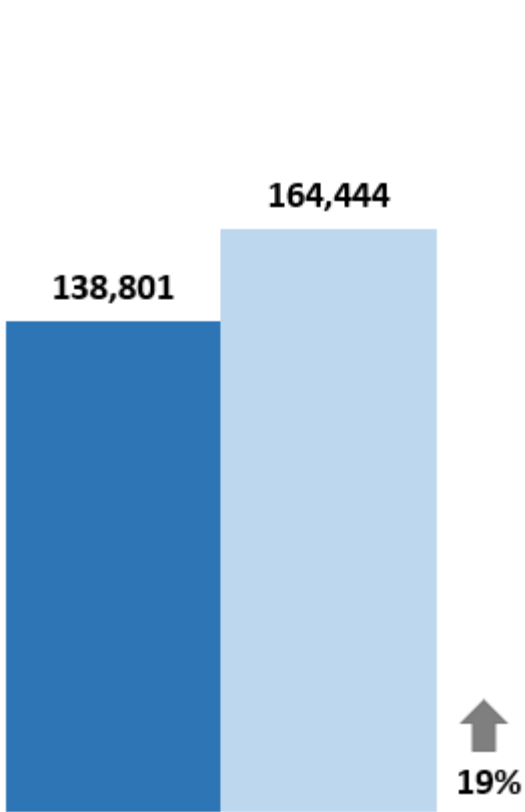


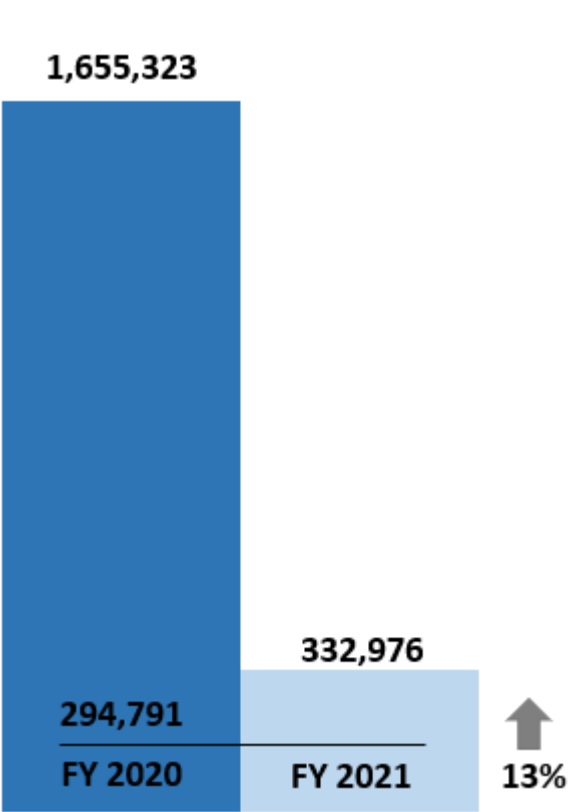
# coastal MISSISSIPPI *— The Secret Coast —*

- Key Performance indicators
- November 2020

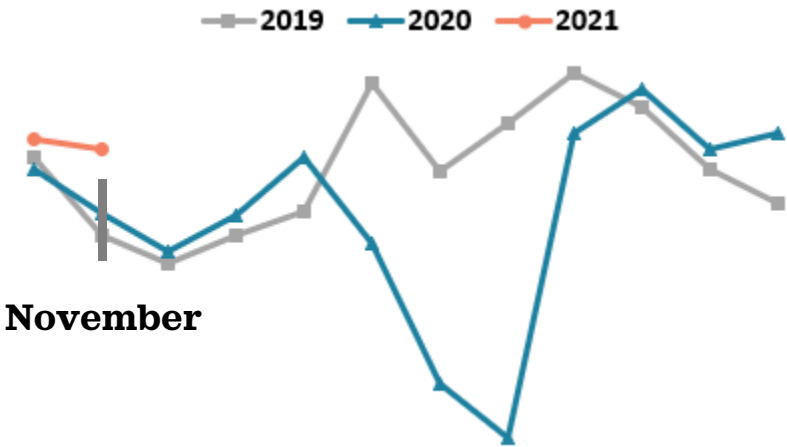
# Non-Casino Rooms Sold



November 2019 over November 2020

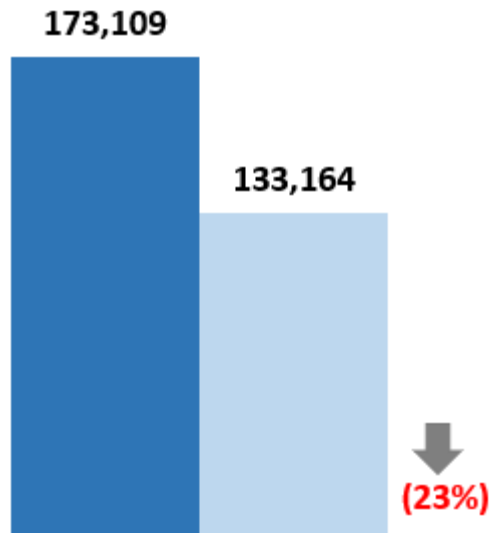


Fiscal Year To Date  
November



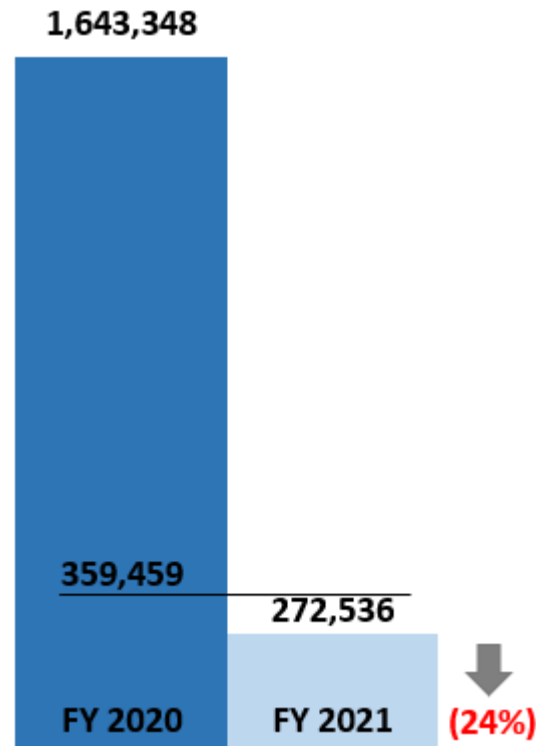
Source: STR

# Casino Rooms Occupied

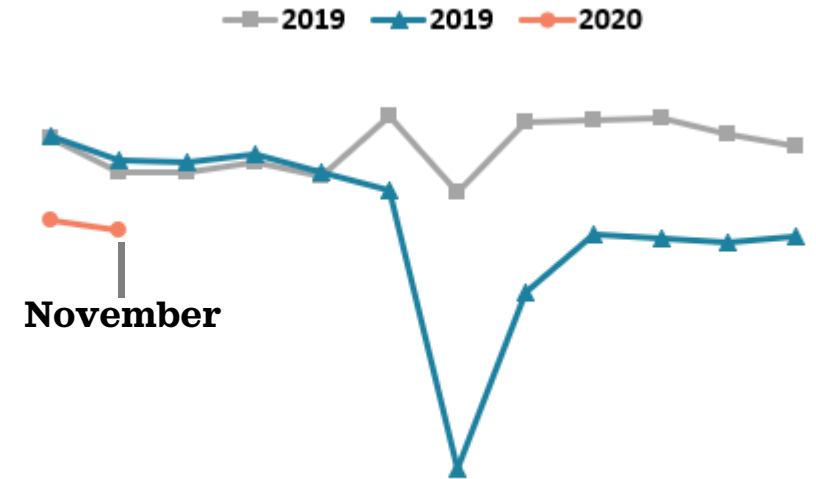


**November 2019 over November 2020**

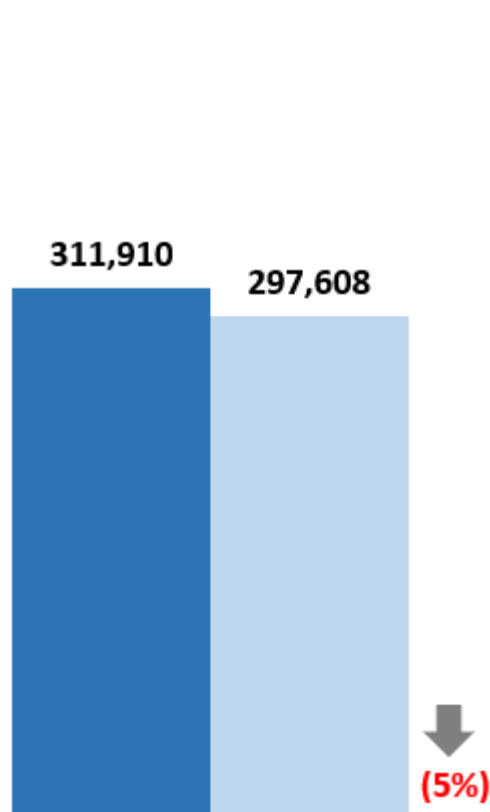
Source: MS Gaming Commission



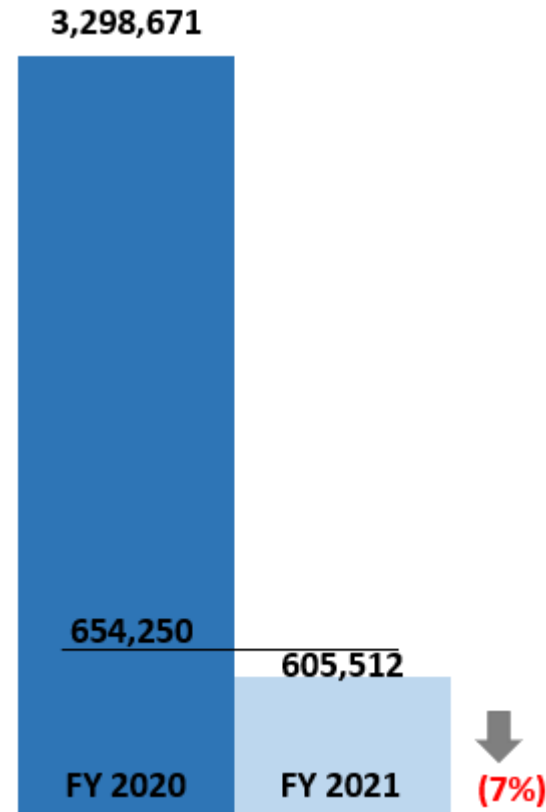
**Fiscal Year To Date**  
October - November



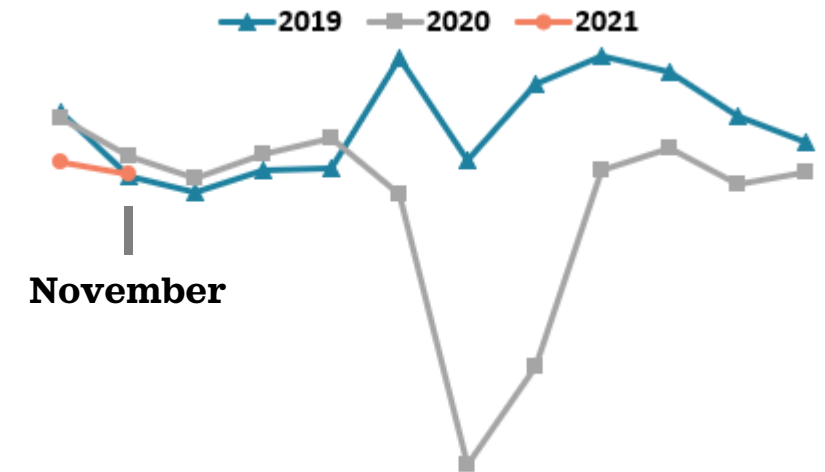
# All Rooms Sold/Occupied



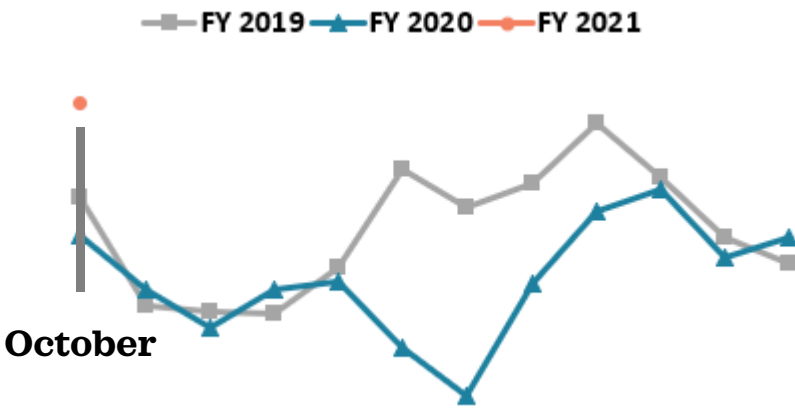
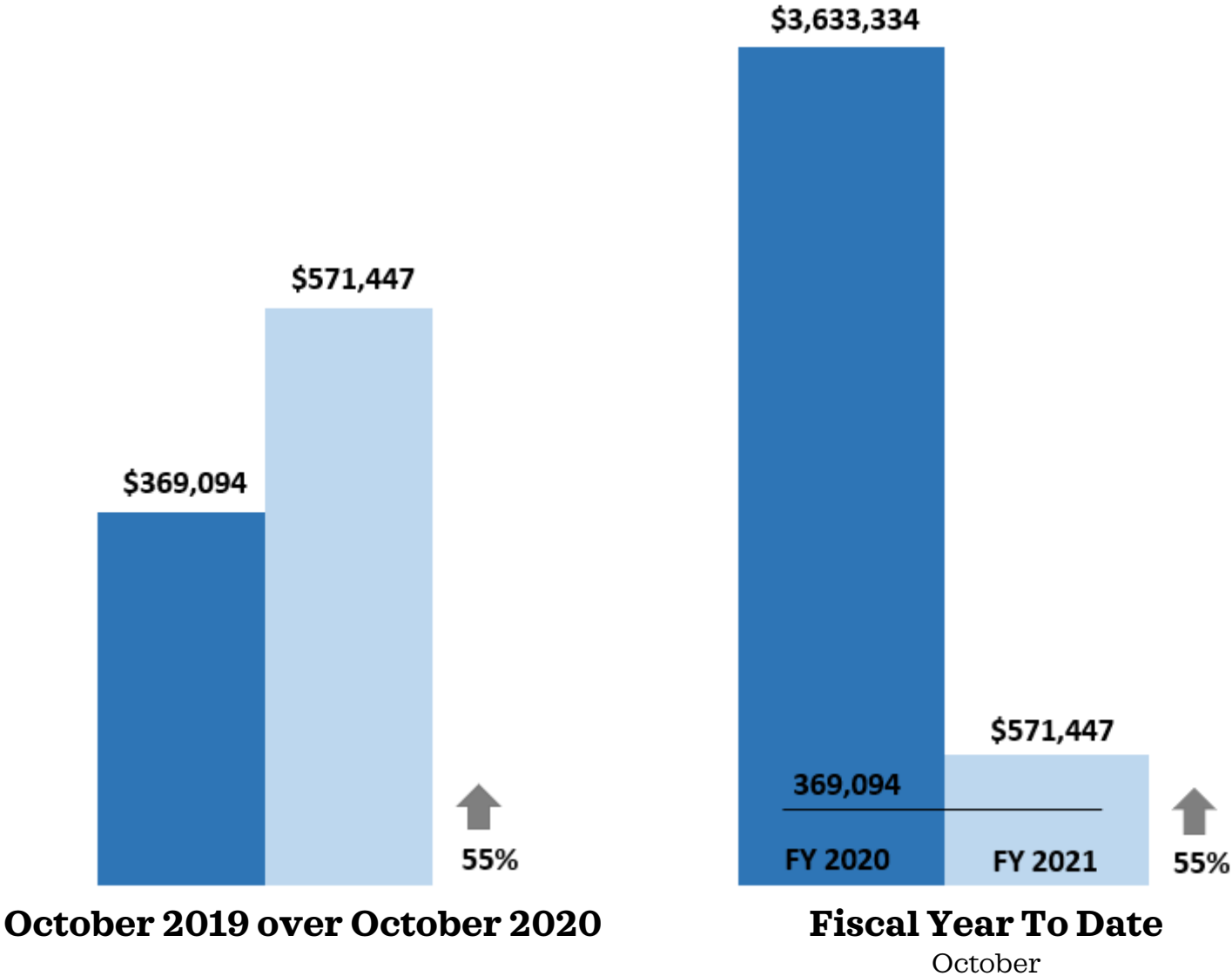
**November 2019 over November 2020**



