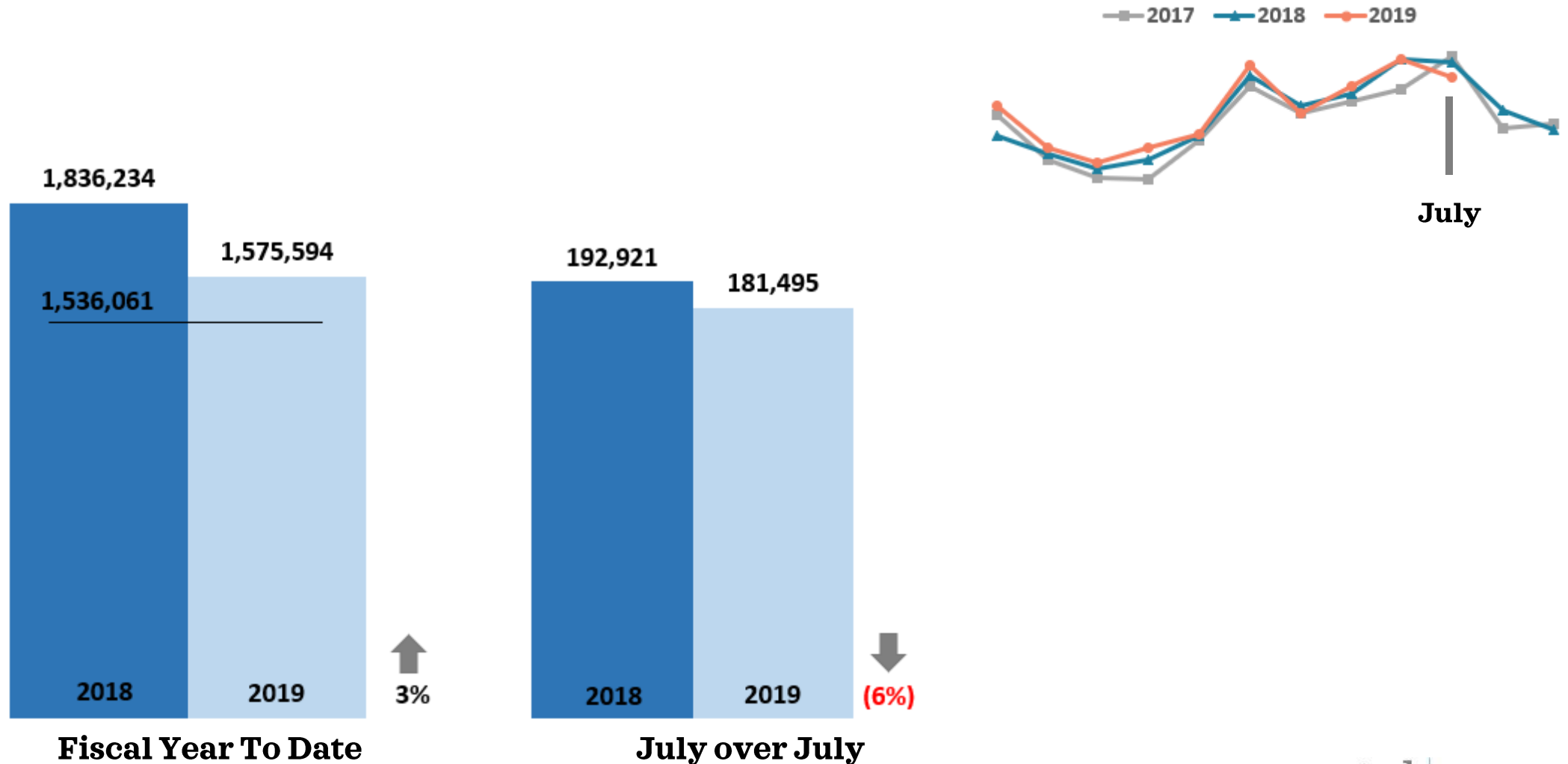


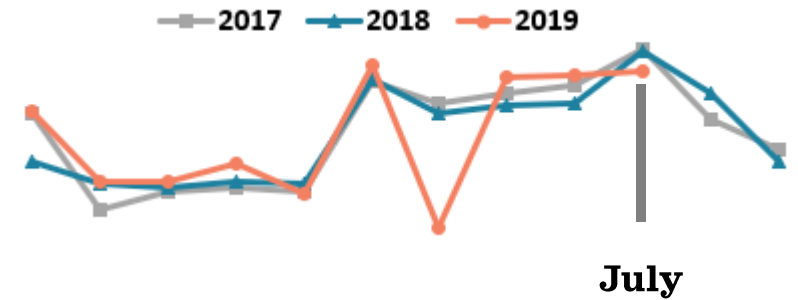
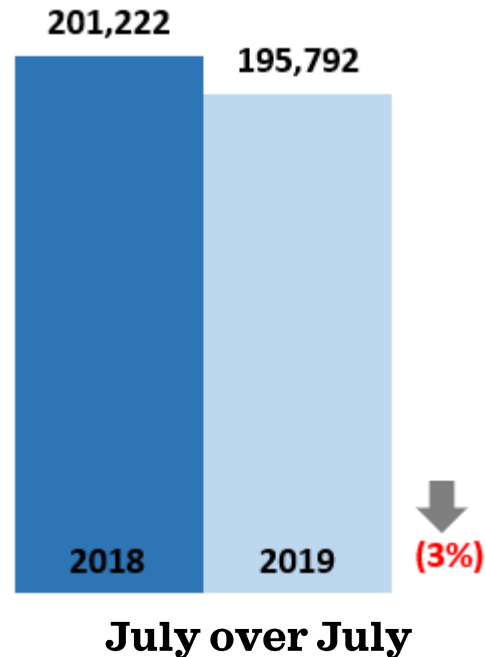
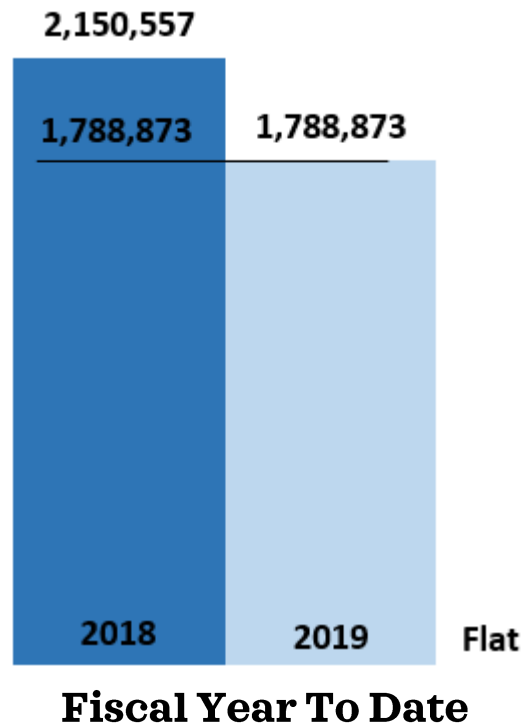
coastal MISSISSIPPI *— The Secret Coast —*

