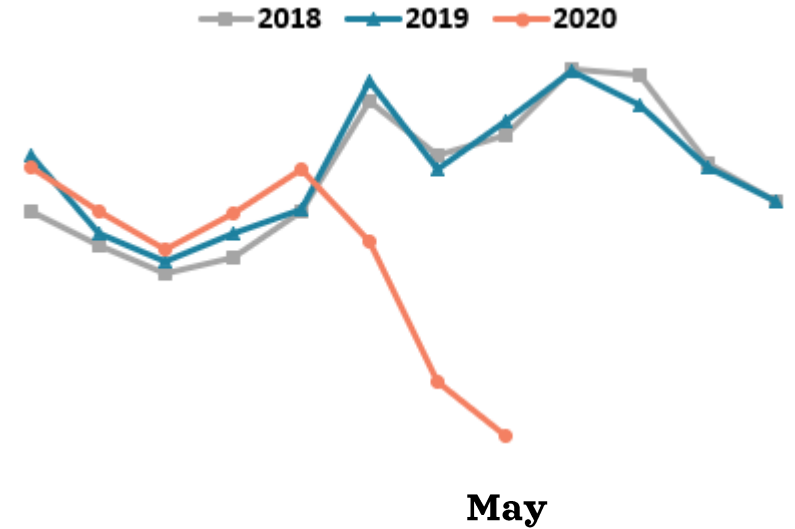
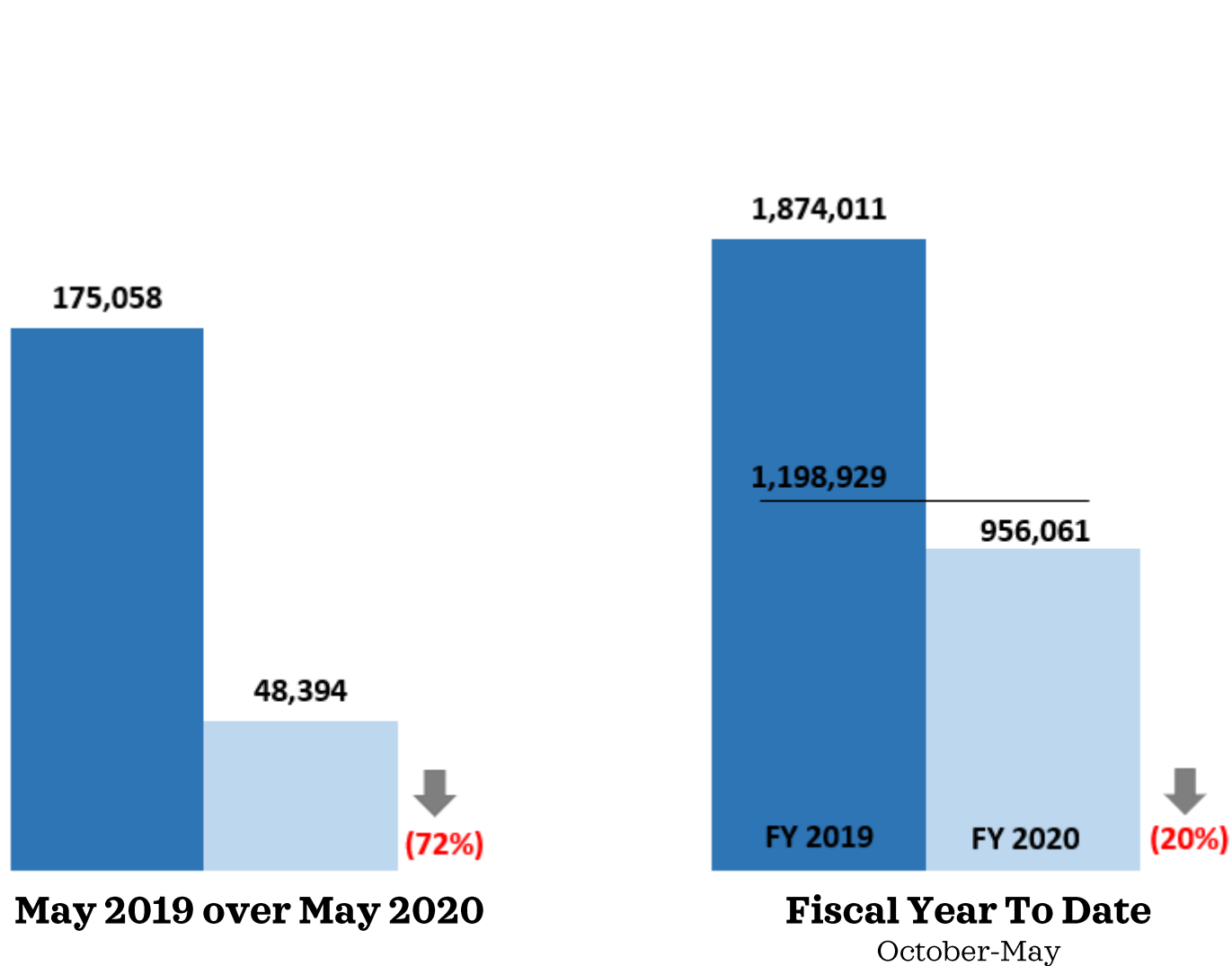


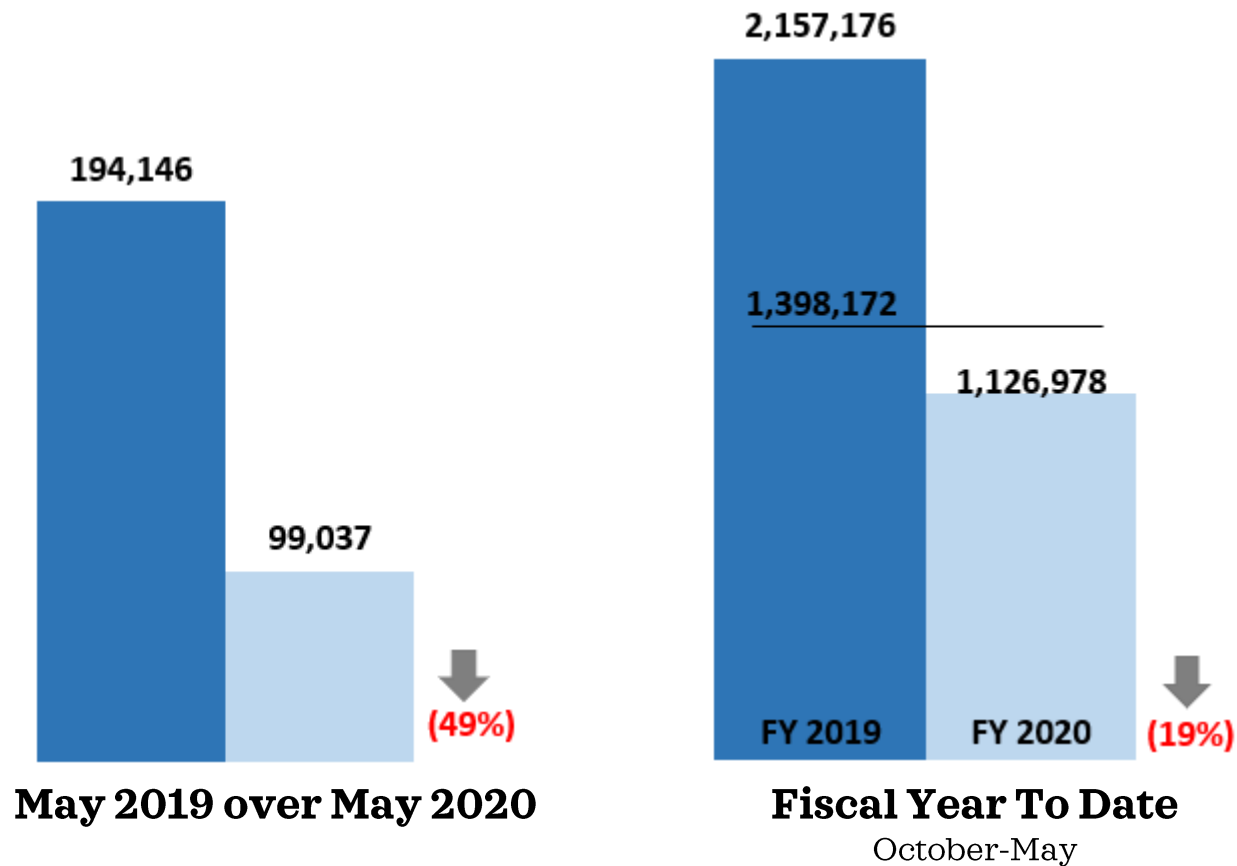
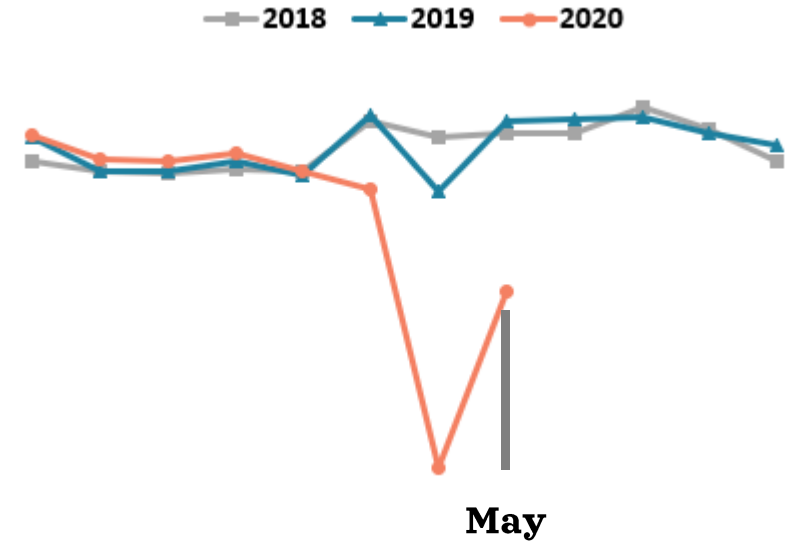
# coastal MISSISSIPPI *The Secret Coast*

- Key Performance indicators
- May 2020

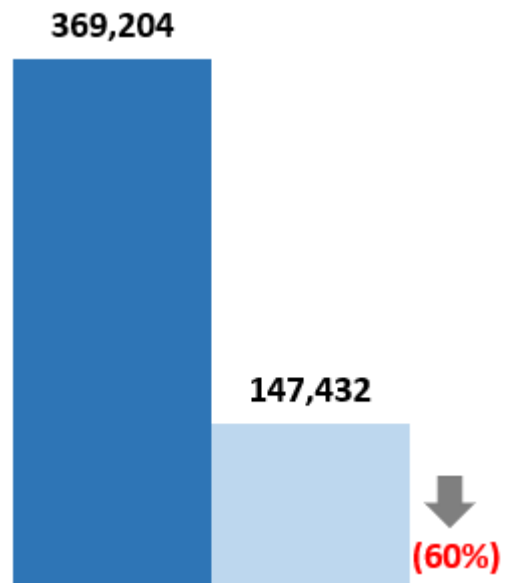
# Non-Casino Rooms Sold



# Casino Rooms Occupied

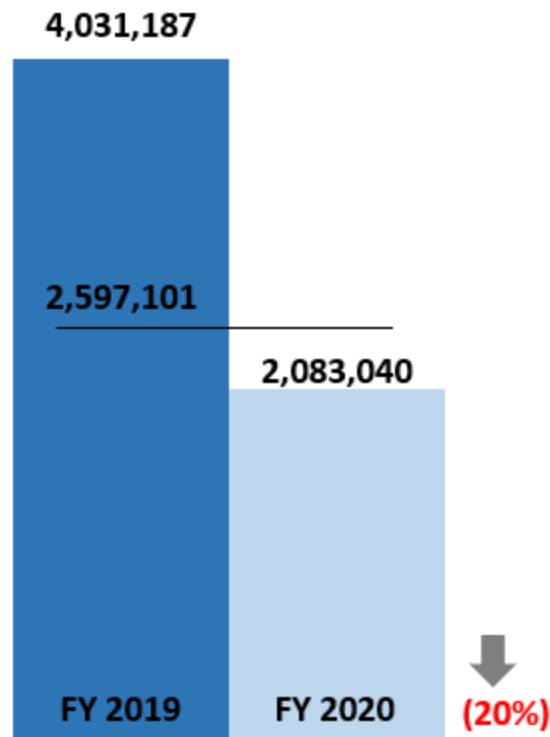


# All Rooms Sold/Occupied



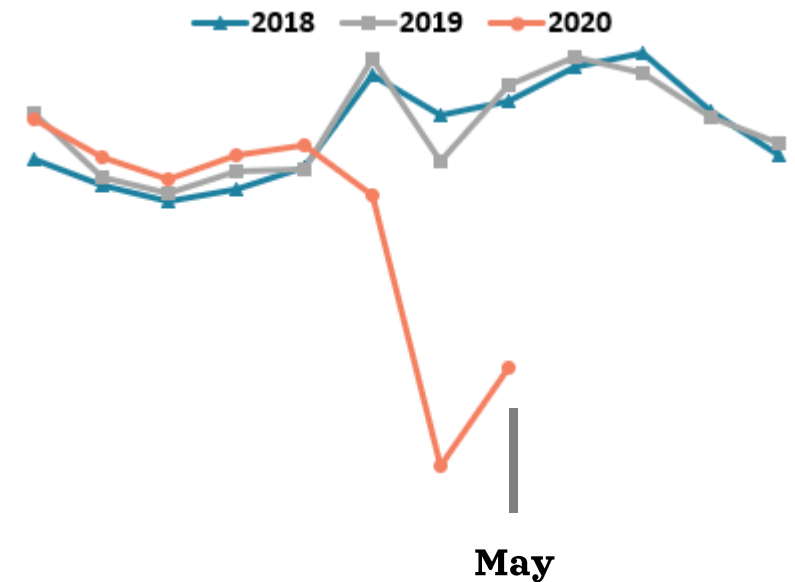
**May 2019 over May 2020**

Source: STR & MS Gaming Commission

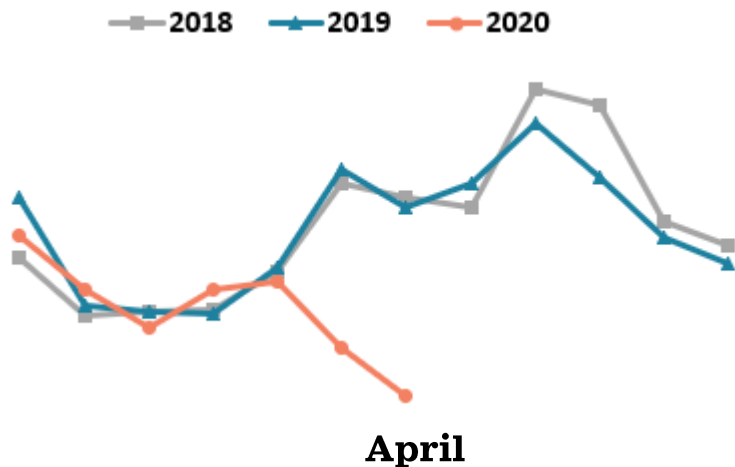
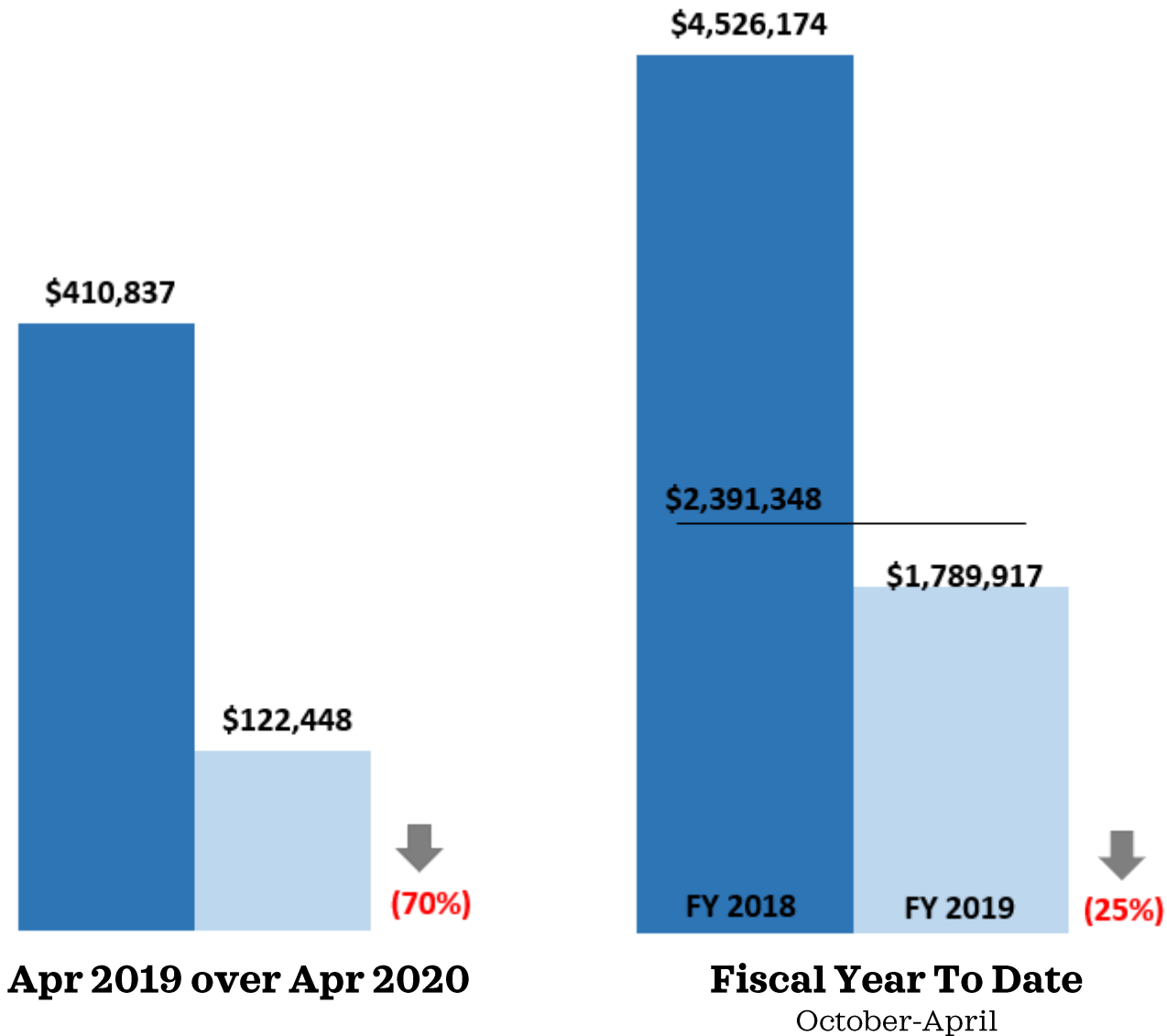


