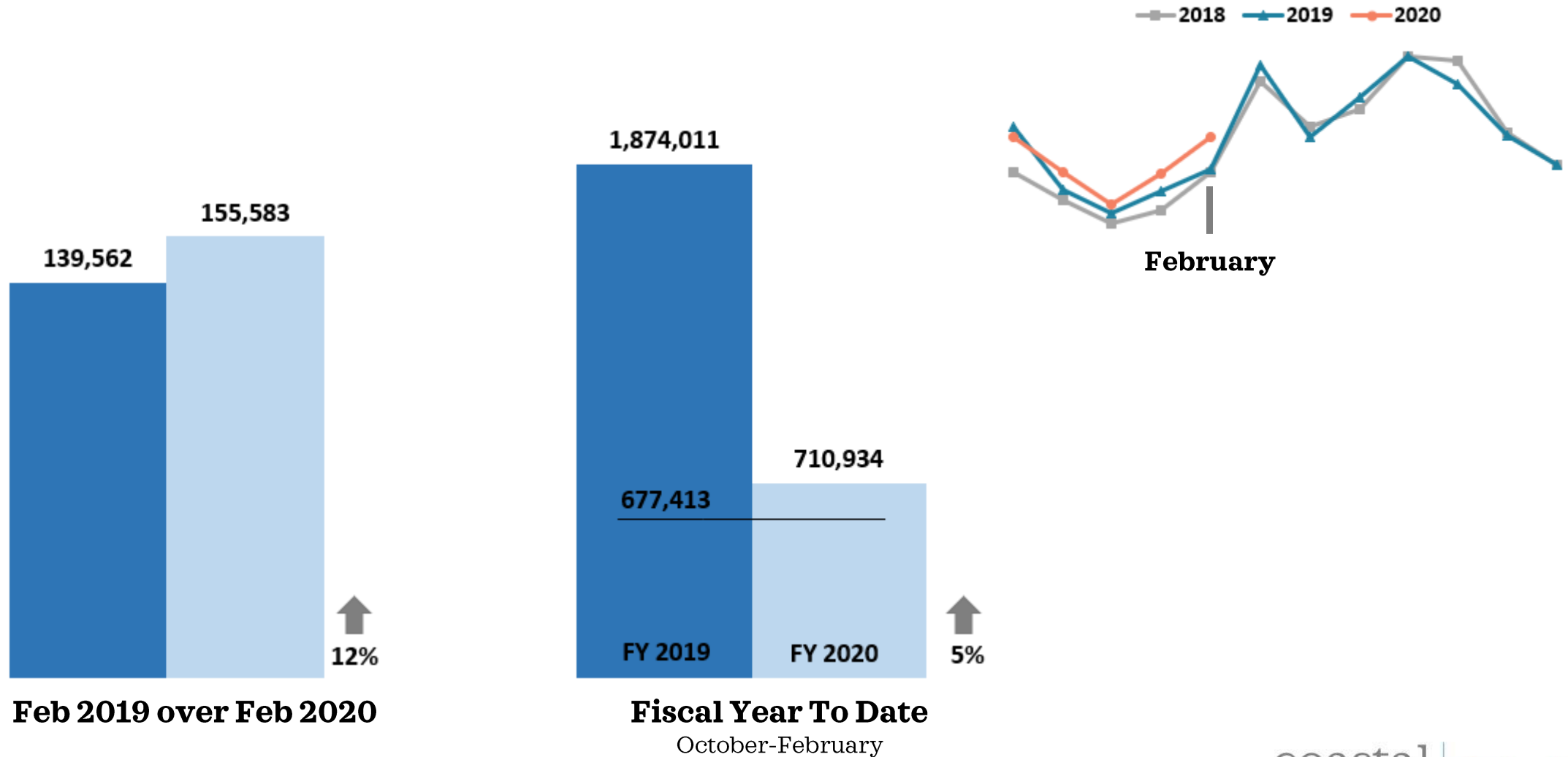


coastal MISSISSIPPI *The Secret Coast*

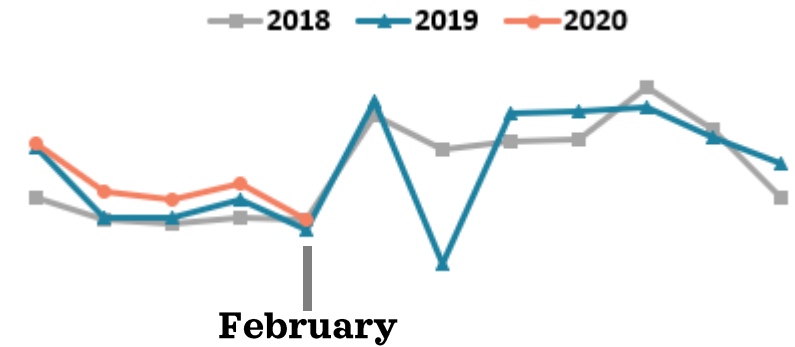
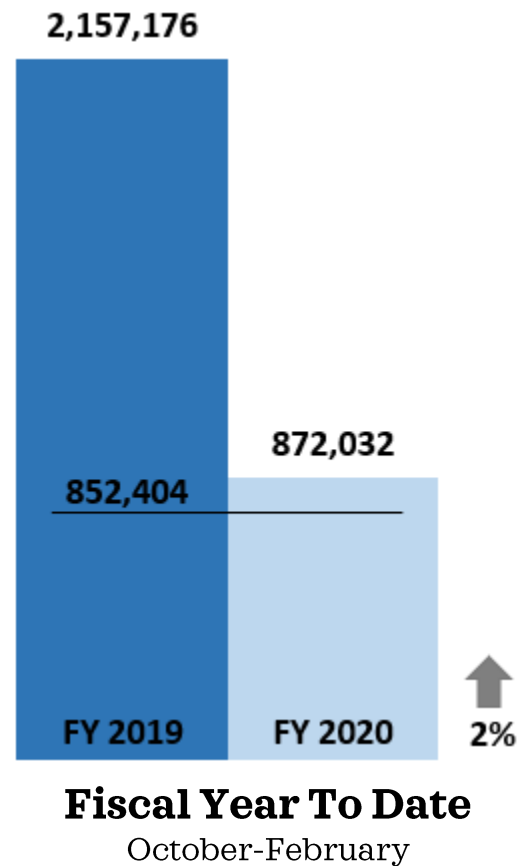
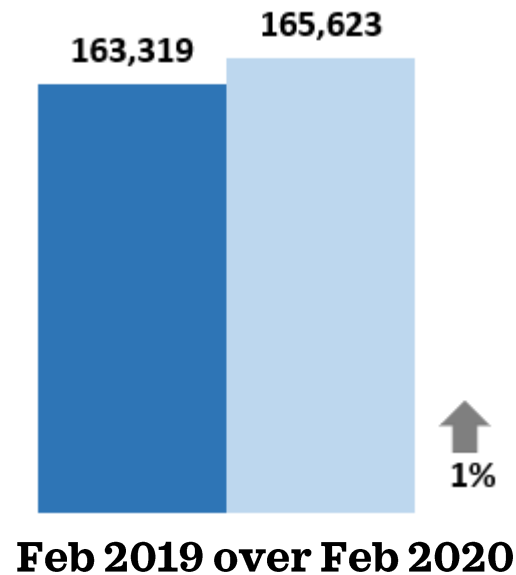
- Key Performance indicators
- February 2020

