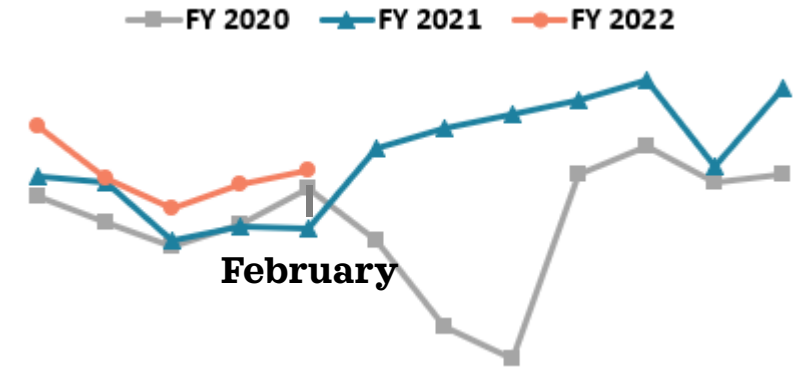
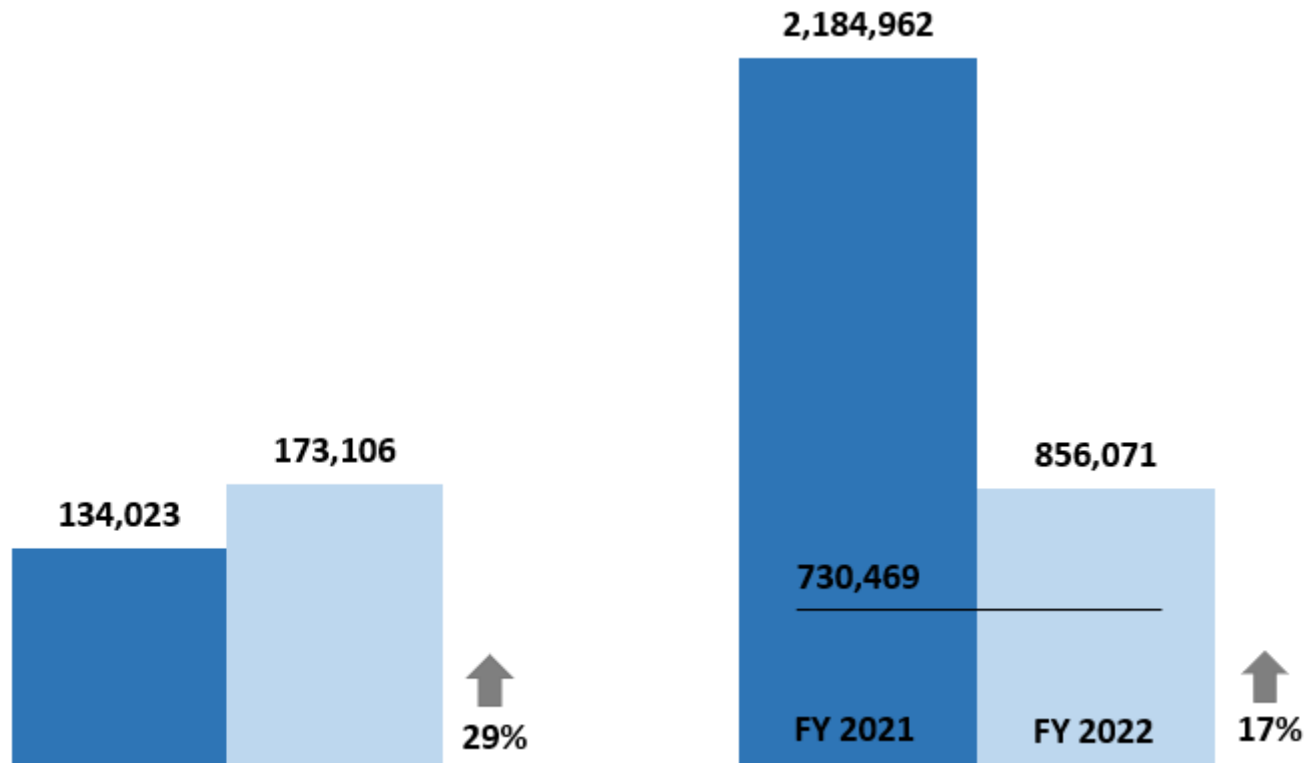


coastal MISSISSIPPI *— The Secret Coast —*

- Key Performance indicators
- February 2022

Non-Casino Rooms Sold

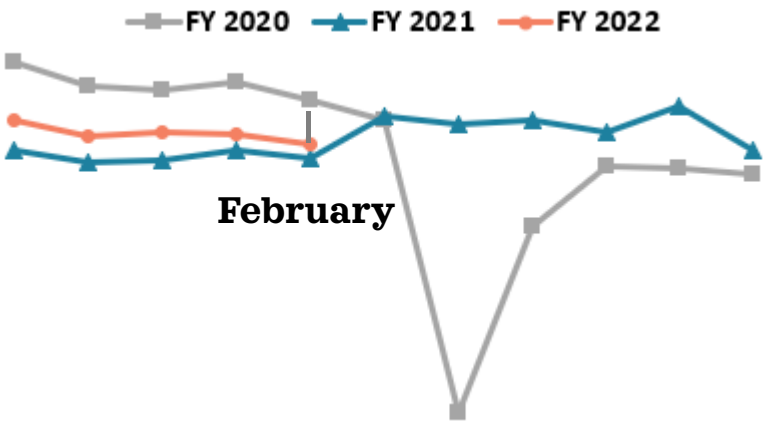
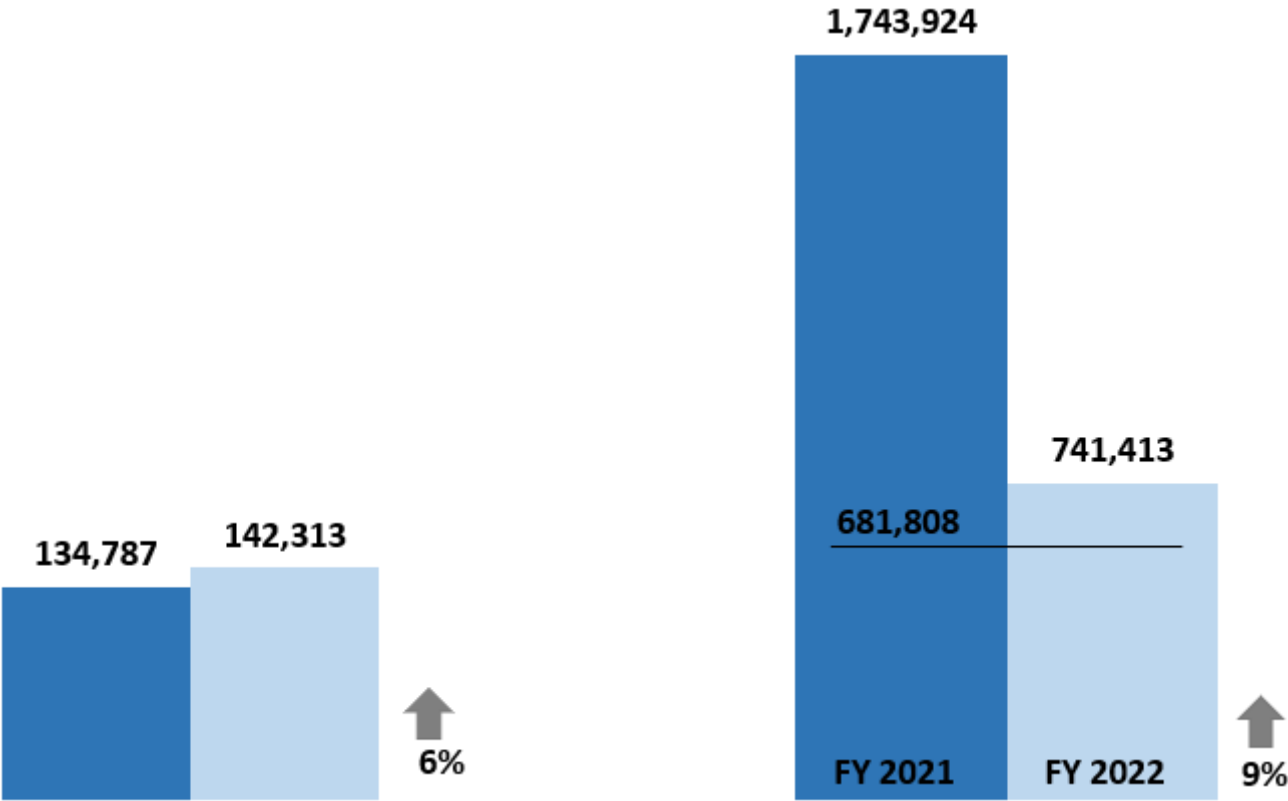


February 2021 over February 2022

Fiscal Year To Date
October-February

Source: STR

Casino Rooms Occupied

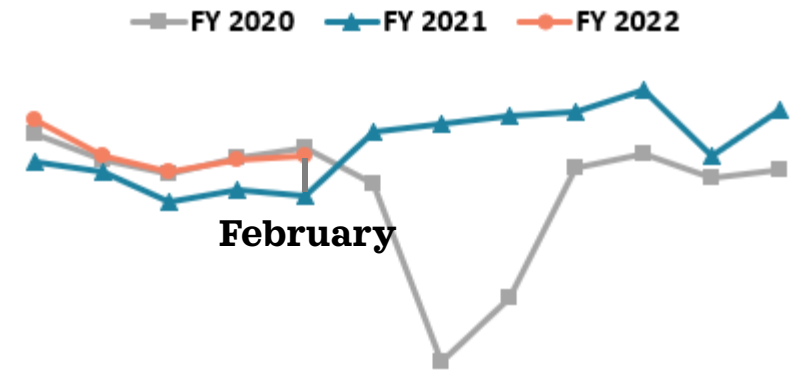
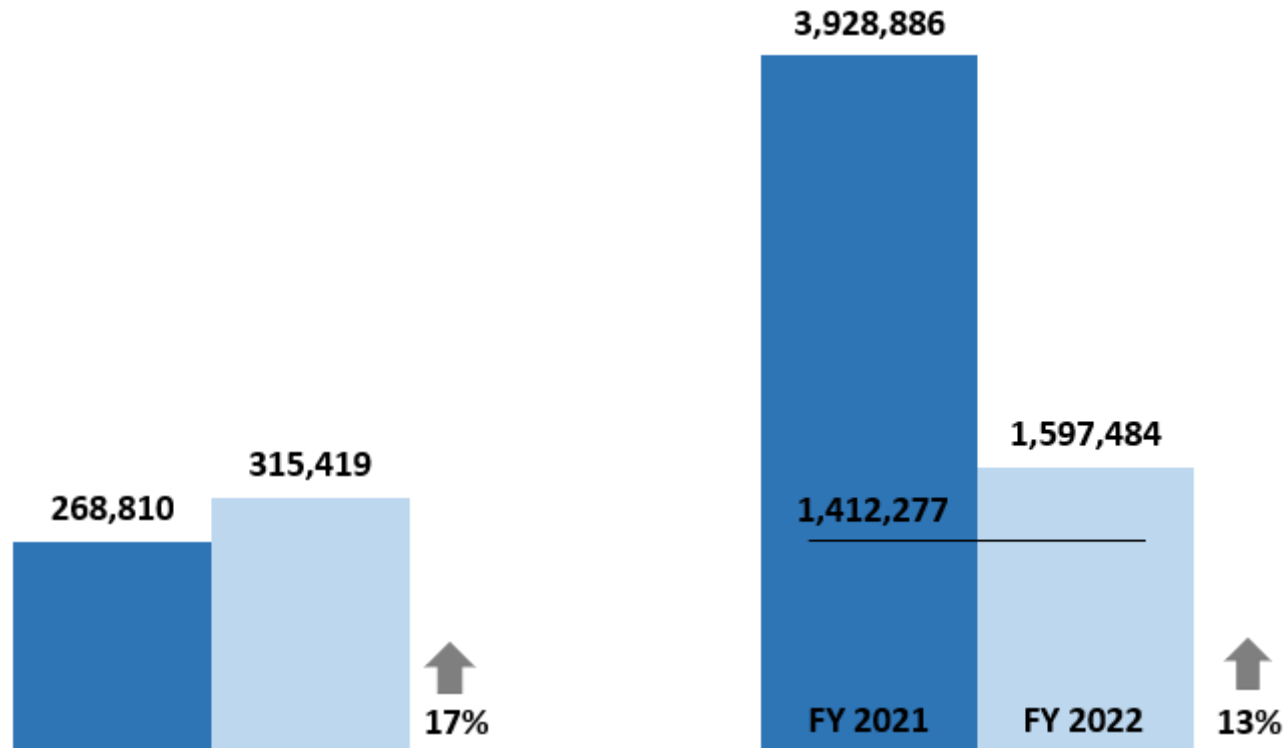


