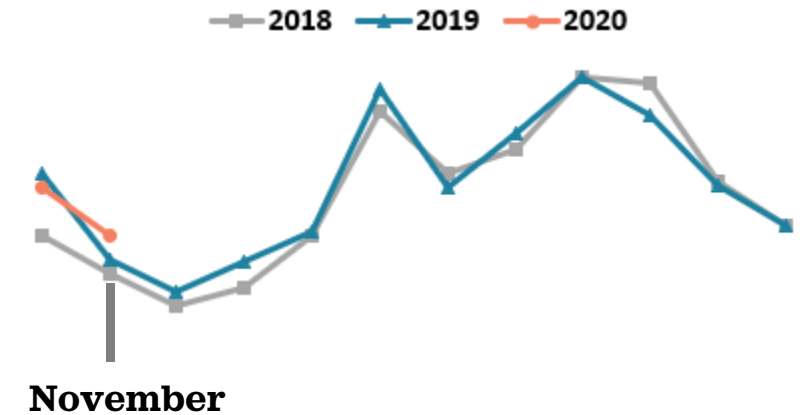
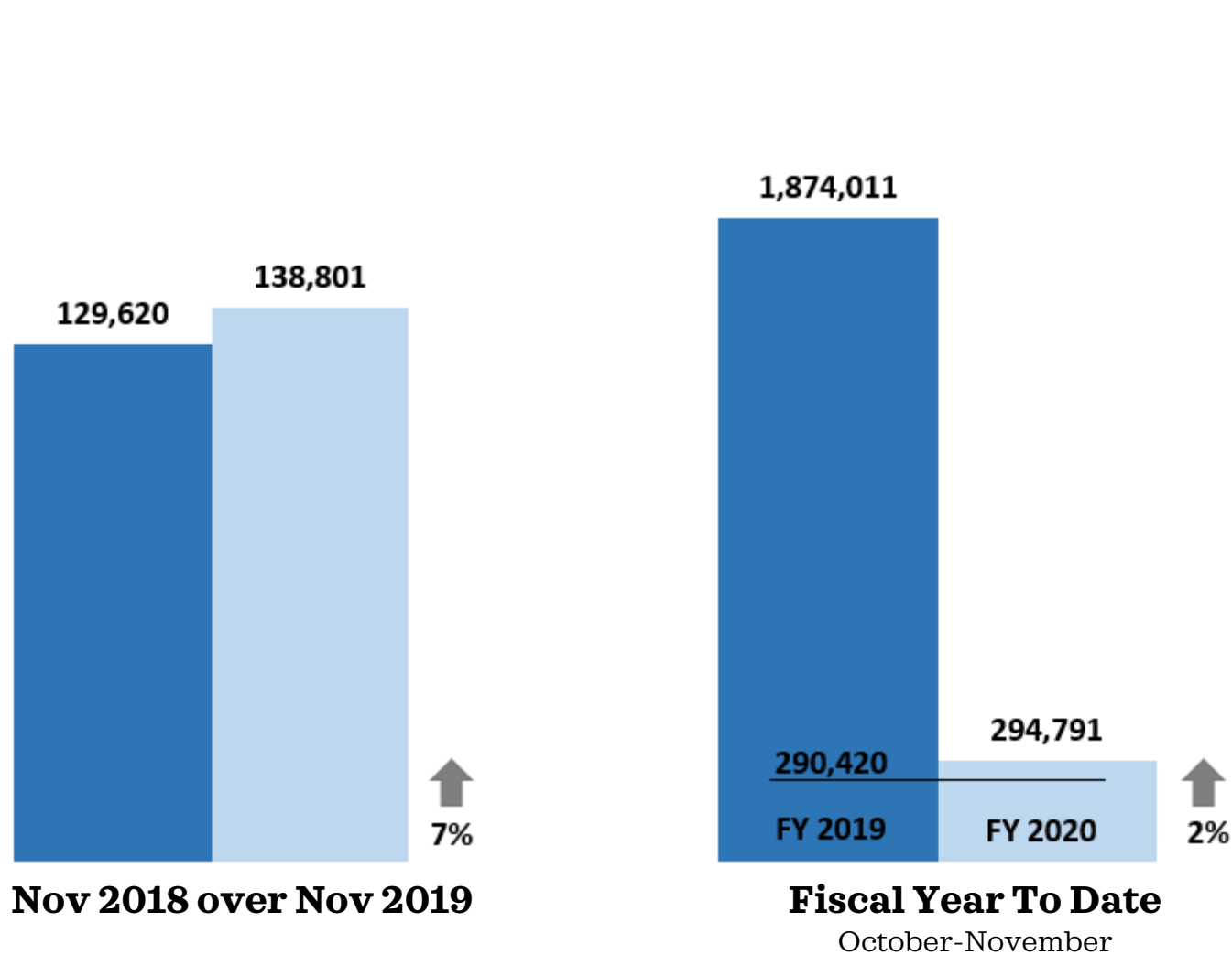


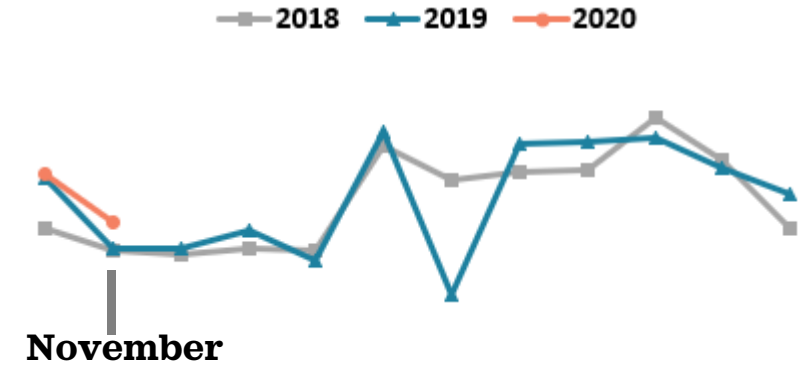
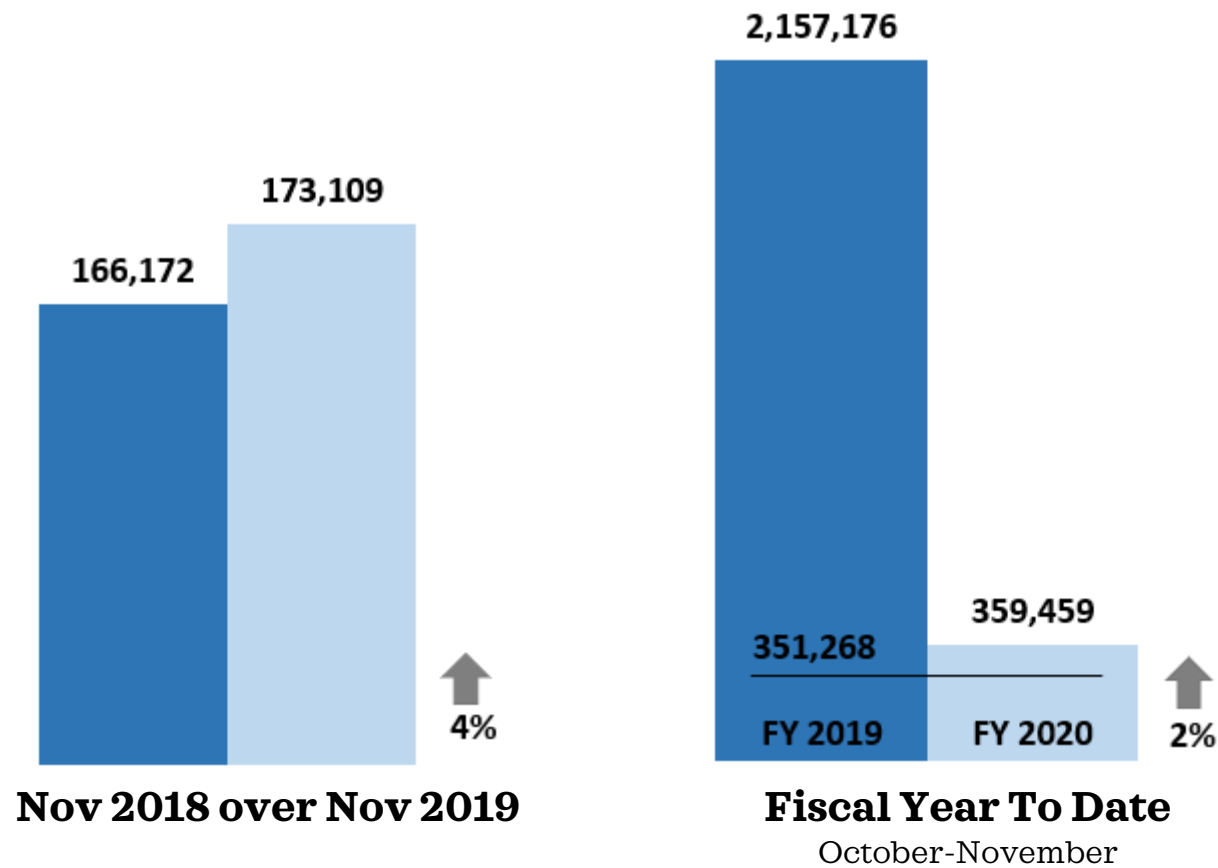
coastal MISSISSIPPI *— The Secret Coast —*

- Key Performance indicators
- November 2019

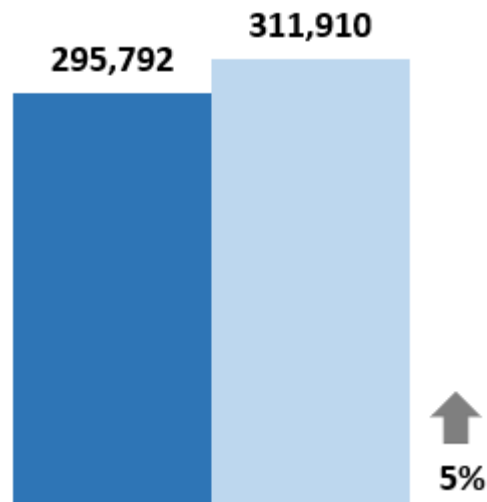
Non-Casino Rooms Sold



Casino Rooms Occupied

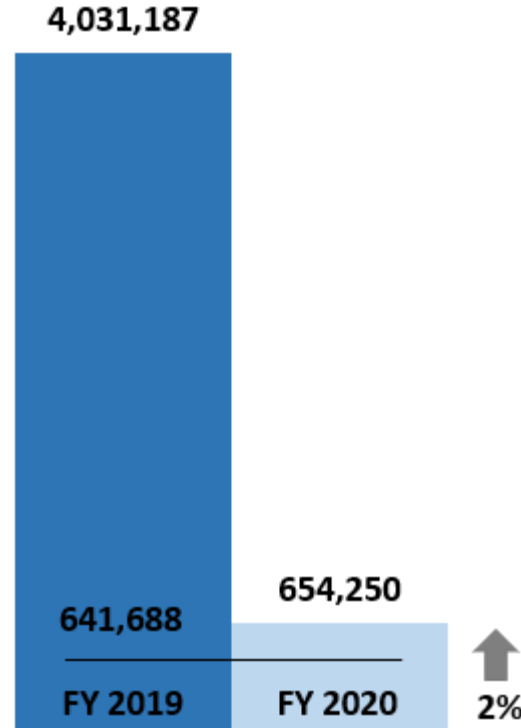


All Rooms Sold/Occupied

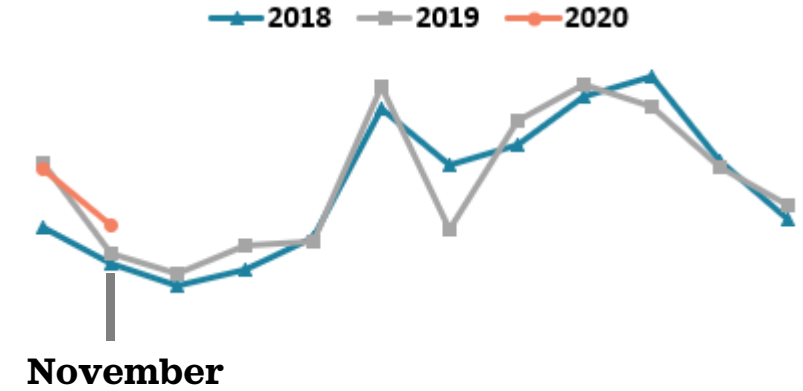


Nov 2018 over Nov 2019

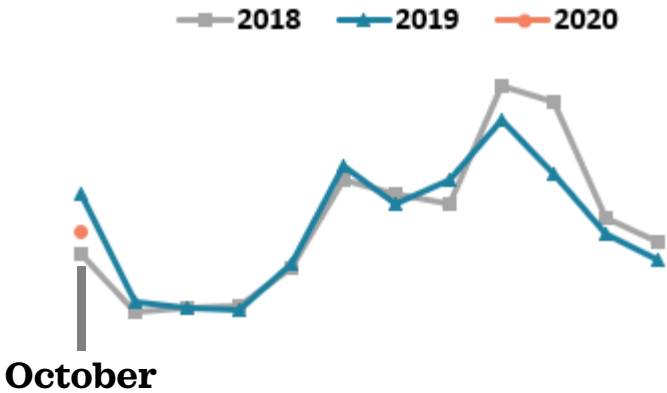
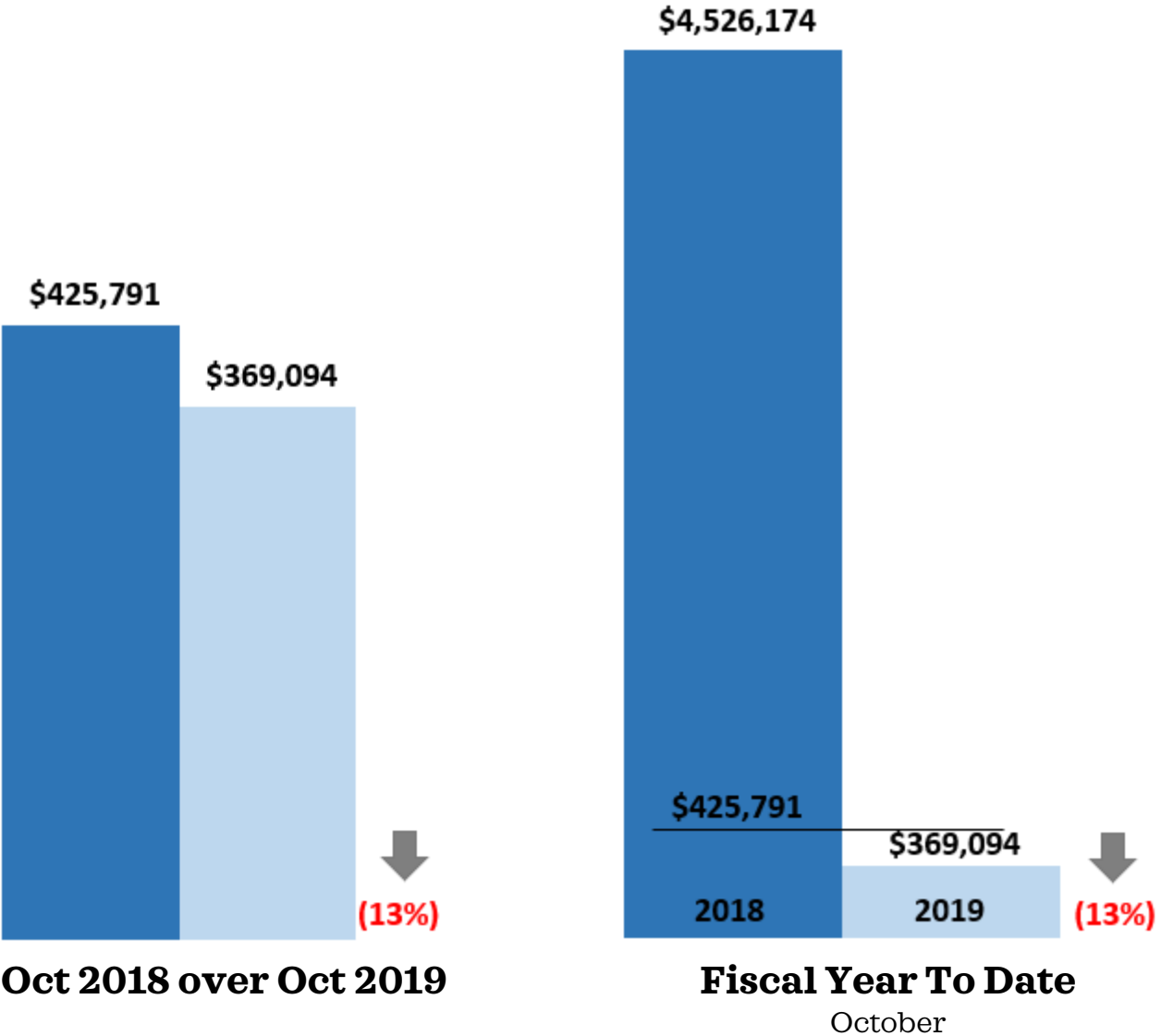
Source: STR & MS Gaming Commission