Non-Casino Rooms Sold

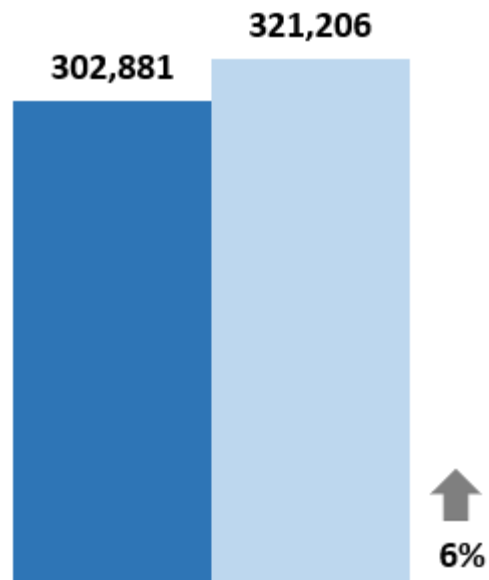


Source: STR

Casino Rooms Occupied

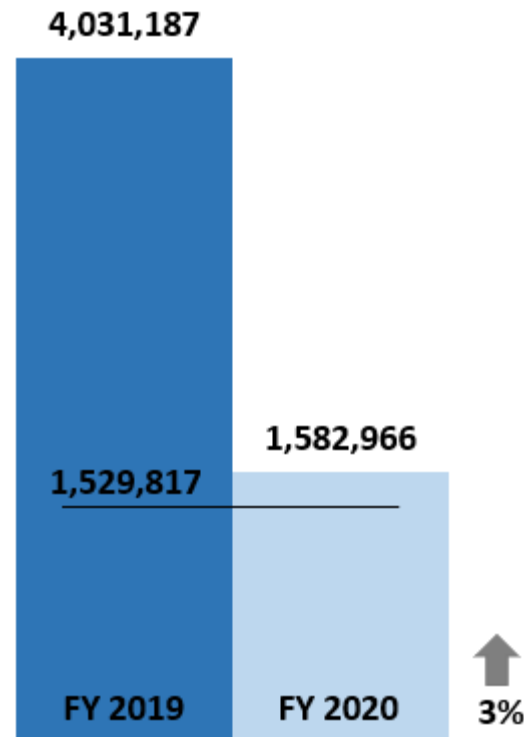


All Rooms Sold/Occupied

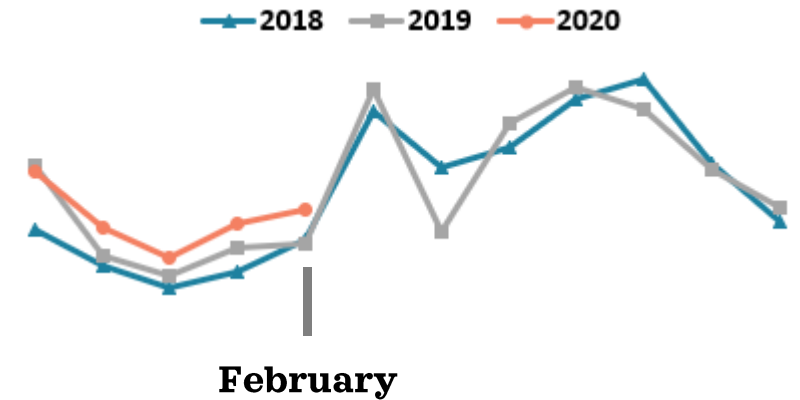


Feb 2019 over Feb 2020

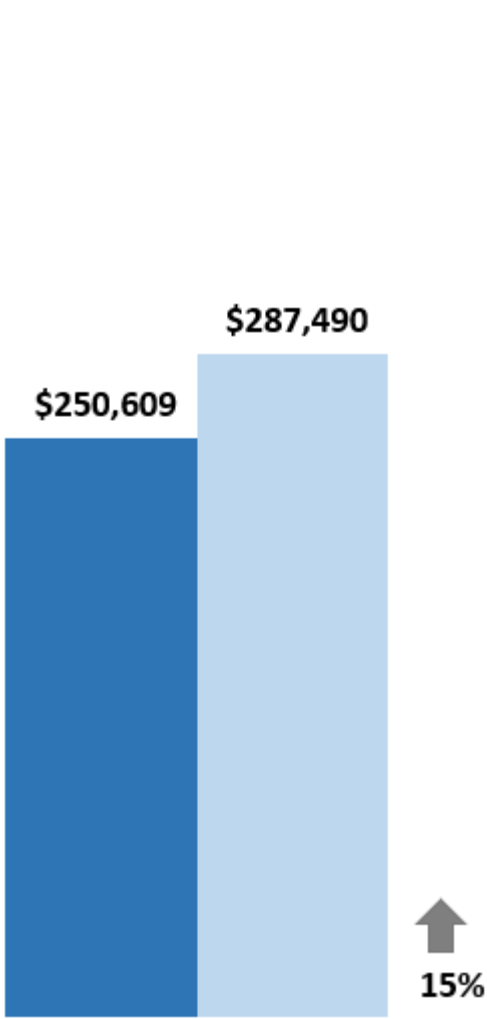
Source: STR & MS Gaming Commission



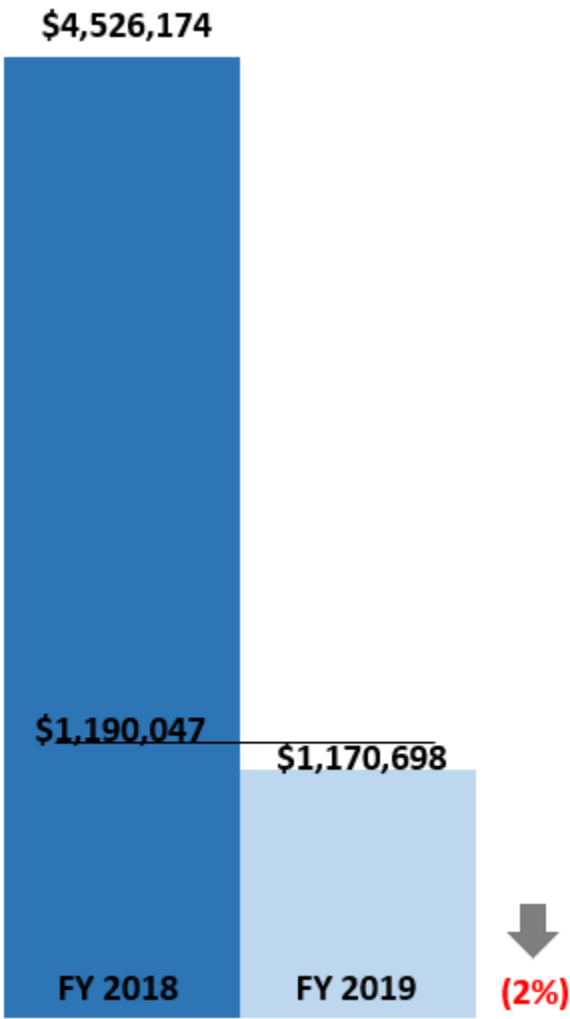
Fiscal Year To Date
October-February



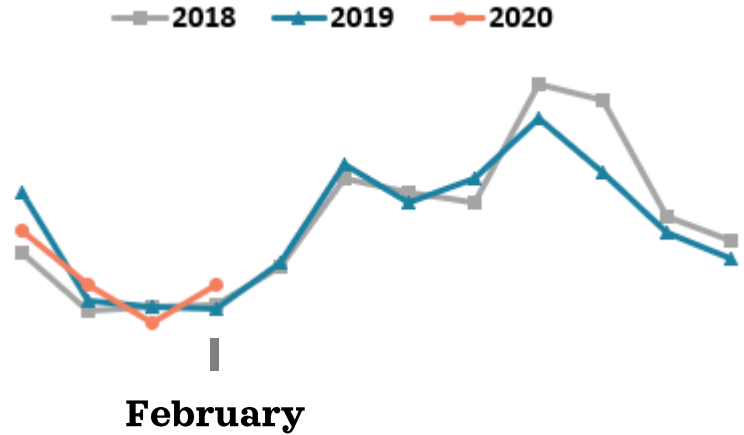
Occupancy Tax Receipts



Jan 2019 over Jan 2020

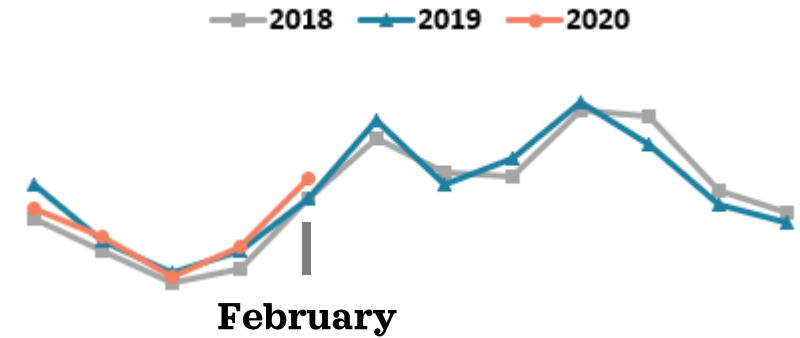
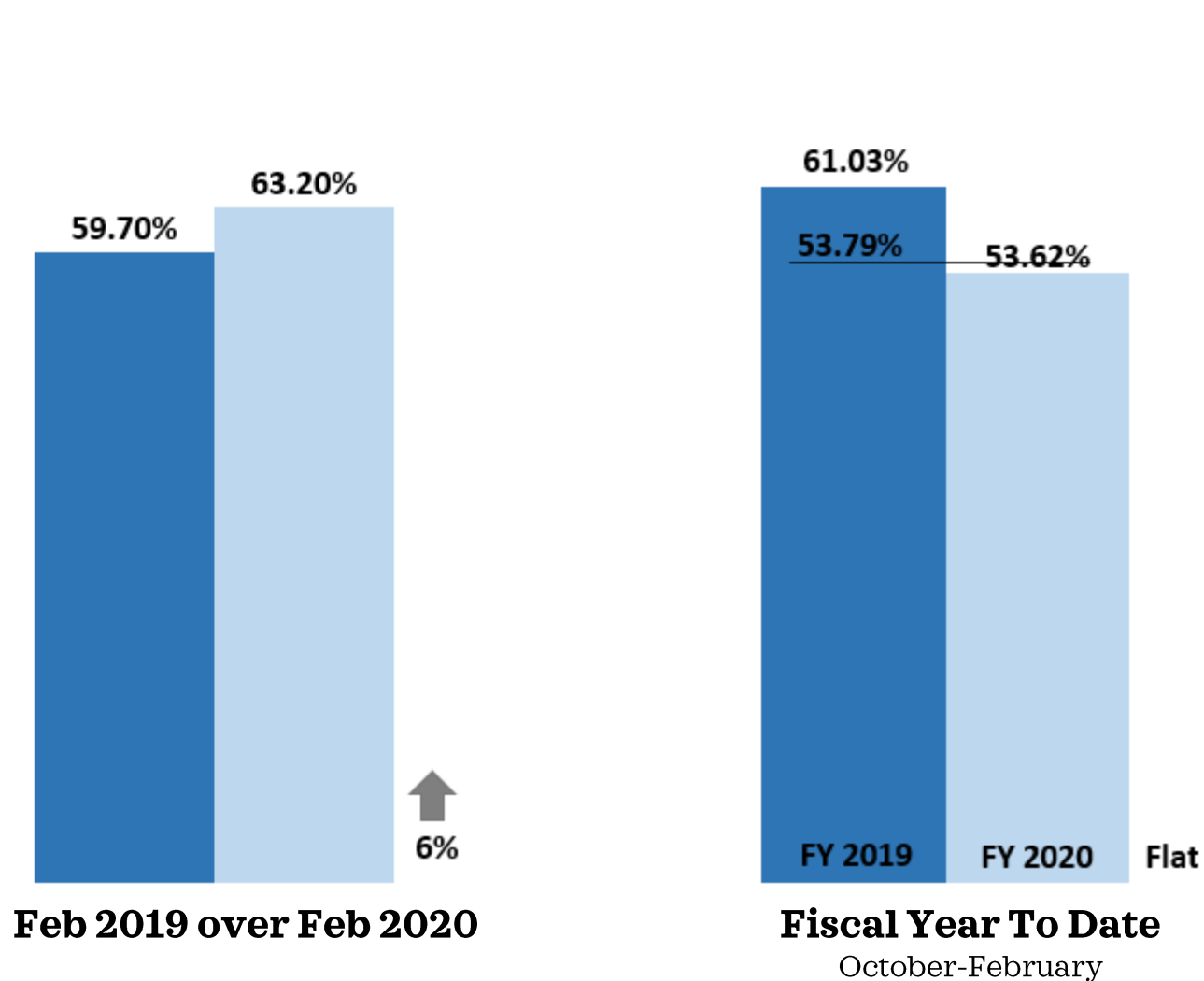


Fiscal Year To Date
October-January

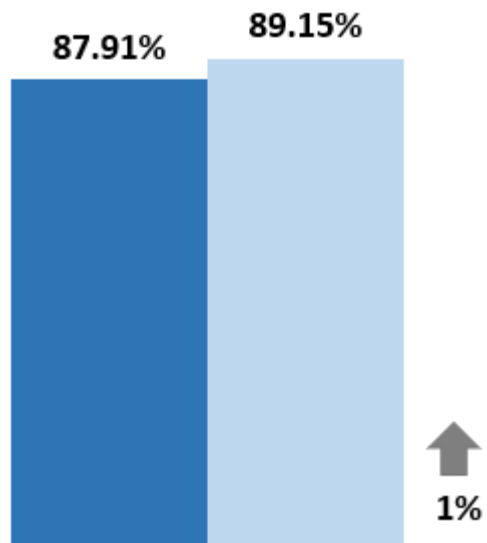
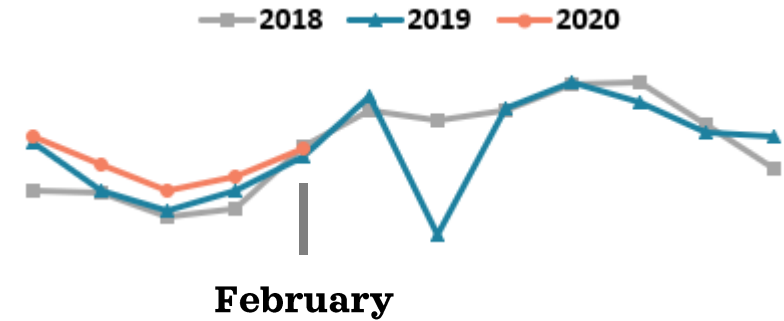


Source: MS Department of Revenue

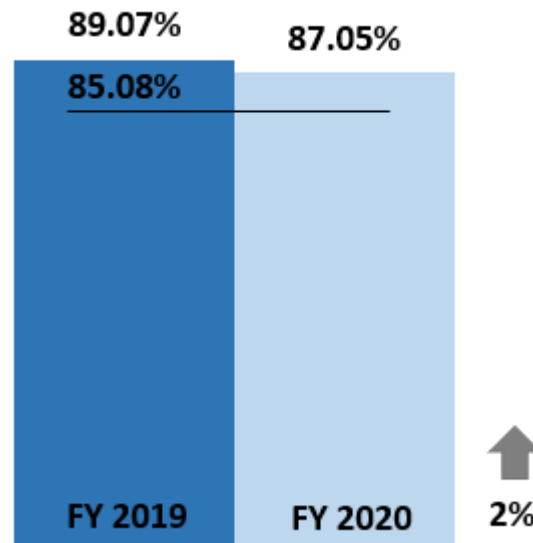
Non-Casino Occupancy



Casino Occupancy

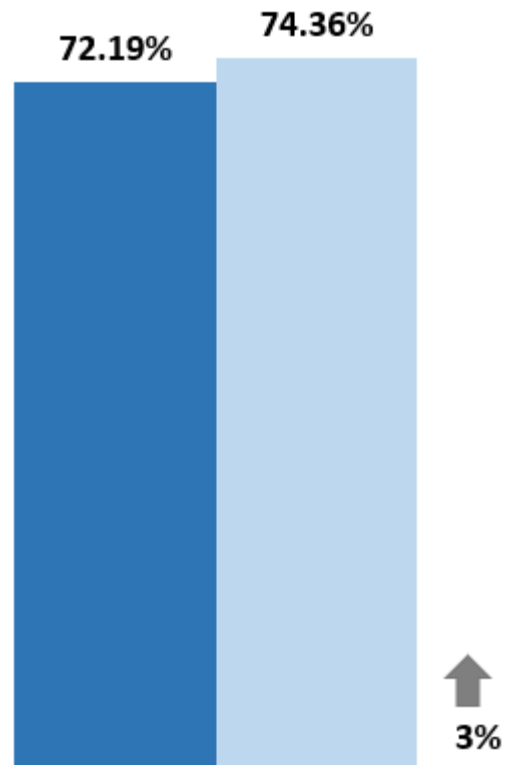


Feb 2019 over Feb 2020

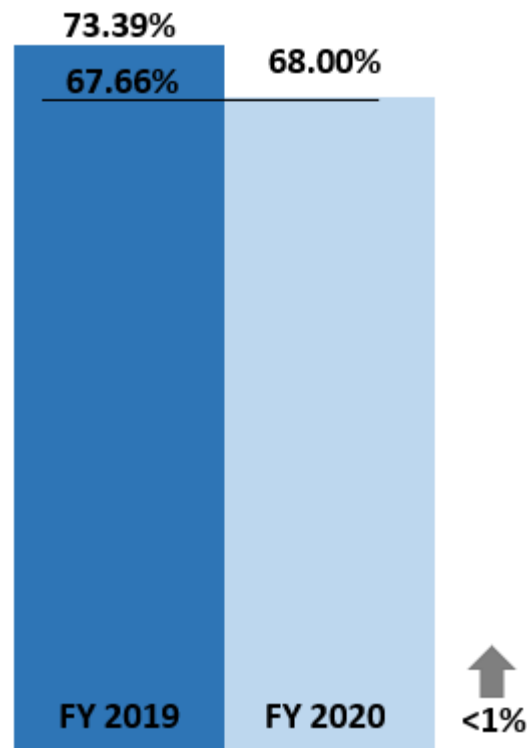


Fiscal Year To Date
October-February

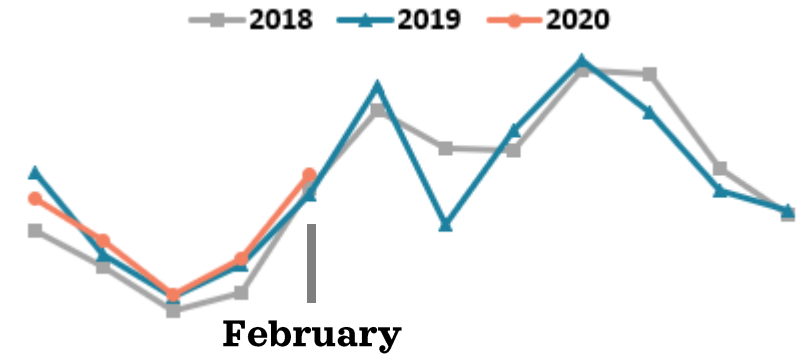
All Occupancy



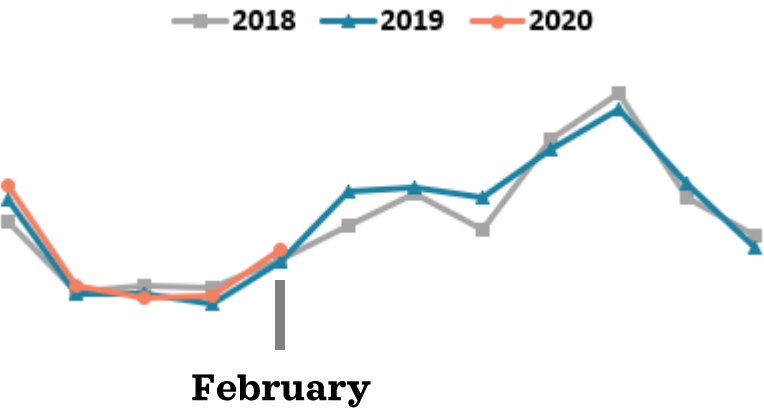
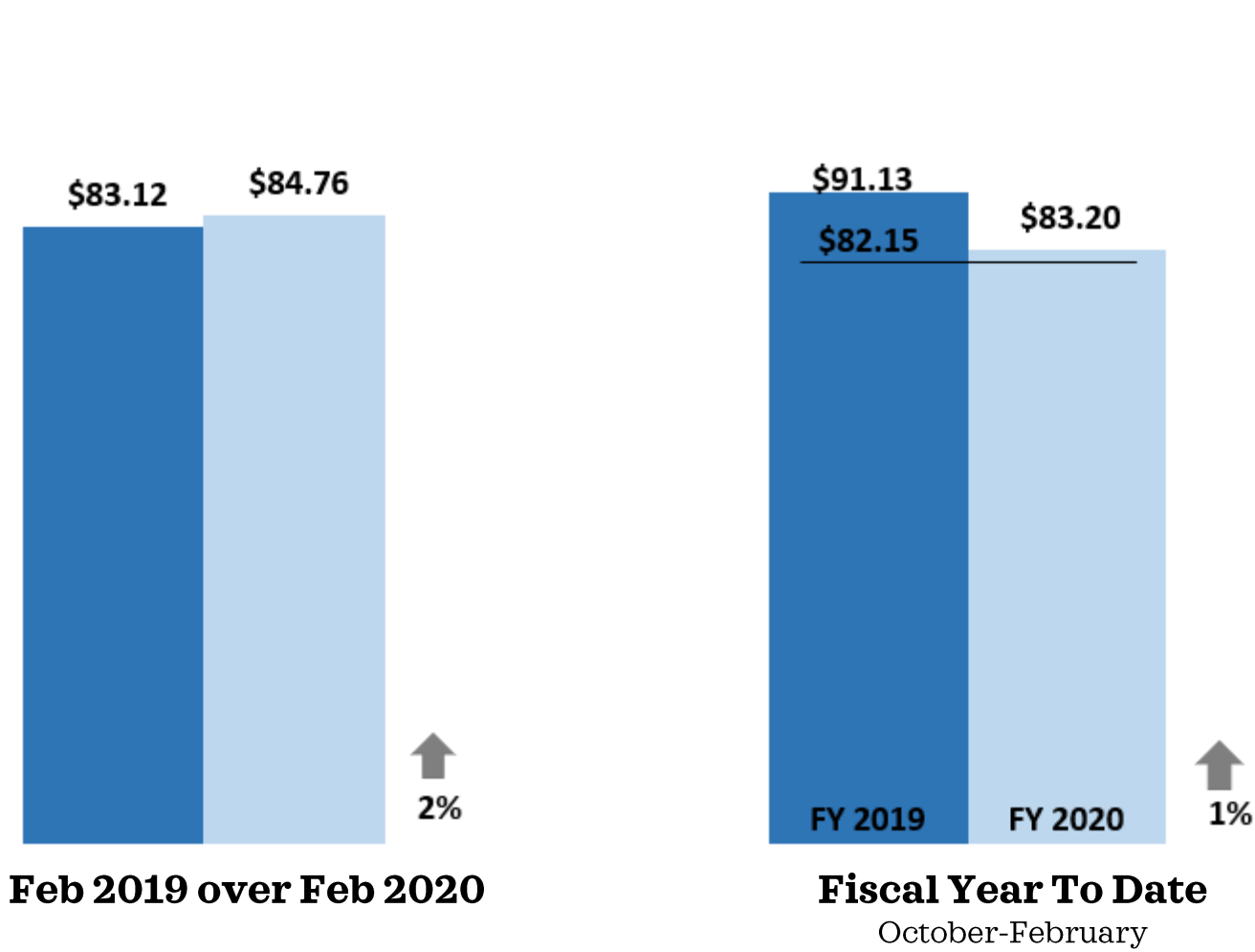
Feb 2019 over Feb 2020