**Fiscal Year To Date**

October-May

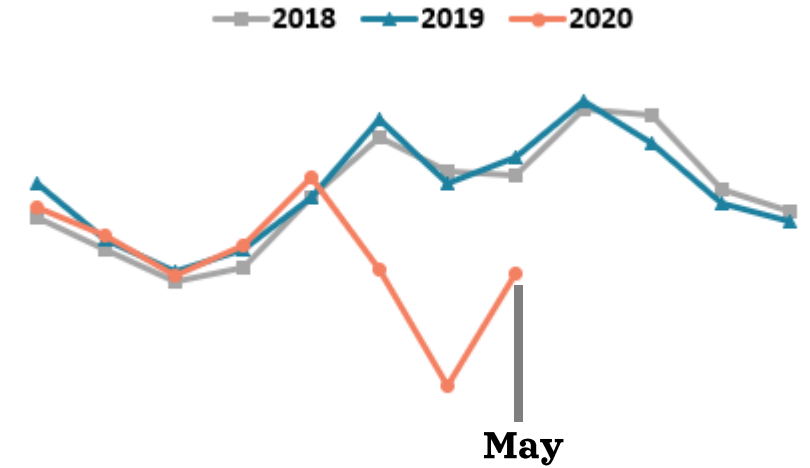
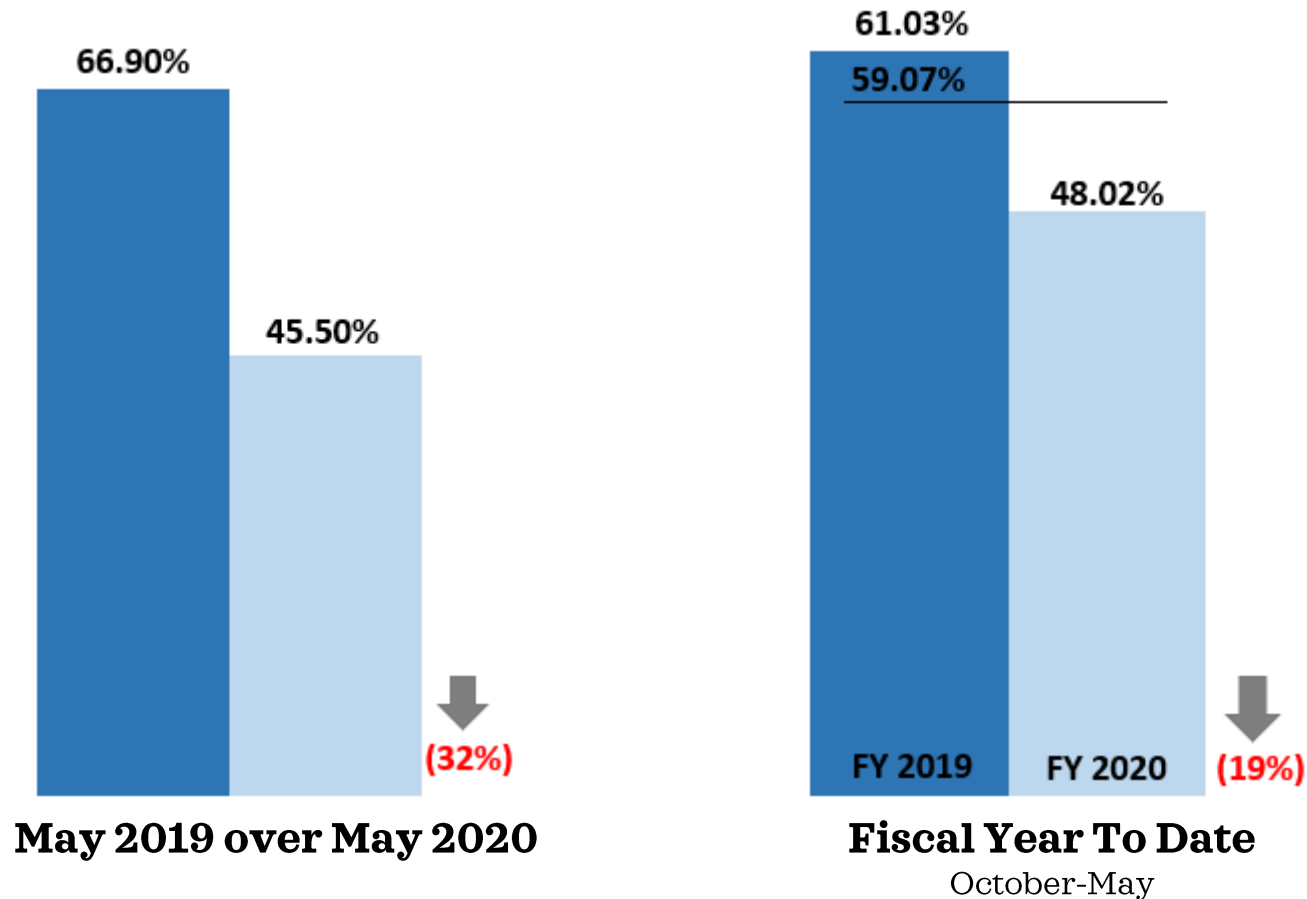


# Occupancy Tax Receipts

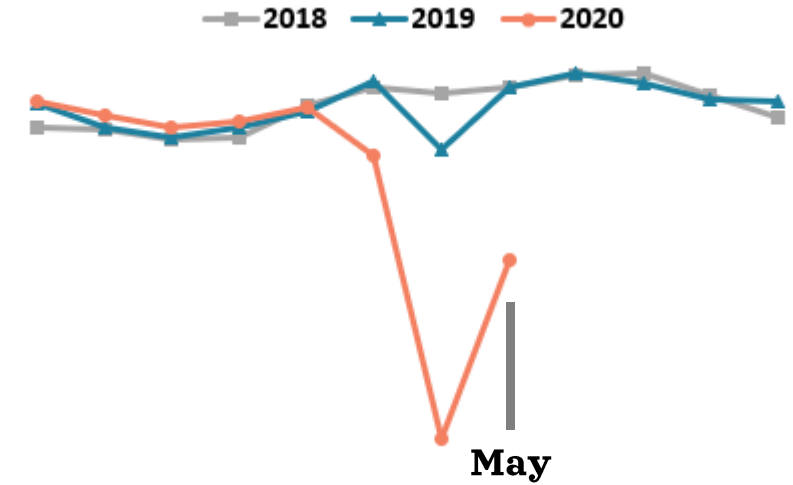
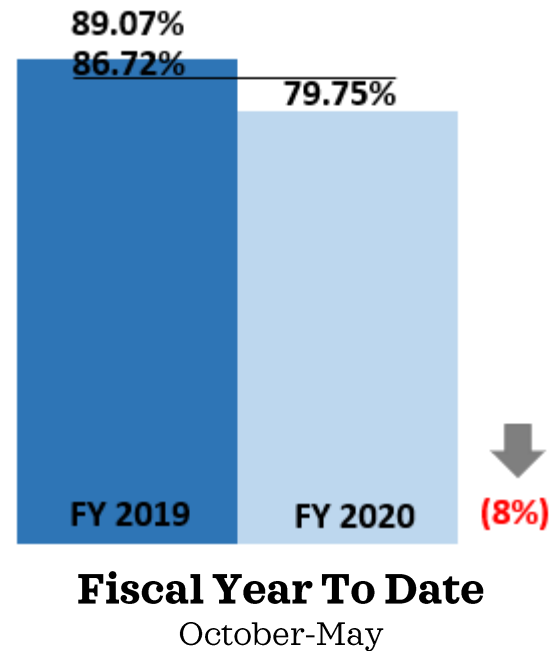
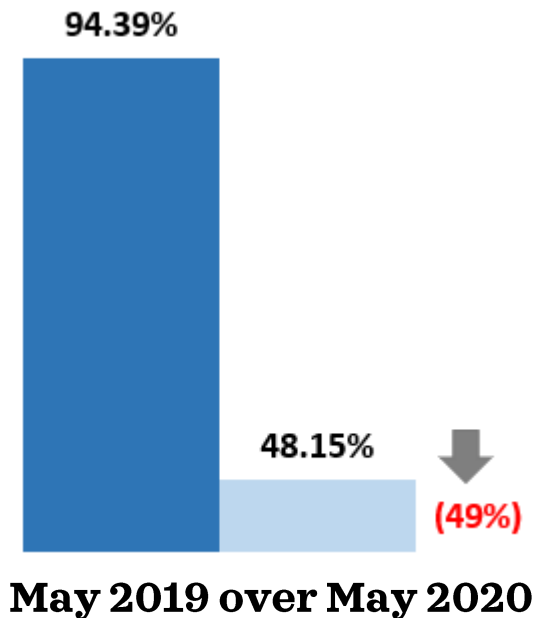


Source: MS Department of Revenue

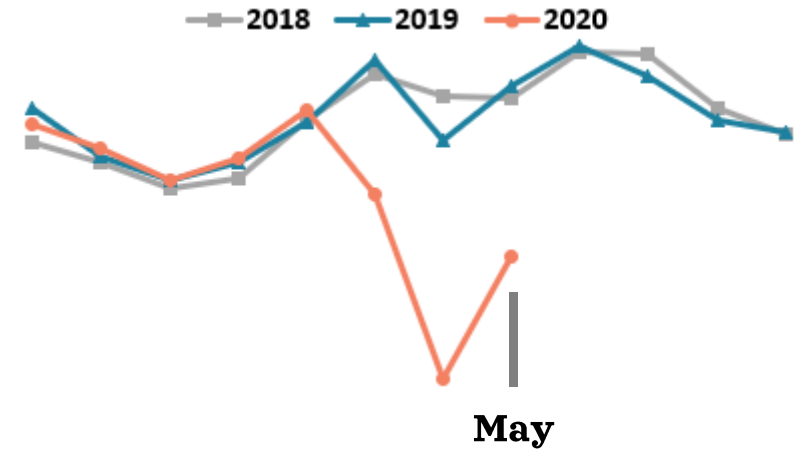
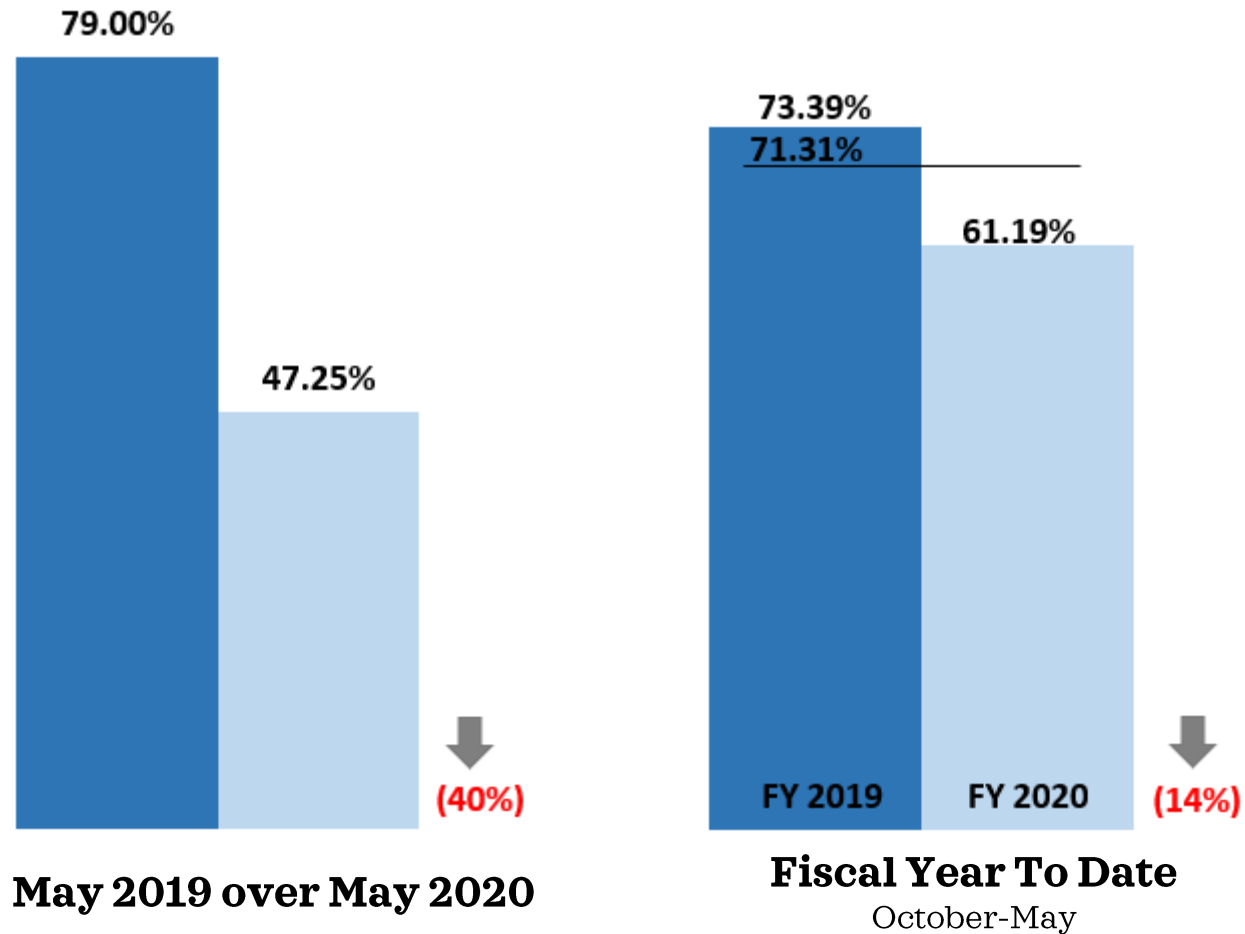
# Non-Casino Occupancy



# Casino Occupancy

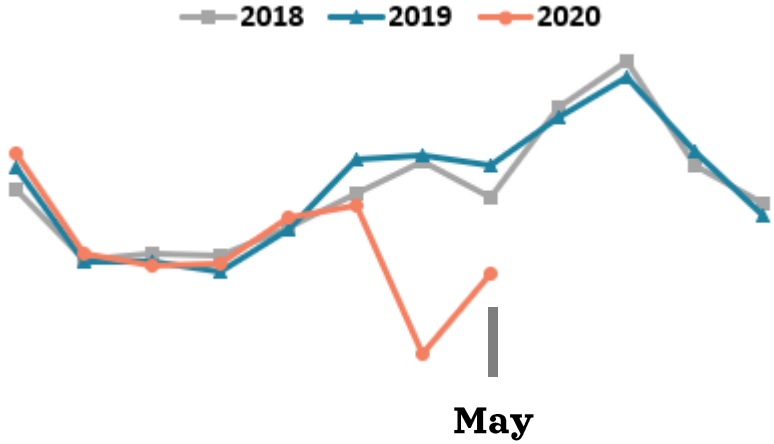
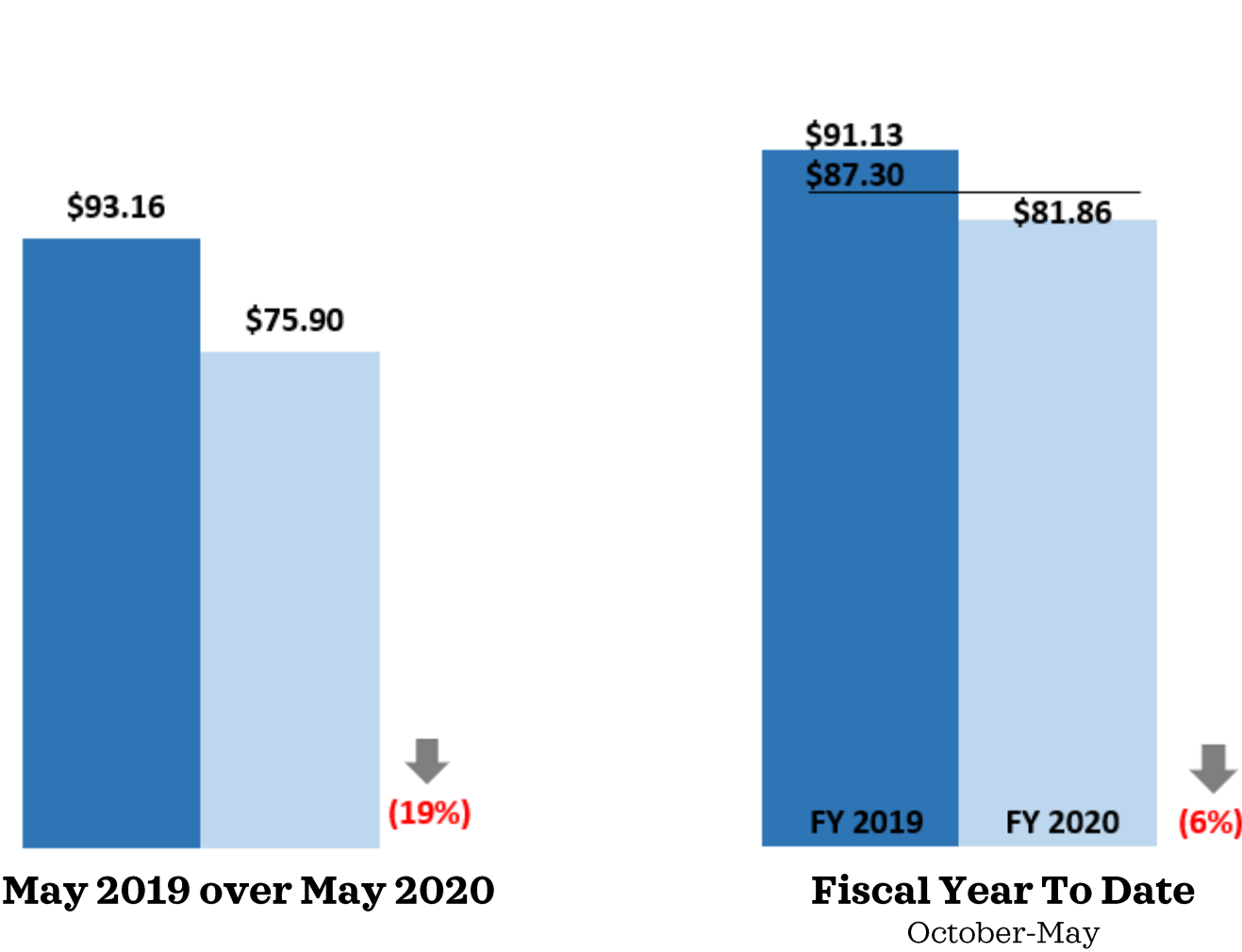


