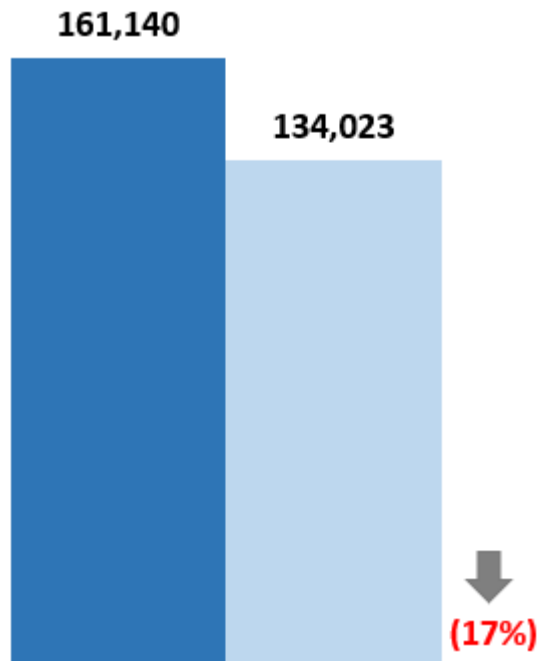


coastal MISSISSIPPI *The Secret Coast*

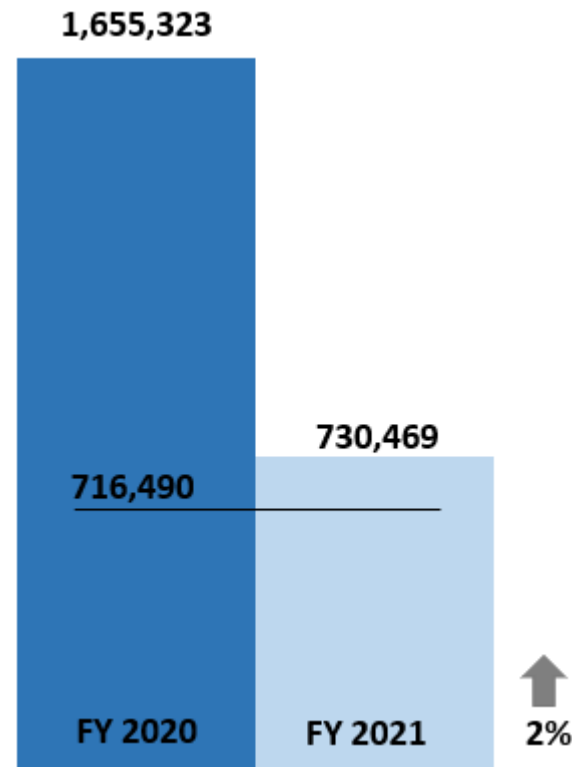
- Key Performance indicators
- February 2021

Non-Casino Rooms Sold

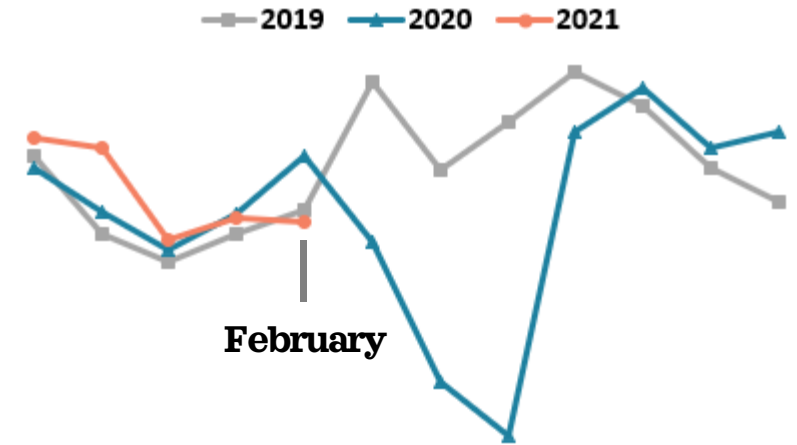


February 2020 over February 2021

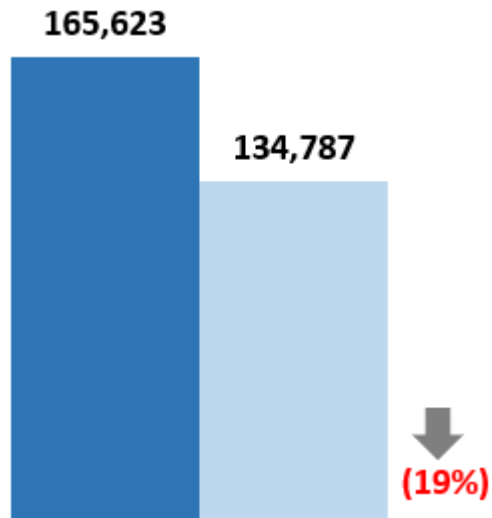
Source: STR



Fiscal Year To Date
October-February

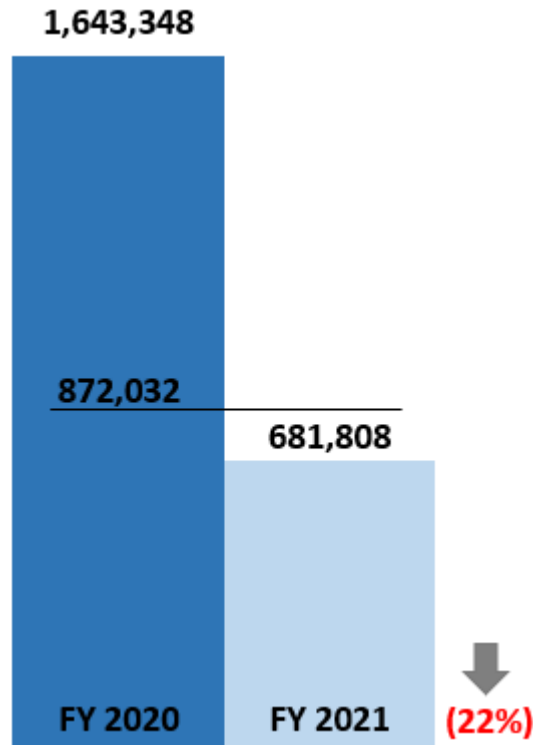


Casino Rooms Occupied

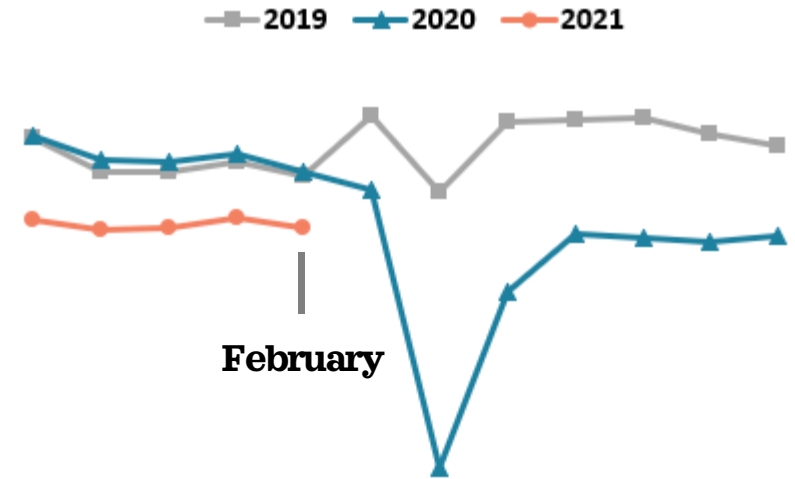


February 2020 over February 2021

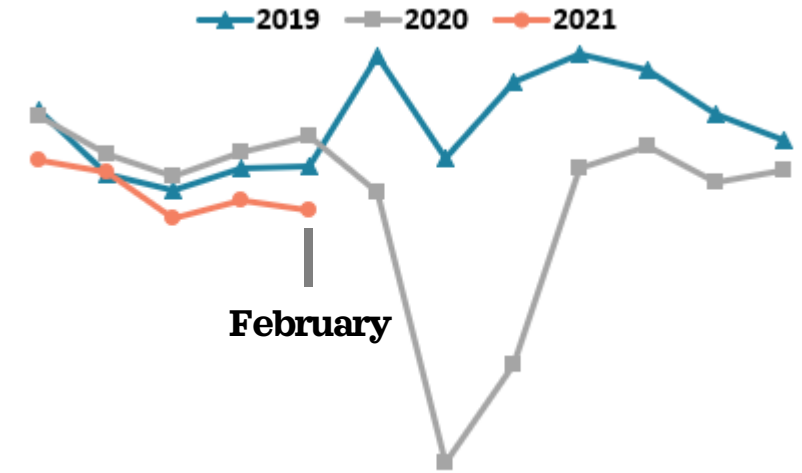
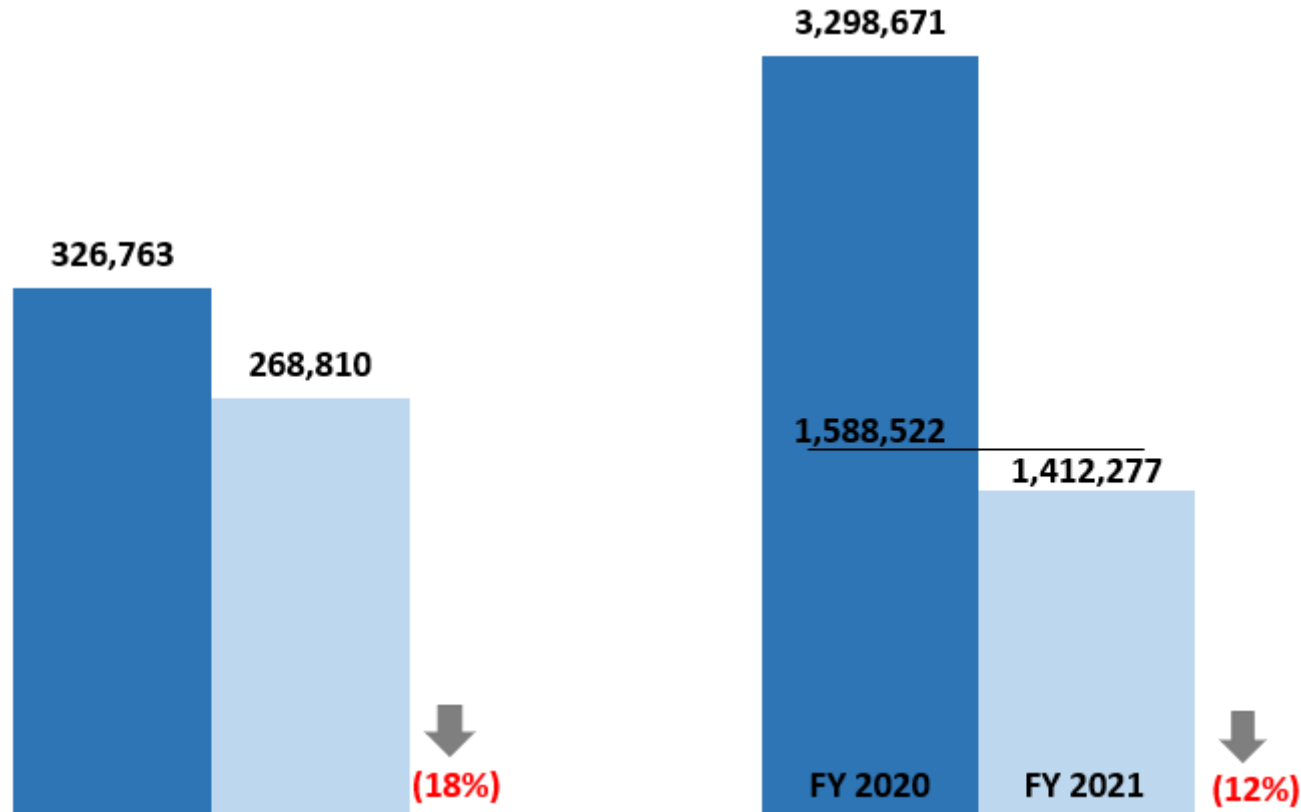
Source: STR



