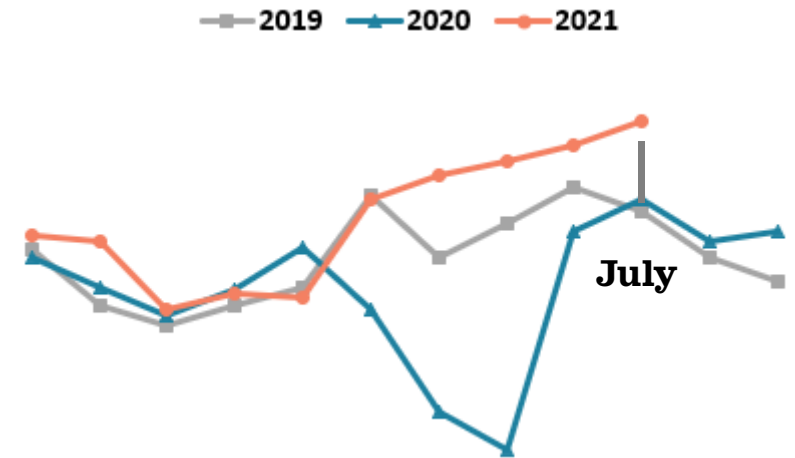
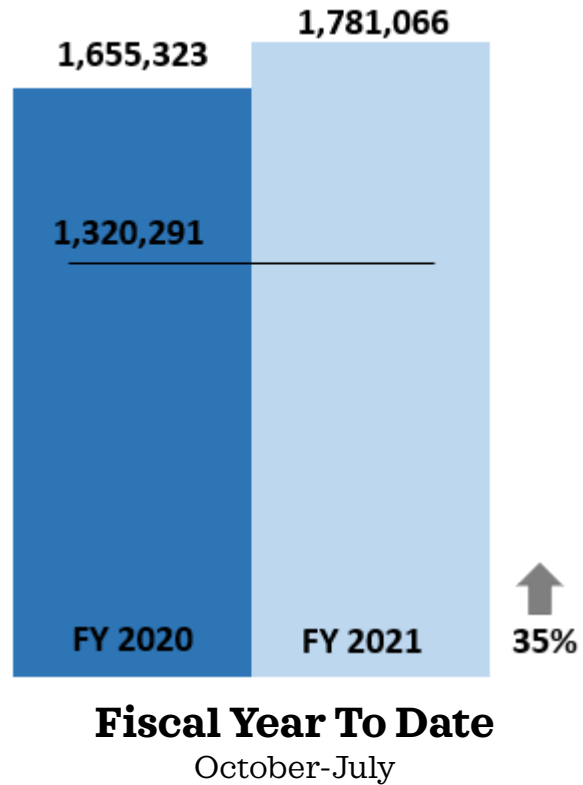
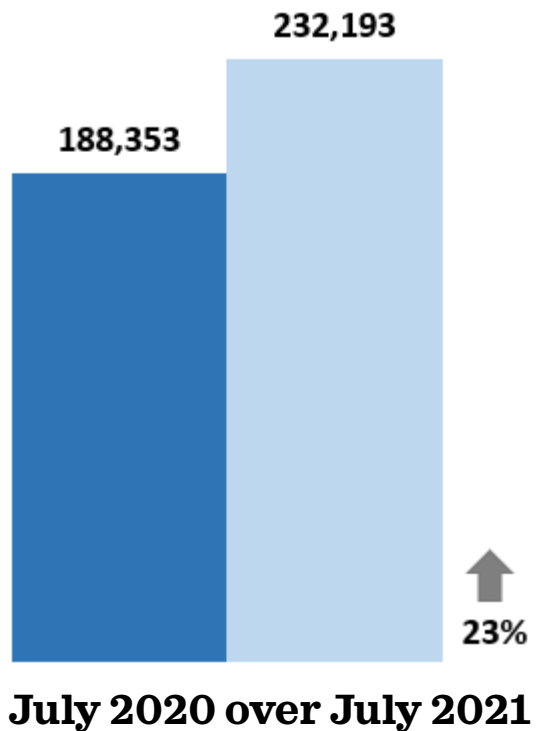


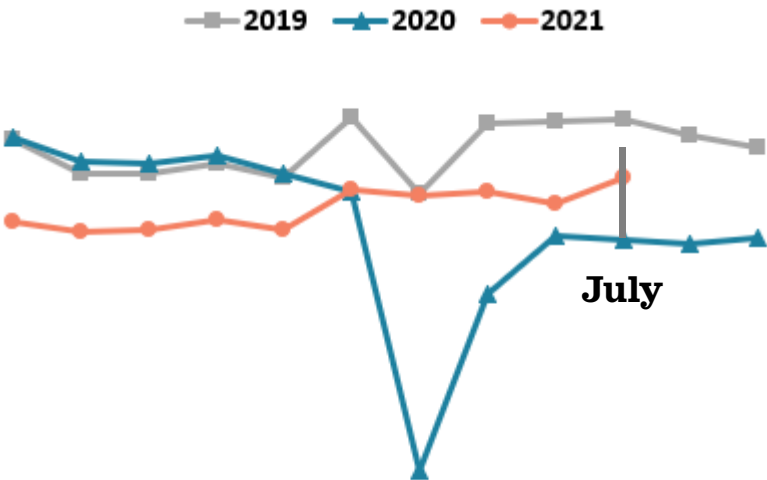
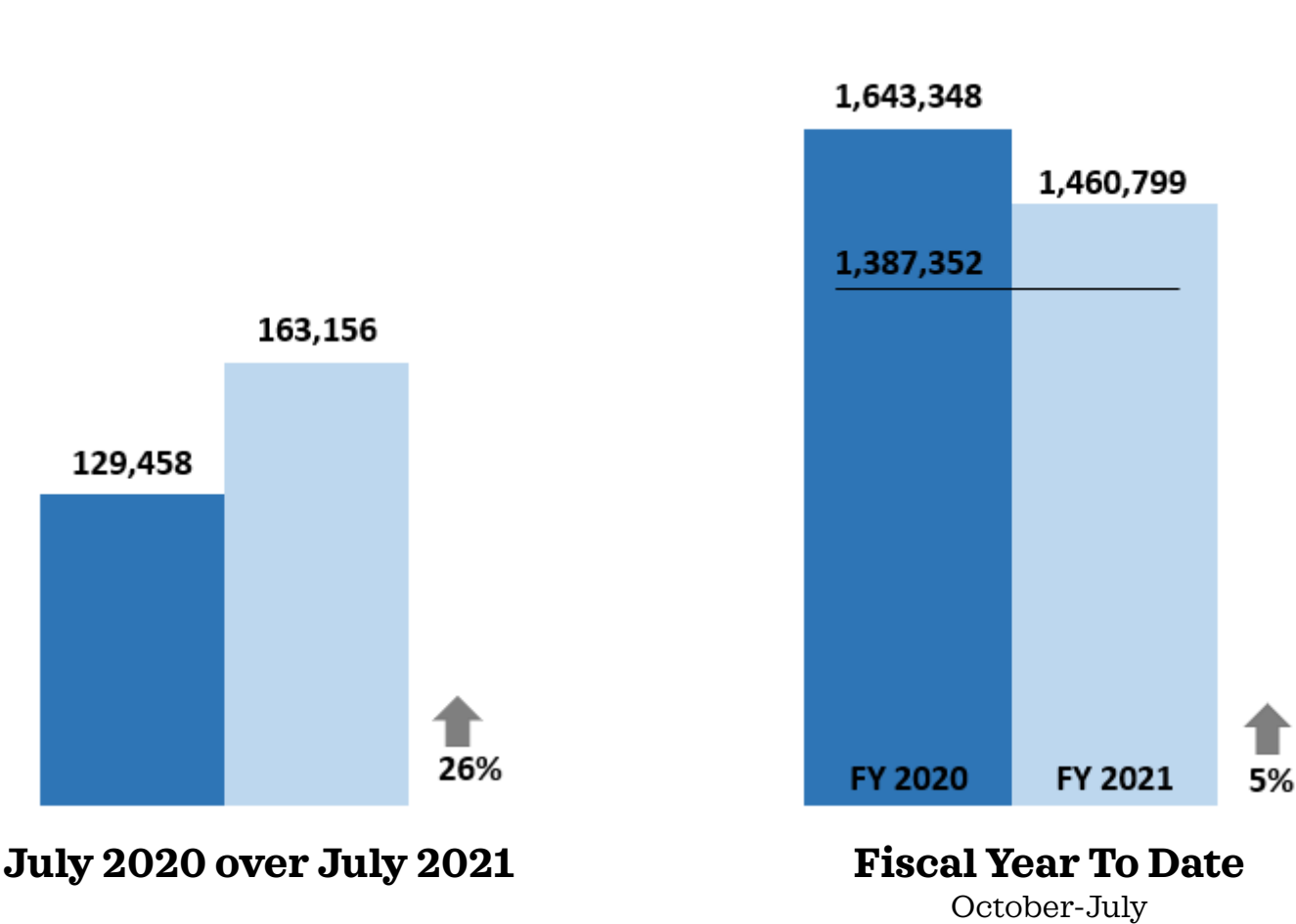
# coastal MISSISSIPPI *The Secret Coast*

- Key Performance indicators
- July 2021

# Non-Casino Rooms Sold

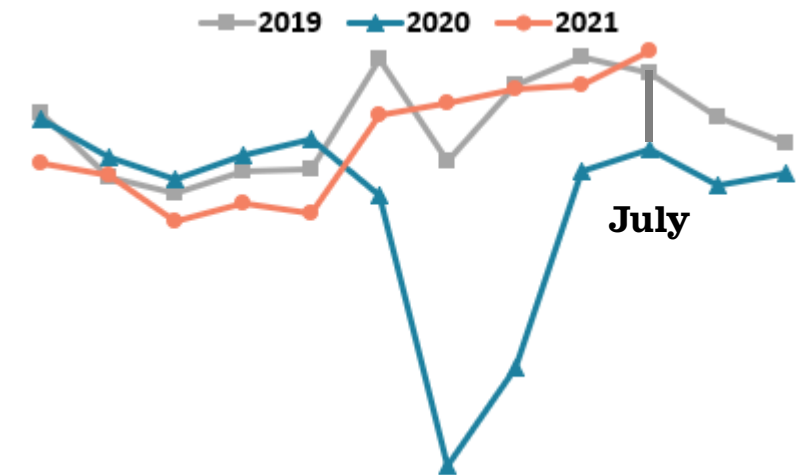
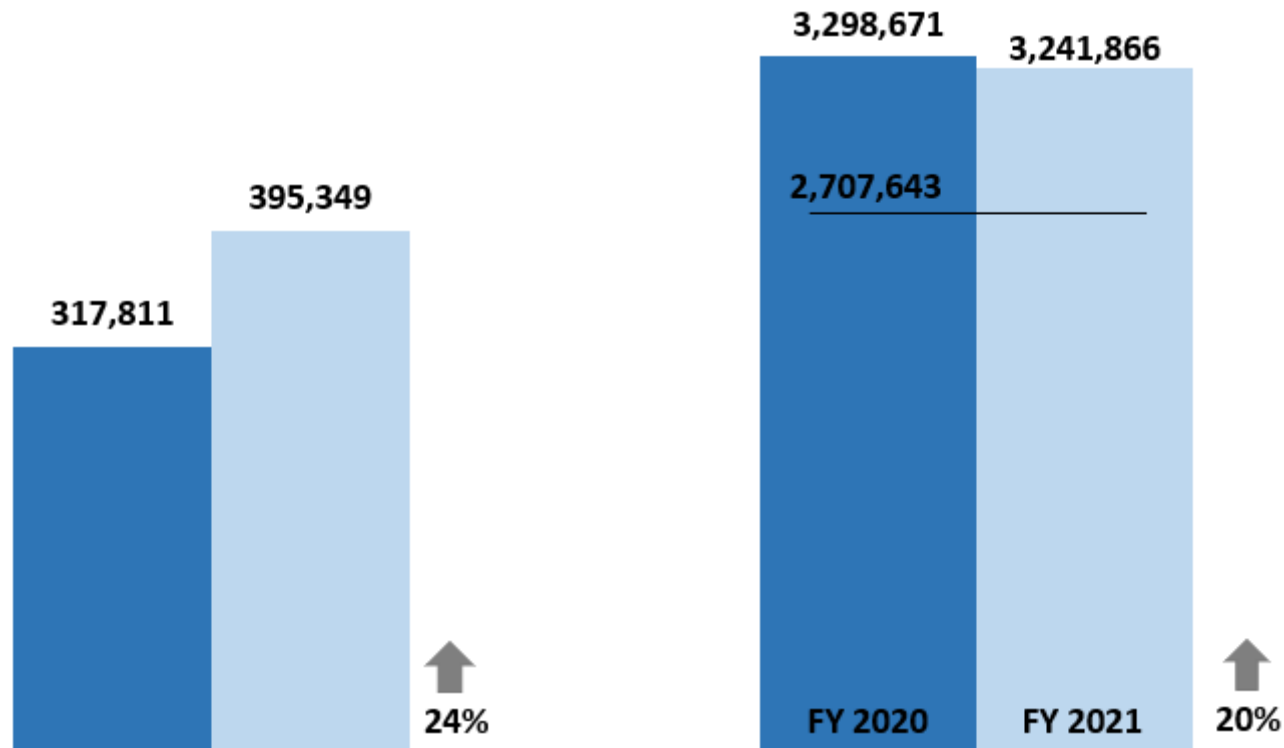


# Casino Rooms Occupied



Source: STR

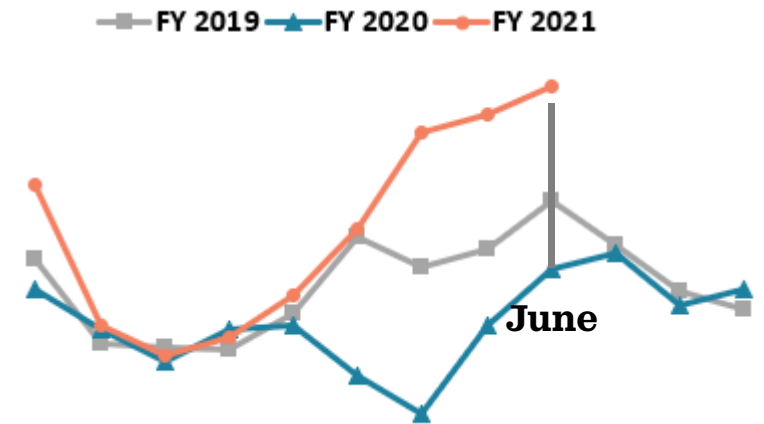
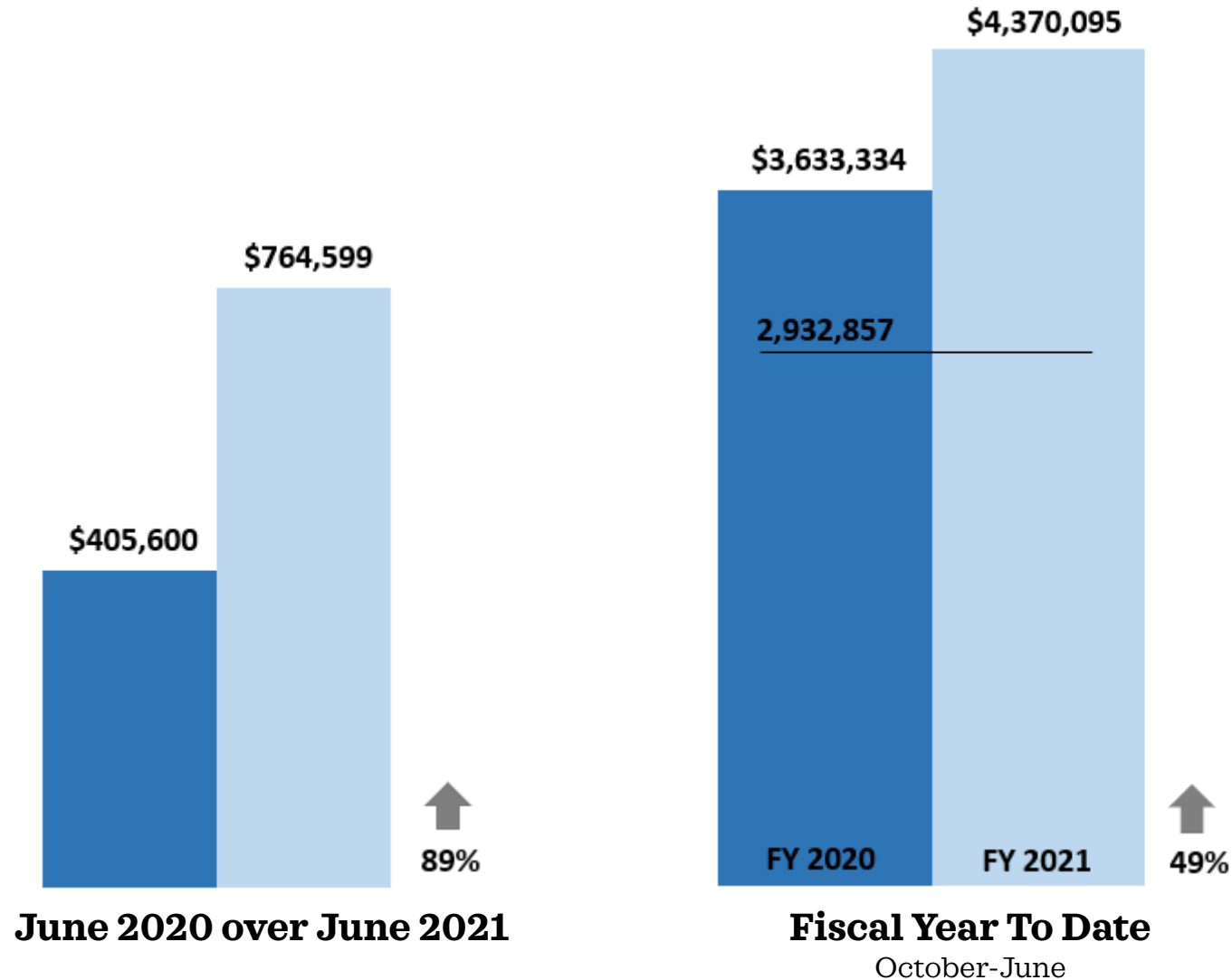
# All Rooms Sold/Occupied