# All Occupancy



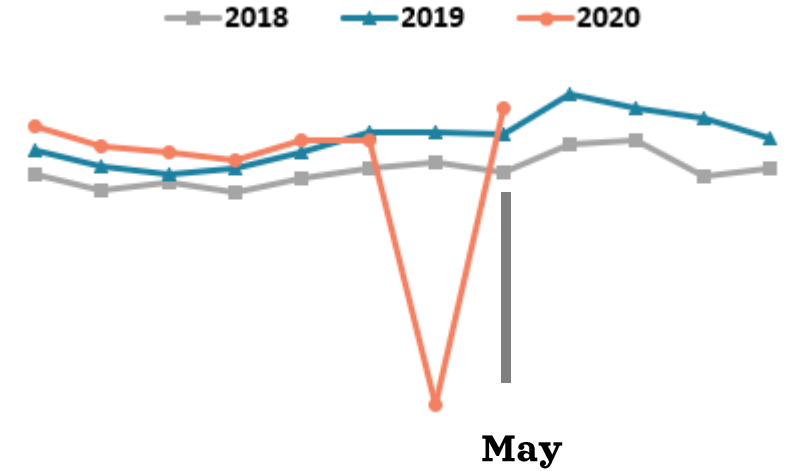
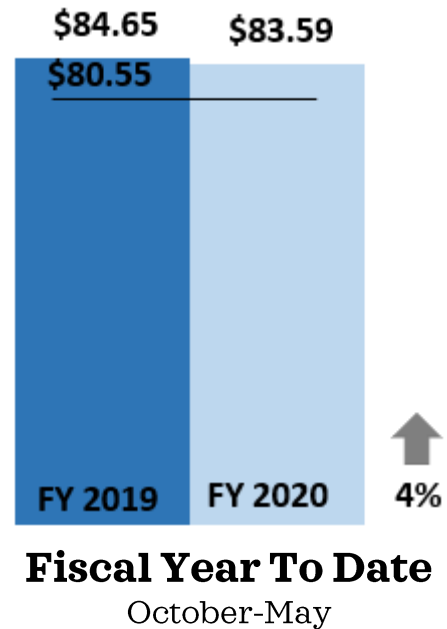
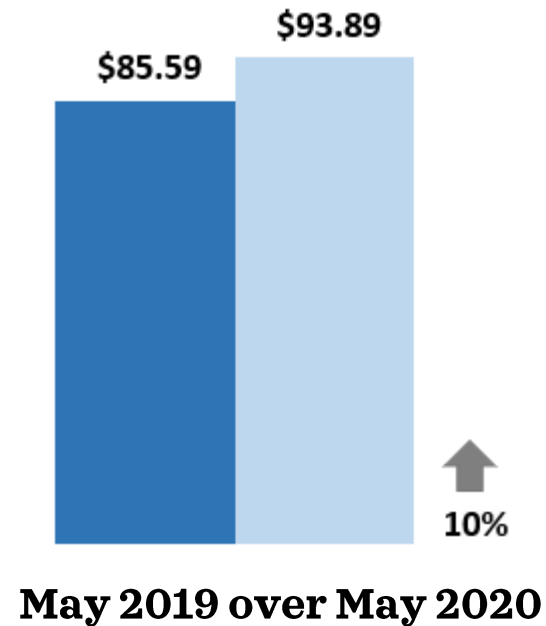


# Non-Casino ADR

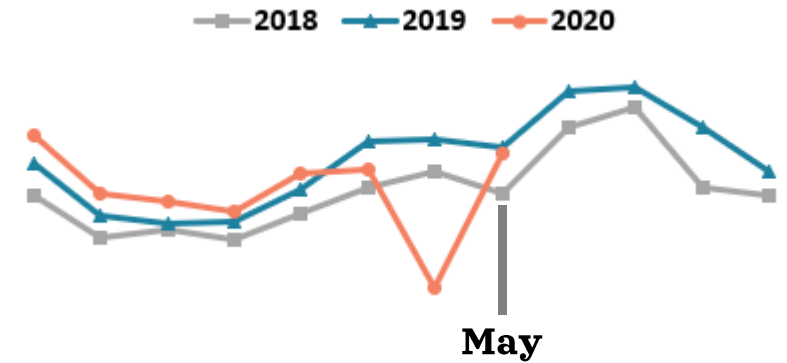
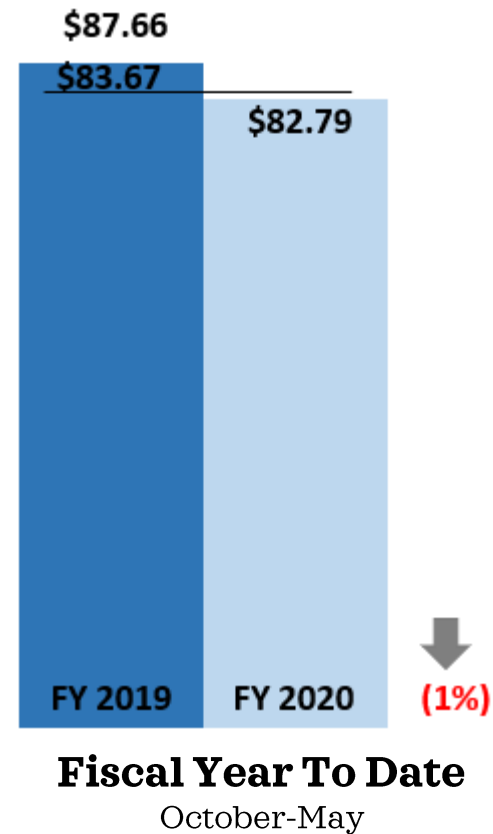
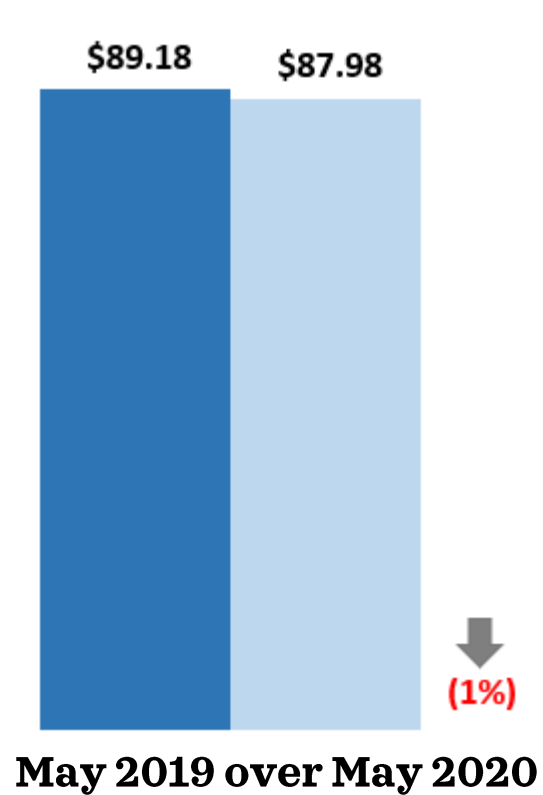


Source: STR

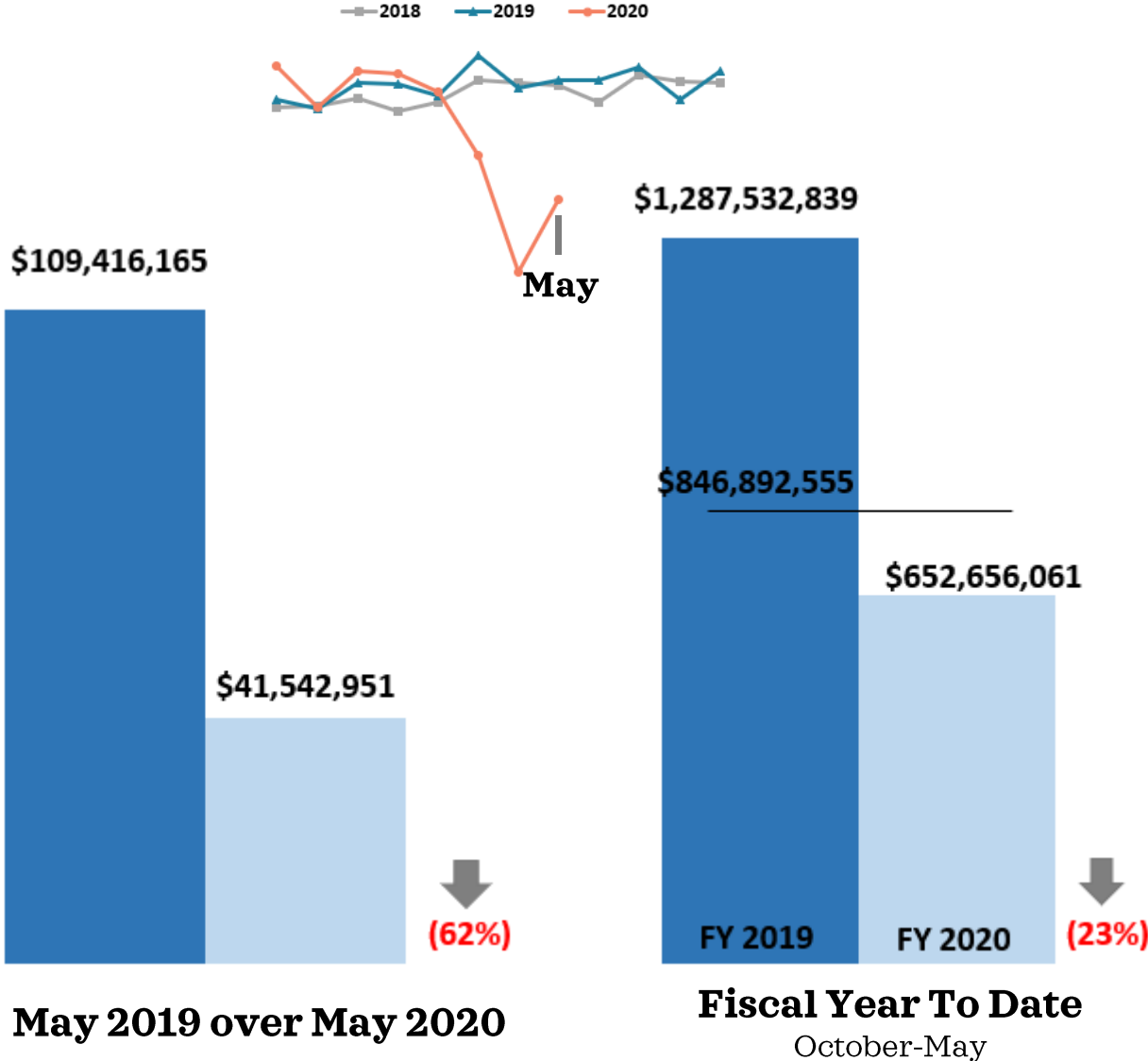
# Casino ADR



# All ADR

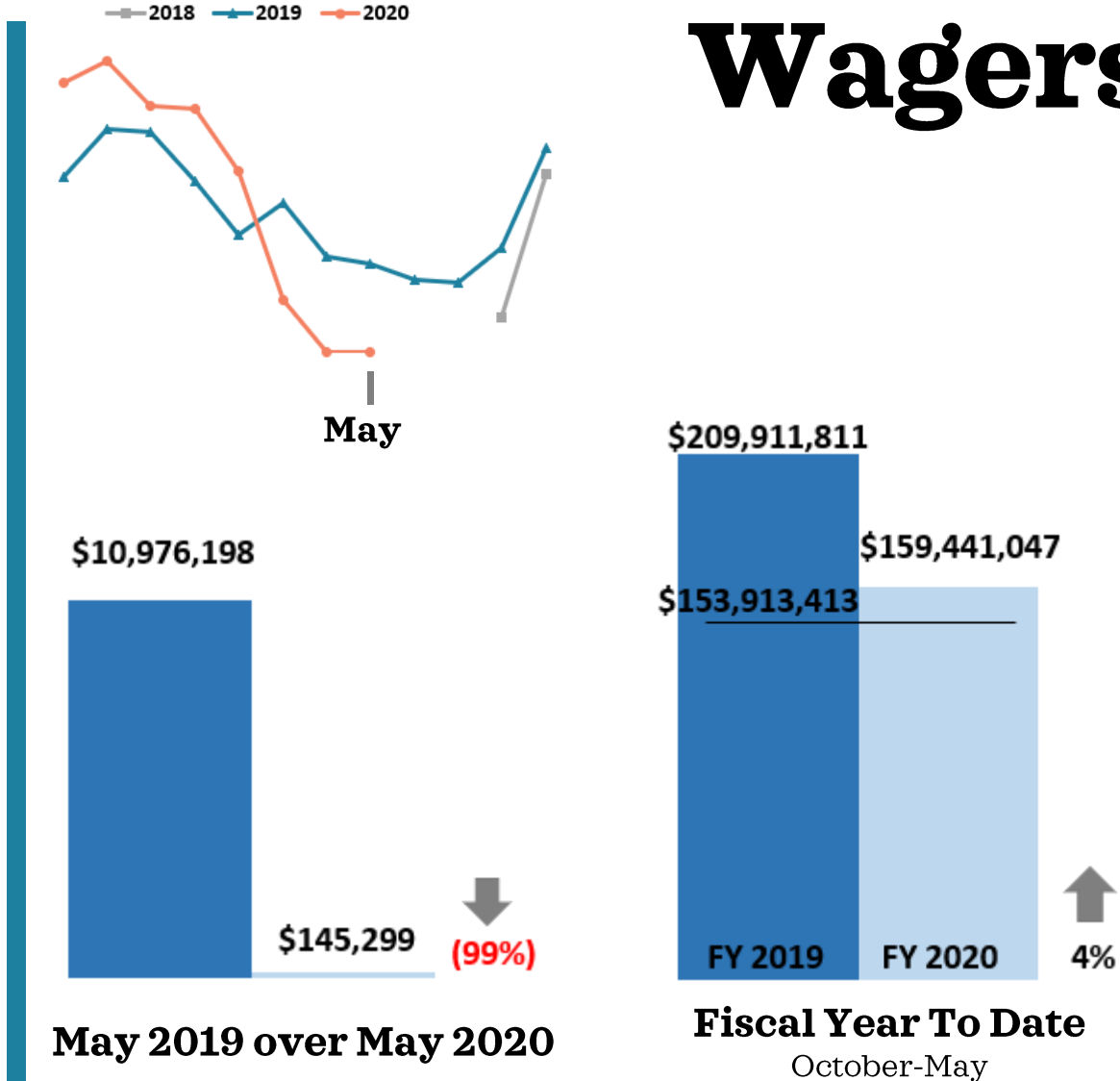


# Gaming Revenue



Source: MS Gaming Commission

# Sports Betting Wagers



\* Sports Betting began August 2018

# Airport Enplanements

# Deplanements

May

May

May 2019 over May 2020

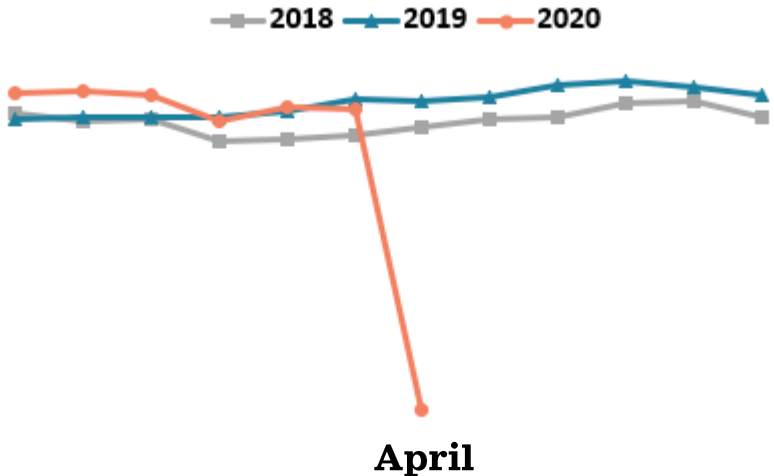
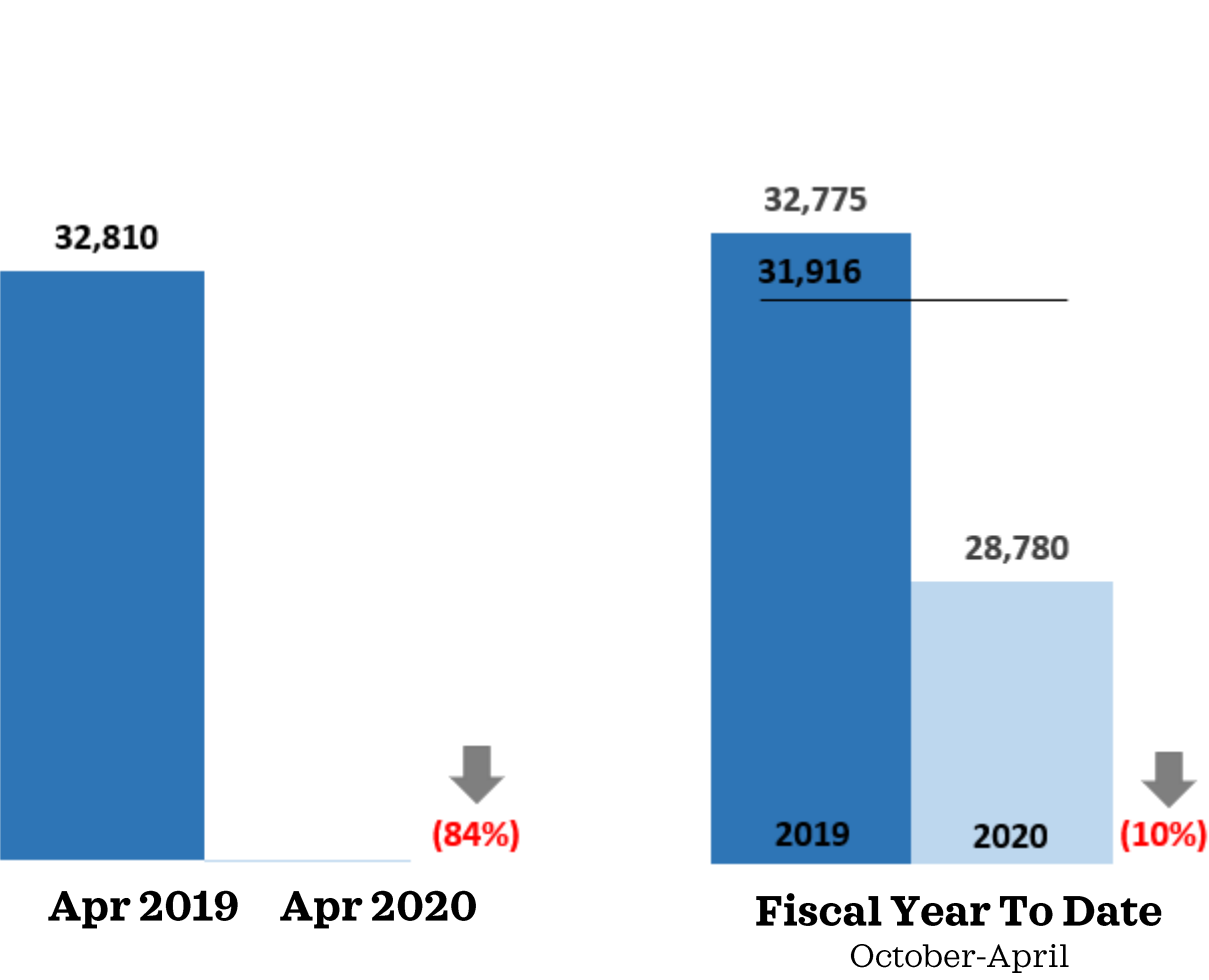
Fiscal Year to Date  
October-May