February 2021 over February 2022

Fiscal Year To Date
October-February

Source: STR

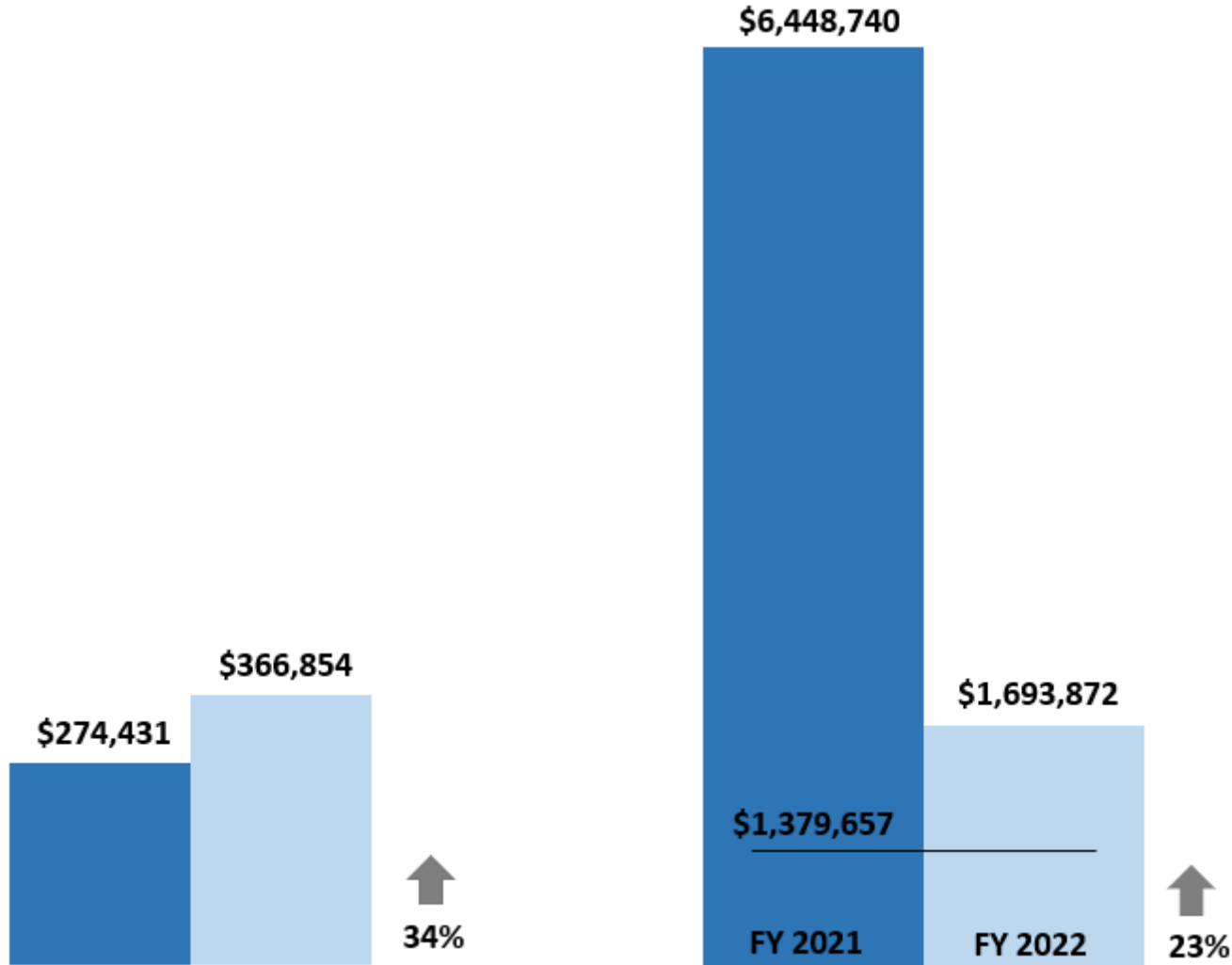
All Rooms Sold/Occupied



February 2021 over February 2022

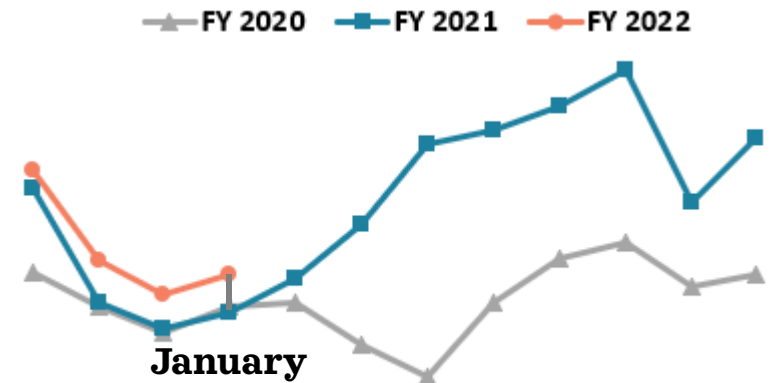
Fiscal Year To Date
October-February

Occupancy Tax Receipts

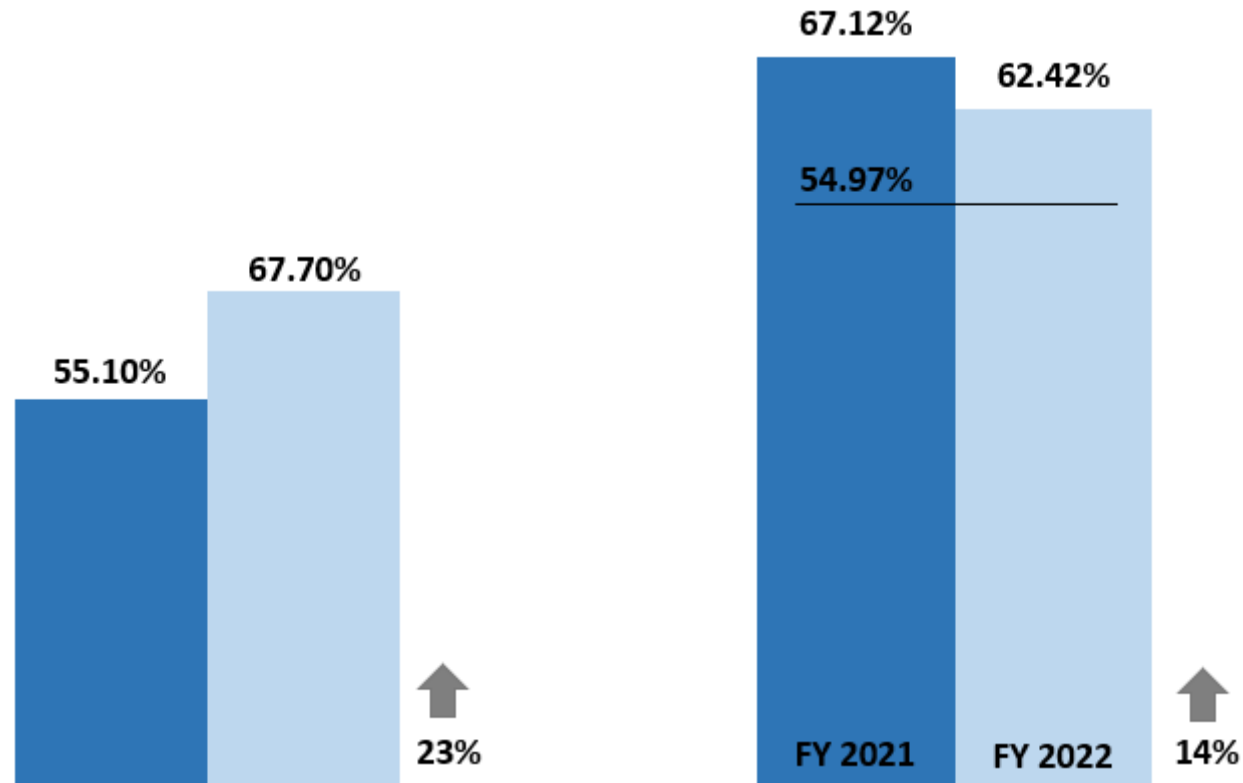


January 2020 over January 2021

Fiscal Year To Date
October-January

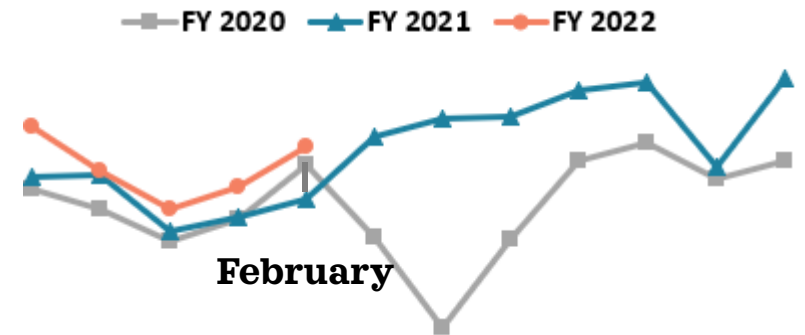


Non-Casino Occupancy

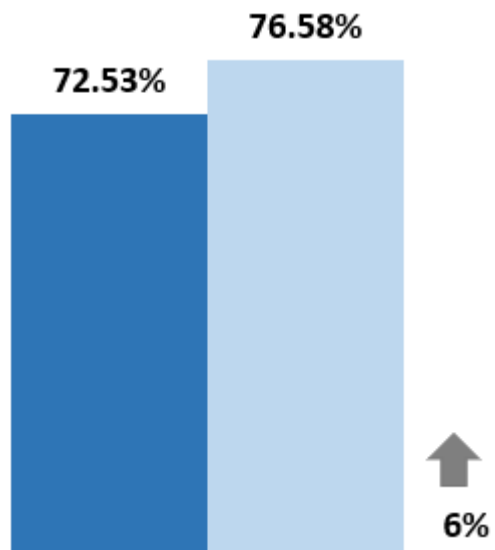


February 2021 over February 2022

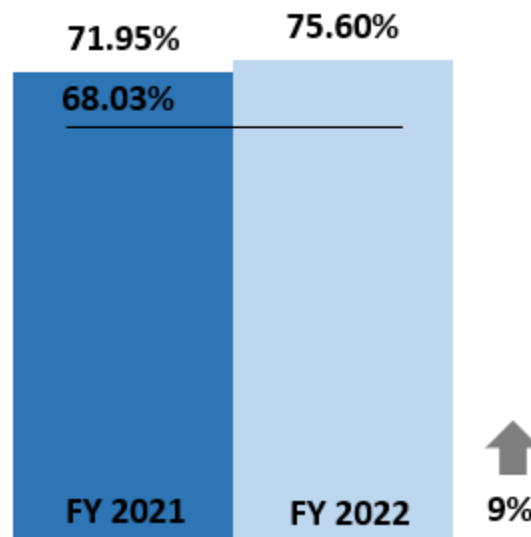
Fiscal Year To Date
October-February



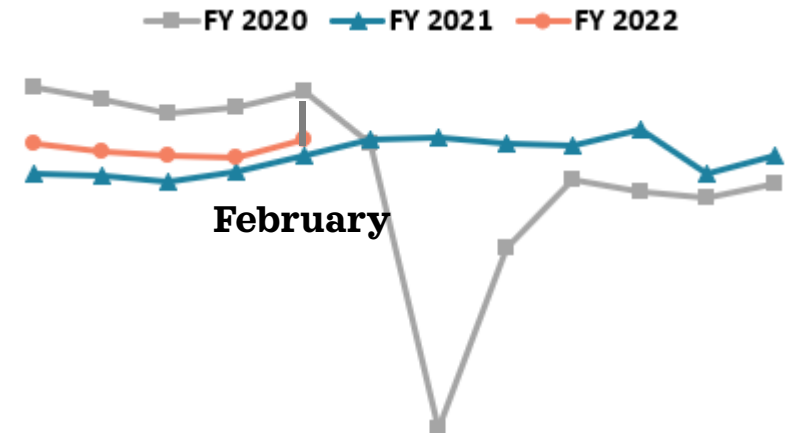
Casino Occupancy



