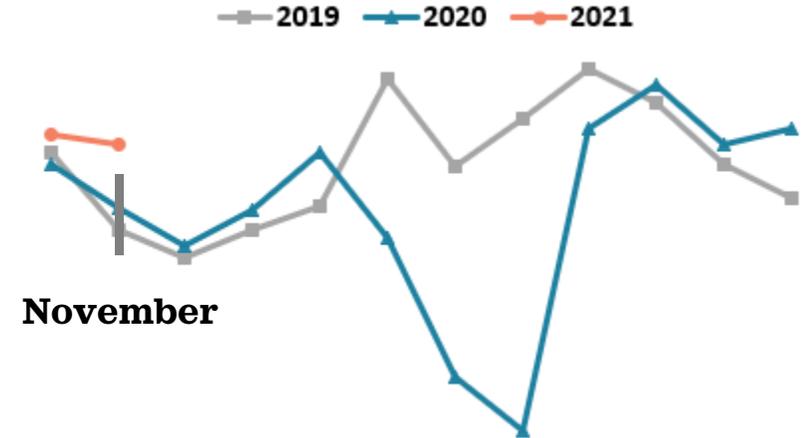
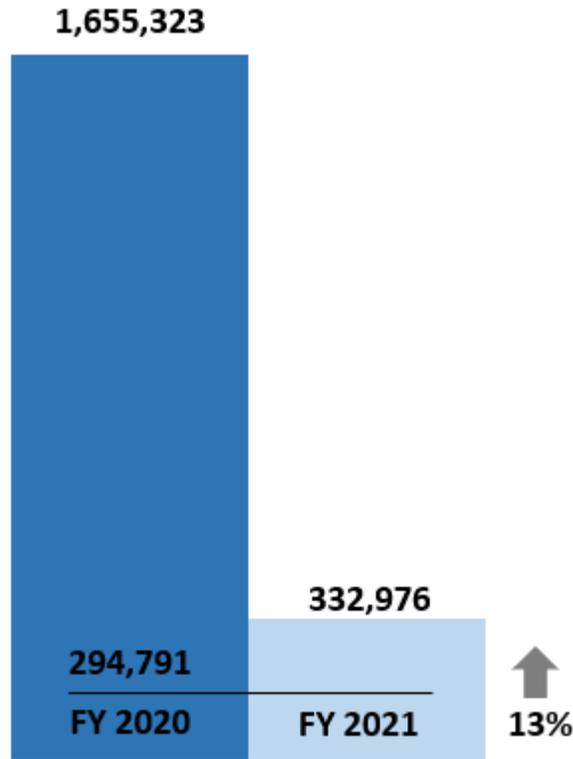
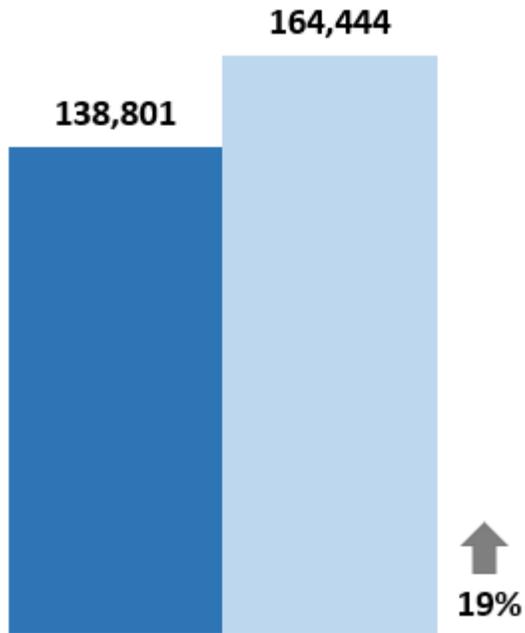


coastal MISSISSIPPI *The Secret Coast*

- Key Performance indicators
- November 2020

Non-Casino Rooms Sold

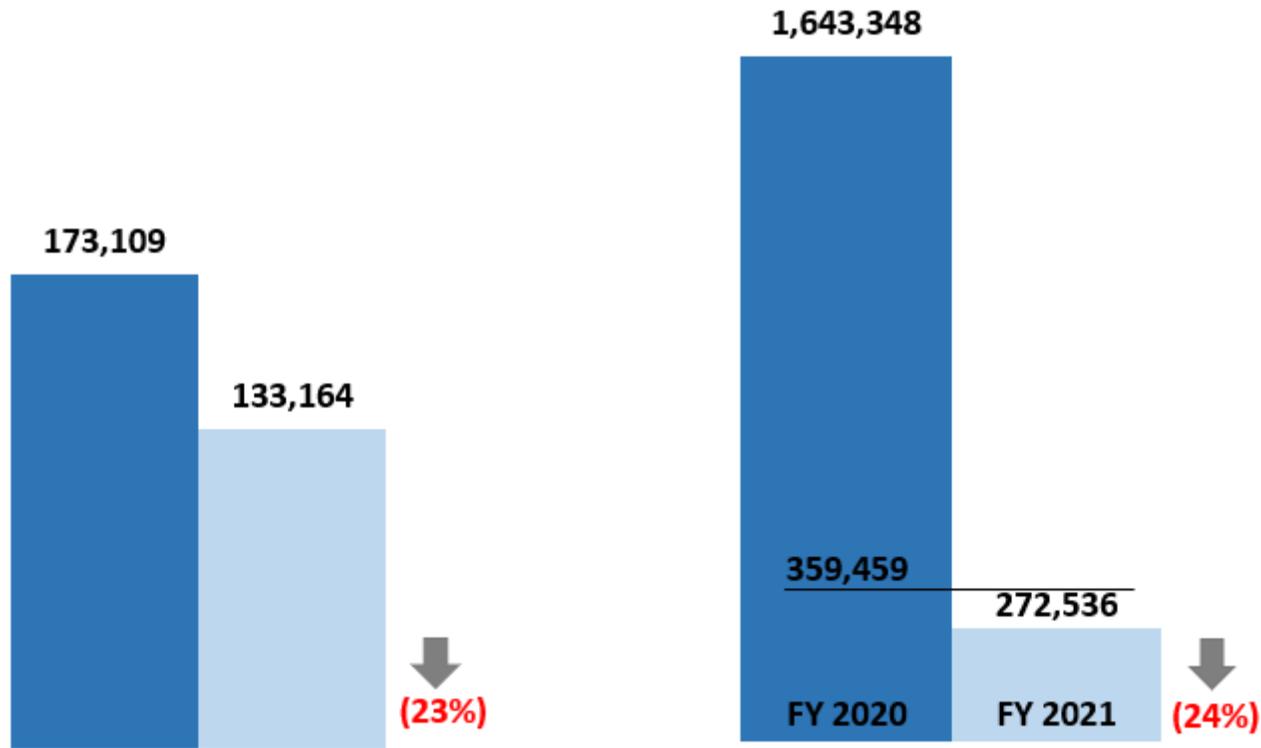


November 2019 over November 2020

Fiscal Year To Date
November

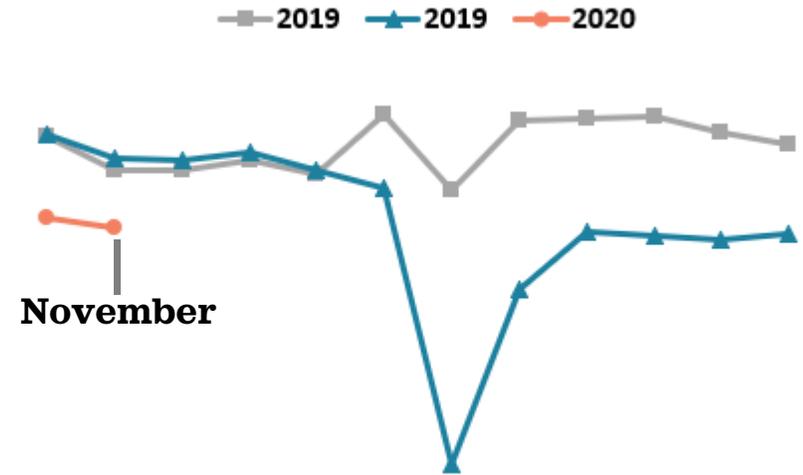
Source: STR

Casino Rooms Occupied

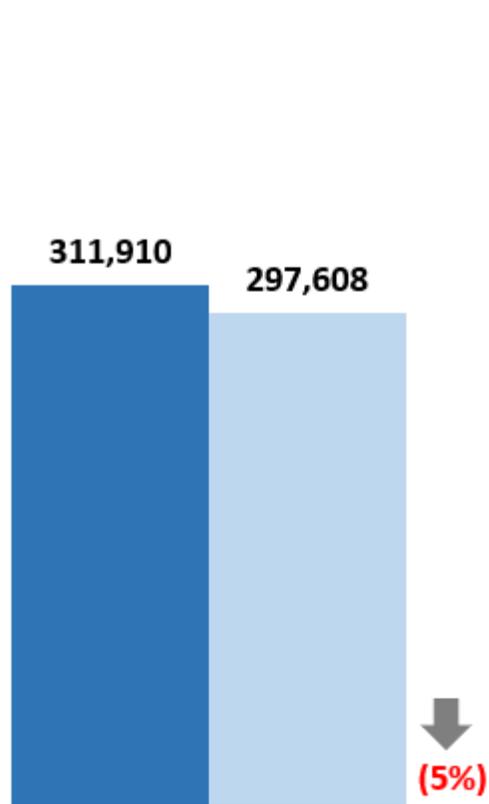


November 2019 over November 2020

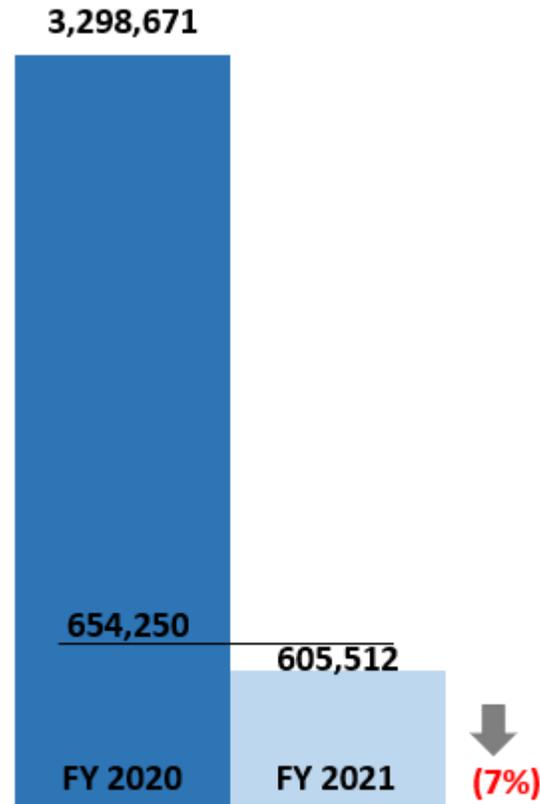
Fiscal Year To Date
October - November



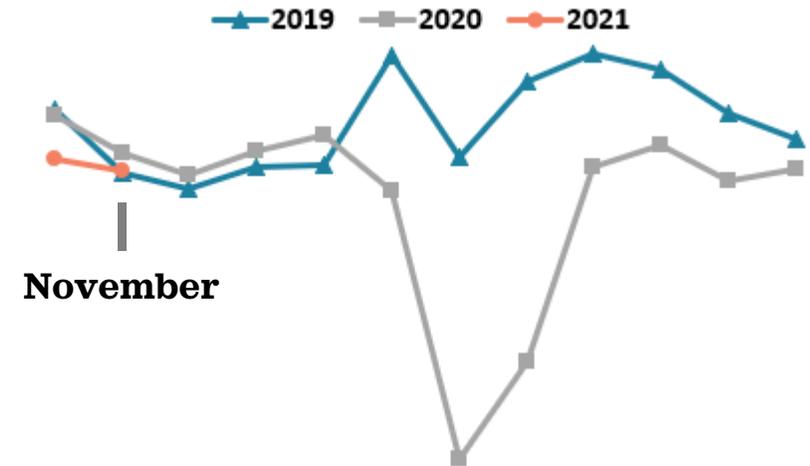
All Rooms Sold/Occupied



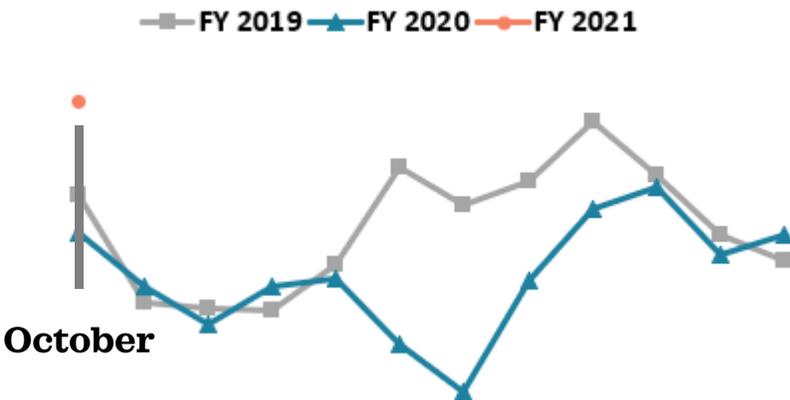
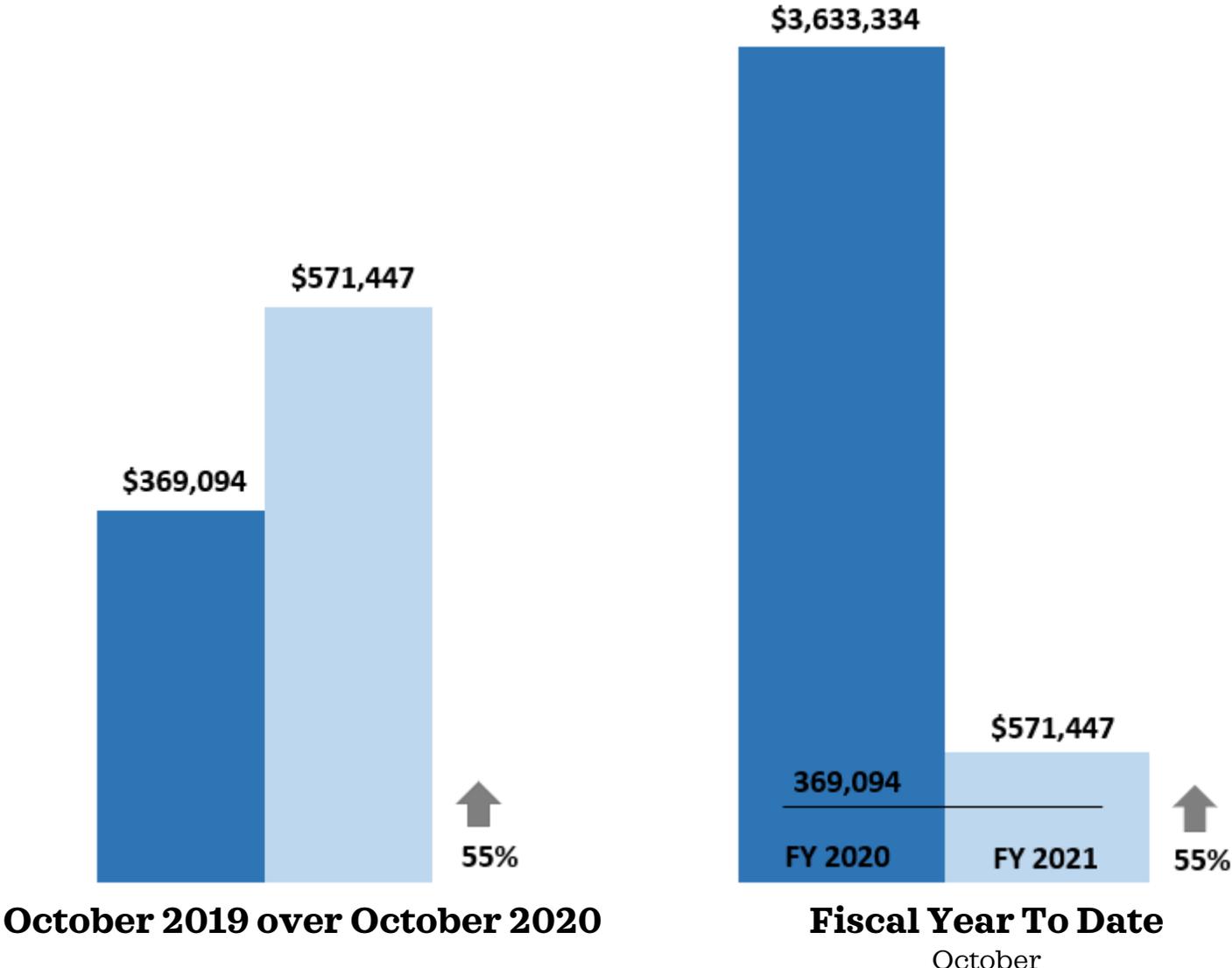
November 2019 over November 2020



