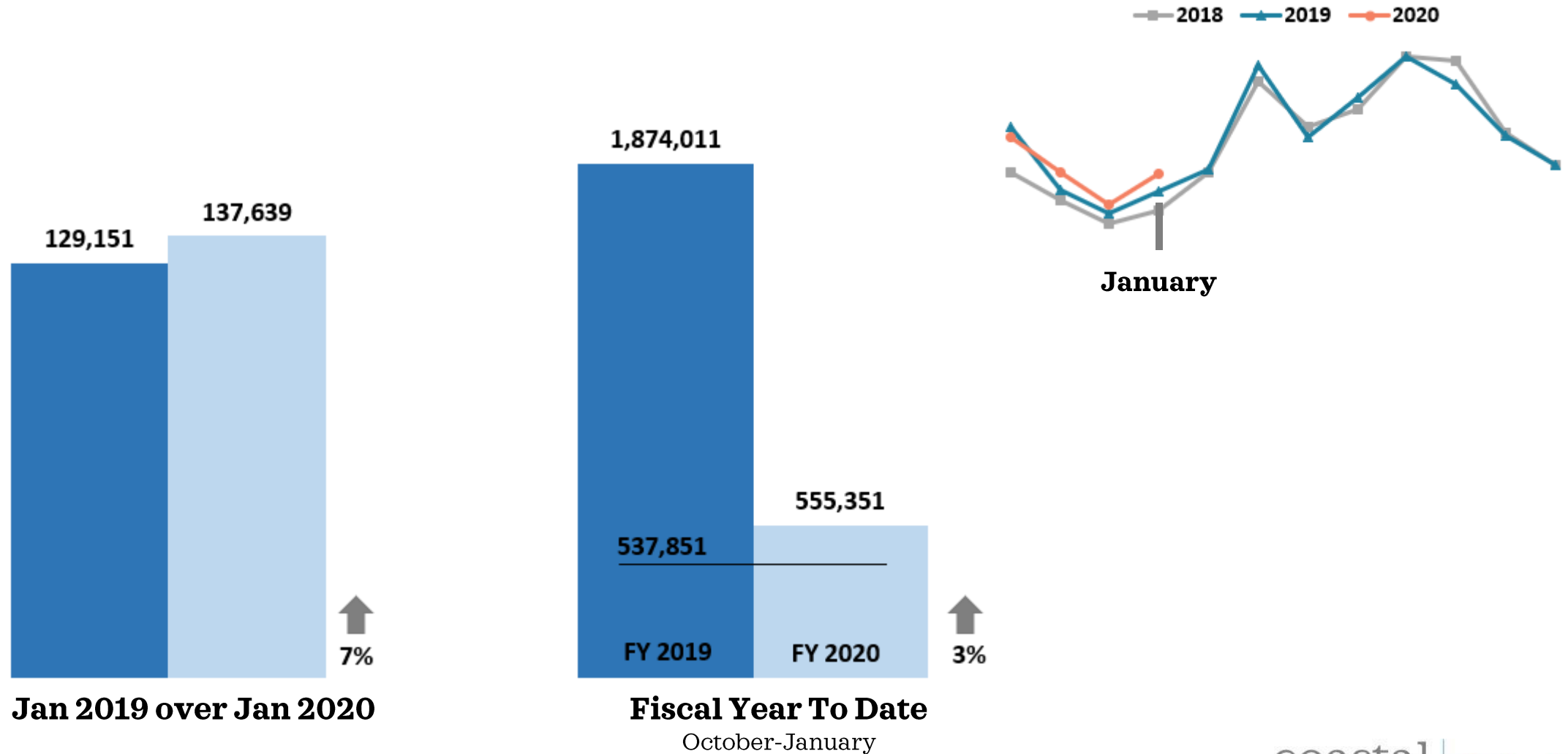


coastal MISSISSIPPI *The Secret Coast*

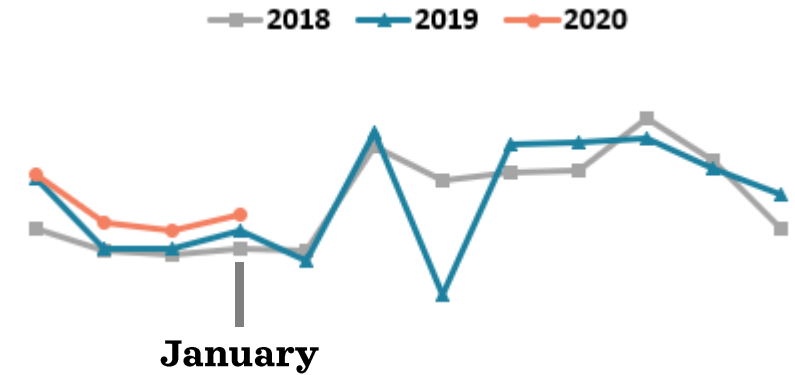
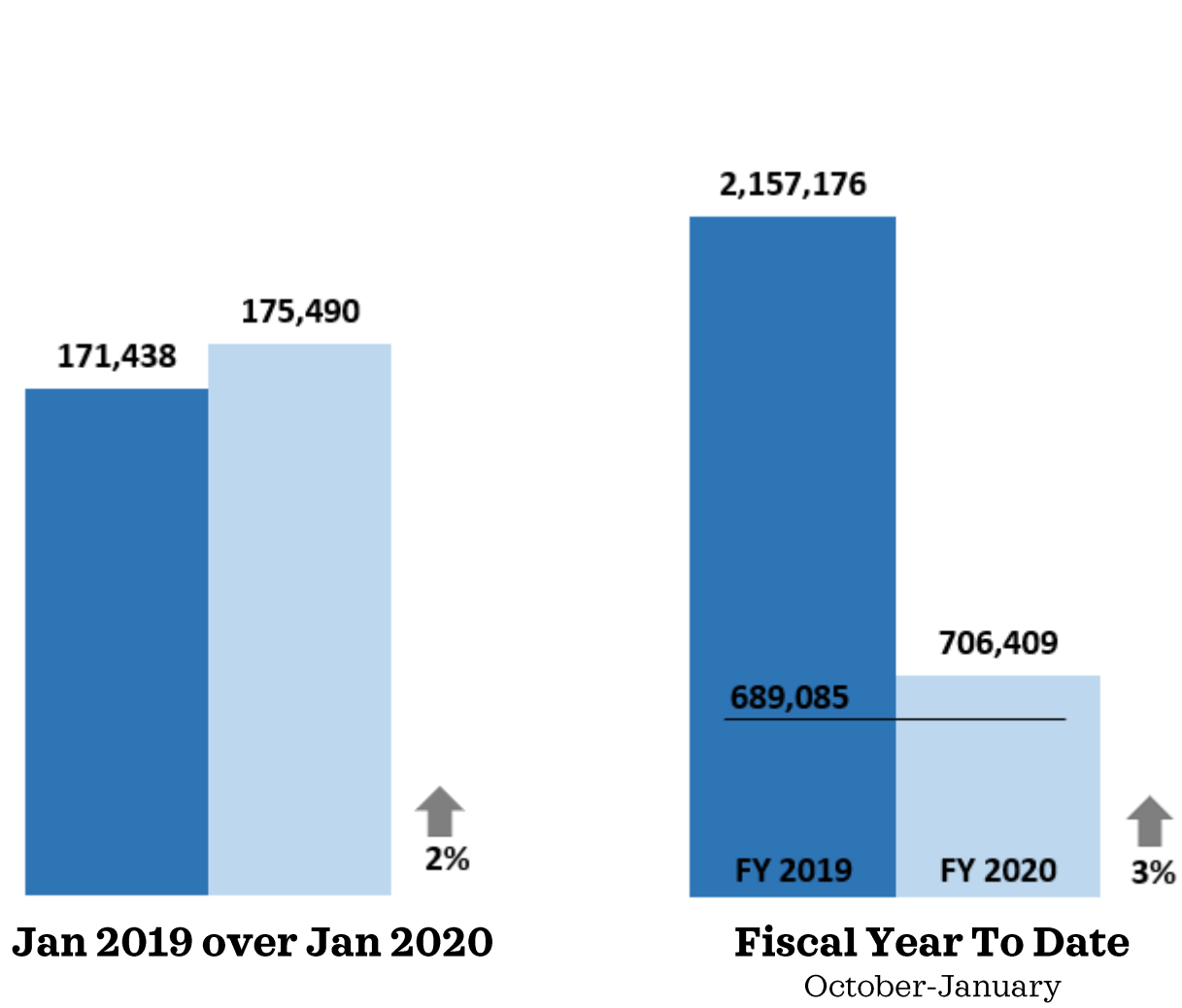
- Key Performance indicators
- January 2020

Non-Casino Rooms Sold



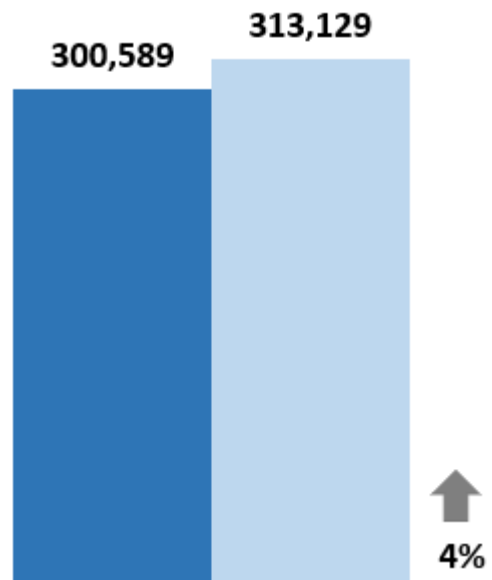
Source: STR

Casino Rooms Occupied



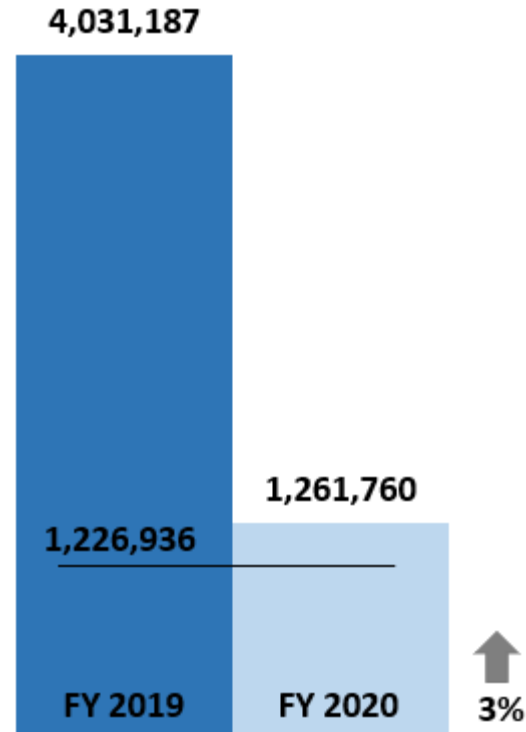
Source: MS Gaming Commission

All Rooms Sold/Occupied

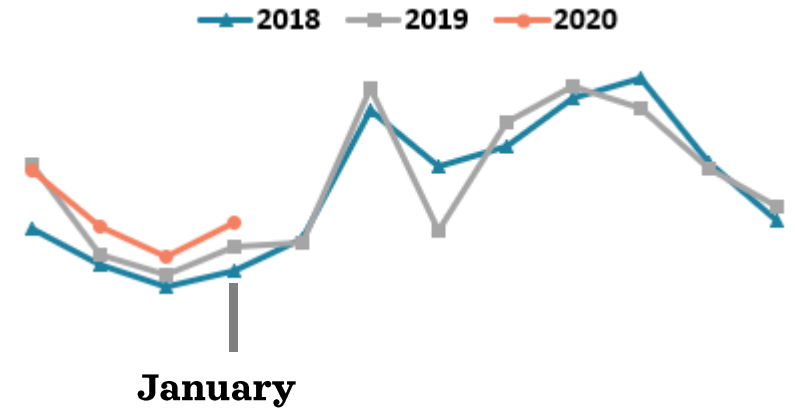


Jan 2019 over Jan 2020

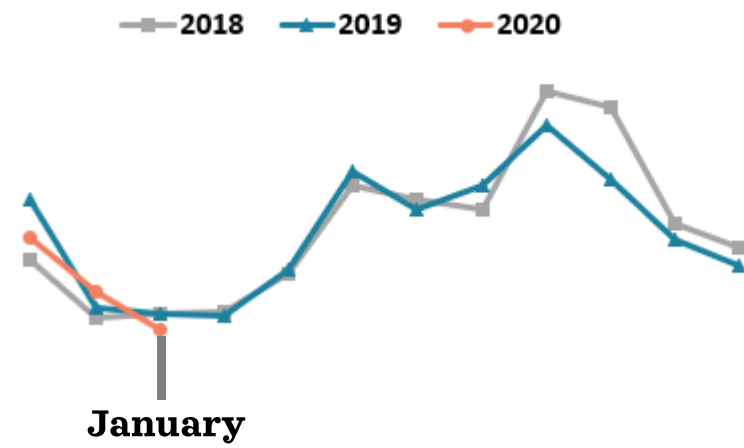
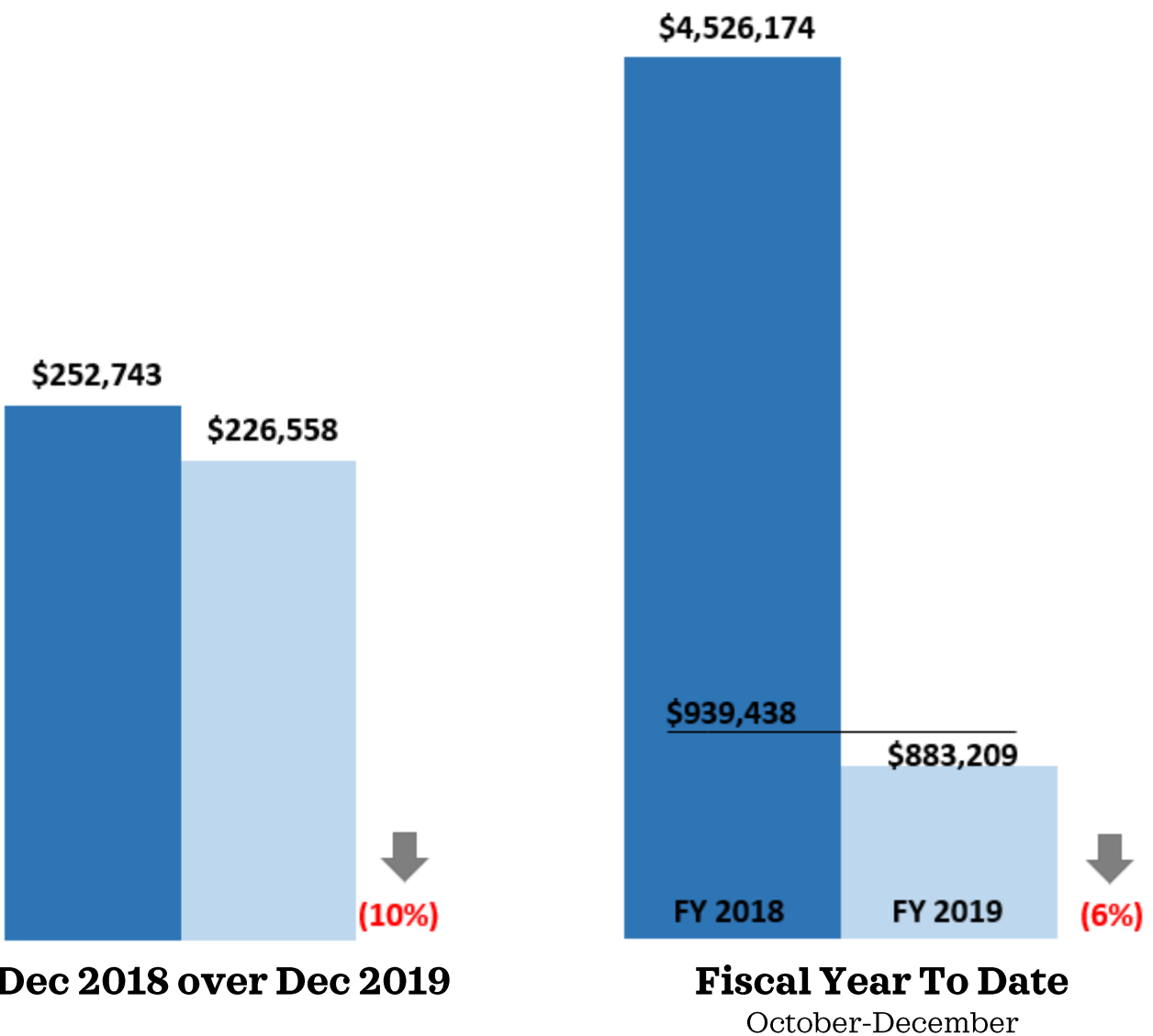
Source: STR & MS Gaming Commission



