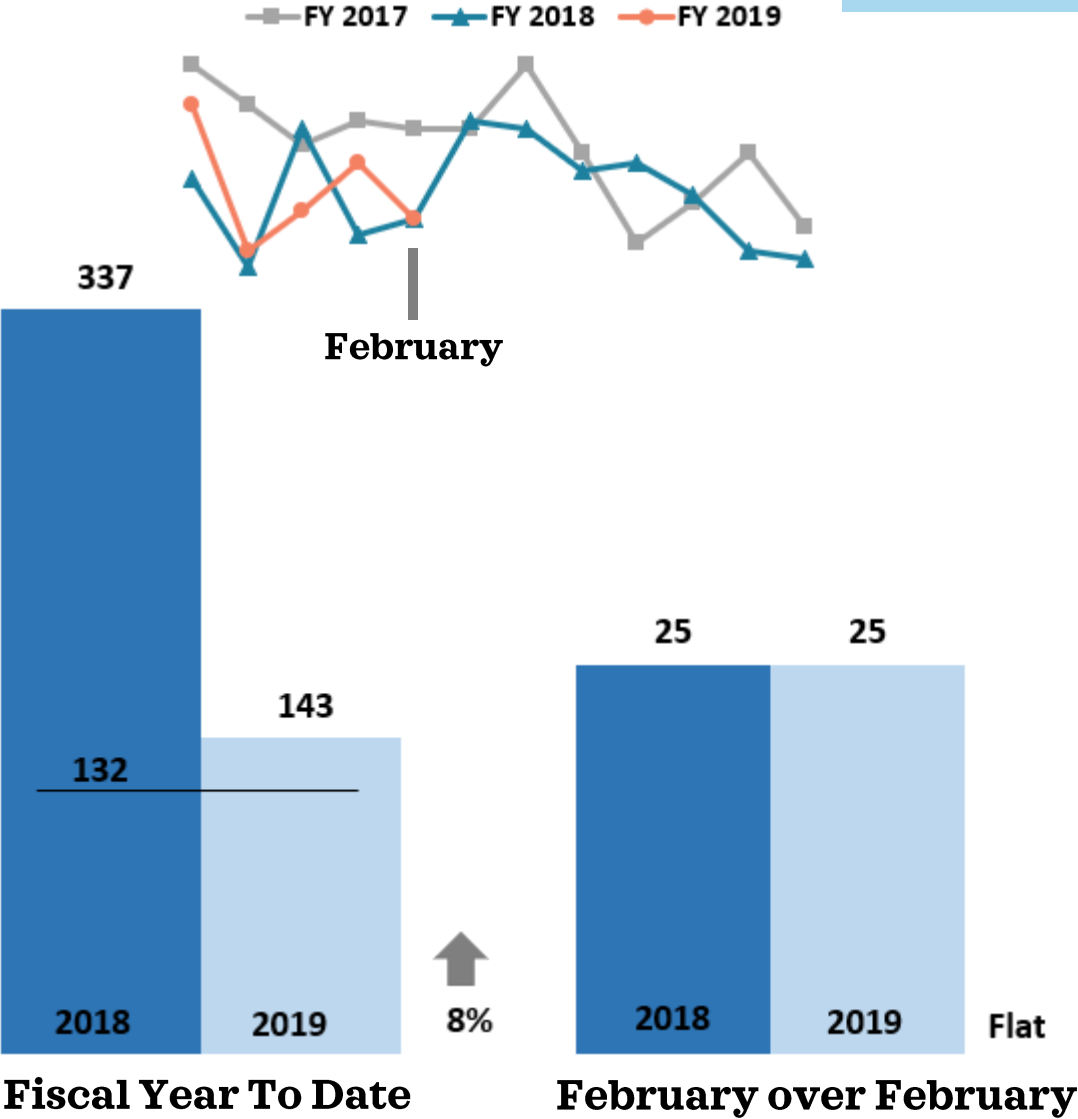
Fiscal Year To Date



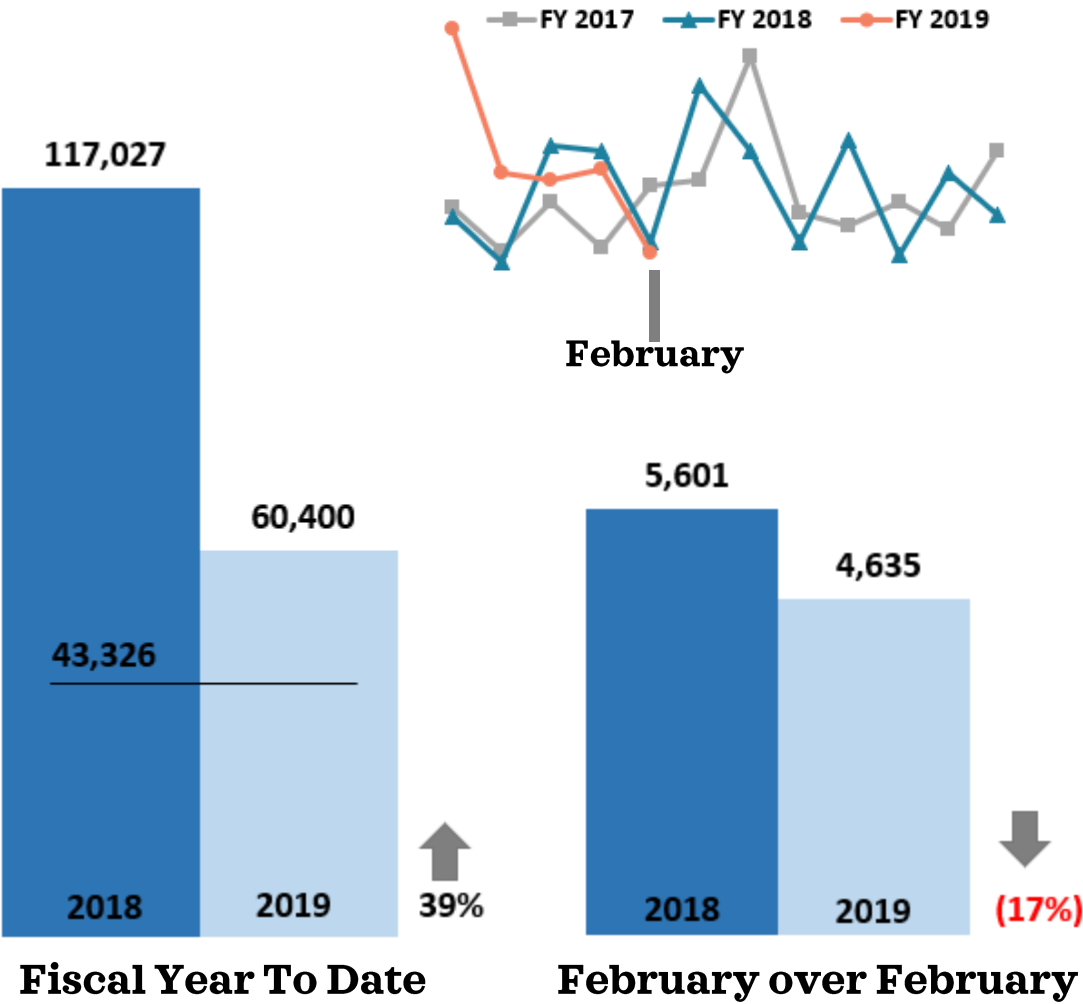
February over February

# Leads Issued

Leads issued YTD are up across the board. The increase of sporting