- Key Performance indicators
- July 2019

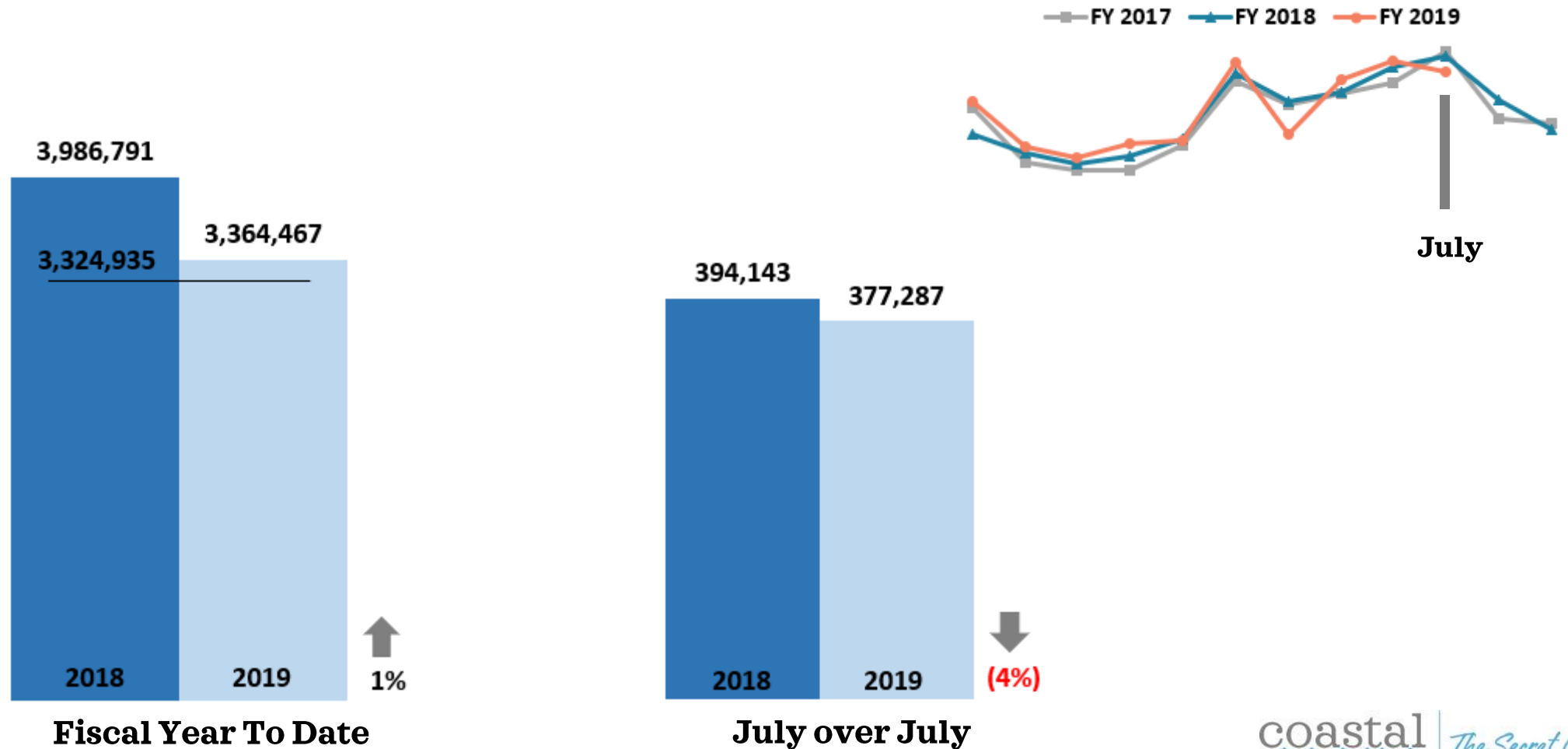
Non-Casino Rooms Sold



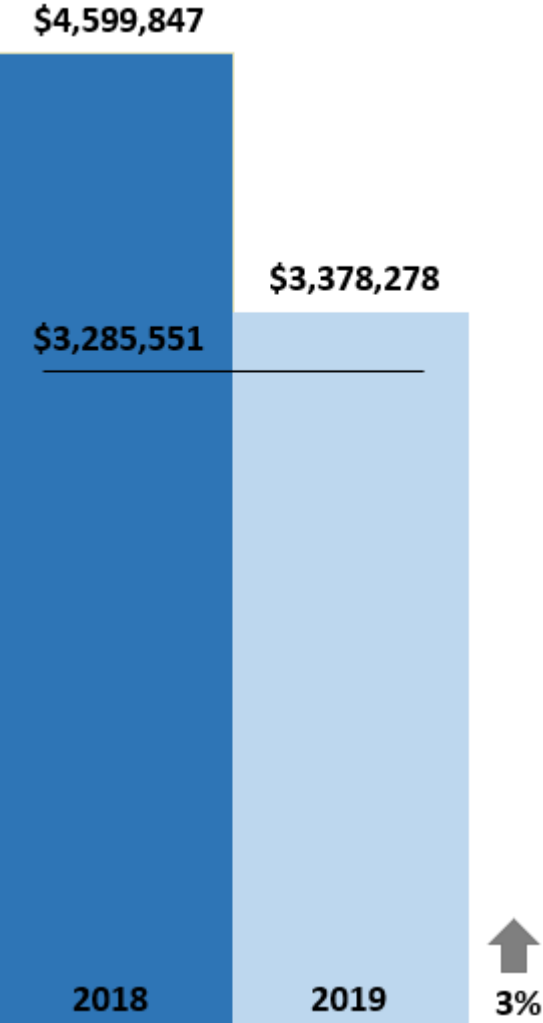
Casino Rooms Occupied



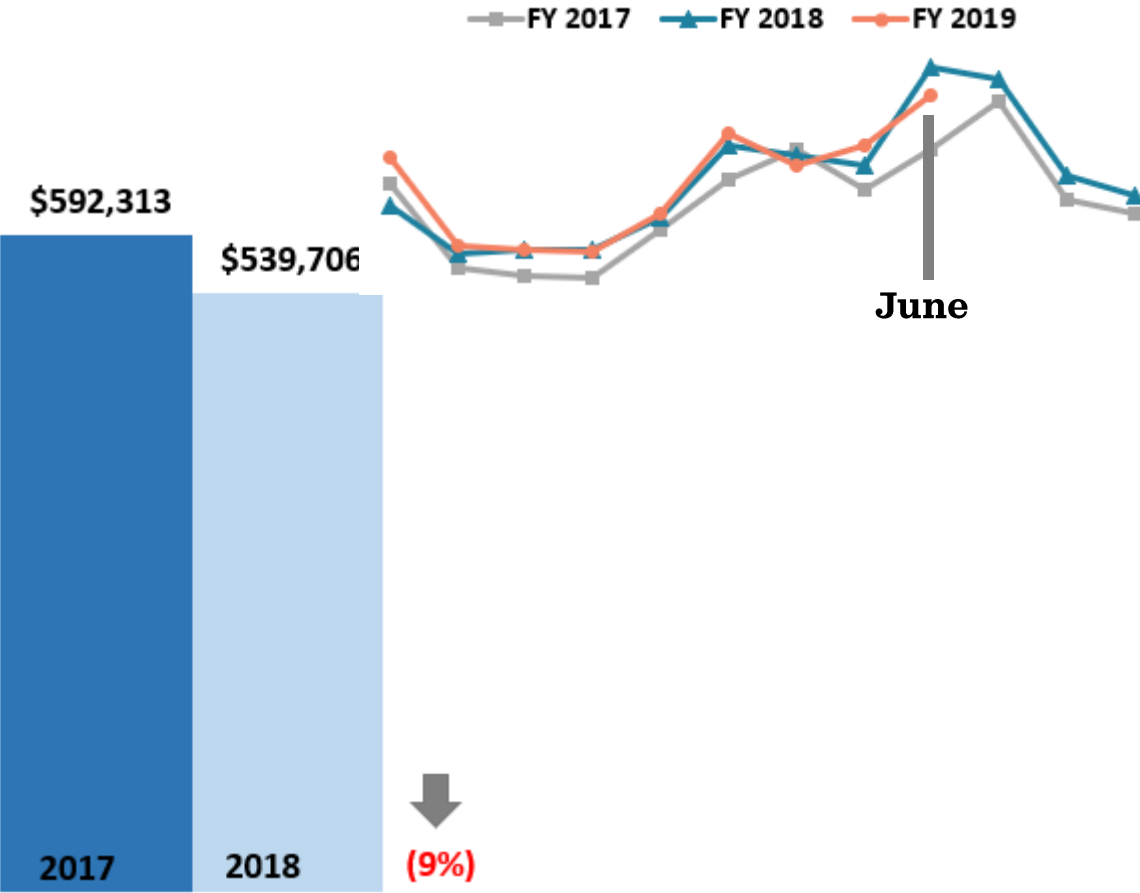
All Rooms Sold/Occupied



Occupancy Tax Receipts



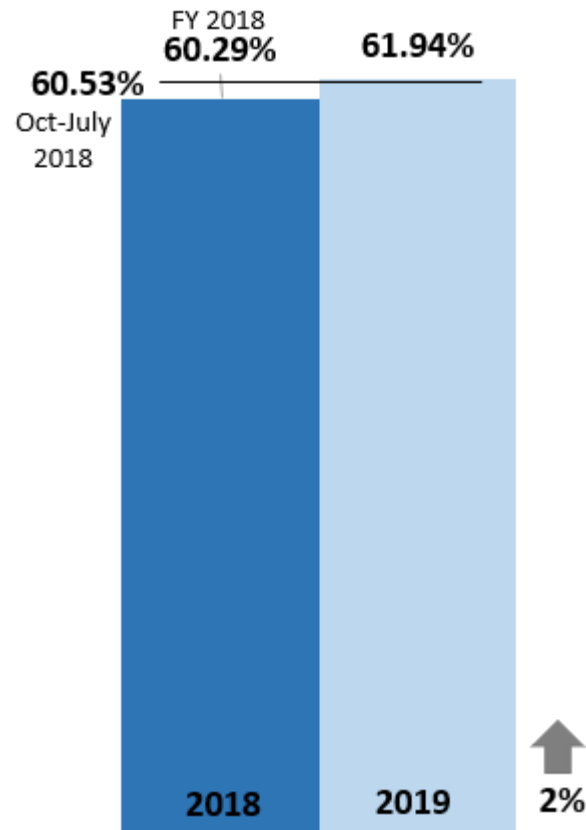
Fiscal Year To Date



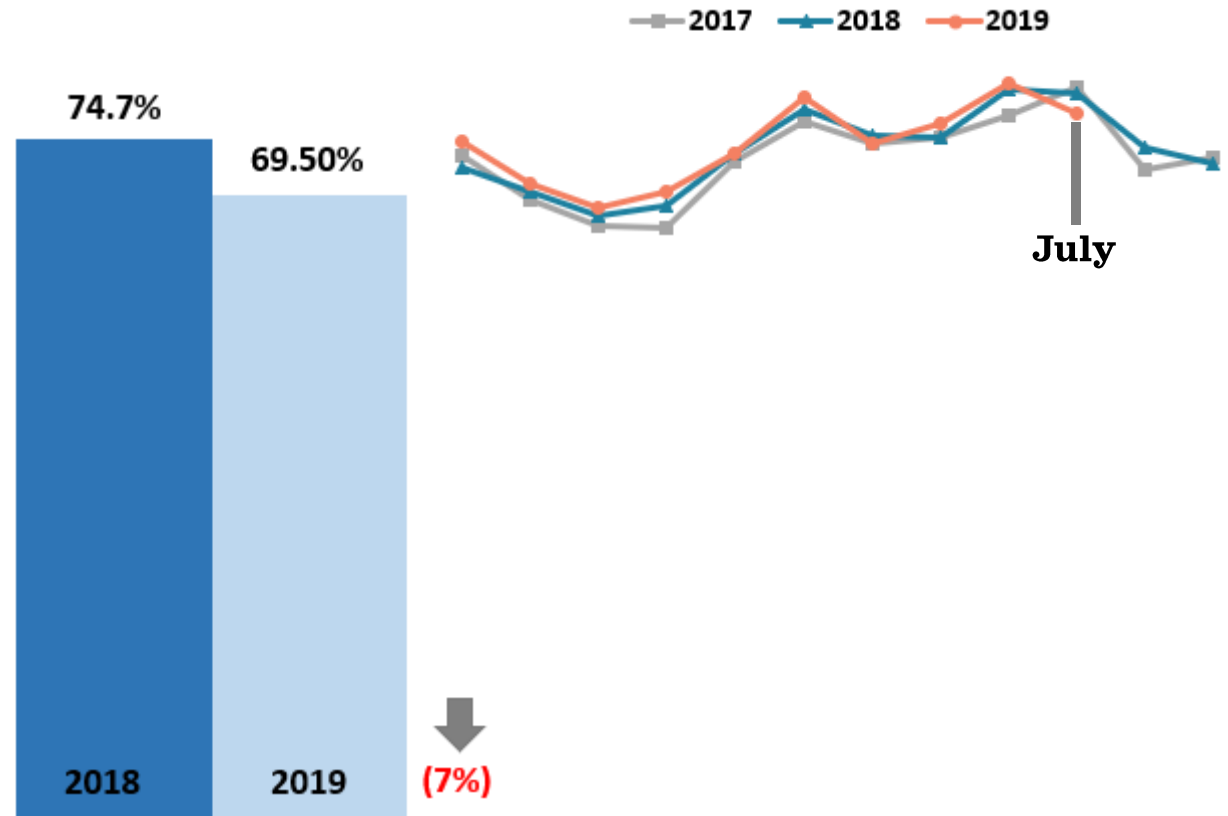
June over June

Source: MS Department of Revenue

Non-Casino Occupancy

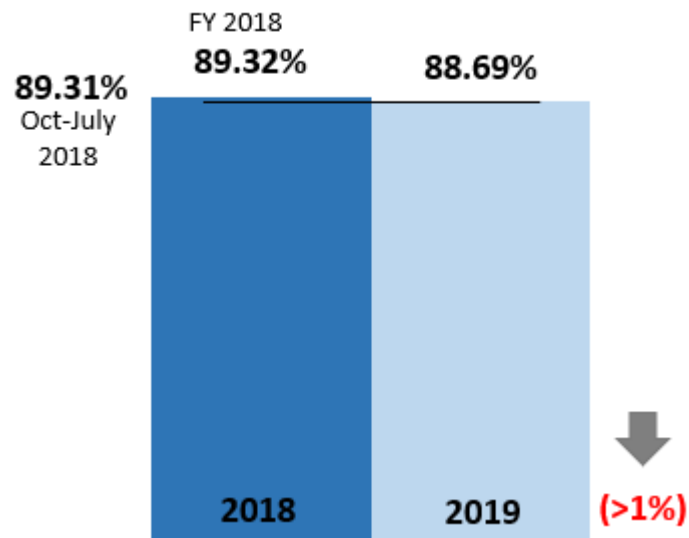
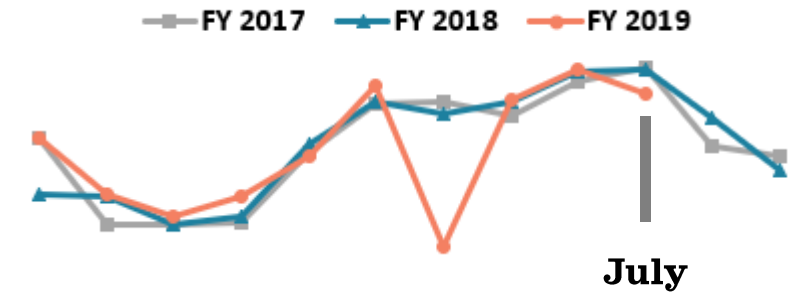


