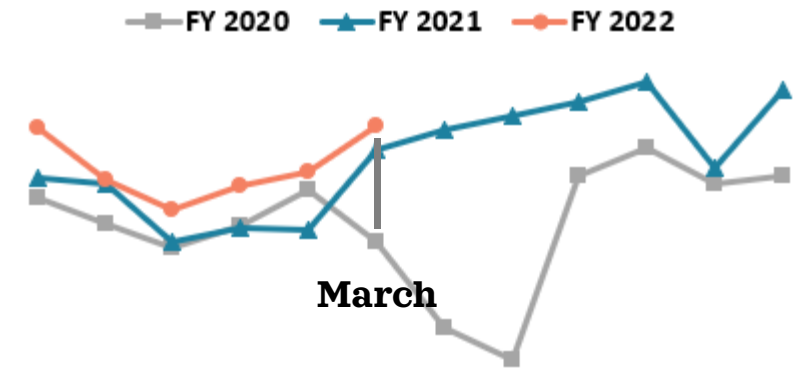
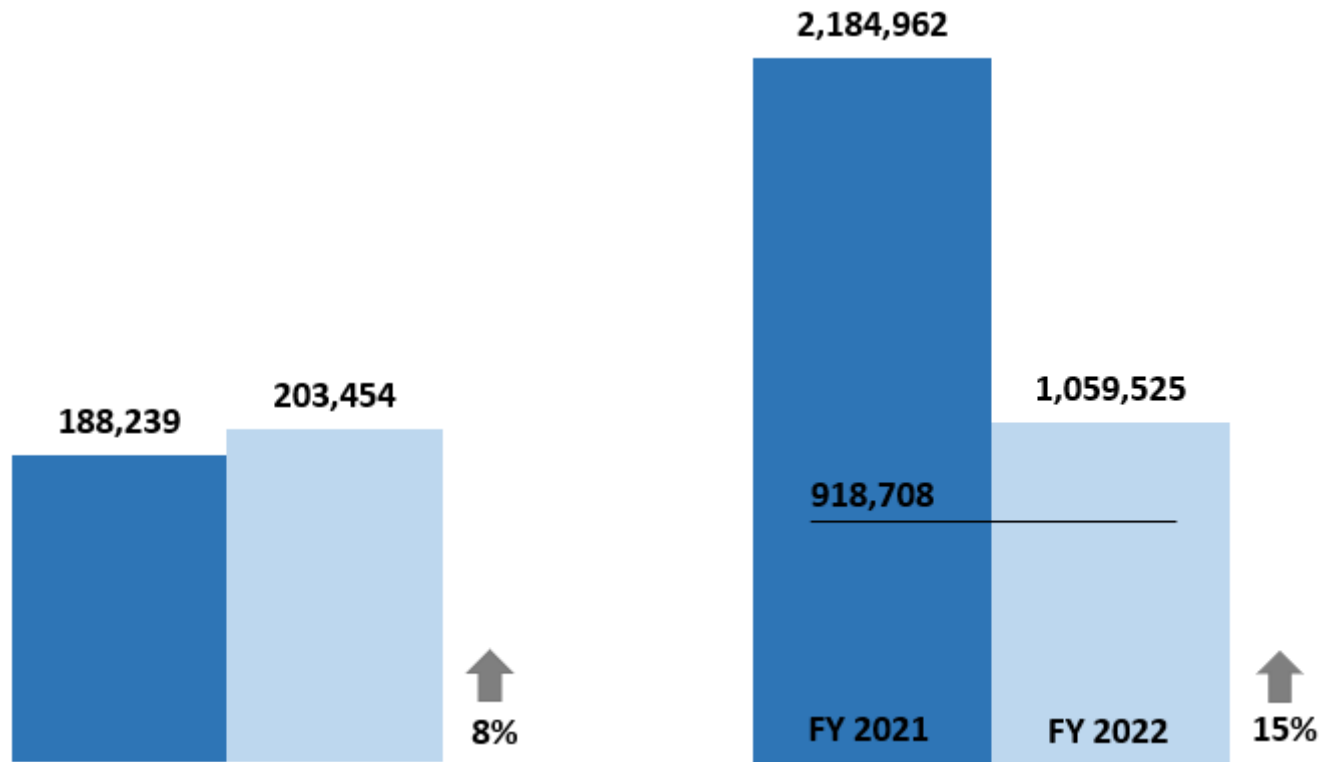


coastal MISSISSIPPI *The Secret Coast*

- Key Performance indicators
- March 2022

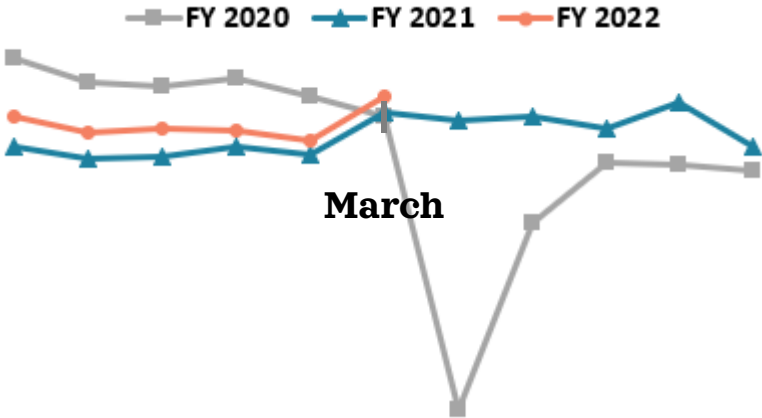
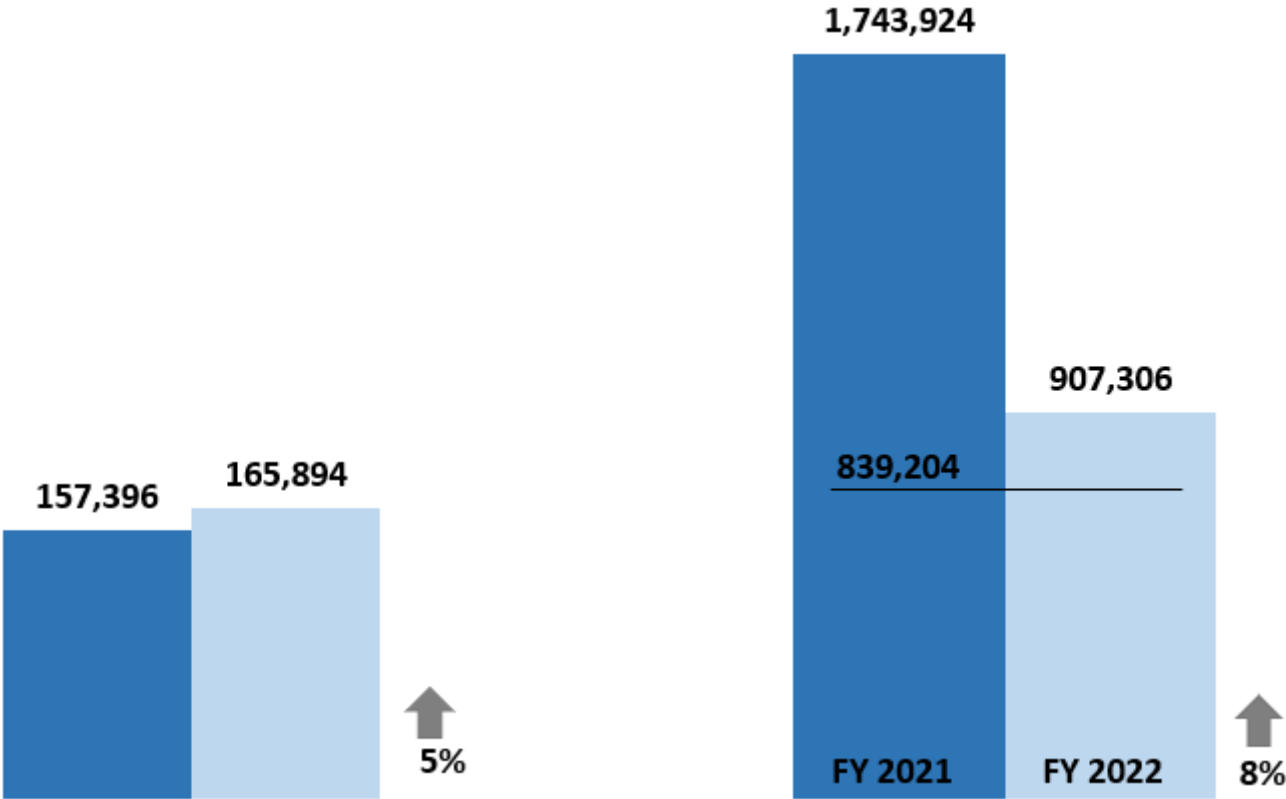
Non-Casino Rooms Sold



March 2021 over March 2022

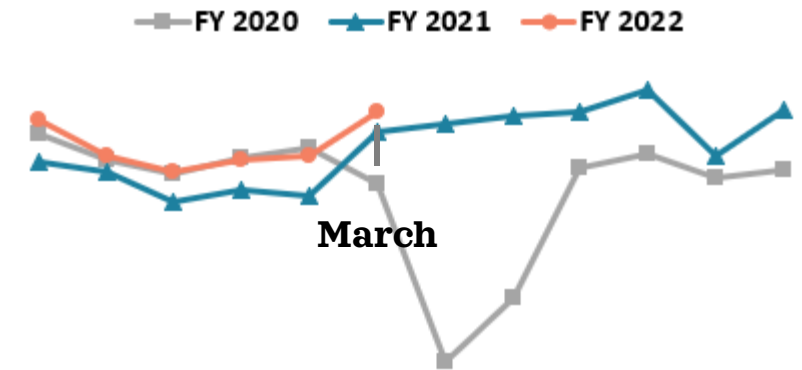
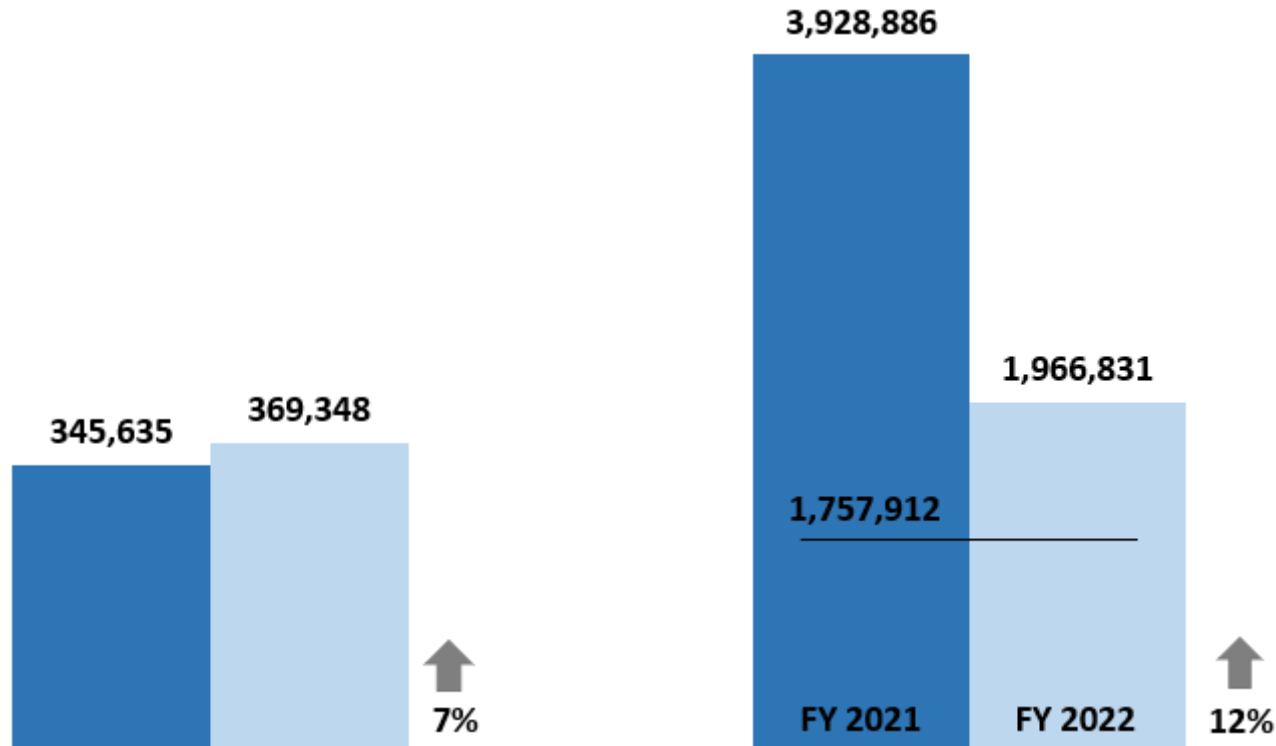
Fiscal Year To Date
October-March

