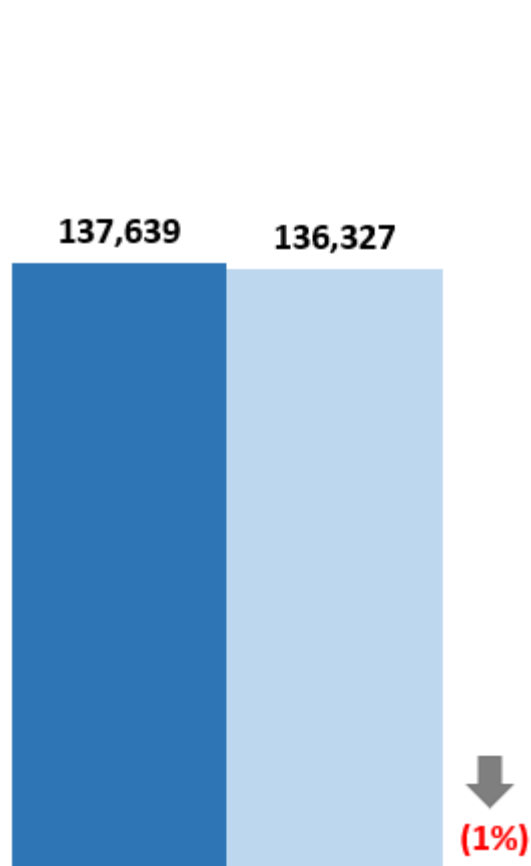


coastal MISSISSIPPI *The Secret Coast*

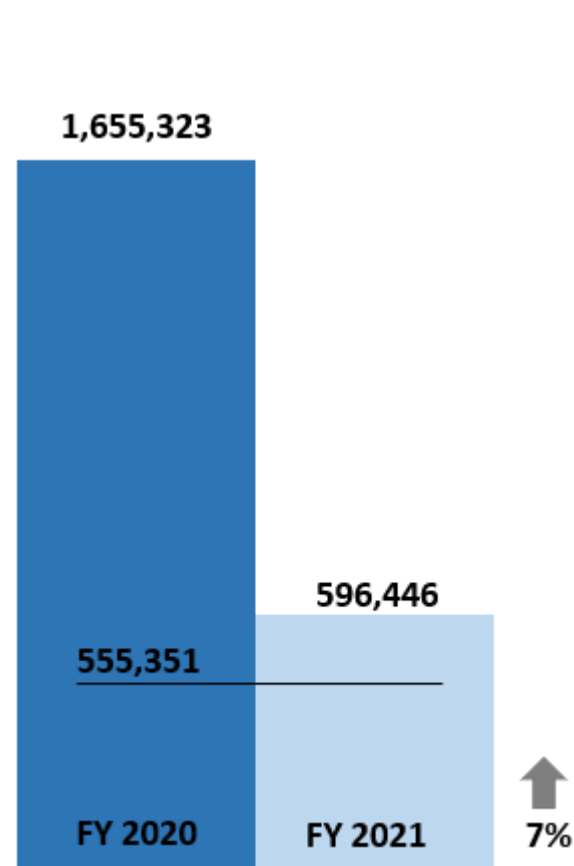
- Key Performance indicators
- January 2021

Non-Casino Rooms Sold

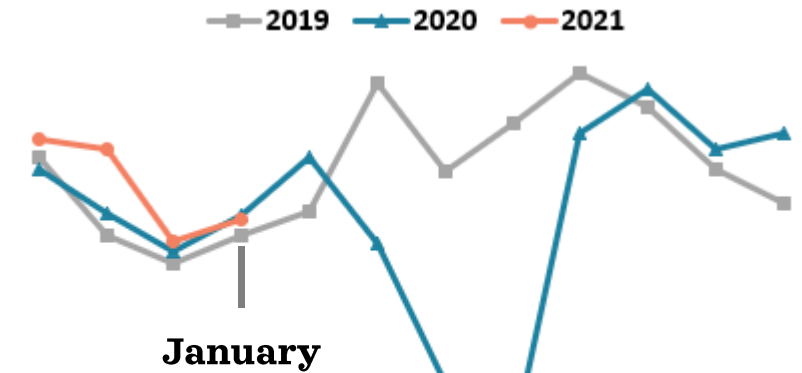


January 2020 over January 2021

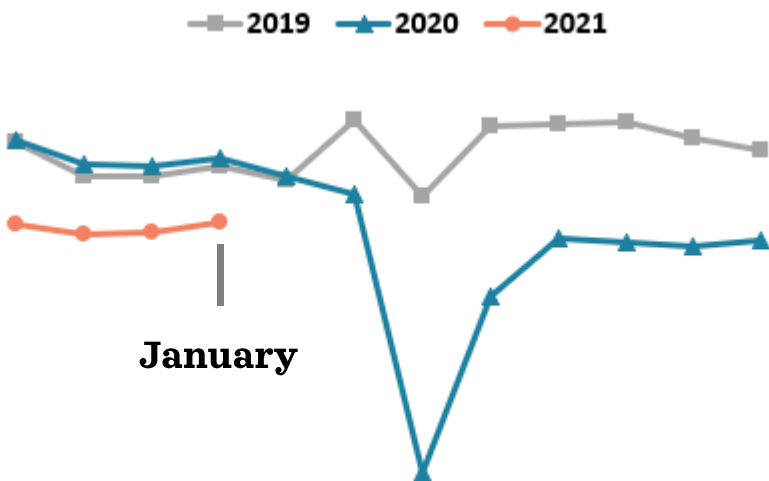
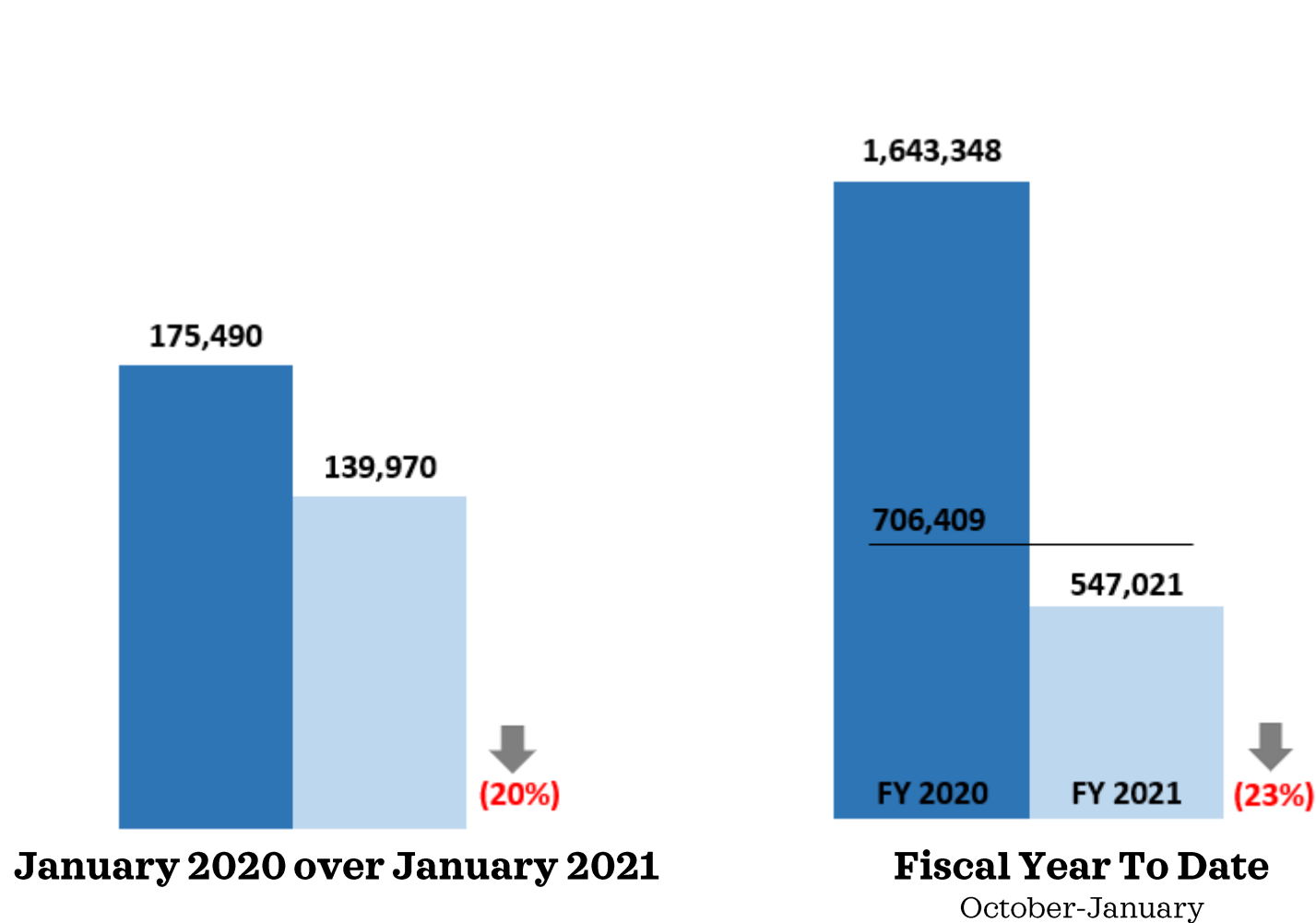
Source: STR



Fiscal Year To Date
October-January

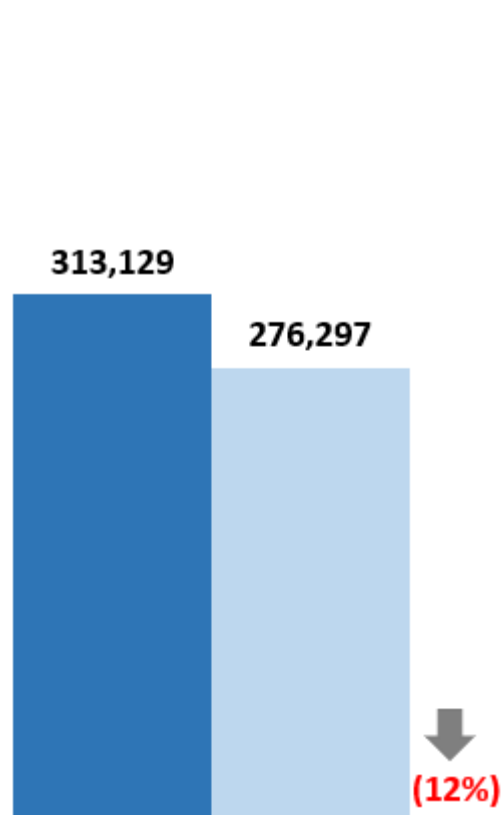


Casino Rooms Occupied

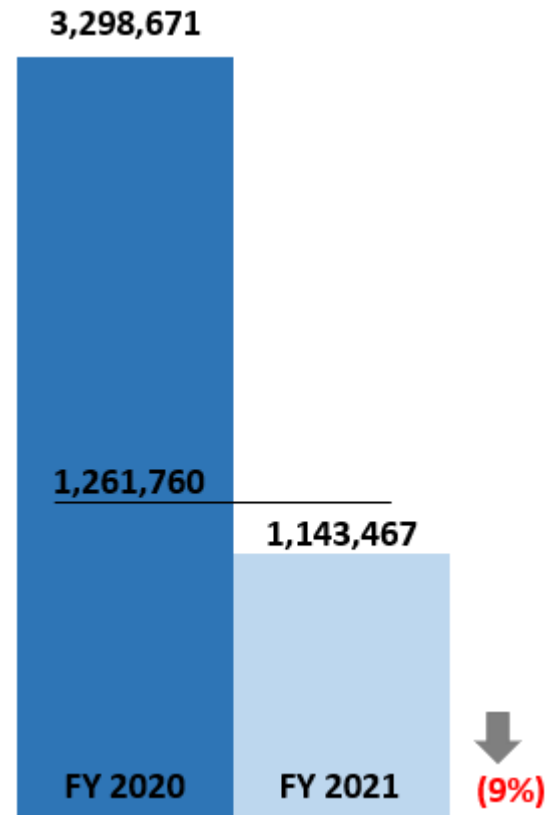


Source: STR

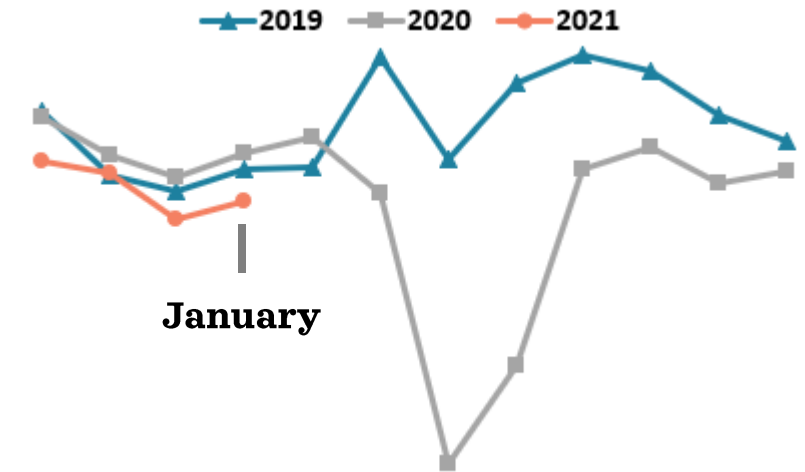
All Rooms Sold/Occupied



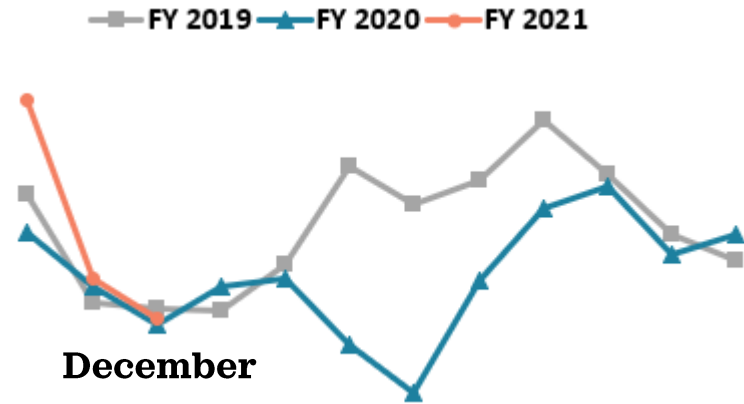
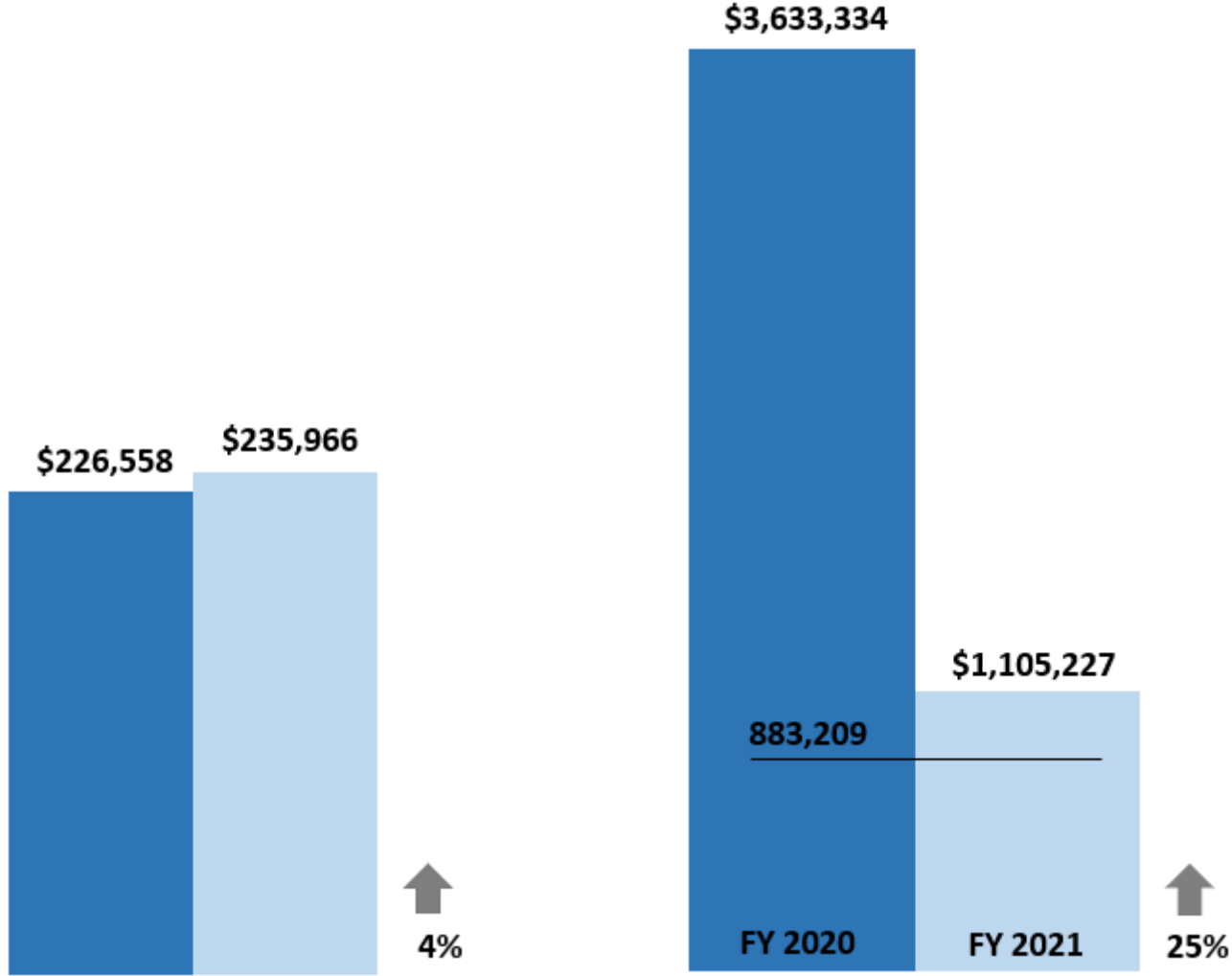
January 2020 over January 2021