Fiscal Year To Date
October-February

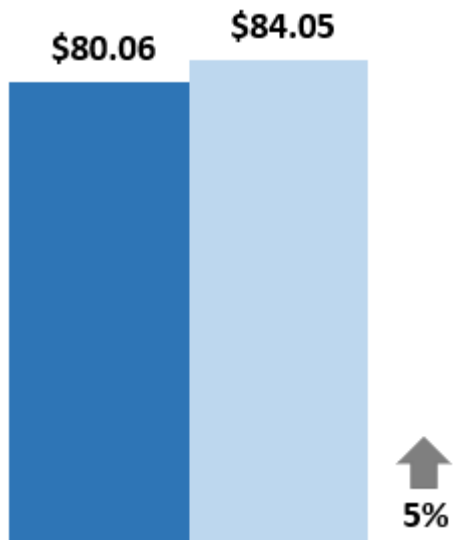


Non-Casino ADR

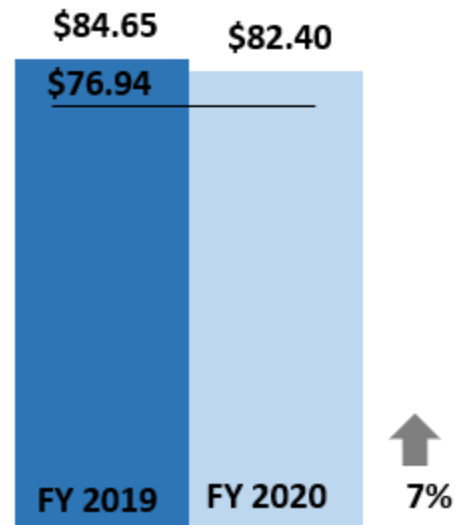


Source: STR

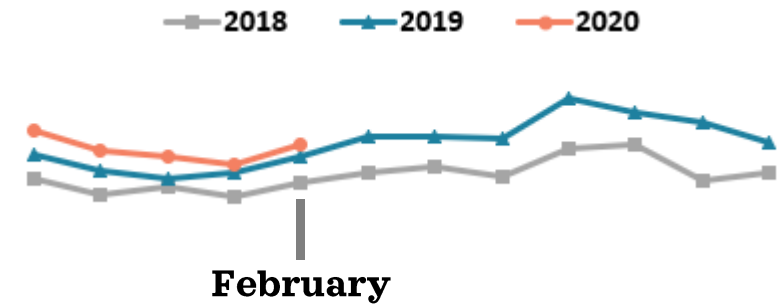
Casino ADR



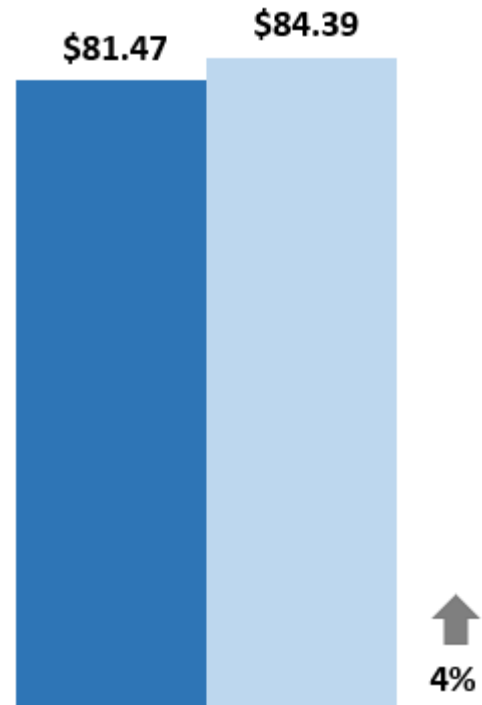
Feb 2019 over Feb 2020



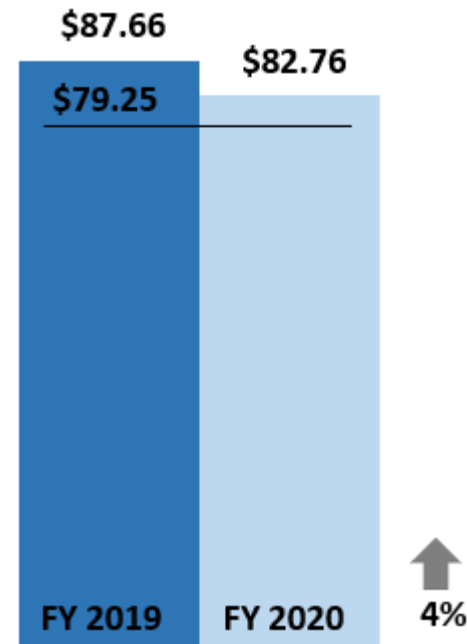
Fiscal Year To Date
October-February



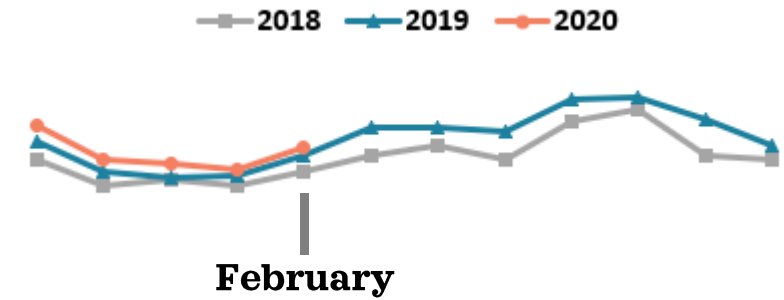
All ADR



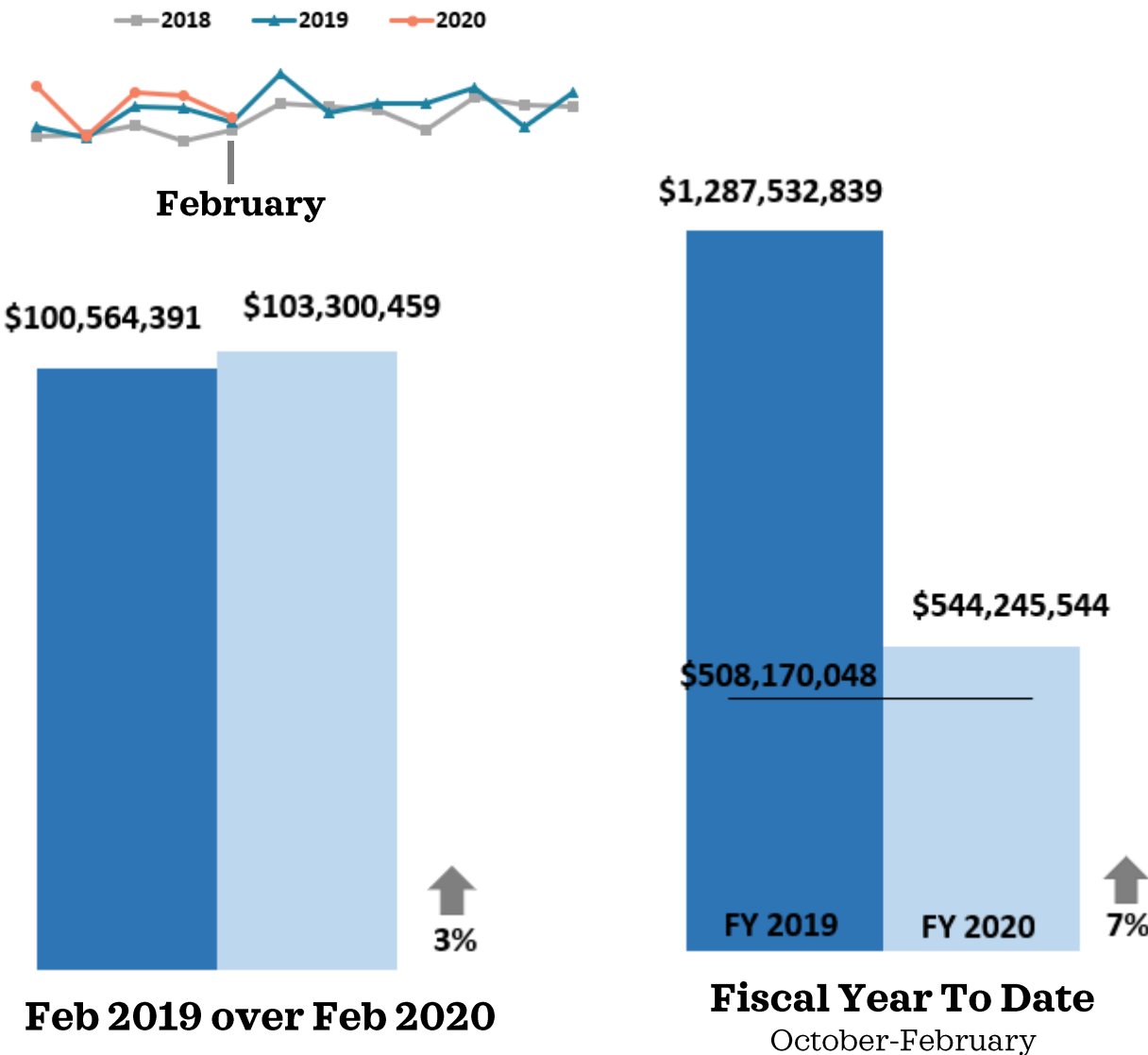
Feb 2019 over Feb 2020



Fiscal Year To Date
October-February

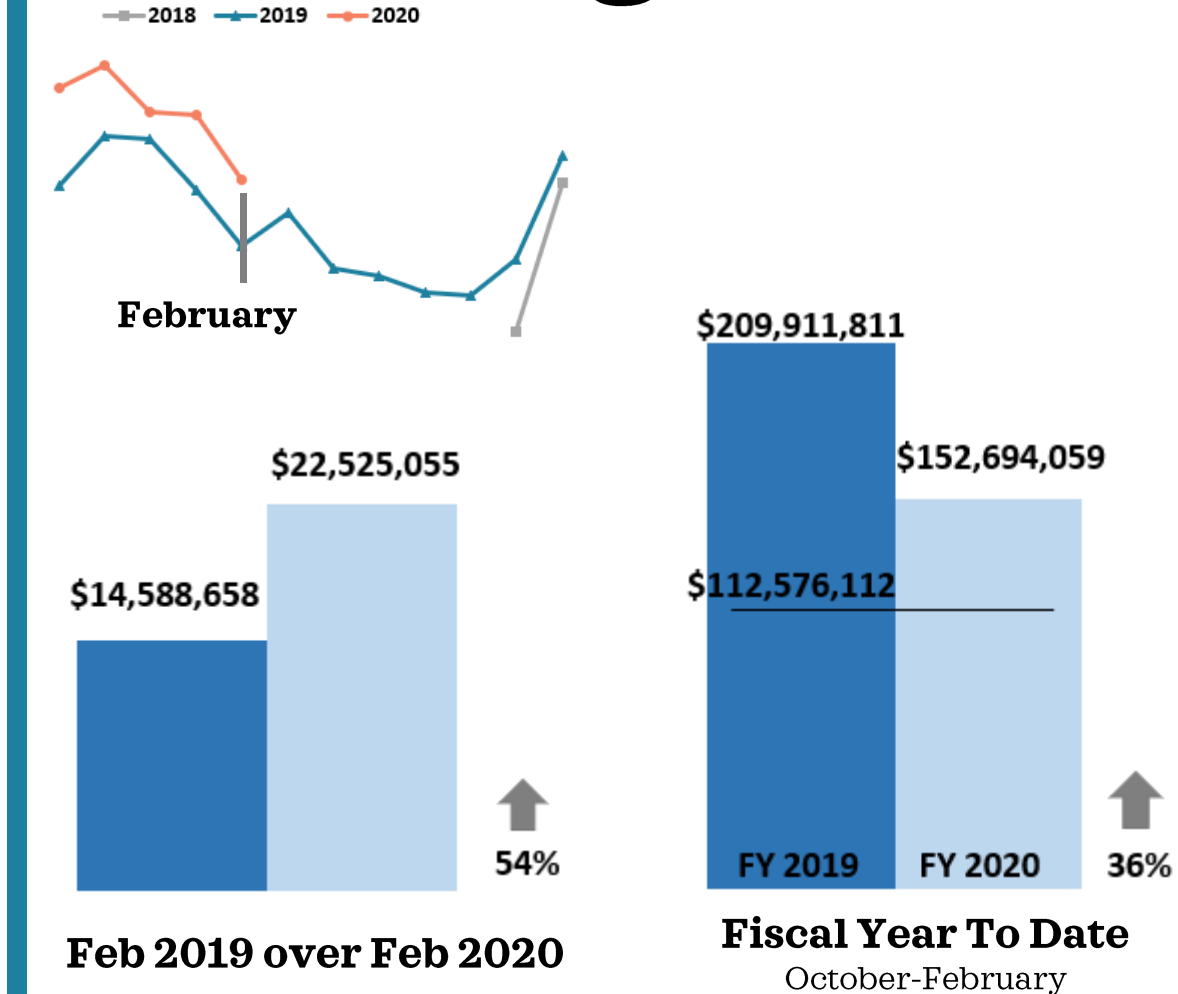


Gaming Revenue



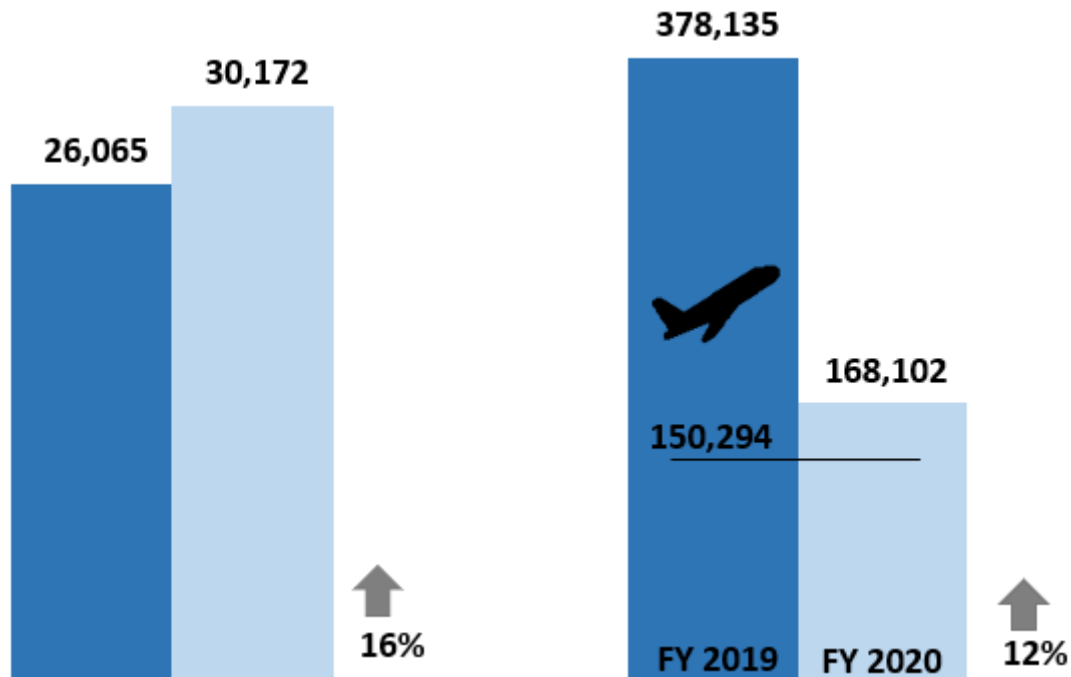
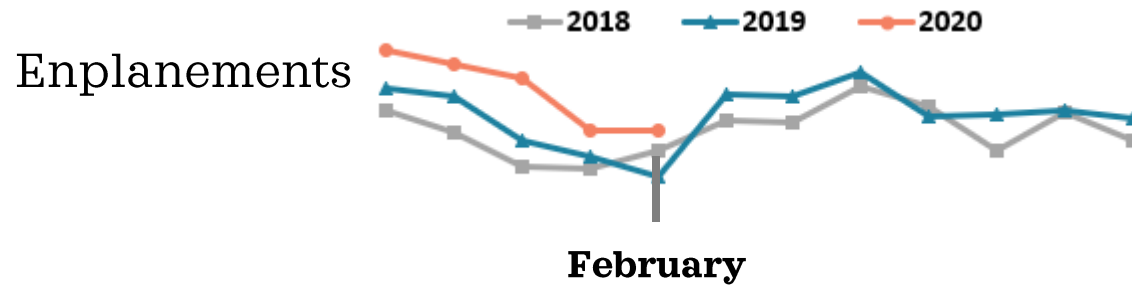
Source: MS Gaming Commission