Fiscal Year To Date
October-January

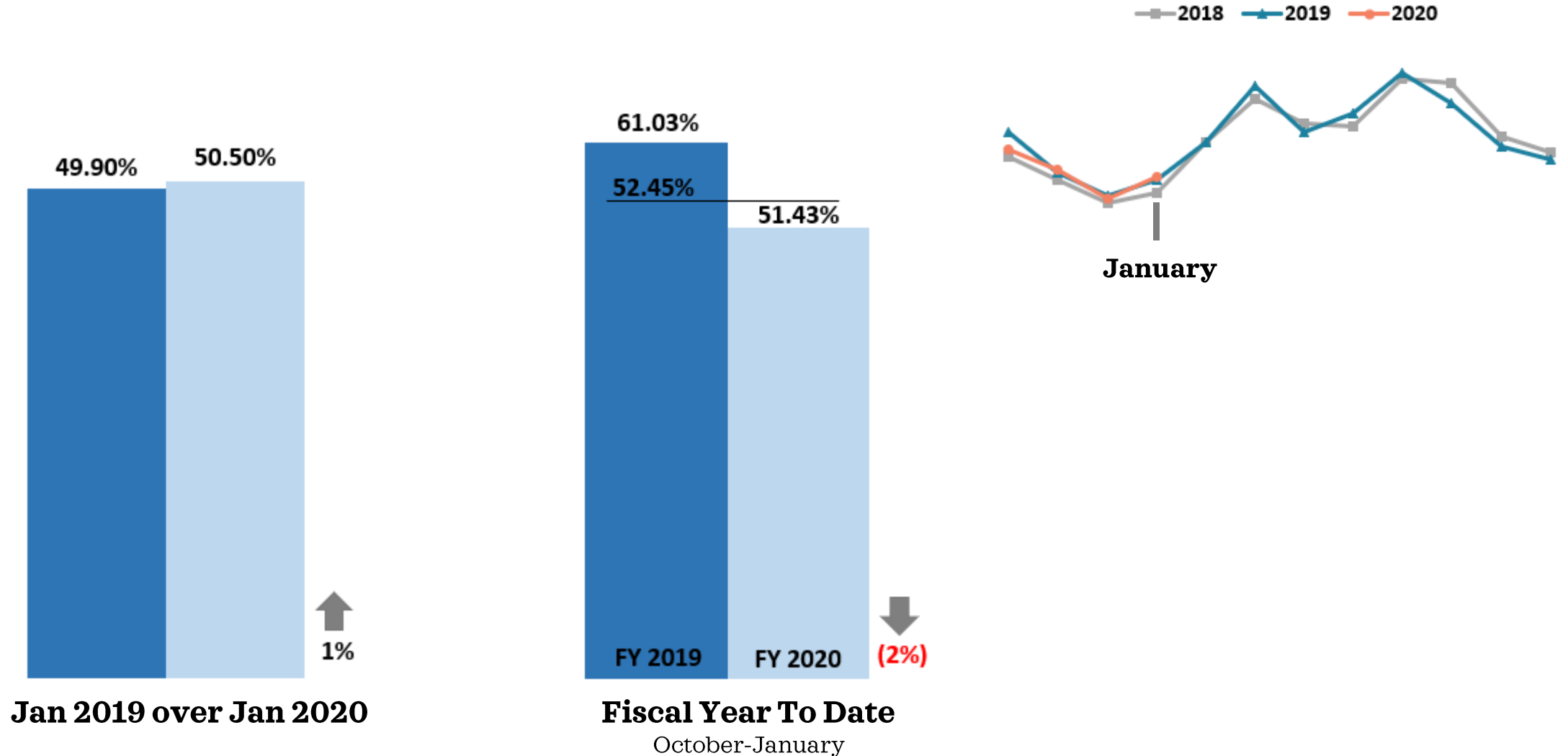


Occupancy Tax Receipts

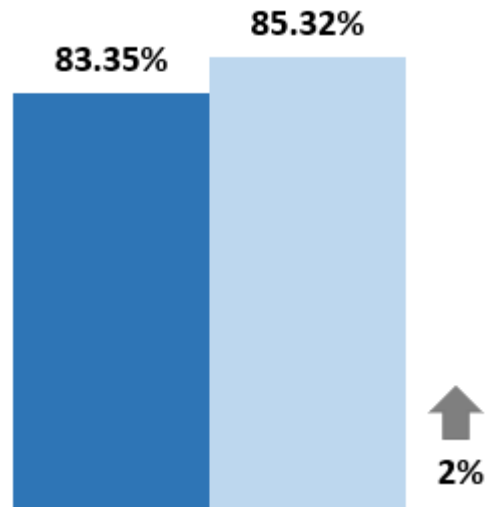


Source: MS Department of Revenue

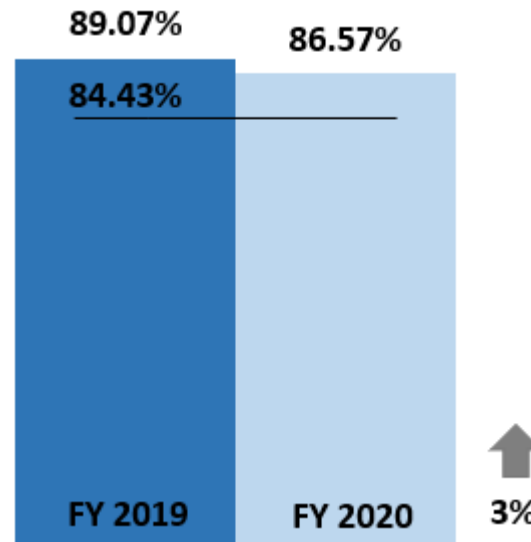
Non-Casino Occupancy



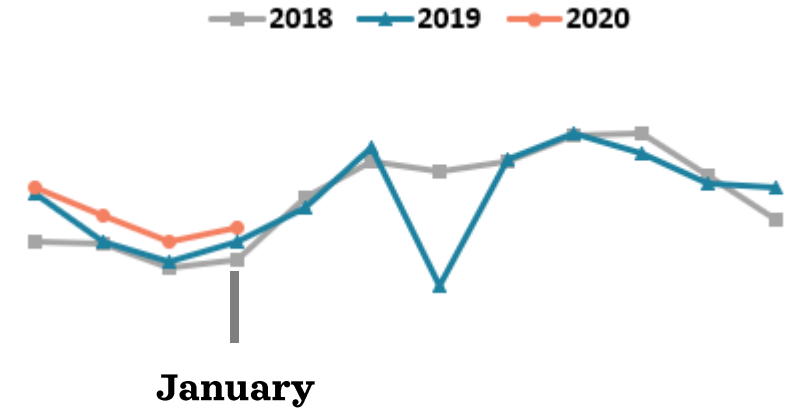
Casino Occupancy



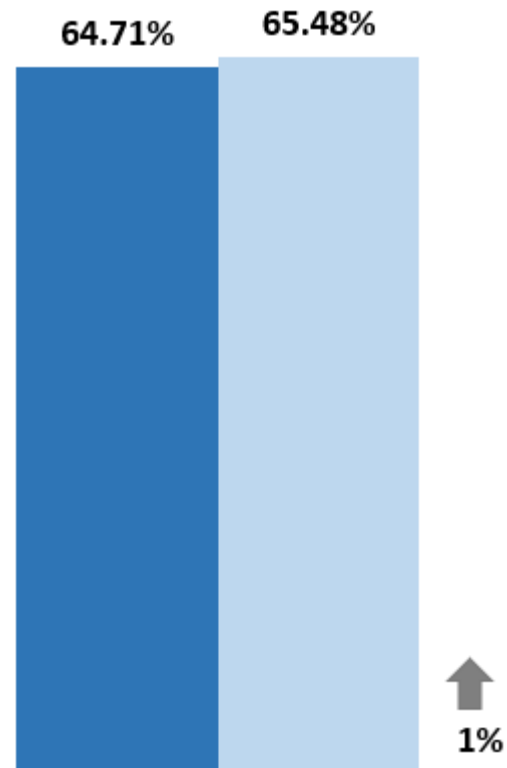
Jan 2019 over Jan 2020



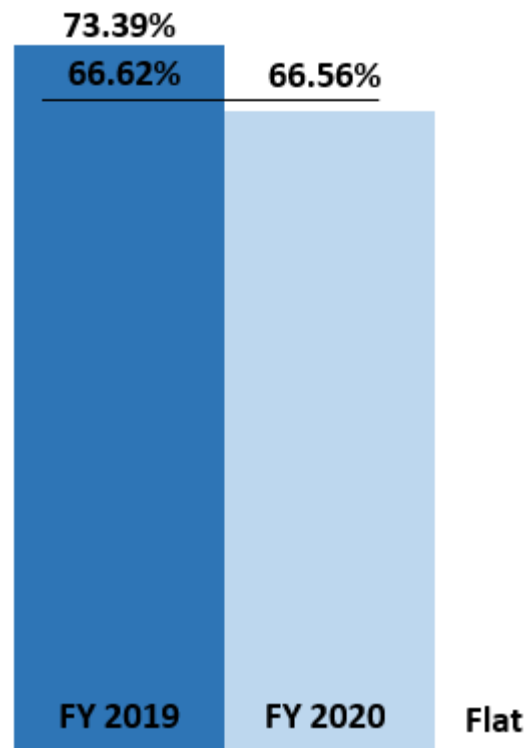
Fiscal Year To Date
October-January



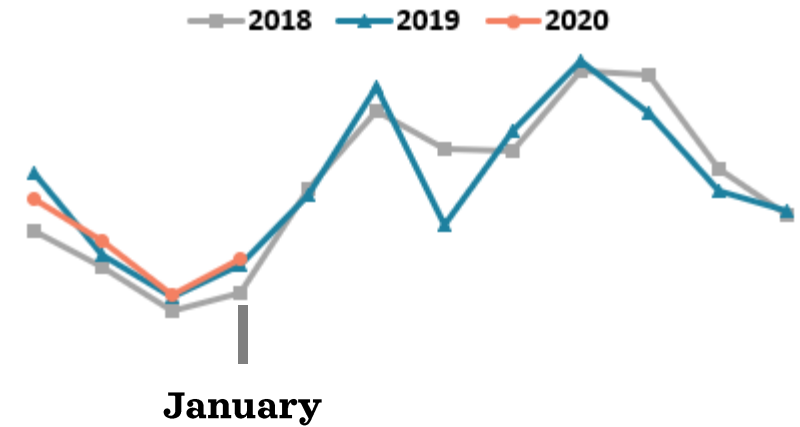
All Occupancy



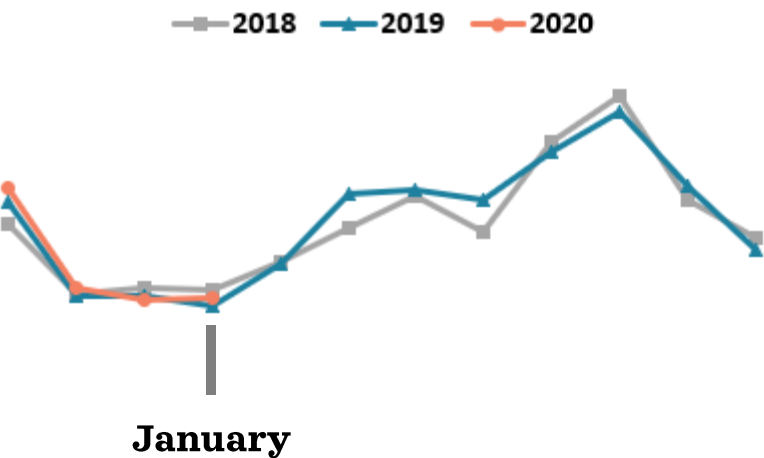
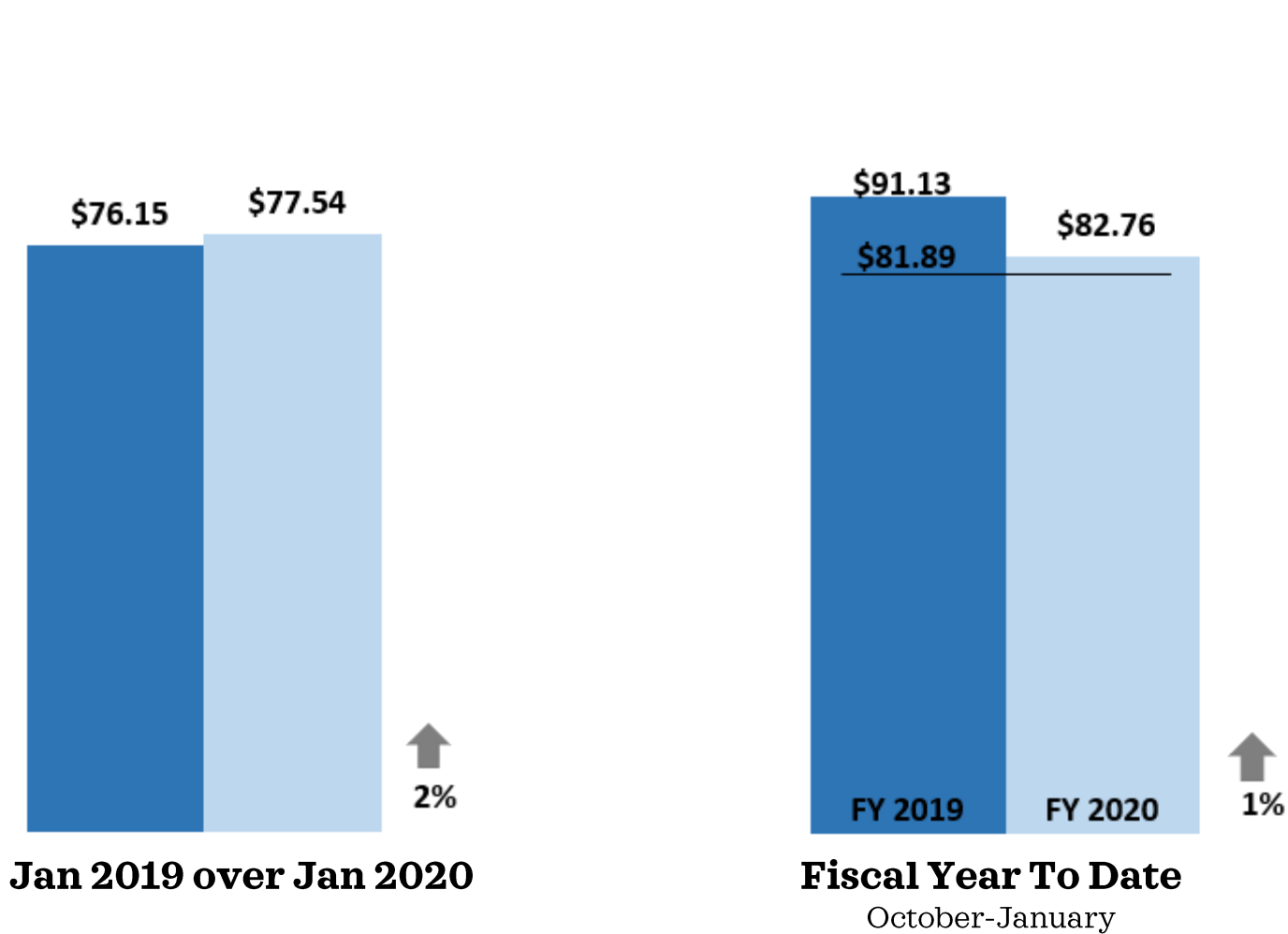
Jan 2019 over Jan 2020



