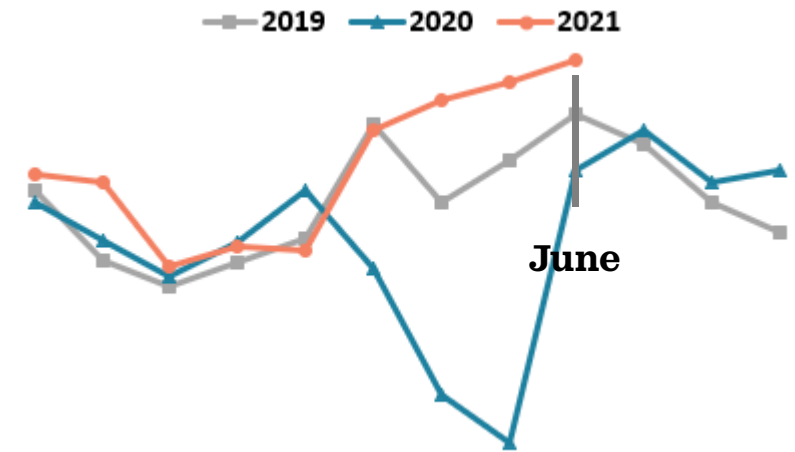
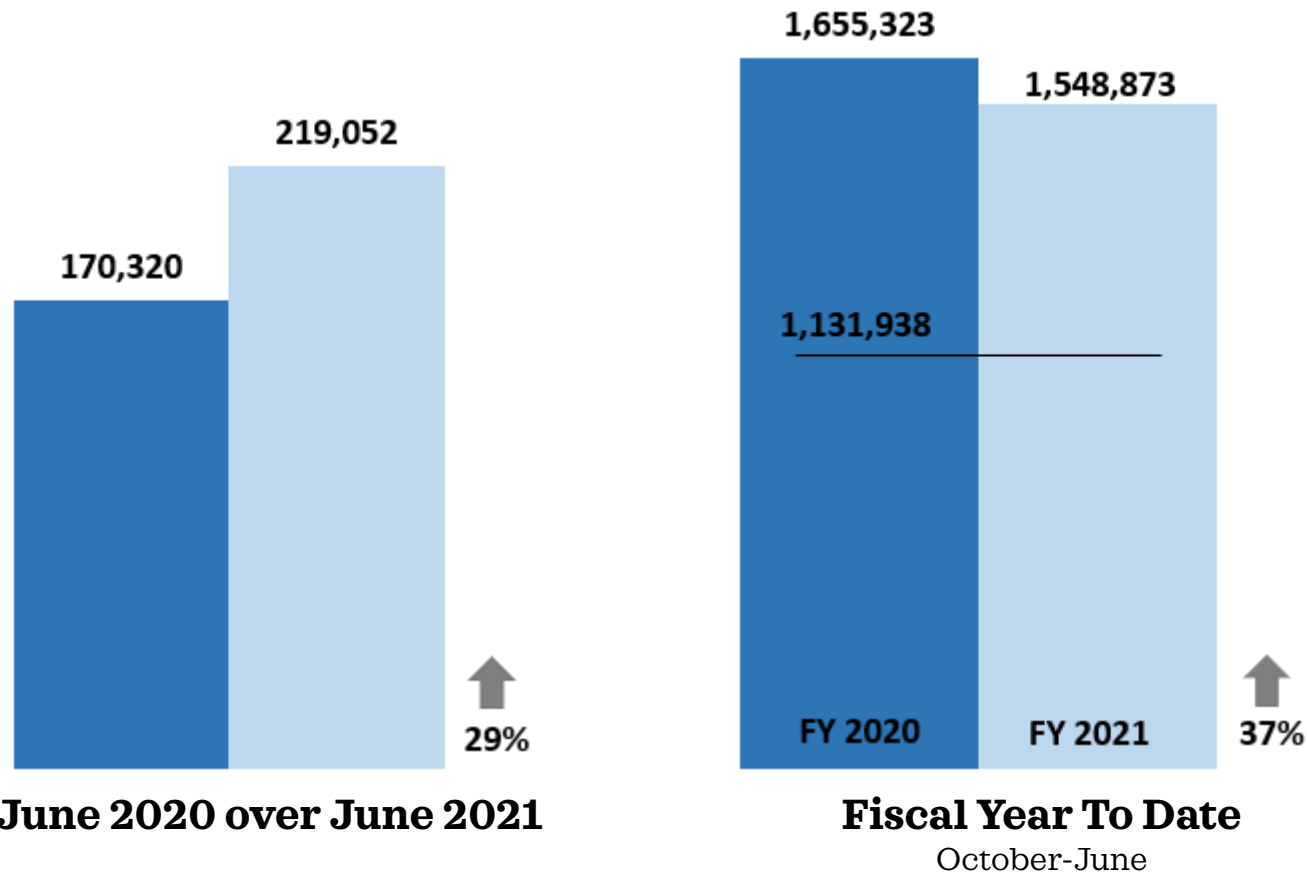


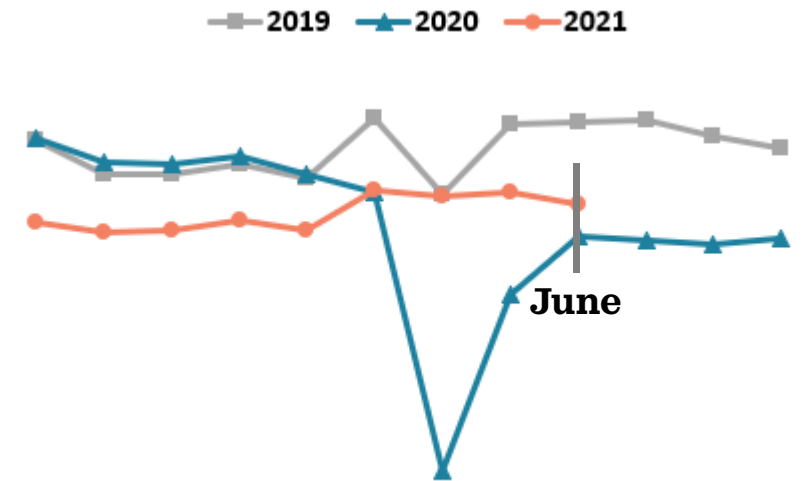
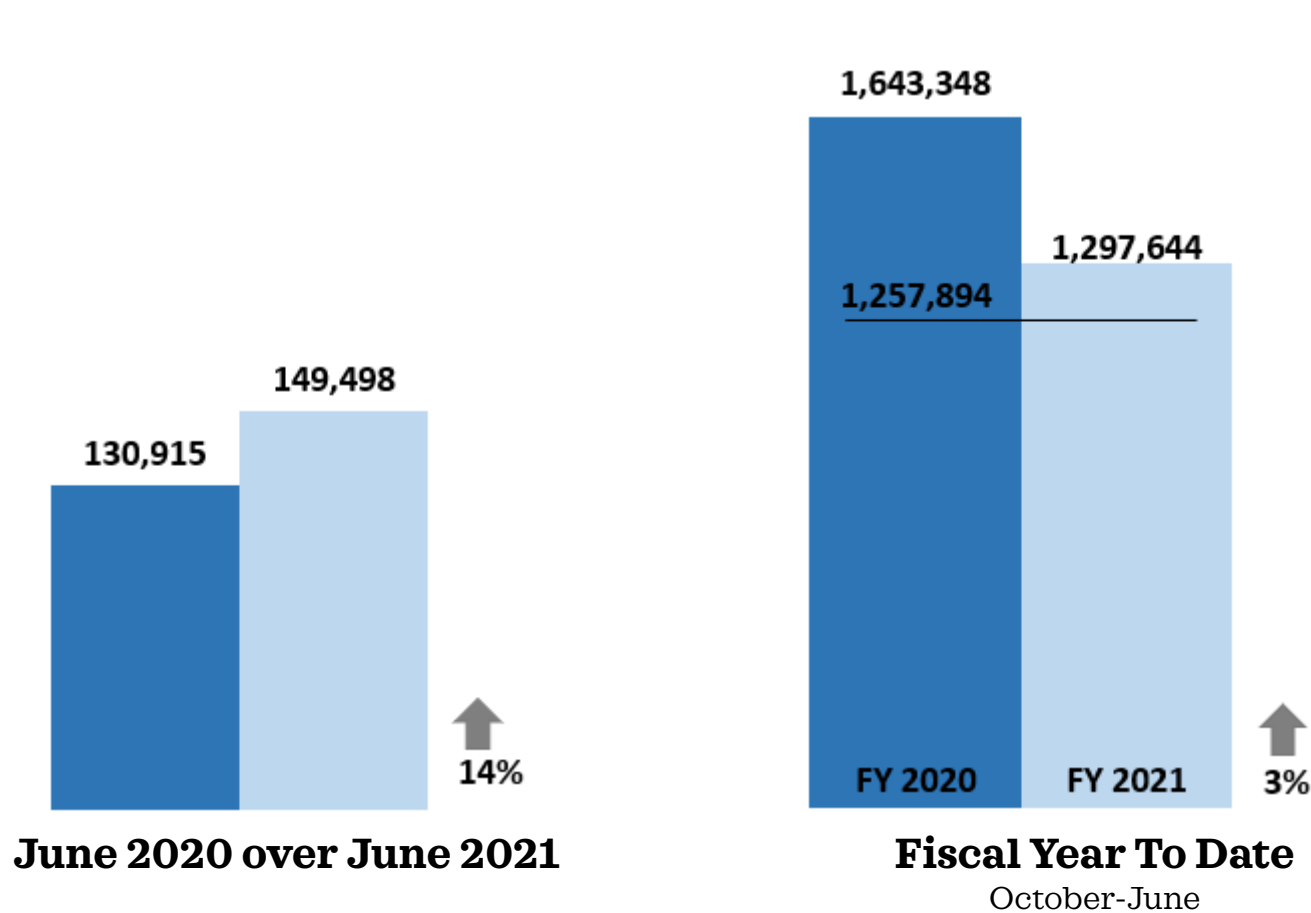
coastal MISSISSIPPI *The Secret Coast*

- Key Performance indicators
- June 2021

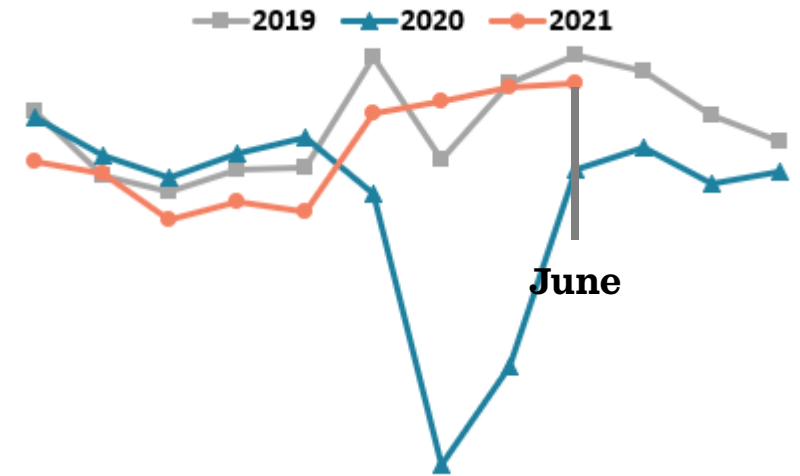
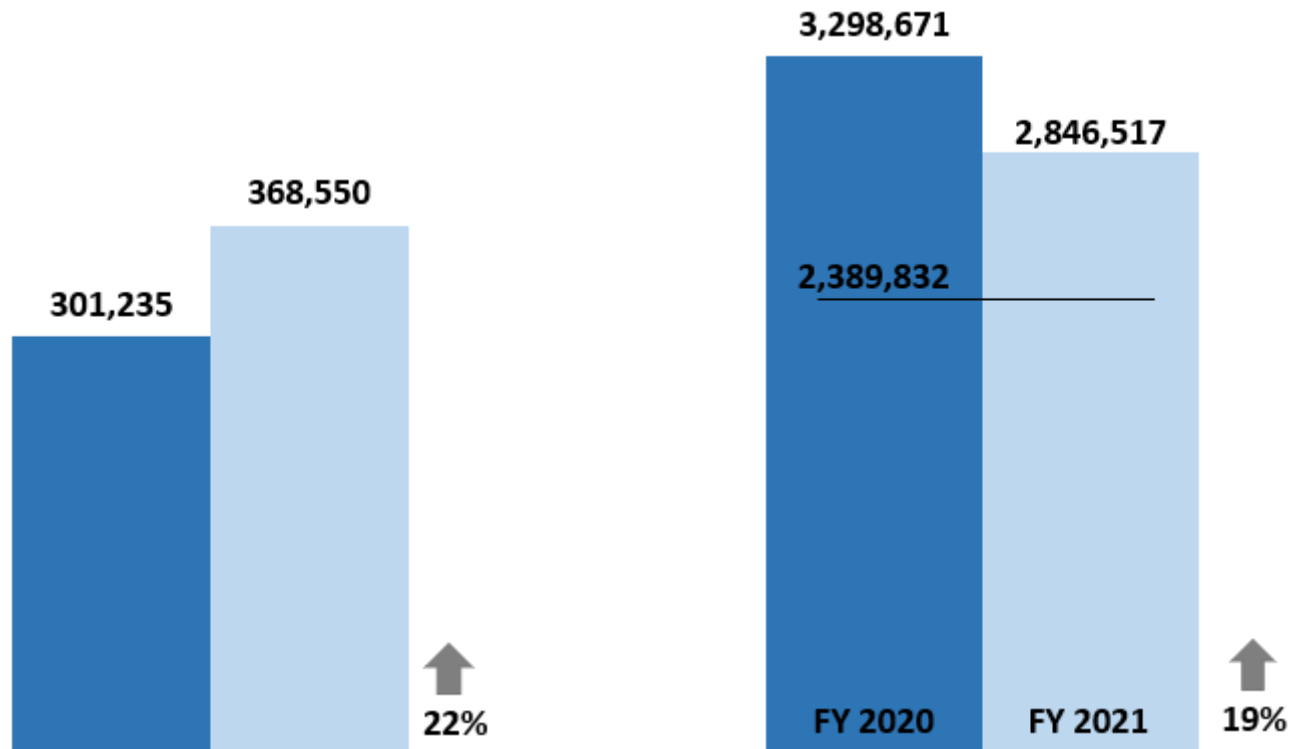
Non-Casino Rooms Sold