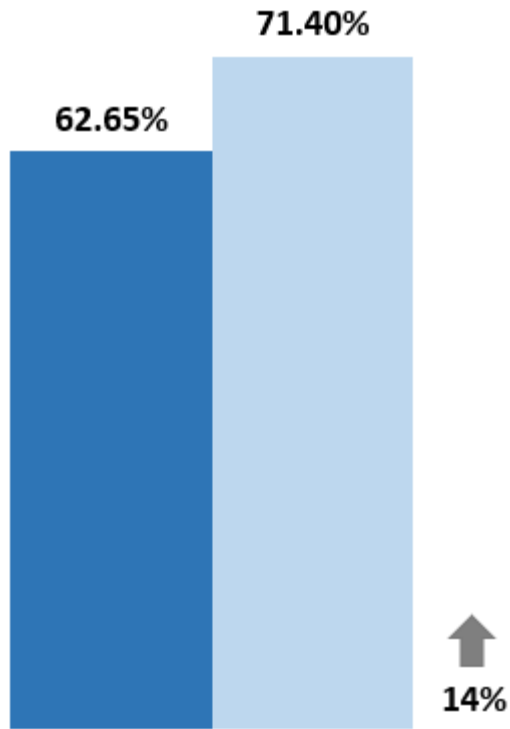
February 2021 over February 2022



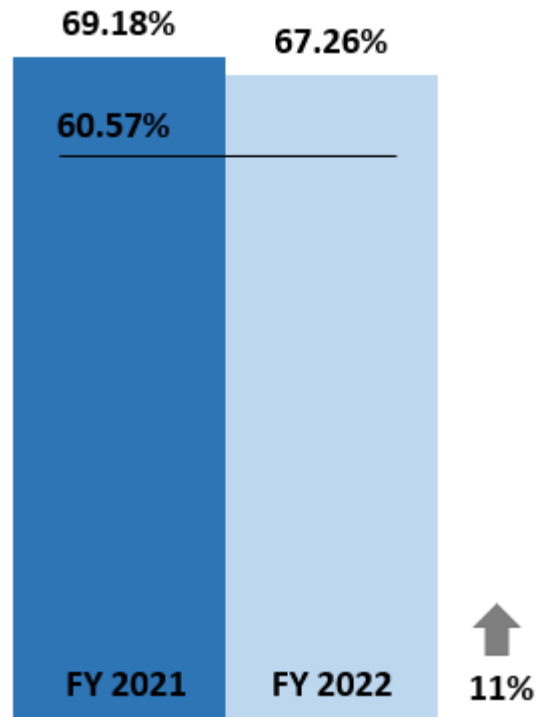
Fiscal Year To Date
October-February



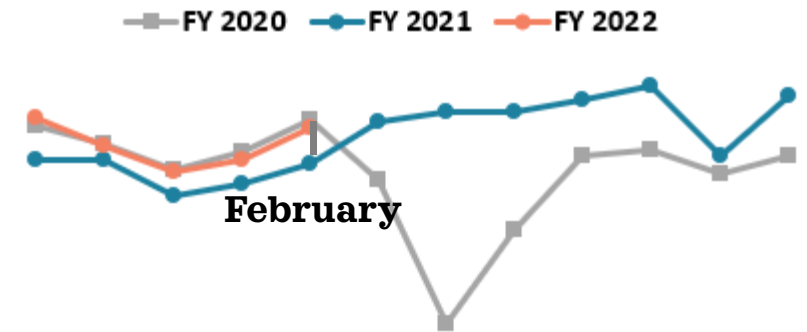
All Occupancy



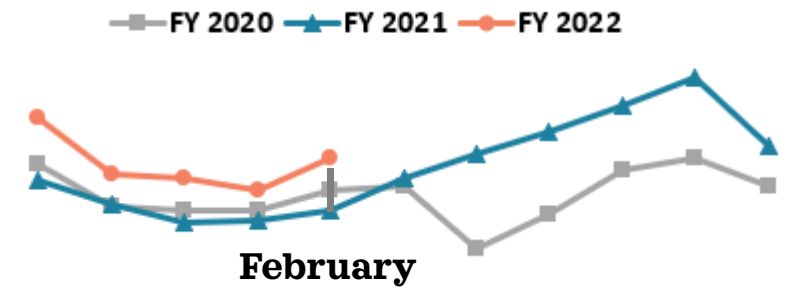
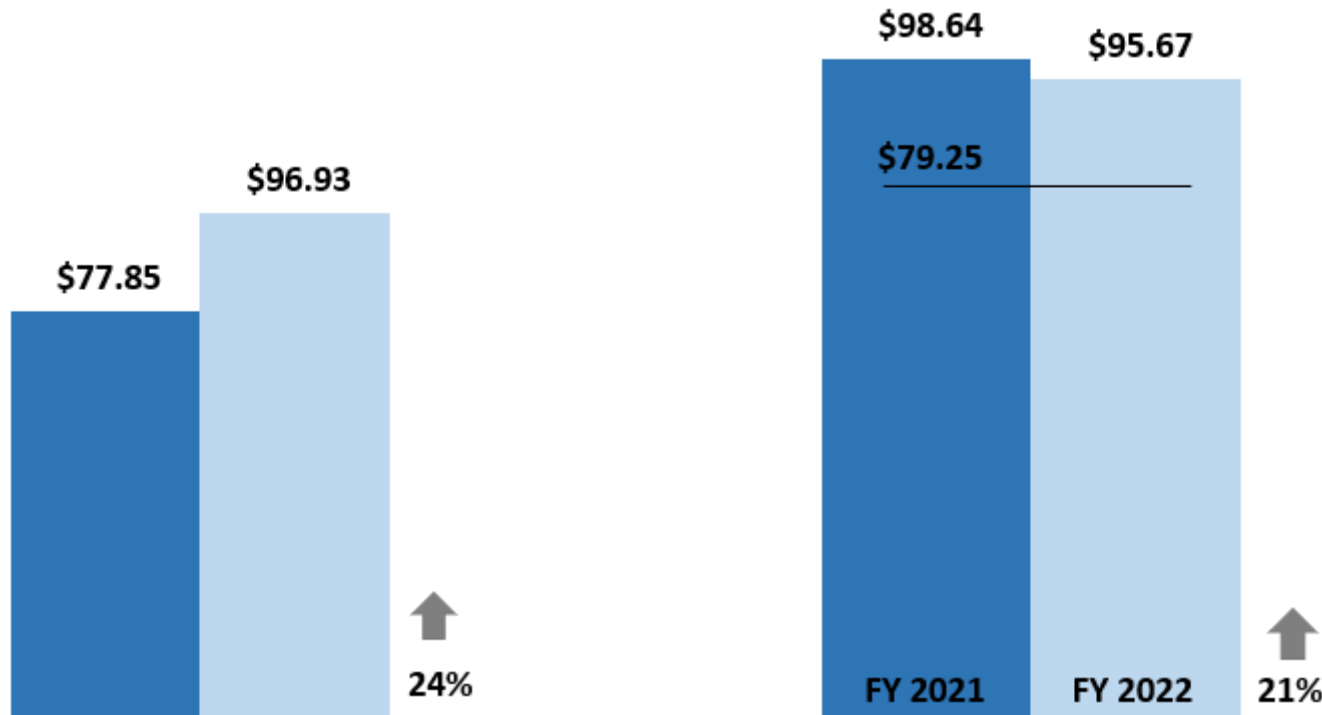
February 2021 over February 2022



Fiscal Year To Date
October-February



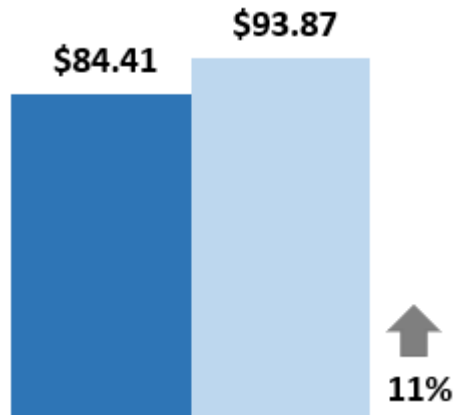
Non-Casino ADR



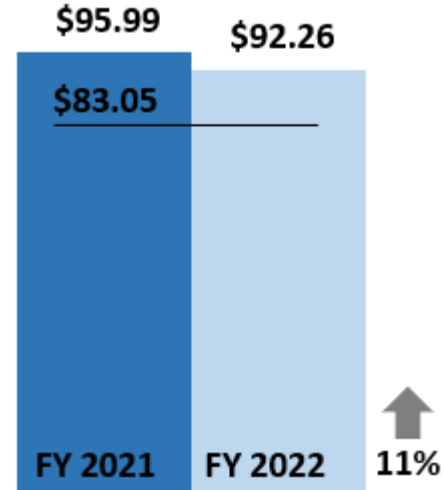
February 2021 over February 2022

Fiscal Year To Date
October-February

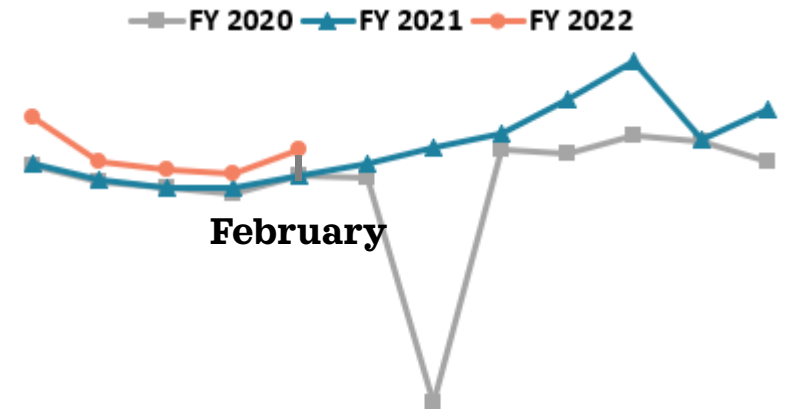
Casino ADR



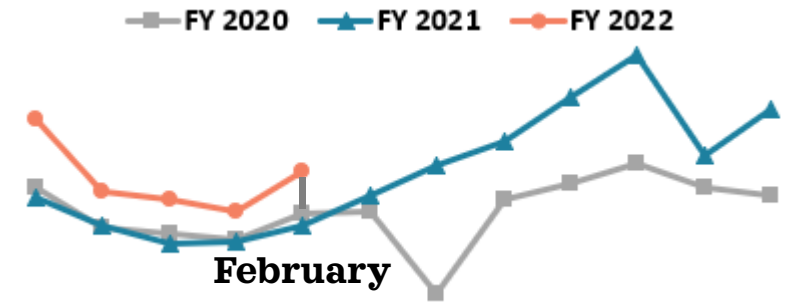
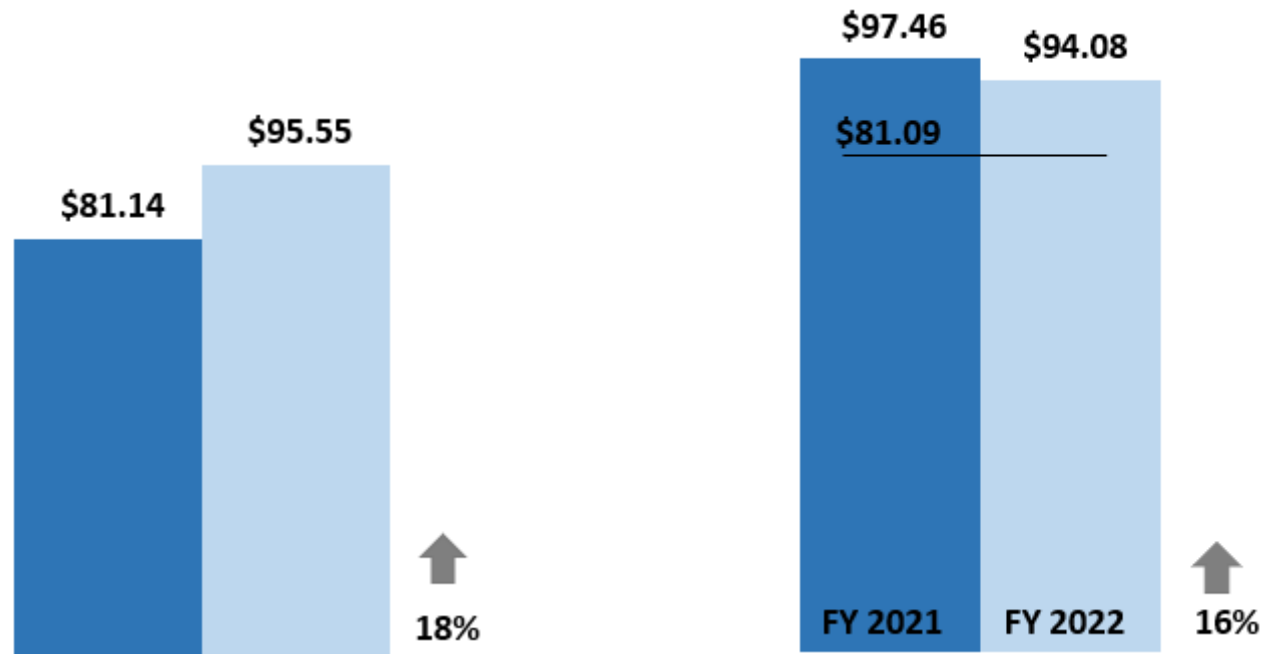
February 2021 over February 2022



