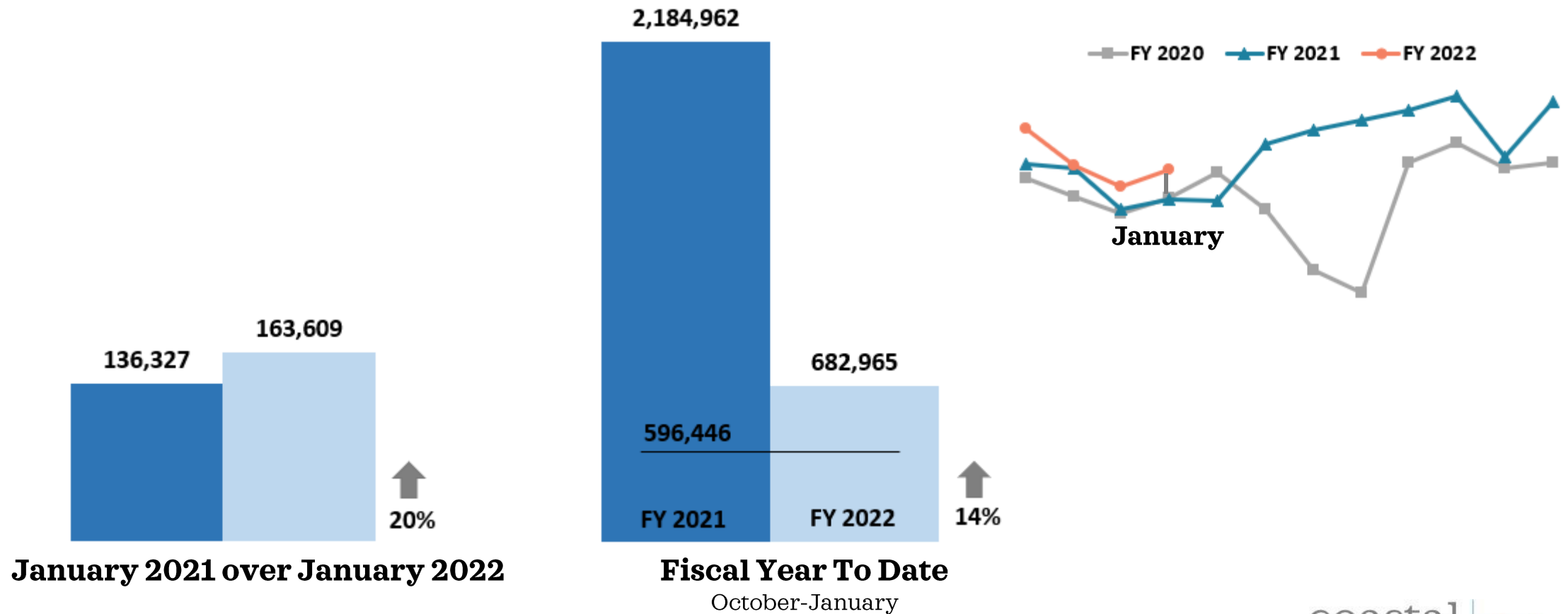


coastal MISSISSIPPI *The Secret Coast*

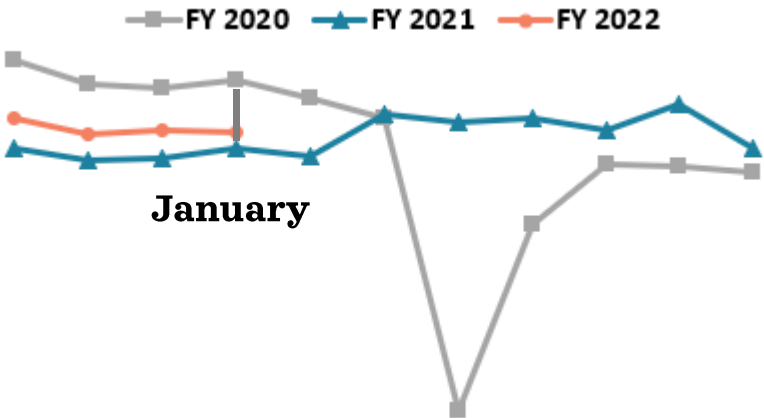
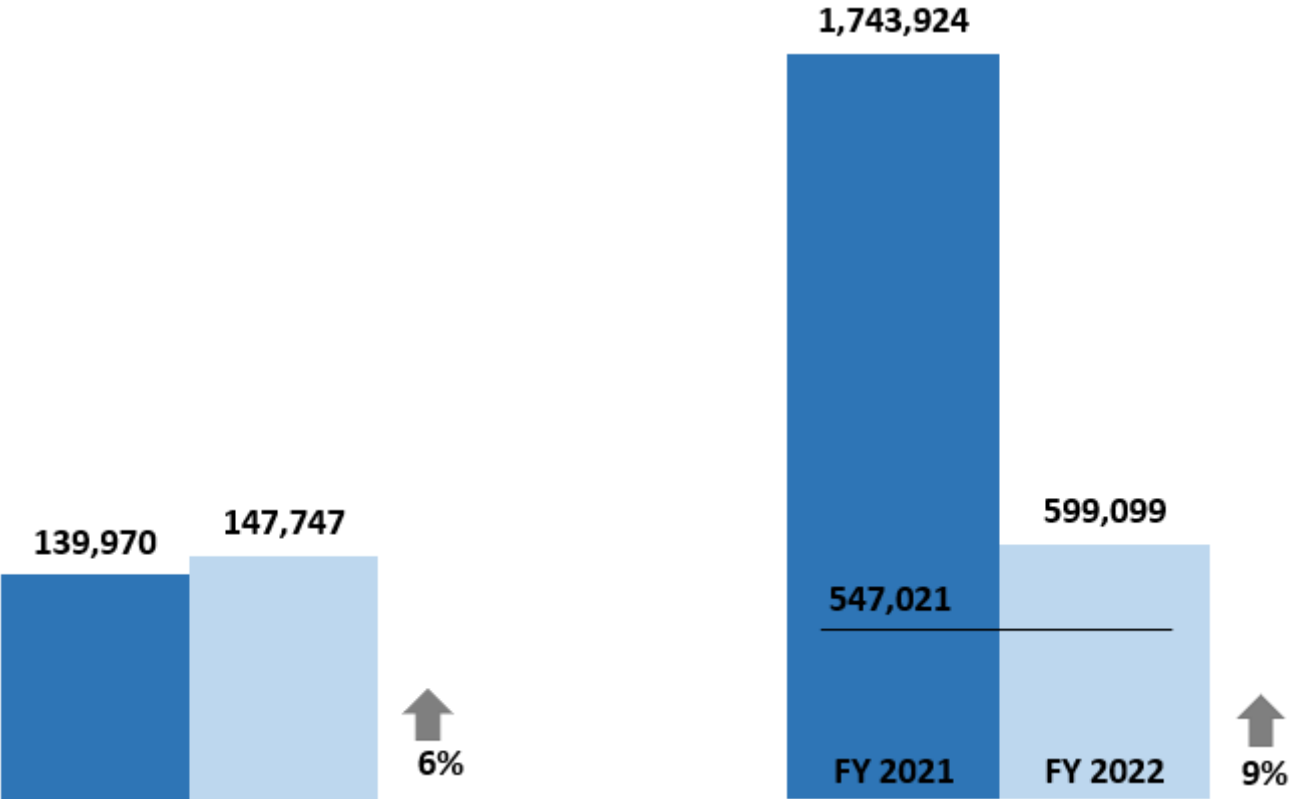
- Key Performance indicators
- January 2022

Non-Casino Rooms Sold



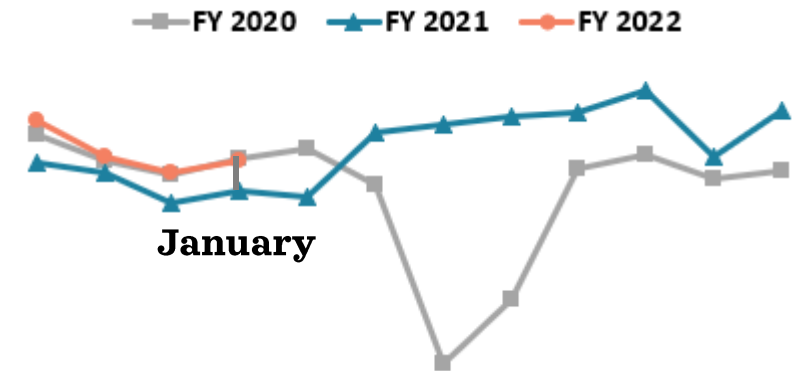
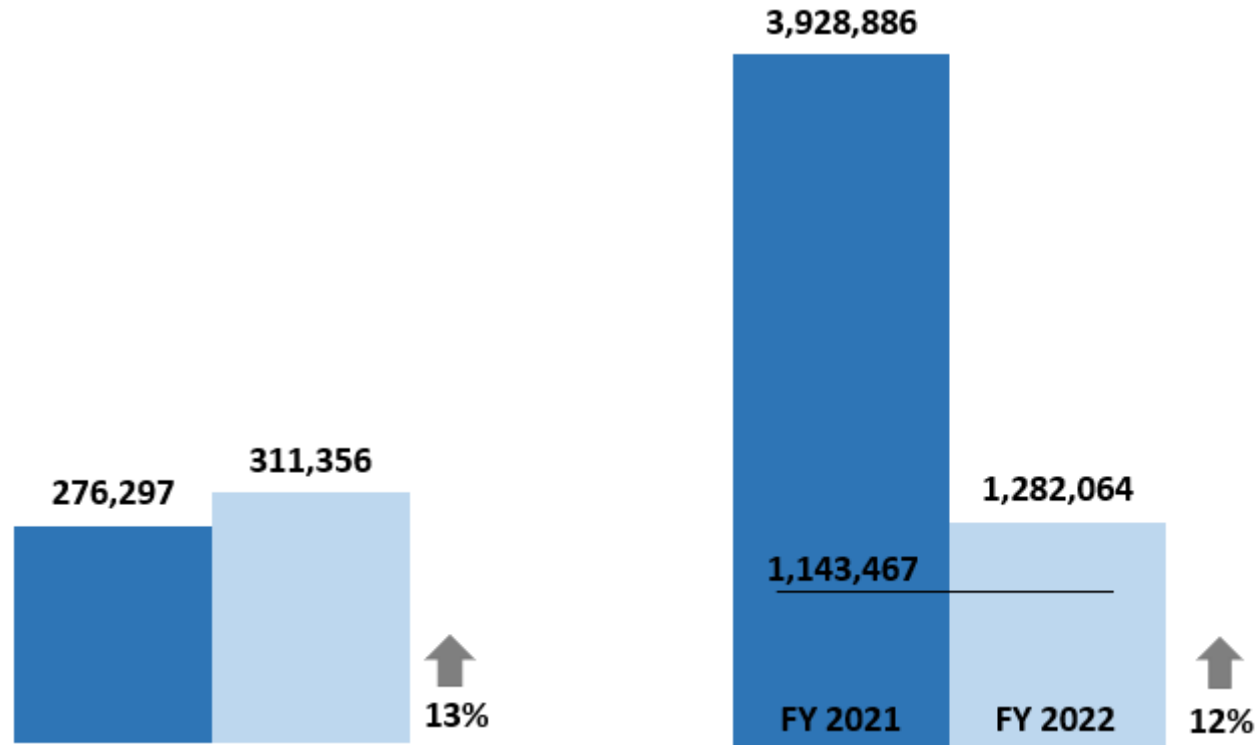
Source: STR

Casino Rooms Occupied



Source: STR

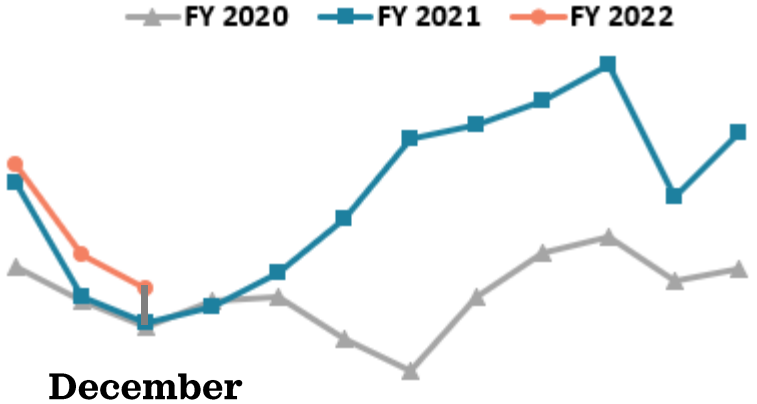
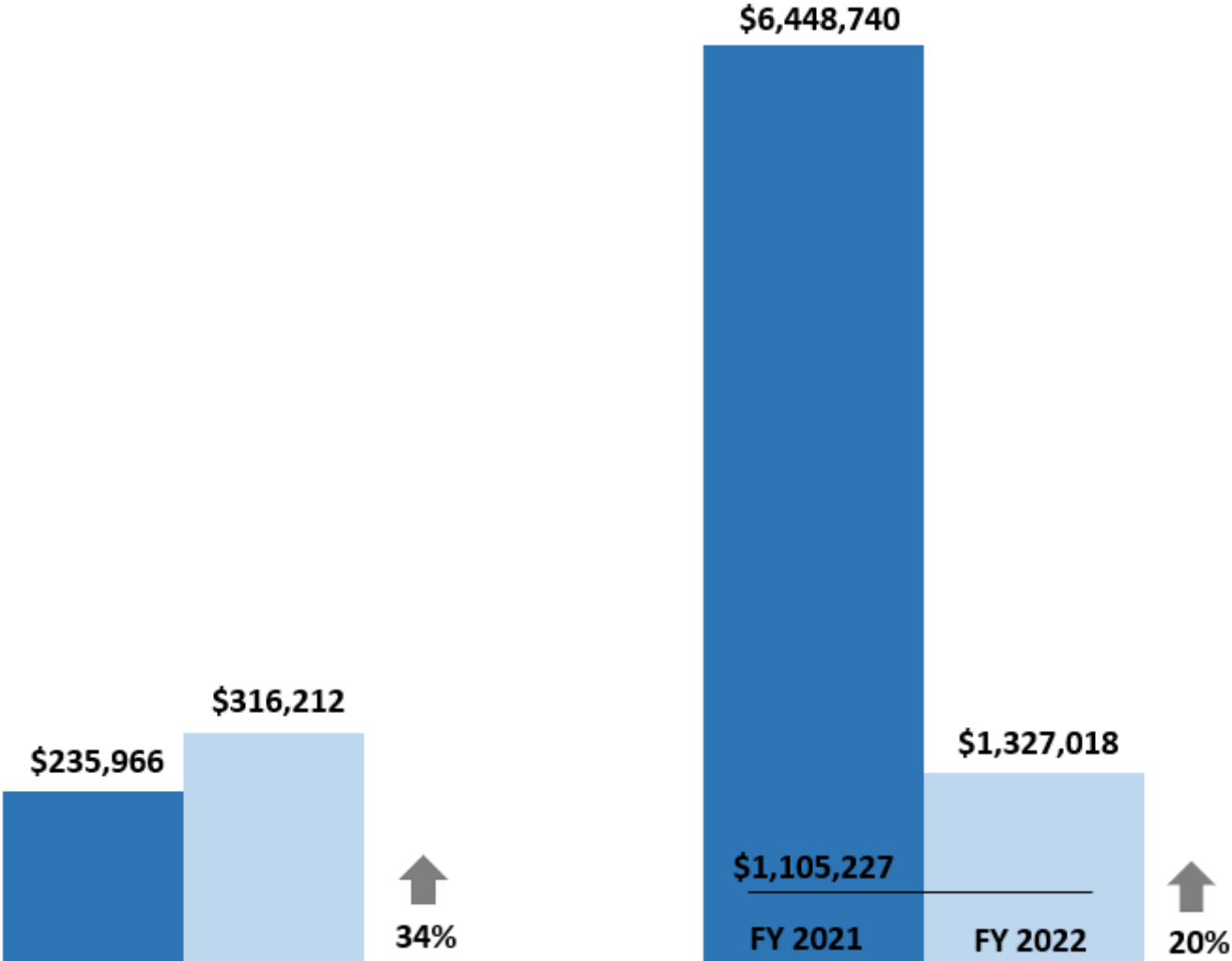
All Rooms Sold/Occupied



