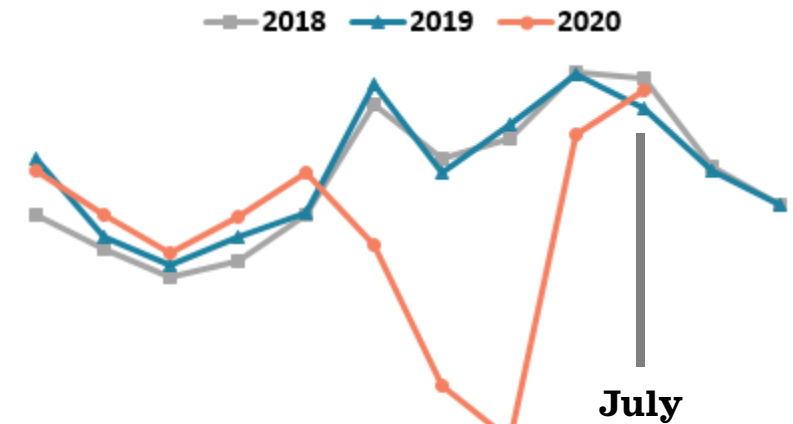
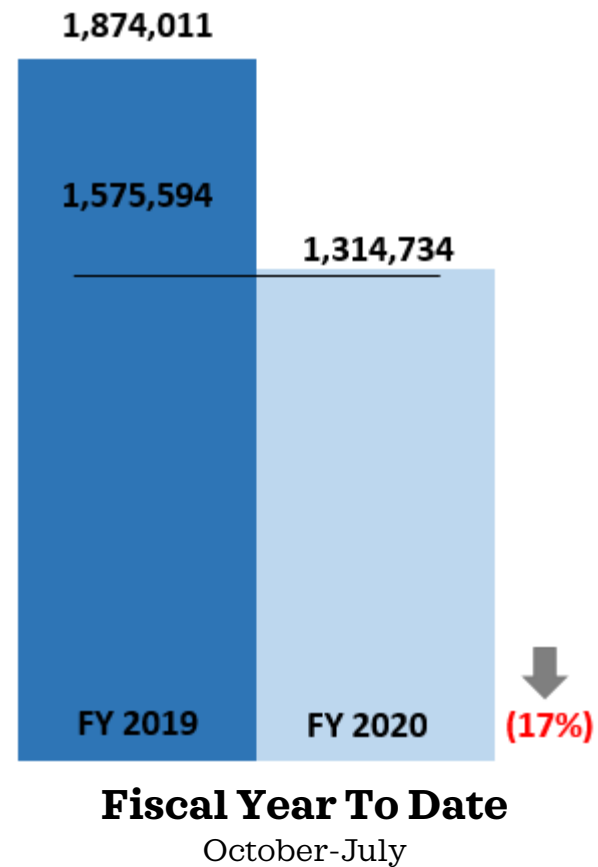
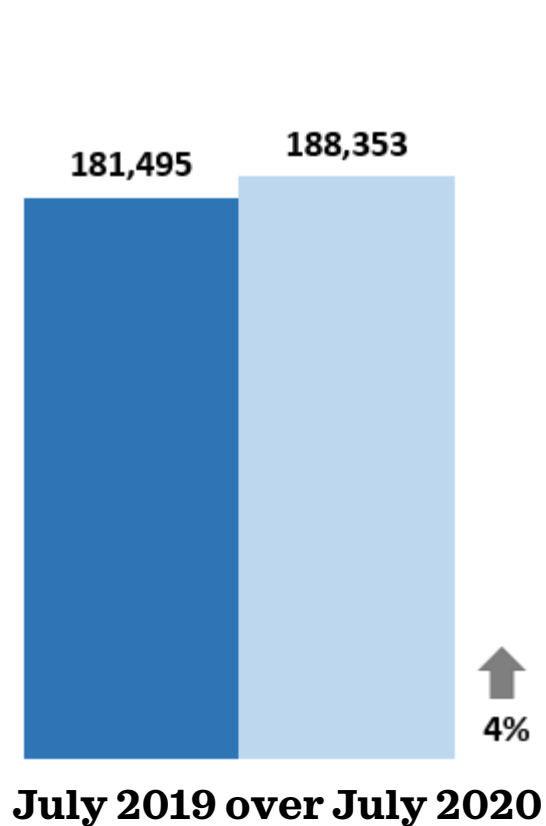


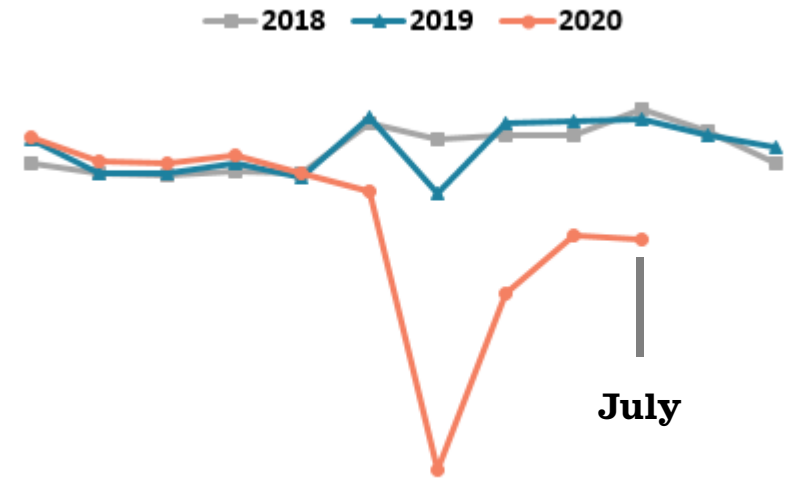
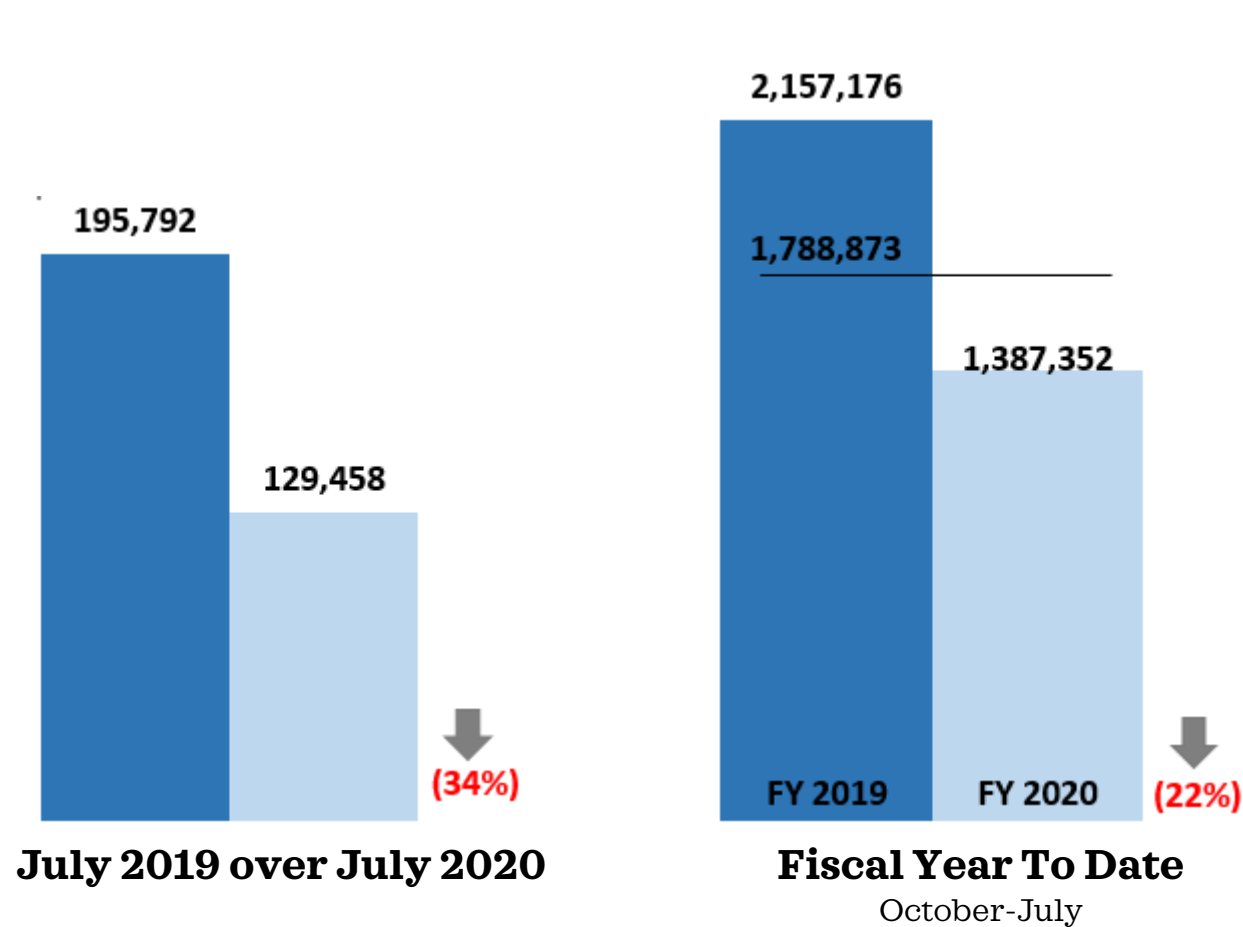
coastal MISSISSIPPI *The Secret Coast*

- Key Performance indicators
- July 2020

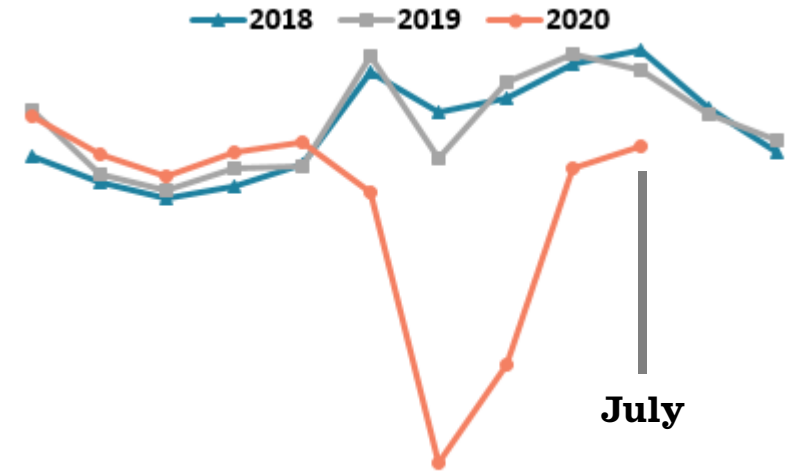
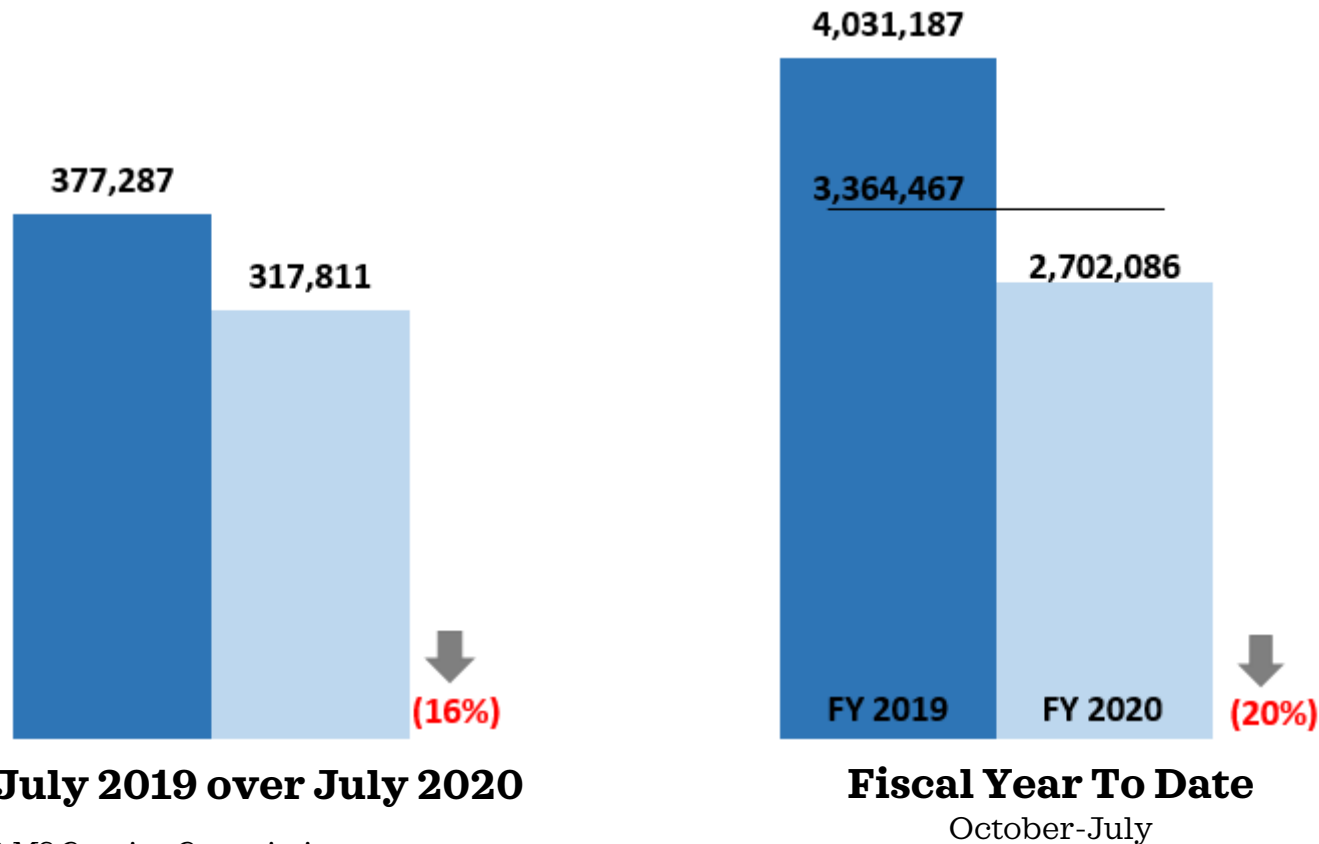
Non-Casino Rooms Sold