**Fiscal Year To Date**  
October - November

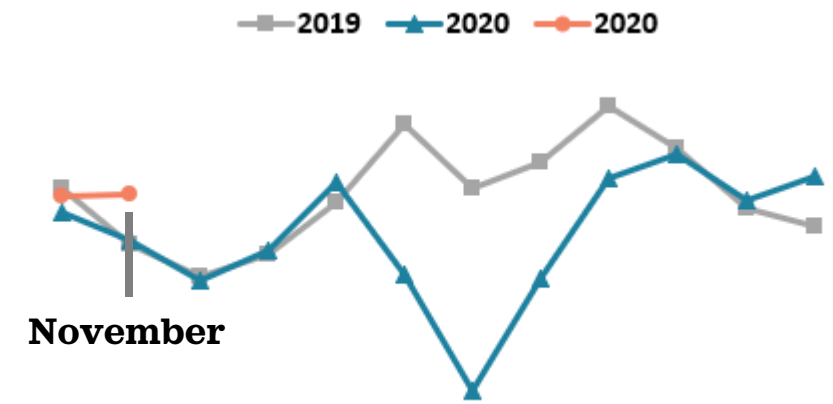
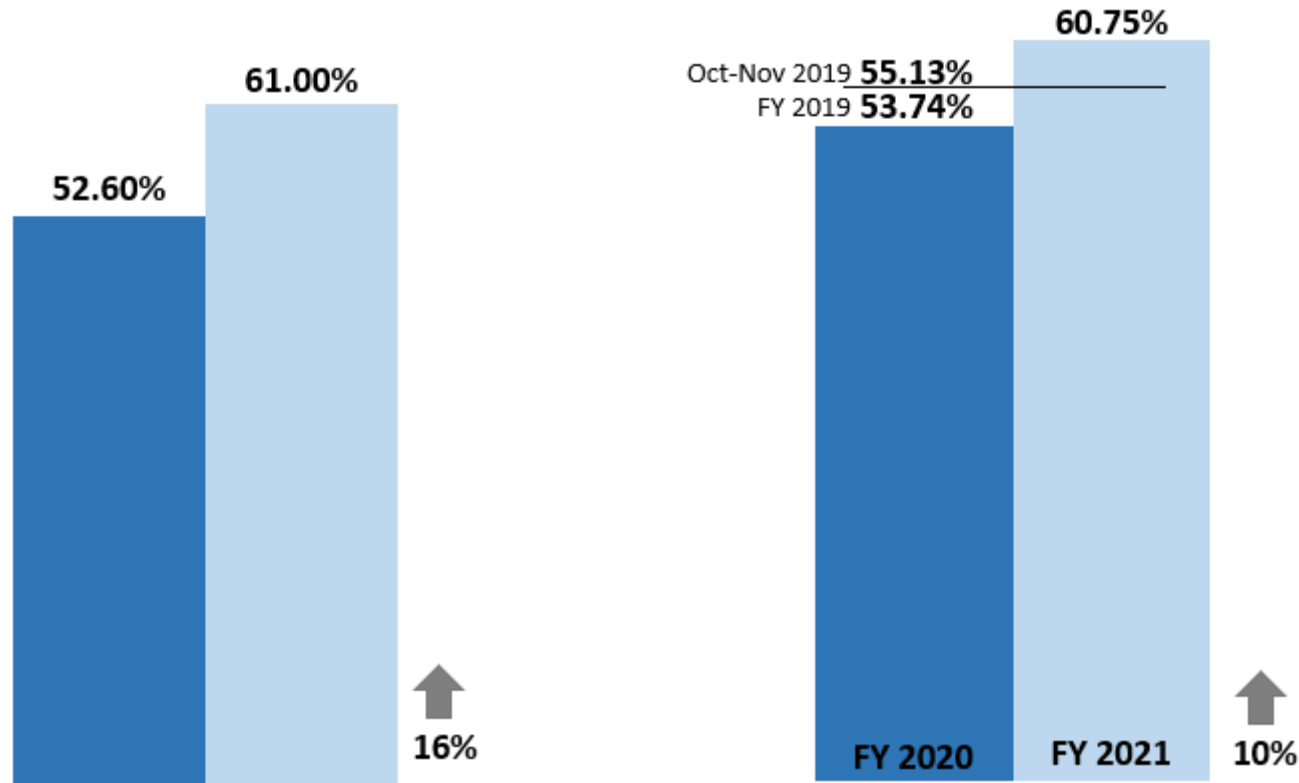


# Occupancy Tax Receipts



Source: MS Department of Revenue

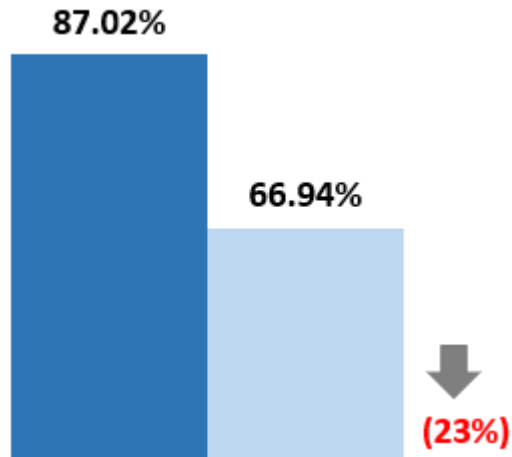
# Non-Casino Occupancy



November 2019 over November 2020

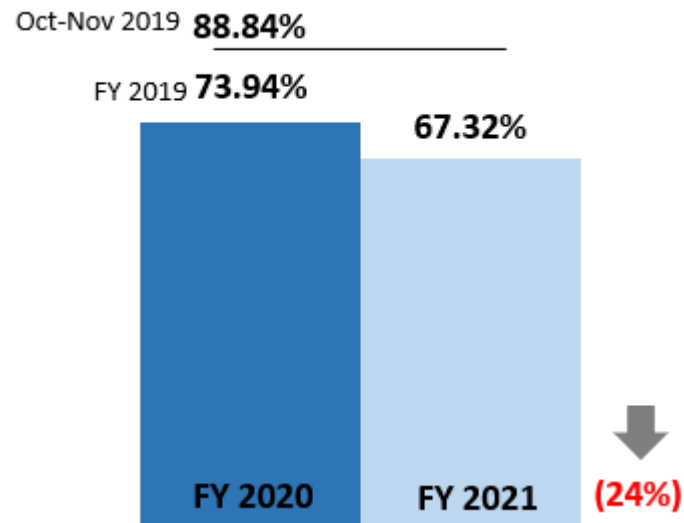
Fiscal Year To Date  
October - November

# Casino Occupancy

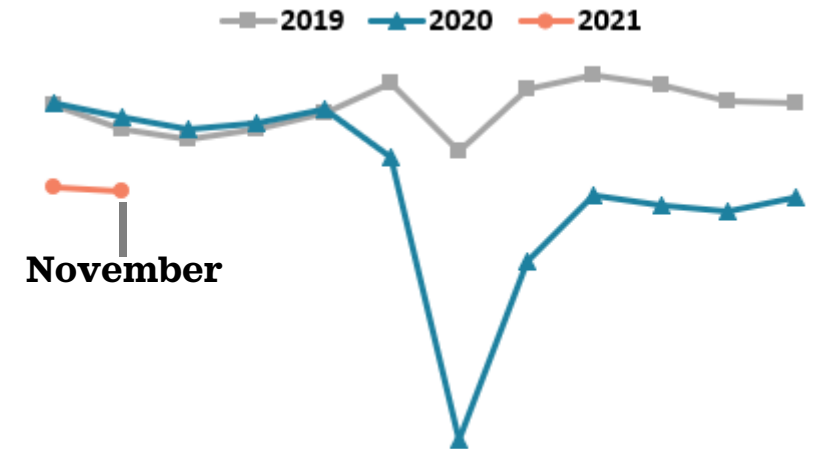


**November 2019 over November 2020**

Source: MS Gaming Commission



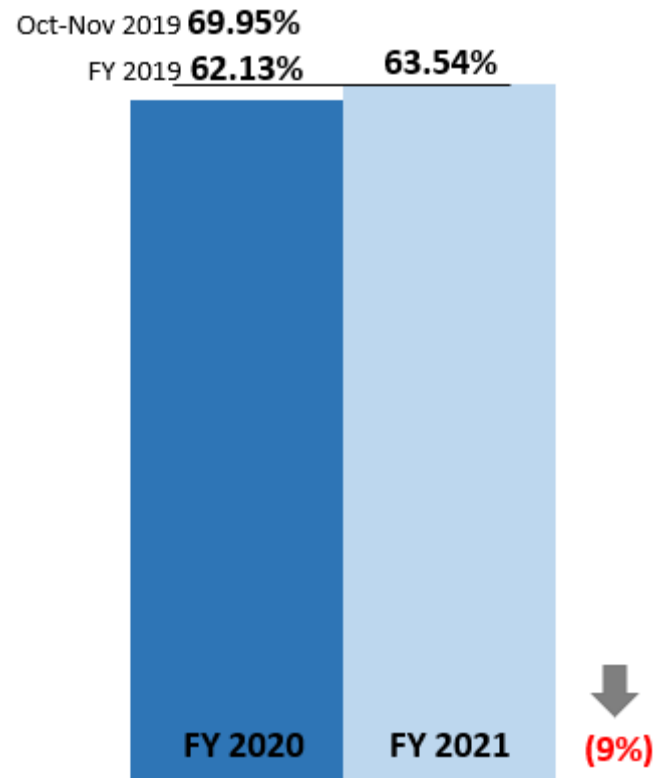
**Fiscal Year To Date**  
October - November



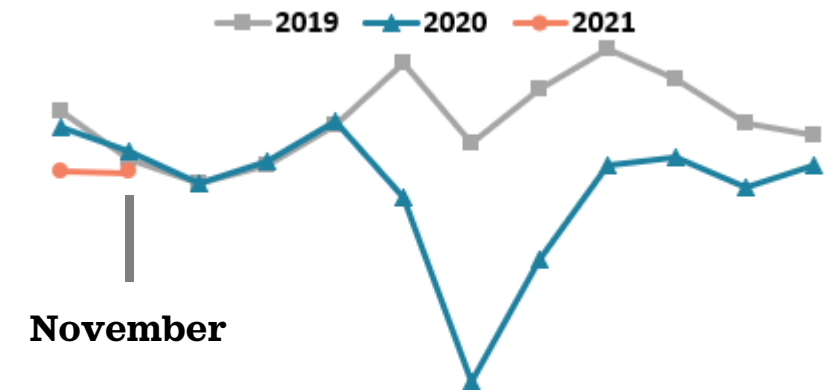
# All Occupancy



**November 2019 over November 2020**

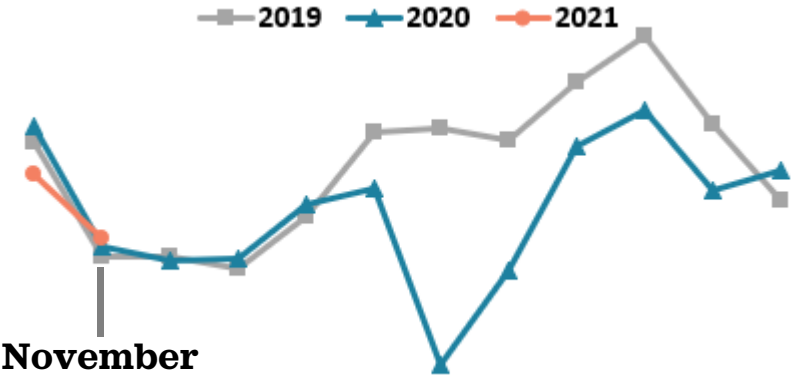
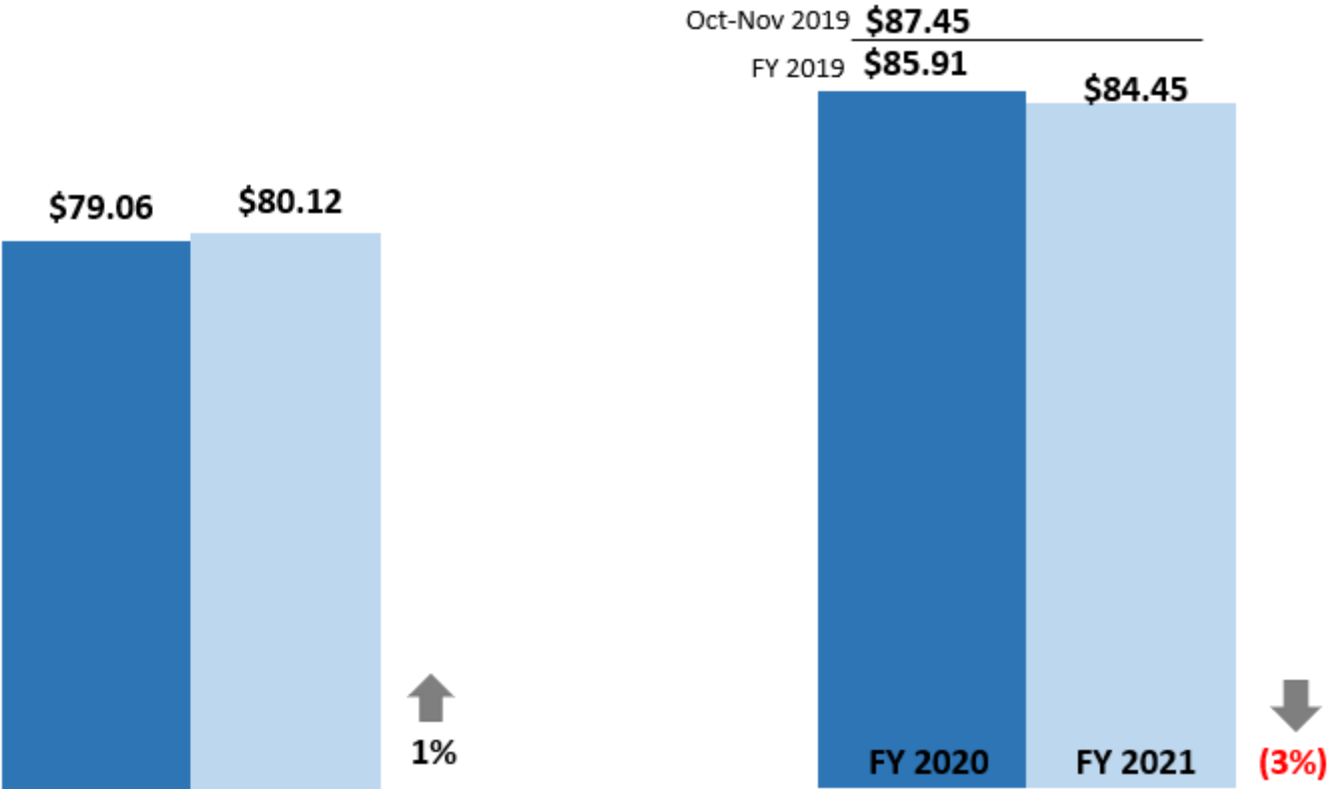


**Fiscal Year To Date**  
October - November





# Non-Casino ADR

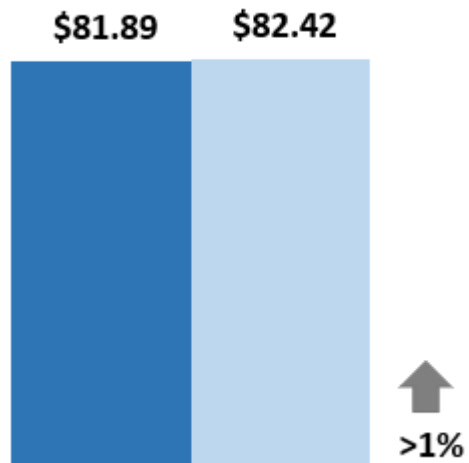


November 2019 over November 2020

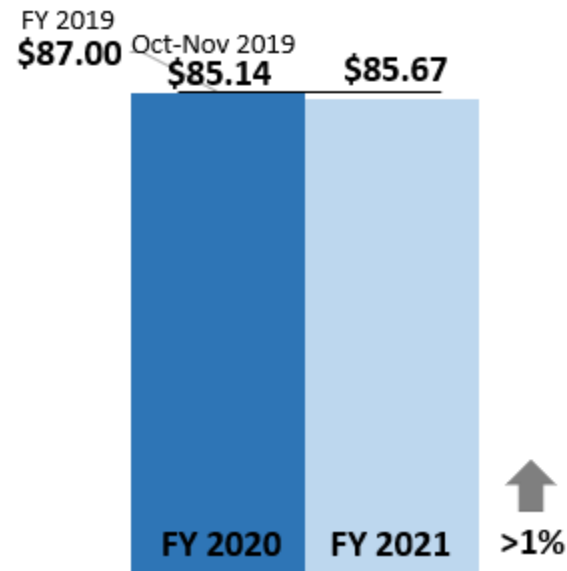
Fiscal Year To Date  
October - November