Fiscal Year To Date
October-November

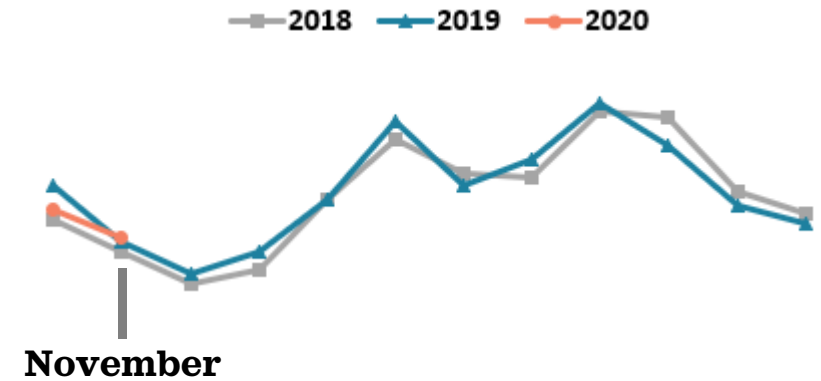
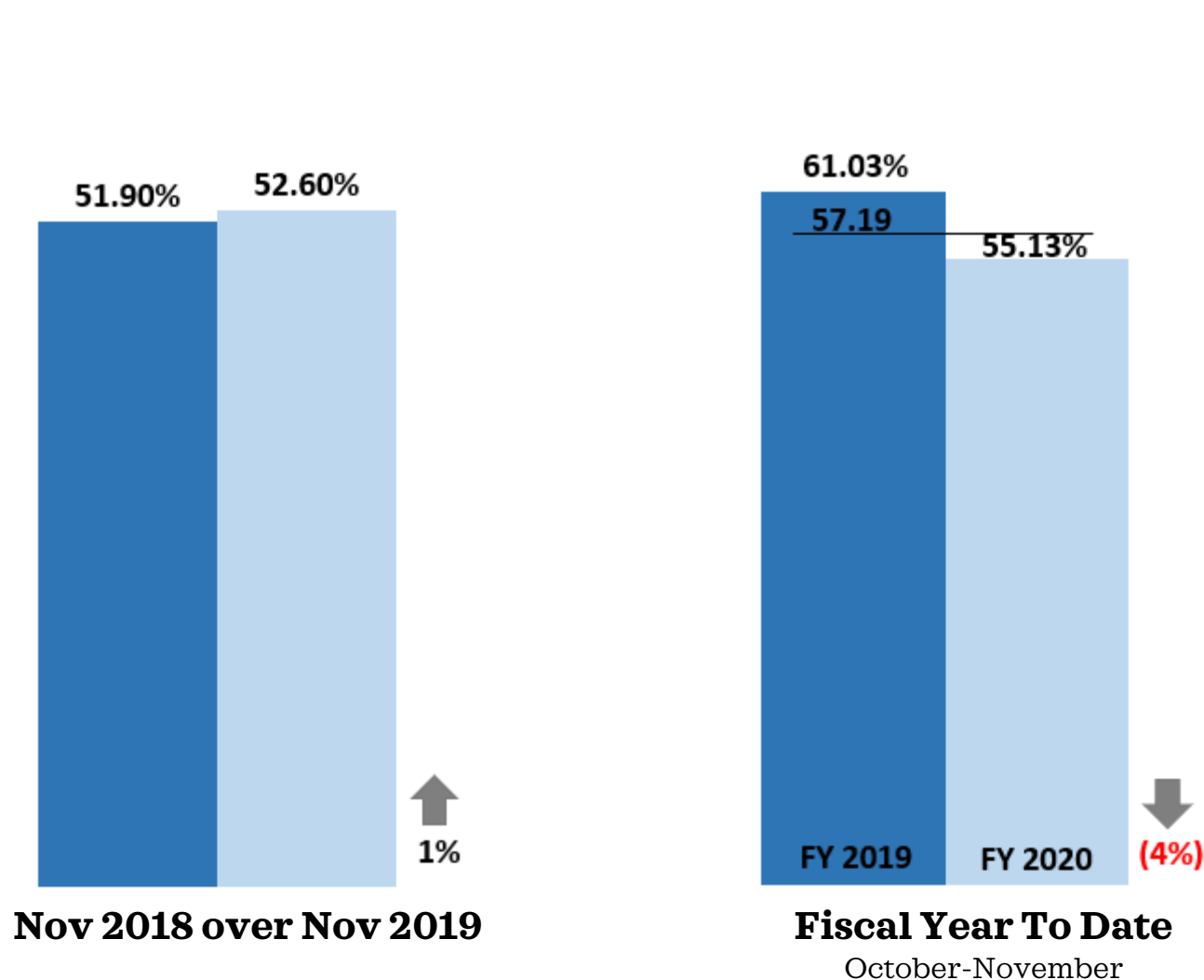


Occupancy Tax Receipts

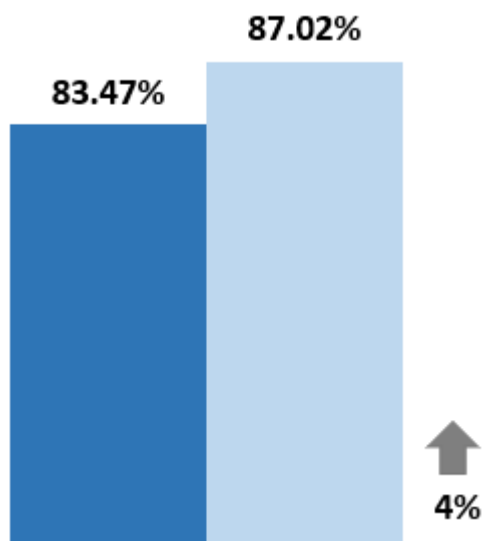


Source: MS Department of Revenue

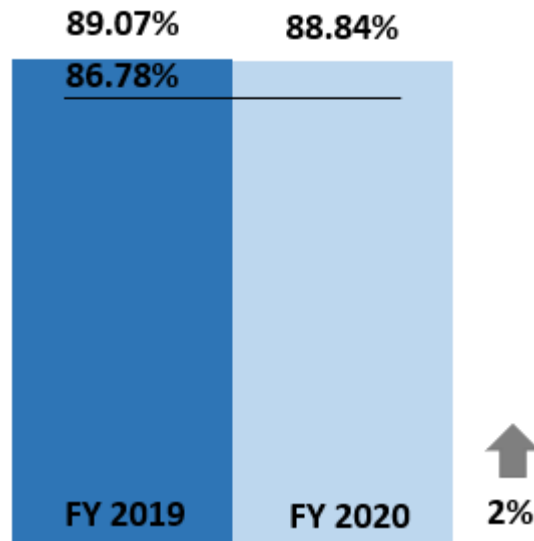
Non-Casino Occupancy



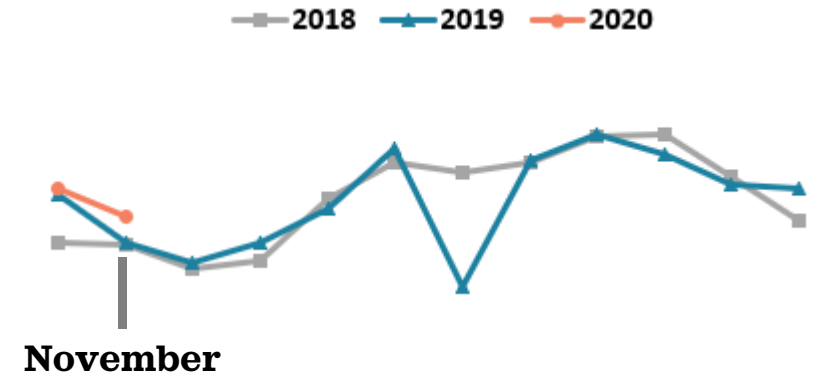
Casino Occupancy



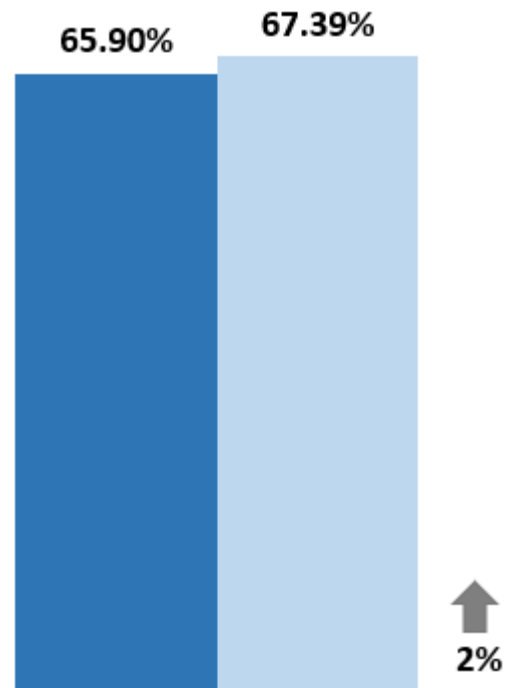
Nov 2018 over Nov 2019



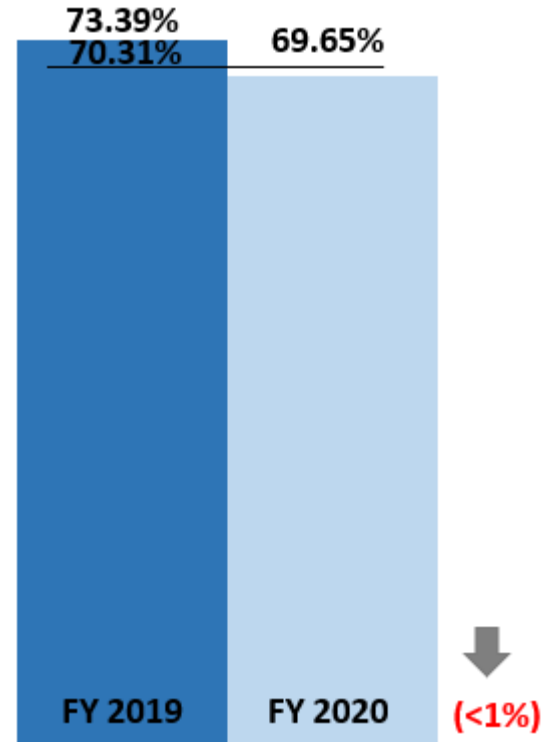
Fiscal Year To Date
October-November



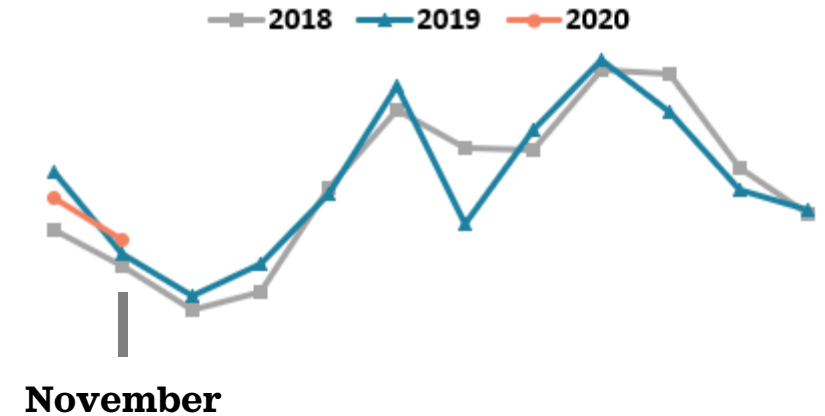
All Occupancy



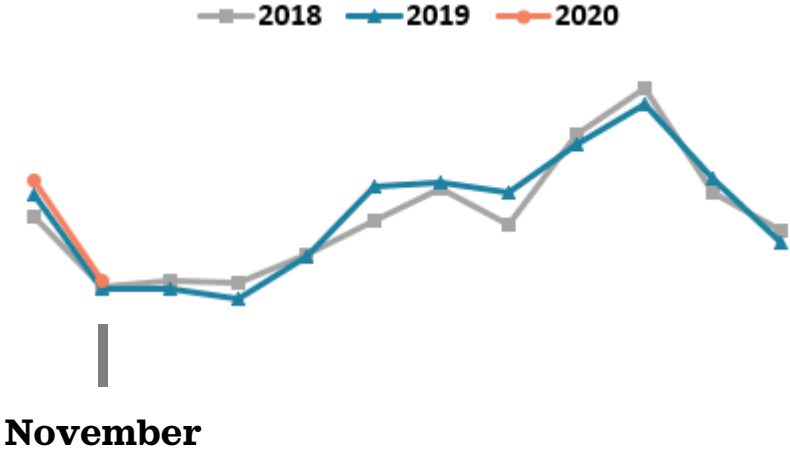
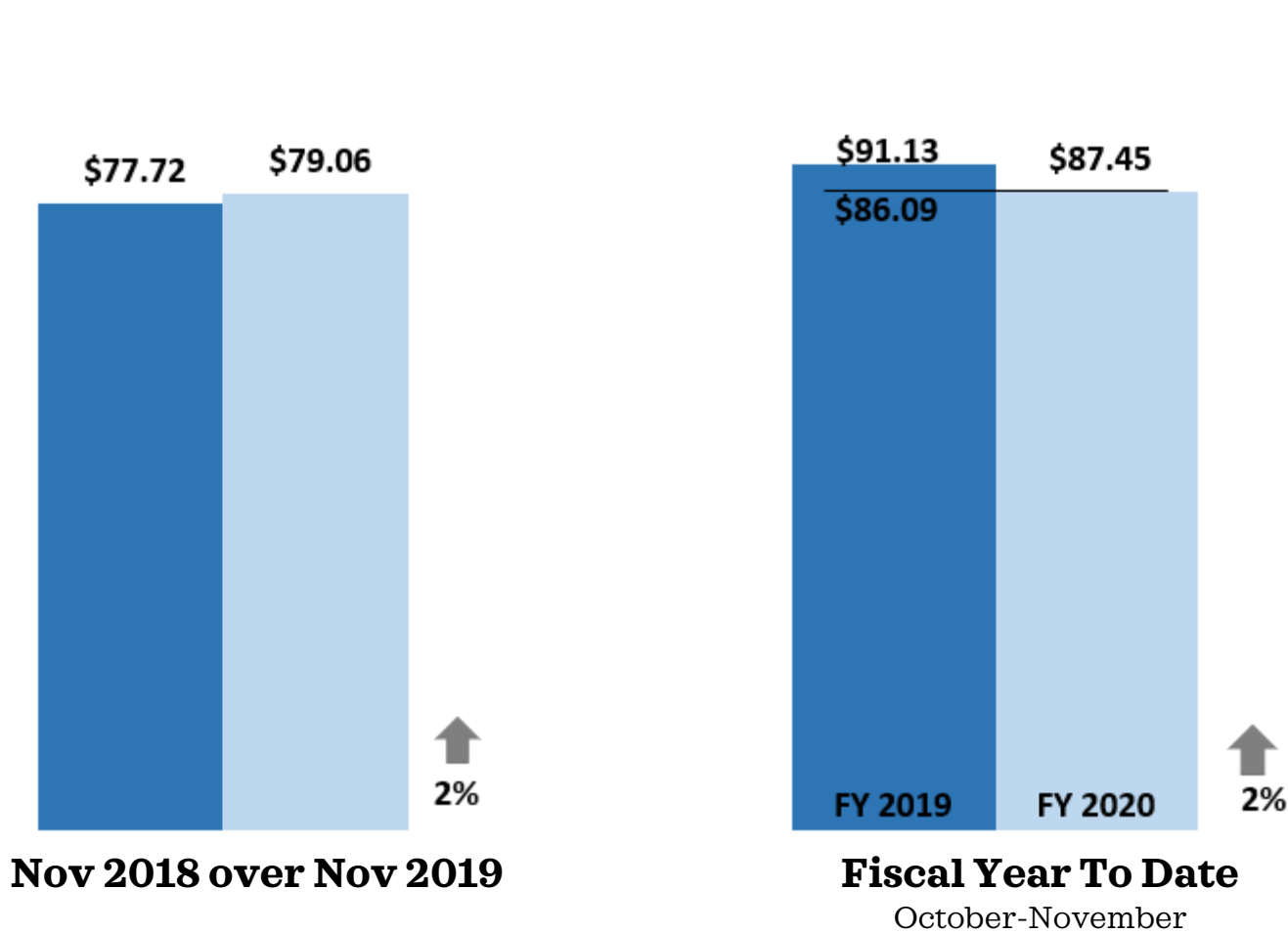
Nov 2018 over Nov 2019