Fiscal Year To Date
October - November

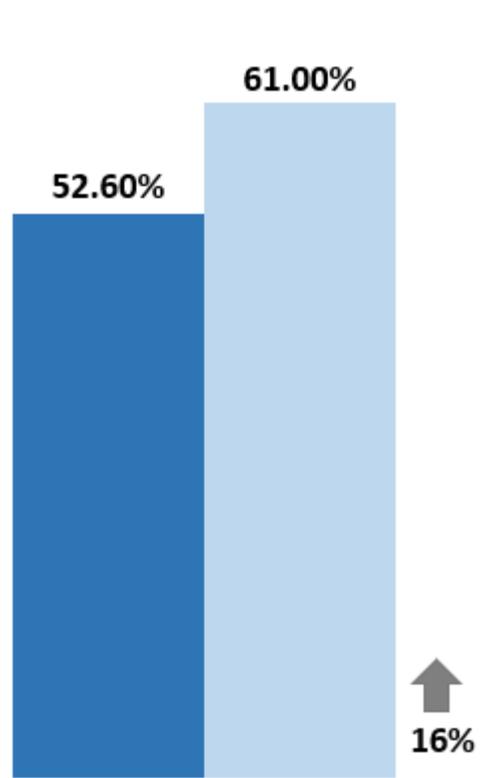


Occupancy Tax Receipts

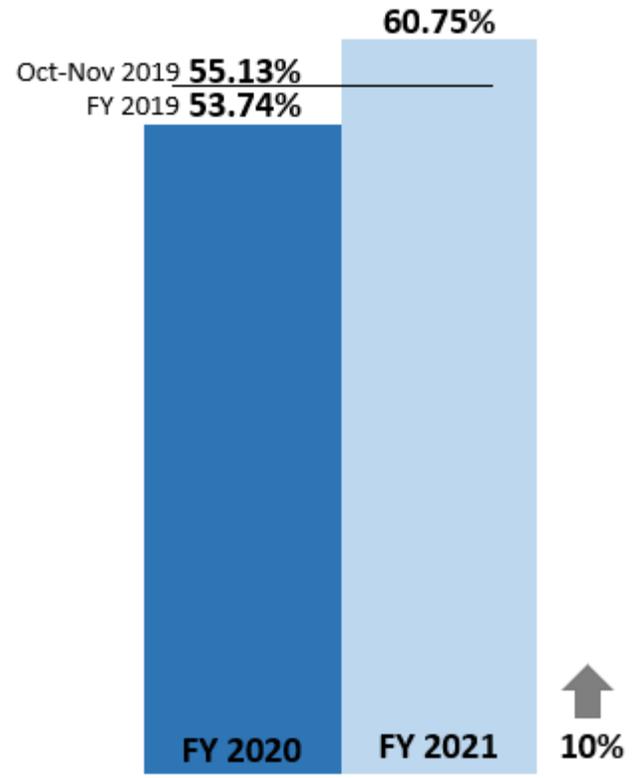


Source: MS Department of Revenue

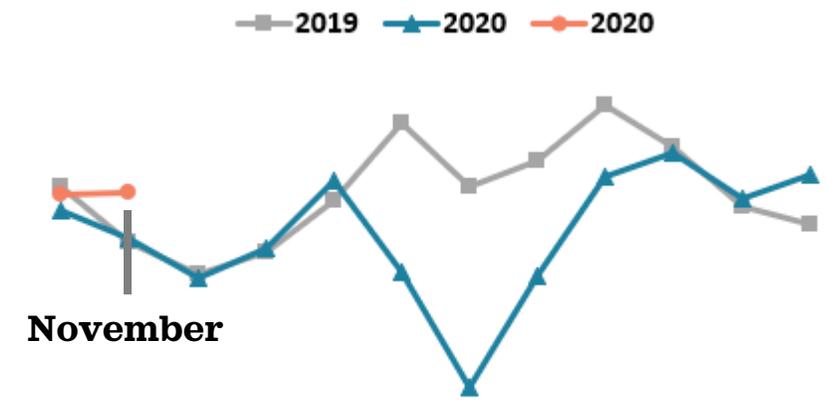
Non-Casino Occupancy



November 2019 over November 2020

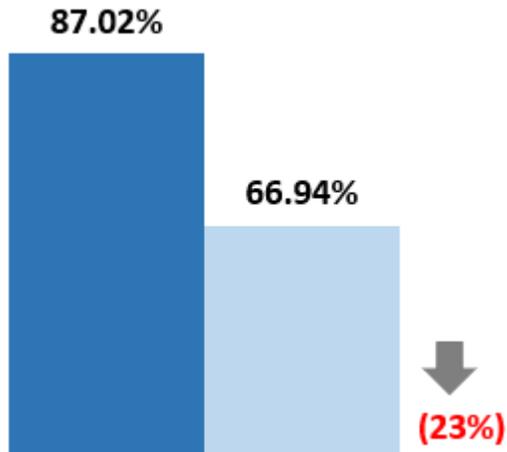


Fiscal Year To Date
October - November

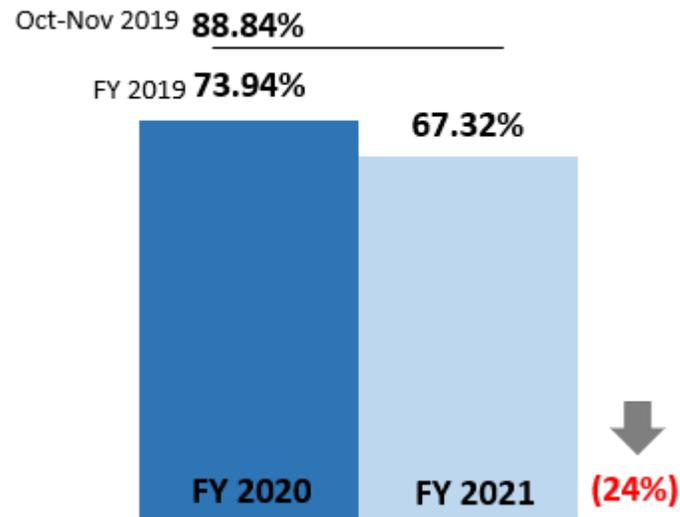


Source: STR

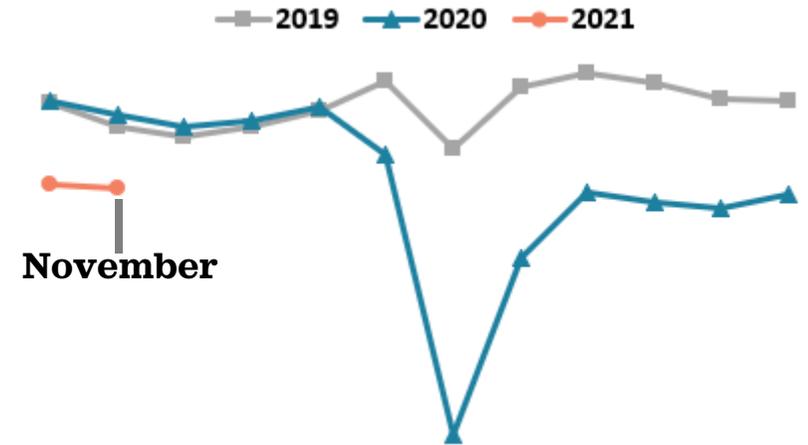
Casino Occupancy



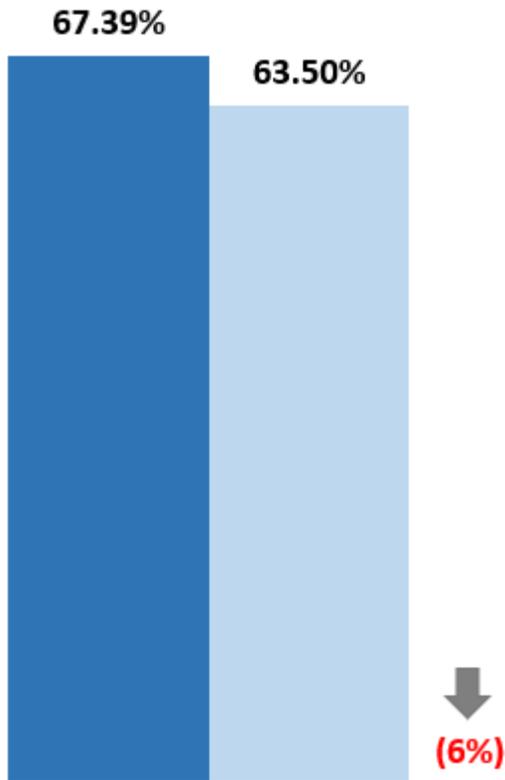
November 2019 over November 2020



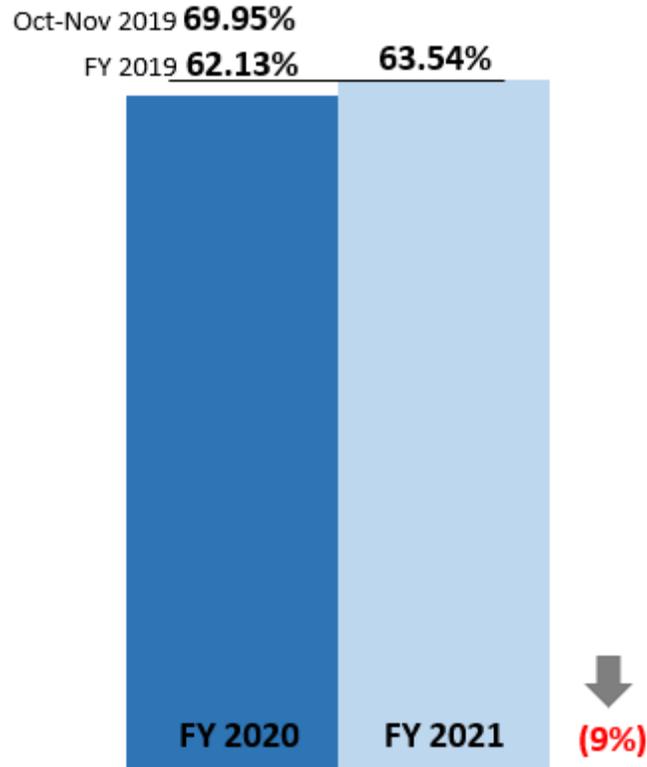
Fiscal Year To Date
October - November



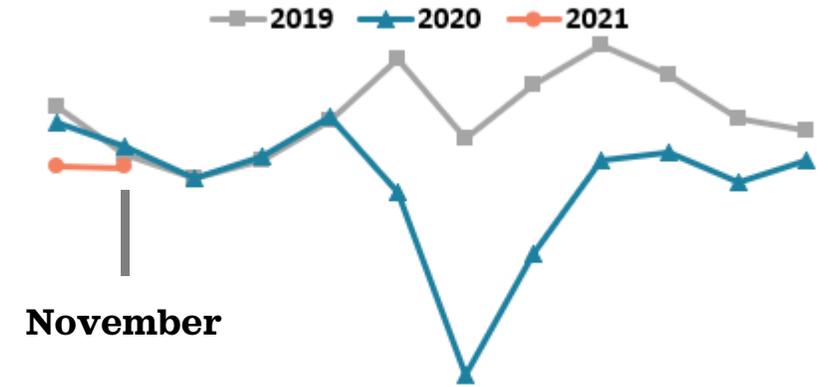
All Occupancy



November 2019 over November 2020

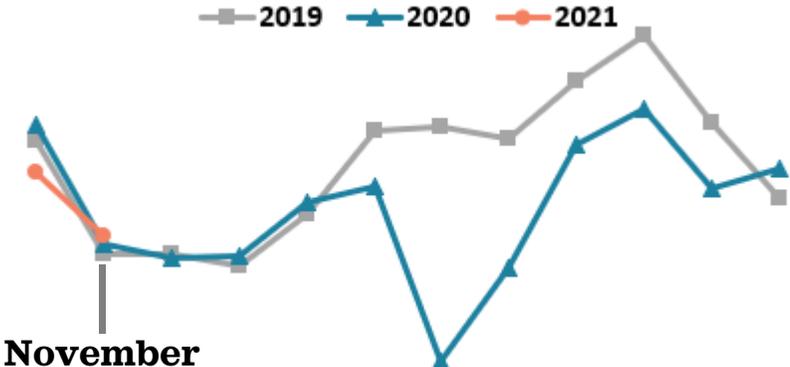
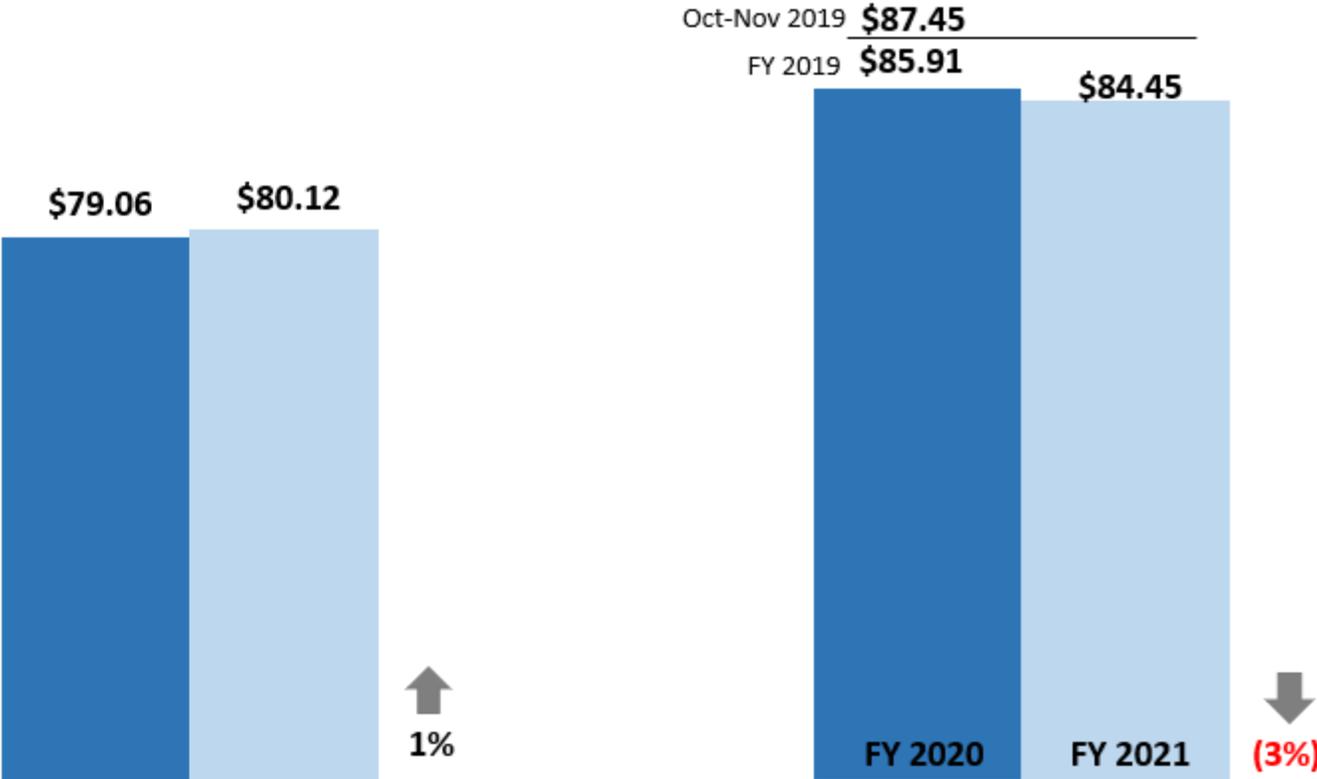