Source: STR

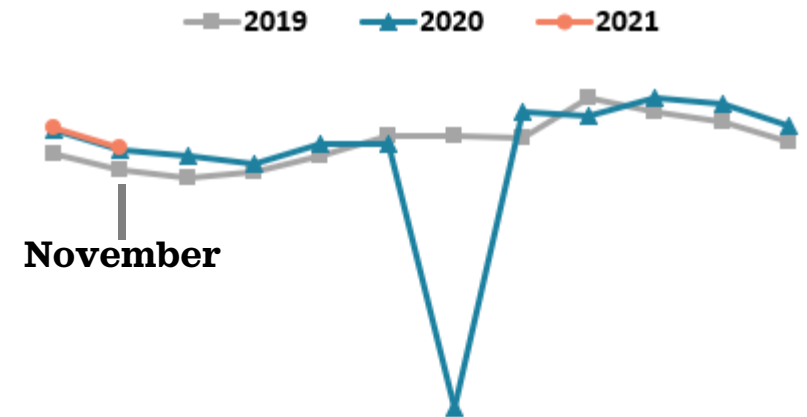
# Casino ADR



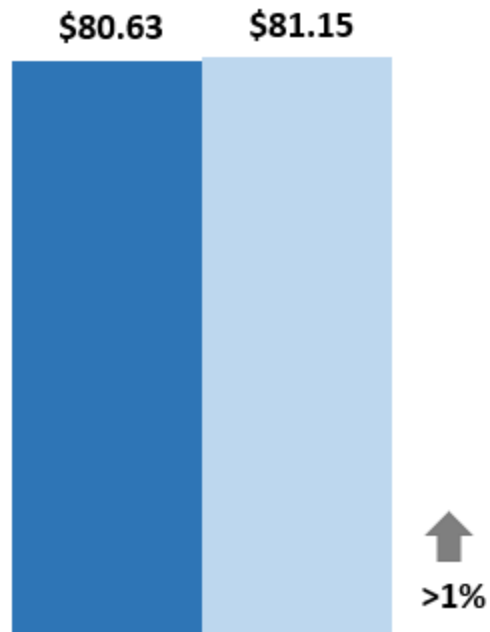
**November 2019 over November 2020**



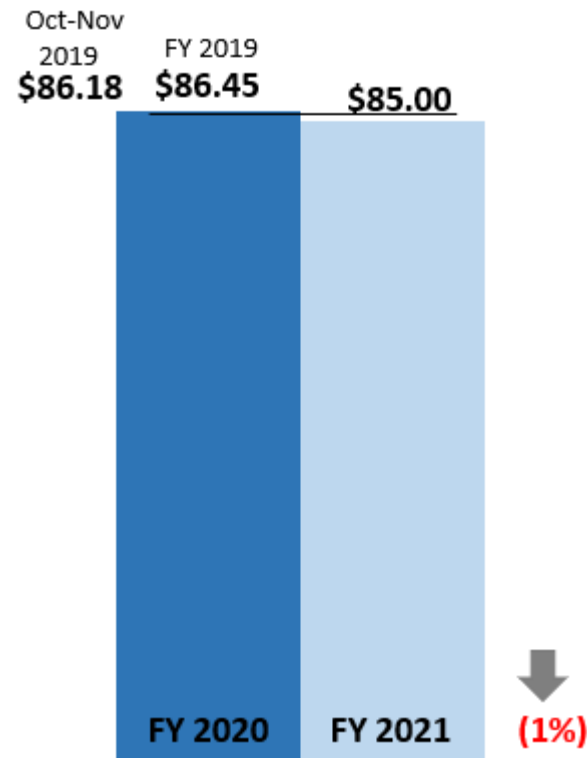
**Fiscal Year To Date**  
October - November