Fiscal Year To Date
October-November

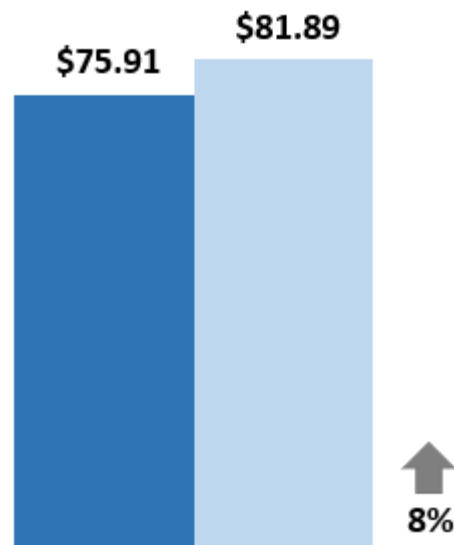


Non-Casino ADR

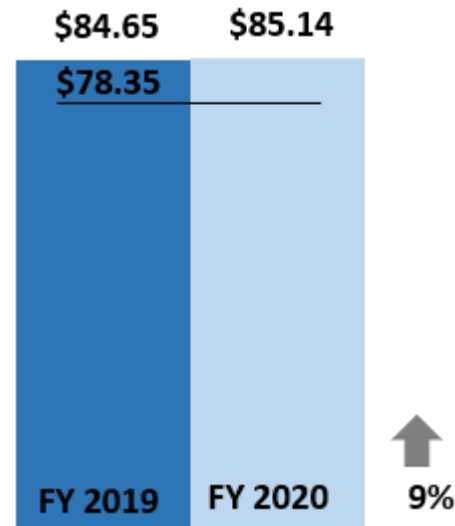


Source: STR

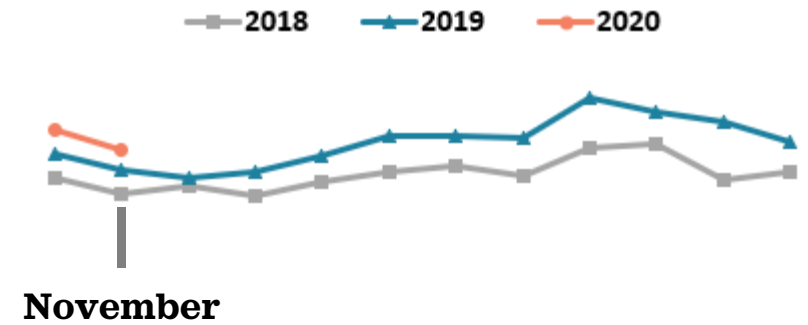
Casino ADR



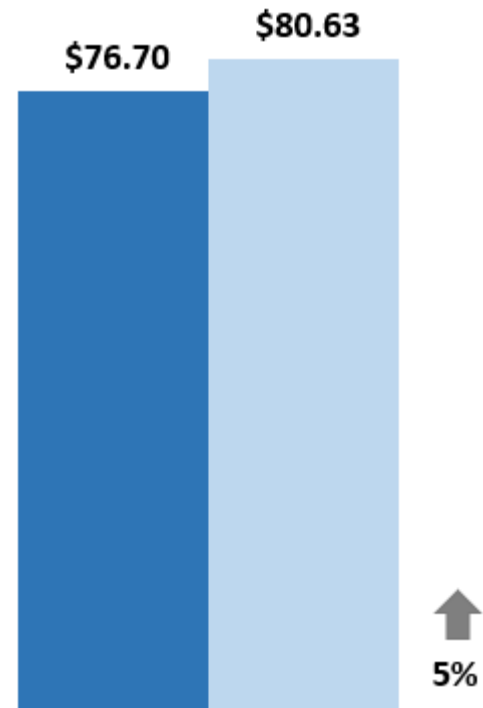
Nov 2018 over Nov 2019



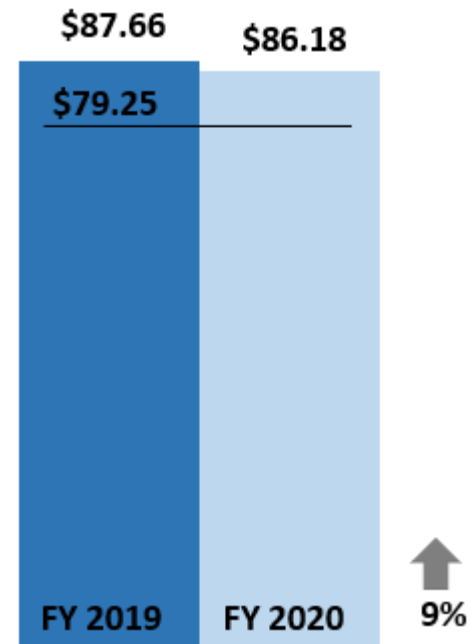
Fiscal Year To Date
October-November



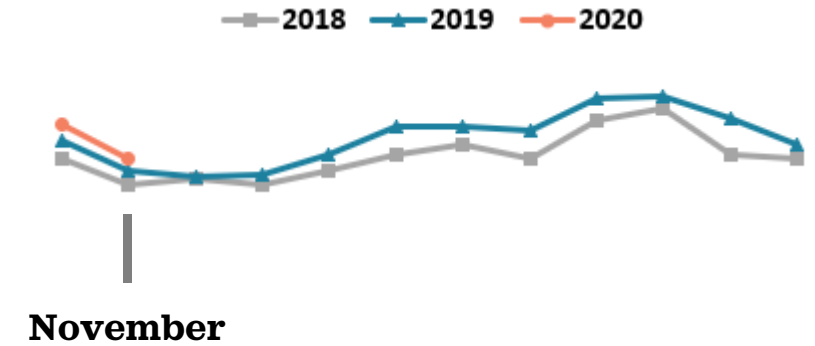
All ADR



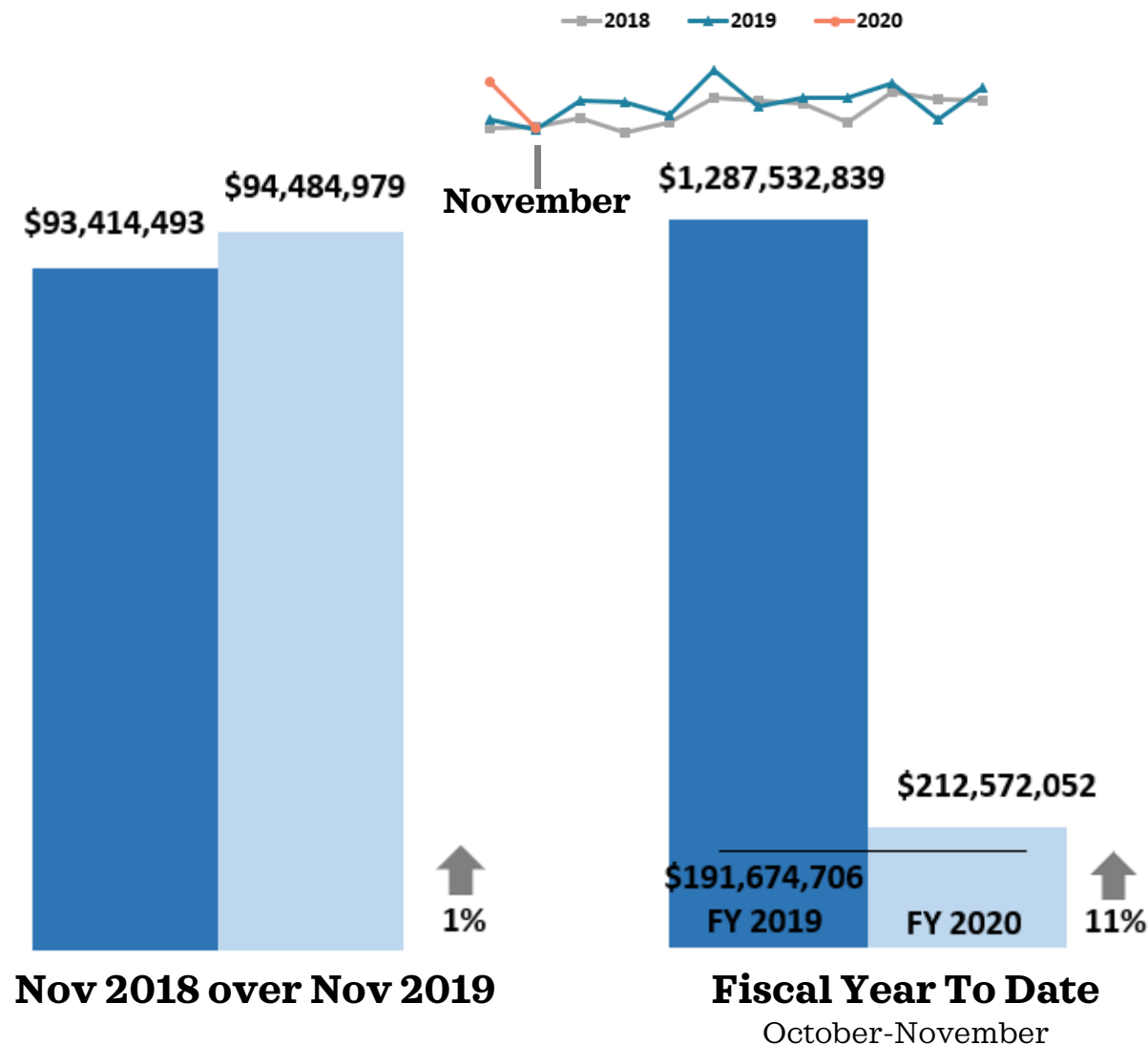
Nov 2018 over Nov 2019



Fiscal Year To Date
October-November

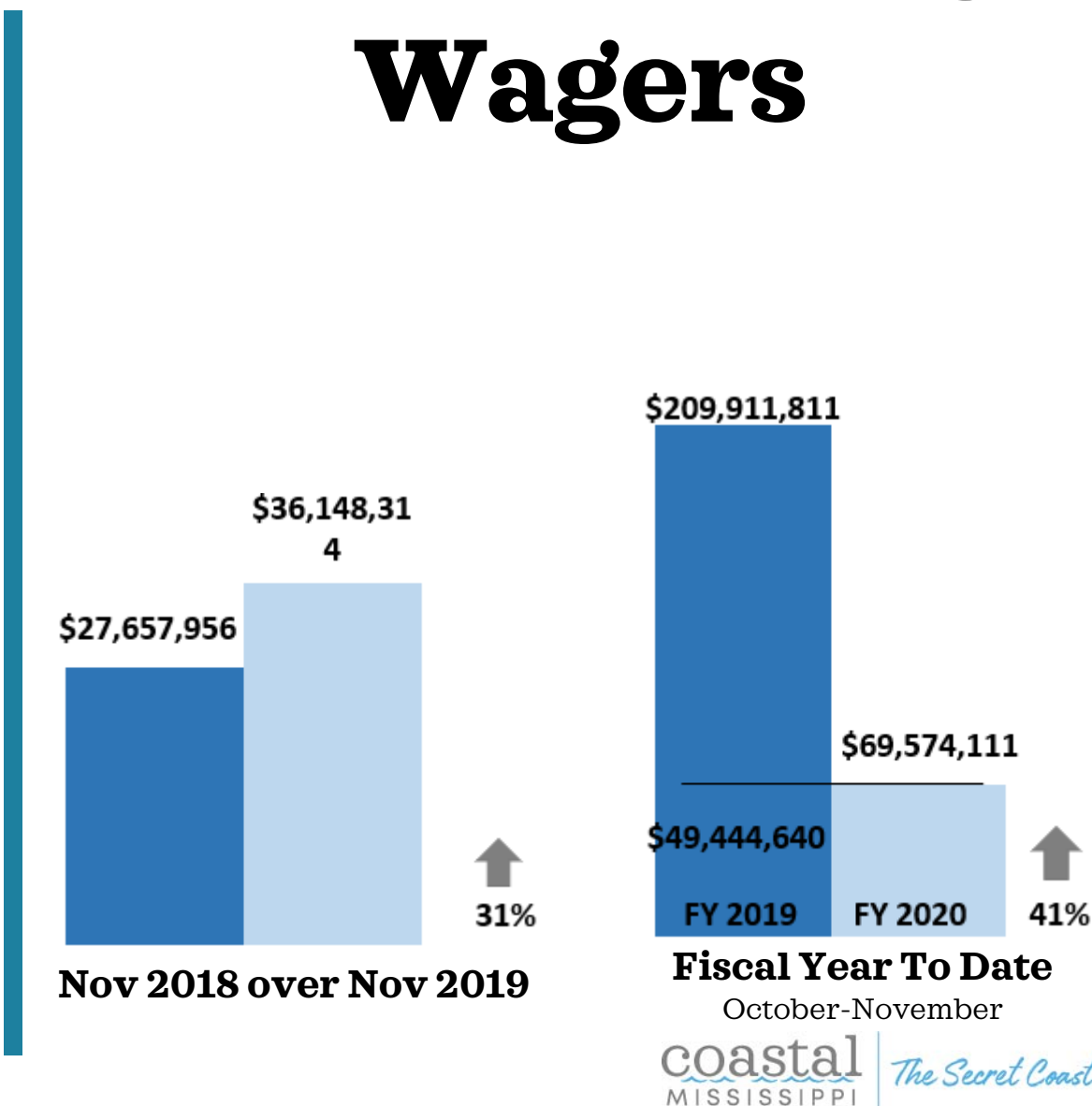


Gaming Revenue



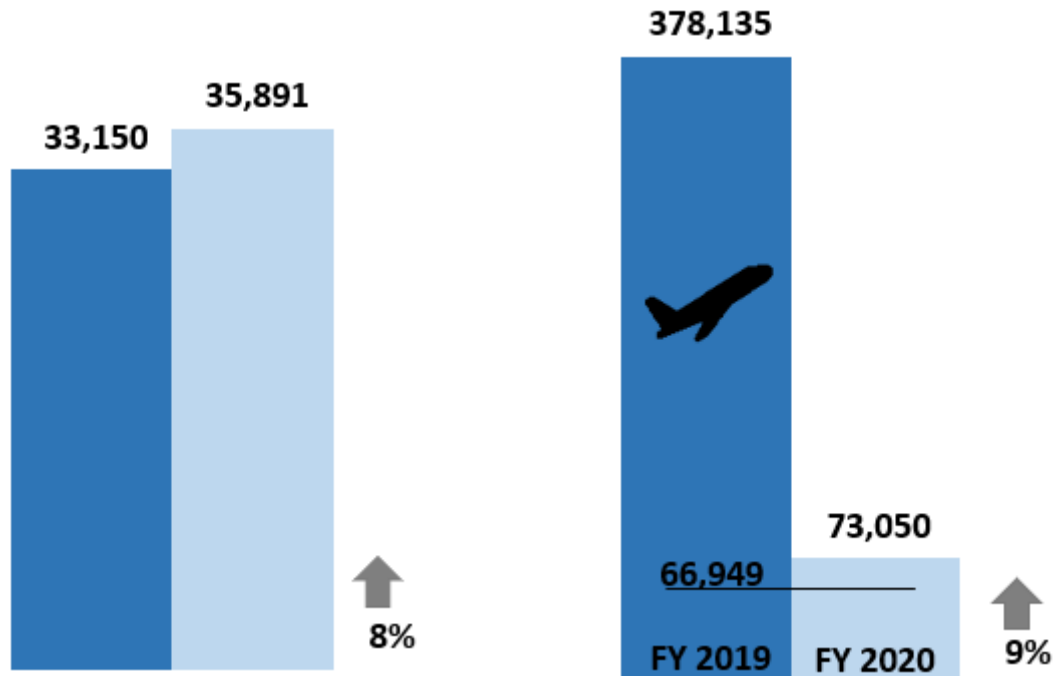
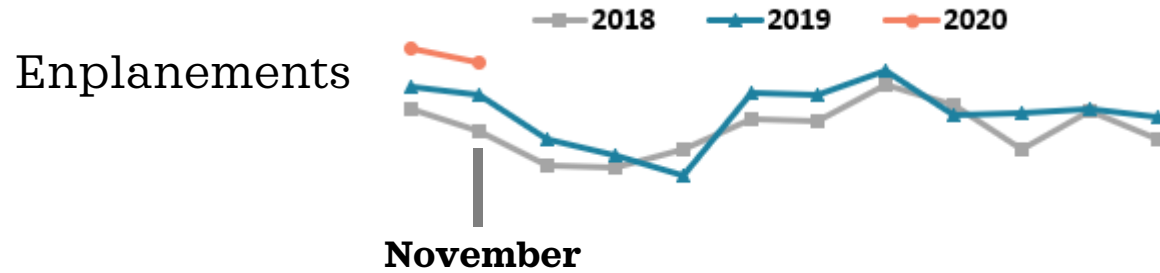
Source: MS Gaming Commission