Fiscal Year To Date
October-February



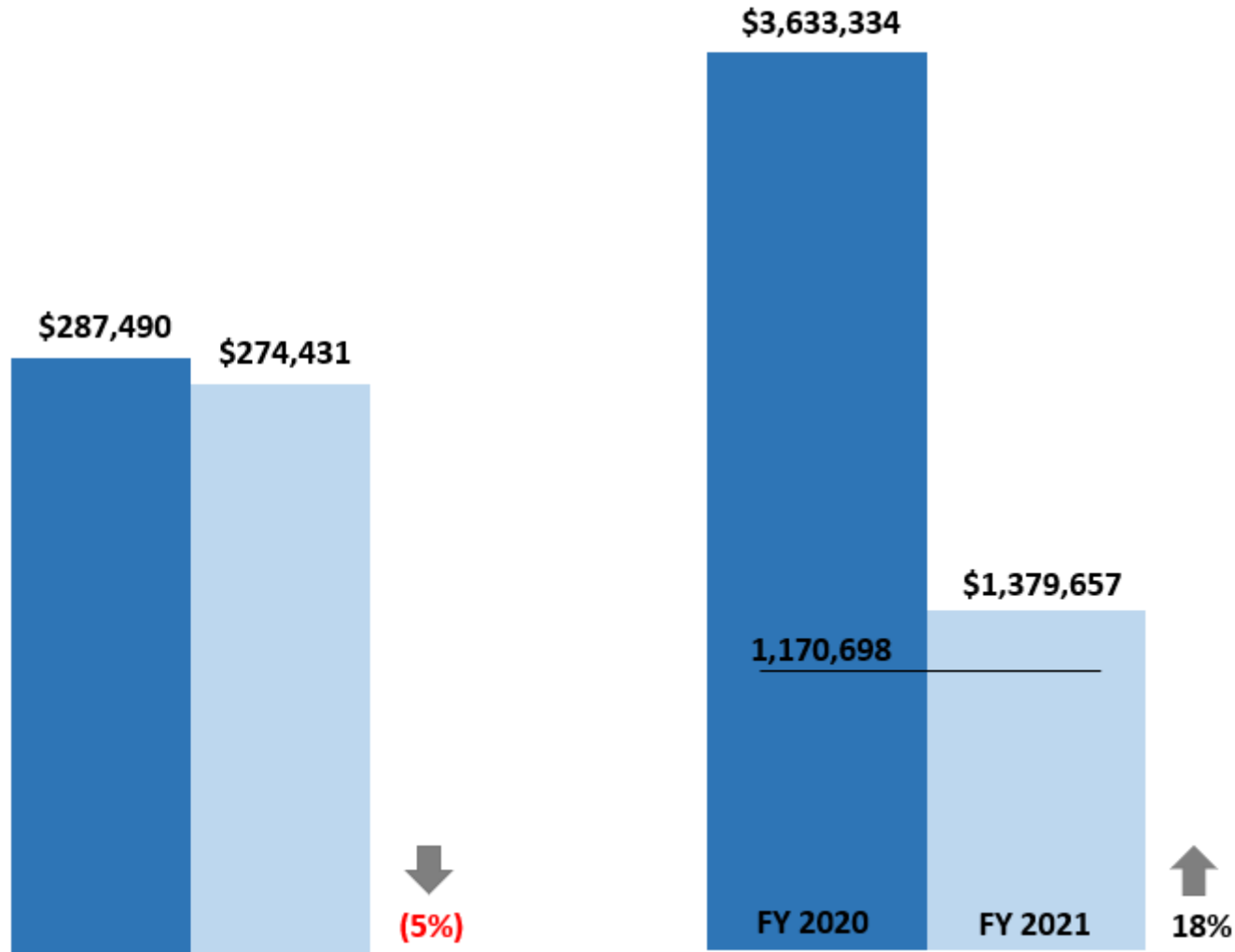
All Rooms Sold/Occupied



February 2020 over February 2021

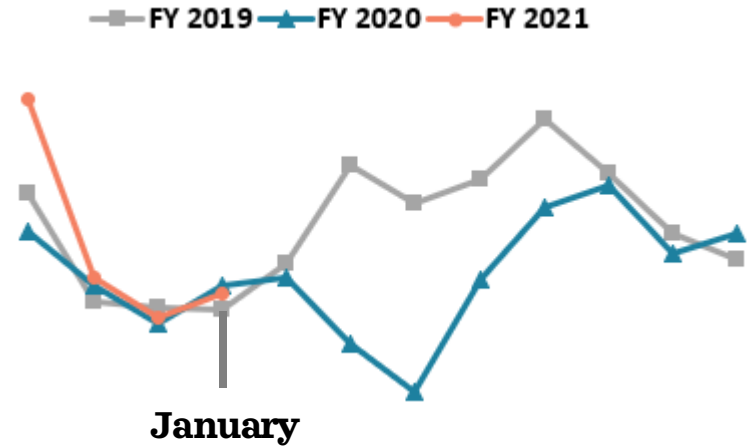
Fiscal Year To Date
October - February

Occupancy Tax Receipts

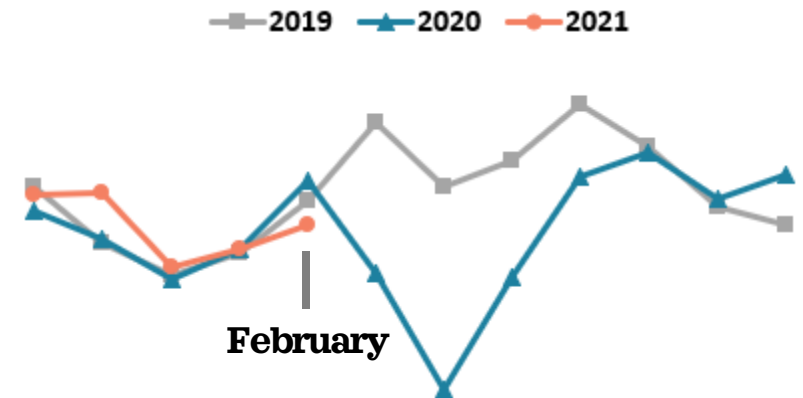
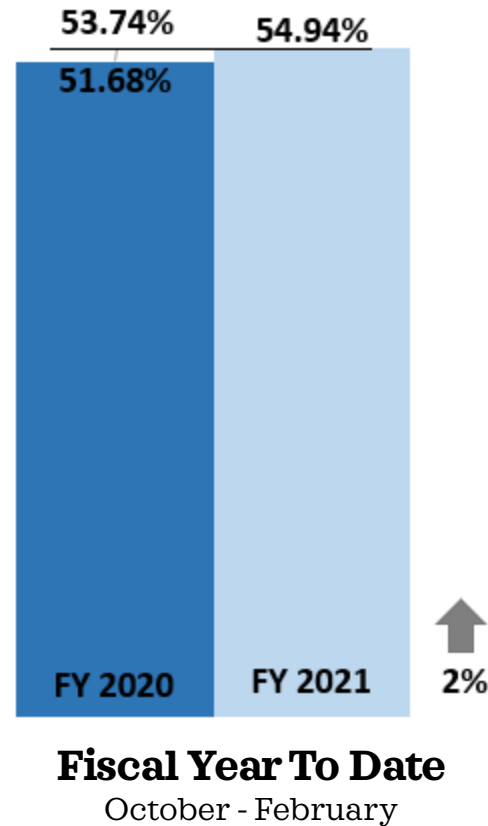
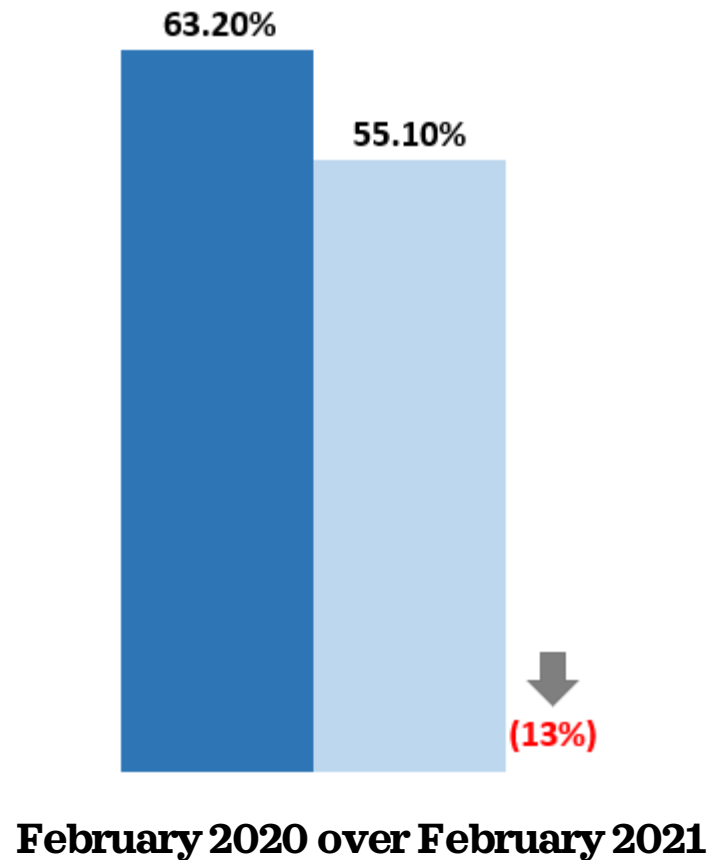


January 2020 over January 2021

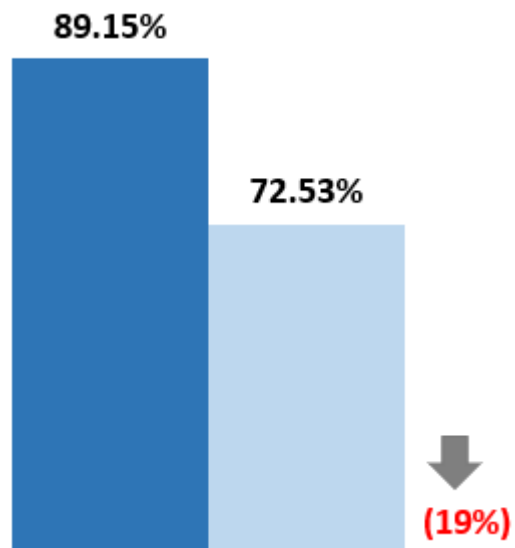
Fiscal Year To Date
October-January



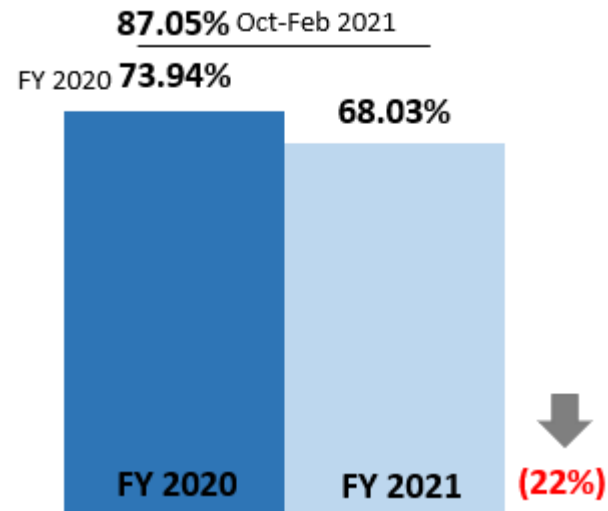
Non-Casino Occupancy



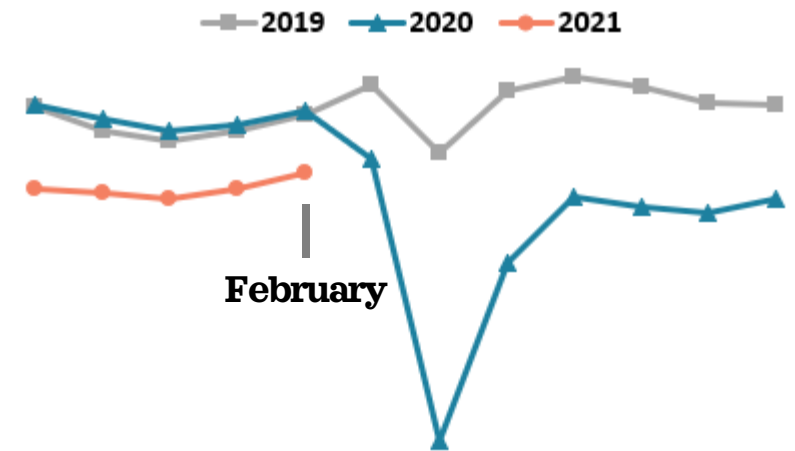
Casino Occupancy



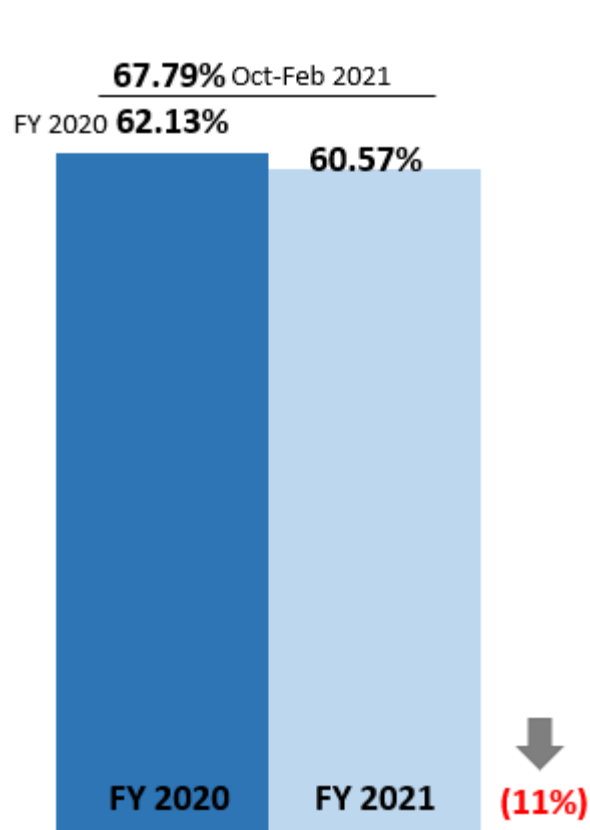
February 2020 over February 2021



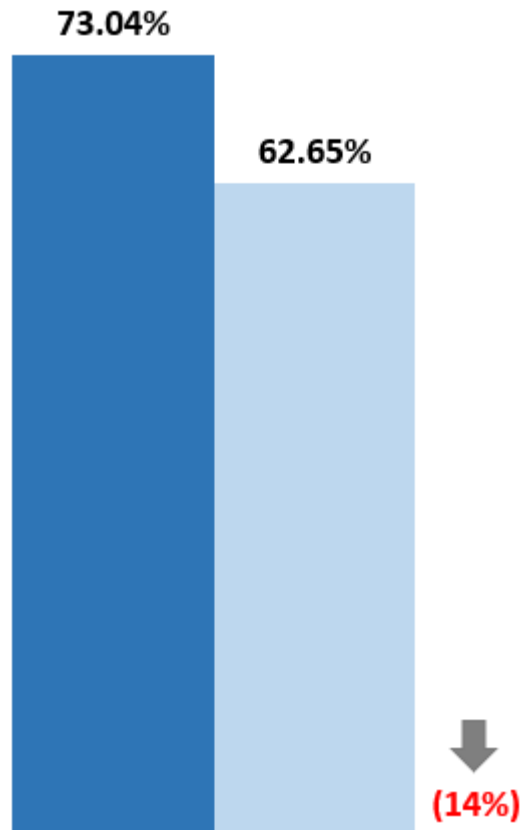
Fiscal Year To Date
October - February



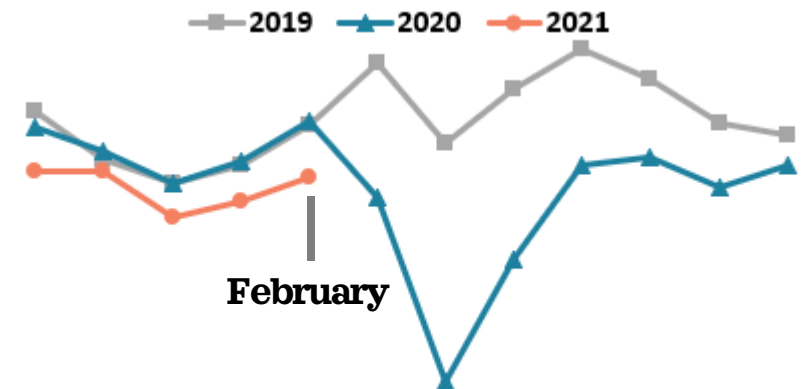
All Occupancy



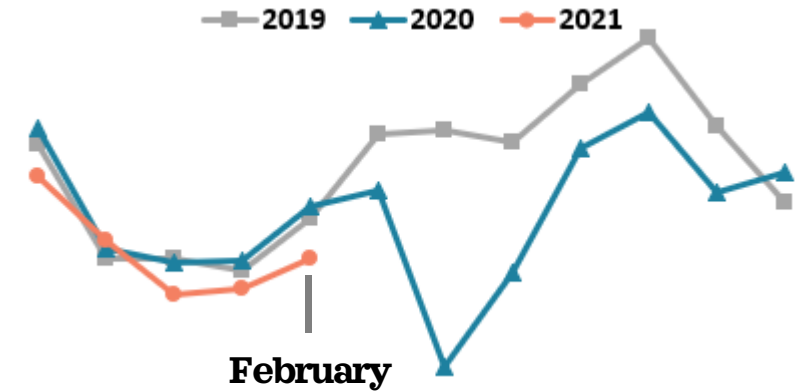
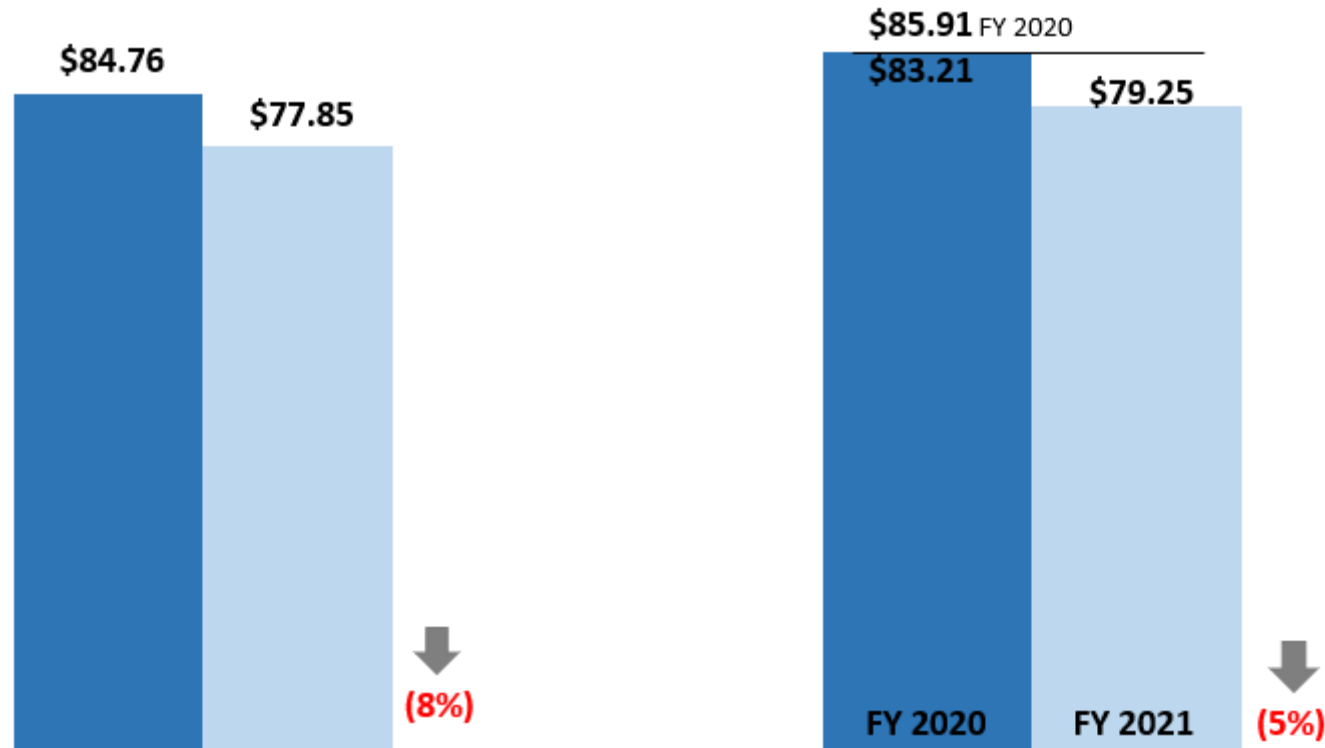
February 2020 over February 2021



