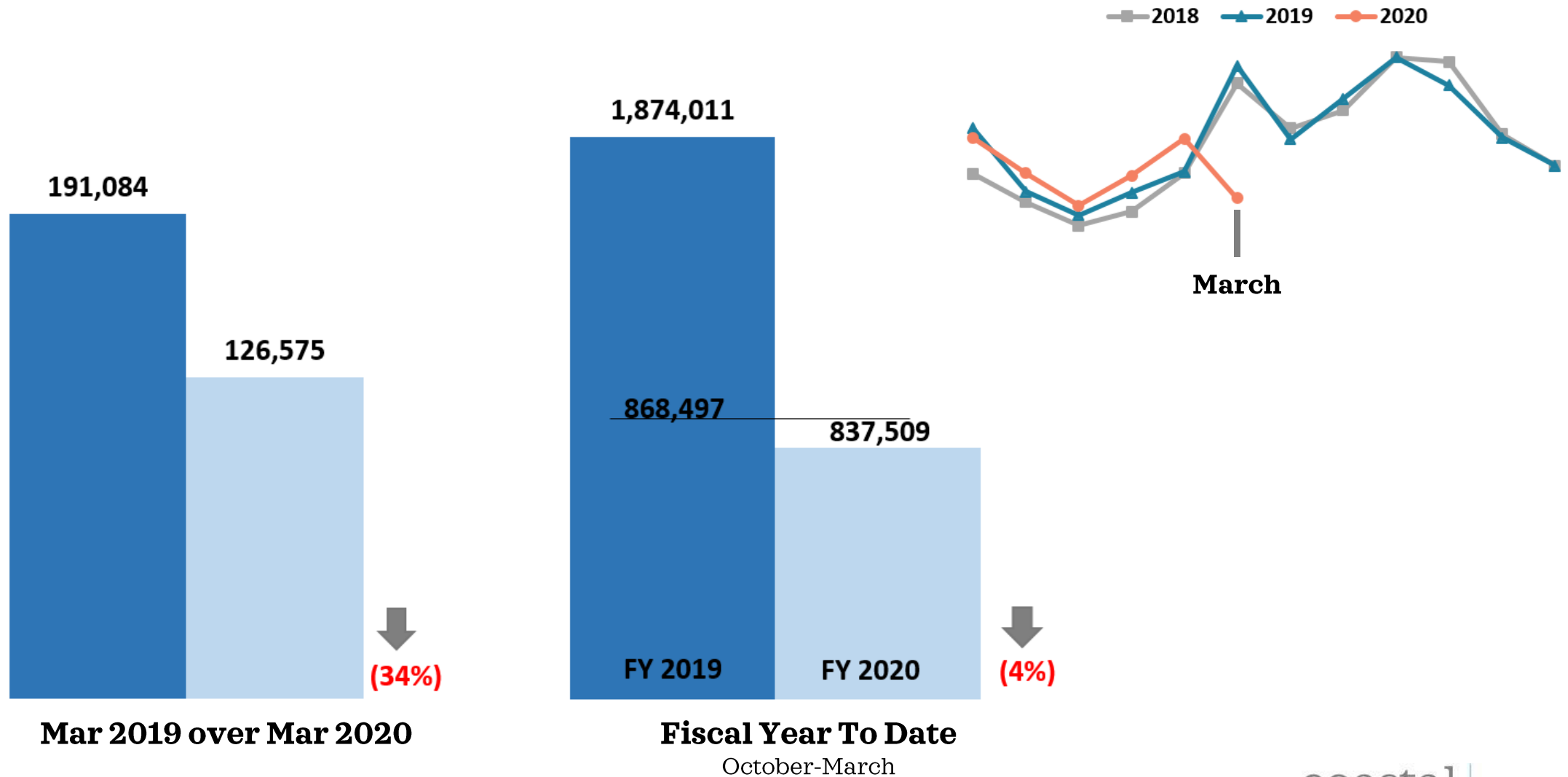


coastal MISSISSIPPI *The Secret Coast*

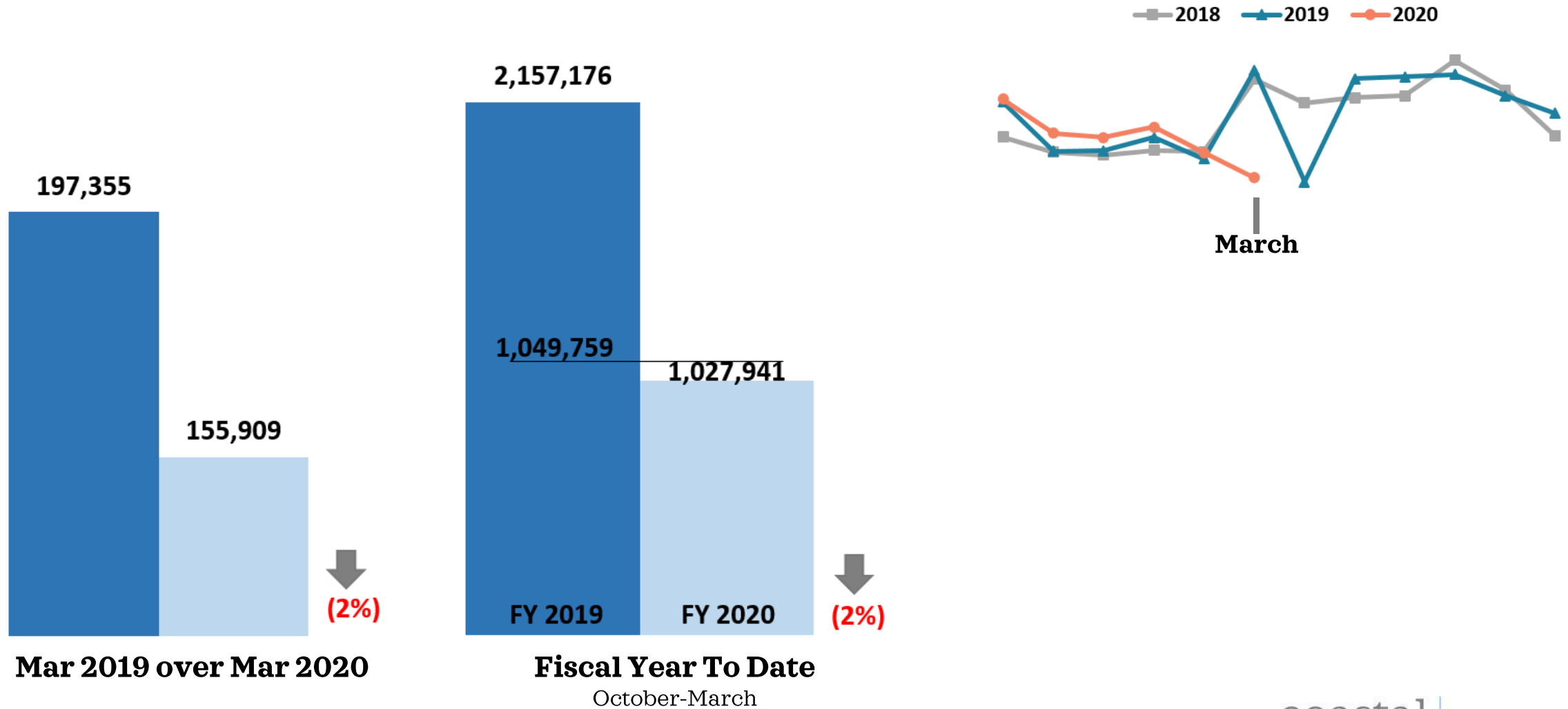
- Key Performance indicators
- March 2020

Non-Casino Rooms Sold

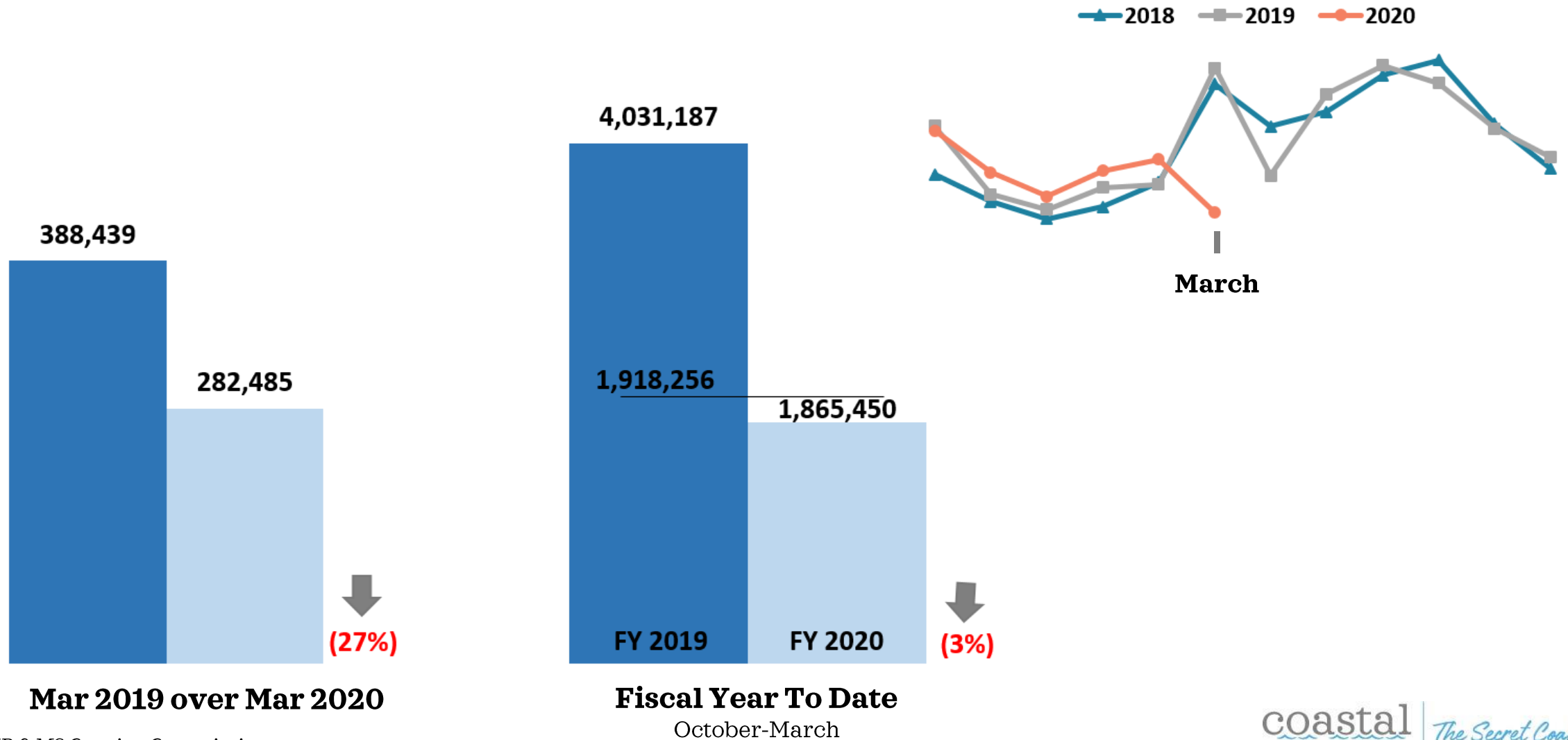


Source: STR

Casino Rooms Occupied

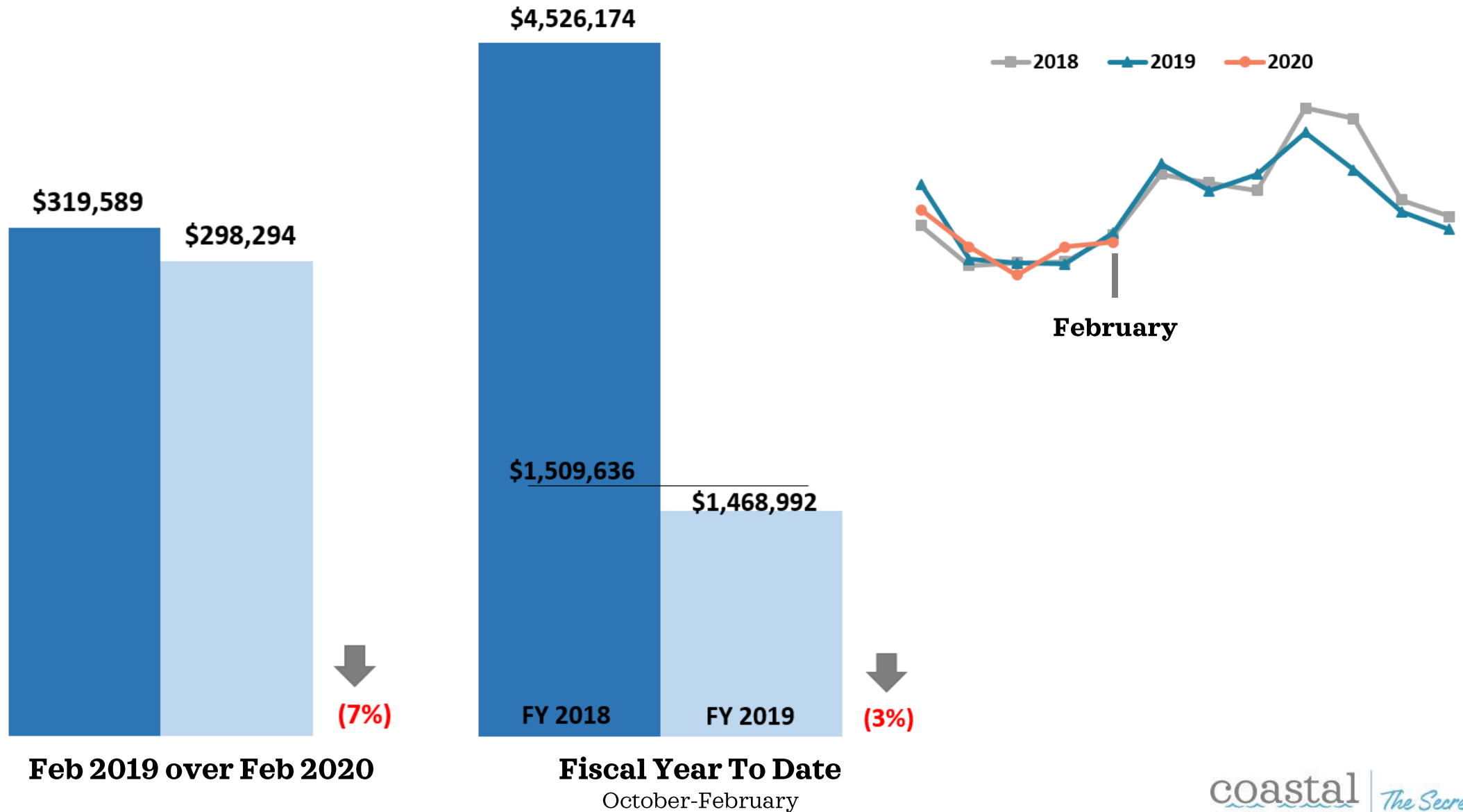


All Rooms Sold/Occupied

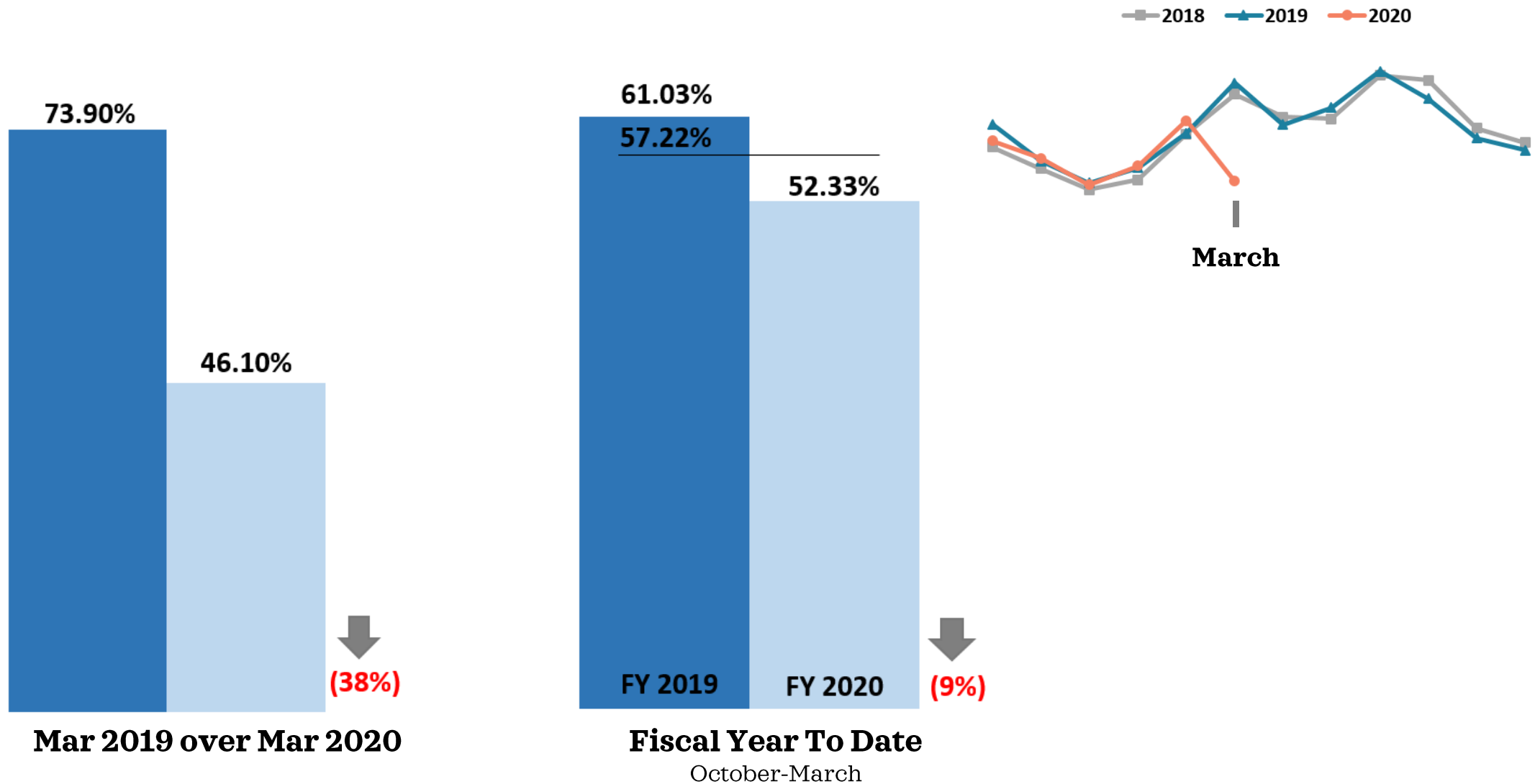


Source: STR & MS Gaming Commission

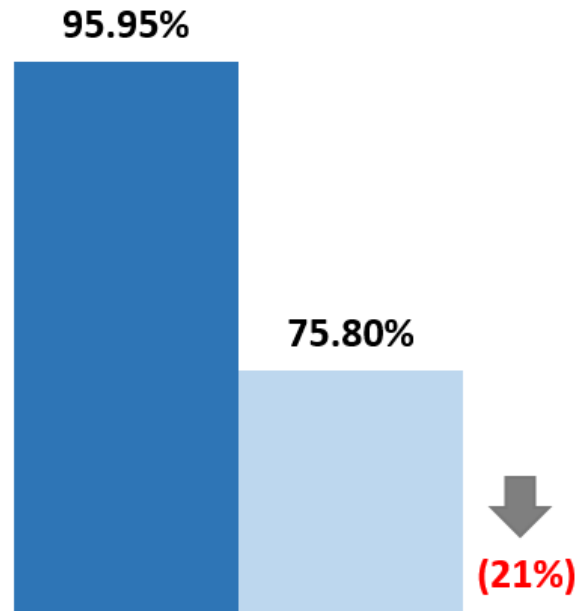
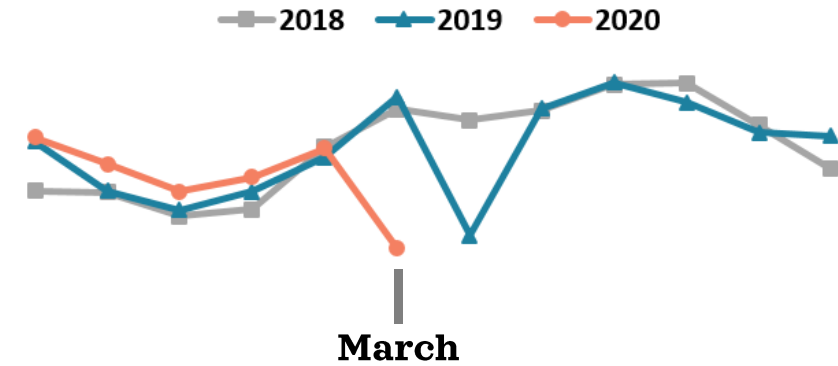
Occupancy Tax Receipts