Sports Betting Wagers



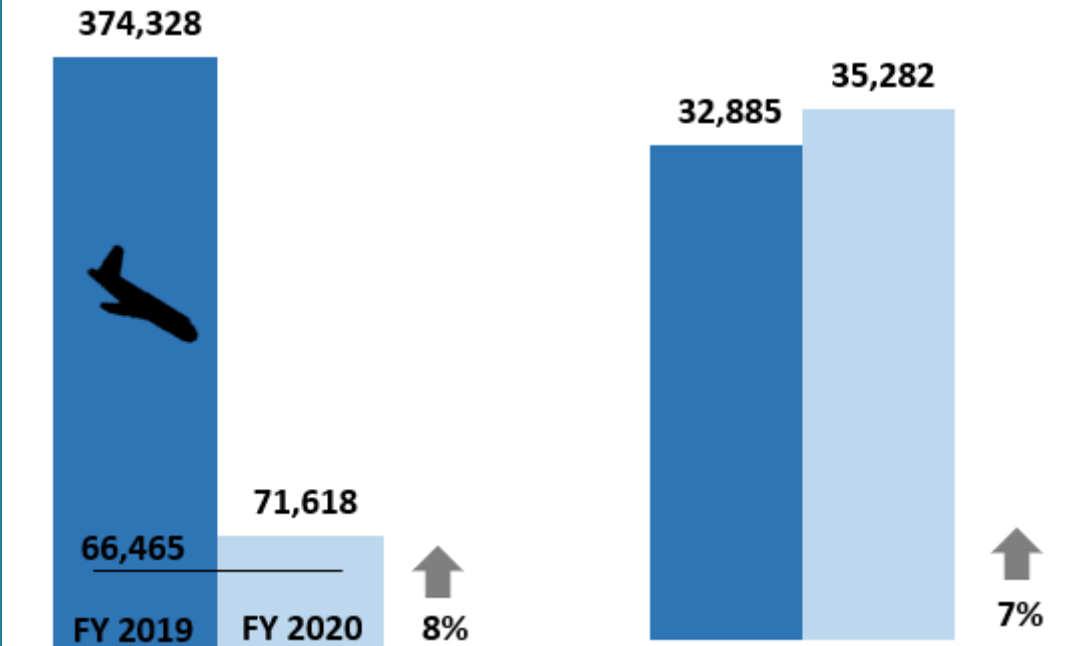
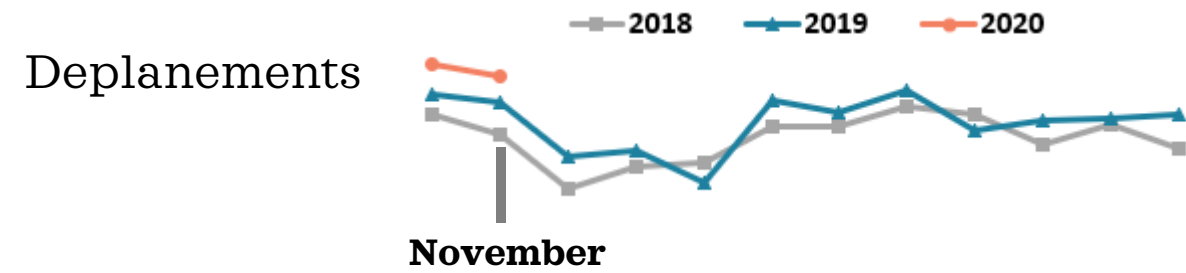
* Sports Betting began October 2018

Airport



Nov 2018 over Nov 2019

Fiscal Year to Date
October-September

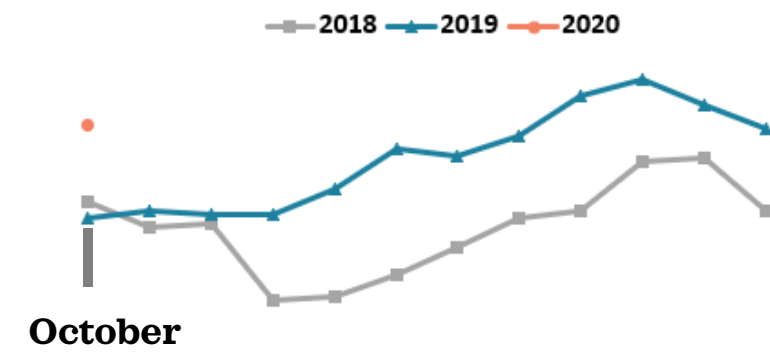
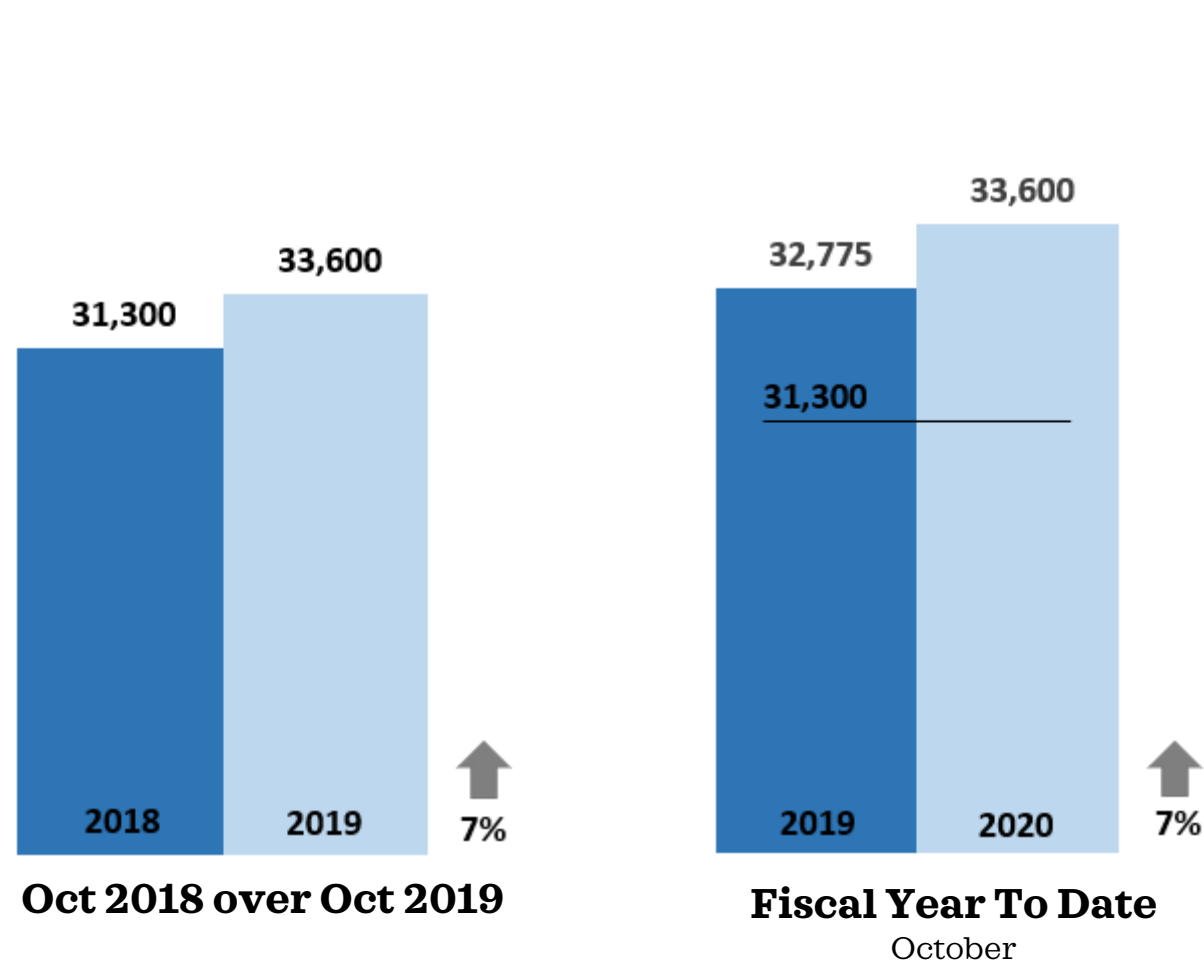


Nov 2018 over Nov 2019

Fiscal Year to Date
October-September

coastal
MISSISSIPPI | The Secret Coast

Leisure & Hospitality Jobs

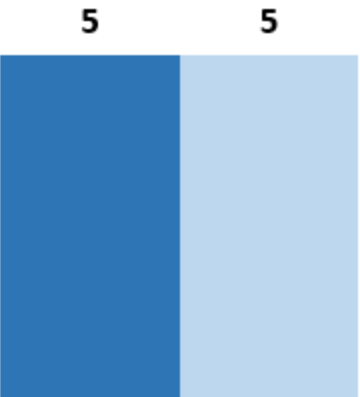
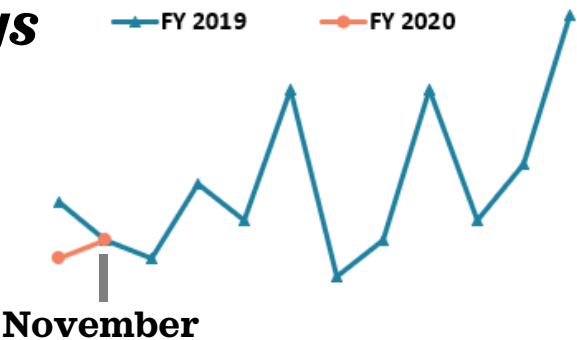


Yearly numbers reflect an average of all months in the FY.

Source: MS Department of Employment Security

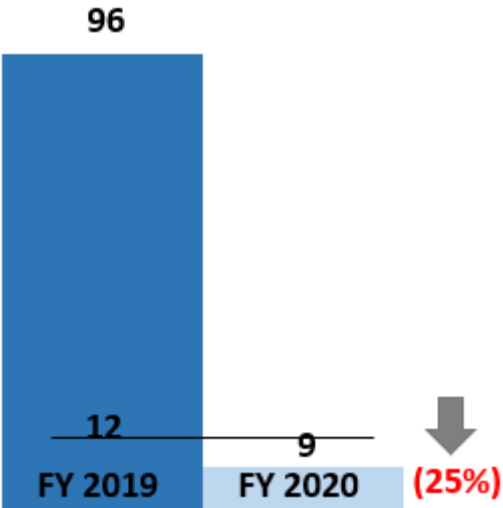
Definite Bookings - Meeting/Sports

Bookings



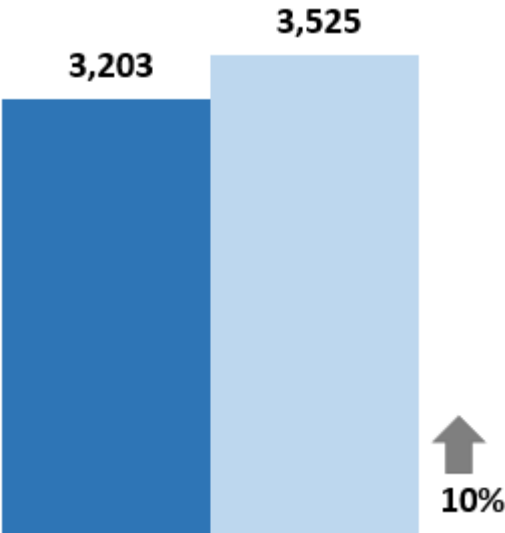
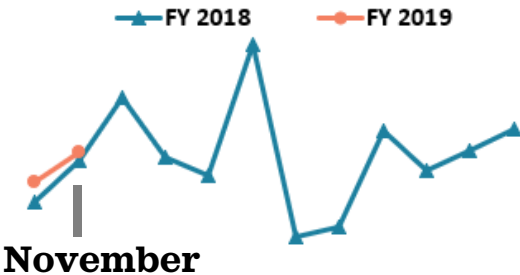
Nov 2018 over Nov 2019