May 2019 over May 2020

Fiscal Year to Date  
October-May

Source: Gulfport Biloxi International Airport

# Leisure & Hospitality Jobs

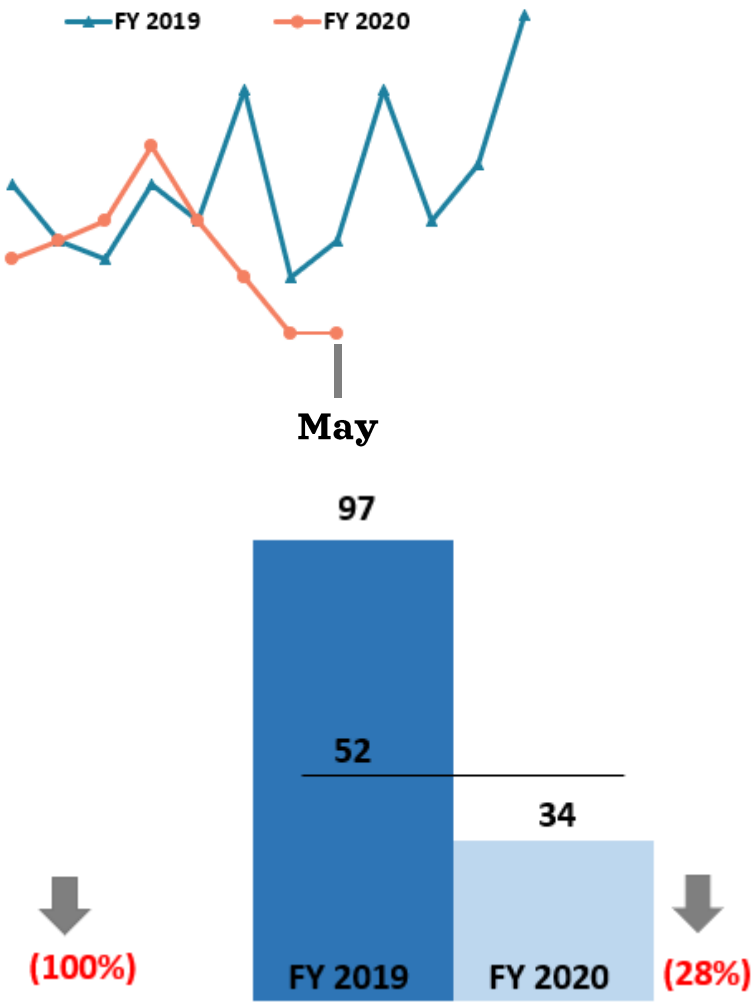


Yearly numbers reflect an average of all months in the FY.

Source: MS Department of Employment Security

# Definite Bookings - Meeting/Sports

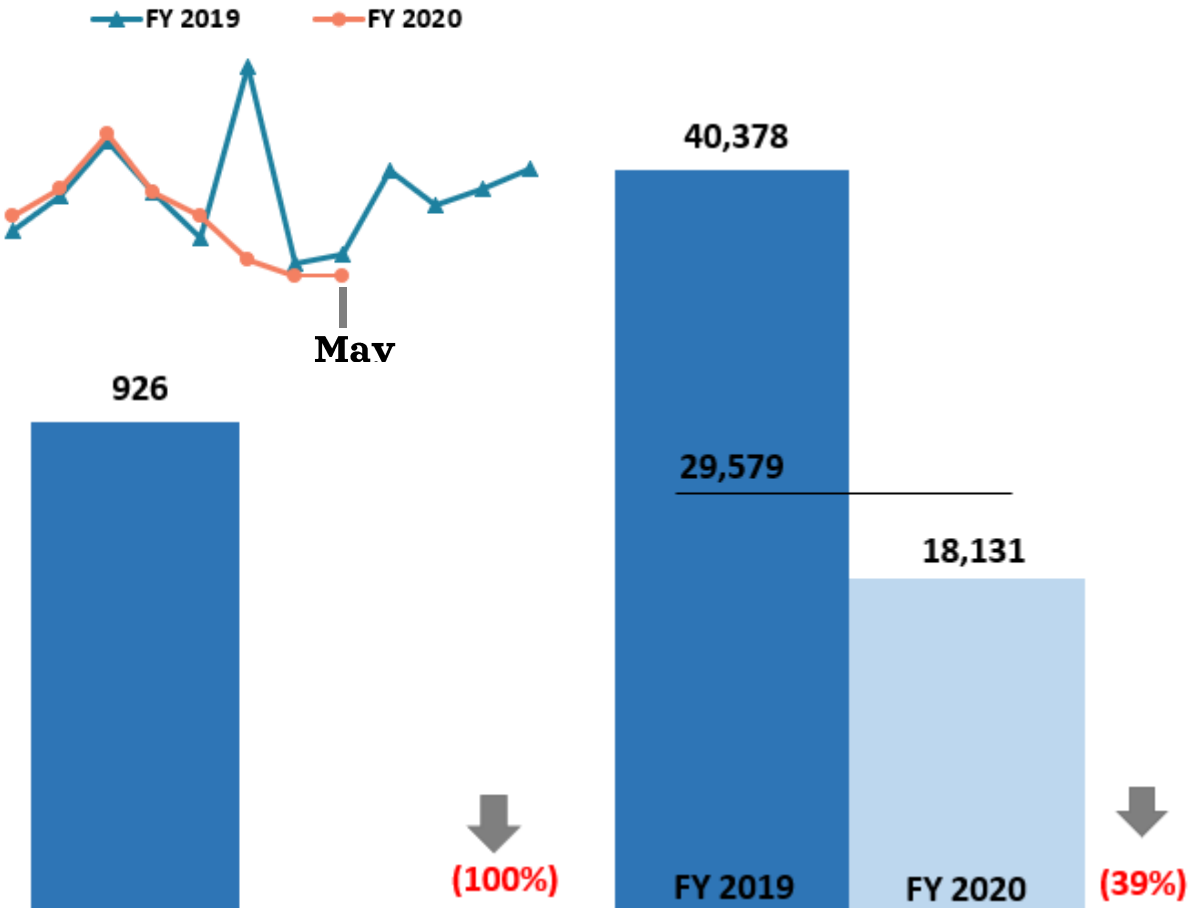
## Bookings



May 2019 over May 2020

Fiscal Year To Date  
October-May

## Room nights

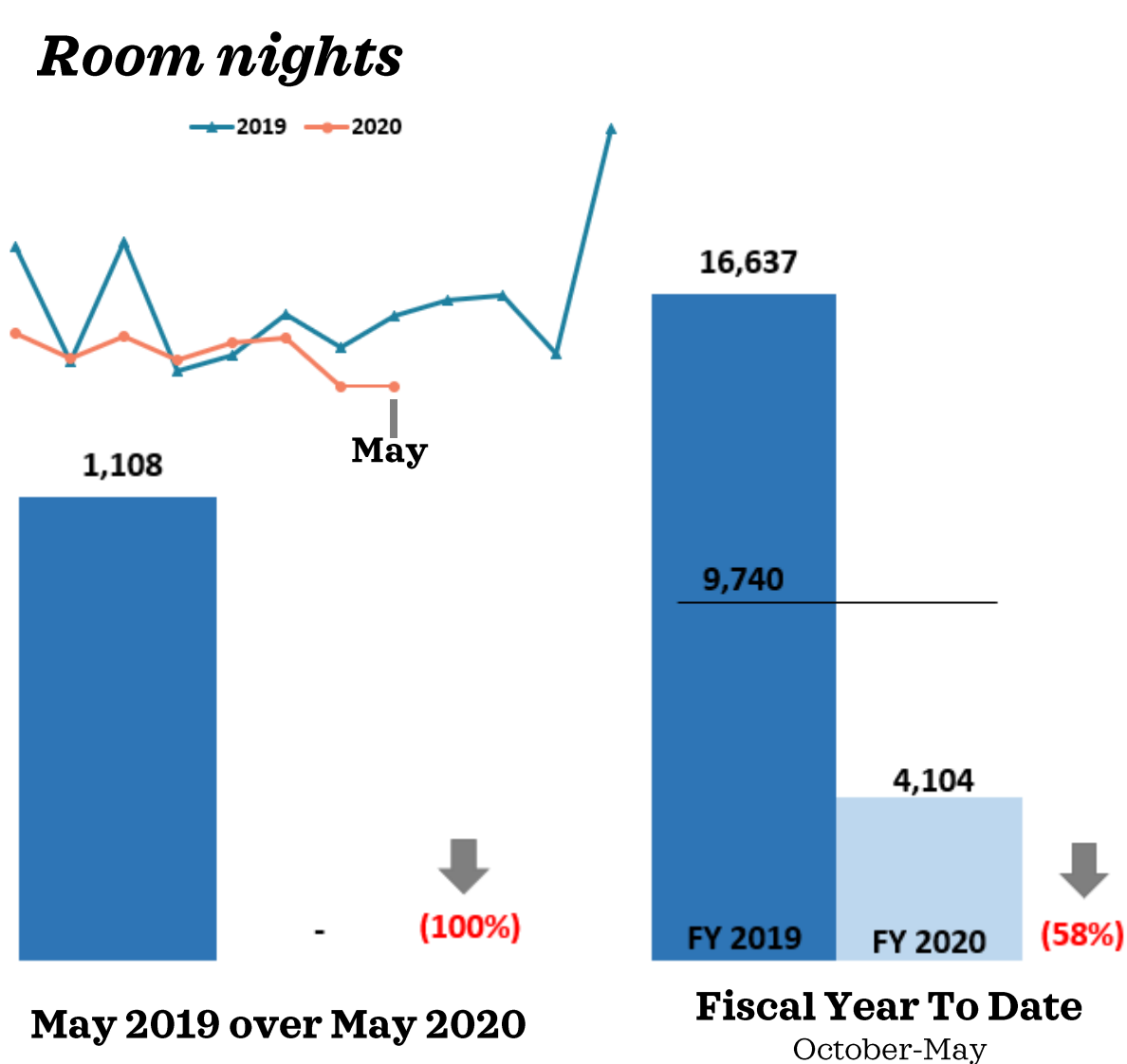
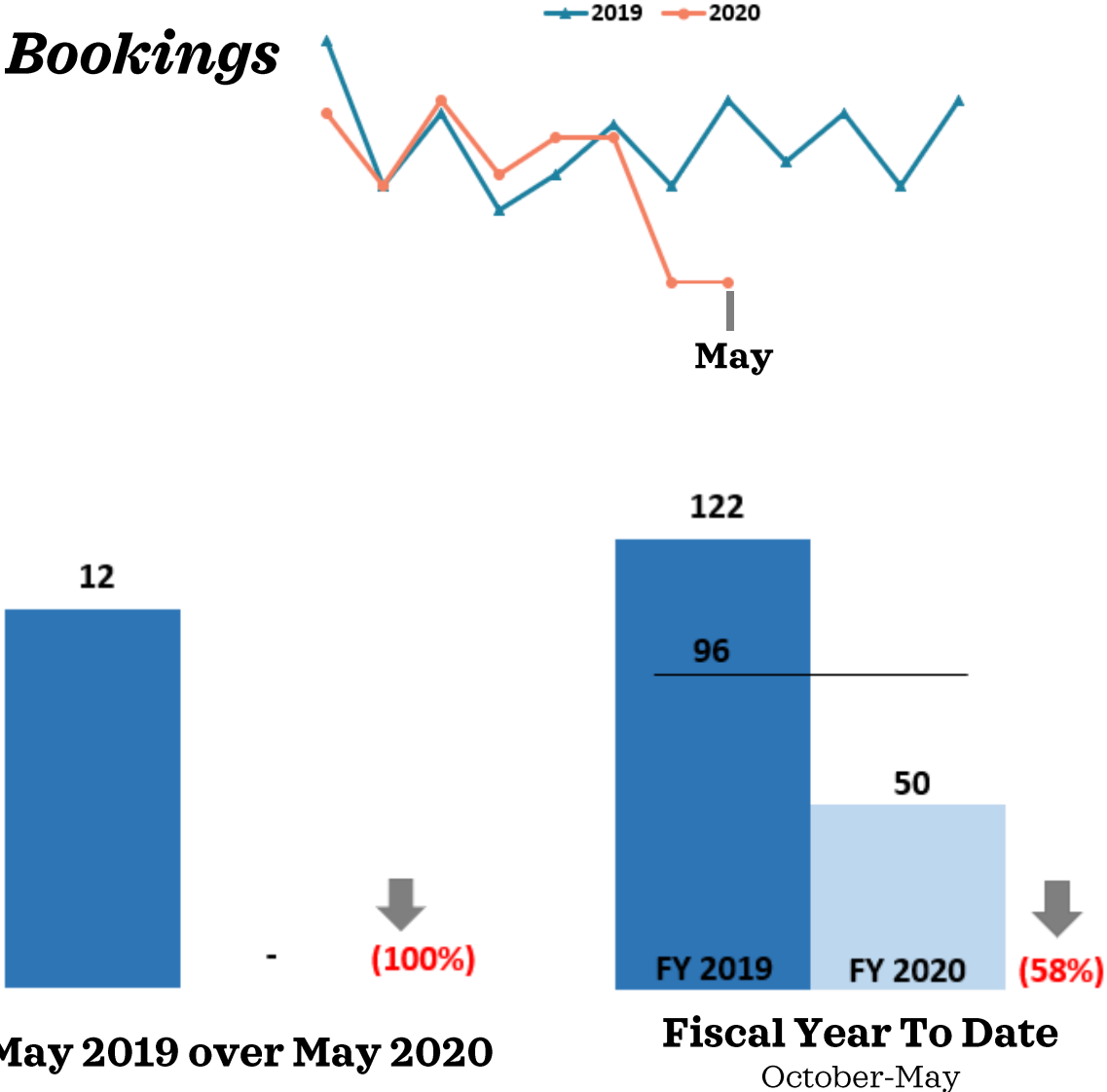


May 2019 over May 2020

Fiscal Year To Date  
October-May

# Definite Bookings - Leisure

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

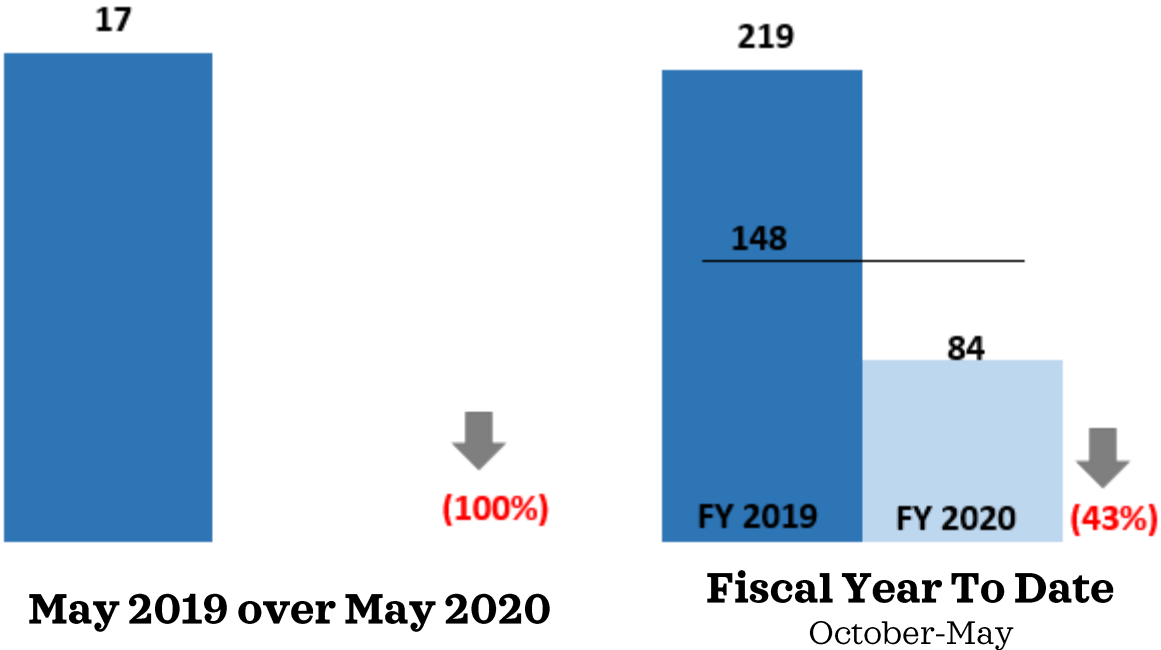
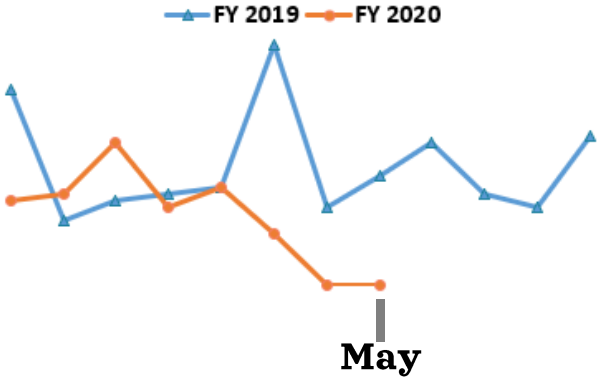