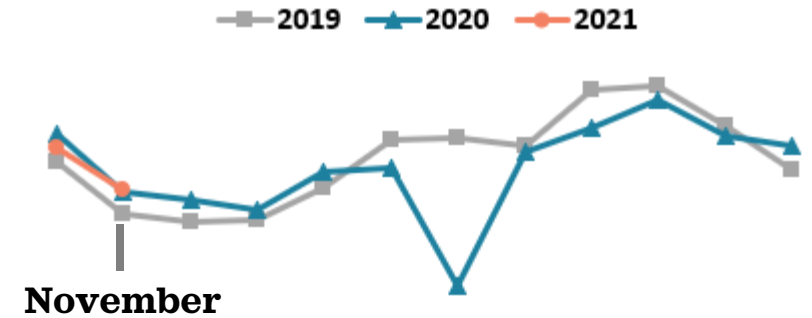
# All ADR



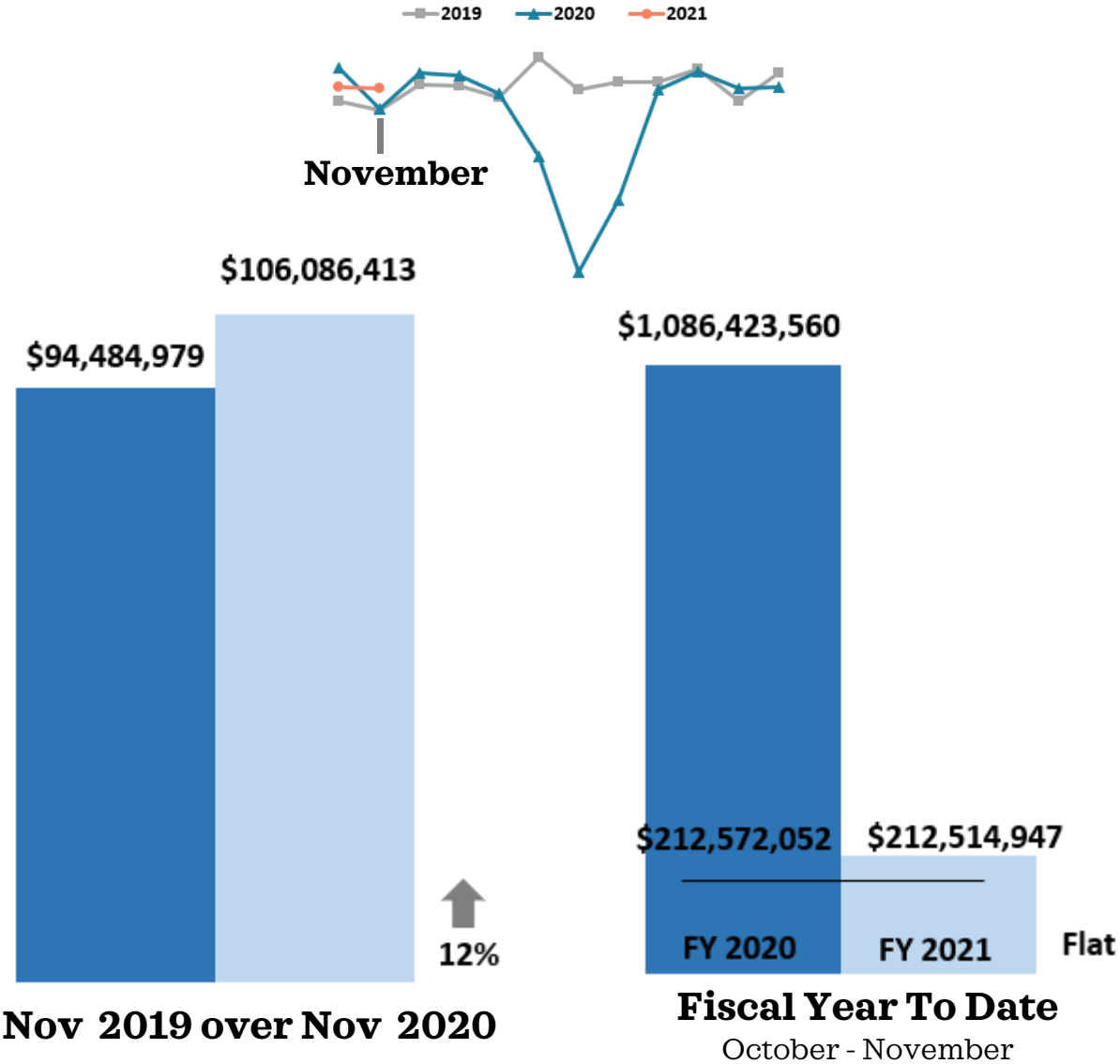
**November 2019 over November 2020**



**Fiscal Year To Date**  
October - November

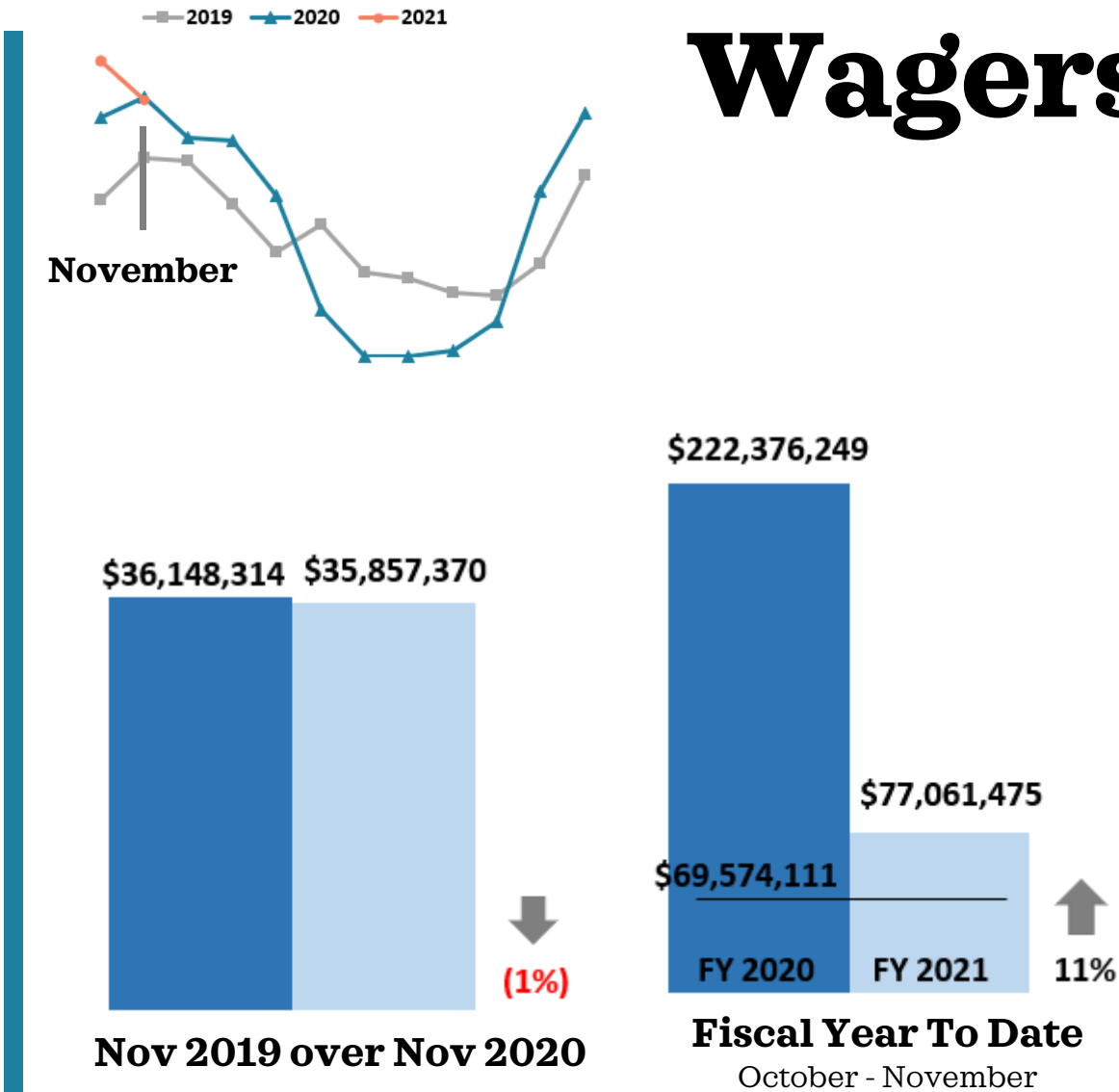


# Gaming Revenue



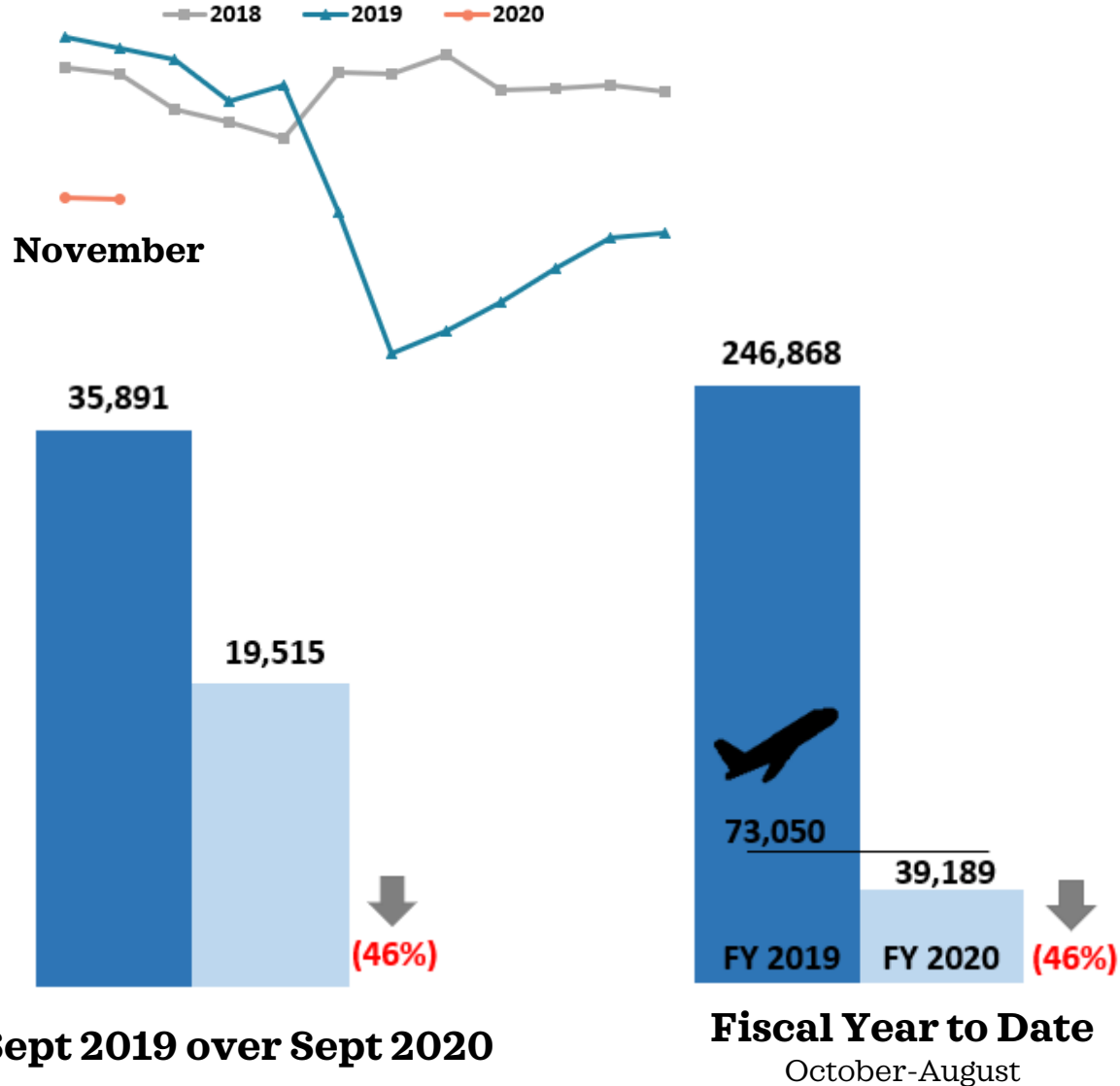
Source: MS Gaming Commission

# Sports Betting Wagers

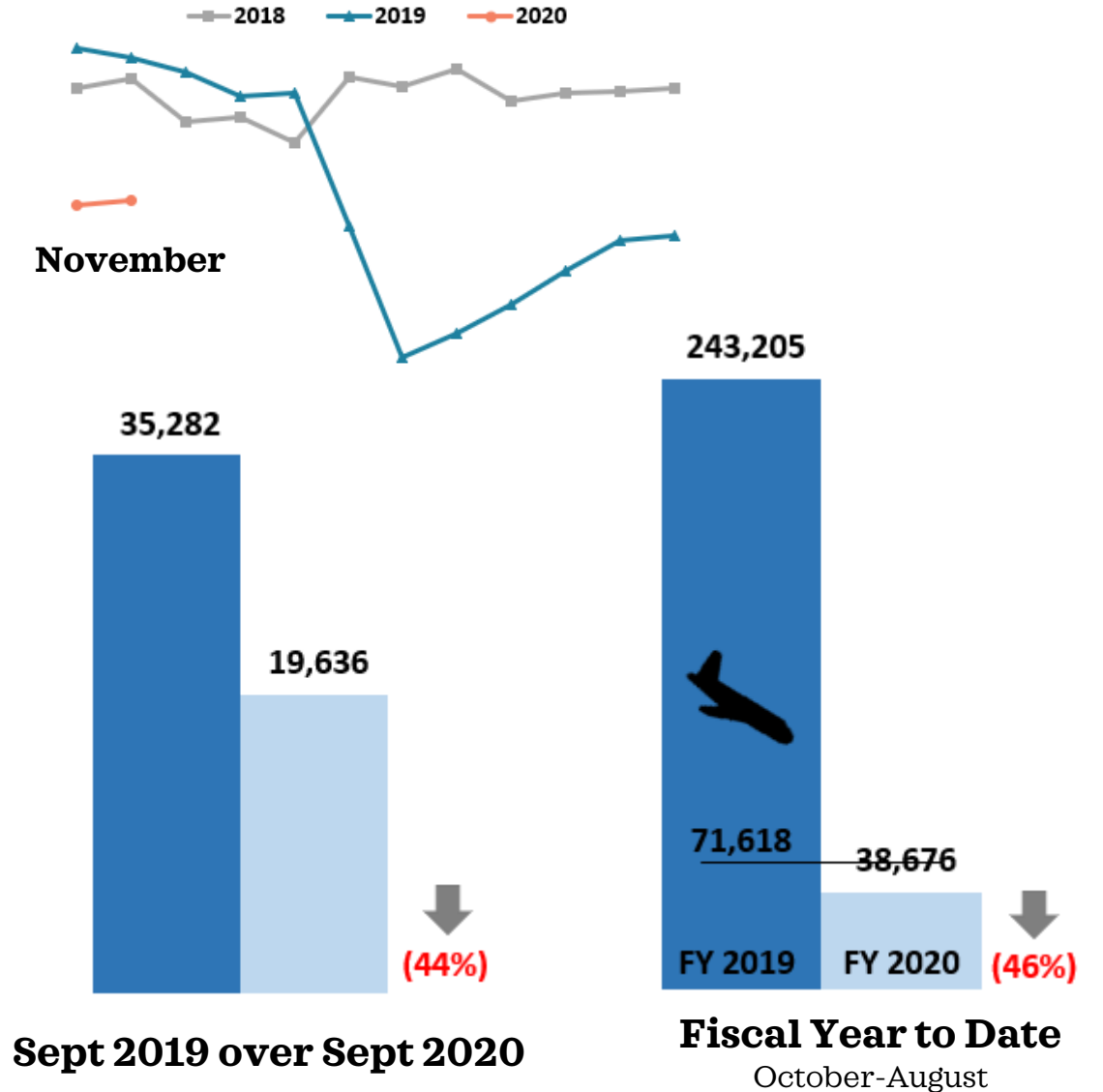


\* Sports Betting began August 2018

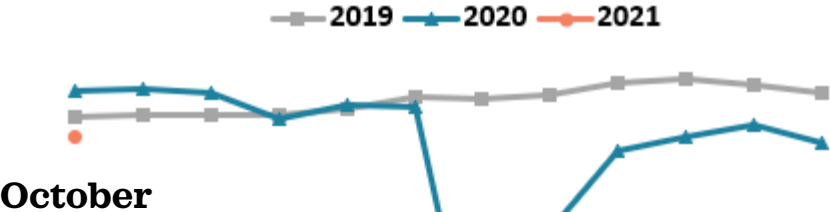
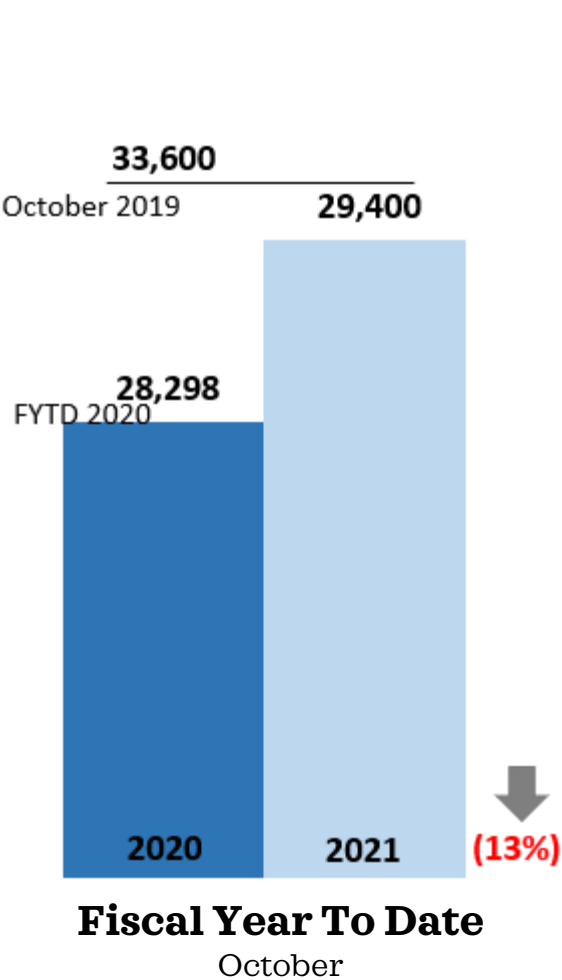
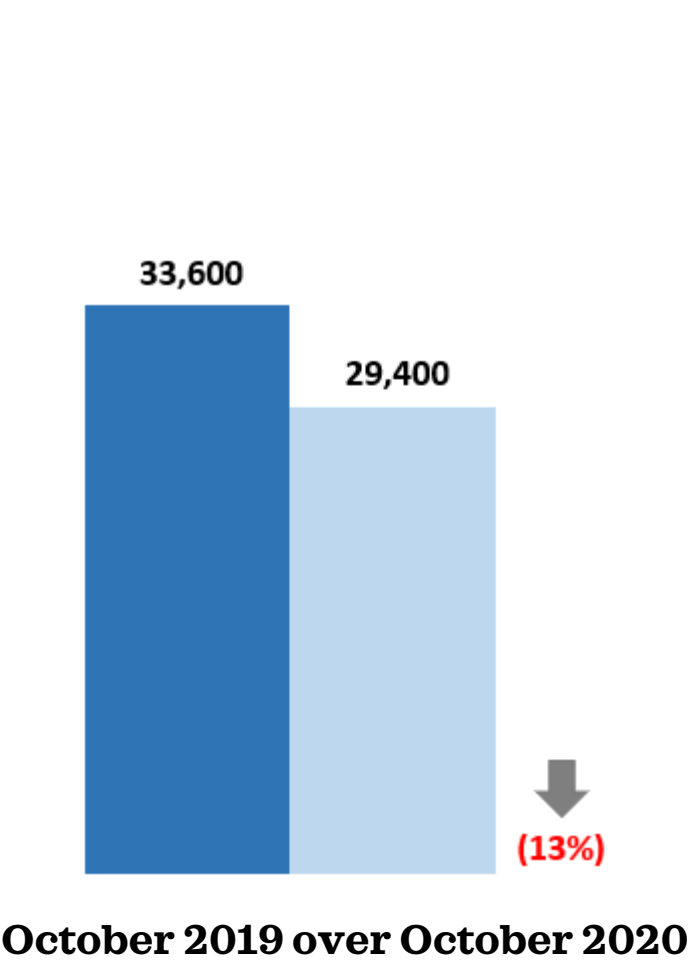
# Airport Enplanements



# Deplanements



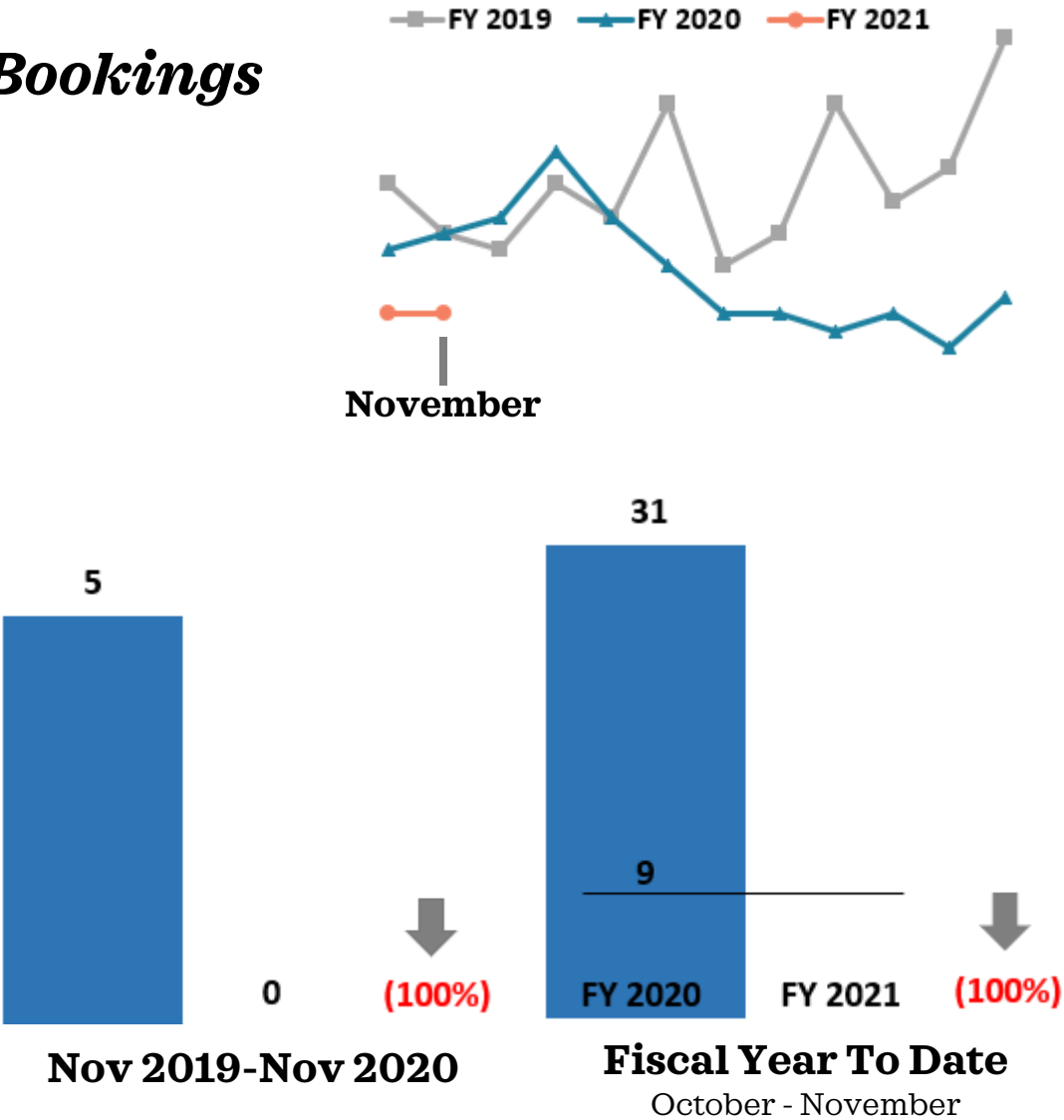
# Leisure & Hospitality Jobs



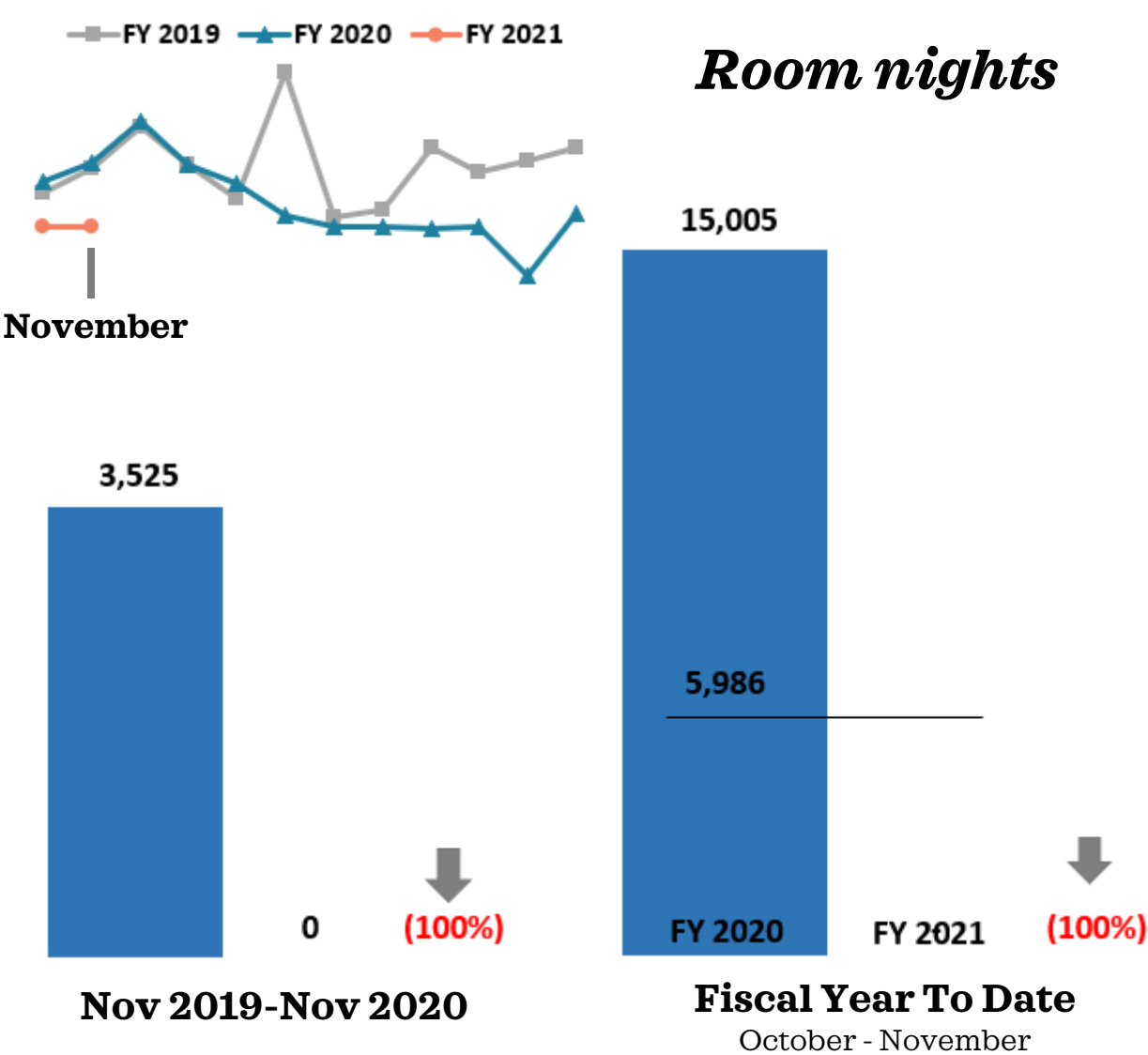
Yearly numbers reflect an average of all months in the FY.