Flat

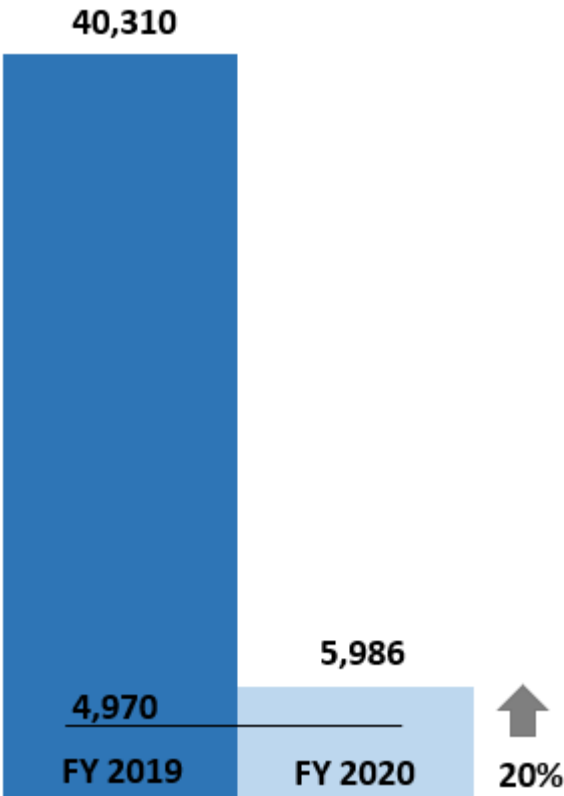


Fiscal Year To Date
October-November

Room nights

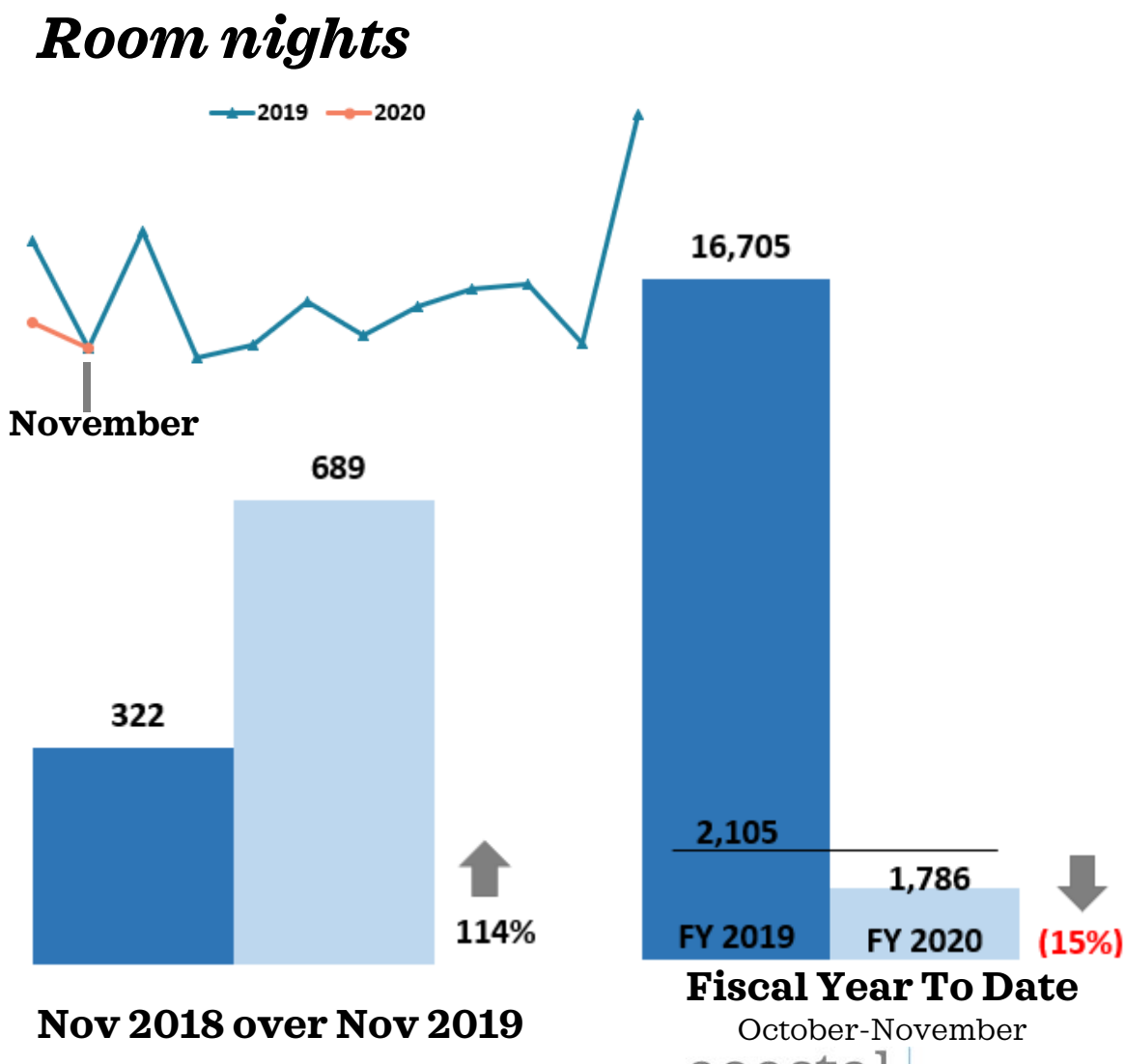
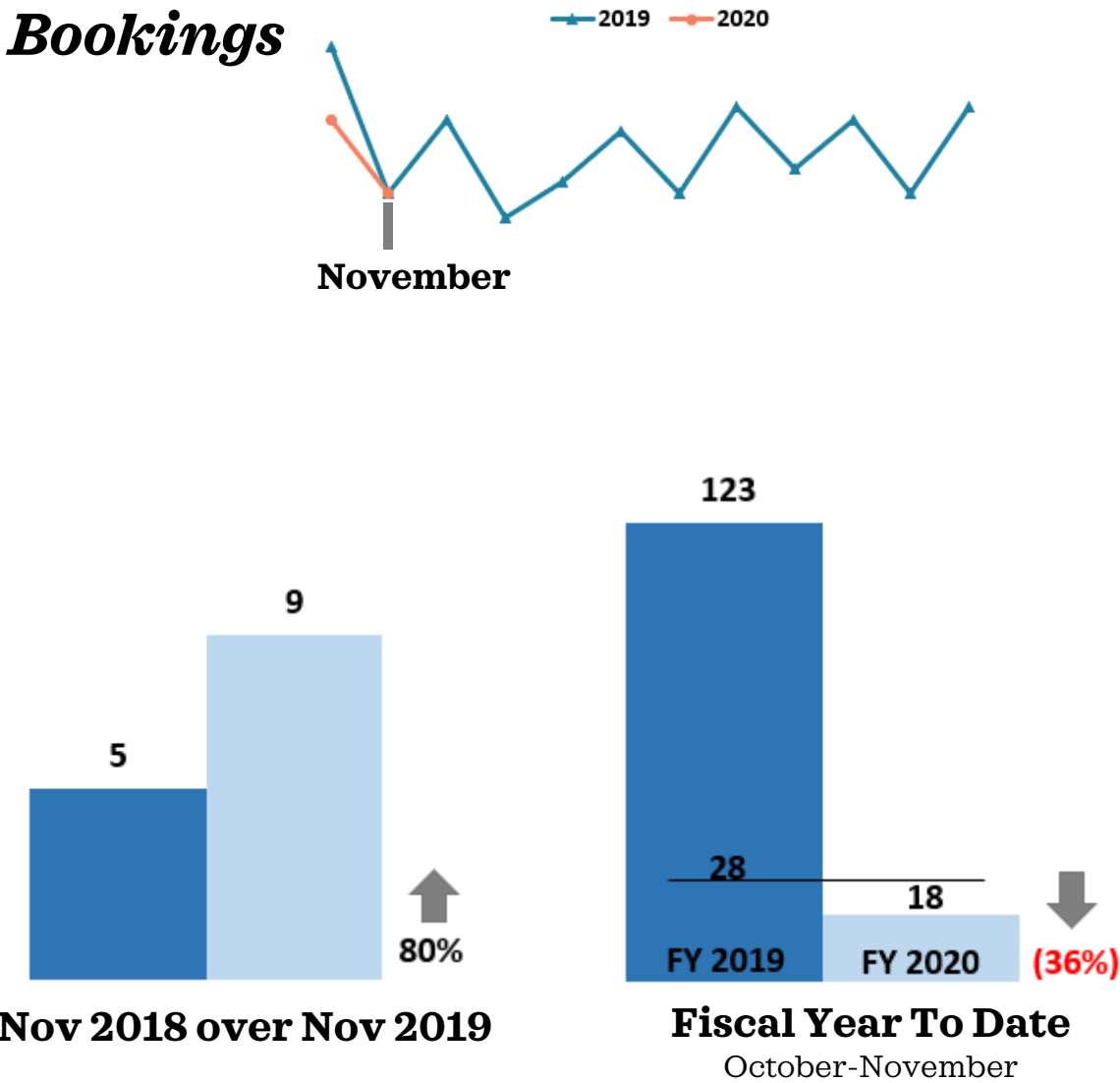


Nov 2018 over Nov 2019



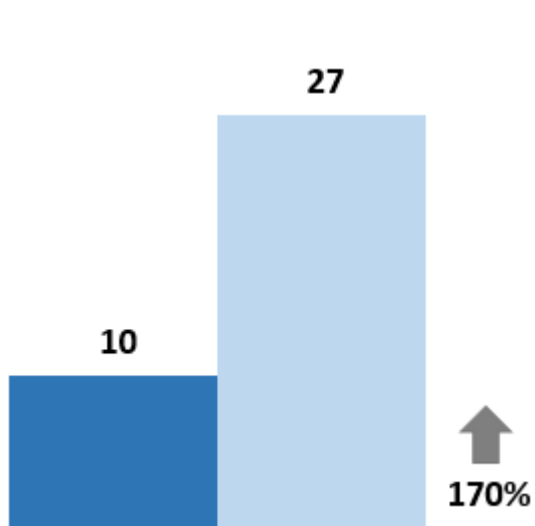
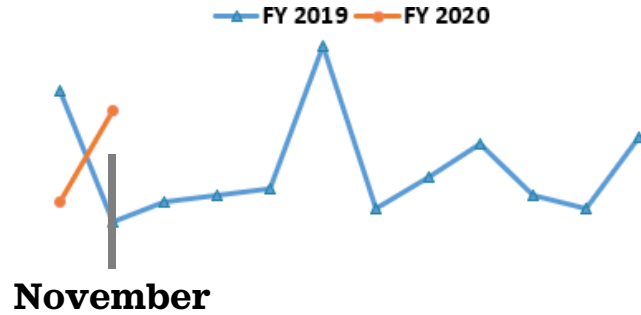
Fiscal Year To Date
October-November

Definite Bookings - Leisure

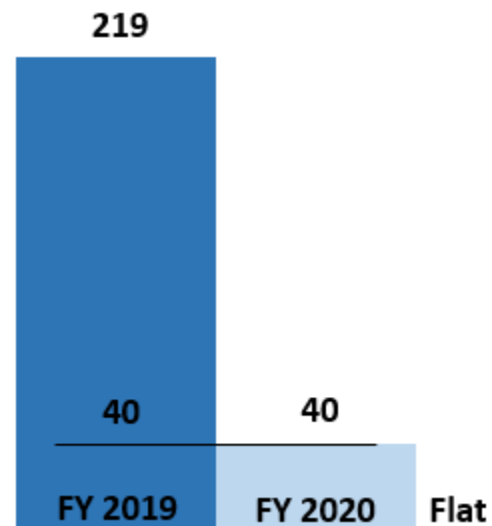


Definite Bookings - All Sales

Bookings

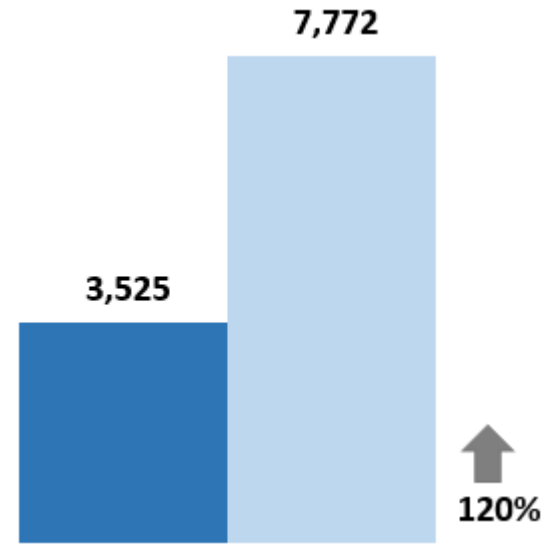
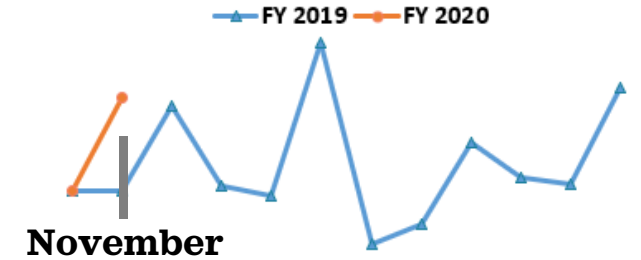


Nov 2018 over Nov 2019

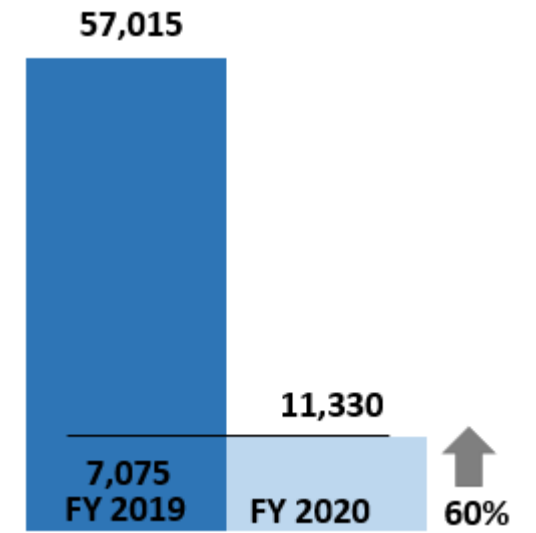


Fiscal Year To Date
October-November

Room nights



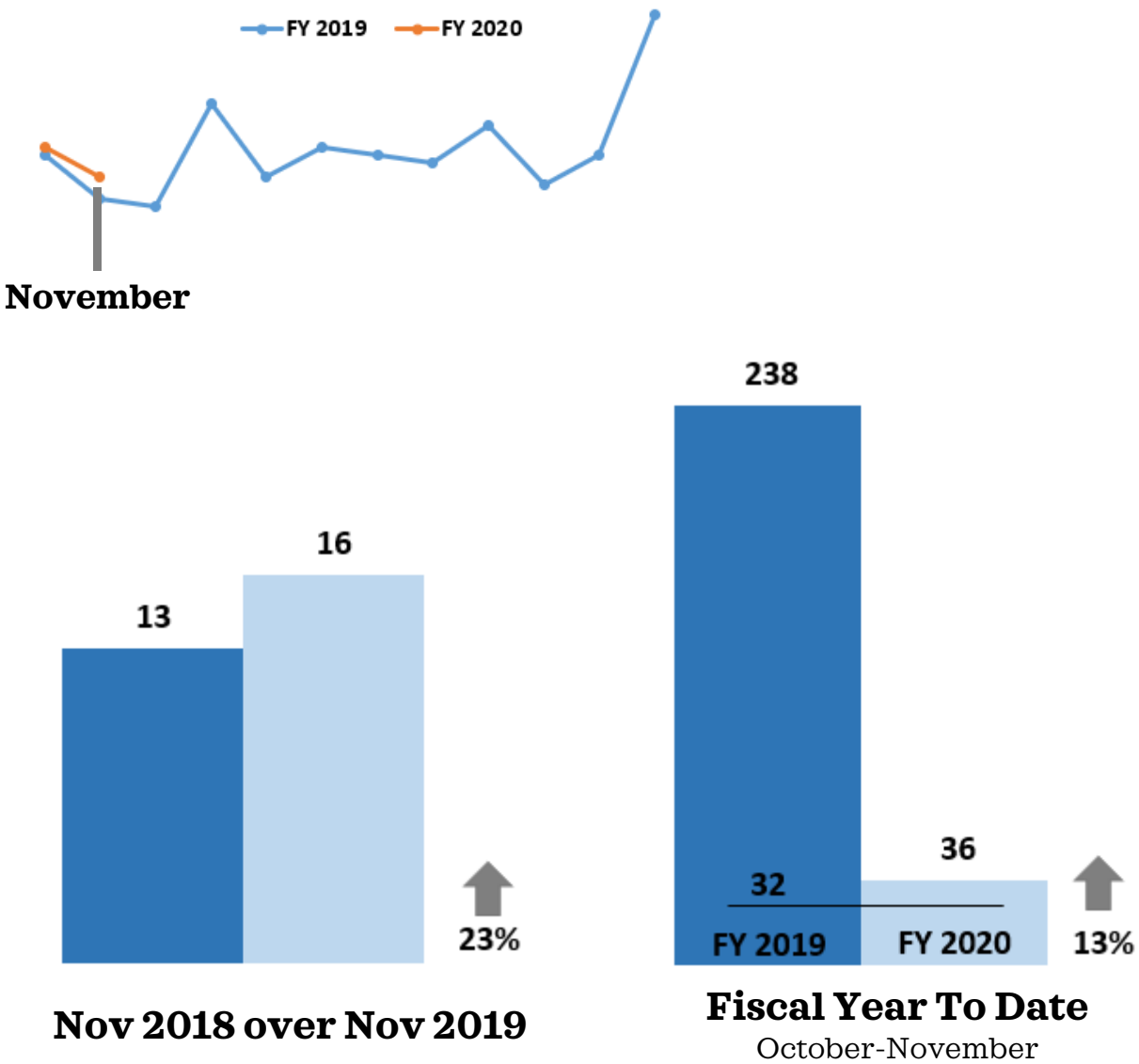
Nov 2018 over Nov 2019



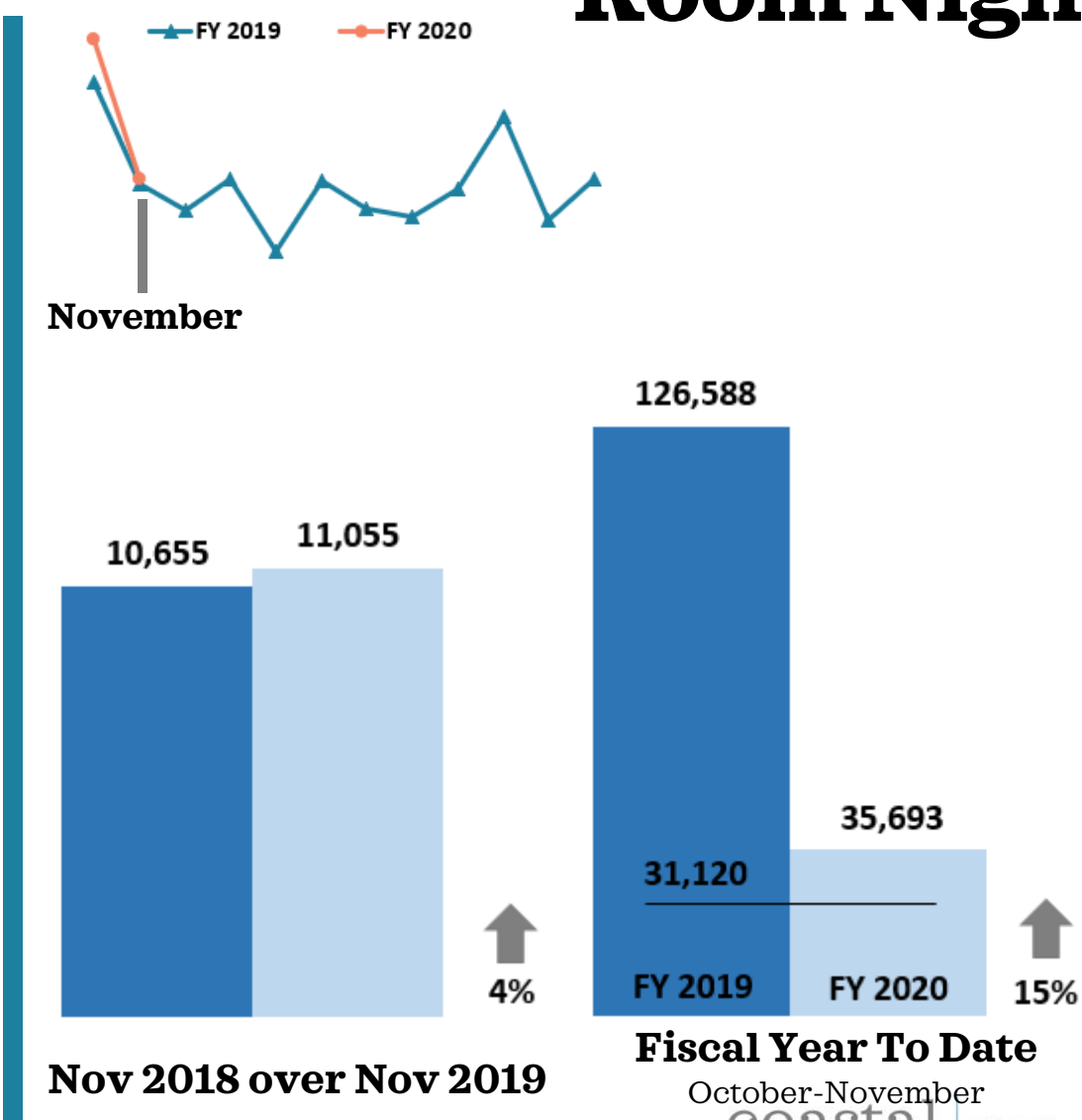
Fiscal Year To Date

October-November

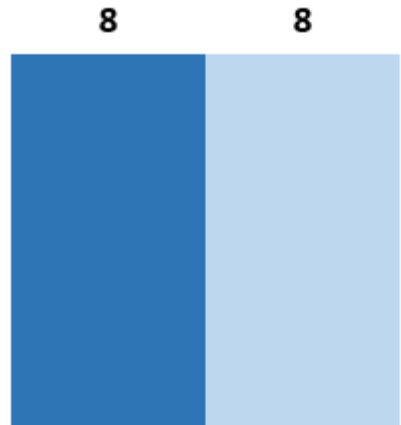
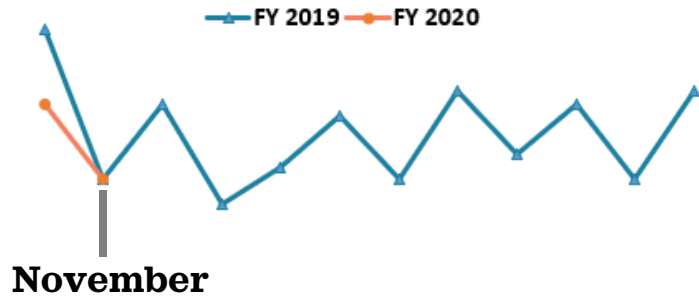
Leads Issued – Meetings/Sports