Casino Rooms Occupied



Source: STR

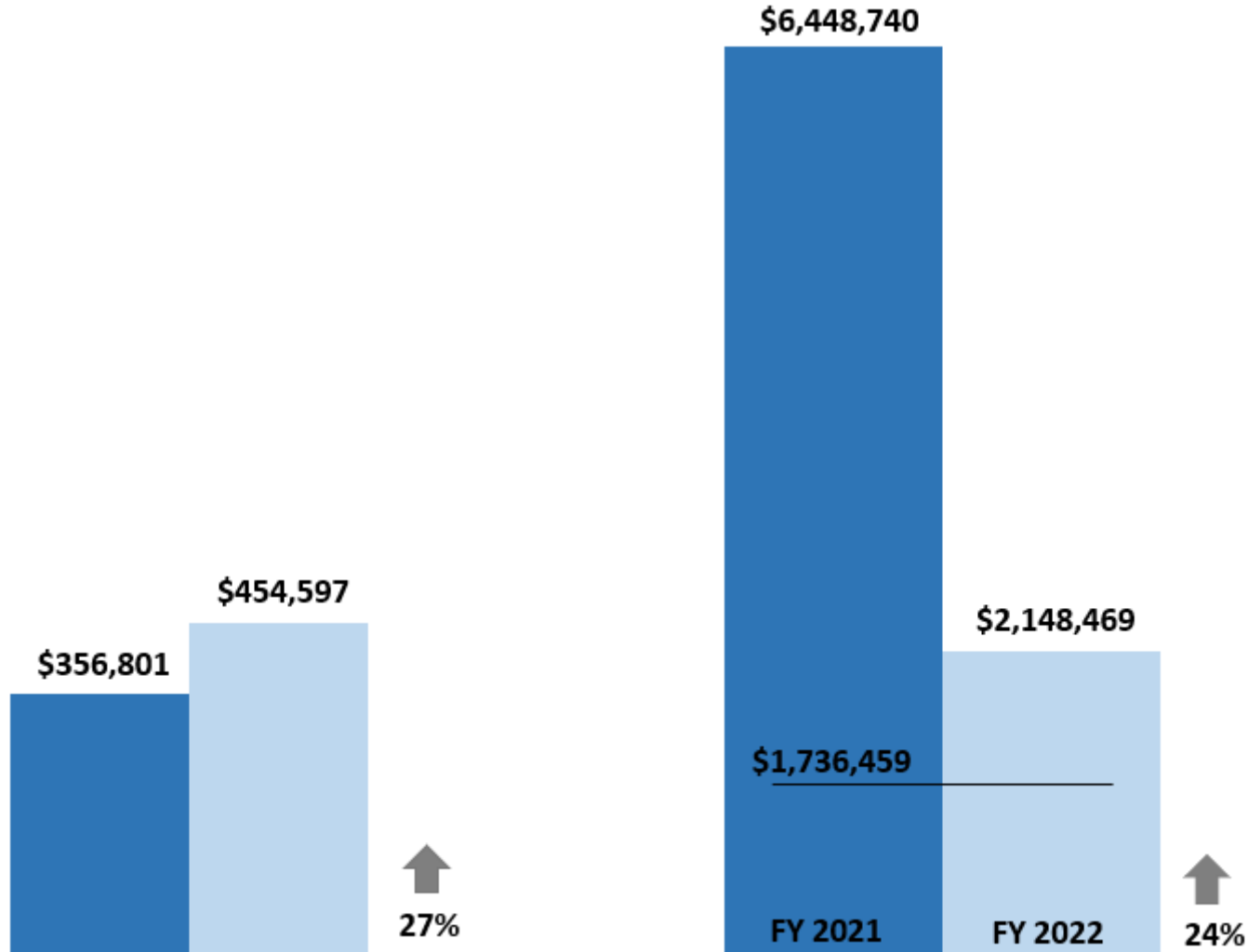
All Rooms Sold/Occupied



March 2021 over March 2022

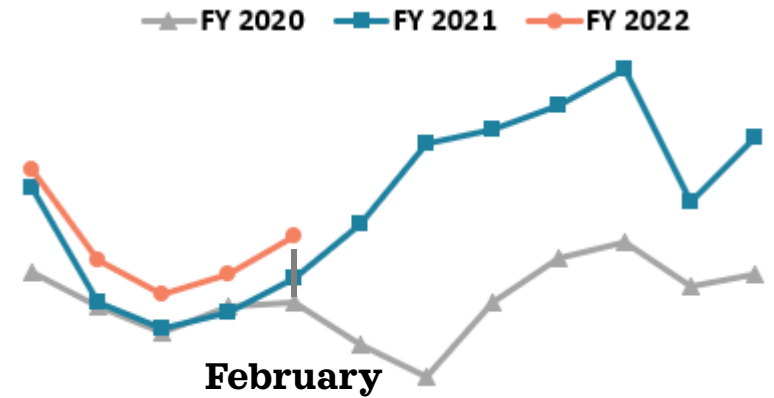
Fiscal Year To Date
October-March

Occupancy Tax Receipts

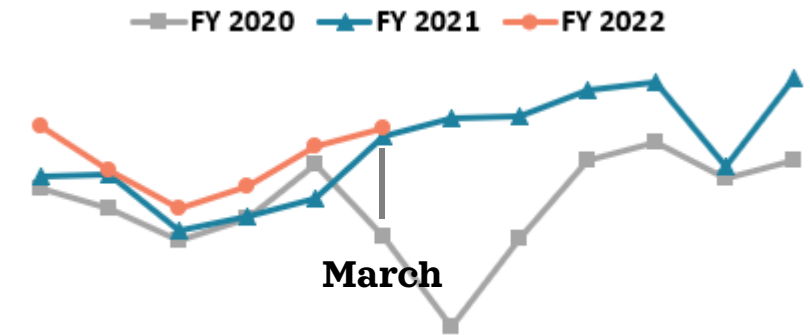
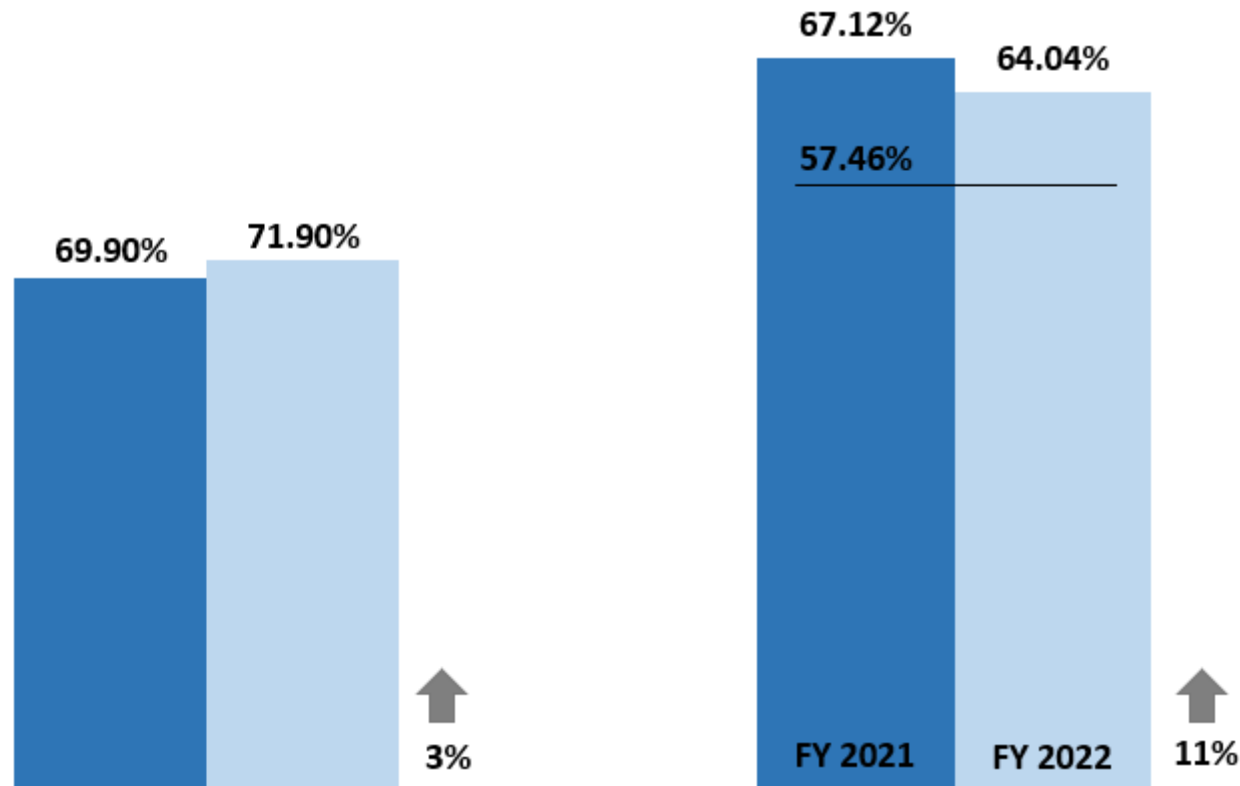


February 2020 over February 2021

Fiscal Year To Date
October-February



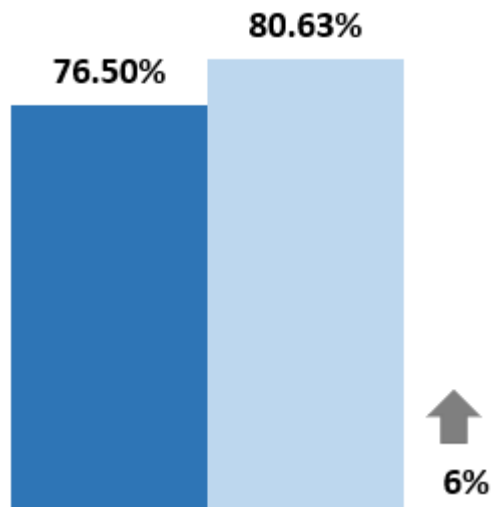
Non-Casino Occupancy



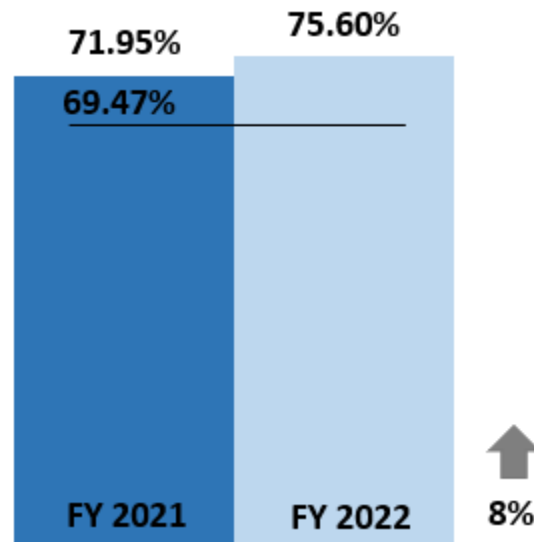
March 2021 over March 2022

Fiscal Year To Date
October-March

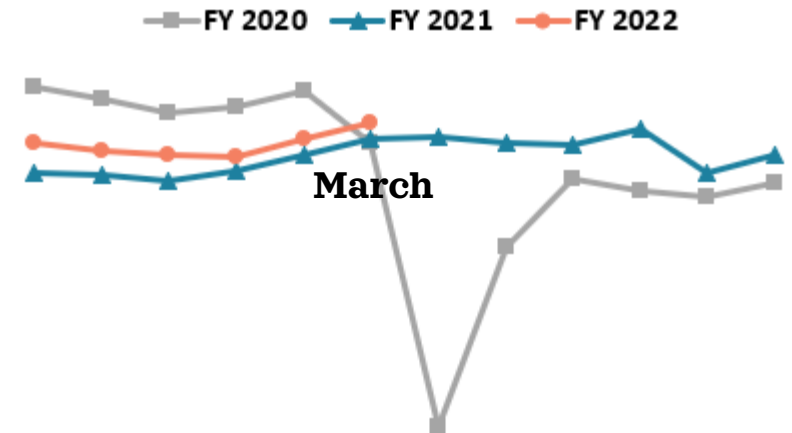
Casino Occupancy



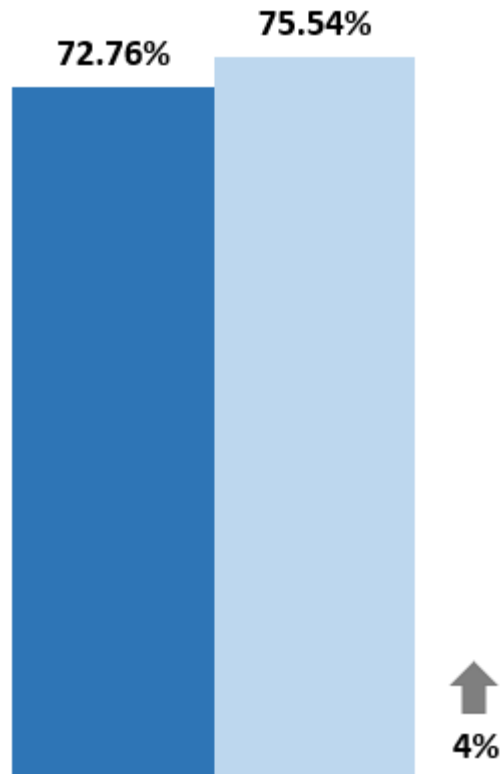
March 2021 over March 2022



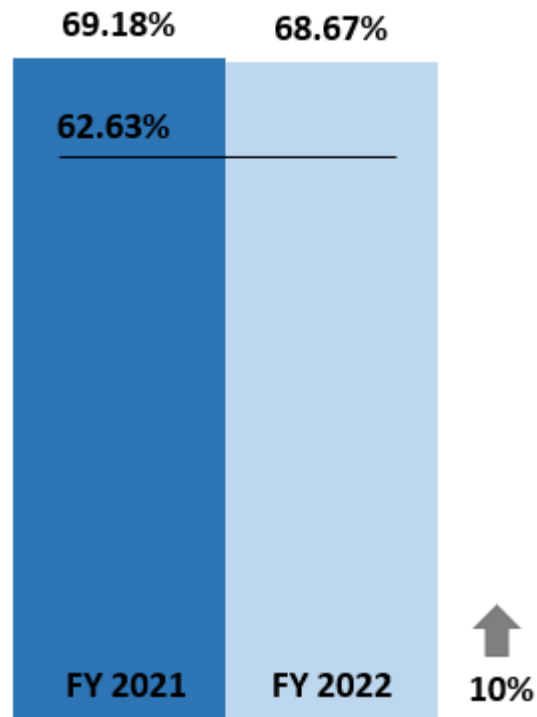
Fiscal Year To Date
October-March



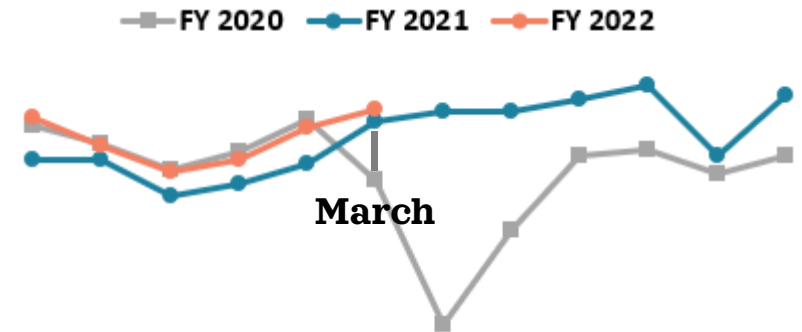
All Occupancy



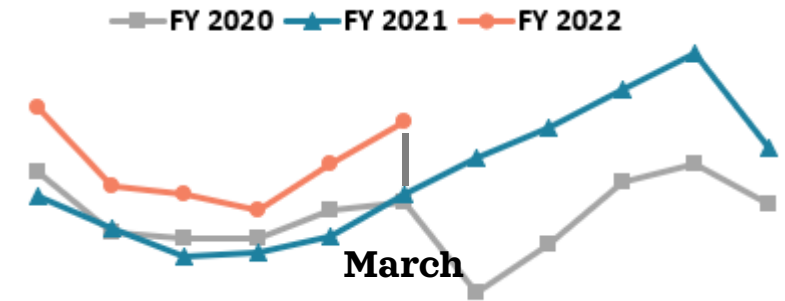
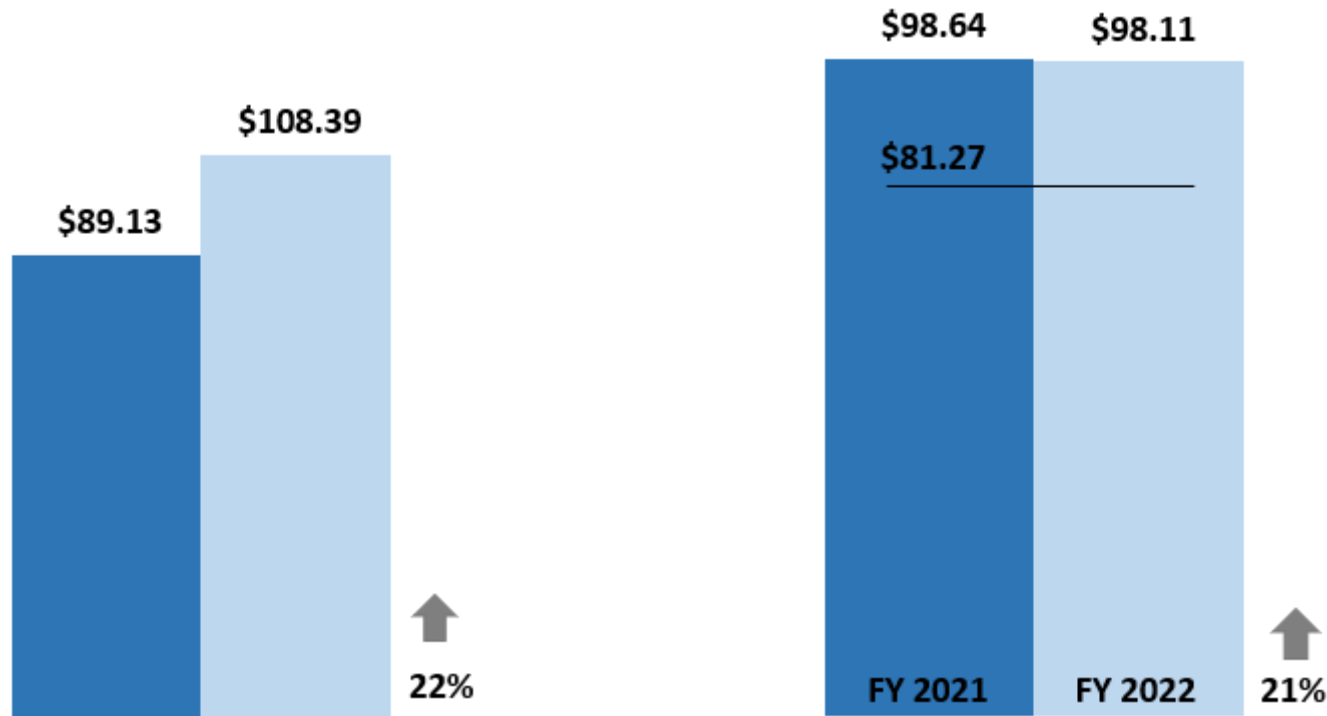
March 2021 over March 2022



