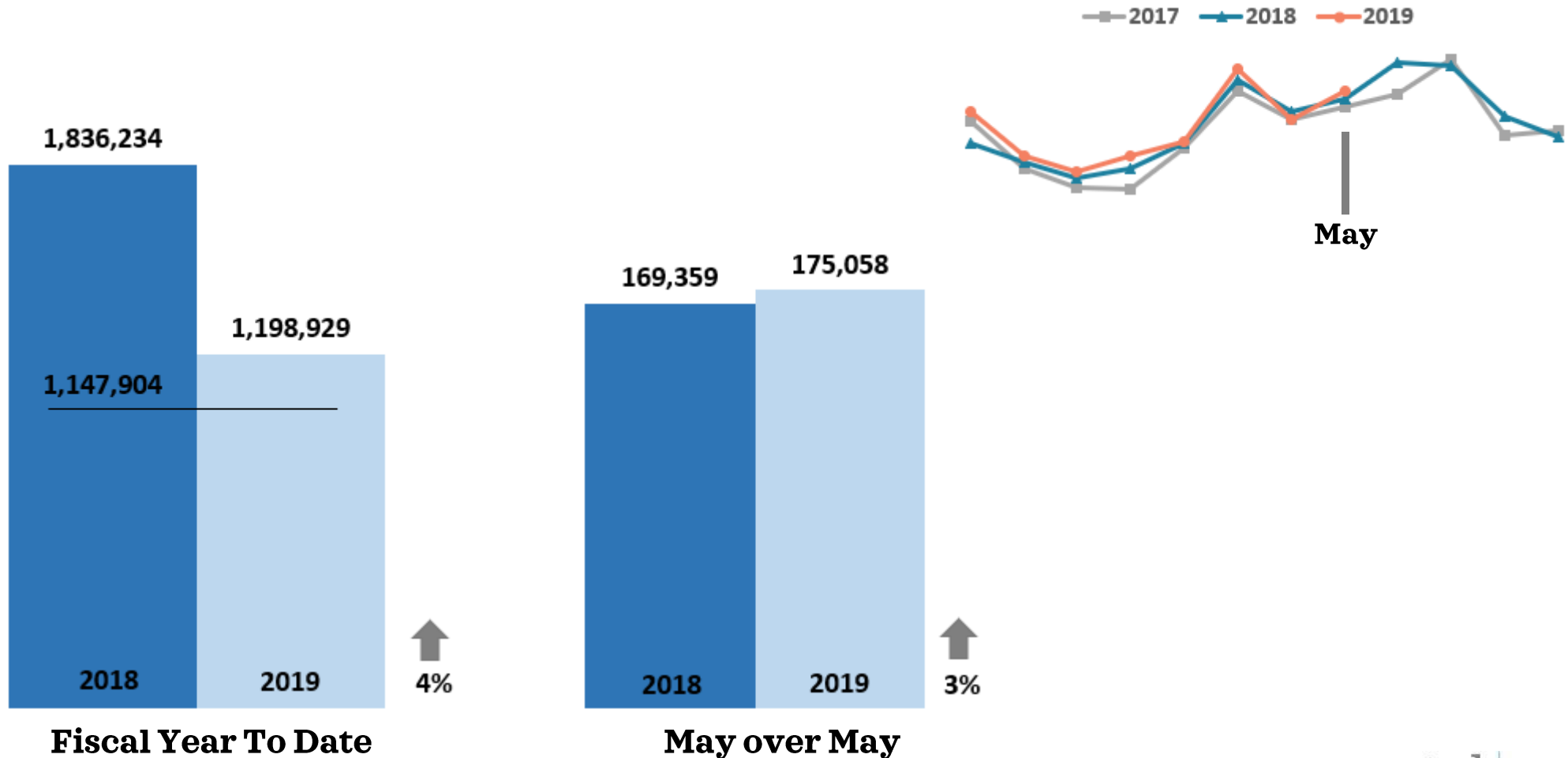


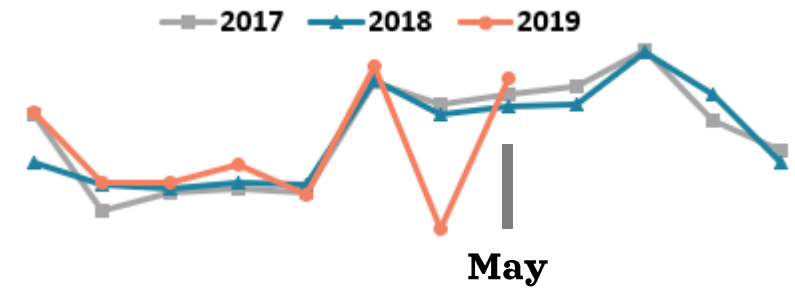
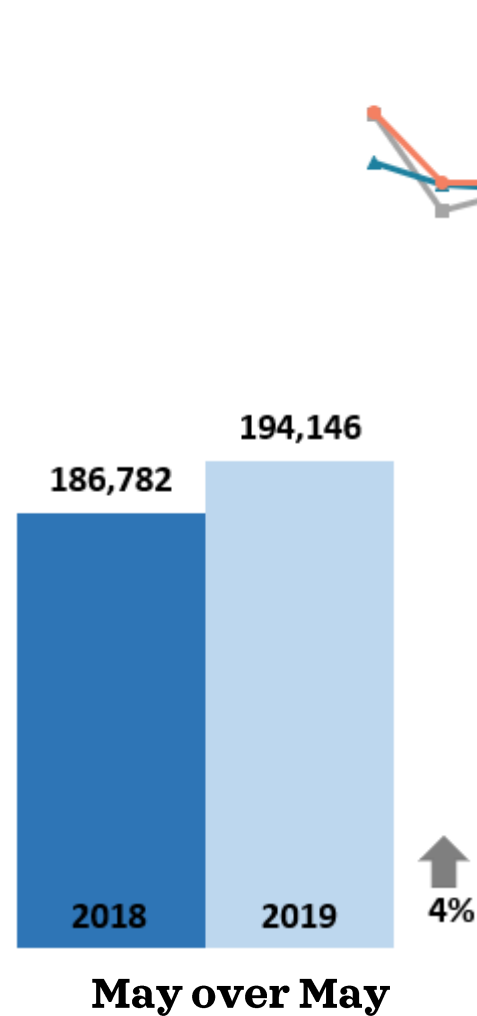
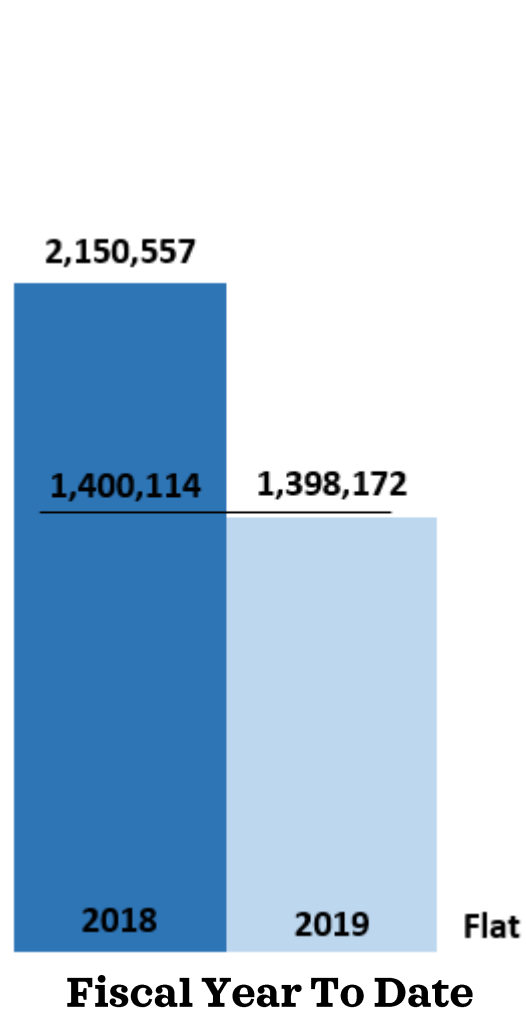


- Key Performance indicators
- May 2019

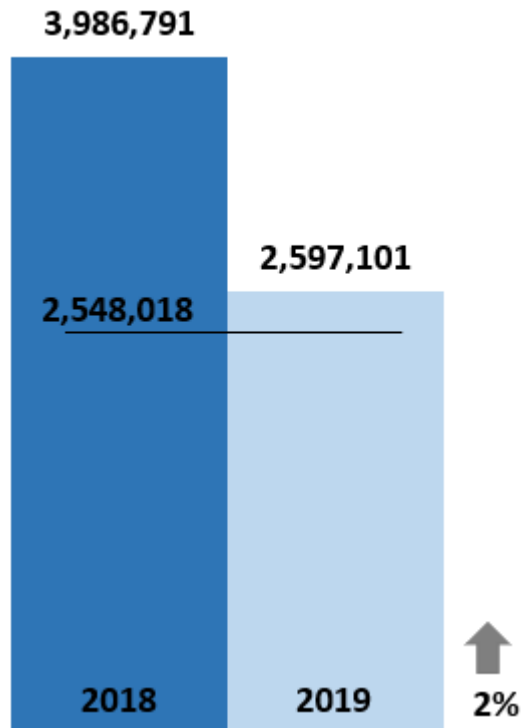
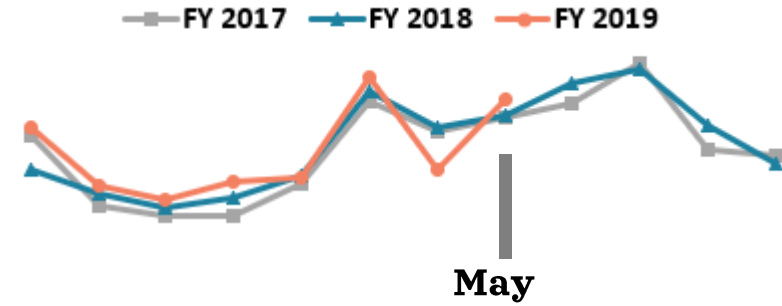
Non-Casino Rooms Sold