Fiscal Year To Date
October-February



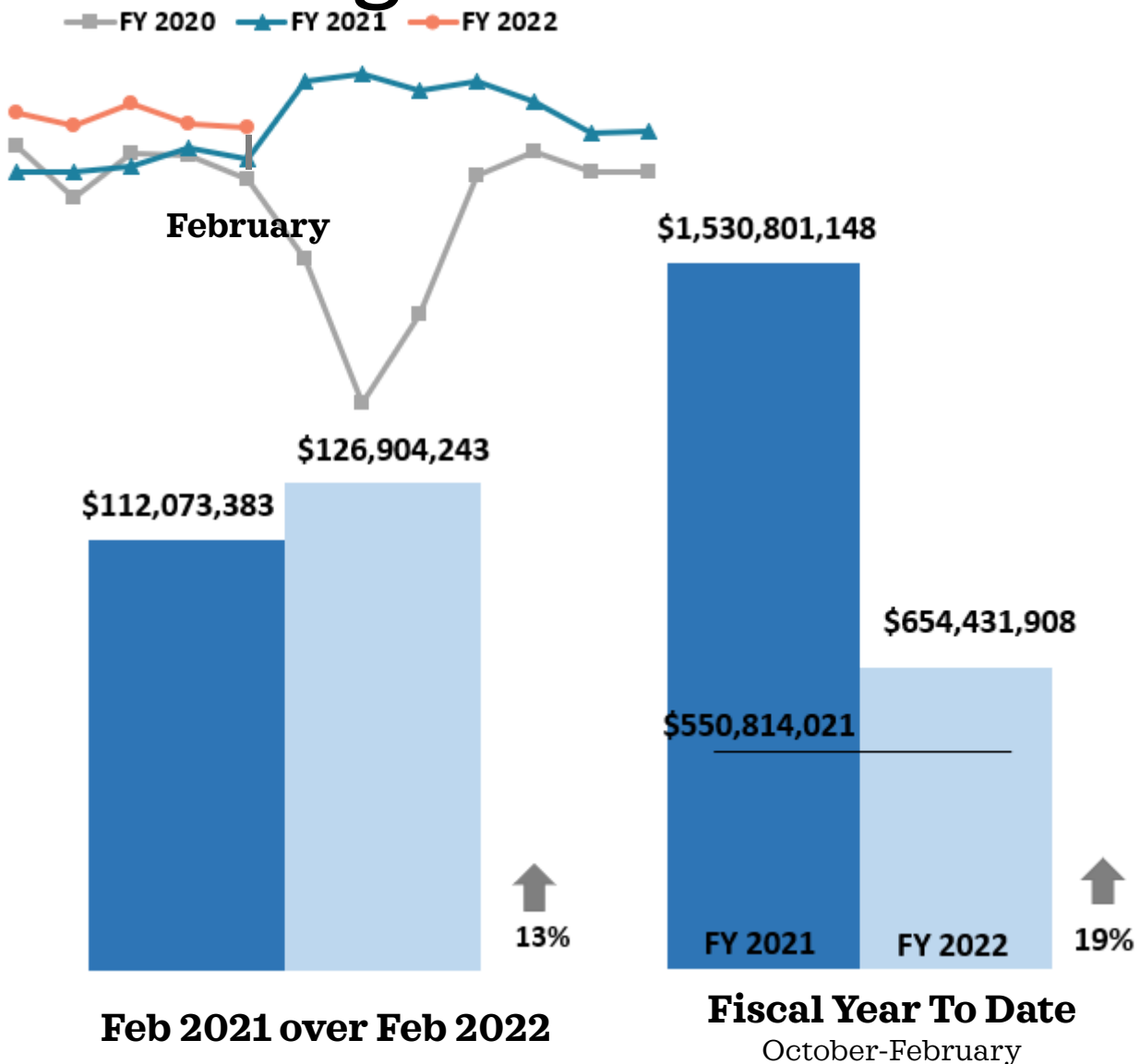
All ADR



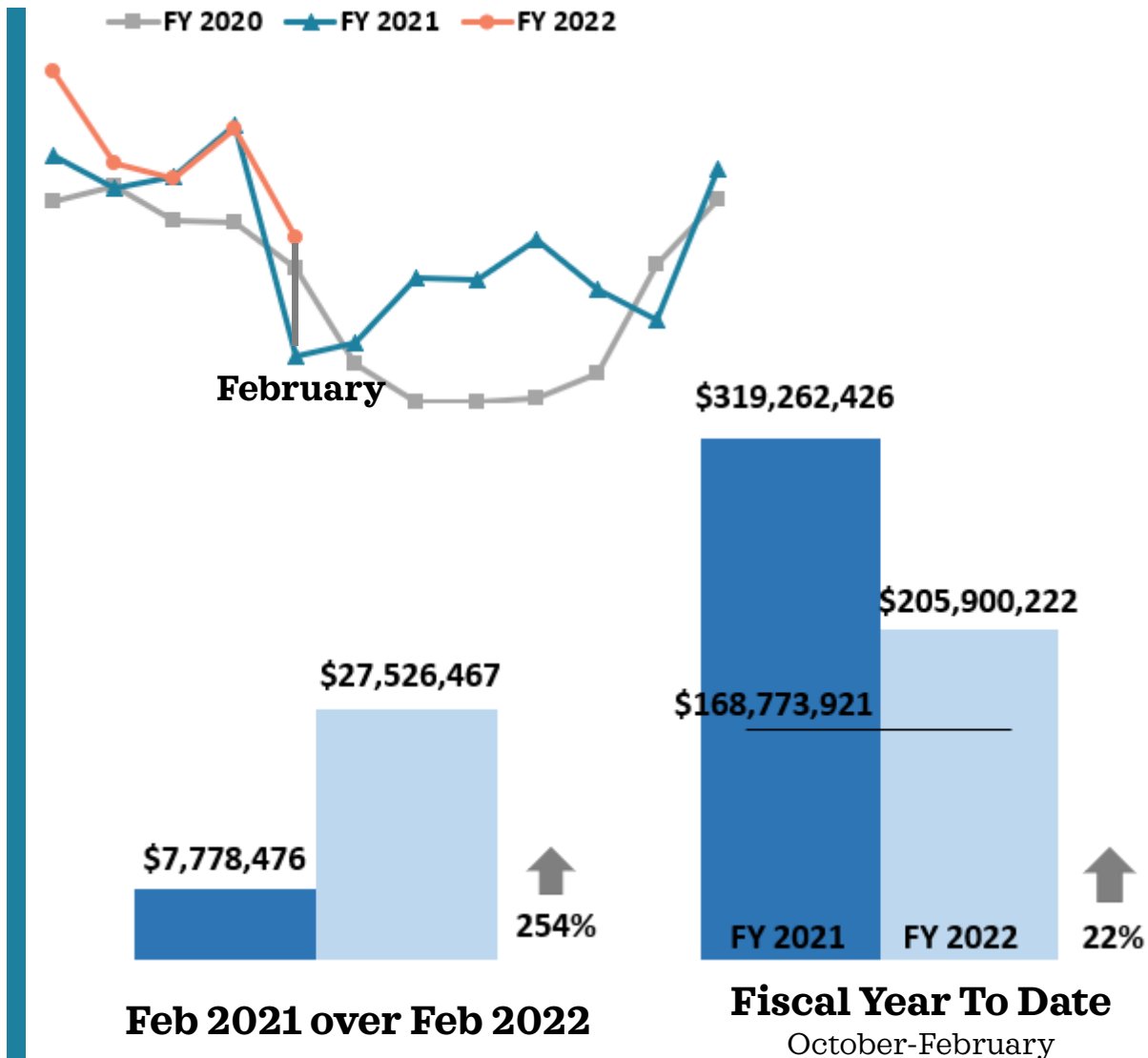
February 2021 over February 2022

Fiscal Year To Date
October-February

Gaming Revenue



Sports Betting Wagers



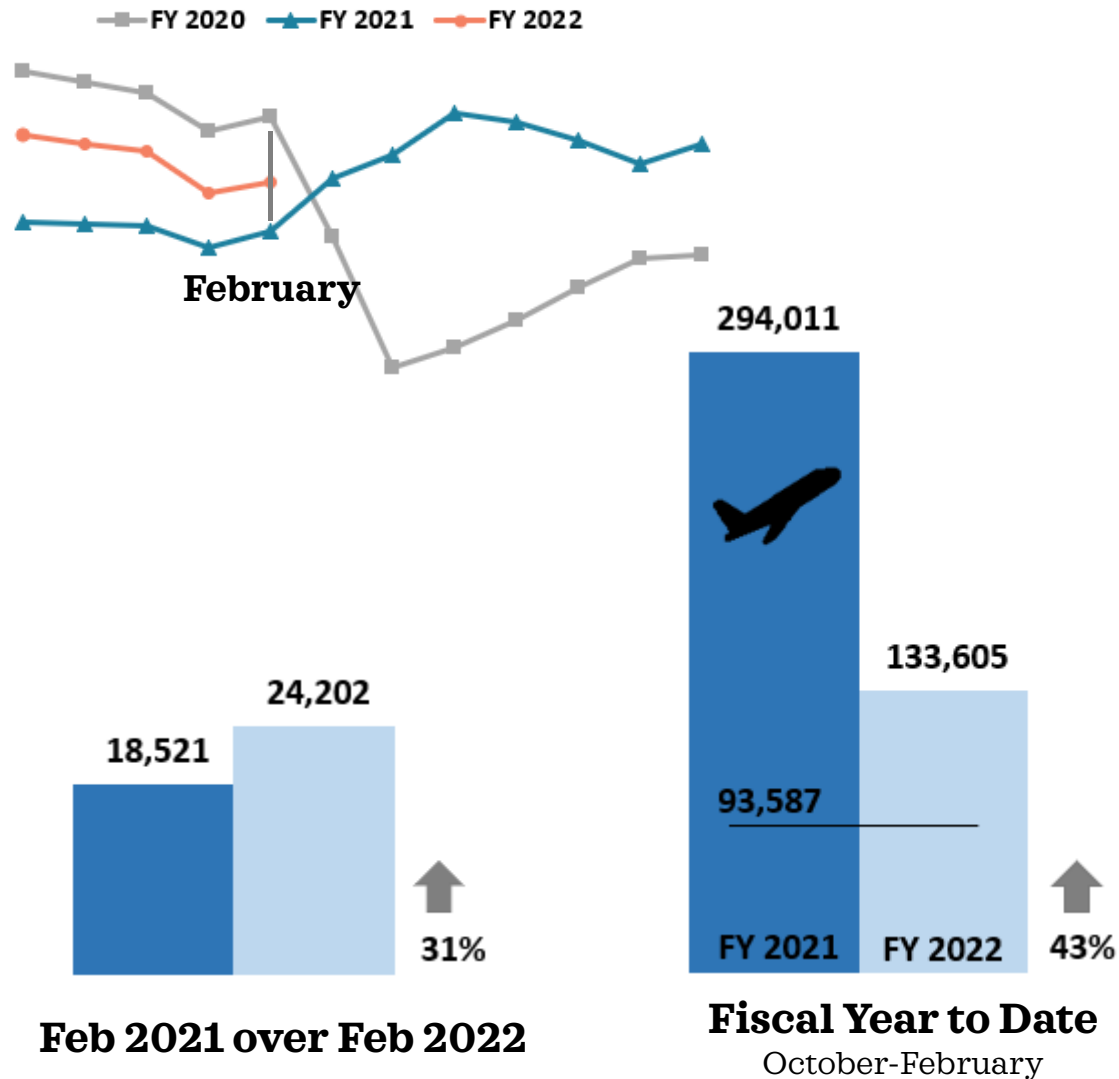
Source: MS Gaming Commission

* Sports Betting began February 2018

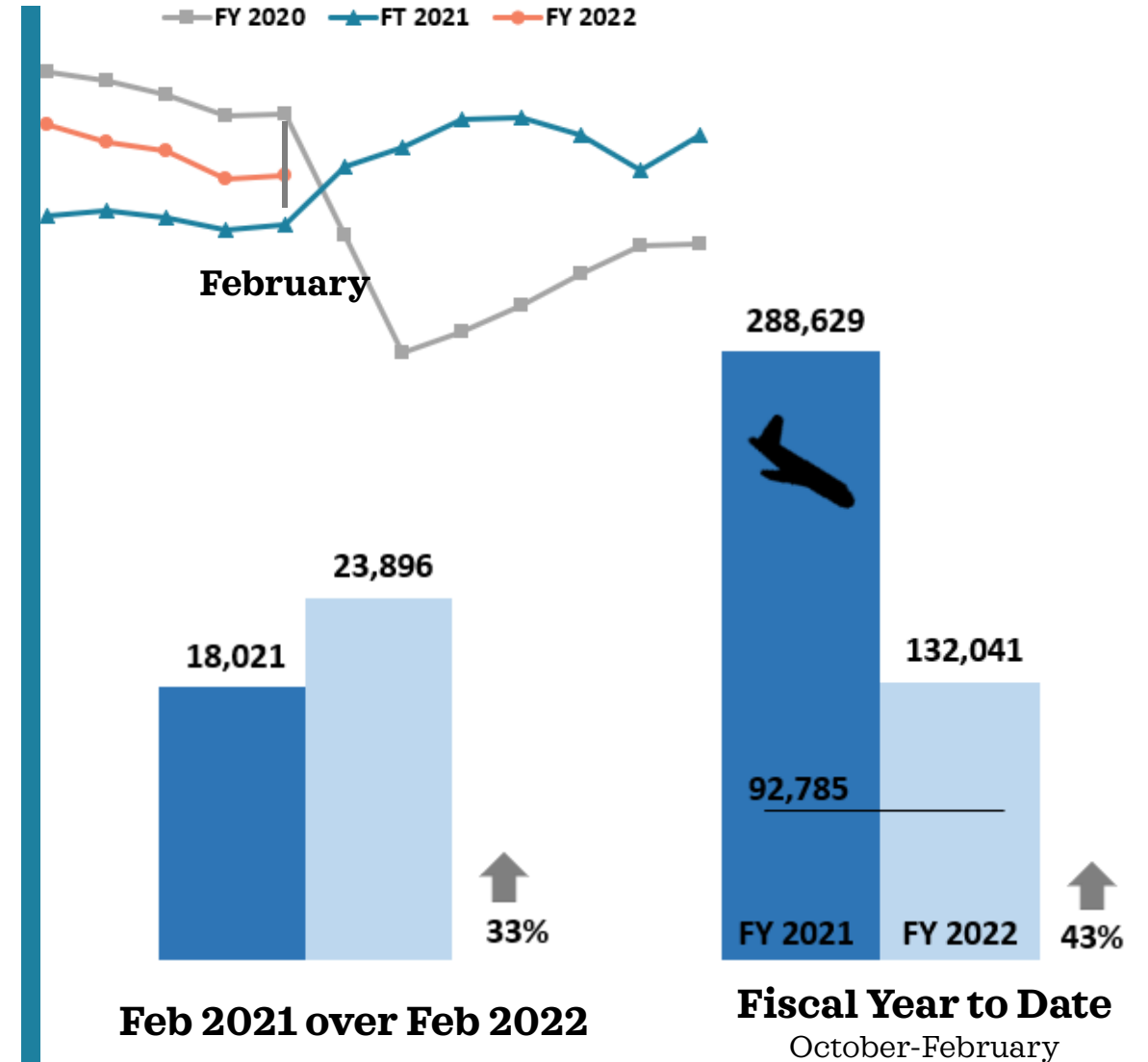


Airport

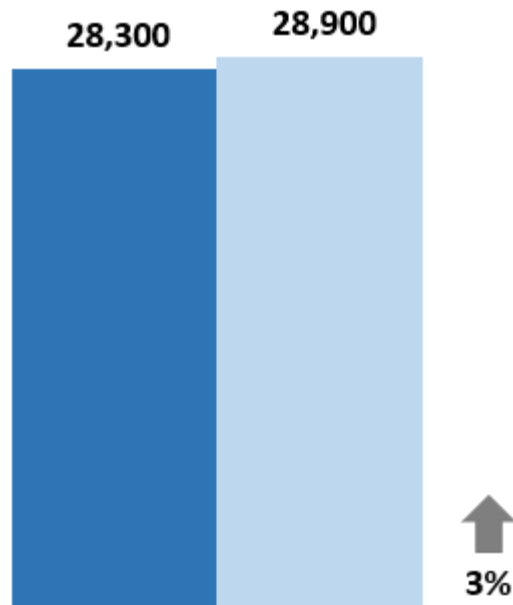
Enplanements



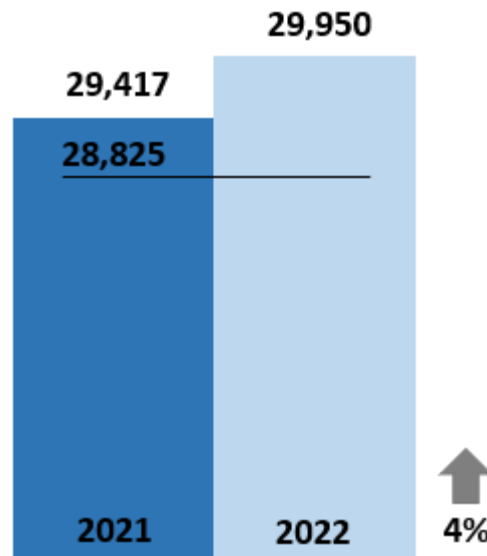
Deplanements



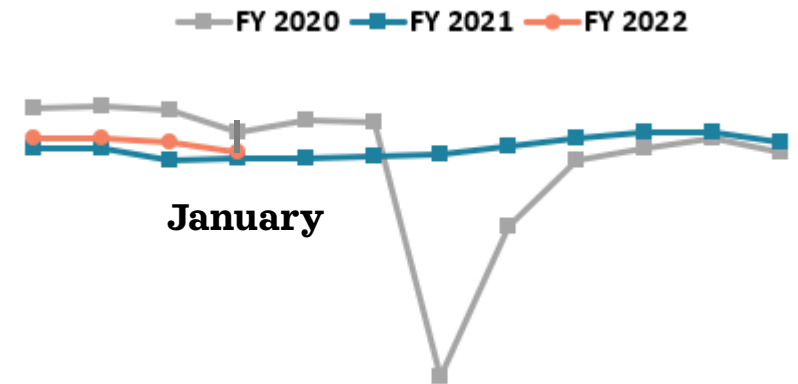
Leisure & Hospitality Jobs



January 2021 over January 2022



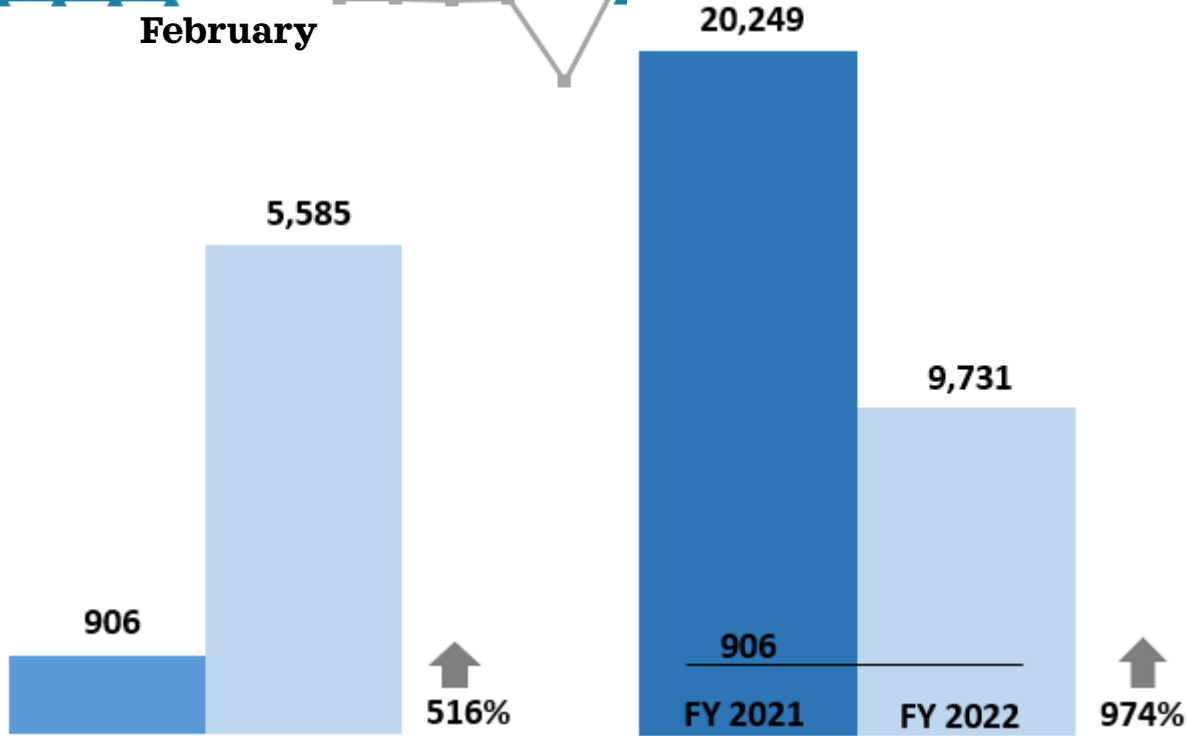
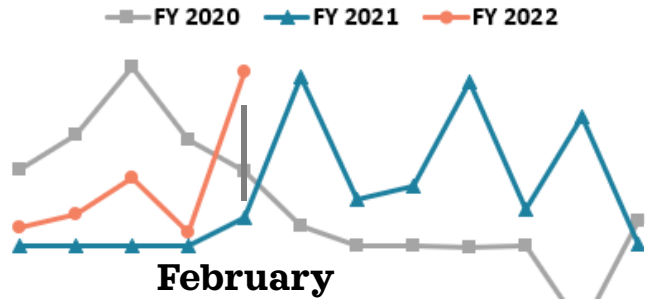
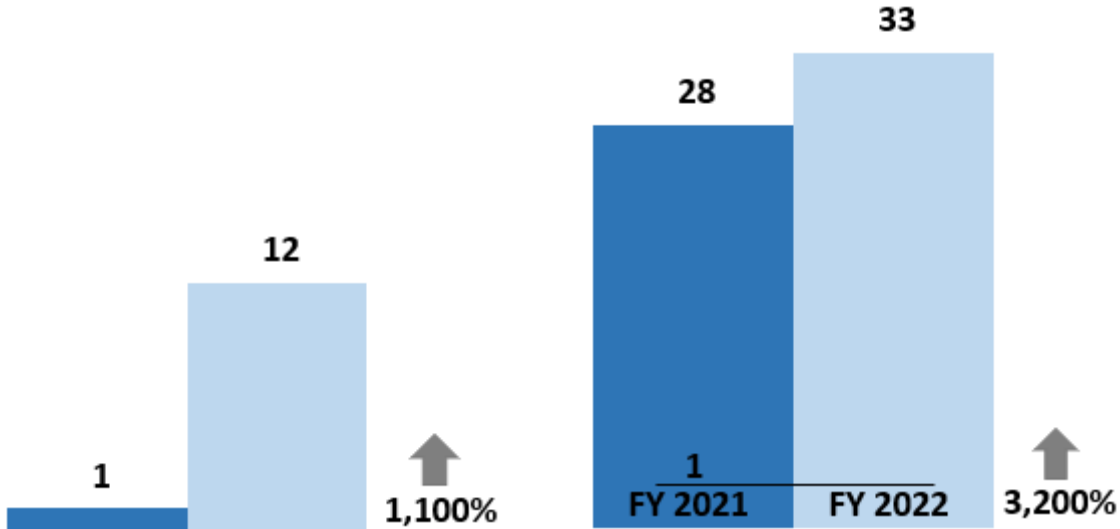
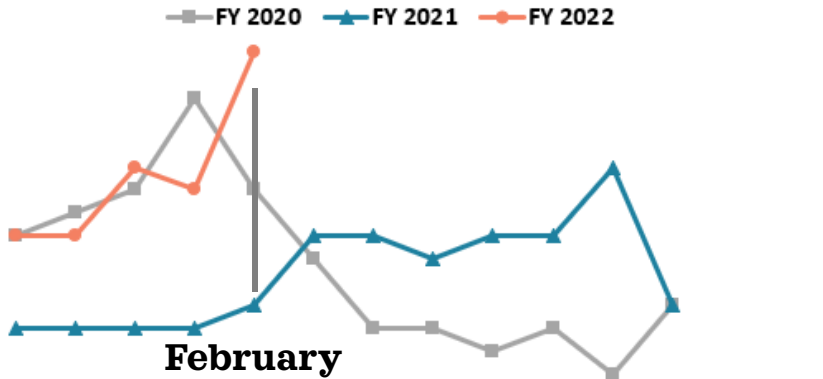
Fiscal Year To Date