Fiscal Year To Date
October - January



Occupancy Tax Receipts



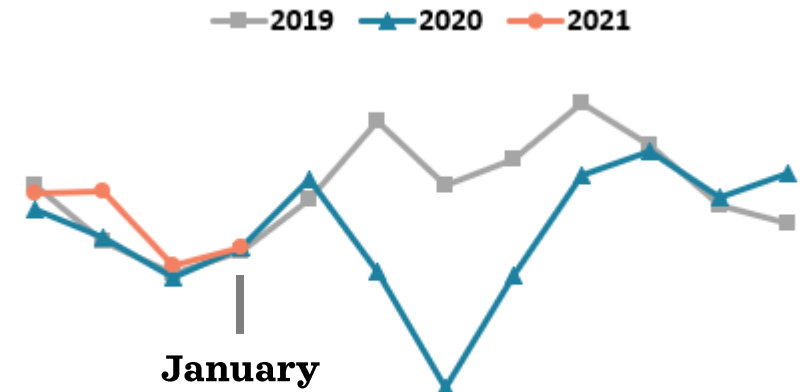
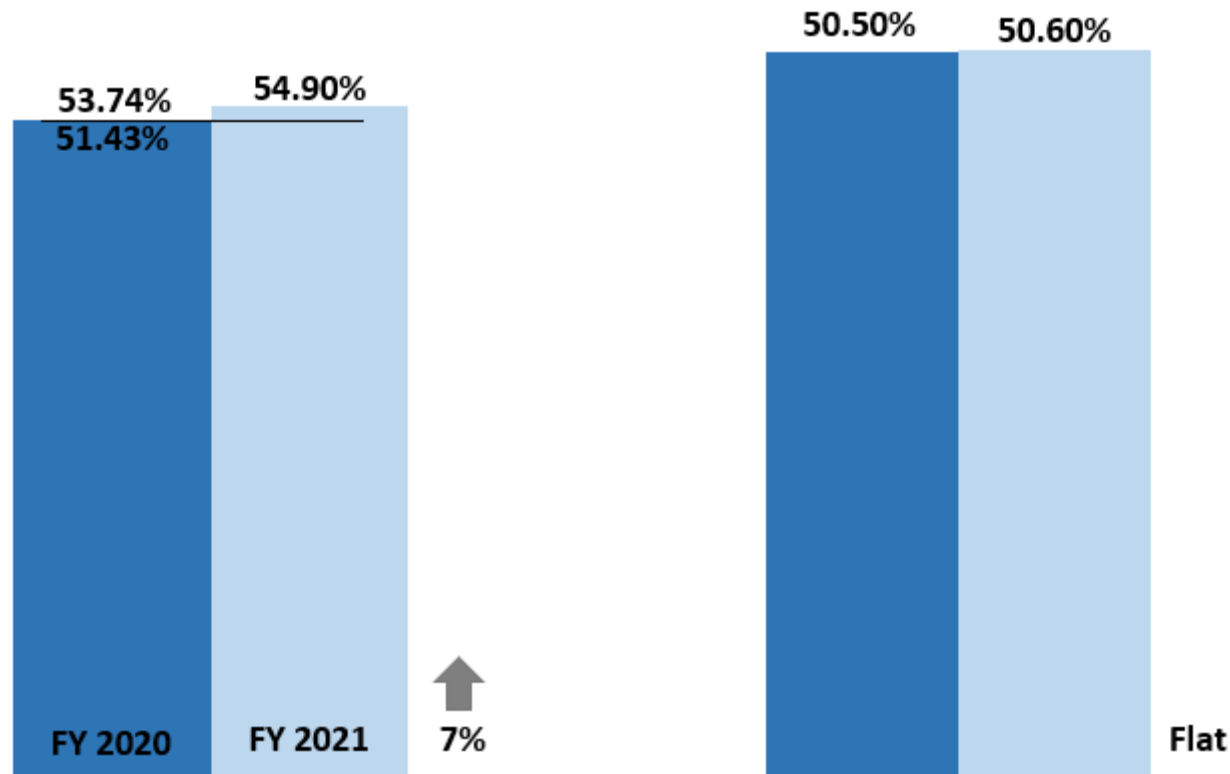
December 2019 over December 2020

Fiscal Year To Date

October-December

Source: MS Department of Revenue

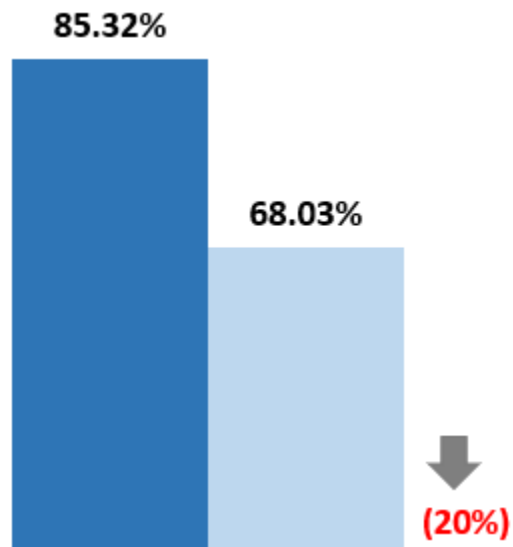
Non-Casino Occupancy



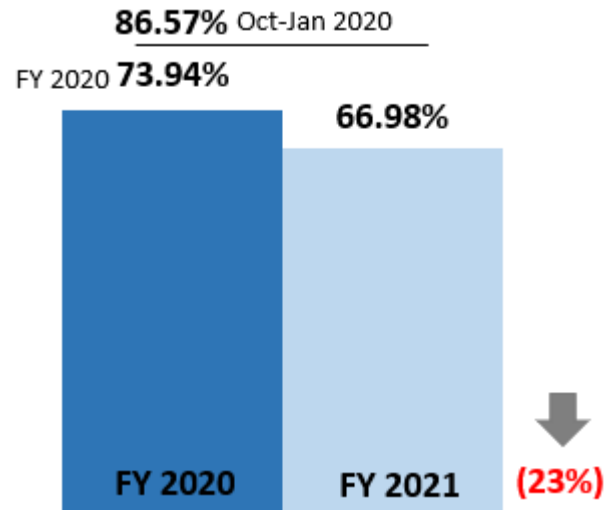
January 2020 over January 2021

Fiscal Year To Date
October - January

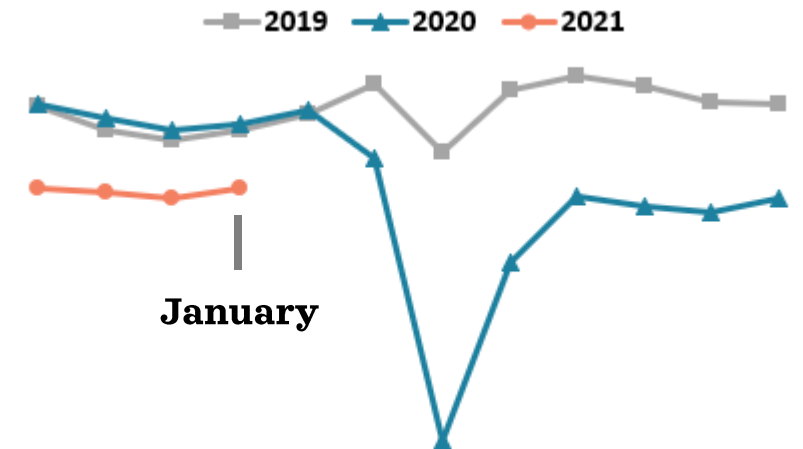
Casino Occupancy



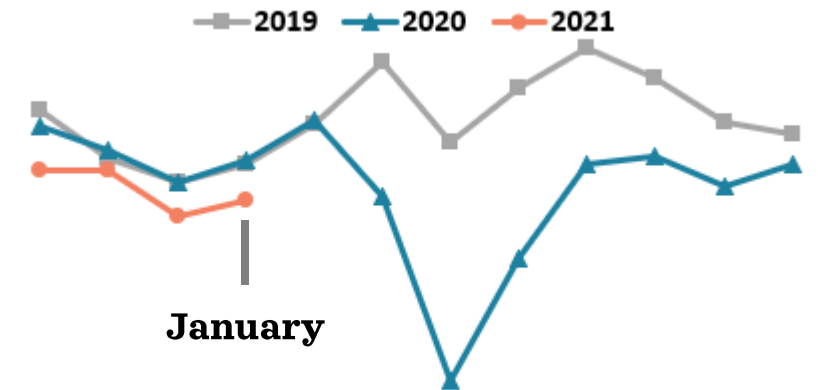
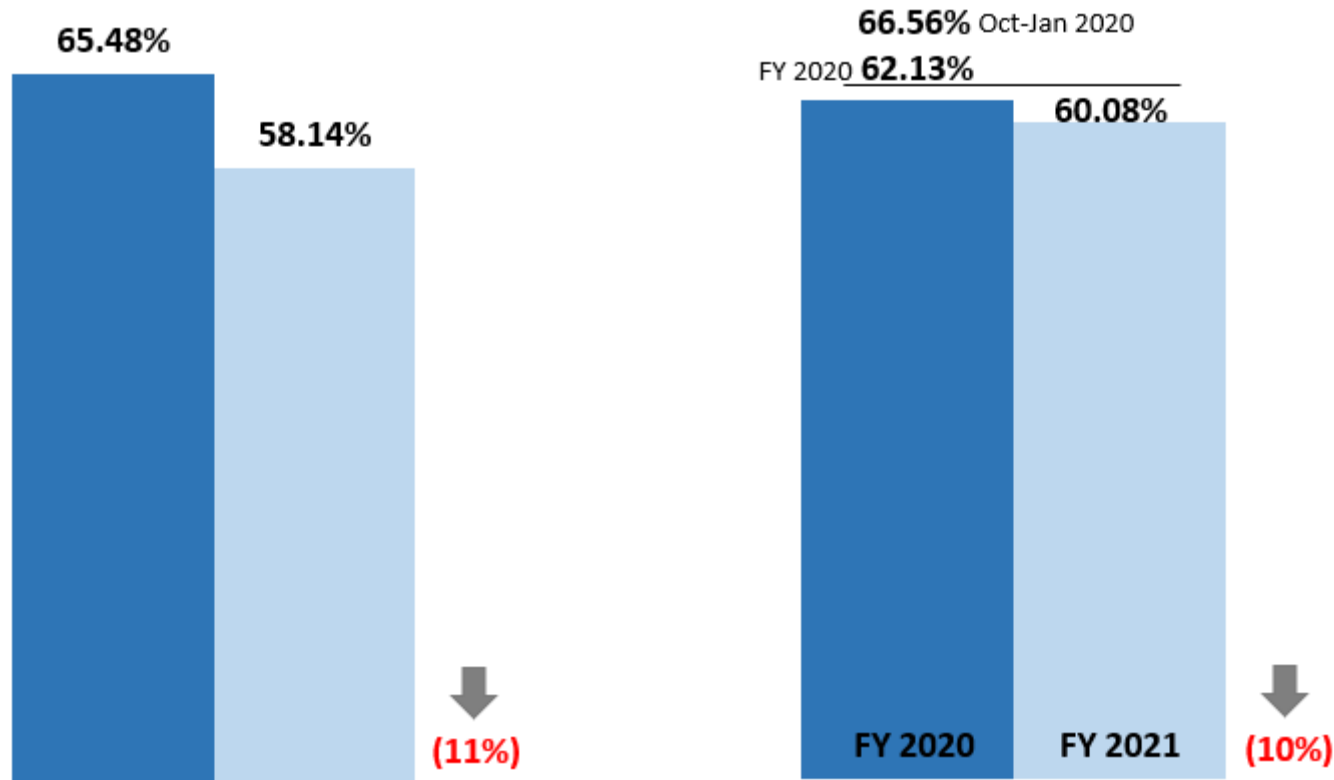
January 2020 over January 2021



Fiscal Year To Date
October - January



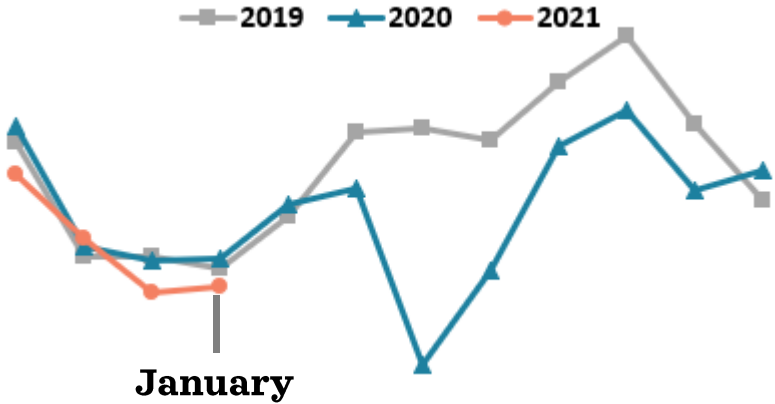
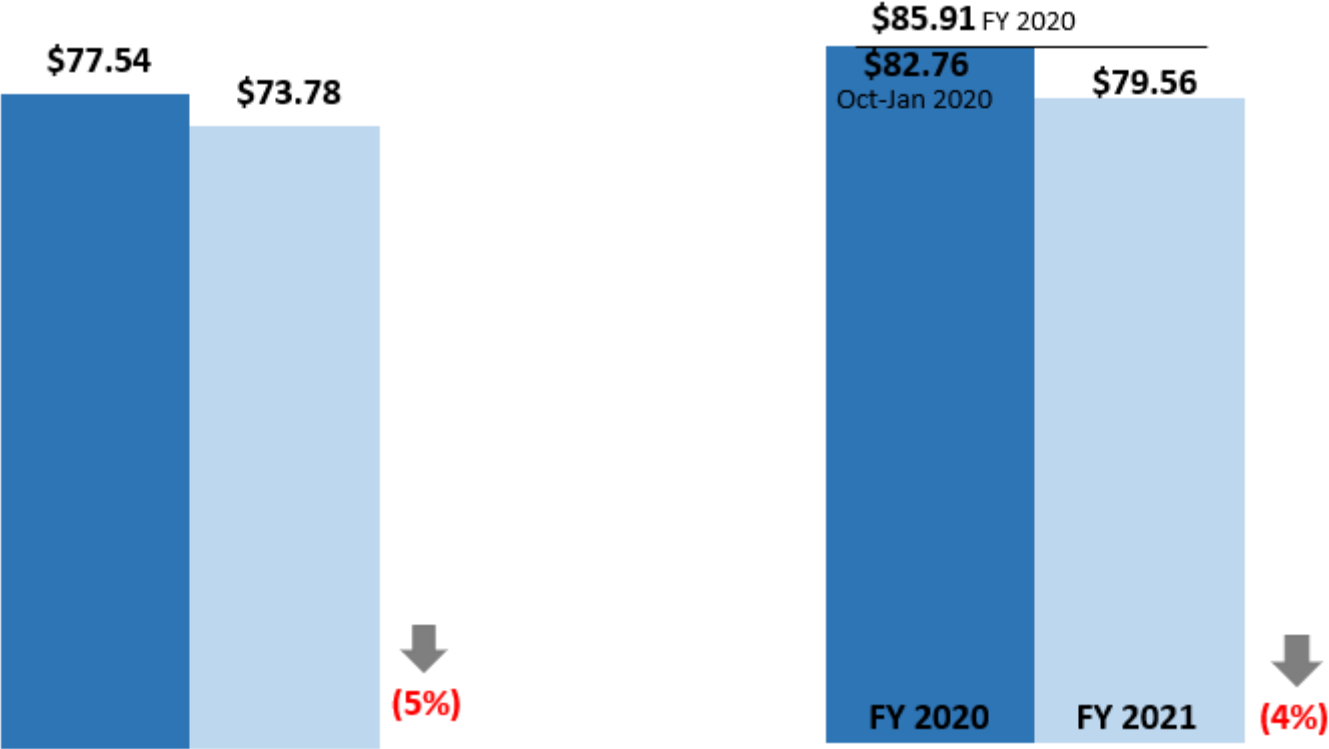
All Occupancy