Casino Rooms Occupied

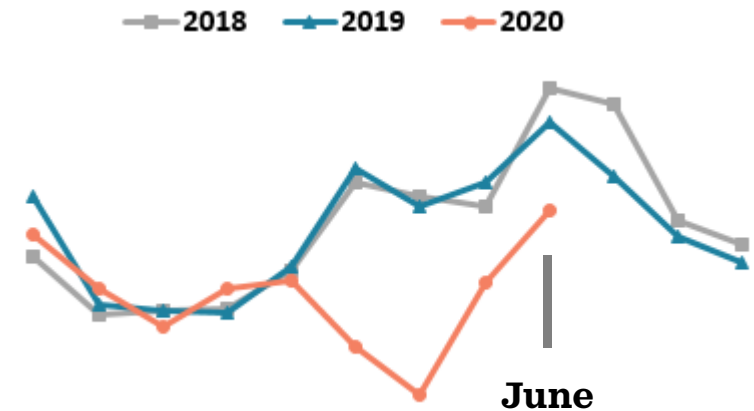
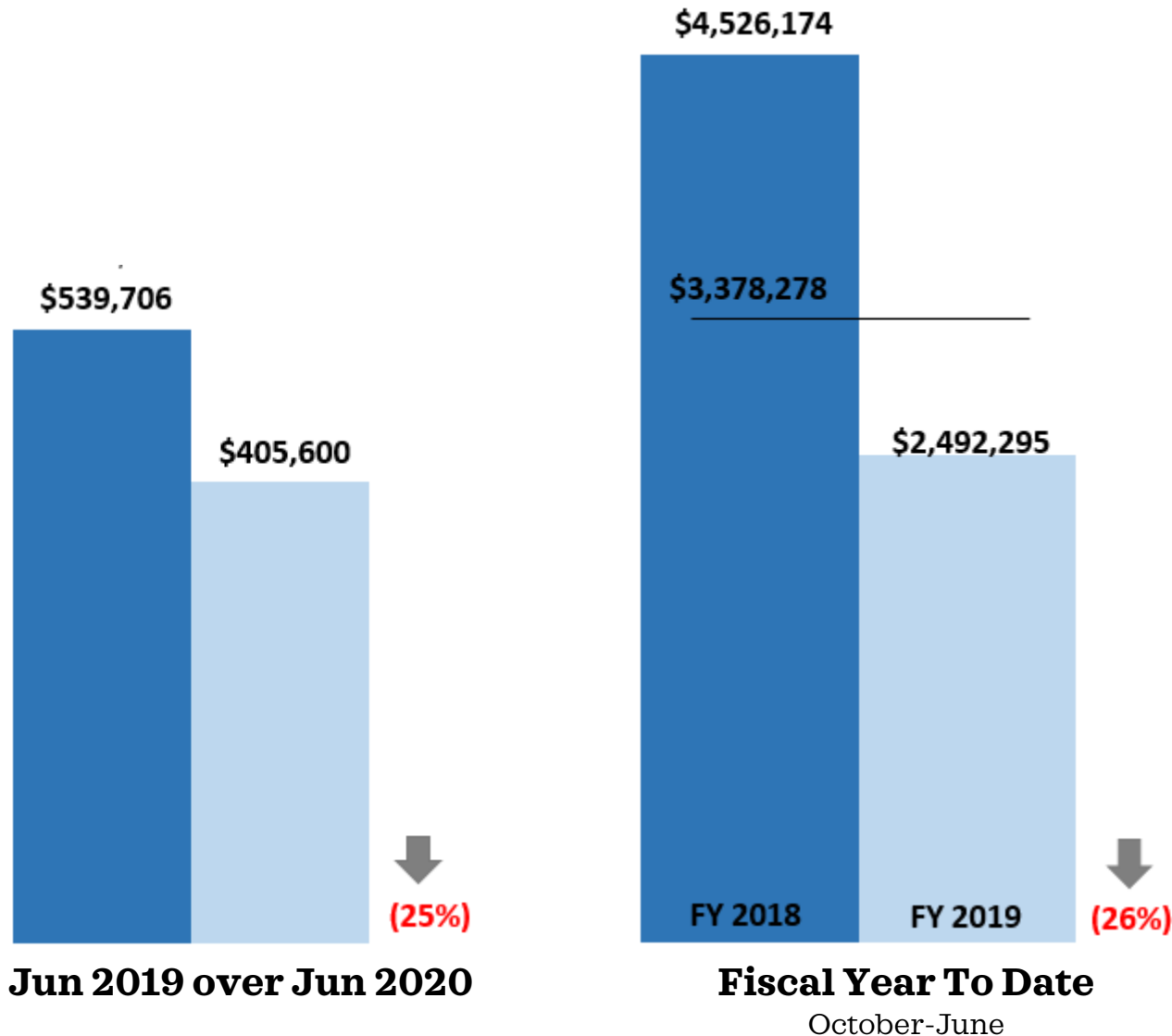


All Rooms Sold/Occupied

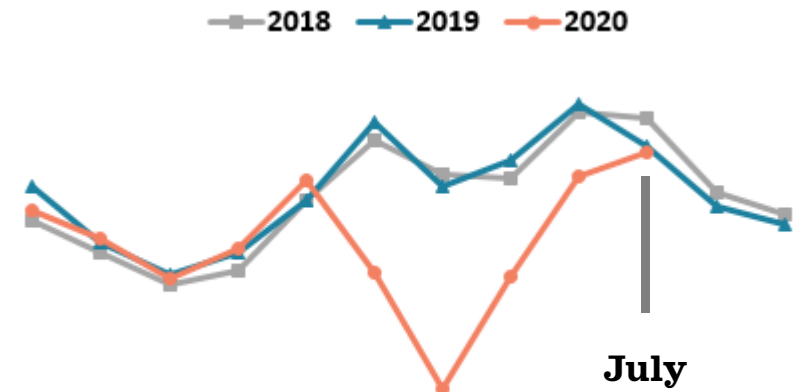
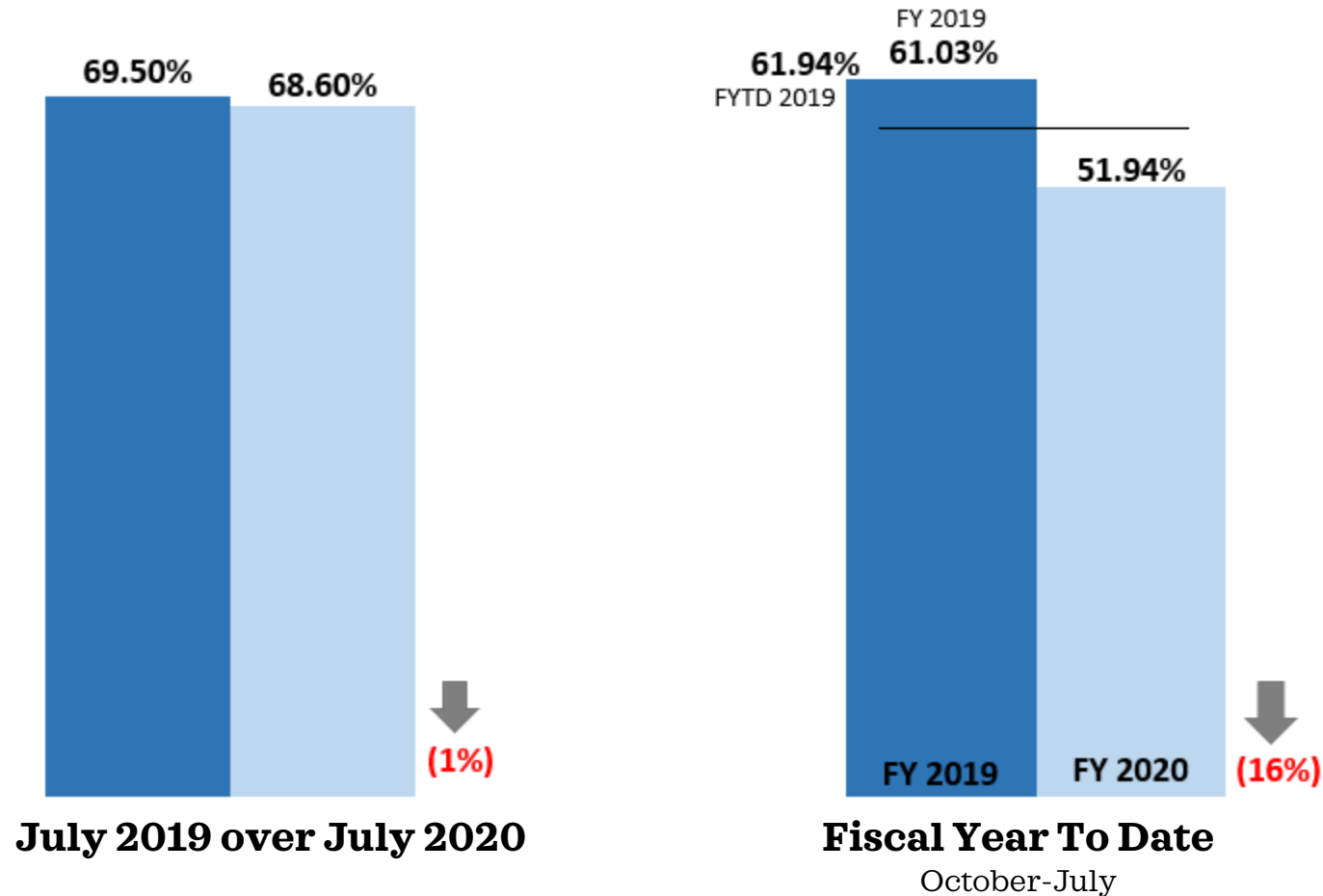


Source: STR & MS Gaming Commission

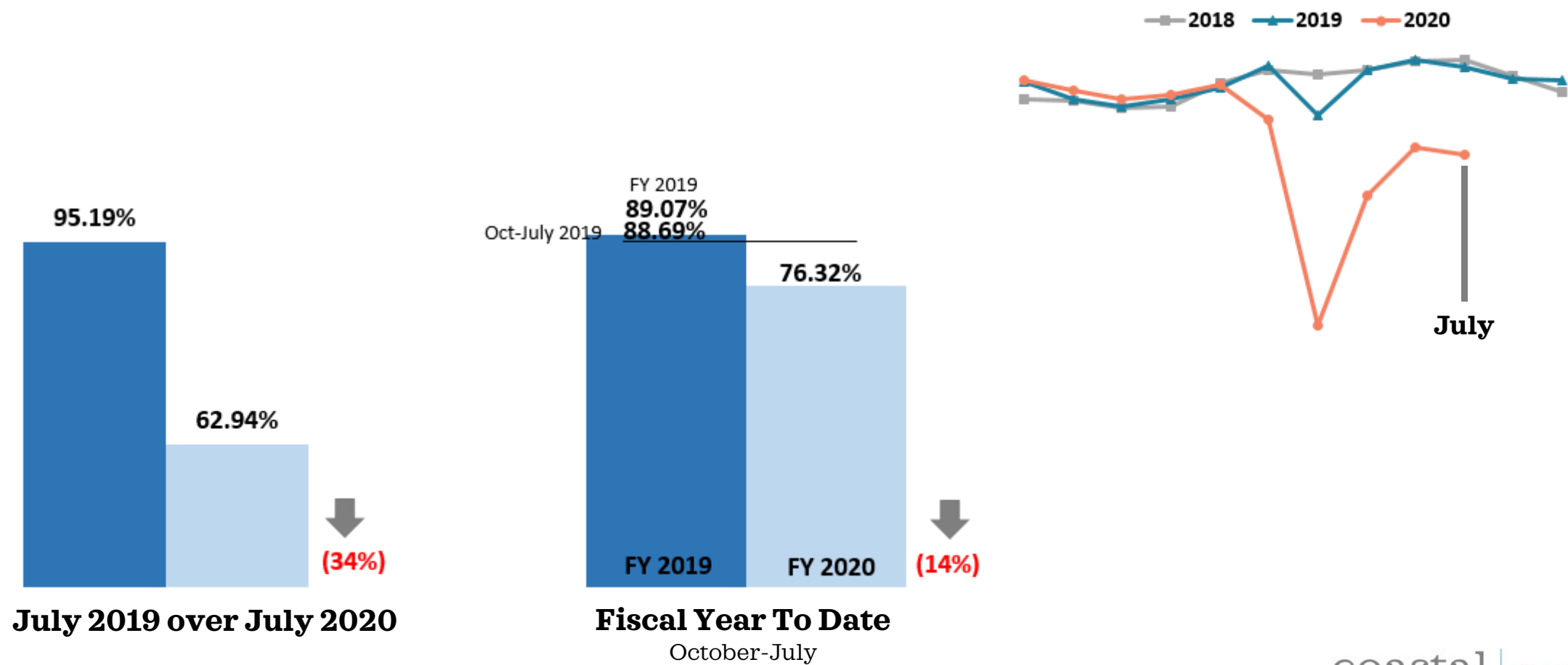
Occupancy Tax Receipts



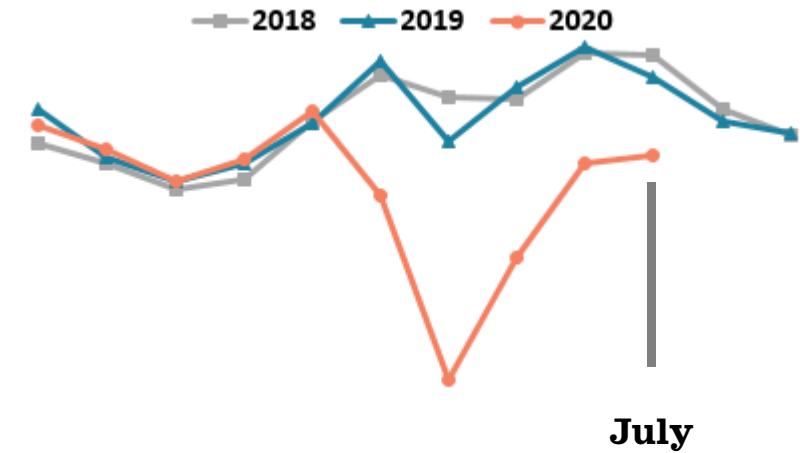
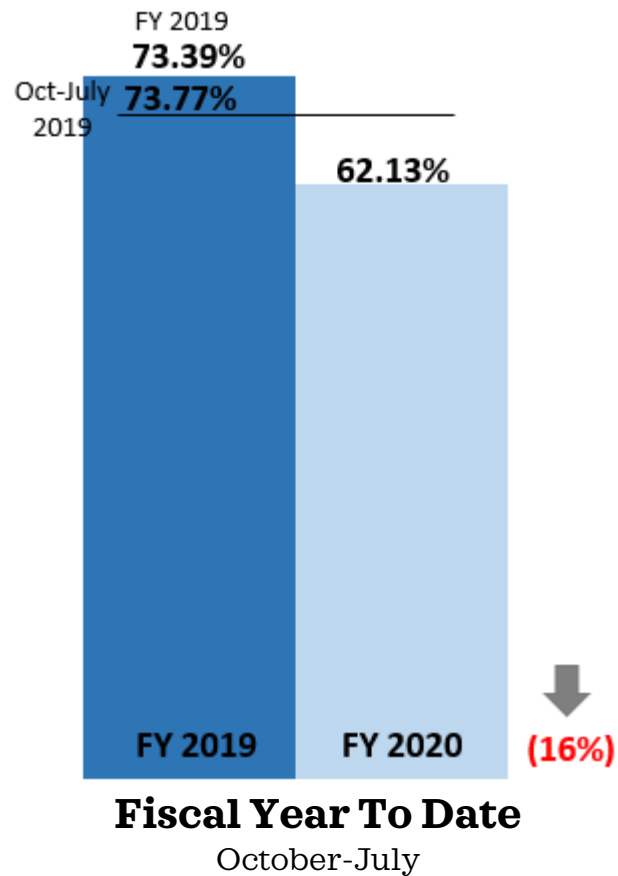
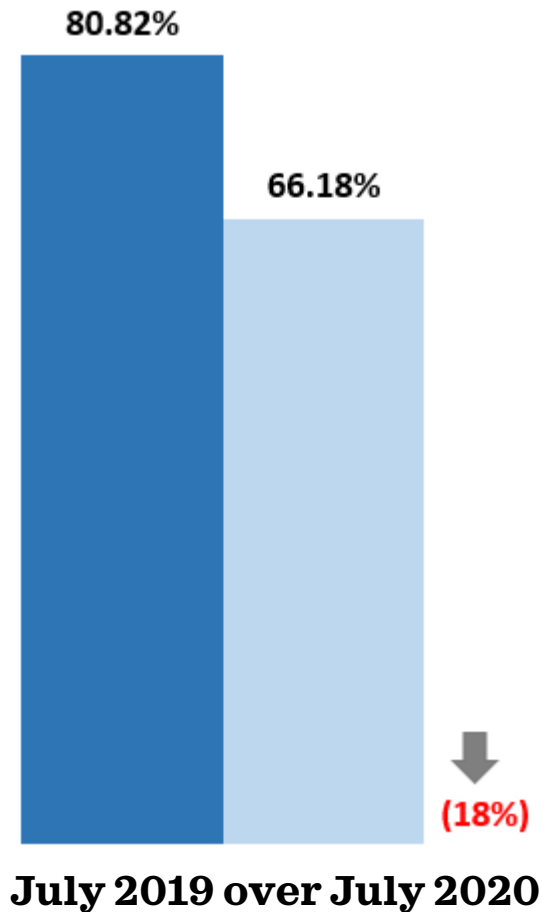
Non-Casino Occupancy



