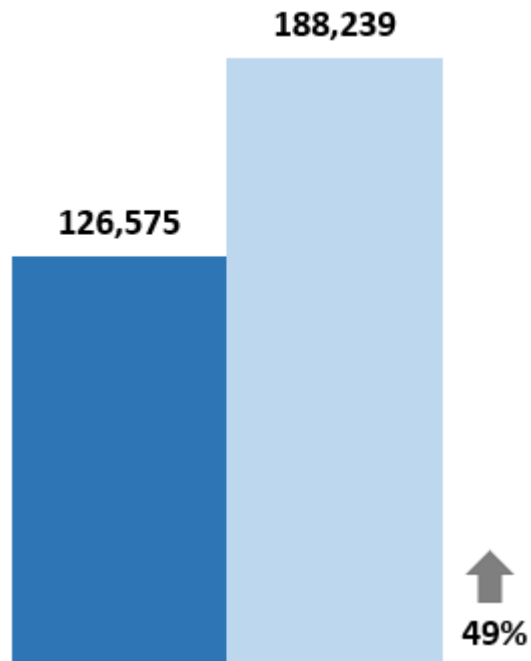


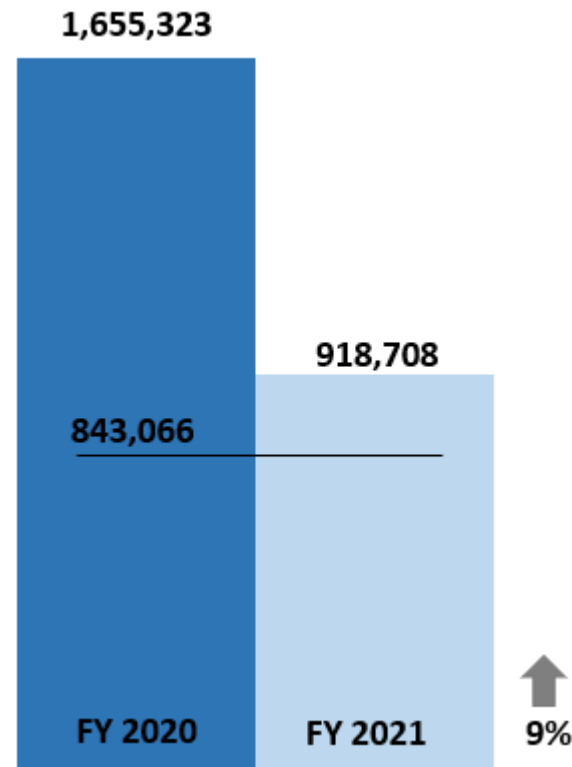
# coastal MISSISSIPPI *The Secret Coast*

- Key Performance indicators
- March 2021

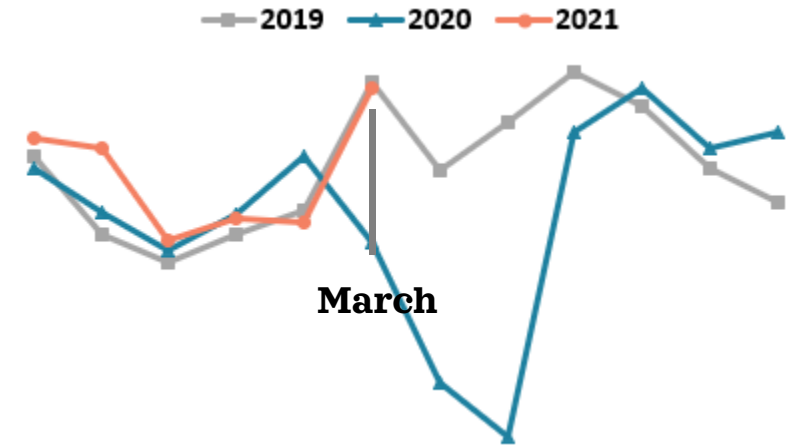
# Non-Casino Rooms Sold



**March 2020 over March 2021**



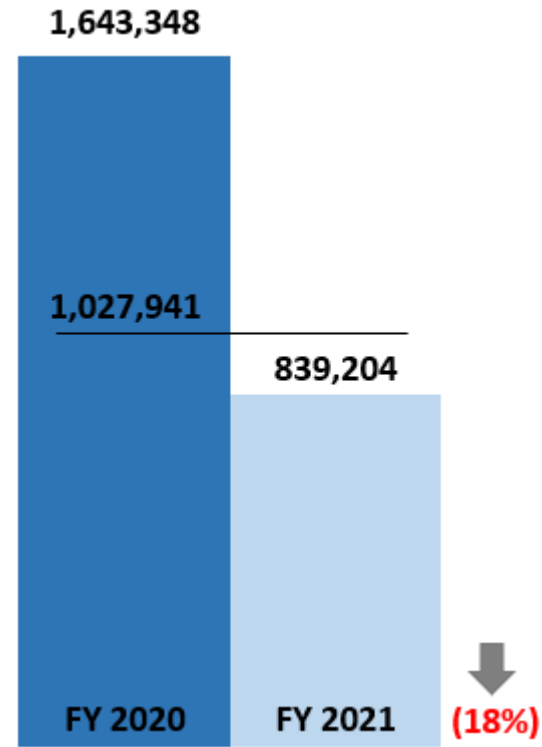
**Fiscal Year To Date**  
October-March



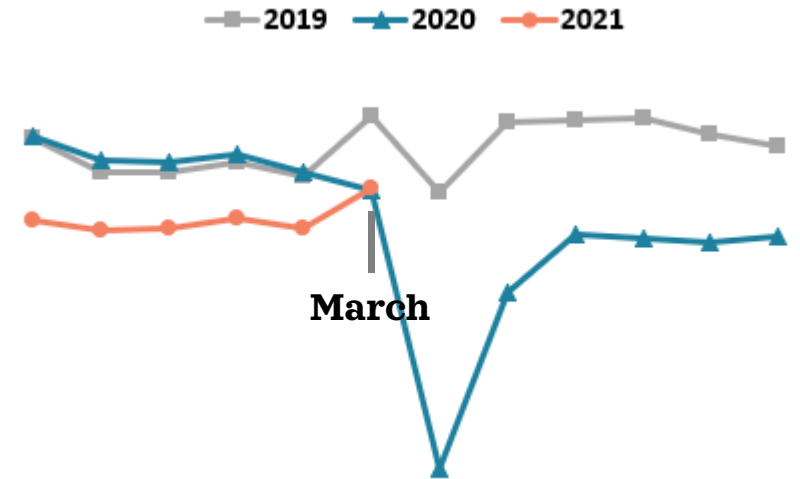
# Casino Rooms Occupied



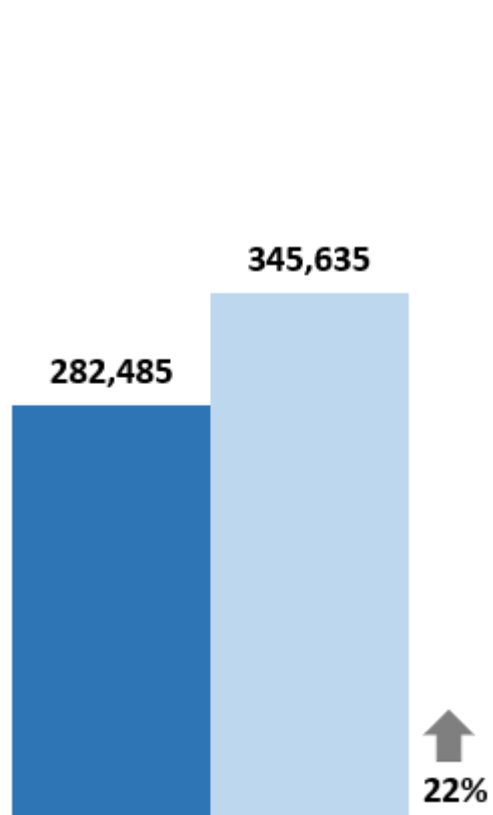
**March 2020 over March 2021**



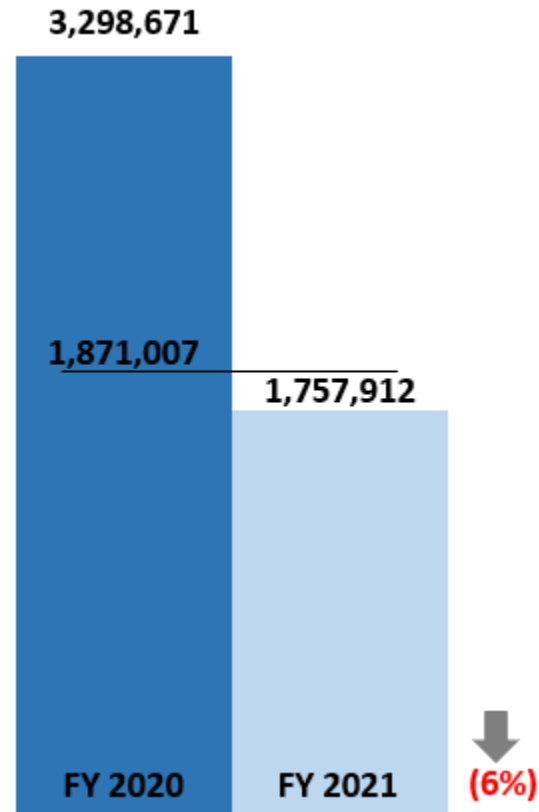
**Fiscal Year To Date**  
October-March



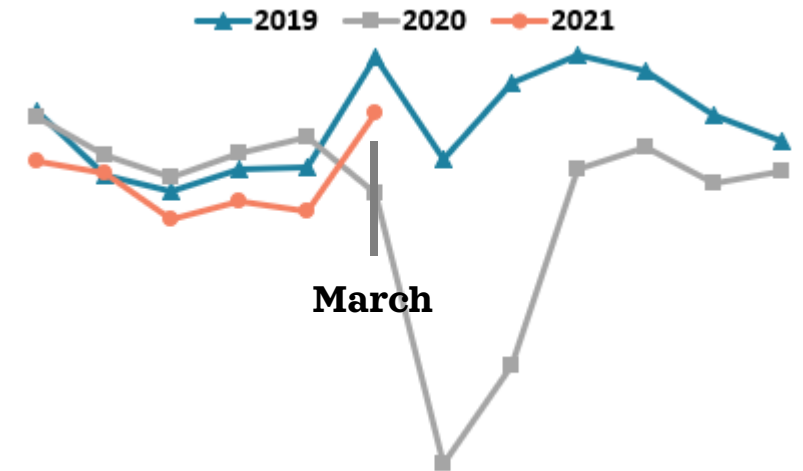
# All Rooms Sold/Occupied



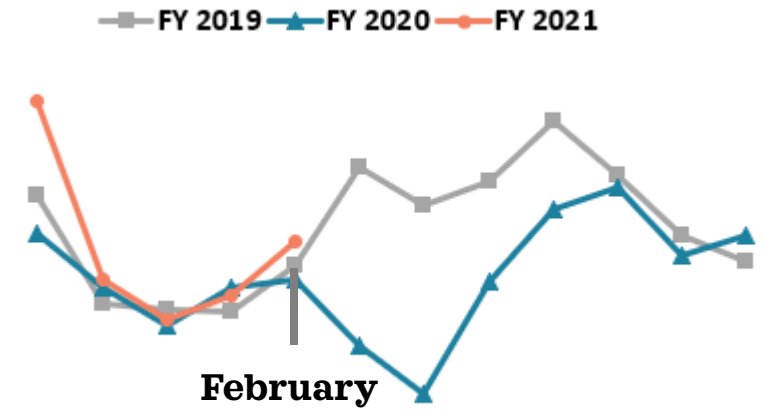
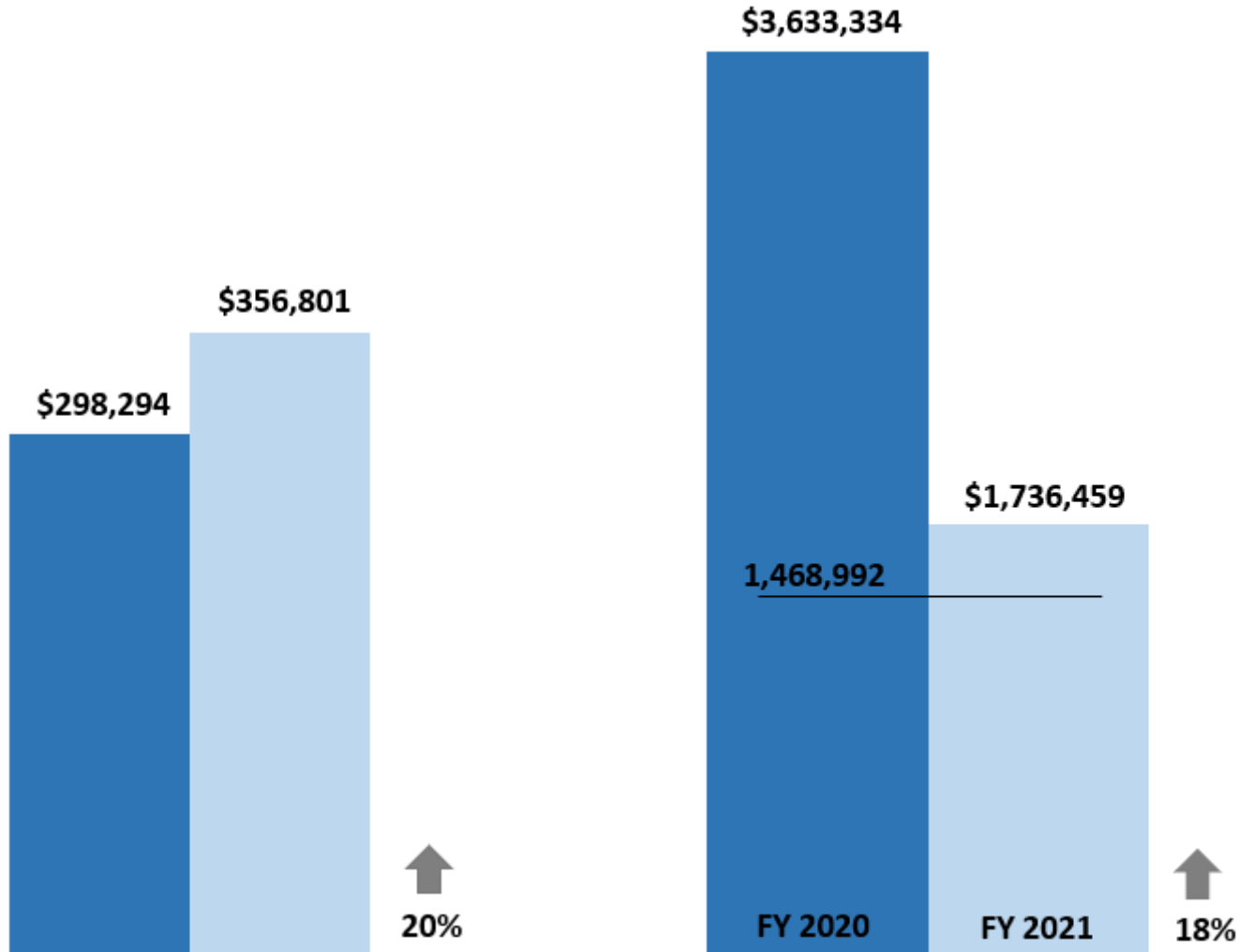
**March 2020 over March 2021**