January 2020 over January 2021

Fiscal Year To Date
October - January

Non-Casino ADR

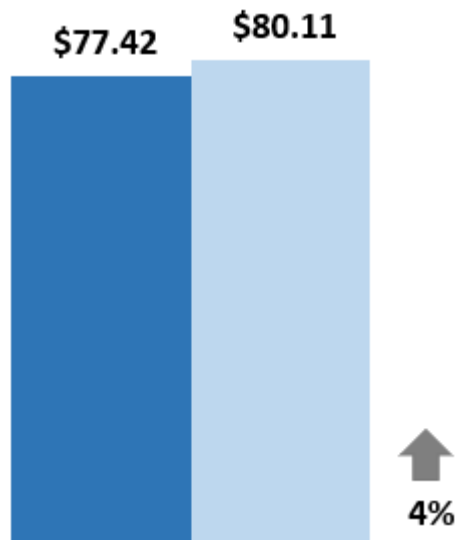


January 2020 over January 2021

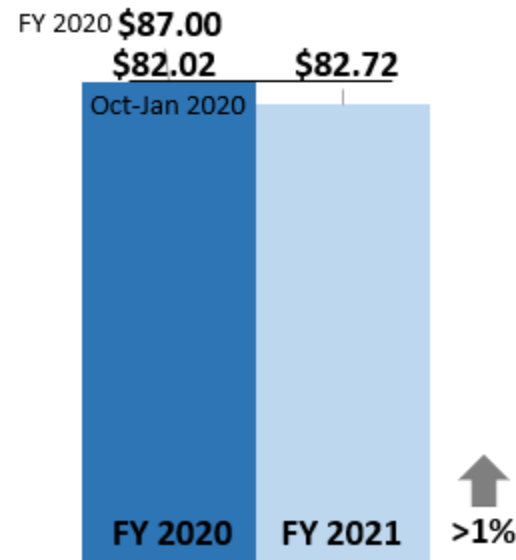
Fiscal Year To Date
October - January

Source: STR

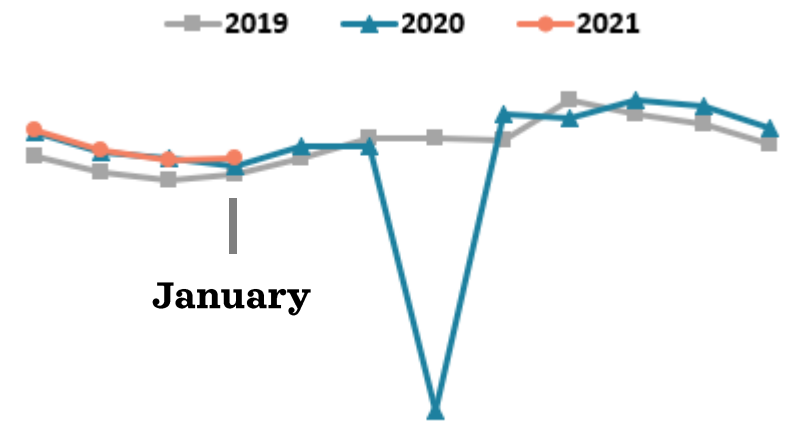
Casino ADR



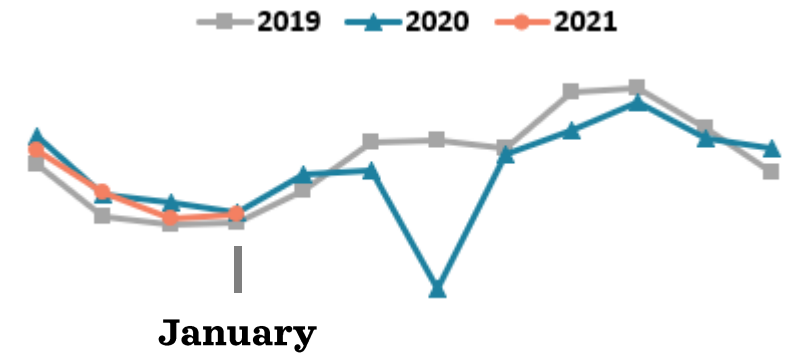
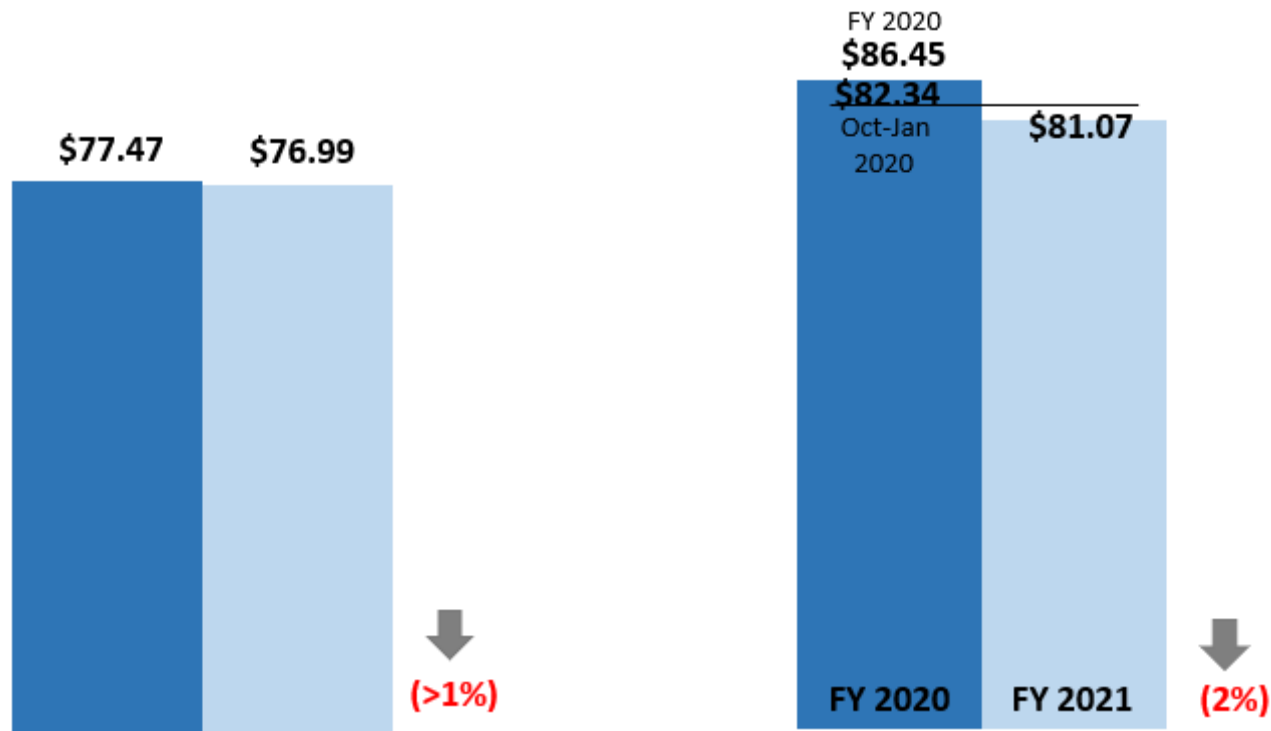
January 2020 over January 2021



