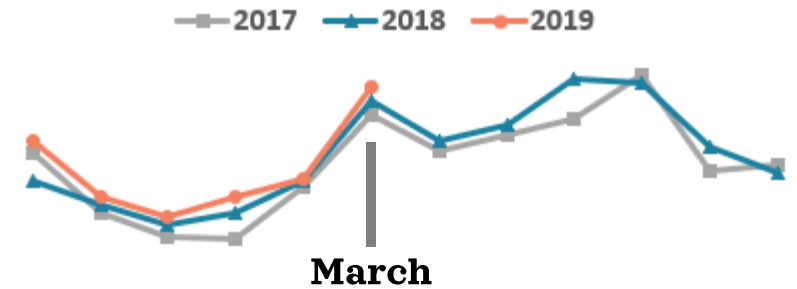
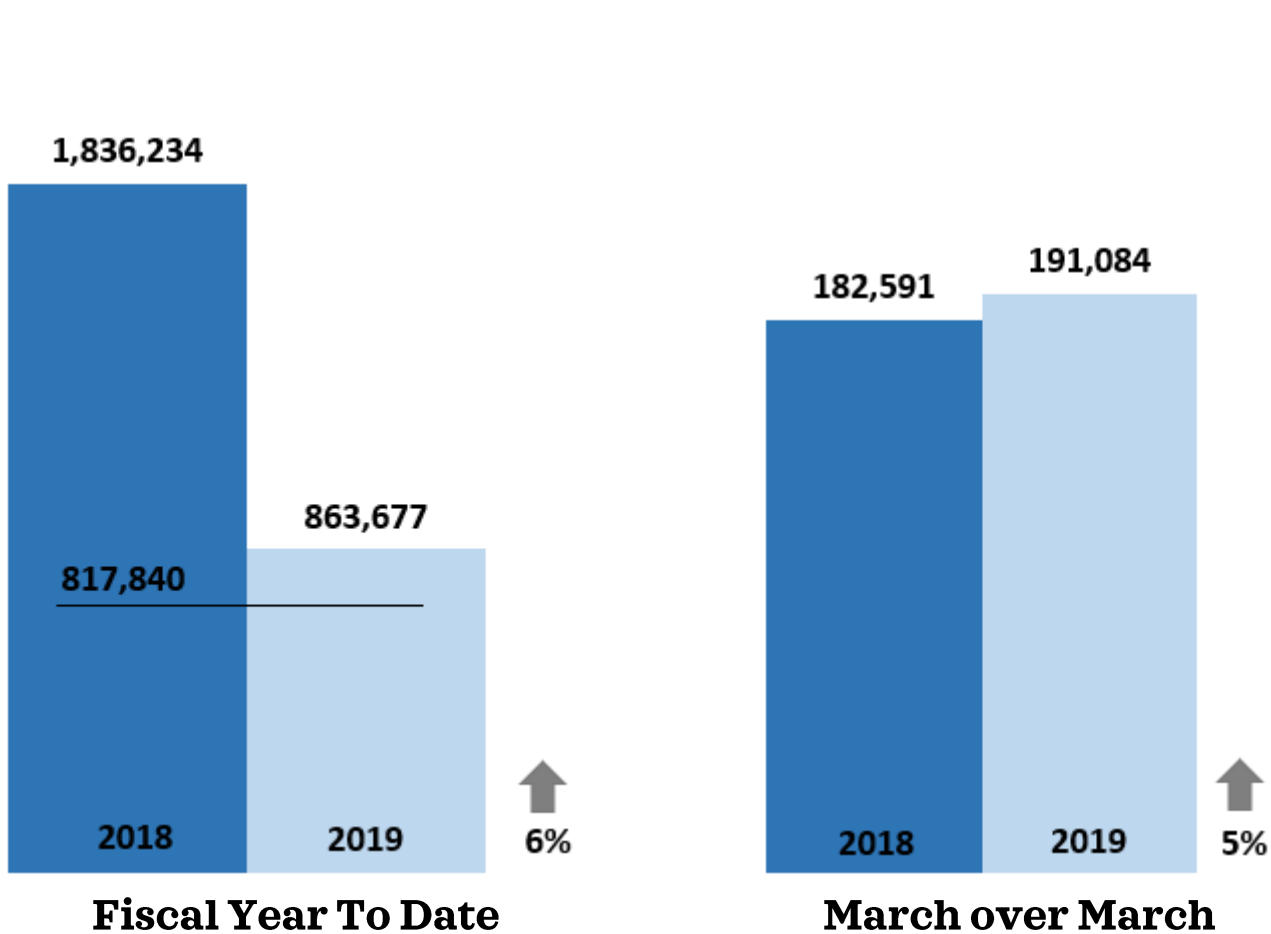


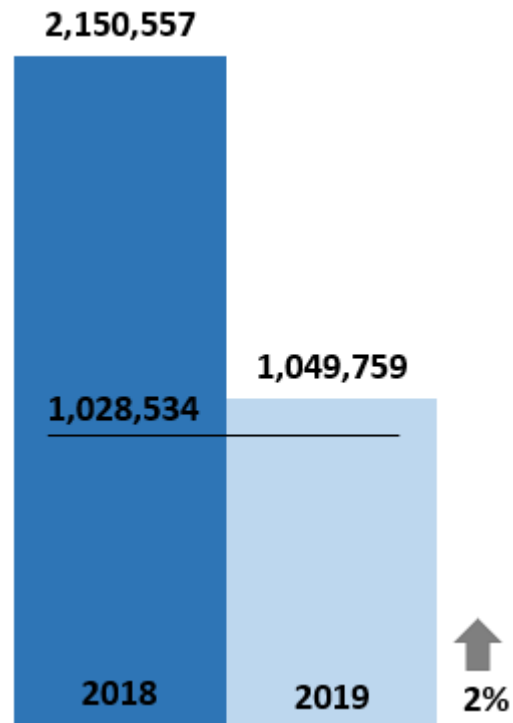
coastal MISSISSIPPI *— The Secret Coast —*

- Key Performance indicators
- March 2019

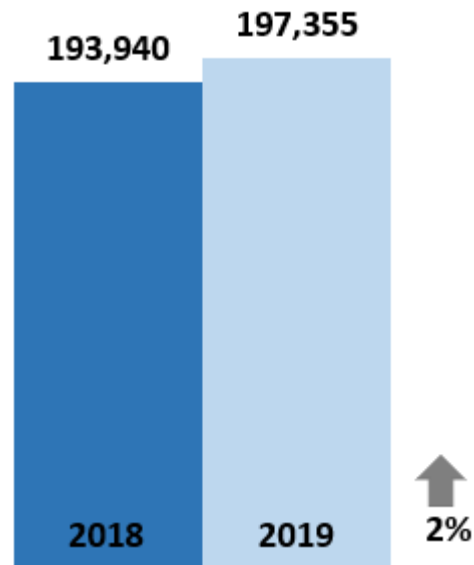
Non-Casino Rooms Sold



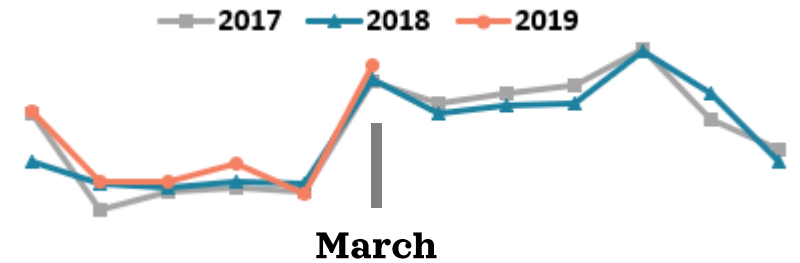
Casino Rooms Sold



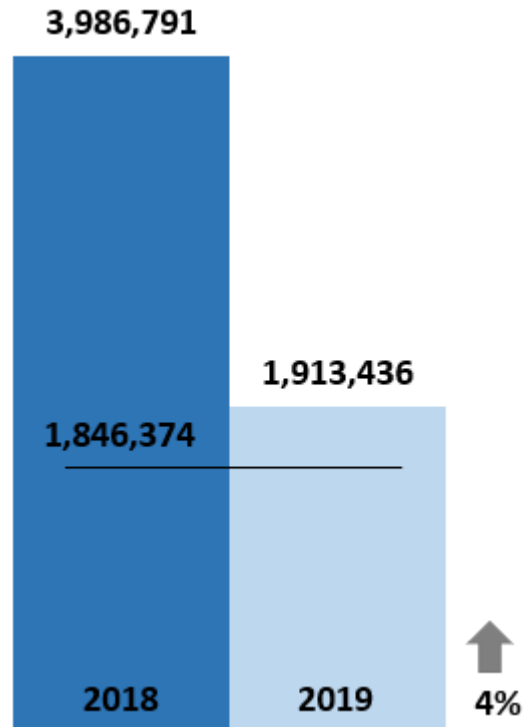
Fiscal Year To Date



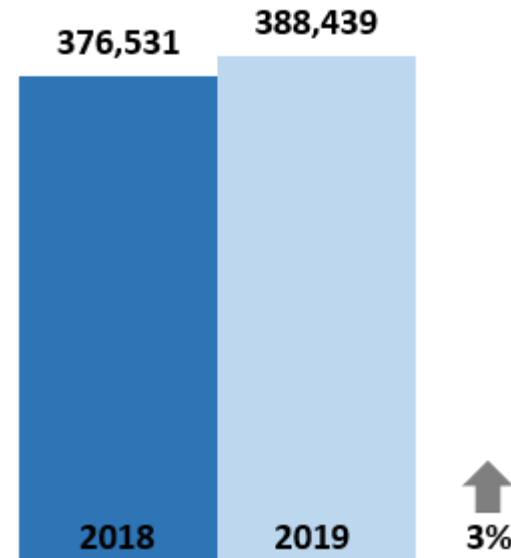
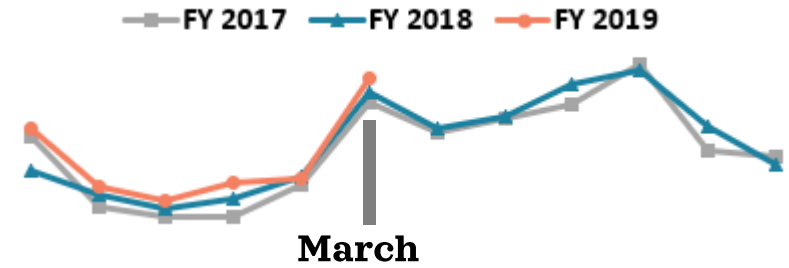
March over March