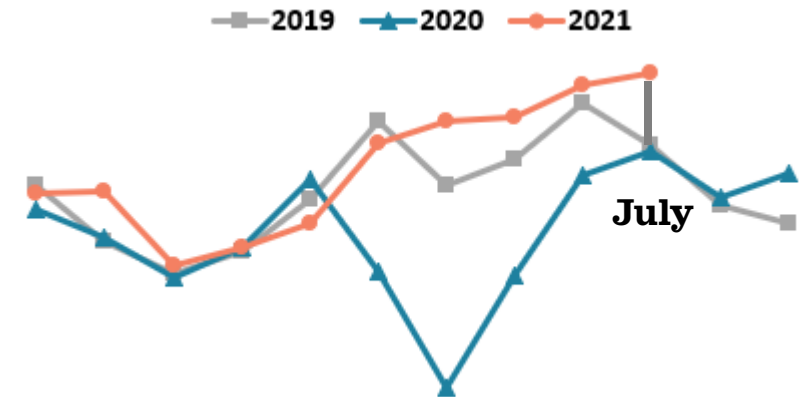
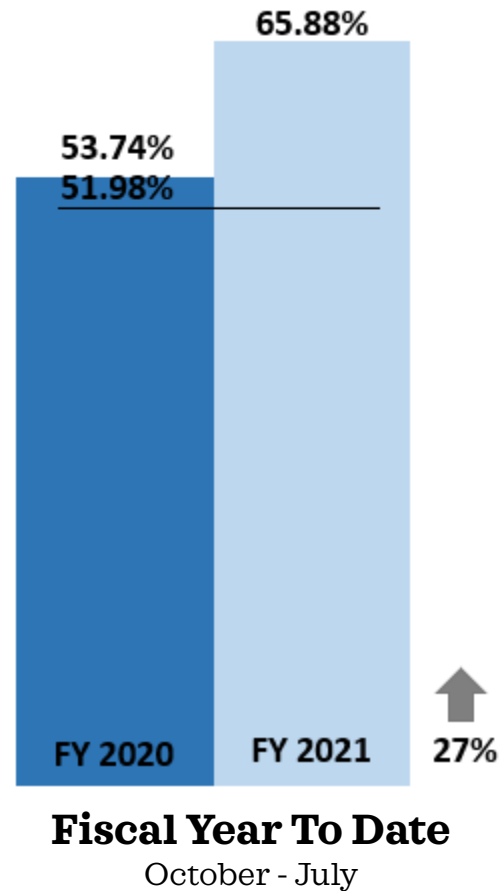
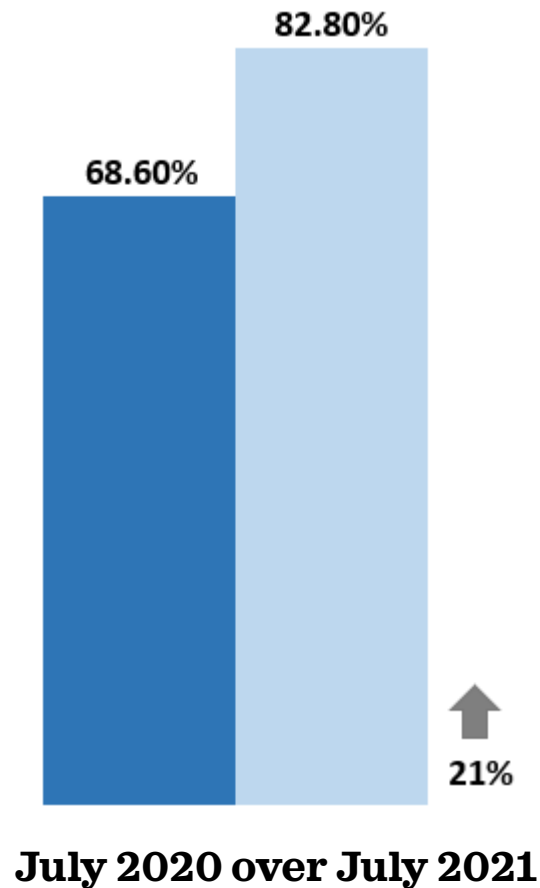
**July 2020 over July 2021**

**Fiscal Year To Date**  
October - July

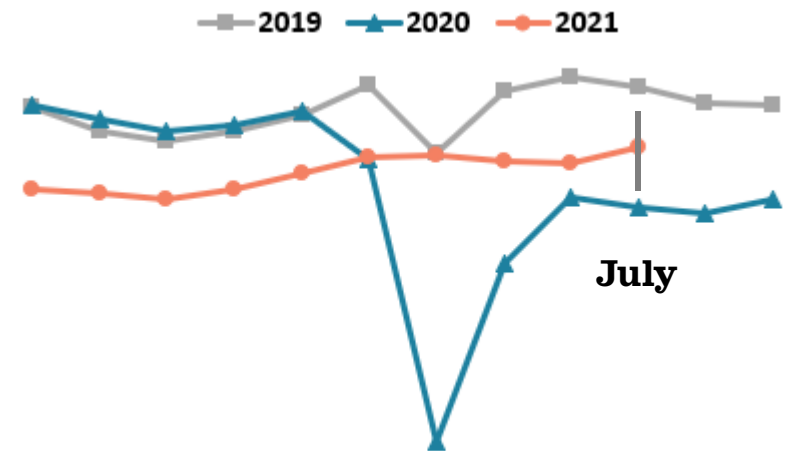
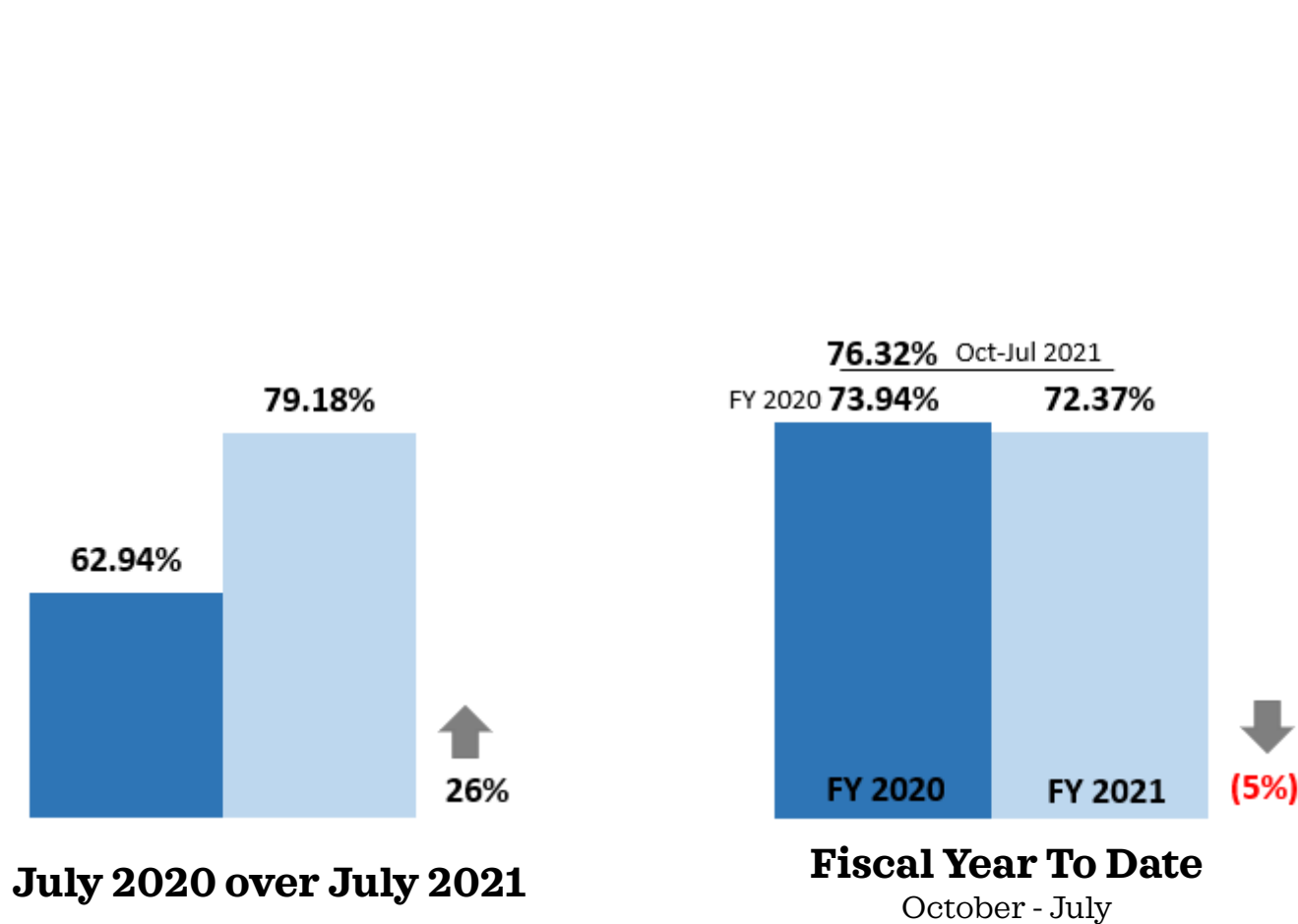
# Occupancy Tax Receipts



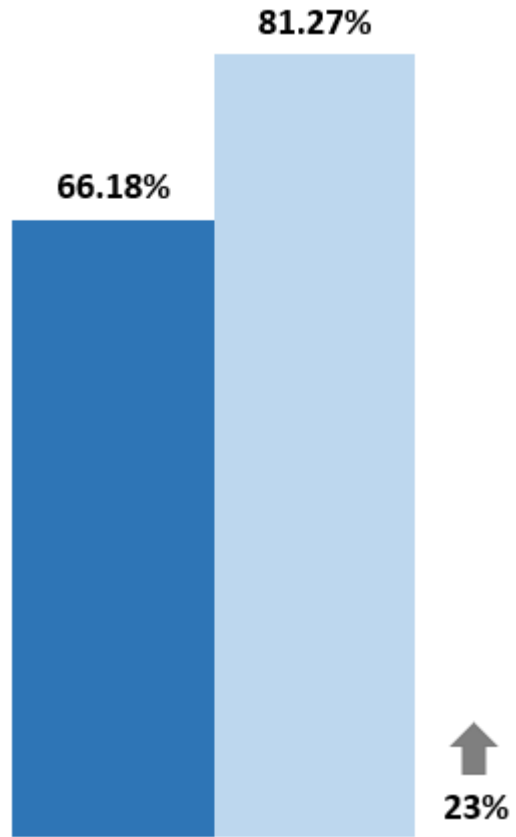
# Non-Casino Occupancy



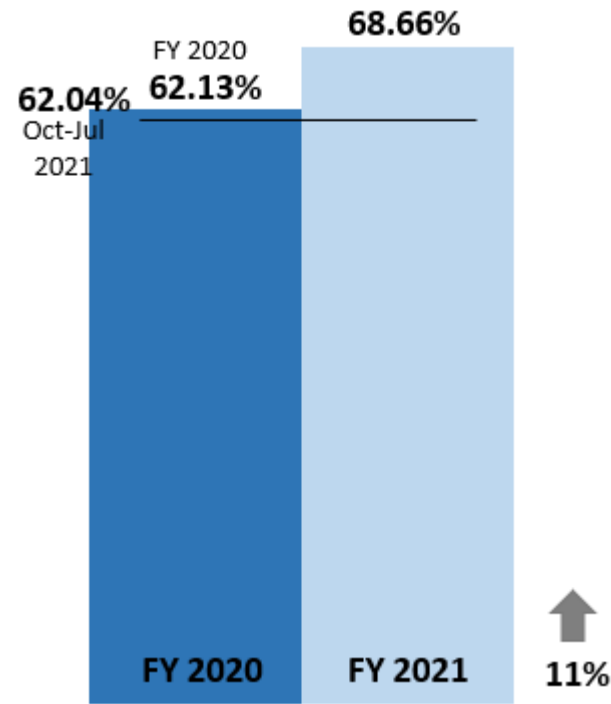
# Casino Occupancy



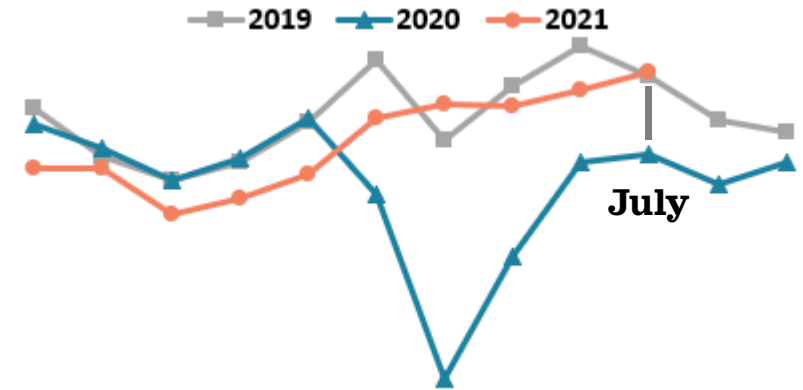
# All Occupancy



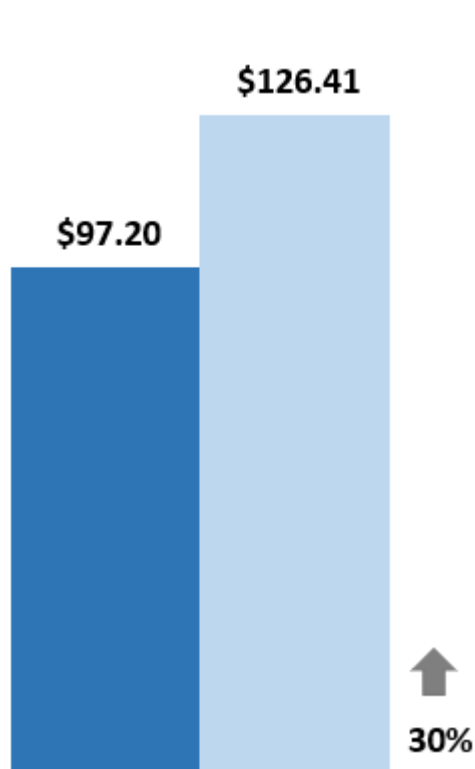
**July 2020 over July 2021**



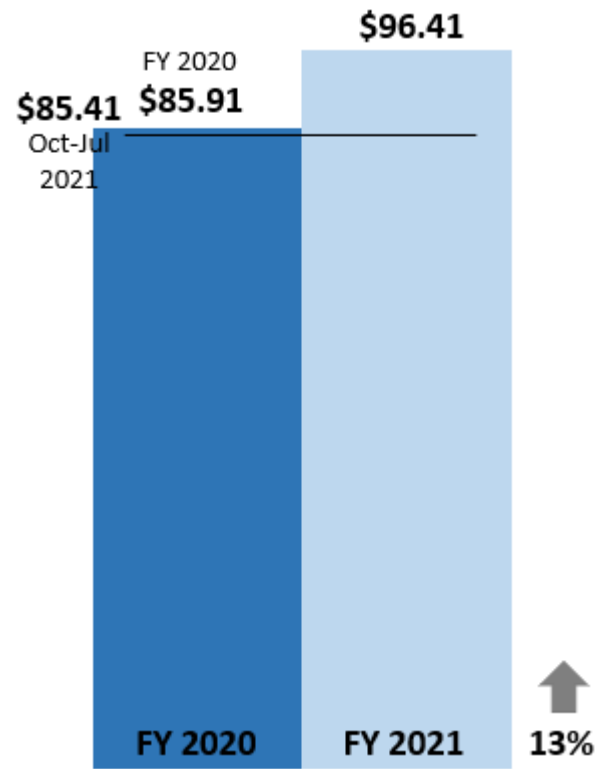
**Fiscal Year To Date**  
October - July