**Fiscal Year To Date**  
October - March



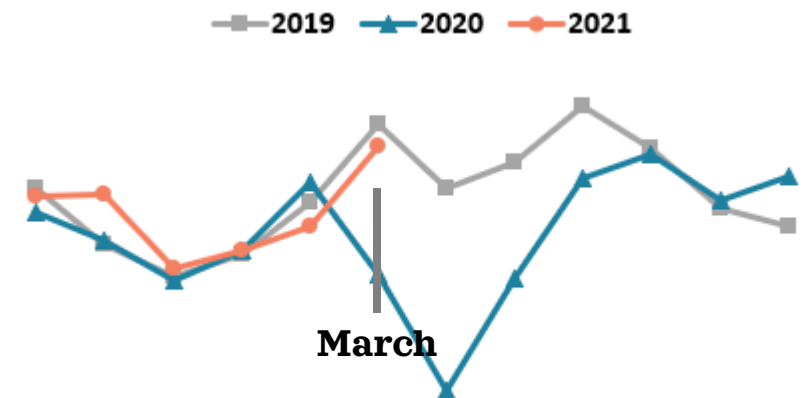
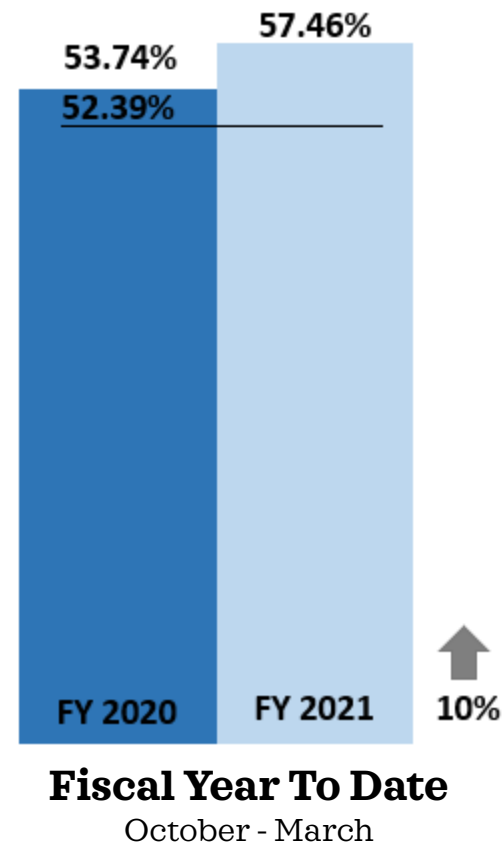
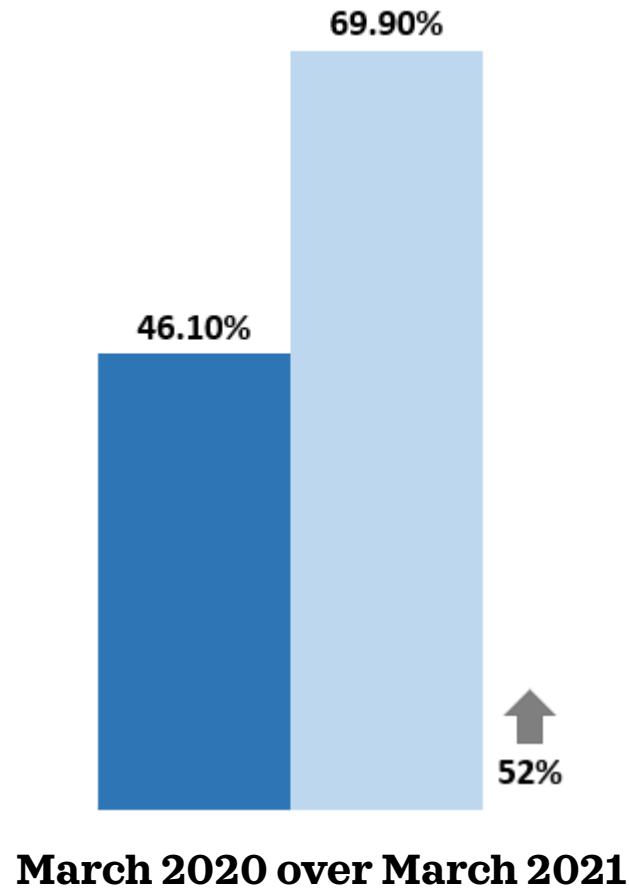
# Occupancy Tax Receipts



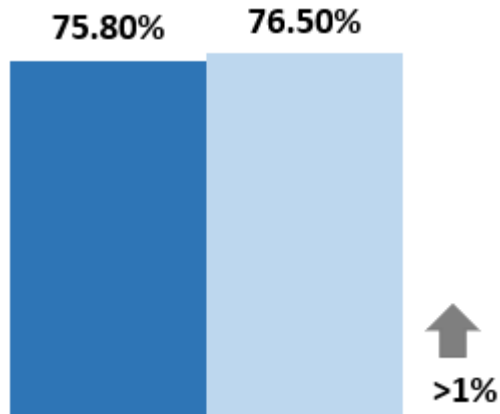
February 2020 over February 2021

Fiscal Year To Date  
October-February

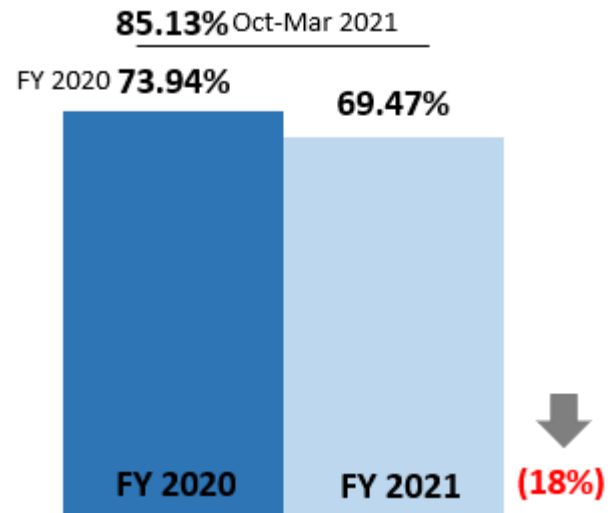
# Non-Casino Occupancy



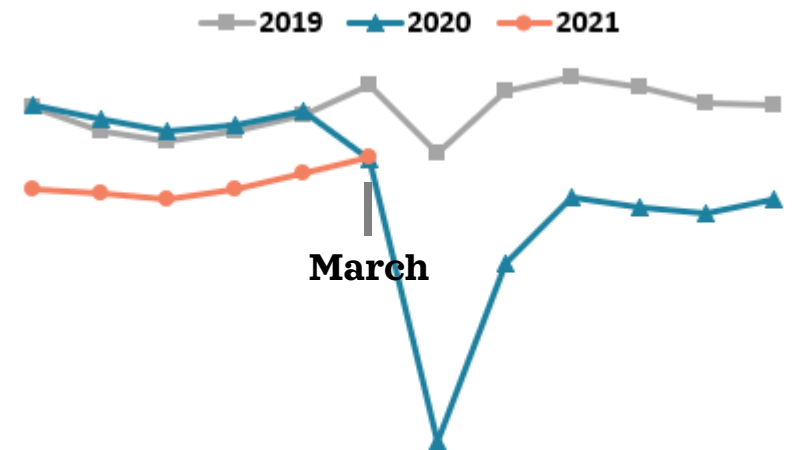
# Casino Occupancy



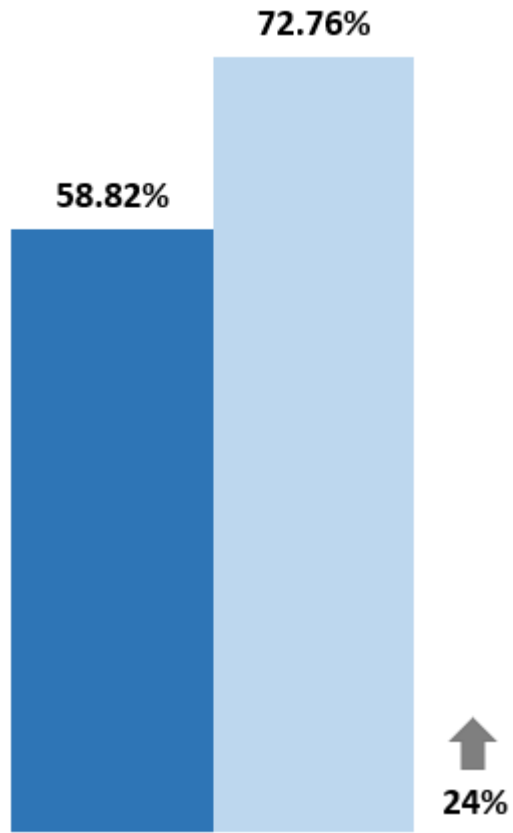
**March 2020 over March 2021**



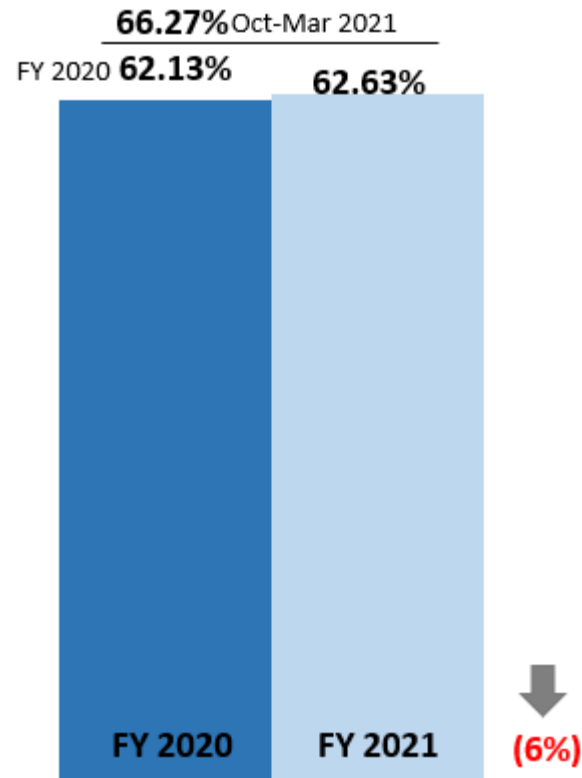
**Fiscal Year To Date**  
October - March



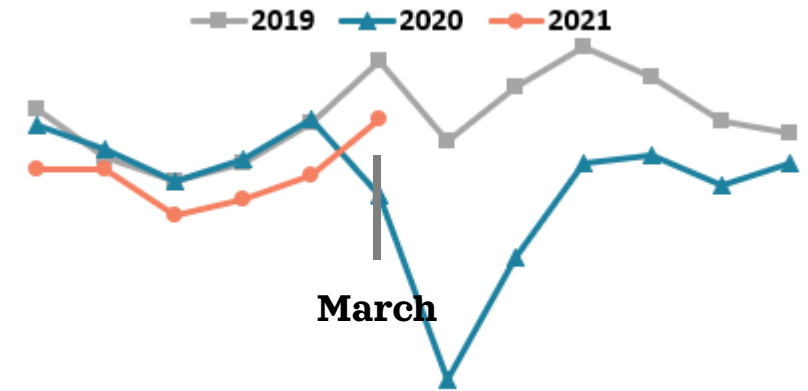
# All Occupancy



**March 2020 over March 2021**

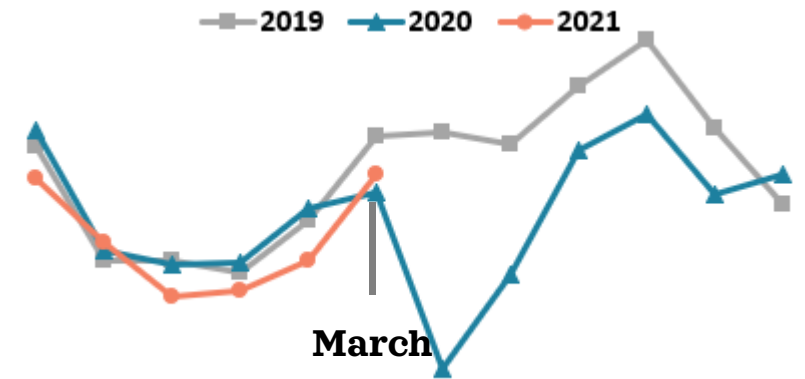
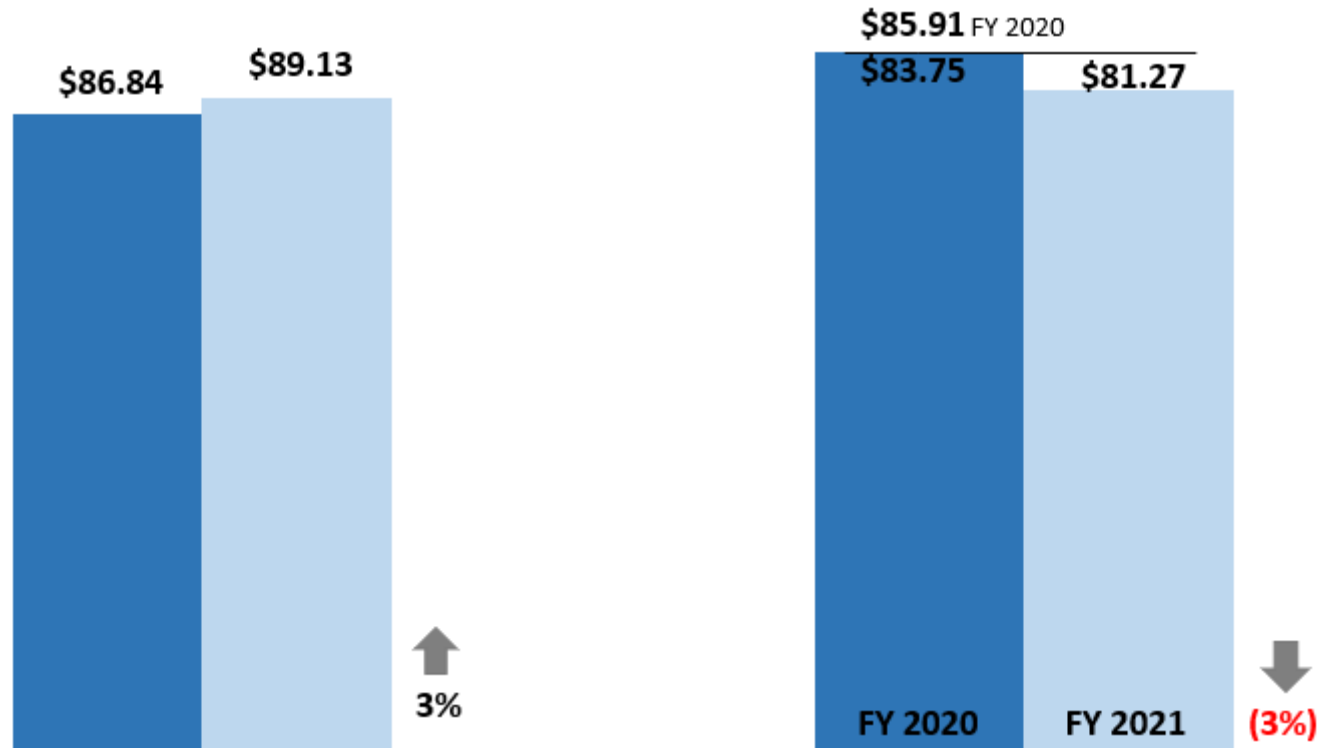