Fiscal Year To Date
October-March



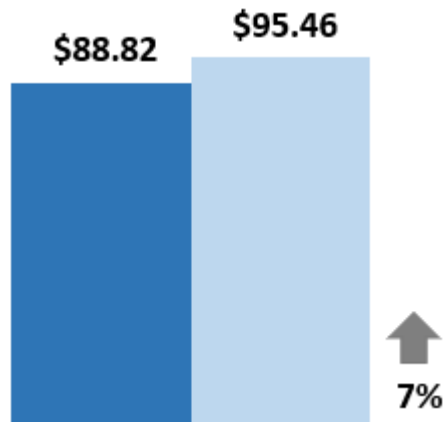
Non-Casino ADR



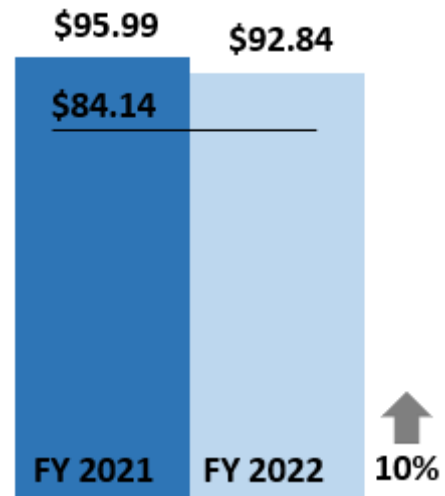
March 2021 over March 2022

Fiscal Year To Date
October-March

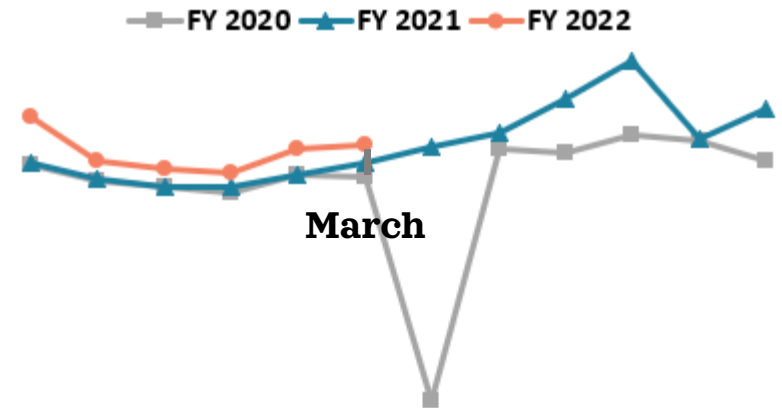
Casino ADR



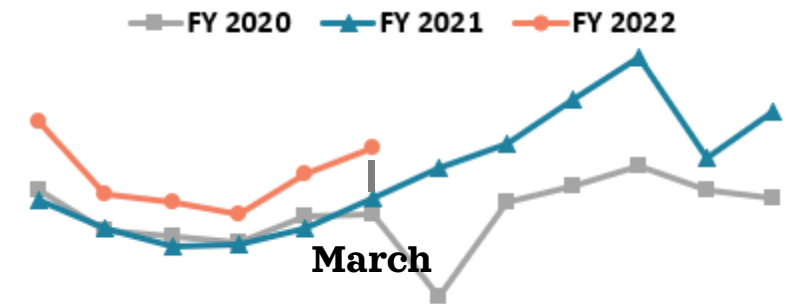
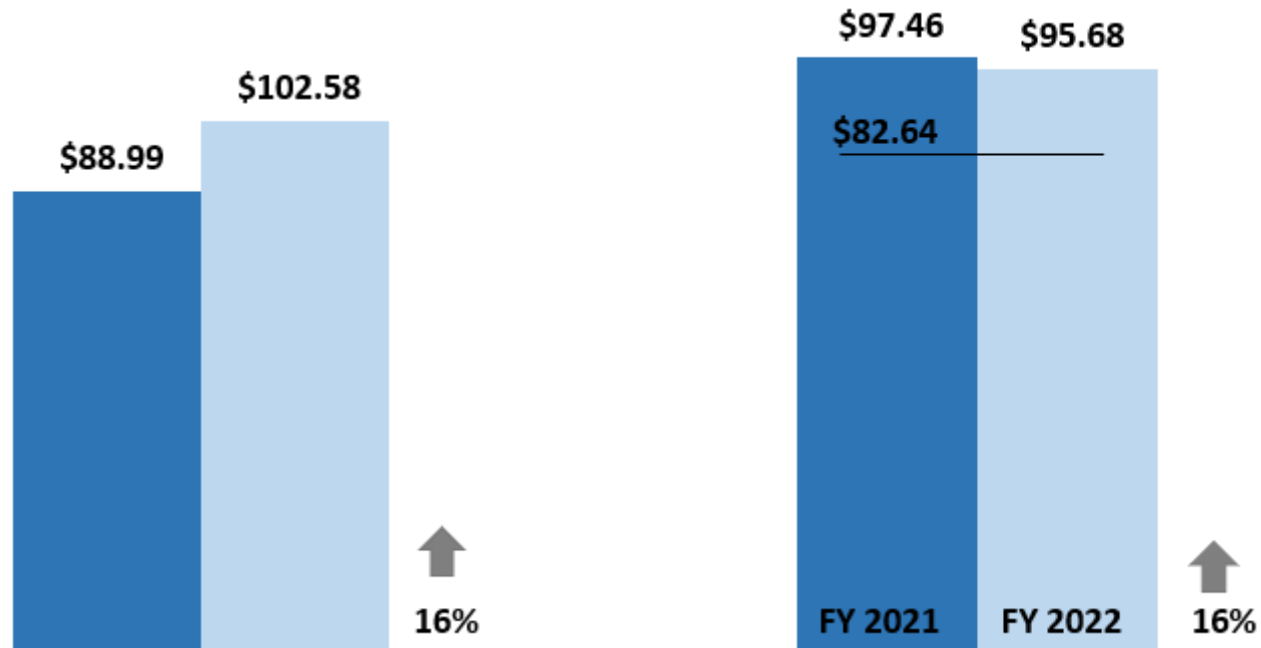
March 2021 over March 2022