event interest in Coastal Mississippi is largely responsible for this increase.

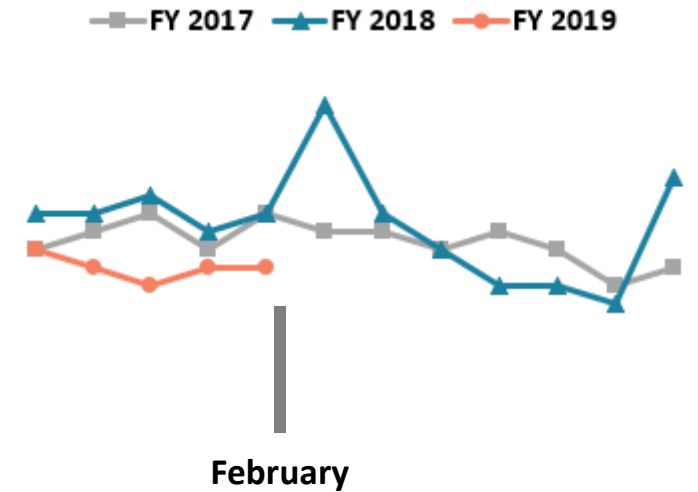
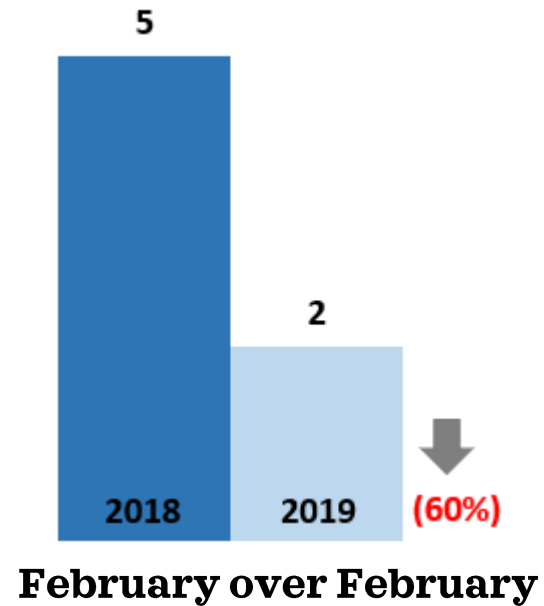
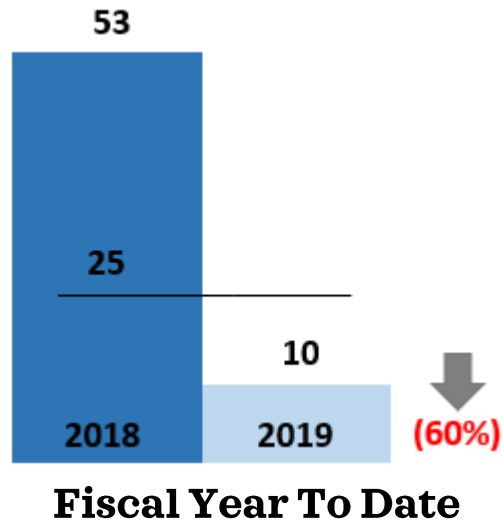