Fiscal Year To Date
October - February



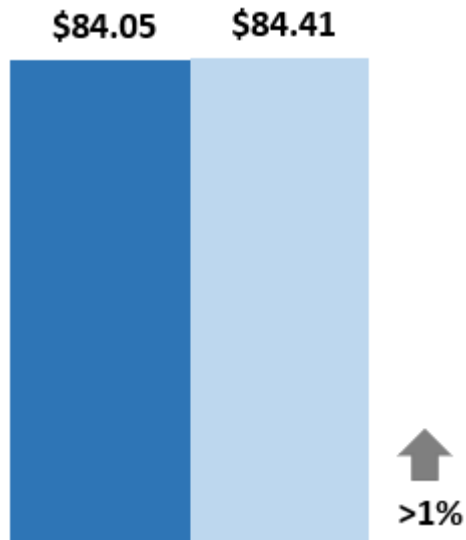
Non-Casino ADR



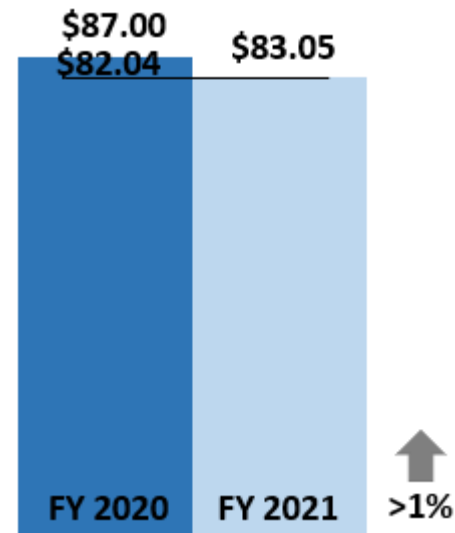
February 2020 over February 2021

Fiscal Year To Date
October - February

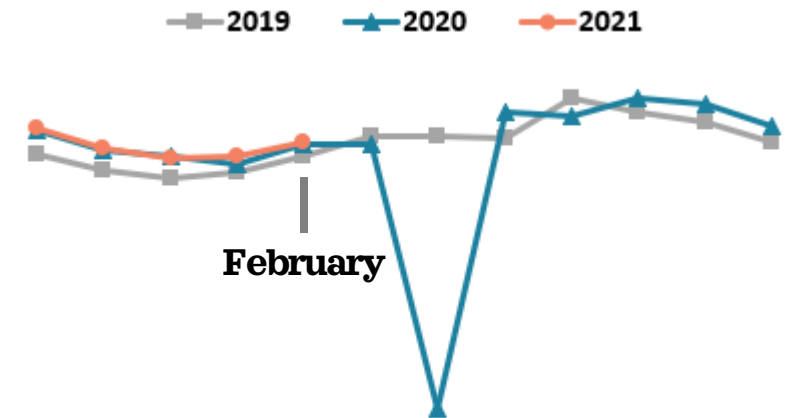
Casino ADR



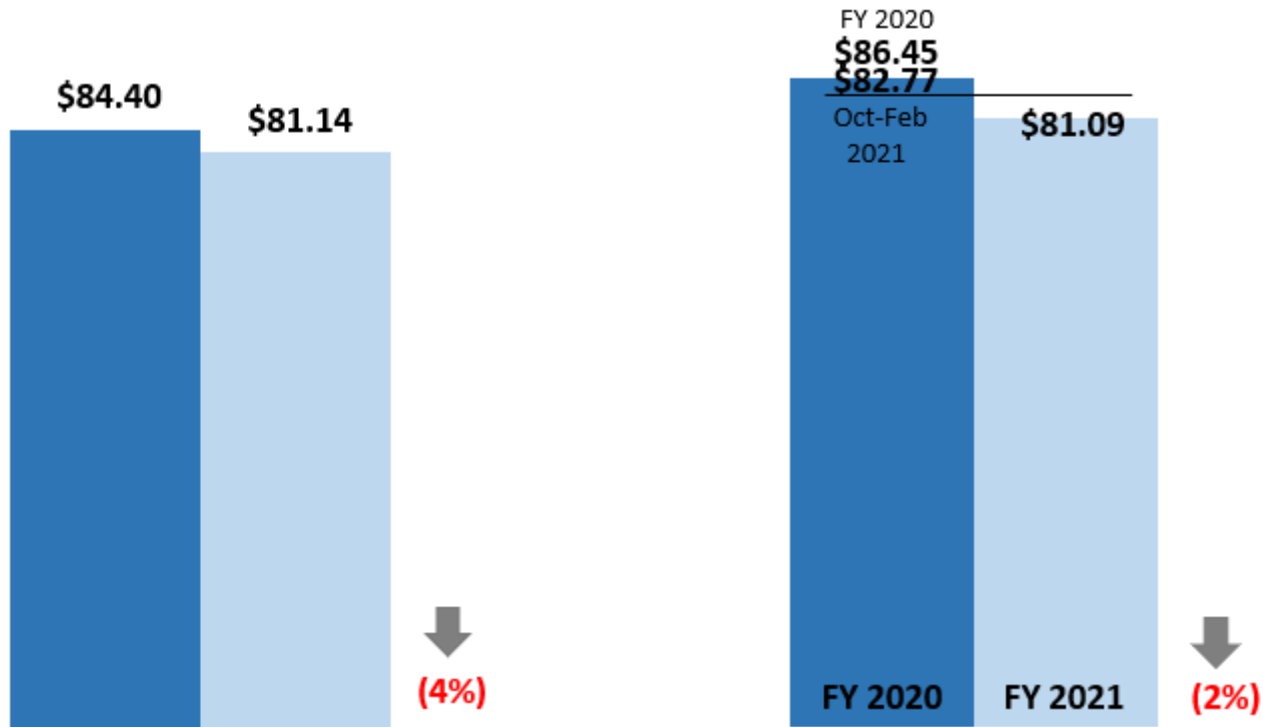
February 2020 over February 2021



Fiscal Year To Date
October - February



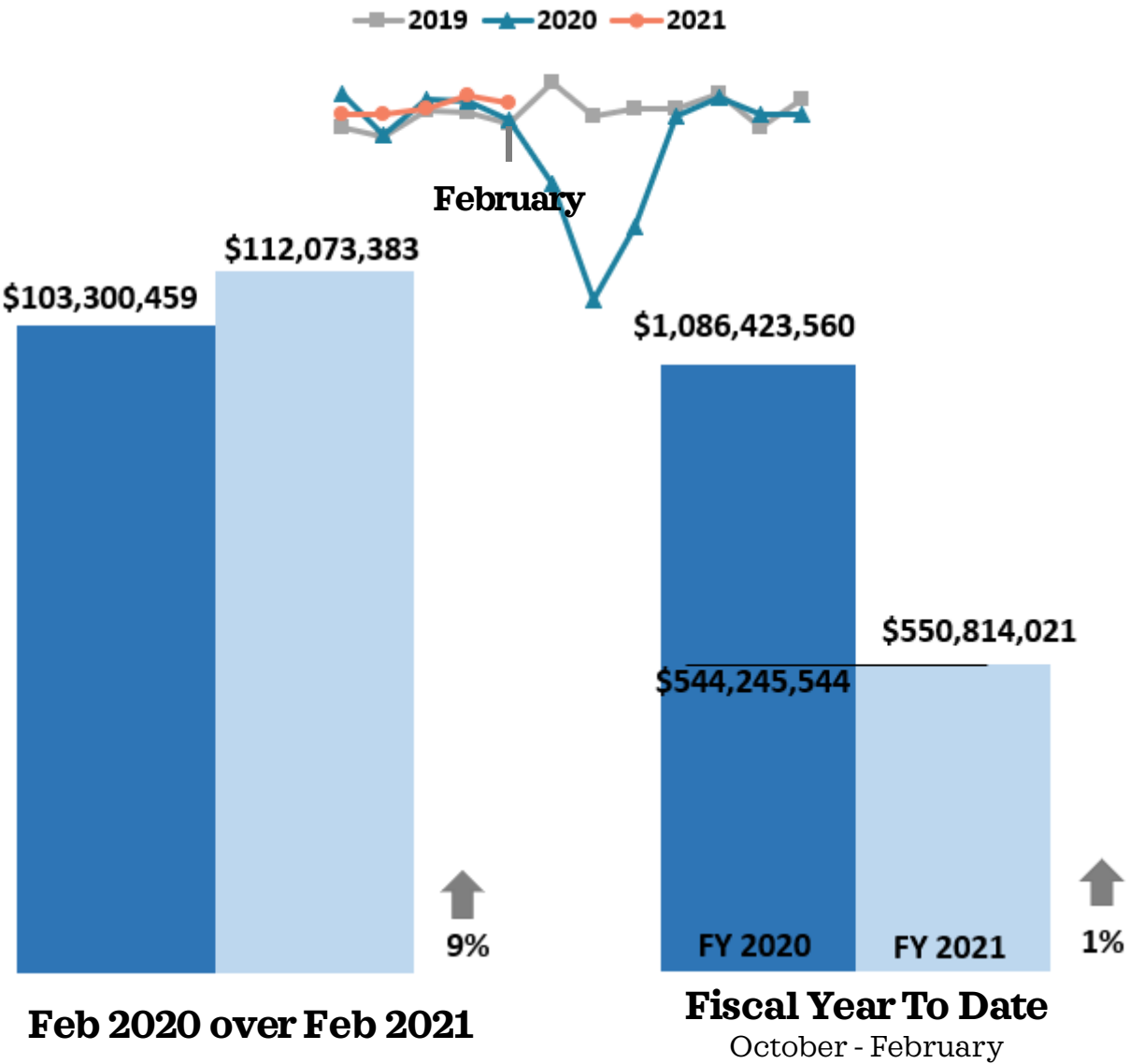
All ADR



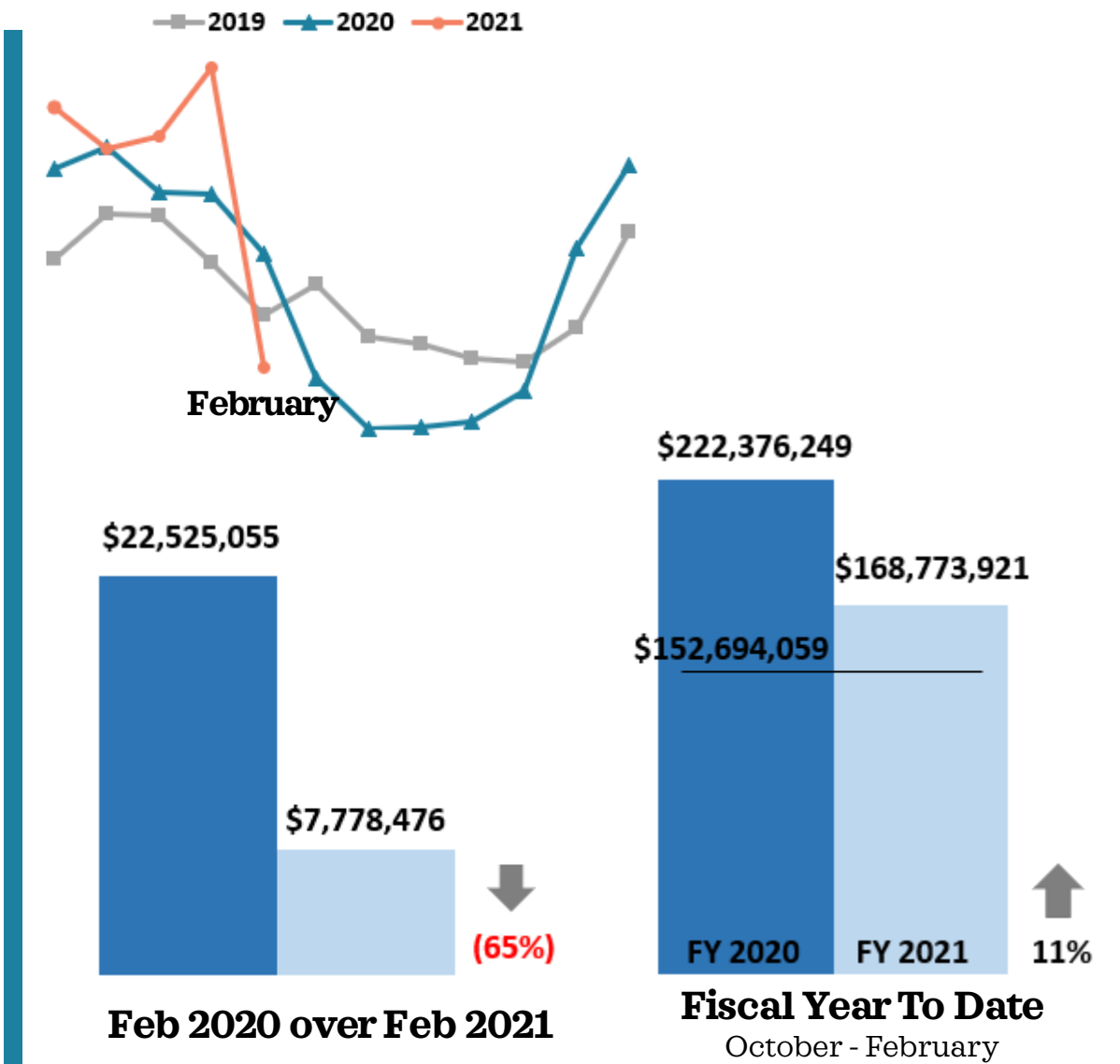
February 2020 over February 2021

Fiscal Year To Date
October - February

Gaming Revenue



Sports Betting Wagers

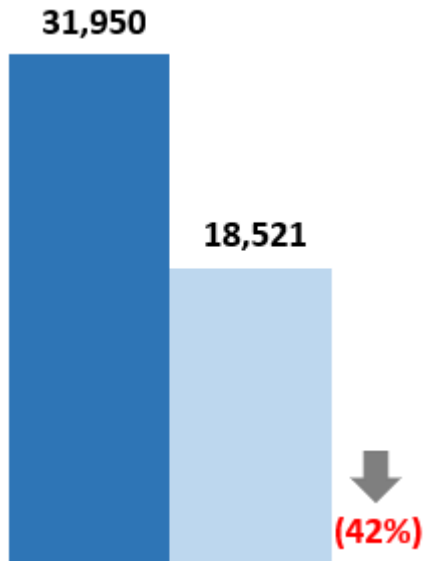
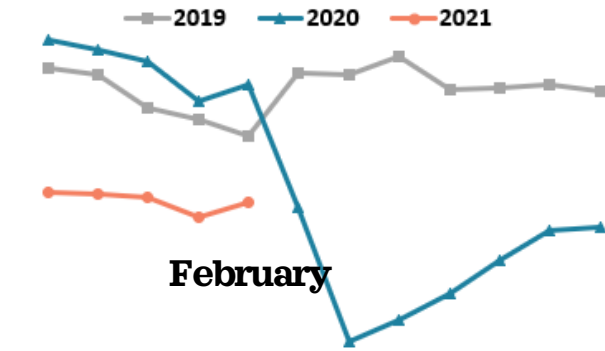


Source: MS Gaming Commission

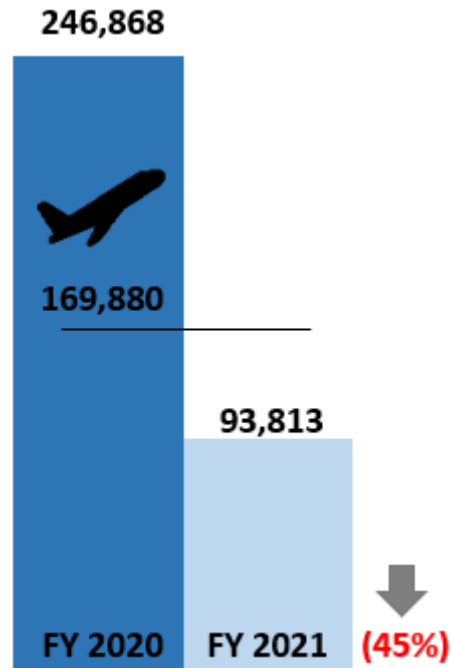
* Sports Betting began August 2018

Airport

Enplanements

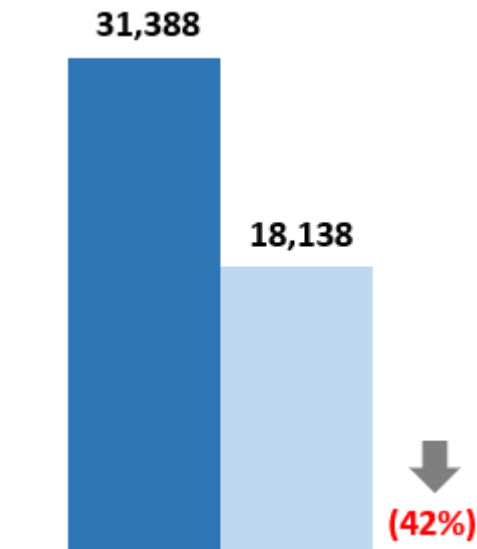
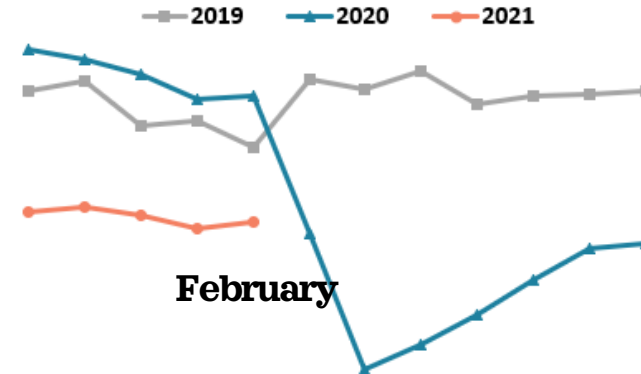