Fiscal Year To Date
October-March



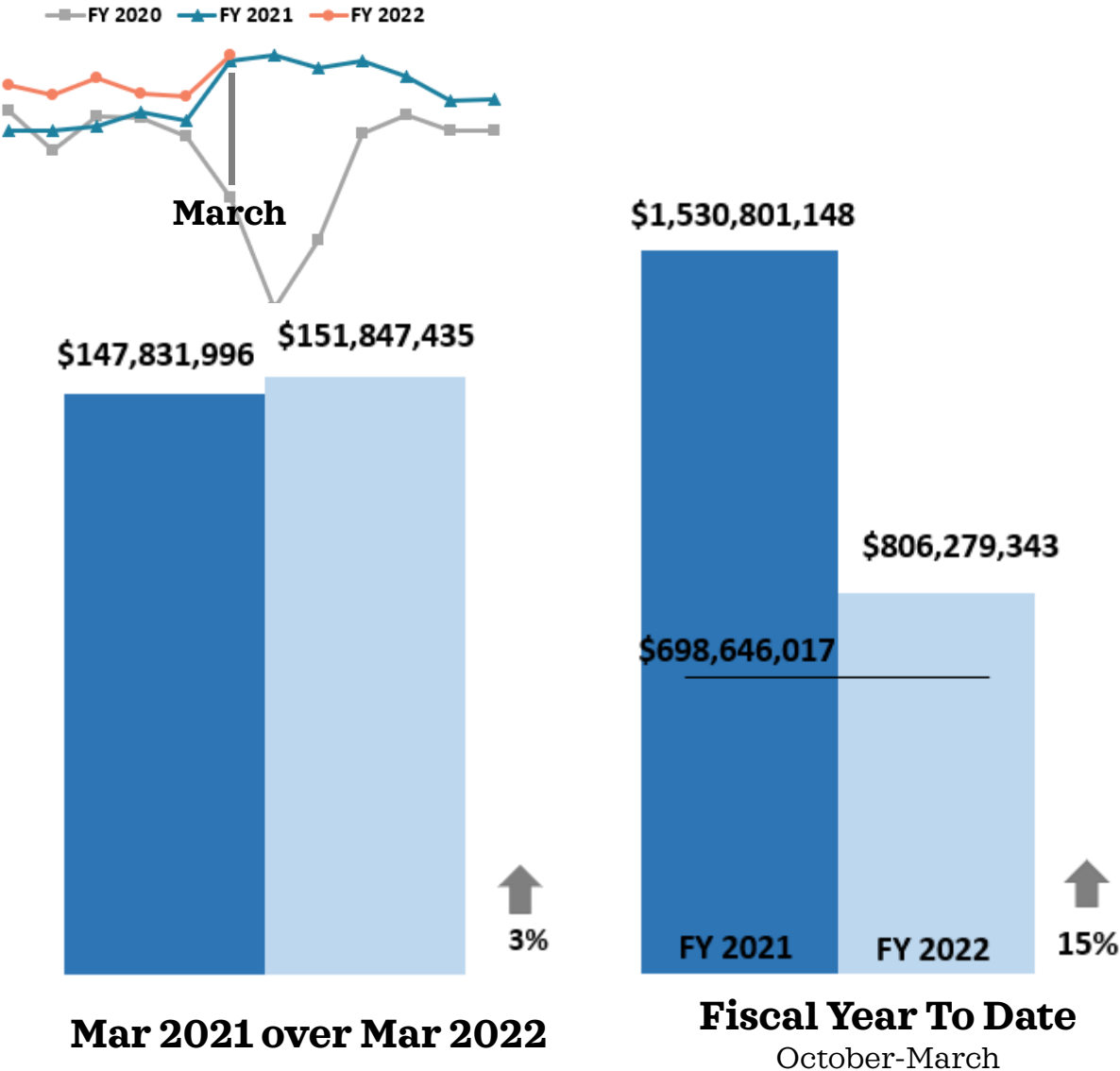
All ADR



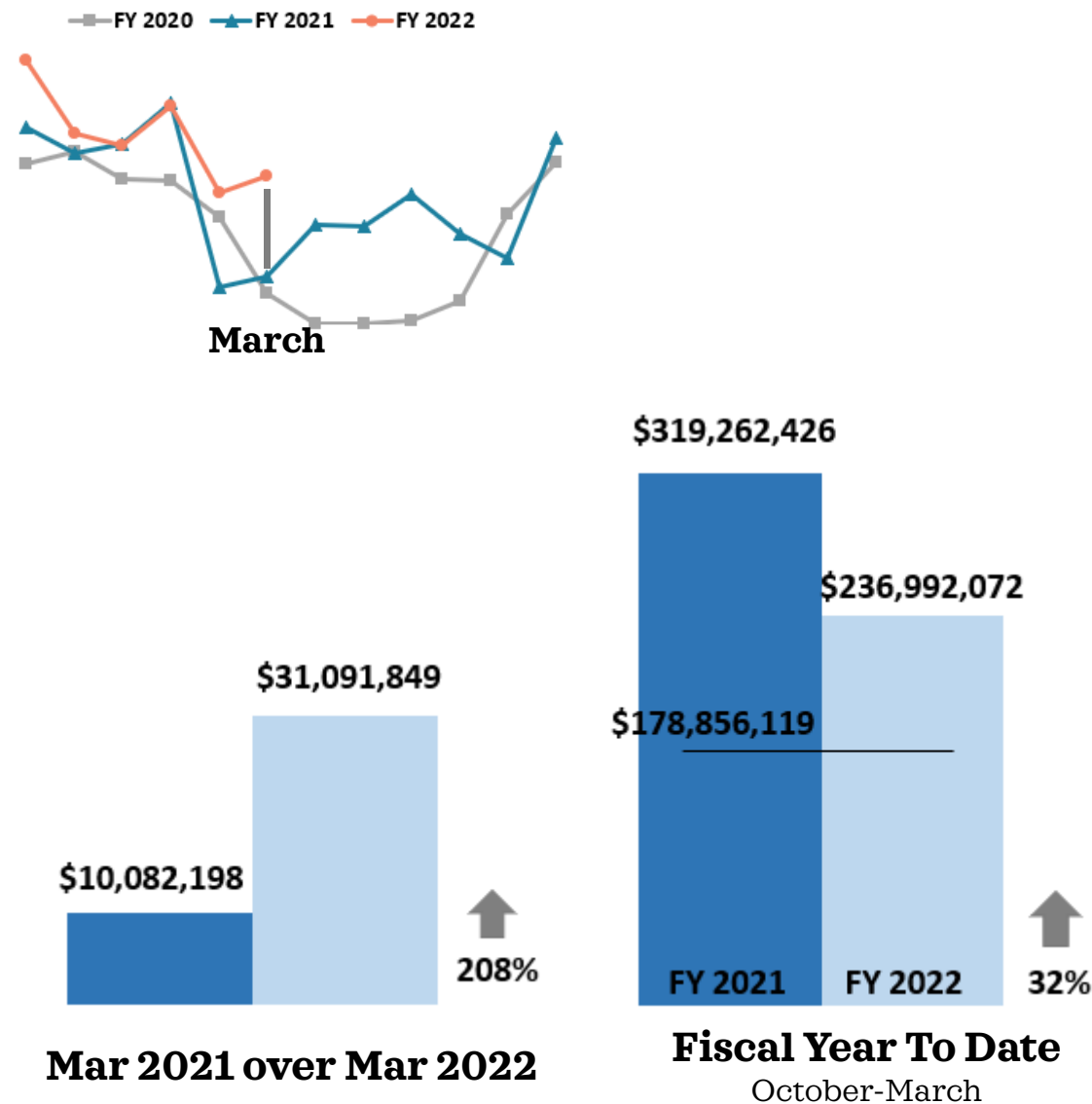
March 2021 over March 2022

Fiscal Year To Date
October-March

Gaming Revenue



Sports Betting Wagers

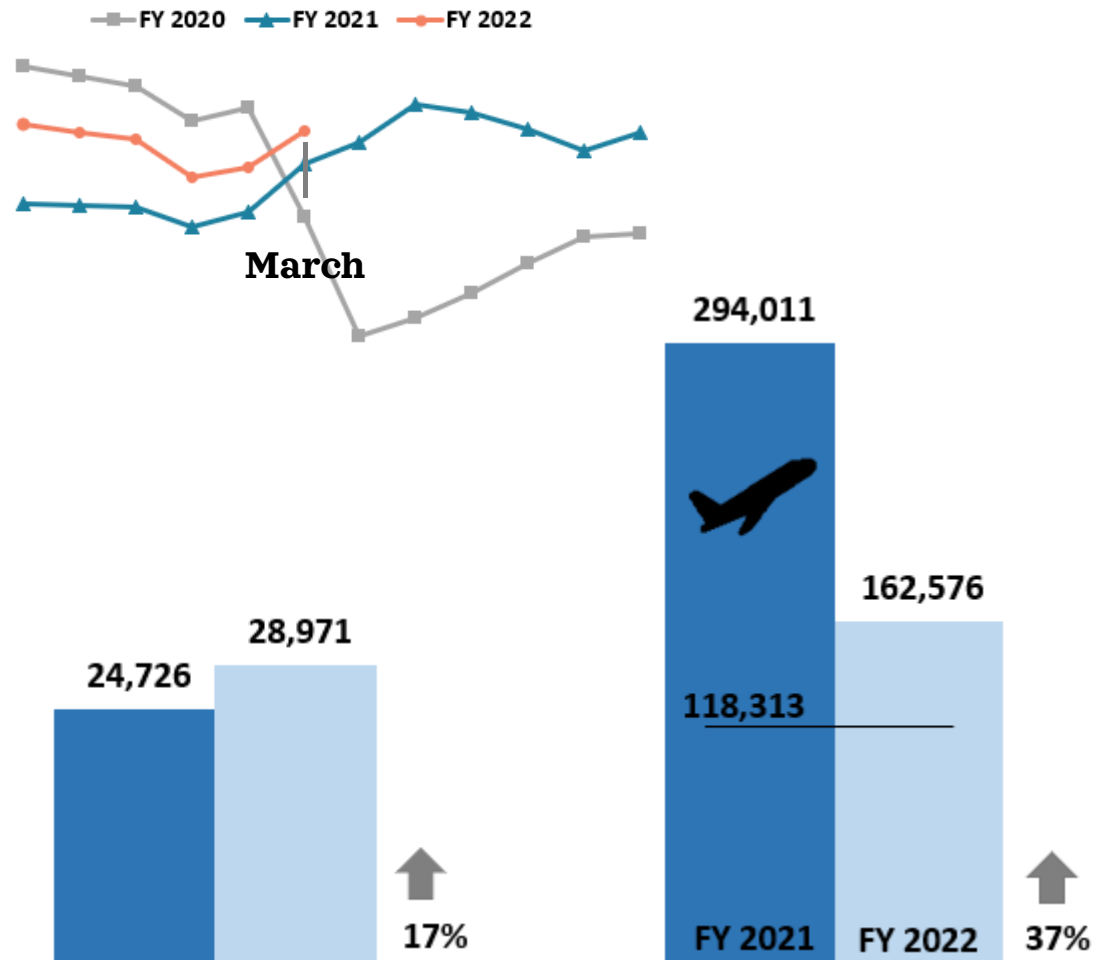


Source: MS Gaming Commission

* Sports Betting began March 2018

Airport

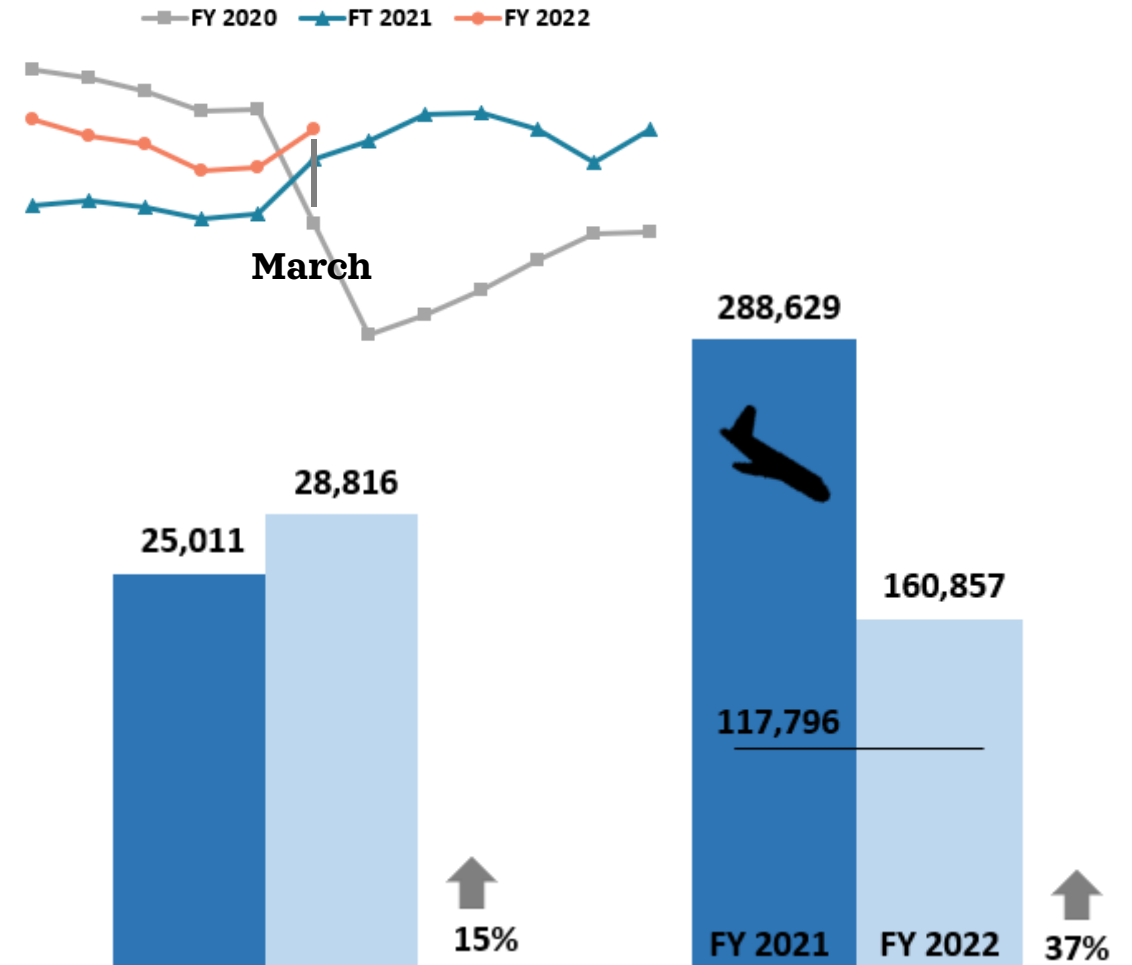
Enplanements



Mar 2021 over Mar 2022

Fiscal Year to Date
October-March

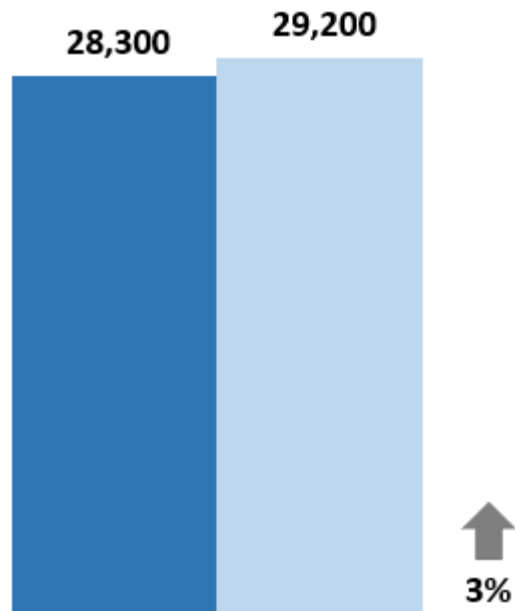
Deplanements



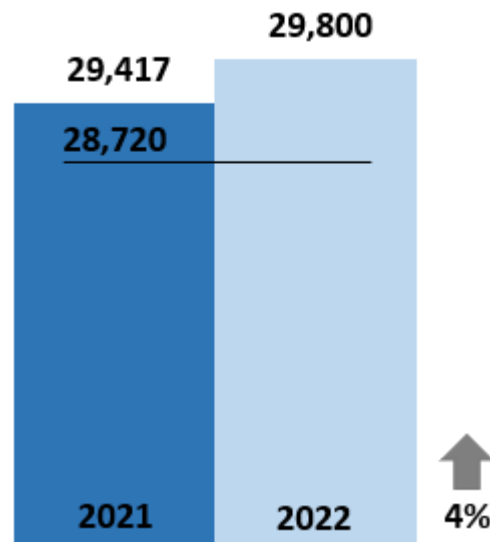
Mar 2021 over Mar 2022

Fiscal Year to Date
October-March

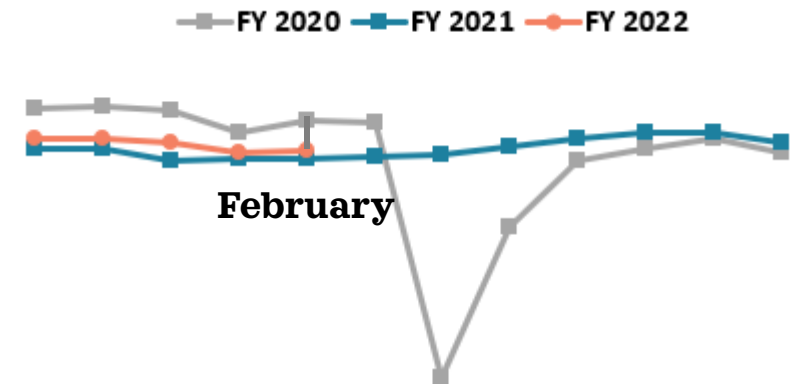
Leisure & Hospitality Jobs



February 2021 over February 2022



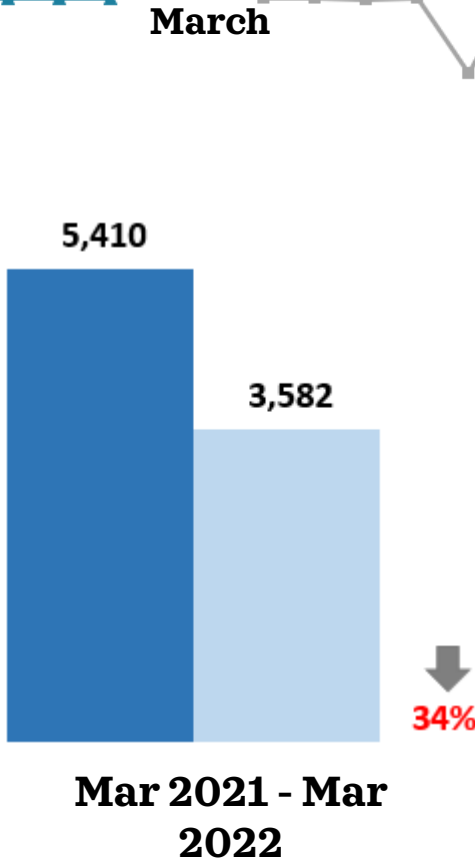
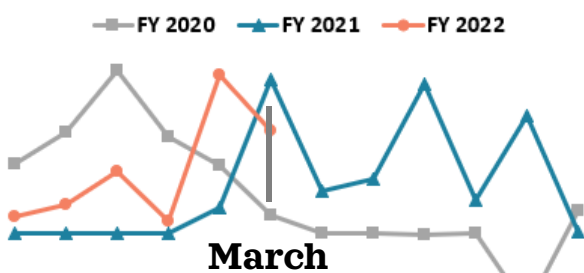
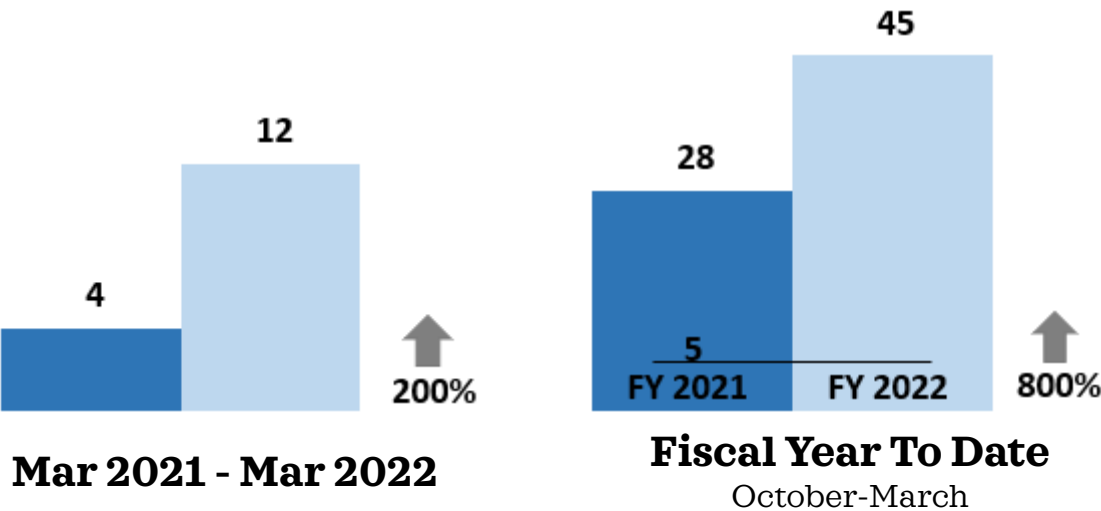
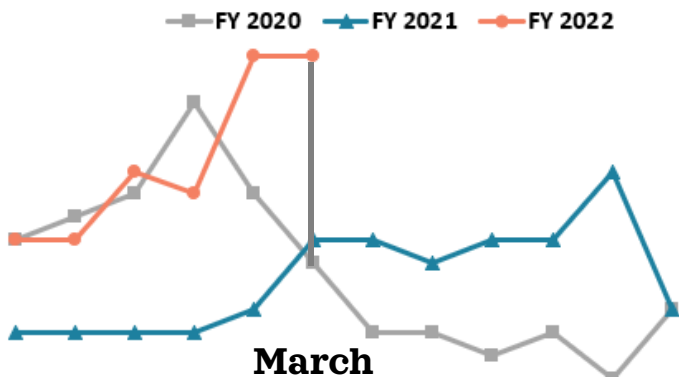
Fiscal Year To Date
October - February



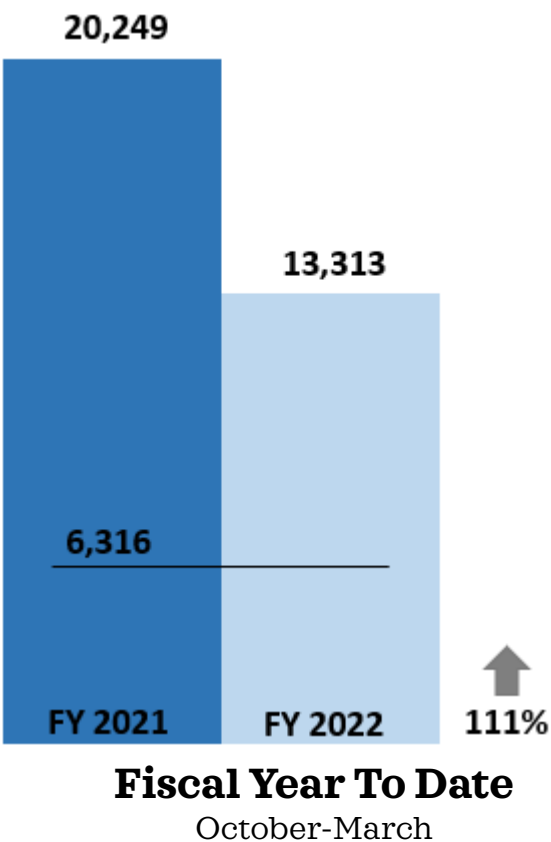
Yearly numbers reflect an average of all months in the FY.