Potential Room Nights

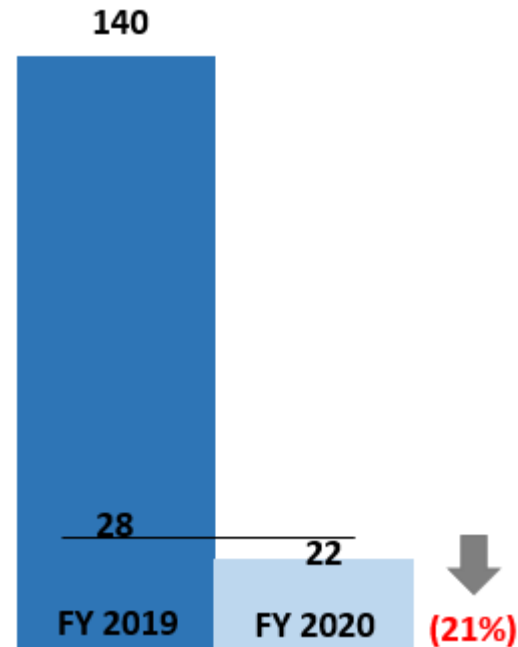


Leads Issued - Leisure



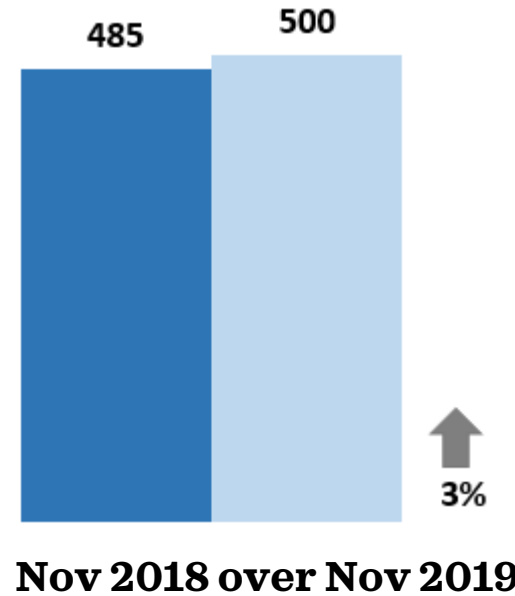
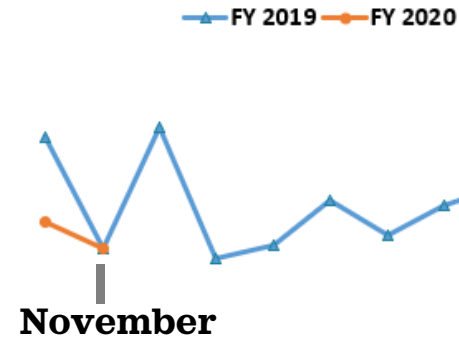
Nov 2018 over Nov 2019

Flat

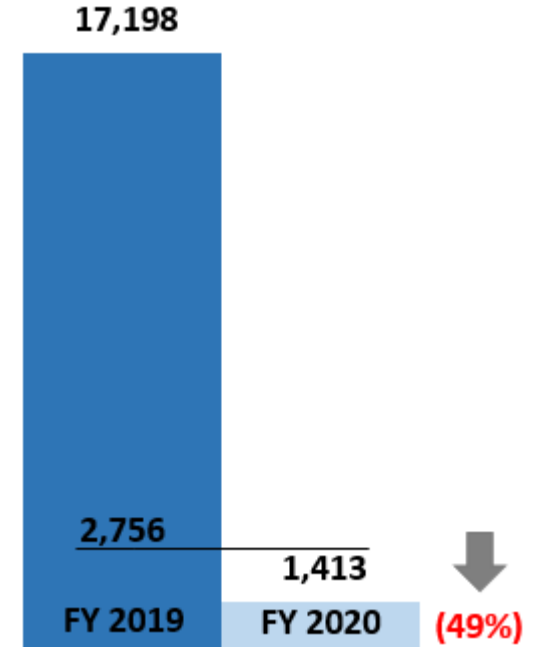


Fiscal Year To Date
October-November

Potential Room Nights

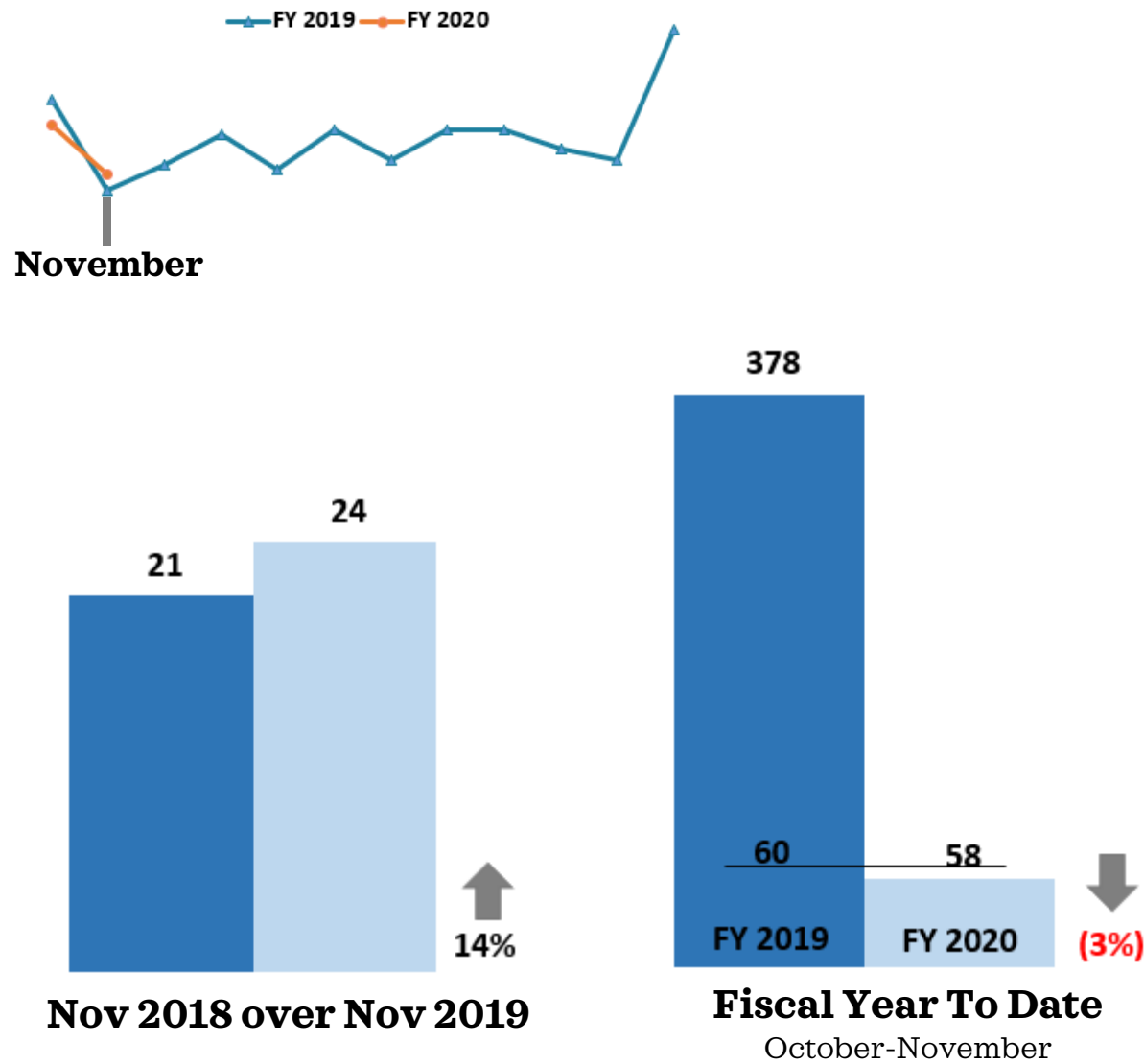


Nov 2018 over Nov 2019

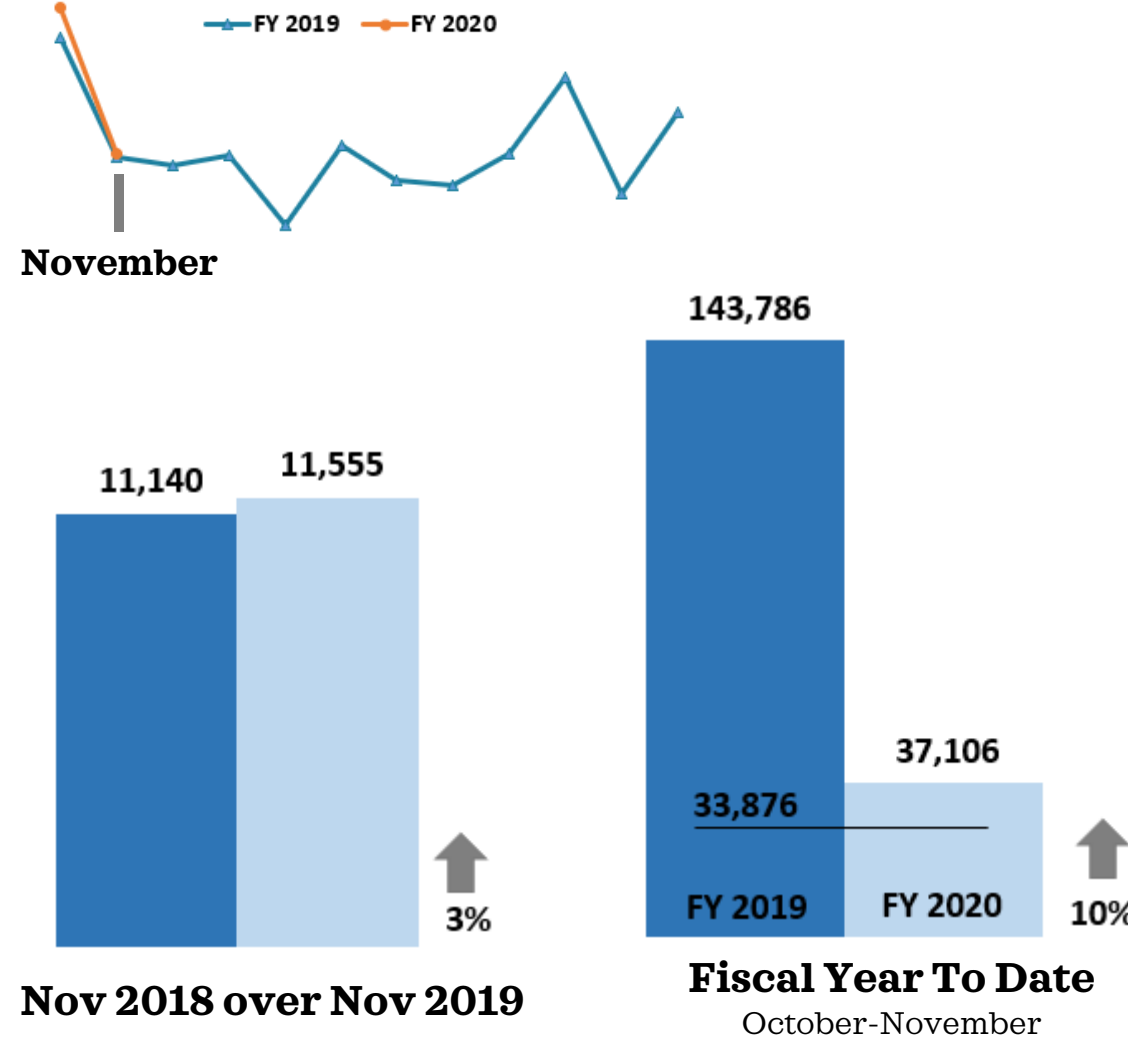


Fiscal Year To Date
October-November

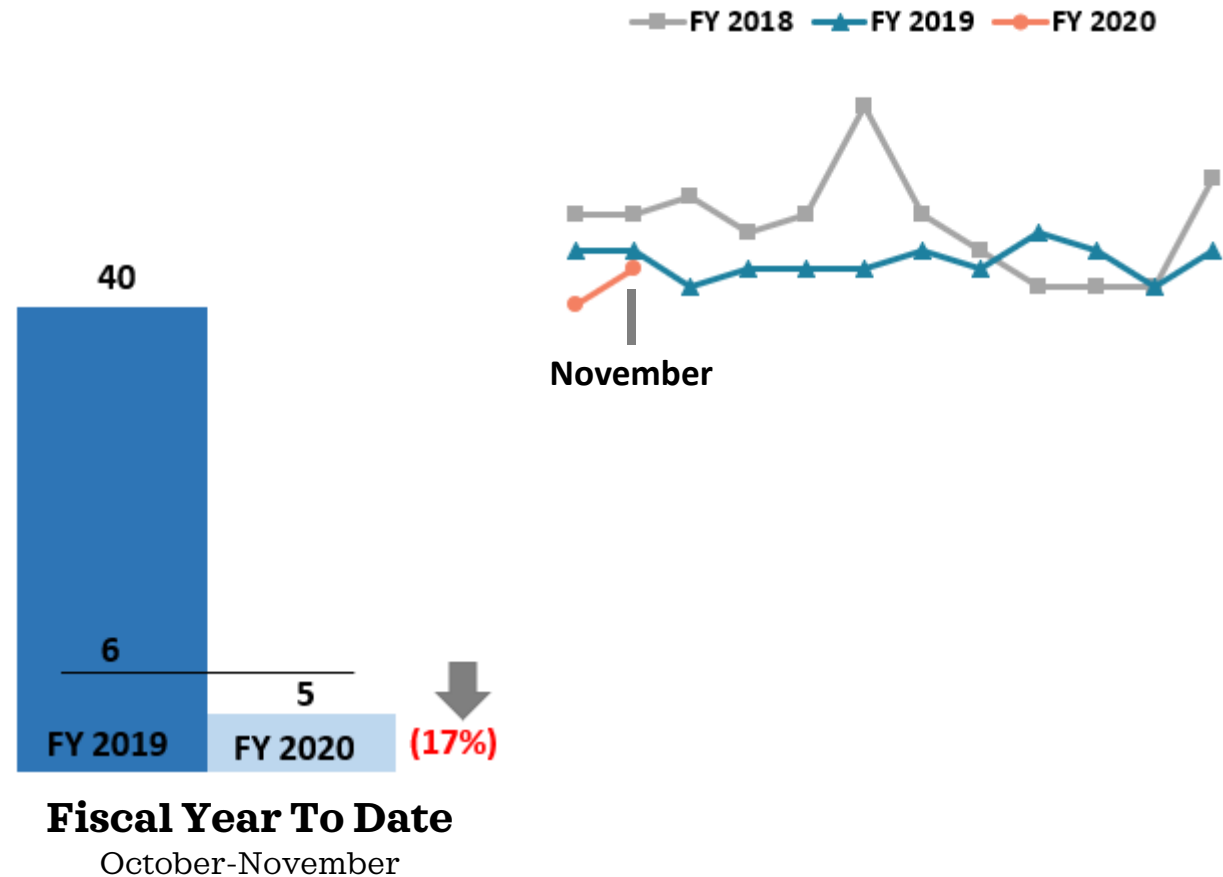
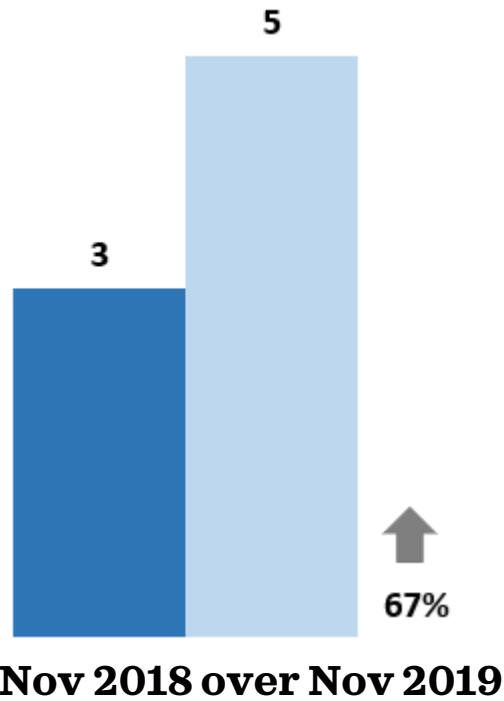
Leads Issued - All Sales