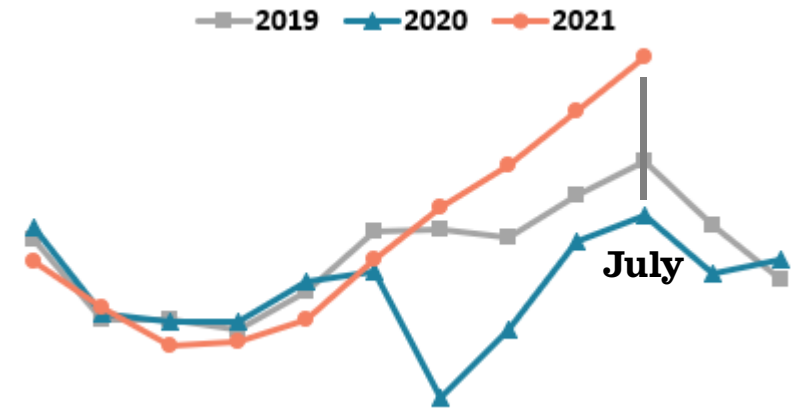
# Non-Casino ADR



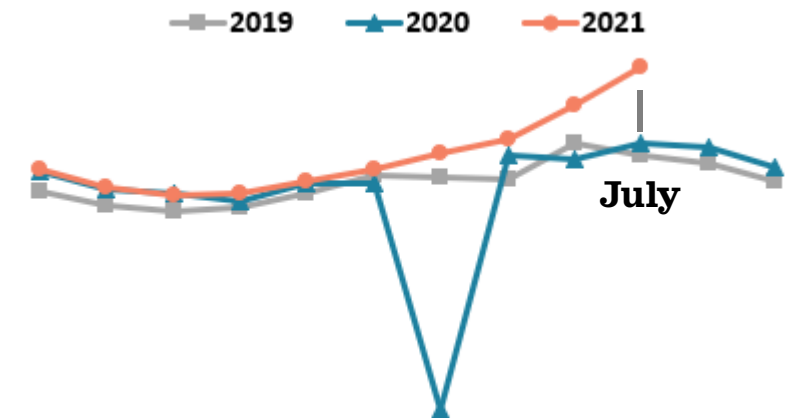
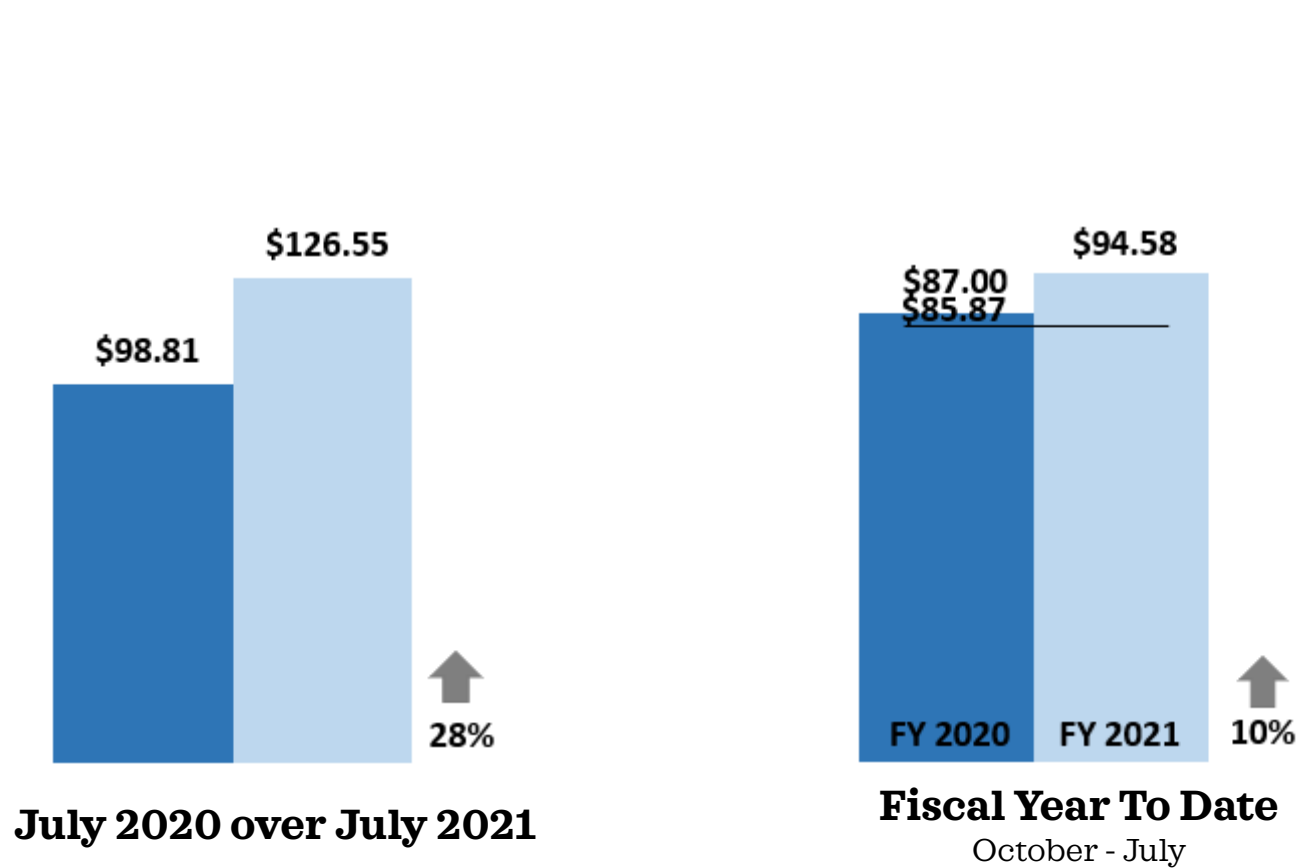
**July 2020 over July 2021**



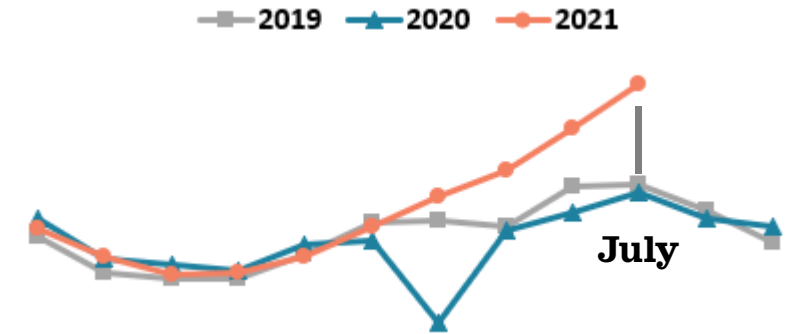
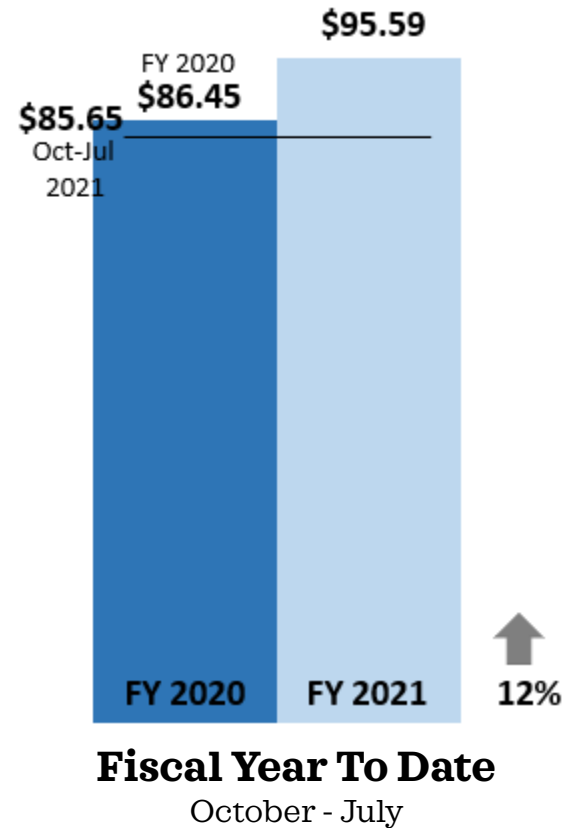
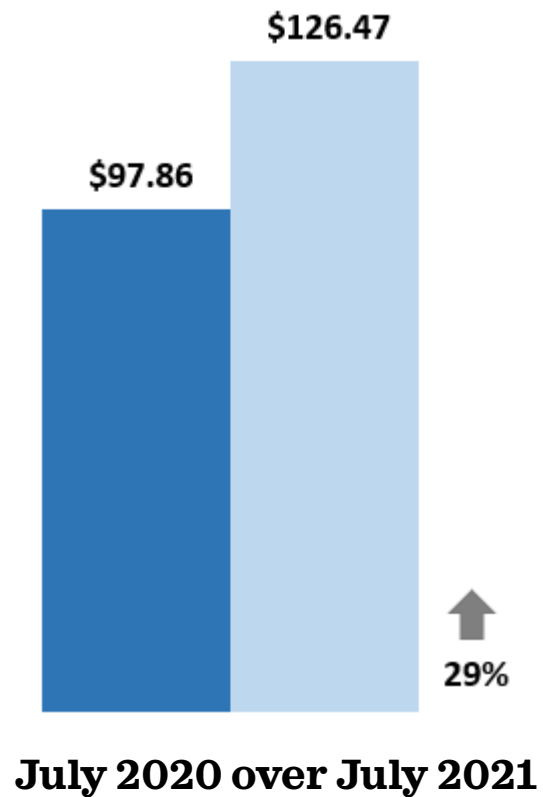
**Fiscal Year To Date**  
October - July