All Rooms Sold

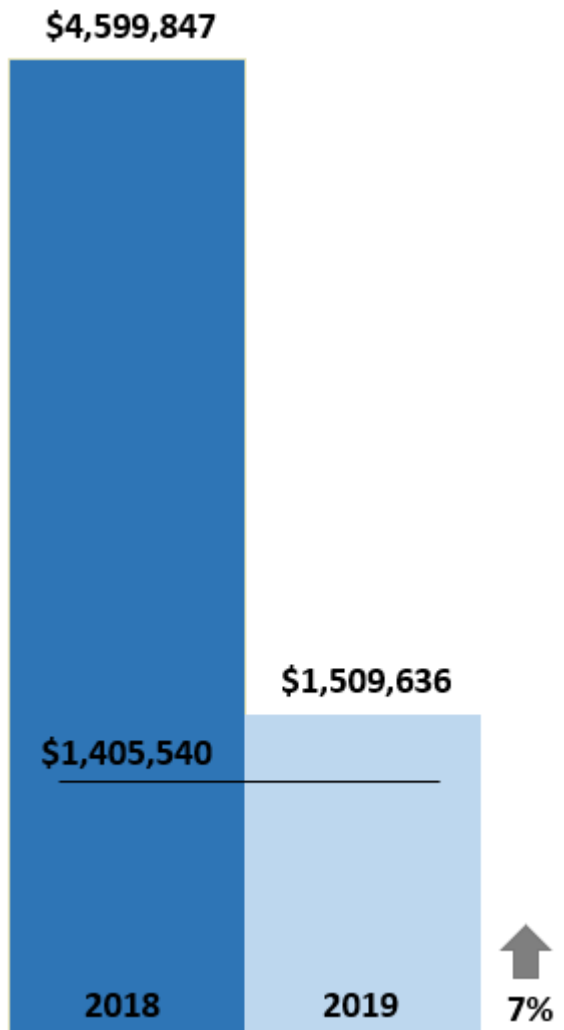


Fiscal Year To Date

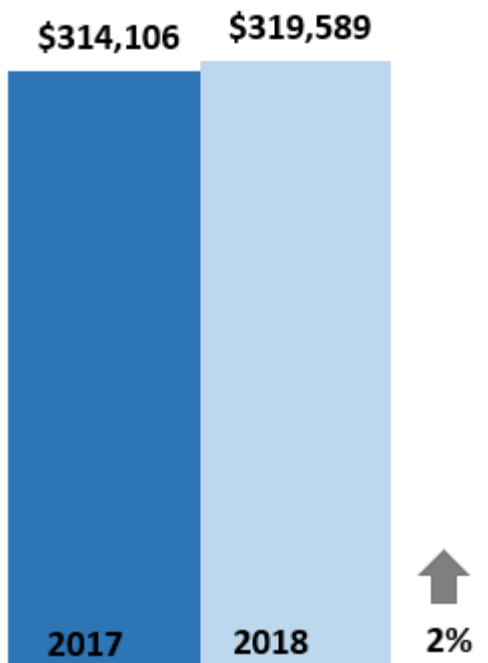


March over March

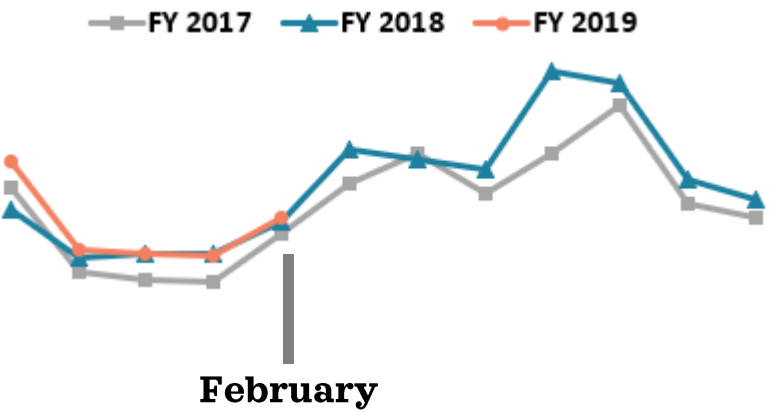
Occupancy Tax Receipts



Fiscal Year To Date

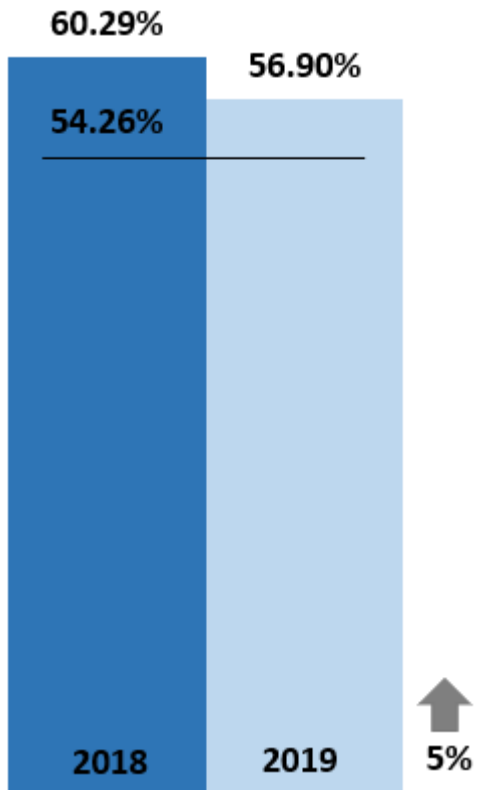


February over February



Source: MS Department of Revenue

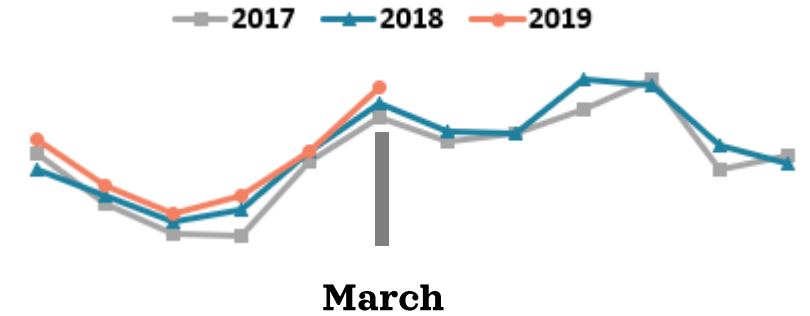
Non-Casino Occupancy



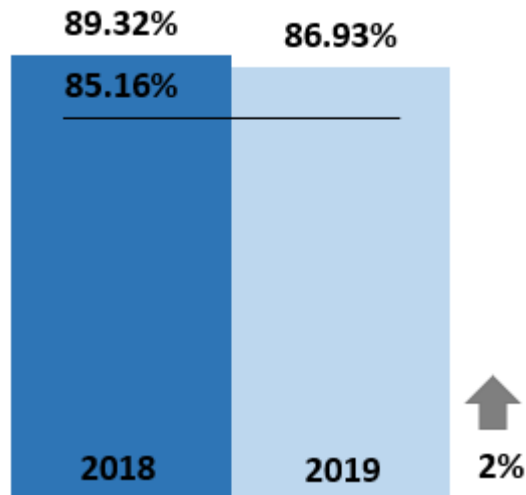
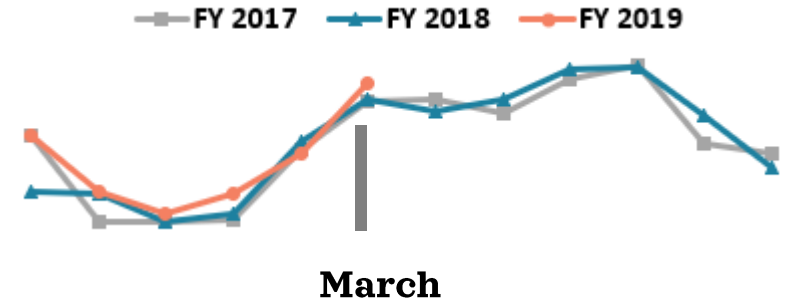
Fiscal Year To Date



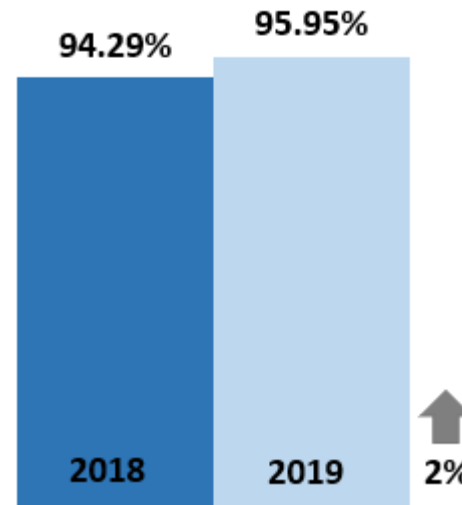
March over March



Casino Occupancy

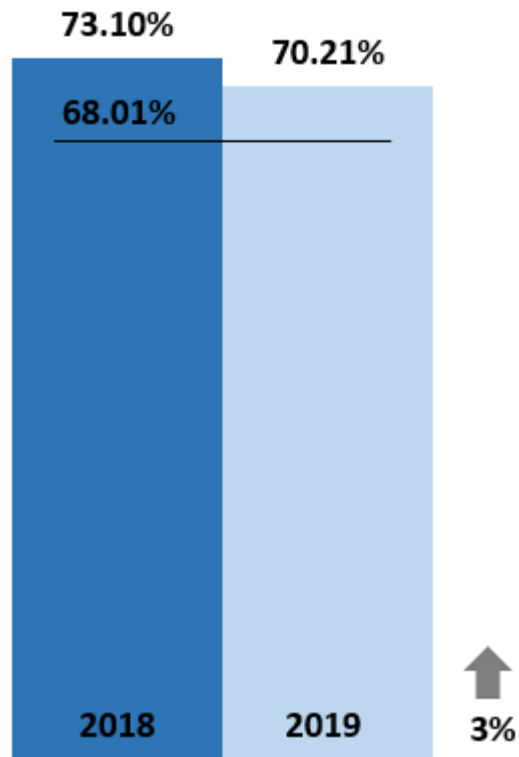


Fiscal Year To Date



March over March

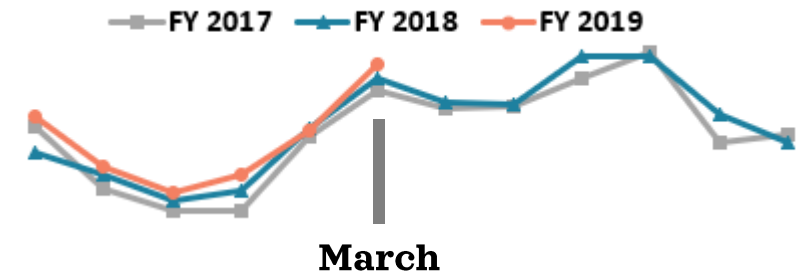
All Occupancy



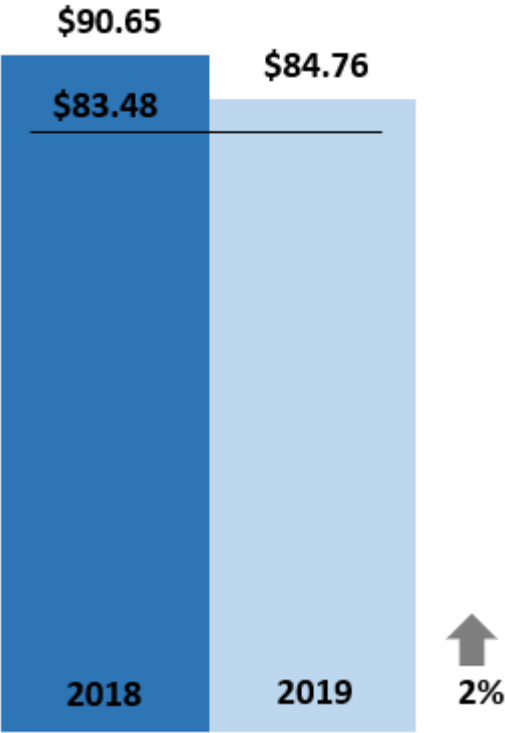
Fiscal Year To Date



March over March



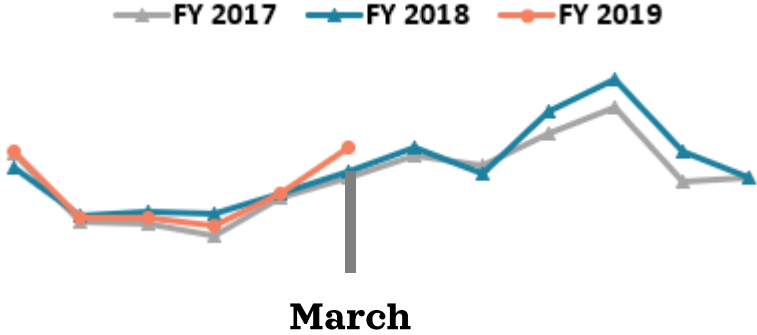
Non-Casino ADR



Fiscal Year To Date

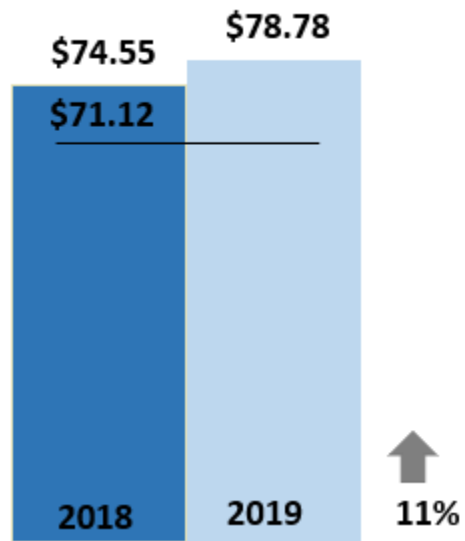
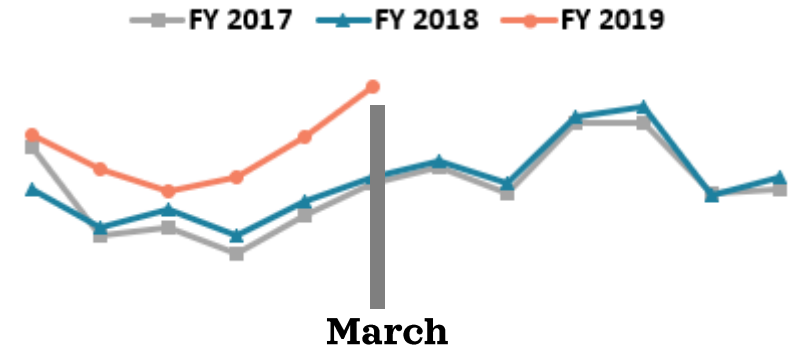