**Fiscal Year To Date**  
October - March





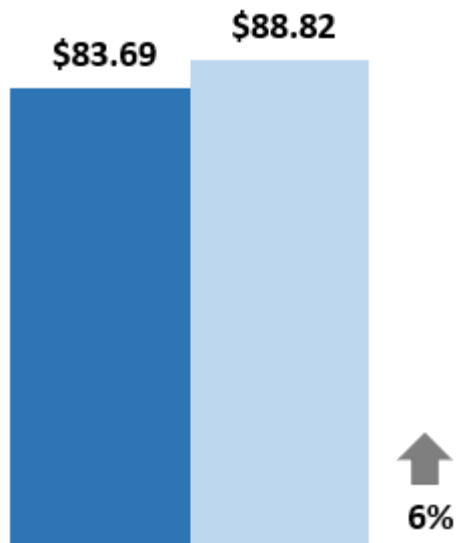
# Non-Casino ADR



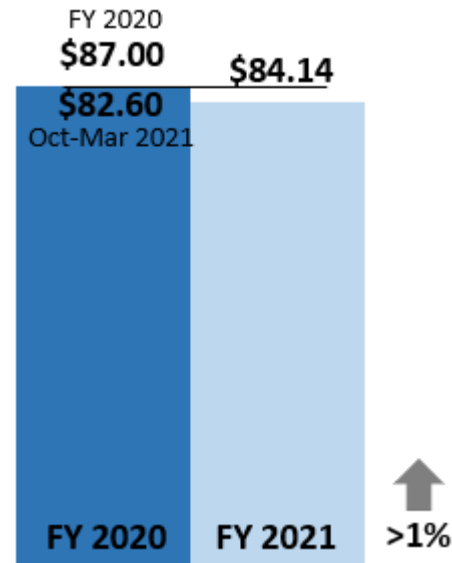
March 2020 over March 2021

Fiscal Year To Date  
October - March

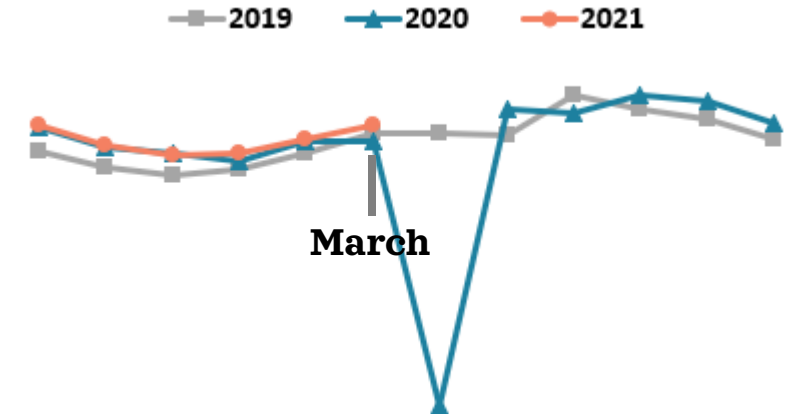
# Casino ADR



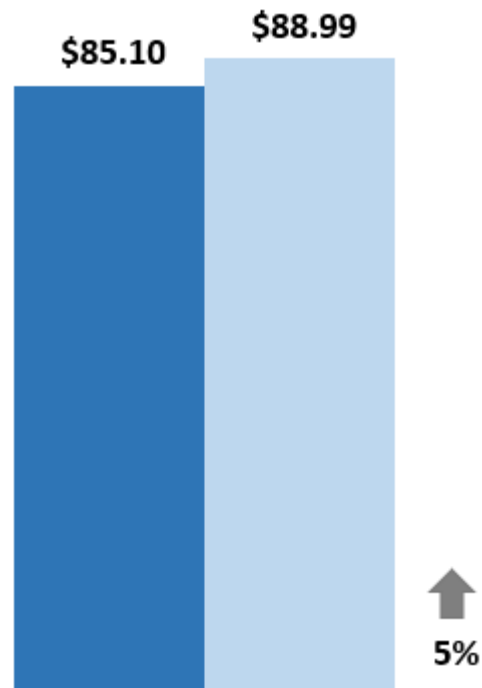
**March 2020 over March 2021**



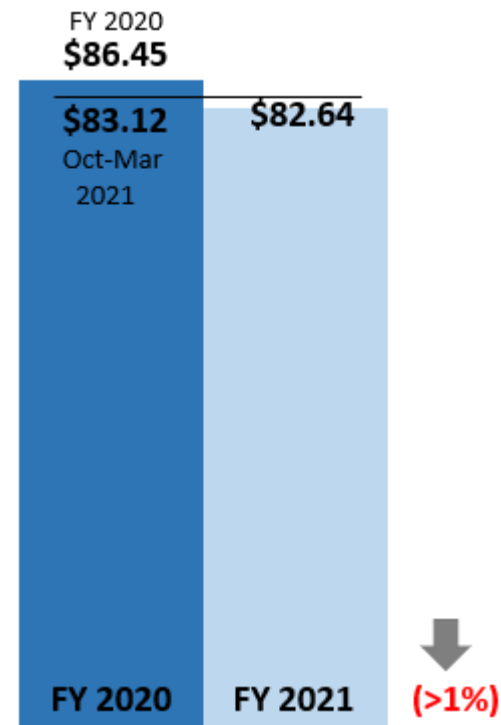
**Fiscal Year To Date**  
October - March



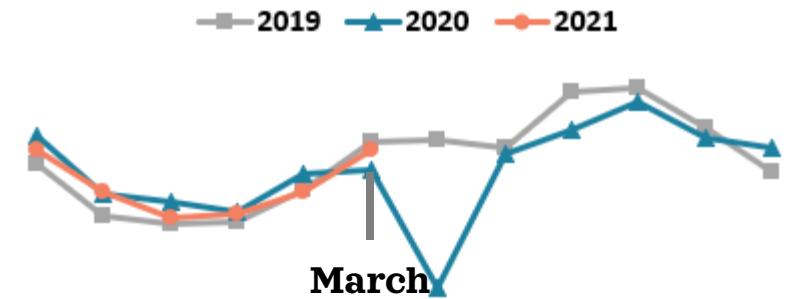
# All ADR



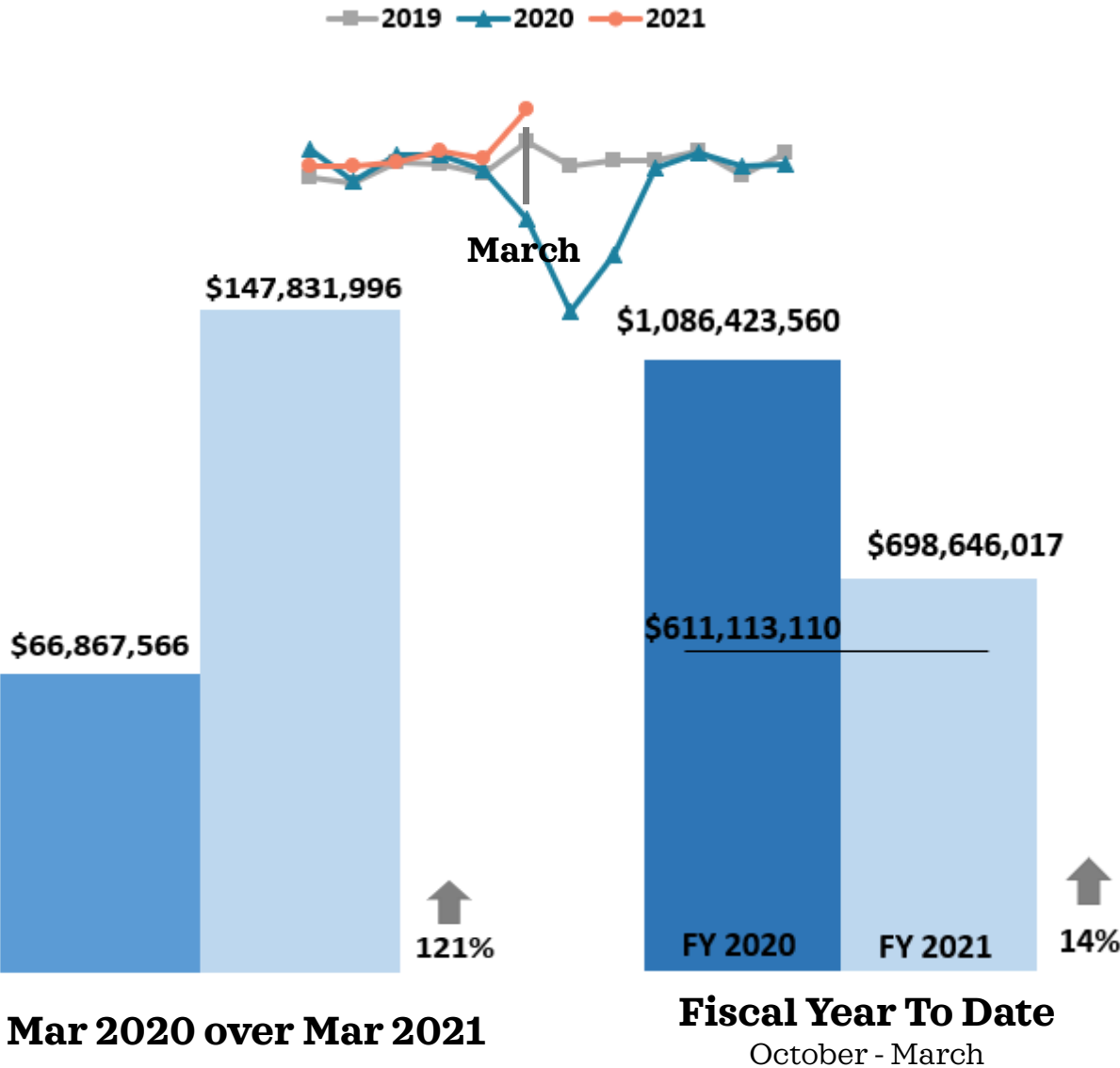
**March 2020 over March 2021**



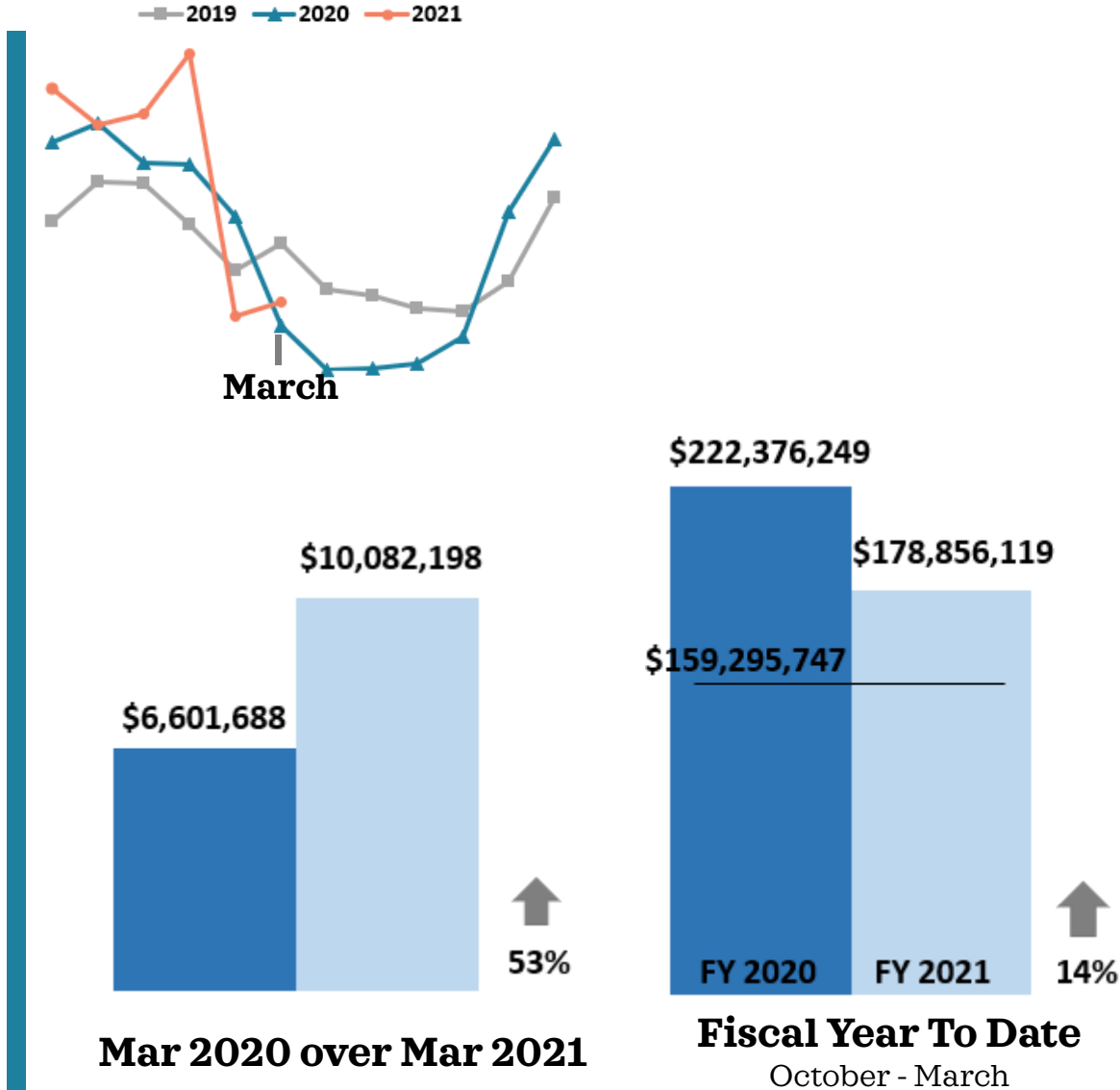
**Fiscal Year To Date**  
October - March



