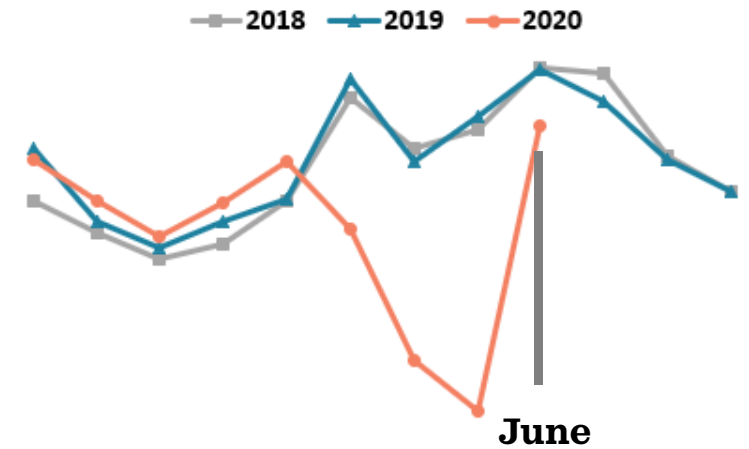
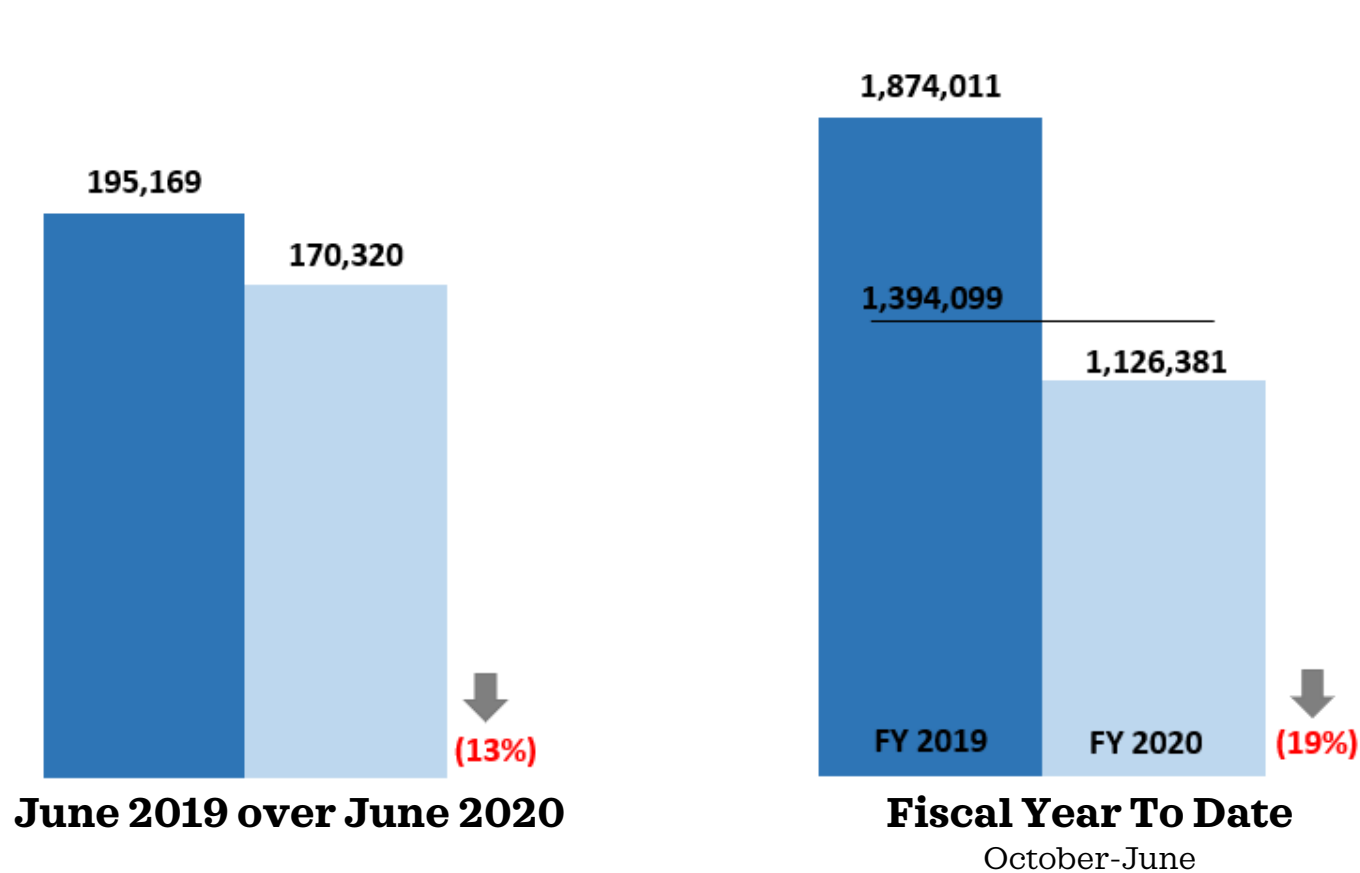


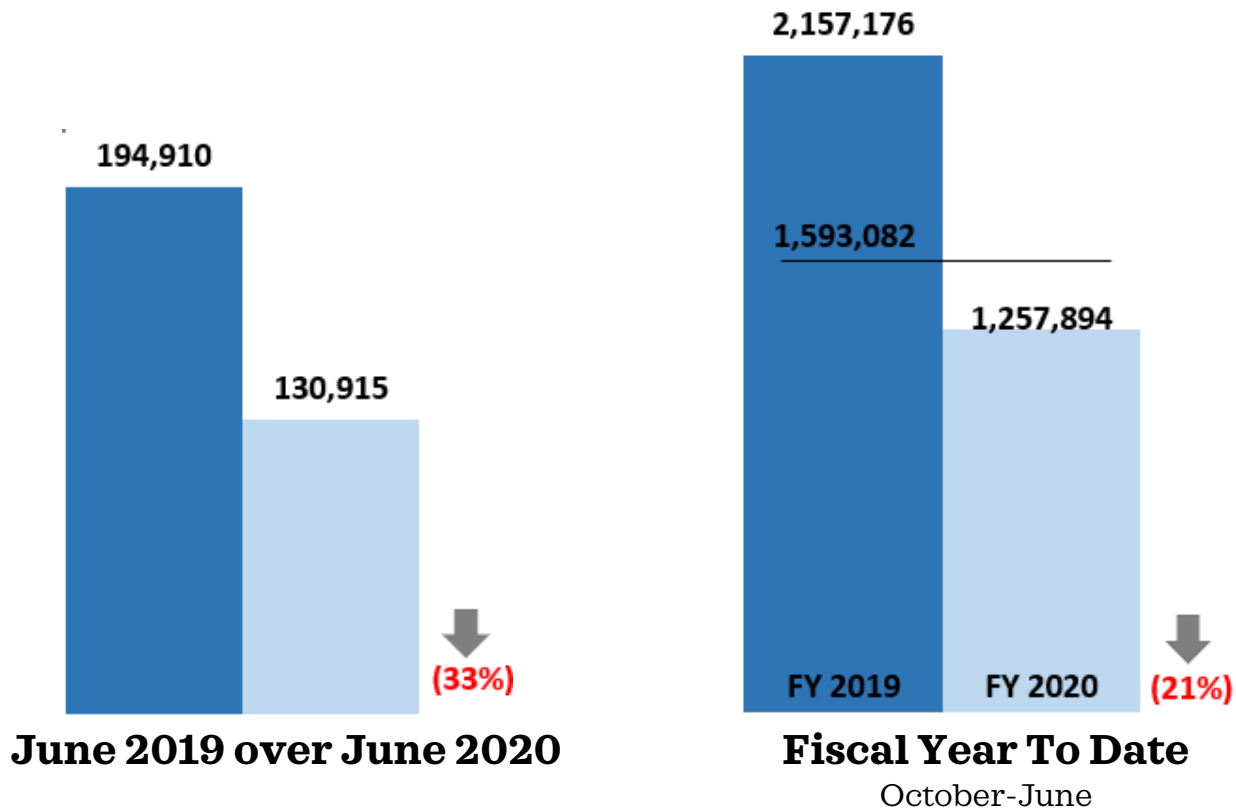
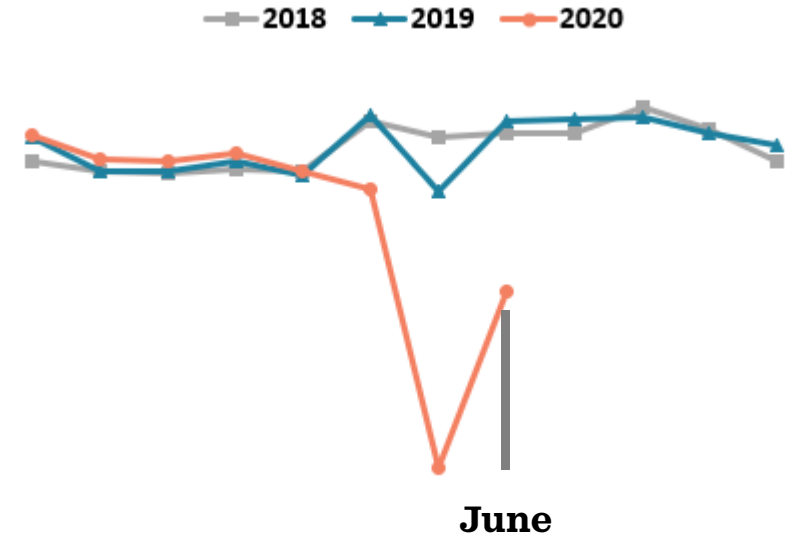
coastal MISSISSIPPI *— The Secret Coast —*

- Key Performance indicators
- June 2020

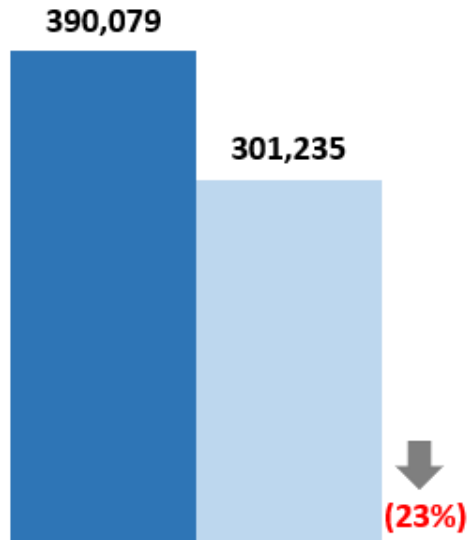
Non-Casino Rooms Sold



Casino Rooms Occupied

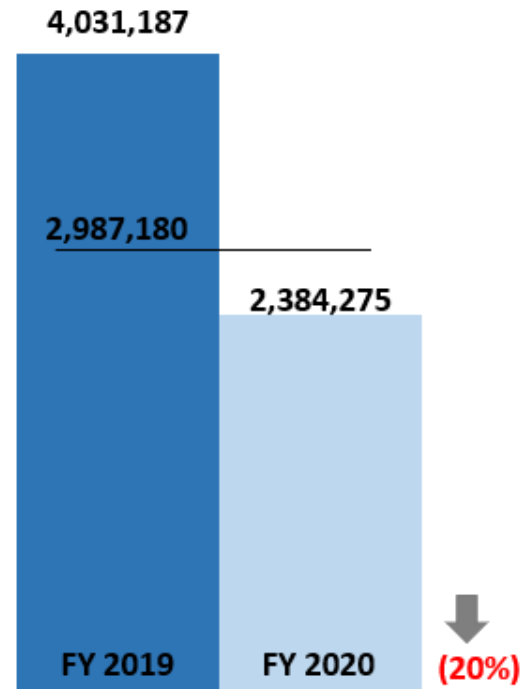


All Rooms Sold/Occupied



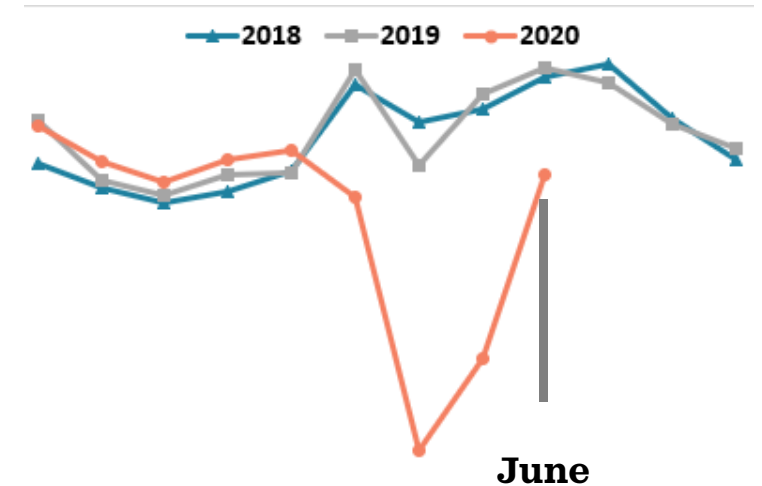
June 2019 over June 2020

Source: STR & MS Gaming Commission

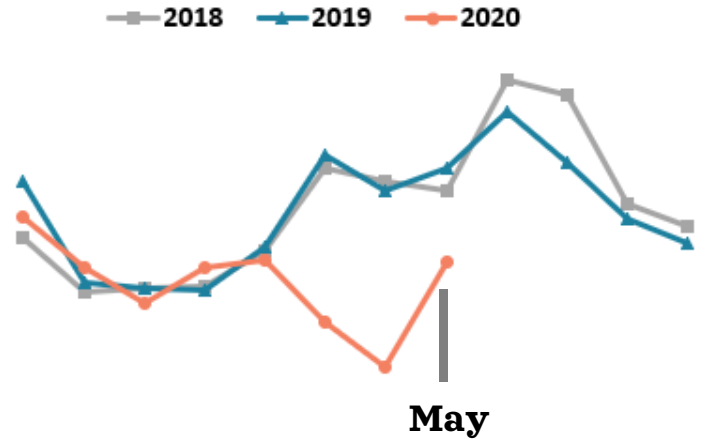
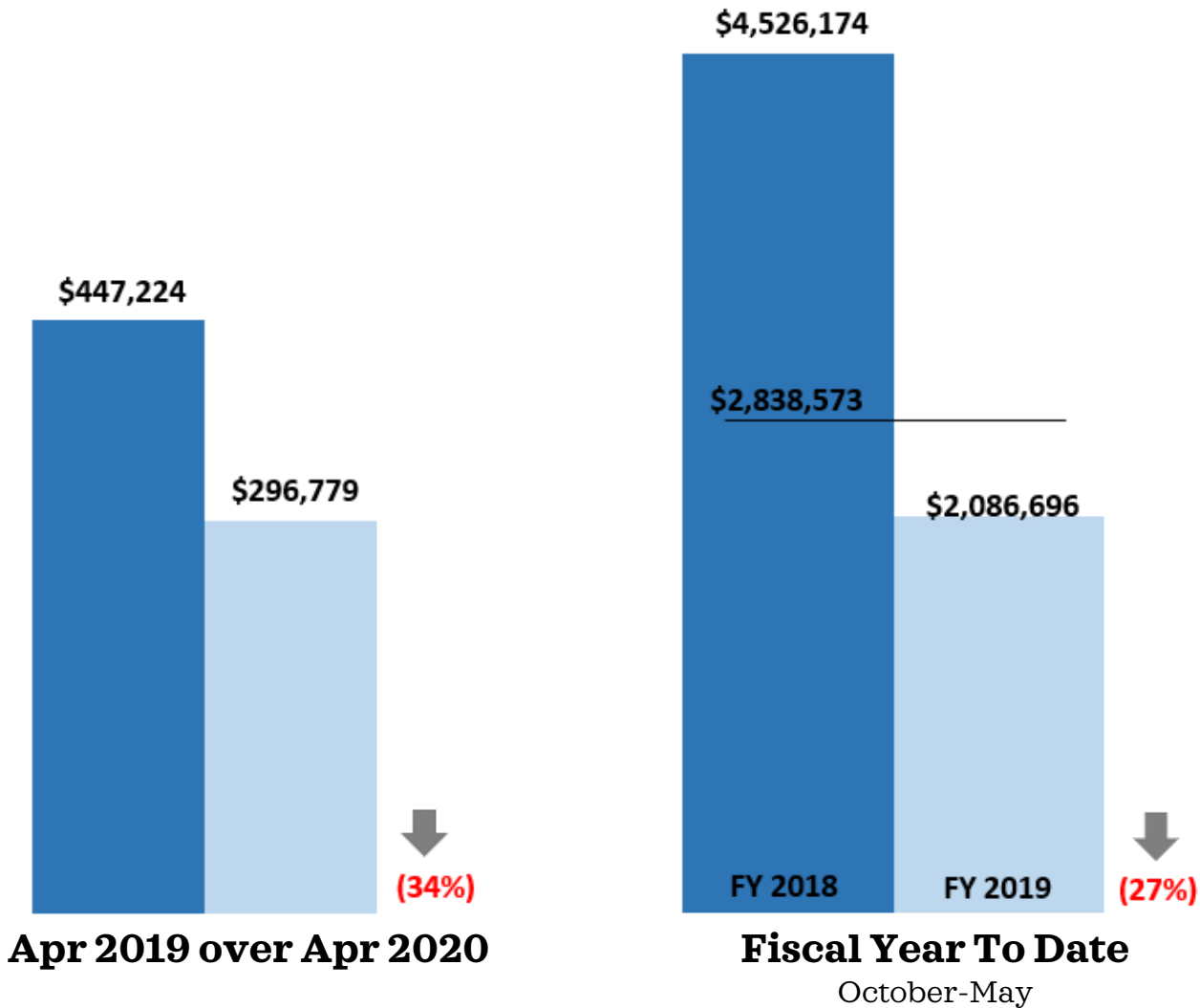