January 2021 over January 2022

Fiscal Year To Date
October-January

Occupancy Tax Receipts

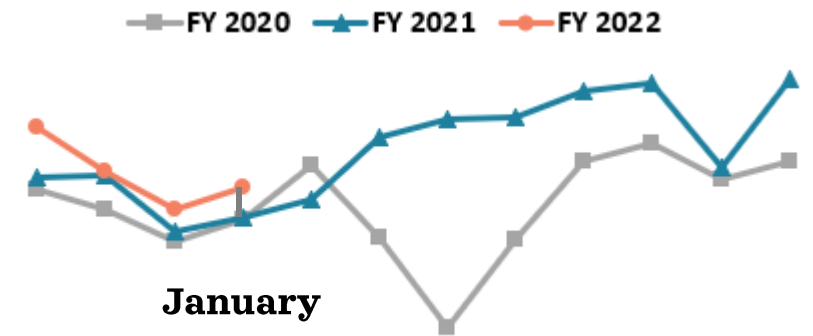
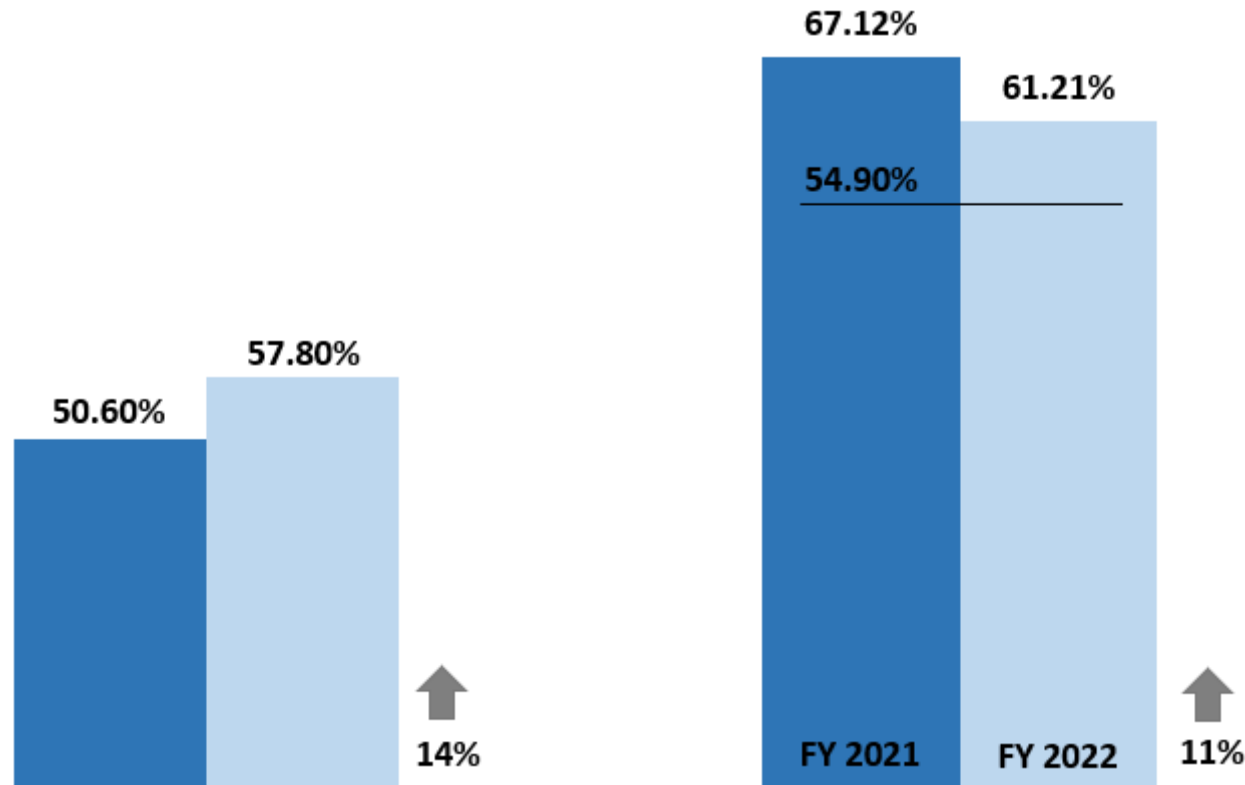


December 2020 over December 2021

Fiscal Year To Date
October-December

Source: MS Department of Revenue

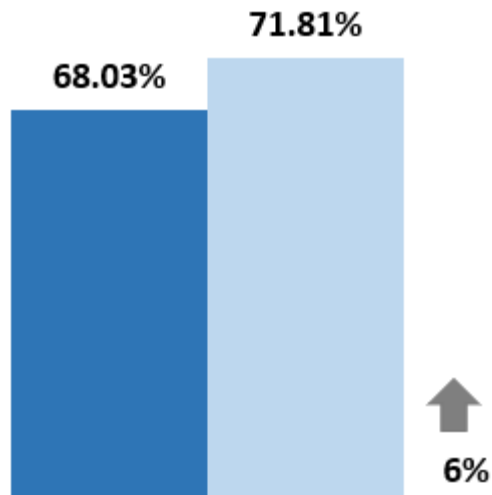
Non-Casino Occupancy



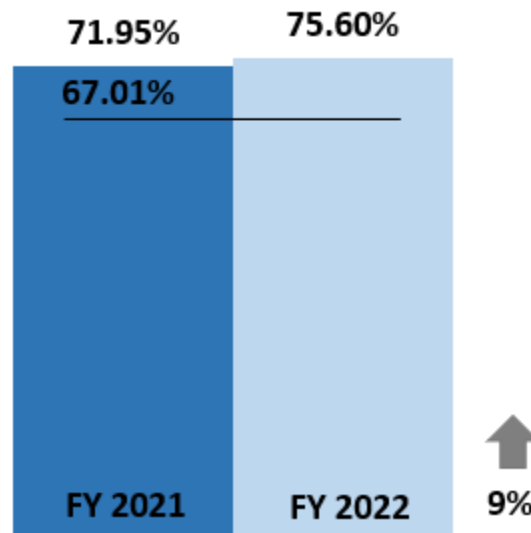
January 2021 over January 2022

Fiscal Year To Date
October-January

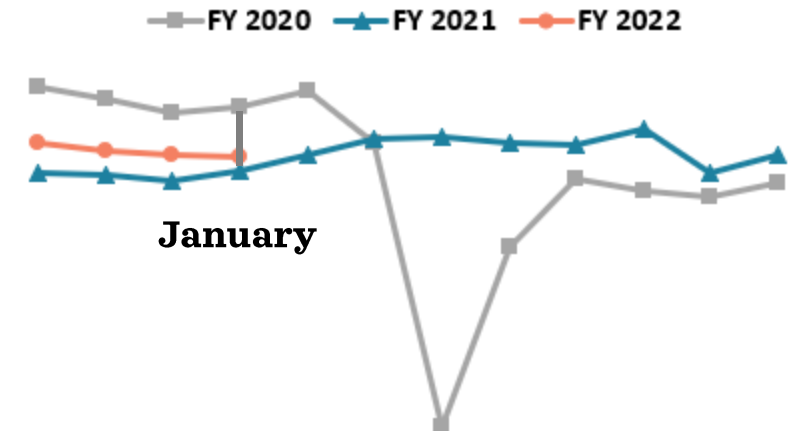
Casino Occupancy



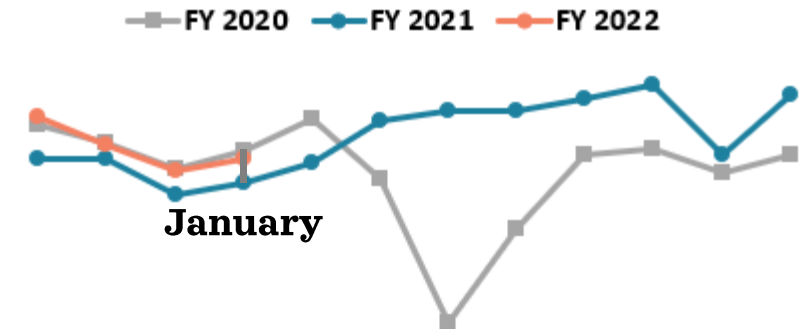
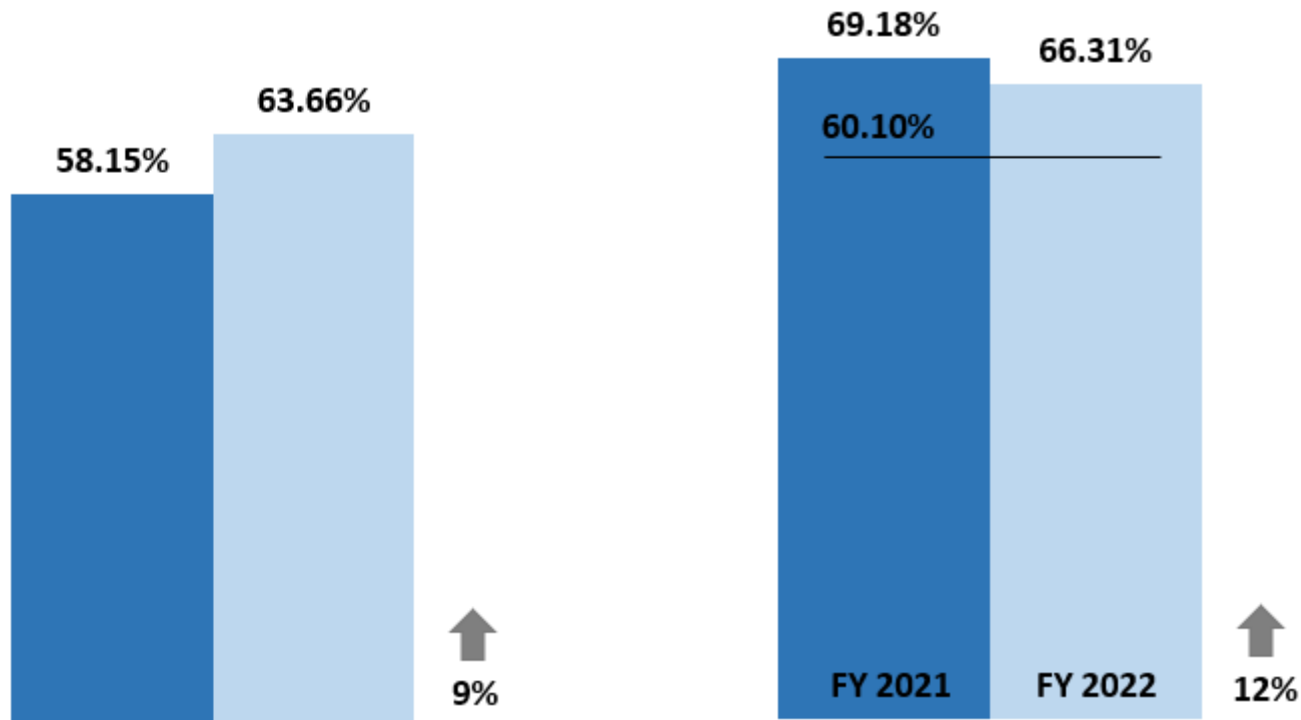
January 2021 over January 2022