Casino Rooms Occupied



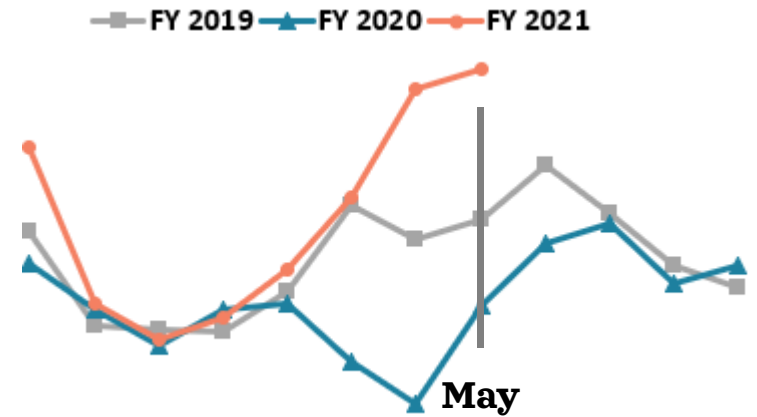
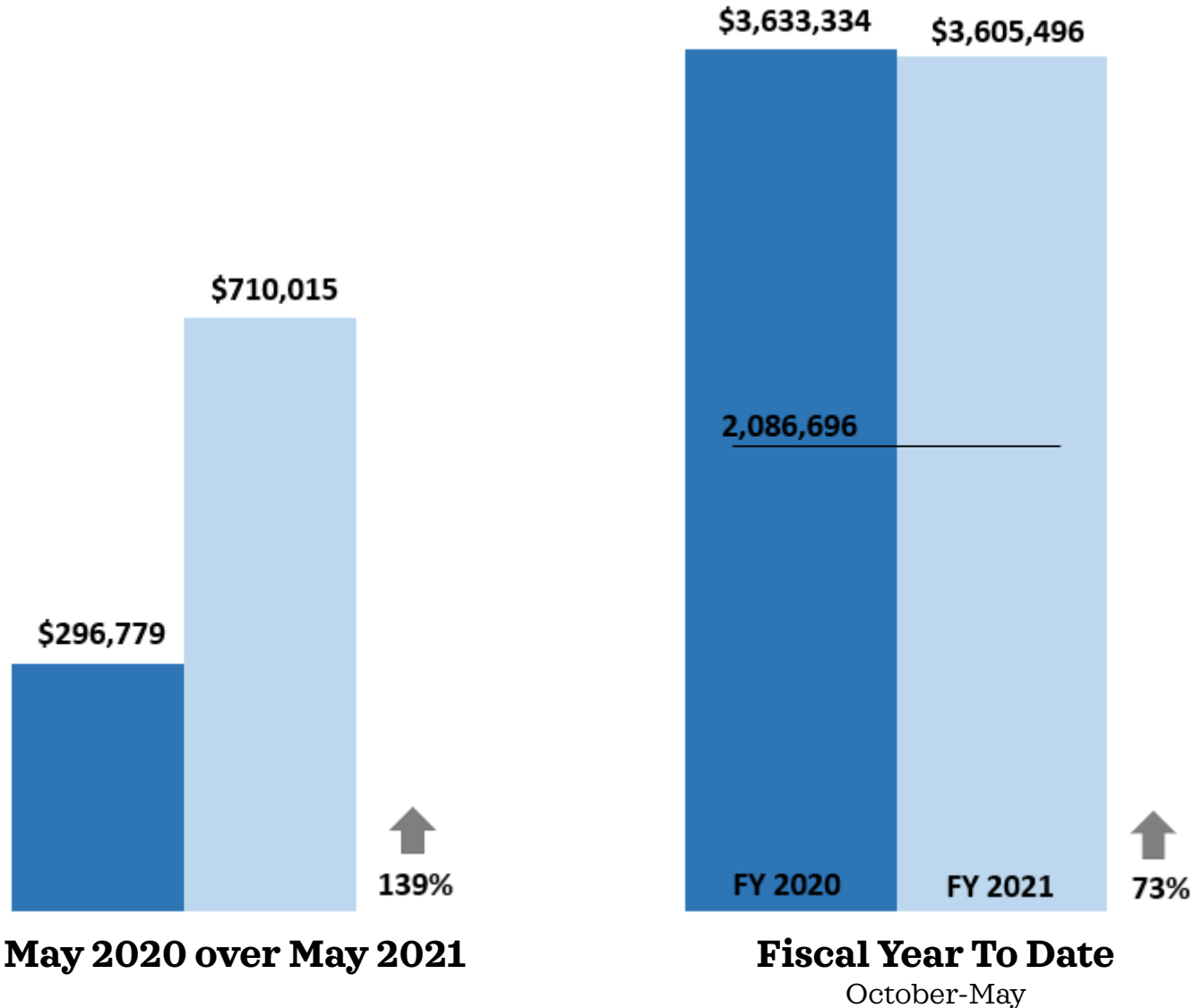
All Rooms Sold/Occupied



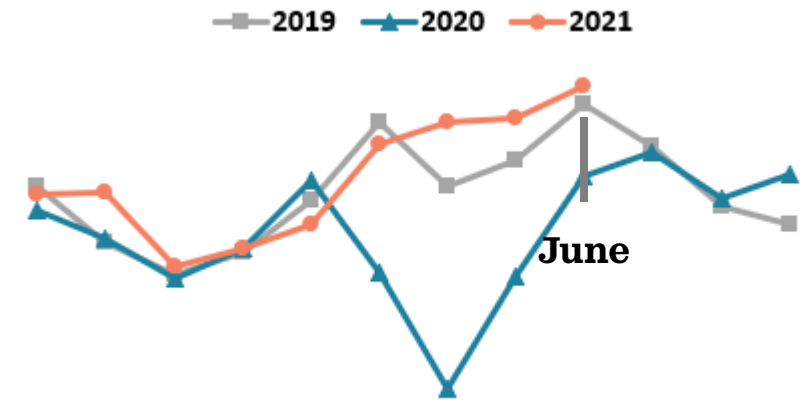
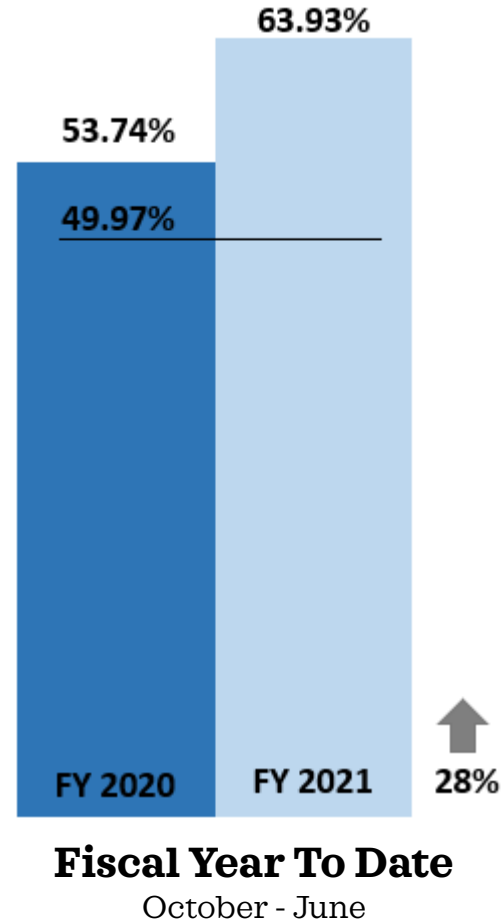
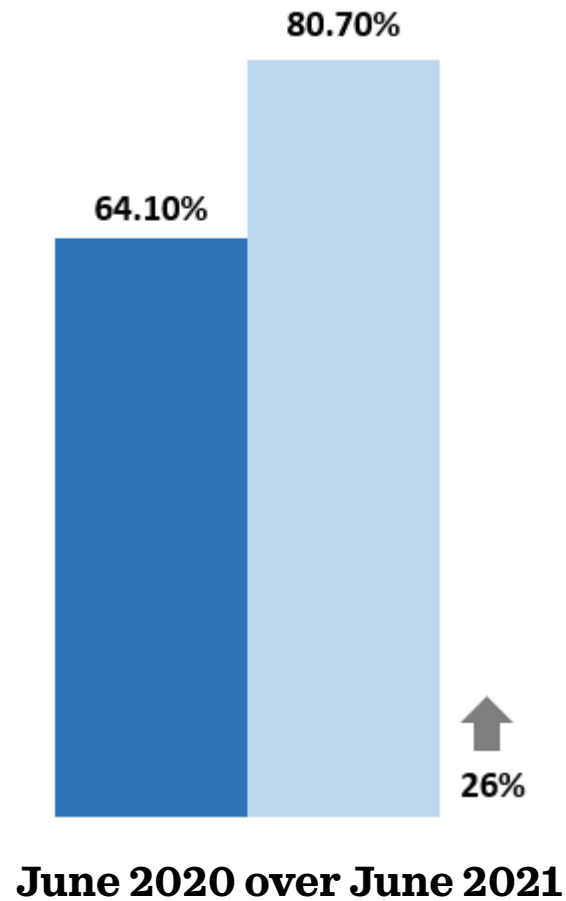
June 2020 over June 2021