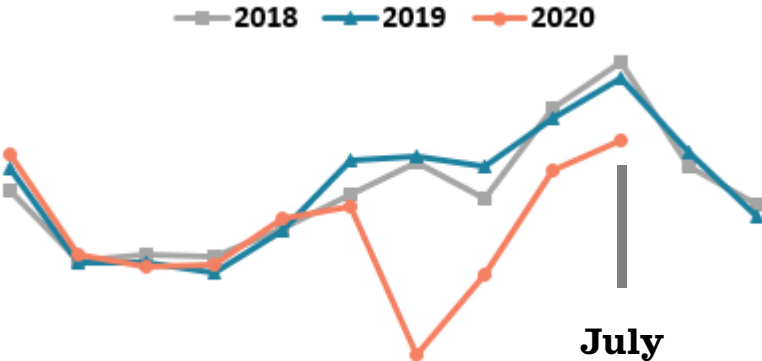
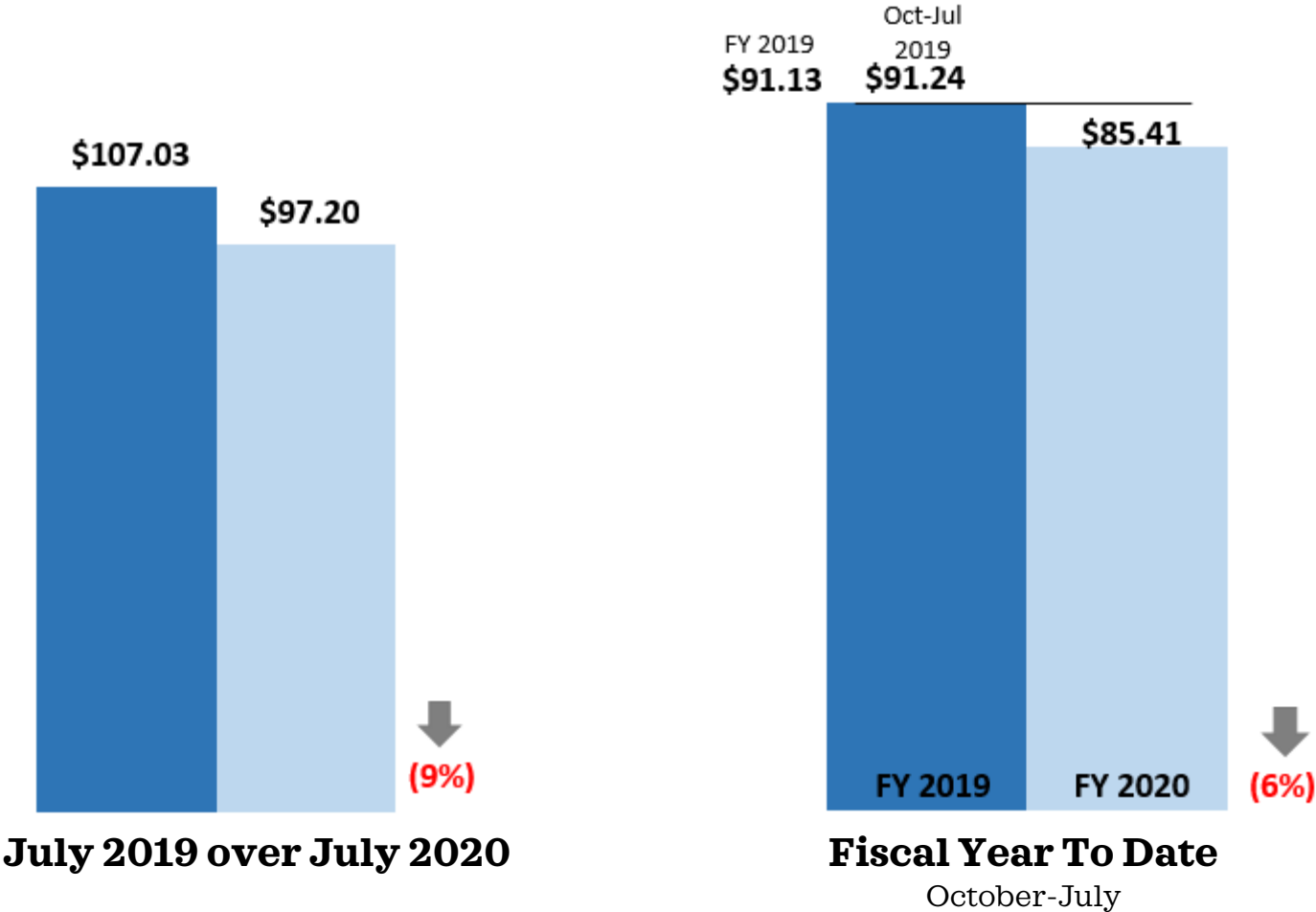
Casino Occupancy



All Occupancy

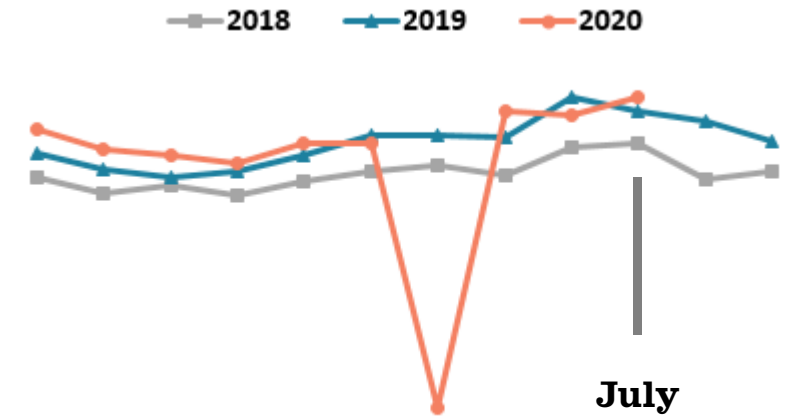
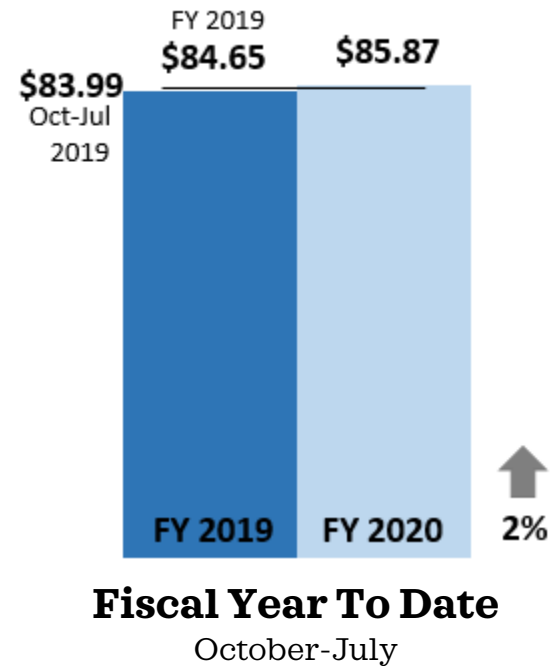
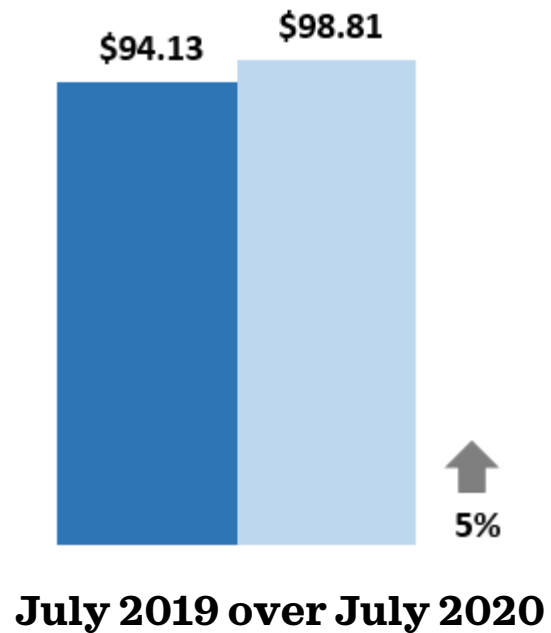