Fiscal Year To Date
October-January



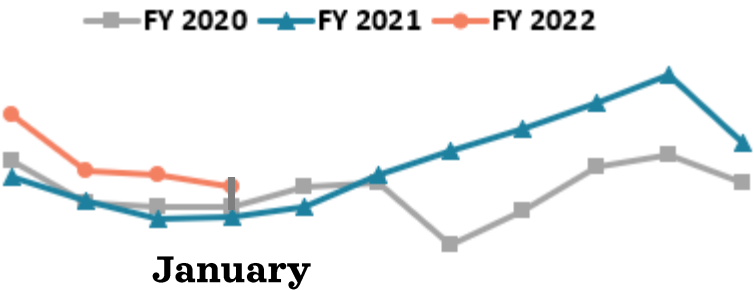
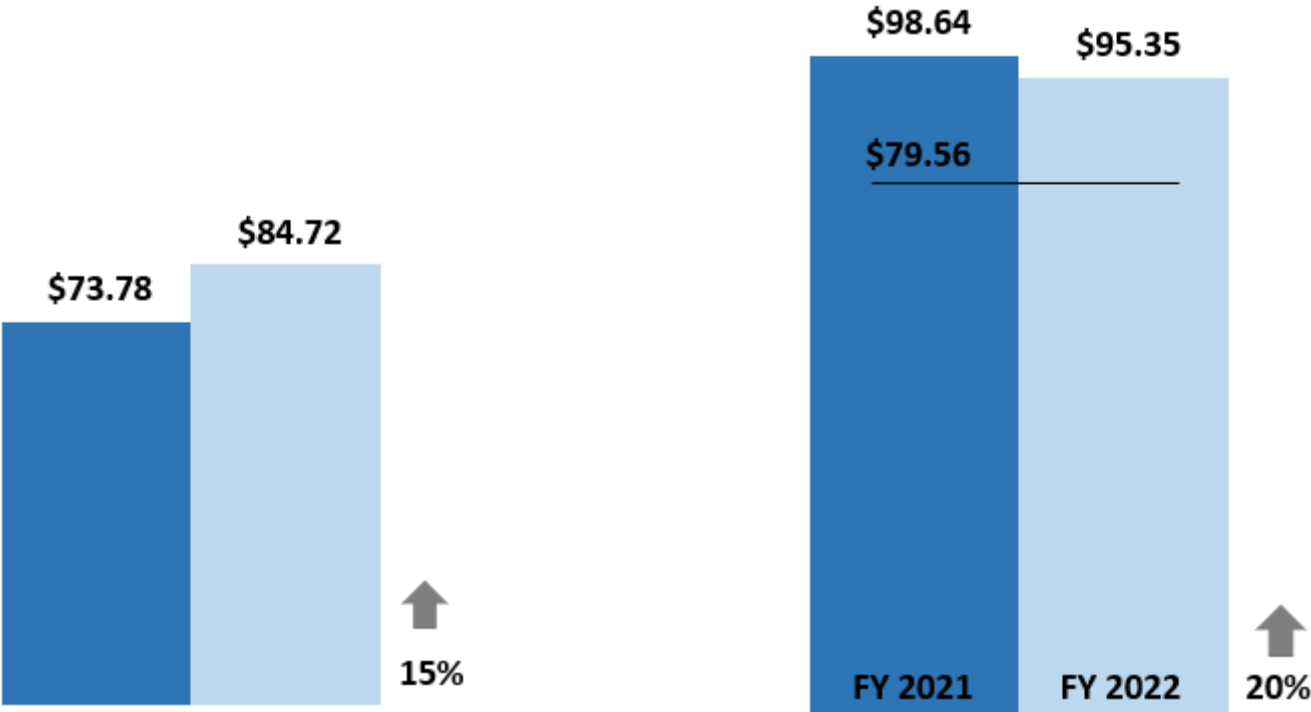
All Occupancy