Fiscal Year To Date

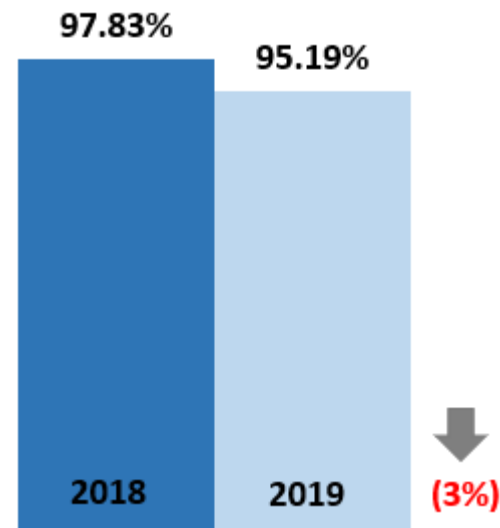


July over July

Casino Occupancy

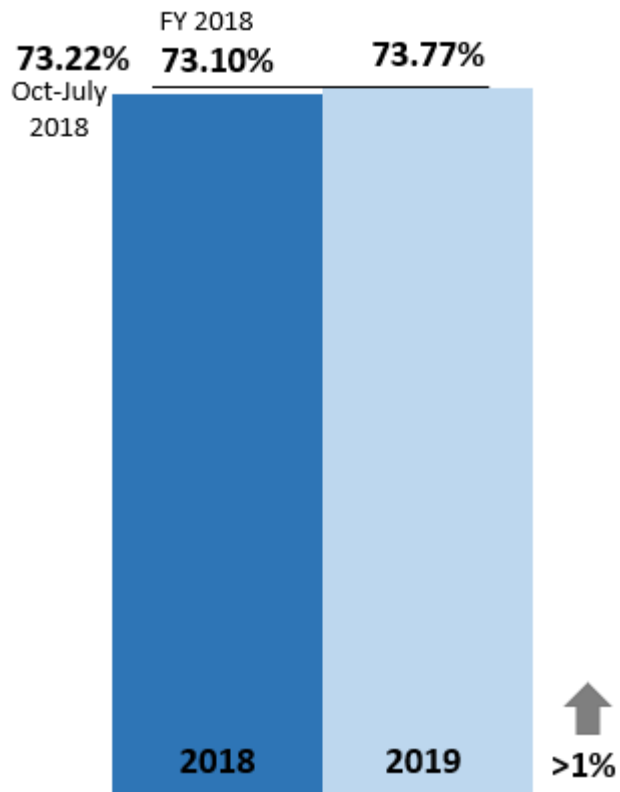


Fiscal Year To Date

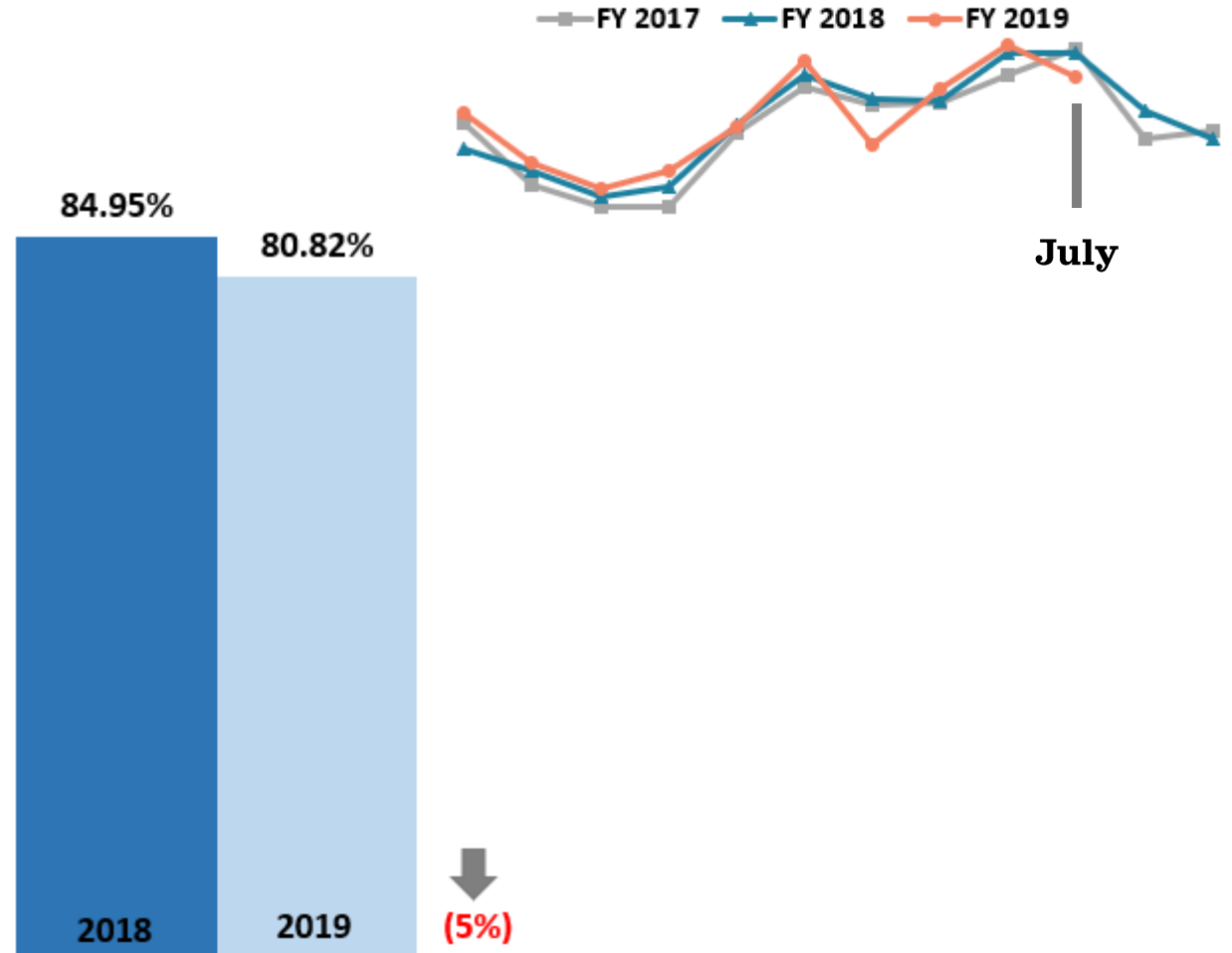


July over July

All Occupancy

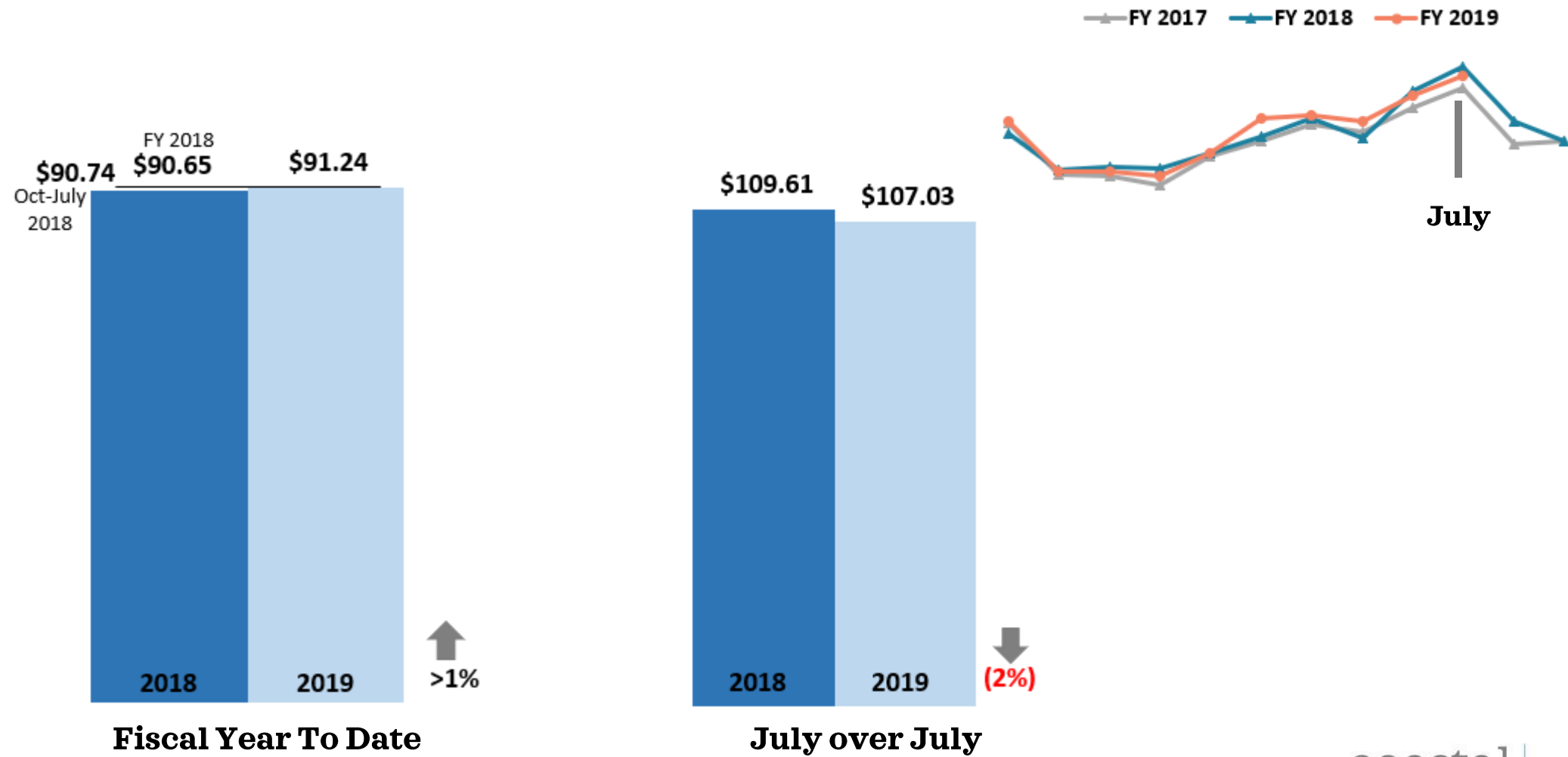


Fiscal Year To Date



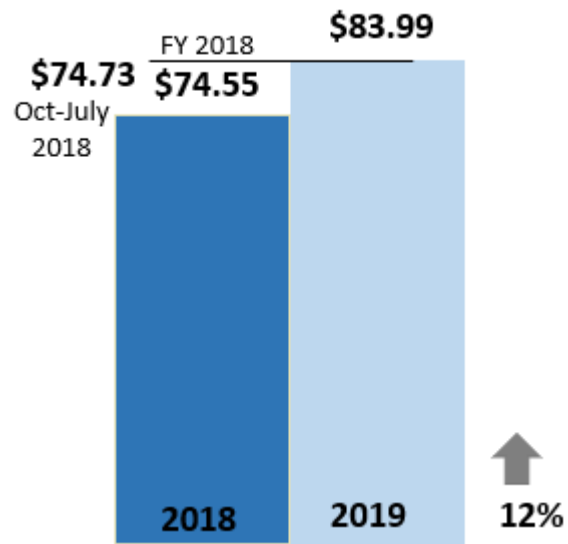
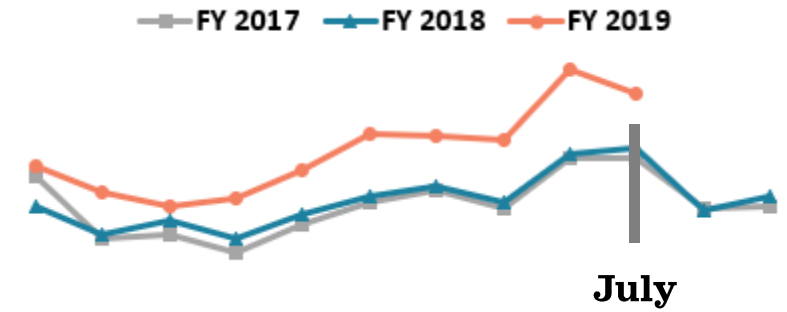
July over July

Non-Casino ADR

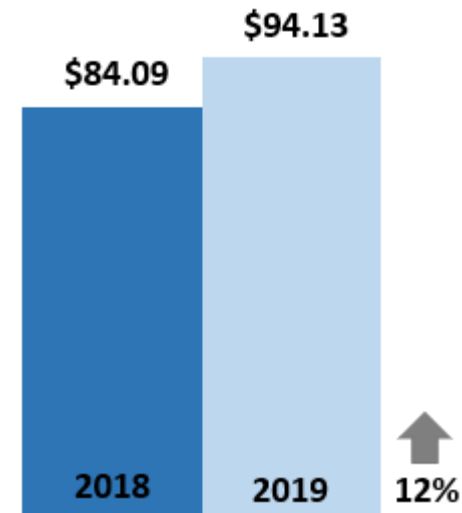


Source: STR

Casino ADR

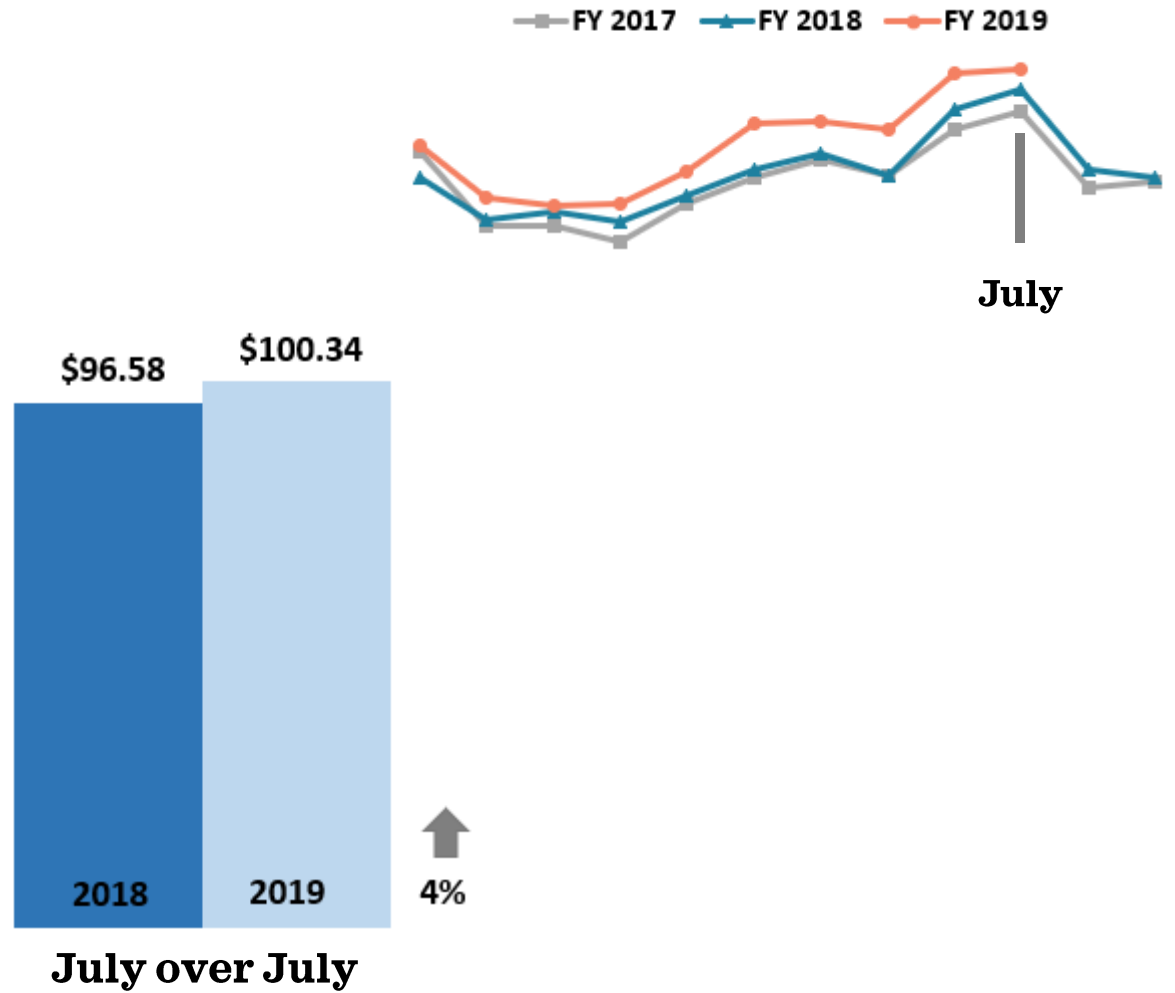
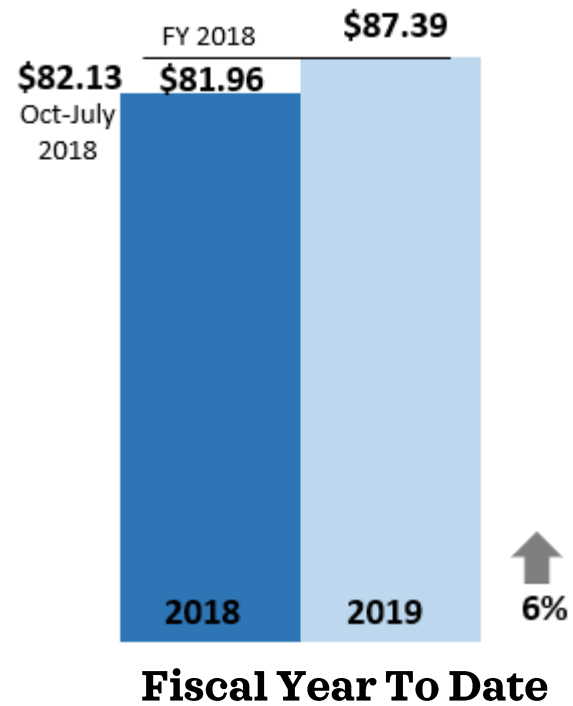


