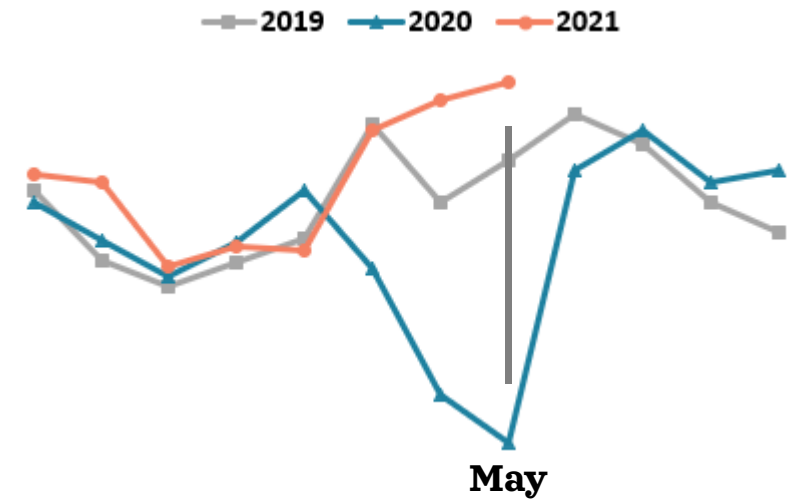
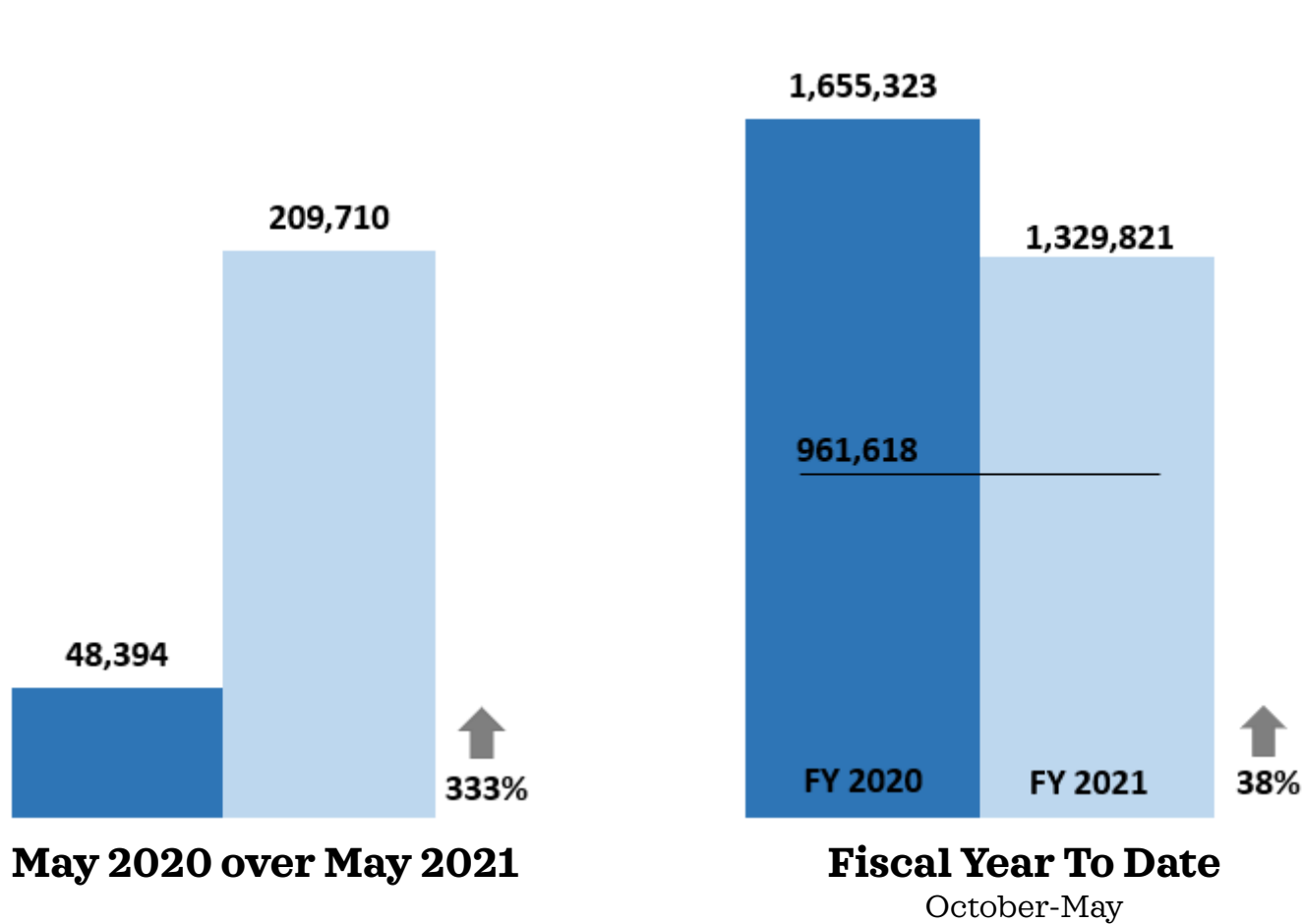


coastal MISSISSIPPI *— The Secret Coast —*

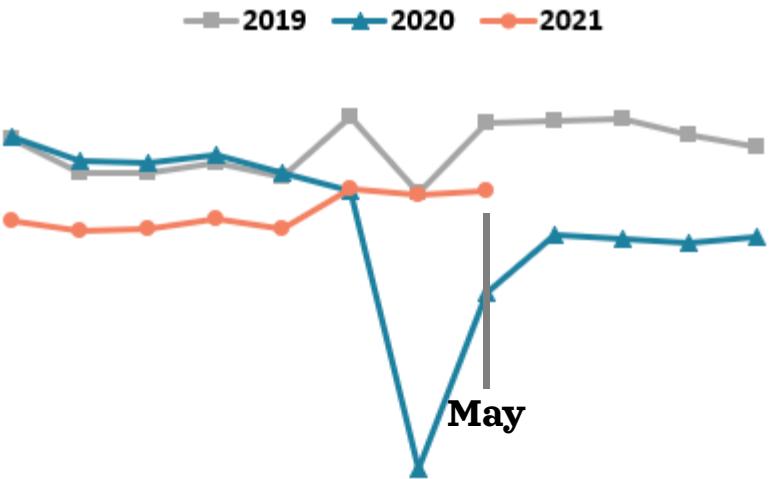
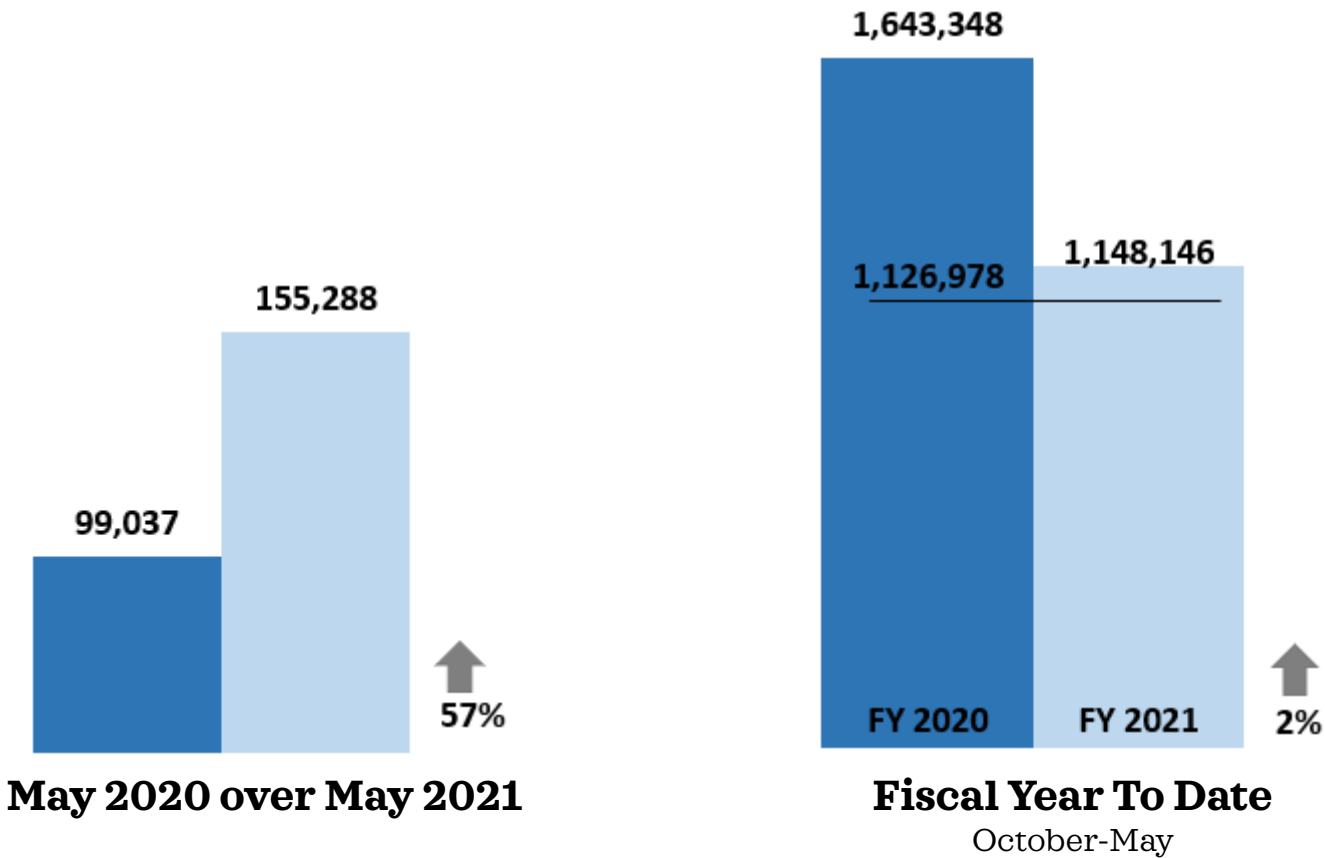
- Key Performance indicators
- May 2021