Fiscal Year To Date
October - November



November

Non-Casino ADR

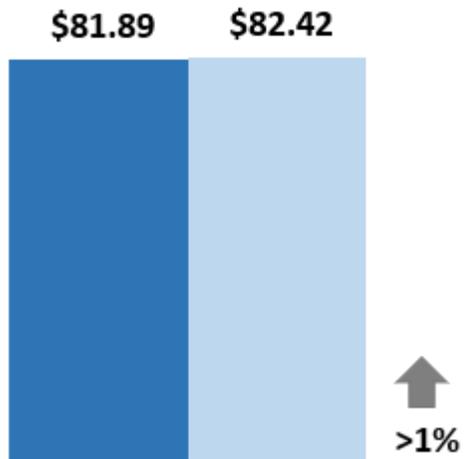


November 2019 over November 2020

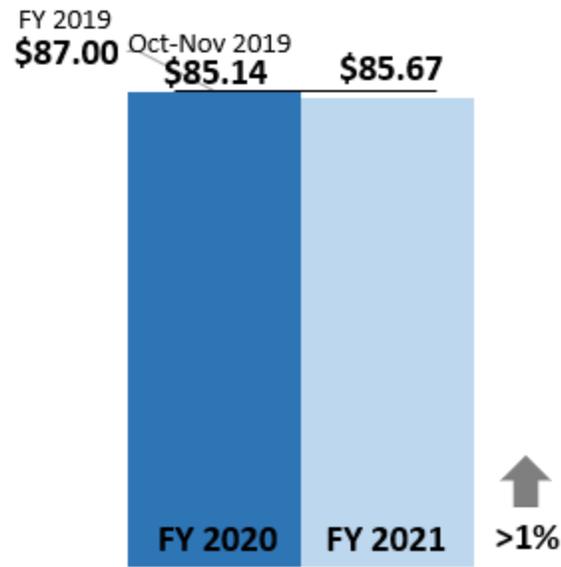
Fiscal Year To Date
October - November

Source: STR

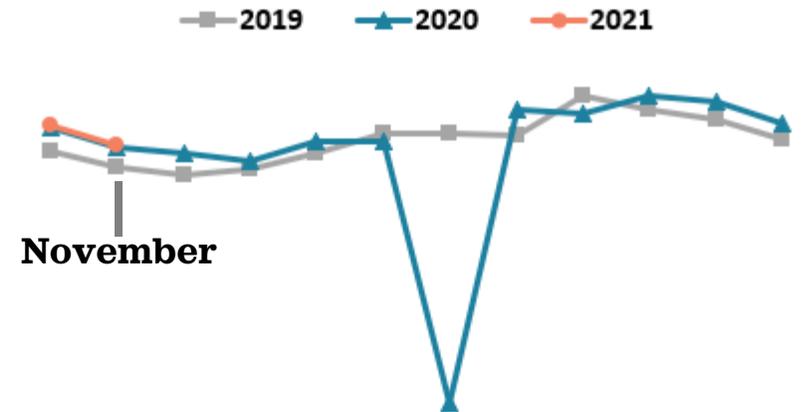
Casino ADR



November 2019 over November 2020

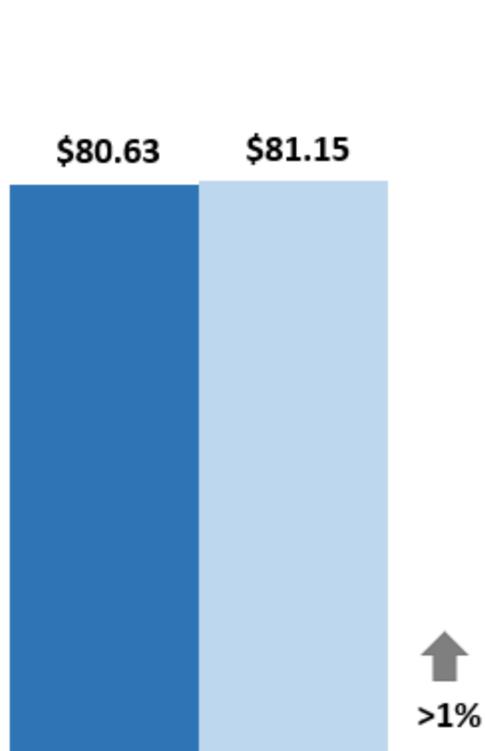


Fiscal Year To Date
October - November

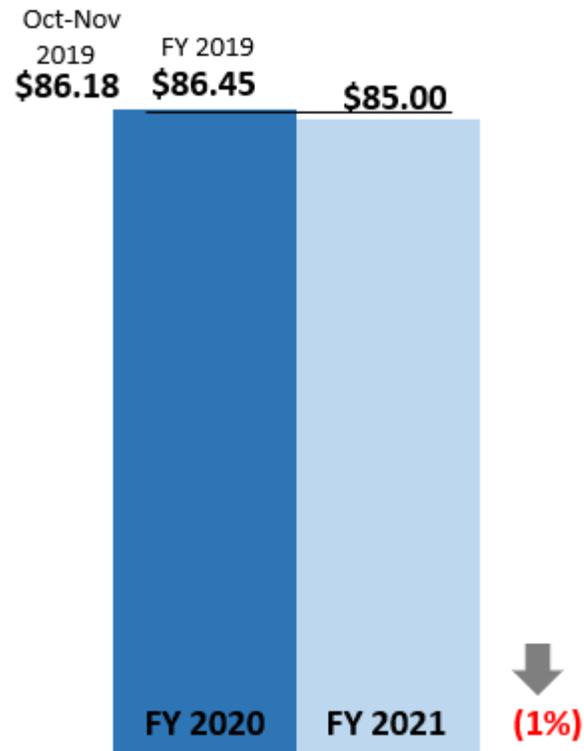


Source: MS Gaming Commission

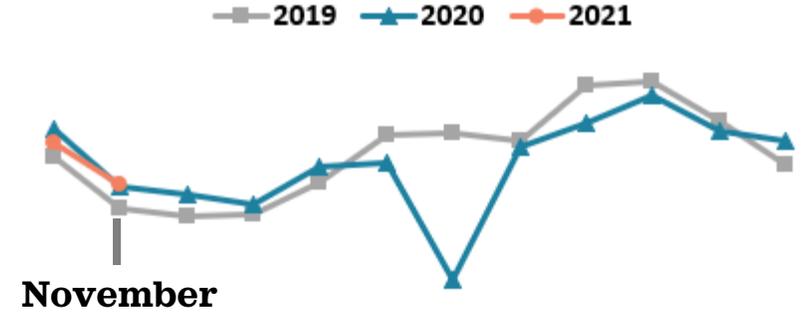
All ADR



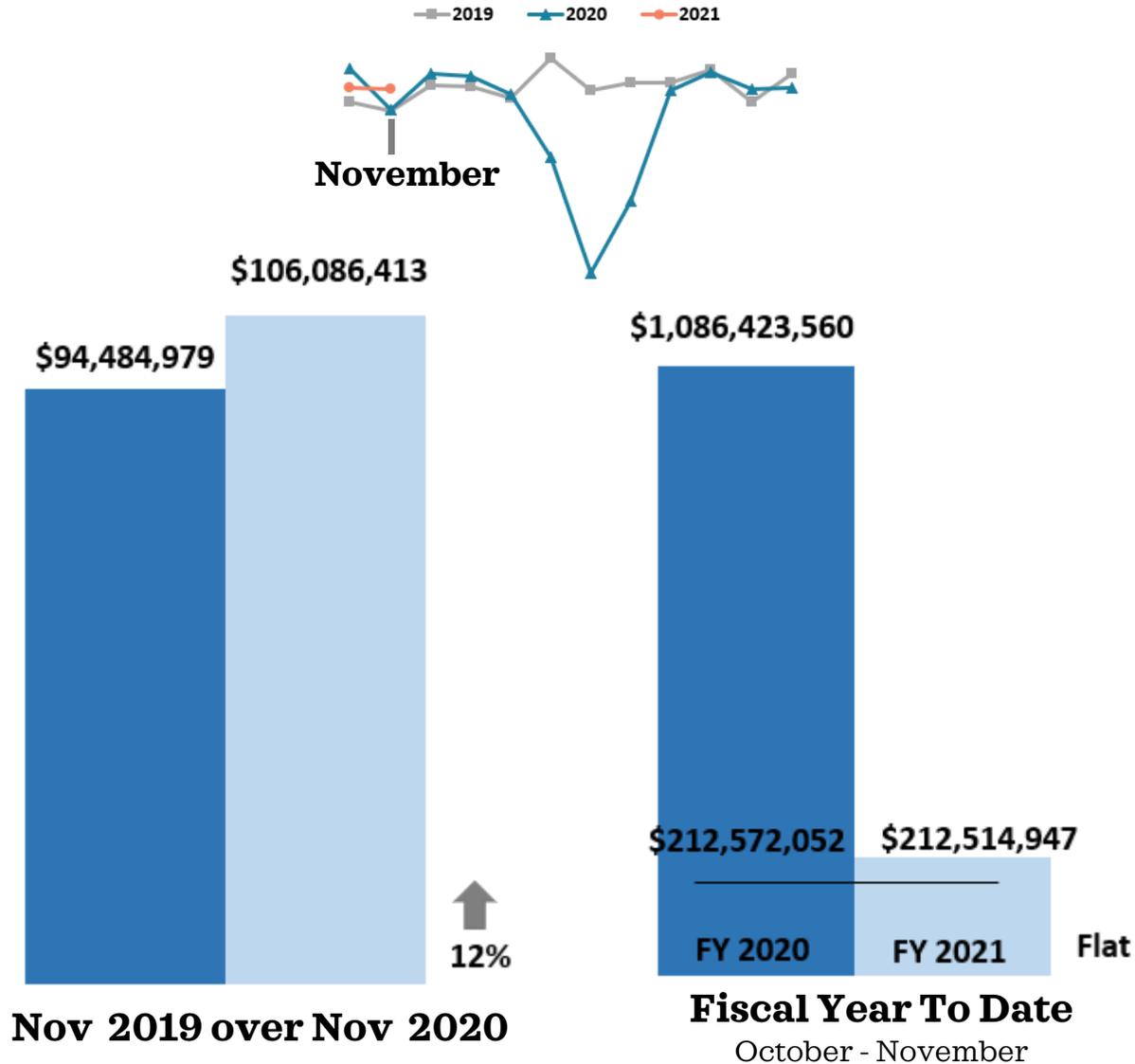
November 2019 over November 2020



Fiscal Year To Date
October - November

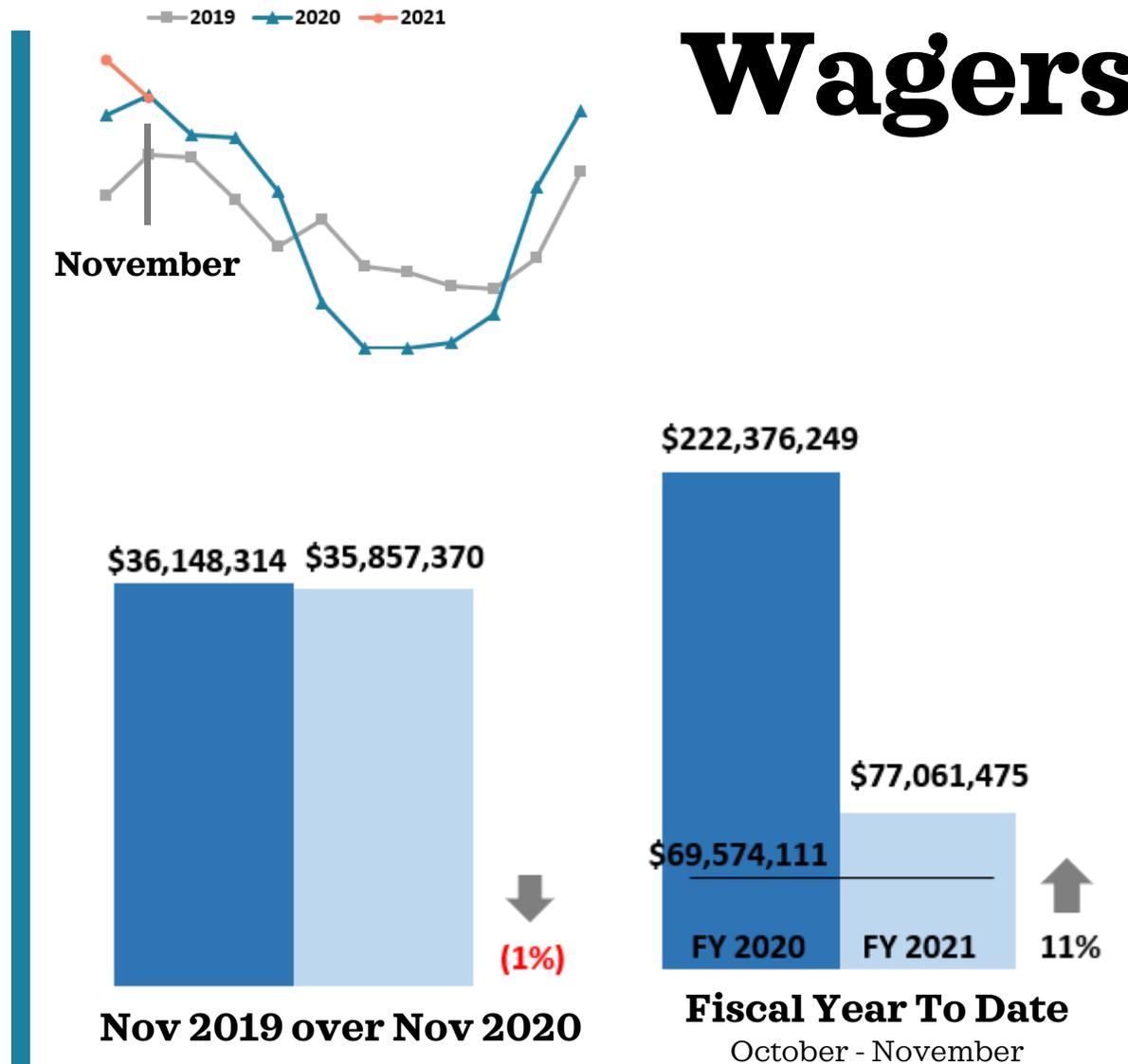


Gaming Revenue



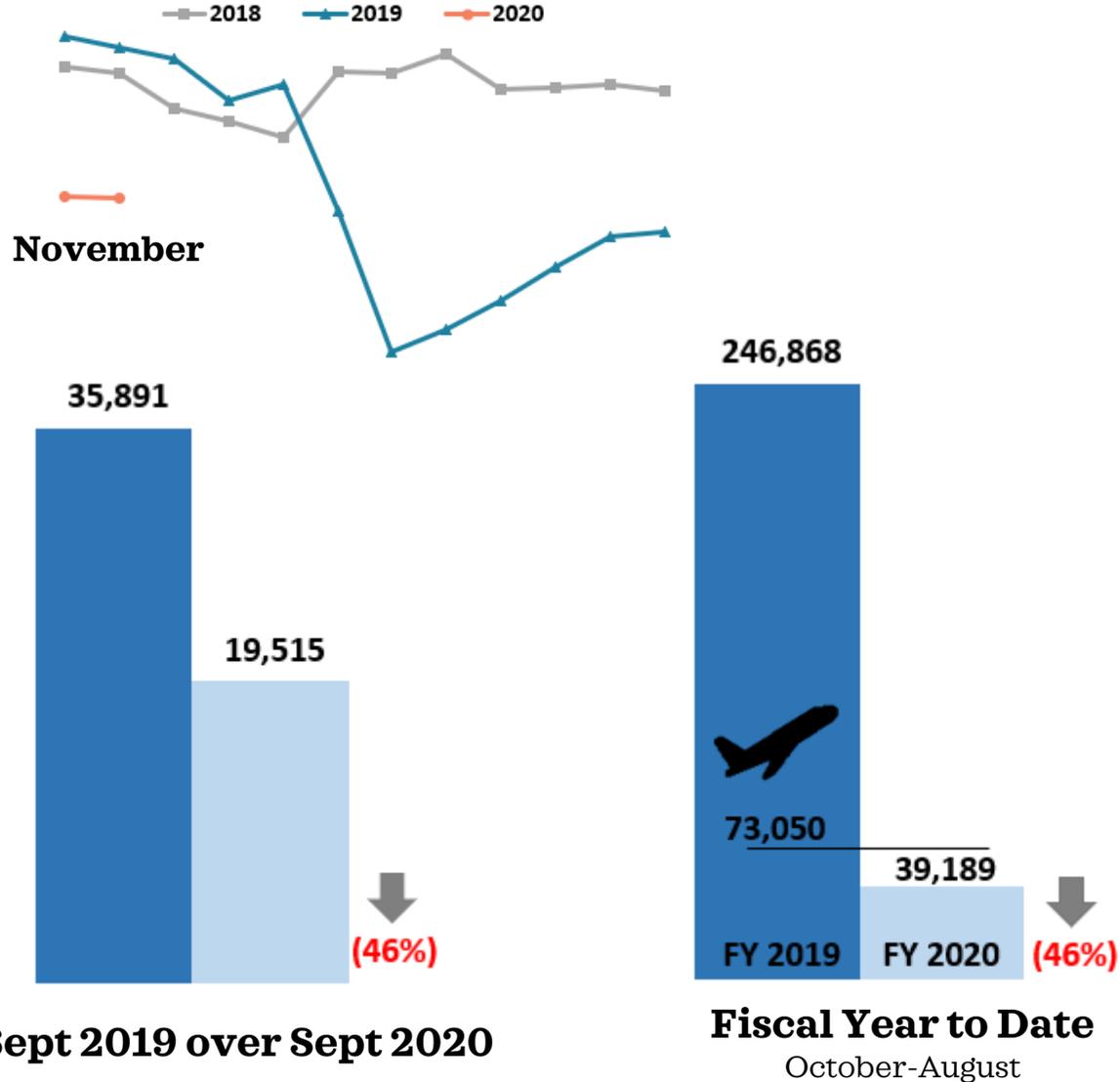