Fiscal Year To Date
October-January

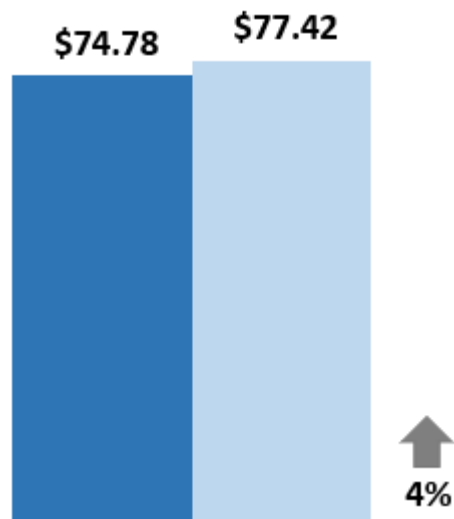


Non-Casino ADR

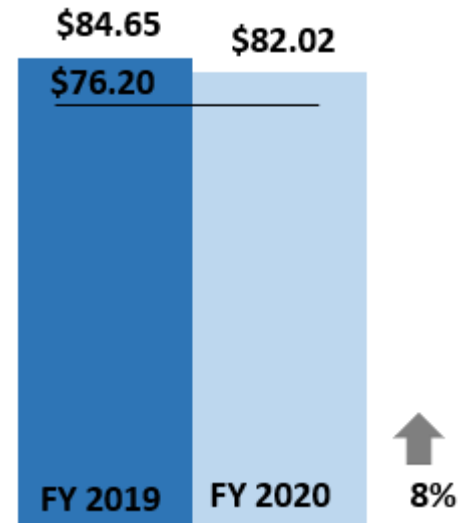


Source: STR

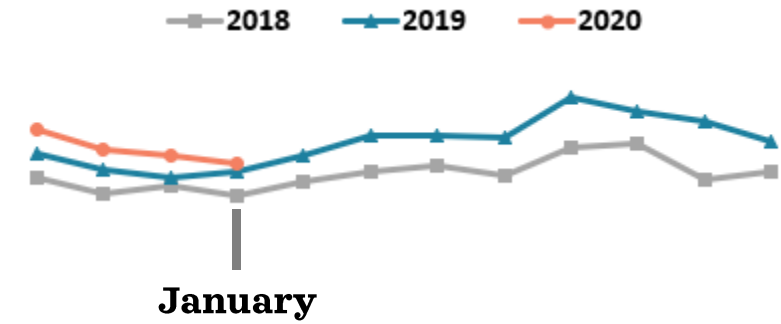
Casino ADR



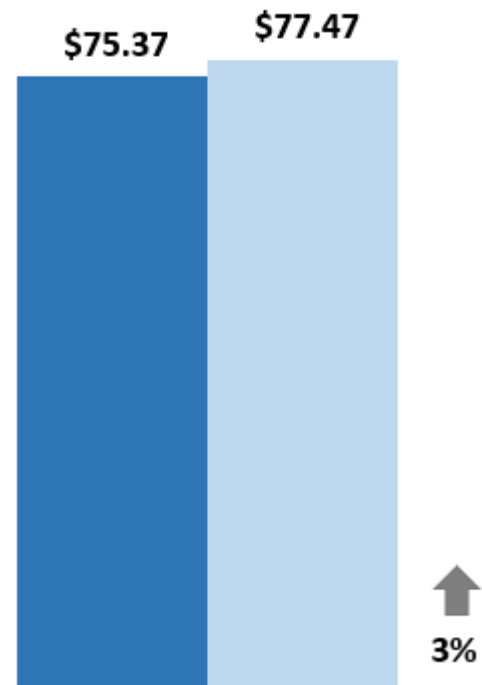
Jan 2019 over Jan 2020



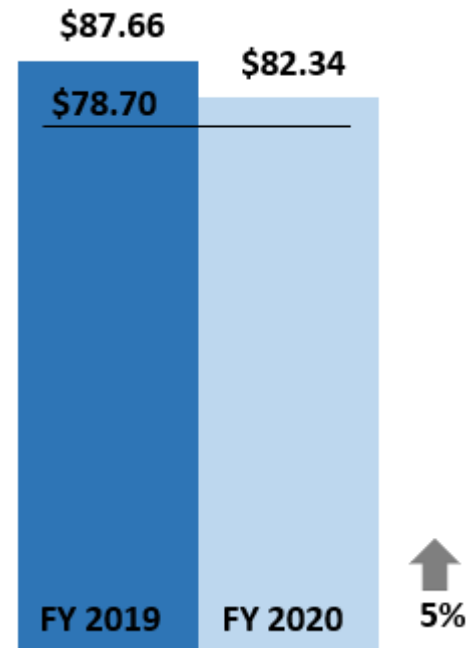
Fiscal Year To Date
October-January



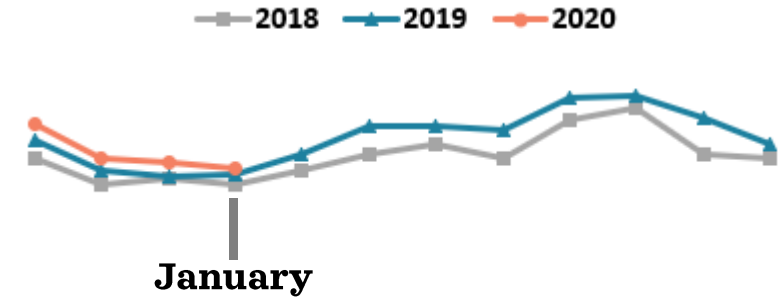
All ADR



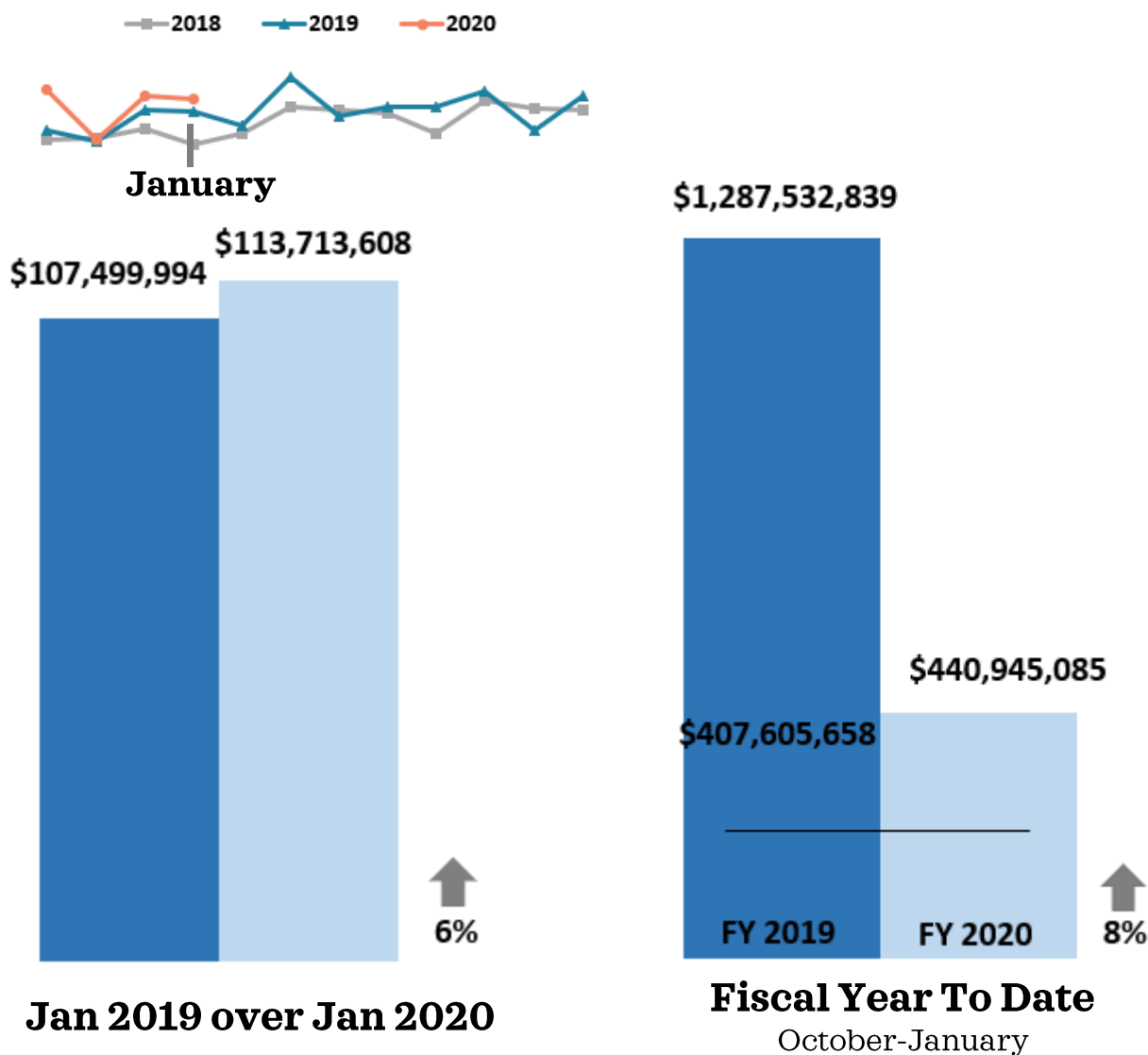
Jan 2019 over Jan 2020



Fiscal Year To Date
October-January

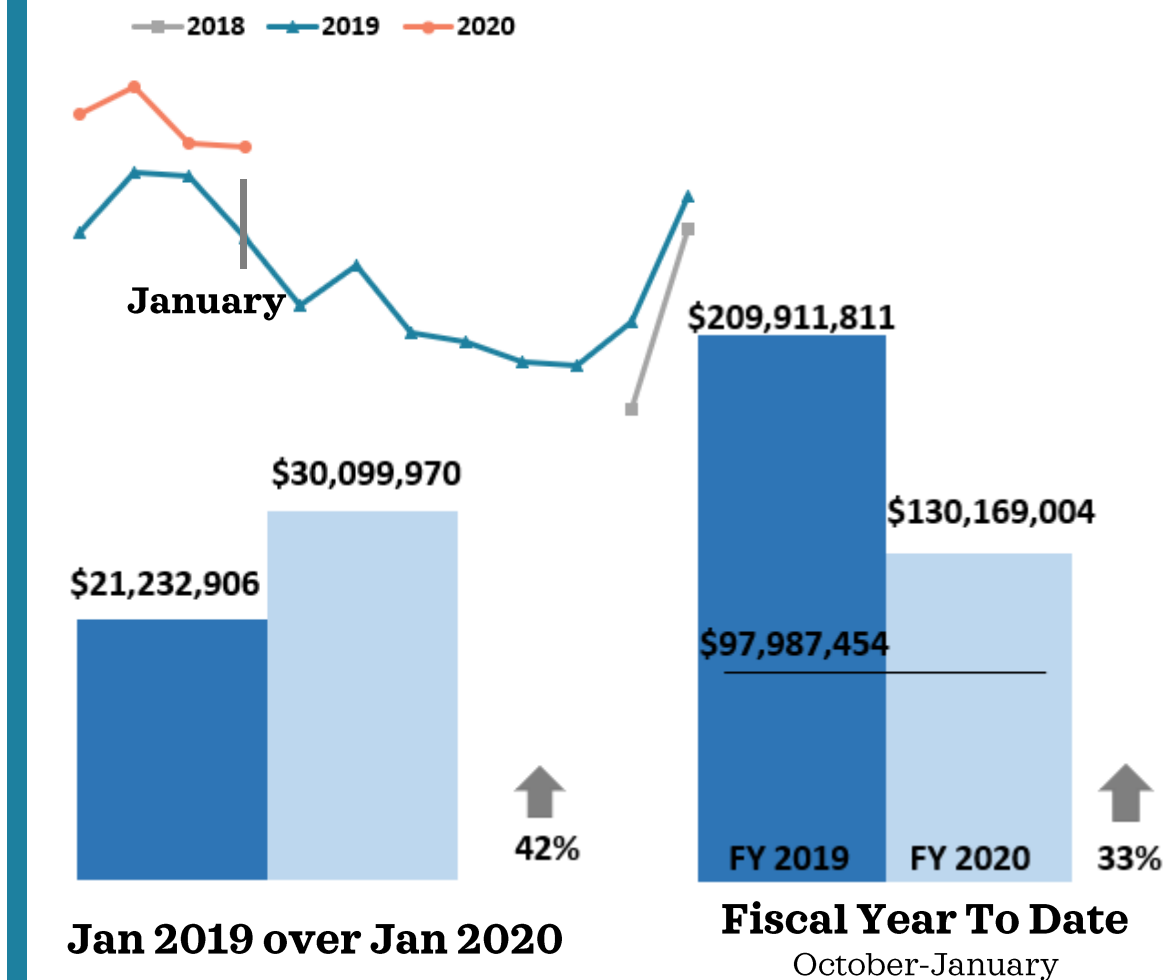


Gaming Revenue



Source: MS Gaming Commission

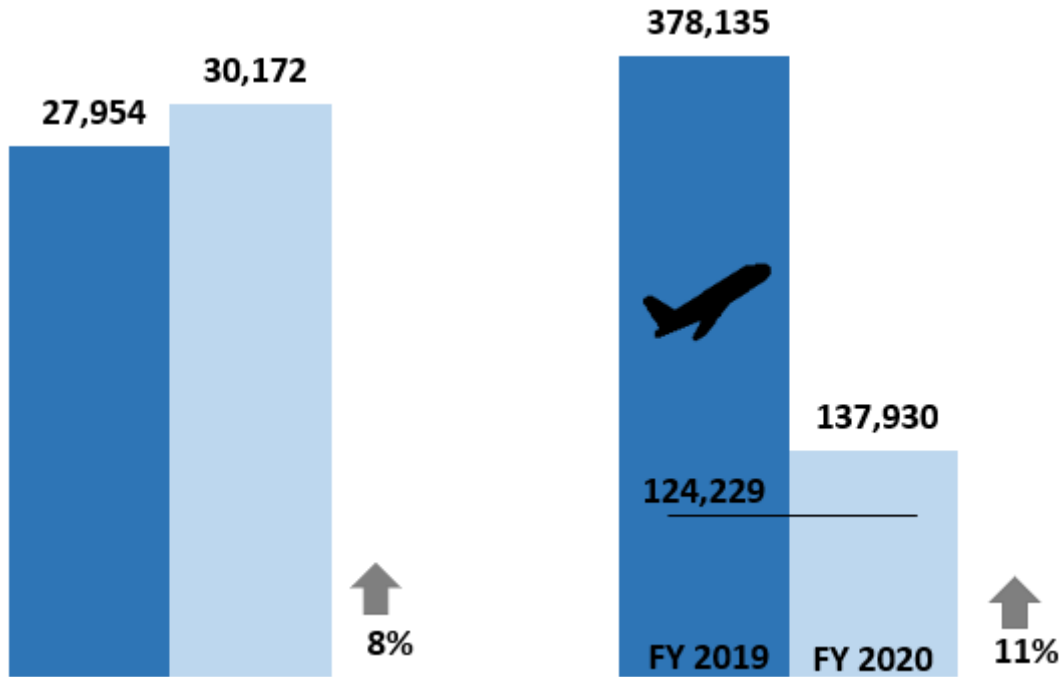
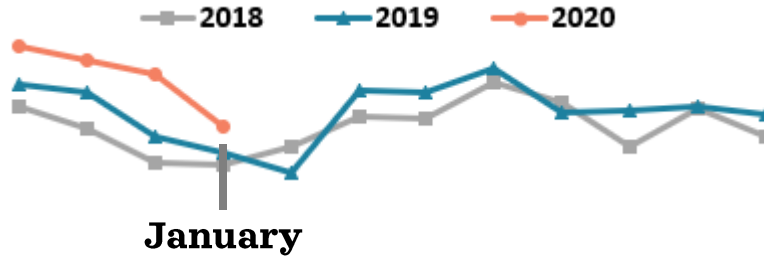
Sports Betting Wagers



* Sports Betting began August 2018

Airport

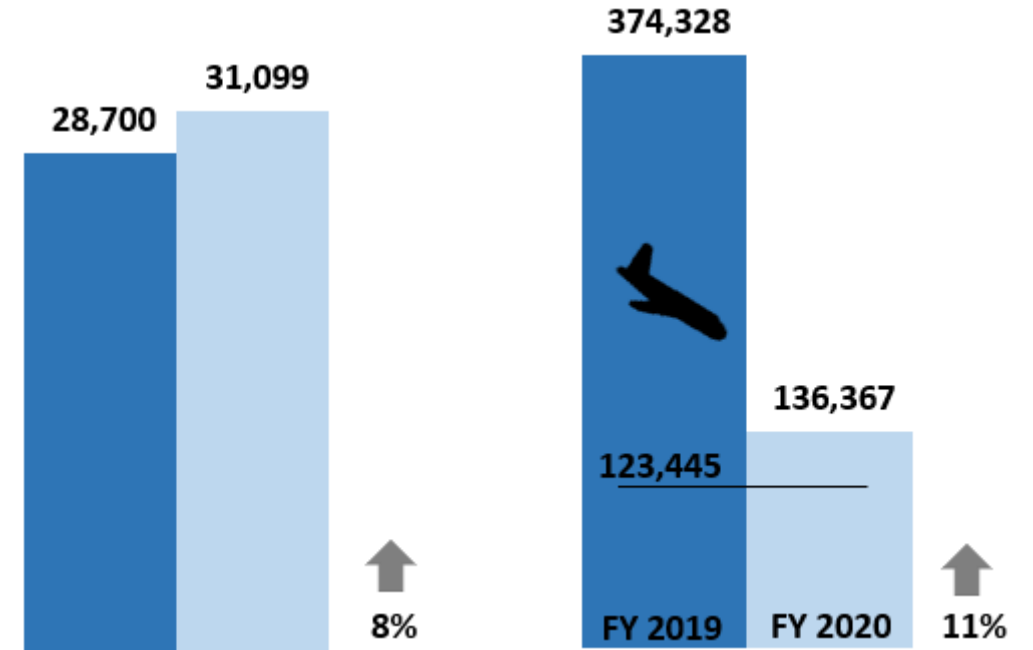
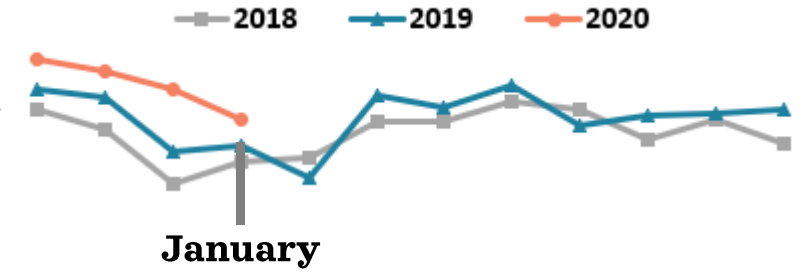
Enplanements