Sports Betting Wagers



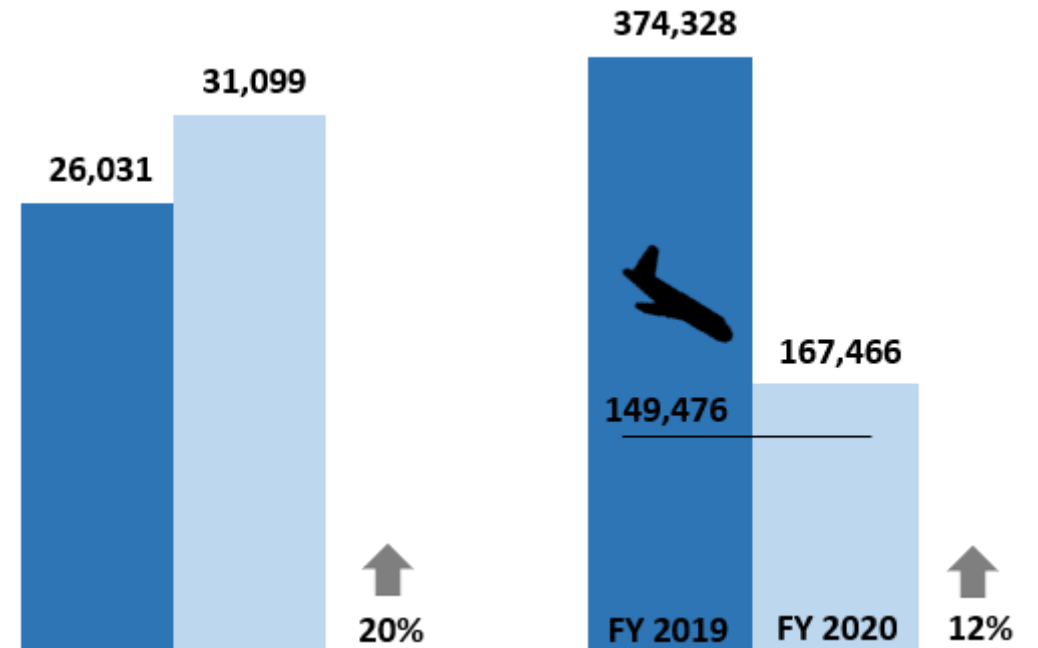
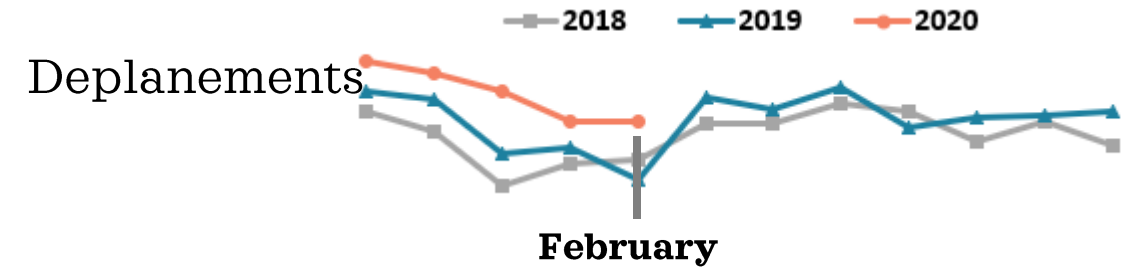
* Sports Betting began August 2018

Airport



Feb 2019 over Feb 2020

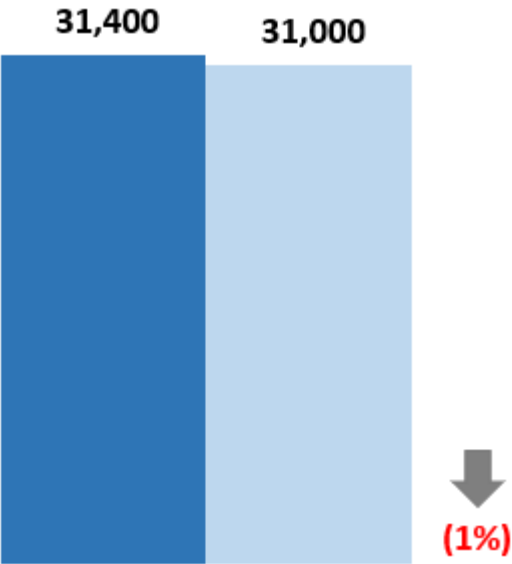
Fiscal Year to Date
October-February



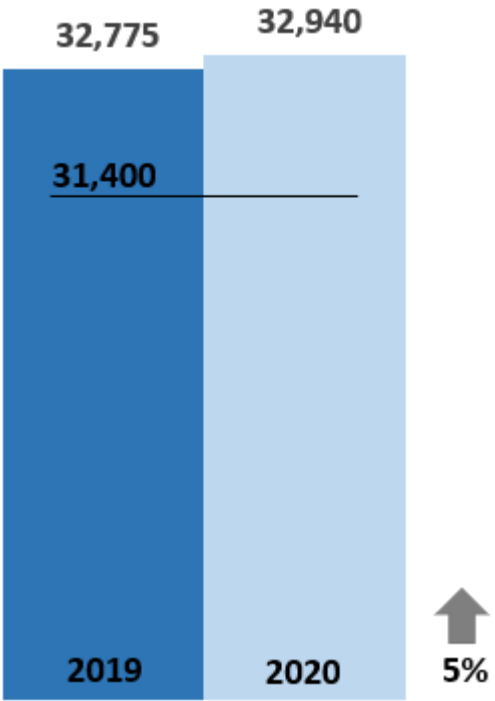
Feb 2019 over Feb 2020

Fiscal Year to Date
October-February

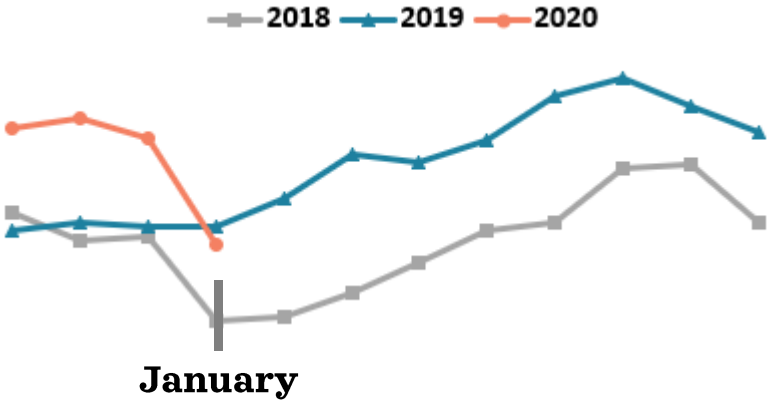
Leisure & Hospitality Jobs



Jan 2018 over Jan 2019



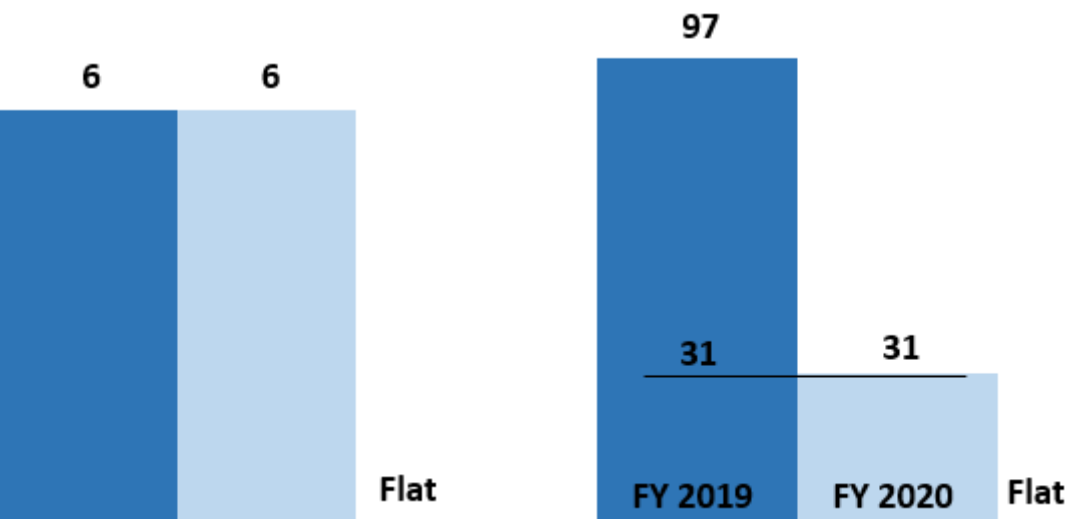
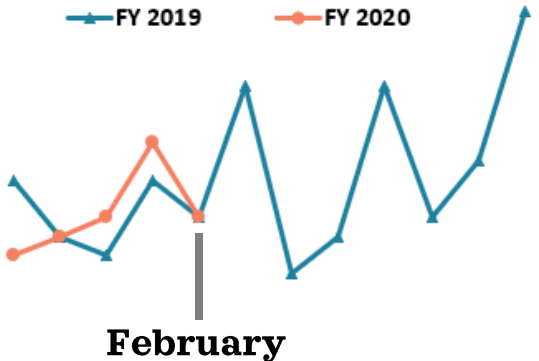
Fiscal Year To Date
October-January



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

Definite Bookings - Meeting/Sports

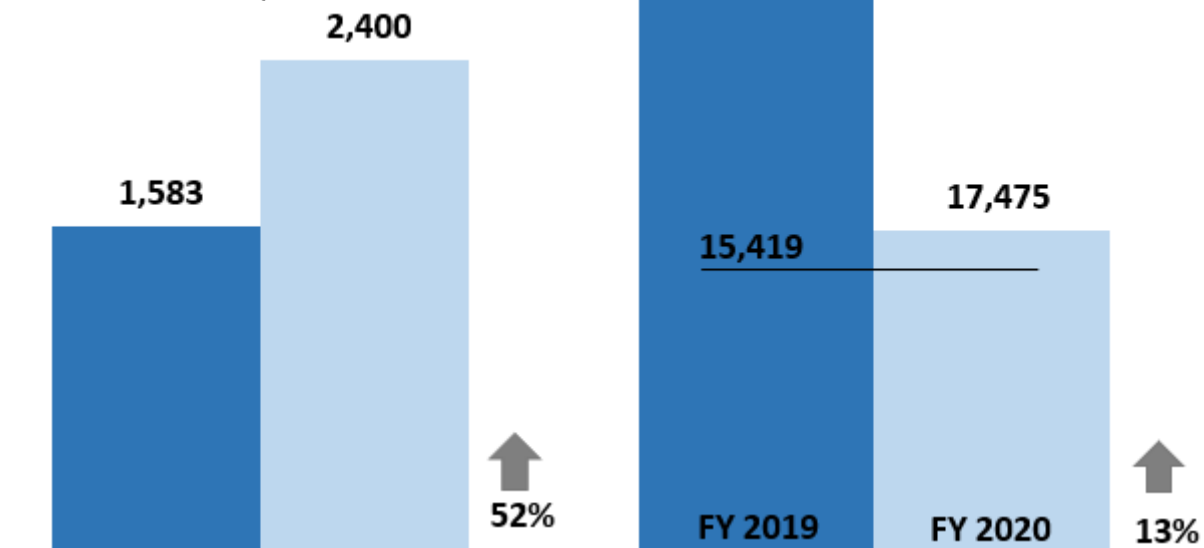
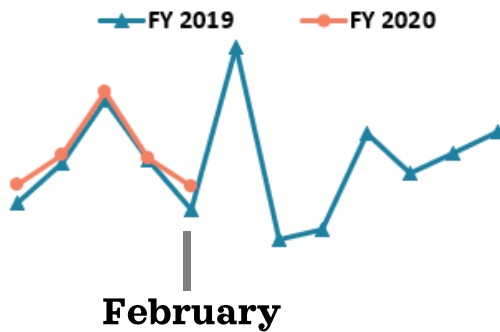
Bookings



Feb 2019 over Feb 2020

Fiscal Year To Date
October-February

Room nights



Feb 2019 over Feb 2020

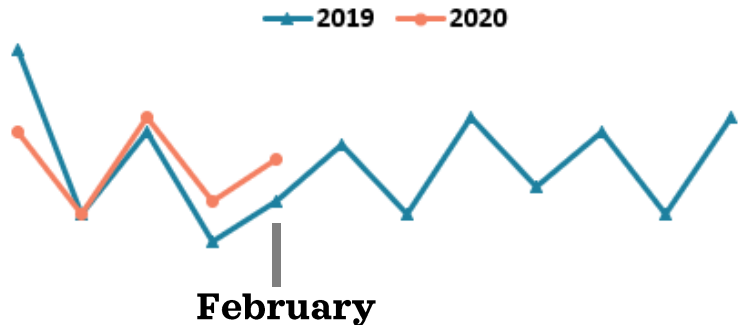
Fiscal Year To Date
October-February

Source: Coastal Mississippi

Definite Bookings - Leisure

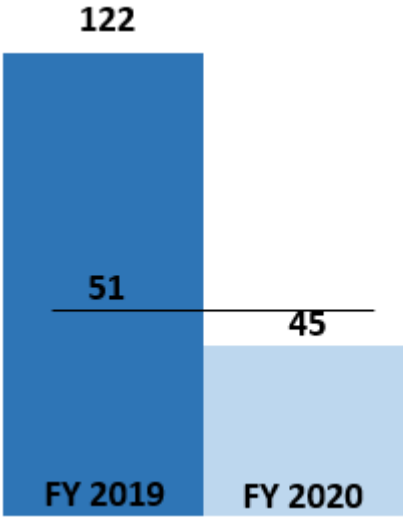
FY 2019 Leisure booking and room nights included FIT business which is not being included in the FY 2020 numbers.