Source: Coastal Mississippi

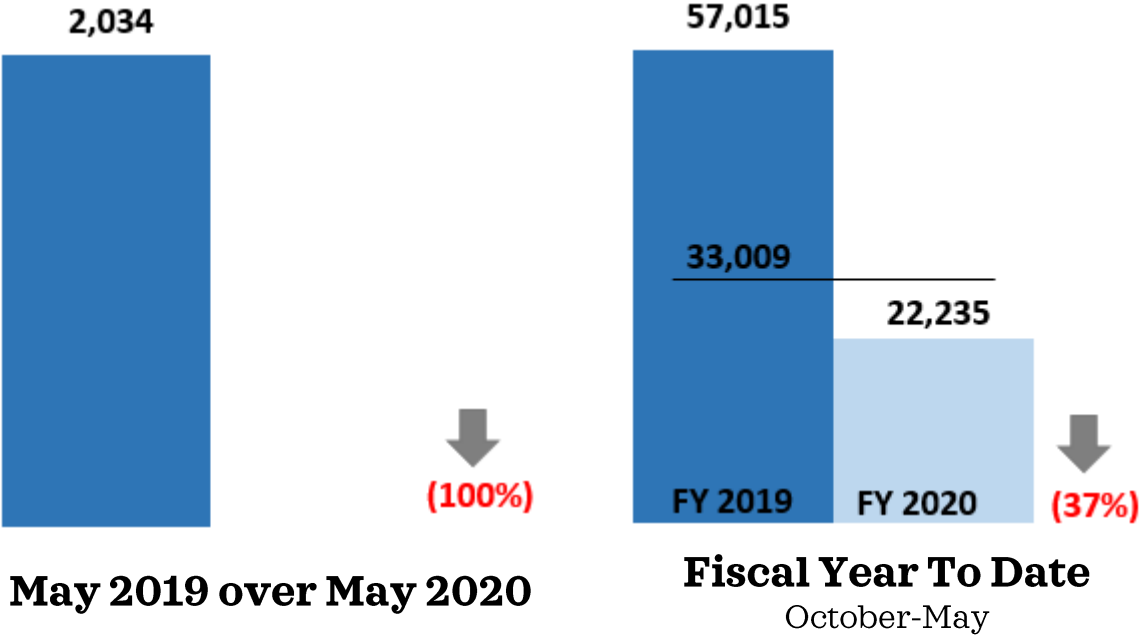
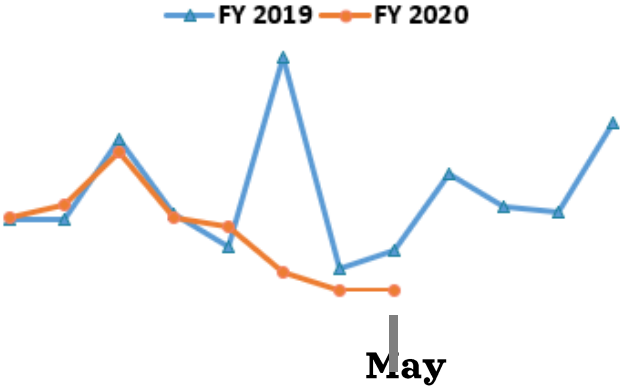


# Definite Bookings - All Sales

## Bookings

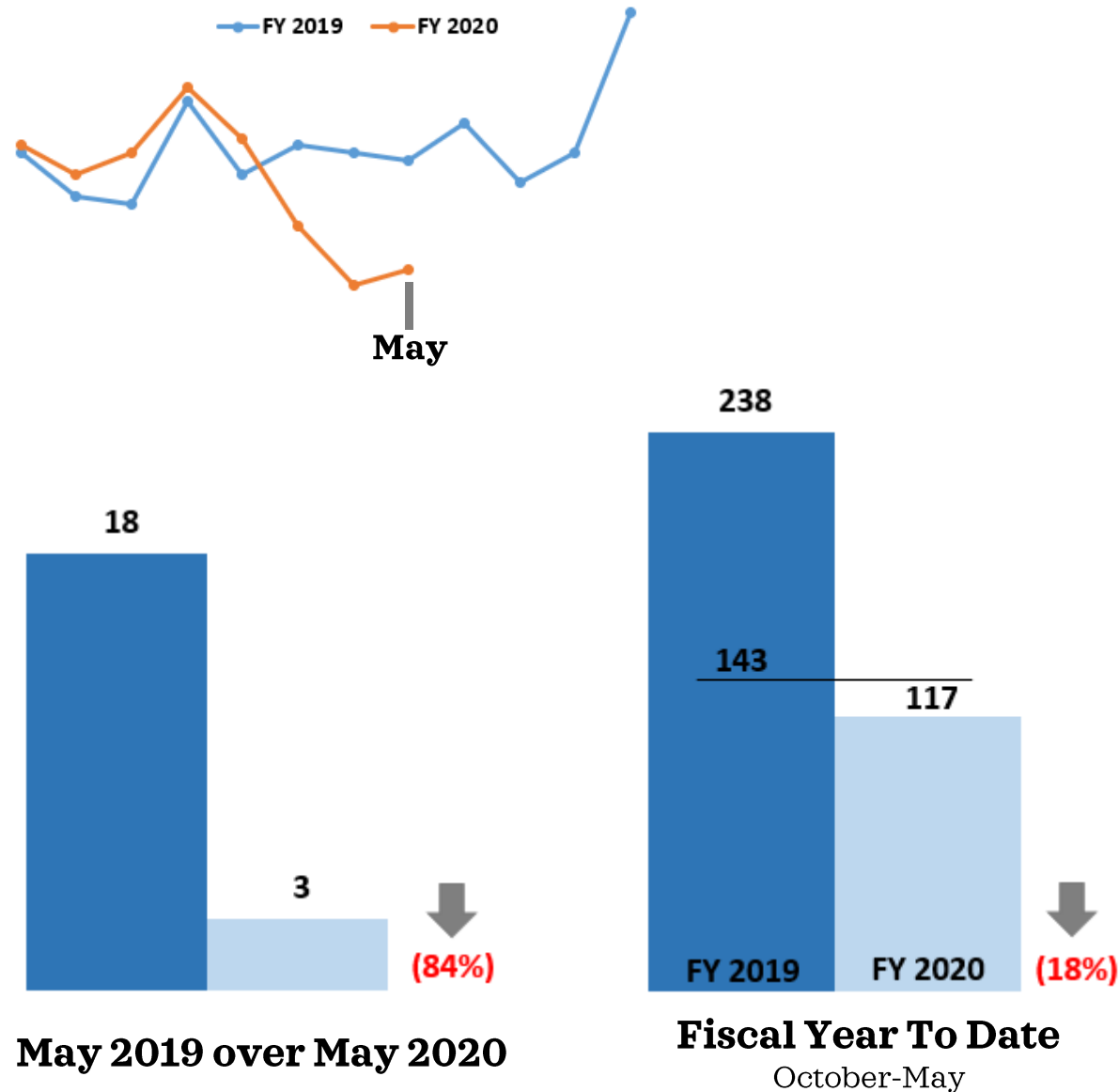


## Room nights

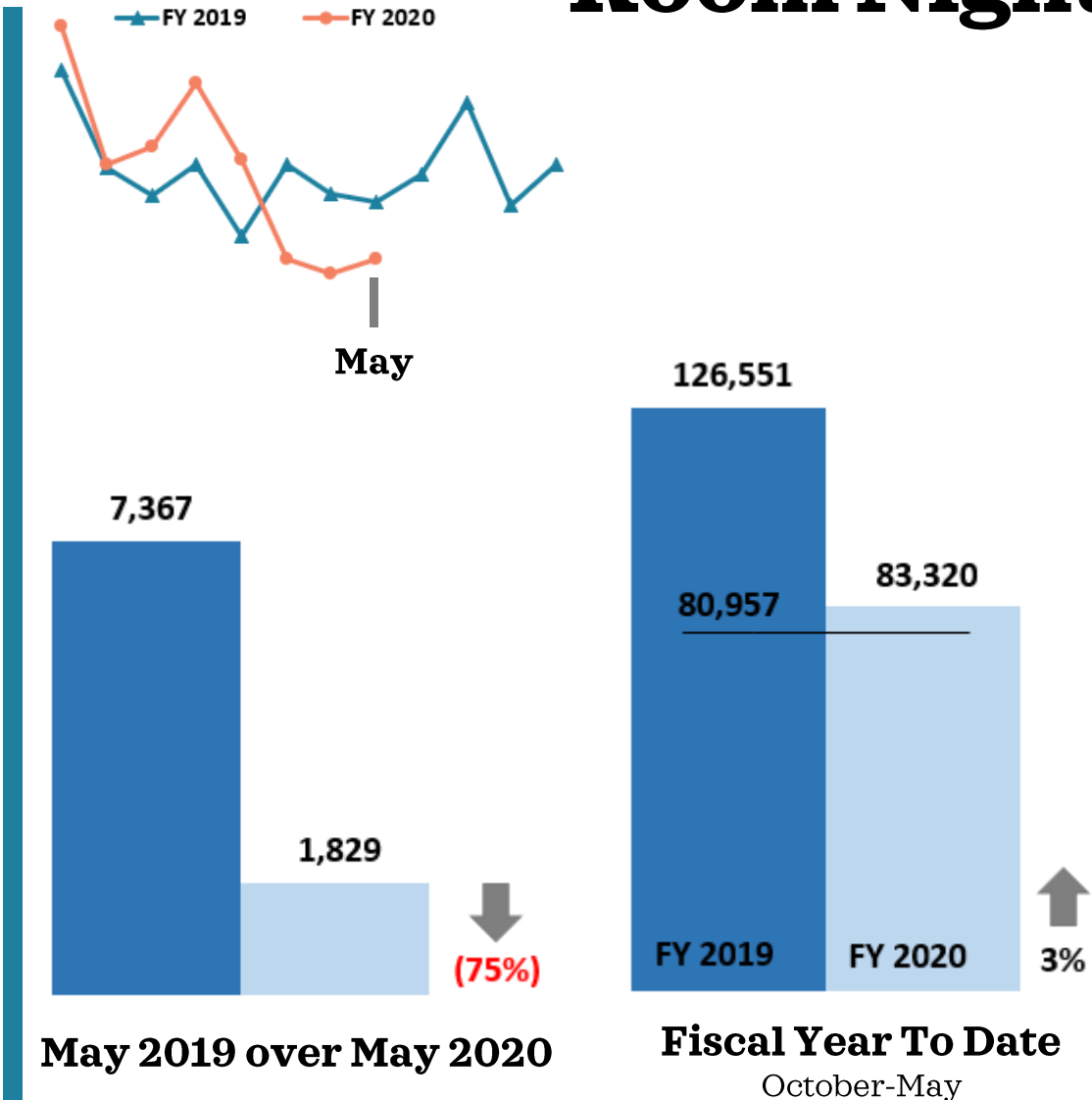


Source: Coastal Mississippi

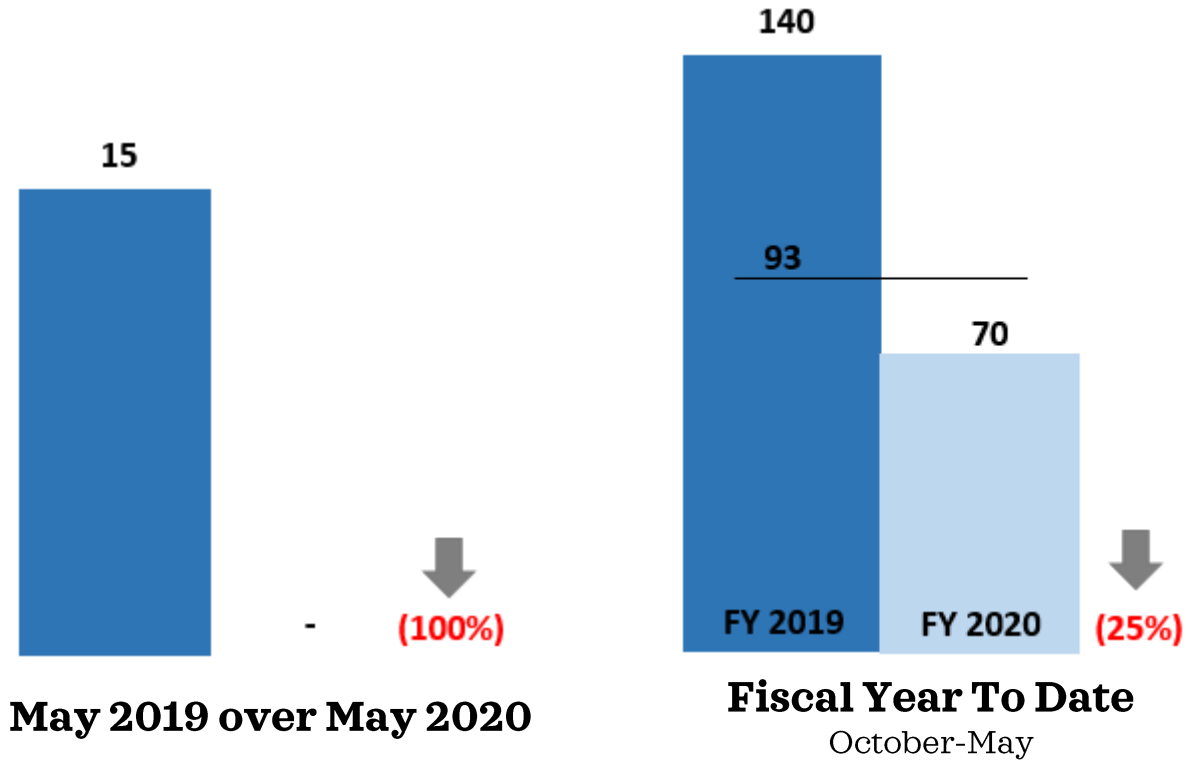
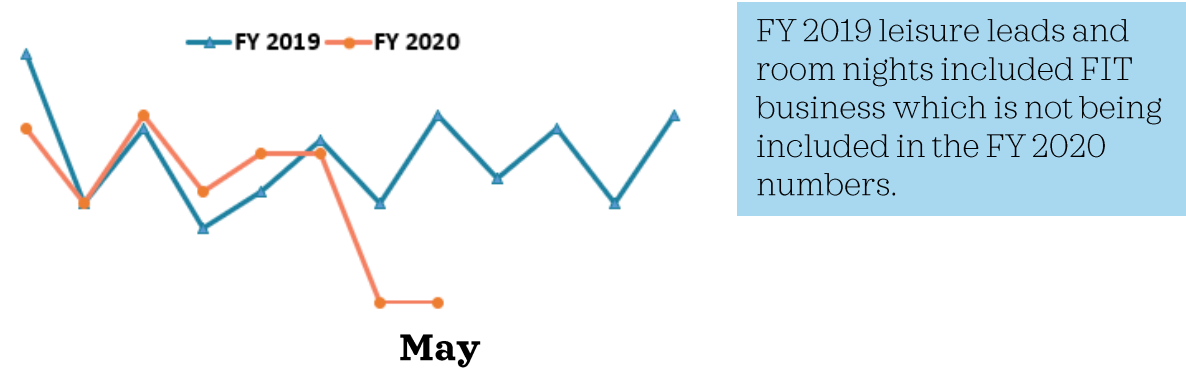
# Leads Issued – Meetings/Sports