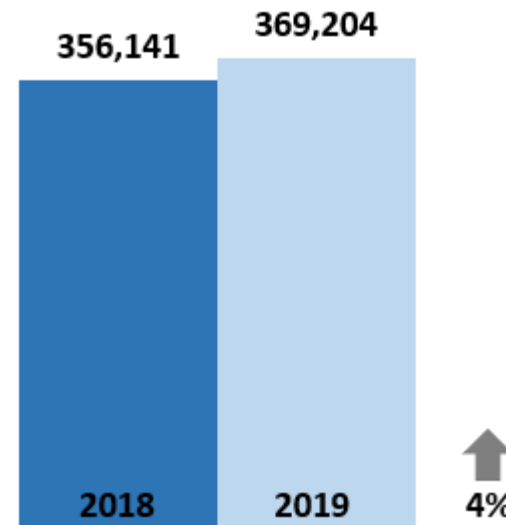
Casino Rooms Sold



All Rooms Sold

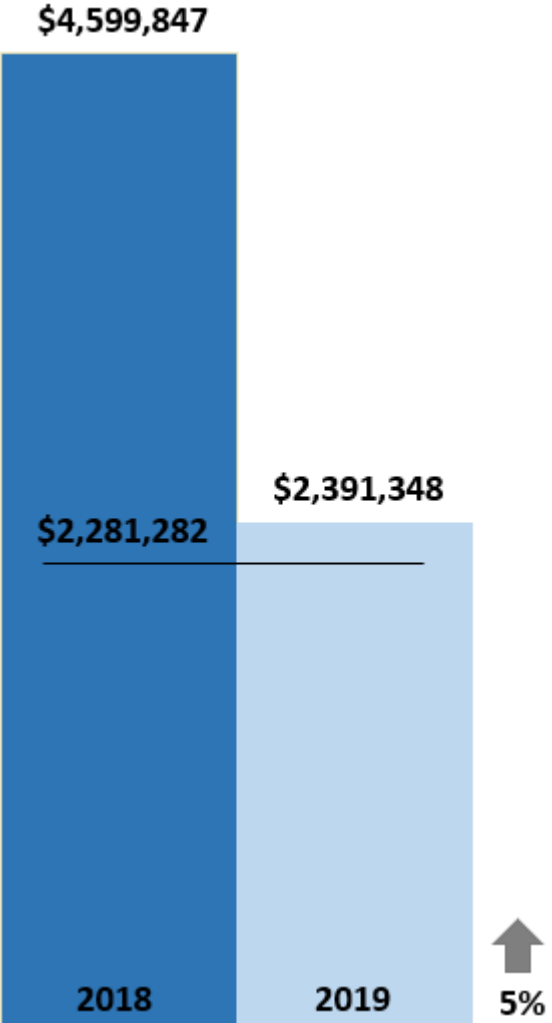


Fiscal Year To Date

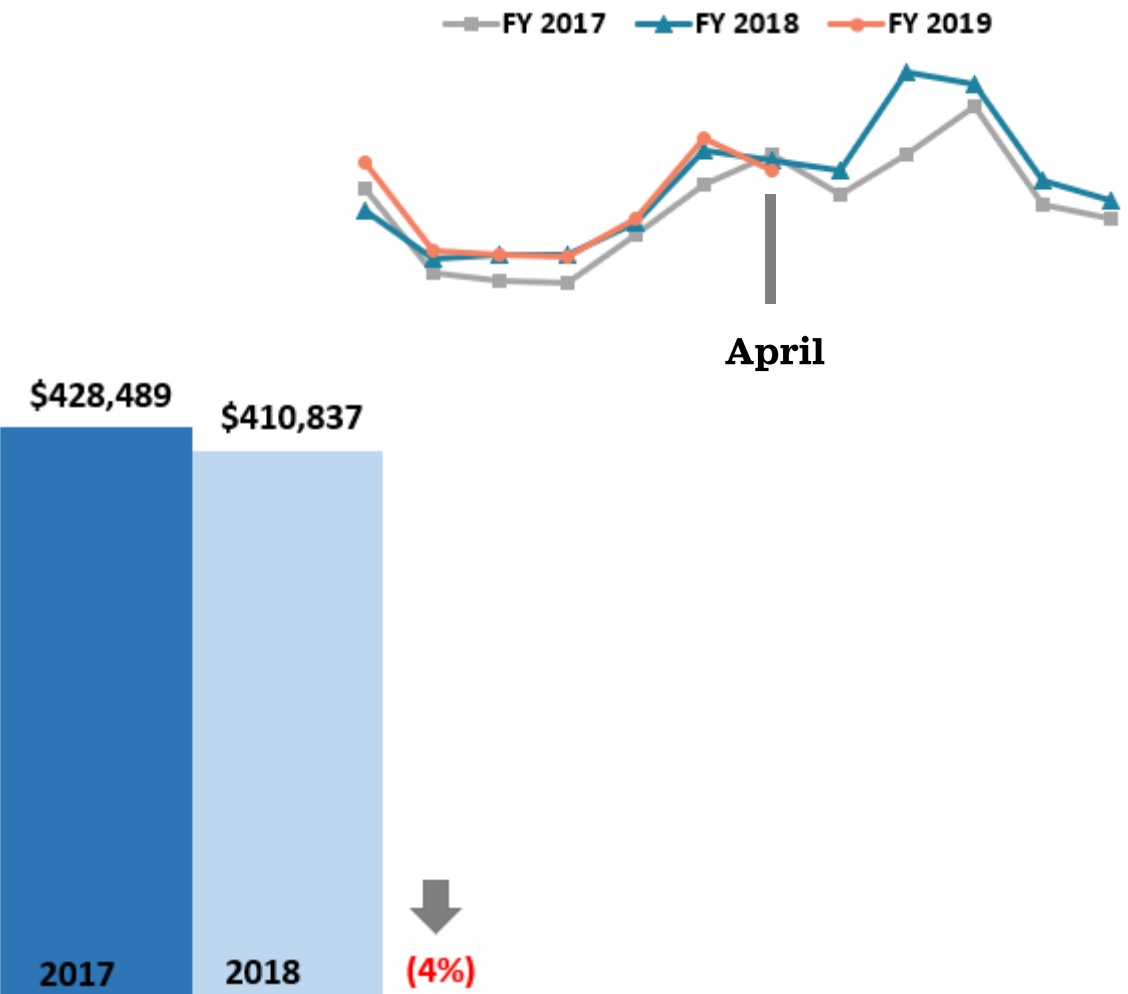


May over May

Occupancy Tax Receipts



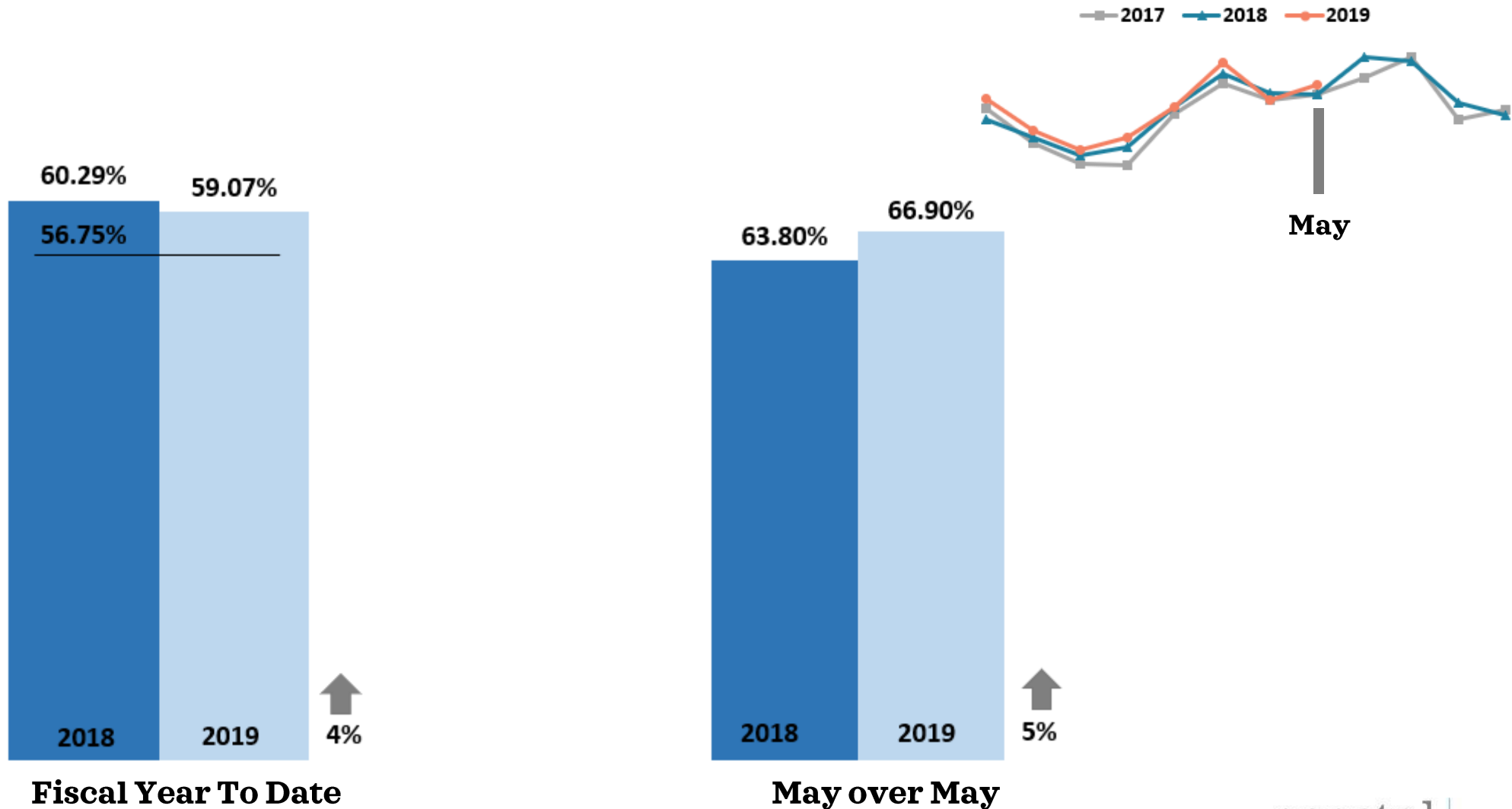
Fiscal Year To Date



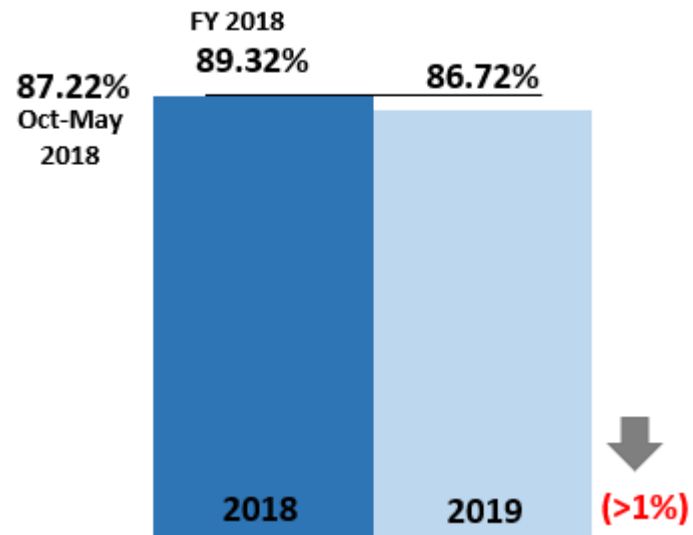
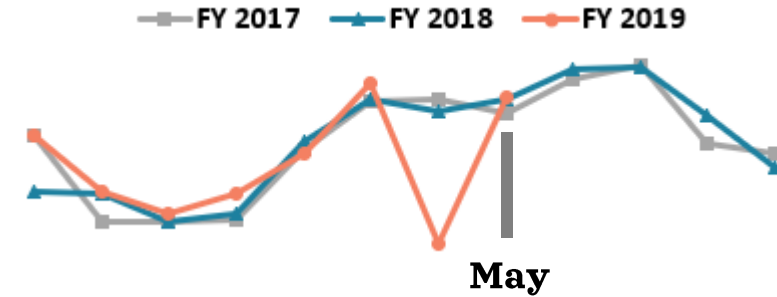
April over April

Source: MS Department of Revenue

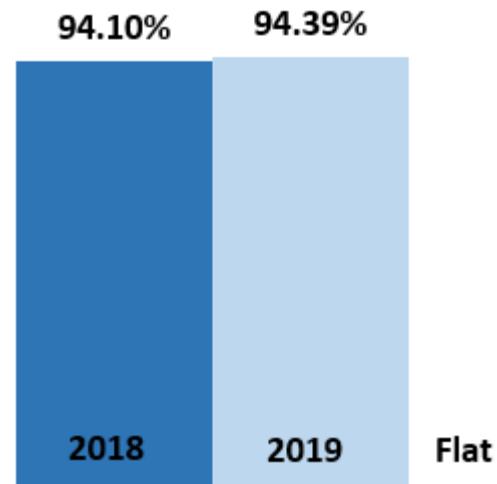
Non-Casino Occupancy



Casino Occupancy

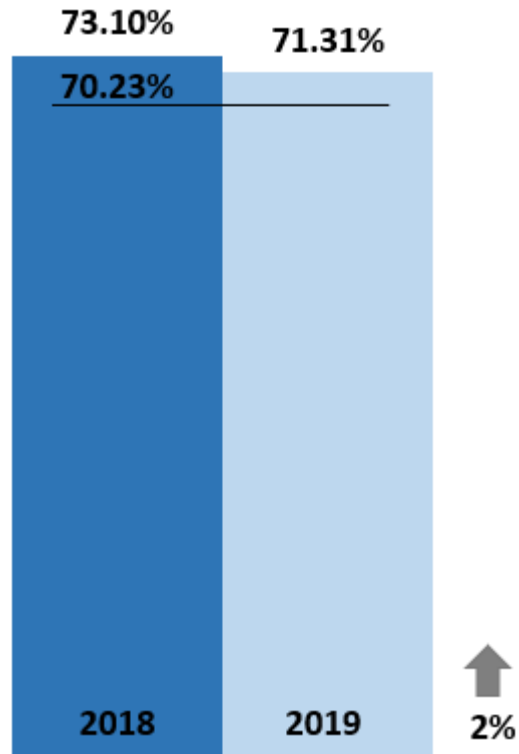
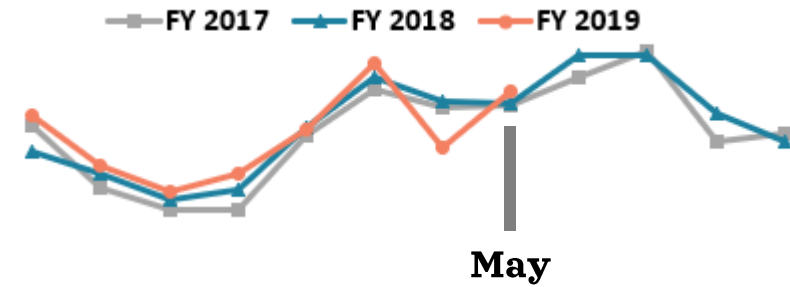