Source: MS Gaming Commission

Sports Betting Wagers

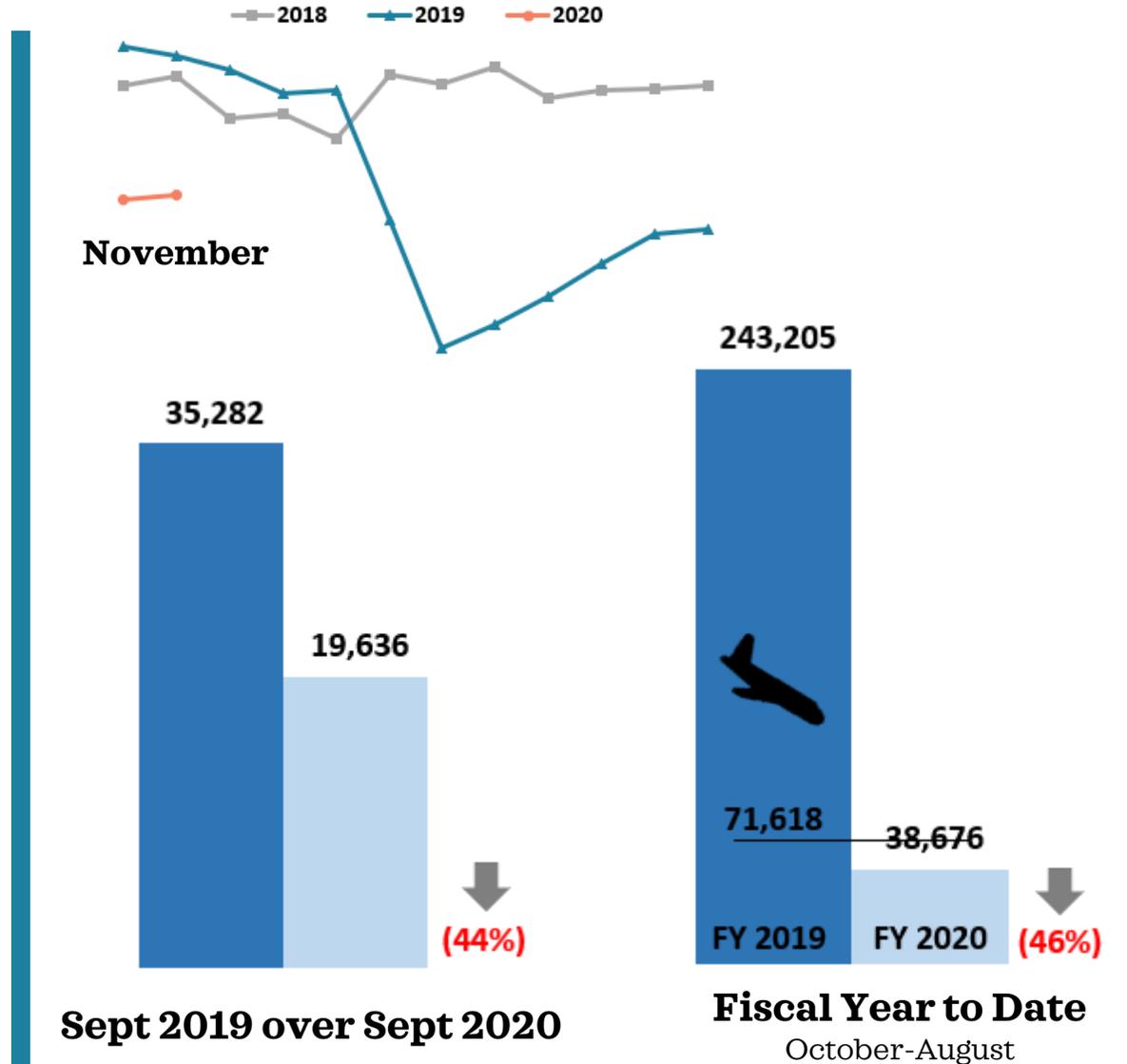


* Sports Betting began August 2018

Airport Enplanements

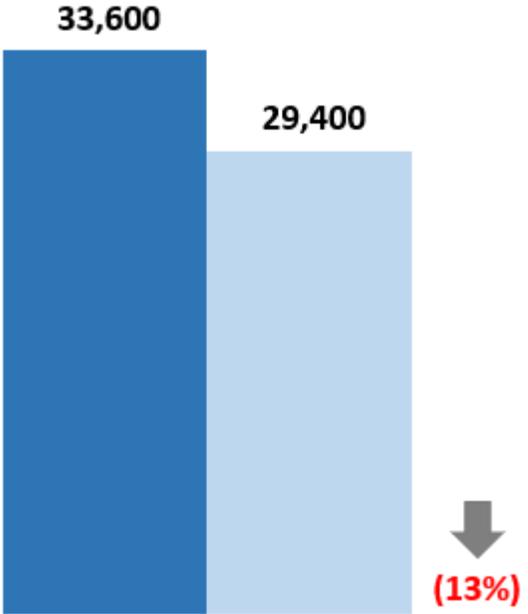


Deplanements

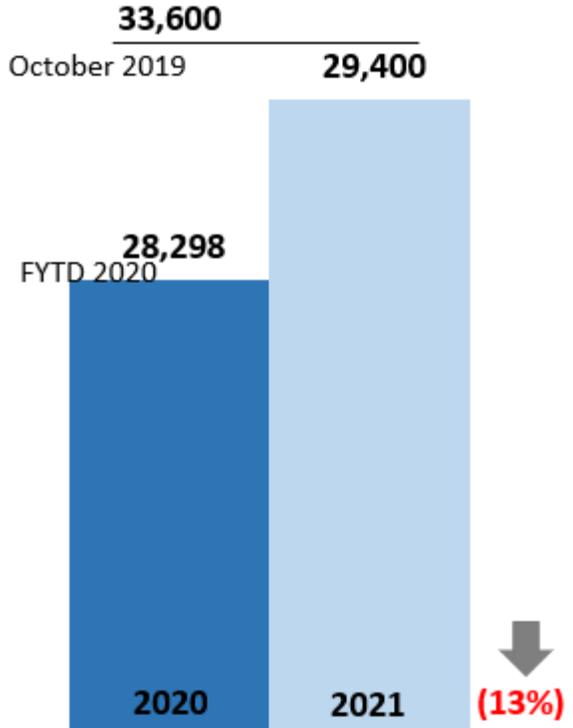


Source: Gulfport Biloxi International Airport

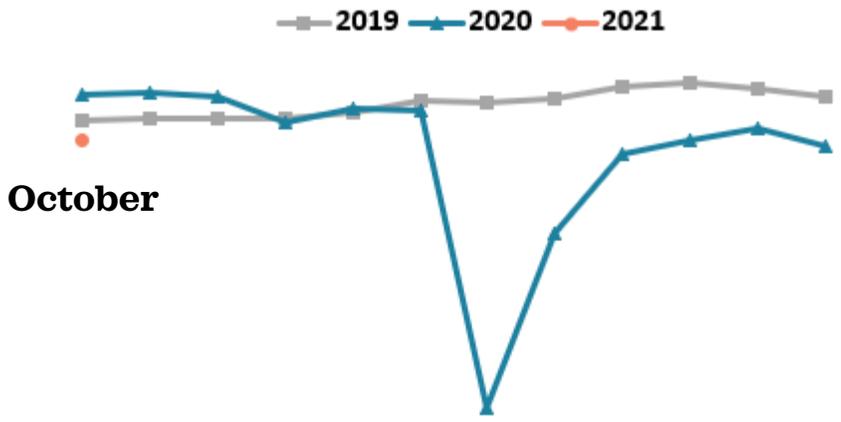
Leisure & Hospitality Jobs



October 2019 over October 2020



Fiscal Year To Date
October

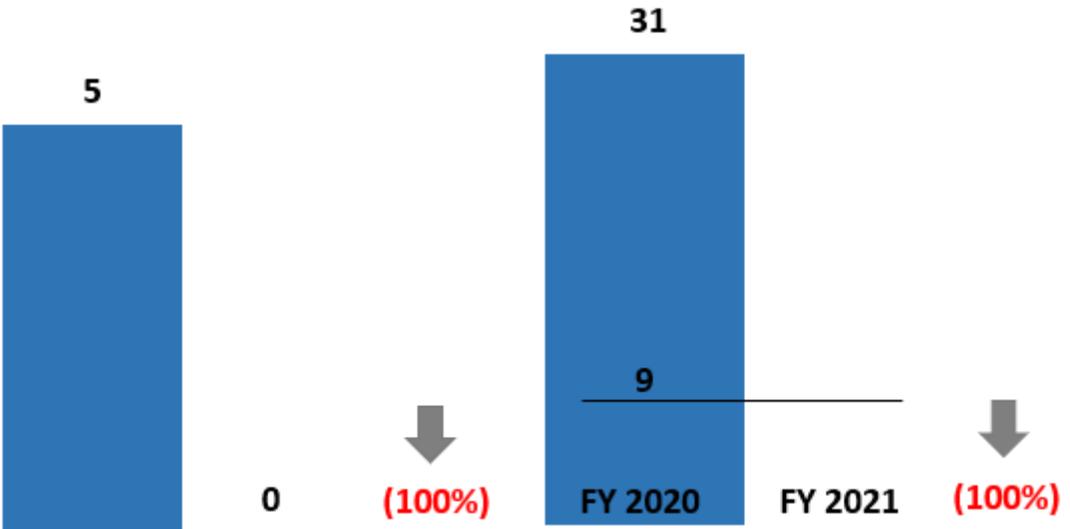
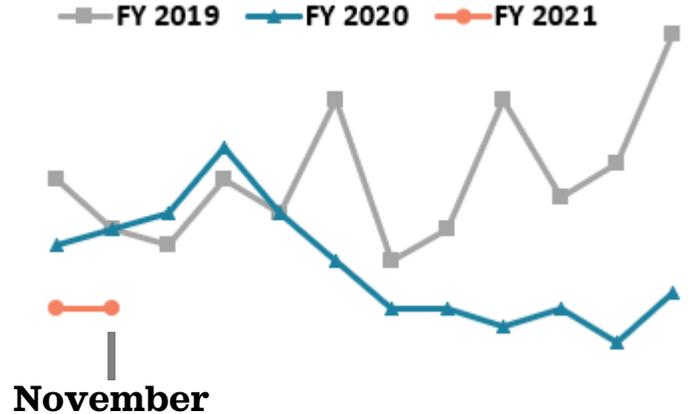


Yearly numbers reflect an average of all months in the FY.

Source: MS Department of Employment Security

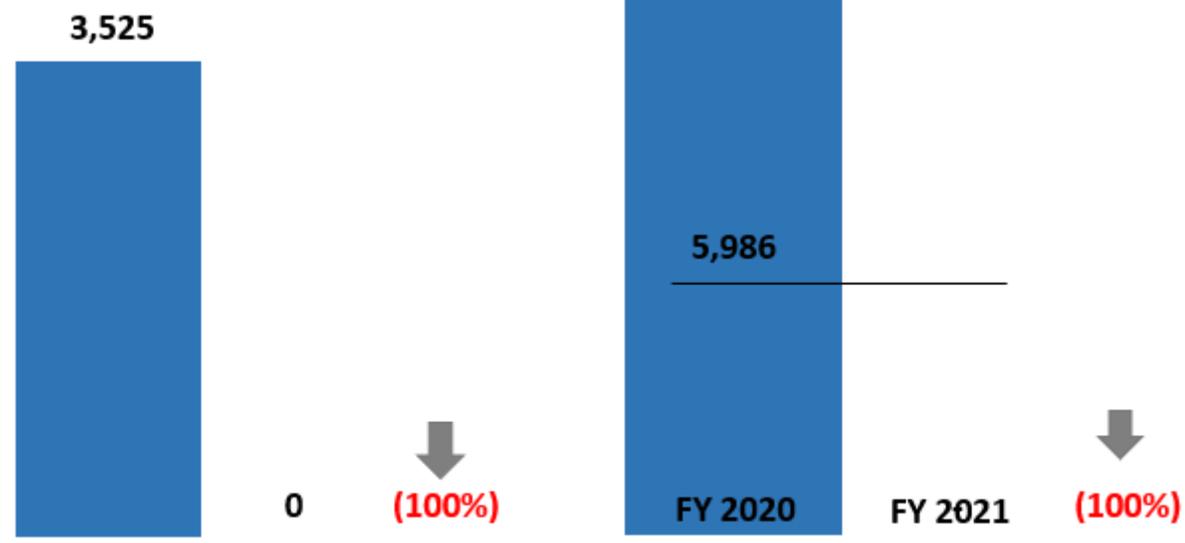
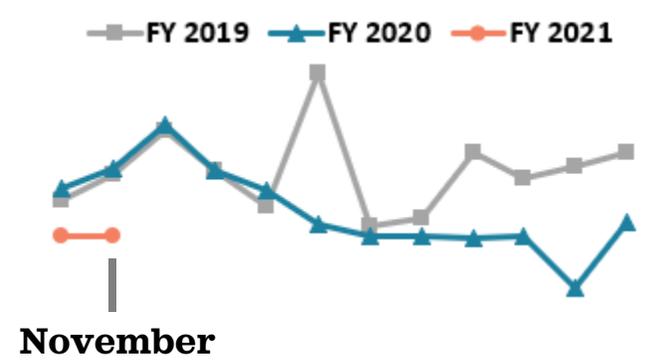
Definite Bookings - Meeting/Sports