January 2021 over January 2022

Fiscal Year To Date
October-January

Non-Casino ADR

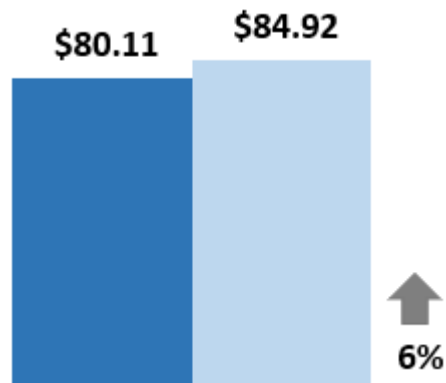


January 2021 over January 2022

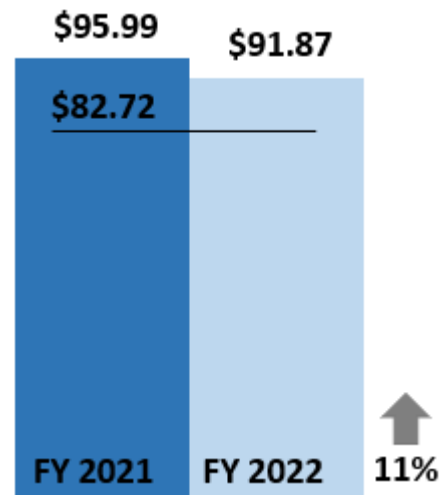
Fiscal Year To Date
October-January

Source: STR

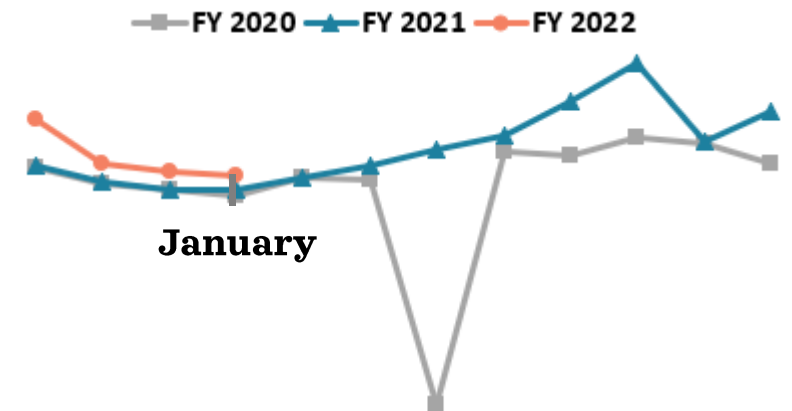
Casino ADR



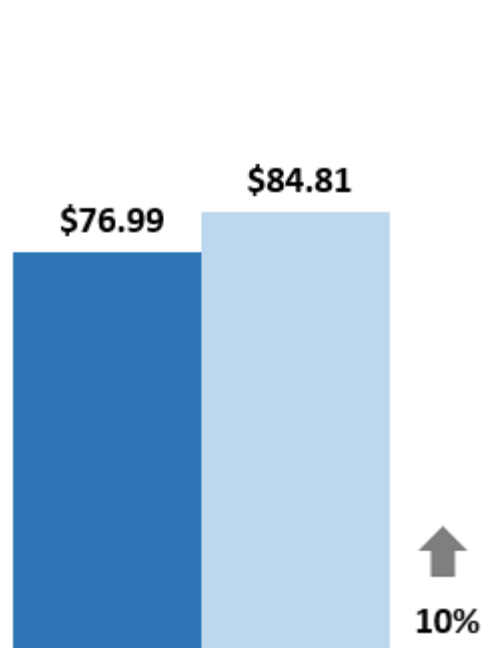
January 2021 over January 2022



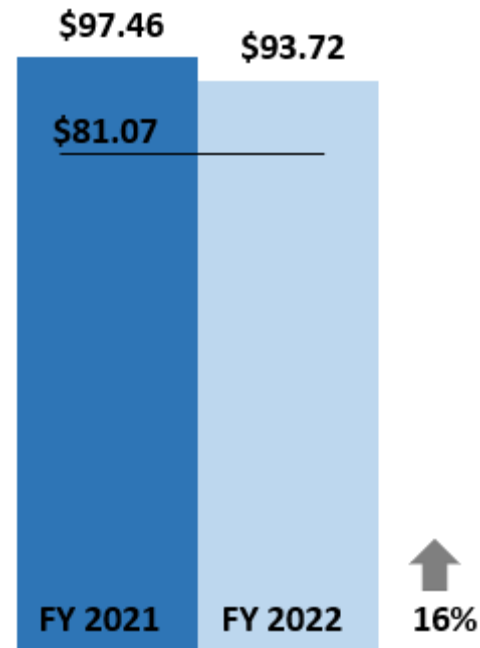
Fiscal Year To Date
October-January



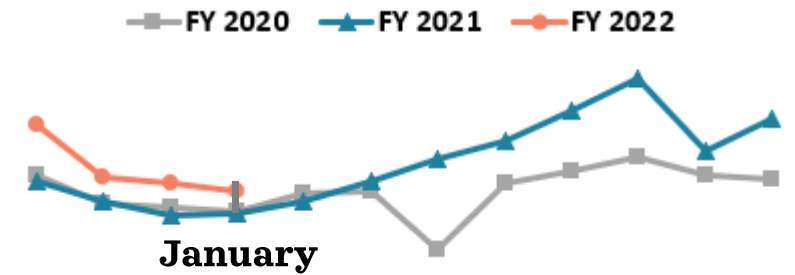
All ADR



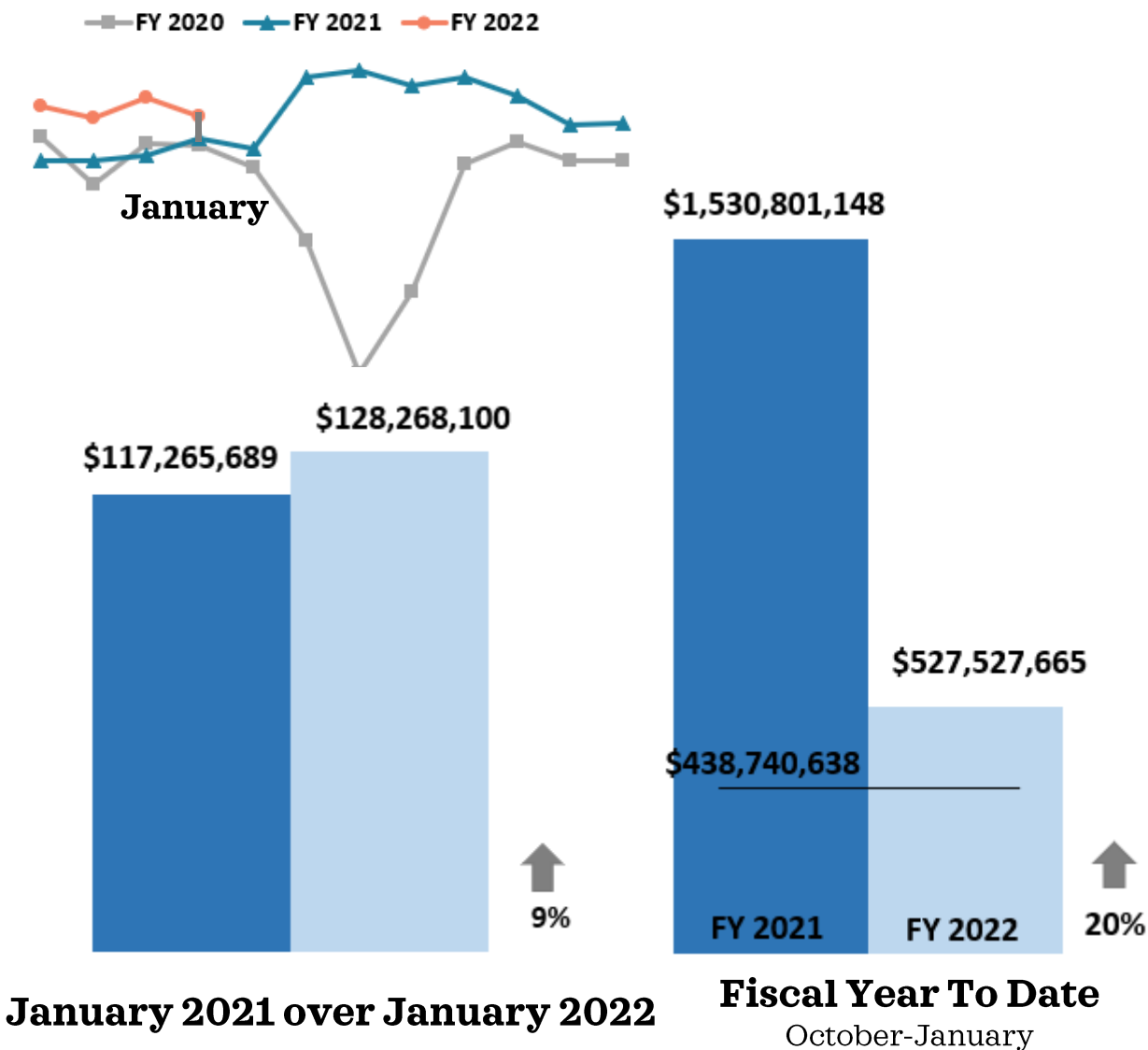
January 2021 over January 2022



Fiscal Year To Date
October-January

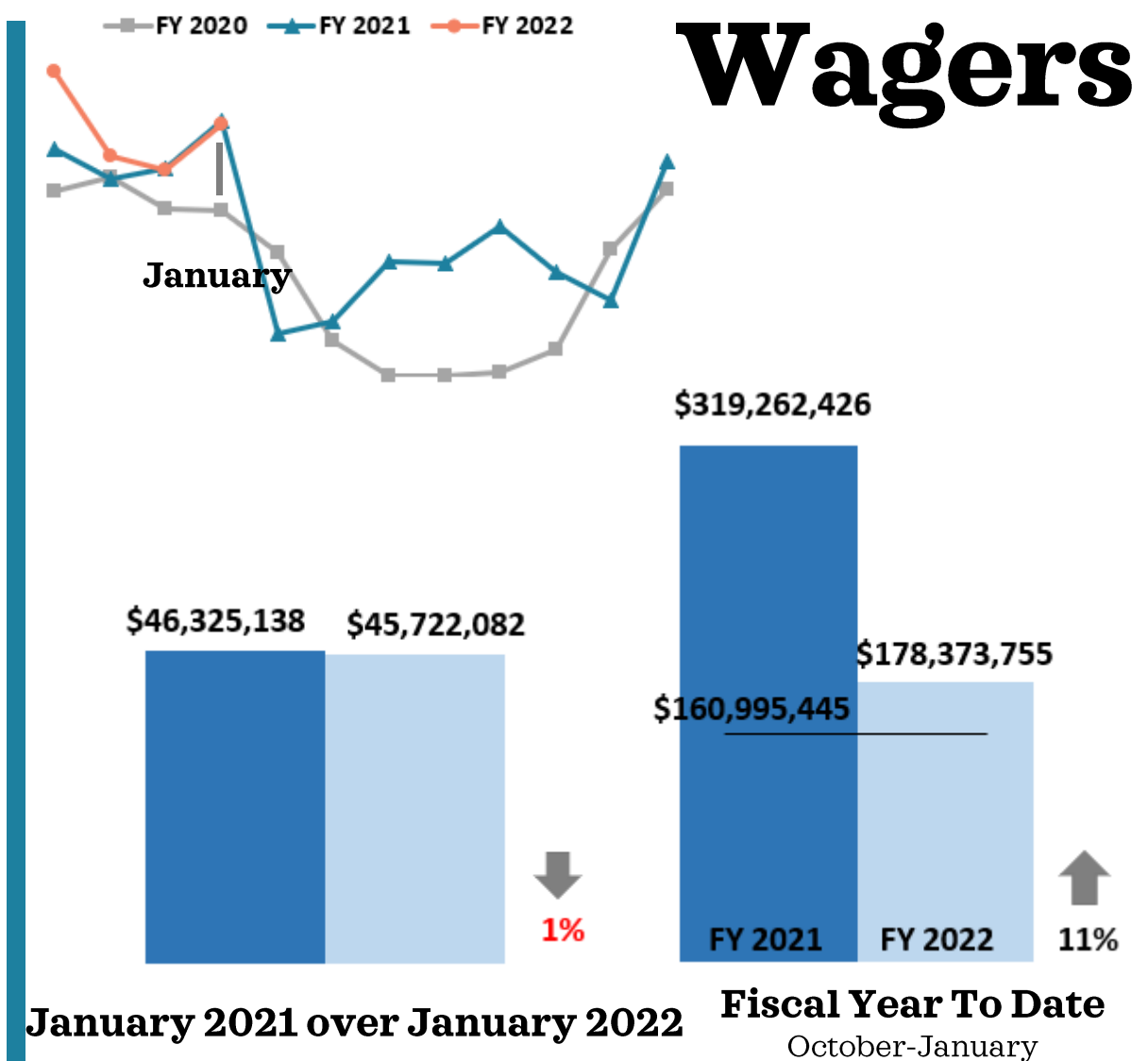


Gaming Revenue



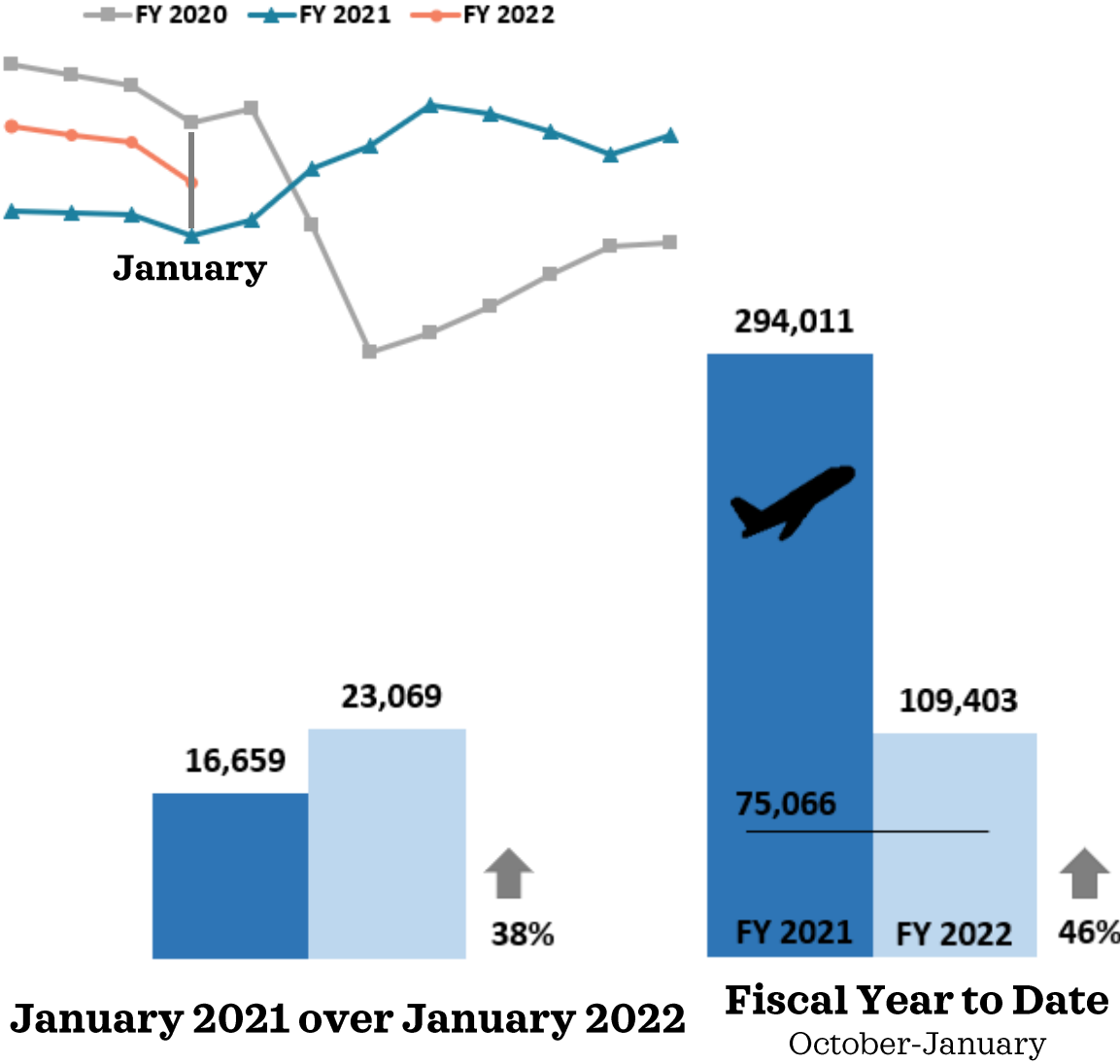
Source: MS Gaming Commission

Sports Betting Wagers

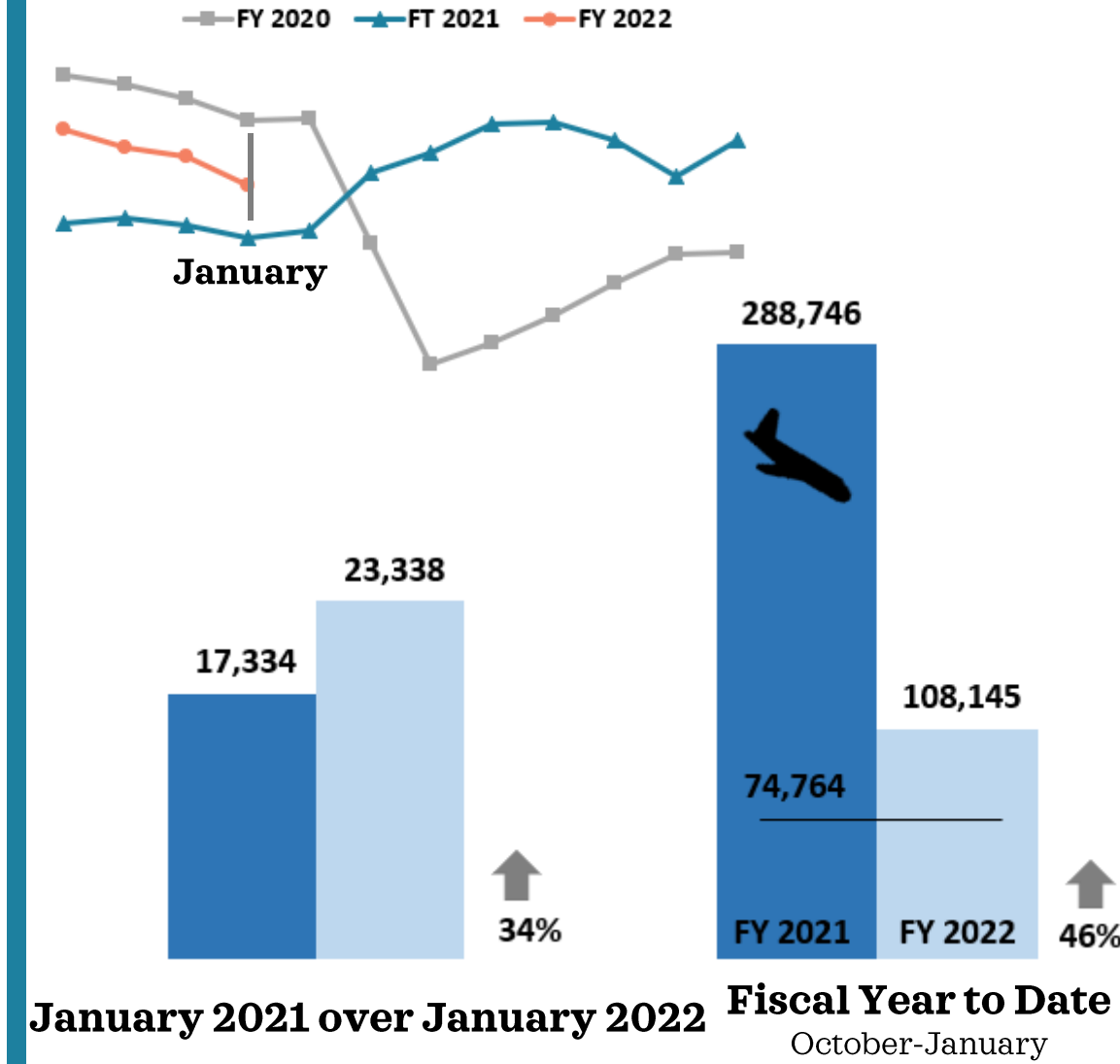


* Sports Betting began January 2018

Airport Enplanements



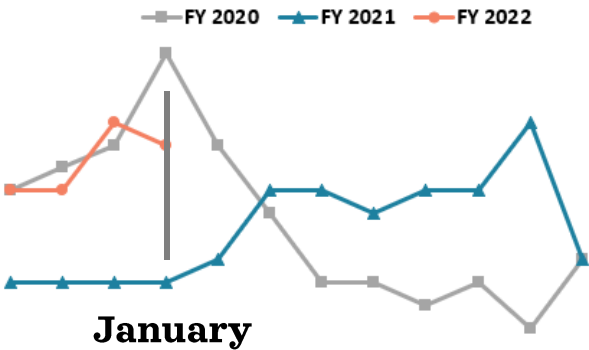
Deplanements



Source: Gulfport Biloxi International Airport

Definite Bookings - Meeting/Sports

Bookings



January

28

21

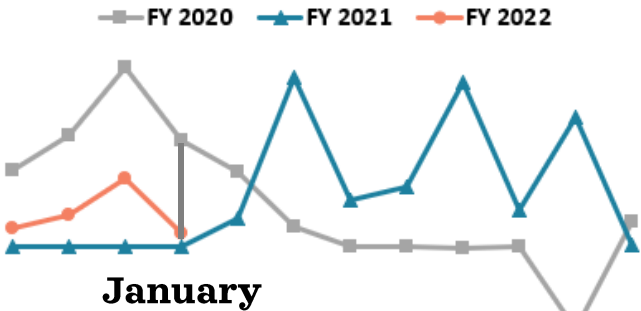
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FY 2021

FY 2022

January 2021 - January 2022

Fiscal Year To Date
October-January



January

Room nights

20,249

411

4,146

0

FY 2021

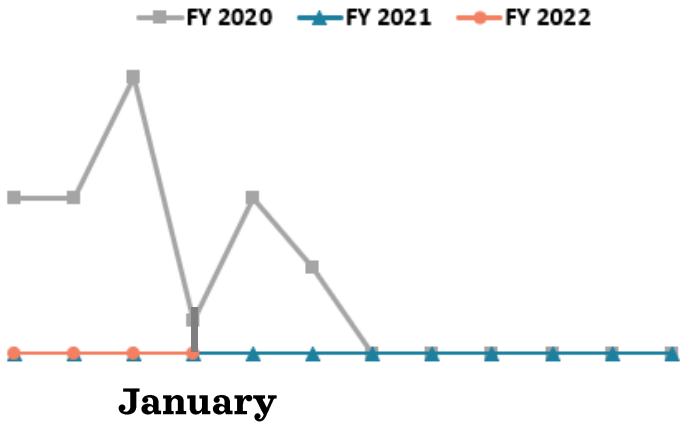
FY 2022

January 2021 - January 2022

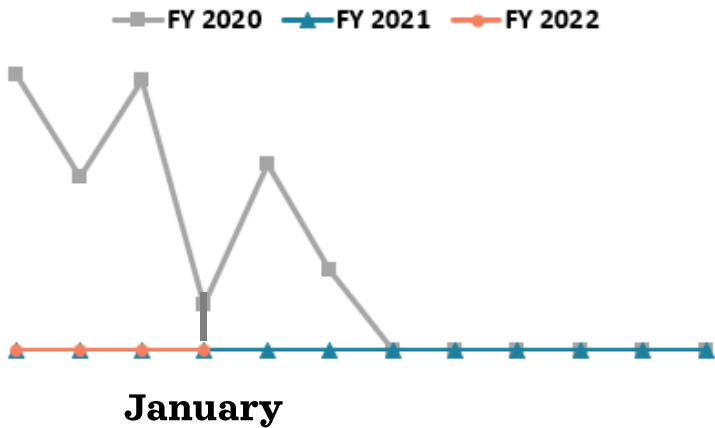
Fiscal Year To Date
October-January

Definite Bookings - Leisure

Bookings



Room nights



0 0 Flat
 January 2021 - January 2022

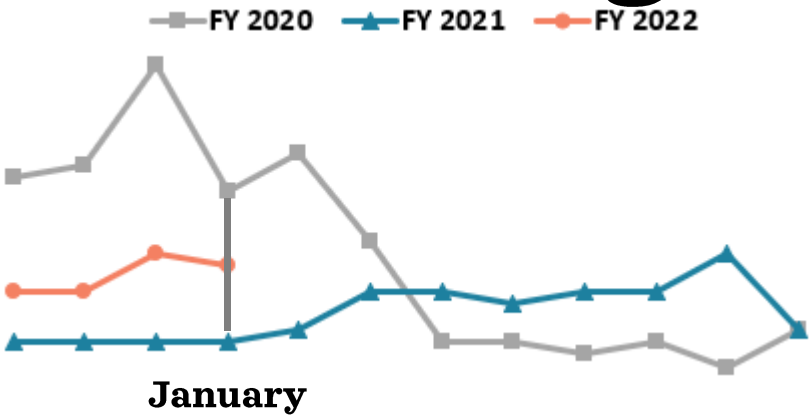
FY 2021 FY 2022 Flat
 Fiscal Year To Date
 October-January

0 0 Flat
 January 2021 - January 2022

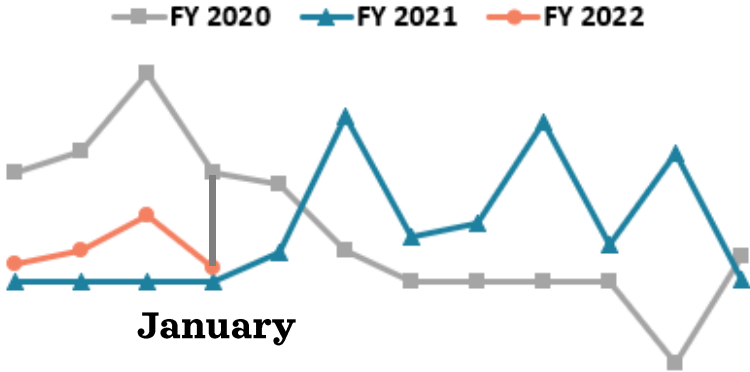
FY 2021 FY 2022 Flat
 Fiscal Year To Date
 October-January