Fiscal Year To Date

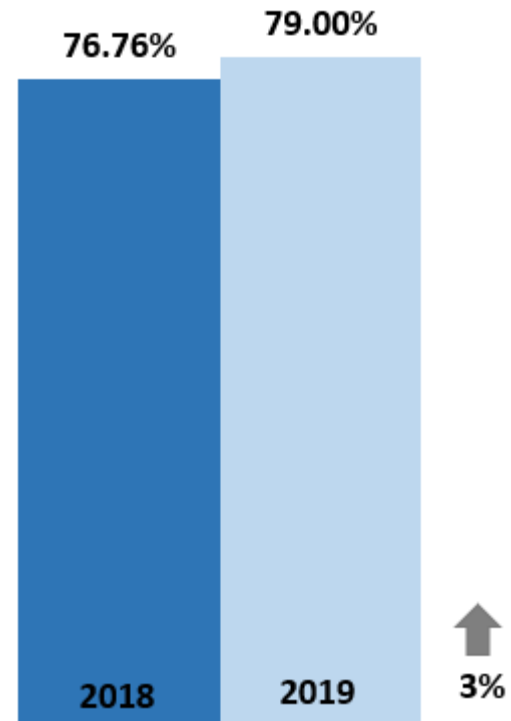


May over May

All Occupancy

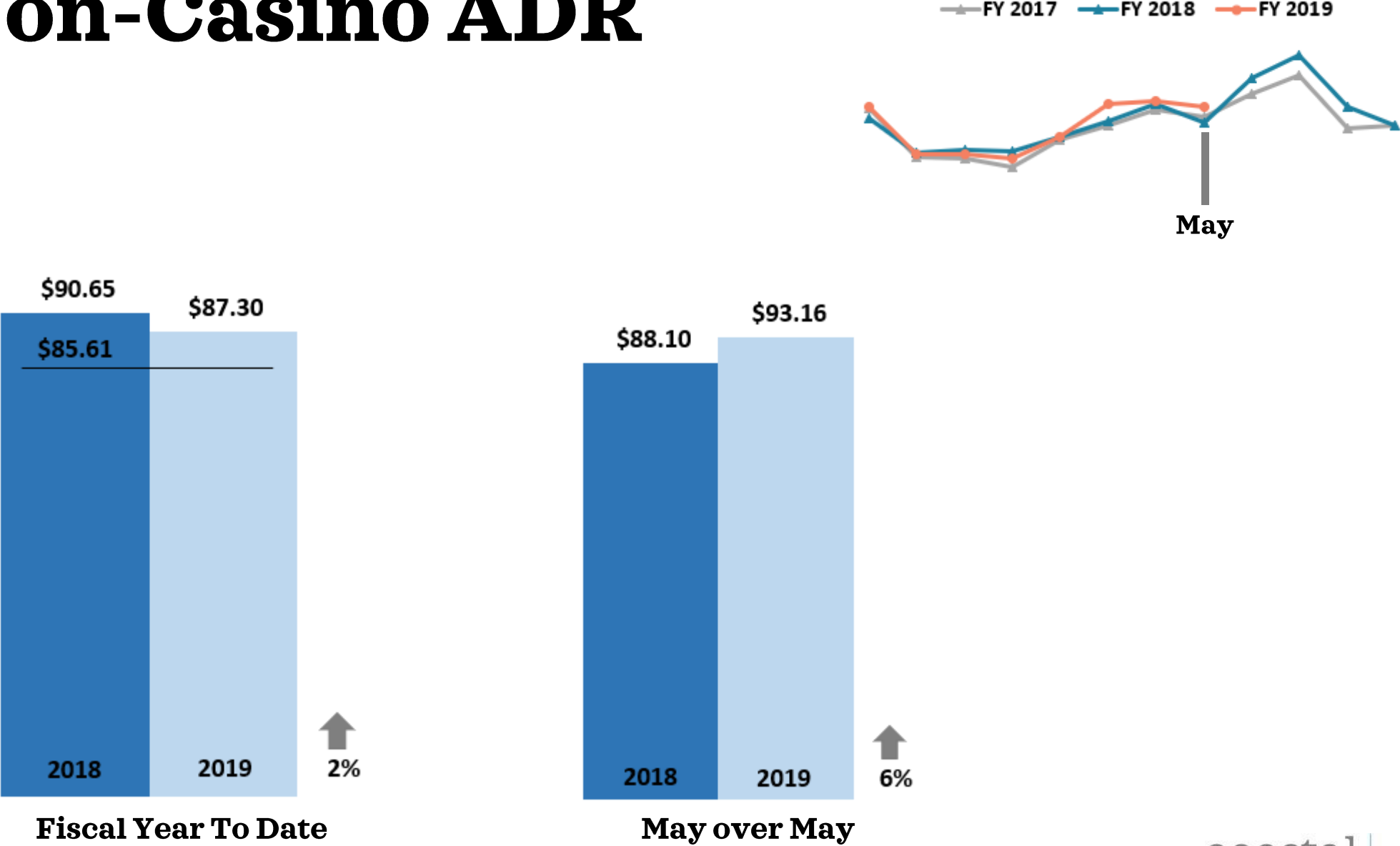


Fiscal Year To Date



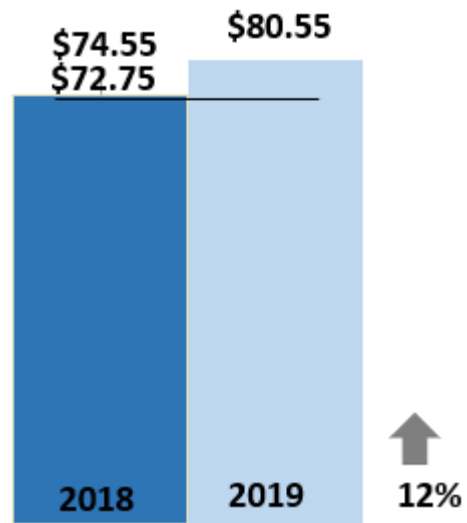
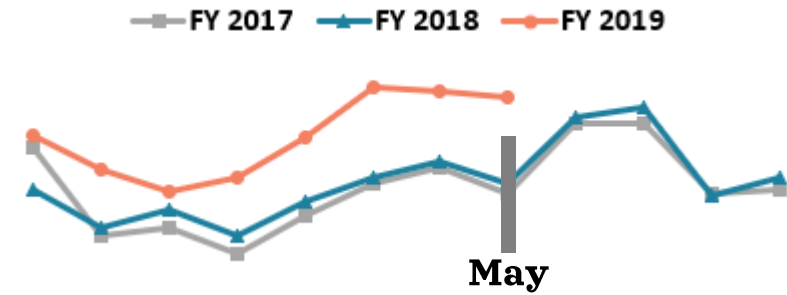
May over May

Non-Casino ADR

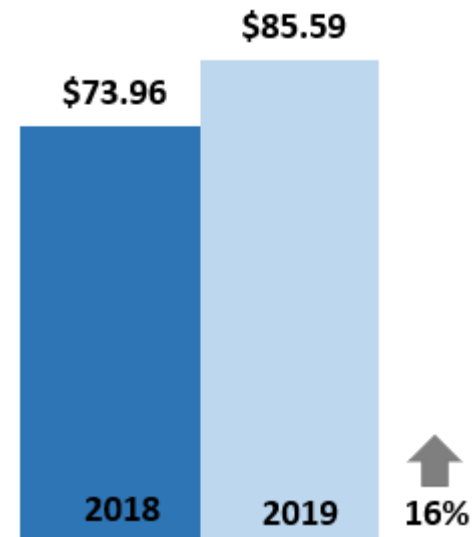


Source: STR

Casino ADR

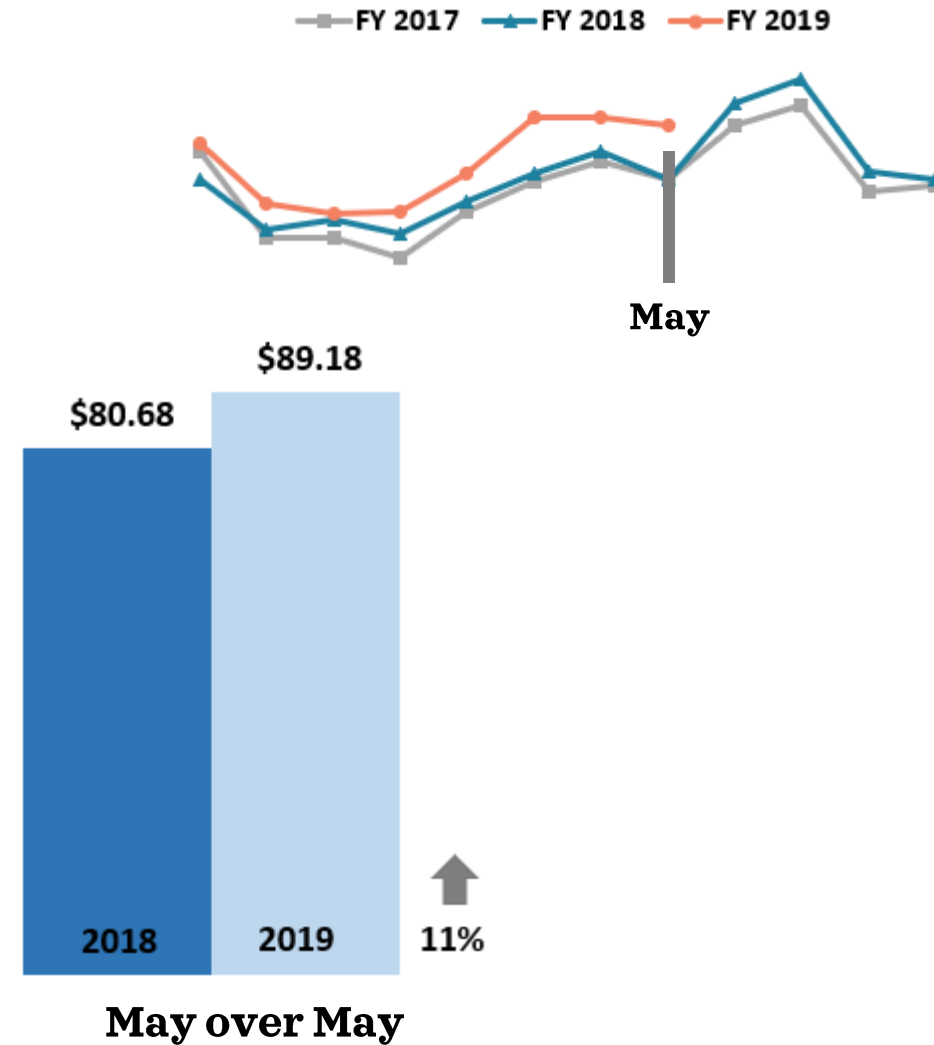
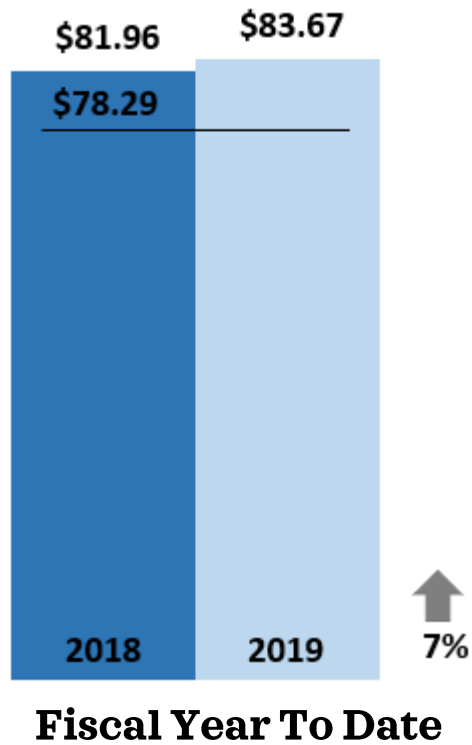


