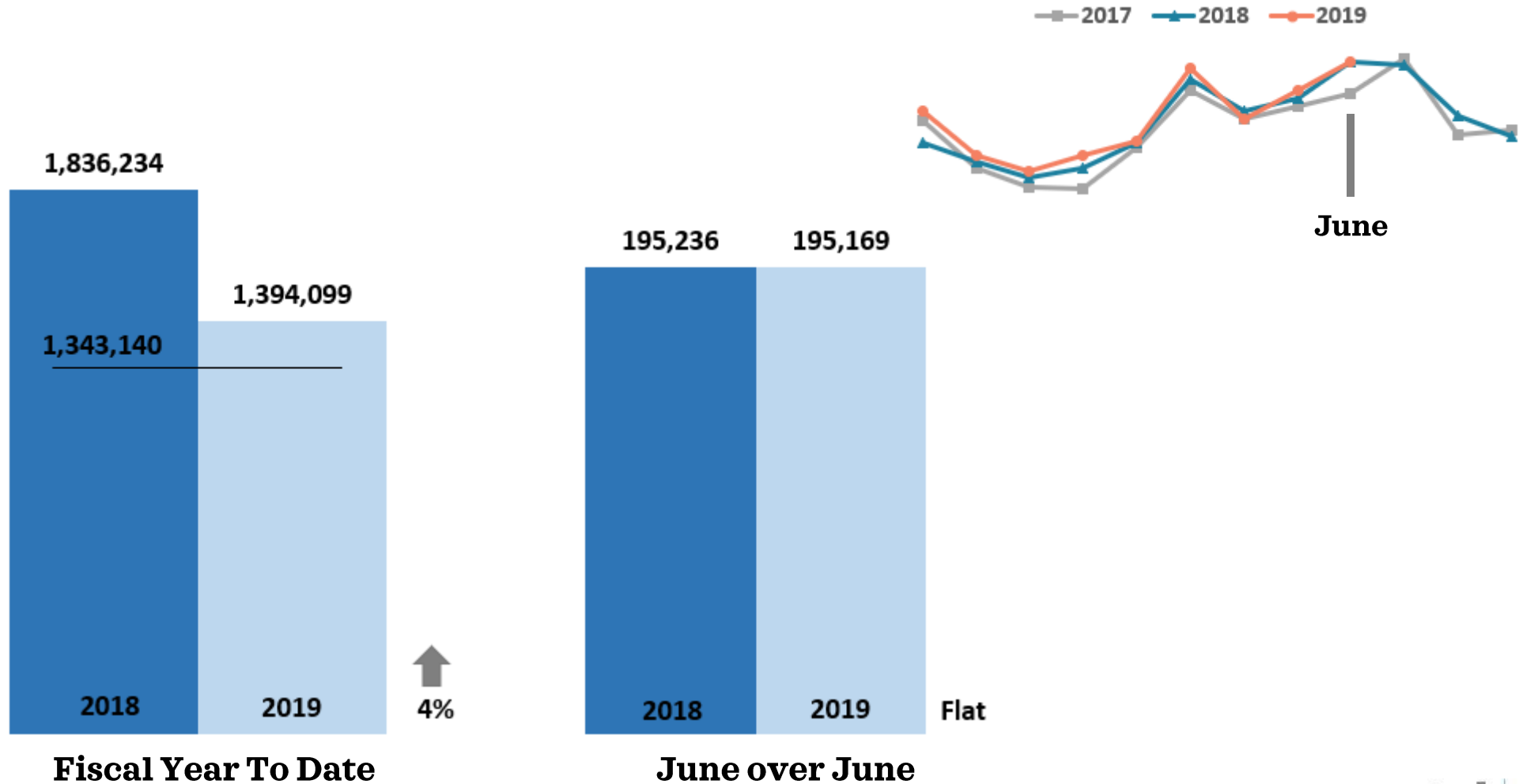


coastal MISSISSIPPI *The Secret Coast*

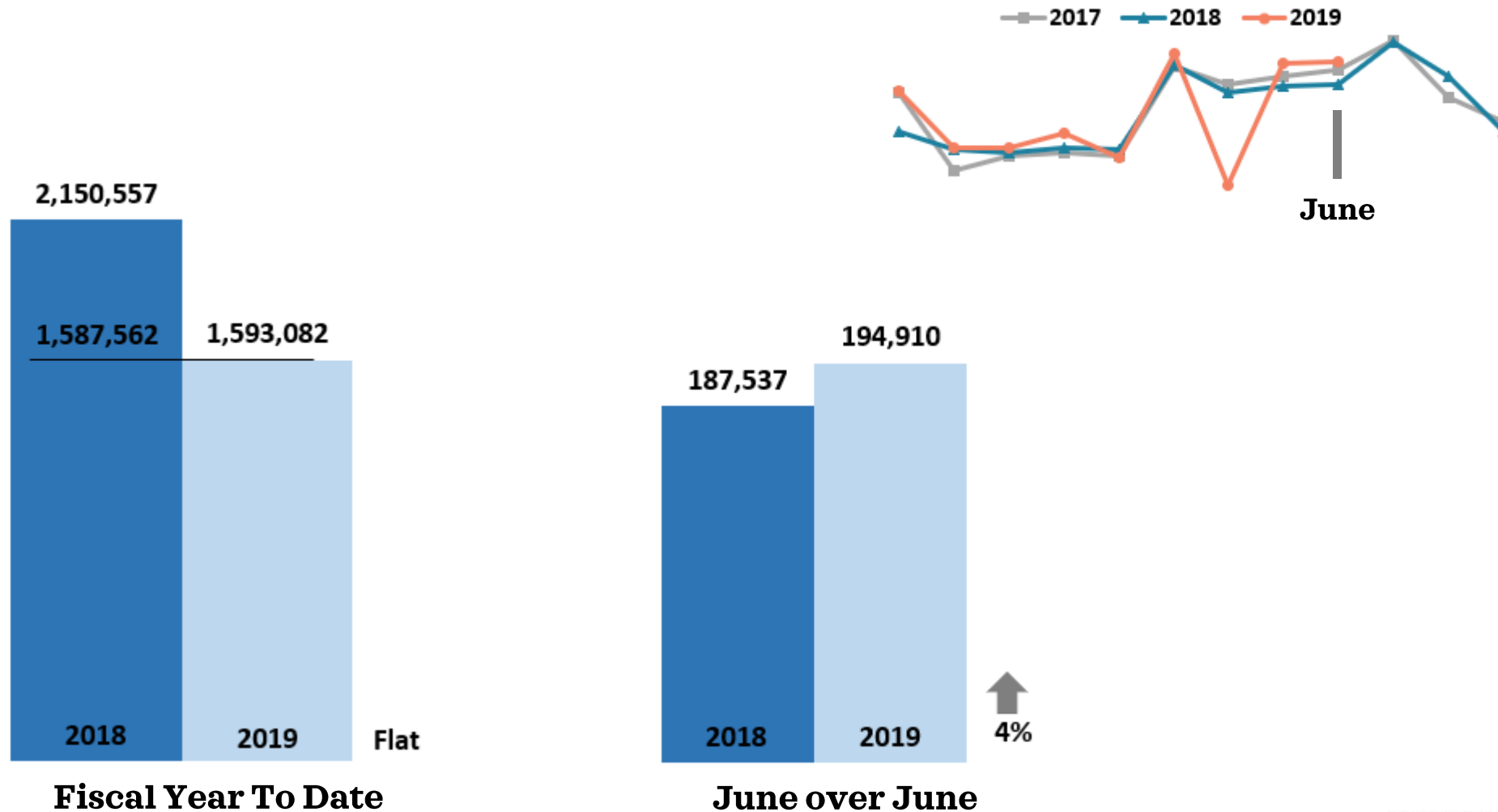
- Key Performance indicators
- June 2019

Non-Casino Rooms Sold

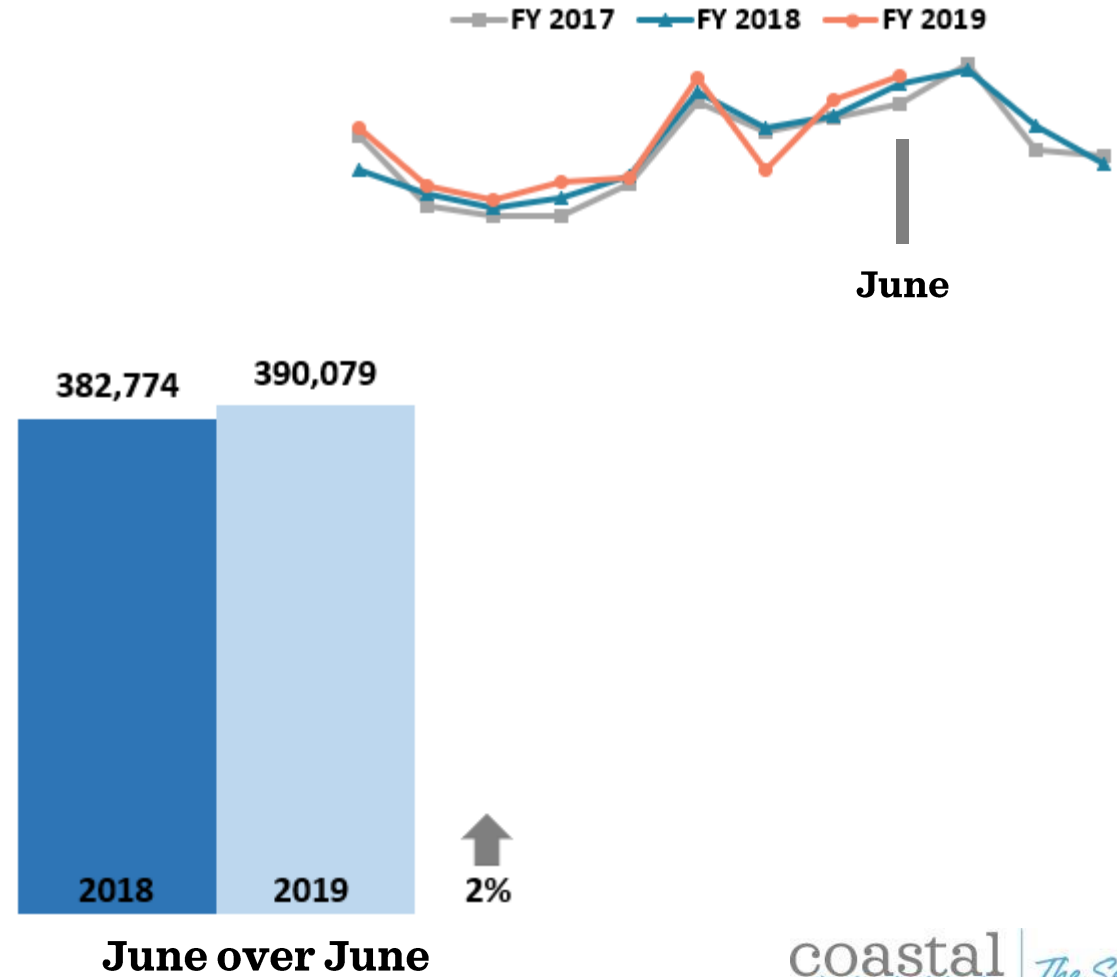
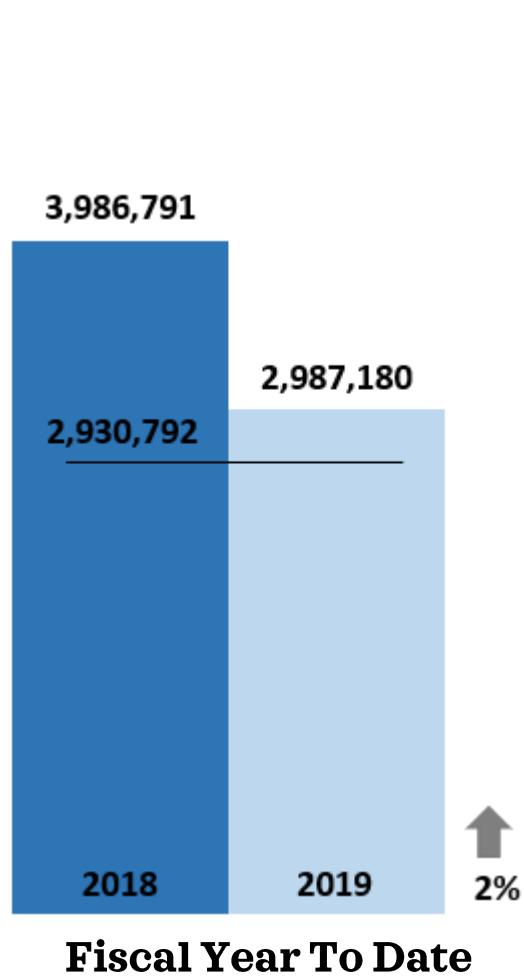