October - January



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

Definite Bookings – Meeting/Sports

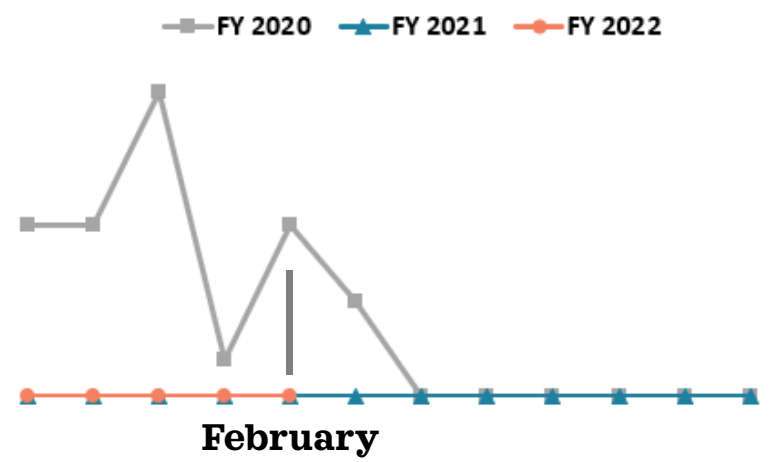
Bookings



Source: Coastal Mississippi

Definite Bookings – Leisure

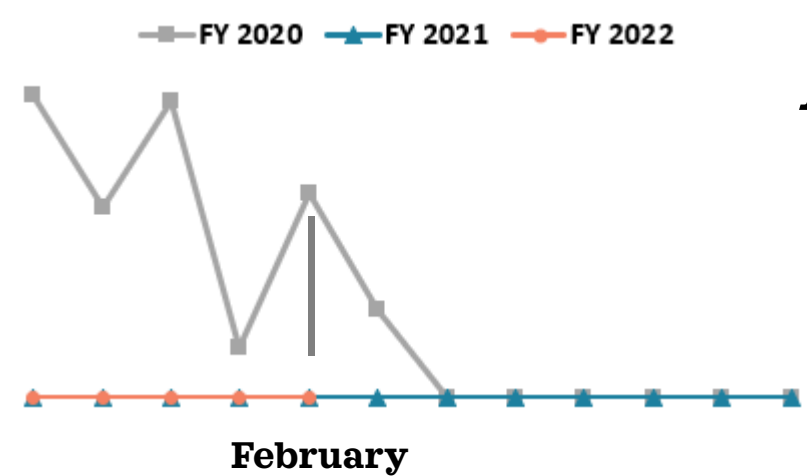
Bookings



0 0 Flat FY 2021 FY 2022 Flat

Feb 2021 - Feb 2022 **Fiscal Year To Date**
October-February

Room nights



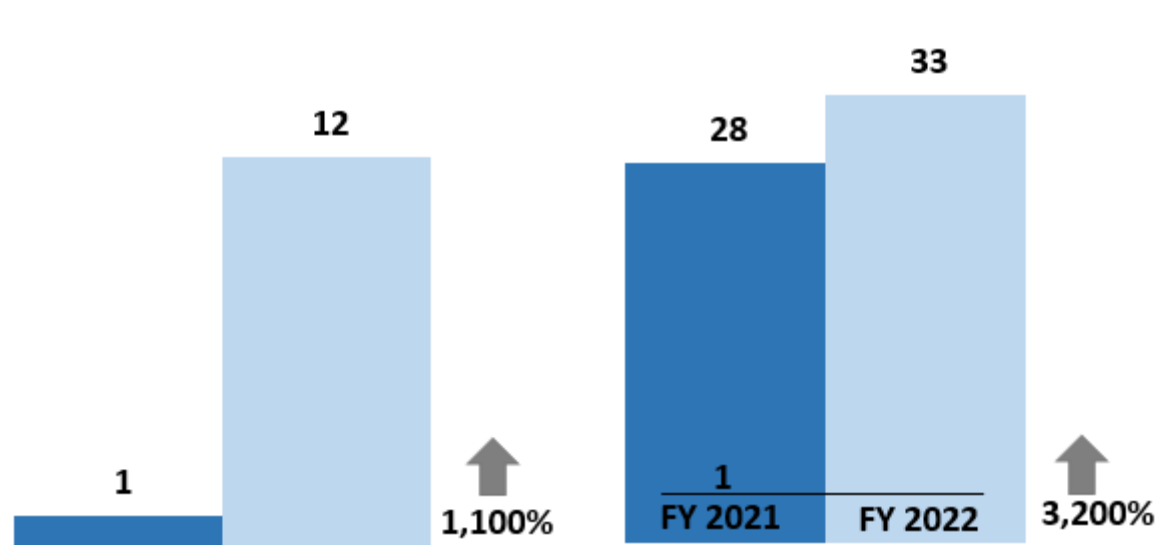
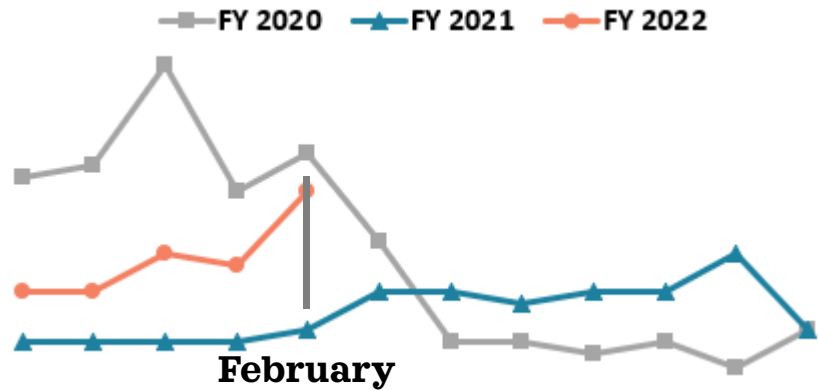
0 0 Flat FY 2021 FY 2022 Flat

Feb 2021 - Feb 2022 **Fiscal Year To Date**
October-February

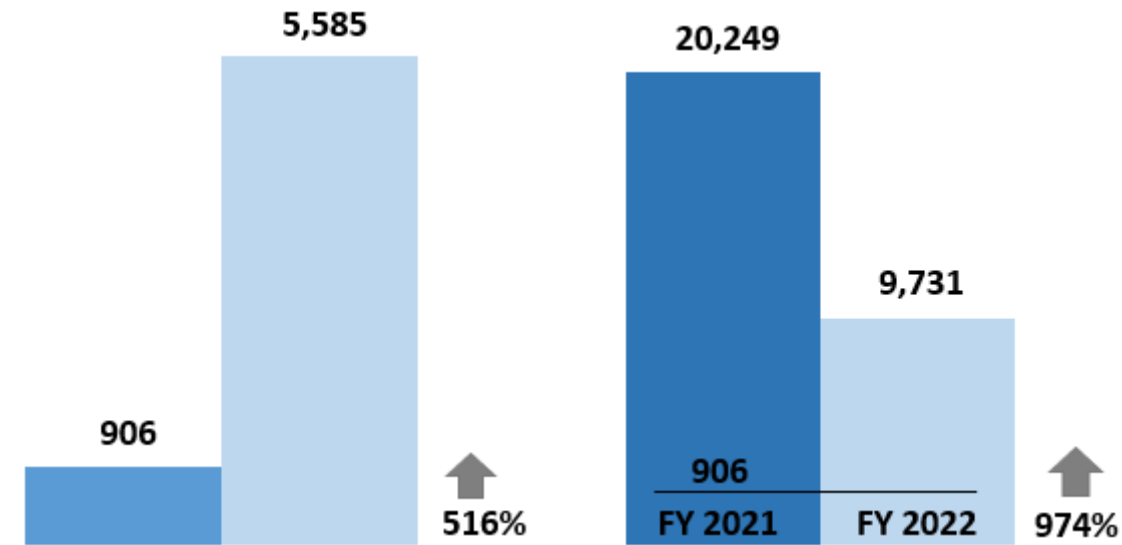
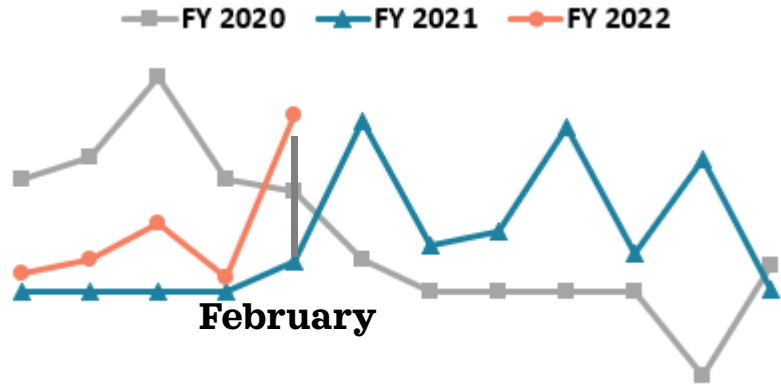
Source: Coastal Mississippi

Definite Bookings – All Sales

Bookings

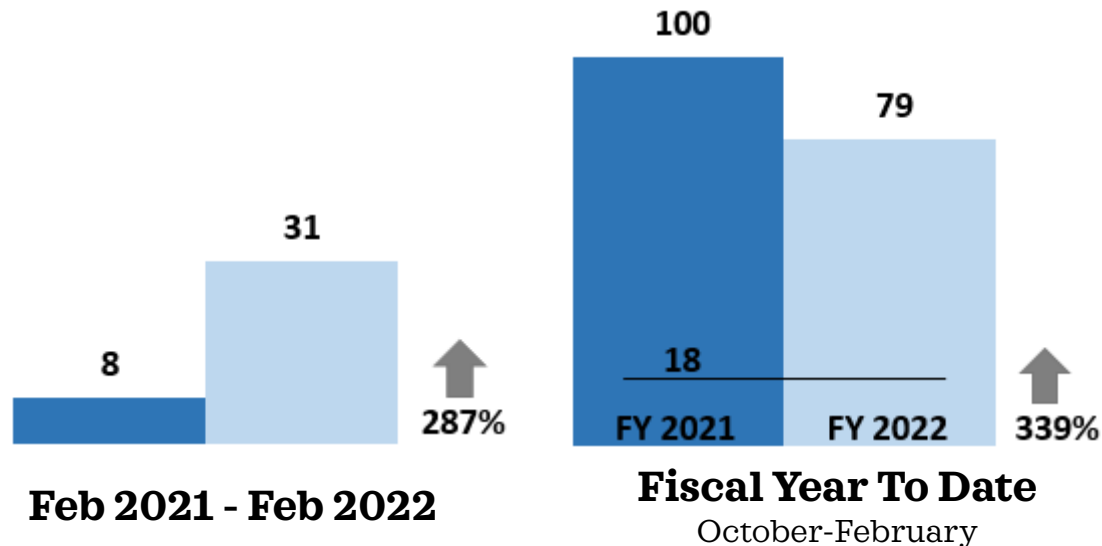
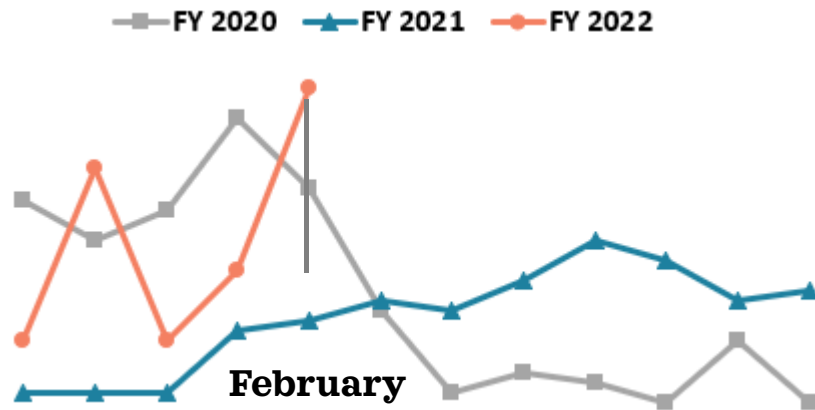