Fiscal Year To Date

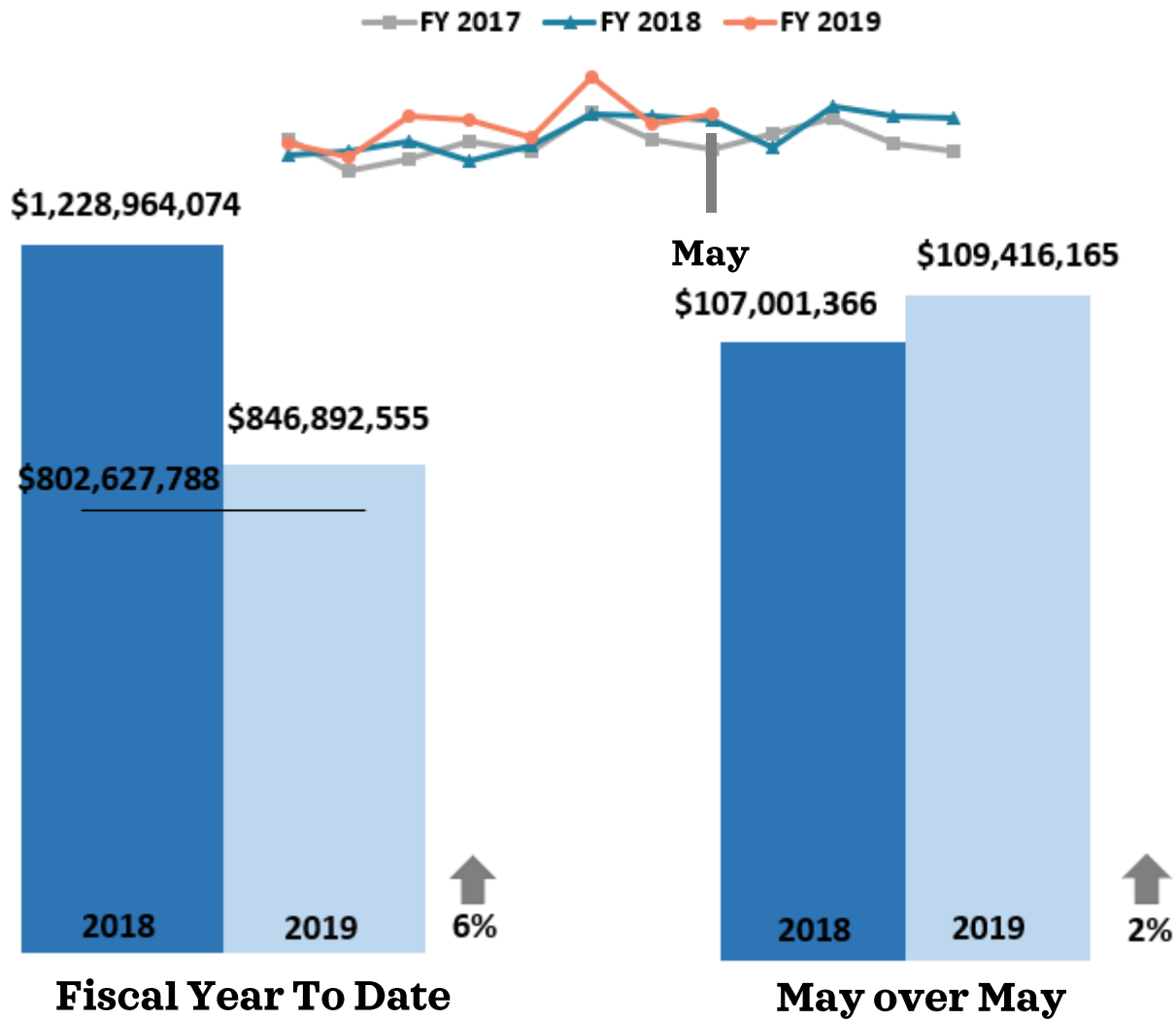


May over May

All ADR

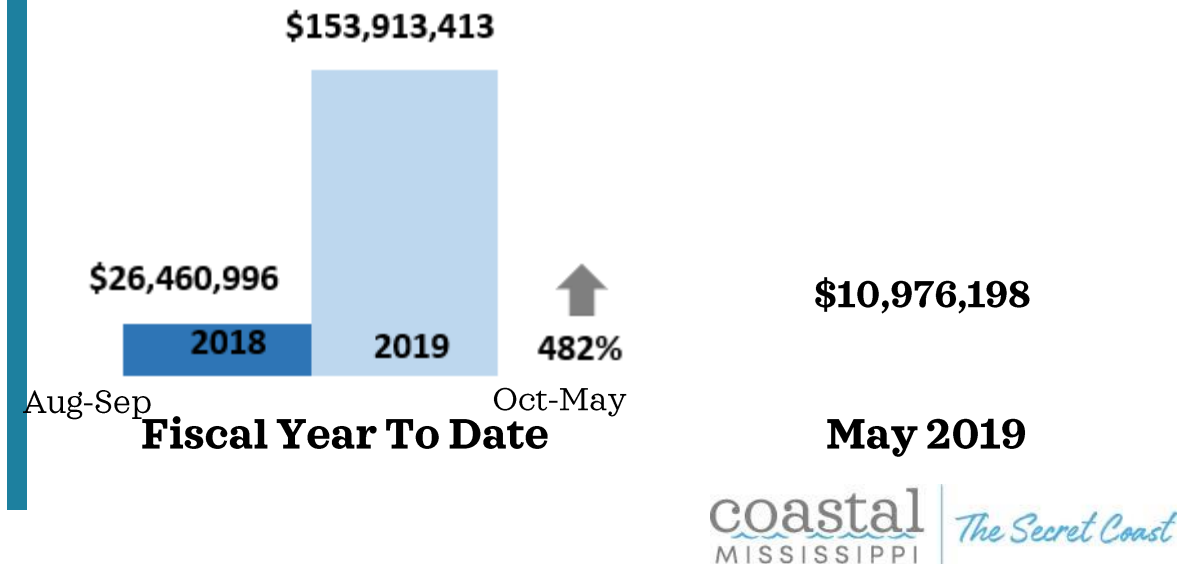


Gaming Revenue



Source: MS Gaming Commission

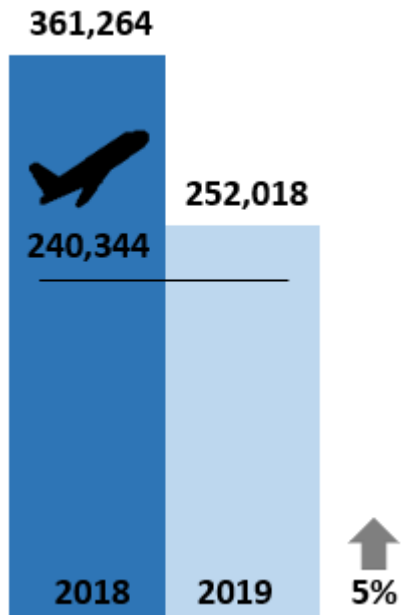
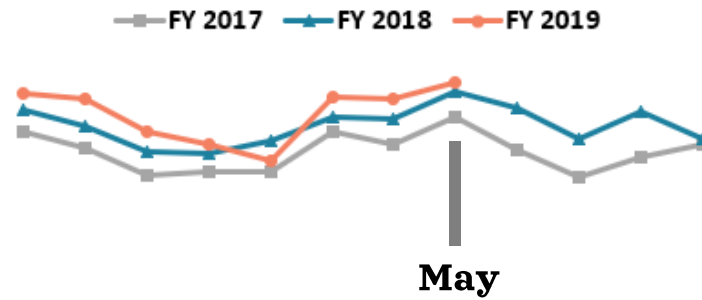
Sports Betting Revenue



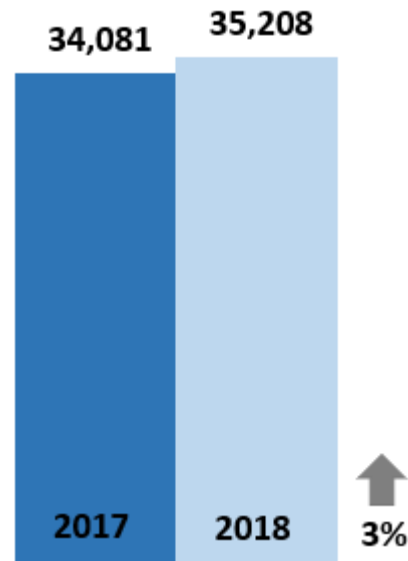
* Sports Betting began August 2018

Airport

Enplanements

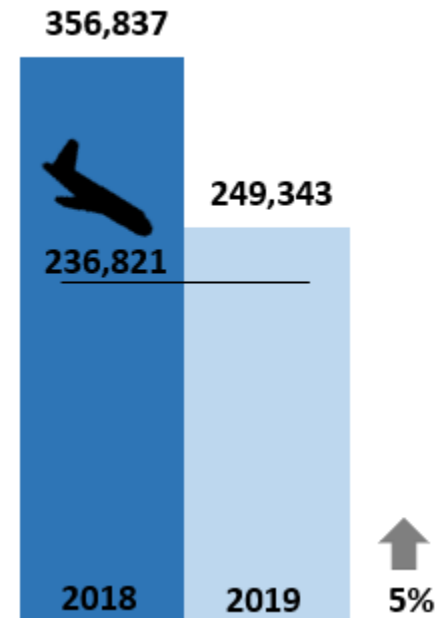
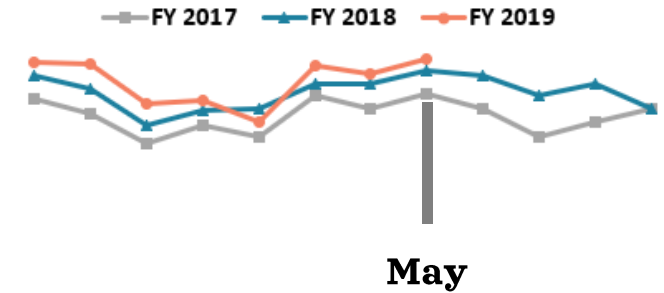


Fiscal Year To Date

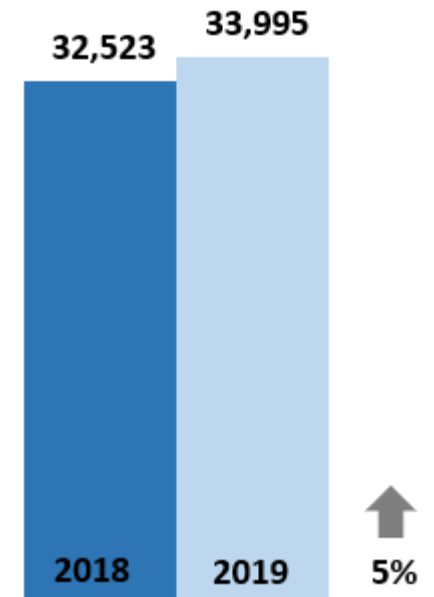


May over May

Deplanements

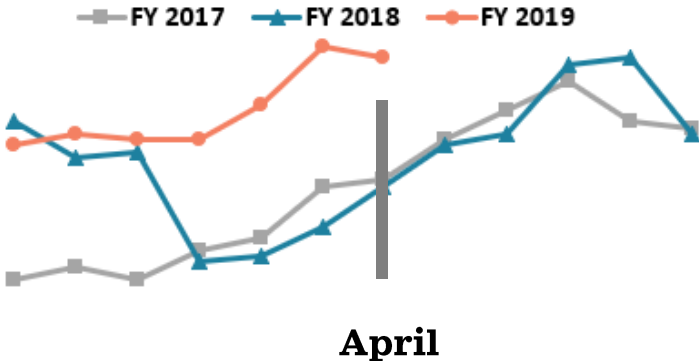
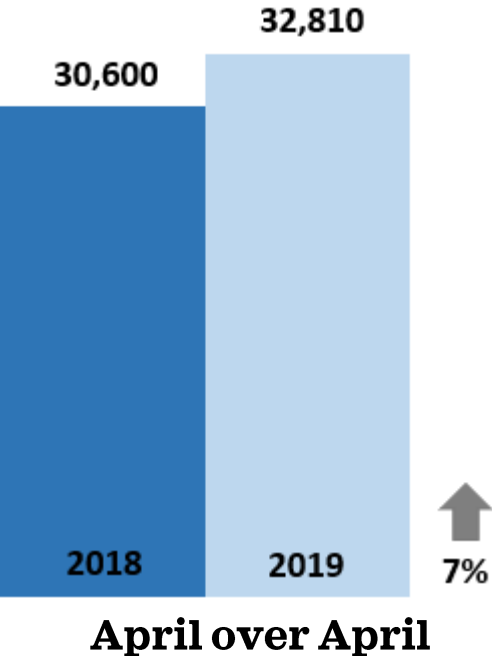
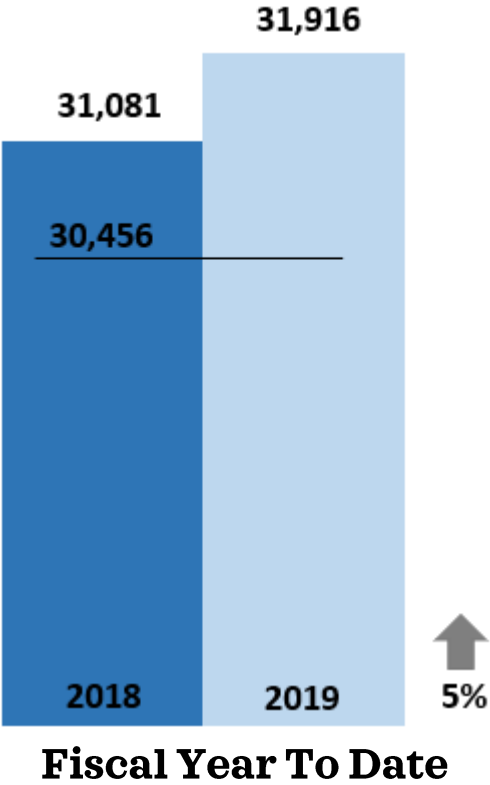


Fiscal Year To Date



May over May

Leisure & Hospitality Jobs

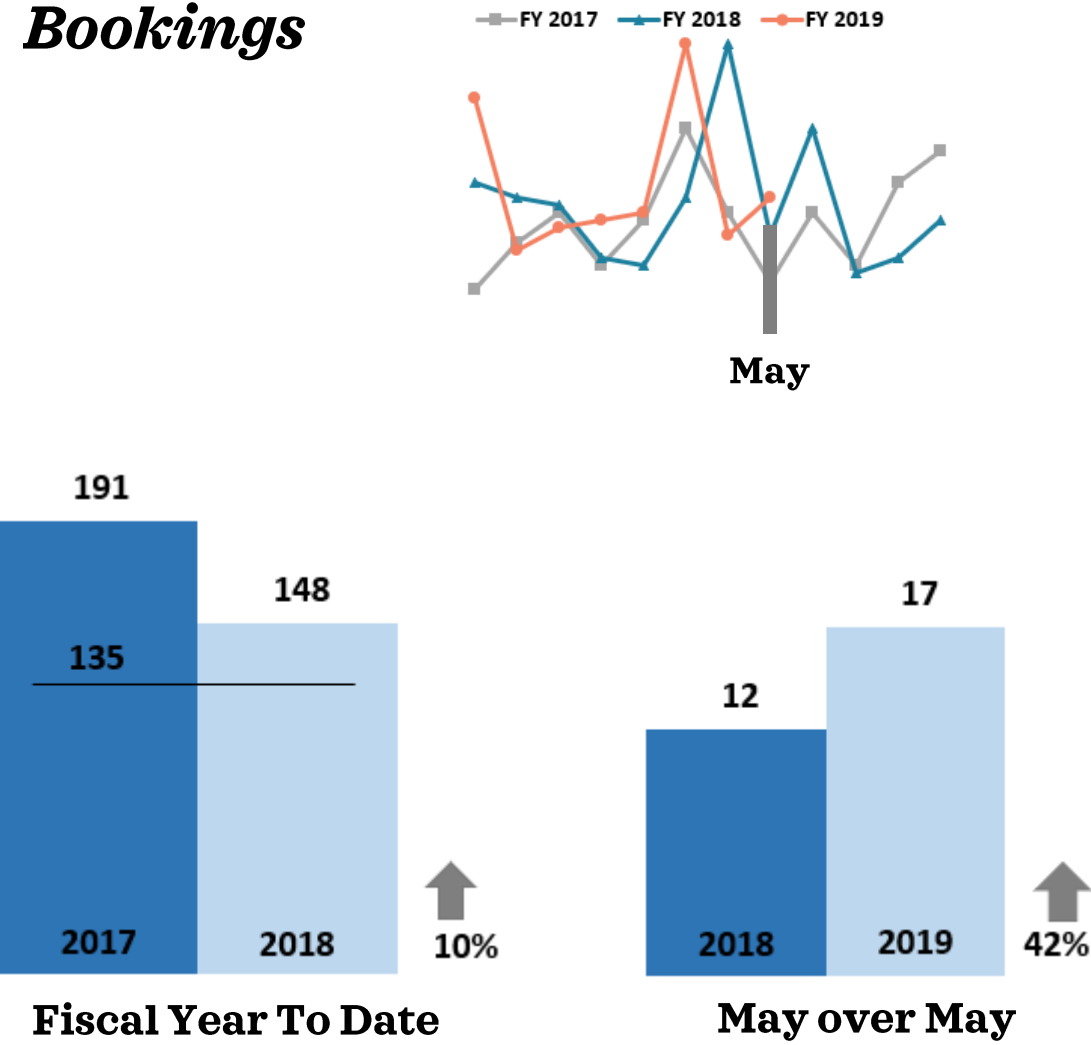


Yearly numbers reflect an average of all months in the FY.