# Gaming Revenue



# Sports Betting Wagers

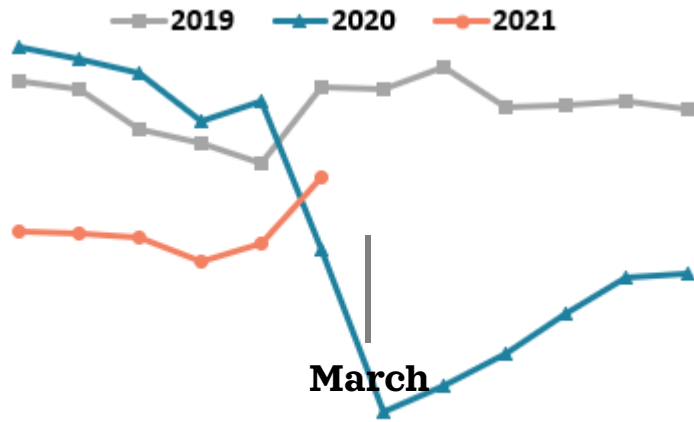


Source: MS Gaming Commission

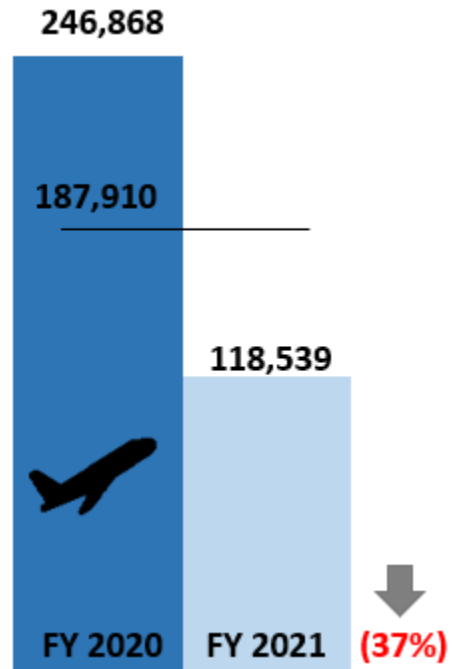
\* Sports Betting began August 2018

# Airport

## Enplanements

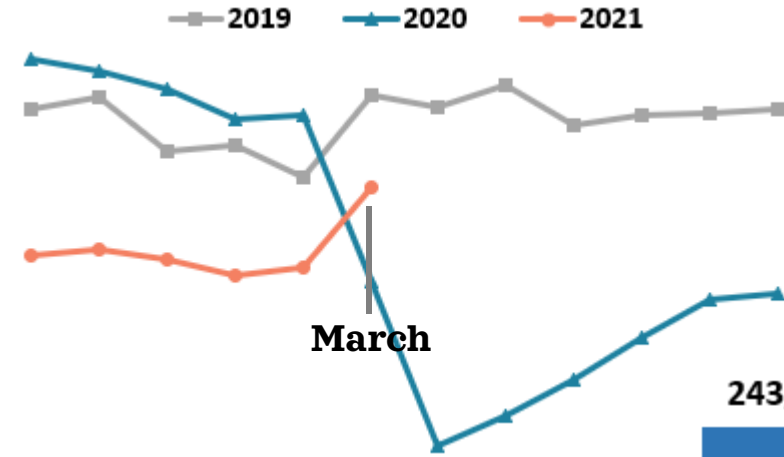


Mar 2020 over Mar 2021

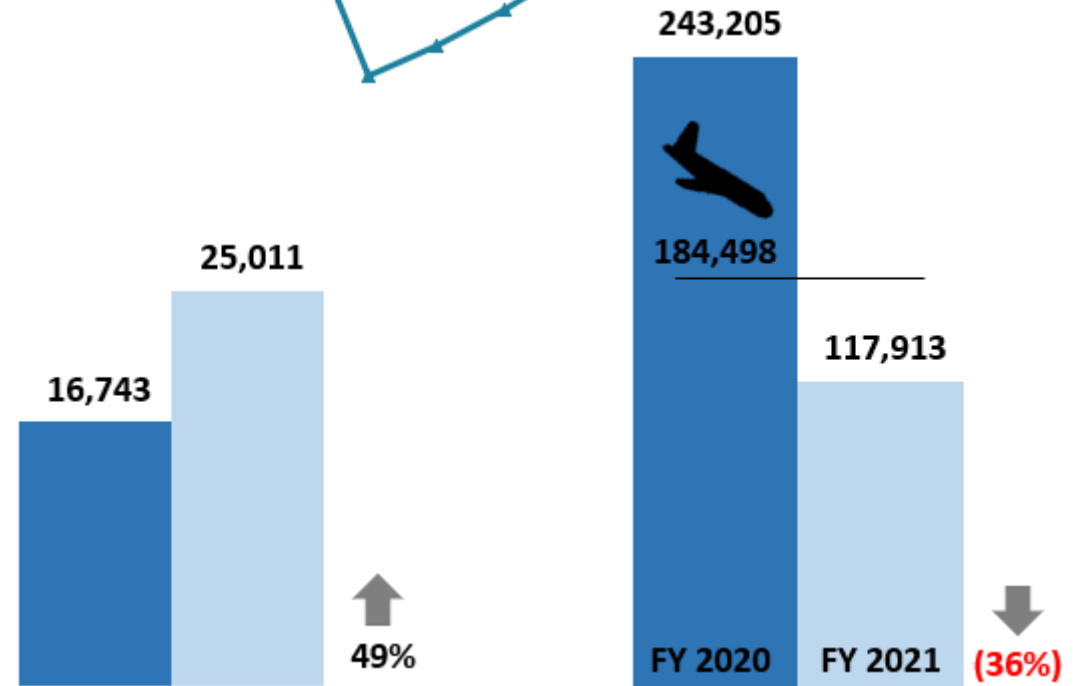


Fiscal Year to Date  
October-March

## Deplanements

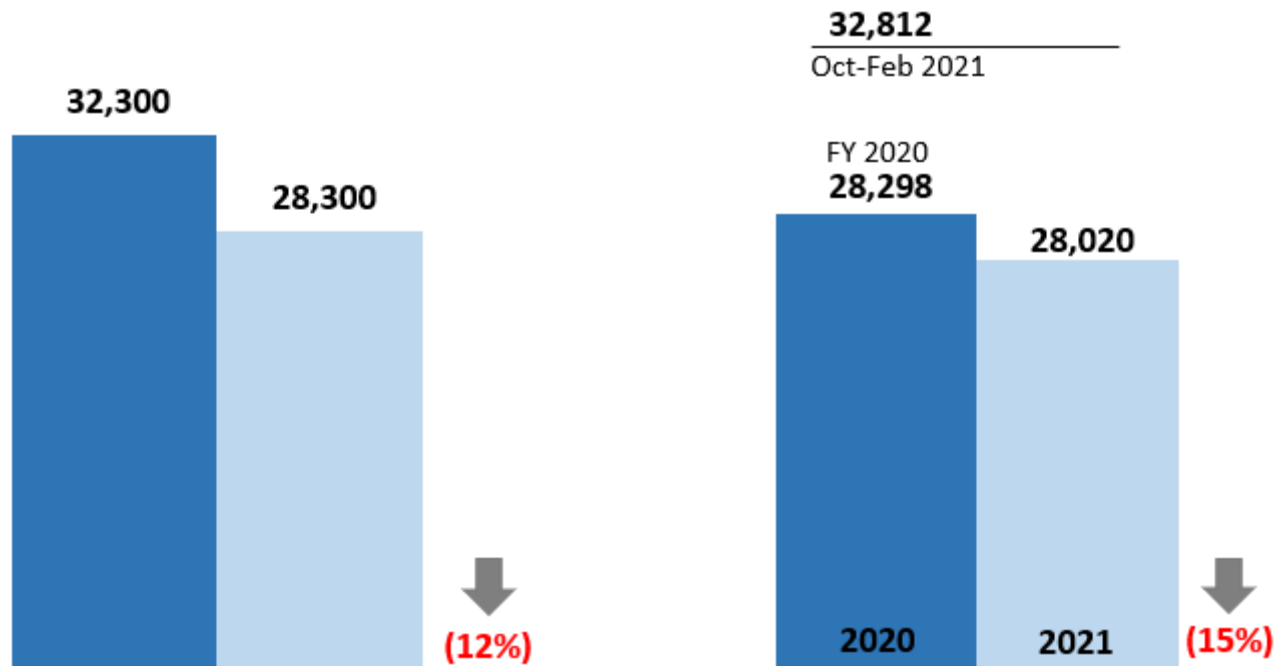


Mar 2020 over Mar 2021



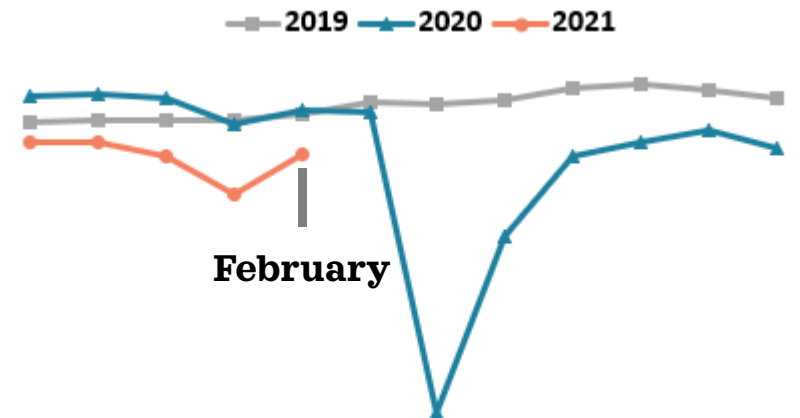
Fiscal Year to Date  
October-March

# Leisure & Hospitality Jobs



**February 2020 over February 2021**

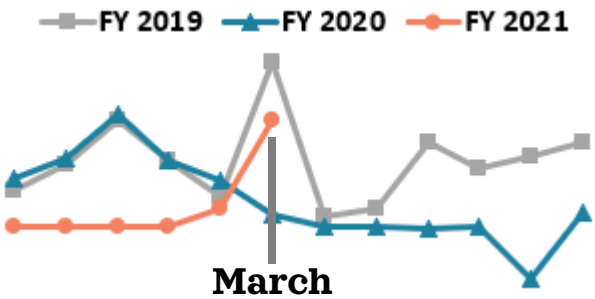
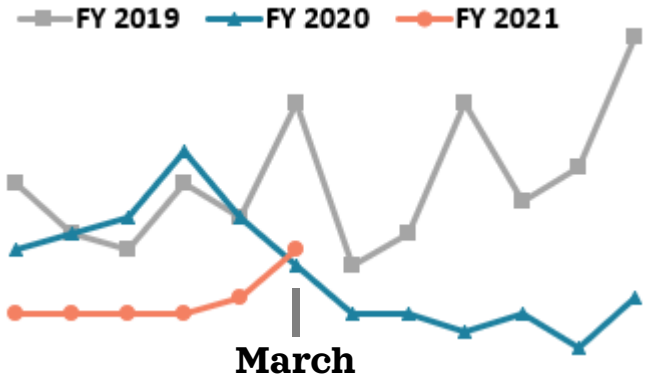
**Fiscal Year To Date**  
October - February



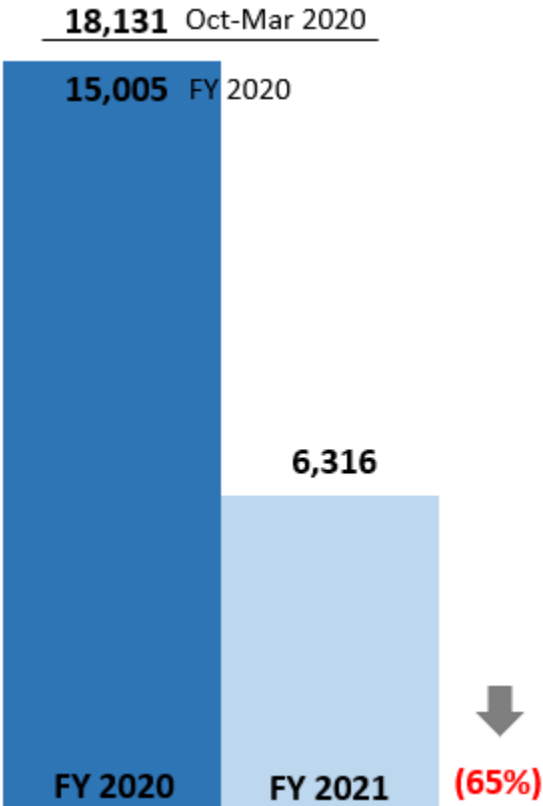
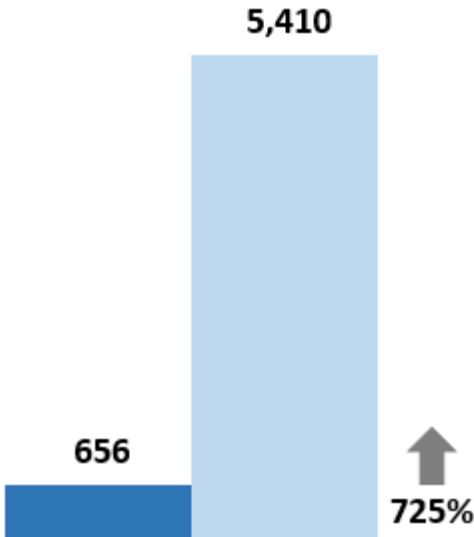
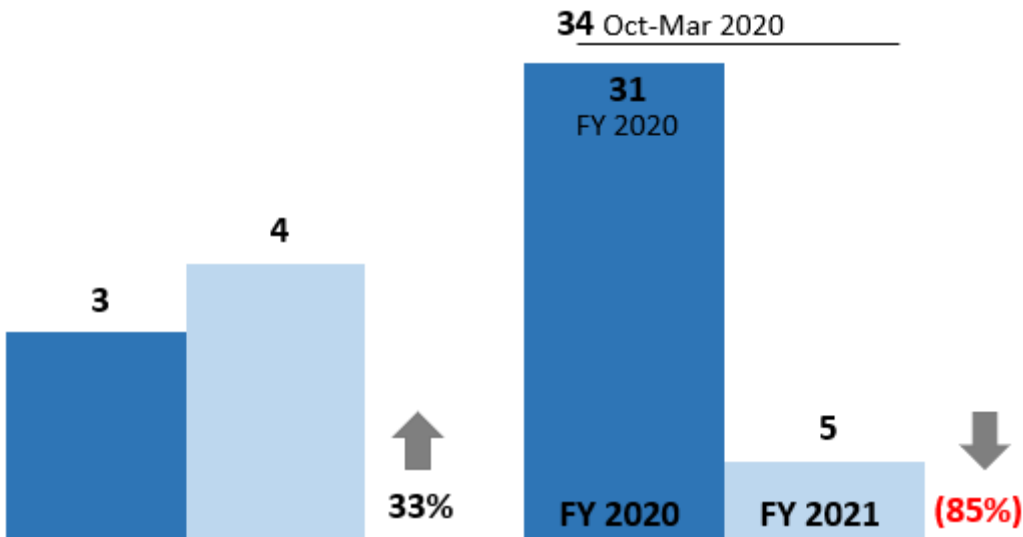
Yearly numbers reflect an average of all months in the FY.

# Definite Bookings – Meeting/Sports

## Bookings



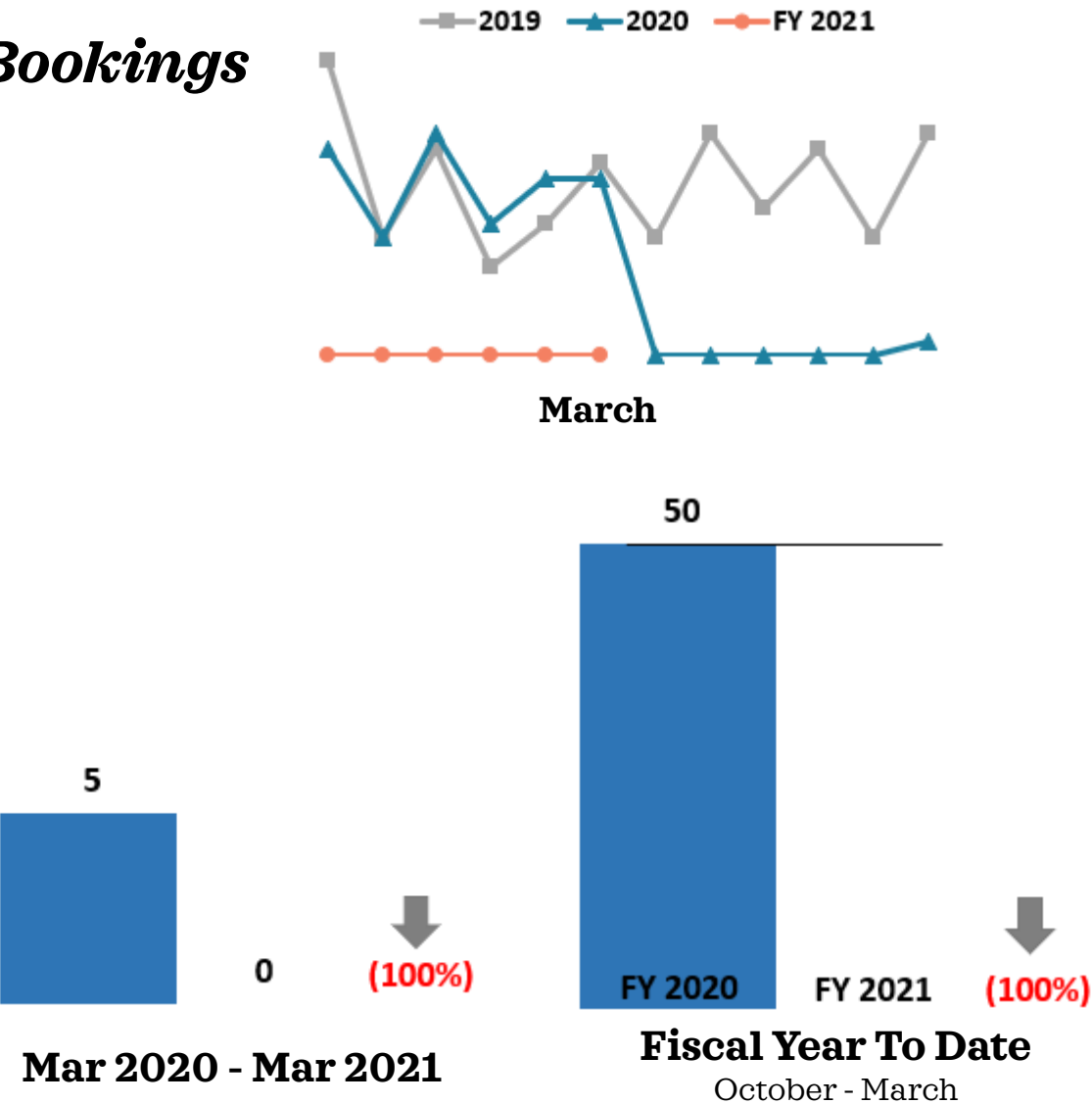
## Room nights



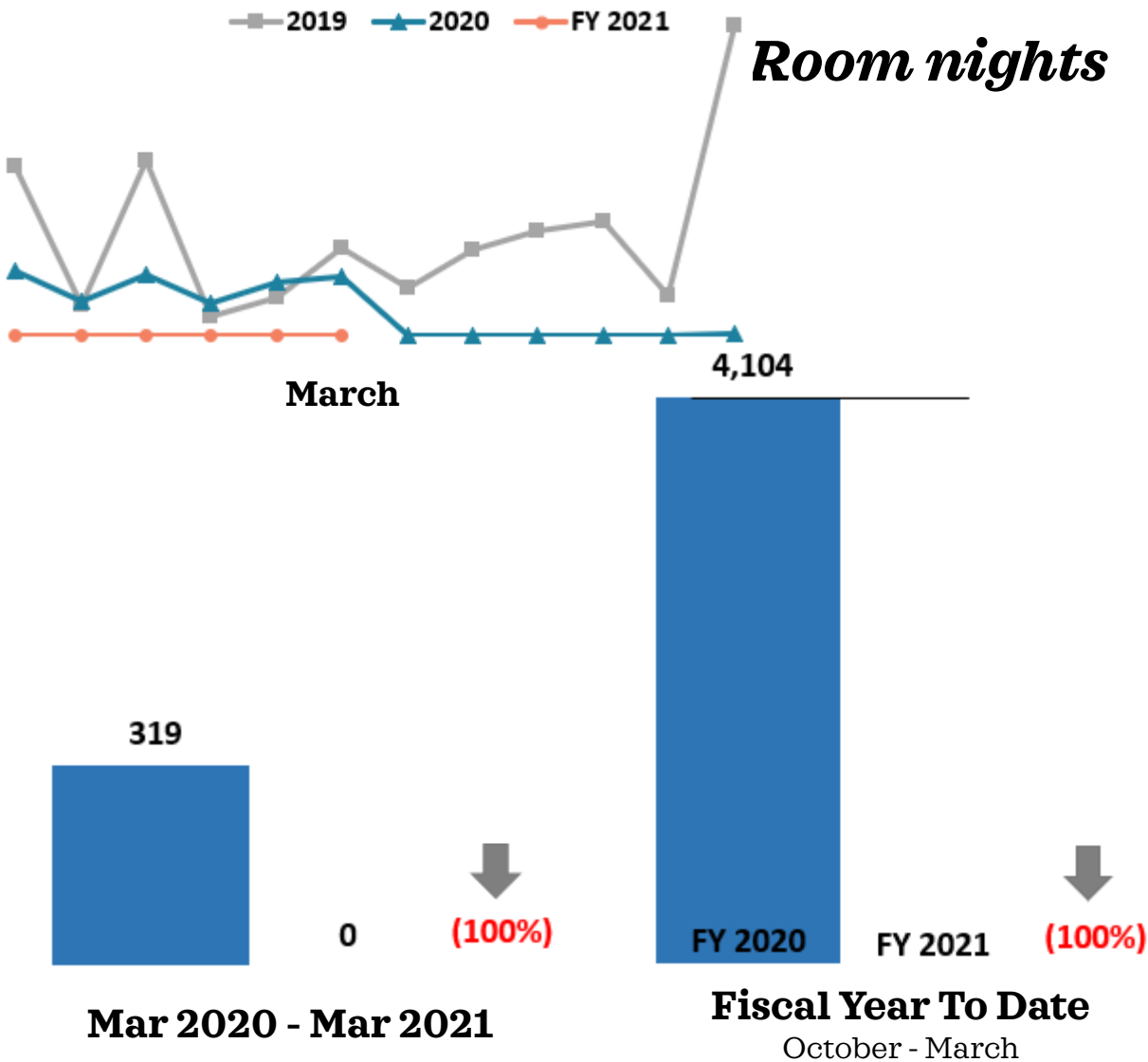
Monthly room night and bookings are higher than the FY 2020 total due to lost business recorded later in the FY year.