Fiscal Year To Date

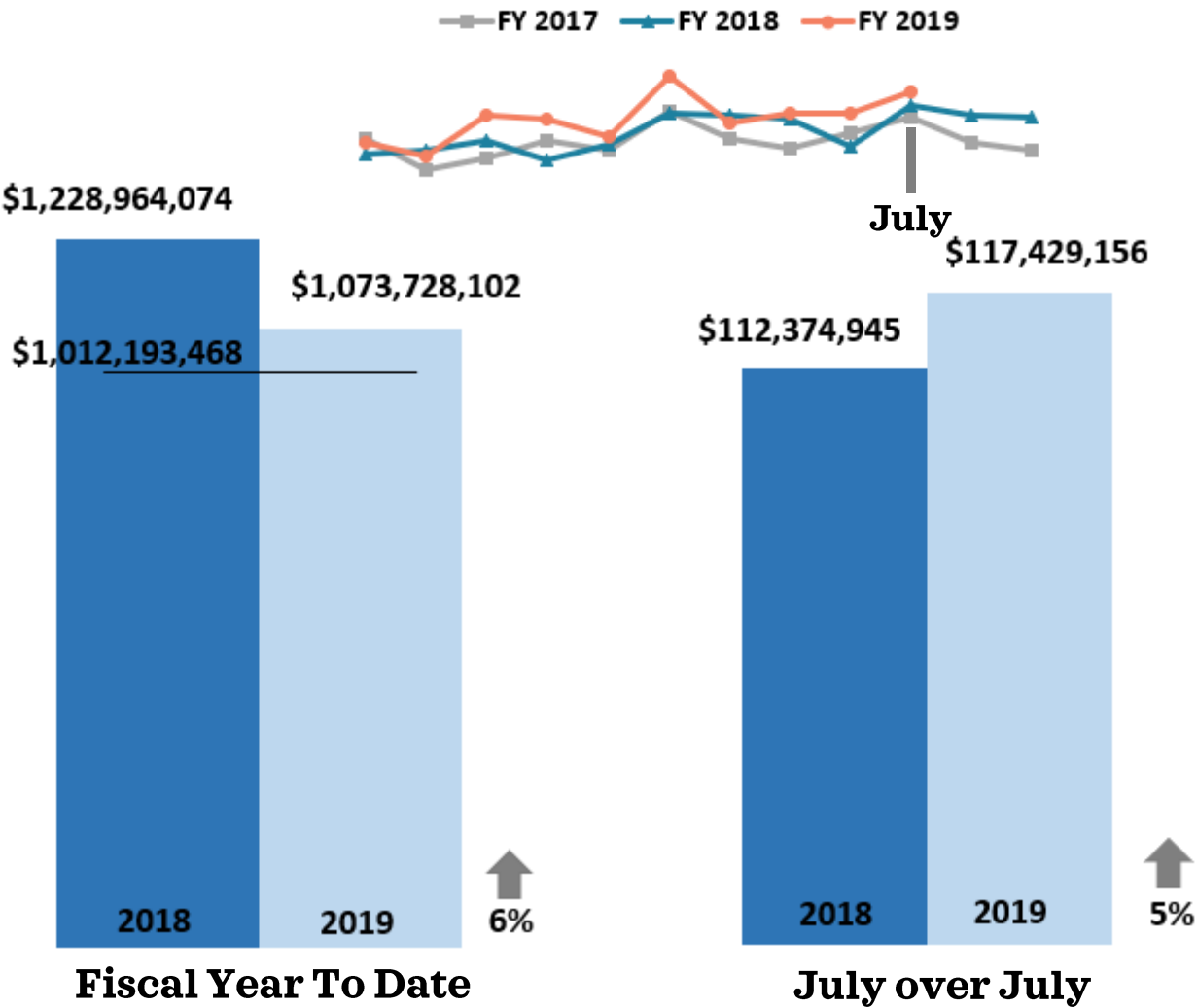


July over July

All ADR

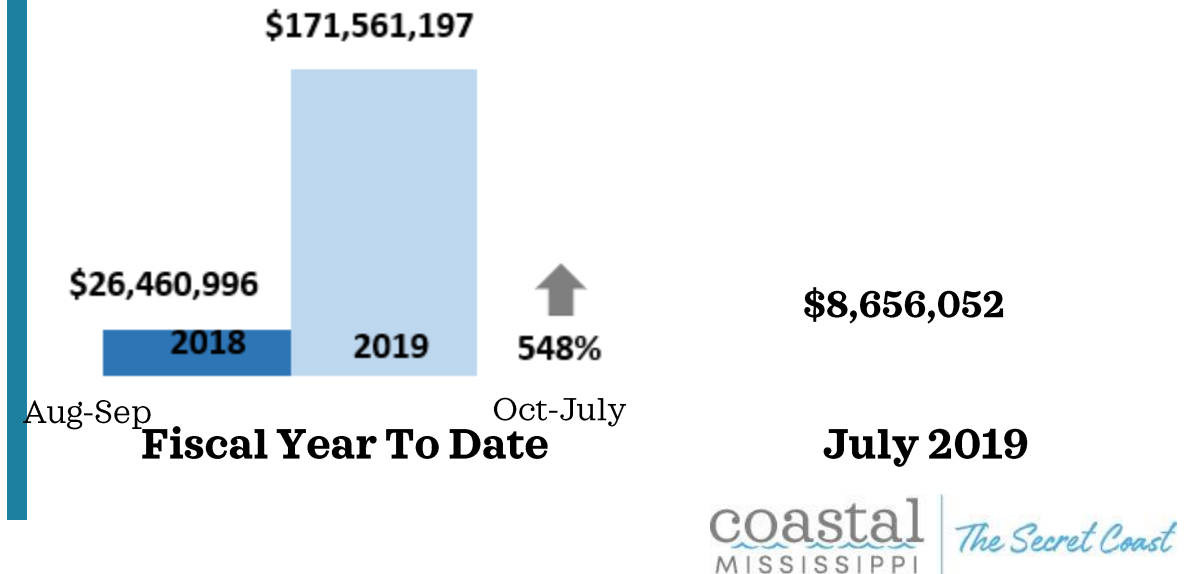


Gaming Revenue



Source: MS Gaming Commission

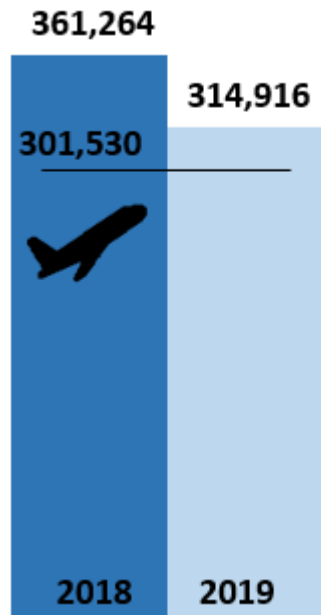
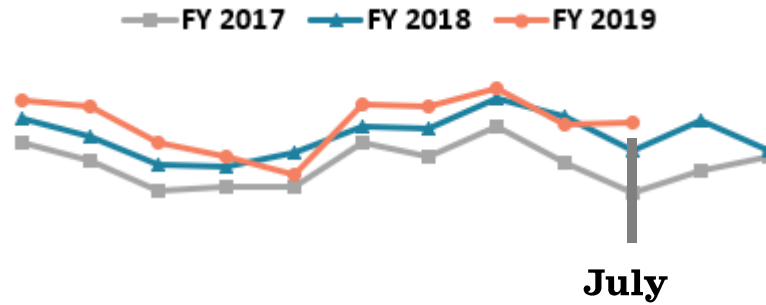
Sports Betting Wagers



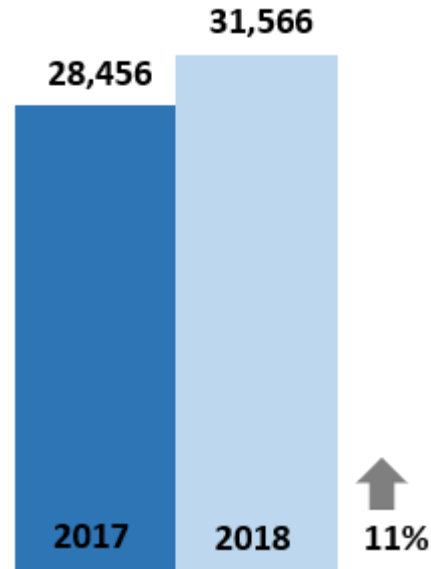
* Sports Betting began August 2018

Airport

Enplanements

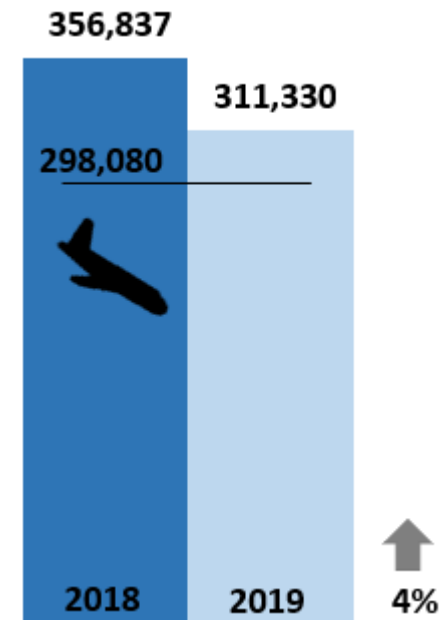
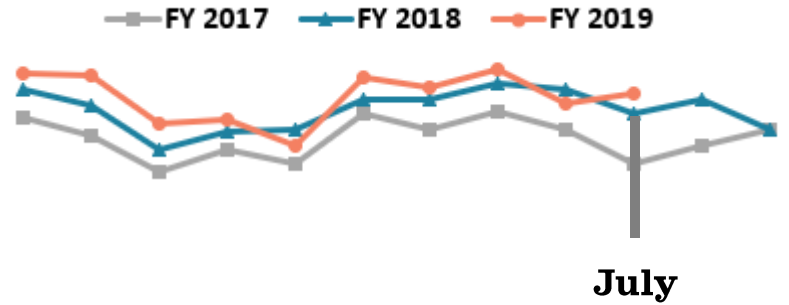


Fiscal Year To Date

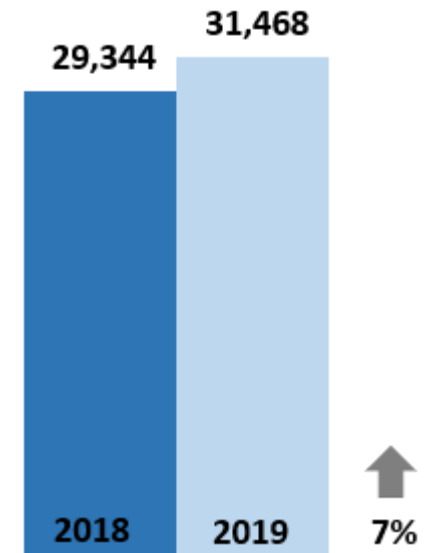


July over July

Deplanements

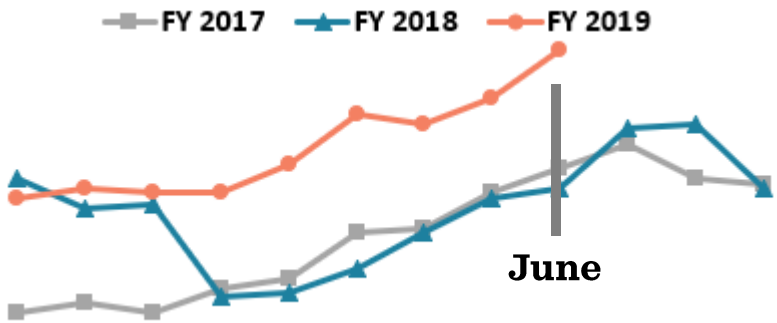
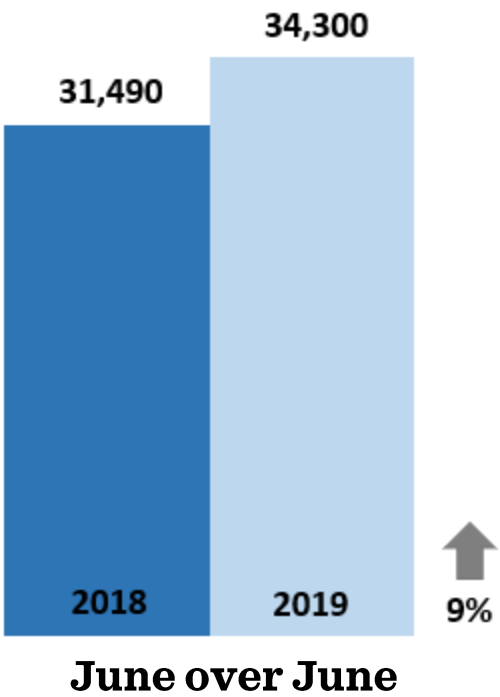
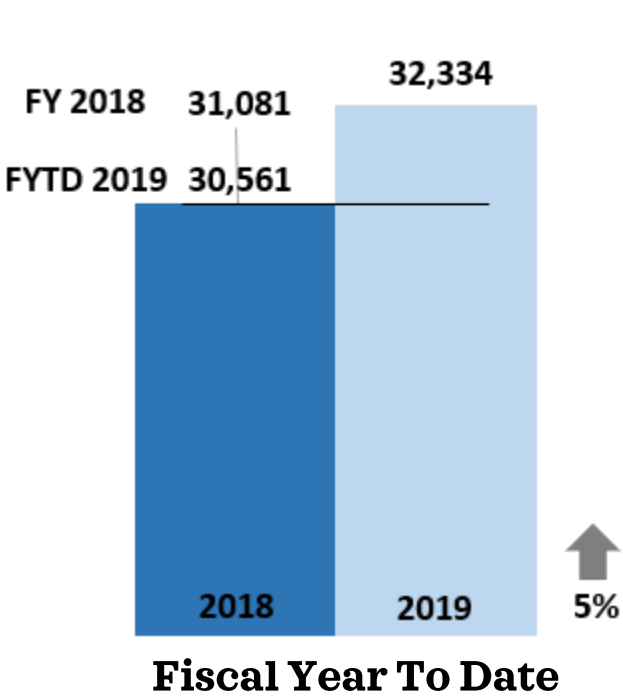


Fiscal Year To Date



July over July

Leisure & Hospitality Jobs

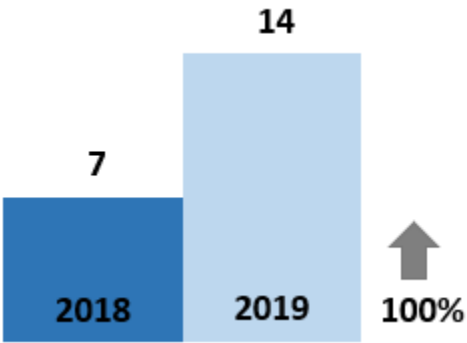
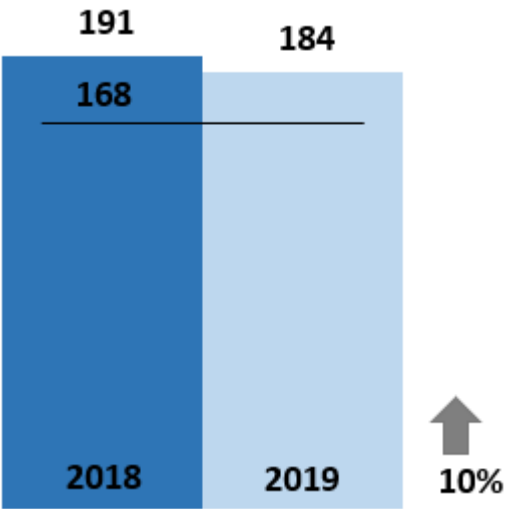
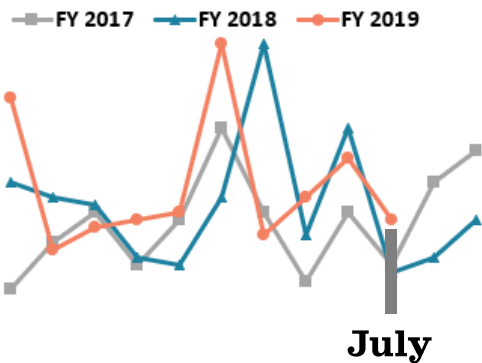


Yearly numbers reflect an average of all months in the FY.