Definite Bookings - All Sales

Bookings



Room nights



January 2021 - January 2022

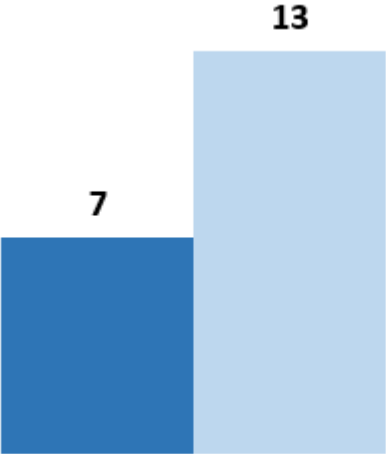
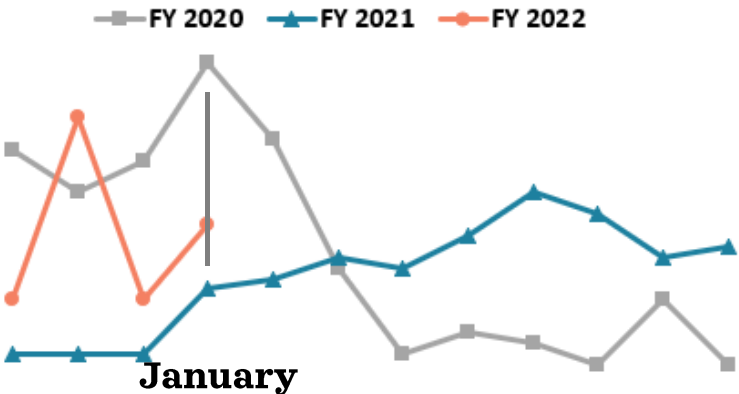
Fiscal Year To Date
October-January

January 2021 - January 2022

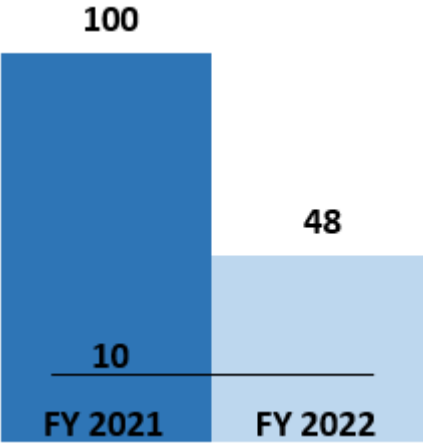
Fiscal Year To Date
October-January

Leads Issued - Meetings/Sports

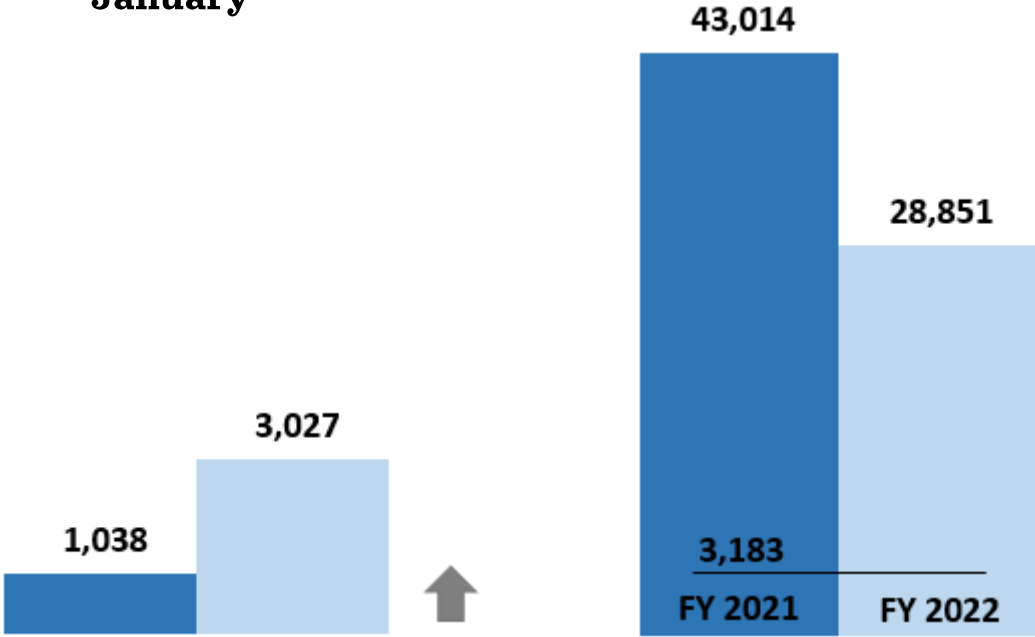
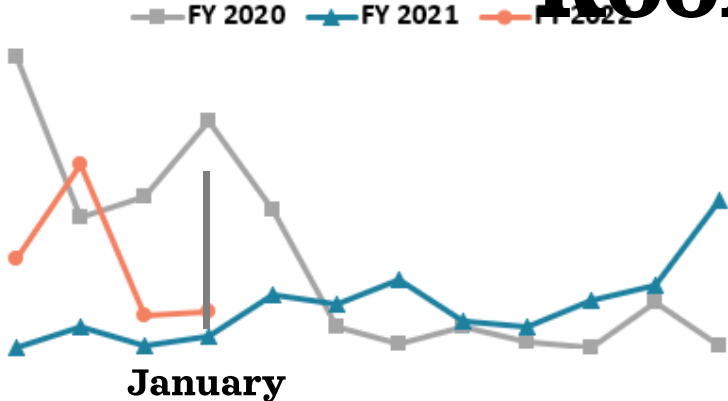
Potential Room Nights



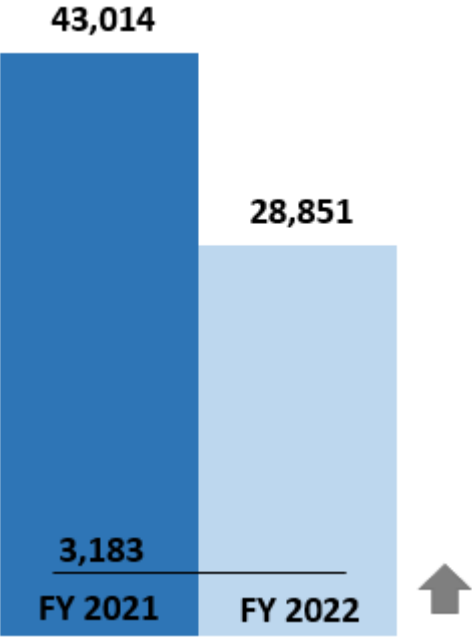
January 2021 - January 2022



Fiscal Year To Date
October-January



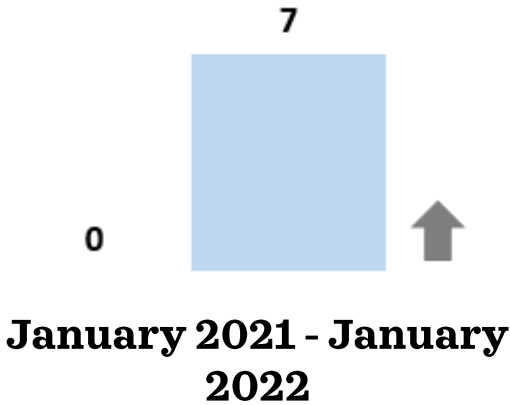
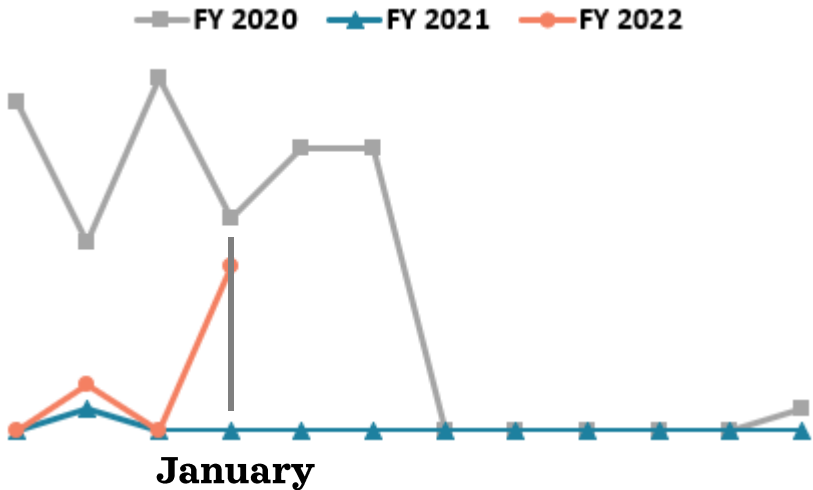
January 2021 - January 2022



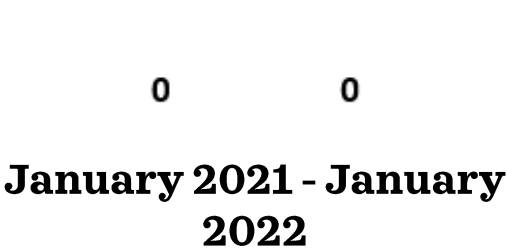
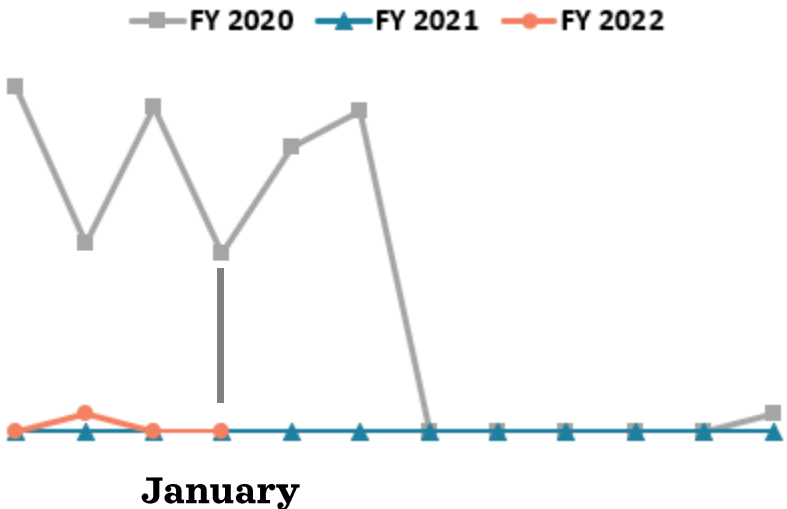
Fiscal Year To Date
October-January