# Definite Bookings – Leisure

*Bookings*



*Room nights*

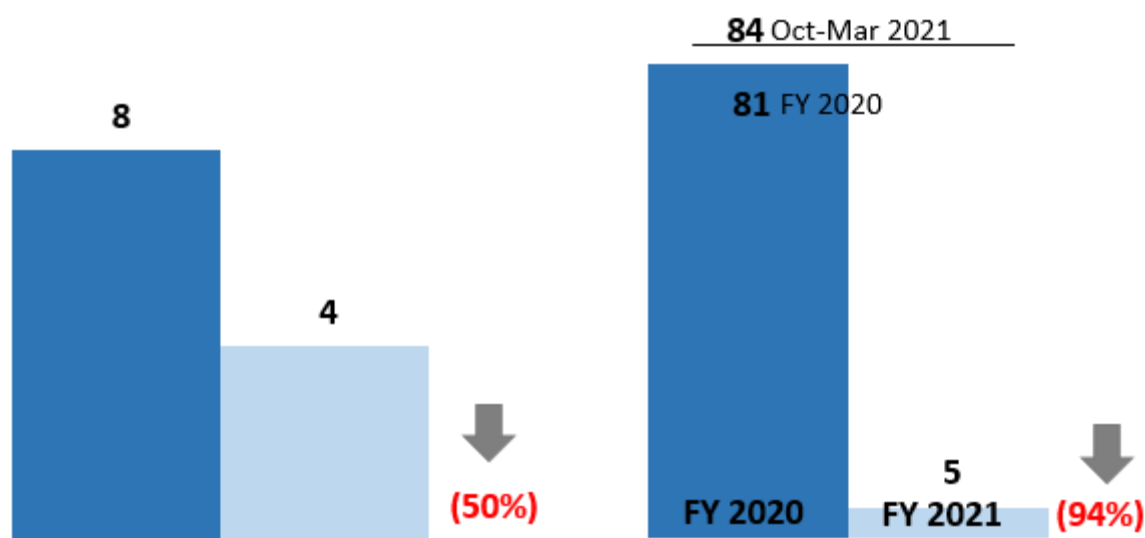
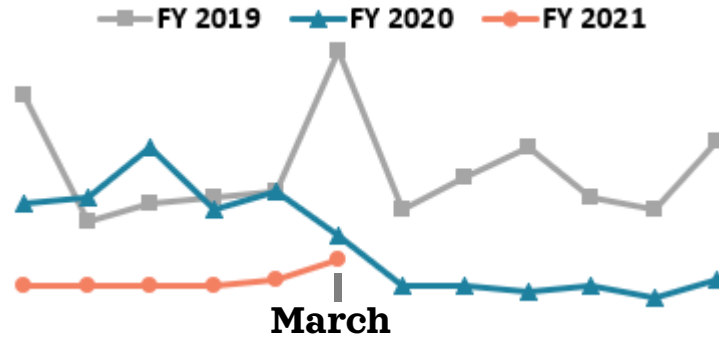


Source: Coastal Mississippi



# Definite Bookings – All Sales

## Bookings

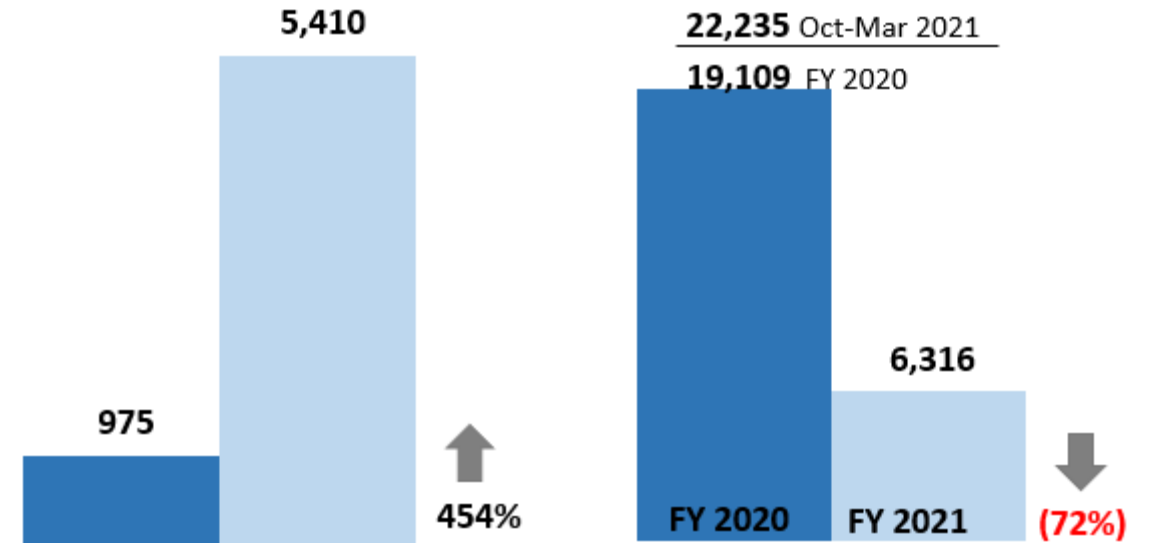
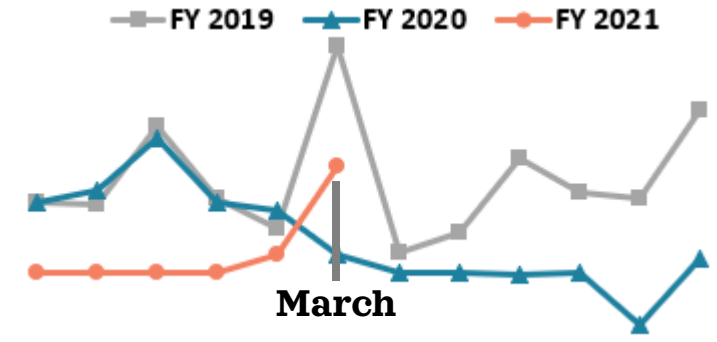


Mar 2020 - Mar 2021

Fiscal Year To Date

October - March

## Room nights



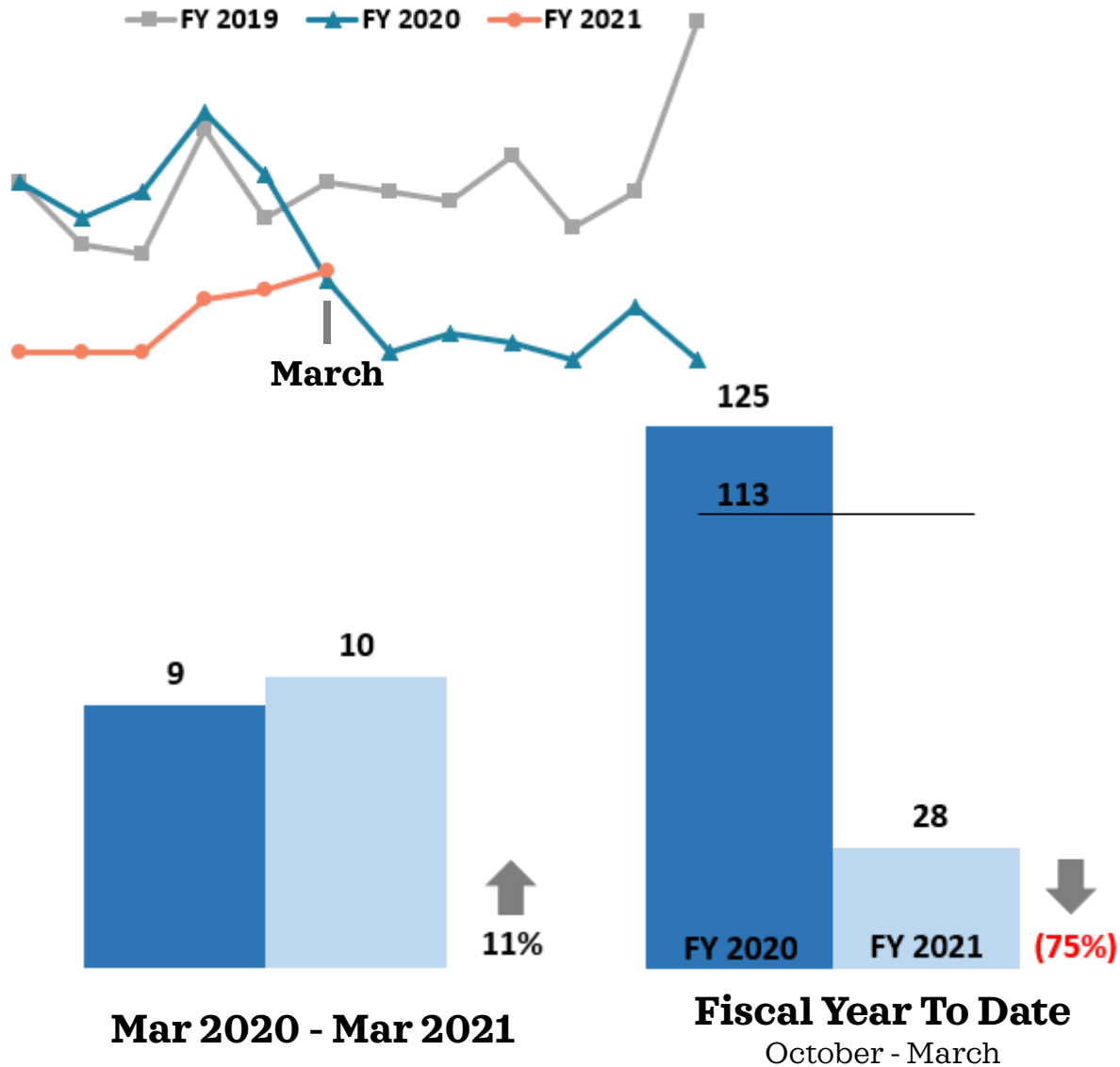
Mar 2020 - Mar 2021

Fiscal Year To Date

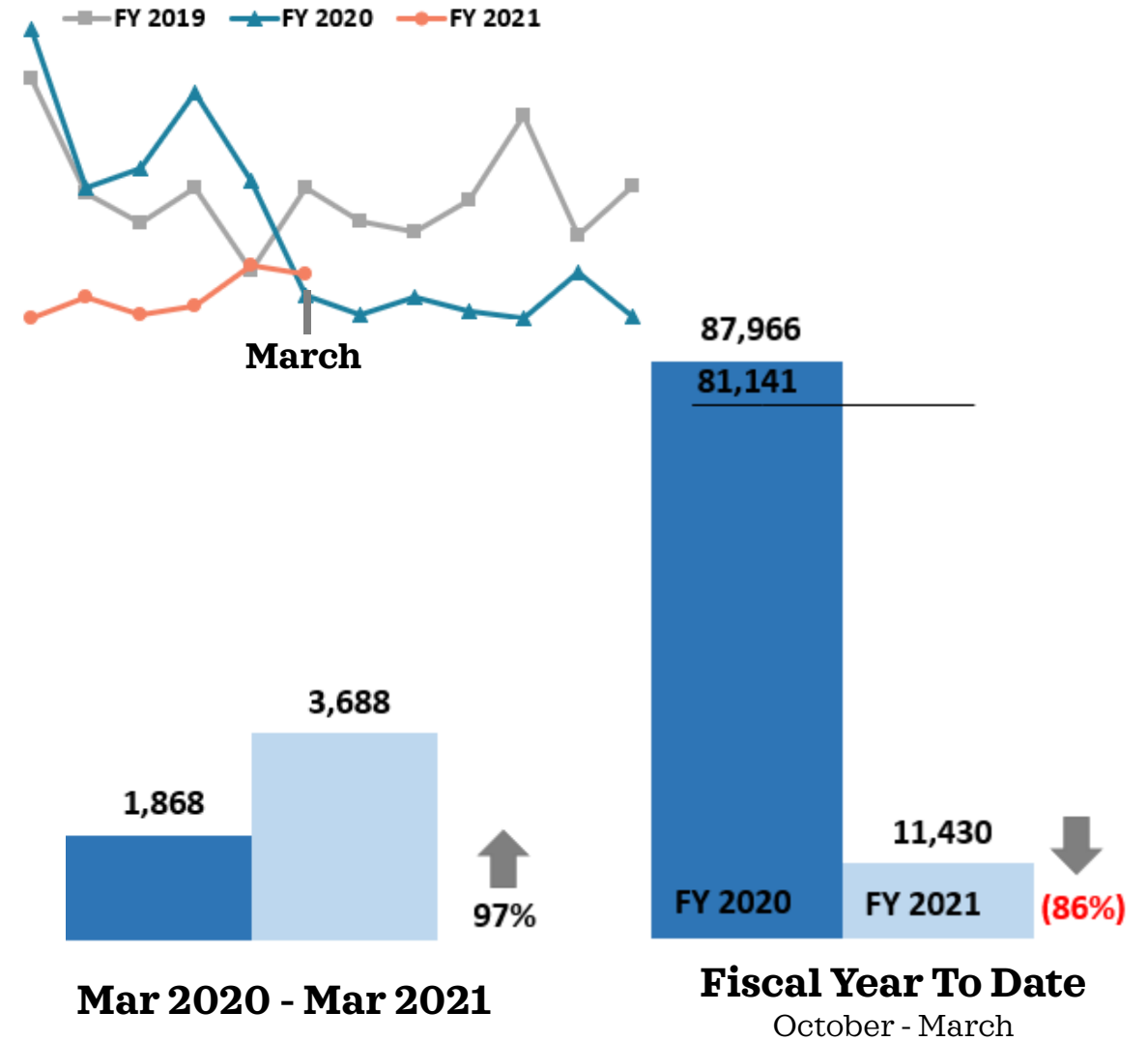
October - March

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

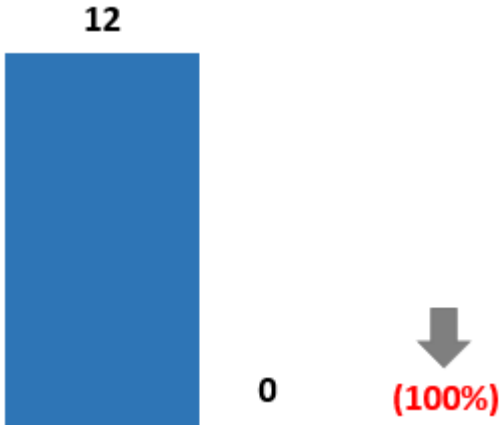
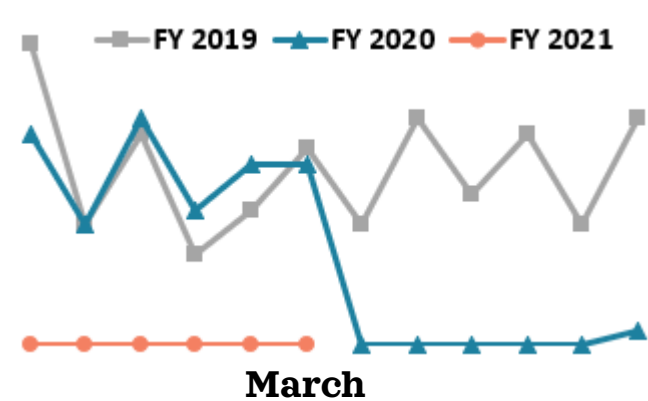
# Leads Issued – Meetings/Sports