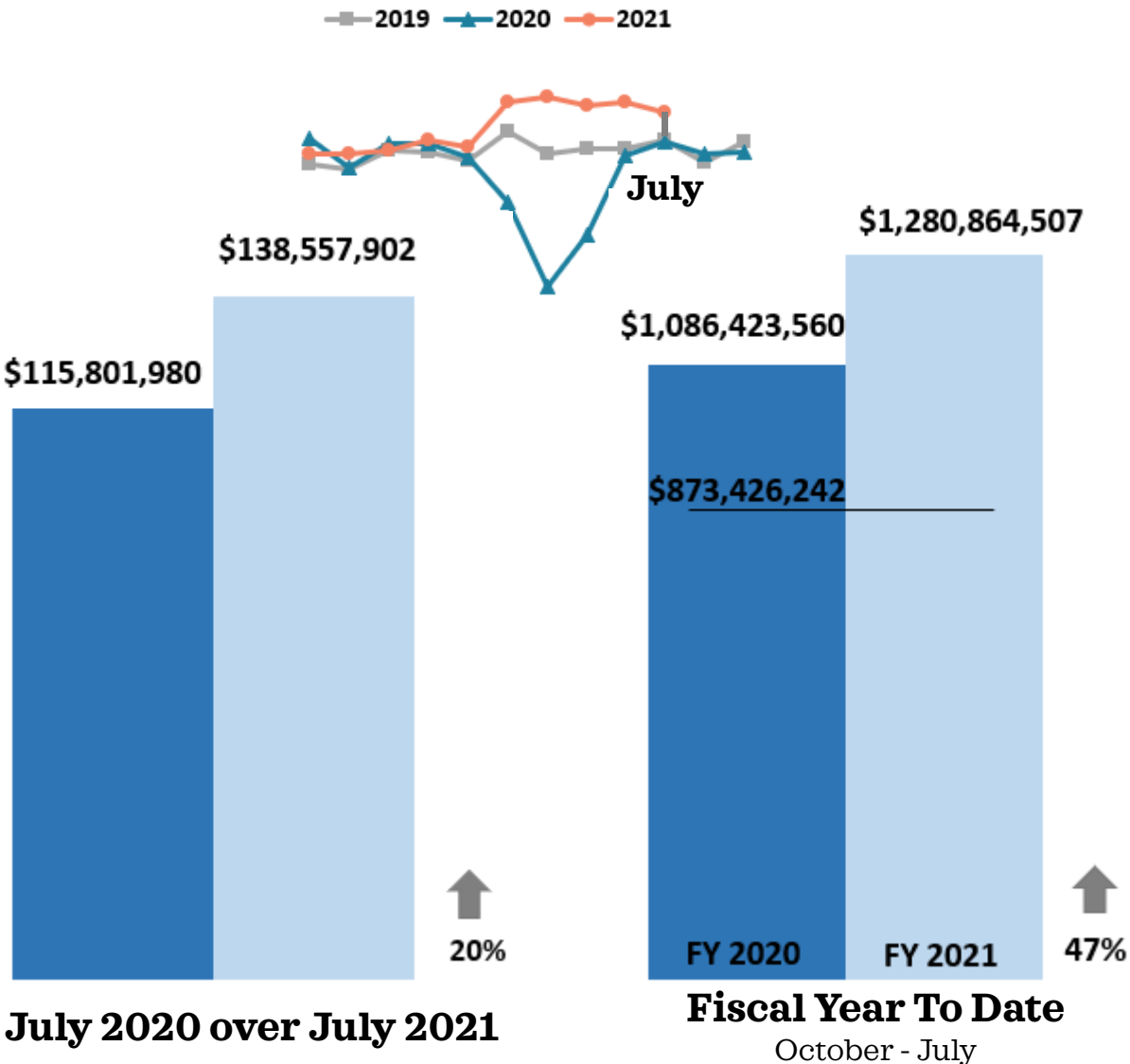
# Casino ADR



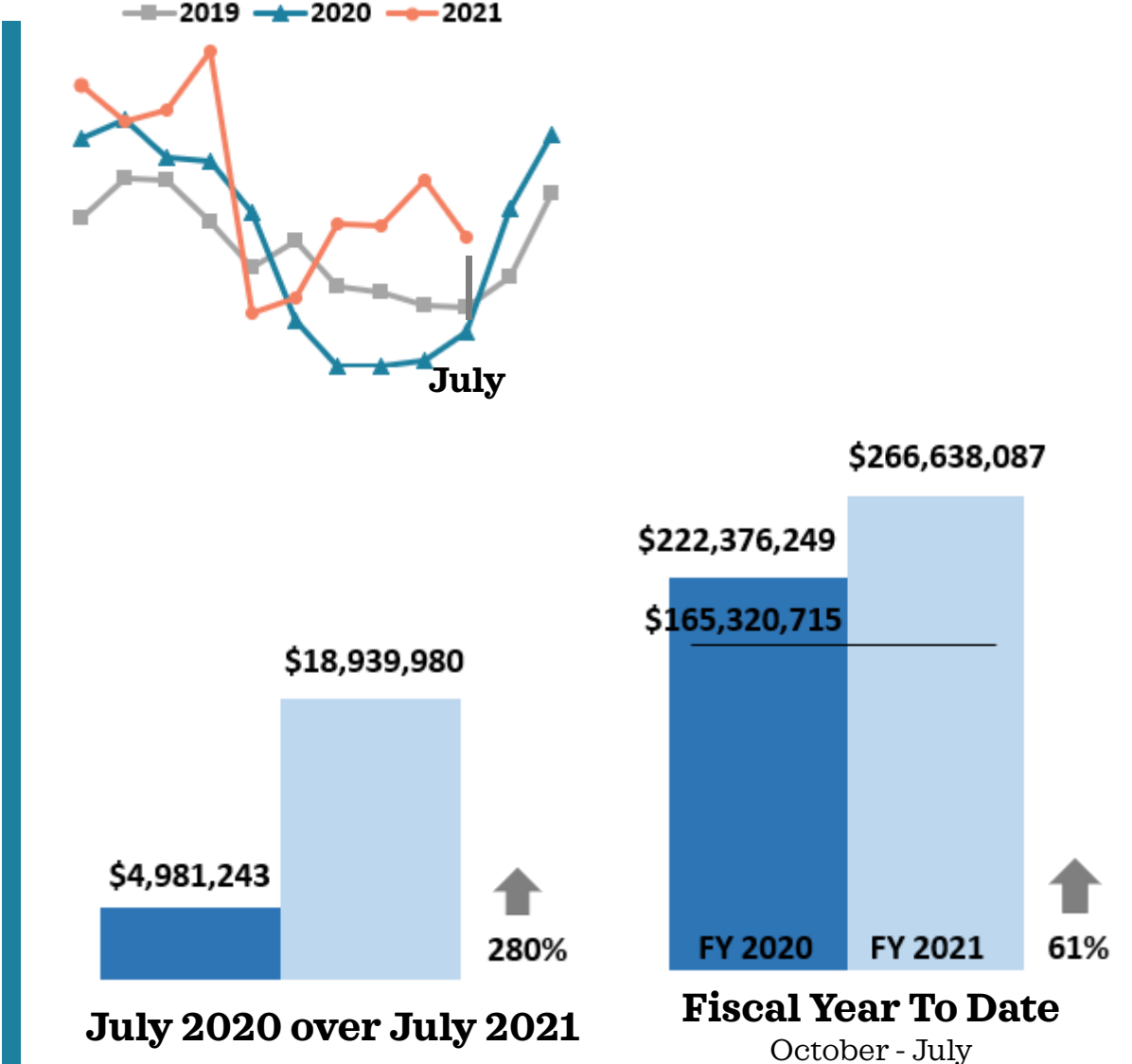
# All ADR



# Gaming Revenue



# Sports Betting Wagers

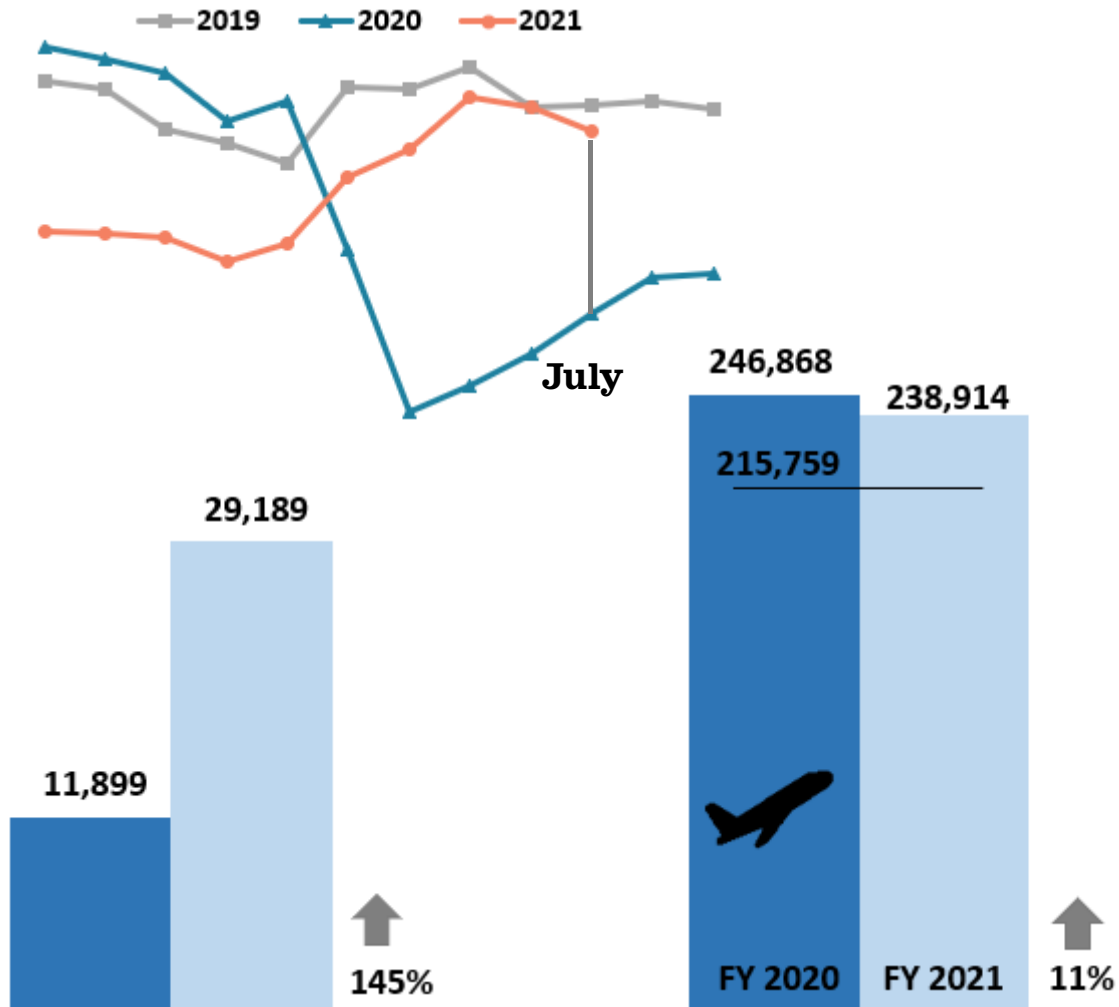


Source: MS Gaming Commission

\* Sports Betting began August 2018

# Airport

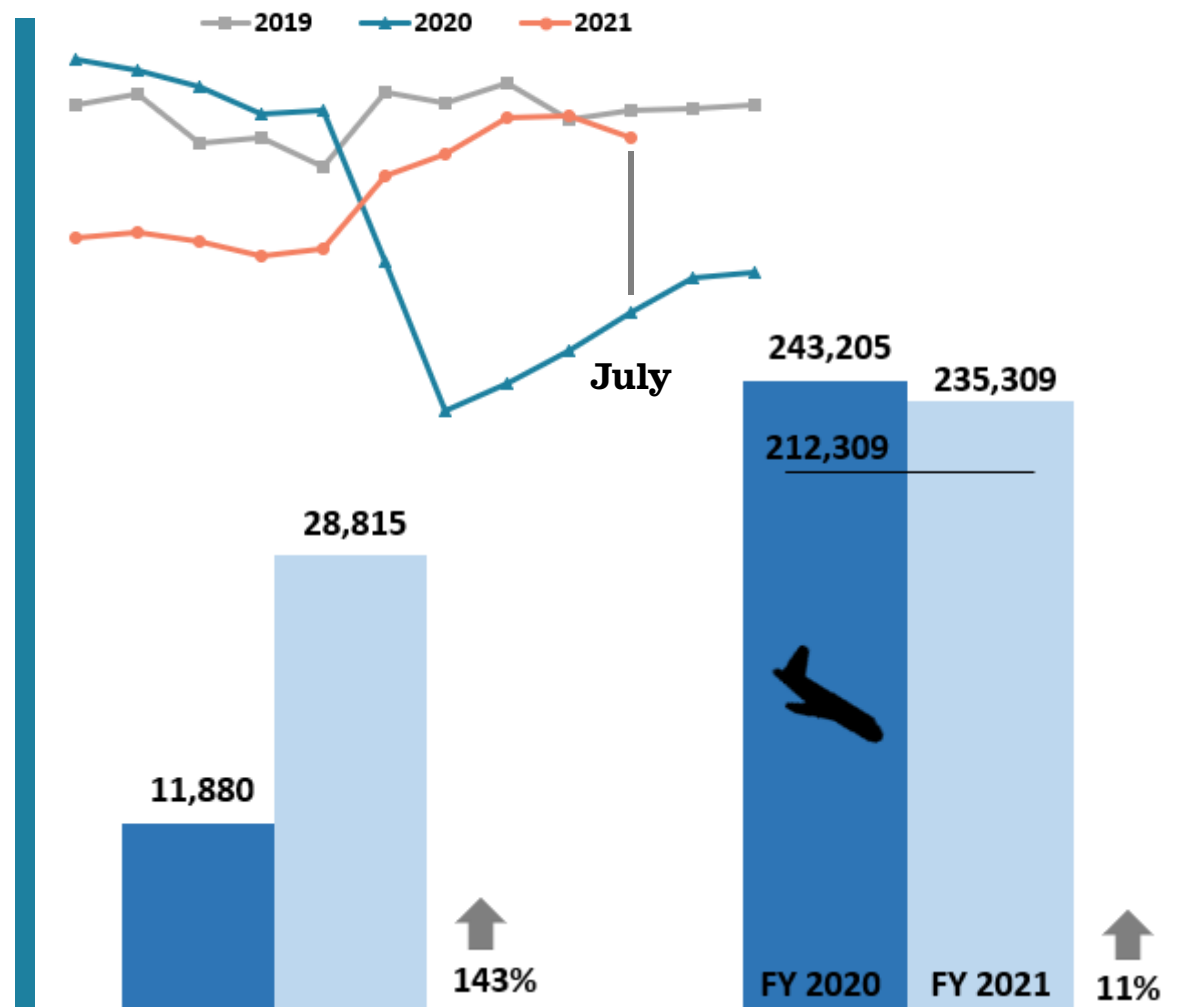
## Enplanements



July 2020 over July 2021

Fiscal Year to Date  
October-July

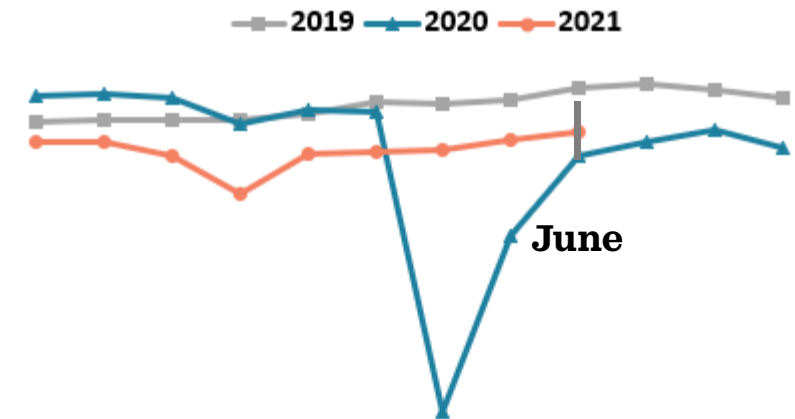
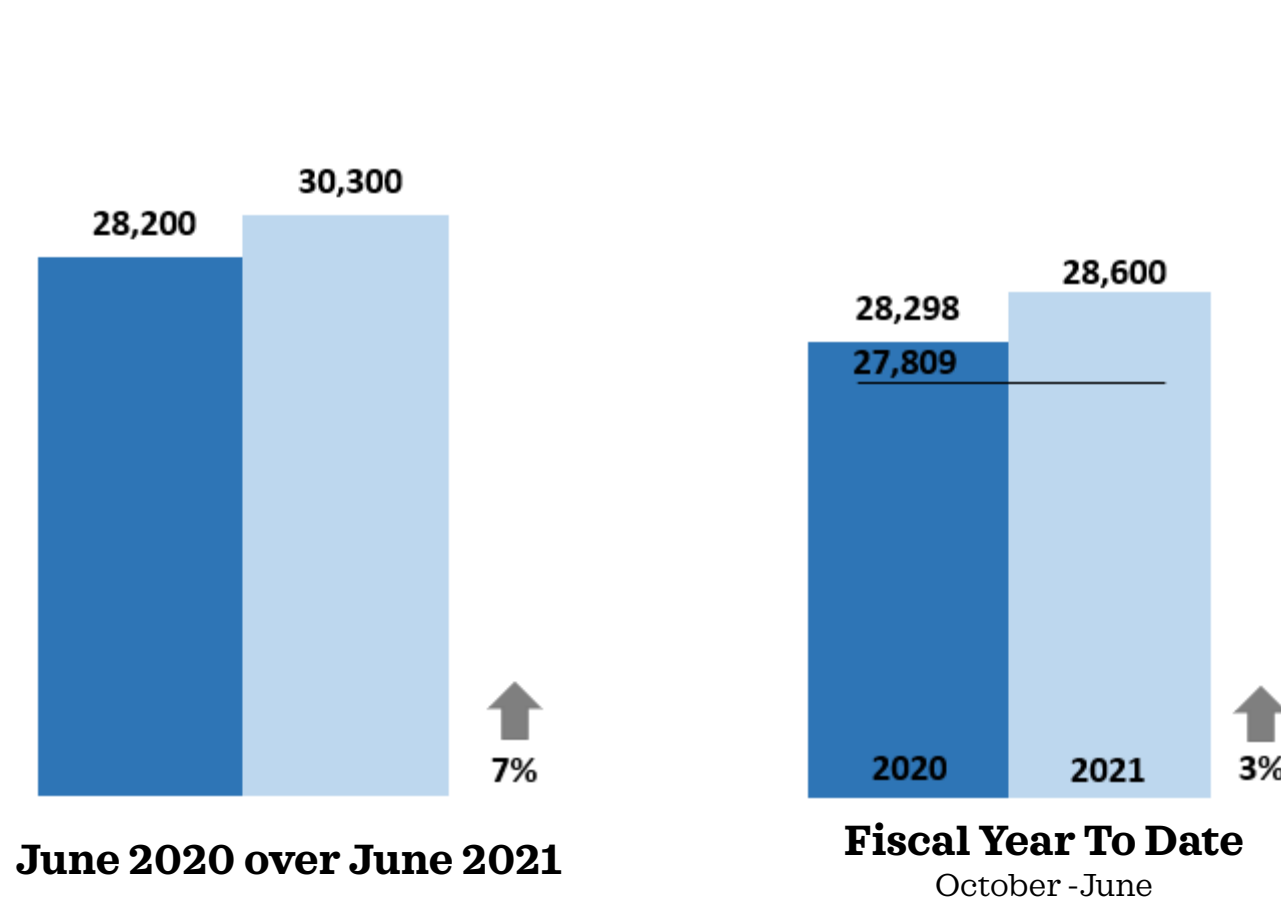
## Deplanements



July 2020 over July 2021

Fiscal Year to Date  
October-July

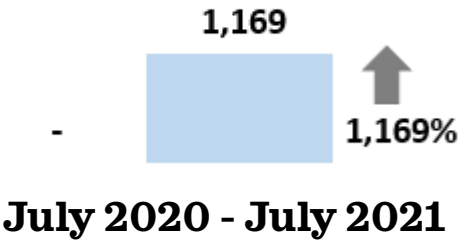
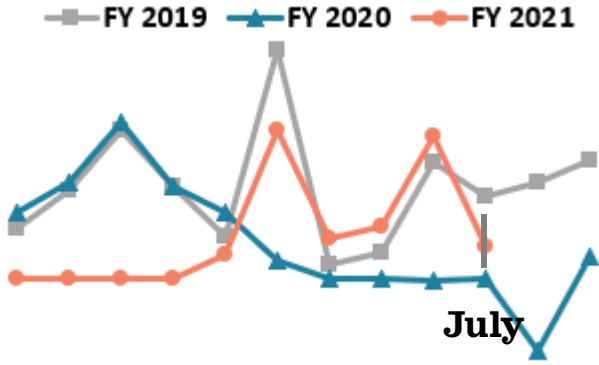
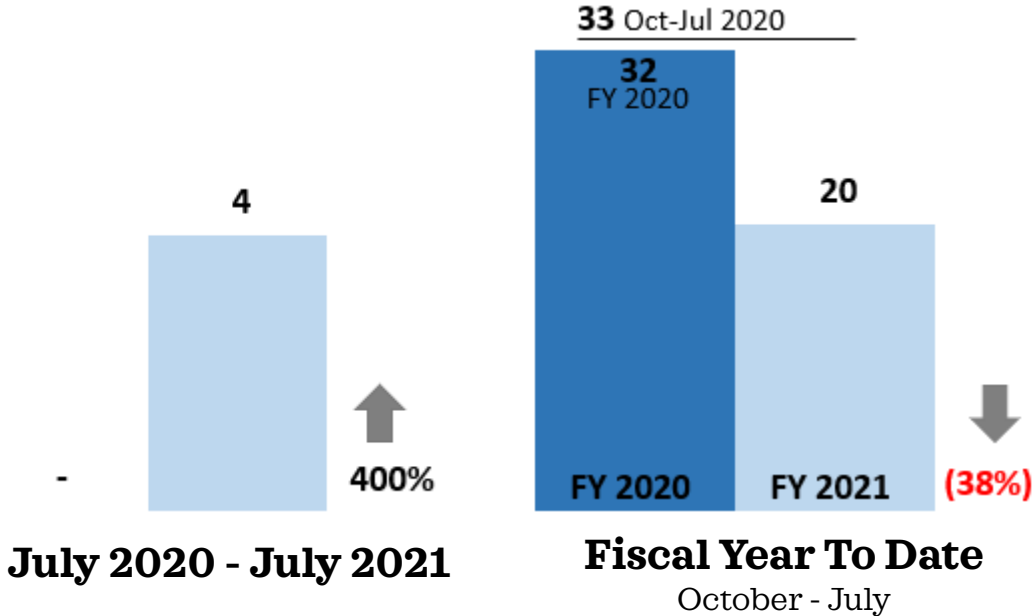
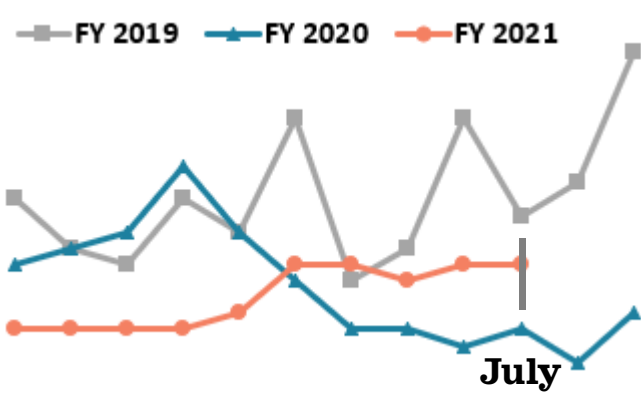
# Leisure & Hospitality Jobs



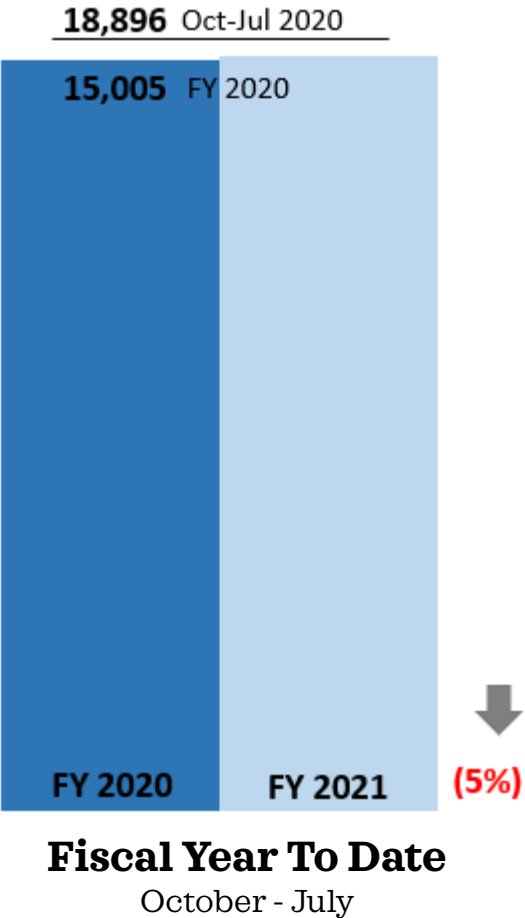
Yearly numbers reflect an average of all months in the FY.