# Definite Bookings - Meeting/Sports

## Bookings



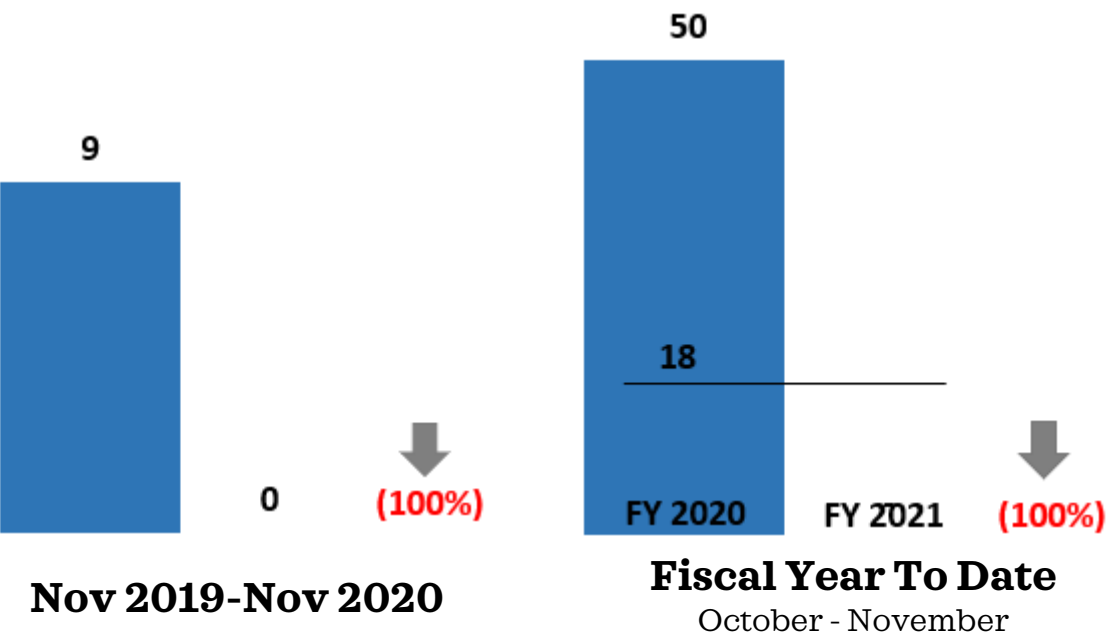
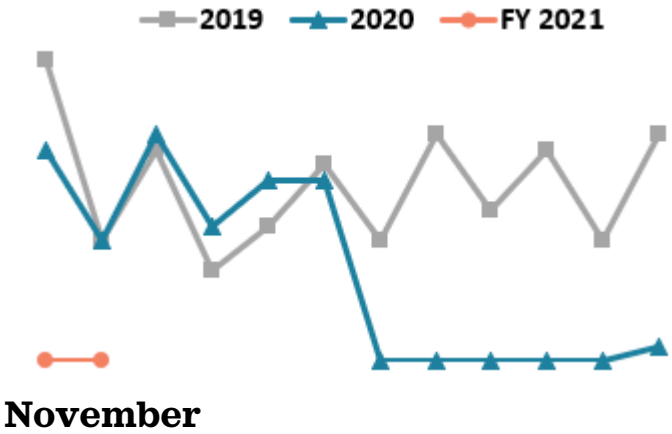
## Room nights



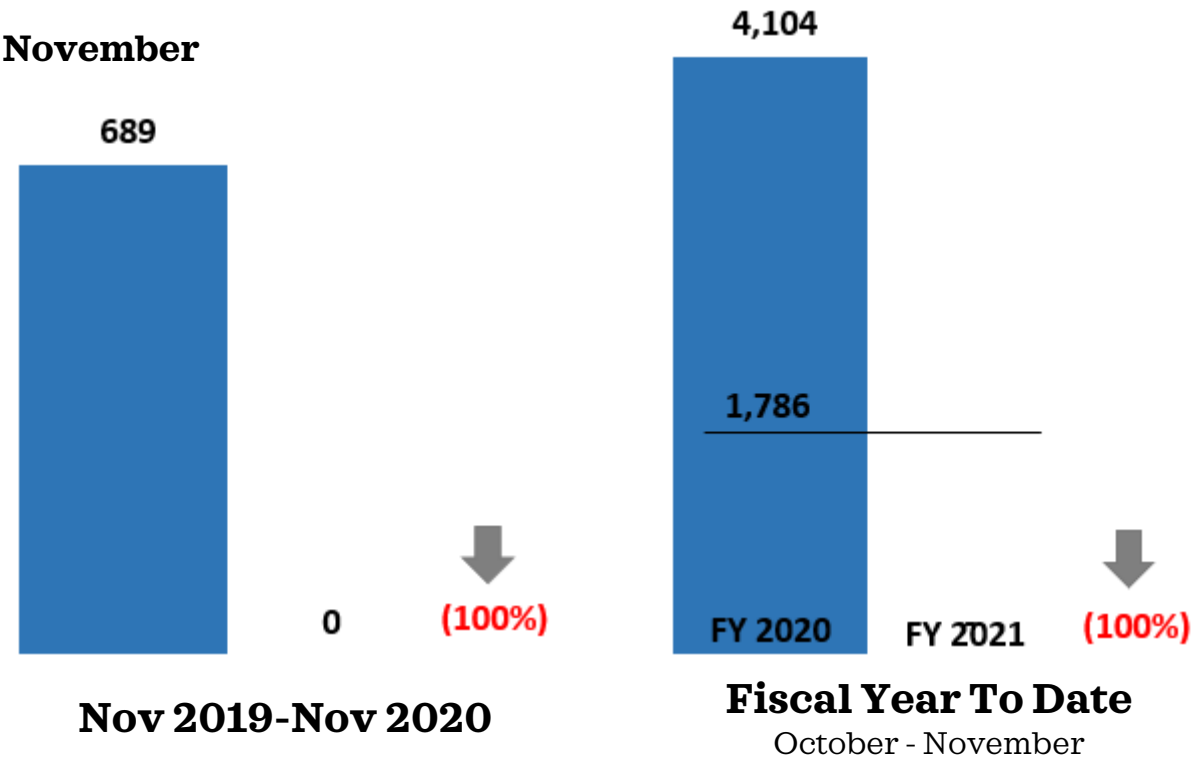
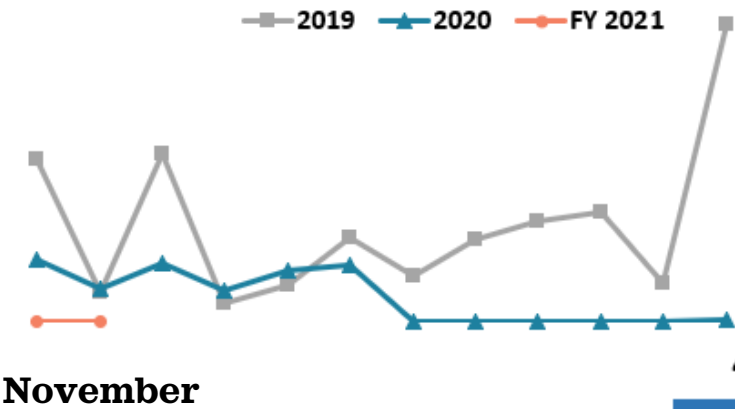
# Definite Bookings - Leisure

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

## Bookings



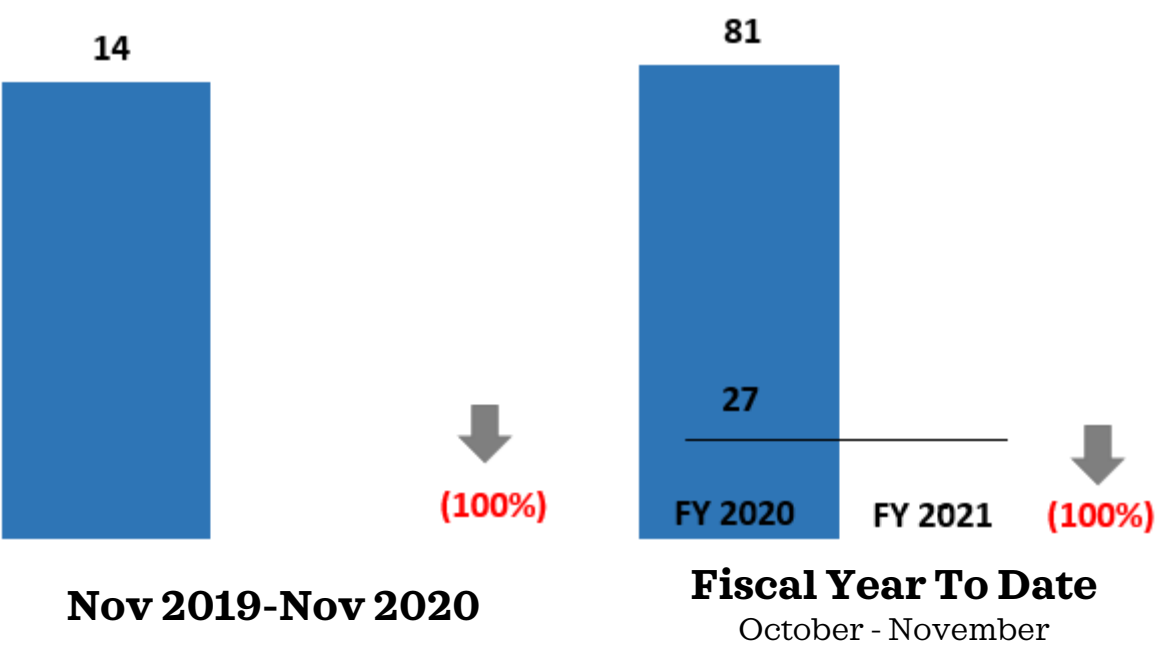
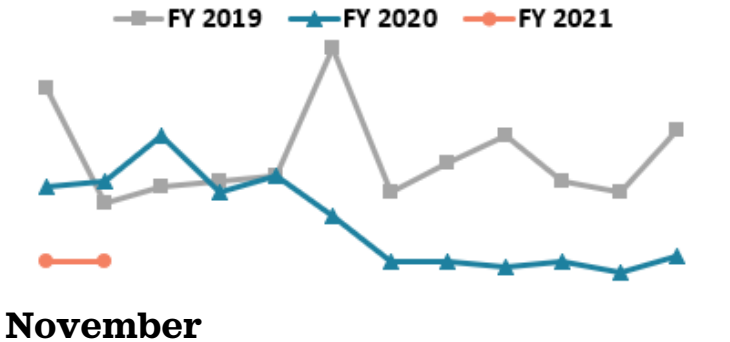
## Room nights



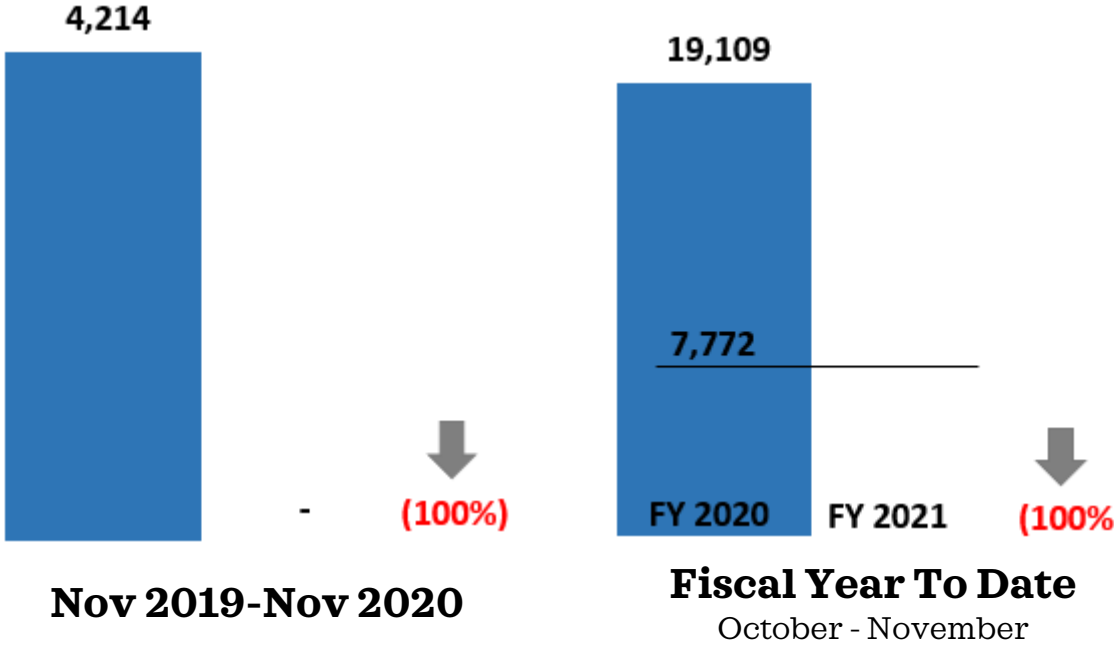
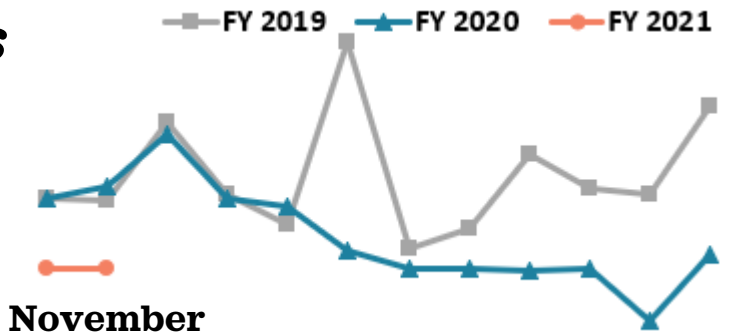