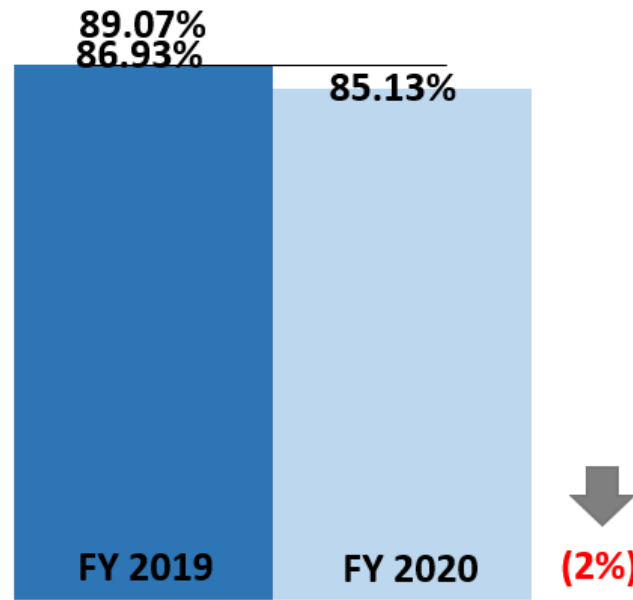
Non-Casino Occupancy



Casino Occupancy

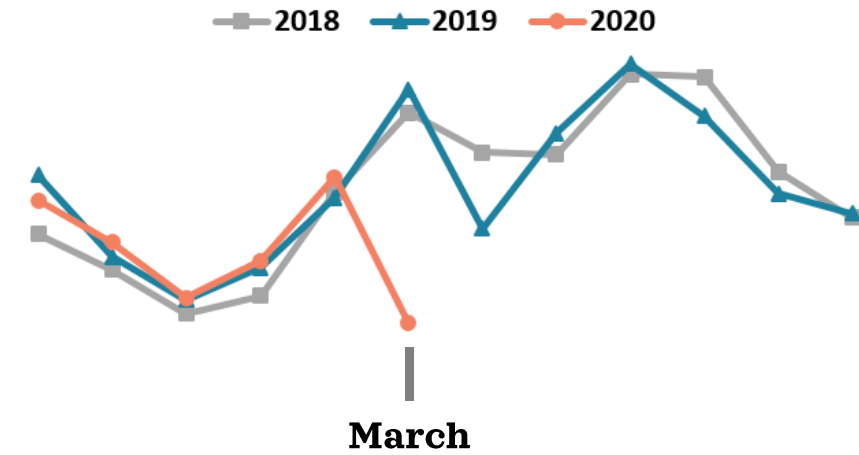
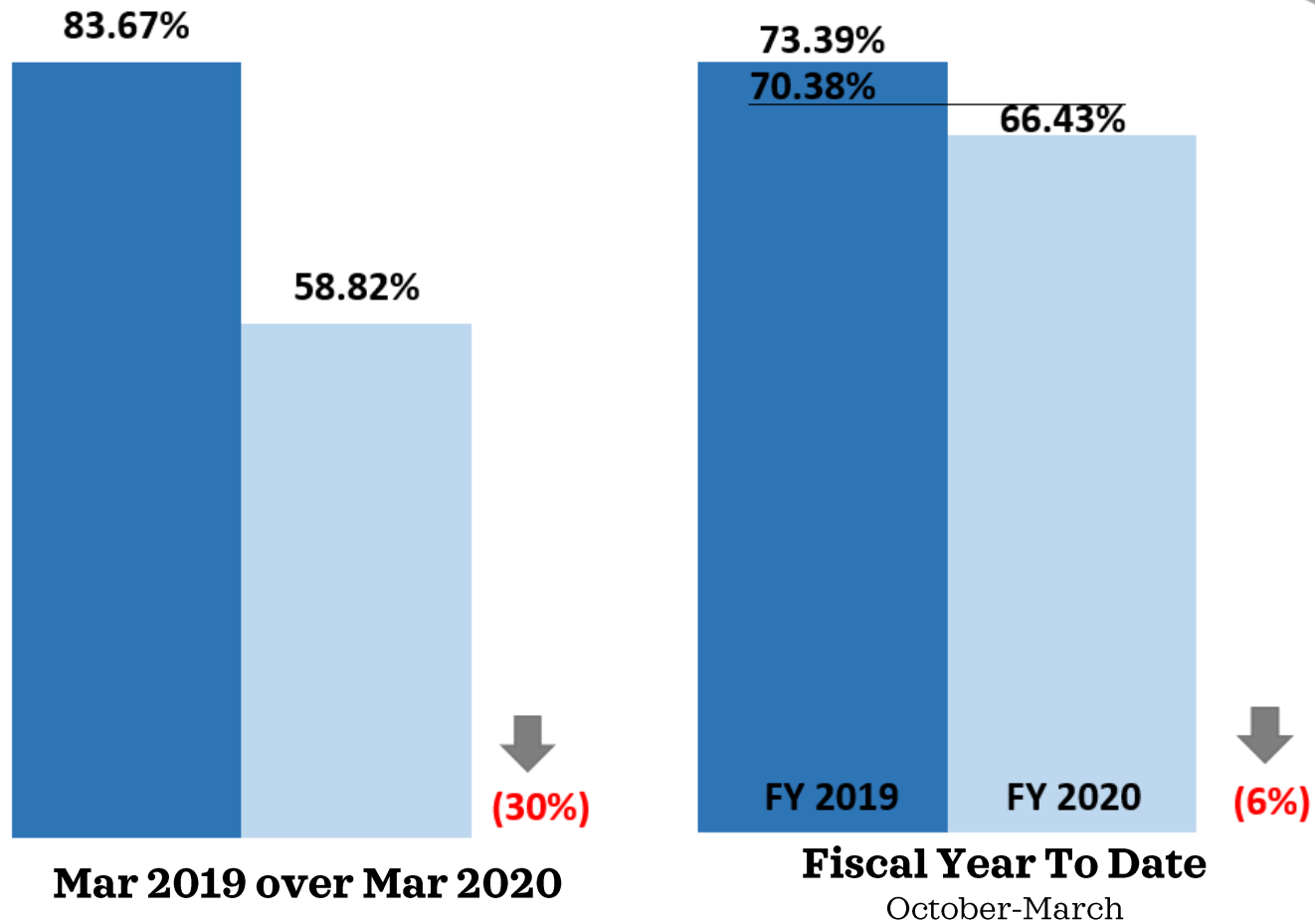