# Definite Bookings – Meeting/Sports

## Bookings



## Room nights

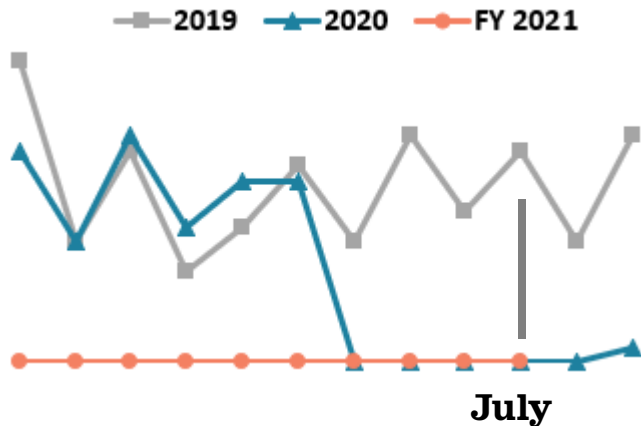


Source: Coastal Mississippi

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

# Definite Bookings – Leisure

*Bookings*



50

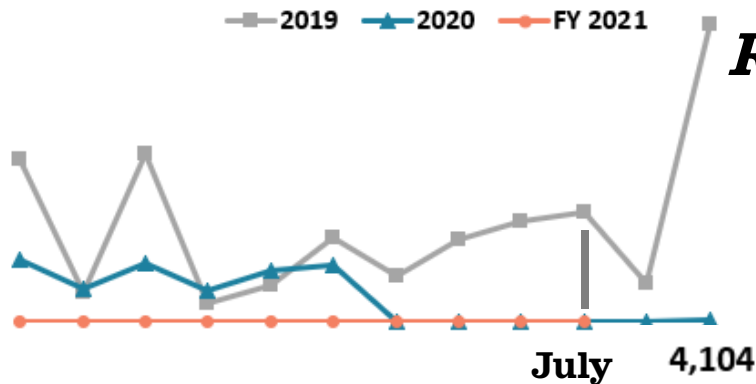


(100%)

July 2020 - July 2021

Fiscal Year To Date  
October - July

*Room nights*



4,104



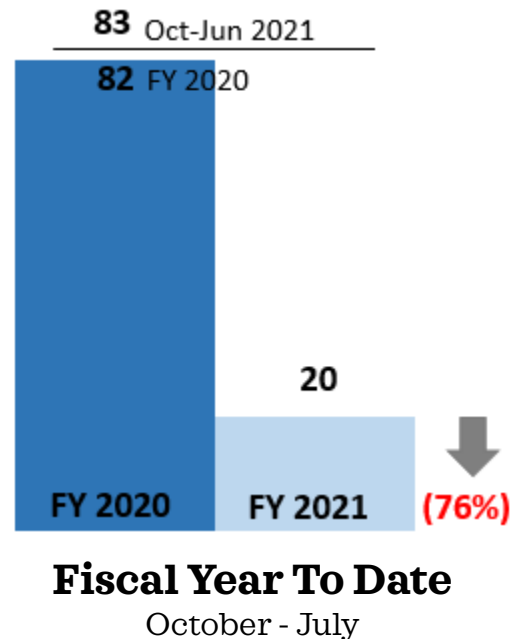
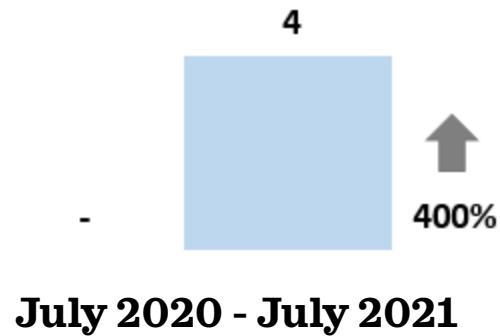
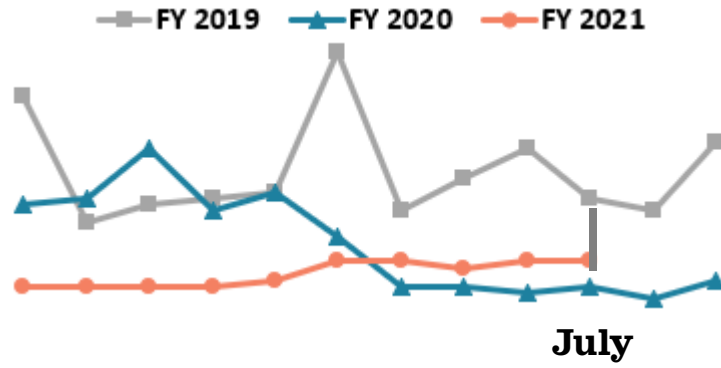
(100%)

July 2020 - July 2021

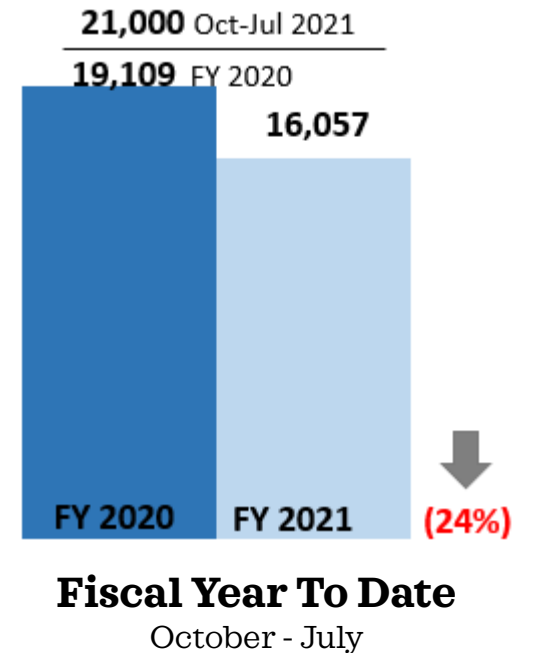
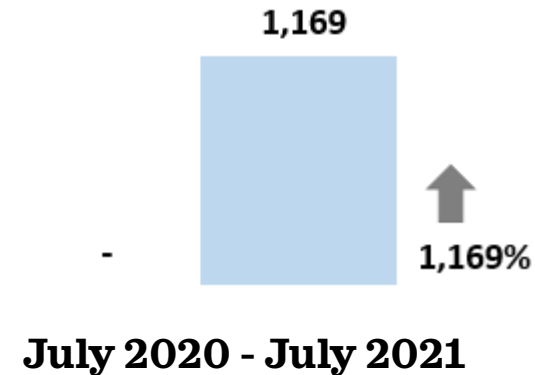
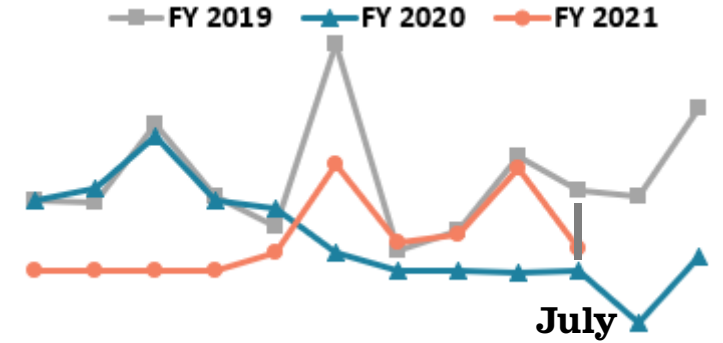
Fiscal Year To Date  
October - July