Definite Bookings – Meeting/Sports

Bookings

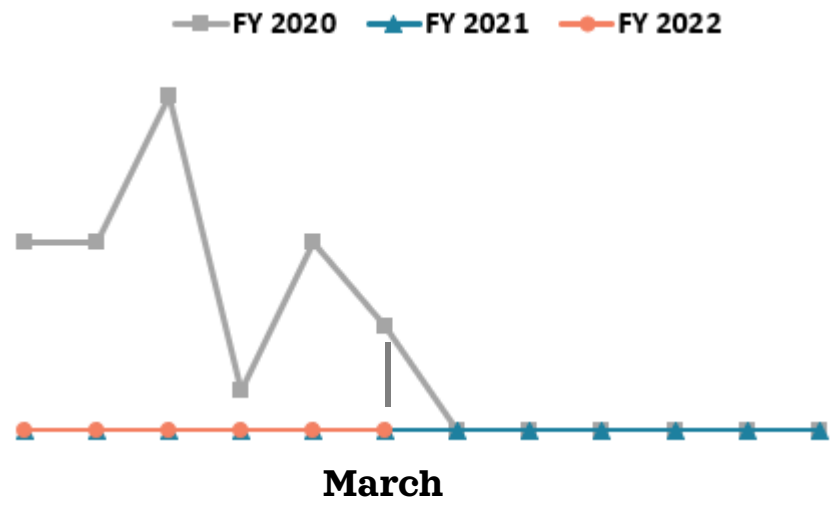


Room nights



Definite Bookings – Leisure

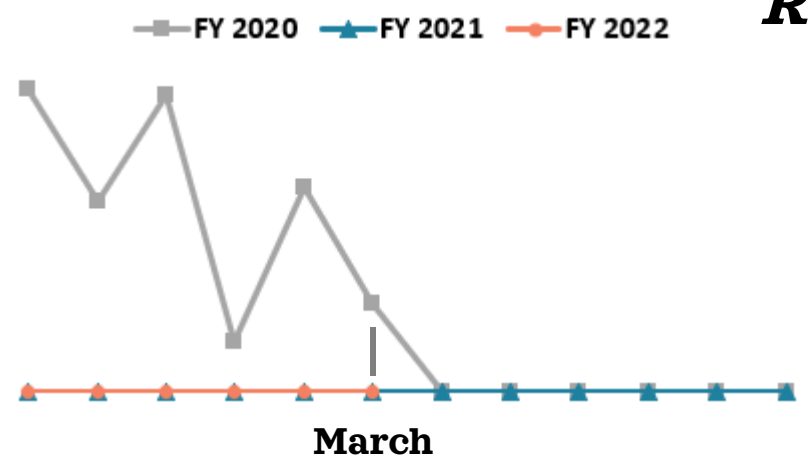
Bookings



0 0 Flat FY 2021 FY 2022 Flat

Mar 2021 - Mar 2022 **Fiscal Year To Date**
October-March

Room nights

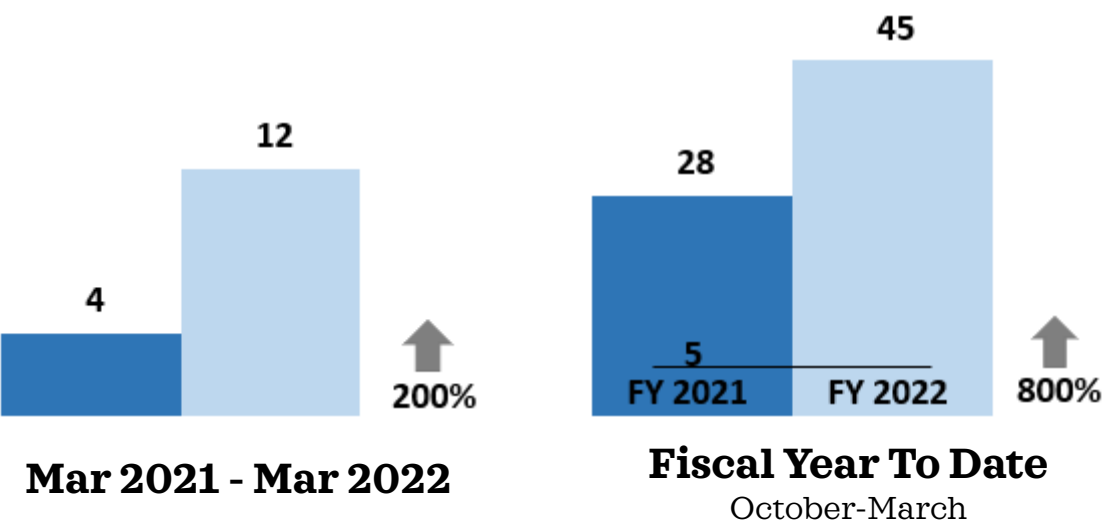
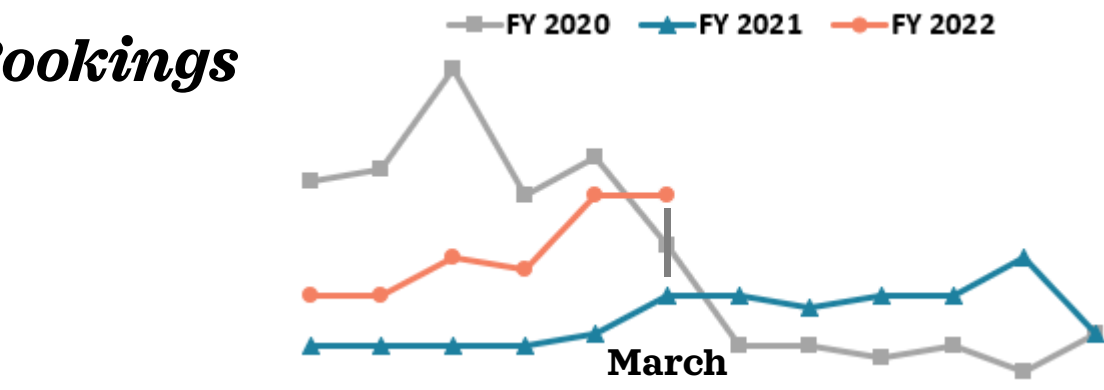


0 0 Flat FY 2021 FY 2022 Flat

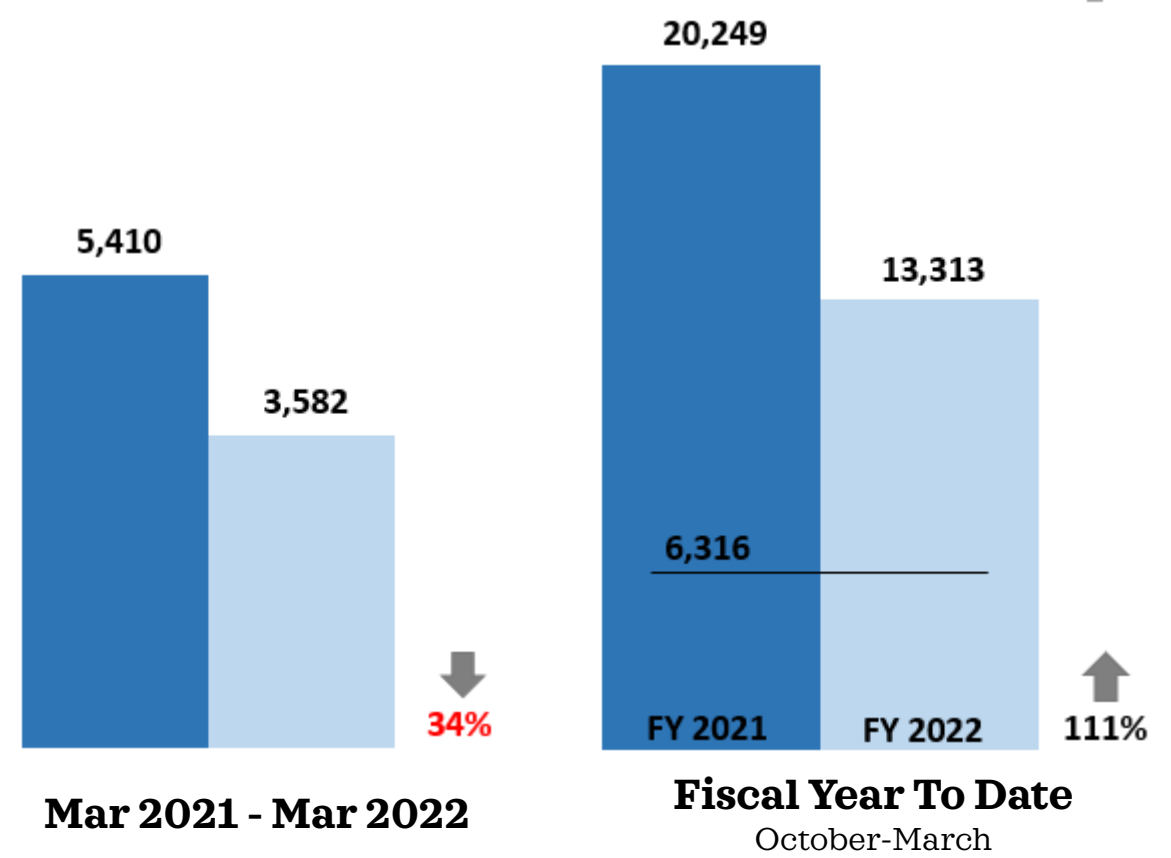
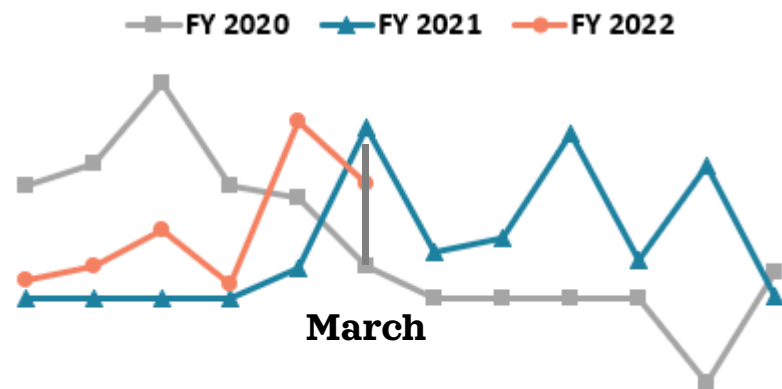
Mar 2021 - Mar 2022 **Fiscal Year To Date**
October-March

Definite Bookings – All Sales

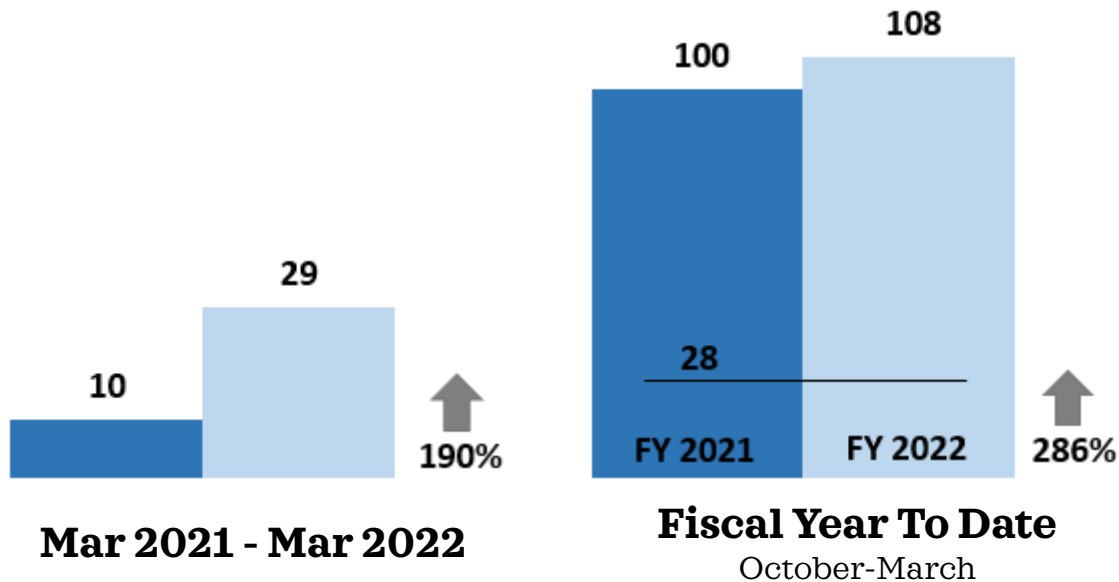
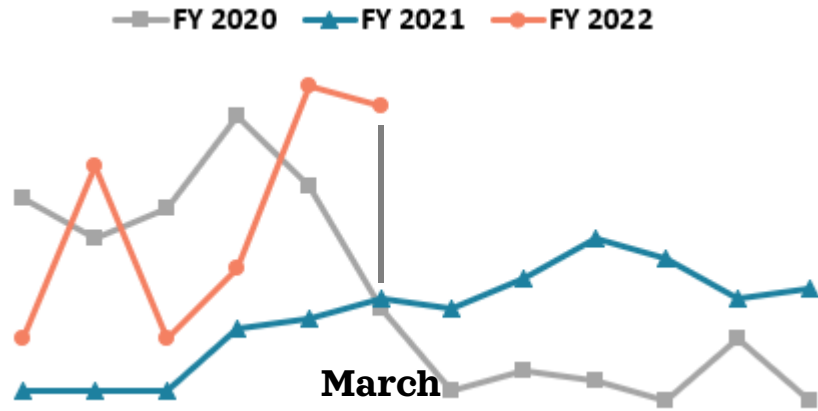
Bookings