Non-Casino ADR



Source: STR

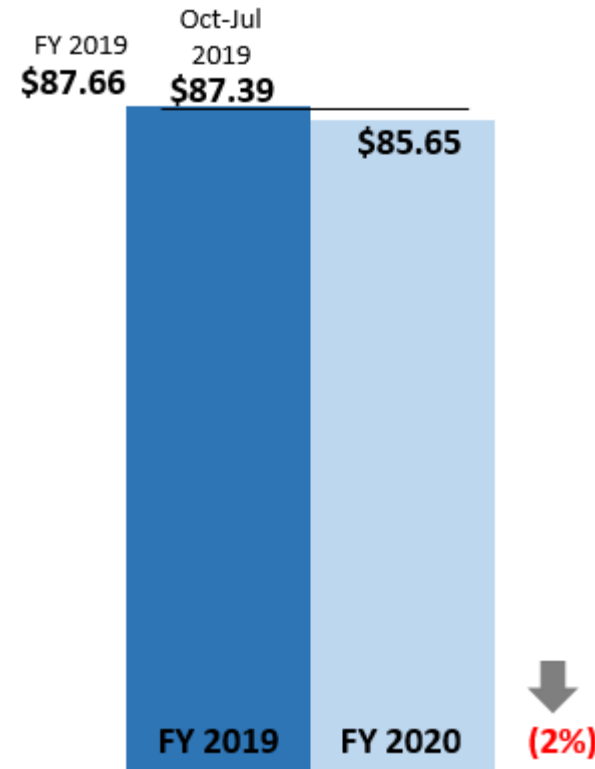
Casino ADR



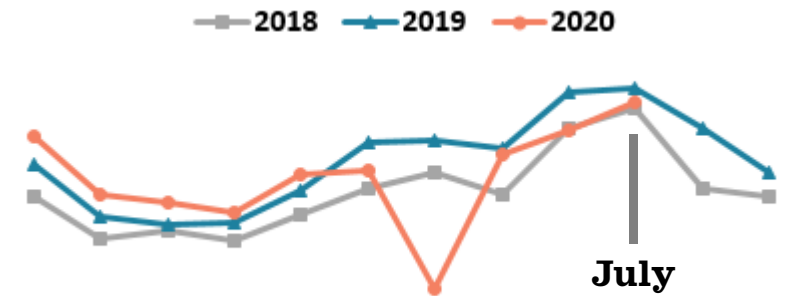
All ADR



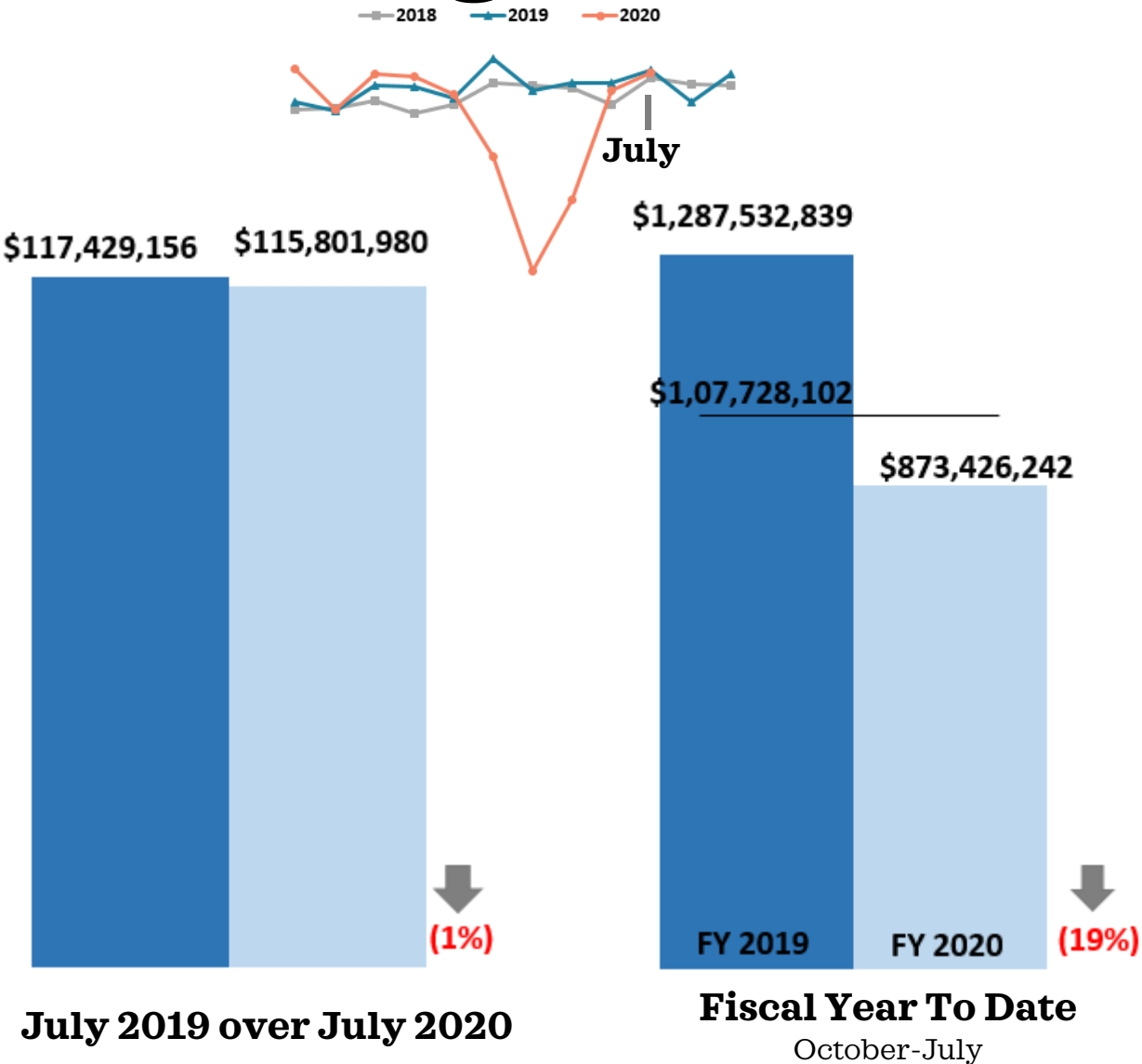
July 2019 over July 2020



Fiscal Year To Date
October-July

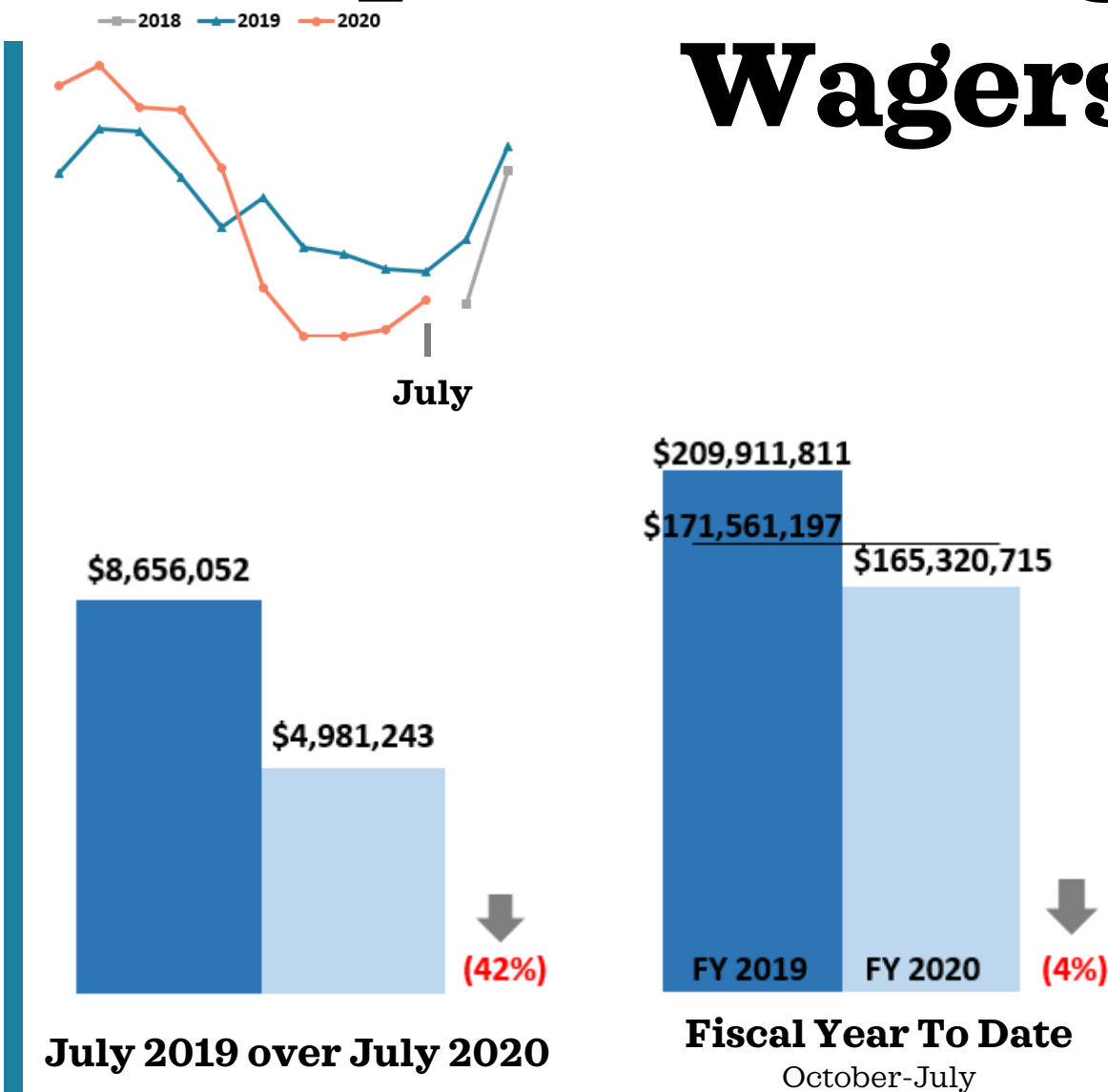


Gaming Revenue



Source: MS Gaming Commission

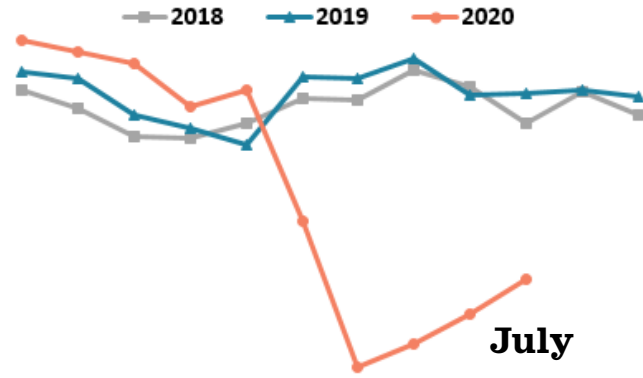
Sports Betting Wagers



* Sports Betting began August 2018

Airport

Enplanements



31,566

11,899

(62%)

July 2019 over July 2020

378,135

314,955

215,759

FY 2019

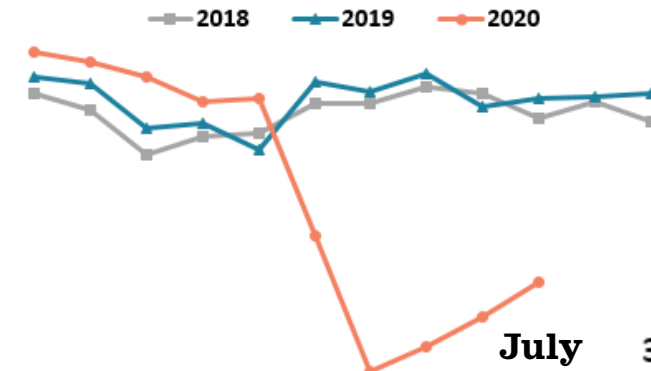
FY 2020

(32%)

Fiscal Year to Date

October-July

Deplanements



31,468

11,880

(62%)

July 2019 over July 2020

374,328

310,718

212,170

FY 2019

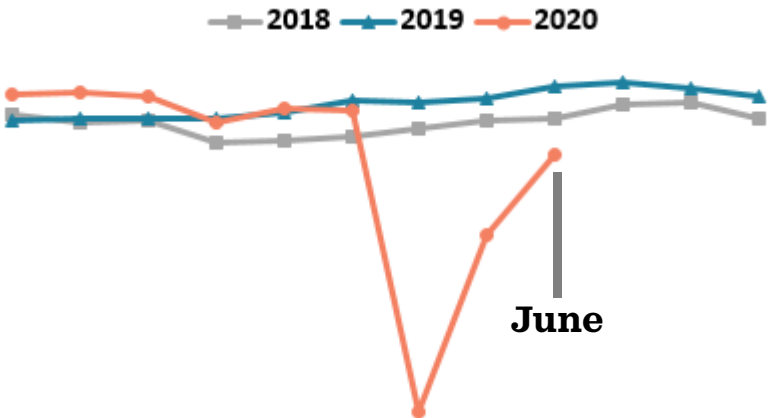
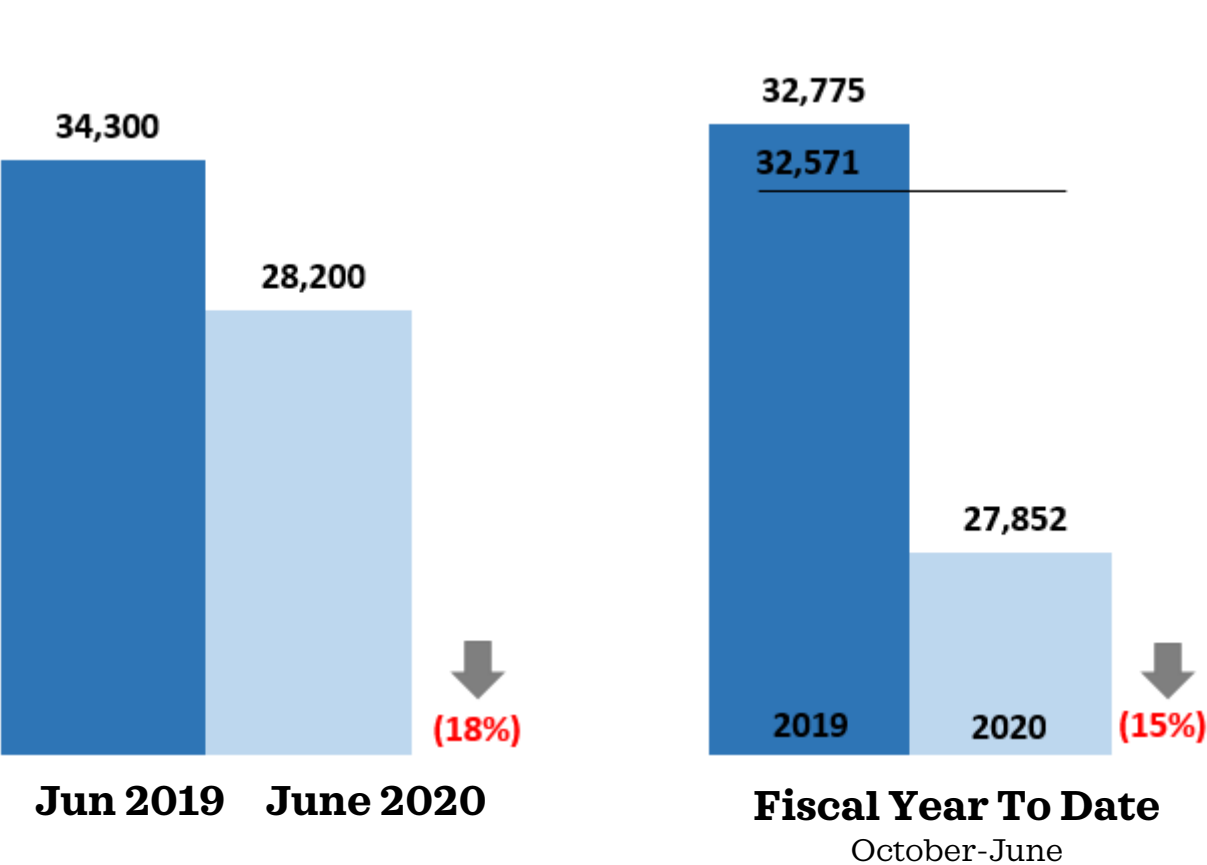
FY 2020

(32%)

Fiscal Year to Date

October-July

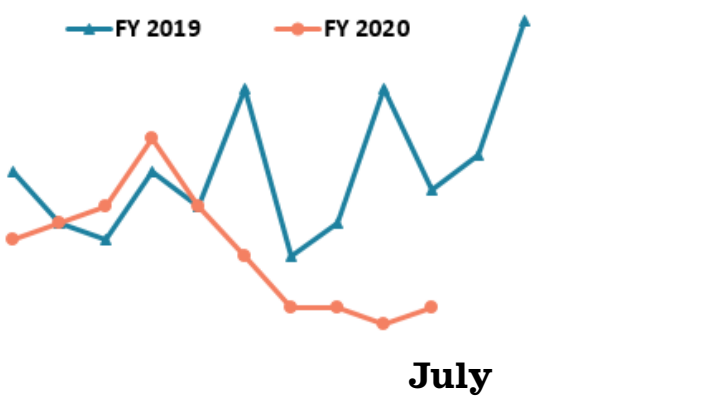
Leisure & Hospitality Jobs



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

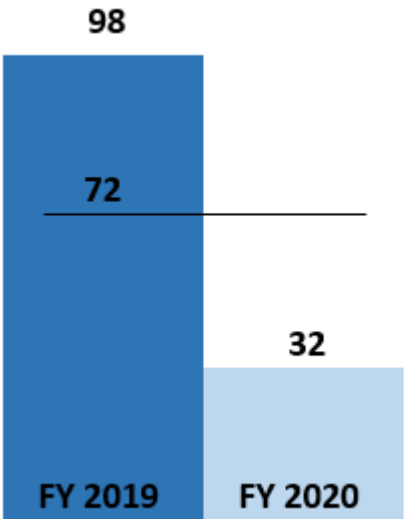
Definite Bookings - Meeting/Sports

Bookings

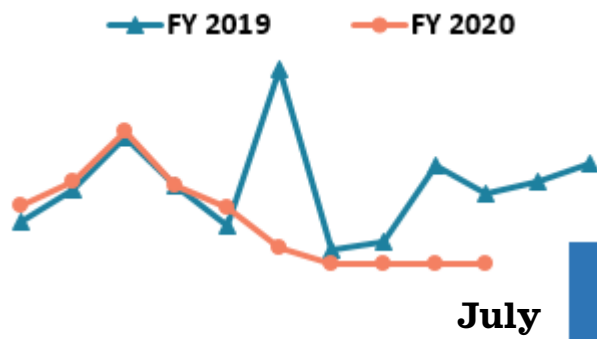


↓
(100%)

July 2019 over July 2020

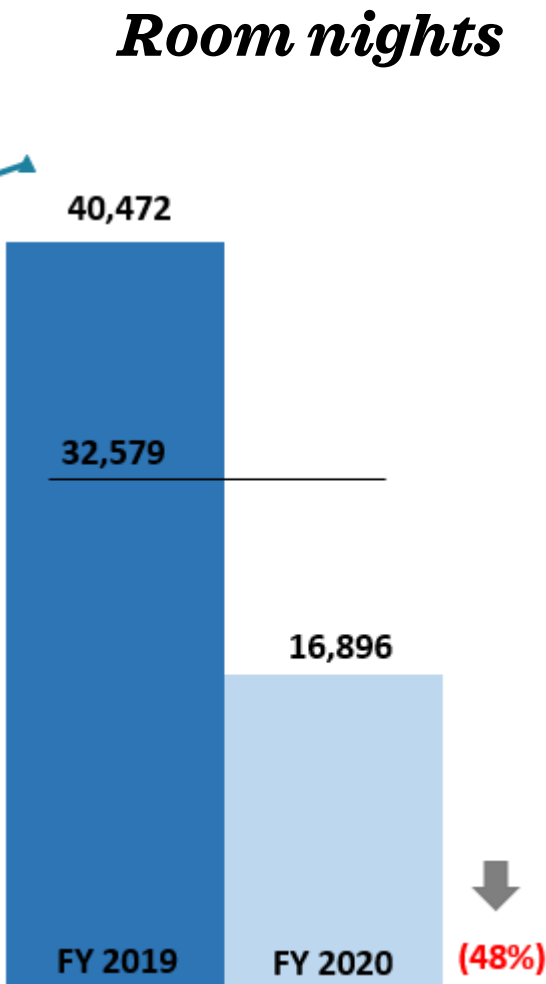


Fiscal Year To Date
October-July



↓
(100%)

July 2019 over July 2020



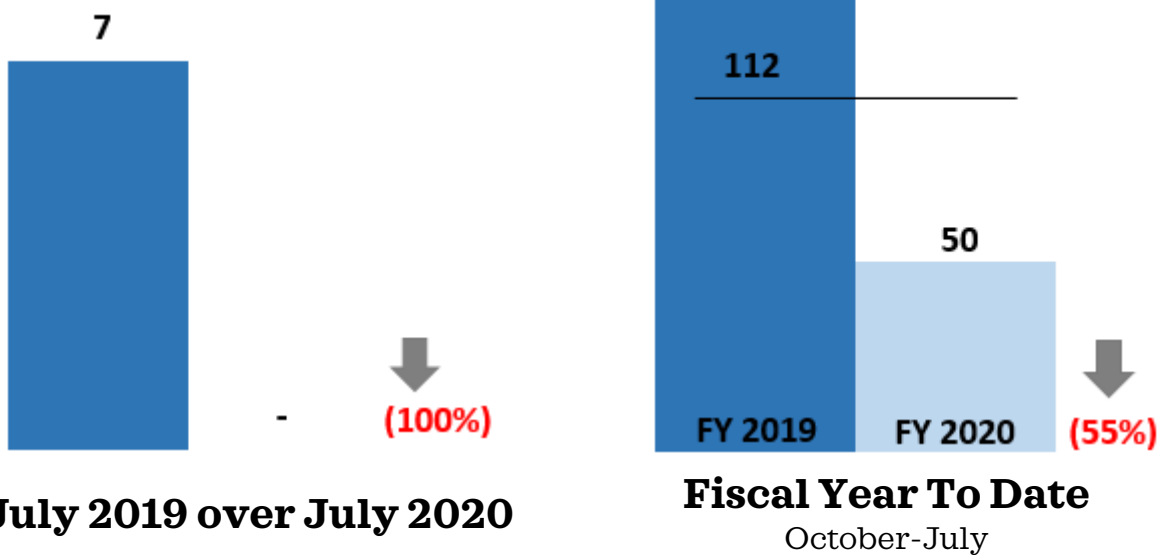
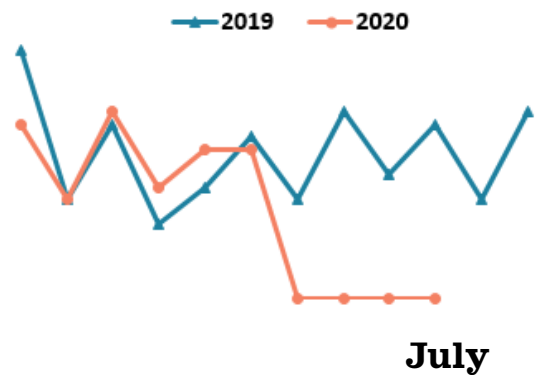
Fiscal Year To Date
October-July