Source: STR

Casino Rooms Sold

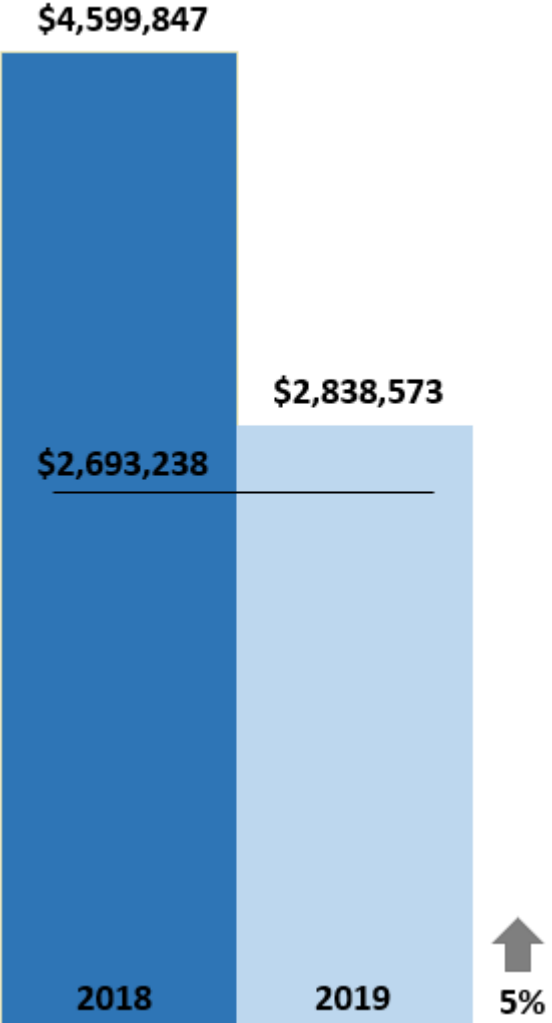


All Rooms Sold

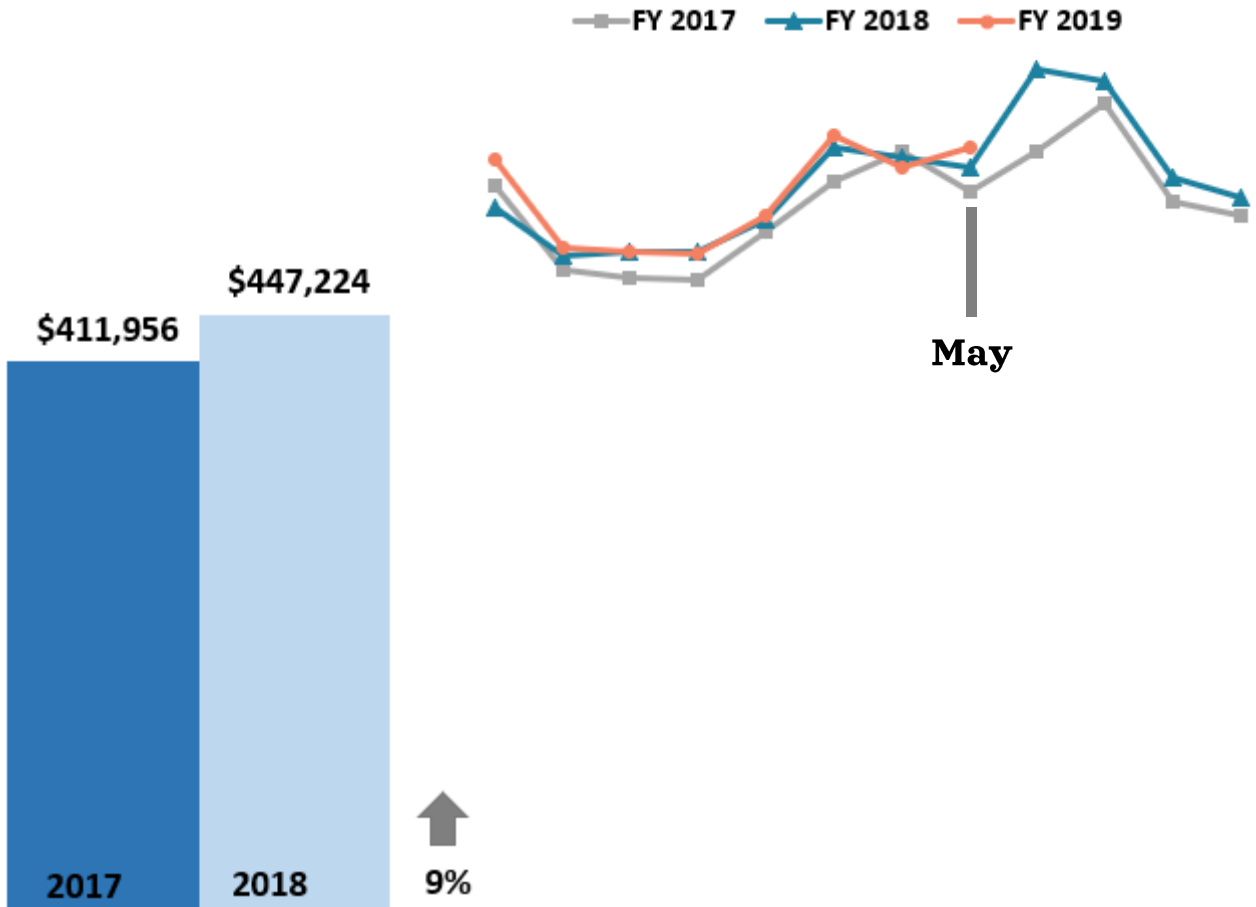


Source: STR & MS Gaming Commission

Occupancy Tax Receipts



Fiscal Year To Date



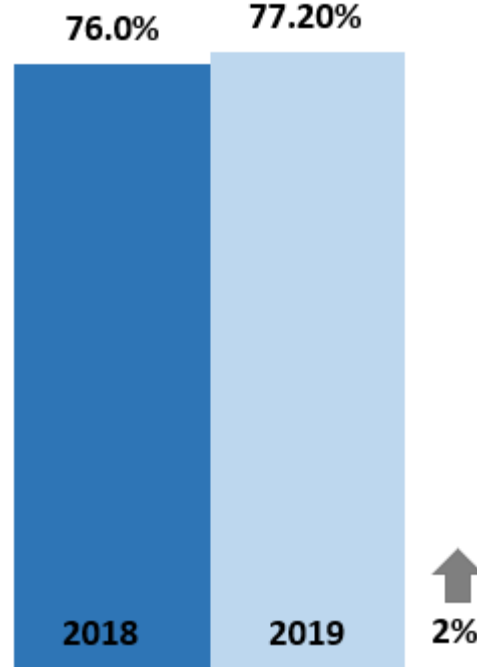
May over May

Source: MS Department of Revenue

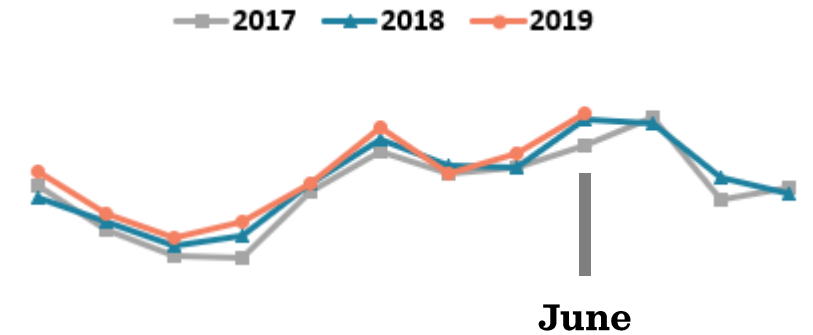
Non-Casino Occupancy



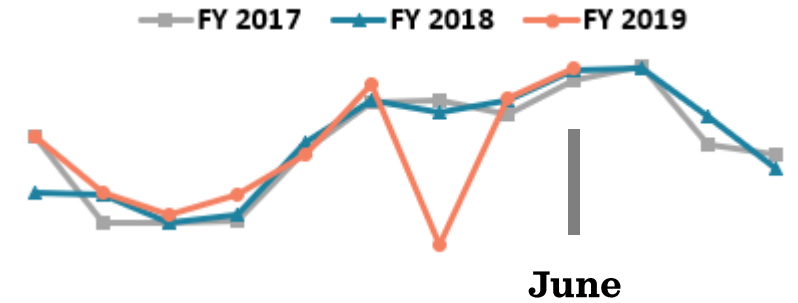
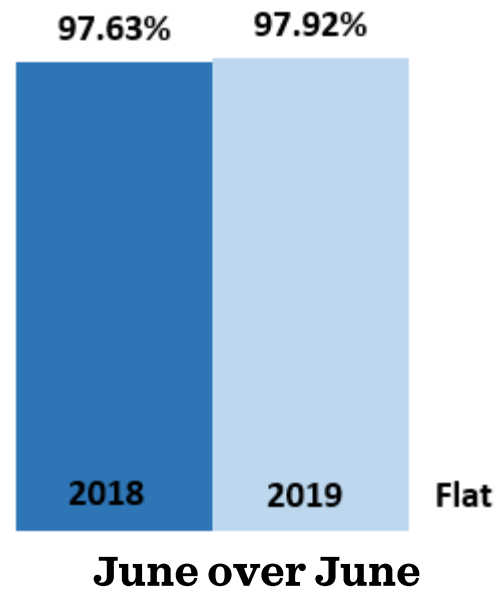
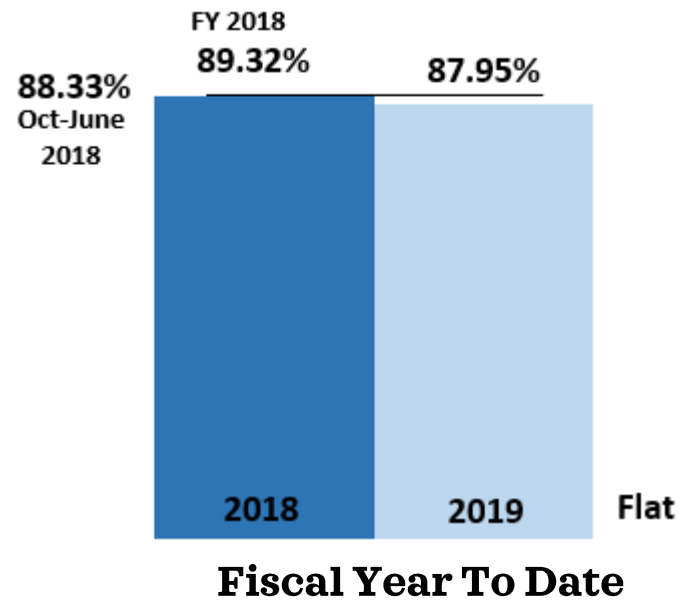
Fiscal Year To Date