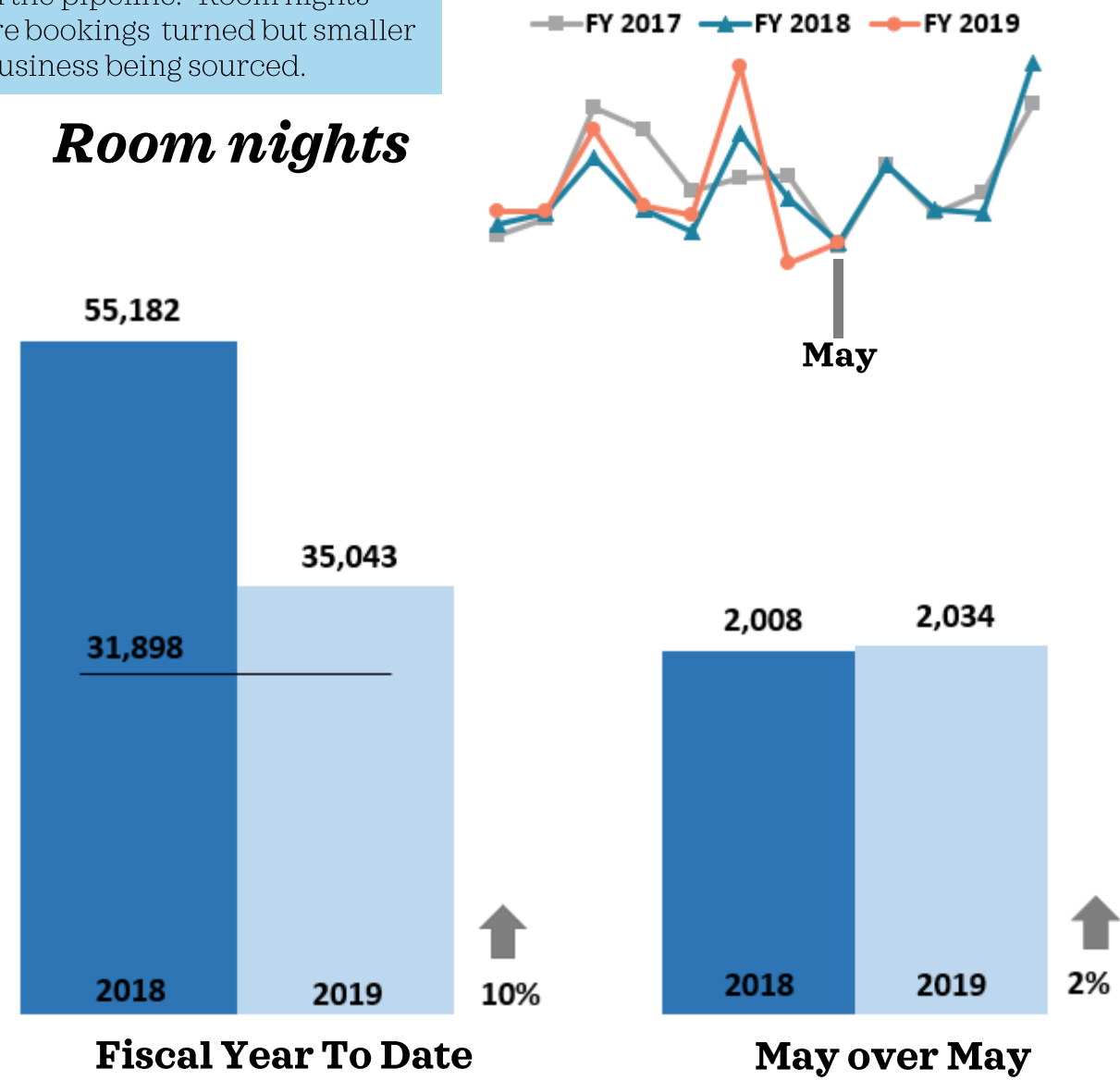
Definite Bookings

Staff has worked diligently to close business in the pipeline. Room nights reflect more bookings turned but smaller pieces of business being sourced.

Bookings

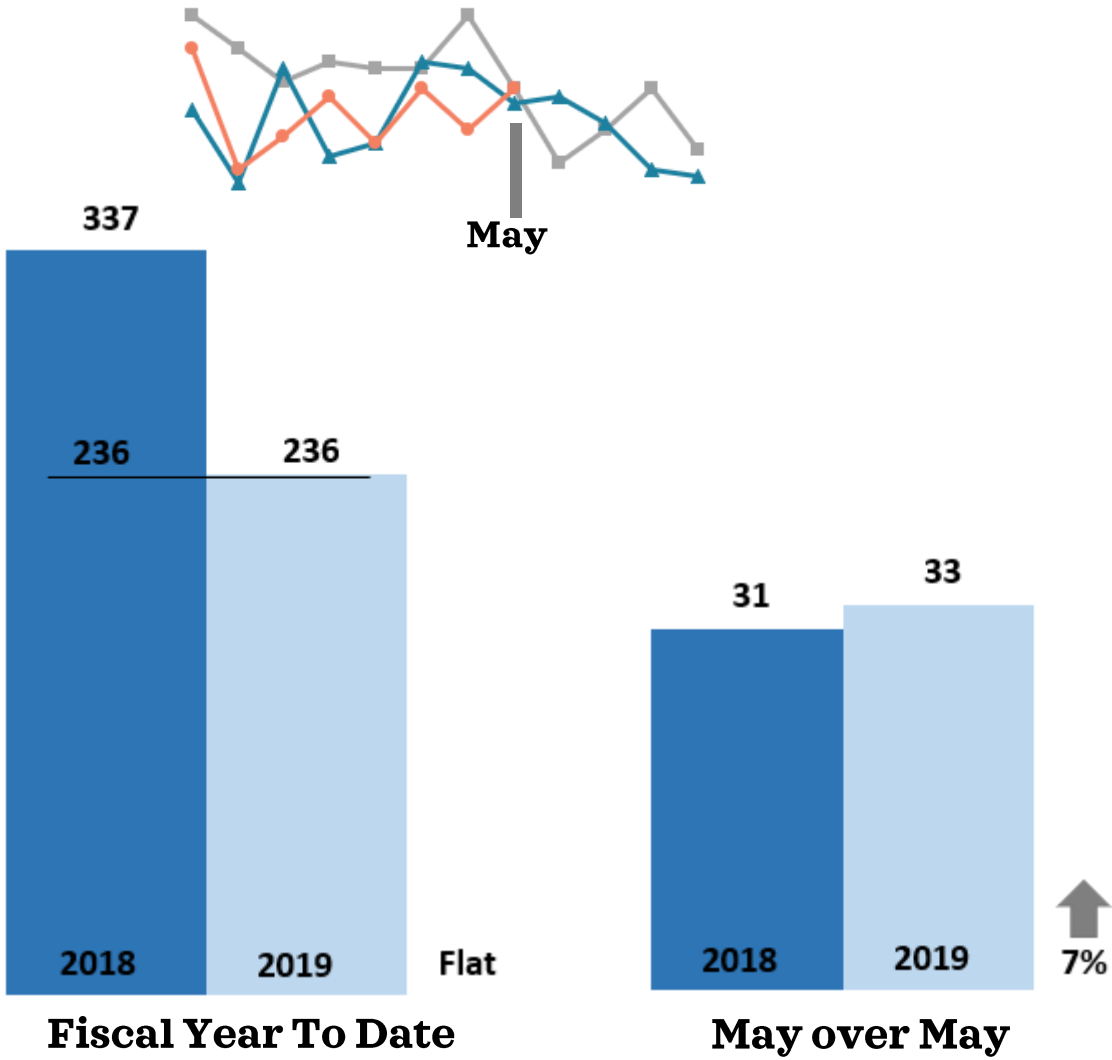


Room nights



Leads Issued

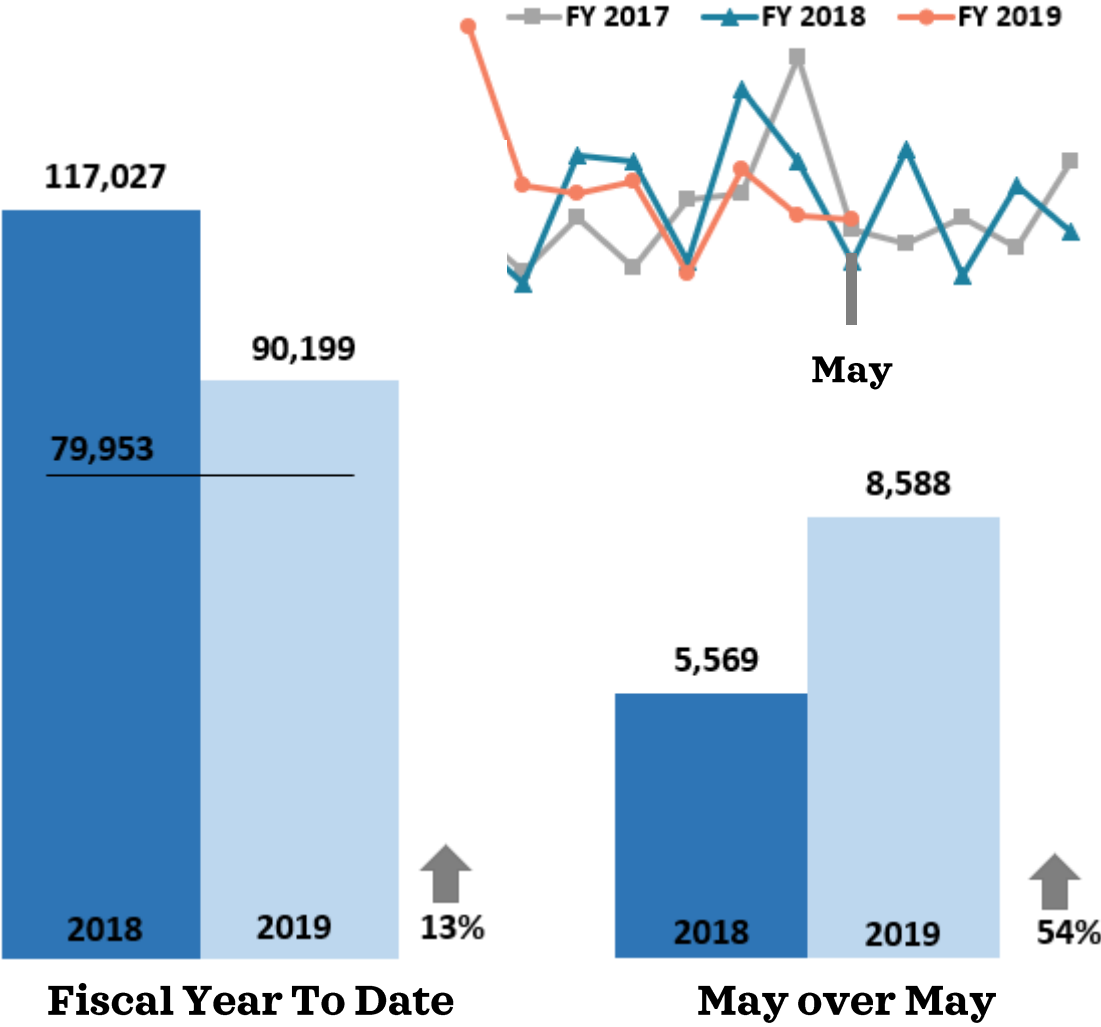
■ FY 2017
▲ FY 2018
● FY 2019



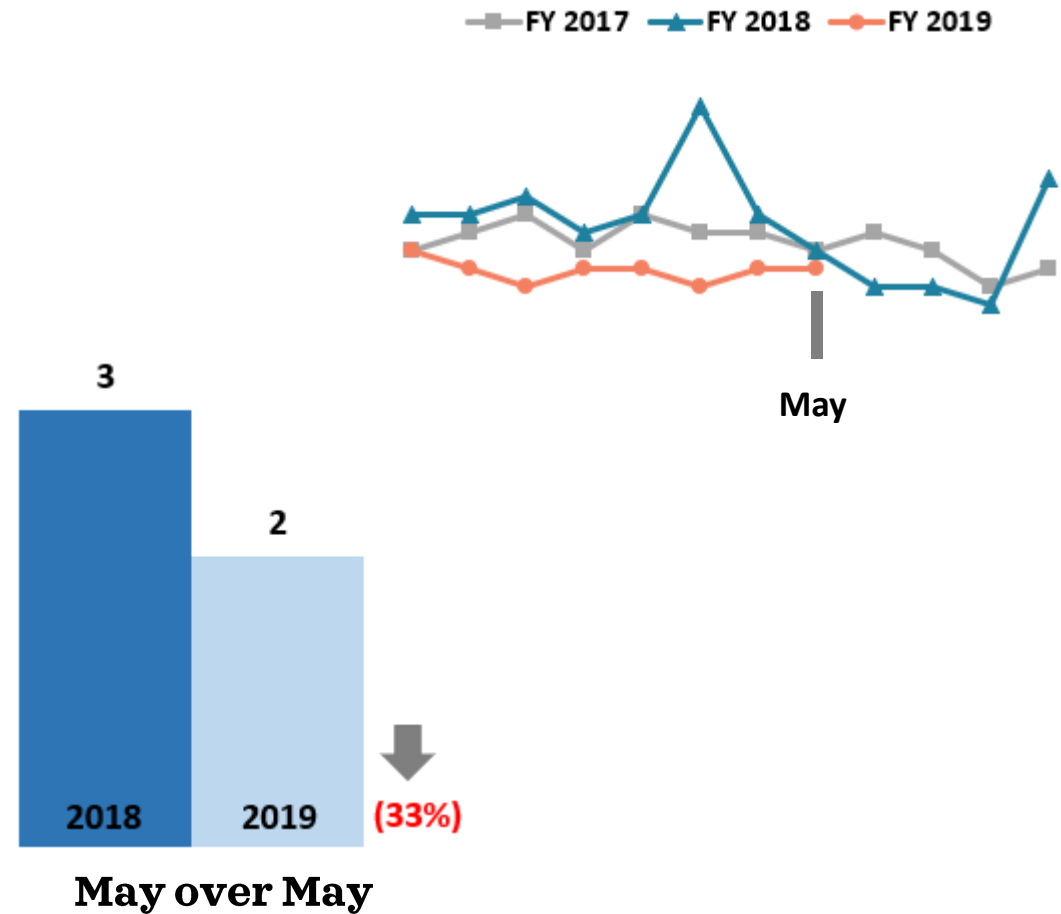
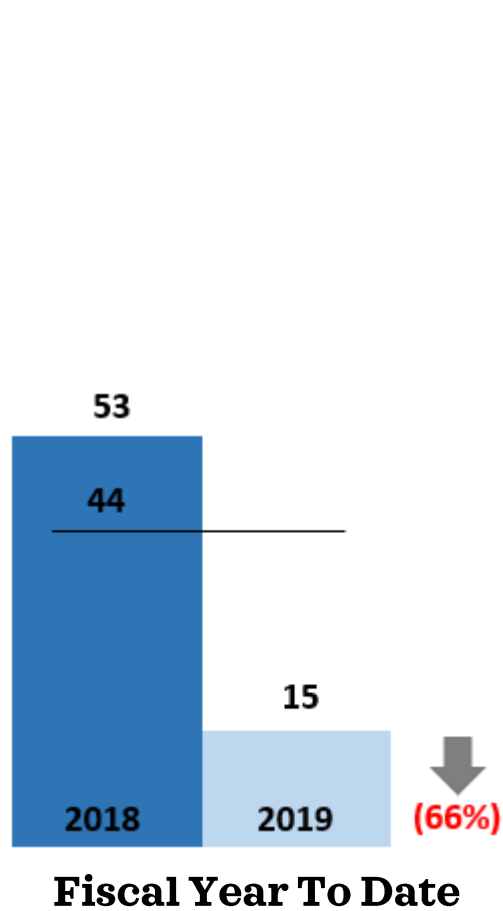
Leads are up as a result of tradeshows attended by staff last month. Potential room nights reflect leads being source for multiple years.