Mar 2019 over Mar 2020

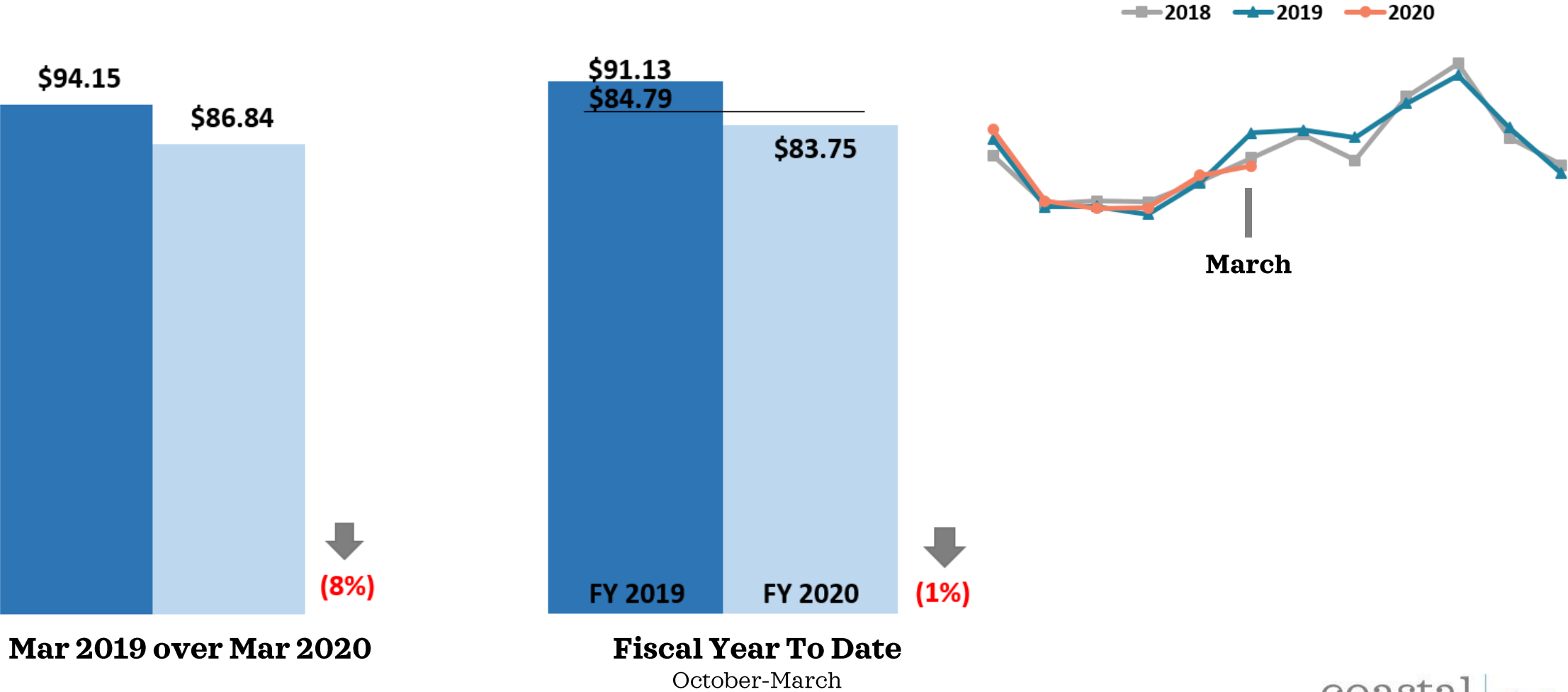


Fiscal Year To Date
October-March

All Occupancy

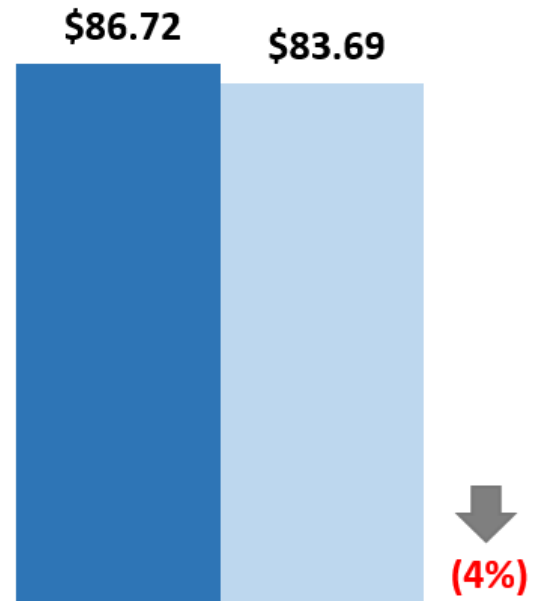


Non-Casino ADR

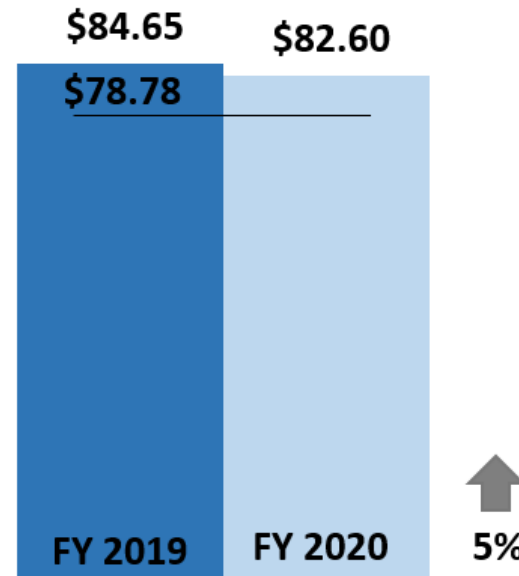


Source: STR

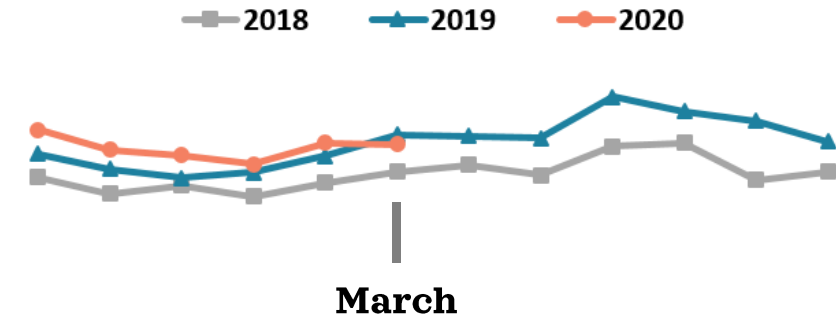
Casino ADR



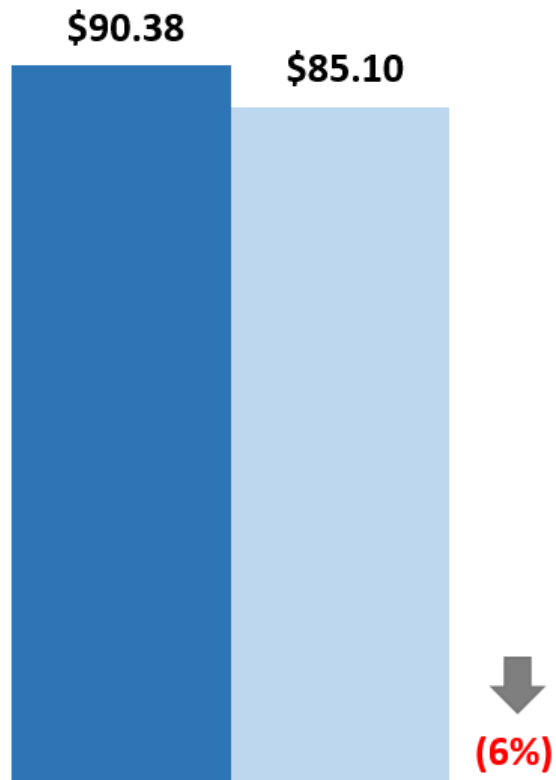
Mar 2019 over Mar 2020



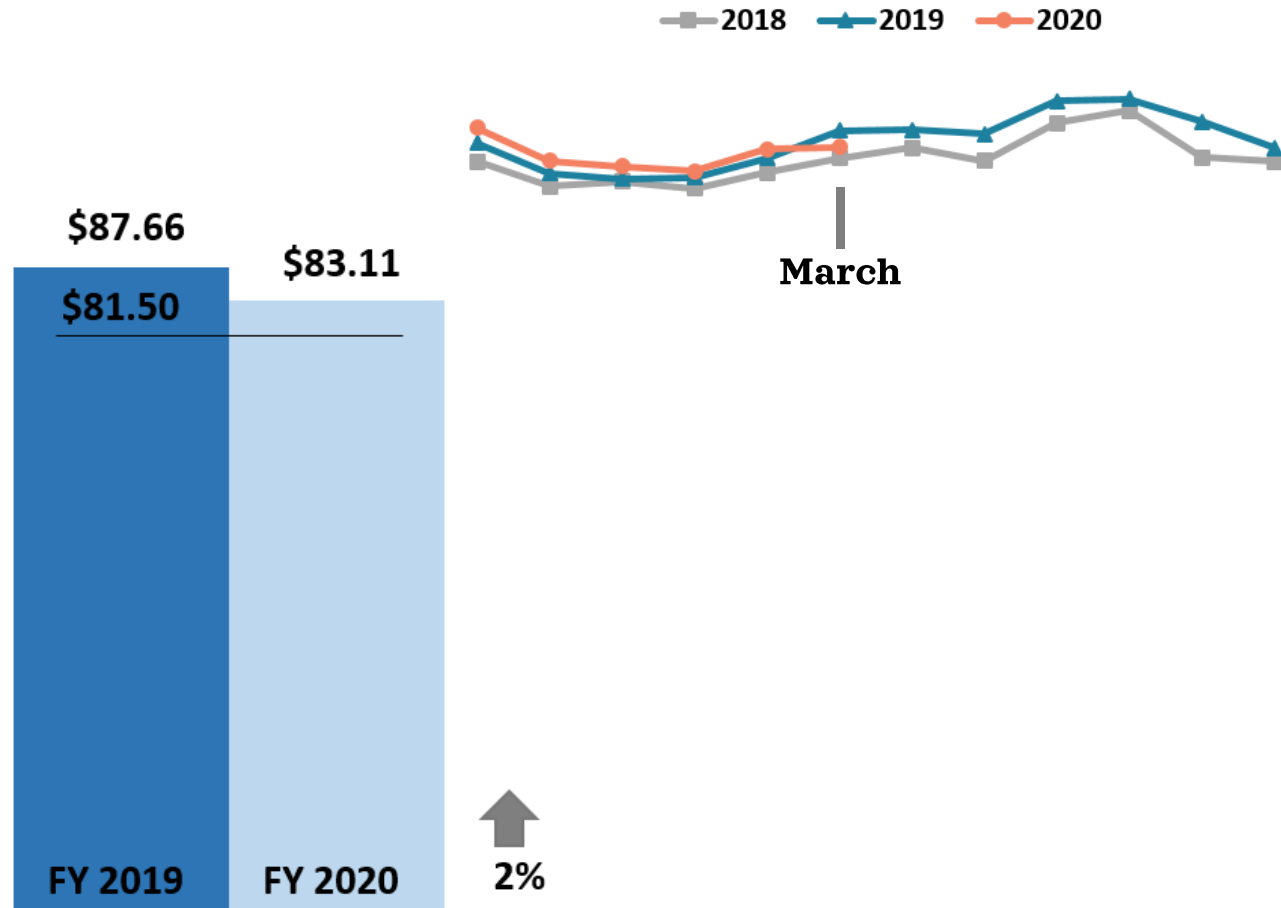
Fiscal Year To Date
October-March



All ADR



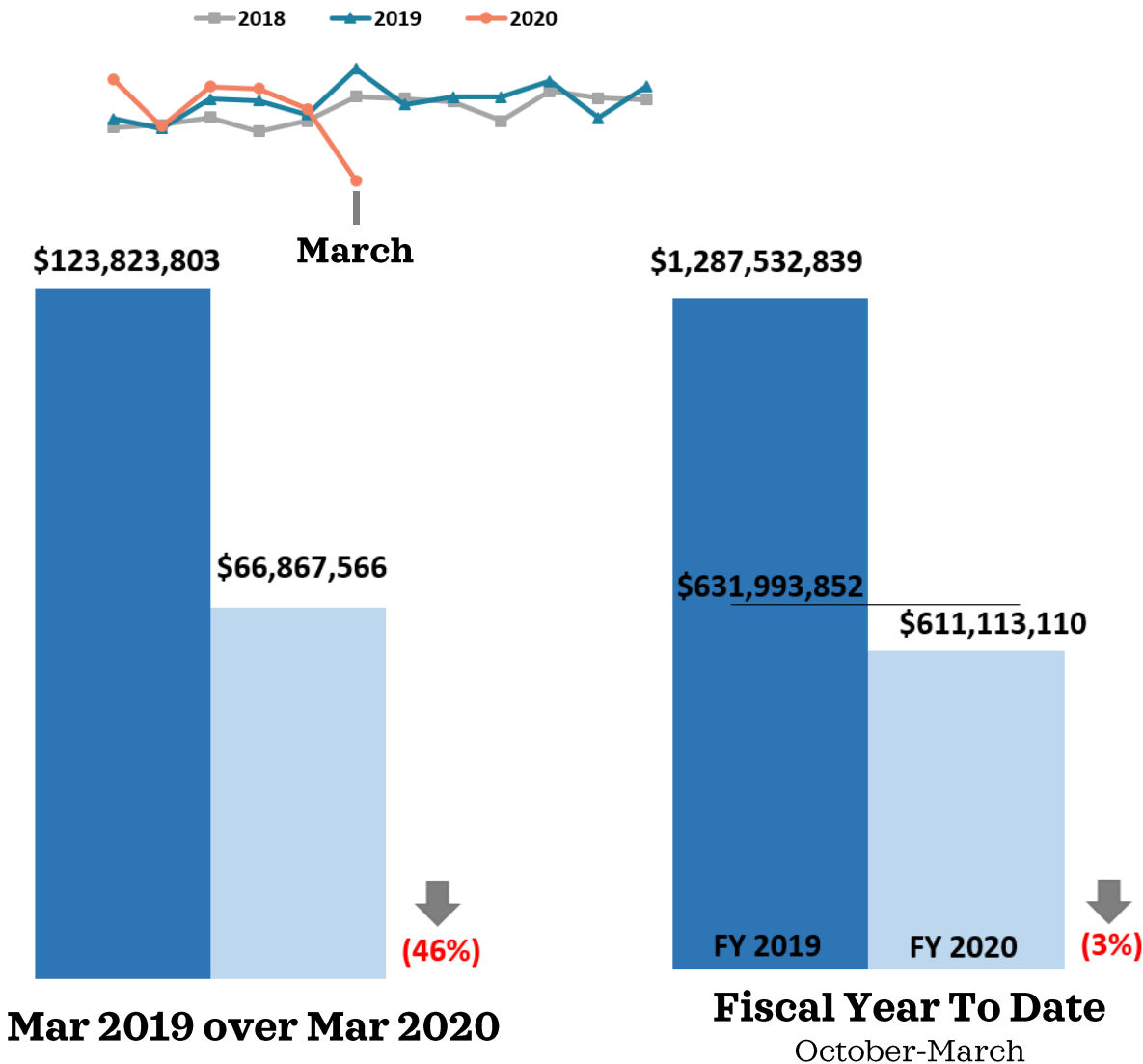
Mar 2019 over Mar 2020



Fiscal Year To Date

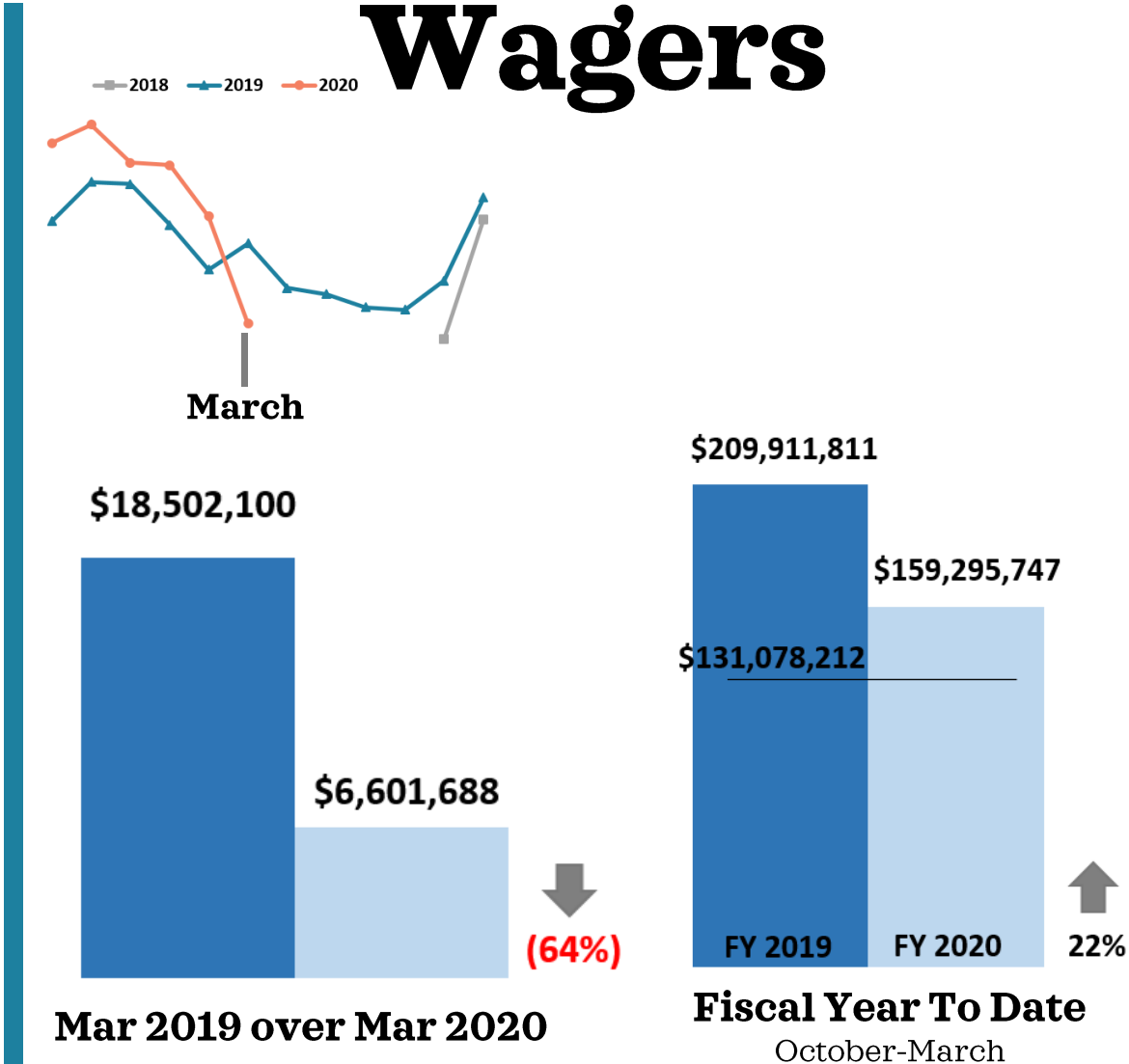
October-March

Gaming Revenue



Source: MS Gaming Commission