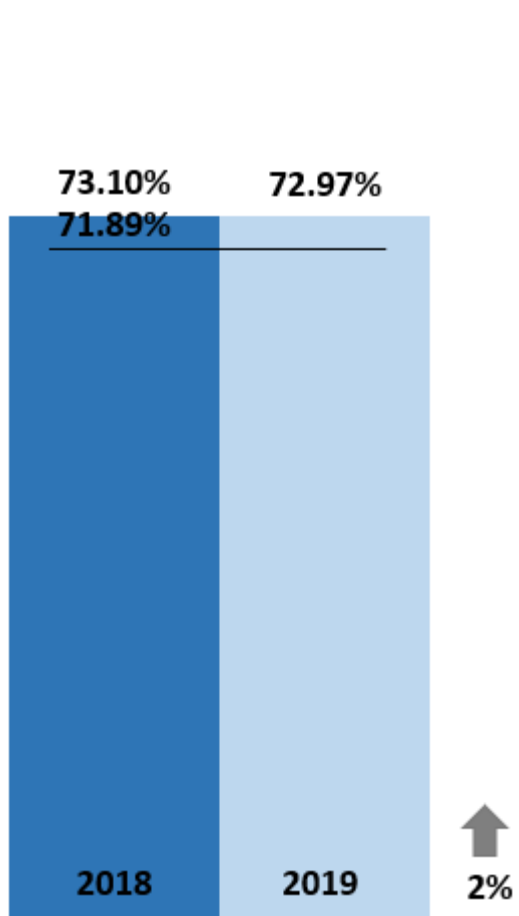
June over June



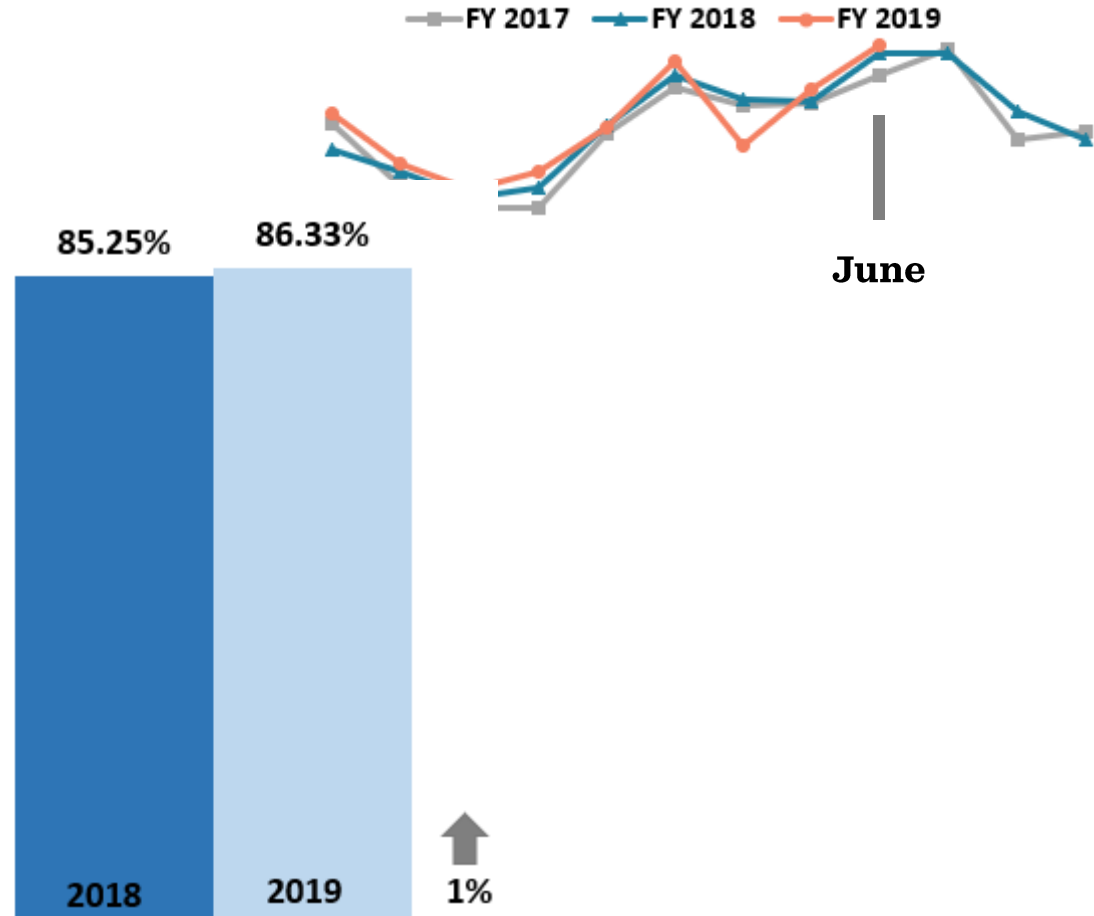
Casino Occupancy



All Occupancy

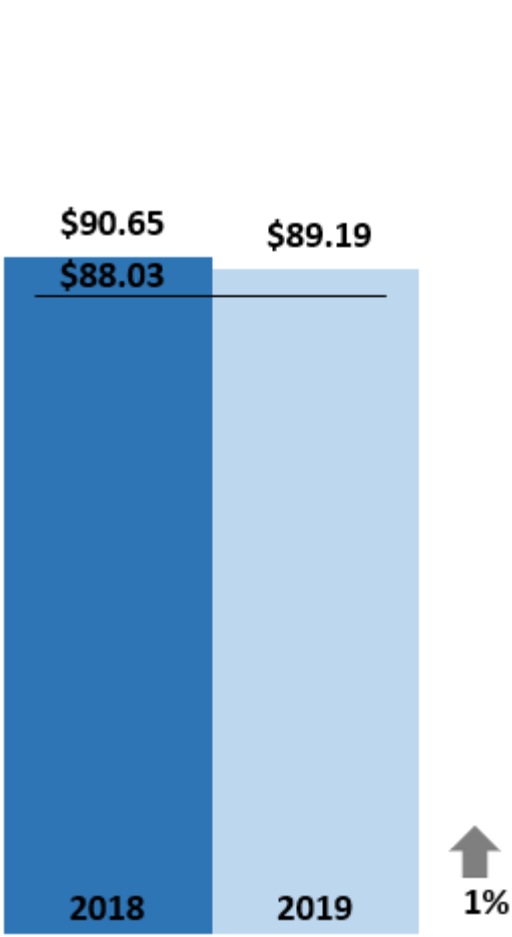


Fiscal Year To Date

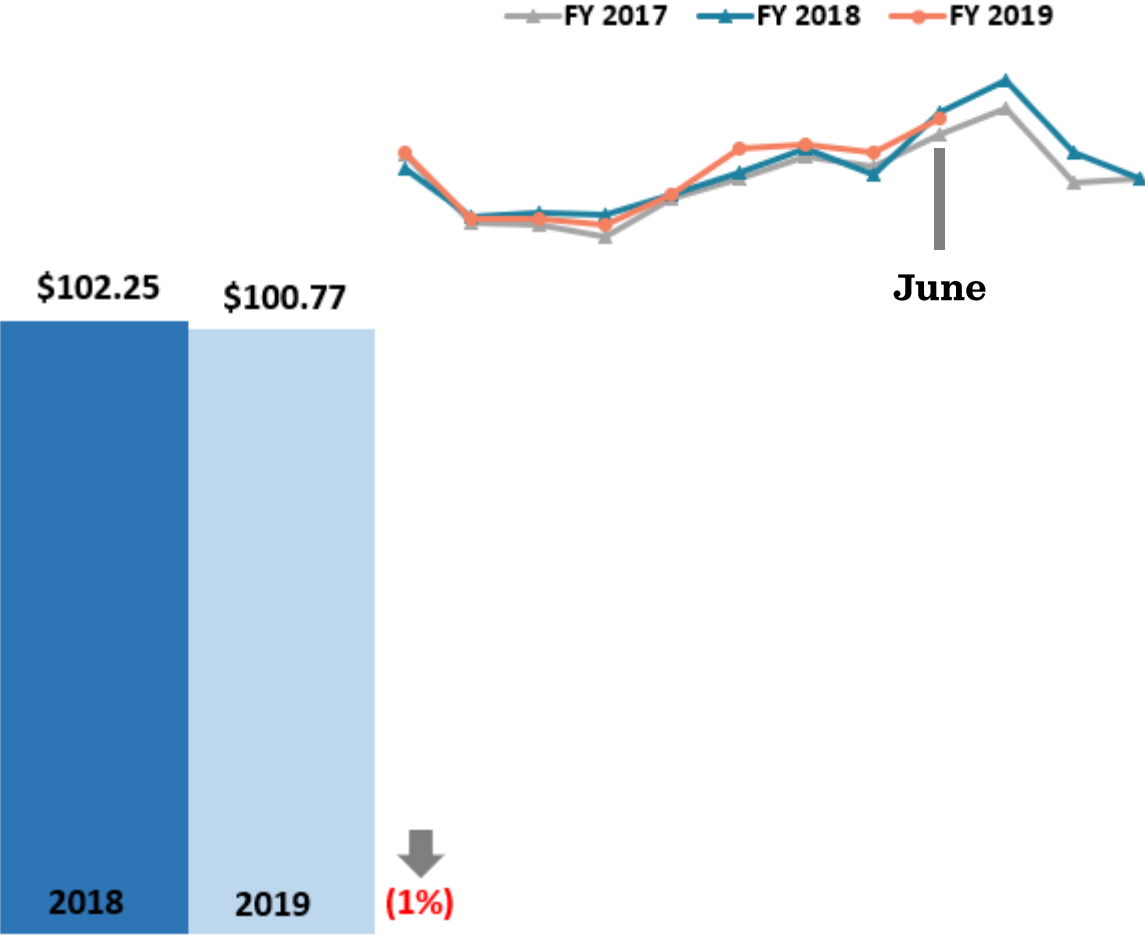


June over June

Non-Casino ADR



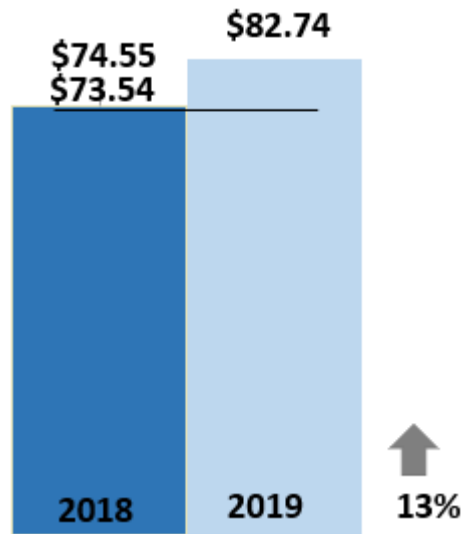
Fiscal Year To Date



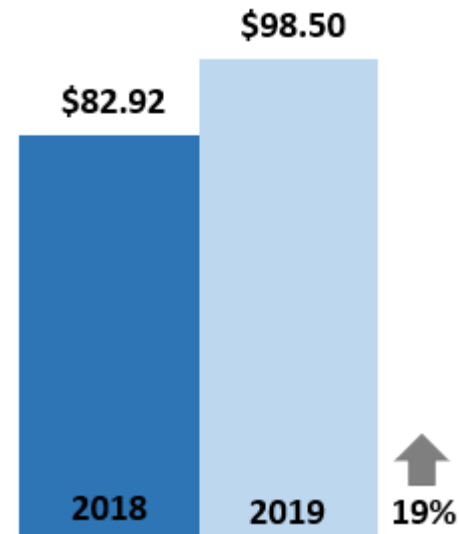
June over June

Source: STR

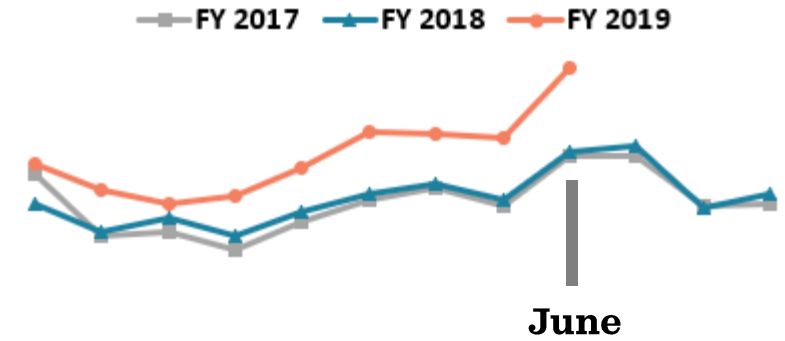
Casino ADR



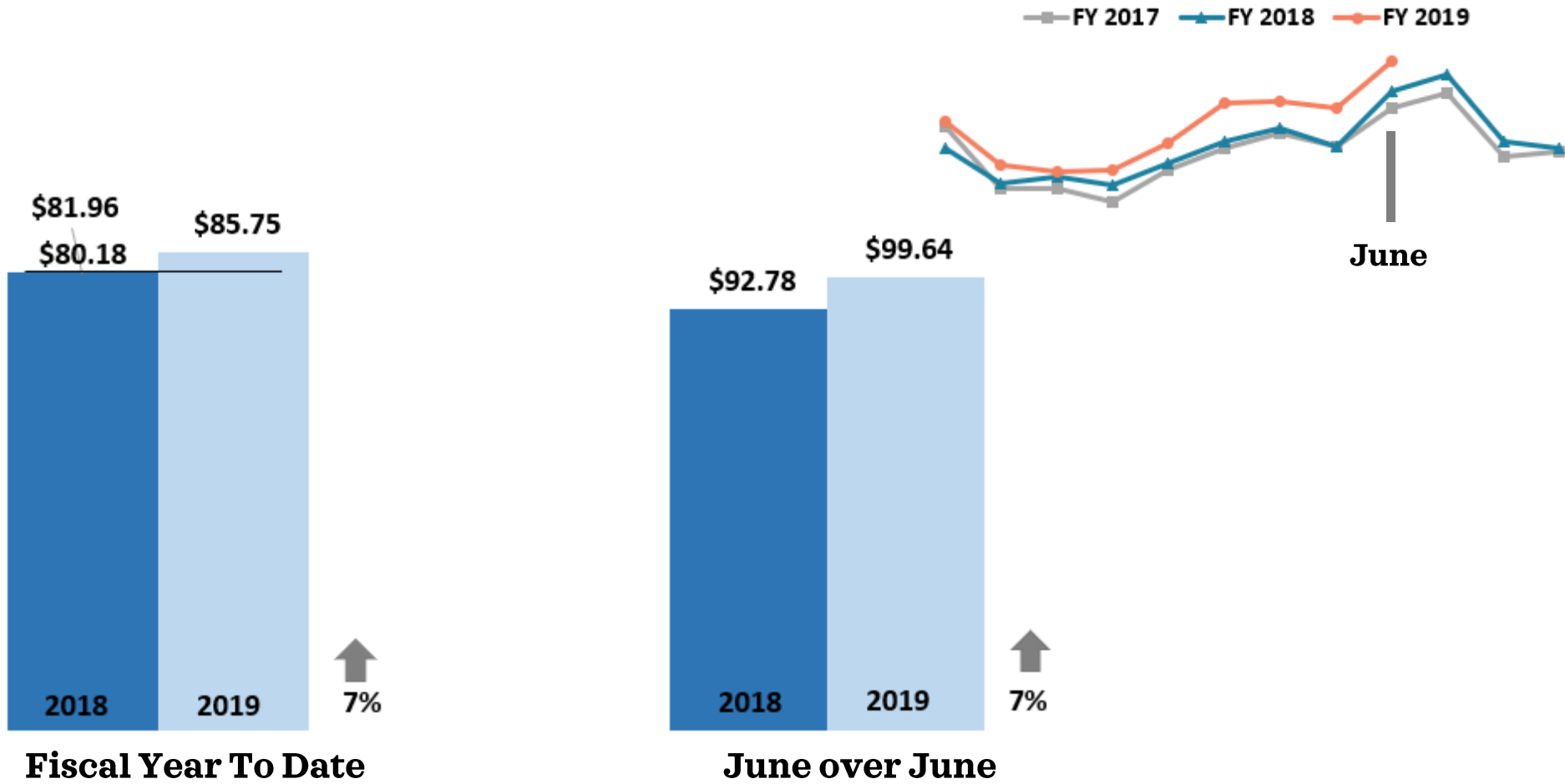
Fiscal Year To Date



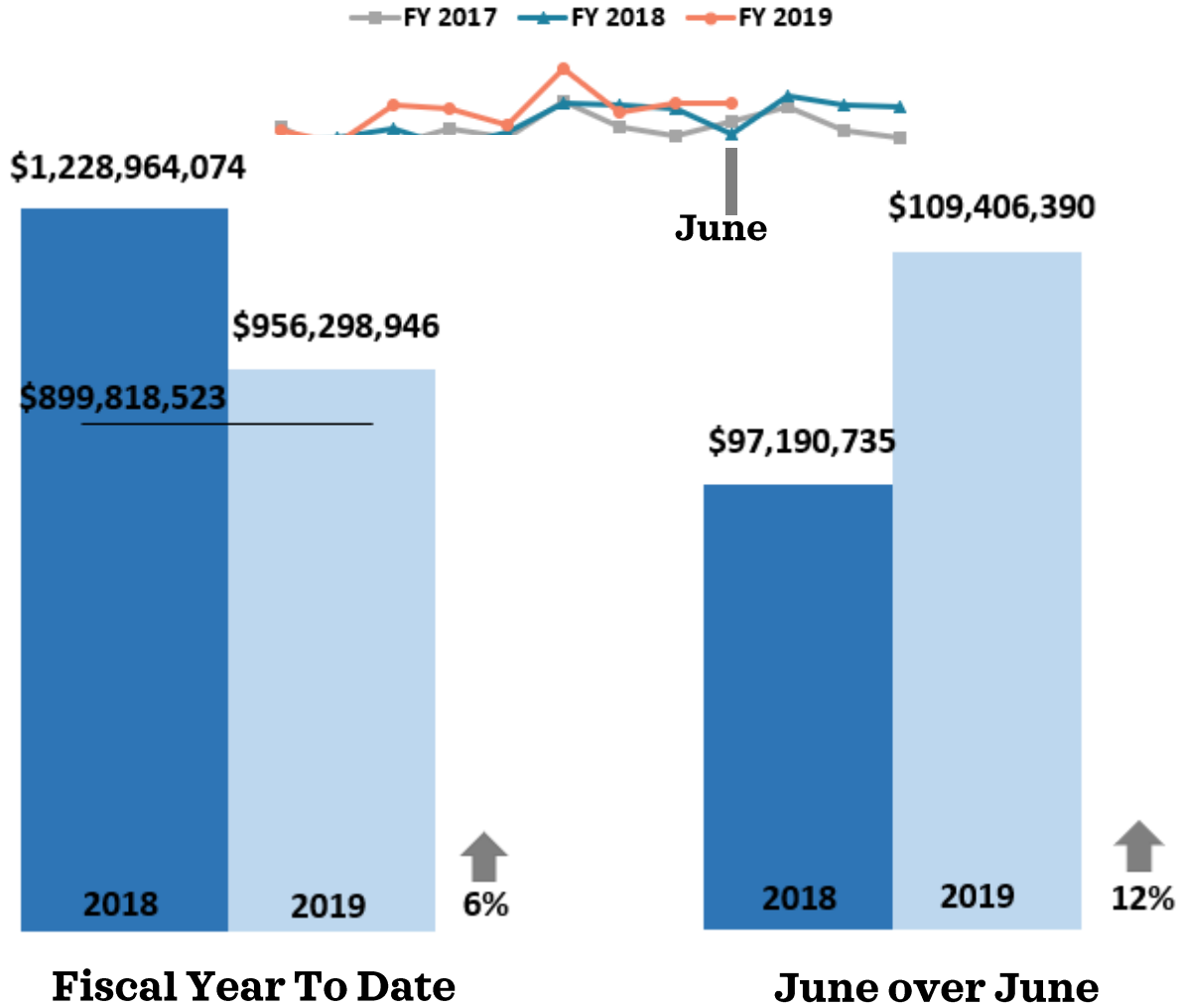
June over June



All ADR

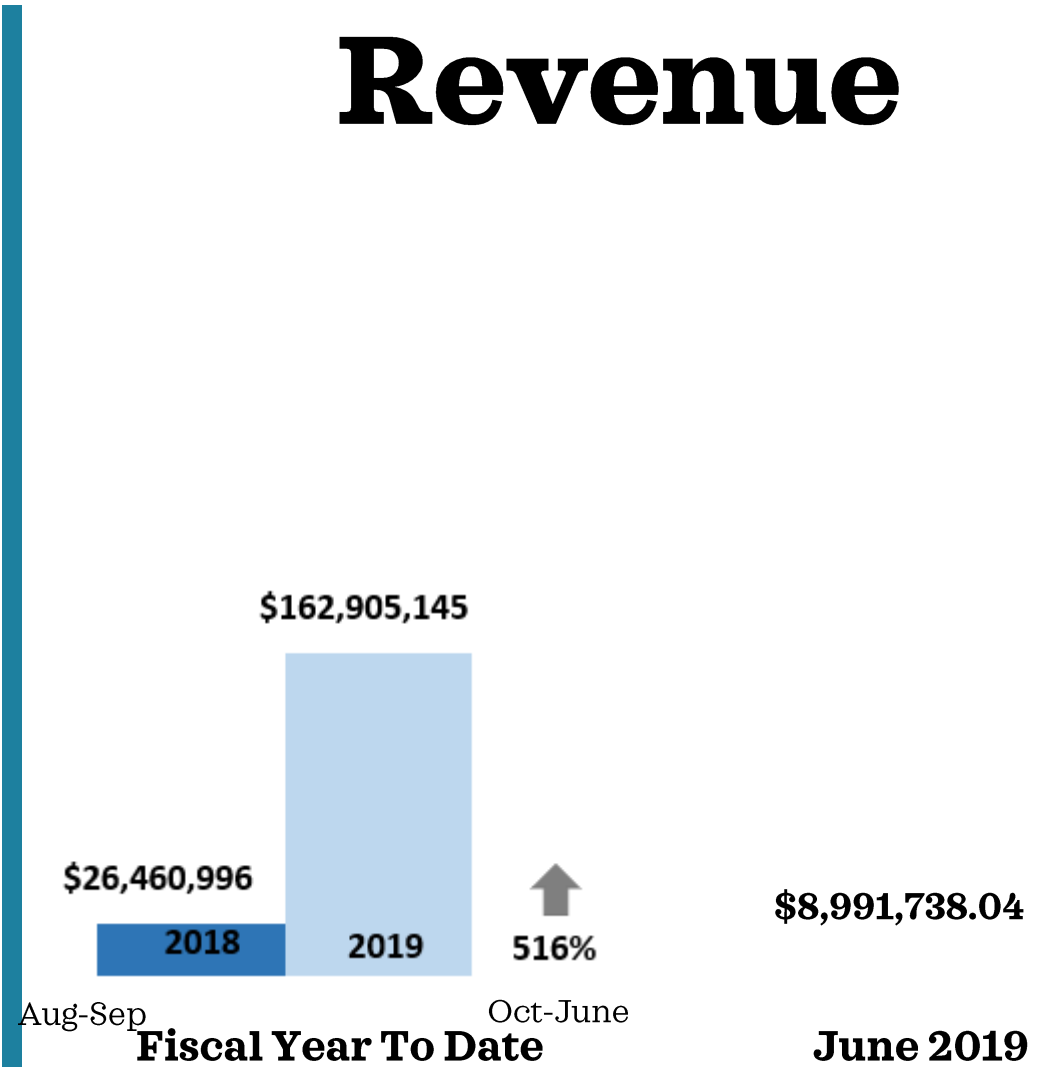


Gaming Revenue



Source: MS Gaming Commission

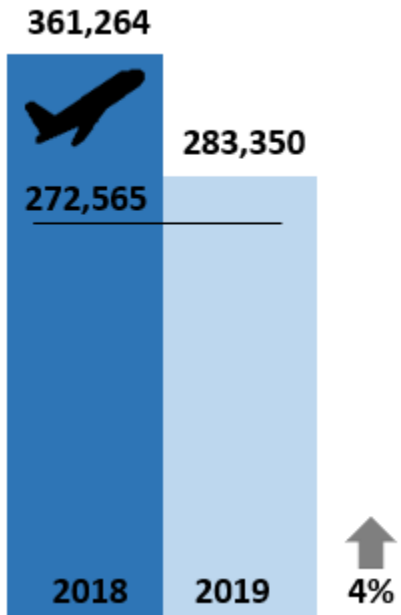