# Potential Room Nights



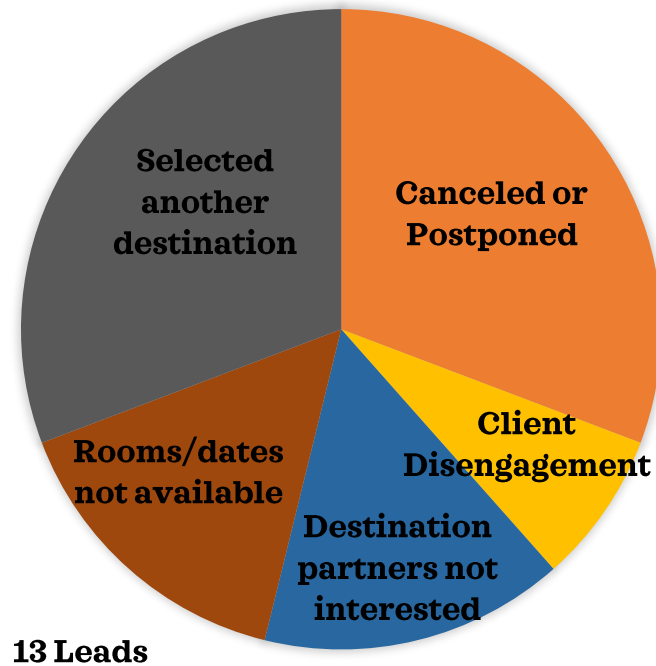


# Convention Center Leads

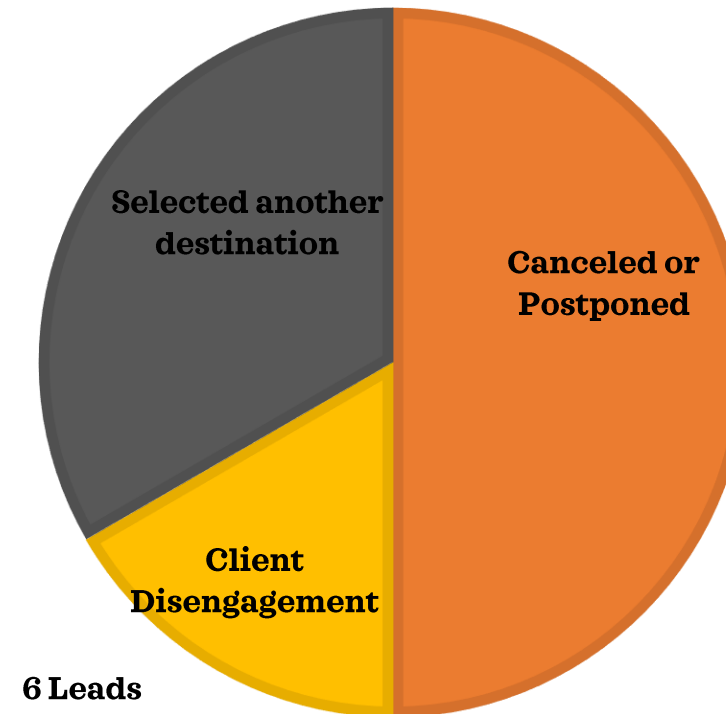


# Lost Business

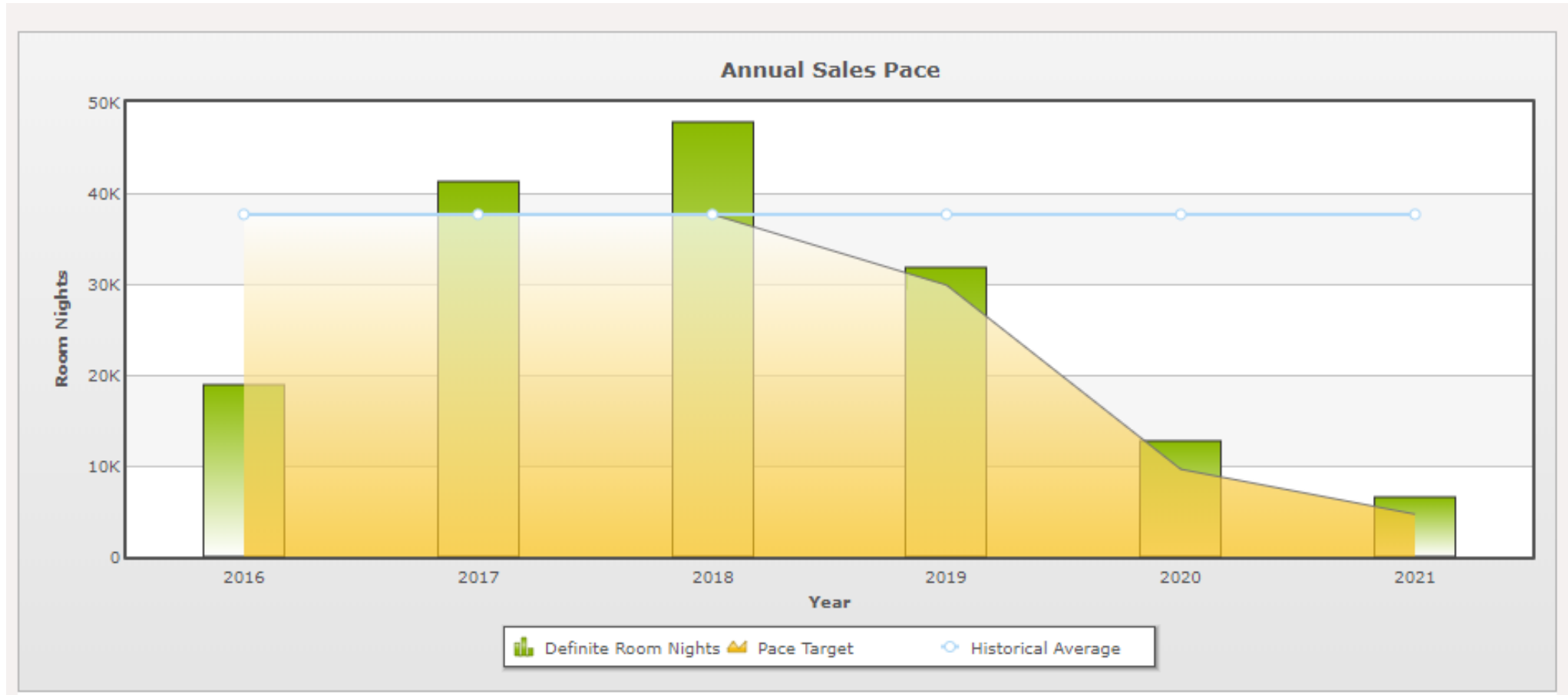
February 2018



February 2019