Potential Room Nights

■ FY 2017
▲ FY 2018
● FY 2019

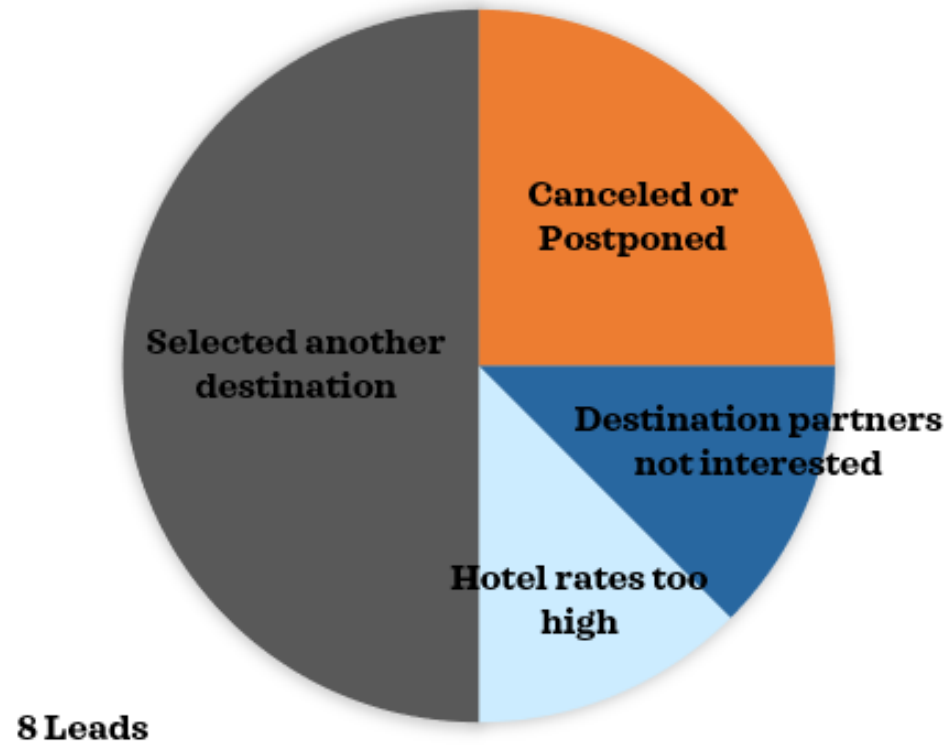


Convention Center Leads

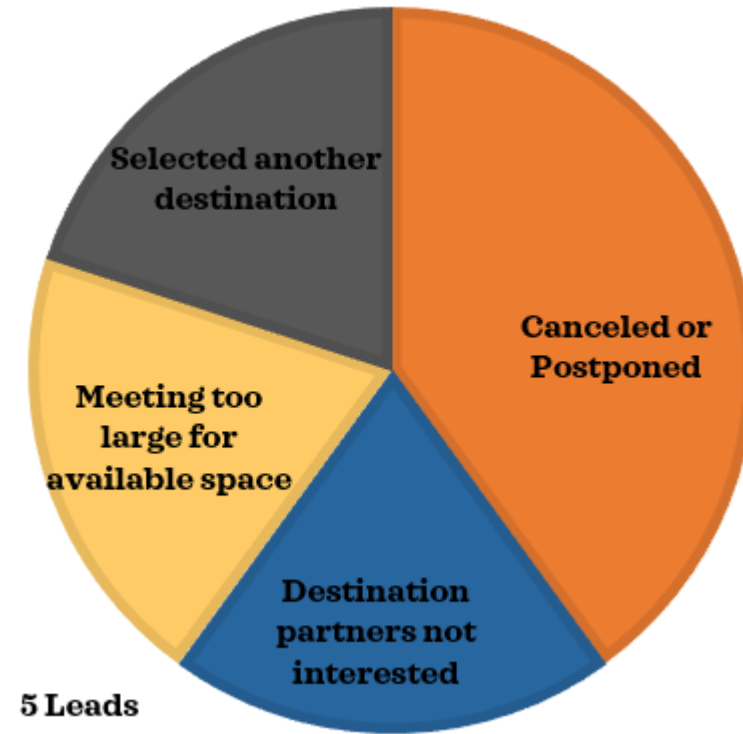


Lost Business

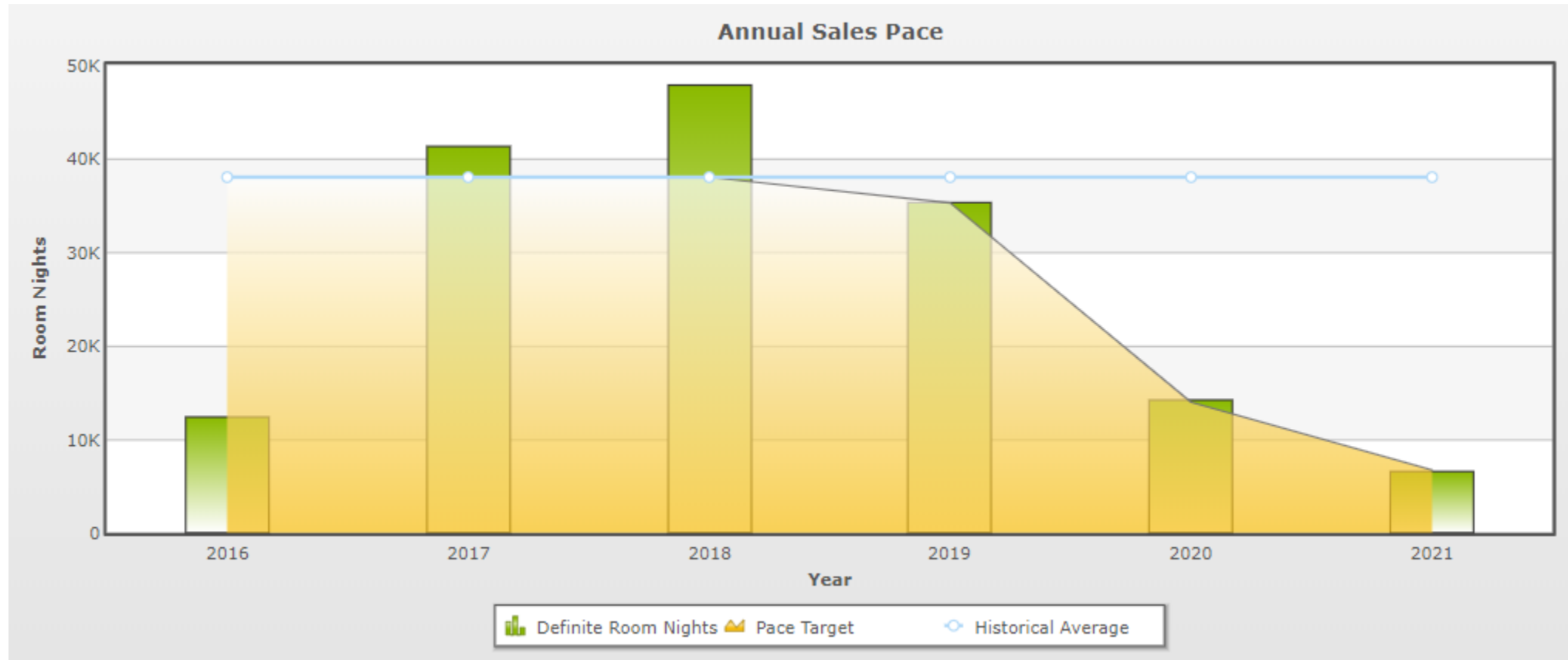
May 2018



May 2019



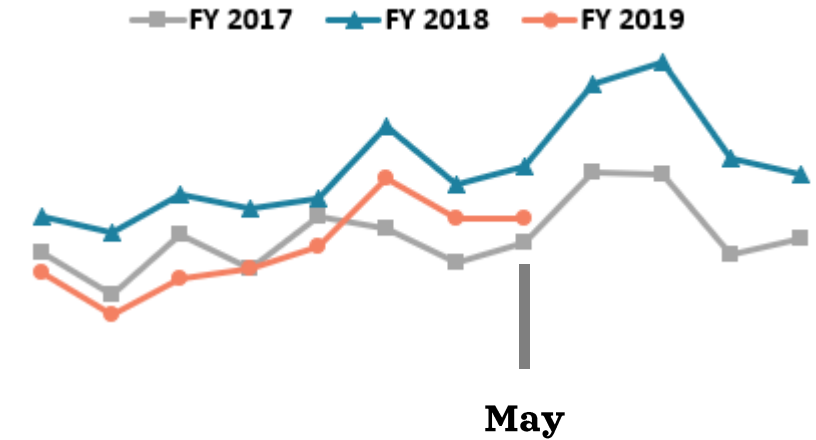
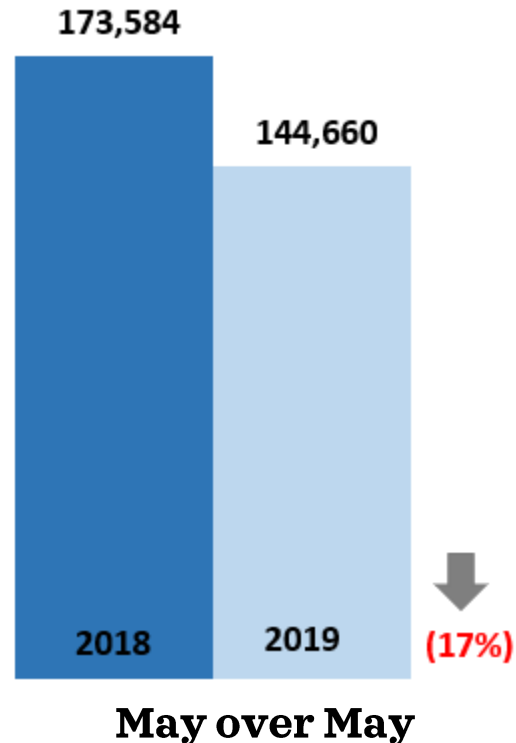
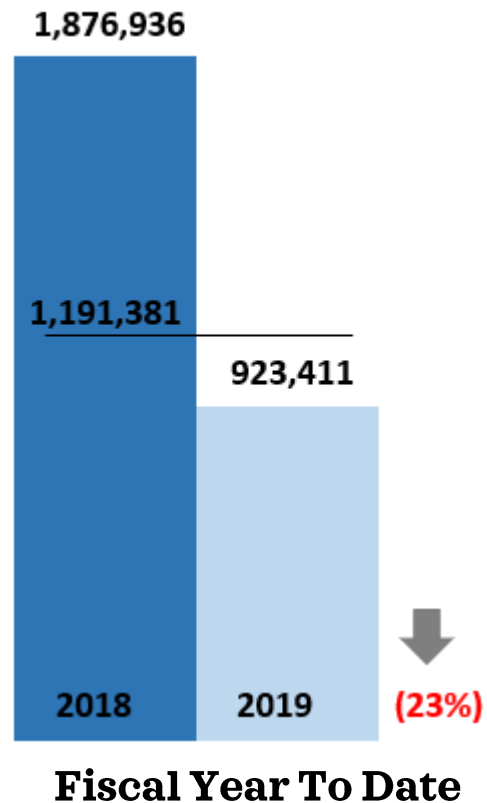
Pace Report