Jan 2019 over Jan 2020

Fiscal Year to Date
October-January

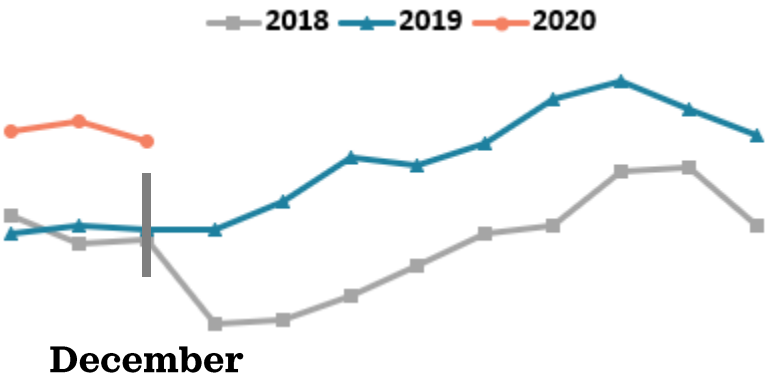
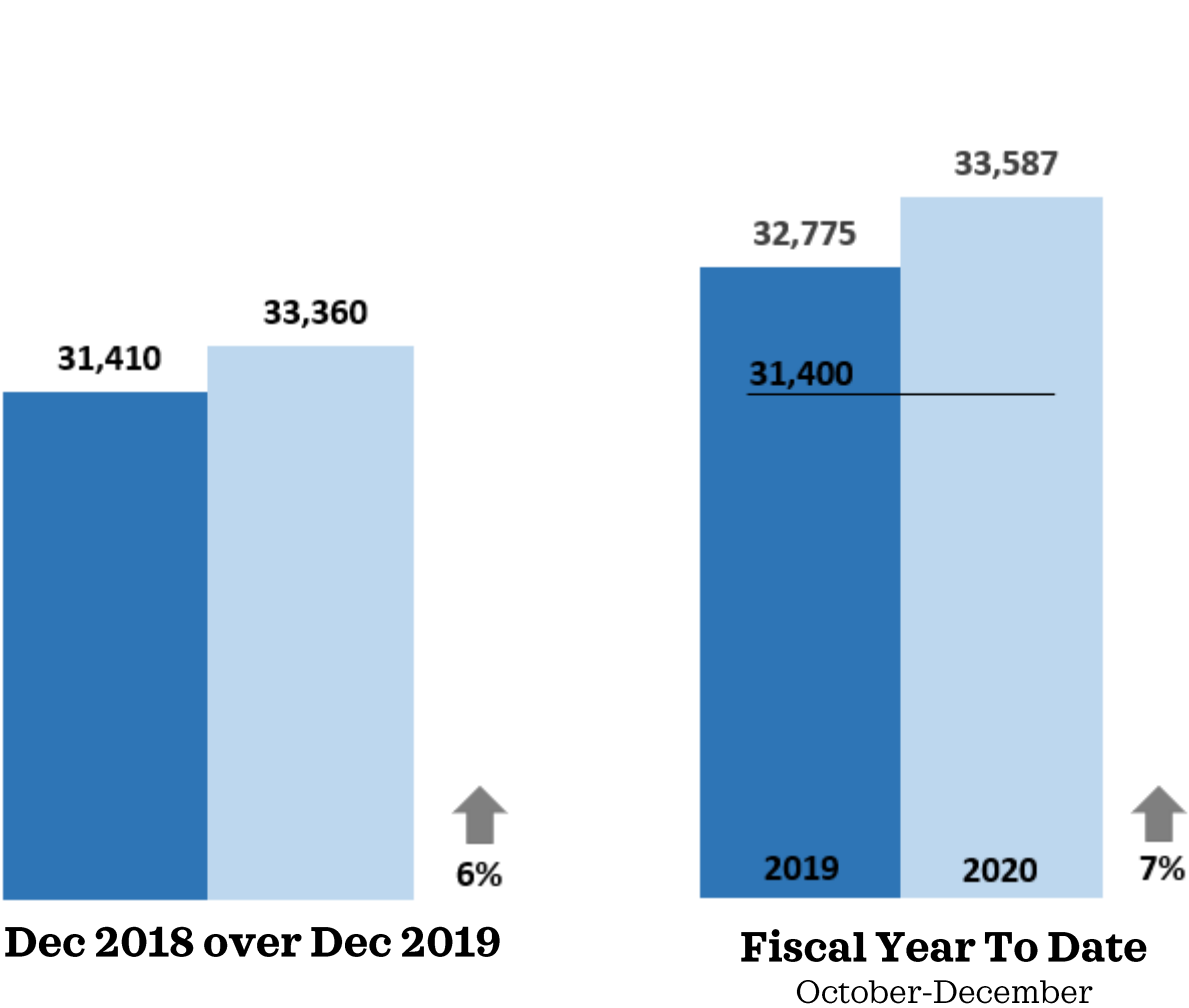
Deplanements



Jan 2019 over Jan 2020

Fiscal Year to Date
October-January

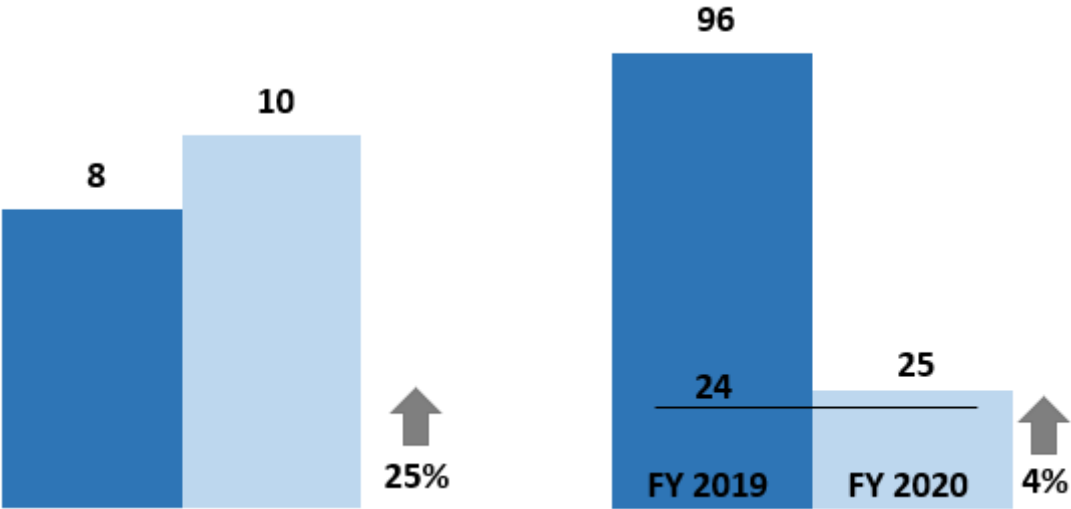
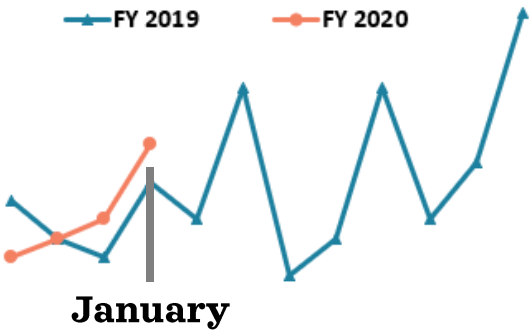
Leisure & Hospitality Jobs



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

Definite Bookings - Meeting/Sports

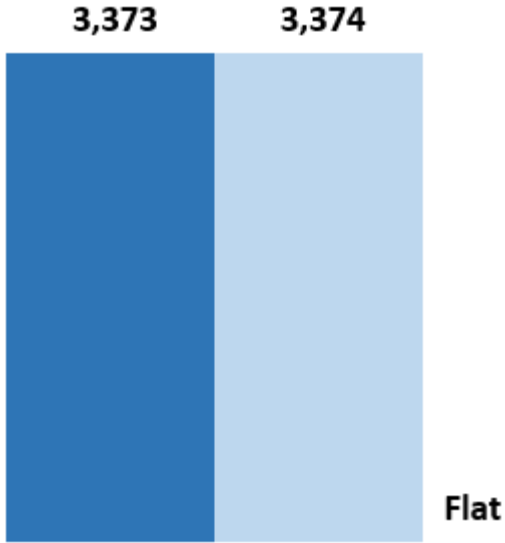
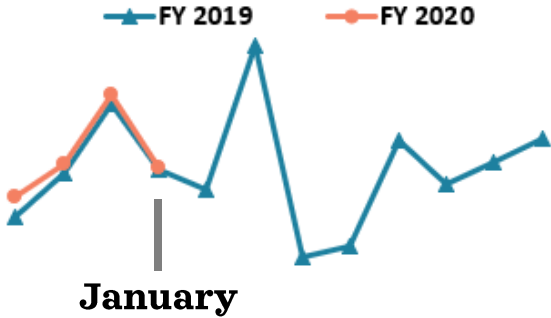
Bookings



Jan 2019 over Jan 2020

Fiscal Year To Date
October-January

Room nights



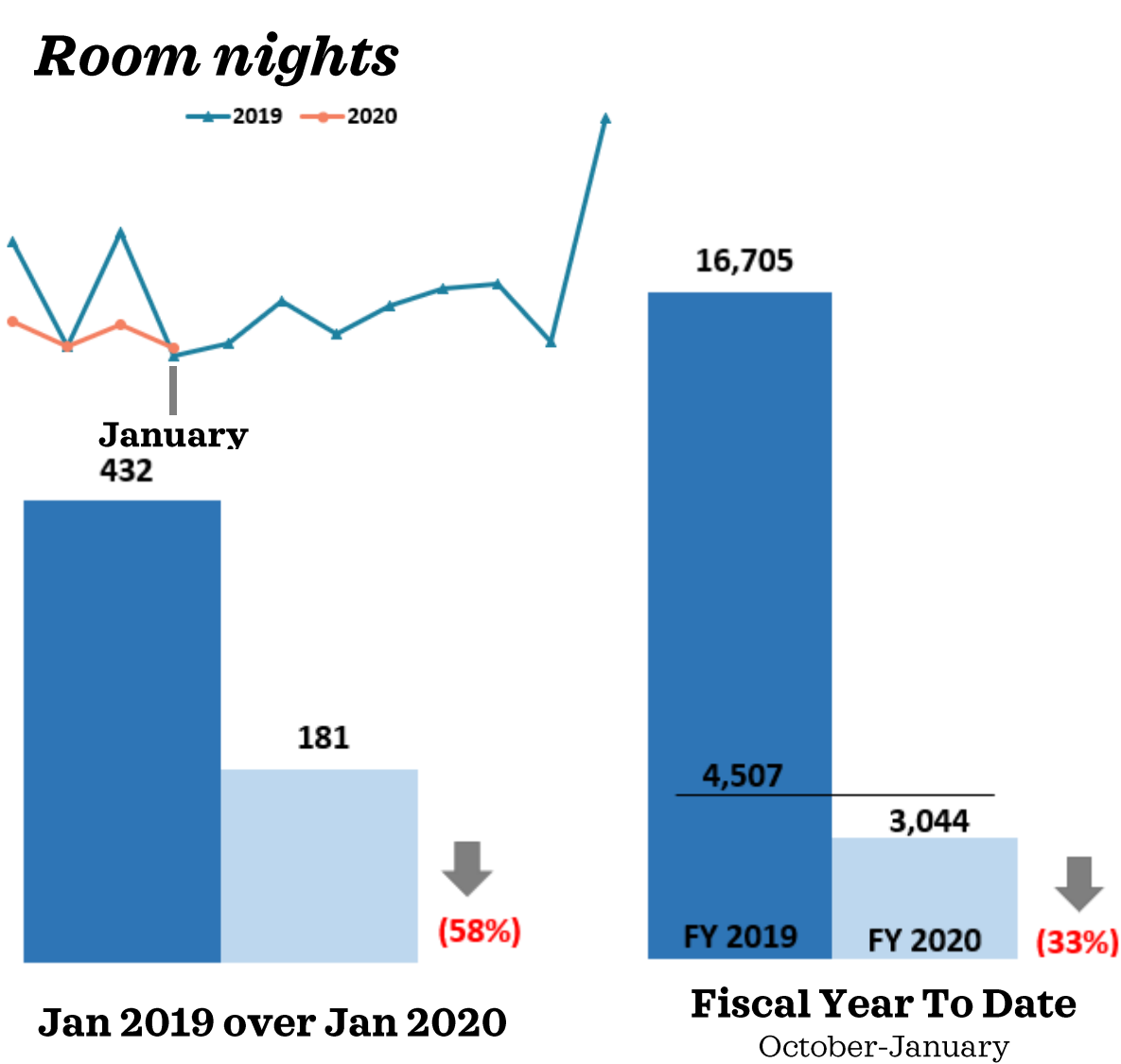
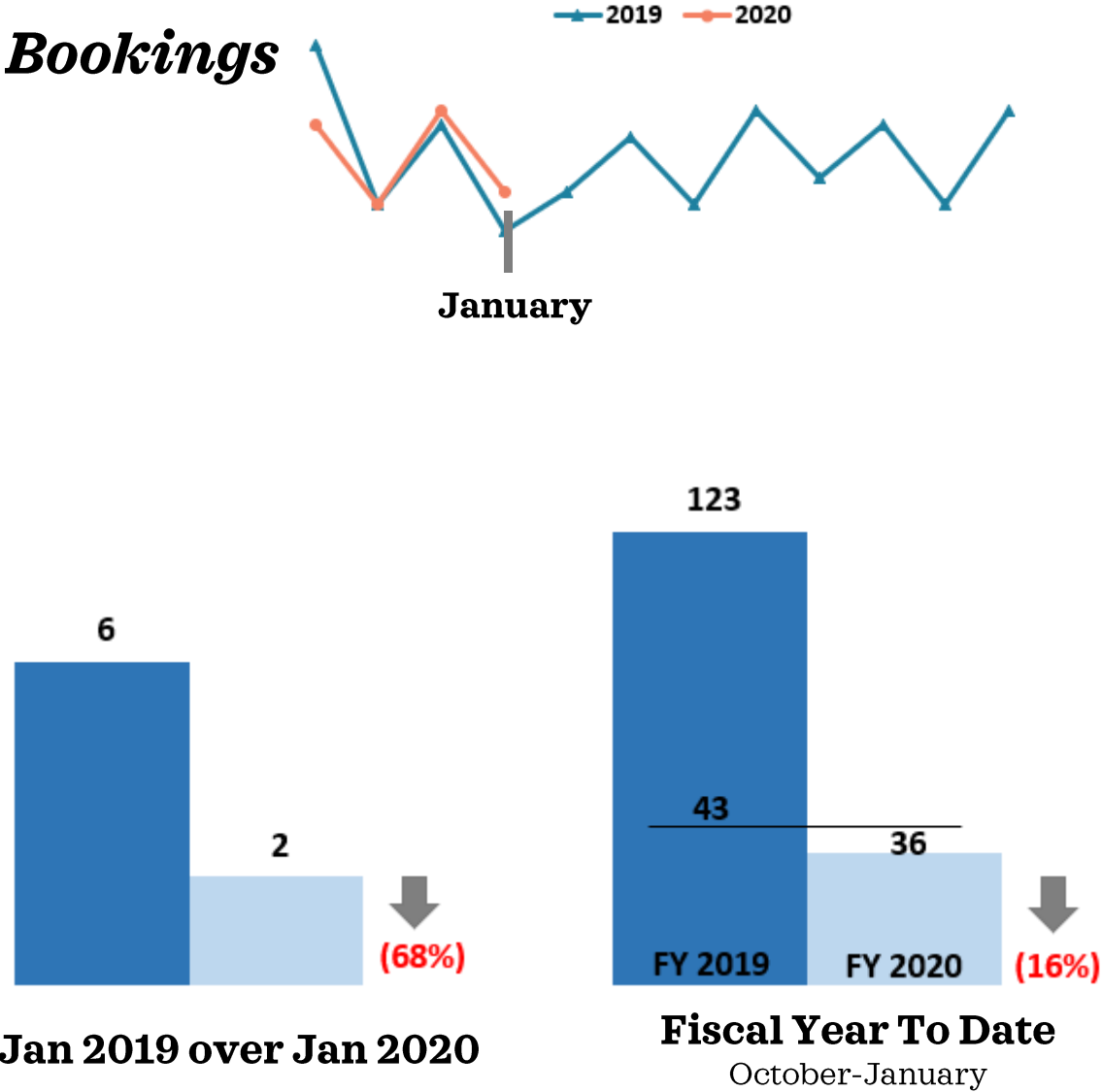
Jan 2019 over Jan 2020