Non-Casino Rooms Sold



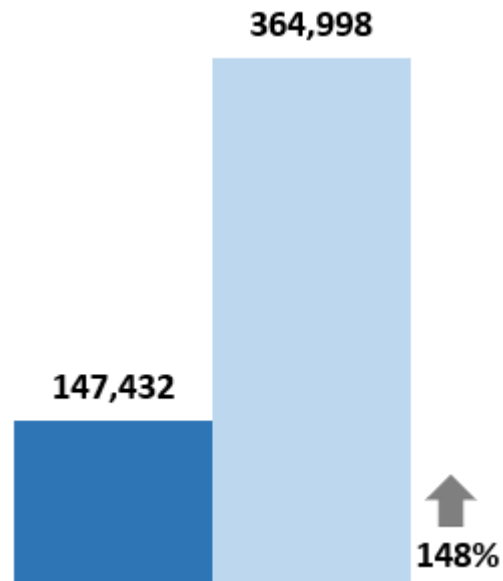
Source: STR

Casino Rooms Occupied

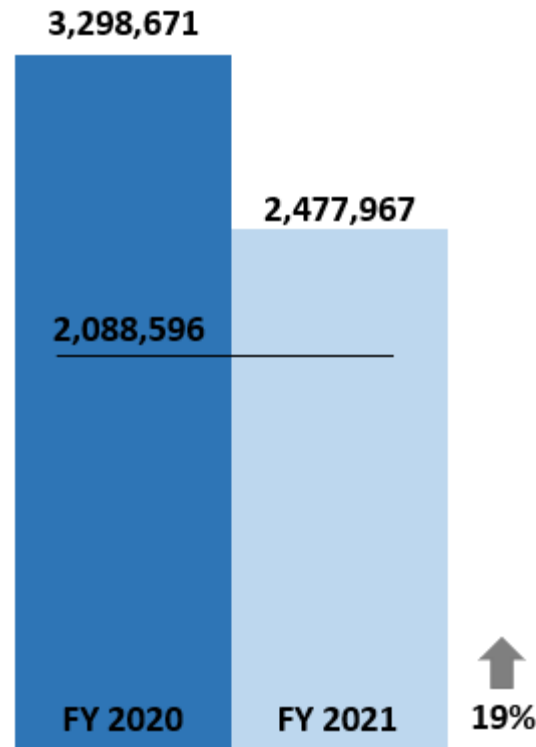


Source: STR

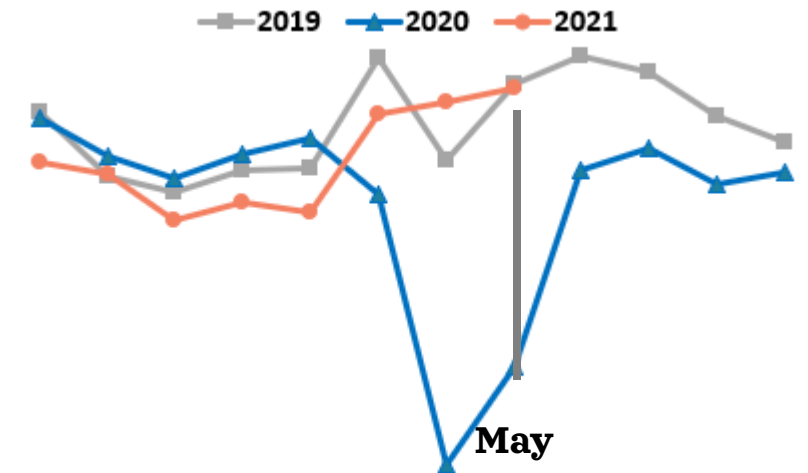
All Rooms Sold/Occupied



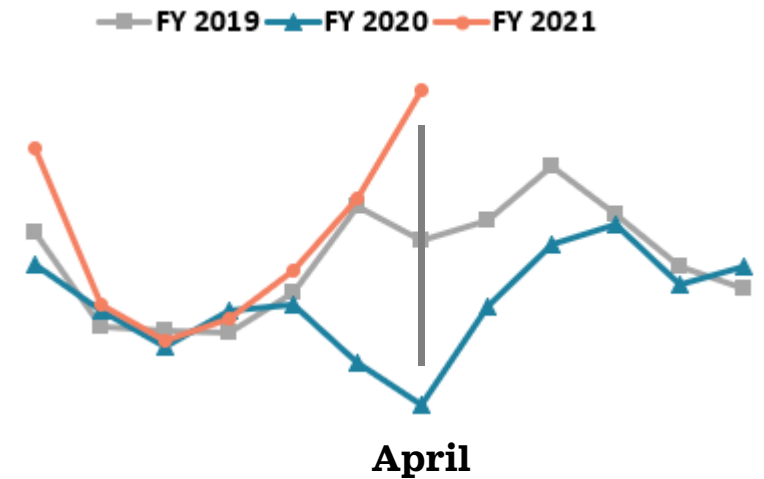
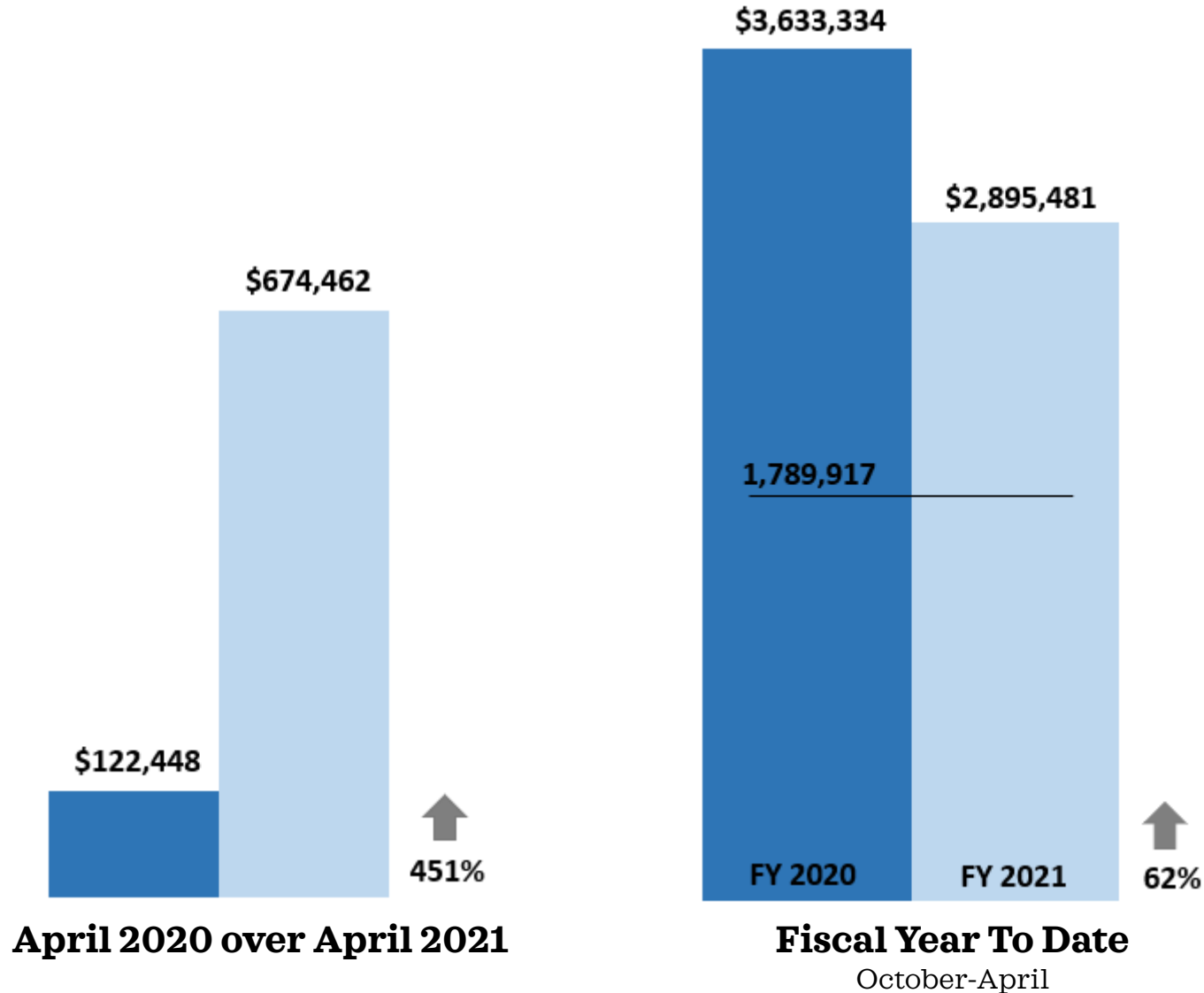
May 2020 over May 2021



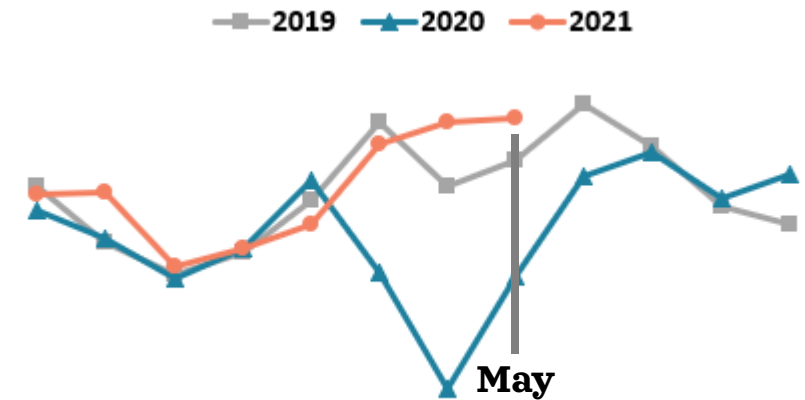
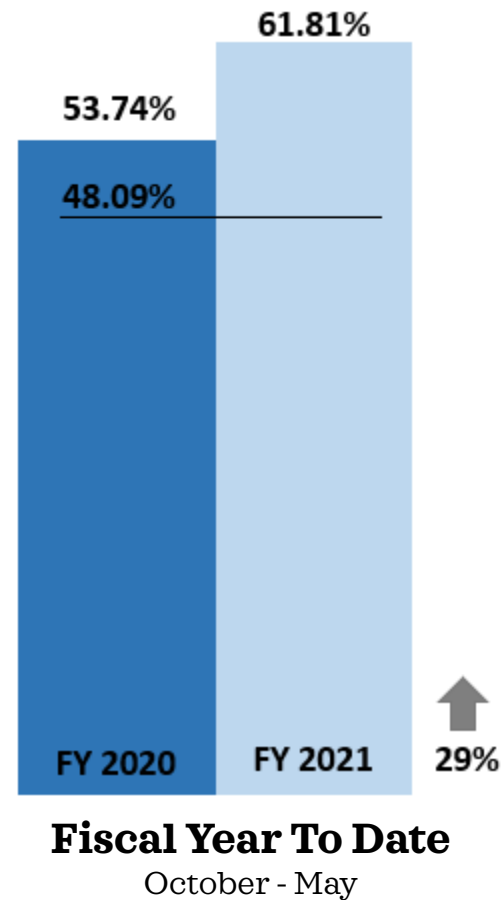
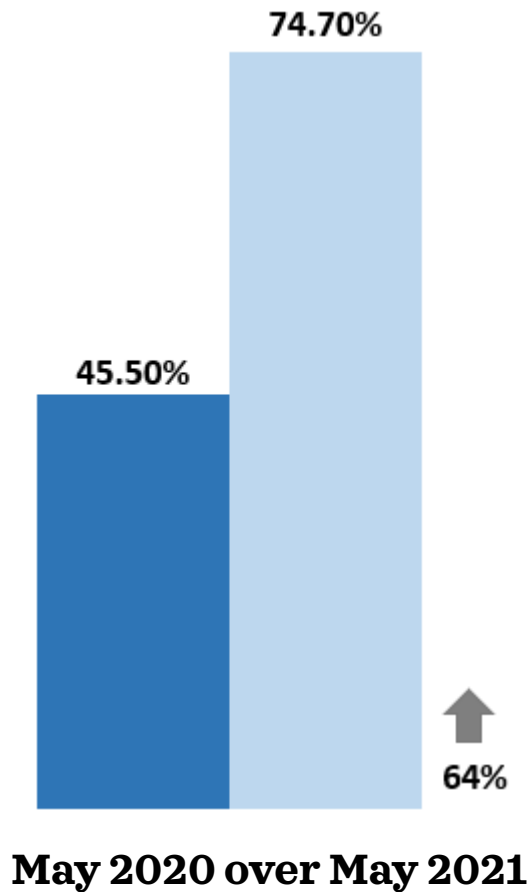
Fiscal Year To Date
October - May