Source: Coastal Mississippi

Leads Issued - Leisure

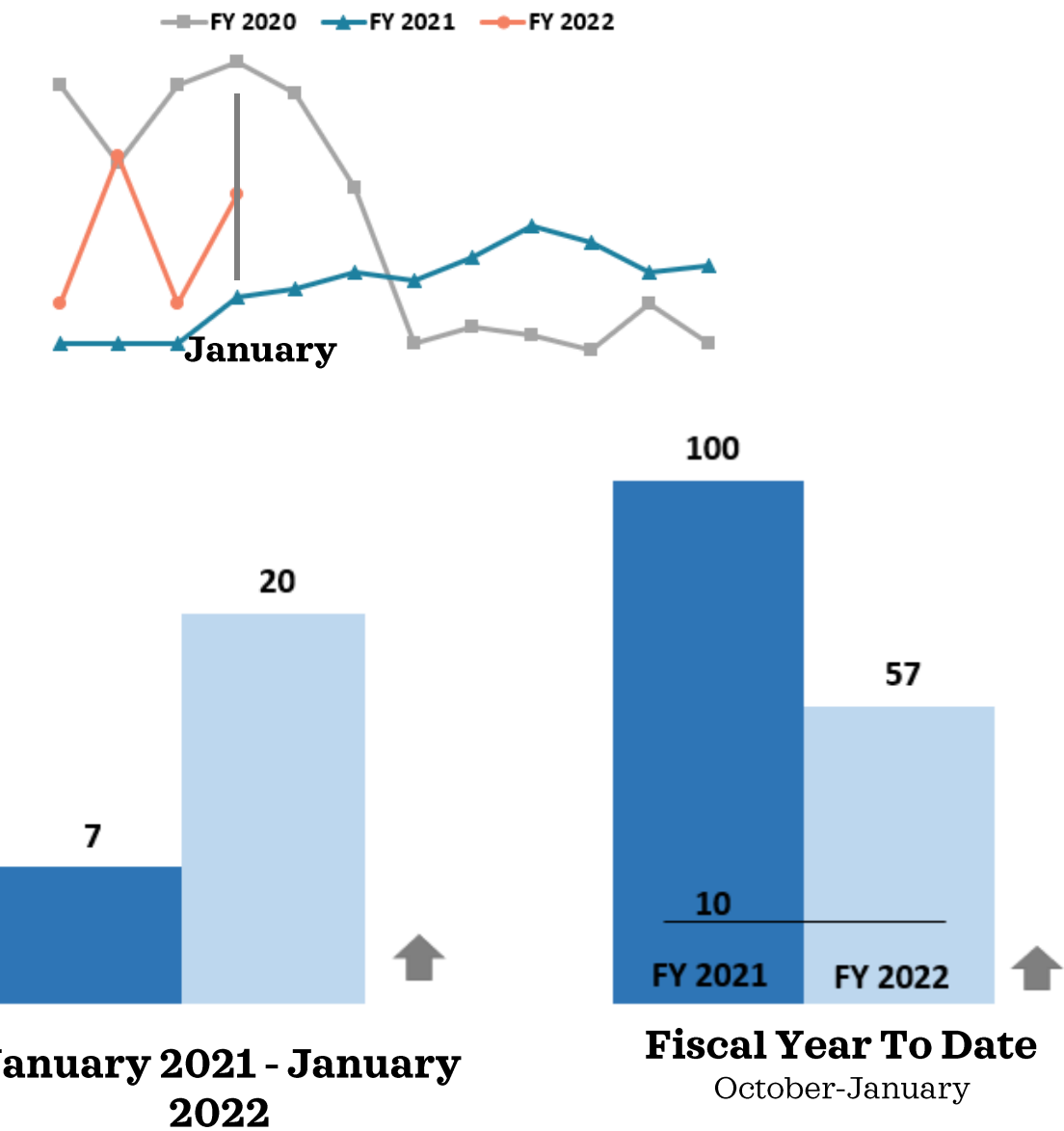


Potential Room Nights

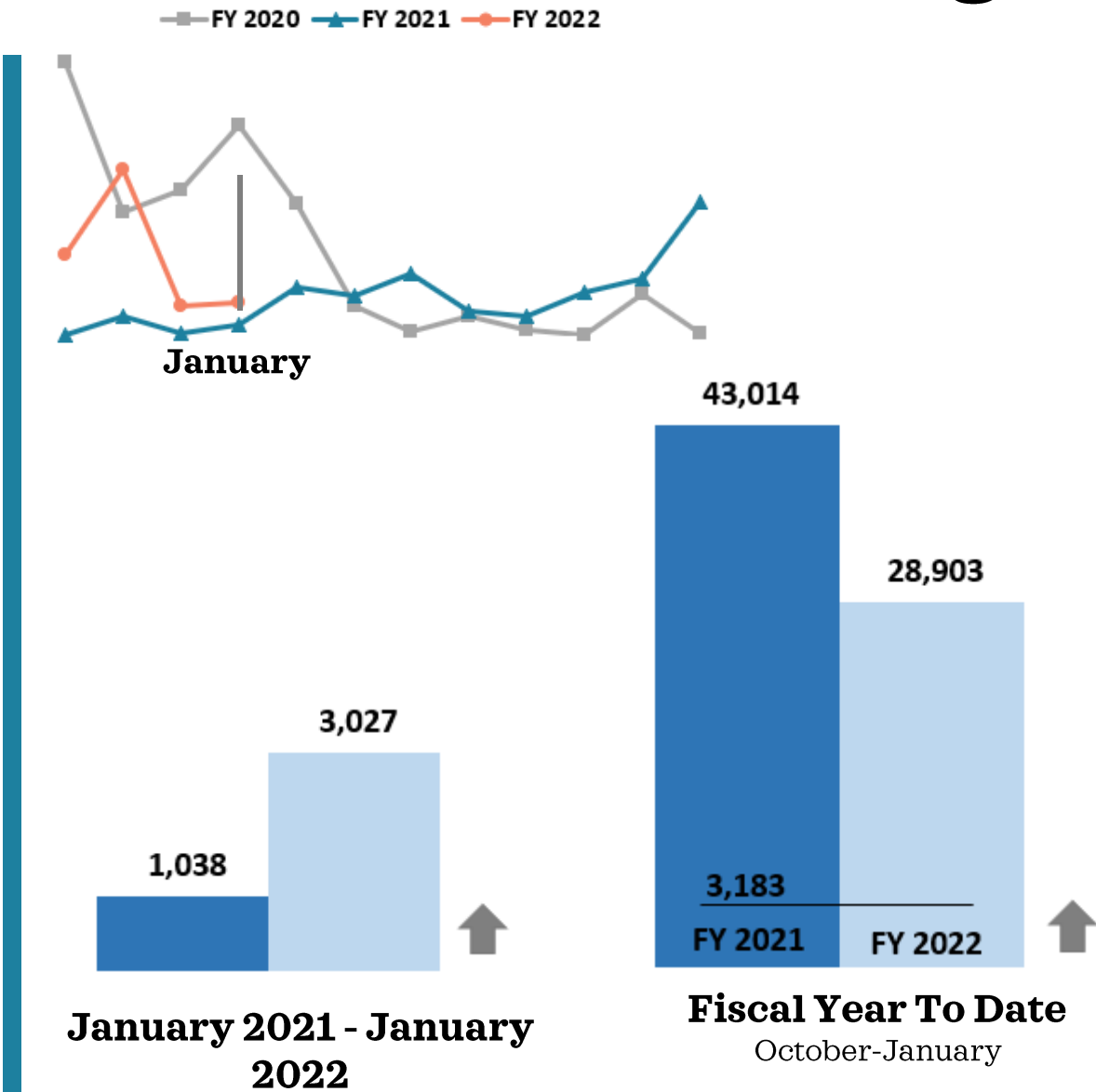


Source: Coastal Mississippi

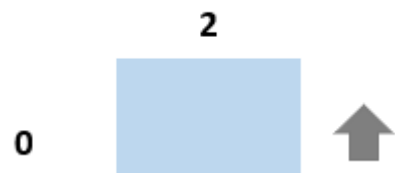
Leads Issued - All Sales



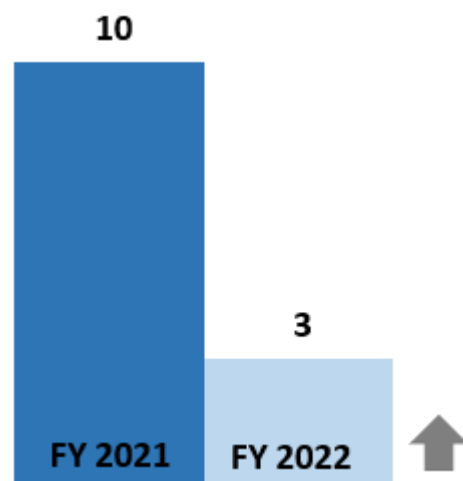
Potential Room Nights



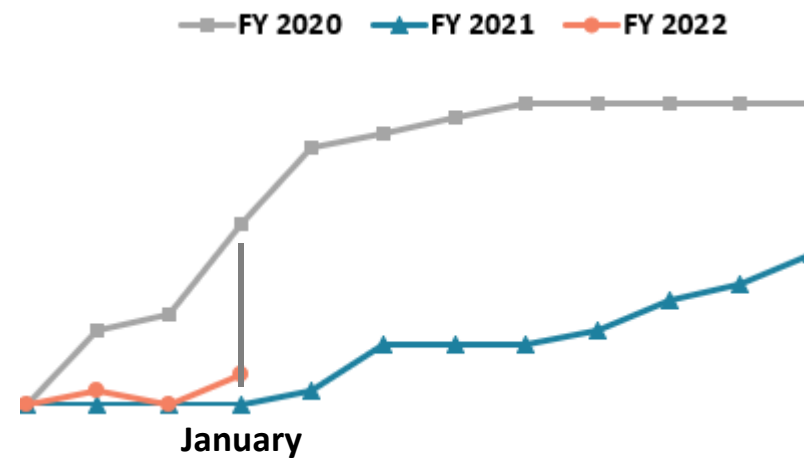
Convention Center Leads



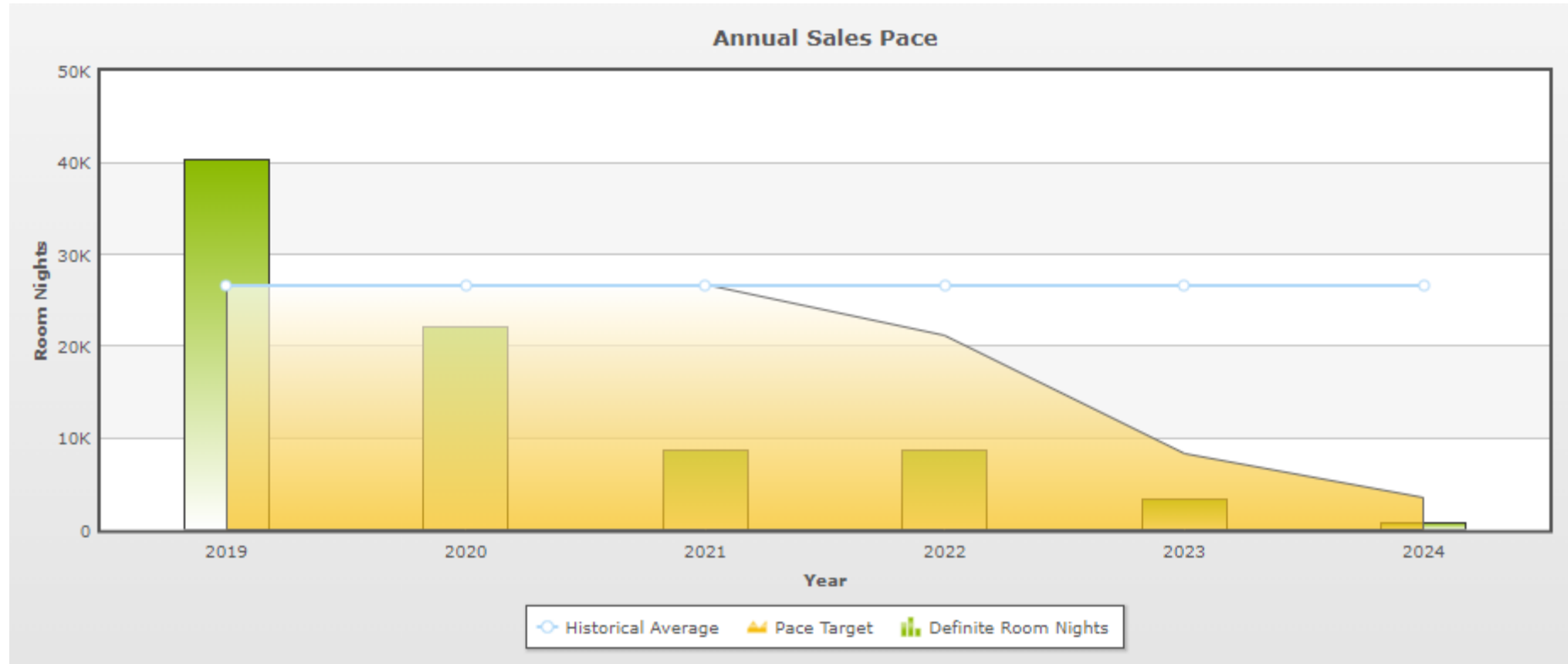
January 2021 over January 2022



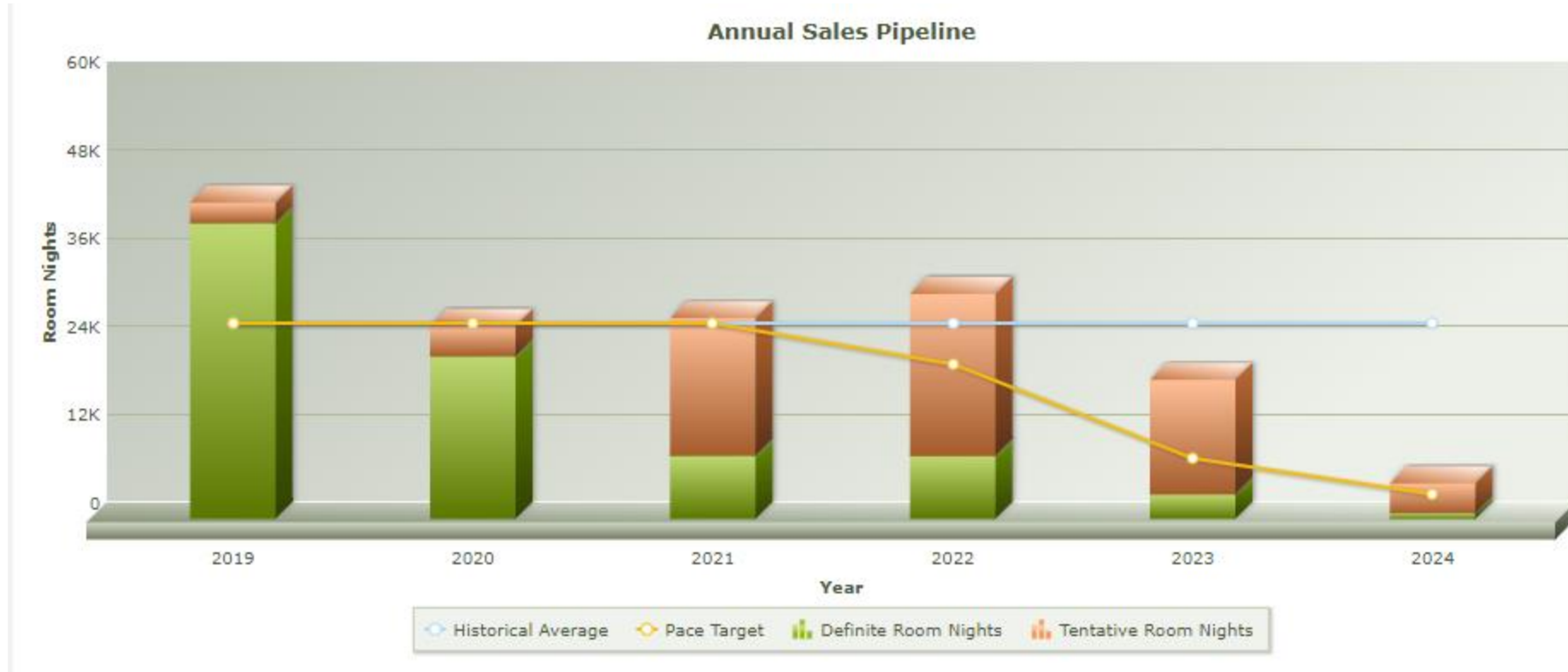
Fiscal Year To Date
October-January



Pace Report



Pace Report - Pipeline



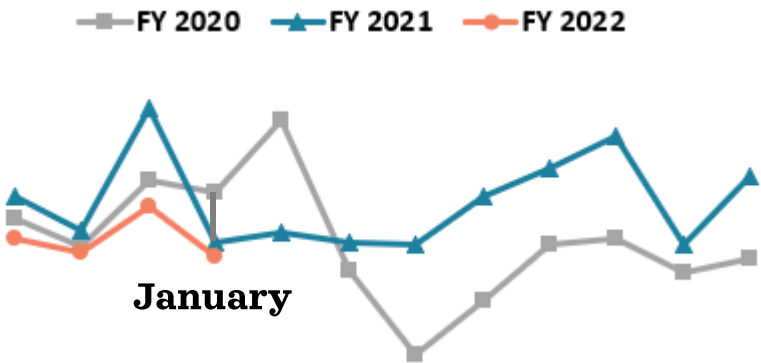
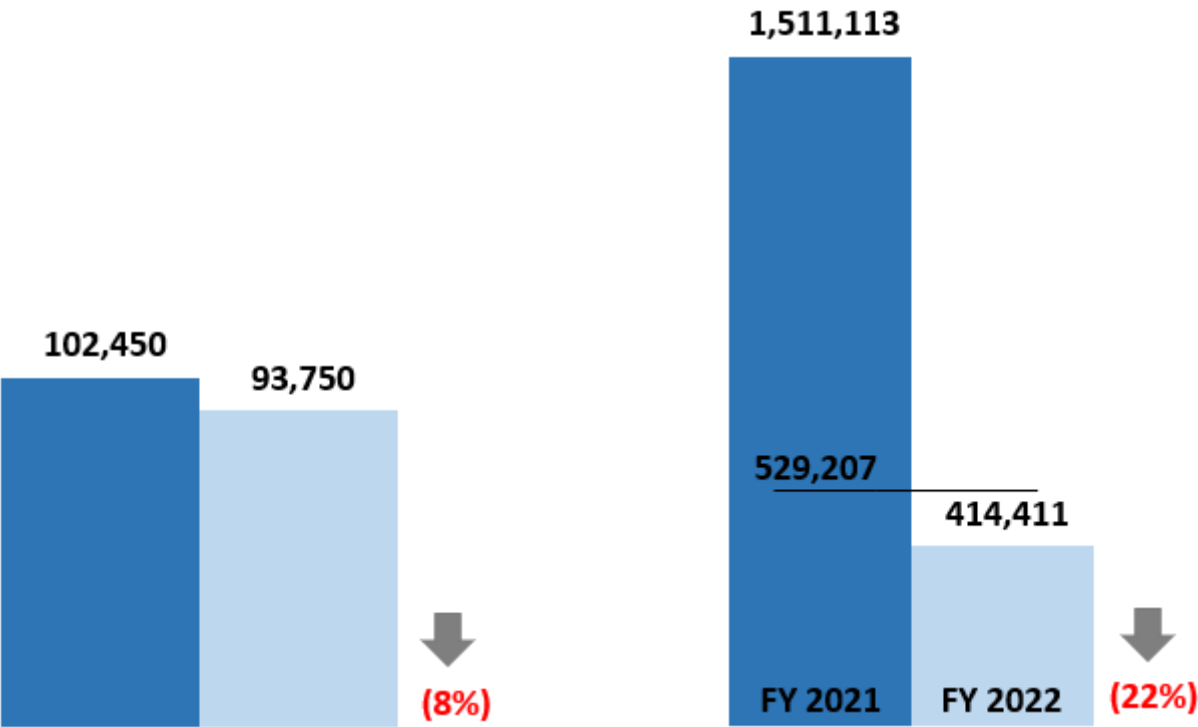
Google Analytics - Users

Organic Traffic Summary

While overall traffic to our site dropped 8% YOY Organic Traffic saw an increase of 31% YOY. The organic traffic increase resulted a lower bounce rate overall.

Other YoY organic highlights:

- Bounce rate improved by 1%
- Average session duration up 3%