Source: Coastal Mississippi

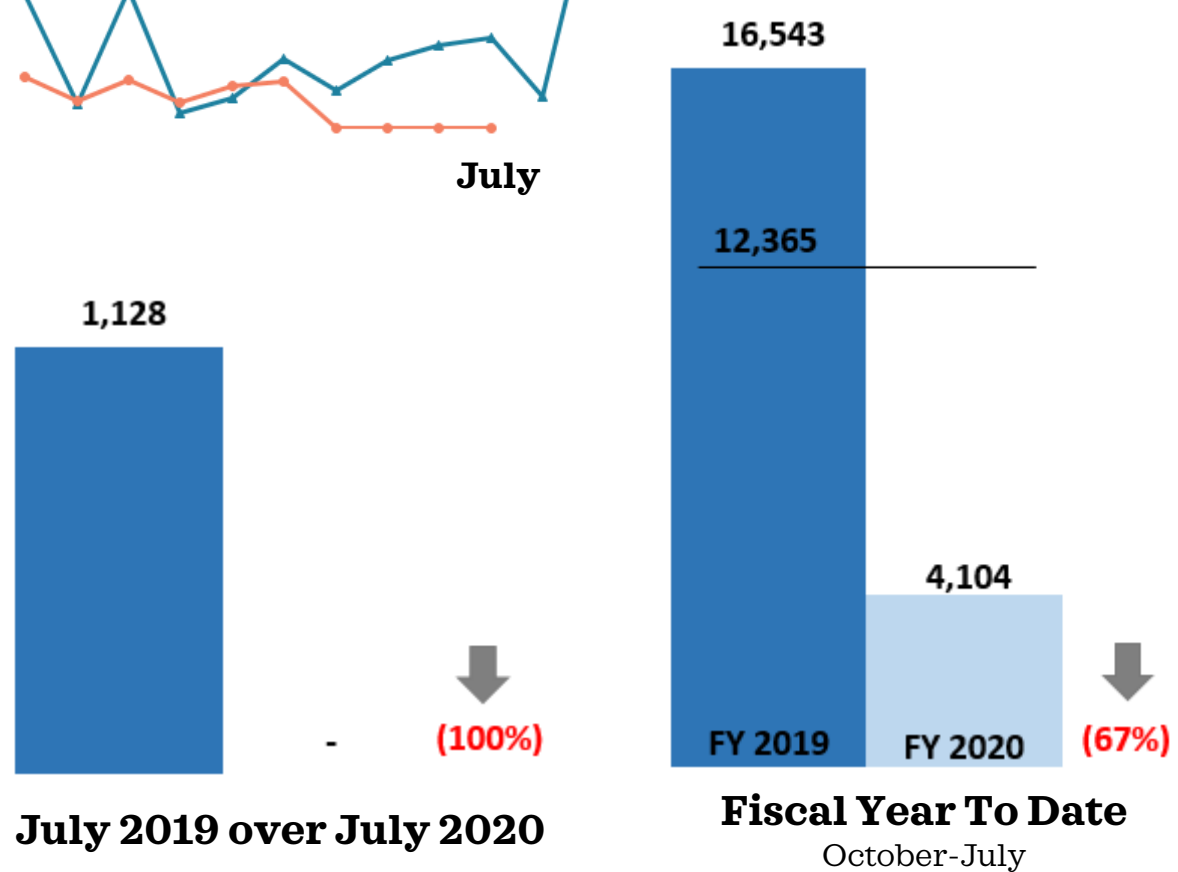
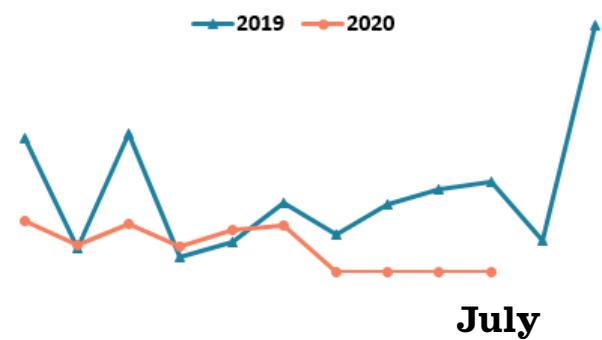
Definite Bookings - Leisure

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

Bookings

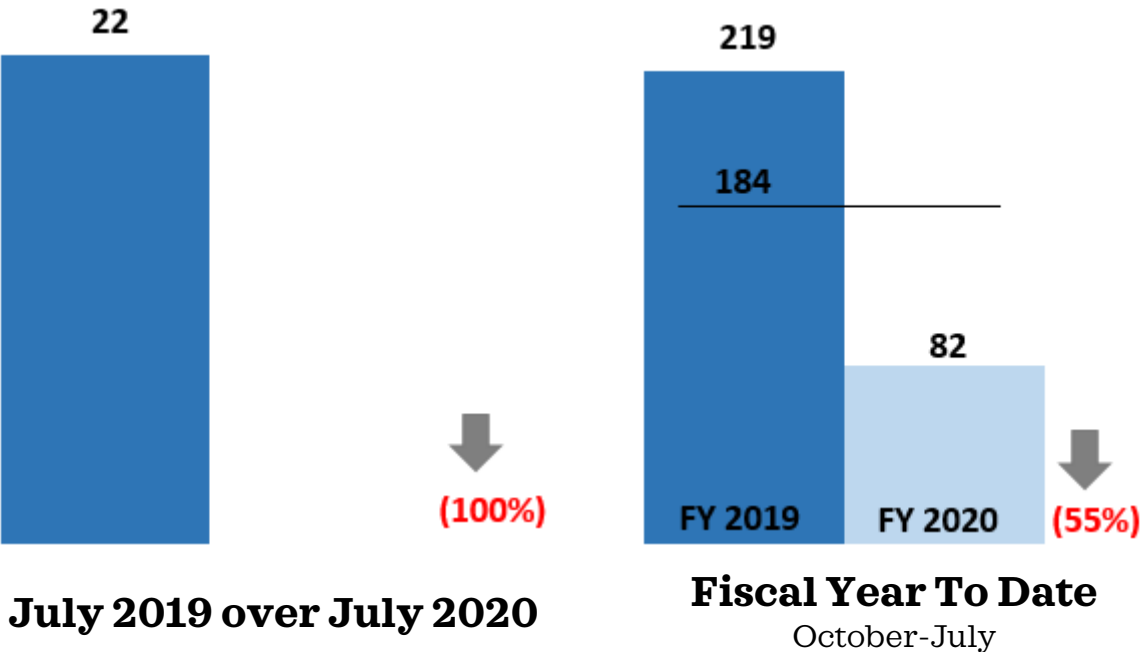
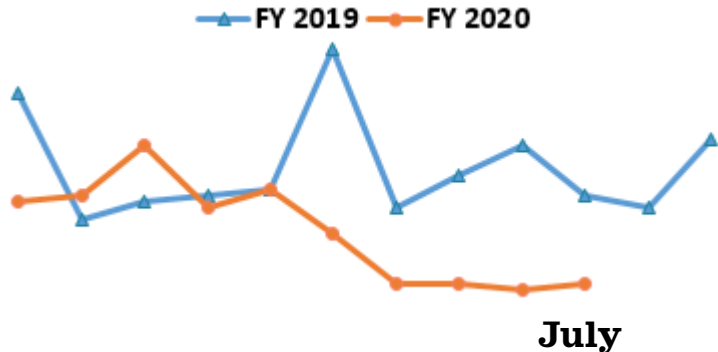


Room nights

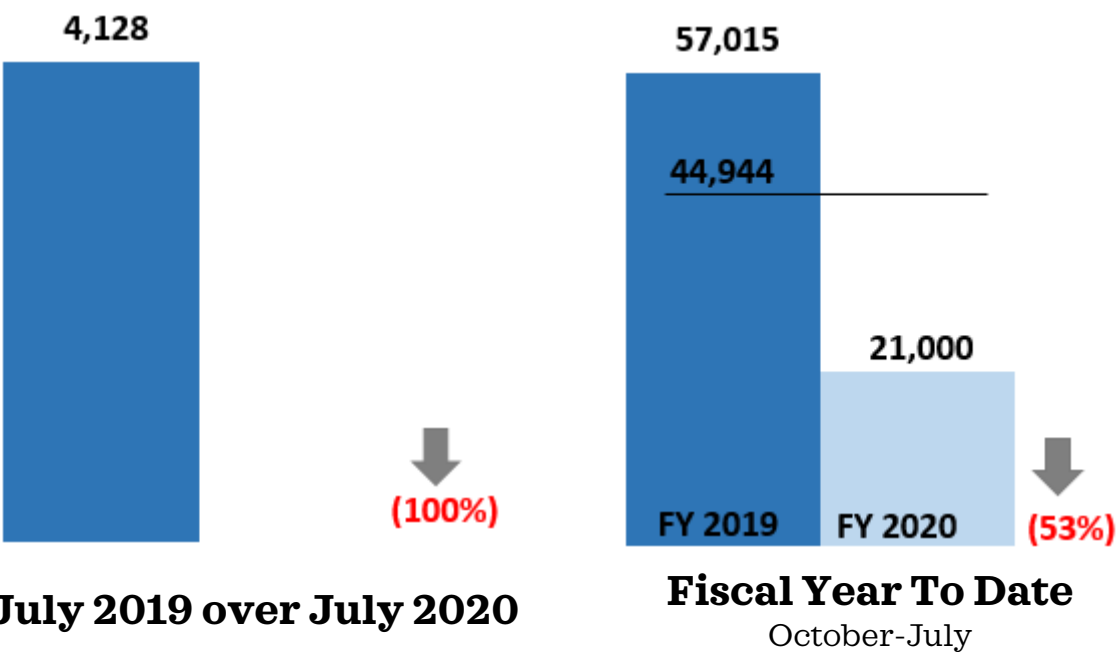
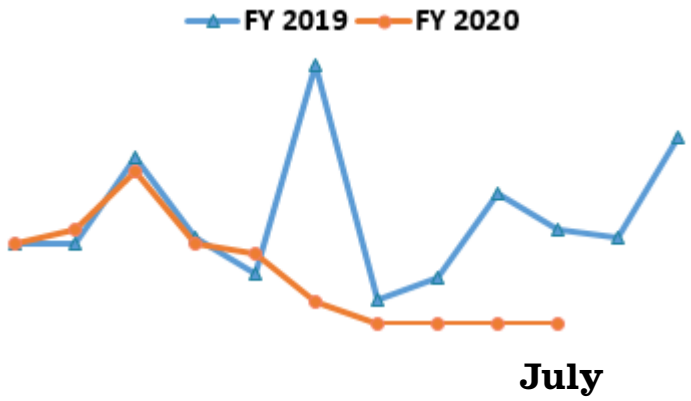