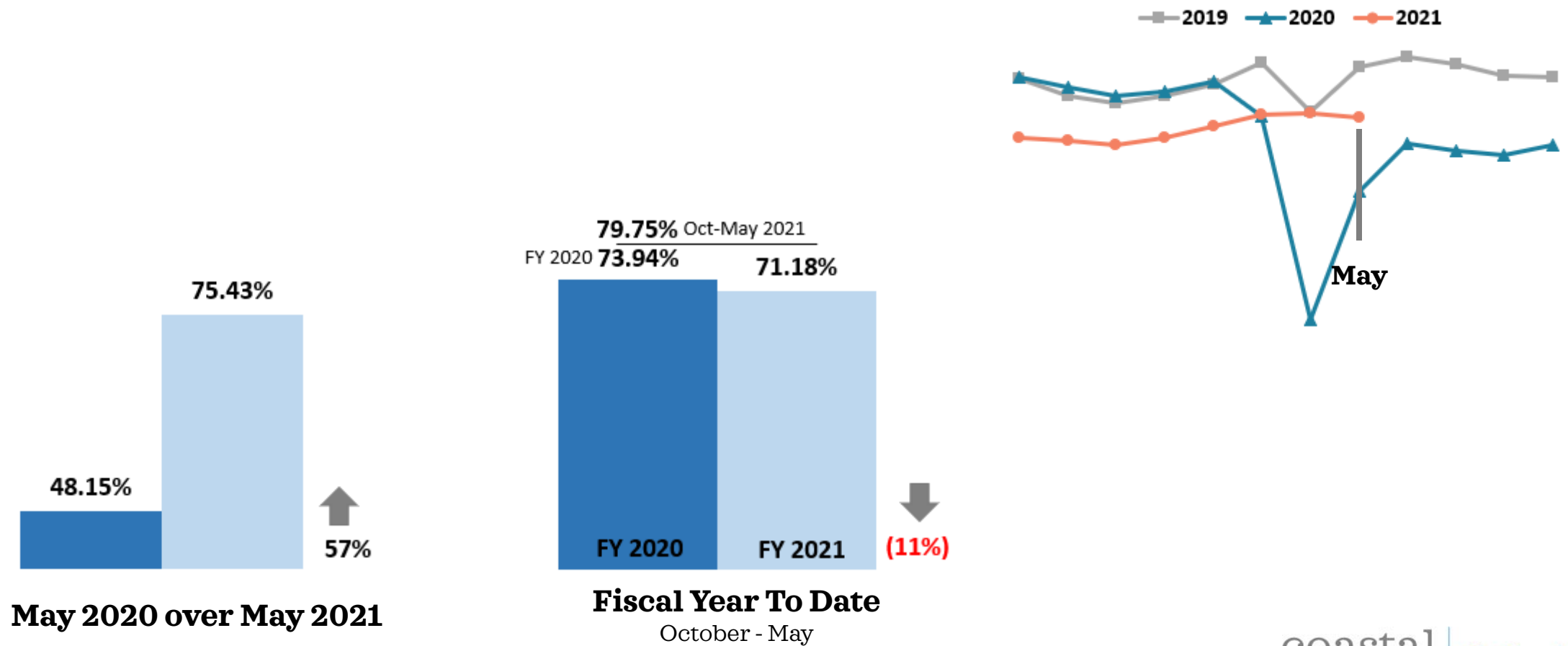
Occupancy Tax Receipts



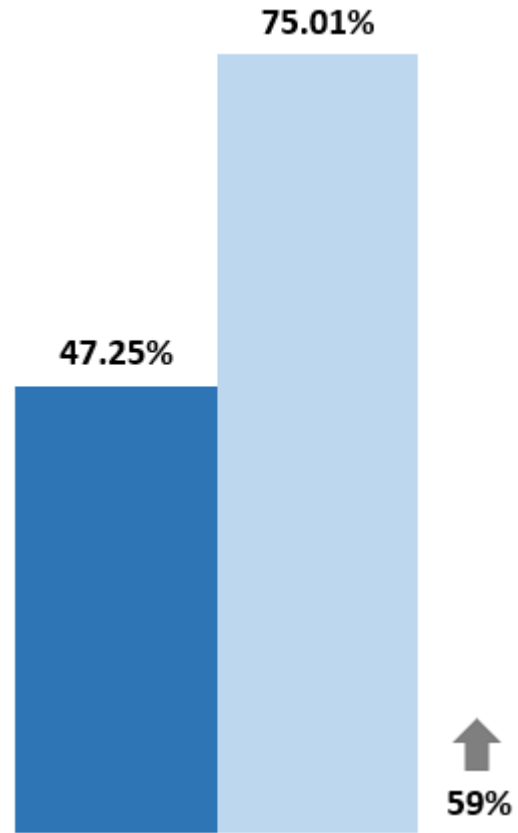
Non-Casino Occupancy



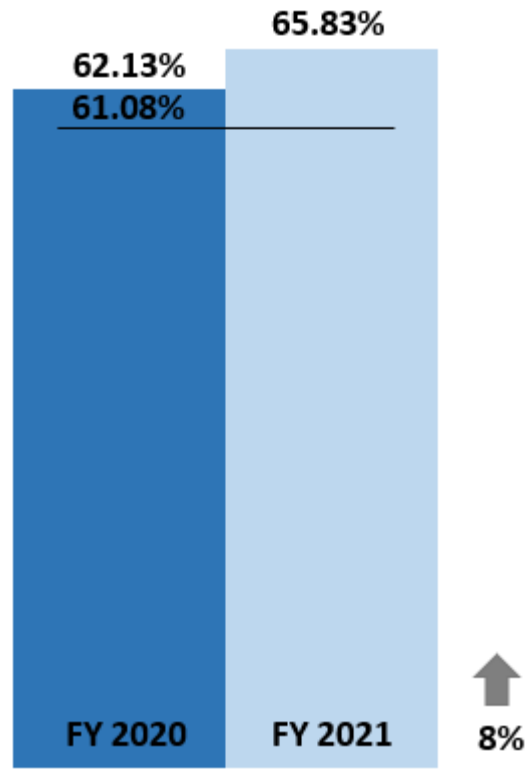
Casino Occupancy



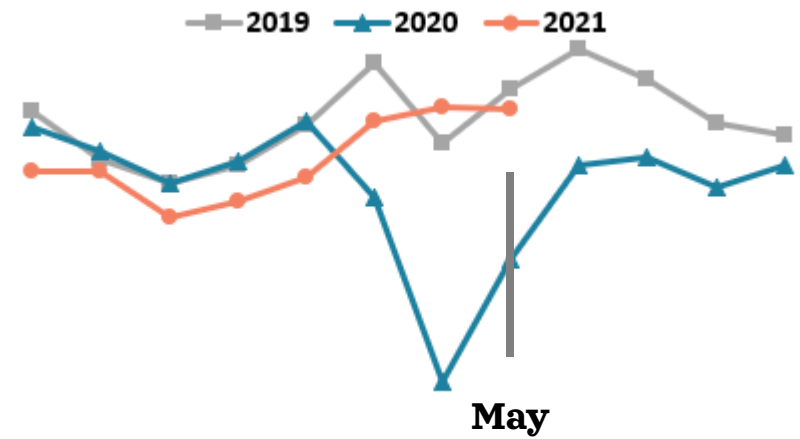
All Occupancy



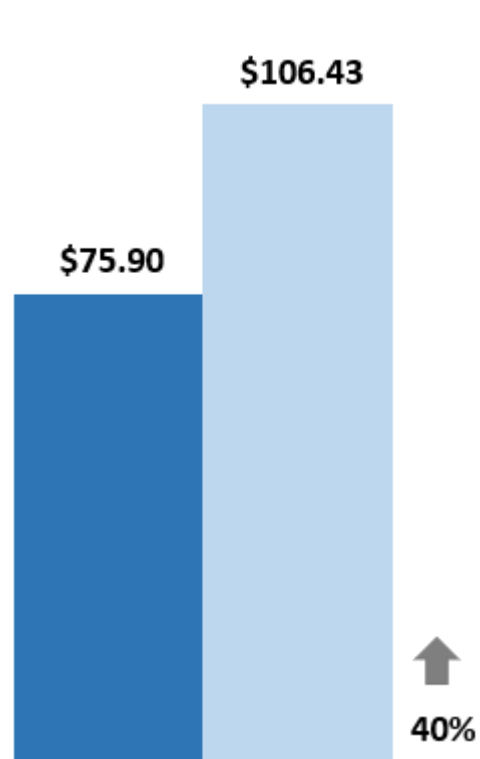
May 2020 over May 2021



Fiscal Year To Date
October - May



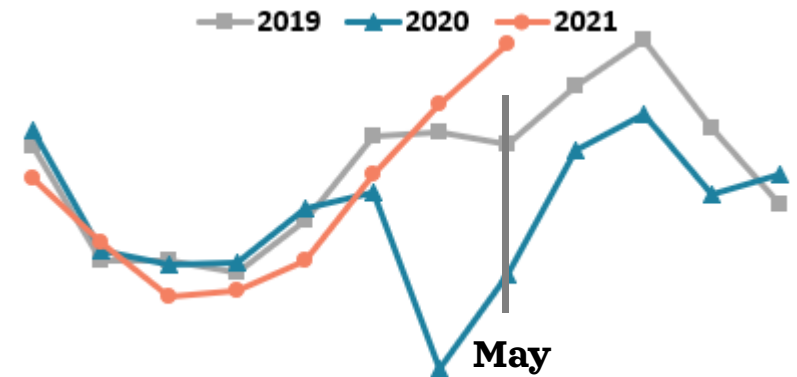
Non-Casino ADR



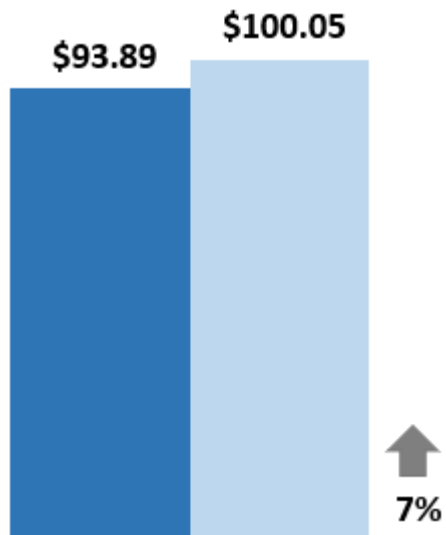
May 2020 over May 2021



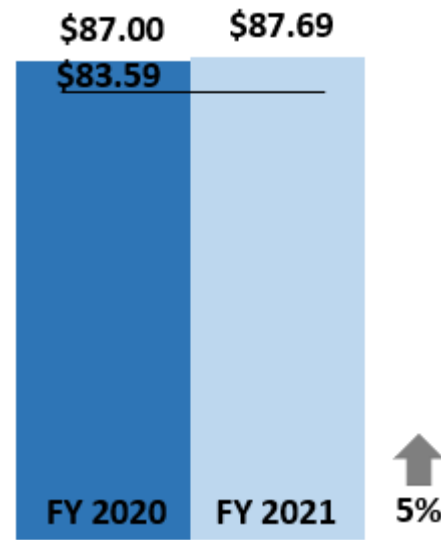
Fiscal Year To Date
October - May



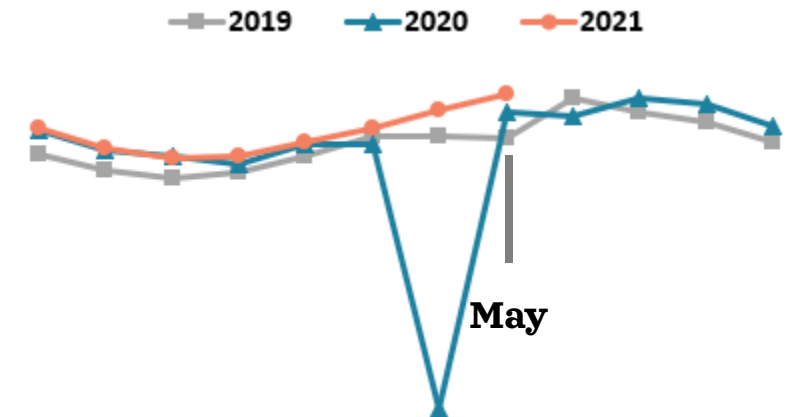
Casino ADR



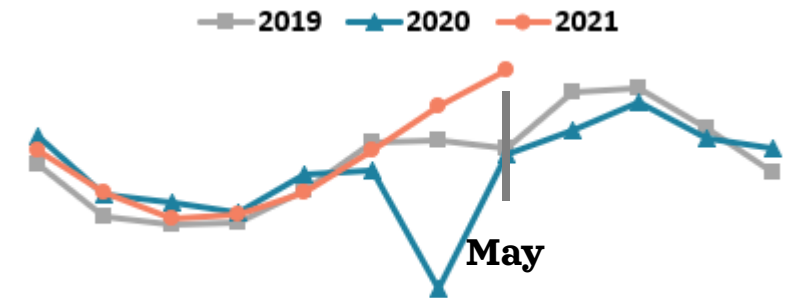
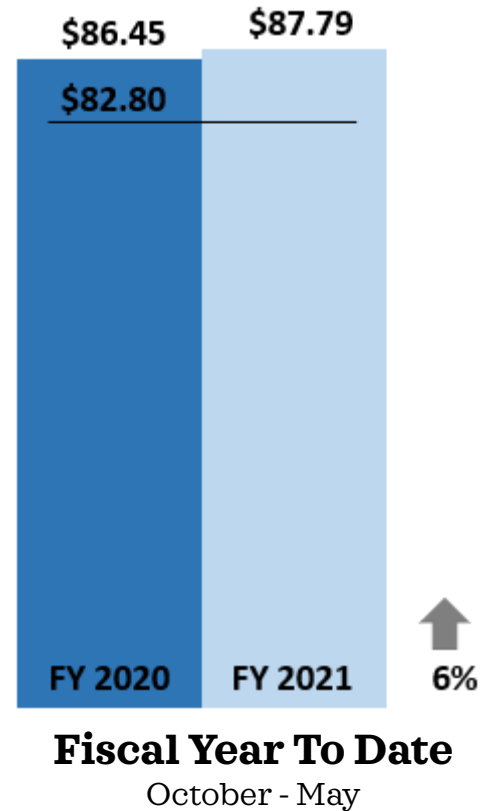
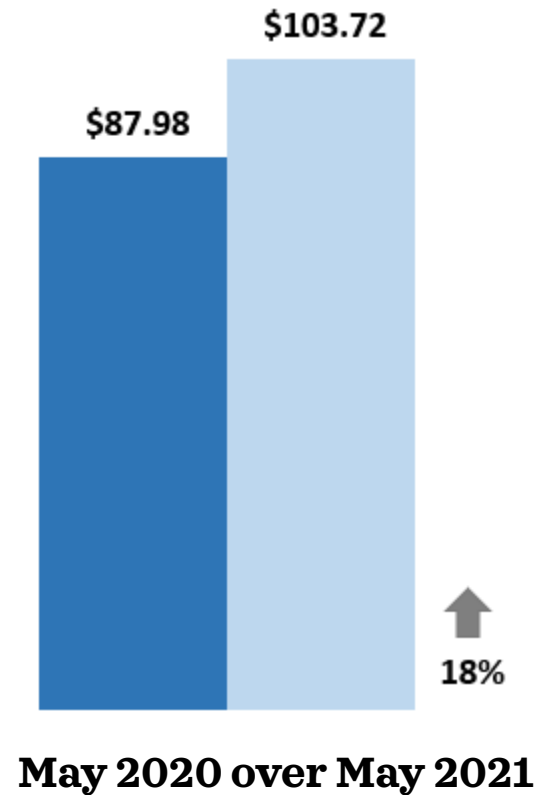
May 2020 over May 2021