March over March

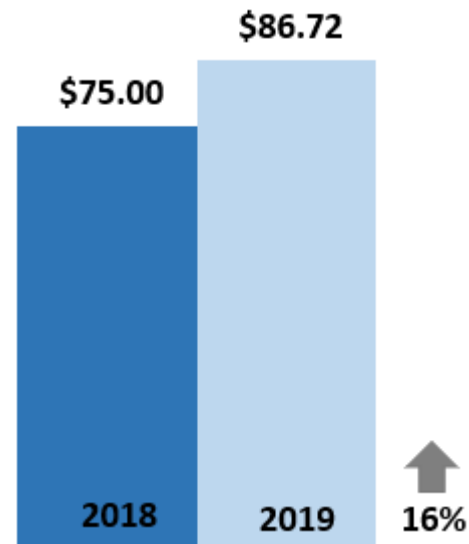


Source: STR

Casino ADR

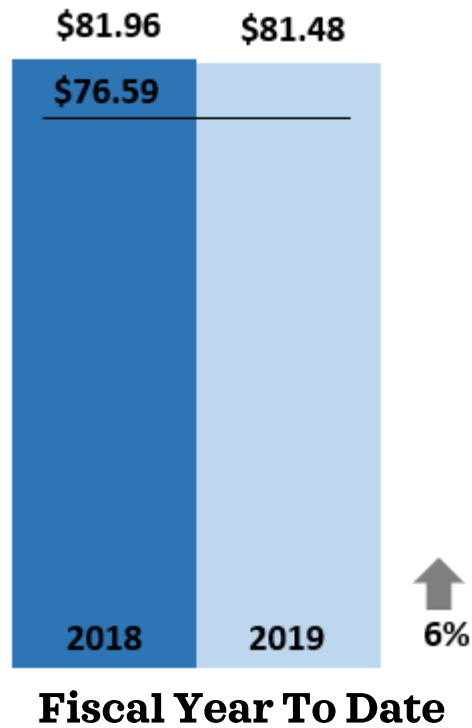


Fiscal Year To Date

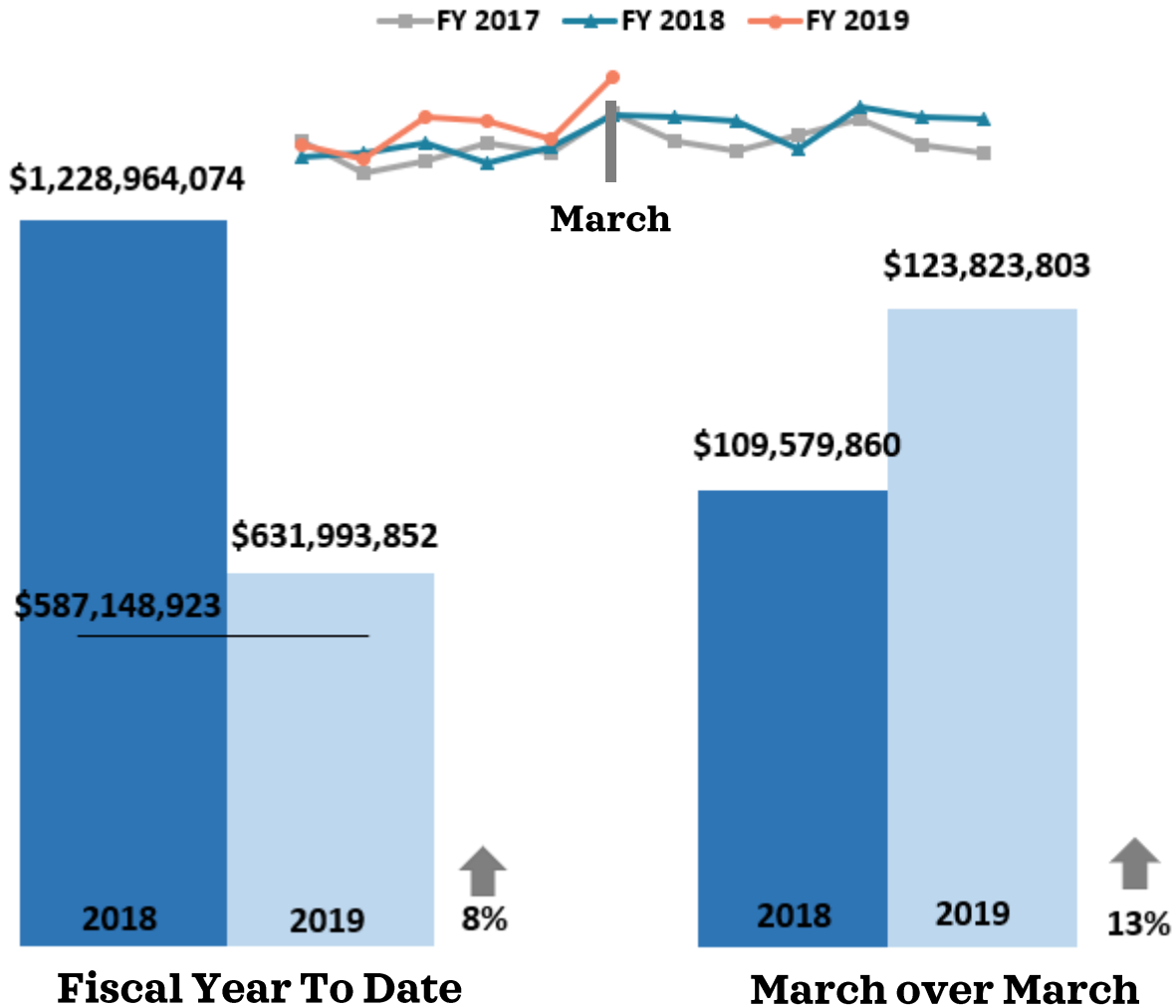


March over March

All ADR

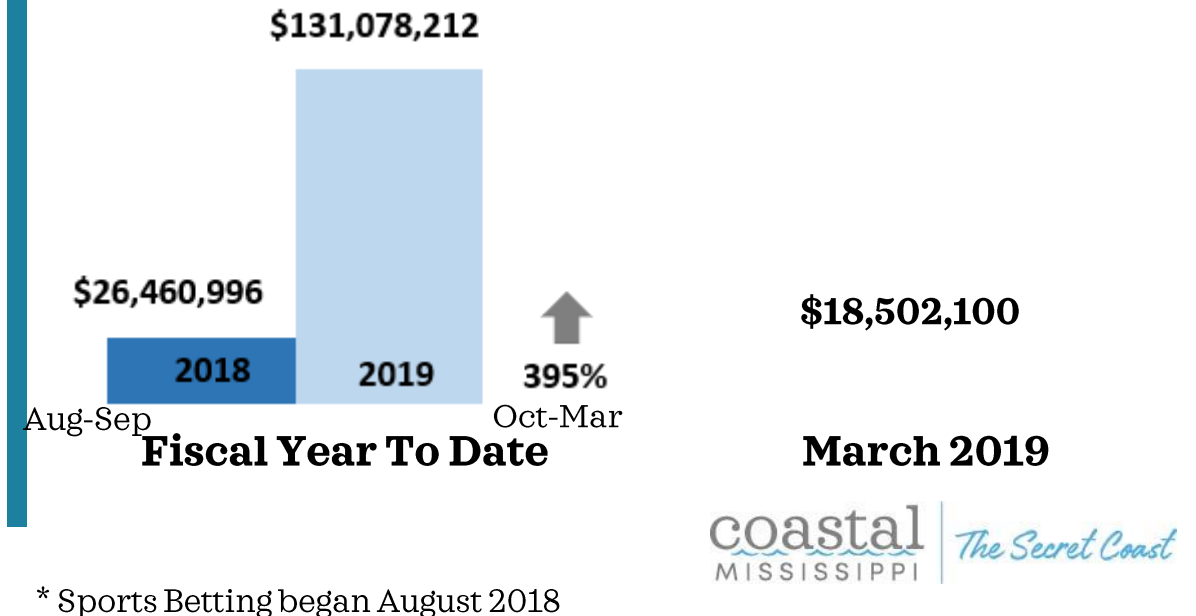


Gaming Revenue



Source: MS Gaming Commission

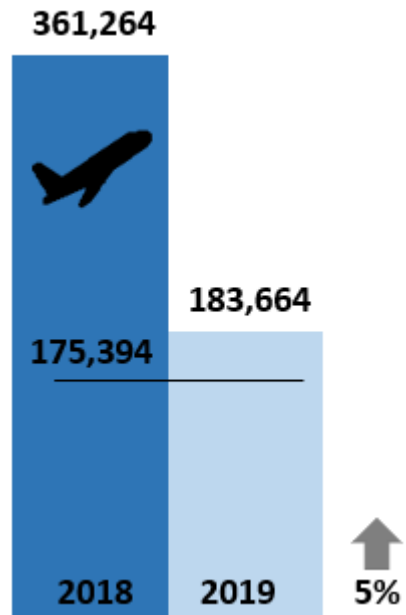
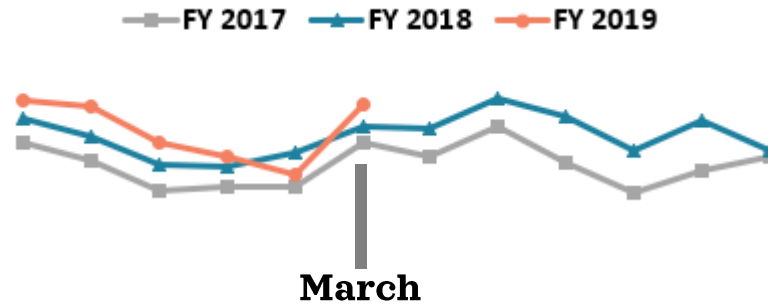
Sports Betting Revenue



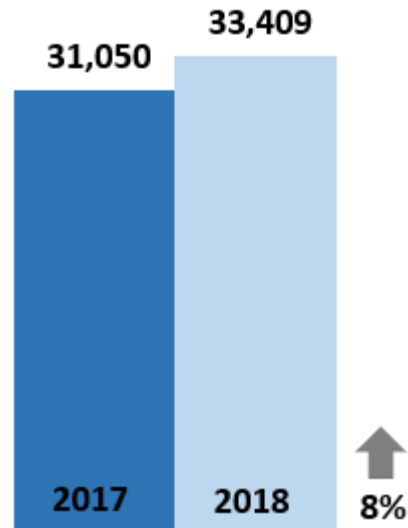
* Sports Betting began August 2018

Airport

Enplanements

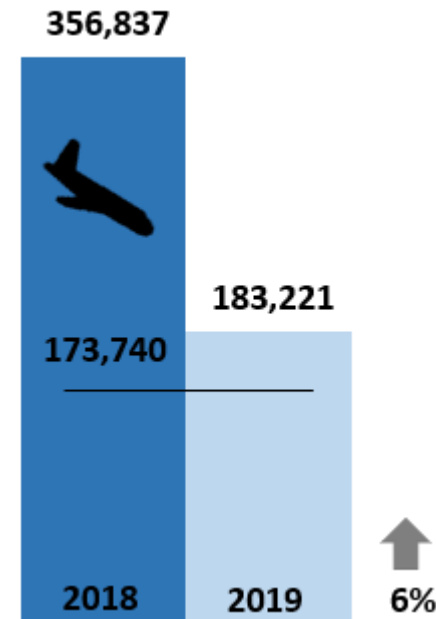
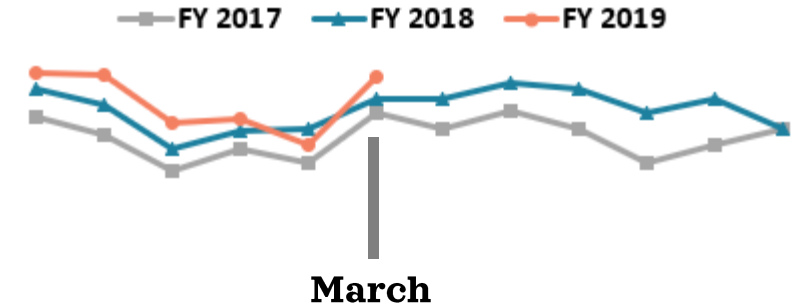