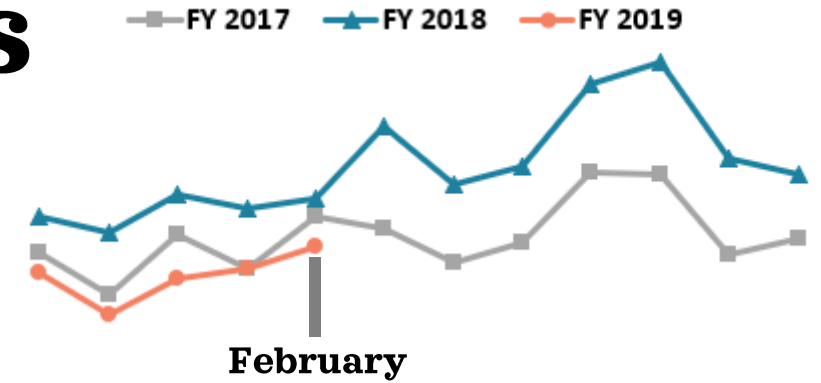
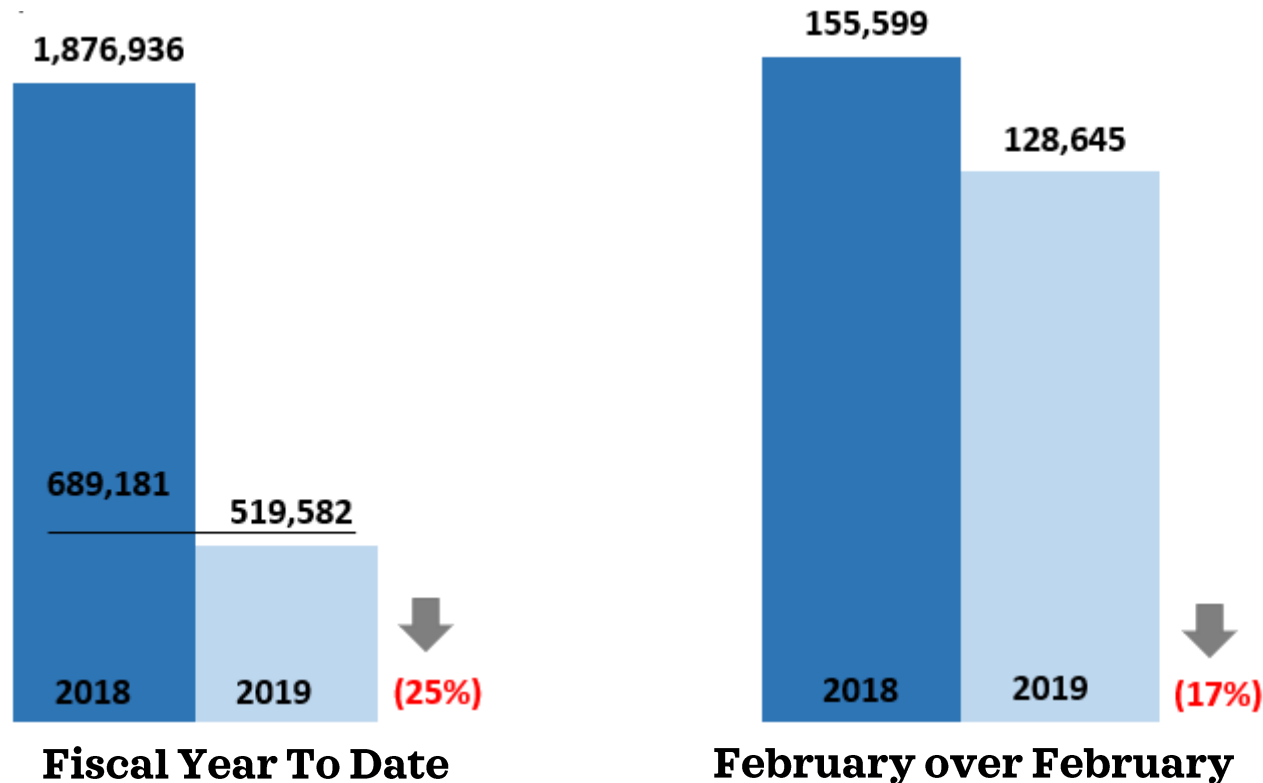
# Pace Report



# Pace Report - Pipeline



# Google Analytics - Users

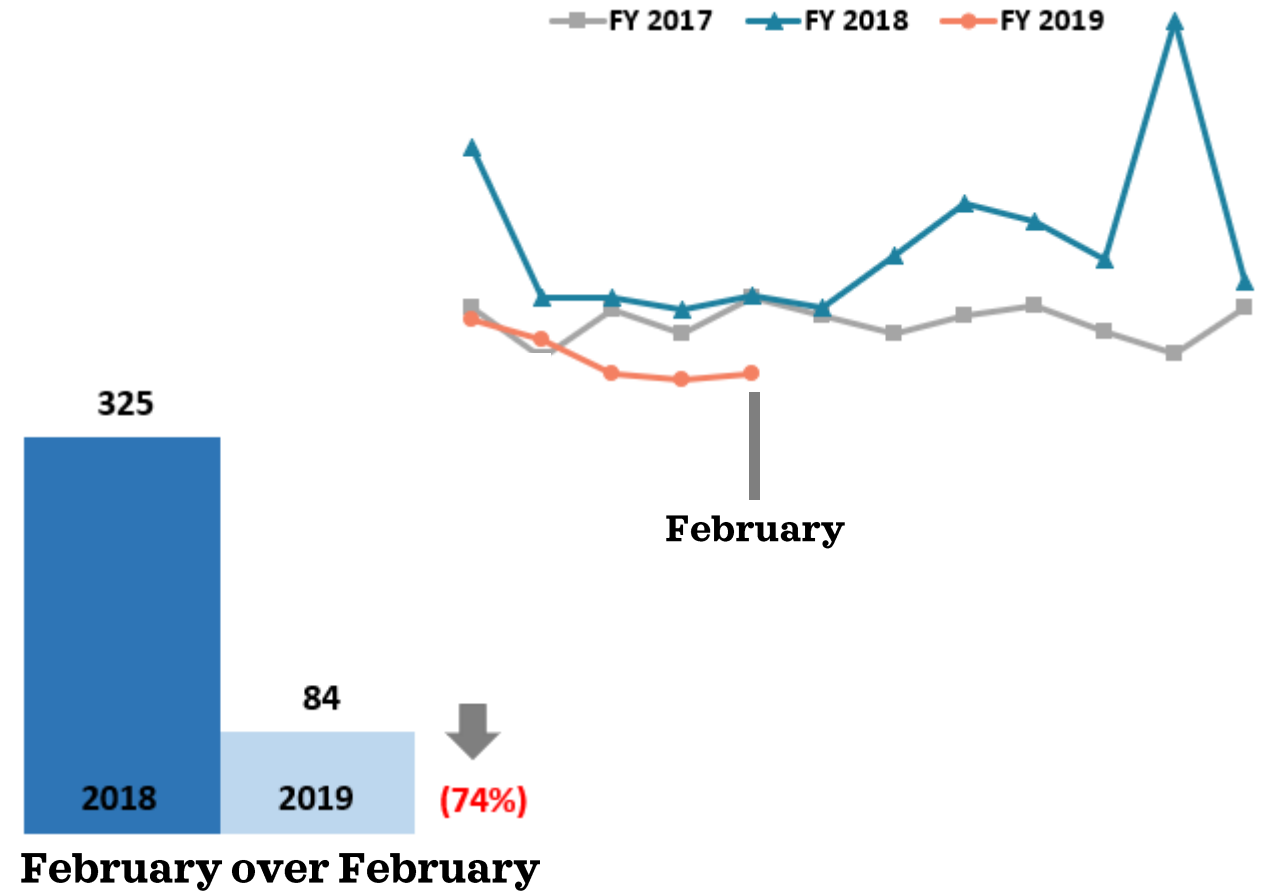
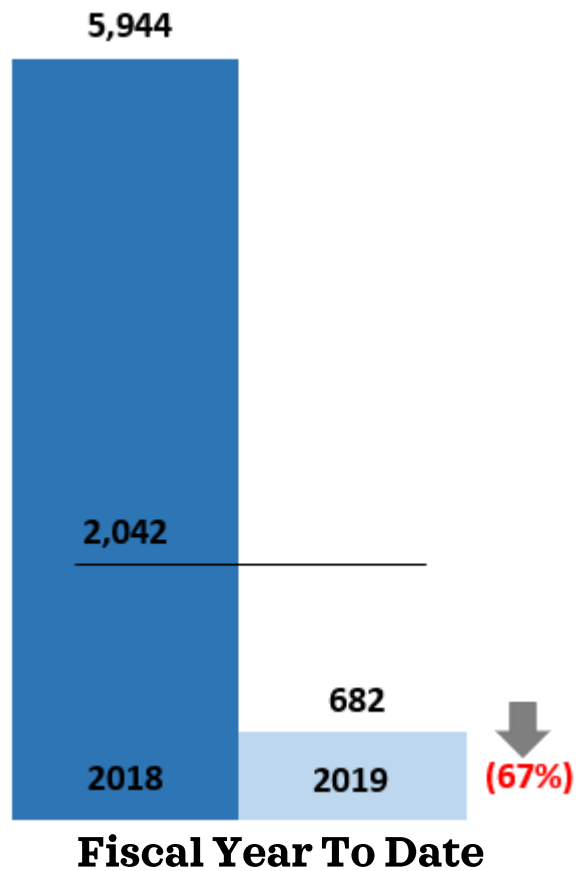