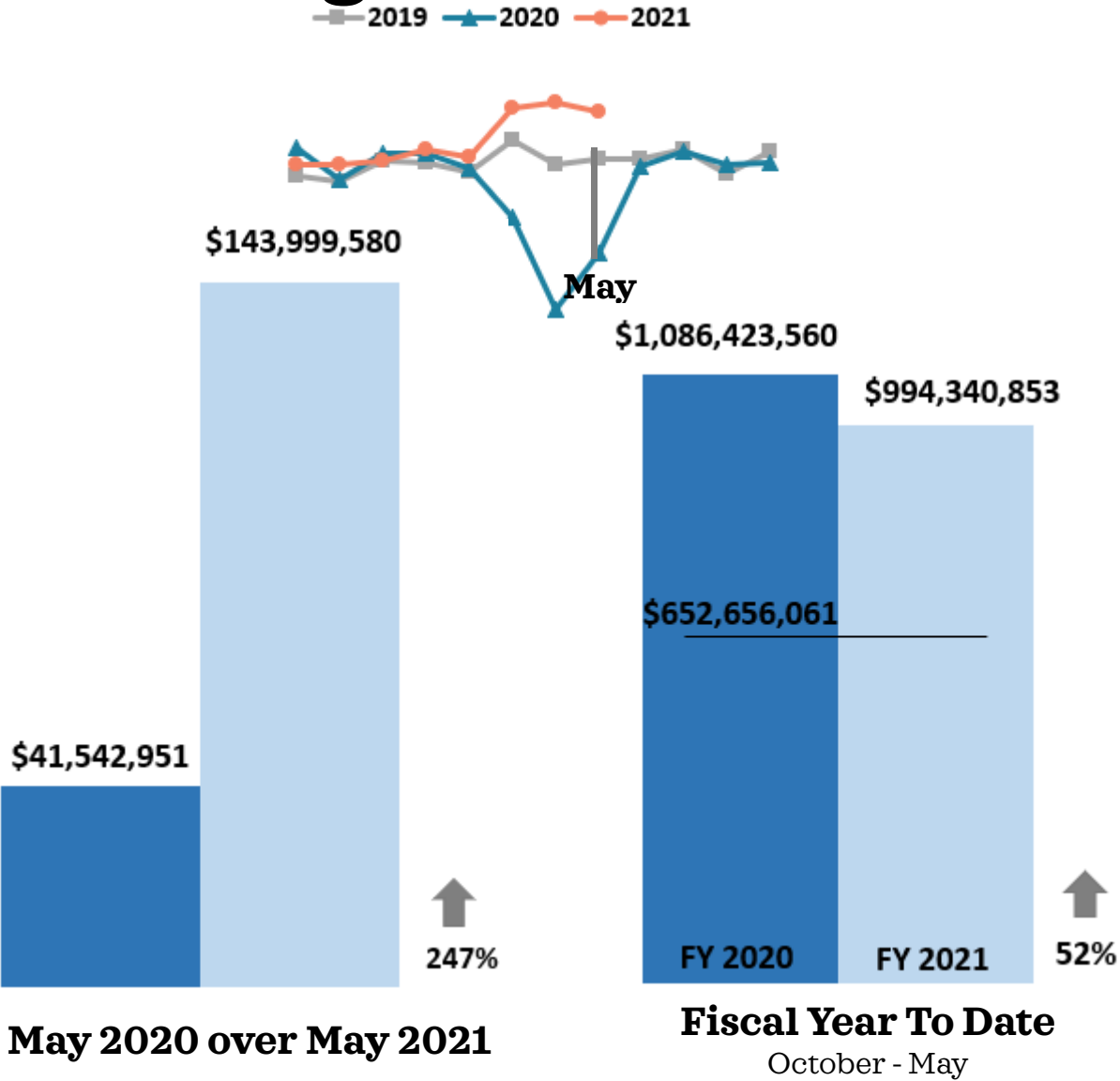
Fiscal Year To Date
October - May



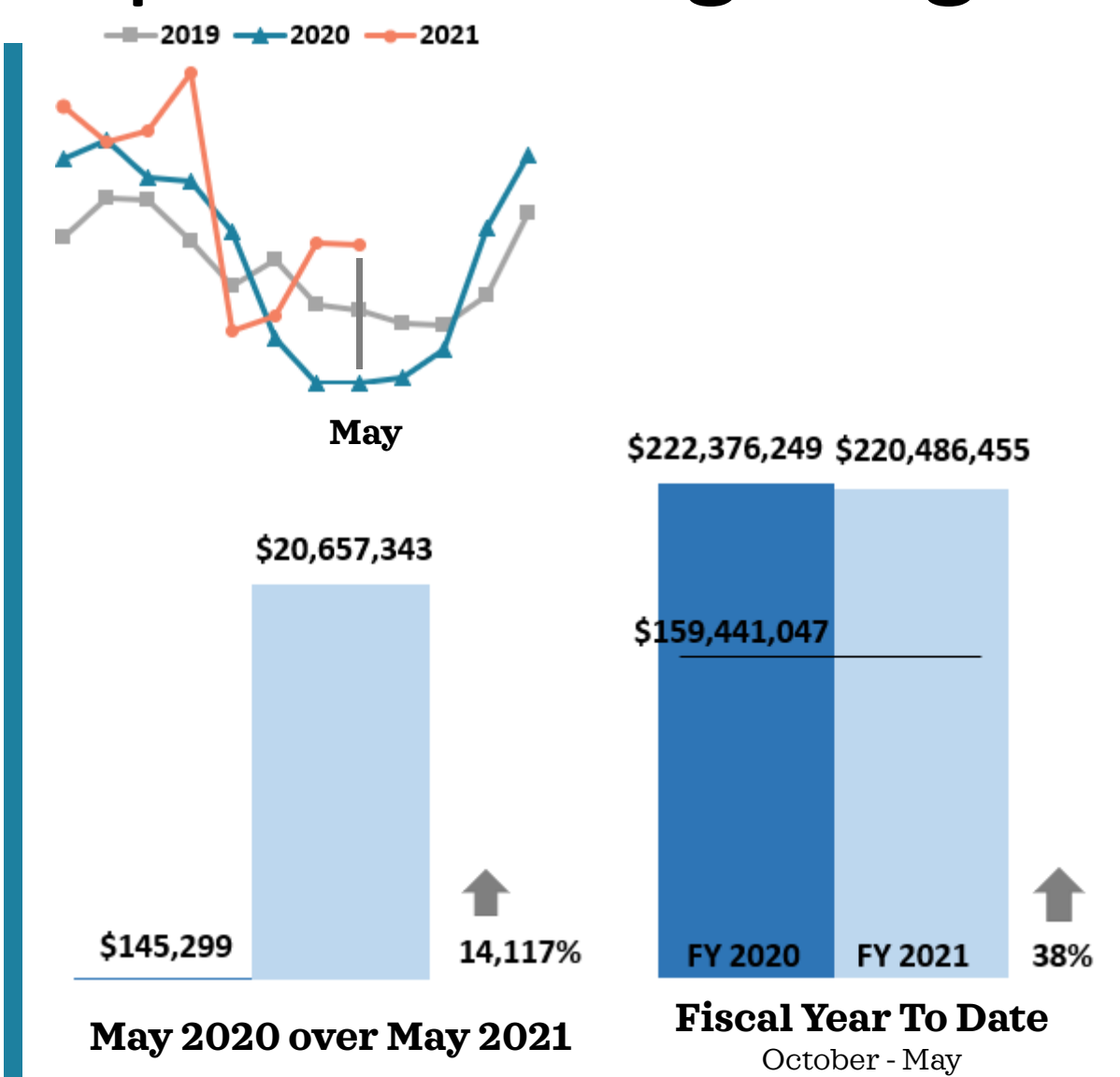
All ADR



Gaming Revenue



Sports Betting Wagers

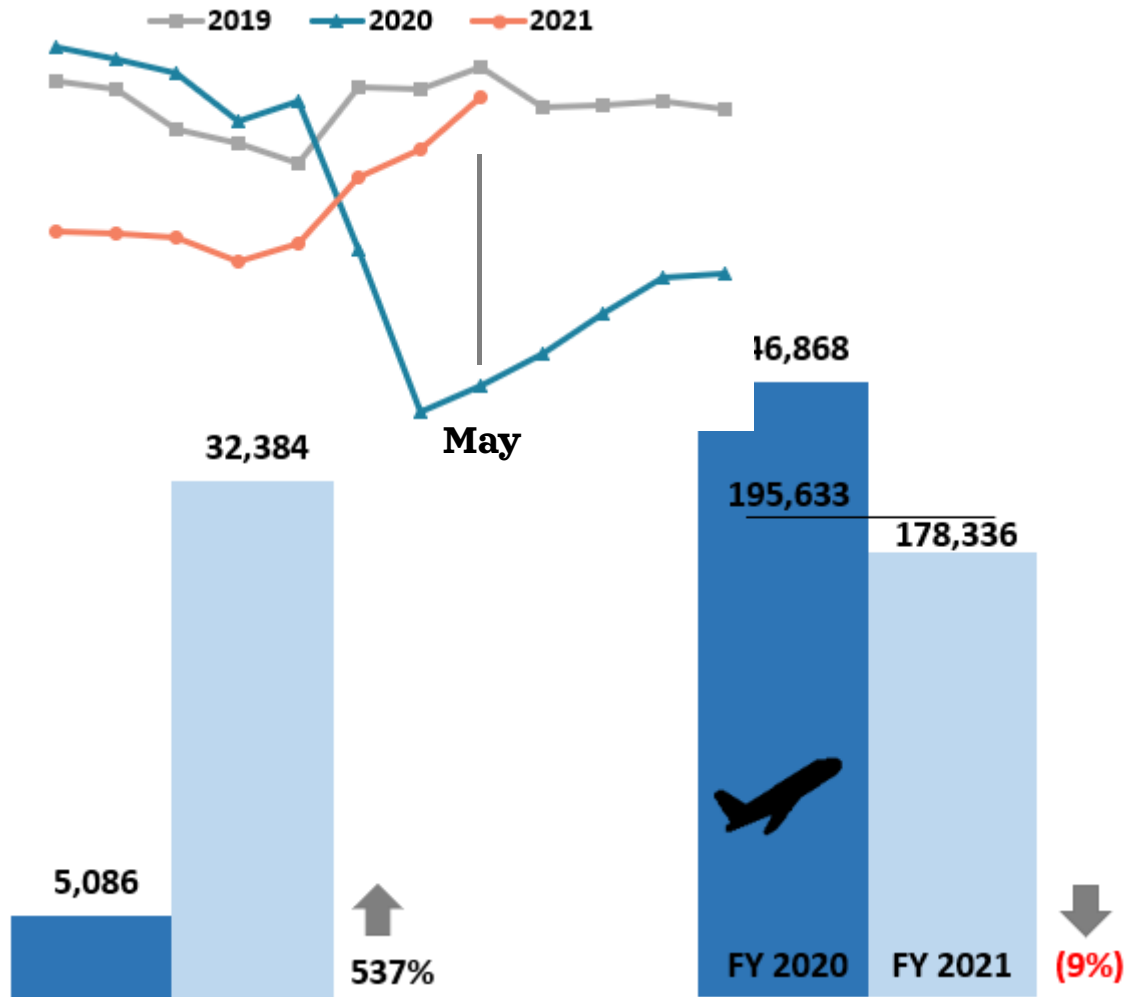


Source: MS Gaming Commission

* Sports Betting began August 2018

Airport

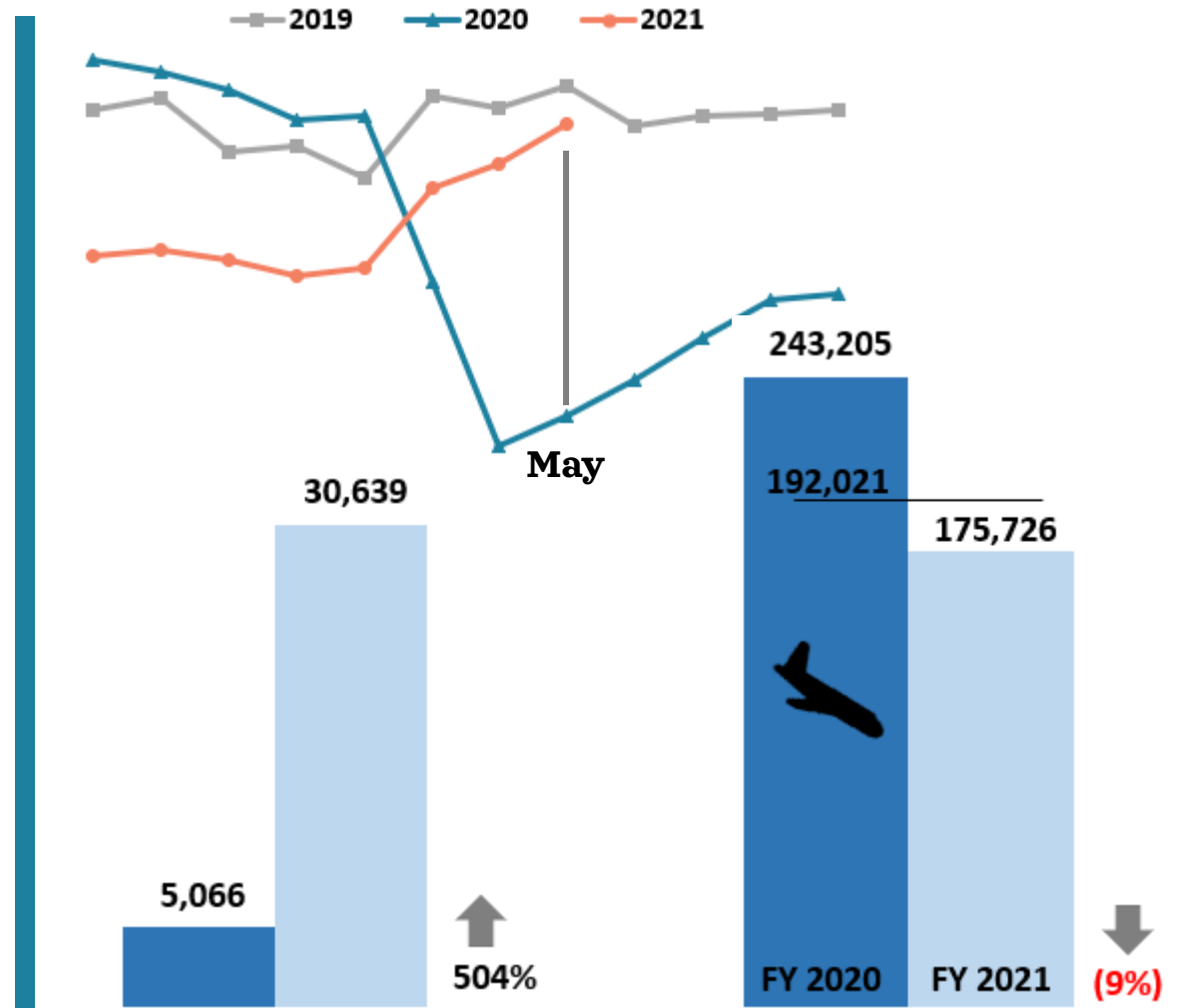
Enplanements



May 2020 over May 2021

Fiscal Year to Date
October-May

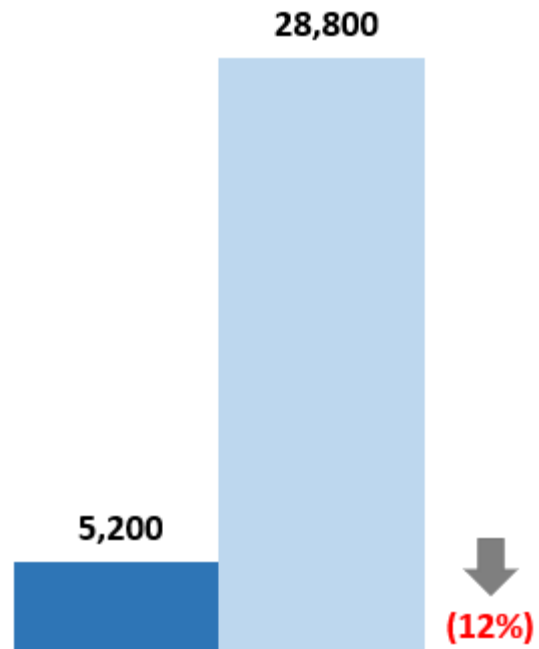
Deplanements



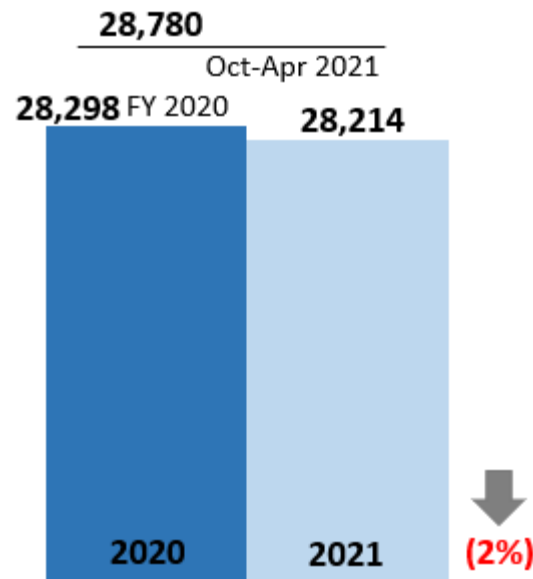
May 2020 over May 2021

Fiscal Year to Date
October-May

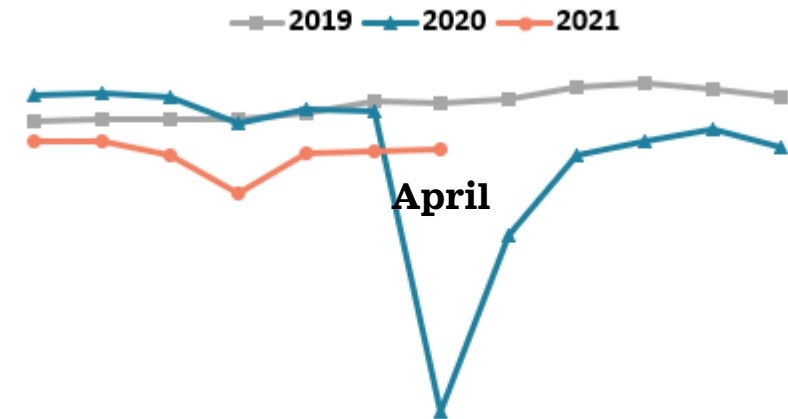
Leisure & Hospitality Jobs



April 2020 over April 2021



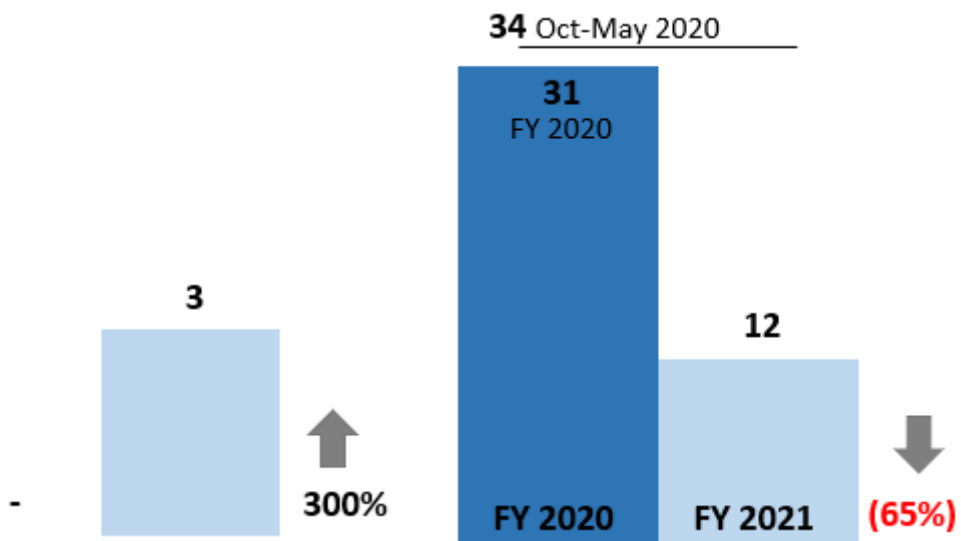
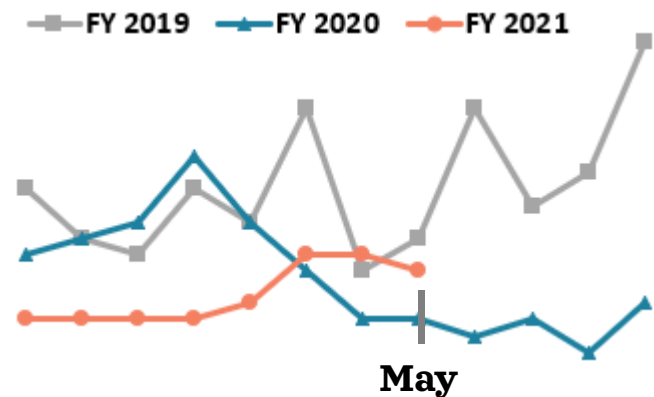
Fiscal Year To Date
October - April



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

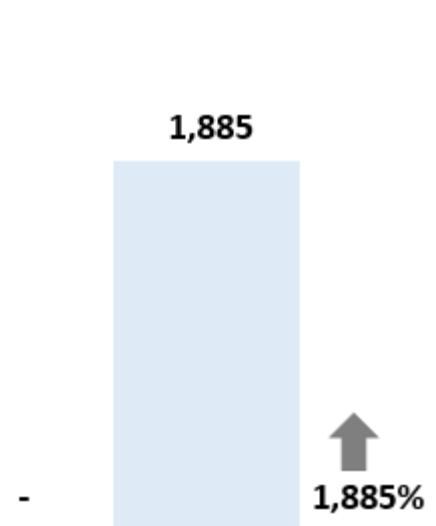
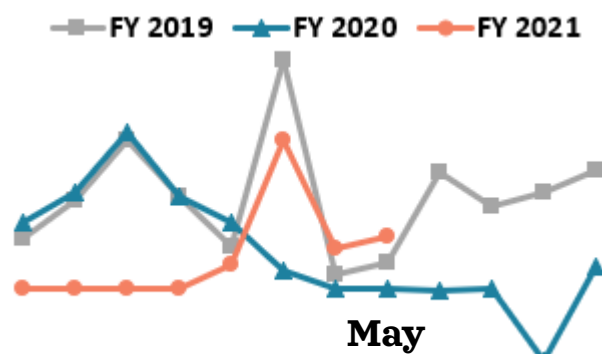
Definite Bookings – Meeting/Sports