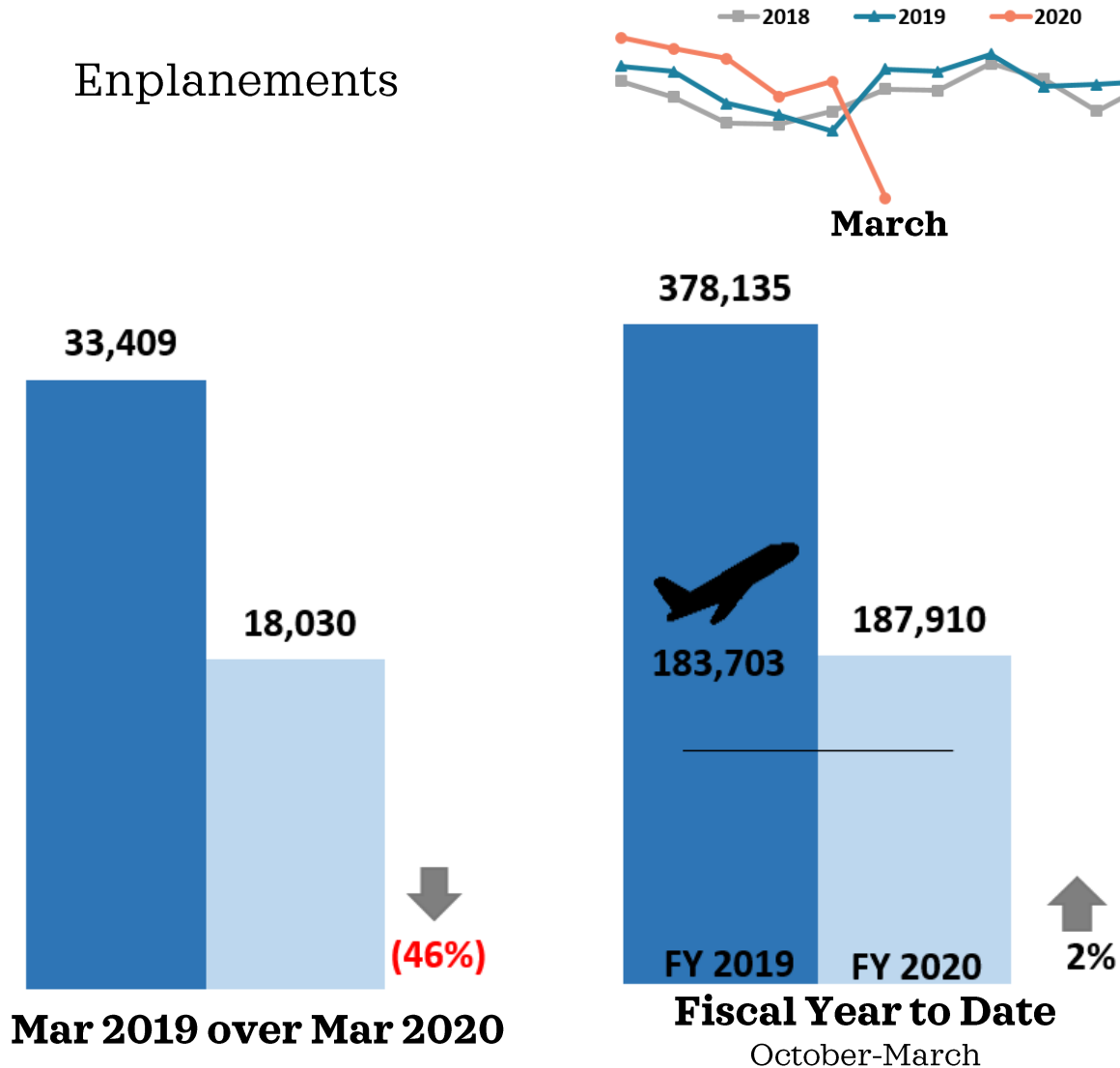
Sports Betting Wagers



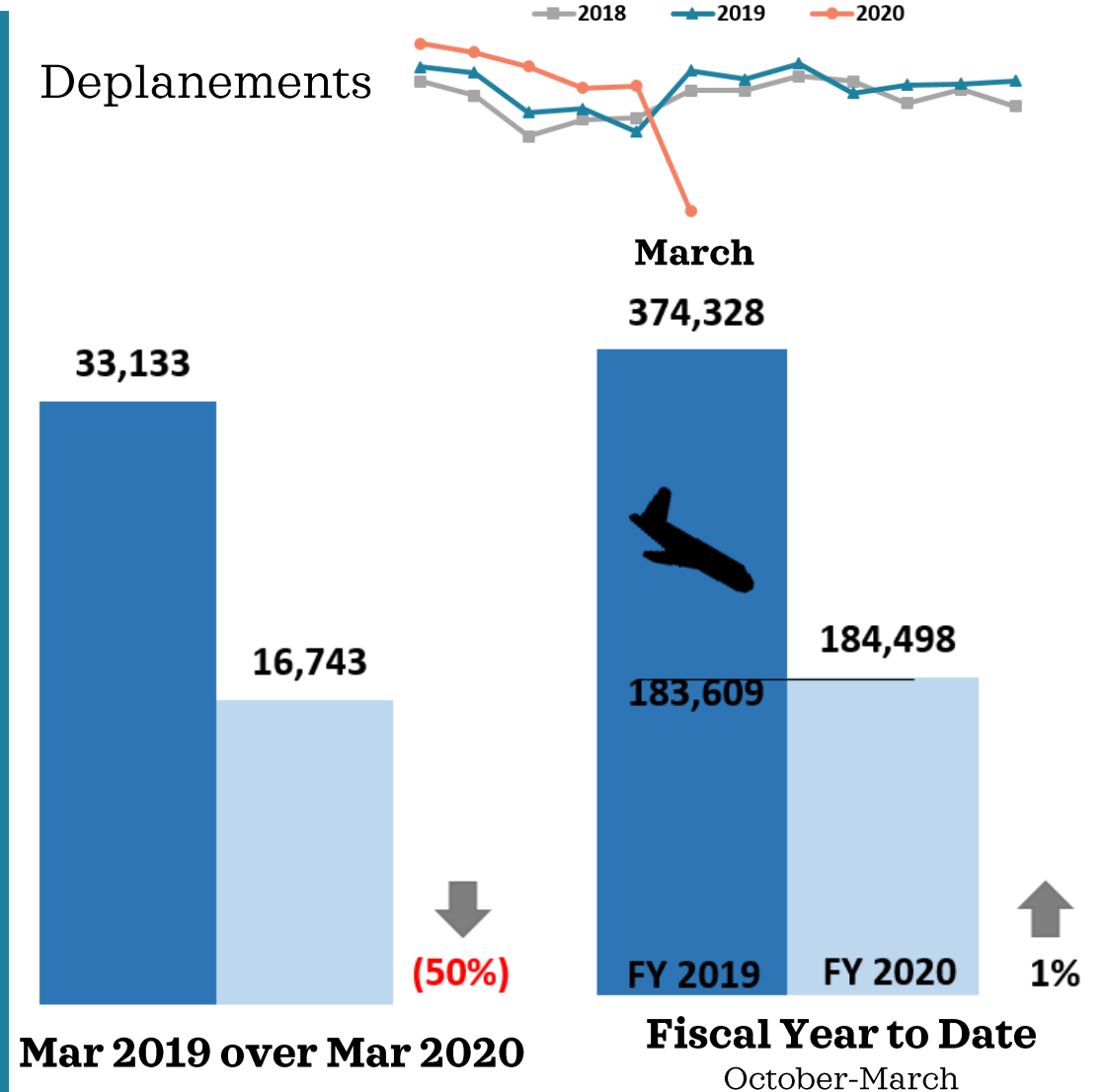
* Sports Betting began August 2018

Airport

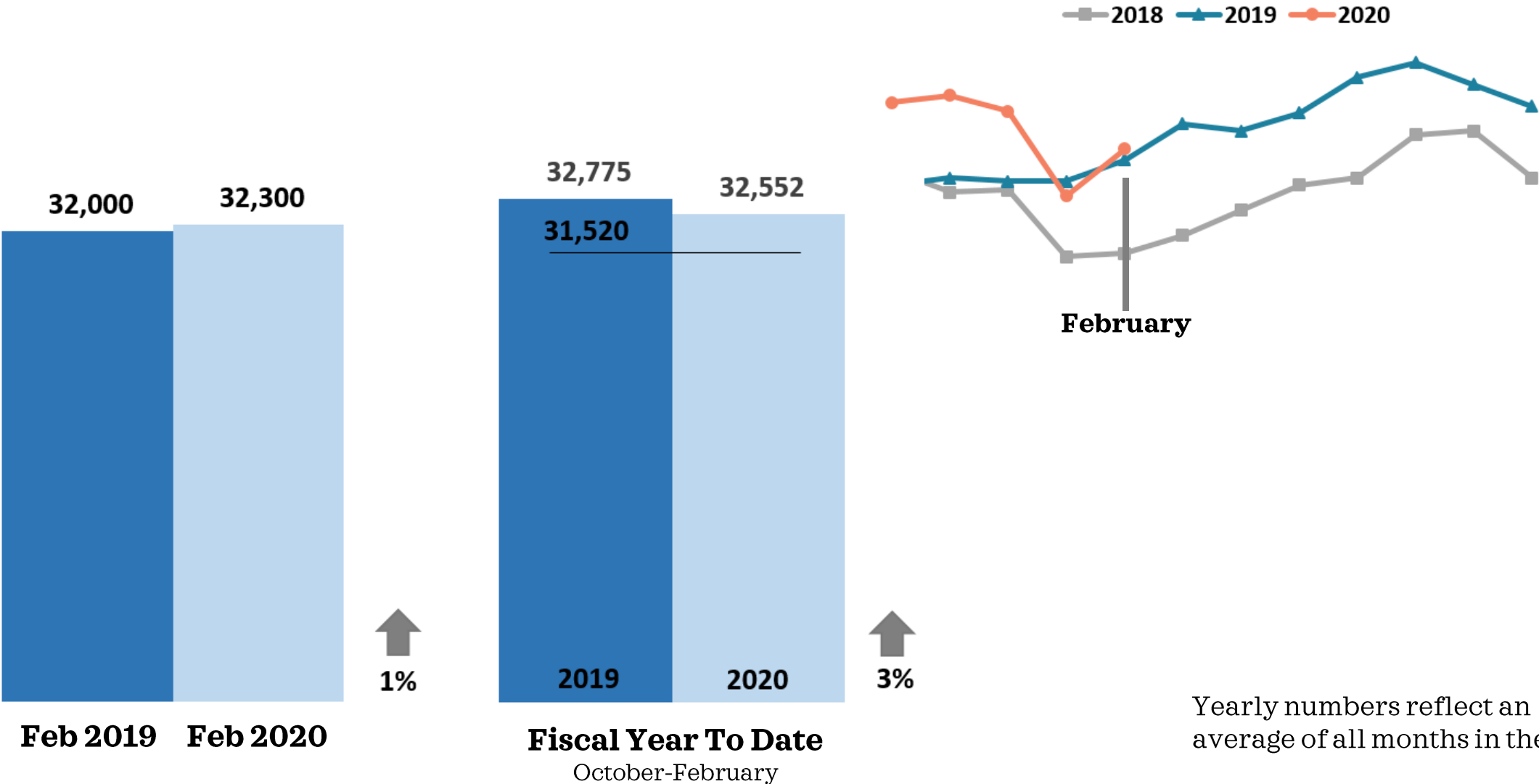
Enplanements



Deplanements



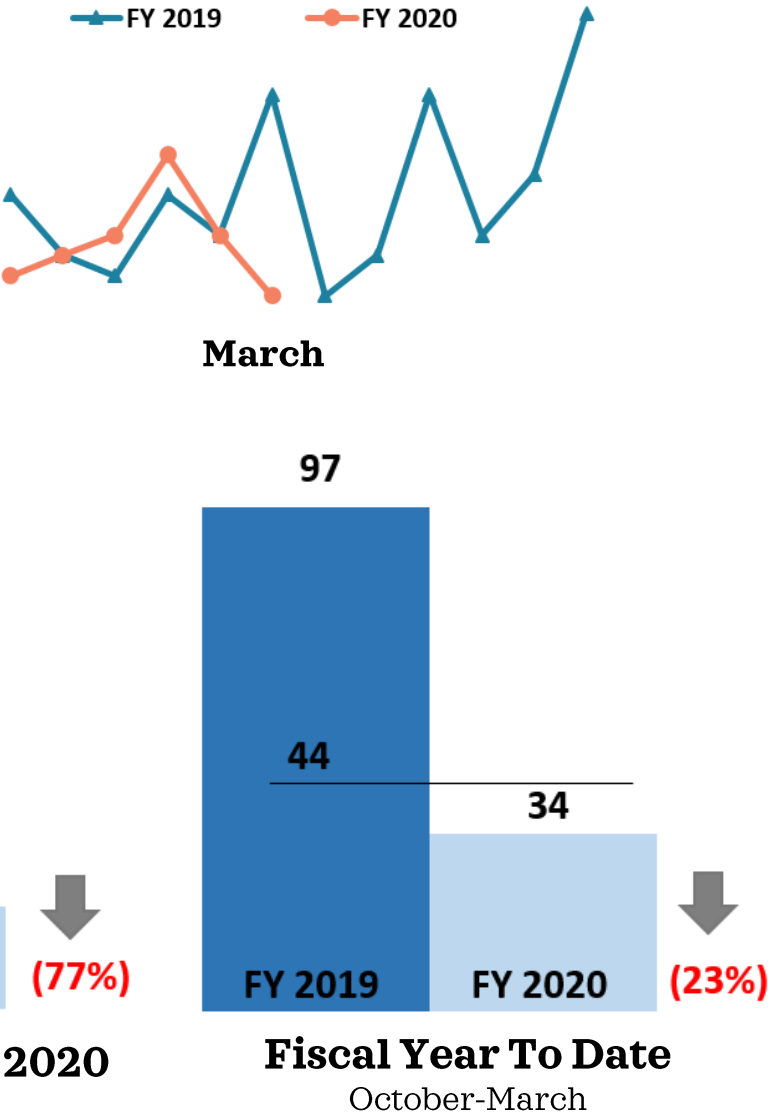
Leisure & Hospitality Jobs



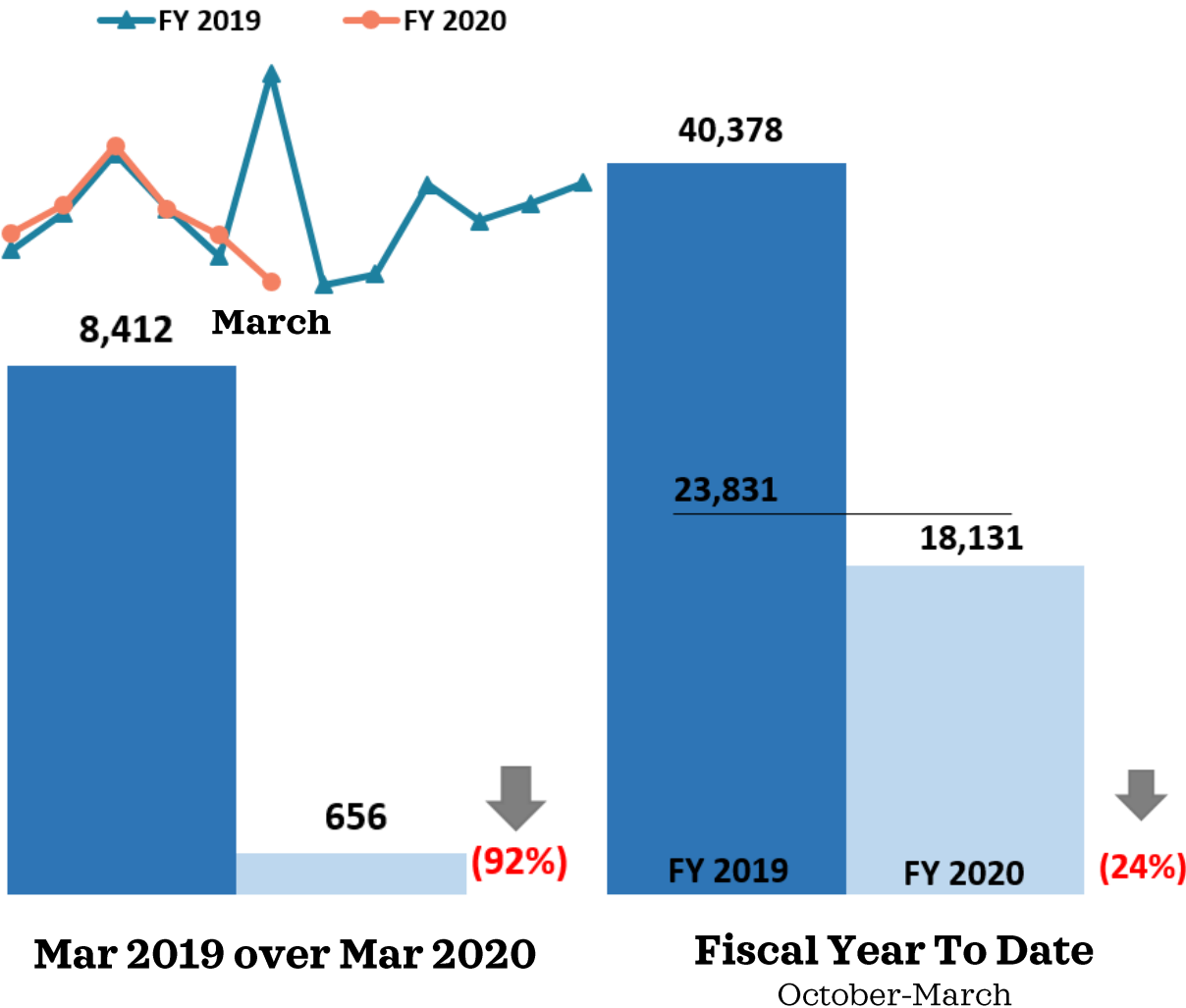
Source: MS Department of Employment Security

Definite Bookings - Meeting/Sports

Bookings



Room nights

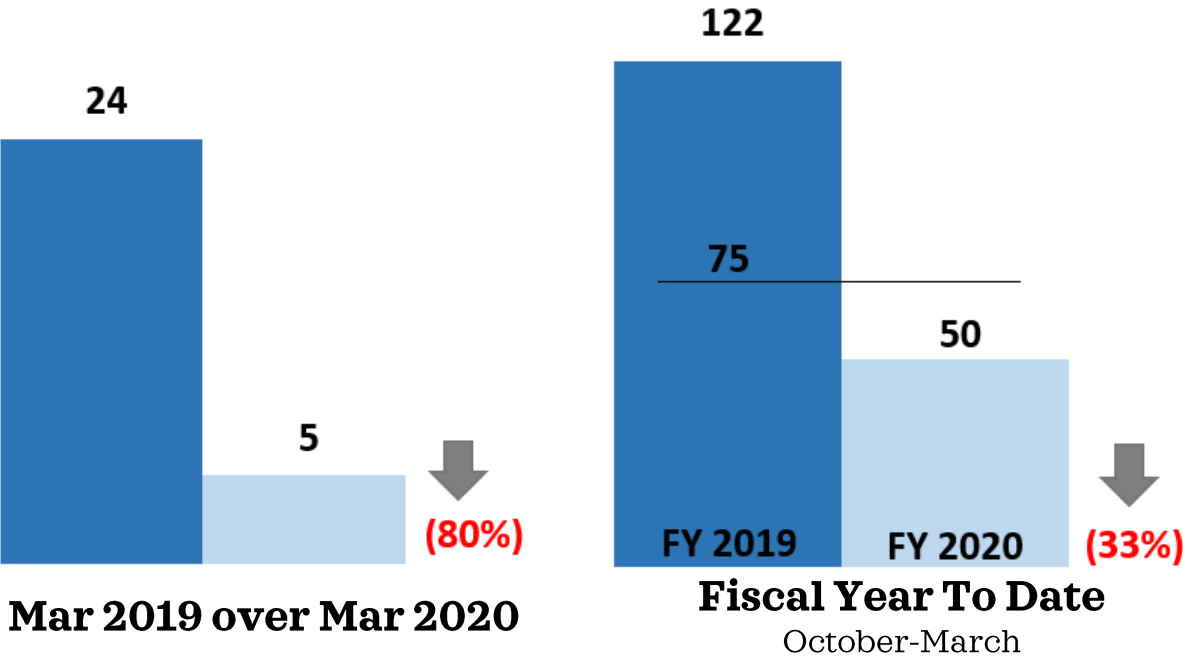
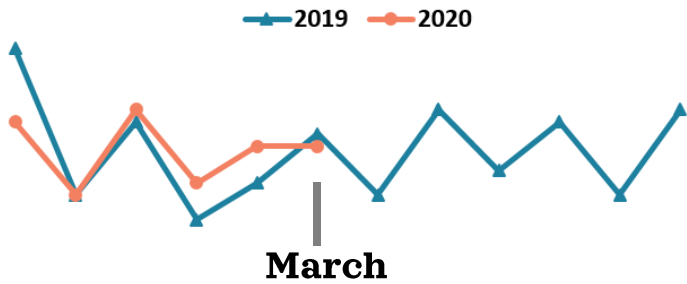


Source: Coastal Mississippi

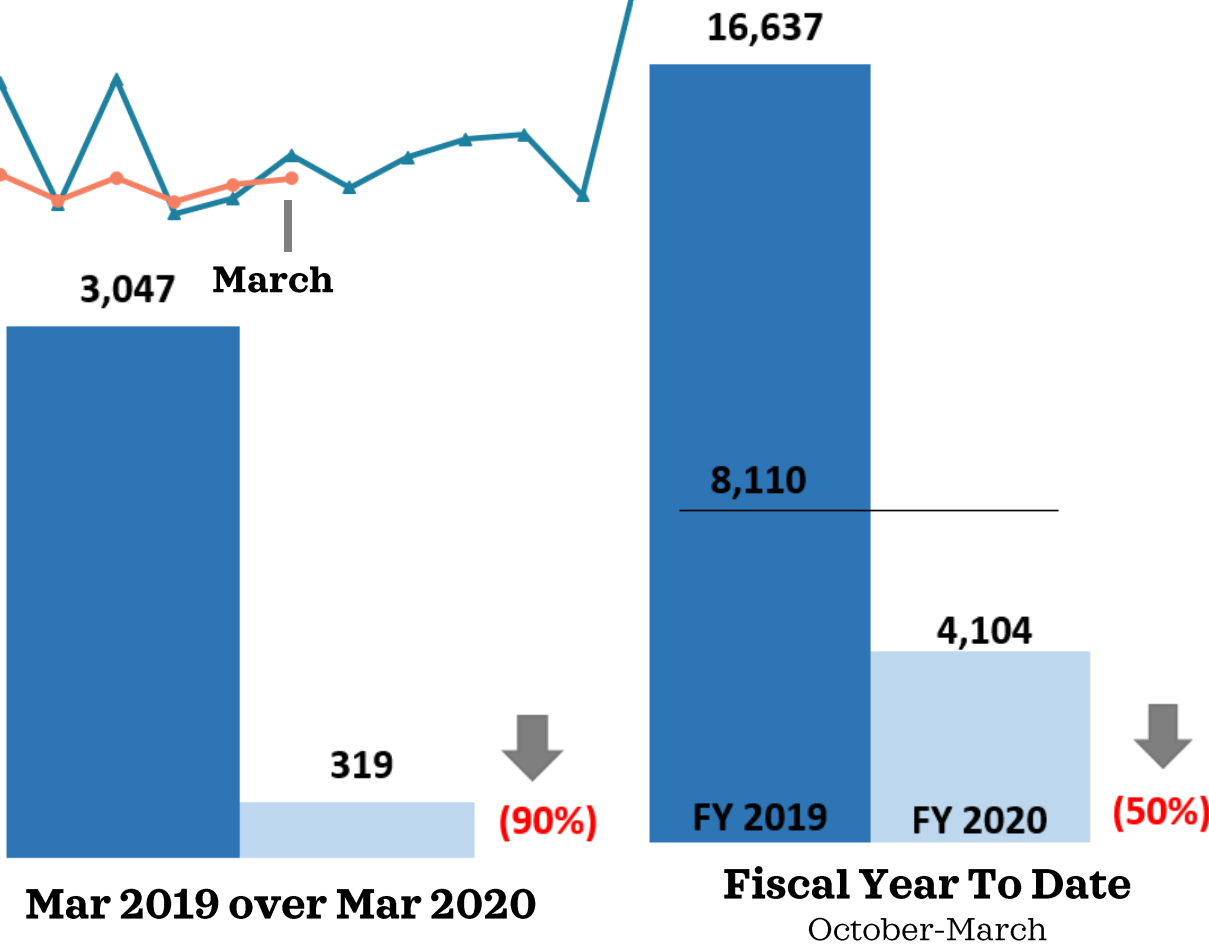
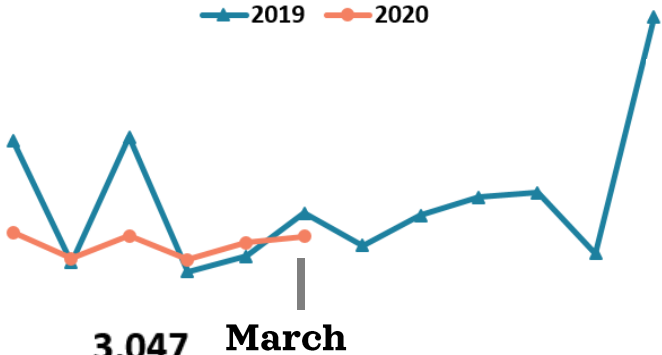
Definite Bookings - Leisure