# Definite Bookings - All Sales

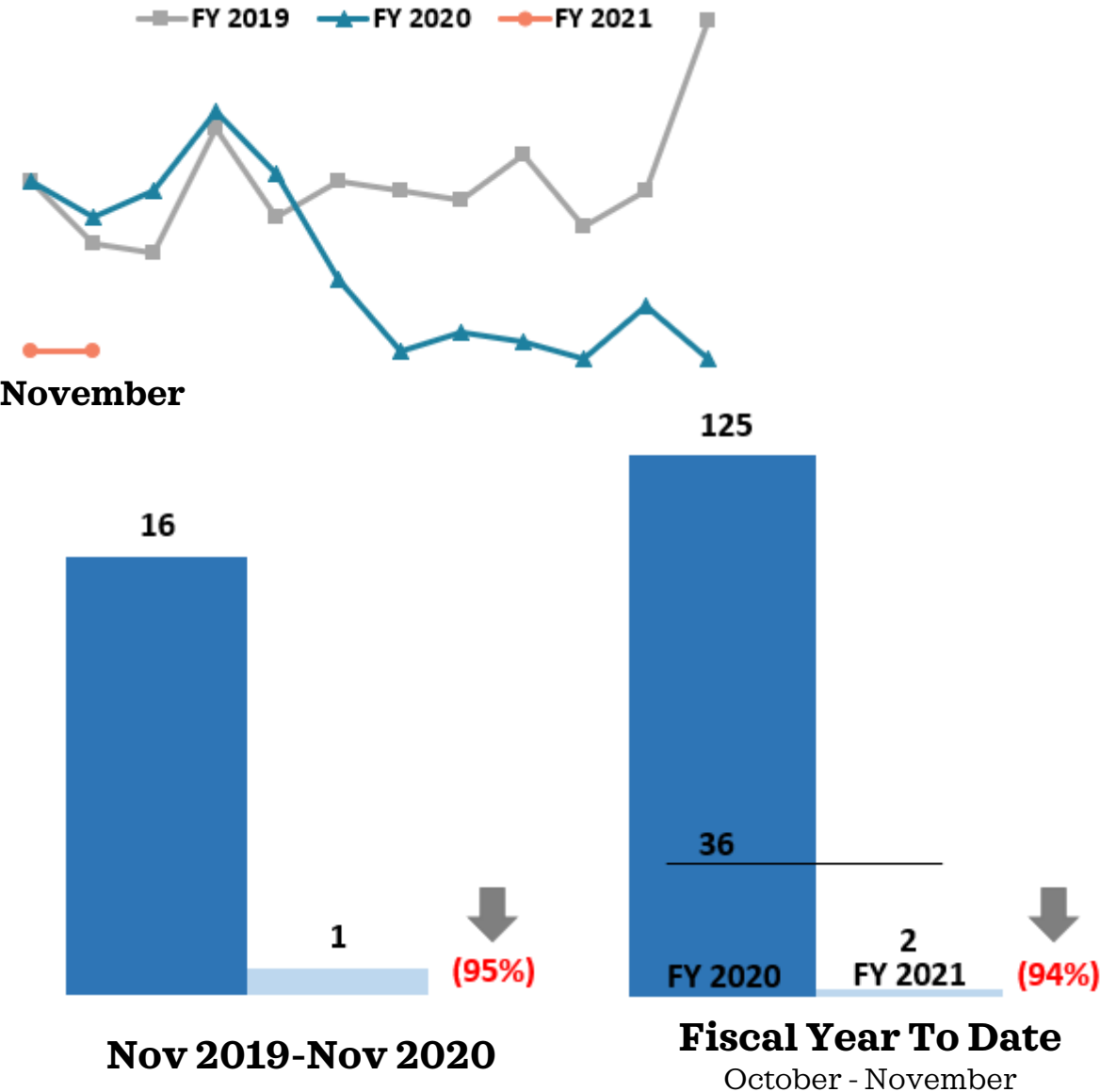
Bookings



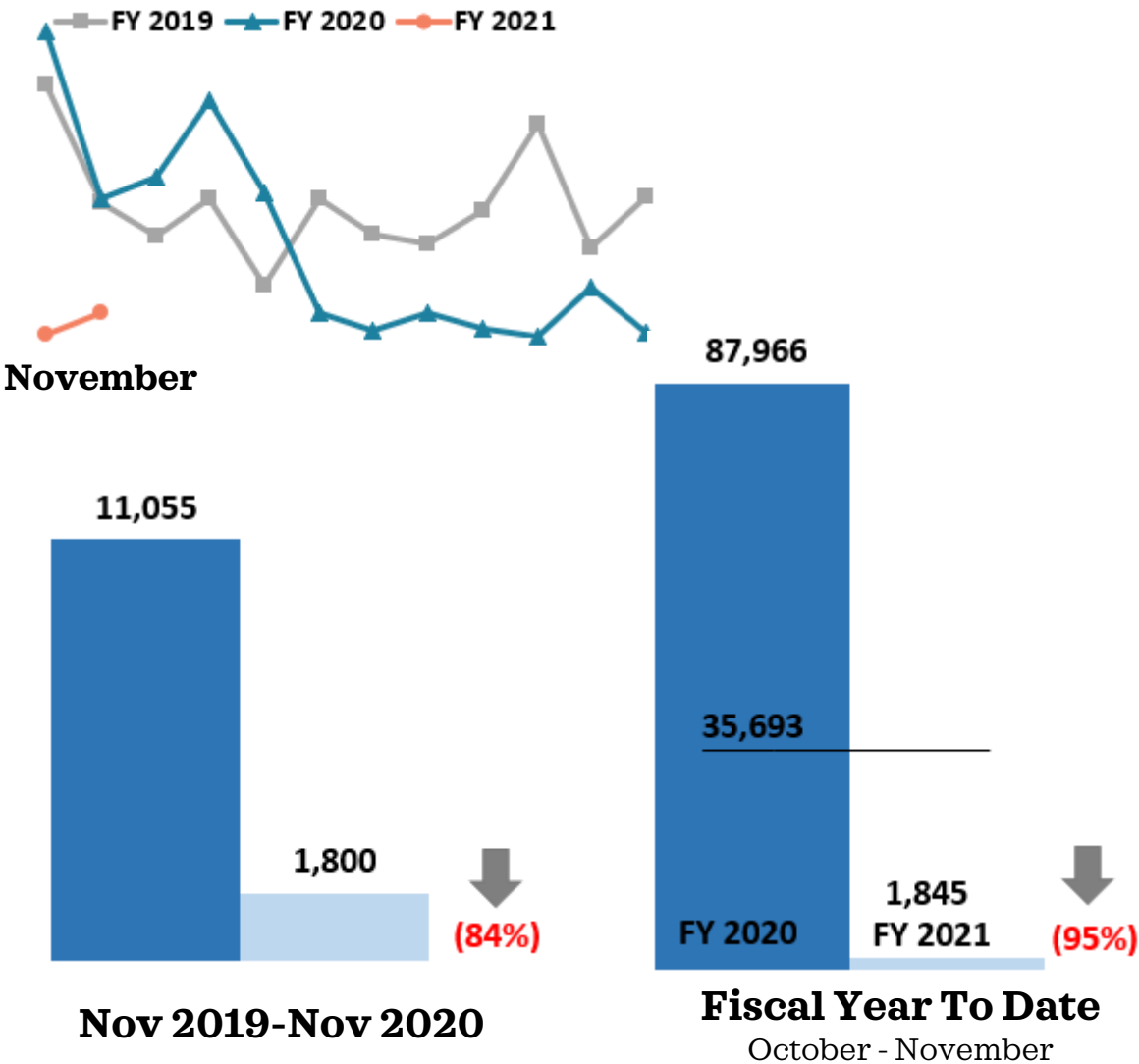
Room nights



# Leads Issued – Meetings/Sports

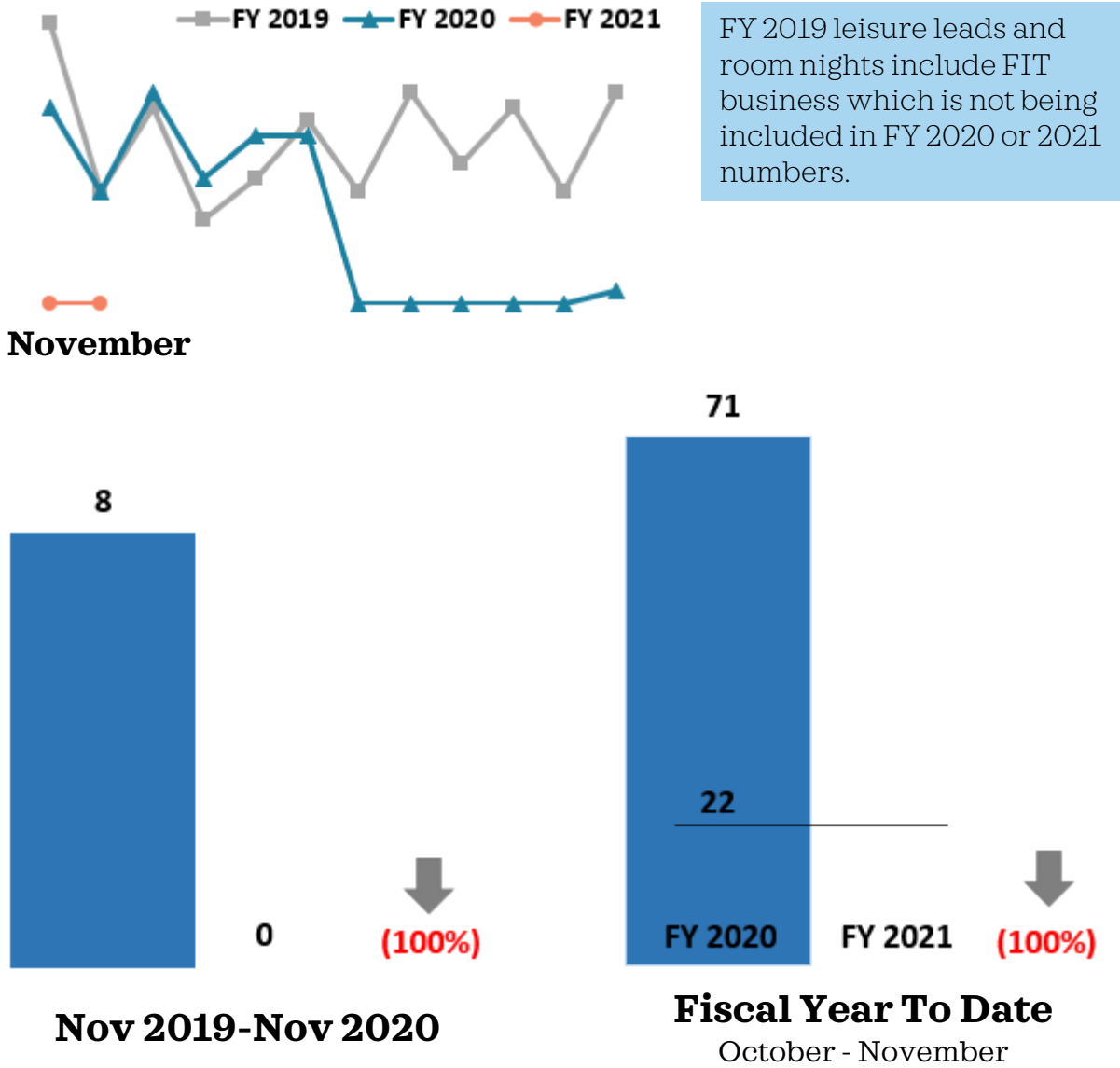


# Potential Room Nights

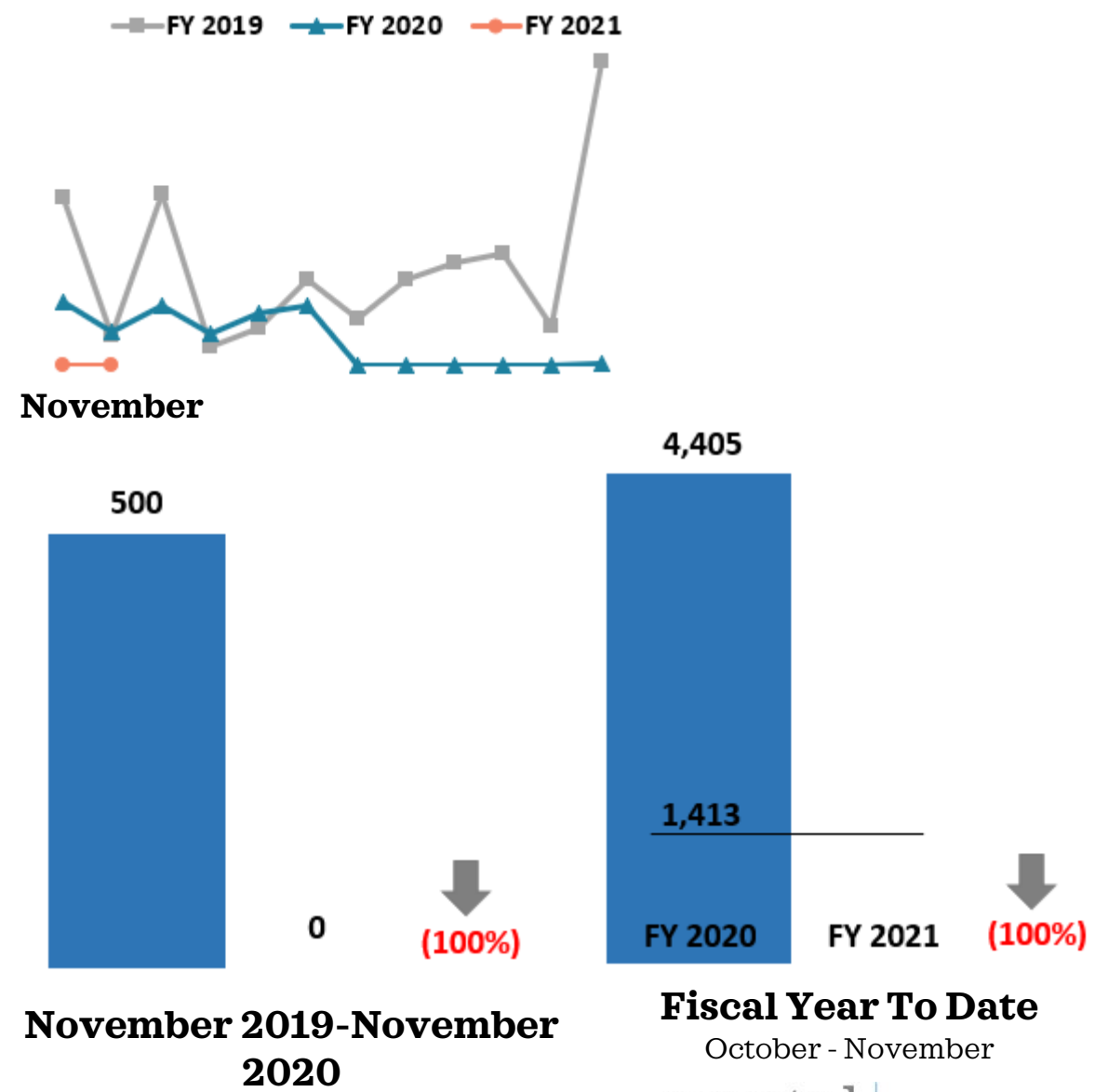


Source: Coastal Mississippi

# Leads Issued - Leisure

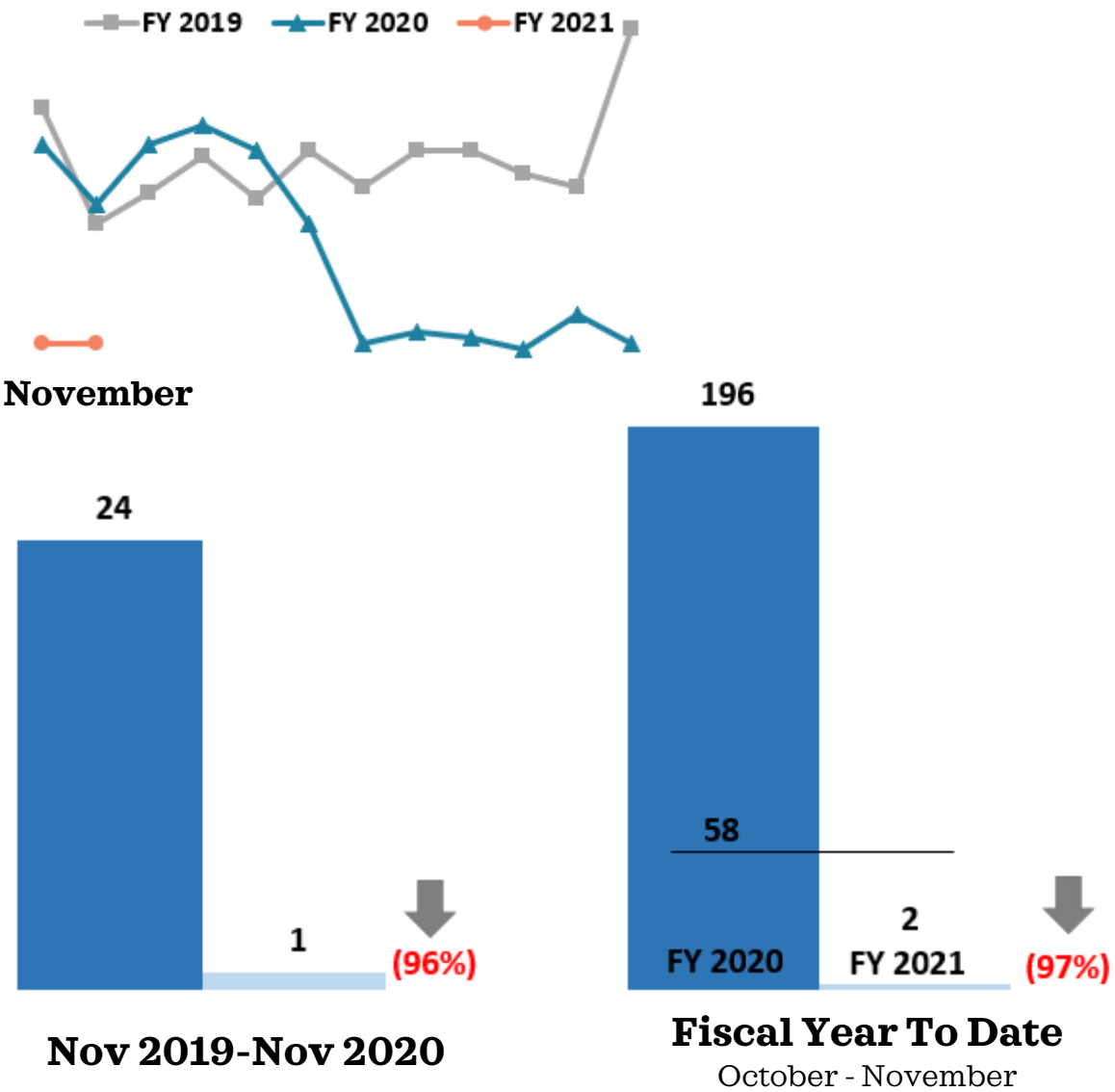


# Potential Room Nights

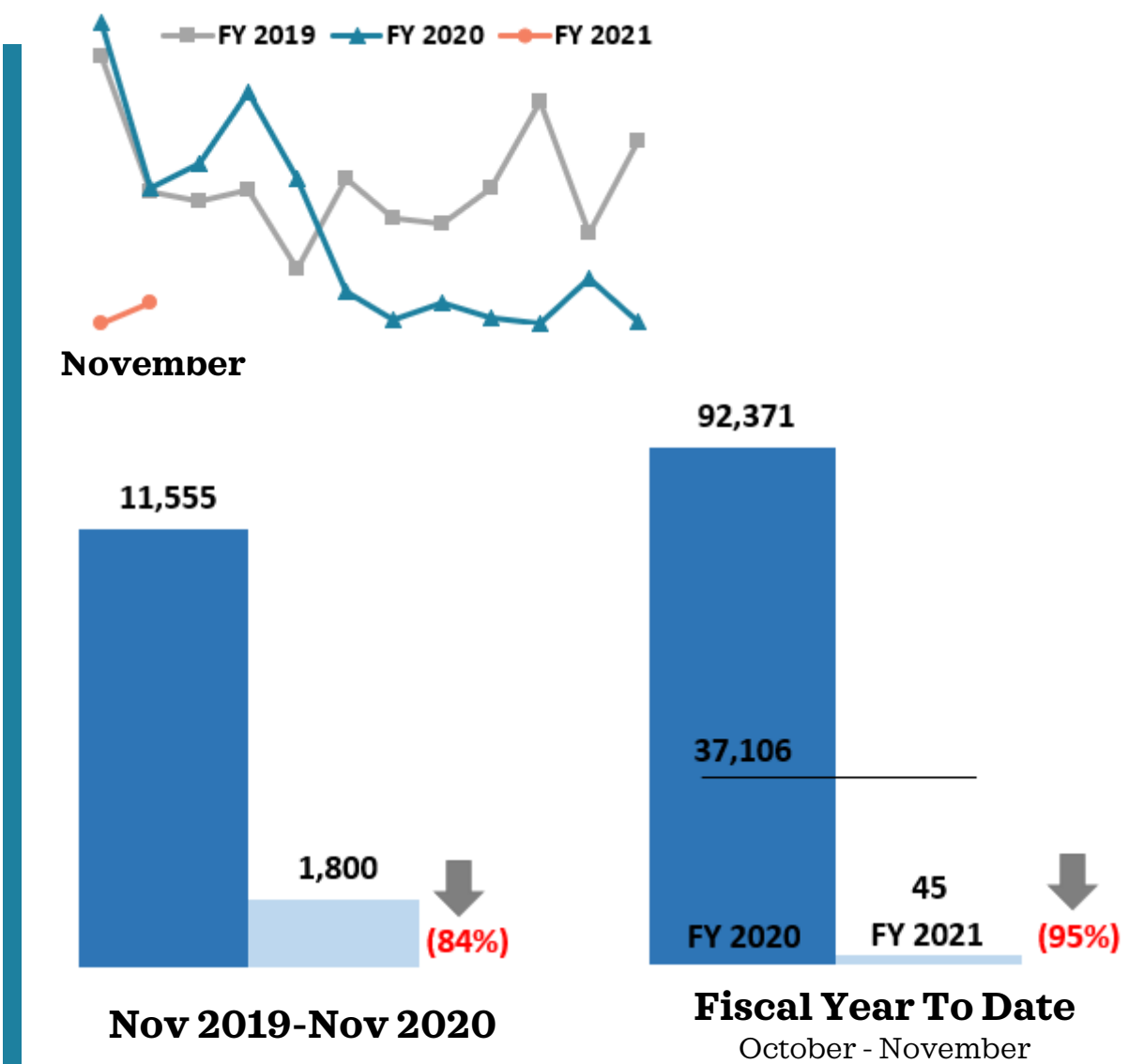


Source: Coastal Mississippi

# Leads Issued - All Sales

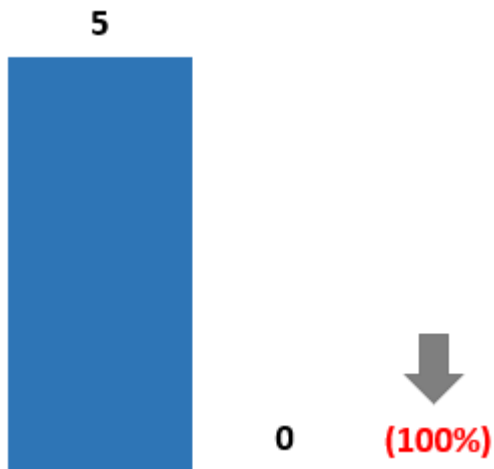


# Potential Room Nights

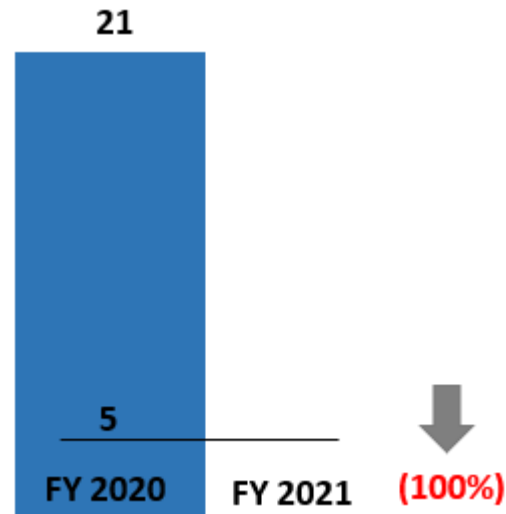


Source: Coastal Mississippi

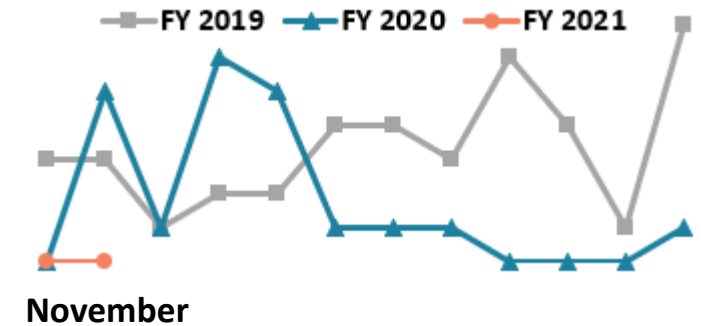