Feb 2020 over Feb 2021

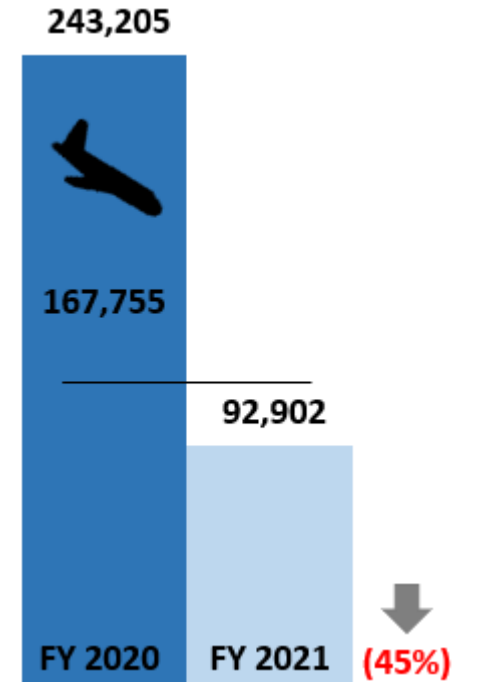


Fiscal Year to Date
October-February

Deplanements

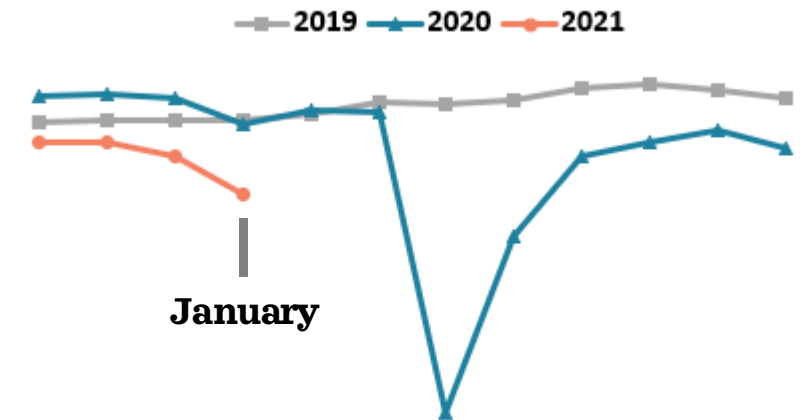
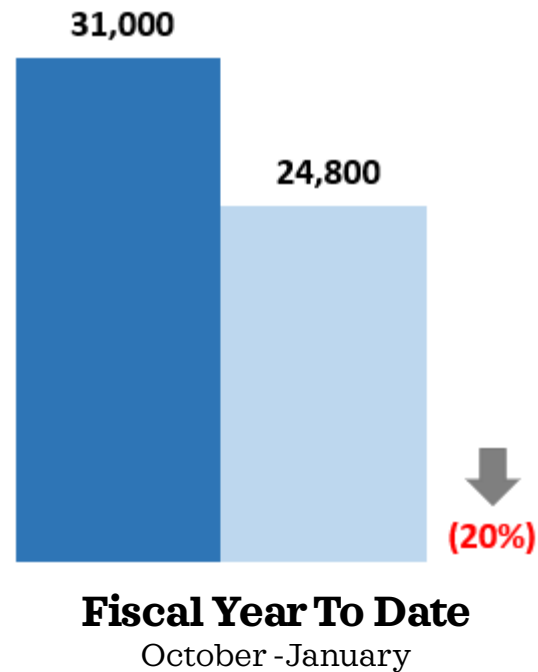
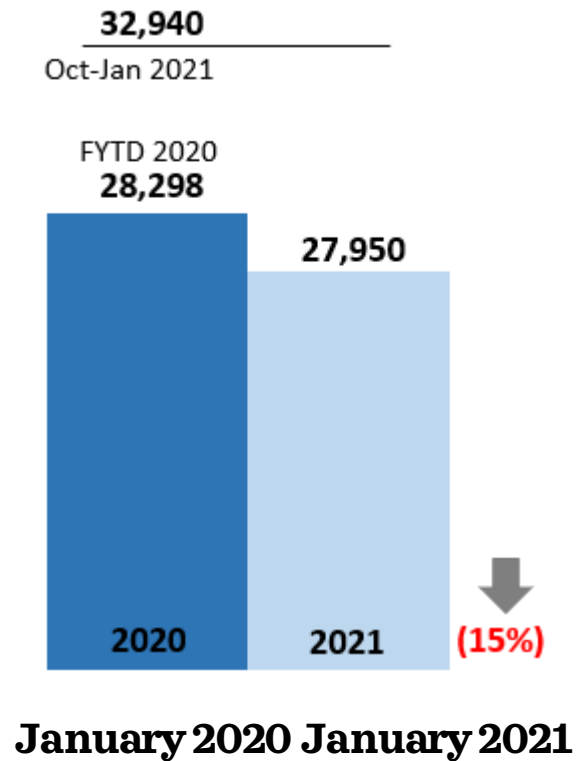


Feb 2020 over Feb 2021



Fiscal Year to Date
October-February

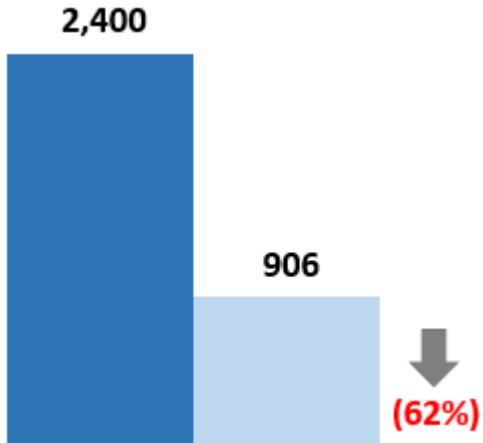
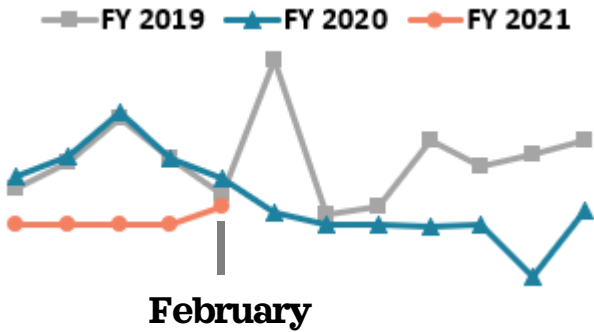
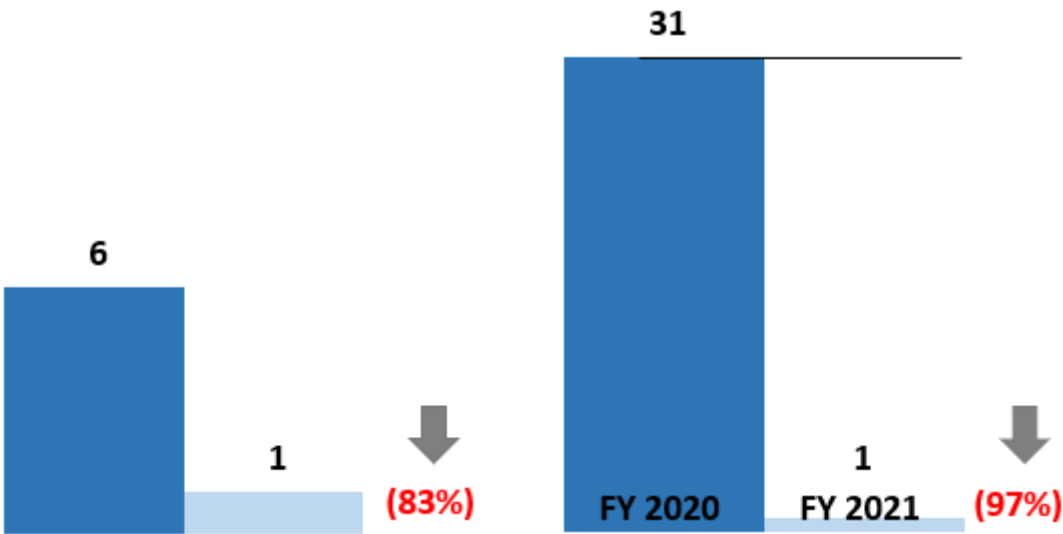
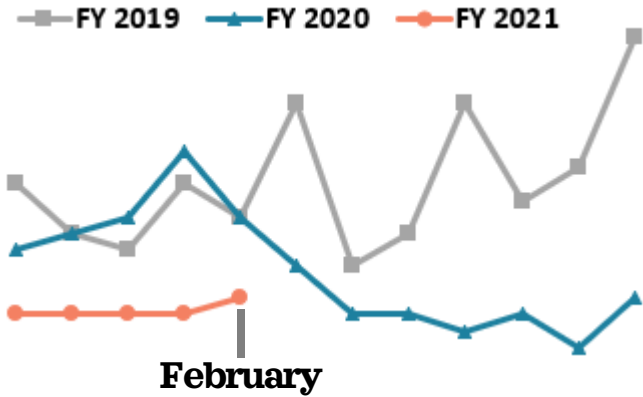
Leisure & Hospitality Jobs



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

Definite Bookings – Meeting/Sports

Bookings



Room nights



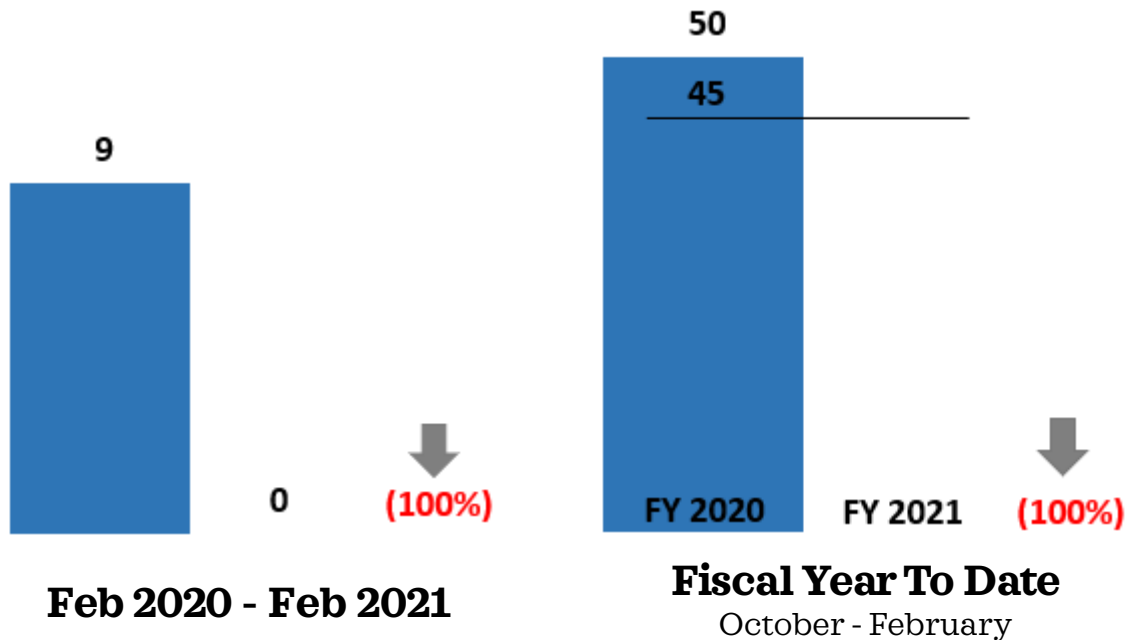
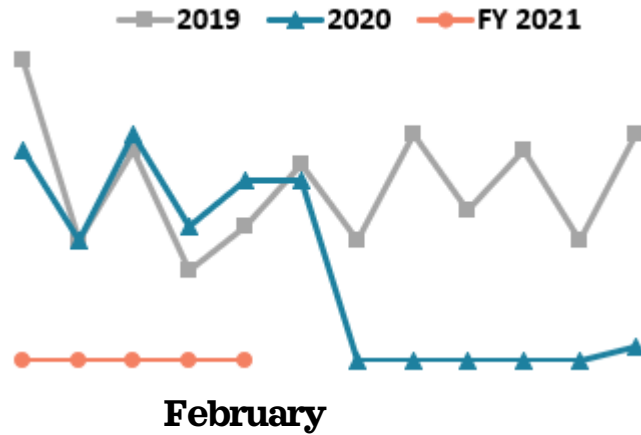
Source: Coastal Mississippi

Monthly room night are higher than the FY 2020 total due to lost business recorded later in the FY year.

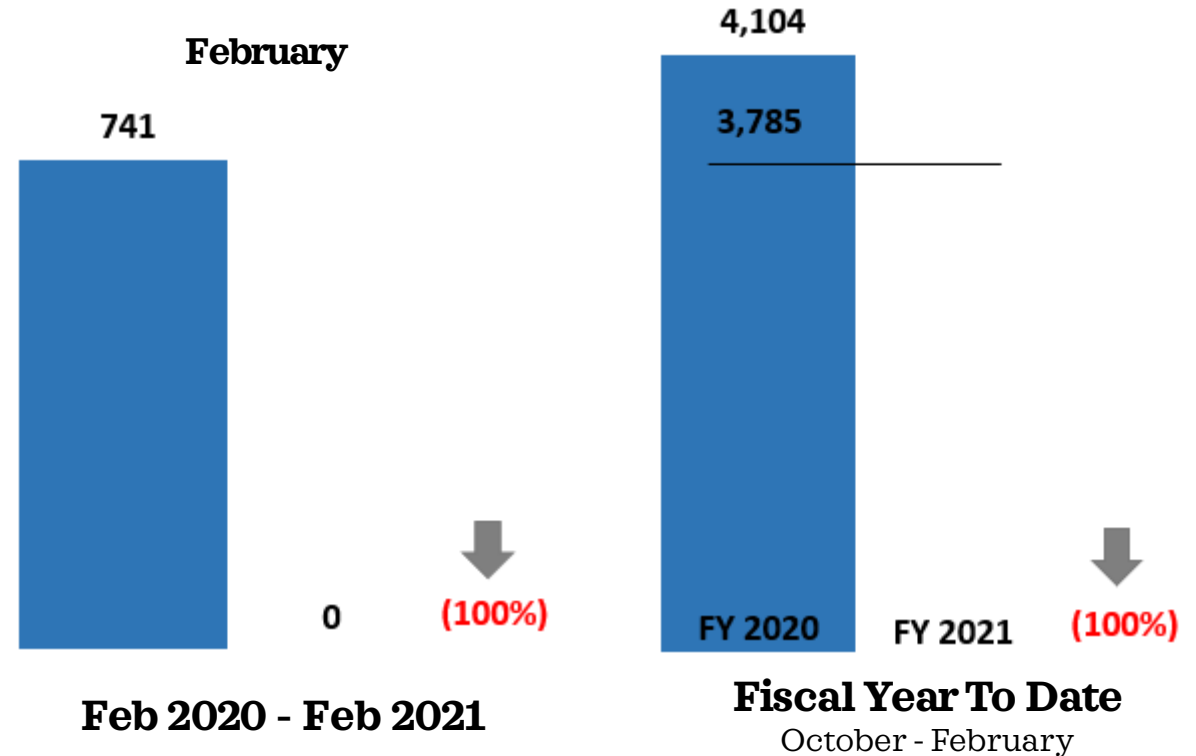
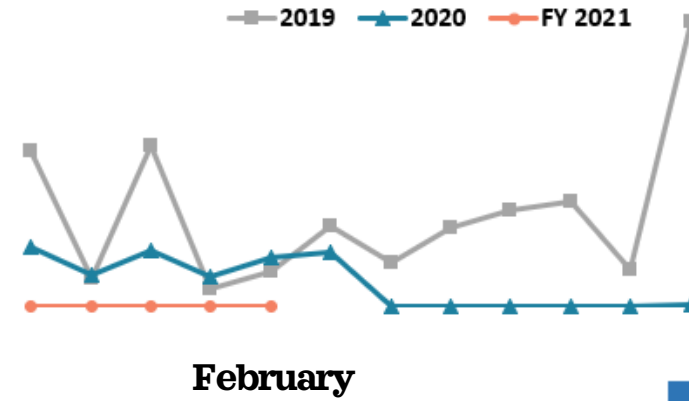
Definite Bookings – Leisure