Fiscal Year To Date
October - January



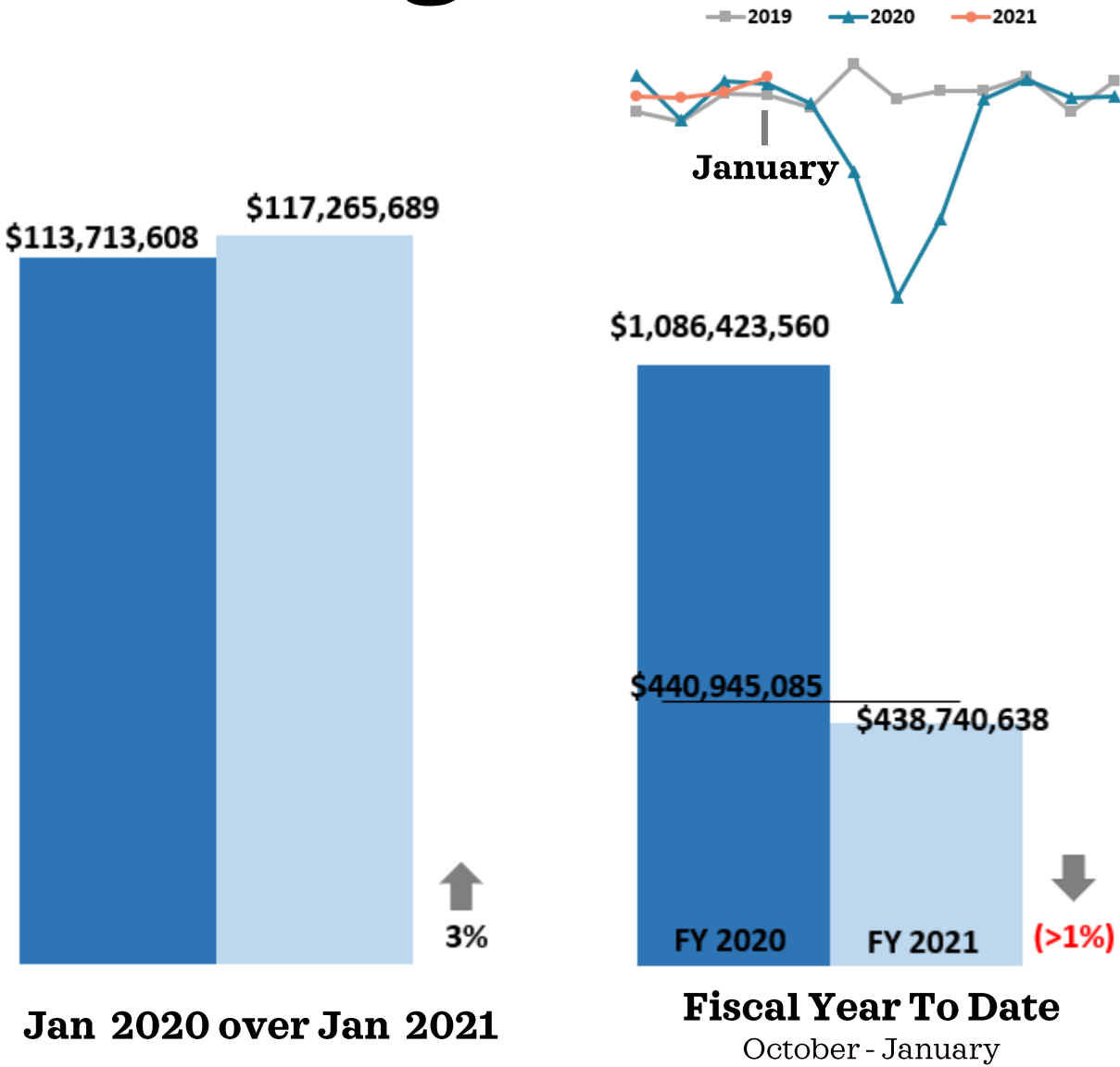
All ADR



January 2020 over January 2021

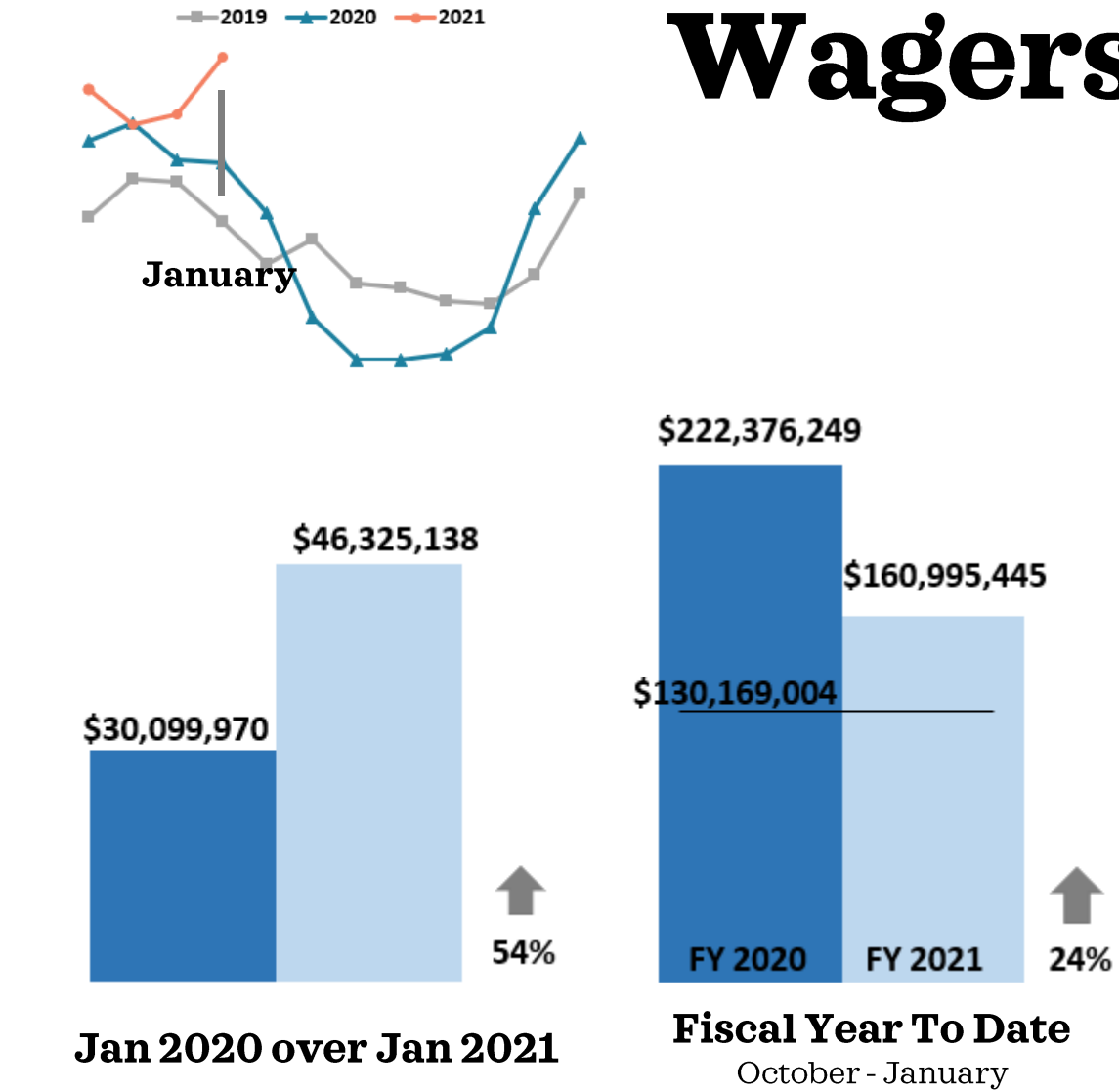
Fiscal Year To Date
October - January

Gaming Revenue



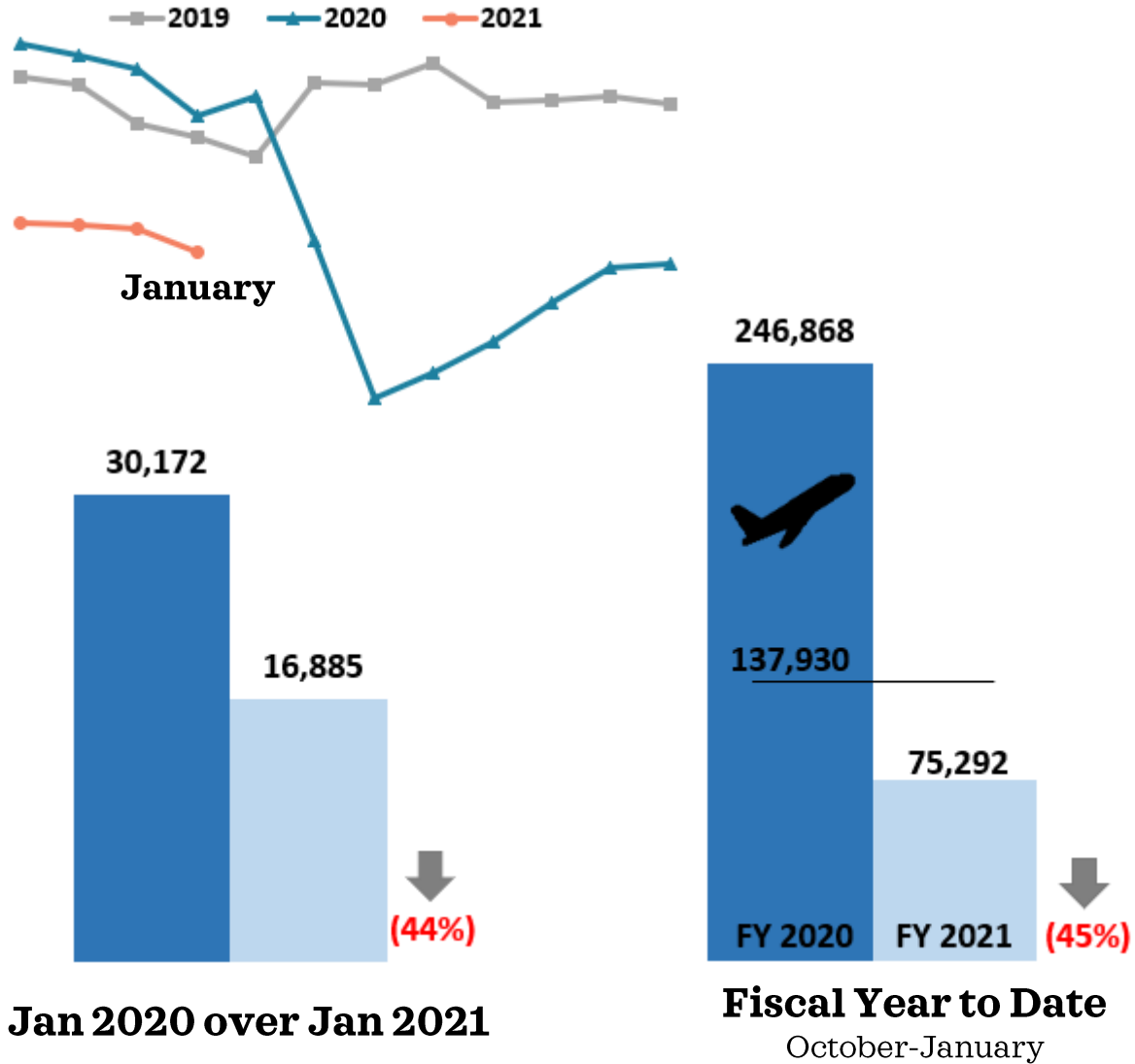
Source: MS Gaming Commission

Sports Betting Wagers

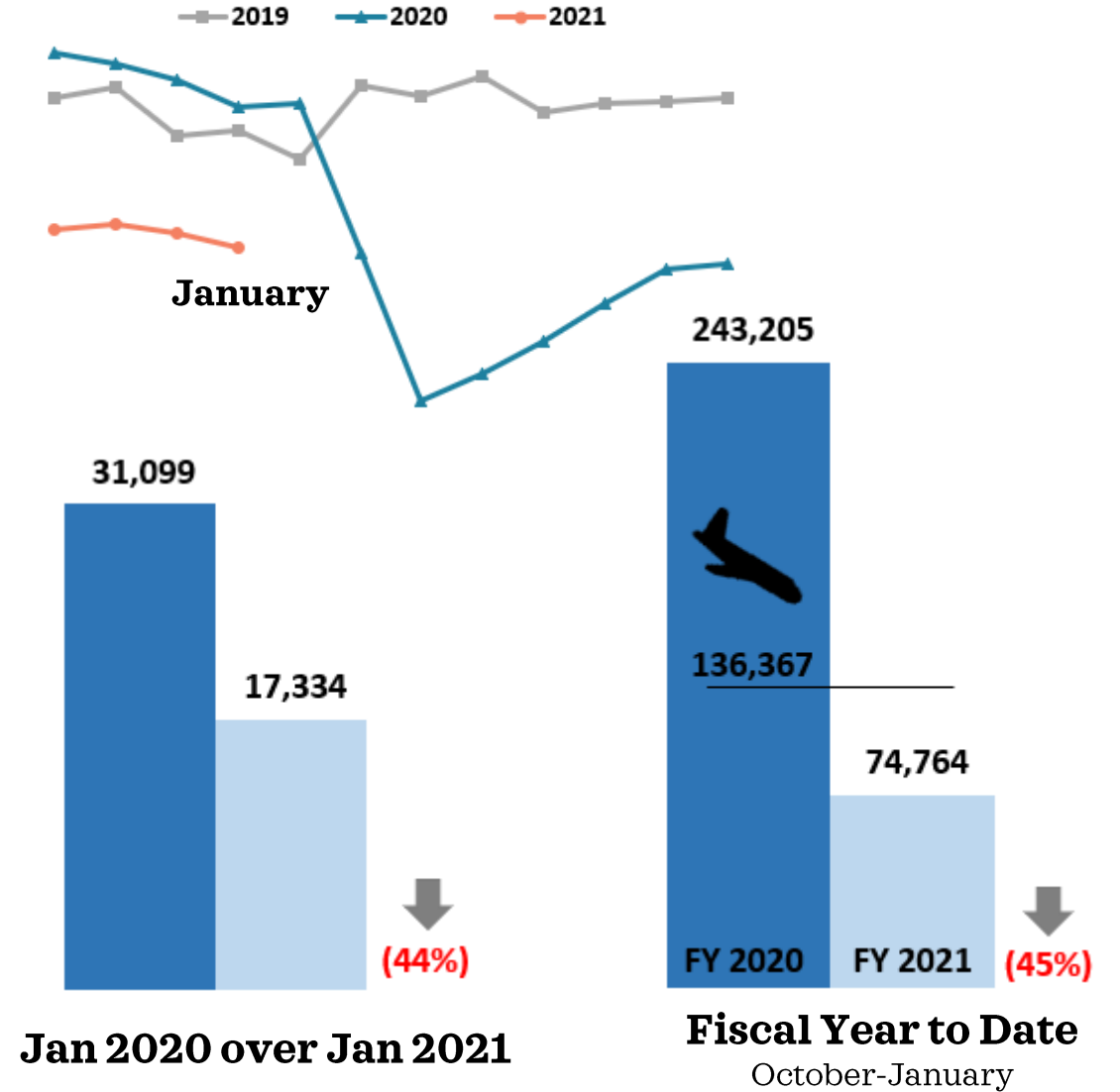


* Sports Betting began August 2018

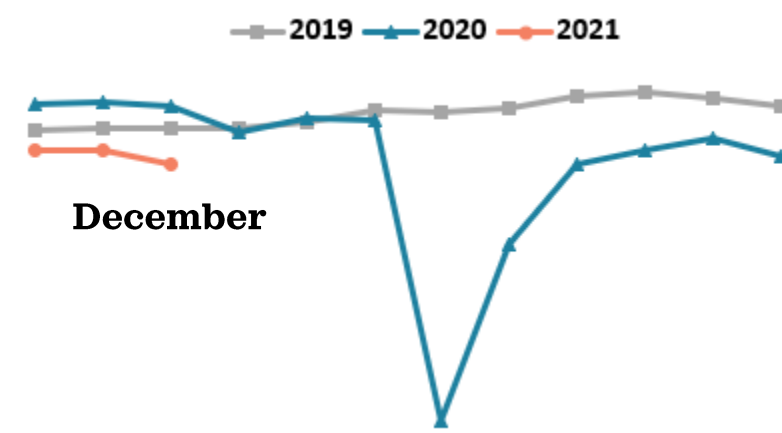
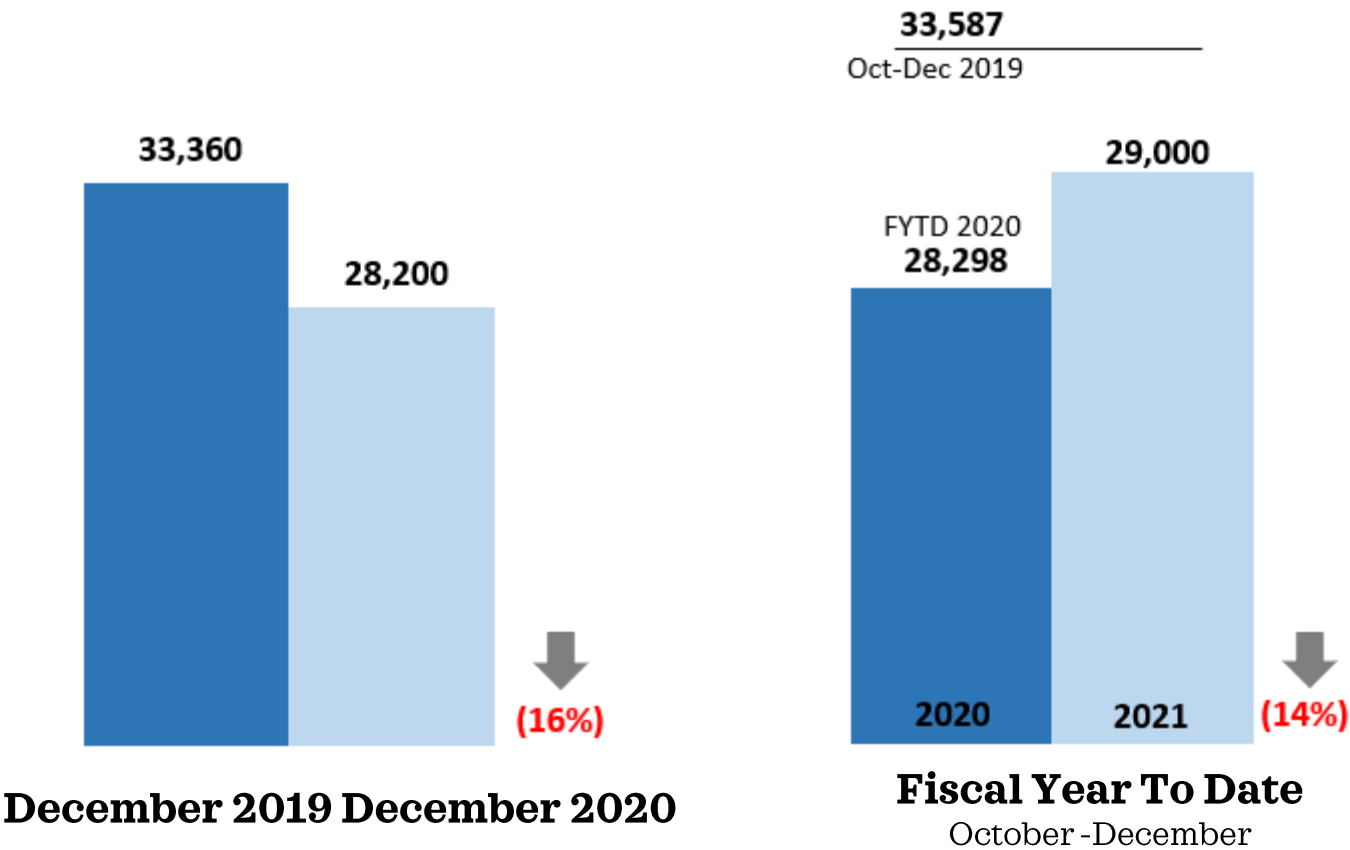
Airport Enplanements



Deplanements



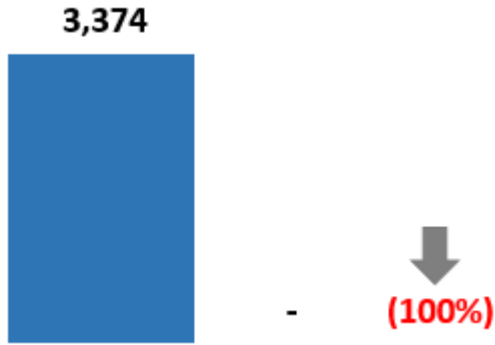
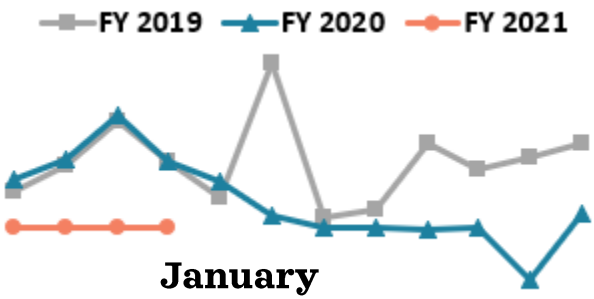
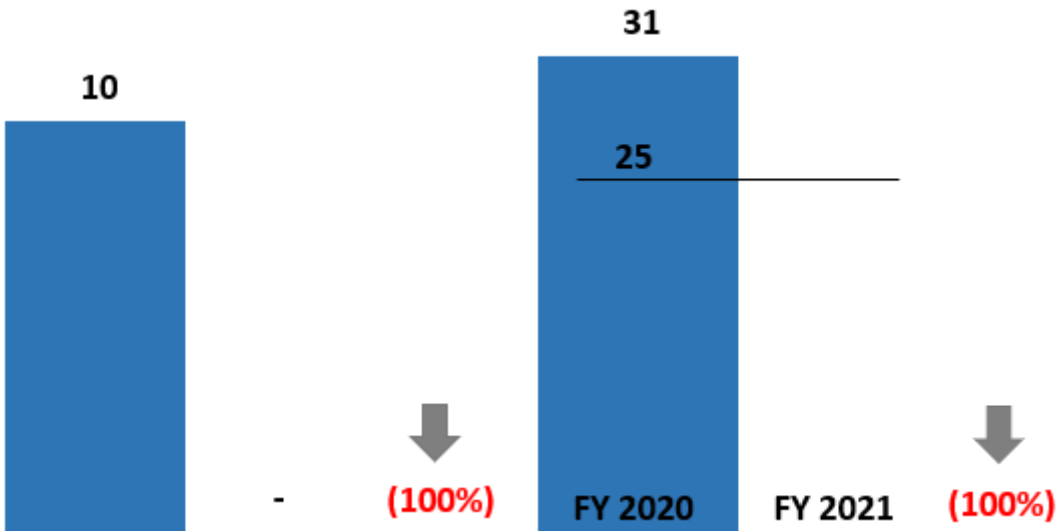
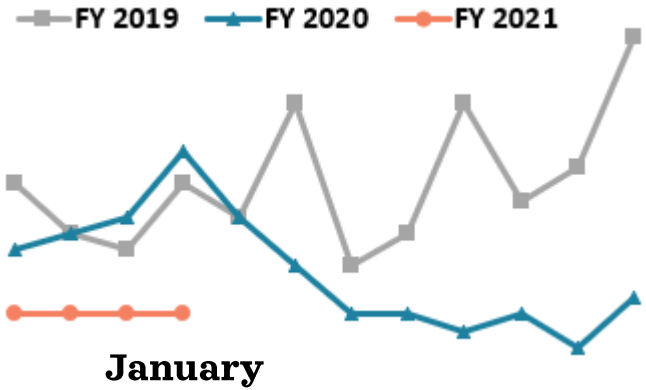
Leisure & Hospitality Jobs



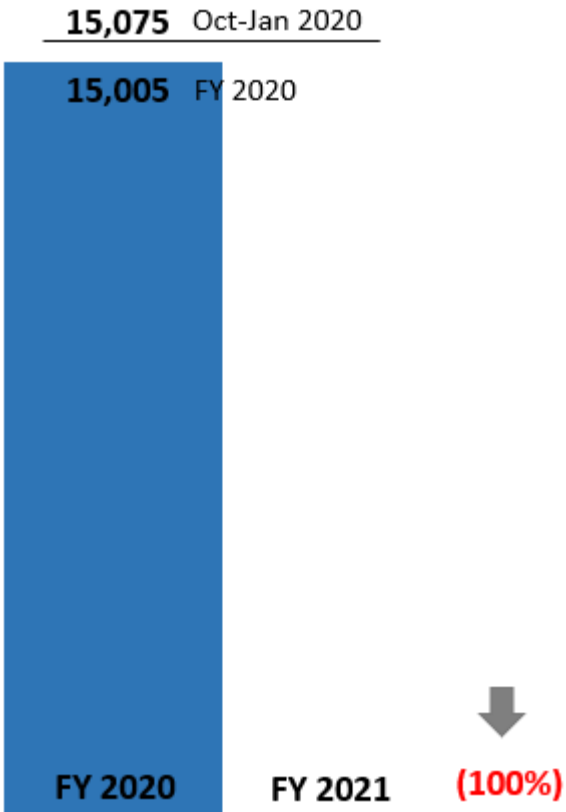
Yearly numbers reflect an average of all months in the FY.

Definite Bookings - Meeting/Sports

Bookings



Room nights

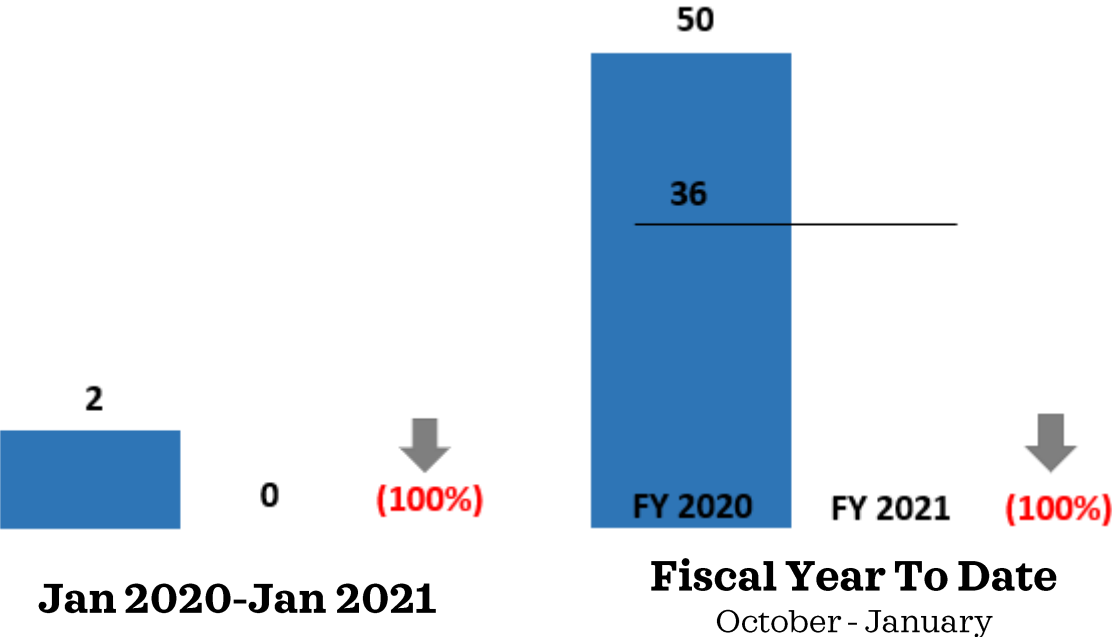
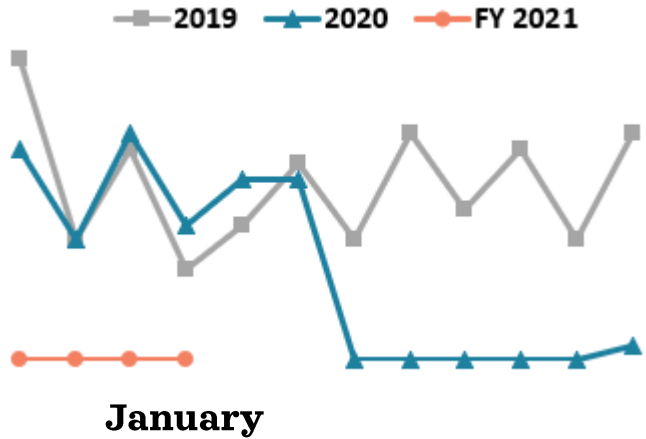


Monthly room night are higher than the FY 2020 total due to lost business recorded later in the FY year.

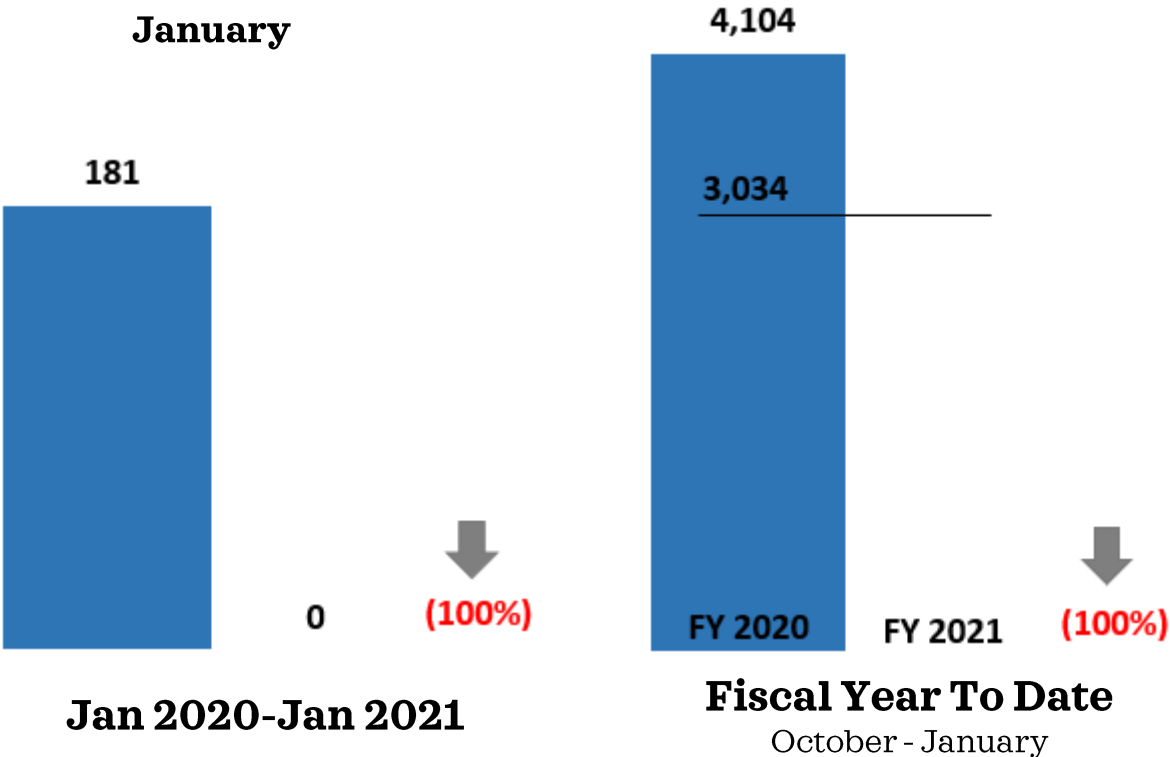
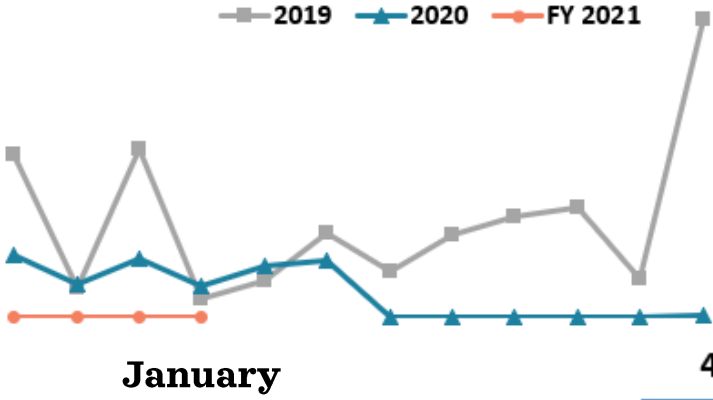
Definite Bookings - Leisure