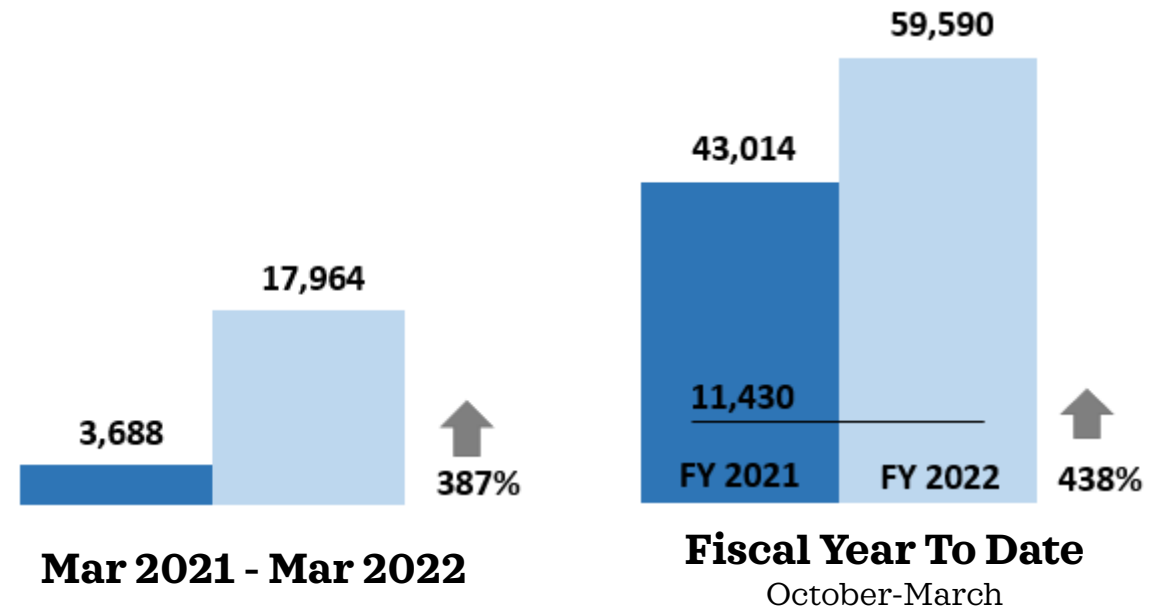
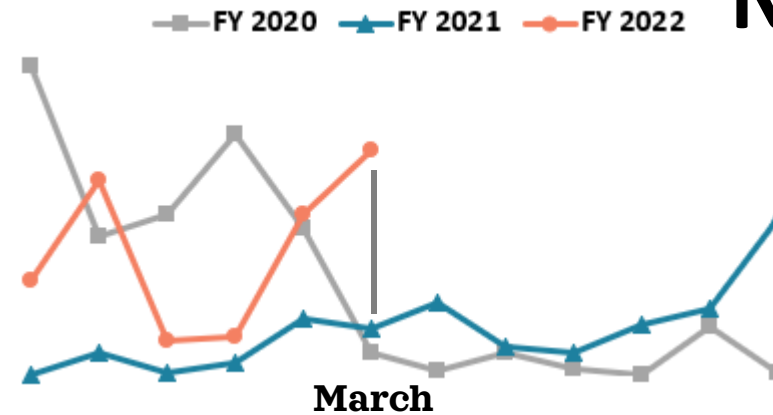
Room nights