- Referrals from listings up 7%
- Referrals from events up 92%
- VG requests up 30%



January 2021 over January 2022

Fiscal Year To Date
October-January

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 2022	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
Newsletter Signup	207	236	212	207								
Total Active Newsletter Recipients 26,100												
Request the Guide	544	581	518	900								
Digital Guide Views	131	86	90	159								

Action Taken

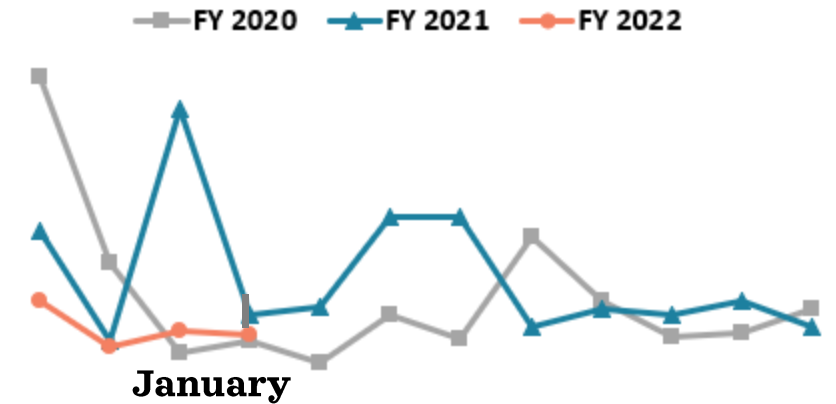
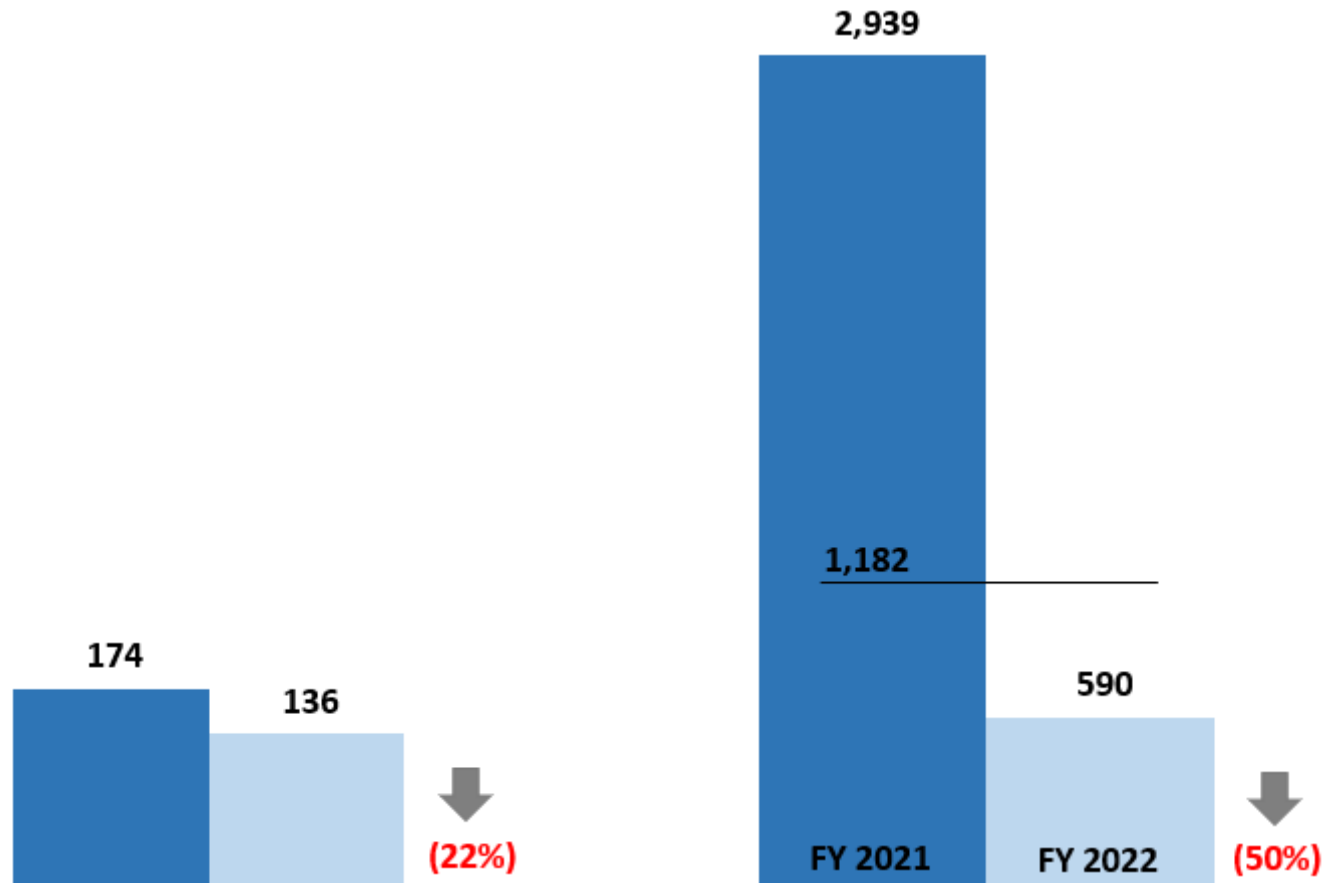
Total number of partner events and listings viewed by visitors on our site.

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

Event Detail	6,724	9,525	13,523	6,665								
Listing Detail	13,741	9,713	10,359	15,611								
Website referral	12,177	11,026	11,497	10,248								

455 – Things to Do; 340 - Attraction-pass; 296– Casinos; 210 – Restaurants

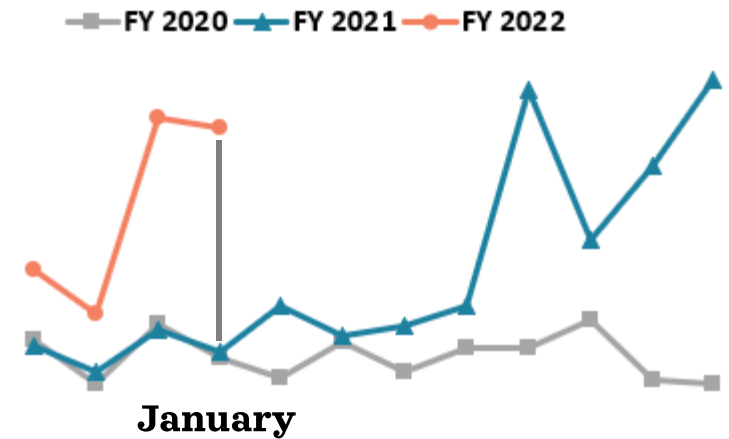
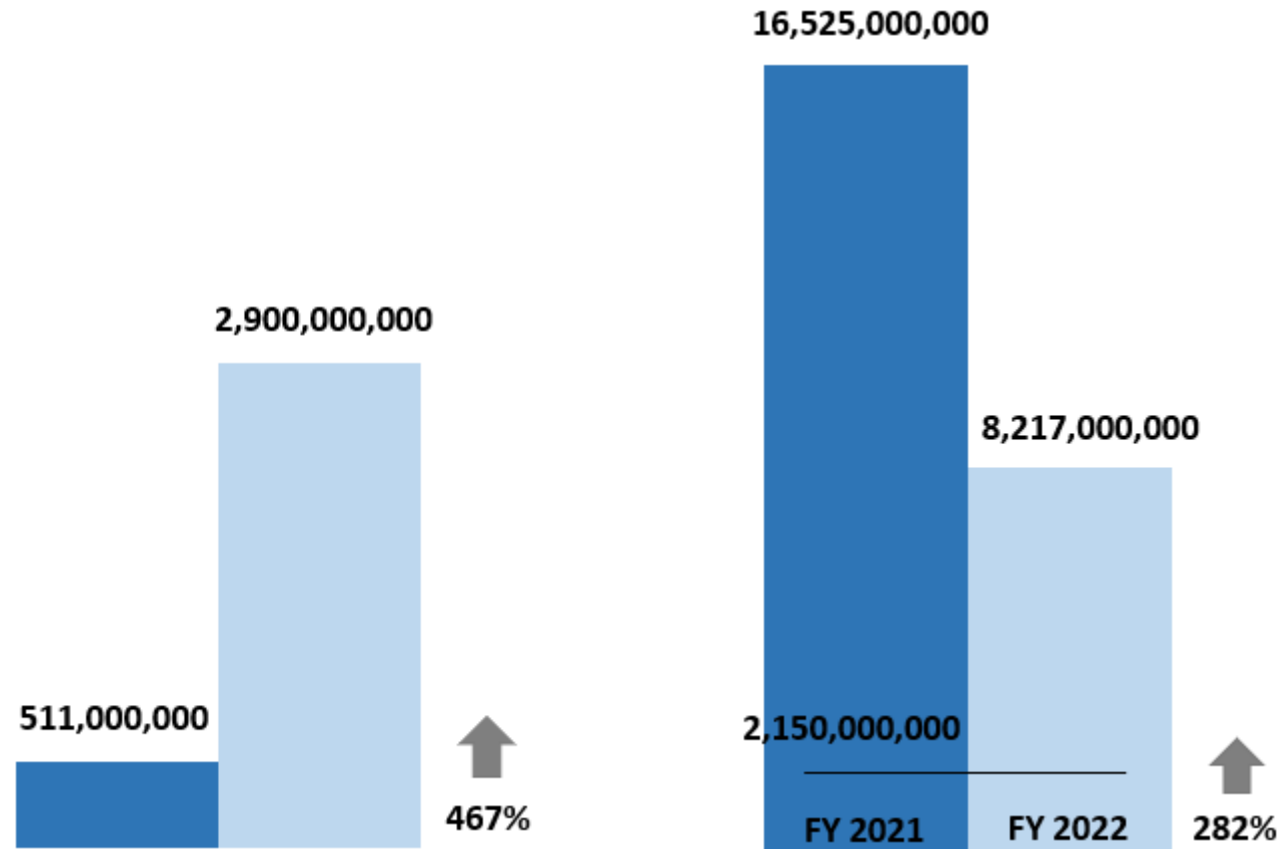
Number of Articles