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

Bookings

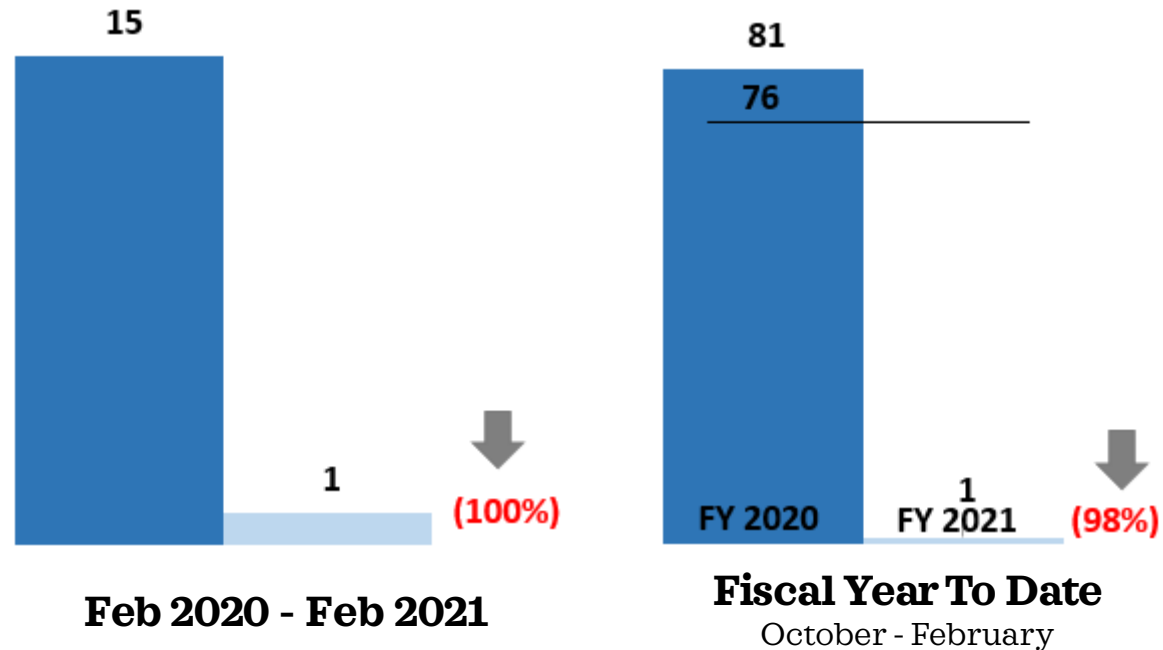
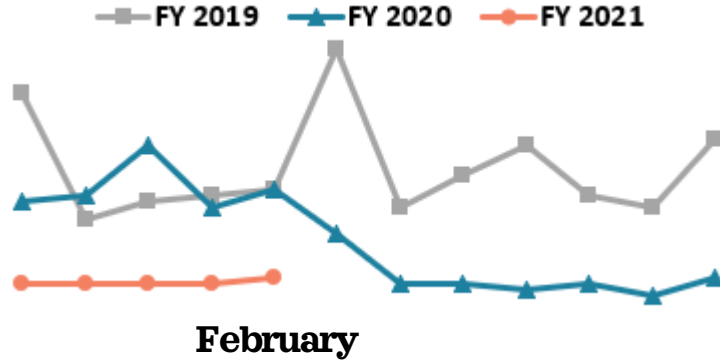


Room nights

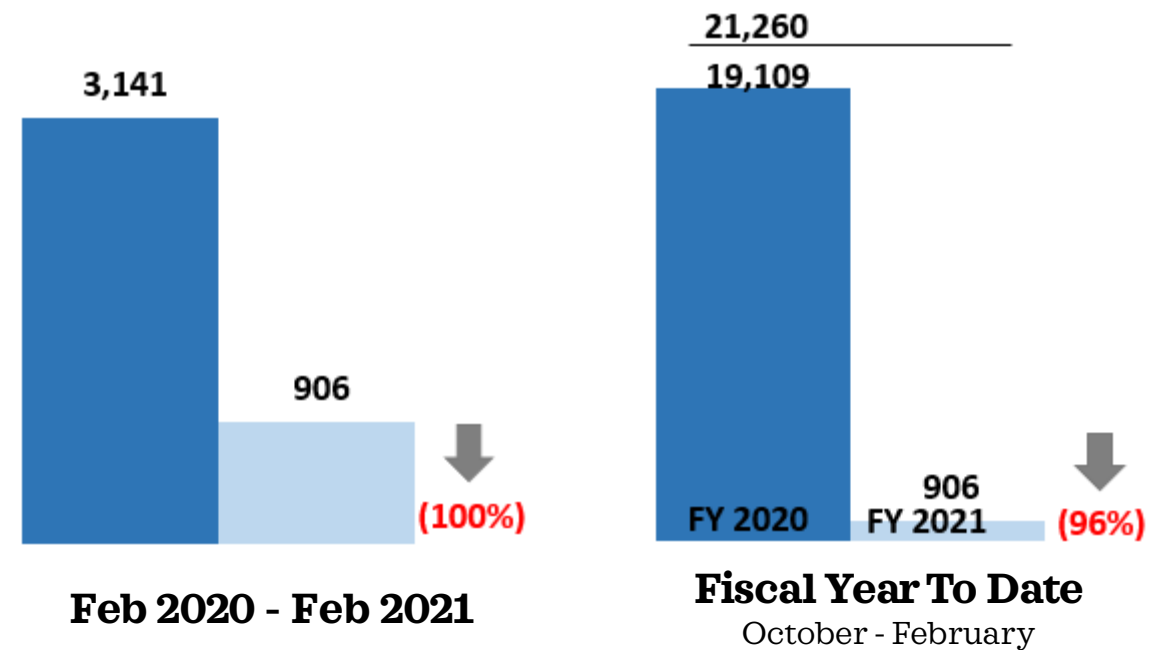
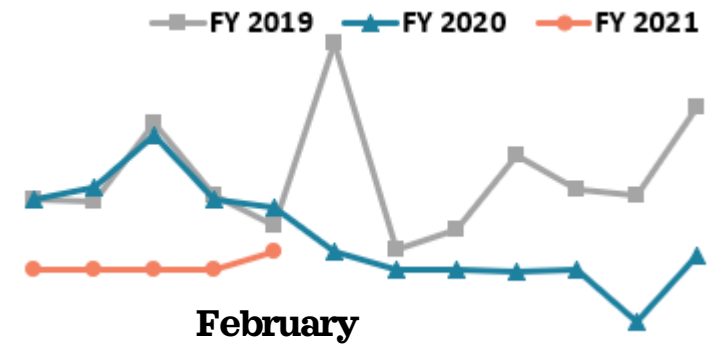