Room nights

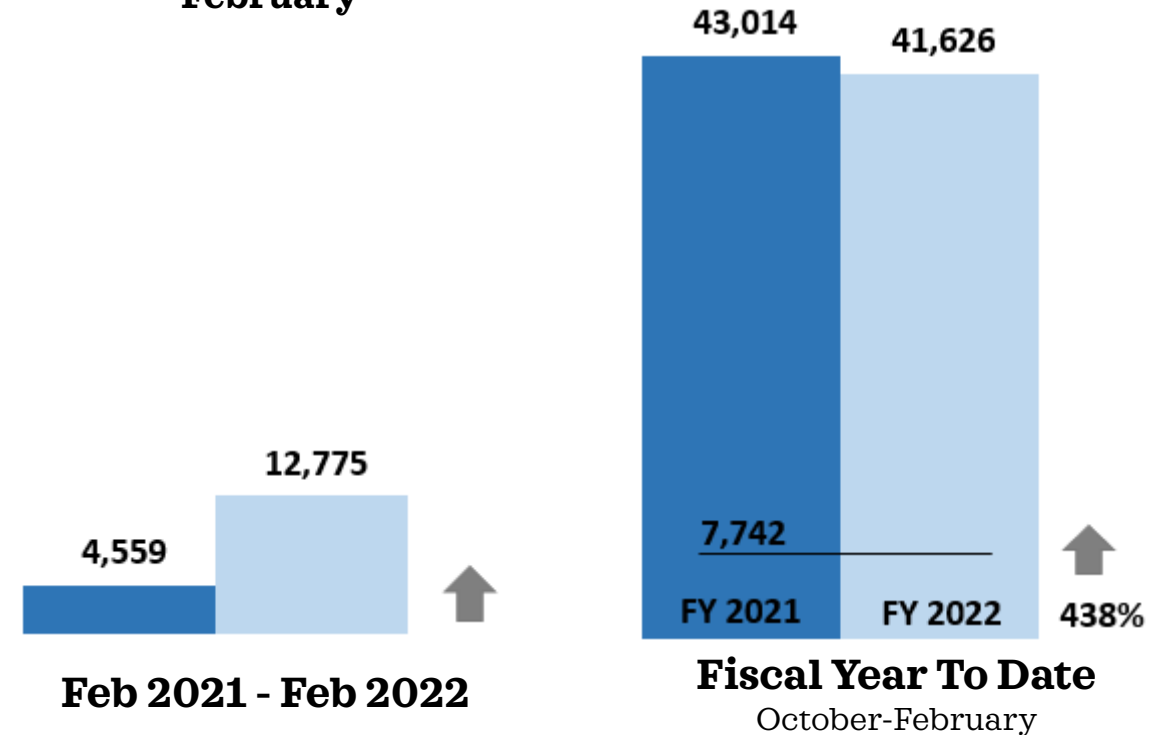
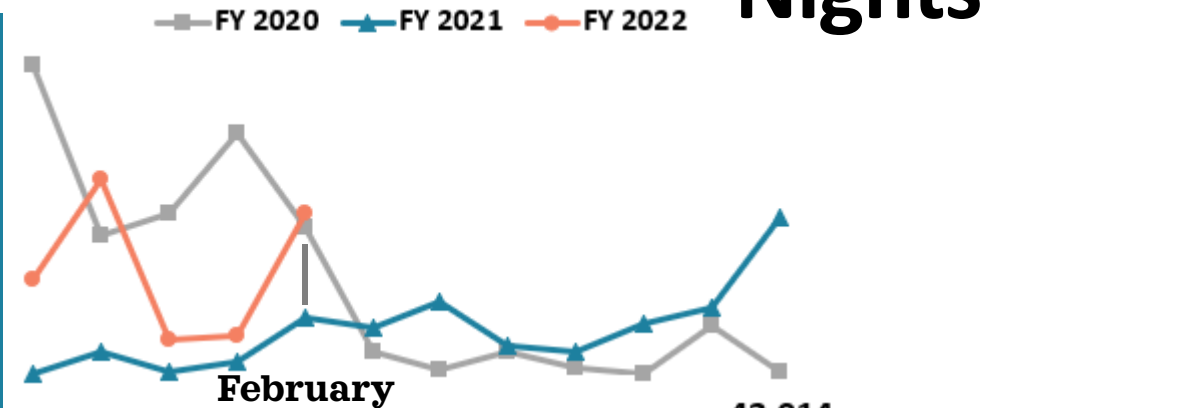