Fiscal Year To Date

October-June

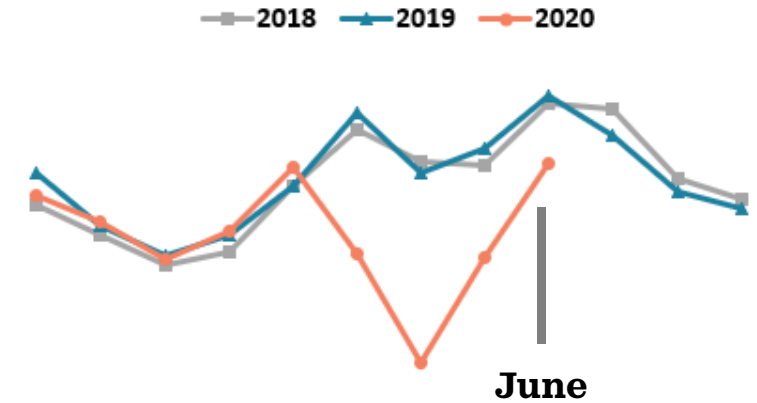
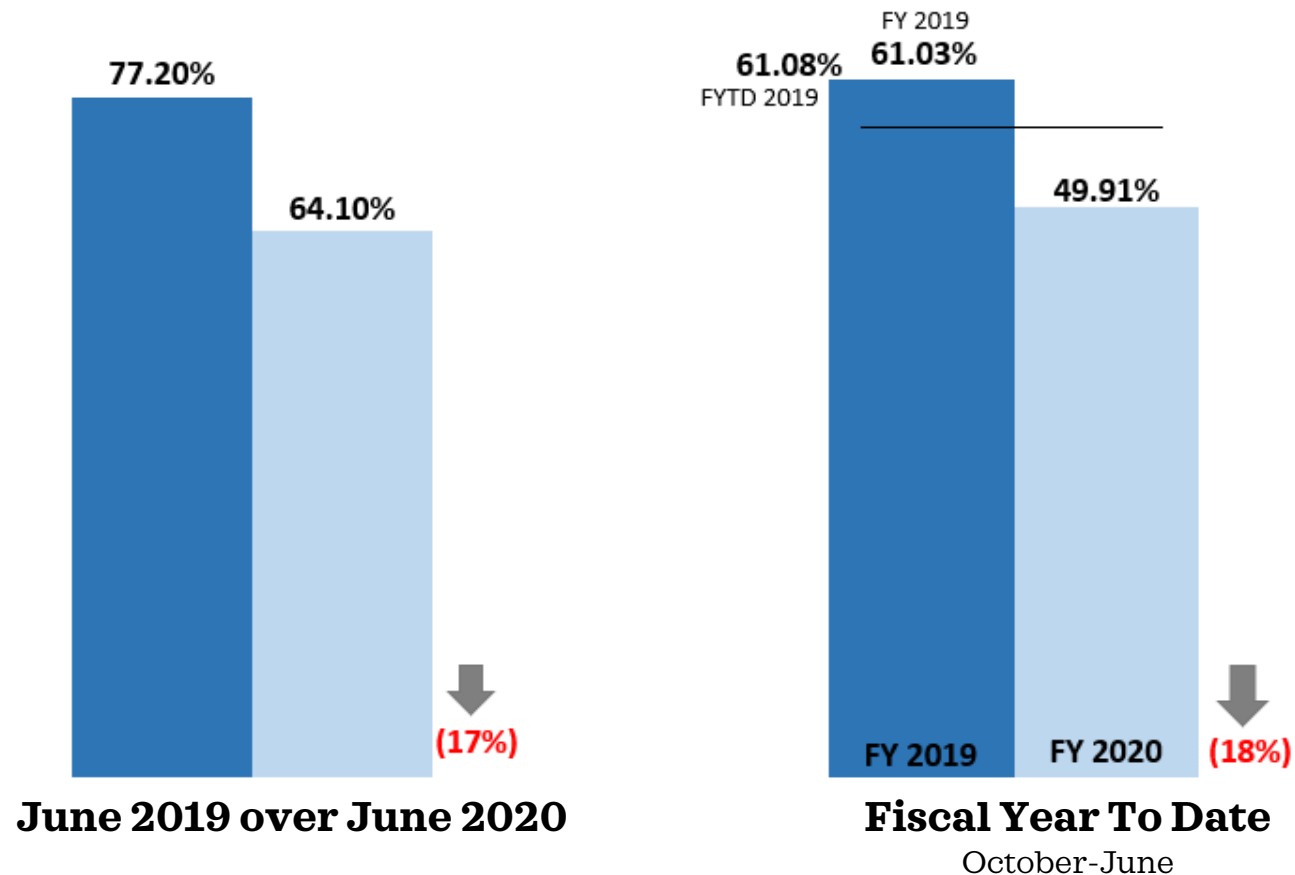


Occupancy Tax Receipts

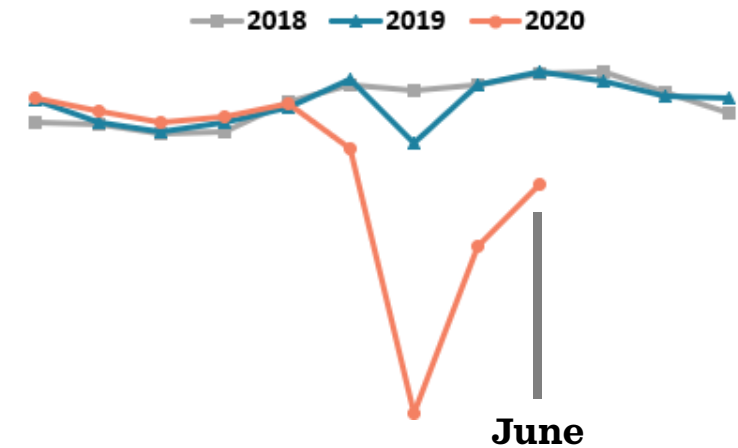
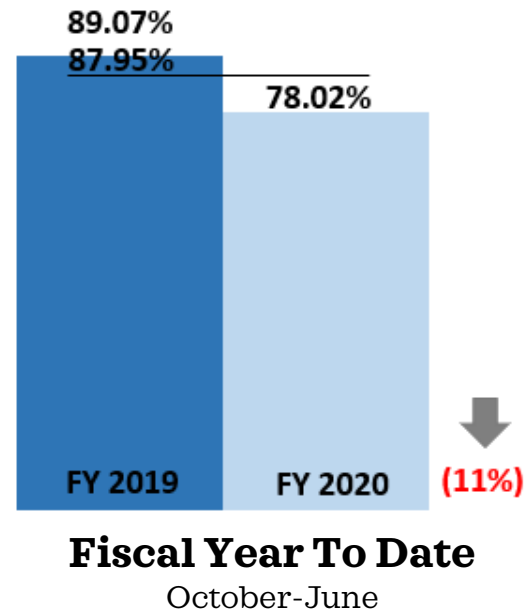
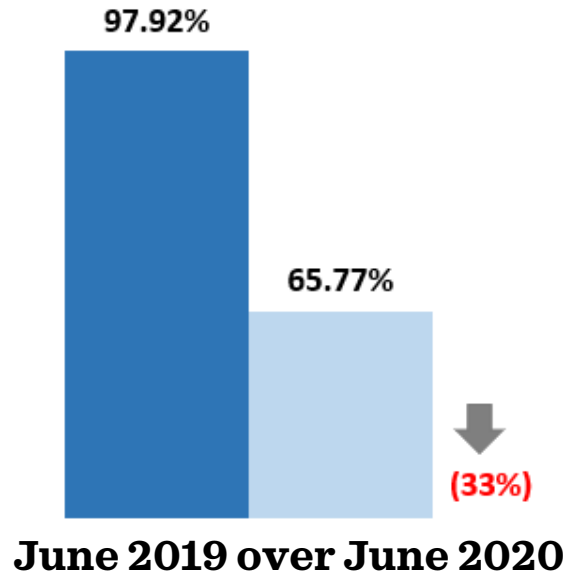


Source: MS Department of Revenue

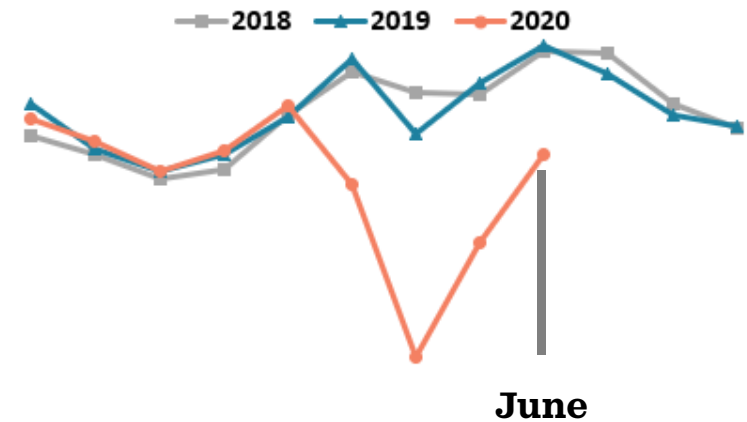
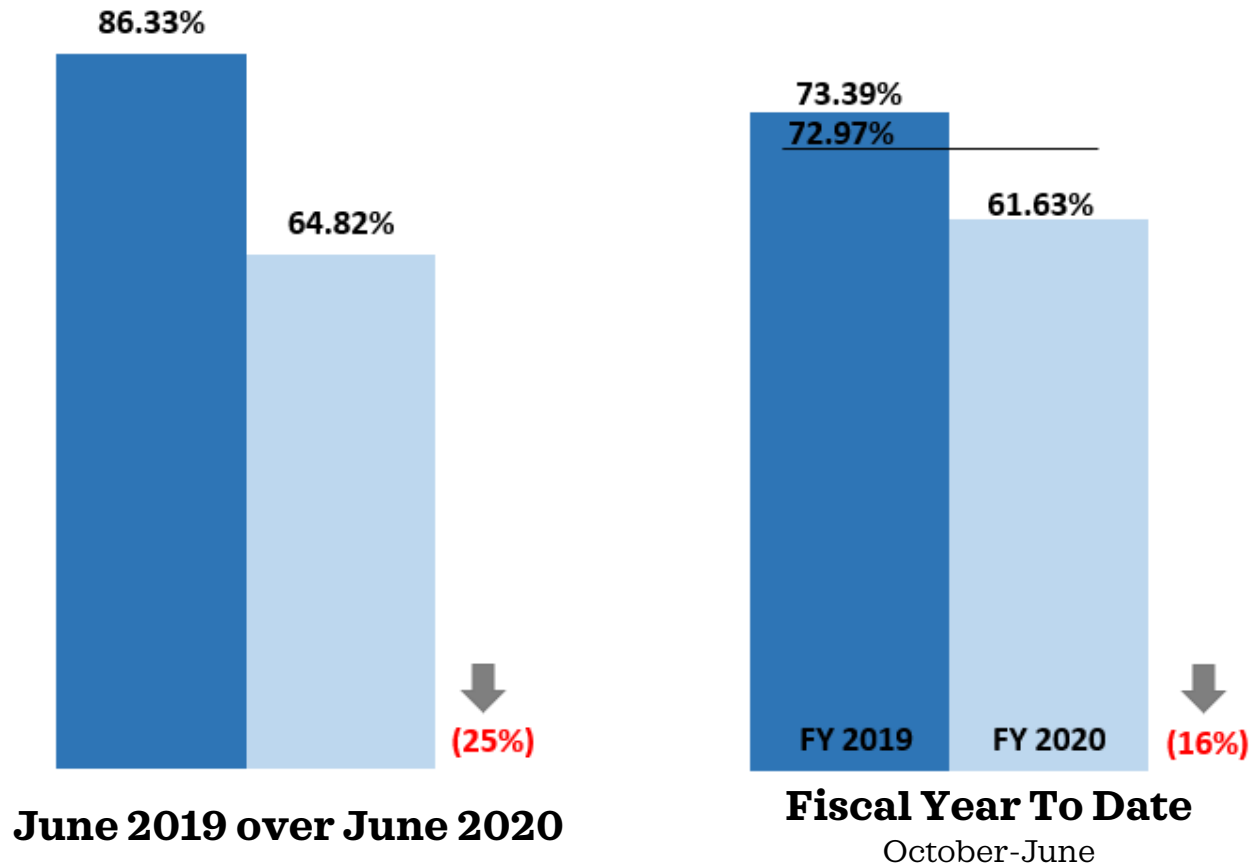
Non-Casino Occupancy