Potential Room Nights

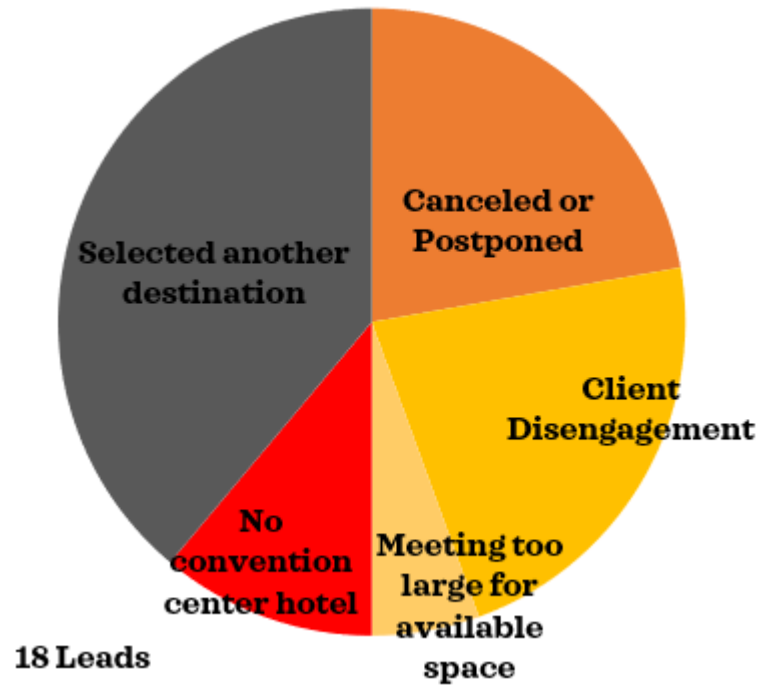


Convention Center Leads



Lost Business

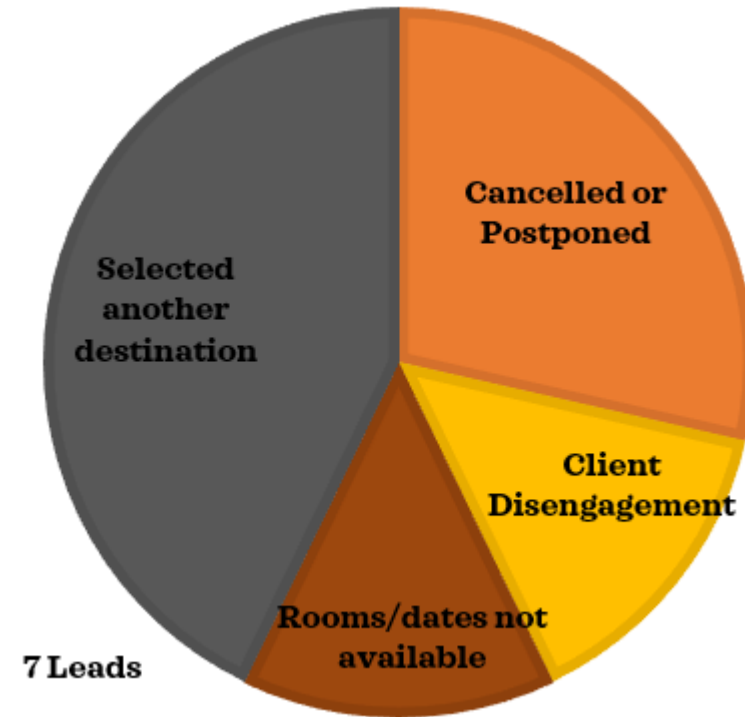
November 2018



Other Cities Selected:

California
Jackson, MS
Milwaukee, WI
Myrtle Beach, SC
New Hampshire
Not stated
Oklahoma City, OK

November 2019



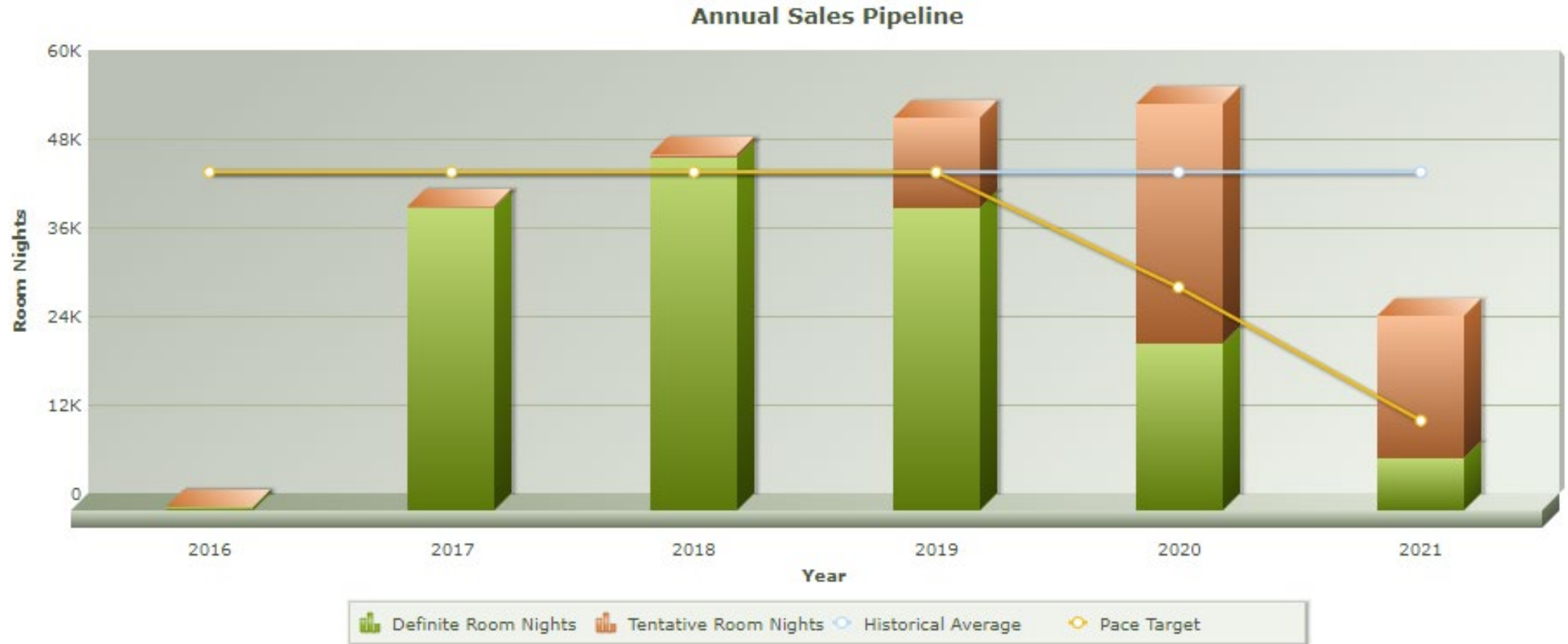
Other Cities Selected:

Not stated
Orlando, FL
St Louis, MO

Pace Report

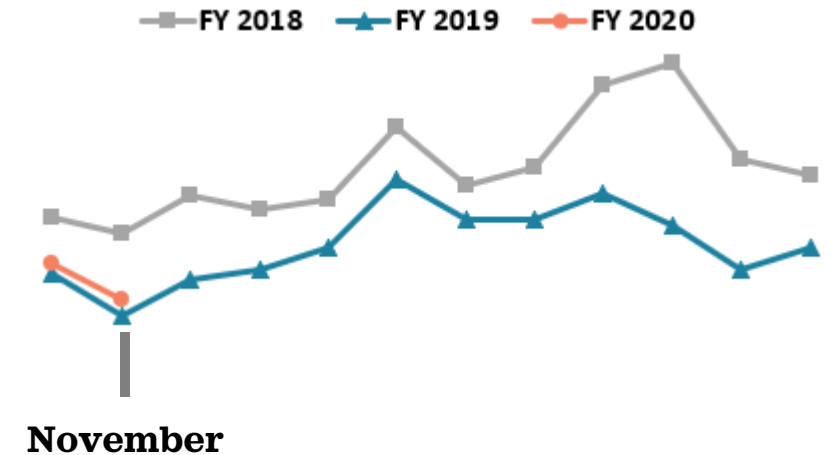
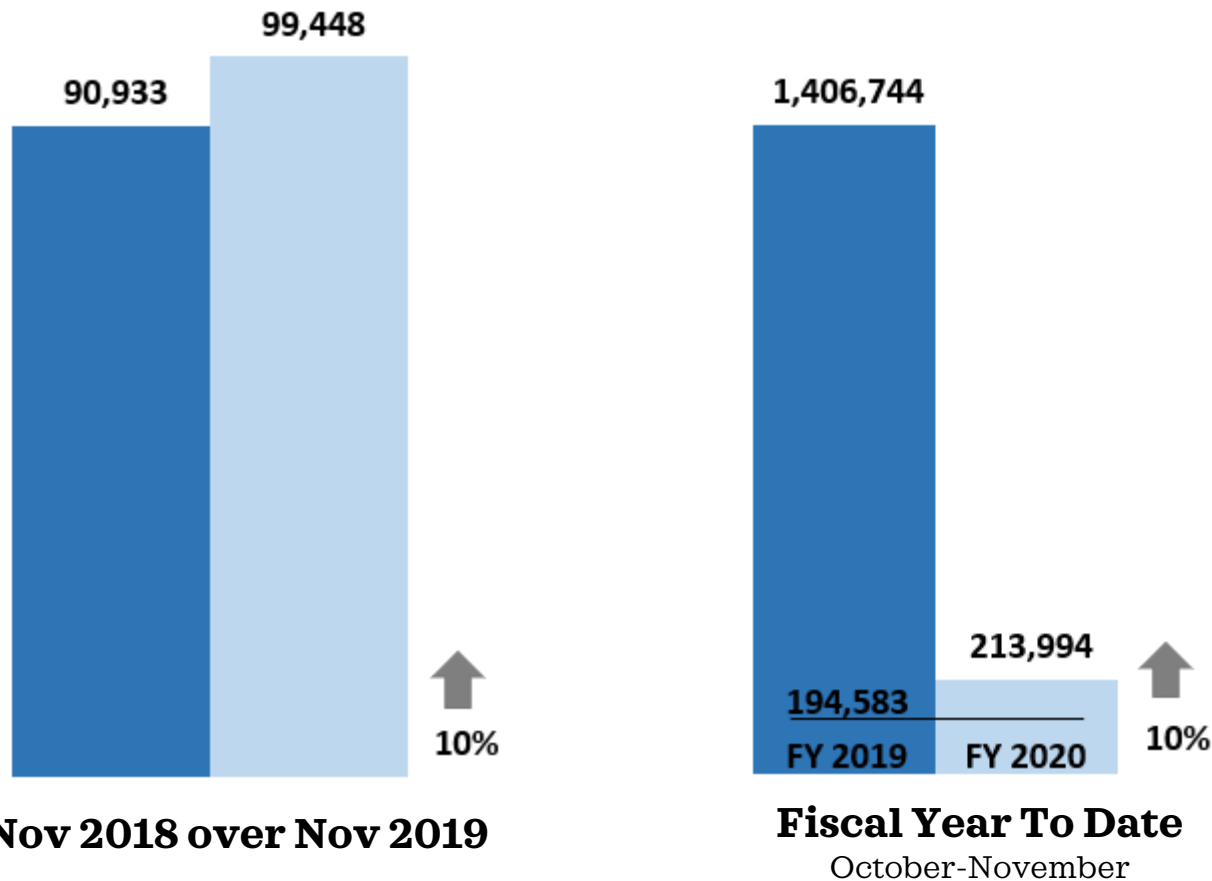


Pace Report - Pipeline



Google Analytics - Users

Traffic Overview - YOY traffic has increased due to event pages performing well. Organic gains were seen on Headliner Entertainment, Peter Anderson Festival and Things to Do in Gulfport.



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										
Total Active Newsletter Recipients 19,025												
Request the Guide	226	192										
Digital Guide Viewed	267	291										

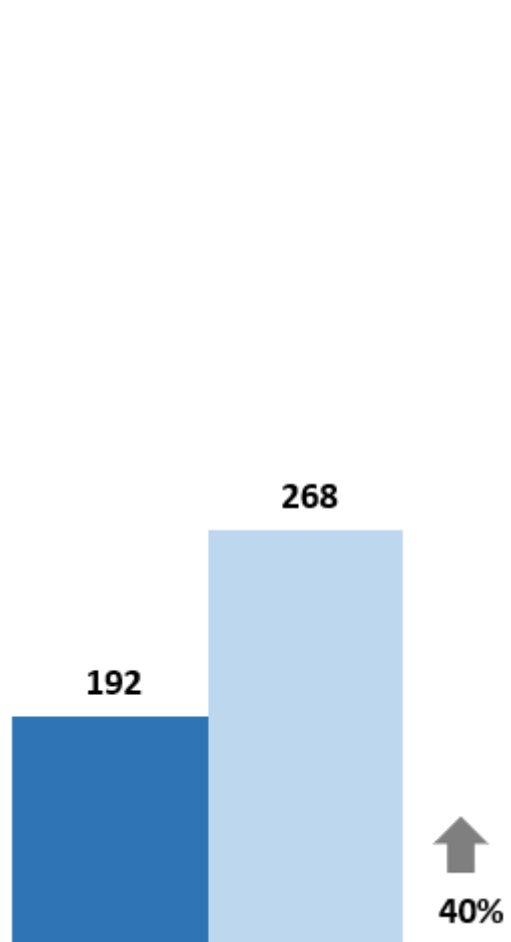
Action Taken

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										
Listing Detail	9,730	7,633										
Website referral	19,886	16,651										