January 2021 over January 2022

Fiscal Year To Date
October-January

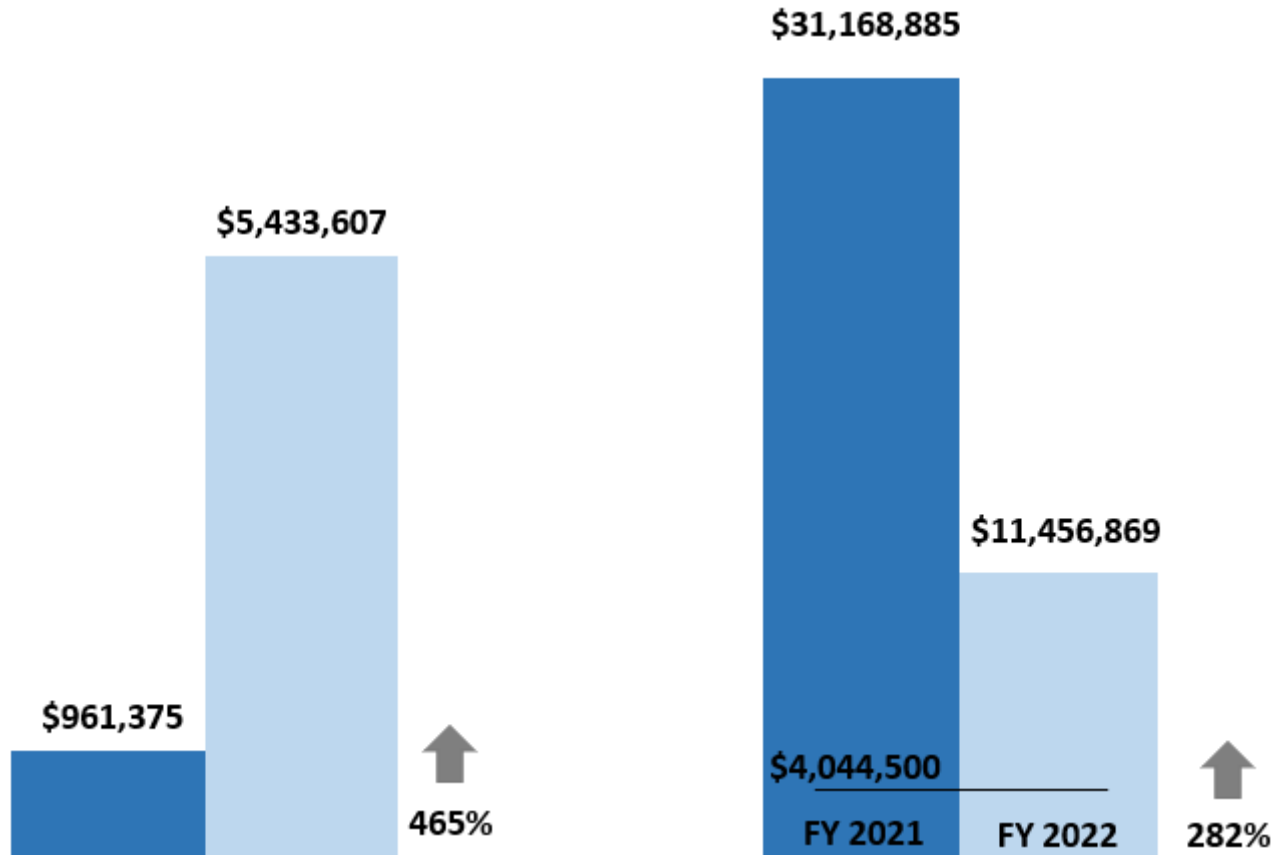
Impressions



January 2021 over January 2022

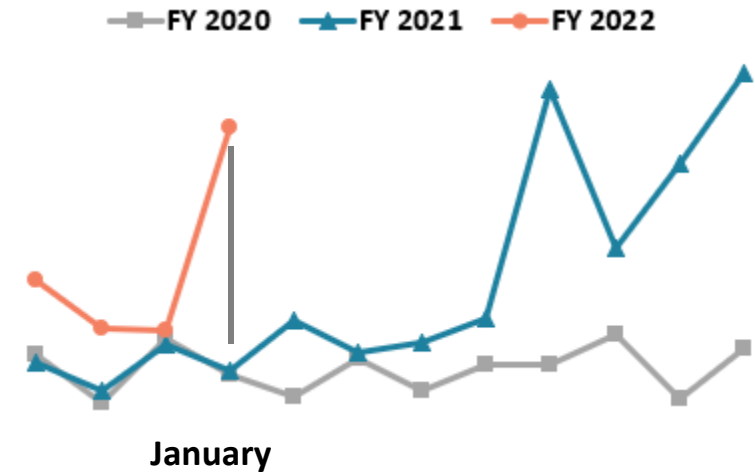
Fiscal Year To Date
October-January

Advertising Value Equivalency



January 2021 over January 2022

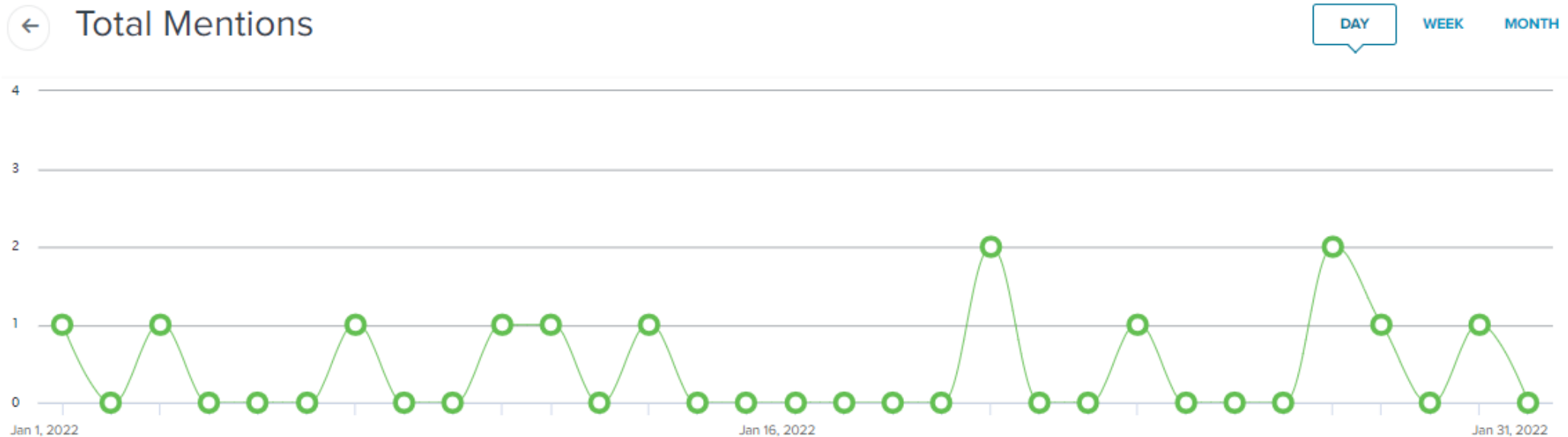
Fiscal Year To Date
October-January



Earned Media

Content Drivers:

- Family/Spring Break Destinations
- Beach/Outdoor Getaways
- Art/Culture
- Food & Drink





Coastal Mississippi names new executive director



Judy Young is the new executive director for the Coastal tri-county destination marketing organization Coastal Mississippi.

Young brings over 20 years of experience in tourism program design, marketing, sales, and supplier management.

She leaves her vice president convention and visitors bureau position in New Braunfels, Texas to make new memories on the Mississippi Coast.

In her new role as executive director, Young will lead all marketing, sales, communication, and operational efforts at Coastal Mississippi. "I hope to capitalize on my experience with a large group of stakeholders and passionate folks about their community, their destination that also has a history of generational investments. We're excited to be here and we're ready to soak it up and hit the ground running."

Local Media Coverage - Assisted



After rocky period, Mississippi's largest tourism bureau hires new director



BILOXI – The state's largest regional tourism bureau has chosen a new director from Texas to take over after the abrupt and controversial exit of its previous leader three months ago.

Judy Young, who most recently worked marketing a city outside San Antonio, will begin her new role as Coastal Mississippi's executive director on Feb. 1. Young has been working in the tourism industry for the last two decades.

"I was looking for a dynamic destination and it's an exciting opportunity," Young told Mississippi Today. "I was always a big travel person. I love travel and tourism. It's the greatest education there is out there. It feeds the soul."



50 Epic Girls' Getaway Destinations In Every State Across America



Gulf Coast, Mississippi

This under-the-radar gem is as warm and welcoming as it is laidback, making it ideal for a weekend escape with your friends. If you and your friends enjoy wandering sans agenda, start out in [Fishbone Alley](#), a funky walkway with colorful artwork and string lights as you weave your way towards [Pop Brothers](#) for a refreshing, small-batch popsicles made with herbs, spices, and fresh fruit from local producers. Make a detour to [The Greenhouse on Porter](#) for yoga, a dance party, or even a 7- or 8-mile bike ride known by locals as the "Porter Pedal." Accommodations-wise, you can't do better than the supremely chic [White House Hotel](#), where Cora's will spoil you and your girls with a selection of 40 wines and 16 beers on tap. P.S. You'll find it especially hard to pry yourself out of the hot tub — it's got ocean views.

7 Gorgeous Gulf Coast Beaches — From Texas to Florida

Bay St. Louis Beach, Bay St. Louis, Mississippi



Biloxi gets all the press, but if you have your heart set on a clean, pristine stretch of sand and clear waters, head to Bay St. Louis. The seaside city takes a lot of pride in the cleanliness of its stretch of the Gulf Coast, providing visitors with a welcoming, relaxing experience. Once you've had your fill of white sand, make your way through the galleries and antique stores downtown, or swing by a restaurant and order the catch of the day (the area is known for its excellent fishing).

21 Best Spring Break Destinations for Families in North America

Coastal Mississippi, Mississippi

When you seek spectacular sunsets, scrumptious seafood, soft sugar beach sand, and Southern hospitality, Coastal Mississippi should top your spring break destination list – for families, couples, and even solo travelers.

Coastal Mississippi beaches are underrated. A favorite section is along the spectacular 12-mile coastal scenic drive between Henderson Point (across the bridge from Bay St Louis) to Long Beach. Hundreds of FREE, beachside parking spots continually tempt drivers to stop and put their feet in some of the softest and cleanest beach sand in the world. Phenomenal Gulf of Mexico sunset viewing spots include Henderson Point and Front Beach (Ocean Springs).

Coastal Mississippi Assisted Media Coverage

Angel Trees of Bay St Louis – A Story of Survival and Hope



There are 6 of these trees located at four different locations around the historic area of Bay St Louis. You'll be quite impressed by the amount of detail the artist, **Dayle Lewis**, was able to carve into these trees.

One tree has quite a unique story. As the storm surge engulfed one resident's home, she, along with her terrier Maddy and two of her neighbors, desperately clung to a large branch of an oak tree in her backyard. They clung to this branch for hours about 20 feet above the storm surge. Even at this height, the waves were still washing over them. She says that after the waters receded, they were able to climb down and see that the life-saving tree had been damaged beyond retrieval, after it had literally saved their lives.

The Art of Coffee Bean Roasting with Coast Roast



Roasting coffee is a combination of art and science. It's also a creative outlet for those searching for the perfect cup of coffee, like Shawn Montella, owner of **Coast Roast**, a coffee roasting facility in Long Beach, Mississippi.

Nestled inside a historic bank that survived Hurricane Katrina, you'll find **Bankhouse Coffee**, the storefront for Coast Roast. Cool and cozy, this community coffee house is a busy mecca where locals and tourists can enjoy a great brew.

Roadtrippers

Finding 'Eden' at the Walter Anderson Museum of Art, dedicated to a misunderstood Mississippi artist

Located in Ocean Springs, the 30-year-old museum celebrates the work of an outsider who has remained an enigma to his family since his death in 1965



Who would you like to meet at a dinner party and why?

If I could turn back time to early 1965, I'd like to meet Louisiana-born artist Walter Anderson. From an outsider's perspective, Walter's life was full of challenges, heartbreak, and rejection. But his artwork proves he was also resilient and capable of creating art that transcended his earthly problems while delivering an astonishingly beautiful glimpse into the natural world he experienced.

25 ALL-TIME BEST THINGS TO DO IN MISSISSIPPI

BEAU RIVAGE CASINO



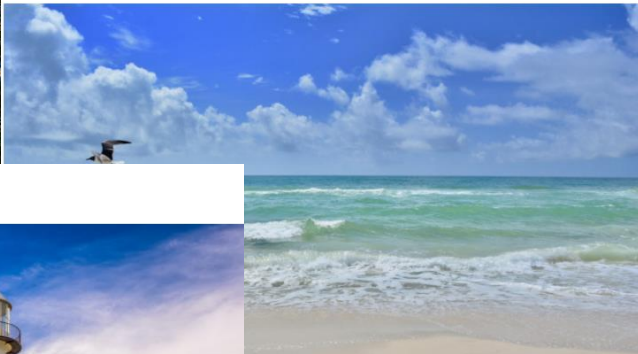
BILOXI Lighthouse



INSTITUTE FOR MARINE MAMMAL STUDIES



GULF ISLANDS NATIONAL SEASHORE



LYNN MEADOWS DISCOVERY CENTER



8 distinctive, romantic Southern hotels

6. The Roost Boutique Hotel

Ocean Springs, Mississippi



After The Roost opened in 2017, *Architectural Digest* called it the most beautiful hotel in Mississippi. And rightly so. Each of the guest rooms is uniquely curated with comfortable furnishings accented by salvaged wood. Shared porches invite guests to sit and enjoy the salt-air breezes. The speakeasy-style bar, The Wilbur, serves cocktails and light bites. Woo your sweetie by adding the “Will You Be Mine” amenity that’s offered at select times—decadent chocolates, fresh flowers, and a bottle of prosecco.

Social Media Metrics



Monthly
Change

643

27

1

70

509

35

1,285

January
2022

159,937

15,484

987

18,201

1,878,879

6,092

2,079,581

Facebook

Twitter

Pinterest

Instagram

YouTube

LinkedIn

Total

(Total Likes)

(Total Followers)

(Total Followers)

(Total Followers)

(Lifetime Followers)

Total Followers

Coastal Mississippi

January 6 · 🌐

Let the coastal carnival season begin! #TwelfthNight #HappyKingsDay

📍 Mississippi Aquarium

#MSCoastLife #SecretCoast

1,683,831

People reached

2,495

Engagements

Boost post

Angelica Plata, Pamela Mendel and 331 others

5 Comments 89 Shares

Like

Comment

Share

*Organic + Paid Performance

Facebook

View Insights

Boost Post

Liked by loveburgerbox and 720 others

coastalms Happy birthday to Elvis Presley! 🎉🎤

Did you know that the King of Rock and Roll hung out on the #SecretCoast at @GulfHillsHotelandResort back when it was the Dude Ranch?

@gulfhillshotelandresort

#MSCoastLife #ILoveOS

View all 16 comments

Impressions

8,560

Interactions

831

Instagram

Coastal Mississippi

6,092 followers

2w · 🌐

SO many king cakes to choose from on the #SecretCoast. But why choose? Try all of these mouthwatering festive treats this Carnival Season! 🥰💜💚💛

...see more

113

9 comments

Impressions

3,762

Reactions

113

Clicks

838

Shares

14

LinkedIn

Coastal Mississippi

@SeeCoastalMS

Ground Zero Biloxi will be open before you know it! 🏠

Bill Snyder

@BillSnyderWLOX · Jan 5

The classic sign for the Ground Zero Blues Club-Biloxi location is going up today. This business is one of several that's moving into the old Vieux Marche corridor in downtown Biloxi.

10:13 AM · Jan 7, 2022 · Twitter Web App

Impressions

5,850

Engagements

59

Retweets

8

Likes

18

Twitter

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