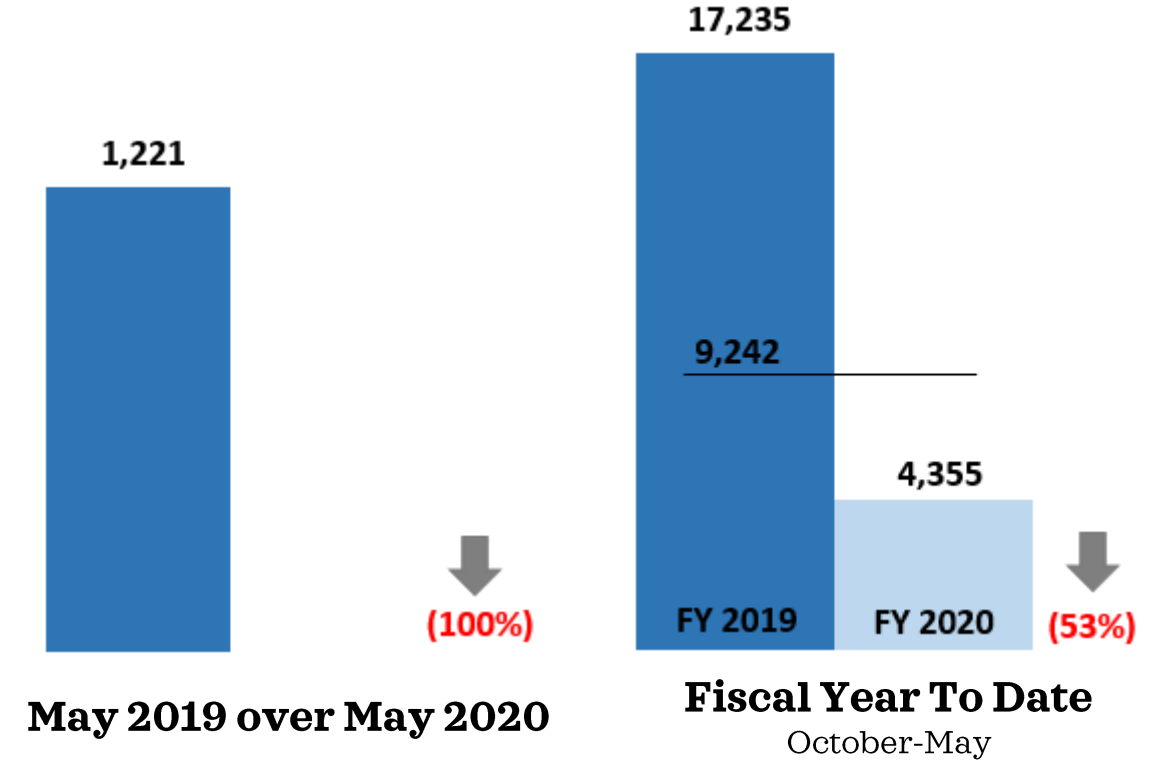
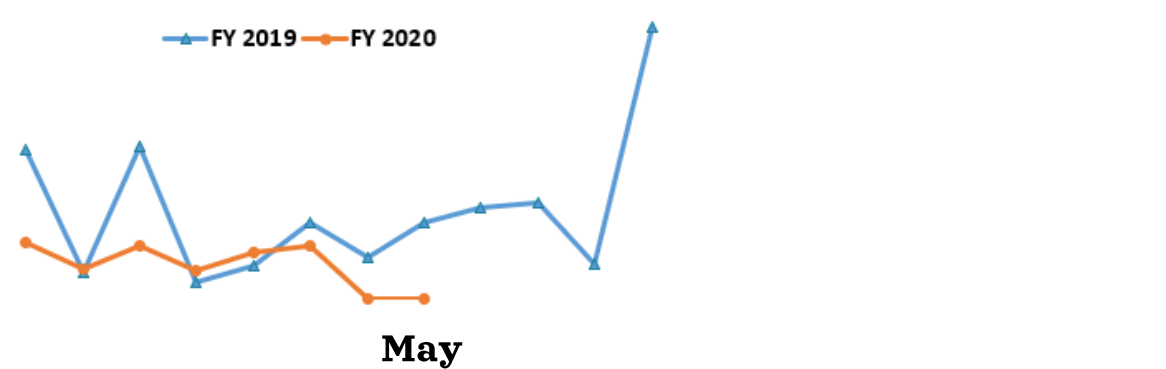
# Potential Room Nights



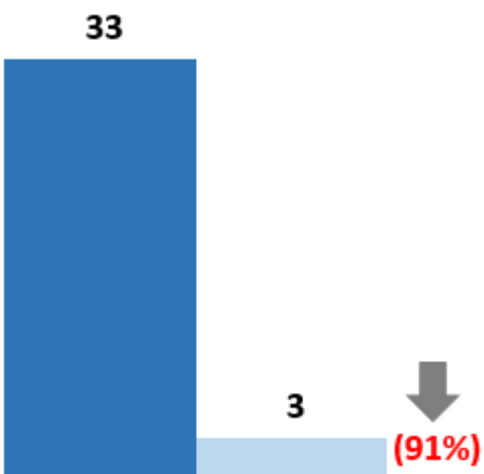
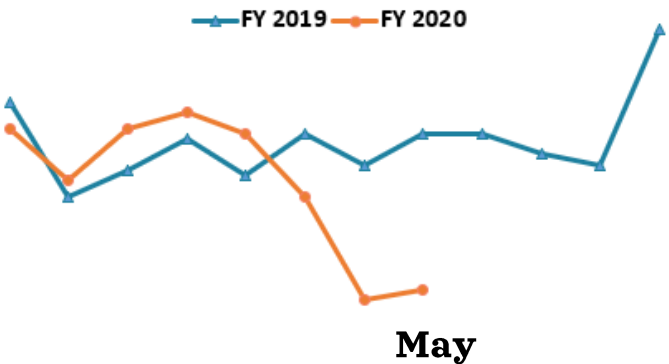
# Leads Issued - Leisure



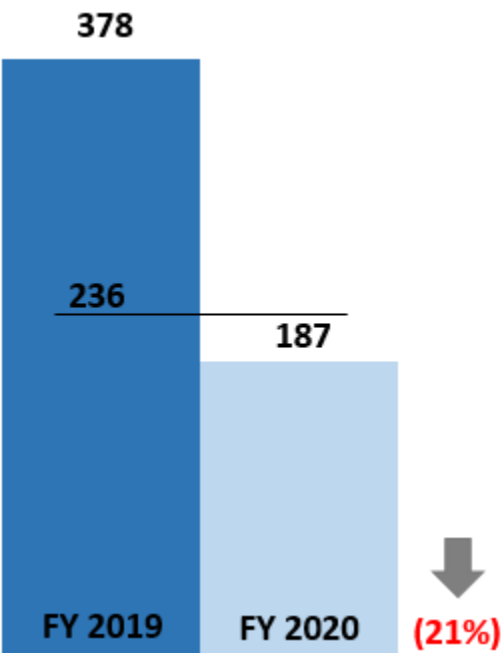
# Potential Room Nights



# Leads Issued - All Sales

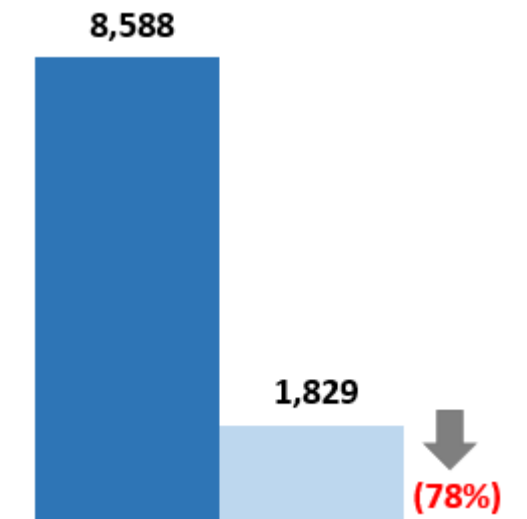
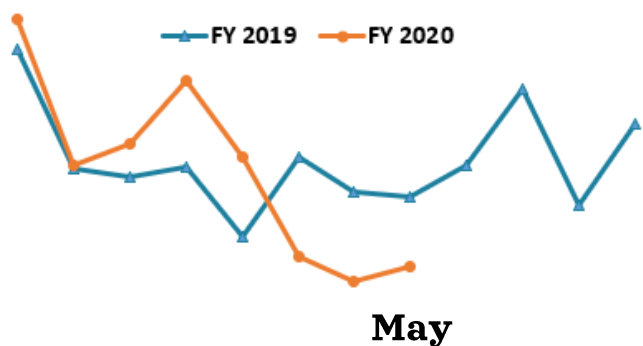


May 2019 over May 2020

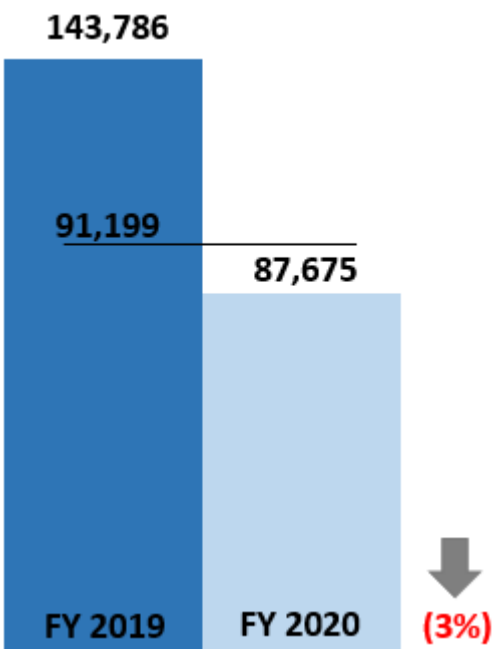


Fiscal Year To Date  
October-May

# Potential Room Nights

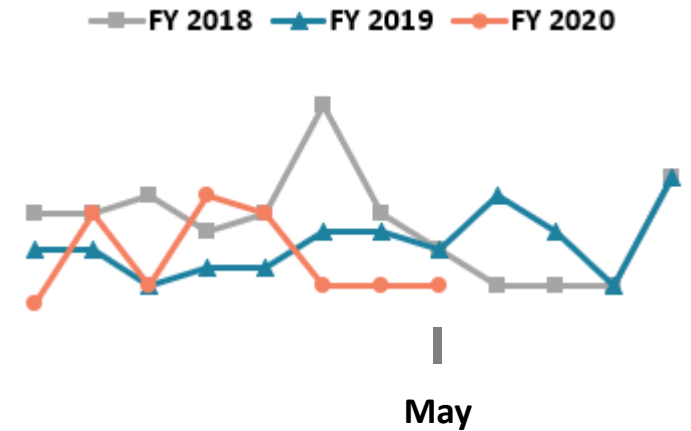
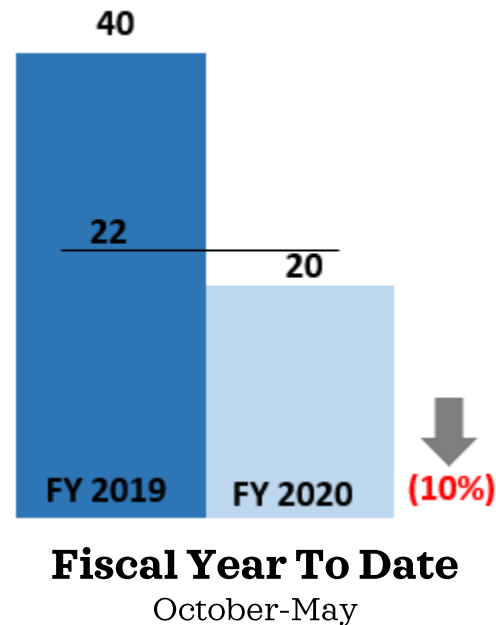
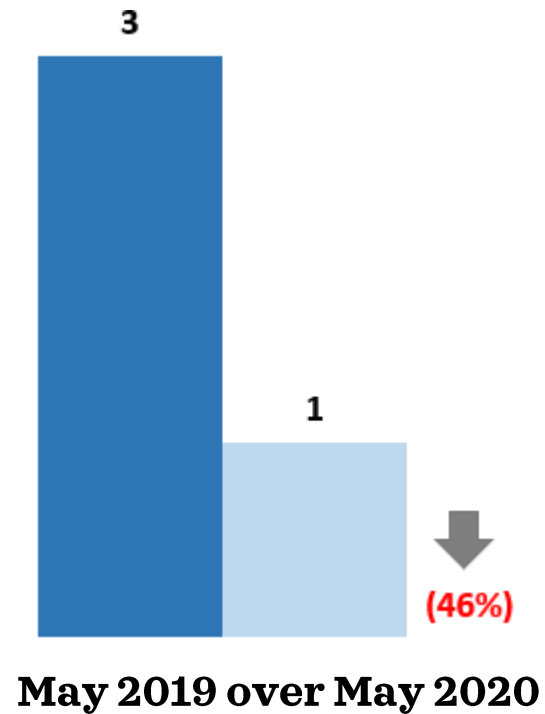


May 2019 over May 2020

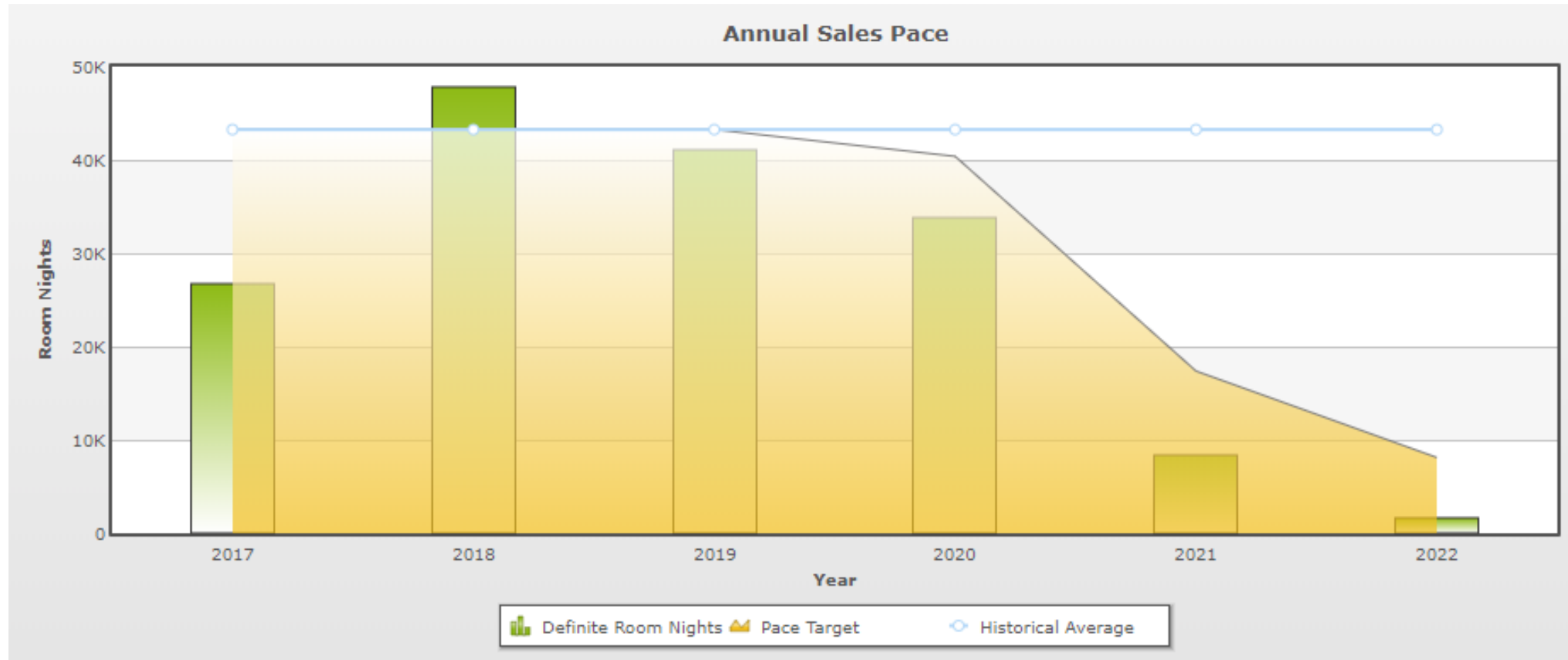


Fiscal Year To Date  
October-May

# Convention Center Leads



# Pace Report

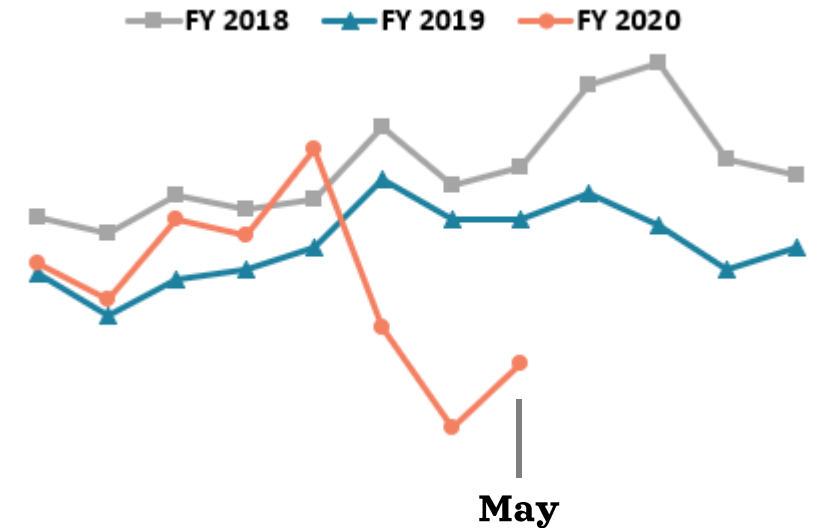
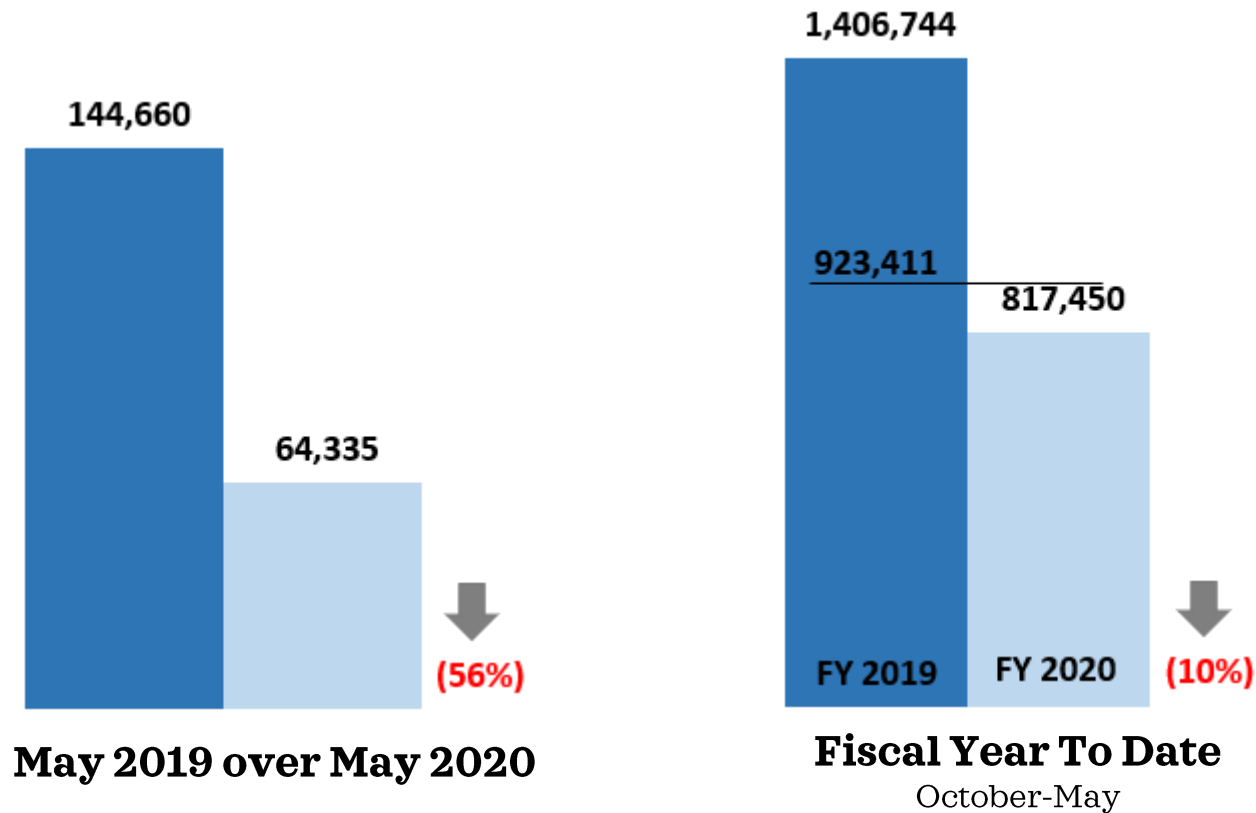


# Pace Report - Pipeline



# Google Analytics - Users

- Traffic Analysis:  
Overall traffic decreased by 61% in May, compared to last year. This is still a large YoY decline but there has been improvement since last month.
- Month over month we saw an increase of users by 122% and pageview an increase of 117%
- An additional piece of good news is that our site is outperforming the industry's overall and organic engagement metrics.