Bookings



Nov 2019-Nov 2020 Fiscal Year To Date
October - November

Room nights



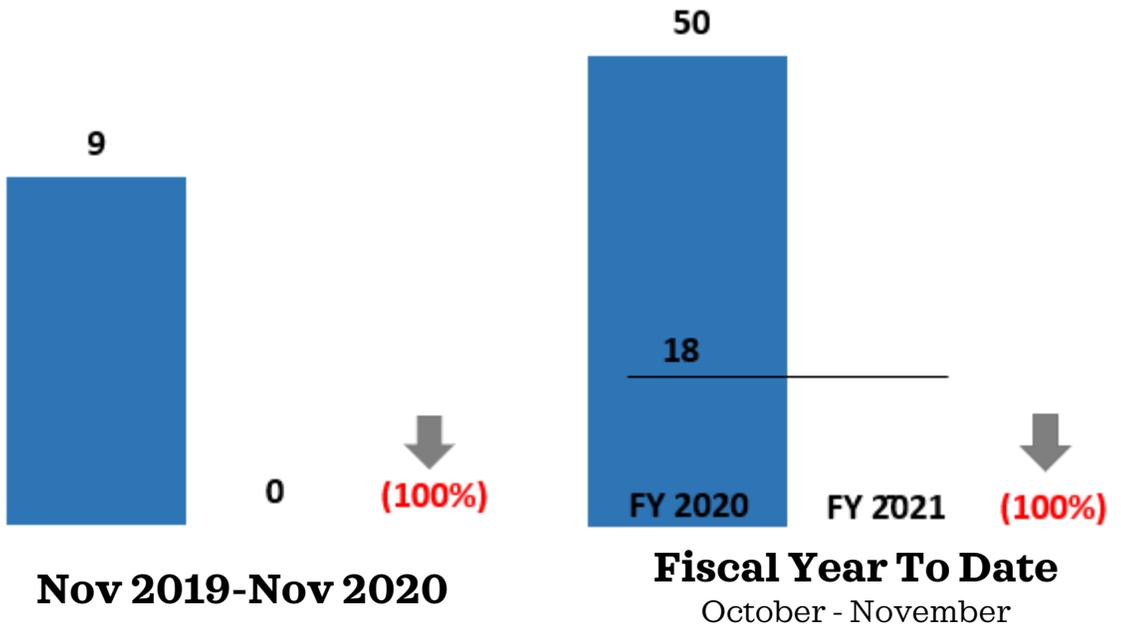
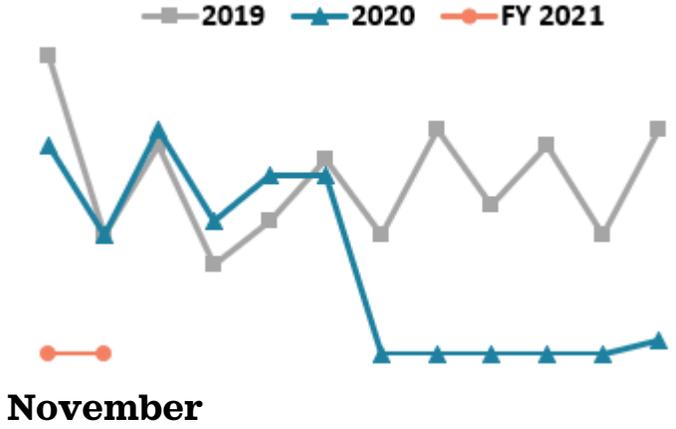
Nov 2019-Nov 2020 Fiscal Year To Date
October - November

Source: Coastal Mississippi

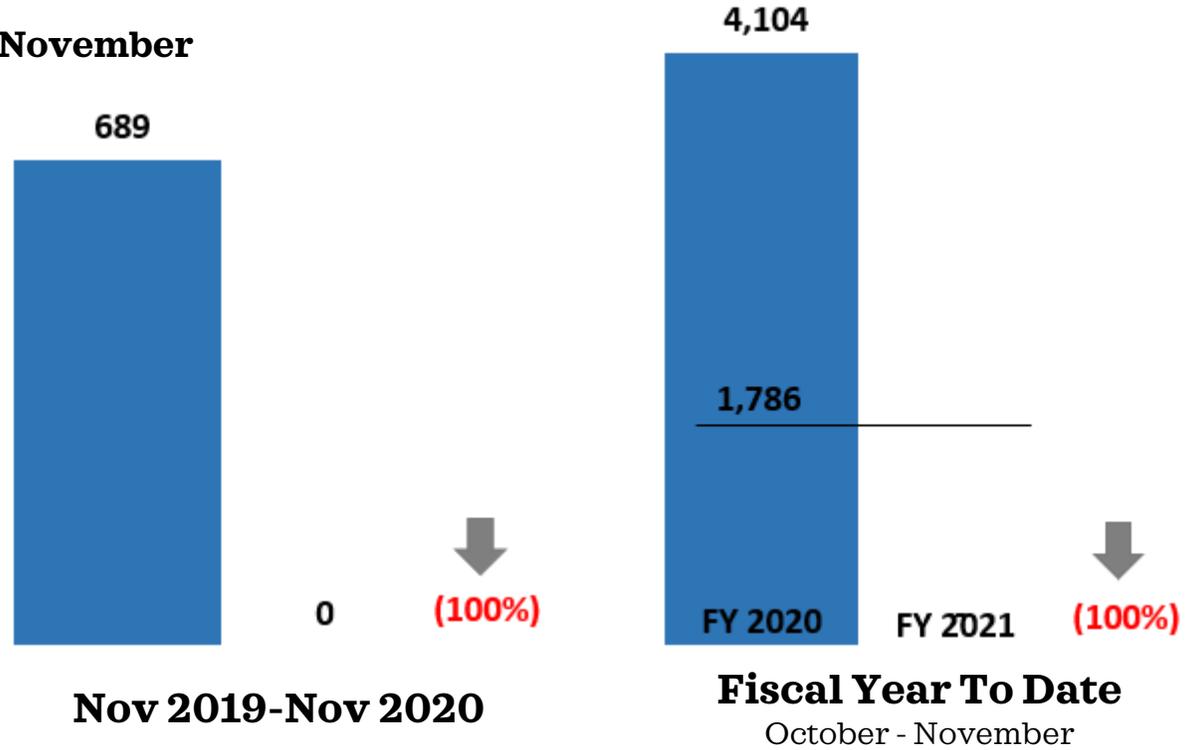
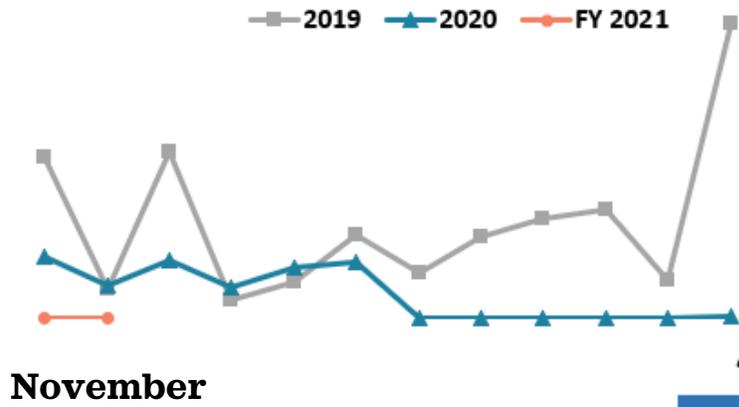
Definite Bookings - Leisure

FY 2019 Leisure booking and room nights included FIT business which is not being included in FY 2020 or 2021 numbers.

Bookings



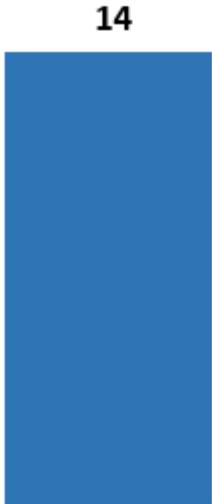
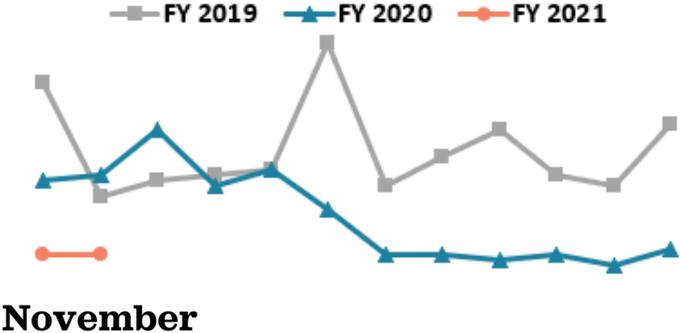
Room nights



Source: Coastal Mississippi

Definite Bookings - All Sales

Bookings



Nov 2019-Nov 2020

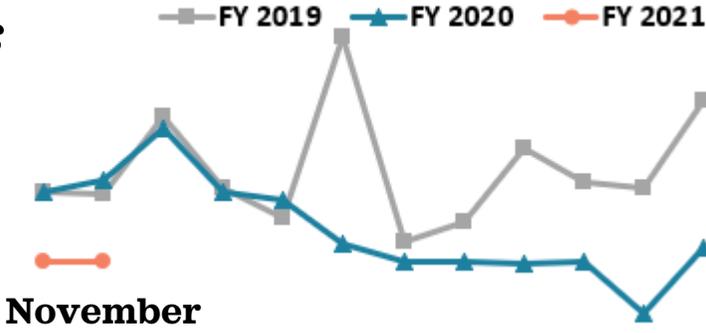
↓
(100%)



Fiscal Year To Date
October - November

FY 2021
↓
(100%)

Room nights



Nov 2019-Nov 2020

↓
(100%)

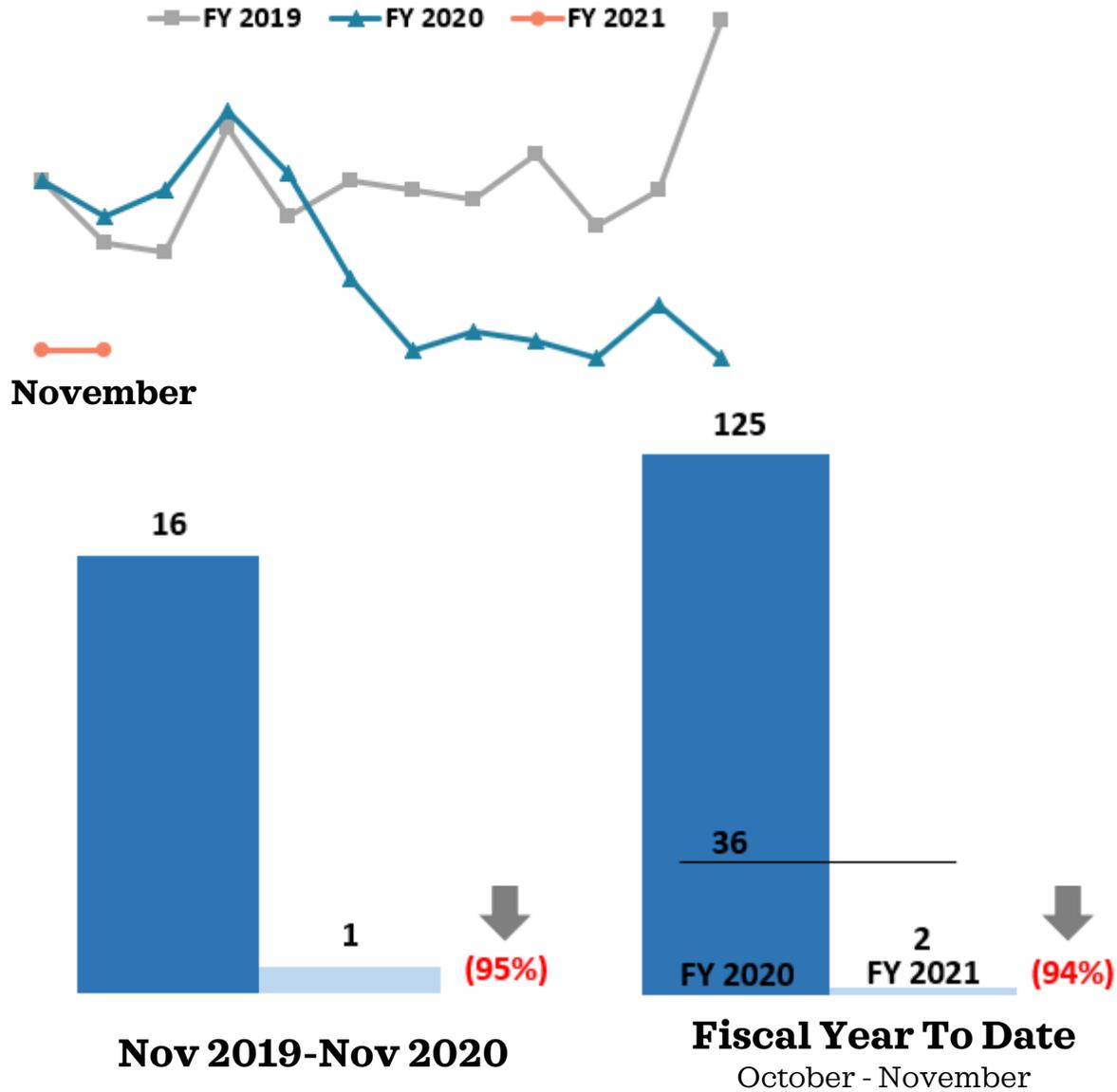


Fiscal Year To Date
October - November

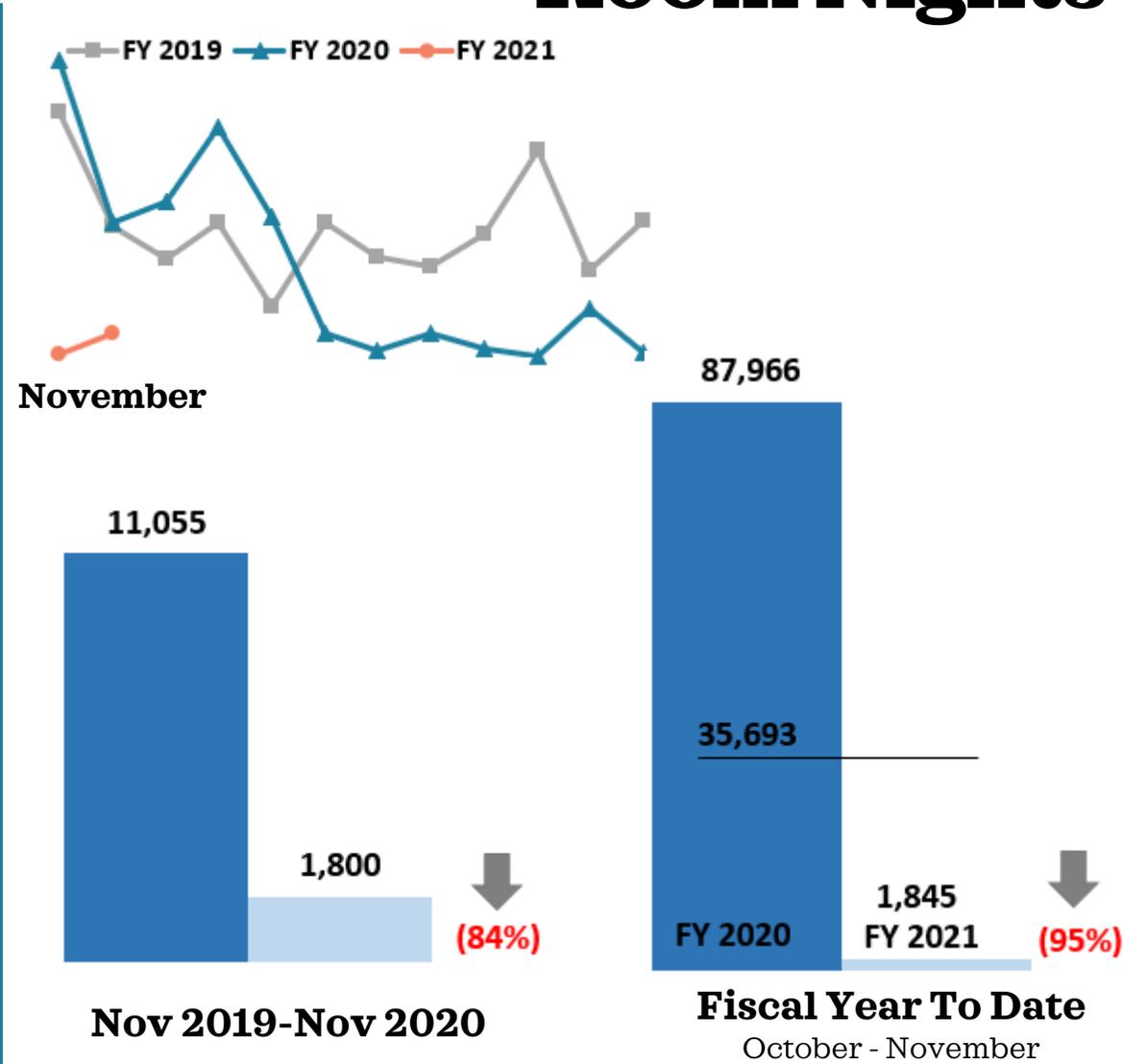
FY 2021
↓
(100%)