Fiscal Year To Date
October - June

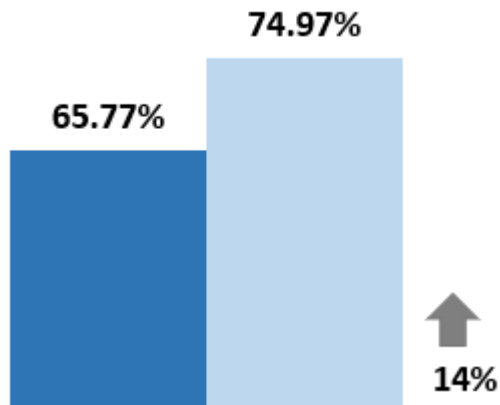
Occupancy Tax Receipts



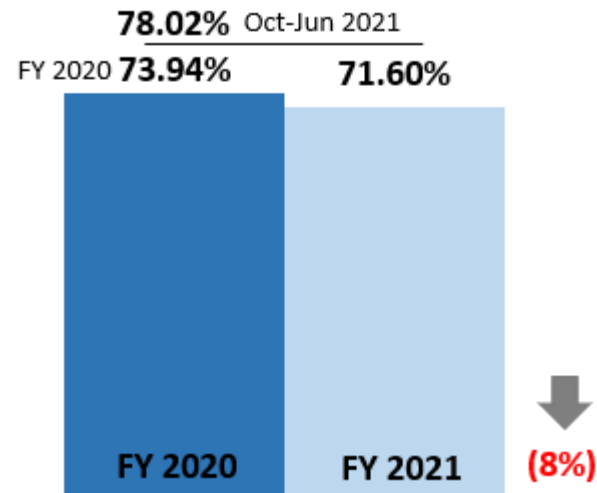
Non-Casino Occupancy



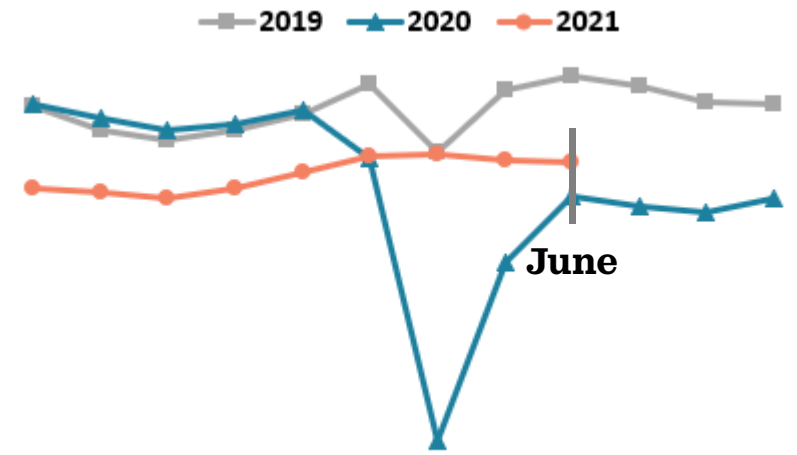
Casino Occupancy



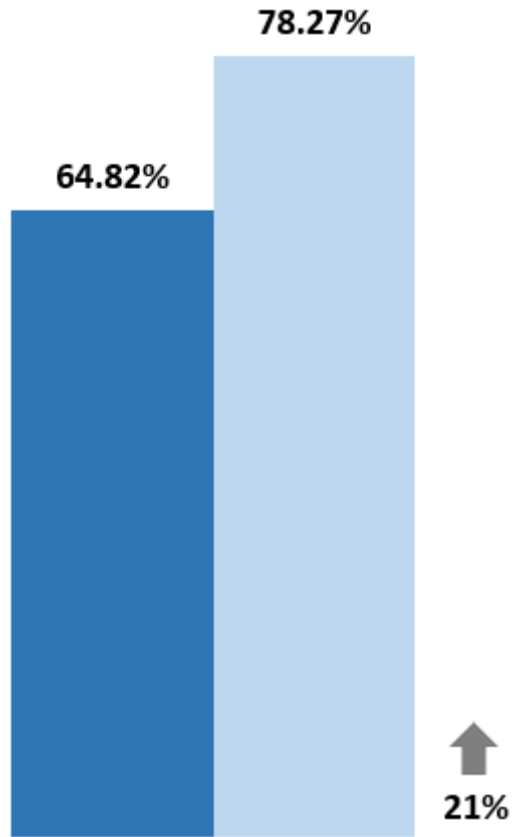
June 2020 over June 2021



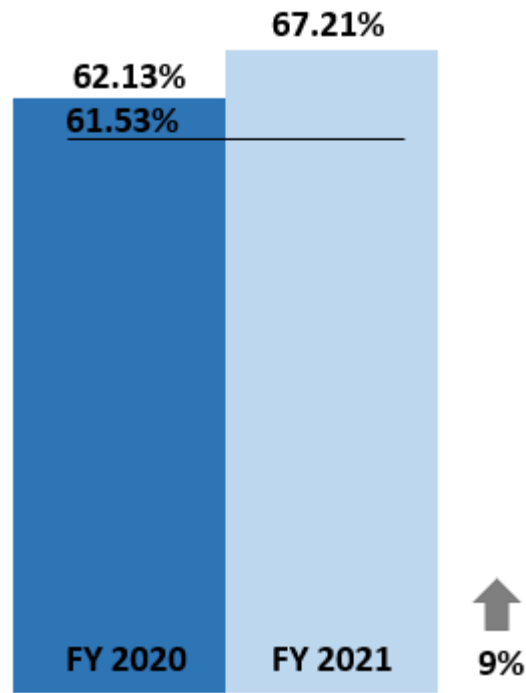
Fiscal Year To Date
October - June



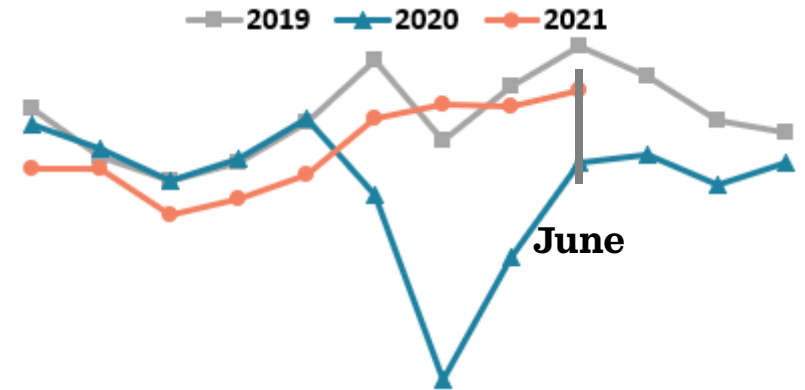
All Occupancy



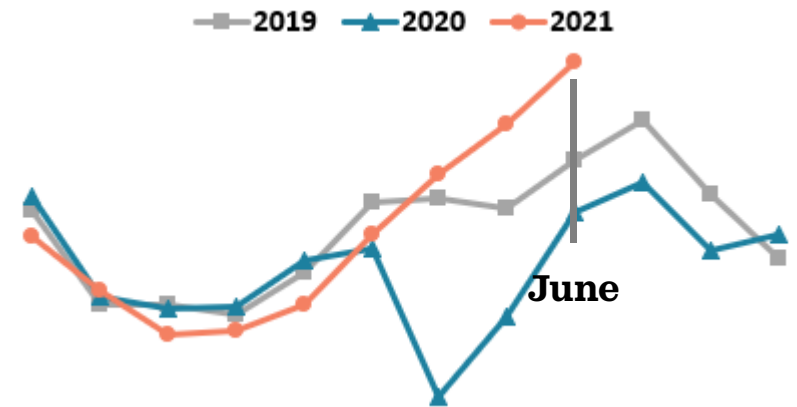
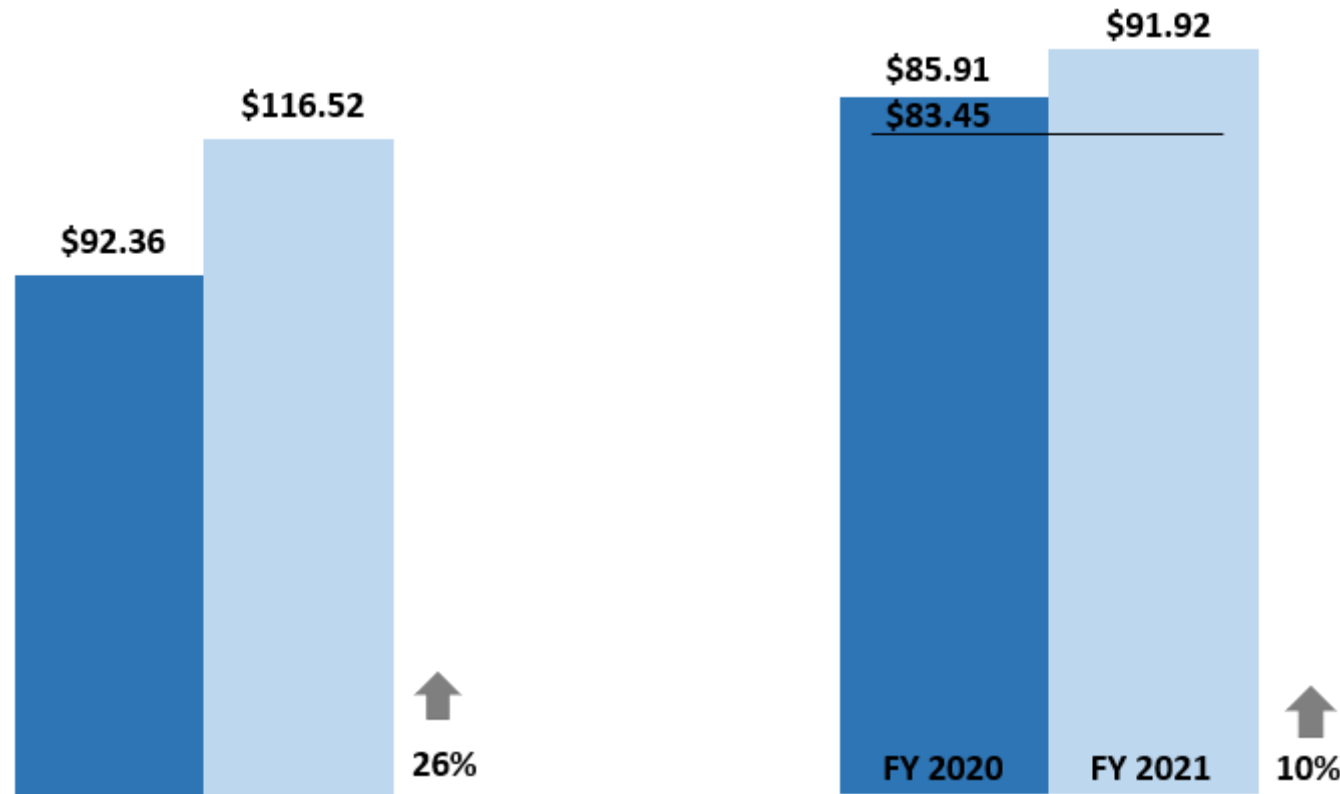
June 2020 over June 2021