Fiscal Year To Date
October-January

Source: Coastal Mississippi

Definite Bookings - Leisure

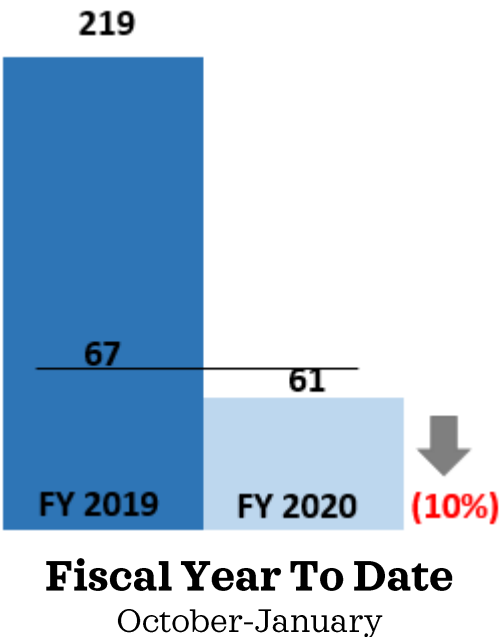
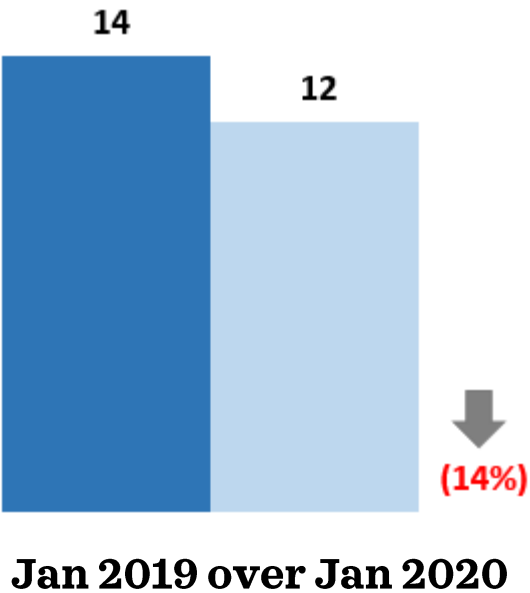
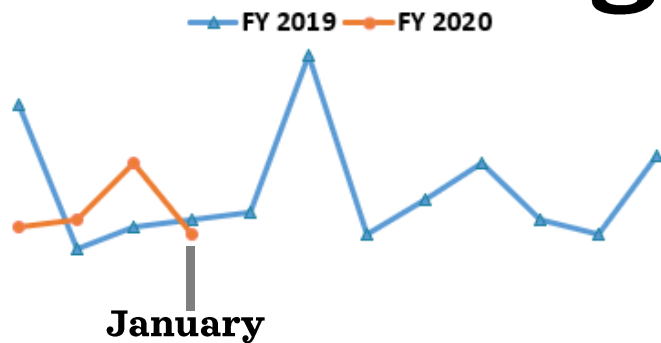
FY 2019 Leisure booking and room nights included FIT business which is not being included in the FY 2020 numbers.



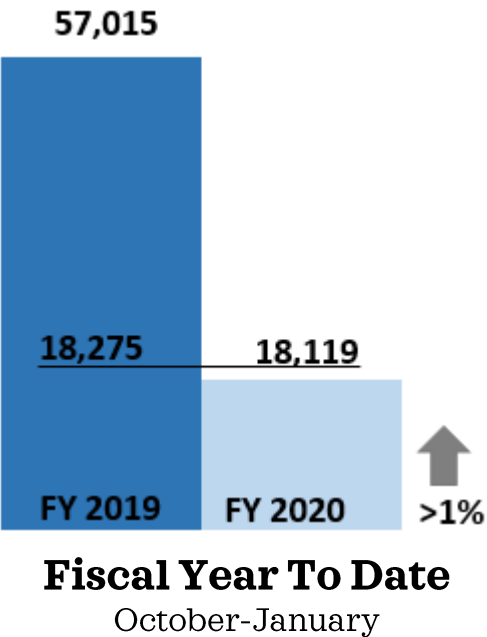
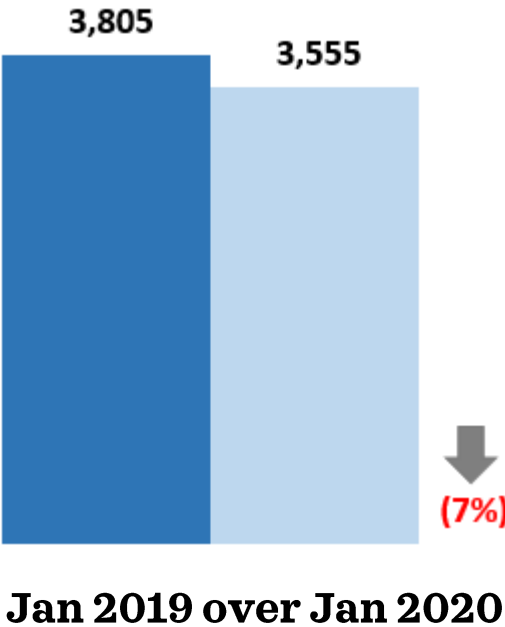
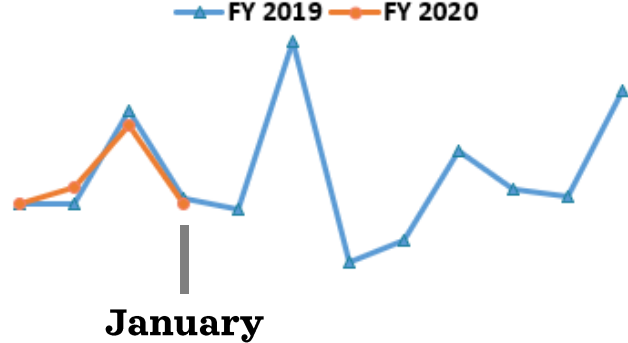
Source: Coastal Mississippi

Definite Bookings - All Sales

Bookings

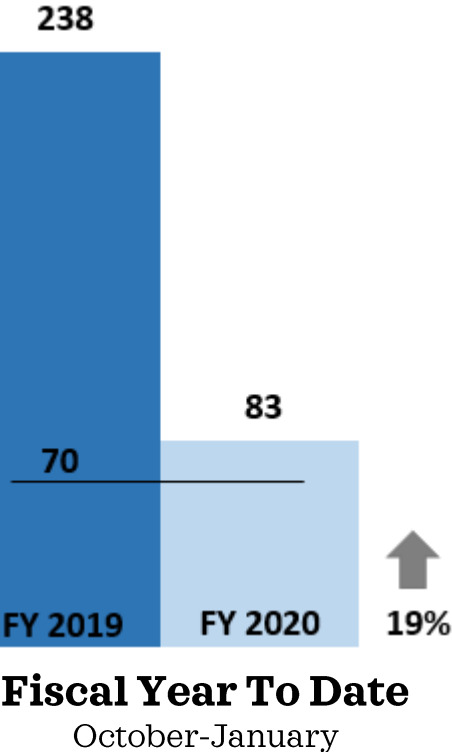
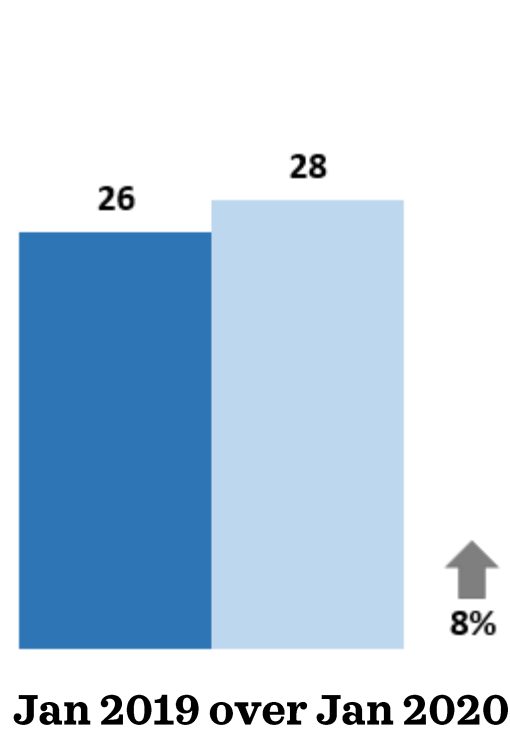
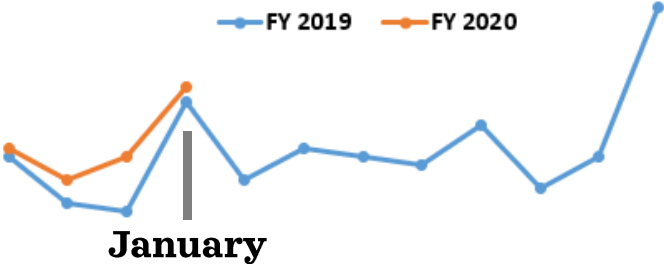


Room nights

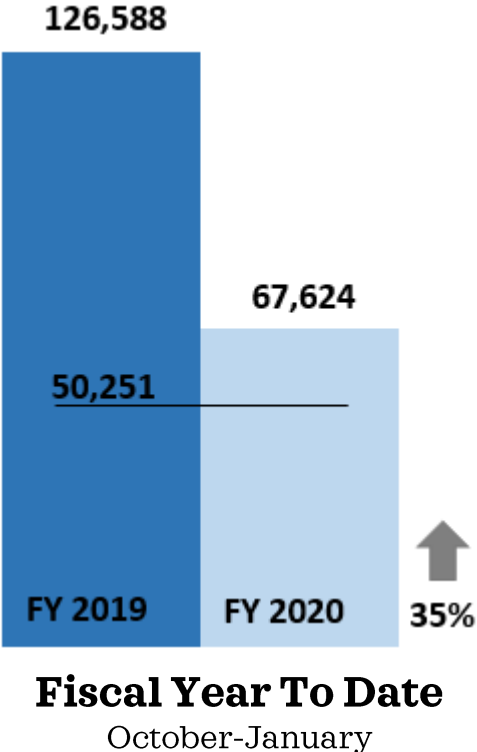
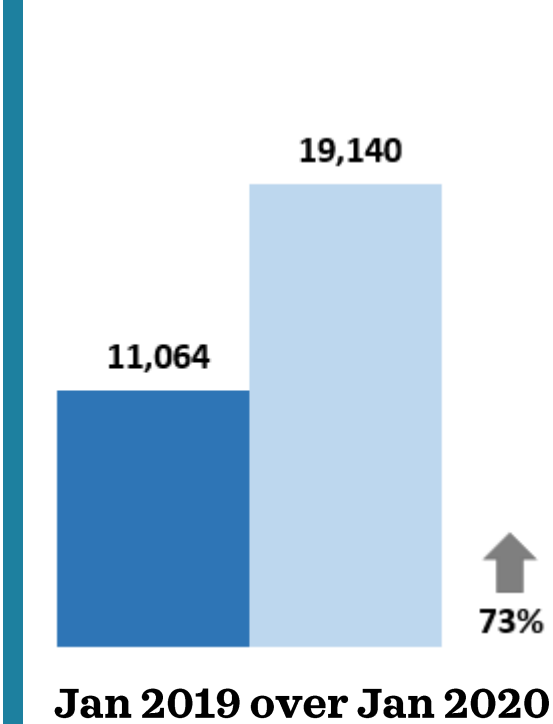
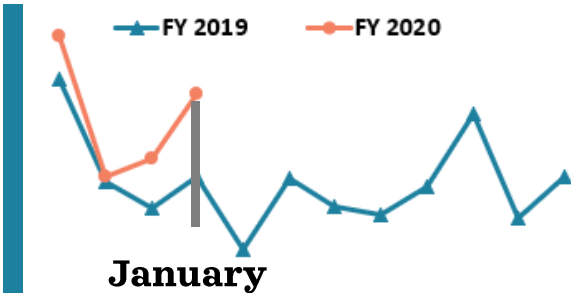


Source: Coastal Mississippi

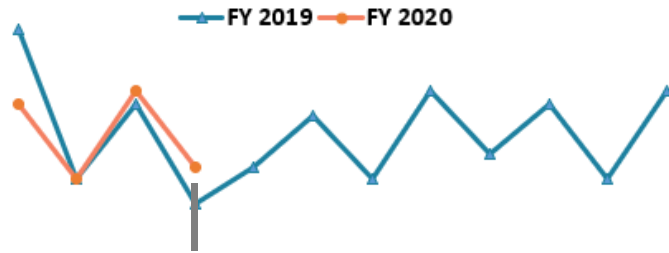
Leads Issued – Meetings/Sports



Potential Room Nights

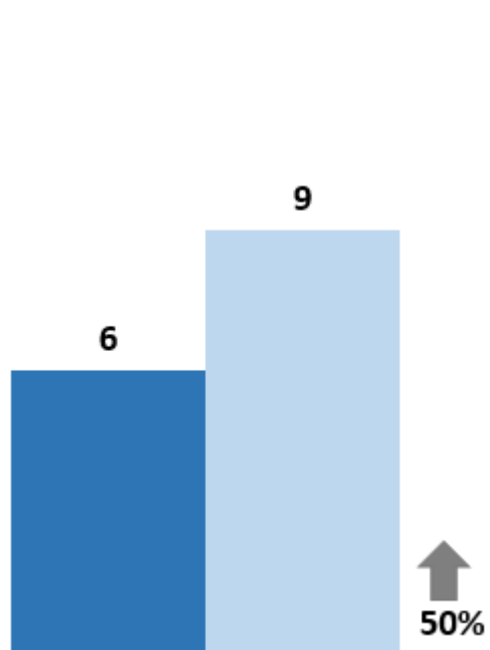


Leads Issued - Leisure

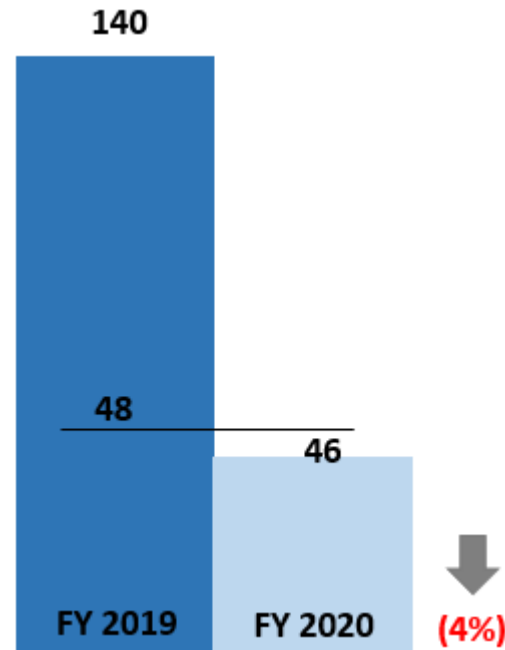


January

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

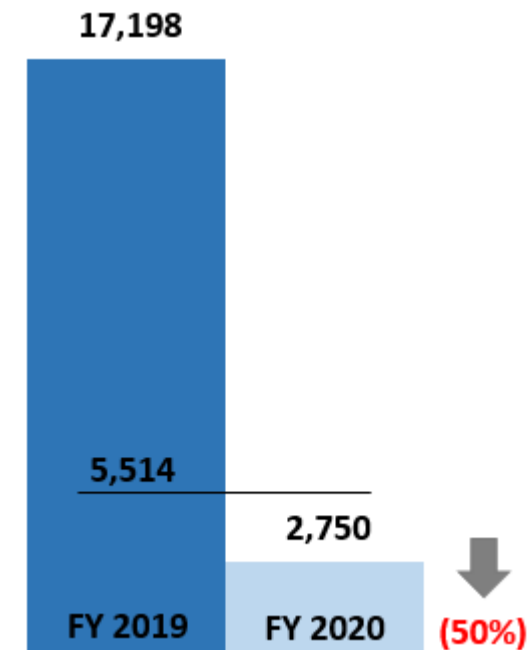
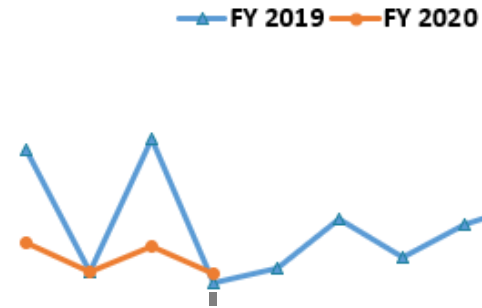