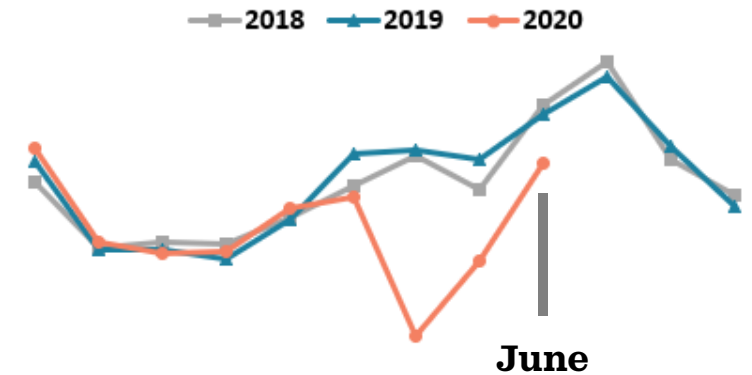
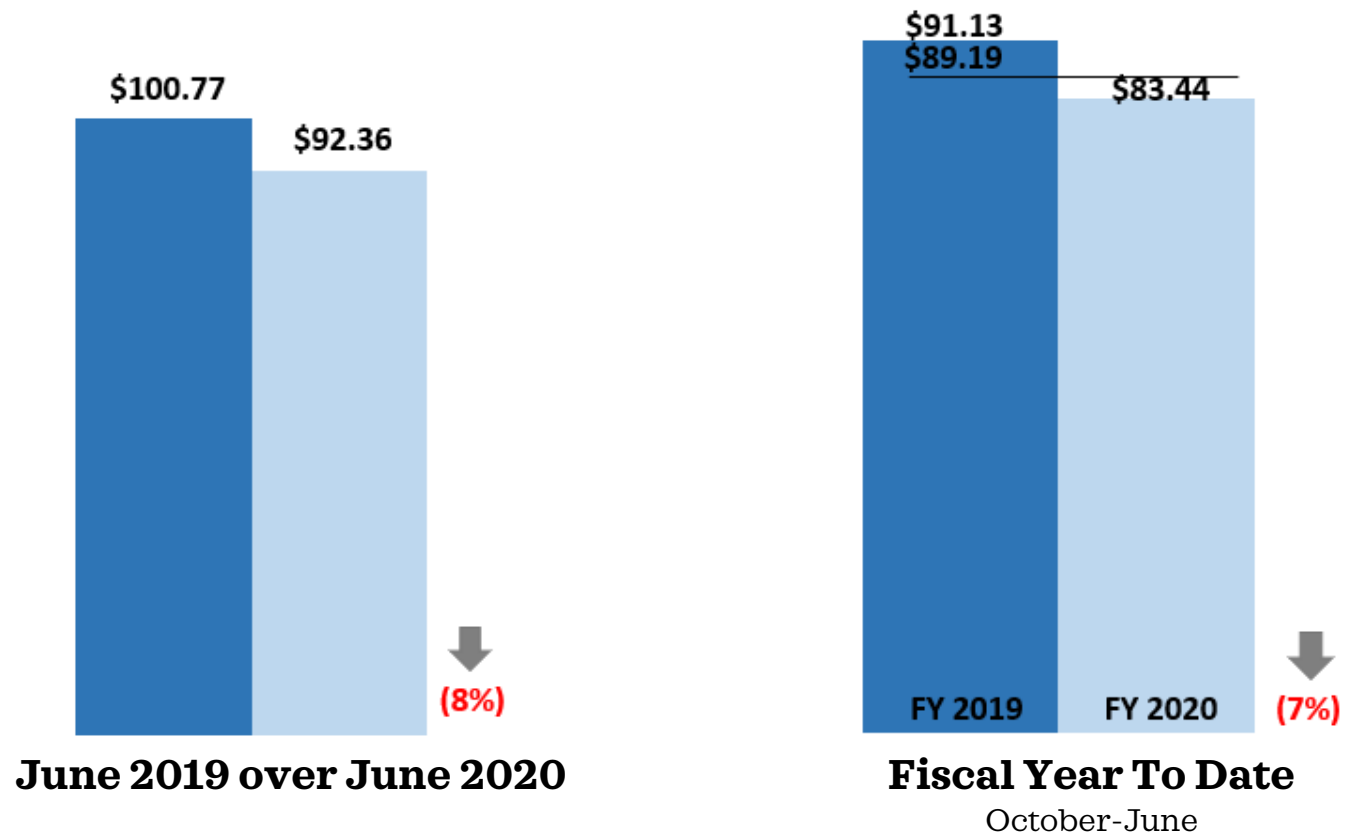
Casino Occupancy



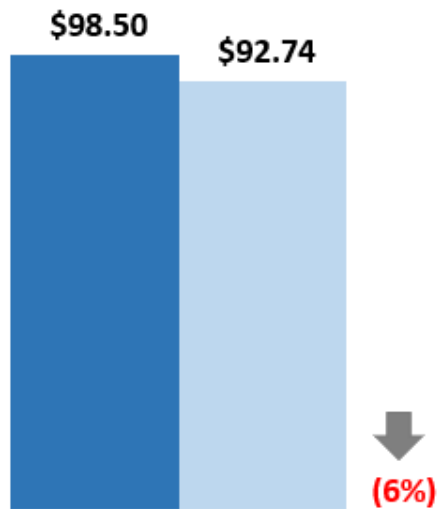
All Occupancy



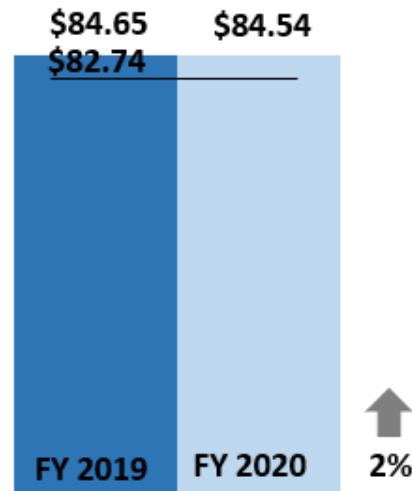
Non-Casino ADR



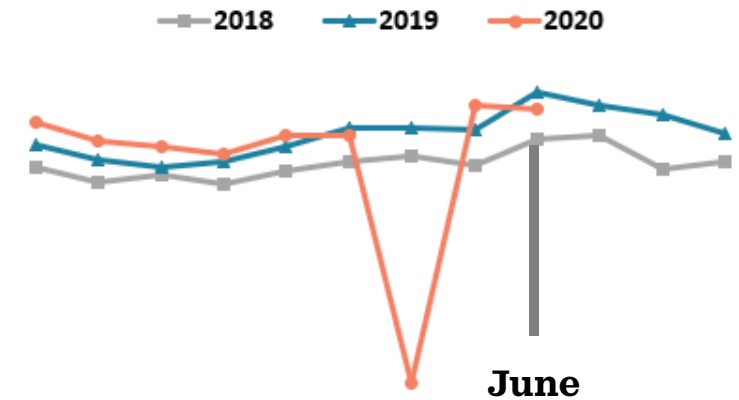
Casino ADR



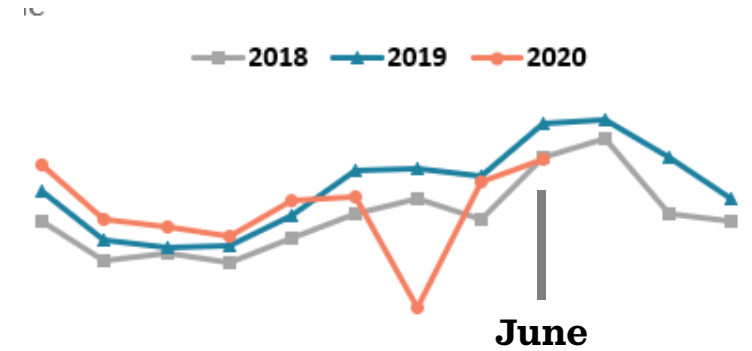
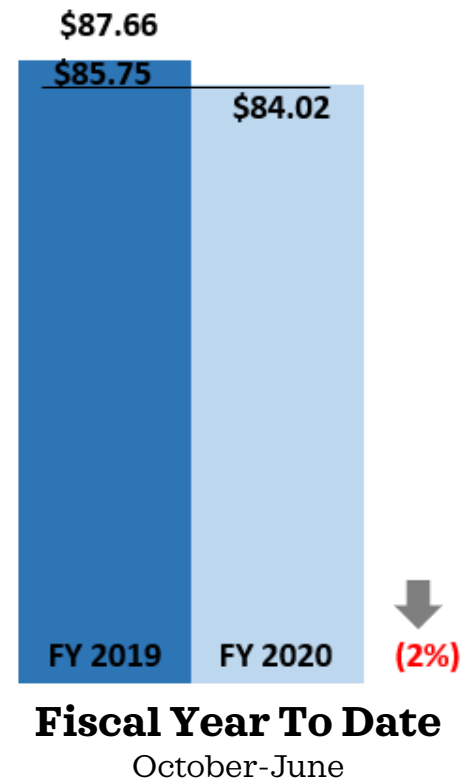
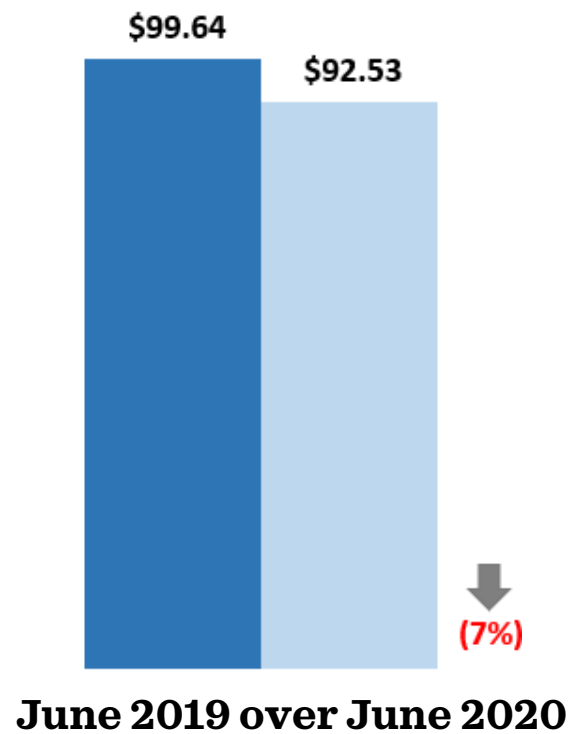
June 2019 over June 2020