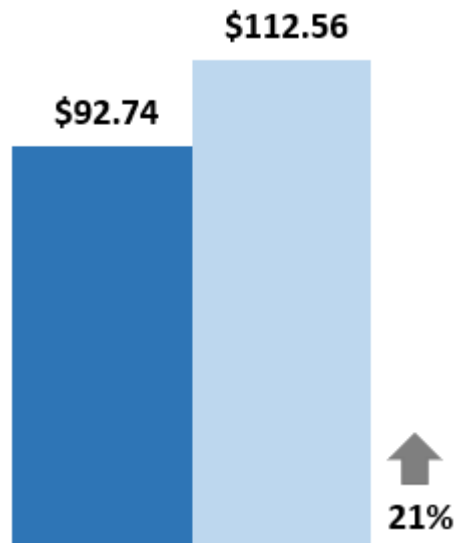
Fiscal Year To Date
October - June



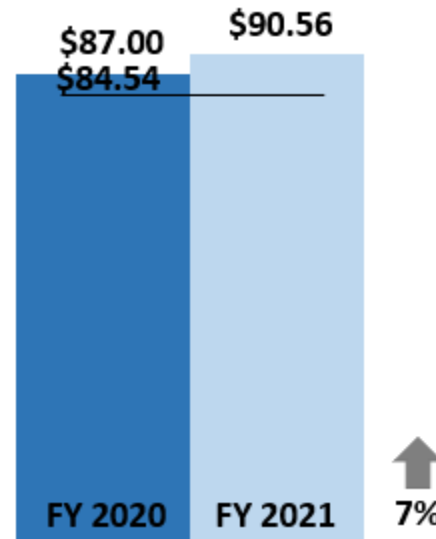
Non-Casino ADR



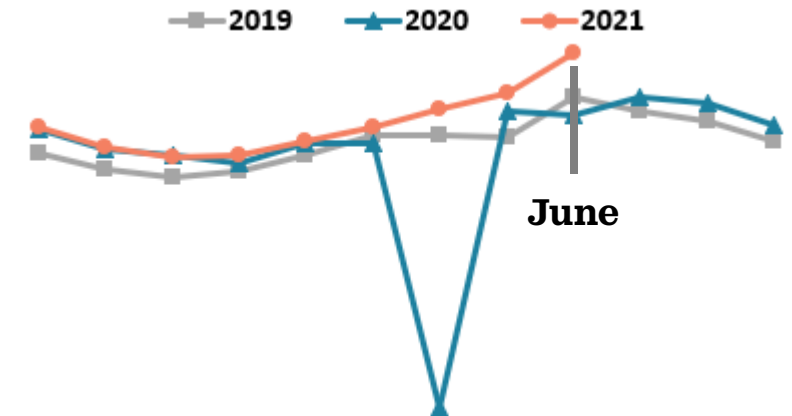
Casino ADR



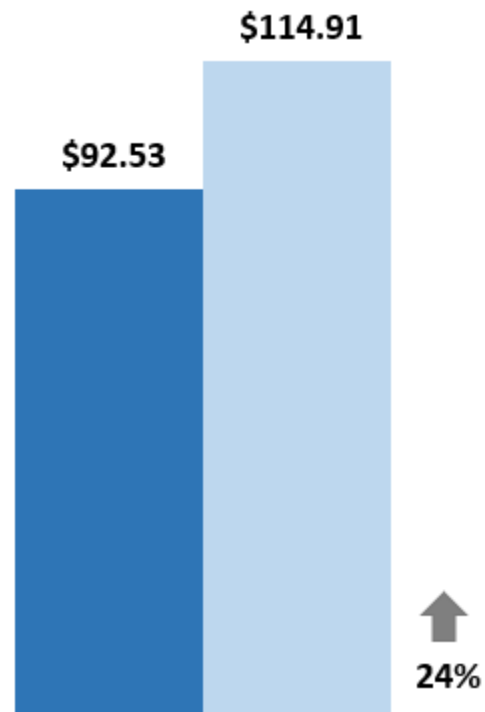
June 2020 over June 2021



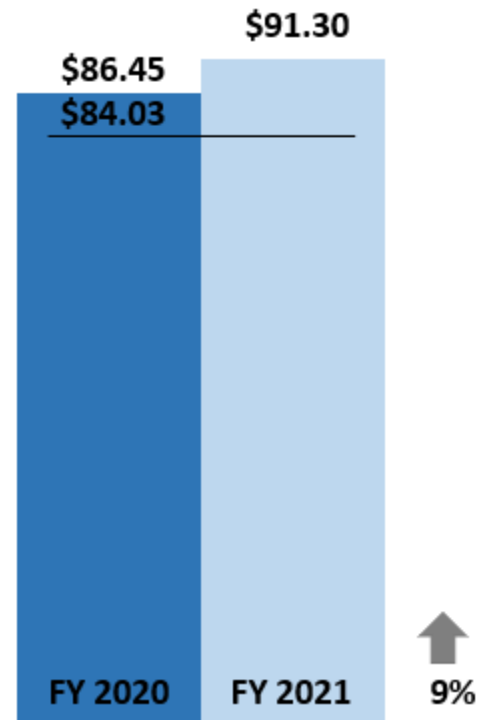
Fiscal Year To Date
October - June



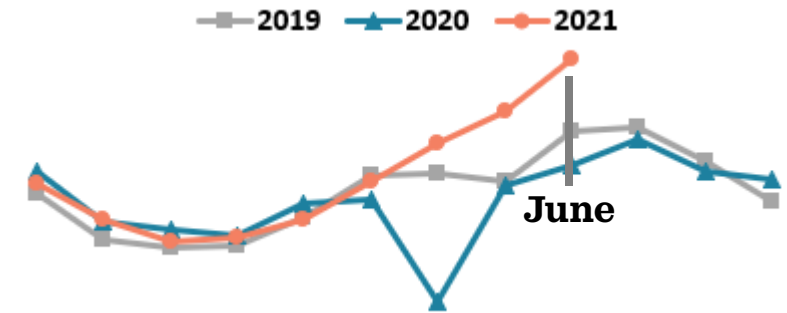
All ADR



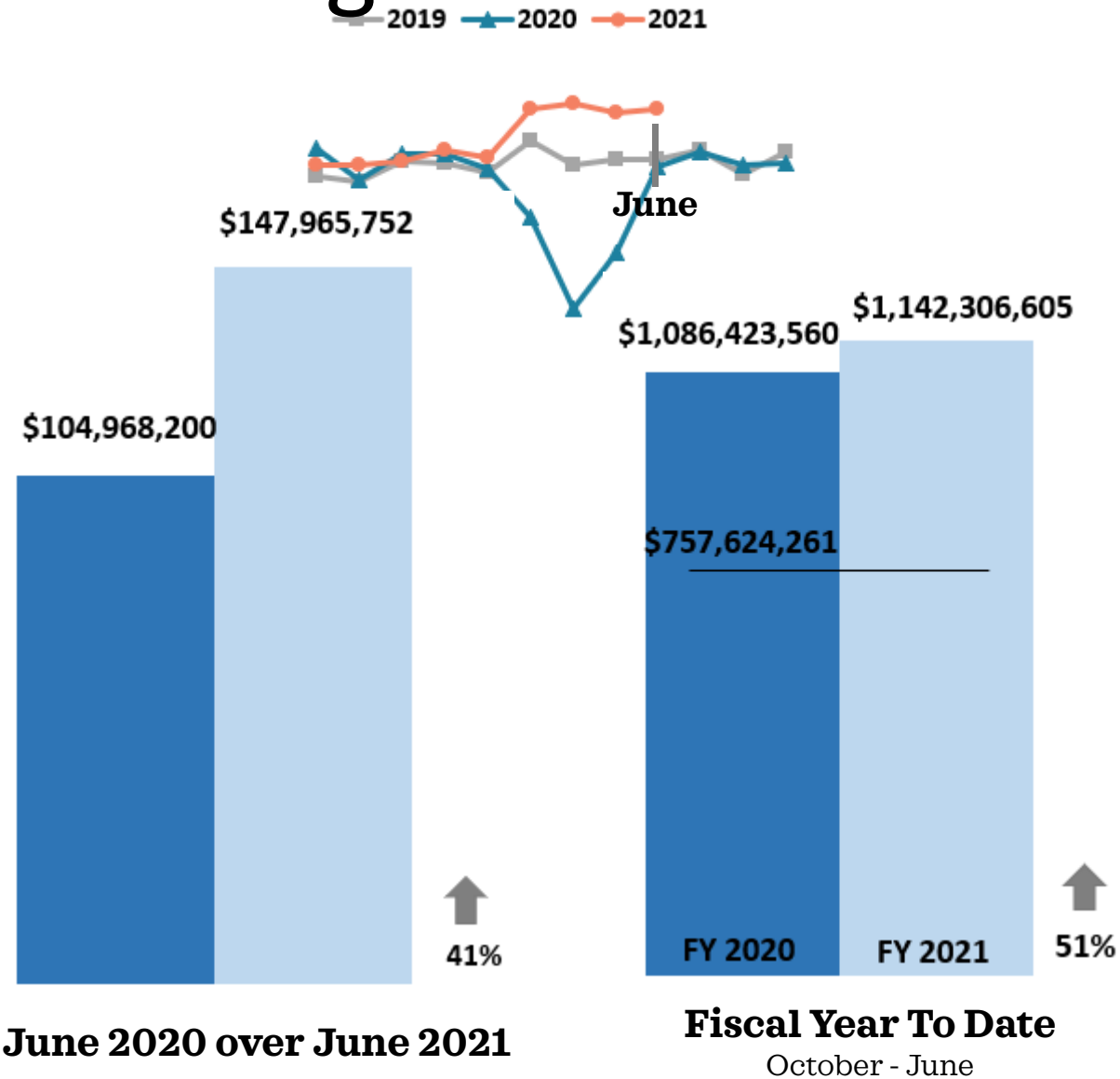
June 2020 over June 2021



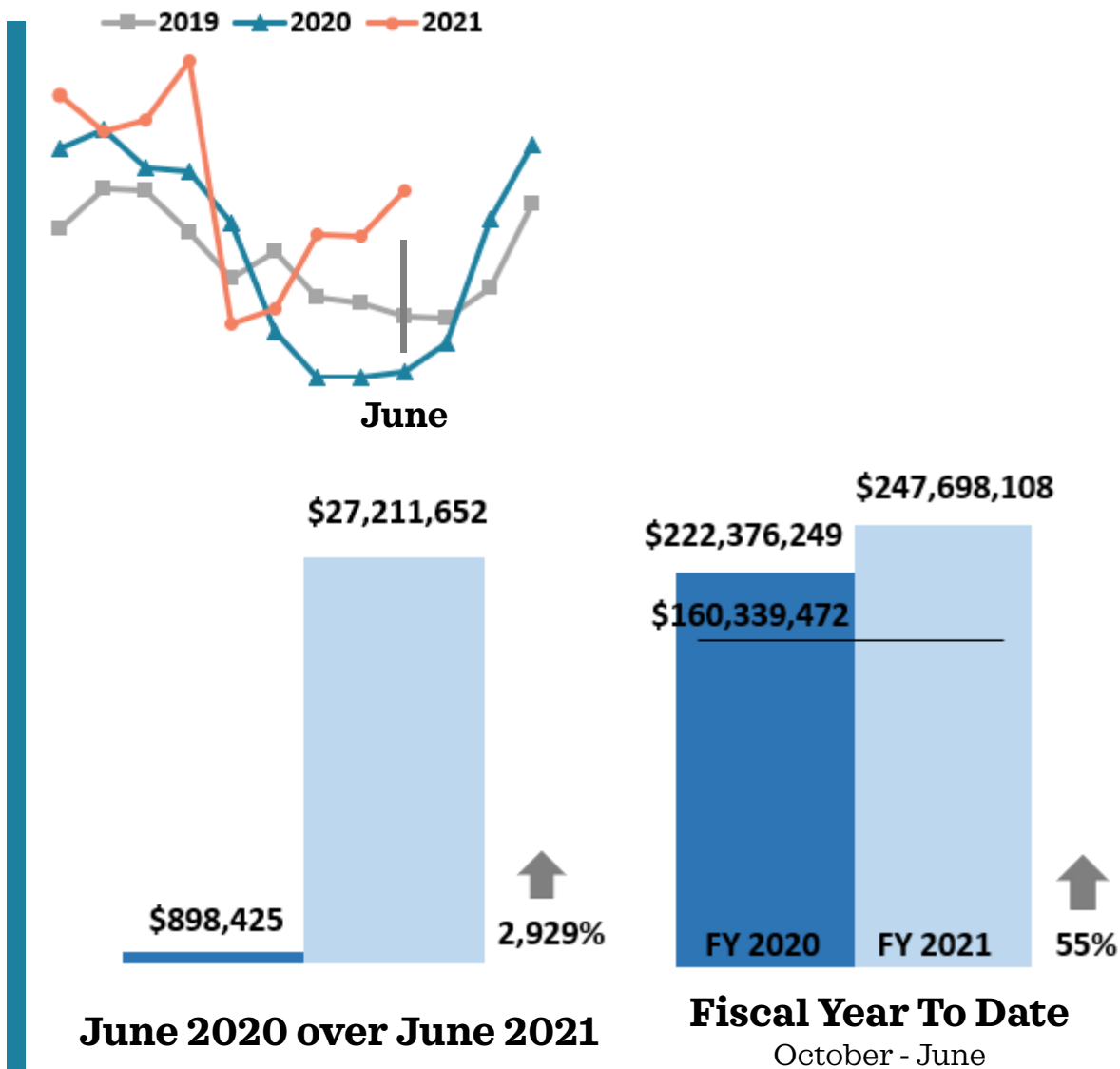
Fiscal Year To Date
October - June



Gaming Revenue



Sports Betting Wagers

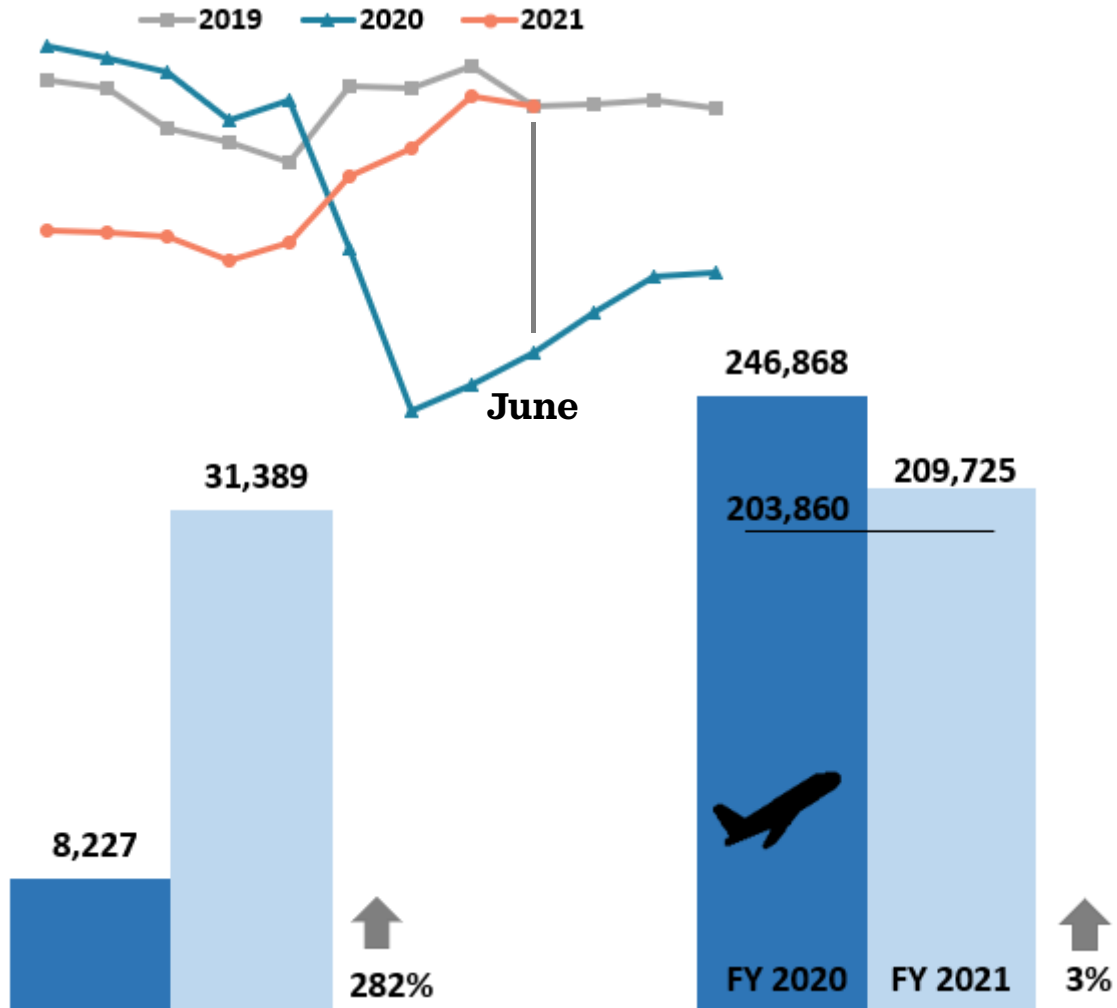


Source: MS Gaming Commission

* Sports Betting began August 2018

Airport

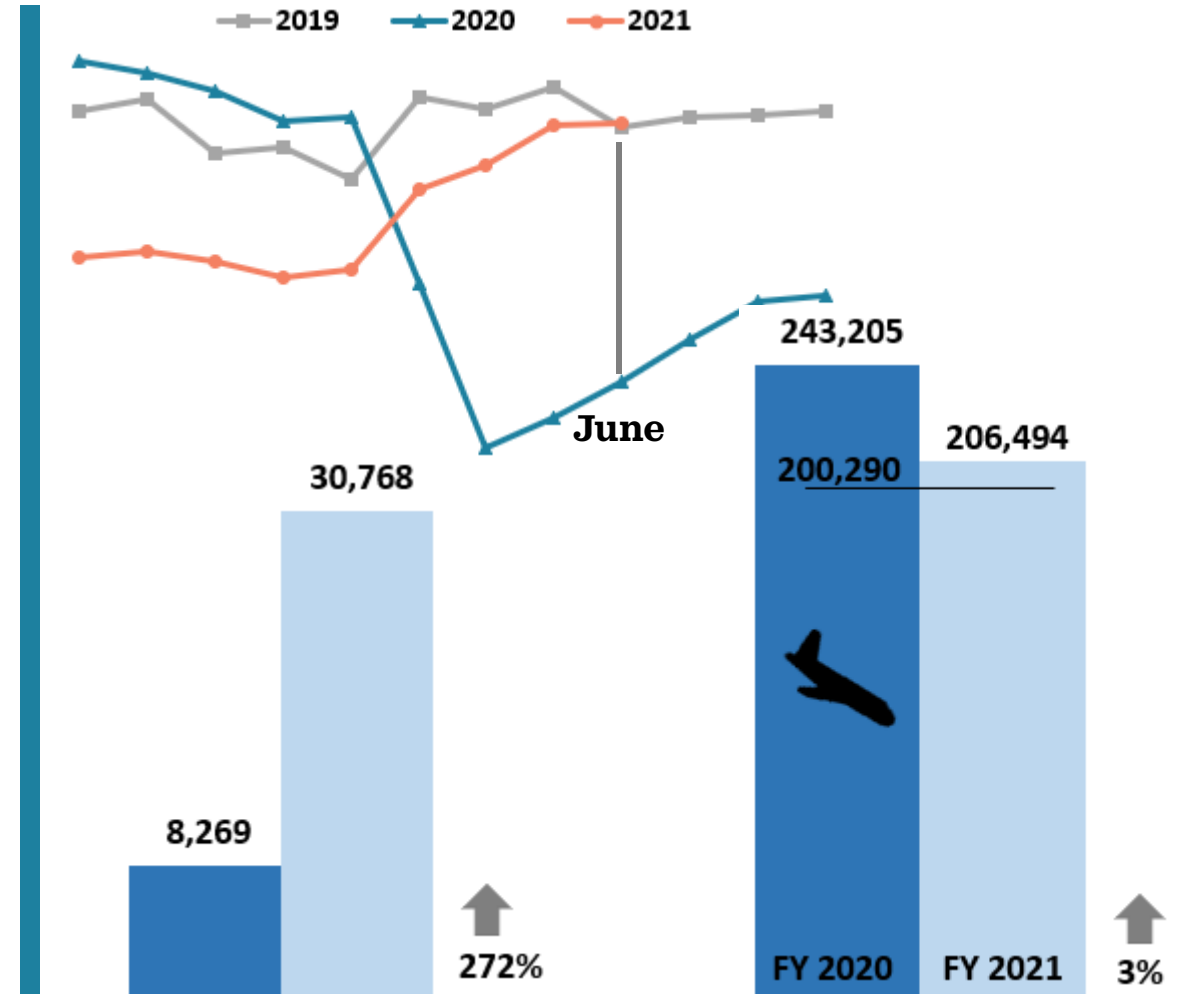
Enplanements



June 2020 over June 2021

Fiscal Year to Date
October-June

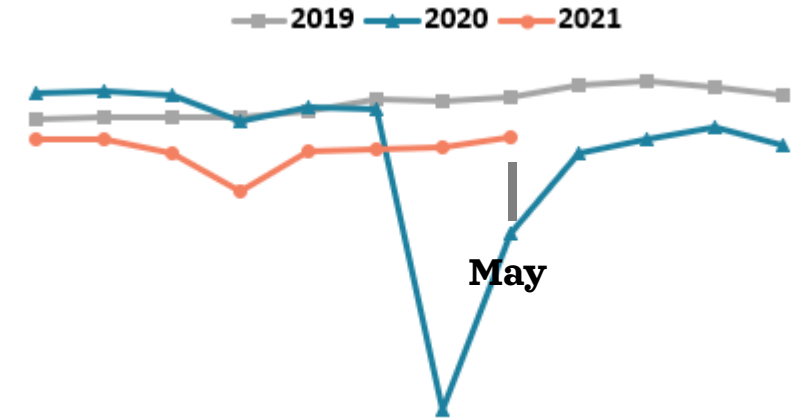
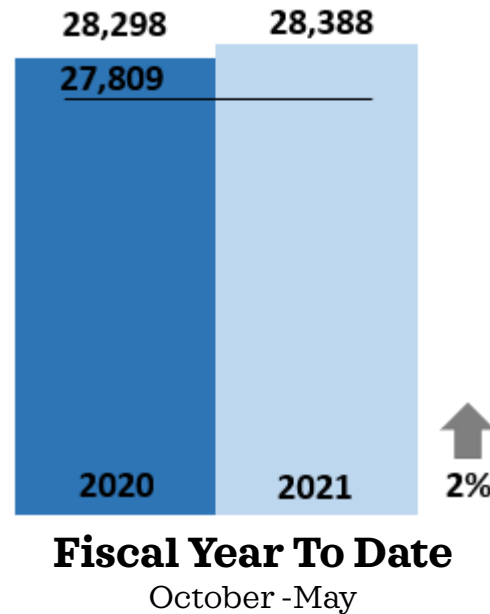
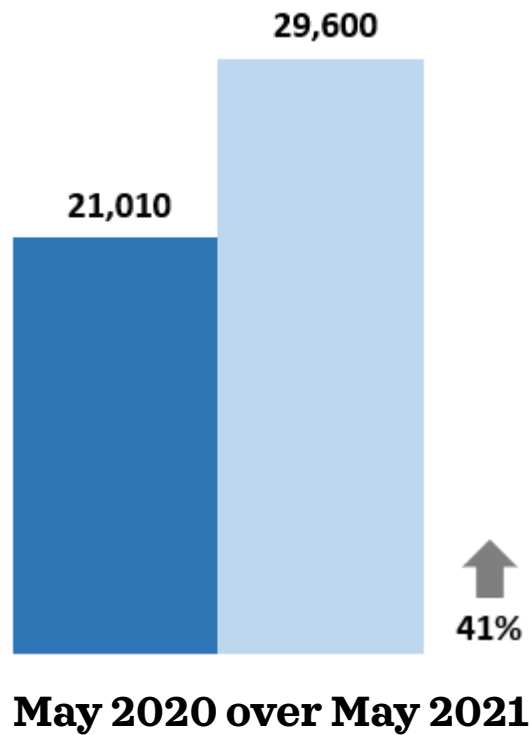
Deplanements



June 2020 over June 2021

Fiscal Year to Date
October-June

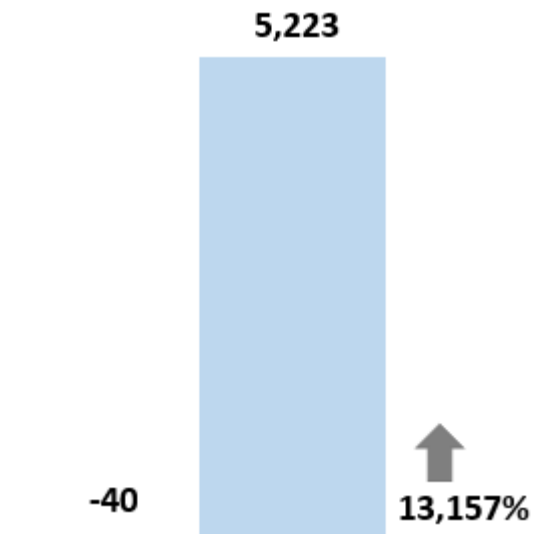
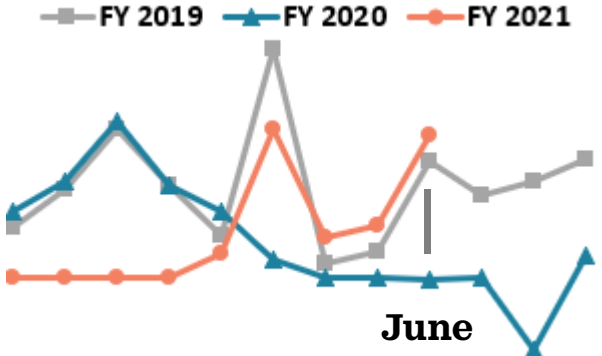
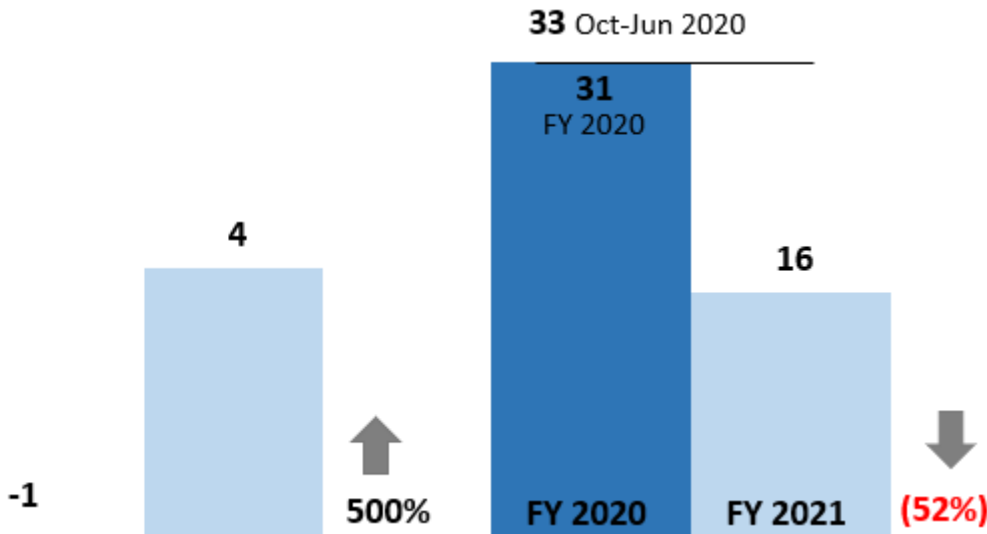
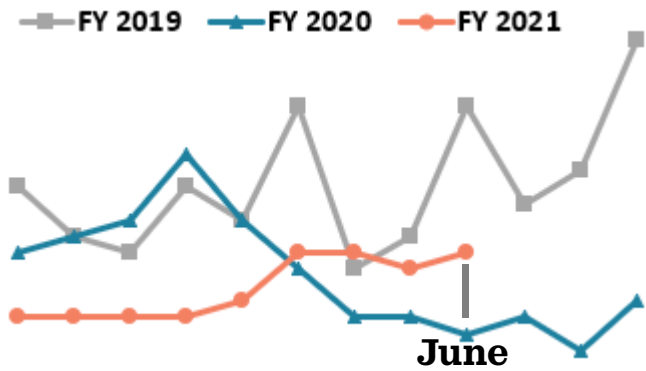
Leisure & Hospitality Jobs