Pace Report - Pipeline

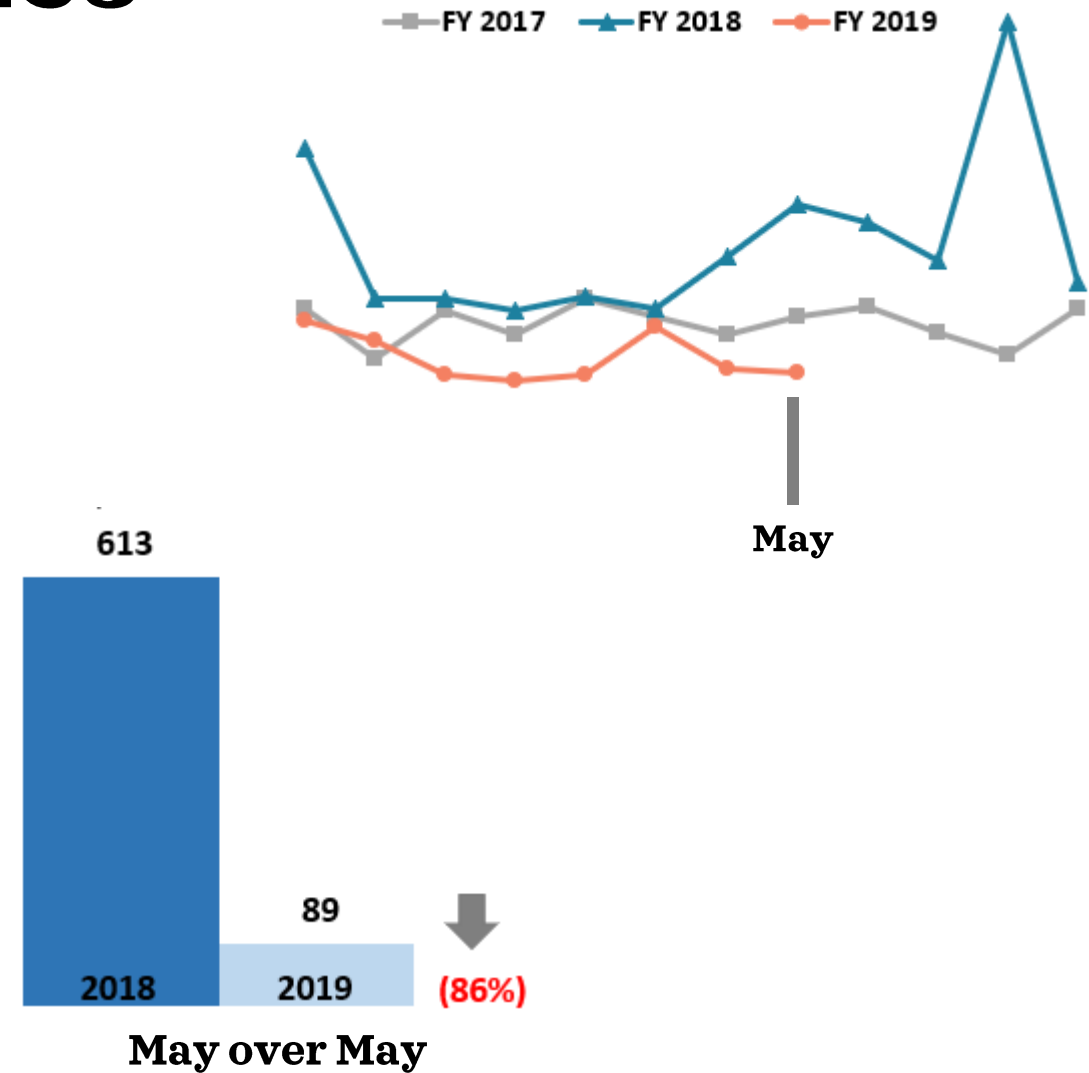
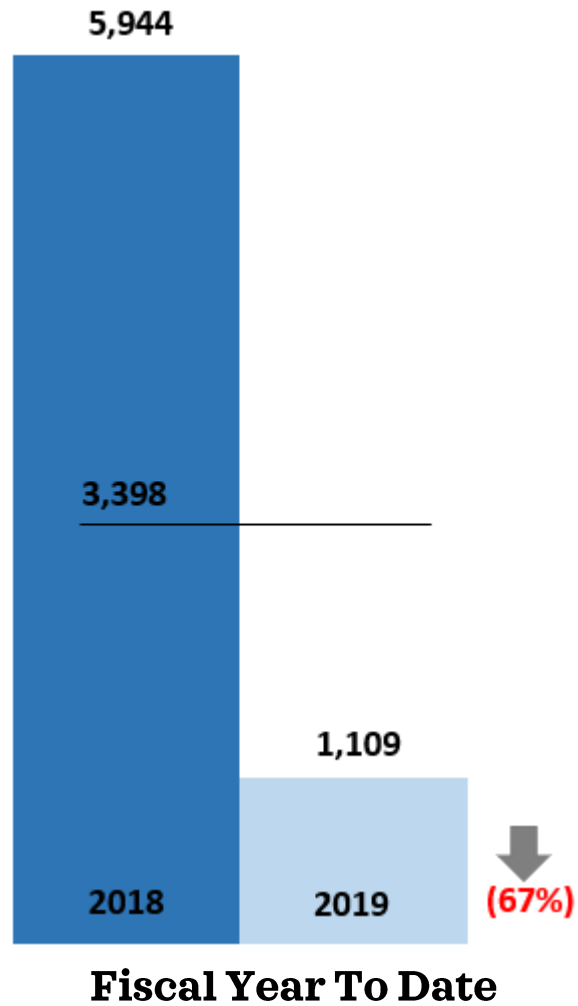


Google Analytics - Users



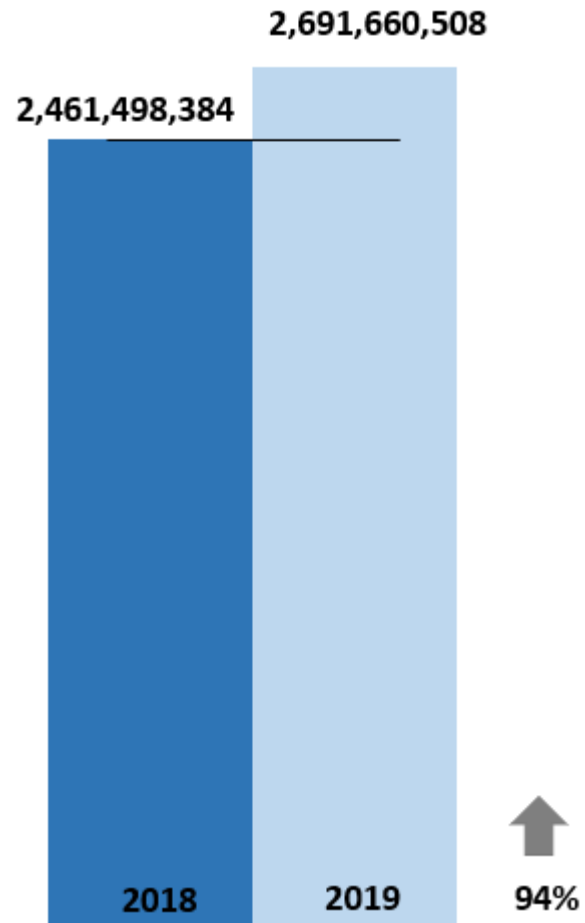
Traffic Overview – Quality (advertising targeting people more likely to visit) of traffic continues to improve with users spending more time on site and visiting more pages. This quality over quantity approach continues to result in a bounce rate that is better than the industry average.

Number of Articles

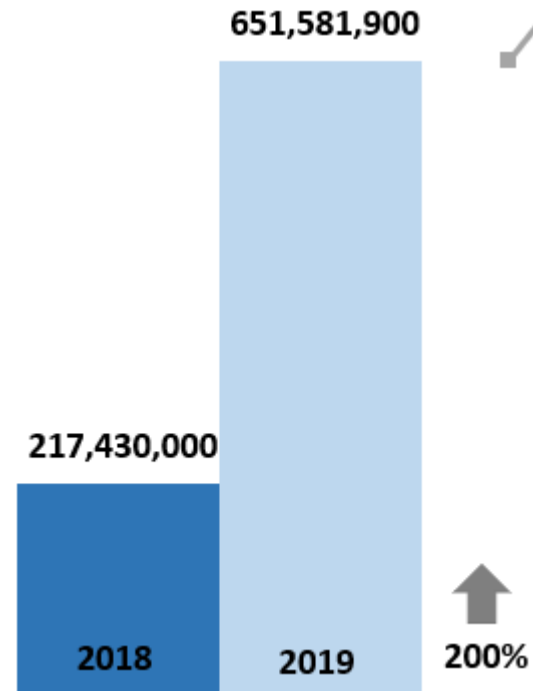


*September 2018 increase due to Tropical Storm Gordon

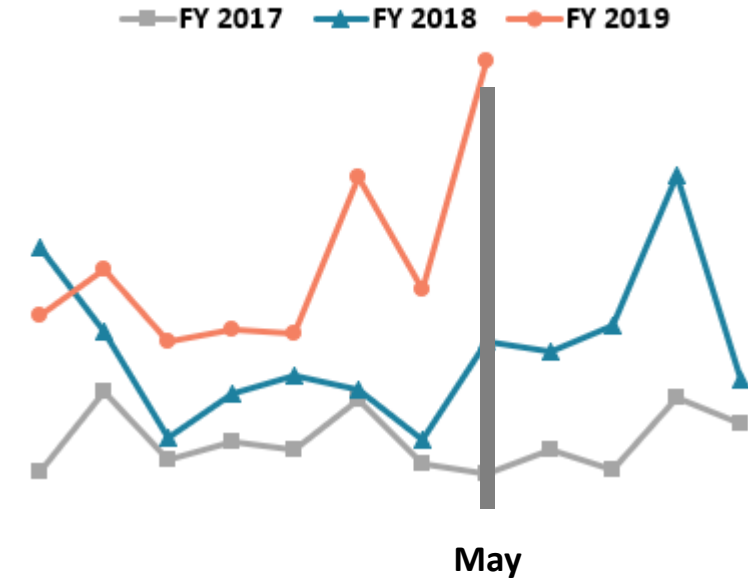
Impressions



Fiscal Year To Date

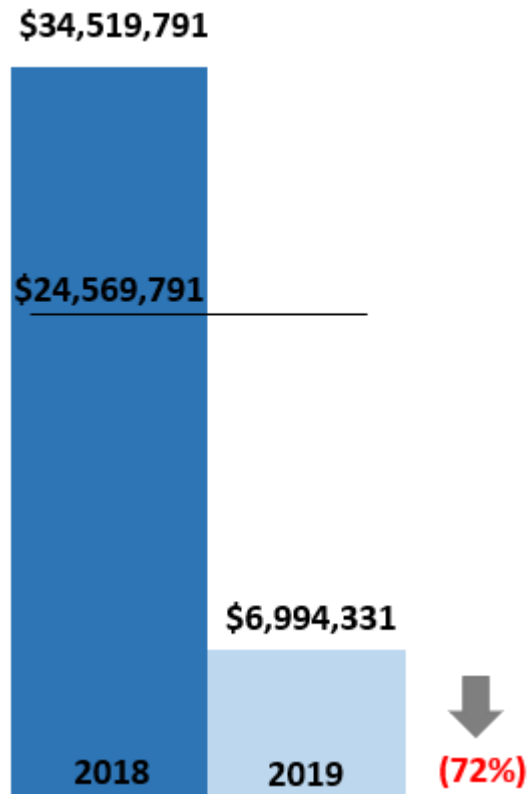


May over May

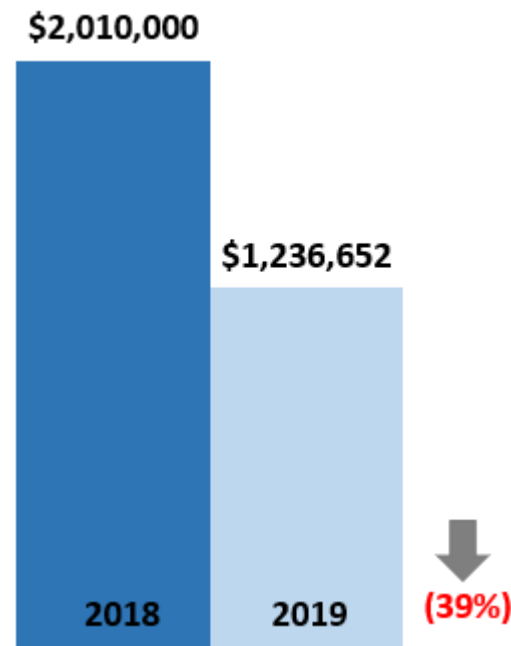


Advertising Value Equivalency

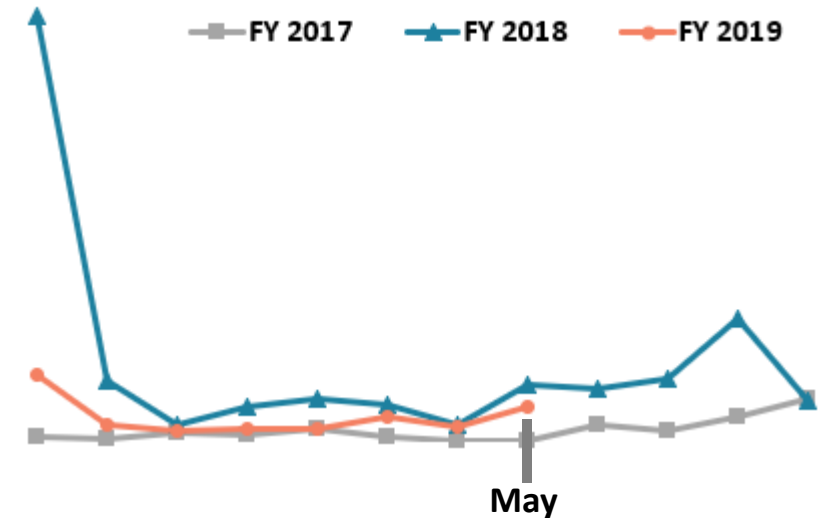
Declining AVE numbers related to changes in the monitoring platform. Industry standards are shifting away from AVE and towards methods that focus on measuring how coverage is relevant to the brand and its goals. This is an ongoing process and we are currently exploring multiple options for how we measure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



Fiscal Year To Date



May over May



Earned Media

Content Drivers:

- Family Travel
- Food & Drink
- Affordability

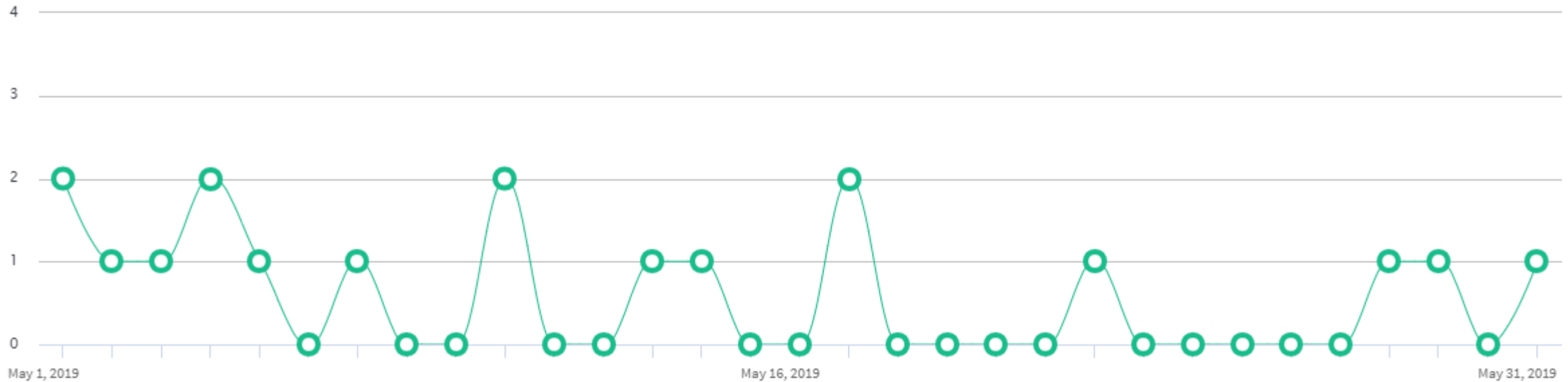


Total Mentions

DAY

WEEK

MONTH





Coast tourism board projects uptick in visitors this summer



BILOXI, Miss. (WLOX) - Tourism experts say South Mississippi is in for a successful summer with high numbers of visitors and plenty of activities for them to enjoy.