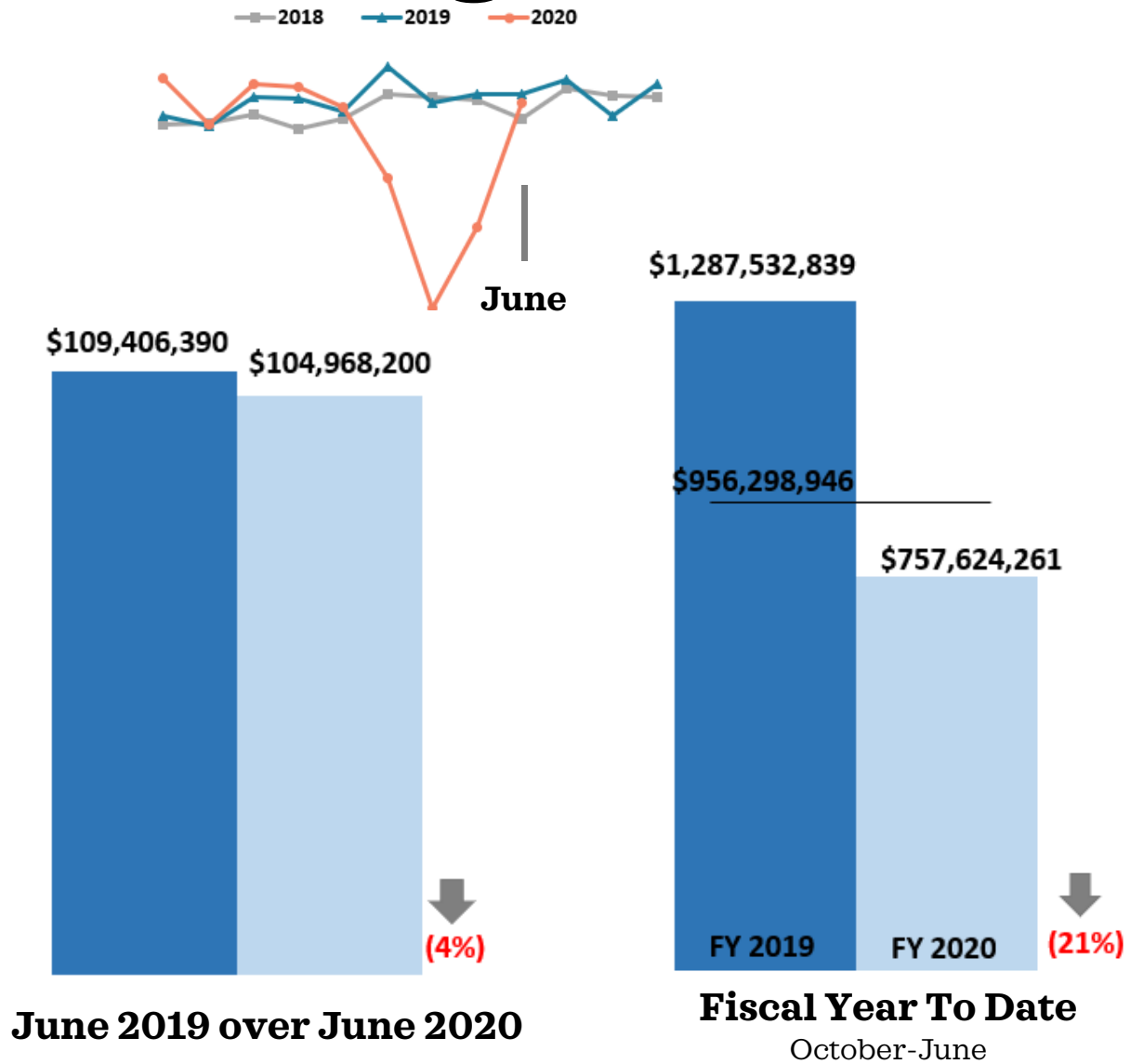
Fiscal Year To Date
October-June



All ADR

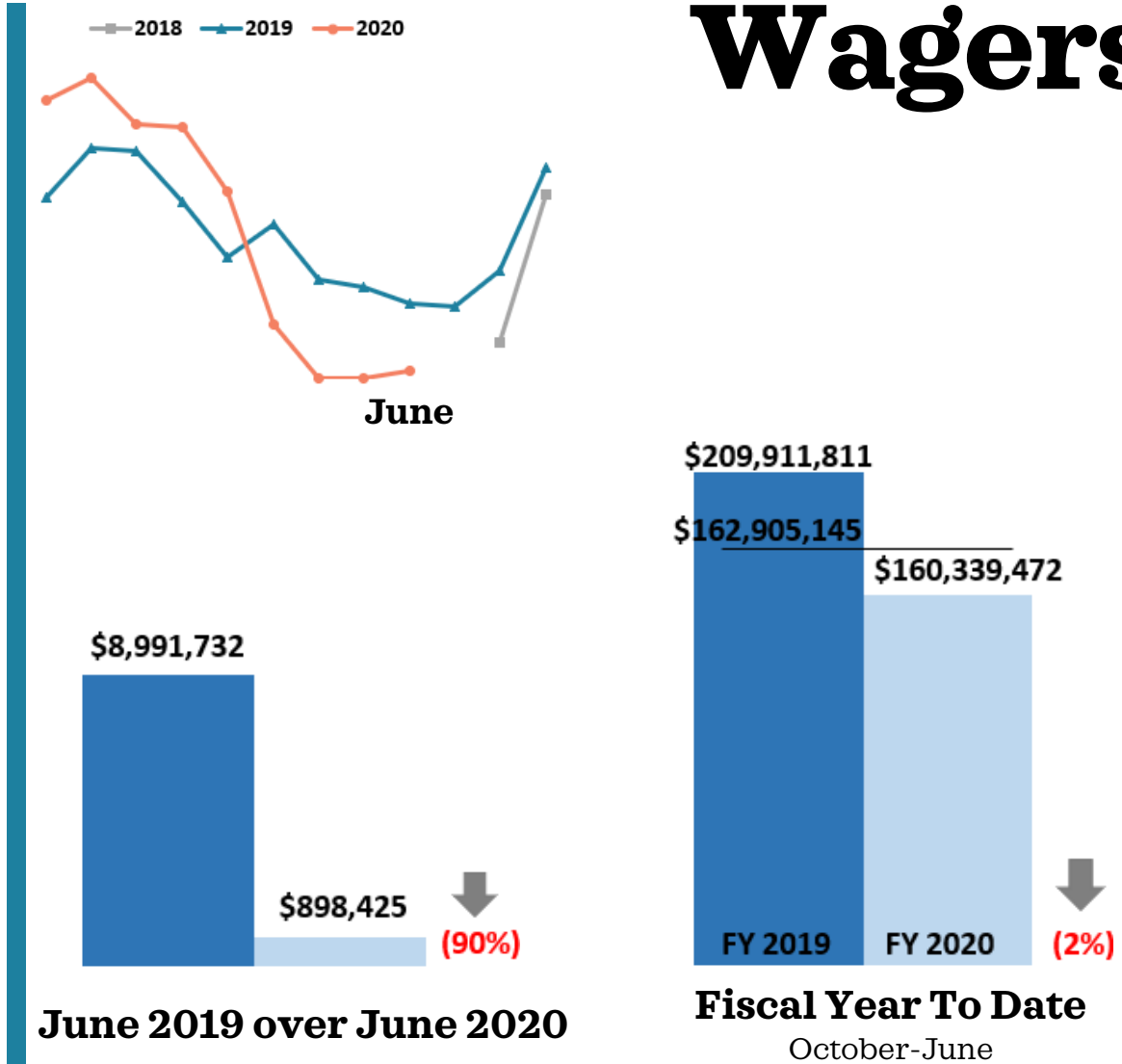


Gaming Revenue



Source: MS Gaming Commission

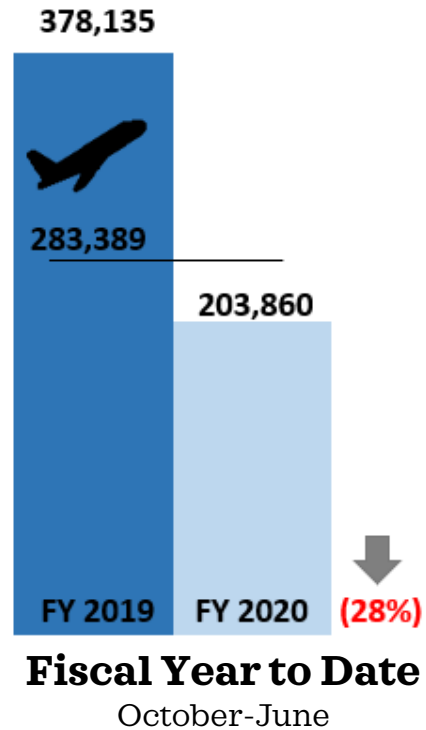
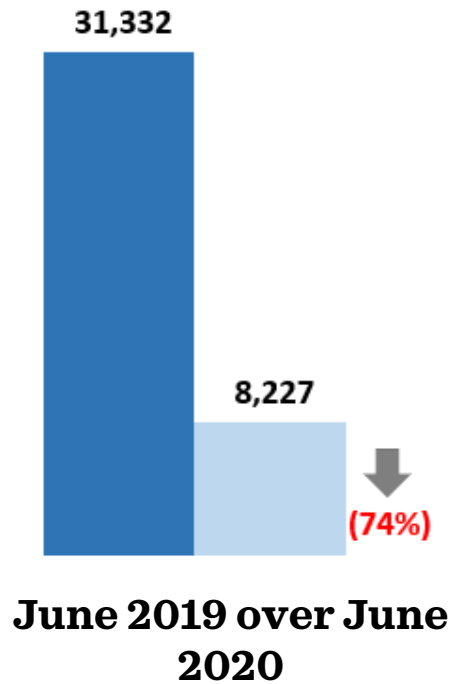
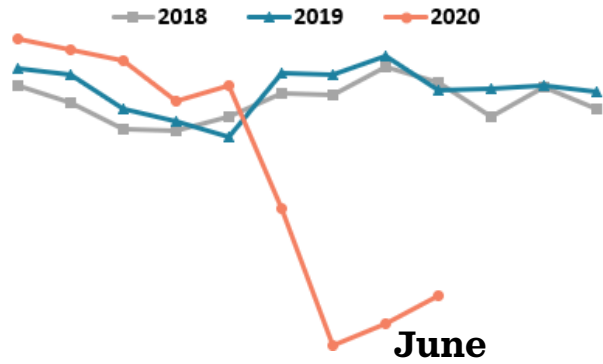
Sports Betting Wagers



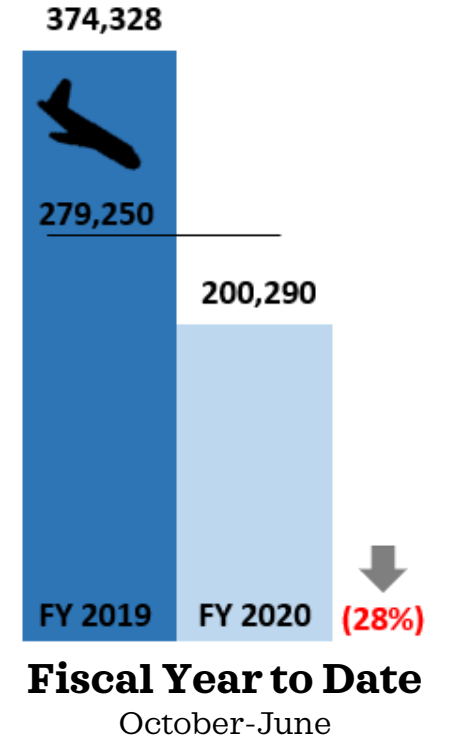
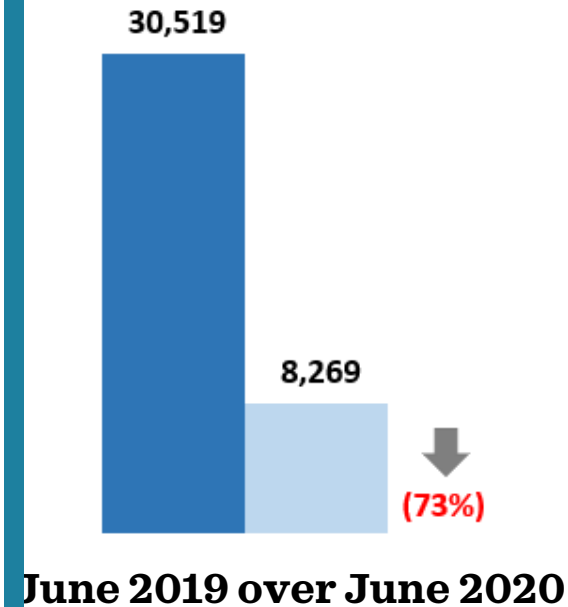
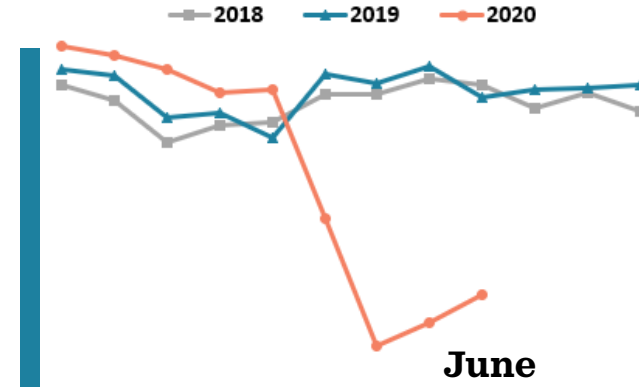
* Sports Betting began August 2018

Airport

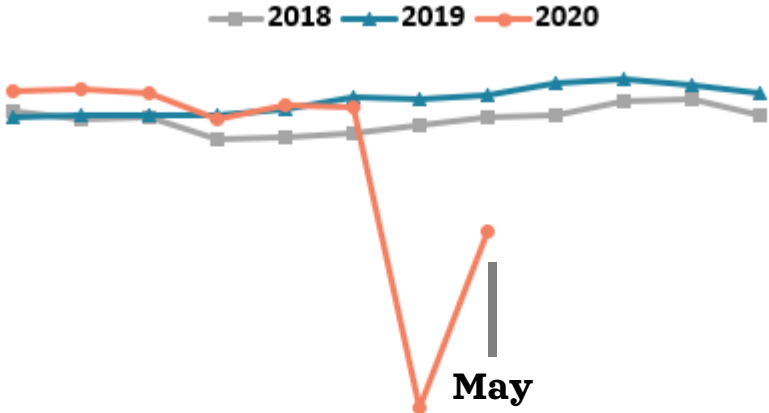
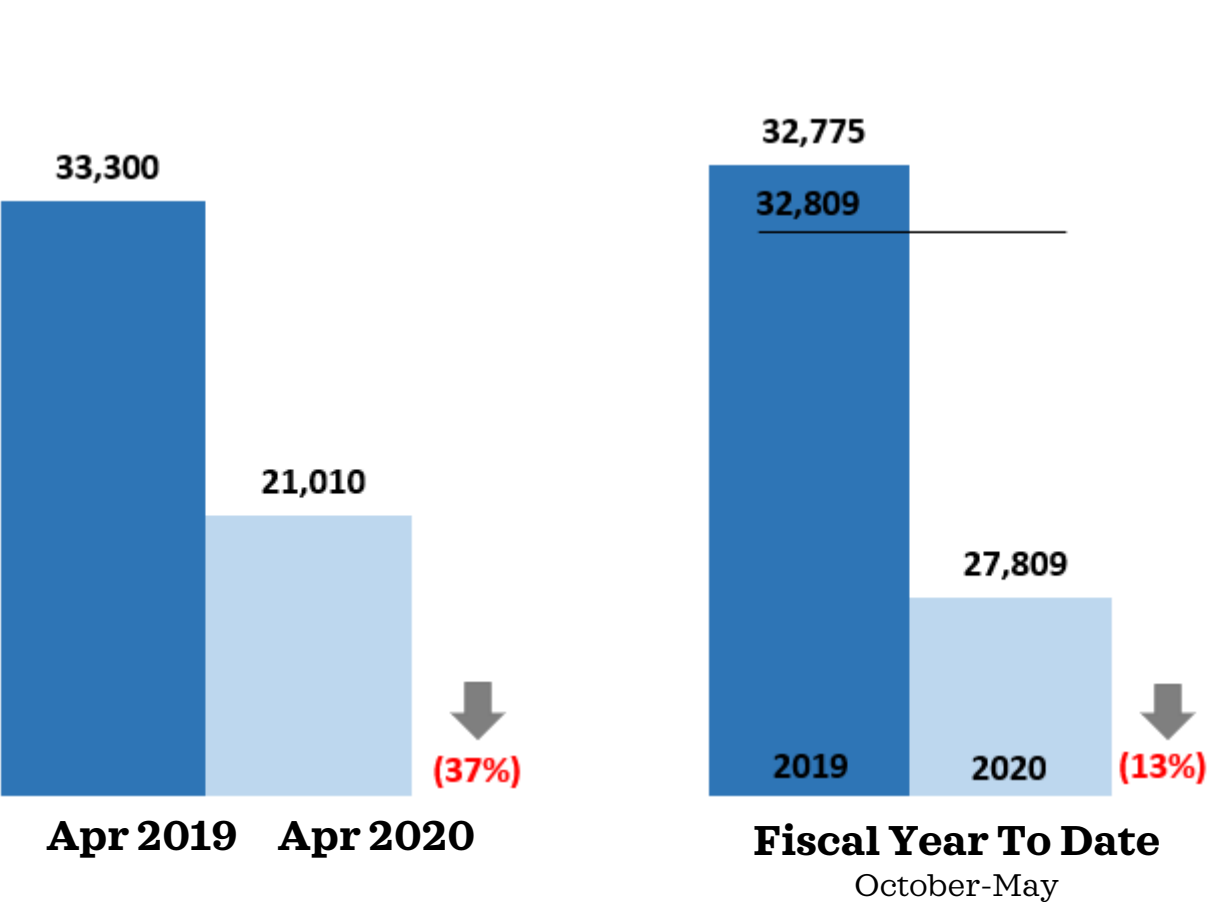
Enplanements



Deplanements



Leisure & Hospitality Jobs

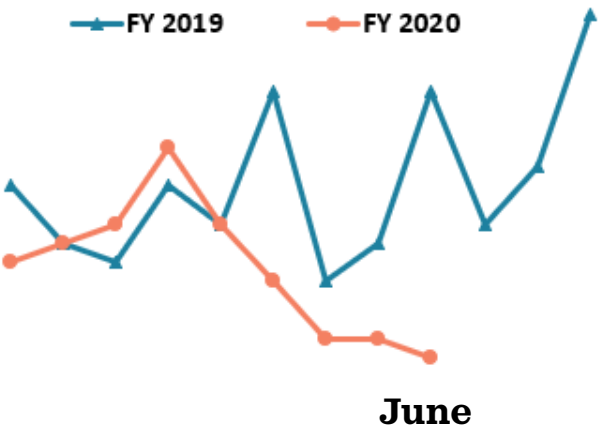


Yearly numbers reflect an average of all months in the FY.

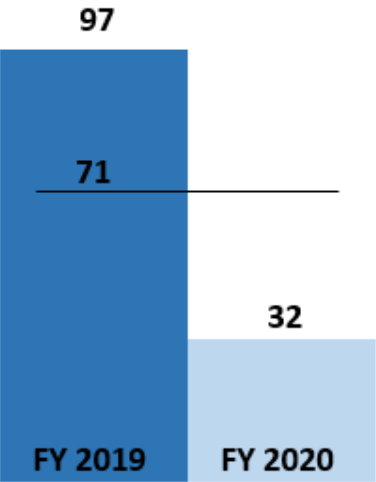
Source: MS Department of Employment Security

Definite Bookings - Meeting/Sports

Bookings

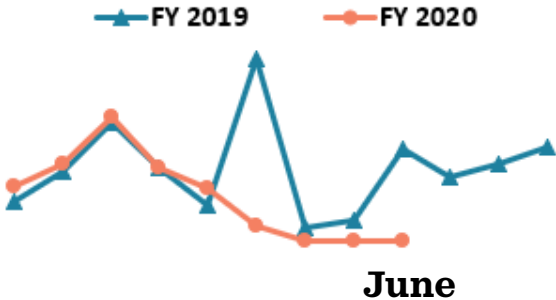


↓
(107%)



↓
(55%)

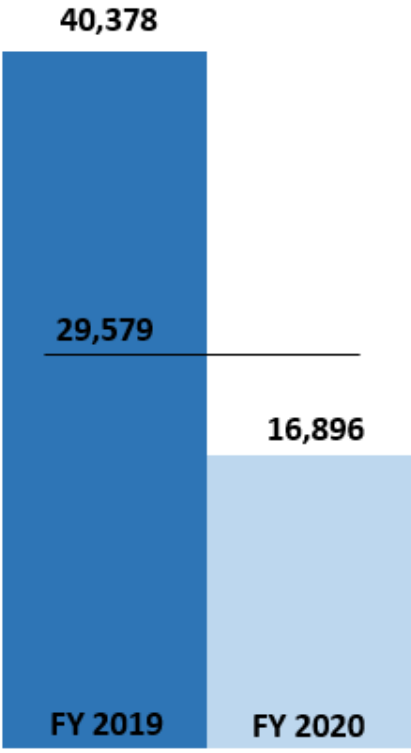
Fiscal Year To Date
October-June



↓
(100%)

June 2019 over June 2020

Room nights



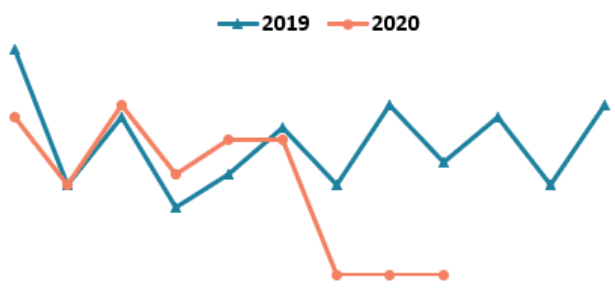
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(43%)