# Convention Center Leads



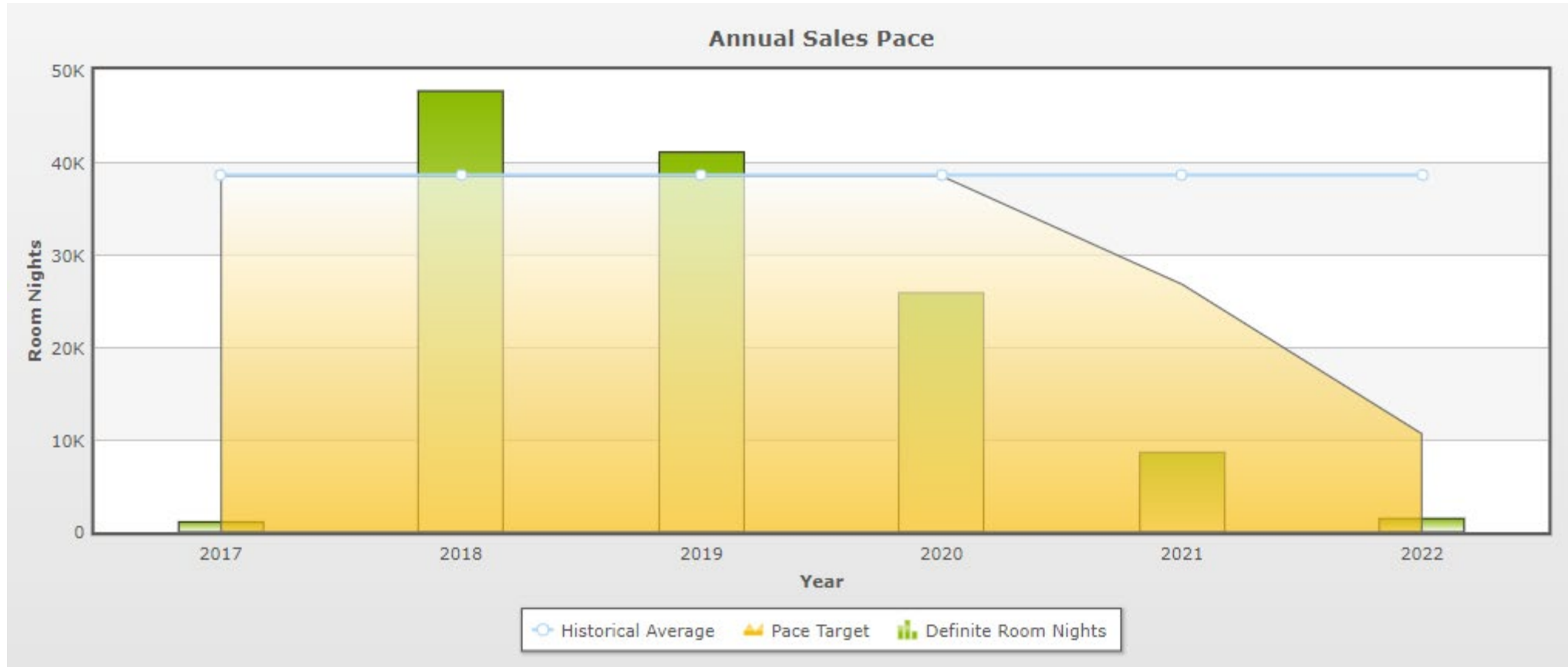
**November 2019 over November 2020**



**Fiscal Year To Date**  
October - November



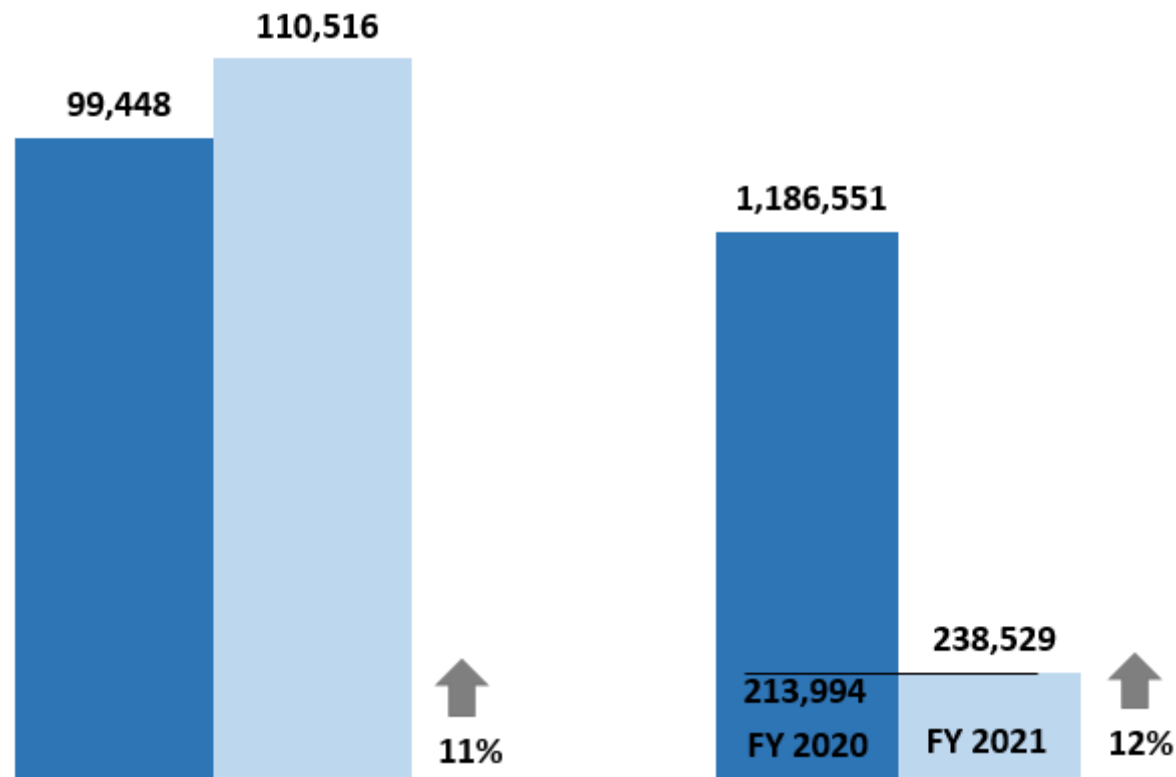
# Pace Report



# Pace Report - Pipeline



# Google Analytics - Users



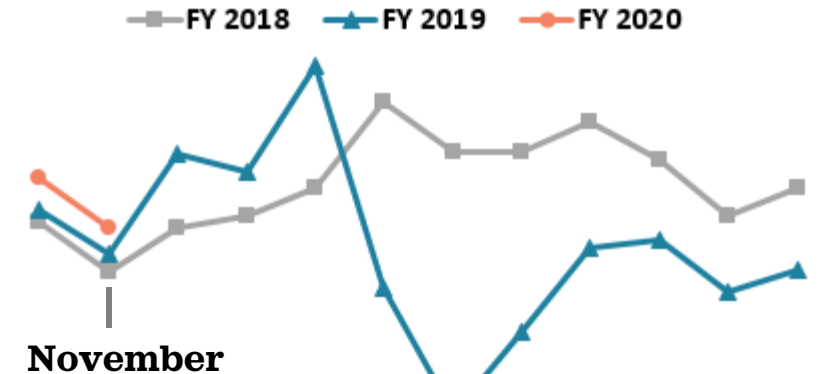
November 2019 over November 2020

Fiscal Year To Date  
October - November

Source: Google Analytics

## 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

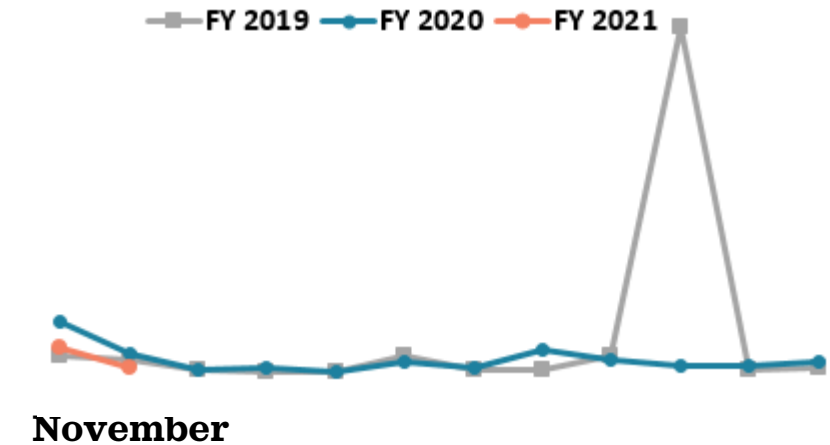
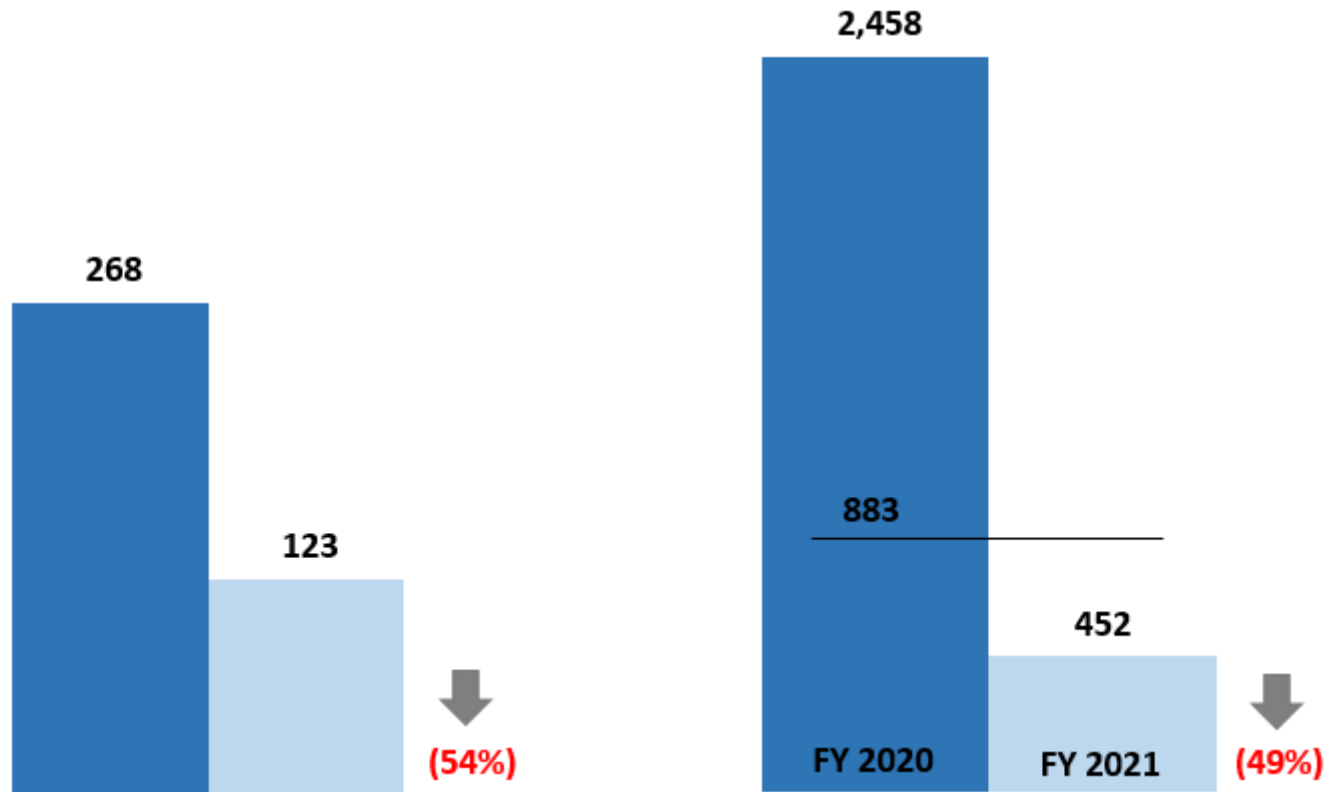
Total number of partner events and listings viewed by visitors on our site.

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.