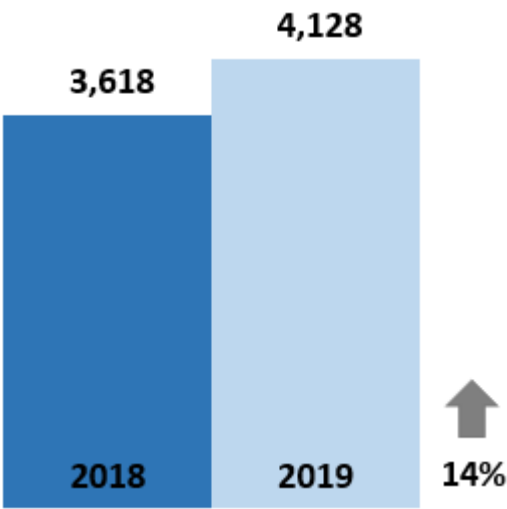
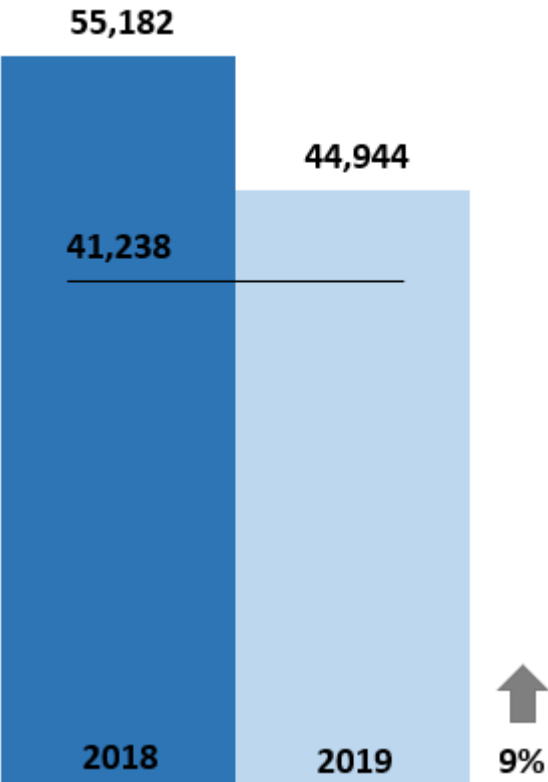
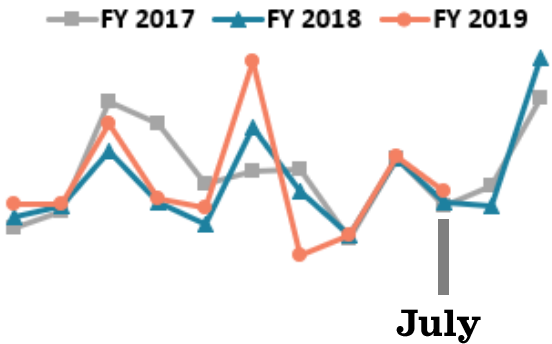
Definite Bookings

Definite bookings and room nights are up due to staff's push to close end of year business.

Bookings

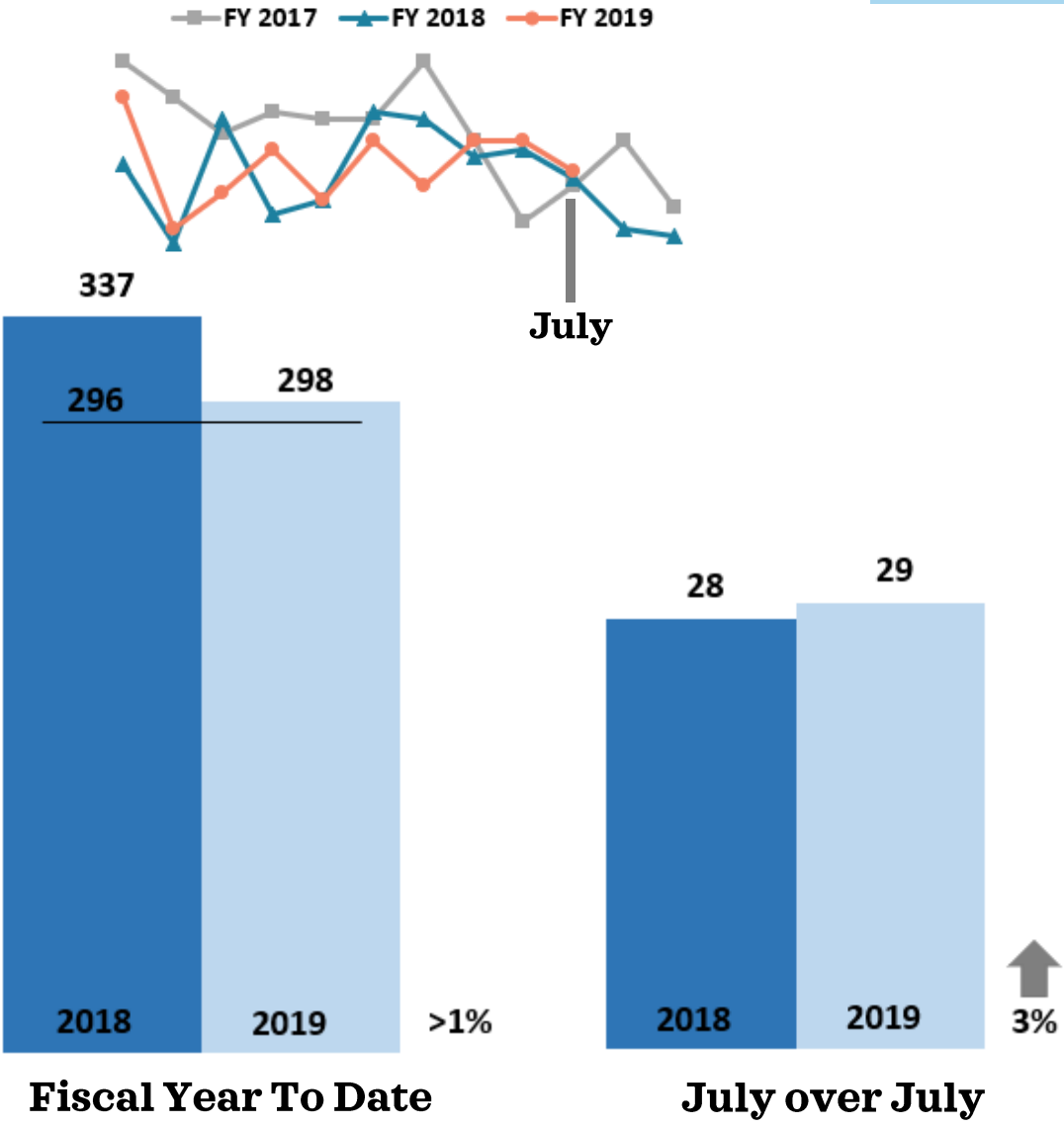


Room nights

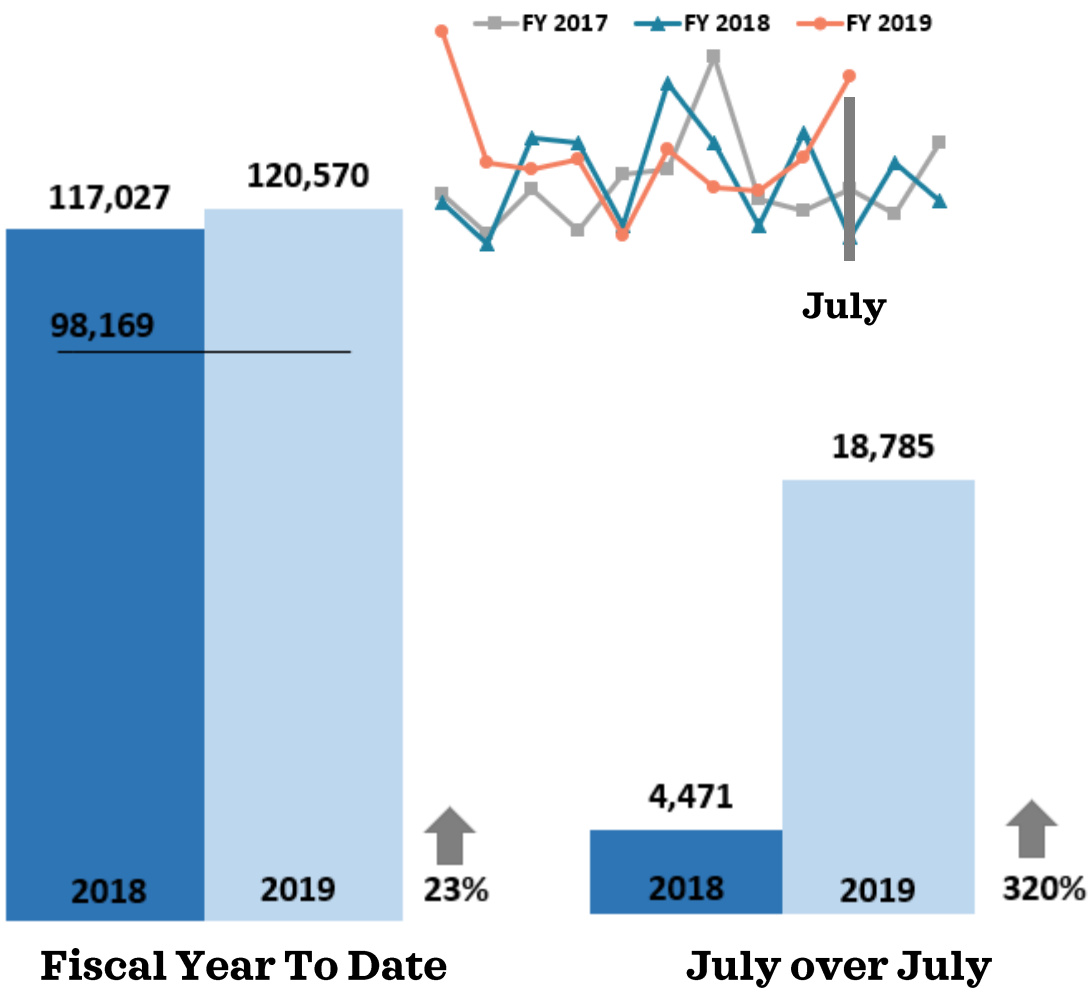


Leads Issued

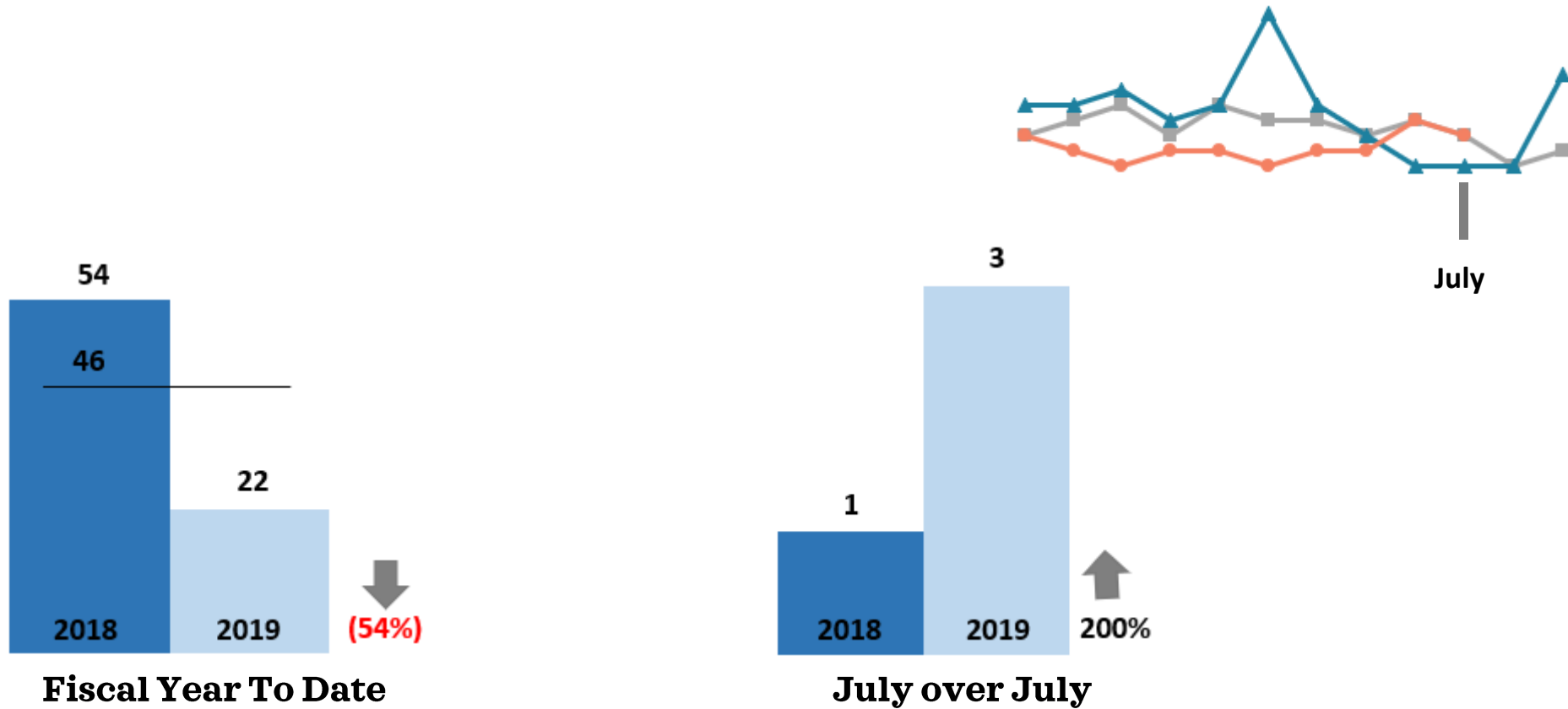
Potential Room Nights reflect larger groups being sourced and multiple year leads.