Fiscal Year To Date
October-June

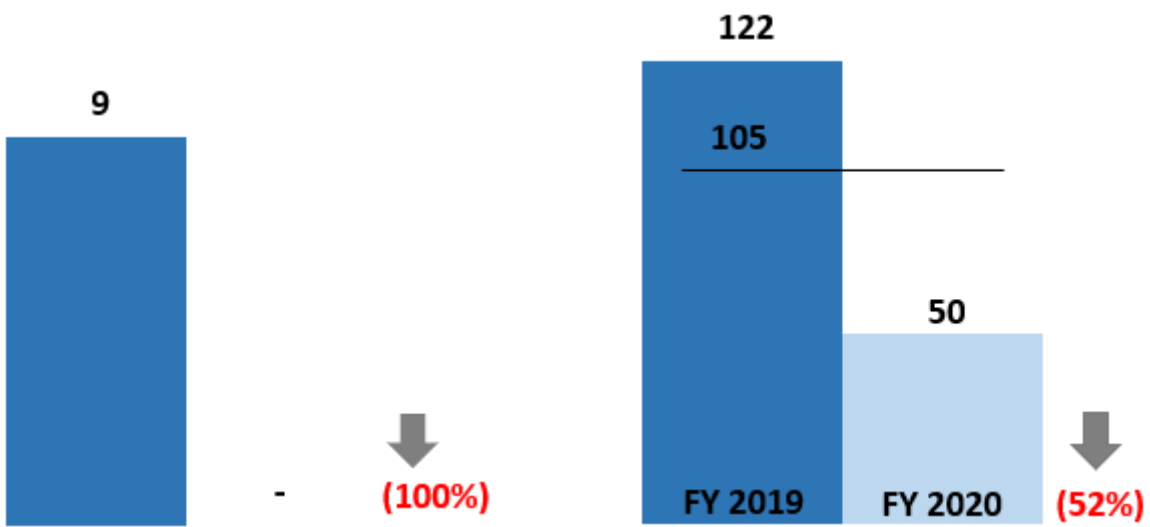
Definite Bookings - Leisure

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

Bookings



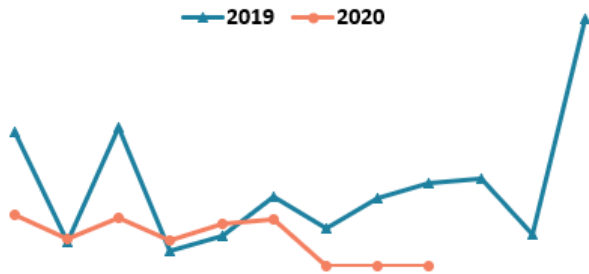
June



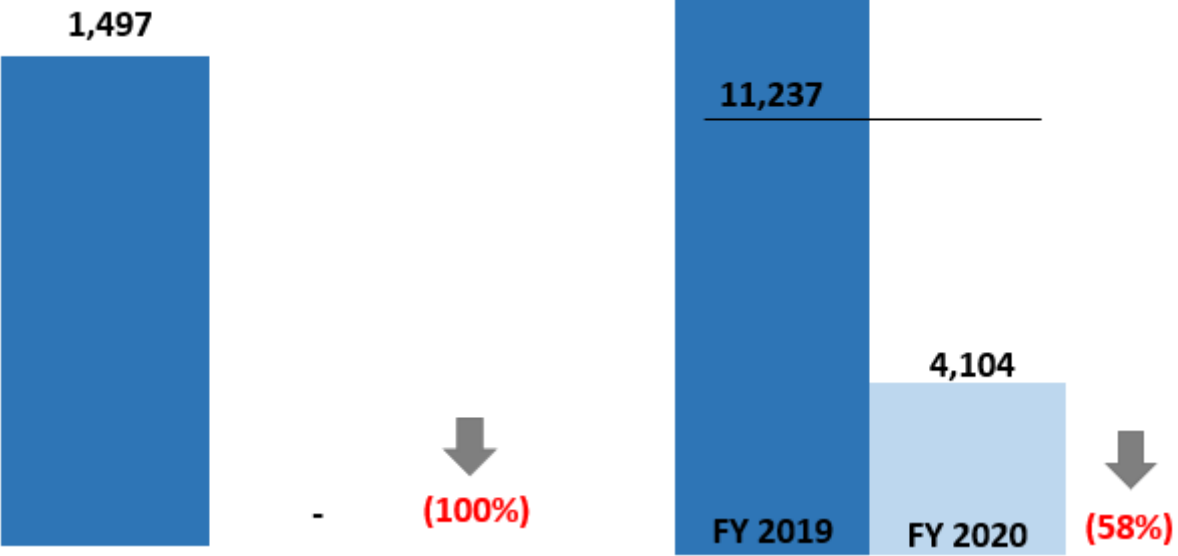
June 2019 over June 2020

Fiscal Year To Date
October-June

Room nights



June

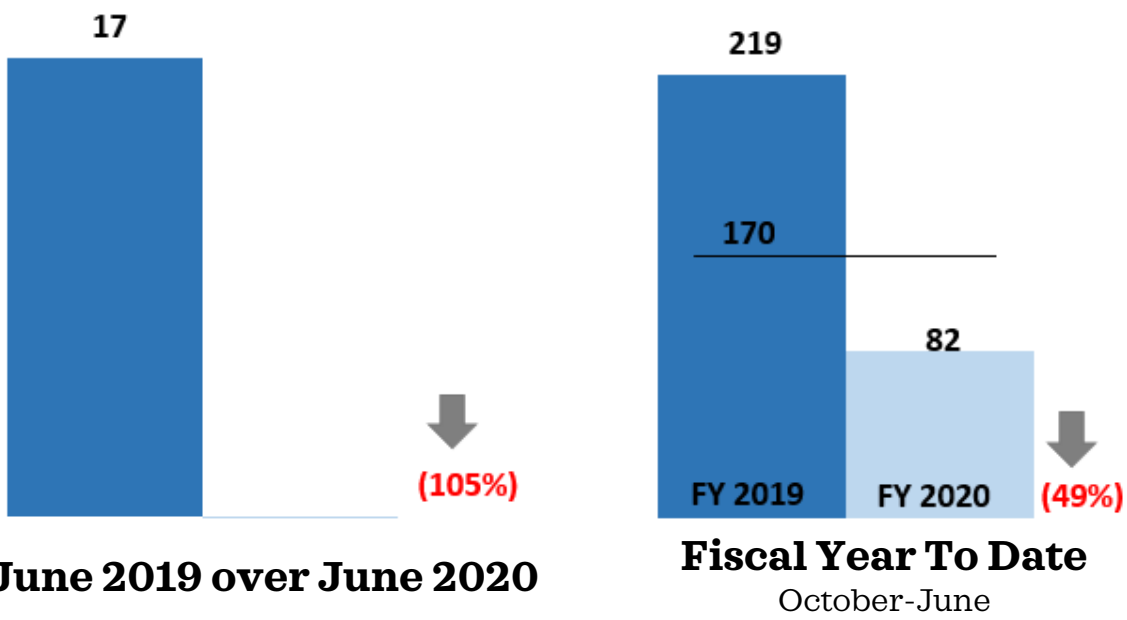
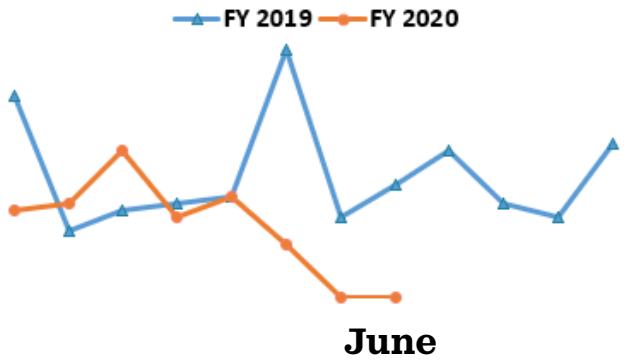


June 2019 over June 2020

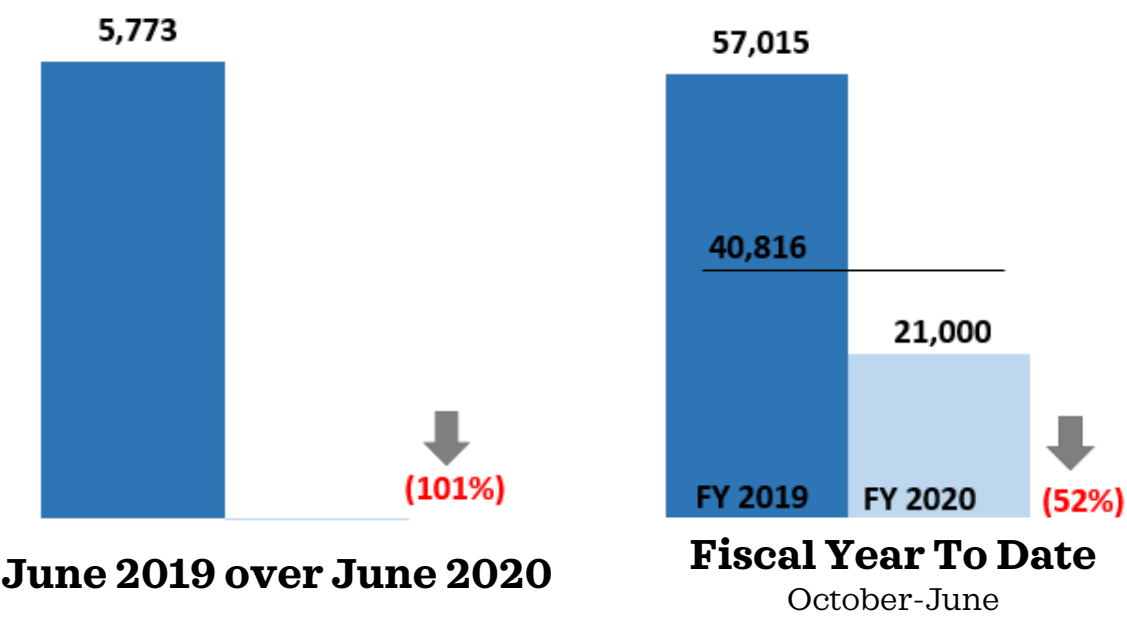
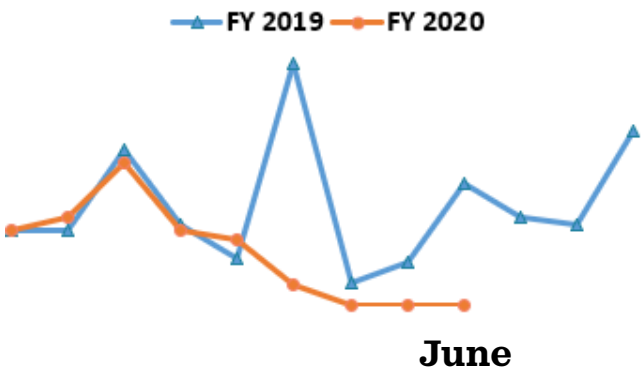
Fiscal Year To Date
October-June

Definite Bookings - All Sales

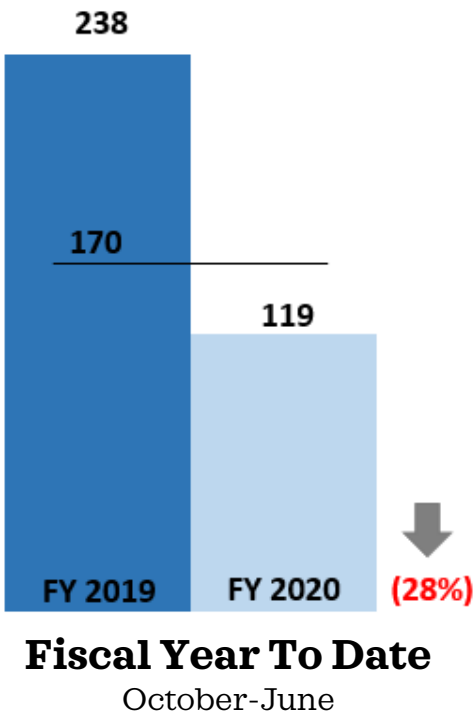
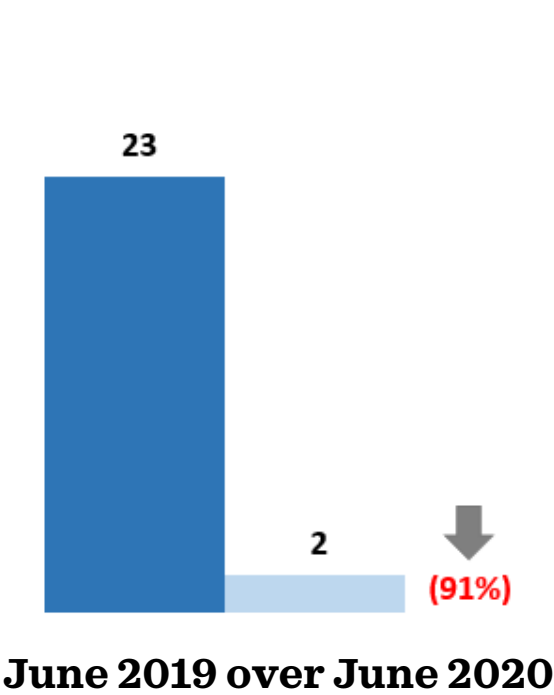
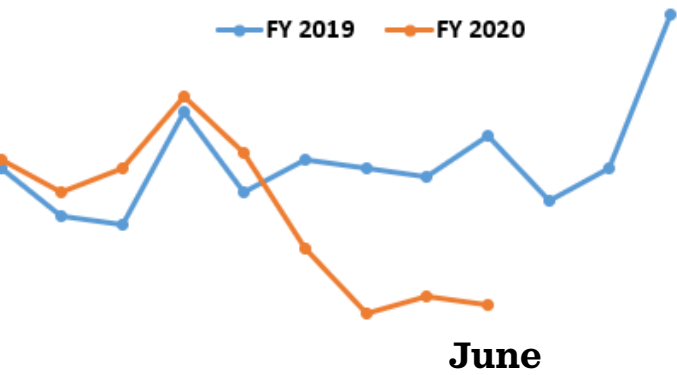
Bookings



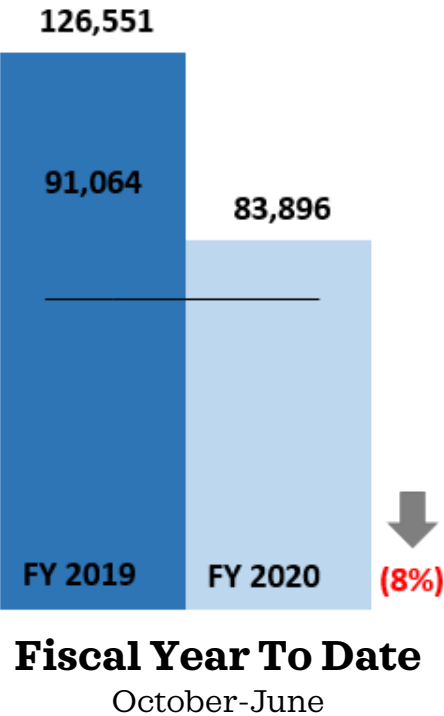
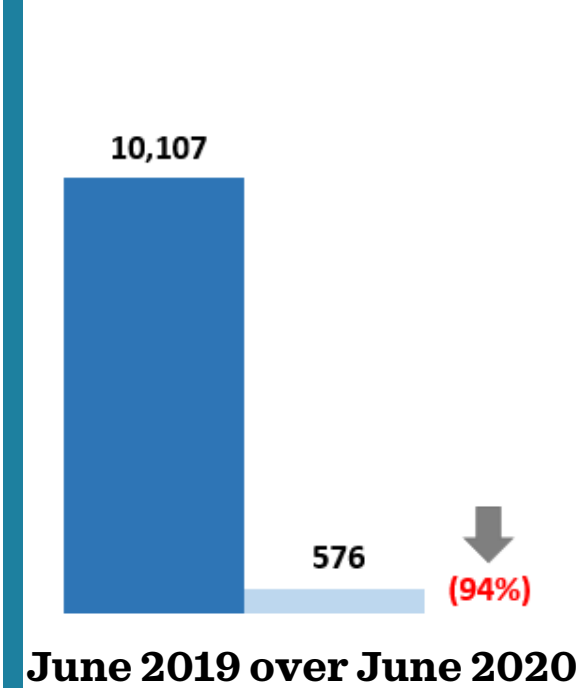
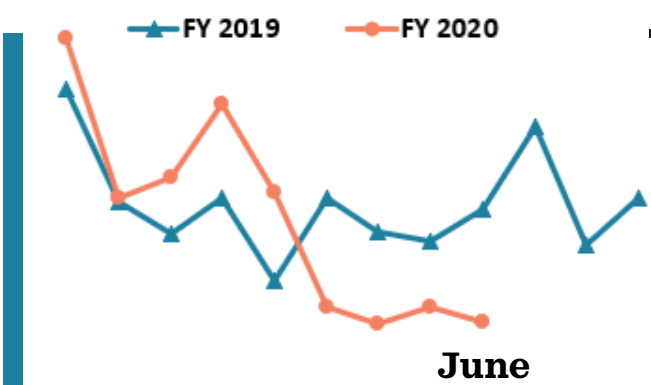
Room nights