Source: Coastal Mississippi

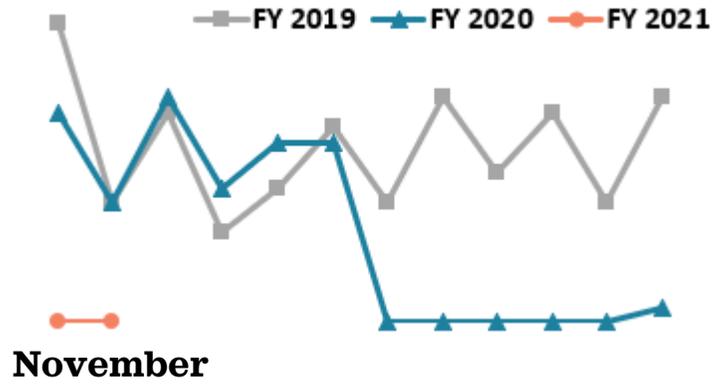
Leads Issued - Meetings/Sports



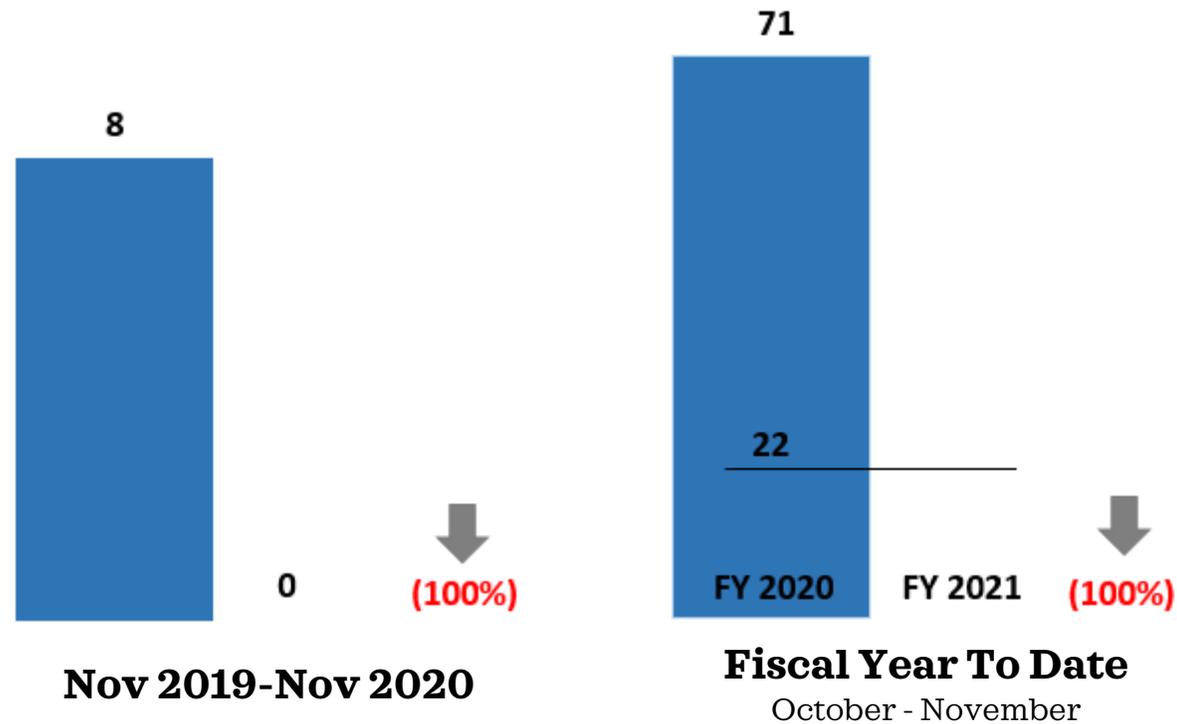
Potential Room Nights



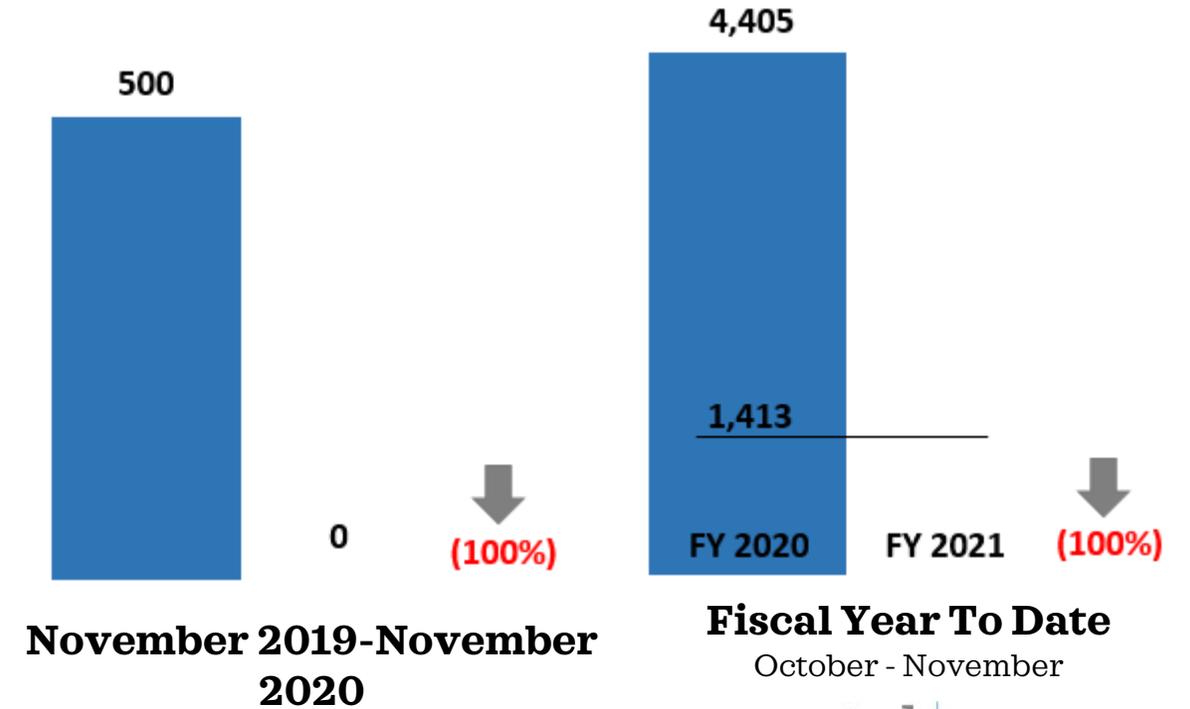
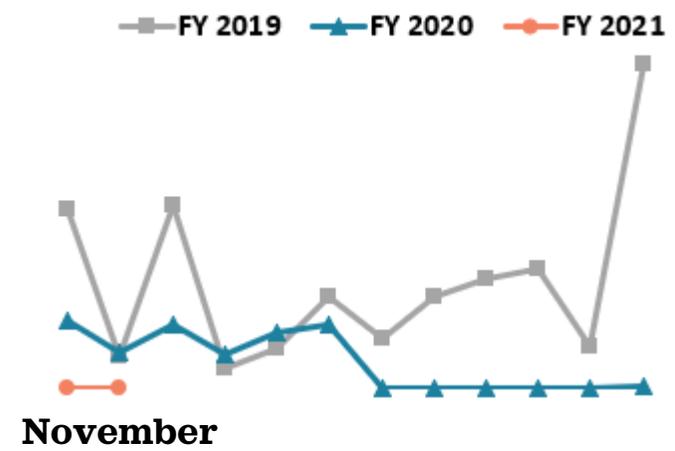
Leads Issued - Leisure



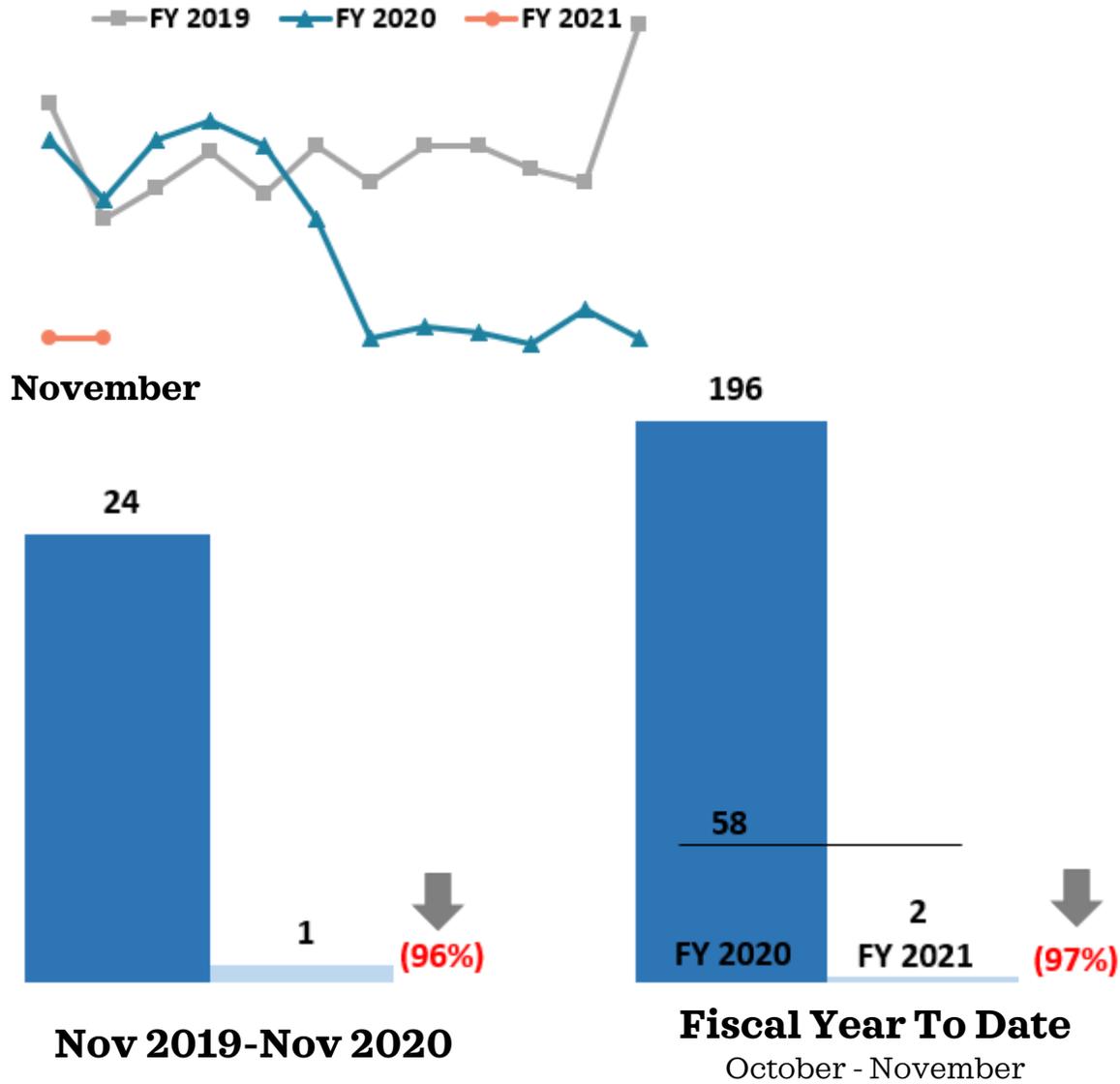
FY 2019 leisure leads and room nights include FIT business which is not being included in FY 2020 or 2021 numbers.