Bookings



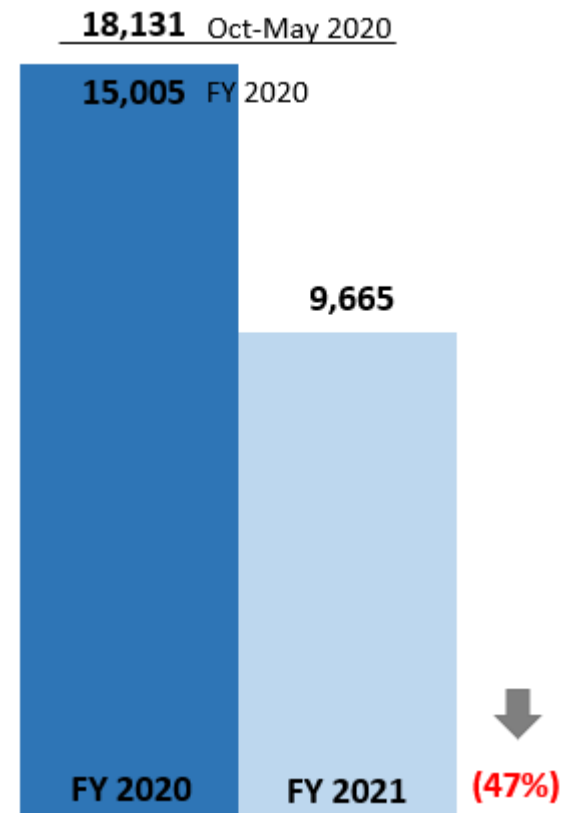
May 2020 - May 2021

Fiscal Year To Date
October - May



May 2020 - May 2021

Room nights

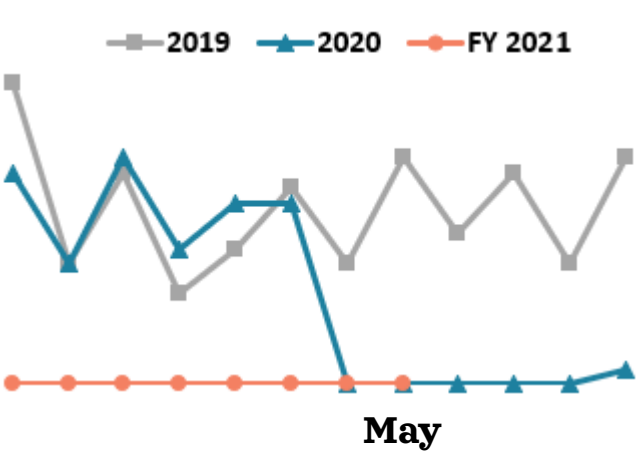


Fiscal Year To Date
October - May

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



May

50

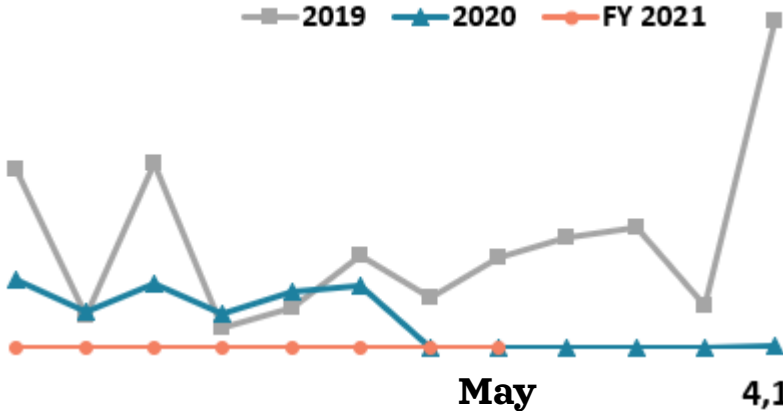


(100%)

May 2020 - May 2021

Fiscal Year To Date
October - May

Room nights



May

4,104



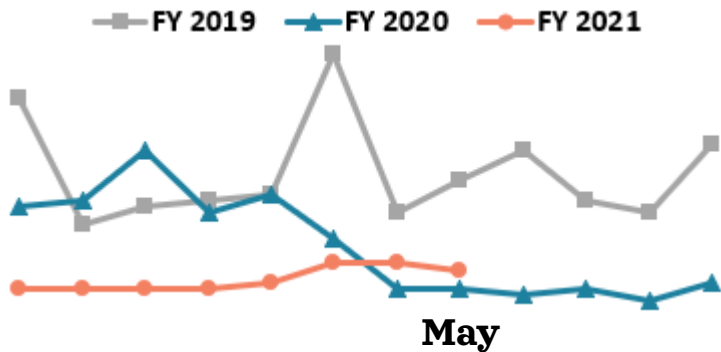
(100%)

May 2020 - May 2021

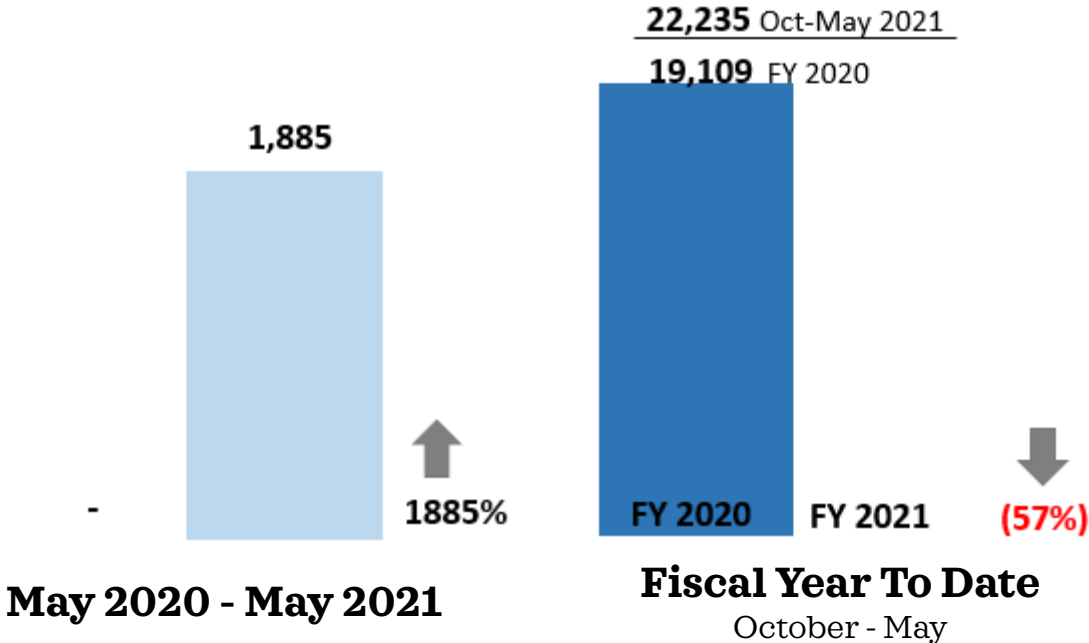
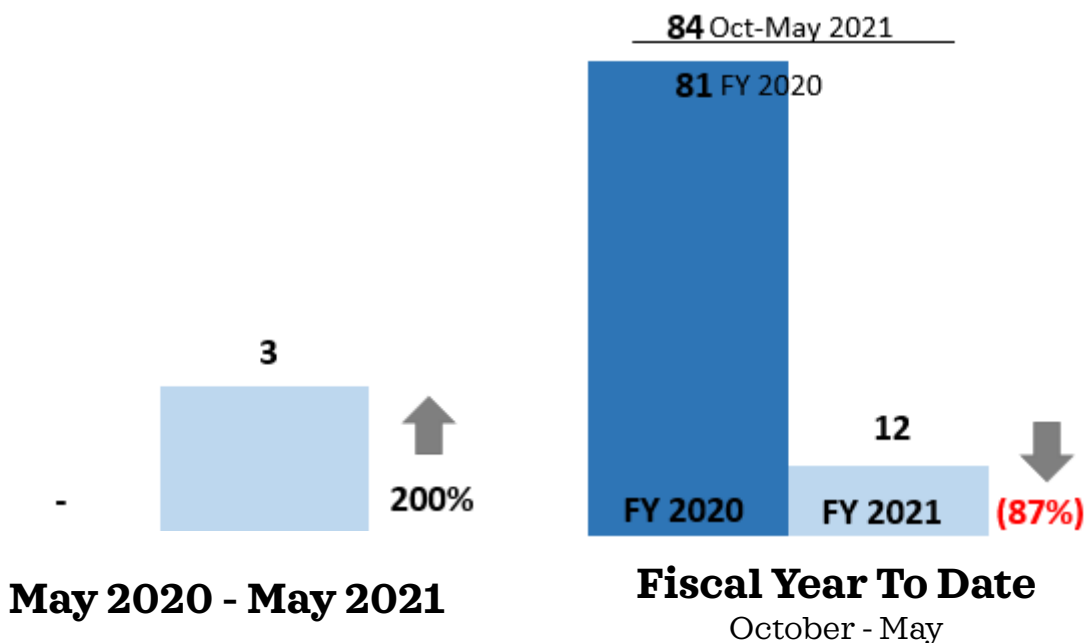
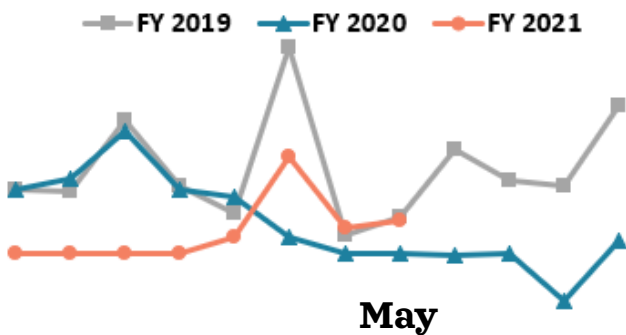
Fiscal Year To Date
October - May