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

Definite Bookings – Meeting/Sports

Bookings



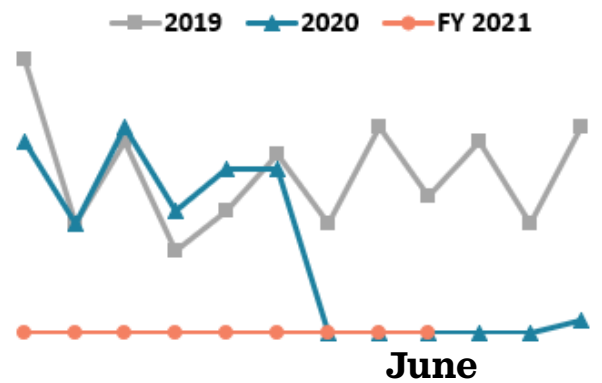
Room nights



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



June

50



Flat

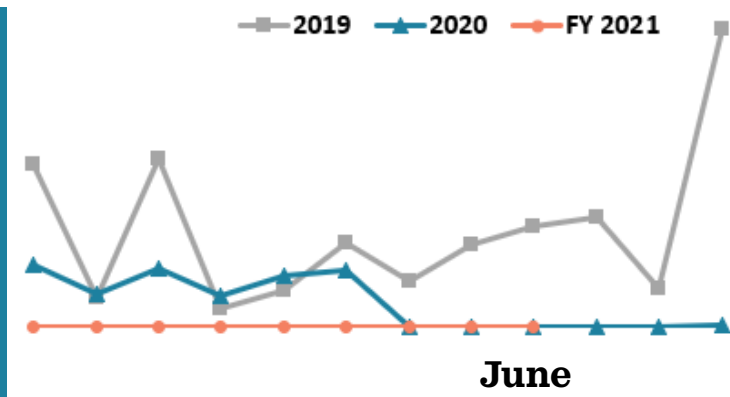
June 2020 - June 2021

Fiscal Year To Date
October - June



(100%)

Room nights



June

4,104



Flat

June 2020 - June 2021

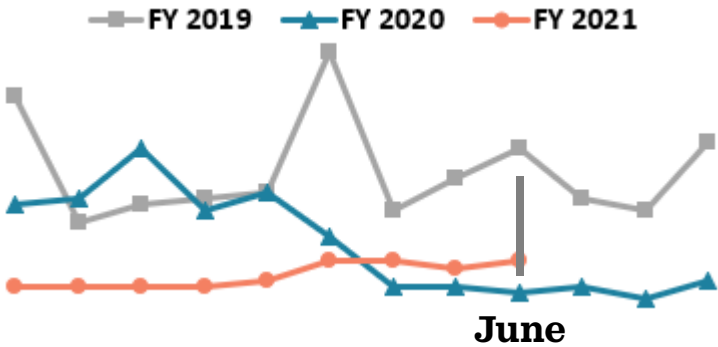
Fiscal Year To Date
October - June



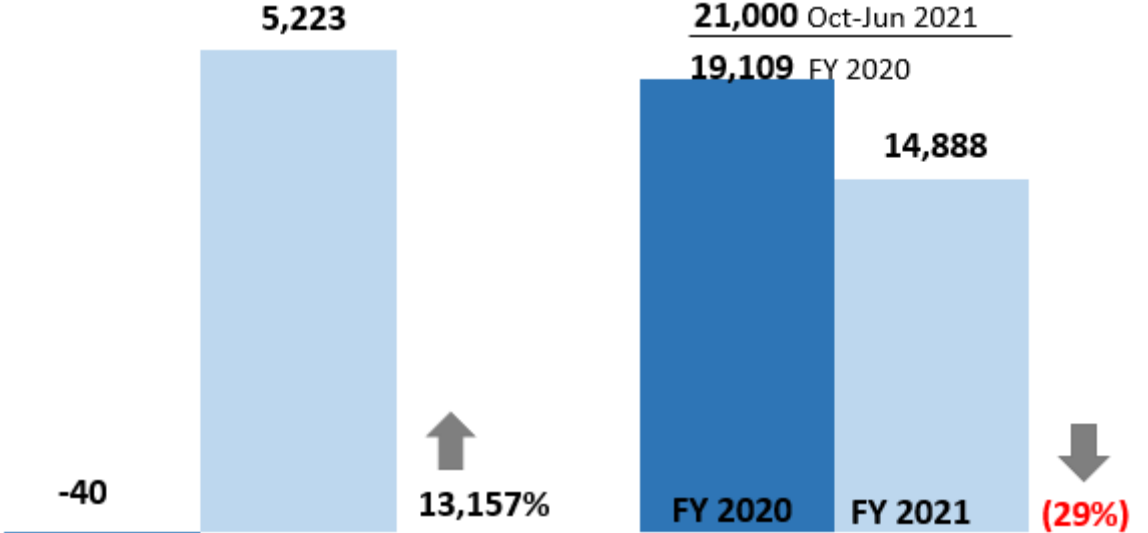
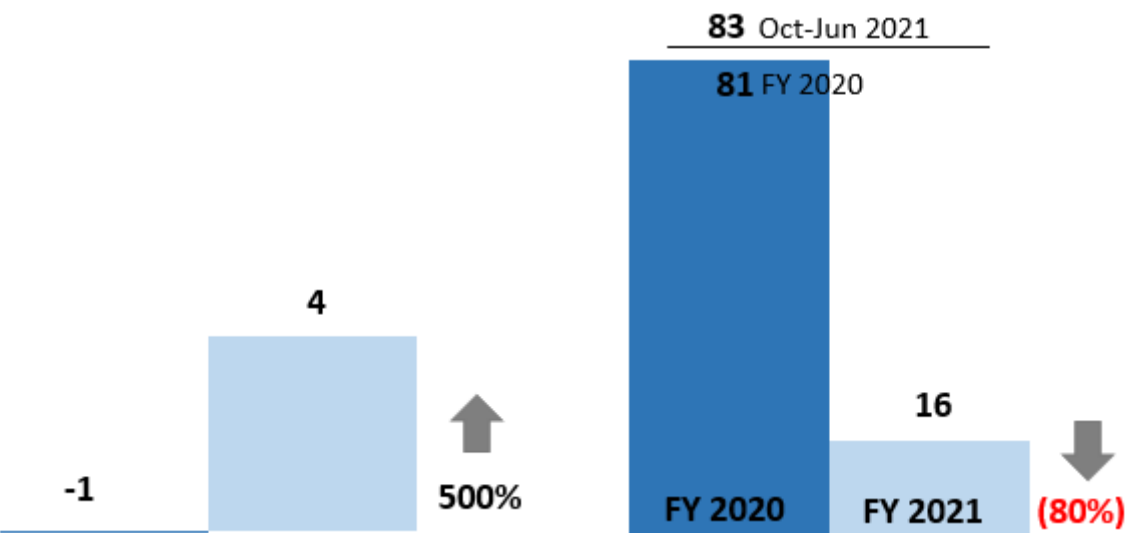
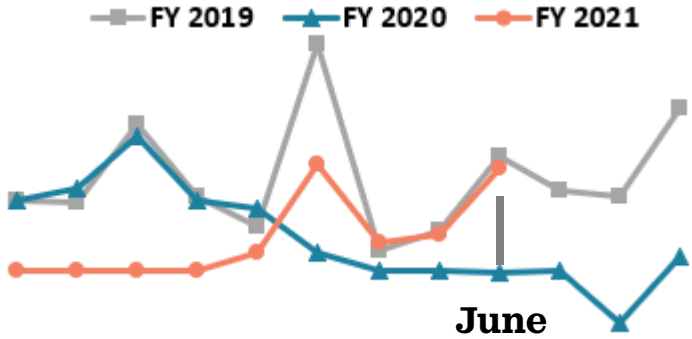
(100%)

Definite Bookings – All Sales

Bookings

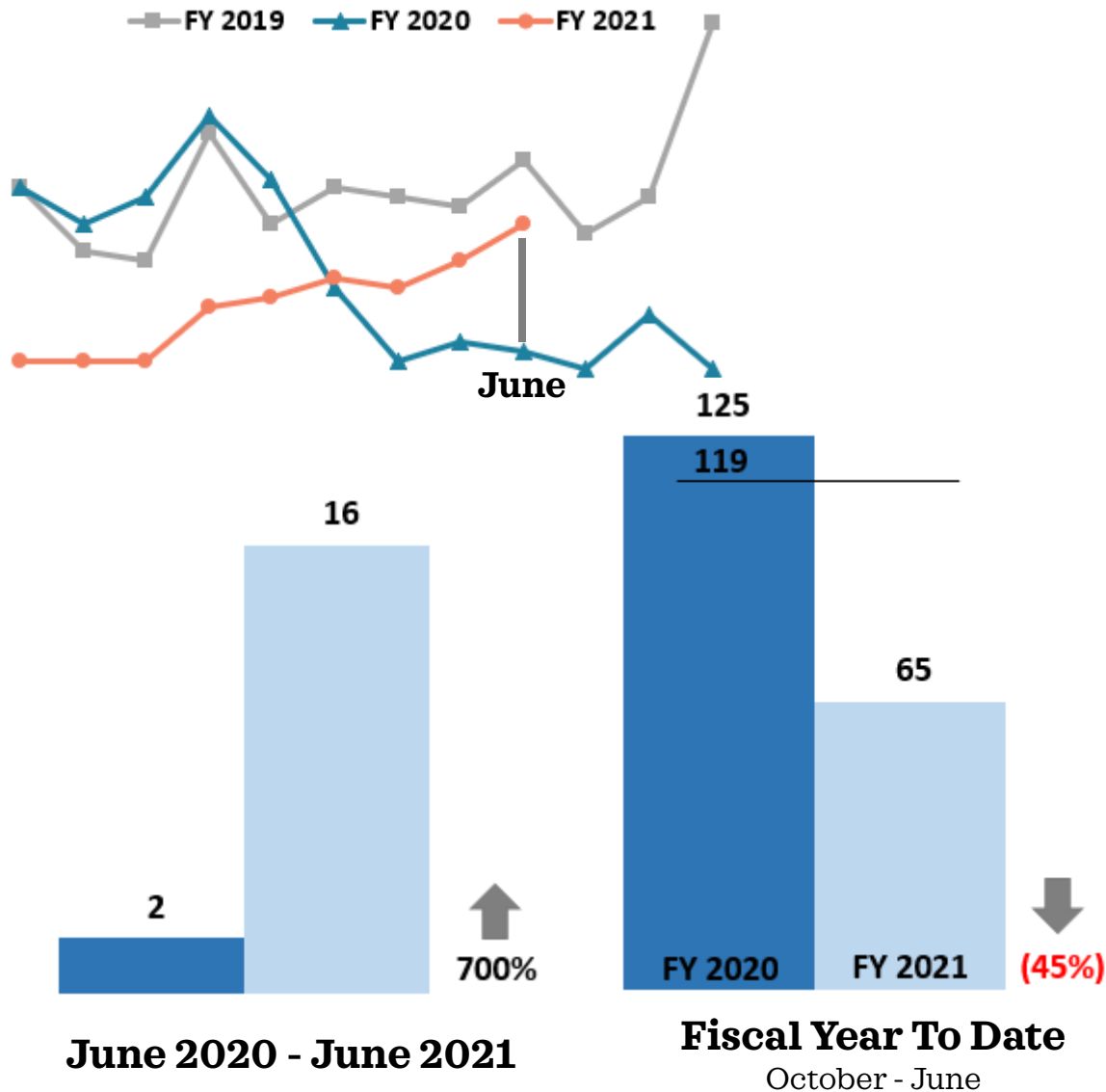


Room nights

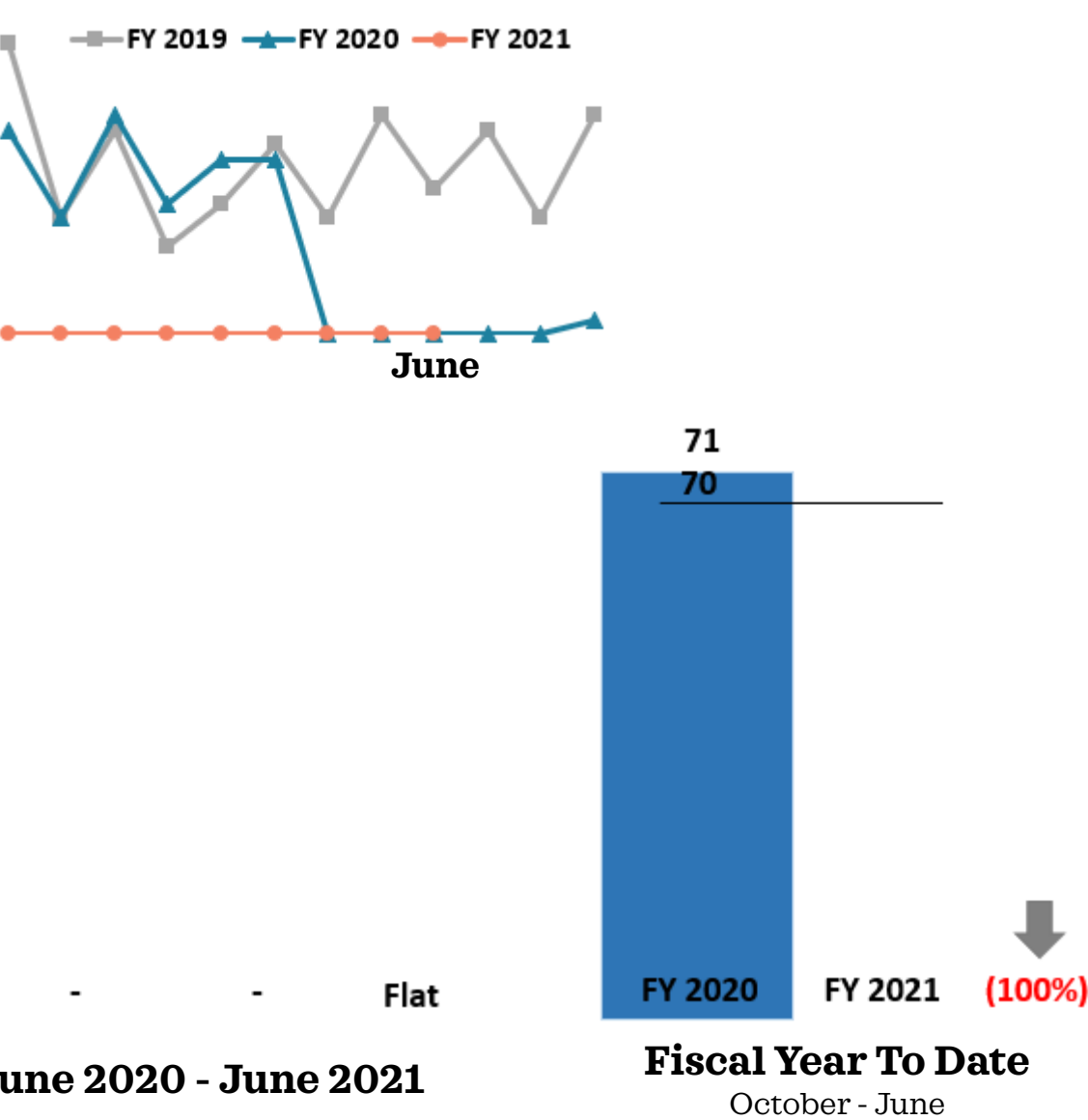


Monthly room night and bookings are higher than the FY 2020 total due to lost business recorded later in the FY year.