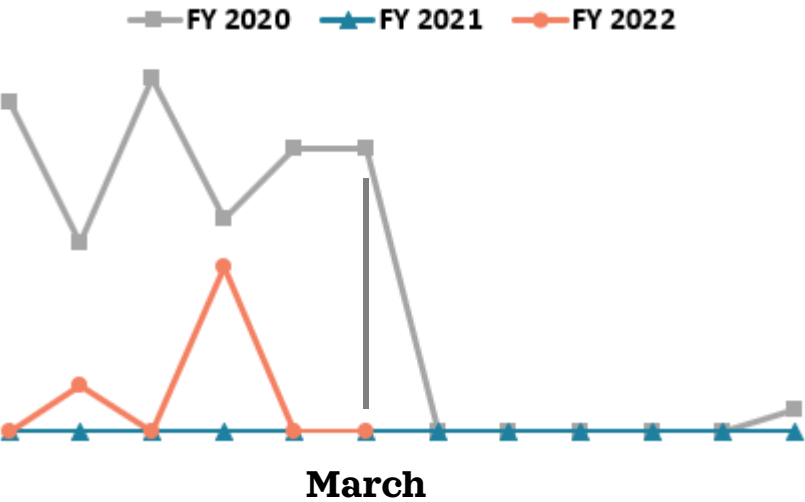
Leads Issued – Meetings/Sports



Potential Room Nights



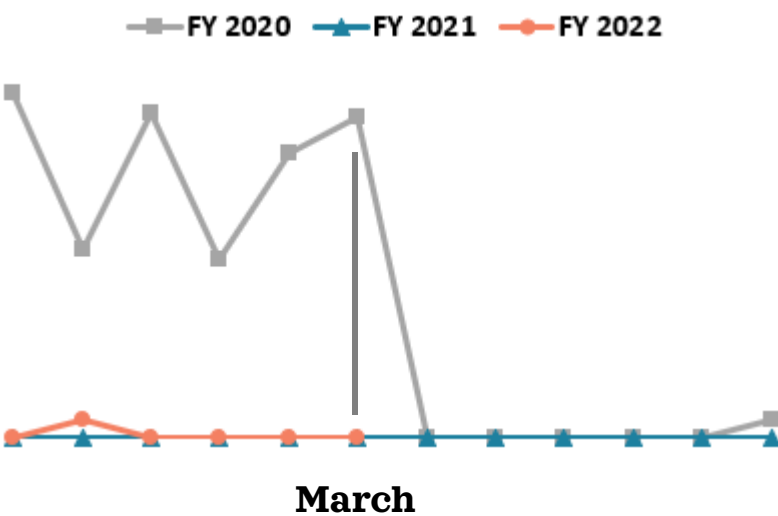
Leads Issued – Leisure



Mar 2021 - Mar 2022

FY 2021 0
FY 2022 9
Fiscal Year To Date
October-March

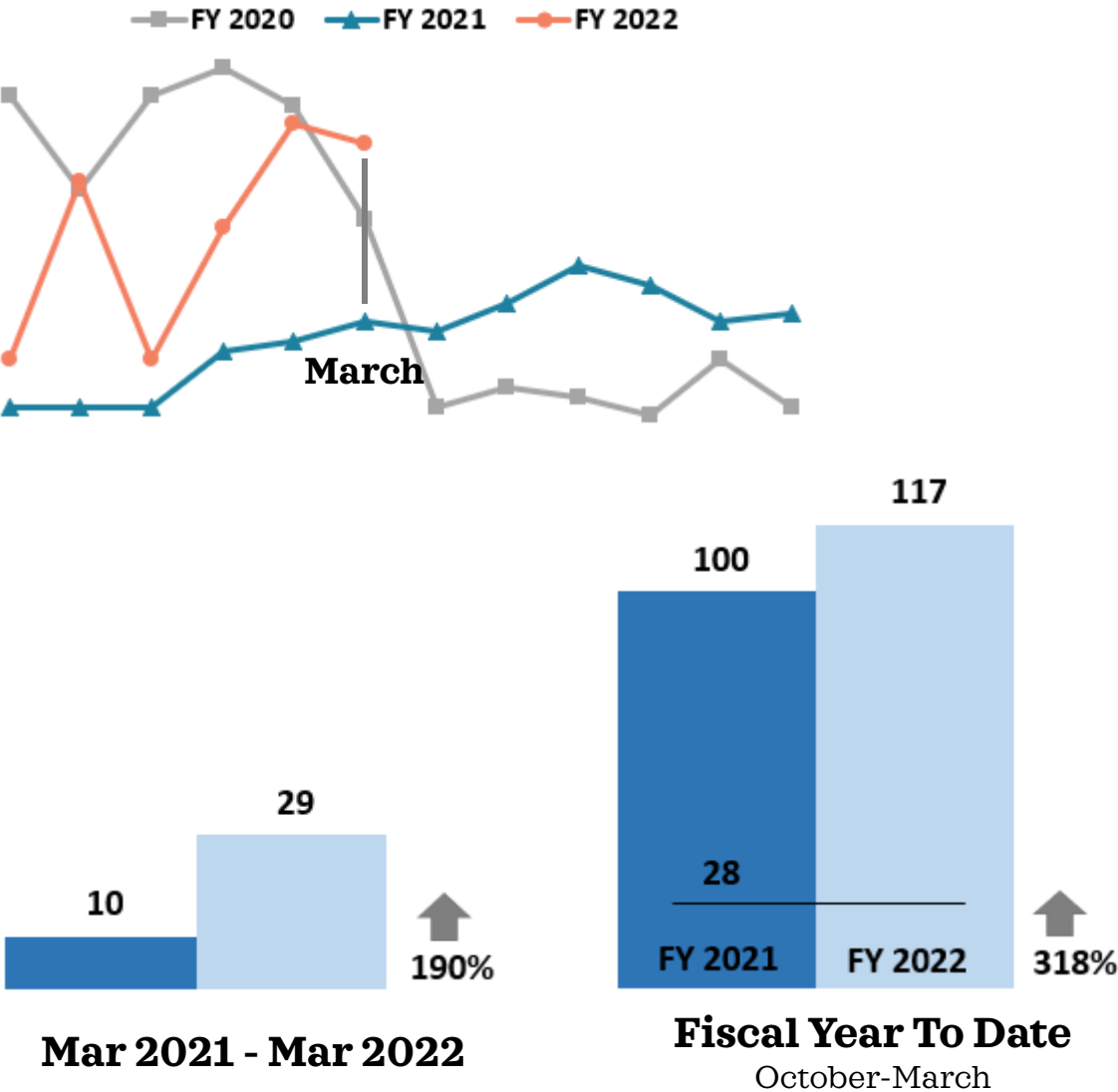
Potential Room Nights



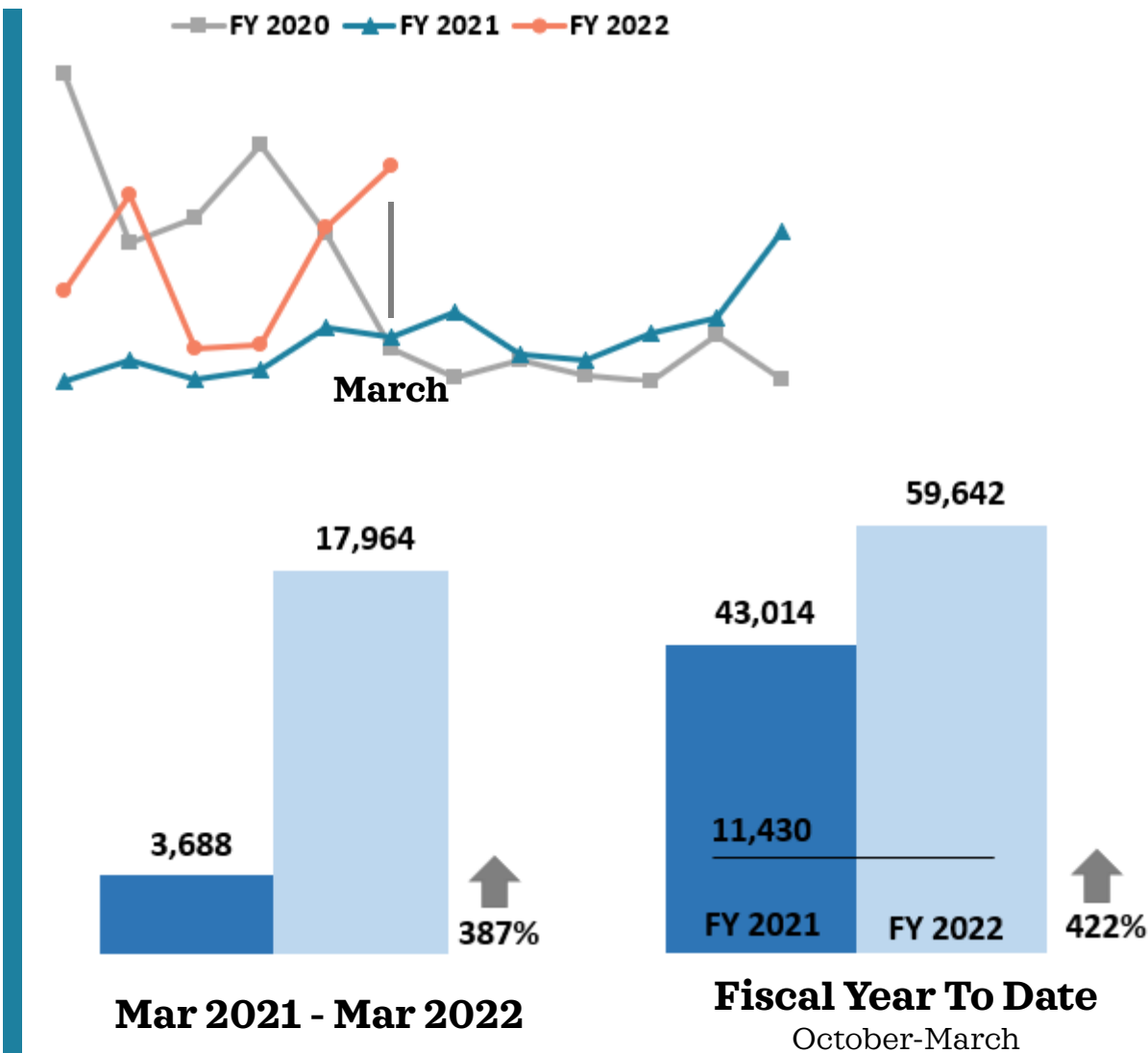
Mar 2021 - Mar 2022

FY 2021 0
FY 2022 52
Fiscal Year To Date
October-March

Leads Issued – All Sales

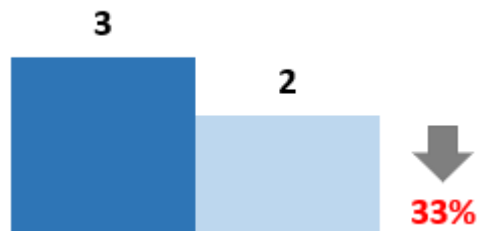


Potential Room Nights

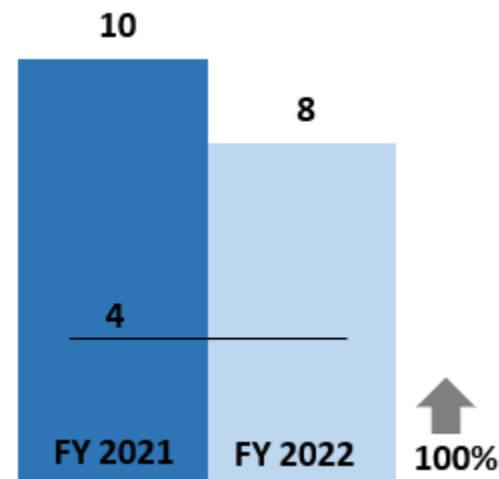


Source: Coastal Mississippi

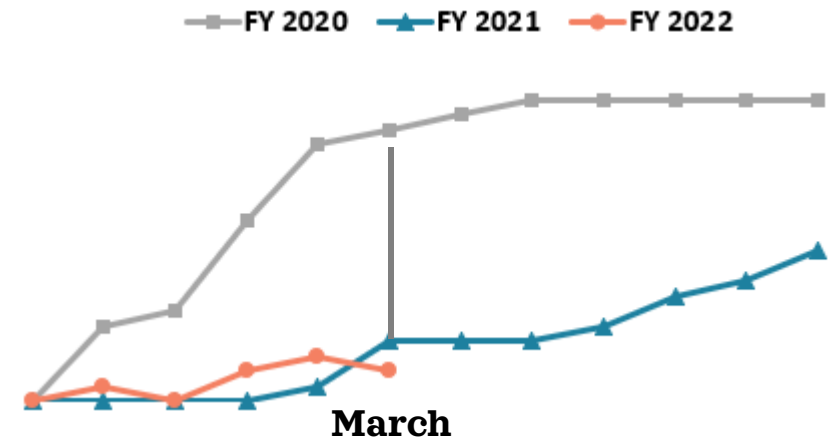
Convention Center Leads



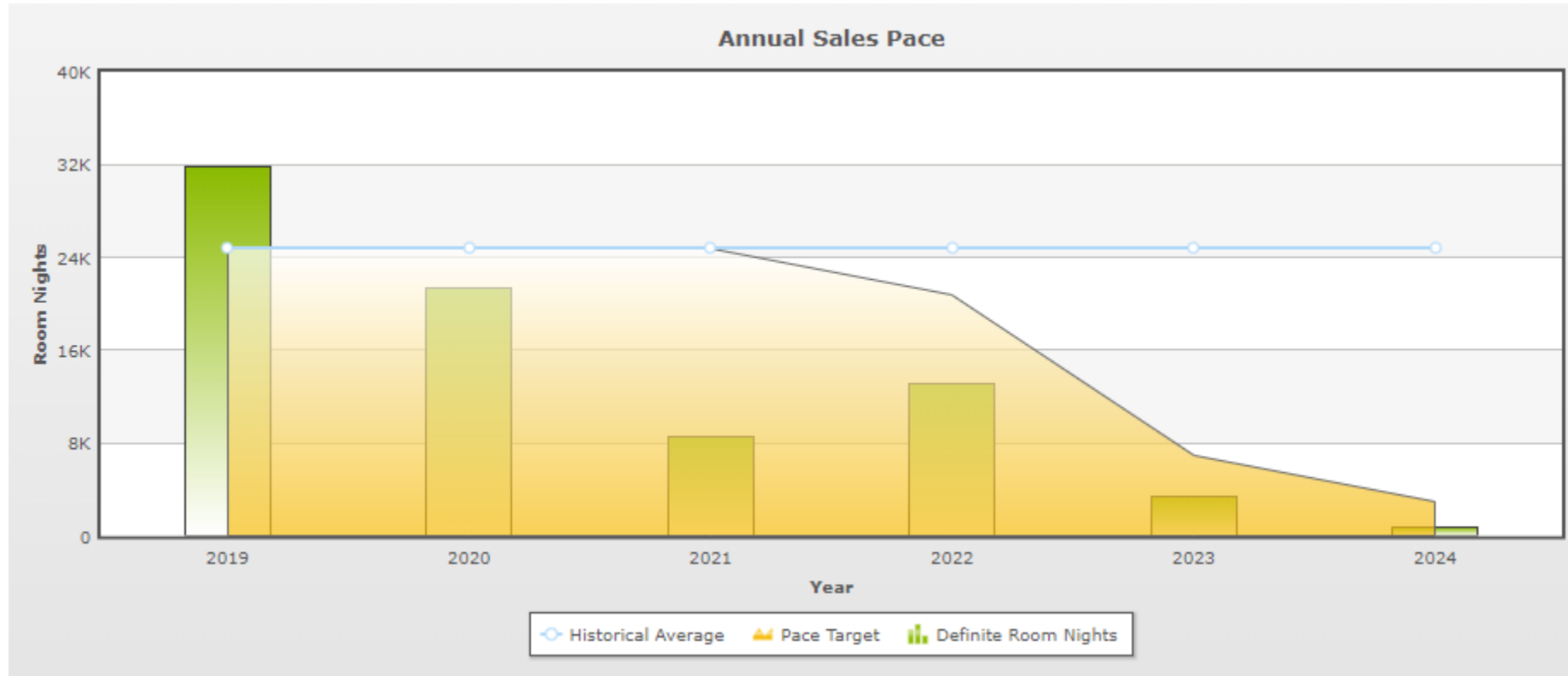
March 2021 over March 2022



Fiscal Year To Date
October-March



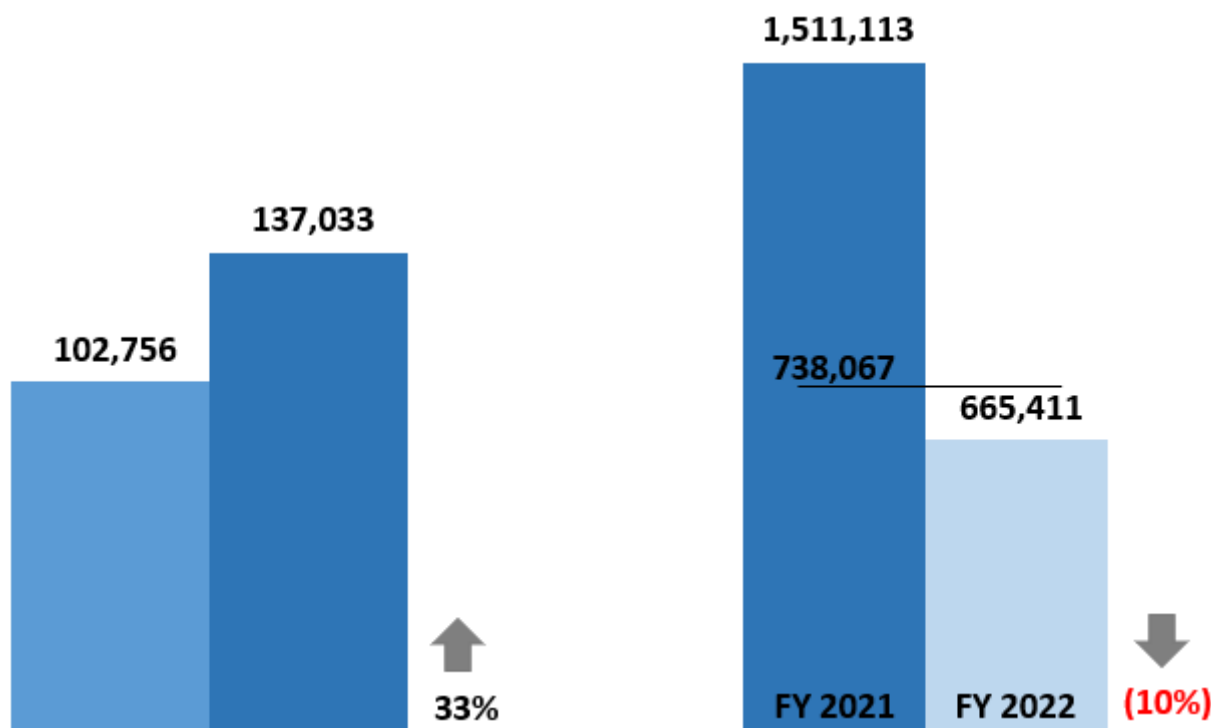
Pace Report



Pace Report - Pipeline



Google Analytics – Users

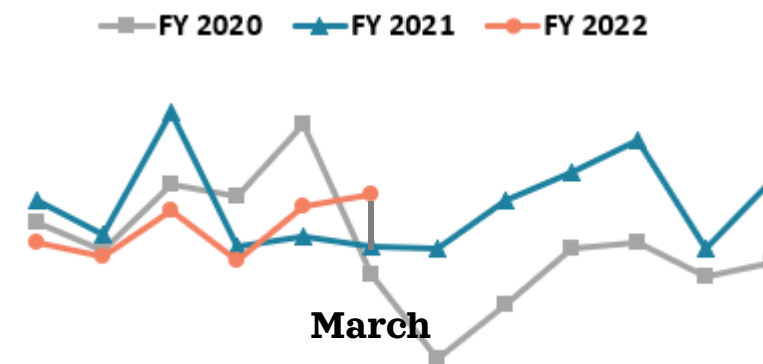


March 2021 over March 2022

Fiscal Year To Date
October-March

Organic Traffic Summary

- Organic sessions were up 17% over last year. Organic traffic to the Events page increased by 11.8% YoY and the Events This Weekend page increased 108%. Other notable pages include the Homepage, which had a 64.6% increase YoY and traffic to the Things to Do in Bay St. Louis page increased by 4.5%.
- Other YoY organic highlights: - Referrals from events up 145%
- The site performed well in organic search rankings. It was up 12.3% in impressions, up 12.2% in clicks, and improved 1.4% in its average ranking position. The top keywords that drew traffic were general city searches: Ocean Springs MS (1,001 clicks), Bay St Louis (615 clicks), Biloxi Mississippi (498 clicks), Gulfport Mississippi (378 clicks), and Ocean Springs Mississippi (351 clicks).
- Events were a strong source of organic traffic in March with keywords related to CPR Fest, Cruisin' the Coast, and Unity Festival.



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 2022	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
Newsletter Signup	207	236	212	207	303	397						
Total Active Newsletter Recipients 26,300												
Request the Guide	544	581	518	900	1063	1046						
Digital Guide Views	131	86	90	159	165	214						

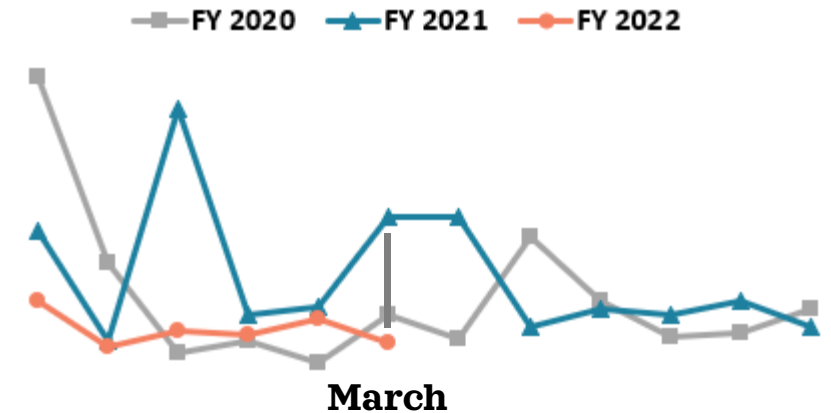
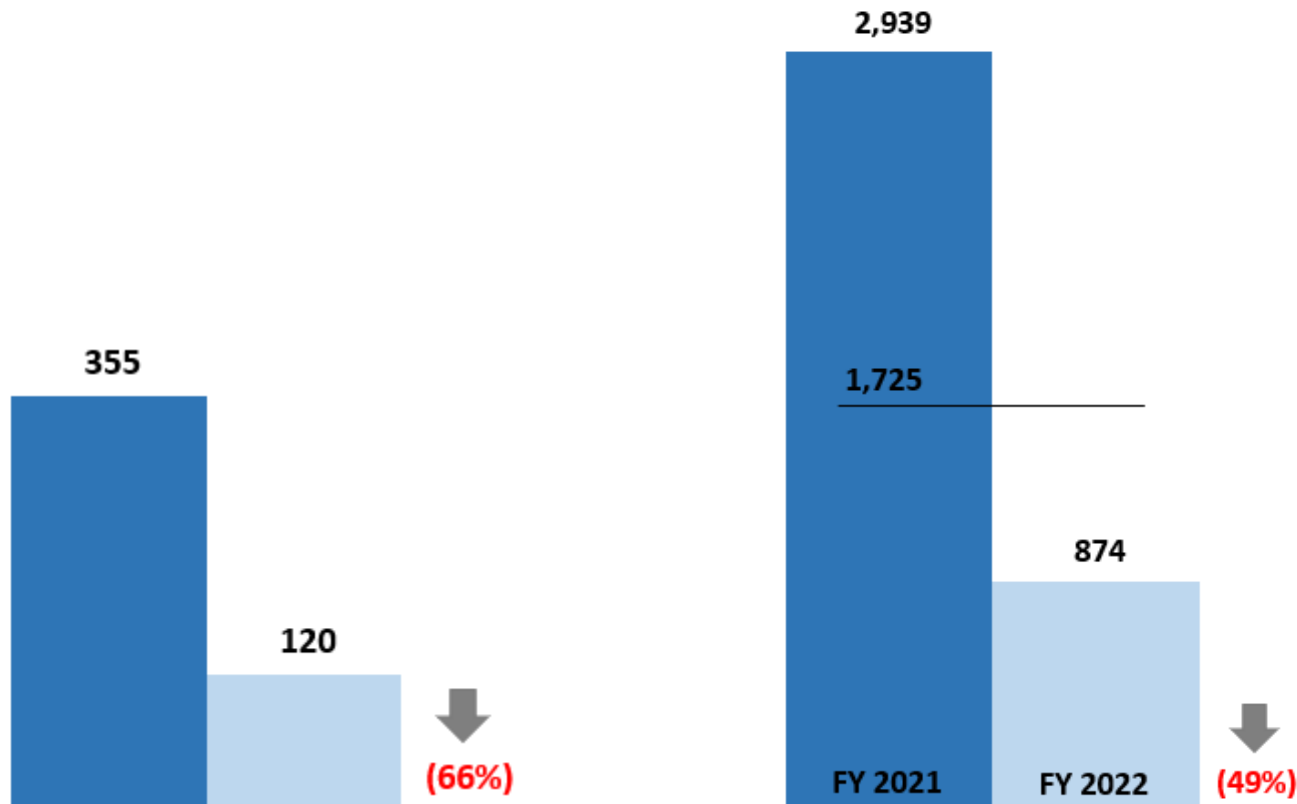
Action Taken

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

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

Event Detail	6,724	9,525	13,523	6,665	15,261	11,320						
Listing Detail	13,741	9,713	10,359	15,611	17,777	23,495						
Website referral	12,177	11,026	11,497	10,248	14,664	16,905						

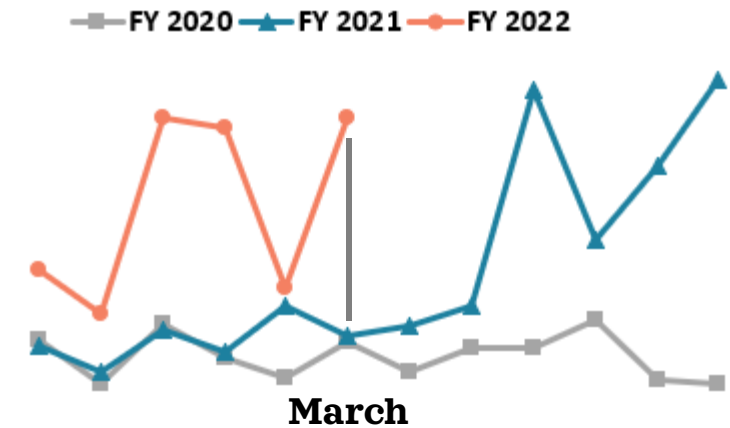
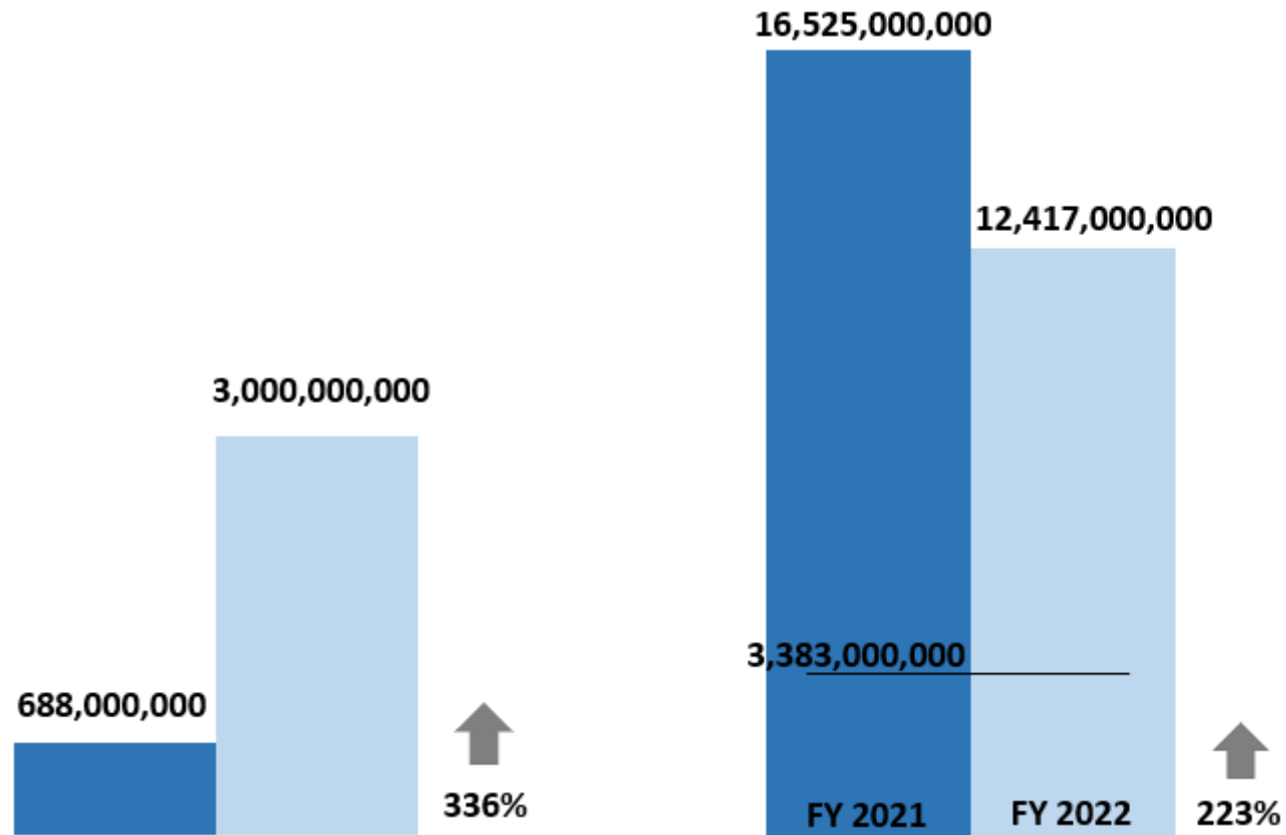
Number of Articles