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

Bookings

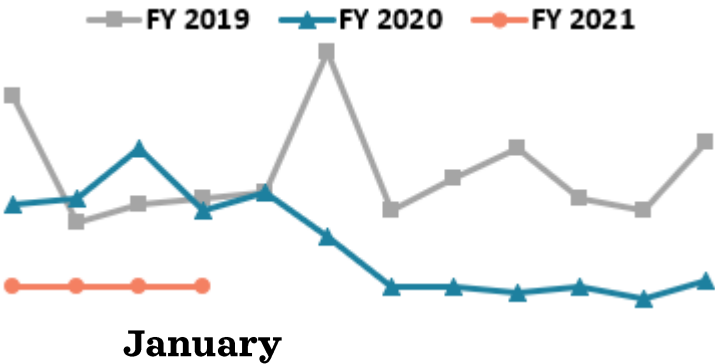


Room nights

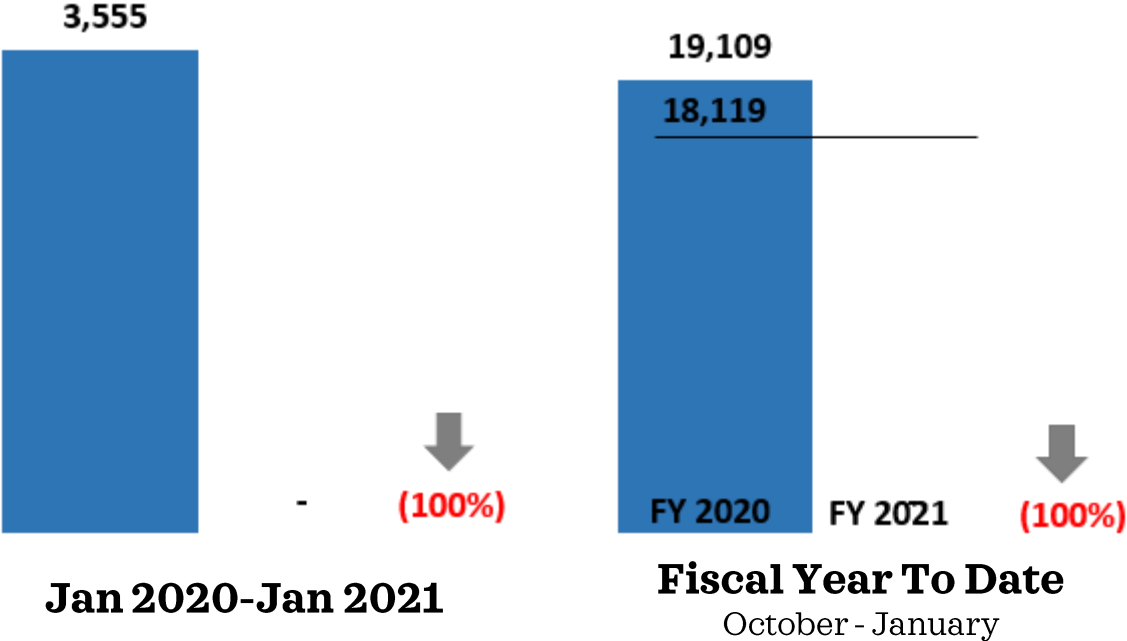
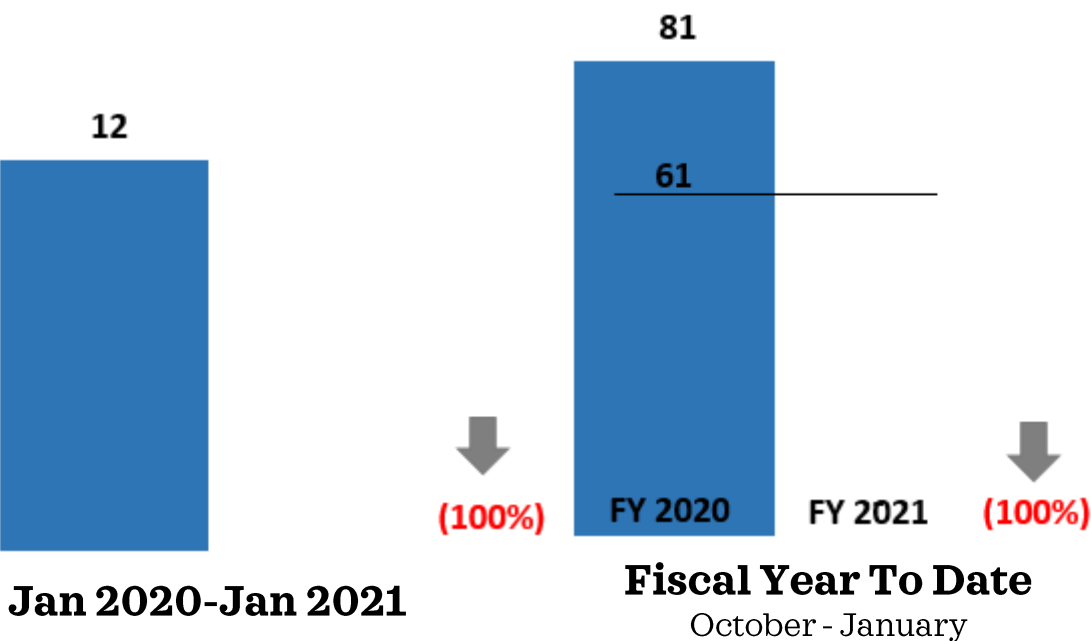
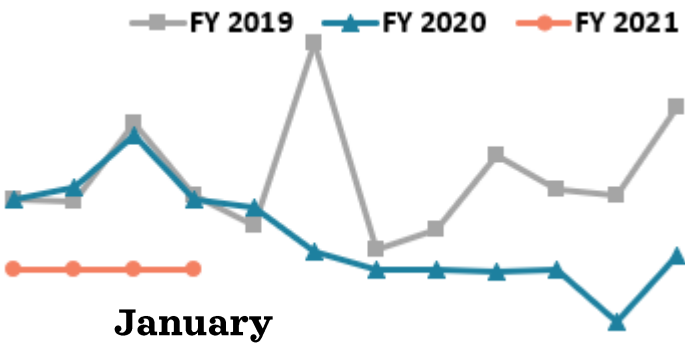


Definite Bookings - All Sales

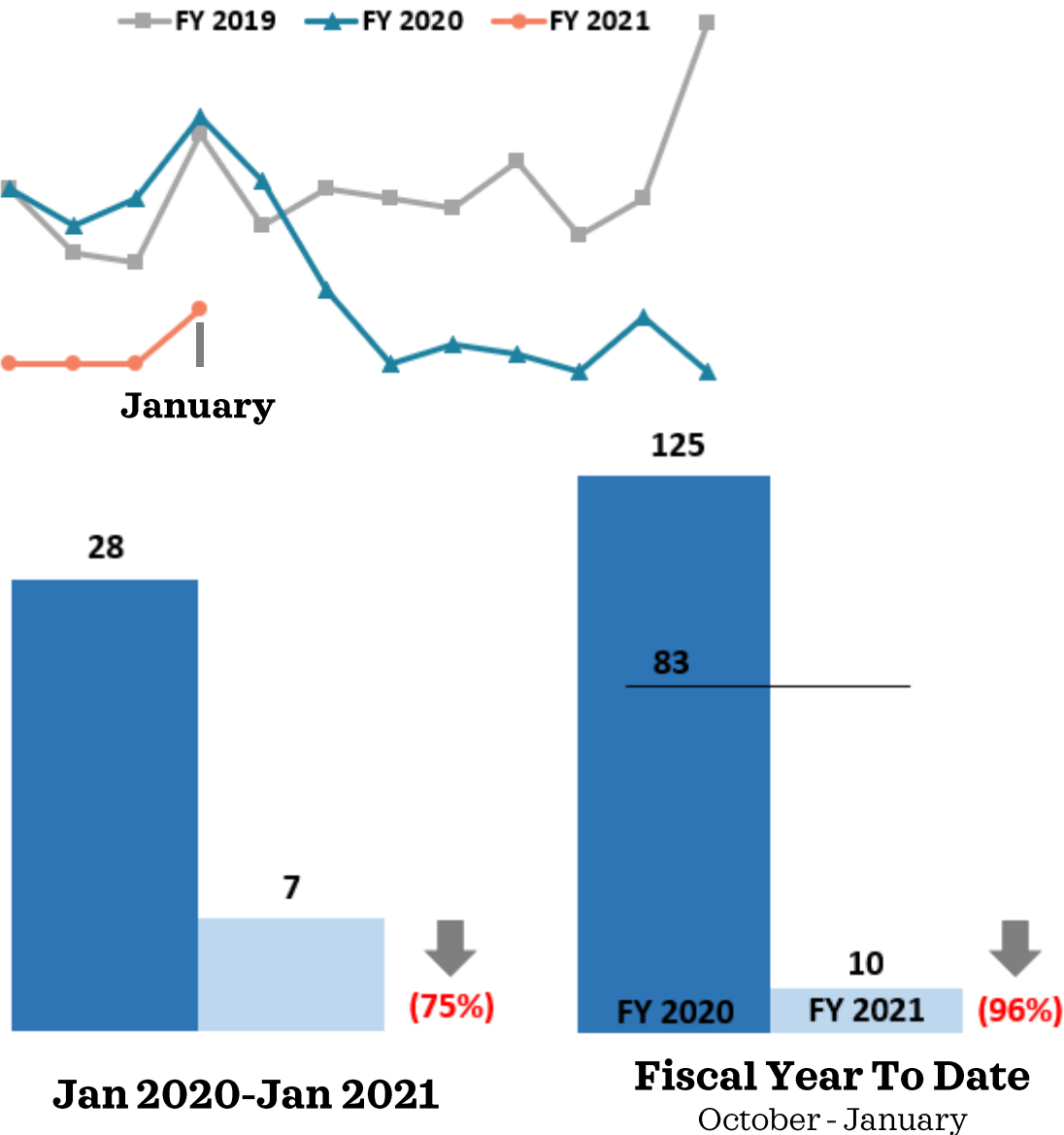
Bookings



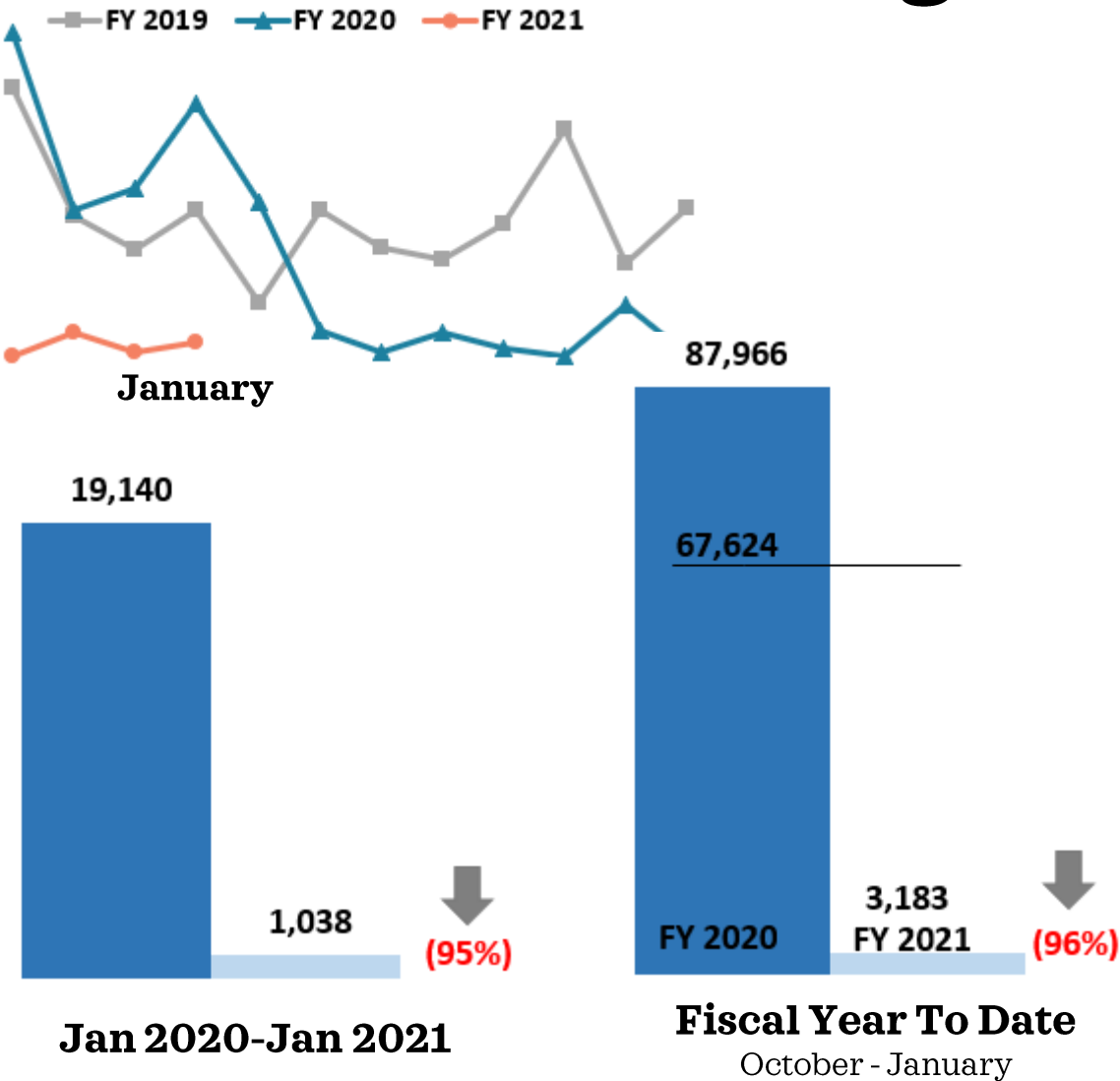
Room nights



Leads Issued – Meetings/Sports

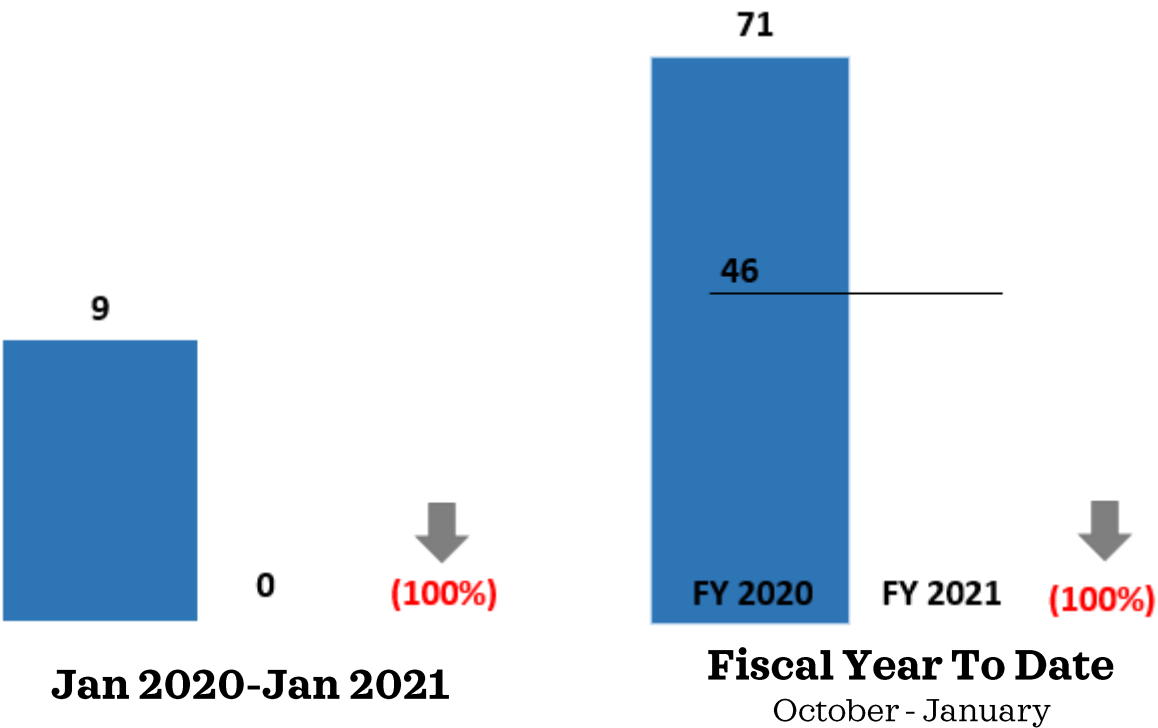
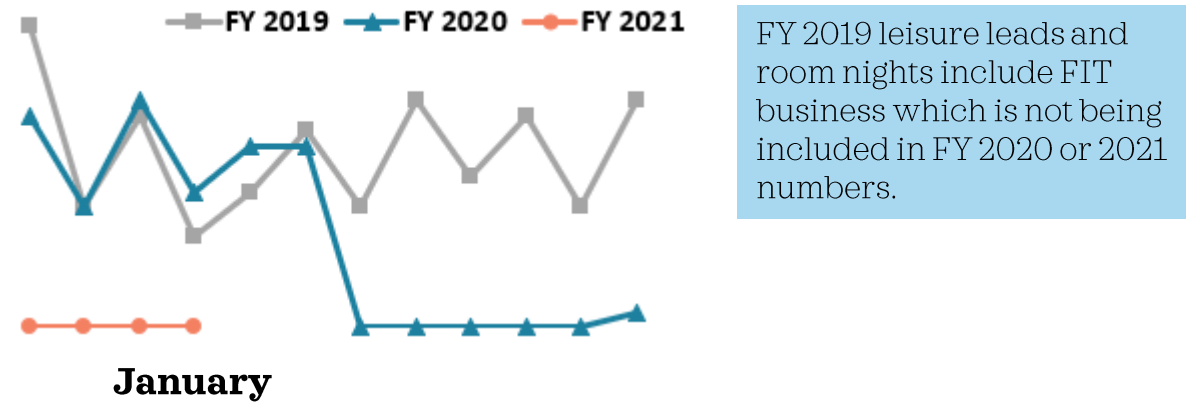