Potential Room Nights

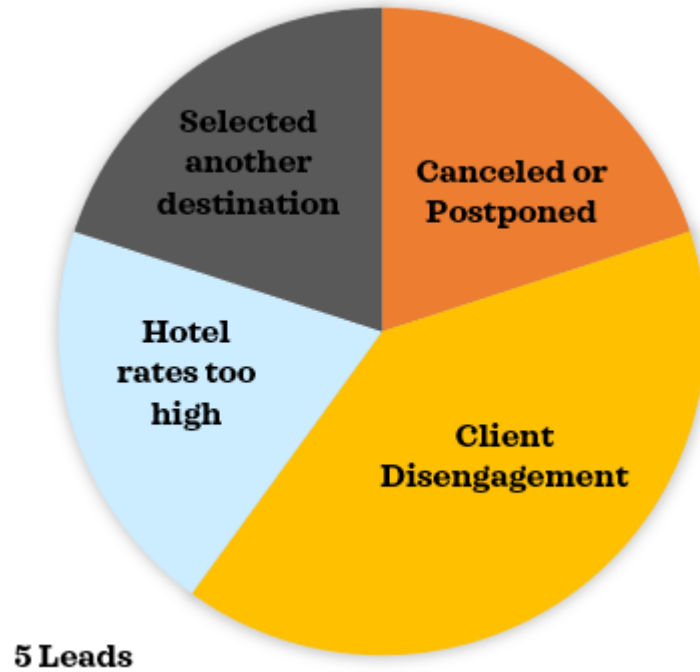


Convention Center Leads



Lost Business

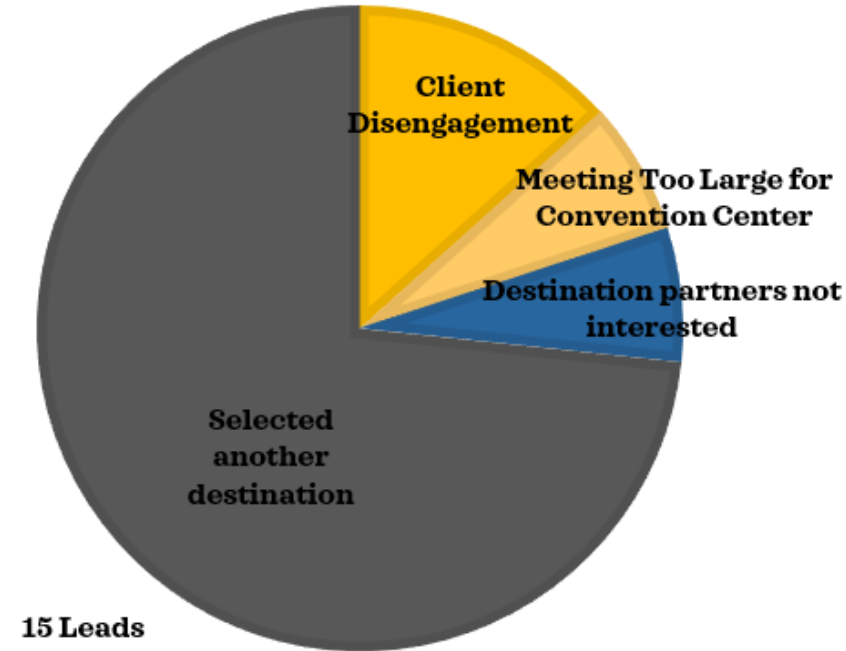
July 2018



Other Cities Selected:

Rochester, NY

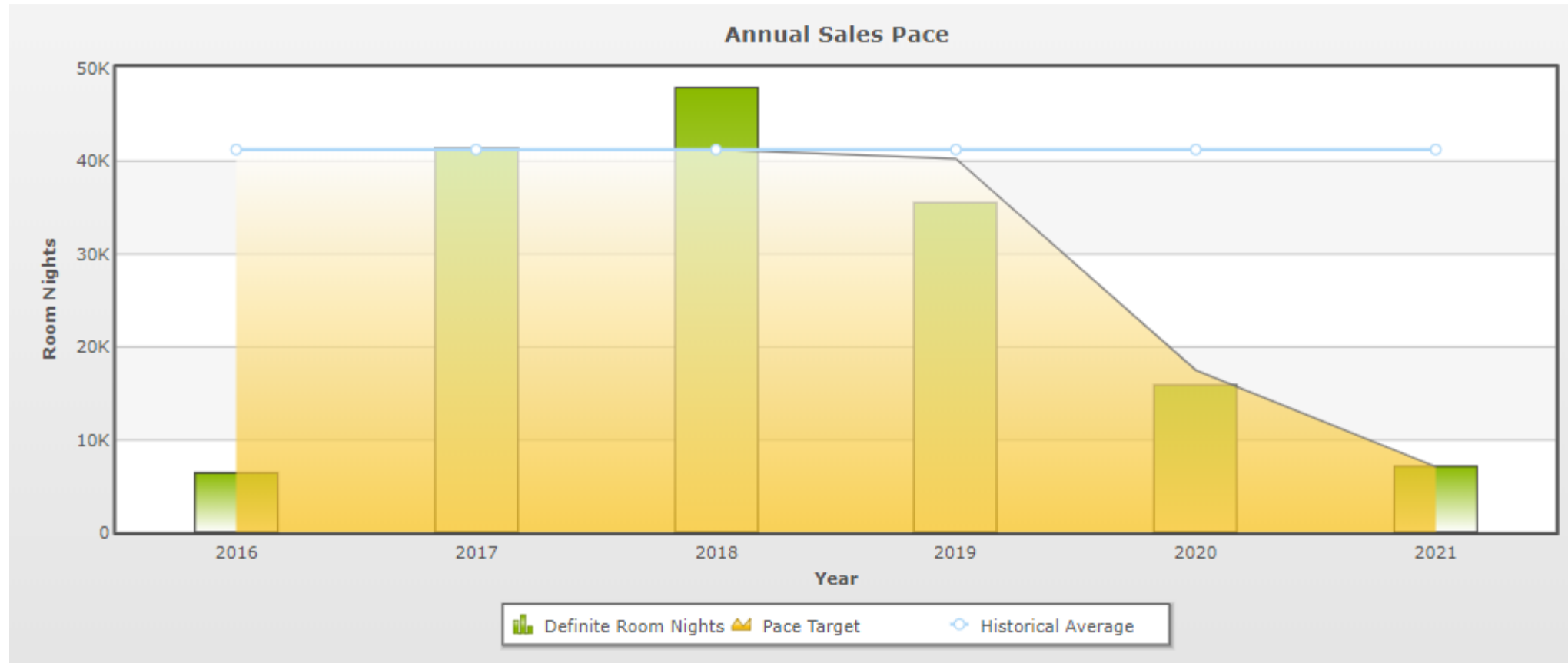
July 2019



Other Cities Selected:

Birmingham, AL
Dayton, OH
Gulf Shores, AL
Hilton Head, SC (2)
Mobile, AL
New Orleans, LA (2)
Panama City Beach, FL
St. Pete Beach, FL

Pace Report



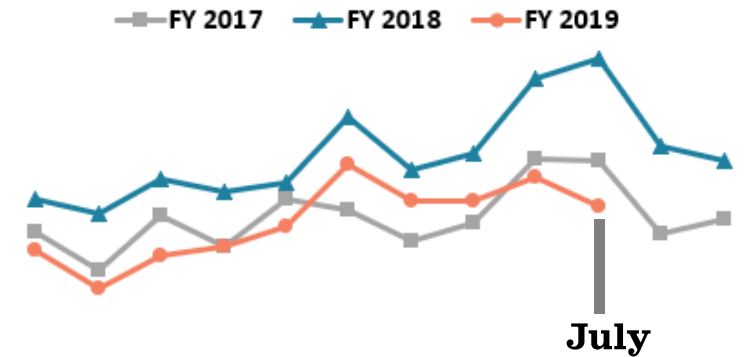
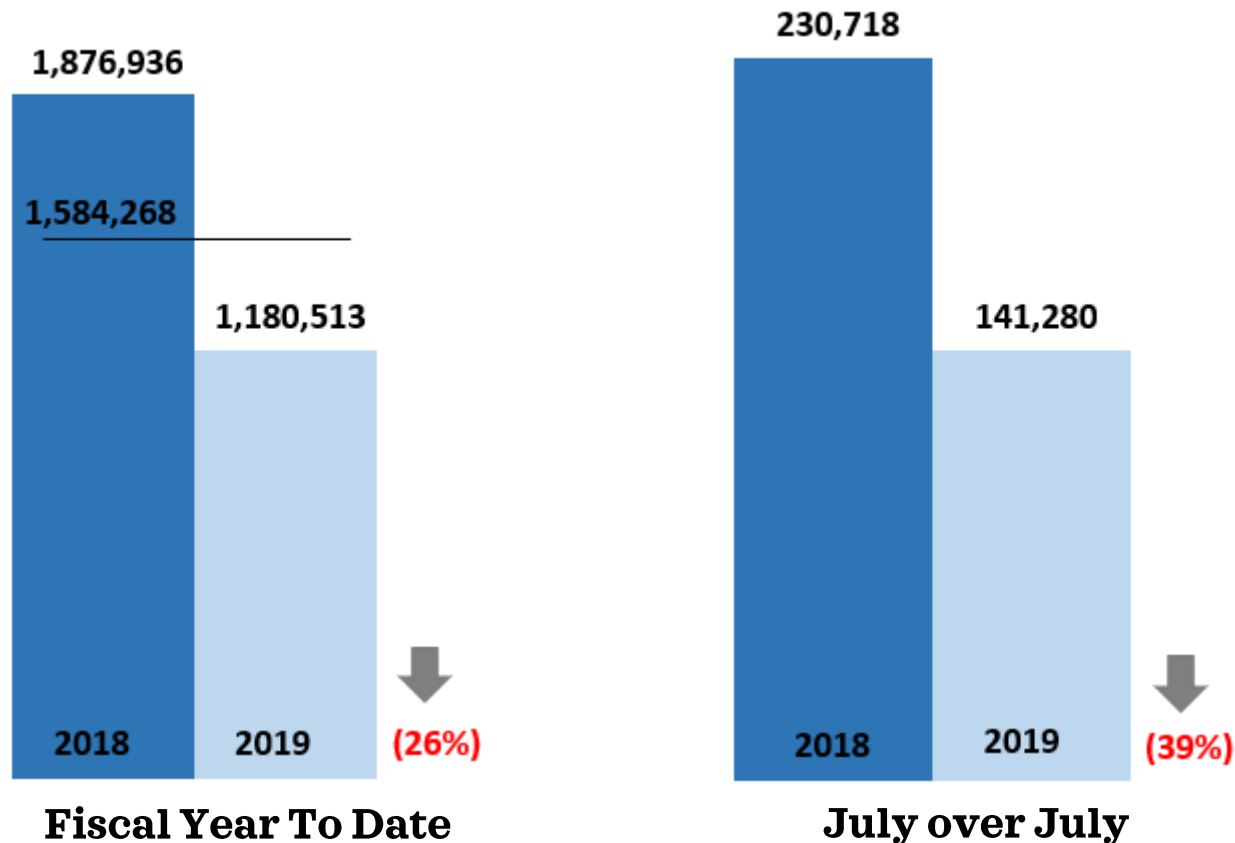
Pace Report - Pipeline