Fiscal Year To Date

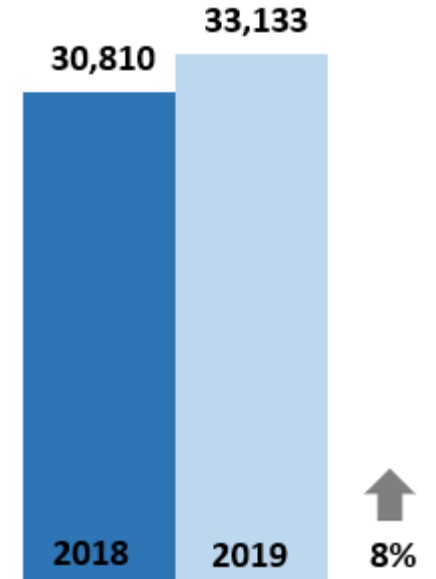


March over March

Deplanements

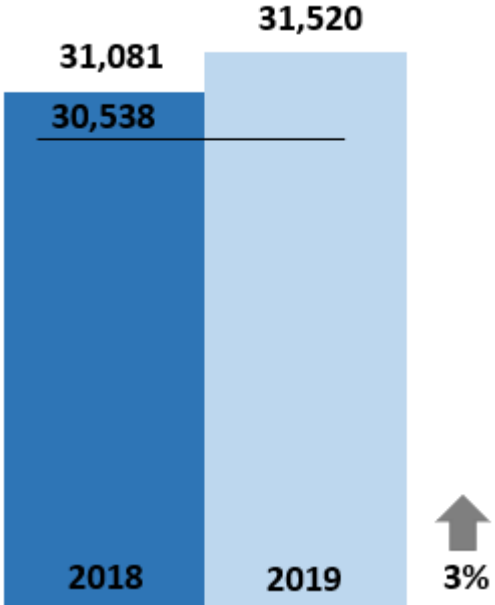


Fiscal Year To Date

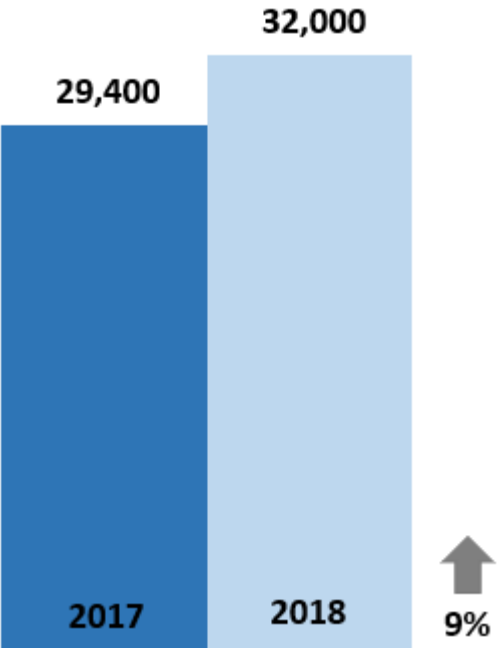


March over March

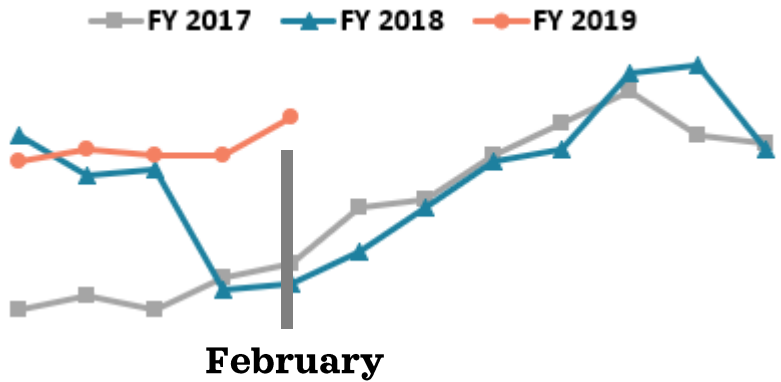
Leisure & Hospitality Jobs



Fiscal Year To Date



February over February



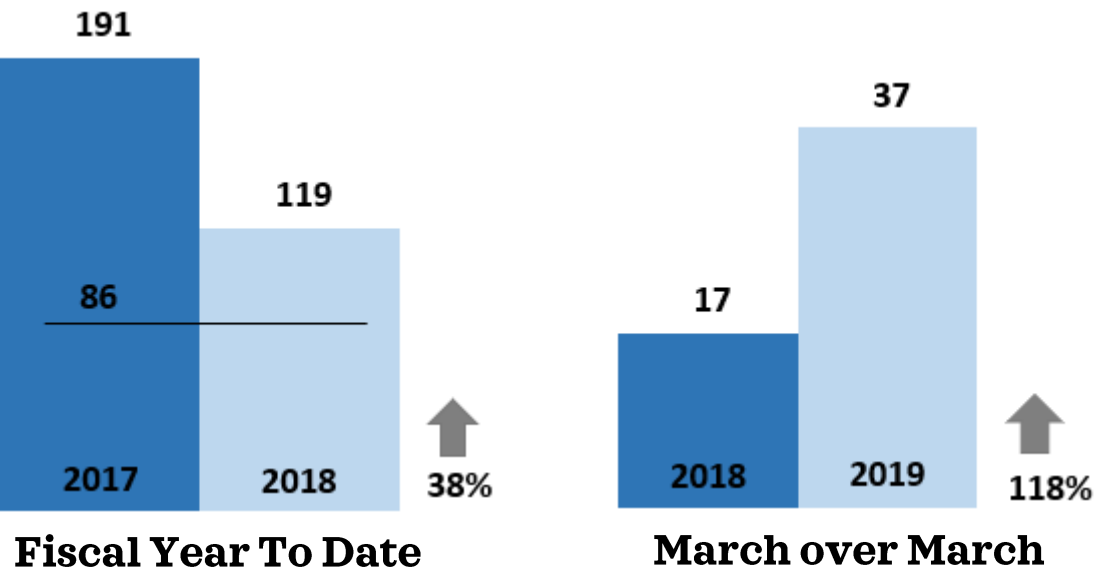
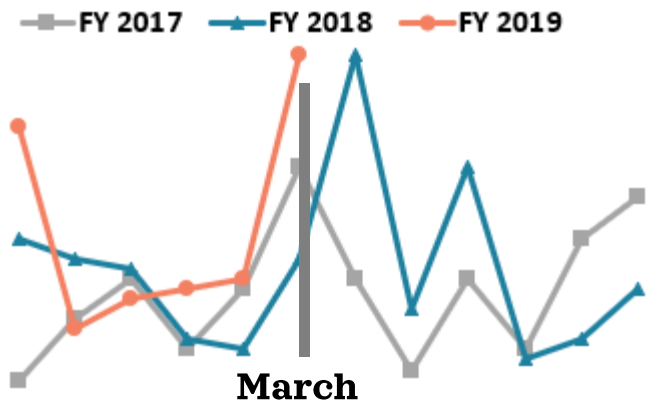
Yearly numbers reflect an average of all months in the FY.

Source: MS Department of Employment Security

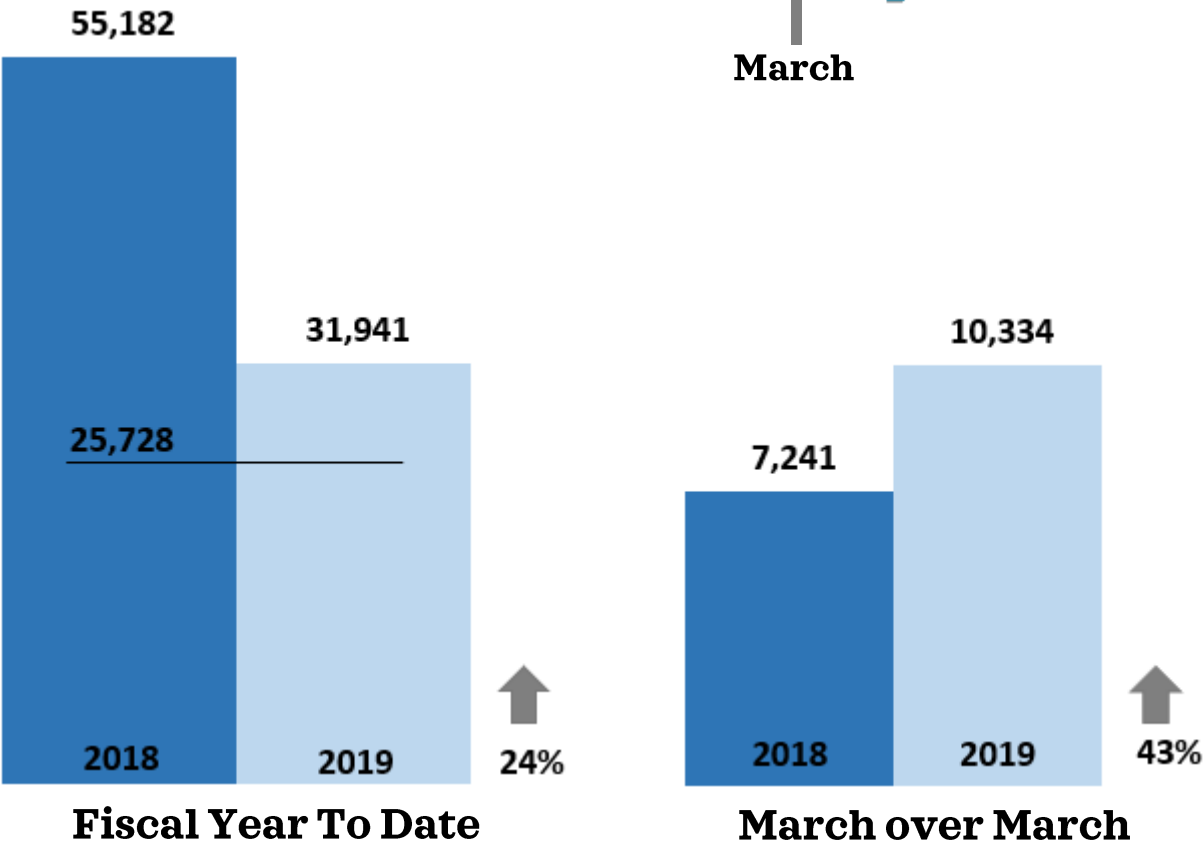
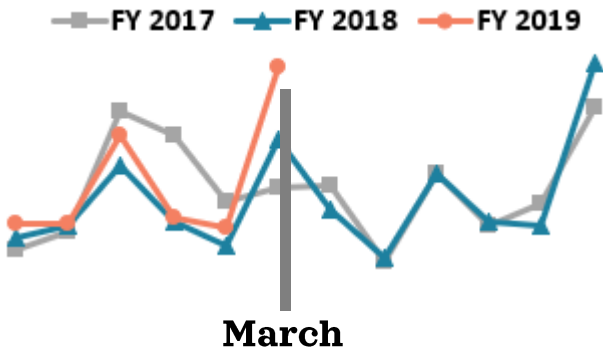
Definite Bookings

Definite bookings and room nights are up as Staff continues to successfully close the tentative leads in our pipeline.