Definite Bookings – All Sales

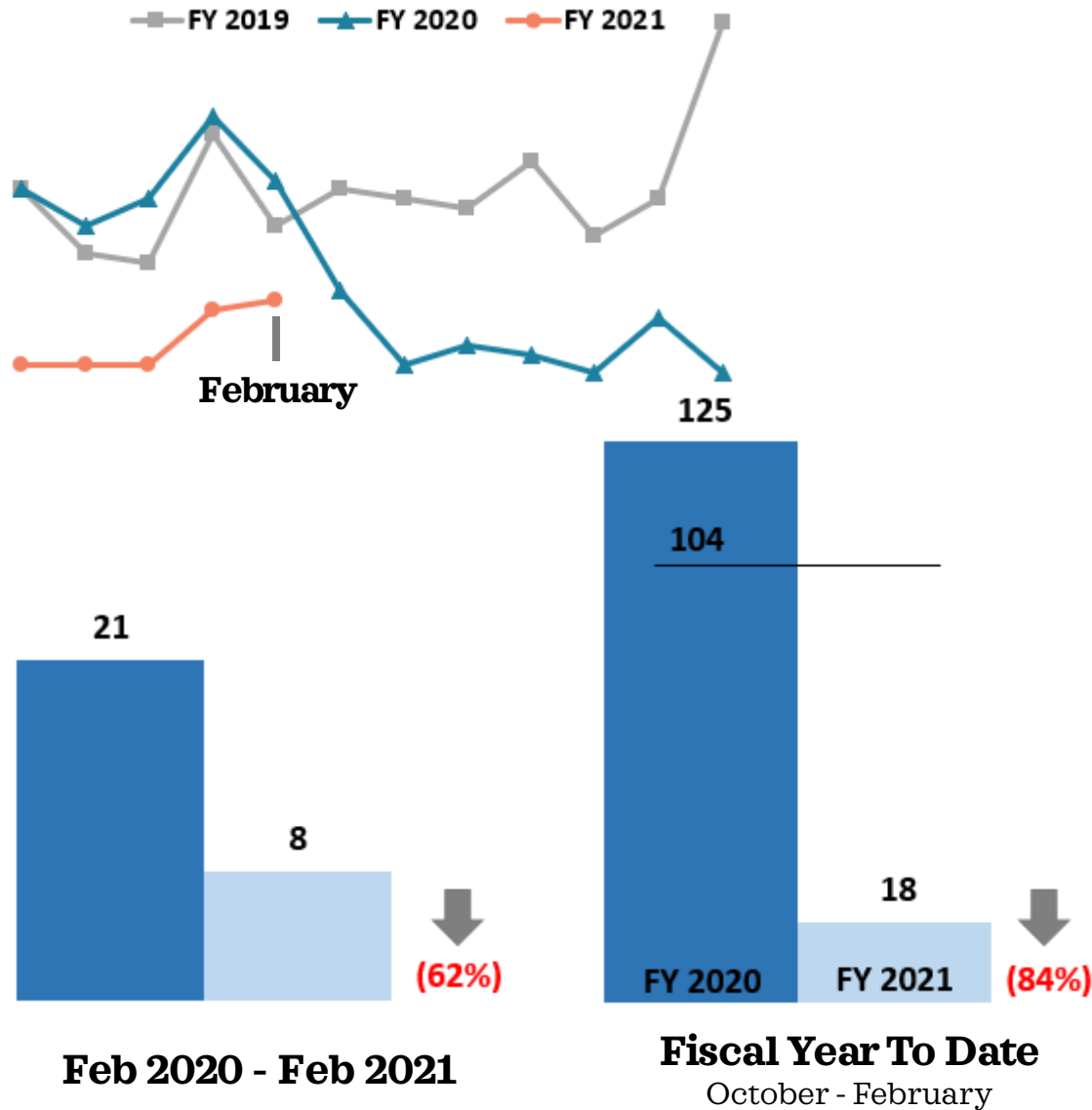
Bookings



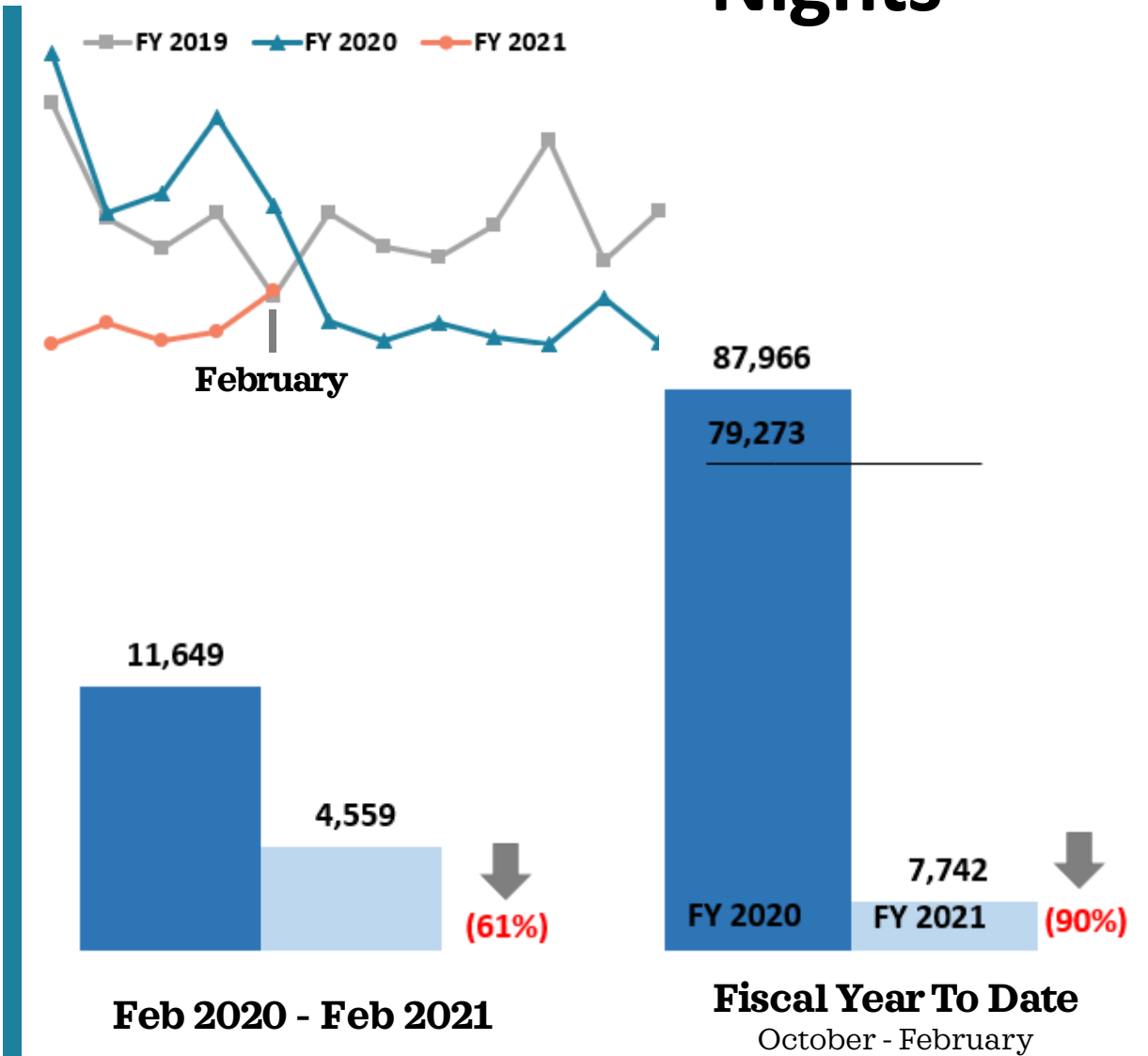
Room nights



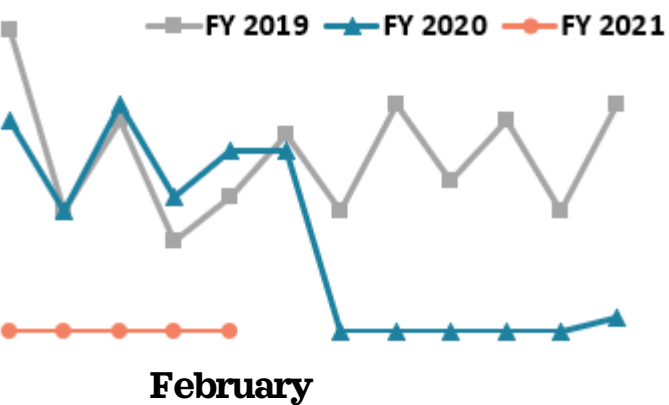
Leads Issued – Meetings/Sports



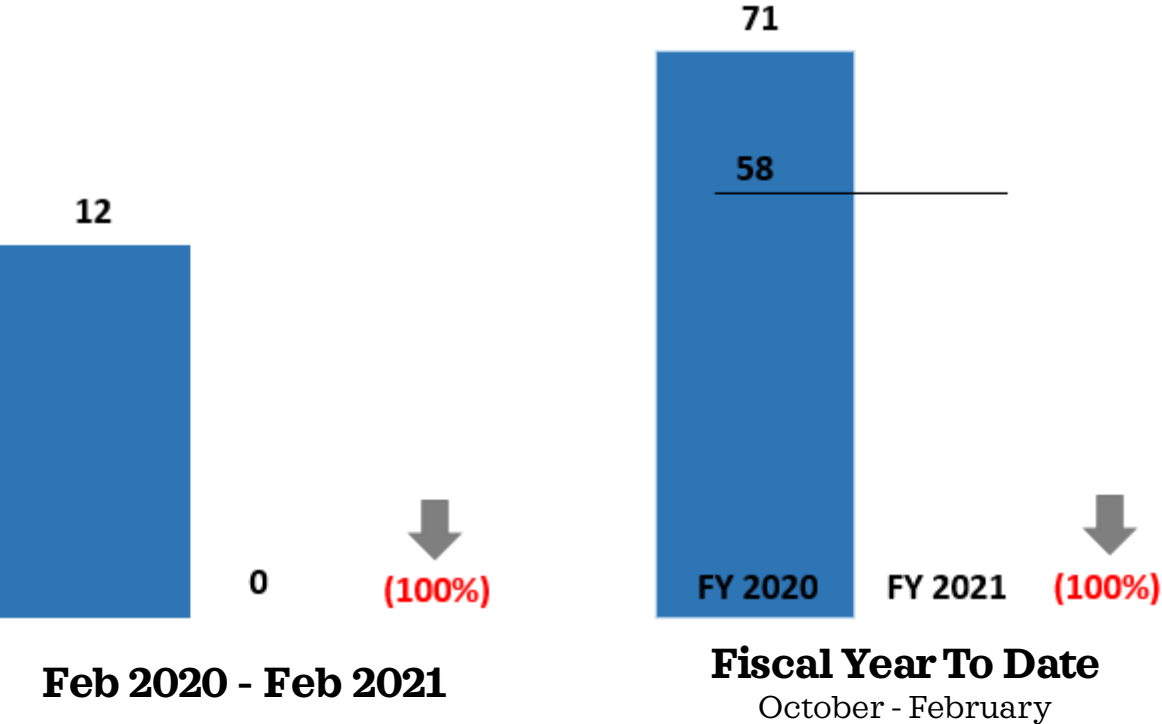
Potential Room Nights



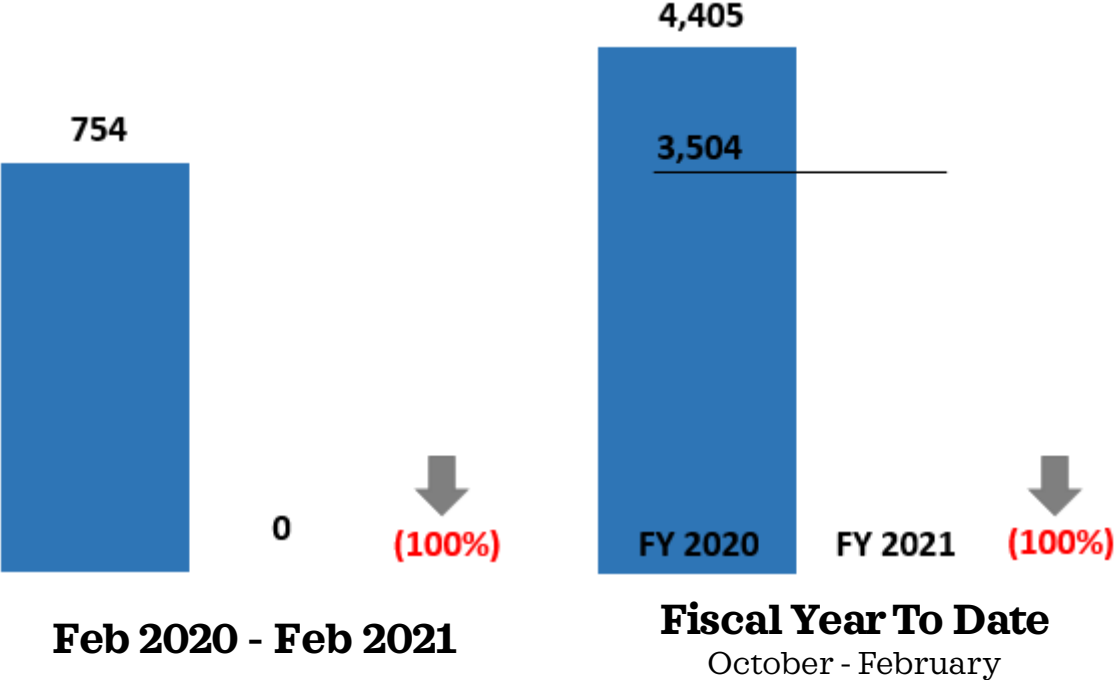
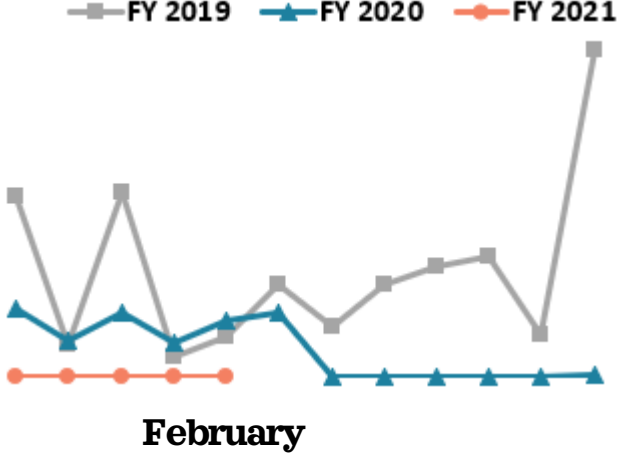
Leads Issued – Leisure



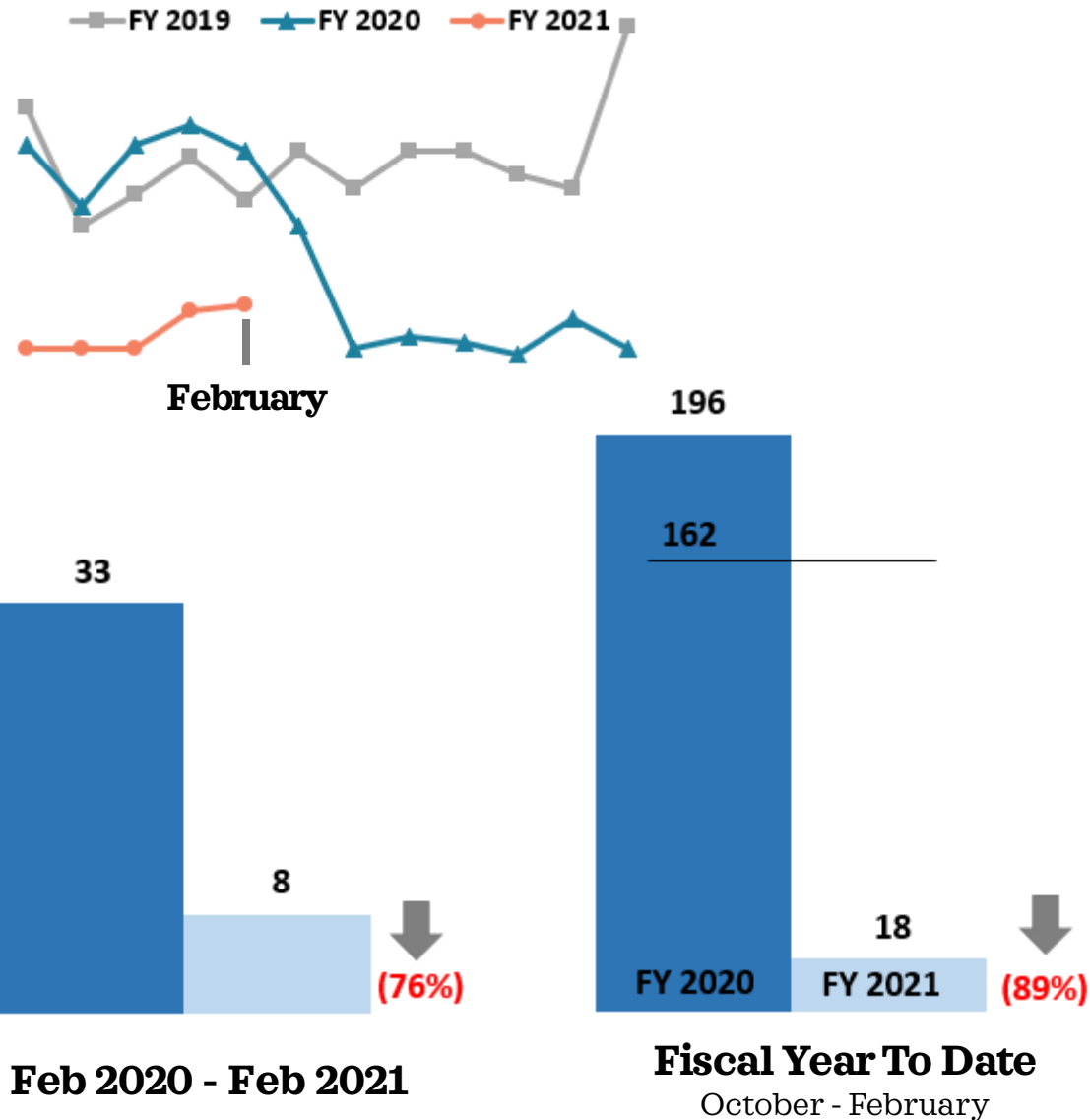
FY 2019 leisure leads and room nights include FIT business which is not being included in FY 2020 or 2021 numbers.