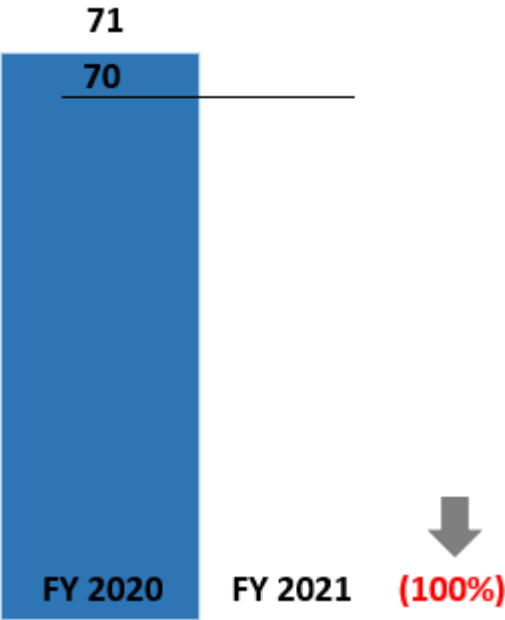
# Potential Room Nights



# Leads Issued – Leisure

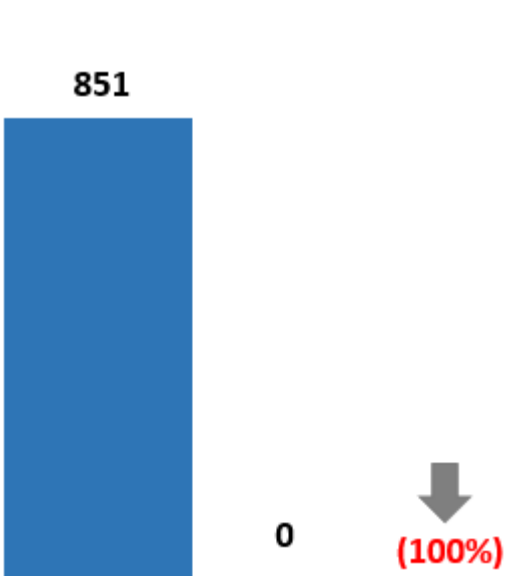
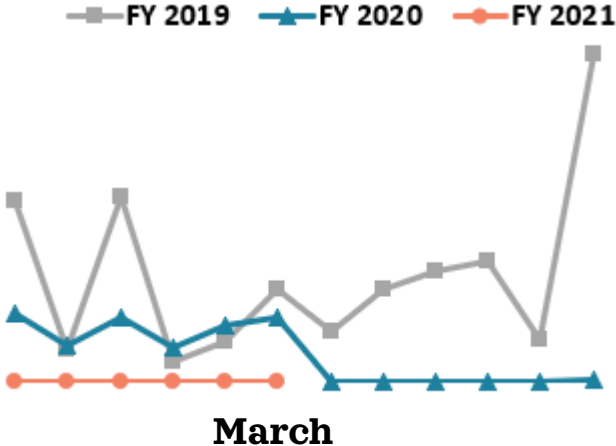


Mar 2020 - Mar 2021

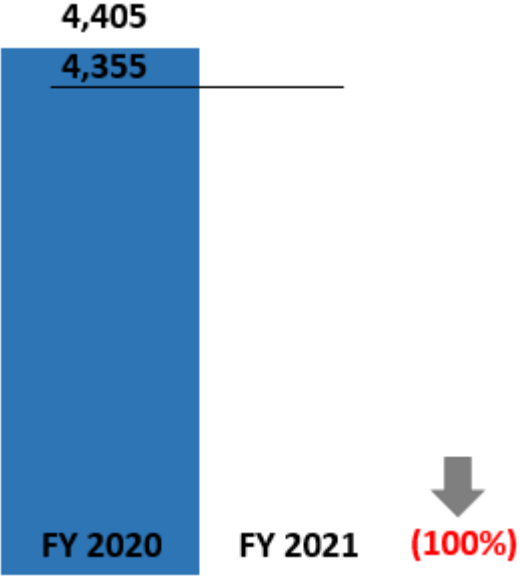


Fiscal Year To Date  
October - March

# Potential Room Nights



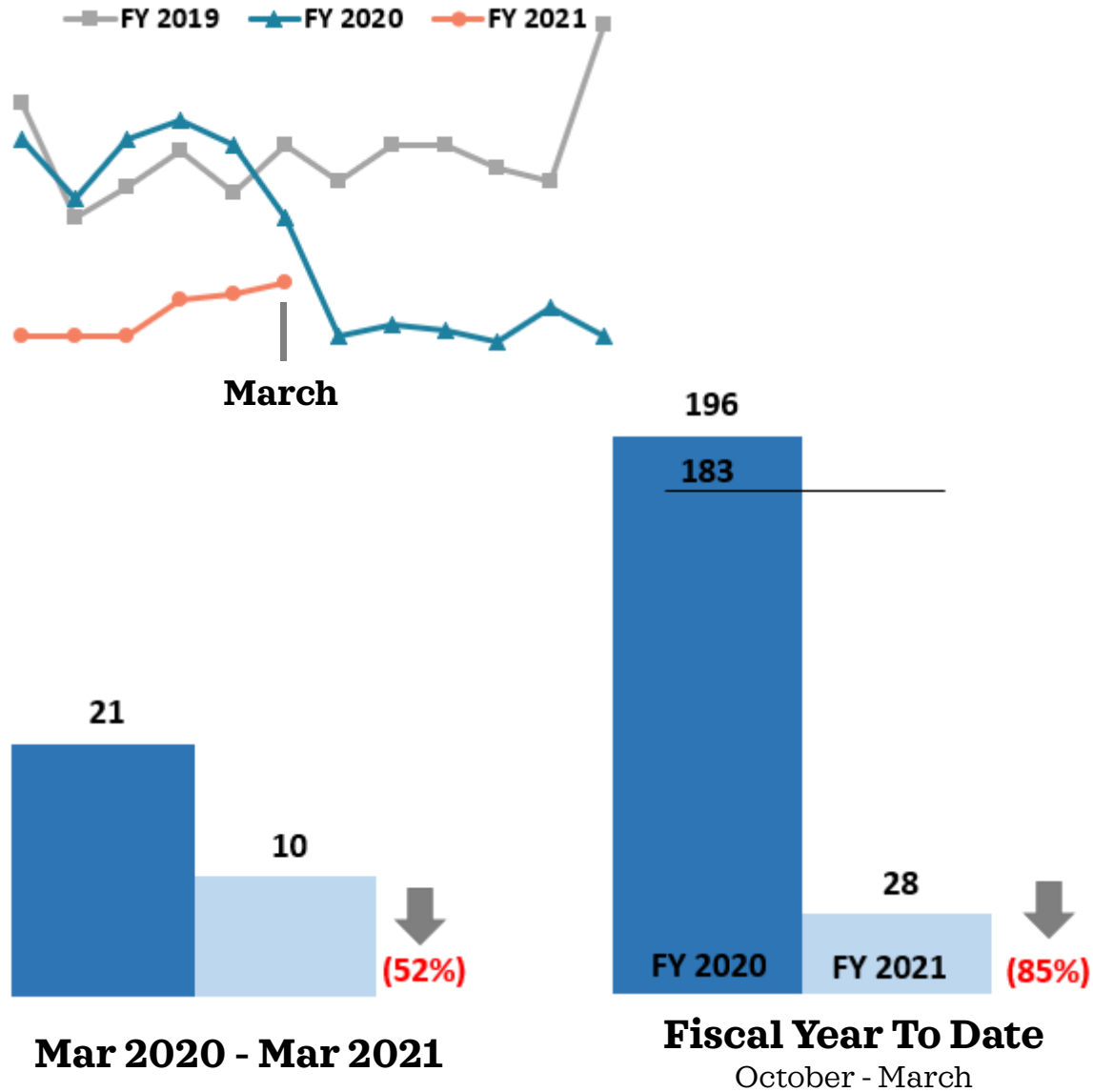
Mar 2020 - Mar 2021



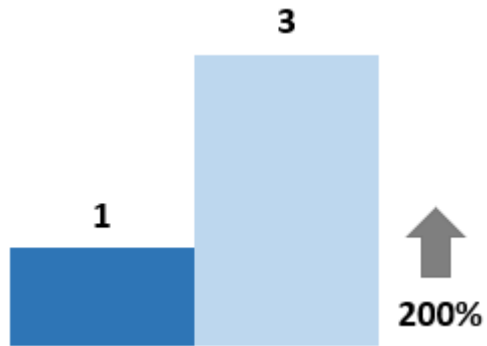
Fiscal Year To Date  
October - March

Source: Coastal Mississippi

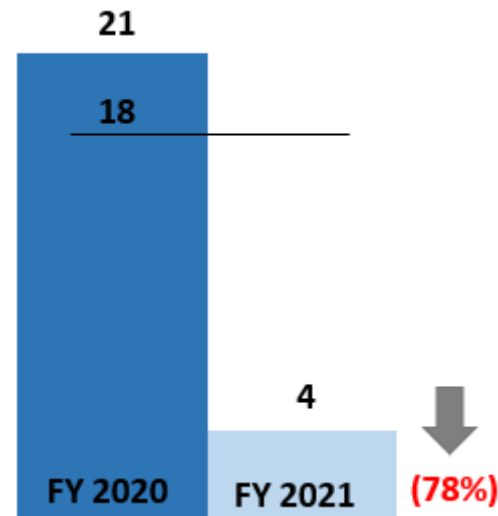
# Leads Issued – All Sales



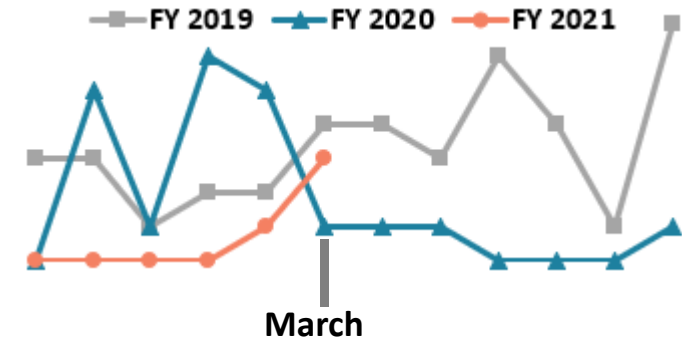
# Convention Center Leads



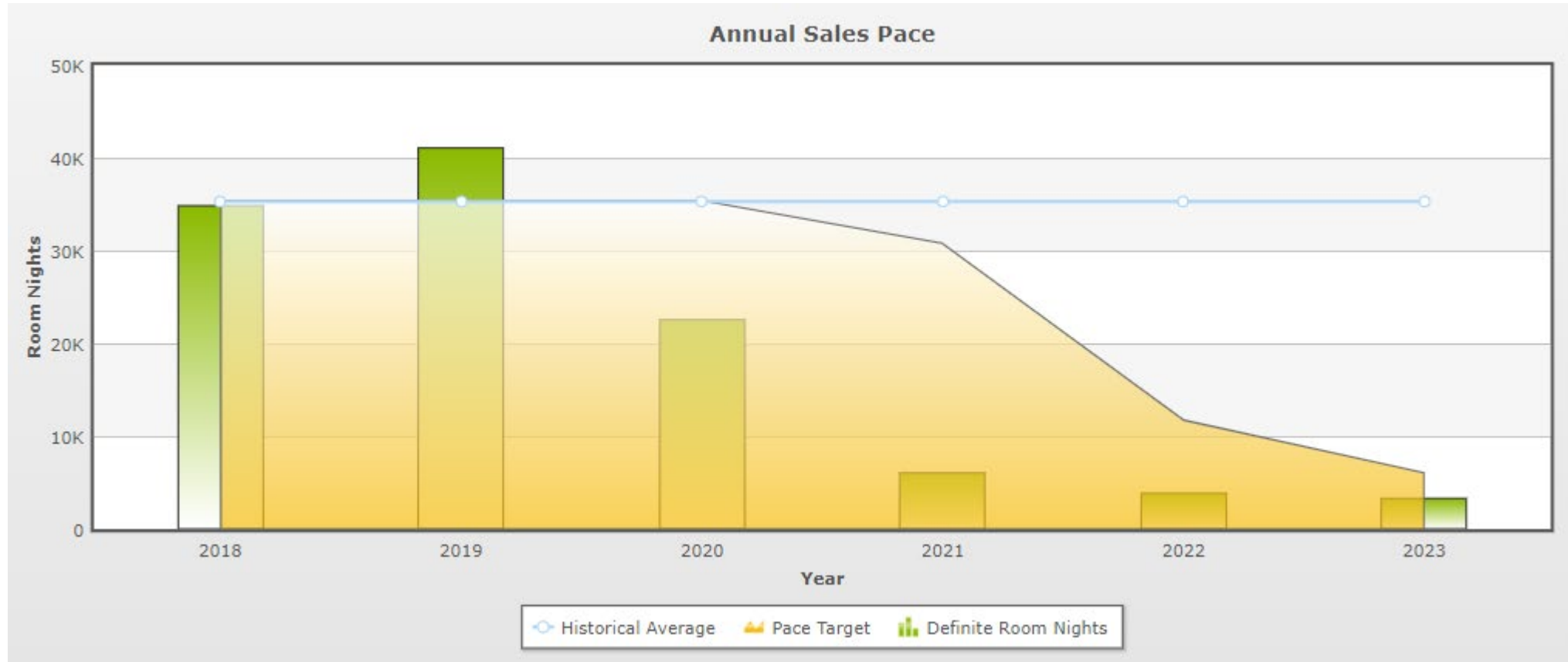
**March 2020 over March 2021**



**Fiscal Year To Date**  
October - March



# Pace Report



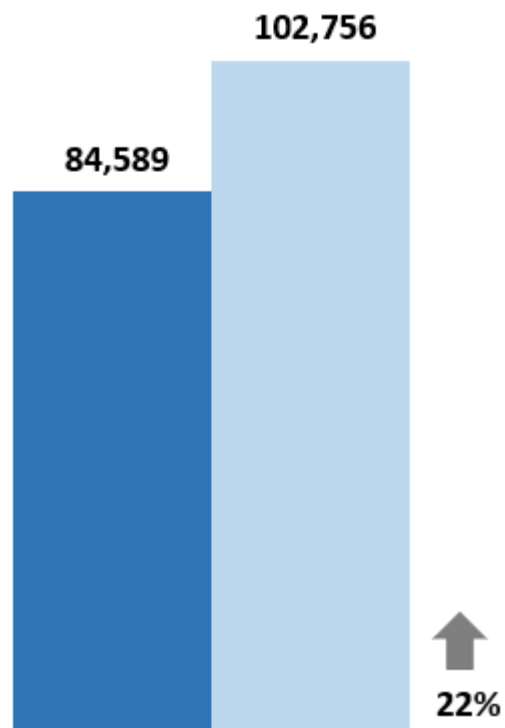
# Pace Report - Pipeline



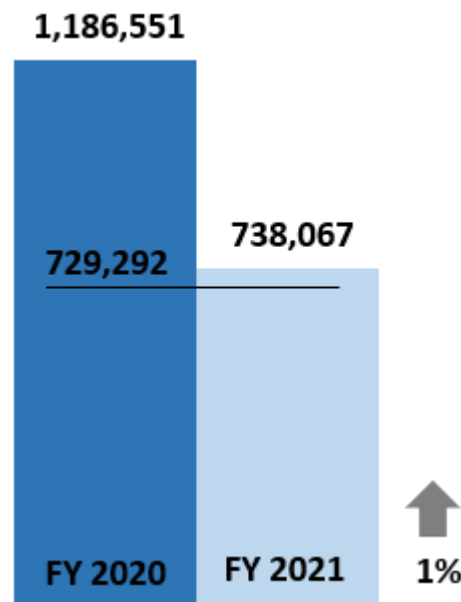
# Google Analytics – Users

## Traffic Analysis:

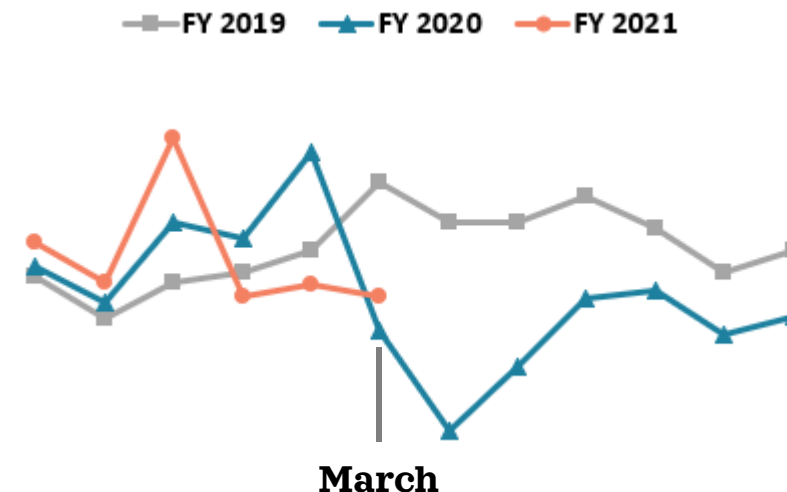
- The organic session duration increased by 38.57% and the average pages per session was up 9.3%. The largest contributor to the increase was the events page, with Things To Do With Kids coming in second (added 2,812 sessions).
- There were 149.3% more organic partner referrals from listings.