Bookings

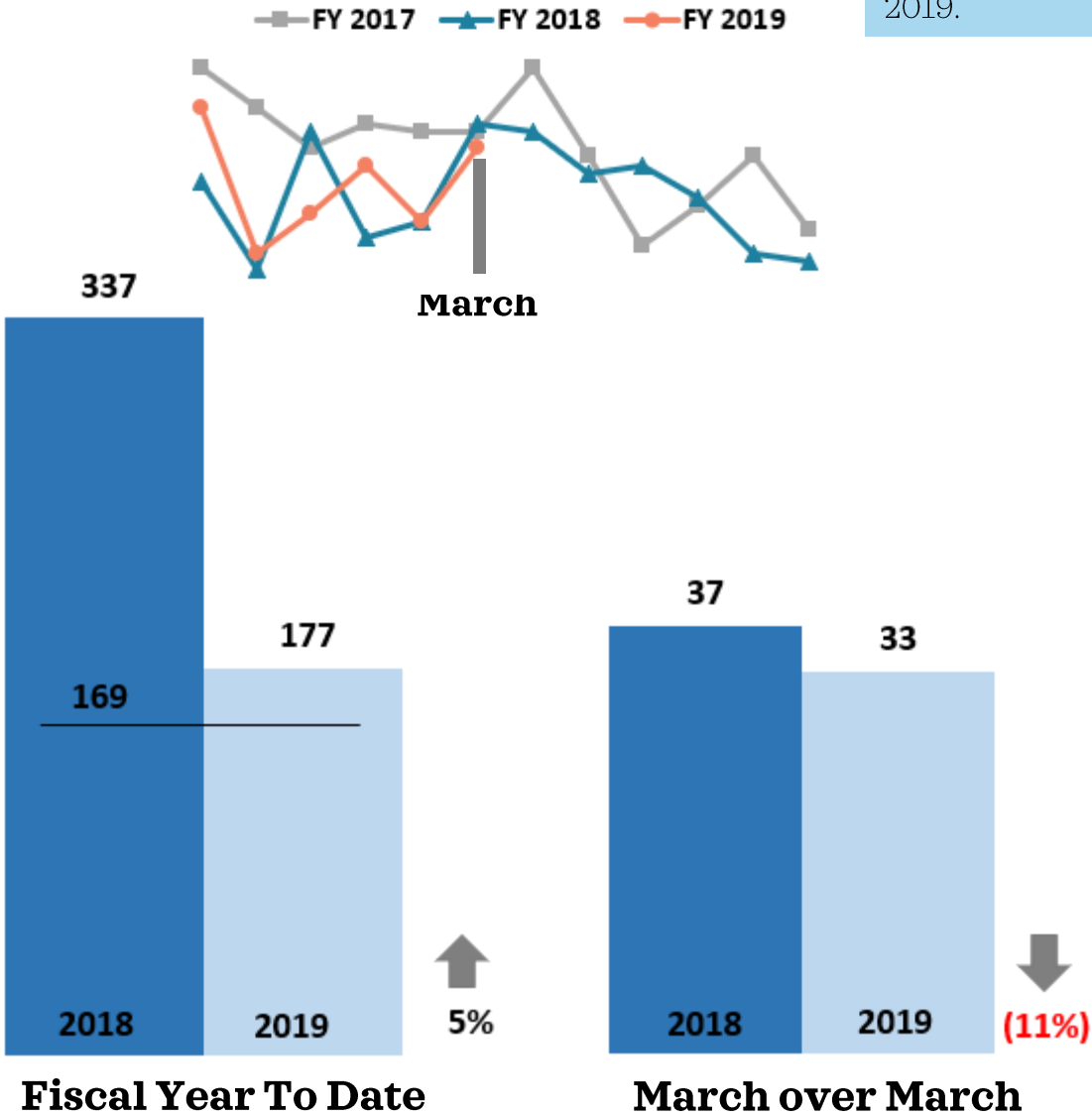


Room nights

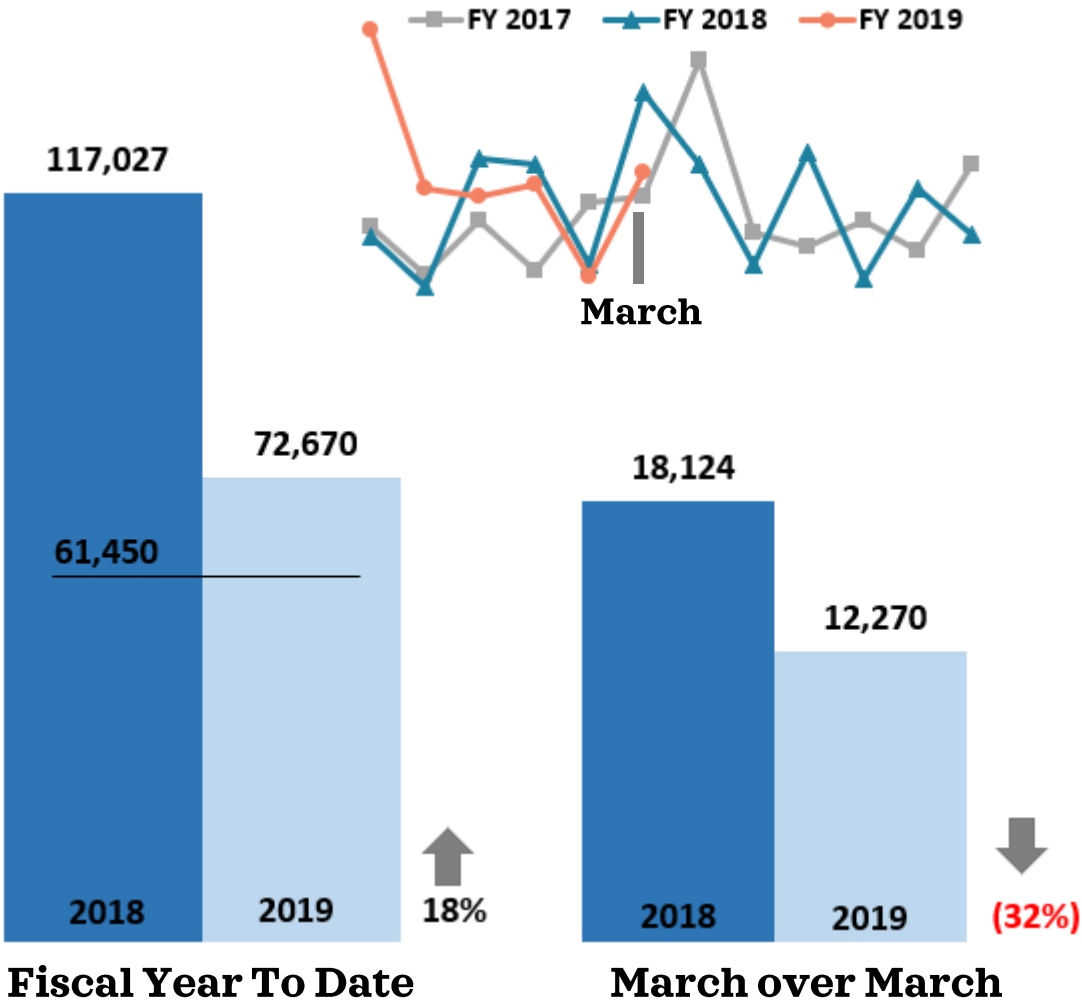


Leads Issued

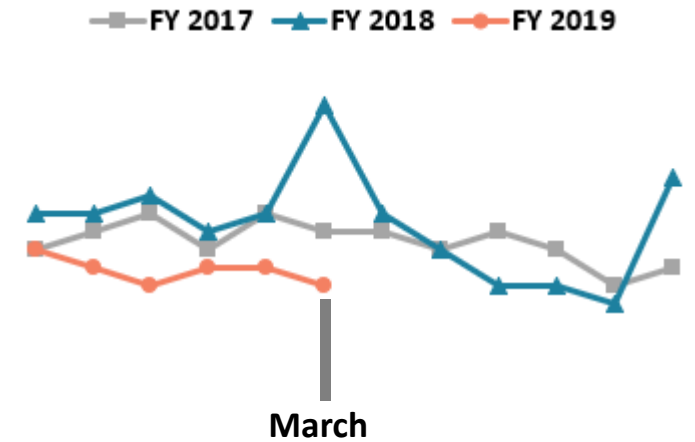
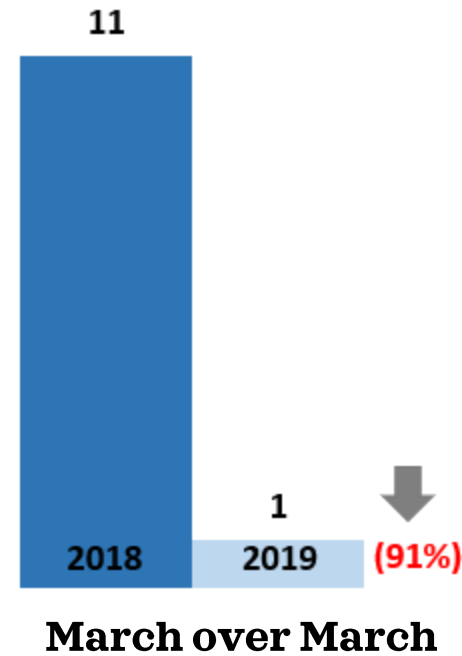
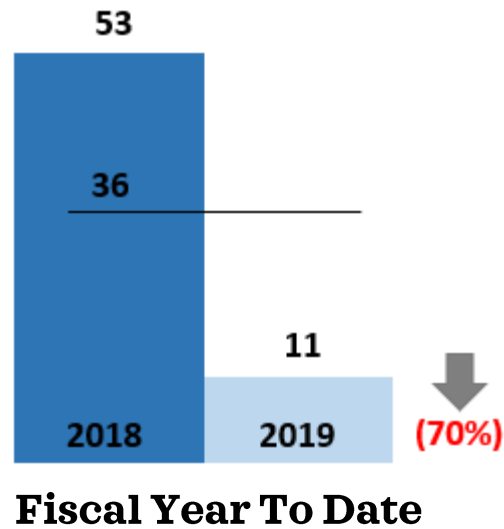
March 2018 sourced two groups with multiple year leads which results in more room nights in 2018 than 2019.