One of those events is happening this weekend at the Coast's newest go-kart track. Finish Line Performance Karting has been around for just over a year but a new international racing competition is bringing in the big leagues this year.

"Battle on the Beach" is happening May 30 through June 2 at the Biloxi racetrack and is expected to bring many people in to compete.

"Seeing the facility grow like this in just a short amount of time is impressive," said Colby Yardley, general manager at Finishline Performance Karting. "It's amazing to have this racing atmosphere out here."

Local Media Coverage

That sentiment is exactly what Coastal Mississippi's tourism board likes to hear.

"We're seeing a positive trend in terms of visitation and activity on the Coast," said Milton Segarra, CEO of Coastal Mississippi. "You can come to the coast any weekend, any week and you'll find things to do."

Coastal Mississippi studied last year's trends and economic report to make sure this summer goes smoothly. Segarra said the board is working on ways to reach its main target, which is people who live in the 5-6 hour driving range.

"Eighty percent of our visitors are driving," said Segarra. "Sixty-seven percent of the people in those same areas say we don't really know you that much."

Many refer to the Gulf Coast as the "Vegas of the South." While he appreciates the comparison, Segarra says the Coast is much more than that.

"If somebody wants to come and really have some relaxation on our beach and nature and adventure opportunities, that is something you will not get in other places."

New developments in the area are making the region more enticing for businesses, which brings in more visitors to see what South Mississippi is all about.

Readers views: Travel and tourism is important to Coastal Mississippi + Want improved roads?

CELEBRATING COASTAL MISSISSIPPI

Today marks the first day of National Travel & Tourism Week, reminding us of the importance of the travel and tourism industry to our coastal communities.

Having launched a new brand for the destination, Coastal Mississippi: The Secret Coast, on March 11 this year, and with more than \$660 million dollars in development, new hotel properties, new restaurants and family attractions spread across the region, the “Secret Coast” has plenty of new surprises, hidden gems and unexpected delights to be discovered.

We are poised at the perfect intersection between travel trends and a booming travel infrastructure, with beautiful coastal towns offering a phenomenal array of unique things to do, see and experience. Thanks to the support from elected officials, industry leaders, and the community, the future of Coastal Mississippi’s travel and tourism industry is looking very bright indeed.

To learn more about National Travel & Tourism Week, visit www.ustravel.org/events/national-travel-and-tourism-week, and visit www.CoastalMississippi.com to see our newly-launched campaign.

Milton Segarra, CDME

CEO, Coastal Mississippi

Local Media Coverage



By Jim Graves

While Biloxi is known for its casinos and gambling, the city has some great activities for Alabama families with minor children. I went with wife, Carol, and daughters Claire and Shelby, ages 11 and 13, and spent a few days. Here are some suggestions on places to stay, things to do and restaurants at which to eat.

Lodging

Doubletree by Hilton, Biloxi (<https://doubletree3.hilton.com/en/hotels/mississippi/doubletree-by-hilton-hotel-biloxi-BIXDSTD/index.html>) – One of the Doubletree's strengths is its location, across the street from the beach, giving it great views of the Gulf of Mexico. It's also conveniently located near Biloxi's attractions. The beds were comfortable, and we had a refrigerator. Breakfast was good, although not included. There's also an outdoor pool.

Attractions

Biloxi Shrimping Trip (<http://www.biloxishrimpingtrip.com/Home>) – This 70-minute boat tour turned out to be the unexpected highlight of our visit. Dave and Mike were our hosts, who took us on a tour of Biloxi channel and introduced us to the shrimping industry. They dropped their net and hauled up a collection of shrimp, fish, crabs and other creatures of the sea. In a scene reminiscent of Alfred Hitchcock's *The Birds*, dozens of seagulls collected overhead looking for a quick meal, and passengers were invited to pose for a picture holding some of the catch. We were blessed with great weather, so it made for a fun afternoon.

Beauvoir (<https://www.visitbeauvoir.org/>) – This is the final home of Jefferson Davis, the Confederacy's president during the Civil War. Hurricane Katrina did much damage to its buildings in 2005, but the main house survived and makes for a nice tour. We walked the 52-acre grounds and saw such sites as the oak tree under which Davis once read and a Confederate cemetery containing the remains of nearly 800. If you want to spend the night, there is a small house on the property available for rent. Take time to tour the Confederate museum and library, which is also part of the property, and see such artifacts as Davis' funeral bier.

Biloxi Shuckers (<https://www.milb.com/biloxi>) – Biloxi is home to the Shuckers, a minor league baseball team. MGM Park is located nearby the Doubletree, and we caught an enjoyable weeknight game. Check the calendar; there are a variety of promotional nights. We went on the night visitors were welcome to bring their dogs. It was a great night of baseball, with snacks available for purchase. Enjoy great views of the Beau Rivage casino and Gulf in the background.

Restaurants

Mary Mahoney's (<https://www.marymahoneys.com/>) – Biloxi has many fine restaurants, but it's hard to top Mary Mahoney's. This historic restaurant is cozy and charming, located close to Biloxi's attractions. It features a variety of seating choices, including a patio, garden room, casual sun room and formal dining room. As you enter, check out all the photos of celebrities who have dined there. The menu has multiple seafood specialties, premium beers, wine and cocktails, steak and prime rib, salads and a kid's menu. I had the stuffed snapper, which included shrimp and crabmeat, one of the restaurant's signature dishes. Delicious sides include pasta, veggies and potatoes. Some of our favorite desserts were the caramel apple and key lime pies.

Half Shell Oyster House (<https://halfshelloysterhouse.com/>) – There are two Half Shells in Biloxi, which are highly rated for their outstanding seafood choices, especially oysters. They also have terrific steaks, chicken, soup & salads, burgers and Po-Boys. I recommend the crab cake starter and any of their shrimp dishes; for dessert try the Chocolate Obsession.

Pie Five Pizza (<https://www.hrhcbiloxi.com/pie-five-pizza-co.htm>) – We needed a quick lunch as we were headed out of town, so we tried Pie Five Pizza inside the Hard Rock Casino (outside of the gambling area, so you can bring the kids). It was a great choice. Have your own unique pizza made, or choose a suggested option. Multiple crust sizes are available, and there are many fresh toppings and sauces. Once assembled, it is cooked in five minutes. You can opt for a sandwich or salad instead, or try the breadsticks.

We thoroughly enjoyed Biloxi. We'll be back soon!



51+ Coastal Mississippi Hidden Gems on The Secret Coast

Coastal Mississippi is only an hour's drive from New Orleans Louisiana and Mobile Alabama. On four trips within the past year, I set out to find as many fun, cool, and happy Coastal Mississippi Hidden Gems and secret spots along the 62 miles now known as The Secret Coast.

While I was hoping to find maybe two dozen compelling places, my list keeps growing. At this point, I will limit the list to 51. Or more. Who is counting? Go visit and enjoy these Coastal Mississippi hidden gems and discover your own!

Secret Public Art Spots

Secret Coastal Mississippi Museums

Secret Coastal Mississippi Breakfast Spots

Secret Coastal Mississippi Art Museums

Coastal Mississippi Lodging Hidden Gems

Secret Coastal Mississippi Sunrise Spots

Coastal Mississippi Hidden Gem Restaurants

Secret Mississippi Gulf Coast Sunset Spots

Secret Tree Spots in coastal Mississippi

Miscellaneous Secret Coast Funniness Along the Mississippi Coast

Secret Coastal Mississippi Adventures

Coastal Mississippi Instagrammable Locations

Secret Casual Places to Eat in Coastal Mississippi

Coastal Mississippi Assisted Media Coverage

Cool, Happy, and Fun Gulf Coast Restaurants Along the #USGulfCoast

Places to Eat in Coastal Mississippi #SecretCoast #BigShrimpin

Greenhouse on Porter in Ocean Springs

Start your day, every Coastal Mississippi day if possible, with the daily biscuits (one sweet, one savory) and a cup of tea or coffee at [Greenhouse on Porter](#). Spend a few minutes in the greenhouse, plotting out your day, and hopefully distracted by Marigold (the resident cat with an nice Instagram presence). They also have live music on Thursday nights.

Vestige in Ocean Springs

I have had the utmost pleasure to dine at [Vestige in Ocean Springs](#) three times. Each visit, Chef Alex Perry, a 2019 Best Chef: South nominee from James Beard Foundation, raises the bar and heightens my senses as no other US Gulf Coast restaurant has. Combining highest quality proteins, local produce, and Asian and other international spices, Chef Alex creates extraordinary dishes that have me longing for the next visit.

White Pillars in Biloxi

During my recent lunch at White Pillars—with Coastal Mississippi tourism maven Anna Roy—Chef Austin Sumrall gushed about the local oysters from Deer Island. He said they can be served with two hours of leaving the water, resulting in an amazing fresh seafood experience. During two White Pillars visits, I have sampled (or more correctly entirely devoured) a dozen or so different offerings and all have been exceptional.

Texas to Florida Road Trip with Kids

Road Trip Stop 4: The Infinity Science Center

The Infinity Science Center is just another 45 minutes east, right over the Mississippi border from Louisiana. It is a large, state of the art facility and well worth a visit. It's the official NASA visitor center for the Stennis Space Center so the content is heavily geared toward space and earth science. Don't miss the carnivorous plant gallery or the butterfly garden. There is a cafe, movie theater, and gift shop on site as well.

Road Trip Stop 5: Ocean Springs, Mississippi

This is my favorite little town in all of Mississippi! It's another hour east, right on the Biloxi Bay. The small downtown has streets lined with art galleries, restaurants, and huge oak trees. You can stop in just long enough to ooh and aah at the gorgeous Southern homes that overlook the bay. Or grab a donut at Tato-Nut.

If you have a little longer, let the kids run around on the waterfront splash pad and playground. If you haven't soaked up enough southern charm in an afternoon, hang your hat at Front Beach Cottages. One word: adorable.

Coastal Mississippi Assisted Media Coverage

Why You Need to Visit the *Secret Coast*

Coastal Mississippi is referred to as the Secret Coast because it's often overshadowed by its neighboring states.

But I really like to share about hidden gems after I visit a destination, so let's just keep the secret between us.

What's great about this region is that it's very drivable and you can visit multiple Mississippi coastal cities that each have such a distinct personality.

The water is pretty shallow from Biloxi to Gulfport which means that you can feel a little more relaxed while your kids play in the water.

Biloxi is known as the Seafood Capital of the World so what better way to learn more about the shrimping industry than to go out on a shrimp boat with [Biloxi Shrimping Trip](#) to learn more about the process.

A few of the highlights of our visit were a visit to "The Little Room" that felt like such a gift to see in person after learning more about the story behind the room.



4 Southern Beach Towns Where You Can Comfortably Retire on \$40,000 a Year

If you thought that living out your golden years by the sea wasn't possible on a budget, think again.

According to the Census Bureau, the average over-65 household in America requires \$49,000 a year to cover everything from housing to food. While that might rule out a comfortable life in expensive beach towns like Naples, Florida, and Hilton Head, South Carolina, that doesn't mean life by the ocean is out of reach for the average retiree.

Bay St. Louis, Mississippi

There's a reason this artsy beach town made our list of [Our Favorite Small Towns in Mississippi](#). With its quirky storefronts, creative community, and time-worn architecture, this sleepy little city named for the bay it sits on feels old-fashioned Southern, but with a twist.



7 Fantastic Things To Do In Bay St. Louis, Mississippi

Thirteen years after being decimated by Hurricane Katrina, Bay St. Louis and its neighboring town of Waveland have fought back and are welcoming guests with open arms. New and renovated museums, charming B&Bs, quaint local shops, mild weather and delectable fresh seafood and bread pudding make this a wonderful time to visit this part of the Mississippi Gulf Coast.

1. Play in the sand at Waveland's new beachfront

2. Ride the waves at Buccaneer Bay

3. Eat fresh seafood and cuisine with the influence of New Orleans

4. Discover the Mississippi coast's space contributions at Infinity Science Center

5. Stay in a quaint B&B

6. Shop in Old Town Bay St. Louis

7. Visit informative museums to appreciate the area

Social Media Metrics



Monthly
Increase

278
Flat

107
1%

9
1%

229
3%

1,294
Flat

143
5%

2,060
Flat

May
2019

143,257
Facebook
(Total Likes)

15,256
Twitter
(Total Followers)

1,003
Pinterest
(Total Followers)

9,054
Instagram
(Total Followers)

1,281,063
YouTube
(Lifetime Followers)

3,022
LinkedIn
Total Followers

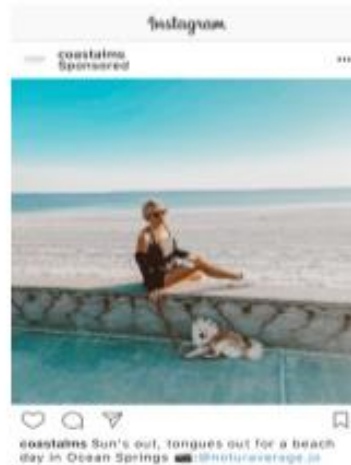
1,452,655
Total



Link to Post

1,094 Likes, 199 Shares, 56 Comments

Overall, each of the five Instant Experience cover photos performed very well, but the Lighthouse Pier excelled above the rest due to its popularity as a tourist destination, with followers sharing their times they visited the pier.



Link to Post

7,142 Likes, 25 Comments

@noturaverage.jo presented a very delightful photo, filled with more blue than usual, which the audience took notice. Combined with a cute dog, the highly engaged photo was a



Link to Post

102 Likes, 2 Comments

Along with the paid promotion behind it, the Margaritaville amusement park post excited the LinkedIn audience with its announcement of the first AEROBAR, resulting in high



Link to Post

186 Likes, 26 Retweets, 9 Replies

The open ended question and paid promotion invited engagement. This post also kicked off the media spend for the month, which tends to receive much of the optimization.

SOCIAL MEDIA