**March 2020 over March 2021**



**Fiscal Year To Date**  
October - March





# 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.

<b>FY 2021</b>	<b>Oct</b>	<b>Nov</b>	<b>Dec</b>	<b>Jan</b>	<b>Feb</b>	<b>Mar</b>	<b>Apr</b>	<b>May</b>	<b>Jun</b>	<b>Jul</b>	<b>Aug</b>	<b>Sep</b>
Newsletter Signup	241	213	497	234	247	325						
<b>Total Active Newsletter Recipients 25,082</b>												
Request the Guide	568	440	542	784	797	1,143						
Digital Guide Views	118	69	88	131	129	196						

# Action Taken

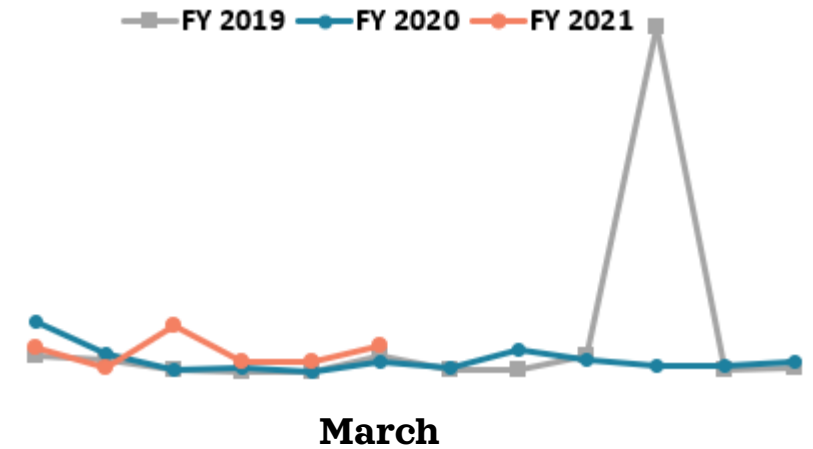
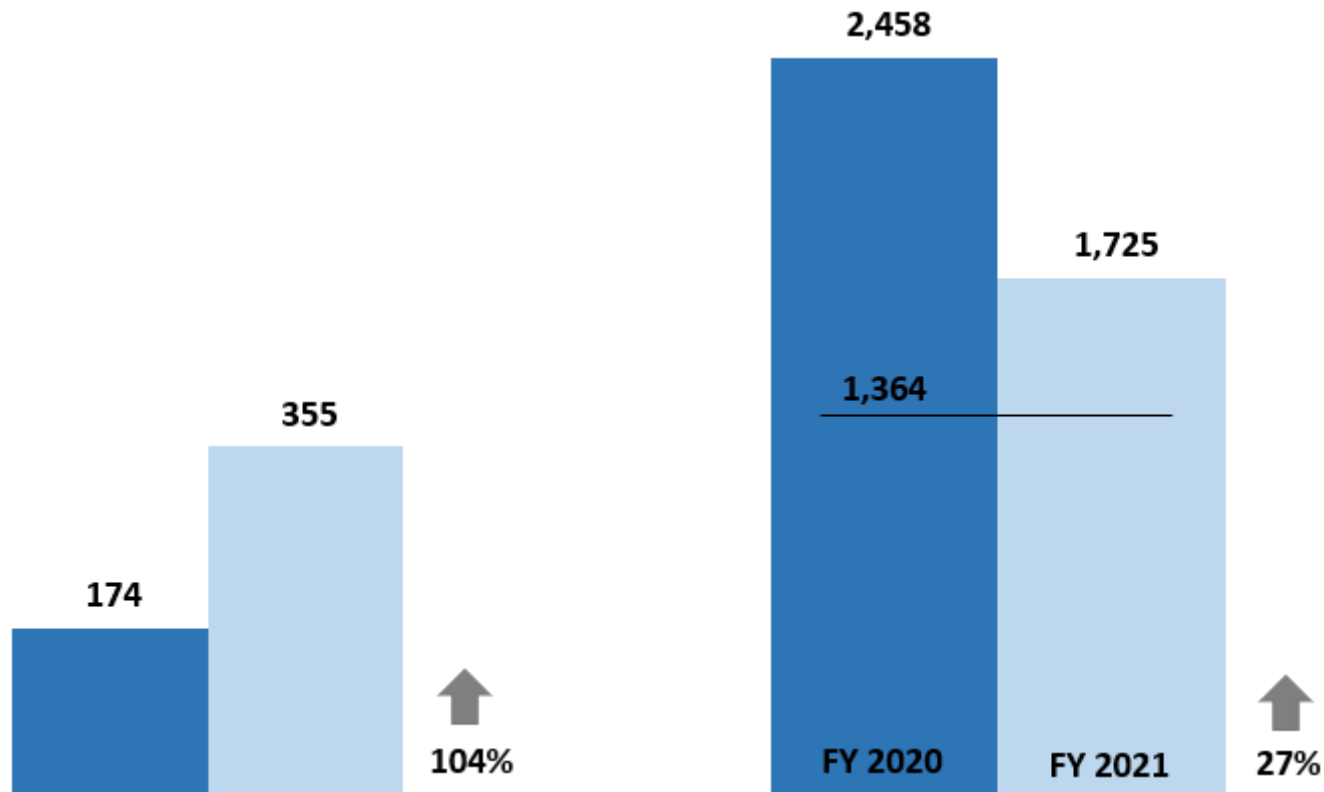
Total number of partner events and listings viewed by visitors on our site.

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						
Listing Detail	10,648	7,466	9,064	13,007	13,743	25,274						
External Link	14,105	8,955	9,549	7,740	8,390	13,196						

Things to do - 386, restaurants - 365, casinos - 356, places to stay - 334

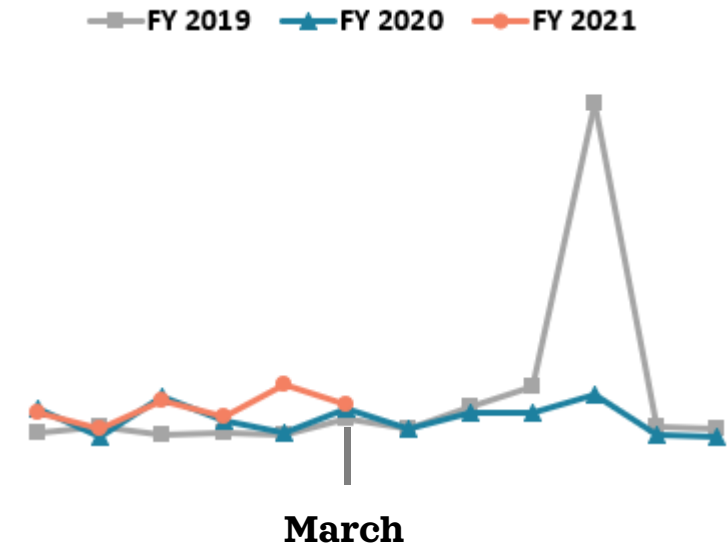
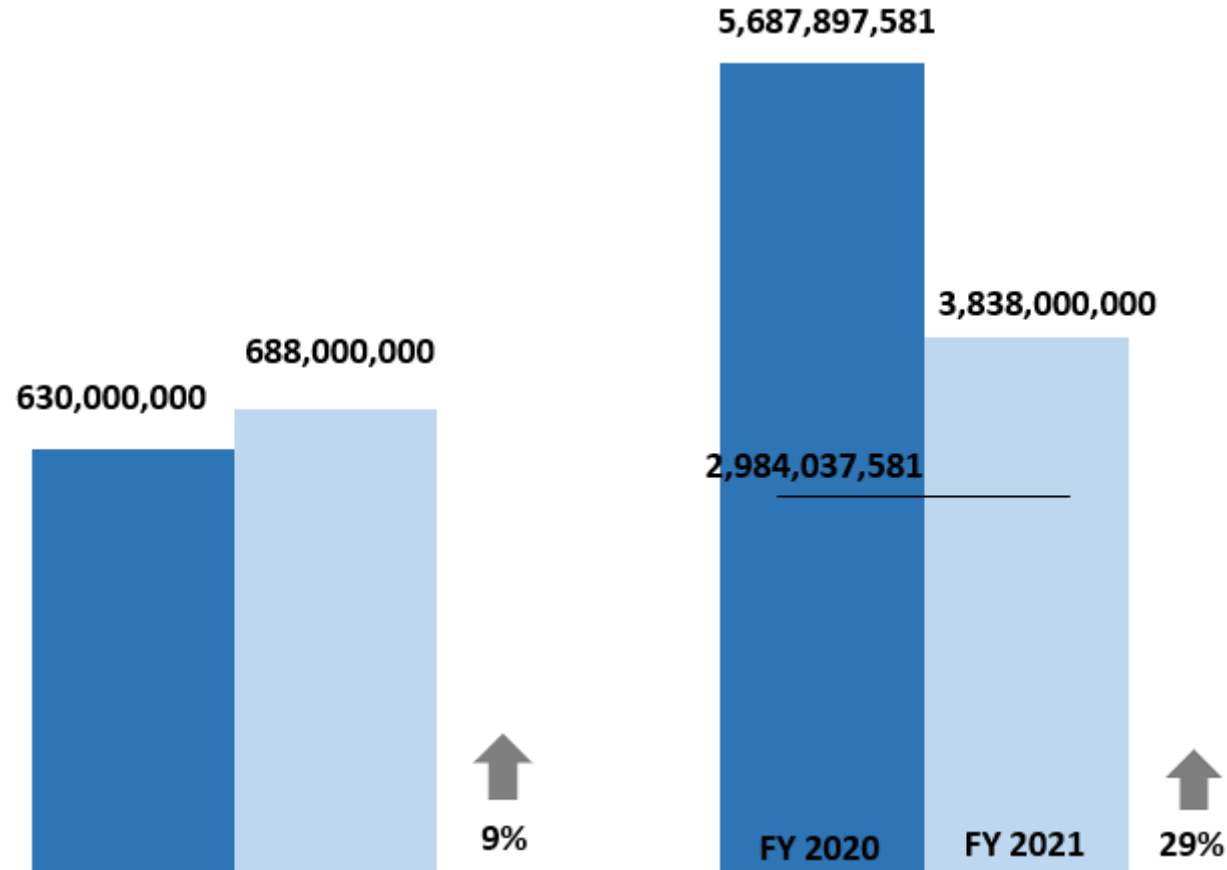
# Number of Articles



**March 2020 over March 2021**

**Fiscal Year To Date**  
October - March

# Impressions

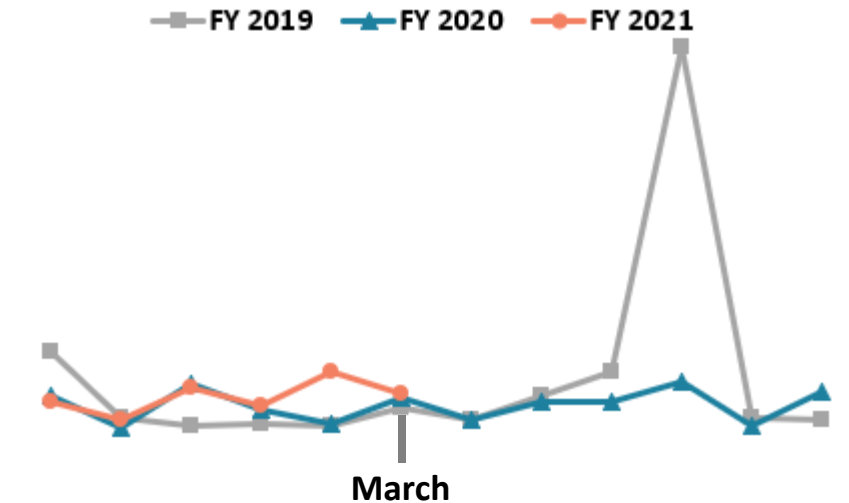
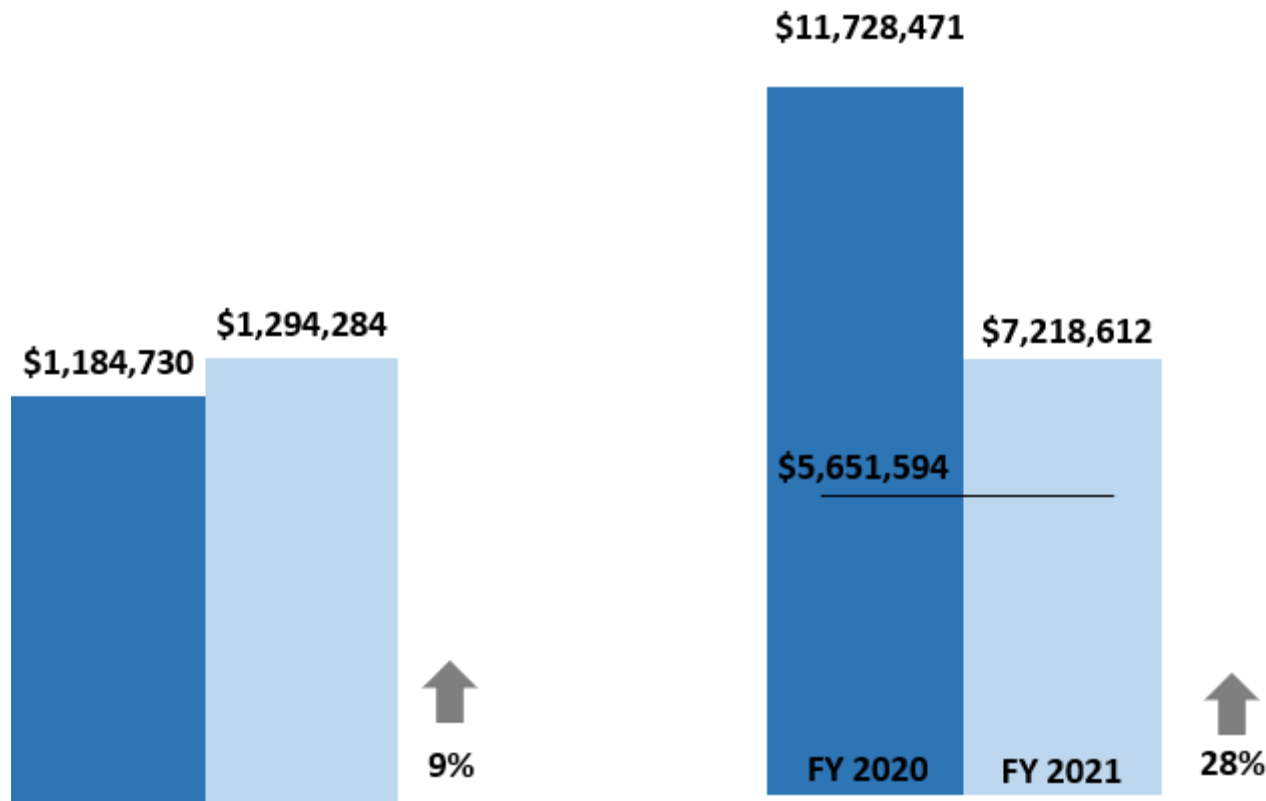


**March 2020 over March 2021**

**Fiscal Year To Date**  
October - 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.



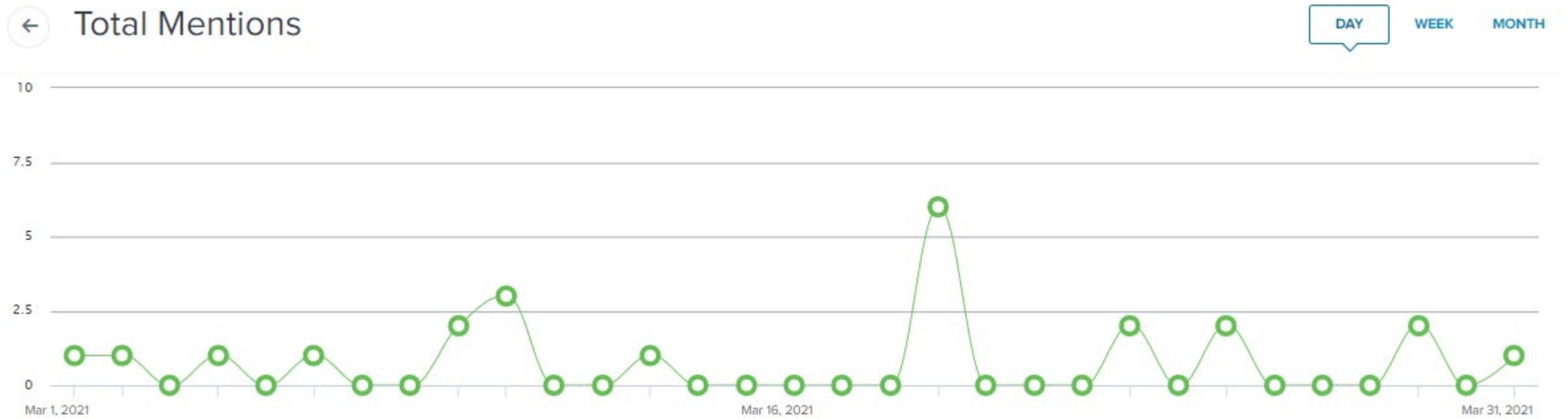
March 2020 over March 2021

Fiscal Year To Date  
October - March

# Earned Media

## Content Drivers:

- COVID-19
- Outdoor Destinations
- Beaches
- Food & Drink
- Road Trips





## MS: Top travel spending market in U.S. for 2020



According to an 18-month tourism study, our area will continue to be on the uptick with benefits spilling into other areas of our local economy. "Also, we have to factor in the recent numbers say the GDP for our area will grow between 7- to 10-percent. The amount of savings the families in our nation have been able to accumulate is in excess of \$1.8 million, and driving is the preferred method when going on vacation. When you put all that together, it's very positive and shows we should continue to see growth in our business."