Definite Bookings - All Sales

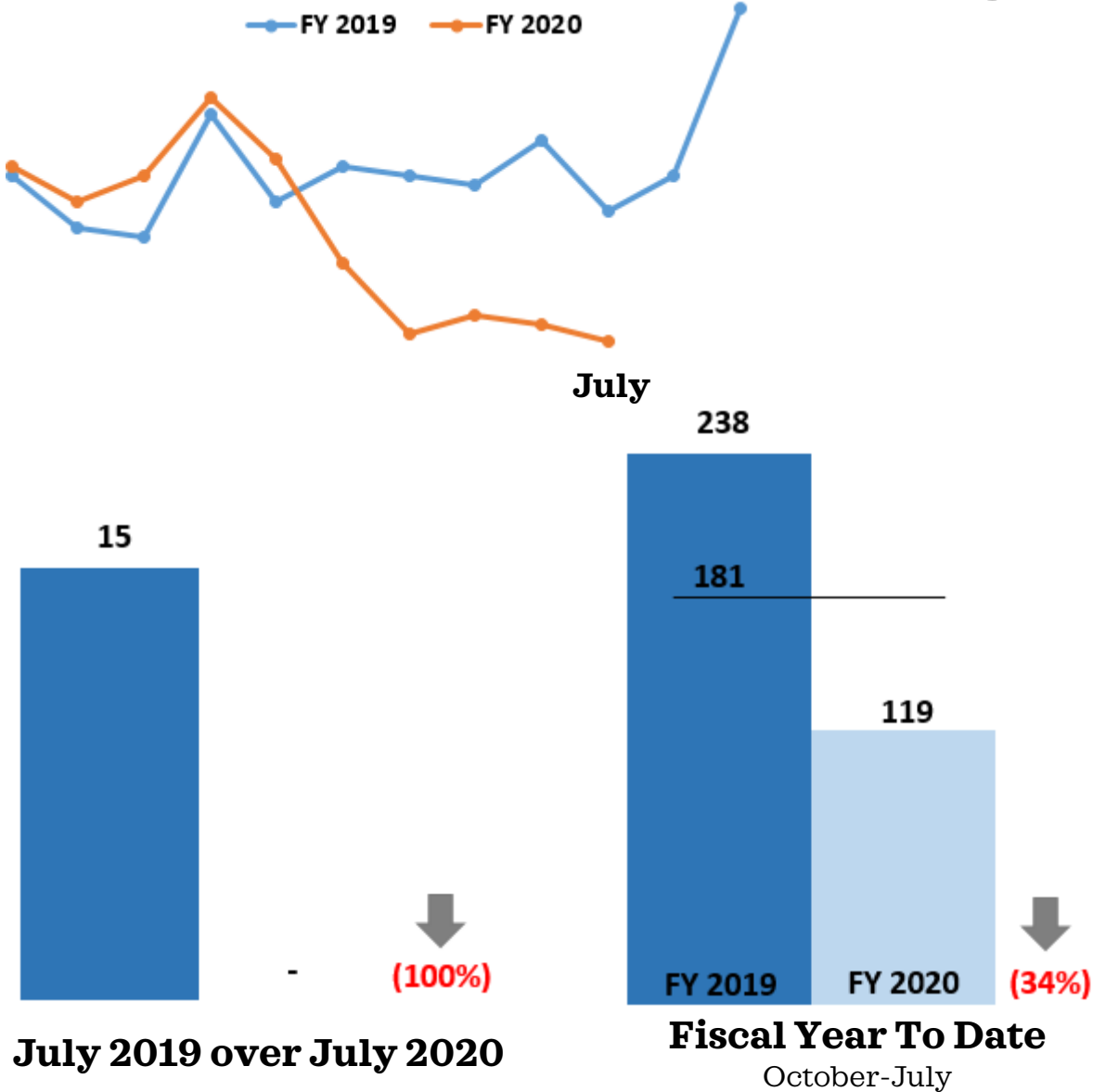
Bookings



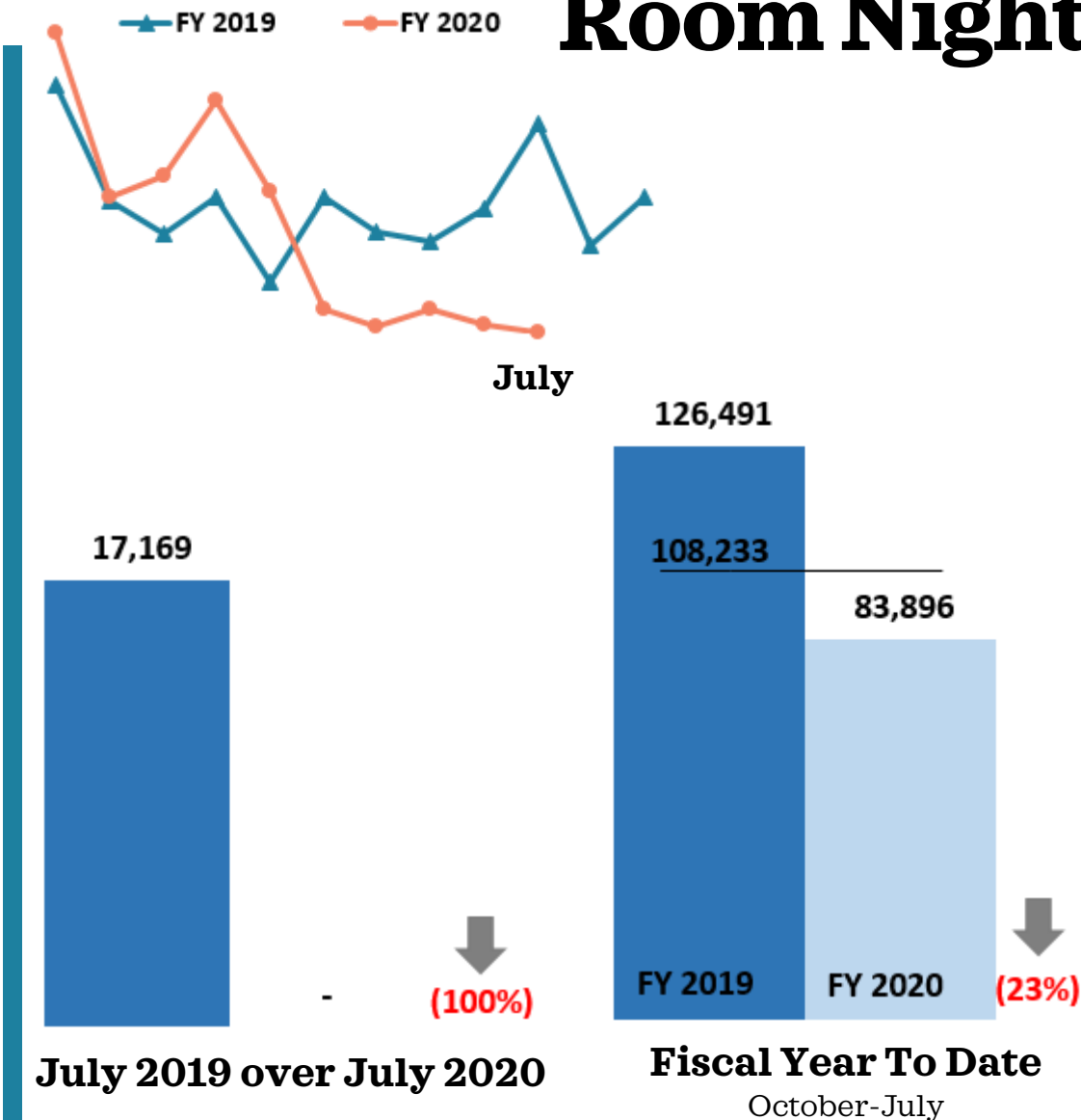
Room nights



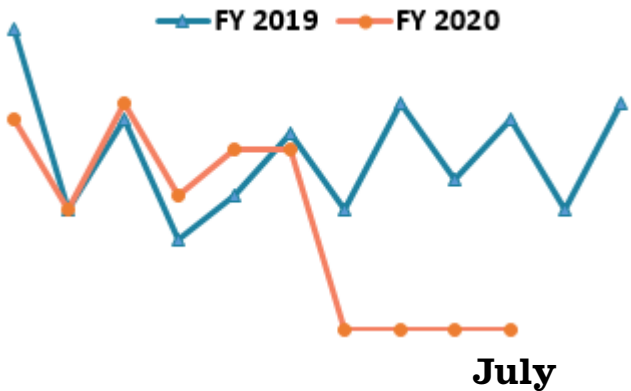
Leads Issued – Meetings/Sports



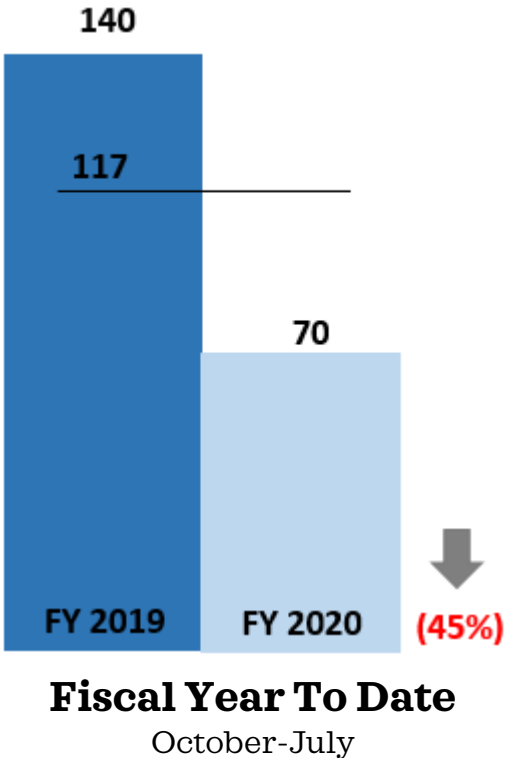
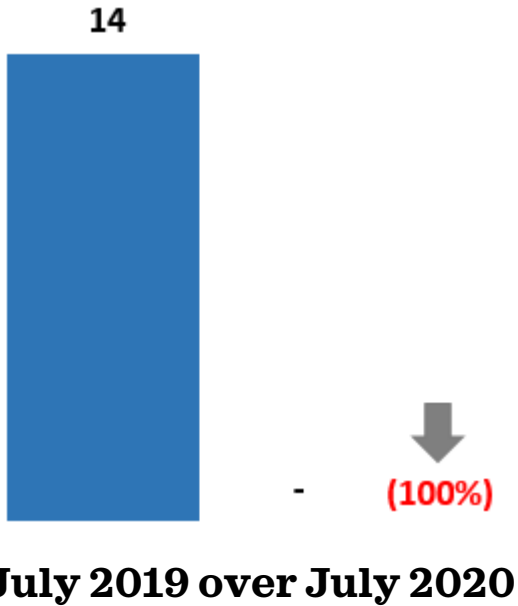
Potential Room Nights



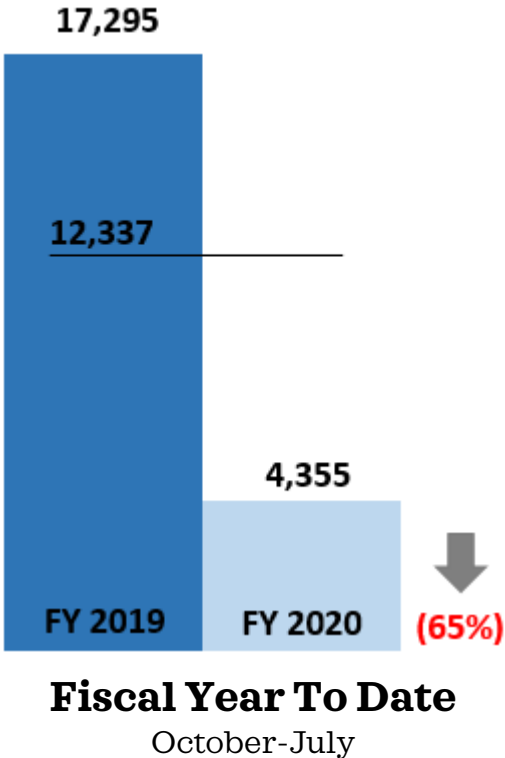
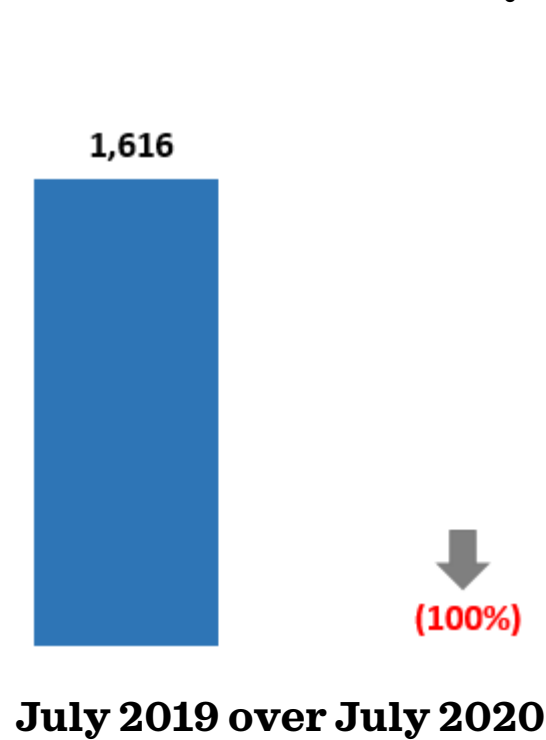
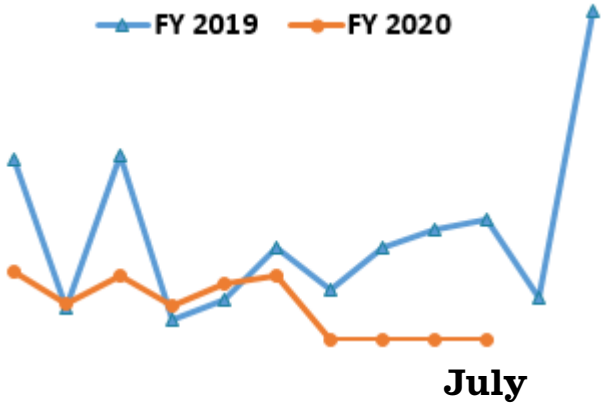
Leads Issued - Leisure



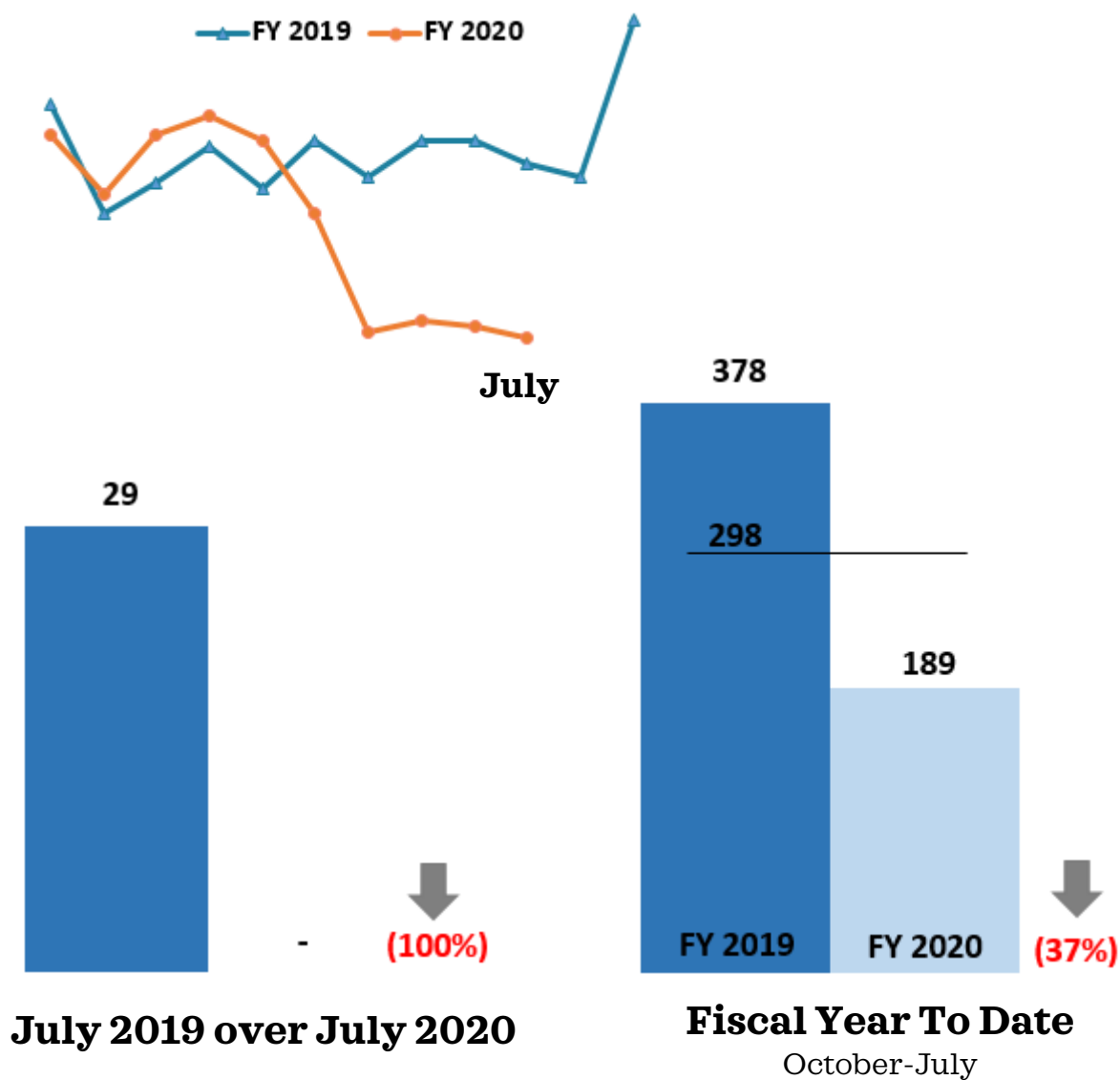
FY 2019 leisure leads and room nights included FIT business which is not being included in the FY 2020 numbers.



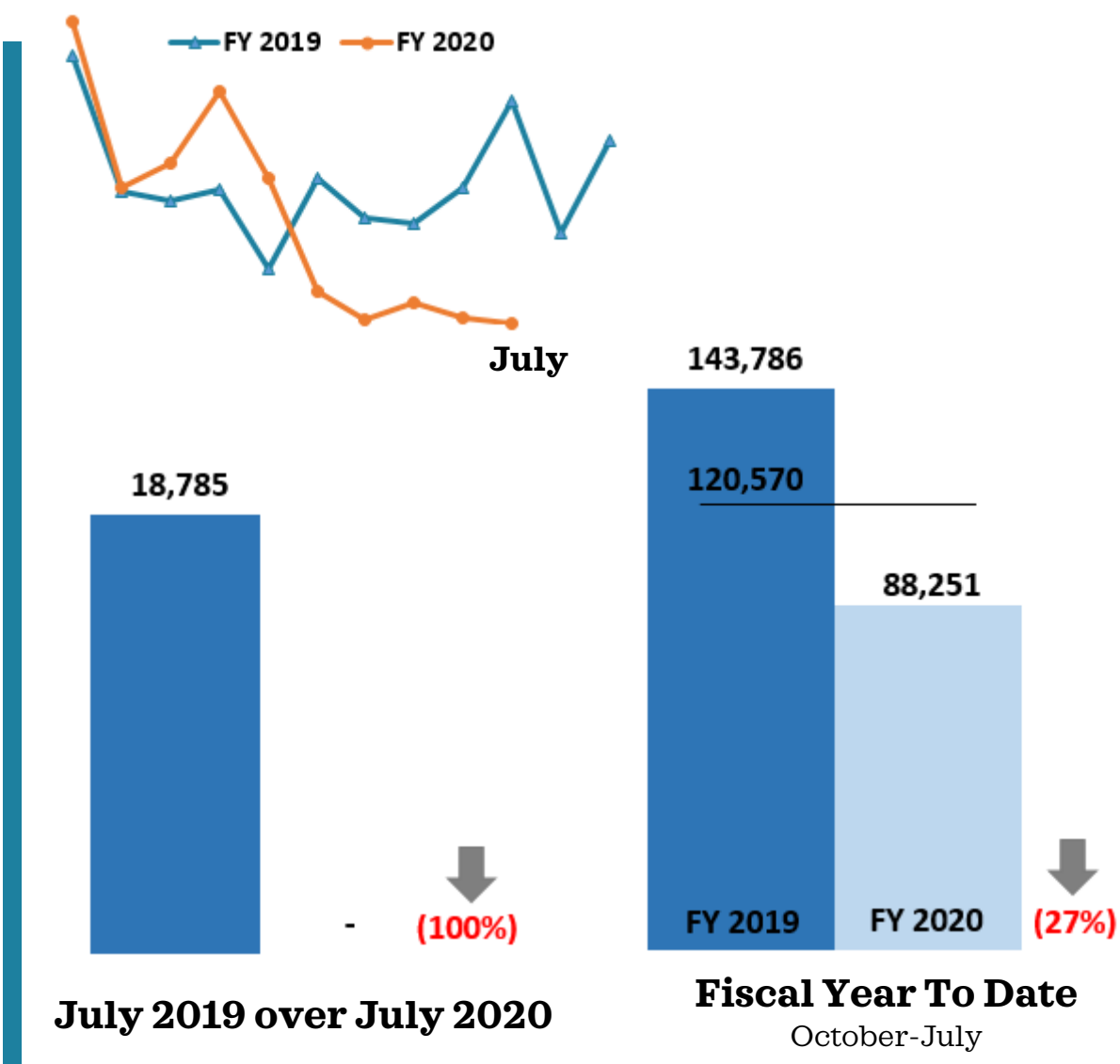
Potential Room Nights



Leads Issued - All Sales

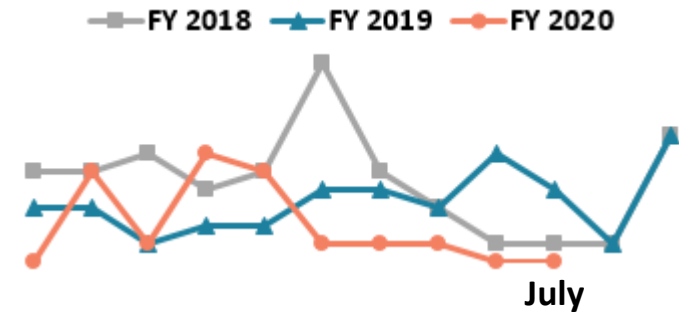
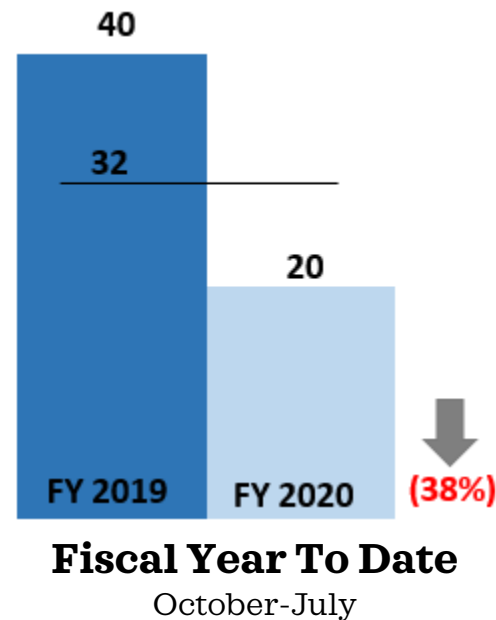
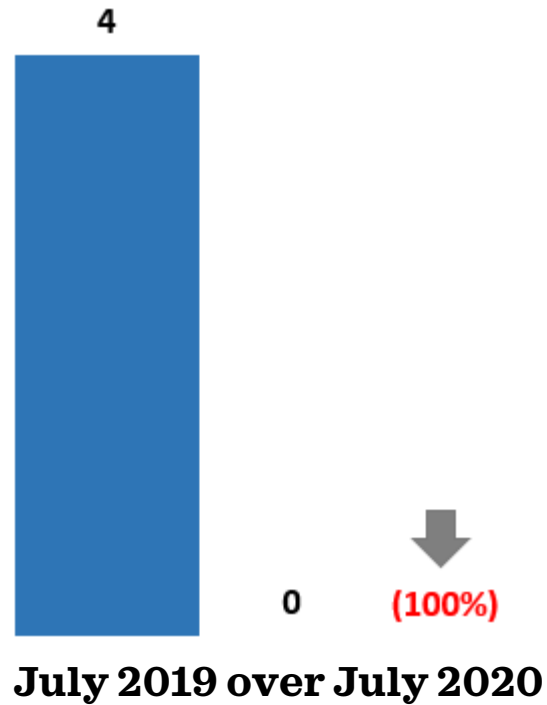