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

Bookings

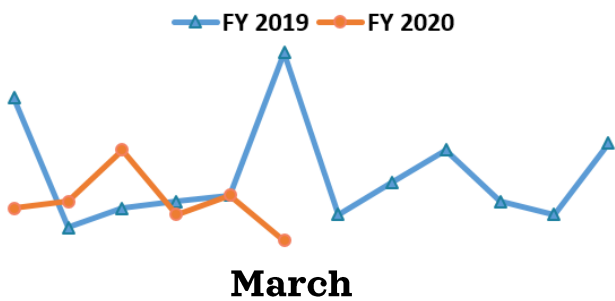


Room nights

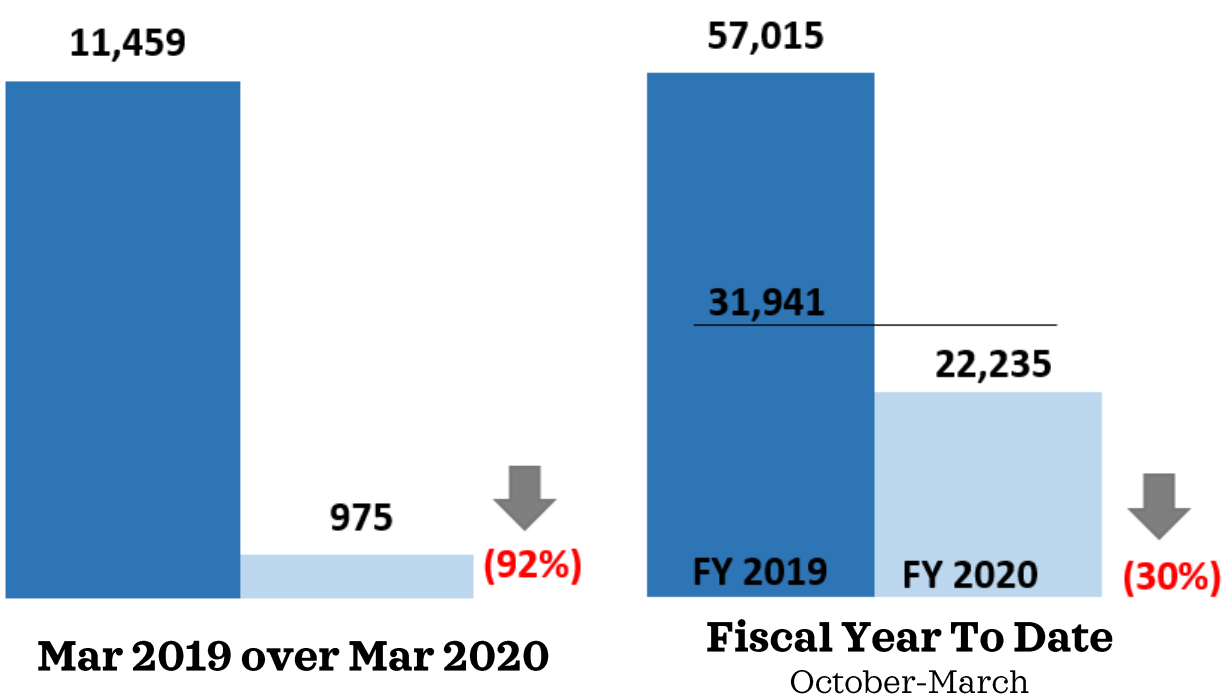
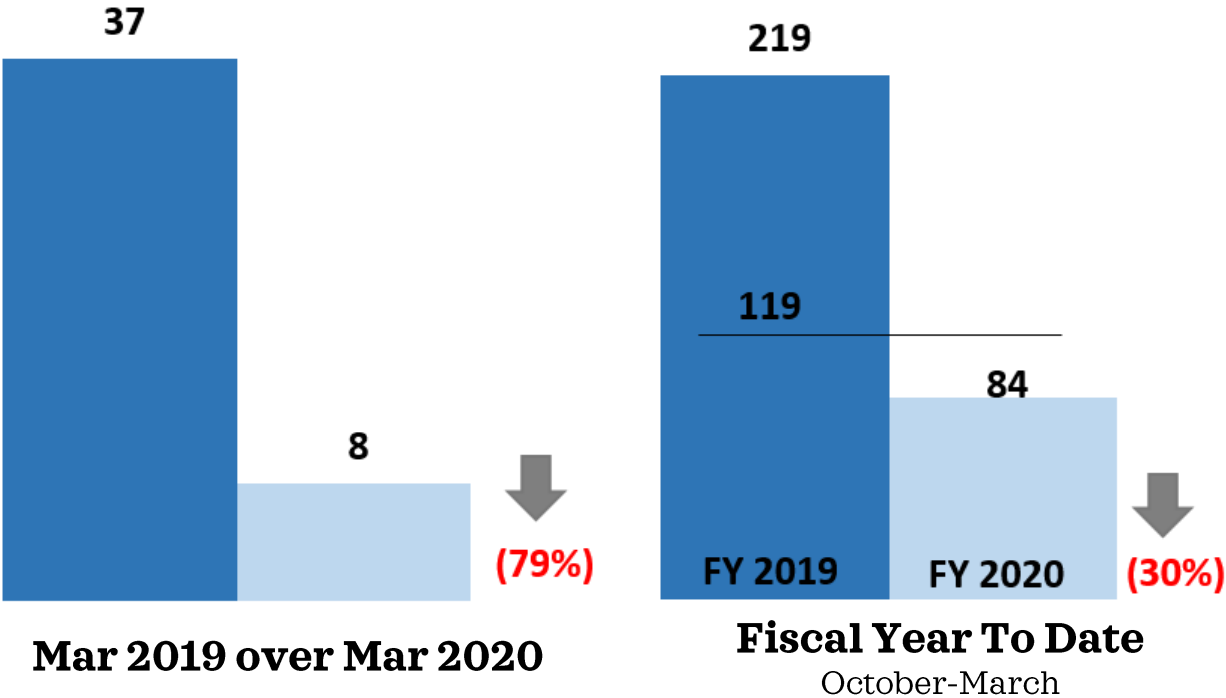
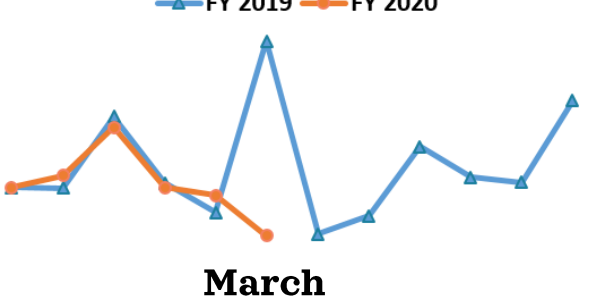