Potential Room Nights

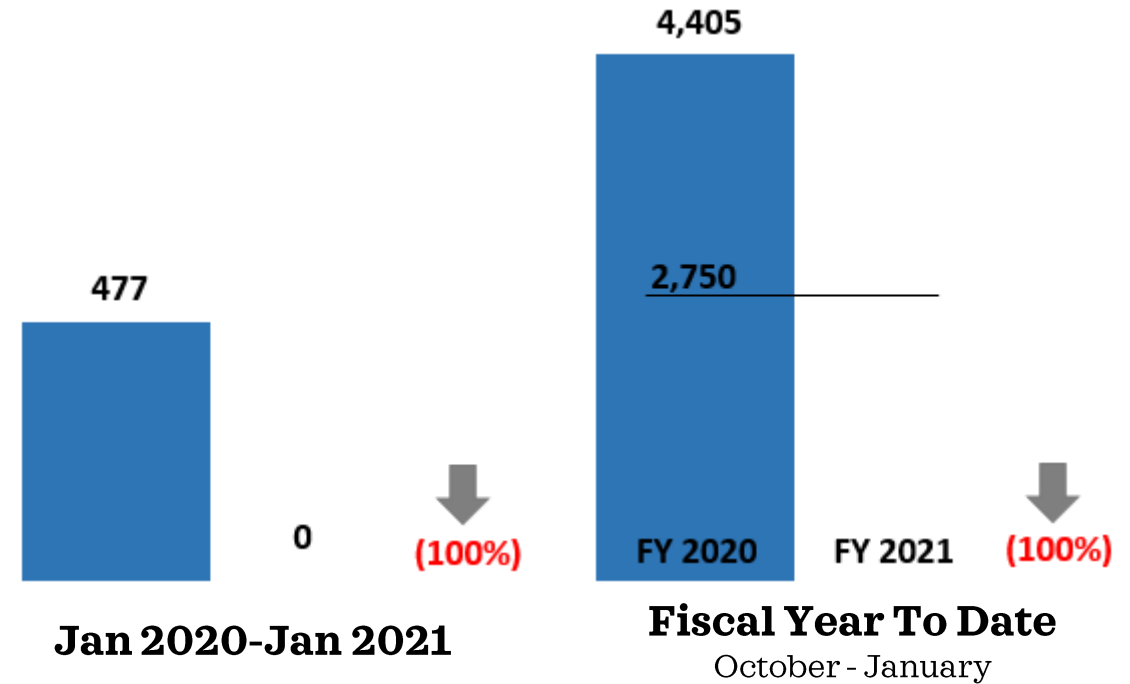
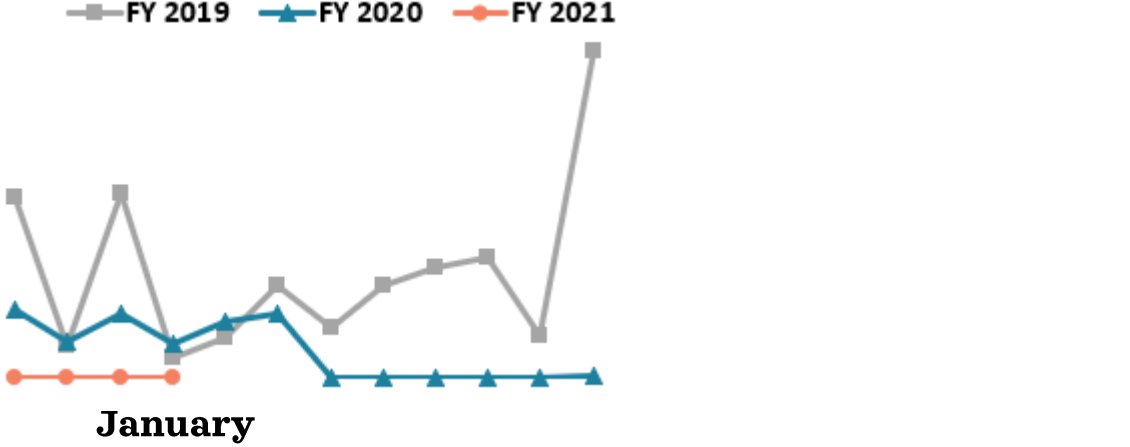