March 2021 over March 2022

Fiscal Year To Date
October-March

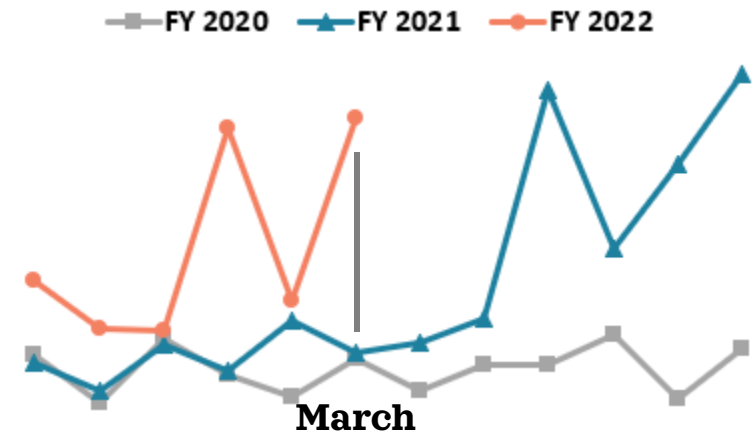
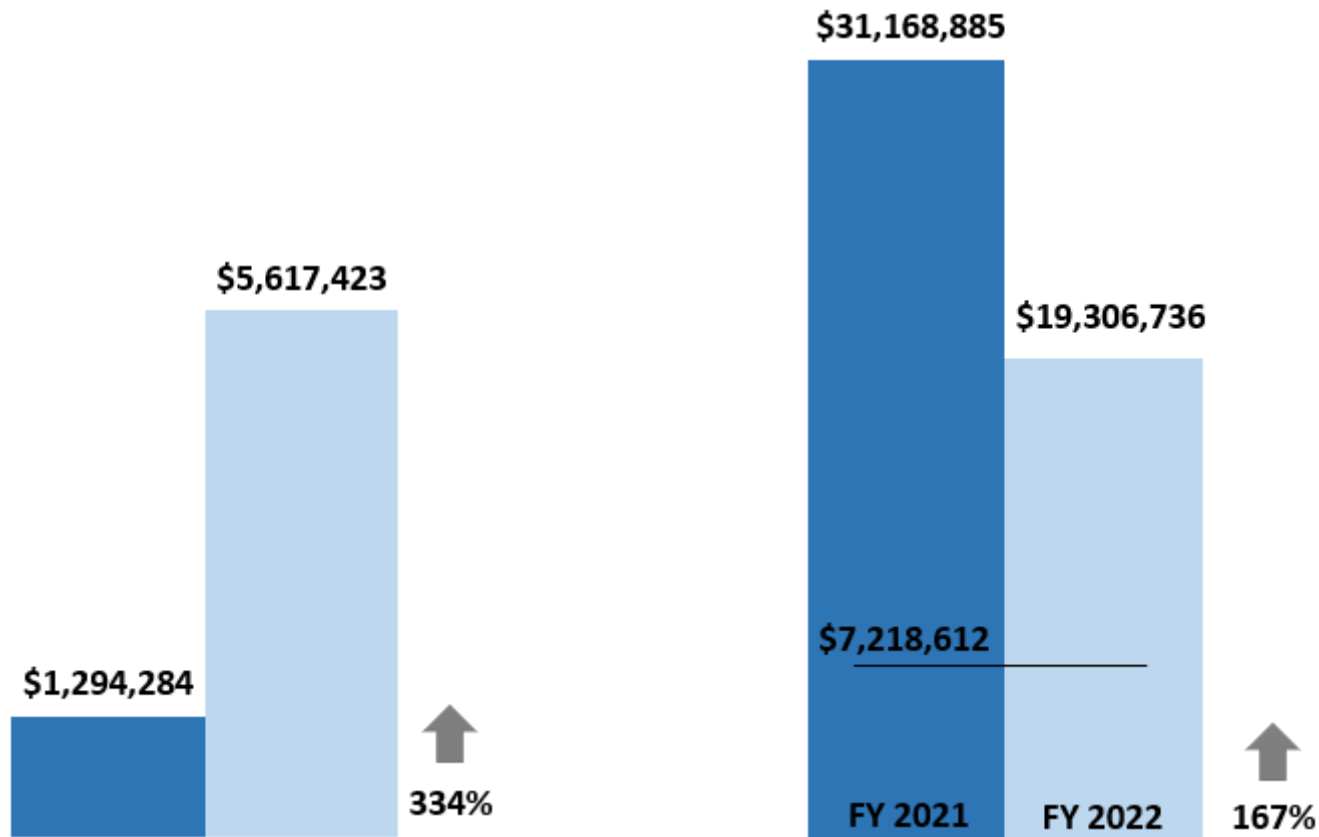
Impressions



March 2021 over March 2022

Fiscal Year To Date
October-March

Advertising Value Equivalency



March 2021 over March 2022

Fiscal Year To Date
October-March

Earned Media

Content Drivers:

- Beach/Coastal Destinations
- Food & Drink
- Spring/Summer Travel
- New Developments





Coastal Mississippi offering discounts at area attractions



Starting tomorrow, Coastal Mississippi is launching a new promotion, hoping to lure more people to the Secret Coast.

April has been dubbed 'Coastal Mississippi Attraction and Museum Month.'

It will allow visitors and locals to enjoy exclusive discounts and deals at area attractions across the tri-county region.

In a statement Executive Director Judy Young says "from world class art museums, local history museums, eco-tourism sites, and even the state's largest aquarium, Coastal Mississippi offers many unique cultural experiences."

This new promotion hopes to show off all of what South Mississippi has to offer.

Local Media Coverage - Assisted

Southern Living

Things to Do in Ocean Springs, Mississippi, a Charming Coastal Town



If Ocean Springs was looking to make a bumper sticker, it might read something like this: "My downtown's cooler than your downtown." This quaint community in coastal Mississippi has no need for personal boasting, however, as its rich history, artistic flair and small-town atmosphere speak for themselves.

Tourism here first developed in the 1850s because of interest in the healing powers of its mineral springs in nearby Fort Bayou. The town got its name from The Ocean Springs Hotel, opened in 1854. The railroad and train depot soon brought more visitors, as did increasing production of fish, shrimp, crabs, and oysters in the area. As more hotels sprung up along main street to accommodate affluent residents of New Orleans and Chicago flooding in, Ocean Springs began to grow as a destination, and continues its charming legacy today—coming back stronger than ever post Hurricane Katrina.

The South's Best Beach Towns 2021

1 of 11

Bay St. Louis

Mississippi

After being all but leveled by Hurricane Katrina about 15 years ago, this coastal enclave around 60 miles from New Orleans is back and better than ever. While the white-sand beaches are an undeniable draw, the Old Town (with its Creole cottages, galleries, antiques shops, and eateries) is the heart of this place. On the second Saturday of each month, join locals for the area's popular Artwalk.

[Learn more about Bay St. Louis.](#)



CREDIT: ROBBE CAPONETTO

Coastal Mississippi Assisted Media Coverage

Atlanta

Eat, Stay, Love: Relax in style at the South's best new hotels



The Beatnik

PHOTO COURTESY OF M2 STUDIO DESIGN

The Beatnik

Ocean Springs, Mississippi

Embrace the tiny-house trend with a stay in these cypress-clad, Scandinavian-style cabins, located in one of the Gulf Coast's prettiest towns. Each is equipped with a kitchen nook and wet bar, in-wall bunk beds behind a velvet curtain, a surprisingly spacious king bedroom and bathroom, plus a screened-in porch and outdoor shower.

Eat, Stay, Love: 9 more must-visit properties around the Southeast

The Hemingway

Ocean Springs, Mississippi

This pint-sized boutique inn in downtown Ocean Springs breathes new life into a century-old building that over the years has housed a pharmacy, a photo-finishing business, an art salon, even City Hall. Each of the four rooms feels light and airy, with pale tones, warm natural materials, and surprisingly luxurious touches like marble-clad bathrooms.

Coastal Mississippi Assisted Media Coverage



Thriving Coastal Mississippi ready to host annual Southern Gaming Summit



Beau Rivage will once again host the Southern Gaming Summit - one of the longest running gaming industry trade shows in the country.

Despite a series of unimaginable and unavoidable obstacles, the gaming industry in the state of Mississippi continues to thrive.

The last 15-plus years have been a roller coaster ride for the state, most notably the Coastal Mississippi region, which has been forced to deal with outside factors such as catastrophic natural disasters, a recession, the largest oil spill in U.S. history, and a once-in-a-generation global pandemic.

But as [industry movers and shakers prepare to descend](#) on the Gulf Coast next month (3-6 May) at [Beau Rivage Resort & Casino](#) for the annual [Southern Gaming Summit \(SGS\)](#), revenue and visitation numbers are nearing or are at all-time highs. Yes, even after suffering setback after setback, seemingly every other year or so, business is booming in the Magnolia State.

Talk about resiliency.

Even during a pandemic year in 2020, Mississippi was the top travel spending market in the U.S., and, according to Coastal Mississippi, the area it promotes accounts for at least one-third of the state's tourism employees, expenditures, and taxes, which means the Gulf Coast was one of the highest performing destinations in the nation. It's probably no accident that several major tourism developments opened their doors on the "Secret Coast" during that time, including Mississippi Aquarium, Hotel Legends, and Pearl Hotel along with on-site restaurants Thorny Oyster and Smoke.

Good Grit Wanna Bet?



Something About Sportsbooks

Mississippi offers a number of casinos all over the state with sportsbook betting, but if sportsbook is your thing, Beau Rivage Resort and Casino in Biloxi

is the place you want to be. BetMGM Book Bar & Grill features dozens of TVs, comfortable seating, a large sport betting counter, VIP lounge, comfort foods, and practically any type of wine, beer, or cocktail.

Casino & Chill

Between exciting times in the casino take a little "me" time to enjoy the spa services offered at many Mississippi casinos and resorts. Most all of them have a variety of treatment packages that help you relax and unwind. IP Casino Resort Spa in Biloxi is home to the award-winning Senses Spa & Salon, which features a hair salon, nail salon, massages, and aesthetic services.

Coastal Mississippi Assisted Media Coverage

5 Reasons For Families To Celebrate Mardi Gras Along The Mississippi Gulf Coast



*O*n the hunt for a great spot to celebrate Mardi Gras with kids? Look no further than the Mississippi Gulf Coast!

Mardi Gras season is a time of celebration, with well-known festivities happening throughout the state of Louisiana. However, there is another spot to celebrate Mardi Gras other than New Orleans, consider a visit to downtown Biloxi and the small coastal towns of Mississippi. With family-friendly parades, exciting Mardi Gras events, and plenty of Cajun cuisine, a visit to Coastal Mississippi during Carnival season should be on every family's bucket list.



11 Exciting + Fun Things To Do Along The Mississippi Gulf Coast Beaches



*D*iscover the best things to do along the Mississippi Gulf Coast Beaches in this ultimate guide. Mississippi is back! Read on to see why it is the perfect place to create beautiful memories on a relaxing, and culturally rich family vacation. Known as the secret coast, this lesser-known destination is full of beautiful beaches, southern hospitality, and a Waffle House or two.

The unique coast of Mississippi consists of many small seaside communities, each with its own distinct vibe. Each coastal community offers vacation rentals, boutique hotels, local restaurants, and plenty of fun things to do. I fell in love with each small town, from browsing the charming boutiques in Ocean Springs to strolling the fishing harbors in Biloxi.

Coastal Mississippi Assisted Media Coverage

Social Media Metrics



Monthly
Change

531

46

4

296

458

38

1,373

March
2022

159,829

15,550

993

18,644

1,879,869

6,171

2,081,056

Facebook

Twitter

Pinterest

Instagram

YouTube

LinkedIn

Total

(Total Likes)

(Total Followers)

(Total Followers)

(Total Followers)

(Lifetime Followers)

Total Followers

Coastal Mississippi is at Buccaneer State Park.
March 3 · Waveland · 🌐

Explore the great outdoors in style! Tentrr now offers comfortable, scenic camping setups at Buccaneer State Park – just minutes away from Buccaneer Bay Water Park, Pirates Alley Nature Trail, and an 18-hole disc golf course. 🏡

Learn more: <https://www.gulfcoast.org/.../tentrr-camping-coastal-mississ.../>

#MSCoastLife #SecretCoast #WavelandMS






129,574
People reached

2,987
Engagements

Boost post


👍❤️👏 215

22 Comments 84 Shares

Facebook

*Organic + Paid Performance

coastalms
Ship Island Excursions



View insights **Boost Post**

❤️💬📍

👤👤👤 Liked by **anna_m_roy** and **530 others**

coastalms 📍🌴 After much anticipation, @ShipIslandExcursions are back and ready to take you out to the island! 🌴 Book your island... more

View all 16 comments



Impressions
8,080

Interactions
23

Instagram

Coastal Mississippi
6,171 followers
2w · 🌐

In less than a week, the Vietnam Veterans Memorial Fund will debut The Wall That Heals in Bay St. Louis following a Coast-long escort that begins in Pascagoula and will travel along Hwy 90, before arriving at the Bay Saint Louis Sports C ...see more



👤👤👤 Patricia Fava Meagher and 71 others

4 shares

Impressions
1,897

Reactions
72

Clicks
170

Shares
4

LinkedIn

Coastal Mississippi
@SeeCoastalMS

Sightseeing on the **#SecretCoast** just got even better with the Bike Biloxi bike rentals! Explore downtown Biloxi, the beaches, and as far as you can pedal – bike rentals are available at the Biloxi Visitors Center. 🚲

#MSCoastLife #Biloxi




12:40 AM · Mar 14, 2022 · Sprout Social

👤👤👤 View Tweet activity

8 Retweets **13 Likes**

Promote

Impressions
1,429

Engagements
35

Retweets
8

Likes
13

Twitter

SOCIAL MEDIA