Definite Bookings – All Sales

Bookings



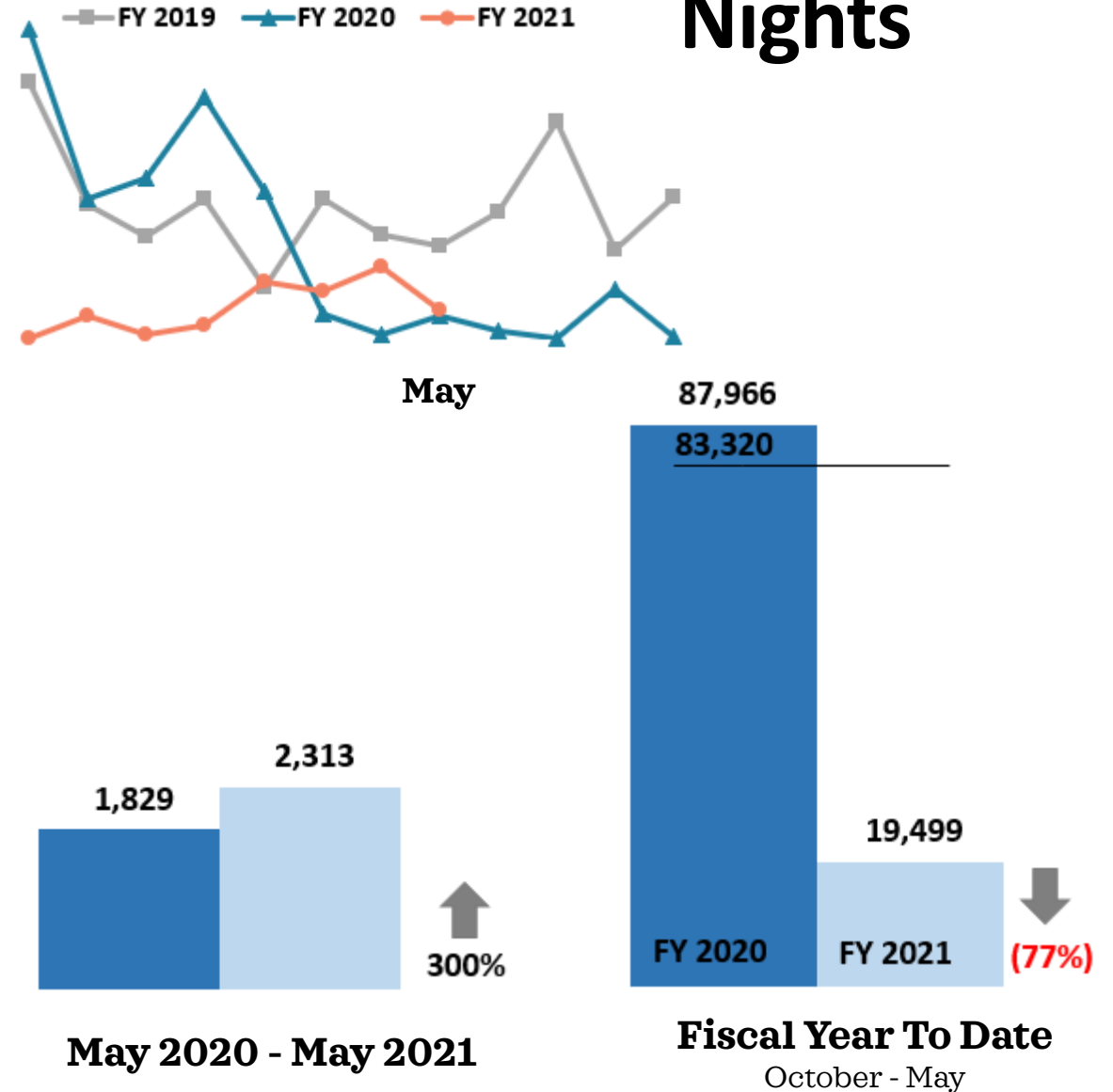
Room nights



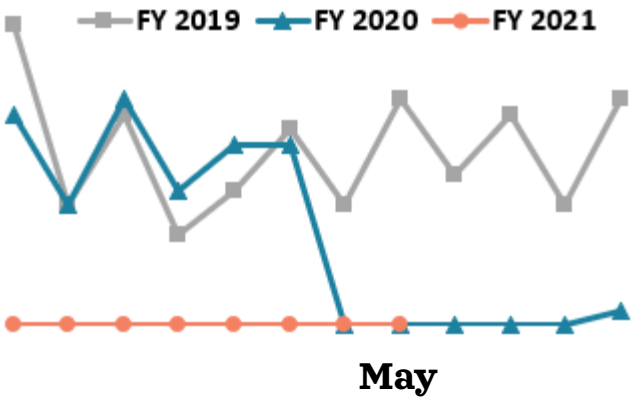
Source: Coastal Mississippi

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

Potential Room Nights

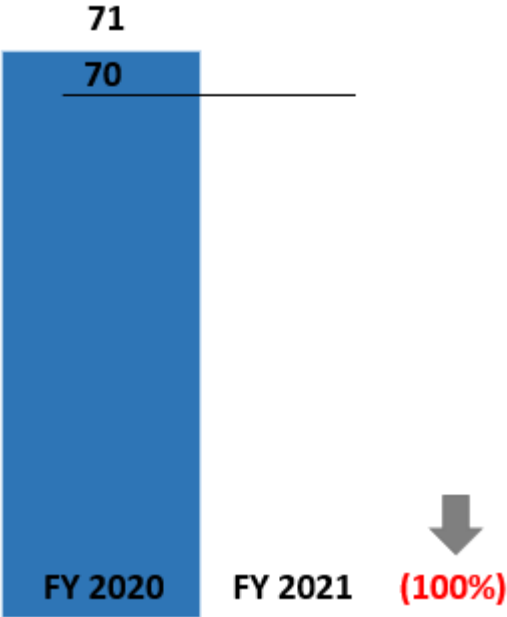


Leads Issued – Leisure

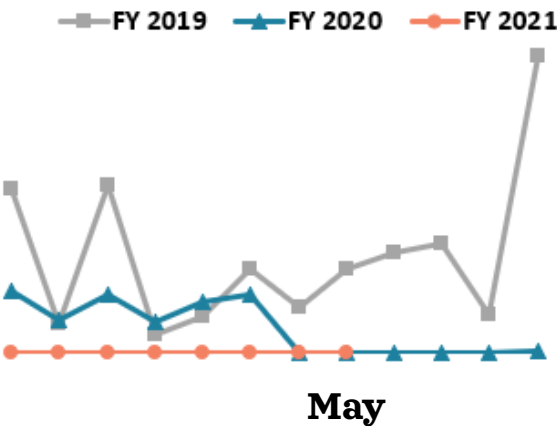


May 2020 - May 2021

Fiscal Year To Date
October - May

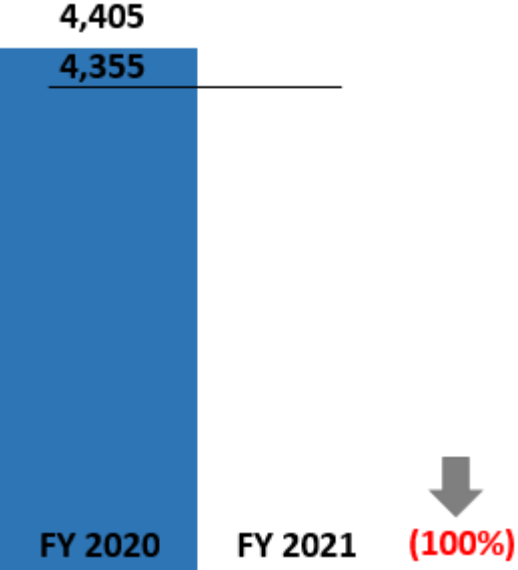


Potential Room Nights

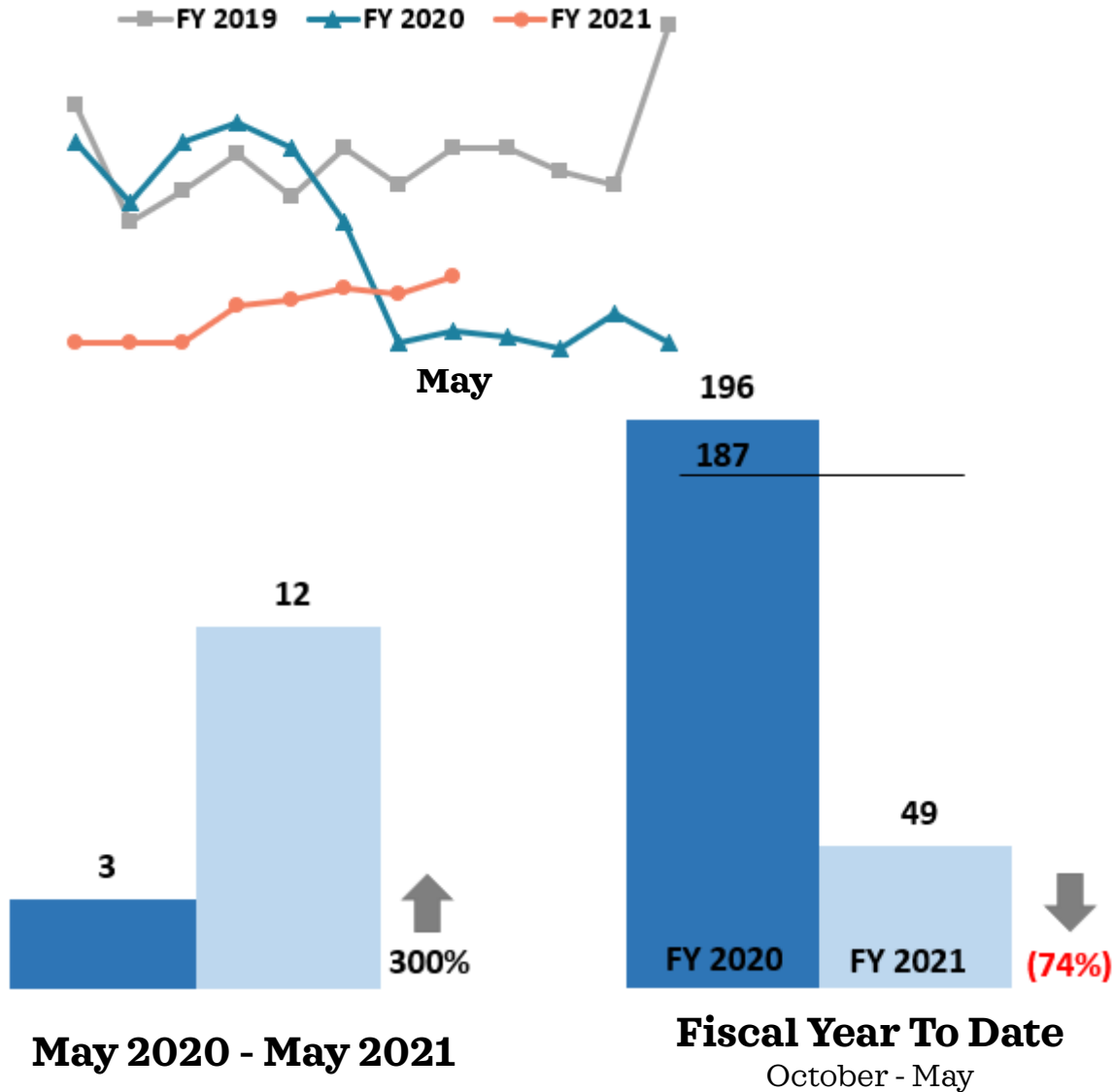


May 2020 - May 2021

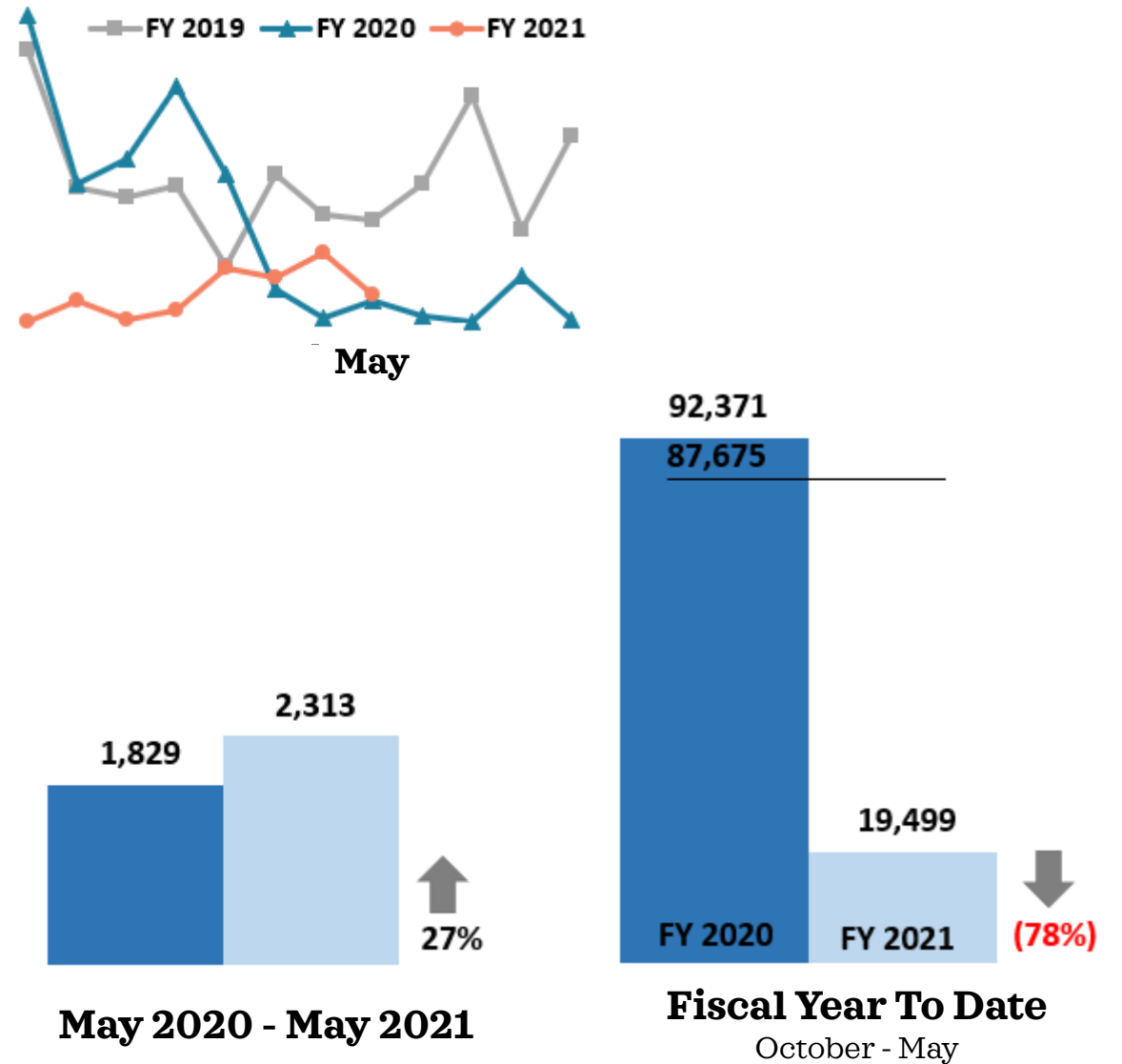
Fiscal Year To Date
October - May



Leads Issued – All Sales



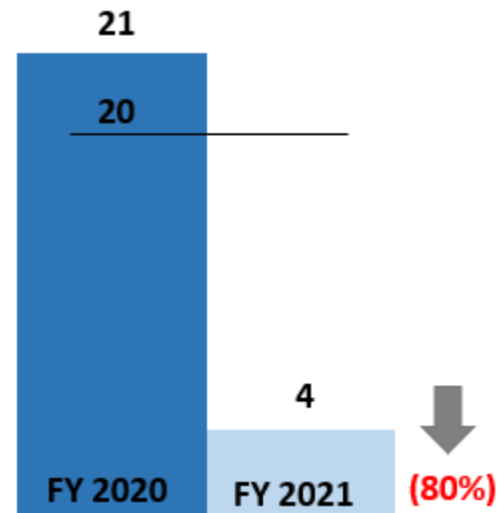
Potential Room Nights



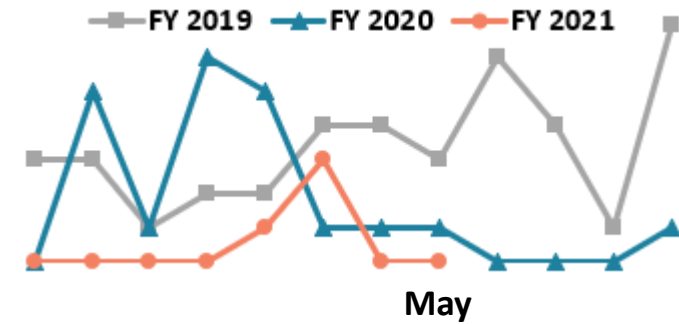
Convention Center Leads



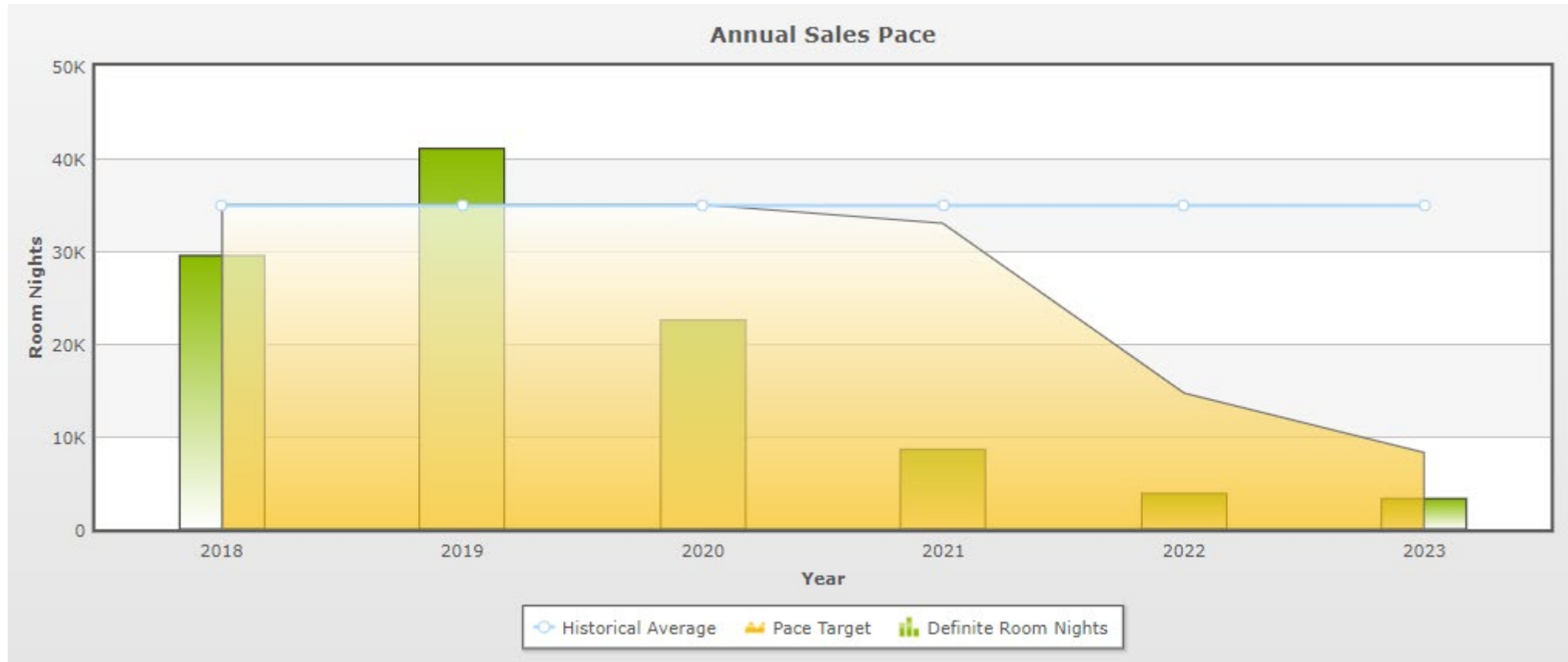
May 2020 over May 2021



Fiscal Year To Date
October - May



Pace Report

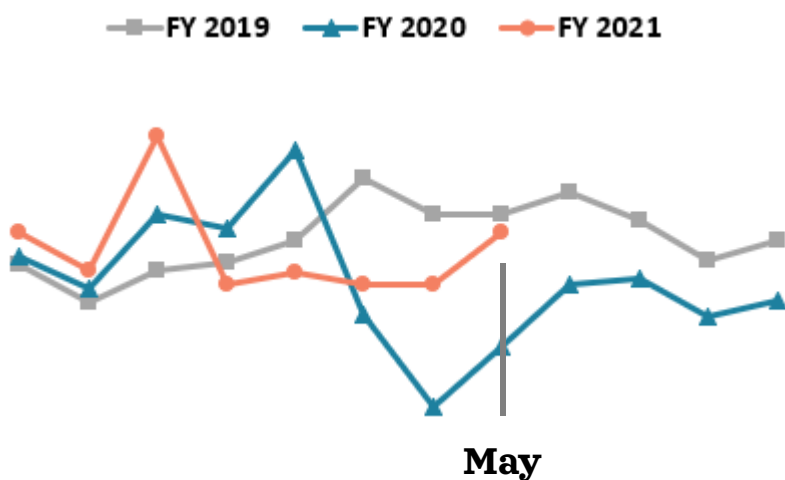
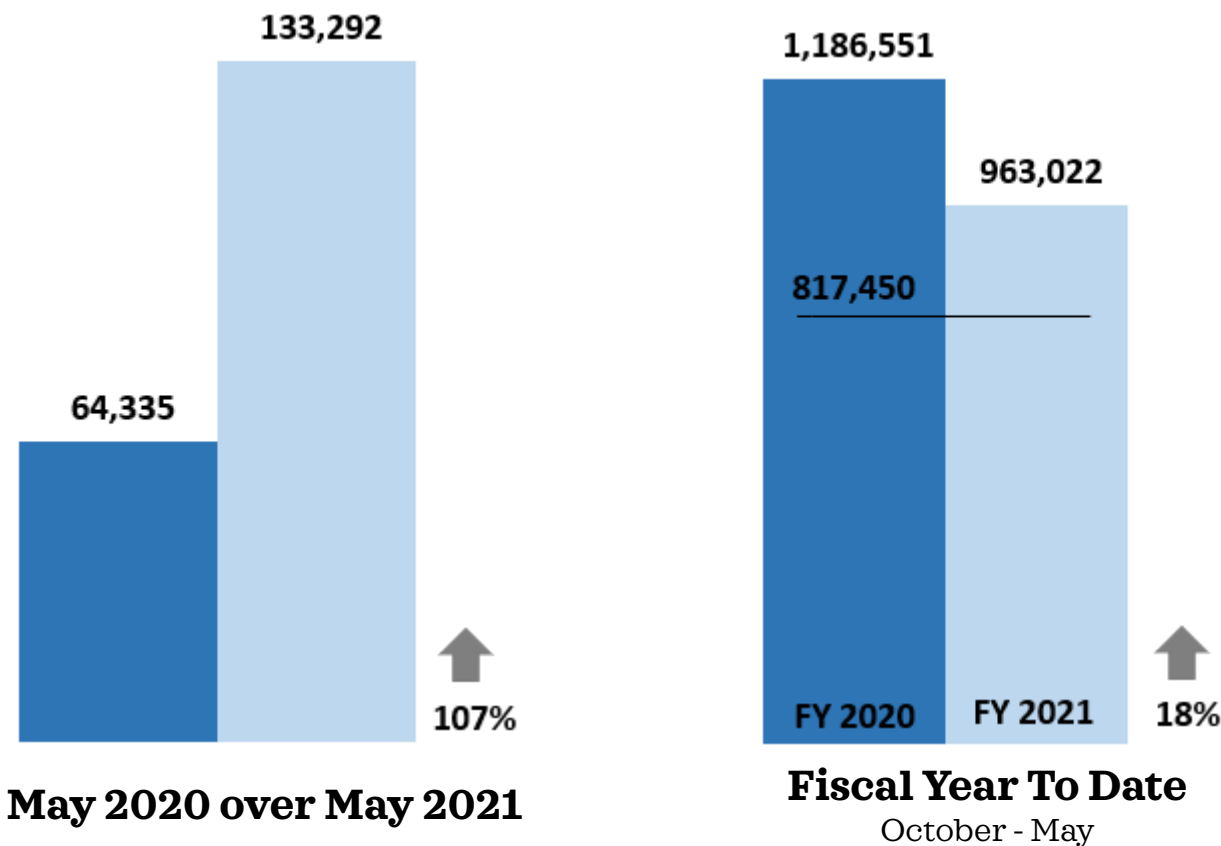


Pace Report - Pipeline



Google Analytics – Users

Traffic Analysis:
May increased 104% year over year. The site's organic engagement metrics improved year over year as well: pages per session was the only decrease (-0.8%), however, the average session duration increased by 8%, and the bounce rate improved by 2.5%.



Source: Google Analytics

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 2021	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
Newsletter Signup	241	213	497	234	247	325	368	314				
Total Active Newsletter Recipients 25,365												
Request the Guide	568	440	542	784	797	1,143	1,080	1,163				
Digital Guide Views	118	69	88	131	129	196	182	207				

Action Taken

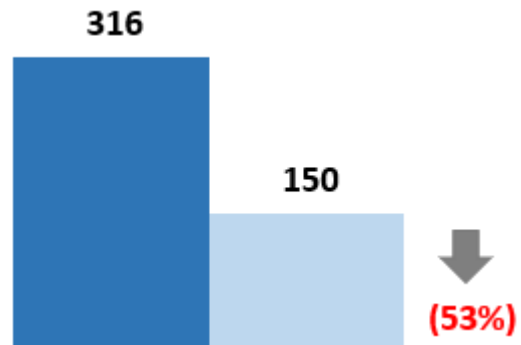
Total number of partner events and listings viewed by visitors on our site.

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

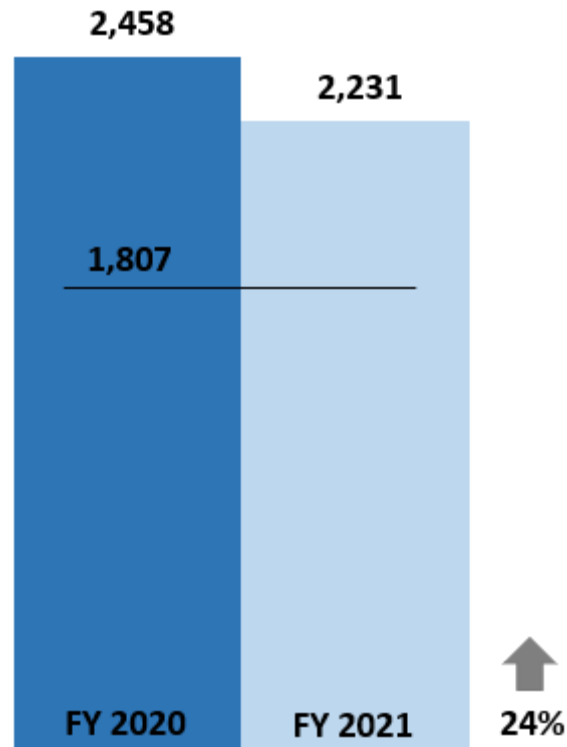
Event Detail	5,339	6,729	9,279	2,176	2,509	5,190	5,372	8,370				
Listing Detail	10,648	7,466	9,064	13,007	13,743	25,274	20,947	26,961				
External Link	14,105	8,955	9,549	7,740	8,390	13,196	13,920	18,676				

1,105 - Attraction-pass; 538 - Things to do; 351 - Allegiant Air; 328 - casinos

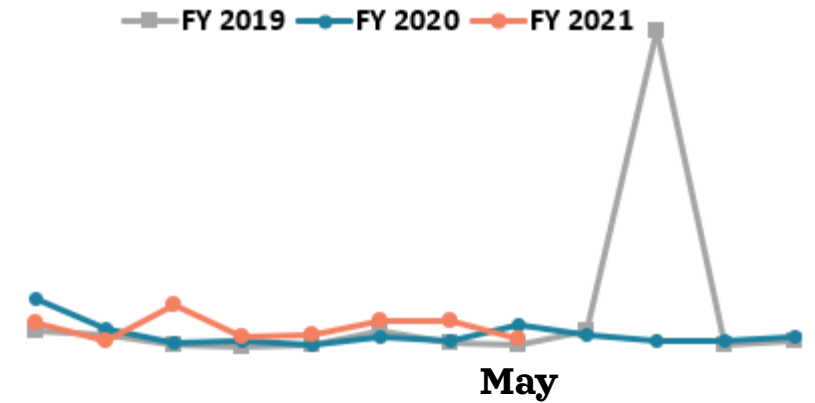
Number of Articles



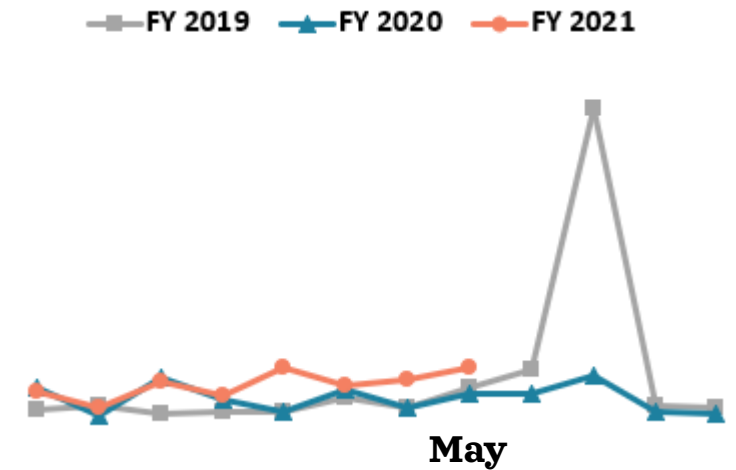
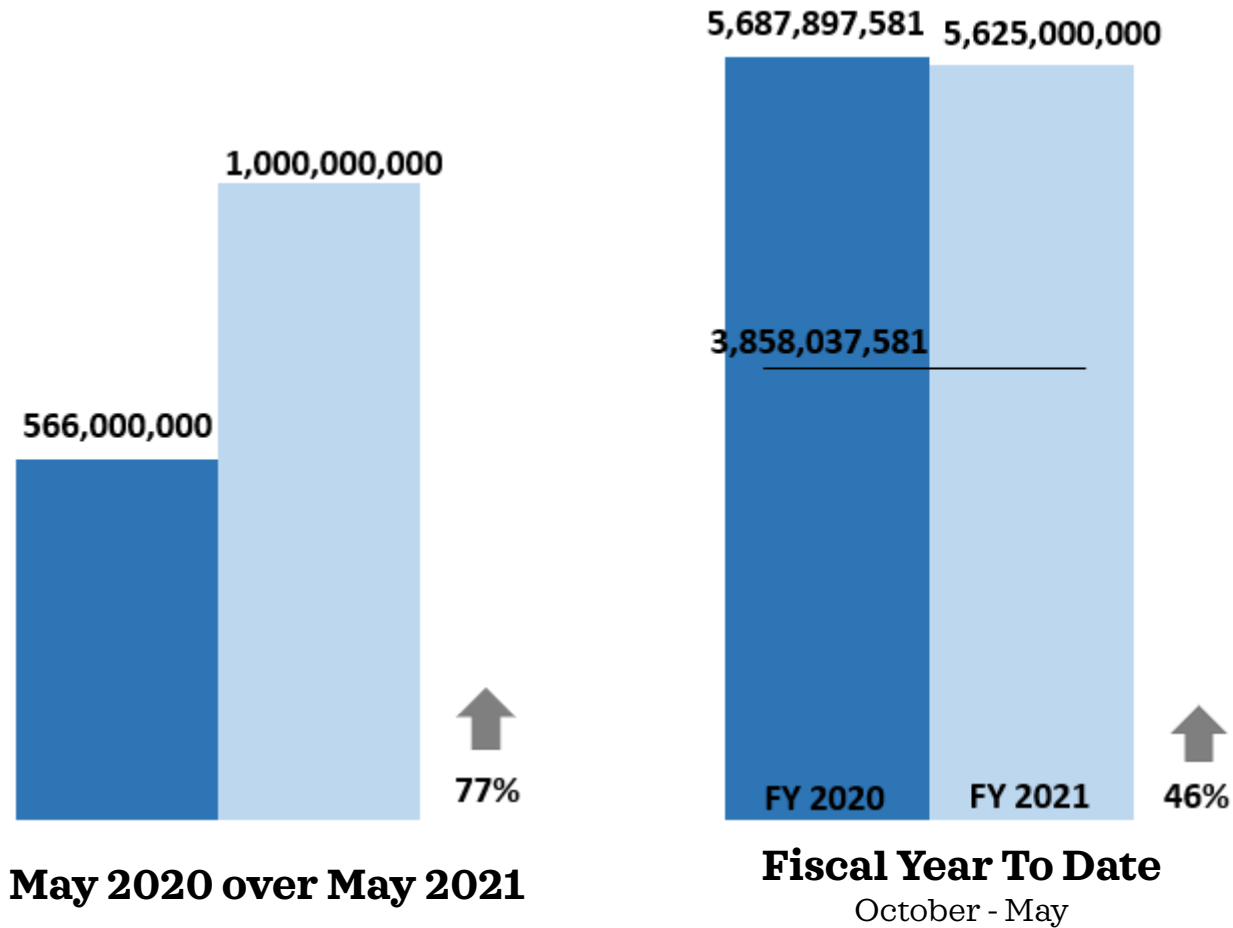
May 2020 over May 2021