Jan 2019 over Jan 2020

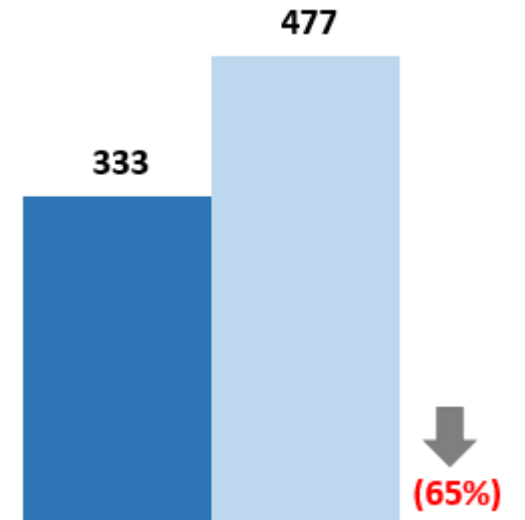


Fiscal Year To Date
October-January

Potential Room Nights

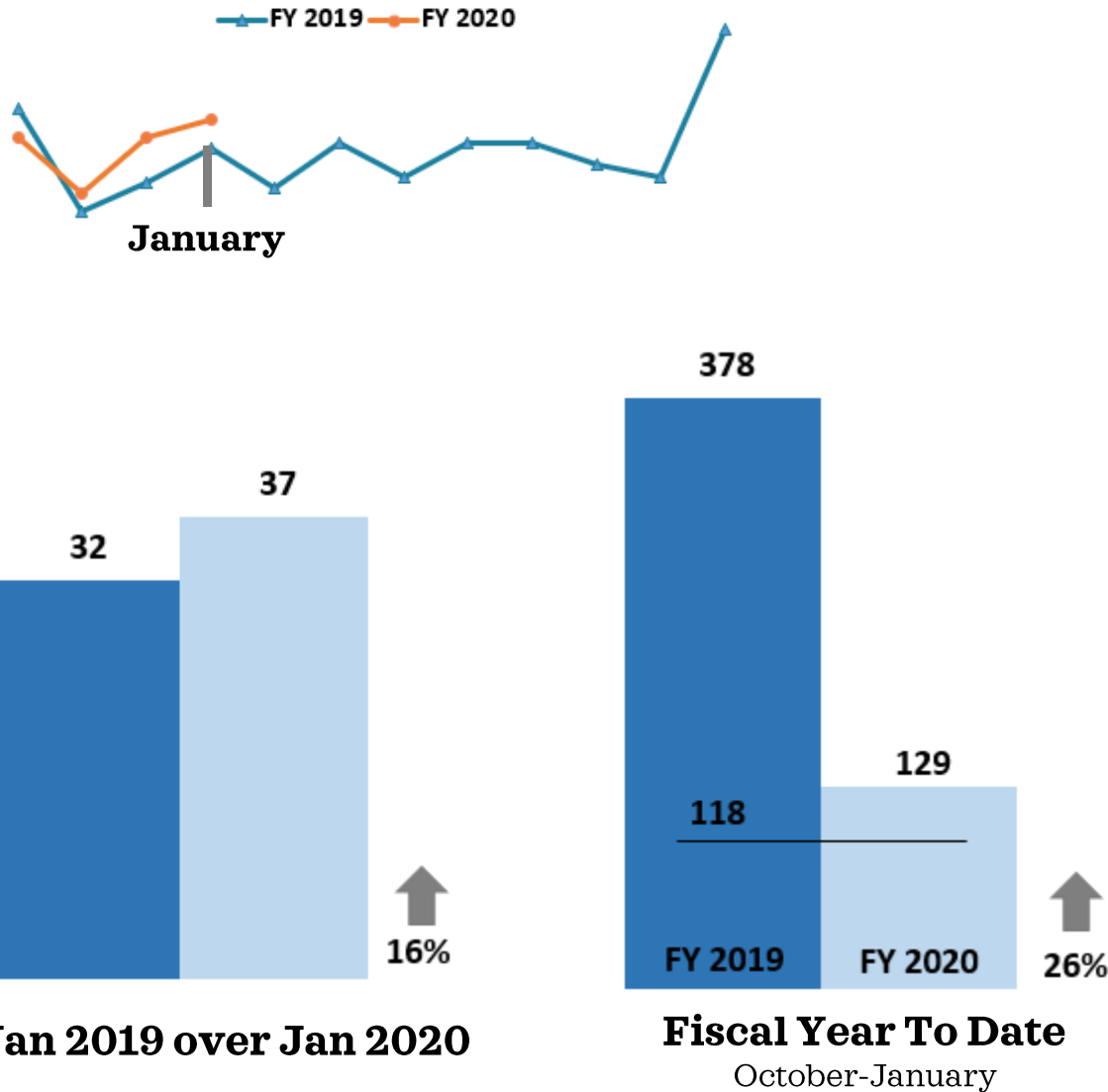


Jan 2019 over Jan 2020

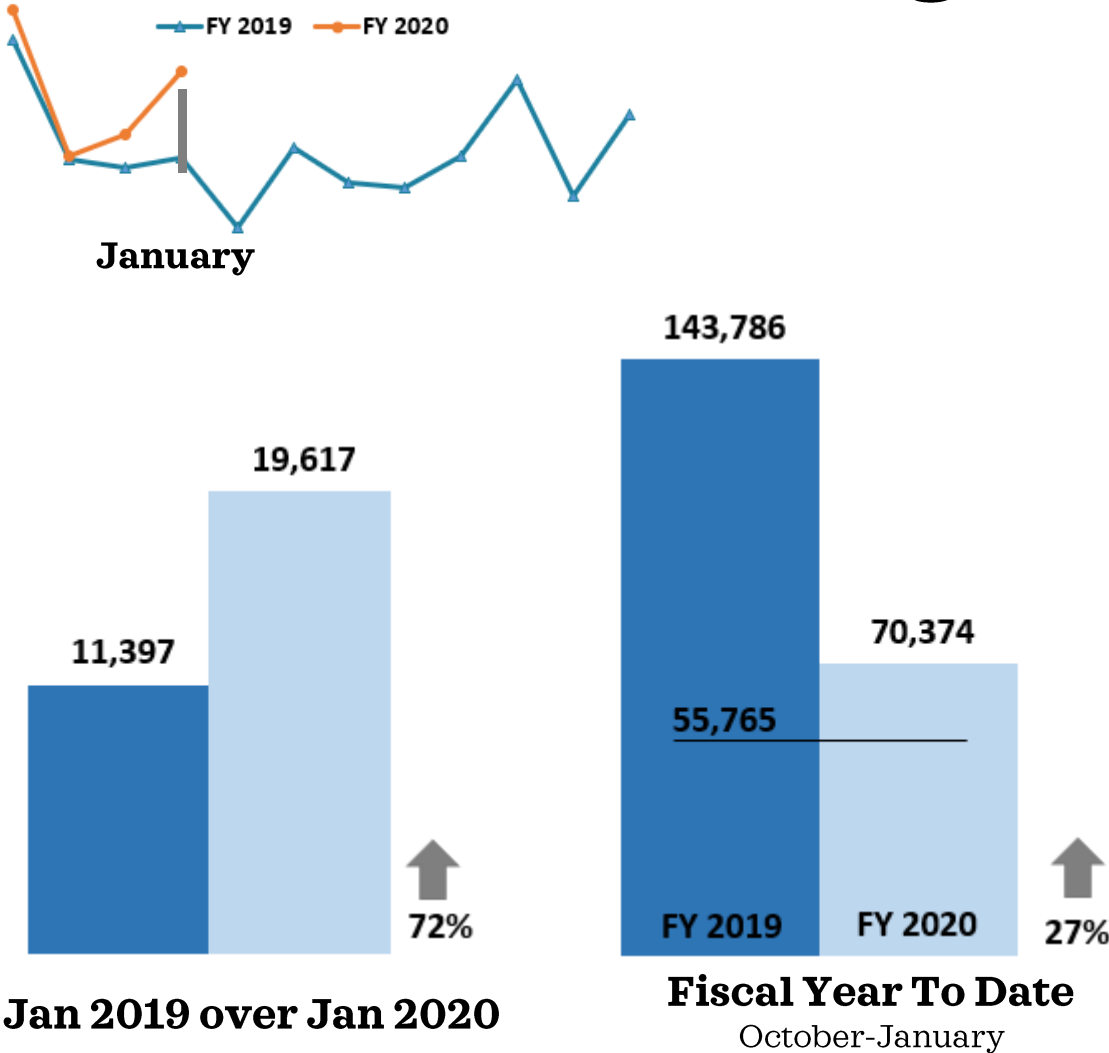


Fiscal Year To Date
October-January

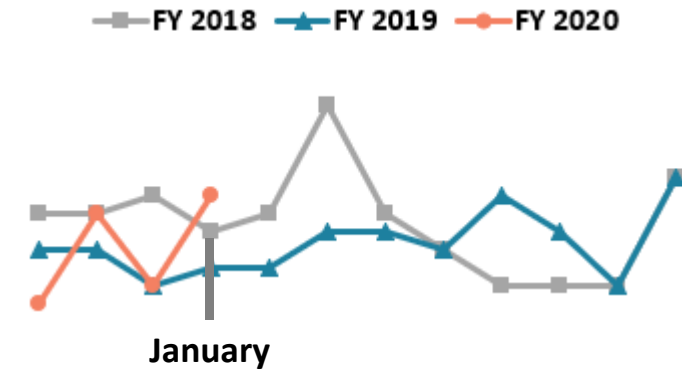
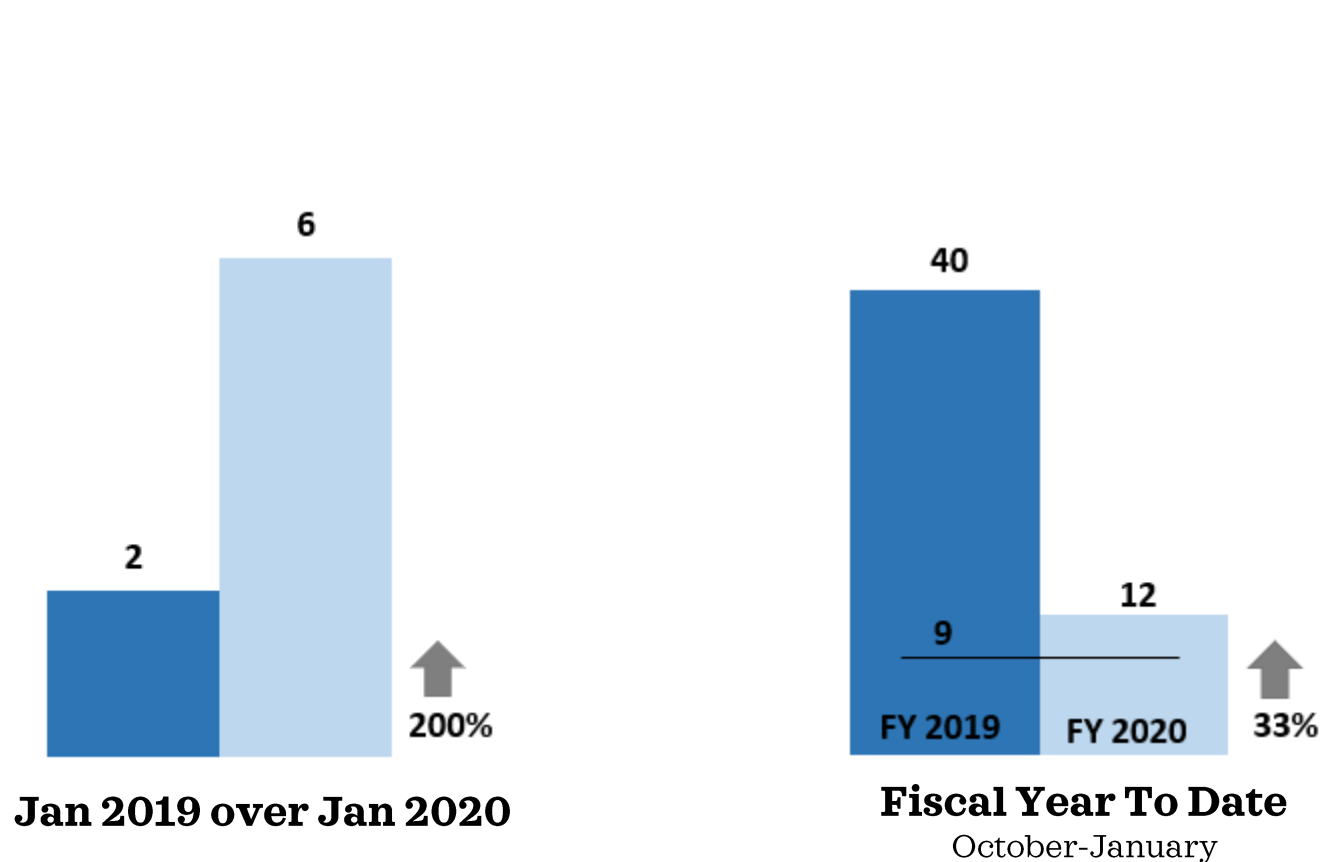
Leads Issued - All Sales