Traffic Overview - Overall sessions decreased compared to last year. This is primarily due to decrease in Display advertising spend. Organic sessions increased nearly 13% over last year. Spring and Mardi Gras events were the main driver.

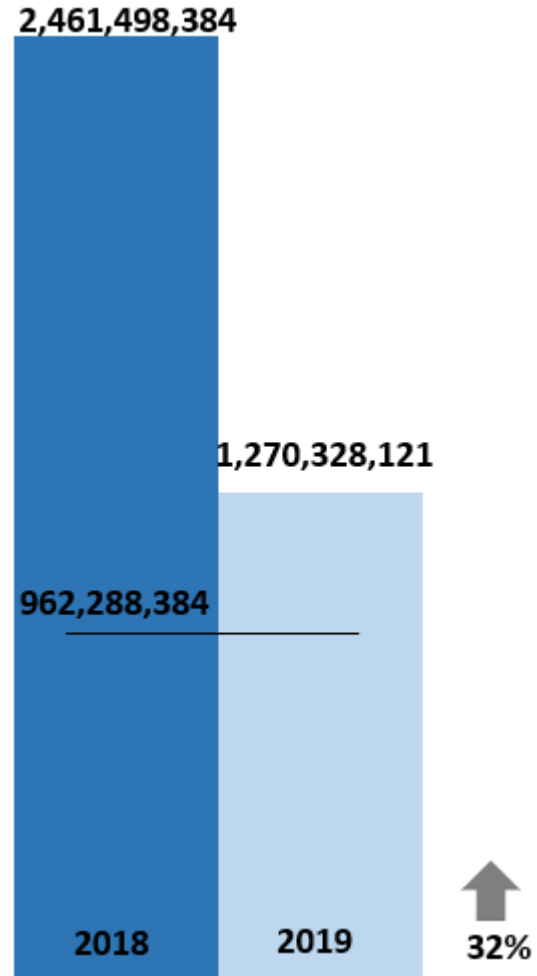
# Number of Articles

Content Drivers:

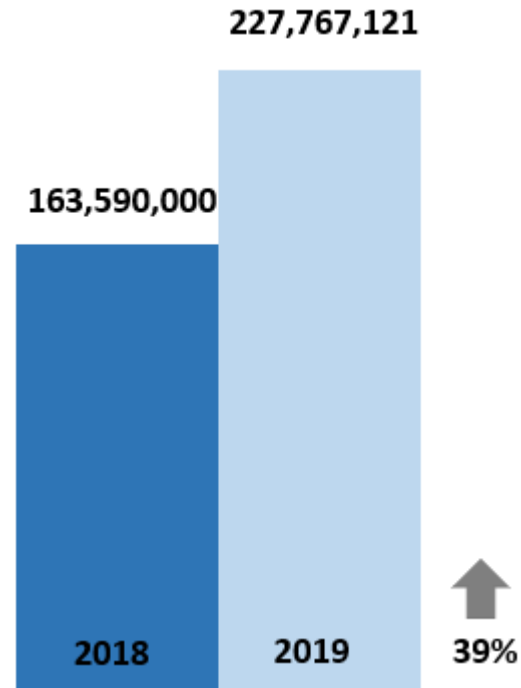
- Affordability
- Food & Drink
- Winter Events
- Outdoor activities