# 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	66	98				
Total Active Newsletter Recipients 19,249												
Request the Guide	226	192	204	563	478	209	225	582				
Digital Guide Viewed	267	291	340	472	573	251	43	120				

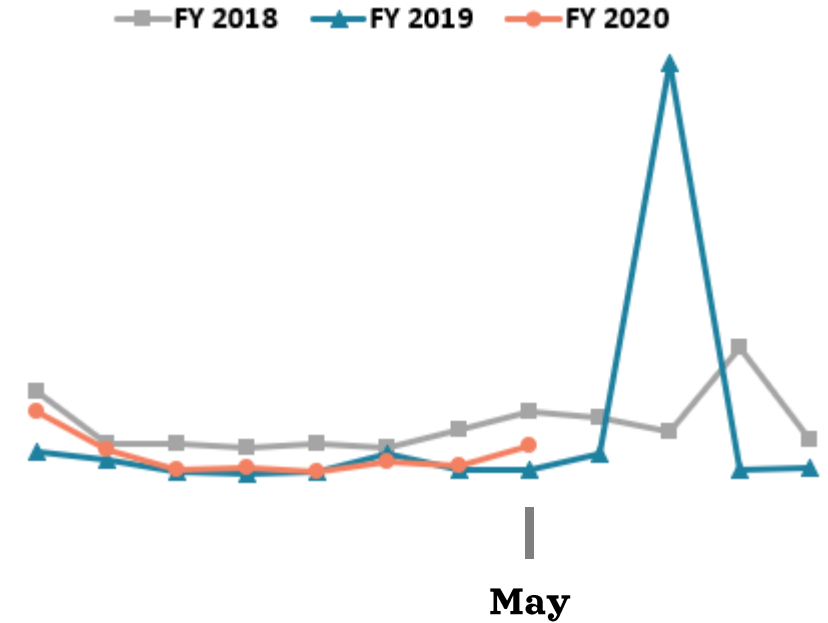
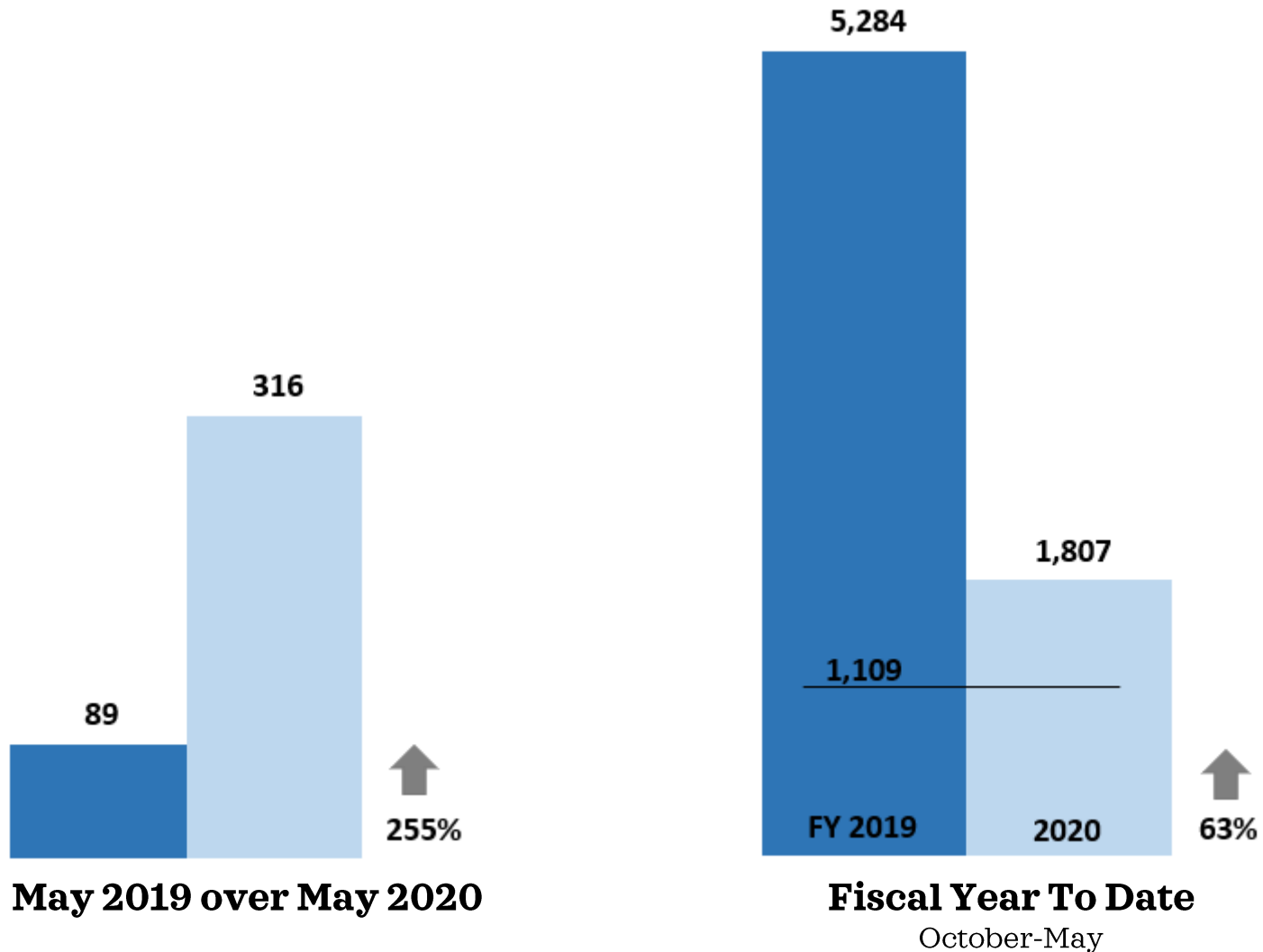
# Action Taken

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

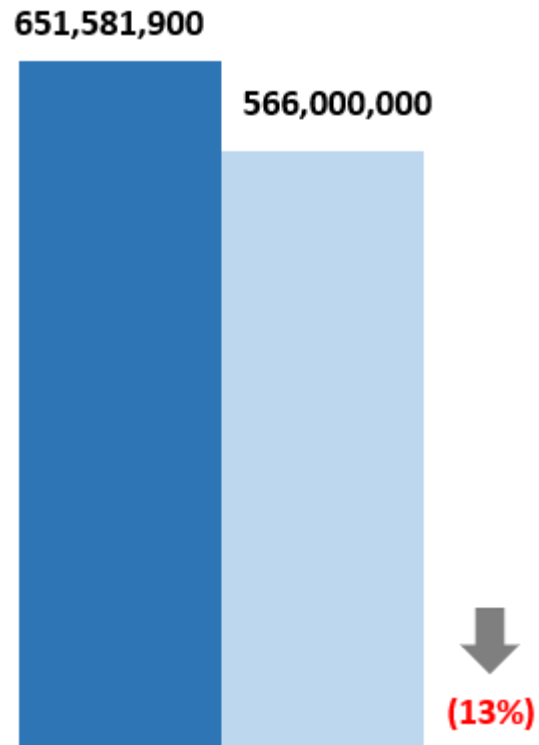
Website Referral - Referrals to partner websites from any of our pages.

Event Detail	12,074	13,261	22,531	13,490	17,303	6,141	572	903				
Listing Detail	9,730	7,633	7,926	12,639	13,739	8,831	2,786	12,156				
Website referral	19,886	16,651	23,700	21,985	38,625	14,639	4,022	6,780				

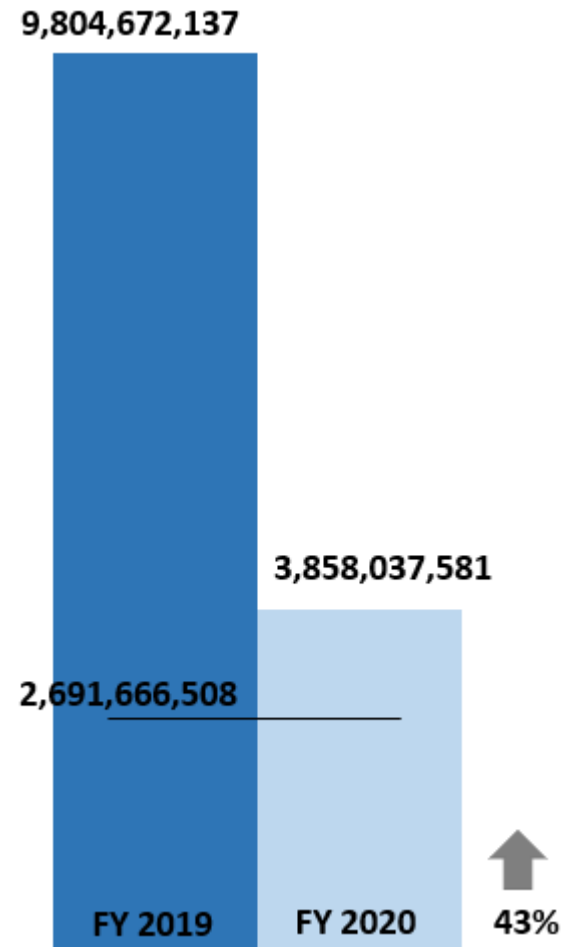
# Number of Articles



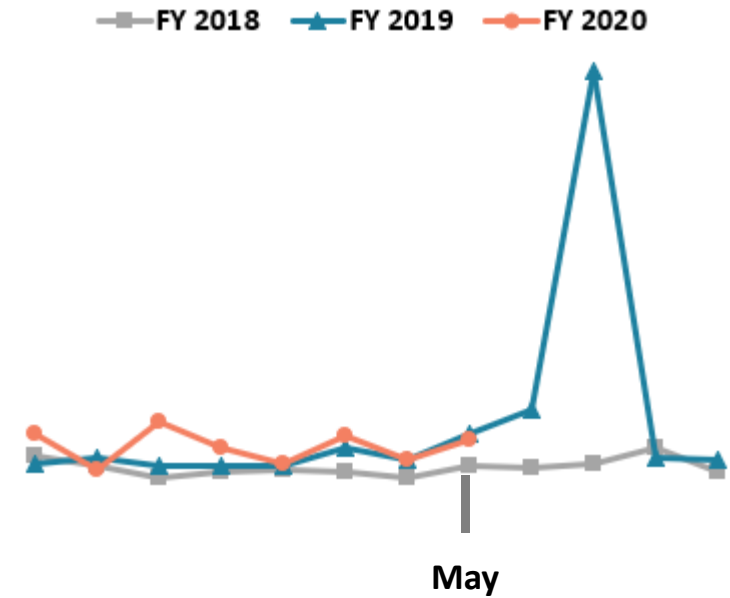
# Impressions



May 2019 over May 2020

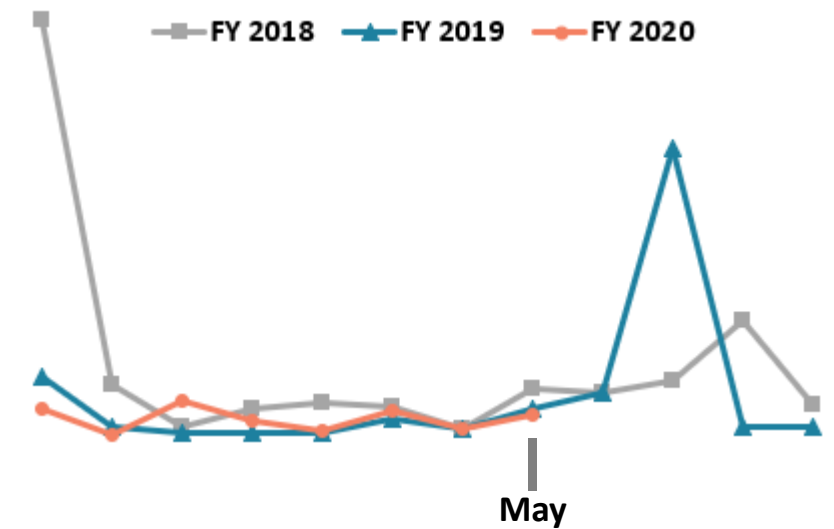
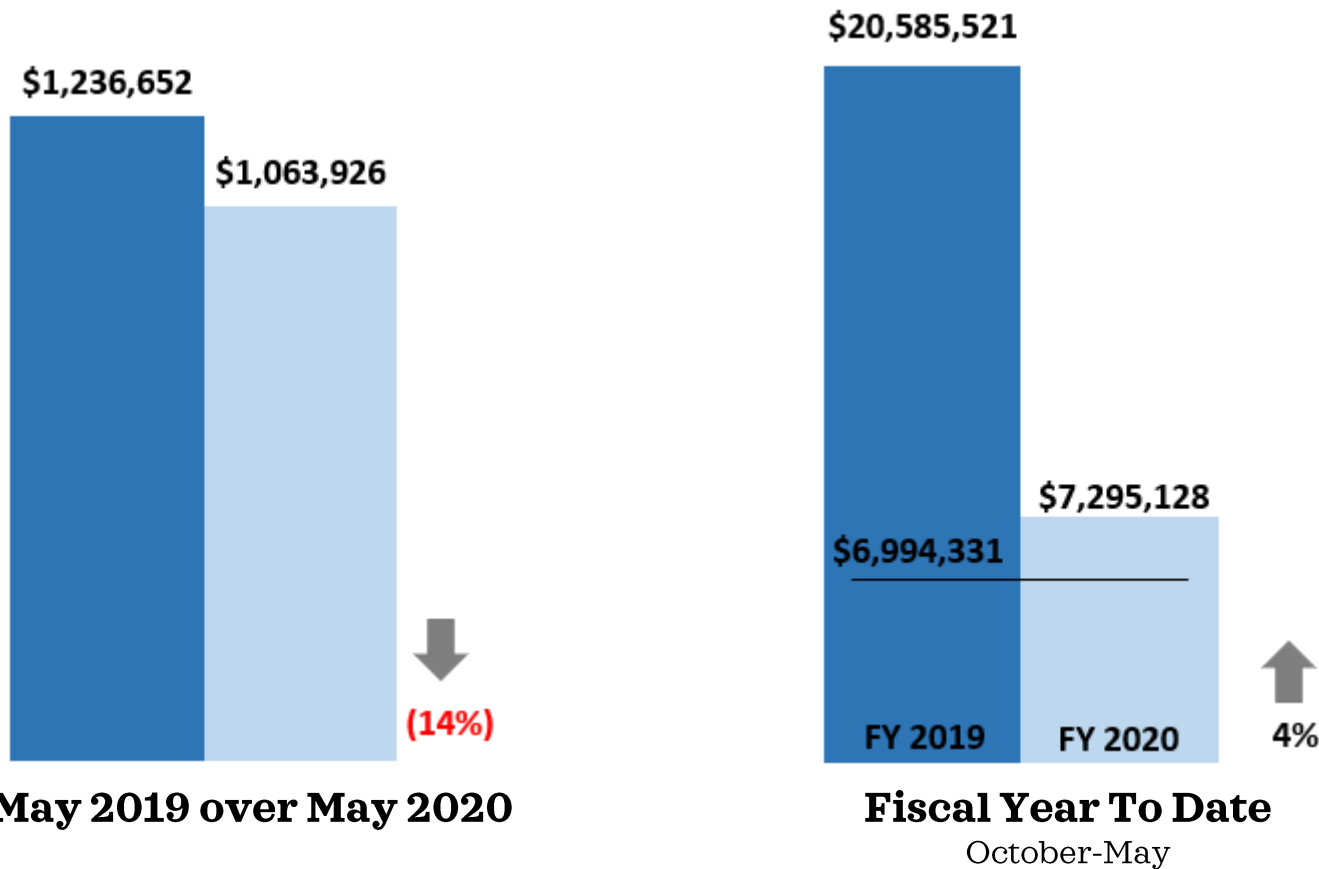