Bookings



Feb 2019 over Feb 2020

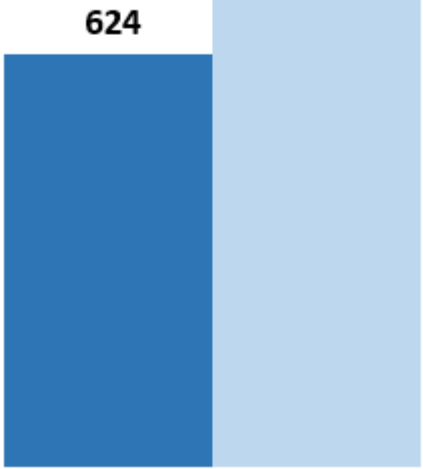
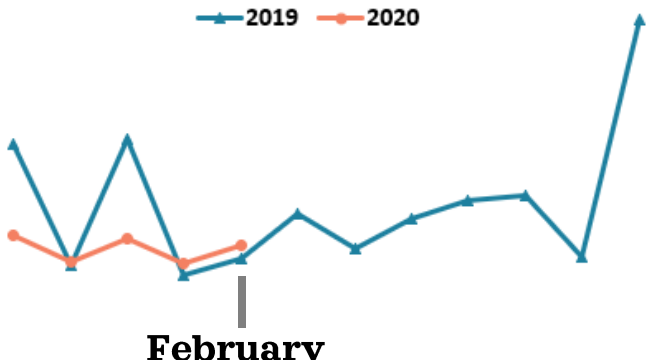
Flat



Fiscal Year To Date
October-February

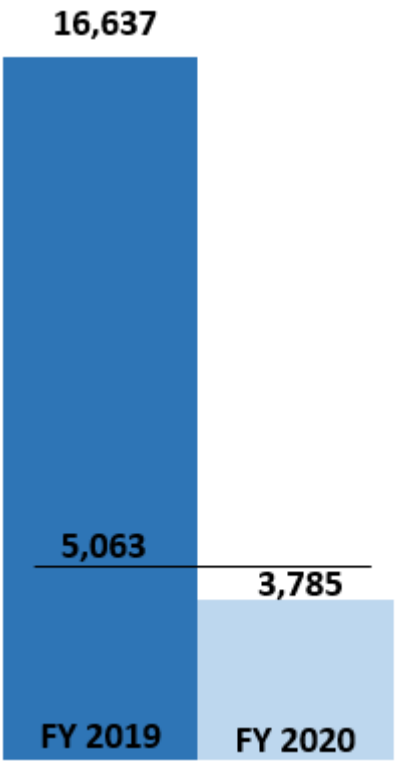
(12%)

Room nights



Feb 2019 over Feb 2020

18%

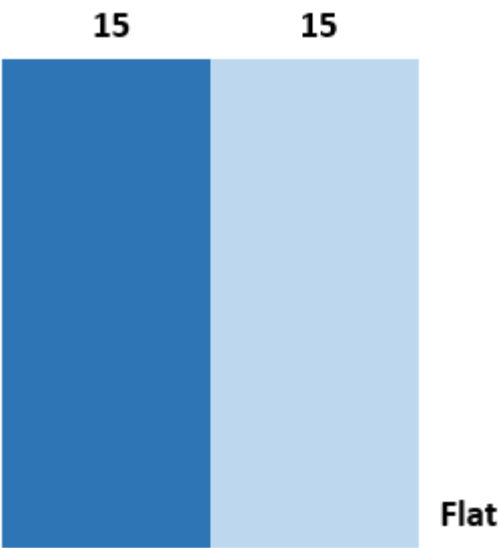
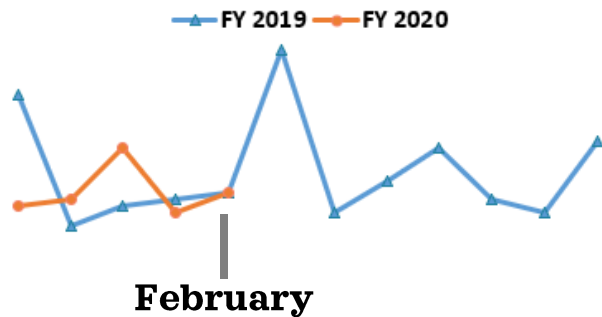


Fiscal Year To Date
October-February

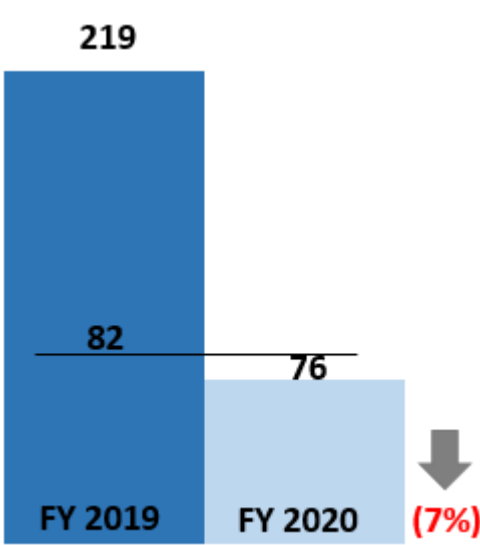
(25%)

Definite Bookings - All Sales

Bookings

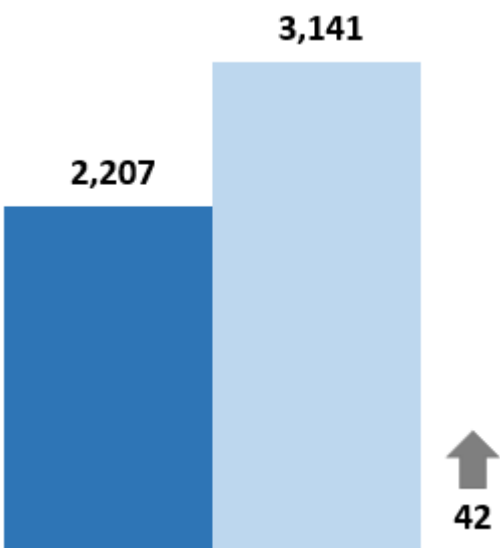
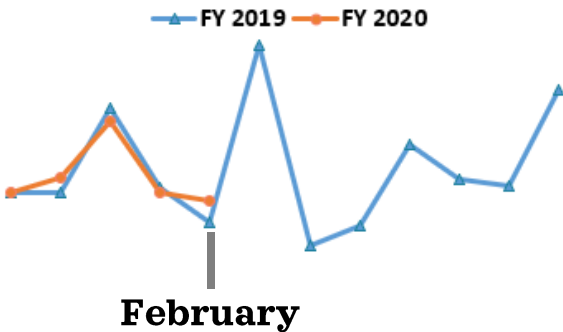


Feb 2019 over Feb 2020

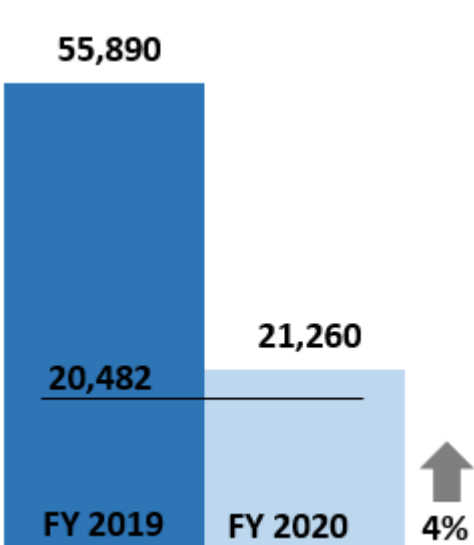


Fiscal Year To Date
October-February

Room nights

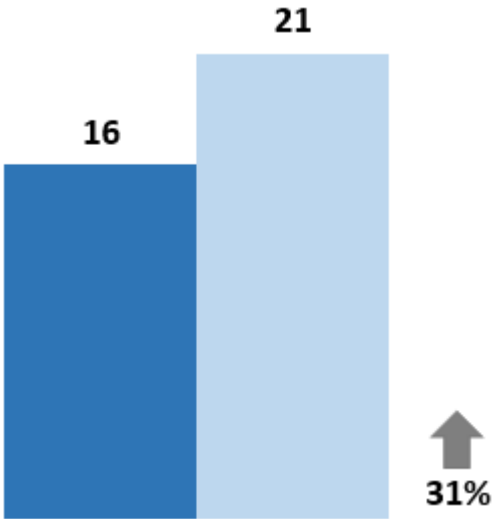
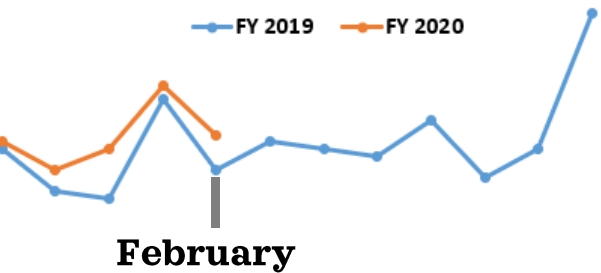


Feb 2019 over Feb 2020

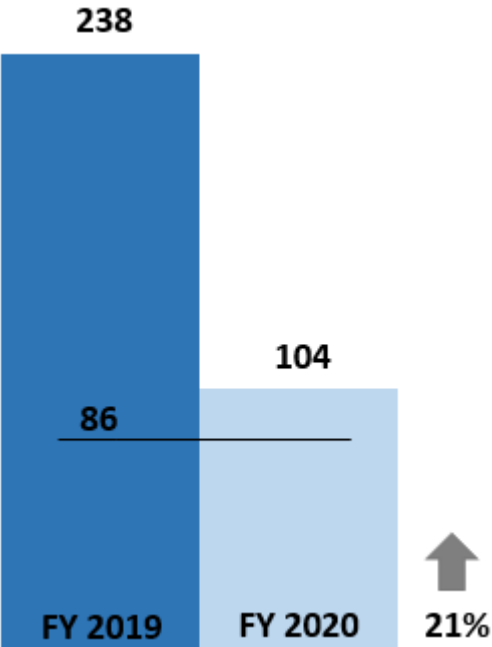


Fiscal Year To Date
October-February

Leads Issued – Meetings/Sports

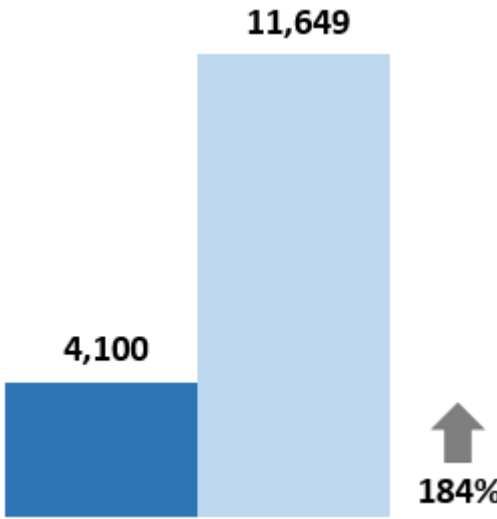
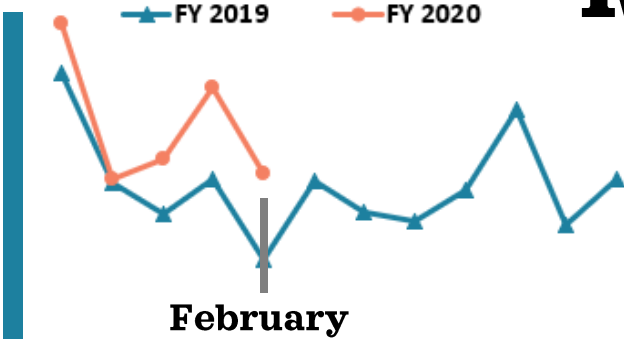


Feb 2019 over Feb 2020

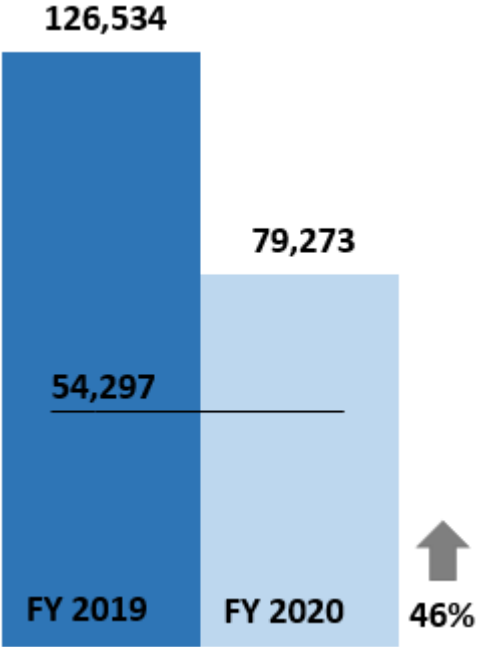


Fiscal Year To Date
October-February

Potential Room Nights

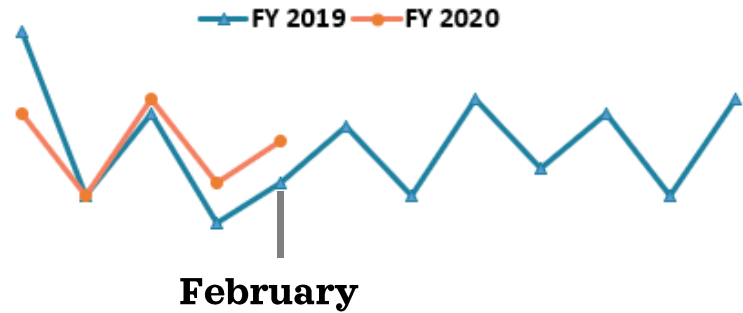


Feb 2019 over Feb 2020

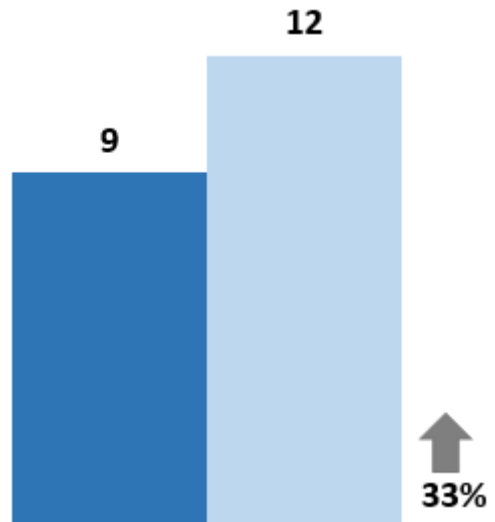


Fiscal Year To Date
October-February

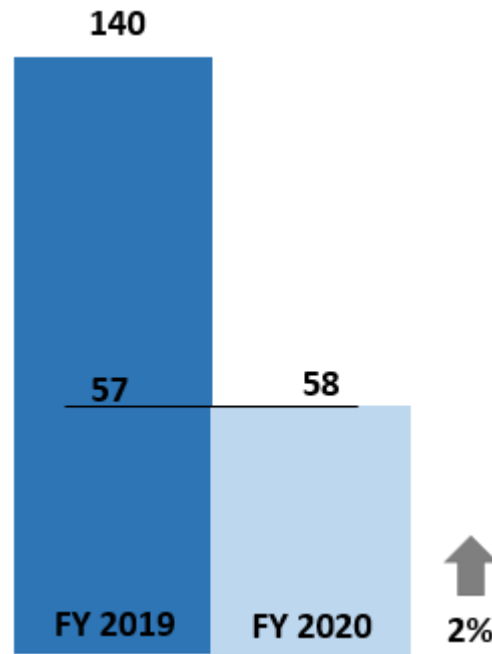
Leads Issued - Leisure



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

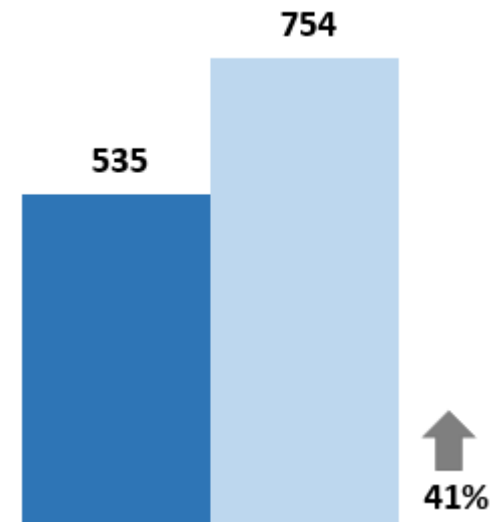
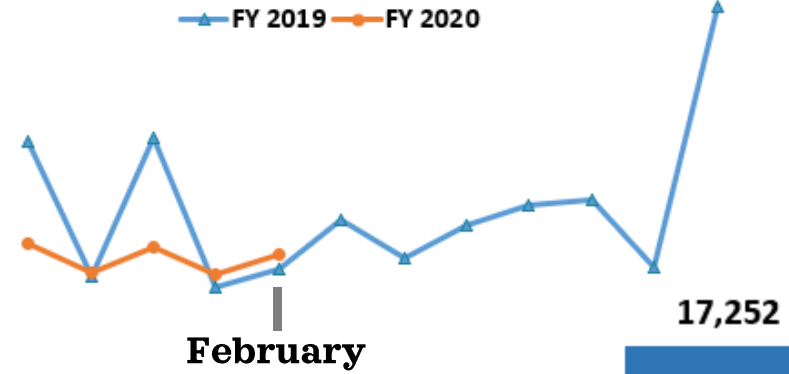