# Impressions



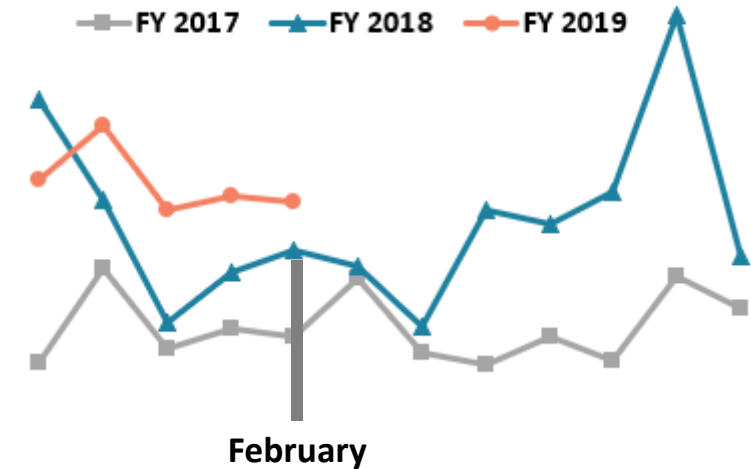
Fiscal Year To Date



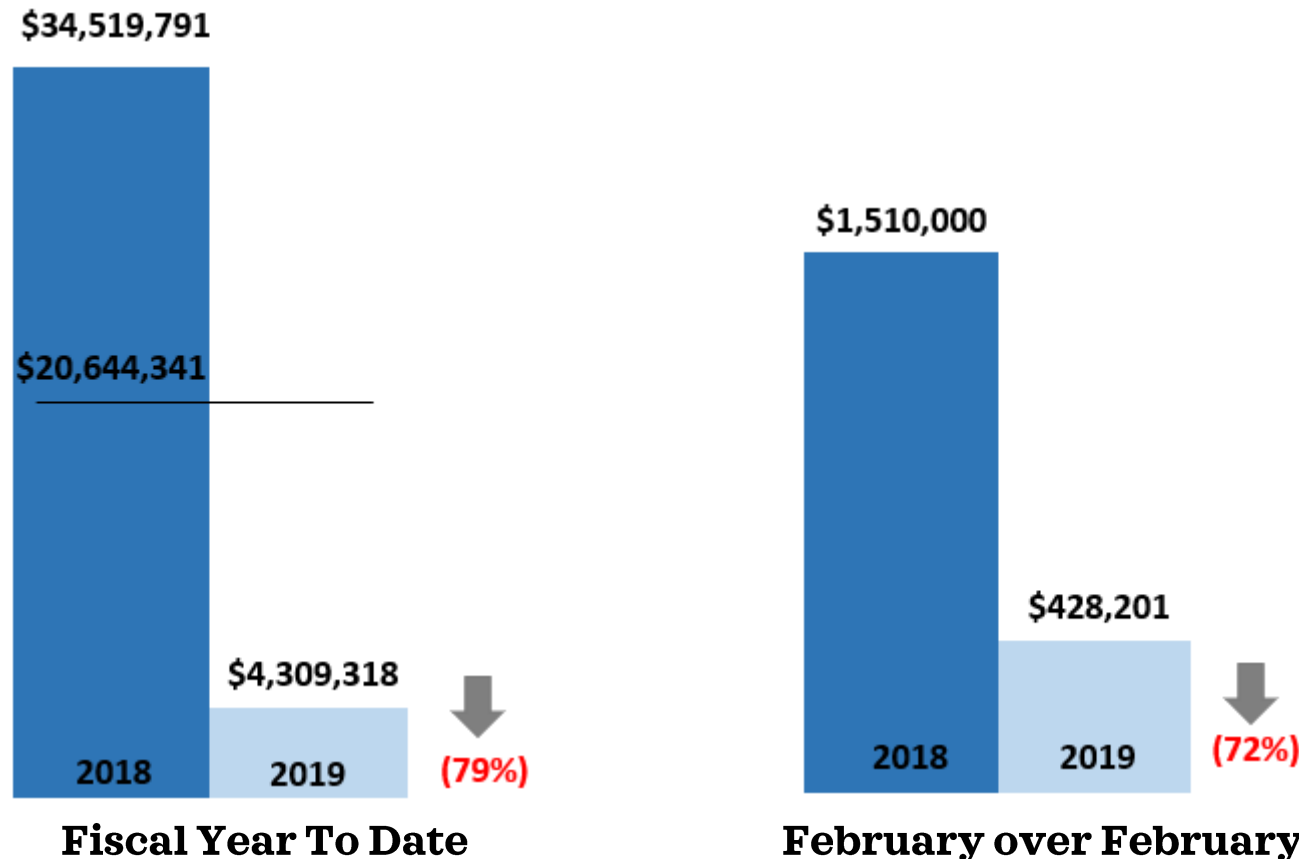
February over February

## Major Outlet Drivers:

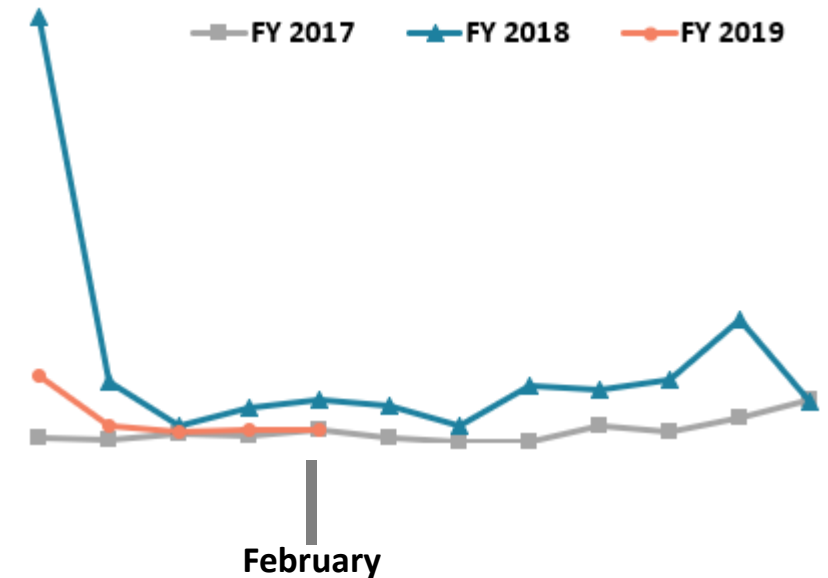
- MSN - 87 M
- USA Today - 22 M
- Yahoo! Finance - 15 M
- Cosmopolitan - 10 M
- Food Network - 9 M
- Food & Wine - 2 M