Potential Room Nights



Source: Coastal Mississippi

Convention Center Leads



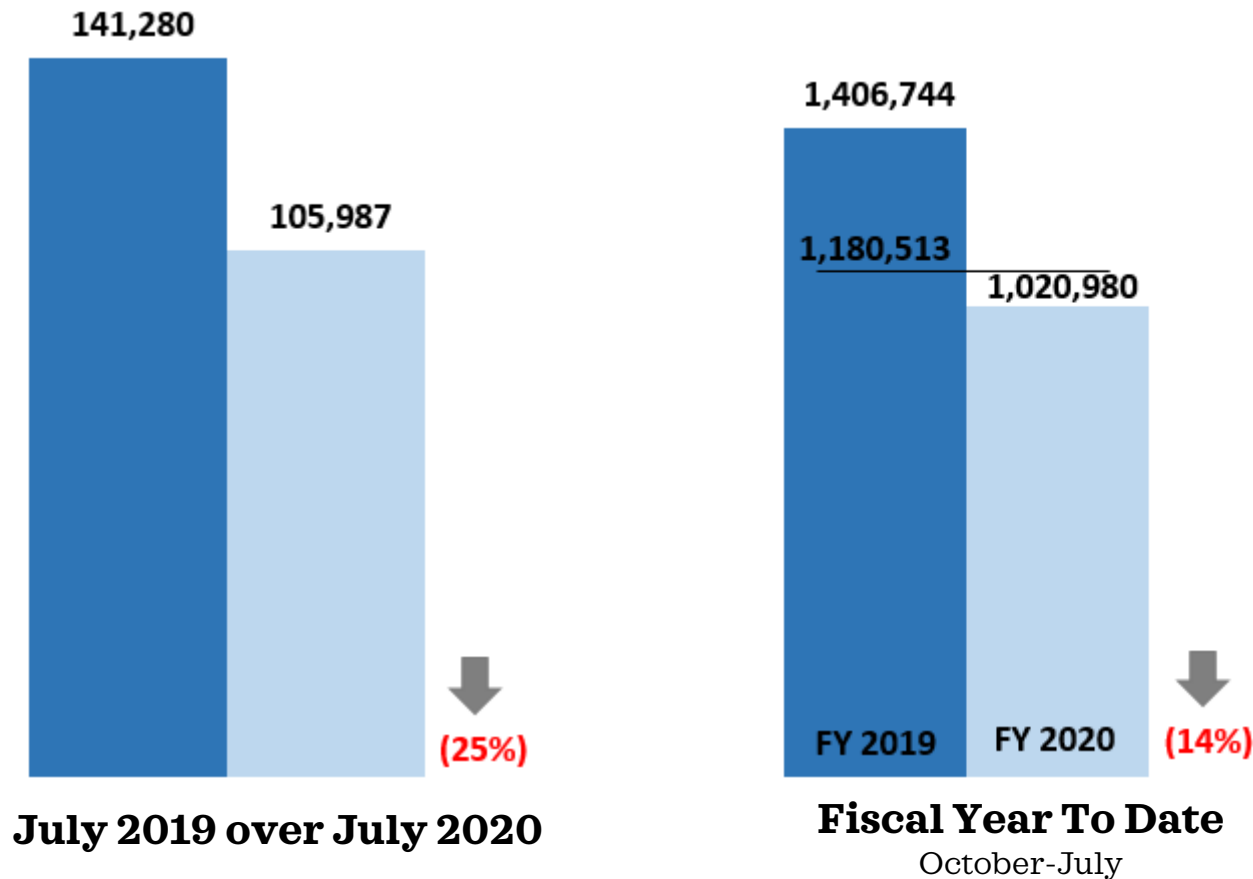
Pace Report



Pace Report - Pipeline



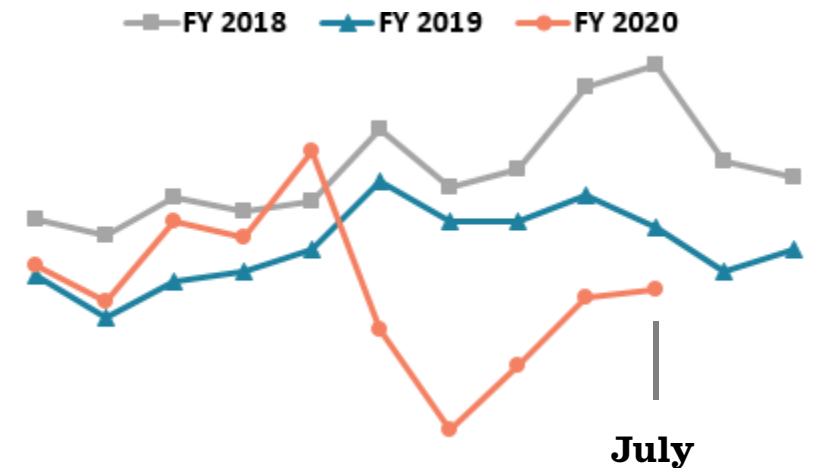
Google Analytics - Users



Source: Google Analytics

Traffic Analysis:

- Organic traffic was down 30% compared to last year. Notably, the industry was down an average of 31% and the South/Southeast region in July was down 37% YoY.
- Several pages adding new sessions in July. Those included Travel Updates (+4,239 sessions), Things to Do With Kids (+2,275 sessions), and the Beaches page (+2,099 sessions).



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	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
Newsletter Signup	140	140	135	193	210	131	66	98	122	213		
Total Active Newsletter Recipients 19,459												
Request the Guide	226	192	204	563	478	209	225	582	719	624		
Digital Guide Views	267	291	340	472	573	251	43	120	191	162		

Action Taken

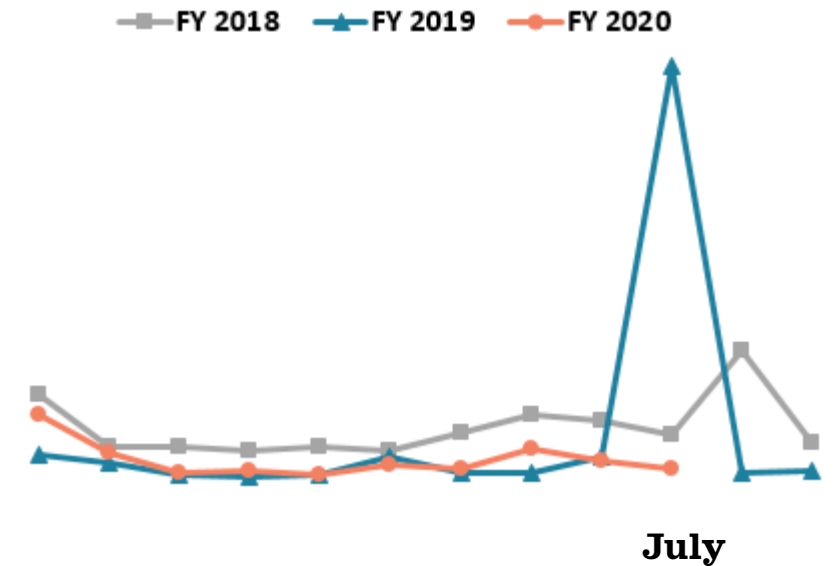
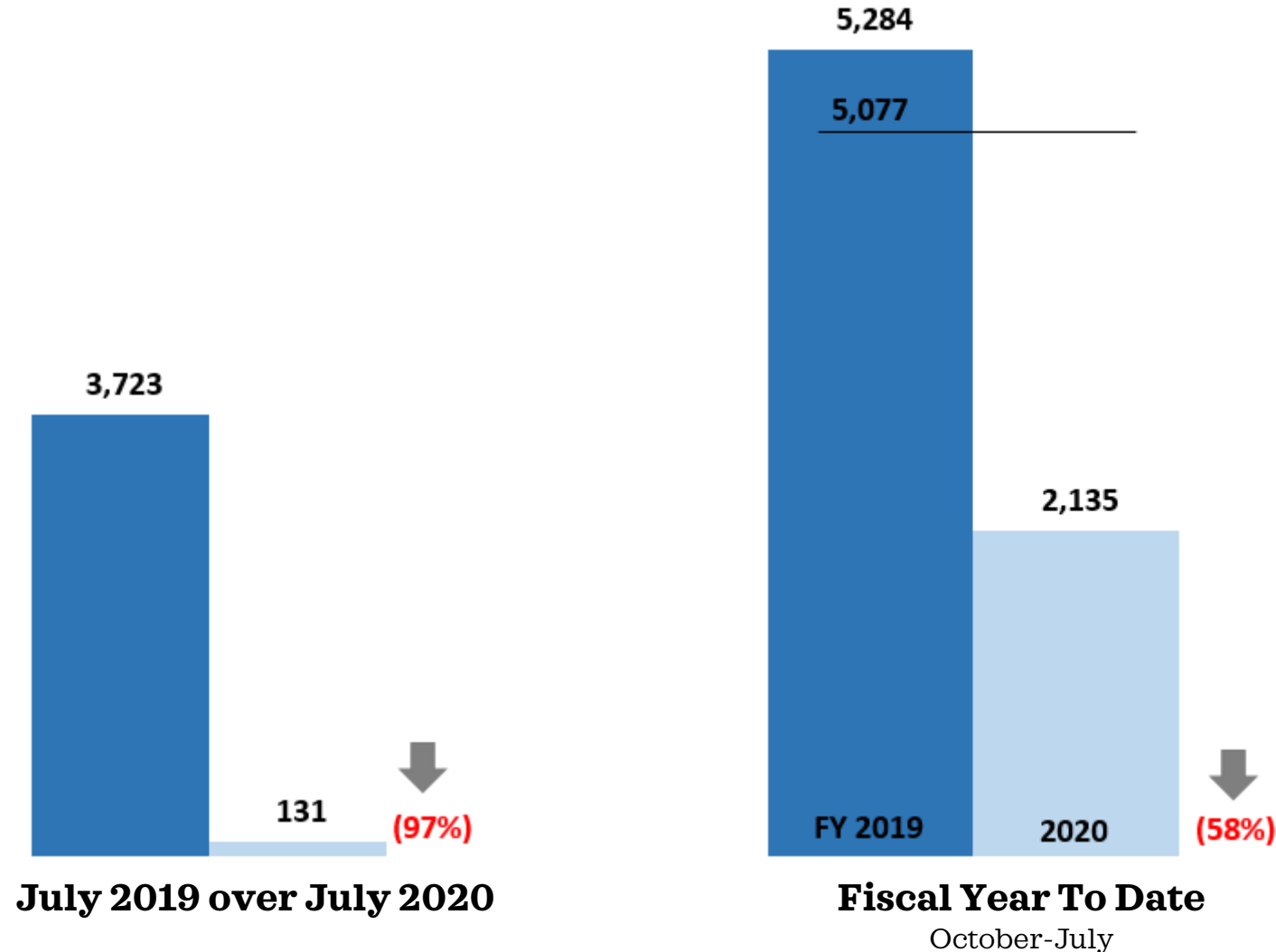
Total number of partner events and listings viewed by visitors on our site.

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

Event Detail	12,074	13,261	22,531	13,490	17,303	6,141	572	903	5,984	4,343		
Listing Detail	9,730	7,633	7,926	12,639	13,739	8,831	2,786	13,156	22,806	21,788		
Website referral	19,886	16,651	23,700	21,985	38,625	14,639	4,022	6,780	14,205	12,991		

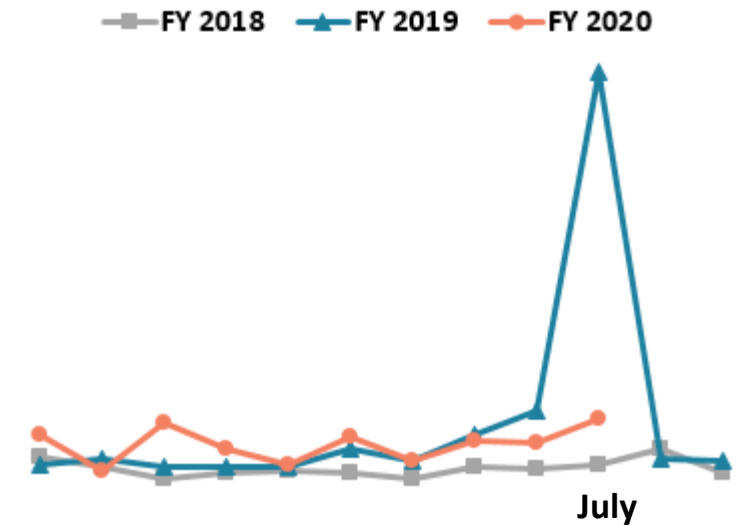
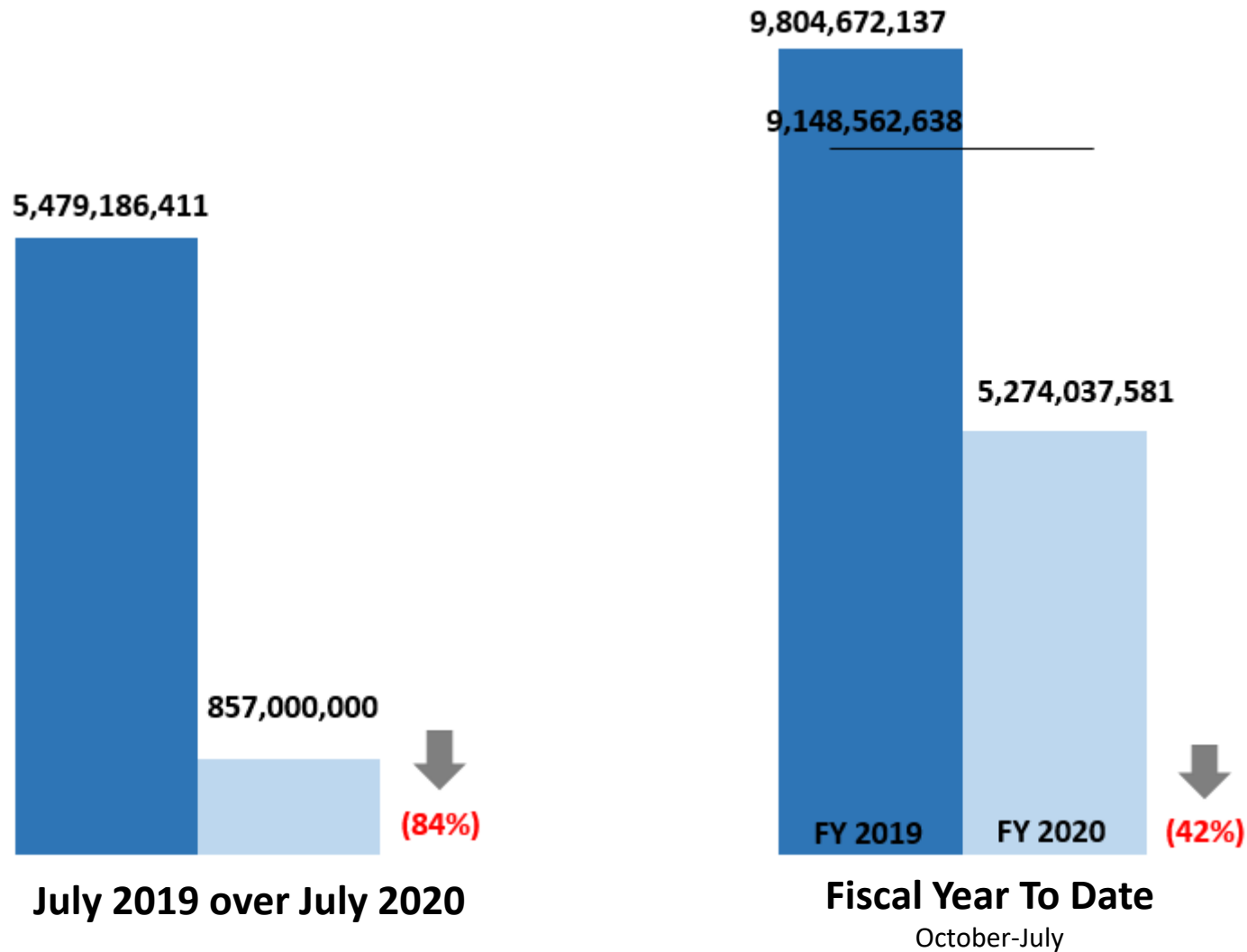
Number of Articles