Definite Bookings - All Sales

Bookings

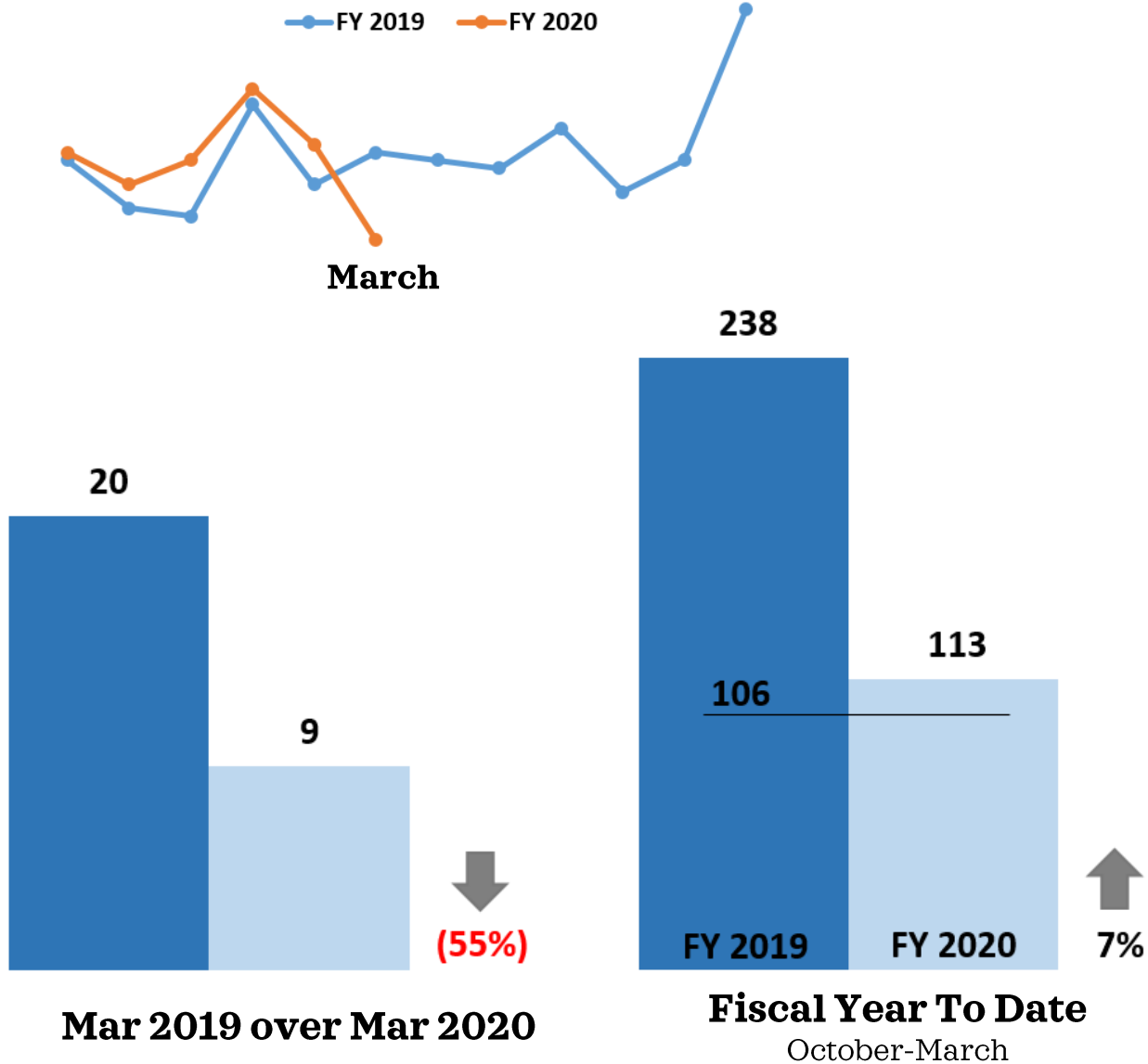


Room nights

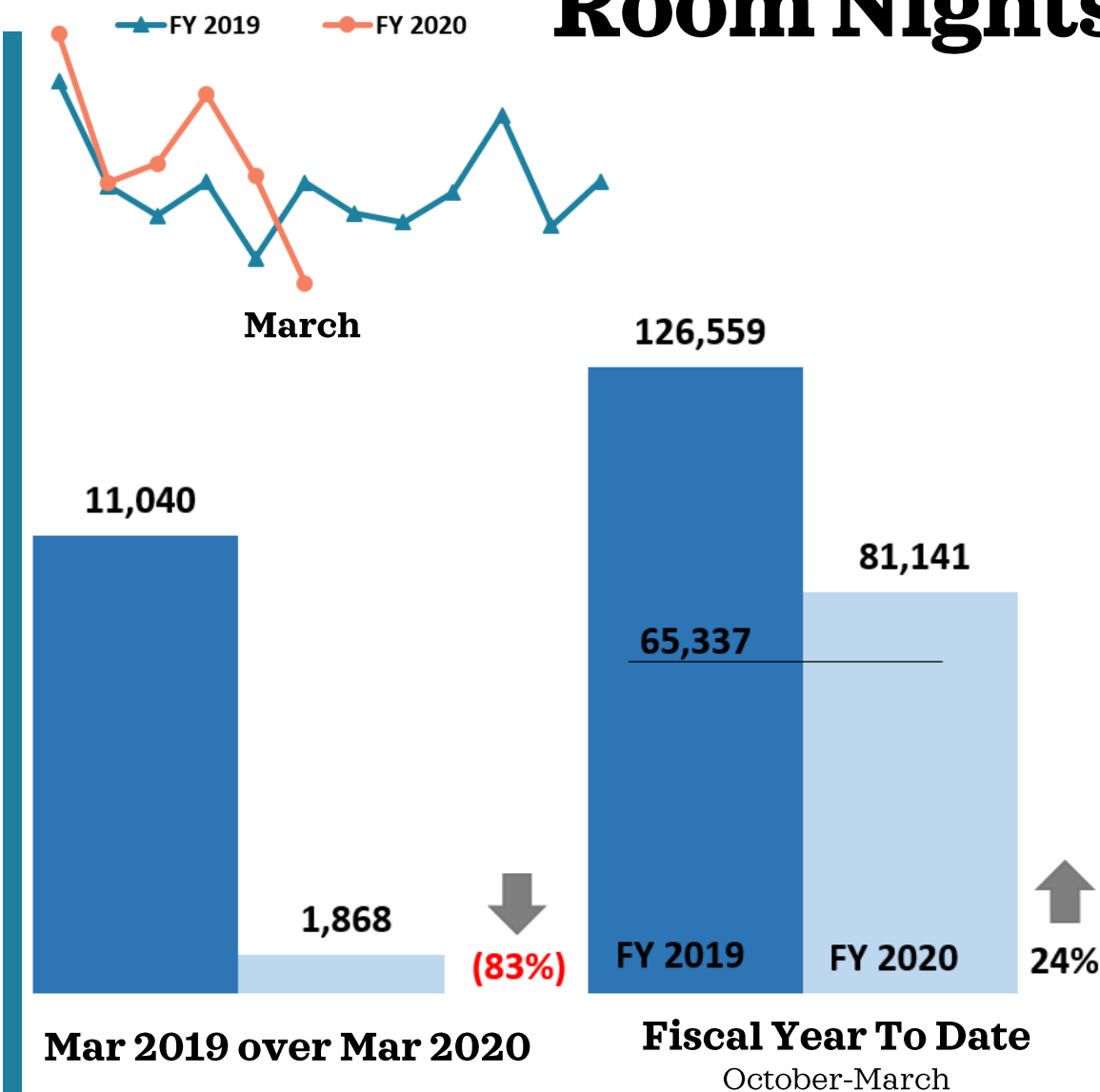


Source: Coastal Mississippi

Leads Issued – Meetings/Sports

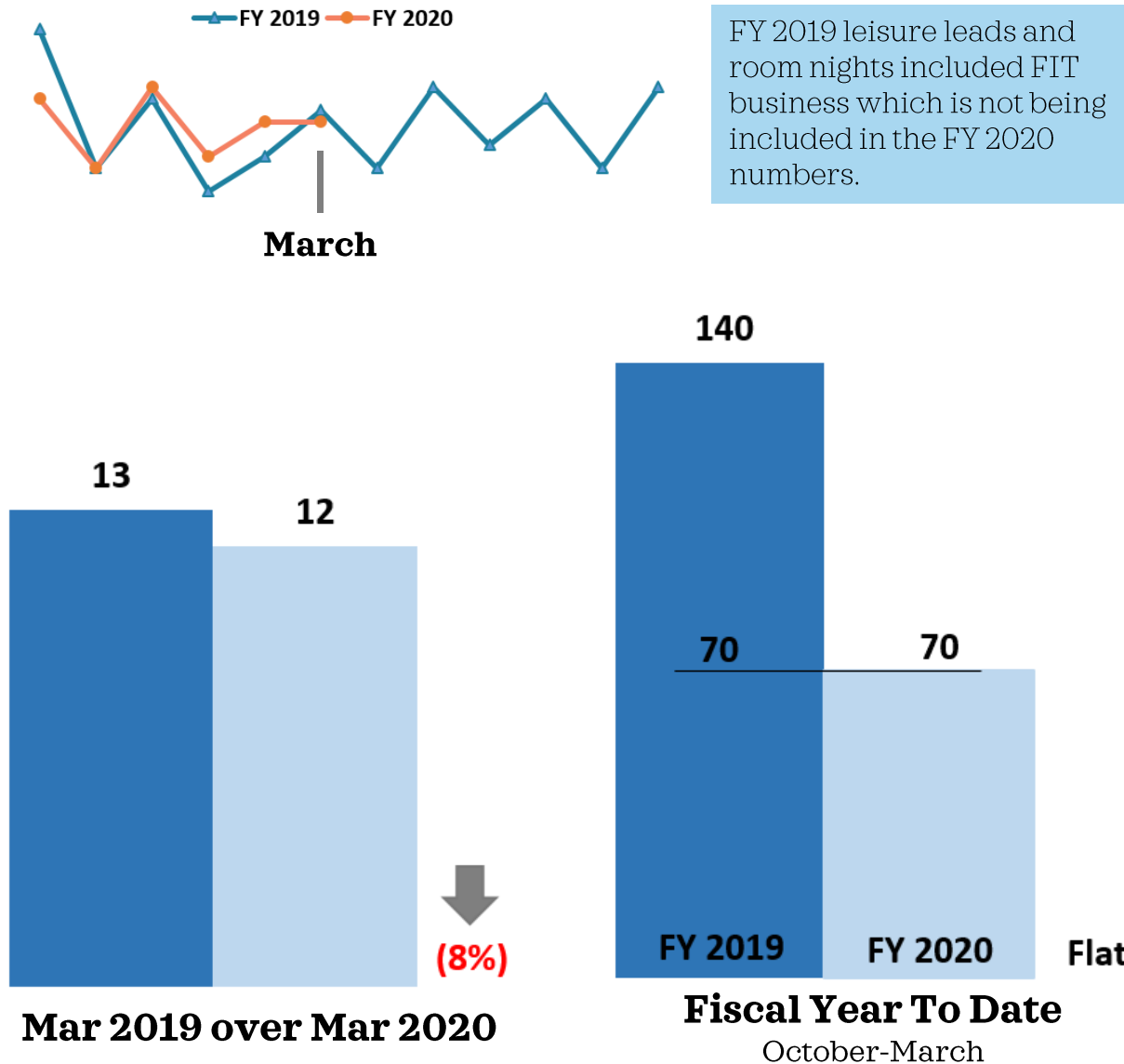


Potential Room Nights

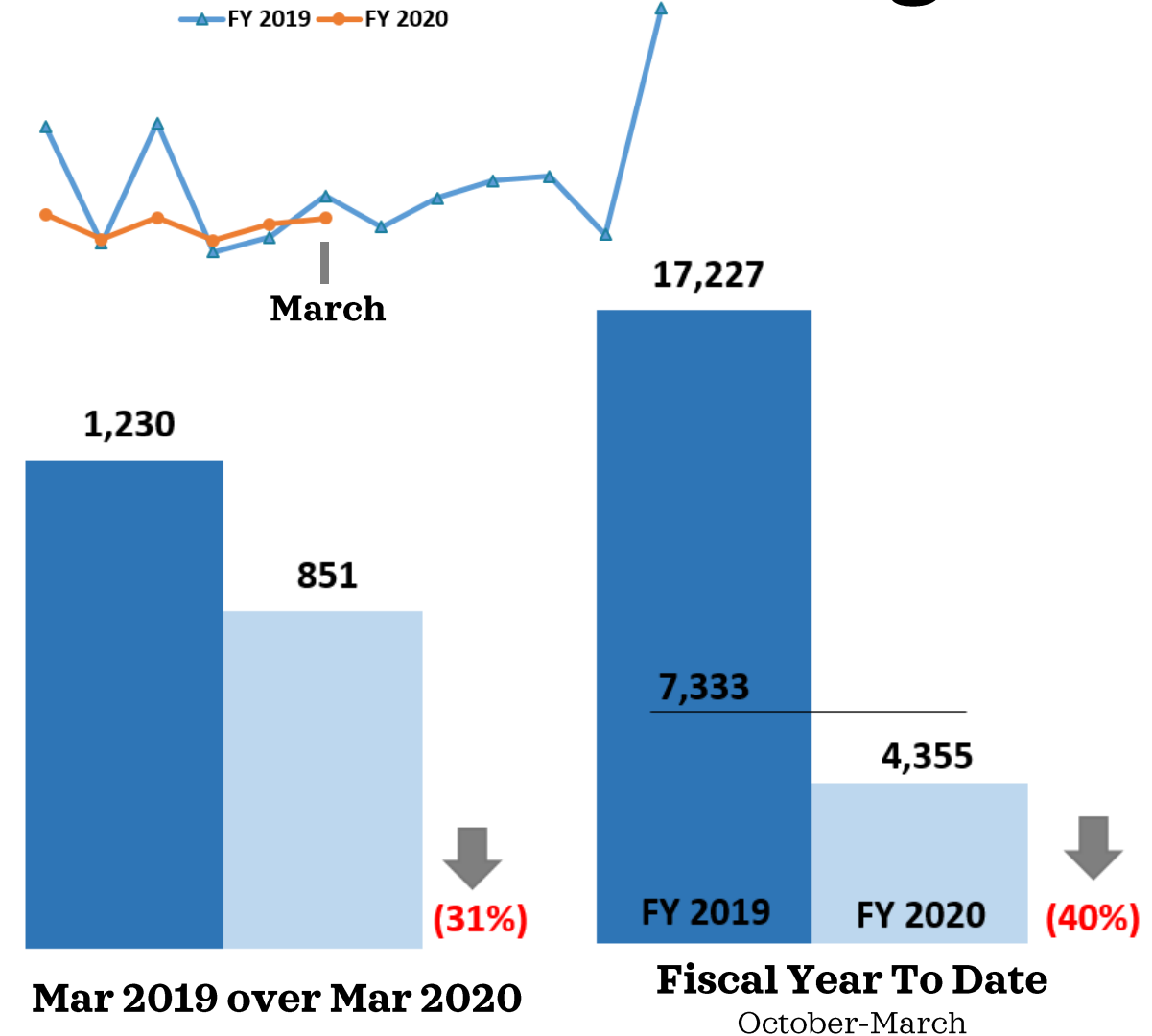


Source: Coastal Mississippi

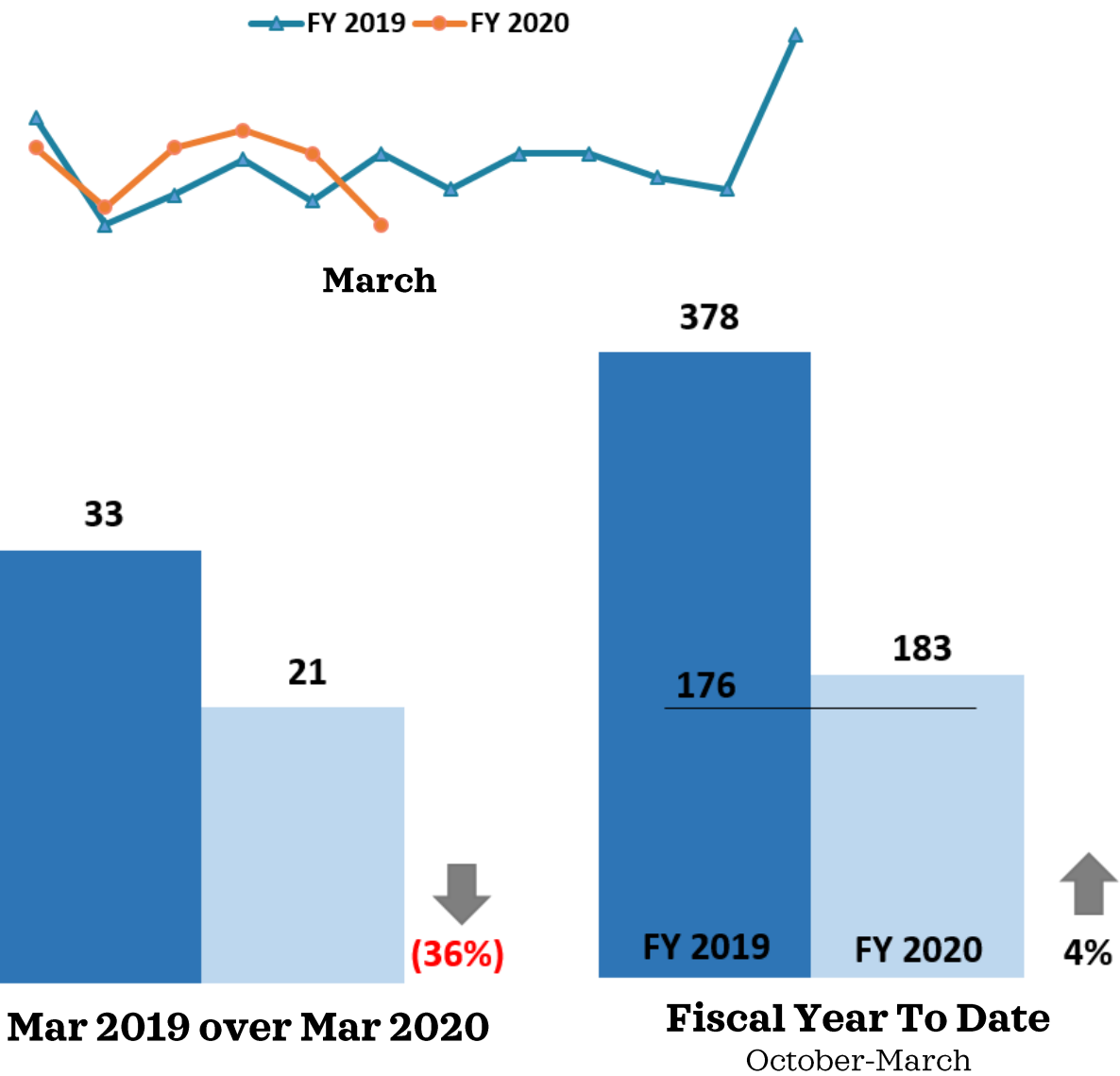
Leads Issued - Leisure



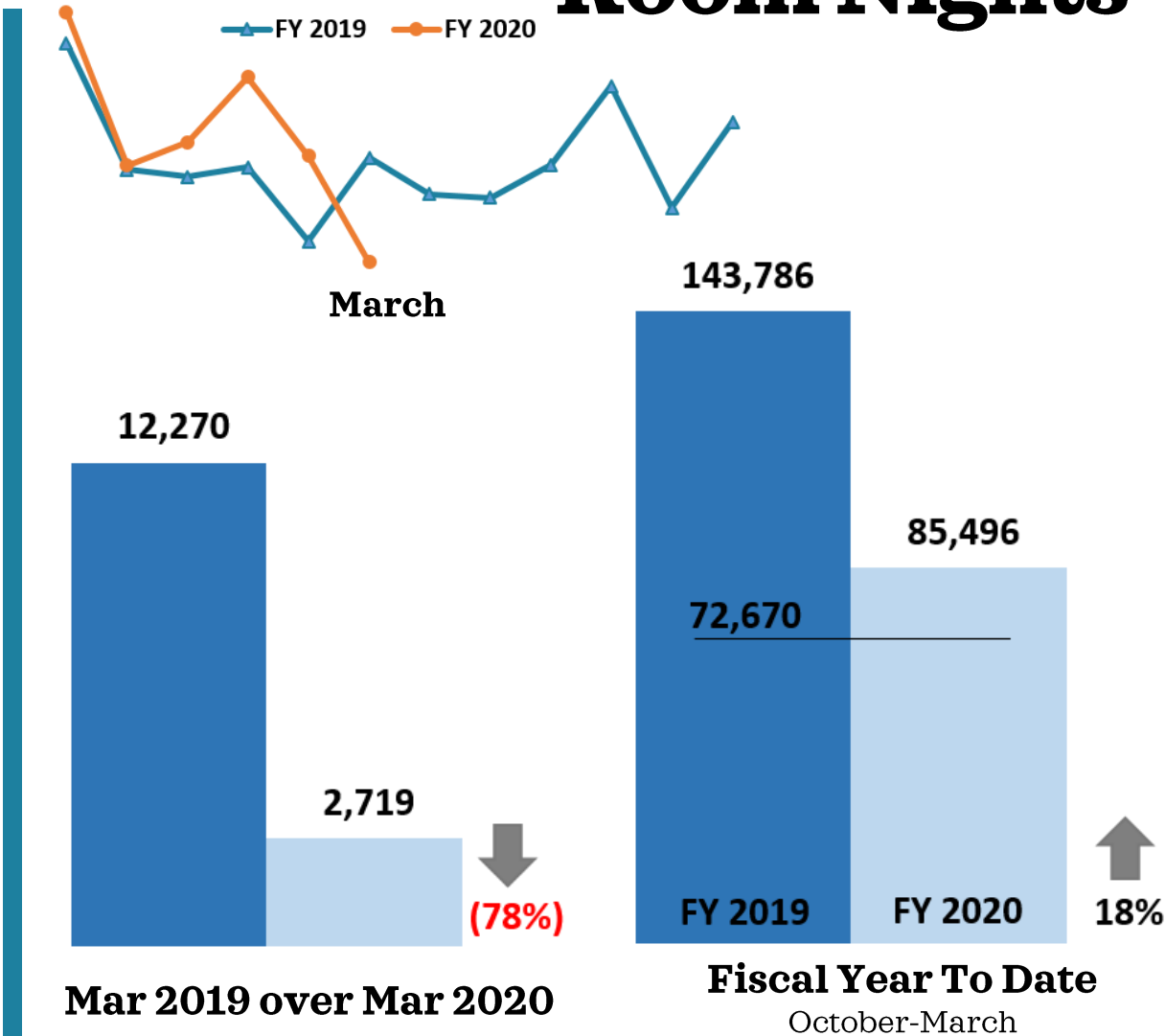
Potential Room Nights



Leads Issued - All Sales

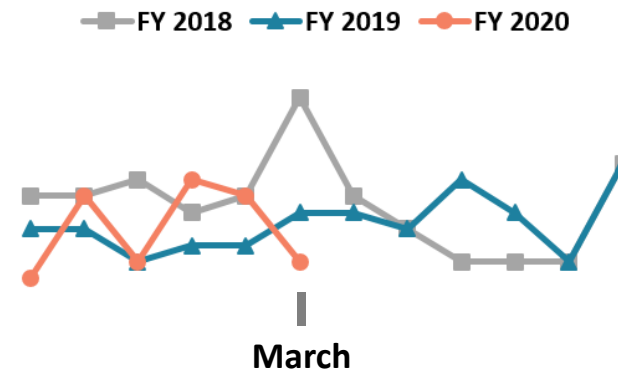
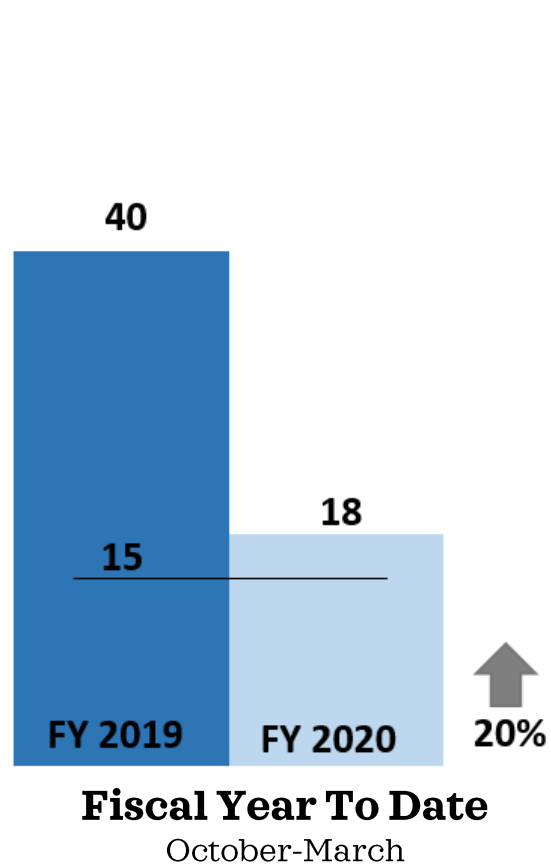
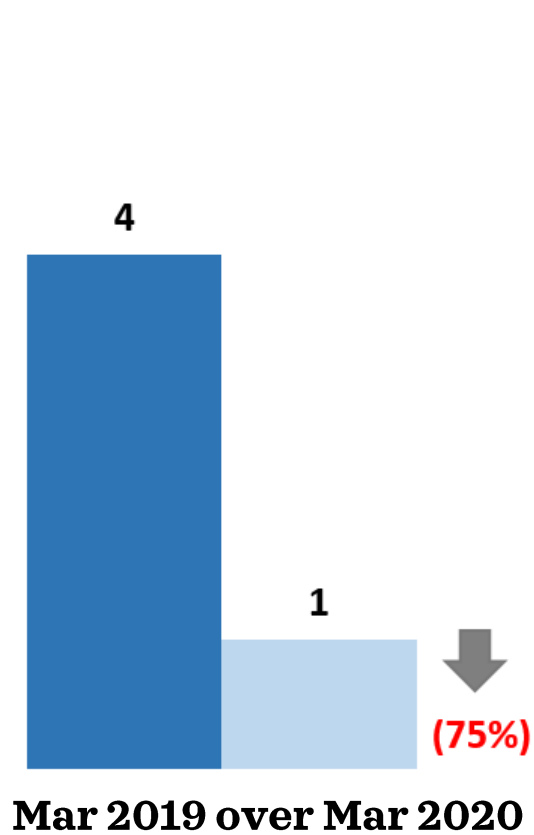


Potential Room Nights



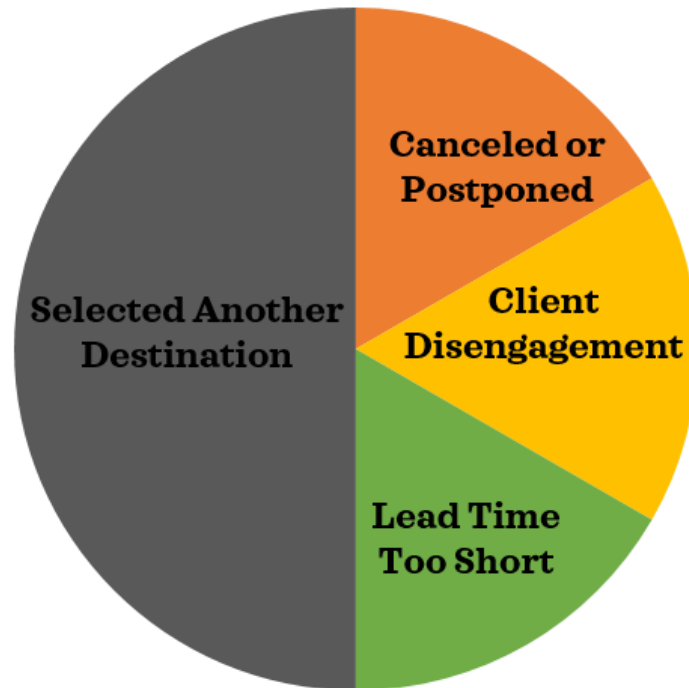
Source: Coastal Mississippi

Convention Center Leads



Lost Business

March 2019

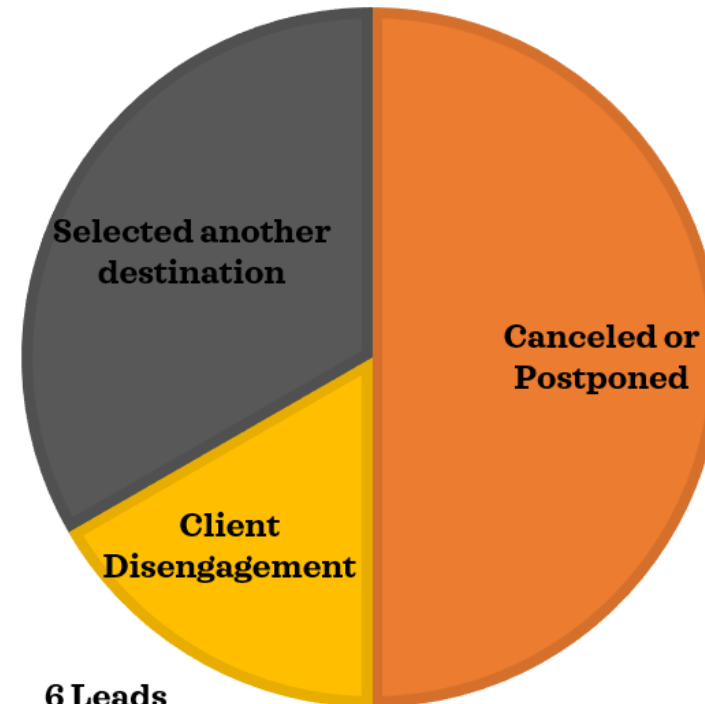


12 Leads

Other Cities Selected:

- Gulf Shores, AL
- Mobile, AL
- New Orleans, LA
- Not stated (3)