# 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.

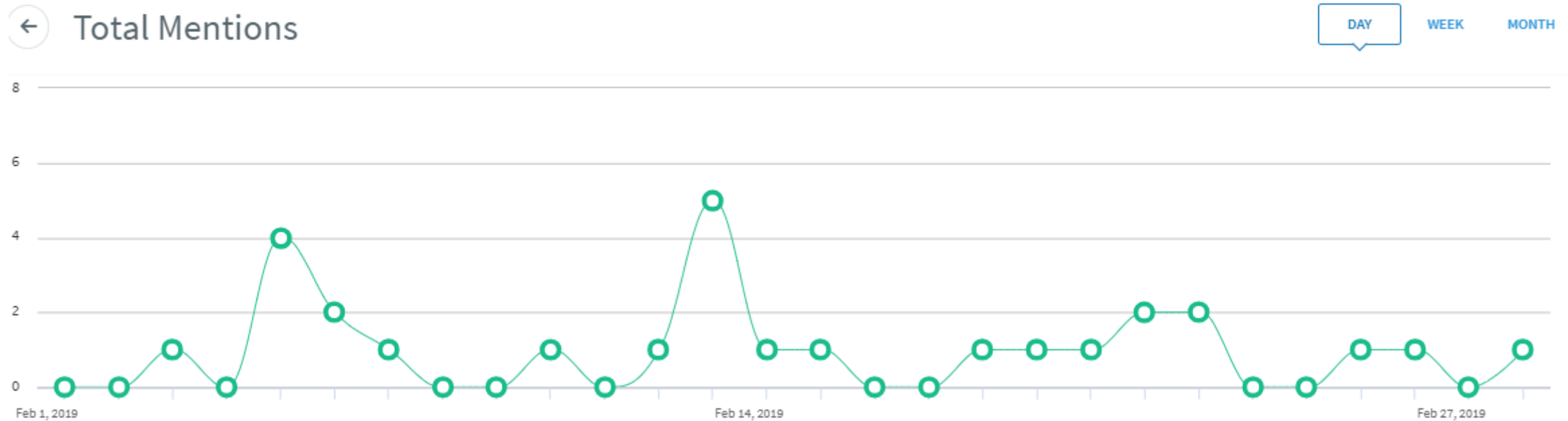




# Earned Media

## Key Messages:

- Family travel
- Romantic getaways
- Affordability
- Small town getaways





## MS Business Journal honors Milton Segarra as a Top CEO of 2019



BILOXI, MS (WLOX) - Milton Segarra, CEO of Visit Mississippi Gulf Coast, was chosen as one of Mississippi's Top CEOs of 2019 by the Mississippi Business Journal.

This is the third year the organization has recognized CEOs who have shaped their business and communities.

"We were delighted to recognize and honor so many great CEOs from Mississippi companies," said Alan Turner, Publisher of the Mississippi Business Journal. "There was a great deal of excitement surrounding this event and we were very pleased with the support and participation we received. Being able to recognize for the third year, the people who work to create jobs, build new facilities, and contribute to our state's economy and our communities has been very gratifying and rewarding to us."

Segarra accepted his award at the Mississippi Business Journal's 2019 Top CEO Awards dinner, held at the Old Capitol Inn Thursday, January 31.

"It is such an honor to be recognized as one of the top CEOs by such an esteemed publication that is such a vital source of business news for the state of Mississippi," said Segarra. "This award is a true reflection of the hard work of our staff and Board of Commissioners, who are dedicated to the growth and success of the travel and tourism industry on the Mississippi Gulf Coast, which has a great economic impact on the region and the state of Mississippi as a whole."

## Local Media Coverage



## Restaurant and hotel tax could pay for tourism spending increase



BILOXI, MS (WLOX) - A bill designed to give Mississippi tourism more money is alive in Jackson, the state capitol.

The Mississippi legislature is considering legislation that would designate three cents worth of existing sales tax collections from hotels and restaurants for advertising on tourism around the state.

Milton Segarra, president and CEO of Visit Mississippi Gulf Coast thinks the state's current budget of \$3.8 million is not enough and more is needed to lure more people to the Magnolia State.

"Right now, we need to elevate all the different things you can do when you visit Mississippi. North Mississippi, Jackson and the Coast can tag along specific marketing and promotional efforts. [What] they can do will result in more people coming this way," said Segarra.



## Tourism on the Coast continues upward trend



BILOXI, MS (WLOX) - Tourism is on the rise for the Mississippi Gulf Coast, according to a tourism leaders, which is great news for local businesses.

The Gulf Coast Business Council and members of the Mississippi Gulf Coast Chamber of Commerce received a status report Thursday on tourism from Visit Mississippi Gulf Coast CEO Milton Segarra.

The bottom line: the numbers are up on most tourism indicators for 2018, and the Coast is on an upward trend for 2019.

Segarra went over his five step strategic plan that was revealed last last year. That plan includes a development plan for potential investments; experience development, which includes festivals and events; public policy integration, which includes beautification projects and infrastructure projects; gaming edge, for casino development; and branding.

Of course, the big reveal of Visit Mississippi Gulf Coast's new branding, will be March 11.

## Local Media Coverage

## SunHerald

### What's the Mississippi Coast's new slogan? Big reveal coming.

BILOXI — It been in the works for more than a year and now it's time for the grand reveal of a [new tourism slogan](#) for Visit MS Gulf Coast.

The announcement comes March 11 at an event in Gulfport for tourism and business leaders. The reveal immediately kicks off a \$965,000 marketing campaign on television, internet TV, billboards and social media designed to inspire people to vacation on the Coast.

Last year many Coast residents shared their ideas for what they consider a slogan that captures the spirit of the place and the people of South Mississippi.

Segarra [arrived on the Coast](#) a year ago from his former tourism directorship in Puerto Rico. At his first Visit MS Gulf Coast meeting in January 2018, he announced, "We're going to rock the boat a little bit. But we need to do it."

He set right in [shaking that boat](#), convincing the Visit MS Gulf Coast board members who hired him that the Coast could do better than the previous brand of "Stay Awhile and You'll Get it."

The board got behind him as he formed an advisory group of tourism professionals from across the country and as he laid the groundwork for the new slogan.





# SPENDING MORE ON TOURISM



Members of the Mississippi House are pushing for the state to spend more money on tourism advertising.

The House voted 111 to 5 for House Bill 1102. This bill would be worth about \$11 million after a three year phase in.

- Advertisement -



CUSTOM LOGO MERCHANDISE

 <p>Reusable Sili...</p>	 <p>Stainless Stee...</p>	 <p>LEEMAN NYC...</p>
 <p>Soft Silicone...</p>	 <p>Sili Square Tu...</p>	 <p>Plastic Lunch...</p>

Currently, the Mississippi Development Authority spends about \$3.8 million on advertising.

The Gulf Coast is the main tourist destination in the state of Mississippi, bringing in nearly one-third of all of the tourists. Visit Mississippi Gulf Coast CEO Milton Segarra said, "More than 32,000 people are working because of our industry. We represent more than 260,000 millions in taxes, in jobs, it's by far one of the most important. The reason why we keep promoting and making sure people come and visit is because every visitor that comes here represents an economic impact and opportunity for development on the Coast."