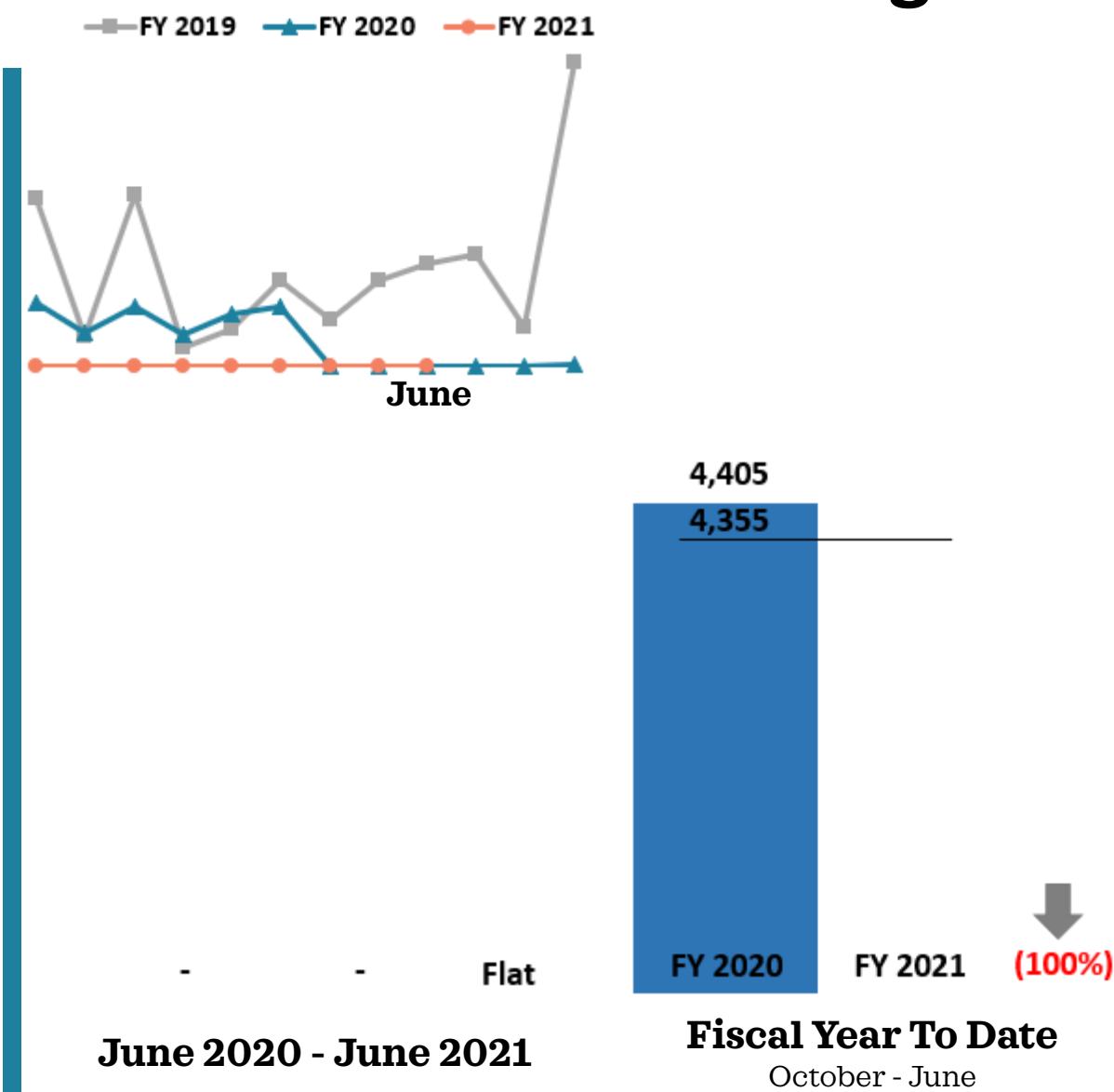
Leads Issued – Meetings/Sports



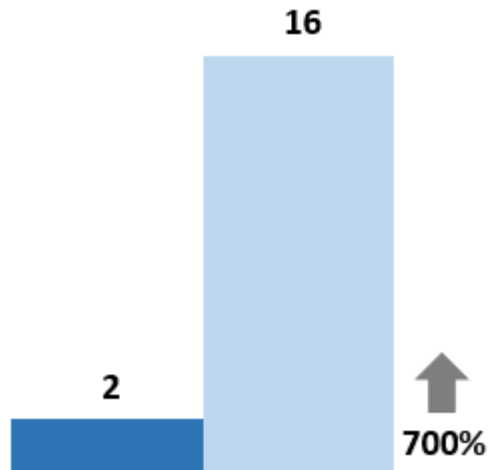
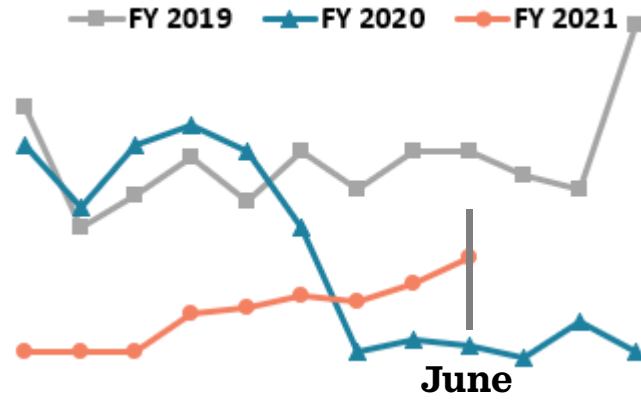
Leads Issued – Leisure



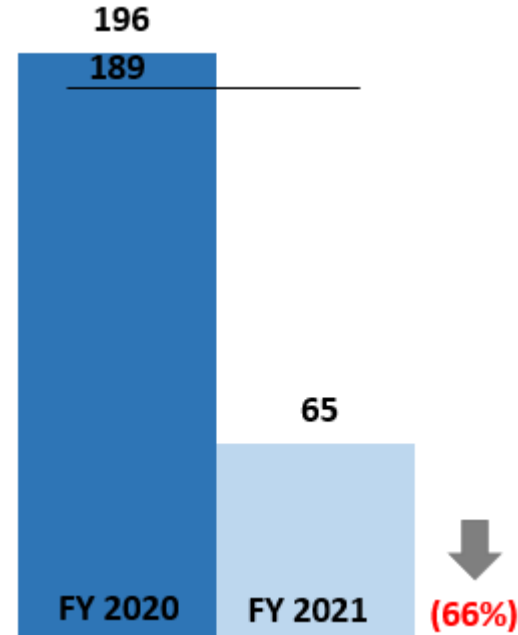
Potential Room Nights



Leads Issued – All Sales

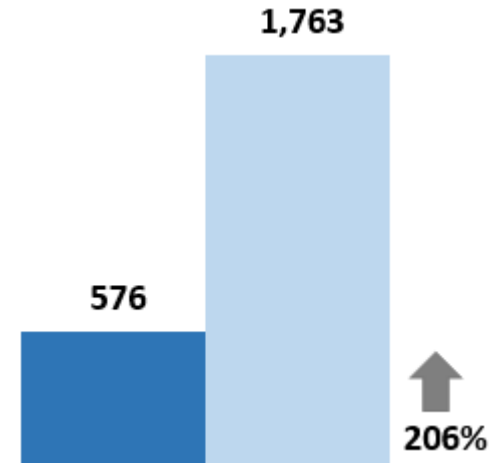
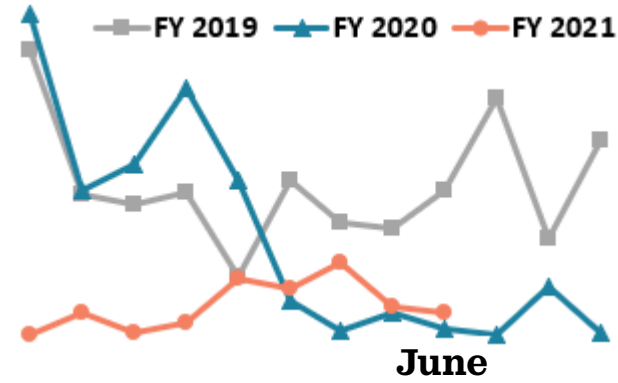


June 2020 - June 2021

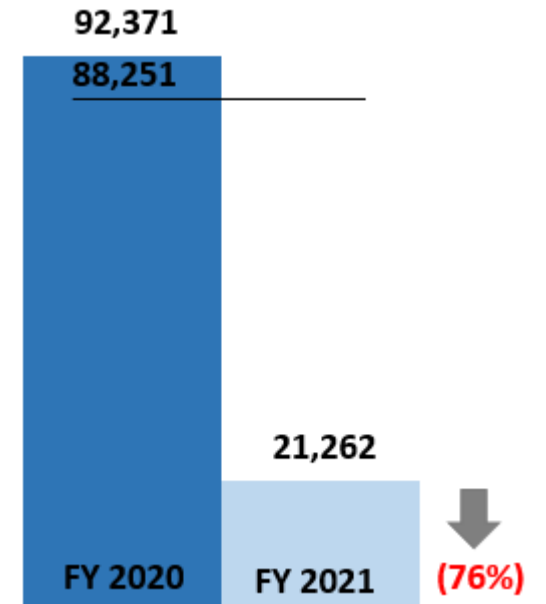


Fiscal Year To Date
October - June

Potential Room Nights

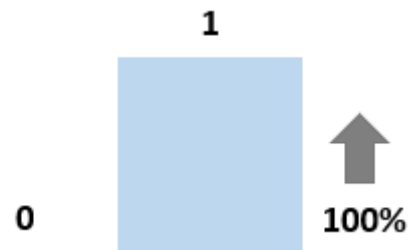


June 2020 - June 2021

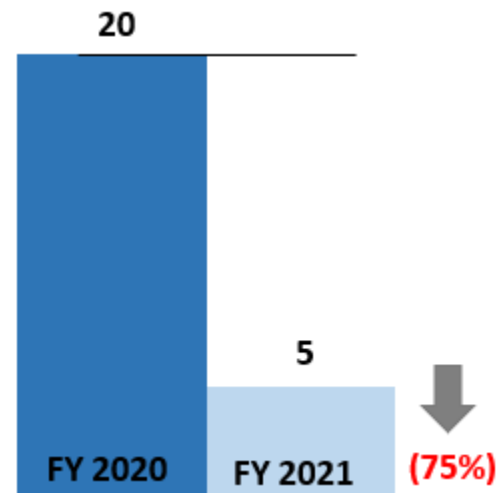


Fiscal Year To Date
October - June

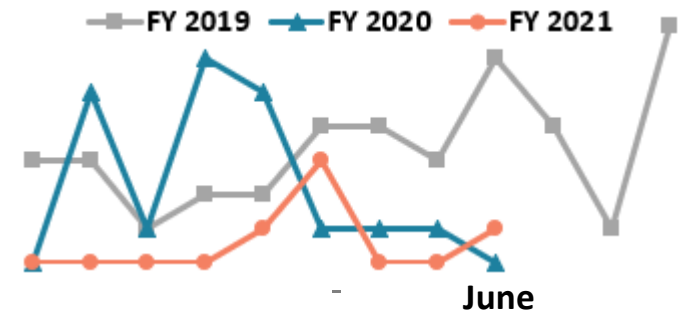
Convention Center Leads



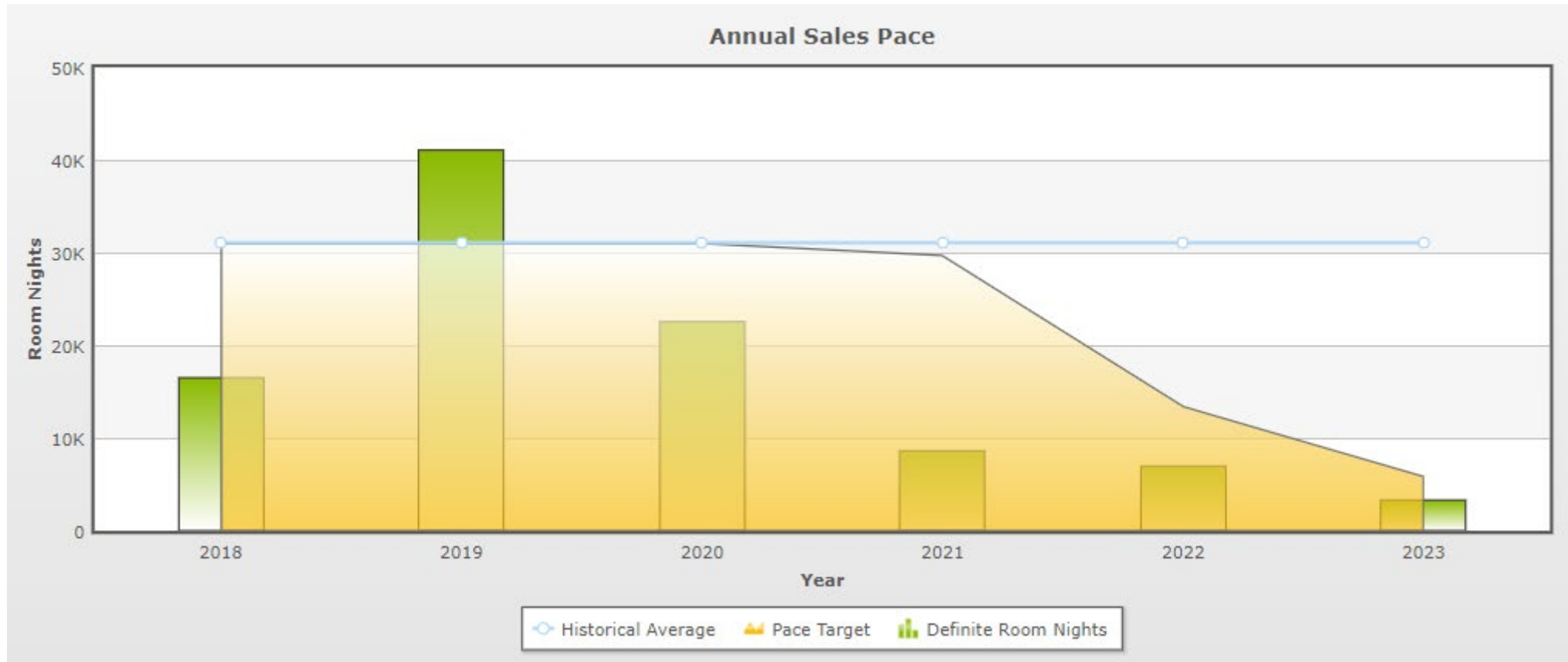
June 2020 over June 2021



Fiscal Year To Date
October - June



Pace Report



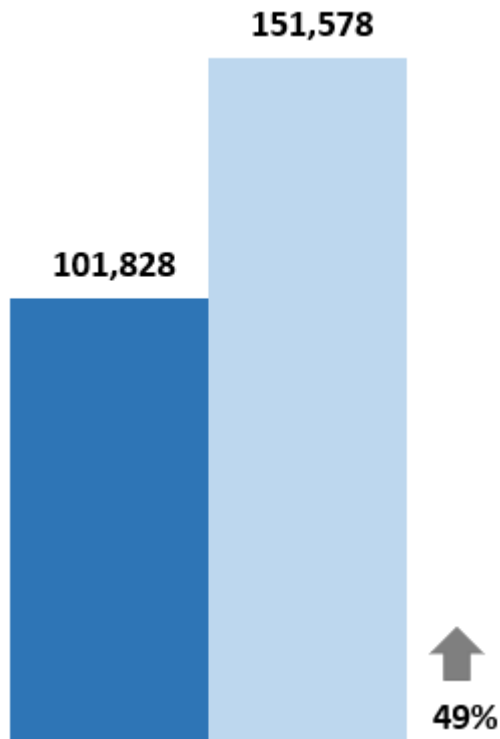
Pace Report - Pipeline



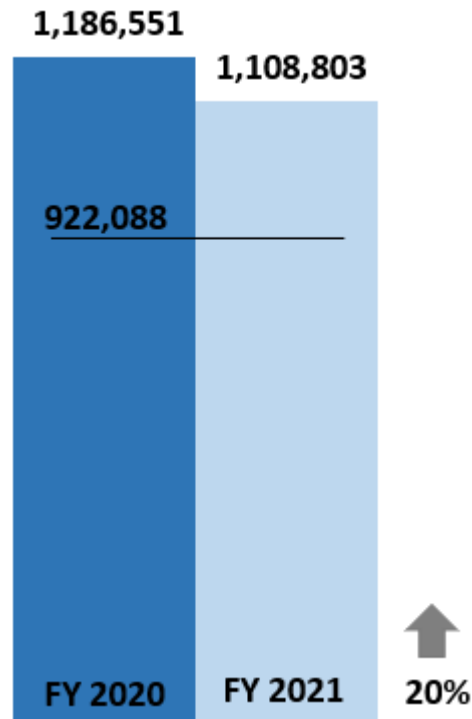
Google Analytics – Users

Traffic Analysis:

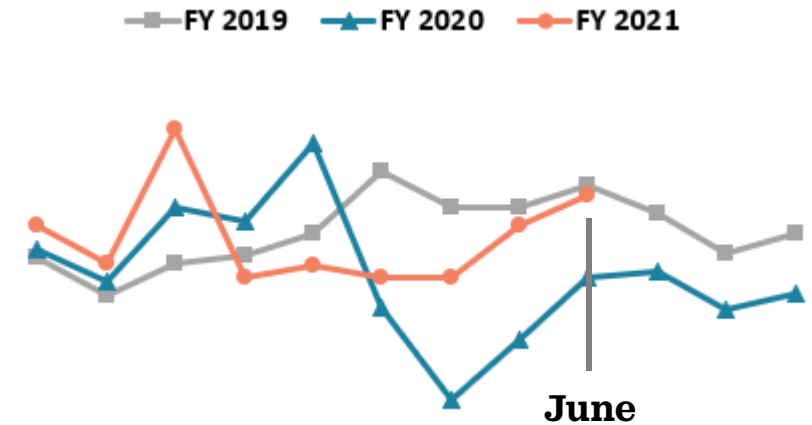
June increased 104% year over year. The site's organic engagement metrics improved year over year as well: pages per session was the only decrease (-0.8%), however, the average session duration increased by 8%, and the bounce rate improved by 2.5%.