Fiscal Year To Date
October - May

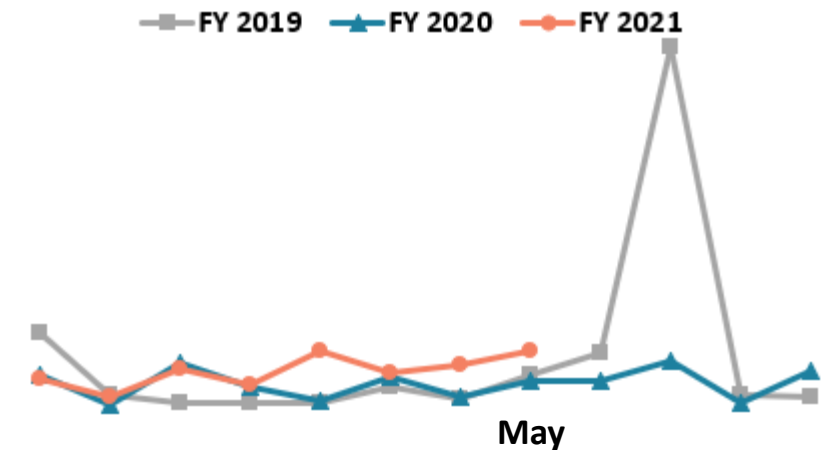
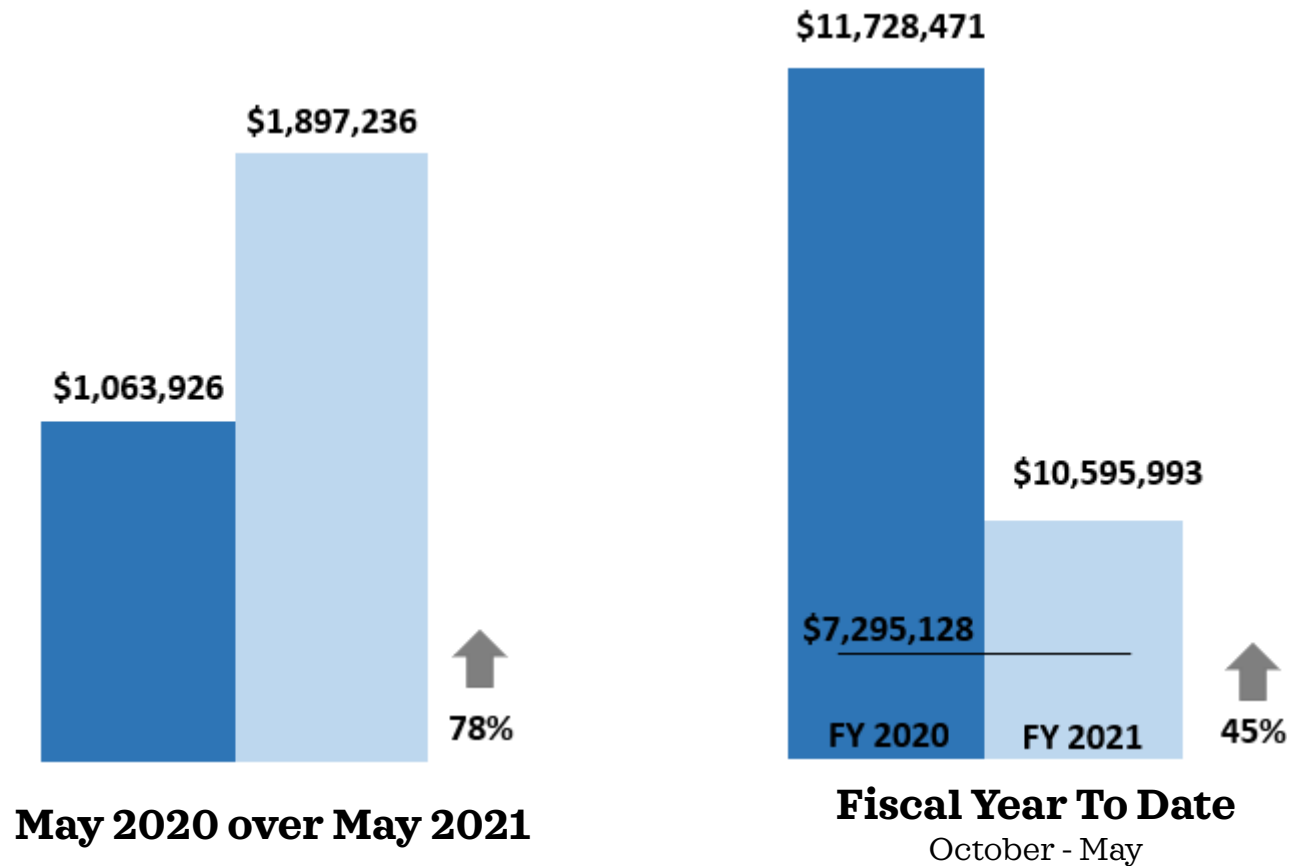


Impressions



Advertising Value Equivalency

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



Earned Media

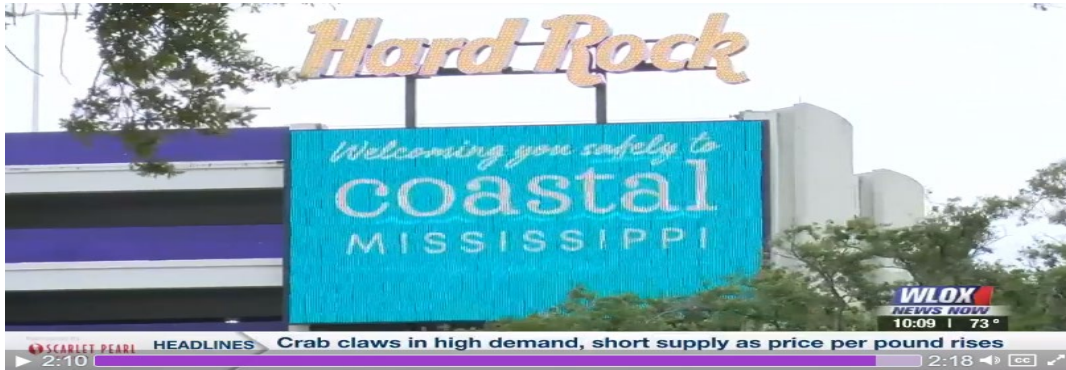
Content Drivers:

- COVID-19
- Outdoor Activities
- Beach Destinations
- Family Travel
- Food & Drink





South Mississippi tourism ready for big comeback



BILOXI, Miss. (WLOX) - COVID-19 hit tourism like a striker whaps a air hockey puck.

Travel spending is down nearly \$500 billion, costing the U.S. economy nearly one point one trillion dollars.

And although South Mississippi tourism has been feeling the heat for even longer, optimism is growing.

"We had a couple of really rough years there - not just the pandemic but before that was the algae bloom, whatever it was," said Bill Raymond, Biloxi historical administrator. "Now, people are just so excited to be able to go out and enjoy themselves. ... Just looking this year over the last five years, I can see that we're building back to where we're supposed to be this time of year."

Local Media Coverage - Assisted

MISSISSIPPI BUSINESS JOURNAL

CVBs making a comeback in Mississippi

Coastal Mississippi created the Coastal Mississippi Recovery Plan to continue the momentum built prior to COVID-19 and ensure a strong economic future. This plan is based on the following framework: consumer sentiment and intent to travel; the readiness of the destination for tourism; input from partners and stakeholders; and industry and competitive analysis. In 2019, the area welcomed 14.2 million visitors, amounting to total expenditures of \$1.816 billion.

Casinos have remained a top reason for visiting, maintaining the region's position as the South's leading gaming destination. Outdoor activities, events, attractions, and business travel were also main visitation drivers.

"Coastal Mississippi is perfectly poised to welcome visitors to a destination with an abundance of safe, enjoyable adventures, small coastal communities offering unique experiences, plenty of space to roam, and Southern hospitality at its finest," Segarra said. "In fact, our research shows that intent to visit Coastal Mississippi ranks higher than Pensacola, Gulf Shores/Orange Beach, Baton Rouge and Lake Charles, over the next 18 months."

Mississippi Coast has a new theme song. It's written by Jimmy Buffett, Mac McAnally



The video shows people enjoying the water, the landmarks like the Biloxi Lighthouse and the casinos, as Buffett croons: “Have a world of fun on a Pascagoula run, and you might get lucky on a beach in Biloxi.”

The promotion is designed to help draw attention to the Coast as people are feeling more comfortable taking vacations during the coronavirus pandemic.

“This collaboration with such phenomenal home-grown and world-class talent is sure to instill community pride and, in turn, garner increased exposure for the region as a destination,” said Milton Segarra, CEO of Coastal Mississippi, “showcasing the incredibly diverse array of experiences that Coastal Mississippi has to offer visitors of all ages.”

Buffett, McAnally pen ode to coast with ‘Gulf Coast Girl’

JACKSON COUNTY, Miss. -- Pascagoula’s own Jimmy Buffett and longtime collaborator Mac McAnally have penned a new song as an ode to the coast, entitled “Gulf Coast Girl.”

The song, performed by Caroline Jones & The Pelicanaires (Buffett, McAnally, Kenny Chesney, Lukas Nelson), is the being used as part of a new tourism campaign by Coastal Mississippi.

“It is a true honor to work with such accomplished artists and to further our promotion of ‘The Secret Coast,’” said Milton Segarra, CEO of Coastal Mississippi. “This collaboration with such phenomenal home-grown and world-class talent is sure to instill community pride and, in turn, garner increased exposure for the region as a destination, showcasing the incredibly diverse array of experiences that Coastal Mississippi has to offer visitors of all ages.”

Southern Living

Coastal Mississippi Is Back—And Now's The Time To Visit These Beautiful Towns

Here's what many people don't know, or at least don't recall, about Hurricane Katrina: While the first hurricane landfall caused deadly flooding in New Orleans and South Louisiana, the second virtually erased Mississippi's beachfront, battering coastal communities with winds topping 100 miles per hour and a storm surge of over 20 feet. That was in 2005.

Today, visit any of the communities from Ocean Springs, D'Iberville, and Pascagoula on the east end to Bay St. Louis and Waveland on the west, and you'll see that the Mississippi Gulf Coast didn't just come back—it redrew its future.



live EXPLORING

Here's what you're missing out on in America's least-visited places



Coastal Mississippi

Also known as Mississippi Gulf Coast or, appropriately, “The Secret Coast”, this 62-mile (100km) stretch may be something of a surprise to those who think Mississippi is all blues, BBQ and bayous. This area has a bit of that too, of course, alongside caster-sugar beaches, casinos, golf courses and fishing piers. Idyllic, shell-scattered [Ship Island](#) is a short ferry hop away. COVID-19 measures are in place – check [the official page](#) for updates.

Coastal Mississippi Assisted Media Coverage

coastal
MISSISSIPPI | *The Secret Coast*

How To Do A Po' Boy Crawl Through Coastal Mississippi



A po' boy (or poor boy) is usually on every menu in [New Orleans](#) and around the area. The influence of the culture and traditions of New Orleans is seen everywhere on the Mississippi coast. You can find a po' boy on menus in most towns along the 62-mile stretch from beginning to end. But with culinary influence from around the globe on the coast, you will discover a few twists to the tradition. I traveled through five Mississippi coastal towns and tasted the Martin brothers' iconic invention in Bay St. Louis, Pass Christian, Biloxi, Pascagoula, and Ocean Springs. This road trip was delicious and one that everyone should experience.

Why You Have To Visit This Rare, Still-Standing Gem On The Mississippi Blues Trail



In 2018 [Rachel Dangermond](#), along with her son Constantin (Tin), bought the Hall from the Loyas. She was the perfect next guardian, and she named Tin the 101st man. The award-winning journalist and community activist who writes about race and parenting worked with community leaders in New Orleans and the Obama White House program on policing. She hosted writing workshops before she stepped into the building. She bought it, moved in, and immediately wrote a grant to gather information to [create a history](#) of the Hall from local residents called the "100 Men Hall People Project."



Mississippi Aquarium: Ticket Prices, Hours and Things to Know



If you're looking for a family-friendly thing to do in Gulfport, start at the Mississippi Aquarium.

One of the newest Gulf Coast attractions, the aquarium is all about education, conservation, and community.

As you walk through the exhibits, an interesting story about the relationships and connections between all the aquatic resources in the area unfolds. The Delta, Mississippi River, Gulf of Mexico, and the wetlands and marshes of the bayous all play a fundamental role in keeping the Gulf's economy and ecological system healthy.

While learning how important the underwater world is, you get to experience the enchanting critters from the sea firsthand.

Coastal Mississippi Assisted Media Coverage

MULTICULTURAL MAVEN

Planning a Visit to Coastal Mississippi

MAY 20, 2021

This trip was hosted by Coastal Mississippi however all opinions are my own.

I just might have fallen in love with the coast of Mississippi. With three coastal counties (Jackson, Hancock, and Harrison), we were amazed at the beauty and the 12 cities that makeup all the tourist fun.








If you're looking for a place to put your toes in the sand and have fun, you can't go wrong with the 62 miles of coastal Mississippi. Stellar views of the Gulf of Mexico and the Mississippi Sound.

Not to mention, TONS of amazing fresh local ingredients and seafood options to enjoy. After reading this post, I think you'll agree that coastal Mississippi is the place to be.

I've basically broken it down for you in a way that you can easily book your stay and fill your days!



Social Media Metrics

							
Monthly Increase	4,299	-126	5	136	6,283	12	10,609
May 2020	158,868 Facebook (Total Likes)	15,388 Twitter (Total Followers)	975 Pinterest (Total Followers)	16,366 Instagram (Total Followers)	1,790,443 YouTube (Lifetime Followers)	5,677 LinkedIn Total Followers	1,985,717 Total

Facebook increase can be attributed to the popularity of the Tatonut post.

YouTube - The Gulf Coast Girl videos have each received over 4,000 views in the first of month of being posted.

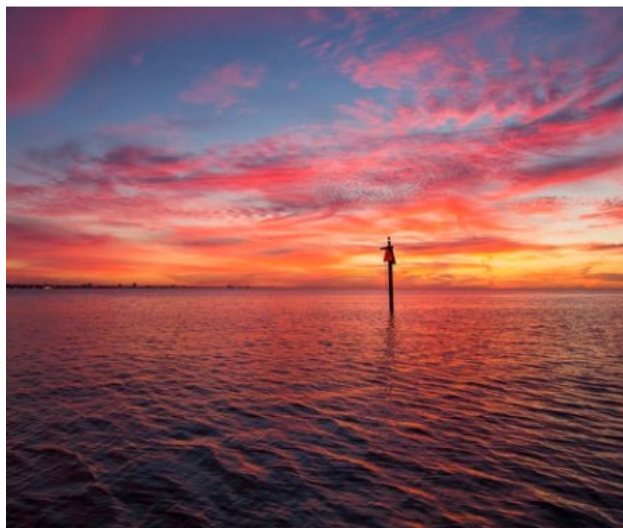


Facebook

#humpday Tatonut Post

35,488 impressions
931 interactions

And the sun falls on another beautiful day in Coastal Mississippi.
#VisitMSResponsibly



Instagram

Monday Sunset Post

7,000 impressions
601 interactions

Top Tweet earned 3,190 impressions

There's just nothing quite like it.

#VisitMSResponsibly

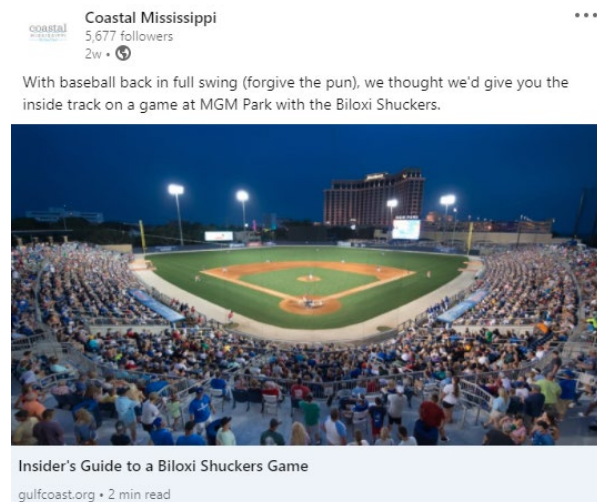
pic.twitter.com/Jxdyls8QR9



Twitter

Ocean Springs Sunset

3,190 impressions
112 interactions



LinkedIn

Insider's Guide to a Biloxi Shuckers Game

23,059 impressions
177 interactions

SOCIAL MEDIA