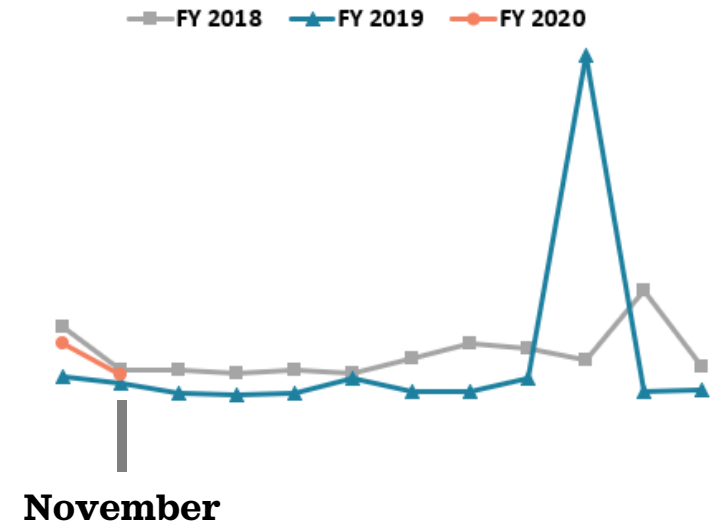
Number of Articles



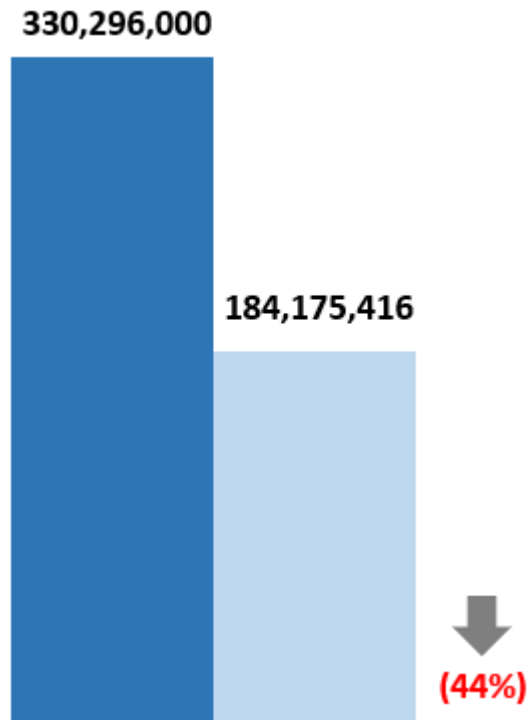
Nov 2018 over Nov 2019



Fiscal Year To Date
October-November



Impressions

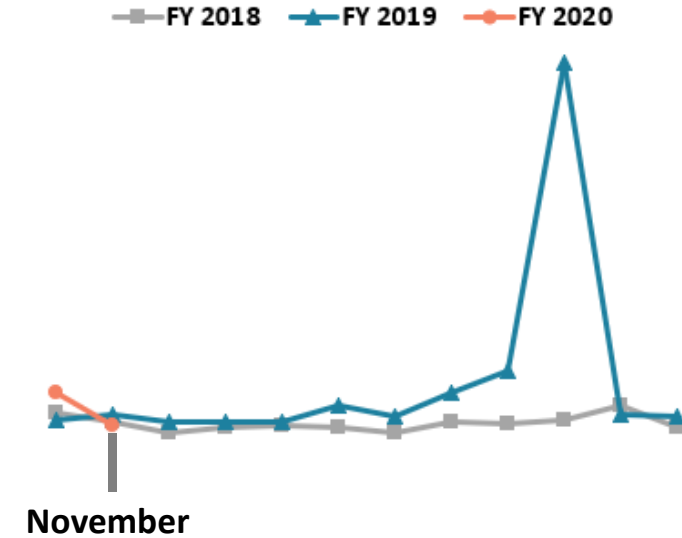


Nov 2018 over Nov 2019



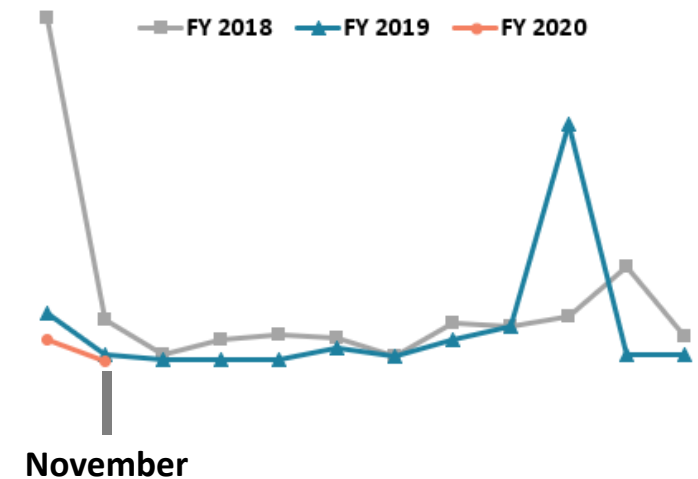
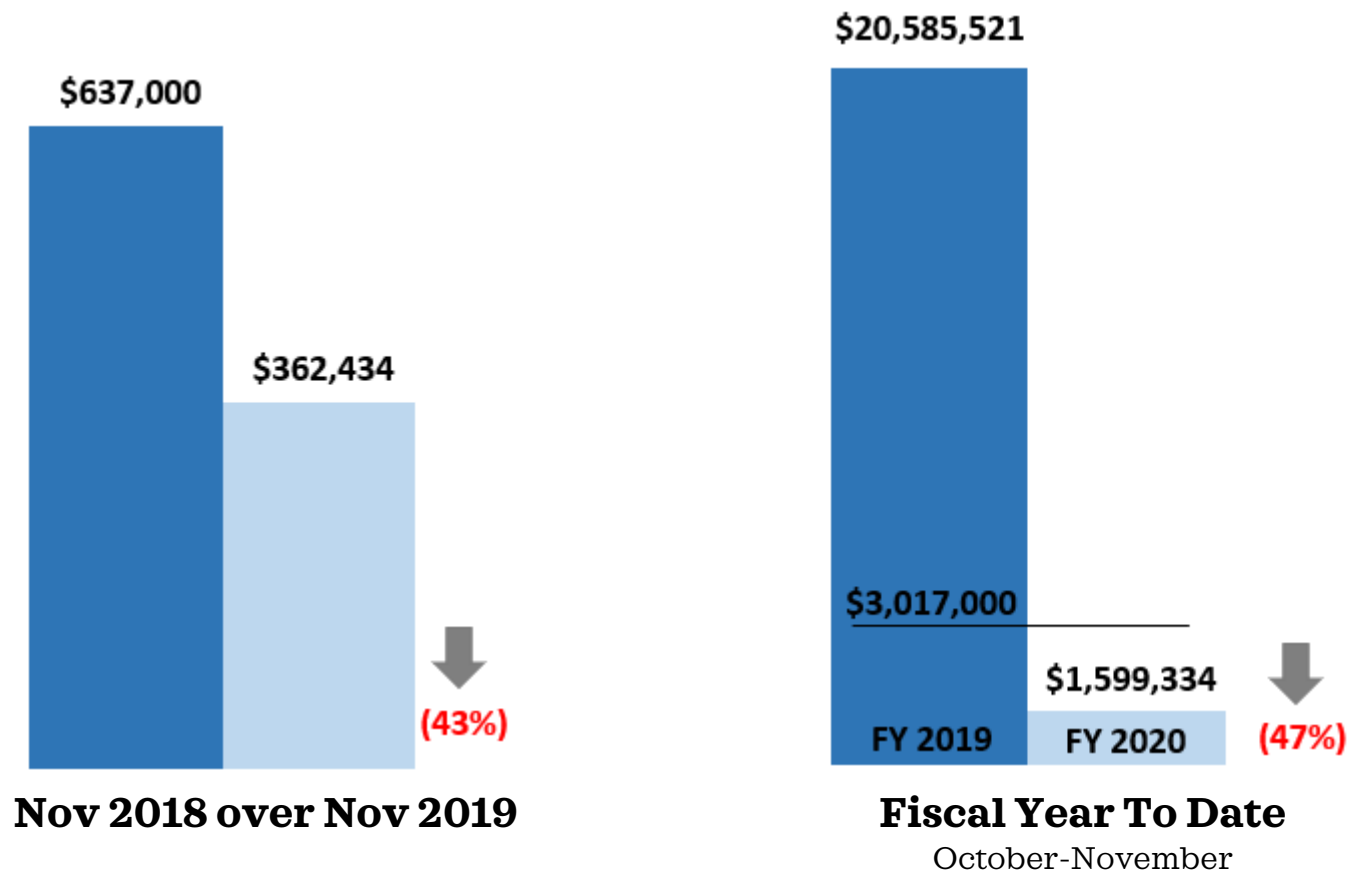
Fiscal Year To Date

October-November



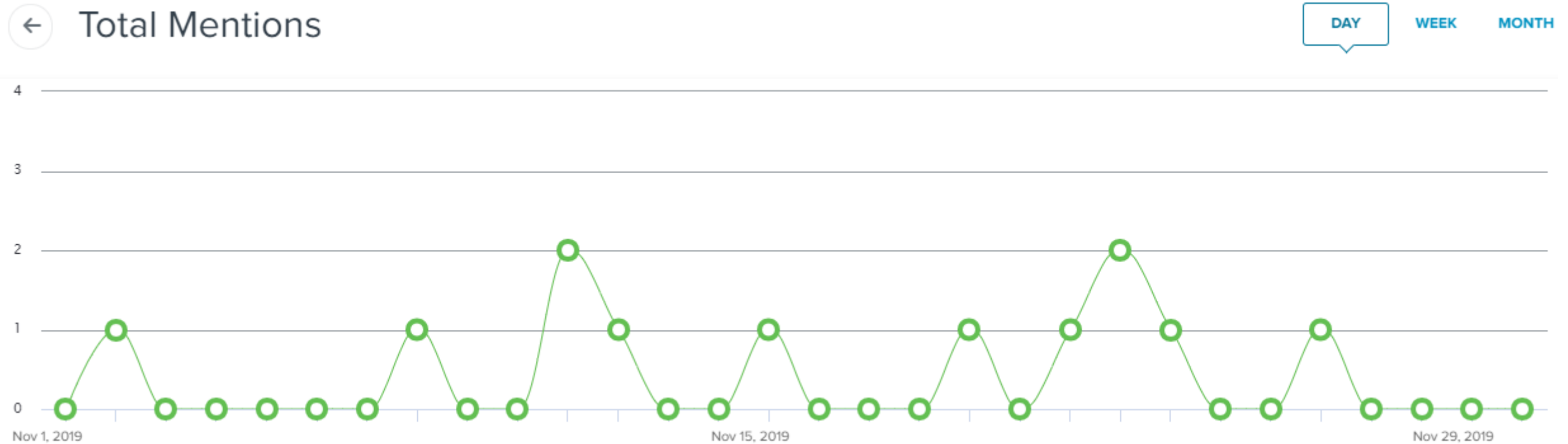
Advertising Value Equivalency

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:
Winter Travel
Holiday Events
Under-the-radar Destinations





Coastal Mississippi recaps 2019, sets big goals for 2020



GULFPORT, Miss. (WLOX) - Big things are on the way for tourism in South Mississippi. Coastal Mississippi hosted its annual stakeholder presentation Thursday night at Centennial Plaza in Gulfport. Even with a slower season than expected, the numbers continued to go up.

“We had the best year up until May, in the last four years,” said Segarra. “The numbers across the board were going up and up and up in all categories. Obviously, after the water intrusion situation from June, July on was very difficult. But we were able to manage the growth.”

However, despite the challenging summer months, numbers for fiscal year 2019 are on par, and even surpassing in certain categories compared to years past. And, Coastal Mississippi has plans to make 2020 even better.



COASTAL MISSISSIPPI 'FUTURE OF TOURISM' UPDATE



Coastal Mississippi provided their 'Future of Tourism' annual update at Centennial Plaza.

Coastal Mississippi CEO Milton Segarra addressed industry leaders, stakeholders, and elected officials with innovative plans that are in place for next year.

Segarra also reiterated that collaboration between the community, stakeholders, and elected officials is crucial to the future success of the Coast.

Local Media Coverage - Assisted

Travel Experts Share 27 Top Under-The-Radar Destinations For 2020

26. Coastal Mississippi

"The 62 miles of Mississippi Gulf Coast soft beach sand is a hidden gem. Only an hour from [New Orleans](#), the charming small town of [Bay St. Louis](#) is where New Orleans residents go for vacation. On the other end of Coastal Mississippi, Ocean Springs is super romantic with thousands of live oak trees, charming boutique properties, award-winning chefs and creative eateries, and a fantastic art scene," shared Charles McCool of [McCool Travel](#). Avoid the more-frequented coastal towns of Florida and experience the less-frequented coast of Mississippi.

Coastal Mississippi Assisted Media Coverage

The ultimate USA travel guide for 2020: where to go and when

September: Biloxi Seafood Festival, Biloxi, Mississippi



Coastal Mississippi is marking 10 years since the BP Oil Spill wreaked havoc on the Gulf states, and feasting on the region's Southern-flavour seafood is a fabulous way to celebrate how the affected regions have recovered. At the popular [Biloxi Seafood Festival](#) (12-13 September), musicians get crowds dancing as chefs serve up slices of a 200-foot (61m) long shrimp po'boy (sandwich) and compete to create the best gumbo.

Can't get enough of Coastal Mississippi!



The Biloxi Lighthouse is a lighthouse in Biloxi, Miss., adjacent to the Mississippi Sound of the Gulf of Mexico. The lighthouse has been kept by female keepers for more years than any other lighthouse in the U.S. It was listed on the National Register of Historic Places in 1973 and declared a Mississippi Landmark in 1987. Photos by Cynthia Calvert

Welcome to Coastal Mississippi – a 62-mile stretch of coastline along the Gulf of Mexico, just a six-hour drive or one-hour flight from Houston.

While the Biloxi Indians first called this place their home, the French soon swooped in to establish Fort Maurepas, a settlement built in 1699 at the site of current-day Ocean Springs. Since then, the area has seen the influence of many occupants and many cultures. Today, Coastal Mississippi is made up of 12 cities and spans three counties. Situated between New Orleans, La. and Mobile, Ala., this little slice of the Southern U.S. offers more than meets the eye!

- Beaches, culture, food and beaches, culture, food and casinos make perfect getaway -

30 beautifully affordable warm-weather winter destinations



Biloxi, Mississippi

Biloxi is perfect for a [winter weekend trip](#), and the mild weather and cheap rates will make this Gulf Coast spot even more enjoyable. Round trips range from about \$100 to \$300 depending on when you visit, and you can get a [hotel](#) room for as little as \$50 a night. Enjoy Southern cuisine and history, exploring spots like Ship Island and the historic Beauvoir, the post-war home of Confederate leader Jefferson Davis. Grab a drink at Biloxi Brewing Company and check out one of the area's many casinos. And if you can be there to ring in the new year, get yourself tickets to the Oyster Ball Drop at the Maritime & Seafood Industry Museum, which is the [best spot to celebrate New Year's Eve in the state](#).



The Best Winter Travel Destination in Every State



Mississippi: Biloxi

Not only does Biloxi remain relatively mild through the winter months, but it is also home to one of the largest Mardi Gras celebrations outside of New Orleans. Learn all about the festival's roots in the region at the new Coastal Mississippi Mardi Gras Museum before sinking your teeth into some delicious local seafood at the city's many restaurants and casinos.

Coastal Mississippi Assisted Media Coverage

American Roads and Global Highways



The Secret Coast won't stay a secret much longer. There is so much going on along Mississippi's Gulf Coast now. The last two days was rainy but I still managed to see a lot more of the coast. It brought back many memories of the days when I lived in Bay St. Louis. Much has changed but some is still the same. Waveland is back up and running today but still remembering the tragedy that was Katrina.

Infinity Science Center is where science meets fun. It's part museum, part learning center and worth the drive to Pearlington to visit. The first floor tells you everything you need to know about how weather forms with interactive exhibits. The second floor is devoted to space. You will find countless items from our space program there ranging from small parts that were used to build earlier rockets, information about the various space flights and even an actual booster that that propels the rocket into space. The booster is the first of the three stages of a Saturn V rocket. There is even a capsule with most of its paint worn off that once went into space. The outer surface paint burned off in the tremendous heats when the capsule returned into the atmosphere.

Social Media Metrics




Monthly Increase	132 Flat	17 Flat	5 >1%	168 2%	969 Flat	232 6%	1,523 Flat
November 2019	144,906 Facebook (Total Likes)	15,631 Twitter (Total Followers)	1,033 Pinterest (Total Followers)	10,721 Instagram (Total Followers)	1,638,919 YouTube (Lifetime Followers)	3,861 LinkedIn Total Followers	1,815,071 Total

Coastal Mississippi
Published by HeyOrca 191 · November 18 at 10:01 AM · 🌐

Opening in Gulfport on April 30, 2020, the Mississippi Aquarium will tell the incredible story of all of Mississippi's aquatic resources and the remarkable connection that ties all of the state's natural resources uniquely together.

Coastal Mississippi: a Brighter Future Together. #MSCoastLife

**MISSISSIPPI AQUARIUM
OPENING APRIL 30, 2020**




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coastalms DID YOU KNOW that Barq's Root Beer was invented in Biloxi in 1898? The original Biloxi Artesian Bottling Works building still stands today!
#NationalCarbonatedBeverageWithCaffeineDay

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@SeeCoastalMS

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**last for decades and generations.
It's a generational project.**

10:06 AM · Nov 18, 2019 · [Twitter for iPhone](#)

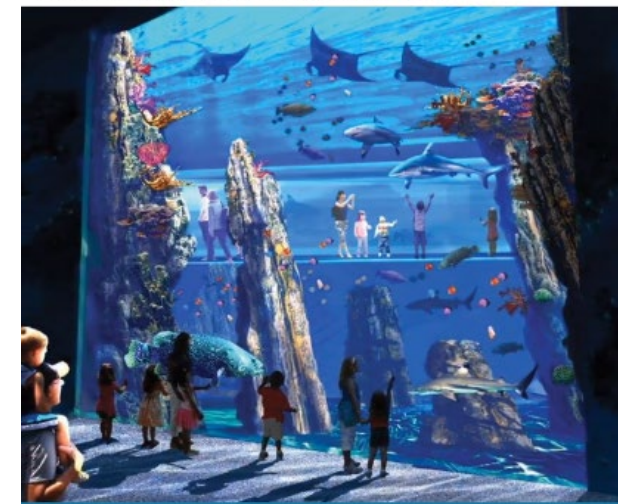
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**We have unbelievable construction
that's ongoing, and we're really**

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SOCIAL MEDIA