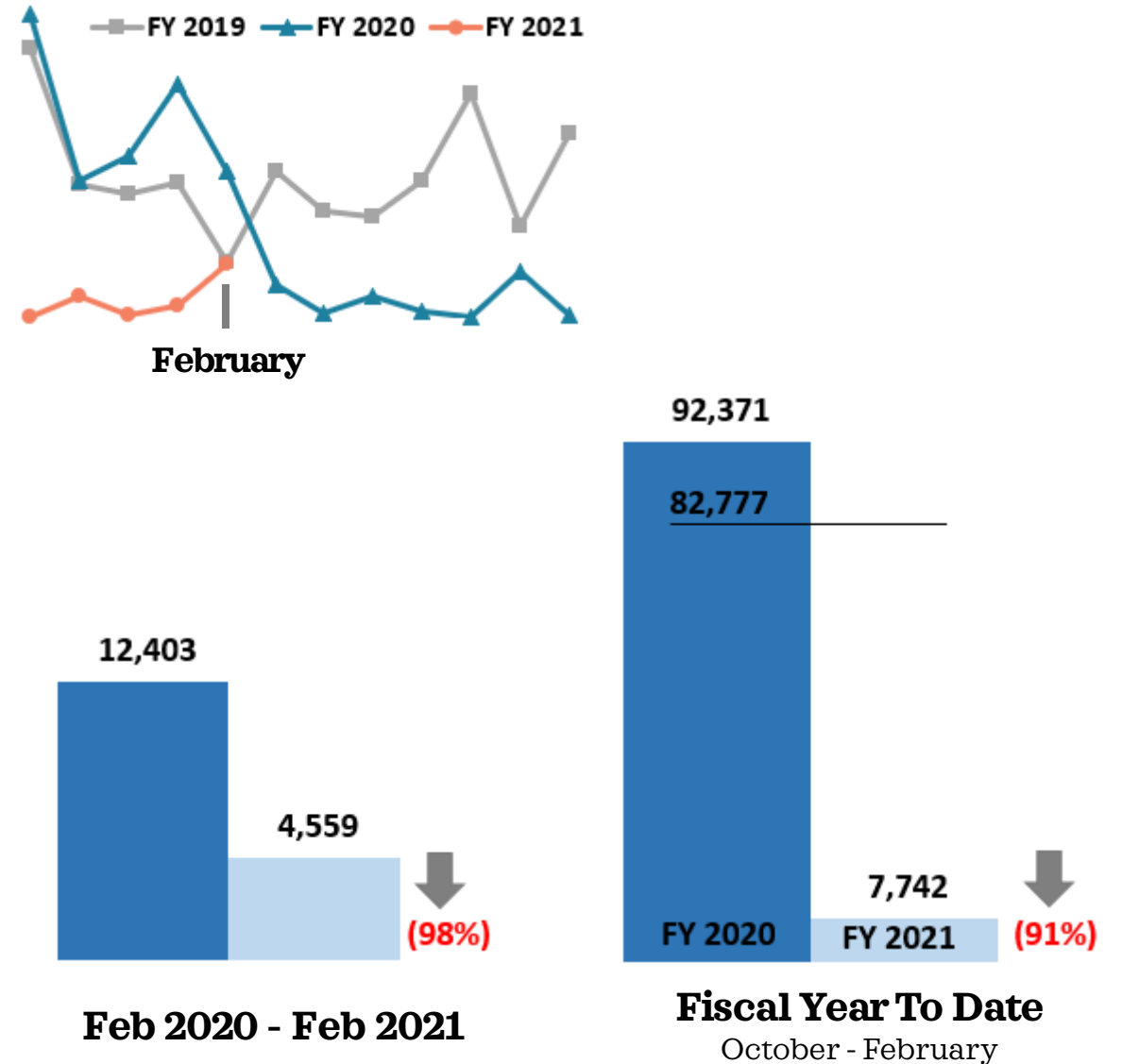
Potential Room Nights



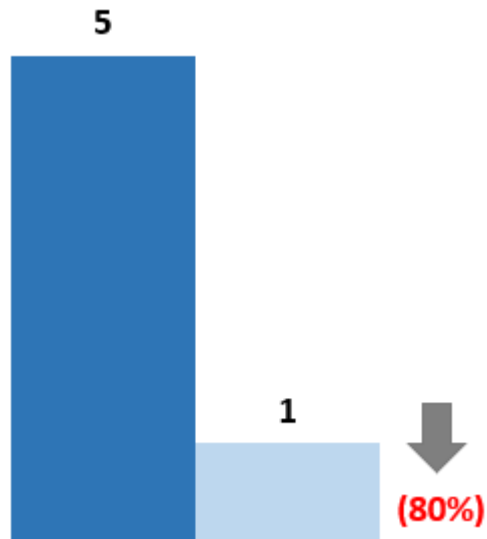
Leads Issued – All Sales



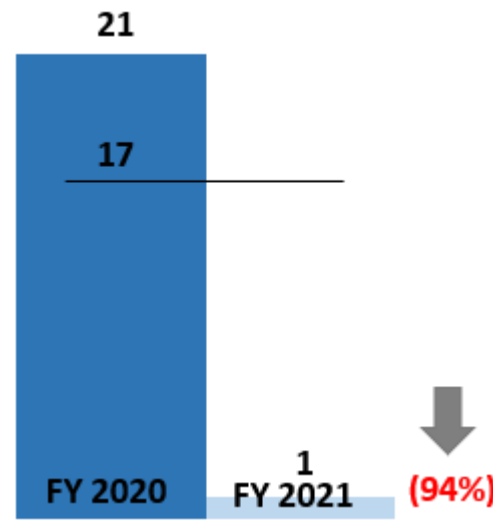
Potential Room Nights



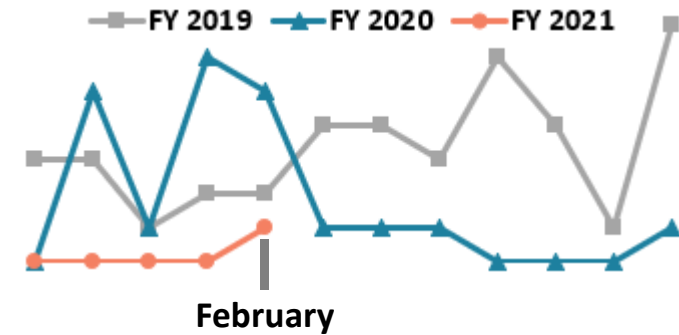
Convention Center Leads



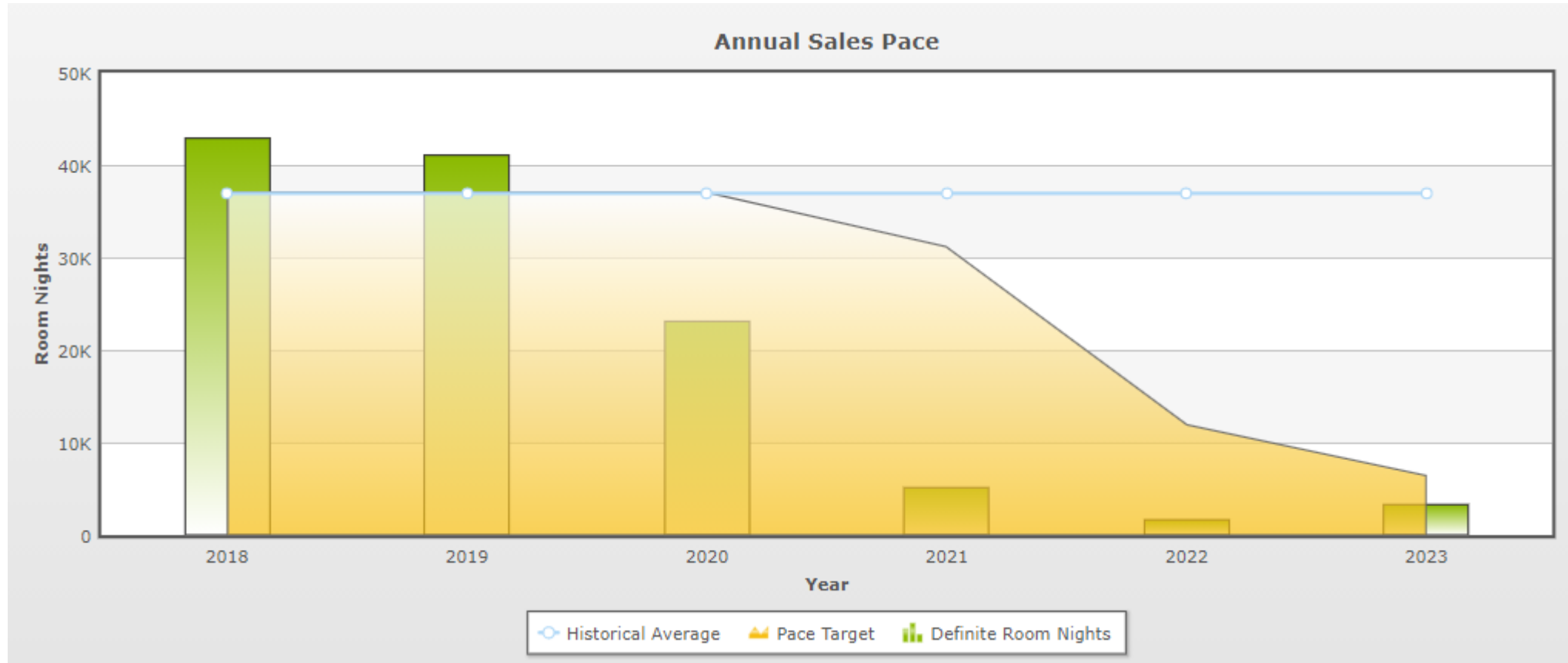
February 2020 over February 2021



Fiscal Year To Date
October - February



Pace Report



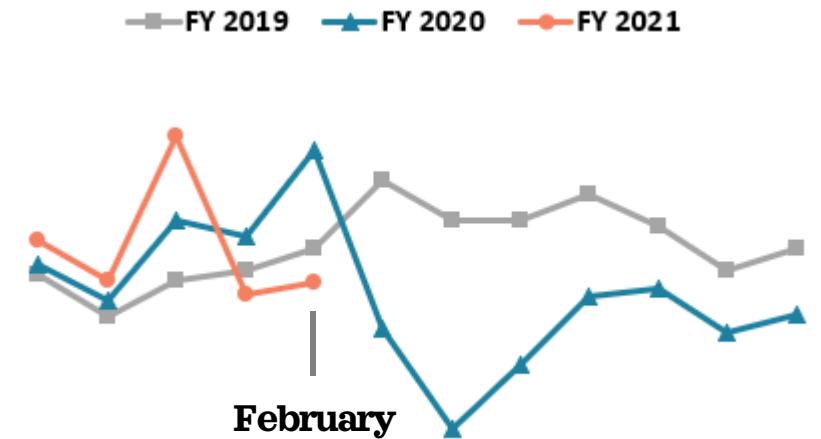
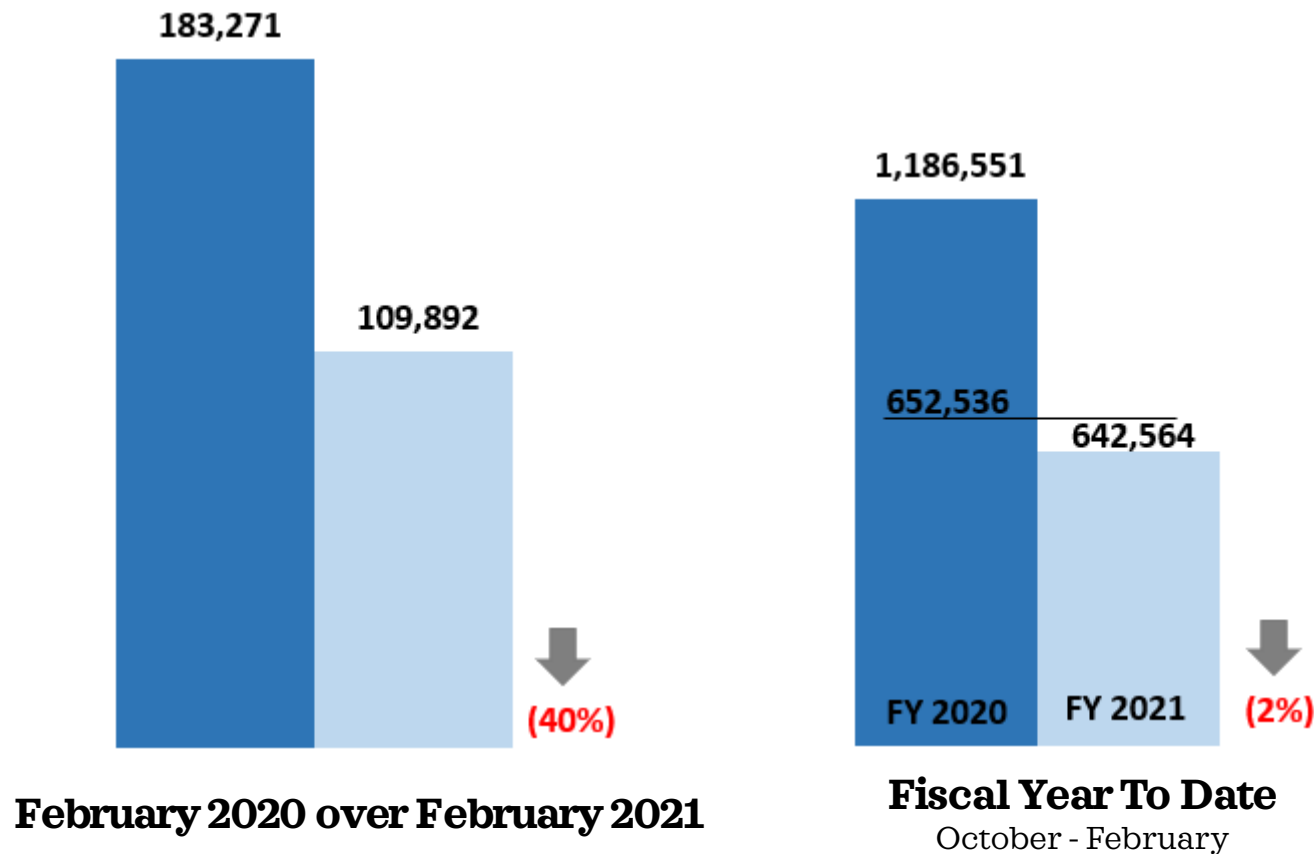
Pace Report - Pipeline



Google Analytics – Users

Traffic Analysis:

Overall traffic was down -47% compared to last year. Organic Search was the top source of traffic however it was down 66%. Paid Social (+566%), Social (+456%), and "Other" (+14,833%) sessions increased YoY. The Other sessions were driven primarily by Miq and Viant native ads.



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	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
Newsletter Signup	241	213	497	234	210							
Total Active Newsletter Recipients 24,907												
Request the Guide	568	440	542	784	797							
Digital Guide Views	118	69	88	131	129							

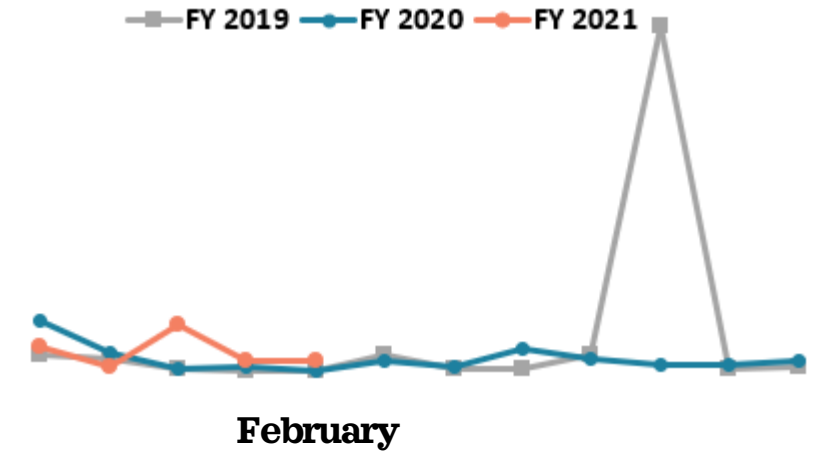
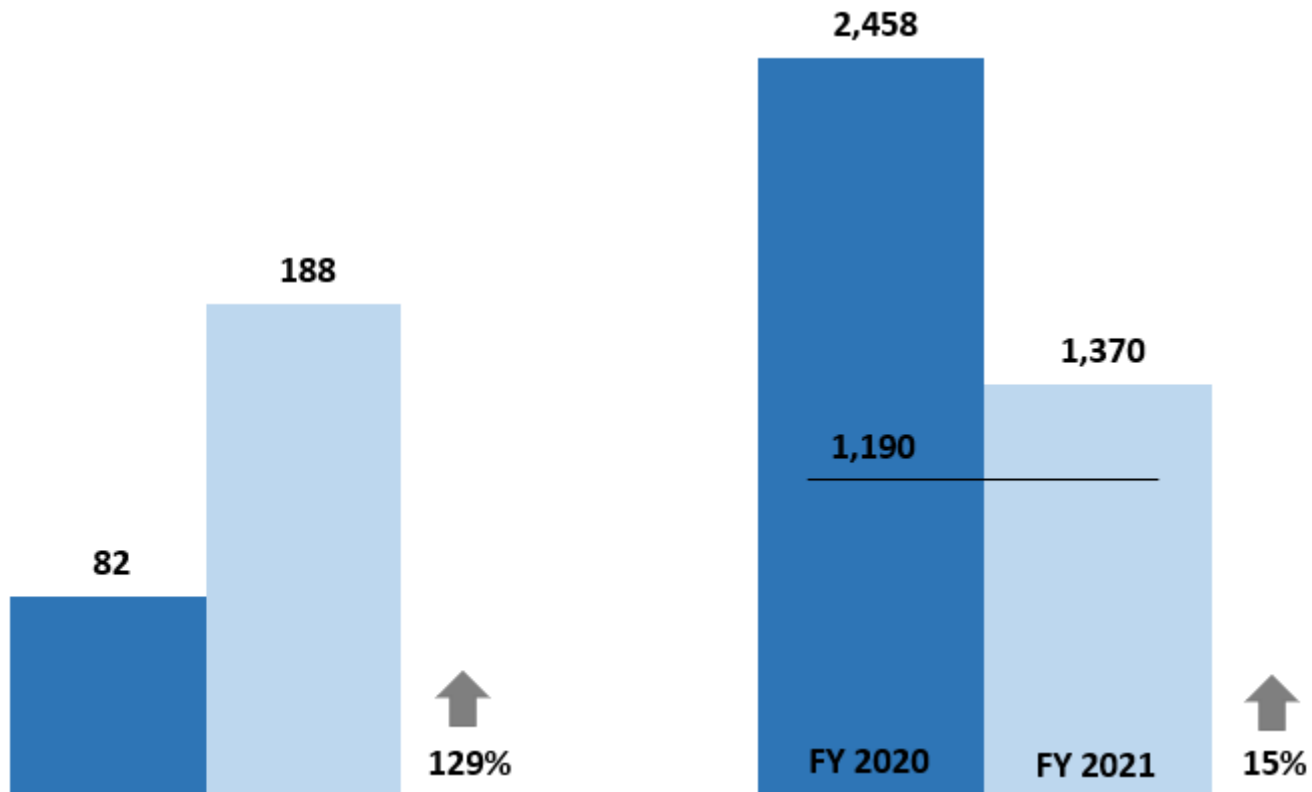
Action Taken

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	2,176	2,509							
Listing Detail	10,648	7,466	9,064	13,007	13,743							
Website referral	14,105	8,955	9,549	7,740	8,390							

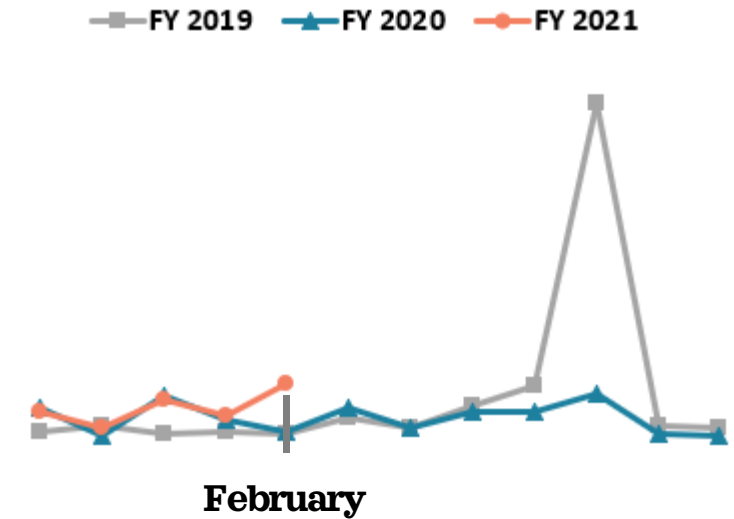
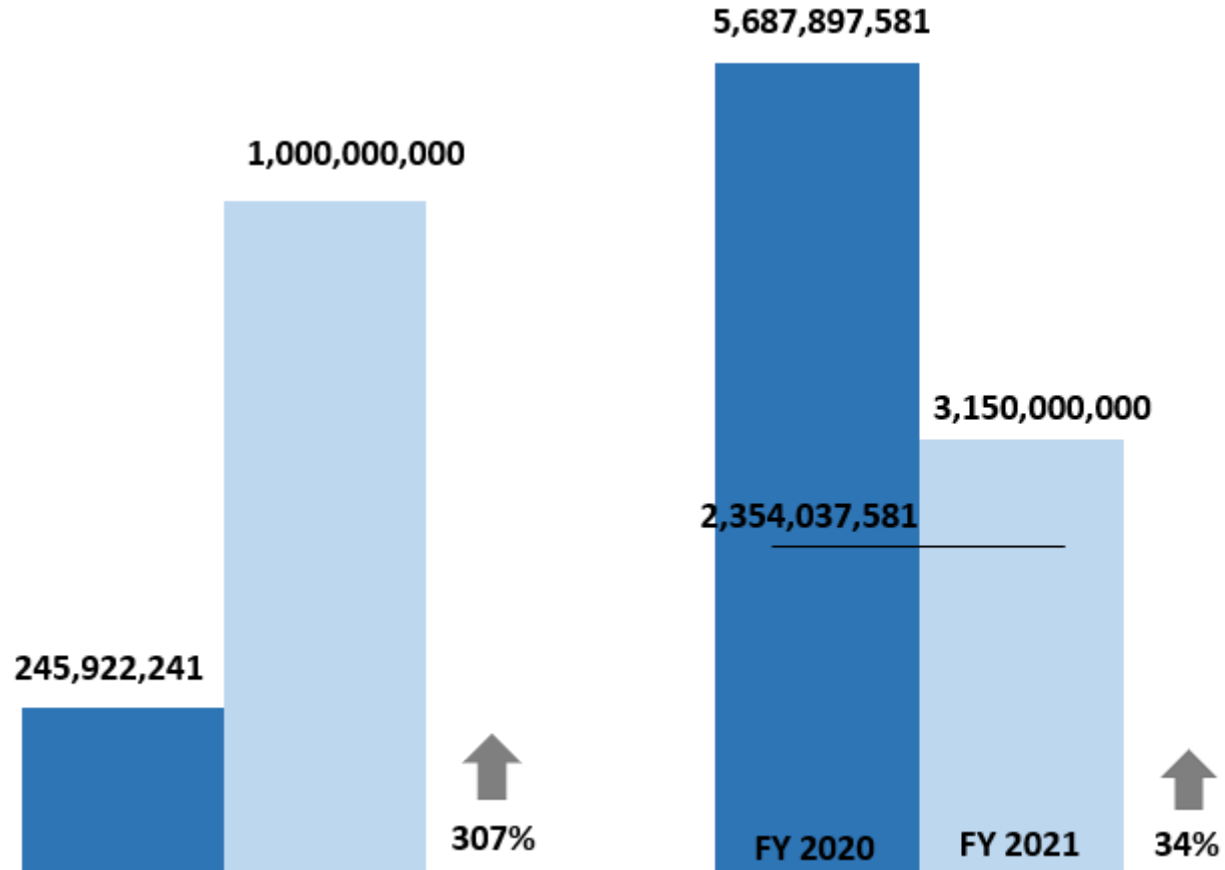
Number of Articles