# Definite Bookings – All Sales

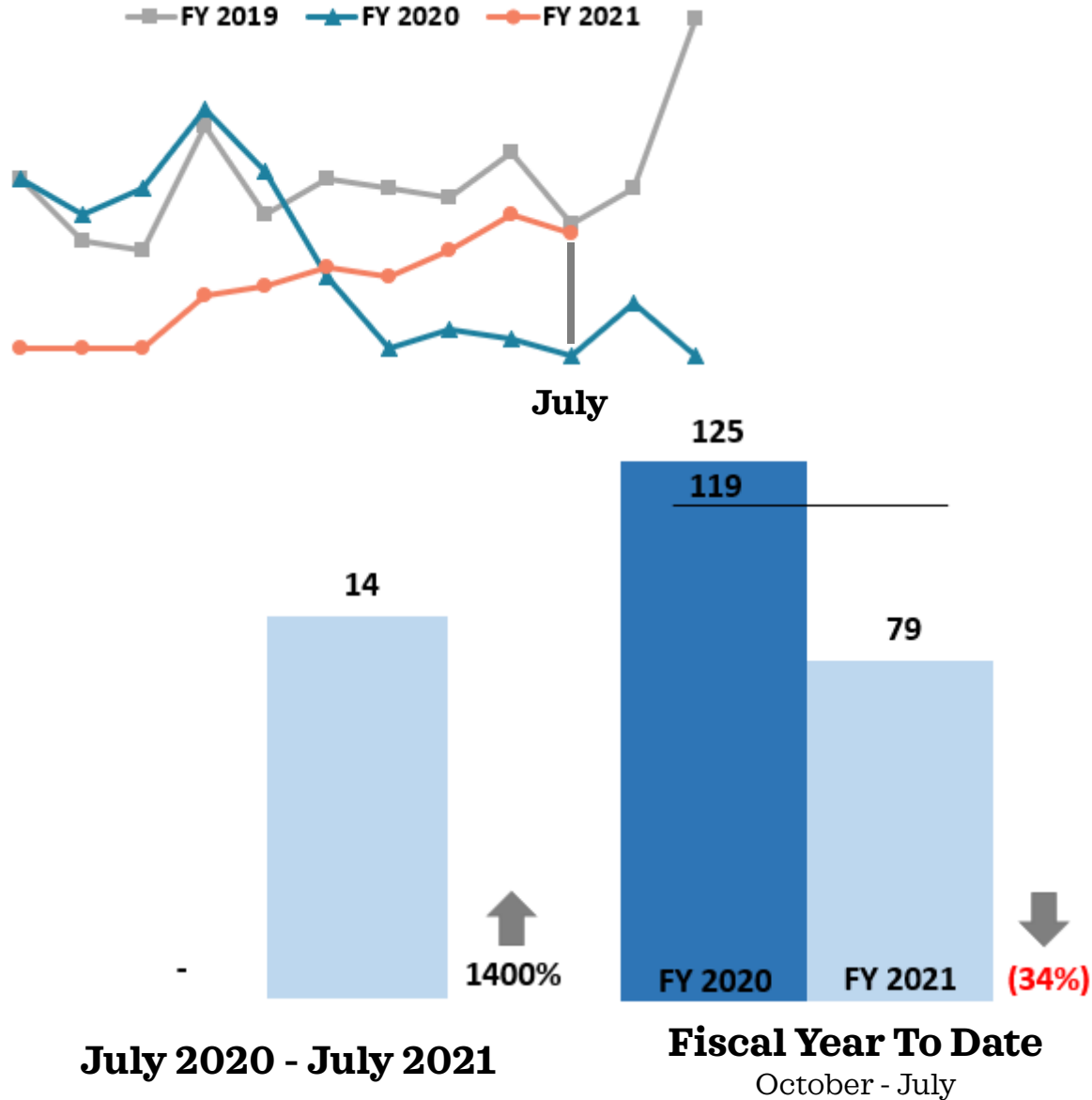
## Bookings



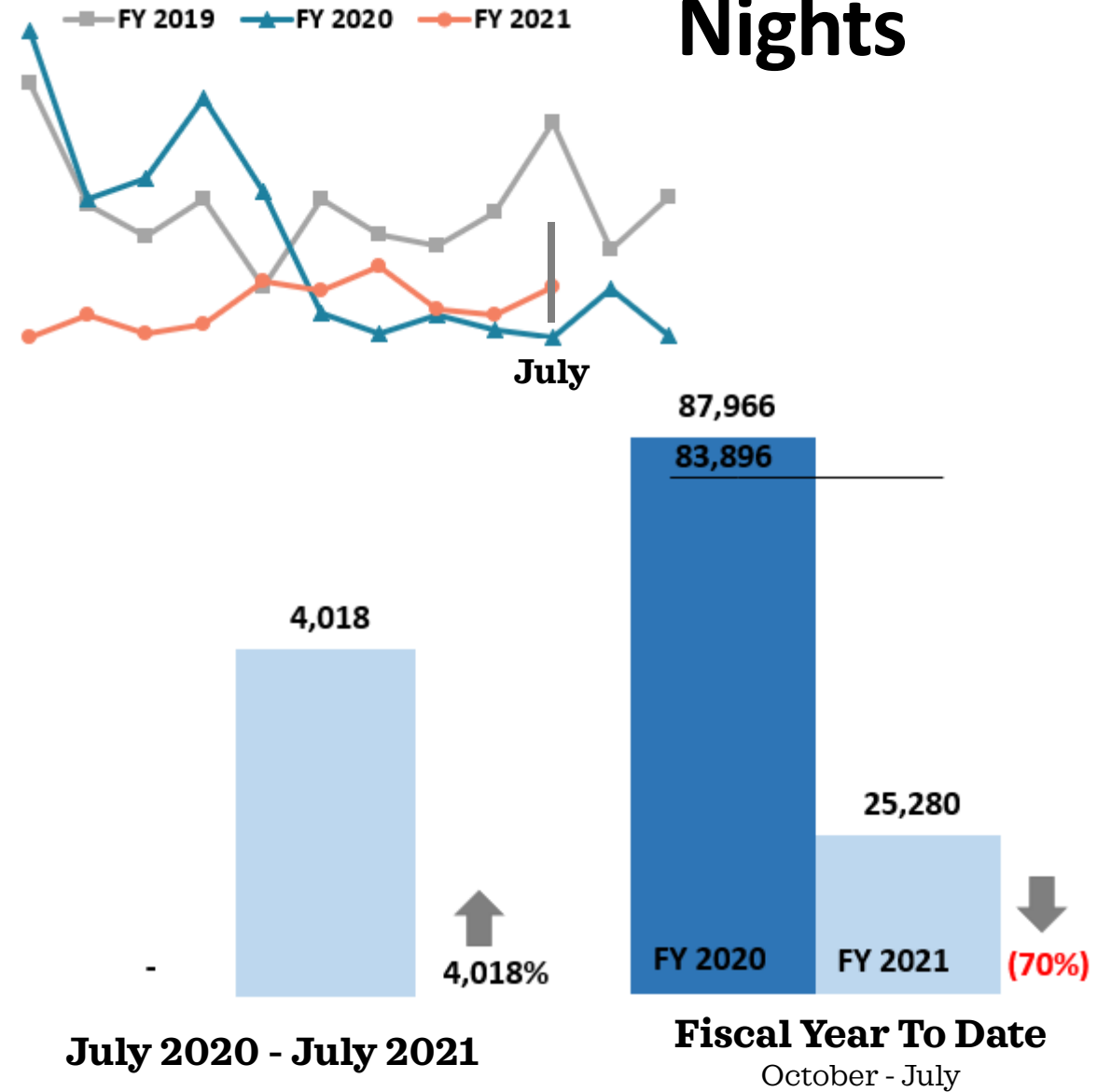
## Room nights



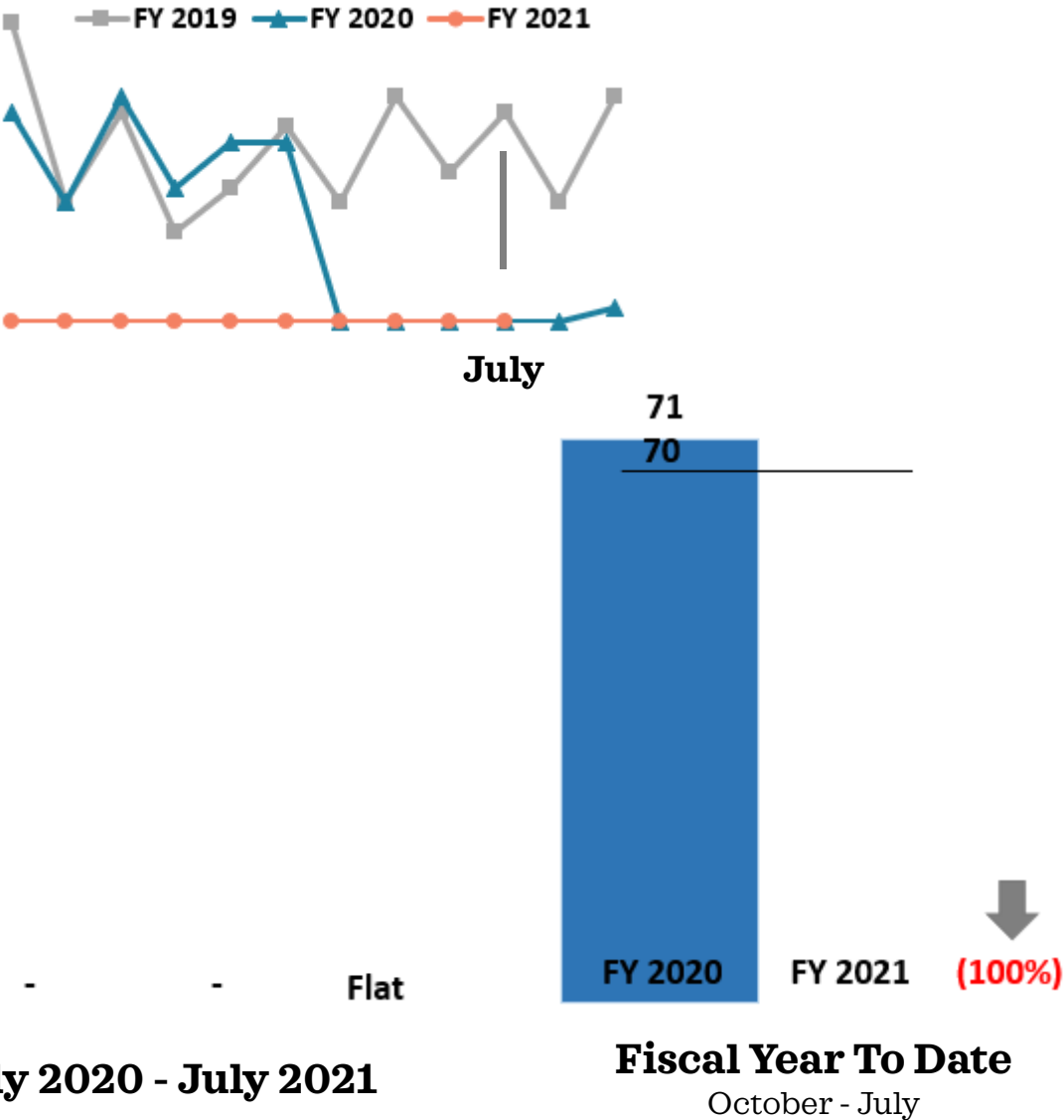
# Leads Issued – Meetings/Sports



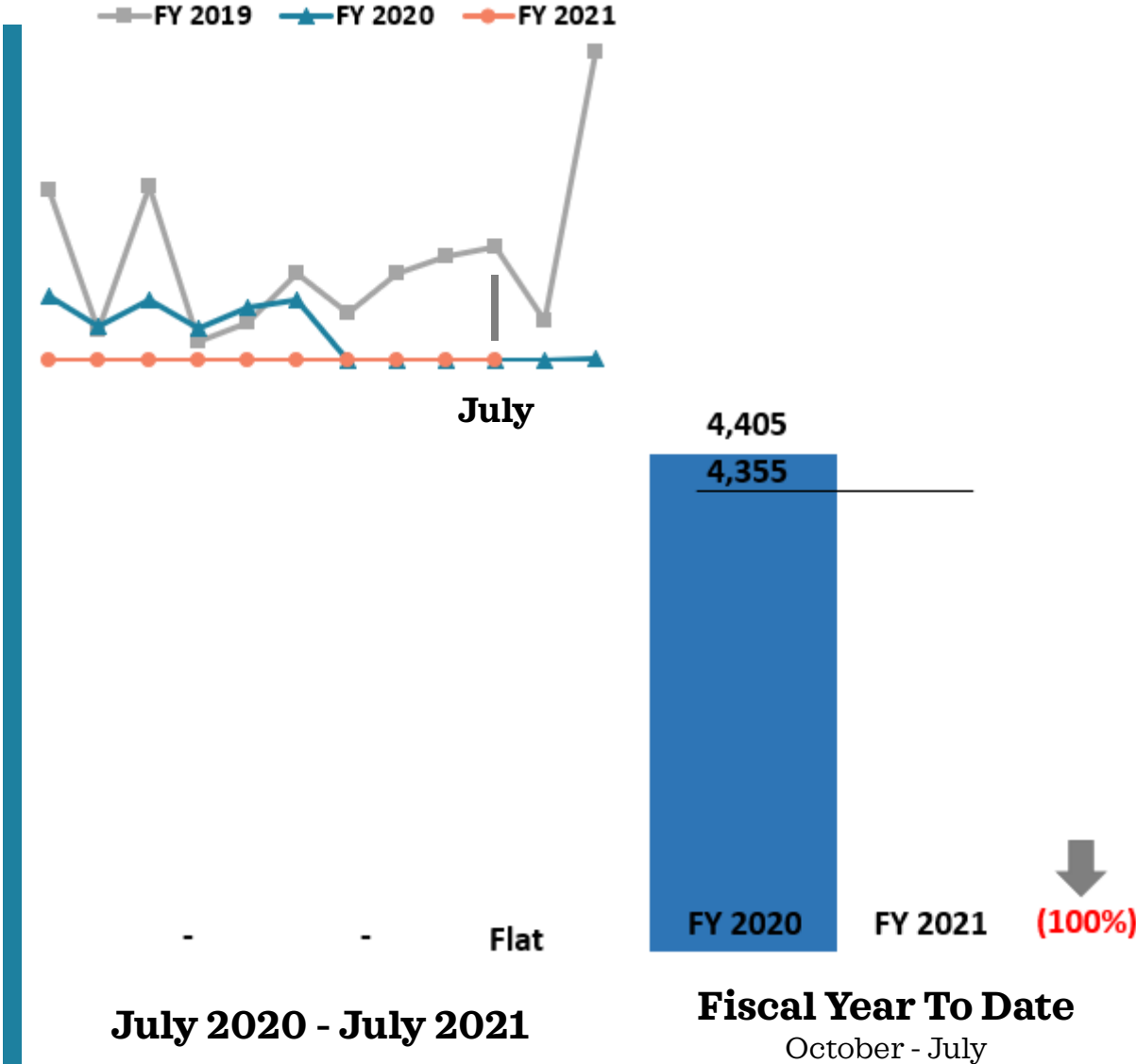
# Potential Room Nights



# Leads Issued – Leisure

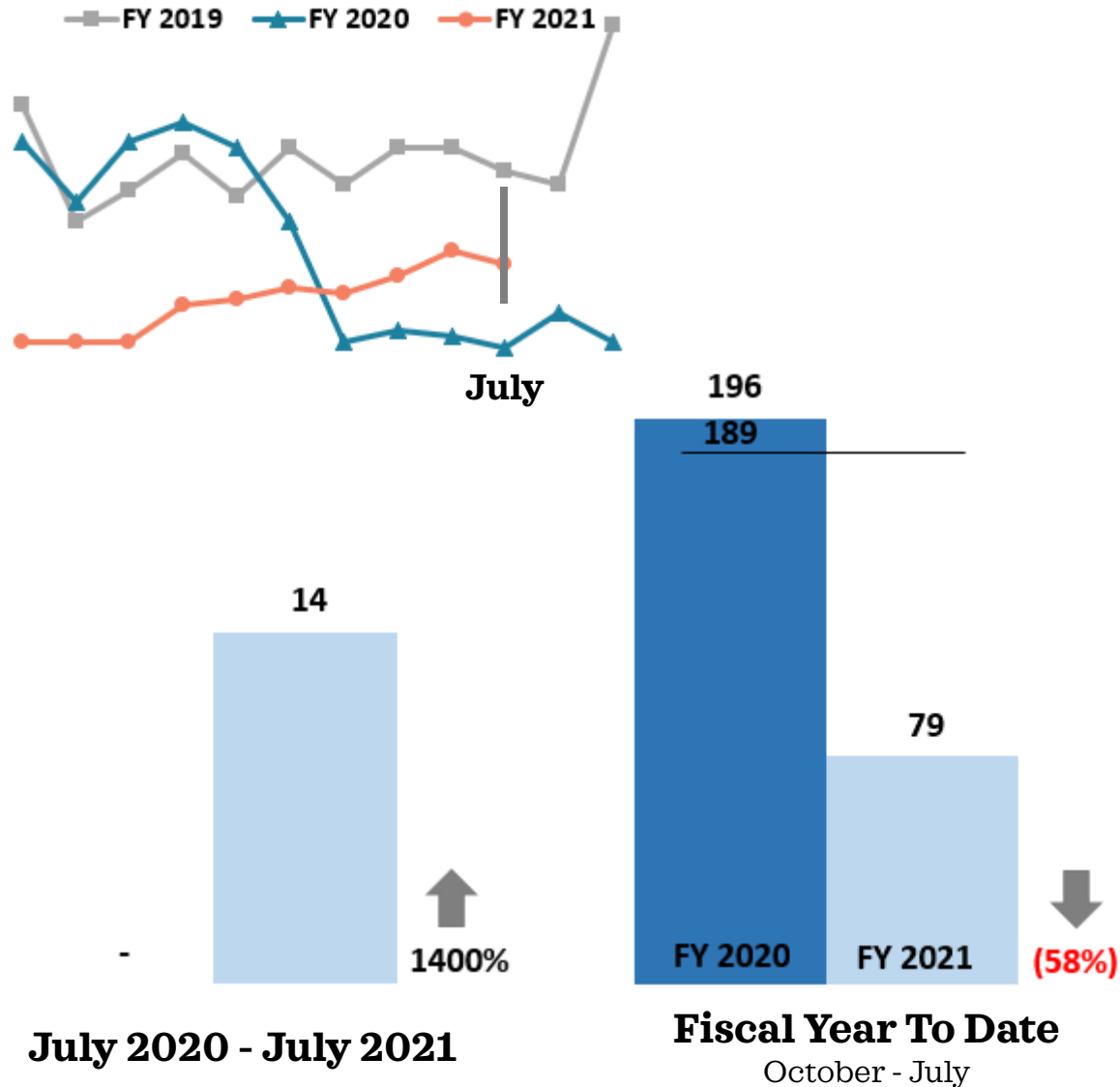


# Potential Room Nights

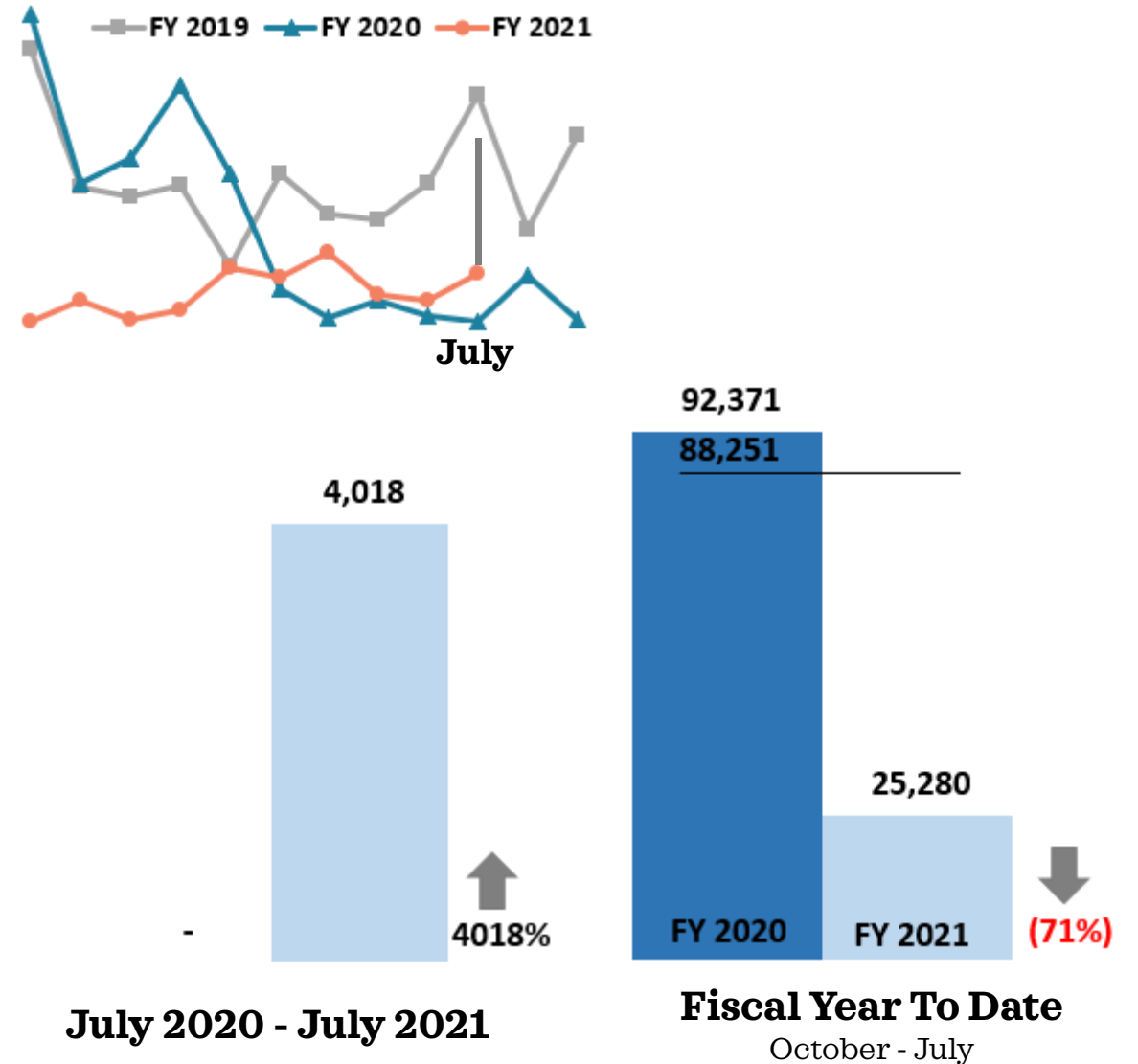


Source: Coastal Mississippi

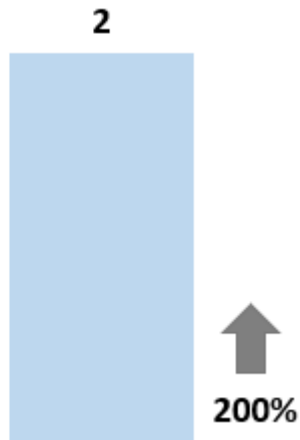
# Leads Issued – All Sales



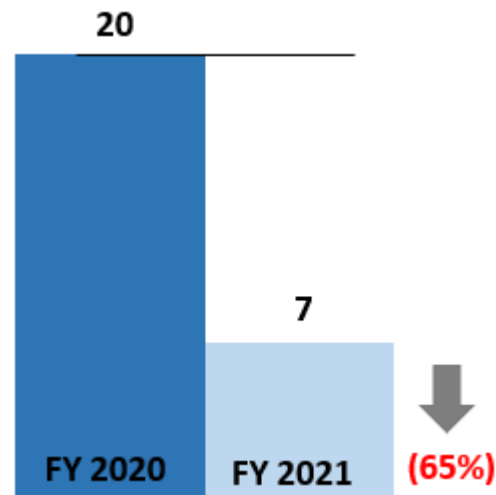
# Potential Room Nights



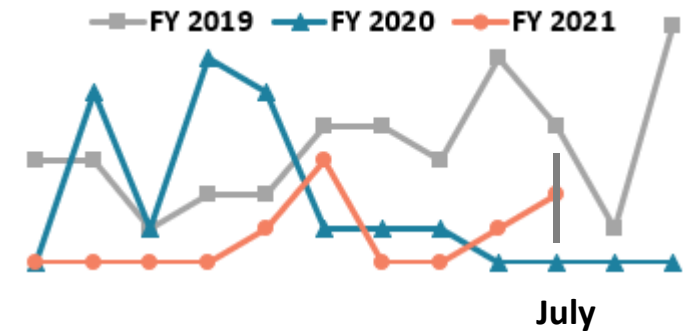
# Convention Center Leads



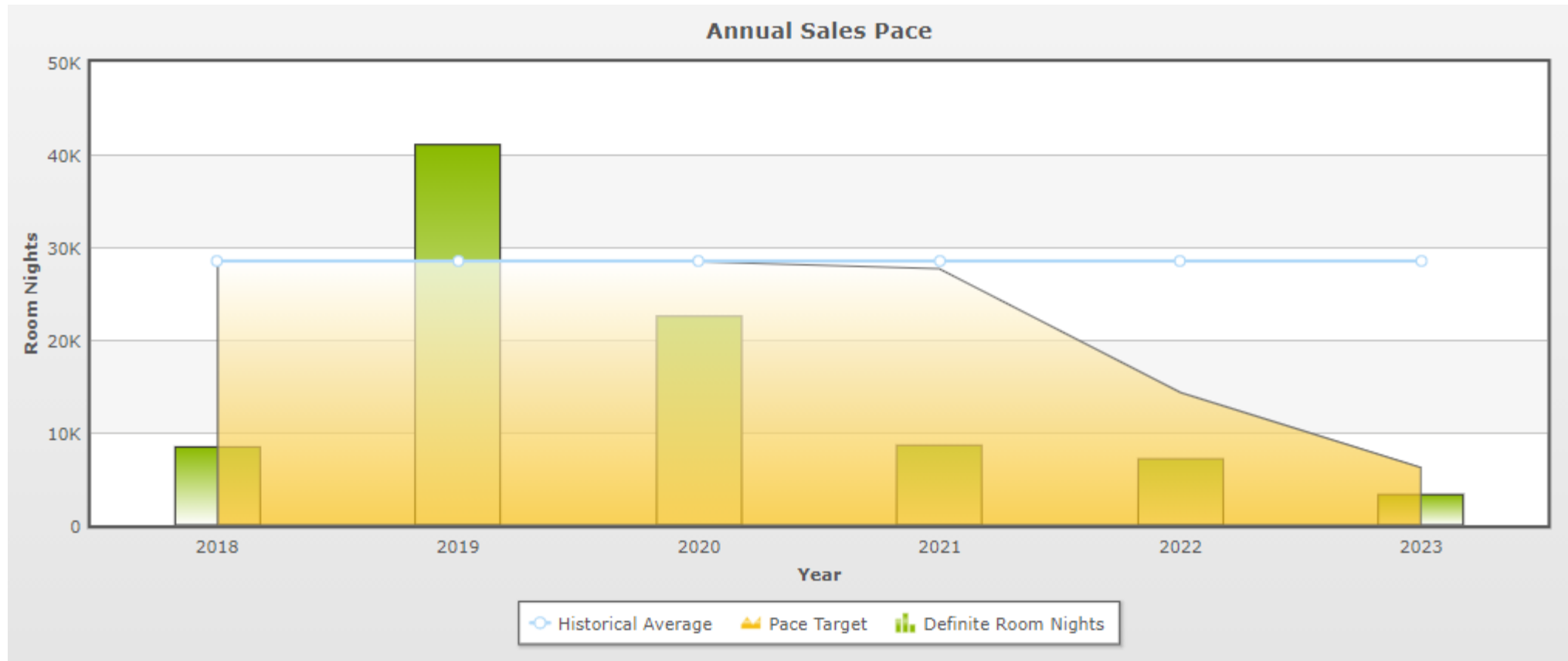
**July 2020 over July 2021**



**Fiscal Year To Date**  
October - July



# Pace Report



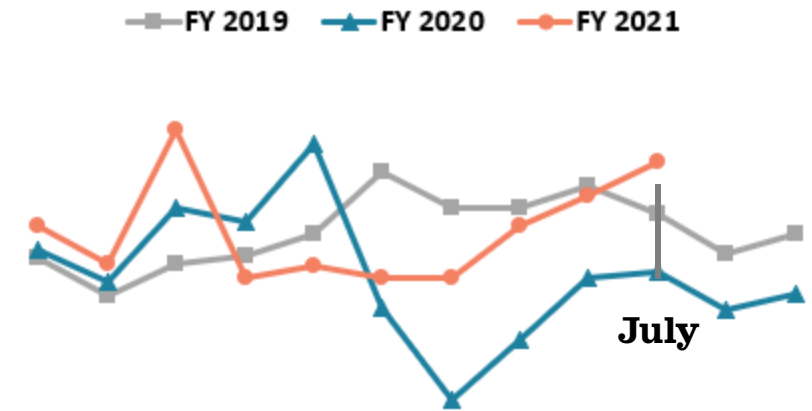
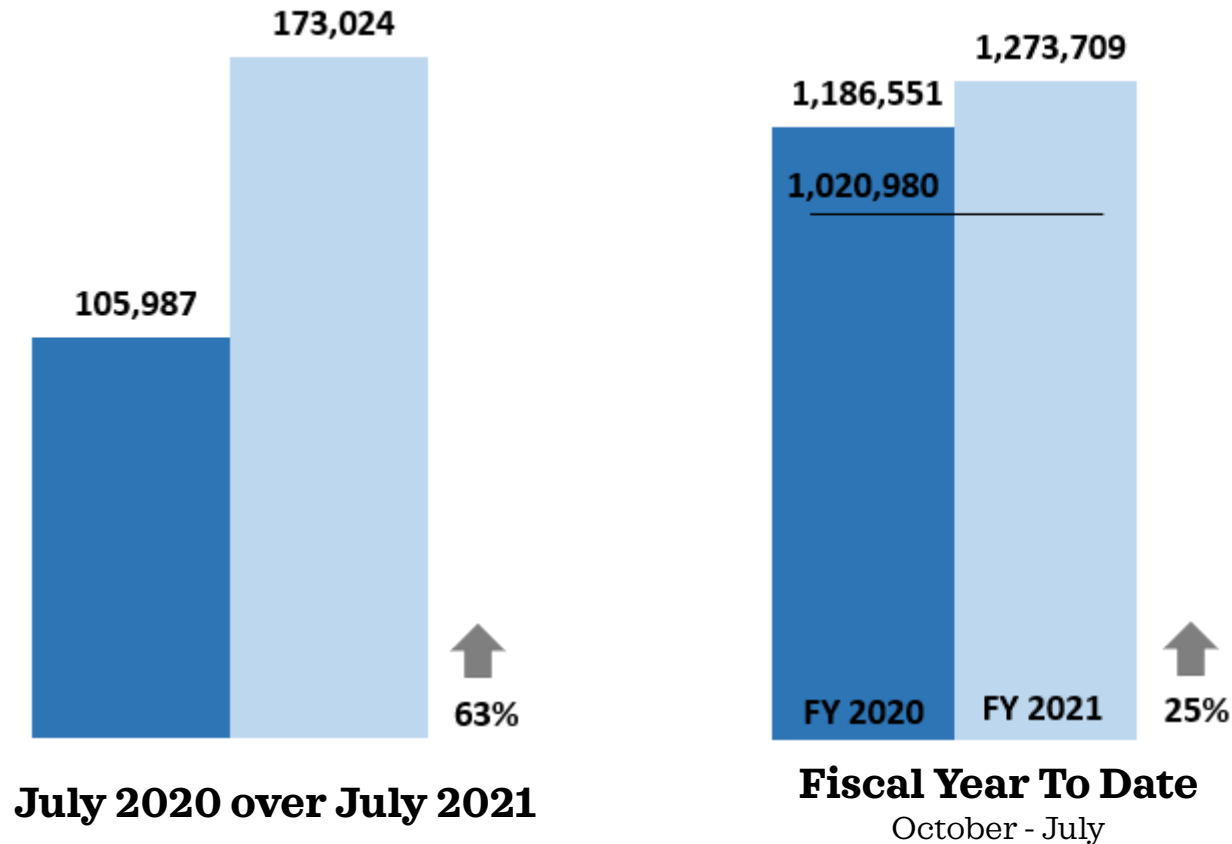
# Pace Report - Pipeline



# Google Analytics – Users

## Traffic Analysis:

Organic search sent 117,219 sessions to the site, which was more traffic than any other Channel (50% of all sessions). Paid traffic brought 75,557 sessions in July.