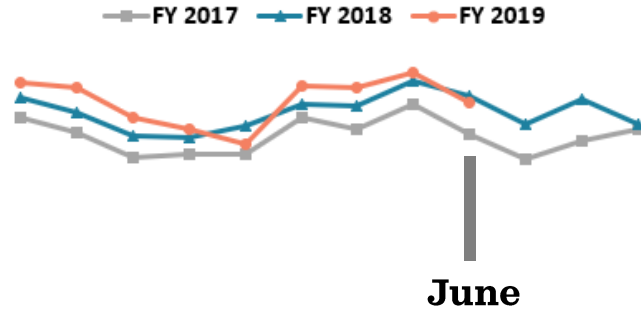
Sports Betting Revenue



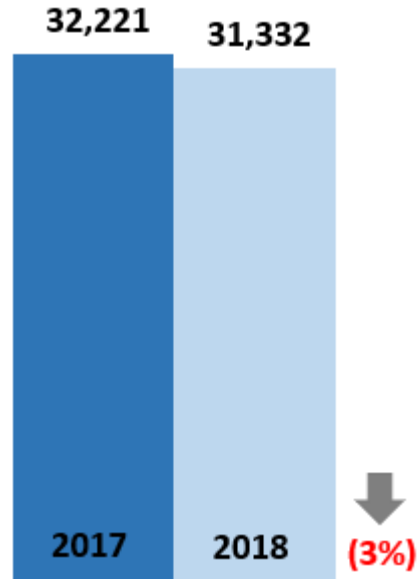
* Sports Betting began August 2018

Airport

Enplanements

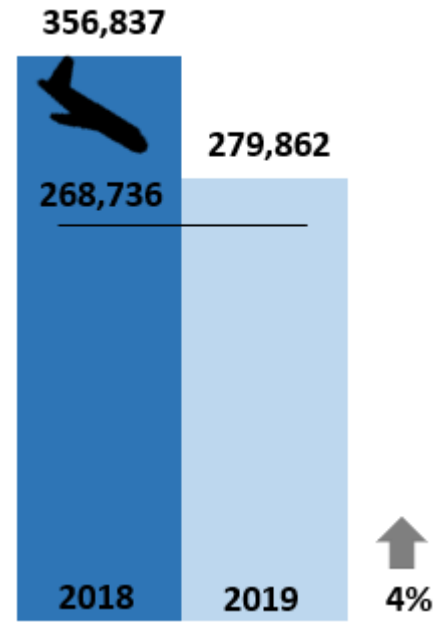
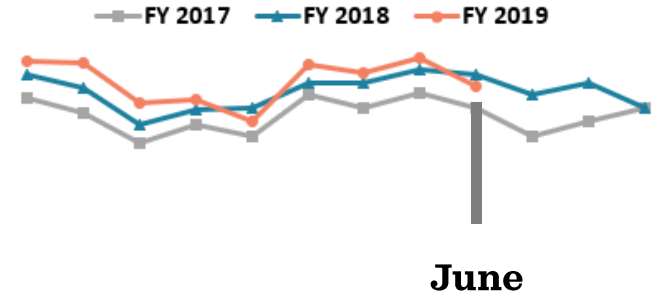


Fiscal Year To Date

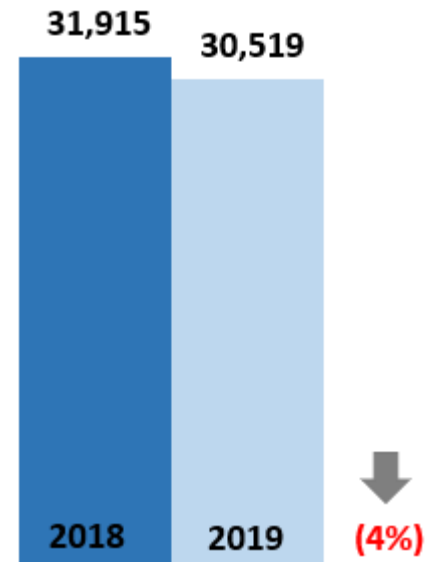


June over June

Deplanements

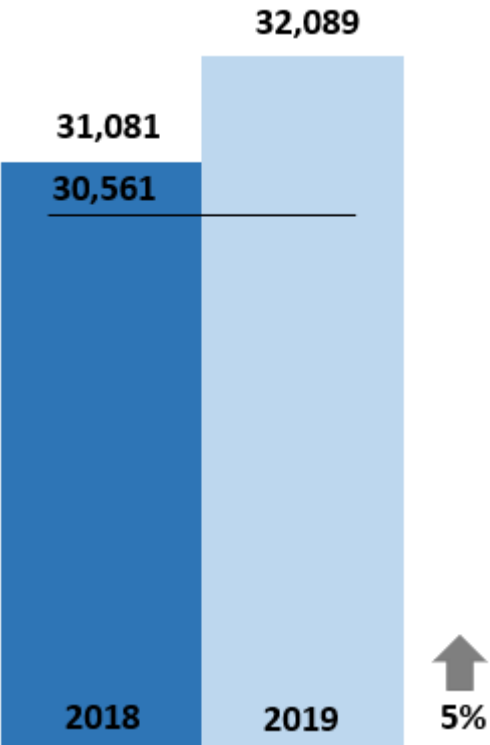


Fiscal Year To Date

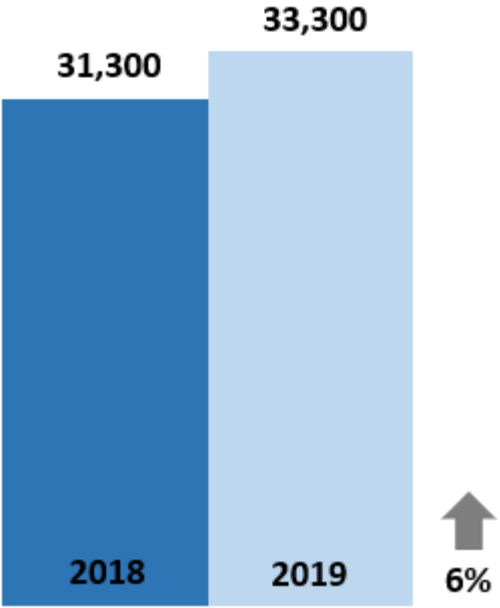


June over June

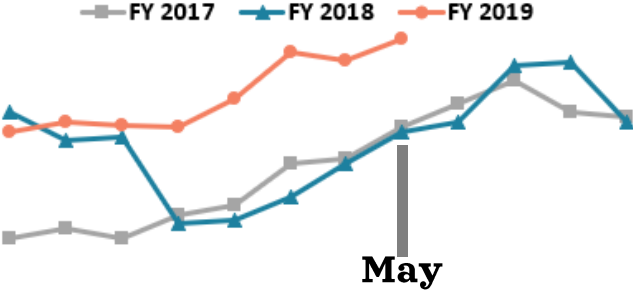
Leisure & Hospitality Jobs



Fiscal Year To Date



May over May



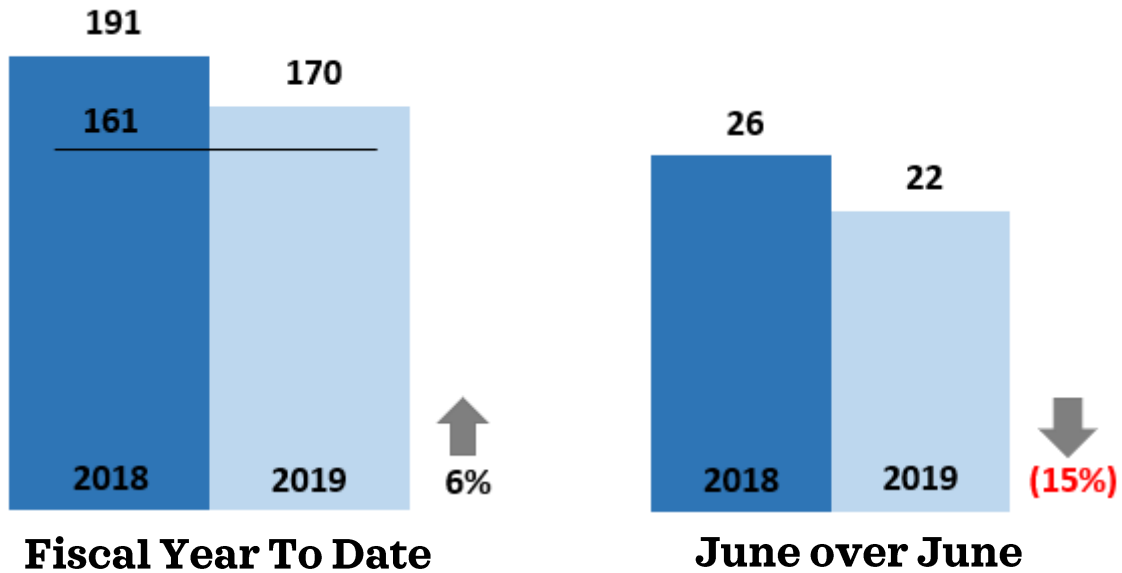
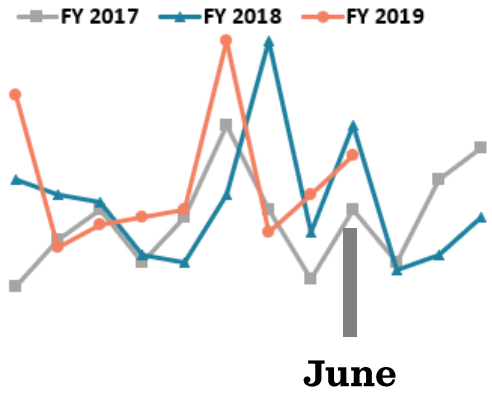
Yearly numbers reflect an average of all months in the FY.