Source: Coastal Mississippi

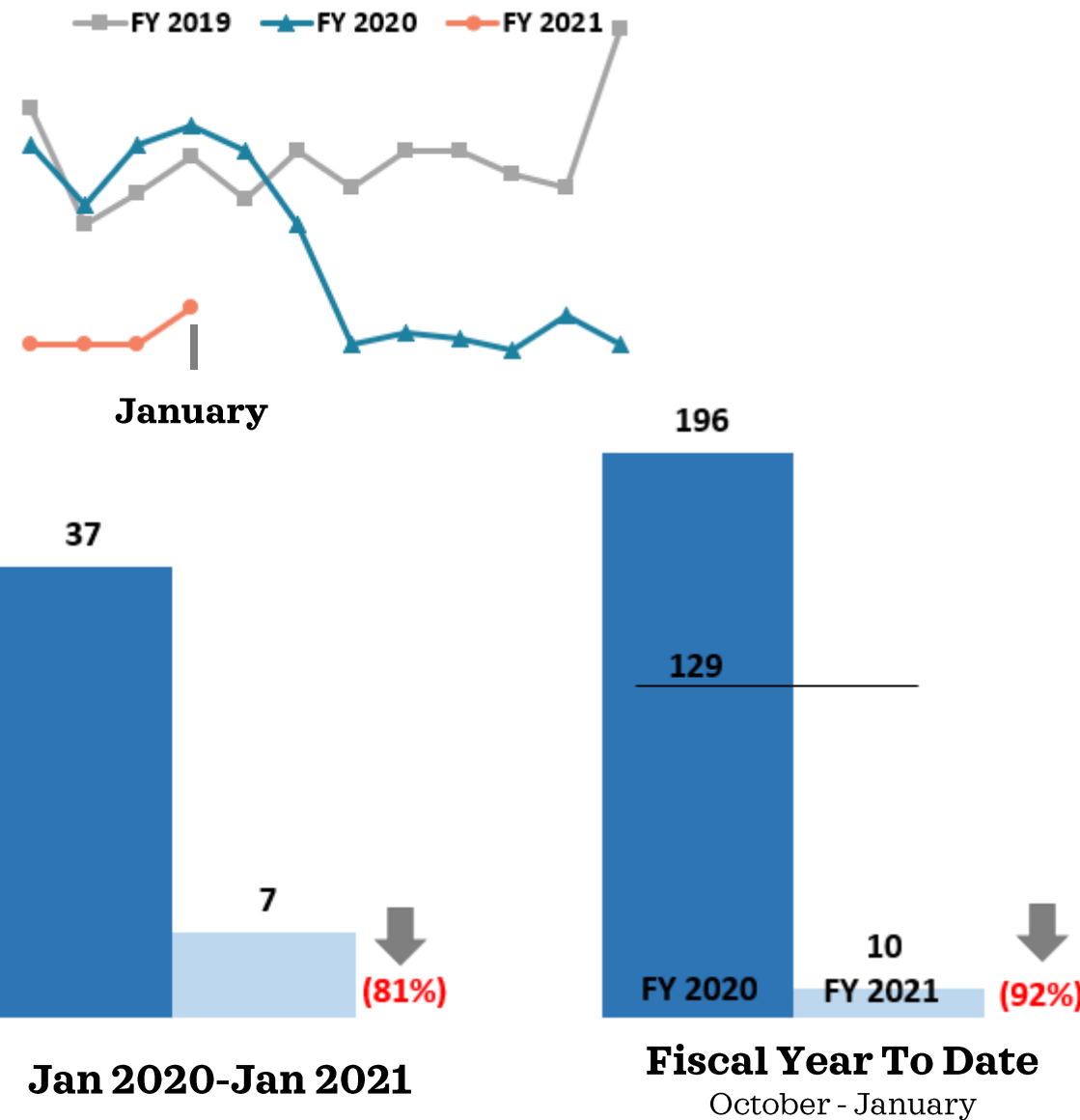
Leads Issued - Leisure



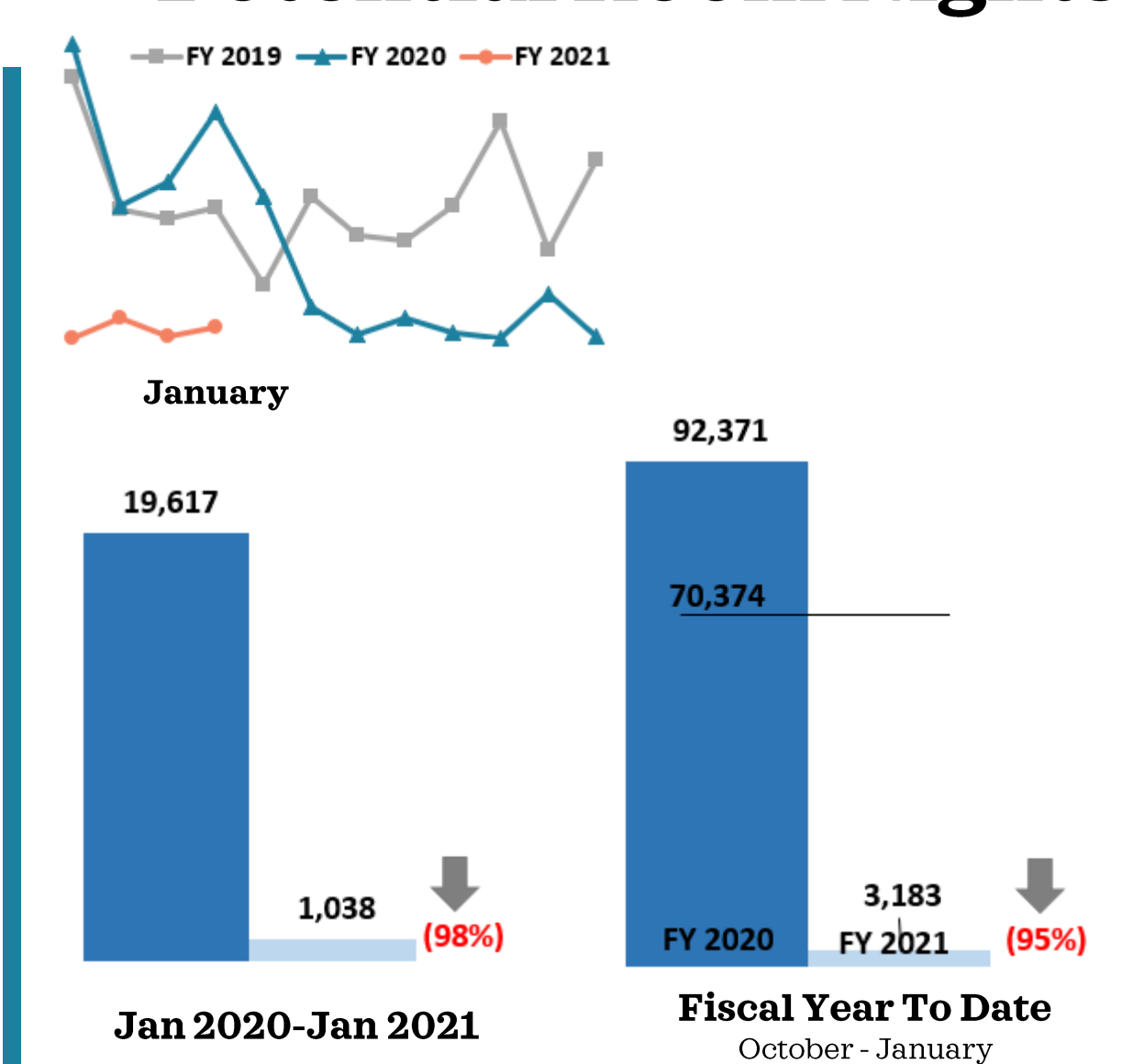
Potential Room Nights



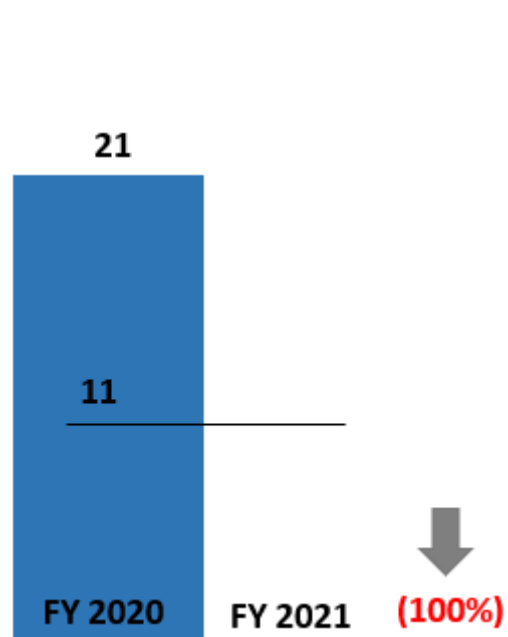
Leads Issued - All Sales



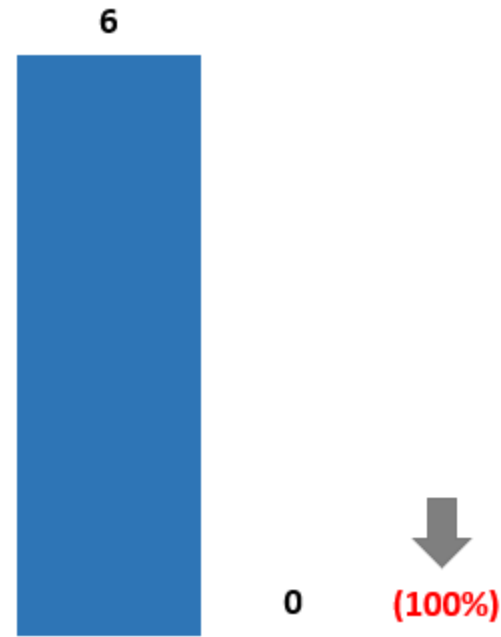
Potential Room Nights



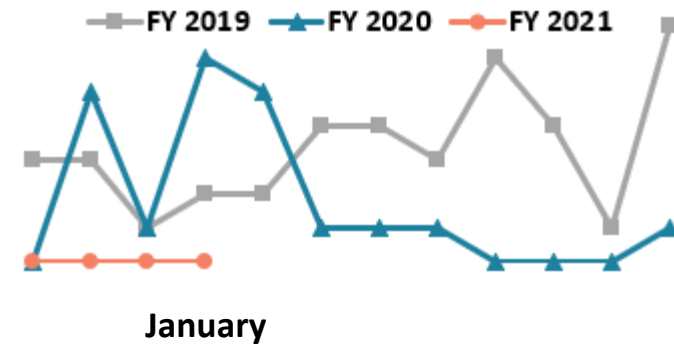
Convention Center Leads



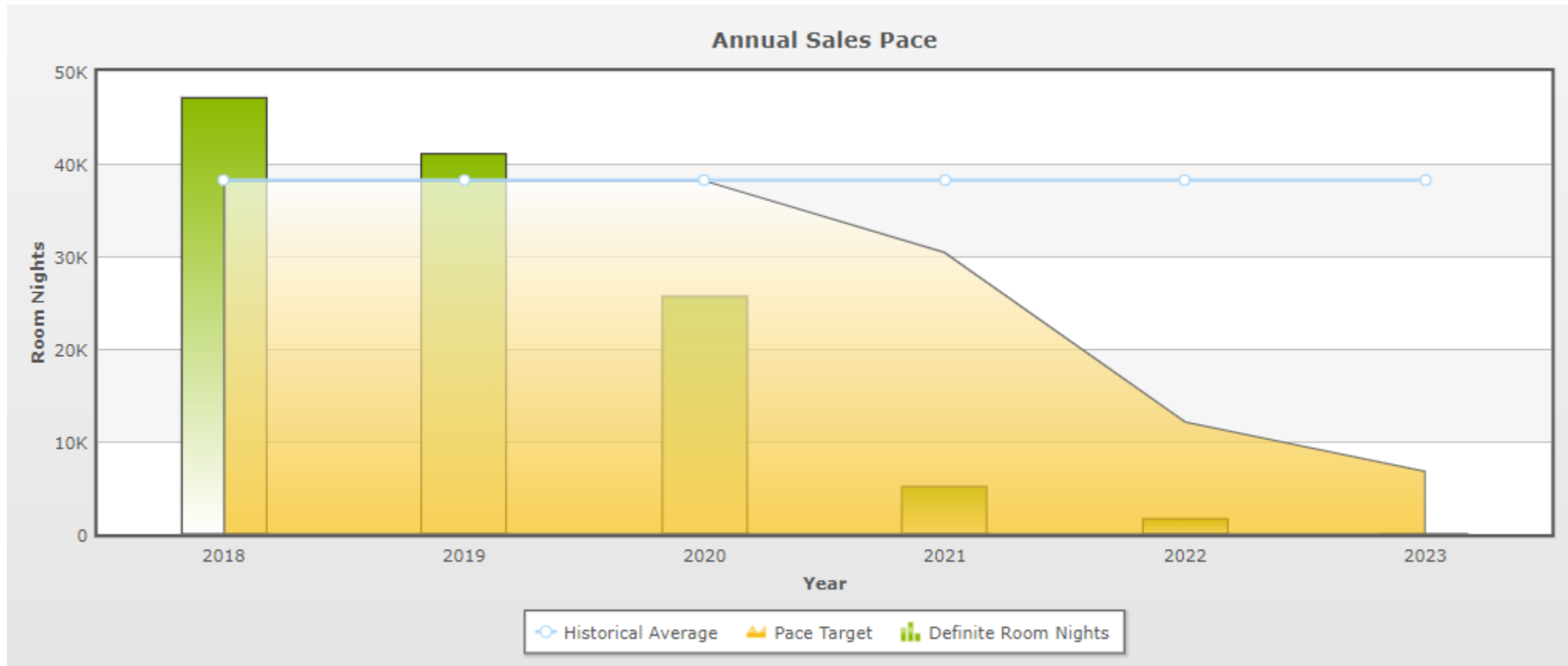
January 2020 over January 2021



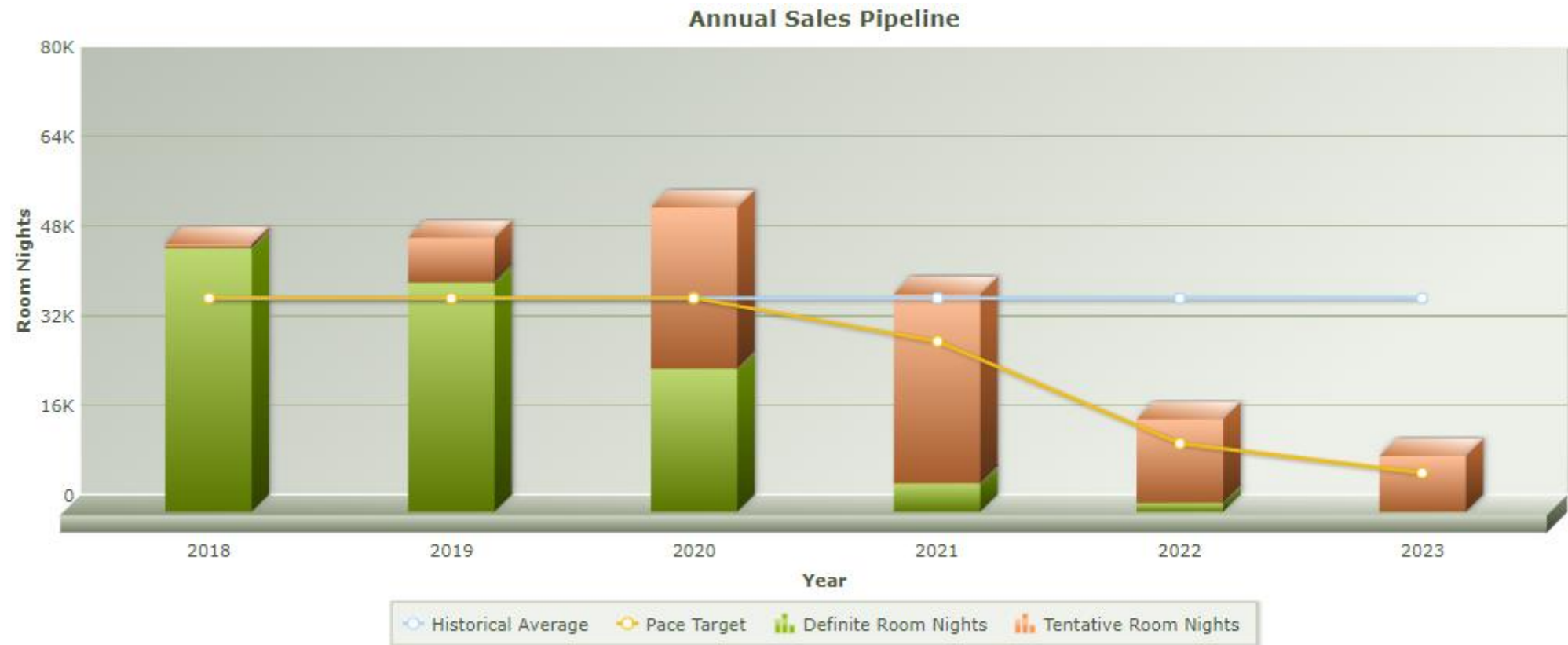
Fiscal Year To Date
October - January



Pace Report



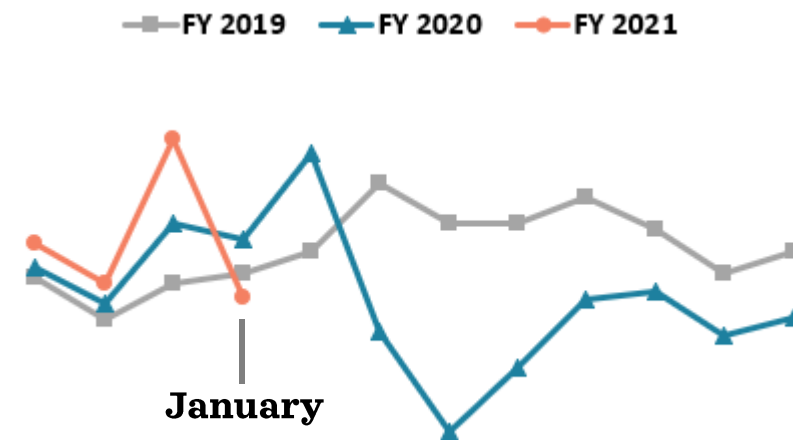
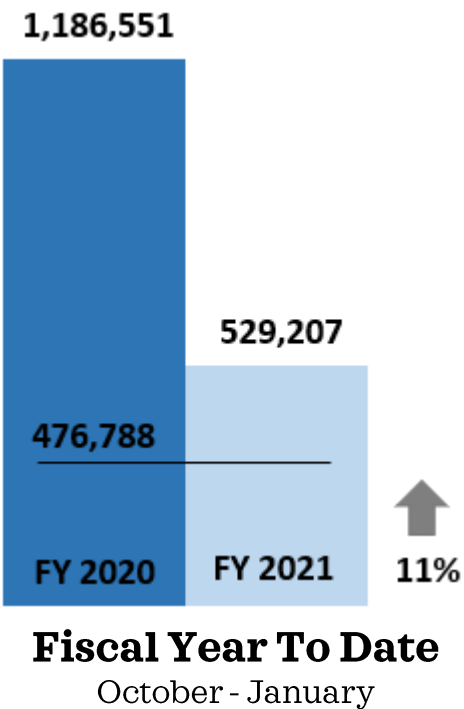
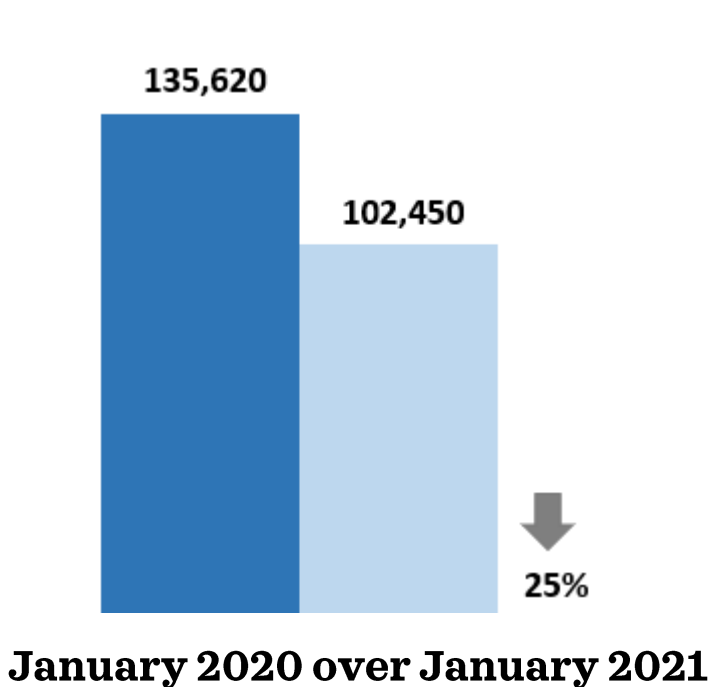
Pace Report - Pipeline



Google Analytics - Users

Traffic Analysis:

- Overall traffic was down -27% in January compared to last year. Organic Search was the top source of traffic however it was down 41%. Paid Social (+419%), Social (+50%), and "Other" (+8,760%) sessions increased YoY. The Other sessions were driven by Miq and Viant native ads.



Source: Google Analytics

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								
Total Active Newsletter Recipients 24,920												
Request the Guide	568	440	542	784								
Digital Guide Views	118	69	88	131								

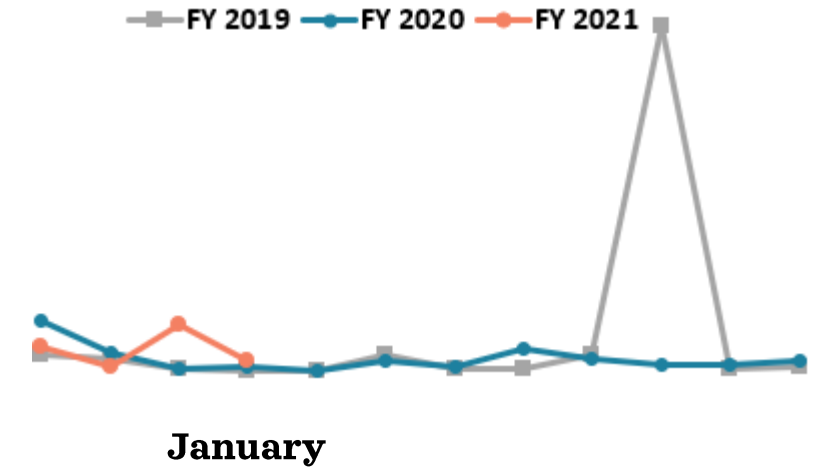
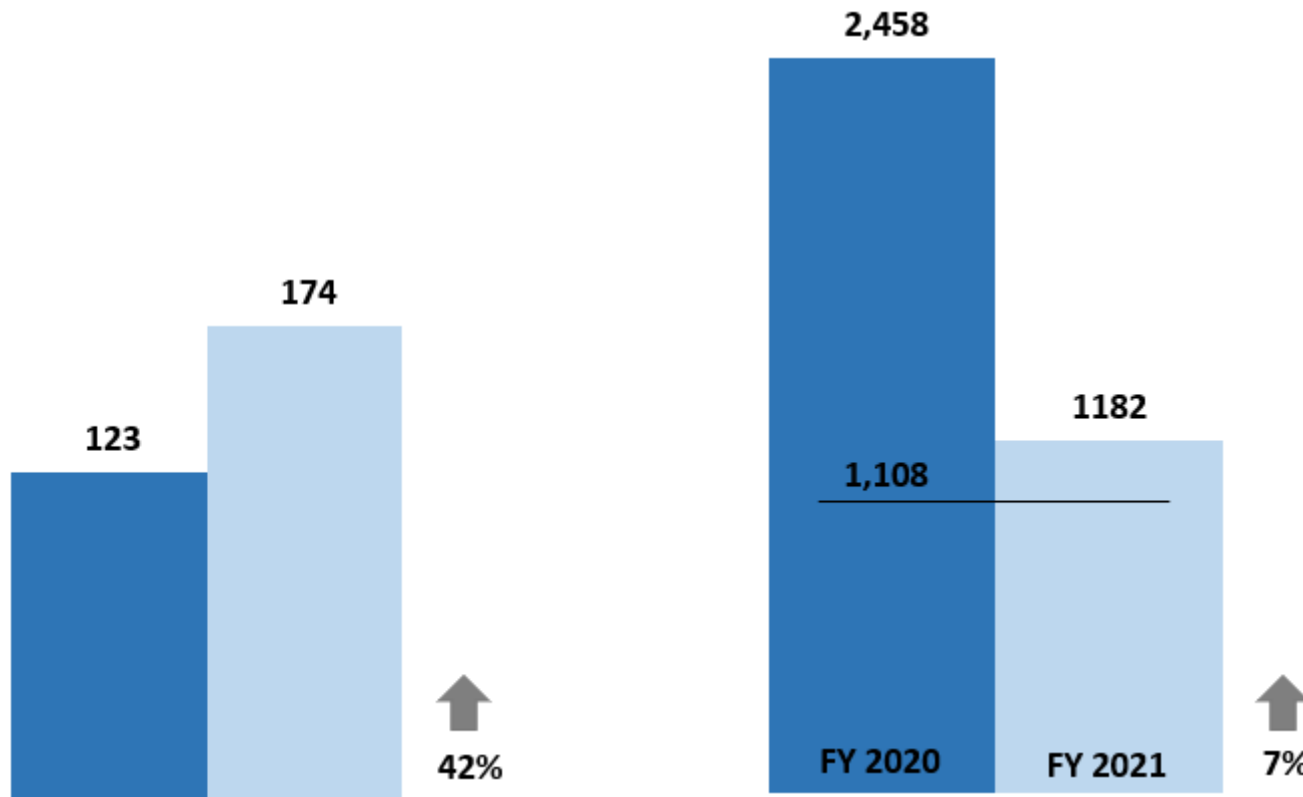
Action Taken

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								
Listing Detail	10,648	7,466	9,064	13,007								
Website referral	14,105	8,955	9,549	7,740								

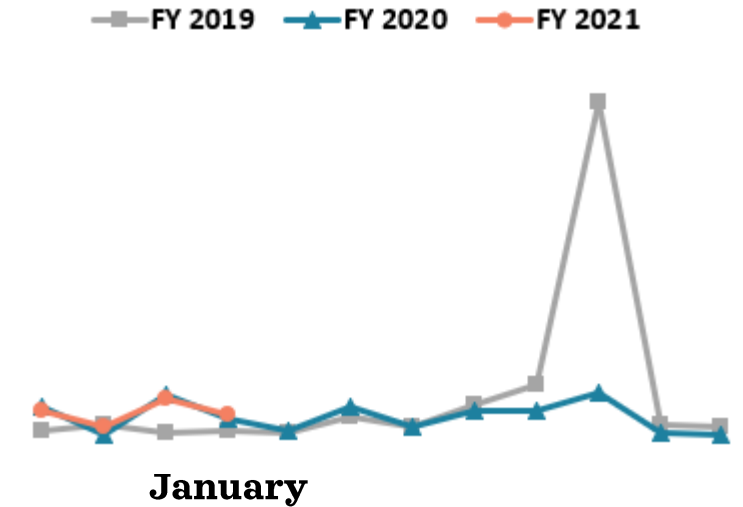
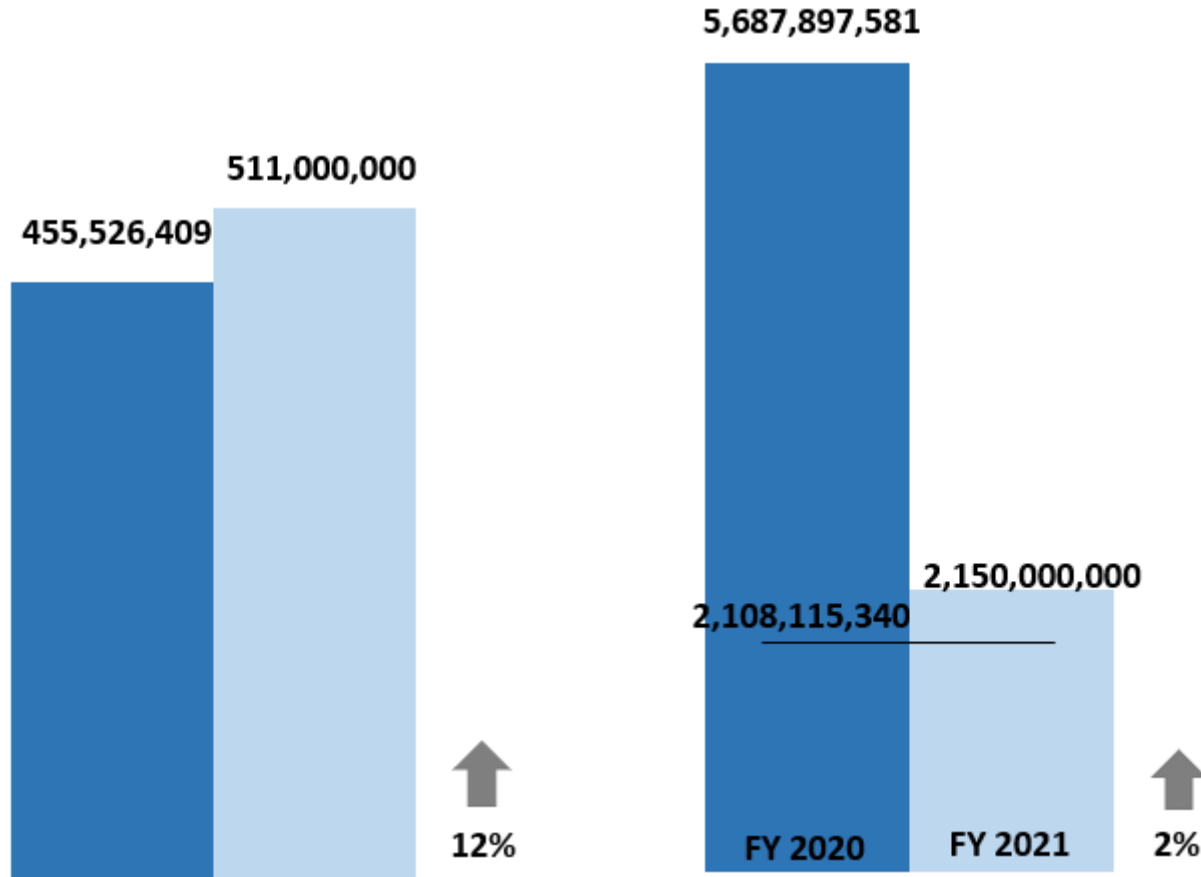
Number of Articles