Leads Issued - Meetings/Sports

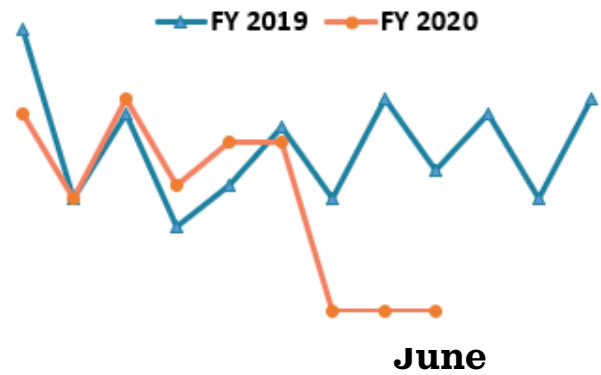


Potential Boom Nights

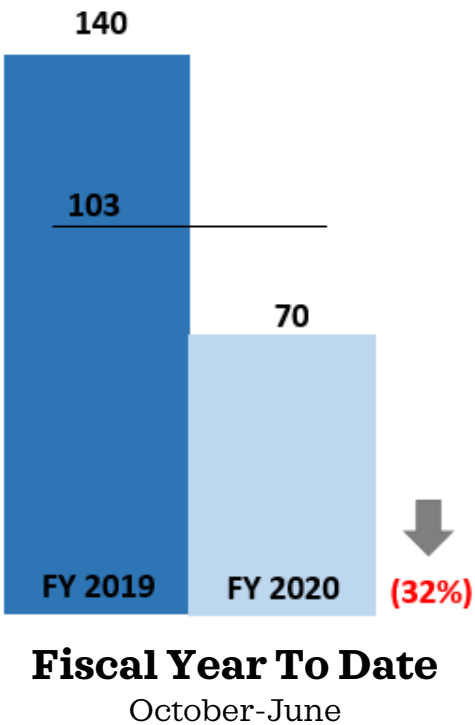
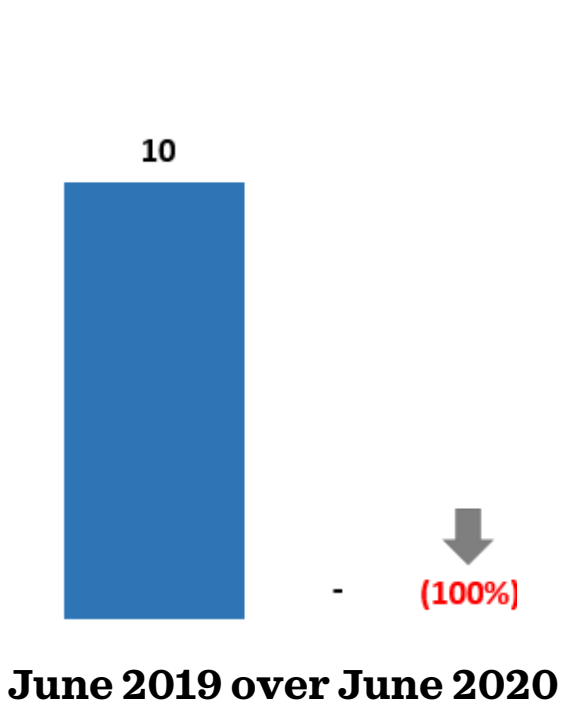


Source: Coastal Mississippi

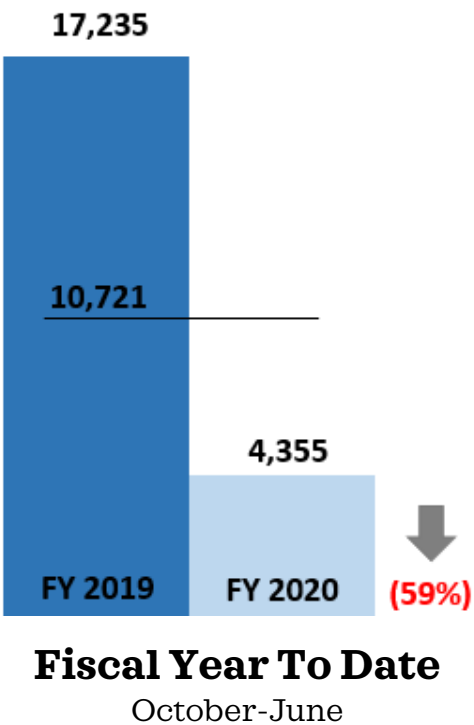
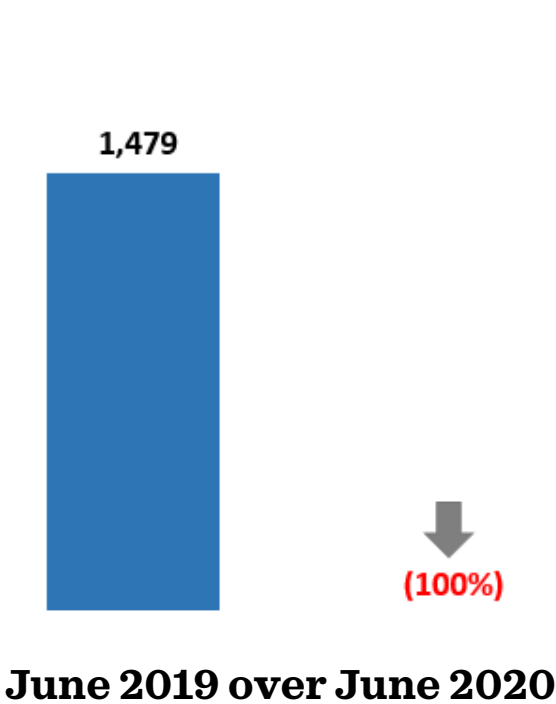
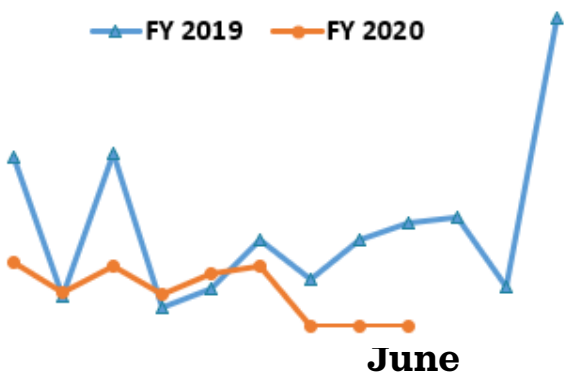
Leads Issued - Leisure



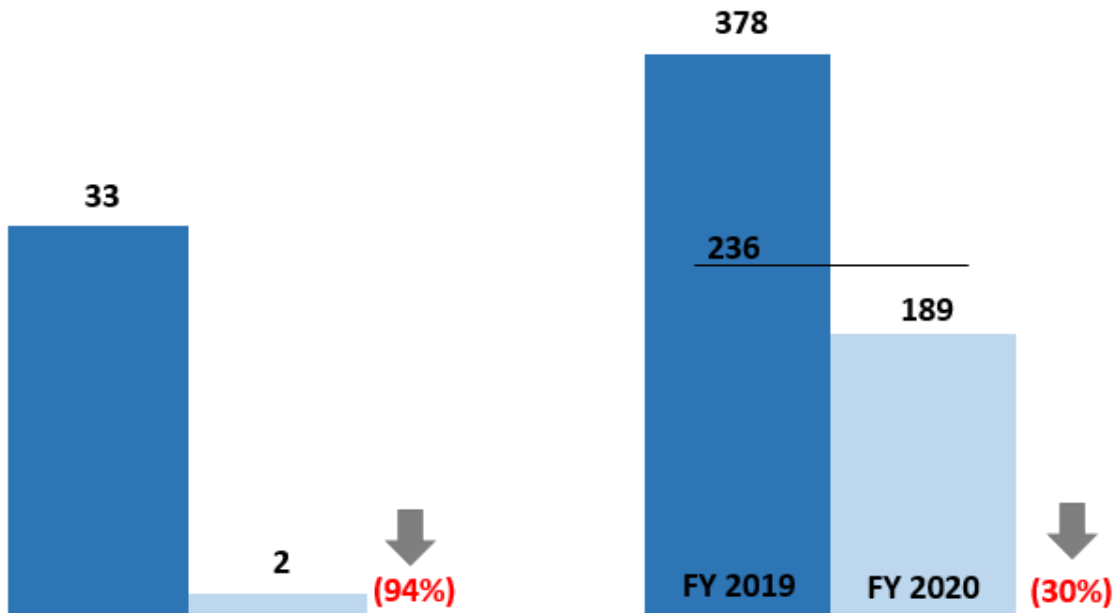
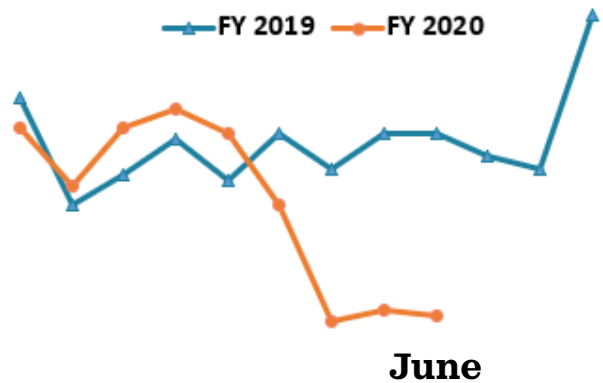
FY 2019 leisure leads and room nights included FIT business which is not being included in the FY 2020 numbers.



Potential Room Nights



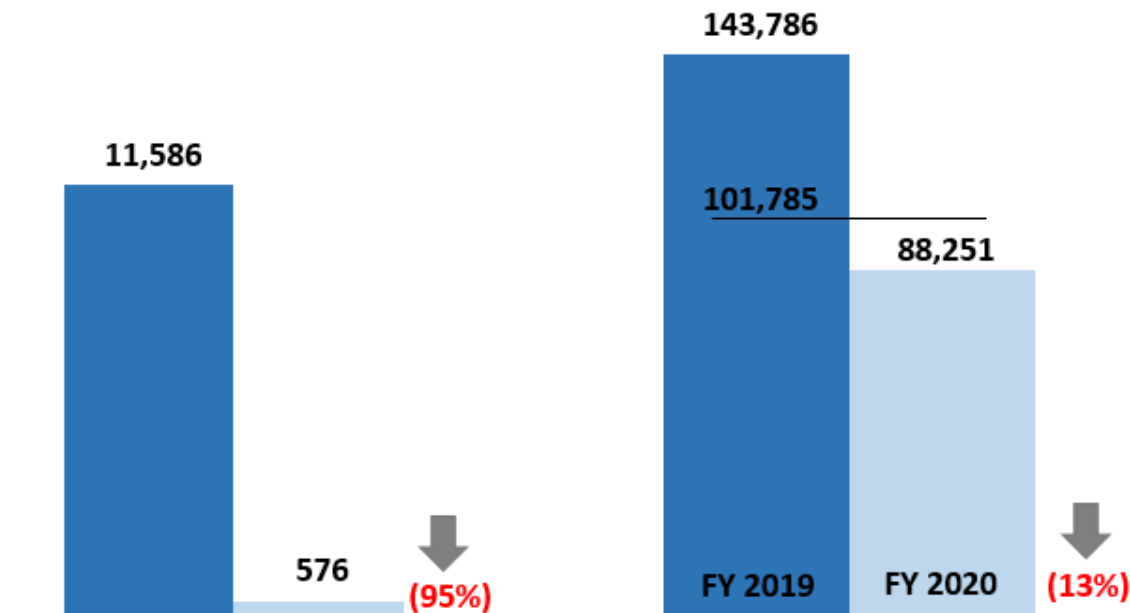
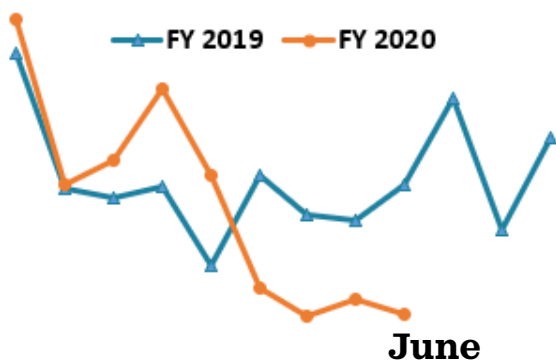
Leads Issued - All Sales



June 2019 over June 2020

Fiscal Year To Date
October-June

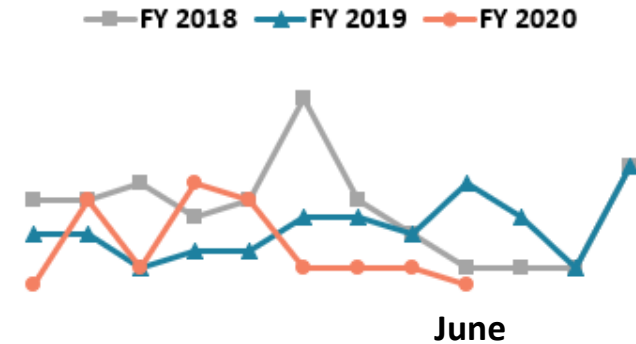
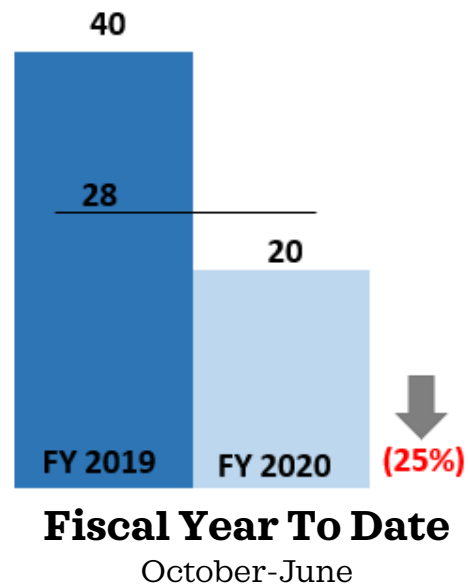
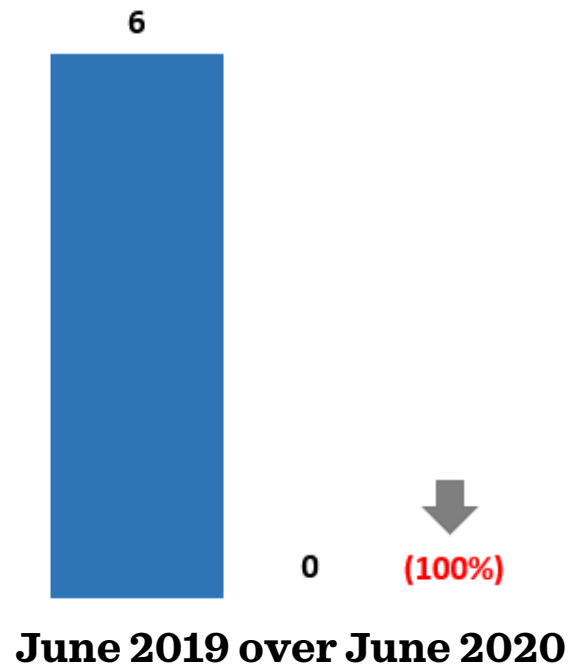
Potential Room Nights