June 2020 over June 2021



Fiscal Year To Date
October - June



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 2021	Oct	Nov	Dec	Jan	Feb	Mar	Apr	June	Jun	Jul	Aug	Sep
Newsletter Signup	241	213	497	234	247	325	368	314	464			
Total Active Newsletter Recipients 25,631												
Request the Guide	568	440	542	784	797	1,143	1,080	1,163	1,305			
Digital Guide Views	118	69	88	131	129	196	182	207	259			

Action Taken

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

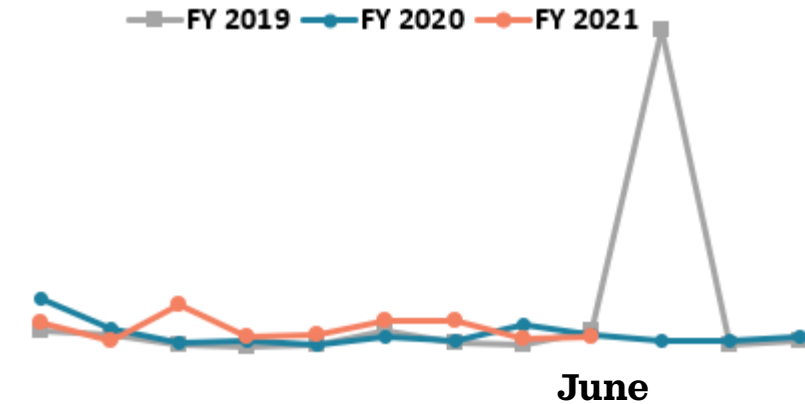
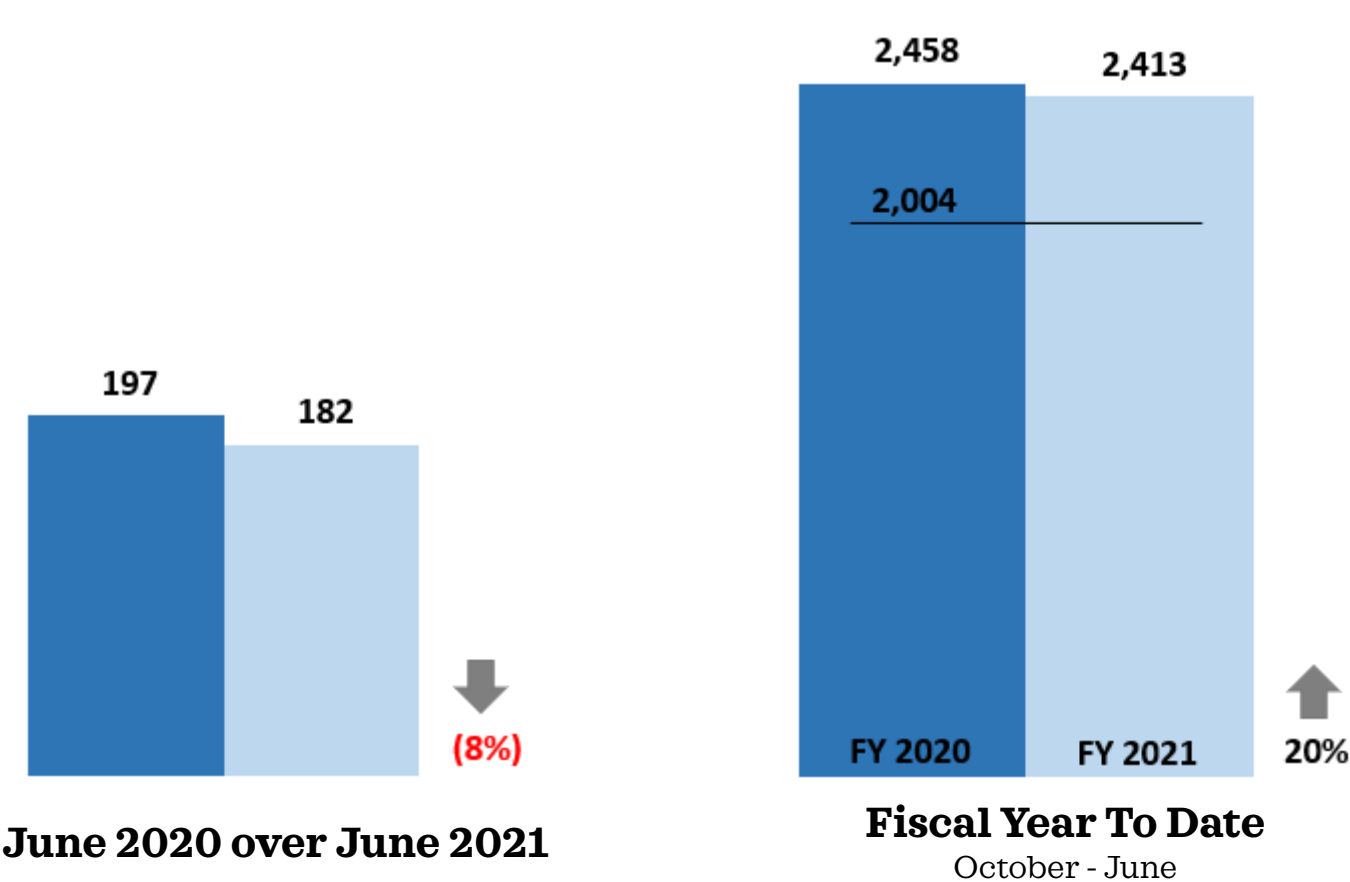
Website Referral - Referrals to partner websites from any of our pages.

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

1,105 - Attraction-pass; 538 - Things to do; 351 - Allegiant Air; 328 - casinos

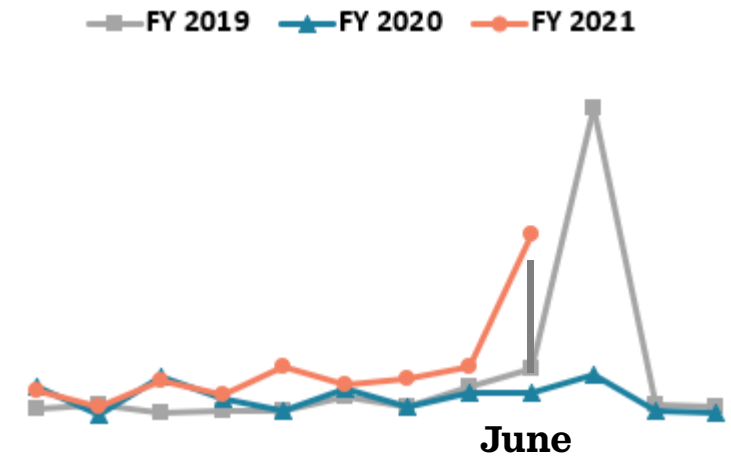
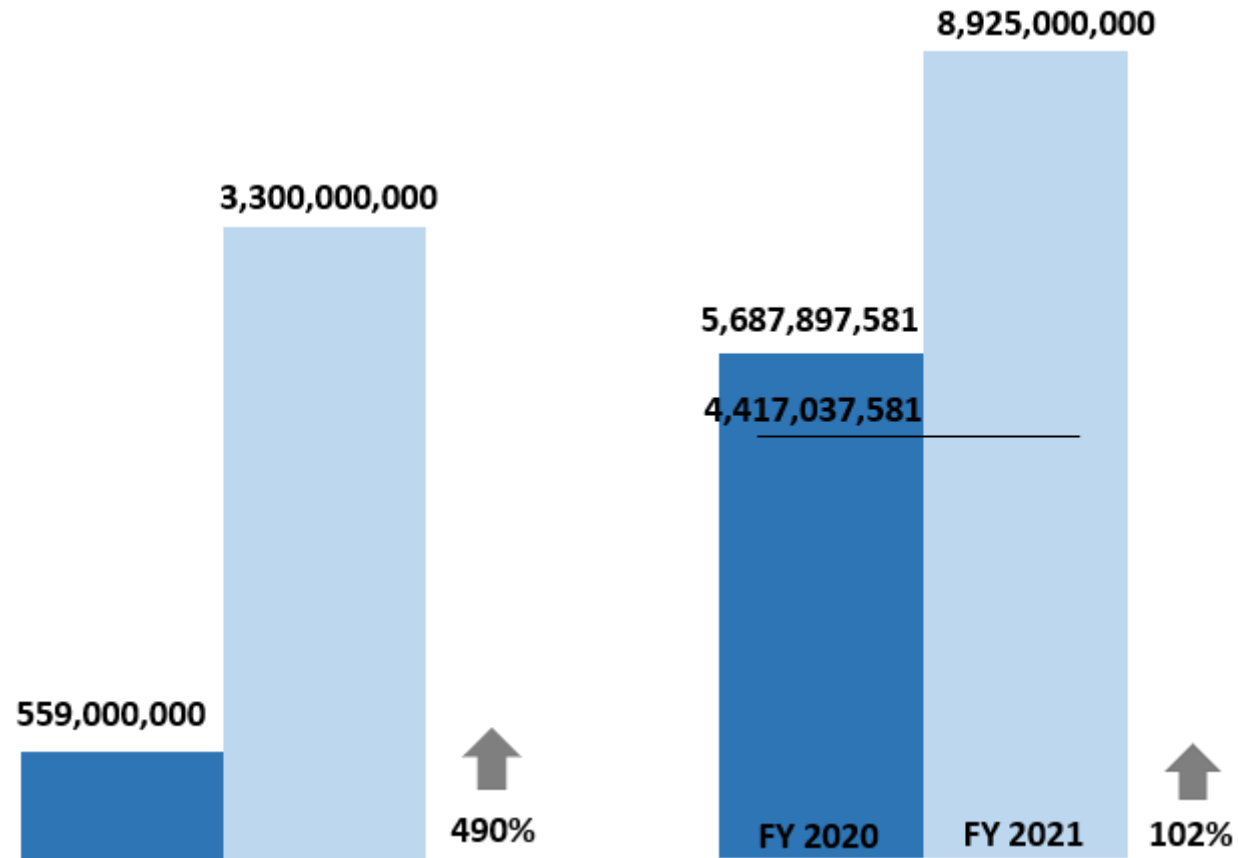
Number of Articles

Significant increase in impressions and AVE, due to top-tier coverage during the month of June (including The TODAY Show, Eater, Atlanta Journal-Constitution, Yahoo!, MSN, USA Today)



Source: Cision

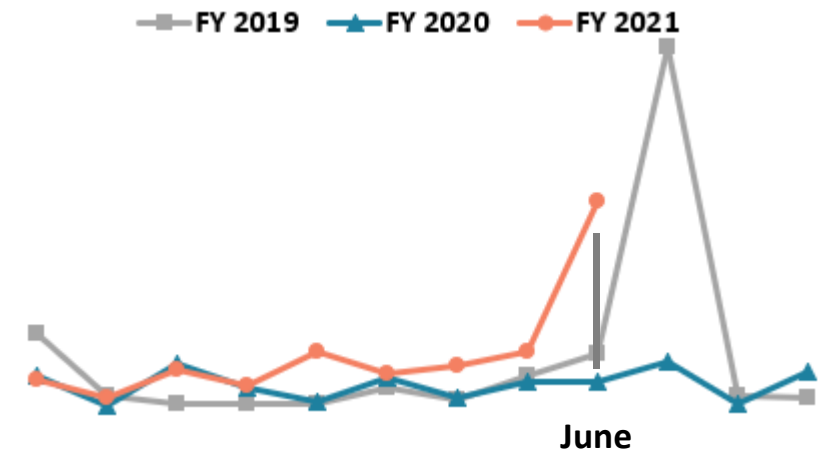
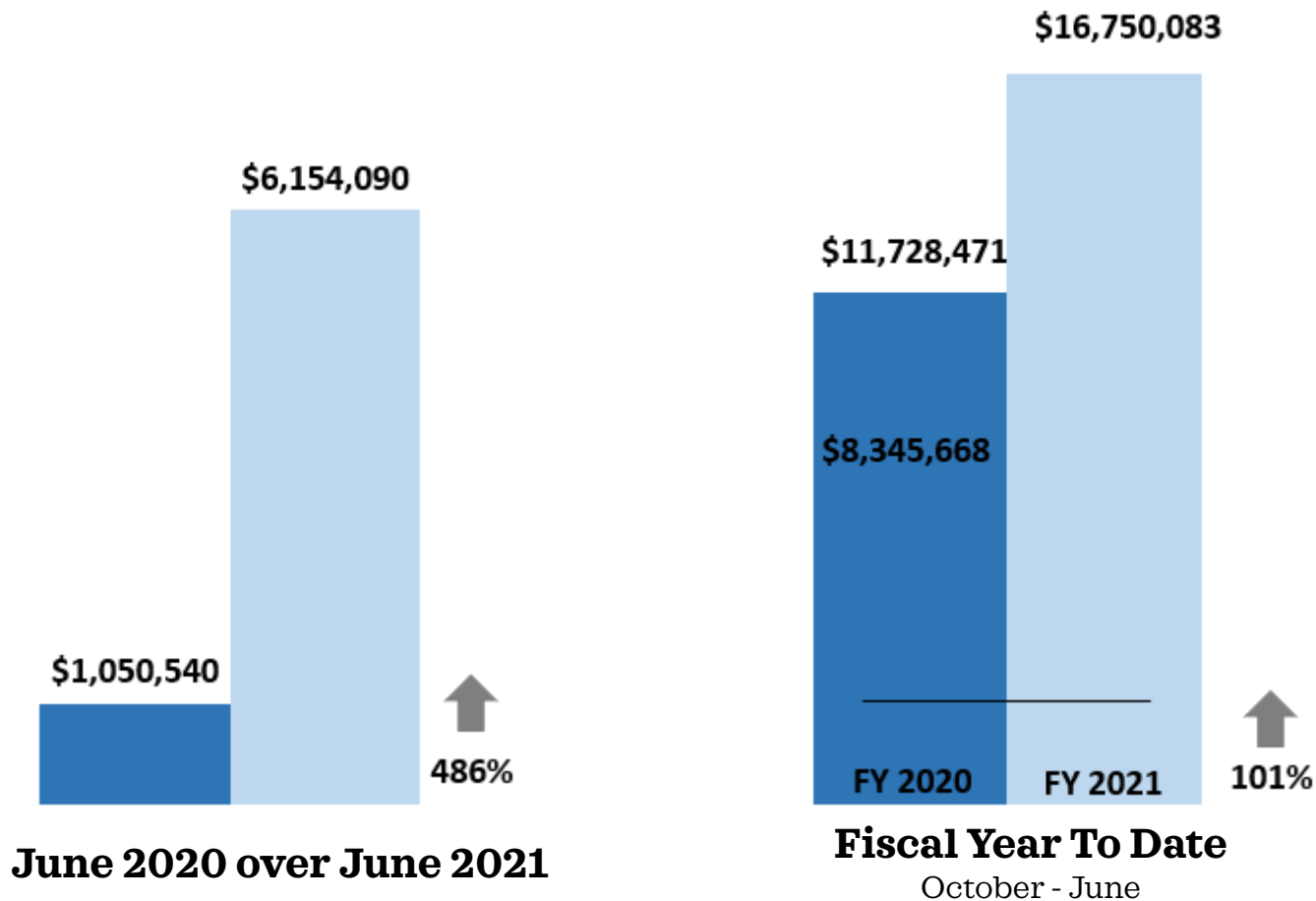
Impressions