Potential Room Nights

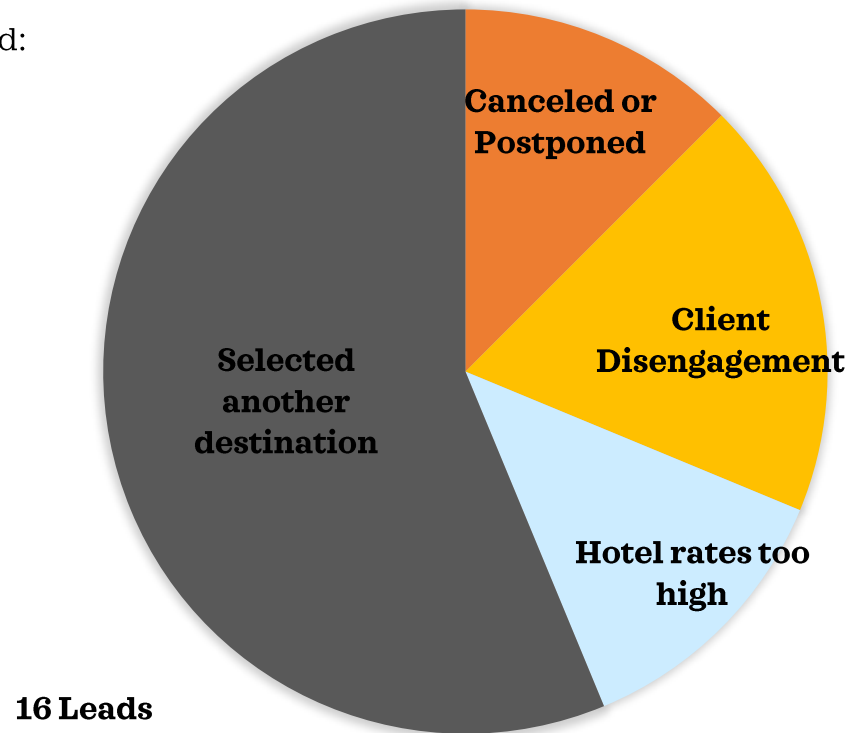


Convention Center Leads

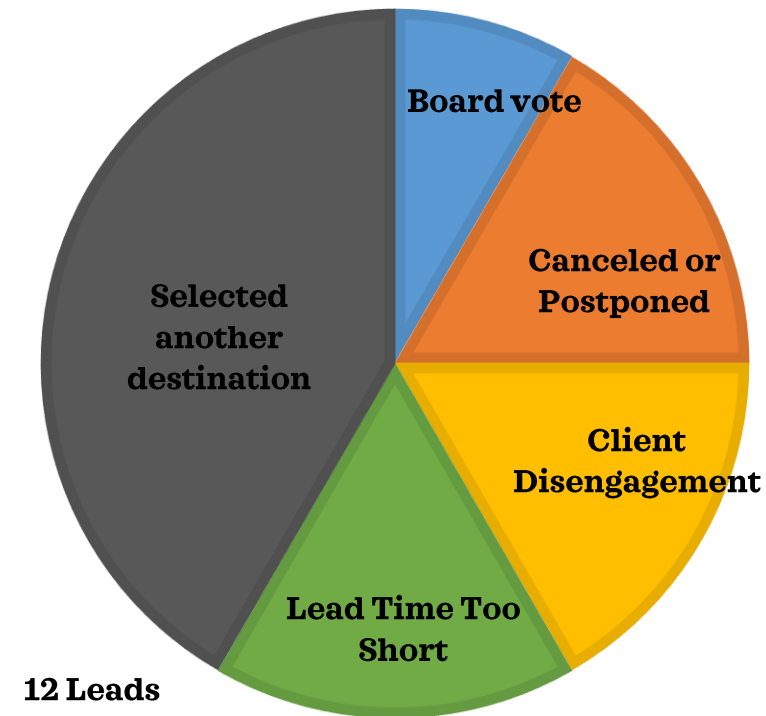


Lost Business

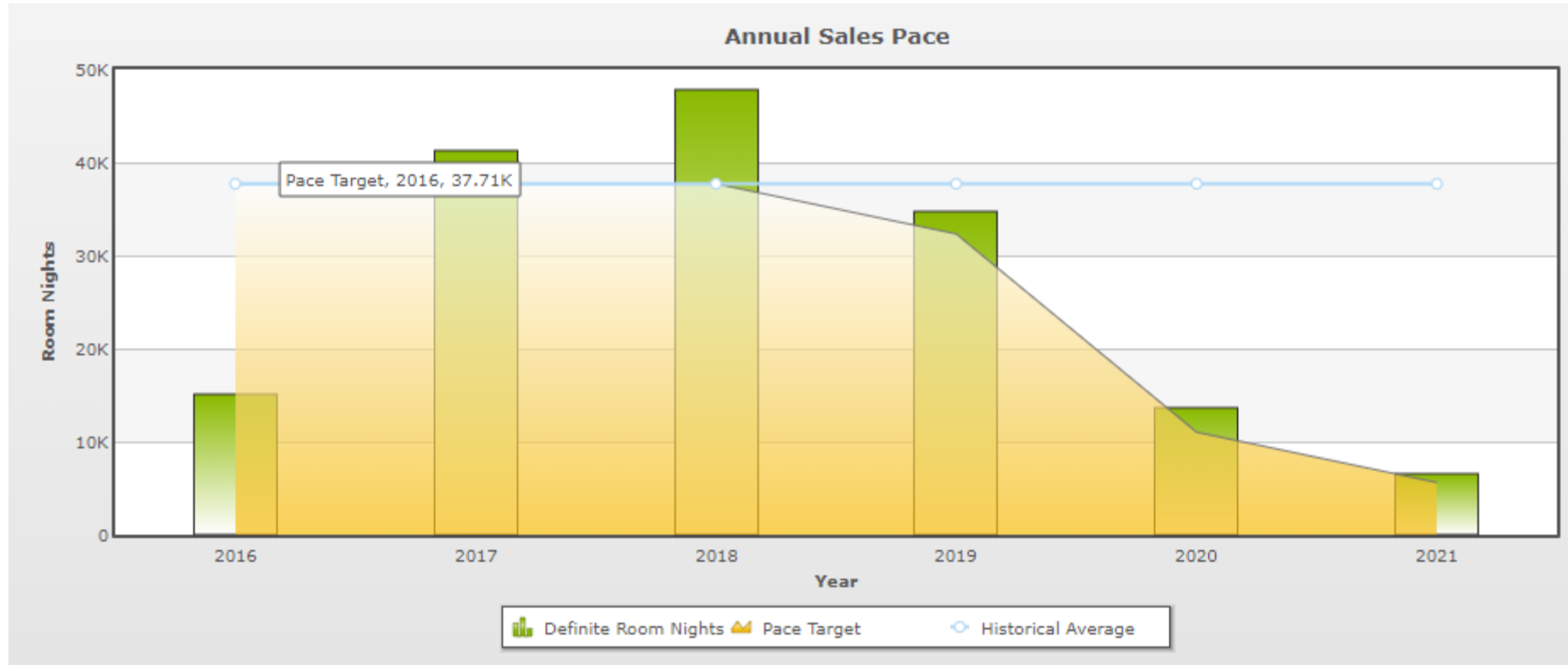
March 2018



March 2019



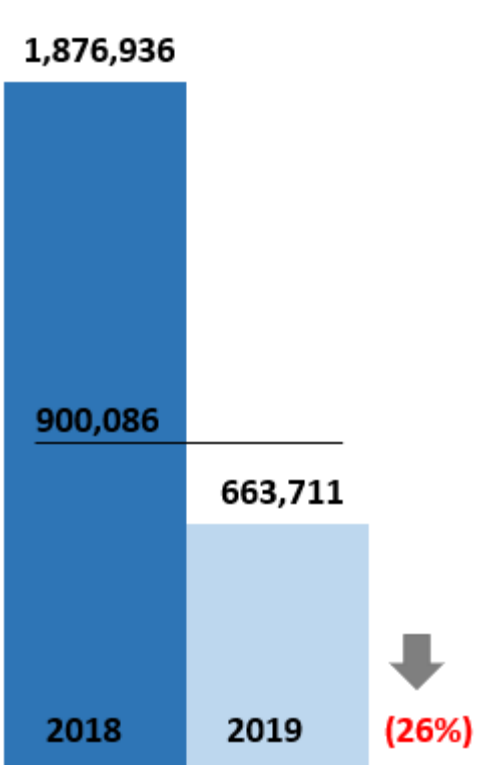
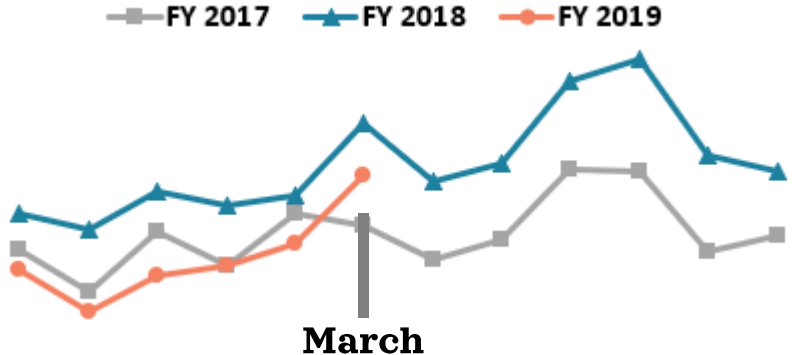
Pace Report



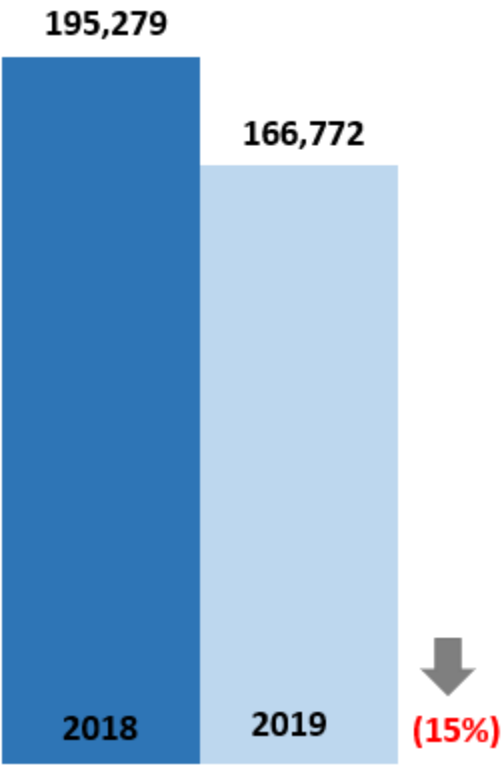
Pace Report - Pipeline



Google Analytics - Users



Fiscal Year To Date



March over March

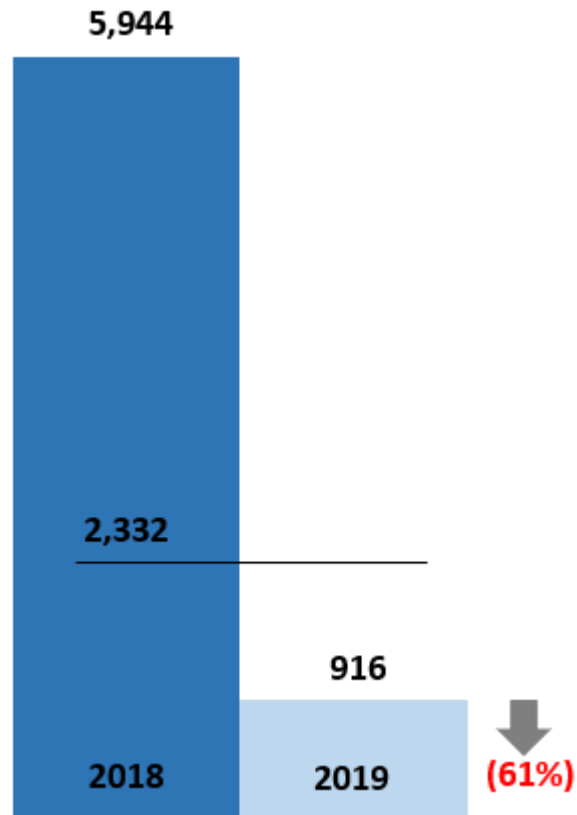
Traffic Overview - Overall traffic decreased again this month due to smaller digital ad spend over last year. Users engaging with our social content resulted in a +49% conversion. Organic sessions increased by 28%.

Source: Google Analytics

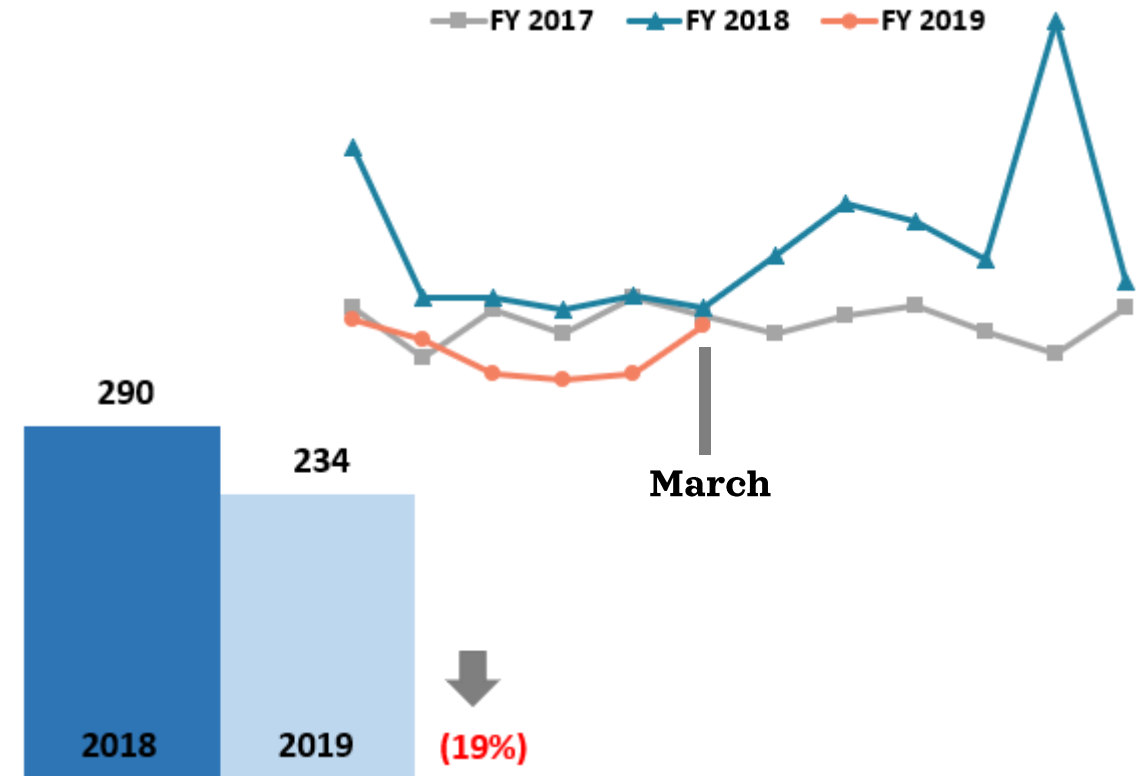
Number of Articles

Content Drivers:

- Brand Launch (press releases)
- Golf/Rapiscan Systems Classic
- Development/Casinos
- Spring/Summer Travel



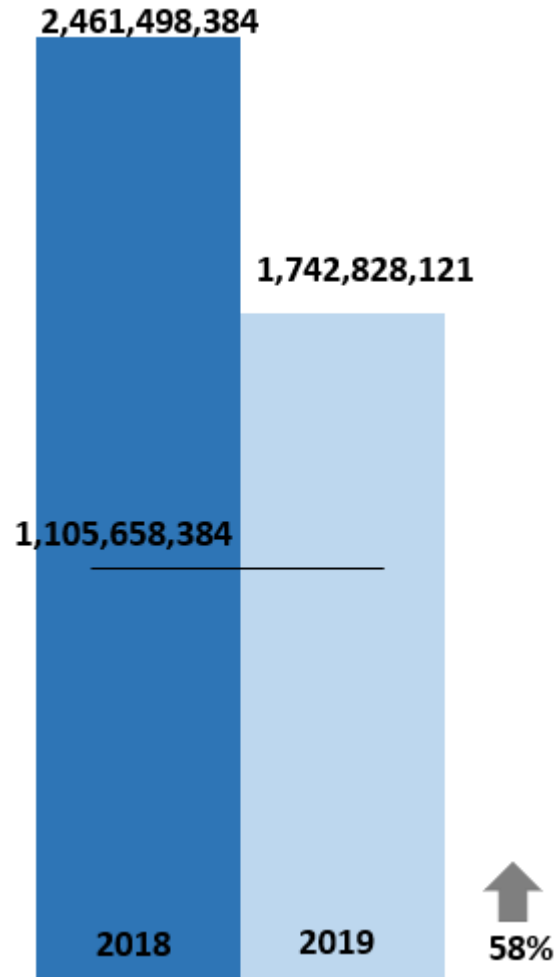
Fiscal Year To Date



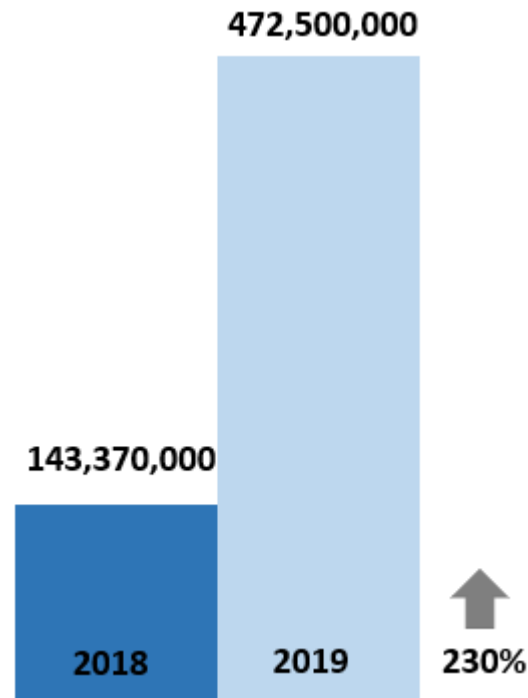
March over March

*October 2017 increase due to Hurricane Nate Coverage
*September 2018 increase due to Tropical Storm Gordon