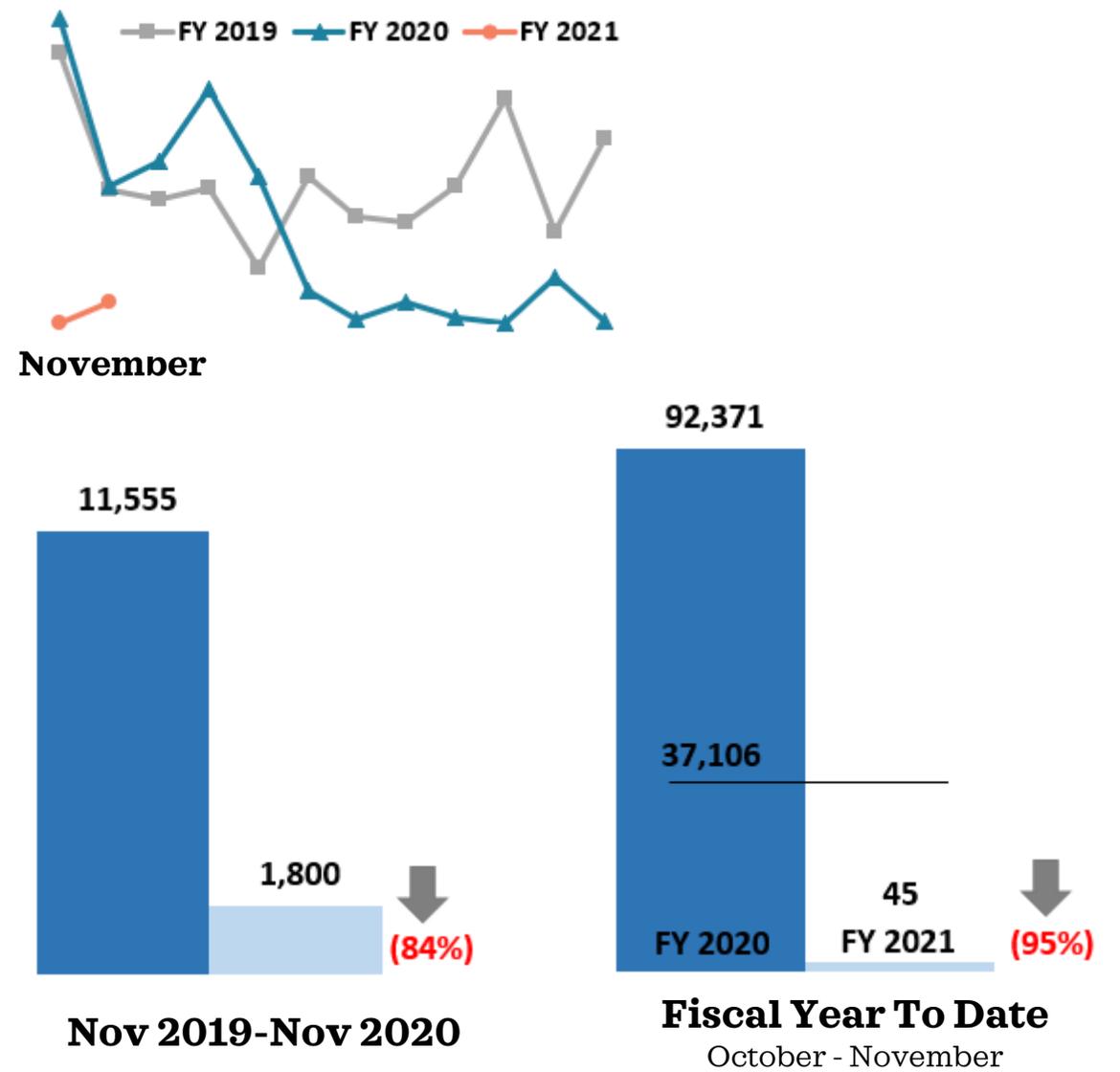
Potential Room Nights



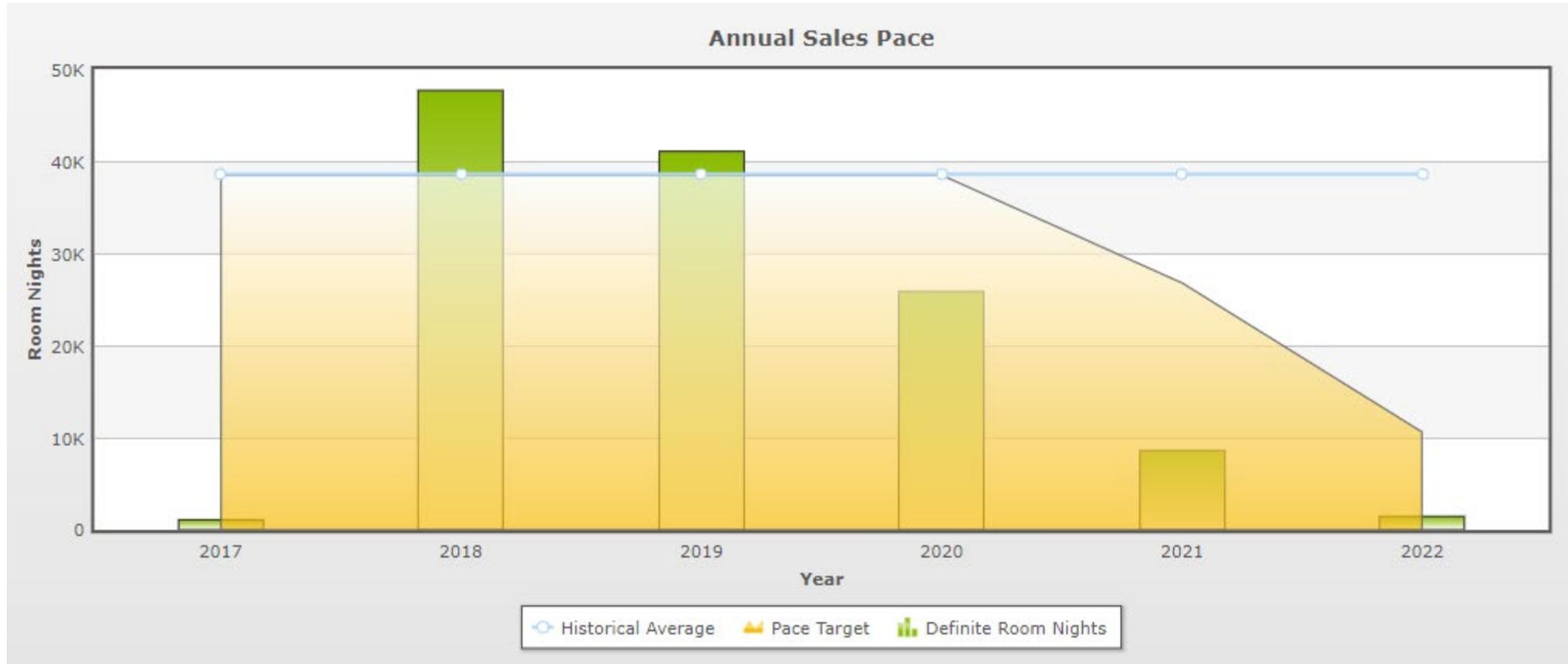
Leads Issued - All Sales



Potential Room Nights



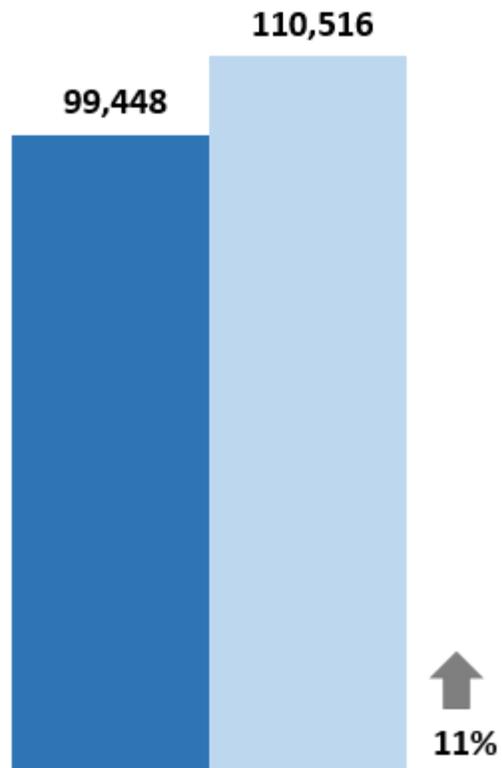
Pace Report



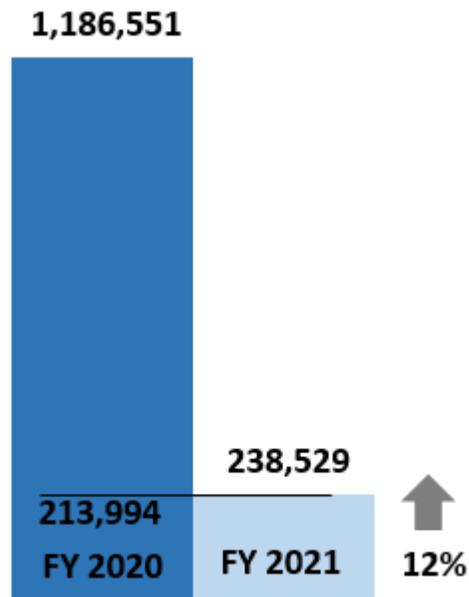
Pace Report - Pipeline



Google Analytics - Users



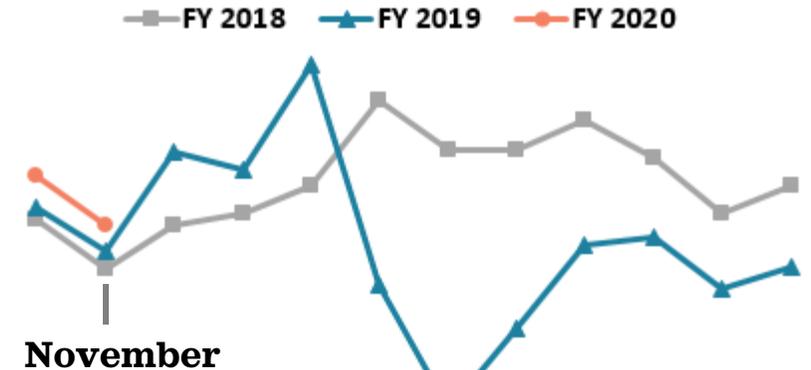
November 2019 over November 2020



Fiscal Year To Date
October - November

Traffic Analysis:

- Overall traffic increased by 11% in November, compared to last year. Sources of traffic that increased YoY included Paid Social (507%), Display (+91%), and Other (+17,586%) driven by Viant native ads.
- The Peter Anderson Festival page was the top organic landing page for the month. It added 3,082 sessions. Combined, all Peter Anderson content (e.g., event detail, blog post, etc.) performed well as it added 272% more sessions than last year.
- Visitors were beginning to look for holiday content. Four of the top 10 organic landing pages were holiday events.



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 | 241 | 213 | | | | | | | | | | |
| Total Active Newsletter Recipients 19,827 | | | | | | | | | | | | |
| Request the Guide | 568 | 440 | | | | | | | | | | |
| Digital Guide Views | 118 | 69 | | | | | | | | | | |

Action Taken

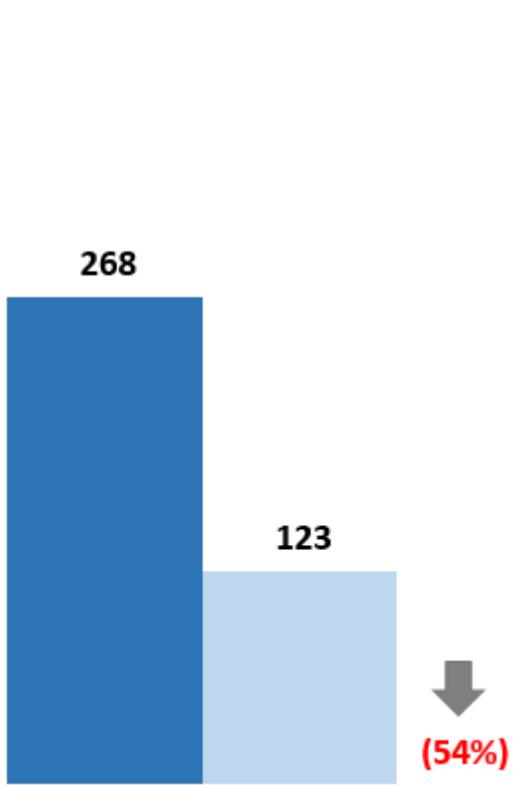
Total number of partner events and listings viewed by visitors on our site.

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

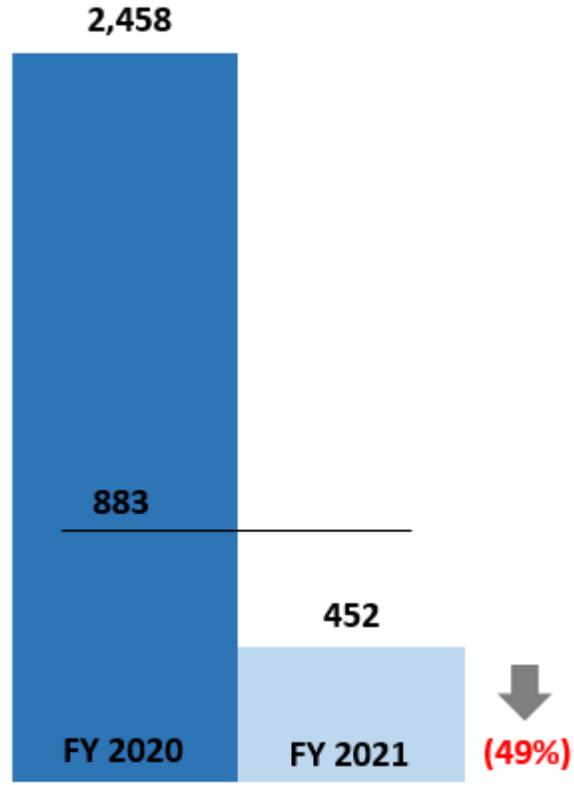
| | | | | | | | | | | | | |
|------------------|--------|-------|--|--|--|--|--|--|--|--|--|--|
| Event Detail | 5,339 | 6,729 | | | | | | | | | | |
| Listing Detail | 10,648 | 7,466 | | | | | | | | | | |
| Website referral | 14,105 | 8,955 | | | | | | | | | | |

Number of Articles

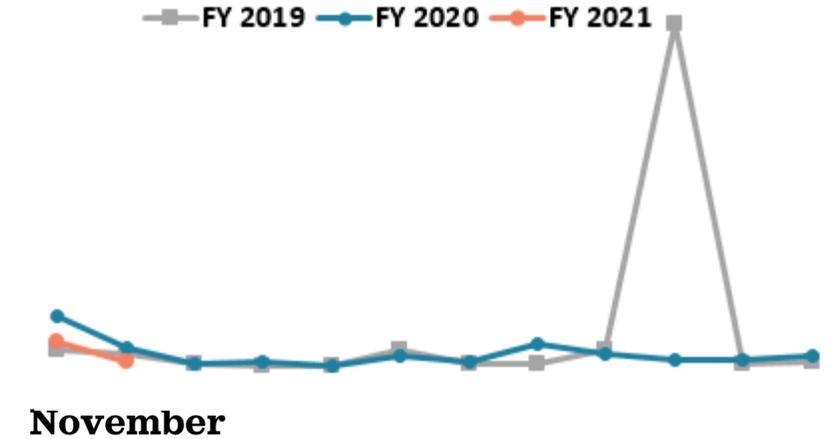
Decrease in Articles and Impressions attributed to the heightened coverage (regional, national, top-tier outlets) in 2019 re: Harmful Algal Bloom/Freshwater Intrusion.



November 2019 over November 2020

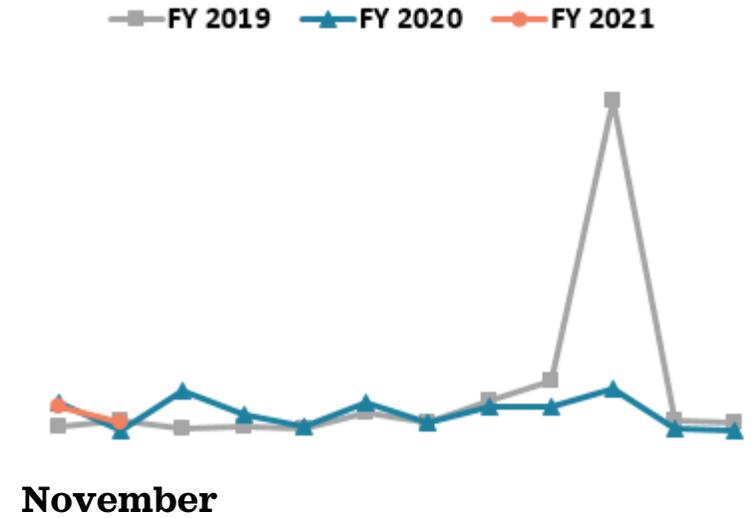
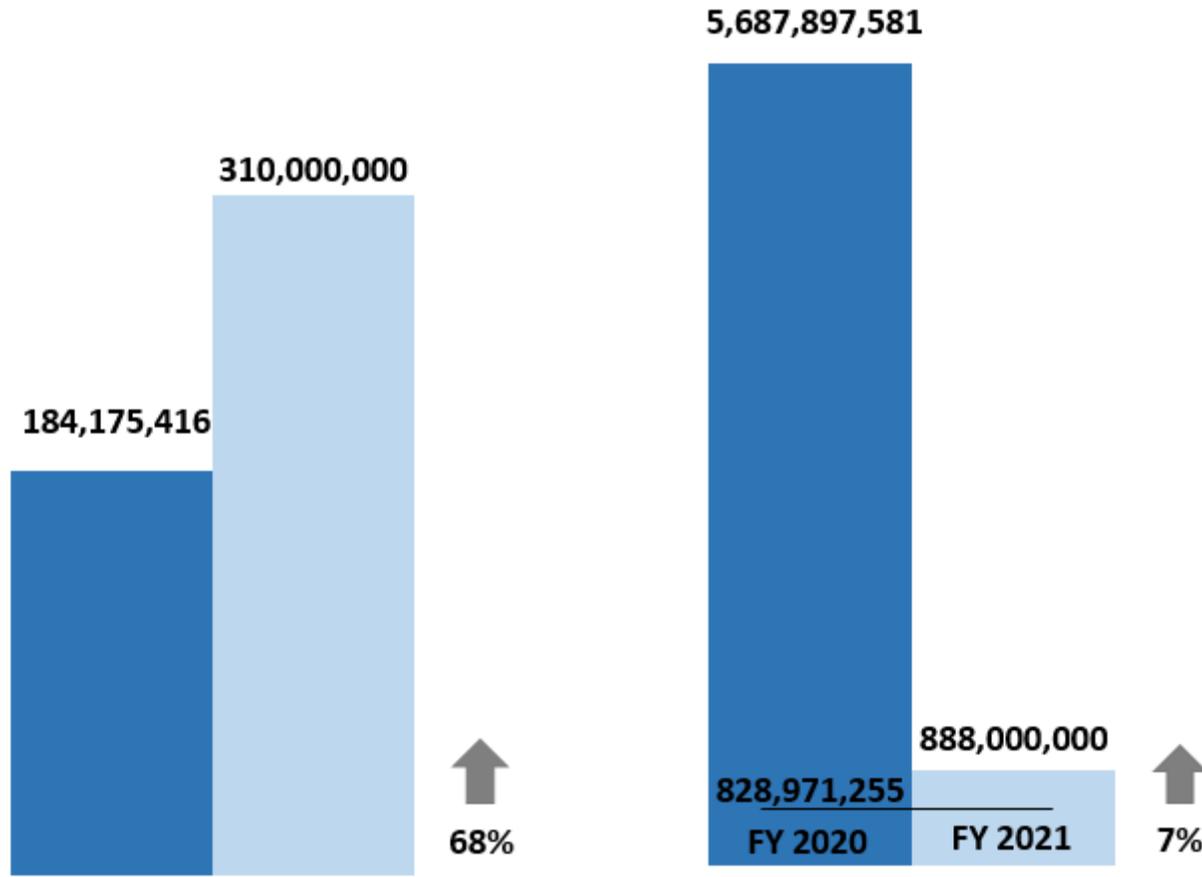


Fiscal Year To Date
October - November



Impressions

Decrease in Articles and Impressions attributed to the heightened coverage (regional, national, top-tier outlets) in 2019 re: Harmful Algal Bloom/Freshwater Intrusion.