Fiscal Year To Date  
October-May



# Advertising Value Equivalency

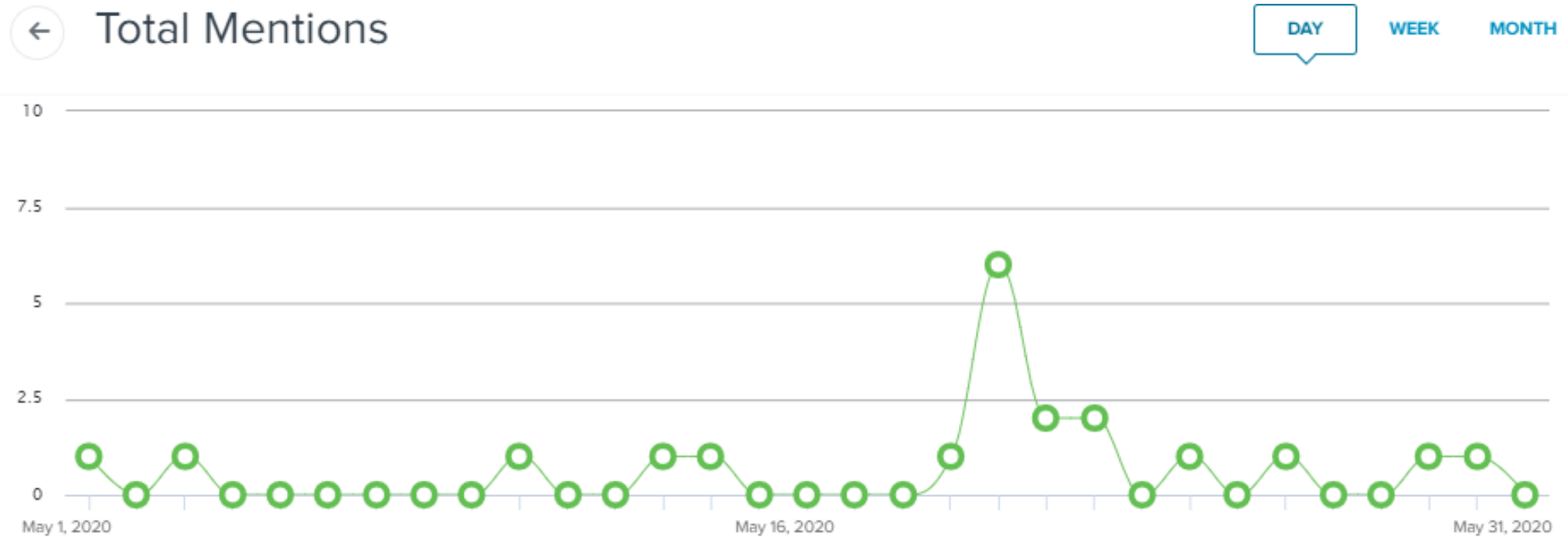
Declining AVE numbers related to changes in the monitoring platform. Industry standards are shifting away from AVE and towards methods that focus on measuring how coverage is relevant to the brand and its goals. This is an ongoing process and we are currently exploring multiple options for how we measure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



# Earned Media

## Content Drivers:

- COVID-19
- Gaming (reopening)
- Beaches
- Outdoor Activities



## Tourism chief: We should have hope for a brighter future

BY MILTON SEGARRA COASTAL MISSISSIPPI

This week is National Travel and Tourism Week, which arrives at an opportune moment to unite the industry, celebrate its indomitable spirit and elevate the role it will play in America's economic recovery. This annual celebration of the contributions and accomplishments of the U.S. travel industry spotlights resilience and hope in the face of the coronavirus pandemic with this year's theme: The Spirit of Travel.

The spirit of travel isn't only found in far-off places. When residents embrace the spirit of travel by supporting local businesses and helping their neighbors, they are also playing a key role in rebuilding their community — and America.

Coastal Mississippi is no stranger to challenges and adversity. There is no doubt that this has been an incredibly challenging time for the travel and tourism industry worldwide, but this week serves as a great reminder of the importance of the industry to our coastal communities and to the State of Mississippi. Although we continue to be met with uncertainty during such an ever-evolving situation, there is one thing that we can be certain of: the people of Coastal Mississippi are some of the most resilient, strong, and compassionate in the world.

The resiliency of our community is apparent as we see individuals and businesses banding together and doing their part in making a difference while striving towards recovery. It is this community spirit, unwavering determination and positivity that we see across Coastal Mississippi on a daily basis that motivates us to continue to work hard and offer support in any way we can. When faced with such challenges, it is truly remarkable to see how so many individuals, businesses, and industries on The Secret Coast are adapting, collaborating and creating innovative ways to support one another.

We know these times are difficult, but we should all have **hope** for a brighter future for our industry and for Coastal Mississippi. As we gather insights and trends from our industry partners, we are confident that *Coastal Mississippi: The Secret Coast* truly aligns with what travelers will be seeking once they are able to safely explore again. Our team is working in lockstep with our partner agencies in the areas of advertising, social media, and public relations to ensure our recovery strategy is comprehensive and effective.

We understand that our community is facing new challenges each day, and Coastal Mississippi is here to support our partners in the tourism and hospitality industry in their efforts as we rise up to our challenges together. We thank every single member of this wonderful community for everything they do to make our beautiful Secret Coast so special, and we truly believe that our strong community will emerge from this with an unmatched power to heal and rebuild together.

## Local Media Coverage - Assisted





## Hotels in South Mississippi hopeful for tourism season rebound

"When we say we're ready, we mean it and the businesses will be ready to receive our visitors," said Coastal Mississippi CEO Milton Segarra.



BILOXI, Miss. (WLOX) - Many South Mississippi hotels are planning to open their doors for the first time in weeks. For those still open, it's business as usual, with a few minor changes now and changes for the guests planning to visit the Gulf Coast as well.

"We have a plan on the brand promise, in terms of health care. We're using recommendations from the CDC, and we're using recommendations from the U.S. Travel Association. The second one is the business readiness to provide the experience as we have always done when people come to Coastal Mississippi," said Coastal Mississippi CEO Milton Segarra.

## Coastal Mississippi CEO Milton Segarra on reopening Mississippi casinos



Mississippi casinos will be allowed to reopen in just seven days. Coastal Mississippi CEO Milton Segarra was in a meeting with the governor today about casinos and tourism, and joins us now.

# Local Media Coverage - Assisted

## How COVID-19 is Changing Mississippi Tourism

“We are tourism strong.”

People from different areas of the state contributed to a video postcard created by the [Mississippi Tourism Association](#) for National Tourism Week.

Tourism is the state's fourth-largest industry, employing over 100,000 people and bringing almost 25 million people and billions of dollars into the state.

But the COVID-19 pandemic has temporarily shut down everything from restaurants and casinos to museums.

Milton Segarra is the CEO of Coastal Mississippi, an area of the state known for its beaches, casino and travel destinations.

Last summer, all of Mississippi's beaches were closed due to toxic algae. Revenue for the area's hotel industry has been down 71 percent during this pandemic, as casinos statewide have closed.

But Segarra believes people are going to be looking for different kinds of traveling post-COVID.

“Those travelers are saying, ‘I want to go to places... now that I know that they took good care, with this pandemic... I want to go to places that are not crowded. I want to go to places that can connect with the nature. I want to go to places that I will not feel the pressure of being so close to so many people,’” Segarra said. “We believe that coastal Mississippi is exactly that.”

Segarra said he wants to be ahead of the curve and is in touch with local businesses currently opened on best safety measures.

“We're drafting certain parameters that we will be recommending to the industry that they should follow in order to provide an additional level of trust and comfort and safety to their visitors.”

## What you need to know about your favorite travel brands, destinations amid current pandemic

After more than two months of worldwide travel restrictions due to the [novel coronavirus pandemic](#), it's no wonder wanderlust is surging as summer makes its debut.

Across the country, stay-at-home orders are gradually relaxing and tourism destinations are reopening in strategic phases while putting enhanced health and safety measures in place. Yet before you book that flight and make reservations for a sunny destination, there is a fair amount of research to do to ensure your favorite getaway will welcome you when the time comes.

### Gulf Coast

The Alabama coastline along the Gulf of Mexico is gradually reopening and welcoming visitors back to the beaches. [Gulf Shores and Orange Beach](#) have eagerly stated “we're ready when you are!” Beaches along Alabama's Gulf Coast reopened on April 30 with [social distancing measures](#) in place. Pools at hotels and condominiums are open but restrict gatherings to no more than ten people. Restaurants are able to operate with dine-in seating, limiting each party to no more than eight people.

For spacious family getaways along the coast, consider a vacation rental like [Phoenix West](#). The luxury property offers three and four-bedroom furnished condos with in-suite laundry and separate bedrooms, living areas, and a full kitchen. Two private pools are steps from the beachfront and a lazy river and waterslide give the kids plenty of fun in the sun.

Further west, all coastal Mississippi beaches are open with social distancing measures in place. [Beau Rivage Resort](#) in Biloxi is now taking reservations for June 1 and beyond, while [Harrah's Gulf Coast](#) in Biloxi reopens May 21 for resort stays.

# Coastal Mississippi Assisted Media Coverage



### 3 Offsite Venues That Celebrate Biloxi's Outdoors and Heritage

by [Sarah Kloepple](#)

From premier casinos to scenic shorelines, Coastal Mississippi is a destination that wears many hats. In Biloxi alone, planners can utilize the excitement of gaming, the relaxation of white-sand beaches and the draw of southern hospitality to create a successful event.



Photo: Ohr-O'Keefe Museum of Art; Credit: Steve Beaudet

"What we like about the coast here in Biloxi is the idea of relaxation and excitement at the same time," said Milton Segarra, CEO of the Coastal Mississippi CVB. "You can go to one of our casinos and have a great time. Then stay at a beachfront hotel next weekend for relaxation on the Gulf Coast. That balance, we find, is one of our most important components to promote the coast."

And while the area's all-in-one casino resorts are **sure bets for meetings**, Biloxi offers interesting **offsite and outdoor** options at its museums—where the culture and history of the Mississippi Gulf Coast is celebrated in full. Attendees can learn about local wildlife, a famed Biloxi artist and maritime history while enjoying an event.

Following, we break down three outdoor venues that are also ripe for educational opportunities in Biloxi.

## Coastal Mississippi Assisted Media Coverage

### MISSISSIPPI MARINE EDUCATION CENTER WON A NATIONAL ARCHITECTURAL AWARD, AND WE CAN VOUCH FOR IT



*The University of Southern Mississippi Marine Education Center was recognized as one of the country's ten best architectural projects of the year.*

Each year, the American Institute of Architects recognizes ten projects for their **architectural excellence** with its annual Committee On The Environment Top Ten Awards.

This year's rankings included the design team for USM's Marine Education Center, located in Ocean Springs, **Mississippi**, marking the state's first-ever appearance on the list.





## 10 Best Things to Do in Bay St. Louis/Waveland, Mississippi



The Bay St. Louis/Waveland area of Mississippi is often overlooked by vacationers. That's a big mistake for travelers looking for an exciting vacation spot or a relaxing weekend getaway.

The Bay Area of Mississippi is next to the southwest Louisiana border and about an hours' drive from New Orleans. It has unique attractions and an interesting history, not to mention casinos, independent restaurants, and lodgings ranging from upscale hotels to attractive bed and breakfasts.



## 12 Top Gulf Coast Beaches to Visit

This southern shoreline beckons with charming oceanfront locales.



### Ocean Springs, Mississippi

Visit this town on the Mississippi coast to explore the state's section of Gulf Islands National Seashore, a protected area with more than 400 acres. The seashore offers ample room for camping, boating, hiking, fishing and biking. Another popular Ocean Springs shoreline is Front Beach, a white sand beach that sits near the town's yacht club. When you need a break from the sand, check out the Charnley-Norwood House, which was designed and built by world-renowned architects Louis Sullivan and Frank Lloyd Wright. As far as lodging goes, Ocean Springs offers a variety of charming cottages, as well as affordable Country Inn & Suites, Travelodge and Holiday Inn Express outposts.

# Coastal Mississippi Assisted Media Coverage

# Social Media Metrics



Monthly  
Increase

385  
Flat

-42  
Flat

4  
Flat

281  
3%

527  
Flat

154  
5%

1,309  
Flat

May  
2019

149,332  
Facebook  
(Total Likes)

15,784  
Twitter  
(Total Followers)

1,044  
Pinterest  
(Total Followers)

12,151  
Instagram  
(Total Followers)


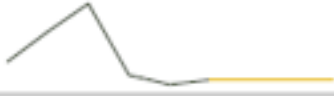
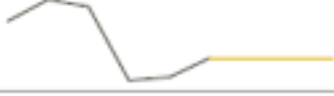
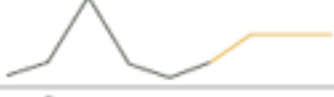

1,643,664  
YouTube  
(Lifetime Followers)

4,931  
LinkedIn  
Total Followers

1,826,906  
Total

# Social Media Overview

This month showed increases across all metrics, with most significant being Total Video Views (273%). On all platforms, the virtual drive provided a tremendous boost to engagements as it was highly shared on Facebook (over 2,000 shares) and Twitter. The video provided a nice relaxing view for the Coastal Mississippi audience to take a break from all the news and also reminisce about their home or future vacation. The drive itself is a special Coastal Mississippi experience, and those types of experiences should find more ways of being shared (especially as we open back up). Summer is arriving and every destination is figuring out reopening, so vacation messaging will be more attended to than ever.

Overall	Current value	Monthly V.	Trend
Total Followers	182,190 Followers	+0.43%	
Total Impressions	804,718 Impressions	+27.19%	
Total Engagements	22,274 Engagements	+20.73%	
Total Video Views	72,515 Video Views	+273.44%	
Total Link Clicks	1,687 Link Clicks	+33.04%	

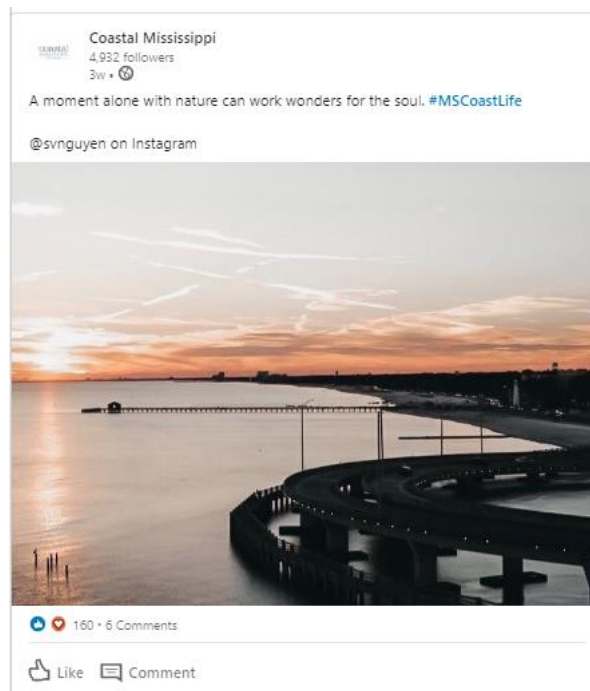
SOCIAL MEDIA





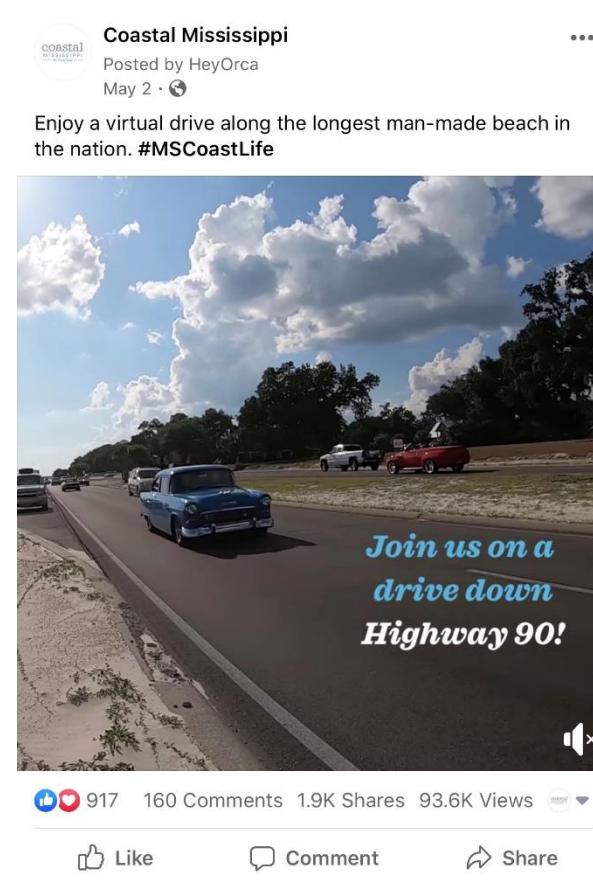
Virtual drive along nation's longest man-made beach

5,672 impressions



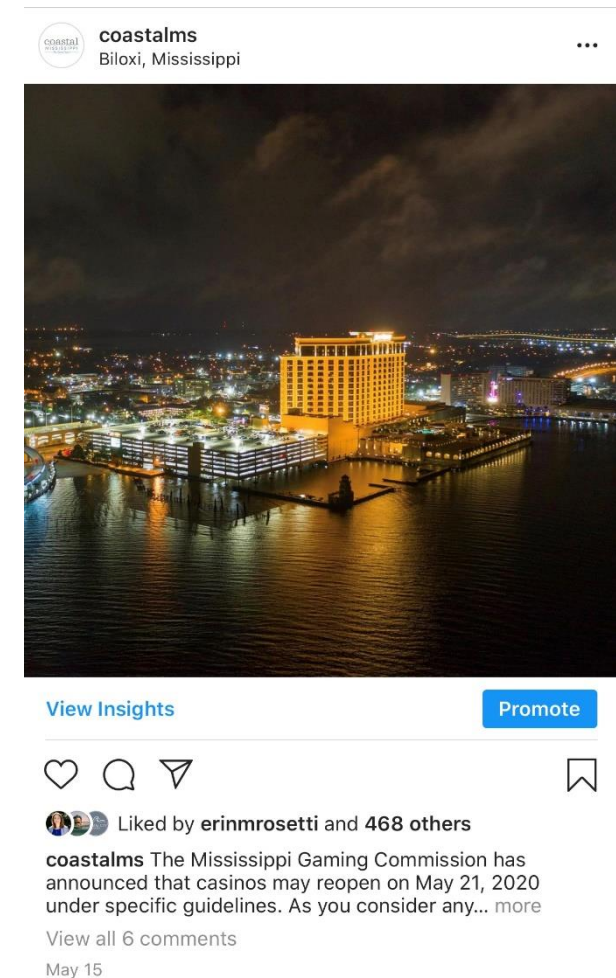
User-generated image of sunset over Biloxi

160 likes, 6 comments



Virtual drive along nation's longest man-made beach

93.6 thousand views,  
nearly two thousand  
shares



Announcement of casino  
re-opening guidelines

469 likes, six comments

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