Source: MS Department of Employment Security

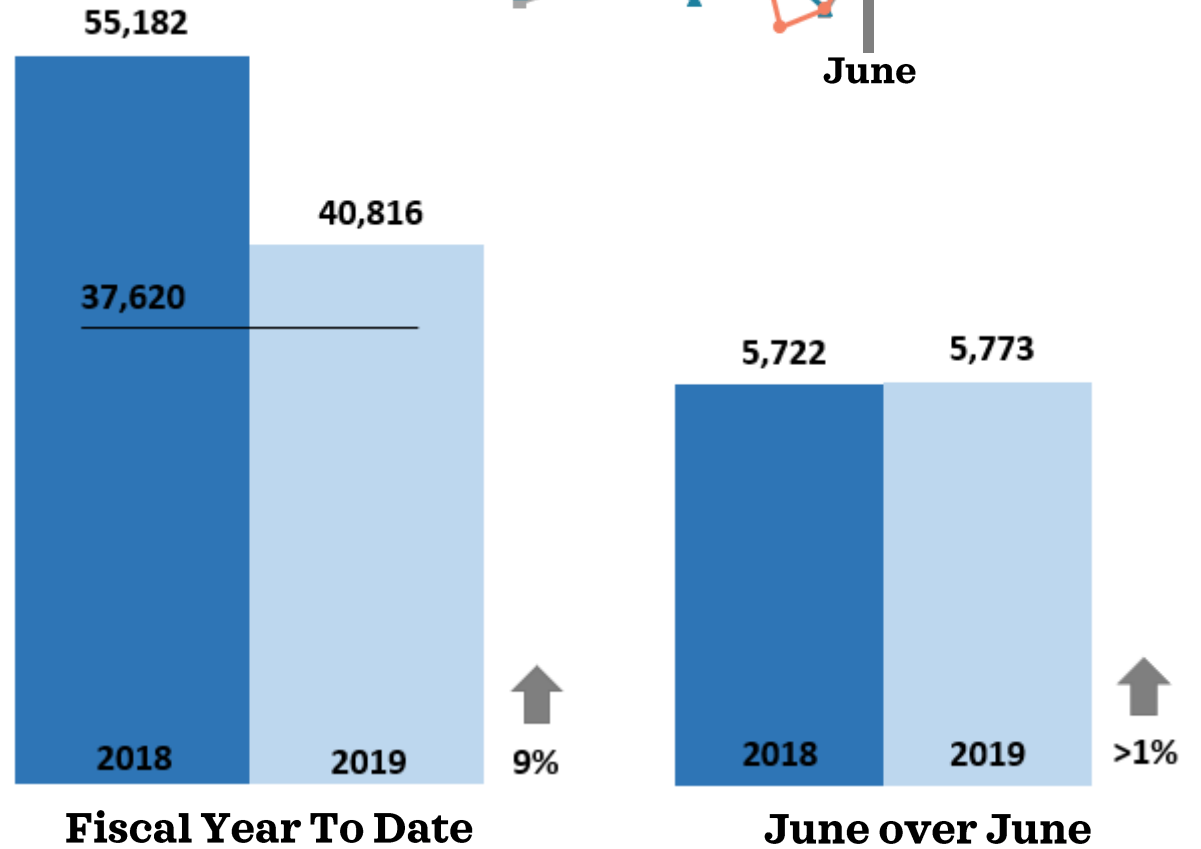
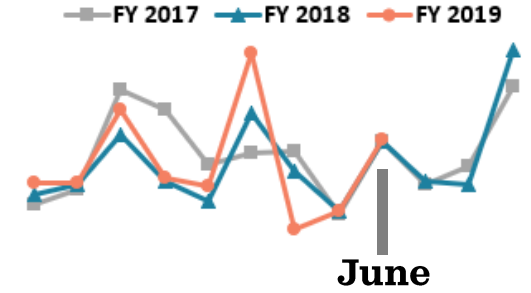
Definite Bookings

Year-to-date numbers due to staff concentrating heavily on closing business in the pipeline.

Bookings



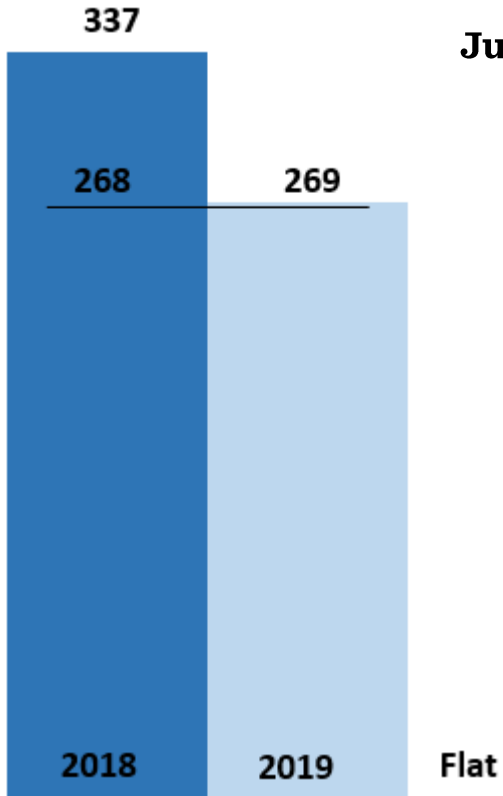
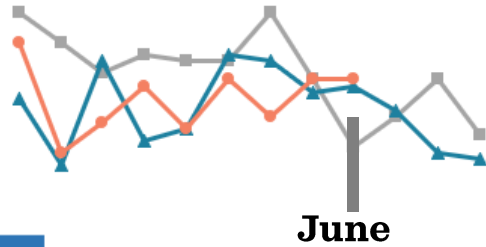
Room nights



Leads Issued

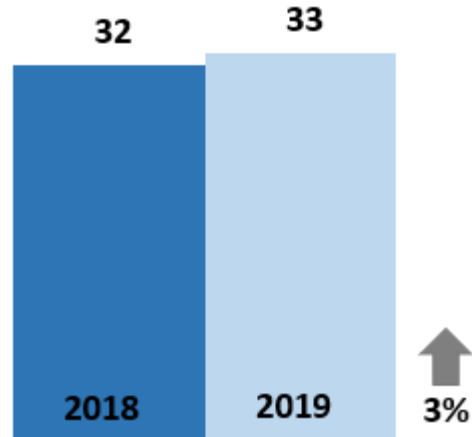
Leads issued year-to-date and month to month are up. Year-to-date potential room nights reflect larger pieces of business being sourced.

— FY 2017 — FY 2018 — FY 2019



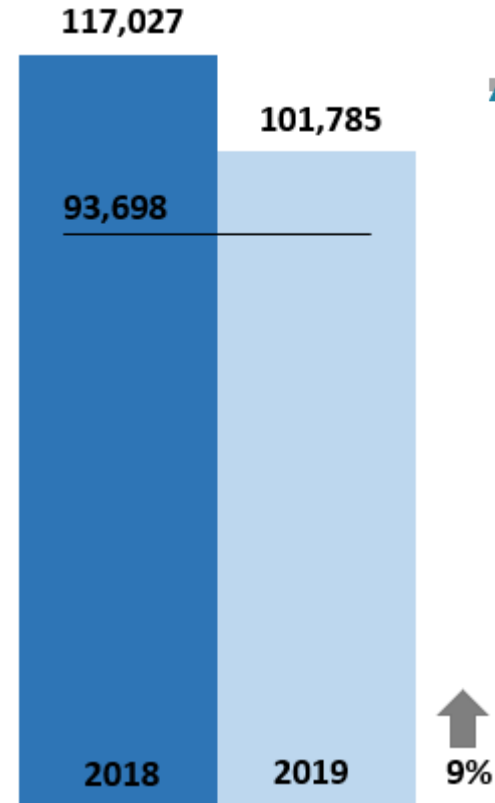
Fiscal Year To Date

Flat



June over June

↑ 3%

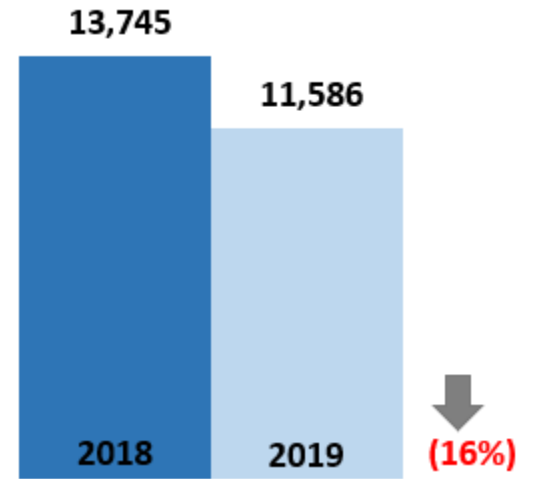
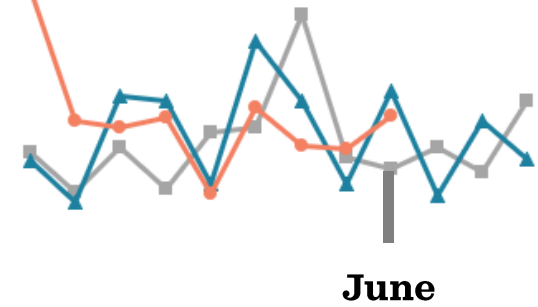


Fiscal Year To Date

↑ 9%

Potential Room Nights

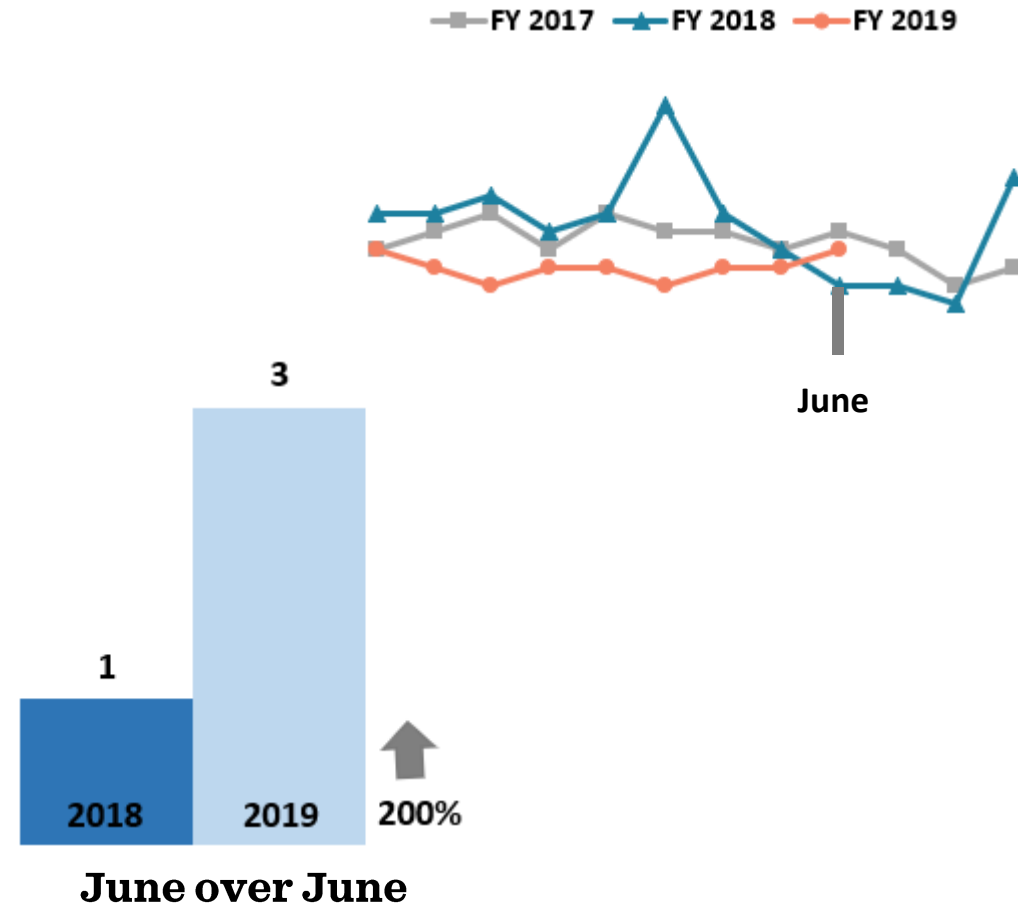
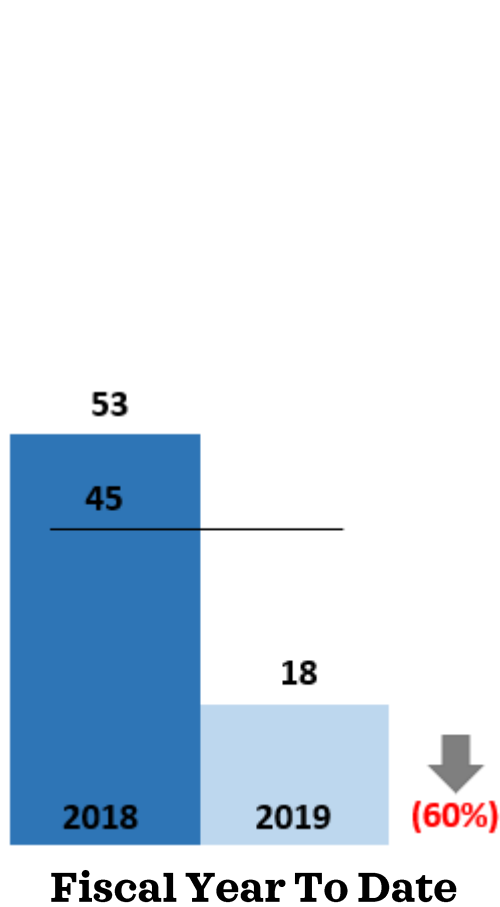
— FY 2017 — FY 2018 — FY 2019