Potential Room Nights

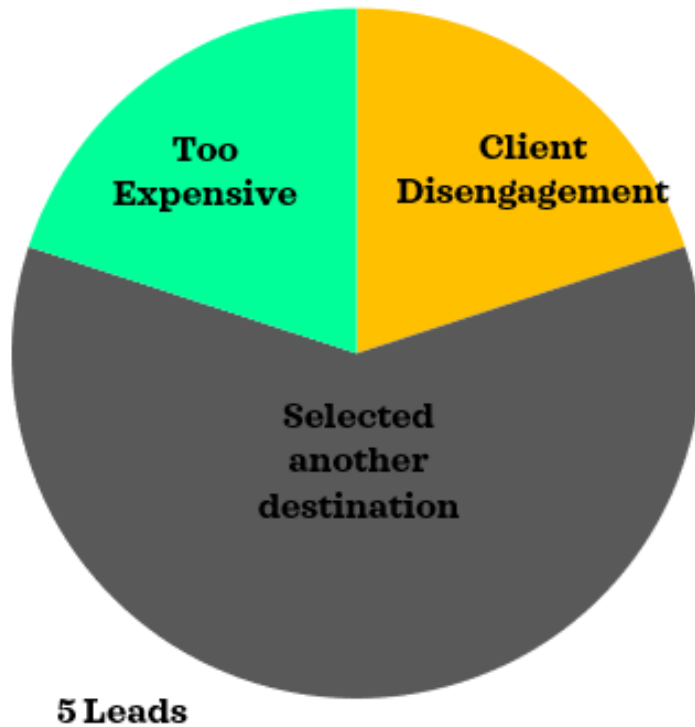


Convention Center Leads

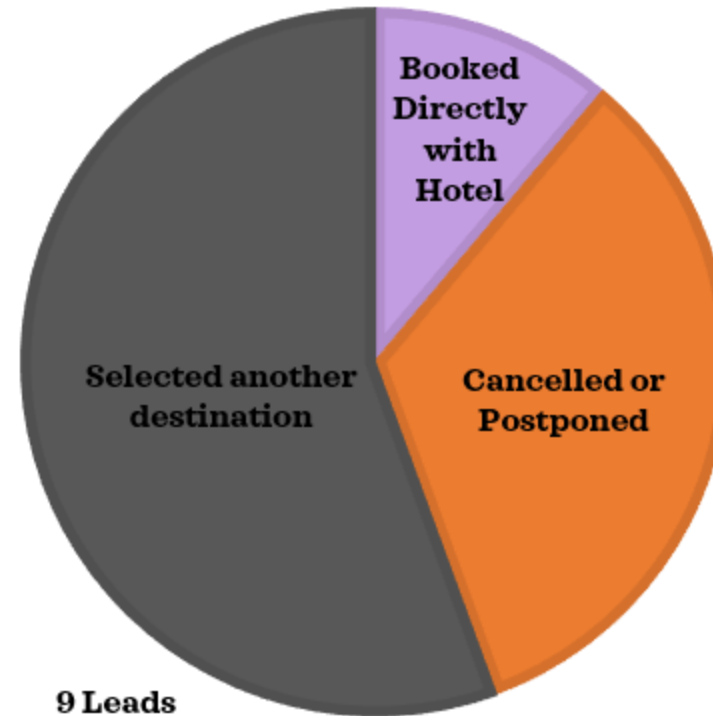


Lost Business

January 2019



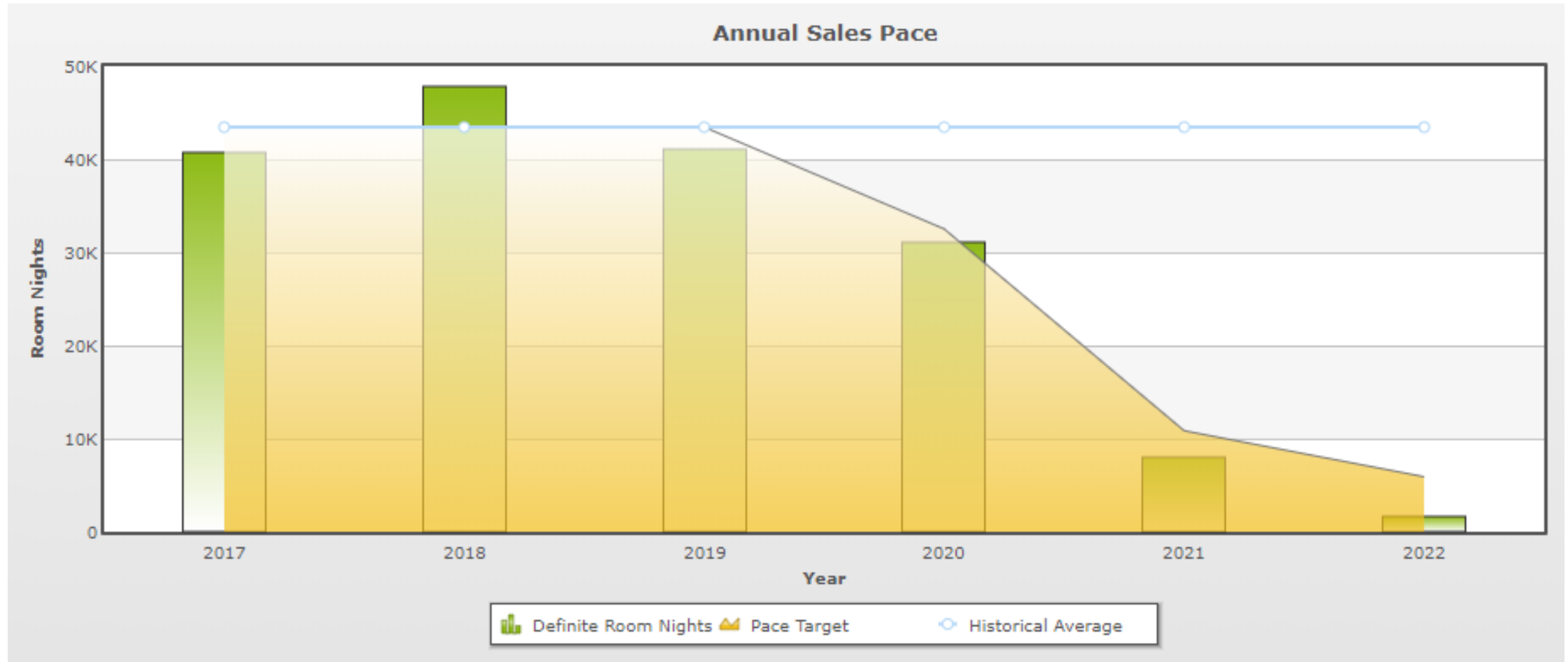
January 2020



Other Cities Selected:

- Little Rock, AR
- Lexington, VA
- Myrtle Beach, SC
- Hattiesburg, MS

Pace Report

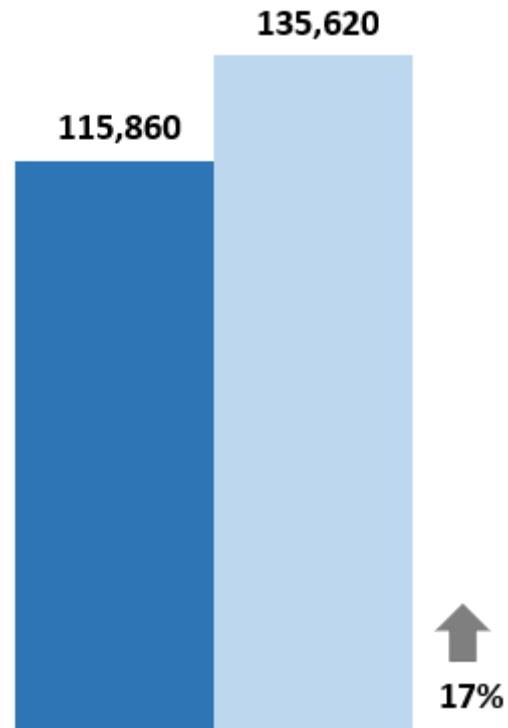


Pace Report - Pipeline

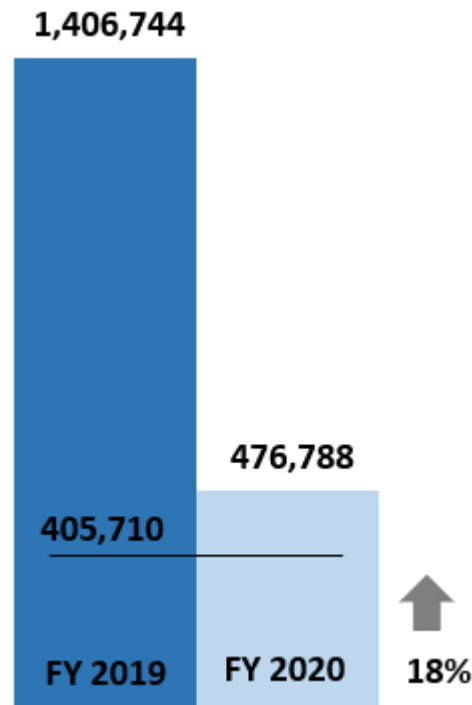


Google Analytics - Users

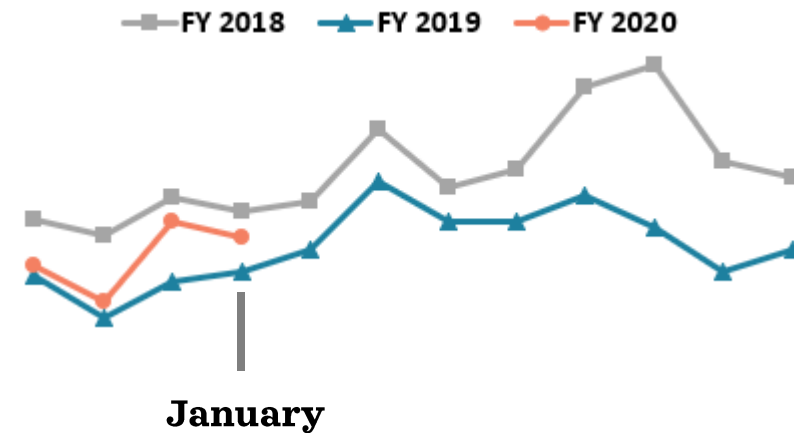
Traffic Analysis - Overall traffic increased by 11%, year over year. Channels of traffic that increased in sessions included Display (+972%), Referral (+143%), and Paid Search (+57%). Paid Social added 4,239 new sessions to the site.



Jan 2019 over Jan 2020



Fiscal Year To Date
October-January



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								
Total Active Newsletter Recipients 19,225												
Request the Guide	226	192	204	563								
Digital Guide Viewed	267	291	340	472								

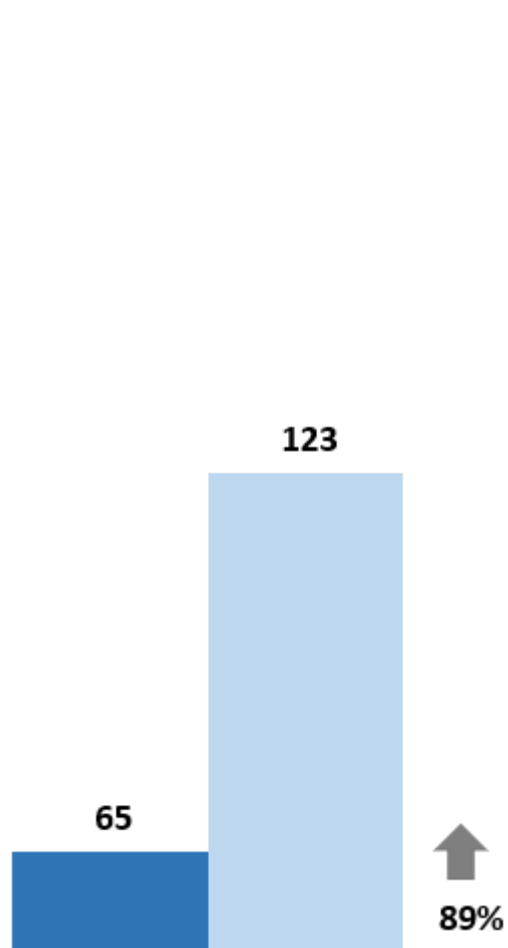
Action Taken

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

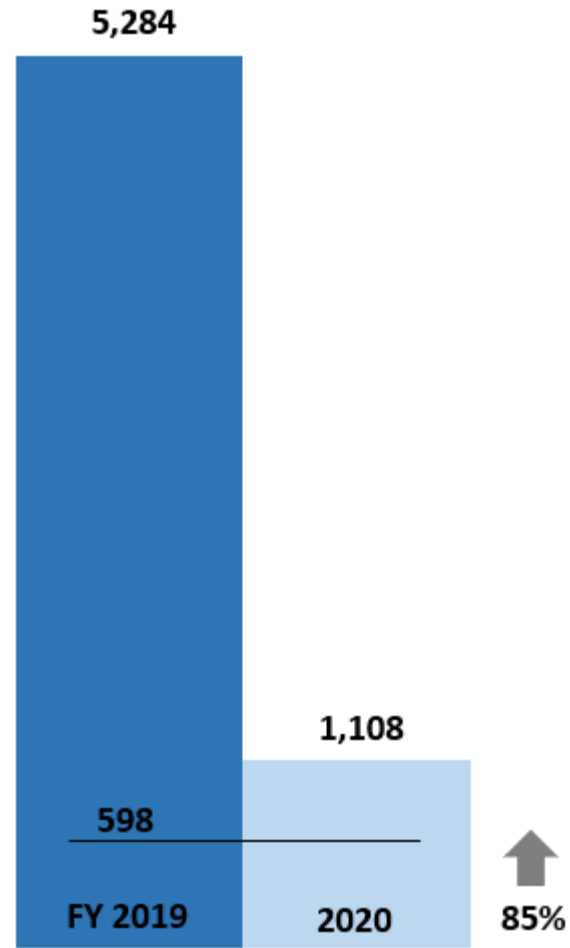
Website Referral – Referrals to partner websites from any of our pages.

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

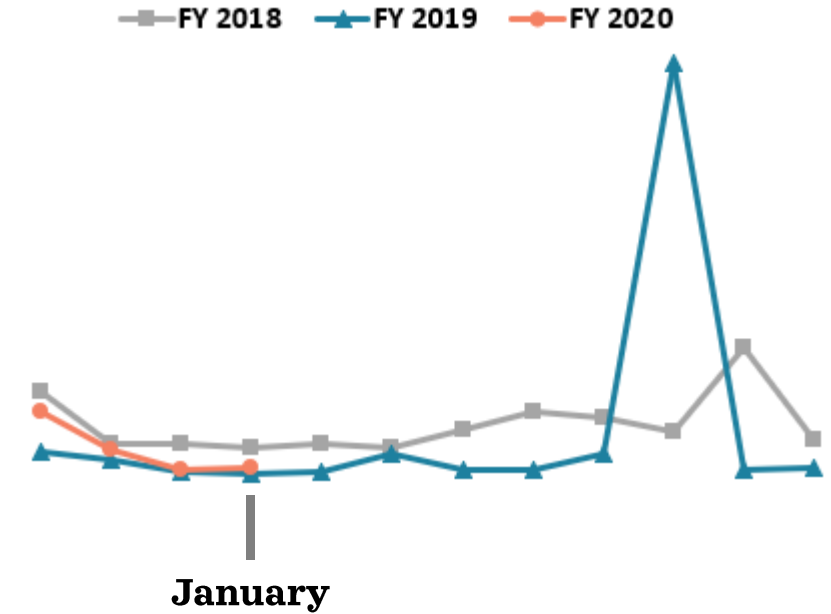
Number of Articles



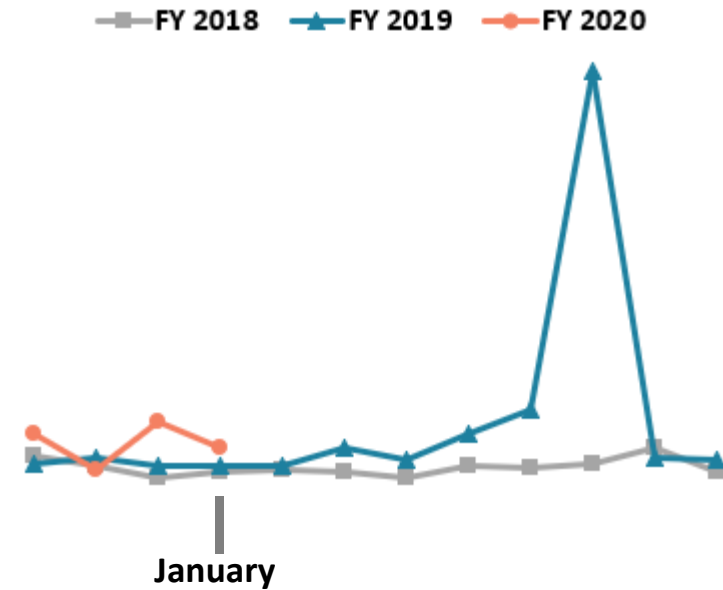
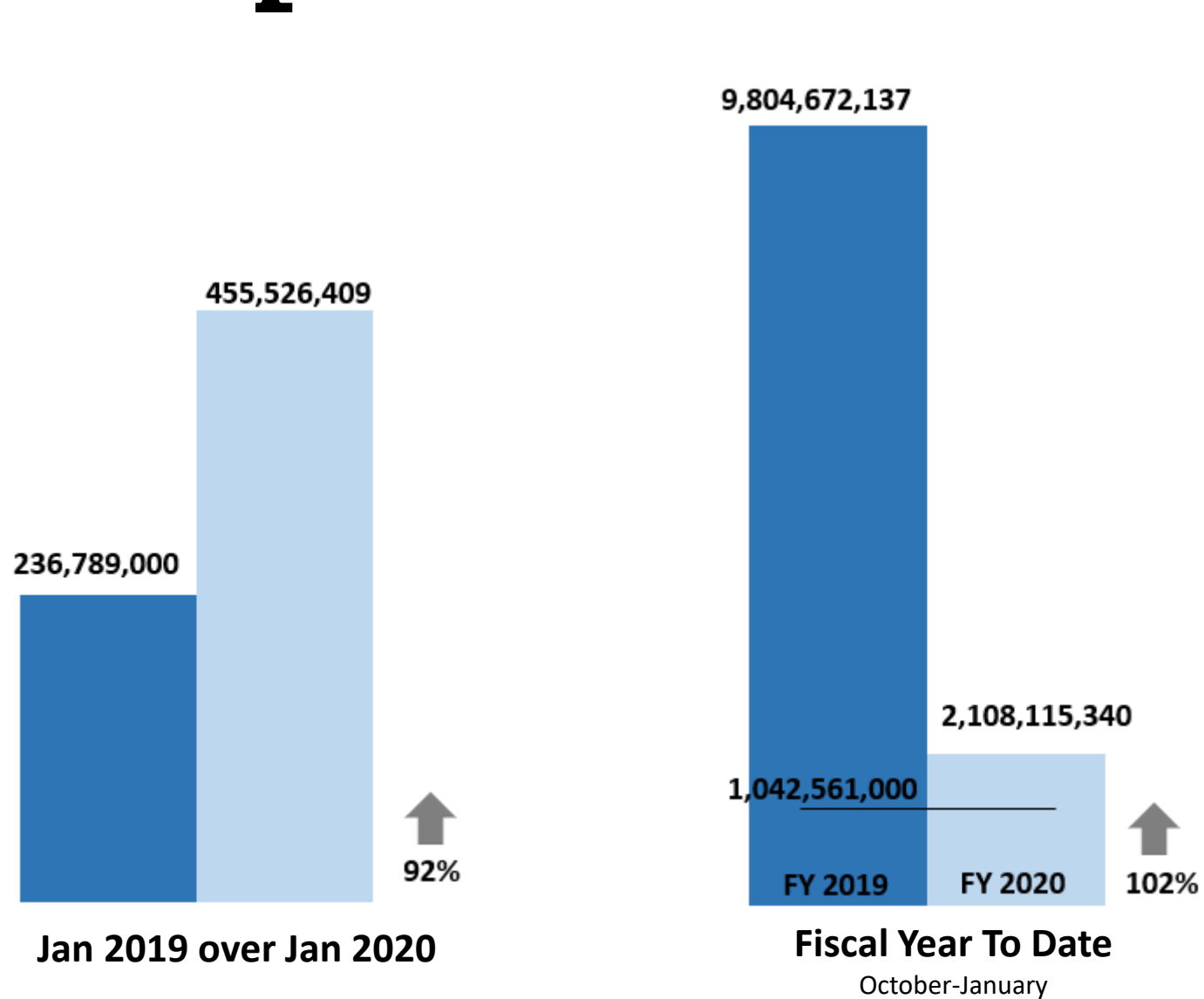
Jan 2019 over Jan 2020