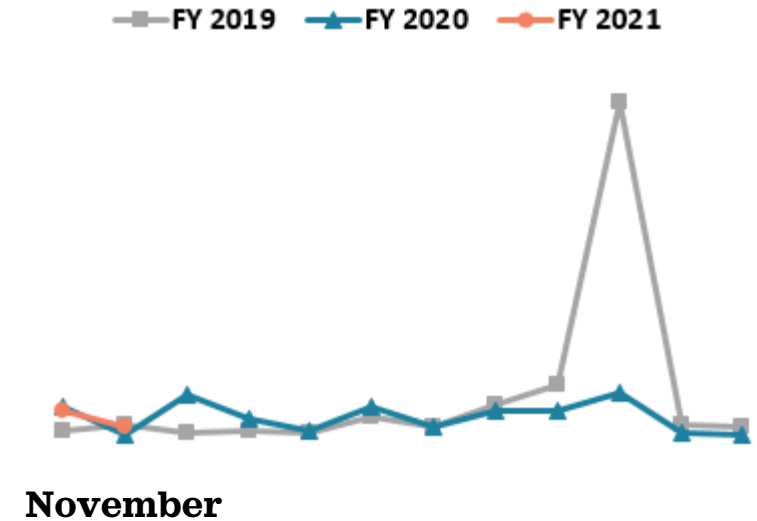
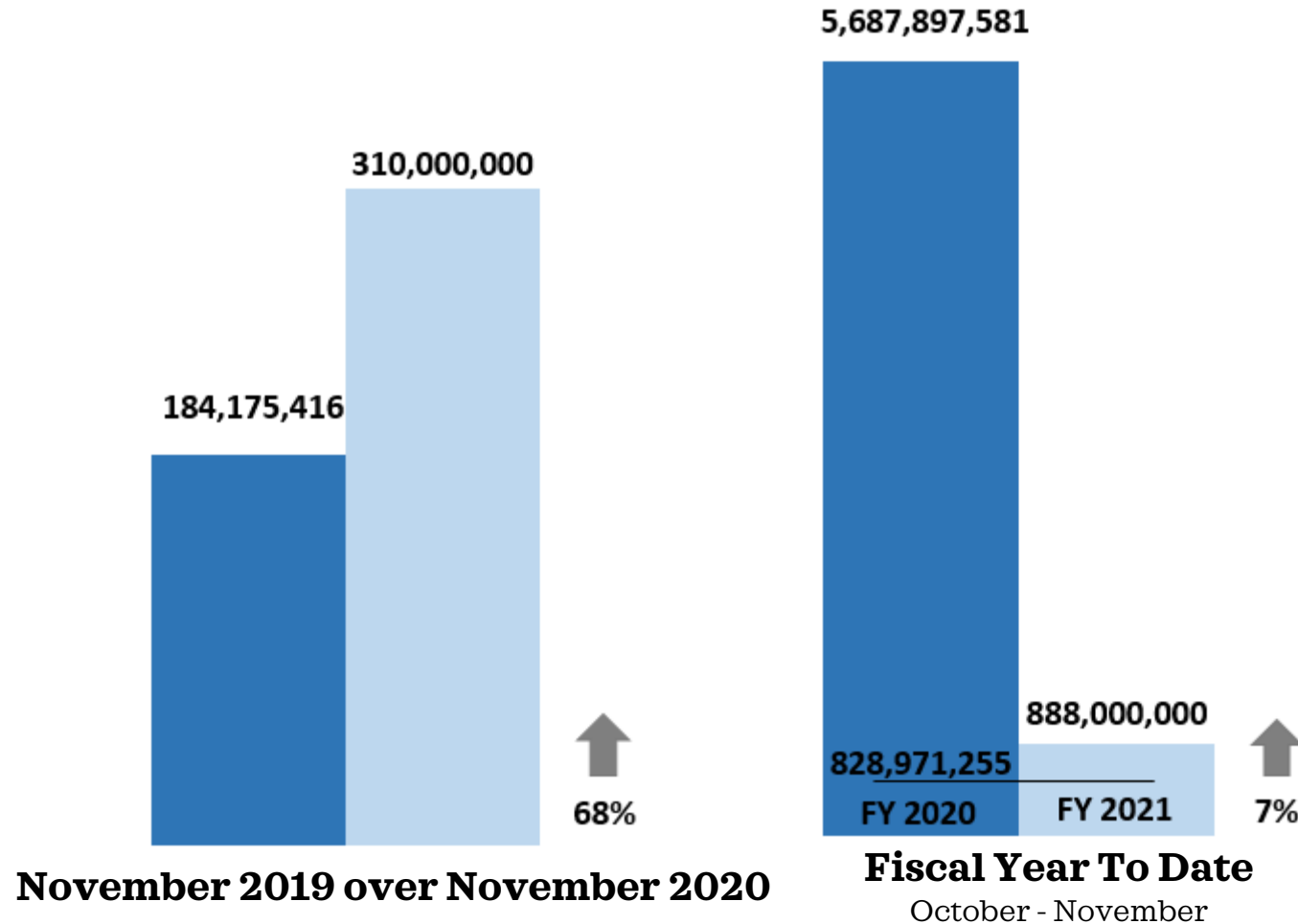


November 2019 over November 2020

Fiscal Year To Date  
October - November

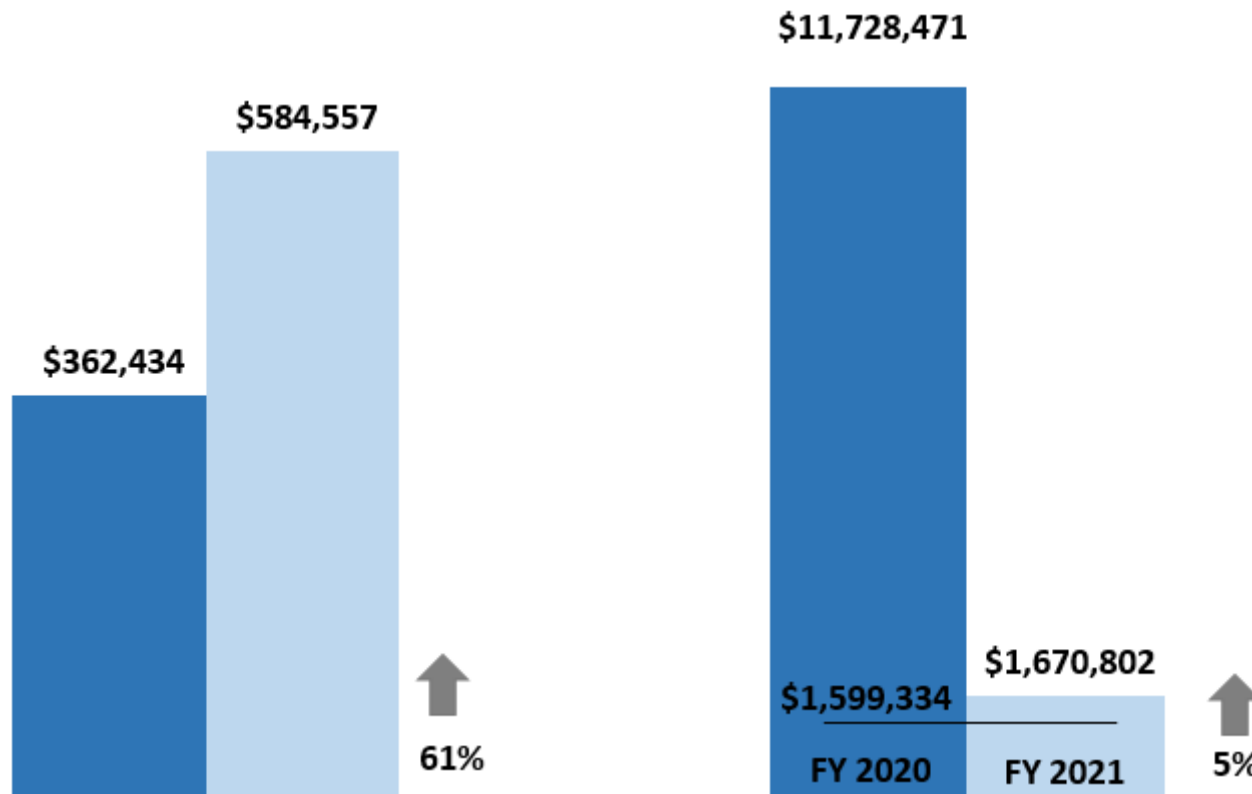
# Impressions

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



# Advertising Value Equivalency

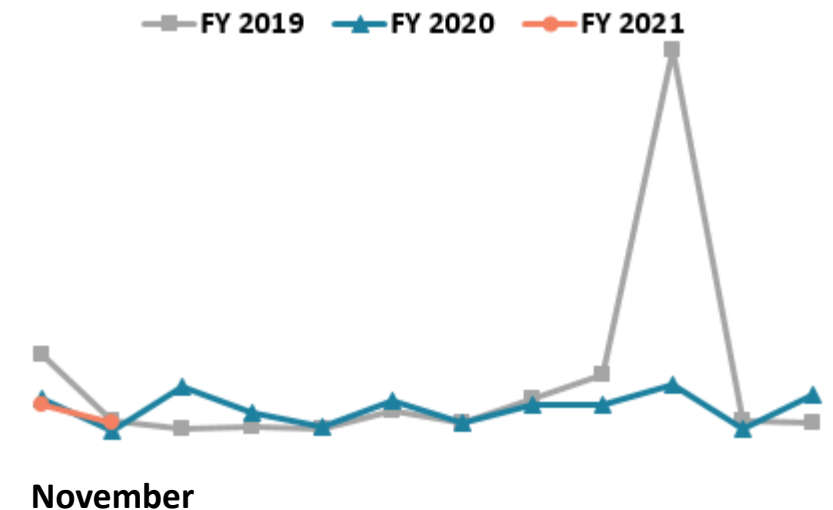
Declining AVE numbers related to changes in the monitoring platform. Industry standards are shifting away from AVE and towards methods that focus on measuring how coverage is relevant to the brand and its goals. This is an ongoing process and we are currently exploring multiple options for how we measure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



November 2019 over November 2020

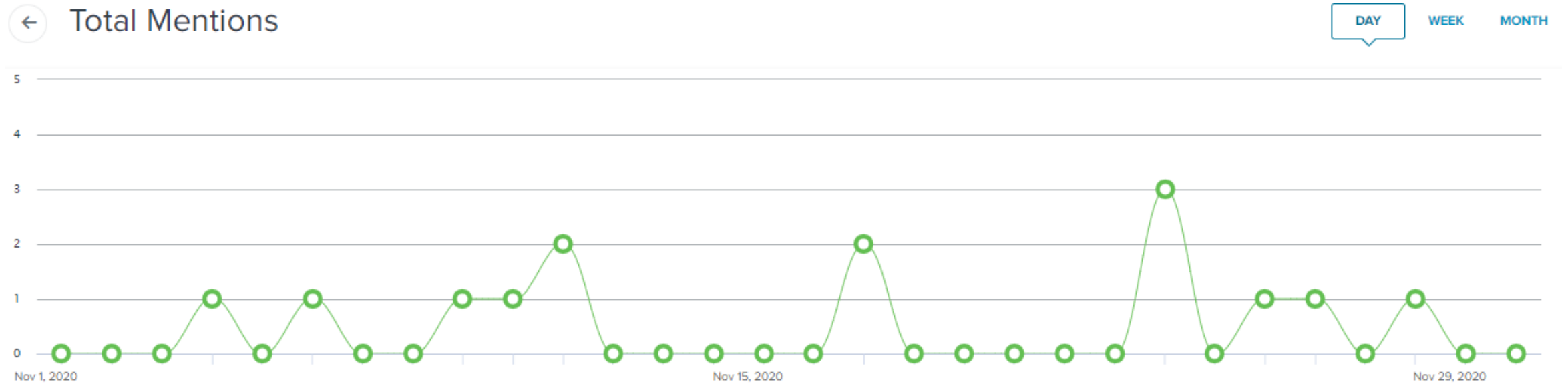
Fiscal Year To Date  
October - November

Source: Cision



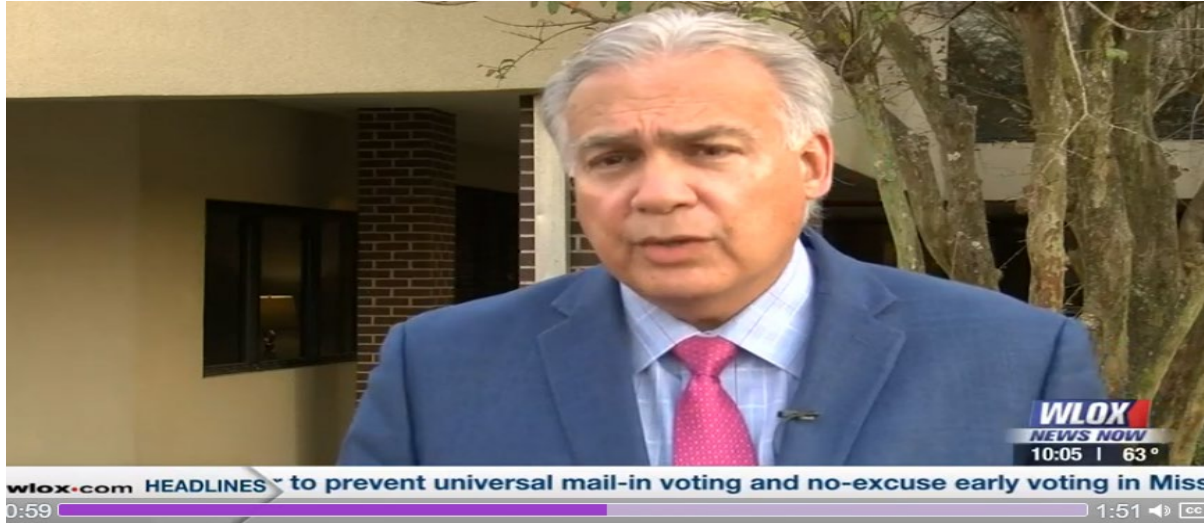
# Earned Media

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





## Back to business for Coast tourism following Hurricane Zeta

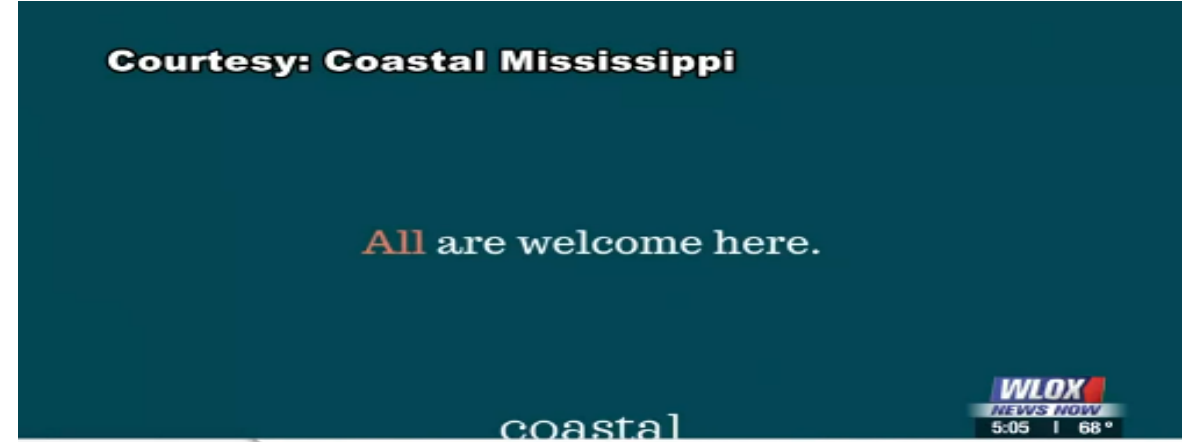


While the cleanup continues in a challenging year, the Mississippi Coast remains open for business.

“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

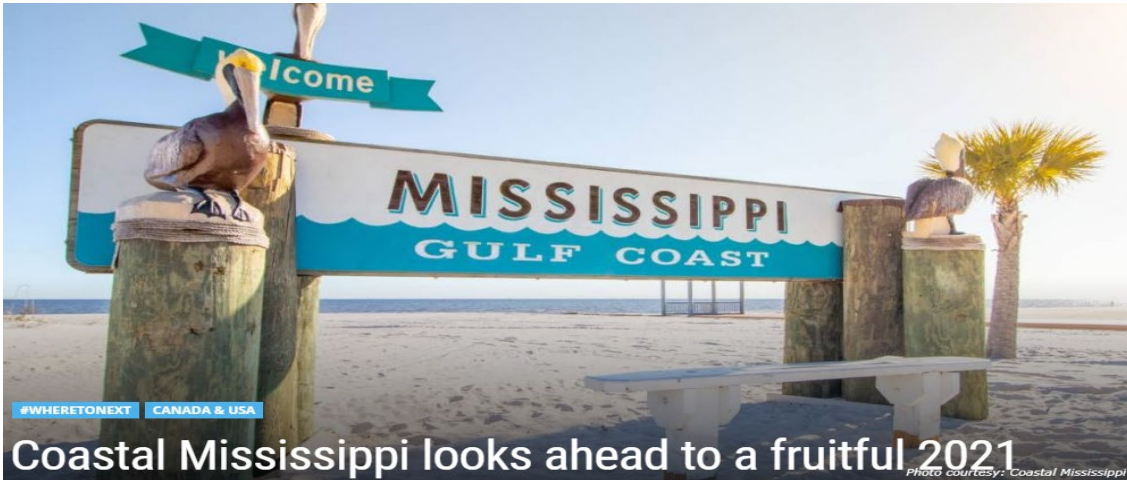
### Fifteen Fabulous Fun Festive Flotillas (aka US Gulf Coast Holiday Boat Parades)

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

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](https://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](https://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.



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






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.



👍❤️🌐 635

21 Comments · 13,797 Views

👍 Like

💬 Comment

➦ Share

➦ Send

## Video promoting new state flag

24,167 impressions  
1,503 interactions

# SOCIAL MEDIA