Source: Coastal Mississippi

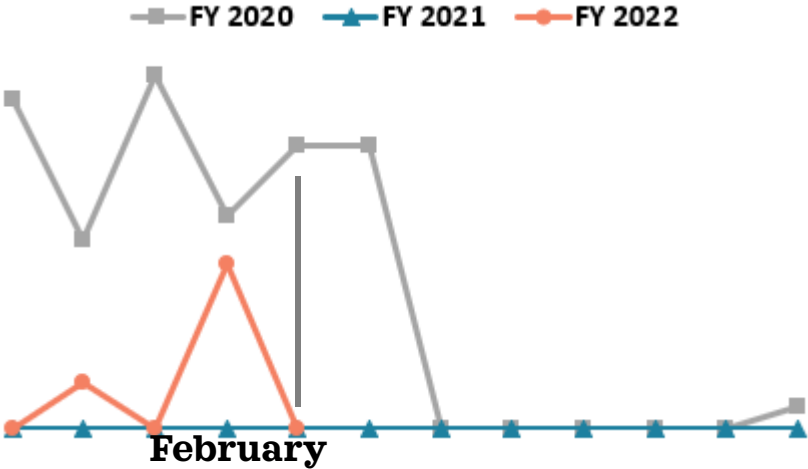
Leads Issued – Meetings/Sports



Potential Room Nights



Leads Issued – Leisure



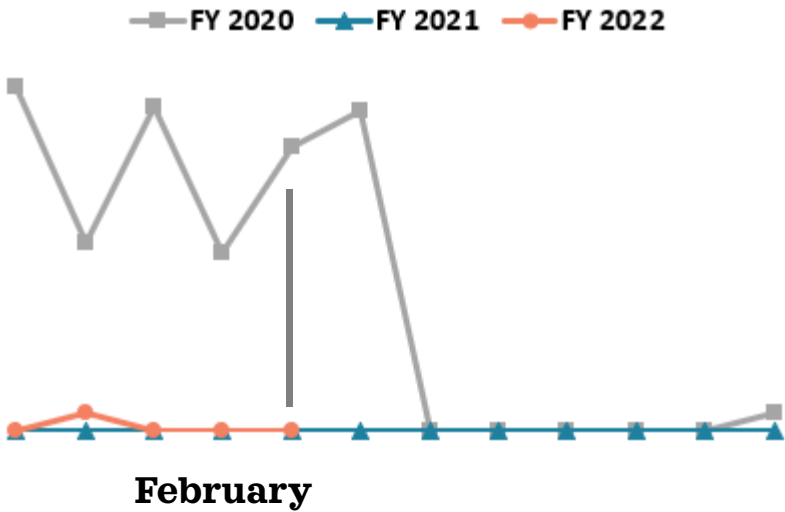
0 0 9

FY 2021 **FY 2022** ↑

Feb 2021 - Feb 2022 **Fiscal Year To Date**

October-February

Potential Room Nights



0 0 52

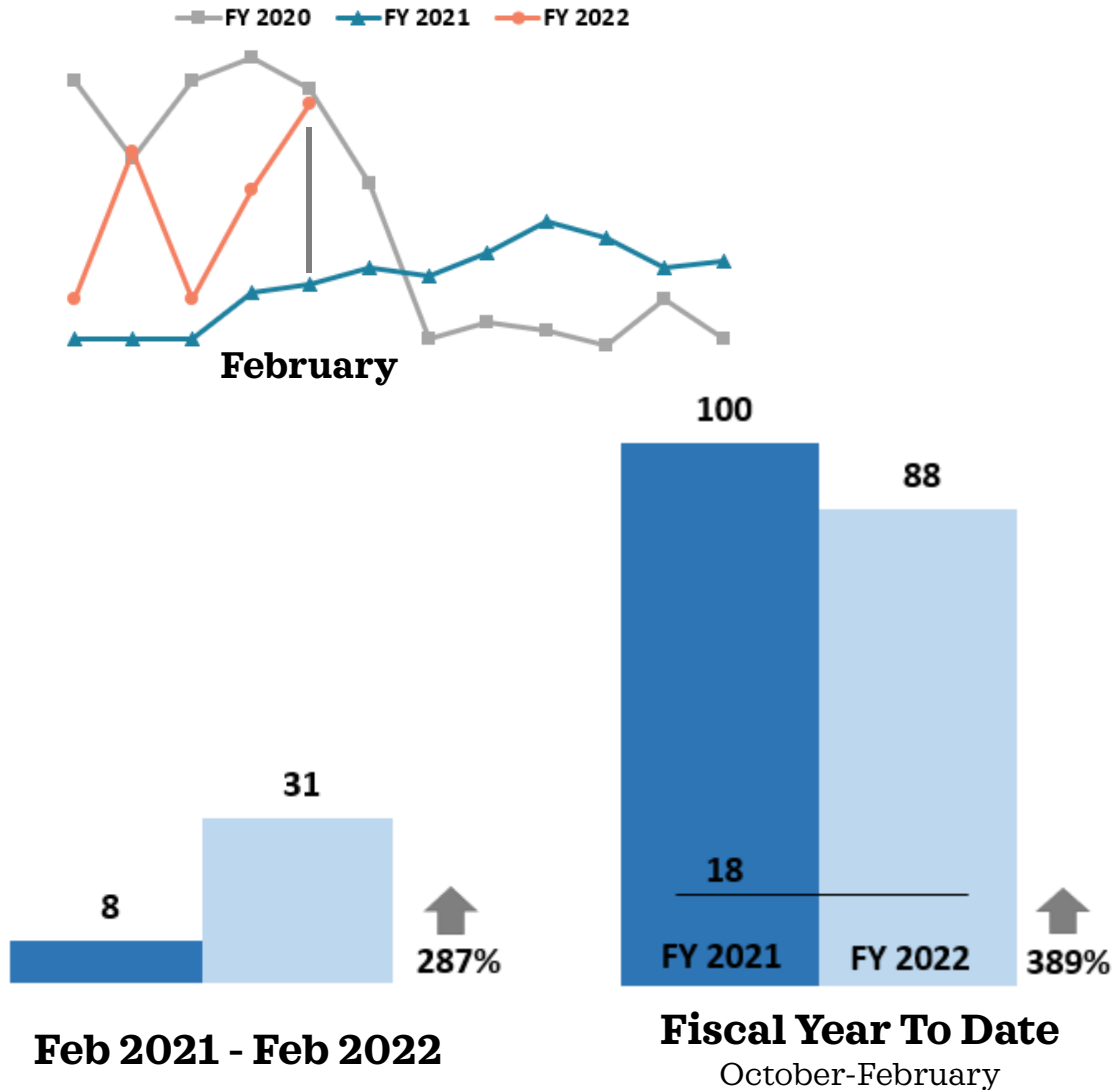
FY 2021 **FY 2022** ↑

Feb 2021 - Feb 2022 **Fiscal Year To Date**

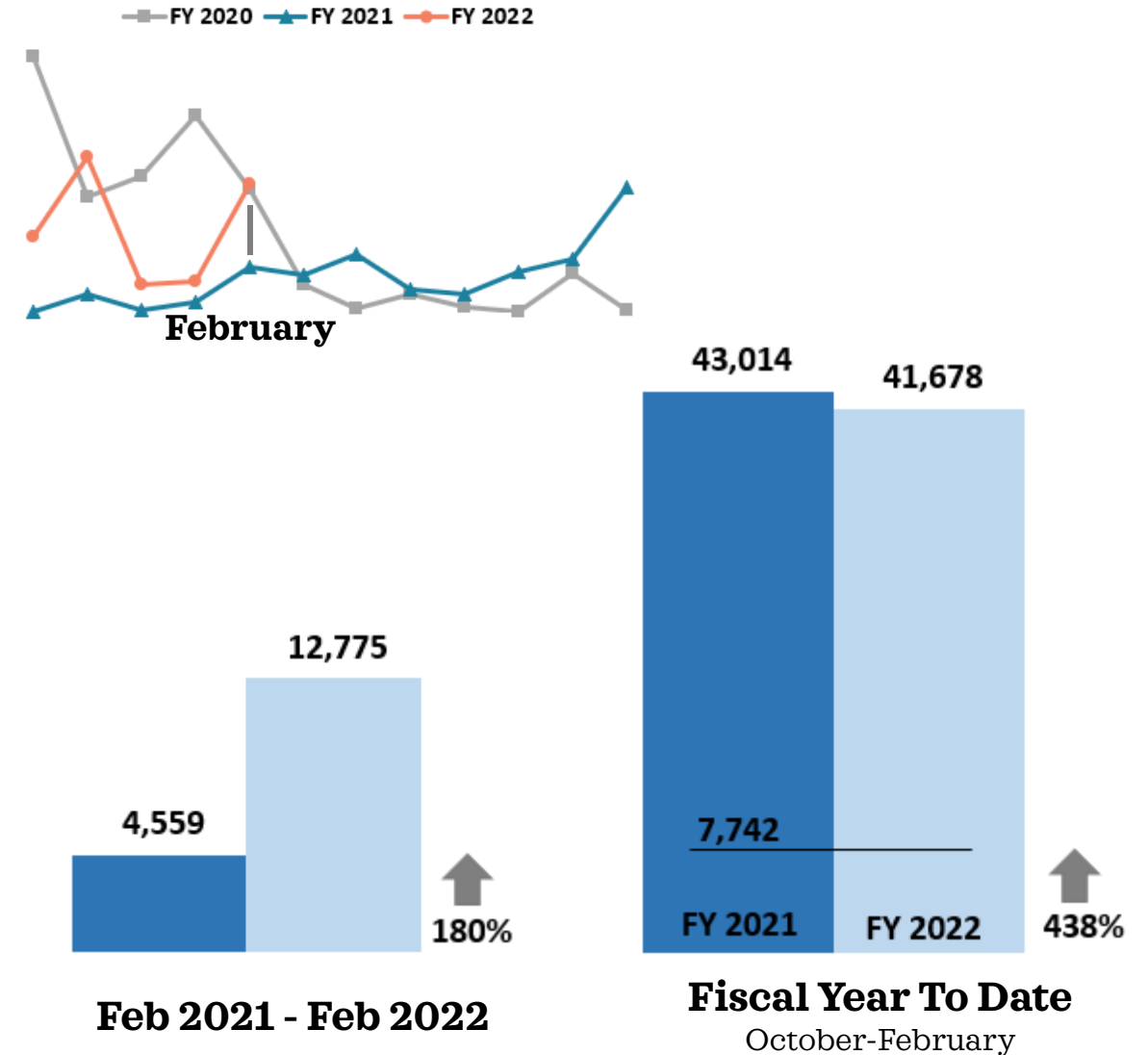
October-February

Source: Coastal Mississippi

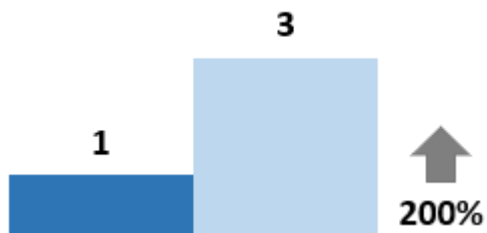
Leads Issued – All Sales



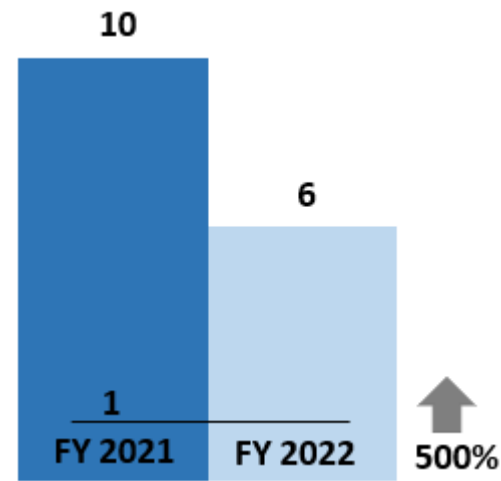
Potential Room Nights



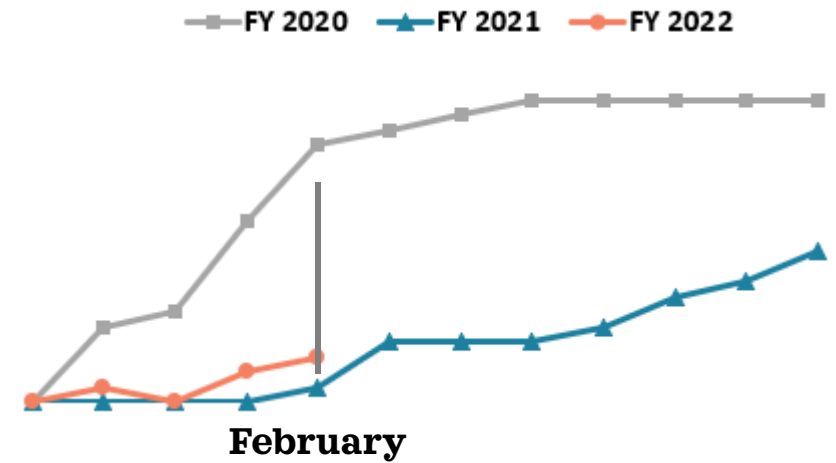
Convention Center Leads



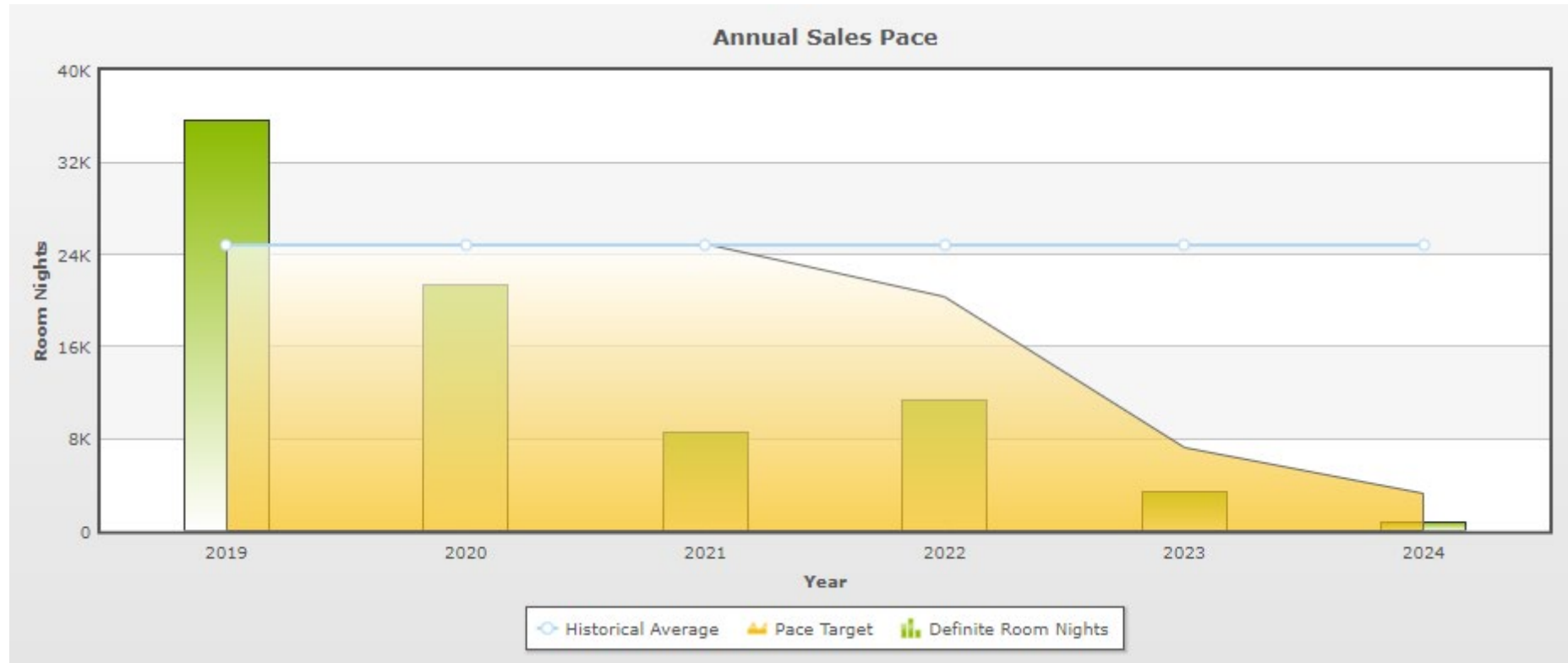
February 2021 over February 2022



Fiscal Year To Date
October-February



Pace Report



Pace Report - Pipeline



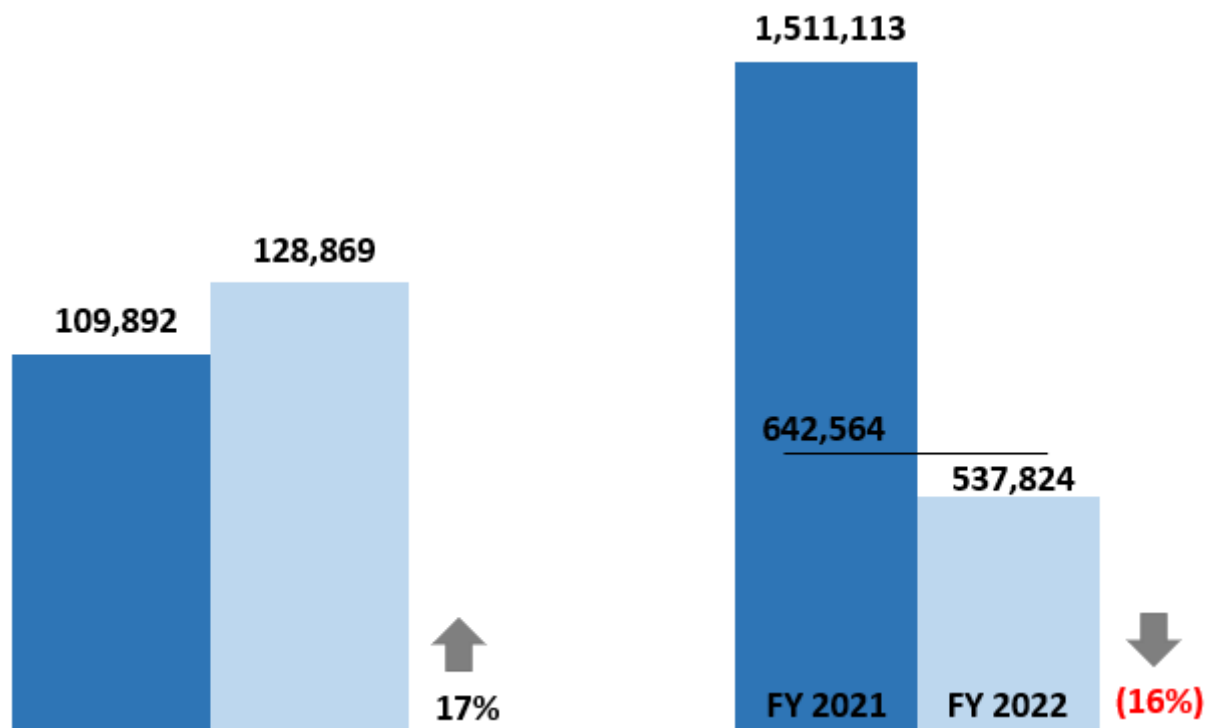
Google Analytics – Users

Organic Traffic Summary

- Organic sessions were up 101% over last year. Events were 9 of the top 10 organic landing pages.
- Mardi Gras events drove growth for the events section which was up 372% YoY.
- Combined, the Coastal Communities section was up 48%.

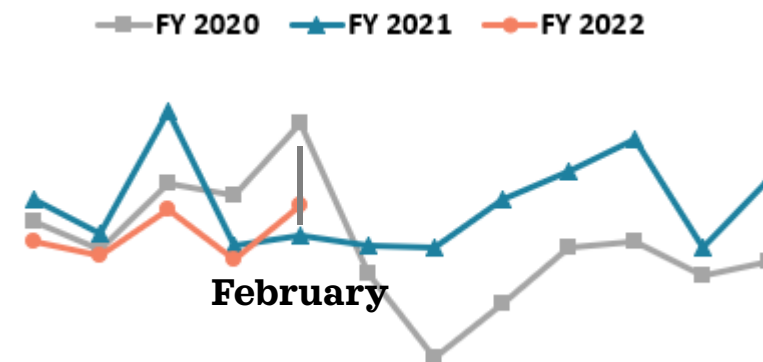
Other YoY organic highlights:

- Referrals from listings up 14%
- Referrals from events up 384%
- VG requests up 17%



February 2021 over February 2022

Fiscal Year To Date
October-February



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 2022	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
Newsletter Signup	207	236	212	207	303							
Total Active Newsletter Recipients 26,127												
Request the Guide	544	581	518	900	1063							
Digital Guide Views	131	86	90	159	165							

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	6,665	15,261							
Listing Detail	13,741	9,713	10,359	15,611	17,777							
Website referral	12,177	11,026	11,497	10,248	14,664							

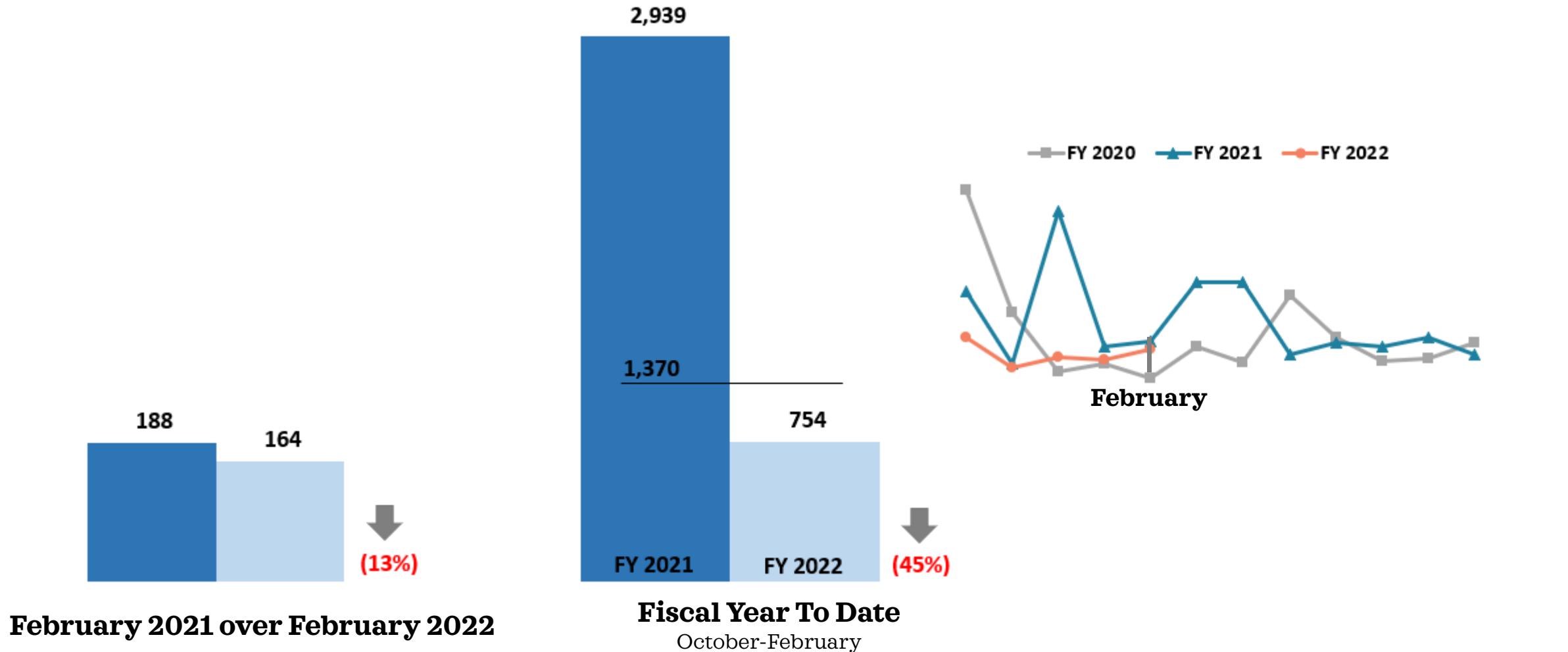
2,907 total Mardi Gras events
Coastal Mississippi