June over June

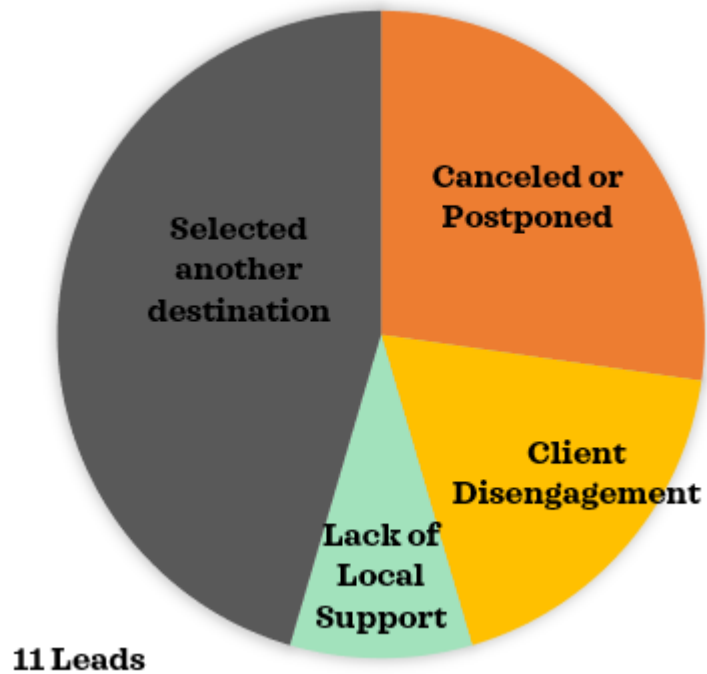
↓ (16%)

Convention Center Leads



Lost Business

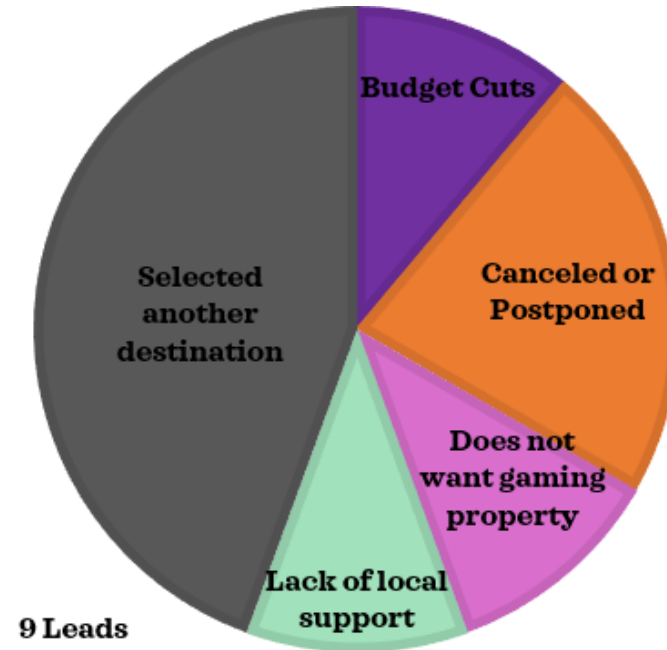
June 2018



Other Cities Selected:

- Destin, FL
- Meridian, MS
- New Orleans, LA
- Philadelphia, MS
- Savannah, GA

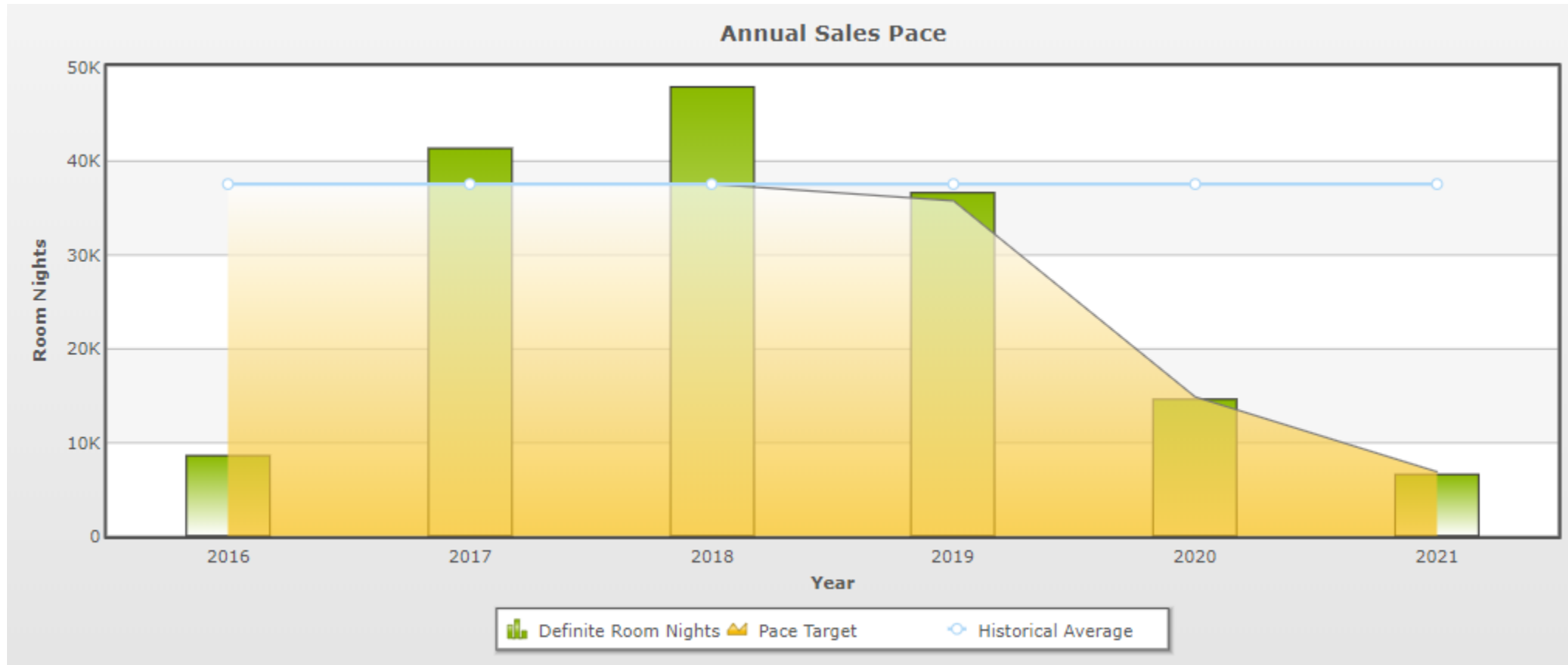
June 2019



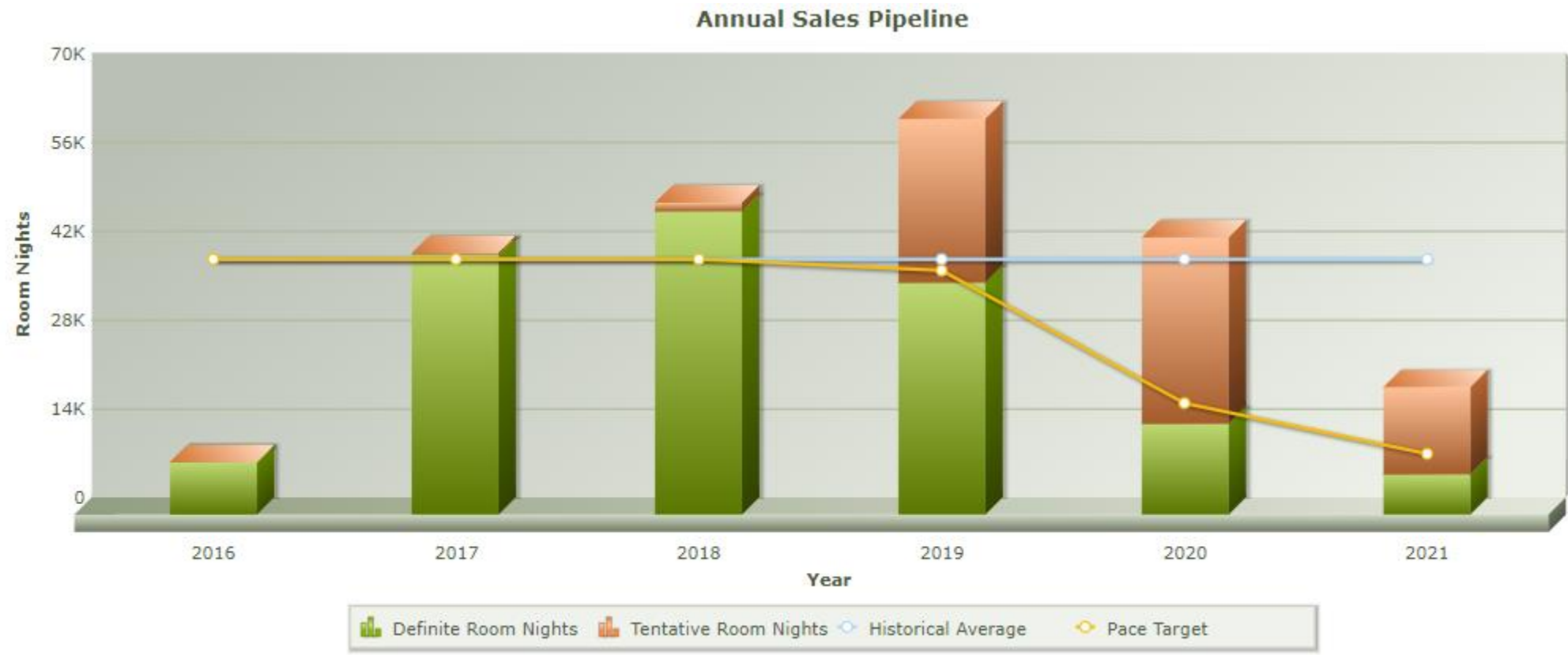
Other Cities Selected:

- Not Named (2)
- Point Clear, AL

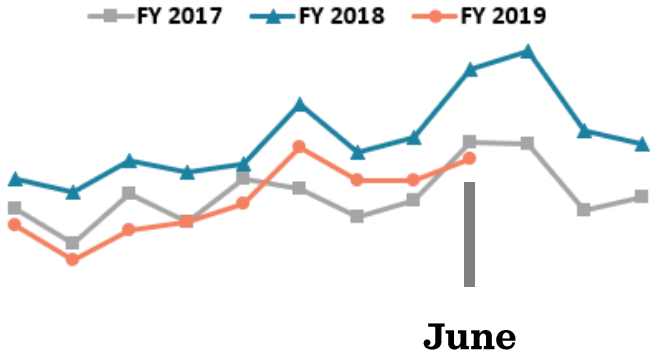
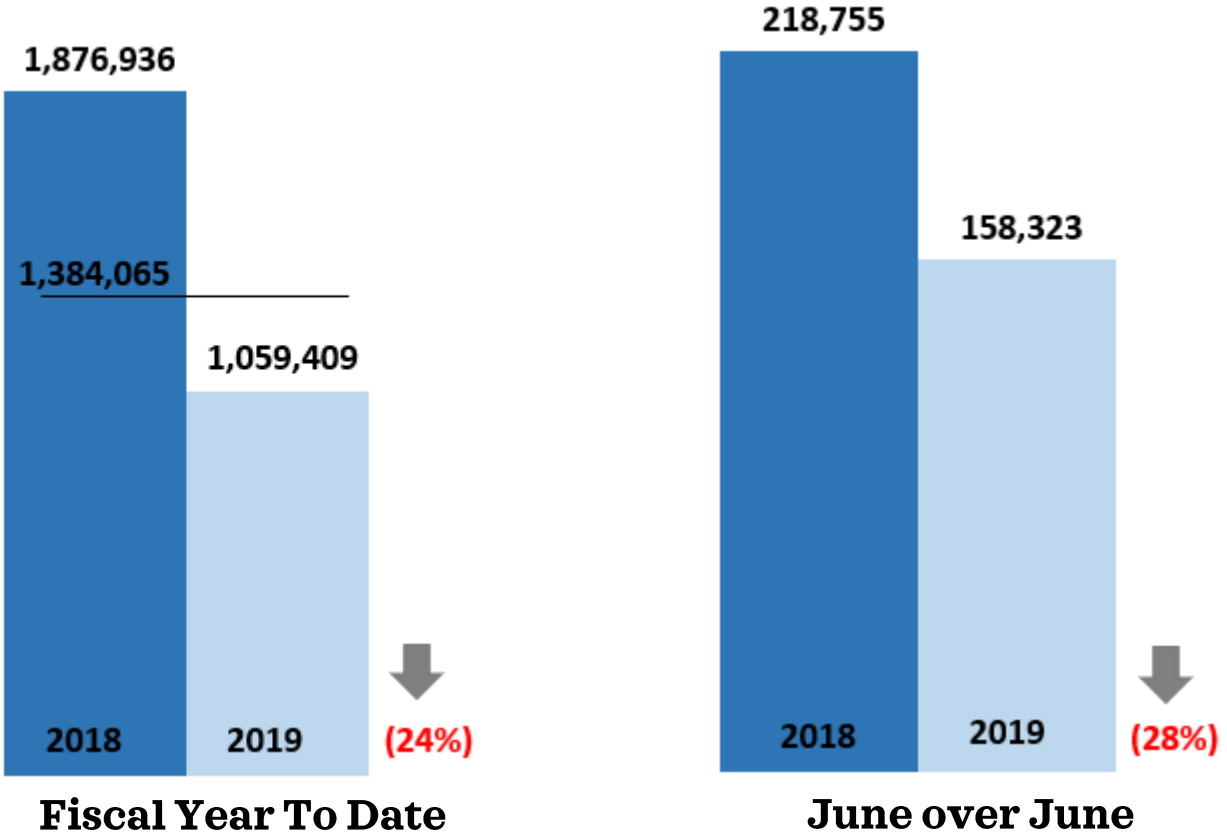
Pace Report