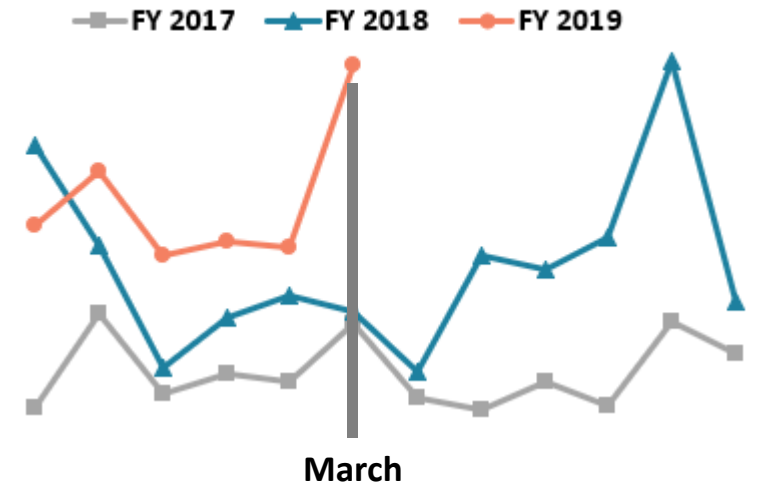
Impressions



Fiscal Year To Date

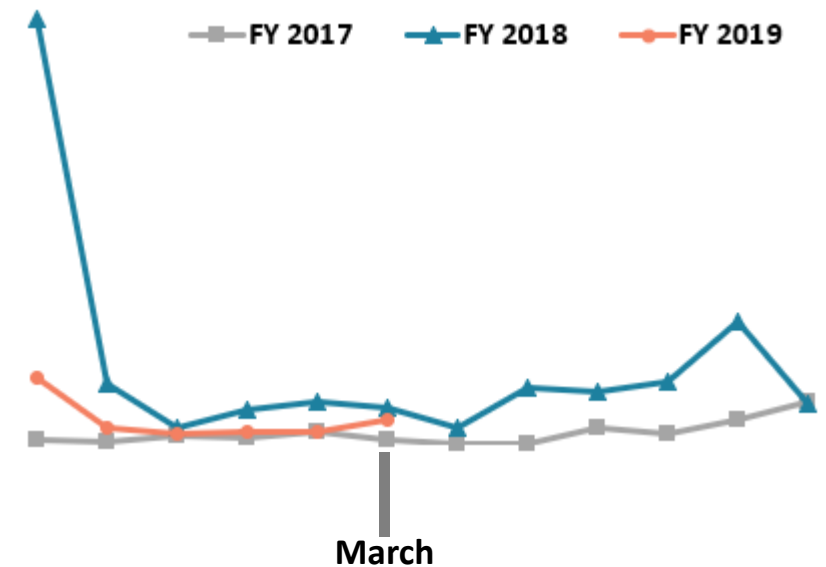
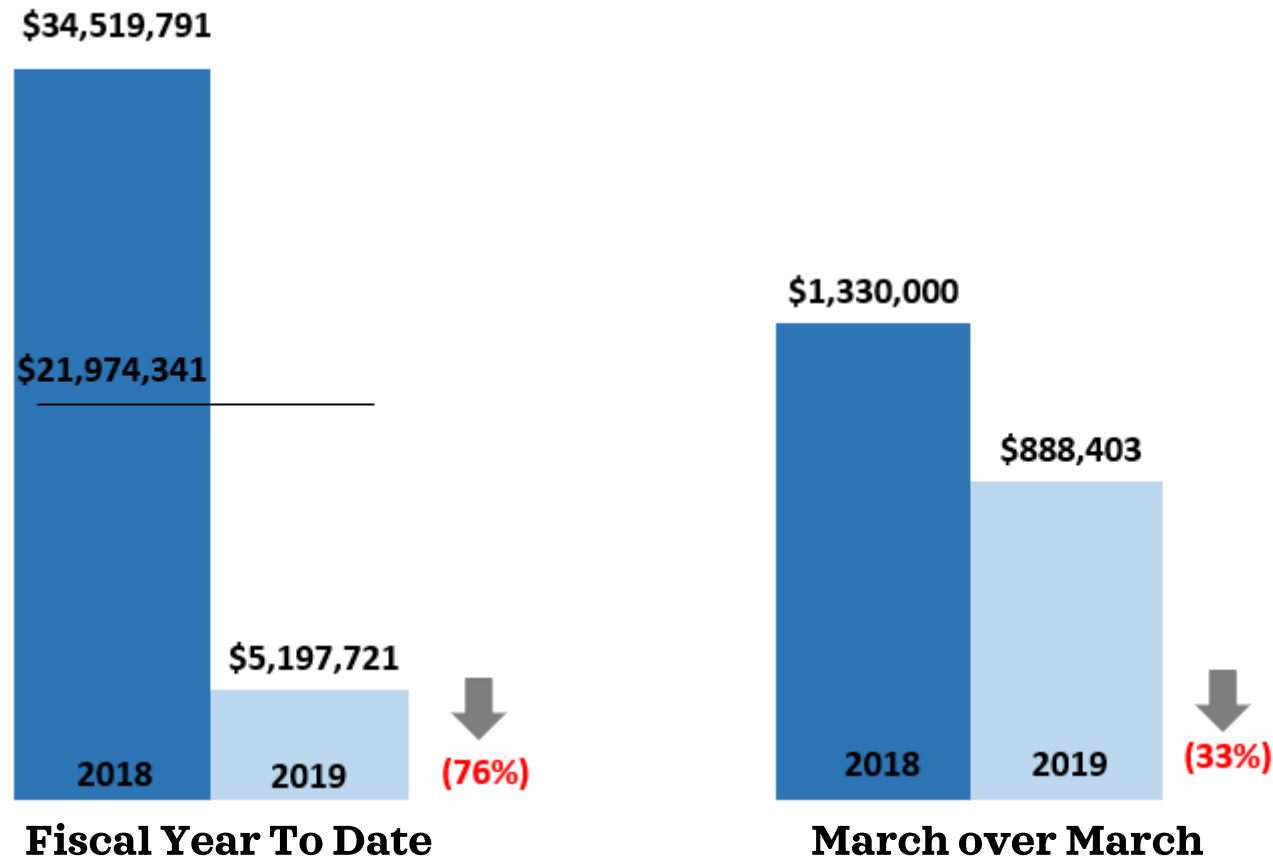


March over March



Advertising Value Equivalency

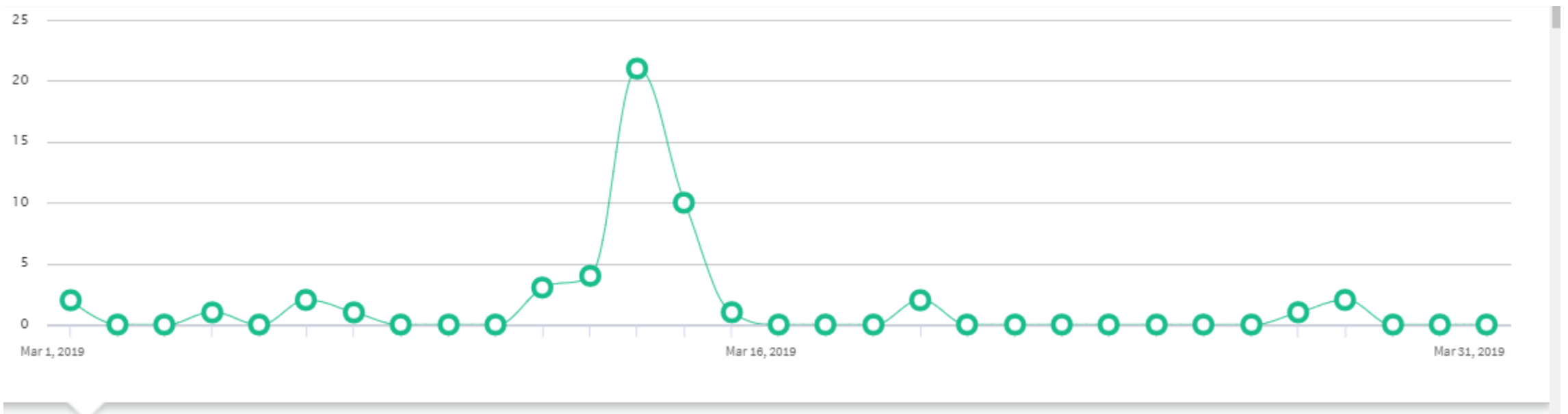
Declining AVE numbers related to changes in the monitoring platform. Industry standards are shifting away from AVE and towards methods that focus on measuring how coverage is relevant to the brand and its goals. This is an ongoing process and we are currently exploring multiple options for how we measure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



Earned Media

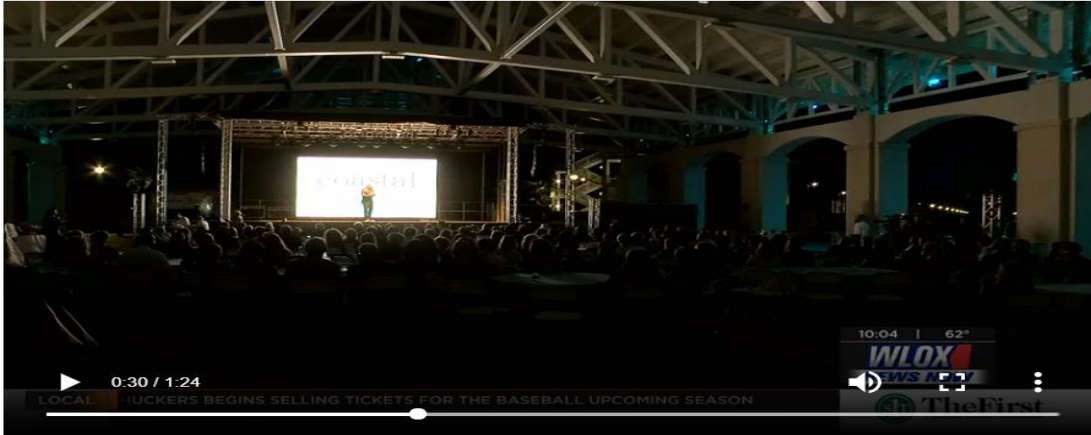
Key Messages:

- Brand Launch (press releases)
- Golf/Rapiscan Systems Classic
- Development/Casinos
- Spring/Summer Travel





‘The Secret Coast’: Coast tourism officials unveil new slogan



GULFPORT, MS (WLOX) - South Mississippi's tourism bureau has a new slogan and is looking to use the new name to appeal to visitors.

The team at Visit Mississippi Gulf Coast spent nine months working on the re-branding and renaming campaign. After testing out a couple different marketing platforms, they came up with ‘The Secret Coast.’

The slogan lends itself to the feeling that people are discovering something they've never seen before, something essentially unique and hidden to the rest of the world when they're on vacation.

Local Media Coverage

WLOX Editorial: Coastal MS, the Secret Coast



BILOXI, MS (WLOX) - “Visit Mississippi Gulf Coast-Stay awhile, you’ll get it,” that brand is going away in favor of a new brand: “Coastal Mississippi; the Secret Coast.” One of the new TV commercials says, “For a lot of people coastal Mississippi isn’t the name that comes to mind when thinking about a vacation. Too bad for them. They miss the chance to explore 12 coastal towns each with their own personality. Yeah some people don’t know our name, but that’s OK it makes it easier to learn yours.”