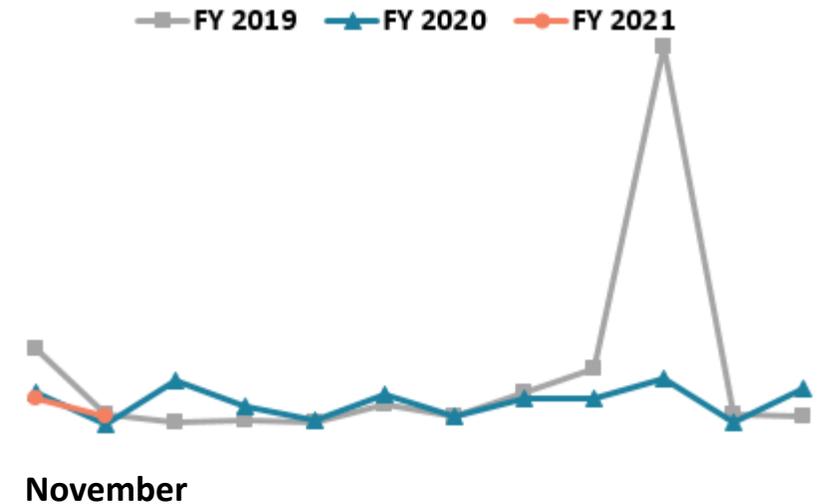
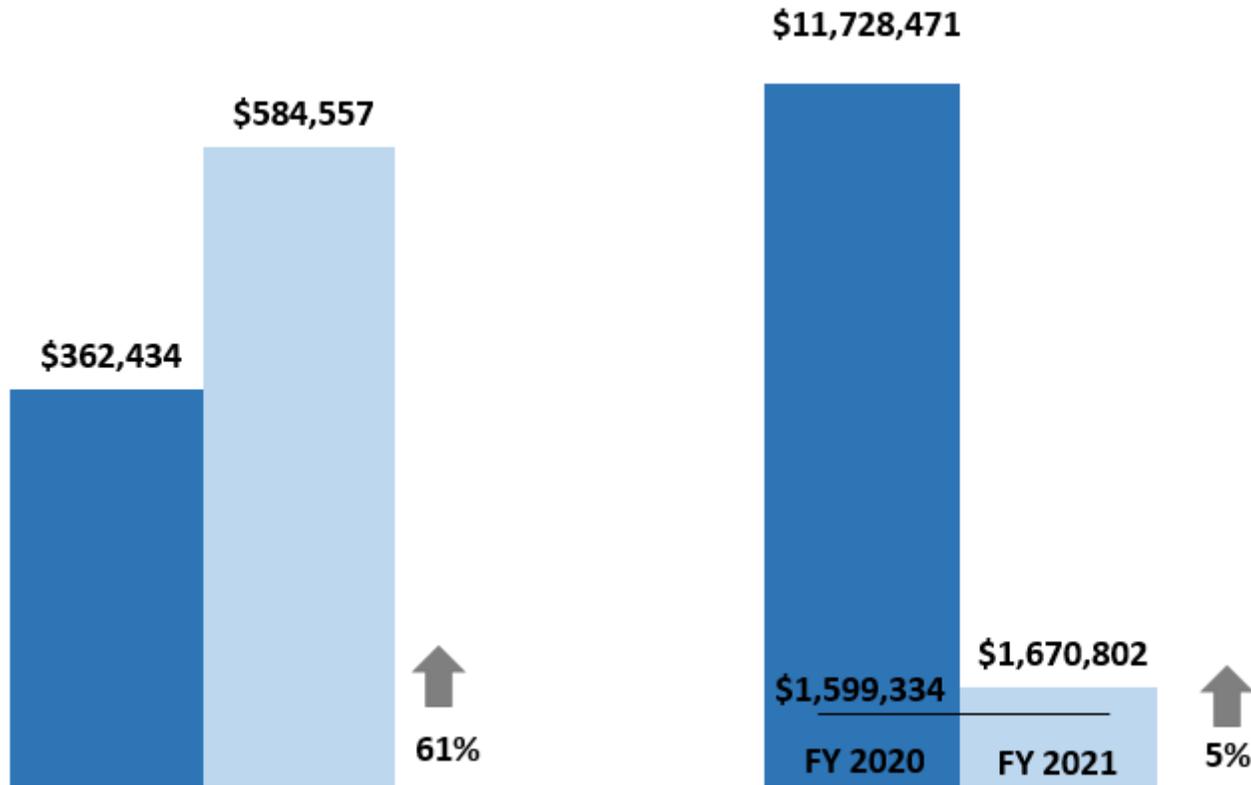
November 2019 over November 2020

Fiscal Year To Date
October - November

Source: Cision

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.



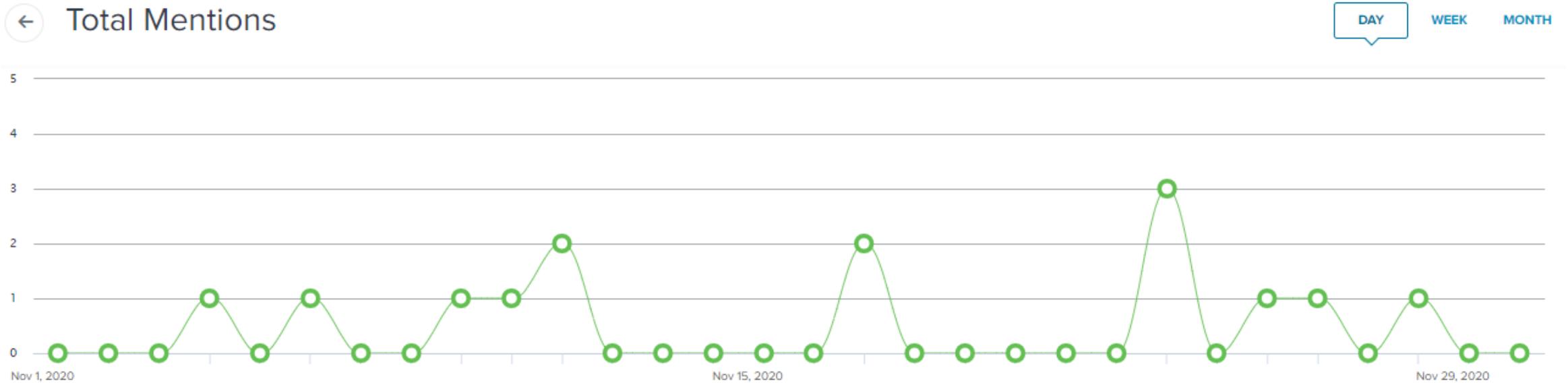
November 2019 over November 2020

Fiscal Year To Date
October - November

Source: Cision

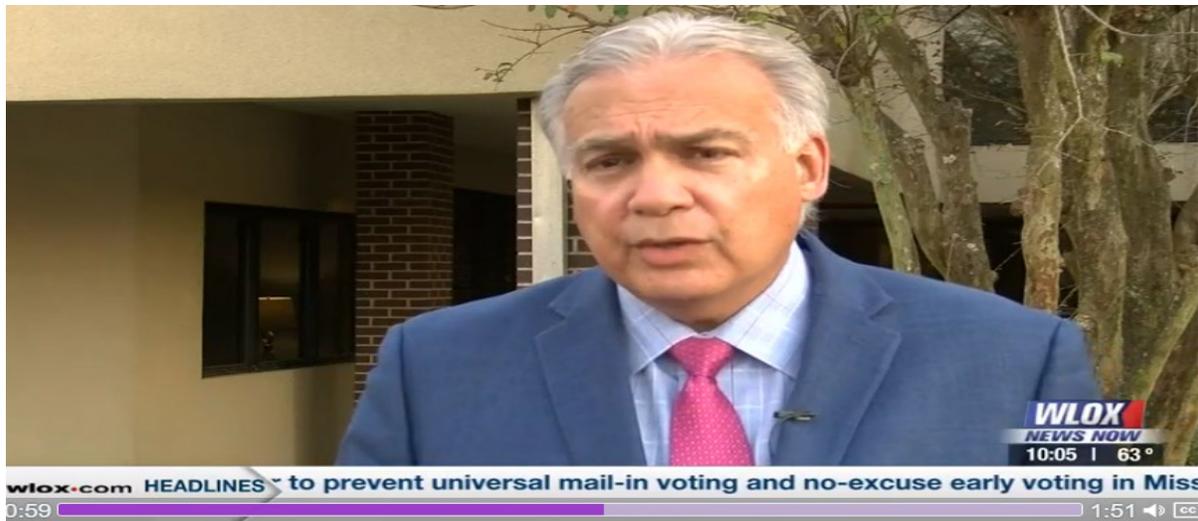
Earned Media

- Content Drivers:
- COVID-19
 - Safe Travel
 - Winter Travel
 - Holiday Events





Back to business for Coast tourism following Hurricane Zeta



While the cleanup continues in a challenging year, the Mississippi Coast remains open for business.

“We’ve been saying since day one to stay home to please stay home and when you’re ready to travel we’ll be here waiting for you and that’s a message that people receive very well.” said Segarra.

According to Segarra, hotel occupancy across the Coast was actually up last weekend with local residents staying in hotels during power outages.

‘A New Day’: Coastal Mississippi embraces new flag



BILOXI, Miss. (WLOX) - On Wednesday, Coastal Mississippi pushed out this video on social media with the new state flag and the saying “all are welcome here.” It comes a day after the state’s voters approved the new flag design.

That love was shown at the ballot box after the flag design chalked up 72% of the yes vote. This flag became choice A for Mississippians after extensive research and collaboration by the nine members of the state flag commission.

“The state of Mississippi overwhelmingly came together to say ‘let’s unite together under one solid flag, this is what we stand for in the state of Mississippi,’ and that’s the difference. In 2001, they had a different mindset. Times change,” Hulum said. “This is just putting Mississippi where it’s supposed to be. That’s at the front of the line, not at the back of the line.”

Local Media Coverage - Assisted



Despite pandemic, Coastal Mississippi bursting with new development

BILOXI, Miss. – After facing the challenges of the COVID-19 pandemic, Coastal Mississippi is looking ahead to 2021, with an array of new developments in the works.

Coastal Mississippi, also known as The Secret Coast, is eagerly anticipating the completion of several major developments, as well as a number of recently finished offerings, including:

- The Mississippi Aquarium, a \$100 million aquatic facility, opened this summer in Gulfport, Miss. The aquarium features more than 1 million gallons of freshwater and saltwater, with a wide variety of habitats and 200 species;
- Telling the story of Magnolia State aviation from start to finish, the Mississippi Aviation Heritage Museum opened in October in Gulfport, offering visitors 17 galleries, hands-on displays, and flight simulators;
- Featuring four modern, floating cabins complete with wet bars and private outdoor showers, the Hotel Beatnik opened this past summer in the Ocean Springs Creative District, offering a new type of accommodations for the area;
- Opening in 2021, Ocean Springs Collective’s mission is to bring together passionate craftspeople who want to share their talents with the community. With a focus on sustainability, education, and creativity, this development will feature several local businesses, including a restaurant, Nano brewery and taproom, community garden, bookshop, and deli;
- The 132-room Hotel Legends in Biloxi opened October 2020, bringing some old-school glitz-and glamour with a design which dates back to Hollywood’s golden age, in addition to intimate meeting and event spaces;



Despite challenges due to the COVID-19 pandemic, Coastal Mississippi is ripe with ongoing development and recently opened venues including Hotel Legends in Biloxi.

Skift.



FOR SOME, “IT’S NOT ABOUT PROMOTING, PROMOTING, PROMOTING”

A destination that’s fared better in tourism revenue since reopening, compared to the rest of the US, is Coastal Mississippi. “While the nation based on the US Travel Association numbers, the overall revenue is down between 40 to 42 percent, in Coastal Mississippi we just finished our fiscal year back on September 30, only 20 percent behind last year’s revenue — that is remarkable,” Milton Segarra, CEO of Coastal Mississippi, told Skift.

“You need to make sure you’re transparent and you need to make sure that you bring [everybody] to the conversation,” Segarra said. “It’s not about promoting, promoting, promoting. It’s about communicating and being transparent. If people at this time feel that they are safe or they will be safe, they will visit you. That’s the key.”

Travel: Coastal Holiday

Mississippi beach retreats



The weather outside on the Gulf Coast this time of years sits on the good side of frightful. For the most part, the rain and bitter cold have yet to rear their ugly heads. This month on the Mississippi Gulf Coast, it's possible to stroll along miles of peaceful beaches, to dine on seafood fresh from Gulf waters and enjoy attractions devoid of summer crowds.

But a trip to coastal Mississippi in December also means great holiday fun.

Because it's the "Coast," there are numerous boat parades to enjoy, perfect for social distancing. The Sat., Dec. 5, Christmas on the Water Boat Parade floats along the Biloxi Channel between Beau Rivage and Golden Nugget casinos, followed by the Christmas on the Bayou boat parade Sat., Dec. 12, on Bayou Bernard in Gulfport.

Coastal Mississippi Assisted Media Coverage

6 Incredible Places For U.S. Snowbirds This Winter



5. Coastal Mississippi

Often overlooked but just as enticing as other destinations, Coastal Mississippi's Secret Coast offers a mild climate, rich culture, and natural beauty.

In addition to world-class festivals, you'll spend the winter season on the water kayaking, fishing, and boating, hiking and birding on land, gambling in casinos, and touring championship golf courses. There's even a [shrimping trip](#) that invites you to learn about shrimp and other marine life -- how they live and how they are caught. Take a [day trip](#) to one of the undeveloped barrier islands such as Ship Island.



Every State's Best Winter Travel Destination



Mississippi: Biloxi

Head to Biloxi to beat the winter blues by basking in some bright days and balmy Gulf breezes. While their signature Mardi Gras may look a little different this year, Carnival season along Coastal Mississippi will still be joyous and sun-kissed.

Medium

Fifteen Fabulous Fun Festive Flotillas (aka US Gulf Coast Holiday Boat Parades)

12. Christmas on the Water Boat Parade, Biloxi Mississippi, Dec 5

Enjoy the views of this fun festive Coastal Mississippi holiday event while sitting on USA's largest manmade beach or from the Margaritaville Resort Biloxi.



Coastal Mississippi Assisted Media Coverage



Coastal Mississippi looks ahead to a fruitful 2021 PHOTO COURTESY: COASTAL MISSISSIPPI

For those looking to venture a little further from home, Coastal Mississippi: The Secret Coast is perfectly poised to surprise and delight with safe and diverse experiences for visitors of all ages.

As travelers begin to venture out again following the COVID-19 pandemic, Coastal Mississippi continues its destination-wide commitment to prioritize the health and safety of visitors and tourism employees. Through the Coastal Mississippi Promise of Health and Safety initiative, Coastal Mississippi is working with its tourism partners to adopt this promise, creating an effort to apply best practices in health and safety across the destination, and helping visitors to make informed choices when visiting The Secret Coast. Along with tourism partners, local health organizations including Memorial Hospital at Gulfport, Merit Health Biloxi and Singing River Health System are supporting this initiative.



Visit Coastal Mississippi: Something for Everyone



Coastal Mississippi is one of the best kept secrets in the South and has grown into a premier casino destination as well. The area boasts great gambling, beautiful beaches, restaurants and so much more. The stretch that runs from Moss Point to Waveland features twelve casinos, a buzzing beach scene and a plethora of restaurants located beach front or directly across the street.

We are excited to provide you with an overview of the area, as well as a few recommendations. For a full list of recommendations, offerings and more, visit CoastalMississippi.com.

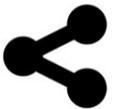
Before visiting, we encourage you to check with individual businesses on any potential changes to their availability and/or hours, but rest assured Coastal Mississippi is working diligently with hospitality partners to ensure your safety and health is the top priority. Find out how in the Destination Promise of health and safety by visiting CoastalMississippi.com.

Coastal Mississippi Assisted Media Coverage



Social Media Metrics

Loss of Pinterest followers due to channel audit + overhaul, upcoming new organic + promoted content will boost numbers.



| | Facebook | Twitter | Pinterest | Instagram | YouTube | LinkedIn | Total |
|------------------|--------------------------|-----------------------------|--------------------------|-----------------------------|-----------------------------------|--------------------------|--------------|
| Monthly Increase | 528 Flat | -28 Flat | 7 >1% | 421 3% | 45,809 3% | 98 2% | 47,993 3% |
| November 2020 | 151,635 (Total Likes) | 15,854 (Total Followers) | 929 (Total Followers) | 14,696 (Total Followers) | 1,709,114 (Lifetime Followers) | 5,375 Total Followers | 1,898,761 |

Coastal Mississippi
 Posted by HeyOrca
 Nov 13 · 🌐

Coastal Mississippi is **THRILLED** to be partnering with **Guy Harvey!**
 ... See More



Coastal Mississippi
 Tourist Information Center

Learn More

👍❤️ 107 4 Comments 17 Shares

👍 Like 💬 Comment ➦ Share

Announcement of Coastal Mississippi + Guy Harvey Facebook Live

105,831 impressions
 643 interactions

Coastal Mississippi
 @SeeCoastalMS

It's a new day in Mississippi.
 All are welcome here. ❤️



3,649 views

11:30 AM · 11/4/20 · HeyOrca

|| View Tweet activity

39 Retweets 21 Quote Tweets 218 Likes

Video promoting new state flag

12,843 impressions
 979 interactions

coastalms
 Coastal Mississippi



View Insights Promote

👍💬📌

Liked by mississippiaquarium and 1,612 others

coastalms It's a new day in Mississippi. All are welcome here. ❤️

View all 45 comments

In-house photography of new state flag

20,878 impressions
 2,374 interactions

Coastal Mississippi
 5,375 followers
 3w · 🌐

It's a new day in Mississippi. All are welcome here.



00:14

👍❤️🌐 635 21 Comments · 13,797 Views

👍 Like 💬 Comment ➦ Share ➦ Send

Video promoting new state flag

24,167 impressions
 1,503 interactions

SOCIAL MEDIA