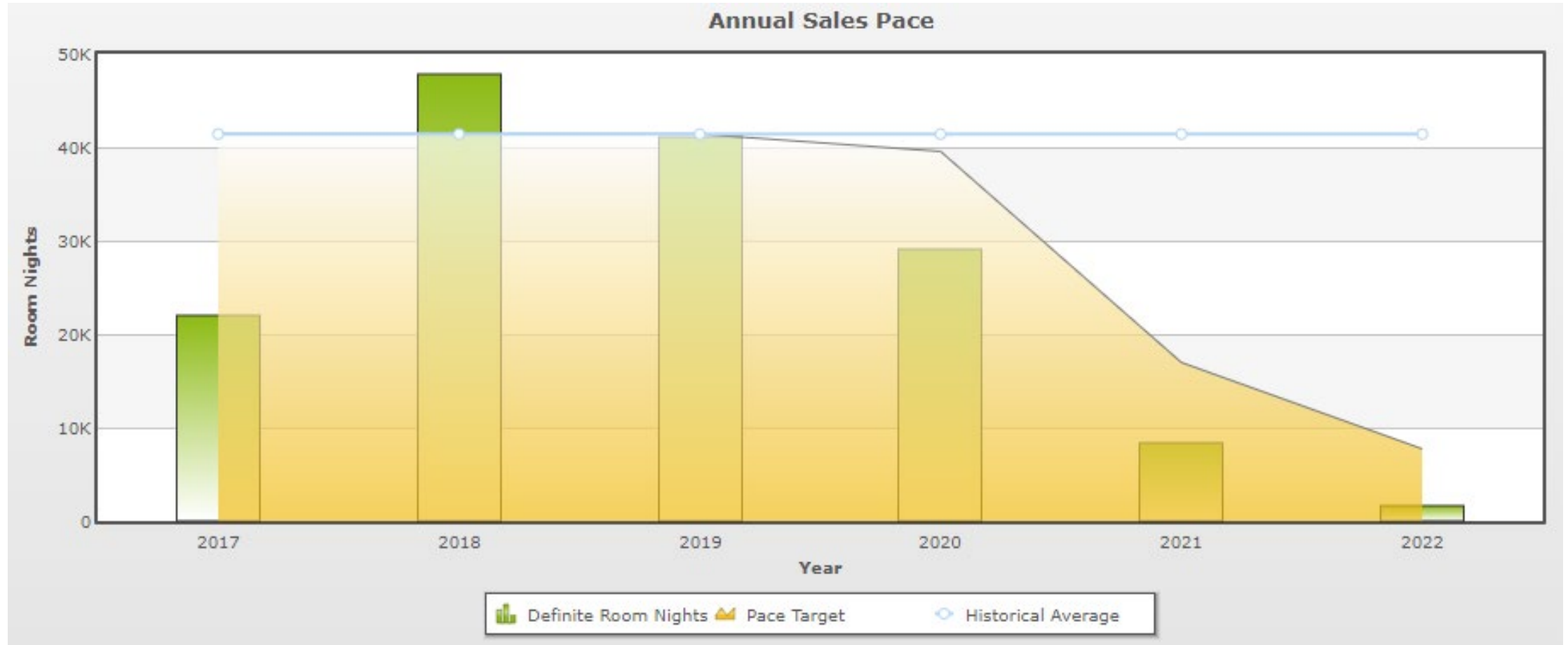
June 2019 over June 2020

Fiscal Year To Date
October-June

Convention Center Leads



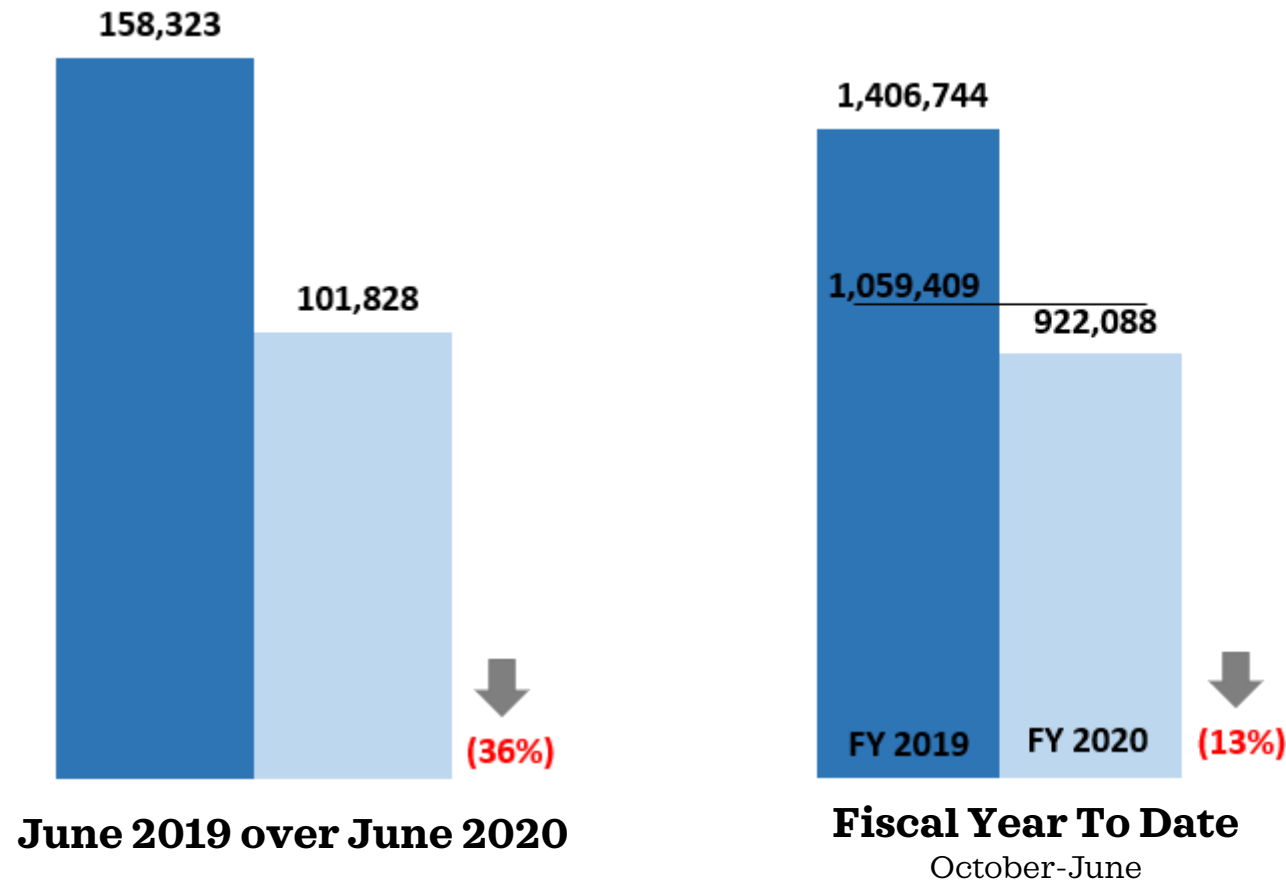
Pace Report



Pace Report - Pipeline



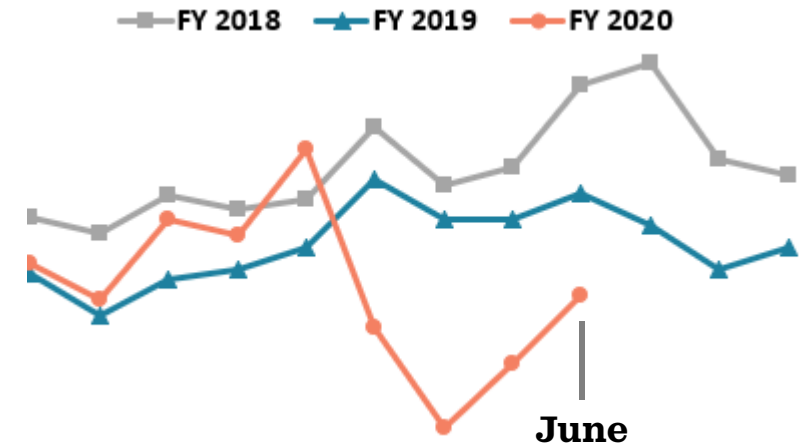
Google Analytics - Users



Source: Google Analytics

Traffic Analysis:

- Traffic decreased by 42% in June, compared to last year. While the decrease is significant, traffic is moving in the right direction.
- Declines in traffic were much larger in April and May as COVID restrictions were tighter. Drilling down, most channels of traffic experienced smaller YoY declines than they did last month including Referral, Organic, and Paid Search.
- The (Other) channel saw a YoY increase in sessions that came mostly from TripAdvisor and Viant campaigns.



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			
Total Active Newsletter Recipients 19,304												
Request the Guide	226	192	204	563	478	209	225	582	719			
Digital Guide Views	267	291	340	472	573	251	43	120	191			

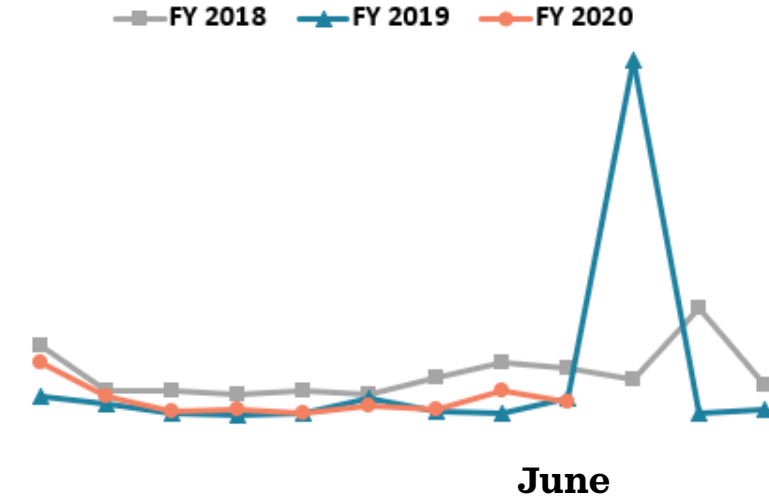
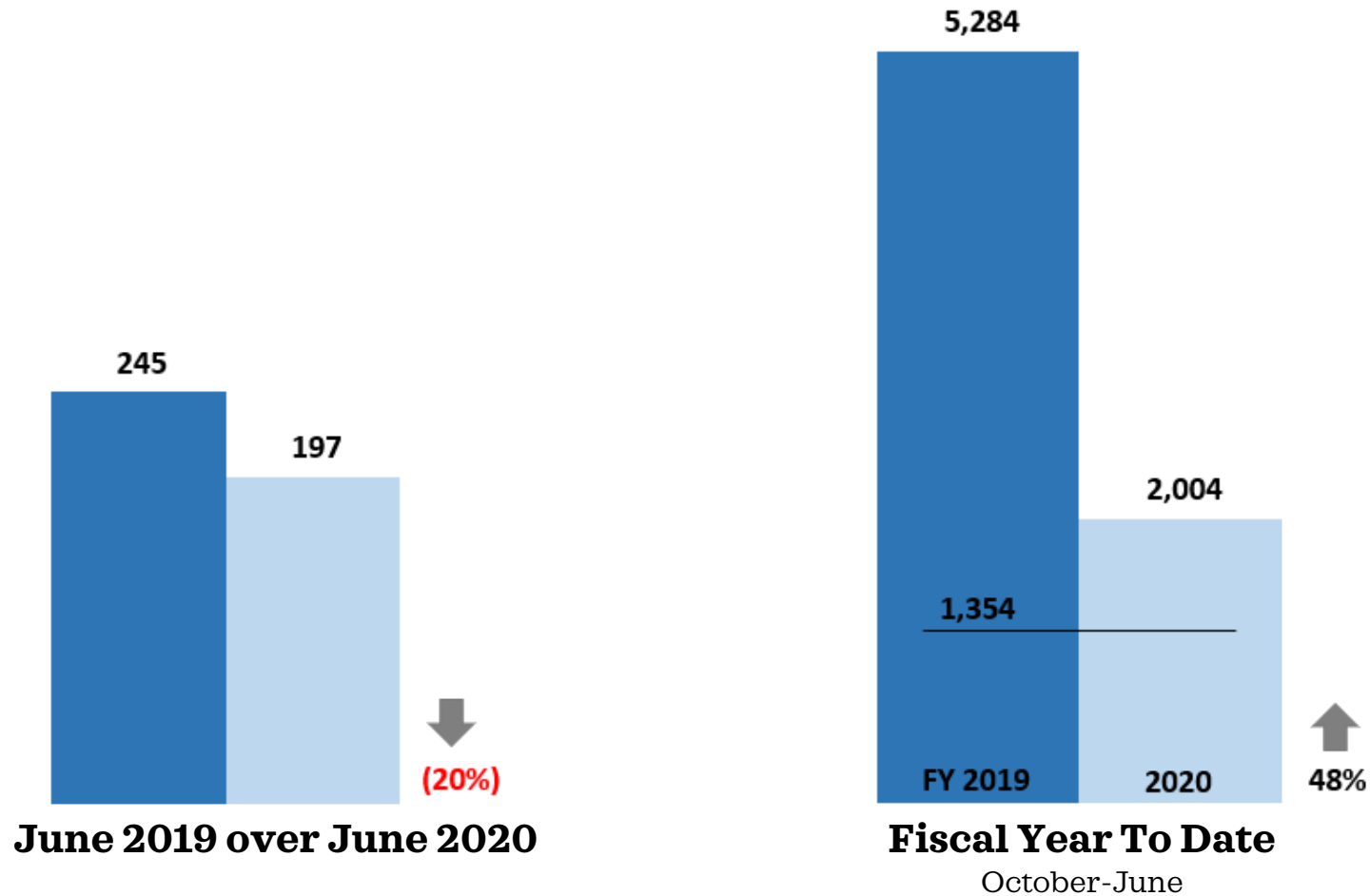
Action Taken

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

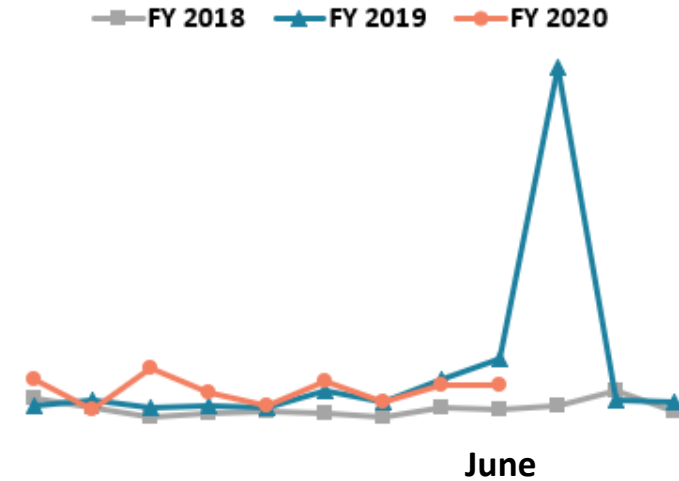
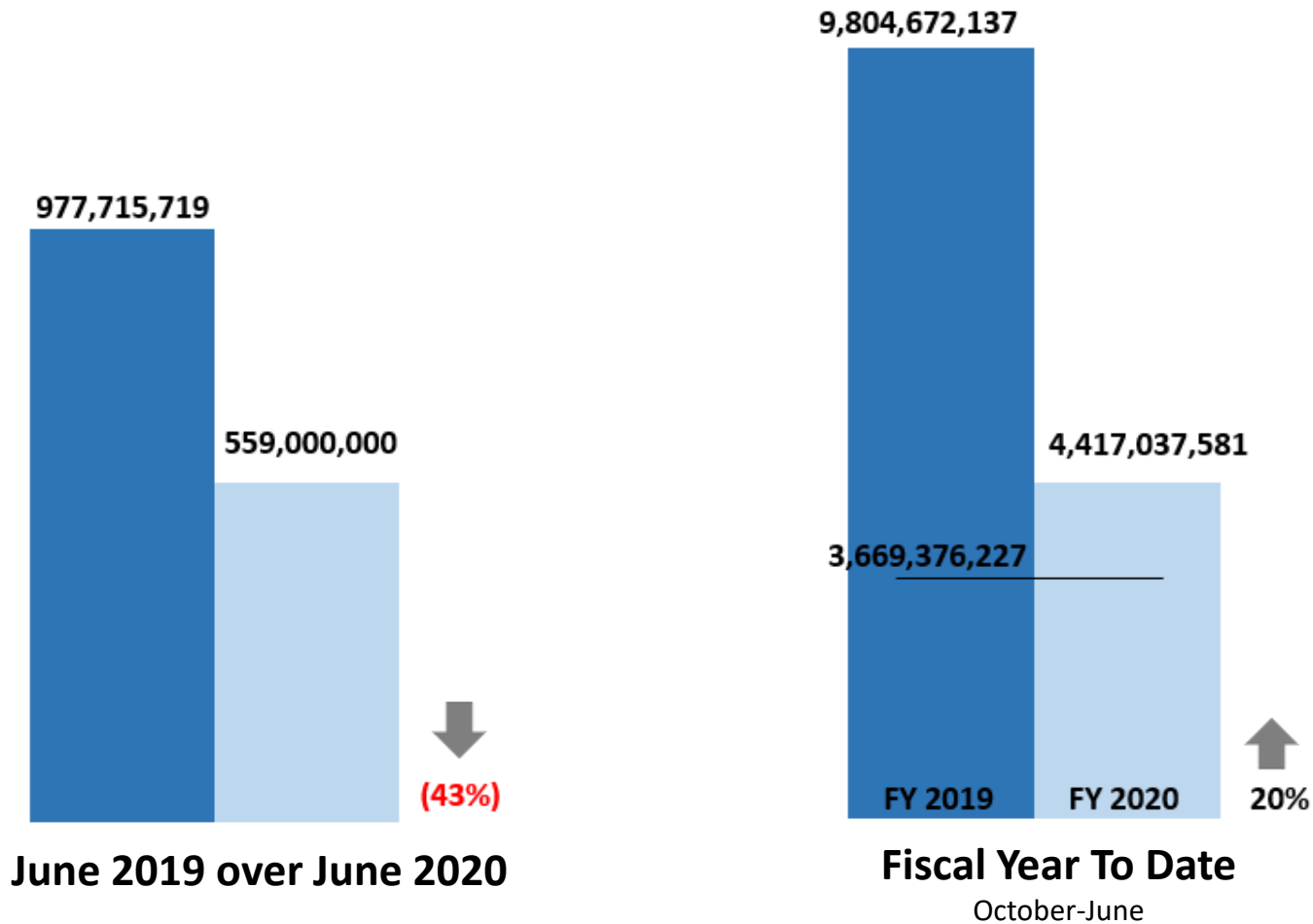
Website Referral – Referrals to partner websites from any of our pages.