# Local Media Coverage



# MOTOR COACH ASSOCIATION VISITS IMMS



220 people in the travel and tourism industry are on the coast this week absorbing all things South Mississippi. These 220 people came down for the Tennessee Motor Coach Association conference. This conference let these tourism industry professional have a chance to connect and share ideas. Tonight, the group celebrated the long week of networking they have done so far at the i-m-m-s in Gulfport.

They also enjoyed all the fun things IMMS has to offer. While here, they are learning about all the tourist attractions on the coast. Jared Stancil the president of The Tennessee Motor Coach Association said "we've had a great time down here. so we have gone on "fam" tours, we call those familiarities tours and so we have learned so much about it. we have gone on boat rides, and bus trips and we have learned a lot about the museums and a lot more about the history so that we can go back and share what a great place this is because we can tell from our personal experience from the great time that we had."

The Tennessee Motor Coach Association has connections throughout the southeast so they can provide the best vacations to their particular clients.



## 48 of the Best Road Trip Destinations in the U.S. for Families



15/49 SLIDES © Getty Images

Full screen 

Ocean Springs, Mississippi

Where to Visit: [Gulf Islands National Seashore](#)

Get ready for a beach day when you arrive in Ocean Springs, Mississippi. Here, spend the day kayaking and camping in the backcountry.

# GAZELLE

## Gulf Coast Seafood Treasures

Forget the beads. Forget the parades. When it comes to Carnival season – the prelude to Mardi Gras – it's all about the food.

Namely, seafood – tons of seafood, harvested along the Mississippi Gulf Coast, which lands on Midwestern plates in classics like gumbo, jambalaya and hand-held po' boys. And don't forget the oysters, served baked, boiled or nude on the half-shell, seafood treasures found along the Mississippi Gulf Coast, where 70 percent of the nation's shrimp and oysters are harvested – a fact that draws the seafood-starved South, especially during the winter, to eat along the coastal region of the Mississippi Seafood Trail, where the restaurants serve wild-caught Gulf Coast seafood.



Serious shrimp fans make winter pilgrimages to Biloxi, home of Mississippi's shrimp fleet, where eateries offer a staggering number of preparations that would make Forrest Gump smile. Here is where shrimp aficionados who crave adventure, along with dinner, can troll for their supper.



# Country Roads

## 90 Miles Down 90

The Mad Lifestyle Journalist of the Marigny meanders over to Mississippi.



I left the city on Highway 90, both to start my adventure in alternate-route earnest and to avoid the gleeful suicidality all drivers on I-10 east out of New Orleans seem to share. Roadside glitter included gloriously decaying mid-century motels and miles of whimsically named beach houses and fishing camps. You never reach an area that feels truly rural, but as the density of the city gave way to more spacious settlement I felt the familiar feeling, both relaxing and thrilling: I'm getting out of town.

## Coastal Mississippi Assisted Media Coverage

**TheActiveTimes®**  
BE FIT • FIND ADVENTURE • VISIT THE WILD

## The Best Date Spot in Every State



### Mississippi: Betsy Ann Riverboat (Biloxi)

Docked between The Golden Nugget and Margaritaville in [Biloxi](#), the [Betsy Ann Riverboat](#) is a wonderful way to enjoy a sundowner with your sweetie. The riverboat is one of the last steamwheel paddleboats in the US. The two-hour dinner cruise takes up to 150 passengers along the [Mississippi](#) Gulf Coast; it is one sailing trip you won't soon forget.

coastal  
MISSISSIPPI | *The Secret Coast*

# Reader's Digest

## 50 Most Romantic Hotels in Every State



### Mississippi: Roost Ocean Springs

Renovated in 2016, [Roost Ocean Springs](#) is a stunning property offering suites in the heart of downtown Ocean Springs that are within easy walking distance to the beach. The owners maintained the beautiful oak trees and salvaged the original wood accented throughout the building. The boutique hotel is a historical landmark that welcomes guests with luxuriously appointed, themed suites. Look for art that celebrates the harmony between the charming town and nature.

*The Discoverer Blog*

## The Coolest City to Visit in Each State

### Mississippi – Gulfport



Many people forget the fact that some Mississippi cities are located along the desirable Gulf of Mexico. Gulfport — as the name suggests — is one of those cities. Those who love the water and marine animals will jive well with Gulfport. It boasts 62 miles of beachy shorelines, a plethora of water sports and activities to choose from and easy access to [Ship Island](#), part of the Gulf Islands National Seashore.

**Don't miss:** A sailing charter, one of the top-rated ways to experience the Mississippi Gulf Coast.

# Coastal Mississippi Assisted Media Coverage

coastal  
MISSISSIPPI | *The Secret Coast*

# Social Media Metrics



Monthly  
Increase

201  
Flat

43  
1%

5  
>1%

249  
4%

463  
Flat

107  
5%

806  
Flat

February  
2019

139,783  
Facebook  
(Total Likes)

14,956  
Twitter  
(Total Followers)

980  
Pinterest  
(Total Followers)

8,296  
Instagram  
(Total Followers)

1,277,129  
YouTube  
(Lifetime Followers)

2,461  
LinkedIn  
Total Followers

1,443,605  
Total





### Visit Mississippi Gulf Coast

Published by Sparkloft Media [?] • February 5 at 3:30 PM •

It's time to dust off your purple, gold and green. What's on your Mississippi Gulf Coast Mardi Gras itinerary? <http://bit.ly/2SgHZR5>



### Link to Post

2,659 Likes, 109 Shares, 43 Comments

visitmscoast  
Gulfport, Mississippi



visitmscoast We're still over the moon at this view of the Jones Park Lighthouse. 📸: @alexnorthphotographer #MSCoastLife

[View all 20 comments](#)

FEBRUARY 5

### Link to Post

2,461 Likes, 20 Comments



### Visit MS Gulf Coast @VisitMSCoast

What's waiting at the end of the rainbow? Fun at the @GoldenNuggetBX, of course. 📸: @gcashio1 via Instagram #MSCoastLife [pic.twitter.com/dlo7qUEJ6Y](http://pic.twitter.com/dlo7qUEJ6Y)



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Your Tweet has 3,097 total impressions so far. Get more impressions on this Tweet!

Promote your Tweet

Impressions 3,097

Total engagement 81

Media engagement 48

Likes 20

Profile clicks 5

Retweets 3

Replies 2

Detail expands 2

Hashtag clicks 1

# SOCIAL MEDIA

**THANK YOU**

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