Decrease in articles attributed to the heightened coverage (regional, national, top-tier outlets) in July 2019 re: Harmful Algal Bloom/Freshwater Intrusion.



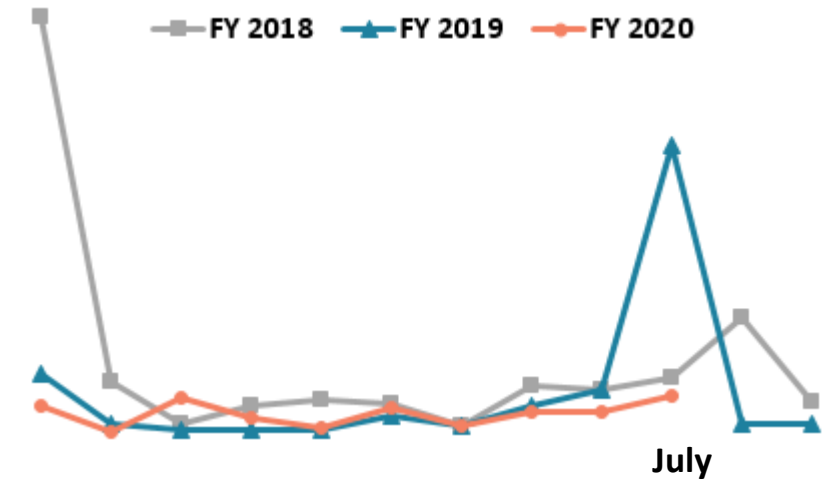
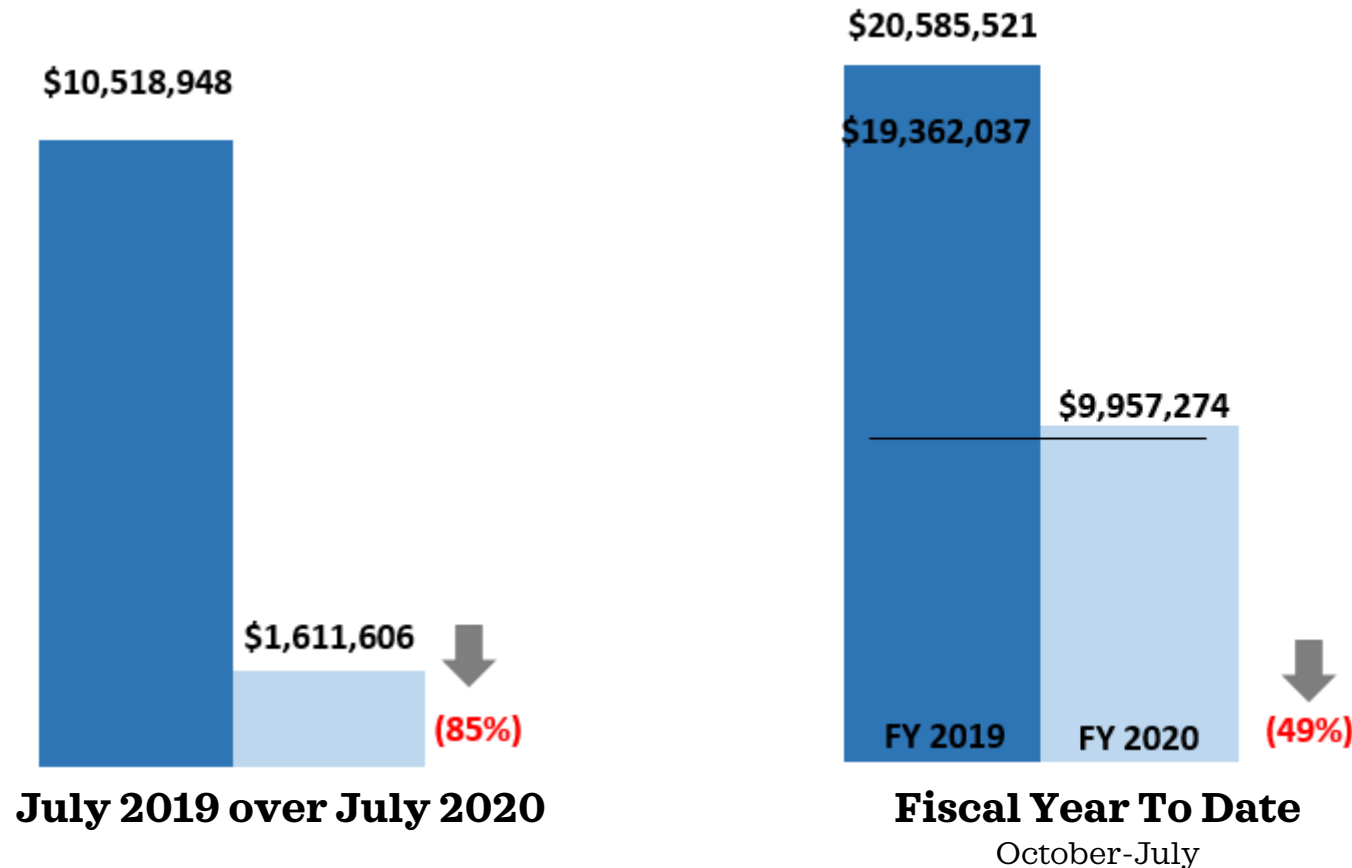
Impressions

Decrease in impressions attributed to the heightened coverage (regional, national, top-tier outlets) in July 2019 re: Harmful Algal Bloom/Freshwater Intrusion.



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:

- COVID-19
- Road Trips
- Outdoor Activities
- Culinary Offerings





Coastal Mississippi CEO Milton Segarra on safely promoting tourism during a pandemic

How you safely draw tourists to South Mississippi during the COVID-19 Crisis? Joining us to talk about that is Coastal Mississippi CEO Milton Segarra.



Coastal Mississippi promises health and safety to tourists



Milton Segarra, CEO of Coastal Mississippi: "One of the most important components of that message was the Destination Promise. We are working hand-in-hand with our partners to make sure that not only will you enjoy your visit but it will be safe. We are encouraging all our partners to follow the protocols in terms of wearing the mask, washing your hands, and social distancing to make sure we comply with all of these to ensure people will come here and enjoy their visit."

Local Media Coverage - Assisted



State tourism, CVBs respond to pandemic

Milton Segarra, CEO of Coastal Mississippi, said, "As Coastal Mississippi began to reopen, we realized there was an organic, pent-up demand to explore our region. We are seeing increased visitation of 'ready-to-go' travelers who feel more comfortable exploring our region, due to the wide-open spaces and array of outdoor activities that The Secret Coast has to offer.

"However, these visitors are predominantly last-minute bookings. We are not seeing advanced bookings picking up as we should for this time of year and our concern is that this business model will not be sustainable."

The Coast CVB is currently working on a comprehensive report, which will be complete by the end of the summer, to track the number of visitors to the area and number of hotel rooms booked.

"Hotels, restaurants, attractions, and excursions are open and implementing all necessary precautions to protect visitors and hospitality industry employees," Segarra said. "Coastal Mississippi is actively working with regional healthcare authorities to ensure the best practices in health and safety are provided to our industry partners.

Coastal Mississippi Assisted Media Coverage

Reader's Digest

The Best 25 Spots Where You Can Camp on the Beach



Deer Island Coastal Preserve, Biloxi, Mississippi

For active campers searching for a secluded site, [Deer Island](#) will be a sliver of serenity. Located right off the coast of Biloxi, this is the closest of Mississippi's barrier islands. All it takes to get there is a five- to ten-minute paddle in a canoe, kayak, or on a paddleboard. Keep in mind that when camping here, you're essentially on your own; you won't find any campgrounds. No fee or permit is needed, as long as you [pitch your tent](#) on the sandy shore area and stay fewer than seven days. That said, the island's white beaches, pine maritime forest, and marshes set the scene for a serious hiatus from the stresses of daily life. And if you leave feeling utterly rejuvenated, it's not your imagination. Researchers have found that [camping actually helps you sleep better](#).

Budget Travel

Coastal Mississippi provides adventure and variety for the budget traveler



The Secret Coast's temperate climate, along with its astounding natural beauty, makes for the perfect year-round destination.

There is an incredible amount to do, see and experience across [Coastal Mississippi](#): from outdoor activities, such as kayaking, boating, fishing and hiking, to a wide variety of attractions, museums, festivals, world-class gaming, and championship golf courses. When it comes to food, this is the place to be! From quaint coastal seafood spots to fine dining, we've got it all. In short, Coastal Mississippi checks all the boxes: great food, great weather, great prices, great people, and a great way of life.

Coastal Mississippi Assisted Media Coverage



Eats Along The Secret Coast – Anne Braly



Ok y'all ... are you ready? Loosen your belt buckles and head on over to the Coastal Mississippi — or The Secret Coast, as it's known as. No matter which way you go – drive east from Bay St. Louis to Pascagoula, or go in the other direction from east to west — and you're surrounded with some of the best eats in the South.

Discover Coastal Mississippi's African American Heritage 13 minute read



Experience Coastal Mississippi's rich African American heritage at **Biloxi Beach**, the **Pleasant Reed House**, **St. Rose de Lima Catholic Church**, and the **100 Men Hall**.

My journeys have carried me north, south, east, and west across the state. I have driven the Union and Confederate lines at [Vicksburg National Military Park](#), toured antebellum homes in [Natchez](#), and traced the Final Stands at [Brices Crossroads](#) and [Tupelo National Battlefields](#).

Most recently, along the 62-mile Gulf Coast, I encountered a rich African American cultural heritage and toured key sites on Mississippi's Freedom and Blues Trails.

Coastal Mississippi Assisted Media Coverage



The 50 Most Charming Small Towns in America










PHOTO: Downtown Ocean Springs (Photo via Jared / Flickr)

Ocean Springs, Mississippi

Boasting a Main Street complete with live oaks located a stone's throw from Gulf Coast Beaches, Ocean Springs is as idyllic as its name would suggest. Arts festivals color the yearly calendar here and will compete for your attention with the 200 independent shops, restaurants and galleries spread throughout three distinct entertainment districts.

Social Media Metrics

							
Monthly Increase	447 Flat	6 Flat	0 Flat	572 6%	662 Flat	163 3%	1,850 Flat
July 2019	149,786 Facebook (Total Likes)	15,763 Twitter (Total Followers)	1,054 Pinterest (Total Followers)	13,072 Instagram (Total Followers)	1,645,034 YouTube (Lifetime Followers)	5,129 LinkedIn (Total Followers)	1,829,838 Total

Social Media Overview

July 2020 spent a total of \$3,500 in paid media (+133%) and has shown clear benefits for Total Impressions (+202%), Total Engagements (76%), and Total Video Views (+160%). Although the ad campaigns largely supported this growth, organic efforts had significant contributions to this month's performance.

The volume of consistent organic posting, aiming to inspire and inform our audience, has kept our social fanbase engaged. Everything from picturesque reminders of Coastal Mississippi's beauty to the Mississippi Aquarium announcements have found themselves to be liked and shared by many. The future recovery campaigns should seek to capitalize on this large local inclination to get back out and support Coastal Mississippi travel while continuing to inform our audience about the latest health and safety measures in response to the COVID-19 pandemic.






Overall	Current value	Monthly V.	Trend
Total Followers	183,719 Followers	+0.57%	
Total Impressions	2,213,297 Impressions	+202.97%	
Total Engagements	47,802 Engagements	+76.71%	
Total Video Views	53,357 Video Views	+160.66%	
Total Link Clicks	6,702 Link Clicks	-10.02%	



Photo gallery of new public art

95,129 impressions
3,720 interactions



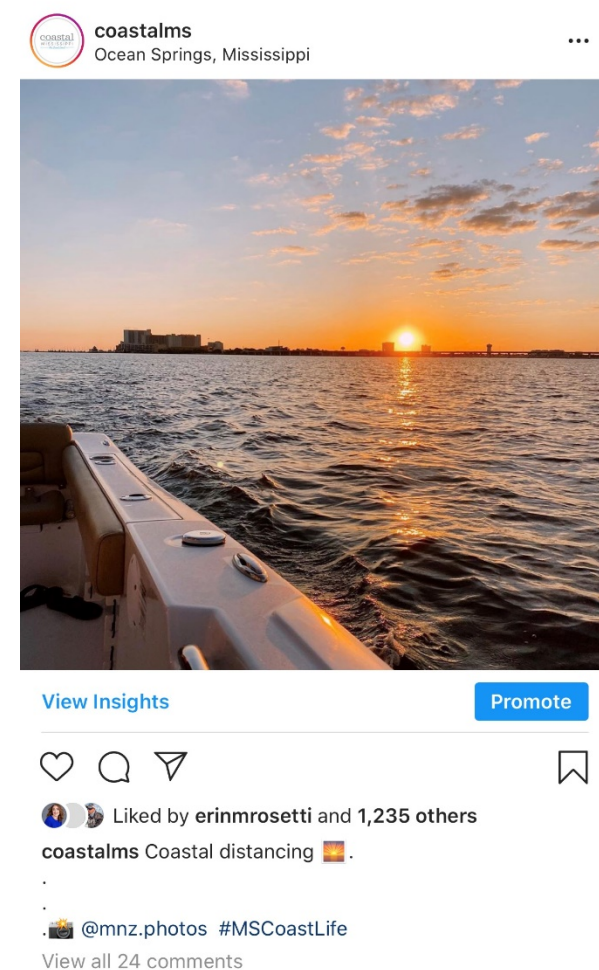
In-house photography of a Pass Christian sunset

2,266 impressions
97 interactions



Announcement of Milton Segarra, CDME joining Destinations International 2020-21 association Board of Directors

12,996 impressions
441 interactions



UGC of Front Beach sunset

9,284 impressions
1,236 interactions

SOCIAL MEDIA