Fiscal Year To Date
October-January

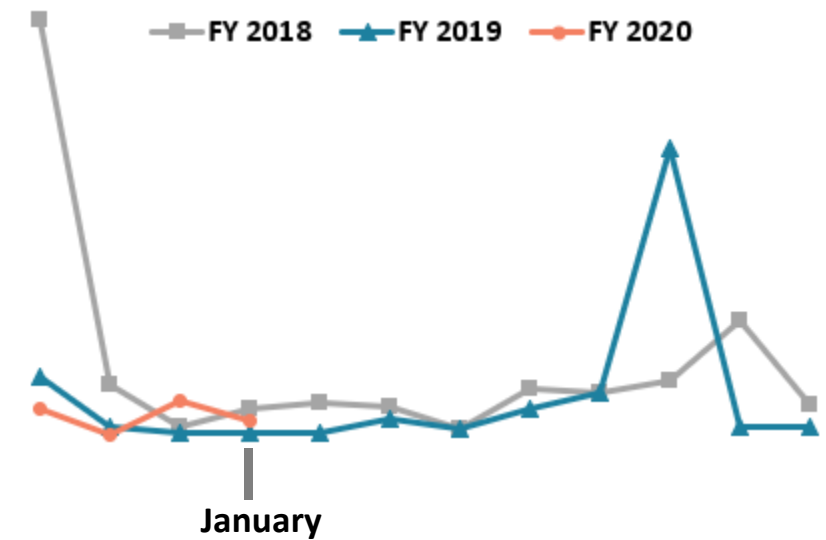
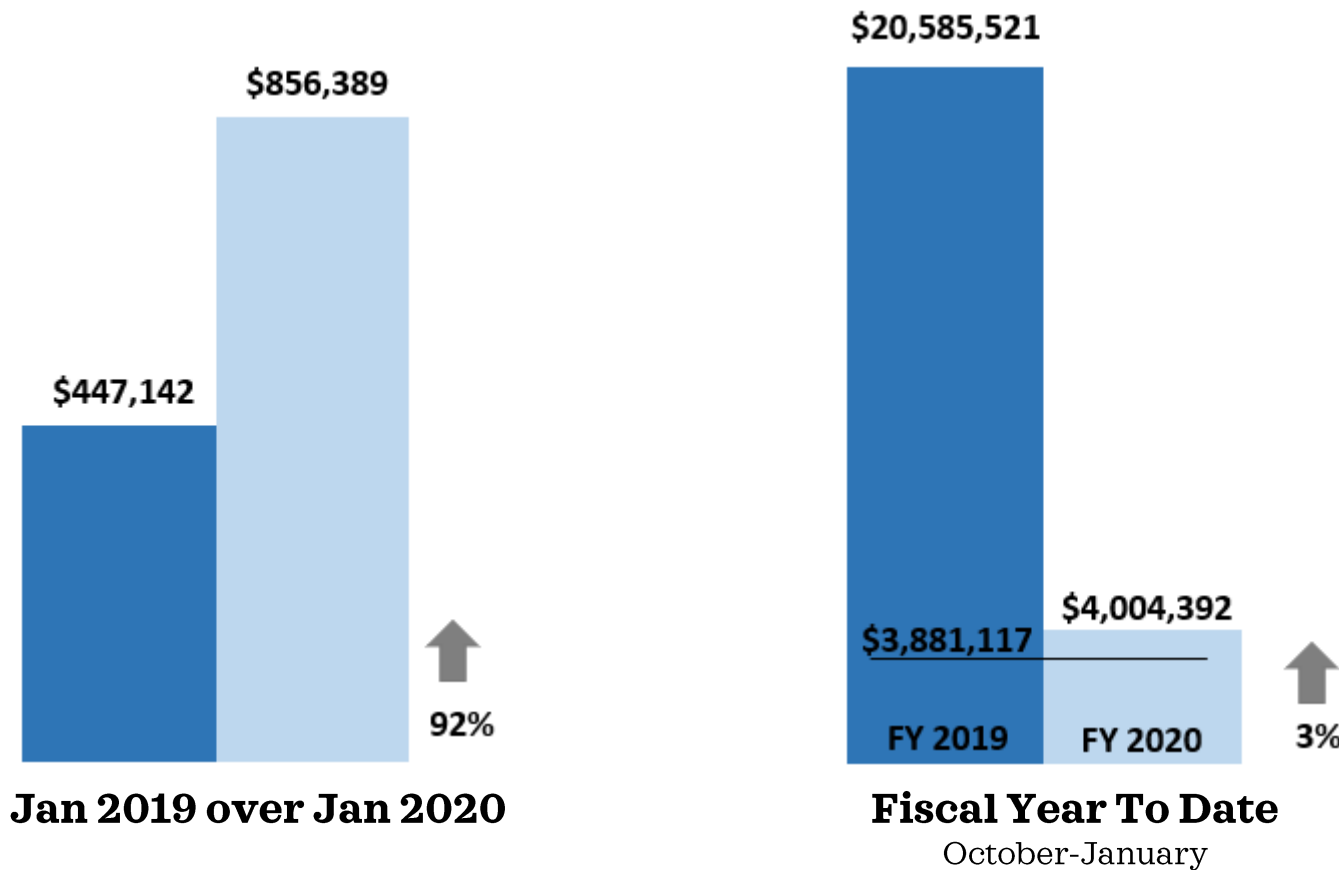


Impressions



Advertising Value Equivalency

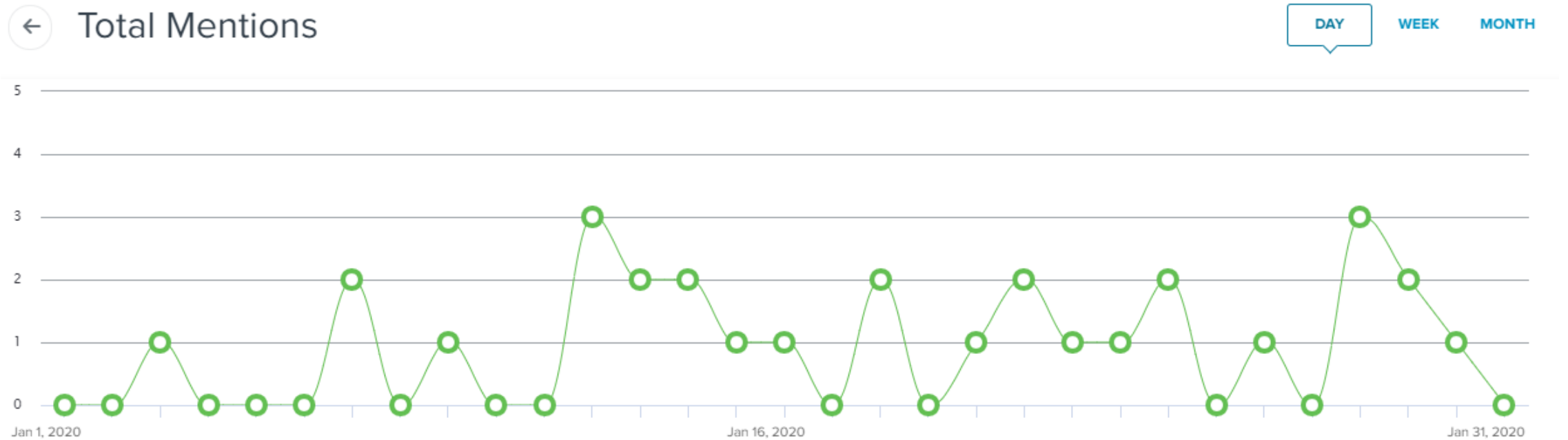
Declining AVE numbers related to changes in the monitoring platform. Industry standards are shifting away from AVE and towards methods that focus on measuring how coverage is relevant to the brand and its goals. This is an ongoing process and we are currently exploring multiple options for how we measure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



Earned Media

Content Drivers:

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





PLAN FOR VACATION DAY



Coastal Mississippi CEO Milton Segarra says these numbers clearly reflect the growth of the tourism industry in Coastal Mississippi despite the tough summer due to the opening of the Bonnet Carre Spillway. "Last year was a very challenging year for us as a tourism destination. We have great results, but we also have some partners that had a difficult time. So at the end we had more visitors. We grew in some segments of the industry and we're going to continue doing that. I'm sure 2020 will be great and if we have some challenges, we're ready to take on."

Local Media Coverage - Assisted

BUDWEISER CLYDESDALES VISIT THE COAST



These horses bring more to the Coast than just a fun show. They help stimulate the economy and bring in money for local businesses. Anna Roy with Coastal Mississippi said, "This kind of visit from such an iconic symbol is going to bring people from around the region to come see these beautiful horses and just join in on the festivities."



18 Travel Destinations Where One Visit Isn't Enough



Coastal Mississippi

Mississippi's "Secret Coast" between New Orleans and Mobile, Alabama, offers 62 miles of coastline and 12 unique communities that include championship golf courses, picturesque greenways, and hiking trails that take visitors through parks, beaches, and forests. Still more options include wildlife tours, museums, and historic attractions and trails to explore — including perhaps the most famous, the Mississippi Freedom Trail, which commemorates the civil rights movement. For music buffs there's the Mississippi Country Music Trail and the Mississippi Blues Trail. The region's art scene is also booming, and includes the renowned Ohr-O'Keefe Museum of Art designed by famed architect Frank Gehry.

WONDERLUST

GOING COASTAL

The Gulf Coast of Mississippi rocks

"The South" always sounds so monolithic to me, and I have hated the way people refer to it like it's this inflexible place that is exactly the same in all areas. So I became determined to unpack it and allow every region, every county, every piece I could discover, to show me what it is and what it isn't. Because truly, why not? And Mississippi, which probably garnishes the least attention of all 50 states, was by far the most intriguing to me.

Right next to Biloxi is [Ocean Springs](#). A sweet little town with incredible chefs and young people who are from the area and revitalizing it with an entrepreneurial spirit. Here it feels less like hipsters moving in and shaking things up by kicking locals out, and more like natives rebuilding a defunct part of the state.

In fact, the whole coast fell under disrepair with weather disasters and people moving away. But the Ocean Springs community, albeit small, pulled together to create a place for progressive people to come live a healthy, creative lifestyle. "The oak trees hooked us, but everything else made us stay," shares Roxy Condrey, who owns The Roost Boutique Hotel. According to her, "Music and art are part of the fabric of Ocean Springs and one of my personal favorite weekends each year is The Mississippi Songwriters Festival and Walter Anderson Museum of Art (WAMA) week". An incredible lineup of talented artists do a show every year at the Community Center, where artist Walter Anderson painted murals of the "Seven Climates" on every wall. WAMA is this magnet for art lovers and travelers from all over the world.



Walter Anderson Museum of Art

Playing with your mind, inside the Walter Anderson Community Center

Coastal Mississippi Assisted Media Coverage

coastal
MISSISSIPPI | *The Secret Coast*

25 Best Romantic Beach Getaways

2. Bay St. Louis, Mississippi

Bay St. Louis, Mississippi is a lovely Southern getaway destination located just an hour and a half east of the city of New Orleans, known for its historic architecture and charming beachfront cultural attractions. The city, which was largely rebuilt following the aftermath of Hurricane Katrina, is located along a gorgeous Gulf of Mexico beachfront stretch, which offers access to the beautiful Pass Christian fishing pier across the Bay St. Louis Bridge. Couples can peruse local artwork at galleries like Gallery 220 or Maggie May's or explore the city's Depot District, which is home to lively shops and the acclaimed Bay St. Louis Little Theatre.



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25 Best Things to Do in Mississippi with Kids



Home to the fourth-longest river in the world and the birthplace of American music, Mississippi is full of exciting and interesting things to see and do for the whole family. Boasting several stunning state parks, including Clarko, Holmes County, and Roosevelt, as well as beautiful beaches, dense forests, and some of the country's bloodiest battlegrounds like the Vicksburg National Military Park, Mississippi is a fantastic destination for families with kids. Cool off in waterparks like Geyser Falls or Barnacle Bills, test a space shuttle engine at the NASA Infinity Science Center, or hit the beach along the Mississippi Gulf Coast. Here are some fun things to do in Mississippi with the family.



A Taste of Coastal Mississippi

If you want to create an “authentic” travel experience, there’s no better place to start than with local foods. Food nourishes our soul in so many lovely ways, including immersing us into the culture of an area.

Sure, if you are in a hurry, a reliable national food chain is a safe bet, but it truly doesn’t have to be. **Local coffee shops** are the heart-beat of the community. Family owned restaurants are charming locations filled with memories. Specialty venues celebrate local foods and traditions. All are just as easily accessible as your favorite go-to and will truly make your travels note-worthy.

Even the simplest ingredients like honey and herbs vary widely, depending on the eco-conditions in each environment. There’s nothing I enjoy more than finding out what makes a community tick and how they celebrate their area with food.

Recently, I had the chance to work my way around Coastal Mississippi tasting some of the best foodie stop meals and desserts. As Coastal Mississippi covers a rather large region, I obviously couldn’t get to every delicious morsel, which just gives me a great reason to return!

However, I sure did find some winners that you definitely need to add to your foodie travel wish lists:

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Mississippi: Gulf Coast Islands

The Gulf Coast is always a good idea, and [Mississippi's Gulf Islands National Seashore](#) is the perfect place to get up close and personal with the region's wild side, amazing gourmet seafood, and craft beer.

The six barrier islands beckon visitors with attainable adventures like exploring the bayous and marshland of Cat Island; taking a boat ride from Biloxi to the beach at Deer Island; doing some serious pelican watching (and photography) on Horn Island; and hitting up the tiny islands of Round Island and Petit Bois for a look at visiting migratory birds (they’re here for the great seafood, just like you).

Social Media Metrics



Monthly
Increase

314
Flat

54
Flat

0
Flat

294
2%

995
Flat

242
5%

1,899
Flat

January
2019

145,337
Facebook
(Total Likes)

15,678
Twitter
(Total Followers)

1,036
Pinterest
(Total Followers)

11,135
Instagram
(Total Followers)

1,641,437
YouTube
(Lifetime Followers)

4,286
LinkedIn
Total Followers

1,818,909
Total



Coastal Mississippi
 Posted by HeyOrca
 January 24 at 9:03 AM · 🌐

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coastalms Twelfth Night festivities have begun, which means Carnival has arrived in Coastal Mississippi! Who else is ready to start celebrating Mardi Gras? 🍷💜💜💛


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Coastal Mississippi
 @SeeCoastalMS

Even mascots need an offseason. 🌴

Who else is excited for @BiloxiShuckers baseball to return to MGM Park? 🍷🍷 #MSCoastLife



1:00 PM · Jan 25, 2020 · HeyOrca


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The Mississippi Aquarium grand opening is right around the corner.

The aquarium will bring an estimated 487,000 annual visitors and \$338 million estimated economic impact to The #SecretCoast.

#development #growth #tourism



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