June 2020 over June 2021

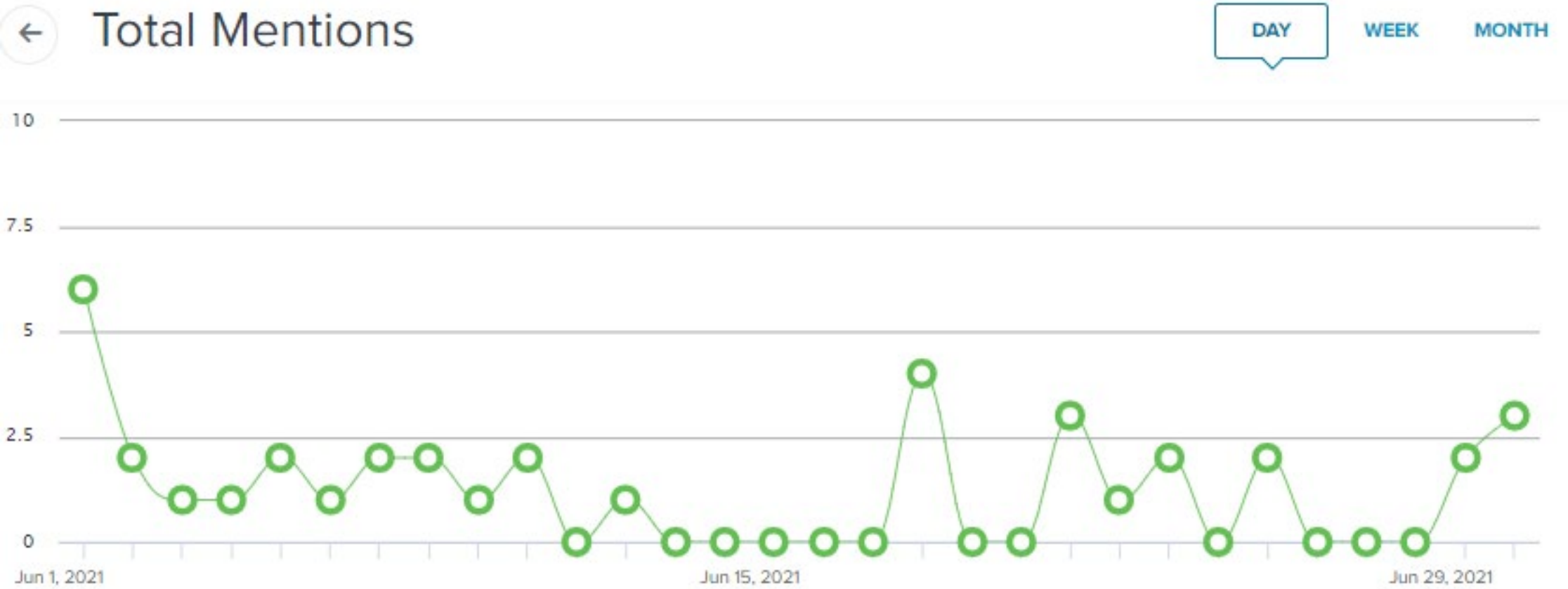
Fiscal Year To Date
October - June

Advertising Value Equivalency



Earned Media

- Content Drivers:
- Outdoor Activities
 - Beach Destinations
 - Family/Multi-Generational Travel
 - Food & Drink



Source: Cision



Your Shot job fair opens doors for employees, vendors



GULFPORT, Miss. (WLOX) - Dozens of businesses on the Coast are working to fill open positions, and Monday they had a chance to accelerate the process through Coastal Mississippi's Your Shot Tourism and Hospitality Job Fair.

For Jamie Howell, the motto is "have job, will adjust her schedule." Howell is a psychology professional who's motivated to learn more about what makes us tick.

"We moved to the Coast about a year ago just before COVID hit, so it's a new experience for me to learn about the Coast and what's here," Howell said. "Right now, I have a job but I'm looking for better opportunities, better advancement. Something more in line with my education."

While Howell worked the room, Jackson State senior Walneka Holmes wrote up a proactive plan to be part of the Coast workforce when she graduates later this year.

Local Media Coverage - Assisted



Coastal Mississippi hosted 'Your Shot' Tourism and Hospitality Job Fair



Coastal Mississippi hosted a 'Your Shot' Tourism and Hospitality Job Fair and Vaccine Drive in partnership with Mississippi Power and Singing River Health System.

Many gathered at Courtyard by Marriot in Gulfport, ready to secure a job. Over 25 businesses set up, waiting to hire people on the spot.

The event provided industry businesses with a chance to find, attract, and engage qualified hospitality talent to fill current or future roles.



From the beach to the winery, the best summer getaway spots close to home



Mississippi is also home to 62 miles of a scenic shoreline. This hidden gem is perfect if you are looking to avoid large crowds. Gulfport also produces 69% of the nation's domestic shrimp, so dining options for seafood fans are abundant. The area's ferry service brings travelers to some of the last undeveloped barrier islands in America where you can enjoy stunning natural beaches, birding and shelling.

The Atlanta Journal-Constitution

Reeling in Gulf shrimp and making it star of recipes

Jonathan McLendon, born and raised in Biloxi, Mississippi, is co-owner of [Biloxi Shrimp Co.](#) He and partner Mark Mavar are buying off those large shrimp boats whose modern technology and GPS tracking allow them to catch seafood not only in the Gulf but up and down the southeast Atlantic coast as well. McLendon says a captain and two or three deckhands can stay out for weeks because they have the ability to freeze the shrimp right on the boat.

At White Pillars in Biloxi, shrimp can appear in more than a dozen dishes. Shrimp and grits? Yes. Shrimp in a seafood tower, shrimp ceviche, shrimp pad thai, shrimp corndogs made with hush puppy batter, skewered whole shrimp — all are on the menu. For our story, White Pillars' Austin Sumrall and two other chefs shared their recipes for Gulf-influenced takes on shrimp salad.

9 Charming Coastal Towns To Visit In Mississippi



Beautiful coastal towns may not be the first thing that comes to mind when thinking of Mississippi; however, this southern state has quite a few. Twelve cities make up the counties of Jackson, Harrison, and Hancock in Coastal Mississippi. Landlocked on all sides but the fourth, Mississippi has 62 miles of charming coastline.

15 Restaurants Worth a Drive Out of New Orleans

Some of the best restaurants in the Gulf South are within a two hour road trip of New Orleans

14. White Pillars Restaurant and Lounge

1696 Beach Blvd
Biloxi, MS 39531

(228) 207-0885
[Visit Website](#)

White Pillars is a showstopping space, an old mansion restored to its original 1905 splendor after suffering significant Hurricane Katrina damage. The setting is a beautiful backdrop for James Beard Award nominated chef Austin Sumrall's unfussy mix of Cajun, Creole, and new Southern cuisine.

15. Vestige

water just hours ago, having!

Josephine, an original menu | 715 Washington Ave
Ocean Springs, MS 39564
mozzarella and hollandaise,!

(228) 818-9699
[Visit Website](#)

James Beard award nominee Alex Perry works his magic at **Vestige**, an intimate bistro in downtown Ocean Springs. The menu combines contemporary American cuisine with Japanese influences, delivering a farm and Gulf to table experience, with just caught seafood, wagyu steaks, and museum-quality composed plates of greens and vegetables. The chef's four course tasting menu is \$70 per person, an experience that would easily be twice the price in the big city. Make your reservation now. And go to the Walter Anderson Museum while you're there.

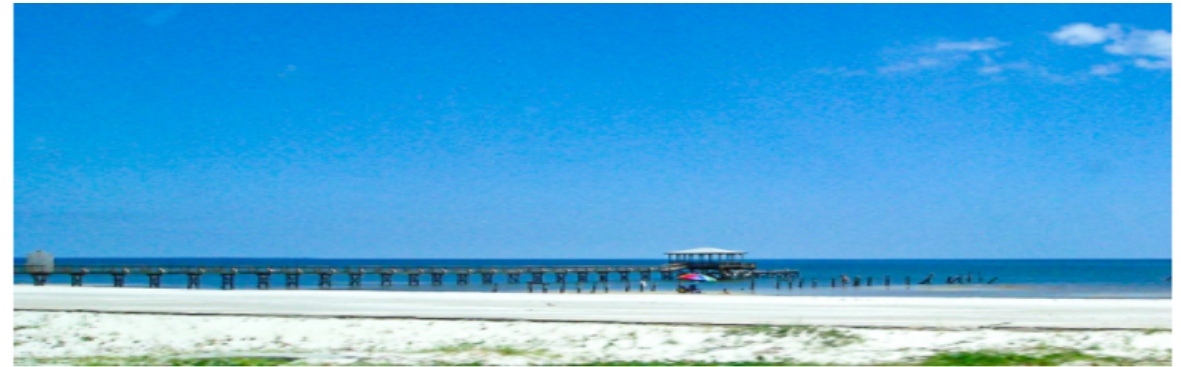


12 Best Places for Public Art on the Mississippi Secret Coast



— **MISSISSIPPI SECRET COAST** — There's a secret coast in Mississippi. It's made up of 12 unique towns. These neighboring cities span 62-miles along the gleaming shores of the Gulf of Mexico.

12 Coastal Mississippi Waterfront Restaurants



– **COASTAL MISSISSIPPI** – The Secret Coast of Mississippi is a lesser-known culinary hotspot with influences from all over the globe. These gulf coast communities boast the freshest seafood, Cajun flare, as well as delicately prepared steaks and BBQ. Part of the allure of Coastal Mississippi is the large selection of waterfront restaurants where you can enjoy the best cuisine the coast offers alongside a beautiful Gulf view.

Coastal Mississippi Assisted Media Coverage

THE BABY BOOMER'S GUIDE TO TRAVEL

My Itchy Travel Feet

THE ULTIMATE MISSISSIPPI GULF COAST ROAD TRIP 3-DAY ITINERARY



Are you looking for a Mississippi Gulf Coast road trip itinerary? You know how baby boomer travelers feel about **road trips**, especially if beaches and **southern cuisine** are involved.

Teresa Otto shares her experience traveling along the Mississippi Gulf Coast, also known as the Secret Coast, on a three-day road trip. Get ready for beautiful beaches, delicious food and that special **Mississippi** vibe.

Mississippi's Secret Coast is lined with miles of white sandy beaches and towering live oak trees. As I drove the 50-mile road trip along Highway 90, on what was called the Old Spanish Trail, I cruised through quaint, Mississippi Gulf coast towns with antebellum mansions and historic buildings that stood when the road opened in the 1920s. Somehow these buildings survived Hurricanes Camille and Katrina that battered the coast in 1969 and 2005.



Travel with Terri to Mississippi's Secret Coast










The Mississippi Gulf Coast is a very special place to me. It's in my home state and where I have made so many wonderful memories though out the years. It's even where I took my first family vacation!

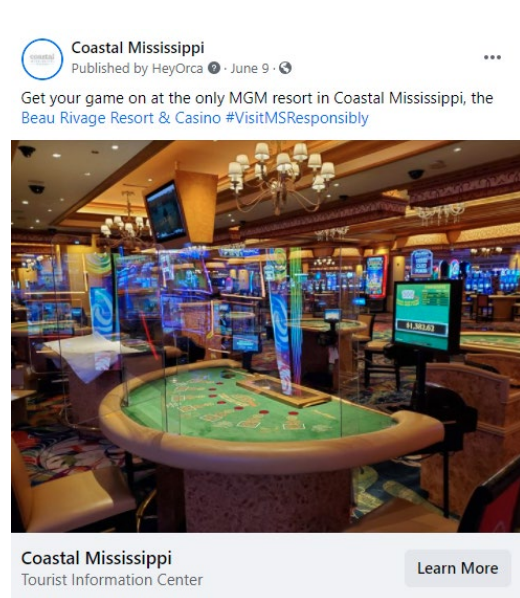
Many people don't seem to know a lot about this deep south jewel. This "Secret Coast" has astounding natural beauty and is honestly, the perfect year-round destination. There is an incredible amount to do, see and experience across the entire Coast of Mississippi: from outdoor activities, such as kayaking, boating, fishing and hiking, to a wide variety of attractions, museums, festivals, world-class gaming, and championship golf courses. And when it comes to food, this is one of my favorite places! Here you will eat the best and freshest seafood on

the planet!

Coastal Mississippi Assisted Media Coverage

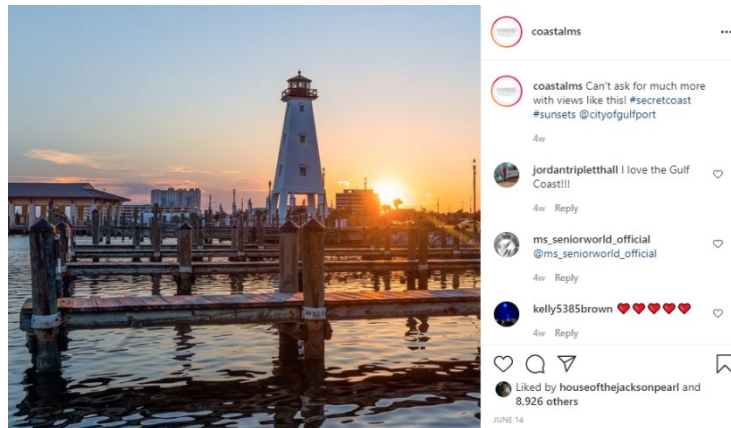
Social Media Metrics

							
Monthly Increase	1,913	-1	2	379	13,832	40	16,166
June 2020	158,781 Facebook (Total Likes)	15,387 Twitter (Total Followers)	977 Pinterest (Total Followers)	16,745 Instagram (Total Followers)	1,804,275 YouTube (Lifetime Followers)	5,717 LinkedIn Total Followers	2,001,882 Total



Facebook
Get Your Game on Post

155,400 impressions
124 interactions



Instagram
Monday Sunset Post

58,800 impressions
371 interactions



Twitter
Monday Sunset Post

3,190 impressions
112 interactions



LinkedIn
Visit Coastal MS Blog

1,667 impressions
105 interactions

SOCIAL MEDIA