March 2020

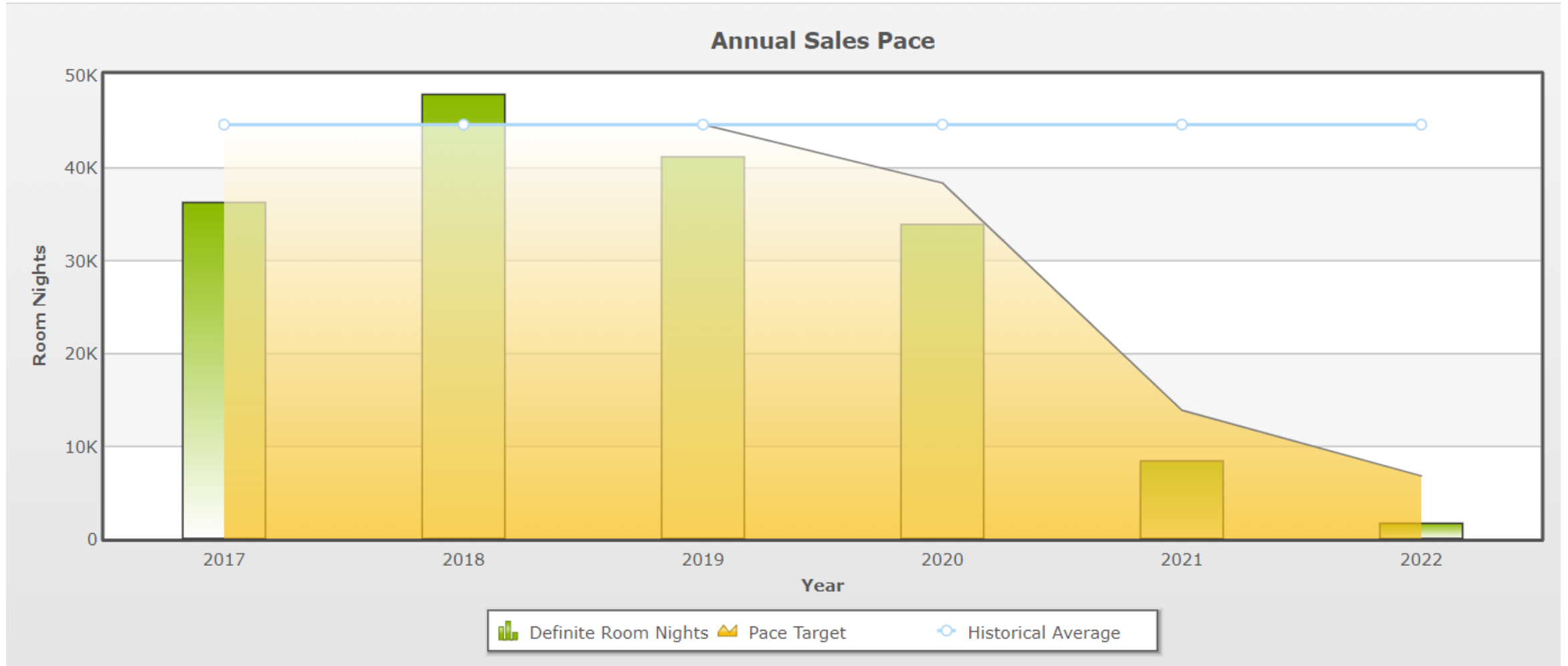


6 Leads

Other Cities Selected:

- New Orleans, LA
- Not stated

Pace Report

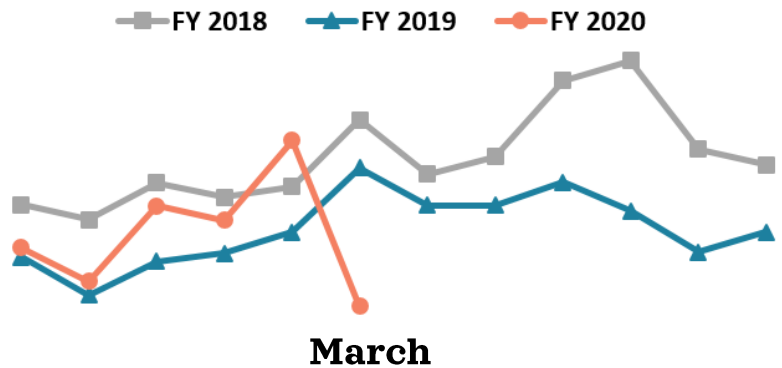
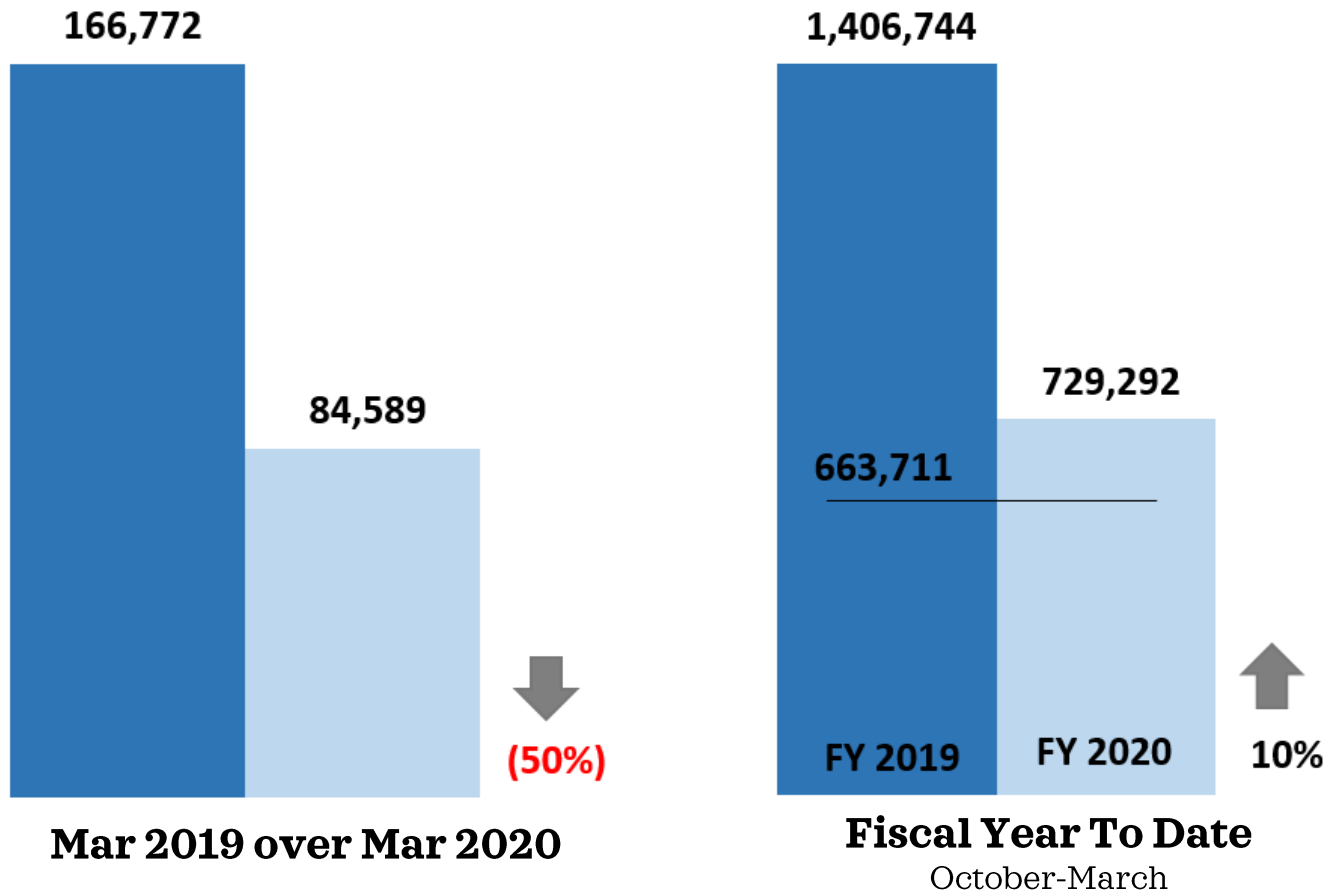


Pace Report - Pipeline



Google Analytics - Users

Traffic Analysis: Significant decline in Organic session due to coronavirus-related closures, cancellations, and postponements.



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						
Total Active Newsletter Recipients 19,299												
Request the Guide	226	192	204	563	478	209						
Digital Guide Viewed	267	291	340	472	573	251						

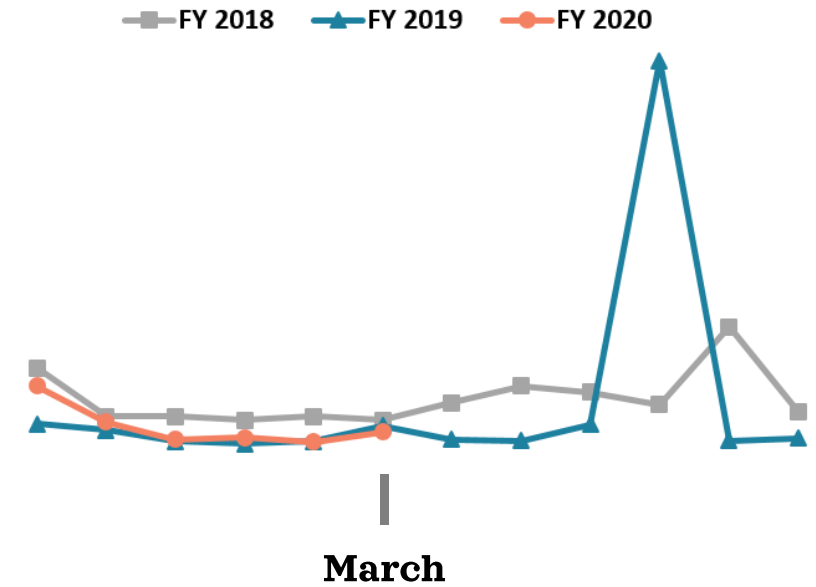
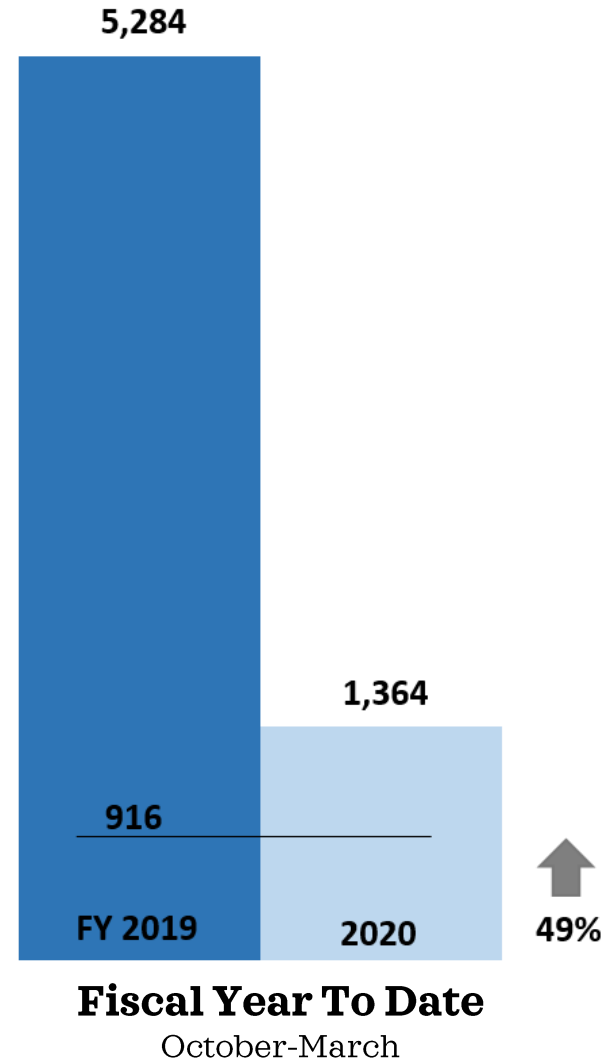
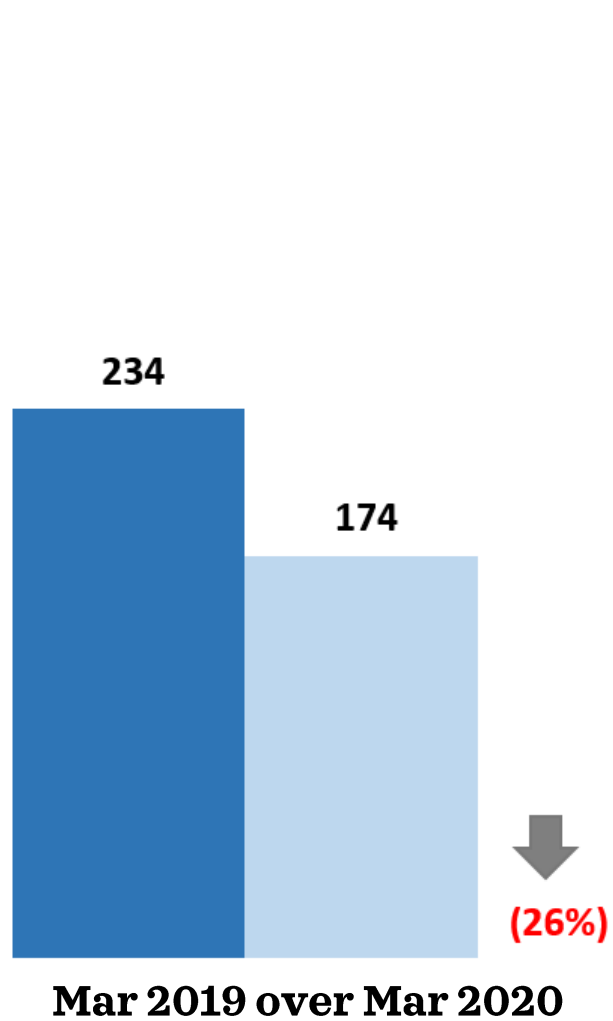
Action Taken

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

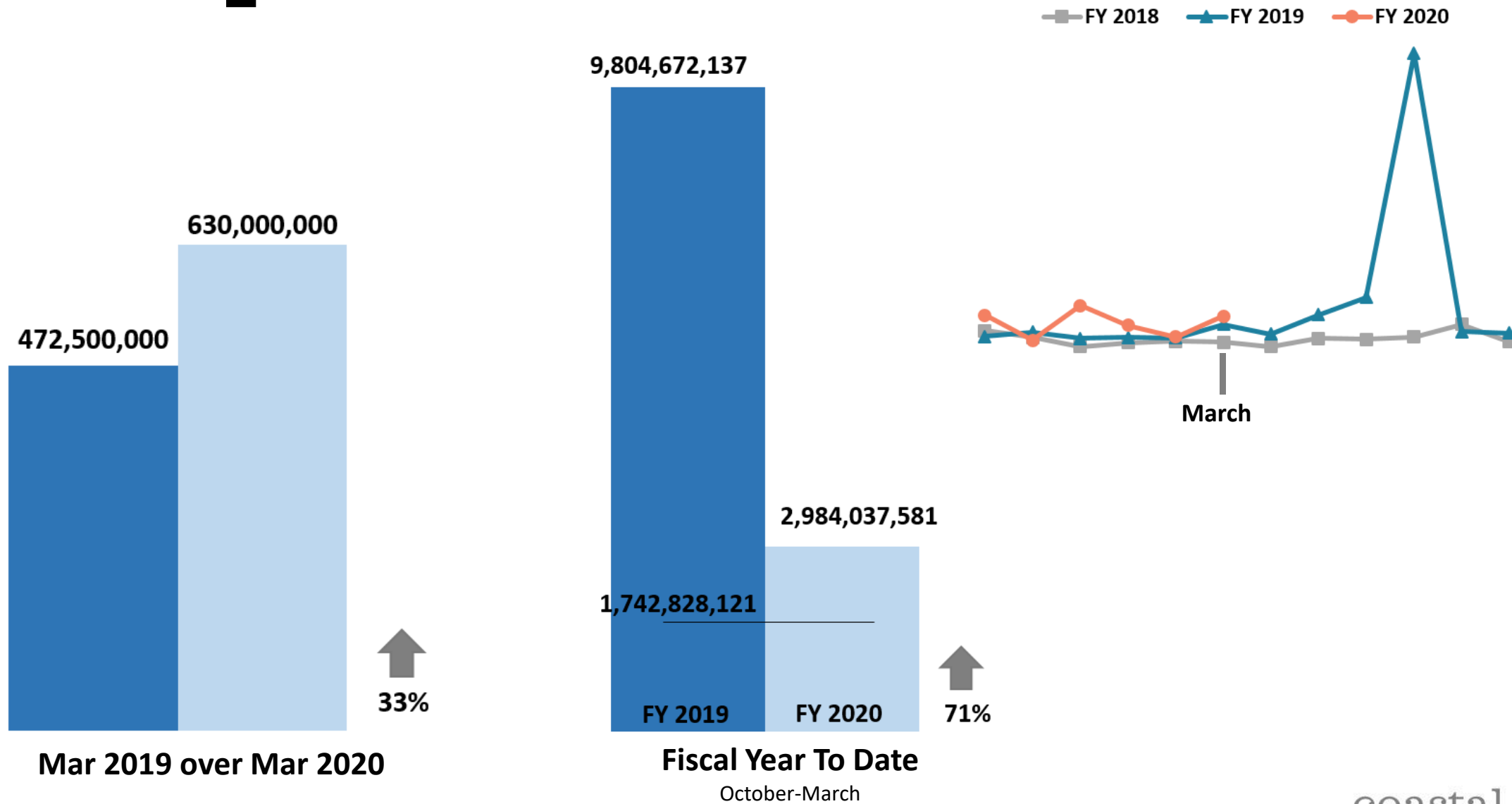
Website Referral – Referrals to partner websites from any of our pages.