We like the campaign. The fact is many don’t know what we have here: Welcoming, affordable, beautiful. There is another important change. A big shift in ad dollars. Past years saw more than a million advertising dollars spent in faraway cities trying to attract far away visitors while only one fourth that amount was spent advertising in nearby drive markets. But four out of five coast visitors drive here.



SunHerald

Mississippi Coast's new 'Secret' slogan and brand finally revealed



Whisper, and people lean close to hear what you have to say.

That's what the new tourism slogan for South Mississippi does, and hundreds of people gathered at Jones Park on Monday night to hear the announcement of the brand that was a year in the making.

"Coastal Mississippi: The Secret Coast," is the new phrase and it rolls out across the Gulf South on Tuesday morning.

"It's time that we accept that not too many people know about us," said Milton Segarra, executive director of what was Visit MS Gulf Coast, which now will do business as [Coastal Mississippi](#).

"Why not maximize that?" he asks. "If we're a secret, we're a secret."

The campaign is designed to inspire visitors who want to travel to largely undiscovered destinations, and the advertisements show people enjoying the uncrowded beach and bayou, the casinos and seafood.

Local Media Coverage

See what people are saying about the new tourism slogan 'The Secret Coast'

The crowd applauded and even cheered when the new tourism slogan and brand for South Mississippi was announced Monday after a year of research and testing.

Now it's time to stop working on the brand and let it start working for the Coast, said Richard Chenoweth, chairman of the [Coastal Mississippi](#) board, formerly Visit MS Gulf Coast. He called the launch "such a pivotal moment" for the Coast as a tourist destination.

Most people at the unveiling said they approved of "Coastal Mississippi: The Secret Coast." Some were underwhelmed by the choice of slogan and said "It's OK" and "We'll see how it goes."

Facebook also had mixed comments. One person said, "Scratching my head in confusion.. I don't get it. What's so secret about us?" He said the Coast once was third in the nation for casino revenue. The Seawolves won the Kelly Cup and the Shuckers were featured on ESPN during their epic road trip. Robin Roberts is from the Pass and the commenter said she made sure everyone knew it after Hurricane Katrina. And Jimmy Buffet is from Pascagoula and writes songs about the Coast.

Another person said, "That land mass between New Orleans and Mobile really is a secret place. I'm torn between keeping it our little secret and letting people know so they can enjoy it, too."



TOURISM LEADERS TO UNVEIL NEW CAMPAIGN

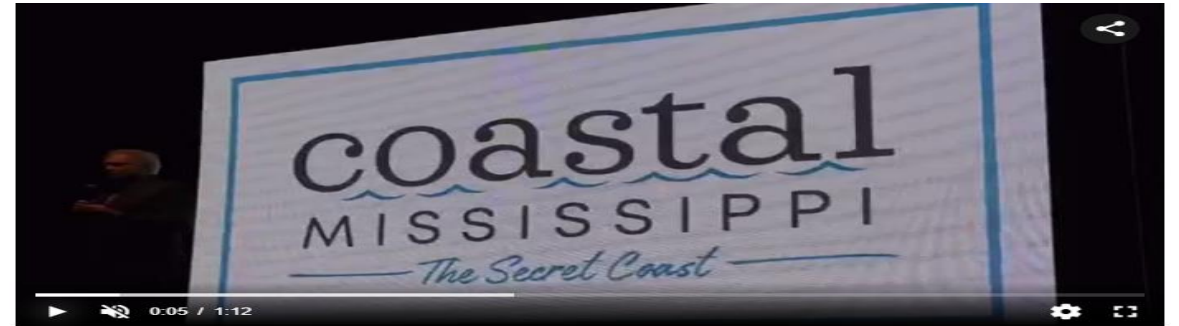


Tonight a major change to tourism on our Gulf Coast will be announced.

News 25's Gabby Easterwood is at Jones Park in Gulfport with details.

Local Media Coverage

TOURISM LEADERS UNVEIL NEW CAMPAIGN



Say hello to 'Coastal Mississippi: the Secret Coast.'

That's the new brand that was revealed tonight for 'Visit Mississippi Gulf Coast.'

Administrators say this new brand comes after a year's long rebranding process and lots of research. They hope 'Coastal Mississippi' as a brand will show off the uniqueness of the area.



Mississippi BUSINESS JOURNAL

Coast sees rising visits as it rebrands region as a 'secret' to discover



Hey, look down here. We're the Mississippi coast.

Coastal Mississippi's visitor and convention bureau officials have revamped their promotion efforts to recognize a shortcoming they say has become far too clear: Too few potential visitors know about the Magnolia State's 62 miles of white sand shoreline.

Coastal competitors don't seem to share the same obscurity, says Coastal Mississippi: The Secret Coast, the tourism promotion agency for the three coastal counties of Hancock, Harrison and Jackson. But sometimes a challenge can be made an asset, at least that's the thinking of the Mississippi Coast region's visitor marketing officials looking to boost the region's visitation and annual visitor revenues of nearly \$2.5 billion.

To that end, they decided to tell the world their region is indeed a "secret," but one deserving of discovery. They put "Secret Coast" in their agency's name with a March 11 rebranding, switching to Coastal Mississippi: The Secret Coast from the previous Visit Mississippi Gulf Coast.

Coastal Mississippi Assisted Media Coverage



50 STATES

Iditarod, Juggalos, Phil Spector: News from around our 50 states
MISSISSIPPI



GETTY IMAGES

Gulfport

Officials say the tourism group promoting southern Mississippi has a new name and slogan. News outlets report that Visit Mississippi Gulf Coast will now do business as Coastal Mississippi with the slogan "The Secret Coast." CEO Milton Segarra says a nearly \$1 million advertising campaign will launch the brand across the Gulf South. Officials say forty billboards across northern Mississippi, Louisiana, Alabama and Florida's Panhandle will target the market within a five-hour drive. Other ads will be around packages with Delta and American airlines to Atlanta; Charlotte, North Carolina; and other destinations that have flights to the coast.

coastal
MISSISSIPPI | *The Secret Coast*

Discover the Best Hidden Gem Destinations in Every State



Mississippi: Bay St. Louis

Cost: From about \$60 nightly for lodging

There's St. Louis, and then there's Bay St. Louis, which dubs itself "a place apart." Here, beach life collides with folk art. Catch the Arts Alive event in March, when dozens of artists' studios collide for a community-enriching arts festival that features local works, live music, theater, literature and lots of food.

Reader's Digest

The Best Speakeasies Hidden Inside Hotels

The Wilbur Craft Cocktail and Wine Bar



Join Al Capone (or his likeness, at least) for a drink in this speakeasy-style bar in Ocean Springs, Mississippi. Inside [The Roost Boutique Hotel](#), there's a secret room behind a bookshelf where you'll find a mural of Capone, who had a residence in the area during Prohibition. [The Wilbur Craft Cocktail and Wine Bar](#) makes use of salvaged wood from the original hotel and serves up rum flights featuring specialty rums from Guatemala, Barbados, and the Dominican Republic. Intrigued by secret rooms? Check out [13 hidden rooms you'll wish you found in your home](#).



A getaway worth rediscovering

Just as I opt for Magazine Street and the Garden District over Bourbon Street and the French Quarter these days, I'm looking for experiences that are fun but subdued, around people and places where I don't have to constantly be on guard for pickpockets and projectile vomiters.

One such place that checks all of my boxes is right here under our nose, less than two hours away, on the Mississippi Gulf Coast. We sometimes forget about it, thinking we have to travel long distances, battle big crowds and pay big bucks to have rich experiences.

If you haven't been there recently, you may have forgotten just how wonderful it is down there. It's scenic and serene most of the time. In many ways, it's better than L.A. Think about it. Who really knows where Gulf Shores ends and Orange Beach begins? They don't have distinct personalities. No, both are just lined with businesses that are designed to fleece the people with foreign license plates.

Now, contrast that with the Mississippi coast. Sure, there are tourist traps and casinos on the main drag, but each town along the 62 miles of our coastline has a unique identity. I was reminded of that a couple of weeks ago with a much-needed 48-hour respite that had to be quick and easy.

Just like the Seafood Tower, my weekend getaway is only a sampling of what our coast has to offer. Go rediscover it.

Coastal Mississippi Assisted Media Coverage



9 Cool Things To Do In Biloxi With Kids



All About Discovery

4. [Maritime and Seafood Museum – Biloxi](#)
5. [Lynn Meadows Discovery Center – Gulfport, 10 minutes](#)
6. [Infinity Science Center – Pearllington, 45 minutes](#)
7. [Mississippi Aquarium coming early 2020 \(maybe sooner\) – Gulfport, 10 minutes](#)

Into Art

8. [Ohr O'Keefe Museum – Biloxi](#)
9. [Walter Anderson Museum – Ocean Springs, 10 minutes](#)

Where to Stay in Biloxi

[Beau Rivage Resort](#) – Biloxi

[Margaritaville Resort](#) – Biloxi, overlooking Deer Island



The Best Summer Road Trip Destination in Every State



Mississippi

Biloxi: Rent a pontoon boat from [Biloxi Boardwalk Marina](#) and spend a day cruising the Gulf Coast shore, fishing and daydreaming.

10 Best Free Things to Do on the Mississippi Gulf Coast



The Mississippi Gulf Coast has weathered its share of calamity. The devastating force of Hurricane Katrina and the widespread publicity surrounding a Gulf oil spill challenged the charming coastal communities of the Magnolia State. People here are accustomed to bouncing back from hardships, and they welcome visitors to places that often feature prices that are lower than more famous coastal towns in nearby states.

There's much to do on the Gulf Coast ranging from exploring its natural beauty to checking out historical sites.

01 [View Street Art in Fishbone Alley](#)
of 10

02 Lounge on Front Beach
of 10

03 Cruise Scenic Highway 90
of 10

Social Media Metrics



Monthly
Increase

1,718
1%

121
1%

10
1%

379
6%

1,278,440
Flat

239
10%

3,788
Flat

March
2019

141,501
Facebook
(Total Likes)

15,077
Twitter
(Total Followers)

990
Pinterest
(Total Followers)

8,669
Instagram
(Total Followers)

1,311
YouTube
(Lifetime Followers)

2,700
LinkedIn
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The Crawfish House and Grill

coastalms Nothing says Spring like the start of Crawfish season in Coastal Mississippi. Who would you share this spread with? 📷: @tiffanylanglinalais #MSCoastLife

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aaaabbyyy_ aint no seasoning 😞

freddie.ellis.376 I like to have a plate

shaywills48 NO-BAH-DEEEE

blazingtiger63236 Nothing else says spring like allergies and puffy eyes

realambush @crazybebe24 what you think

realambush @crazybebe24 what you think

crazybebe24 @realambush like that should be date night on you 🤔🤔🤔

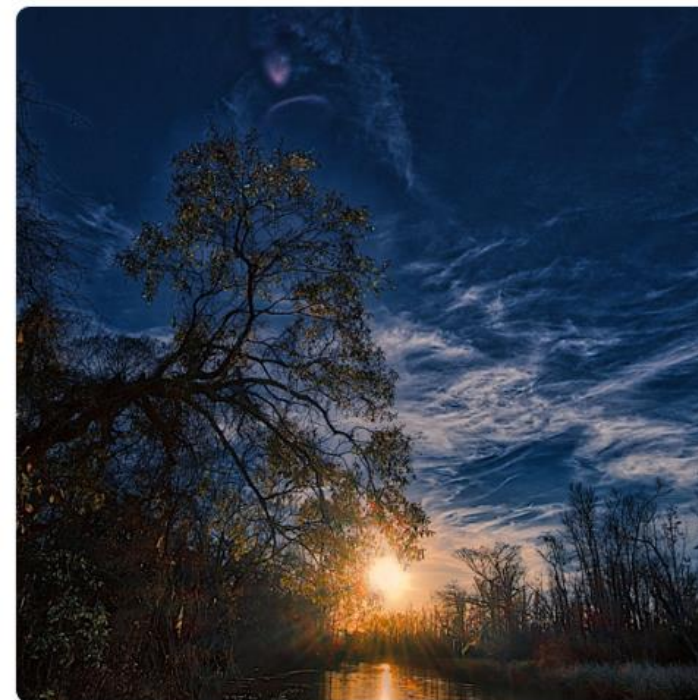
realambush @crazybebe24 what you think



9,108 likes

MARCH 20

There's more to Coastal Mississippi than just beaches. Catch a sunset to remember on the Pascagoula River. 📷: jeffwilkinsonpics via Instagram #MSCoastLife



2:01 PM - 22 Mar 2019

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