Feb 2019 over Feb 2020

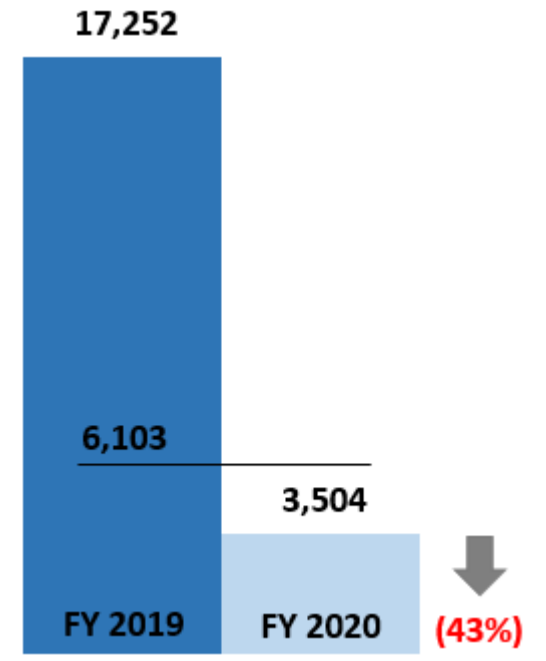


Fiscal Year To Date
October-February

Potential Room Nights

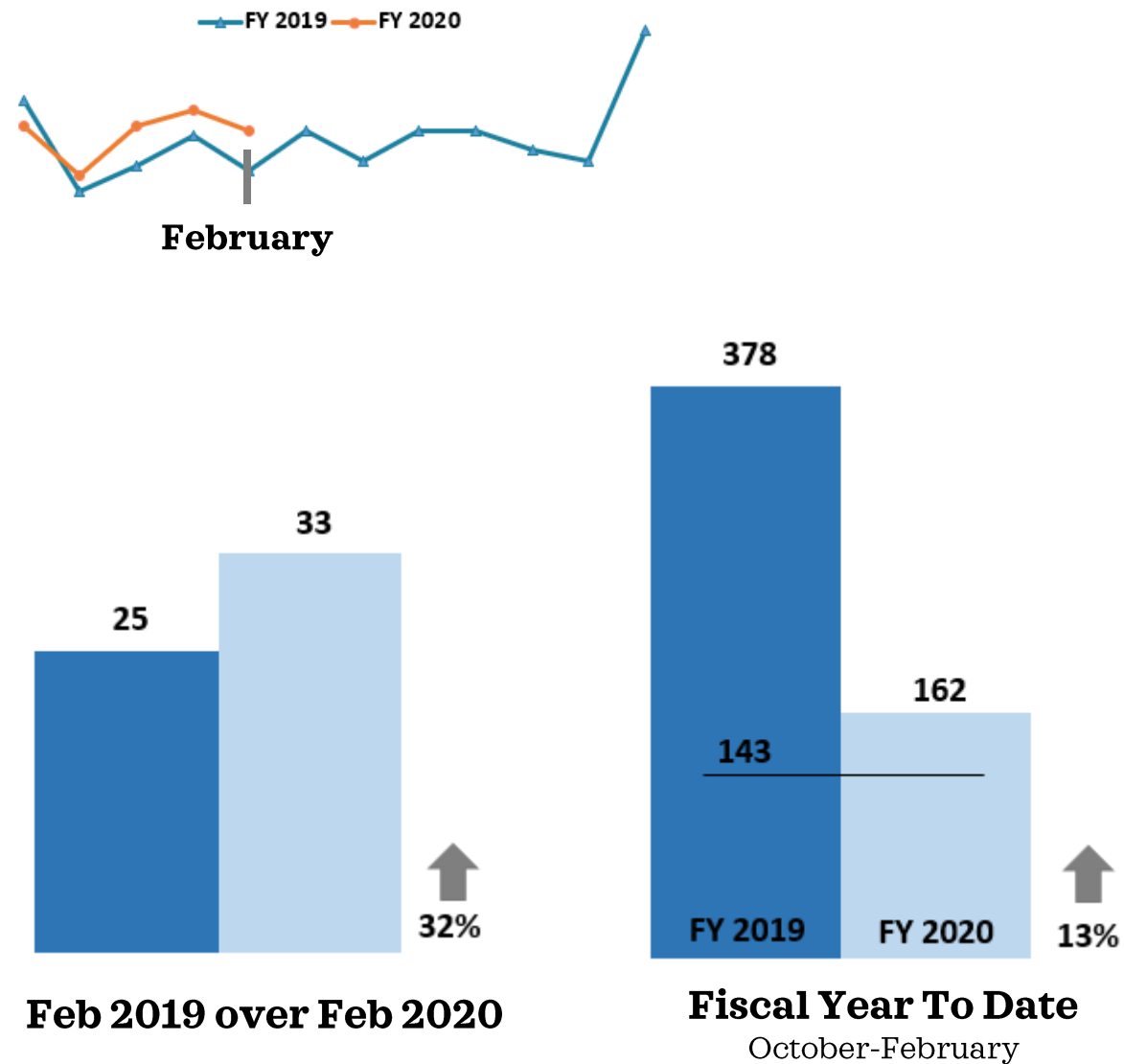


Feb 2019 over Feb 2020

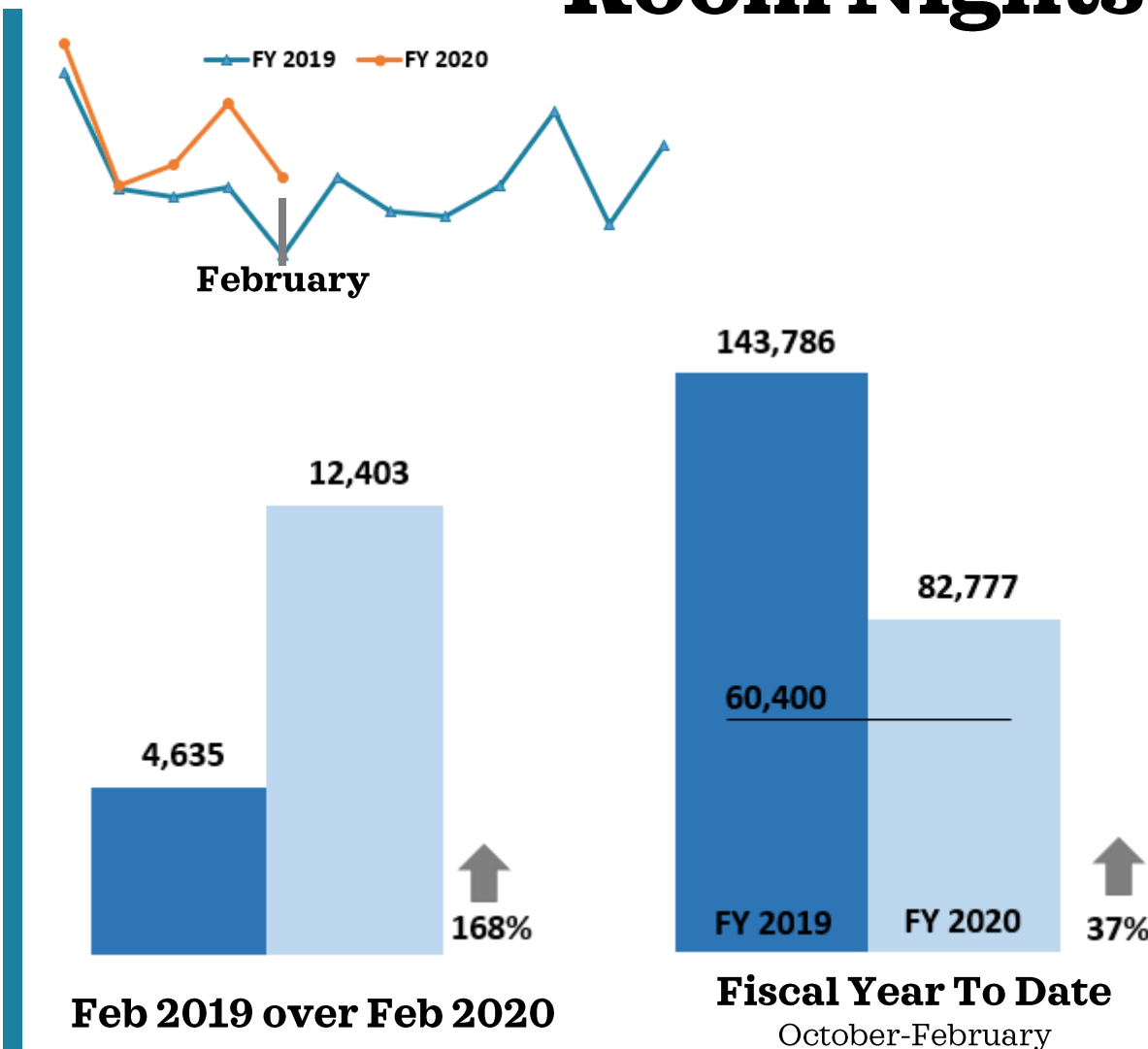


Fiscal Year To Date
October-February

Leads Issued - All Sales

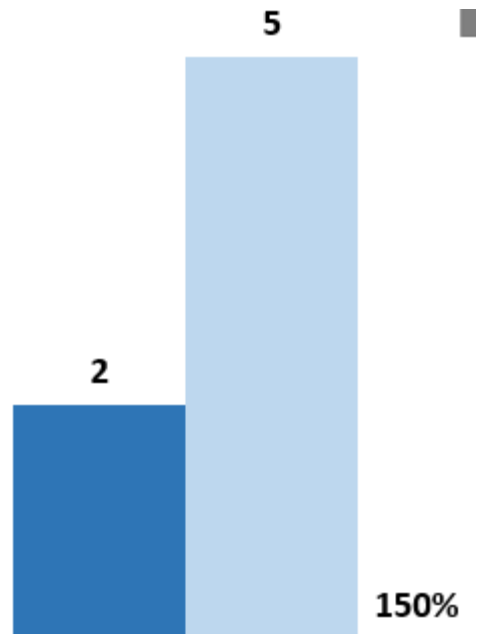


Potential Room Nights

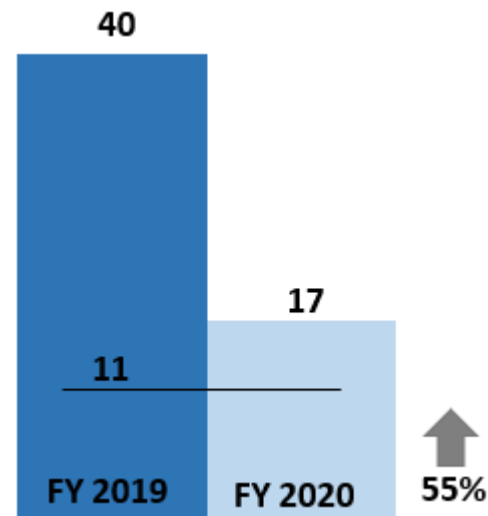


Source: Coastal Mississippi

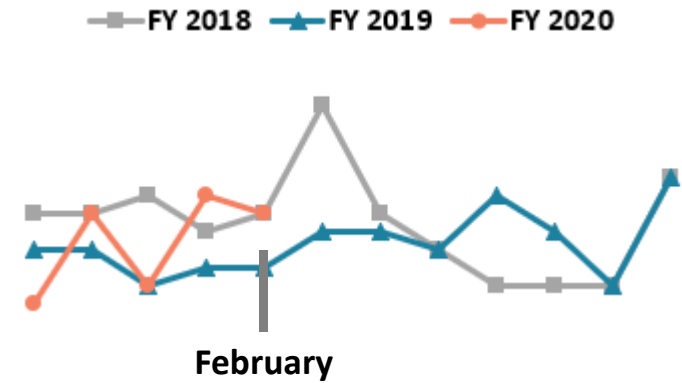
Convention Center Leads



Feb 2019 over Feb 2020

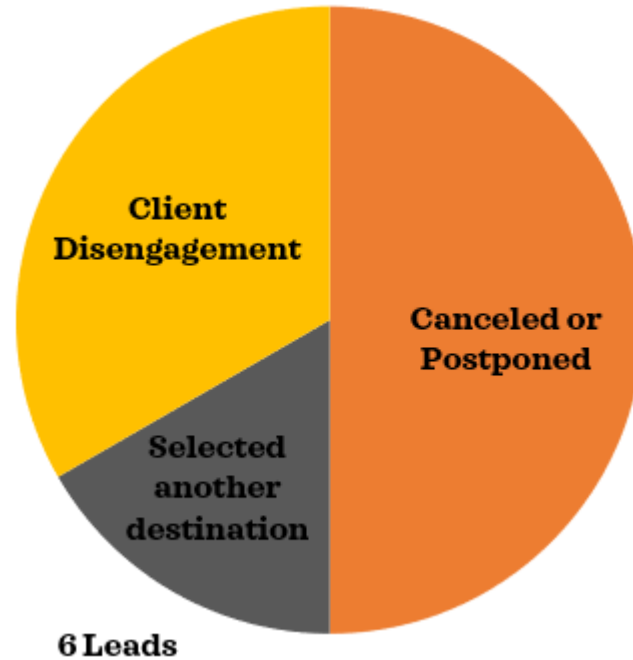


Fiscal Year To Date
October-February



Lost Business

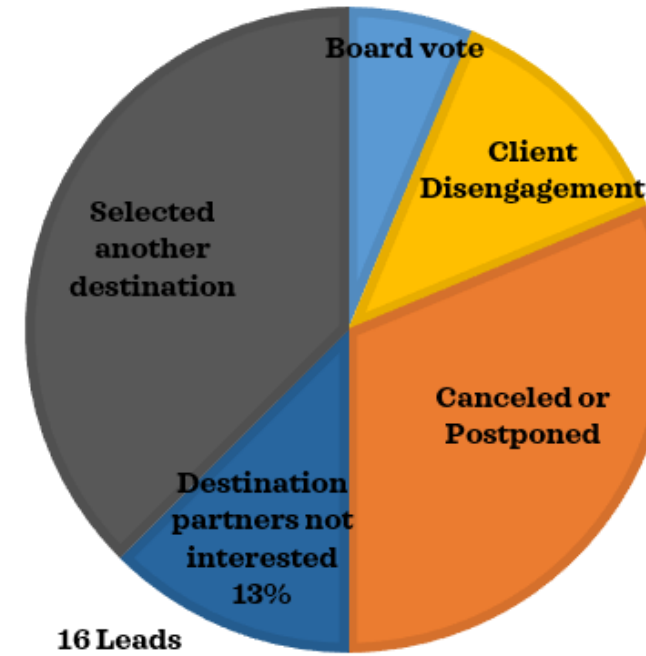
February 2019



Other Cities Selected:

- Jonesboro, LA
- San Antonio, TX

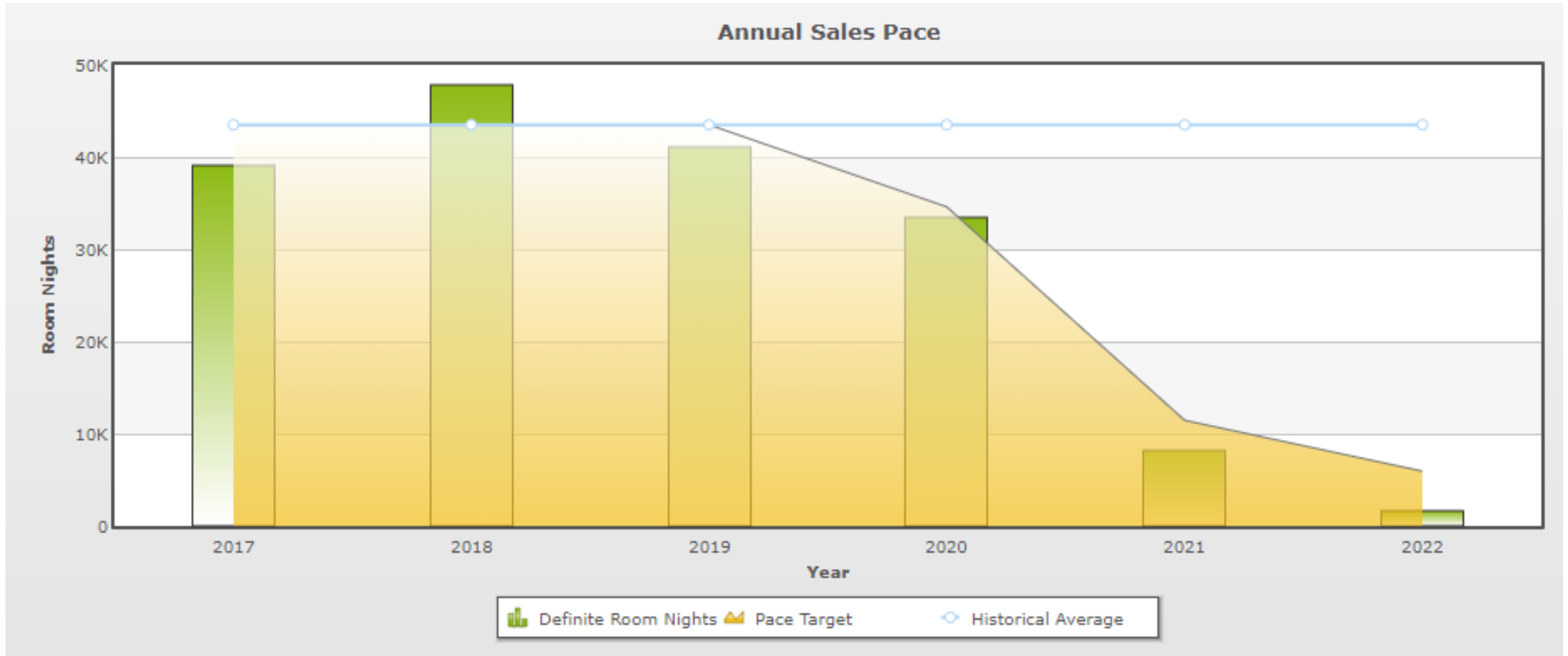
February 2020



Other Cities Selected:

- Clearwater/Tampa, FL
- Gretna, LA
- Gulf State Park, AL
- Key West, FL
- Montgomery, AL
- Port Bienville Training Center, BSL

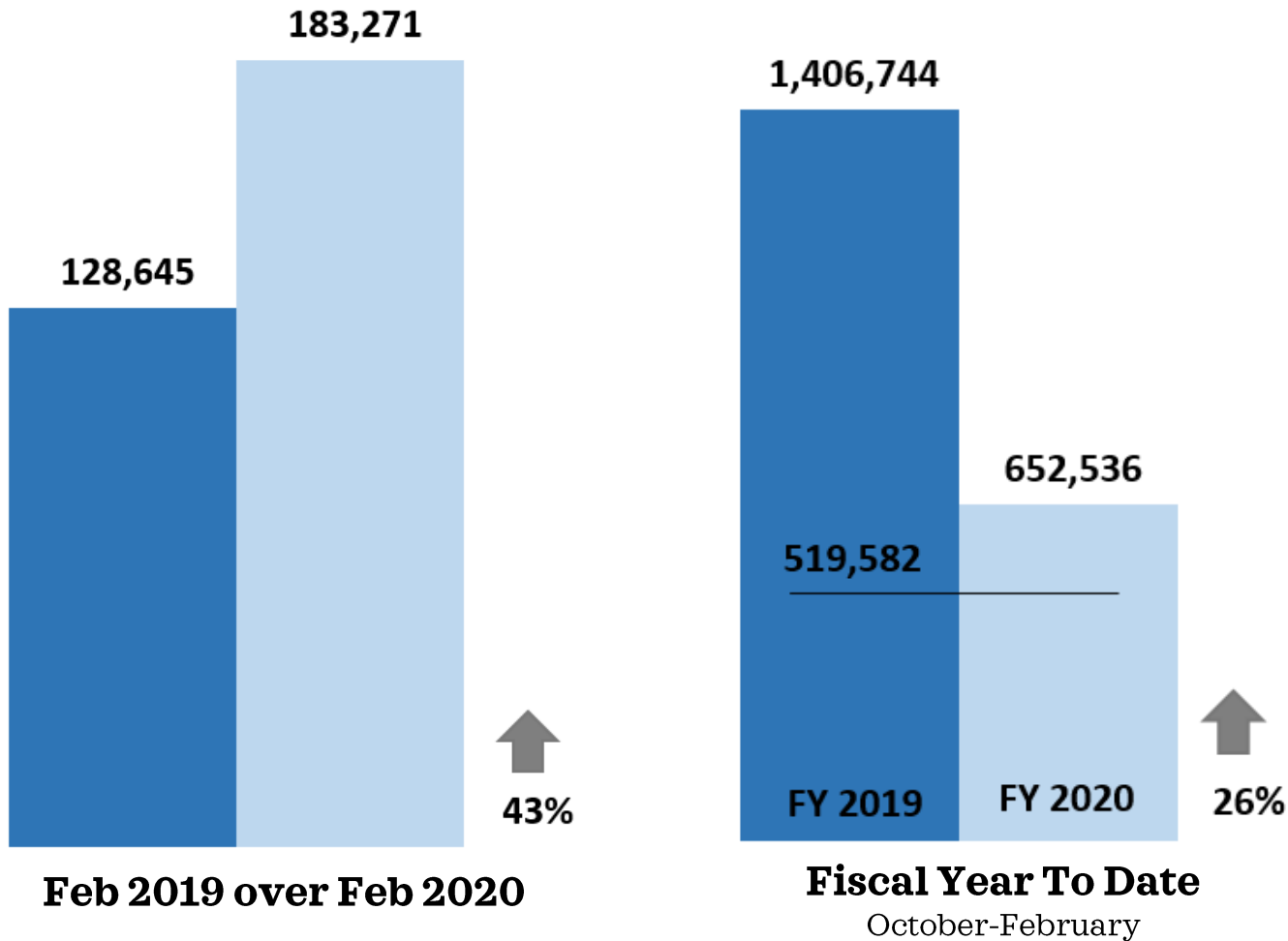
Pace Report



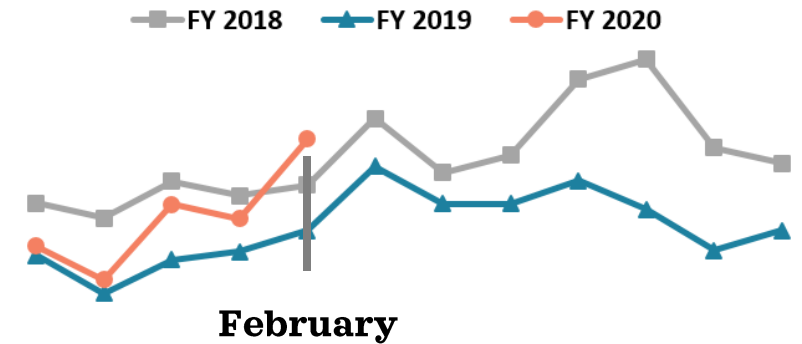
Pace Report - Pipeline



Google Analytics - Users



Traffic Analysis: Organic sessions increased by 33% compared to last year. Overall traffic increased by 41%, YOY. Channels of traffic that increased in sessions included Display, Referral, and Paid Search.



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	193	210							
Total Active Newsletter Recipients 19,310												
Request the Guide	226	192	204	563	478							
Digital Guide Viewed	267	291	340	472	573							

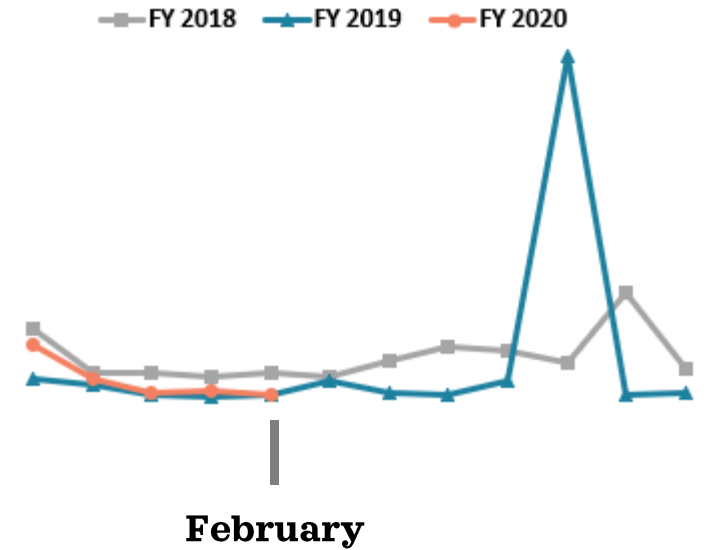
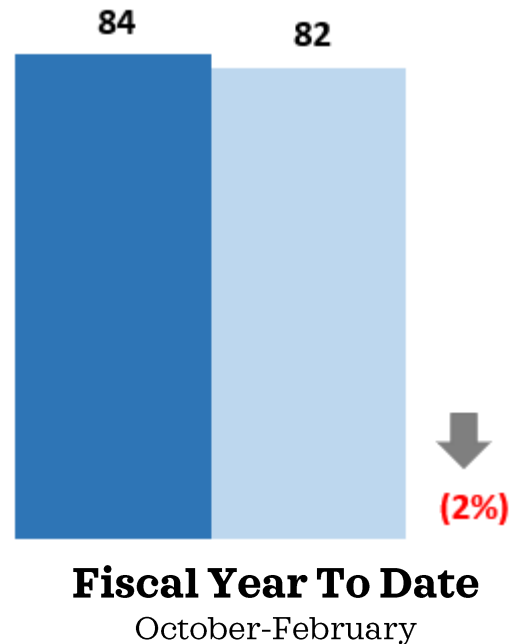
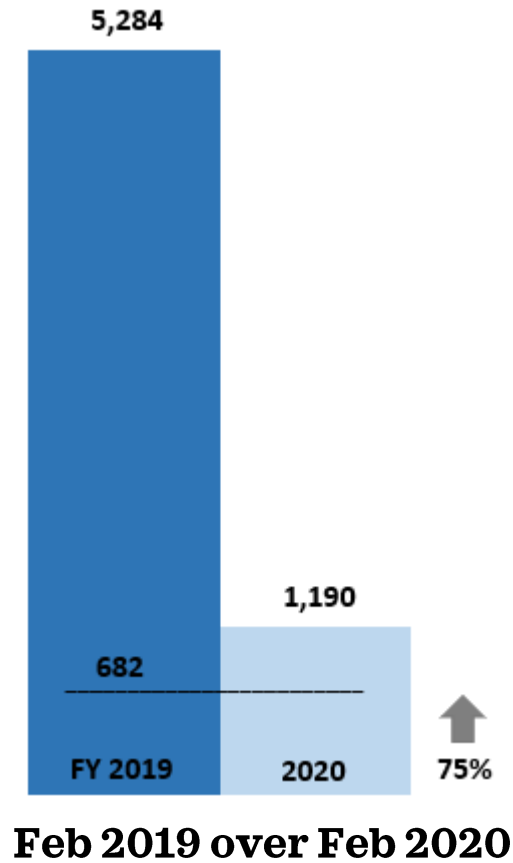
Action Taken

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

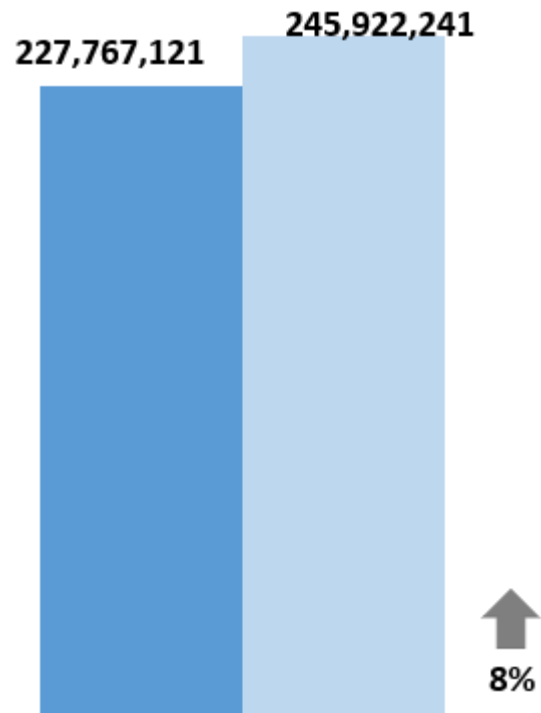
Website Referral – Referrals to partner websites from any of our pages.

Event Detail	12,074	13,261	22,531	13,490	17,303							
Listing Detail	9,730	7,633	7,926	12,639	13,739							
Website referral	19,886	16,651	23,700	21,985	38,625							