Event Detail	12,074	13,261	22,531	13,490	17,303	6,141						
Listing Detail	9,730	7,633	7,926	12,639	13,739	8,831						
Website referral	19,886	16,651	23,700	21,985	38,625	14,639						

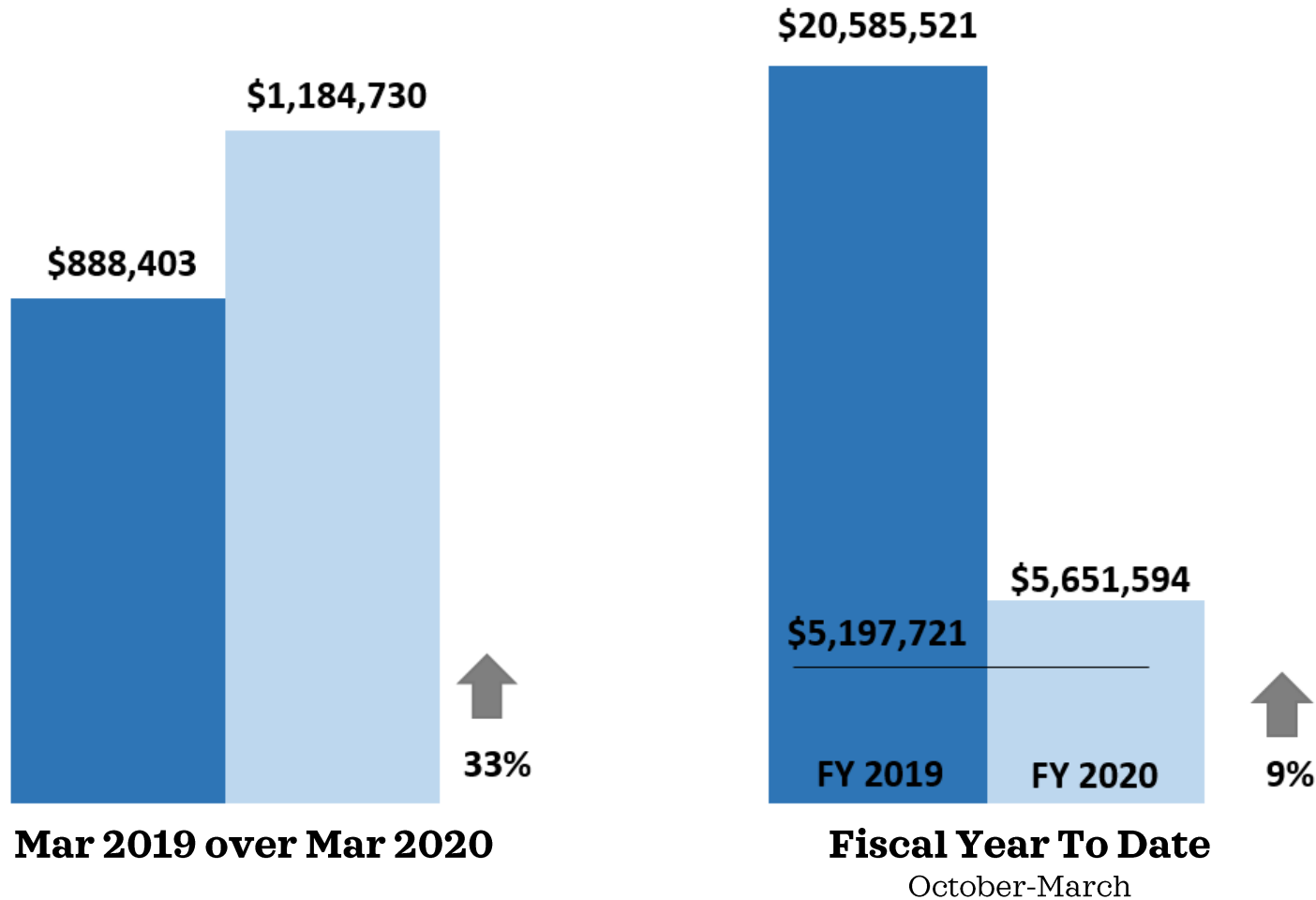
Number of Articles



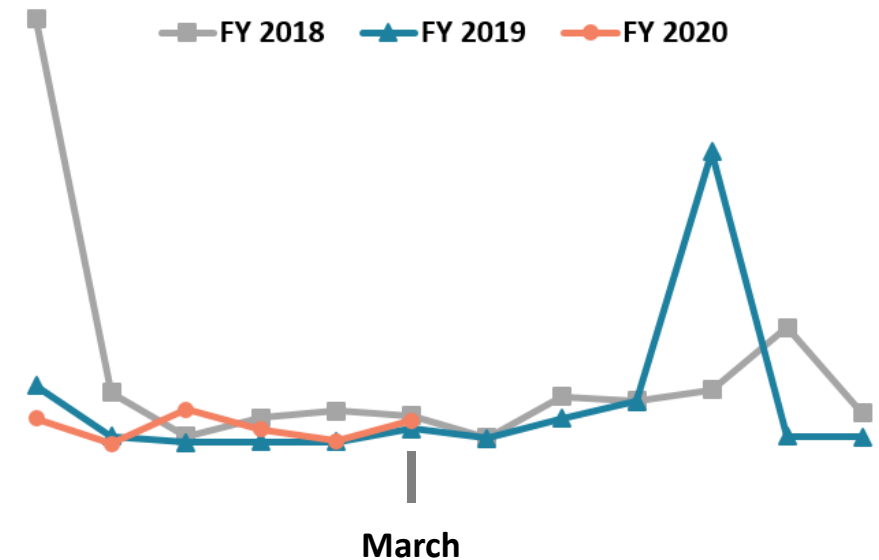
Impressions



Advertising Value Equivalency



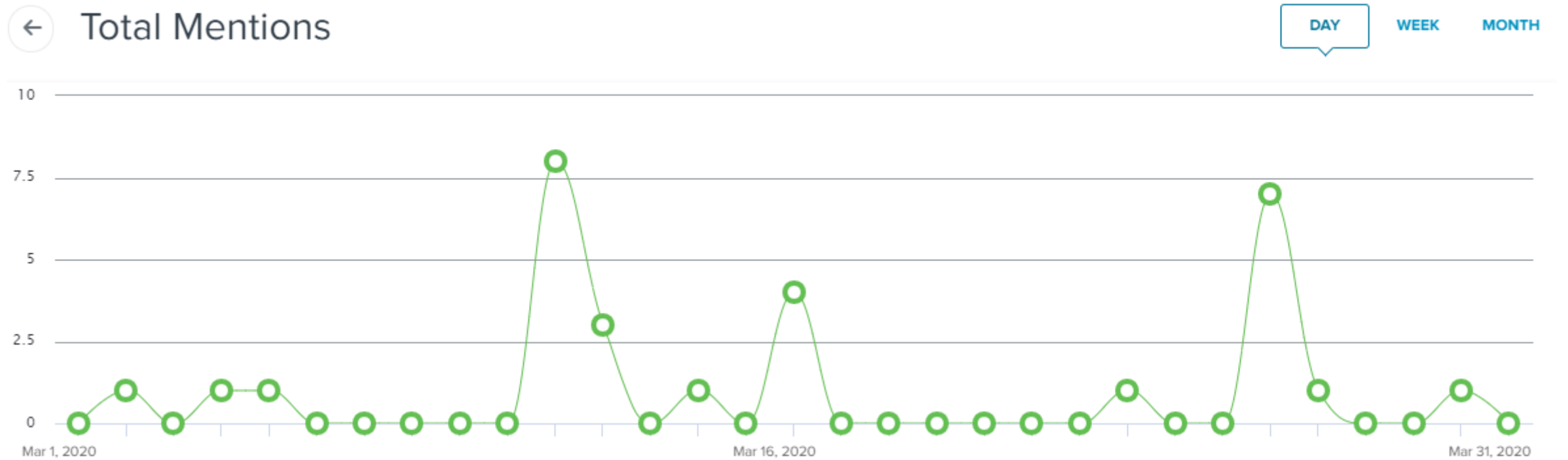
Declining AVE numbers related to changes in the monitoring platform. Industry standards are shifting away from AVE and towards methods that focus on measuring how coverage is relevant to the brand and its goals. This is an ongoing process and we are currently exploring multiple options for how we measure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



Earned Media

Content Drivers:

- Road Trips
- Beach Destinations
- Family Vacations
- COVID-19





Happening March 11th: Coastal Mississippi's One Year Celebration

Coastal Mississippi: The Secret Coast is planning a one year celebration of their re-branding. Here to talk about that and tourism in South Mississippi, Coastal Mississippi Marketing Director Karen Conner.



Tourists still head to South Miss. despite coronavirus concerns



Coastal Mississippi CEO Milton Segarra expects more travelers like the Huebners to visit the coast.

"The experts are saying that people will want to continue to travel, but they will do more road trips," said Segarra. "If that happens, and that is a trend, we have a phenomenal opportunity."

According to Segarra, 80 percent of the people that visit the coast drive from home.

Local Media Coverage - Assisted



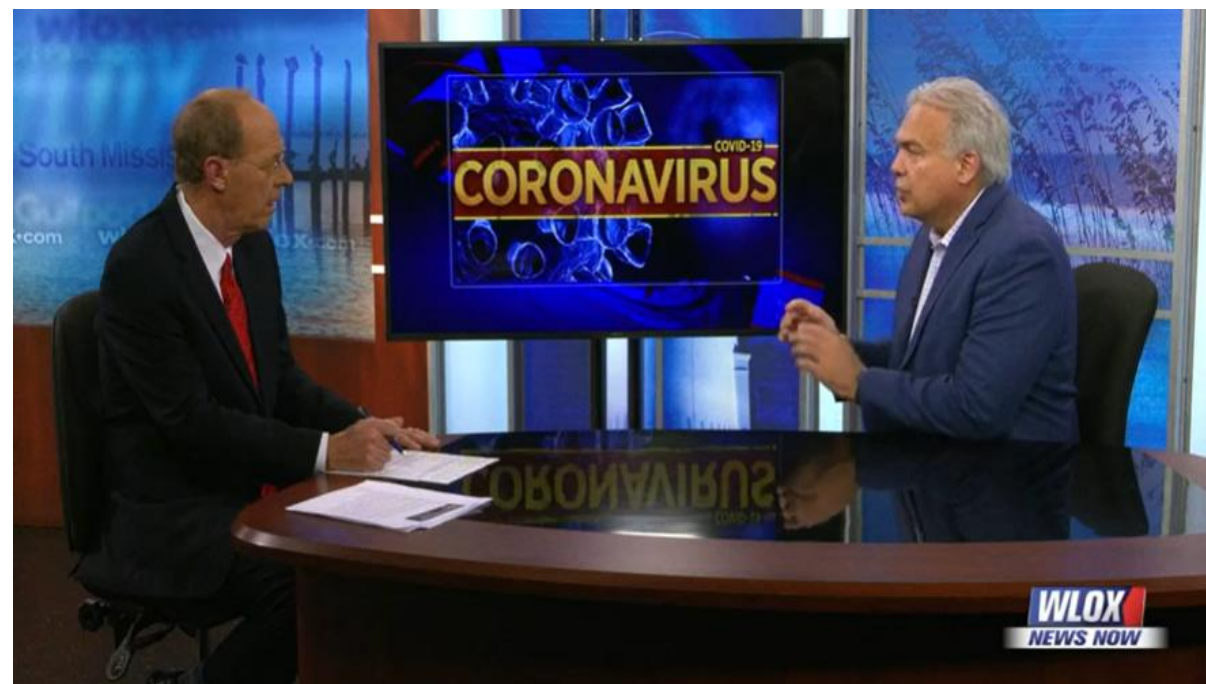
Tourism officials say they are prepared to handle issues with coronavirus

The coronavirus may be taking down big events around the world, but not on the Coast ... at least not yet.



Coastal Mississippi CEO Milton Segarra on COVID-19's impact on tourism

With restrictions on our coast beaches, and almost every other tourist attraction closed, COVID-19 is hitting South Mississippi's tourist industry hard. Here to talk about the impact is Coastal Mississippi CEO Milton Segarra.



Local Media Coverage - Assisted



'COASTAL MISSISSIPPI' CELEBRATES THEIR ONE YEAR ANNIVERSARY



It was a packed house at the 'Coastal Mississippi' offices today as they celebrated their one year anniversary.

One year ago, 'Coastal Mississippi-The Secret Coast' ad campaign was launched by the Tourism Marketing Organization for the Tri-County Coastal Region. Since then, the future of the tourism industry on the Coast has looked bright.

Local/Regional Media Coverage - Assisted



Mississippi Gulf Coast faces the economic impact of shutting down bustling casinos



"We have lost thousands of jobs. Once it's over, we must do all we can to bring back those jobs," Milton Segarra, CEO of Coastal Mississippi, said.

America's 10 Best Coastal Drives You Should Take At Least Once



Waveland to Ocean Springs, MS

Highway 90 may run from Texas to Florida but the stretch in coastal Mississippi will astound you with sweeping seascapes of the Gulf of Mexico and Mississippi Sound. Dubbed the “Secret Coast,” make sure to spend some time in the live oak-lined town of Ocean Springs. For lodging, try **Centennial Plaza** in Gulfport, which has two restaurants, a lazy river, and a swim-up bar. Trivia night tidbit: This drive along Highway 90 will take you across the longest manmade beach in the nation which clocks in at 26 miles (Mississippi has 44 miles of coasts in total).



TWO DRIFTERS
Where Love Meets Adventure

17 INCREDIBLE ROMANTIC GETAWAYS IN THE SOUTH

COASTAL MISSISSIPPI

Submitted by Charles McCool of McCoolTravel.com

I have 99 praises and the beach is one. [Coastal Mississippi](#) is incredibly easy to love and is a perfect romantic US Gulf Coast destination—with phenomenal beach sunsets to fun outdoor adventures to remarkable meals.

Create very special private memories for your anniversary, date, or romantic trip in superior relaxed luxury romantic lodging, like The Roost or Inn at Ocean Springs or Bay Town Inn. When the time comes to leave your cozy suite, enjoy the incredible beauty of the soulful and prevalent live oak trees, especially the Avenue of Oaks (featuring Friendship Oak) at USM-Long Beach and along Washington Ave in Ocean Springs (and on the adjacent streets).

Coastal Mississippi Assisted Media Coverage

Exploring The Pascagoula River



Though there is a beautiful beach stretching 26 miles along the Mississippi coast between Biloxi and Pass Christian, Anna Roy, public/media relations manager for Coastal Mississippi, says the area not only promotes itself as a beach destination, but also as an area that offers equally as much to do onshore. When the cruise is over, visit the Mardi Gras museum in its new downtown location; the Maritime & Seafood Museum on the banks of the Biloxi Bay and learn about the importance of the seafood and boating industry along the Gulf Coast; or the Ohr-O'Keefe Museum on Beach Boulevard with its collection of the pottery of George Ohr, the "Mad Potter of Biloxi" and the architecture of famed architect Frank Gehry.

📷 The Best Place for Spring Break Vacation in Every State



PHOTO: Beach Boulevard through Biloxi, Mississippi at dusk (Photo via Sean Pavone / iStock Editorial / Getty Images Plus)

Mississippi: Biloxi

Nothing says spring break like a trip to the beach and Biloxi and its surroundings are home to several pretty stretches of shoreline. Spend your days parked in the sand (or taking a trip to nearby Gulf Islands National Seashore) and your nights tempting Lady Luck at the local casinos.

Atlanta

Secret Beaches of the South



Deer Island

Near Biloxi, Mississippi

Some of the very best beaches are hidden in plain sight. The northwest tip of [Deer Island](#), once part of the Mississippi mainland, is only about 200 yards off the coast of Biloxi, but it might as well be another world. Completely undeveloped and uninhabited, there's nothing on this narrow, 400-acre island but lush foliage, indigenous wildlife (rabbits, otters), a sturdy pier, and a long stretch of beautiful beach. Camping enthusiasts sometimes pull overnights here, but it's mostly a day-trip destination (paddlers love that they can arrive in ten minutes by canoe,

Coastal Mississippi Assisted Media Coverage

Mississippi BUSINESS JOURNAL

MBJ FOCUS: State's tourism tumbles amid pandemic

Posted by: Lisa Monti in Economic Development, MBJ FEATURE, NEWS, Tourism 03/27/2020

By LISA MONTI

The year started out on an upbeat note for the Coast's tourism industry. The visitor numbers for January and February were the best in four years, and March was on track to continue the trend. Nearly \$750 million worth of projects including upscale hotels and the Mississippi Aquarium were on the verge of opening.

Coastal Mississippi, the agency that promotes the three southernmost counties, marked the first anniversary of its new Secret Coast branding campaign and touted 2020 as a pivotal year for development and economic growth. Leaders looked for "an extremely prosperous year ahead."

Then the rapid spread of the coronavirus sped into a global pandemic. "It's amazing," Milton Segarra, CEO of Coastal Mississippi, said of the spiral. "The world stopped and the industry changed."



MILTON SEGARRA

Social Media Metrics



Monthly
Increase

257
Flat

66
Flat

1
Flat

163
2%

649
Flat

88
2%

1,224
Flat

March
2019

148,903
Facebook
(Total Likes)

15,804
Twitter
(Total Followers)

1,039
Pinterest
(Total Followers)

11,576
Instagram
(Total Followers)

1,642,760
YouTube
(Lifetime Followers)

4,564
LinkedIn
Total Followers

1,824,646
Total

Coastal Mississippi

Published by HeyOrca 191 · March 28 at 10:01 AM · 🌐

We understand if you can't visit us for a while. That's okay. We look forward to welcoming you to our shores soon.

For more inspiration, visit www.coastalmississippi.com #MSCoastLife



22,758

People Reached

2,657

Engagements

Boost Post

👍❤️ 296

46 Comments 203 Shares

👍 Like

💬 Comment

➦ Share

Coastal Mississippi

@SeeCoastalMS

Mississippi State meets #MSCoastLife. 🏖️🌴

Thousands on hand to cheer on the Bulldogs at MGM Park!

👤 Mississippi State Baseball and 2 others

7:01 PM · Mar 10, 2020 from MGM Park · Twitter for iPhone

👁️ View Tweet activity

12 Retweets 35 Likes

💬

↻

❤️

📤

Verizon

3:41 PM

74%

COASTALMS

Posts

coastalms

View Insights

Promote

❤️💬📌

👤👤👤

Liked by erinmrosetti and 4,727 others

coastalms

We believe in the sand beneath our toes 🏖️🌴

#MSCoastLife.

🏠

🔍

+

❤️

📺

Coastal Mississippi

4,705 followers

3w · Edited · 🌐

We understand if you can't visit us for a while. That's okay. We look forward to welcoming you to our shores soon.

For more inspiration, visit www.coastalmississippi.com #MSCoastLife

👍❤️🌿 127 · 4 Comments

👍 Like 💬 Comment

Video views: 3,129 Total

Hide stats

SOCIAL MEDIA

coastal MISSISSIPPI | The Secret Coast