February 2020 over February 2021

Fiscal Year To Date
October - February

Impressions

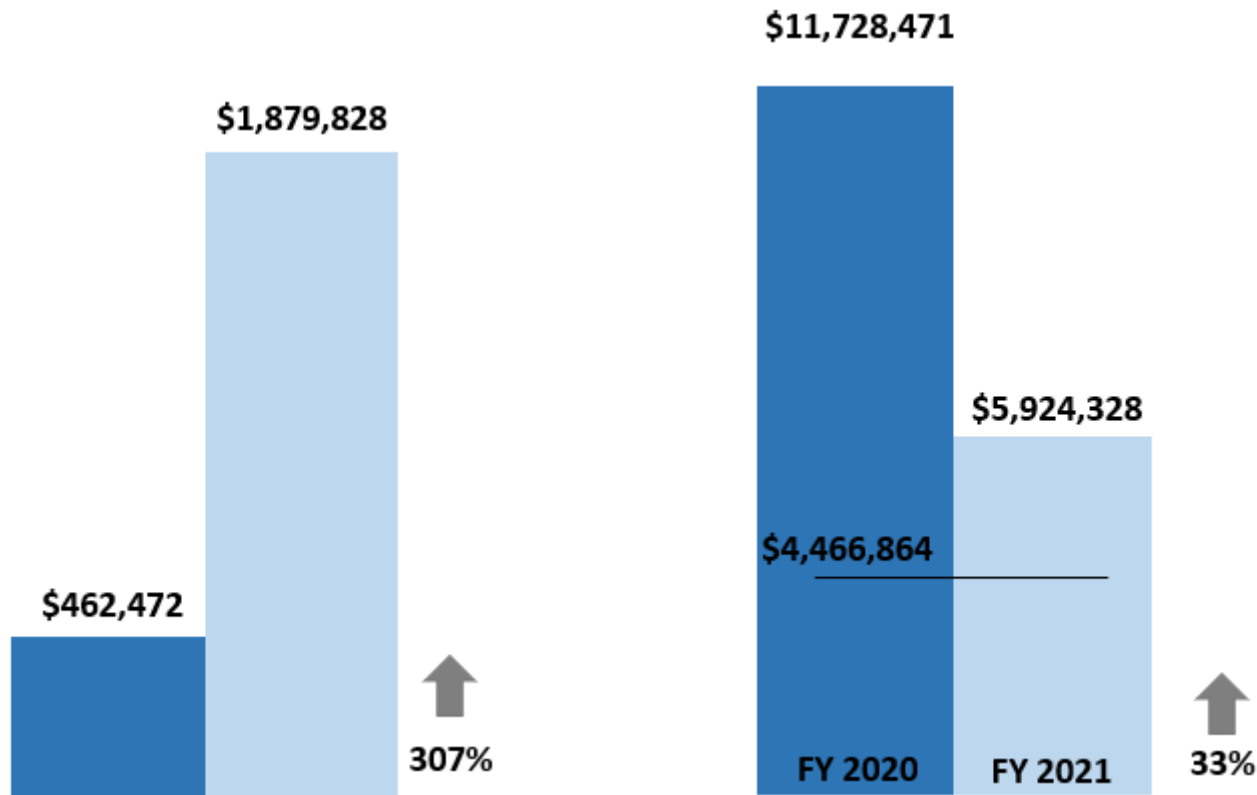


February 2020 over February 2021

Fiscal Year To Date
October - February

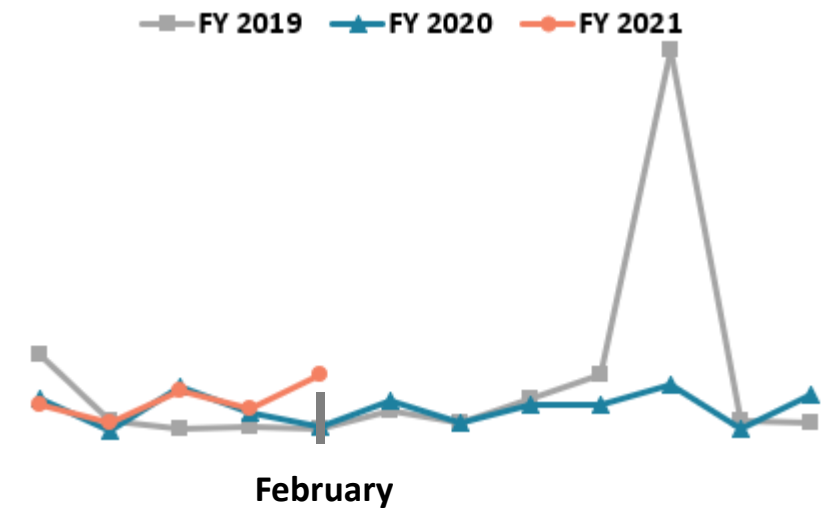
Advertising Value Equivalency

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.



February 2020 over February 2021

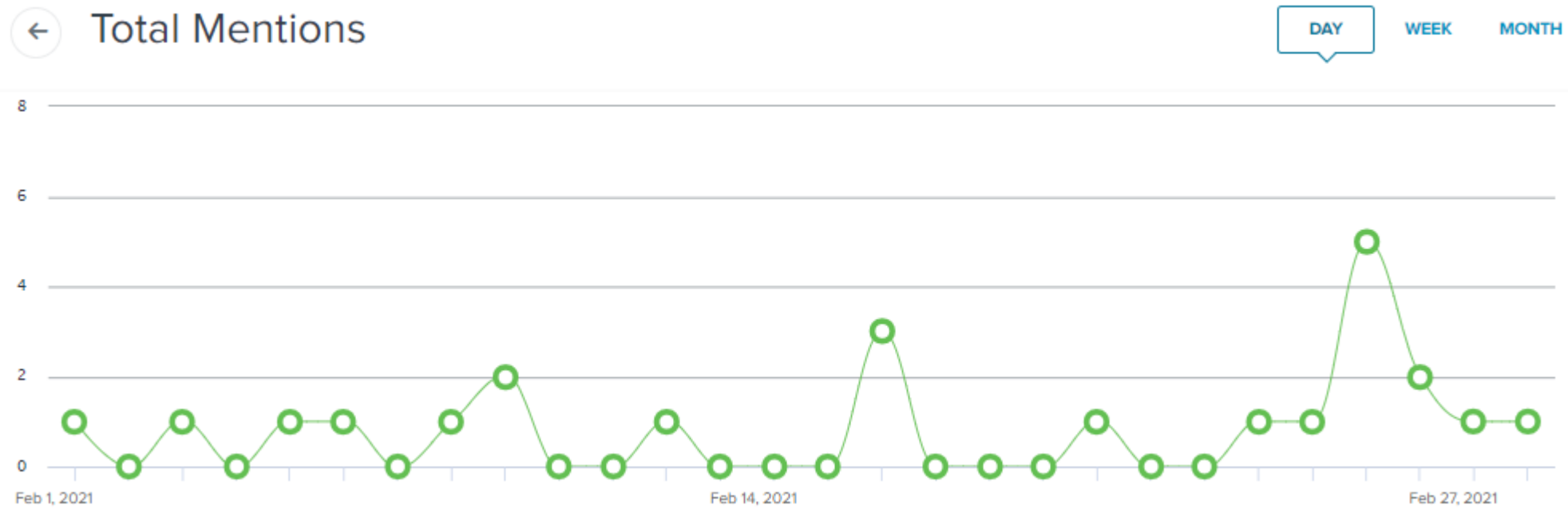
Fiscal Year To Date
October - February



Earned Media

Content Drivers:

- COVID-19
- Outdoor Destinations
- Winter TRAVEL
- Development
- Food & Drink





Study: Coast tourism performing among the best in the nation



BILOXI, Miss. (WLOX) - While COVID-19 hit our tourism industry hard, the downturn has not been as severe as expected. Coast tourism is performing among the best in the nation.

That's according to the latest tourism research released Thursday morning by Coastal Mississippi CEO Milton Segarra at a meeting with the Gulf Coast Business Council.

Segarra says South Mississippi tourism has seen success and growth in the past year, thanks in part to the the \$3.4 million the Coast was awarded from the Tourism Recovery Fund.

Mississippi was the top travel spending market in the U.S. last year, with the Gulf Coast accounting for one-third of all the activity regarding tourism.



Study shows 75% of visitors to Mississippi Coast want to come back, tourism chief says

BY MILTON SEGARRA COASTAL MISSISSIPPI

FEBRUARY 25, 2021 07:00 AM

On behalf of the Coastal Mississippi staff and Board of Commissioners, I extend a heartfelt thanks to our community, industry partners, health care authorities and visitors for taking extraordinary precautions to keep our region safe during these unprecedented times, and for maintaining our Coastal Mississippi promise of health and safety.

Tourism is the lifeblood of our tri-county region, and while the impact of COVID-19 has inarguably been indelible, Coastal Mississippi has nonetheless seen successes and growth.

Mississippi was the top travel spending market in the U.S. in 2020, and Coastal Mississippi accounts for one-third of the state's tourism employees, expenditures, and taxes. This places our destination as one of the highest performing nationally last year.



Local Media Coverage - Assisted

10 Small-ish Towns in America for Every Occasion

For Pottery (and the Beach): Coastal Mississippi

The Gulf Coast of Mississippi, which has 26 miles of white-sand beaches, feels like a good secret. We love that each coastal community across the region has a different feel, from artsy Ocean Springs to charming Bay St. Louis. With loads of inexpensive lodging options, guests can stay in beachside boutique hotels, luxury casino resorts (and for much less than in, say, Vegas), and coastal inns. This wallet-friendly stretch of coastline lets you kayak, hop on a standup paddle board, or go boating and fishing for less than in higher-profile beaches in Florida or Texas. If you prefer museums and art, check out the Ohr-O'Keefe Museum of Art in Biloxi, or the Walter Anderson Museum of Art or Shearwater Pottery Workshop and Showroom in Ocean Springs. A range of the area's attractions can be found in the [Coastal Mississippi Attractions Pass](#), which includes one cost of entry to eight must-see attractions, all for the wallet-friendly price of \$45. and it never expires. Plan a visit around one of the region's free festivals held throughout the year, which showcase local crafts, fresh seafood, and live music.

Coastal Mississippi Assisted Media Coverage

The Best Staycation in Every State

24 of 50 Ocean Springs, Mississippi



[VIEW MAP](#)

ADDRESS:
*Ocean Springs, MS 39564,
USA*

People opting for local travel to Mississippi's 'Secret Coast' can rest assured that the tourism and hospitality sector of that region is committed to safe, responsible experiences for visitors. Under the [Coastal Mississippi Destination Promise of Health and Safety](#), industry leaders ensure that all necessary precautions and best practices continue to be implemented throughout the southern communities.

Ocean Springs is a great place to start for a Gulf Coast staycation. It's in close proximity to the [Mississippi Aquarium](#) in Gulfport, the tantalizing seafood of Biloxi, and the golf courses of Gautier. [The Roost](#) boutique hotel, just a short walk from bustling Government Street, offers quiet accommodations with historic charm. The entire town is an art lover's dream but the [Twelve Oaks Nature Preserve and Trail](#) is a creative blend of the [arts community](#) and the [outdoors](#). With both takeout and outdoor dining available, the quirky, down-home joint [The Shed](#) serves up rustic vibes and barbecue with all the fixin's. —Amy Conry Davis

25 Affordable US Travel Destinations



Biloxi, Mississippi

[Biloxi](#) is a budget-friendly beach getaway that you'll definitely want to experience. Spend the day suntanning at on Ship Island or Biloxi Beach. When you're not exploring attractions like the Mardi Gras Museum or Biloxi Lighthouse, eat your way through the barbecue, Cajun, and seafood joints of the city. And if you're feeling lucky, perhaps you could cover the cost of your trip with a little gambling among the Biloxi casinos.

Coastal Mississippi Assisted Media Coverage

TRAVELING NEWLYWEDS

OUR SECOND VISIT TO COASTAL MISSISSIPPI AND WHY WE'LL BE BACK ASAP

We first ventured to the [Mississippi](#) coastline in mid-2019, on a road trip in our cozy, tightly-packed Prius (With Sally too!). With little expectations on arrival, we were wowed by our hotel, the food, the experiences, and the people! Our second visit, in November 2020, was no different (well, besides the fact that we had a bigger car and a baby). We had grand plans to head back to all of our favorite Coastal MS spots, but we were pleasantly surprised to find some new gems, too! From tasty new restaurants to incredible new activities for the whole family, Coastal Mississippi continues to have us wanting more.

Why? Let's start with where we stayed. In case you need a refresher, in 2019 we stayed at the [Roost](#), the most beautiful little boutique hotel just a short walk from downtown Ocean Springs. It's quaint and chic and cozy all in one—not to mention connected to an incredible (and under-the-radar) speakeasy. How can you possibly beat that?!

Well, their sister property, [the Beatnik](#), is brand new to Ocean Springs, and it's just as magical. The Beatnik boasts four modern, luxurious floating cabins that we were obsessed with from the moment we walked in. From a Covid-19 perspective, we had zero interaction with anybody to check-in, and the room was only cleaned on an as-needed basis (with safety precautions in mind). We all had our highlights... For me (Bobby), it was the outdoor shower. Alli loved the pool. Jude wanted to sleep in the hidden bunk beds (not quite ready, though). And Sally lived for the refreshingly cool floors in the bathroom. This place was a dream!

Thrifty Mommas Tips

Shrimp Life Cycle Booklet



If you spend any time here on Thrifty Mommas Tips at all, then you probably already know that shrimp is my food. Just last month I wrote about a [shrimp boat tour](#) that we did in 2019 in [Coastal Mississippi](#).

But what do you actually know about shrimp? I mean they taste great and all, but what's their life cycle like?

What's in the Shrimp Life Cycle Learning Kit?

Here's what's included in this cute and free learning tool for school aged kids.

- The first page is a which is next in the life cycle stages sheet.
- Page 2 is a word tracing game.
- Page 3 is a Self Correcting Puzzle. Use the scissors to cut this out and help reinforce hand eye coordination and fine motor skills too.
- Finally, page 4 is a maze, which is always fun for kids.

Coastal Mississippi Assisted Media Coverage

just <sup>SHORT
OF</sup> crazy

THINGS TO DO IN MISSISSIPPI – THE ULTIMATE
TRAVEL GUIDE TO THE MAGNOLIA STATE










Things To Do in Coastal Mississippi aka The Secret Coast

[Coastal Mississippi](#) is so much more than a beach destination. It is a **true coastal destination** with enough to do to pack out a week.

Social Media Metrics

Large loss of Twitter followers largely due to platform-wide purge following events of February 6th. Purge impacted several Southeast DMO accounts.

							
Monthly Increase	10 Flat	31 Flat	3 Flat	448 3%	866 Flat	74 1%	1,4324 Flat
February 2020	151,283 Facebook (Total Likes)	15,489 Twitter (Total Followers)	964 Pinterest (Total Followers)	15,714 Instagram (Total Followers)	1,782,974 YouTube (Lifetime Followers)	5,570 LinkedIn Total Followers	1,971,994 Total

Coastal Mississippi
Posted by HeyOrca
Feb 1 · 🌐

Paying homage to sacrifices, considering our progress and reinforcing a commitment to an even bri... See More



GULFCOAST.ORG
Celebrate Black History Month in Coastal Mississippi

47 1 Comment 5 Shares

Like Comment Share

171,118 people reached >

2,285 Organic Reach 168,833 Paid Reach 9,700 Post Clicks

Facebook
Black History Month blog

171,118 impressions
9,778 interactions

Coastal Mississippi
@SeeCoastalMS

Mentally, we're here. ☀️

#MSCoastLife



2:08 PM · 2/15/21 · Twitter for iPhone

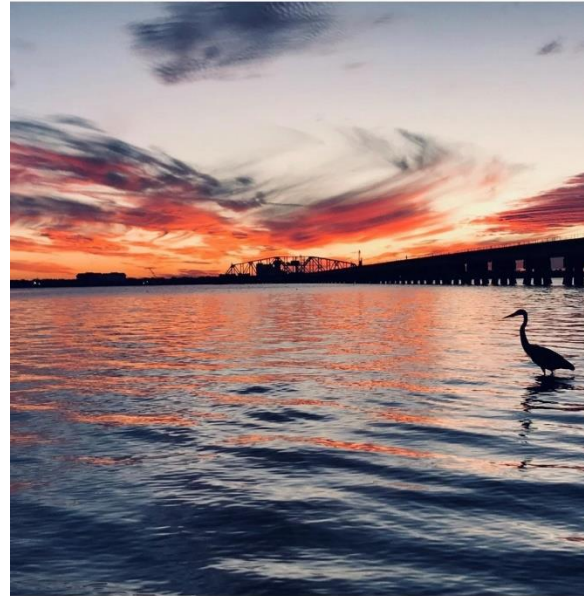
View Tweet activity

4 Retweets 2 Quote Tweets 34 Likes

Twitter
Light-hearted tweet during
nationwide winter storm

5,153 impressions
306 interactions

coastalms
Front Beach Ocean Springs



View Insights Promote

Liked by captkylejohnson and 12,910 others

coastalms Come to Coastal Mississippi, we'll be wading for you. 🐢💙

#VisitMSResponsibly
View all 20 comments

Instagram
User-generated content of
Ocean Springs sunset


14,062 impressions
13,271 interactions

Coastal Mississippi
5,570 followers
1w · 🌐

"Tourism is the lifeblood of our tri-county region, and while the impact of COVID-19 has inarguably been indelible, Coastal Mississippi has nonetheless seen successes and growth."

See how in CEO **Milton Segarra**, CDME's **Sun Herald** op-ed: https://lnkd.in/d8DG_Zu

#tourism #covid19 #growth



Study shows 75% of visitors to Mississippi Coast want to come back, tourism chief says
sunherald.com · 3 min read

121 7 comments

Like Comment Share Send

LinkedIn
Milton Segarra, CDME op-ed
in Sun Herald

2,431 impressions
216 interactions

SOCIAL MEDIA