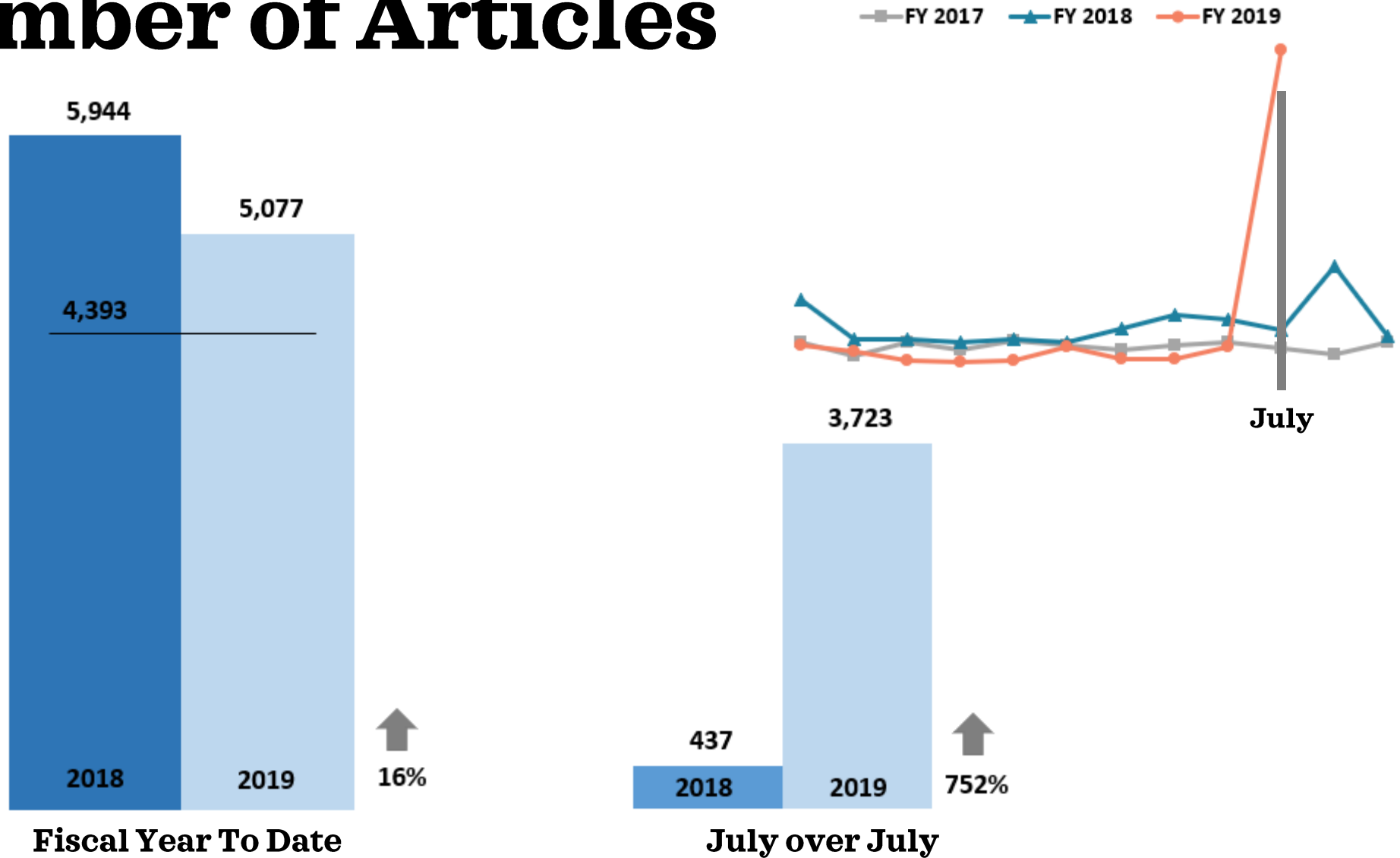
Google Analytics - Users

Traffic Overview - We continue to focus on quality of traffic over quantity. Users are engaging with the content, staying longer on the site and viewing more pages.

Another cause for the decline is Google's algorithm update, featuring Google's list of events at the top of search results, causing decreases in Events traffic to our site.



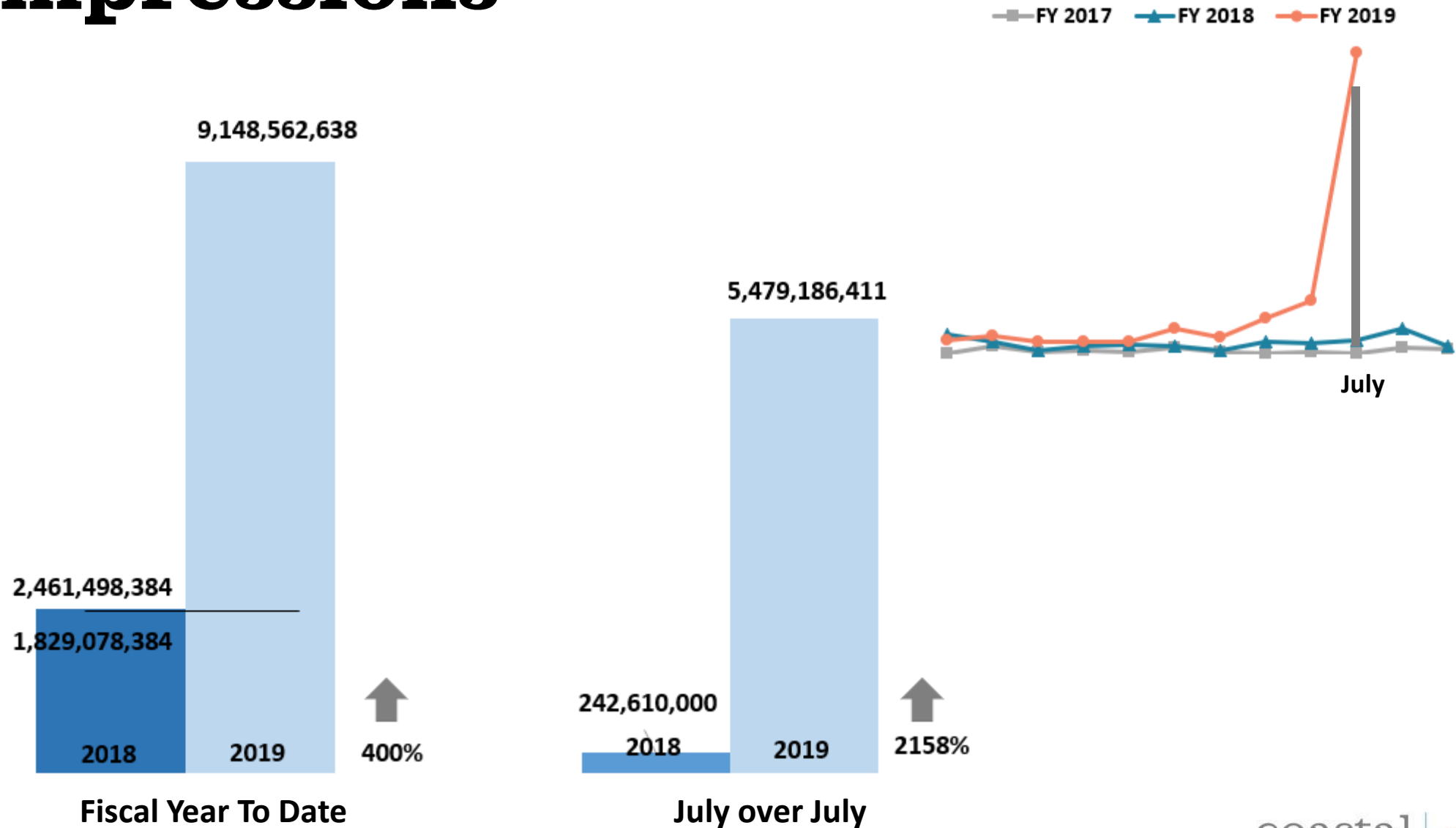
Number of Articles



Source: Trendkite

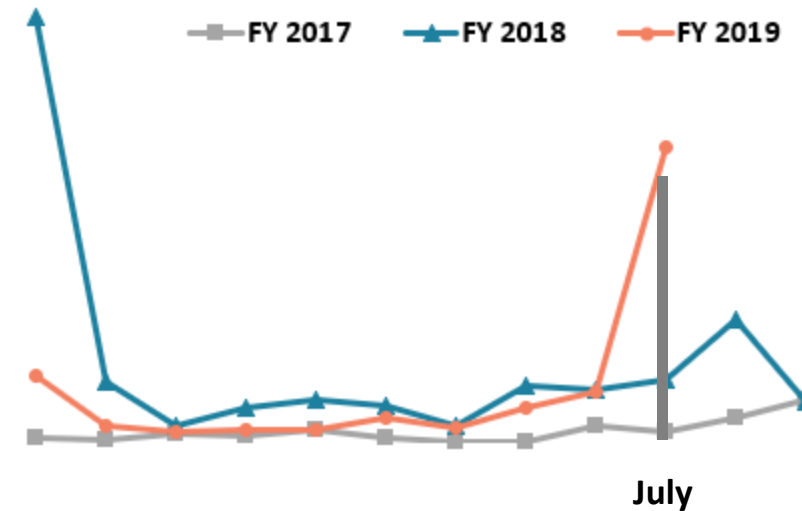
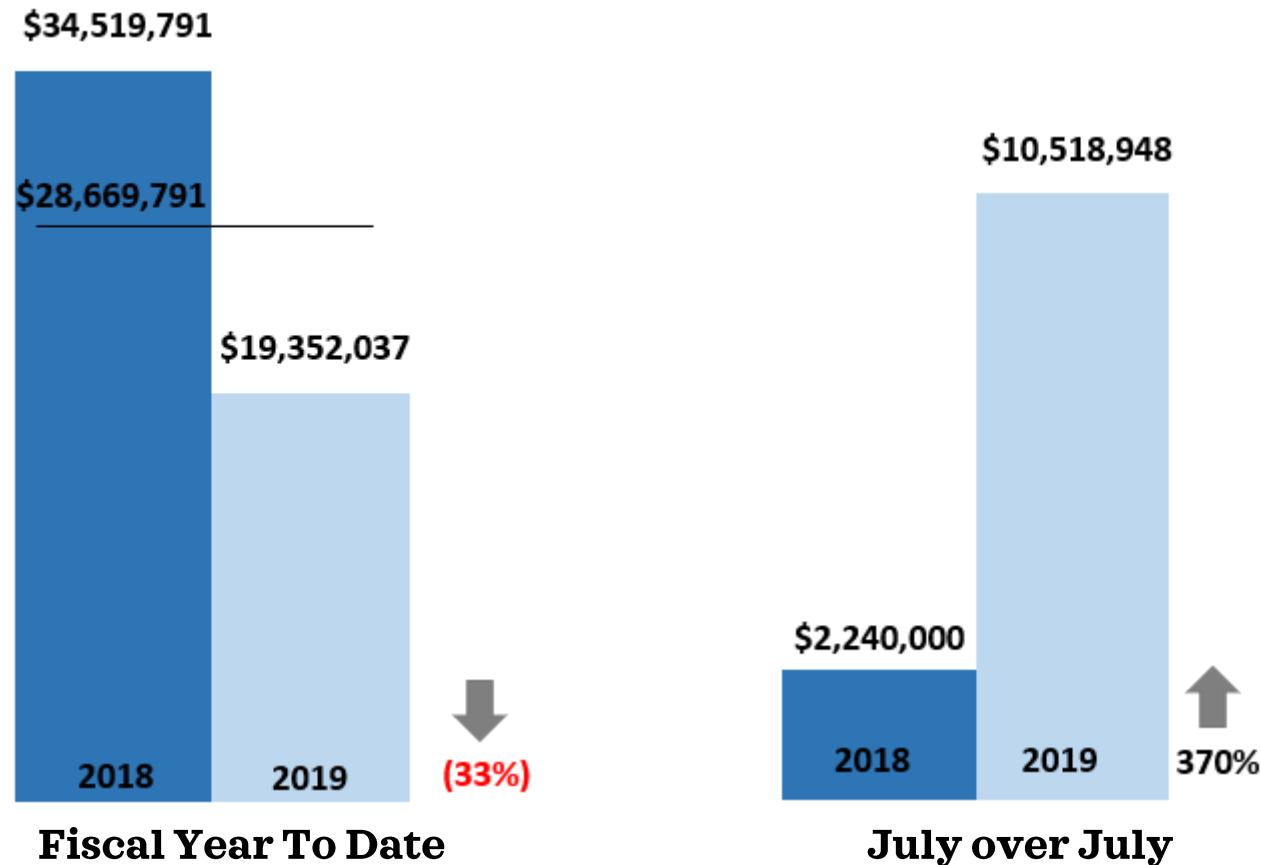
September 2018 increase due to Tropical Storm Gordon
July 2019 increase due to Algal Bloom coverage

Impressions



Advertising Value Equivalency

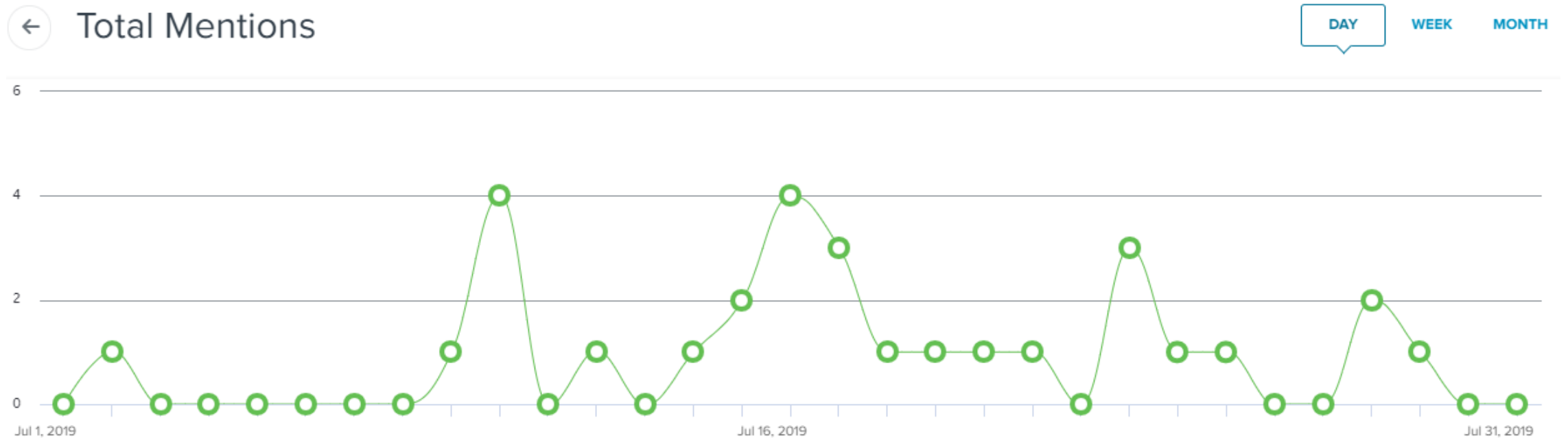
Declining AVE numbers related to changes in the monitoring platform. Industry standards are shifting away from AVE and towards methods that focus on measuring how coverage is relevant to the brand and its goals. This is an ongoing process and we are currently exploring multiple options for how we measure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



Earned Media

Content Drivers:

- Environmental Quality (Bonnet Carre Spillway, Algal Bloom)
- Summer Vacations
- Outdoor Activities
- Events



Officials close all Mississippi beaches due to blue-green harmful algal bloom



All 21 of Mississippi's beaches have been shuttered for swimming due to the [presence of toxic algae](#).