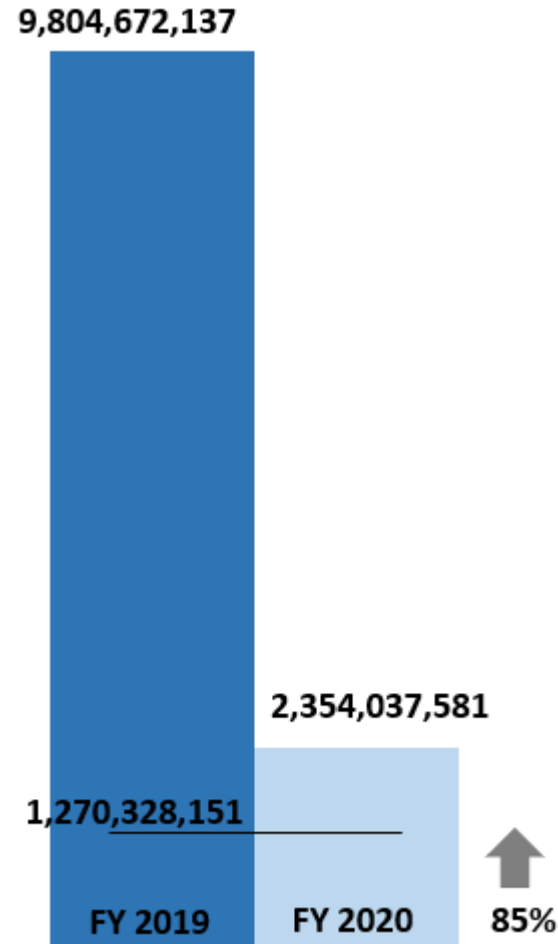
Number of Articles



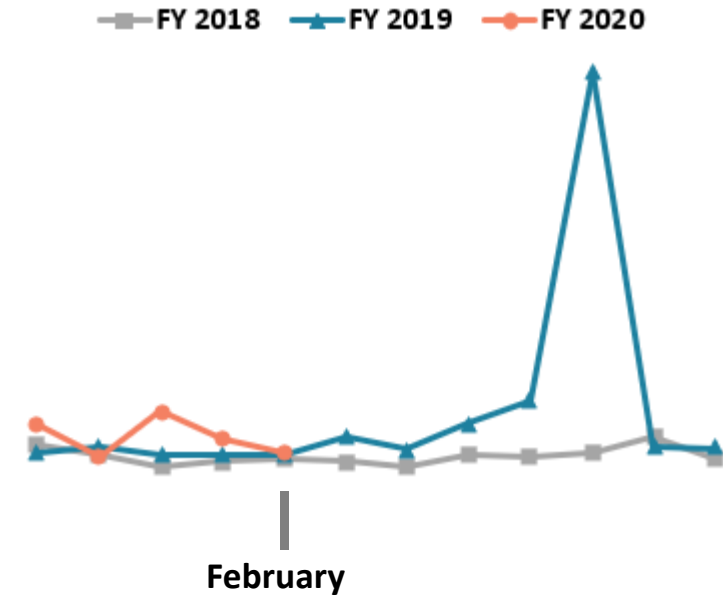
Impressions



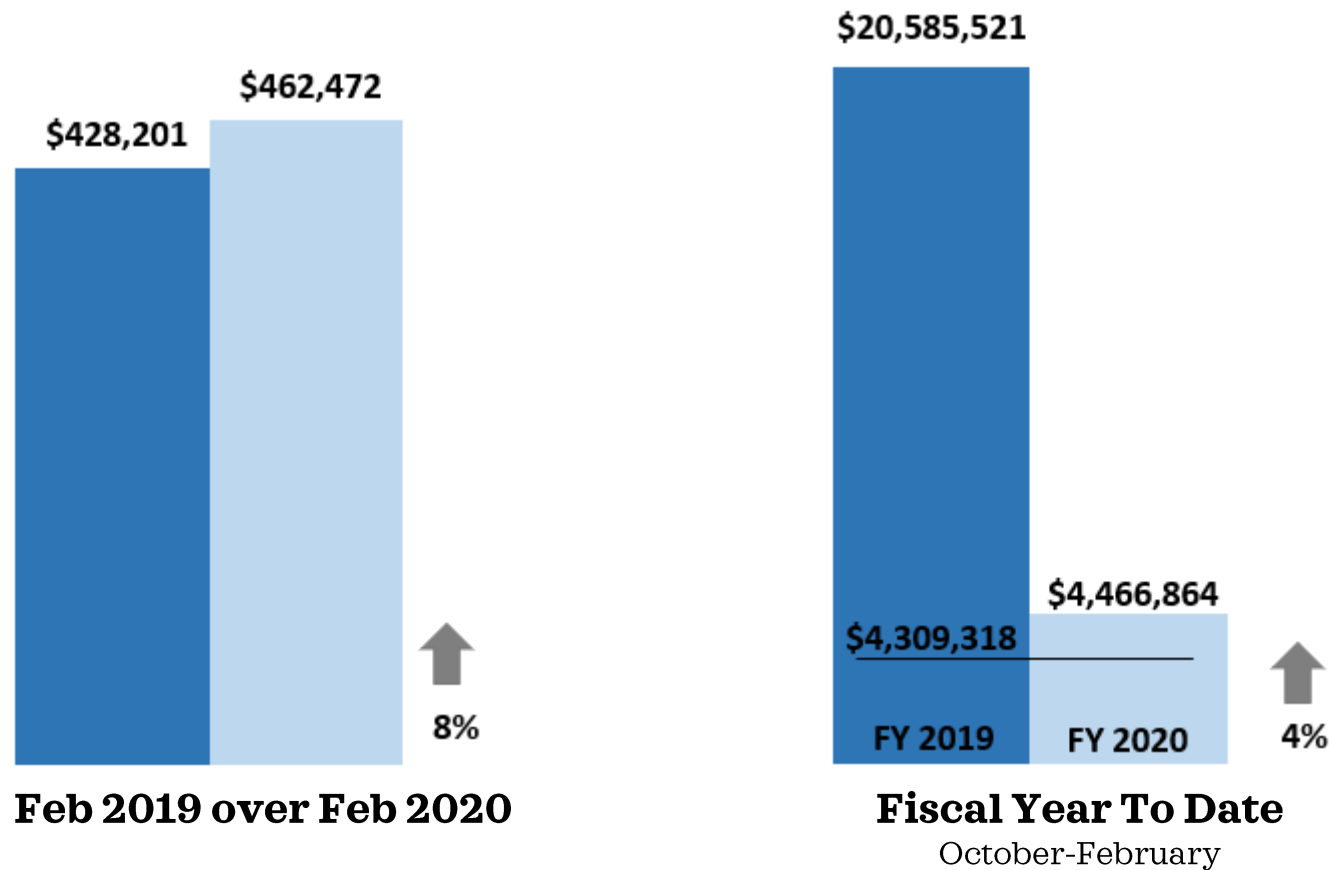
Feb 2019 over Feb 2020



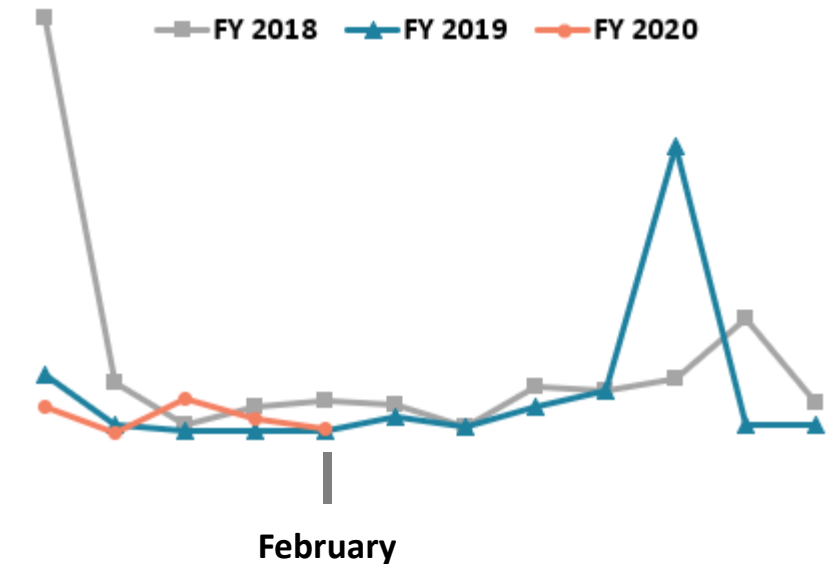
Fiscal Year To Date
October-February



Advertising Value Equivalency



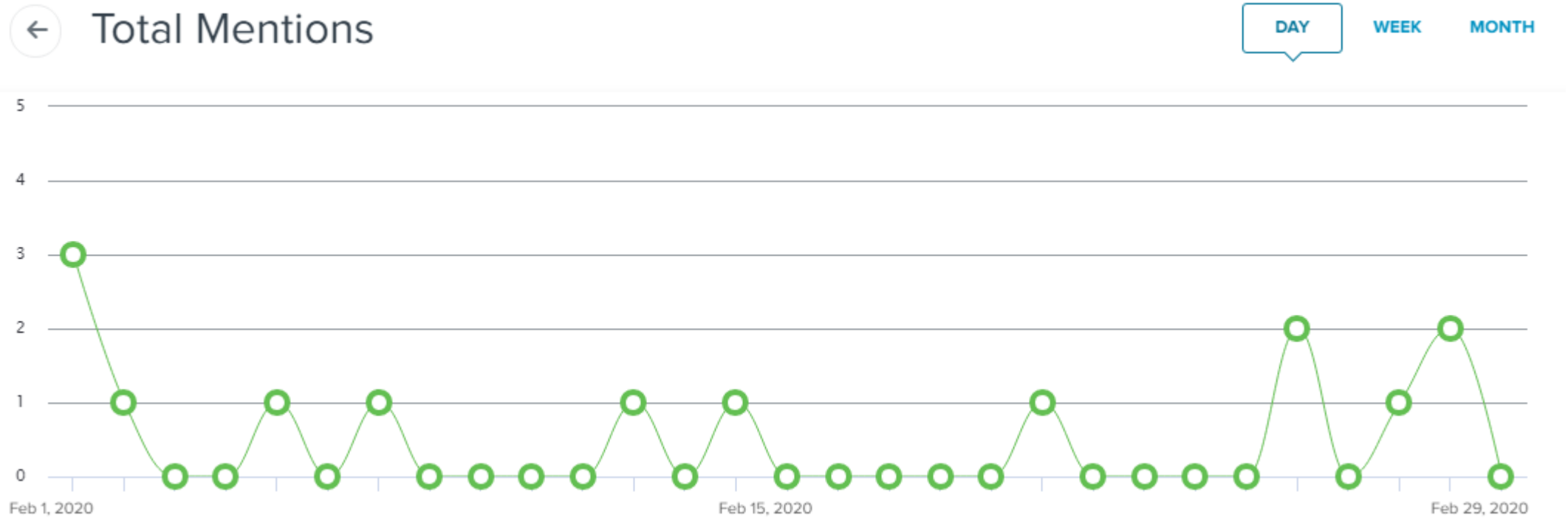
Declining AVE numbers related to changes in the monitoring platform. Industry standards are shifting away from AVE and towards methods that focus on measuring how coverage is relevant to the brand and its goals. This is an ongoing process and we are currently exploring multiple options for how we measure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



Earned Media

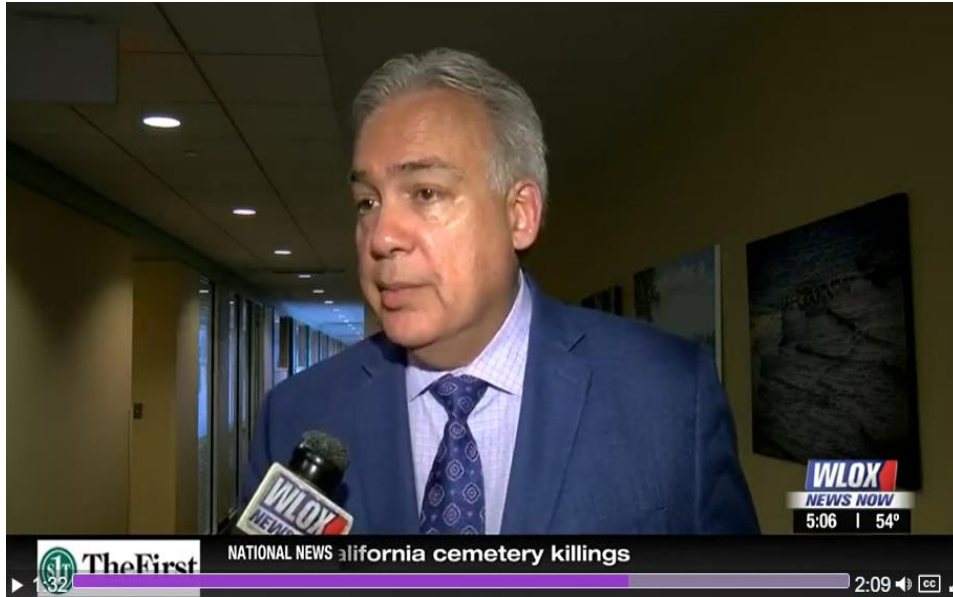
Content Drivers:

- Food & Drink
- Romantic Getaways
- Hidden Gems
- Family Travel





Coast tourism sees best January in four years



BILOXI, Miss. (WLOX) - Coast tourism is getting off to a good start this year. Numbers released Thursday show January 2020 was the most successful January in the last four years.

And according to [Coastal Mississippi](#), the increase is across the board in all important indicators of tourism success.

The destination video, [Meet Us in Coastal Mississippi](#), amassed 2.61 million impressions in January alone.

“With plans and strategic partnerships in place to maximize visitation to this region, Coastal Mississippi is poised and ready for an extremely exciting year to come,” said Coastal Mississippi CEO Milton Segarra. “We continue to work with stakeholders, industry professionals, multiple agencies and elected officials to elevate our destination, as working together is the key to bringing more visitors to Coastal Mississippi.”

With a substantial amount of private sector investments, including over \$700 million in industry projects in development, and impending disbursements, such as funding from the Gulf Coast Restoration Fund and GOMESA, Coastal Mississippi is looking at an extremely prosperous year ahead.

“February is following a similar trend, and we look forward to a great future of increased visitation, deepened partnerships and broadened horizons,” Segarra said.

As part of that upward trend, Thursday was opening day for an 89-room Hampton Inn and Suites located near the Promenade and I-10 and I-110.

Local Media Coverage - Assisted



50 romantic dates in all 50 states

Mississippi



Robert Smith

Head to [coastal Mississippi](#) and take in the scenic **Mississippi Gulf Coast** with a cruise on the Betsy Ann Riverboat as it propels along the mighty river. Opt for onboard dining by purchasing one of their special dinner excursions. Or go back on land to The Chimneys in Gulfport, which was voted "Mississippi's Most Romantic Restaurant" by *Food & Wine* magazine!



Best date night restaurant in every state



Mississippi: Patio 44, Biloxi

[Huge, juicy steaks](#) and [freshly-caught seafood](#) with peppery-spicy Creole and Cajun flavors are among diner favorites at Patio 44, a sleek but relaxed spot close to Biloxi's white-sand beaches. Make the most of year-round mild weather with a table on the twinkly patio and order shareable dishes like this dreamy, creamy crawfish mac 'n' cheese.

Coastal Mississippi Assisted Media Coverage

Coastal Romance

Getaways for two worth getting to



Romantic Accommodations

The latest newcomer to the Mississippi Gulf Coast, Centennial Plaza transformed the former Gulfport Veterans Administration Medical Center into a massive resort situated on 48 acres overlooking the Gulf of Mexico. The 10 surviving Spanish Colonial Revival buildings, many of which are on the National Register of Historic Places, have been lovingly renovated and include two hotels with 215 rooms combined, a chapel that serves as an events space and a massive fountain with a corresponding lighting and music display.

Centennial Plaza Resort, named for its inception at the turn of the 20th Century, opened last August and has hosted weddings and other events inside both the 2,600-square-foot chapel that seats 200, the oak-lined green spaces and on the island inside the pond that's connected from the surrounding pathways by a small, quaint bridge.

Coastal Mississippi Assisted Media Coverage

The most underrated beach towns in America



Gulfport, Mississippi

Gulfport, Mississippi, has a lovely harbor, as well as a bustling downtown with plenty of dining and entertainment options and public art in the form of murals. Nearly 7 miles of white sand beach is there to be explored, making for one of the [best weekend getaways in America](#).



Mississippi's Coast: A Natural Place to Explore

Coastal Mississippi: Nature, Beauty And So Much More

Coastal Mississippi is not well-known like its neighbor to the west – New Orleans or even its neighbor to the east – Mobile. Coastal Mississippi is an area tucked along the Gulf of Mexico – technically on the Mississippi Sound. This area is noted as being an adult playground of sorts, but it truly is so much more.

- So much more than casino resorts and gaming.
- So much more than sultry heat and hurricanes.
- So much more than sweet tea and controversial politics



SMALL MARKET MEETINGS

Biloxi, Mississippi

With a diverse assortment of conference spaces as well as opportunities for water adventures from mild to wild, Biloxi, Mississippi, on the Gulf of Mexico, is one of the South's best for meetings, according to Milton Segarra, CEO of Coastal Mississippi.

"Meeting planners will discover a unique, versatile region with the perfect combination of amenities and activities to suit all needs," he said, "along with a dedicated team of industry professionals at Coastal Mississippi who are eager to assist groups."

Among the city's more impressive venues is the 400,000-square-foot Mississippi Coast Coliseum and Convention Center, which offers four halls that can be combined or broken down into smaller rooms, three lobby areas and an exhibit hall. Another popular site for conferences is the Beau Rivage Resort and Casino. It features three ballrooms that can be split into smaller areas, the 520-square-foot Oaks Boardroom and five other intimate spaces, for a total of 50,000 square feet.

Once the day's work is done, Biloxi impresses with activities that get guests out on the gulf. The Biloxi Shrimping Trip takes visitors on an exciting and educational expedition to net shrimp and other sea life, and the Maritime and Seafood Industry Museum offers sailings aboard its Biloxi oyster schooner replicas. Or attendees can board the Betsy Ann sternwheel paddleboat for a two-hour cruise through the Mississippi Sound and Back Bay.

Coastal Mississippi Assisted Media Coverage

Social Media Metrics



Monthly
Increase

Flat

Flat

Flat

2%

Flat

5%

Flat

February
2019

Facebook
(Total Likes)

Twitter
(Total Followers)

Pinterest
(Total Followers)

Instagram
(Total Followers)

YouTube
(Lifetime Followers)

LinkedIn
Total Followers

Total