Pace Report - Pipeline



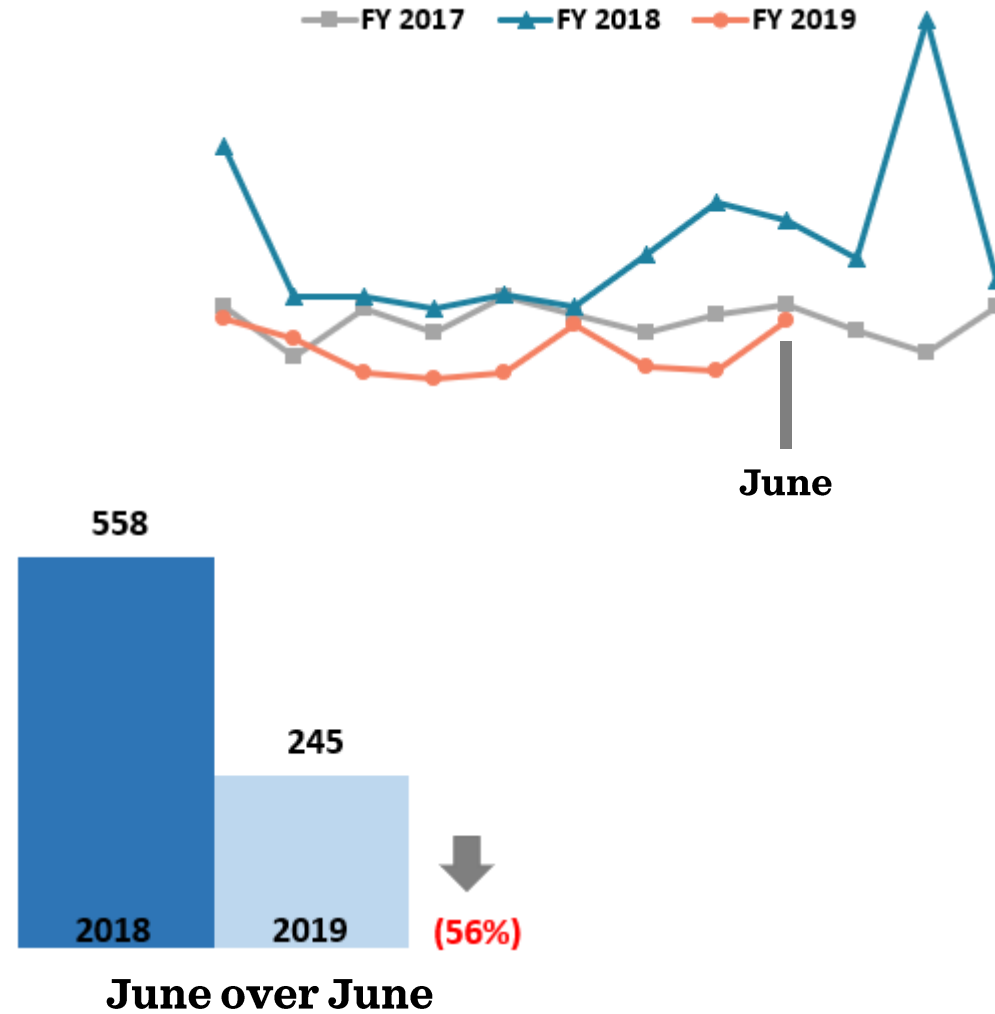
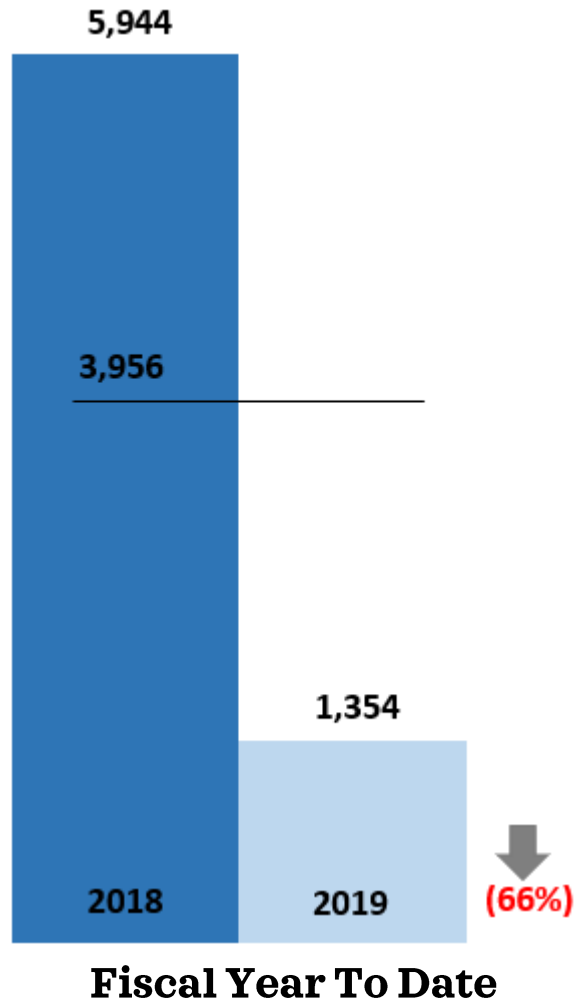
Google Analytics - Users



Traffic Overview - Overall organic traffic has to events has decreased by 27% due to Google displaying its own list of events and things to do (this pushes our #1 organic display spot below the fold).

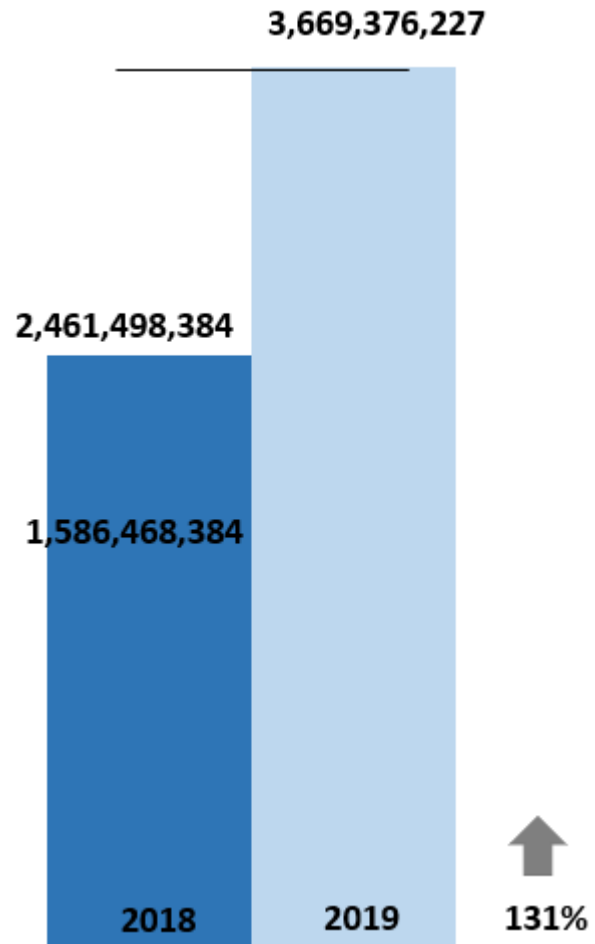
Source: Google Analytics

Number of Articles

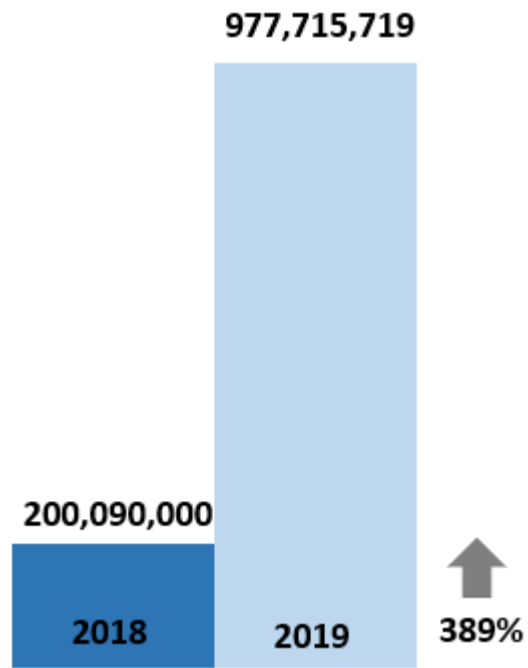


*September 2018 increase due to Tropical Storm Gordon

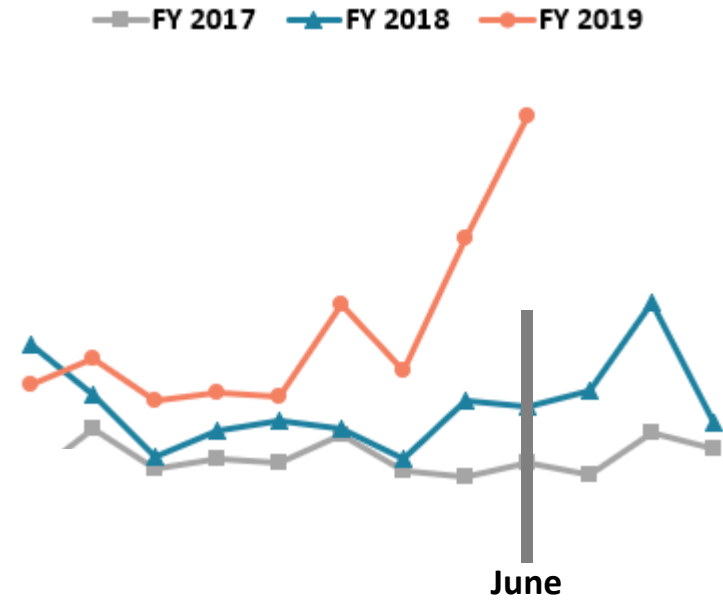
Impressions



Fiscal Year To Date

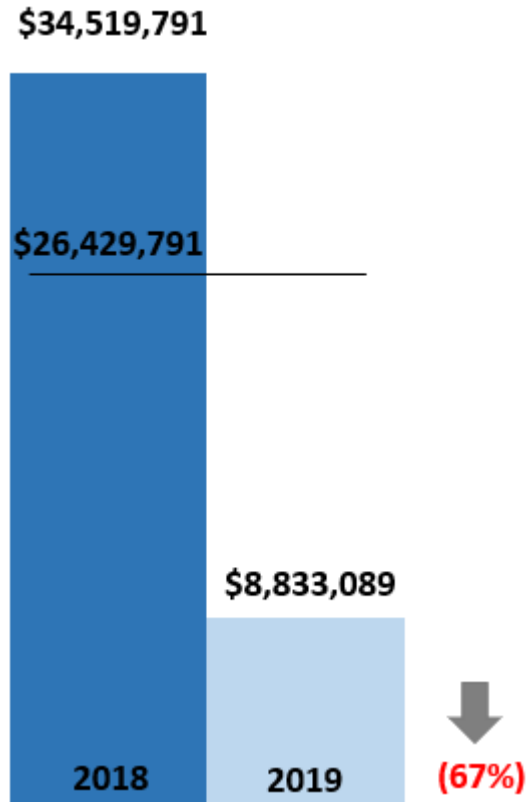


June over June

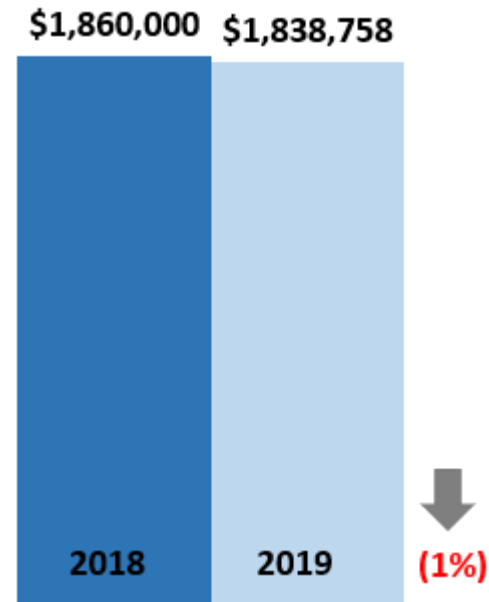


Advertising Value Equivalency

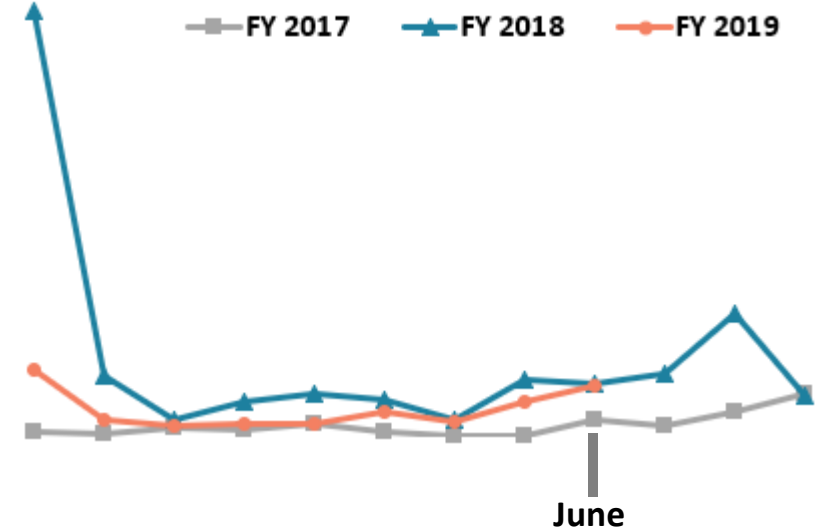
Declining AVE numbers related to changes in the monitoring platform. Industry standards are shifting away from AVE and towards methods that focus on measuring how coverage is relevant to the brand and its goals. This is an ongoing process and we are currently exploring multiple options for how we measure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