The Mississippi Department of Environmental Quality [announced](#) two additional closures on Sunday due to a blue-green [harmful algal bloom](#), after previous closures were issued for the 19 other beaches along the state's Gulf Coast.

The two beaches that were shut down on Sunday are in Pascagoula, Mississippi, on the Alabama border.

The New York Times

Mississippi Closes Beaches Because of Toxic Algae Blooms

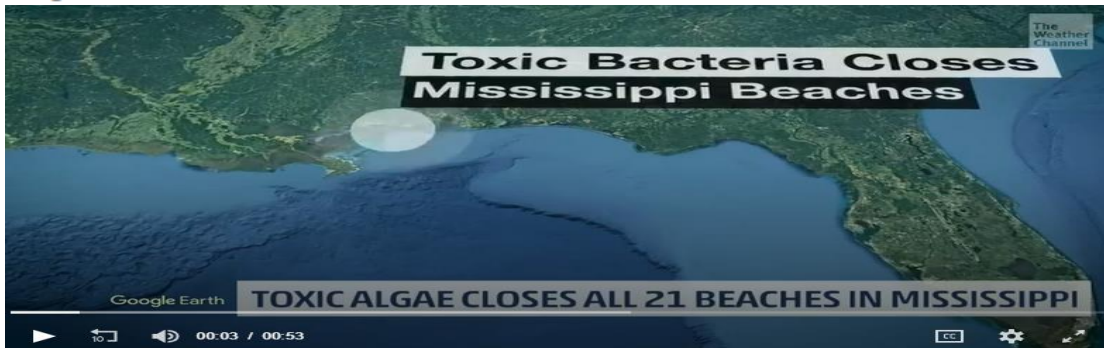


The relentless heavy rains in the Midwest continue to cause damage, this time in the form of vast, harmful algae blooms off the gulf coast that have forced Mississippi to close all of its beaches.

The increased flow of freshwater into the Gulf of Mexico has fed the thick blue-green algae, which can cause rashes, stomach cramps, nausea, diarrhea and vomiting in people and animals. It has already killed off the state's oyster beds, which could take years to recover, officials said.

Local tourism businesses, which were counting on a lucrative Fourth of July weekend, are comparing the economic hit to that of the Deepwater Horizon oil spill in 2010.

Mississippi Bans Swimming at All Gulf Beaches Because of Blue-Green Algae Bloom



All of Mississippi's 21 Gulf Coast beaches have been closed to swimming because of an expanding toxic blue-green algae bloom.

The final two beaches that had remained open to swimming, Pascagoula Beach West and Pascagoula Beach East, were closed on Sunday, the Mississippi Department of Environmental Quality announced.

Visitors can still use the beaches, the MDEQ said, but they should avoid contact with the water. The blue-green algae, known as cyanobacteria, can cause rashes, stomach cramps, nausea, diarrhea and vomiting.

There's 'poop in the water' at America's dirtiest beaches

Most days of the year, beaches are safe, but researchers found bacteria counts can spike on certain days, and fecal matter from people or animals is the chief culprit. It comes when sewers overflow or when fecal waste on streets washes into streams or creeks that flow to lakes or the ocean. A co-author of the study said more work needs to be done to clean up lakes and oceans.

There are plenty of other examples in the report. The Gulfport East beach in Mississippi showed high levels on 44 out of 66 days sampled. Tanner Park in New York's Suffolk County registered high on 48 out of 71 samples. South Shore Beach near Milwaukee would be considered potentially unsafe to swimmers on 34 of out the 60 days in which samples were taken.

Mississippi

- Gulfport East Beach, Harrison (44 unsafe days, 66 samples)
- Gulfport Central Beach, Harrison (35, 62)
- Shearwater Beach, Jackson (35, 64)
- Long Beach, Harrison (35, 67)
- Courthouse Road Beach, Harrison (34, 60)



People can still enjoy Mississippi's white sand beaches despite algae, say officials



(CNN) — Blue-green algae in Mississippi waters may prevent swimming, but leading tourism officials say there are other pleasures to be enjoyed along the coast.

"The beaches are not closed. The water is, but you can go to the beautiful beaches and have great activities on the beach," Milton Segarra, CEO of Coastal Mississippi, a promotional organization for South Mississippi, told [CNN affiliate WLOX](#).

Over the holiday weekend, hotel business held up despite the cautions against swimming, but "some of our partners, small businesses, are in a difficult situation because they depend specifically on the activities on the water," said Segarra.



No need to panic, Mississippi's Gulf Coast beaches are actually still open



SOMETIMES, HEADLINES CAN be a little extra.

"No swimming! No seafood! Toxic bacteria afflicting coast causes rashes, diarrhea, vomiting" shouted [USA Today](#) after [Mississippi](#) closed the waters off its mainland beaches last month.

And while the headline isn't inaccurate per se, it paints a rather alarmist picture of what's going on along the Gulf of Mexico.

Hopefully, the algae bloom goes away soon, and everyone can go back to swimming and eating fish like they have for decades. Though these blooms seem to be getting more common in recent years, they're still nothing to cancel a vacation over. Just be sure to follow all of the state's directions, and your Mississippi getaway will be just fine. 🍷

Water Quality Media Coverage - Assisted

FOOD & WINE

Mississippi Gulf Fisheries Weather Storms, Algae, and a Wave of Misinformation



Explore downtown Ocean Springs in Coastal Mississippi and you'll find renowned works from town legend Walter Inglis Anderson. He wrote, "In order to realize the beauty of humanity we must realize our relation to nature." This revered relationship narrowly escapes peril as the Bonnet Carré Spillway flushes the Mississippi Sound with freshwater to prevent flooding and the resulting bloom of blue-green algae affects the region's waters. Though with looming headlines suggesting the entire Mississippi Coast is closed for business, misguidance proves a bigger threat to the locale's food economy than the algae. Walter Inglis Anderson's notion that humans are part of nature resonates with this community's current dilemma. Yet as he wrote, "Bad things do happen. How I respond to them defines the quality of my life," it seems that the people of The Secret Coast took note.

Water Quality Media Coverage - Assisted



Coastal Mississippi open for business despite algae bloom concerns



"We get so many folks that are coming in from just a few hours away that they like this escape," explained Moon.

A mix of live oaks and palm trees dot the quaint streets and offer a draw away from the shoreline.

"We've got museums," added Moon. "We've got great galleries. Local art is phenomenal. Our restaurants are the best. They're all within 2 to 3 blocks. Everything is so easy here."

The coast has dealt with hesitation from tourists before, after both Katrina and the BP oil spill. They want you to know they're open for business.

"Yes, the water is closed in many areas but again that gives us the opportunity," explained Coastal Mississippi Marketing Director Karen Conner. "The doors open. So many people really are not aware of all the offerings we have here."

For more information and ideas about activities and attractions along the Mississippi Coast, click [HERE](#).



People Shared The US Vacation Spots They Think Are Super Underrated

9. The Mississippi Gulf Coast



Crackerclips / Getty Images / Via gettyimages.com



"The area is very overlooked, but it's only about an hour from New Orleans. You can find amazing food, live music, sunsets, and hospitality without the crowds of NOLA! There are also multiple casinos there."



So you've done the Big Apple, the Grand Canyon, Vegas and Maui. When you and the fam are in the mood for less "been there, done that" and more "under-the-radar hidden gem," every state in the union has your back.

From sleepy small towns with loads of culture and character to quirky, one-of-a-kind museums, be sure to check out these secret travel spots before they blow up.

Mississippi: Bay St. Louis

There's St. Louis, and then there's Bay St. Louis, which dubs itself "a place apart." Here, beach life collides with folk art. Catch the Arts Alive event in March, when dozens of artists' studios collide for a community-enriching arts festival that features local works, live music, theater, literature and lots of food.



Coastal Mississippi Assisted Media Coverage

Travel With Sara

A River Kayaking Adventure Along Mississippi's Secret Coast

I recently had the opportunity to explore Mississippi's Secret Coast and I jumped at the opportunity. Kayaking the Wolf River along the Mississippi Gulf Coast, known as the Secret Coast was a highlight of my visit. I've grown to love to [kayak](#) and explore new waterways.



What I did not know was the fact that the Wolf River has some beautiful beaches along its banks. One hour into our adventure, we were wishing we had packed a picnic lunch. With so many places to rest along the way with beautiful views, I'd highly recommend that you make the time to pack your lunch.

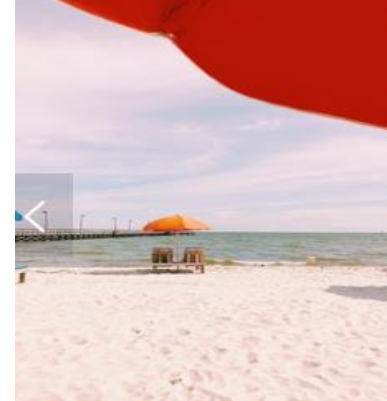
Depending on how long you want to kayak and your skill level, may determine what kayaking [trip you book](#). Overnight kayaking trips, as well as short one hour trips, are available. Each wind and turn of the river brought new views, as did each stroke of the paddle. The water was high during our visit, which made for some adventure on the rapids. I'm ready to hop on the Wolf River, along the Mississippi Gulf Coast, anytime. All I need is a little time and an opportunity to head south.

Coastal Mississippi Assisted Media Coverage

SHELBY SORREL

25 Things To Do In Coastal Mississippi

Mississippi, you were a gem of a surprise! I had driven through Mississippi a handful of times, but honestly, never saw it as a travel destination. To say that my mind changed very quickly this past weekend would be an understatement. I had the privilege of going on a four day getaway to Coastal Mississippi with one of my best friends, as [Sun Country Air](#) now has direct flights from Austin into Gulfport/Biloxi. We were both amazed by how many things there were to do in the three Mississippi coastal counties, and by how incredibly kind down to their very core EVERY SINGLE PERSON we encountered was.



coastal
MISSISSIPPI | The Secret Coast

7 Beach Getaways Where You Wouldn't Expect To Find Them

Bay St. Louis, Mississippi | Gulf Coast Charm



1/3

Cute, quaint, and drenched in Southern charm, Bay St. Louis is a tiny Mississippi town that punches well above its weight. Surrounded by marshes, a river and the sparkling Gulf of Mexico beach, Bay St...

Delivering Diversity, Charm & Meeting Excellence

Destination: The Gulf Coast States



Mississippi – Biloxi

Biloxi sits 90 miles northeast of New Orleans. The city of 45,000 offers casinos and golf in addition to miles of beaches. Two new hotels are opened last year and a new aquarium will open later this year or early next year. Among its attractions are Betsy Ann Riverboat Cruises and the \$15 million, 30,000-sf Ocean Adventures Park & Center.

A project manager with an international beauty retailer brought a Loss Prevention Agent Conference to Hard Rock Hotel & Casino Biloxi two years in a row, first time with 124 attendees and 153 at last year's event.

"Biloxi is centrally located, which is great since we have people flying from all over the country. The cost to hold the conference in Biloxi was significantly lower than other cities across the country. It's also extremely safe and only 20 minutes from the airport," she adds.

Coastal Mississippi Assisted Media Coverage



ITS A GREAT TIME TO VISIT COASTAL MISSISSIPPI

Why NOW Is A Great Time to Visit Coastal Mississippi

Coastal Mississippi is so much more than a beach destination. It is actually a coastal destination with so much to do beyond the beaches. There is a thriving culinary scene, a surprising art scene, and, quite honestly, it is an outdoor lovers paradise.



I recently visited Coastal Mississippi (aka the Secret Coast) and didn't go to the beach one single time, managed to fill 5 days with activities and adventures and still didn't see everything.

27 REASONS WHY YOU NEED TO VISIT OLD TOWN BAY SAINT LOUIS, MS

Small towns are kind of my jam. I love the slow pace, charm, and hidden gems that usually go undiscovered, for the most part, by those who prefer big city adventures.

Bay Saint Louis, located on the western edge of the Mississippi Gulf Coast, has charm and personality in spades! This is a community of survivors, entrepreneurs and those that love life on the Gulf.



The region is perfect for singles, couples, young families, multi-generational, girlfriend getaways, and snowbirds.

Coastal Mississippi Assisted Media Coverage

Social Media Metrics



Monthly
Increase

493
Flat

86
>1%

10
1%

354
5%

2,062
Flat

114
4%

3,119
Flat

July
2019

144,242
Facebook
(Total Likes)

15,427
Twitter
(Total Followers)

1,018
Pinterest
(Total Followers)

9,761
Instagram
(Total Followers)

1,284,286
YouTube
(Lifetime Followers)

3,249
LinkedIn
Total Followers

1,457,983
Total

Coastal Mississippi
Published by Erin Rosetti [?] · July 14 at 6:29 PM · 🌐

Coastal Mississippi is known for its resiliency. Melissa Corbin recently penned this beautiful piece for *Food & Wine*, digging into how Mississippi Gulf fisheries have weathered storms, algae and a wave of misinformation.

"Walter Inglis Anderson's notion that humans are part of nature resonates with this community's current dilemma. Yet as he wrote, 'Bad things do happen. How I respond to them defines the quality of my life, it seems that the people of The #SecretCoast took n... See More



103,773
People Reached


10,593
Engagements

Boost Post

👍👎👤 428

16 Comments 35 Shares

coastalms
Ship Island



View Insights


Promote

👍👤 Liked by fredlsalinas and 7,794 others

coastalms Wish you were on island time? Coastal Mississippi has several barrier islands located off the

Coastal Mississippi
3,249 followers
2w

Congratulations to our Director of Sales [Janice Jefferson](#) for being named on of the region's 100 Successful Women by Gulf Coast Woman Magazine! ...see more



with Janice Jefferson

👍👎💬 123 · 30 Comments

Love Comment

Coastal Mississippi
@SeeCoastalMS

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