# 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.

<b>FY 2021</b>	<b>Oct</b>	<b>Nov</b>	<b>Dec</b>	<b>Jan</b>	<b>Feb</b>	<b>Mar</b>	<b>Apr</b>	<b>July</b>	<b>Jun</b>	<b>Jul</b>	<b>Aug</b>	<b>Sep</b>
Newsletter Signup	241	213	497	234	247	325	368	314	464	530		
<b>Total Active Newsletter Recipients 25,633</b>												
Request the Guide	568	440	542	784	797	1,143	1,080	1,163	1,305	1,349		
Digital Guide Views	118	69	88	131	129	196	182	207	259	205		

# Action Taken

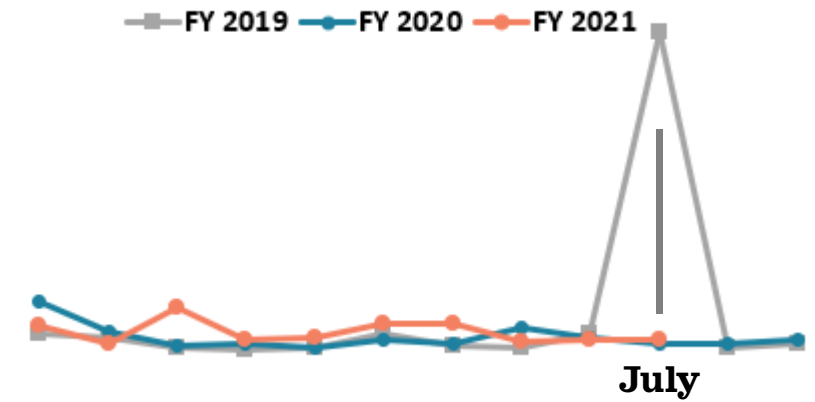
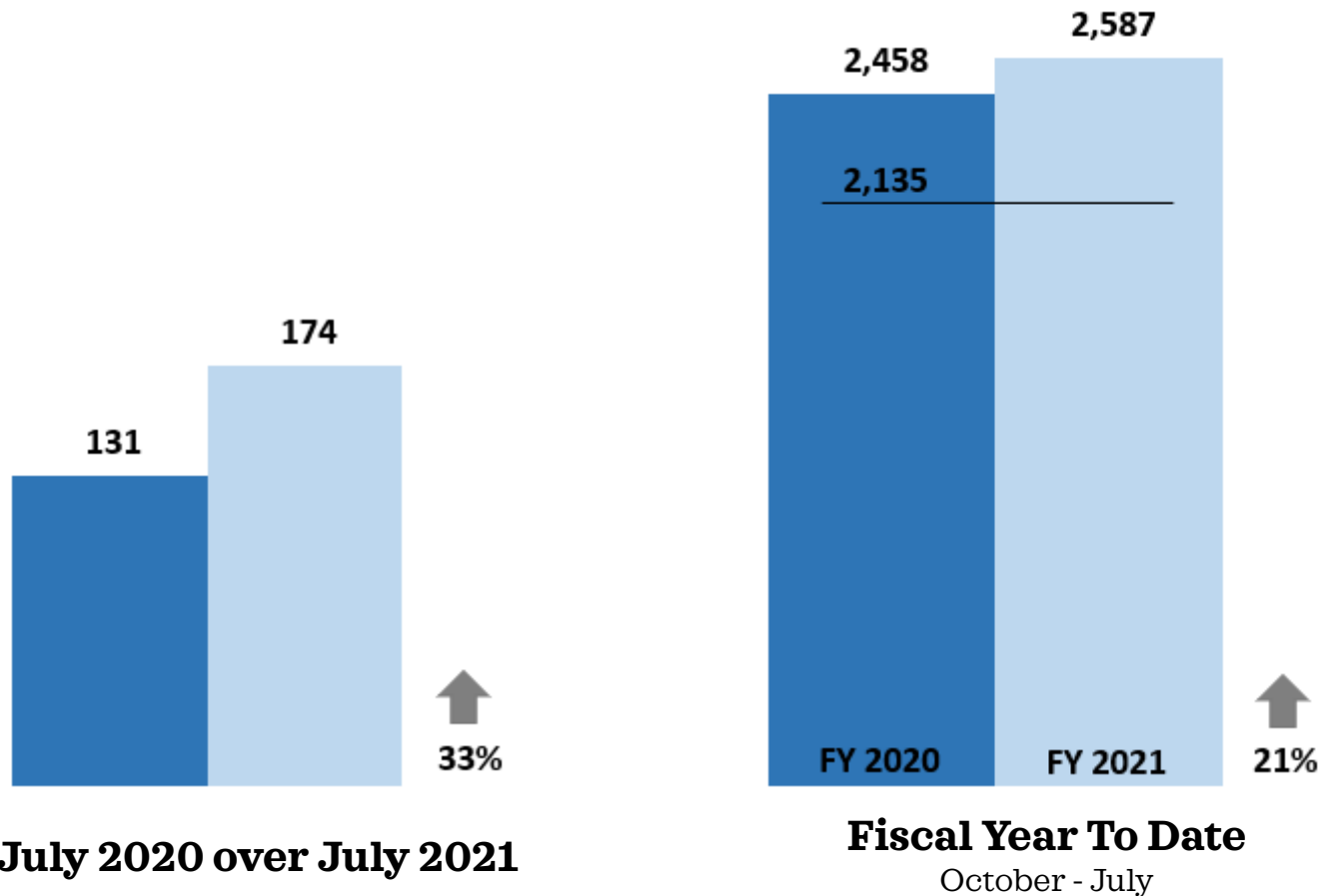
Total number of partner events and listings viewed by visitors on our site.

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

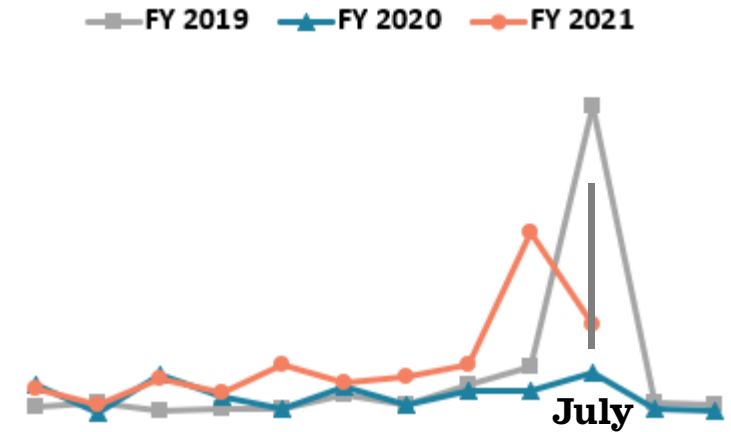
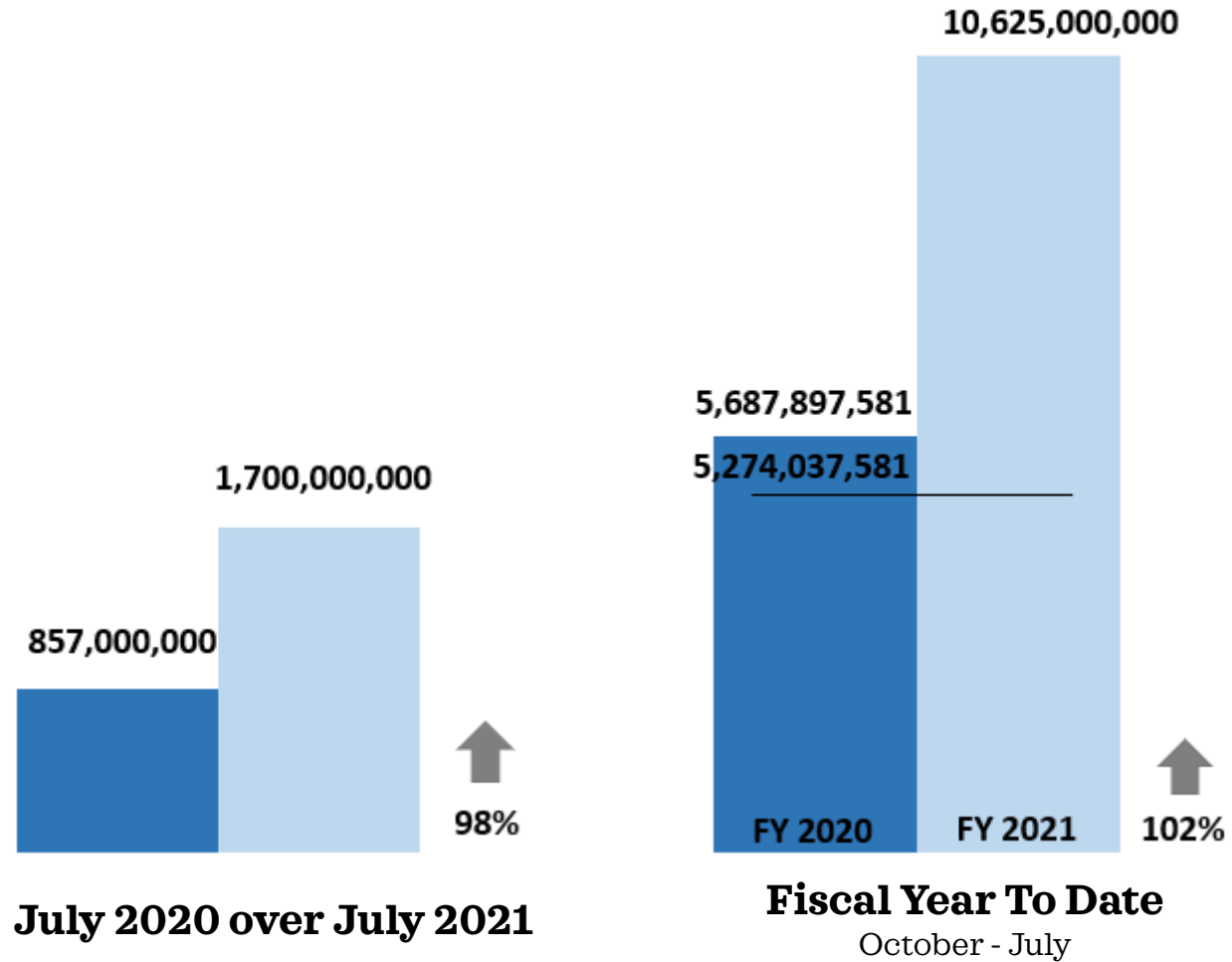
Event Detail	5,339	6,729	9,279	2,176	2,509	5,190	5,372	8,370	11,121	12,260		
Listing Detail	10,648	7,466	9,064	13,007	13,743	25,274	20,947	26,961	32,961	36,242		
External Link	14,105	8,955	9,549	7,740	8,390	13,196	13,920	18,676	22,613	22,764		

1,575 - Attraction-pass; 611 - things-to-do; 563 - places-to-stay; 549 - casinos; 478 Allegiant-Air