Fiscal Year To Date



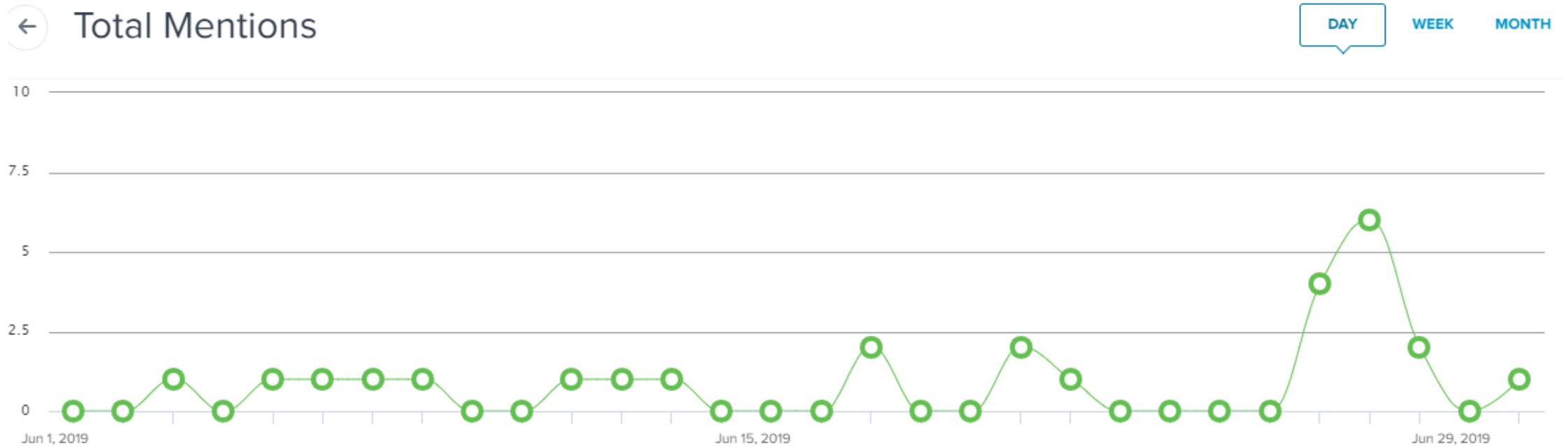
June over June



Earned Media

Content Drivers:

- Spillway/Algae Bloom - Water Quality + Closures
- Holiday Events
- Affordable Travel
- Food & Drink



No swimming! No seafood! Toxic bacteria afflicting coast causes rashes, diarrhea, vomiting

PASS CHRISTIAN, Miss. (AP) — An outbreak of toxic bacteria is ruining some beach plans in Mississippi, where authorities are warning people not to swim or eat seafood from polluted coastal waters.

The Mississippi Department of Environmental Quality released a list of nine closed beaches in two of the three coastal counties, Hancock and Harrison.

People shouldn't even allow their pets to come in contact with water that has a greenish-blue hue.

The toxic cyanobacterium can cause rashes, diarrhea and vomiting.

Mississippi Department of Marine Resources Executive Director Joe Spraggins blames fresh water entering the Mississippi Sound.

A New Orleans spillway has been open for a historically long time to relieve pressure on levees from the flooded Mississippi River. The fresh water influx is creating a dead zone without oxygen where marine life can't survive.

Clarion Ledger

More beaches closed due to toxic algae bloom in Mississippi. Here's the latest

Two more beaches were closed Thursday due to [harmful blue-green algae](#), the Mississippi Department of Environmental Quality announced in a news release.



A small patch of toxic blue-green algae can be seen floating on a tide line on the Mississippi coast. (Photo: Mark Wright/Special to Clarion Ledger)

Gulfport Harbor Beach and East Courthouse Road Beach in Harrison County were closed after the toxic algae bloom extended into that area. An algal bloom is the rapid growth of algae on the surface of the water. The previous closures issued for 10 other stations in Harrison County and Hancock County remain in effect. Sampling in the Pass Christian Harbor, the Long Beach Harbor, and the Harrison Road area of the Jourdan River also indicate the presence of an algal bloom.

The algae can cause rashes, stomach cramps, nausea, diarrhea and vomiting. If exposed, wash with soap and water. Do not eat fish or any seafood taken from affected areas.

MDEQ advises people, and their pets, to avoid contact with the water. The closures do not prohibit the use of the sand portion of beaches.



Spillway opening impacts Coast tourism



“We’re working hand in hand with the authorities to make sure that we can communicate effectively what is happening, but also educate people that there is no harm whatsoever to come and enjoy our waters and our beach,” said Milton Segarra, the CEO of Coastal Mississippi.

Segarra believes educating visitors about the safety of our water, despite the opening of the Bonnet Carre spillway, is also important in the educational process. He says letting folks know there are lots of things to do on the Coast that don’t involve the water.

“This is not just a sea and sand destination. You can come to the Coast and enjoy an entire lineup of events from festivals, going to the nature and adventure, seeing our museums, to going to our shopping malls,” he explained.

The key goal now is keeping visitors coming despite the opening of the spillway.

Coastal Mississippi: ‘The Gulf Coast is open for business’



“We have the beach, but we have so much more to offer,” said Coastal Mississippi CEO Milton Segarra. His message is clear - the beach isn’t the only offering available to guests that vacation on the Mississippi Gulf Coast.

“We are encouraging people to maintain their vacation plans,” Segarra said. “To come here, maybe take a sunset sail but also enjoy our gaming, our entertainment.”



Coastal Mississippi says Gulf Coast is open for business. (Source: Photo WLOX)

Segarra said that while this environmental issue is not good for business, it’s nothing new.

“We are a warm weather destination. We are in the Gulf of Mexico; this happens. Last year it was Florida, this year it’s us. This is something that will go away in a week, maybe two,” Segarra told WLOX.

This message is for locals and visitors alike.

Water Quality Media Coverage - Assisted





Tourism leaders say Coastal Mississippi is open for visitors



How is what's happening in the Mississippi Sound impacting coast tourism? Here with the answer, and a message for visitors, is Coastal Mississippi CEO Milton Segarra.



Algae bloom hurting Gulf Coast tourism



Water Quality Media Coverage - Assisted





SOUTH MISSISSIPPI ATTRACTIONS TOURISM OPTIONS ON THE COAST



While some stretches of South Mississippi beaches are closed off to swimming and other water activities, there are still plenty of things to enjoy on the Coast.

That's the message Coastal Mississippi is hoping will be heard around the world. Kayaking, paddle boarding, excursions to the barrier islands and fishing are just some of the alternate water activities you can choose from, not to mention the many amenities and shows at Coast casinos, restaurants, and museums.



Coastal Mississippi CEO Milton Segarra said, "The beaches are open, only in those you can not go into the water, but many other activities can be done."

Coastal Mississippi is confident the variety of recreational options here will help sustain tourism in the coming weeks. "I think when people see how diverse we are as a destination that will help lower the possibilities of a bigger impact."

Water Quality Media Coverage - Assisted





Tastes and experiences on the Mississippi Gulf Coast

There are plenty of beach destinations that present a slice of coastal living best experienced through a tourist's lens. And, if afterward you feel only a little like a salty dog, well, that was by design.

Then there are destinations where the experience is more vital – seeking out fresh, local cuisine, diving into the region's history and discovering everyday magic in the local towns.

Coastal Mississippi is one of those places.

The 62-mile stretch of coastline between Mobile, Alabama, and New Orleans is the real deal, a place where you can feel you're part of something memorable, if only for a short time.

Sure, there are casinos here. The betting trade took off around the mid-1990s, survived Hurricane Katrina a decade later, and still draws bettors who plunk down well over \$1 billion a year. But there's much more to be found here, by seeking out local foodie haunts, taking in the coast's history and culture and walking the white, sandy beaches.

Local Media Coverage



Mississippi



Canon at historic Fort Massachusetts on West Ship Island in Mississippi.

The good times (and the dice) roll in coastal Mississippi, a laid-back part of the state famous for both its casinos and its lovely beaches. But the region is hardly free of revelers. Escape the crowds via a one-hour ferry to **Ship Island**, a barrier island accessible via both **Gulfport and Biloxi**. There's little shade, few amenities and the sand in summer is HOT, but if you trek away from the crowds pure beach bliss awaits.

Country Roads

Gulf Coast Mississippi Breweries

A wild and wonderful whistlestop tour of coastal Mississippi
breweries

Recent changes in Mississippi law have made it a better place to drink.

Craft breweries had arisen in the state as they had everywhere else, but a

ban on sales for on-site consumption and the state's three-tier alcohol

distribution system, under which producers must distribute beer through

a wholesaler instead of providing it directly to merchants, limited these

establishments' potential growth. (Complicating matters, the wholesalers

in the state tend to be controlled by the competition-averse big dogs,

Coors and Budweiser.) In 2017, after much negotiation among brewers,

distributors, and legislators, the laws relaxed, allowing local breweries to

open taprooms. And lo, there was much rejoicing.

Coastal Mississippi Assisted Media Coverage

MISSISSIPPI BUSINESS JOURNAL

Coastal Mississippi's Beau Rivage wins award

The ninth annual Atlanta Food & Wine Festival (AFWF) has announced that Beau Rivage Resort & Casino's Executive Chef Kristian Wade is this year's winner of the PNC "Best of the Fest" competition. As part of a collaborative effort between Coastal Mississippi, Visit Mississippi, and Beau Rivage Resort & Casino to showcase the destination, Chef Wade delighted attendees with his Land Mass Burger. The savory sampling was complete with a smoky, grilled double-patty, American cheese, Mississippi tomato fondue, caramelized onions, crispy bread and butter pickles, a succulent blend of New Orleans barbeque sauce and Alabama white sauce, all topped with a fried oyster.

"Thousands of attendees from across the country were drawn to this year's festival, which provided a great opportunity to bring the community together to experience one of the South's leading culinary arts festivals," said Eddie Meyers, PNC regional president for Greater Georgia. "PNC is proud to be the presenting sponsor of the Tasting Tents and to support this unique culinary experience in our community. The Best of the Fest gives us a wonderful opportunity to recognize the talent and creativity of phenomenal chefs such as this year's winner, Chef Kristian!"

"We enjoyed participating in this year's AFWF with so many talented chefs and are honored to be voted 'Best of the Fest' by its participants," said Wade. "The response to Beau Rivage and the Land Mass Burger was overwhelming, and we look forward to featuring this award-winning burger in our new TAP Sports Book, Bar & Bistreaux when it opens in July."

"We are so proud to see one of our Coastal Mississippi chefs win such a prestigious award, and Chef Wade, our staff, and our Mississippi partners did such a phenomenal job of representing and showcasing what The Secret Coast has to offer," said Milton Segarra, CEO of Coastal Mississippi. "As we strive to increase visitation to Coastal Mississippi, strategic partnerships and collaborations such as this one with Beau Rivage and Visit Mississippi are vital to the promotion of this region. We look forward to many more future opportunities to deepen our partnerships and broaden our horizons."

The Best Fourth of July Fireworks in Every State

Mississippi: Biloxi Fourth of July Fireworks Display, Biloxi



All you need is 18 minutes and a comfy lawn chair to catch Biloxi's beloved Fourth of July Fireworks Display, set to a patriotic playlist. While you can see the show anywhere between the Biloxi Lighthouse and the Biloxi Bay Bridge, there will be a special fireworks-viewing area roped off between the Biloxi Small Craft Harbor and Oak Street.

Coastal Mississippi Assisted Media Coverage

Every State's Top Fourth of July Fireworks Show



25/51 SLIDES © Coastal Mississippi

[Full screen](#)

Mississippi: Biloxi

The elegant casinos of Biloxi make the perfect backdrop for Mississippi's most impressive fireworks show. The fireworks will last nearly 20 minutes and will be fired from a barge on a nearby island.

The Best Park in Every State

We prioritized natural beauty—and lack of crowds

Mississippi



(scgerding/iStock)

Gulf Island National Seashore

Stretching for 160 miles along the coast, [Gulf Island National Seashore](#) extends all the way into the Florida Panhandle. Its ecosystems range from sultry bayous to gorgeous white-sand barrier islands, and you're liable to see everything from dolphins and sea turtles to American black bears and armadillos. Explore the wild islets on foot, by boat, and in the water—the snorkeling and diving are prime. On shore, the 15.5-mile round-trip Live Oaks Bicycle Route connects the Davis Bayou Campground to the town of Ocean Springs, where you can resupply. Boat-in backcountry camping is available on the gorgeous Perdido Key.

Best Places in Every State to Get a Vacation Home



Mississippi: Pass Christian

Median home value: \$153,100

Rental yield: 9.34 percent

The Mississippi Gulf Coast community of Pass Christian is a popular retreat for people who want to experience a relaxed and laid-back way of life. The area has antiques shops, cruises, shooting ranges and more.

5 Group-Friendly Gaming Resorts in Coastal Mississippi

When they want to escape the daily grind, Americans everywhere head for the coast. Often, that means a trip to California or Florida; a jaunt to Georgia, the Carolinas or the Cape; or a holiday in Maine, the Jersey Shore or Long Island. Instead of east or west, however, groups that want to experience something different should consider steering south. There, surprising seashores abound -- including those in coastal Mississippi.

Although the Mississippi Gulf Coast might not be the first place that comes to mind when someone suggests a sandy getaway, the Magnolia State's unique take on the traditional coastal retreat can be a refreshing change of pace for meeting and incentive groups that like to do business near the beach. That's because in addition to the typical sun-kissed perks -- cool cabanas, frozen umbrella drinks and chic swimming pools -- the region's 62 miles of scenic coastline offer an amenity few beach destinations possess: Las Vegas-style gaming.

Planners Have Plenty of Options to Find the Best Bang for Their Buck

JUNE 5, 2019

Hidden Gems

Coastal Mississippi

Mississippi Gulf Coast Regional Convention & Visitors Bureau is now Coastal Mississippi, according to Milton Segarra, CEO of Coastal Mississippi. The "recent rebranding has led to a shift in our value drivers as a premier meetings and conventions destination to destination influencers. We are positioning ourselves amongst the leading DMOs to provide meeting planners with the highest-quality service and strategic support."

Coastal Mississippi targets a range of groups. "In terms of meetings and convention bookings, our sales and marketing strategy targets specific business in and around hub cities that have direct flights to and from our regional airport," Segarra says.

Groups in industries related to the Mississippi coastal area are among the prime targets.

"Our marketing strategy leverages key industries that Coastal Mississippi has to offer, such as maritime biology research, nature-based organizations, aerospace, golf, and port-related and petroleum industries, in order to solicit and secure new business," Segarra says.

Coastal Mississippi's advantages include The Mississippi Coast Coliseum & Convention Center (MCCCC), across the street from Biloxi Beach, which features 400,000 sf of meeting space and can accommodate up to 6,000 attendees.