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

Number of Articles

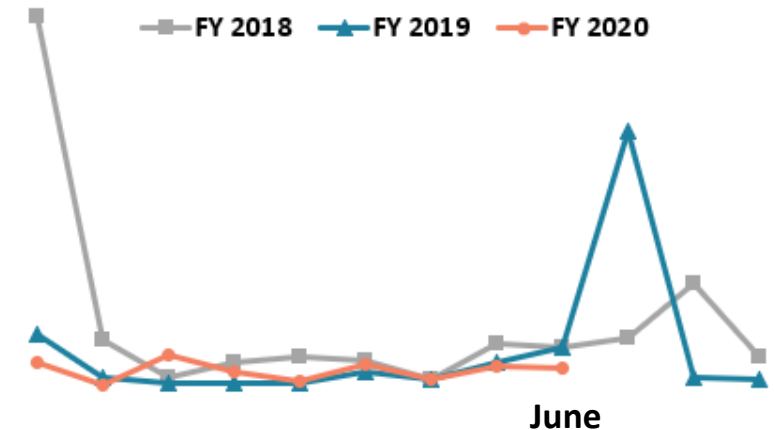
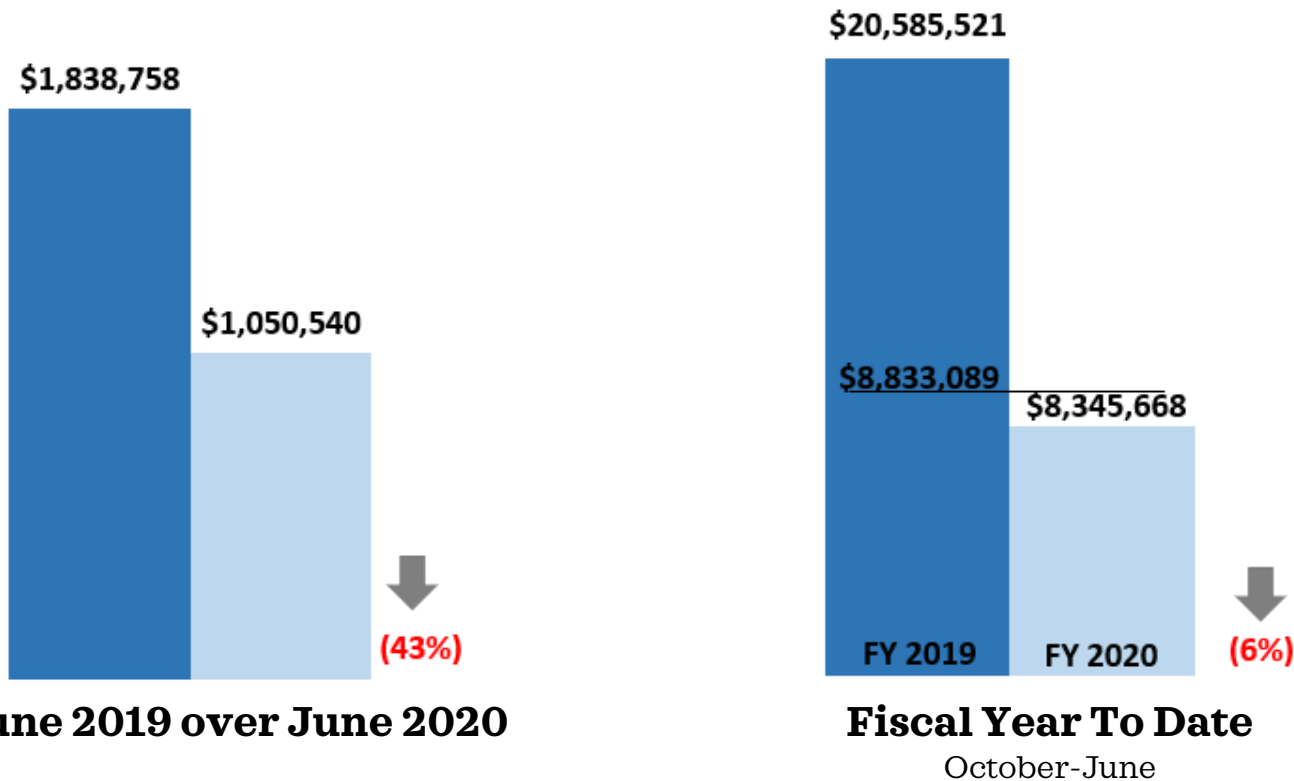


Impressions



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.





Coast hotels, tourism officials hoping for busy holiday weekend despite pandemic



SOUTH MISSISSIPPI (WLOX) - Despite the ongoing pandemic, busy beaches and booked hotel rooms are signs that tourism is picking up on the Coast.

Milton Segarra with Coastal Mississippi weighed in on why visitors are drawn to spending their summer in South Mississippi.

“The beach has been one of the number one assets that people are visiting. They feel relaxed. They feel at ease. There’s space and they don’t feel the crowds that you see in other places,” said Segarra.

Fresh off the heels of Scrapin’ the Coast, South Mississippi’s hotels are looking forward to staying booked for the Fourth of July weekend.

“We believe the economic recovery for the Coast... the tourism industry will be a key indicator,” said Segarra.

The Mississippi Hotel and Lodging Association said bookings at Coast hotels are doing well, even as some hotels operate at limited capacity to allow social distancing for guests.

Coastal Mississippi calls this [the Destination Promise](#).

“All of our vendors, hotels, partners, have taken the necessary measures protecting themselves and protecting our visitors, and that creates a sense of comfort and safety to our visitors,” said Segarra.

Some hotels aren’t seeing an uptick in visitors. Management at the Econolodge says summer events and holiday weekends help, but bookings could be better.

The Coast Tourism Board expects a greater influx of guests who live within driving distance looking for an easy getaway.

“That driving market, one to three hours, sometimes four, right now are looking for places to come. They have found in Coastal Mississippi the right balance. They feel secure, they feel safe,” said Segarra.

Tourism officials tell us numbers for this weekend’s crowds will be released later this week.

Local Media Coverage - Assisted



Best Beach Destinations in the USA

4. Secret Coast of Coastal Mississippi



The Secret Coast of **Coastal Mississippi** is currently one of my favorite beach destinations. At 26 miles long and 200 feet wide, the clean, cool, sugar sand between Pass Christian and Biloxi is actually the world's largest man-made beach and it is magnificent. Mississippi Gulf Coast Scenic Highway 90 is a dream drive (or marathon run) because nothing blocks your view of the Gulf of Mexico for most of that distance. Also rare among coveted US beaches is the FREE parking next to the beach. Literally—park, take three steps and enjoy USA's softest beach sand.

Coastal Mississippi secrets extend beyond the sand. Fresh Gulf shrimp and other catches are abundant in the former seafood capital of the world—but award-winning chefs at Vestige and White Pillars also incorporate local produce. Gorgeous and majestic live oak trees awe and inspire. Phenomenal US Gulf Coast sunrises and sunsets are the best secret so be sure to savor them. From the beach, of course!

Coastal Mississippi Assisted Media Coverage



TRAVEL
AWAITS

Scenic Gulf Coast Road Trip: Bay St. Louis To Port St. Joe



If you have ever wanted to see the Scenic Gulf Coast, I'd suggest that you take a road trip. Hop in your car and start this scenic drive in Bay St. Louis, Mississippi. You will fall in love at every stop between these two towns. The views of the turquoise water and the history that you will learn about will inspire you to plan more road trips. I have compiled several fun things to do along this route, including some experiences that you will want to plan ahead for.

Affordable Weekend Trips in the Southeastern U.S. Mississippi Gulf Coast



Spectacular sunsets (and sunrises), stellar seafood, and stunning scenery await visitors to one of the US Gulf Coast's best secrets, Coastal Mississippi. The birthplace of Jimmy Buffett, childhood home of Good Morning America's Robin Roberts, and secret getaway for Elvis Presley and Al Capone, offers plenty of opportunities to reawaken, recharge, and rejuvenate.

Most [Mississippi Gulf Coast activities](#) focus on the water and attest to the Secret Coast being affordable and fun—including exploring the largest natural (undammed) river in the lower 48 states, visiting Gulf Islands National Seashore barrier islands, sampling Gulf shrimp and slurping local French Hermit oysters while overlooking a bayou or beachfront, and enjoying phenomenal sunsets (Henderson Point and Front Beach are two suggestions). Downtown Ocean Springs and Bay St Louis are perfect for strolls, sips, and savoring art and magnificent oak trees. Stop in the Walter Anderson Museum in Ocean Springs and look for the Angel trees in Bay St Louis. History fans will enjoy Biloxi Lighthouse (can only climb before 9:30am), Charnley-Norwood House (designed by Frank Lloyd Wright and Louis Sullivan), and 100 Men Hall. Foodies should allow time to visit the James Beard nominated chefs at Vestige and White Pillars.

Our Escape Clause

33 BEST BEACHES IN THE USA

Biloxi Beach, Mississippi

From Charles McCool of McCool Travel

Biloxi Beach is part of the longest manmade stretch of beach in the United States—26 miles in length and 200 feet deep—and is both currently and historically prominent.

Plentiful water and beach activities attract travelers from around the world and the Mississippi Gulf Coast's most popular casinos tempt most visitors. Devote time for a boat ride to a barrier island, along with the Mississippi sound, or just around Biloxi Bay.

Savor fresh innovative cuisine at places like White Pillars (chef/owner Sumrall is a 2020 James Beard best chef nominee) and Le Bakery (creative Asian/French fusion). Also, find the world's most expensive Waffle House to be built.

In addition to the gorgeous beach, Biloxi Beach is historically recognized for being a location of wade-ins during the US Civil Rights movement of the 1960s, the beautiful Biloxi Lighthouse (climb it before 9:30am), the birthplace of Barq's Root Beer, former Seafood Capital of the World (take the highly-rated Biloxi Shrimping Trip and visit the Maritime & Seafood Industry Museum), the first capital of New World France, and home to evidence of Native American presence to 8000 BC.

5 Must-Eat Dishes on the Gulf Coast

Gulf Shrimp



Seafood is a big part of the economy of the Gulf Coast, especially when it comes to shrimp. **Biloxi** even has a museum that focuses on the seafood industry.

Visitors can enjoy shrimp in just about every way, from boiled to fried to atop grits. They come in brown, pink, and white varieties with slightly differing tastes.

Meet Three Unconventional Coastal Mississippi Artists 14 minute read

Meet **Walter Anderson**, **Alice Moseley**, and **George Ohr**, three unconventional Coastal Mississippi artists with museums dedicated to their lives and work.

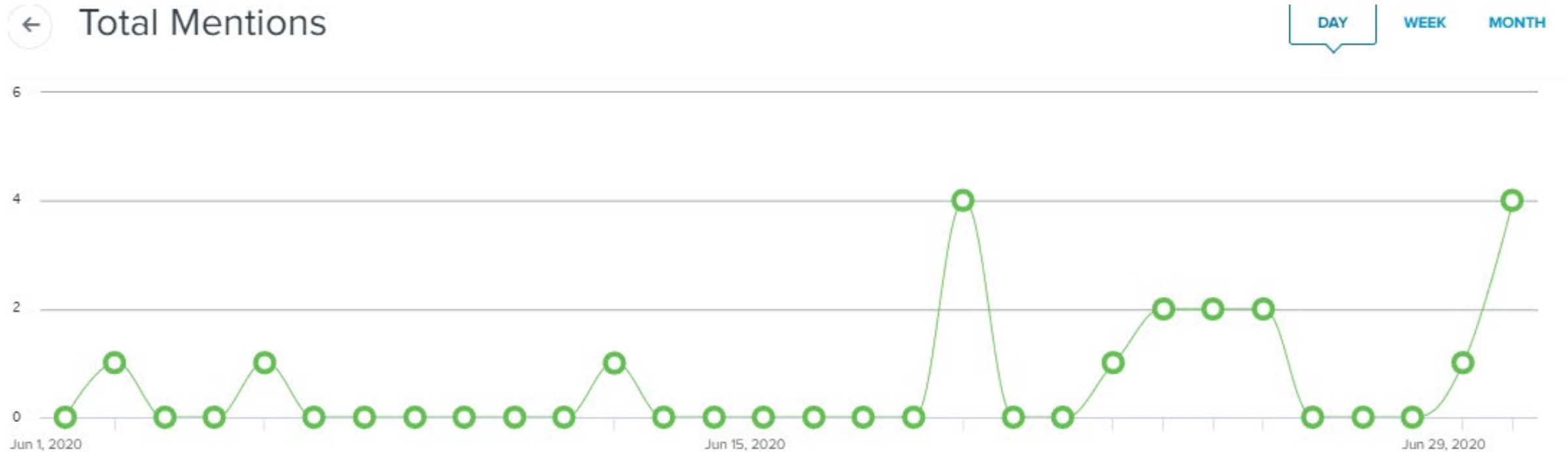


3 UNCONVENTIONAL COASTAL MISSISSIPPI ARTISTS








Earned Media

Content Drivers:

- COVID-19
- Gaming (reopening)
- Beaches
- Outdoor Activities





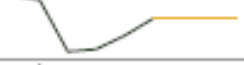


Social Media Metrics

							
Monthly Increase	7 Flat	-27 Flat	10 1%	349 4%	708 Flat	113 3%	1,082 Flat
June 2019	149,339 Facebook (Total Likes)	15,757 Twitter (Total Followers)	1,054 Pinterest (Total Followers)	12,500 Instagram (Total Followers)	1,644,372 YouTube (Lifetime Followers)	4,966 LinkedIn Total Followers	1,827,988 Total

Social Media Overview

June 2020 reintroduced paid media into our overall distribution and content strategy, showing clear benefits to Facebook and Instagram. Due to the political climate, we opted out of advertising on Twitter this month. Engagement ads and traffic ads were the priority this month, and their overall growth shows their success with reintroduced advertising. We spent a total of \$1,500 across Facebook and Instagram for June, focusing on traffic and leveraging engagement on organic posts to test the waters and sentiment around going live with dark paid media advertising.

Organically, our highly shared "virtual drive" posts in May did result in very competitive awareness metrics (thus a decrease in MoM Total Impressions), though as awareness ads are placed in future months, we should see more posts be at similar "virtual drive" levels. With additional spend allocated to awareness, we will see an increase of impressions for July onward.

Overall	Current value	Monthly V.	Trend
Total Followers	182,681 Followers	+0.27%	
Total Impressions	730,537 Impressions	-9.22%	
Total Engagements	27,051 Engagements	+21.45%	
Total Video Views	20,470 Video Views	-71.77%	
Total Link Clicks	7,448 Link Clicks	+341.49%	

coastal
MISSISSIPPI | *The Secret Coast*