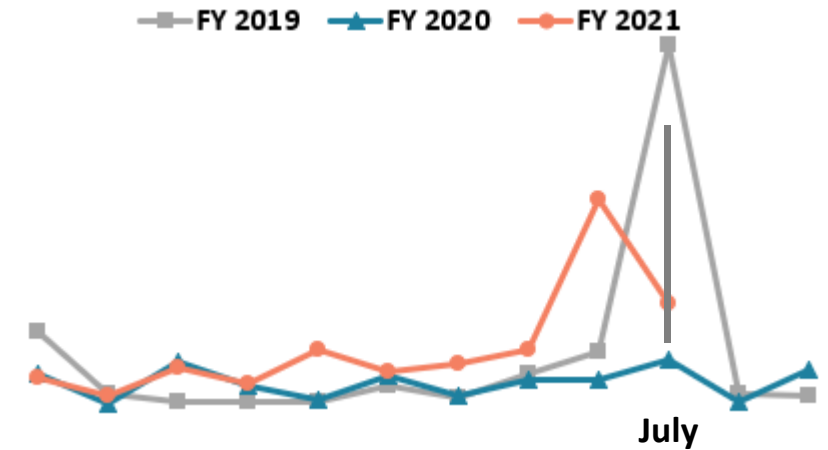
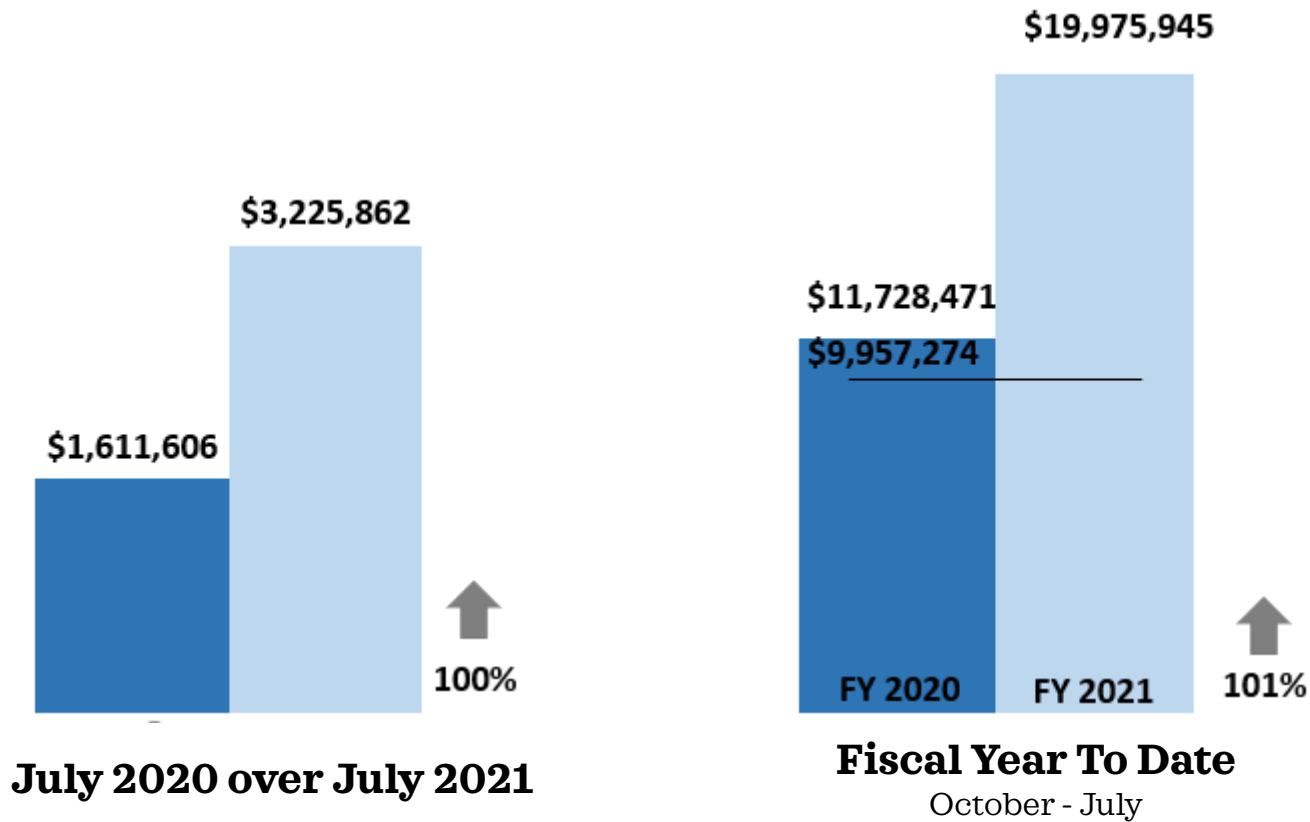
# Number of Articles



# Impressions



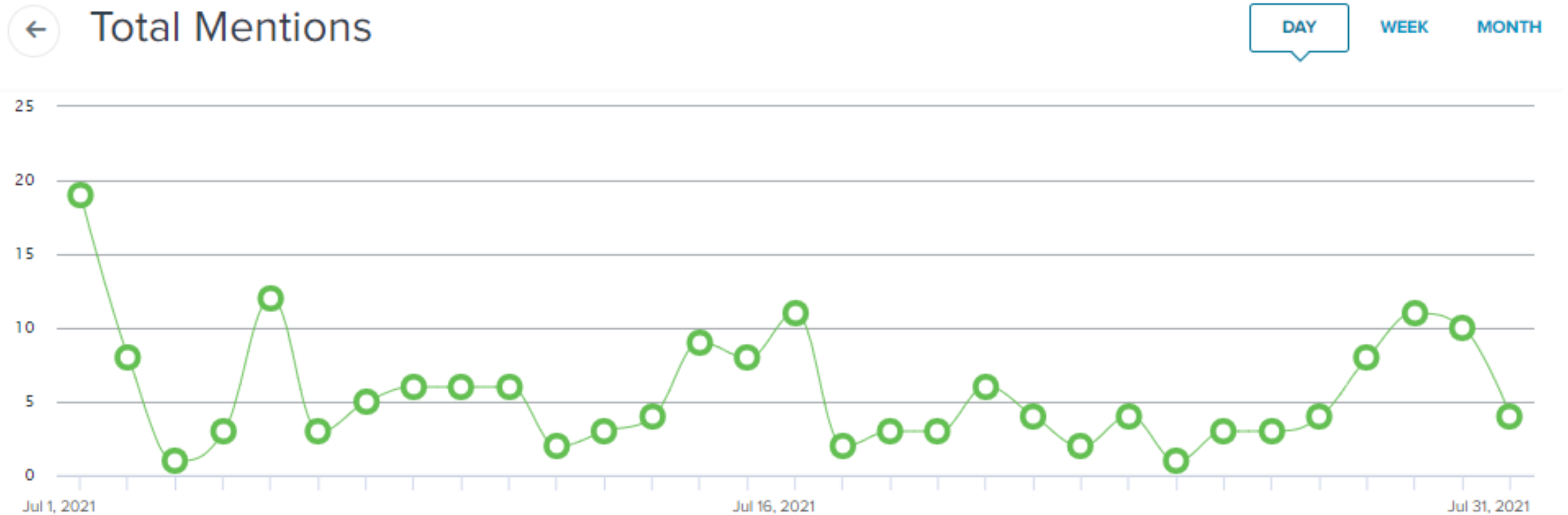
# Advertising Value Equivalency



# Earned Media

## Content Drivers:

- COVID-19
- Outdoor Activities
- Beach Destinations
- Family/Multi-Generational Travel
- Food & Drink





## Gulf Coast tourism on the rise



It looks like tourism is booming on the Gulf Coast.

Coastal Mississippi says the tri-county coastal region is experiencing a major rise in visitation and a vast increase in 2021 tourism numbers.

According to Coastal Mississippi, tourism numbers for the first five months of 2021 are higher or beginning to surpass those of the previous four years.

Coastal Mississippi will be releasing its annual report in September.

## South Central Motorcoach Association Regional Meeting



In an effort to increase tourism in South Mississippi, Coastal Mississippi and the IP Casino Resort are hosting a three-day motorcoach meeting.

The South Central Motorcoach Association began its regional meeting Monday.

This evening, Coastal Mississippi hosted a reception at the Aquarium for conference attendees. In 2019, there were 120 motorcoach tours that came to the Coast, bringing \$3.3 million to the Coast economy.

# Local Media Coverage - Assisted

# SunHerald

## Tourism gains expected well beyond this year, official says

With the summer season in full swing, Coastal Mississippi is experiencing a major rise in tourism.

The vast increase in visitation numbers that we are seeing in 2021 are some of the most successful the region has seen in several years, and this significant increase serves as an important benchmark for the progress of our recovery and growth as a destination. The success of Coastal Mississippi as a destination is vital to the enhancement of the quality of life in our coastal communities, as tourism is the lifeblood of Mississippi's tri-county coastal region and is its second-largest private sector employer.

Despite the indelible impact of COVID-19 on the industry last year, Coastal Mississippi continued to see successes and growth. Mississippi was the top travel spending market in the U.S. in 2020, and, as Coastal Mississippi accounts for at least one-third of the state's tourism employees, expenditures, and taxes, this places Coastal Mississippi as one of the highest performing destinations in the nation in 2020.



## Officials want motorcoaches to return to the Coast



BILOXI, Miss. (WLOX) - An effort is underway in South Mississippi for the motorcoach industry to return.

"In 2019, we are talking about over 120 tours that came to coastal Mississippi representing \$3.3 million in economic impact," said Coastal Mississippi CEO Milton Segarra. "We want to make sure they feel welcome again. We want to work hand-and-hand with those motorcoach operators to make sure they come back, and they bring the business back."

# Local Media Coverage - Assisted



## 20 Best Experiences Along The Mississippi Coast For The Mature Traveler



Coastal Mississippi, often referred to as “The Secret Coast,” spans 62 miles overlooking the Mississippi Sound and the Gulf of Mexico.

Three coastal counties of Hancock, Harrison, and Jackson, and 12 communities make up The Secret Coast.

During a recent trip to The Secret Coast, we had the opportunity to experience various activities as we traveled along the coast. Here are a few of our favorites that mature travelers can enjoy.

## Coastal Mississippi Assisted Media Coverage



## How to Collect 39 National Park Passport Stamps in Coastal Mississippi 10 minute read



Early last year, I traveled to Mississippi's Gulf Coast to explore the region's culture and history. Following that trip I published two feature stories: [Discover Coastal Mississippi's African American Heritage](#) and [Meet Three Unconventional Coastal Mississippi Artists](#).

I knew the region was part of the Mississippi Gulf Coast National Heritage Area (MGCNHA), but it wasn't until I toured the Charnley-Norwood House near the end of my itinerary that I learned it had an official NPS passport stamp.



# WONDERLUST

## OFF THE BEATEN PATH

Everyone talks about overloading the usual places... Here are 8 unique destinations

Here's a sad statistic: in 2015, [55% of American workers](#) did not use all of their paid time off, resulting in \$61.4 billion in vacation pay losses for those workers. They essentially worked for free.

A vacation isn't always the cure-all for stress, but if it's it's usually highly beneficial! Here are some quick suggestions for a unique destination that isn't jam-packed with other tourists.

## A BEACHY ROAD TRIP

For those who aren't ready to travel overseas, the United States has its own depthless beauty to offer. A road trip along the [Mississippi Gulf Coast](#) is lined with beautiful, pristine, practically undiscovered beaches. And the food in Mississippi is outstanding.

# GO WORLD TRAVEL MAGAZINE

## TOP AMERICAN VACATION SPOTS IN DEMAND FOR REVENGE TRAVEL

### GULF COAST, MISSISSIPPI

There is plenty to enjoy throughout the 62 miles along the Gulf of Mexico comprising what is called the "Secret Coast," including Biloxi and Gulfport, without using the c-word: casino. Hotel Legends, a creative, Hollywood-themed property is right across the street from the Hard Rock Casino, and at Hotel Legends I enjoyed fountains and a glamorous swimming pool setting in sight of the sea without my wallet being engulfed in the gambling. By day I walked right past the casino, stayed in the sun, and climbed aboard Captain Mike Moore's Biloxi Shrimping Trip experience to see, at sea, how it's done!

The shrimp boat ride provided laughs and a life-sized "ship in a bottle" added wonder and the nearby Maritime and Seafood Industry Museum which worked up my appetite. Over two days I satiated my hunger at diverse, gulf-to-table restaurants other fruits of the sea from the French Hermit Oyster Company: Blind Tiger Biloxi Beach; White Pillars; Chimneys in Gulfport; Patio 44; Mosaic in quaint Ocean Springs; and a fresh-made pimento cheese biscuit at Greenhouse Biloxi.



## A TOUR THROUGH COASTAL MISSISSIPPI

*Come along with us for a tour of the Secret Coast of Mississippi, riding through the picturesque coastal towns, as well as the larger cities of Gulfport and Biloxi. See the scenic beauty of 62 miles of unspoiled coast line along Hwy. 90. This new to me area of the Gulf coast was a pleasure to see and I can't wait to share our journey with you all!*



Our coastal Mississippi excursion started in Bay St. Louis. We met up with our delightful hostess for lunch there and she gave us a taste of what we were going to be doing for the days we were visiting. We had a packed itinerary with some much needed down time along the way too. The heat and humidity in Mississippi packs a punch in the summer months and we definitely had to pace ourselves. We have heat and humidity in Georgia, but it's kicked up a notch down there on the coast. We saw plenty along the way, but also had some built in rest stops.

## Everything Arlington, TX!

### Have Kids, Will Travel: The Secret Coast (Gulfport, Biloxi & Ocean Springs, Mississippi)

I confess: previous to this summer, Mississippi's Gulf Coast is a spot that we had always driven right past on our way to the beaches in Alabama or Florida. This summer, we decided it was time to stop and explore The Secret Coast!



Our vacation to the Mississippi Coast 2021

# Coastal Mississippi Assisted Media Coverage



## 25 Fun Things to Do in Biloxi Mississippi



Biloxi Mississippi is one of our favorite Coastal Mississippi towns and was formerly called the “Seafood Capital of the World.” In addition to savoring sensational seafood, things to do in Biloxi Mississippi include countless beach and coastal activities, visiting the famous Biloxi casinos, seeing spectacular sunsets, and so much more.

Gulfport-Biloxi Airport is the closest airport to Biloxi. New Orleans is a 90-minute drive from Biloxi and Mobile is about an hour away.

1. Visit beautiful **Biloxi beach**, one of the most gorgeous stretches of US Gulf Coast beaches. The sections between Biloxi Lighthouse to across from White Pillars restaurant and across from the convention center to Gulfport are favorite areas.
2. Climb **Biloxi Lighthouse**—which is unique for being located in the middle of a highway. As a cast iron structure, Biloxi Lighthouse gets very hot as the day progresses so climbs are only between 9 and 9:30 in the morning. Register for the lighthouse climb at Biloxi Visitors Center.
3. **Biloxi Shrimping Trip** has made #BigShrimpin an everyday Coastal Mississippi term of endearment. Learn about the shrimping process and have a lot of fun on their popular sailings from Biloxi Small Craft Harbor.

# DeSoto

## Going Coastal: New Hotels on the Coast



### Cool new hotels have sprung up along the Gulf Coast from Bay St. Louis to Gulf Shores.

When Sarah Cure Clark got married, like many Southerners she wanted a large wedding. At that time, her hometown of Bay St. Louis lacked large-scale accommodations so she spread her family among Baytown Inn, a boutique hotel in town, and Hollywood Casino.

“There was no place to house people,” Clark says of the lack of one accommodation to house them all in one place.

Clark is the third generation of a Bay St. Louis oyster fishing family, but she always remembered the town’s

The new building was rebuilt farther from the water’s edge in order to restore and maintain delicate sand dunes and the habitat of the endangered Alabama beach mouse, among other wildlife. All of the buildings – from the lobby and restaurants to the lodge containing guest rooms – are designed to provide maximum light and Gulf breezes to reduce energy consumption. The HVAC system moves condensation from guest rooms into the pool.








The Lodge features 350 rooms with no single-use bath products or plastic. Instead, glasses are provided and recycling encouraged. There are several dining options,

# Coastal Mississippi Assisted Media Coverage



*The Secret Coast*

# Social Media Metrics

							
Monthly Increase	200	10	6	314	71,420	77	72,027
July 2020	158,600 Facebook (Total Likes)	15,397 Twitter (Total Followers)	983 Pinterest (Total Followers)	16,891 Instagram (Total Followers)	1,875,695 YouTube (Lifetime Followers)	5,808 LinkedIn Total Followers	2,073,374 Total



## Coastal Mississippi

Jul 10, 2021 7:40 AM

Twenty years after Morgan Freeman opened the first Ground



Clicks	Reactions	Comments
1827	1302	102
Shares	Reach	Impressions
241	25682	26391

**Facebook**



## Coastal Mississippi

Jul 10, 2021 7:51 AM

Twenty years after @morganfreeman opened the first



Likes	Comments	Saves
1262	46	40

**Instagram**



## Coastal Mississippi

Jul 16, 2021 3:00 PM

Cruisin' The Coast has been named the "Best Car Show in America" by



Likes	Comments	Shares	Clicks
103	5	13	94

**LinkedIn**



## Coastal Mississippi

Jul 23, 2021 11:30 AM

The #TokyoOlympics have officially begun and we can't wait to see



Likes	Retweets
29	7

**Twitter**

# SOCIAL MEDIA