## USM study shows Amtrak to bring possible \$485M economic input in MS



An economic impact study says this may be just the boost our state and region needs. Coastal Mississippi CEO Milton Segarra said, "The results of the study by the University of Southern Mississippi are very encouraging in regards to restoring the railway system to our coastal counties-not only because of the economic impact of more than \$485-million dollars and the potential to add 7,000 new jobs, but it's also a fundamental opportunity to keep increasing visitors to our Coast."

Business owners from Pascagoula to Bay St. Louis to Biloxi are on board, saying more traffic will parlay in more business and more jobs for the local economy. The Meeting Place Owner and Operator Geneva Dummer thinks more foot traffic is exactly what downtown Biloxi needs. "I think it will ramp up potential for resident and commercial businesses here in downtown Biloxi, and I look forward to all of it."

# Local Media Coverage - Assisted



# Southern Living

## The South's Best Stays 2021

### The Roost

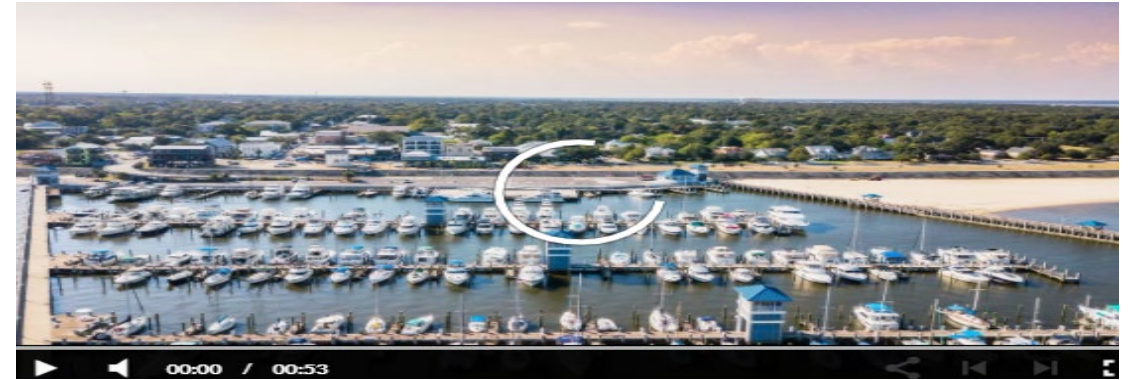
Ocean Springs, Mississippi

No doubt, a shout went up in Ocean Springs when this beautiful 11-suite hotel opened in a historic building on Porter Avenue. One of the prettiest small towns on the Gulf Coast, Ocean Springs long endured a dearth of appealing stays, which made it, by necessity, more of a day trip from nearby Biloxi. But not anymore. Enjoy a grab-and-go market and casual fare at Eat Drink Love, or have a cocktail at The Wilbur, The Roost's speakeasy bar. The hotel is within walking distance of the waterfront as well as a stellar downtown that's loaded with shops, galleries, and local restaurants.

[roostoceansprings.com](http://roostoceansprings.com), 228-285-7000, 601 Porter Avenue, Ocean Springs, MS 39564



## Reasons to Visit Bay St. Louis, Mississippi



In 2005, the small seaside town of Bay St. Louis, Mississippi, found itself in the eye of Hurricane Katrina. The process of recovery was long and slow, but the coastal Mississippi community worked to rebuild and resurrect this small town's spirit. Now, with its laid-back attitude, stunning waterfront, and funky, eclectic local culture, Bay St. Louis is one of the Gulf Coast's most underrated destinations.

Just 51 miles away from the one-of-a-kind hub that is New Orleans, Bay St. Louis couldn't feel further from the hustle and bustle. The town's prime spot on the Mississippi Sound, an embayment of the Gulf of Mexico, provides a glorious stretch of white-sanded beach with virtually no crowds. In fact, this strip of shoreline is known as Mississippi's "Secret Coast."

# Coastal Mississippi Assisted Media Coverage

coastal  
MISSISSIPPI | *The Secret Coast*

# Budget Travel

## 6 road trips stops along the underrated Gulf Coast

### MISSISSIPPI

#### Hang out in the adorable town of Ocean Springs, Mississippi

Continuing west along Interstate-10 into Mississippi, plan to spend a night or longer in the adorable coastal town of [Ocean Springs](#), where a stay at the new-in-2020 [Beatnik](#) hotel (rooms from \$157 per night) is nothing short of revelatory.

#### Mississippi Aquarium

Brand new in August 2020, the [Mississippi Aquarium](#) (admission \$29.95 per person, \$24.95 for kids ages 3 to 12) in Gulfport houses over 200 species of animals and native plants within indoor and outdoor exhibition areas overlooking the Mississippi Sound in downtown Gulfport.



## Exploring the Mississippi Gulf Coast

Many people have yet to discover the incredible travel experiences on offer on the Gulf Coast. On one hand, this is a crying shame, but on the other it means that for those of us who are in the know, it can be a whole lot easier to plan a vacation. Vast swathes of unspoiled nature and picturesque ocean views make this a haven for wildlife lovers, while charming architecture interspersed with the freshest of seafood make even the most urban of travelers feel at home. Here are a few places to kick off your own exploration of the [Mississippi Gulf Coast](#).



The barrier islands run right along the coast from Florida to Mississippi, forming a sort of floating barrier between mainland North America and Mexico. Seven of these islands, as well as natural parts of the mainland, are protected, providing staggeringly beautiful sites where wildlife can flourish. If you really want to [see the Gulf's nature at its wildest](#), then head to Ship Island.

# Coastal Mississippi Assisted Media Coverage



# TRAVEL+ LEISURE

## 21 Babymoon Ideas for Every Type of Traveler



### 5. Ocean Springs, Mississippi

Set in Mississippi's portion of the Gulf Islands National Seashore, Ocean Springs is truly unspoilt. The natural areas of this cosy beach town include hiking, kayaking and fishing. While in town you'll find loads to keep you busy; such as over 200 independents shops and galleries and year round community events. Spend your afternoon lounging on the pristine Front Beach; and then be sure to carve out some time to explore the famous Walter Anderson Museum of Art.

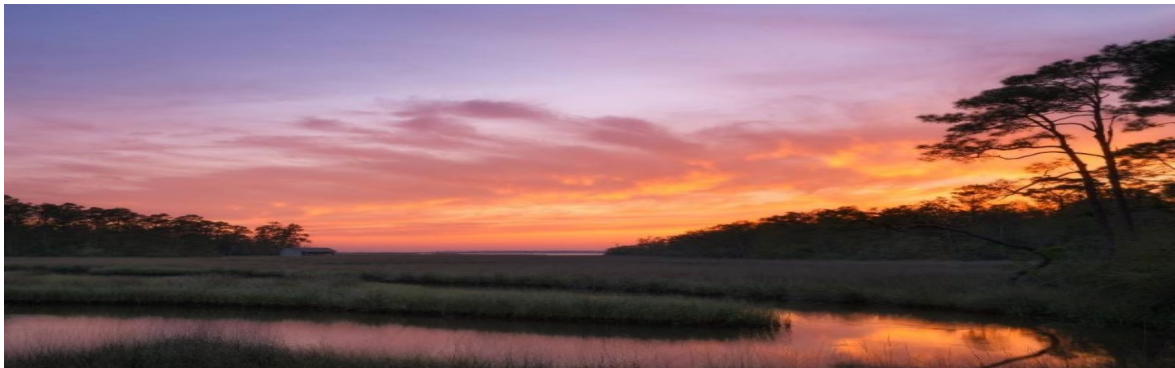
Coastal Mississippi Assisted Media Coverage

## Gulf Coast Camping- 10 Great Places to Camp

### 8. Buccaneer State Park



### 9. Davis Bayou Campground



## Beachy Keen

Great Gulf Coast getaways for everyone

### Mississippi Hospitality

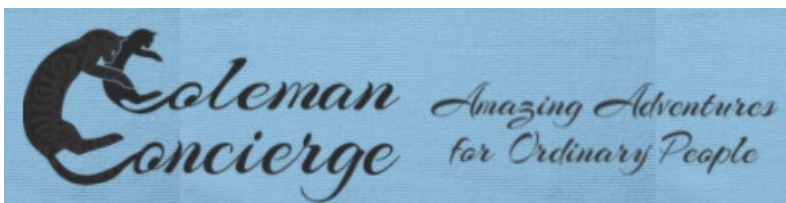
Hotel Beatnik, a throwback to simpler times, opened this past summer in Ocean Springs, part of the larger Ocean Springs Creative District. These four “cabins” hark back to the motor court days but offer lots of modern amenities such as wet bars and luxury linens. Private outdoor showers, outdoor seating areas and native plants made up this unique property in the heart of one of the most charming towns in Mississippi.

What's New: Hotel Legends boutique property also opened in Biloxi, close to the casino action, downtown and beaches. The 132-room hotel overlooks the Mississippi Sound and offers hip guest rooms with unique amenities, live entertainment and dining options.

Coming soon is the boutique Pearl Hotel in Bay St. Louis with 59 luxury suites and the music-themed luxury Biloxi UMUSIC Hotel, part of the Universal Music Group.

Information: [Thehotelbeatnik.com](http://Thehotelbeatnik.com), [Hotellegends.com](http://Hotellegends.com).





## CONCIERGE GUIDE TO BIKING COASTAL MISSISSIPPI

People call Mississippi's 62-miles of coastline the Secret Coast. Nestled between the sugar sands of Gulf Shores and the culinary mecca of New Orleans, Mississippi's Gulf Coast is a beautiful blend of both. With the abundance of natural beauty, biking Coastal Mississippi takes you from picturesque oak trees to uncrowded shorelines. The communities are unique and undiscovered destinations, offering relaxation, adventure, and variety. They offer a bit of everything from delicious food, rich culture, and natural beauty. What they don't have is a signature trail along the coast.

Our biking guide to Coastal Mississippi highlights four varied and distinctive rides through four equally unique cities: Ocean Springs, Biloxi, Bay St Louis, and Pascagoula. In total, we highlight almost 40 miles of riding, one mile of biking for each mile of Mississippi Coastline. Of course, it's not all oceanfront riding, but there's enough for you to fill your camera roll. You'll also discover the flavor of each town and savor some fantastic food along the way. Hopefully, when you're done reading this piece, you'll add biking to your list of things to do on the Mississippi Gulf Coast.

## FishingBooker

### Top Spring Fishing Spots in the US for 2021

#### Coastal Mississippi








Mississippi doesn't have the longest coastline in the Gulf, but we like to think of it as a case of "quality over quantity." The Mississippi Coast manages to pack in white sandy beaches, winding bayous, remote islands, and bustling cities, all within reach in a single day. It may be known as the "Secret Coast," but there sure is a lot to discover.

Spring is the perfect time to target the Gulf's inshore superstars like Speckled Trout and Redfish, which leave the back bays and head out toward the barrier islands this time of year. The fishing is just as strong out at the reefs, with Kingfish, Cobia, and even Amberjack found around deeper spots. Troll, fly fish, or just cast a line from the local piers, either way, you're in for a treat.

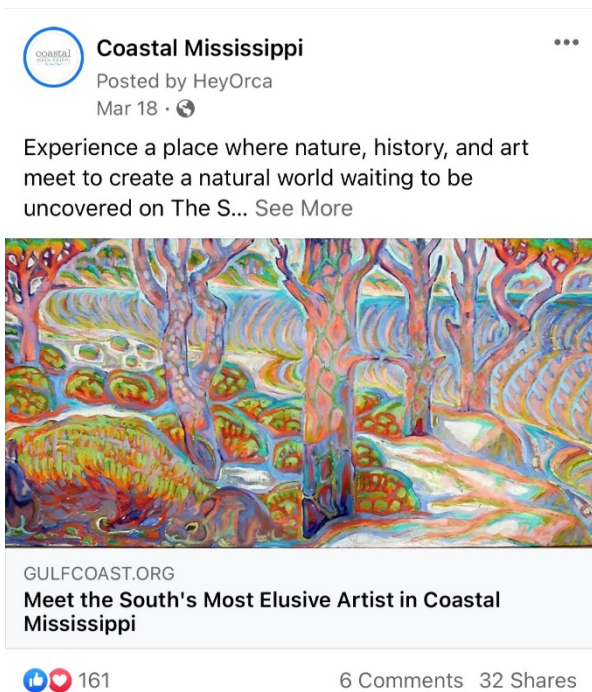
Coastal Mississippi is a place that takes its downtime seriously. It's the perfect spot to unplug, lie back, and enjoy the warm spring sunshine. Soak up a tan, splash in the sea, and recharge your batteries after a long winter indoors. After that, you can sample the area's seafood or even try your luck at the local casinos.

## Coastal Mississippi Assisted Media Coverage

# Social Media Metrics

							
Monthly Increase	30 Flat	28 Flat	7 Flat	262 2%	662 Flat	38 1%	1,027 Flat
March 2020	151,313 Facebook (Total Likes)	15,517 Twitter (Total Followers)	971 Pinterest (Total Followers)	15,976 Instagram (Total Followers)	1,783,636 YouTube (Lifetime Followers)	5,608 LinkedIn Total Followers	1,973,021 Total





**Facebook**  
Walter Anderson Museum of Art 30<sup>th</sup> Anniversary blog

108,705 impressions  
1,012 interactions

**SOCIAL MEDIA**



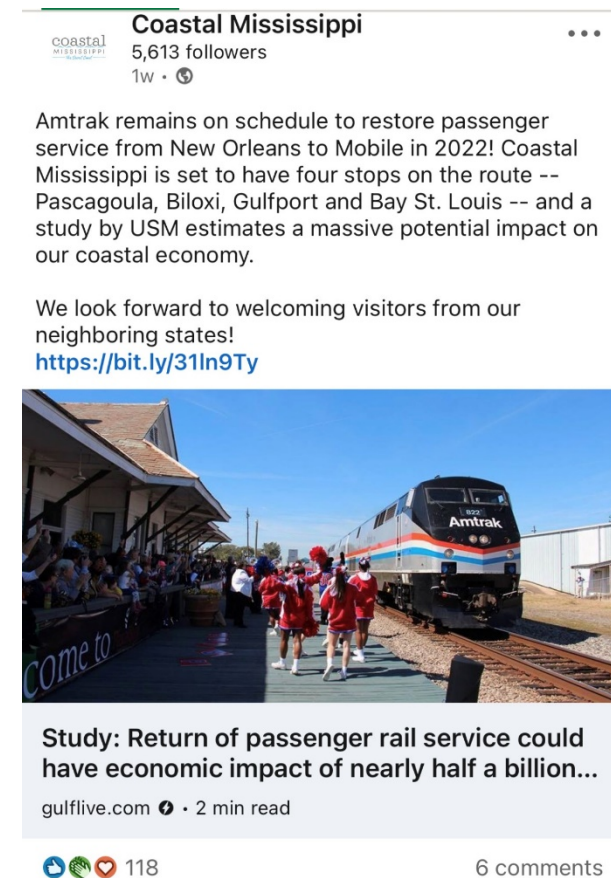
**Twitter**  
Tweet capitalizing on trending conversation of shrimp tails found in cereal box

5,153 impressions  
306 interactions



**Instagram**  
USM Marine Education Center suspension bridge

4,323 impressions  
7,386 interactions



**LinkedIn**  
Coverage of Amtrak service resumption press release

3,063 impressions  
218 interactions

**coastal MISSISSIPPI** | *The Secret Coast*