January 2020 over January 2021

Fiscal Year To Date
October - January

Impressions

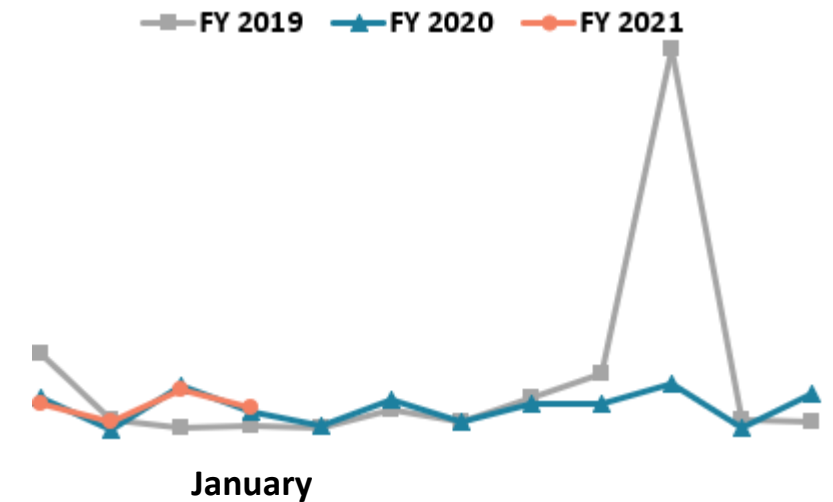
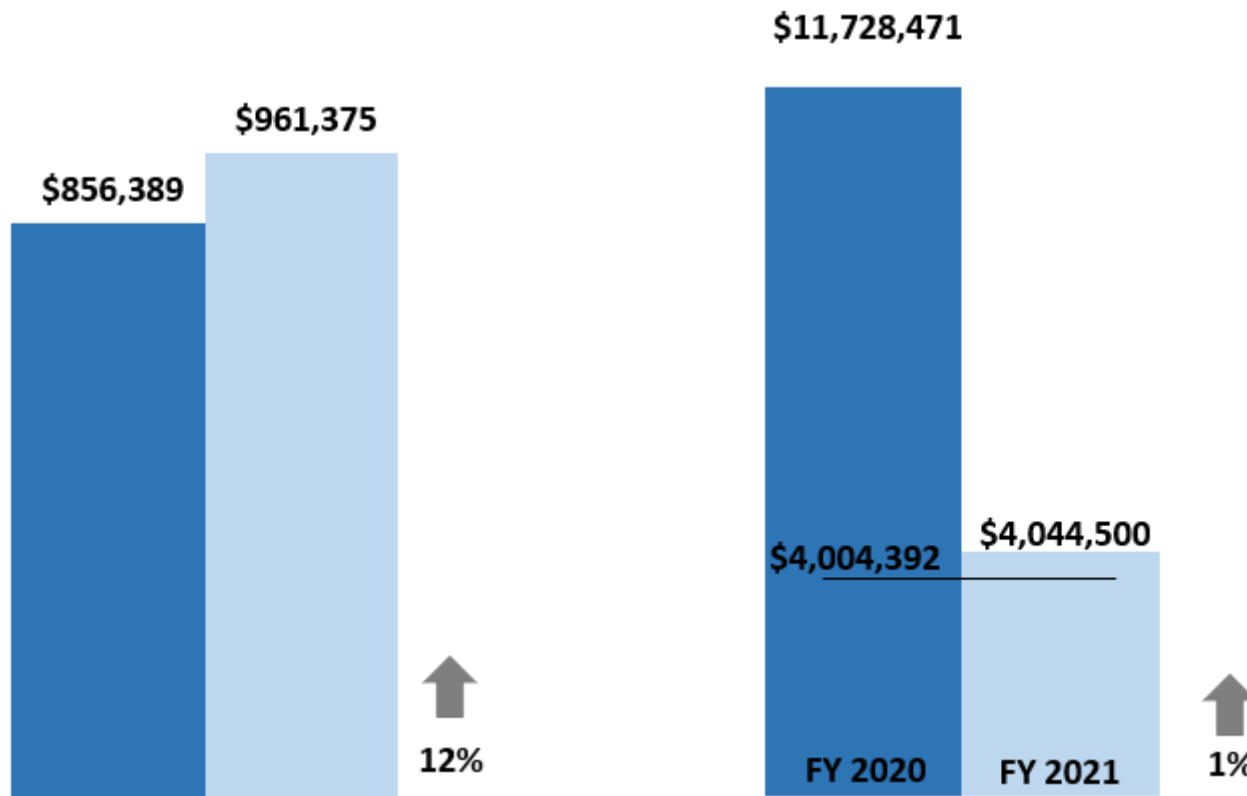


January 2020 over January 2021

Fiscal Year To Date
October - January

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.



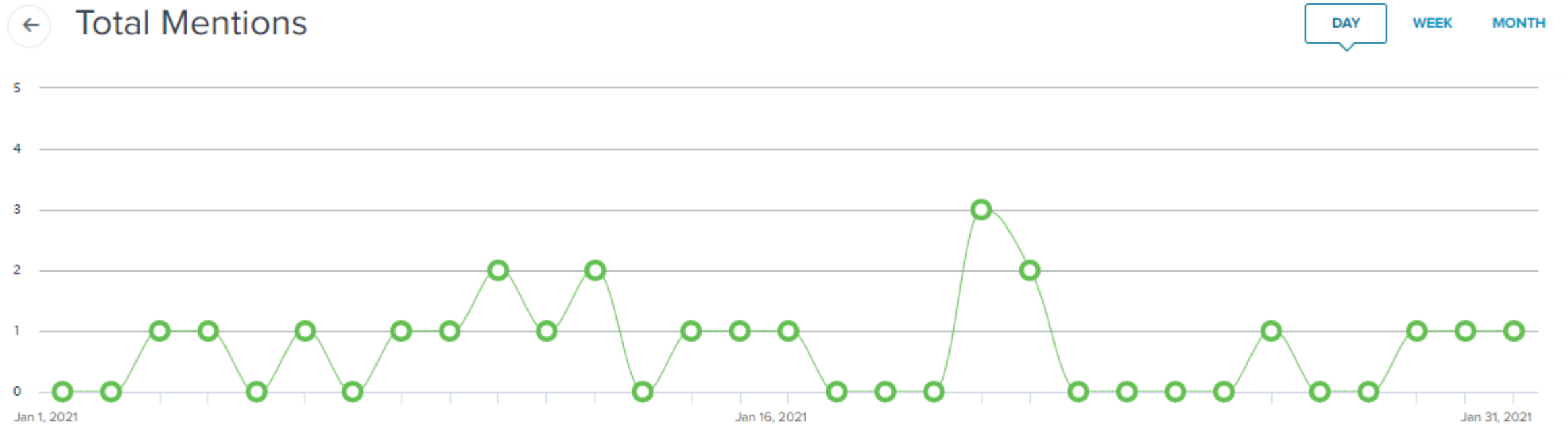
January 2020 over January 2021

Fiscal Year To Date
October - January

Earned Media

Content Drivers:

- COVID-19
- Winter TRAVEL
- Hidden Gem Destinations
- Mardi Gras
- Black History Month





Tourists react to the CDC's new recommendation to not travel during this time



The CDC says that travelers coming into the United States must provide a negative COVID-19 test.

For those who must travel, the CDC recommends you get a flu shot before you travel. It's also recommended that you get a COVID-19 test before and after your trip.

Moby Solangi, Director of the Institute of Marine Mammal Studies, seems plenty of visitors pass through his facility. He worries about the impact these travel concerns could have on coast tourism.

"It will definitely hurt tourism if you stop people from traveling to states and other countries. The coast depends on it. It's not only just us, you have casinos, you have other things like the beaches," said Solangi, "I think it needs a little more clarification, but it's devastating if that's the case."

"I think you got to travel and get away, otherwise, you're going to get claustrophobia. There's a lot of other people that have medical problems from being home too much. You just have to be cautious and wear a mask. How many more years do all of us have?" said Haller.

Tourism leaders say Coastal Mississippi is the leading destination spot in the state, and one-third of tourism activities are on the coast.

You can find more tips for safe travel from the CDC here: <https://www.cdc.gov/coronavirus/2019-ncov/travelers/travel-during-covid19.html>

Local Media Coverage - Assisted

America's off-the-radar destinations to visit in 2021



Coastal Mississippi

Also known as Mississippi Gulf Coast or, appropriately, "The Secret Coast", this 62-mile (100km) stretch may be something of a surprise to those who think Mississippi is all blues, BBQ and bayous. This area has a bit of that too, of course, alongside caster-sugar beaches, casinos, golf courses and fishing piers. Idyllic, shell-scattered Ship Island ([due to reopen](#) in March 2021) is a short ferry hop away. COVID-19 measures are in place – check [the official page](#) for updates.



Multi Sport Games

Game On

The Rise of Esports is Helping Destinations Score New Hosting Opportunities

Coastal Mississippi

Nestled between New Orleans and Mobile, Coastal Mississippi may be a newcomer to the esports scene, but it is wasting no time in establishing itself. "Our strategy is to observe current trends to identify key esports events that fit in our destination," says Marquez Singleton, sports and events development manager at Coastal Mississippi. "We hope to raise the profile of this phenomenal destination by engaging in networking opportunities and attending trade shows and showcasing the plethora of unique and affordable opportunities for esports event planners and organizers." The main objective is to start with small regional events within a 500-mile radius, focusing on the drive market.

At the heart of this initiative is the Mississippi Coast Coliseum and Convention Center, a beachfront facility offering 400,000 square feet of meeting space including an arena with seating capacity for 11,500. Other venues across the tri-county region can accommodate smaller competitions, notably the Biloxi Civic Center (15,214 square feet) and D'Iberville Community Center (12,000 square feet). The area also has 12 casino properties plus an array of non-casino venues that cater to esports gamers of all ages and skill levels.

Singleton also suggests that because Coastal Mississippi is already a well-established gaming destination, it has the potential to expand the sports betting side of esports by attracting a more mature gamer in the 21-35 age range.



StyleBlueprint

CONNECTING WOMEN TO THEIR COMMUNITY

The Fascinating Story Behind Coastal Mississippi's French Hermit Oyster Co.



After earning an engineering degree from the University of Southern Mississippi in Hattiesburg, Mike, a Biloxi native, made his way to Memphis for work. It was there that Mike and Anita met back in 1993; three years later, they began dating and later married. At the time, Mike had a recreational tonging license, and on his visits back home, he would go tonging, using the large tools to harvest oysters from the Mississippi Sound. "This is very physical [work], and you have to be strong," says Anita of tonging. "No underarm dingle-dangle on these guys!"

It was the sacks of wild oysters Mike harvested from the Mississippi Sound and brought back to Memphis that became his chosen way to make friends in the Bluff City. He served oysters off the back of his truck as a way of educating locals about how irresistible these marine creatures are. "I don't think it is an acquired taste," Anita says of oysters. "The people who don't like oysters are all too ready to tell you why. But even these so-called raw oyster haters always learned something interesting [from Mike] that they could pass on to their friends and family."

Coastal Mississippi Assisted Media Coverage

INSIDER

7 destinations to visit in the US to learn about Black history Coastal Mississippi



To many, Mississippi conjures up ideas of the deep South at its worst and most racist (see the recent debacle over Martin Luther King Day just a few years ago in Biloxi, Mississippi). But it would be wrong to ignore the great influence and continued presence of Black Americans in the state.

@ADVENTURESOFMATTANDNAT

The Ultimate One Day Coastal Mississippi Itinerary - What to do, see, and eat



When we started planning our trip to Mississippi, we really had no idea where to go or what to do. All we had ever seen of Mississippi were the stereotypes... fried foods, small towns, and country music. Don't get me wrong... I love all of those things! In fact, it's not far off from how I grew up! But we were hoping to find the Mississippi beyond the stereotypes... the hidden gems... the local secrets... the places that make you say... "This is Mississippi?!" And that is exactly what we found in Coastal Mississippi! Or as they call it, the Secret Coast. Made up of 12 unique coastal towns, with a combined 62 miles of beautiful beaches which includes the nation's longest man made beach, Coastal Mississippi is the definition of a hidden gem! For this itinerary, we'll be road tripping across the state from west to east, starting our day in the perfect little harbor town of Bay Saint Louis, and ending our day in one of the most idyllic southern beach towns you could dream of, Ocean Springs. Enough talking about it though!

Scroll to the bottom of the page for your FREE PRINTABLE itinerary!

Coastal Mississippi Assisted Media Coverage

Thrifty Mommas Tips

Travel, Health & Family

Aboard a Shrimp Boat in Coastal Mississippi – All About Shrimping










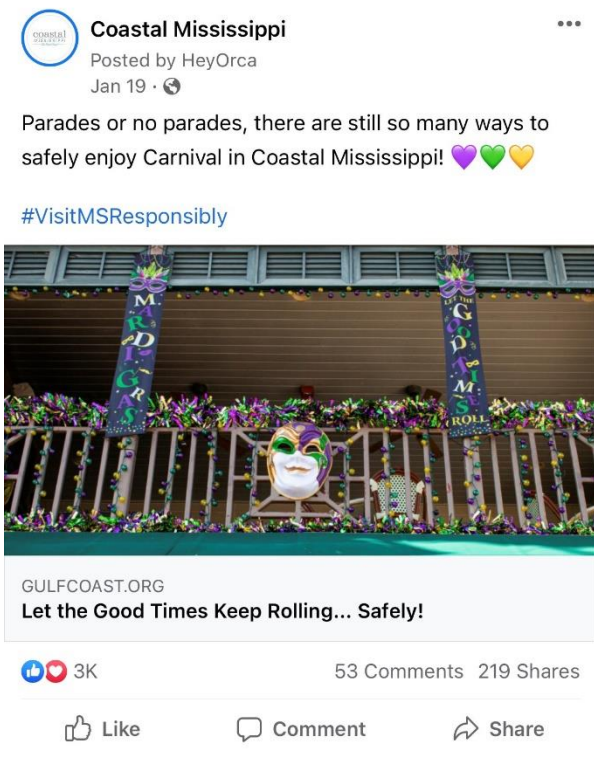
There's nothing quite like fresh seafood and the Gulf Coast has some of the freshest in the world. Gulf Coast shrimp is juicy and plump, unlike what we have at home in southern Ontario, Canada. So, when I took a trip with three other travel writers and influencers back in late 2019 and spied this shrimp boat tour on my itinerary I was curious and excited to learn something new about one of my favourite foods.

What did I actually know about shrimp? Not that much, it turns out.

Social Media Metrics

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

							
Monthly Increase	-62 Flat	-401 (3%)	8 >1%	270 2%	529 Flat	60 1%	404 Flat
January 2020	151,273 Facebook (Total Likes)	15,458 Twitter (Total Followers)	961 Pinterest (Total Followers)	15,266 Instagram (Total Followers)	1,782,108 YouTube (Lifetime Followers)	5,496 LinkedIn Total Followers	1,970,562 Total



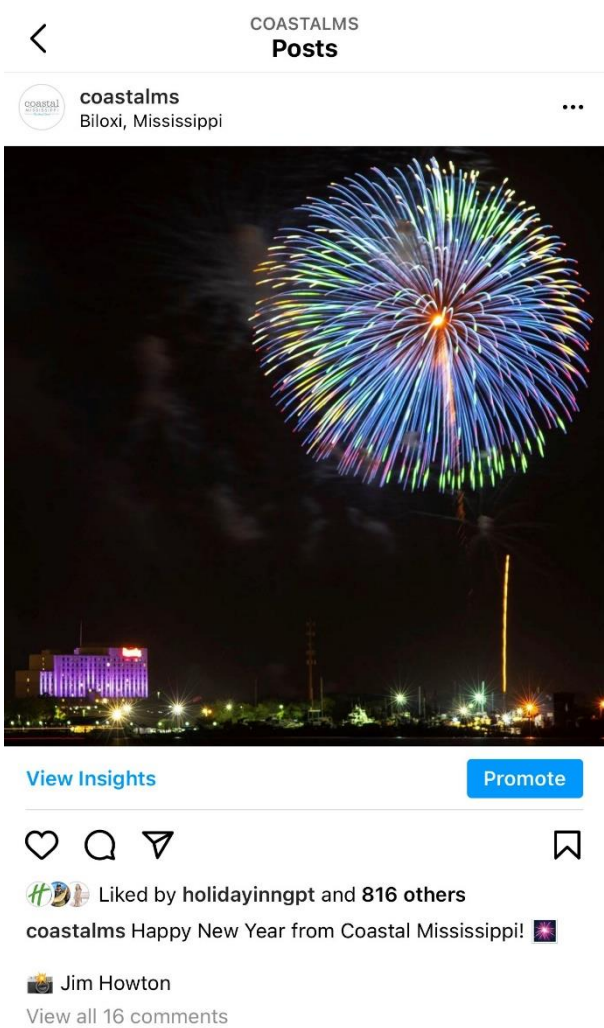
Post promoting our blog
roundup of safe ways to
celebrate Mardi Gras

207,614 impressions
9,834 interactions



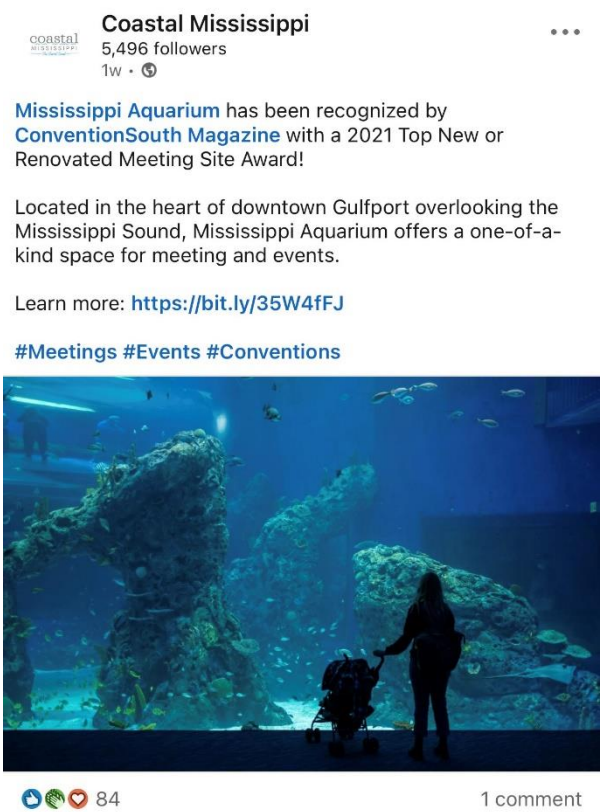
Video promoting Pinta replica
tours at Biloxi Schooner Pier

3,320 impressions
81 interactions



Picture of fireworks over
downtown Biloxi for New
Year's Day

12,642 impressions
908 interactions



Post celebrating Mississippi
Aquarium for receiving
ConventionSouth Magazine
Award

2,413 impressions
123 interactions

SOCIAL MEDIA