722 Attractions Pass
268 Homepage
224 Restaurants

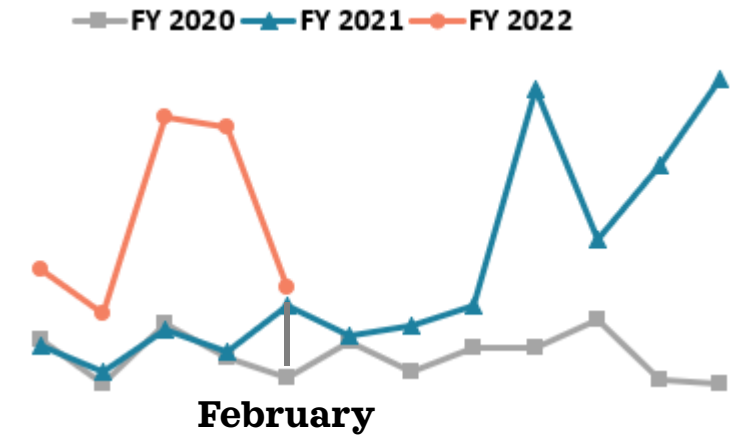
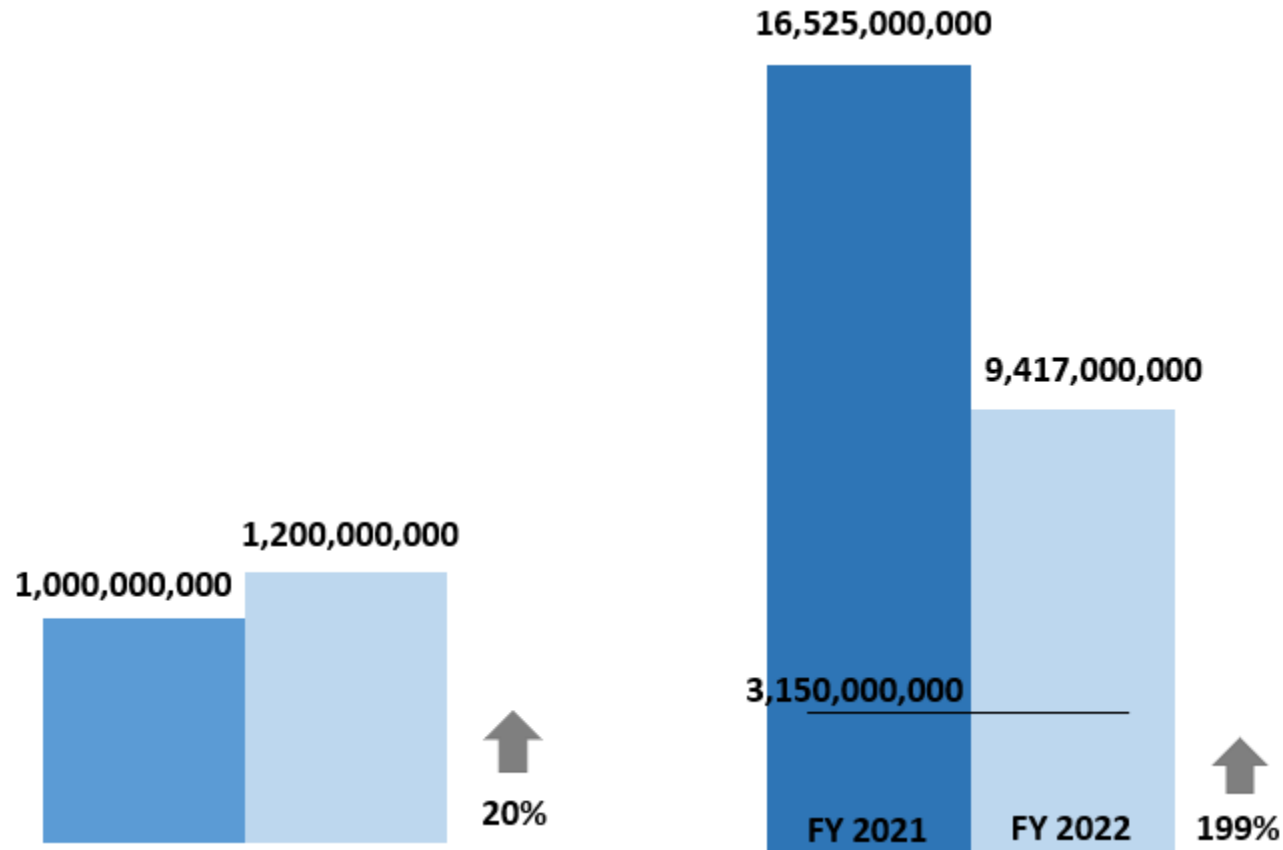
599 Things to Do

283 Casinos

Number of Articles



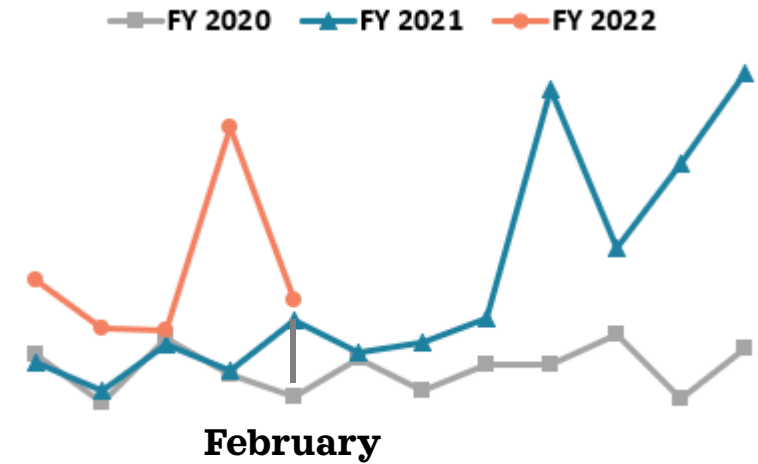
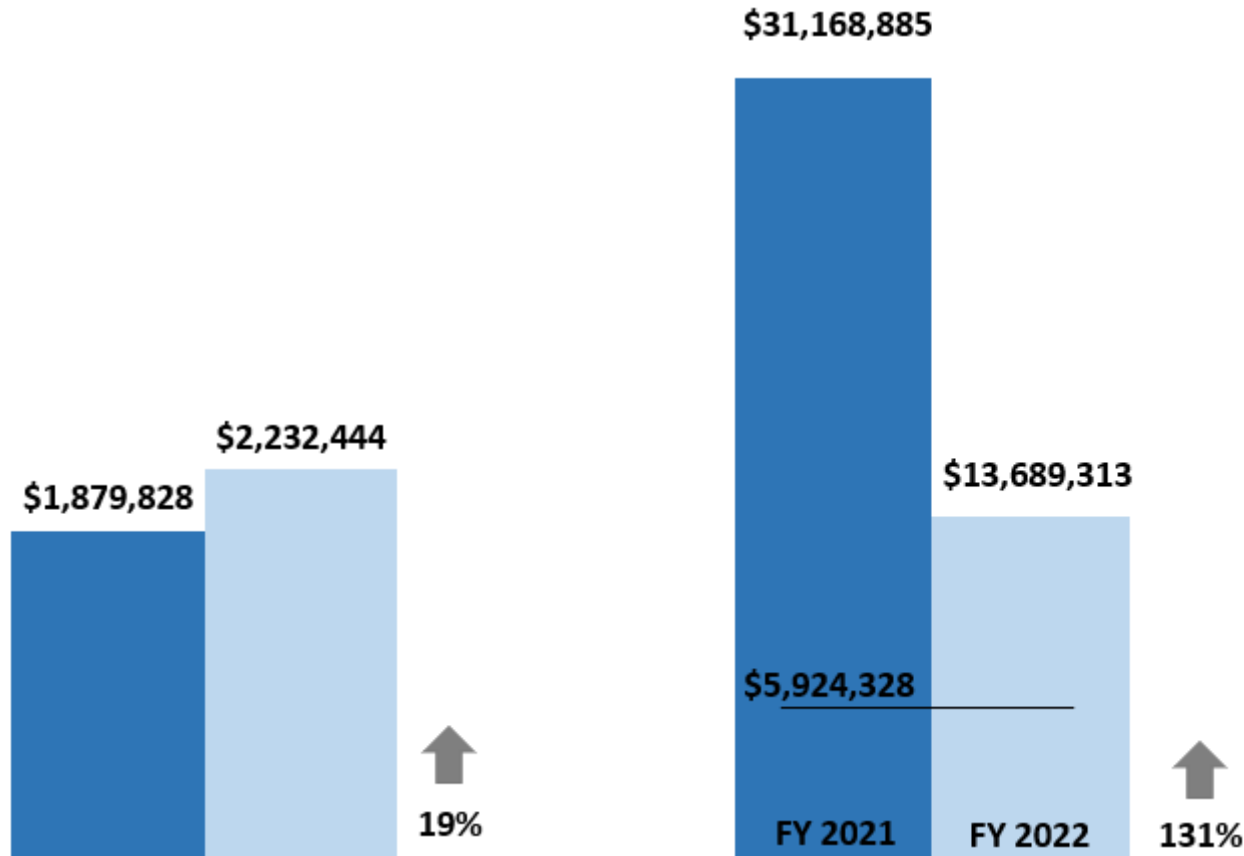
Impressions



February 2021 over February 2022

Fiscal Year To Date
October-February

Advertising Value Equivalency



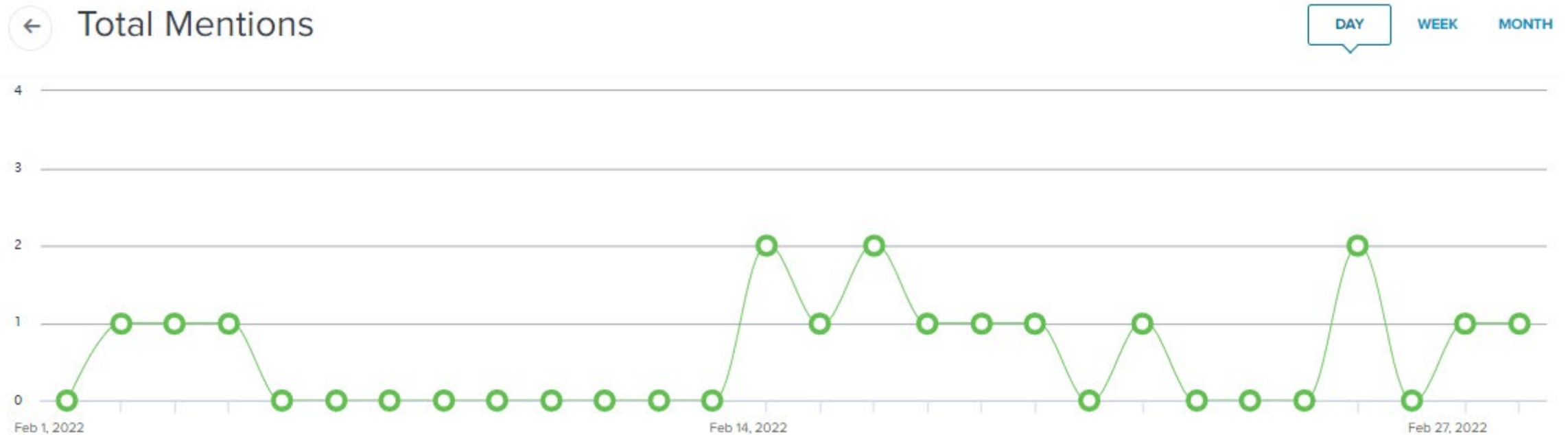
February 2021 over February 2022

Fiscal Year To Date
October-February

Earned Media

Content Drivers:

- Events/Mardi Gras
- Affordable Getaways
- Small Beach Towns
- History/Culture



Social Media Metrics



Monthly
Change

-639

20

1

147

532

41

102

February
2022

159,298

Facebook

(Total Likes)

15,504

Twitter

(Total Followers)

989

Pinterest

(Total Followers)

18,348

Instagram

(Total Followers)

1,879,411

YouTube

(Lifetime Followers)

6,133

LinkedIn

Total Followers


2,079,683

Total

Coastal Mississippi is at Inez's Cafe.
February 16 · Biloxi · 🌐

The Biloxi wade-ins were conducted by brave local African Americans between 1959 and 1963 in an effort to desegregate the city's beaches during the civil rights movement. Visit this brand new mural in downtown Biloxi commemorating these pivotal demonstrations.

📍 Corner of Division St and Main St in Biloxi
#BlackHistoryMonth #MSCoastLife #SecretCoast #Biloxi
Biloxi NAACP | Steps Coalition



109,044 People reached 281 Engagements


Coastal Mississippi, Tricia Turner, Cynthia Fore Miller and 65 others 21 Shares

Like Comment Share

Facebook

*Organic + Paid Performance

coastalms
Ground Zero Blues Club Biloxi



View insights Boost Post

Liked by [anna_m_roy](#) and 301 others

coastalms @GroundZeroBiloxi IS OPEN!!! 🎸🎤🎵
Book your ticket to the #SecretCoast's newest venue at the link in bio.

#MSCoastLife #Biloxi @biloximainstreet

View all 11 comments

Instagram

Coastal Mississippi
6,133 followers 1w · 🌐

Southern Gaming Summit will host "A Taste of Coastal Mississippi" at the [Beau Rivage Resort & Casino](#) on May 4, 2022.



You and 42 others 1 comment

LinkedIn

Coastal Mississippi
@SeeCoastalMS

Enjoy 62 miles of coastline, fresh seafood, "a year-round Mardi Gras vibe, surprising and enlightening culture and arts, magnificent southern live oak trees and other natural wonders" on the #SecretCoast for Spring Break! 😊🌴 @CharlesMcCool bit.ly/3ouegDc
📷 Alex North



5:40 PM · Feb 23, 2022 · Sprout Social

View Tweet activity Promote

1 Retweet 14 Likes

Twitter

SOCIAL MEDIA